



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

FROM CONCEPT TO CONSTRUCTION

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**Date:** September 3, 2013  
**To:** Interested Person  
**From:** Hillary Adam, 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** a proposal in your neighborhood. 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 it to the Oregon Land Use Board of Appeals (LUBA) at 775 Summer St NE, Suite 330, Salem, OR 97301-1283. 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 13-114403 HDZ – ROSS SIGNAGE**

#### **GENERAL INFORMATION**

**Applicant:** Tom Gaebler / Bill Moore & Associates  
Po Box 6153 / Albany, CA 94706  
  
Mohawk Third Partners LLC  
2447 Pacific Coast Hwy #105 / Hermosa Beach, CA 90254

**Site Address:** 708-724 SW 3RD AVE

**Legal Description:** BLOCK 21 LOT 3&4 EXC PT IN ST, PORTLAND; BLOCK 21 LOT 6-8, PORTLAND

**Tax Account No.:** R667703330, R667703370, R667703370, R667703370  
**State ID No.:** 1S1E03BA 04600, 1S1E03BA 05800, 1S1E03BA 05800, 1S1E03BA 05800

**Quarter Section:** 3129

**Neighborhood:** Portland Downtown, contact Jennifer Geske at 503-750-9843.

**District Coalition:** Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.

**Plan District:** Central City - Downtown

**Other Designations:** Portland Historic Landmark, pursuant to listing in the National Register of Historic Places as the Mohawk Building on September 12, 1996; and a non-contributing resource in the Yamhill Historic District, listed July 30, 1976.

**Zoning:** CXd - Central Commercial with Design Overlay

**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 proposes new signage on the Mohawk Building, a Portland Historic Landmark, which is also partially located in the Yamhill Historic District, including:

- One aluminum corner projecting blade sign at the corner of SW 3<sup>rd</sup> and SW Morrison, measuring 2'-6" (w) x 10'-0" (h) x 1'-0" (d), for a total of 25 square feet, relocated from the existing downtown location, refurbished to provide halo-lighting behind the reverse pan letters, and attached to the building using existing structural supports;

- Two signs (one facing SW 3<sup>rd</sup> and one facing SW Morrison) constructed of pin-mounted individual aluminum letters, measuring 21'-4" (w) x 1'-6" (h), for a total of 32 square feet each, externally illuminated with gooseneck light fixtures; and
- One aluminum wall-mounted sign at the SW 2<sup>nd</sup> Avenue delivery entrance, measuring 3'-0" (w) x 2'-0" (h) x 0'-¼" (d), for a total of 6 square feet, plus one gooseneck light fixture above the SW 2<sup>nd</sup> Avenue delivery entrance.

Historic resource review is required because the proposal is for non-exempt exterior alterations to a historic resource.

#### **Relevant Approval Criteria:**

In order to be approved, this proposal must comply with the approval criteria of Title 33.

The relevant approval criteria are:

- 33.846.060 G Other Approval Criteria
- Central City Fundamental Design Guidelines
- Yamhill Historic District Design Guidelines

## **ANALYSIS**

**Site and Vicinity:** The subject property, listed in the National Register of Historic Places as the Mohawk Building, is composed of two dissimilar sections, occupying diagonally opposite corners of the block bounded by SW 3<sup>rd</sup> Avenue, SW Morrison Street, SW 2<sup>nd</sup> Avenue, and SW Yamhill Street. Because their architectural styles are quite different, to a casual observer the two sections appear completely unrelated.

The original, and older, section of the Mohawk Building is a four story structure occupying the corner of SW 3<sup>rd</sup> and Morrison. It was built in 1903 for the Henry Failing Estate, to a Georgian Revival design by the firm of Whidden and Lewis, and its first and longtime tenant was the Roberts Brothers Department Store. The annex section was built, facing SW 2<sup>nd</sup> and Yamhill, in 1940 as a single story structure to accommodate expansion by the same company. It was again expanded, with a second story, in 1952. The Mohawk Building is significant both for the architectural design of its original section and for its association with the rise of the integrated department store as a new downtown retail marketing strategy.

