



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

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Date: 1/27/2022
To: Interested Person
From: Tanya Paglia, Land Use Services
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NOTICE OF A TYPE I 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 21-106381 DZ – REPLACEMENT ATM AT ONE SW COLUMBIA

GENERAL INFORMATION

Applicant: Zaq Dohallow, Otak
808 SW 3rd, Suite 800, Portland OR 97204
(720)261-2627, Zaq.Dohallow@otak.com

Owner: Umpqua Plaza Property LLC
1 SW Columbia St #445, Portland, OR 97258

Site Address: 1 SW COLUMBIA ST

Legal Description: BLOCK 114 LOT 1-3 LOT 4 EXC PT IN STS, LOT 5-8, PORTLAND
Tax Account No.: R667710470
State ID No.: 1S1E03BD 01800
Quarter Section: 3129

Neighborhood: Portland Downtown, contact Wendy Rahm at wwrahm@aol.com
Business District: Downtown Retail Council, contact at info@portlandalliance.com
District Coalition: Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.

Plan District: Central City - Downtown
Other Designations: None
Zoning: **CXd**, Central Commercial with design overlay
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 seeks Design Review approval for the replacement of an ATM for Umpqua Bank, located under the recessed porch facing southwest towards the plaza, to the One SW Columbia building located in the Downtown Subdistrict of the Central City Plan District.

Design review is required because the proposal is for non-exempt exterior alterations within a Design Overlay Zone per Portland Zoning Code (PZC) Section 33.420.041.B.

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:

- *Central City Fundamental Design Guidelines*

ANALYSIS

Site and Vicinity: The existing multi-story building and its associated plaza occupy the full block with SW Jefferson Street to the north, SW Columbia Street to the south, SW 1st Avenue to the west and SW Naito Parkway to the east. Currently known as the Umpqua Bank Building, it is listed on the Historic Resource Inventory (HRI) and historically was known as the Evans Products Company Building (and later – the One Southwest Columbia Building). The building was built in 1975 by ZGF architectural firm in an “international style” with simple, symmetrical design, with the four facades defined by horizontally proportioned windows and red brick. The ground floor includes public entrances on each façade. SW Naito Parkway is a Major Transit Priority Street, while SW 1st Avenue is a Transit Access Street.

Zoning: The Central Commercial (CX) zone is intended to provide for commercial development within Portland's most urban and intense areas. A broad range of uses is allowed to reflect Portland's role as a commercial, cultural and governmental center. Development is intended to be very intense with high building coverage, large buildings, and buildings placed close together. Development is intended to be pedestrian-oriented with a strong emphasis on a safe and attractive streetscape.

The Design overlay zone ensures that Portland is both a city designed for people and a city in harmony with nature. The Design overlay zone supports the city's evolution within current and emerging centers of civic life. The overlay promotes design excellence in the built environment through the application of additional design standards and design guidelines that:

- Build on context by enhancing the distinctive physical, natural, historic and cultural qualities of the location while accommodating growth and change;
- Contribute to a public realm that encourages social interaction and fosters inclusivity in people's daily experience; and
- Promotes quality and long-term resilience in the face of changing demographics, climate and economy.

The Central City Plan District implements the Central City 2035 Plan. The regulations address the unique role the Central City plays as the region's premier center for jobs, health and human services, tourism, entertainment and urban living. The regulations encourage a high-density urban area with a broad mix of commercial, residential, industrial and institutional uses, and foster transit-supportive development, pedestrian and bicycle-friendly streets, a vibrant public realm and a healthy urban river. The site is within the Downtown Subdistrict of this plan district.

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

- PC 5593: Zone change from M3 to C1. Approval in 1969.
- LUR 85-004358 (Ref # DZ 136-85): Approval of signage for Ben J. Franklin and Black & Co.
- VZ 159-62: Proposal for one 25' illuminated poster panel. Denied

- CU 063-72: Off-street parking and loading for office-hotel complex. Approved with conditions.
- LUR 92-009734 (Ref # LUR 92-00615): Approval of the replacement of an ATM unit.
- LUR 97-014326 (Ref # LUR 97-00280): Approval of new double doors on the east side of the building.
- LUR 97-015131 (Ref # LUR 97-01085): Approval of new window and door to the façade.
- LUR 00-00759 DZ: Proposal to add three wireless internet antennas to existing penthouse. Approved with conditions.
- LU 04-049752: Approval of two similar parapet signs
- LU 17-139015: Approval of 2 new signs
- LU 17-190876 DZ: Approval of storefront alterations to the west and south elevations.

Agency Review: A Notice of Proposal in your Neighborhood was mailed on 12/1/2021. No agency review was provided given the scope of work.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on 12/1/2021. 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 33.825 Design Review

Section 33.825.010 Purpose of Design Review

Design review implements the Design overlay zone, strengthening these areas as places designed for people. Design review supports development that builds on context, contributes to the public realm, and provides high quality and resilient buildings and public spaces.

