



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

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**Date:** March 8, 2018  
**To:** Interested Person  
**From:** Emily Hays, Land Use Services  
503-823-5676 / Emily.Hays@portlandoregon.gov

## **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 18-111031 HR – *BROADWAY BUILDING TENANT SIGNAGE***

#### **GENERAL INFORMATION**

**Applicant:** Stephen Blackstone | IA Interior Architects, PC  
1120 NW Couch Street #450 | Portland, OR 97209  
s.blackstone@interiorarchitects.com

**Owner:** Natsumi Shakhman  
Goodman Generation C/O Downtown Development Group  
920 SW 6th Avenue #223 | Portland, OR 97204

**Representative:** Terrence Casey | JLL - Capital One Account  
906 Catalina Avenue | Santa Ana, CA 92706

**Site Address:** **715 SW Morrison Street**

**Legal Description:** BLOCK 212 LOT 4, PORTLAND  
**Tax Account No.:** R667722820, R667722820  
**State ID No.:** 1N1E34CC 08600, 1N1E34CC 08600  
**Quarter Section:** 3029

**Neighborhood:** Portland Downtown, contact Rani Boyle at 503-725-9979.  
**Business District:** Downtown Retail Council, contact Sandra McDonough at 503-552-6762.  
**District Coalition:** Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.

**Plan District:** Central City - Downtown  
**Other Designations:** Historic Landmark – Listed on the National Register of Historic Places  
**Zoning:** **CXd** – Central Commercial with Design & Historic Resource Review Overlays

**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 is seeking Historic Resource Review for two new signs on a Historic Landmark in the Downtown Subdistrict of the Central City Plan District. The illuminated signs are

proposed to be centered in the transom panel above the corner entry doors on SW Broadway and SW Morrison. The sign area of each measures approximately 2'-5" x 9'-2" and projects a maximum of 6" from the face of the building.

Historic Resource Review is required for new non-exempt signs on a Historic Landmark.

**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:

- Central City Fundamental Design Guidelines
- 33.846.060G – Other Approval Criteria

## ANALYSIS

**Site and Vicinity:** The historic Broadway Building, also known as the Pioneer Park Building, is located in the Central City Plan District at the northwest corner of SW Broadway and SW Morrison. It is an 11-story structure located diagonally across from Pioneer Courthouse Square and contributes to its sense of urban enclosure. Five of the other buildings surrounding the square are also designated historic structures, creating an ensemble that largely defines the character of the open space.

Designed by Portland architect E.B. MacNaughton in the Commercial style, the Pioneer Park Building was completed and opened for use in 1913. It is a Commercial Style composition with influences from the Chicago School, a highly popular architectural movement at the time. The building has a primary façade that fronts SW Morrison and a secondary façade fronting SW Broadway. The exterior is primarily clad in white pressed brick, with terra cotta and painted sheet metal trim elements. There is a shallow light well on the north party wall.

The Morrison Street façade is divided into six bays, each approximately 18 feet wide. The SW Broadway façade is three bays wide. The ground and second floors have been repeatedly altered over time, and while their current configuration is reasonably compatible with the historic character of the building, virtually no intact historic fabric remains there.

SW Morrison St is designated a Regional Transitway and Major Transit Priority Street. SW Broadway is designated a District Collector Street and a City Bikeway and Walkway. The site is within the Downtown Pedestrian District.

**Zoning:** The Central Commercial (CX) zone is intended to provide for commercial development within Portland's most urban and intense areas. A broad range of uses is allowed to reflect Portland's role as a commercial, cultural and governmental center. Development is intended to be very intense with high building coverage, large buildings, and buildings placed close together. Development is intended to be pedestrian-oriented with a strong emphasis on a safe and attractive streetscape.

The "d" overlay promotes the conservation and enhancement of areas of the City with special historic, architectural or cultural value. New development and exterior modifications to existing development are subject to design review. This is achieved through the creation of design districts and applying the Design Overlay Zone as part of community planning projects, development of design guidelines for each district, and by requiring design review. In addition, design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area.

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.

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

- DZ 34-84: Design Review approval for a storefront remodel.

