



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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Date: December 20, 2018
To: Interested Person
From: Clare Fuchs, Land Use Services
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NOTICE OF A TYPE II 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 18-215914 AD

GENERAL INFORMATION

Applicant/ Representative: Chris Brown, Vancouver Sign Group
2600 NE Anderson Road #50, Vancouver, WA 98661
360-693-4773, cbrown@vansignco.com

Applicant: Amazon, Inc.
440 Terry Avenue N, Seattle, WA 98109

Owner: Port of Portland
PO Box 3529, Portland, OR 97208-3529

Site Address: 15000 N LOMBARD ST

Legal Description: LOT 7&8 TL 2300 SPLIT LEVY & SPLIT MAP R251986 (R687100400), RAMSEY LAKE IND'L PARK; LOT B&5-8 TL 400 SPLIT LEVY & SPLIT MAP R251987 (R687100450), RAMSEY LAKE IND'L PARK

Tax Account No.: R687100450, R687100400
State ID No.: 2N1W23D 02300, 2N1W26A 00400
Quarter Section: 1520 & 1521

Neighborhood: St. Johns, contact at sjnal@gmail.com
Business District: Columbia Corridor Association, contact at info@columbiacorridor.org
District Coalition: North Portland Neighborhood Services:
contact Mary Jaron Kelley at 503-823-4099

Zoning: Heavy Industrial (IH)
Overlays: Aircraft Landing Zone (h)
Prime Industrial Overlay Zone (k)

Case Type: Adjustment (AD)
Procedure: Type II, an administrative decision with appeal to the Adjustment Committee.

Proposal:

The applicant proposes to install one sign on a new 920,942 square foot warehouse's south wall. The south wall is 1,435 lineal feet and faces a large parking lot. The proposed sign is 319.48 square feet and composed of black letters and a yellow logo. The sign would have illuminated channel letters approximately 30 feet above grade. In the IH zone, wall signs are allowed to be a maximum of 200 square feet per Zoning Code Section 32.32.020.A, Table 2. Therefore, the applicant requests an Adjustment to increase the maximum allowed size of the

sign from 200 square feet to 319.48 square feet to make the sign size more proportional to the size of the building.

Relevant Approval Criteria:

In order to be approved, this proposal must comply with the approval criteria of Title 32. The relevant criteria are:

- Portland City Code Section 32.38.030.C – Sign Adjustment Approval Criteria

ANALYSIS

Site and Vicinity: The subject site is a 2,236,612 square foot lot bordered by N Lombard Street to the north and west, and the Burlington Northern Santa Fe railway and Columbia Slough to the east. The site is currently developed with a 920,942 square foot Amazon warehouse. The confluence of the Willamette River and the Columbia River is located approximately 5,700 feet to the north, Key Point Park is located approximately 2,600 feet to the north, and the Smith and Bybee Natural Areas are located approximately 3,900 feet to the southeast. Adjacent properties to the north and south are developed with large industrial buildings. Large, spread out, and low height industrial buildings are characteristic of the area as well as several open rail yards and other outdoor industrial uses.

Zoning: The site is zone Heavy Industrial (IH). The Heavy Industrial zone is one of the City's employment and industrial zones and also one of the three zones that implement the industrial sanctuary map designation of the Comprehensive Plan. The zone provides areas where all kinds of industries may locate including those not desirable in other zones due to their objectionable impact or appearance. The development standards are the minimum necessary to assure safe, functional, efficient, and environmentally sound development.

The Aircraft Landing ("h") overlay zone provides safer operating conditions for aircraft in the vicinity of the Portland International Airport by limiting the height of structures, vegetation, and construction equipment. The regulations of the "h" overlay do not affect the Adjustment proposal.

