



City of Portland
City Council

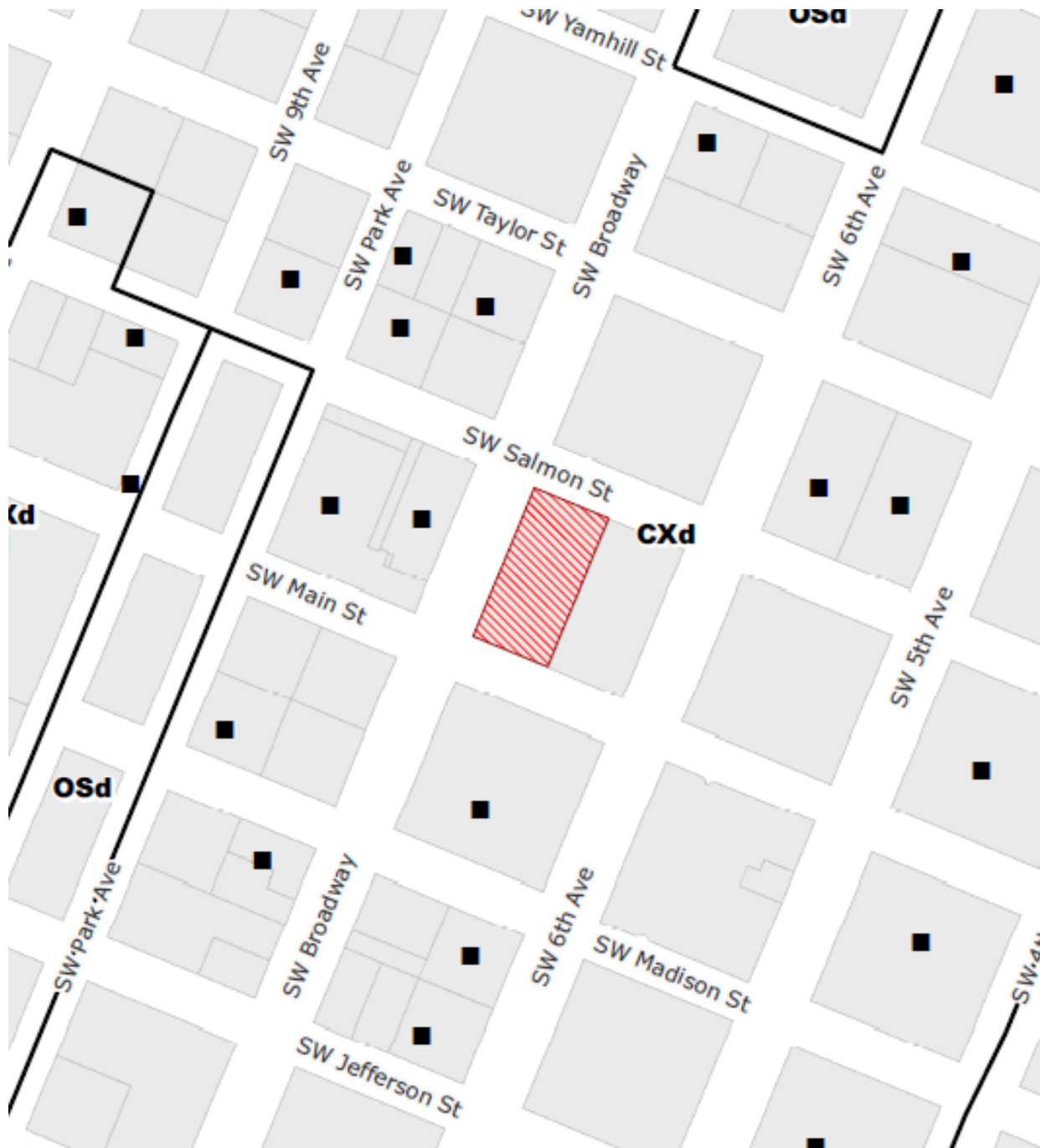
APPEAL - Type III Land Use

LU 20-176578 DZ

1000 SW Broadway

February 10, 2021

Staff Presentation



Location

Central City Plan District
Downtown Subdistrict

Base Zone

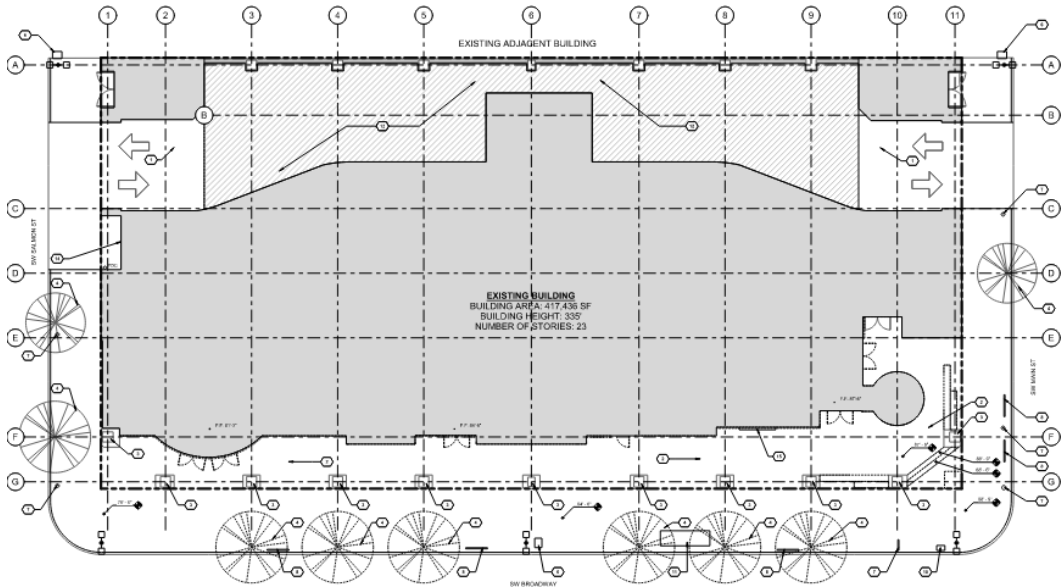
CX - Central Commercial zone
Design Overlay

Design Review

Central City Fundamental Design Guidelines

