



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

Chloe Eudaly, Commissioner
 Rebecca Esau, Director
 Phone: (503) 823-7300
 Fax: (503) 823-5630
 TTY: (503) 823-6868
www.portlandoregon.gov/bds

Date: April 19, 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 18-129377 HR – TENANT SIGNAGE

GENERAL INFORMATION

Applicant: Justin Kaye | Sign Wizards
 1111 SE Grand Avenue | Portland, OR 97214
justin@signwizards.com

Owner: Revp 23 LLC
 9730 Wilshire Boulevard, Suite 101 | Beverly Hills, CA 90212

Tenant: David Whitehouse | Sloan Boutique
 735 NW 23rd Avenue | Portland OR 97210

Site Address: **733 NW 23rd Avenue**

Legal Description: BLOCK 7 LOT 1, KINGS 2ND ADD
Tax Account No.: R452301100, R452301100
State ID No.: 1N1E33BC 07200, 1N1E33BC 07200
Quarter Section: 2927

Neighborhood: Northwest District, contact John Bradley at 503-313-7574.
Business District: Nob Hill, contact Nob Hill at nobhillportland@gmail.com.
District Coalition: Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.

Plan District: Northwest
Other Designations: Non-contributing Resource in the Alphabet Historic District

Zoning: **CS** – Storefront Commercial with 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 is seeking Historic Resource Review approval for new tenant signage on a non-contributing building in the Alphabet Historic District. The proposed sign consists of 2” thick aluminum lettering, stud mounted flush to the existing wood siding. The approximately 25 SF sign is 30” tall at its tallest point and will be illuminated by existing fixtures.

Historic Resource Review is required for new exterior signs in the Alphabet 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:

- Community Design Guidelines
- The Historic Alphabet District Community Design Guidelines Addendum

ANALYSIS

Site and Vicinity: The subject property is the Morris Glicksman Building, completed in 1972. It occupies a 50' x 100' lot facing NW 23rd Avenue on the southwestern corner of the intersection with NW Johnson Street. The structure is a non-contributing resource in the Alphabet Historic District. NW 23rd is commercial in use and character, but the rear of the subject property abuts a residentially zoned (R1) area.

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 09-102626 HDZ - Approval of 5 signs.

Agency Review: A Notice of Proposal in your Neighborhood was mailed on **March 14, 2018**. The following Bureaus have responded with no issues or concerns about the proposal:

- Fire Bureau, *See Exhibit E-1*

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **March 14, 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 33.846.060 - 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.
2. **Differentiate New from Old.** New additions, exterior alterations, or related new construction will retain historic materials that characterize a property to the extent practicable. Replacement materials should be reasonable facsimiles of the historic materials they replace. The design of new construction will be compatible with the historic qualities of the district as identified in the Historic Context Statement.
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 for 1, 2 & 3: The proposed signage on the non-contributing structure is in keeping with the modernist aesthetic of the building. The building was constructed in 1972 as a boxy mass with relief provided by storefront that breaks down the façade into smaller planes. No changes have been made to the building that have acquired historic significance. The sign will be constructed with contemporary materials while remaining compatible with the historic qualities of the district.

The signage placement is appropriately located and proportionately sized for the façade. The metal signage material complements the simple exterior of the building consisting of stucco, aluminum (storefront) and wood ship lap siding. Similar types of pin-mounted, externally illuminated signage can be found on adjacent properties as well as throughout the surrounding area. The bulk of the sign is approximately 17" tall, thus maintaining compatibility with the character of the Alphabet Historic District, with many wall mounted signs at approximately 18" tall.

The building fronts onto NW 23rd Avenue, a busy commercial street in a pedestrian district. 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. *Therefore, 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: Due to the young age of the structure, the existing building is listed as a non-contributing resource in the Alphabet Historic District. However, it does share desired characteristics with the earlier commercial buildings in the area, as it is built to the side property lines, is a single-story structure, and has large storefront windows on both street façades. Building signage found on the commercial structures in the district consists of high quality durable materials which are externally illuminated. The proposed signage maintains all these qualities.

Small scale pedestrian oriented signs are common along NW 23rd Avenue and speak to the commercial corridors that accompanied the increasing neighborhood density during the period of significant development. The addition of a contextually appropriate sign and pedestrian-oriented lighting, contribute to a vibrant pedestrian-

oriented streetscape. *Therefore, these guidelines are met.*

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

Findings for D2 & D6: The original commercial character of the simple modernist building is maintained and respected with the proposed signage. The horizontality of the sign that results from the 17” letter height is consistent with the boxy character of the building. The sign is the only intrusion within the field of ship lap siding above the storefront, allowing this material shift and design detail to remain prominent, while highlighting the main entrance. The metal signs are centered under previously approved external lighting. The pin-mounted letters result in a clean application that is in keeping with the simple character of the building. *Therefore, these guidelines are met.*

- 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 D7 & D8: The metal material of the pin-mounted signs is a durable substance that maintains a high-quality appearance for a long time. The location and design of the sign are coherent with the simple façade. The interplay of individual letters that project from building’s surface and the existing external illumination provide shadow and depth to the signs, creating interest and texture on the relatively flat façade.