The Prime Industrial ("k") overlay zone protects land that has been identified in the Comprehensive Plan as Prime Industrial, and to prioritize these areas for long-term retention. Prime Industrial Land is suited for traded-sector and supportive industries and possesses characteristics that are difficult to replace in the region. In Portland, Prime Industrial land consists of the Portland Harbor, Columbia Corridor, and Brooklyn Yard industrial districts. These freight-hub districts include Oregon's largest seaport, rail hub, and airport. Existing and potential multimodal freight access in these districts support interregional transport, exporting industries, and associated industrial businesses and activities. The regulations protect these areas by preventing, or requiring an off-set for, conversion of the land to another zone or use that would reduce industrial development capacity. The regulations of the "k" overlay do not affect the Adjustment proposal.

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

LL 350: A four Lot Subdivision approval.

CU 55-88: A Conditional Use to excavate three ponds in the Ramsey Lake wetland area in order to restore the wetland to its original condition as an open water habitat.

LUR 95-00358: Approval of a modification of the condition of approval in LUR 91-00272 SU to list utilities and access, as well as the original railway use, as allowed uses of Tract A of subdivision LUR 91-00272 SU.

LUR 95-00943: Approval of environmental review for the construction of a railroad crossing over the Columbia Slough, which is in an Environmental Conservation zone.

LUR (preliminary plat) 96-00121: Change number of lots and lot sizes, relocate storm sewer, and shorten N Heineman Street of Ramsey Lake Industrial Subdivision.

FP (final plat) 96-00121: Change number of lots and lot sizes, relocate storm sewer, and shorten N Heineman Street of Ramsey Lake Industrial Subdivision.

LUR 01-00050: Approval of an Environmental Review for six-inch diameter exploratory archeological excavations in the Environmental Conservation and Environmental Protection Overlay zones.

LUR 01-00567: Approval of excavation of fill materials, creation of swales, removal of an existing culvert and associated fill, planting of a vegetative buffer along the railroad, and replanting areas along the Columbia Slough.

None of these land use decisions affect the proposal.

Agency Review: The following Bureaus have responded with no issues or concerns:

- Fire Bureau (Exhibit E1); and
- Site Development Section of BDS (Exhibit E2).

The Life Safety Section of BDS responded with the following comment: “Life Safety Plan Review does not object to the approval of this proposal. The applicant should be aware that several building code requirements may impact the final design of this building.” For those comments, please see Exhibit E3.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on October 18, 2018. No written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

SIGN CODE APPROVAL CRITERIA

32.38.030.A Purpose (Adjustments)

Sign adjustments are intended to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations. The specific approval criteria allow signs that enhance the overall character of an area or allow for mitigation of unusual site conditions.

32.38.030.B Procedures

The adjustment procedures stated in Chapter 33.805, Adjustments, apply to sign adjustments. However, the approval criteria of this section are used, rather than those of Chapter 33.805 of the Zoning Code.

32.38.030.C Approval Criteria

Sign adjustments will be approved if the review body finds that the applicant has shown that the criteria of Paragraph C.1 or 2, below are met.

1. **Area enhancement.** The applicant must meet criteria C.1.a and b. and either C.1.c or d.
 - a. **The adjustment for the proposed sign will not significantly increase or lead to street level sign clutter, to signs adversely dominating the visual image of the area, or to a sign that will be inconsistent with the objectives of a specific plan district or design district; and**

Findings: The three aspects of this criterion are discussed separately below:

Street level sign clutter: The sign subject to this Adjustment request would be oriented towards an approximately 750,000 square foot parking lot to the south. Due south of the subject sign and parking lot is another building. Therefore, there are no perpendicular views from N Lombard Street to this sign. Consequently, all views of the wall sign will be askew, shrinking the size of the sign as viewed from the street. The 319.48 square foot wall sign is proposed 560-feet from N Lombard at its closest point, which further shrinks the size of the sign as viewed from the street. The only other signs installed on the site are three monument signs on 1,852 feet of street frontage. These monument signs meet code and are 360-feet and 450-feet apart. The orientation and setback of this wall sign, the fact that it is the only proposed wall sign, and the number and spacing between other signs on-site would not lead to street level sign clutter along N Lombard Street.

