



City of Portland, Oregon
Bureau of Development Services
Land Use Services

1900 SW 4th Avenue, Suite 5000
Portland, Oregon 97201
503-823-7300
Fax 503-823-5630
TTY 503-823-6868
www.portlandonline.com/bds

Date: April 10, 2009
To: Interested Person
From: Chris Beanes, Land Use Services
503-823-7983 / chris.beanes@ci.portland.or.us

**NOTICE OF A TYPE II DECISION ON A PROPOSAL IN
YOUR NEIGHBORHOOD**

The Bureau of Development Services has approved a proposal in your neighborhood. The reasons for the decision are included in this notice. If you disagree with the decision, you can appeal it and request a public hearing. Information on how to appeal this decision is listed at the end of this notice.

**CASE FILE NUMBER: LU 09-105753 DZ, FAÇADE SIGN AND NEW
GARAGE DOOR**

Applicant: Melissa Hayden, Contractor
Security Signs
2424 SE Holgate Blvd
Portland, OR, 97202

Site Address: 630 NE M L KING BLVD

Legal Description: EXC PT IN ST W 70' OF NW 1/4 OF BLOCK 9, WHEELERS ADD
Tax Account No.: R903700240
State ID No.: 1N1E35BC 02800
Quarter Section: 2931

Neighborhood: Lloyd District Community, contact William Ruff at 503-221-1121.
Business District: Lloyd District Community Association, contact Nancy Chapin at 503-774-2832.

District Coalition: None
Plan District: Central City - Lloyd District
Zoning: CXd, Central Commercial with Design Overlay
Case Type: DZ, Design Review
Procedure: Type II, an administrative decision with appeal to the Design Commission.

Proposal:

The applicant proposes new signage and a new garage door to an existing building. The new signage will consist of a halo-illuminated reverse pan channel letter sign measuring approximately 28'-0" x 1'-11.5" tall. The signage will be flat mounted on the wall towards the parapet and will consist of aluminum construction back-lit with white LED's to create the halo effect.

In addition, the applicant proposes a new aluminum commercial garage door to replace the existing wooden garage door located in the central bay. The new 13'-0" wide by 8'-10" tall door will match the existing multi-lite garage door next to the entry of the building.

Because the proposal is for an alteration to an existing building within a Design Overlay, Design Review is required.

Relevant Approval Criteria:

In order to be approved, this proposal must comply with the approval criteria of Title 33, Portland Zoning Code. The relevant criteria are:

- Central City Fundamental Design Guidelines
- Special Design Guidelines for the Design Zone of the Lloyd District of the Central City Plan

ANALYSIS

Site and Vicinity: The 6,000 square foot rectangular corner lot has principal frontage along NE Martin Luther King Boulevard, with a side frontage along NE Irving Street. The site is across the street from the Oregon Convention Center. The one-story building, at 2,908 square feet, is set back approximately 25 feet from the sidewalk, and is similar in development to other small retail buildings within the vicinity, primarily on the east side of NE MLK. The concrete block structure was built in 1939, and displays a utilitarian style, with four service bays with garage doors along the southernmost portion of the façade, and a smaller retail component and customer entry on the northern portion of the façade.

The site lies within the Lloyd Pedestrian District, and NE Martin Luther King Boulevard is classified as a Major Traffic Street and City Bikeway. The site is within the Lloyd Subdistrict of the Central City Plan District.

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.

The design (d) overlay zone promotes the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. This is achieved through the creation of design districts and applying the Design Overlay Zone as part of community planning projects, development of design guidelines for each district, and by requiring design review. In addition, design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area.

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

- 94-010943 DZ (reference file #94-00041): Approval of Design Review for remodeling & access improvement at the ground floor, subject to the following conditions: A. New planting areas within the pool enclosure will include evergreen trees & native plantings, with ground cover plants completely covering area not in shrubs or trees. B. Planting area near the hotel entrance where trees are removed will be planted with native shrubs and ground cover plants. Ground cover plants will also be added to fill in and re-establish plants in areas that are now in bark dust.
- 94-011719 DZ (reference file #94-00817): Approval of Design Review for two signs.
- 97-014504 DZ (reference file #97-00458): Voided case. Unnecessary review for copy change.
- 01-007667 DZ (reference file #01-00268): Approval of 4 roof-mounted antennas and 3 equipment cabinets to be located within an existing rooftop mechanical area surrounded with a screen.