A portion of the building, not part of this review, is also within the Yamhill Historic District, where it is evaluated as contributing but with a non-contributing addition. The Yamhill Historic District was listed in the National Register of Historic Places on July 30, 1976, and is significant as an area with a high concentration of late Nineteenth and early Twentieth Century commercial building, especially those featuring cast iron facade elements.

**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. Development is intended to be pedestrian-oriented with a strong emphasis on a safe and attractive streetscape.

The "d" overlay 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.

The Historic Resource Protection overlay is comprised of Historic and Conservation Districts, as well as Historic and Conservation Landmarks and 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 that prior land use reviews include the following:

- LU 63-002481 (ref. file CU 062-63) – conditional Use approval for off-street parking in the basement;
- LU 84-004149 (ref. file DZ 103-84) – Design Review approval for a boiler;
- LU 88-004275 (ref. file DZ 12-88) – Design Review approval for a dipole antenna;
- LU 92-009824 DZ (ref. file LUR 92-00705) – Design Review approval for new awnings and signage, new tenant entries, replacement of glass, and removal of planters;
- LU 94-010911 DZ (ref. file LUR 94-00009) – Design Review Approval for a doorway and two signs;
- LU 95-012203 DZ (ref. file – LUR 95-00310) – Design Review approval for remodeled entrance;
- PR 07-169959 ZCL – Zoning Confirmation;
- LU 12-112422 HDZ – Historic Design Review approval with conditions to enclose an existing entry and install two new storefront entries, install a new exit door, replace existing awnings with new awnings to match, install security cameras in the sign band above the storefronts, and install new loading bay doors on the SW 2<sup>nd</sup> Avenue façade;
- LU 12-145022 HDZ – Historic Design Review approval to make changes to the SW 3<sup>rd</sup> Avenue/SW Morrison Street corner entry approved under LU 12-112422 HDZ.

**Agency Review:** A Notice of Proposal in your Neighborhood was mailed on **July 25, 2013**. The following Bureaus have responded with no issues or concerns about the proposal:

- Life Safety Division of BDS

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on **July 25, 2013**. 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, Historic Reviews**

#### **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 a designated Historic/Conservation Landmark. Therefore the proposal requires historic design review approval. The relevant approval criteria are listed in 33.846.060 G. 1.-10. In addition, because the site is located within the Central City, the relevant approval criteria are the Central City Fundamental Design Guidelines. Also, because a portion of the proposal is located within the Yamhill Historic District, the Yamhill Historic District Guidelines will also apply to that portion of the proposal.

#### **G. Other Approval Criteria:**

1. **Historic character.** The historic character of the property will be retained and preserved. Removal of historic materials or alteration of features and spaces that contribute to the property's historic significance will be avoided.
2. **Record of its time.** The historic resource will remain a physical record of its time, place, and use. Changes that create a false sense of historic development, such as

adding conjectural features or architectural elements from other buildings will be avoided.

- 3. Historic changes.** Most properties change over time. Those changes that have acquired historic significance will be preserved.
- 9. Preserve the form and integrity of historic resources.** New additions and adjacent or related new construction will be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic resource and its environment would be unimpaired.

**Findings for 1, 2, 3, and 9:** No historic materials are proposed to be removed, nor will conjectural features be added. The overall historic character of the resource will be preserved and its essential form and integrity will remain intact. *These criteria are met.*

- 7. Differentiate new from old.** New additions, exterior alterations, or related new construction will not destroy historic materials that characterize a property. New work will be differentiated from the old.

**Findings:** The proposed signs are to be constructed of aluminum. Each of the signs is varied in its design and will be unmistakably contemporary, though they are designed with deference to the existing historic resource. The proposed signage is to be mounted in a manner that will minimize damage to historic materials, such as reutilizing existing supports for the corner projecting sign, and routing conduit and attachment supports through mortar joints or non-historic material. This criterion is met.

- 8. Architectural compatibility.** New additions, exterior alterations, or related new construction will be compatible with the resource's massing, size, scale, and architectural features. When retrofitting buildings or sites to improve accessibility for persons with disabilities, design solutions will not compromise the architectural integrity of the historic resource.
- 10. Hierarchy of compatibility.** Exterior alterations and additions will be designed to be compatible primarily with the original resource, secondarily with adjacent properties, and finally, if located within a Historic or Conservation District, with the rest of the district. Where practical, compatibility will be pursued on all three levels.