Visual image of the area: A visual survey of the area shows buildings that are very far apart with expansive setbacks around the vicinity of the site as viewed from N Lombard Street. The buildings in the area are very large with little signage. This is a heavy industrial area. As such, this is not and will not be a densely populated sign area. As stated above, the three existing monument signs are allowed by code. Therefore, the only difference would be

the requested 37% Adjustment to increase maximum square footage of the one proposed wall sign. The wall face of the building is 63,140 square feet. This sign will cover 0.5 % of the wall face versus the 0.3% wall face allowed by code. As stated above, the wall sign will only be obliquely viewed and be set back 560-feet from N Lombard Street. For these reasons, the Adjustment for the proposed signs would not adversely dominate the visual image of the area.

Plan district or design district objectives: The subject site is not located within a plan district or in a Design overlay zone; therefore this portion of the criterion does not apply.

Based on the above reasons, this criterion is met.

b. The sign will not create a traffic or safety hazard; and

Findings: As mentioned in the findings above, the proposed sign would be oriented toward a large south parking lot and N Lombard Street bounds the site on the west and northwest only. The sign would not be directly visible from the south as another building blocks the view. The proposed sign would be 37% bigger than a sign allowed by code, but the proposed sign would only be viewed obliquely 560-feet away from N Lombard Street. The proposed sign square footage only represents 0.5% of the wall face to which it would be attached. No blinking or any kind of movement is proposed. Additionally, the Life Safety Plans Examiner reviewed the proposal and did not raise any safety concerns (Exhibit E-3). For these reasons, this sign will not create a traffic or safety hazard. This criterion is met.

c. The adjustment will allow a unique sign of exceptional design or style that will enhance the area or that will be a visible landmark; or

d. The adjustment will allow a sign that is more consistent with the architecture or development of the site.

Findings: The applicant can choose to meet c or d above. The applicant chose to address d.

The proposed sign would be more proportional to the wall on which it would be mounted. The south wall face is 63,140 square feet. The maximum allowed wall sign is 200 square feet. The proposed sign is 319.48 square feet. As proposed, the sign would cover 0.5% of the building wall versus the 0.3% allowed by code. The building is 920,942 square feet, the proposed sign is 560-feet from the street, and the parking lot is 750,000 square feet. The applicants only proposed one wall sign. For these reasons, the Adjustment for the proposed sign would allow a sign this is more consistent with the size, architecture, and development of the site. This criterion is met.

- 2. Site Difficulties.** If there are unusual site factors that preclude an allowed sign from being visible to the street immediately in front of the site, an adjustment will be granted to achieve the visibility standards of Subparagraph d below.

Findings: The applicant chose to address findings in C.1, lieu of addressing C.2. This criterion is not applicable.

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 32 or 33 can be met or have received an Adjustment or Modification via a land use review, prior to the approval of a building or sign permit.

CONCLUSIONS

The proposal to increase the maximum sign face area would not significantly lead to street level clutter, would not adversely dominate the visual image of the area, and would not create a traffic or safety hazard. The proposal would allow a sign that are more consistent with the architecture and development of the site. The applicant has demonstrated that the applicable approval criteria have been met. Because the approval criteria are met, the proposal should be approved.

ADMINISTRATIVE DECISION

Approval of an Adjustment to the Sign Code Section 32.32.020.A, Table 2, to increase the maximum sign face area of the proposed wall sign from 200 square feet to 319.48 square feet, per the approved plans, Exhibits C1 through C3, signed and December 14, 2018, subject to the following conditions:

- A. As part of the building permit application submittal, each of the 4 required site plans and any additional drawings must reflect the information and design approved by this land use review as indicated in Exhibits C1-C3. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 18-215914 AD. No field changes allowed."

