



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: November 9, 2018
To: Interested Person
From: Meriam Rahali, Land Use Services
503-823-5363 / Meriam.Rahali@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 18-235864 HR – NEW BLADE SIGN

GENERAL INFORMATION

Applicant: Drew Bardana | Sign Wizards
1111 SE Grand Avenue | Portland, OR 97214
503-235-6967 | drew@signwizards.com

Owner: 1801 Shop LLC
1801 NW Upshur Street | Portland, OR 97210

Representative: Stefan Krupelak | DOMOV ID
1801 NW Irving Street, Ste. 100 | Portland, OR 97209

Site Address: **1801 & 1817 NW Irving Street**

Legal Description: BLOCK 176 LOT 1&4, COUCHS ADD
Tax Account No.: R180216090
State ID No.: 1N1E33AC 06600
Quarter Section: 2928

Neighborhood: Northwest District, contact John Bradley at 503-313-7574; Greg Theisen at 503-227-5430.

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: Contributing Resource in the Alphabet Historic District

Zoning: **EG1d** – General Employment 1 with Design 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 a new blade sign located on the east façade of the building and facing NW 18th Avenue. The proposed sign serves as primary identification of a tenant of the building. The building is a contributing structure located in the Alphabet Historic District.

The proposed blade sign is 36” wide x 36” high and located 96” above the sidewalk right-of-way. It is made of two 1/8” thick aluminum panels with a border and dimensional letters, attached to a 1½” aluminum frame bolted into the grout of the brick wall. The panels and frame are powder coated aluminum with finish to match the window panes. Border and dimensional lettering are made of low gloss brass.

Historic Resource Review is required because the proposal is for non-exempt exterior alterations in the Historic Alphabet 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
- Historic Alphabet District: Community Design Guidelines Addendum

ANALYSIS

Site and Vicinity: The subject property, originally known as the Associated Oil Building, is a contributing resource in the Alphabet Historic District. It is a one-story commercial building, constructed in 1929 as a service station/garage and located at the northwest corner of NW Irving and NW 18th Ave intersection. The building was designed in the Spanish Colonial Revival style.

The Alphabet Historic District, recognized by listing in the National Register of Historic Places in 2000, encompasses an entire neighborhood. It is significant for associations with both individuals and historic trends, and also for its architectural expressions. The district includes a broad mix of building types, ranging from single-family residences to quarter-block apartment buildings to one and two story commercial structures to substantial religious institutions. The period of significance is also quite broad, 1880 to 1940, meaning that a significant range of stylistic approaches, from Italianate to Art Deco, is represented. Overall district cohesiveness is supported by a regular pattern of tree-lined streets and a consistent mid-range scale of buildings punctuated by an occasional larger structure.

The site is within Northwest Pedestrian District. Portland’s Transportation System Plan classifies NW 18th Avenue as a Transit Access Street, Major City Bikeway, and Major Emergency Response.

Zoning: The General Employment 1 (EG1) zone allows a wide range of employment opportunities without potential conflicts from interspersed residential uses. The emphasis of the zone is on industrial and industrially-related uses. Other commercial uses are allowed to support a wide range of services and employment opportunities. The development standards for each zone are intended to allow new development which is similar in character to existing development. The intent is to promote viable and attractive industrial/commercial areas. EG1 areas generally have smaller lots and a grid block pattern. The area is mostly developed, with sites having high building coverage and buildings which are usually close to the street. EG1 zoned lands will tend to be on strips or small areas. Minimum lot area is 10,000 square feet.

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.

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 13-232226 HR** – Approval of replacement of original windows with new aluminum-clad windows that match the historic sash profile and pattern.

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

- Fire Bureau

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **October 2, 2018**. No written response has 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 and Community Design Guidelines are addressed concurrently.

Historic Alphabet District - Community Design Guidelines Addendum

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.

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.

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.

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.

Findings for 1, 2, 3, P1, P2, D6, and D7: The type, size, material, and location of the blade sign is appropriate for this contributing building and will help not detract from the building original character and the street. The applicant has made minor location shift to the original proposal of the blade sign to allow the 8'-0" clearance between the bottom of the sign and the sidewalk so not to impede the pedestrian movement. The blade sign, to be located on the brick pier, will be in that portion of the pier just below the pier's frieze, thus respecting the architectural integrity of the building. The black powder-coated backing of the sign will match the black storefront of the building, also complementing the character of the contributing building. In addition, the anchors of the blade sign will be drilled into the grout lines of the brick wall to minimize any damage to the historic material. To ensure compliance with these findings, a Condition of Approval will be added to require the top of the sign and attachment will be below the pier's frieze and anchors drilled into grout lines.