**Findings for 8 and 10:** The applicant is proposing three different sign types, as well as lighting. The corner projecting sign is to be relocated from the existing tenant location at SW 5<sup>th</sup> Avenue and SW Alder Street and mounted at this location using the existing supports from a previous corner projecting sign. Historic photos show that corner projecting signs have been mounted at this location in the past, including a Roberts Bros. sign that extended the full height of the three upper stories for several years. The proposed corner sign will be refurbished to provide for halo-illumination at the reverse pan channel letters.

At the sign bands near the corner, the applicant proposes new pin-mounted letters to extend the length of two bays. Though modified from the original construction, this has also historically been a location for ground floor tenants over the decades. The letters will be mounted through non-historic material with gooseneck lighting providing illumination from above. Staff notes that six light fixtures are proposed above each of these signs, at irregular distances due to the location of 2<sup>nd</sup> floor windows, creating a rather cluttered appearance at this corner.

On the SW 2<sup>nd</sup> Avenue façade, a 3'-0" x 2'-0" wall-mounted aluminum sign is proposed to notify delivery drivers of the proper location for deliveries. The sign is large enough to capture the attention of drivers but will be flush-mounted to minimize negative effects on the pedestrian realm. The sign will also be partially illuminated by the proposed gooseneck fixture above the nearby entry doors.

Staff notes that each of the signs are properly located and scaled for their location. *With the condition of approval to remove the farthest west light fixture on the north façade and the farthest north light fixture on the west façade, these criteria will be met.*

### **Central City Fundamental Design Guidelines**

These guidelines provide the constitutional framework for all design review areas in the Central City.

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.

### **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.*

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

**Findings:** The existing building is comprised of two separate structures with an internal connection and, despite not occupying the full block, fronts on all four streets. Although varied in their design, the proposed signs are unified in their color and font, helping to provide uniformity for the identification of the use inside the building. *This guideline is met.*

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

**Findings:** The subject property is an existing historic resource. The proposed signage will attract customers, thereby helping to ensure the building's continued viability. *This guideline is met.*

- B2. Protect the Pedestrian.** Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.

**Findings:** The proposed signage is mounted flush and/or high above the pedestrian realm. Lighting is proposed to illuminate the signage and the SW 2<sup>nd</sup> Avenue entry and some of this light will spill onto the public realm, providing additional lighting for added safety. *This guideline is met.*

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

**Findings:** The proposed signage is to be constructed of aluminum. The corner projecting sign is to be relocated from the existing tenant location and refurbished to provide halo-illumination at the letters. The proposal to re-use of the corner sign and the existing structural supports on the building demonstrate the applicant's interest in permanence and the quality of the proposed signs further demonstrates this interest. *This guideline is met.*

- 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.

**Findings:** The proposed wall-mounted sign on SW 2<sup>nd</sup> Avenue is located on the non-historic portion of the resource and will serve more as a directional sign and will have little negative effect on the resource as a whole, minimizing its impact on the pedestrian realm. The proposed pin-mounted individual letter signs are to be located in the existing sign band, one of the traditional locations for signage on this building. The signs will be externally-illuminated with gooseneck light fixtures, a traditional method for providing illumination for signs on historic properties. The proposed corner projecting sign will use the existing mounting supports on the building and be located to align with the top of the keystones above the 2<sup>nd</sup> floor windows in deference to the historic building. *This guideline is met.*

- 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:** The lighting proposed for the pin-mounted signs at the northwest corner is also proposed at the SW 2<sup>nd</sup> Avenue delivery entrance. The signs are varied in their design in response to their varied locations, but are unified in the color and font of the tenant branding, adding coherency to the proposal. *This guideline is met.*

- 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:** The majority of the proposed signage is located at the northwest corner, highlighting the location of the public entrance. The signs at this location are varied in their orientation, construction and illumination which, in addition to the business they are announcing within the space, will help to re-activate this corner. *This guideline is met.*

- C8. Differentiate the Sidewalk-Level of Buildings.** Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.