Staff Planner: Clare L. Fuchs

Decision rendered by:  **on December 14, 2018**
By authority of the Director of the Bureau of Development Services

Decision mailed: December 20, 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 August 7, 2018, and was determined to be complete on October 16, 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 August 7, 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: February 13, 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.

Appealing this decision. This decision may be appealed to the Adjustment Committee, which will hold a public hearing. Appeals must be filed **by 4:30 PM on January 3, 2019** at 1900 SW Fourth Ave. Appeals can be filed at the 5th floor reception desk of 1900 SW 4th Avenue Monday through Friday between 8:00 am and 4:30 pm. **An appeal fee of \$250 will be charged.** The appeal fee will be refunded if the appellant prevails. There is no fee for ONI recognized

organizations appealing a land use decision for property within the organization's boundaries. The vote to appeal must be in accordance with the organization's bylaws. Assistance in filing the appeal and information on fee waivers is available from BDS in the Development Services Center. Please see the appeal form for additional 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.

Attending the hearing. If this decision is appealed, a hearing will be scheduled, and you will be notified of the date and time of the hearing. The decision of the Adjustment Committee is final; any further appeal must be made to the Oregon Land Use Board of Appeals (LUBA) within 21 days of the date of mailing the decision, pursuant to ORS 197.620 and 197.830. Contact LUBA at 775 Summer St NE, Suite 330, Salem, Oregon 97301-1283, or phone 1-503-373-1265 for further information.

Failure to raise an issue by the close of the record at or following the final hearing on this case, in person or by letter, may preclude an appeal to the Land Use Board of Appeals (LUBA) on that issue. Also, if you do not raise an issue with enough specificity to give the Adjustment Committee an opportunity to respond to it, that also may preclude an appeal to LUBA on that issue.

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 **January 3, 2019** 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.

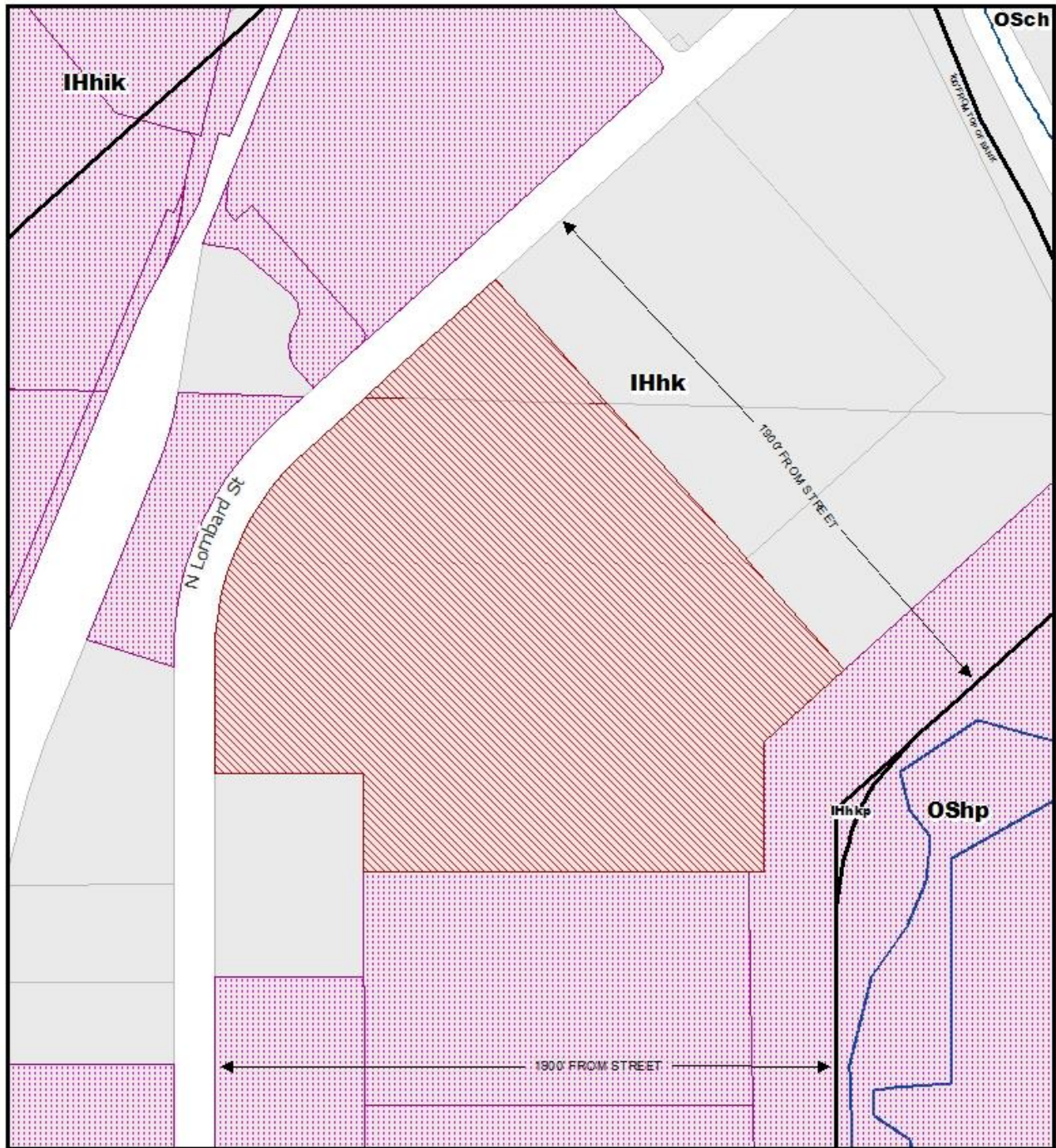
Applying for your permits. A building permit, occupancy permit, or development permit may be required before carrying out an approved project. At the time they apply for a permit, permittees must demonstrate compliance with:

- 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 of 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. August 7, 2018 Narrative
 - 2. September 4, 2018 Narrative
 - 3. September 20, 2018 Narrative
 - 4. Monument Sign Calculations
 - 5. Sign Attachment and Section Detail
 - 6. August 7, 2018 Southwest Site Signage Plan
 - 7. September 20, 2018 Southwest Site Signage Plan
 - 8. August 7, 2018 Northwest Site Signage Plan
 - 9. September 20, 2018 Northwest Site Signage Plan
 - 10. October 1, 2018 Northwest Site Signage Plan
 - 11. August 7, 2018 Floor Plans
 - 12. September 20, 2018 Site Plan
 - 13. August 7, 2018 Monument #1 Sign Plans
 - 14. August 7, 2018 Monument #2 Sign Plans
 - 15. August 7, 2018 Monument #3 Sign Plans
 - 16. August 7, 2018 Proposed Wall Sign Plans
 - 17. September 20, 2018 Code Allowed Wall Sign Plans
 - 18. October 8, 2018 Code Allowed Wall Sign Plans 8.5 x 11
 - 19. October 8, 2018 Code Allowed Wall Sign Plans
 - 20. Total Signage Square Footage and Block Lineal Feet Verification
 - 21. Monument Distance and Parking Lot Square Footage Verification
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Wall Sign Plans 8.5 x 11 (attached)
 - 2. Wall Sign Plans to scale
 - 3. Site Plan (attached)
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses:
 - 1. Site Development Review Section of BDS
 - 2. Fire Bureau
 - 3. Life Safety Review Section of BDS
- F. Correspondence: (none received)
- G. Other:
 - 1. Original LU Application
 - 2. August 22, 2018 Incomplete Letter
 - 3. September 27, 2018 Incomplete Letter

The Bureau of Development Services is committed to providing equal access to information and hearings. Please notify us no less than five business days prior to the event if you need special accommodations. Call 503-823-7300 (TTY 503-823-6868).



