

FROM CONCEPT TO CONSTRUCTION

Date: May 17, 2012

To: Interested Person

From: Chris Caruso, Land Use Services 503-823-5747 / Chris.Caruso@portlandoregon.gov

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 12-106787 DZM KAISER INTERSTATE CAMPUS SIGNS

GENERAL INFORMATION

Applicant:	Karin Wohlert/Clark Kjos Architects 333 NW 5th Ave./Portland, OR 97209
Owner:	Trent Rehfeldet/Kaiser Foundation Health 500 NE Multnomah, Suite 100/Portland, OR 97232-2031
Site Address:	3500 N INTERSTATE AVE
Legal Description:	BLOCK 1 INC PT VAC STS LOT 1, COOKS 2ND; BLOCK 1 INC PT VAC ST LOT 5, COOKS 2ND ADD; BLOCK 1 LOT 2-4&6-12 TL 2200, COOKS 2ND ADD; BLOCK 2-4 TL 2400, COOKS 2ND ADD; BLOCK 30 INC PT VAC ALLEY LOT 20 EXC PT IN ST EXC N 10' INC PT VAC ALLEY INC PT VAC ST LOT 22, MULTNOMAH; BLOCK 31 LOT 1-16 TL 13200, MULTNOMAH; BLOCK 32 INC PT VAC ST INC PT VAC ALLEY LOT 2 4 6; 8; 10; 12; 14&16, MULTNOMAH
Tax Account No.:	R176900010, R176900050, R176900230, R176900270, R591905130, R591905160, R591905590, R591905160, R591905160
State ID No.:	1N1E27BB 01900, 1N1E27BB 02000, 1N1E27BB 02200, 1N1E27BB 02400, 1N1E22CC 13300, 1N1E22CC 13200, 1N1E22CC 12900, 1N1E22CC 13200, 1N1E22CC 13200
Quarter Section:	2728, 2629
Neighborhood:	Overlook, contact Tammy Maher at 503-490-5352.
Business District:	Interstate Corridor Business Association, contact Alexsandra Johnson at 503-735-4420.
District Coalition:	North Portland Neighborhood Services, contact Mary Jaron Kelley at 503-823-4099.
Plan District:	North Interstate
Zoning:	IRd, Institutional Residential with design overlay
Case Type:	DZM, Design Review with Modifications

Procedure:

Type II, an administrative decision with appeal to the Design Commission.

Proposal:

The applicant requests design review approval for new signs on the Kaiser Interstate Campus in the North Interstate Plan District. The types of proposed signs include projecting blade signs, monument signs, freestanding directories and directional signs, building façade signs, painted wall signs, pylon signs, and the relocation of one existing wall sign. Relocated and new address numbers are exempt from design review. The freestanding sign sown in front of the Kaiser Town Hall building will be going through a separate historic review (LU 12-128879 HDZ) as the building is a landmark.

Two Modifications area being requested and include:

- 1. <u>Maximum Sign Size</u> Three signs are proposed to be larger than the 50 SF maximum allowed per sign for this zone. They are 100 SF, 123 SF, and 175 SF respectively.
- <u>Total Number of Freestanding Signs</u> 14 freestanding signs are proposed which is greater than the 4 allowed on the site. The proposed signs are a combination of pylons, monuments, directories, and directional signs. The pylon sign at the Kaiser Town Hall is included in this total.

Design review is required for signs in design districts that are greater than 32 SF each in area. Modifications to Title 32 Sign Code are required for signs that do not meet the standards.

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:

■ 33.825 Design Review

- Community Design Guidelines
- 33.825.040 Modifications
- Title 32 Sign Code

ANALYSIS

Site and Vicinity: The Kaiser facility at N Interstate consists of a series of properties between the I-5 freeway and Interstate Avenue, bounded roughly by N Failing to the north and the intersection of N Greeley and N Interstate to the south. A couple of additional properties are on the west side of N Interstate, bounded by the vacated N Revere Street to the south, N Fremont Street to the north, and, at the southwest corner, N Greeley Avenue. Immediately to the north and west is a public park (Overlook Park), and to the south are some residential properties. The MAX Yellow Line runs along the center of the N. Interstate Avenue right-of-way-of-way, with a light rail station located directly in front of the campus. With the exception of the multi-story Kaiser facility, commercial uses along this portion of N. Interstate are primarily low-scale (one to two stories), and include motels, gas stations, and restaurants.

