



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

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Date: December 18, 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 17-200579 HR – SEVEN CORNERS SIGNAGE

GENERAL INFORMATION

Applicant: Garrett Gibson | Ramsay Signs Inc
9160 SE 74th Avenue
Portland, OR 97206-9345
503-777-4555 | garrettg@ramsaysigns.com

Owner: Community Vision Inc
1750 SW Skyline Blvd #102
Portland, OR 97221

Site Address: **1949 SE Division Street**

Legal Description: BLOCK 29 LOT 1, LADDS ADD
Tax Account No.: R463306450
State ID No.: 1S1E02DD 21000
Quarter Section: 3232

Neighborhood: Hosford-Abernethy, contact chair@handpdx.org.
Business District: Division-Clinton Business Association, contact at 503-706-3730.
District Coalition: Southeast Uplift, contact Leah Fisher at 503-232-0010.

Plan District: None
Other Designations: Non-contributing Resource the Ladd's Addition Historic District

Zoning: **Csm**, Storefront Commercial with Main Street Corridor Overlay and Historic Resource Protection Overlay
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 applicant seeks Historic Resource Review approval for signage on a new four-story, commercial building in the Ladd's Addition Historic District. Signage is proposed for tenant and building identification and falls into three types:

1. Non-illuminated flat cut out aluminum, pin mounted to the top of entry canopies
2. Non-illuminated flat cut out aluminum, surface mounted to bronze infill panels in the transom above entry doors
3. Non-illuminated cabinet blade signs, mounted to edge of canopies at tenant entrances

Historic Resource Review is required because the proposal is for alterations within a Historic District.

Relevant Approval Criteria:

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

- Ladd's Addition Conservation District Guidelines

ANALYSIS

Site and Vicinity: The site consists of a 9,562 SF triangular lot at the southeastern edge of Ladd's Addition Historic District at the corner of SE Division Street and SE Ladd Avenue, otherwise known as the "Seven Corners" intersection. The western edge of the lot abuts an alley. The site was a former gas station and contaminated brownfield that has been remedied and approved by DEQ for habitation.

Ladd's Addition is a streetcar era district, historically significant primarily as an example of early urban design and residential architecture. Directly to the north of the site within the Historic District are small-scaled single family residences. The Ladd's Addition Historic District mostly consists of single-family homes intermixed with some institutional buildings and also a small number of slightly larger commercial and multi-family residential buildings found along the commercial corridors, such as SE Hawthorne Boulevard and SE 12th Avenue at the perimeter of the District. These slightly larger commercial and multi-family residential structures are older, about 3 stories tall, and generally consist of masonry walls with simple punched openings.

Along SE Division Street in this area is a mix of low-rise commercial structures, institutional buildings and single-family homes. Low-rise commercial development primarily makes up the Seven Corners intersection's vicinity. Parts of SE Division Street have seen heavy redevelopment and new construction over the last decade.

SE Division Street is designated a Neighborhood Collector Street, a Major Transit Priority Street, and a City Bikeway. SE Ladd Avenue is designated a Community Transit Street, a City Bikeway and a City Walkway.

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 Main Street Corridor "m" overlay encourages higher density residential uses by allowing greater building heights, reducing required building coverage for residential development; and allowing more flexibility in site design. The intent of the zone is to provide transit-supportive levels of residential and mixed-use development along identified main streets.

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.

Ladd's Addition is Portland's oldest planned residential community (1891) and one of the oldest in the western United States. Ladd's radial street plan marked a dramatic break in Portland's typical grid street pattern. With a formal symmetry echoing Renaissance cities and gardens, the radial streets converge at five formal gardens, which are the showpieces of the community. Parking strips are lines with mature street trees, green archways of elms and maples. The architectural character of Ladd's Addition was established in the three decades following the turn of the century. Although the individual structures represent a variety of styles, including Bungalow, Mission, Tudor and Colonial Revival, they have a continuity of materials, scale, detailing, orientation and setback which creates a sense of architectural uniformity.

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

- LU 07-163511 HDZM - Historic Design Review approval for a 4-story, mixed-use development in Ladd's Addition Historic District that included 27 residential units, approximately 2,900 SF of retail, and 12 parking spaces at the ground floor level, and approval of non-standard right-of-way improvements along SE Ladd Avenue that include bike repair areas, benches, and a dog drinking fountain (never built).
- EA 15-167534 PC – Pre-Application Conference for a new 4 story building.
- EA 15-230303 DA - Design Advice Request for a new 4 story building.
- LU 16-125731 HRM - Historic Resource Review approval for a new four-story, 45' tall commercial building.

Agency Review: A Notice of Proposal in your Neighborhood was mailed on **November 7, 2017**. The following Bureaus have responded with no issues or concerns about the proposal:

- Fire Bureau, See Exhibit E-1
- Life Safety Review Section of BDS, See Exhibit E-2
- Site Development Section of BDS

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **November 7, 2017**. No written responses have 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 Ladd's Addition Historic District and the proposal is for a non-exempt treatment requiring a new foundation. Therefore,

Historic Resource Review approval is required. The approval criteria are the *Ladd's Addition Conservation District Design Guidelines – New Construction*.