Section 33.825.055 Design Review Approval Criteria

A design review application will be approved if the review body finds the applicant to have shown that the proposal complies with the design guidelines for the area.

Findings: The site is designated with design overlay zoning (d), therefore the proposal requires Design Review approval. Because of the site's location, the applicable design guidelines are the Central City Fundamental Design Guidelines.

Central City Fundamental Design Guidelines

These guidelines provide the constitutional framework for all design review areas in the Central City.

The Central City Fundamental Design Guidelines focus on four general categories. **(A) Portland Personality**, addresses design issues and elements that reinforce and enhance Portland's character. **(B) Pedestrian Emphasis**, addresses design issues and elements that contribute to a successful pedestrian environment. **(C) Project Design**, addresses specific building characteristics and their relationships to the public environment. **(D) Special Areas**, provides design guidelines for the four special areas of the Central City.

Central City Plan Design Goals

This set of goals are those developed to guide development throughout the Central City. They apply within all of the Central City policy areas. The nine goals for design review within the Central City are as follows:

1. Encourage urban design excellence in the Central City;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City's districts;
4. Promote the development of diversity and areas of special character within the Central City;
5. Establish an urban design relationship between the Central City's districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse pedestrian experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City which is safe, humane and prosperous;

9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

Staff has considered all guidelines and has addressed only those guidelines considered applicable to this project.

A4. Use Unifying Elements. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.

A6. Reuse/Rehabilitate/Restore Buildings. Where practical, reuse, rehabilitate, and restore buildings and/or building elements.

A8. Contribute to a Vibrant Streetscape. Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.

B5. Make Plazas, Parks and Open Space Successful. Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces. Where provided, integrate water features and/or public art to enhance the public open space. Develop locally oriented pocket parks that incorporate amenities for nearby patrons.

C2. Promote Quality and Permanence in Development. Use design principles and building materials that promote quality and permanence.

C3. Respect Architectural Integrity. Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.

C5. Design for Coherency. Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.

Findings for A4, A6, A8, B5, C2, C3, and C5: The proposed removal and replacement of the existing ATM surround for Umpqua Bank located on SW 1st Ave between SW Jefferson St and SW Columbia St in downtown Portland will be well integrated with the existing building and contribute to the vibrance of the building's plaza and surrounding streetscape. The project involves removing the existing ATM surround and installing a 54" wide x 66" high combination illuminated surround and new Umpqua Bank sign above the ATM to match new marketing standards for Umpqua Bank.

ATMs are a common feature of buildings found throughout the urban downtown area of Portland, and the proposed ATM will fit within the fabric of the existing building while providing a needed service for building occupants and others living, working, and visiting the area.

The One SW Columbia Building has contributed to the character of downtown as well as the city since it was built in 1975. The proposed changes are limited to a single bay of the building located under the recessed porch facing southwest towards the plaza, the same location as the existing ATM to be removed. The ATM's proposed materials and structure will maintain the quality and permanence found in the new building, and alterations to the existing conditions surrounding the ATM, while limited, will be comprised of materials to match the existing conditions.

Maintaining an ATM in this location will provide activity to the storefront, engaging pedestrian access to the bank's services. The ATM will not produce a negative effect to the pedestrian environment in the adjacent sidewalk rights-of-way and will add visual interest to the new building, both day and night. It will serve as a design element that highlights the building's SW corner, and the illuminated surround will improve user experience by providing prominent display of the service unit while increasing visibility for users utilizing the ATM in the evenings. As a striking, illuminated, brightly colored, highly visible element, the ATM helps identify the area, acting as a wayfinding landmark that highlights the cut-out covered corner at the SW base of the building.

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

The design review process exists to promote the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. The proposed new ATM inserted within the existing storefront systems has been well integrated into the existing storefront bay. As indicated in detail in the findings above, the proposal meets the applicable design guidelines and therefore warrants approval.

ADMINISTRATIVE DECISION

Approval of a replacement ATM for Umpqua Bank, located under the recessed porch facing southwest, to the One SW Columbia building, per the approved site plans, Exhibits C-1 through C-8, signed and dated 1/21/2022, subject to the following conditions:

- A. As part of the building permit application submittal, the following development-related conditions (B through C) 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 21-106381 DZ." 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.

Staff Planner: Tanya Paglia



Decision rendered by: _____ **on 1/21/2022**

By authority of the Director of the Bureau of Development Services

Decision mailed 1/27/2022

Procedural Information. The application for this land use review was submitted on November 15, 2021 and was determined to be complete on November 24, 2021.

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 November 15, 2021.

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: 3/24/2022.**

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 **1/27/2022** 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 Statement
 - 2. Initial Submittal (superseded)
 - 3. Revised Drawings, 12/1/2021
 - 4. Revised Drawings, 12/16/2021
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan (attached)
 - 2. Existing and Proposed ATM Elevations (attached)
 - 3. Section, Details, Partial Building Elevation with ATM
 - 4. ATM Color Elevation and Section
 - 5-8. Details
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses: None Received
- F. Correspondence: None Received
- G. Other:
 - 1. Original LU Application

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).