- DZ 97-86: Design Review approval for the renovation of the lobby and exterior canopy.
- DZ 72-90: Design Review approval for a remodel/restoration.
- LUR 96-00137 DZ: Design Review approval for the renovation of the first two floors of the Pioneer Park Building.
- LU 03-119357 HDZ: Historic Design Review approval of exterior light fixtures.
- LU 06-117546 HDZ: Historic Design Review approval of new entry doors, windows, and signage.
- LU 09-104260 HDZ: Historic Design Review approval of six panel antennae, six DAP units, four microwave dishes, one GPS unit, and one support cabinet onto the existing rooftop penthouse of the Pioneer Park Building.
- LU 09-126107 HDZ: Approval of a new metal and glass building entrance.
- LU 11-109571 HDZ: Historic Design Review approval to install one surface-mounted, internally illuminated sign and one non-illuminated blade sign.
- LU 17-198394 HR: Approval of halo illuminated signs above each of the doors, new doors, new tenant plaque sign at the corner column, and re-glazing the storefronts with clear glass.

**Agency Review:** A Notice of Proposal in your Neighborhood was mailed on **February 2, 2018**. The following Bureaus have responded with no issues or concerns about the proposal:

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

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on **February 2, 2018**. 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, Historic Reviews**

#### **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 a designated Historic/Conservation Landmark. Therefore, the proposal requires Historic Resource Review approval. The relevant approval criteria are listed in 33.846.060 G. 1.-10. In addition, because the site is located within the Central City, the relevant approval criteria are the Central City Fundamental Design Guidelines.

#### **G. Other Approval Criteria:**

- 1. Historic character.** The historic character of the property will be retained and preserved. Removal of historic materials or alteration of features and spaces that contribute to the property's historic significance will be avoided.
- 2. Record of its time.** The historic resource will remain a physical record of its time, place, and use. Changes that create a false sense of historic development, such as adding conjectural features or architectural elements from other buildings will be avoided.
- 3. Historic changes.** Most properties change over time. Those changes that have acquired historic significance will be preserved.
- 4. Historic features.** Generally, deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement, the new feature will match the old in design, color, texture, and other visual qualities and, where practical, in materials. Replacement of missing features must be substantiated by documentary, physical, or pictorial evidence.

- 5. Historic materials.** Historic materials will be protected. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials will not be used.

**Findings:** The addition of the proposed signs will not alter the distinguishing features of the Landmark building. The signs will be centered in the existing transom panel above the corner entry doors on SW Broadway and SW Morrison. The scale and proportion of the proposed signs will not compete with or impact the visual integrity of the structure. No chemical or physical treatments that would damage historic materials have been proposed. *These guidelines have been met.*

- 6. Archaeological resources.** Significant archaeological resources affected by a proposal will be protected and preserved to the extent practical. When such resources are disturbed, mitigation measures will be undertaken.

**Findings:** No significant archaeological resources are affected by this proposal. *Therefore, this criterion does not apply.*

- 7. Differentiate new from old.** New additions, exterior alterations, or related new construction will not destroy historic materials that characterize a property. New work will be differentiated from the old.
- 8. Architectural compatibility.** New additions, exterior alterations, or related new construction will be compatible with the resource's massing, size, scale, and architectural features. When retrofitting buildings or sites to improve accessibility for persons with disabilities, design solutions will not compromise the architectural integrity of the historic resource.
- 9. Preserve the form and integrity of historic resources.** New additions and adjacent or related new construction will be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic resource and its environment would be unimpaired.
- 10. 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.

**Findings:** The new signs will be differentiated through contemporary materials; the aluminum channel letters are halo lit using LED modules. The proposed signs will be illuminated with the junction box located on the interior of the building, connected discreetly with interior electrical through the building wall. The unobtrusive placement of the sign ensures that were they to be removed, the essential form, architectural features and overall character of the resource would be unaltered.

The signs help to activate and identify the storefront and use of the tenant space without detracting from the building. In general, the signs are appropriately scaled, placed and of a form and character consistent with its prominent location on a Landmark structure in a commercial area of the Central City. *With condition of approval D that all electrical shall be fully concealed, these guidelines have been met.*

### **Central City Fundamental Design Guidelines**

These guidelines provide the constitutional framework for all design review areas in the Central City.

The Central City Fundamental Design Guidelines and the River District Design Guidelines focus on four general categories. **(A) Portland Personality**, addresses design issues and elements that reinforce and enhance Portland's character. **(B) Pedestrian Emphasis**, addresses design issues and elements that contribute to a successful pedestrian environment. **(C) Project Design**, addresses specific building characteristics and their relationships to the public environment. **(D) Special Areas**, provides design guidelines for the four special areas of the Central City.