The uniquely crafted blade sign is consistent in size and material with others found within the Alphabet Historic District. The blade sign will incorporate design elements of the surrounding historic buildings and the era of their construction. The dimensional lettering and ornamental frame of the sign is an allusion to popular design of the 1920's, the era in which the building was constructed. In addition, the location of the sign will emphasize the corner entryway of the building, while enhancing and maintaining the characteristics of the neighborhood.

With the Condition of Approval, these guidelines are therefore met.

E3. The Sidewalk Level of Buildings. Create a sense of enclosure and visual interest to buildings along sidewalks and pedestrian areas by incorporating small scale building features, creating effective gathering places, and differentiating street level facades.

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 E3 and D8: The sidewalk level of a building is the one most directly experienced by pedestrians. The proposed blade sign is consistent with the architectural era of the building and will further enliven the streetscape by providing visual interest for pedestrians. The materials proposed, including the 36" x 34½" aluminum panels, the ¼" thick brass aluminum lettering stud-mounted to the panels, and the 1

½” aluminum frame powder coated frame anchor-bolted into the grout of the brick wall, are all made of good quality, long lasting materials.

These guidelines are therefore 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 Historic Alphabet District is a significant neighborhood in the city. It is a rich and vibrant urban neighborhood characterized by various types of individual and multi-family housing. The proposed sign will add to the richness of the neighborhood.

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 a new blade sign, per the approved site plans, Exhibits C-1 through C-7, signed and dated November 7, 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 18-235864 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. The top of the sign and attachment shall be below the pier’s frieze and all anchors shall be drilled into grout lines.
- D. No field changes allowed.

Staff Planner: Meriam Rahali

Decision rendered by: Meriam Rahali **on November 7, 2018**
By authority of the Director of the Bureau of Development Services

Decision mailed November 9, 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 September 11, 2018, and was determined to be complete on September 28, 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 September 11, 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: January 28, 2019.**

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 on or after **November 13, 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:

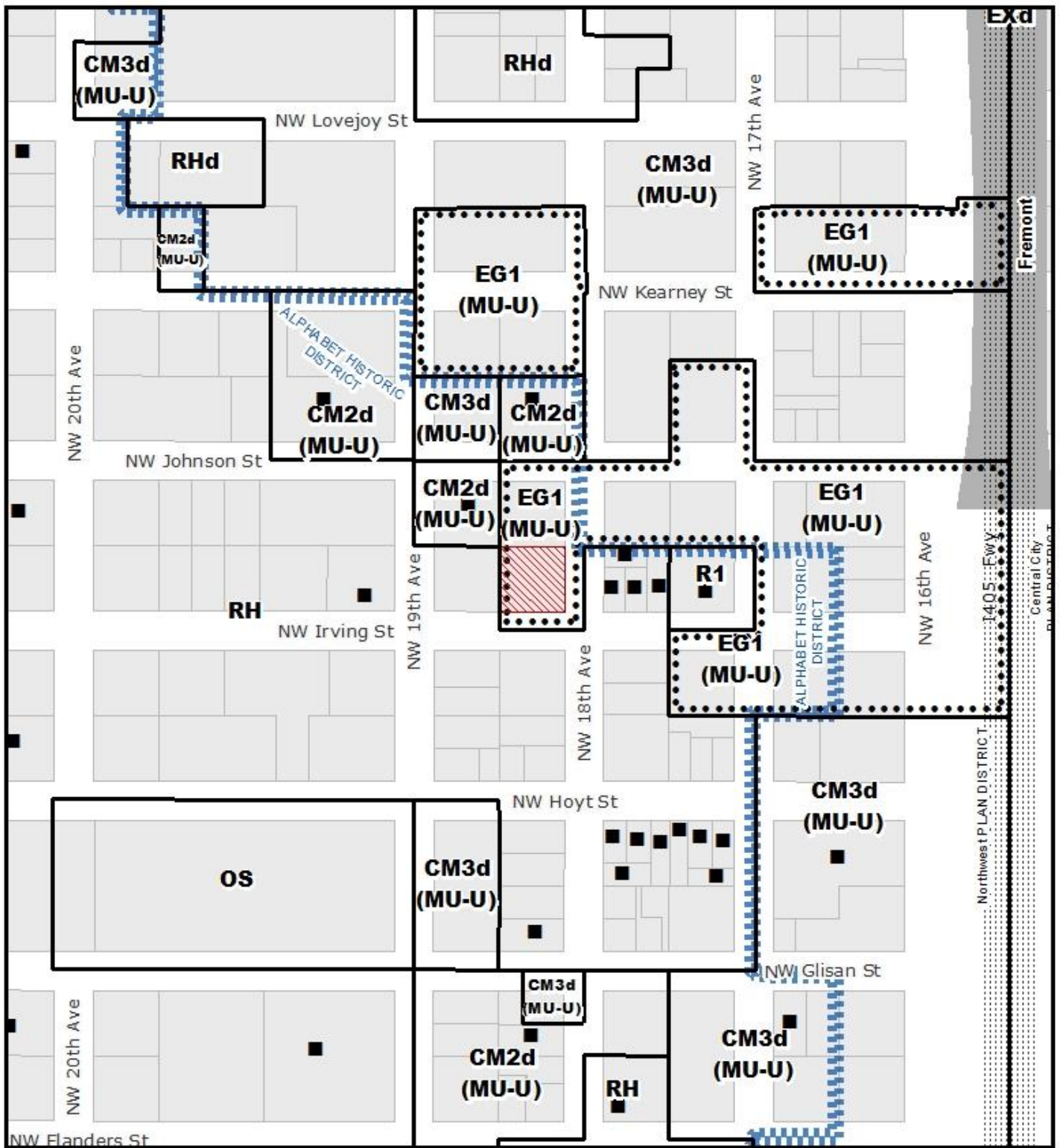
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations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

EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement:
 - 1. Statement
 - 2. Original Statement
 - 3. Original Drawings
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan (attached)
 - 2. NW Irving Street & NW 18th Avenue Elevations (attached)
 - 3. Blade Sign Measurements (attached)
 - 4. Blade Sign Construction
 - 5. Blade Sign Layout
 - 6. Blade Sign Frame
 - 7. Blade Sign Photo Mockup
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses: None
- F. Correspondence: None
- G. Other:
 - 1. Original LU Application
 - 2. Oregon Historic Site Record
 - 3. Historic Resource Inventory

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

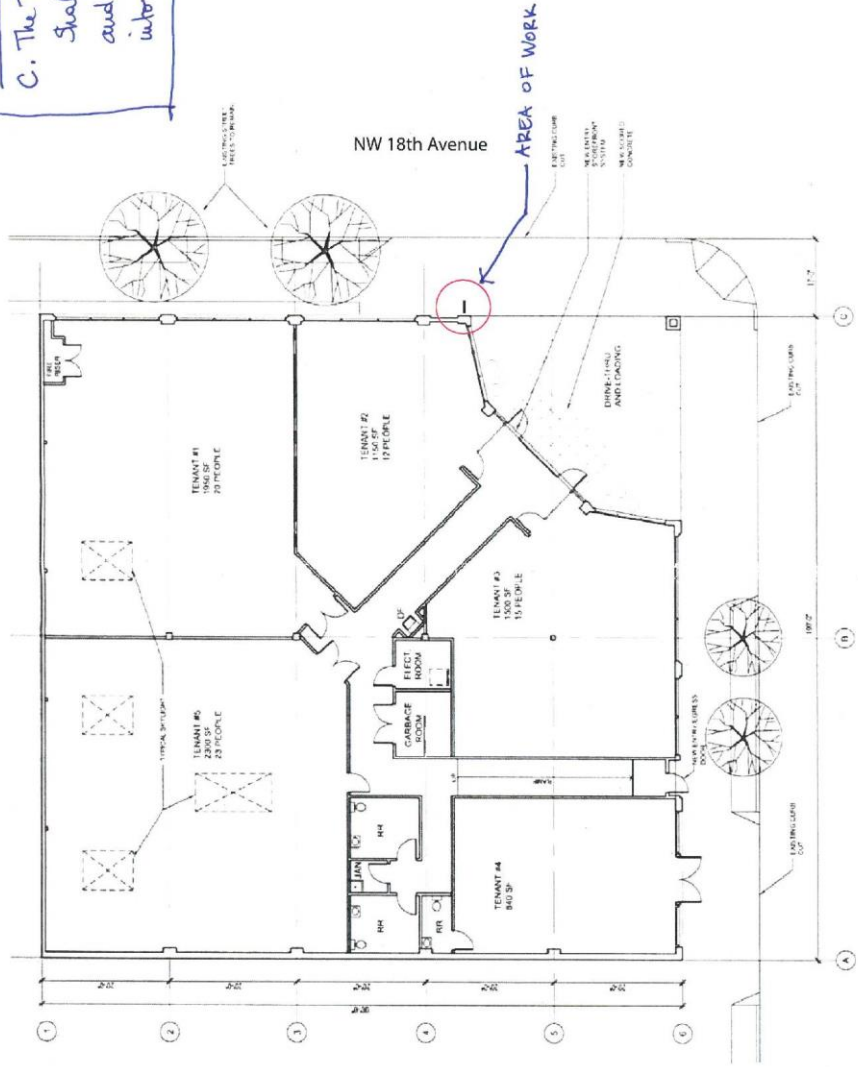
THIS SITE LIES WITHIN THE:
 NORTHWEST PLAN DISTRICT
 ALPHABET HISTORIC DISTRICT

-  Site
-  Historic Landmark
-  Bridge

File No.	LU 18-235864 HR
1/4 Section	2928
Scale	1 inch = 200 feet
State ID	1N1E33AC 6600
Exhibit	B Sep 14, 2018

**BLADE SIGN
SIGN LOCATION (AERIAL VIEW)**

Condition of Approval:
 C. The Top of the Sign and attachment
 shall be below the pier's freeze
 and all anchors shall be drilled
 into grout lines.