Agency Review: A "Notice of Proposal in Your Neighborhood" was mailed **March 11, 2009**. The following Bureaus have responded with no issues or concerns:

- Site Development Section of BDS: No issues with the proposal.
- Life and Safety Section of BDS: Commented on the proposal “A separate Building Permit is required for the garage door installation and the proposal must be designed to meet all applicable building codes and ordinances”. Please see Exhibit E.1 for further information.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on March 11, 2009. 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

Design review ensures that development conserves and enhances the recognized special design values of a site or area. Design review is used to ensure the conservation, enhancement, and continued vitality of the identified scenic, architectural, and cultural values of each design district or area. Design review ensures that certain types of infill development will be compatible with the neighborhood and enhance the area. Design review is also used in certain cases to review public and private projects to ensure that they are of a high design quality.

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 district guidelines.

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 and Lloyd District Special Design Guidelines.

Special Design Guidelines for the Design Zone of the Lloyd District of the Central City Plan and Central City Fundamental Design Guidelines

The Lloyd District is a unique, multi-dimensional neighborhood in the Central City, with special features and assets found nowhere else in Oregon.

With the recent completion of the Oregon Convention Center, the District now serves as the “front door for Oregon and our city.” The District as a whole is emerging as a special area in the state and the region, and the way it is developed will determine its comfort and continued use.

The purpose of design review is to carry out the urban design vision for the District by emphasizing unique district assets in a manner that is respectful, creative, supportive, and compatible with all its areas. Although the District is a complex urban environment, it can become a cohesive whole with the use of these design principles.

The Central City Fundamental Design Guidelines and the River District 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.

Lloyd District Design Goals

The following goals and objectives define the urban design vision for new development and other improvements in the Lloyd District

- Encourage the special distinction and identity of the Lloyd District;
- Integrate the sub-areas of the District for a visual and functional coherence of the whole; and
- Improve the safety, convenience, pleasure, and comfort of pedestrians.

Central City Plan Design Goals

This set of goals are those developed to guide development throughout the Central City. They apply within the River District as well as to the other seven 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. Central City and Lloyd District Guidelines are addressed concurrently.

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

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, C3, and C5: The existing building occupies roughly half of the site, and is set back from the street, similar to other auto-oriented development within the vicinity of the site. The concrete block structure was constructed in 1939, and existing bays suggest an auto-oriented nature of the building's past. The height of the building is 24 feet, while the length of the building is 95 feet.

The proposed signage will highlight the horizontal nature of the building, with letters mounted to the façade. No raceway is proposed as letters will be individually mounted, thus preserving the industrial surface of the building, characterized by its concrete block construction.

The proposed 13' long by 8'10" high aluminum and glazed garage door would match the existing garage door in the adjacent bay. The new garage door would replace an existing wood garage door which does not include any glazing. In addition, the new garage door would be set within the bay, similar to the existing garage door. The proposal would provide some unity to the façade as there is a single existing aluminum garage door unlike the remaining 3 garage doors. In addition, the door will provide additional glazing along the façade, thus adding visual interest to the building and its interior functions. *Therefore these guidelines are met.*

C1-2. Integrate Signs.

Carefully place signs and sign supports on and for buildings to integrate with the scale, color and articulation of the building design. Avoid large, excessively illuminated or freestanding signs that contribute to visual clutter.

Demonstrate how signage is one of the design elements of a new or rehabilitation project and has been coordinated by the project designer/architect. Submit a master signage program as a part of every Design Review application.

Incorporate signage that compliments and supports the pedestrian scale and use of the Broadway/Weidler Corridor and Holladay Street. While recognizing the dimensional provisions in the Code, size and scale of signs should be moderated in these pedestrian-oriented areas.