Modifications & Adjustment

None Requested.

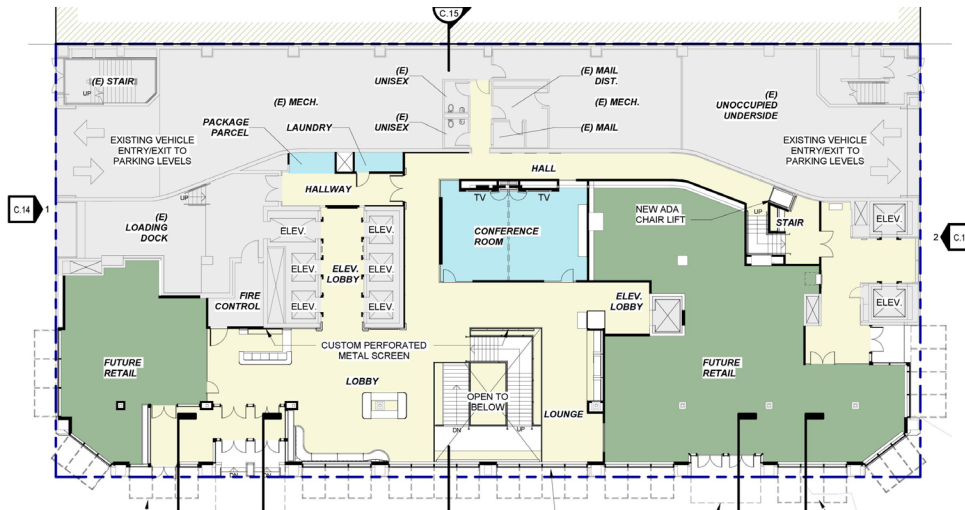


Existing Ground Level



Program Overview

- Partial ground level remodel of existing building.
- Enclose existing arcade at sidewalk.
- Replace vacant below-grade movie theaters with new ground level commercial tenant space and large lobby.
- Remove existing movie theater sign.
- Maintain existing driveways.