The City of Portland Transportation System Plan designates N Interstate a Regional Main Street, Major Transit Priority Street, District Collector Street, City Bikeway, and City Walkway. North Fremont Street is designated a Transit Access Street, Local Service Bikeway, and Local Service Walkway.

Zoning: The <u>Institutional Residential</u> (IR) zone is a multi-use zone that provides for the establishment and growth of large institutional campuses as well as higher density residential development. The IR zone recognizes the valuable role of institutional uses in the community. However, these institutions are generally in residential areas where the level of public services is scaled to a less intense level of developments. Institutional uses are often of a significantly different scale and character than the areas in which they are located. Intensity and density are regulated by the maximum number of dwelling units per acre and the maximum size of buildings permitted. Some commercial and light industrial uses are allowed, along with major event entertainment facilities and other uses associated with institutions. Residential development allowed includes structures of all types. Mixed use projects including both

residential development and institutions are allowed as well as single use projects that are entirely residential of institutional. IR zones will be located near one or more streets that are designated District Collector streets, Transit Access Streets, or streets of higher classification. IR zones will be used to implement the Comprehensive Plan's Institutional Campus designation. The IR zone will be applied only when it is accompanied by the "d" Design Review overlay zone. Minimum lot area for multi-dwelling development is 10,000 square feet and 2,000 square feet for duplexes. Intensity and density are regulated by the maximum number of dwelling units per acre and the maximum size of buildings permitted.

The <u>"d" overlay</u> promotes the conservation and enhancement of areas of the City with special historic, architectural or cultural value. New development and exterior modifications to existing development are subject to design review. 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:

- LUR 01-00756 DZM (LU 01-008153 DZM) Approval to widen driveway, add landscaping, relocate bus stop. Modification to waive landscaping along driveway and ramp on east side of site.
- CU 69-89 (LUR 89-003955 CU) Approval with conditions for campus master plan updates.

Agency Review: No agency reviews are required.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on April 17, 2012. No written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

ZONING CODE APPROVAL CRITERIA

[1] Chapter 33.825 Design Review

Section 33.825.010 Purpose of Design Review

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 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 Community Design Guidelines.

Community Design Guidelines

The Community Design Guidelines consist of a set of guidelines for design and historic design cases in community planning areas outside of the Central City. These guidelines address the unique and special characteristics of the community plan area and the historic and conservation districts. The Community Design Guidelines focus on three general categories: (P) Portland Personality, which establishes Portland's urban design framework; (E) Pedestrian Emphasis, which states that Portland is a city for people as well as cars and other movement systems; and (D) Project Design, which assures that each development is sensitive to both Portland's urban design framework and the users of the city.

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

P1. Plan Area Character. Enhance the sense of place and identity by incorporating site and building design features that respond to the area's desired characteristics and traditions.
D7. Blending into the Neighborhood. Reduce the impact of new development on established neighborhoods by incorporating elements of nearby, quality buildings such as building details, massing, proportions, and materials.

P3. Gateways. Develop or strengthen the transitional role of gateways identified in adopted community and neighborhood plans

Findings for P1, D7 & P3: In the North Interstate Corridor Plan document, the area just south of Overlook Park at the start of the Kaiser Medical Complex is identified as the southern gateway into the Interstate Corridor and the Overlook Station area of the MAX light rail line is identified as an employment anchor. The proposed signs will enhance the sense of place for the Kaiser medical campus by creating a visually vibrant and interesting sign package that alerts passersby to the employment and services provided around the Overlook Station area and by identifying this southern gateway. The proposed signs will continue the tradition already established in this area of cohesive directional and identifying signage for the Kaiser medical campus that is oriented to both the pedestrian and vehicular traffic, allowing for employees and patients to easily find the services they need. *These guidelines are therefore met.*

E1. The Pedestrian Network. Create an efficient, pleasant, and safe network of sidewalks and paths for pedestrians that link destination points and nearby residential areas while visually and physically buffering pedestrians from vehicle areas.

Findings: The proposed freestanding and pylon signs will be located outside of existing pedestrian walkways around the site and through the medical campus. No pedestrian pathways are being removed or altered with this proposal. *This guideline is therefore met.*

D2. Main Entrances. Make the main entrances to houses and buildings prominent, interesting, pedestrian accessible, and transit-oriented.

Findings: Main entrances to the medical campus itself will be highlighted with the proposed new signage package, including the three signs that are greater than 100 SF each. These three larger signs are located high on existing building walls to allow for easy visibility of the medical facility from the surrounding area streets and transit stop. Smaller pylon signs, individual building blade signs, and two building canopy signs will highlight other public entries around the Kaiser campus, on both sides of N Interstate Avenue. *This guideline is therefore met.*

D6. Architectural Integrity. Respect the original character of buildings when making modifications that affect the exterior. Make additions compatible in scale, color, details, material proportion, and character with the existing building.

