



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

Ted Wheeler, Mayor
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Date: 8/19/2019
To: Interested Person
From: Tanya Paglia, Land Use Services
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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 19-168813 HR – NEW PROJECTING SIGN

GENERAL INFORMATION

Applicant: Chris Brown | Ramsay Signs
9160 SE 74th Ave | Portland, OR 97206
cbrown@ramsaysigns.com

Owner: Timothy Gray
530 1/2 NW 23rd Ave | Portland, OR 97210-3275

Site Address: **526 NW 23RD AVE**

Legal Description: BLOCK 17 LOT 15-17 TL 200, KINGS 2ND ADD
Tax Account No.: R452302920
State ID No.: 1N1E33CB 00200
Quarter Section: 2927, 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 Plan District
Other Designations: Non-contributing resource in the Alphabet Historic District

Zoning: **CM2m** – Commercial/Mixed Use 2 with Centers Main Street Overlay and 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 to install a 3.3 SF projecting sign on the West elevation of a 2-story neo-classical revival building that is a non-contributing building within the Alphabet Historic District located in the Northwest Plan District. The sign will be approximately 20" tall and 24" wide and will be mounted with two 1" x 1" steel tubes attached to the building with two 4" by 4" mounting plate.

Historic Resource Review is required because the proposal is for signage within the Historic Alphabetic 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:

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

ANALYSIS

Site and Vicinity: The subject property is located in between NW Glisan Street and NW Hoyt Street in the Alphabet Historic District. It is an approximately L-shaped lot of 7,700 SF, with the primary building frontage oriented towards NW 23rd Avenue, but a secondary frontage facing NW Hoyt Street, where an eight-car surface parking lot and driveway is located. The subject building, historically known as the *Dellmore & Goldie Lessard Building*, was constructed in 1955 but underwent extensive alterations in the 1990s that left it with little integrity. In 2018 the building again underwent extensive alterations including: recladding the outside edge of the building in white tile; new signage; cladding portions of the building in Ipe wood; new storefront system and doors; creating apertures around the two doors surrounded by white tile and wood; and replacement of damaged windows.

Directly north of the site is the Historic Landmark Campbell Hotel, a red brick structure with residential units over a basement level retail space (the Ram's Head Tavern). Directly south of the site is a new four-story mixed-use building that is under construction. The site is located near the heart of the Nob Hill district, with a variety of commercial buildings clustered along NW 23rd Avenue, some of which include apartments or condominiums above, and established residential areas on the east-west streets straddling NW 23rd. The site is located in the Northwest Pedestrian District, as designated in the City's *Transportation System Plan (TSP)*. The *TSP* also designates NW 23rd Avenue as both a Major Transit Priority and Neighborhood Collector Street.

Alphabet Historic District was listed in the National Register of Historic Places on November 16, 2000, with periods of significance of 1875-1899, 1900-1924, and 1925-1949. The Historic District is an area of Portland significant for its concentration of intact late 19th and early 20th Century, mostly middle class, housing stock and small-scale commercial buildings. Of special note are the many mid-sized apartment and institutional buildings. Many of these are in the various Period Revival styles, e.g. Tudor, Spanish Colonial, Byzantine, Jacobean, etc, and this is especially the case in the immediate vicinity of the proposed new development.

The District is located at the base of the West Hills, roughly bounded by W Burnside Street to the south, NW 17th Avenue to the east, NW Marshall Street to the north and NW 24th Avenue to the west. The district is predominantly residential in character but also has two main commercial corridors along NW 21st and NW 23rd Avenues, as well as institutional properties. Originally platted as a residential district for the upper class, the Lewis and Clark Exposition of 1905 prompted the construction of several apartment buildings by notable Portland architects. The neighborhood is still one of the city's more densely populated historic neighborhoods.

Zoning: The Commercial/Mixed Use 2 (CM2) zone is a medium-scale zone intended for sites in a variety of centers, along corridors, and in other mixed use areas that have frequent transit service. The zone allows a wide range and mix of commercial and residential uses, as well as employment uses that have limited off-site impacts. Buildings in this zone will

generally be up to four stories tall unless height and floor area bonuses are used, or plan district provisions specify other height limits. Development is intended to be pedestrian-oriented, provide a strong relationship between buildings and sidewalks, and complement the scale of surrounding residentially zoned areas.