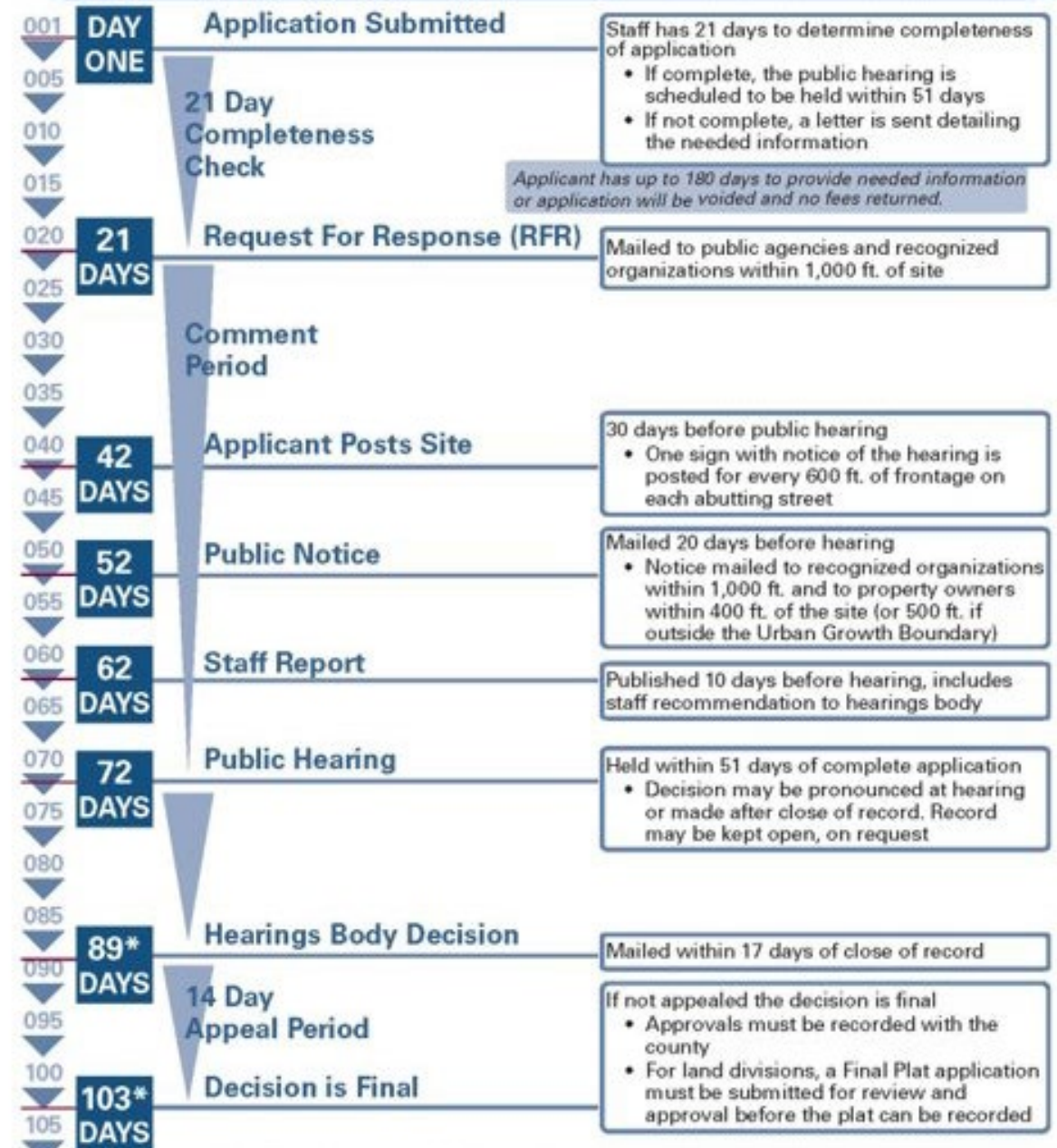


Proposed Ground Level



Type III Land Use Review Procedure

Pre-Application Conference is required for all Type III Procedures, valid for one year • Neighborhood contact and contact documentation is required for Type III Land Divisions and some other Type III Reviews



Review Procedure

LU 20-176578 DZ

Submitted – August 11, 2020
 Effective Code – August 2020
 (includes changes to PZC 33.510)
 Public Hearing – November 19, 2020