**Findings:** The sidewalk level of the building is primarily differentiated by the

existing architecture, including the differing materials used at the first and upper floors and by storefront windows at the ground level. The proposed signs at the northwest corners will be located in traditional sign locations, as evidenced by historical photos and City records. While the corner projecting sign will extend to the upper floors, it does so in a manner deferential to the architecture and on a smaller scale than the signs previously located at this corner. In addition, the scale of the corner projecting sign is appropriate as it corresponds to a space that occupies a large portion of the ground floor of this block. *This guideline is met.*

**C12. Integrate Exterior Lighting.** Integrate exterior lighting and its staging or structural components with the building's overall design concept. Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.

**Findings:** The proposed gooseneck lighting at the northwest corner and at the SW 2<sup>nd</sup> Avenue entry will be traditional gooseneck fixtures, mounted to minimize damage to the historic material. Although the applicant considered adding gooseneck lighting to the corner projecting sign for consistency, this was dismissed in favor of halo-illumination integrated into the refurbished sign to provide a cleaner appearance and a more even distribution of illumination. Staff notes that the conduit for the gooseneck fixtures is shown to be routed through the building, and contends that the conduit for the corner projecting sign must do the same. *With the condition of approval that all conduit for sign illumination be completely hidden from view, 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:** The signs are located in traditional locations, designed to fit their respective locations, and scaled in response to existing architectural elements. The signs will serve to identify the tenant inside the building and will have no effect on the Portland skyline. *This guideline is met.*

### **Design Guidelines for the Yamhill Historic District**

#### **General Guidelines Alterations and Additions to Historic Landmarks, Potential Landmarks and Other Compatible Buildings**

*\* Staff notes that the Design Guidelines for the Yamhill Historic District apply only to that portion of the building located within the boundary of the Yamhill Historic District. For this application, only the SW 2<sup>nd</sup> Avenue sign and gooseneck fixture above the delivery entrance will be considered under these guidelines.*

**A. Retention of Original Construction.** So far as practicable, all original exterior materials and details shall be preserved.

**Findings:** Although this portion of the building is not contributing to the significance of the district, as it was constructed in 1940, ten years after the district's period of significance, the proposed sign will be mounted through the mortar joints in order to preserve the brick material. *This guideline is met.*

**F. Scale and Proportion.** The scale and proportion of altered or added building elements, the relationship of voids to solids (i.e. openings such as doors and windows to walls and column elements) shall be visually compatible with the traditional architectural character of the Historic District. An important element within the Historic District was the emphasis on the pedestrian scale activities which were characterized with the addition of canvas awnings or permanent canopies. This defined an important scale and proportion element of the District and to the extent possible, this relationship at pedestrian level should be re-established within the District.

**Findings:** By its nature the delivery sign on SW 2<sup>nd</sup> Avenue is designed to capture the attention of delivery drivers, rather than pedestrians. However, to minimize its effect on the pedestrian realm, it is mounted flush, rather than perpendicular to the façade. It is appropriately scaled to balance its need to provide direction and not negatively impact the building. In addition, the sign's scale and orientation is similar to the divisions created by the muntins in the entrance doors. *This guideline is met.*

**J. Signs.** Exterior building signage should be visually compatible with the traditional architectural character of the historic buildings in the District. A variety in signage is encouraged, incorporating excellence in graphic design and lettering, careful color coordination with the building, good mounting, readability, and materials, all of which are compatible with and sensitive to the character of the building. Lighting may also be permissible which is creative without being overwhelming. Sign design should be done in an "identification" sense rather than an "advertising" sense. All types of exterior signs are reviewed.

Signs are controlled by three ordinances. One is the Signboard Control Zone (S Zone) which includes the area at the Morrison and Burnside Bridgeheads and along Front Avenue; another is the newly adopted ordinance which regulates signs in C1 Zones (downtown); and finally, the Landmarks Ordinance provides for sign review. Projects should address all ordinances in addition to District compatibility.