### **Central City Plan Design Goals**

This set of goals are those developed to guide development throughout the Central City. They apply within the River District as well as to the other seven Central City policy areas. The nine goals for design review within the Central City are as follows:

1. Encourage urban design excellence in the Central City;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City's districts;
4. Promote the development of diversity and areas of special character within the Central City;
5. Establish an urban design relationship between the Central City's districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse pedestrian experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City which is safe, humane and prosperous;
9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

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

- A4. Use Unifying Elements.** Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.
- A5. Enhance, Embellish, and Identify Areas.** Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.
- A8. Contribute to a Vibrant Streetscape.** Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.
- C4. Complement the Context of Existing Buildings.** Complement the context of existing buildings by using and adding to the local design vocabulary.

**Findings:** The corner tenant signage at the base of this building will create a visual anchor for the northwest corner of the iconic square. Signage size, material, and illumination method respond to the character of the surrounding context. The signs are centered within existing transom window panels and are consistent with a local sign vernacular that consist of illuminated tenant signs that help to identify the area and its commercial tenants. *These guidelines have been met.*

- B2. Protect the Pedestrian.** Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.
- B5. Make Plazas, Parks and Open Space Successful.** Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces. Where provided, integrate water features and/or public art to enhance the public open space. Develop locally oriented pocket parks that incorporate amenities for nearby patrons.
- C7. Design Corners that Build Active Intersections.** Use design elements including, but not limited to, varying building heights, changes in façade plane, large windows, awnings, canopies, marquees, signs and pedestrian entrances to highlight building corners. Locate flexible sidewalk-level retail opportunities at building corners. Locate stairs, elevators, and other upper floor building access points toward the middle of the block.
- C8. Differentiate the Sidewalk-Level of Buildings.** Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.

**Findings:** The height of the sign is aligned with building elements that are clearly legible from the pedestrian zone. The electrical details, with hidden conduit, also provide for a clean, well-detailed project as viewed from the sidewalk below. The proposed location, design and scale of these signs all serve to activate an

intersection and highlight the corner entry of the ground floor business. The location demarcates a prominent corner and indicates the presence of a destination for pedestrians at the intersection. The addition of a new sign at this corner is an appropriate connection to a common district element. *These guidelines have been met.*

- C2. Promote Quality and Permanence in Development.** Use design principles and building materials that promote quality and permanence.
- C3. Respect Architectural Integrity.** Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.
- C5. Design for Coherency.** Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.
- C13. Integrate Signs.** Integrate signs and their associated structural components with the building's overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.
- D3. Broadway Unique Sign District.** Provide opportunities for the development of large, vertically oriented, bright, and flamboyant signs that add to the unique character of this Broadway environment. Size and place signs and their structural support systems so that significant architectural or historical features of the building are not concealed or disfigured. Ensure that all signs receive proper maintenance.

**Findings:** The sign will draw attention to the historic building, and its unique architectural style, without obscuring any of the building's architectural elements. The sign is appropriately scaled, designed, and placed in a manner that respects the integrity of the building and results in a cohesive design. The proposal utilizes high quality materials, has minimal impact on the historic exterior, and maintains the original character of the building. *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 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.

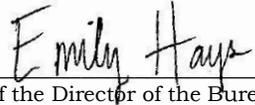
## ADMINISTRATIVE DECISION

Approval of Historic Resource Review for two new illuminated signs on a Historic Landmark in the Downtown Subdistrict of the Central City Plan District, per the approved site plans, Exhibits C-1 through C-7, signed and dated March 6, 2018, subject to the following conditions:

- A. As part of the building permit application submittal, the following development-related conditions (B through D) 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 18-111031 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.
- D. All electrical components shall be fully concealed.

**Staff Planner: Emily Hays**

**Decision rendered by:**  **on March 6, 2018**

By authority of the Director of the Bureau of Development Services

**Decision mailed March 8, 2018**

**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 January 23, 2018, and was determined to be complete on January 30, 2018.

*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 January 23, 2018.

