



**City of Portland, Oregon**  
**Bureau of Development Services**  
**Land Use Services**  
FROM CONCEPT TO CONSTRUCTION

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**Date:** April 19, 2017  
**To:** Interested Person  
**From:** Emily Hays, Land Use Services  
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**NOTICE OF A TYPE Ix DECISION ON A PROPOSAL IN YOUR NEIGHBORHOOD**

The Bureau of Development Services has approved a proposal in your neighborhood. The mailed copy of this document is only a summary of the decision. The reasons for the decision are included in the version located on the BDS website <http://www.portlandonline.com/bds/index.cfm?c=46429>. Click on the District Coalition then scroll to the relevant Neighborhood, and case number. If you disagree with the decision, you can appeal. Information on how to do so is included at the end of this decision.

**CASE FILE NUMBER: LU 17-128766 HR**  
***NEW BLADE SIGN & EXTERIOR LIGHTING***

**GENERAL INFORMATION**

**Applicant:** Lorraine Guthrie | Lorraine Guthrie Architect  
2748 SW Patton Court  
Portland, OR 97201

**Owner:** Holland Investments AK LLC  
1242 Berkeley Street #3  
Santa Monica, CA 90404-1657

**Tenant:** Anne Sacks | Fetch Eyewear  
814 NW 23rd Avenue  
Portland, OR 97210

**Site Address:** **814 NW 23<sup>rd</sup> Avenue**

**Legal Description:** BLOCK 2 N 30' OF S 40' OF LOT 17, KINGS 2ND ADD  
**Tax Account No.:** R452300390  
**State ID No.:** 1N1E33BC 01100  
**Quarter Section:** 2927  
**Neighborhood:** Northwest District, contact John Bradley at 503-313-7574.  
**Business District:** Nob Hill, contact Nob Hill at [nobhillportland@gmail.com](mailto:nobhillportland@gmail.com).  
**District Coalition:** Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.  
**Plan District:** Northwest  
**Other Designations:** Contributing Resource in the Alphabet Historic District

**Zoning:** **CS** – Storefront Commercial  
**Case Type:** **HR** – Historic Resource Review  
**Procedure:** **Type Ix**, an administrative decision with appeal to the Oregon Land Use Board of Appeals (LUBA).

**Proposal:**

The proposal is for a new blade sign and four (4) new recessed step lights at the side walls on a secondary contributing resource in the Alphabet Historic District. The blade sign is proposed to be 17” high x 30” wide, projecting 42” at 8’ above the below grade landing. A similar sign was previously approved for the tenant’s former location at 2275 NW Glisan under LU15-120791 HR.

Historic Resource Review is required because the proposal is for non-exempt exterior alterations in the Alphabet Historic District.

**Relevant Approval Criteria:**

In order to be approved, this proposal must comply with the approval criteria of Title 33. The relevant approval criteria are:

- Historic Alphabet District: Community Design Guidelines Addendum
- Chapter 33.846.060 - Historic Resource Review

**ANALYSIS**

**Site and Vicinity:** The subject property is a secondary contributing resource in the Historic Alphabet District. The structure was originally constructed in 1906 and was known as the Korell, C.H. & F.M., Building. Despite significant alterations over time, the building is considered to be contributing within the district, as a good example of the Craftsman style. The current structure has a retail storefront on the first floor and in the daylight basement, accessed from the sidewalk, with residential units on the second and third floors.

The building is one of six commercial buildings on the block bounded by NW 23<sup>rd</sup> Avenue, Johnson Street, Kearney Street, and 22<sup>th</sup> Avenue, all with frontage on NW 23<sup>rd</sup> Avenue. The majority of the block is occupied by residential structures, ranging from single-family residences to multi-family structures. The building is significant as part of the larger grouping of residential and commercial development that occurred in the Northwest neighborhood.

The Alphabet Historic District was placed on the National Register of Historic Places in 2000. The District includes a broad mixture of building types, including single-story residences, quarter-block apartment buildings, one- and two-story commercial structures, and religious institutions. The District’s period of significance – 1889 to 1940 – encompasses a significant range of stylistic approaches, from Italianate to Art Deco. The District’s overall cohesion is supported by a regular pattern of tree-lined streets and a consistent mid-range scale of buildings, punctuated occasionally with larger structures.