**Findings:** The proposed SW 2<sup>nd</sup> Avenue sign is to alert delivery drivers as to the location of the delivery entrance. The sign will be constructed of ¼" thick aluminum and mounted through the mortar joints of the brick façade. The color is that of the tenant brand and will match the other signs on the building. In general, the sign is relatively small in scale, and will have minimal effect on the character of the building or the district. *This guideline is met.*

**K. Lighting.** Historically, lighting within the District was provided by lighting in the public right-of-way with the use of gas lamps, electrical lights, etc. First floor storefront lighting should be consistent with the overall character of the building and the District.

**Findings:** The proposed gooseneck light fixture over the keystone in the entrance door surround is typical of traditional lighting, particularly above entries. In addition, the proposed light fixture matches gooseneck fixtures proposed at other locations on the building. *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 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

Staff notes that the applicant investigated several different options for signage and lighting. The ultimate proposal provides a varied sign package which corresponds to each sign's location and intent. Staff commends the applicant's intent to refurbish its existing sign at the SW 5<sup>th</sup> and SW Alder location for this site, as well as the use of the existing supports at the northwest corner of the Mohawk building, rather than proposing additional damage to the building. The overall sign package is respectful of the historic building and the historic district. 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 new signage on the Mohawk Building, a Portland Historic Landmark, which is also partially located in the Yamhill Historic District, including:

- One aluminum corner projecting blade sign at the corner of SW 3<sup>rd</sup> and SW Morrison, measuring 2'-6" (w) x 10'-0" (h) x 1'-0" (d), for a total of 25 square feet, relocated from the existing downtown location, refurbished to provide halo-lighting behind the reverse pan letters, and attached to the building using existing structural supports;
- Two signs (one facing SW 3<sup>rd</sup> and one facing SW Morrison) constructed of pin-mounted individual aluminum letters, measuring 21'-4" (w) x 1'-6" (h), for a total of 32 square feet each, externally illuminated with gooseneck light fixtures; and
- One aluminum wall-mounted sign at the SW 2<sup>nd</sup> Avenue delivery entrance, measuring 3'-0" (w) x 2'-0" (h) x 0'-1/4" (d), for a total of 6 square feet, plus one gooseneck light fixture above the SW 2<sup>nd</sup> Avenue delivery entrance.

This approval is per the approved site plans, Exhibits C-1 through C-8, signed and dated August 27, 2013, subject to the following conditions:

- 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 13-114403 HDZ." All requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."
- The farthest west light fixture on the north façade and the farthest north light fixture on the west façade must be removed.
- All conduit must remain completely hidden from view.

**Staff Planner: Hillary Adam**

**Decision rendered by:**  **on August 29, 2013**

By authority of the Director of the Bureau of Development Services

**Decision mailed (within 5 days of dec.) September 3, 2013**

**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 February 8, 2013, and was determined to be complete on July 18, 2013.

*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 February 8, 2013.

*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 **September 3, 2013**.

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:

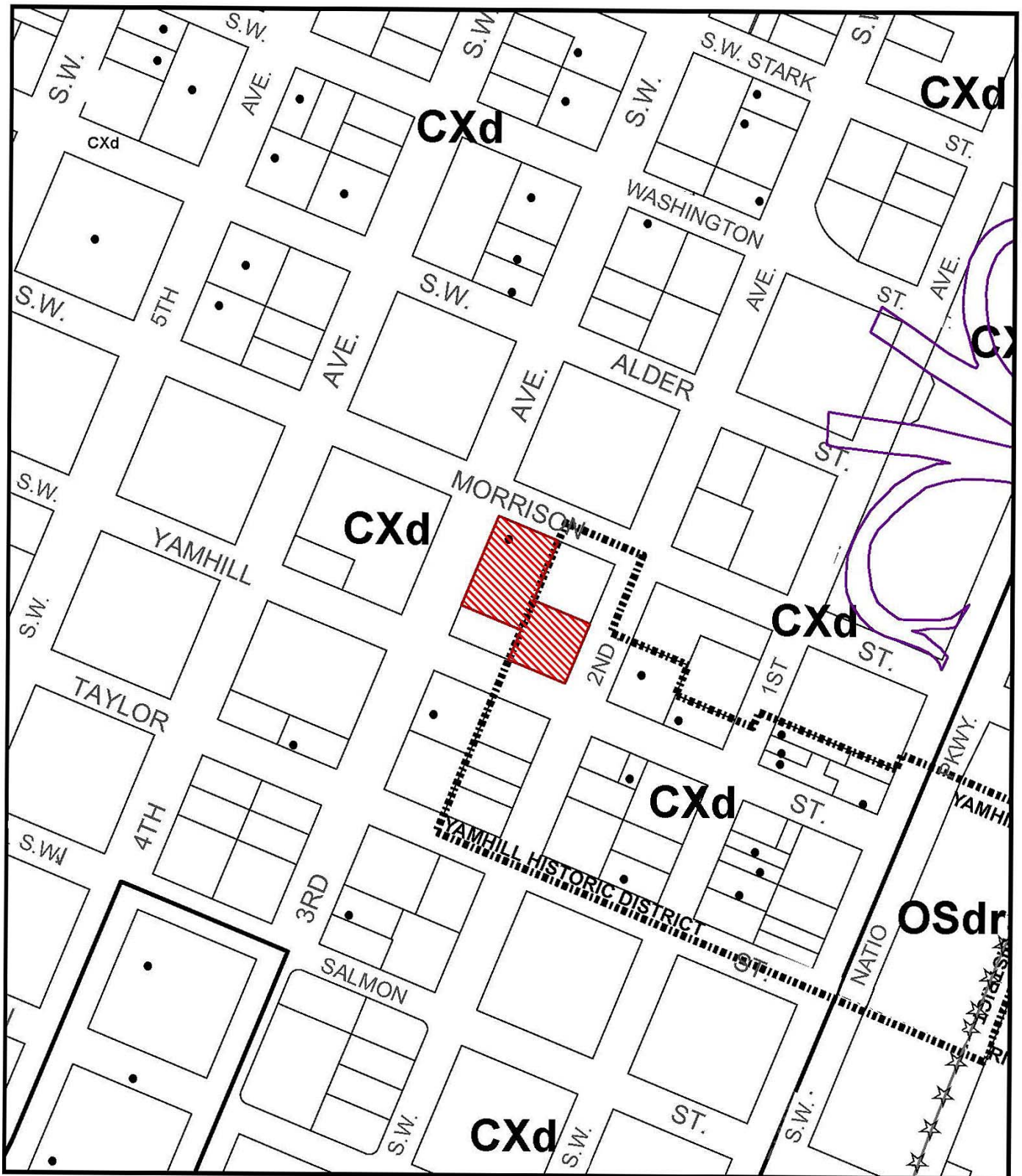
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations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

#### **EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
  - 1. Original Applicant Statement
  - 2. Wallwash Lighting Information
- B. Zoning Map (attached)
- C. Plans/Drawings:
  - 1. Site Plan (attached)
  - 2. SW 3<sup>rd</sup> Avenue Elevation (attached)
  - 3. SW Morrison Street Elevation (attached)
  - 4. SW 2<sup>nd</sup> Avenue Elevation and Details (attached)
  - 5. Pin-Mounted Sign Details
  - 6. Conduit Details
  - 7. Corner Projecting Sign Details
  - 8. AP Lighting Gooseneck Fixture Details
- D. Notification information:
  - 1. Mailing list
  - 2. Mailed notice
- E. Agency Responses:
  - 1. Life Safety Division of BDS
- F. Correspondence: none
- G. Other:
  - 1. Original LU Application
  - 2. Incomplete Letter
  - 3. National Register Information

