



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

Chloe Eudaly, Commissioner  
Rebecca Esau, Interim Director  
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Fax: (503) 823-5630  
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[www.portlandoregon.gov/bds](http://www.portlandoregon.gov/bds)

**Date:** September 1, 2017  
**To:** Interested Person  
**From:** Lauren Russell, Land Use Services  
503-823-7817/Lauren.Russell@portlandoregon.gov

## **NOTICE OF A TYPE II PROPOSAL IN YOUR NEIGHBORHOOD**

Development has been proposed in your neighborhood. The proposed development requires a land use review. The proposal, review process, and information on how to respond to this notice are described below. A copy of the site plan and zoning map is attached. I am the staff person handling the case. Please call me if you have questions regarding this proposal. Please contact the applicant if you have questions regarding any future development on the site.

Because we must publish our decision within 28 days, **we need to receive your written comments by 5 p.m. on September 22, 2017**. Please mail or deliver your comments to the address at the bottom of the page, and include the Case File Number, LU 17-216668 AD, in your letter. It also is helpful to address your letter to me, Lauren Russell. You can also e-mail your comments to me at my e-mail address identified above.

## **CASE FILE NUMBER: LU 17-216668 AD**

**Applicant:** Russel Mason | Sign Wizards Inc  
1111 SE Grand Ave  
Portland, OR 97214 / 503-235-6967

**Owner:** Westmoreland Union Manor One LP  
1625 SE Lafayette St  
Portland, OR 97202

**Party of Interest:** John Hardesty | Walsh Construction  
2905 SW 1st Ave  
Portland, OR 97201

**Site Address:** 6404 SE 23RD AVE

**Legal Description:** TL 200 6.30 ACRES, SECTION 14 1S 1E  
**Tax Account No.:** R991141020  
**State ID No.:** 1S1E14D 00200  
**Quarter Section:** 3732  
**Neighborhood:** Sellwood-Moreland, contact [chair.landuse.smile@gmail.com](mailto:chair.landuse.smile@gmail.com).  
**Business District:** Sellwood-Westmoreland, contact Emily Pinkstaff at [emily.pinkstaff@newseasonsmarket.com](mailto:emily.pinkstaff@newseasonsmarket.com)

**District Coalition:** Southeast Uplift, contact Leah Fisher at 503-232-0010.  
**Plan District:** Johnson Creek Basin - Flood Risk  
**Zoning:** R1cpd – Multi-Dwelling Residential 1,000, Environmental Conservation Overlay, Environmental Protection Overlay, Design Overlay

**Case Type:** AD – Adjustment Review

**Procedure:** Type II, an administrative decision with appeal to the Adjustment Committee.

**Proposal:**

The applicant proposes to install two new fascia signs on Westmoreland Union Manor, a seven-story senior apartment building. The 19.07 square foot west entrance sign would be composed of bracket-mounted dimensional letters installed on the west entrance canopy that faces SE 23<sup>rd</sup> Avenue is accessed through the site's parking lot. The 58.56 square foot north face sign would be composed of matte black, pin-mounted dimensional letters on a secondary building wall approximately 30 feet above grade that faces SE McLoughlin Boulevard. In the R1 zone, only 1 sign is allowed per multi-dwelling building and the maximum sign face area is 10 square feet (Portland City Code Section 32.32.010.A). Because the applicant is proposing two signs, each greater than 10 square feet in sign face area, the applicant requests the following three Adjustments:

- Increase the number of signs on the building from one to two;
- Increase the maximum sign face area of the west entrance sign from 10 square feet to 19.07 square feet; and
- Increase the maximum sign face area of the north face sign from 10 square feet to 58.56 square feet.

**Relevant Approval Criteria:**

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

- Portland City Code Section 32.38.030.C – Sign Adjustment Approval Criteria

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. This application was submitted on August 4, 2017 and determined to be complete on August 28, 2017.

**DECISION MAKING PROCESS**

The Bureau of Development Services will make a decision on this proposal. We will consider your comments, and

- Approve the proposal.
- Approve the proposal with conditions.
- Deny the proposal.

The neighborhood association listed on the first page of this notice may take a position on this application. They may also schedule an open meeting prior to making their recommendation to the Bureau of Development Services. Please contact the person listed as the neighborhood contact to determine the time and date of this meeting.

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 extended at the request of the applicant.

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).

**APPEAL PROCESS**

If you disagree with the Bureau of Development Services administrative decision, you can appeal the decision to the Adjustment Committee. This review body will hold a public hearing for the appeal. When the decision is mailed, the criteria used to make the decision and information on how to file an appeal will be included. If you do not send any comments, you can still appeal the decision. There is a 14-day deadline to file an appeal beginning on the day the decision is mailed. The reason for the appeal must be specifically defined in order for the review body to respond to the appeal. If an appeal is filed, you will be notified of the time and location of the appeal hearing.

