



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

Carmen Rubio, Commissioner
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Date: March 15, 2023
To: Interested Person
From: Hannah Bryant, 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 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 22-206483 HR – NEW SIGN

GENERAL INFORMATION

Applicant: Travis Geoghegan | Sign Wizards
1111 SE Grand Avenue
Portland, OR 97214

Owner/Agent: Alan Peters | Melody Ballroom Investments LLC
615 SE Alder Street
Portland, OR 97214

Tenant/Renter: Blake Boris-Schacter | The Get Down Music Venue
615 SE Alder Suite B
Portland, OR 97214

Site Address: 615 SE ALDER ST

Legal Description: BLOCK 140 S 12.5' OF LOT 2 LOT 3&4, W 47' OF LOT 5&6, W 47' OF S 12.5' OF LOT 7, EAST PORTLAND

Tax Account No.: R226508780

State ID No.: 1S1E02BB 02800

Quarter Section: 3131

Neighborhood: Buckman, contact Nick Olson at buckmanlandusepdx@gmail.com

Business District: Central Eastside Industrial Council, contact ceic@ceic.cc.

District Coalition: Southeast Uplift, contact Matchu Williams at matchu@seuplift.org

Plan District: Central City - Central Eastside

Other Designations: *Significant Resource in the East Portland/ Grand Avenue Historic District*

Zoning: EXd – *Central Employment with a Design Overlay*

Case Type: HR – *Historic Resource Review*

Procedure: Type I, an administrative decision with appeal to the Oregon Land Use Board of Appeals (LUBA).

Proposal:

The applicant requests Historic Resource Review approval for a new 12.5-square foot projecting sign mounted on the building corner. The sign is proposed to be mounted with an aluminum plate that wraps the building corner. The mounting anchors will be located in the mortar between bricks.

Historic Resource Review is required for non-exempt exterior alterations in the East Portland/Grand Avenue Historic District.

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*
- *East Portland/Grand Avenue Historic District Guidelines*

ANALYSIS

Site and Vicinity: The subject property, known today as the Melody Ballroom, was completed in 1925 as the Woodmen of the World Hall, local headquarters for one of the leading working-class fraternal organizations of its day. It is classified as a significant contributing resource in the East Portland Grand Avenue Historic District. The District is listed in the National Register of Historic Places under two of the eligibility criteria: “A” for its association with the development of the City of East Portland (which was annexed into Portland in 1893) and “C” for its examples of commercial architectural styles from the period 1883 to 1939.

East Portland/Grand Avenue Historic District is listed in the National Register of Historic Places under two of the eligibility criteria: “A” for its association with the development of the City of East Portland (which was annexed into Portland in 1893) and “C” for its examples of commercial architectural styles from the period 1883 to 1939.

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 Central Eastside Subdistrict of this plan district.

Zoning: The Central Employment (EX) zone allows mixed-uses and is intended for areas in the center of the City that have predominantly industrial type development. The intent of the zone is to allow industrial and commercial uses which need a central location. Residential uses are allowed, but are not intended to predominate or set development standards for other uses in the area. The development standards are intended to allow new development which is similar in character to existing development.

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 historic resource overlay zone protects historic resources that have been identified as significant to the history of the city and region. The regulations implement Portland's Comprehensive Plan policies that address historic preservation. These policies recognize the role historic resources have in promoting education and enjoyment for those living in and visiting the region. The regulations foster awareness, memory, and pride among the region's current and future residents in their city and its diverse architecture, culture, and history. Historic preservation recognizes social and cultural history, retains significant architecture, promotes economic and environmental health, and stewards important resources for the use, education, and enjoyment of future generations.

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

- LU 09-153724 HDZ – Historic Resource Review approval for a rooftop solar installation.
- LU 09-147986 HDZ – Historic Resource Review approval for exterior alterations including exhaust fans and air intake louvers located in an existing window opening.
- DZ 050-90 – Administrative approval to recover existing awning frames.

