



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

Ted Wheeler, Mayor
Rebecca Esau, Director
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www.portlandoregon.gov/bds

Date: June 1, 2018
To: Interested Person
From: Cassandra Ballew, Land Use Services
503-823-7252 / Cassandra.Ballew@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 18-148021 HR – NEW SIGNAGE

GENERAL INFORMATION

Applicant: Jaylene Paulus, Integrity Signs Oregon
PO Box 88 | Hubbard, OR 97032

Owner: Portland 23rd Ave NW LLC
4800 SW Macadam Avenue, #120 | Portland, OR 97239

Site Address: 338 NW 23RD AVE

Legal Description: BLOCK 3, LOT 15&16, N 1/2 OF LOT 17, MEADS ADD

Tax Account No.: R556500250

State ID No.: 1N1E33CB 00600

Quarter Section: 3027

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

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 the removal of all existing wall signage and the addition of one new 52 sq. ft. sign on the west façade of this non-contributing resource within the Alphabet Historic District. The sign will feature one set of non-illuminated reverse channel letters at 16" high, and one set of non-illuminated FCO letters at 4-5/8" high. The two sets of letters will be separated by an underscore composed of 3/8" aluminum. All sign elements will be painted black and protrude no more than 1"

from the exterior façade. In addition to this new signage, the two awnings on the west façade will maintain 8” tall white sign graphics which were approved in a previous Historic Review.

Historic Resource Review is required because the proposal is for new signage 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
- Community Design Guidelines

ANALYSIS

Site and Vicinity: The site is a 12,500-sf corner lot with frontage on NW 23rd Avenue and NW Flanders. The existing commercial building on the site was constructed by 2005 so the building is considered a noncompatible and noncontributing resource in the Alphabet Historic District. The building was designed to look like two separate structures, which each house two separate tenants.

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.

The Historic Alphabet District is an irregularly-shaped, approximately 50 block area in Northwest Portland. The district contains a total of six originally platted additions, but a significant portion of the district is in Couch’s addition to the city of Portland, recorded in 1865. This addition was platted in a sequential series, with the earlier plats subdividing the area into the 200 x 200-foot blocks that characterized downtown Portland. Later plats, concentrated at the western end of the district, subdivided the land into 200 (north-south) x 480 (east-west) foot blocks. These larger blocks encouraged the siting of public institutions that needed relatively large plots of land in a pleasant environment. As a result, institutions such as Good Samaritan Hospital and Bishop Scott Grammar and Divinity School were among the first settlements to populate the area. By the 1880s, the district had become

home to Portland's elite, establishing the area as a neighborhood for the well-to-do. It remained that way well into the second decade of the twentieth century, though after the Lewis and Clark Fair of 1905, the neighborhood began to include multi-family dwellings (which characterizes the neighborhood today) in its primarily single-family residential environment. The Historic Alphabet District is unique in Portland for its concentration of these early twentieth century multi-family structures—many of which were designed and constructed by the city's premier architects and developers. The district's period of significance extends from 1880 to 1940 with the beginning of World War II.

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

- **LU 17-253756 HR:** Approval of a 2017 Historic Resource Review for the removal of existing awnings at the second story of the north and west façades. The awnings at the ground floor level were retained but the fabric was replaced with a black, acrylic canvas on the existing frame.
- **LU 06-127157 HDZ:** Approval of a 2006 Historic Design Review for exterior alterations, including a completely new façade at the southerly tenant space, new signage and canvas awnings.
- **LU 04-028236 HDZM:** Approval of a 2004 Historic Design Review for a new 2-story retail structure with below-grade parking.
- **LU 01-00092 HDZ:** Approval of a 2001 Historic Design Review for a canopy and pay station within the parking lot.

Agency Review: A Notice of Proposal in your Neighborhood was mailed on **April 23, 2018**. The following Bureaus have responded with no issues or concerns about the proposal:

- Life Safety Plan Review Section of BDS (See Exhibit E-1)
- Fire Bureau (See Exhibit E-2)
- Site Development Section of BDS (See Exhibit E-3)

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **April 23, 2018**. No written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

CONCLUSIONS

The removal of the all existing wall signage and the addition of one new 52 sq. ft. sign on the west façade of this non-contributing resource improve the conditions of this existing development. These alterations will be consistent with the architectural style and language of the building, as well as the Alphabet Historic District.

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 modification criteria and therefore warrants approval.