The site is located in the Northwest Pedestrian District. NW 23<sup>rd</sup> Avenue is a designated Neighborhood Collector Street, Major Transit Priority Street, Community Main Street, Local Service Walkway, and Local Service Bikeway.

**Zoning:** The Storefront Commercial (CS) zone is intended to preserve and enhance older commercial areas that have a storefront character. The zone intends that new development in these areas will be compatible with this desired character. The zone allows a full range of retail, service and business uses with a local and regional market area. Industrial uses are allowed but are limited in size to avoid adverse effects different in kind or amount than commercial uses and to ensure that they do not dominate the character of the commercial area. The desired character includes areas which are predominately built-up, with buildings close to and oriented towards the sidewalk especially at corners. Development is intended to be pedestrian-oriented and buildings with a storefront character are encouraged.

The Historic Resource Protection overlay is comprised of Historic and Conservation Districts, as well as Historic and Conservation Landmarks and protects certain historic resources in the region and preserves significant parts of the region’s heritage. The regulations implement Portland’s Comprehensive Plan policies that address historic preservation. These policies recognize the role historic resources have in promoting the education and enjoyment

of those living in and visiting the region. The regulations foster pride among the region's citizens in their city and its heritage. Historic preservation beautifies the city, promotes the city's economic health, and helps to preserve and enhance the value of historic properties.

The Northwest Plan District implements the Northwest District Plan, providing for an urban level of mixed-use development including commercial, office, housing, and employment. Objectives of the plan district include strengthening the area's role as a commercial and residential center. The regulations of this chapter: promote housing and mixed-use development; address the area's parking scarcity while discouraging auto-oriented developments; enhance the pedestrian experience; encourage a mixed-use environment, with transit supportive levels of development and a concentration of commercial uses, along main streets and the streetcar alignment; and minimize conflicts between the mixed-uses of the plan district and the industrial uses of the adjacent Guild's Lake Industrial Sanctuary.

**Land Use History:** City records indicate that prior land use reviews include the following:

- LU 87-033839 (VZ 217-87) – Approval to reduce off-street parking from the required six (6) spaces to zero (0) spaces in order to convert an existing duplex into retail and two apartments.
- LU 14-171846 HR – Approval of exterior alterations to a rear deck constructed without a permit, replacement of exterior window for a door on the east side for deck access, and removal of stairs at the east edge of the deck to be replaced with code compliant stairs on the north edge.

**Agency Review:** A Notice of Proposal in your Neighborhood was mailed on **March 14, 2017**. The following Bureaus have responded with no issues or concerns about the proposal:

- Life Safety Section of BDS
- Fire Bureau
- Site Development Section of BDS
- Bureau of Transportation Engineering
- Bureau of Environmental Services

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on **March 14, 2017**. No written response has been received from either the Neighborhood Association or notified property owners in response to the proposal.

## **ZONING CODE APPROVAL CRITERIA**

### **Chapter 33.846.060 - Historic Resource Review**

#### **Purpose of Historic Resource Review**

Historic Resource Review ensures the conservation and enhancement of the special characteristics of historic resources.

#### **Historic Resource Review Approval Criteria**

Requests for Historic Resource Review will be approved if the review body finds the applicant has shown that all of the approval criteria have been met.

**Findings:** The site is located within the Alphabet Historic District and the proposal is for a non-exempt treatment. Therefore, Historic Resource Review approval is required. The approval criteria are the *Community Design Guidelines* and the *Historic Alphabet District Community Design Guidelines Addendum*.

*Staff has considered all guidelines and addressed only those applicable to this proposal.*

### **Historic Alphabet District - Community Design Guidelines Addendum**

**1. Historic Changes.** Most properties change over time; those changes that have acquired historic significance will be preserved.

**3. Hierarchy of Compatibility.** Exterior alterations and additions will be designed to be compatible primarily with the original resource, secondarily with adjacent properties, and finally, if located within a historic or conservation district, with the rest of the District. Where practical, compatibility will be pursued on all three levels. New development will seek to incorporate design themes characteristic of similar buildings in the Historic Alphabet District.

**Findings:** The building fronts onto NW 23<sup>rd</sup> Avenue, a busy commercial street in a pedestrian district. Significant alterations include the conversion of this building, originally a duplex, to retail uses and apartments. Converted from a residential building in 1988, the retail spaces have main entrances located on this west façade. The proposed new blade sign above the below-grade retail entrance is a common element along the commercial street, in line with the character of the street, produced over time by similar use conversions.

