



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

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Portland, Oregon 97201  
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[www.portlandonline.com/bds](http://www.portlandonline.com/bds)

**Date:** March 17, 2011  
**To:** Interested Person  
**From:** Dave Skilton, Land Use Services 503-823-0660  
dave.skilton@portlandoregon.gov

**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 reasons for the decision are included in this notice. If you disagree with the decision, you can appeal it to the Oregon Land Use Board of Appeals (LUBA) at 550 Capitol St. NE, Suite 235, Salem, OR 97301. The phone number for LUBA is 1-503-373-1265. Information on how to appeal this decision is listed at the end of this notice.

**CASE FILE NUMBER: LU 11-101122 HDZ – NEW  
PROJECTING ILLUMINATED SIGN**

**GENERAL INFORMATION**

**Applicant:** Venerable Properties Inc  
70 NW Couch Street #207  
Portland, OR 97209

**Representative:** Terry Brown  
Ramsay Sign Company  
9160 SE 74th Avenue  
Portland OR 97206

**Site Address:** 532-534 SE Belmont Street

**Legal Description:** BLOCK 126 E 1/2 OF LOT 7&8, PARK ADD TO E P  
**Tax Account No.:** R644500070  
**State ID No.:** 1S1E02BB 07700  
**Quarter Section:** 3131  
**Neighborhood:** Buckman, contact Susan Lindsay at 503-725-8257.  
**Business District:** Central Eastside Industrial Council, contact Juliana Lukasik at 503-287-5886.

**District Coalition:** Southeast Uplift, contact Leah Hyman at 503-232-0010.  
**Plan District:** Central City - Central Eastside  
**Other Designations:** Contributing resource in the East Portland Grand Avenue Historic District, which was listed in the National Register of Historic Places on March 4, 1991.

**Zoning:** IG1d, Industrial General 1, with Historic Resource Protection and Design Overlay zoning

**Case Type:** HDZ, Historic Design Review  
**Procedure:** Type I, an administrative decision with appeal to the Oregon Land Use Board of Appeals (LUBA).

**Proposal:** The applicant is seeking Historic Design Review approval for a new, 7.6 square foot, projecting, illuminated sign. Historic Design Review is required because the site is in a historic district and the proposal is for a non-exempt exterior alteration.

**Relevant Approval Criteria:**

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

- East Portland Grand Avenue Historic District Design Guidelines
- Central City Fundamental Design Guidelines

## ANALYSIS

**Site and Vicinity:** The subject property, identified as the Paul Schuele Building in the nomination documentation for the East Portland Grand Avenue Historic District, was designed by longtime Portland architect Charles Ertz, and completed in 1924. At the time it was advertized as a “public garage”, and it has had many automobile-related businesses as tenants over the course of its history. Stylistically, the building is a very straightforward expression of early Twentieth Century Industrial design, with a hint of Spanish Colonial Revival elements at the upper-floor entry. The street-facing walls are dominated by large vehicular openings and regular, full bay width banks of steel sash windows on both floors. On the north facade at the ground floor and wrapping the corner by one bay the window pattern gives way to storefronts.

The East Portland Grand Avenue Historic District is significant for its association with broad patterns of historic development, especially as it relates to commerce and transportation. This area, stretching north-south along Grand Avenue parallel to the Willamette River was, until consolidation with Portland in 1893, the core of a separate community known as East Portland. The National Register nomination document notes that in the years from approximately 1915 to 1930 this locale developed a concentration of automotive businesses, with building adapted or designed to support it. The subject property fits well within this category.

**Zoning:** The employment and industrial zones are for areas of the City that are reserved for industrial uses and for areas that have a mix of uses with a strong industrial orientation. The zones reflect the diversity of industrial and business areas in the City. The zones differ in the mix of allowed uses, the allowed intensity of development, and the development standards. The regulations promote areas which consist of uses and developments which will support the economic viability of the specific zoning district and of the City. The regulations protect the health, safety and welfare of the public, address area character, and address environmental concerns. In addition, the regulations provide certainty to property owners, developers, and neighbors about the limits of what is allowed. IG1 areas generally have smaller lots and a grid block pattern. The area is mostly developed, with sites having high building coverage and buildings which are usually close to the street. IG1 areas tend to be in older industrial areas.