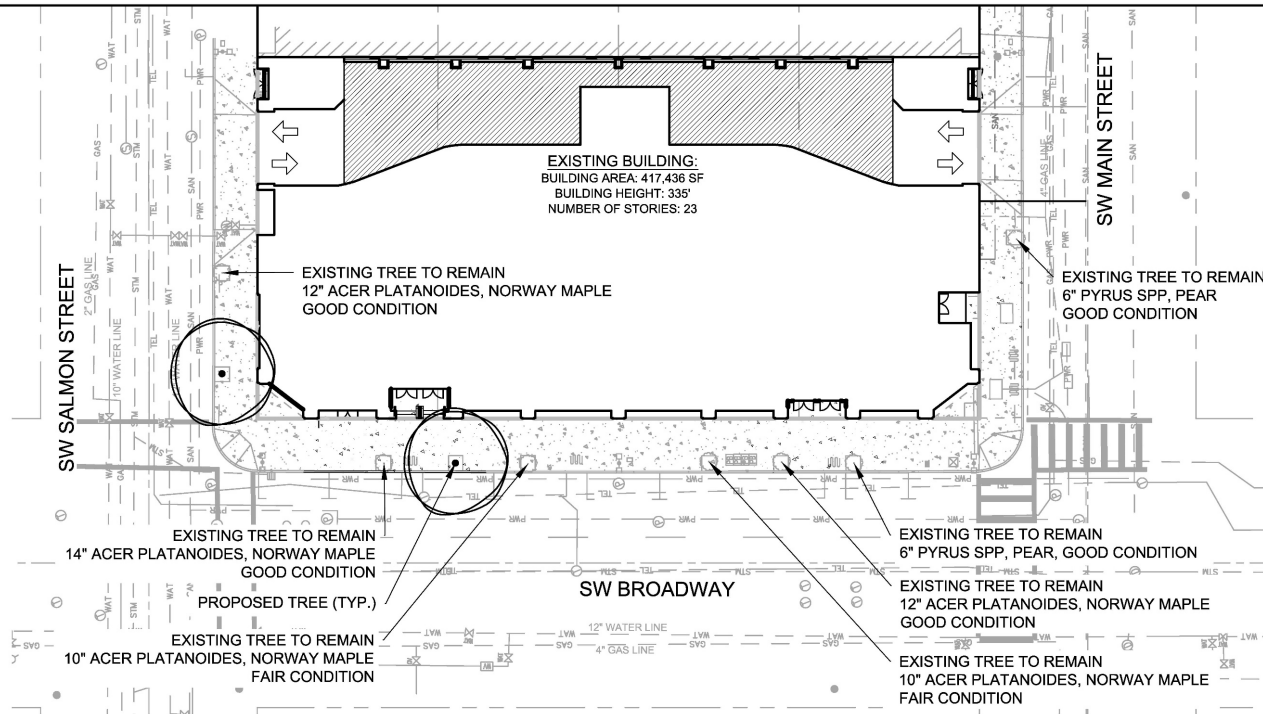
Design Commission Focus

- Enhanced quality of pedestrian experience with significant new storefront windows into active ground level spaces;
- Increased weather protection on all three streets;
- Multiple new pedestrian entrances onto SW Broadway;
- Thoughtful details to protect existing stone cladding at base of building.

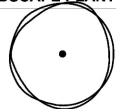
Public Interest

- 1 written comment received from Downtown Neighborhood Association (DNA). No other testimony or comments.
- Basis of DNA opposition: The DNA believes the existing sign warrants protection.

PLANTING PLAN



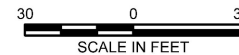
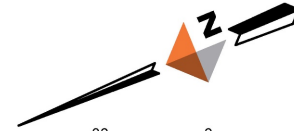
LANDSCAPE PLANT & MATERIALS LEGEND



TREES	SIZE	QTY.	MATURE SIZE (H X W) / COMMENTS
ZELKOVA SERRATA 'GREEN VASE' GREEN VASE ZELKOVA	2-1/2" CAL / B&B	2	40' H X 30' W / VASE SHAPE