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 C1-2 and C13: The applicant's proposed façade-mounted signage would be situated along a parapet band, which is approximately 8 feet in height from the top edge of the building to the top edge of the storefront. There is an existing painted portion of the building which is within this band and is considered a painted wall highlight as it highlights an architectural feature of the building.

The proposed halo-illuminated reverse pan channel letter sign would measure approximately 28'-0" long by 1'-11.5" tall. The signage will project 3" from the wall and would be flat-mounted towards the parapet. The signage would be of aluminum construction and back lit with white LED's to create the halo effect. No conduit will be visible as the power source will be situated inside the building. The applicant's proposal highlights the unique proportions of the building, which has a strong horizontal orientation at 95 feet long. Proportionally, the signage is less than a third of the length of the façade parapet. Thus the sign's presence along the street facing elevation is diminished in light of the façade's length. In addition, all of the letters are lower case, and a majority fall less than the 1'-11-1/2" height, which is assigned to three letters. *Therefore 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 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 proposal for new signage on the façade of the building will create additional visual interest to the façade, and is integrated well within the architecture of the building as it will be flat-mounted on the concrete block face of the building, thus preserving the look of the predominant material of the building. In addition, the garage door will further unify the façade of the building by adding a door to match an existing single aluminum frame door with glazing. The proposal merits design review approval.

ADMINISTRATIVE DECISION

Approval of:


- New signage to consist of a halo-illuminated reverse pan channel letter sign measuring approximately 28'-0" long x 1'-11.5" tall. The signage will be flat mounted on the wall towards the parapet and will consist of aluminum construction with back lit LED lighting; and

- A new aluminum commercial garage door to replace the existing wooden garage door located in the central bay. The new 13'-0" wide by 8'-10" tall door will match the existing multi-lite garage door next to the entry of the building.

Approval per the approved site plans, Exhibits C-1 through C-3, signed and dated April 8, 2009, subject to the following conditions:

- A. As part of the building permit application submittal, each of the 4 required site plans and any additional drawings must reflect the information and design approved by this land use review as indicated in Exhibits C.1-C.3. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 09-105753 DZ . No field changes allowed."

Staff Planner: Chris Beanes

Decision rendered by:  **on April 8, 2009**
By authority of the Director of the Bureau of Development Services

Decision mailed: April 10, 2009

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 January 30, 2009, and was determined to be complete on **March 5, 2009**.

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 January 30, 2009.

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.

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.

Appealing this decision. This decision may be appealed to the Design Commission, which will hold a public hearing. Appeals must be filed **by 4:30 PM on April 24, 2009** at 1900 SW Fourth Ave. Appeals can be filed on the first floor in the Development Services Center until 3 p.m. After 3 p.m., appeals must be submitted to the receptionist at the front desk on the fifth floor. **An appeal fee of \$250 will be charged.** The appeal fee will be refunded if the appellant prevails. There is no fee for ONI recognized organizations appealing a land use decision for property within the organization's boundaries. The vote to appeal must be in accordance with the organization's bylaws. Low-income individuals appealing a decision for their personal residence that they own in whole or in part may qualify for an appeal fee waiver. In addition, an appeal fee may be waived for a low income individual if the individual resides within the required notification area for the review, and the individual has resided at that address for at least 60 days. Assistance in filing the appeal and information on fee waivers is available from BDS in the Development Services Center. Fee waivers for low-income individuals must be approved prior to filing the appeal; please allow 3 working days for fee waiver approval. Please see the appeal form for additional information.

The file and all evidence on this case are available for your review by appointment only. Please contact the receptionist at 503-823-7967 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.

Attending the hearing. If this decision is appealed, a hearing will be scheduled, and you will be notified of the date and time of the hearing. The decision of the Design Commission is final; any further appeal must be made to the Oregon Land Use Board of Appeals (LUBA) within 21 days of the date of mailing the decision, pursuant to ORS 197.620 and 197.830. Contact LUBA at 550 Capitol St. NE, Suite 235, Salem, Oregon 97301, or phone 1-503-373-1265 for further information.