The Historic Resource Protection Overlay chapter protects certain historic resources in the region and preserves significant parts of the region’s heritage. The regulations implement Portland's Comprehensive Plan policies that address historic preservation. These policies recognize the role historic resources have in promoting the education and enjoyment of those living in and visiting the region. The regulations foster pride among the region’s citizens in their city and its heritage. Historic preservation beautifies the city, promotes the city’s economic health, and helps to preserve and enhance the value of historic properties.

**Land Use History:** City records indicate there are no prior land use reviews for this site.

**Notice of Proposal:** A “Notice of Proposal in Your Neighborhood” was mailed **February 10, 2011**.

**Neighborhood Review:** No written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

**Agency Review:** None of the notified Bureaus have responded with issues or concerns.

## **ZONING CODE APPROVAL CRITERIA**

### **Chapter 33.846.060 - Historic Design Review**

#### **Purpose of Historic Design Review**

Historic Design Review ensures the conservation and enhancement of the special characteristics of historic resources.

#### **Historic Design Review Approval Criteria**

Requests for historic design 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 Design 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 guidelines 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**

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

**Findings:** This sign proposal is for a tenant improvement associated with a recently completed approved project to rehabilitate an underutilized building in the East Portland Grand Avenue Historic District. The sign will add an appropriately scaled and executed element to the property. *This guideline is met.*

#### **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.

#### **A6-1n. Signs, Lighting, Etc.**

1. Exterior building signs and lighting and other site embellishments, such as flagpoles, fences, walls and landscaping features, should be visually compatible in size, scale, proportion, color and materials with the character of the building and District.
2. A variety of signs within the District are encouraged. Signs should incorporate excellence in design, color coordination with the building, and mounting which does not distract from the building's design. Large signs that are creative yet compatible with the building and the District are encouraged, particularly on simple concrete buildings.
3. Plastic signs and back lit plastic signs are generally not acceptable.

**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 A6-1f, A6-1n, and C13:** The proposed sign type, a projecting circular, neon-illuminated cabinet, represents a technology readily available and in widespread use during the period of significance, and frequently applied to utilitarian trade-related building like the subject property. At 5.7 square feet, the size of the sign fits the traditional pattern to identify a ground floor retail space, and the location, aligning with the transom band on a column near the entry door, clearly associates the sign with the business. Because the sign is only 8' – 1.75" above the sidewalk it will not impact the skyline. *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 proposed sign is designed to be visually interesting from all points of view and is scaled to serve both pedestrian and passing vehicular traffic. Its modest size and traditional location on the building helps it fit in well in the East Portland Grand Avenue Historic District. The purpose of the Historic Design 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 Design Review guidelines and therefore warrants approval.

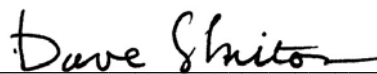
## ADMINISTRATIVE DECISION

Approval of an illuminated, projecting sign on a contributing resource in the East Portland Grand Avenue Historic District;

Approval per Exhibits C-1 through C-3, signed and dated March 14, 2011, subject to the following condition:

- 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 through C-3. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 11-101122 HDZ."

**Staff Planner: Dave Skilton**

**Decision rendered by:**  **on March 14, 2011.**

By authority of the Director of the Bureau of Development Services

**Decision mailed: March 17, 2011**

**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 5, 2011, and was determined to be complete on February 8, 2011.

*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 5, 2011.

*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.

**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. You may call LUBA at 1-503-373-1265 for further information on filing an appeal.

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](http://www.portlandonline.com).

**Recording the final decision.**

If this Land Use Review is approved, the final decision must be recorded with the Multnomah County Recorder. A building or zoning permit will be issued only after the final decision is recorded. The final decision may be recorded on or after **March 18, 2011**. 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.