Agency Review: A Notice of Proposal in your Neighborhood was mailed on **February 6, 2023**.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **February 6, 2023**. 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 East Portland Grand Avenue Historic District and the proposal is for a non-exempt treatment. Therefore, Historic Resource Review approval is required. The approval criteria are the *Design Guidelines - East Portland Grand Avenue Historic Design Zone*. Because the site is within the *Central City Plan District*, the *Central City Fundamental Design Guidelines* are also approval criteria.

Staff has considered all approval criteria and addressed only those applicable to this proposal. The Design Guidelines - East Portland Grand Avenue Historic Design Zone and the Central City Fundamental Design Guidelines are addressed concurrently.

Design Guidelines - East Portland Grand Avenue Historic Design Zone **Central City Fundamental Design Guidelines**

- A2. Emphasize Portland Themes.** When provided, integrate Portland-related themes with the development's overall design concept.
- A4. Use Unifying Elements.** Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.
- A5. Enhance, Embellish, and Identify Areas.** Enhance an area by reflecting the local

character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.

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

Findings for A2, A4, A5 and A6: The proposed corner projecting sign will be internally illuminated, attracting and facilitating wayfinding for a business that often operates in the evening. The corner projecting sign is similar in mounting style and size to an illuminated sign across the street, and together they serve to unify the intersection and to represent Portland's celebration of adaptively reusing historic buildings to serve creative local businesses.

Therefore, these guidelines are met.

Guidelines for Alterations

A61. Use Special East Portland/Grand Avenue Historic Design Zone Guidelines

Introduction: Scale and Proportion. A building's bulk in conjunction with its proportional height and width will have a significant impact on the degree to which it fits in with its historic neighbors. Structures which are much wider, taller or just are significantly bigger than neighboring structures will disrupt the continuity of the area and may damage the area's historic integrity.

A6-1a. Scale and Proportion

1. The added height or width of an alteration should be compatible with the original scale and proportion first of the affected building and second of adjacent buildings.
2. The scale and proportion of altered or added building elements, such as the size and relationship of new windows, doors, entrances, columns and other building features should be visually compatible with the original architectural character of the building.
3. The visual integrity of the original building should be maintained when altering or adding building elements including the vertical lines of columns, piers, the horizontal definition of spandrels and cornices, and other primary structural and decorative elements.

Findings for A6 & A6-1a: The proposal for a 12.5-square foot projecting sign mounted at the corner of an existing building indicates that all anchors through the sign bracket shall be located within existing grout lines. This ensures that if the sign is removed in the future, the original materials will be undamaged, and the grout holes can be easily filled without permanent harm to the building's integrity. The modest sign size compatible with the scale and proportion of the 34-foot-tall building. The circular sign relates to the distinct arched windows at the building's corners. The proposed sign is compatible with the original architectural character of the building.

Therefore, these guidelines are met.

Introduction: Signs. All exterior signs are reviewed. Signs must meet all applicable provisions of the City of Portland's ordinances and guidelines.

A6-1f. Signs

1. Exterior building signs should be visually compatible in size, scale, proportion, color and materials with the original architectural character of the building.
2. A variety of signs within the District are encouraged, incorporating excellence in graphic design and lettering, careful color coordination with the building, mounting, and readability.

3. Prominent signs that are creative yet compatible with the building and the District are encouraged, particularly on simple concrete buildings.
4. Sign lighting that is creative and compatible with the building and the District is acceptable. Plastic signs and backlit plastic signs are generally not acceptable.

Findings for A6-1f: The proposed sign is approximately 12.5-square feet, which is appropriately sized for the thirty-four-foot-tall building. Its rounded aluminum form relates to the arched windows at the building's corner bays. It is internally illuminated behind a white digitally printed Lexan face. At twelve-feet above the sidewalk, the sign is proposed to be prominently located and eye catching without detracting from the detail-rich historic architecture on the subject building and the surrounding historic resources. It is proposed to be carefully mounted on a chamfered aluminum corner bracket to cover the building's notched brick corner without damaging it. Fasteners are proposed to go only through the grout lines between the bricks, to ensure that no permanent damage is caused from the sign mounting hardware.