GREEN VASE ZELKOVA



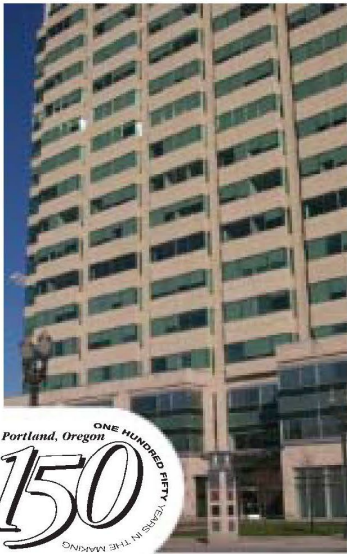
APPEAL ITEM 1

Street Tree Palette

WITHDRAWN – The applicant has worked with Urban Forestry and the appellant to revise the street tree plan. The DNA has withdrawn this issue from the appeal.



CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES



City of Portland
Bureau of Planning
Portland, Oregon
April 1, 2001
Updated November 8, 2003

APPEAL ITEM 2

Removal of Existing
Former Theater Sign



APPEAL ITEM 2

Existing Sign

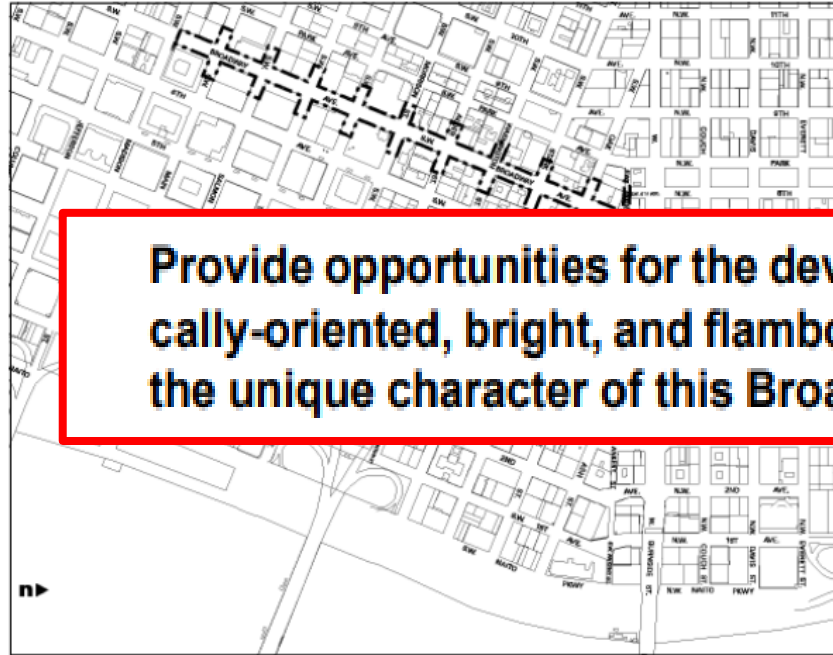
D 3 BROADWAY UNIQUE SIGN DISTRICT

BACKGROUND

Broadway is the brightest and busiest entertainment street in downtown. From the turn of the century through the 1940's, movie and live theaters, nightclubs, hotels, and restaurants dominated Broadway Avenue. These same uses continue to thrive along Broadway, especially south of Burnside. The entertainment emphasis extends north from SW Madison Street along Broadway to West Burnside. The area also includes four blocks of West Burnside, east of its intersection with Broadway.

West Burnside, beginning with the White Stag (now "Made in Oregon") sign above the foot of the Burnside Bridge, has traditionally been a brightly lit boulevard leading west to "auto row", a small district of automobile dealerships and services to the west of downtown. Signs on both Broadway and Burnside have historically been larger, brighter, and more flamboyant than those found in the rest of downtown. The vital and festive atmosphere in this area has been maintained through the development of new signs that reflect the area's roots as an entertainment district.

The Portland Design Commission has identified portions of these two streets as the Broadway Unique Sign District, affording opportunities for signs that contribute to the Broadway entertainment atmosphere, yet may be at variance with the regulations regarding signs contained in the *Portland Zoning Code*.