Approved
 City of Portland - Bureau of Development Services
 Planner: *Miriam Kahaly* Date: *11/27/18*
 * This approval applies only to the reviews requested and is subject to all
 City of Portland rules and regulations. Additional zoning requirements may apply.

LV18-235864 HR



1111 SE Grand Ave
 503-235-6967
 Fax: 503-235-2711
 Central Business District

Exh. C.1

DATE: 9/27/2018 All designs are copyright to Sign Wizards 2018. Page 9 Version 1

PLEASE REVIEW CAREFULLY
 Client is responsible for the final approval of all message content. Sign Wizards is not responsible for the final approval of all message content. Failure to review promptly may result in the delay of project development, fabrication or installation.

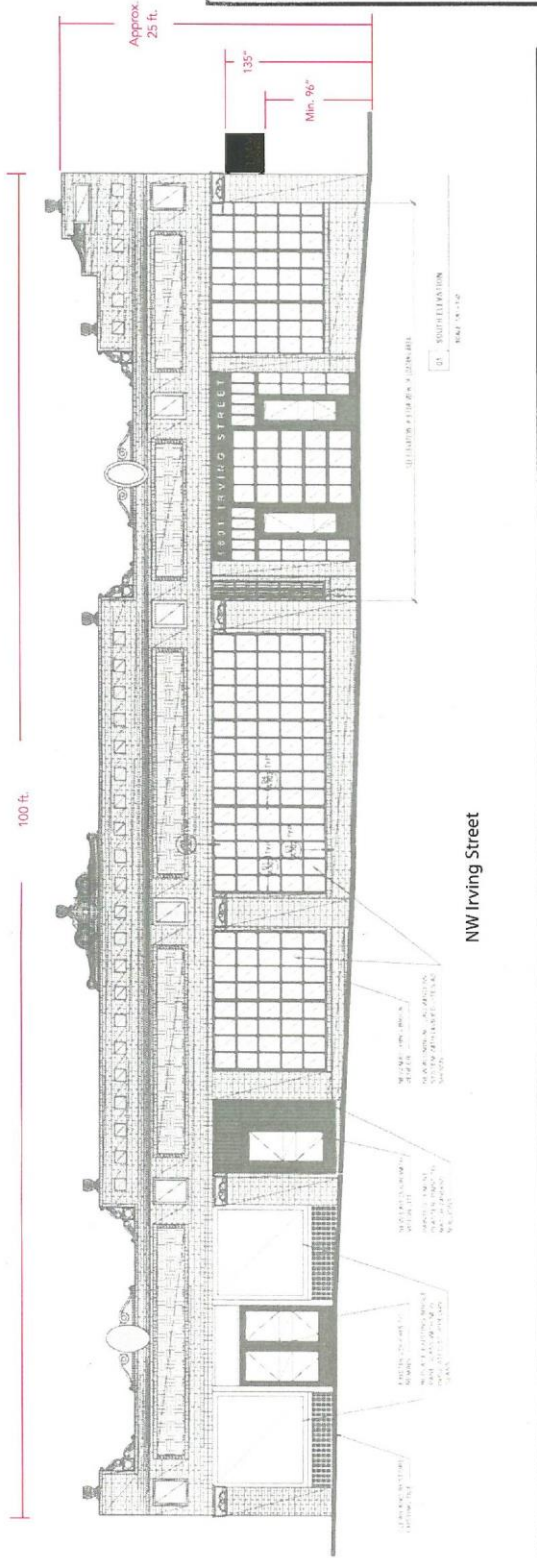
DOMOV ID: Blade Sign

Project Rep: _____
 Draw: 503-235-6967 | drew@signwizards.com

REQUIRED SIGNATURE: _____

LV 18-235864 HR

**BLADE SIGN
SCALE DRAWING**



NW Irving Street



NW 18th Avenue

City of Portland - Bureau of Development Services
 Approved*
 Planner: *Meciana Kshak*, Date: *11/3/18*
 * This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