*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: May 30, 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](http://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 **March 9, 2018** 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:

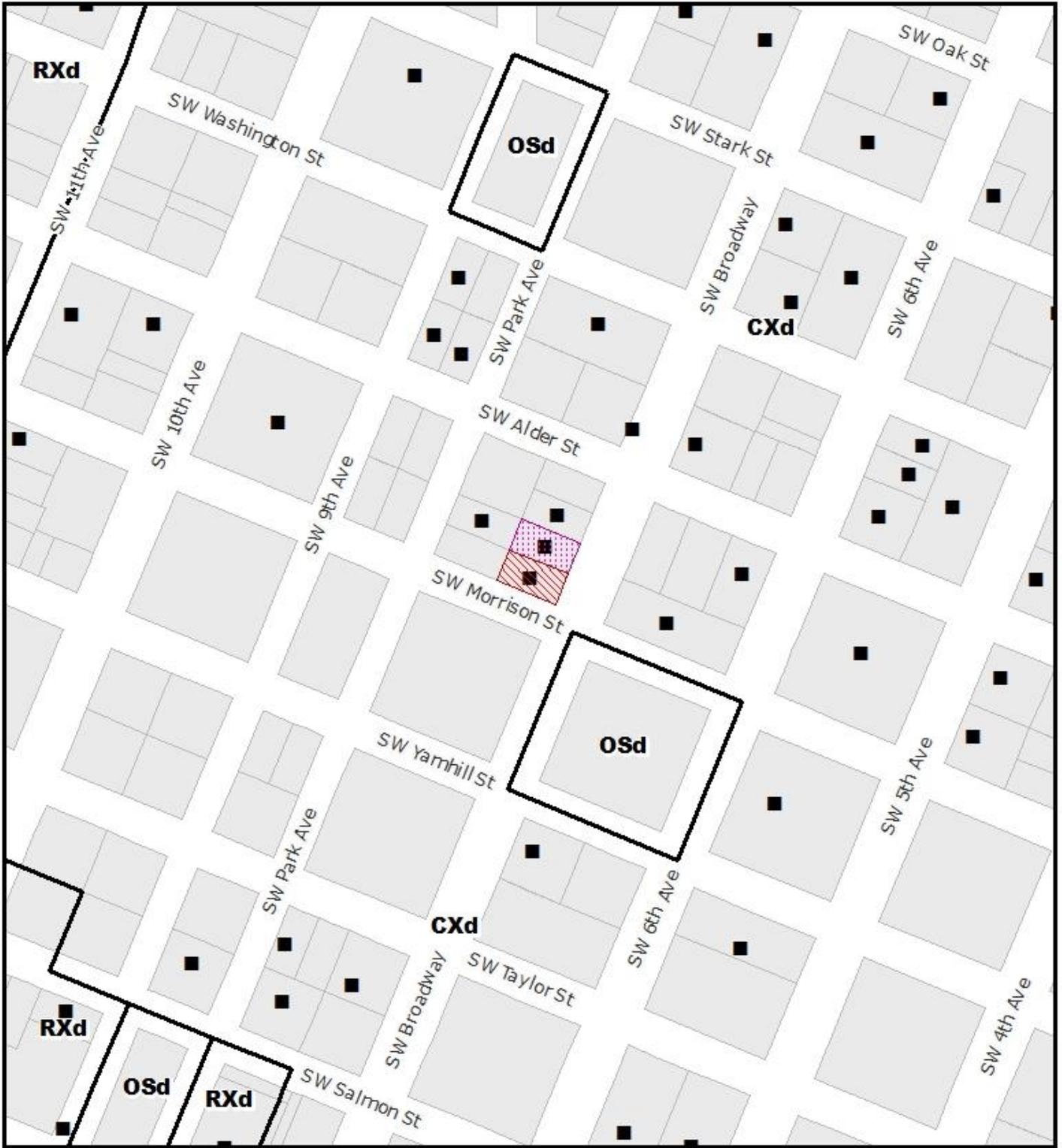
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations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

**EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Submittal
  1. Design Review Narrative
  2. Drawing Set
  3. Early Assistance Notes
- B. Zoning Map (attached)
- C. Plans/Drawings:
  1. Site Plan – Level 1 Scope (attached)
  2. Site Plan – Level 2 Scope
  3. SW Morrison Street Enlarged Elevation – Proposed
  4. SW Broadway Elevation – Proposed
  5. Sign Details
  6. Sign Details – Section
  7. Sign Details – LED
- 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