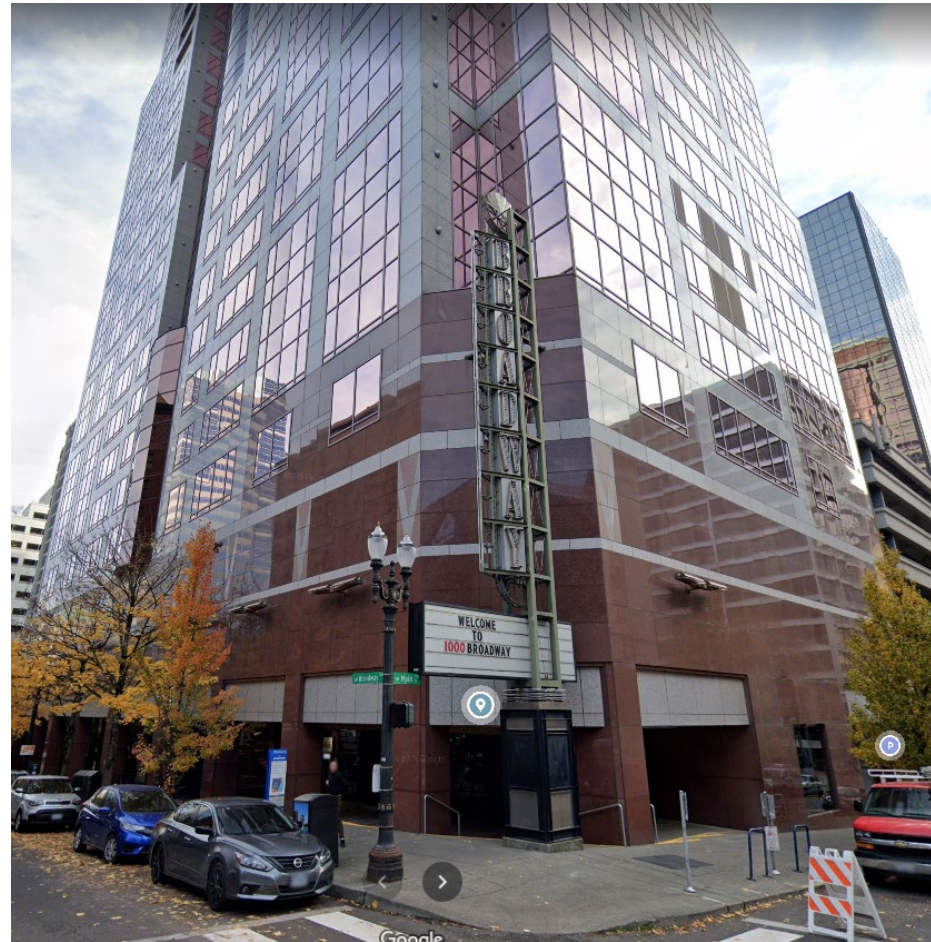
Provide opportunities for the development of large, vertically-oriented, bright, and flamboyant signs that add to the unique character of this Broadway environment.

GUIDELINE

Provide opportunities for the development of large, vertically-oriented, bright, and flamboyant signs that add to the unique character of this Broadway environment.

Size and place signs and their structural support systems so that significant architectural or historical features of the building are not concealed or disfigured.

Ensure that all signs receive proper maintenance.



APPEAL ITEM 2

Removal of Existing
Former Theater Sign

Design Commission felt removal of the sign better met the following:

- A6 – Reuse / Rehabilitate / Restore Buildings*
- A8 – Contribute to a Vibrant Streetscape*
- B1 – Reinforce and Enhance the Pedestrian System*
- B2 – Protect the Pedestrian*
- B3 – Bridge Pedestrian Obstacles*
- B6 – Develop Weather Protection*
- C3 – Respect Architectural Integrity*
- C7 – Design Corners That Build Active Intersections*