LV18-235864 HR

LV 18-235864 HR

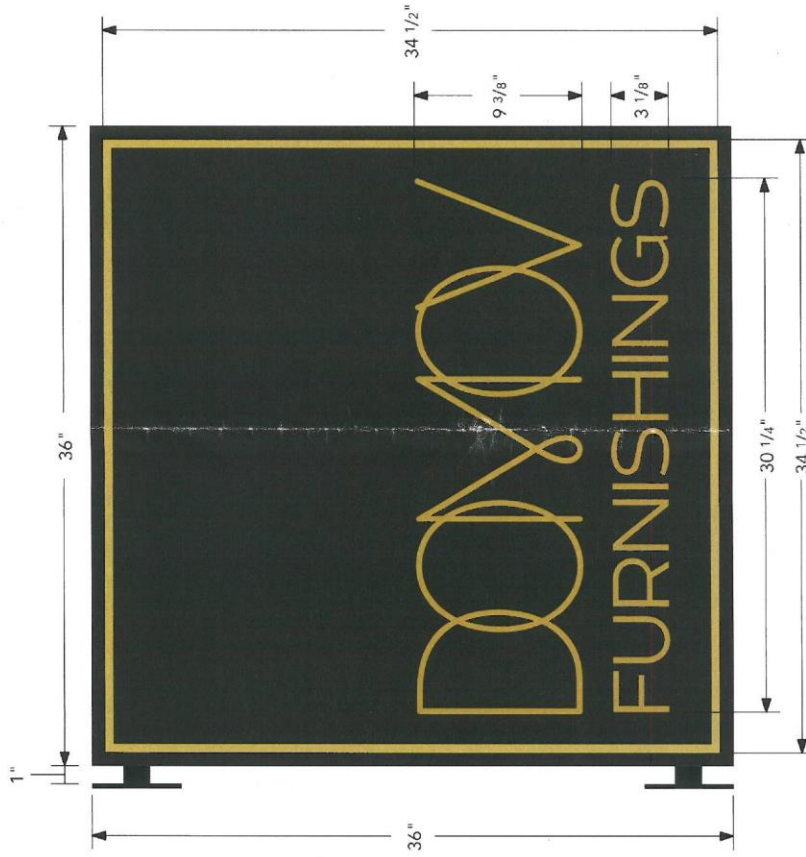


SIGN WIZARDS
 1111 SE Grand Ave
 Portland, OR 97214
 Phone: 503-235-2711
 Fax: 503-235-2711
 02/2007 WIZ1014

DOMOV ID: Blade Sign	DATE: 9/27/2018	All designs are copyright to Sign Wizards 2018.	Page 7 Version 1
Project Rep: Drew: 503-235-6967 drew@signwizards.com	PLEASE REVIEW CAREFULLY: Client is responsible for the final approval of all signage. Signage must be reviewed and approved by the City of Portland. Failure to review promptly may result in the delay of project development, fabrication or installation.		
REQUIRED SIGNATURE:			

Exh. C. 2

BLADE SIGN
MEASUREMENTS



* Approved*
City of Portland - Bureau of Development Services
Planner: *Mecim Rakali*
Date: *11/7/18*
* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

LU18-235864 HR

LU 18-235864 HR



SIGN WIZARDS
1111 SW 2nd Ave
Portland, OR 97214
Tel: 503.226.2271
Fax: 503.226.2271
CORPORATE: 888.574.4

Exh. C.3

<p>DOMOV ID: Blade Sign Project Rep: Drew: 503.235.6967 drew@signwizards.com</p>	<p>REQUIRED SIGNATURE: _____</p>	<p>DATE: 9/27/2018</p>	<p>All designs are copyright © to Sign Wizards 2018.</p>	<p>Page 3 Version 1</p>
<p>PLEASE REVIEW CAREFULLY Client is responsible for the final approval of all message content, spelling, quantities, materials, colors and sizes. Failure to review thoroughly may result in the delay of project development, fabrication or installation.</p>				