**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:

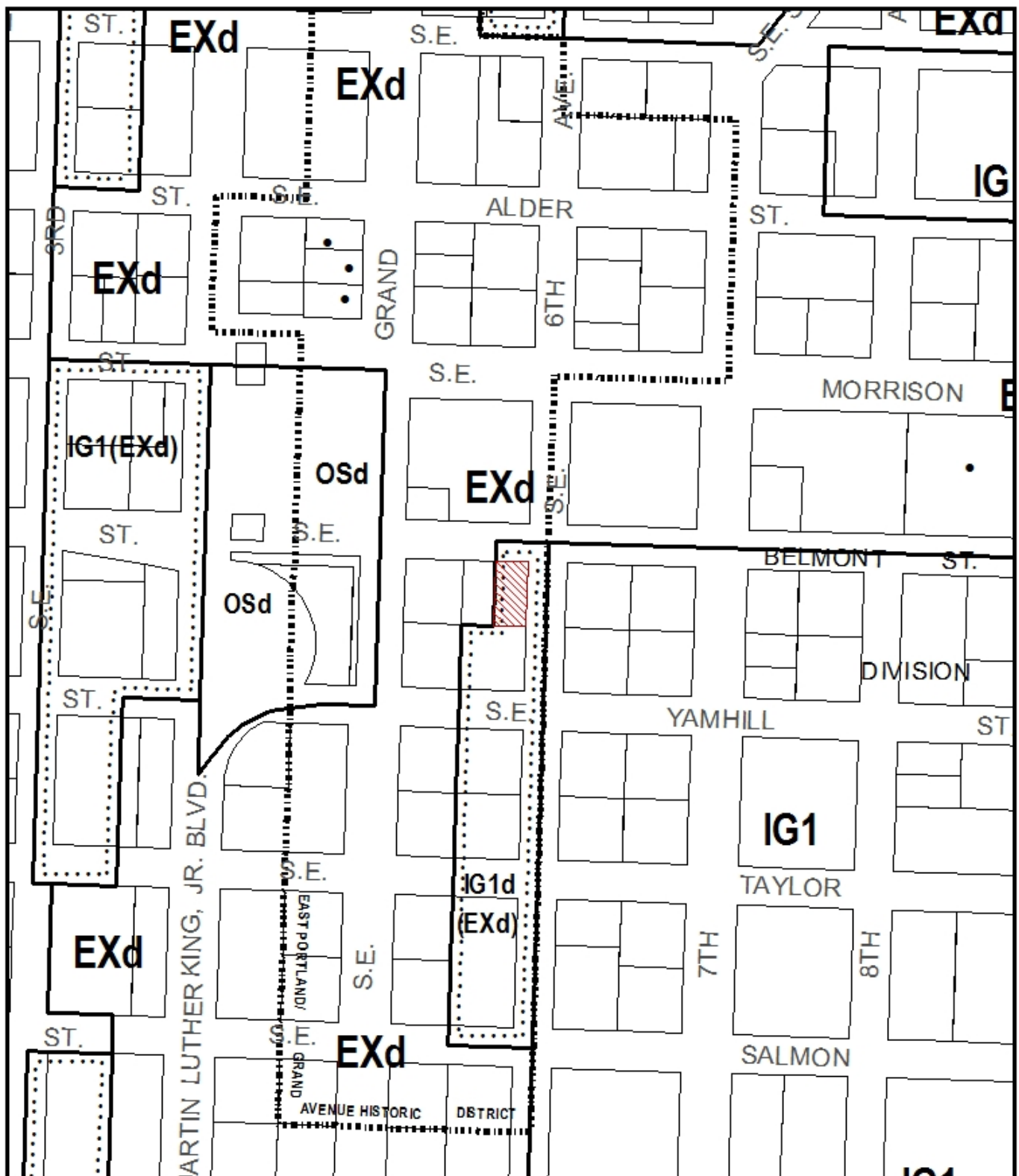
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations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

#### **EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
  - 1. Site Plan (attached)
  - 2. Installation Details (attached)
  - 3. Sign Details (attached)
- D. Notification information:
  - 1. Mailing list
  - 2. Mailed notice
- E. Agency Responses:
  - 1. Water Bureau
- F. Correspondence: none
- G. Other:
  - 1. Original Application
  - 2. Site History Research

**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).**



# ZONING



Site



Historic Landmark



NORTH

This site lies within the:  
EAST PORTLAND / GRAND AVENUE HISTORIC DISTRICT  
CENTRAL CITY PLAN DISTRICT

File No.	LU 11-101122 HDZ
1/4 Section	3131
Scale	1 inch = 200 feet
State_Id	1S1E02BB 7700
Exhibit	B (Jan 06, 2011)