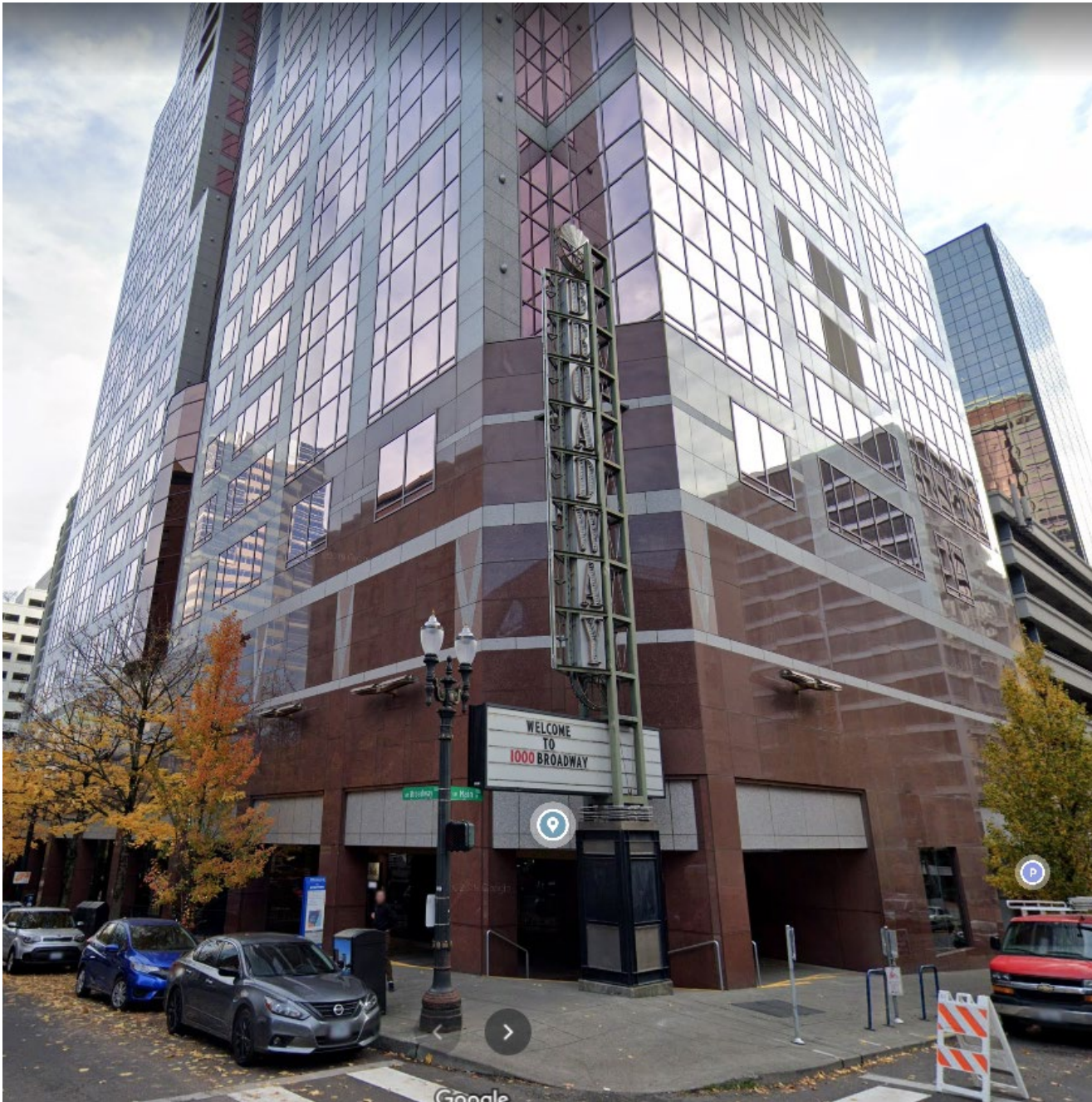
APPEAL ITEM 2

Option 1: Deny the appeal; Uphold the previous Design Commission approval



APPEAL ITEM 2

Option 2: Deny the appeal; Modify the Design Commission's decision of approval; Instruct the applicant to revise the design and return to Council at a future date.



APPEAL ITEM 2

Option 3: Grant the appeal, thereby overturning the Design Commission's decision to approve with conditions. In this case, the project would be denied.

Deny the appeal and uphold the Design Commission's decision of approval with conditions.

Deny the appeal but modify the Design Commission's decision of approval with conditions and instruct the applicant to revise the design and return to Council at a future date.

Grant the appeal, thereby overturning the Design Commission's decision to approve with conditions. In this case, the project would be denied.

QUESTIONS

Project History

Land Use Review

LU 20-176578 DZ

Submitted – August 11, 2020

Effective Code – August 2020 (includes changes to PZC 33.510)

Public Hearing – November 19, 2020

Hearing Outcome – Unanimous approval, with no added conditions of approval.