Failure to raise an issue by the close of the record at or following the final hearing on this case, in person or by letter, may preclude an appeal to the Land Use Board of Appeals (LUBA) on that issue. Also, if you do not raise an issue with enough specificity to give the Design Commission an opportunity to respond to it, that also may preclude an appeal to LUBA on that issue.

Recording the final decision.

If this Land Use Review is approved the final decision must be recorded with the Multnomah County Recorder. A few days prior to the last day to appeal, the City will mail instructions to the applicant for recording the documents associated with their final land use decision.

- *Unless appealed,* The final decision may be recorded on or after **April 27, 2009 – (the day following the last day to appeal).**
- A building or zoning permit will be issued only after the final decision is recorded.

The applicant, builder, or a representative may record the final decision as follows:

- By Mail: Send the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to: Multnomah County Recorder, P.O. Box 5007, Portland OR 97208. The recording fee is identified on the recording sheet. Please include a self-addressed, stamped envelope.
- In Person: Bring the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to the

County Recorder's office located at 501 SE Hawthorne Boulevard, #158, Portland OR 97214. The recording fee is identified on the recording sheet.

For further information on recording, please call the County Recorder at 503-988-3034
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.

Zone Change and Comprehensive Plan Map Amendment approvals do not expire.

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:

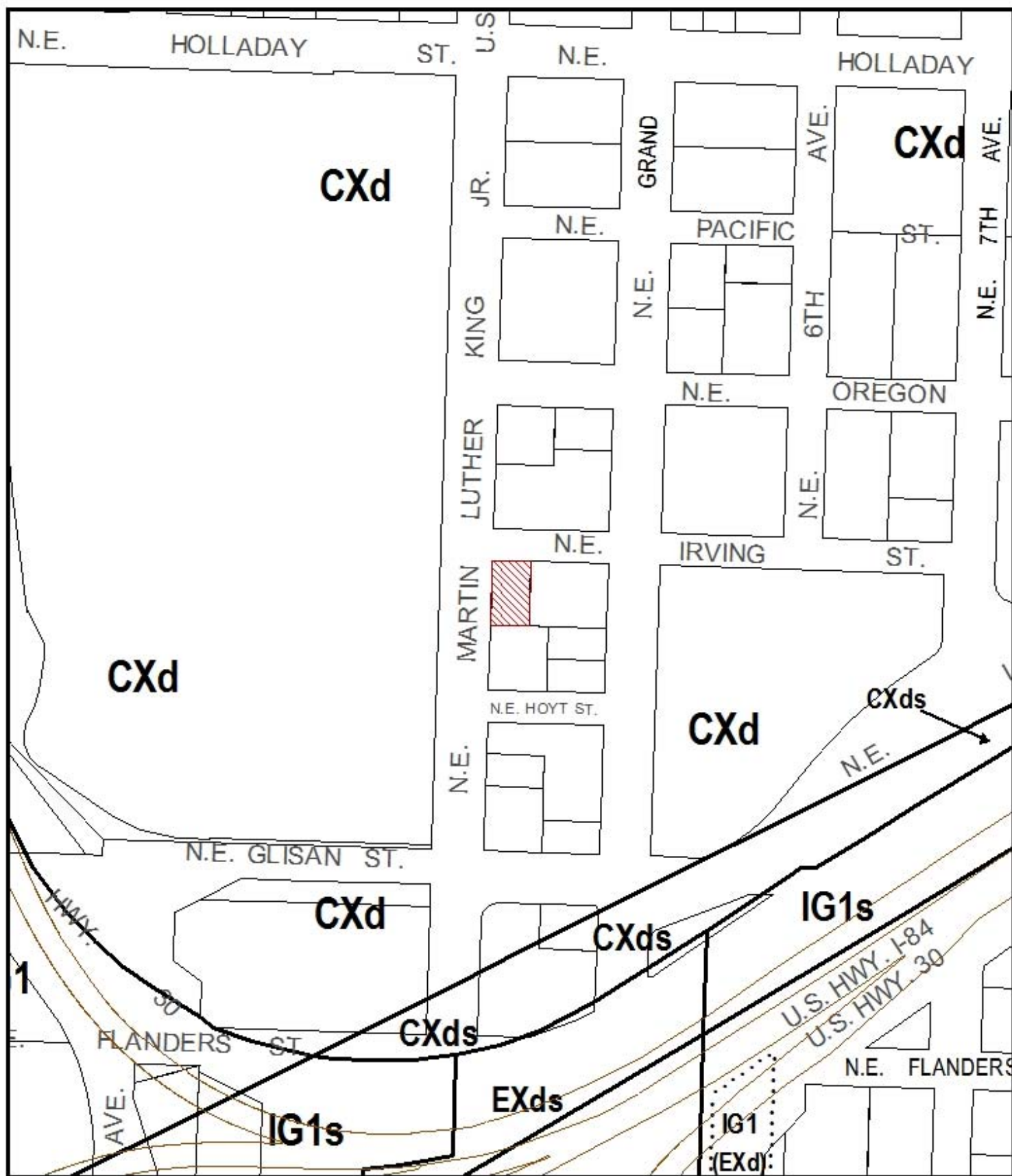
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations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

EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan (attached)
 - 2. Elevation and Garage Door Details (attached)
 - 3. Sign Details (attached)
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses:
 - 1. Life Safety Section of BDS
- F. Correspondence:
 - 1. Incomplete Letter to applicant 2/13/09.
- G. Other:
 - 1. Original LU Application
 - 2. Site History Research
 - 3. Garage Door Cutsheet

The Bureau of Development Services is committed to providing equal access to information and hearings. If you need special accommodations, please call 503-823-7300 (TTY 503-823-6868).



ZONING

 Site



This site lies within the:
CENTRAL CITY PLAN DISTRICT

File No.	LU 09-105753 DZ
1/4 Section	2931
Scale	1 inch = 200 feet
State_Id	1N1E35BC 2800
Exhibit	B (Feb 03,2009)

Approved*
 City of Portland - Bureau of Development Services
 Planner [Signature] Date 4/8/09
 This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

Convention Center

Pointer 45-3139.99° N 122-39-41.22° W elev 90.0'

Streaming 1111111111 100%

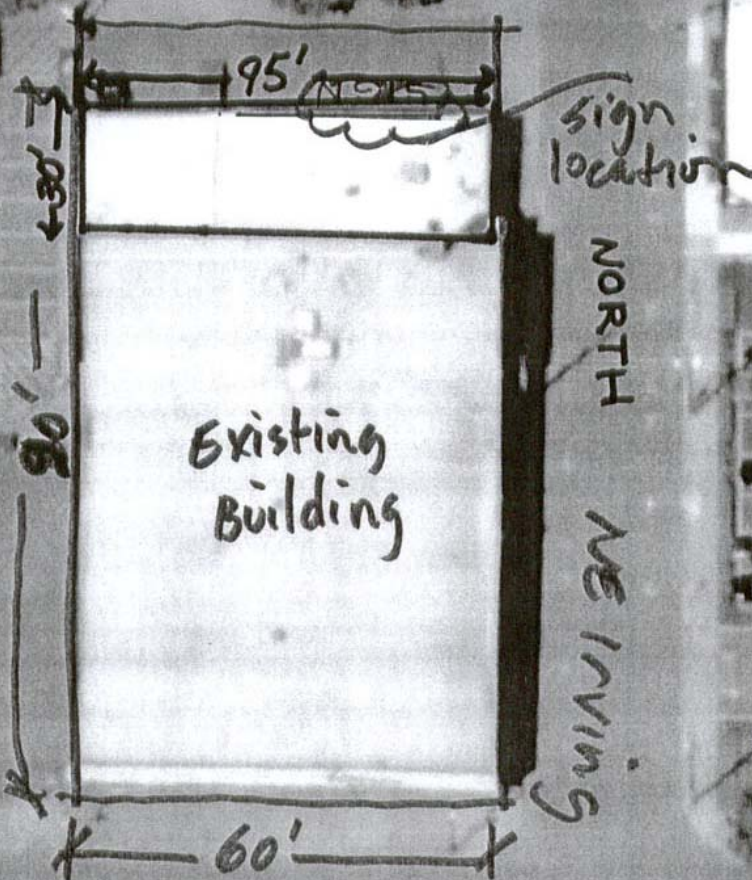
Eye alt 455.0'

MLK BLVD
EAST

630 NE Martin Luther King Jr Blvd, Portland, OR 97232

SOUTH

Big Town Hero



SITE MAP - 630 NE MLK

LU09-105753DZ
Exhibit C.1

28°-3°

Scale 1/4" = 1'-0"

Halo Illuminated.