ADMINISTRATIVE DECISION

Approval of the removal of all existing wall signage, and the addition of one new 52 sq. ft. sign on the west façade, per the approved site plans, Exhibits C-1 through C-4, signed and dated May 25, 2018, subject to the following conditions:

- A. As part of the building permit application submittal, the following development-related conditions (B through E) 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 18-148021 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. The height of all sign lettering shall be no bigger than 16” per Exhibit C-4.
- E. Limit of signage shall be to only one wall sign and awning signage previously approved under review 17-253756 HR.

Staff Planner: Cassandra Ballew



Decision rendered by: _____ **on May 25, 2018**

By authority of the Director of the Bureau of Development Services

Decision mailed June 1, 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 April 9, 2018, and was determined to be complete on April 18, 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 April 9, 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: August 16, 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 **June 1, 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 Statement
 1. Original Application and Narrative
- B. Zoning Map (attached)
- C. Plans/Drawings:
 1. Site Plan (attached)
 2. Existing Elevation
 3. Proposed Signage Elevation (attached)
 4. Sign Details (attached)

D. Notification information:

1. Mailing list
2. Mailed notice

E. Agency Responses:

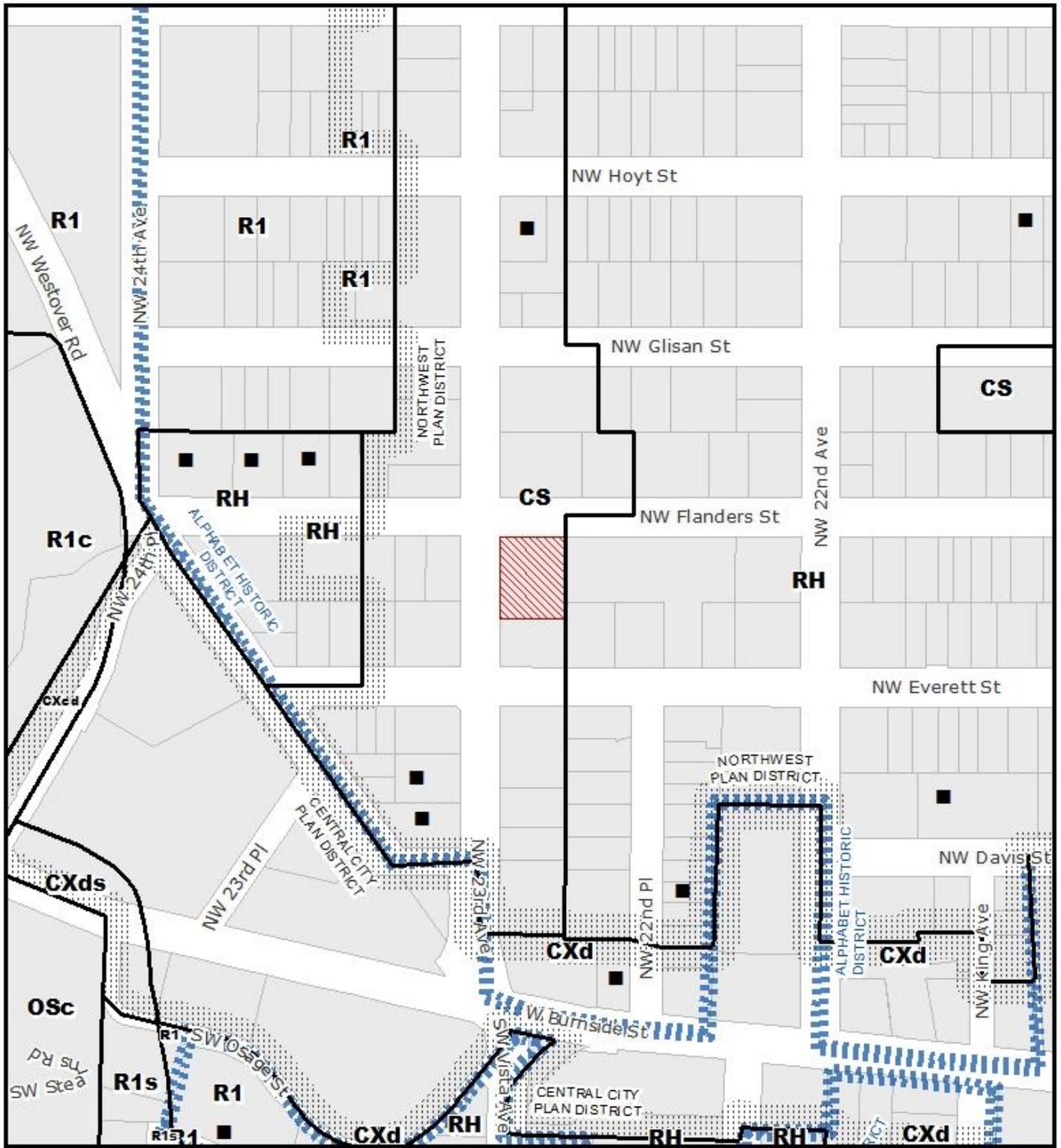
1. Life Safety Plan Review Section of BDS
2. Fire Bureau
3. Site Development Review Section of BDS