D8. Interest, Quality, and Composition. All parts of a building should be interesting to view, of long lasting quality, and designed to form a cohesive composition.

Findings for D6 & D8: The two canopy signs that will be added to two existing buildings are scaled to fit within the area above each main entry door, aligning with other façade elements. The projecting blade signs located on several buildings and parking structures also fit within existing building facades by aligning with various wall panels, windows, or parapets. The three signs larger than 100 SF each are located higher up on much larger building walls and will sit within existing structural bays, aligned with existing

windows, so they fit into the overall architectural style of each building. The remaining freestanding pylon signs, directories, and monument signs are all located away from building walls so they do not visually obscure important architectural features. All of the various types of signs are designed to be of similar style within each grouping so pylons are all the same, blade signs are all the same, directories and monuments signs are all the same. This creates a cohesively designed wayfinding system throughout the Kaiser medical campus. Proposed materials are a combination of acrylic panels, acrylic letters, and metal frames, all of which are durable quality materials that will stand up to the urban environment. *These guidelines are therefore met.*

[2] 33.825.040 Modifications That Will Better Meet Design Review Requirements:

The review body may consider modification of site-related development standards, including the sign standards of Chapters 32.32 and 32.34 of the Sign Code, as part of the design review process. These modifications are done as part of design review and are not required to go through the adjustment process. Adjustments to use-related development standards (such as floor area ratios, intensity of use, size of the use, number of units, or concentration of uses) are required to go through the adjustment process. Modifications that are denied through design review may be requested as an adjustment through the adjustment process. The review body will approve requested modifications if it finds that the applicant has shown that the following approval criteria are met:

- A. **Better meets design guidelines.** The resulting development will better meet the applicable design guidelines; and
- B. **Purpose of the standard.** On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested.

Modification #1: Request for three signs to be larger than the 50 SF maximum allowed per sign for this zone. The three signs are a 100 SF internally illuminated logo and name sign on the north façade of the Central Building, a 123 SF combination of three signs on the entry canopy to the parking structure facing N Interstate Ave, and a 175 SF existing sign that is being relocated along the eastern façade of the East Building.

A. Better meets design guidelines. The resulting development will better meet the applicable design guidelines; and

Findings: Allowing the three subject signs to exceed the 50 sq. ft. limit per sign allows for appropriately scaled signage to be placed on three larger buildings. The signage will fit into each building's overall scale and composition, aligning with significant elements such as windows and horizontal banding. At a smaller scale, these signs would seem out of place and ineffective. Additionally, the overall impact of each sign on its designated building is minimal due to the building sizes and the locations of the signs at or near the parapets. As Design Guidelines D6 Architectural Integrity, P1 Plan Area Character, and P3 Gateways are better met with this proposal, this criterion is therefore met.

B. Purpose of the standard. On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested.

Findings: While the three signs are between 10 SF and 175 SF in area, their overall impact is less due to the scale of the wall surfaces they are being placed on and their limited amount of internal illumination. Therefore, the signs will not have a dominant affect on the area. *This criterion is therefore met.*

Modification #2: request for 14 freestanding signs placed around the campus, including the pylon sign for the Kaiser Town Hall. This number of freestanding signs is greater than the 4 allowed based on street frontages.

A. Better meets design guidelines. The resulting development will better meet the applicable design guidelines; and

Findings: The proposed fourteen freestanding signs are a mix of directional signs, pylon signs, and monument signs that work together to create an improved wayfinding system for the medical campus. Main entries, walkway intersections, and compass-based campus quadrants will all be easier to find with the new signs. The three types of freestanding signs all relate to each other through consistent color and form, creating a cohesive set of signs that links both the east and west part of the campus together while not visually overwhelming the ground. As Design Guidelines E1 Pedestrian Network, D2 Main Entrances, D6 Architectural Integrity, P1 Plan Area Character, and P3 Gateways are better met with this proposal, this criterion is therefore met.

B. Purpose of the standard. On balance, the proposal will be consistent with the purpose of the standard for which a modification is requested.