Therefore, this guideline is met.

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.

B1. Reinforce and Enhance the Pedestrian System. Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.

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.

C4. Complement the Context of Existing Buildings. Complement the context of existing buildings by using and adding to the local design vocabulary.

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.

C7. Design Corners that Build Active Intersections. Use design elements including, but not limited to, varying building heights, changes in façade plane, large windows, awnings, canopies, marquees, signs and pedestrian entrances to highlight building corners. Locate flexible sidewalk-level retail opportunities at building corners. Locate stairs, elevators, and other upper floor building access points toward the middle of the block.

Findings for A8, B1, C3, C4, C5 and C7: The proposed corner projecting sign will be internally illuminated, attracting and facilitating wayfinding for a business that often operates in the evening. Located approximately twelve-feet above the sidewalk, the sign is highly visible but does not compress or impede the pedestrian realm. Its round shape relates to the adjacent arched windows, and demonstrates that the sign design is rooted in the building's historic architecture. The corner projecting sign is similar in mounting style and size to an existing illuminated sign across the street, and together they serve to unify the intersection and to represent Portland's celebration of adaptively reusing historic buildings to serve creative local businesses.

Therefore, these guidelines are met.

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

Findings for C2: The proposal for a 12.5-square foot projecting sign mounted at the

corner of an existing building indicates that all anchors through the sign bracket shall be located within existing grout lines. This ensures that if the sign is removed in the future, the original materials will be undamaged, and the grout holes can be easily filled without permanent harm to the building's integrity. The fabricated aluminum sign cabinet and white Lexan sign face are durable materials that can withstand temperature and weather extremes typical of this exposed location. The modest sign size compatible with the scale and proportion of the 34-foot-tall building. The circular sign relates to the distinct arched windows at the building's corners. The proposed sign is compatible with the original architectural character of the building.

Therefore, this guideline is met.

C13. Integrate Signs. Integrate signs and their associated structural components with the building's overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.

Findings for C13: The proposed sign is approximately 12.5-square feet, which is appropriately sized for the thirty-four-foot-tall building. Its rounded aluminum form relates to the arched windows at the building's corner bays. It is internally illuminated behind a white digitally printed Lexan face. At twelve-feet above the sidewalk, the sign is proposed to be prominently located and eye catching without detracting from the detail-rich historic architecture on the subject building and the surrounding historic resources or illuminating the skyline. It is proposed to be carefully mounted on a chamfered aluminum corner bracket to cover the building's notched brick corner without damaging it. Fasteners are proposed to go only through the grout lines between the bricks, to ensure that no permanent damage is caused from the sign mounting hardware.

Therefore, this guideline is 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 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.

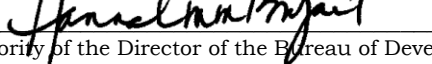
ADMINISTRATIVE DECISION

Approval of a 12.57 square foot round, internally illuminated projecting corner sign, per the approved site plans, Exhibits C-1 through C-6, signed and dated March 10, 2023, 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 22-206483 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.

Staff Planner: Hannah Bryant

Decision rendered by:  **on March 10, 2023**
By authority of the Director of the Bureau of Development Services

Decision mailed March 15, 2023

Procedural Information. The application for this land use review was submitted on November 28, 2022, and was determined to be complete on January 30, 2023.

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 28, 2022.

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: May 30, 2023.**

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.

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 is 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>.

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 **March 15, 2023**, 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. Original Submittal
 2. Revised Construction Detail
- B. Zoning Map (attached)
- C. Plans/Drawings:
 1. Site Plan (attached)
 2. Blade Sign Elevations
 3. Building Elevations
 4. Building Elevations
 5. Building Elevations
 6. Sign Construction Details
- D. Notification information:
 1. Mailing list
 2. Mailed notice
- E. Agency Responses: No responses were received.
- F. Correspondence: None
- G. Other:
 1. Original LU Application
 2. Incomplete Letter, December 8, 2022

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).