F. Correspondence: N/A

G. Other:

1. Original LU Application
2. Site Research
3. Copy of Email Correspondence regarding condition of approval, sent April 18, 2018

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 18-148021 HR
1/4 Section	3027
Scale	1 inch = 200 feet
State ID	1N1E33CB 600
Exhibit	B Apr 13, 2018



Signtech

444 Federal Blvd. San Diego, CA 92102
Phone: (619) 527-6100 Fax: (619) 527-6111
www.signtechUSA.com



WILLIAMS SONOMA

330 Northwest 23rd Avenue
Portland, OR 97210

Initial Date: 11/09/17
Salesperson: Melissa Saltgaber
Coordinator: Rocio Uliaga
Designer: Kendra Murray
Scale: AS NOTED

CUSTOMER APPROVAL
Customer Signature _____ Date _____
COPX COLORS & SIZES

Signtech does NOT provide primary electrical to sign location
RESPONSIBILITY OF OTHERS:

Customer Signature _____ Date _____
This design is the exclusive property of Signtech and cannot be reproduced, in whole or in part, without their prior written approval.

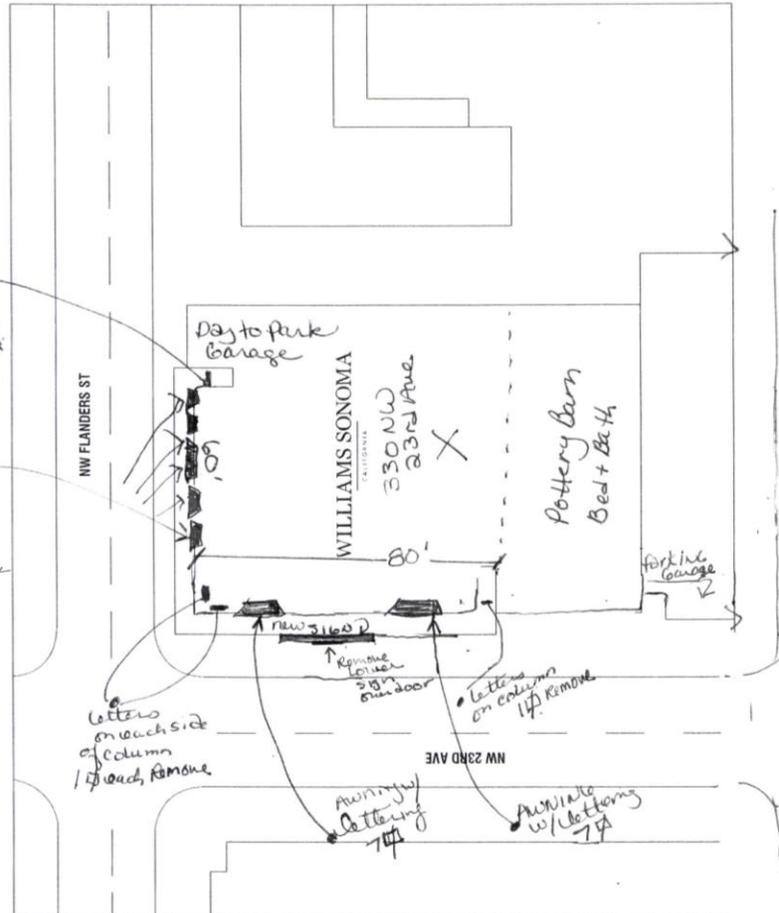
Drawing Number: 17-02146
Project ID: WILLIAMS SONOMA_330-1

Page No. 2
B2-12318

18-148021HA

Approved
City of Portland - Bureau of Development Services
Planner C. Zilla Date 5.25.18
* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

Site plan



Proposal:
- Remove all signs reading "Williams Sonoma" (4) total except on Awindows (2)
- Install new letter sign reading "Williams Sonoma California."
- new wall sign is 52 ft
2 existing Awindows w/ 7 ft lettering = 14 ft
Total sign area on primary West wall to be 66 ft total