The proposed sign is a single blade sign, projecting 8' above the basement level landing at the tenant entrance. The location and style of the proposed sign is befitting of the Alphabet Historic District. It is compatible with the building, adjacent properties, and the historic district as a whole.

*These guidelines have been met.*

### **Community Design Guidelines**

**P1. Plan Area Character.** Enhance the sense of place and identity by incorporating site and building design features that respond to the area's desired characteristics and traditions.

**P2. Historic and Conservation Districts.** Enhance the identity of historic and conservation districts by incorporating site and building design features that reinforce the area's historic significance. Near historic and conservation districts, use such features to reinforce and complement the historic areas.

**Findings for P1 & P2:** The identity of the Alphabet Historic District has evolved over time with the gradual conversion of residential units into retail storefronts. The storefront spaces facing the sidewalk respect the pedestrian nature of the now commercial district. Small scale pedestrian oriented signs are common along NW 23<sup>rd</sup> Avenue and speak to the commercial corridors that accompanied the increasing neighborhood density during the period of significant development. The new elements help to integrate the below-grade storefront entrance with public activity along the sidewalk. NW 23<sup>rd</sup> Avenue has historically contained a mix of housing and retail, a historic streetscape supported by the continued pattern of appropriately scaled retail signage and lighting reflected in this proposal. The addition of a contextually appropriate blade sign and pedestrian oriented lighting, contribute to a vibrant pedestrian-oriented streetscape.

*These guidelines have been met.*

**E1. The Pedestrian Network.** Create an efficient, pleasant, and safe network of sidewalks and paths for pedestrians that link destination points and nearby residential areas while visually and physically buffering pedestrians from vehicle areas.

**E2. Stopping Places.** New large-scale projects should provide comfortable places along pedestrian circulation routes where people may stop, visit, meet, and rest.

**E3. The Sidewalk Level of Buildings.** Create a sense of enclosure and visual interest to buildings along sidewalks and pedestrian areas by incorporating small scale building features, creating effective gathering places, and differentiating street level facades.

**Findings for E1, E2 & E3:** The new signage and lighting activate the basement level entry from the sidewalk, creating an inviting entrance space below the sidewalk level. The new elements encourage the free flow of activity between the below grade entry

and sidewalk level. The sign is consistent with signage at other street level storefront facades along the commercial street. The repetition of these small scale elements creates visual interest for pedestrians along NW 23<sup>rd</sup> Avenue, while differentiating the retail use at the ground floor from use above. The proposed elements increase the area of interest at the sidewalk level, encouraging pedestrians to stop, visit, and interact.

*These guidelines have been met.*

**E5. Light, Wind, and Rain.** Enhance the comfort of pedestrians by locating and designing buildings and outdoor areas to control the adverse effects of sun, shadow, glare, reflection, wind, and rain.

**Findings:** The addition of signage and step lighting at the side walls at the basement level tenant entry helps to activate the below grade landing area. These elements create a more welcoming and inviting retail entry while mitigating the adverse effects of shadow and low light on pedestrian comfort.

*This guideline has been met.*

**D2. Main Entrances.** Make the main entrances to houses and buildings prominent, interesting, pedestrian-accessible, and transit-oriented.

**Findings:** The basement level retail entrance is centrally located on the front facing façade of the building. The prominence of the entry is minimally diminished by its location below grade. The new signage and lighting help to clearly mark the entrance to the basement level business, making it distinct from other tenants and increasing visibility from the street. The new inset lighting at the sidewalls clearly demarcate the walkway leading down to the setback entrance. Lighting at the landing adjacent to the entrance creates a comfortable transition from outdoors to indoors.

*This guideline has been met.*

**D5. Crime Prevention.** Use site design and building orientation to reduce the likelihood of crime through the design and placement of windows, entries, active ground level uses, and outdoor areas.

**Findings:** The step lights, recessed into the space below the stairs at each side of the entrance, provide low level fill light at the pedestrian scale to reduce the opportunity for crime. The addition of lighting and signage increases the visibility of the basement level landing from the street.

*This guideline has been met.*

**D6. Architectural Integrity.** Respect the original character of buildings when making modifications that affect the exterior. Make additions compatible in scale, color, details, material proportion, and character with the existing building.