Manufacture and install one (1) wall display.

Face: .090 Aluminum painted Black

Returns: .040 Aluminum, 3" Deep, Black
Backs: 177 Clear Polycarbonate
Interiors: Painted White
Illumination: LED CL4-M3 Mini White Modules

Wall Type: Concrete block (verify)

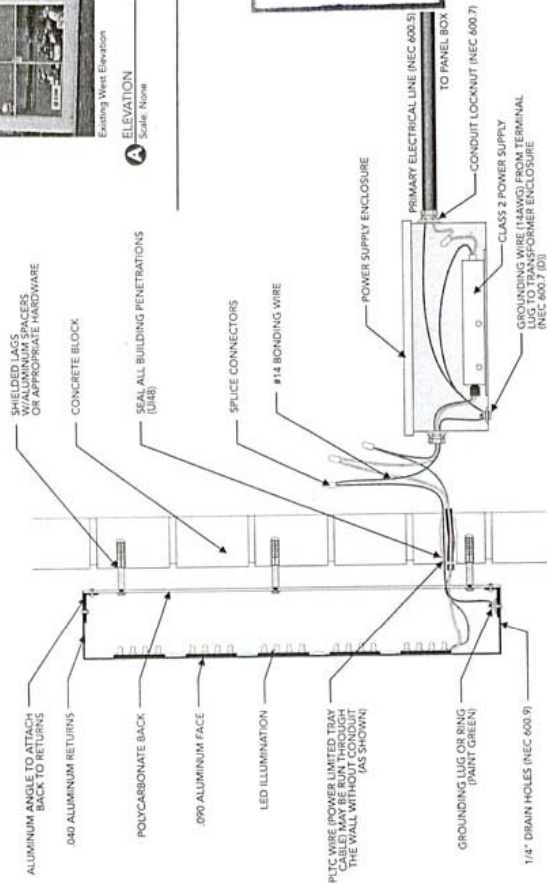
Mounting: 3/8" Lags and shields.
Transformers: Remote.
Primary: One dedicated 120v/20amp circuit required.

Color

Black



Scale: None



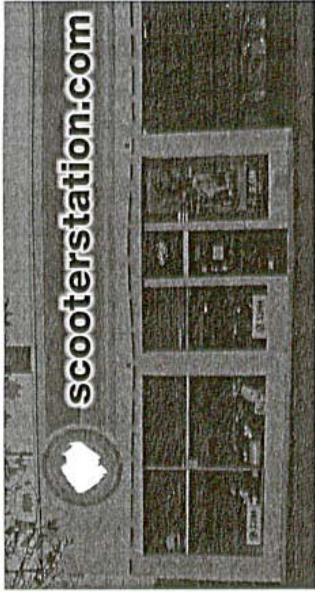
Approved

City of Auckland - Bureau of Development Services

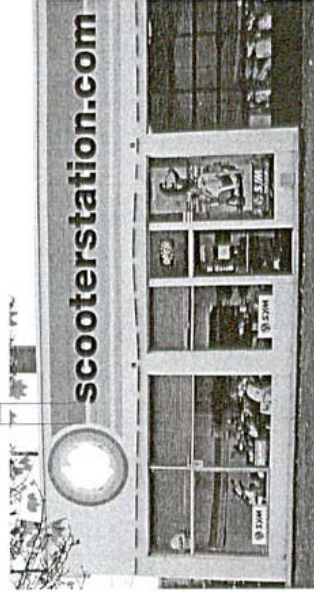
Journal

Date 4/8/09

* This approval applies only to the reviews requested and is subject to any additional requirements that may apply.



Prepared — Night View



Domestic West Nile Virus

[illegible]