The Centers Main Street “m” overlay zone encourages a mix of commercial, residential and employment uses on the key main streets within town centers and neighborhood centers identified in the Comprehensive Plan. The regulations are intended to encourage a continuous area of shops and services, create a safe and pleasant pedestrian environment, minimize conflicts between vehicles and pedestrians, support hubs of community activity, and foster a dense, urban environment with development intensities that are supportive of transit.

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 06-171721 HR** – Historic Resource Review approval for new non-illuminated projecting blade sign.
- **LU 17-182064 HR** – Historic Resource Review approval for several façade renovations including: recladding the outside edge of the building in white tile; new signage; cladding portions of the building in Ipe wood; new storefront system and doors; creating apertures around the two doors surrounded by white tile and wood; and replacement of damaged windows

Agency Review: A Notice of Proposal in your Neighborhood was mailed on **June 17, 2019**. The following Bureaus, Divisions and/or Sections responded with no objections and did not include written comments:

- Fire Bureau

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **June 17, 2019**. 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.

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.
 - E1. The Pedestrian Network.** Create an efficient, pleasant, and safe network of sidewalks and paths for pedestrians that link destination points and nearby residential areas while visually and physically buffering pedestrians from vehicle areas.
 - 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.
 - 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.
 - 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 HADCDA 1, 2, 3 and CDGs P1, P2, E1, E3, D2, D6, D7 and D8: *The Dellmore & Goldie Lessard Building* is not a contributing resource in the Alphabet Historic District. It was constructed in the 1950s but underwent extensive alterations in the 1990s that left it with little integrity. These changes do not possess the historic significance to be considered eligible for landmark status in their own right. The building façade then underwent additional significant alterations in 2018 giving the building a more modern aesthetic than many in-period buildings in the area. While the proposed sign is of a more modern appearance than many in the

historic district, the proposal works within the existing contemporary architectural expression of the building and is aligned with other architectural elements on the same façade to create a harmonious composition.

The storefront features three retail establishments, each with signs of the same size that are aligned horizontally and vertically across the façade. The new sign will be one of the three as the third sign frame is a placeholder awaiting a sign to accompany a new retail tenant. The addition of a small sign that is compatible in size, design and placement with the other two small signs on the building will not detract from the character of the building and will not negatively impact the integrity of the Alphabet Historic District. *However, as both of the existing signs are externally illuminated, the third sign would be incongruous were it to feature internal illumination as originally proposed. In addition, internal illumination is not characteristic of the historic district, occurring only in rare instances where the anomaly is justified. The placeholder sign frame features the same external illumination as the other two signs on the façade and the new sign should remain externally illuminated to maintain the regularity of the façade and to blend into the neighborhood.*

By indicating the retail tenant, the sign makes the store entrance more prominent. It also works with its companion signs to add additional pedestrian scale and visual interest to the streetscape and adds to the cohesion between the retail storefronts that share the building's west façade. The proposed new signage is demure enough to fit within the architecture of the building and to not detract from the district. Blade signs are common in this pedestrian focused neighborhood and along this retail intensive street in particular. The proposed alterations will not remove materials that characterize *the Dellmore & Goldie Lessard Building* and will not alter any changes made over time that have acquired historical significance. Overall, with the added condition, the proposed work will not visually detract from the historic aesthetic of the building, adjacent properties and district.

With the condition of approval that the sign shall not be internally illuminated and shall remain externally illuminated via the existing light fixtures above the sign, 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

Given the limited size and scope of the proposed alterations and their cohesion with the other signage on the building, the project, with the added condition, will not detract from the character of this non-contributing resource in the Alphabet Historic District. The proposed signs will create a harmonious composition with the existing building and be compatible with the historic qualities of the 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 therefore warrants approval.

ADMINISTRATIVE DECISION

Approval to install a 3.3 SF illuminated projecting sign on the West elevation of a 2-story neo-classical revival building that is a non-contributing building within the Alphabet Historic District located in the Northwest Plan District, per the approved site plans, Exhibits C-1 through C-5, signed and dated 8/14/2019, 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 19-168813 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 sign shall not be internally illuminated and shall remain externally illuminated via the existing light fixtures above the sign.

Staff Planner: Tanya Paglia



Decision rendered by: _____ **on 8/14/2019.**
By authority of the Director of the Bureau of Development Services

Decision mailed: 8/19/2019

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 May 22, 2019, and was determined to be complete on June 12, 2019.

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 May 22, 2019.