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

Ladd's Addition Conservation District Guidelines - New Construction

- 12. Front Façade Detailing.** Primary entrances to buildings should be oriented to the street rather than to a rear yard or interior side yard. Front porches and projecting features such as balconies, bays and dormer windows are encouraged. Blank façades with no windows are discouraged.
- 13. Windows and Doors.** Window sashes and doors should be wood frame and detailed with wood trim. For commercial buildings, storefront windows with large fixed panes below and smaller frames above are encouraged. For other buildings, vertical, double-hung windows, as well as groups of vertical windows which may be horizontal in overall expression, are encouraged.
- 14. Awnings.** On commercial structures, retractable fabric awnings, which are architecturally compatible with the historic commercial structure are encouraged. Awnings should fit within window bays.
- 16. Signs.** For commercial buildings, freestanding signs are discouraged; wall signs, window signs, canopy, and projecting signs attached to the building are encouraged. Sign materials appropriate to the 1910's and 1920's, such as painted wood and neon are encouraged. Plastic sign faces are discouraged. Signs should not be the dominant feature of a building or site.

Findings: The building is located on a triangular lot with all primary entrances oriented to the street. There are two retail tenant entrances on the ground floor, one oriented towards SE Division Street and one situated prominently at the Seven Corners intersection to celebrate the corner. The entrance to the building lobby for the upper offices is oriented centrally on SE Ladd Avenue.

At the pedestrian level, the storefront incorporates large fixed panes on a low bulkhead along with transom glass above, aligning with the typical canopy line. This is a common traditional storefront configuration. Steel canopies faced with c-channels will be incorporated along the entire SE Division Street façade and at glazed areas on SE Ladd Avenue, and set within the structural window bays. The canopies have been designed to fit within the width of the window bays, except at the corner entrance, where the canopy is raised above the transom of the storefront bays to wrap between facades and create a special condition that celebrates the corner.

Hanging blade signs will be installed at the edge of each entry canopy. These non-illuminated metal cabinet signs are framed 3" deep and hung with a 1" reveal to conceal attachments to the canopy. This simple element highlights the entry at the pedestrian level. These blade signs are modest and well integrated with the canopy design, and as such will not be dominant features of the building or site. They are constructed of a high quality, durable materials and complement the style of the buildings.

The canopy at the Seven Corners intersection is adorned with aluminum pin-mounted letters featuring the building name. The mount brackets are flush to the front edge of the canopy and span the width of the chamfered corner. Entries along the south and southeast facades will be marked by brushed aluminum surface mounted numbers mounted to a dark bronze infill panel. These panels fill the transom pane above the door, integrating necessary address panels within the coherent storefront composition.

These entry sequences have been detailed to create human scale and a sense of depth and articulation that fits within the scale of building elements found in the District. *These guidelines have been met.*

17. Crime Prevention. Crime prevention elements should be included in the design with specific attention to landscaping, parking areas, walkways, lighting, entries, and visibility. Windows and entries should not be obscured. Parking areas, walkways, and entries should be adequately illuminated for visibility.

Findings: All entrances are directly connected to the public right-of-way and create a strong visual and physical connection with the abutting streetscape. Building entries to provide visibility from the pedestrian right of way. New signage at these entries improves visibility of, and draws attention to, the activity within. *This guideline has 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 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. This proposal meets the applicable Historic Resource Review criteria and therefore warrants approval.

ADMINISTRATIVE DECISION

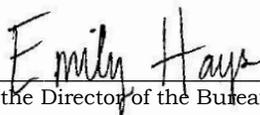
Approval of Historic Resource Review for signage on a new building in the Ladd's Addition Historic District. Signage types include:

1. Non-illuminated flat cut out aluminum, pin mounted to the top of entry canopies
2. Non-illuminated flat cut out aluminum, surface mounted to bronze infill panels in the transom above entry doors
3. Non-illuminated cabinet blade signs, mounted to edge of canopies at tenant entrances

Approval per the approved site plans, Exhibits C-1 through C-3, signed and dated December 11, 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 17-200579 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 December 11, 2017**

By authority of the Director of the Bureau of Development Services

Decision mailed December 18, 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 July 10, 2017, and was determined to be complete on November 2, 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 July 10, 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: March 2, 2018.**

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.

Recording the final decision.

If this Land Use Review is approved the final decision will be recorded with the Multnomah County Recorder.

- *Unless appealed*, the final decision will be recorded after **December 19, 2017** by the Bureau of Development Services.

The applicant, builder, or a representative does not need to record the final decision with the Multnomah County Recorder.

For further information on your recording documents please call the Bureau of Development Services Land Use Services Division at 503-823-0625.