There is a fee charged for appeals. Recognized neighborhood associations may qualify for an appeal fee waiver.

**APPEAL OF THE FINAL CITY DECISION**

After an appeal hearing, the review body decision may be appealed to the Oregon Land Use Board of Appeals (LUBA) at 775 Summer St NE, Suite 330, Salem, Oregon 97301-1283. The phone number for LUBA is 1-503-373-1265. Issues that may provide the basis for an appeal to LUBA must be raised prior to the comment deadline or prior to the conclusion of the hearing if a local appeal is requested. If you do not raise an issue with enough specificity to give the Bureau of Development Services an opportunity to respond to it, that may also preclude an appeal to LUBA on that issue.

**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).**

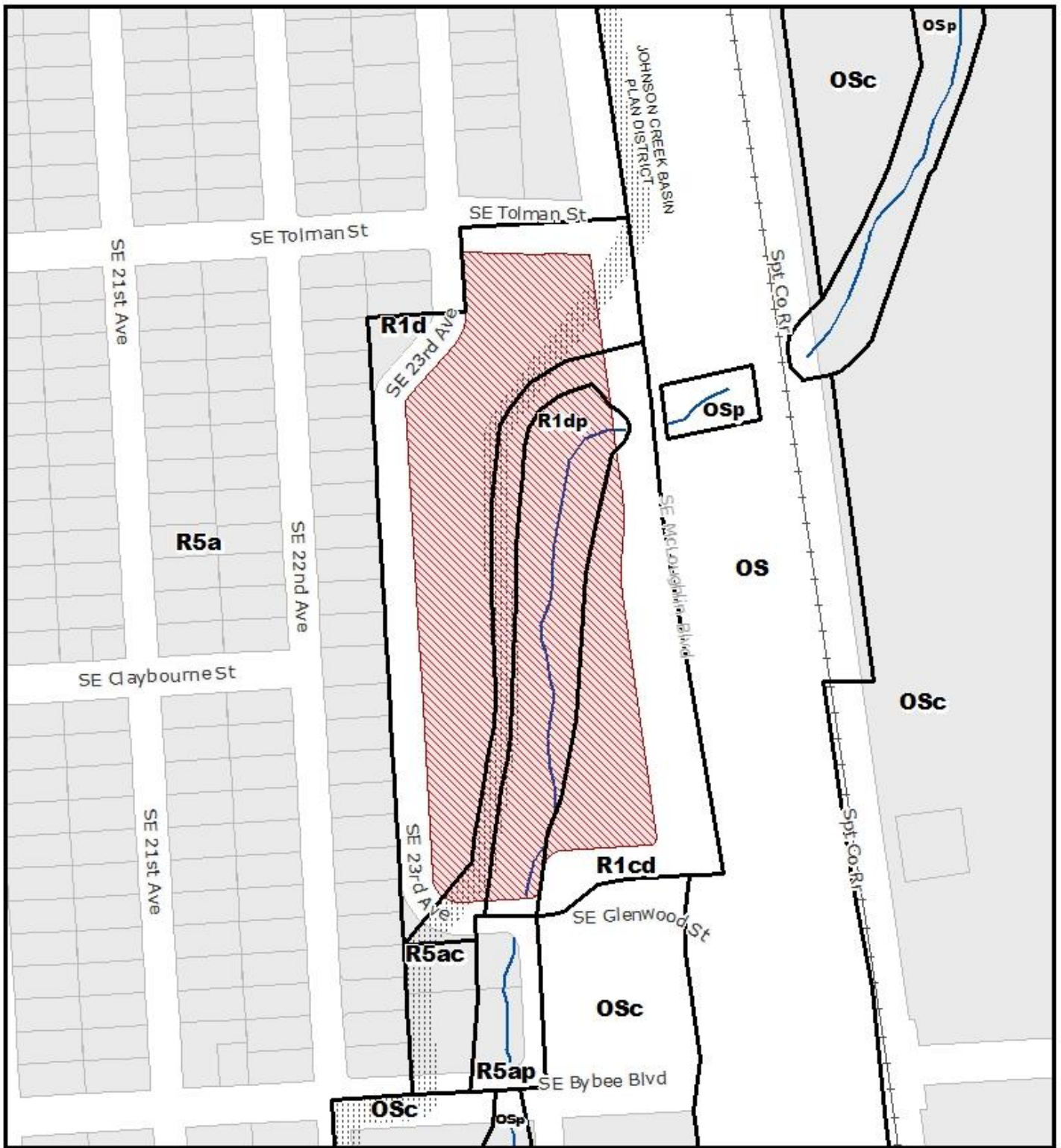
**Enclosures:**

Zoning Map

Site Plan

West Entrance Sign Elevation

North Face Sign Elevation



# ZONING



THIS SITE LIES WITHIN THE:  
 JOHNSON CREEK BASIN PLAN DISTRICT  
 FLOOD PLAIN SUBDISTRICT



Site



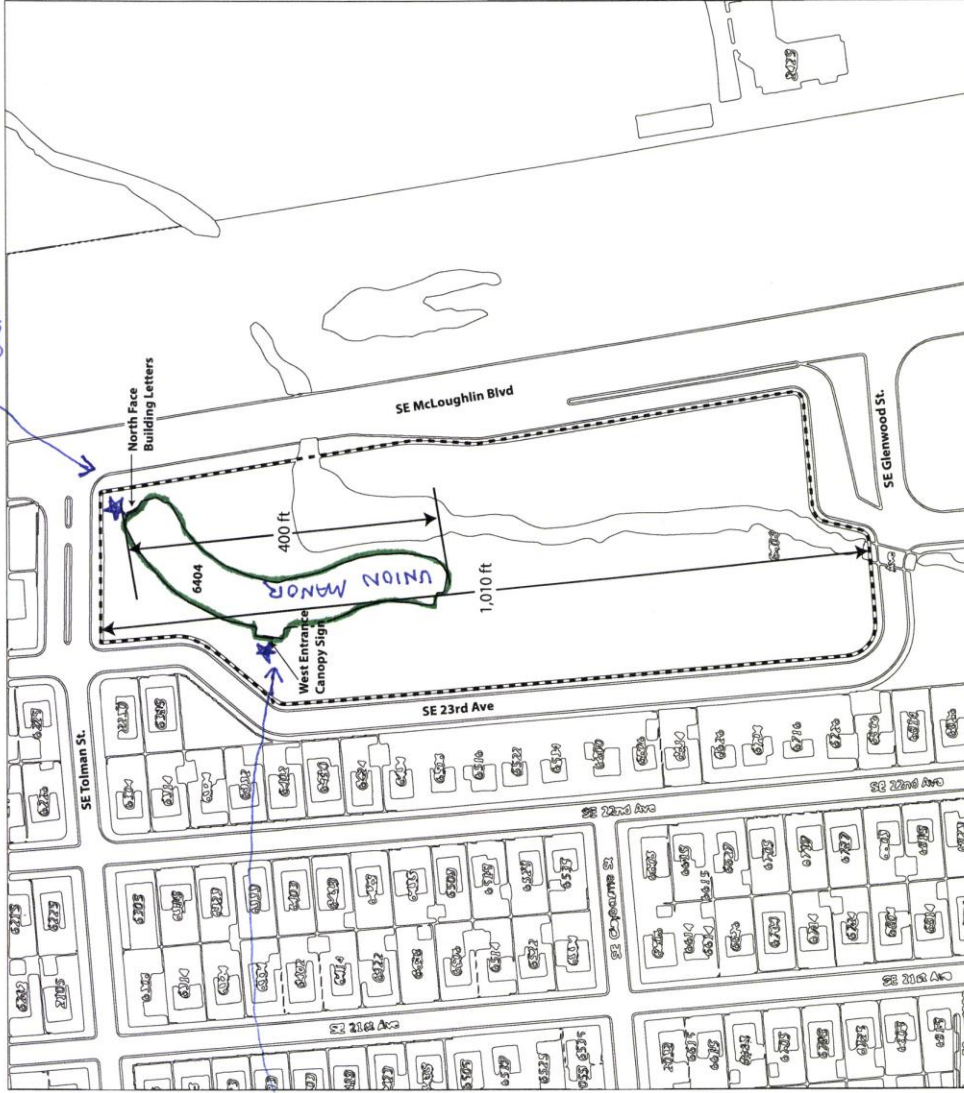
Stream

File No.	LU 17-216668 AD
1/4 Section	3732 3632
Scale	1 inch = 200 feet
State ID	1S1E14D 200
Exhibit	B Aug 07, 2017



ADJUSTMENT REQUEST TO INCREASE THE NUMBER OF SIGNS ON THE BUILDING FROM 1 TO 2.