Findings: The purpose of the standard is to allow a certain number of freestanding signs that will also not overwhelm the streetscape. The proposed fourteen freestanding signs are placed around the Kaiser medical campus and do not blanket any one streetscape. The signs' simple and consistent designs allow for the various campus areas to be clearly located by patients and employees without creating visual blight within the surrounding area. *This criterion is therefore 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 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 campus signs will visually enhance the area by creating a cohesive, well-designed wayfinding system throughout the Kaiser medical campus. The proposal meets the applicable design guidelines and modification criteria and therefore warrants approval.

ADMINISTRATIVE DECISION

Approval of design review for new signs on the Kaiser Interstate Campus in the North Interstate Plan District that include projecting blade signs, monument signs, freestanding directories and directional signs, building façade signs, painted wall signs, pylon signs, and the relocation of one existing wall sign.

Approval for the following Modification requests to Title 32 Sign Code:

- 1. <u>Three signs to be larger than the 50 SF each</u>. The three signs are a 100 SF internally illuminated logo and name sign on the north façade of the Central Building, a 123 SF combination of three signs on the entry canopy to the parking structure facing N Interstate Ave, and a 175 SF existing sign that is being relocated along the eastern façade of the East Building; and
- 2. Fourteen (14) freestanding signs placed around the campus, including the pylon sign for the Kaiser Town Hall.

Approved per the approved site plans Exhibits C-1 through C-30 signed and dated May 15, 2012, 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.30. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 12-106787 DZM. No field changes allowed."

Staff Planner: Chris Caruso

Decision rendered by: By authority of the Director of the Bureau of Development Services

Decision mailed: May 17, 2012

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 24, 2012, and was determined to be complete on April 10, 2012.

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 24, 2012.

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: August 9, 2012.

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 May 31, 2012 at 1900 SW Fourth Ave. Appeals can be filed Tuesday through Friday on the first floor of the Development Services Center until 3 p.m. After 3 p.m. and Mondays, 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. Assistance in filing the appeal and information on fee waivers is available from BDS in the Development Services Center. 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 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.

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 June 1, 2012 -
- 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.

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:

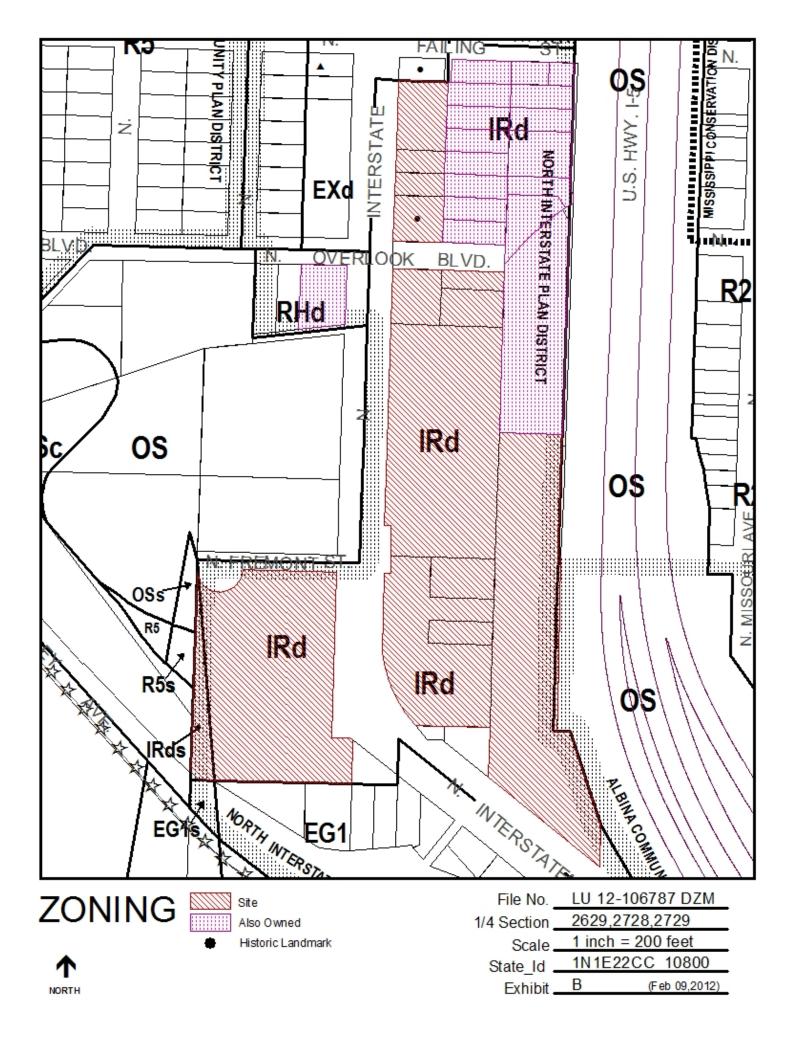
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations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