EXHIBIT C-1

Scale 1/8" = 5'-0"

LU



Signtech
 444 Federal Blvd. San Diego CA 92102
 Phone: (619) 527-6100 Fax: (619) 527-8111
 www.signtechUSA.com

WSP | ICA | LEEDSA
 NATIONAL ASSOCIATION OF SIGN CONTRACTORS

WILLIAMS SONOMA
 330 Northwest 23rd Avenue
 Portland, OR 97210

Initial Date: 11/09/17
 Salesperson: Melissa Salsgaver
 Coordinator: Rocio Ulica
 Designer: Kendra Murray
 Scale: As Noted

CUSTOMER APPROVAL
 Customer Signature: _____ Date: _____
 COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location.
RESPONSIBILITY OF OTHERS!

Customer Signature: _____ Date: _____
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Drawing Number: 17-02146
 Project ID: WILLIAMS SONOMA 330.1

Page No. 4 R2 - 1,23,18

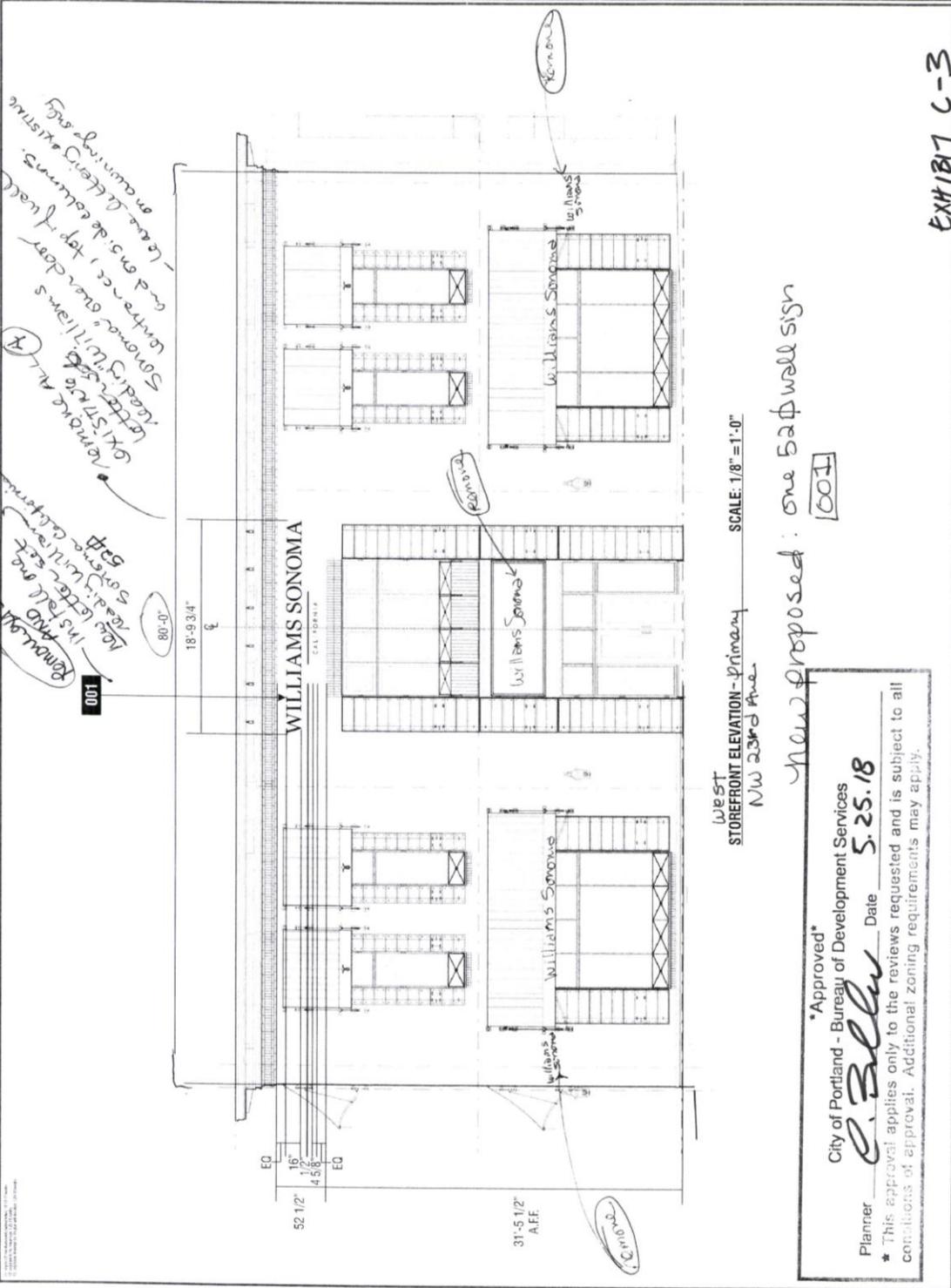


EXHIBIT C-3
 LV18-1480214R

Attachment Detail
New Sign

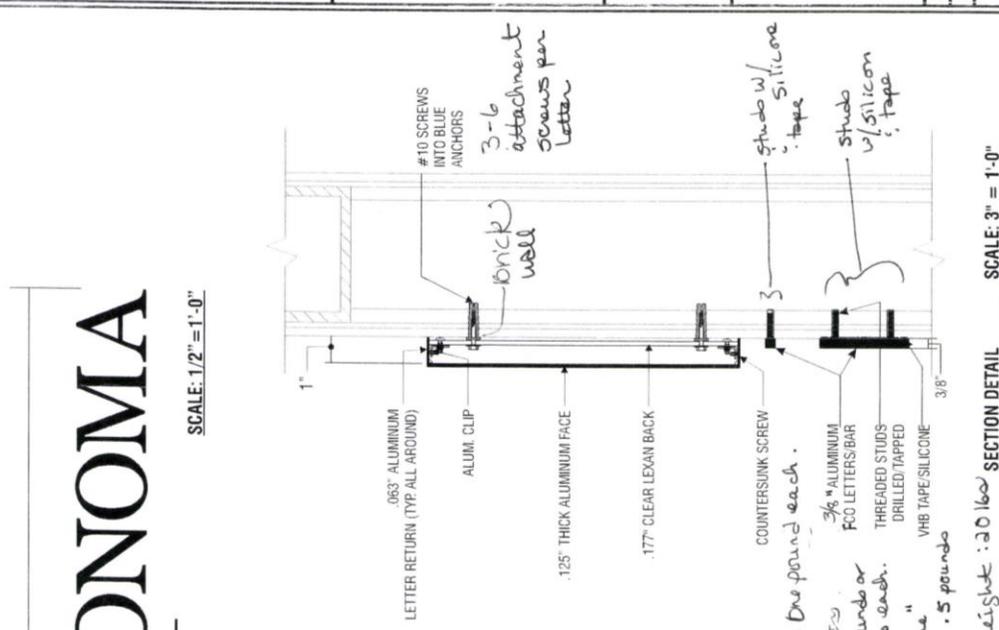
18'-9 3/4"

WILLIAMS SONOMA

SCALE: 1/2" = 1'-0"

1/2" 4.5/8" L CALIFORNIA

SEE CONDITION D.



001

MANUFACTURE & INSTALL ONE (1) SET OF NON-ILLUMINATED REVERSE CHANNEL LETTERS AND NON-ILLUMINATED FCO LETTERS

WILLIAMS SONOMA: 1" DEEP NON-ILLUMINATED LETTERS
FACES: .125" THICK ALUMINUM FACE PAINTED MATTHEWS FLAT BLACK.