**HEATH  
NORTHWEST**

**RAMSAY  
SIGNS**

**Multi-Light  
SIGN CO.**

PROJECT

DATE



S.E. BELMONT ST

NEW SIGN

ROSE  
CITY  
BICYCLES  
534  
S.E. BELMONT

SIDEWALK

S.E. 14TH STREET

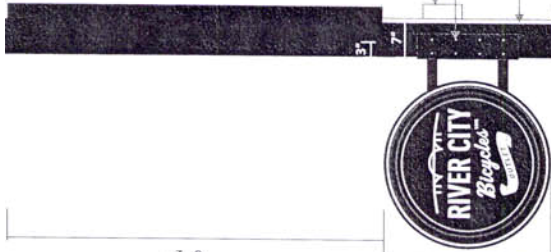
\*Approved\*

City of Portland - Bureau of Development Services

Planner Dave Britton Date 3.14.11

\* This approval applies only to the reviews requested and is subject to conditions of approval. Additional zoning requirements may apply.



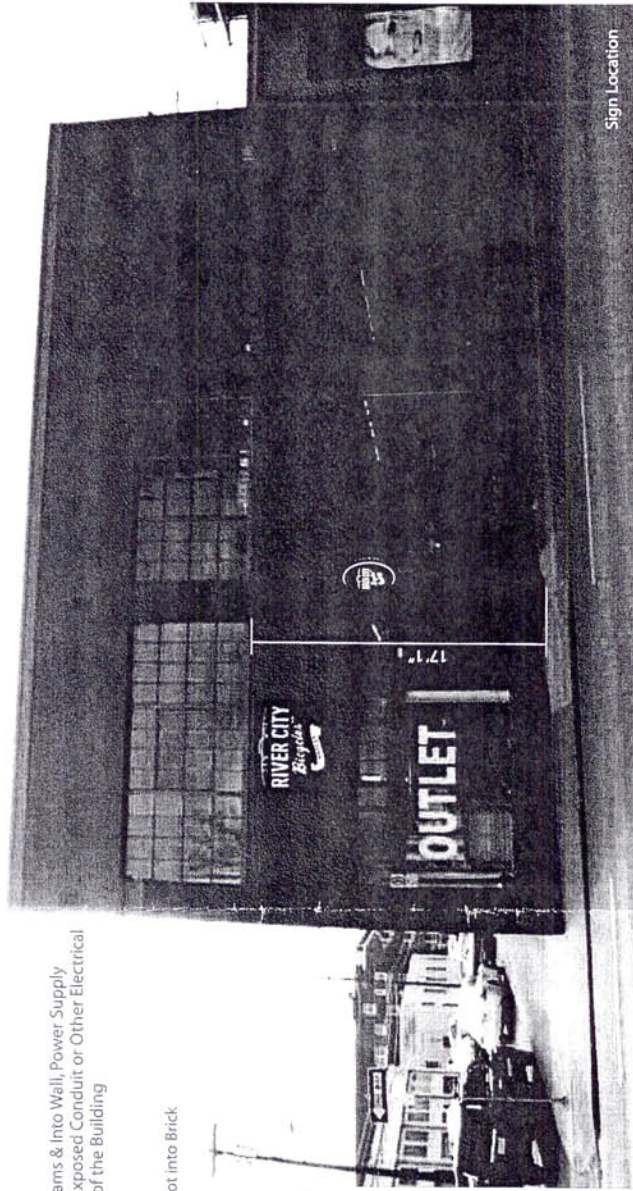


6'-2"

2'-9"

8'-1 3/4"

- Electrical Thru Support Beams & Into Wall, Power Supply Located Behind Wall: No Exposed Conduit or Other Electrical Hardware on the Outside of the Building
- Plate Mounted to Building - All Fasteners thru Mortar-Not into Brick
- Window Glass
- Window Mullion
- Brick/Mortar Building Pillars



Sign Location

Date 3/14/11

Approved

City of Portland - Bureau of Development Services

Account Executive

Erv Knight

erv@ramsaysigns.com

Designer

Gina Leckband

Date

11.15.10

Customer Approval Signature - Date

Landlord Approval Signature - Date

Revisions

- Change Specs Per Hist. Review Comments 1.18.11
- Change Specs Per Hist. Review Comments 1.31.11

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This document is the property of Ramsay Signs, Inc. and is the result of the original work of its design team. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or other products from Ramsay Signs, Inc. A sign manufactured according to these plans.