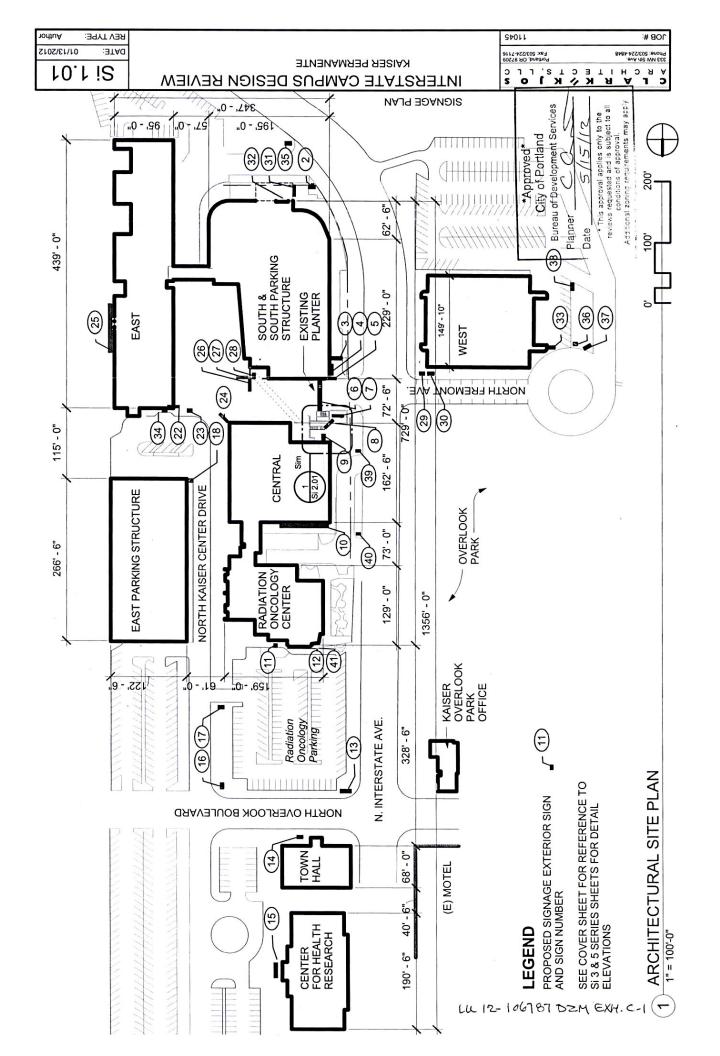
EXHIBITS

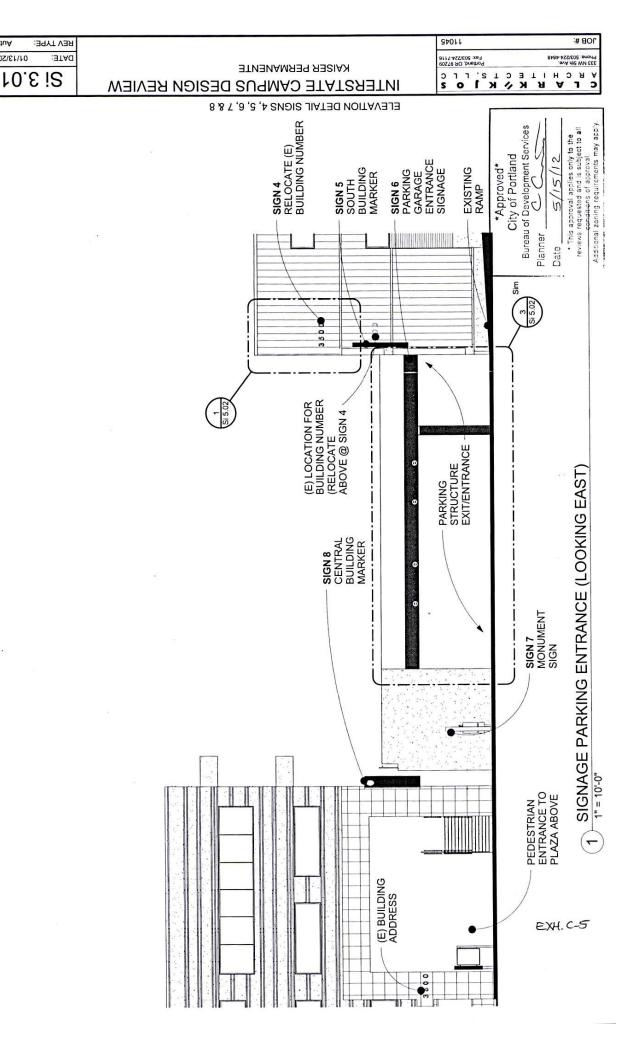
NOT ATTACHED UNLESS INDICATED

- A. Applicant's Information
 - 1. Design Review Narrative
 - 2. Incomplete Letter Responses
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan (attached)
 - 2. Public Entry Location Plan
 - 3. Signage MOC Level P1 Plan Detail
 - 4. Sign Demolition
 - 5. Signage Parking Entrance (Looking East) (attached)
 - 6. Sign 2 & 3
 - 7. Sign 6 Parking Entrance Sign Detail
 - 8. Sign 7, 8 & 9 (attached)
 - 9. Sign 7 & 10, 2 & 13 Similar
 - 10. Sign 11
 - 11. Sign 12 & 41
 - 12. Sign 12 Detail (attached)
 - 13. Sign 13 & 25
 - 14. Sign 15
 - 15. Sign 15 Detail (attached)
 - 16. Sign 16, 17, 22, 23, 24 & 24