ZONING



-  Site
-  Also Owned Parcels
-  Stream

File No.	LU 18-215914 AD
1/4 Section	1420,1520,1521
Scale	1 inch = 400 feet
State ID	2N1W26A 400
Exhibit	B Aug 21, 2018

118" 69 1/4" 46 3/4"

RECEIVED
By *[Signature]*
OCT 01 2018

4 CHANNEL LETTERS REMOTE INSTALL
Scale: 1/4" = 1' - 0"

FURNISH AND INSTALL ONE (1) SET OF ILLUMINATED CHANNEL LETTERS

- "AMAZON" LETTERS TO BE 5" DEEP ALUMINUM CONSTRUCTION, 1/8" ALUMINUM BACKS WITH 1/8" ALUMINUM RETURNS AND 1" RETAINERS PAINTED AS PER COLOR KEY
- "AMAZON" FACES TO BE 177" WHITE POLYCARBONATE WITH FIRST SURFACE VINYL GRAPHICS AS PER COLOR KEY AND
- "GOOZY" BODY TO BE 5" DEEP ALUMINUM CONSTRUCTION, 1/8" ALUMINUM BACKS WITH 1/8" ALUMINUM RETURNS AND 1" RETAINERS PAINTED AS PER COLOR KEY
- "GOOZY" FACES TO BE 177" WHITE POLYCARBONATE WITH FIRST SURFACE VINYL GRAPHICS AS PER COLOR KEY
- ILLUMINATE USING GE TETRA MAX 7100K WHITE LED'S AND 100 WATT UNIVERSAL POWER SUPPLIES REMOTELY MOUNTED BEHIND WALL

VINYL COLOR KEY

- 3M #280-015 Yellow
- 3M #365-222 PERFORATED BLACK

PAINT COLOR KEY

- P1) PMS 711C YELLOW
- P2) SATIN BLACK

319.48 50. FT

5 ENLARGED MAIN ENTRY SIGNAGE
Scale: 1/8" = 1' - 0"

5' (0.040) ALUMINUM RETURNS (BLACK)
1" TRIM CAP (BLACK)
3/8" ACRYLIC FACE (WHITE) WITH VINYL GRAPHICS
LED LIGHTING STRIP (WHITE) TYP
INSTALL FLUSH TO WALL
DRAIN HOLES

PRIMARY ELECTRIC SOURCE
DISCONNECT SWITCH
CONDUIT (3/4" MIN)
RACEWAY
POWER SOURCE

INTERIALLY ILLUMINATED LOGO SIGN BY PROVIDING POWER TO JUNCTION BOX AT INSIDE FACE OF CONCRETE PANEL

6 BUILDING SIGN MOUNTING DETAIL
Scale: 1/8" = 1' - 0"

1435 0"

FRONT ELEVATION
SCALE: NTS

Approved
City of Portland - Bureau of Development Services
[Signature]
Date: 12-14-18

THIS APPROVAL APPLIES ONLY TO THE REVIEWS REQUESTED AND IS SUBJECT TO THE CONDITIONS OF APPROVAL. ADDITIONAL ZONING REQUIREMENTS MAY APPLY.