**D7. Blending into the Neighborhood.** Reduce the impact of new development on established neighborhoods by incorporating elements of nearby, quality buildings such as building details, massing, proportions, and materials.

**D8. Interest, Quality, and Composition.** All parts of a building should be interesting to view, of long lasting quality, and designed to form a cohesive composition.

**Findings for D6, D7 & D8:** The street-facing elevation is the building's most important contribution to the character of the area. The addition of a single blade sign has minimal impact on the character-defining features of the building visible from the street. The proposed signage is compatible with signage common in the area. The scale of the blade sign is consistent with similarly articulated storefronts

along NW 23<sup>rd</sup> and elsewhere in the district. The proposed blade sign is well integrated with the scale and style of the building. Pedestrian scale signage is a common feature among retail storefronts in the district, complementing street and sidewalk activity. The sign further adds interest to the building while recessed lighting highlights the entrance below the sidewalk level. proposed step lights will be recessed into the low retaining walls on either side of the stairs and will not negatively affect the street facing façade.

*These guidelines have been met.*

## **DEVELOPMENT STANDARDS**

Unless specifically required in the approval criteria listed above, this proposal does not have to meet the development standards in order to be approved during this review process. The plans submitted for a building or zoning permit must demonstrate that all development standards of Title 33 can be met, or have received an Adjustment or Modification via a land use review prior to the approval of a building or zoning permit.

## **CONCLUSIONS**

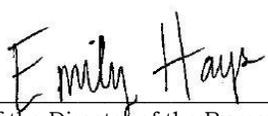
The proposed blade sign and step lighting will have minimal impact on the structure. The purpose of the Historic Resource Review process is to ensure that additions, new construction, and exterior alterations to historic resources do not compromise their ability to convey historic significance. As detailed in the findings above, this proposal meets the applicable Historic Resource Review criteria and therefore warrants approval.

## **ADMINISTRATIVE DECISION**

Approval of a new blade sign and four (4) new recessed step lights at the side walls on a secondary contributing resource in the Alphabet Historic District, per the approved site plans, Exhibits C-1 through C-3, signed and dated April 14, 2017, subject to the following conditions:

- A. As part of the building permit application submittal, the following development-related conditions (B through C) must be noted on each of the four required site plans or included as a sheet in the numbered set of plans. The sheet on which this information appears must be labeled "ZONING COMPLIANCE PAGE- Case File LU 17-128766 HR." All requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."
- B. At the time of building permit submittal, a signed Certificate of Compliance form (<https://www.portlandoregon.gov/bds/article/623658>) must be submitted to ensure the permit plans comply with the Design/Historic Resource Review decision and approved exhibits.
- C. No field changes allowed.

**Staff Planner: Emily Hays**

**Decision rendered by:**  **on April 14, 2017**

By authority of the Director of the Bureau of Development Services

**Decision mailed: April 19, 2017**

**About this Decision.** This land use decision is **not a permit** for development. Permits may be required prior to any work. Contact the Development Services Center at 503-823-7310 for information about permits.

**Procedural Information.** The application for this land use review was submitted on March 1, 2017, and was determined to be complete on March 9, 2017.

*Zoning Code Section 33.700.080* states that Land Use Review applications are reviewed under the regulations in effect at the time the application was submitted, provided that the application is complete at the time of submittal, or complete within 180 days. Therefore, this application was reviewed against the Zoning Code in effect on March 1, 2017.

*ORS 227.178* states the City must issue a final decision on Land Use Review applications within 120-days of the application being deemed complete. The 120-day review period may be waived or extended at the request of the applicant. In this case, the applicant did not waive or extend the 120-day review period. Unless further extended by the applicant, **the 120 days will expire on: July 7, 2017.**

**Some of the information contained in this report was provided by the applicant.**

As required by Section 33.800.060 of the Portland Zoning Code, the burden of proof is on the applicant to show that the approval criteria are met. The Bureau of Development Services has independently reviewed the information submitted by the applicant and has included this information only where the Bureau of Development Services has determined the information satisfactorily demonstrates compliance with the applicable approval criteria. This report is the decision of the Bureau of Development Services with input from other City and public agencies.