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 requested that the 120-day review period be extended by 30 days. Unless further extended by the applicant, **the 120 days will expire on: 11/9/2019.**

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 after **8/19/2019** 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:

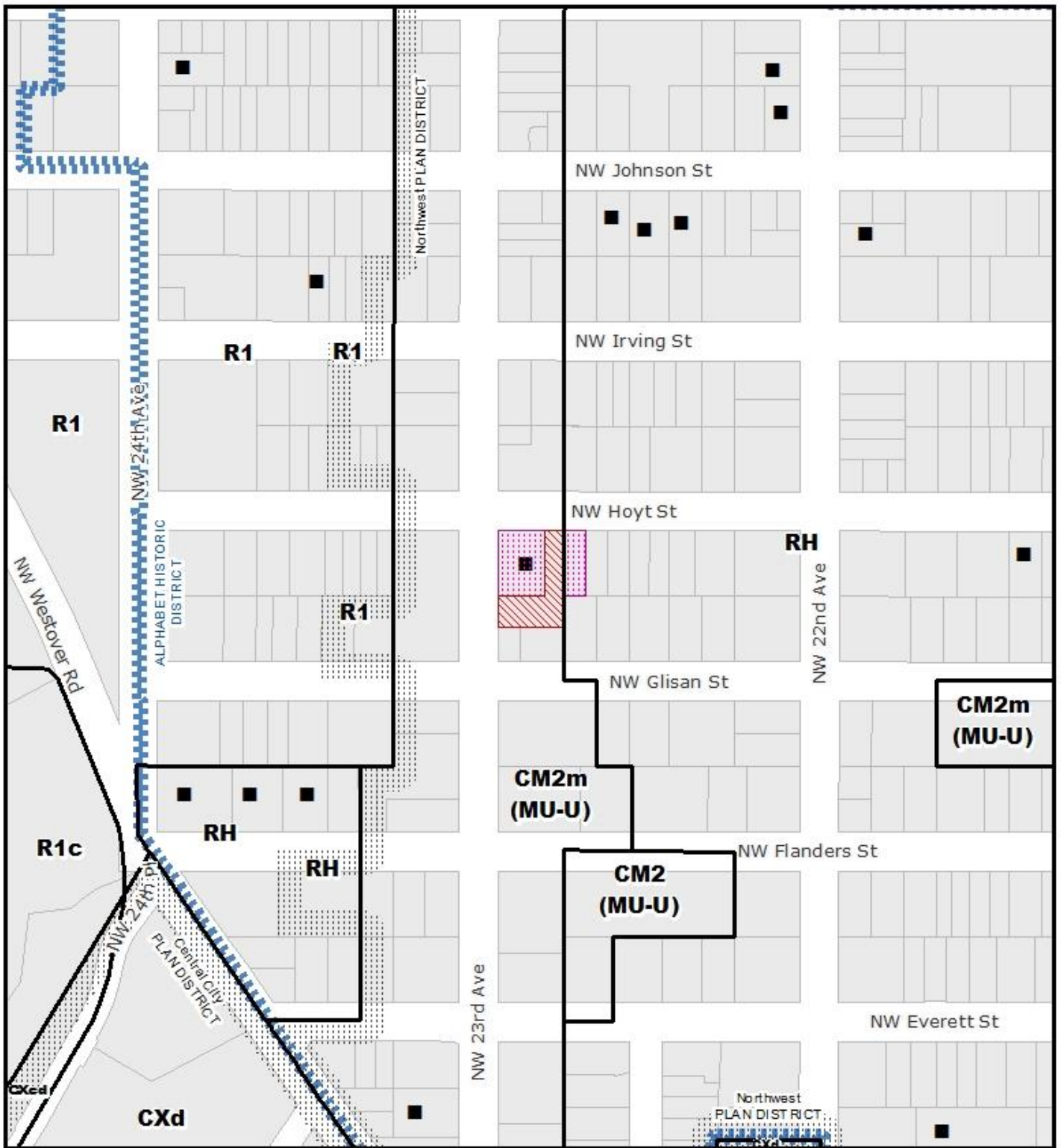
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations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


EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Submittal
 - 1. Applicant's project description and response to approval criteria, 5/22/2019
 - 2. Photo Simulations of Sign on Building
 - 3. Photos of existing conditions
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan (attached)
 - 2. Enlarged Elevation, Sign Attachment Details, Section (attached)
 - 3. Enlarged Sign Attachment Detail
 - 4. Sign Elevation and Section
 - 5. Sign Elevation
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses: No written response received
- F. Correspondence: None received
- G. Other:
 - 1. Original LU Application
 - 2. Oregon Historic Site Record

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).