 - 17. Sign 25, 32, 35, 37, 38, 39 & 40
 - 18. Sign 26, 27 & 28
 - 19. Sign 29 & 30
 - 20. Sign 33 & 36
 - 21. Sign 31 & 32
 - 22. Sign 18
 - 23. Sign 9 & 28 Campus Directory
 - 24. Sign 23 & 41 Campus Directory
 - 25. Kaiser Logo Sign
 - 26. Illumination Types
 - 27. Monument Sign Components
 - 28. Pylon Sign Components
 - 29. Blade Sign Components
 - 30. Directory Sign Components
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses: None required.
- F. Correspondence: None received
- G. Other:
 - 1. Original LU Application
 - 2. Site History Research
 - 3. Incomplete Letter

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).



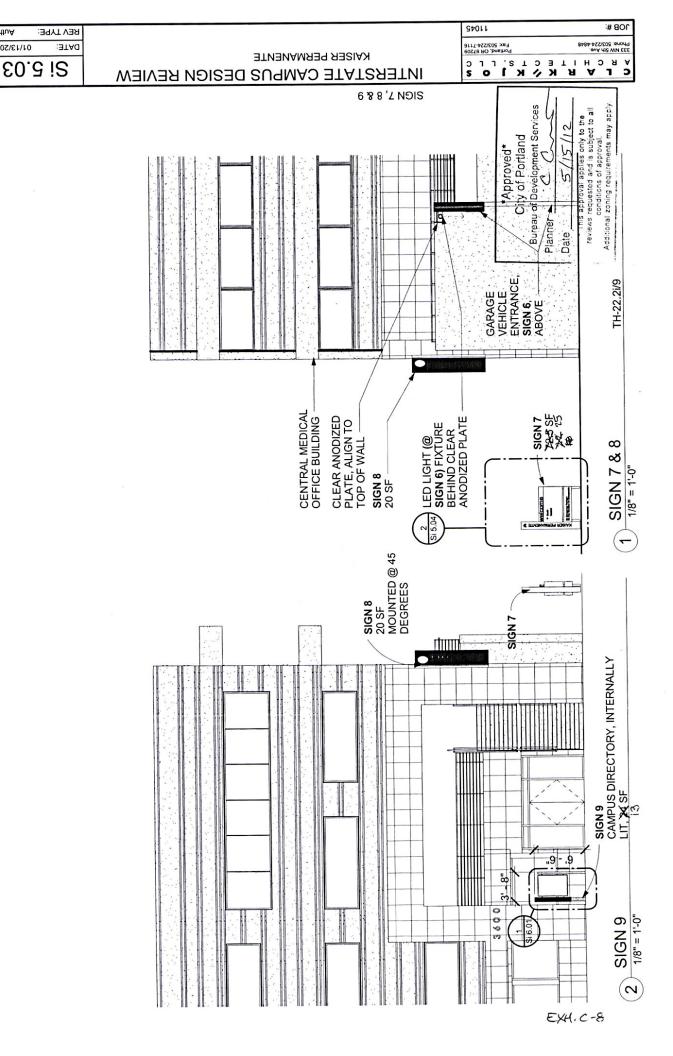




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