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:

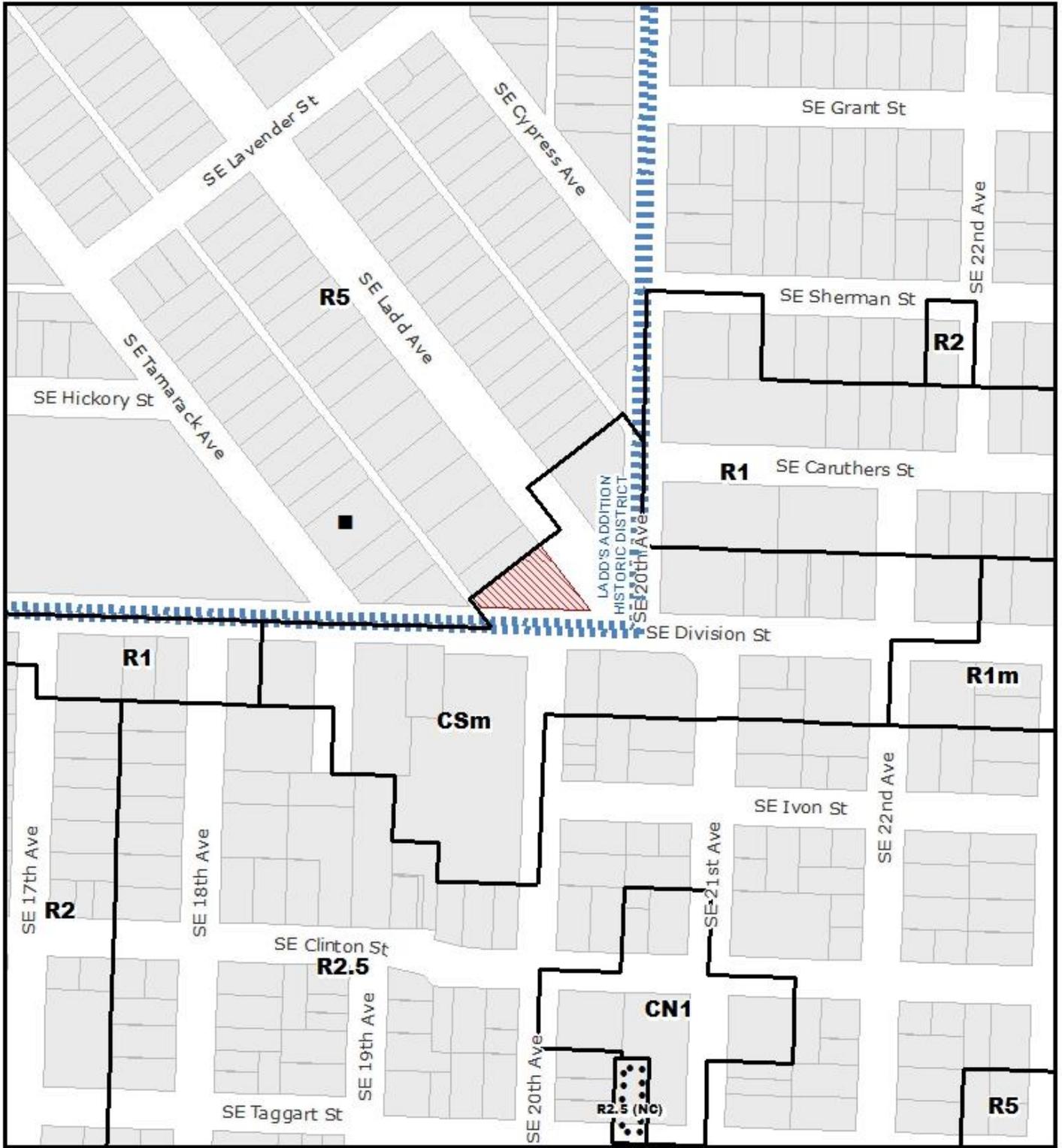
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations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

EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Submittal
 - 1. Project Narrative
 - 2. Original Drawing Set
 - 3. Updated Drawing Set, dated 9/11/17
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan & Elevations (attached)
 - 2. Canopy & Flush Mounted Sign Details
 - 3. Hanging Canopy Sign Details
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses:
 - 1. Fire Bureau
 - 2. Life Safety Review Section of BDS
- F. Correspondence: None
- G. Other:
 - 1. Original LU Application
 - 2. Email Correspondence
 - 3. Incomplete Letter

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

↑
NORTH

THIS SITE LIES WITHIN THE:
LADD'S ADDITION HISTORIC DISTRICT

-  Site
-  Historic Landmark

| | |
|-------------|-------------------|
| File No. | LU 17-200579 HR |
| 1/4 Section | 3232 |
| Scale | 1 inch = 200 feet |
| State ID | 1S1E02DD 21000 |
| Exhibit | B Jul 13, 2017 |