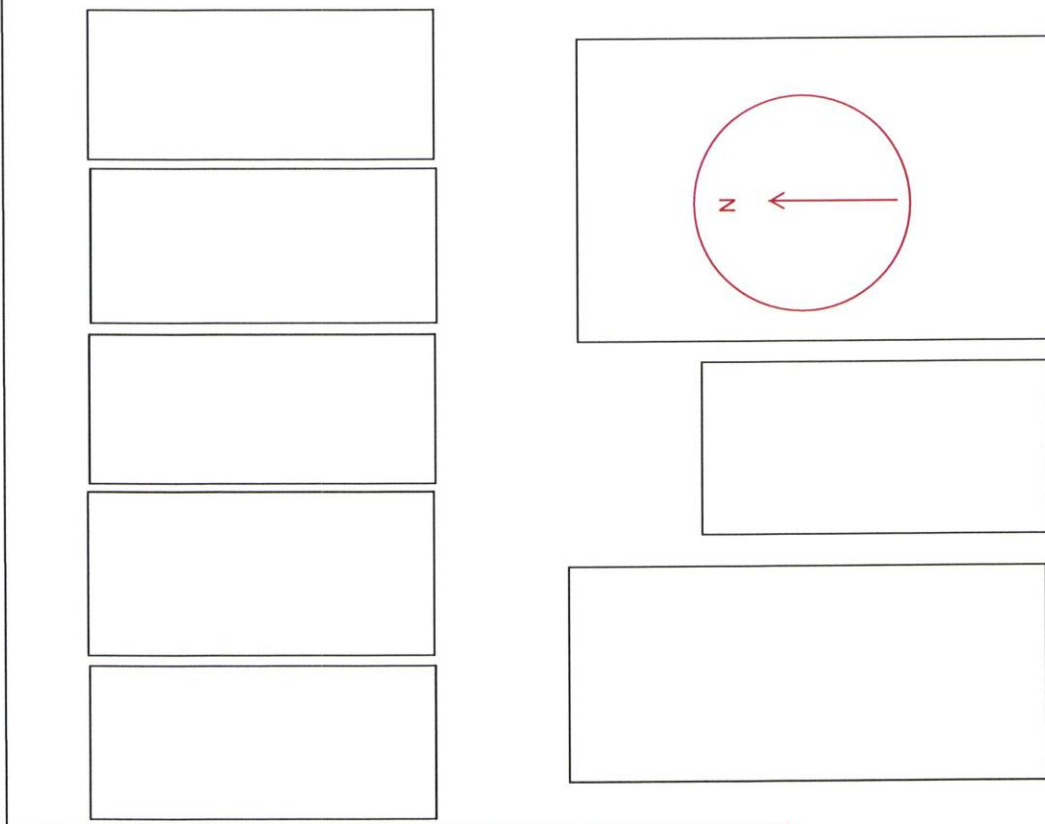
ZONING 
 NORTH

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

-  Site
-  Also Owned Parcels
-  Historic Landmark

File No.	LU 19-168813 HR
1/4 Section	2927,3027
Scale	1 inch = 200 feet
State ID	1N1E33CB 200
Exhibit	B May 28, 2019