Distribution or exhibition of these plans to anyone other than the person to whom they were submitted is expressly forbidden.

In the event that such exhibition occurs, Ramsay Signs, Inc. will be compensated for time and effort entailed in creating these plans.

Client

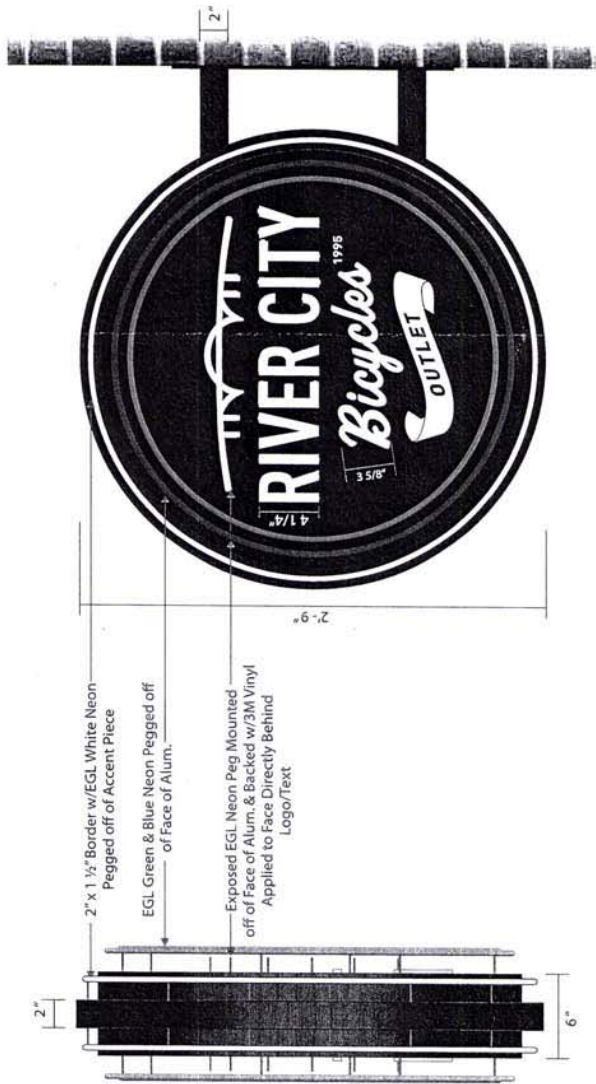
River City Bicycles

SE 6th & Belmont  
Portland, OR

Design #

10RS-EK771r2

C-2



Night View



# A Exposed Neon Logo & Outline

SCOPE OF WORK  
Manufacture & Install (1) D/F Projecting Sign w/Exposed Neon

Construction - Fabricated Alum. 6" Deep Painted Satin Black w/2" x 1 1/2" Accent Retainer - Not Visible  
Face - .125 Alum. Painted Satin Black w/3M Vinyl Graphics Applied 1st Surface Directly Behind Neon Illumination - EGL Horizon Blue Neon, 65 Designer White & E-10 Green Pegged 1 1/2" Off of Face & Accent '1995' & 'OUTLET' - 1/4" Routed FCO Alum. Mounted Flush to Face of Sign  
Mounting Plate - 1/4" Routed Alum. to Wrap Pillars. Painted TM Building Color. Verify  
Install - Plate Mount to Building. Electrical Thru Wall & Attached to Building Thru Mortar Only & No Exposed Conduit or Other Electrical Hardware on the Outside of the Building

3M Kelly Green 230-146 EGL E-10 Green Neon	3M Intense Blue 230-127 EGL Horizon Blue Neon	3M Black 220/225-12 Satin Black
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Scale: 1 1/2" = 1'

Account Executive  
Erin Knight  
erin@ramsaysigns.com

Designer  
Gina Leckband

Date  
11.15.10

Customer Approval Signature - Date

Landlord Approval Signature - Date

Revisions  
- Change Specs Per Hist. Review Comments 1.18.11  
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Client

River City Bicycles

SE 6th & Belmont  
Portland, OR

Design #  
10RS-EK771R2

RAMSAY  
SIGNS

Established 1911  
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