



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

Dan Ryan, Commissioner
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Date: 9/10/2021
To: Interested Person
From: Tanya Paglia, Land Use Services
503-865-6518 / Tanya.Paglia@portlandoregon.gov

NOTICE OF A TYPE I PROPOSAL IN YOUR NEIGHBORHOOD

Development has been proposed in your neighborhood. The proposed development requires a land use review. The proposal, review process, and information on how to respond to this notice are described below. A copy of the site plan and zoning map is attached. I am the staff person handling the case. Please call me if you have questions regarding this proposal. Please contact the applicant if you have questions regarding any future development on the site.

Because we must publish our decision within 21 days, **we need to receive your written comments by 5 p.m. on 9/24/2021. Your comments must be e-mailed to the assigned planner listed above;** please include the Case File Number, LU 21-074570 DZ, in your e-mail. If you do not have access to e-mail, please telephone the planner listed above about submitting comments. Please note that all correspondence received will become part of the public record.

CASE FILE NUMBER: LU 21-074570 DZ – RITE AID SIGNAGE

Applicant: David Demuth | Hannah Sign Systems
1660 SW Bertha Blvd | Portland, OR 97219
503-946-8373

Owner's Agent: Tim Small | RL & TL LLC
6312 SW Capitol Hwy #411 | Portland, OR 97239

Owner: RL & TL LLC
30 Hunter Lane | Camp Hill, PA 17011-2400

Party of Interest: Christina Garcia | Visible Graphics
9736 Eton Ave | Chatsworth, CA 91311

Site Address: 2440 SE CESAR E CHAVEZ BLVD

Legal Description: BLOCK 4 N 75' OF LOT 1 EXC PT IN ST N 75' OF LOT 2, HOWES ADD;
BLOCK 4 S 25' OF LOT 1 EXC PT IN ST S 25' OF LOT 2, LOT 8&9, LOT
10 EXC PT IN ST, HOWES ADD; BLOCK 4 LOT 3, HOWES ADD

Tax Account No.: R404900610, R404900650, R404900730
State ID No.: 1S1E01DD 11100, 1S1E01DD 12900, 1S1E01DD 11200
Quarter Section: 3234

Neighborhood: Richmond, contact Heather Flint Chatto at
richmond.pdx.lutc@gmail.com

- Business District:** Division-Clinton Business Association, contact at info@divisionclinton.com
- District Coalition:** Southeast Uplift, contact Leah Fisher at 503-232-0010 x313
- Plan District:** Division Street
- Zoning:** **CM2d,m**, Commercial/Mixed Use 2 with Design Review and Centers Main Street Overlay Zones
- Case Type:** **DZ**, Design Review
- Procedure:** **Type I**, an administrative decision with appeal to the Oregon Land Use Board of Appeals (LUBA).

Proposal:

The applicant is seeking Design Review approval for new signage on a building located in the Division Street Plan District. The existing building faces SE Cesar E Chavez Blvd and is separated from the street by a parking lot. The proposal includes removal of existing signage and replacement with new signage for tenant re-branding. The new sign will be located on the building's west façade facing the site's surfacing parking lot along SE Cesar Chavez Blvd. The proposed sign will be composed of illuminated channel letters connected to an 8" raceway sitting on top of an existing steel canopy over the business' main entry. The sign dimensions are 26'-8 3/4" wide by 3'-4" tall, with a sign area of approximately 89 SF. The façade that will receive the new signage has a length of 190'-0" and is 13'-7" tall. The site is bounded by SE Caruthers St to the north, SE Division St to the south, SE Cesar Chavez Blvd to the west, and the block it sits on is bounded by SE 40th Ave to the east.

Design Review is necessary because the proposal is for exterior alterations in a Design Overlay Zone.

Relevant Approval Criteria:

In order to be approved, this proposal must comply with the approval criteria specified in the Portland Zoning Code. The relevant approval criteria are:

- Portland Citywide Design Guidelines

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. This application was submitted on August 5, 2021 and determined to be complete on 9/4/2021.

Decision Making Process

The Bureau of Development Services will make a decision on this proposal. After we consider your comments we will do one of the following:

- Approve the proposal;
- Approve the proposal with conditions; or
- Deny the proposal.

The neighborhood association listed on the first page of this notice may take a position on this application. They may also schedule an open meeting prior to making their recommendation to the Bureau of Development Services. Please contact the person listed as the neighborhood contact to determine the time and date of this meeting.

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 extended at the request of the applicant.

If you are interested in viewing information in this file, please contact the planner listed on the front of this notice. The planner can email you documents from the file. A fee would be required for all requests for paper copies of file documents. Additional information about the City of Portland, and city bureaus is available online at <https://www.portland.gov>. A digital copy of the Portland Zoning Code is available online at <https://www.portlandoregon.gov/zoningcode>.

Appeal Process

If you disagree with the Bureau of Development Services administrative decision, you can appeal the decision to the Oregon Land Use Board of Appeals (LUBA) at 775 Summer St NE, Suite 330, Salem OR 97301-1283. The phone number for LUBA is 1-503-373-1265. Issues which may provide the basis for an appeal to LUBA must be raised in writing before the deadline for comments, or you may not be able to raise that issue in an appeal. If you do not raise an issue with enough specificity to give the Bureau of Development Services an opportunity to respond to it, that also may preclude an appeal to LUBA on that issue.

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).

Enclosures: Zoning Map; Site Plan; Sign Elevation and Section