NW Hoyt



NW 23rd

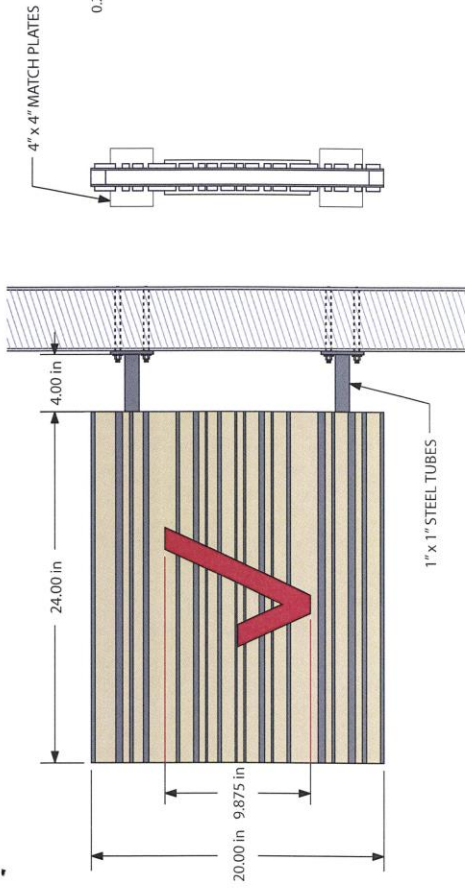
50' PBW

Proposed Projecting Sign and Main Public Entrance

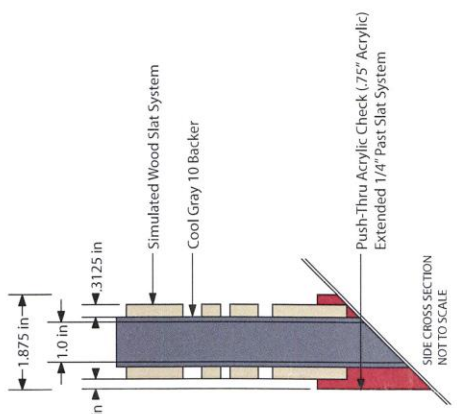
Approved
 City of Portland - Bureau of Development Services
 Planner [Signature] Date 8/17/2019
 * This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

NW Glisan

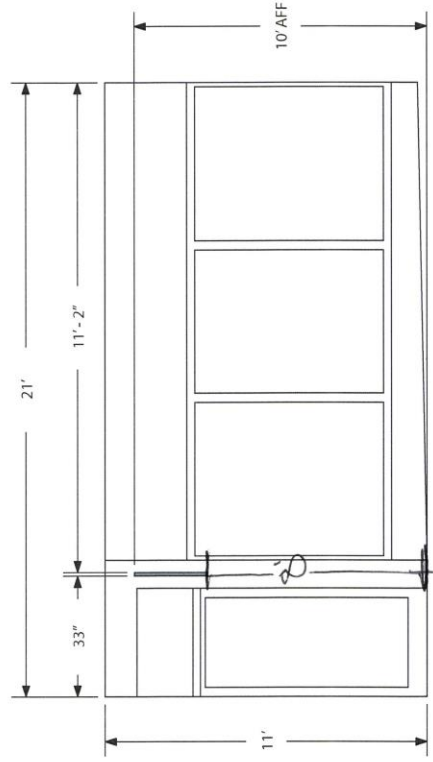
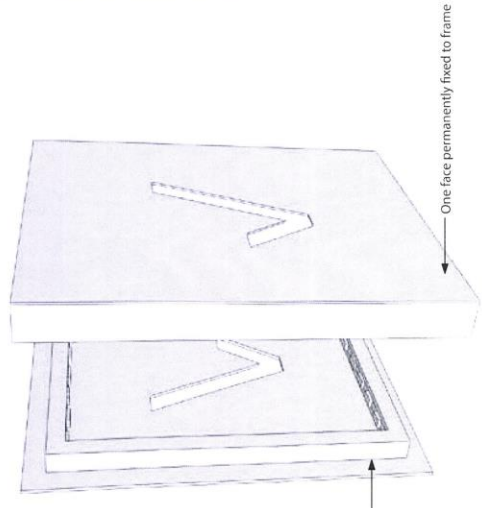
LU 19 - 168813 HR C-1



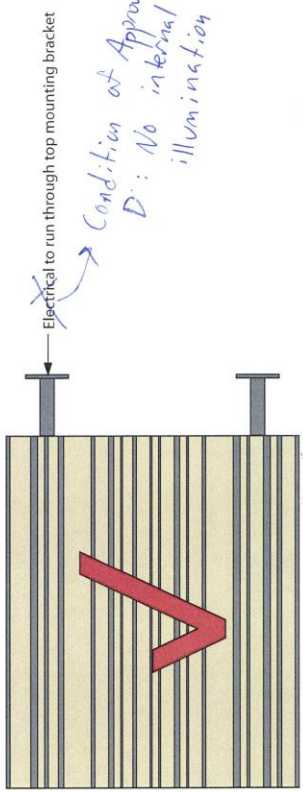
SIGN ATTACHMENT DETAILS
Scale: 1-1/2" = 12"



SIDE CROSS SECTION NOT TO SCALE
Face mounted through front gray backer plate with color matching screws
Interior 1"x1" Frame affixed to back side of face
Perimeter LEDs mounted around frame
Frames slid into larger 1"x1" Blade frame
Frames slid into larger 1"x1" Blade frame



ELEVATION FOR VERIZON BLADE SIGN
Scale: 3/8" = 12"



*Condition of Approval
D: No internal illumination*

City of Portland - Bureau of Development Services
 Approved*
 Date: 5/14/2019
 Signature: [Signature]
 Approval applies only to the project as presented and is subject to all conditions of approval. Additional conditions and requirements may apply.