Pedestrian scale signage is a common feature among retail storefronts in the district, complementing street and sidewalk activity. The proposed signage is compatible with that common in the area, the scale is consistent with similarly articulated commercial storefronts along NW 23rd and elsewhere in the district, and the sign is well integrated with the style of the building. *Therefore, these guidelines are 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 requirements of Title 11 can be met, and 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 exterior alterations to existing buildings protect the integrity of the special characteristics of the historic resources. The proposed signage is appropriate for this non-contributing, modern building and compliments other signage within the historic district. The proposal meets the applicable design guidelines and therefore warrants approval.

ADMINISTRATIVE DECISION

Approval of Historic Resource Review for new tenant signage on a non-contributing building in the Alphabet Historic District per the approved site plans, Exhibits C-1 through C-3, signed and dated April 16, 2018, 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 18-129377 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: Emily Hays **on April 16, 2018**

By authority of the Director of the Bureau of Development Services

Decision mailed April 19, 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 March 2, 2018, and was determined to be complete on March 12, 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 March 2, 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: June 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.

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 **April 20, 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:

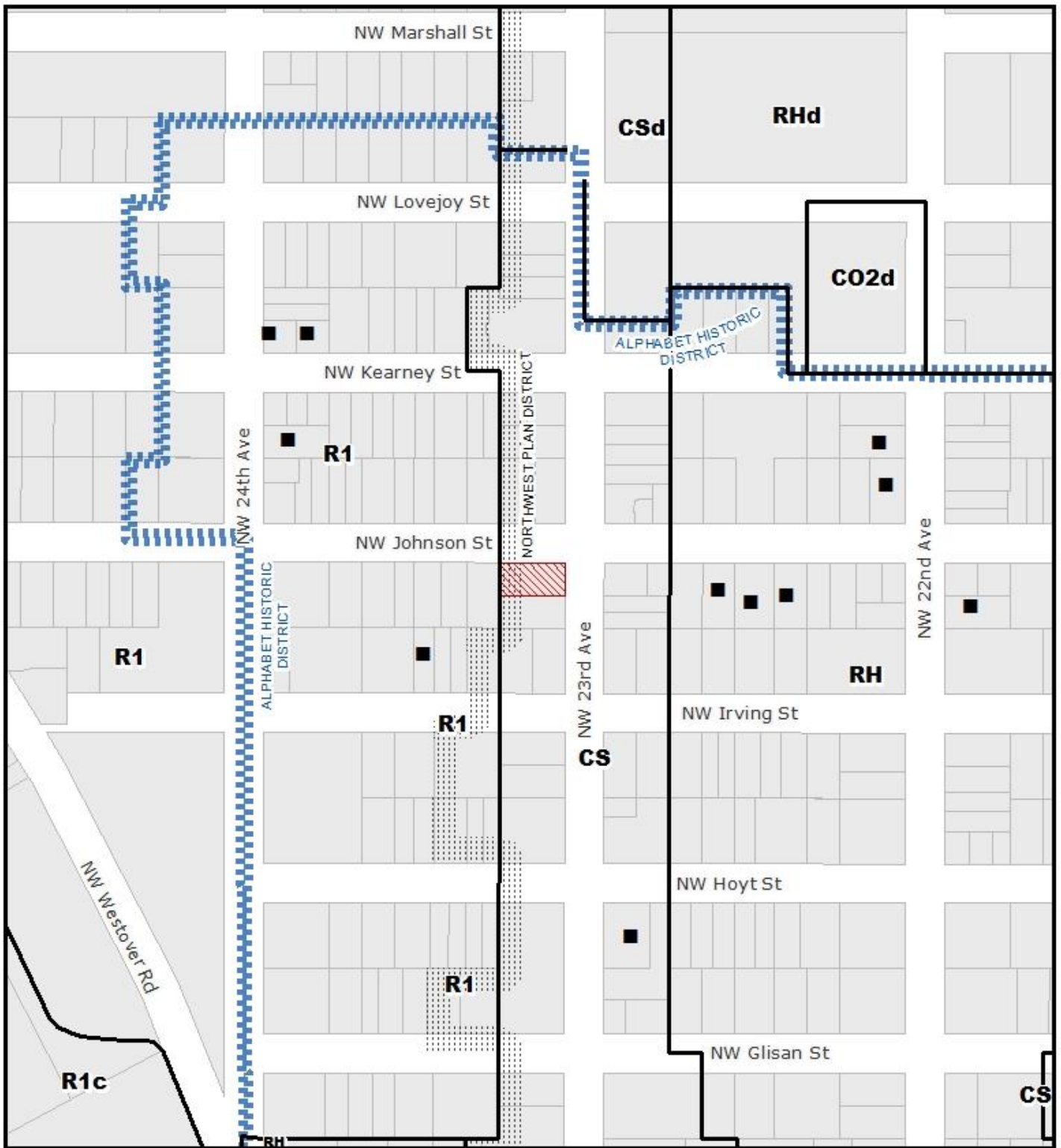
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations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

EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Submittal
 - 1. Project Narrative
 - 2. Original Drawing Set
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan (attached)
 - 2. Elevation (attached)
 - 3. Sign Details
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses:
 - 1. Fire Bureau
- F. Correspondence: None.
- G. Other:
 - 1. Original LU Application
 - 2. Email Correspondence

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:
 NORTHWEST PLAN DISTRICT
 ALPHABET HISTORIC DISTRICT



Site



Historic Landmark

File No.	LU 18-129377 HR
1/4 Section	2927
Scale	1 inch = 200 feet
State ID	1N1E33BC 7200
Exhibit	B Mar 07, 2018

SIGNAGE LOCATION



Approved
 City of Portland - Bureau of Development Services
 Planner EMMA HULL Date 4/16/18
 * This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

SIGN WIZARDS
 1111 SE Grand Ave
 503-235-6967
 Fax: 503-233-2711
 oregon@signwizards.com

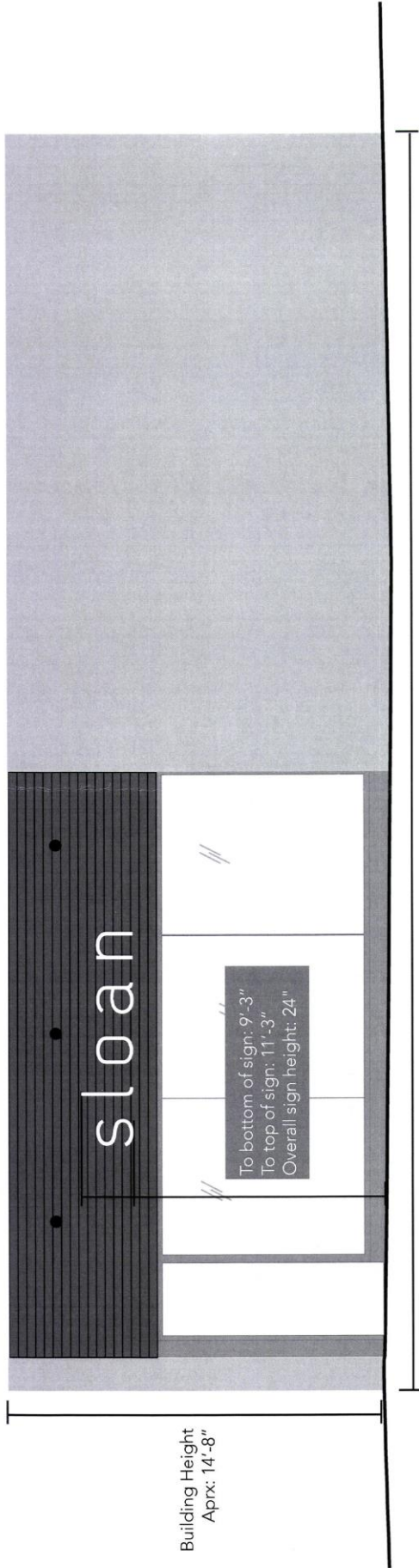
PLEASE REVIEW CAREFULLY:
 Approval is not a guarantee of approval of all message content, spelling, quantities and sizes. Failure to follow instructions may result in the delay of project development, fabrication or installation.
 Call your project representative if you have any questions.
JUSTIN: 503-235-6967
 justin@signwizards.com

Page 4 Version 2 DATE: 3/16/2018

SLOAN: Exterior Sign - Site Plan

All designs are copyrighted to Sign Wizards 2017.

LU 18-129977 HR C.1



Building Height
Aprx: 14'-8"

Primary Building Wall: 50'

East Elevation

Approved
City of Portland - Bureau of Development Services
Planner EMMA HALL Date 4/11/18
* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

SIGN WIZARDS
1111 SE Quay Ave
503-235-6967
Fax: 503-233-2711
CORVALLIS, OREGON

PLEASE REVIEW CAREFULLY:
This sign is subject to the approval of all message content, spelling, quantities and sizes. Failure to do so may result in the delay of project development, fabrication or installation.
Call your project representative
Justin: 503-235-6967
Justin@signwizards.com

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