**Conditions of Approval.** If approved, this project may be subject to a number of specific conditions, listed above. Compliance with the applicable conditions of approval must be documented in all related permit applications. Plans and drawings submitted during the permitting process must illustrate how applicable conditions of approval are met. Any project elements that are specifically required by conditions of approval must be shown on the plans, and labeled as such.

These conditions of approval run with the land, unless modified by future land use reviews. As used in the conditions, the term “applicant” includes the applicant for this land use review, any person undertaking development pursuant to this land use review, the proprietor of the use or development approved by this land use review, and the current owner and future owners of the property subject to this land use review.

**This decision, and any conditions associated with it, is final.** It may be appealed to the Oregon Land Use Board of Appeals (LUBA), within 21 days of the date the decision is mailed, as specified in the Oregon Revised Statute (ORS) 197.830. Among other things, ORS 197.830 requires that a petitioner at LUBA must have submitted written testimony during the comment period for this land use review. Contact LUBA at 775 Summer St NE Suite 330, Salem, OR 97301-1283 or phone 1-503-373-1265 for further information.

The file and all evidence on this case are available for your review by appointment only. Please call the Request Line at our office, 1900 SW Fourth Avenue, Suite 5000, phone 503-823-7617, to schedule an appointment. I can provide some information over the phone. Copies of all information in the file can be obtained for a fee equal to the cost of services. Additional information about the City of Portland, city bureaus, and a digital copy of the Portland Zoning Code is available on the internet at [www.portlandonline.com](http://www.portlandonline.com).

**Recording the final decision.**

If this Land Use Review is approved, the final decision must be recorded with the Multnomah County Recorder. A building or zoning permit will be issued only after the final decision is recorded. The final decision may be recorded on or after **April 20, 2017**. The applicant, builder, or a representative may record the final decision as follows:

- By Mail: Send the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to:

Multnomah County Recorder, P.O. Box 5007, Portland OR 97208. The recording fee is identified on the recording sheet. Please include a self-addressed, stamped envelope.

- In Person: Bring the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to the County Recorder's office located at 501 SE Hawthorne Boulevard, #158, Portland OR 97214. The recording fee is identified on the recording sheet.

For further information on recording, please call the County Recorder at 503-988-3034  
For further information on your recording documents please call the Bureau of Development Services Land Use Services Division at 503-823-7617.

**Expiration of this approval.** An approval expires three years from the date the final decision is rendered unless a building permit has been issued, or the approved activity has begun.

Where a site has received approval for multiple developments, and a building permit is not issued for all of the approved development within three years of the date of the final decision, a new land use review will be required before a permit will be issued for the remaining development, subject to the Zoning Code in effect at that time.

**Applying for your permits.** A building permit, occupancy permit, or development permit may be required before carrying out an approved project. At the time they apply for a permit, permittees must demonstrate compliance with:

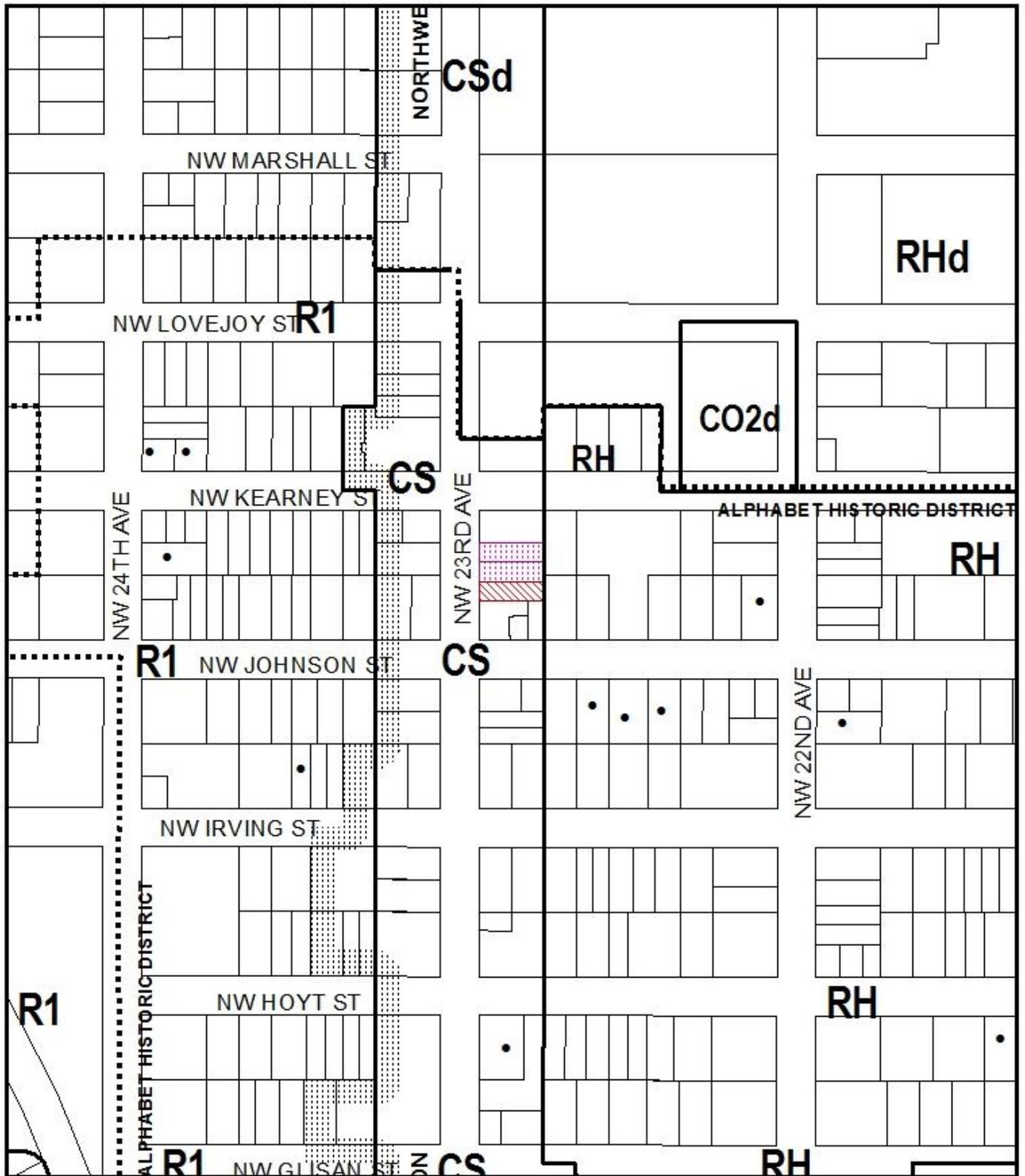
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations of the City.

#### **EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
  1. Project Description & Response to Approval Criteria
  2. Lighting Cut sheet – Not Used
- B. Zoning Map (attached)
- C. Plans/Drawings:
  1. Site Plan
  2. Section Diagram & West Elevation (attached)
  3. Lighting Cut sheet
- D. Notification information:
  1. Mailing list
  2. Mailed notice
- E. Agency Responses: None.
- F. Correspondence: None.
- G. Other:
  1. Original LU Application
  2. Historic Information
  3. Staff Site Photos
  4. Staff Correspondence with Applicant

**The Bureau of Development Services is committed to providing equal access to information and hearings. Please notify us no less than five business days prior to the event if you need special accommodations. Call 503-823-7300 (TTY 503-823-6868).**



# ZONING

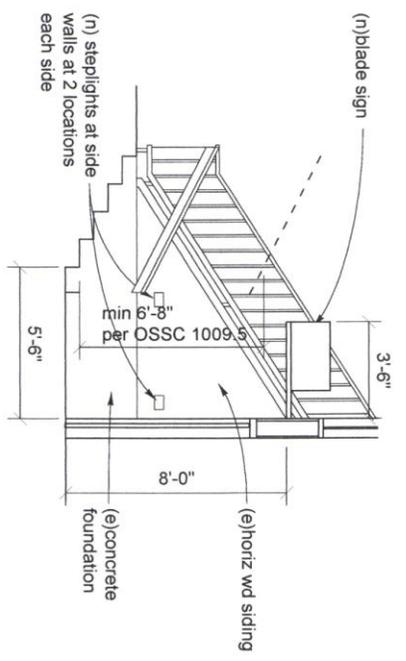


This site lies within the:  
 NORTHWE ST PLAN DISTRICT  
 ALPHABET HISTORIC DISTRICT