CASE NO. **18-215914**
EXHIBIT **CI**

PDX Concourse D
1122 SW Stark Street
Suite 104
Portland Oregon
97205

SIGN WIZARDS
1111 S.W. 10TH AVE
PORTLAND, OR 97214
P: 503.235.6967
WWW.SIGNWIZARDS.COM

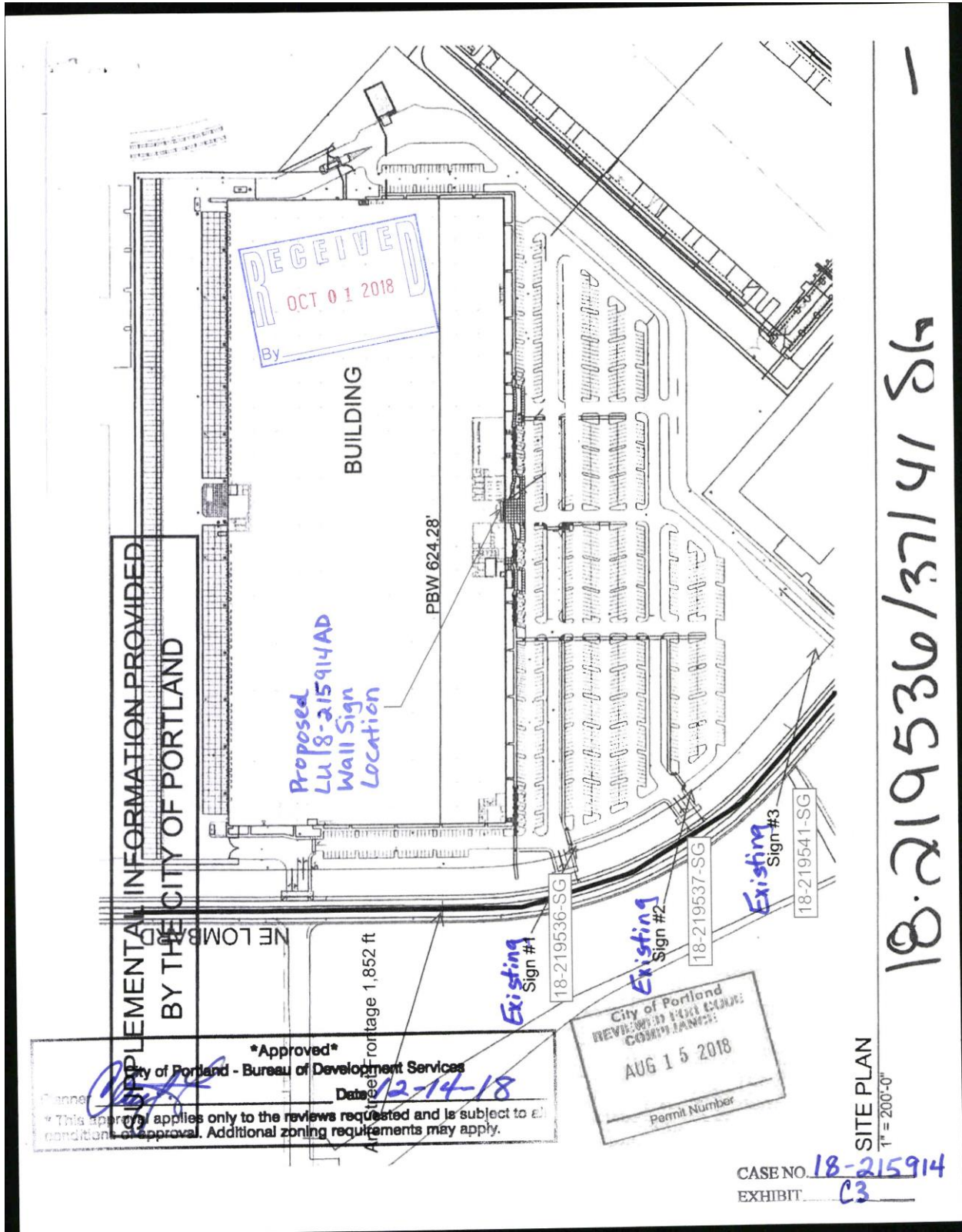
REVISIONS:
1. 11/15/17: REVISED PER COMMENTS FROM THE CITY OF PORTLAND.
2. 11/22/17: REVISED PER COMMENTS FROM THE CITY OF PORTLAND.
3. 12/14/18: REVISED PER COMMENTS FROM THE CITY OF PORTLAND.

FILENAME: Amazon North Lombard Sign
DATE: 5/7/18
DRAWN BY: AM
ESTIMATE #: 18-0900

Double Face Illuminated Sign

PG.6

APPROVED: *[Signature]*



Approved
 City of Portland - Bureau of Development Services
 Date: 12-14-18
 * This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.