RETURNS: 1" DEEP ALUMINUM PAINTED MATTHEWS FLAT BLACK.

BACKS: TO BE .25" CLEAR LEXAN

UNDERSCORE & CALIFORNIA: TO BE 3/8" THICK ALUMINUM PAINTED MATTHEWS FLAT BLACK. MOUNT FLUSH TO WALL WITH #440 STUDS, VHB TAPE AND SILICONE.

Planner [Signature] Date 3.25.18
 Approved
 City of Portland - Bureau of Development Services
 # This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

• Total weight : 20 lbs SECTION DETAIL SCALE: 3" = 1'-0"

EXHIBIT C-4



Signtech
 4444 Federal Blvd. San Diego CA 92102
 Phone: (619) 527-6100 / Fax: (619) 527-6111
 www.signtechUSA.com



WILLIAMS SONOMA

330 Northwest 23rd Avenue
 Portland, OR 97210

Initial Date: 11/09/17
 Salesperson: Melissa Saltspier
 Coordinator: Rocio Ulloa
 Designer: Kendra Murray
 Scale: As noted

CUSTOMER APPROVAL

Customer Signature _____ Date _____
 COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location
RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____
 This drawing is the technical property of Signtech and cannot be reproduced in whole or in part without their prior written approval.

Drawing Number: 17-02146

Project ID: WILLIAMS SONOMA, 330-1

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LV18-148091HW