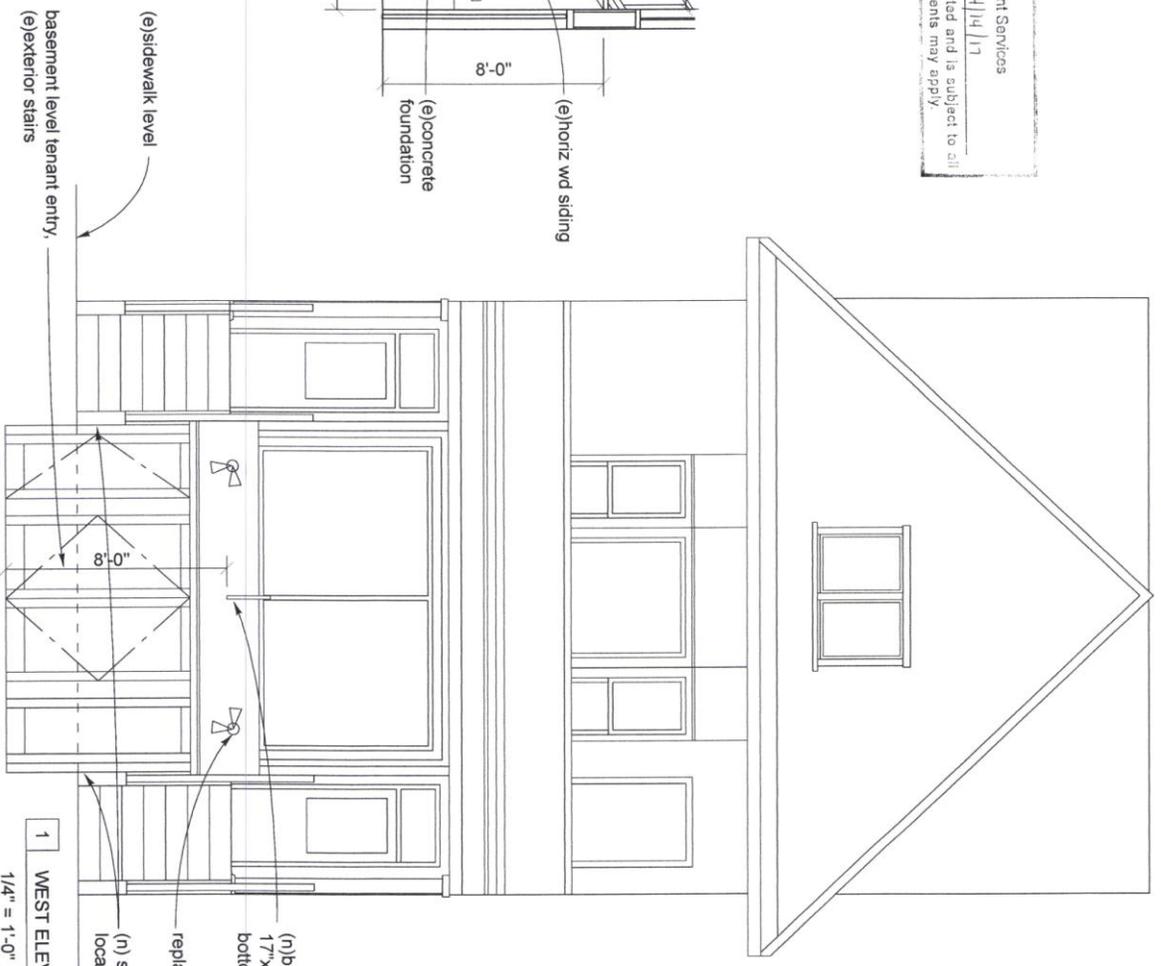
- Site
- Also Owned Parcels
- Historic Landmark

File No. LU 17-128766 HR  
 1/4 Section 2927  
 Scale 1 inch = 200 feet  
 State\_Id 1N1E33BC 1100  
 Exhibit B (Mar 07, 2017)

City of Portland - Bureau of Development Services  
 Approved  
 Planner *E. M. M. H. M. M.* Date *4/14/17*  
 \* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.



2 SECTION DIAGRAM  
 1/4" = 1'-0"



1 WEST ELEVATION  
 1/4" = 1'-0" LU 17 - 1 2 8 7 6 6 HR

Fetch Eyewear 814 NW 23rd Avenue, Portland OR 97210
1 March 2017 ELEVATION
<b>A1.2</b>
C2