**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

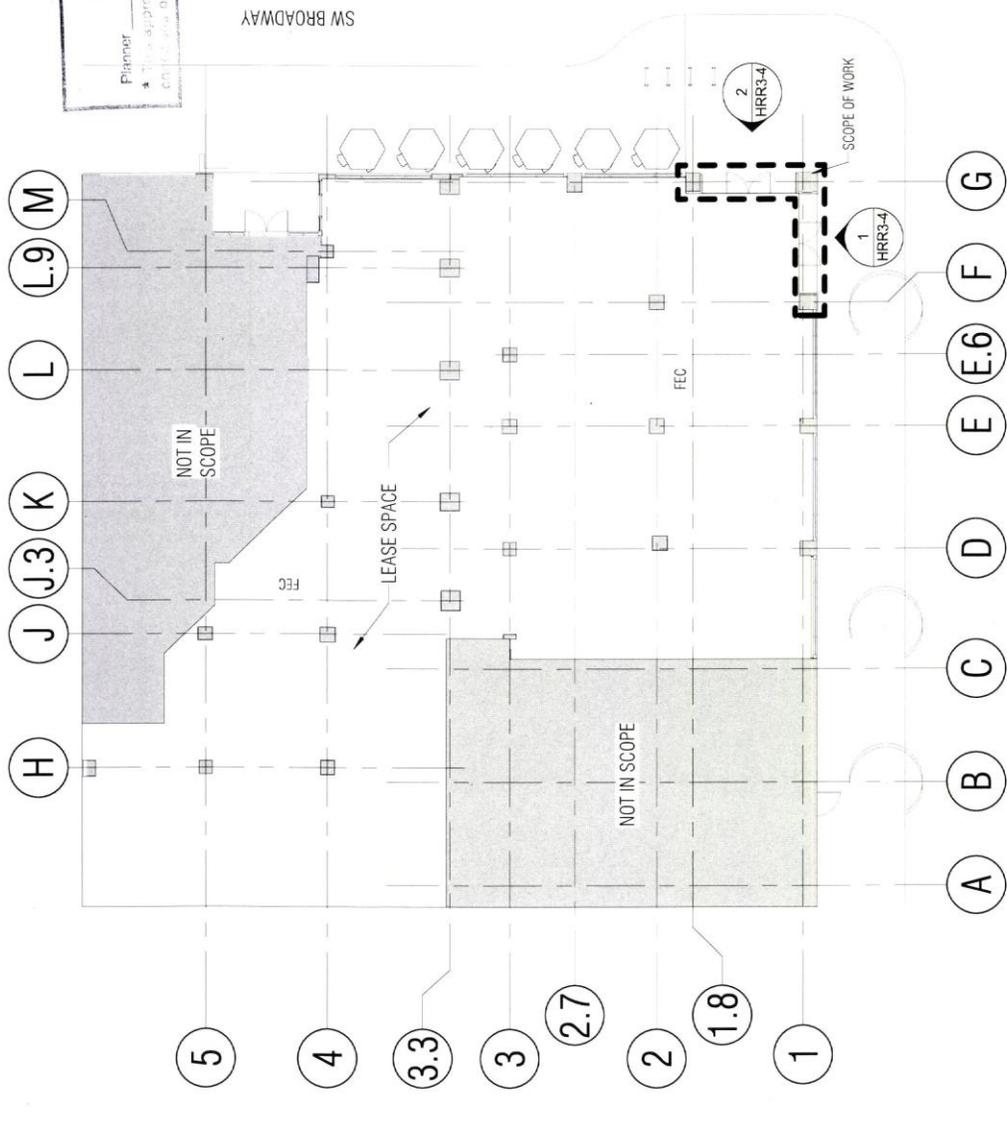


THIS SITE LIES WITHIN THE:  
CENTRAL CITY PLAN DISTRICT  
DOWNTOWN SUBDISTRICT

-  Site
-  Also Owned Parcels
-  Historic Landmark

File No.	LU 18-111031 HR
1/4 Section	3029
Scale	1 inch = 200 feet
State ID	1N1E34CC 8600
Exhibit	B Jan 26, 2018

\*Approved\*  
 City of Portland - Bureau of Development Services  
 Planner EMMA HAY Date 3/14/18  
 \*This approval applies only to the reviews requested and is subject to all applicable zoning requirements. Additional zoning requirements may apply.



① SITE PLAN - LEVEL 1 SCOPE  
 1/16" = 1'-0"

EXHIBIT C-1

SITE PLAN - LEVEL 1  
 HISTORIC RESOURCE REVIEW  
 1/22/2018

LA 18-111031 HR HRR3-2  
 715 SW MORRISON PORTLAND, OR 97205