NORTH FACE SIGN



WEST ENTRANCE SIGN



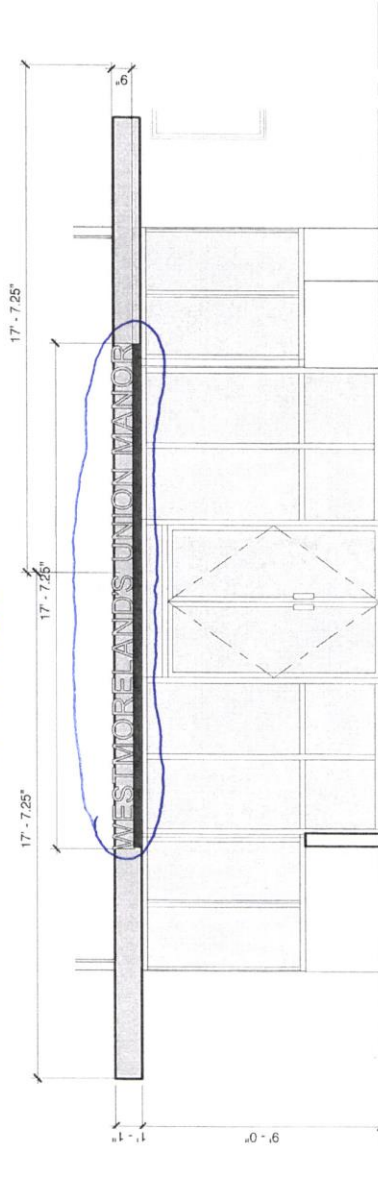
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Erik: 503-235-6967  
erik@signwizards.com

Walsh Construction

Westmoreland's Union Manor Exterior Letters, North and West Entrance

DATE: 8/28/17

ADJUSTMENT REQUEST TO INCREASE THE  
 MAXIMUM SIGN FACE AREA FROM 10 SF  
 TO 19.07 SF.



1 ENLARGED ELEVATION - WEST ENTRANCE SIGN

SCALE: 1/4" = 1'-0"



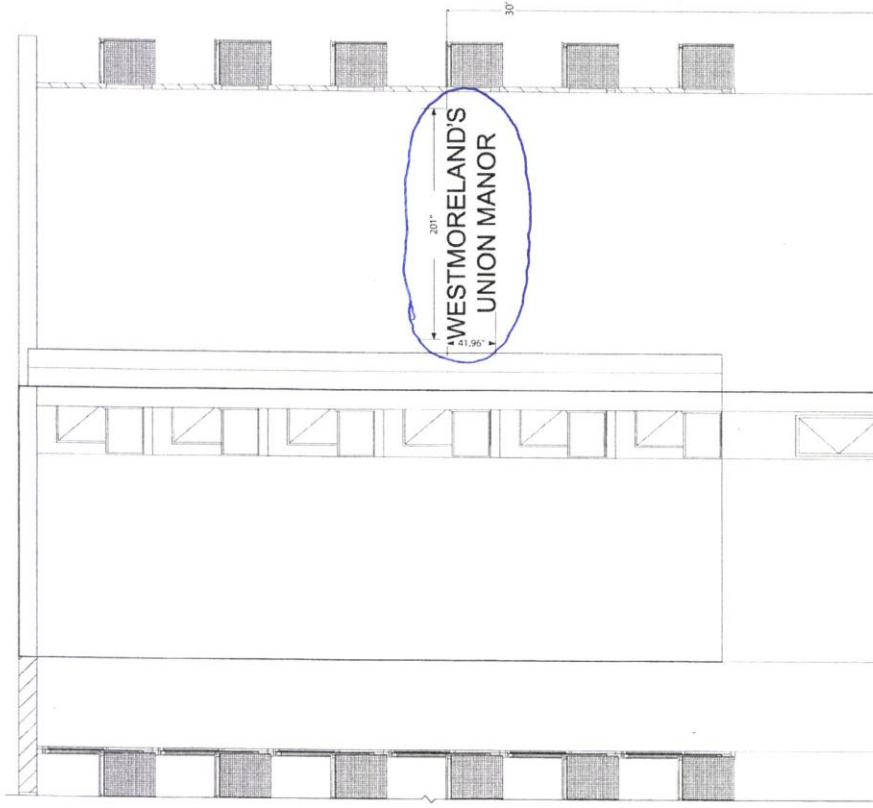
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 Call your product representative if you  
 have any questions.  
 Erik: 503-235-6967  
 erik@signwizards.com

Walsh Construction

Westmoreland's Union Manor Exterior Letters

DATE: 8/3/17

Lu 17-216668 A D



ADJUSTMENT REQUEST TO INCREASE  
THE MAXIMUM SIGN FACE AREA  
FROM 10 SF TO 58.56 SF.



**SIGN WIZARDS**  
1111 SE Couch  
Portland, OR 97214  
503-235-6967  
CC#04727, #0864124

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**1** EXTERIOR ELEVATION - NORTH  
SCALE: 1/8" = 1'-0"

Walsh Construction	Westmoreland's Union Manor Exterior Letters	DATE: 8/3/17
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LU 17 - 21668AD