**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

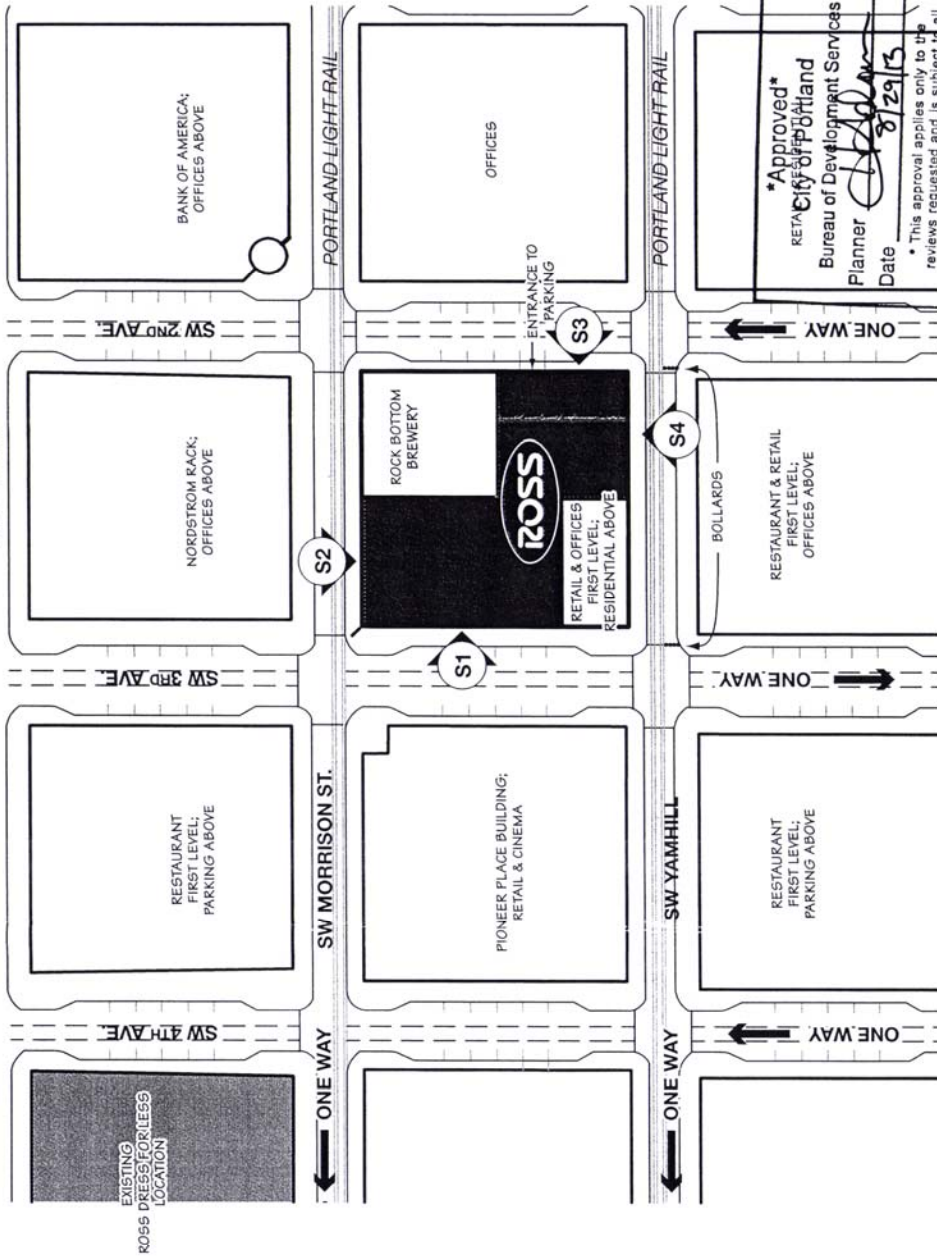


This site lies within the:  
CENTRAL CITY PLAN DISTRICT  
YAMHILL HISTORIC DISTRICT

File No. LU 13-114403 HDZ  
1/4 Section 3129  
Scale 1 inch = 200 feet  
State\_Id 1S1E03BA 5800  
Exhibit B (Feb 11, 2013)



SW 1ST AVE.



**VICINITY MAPS**  
NOT TO SCALE



LN 13-114403 HDE C-1

**\*Approved\***  
City of Portland  
Bureau of Development Services  
Planner *[Signature]*  
Date *8/29/13*  
\*This approval applies only to the reviews requested and is subject to all conditions of approval.  
Additional zoning requirements may apply.



**SITE PLAN**  
NOT TO SCALE

**#1518 DT PORTLAND**  
Mohawk Building  
708 SW 3rd Avenue  
Portland, OR 97204

**ROSS**  
DRESS FOR LESS



**bill moore & associates**  
1057 Solano Ave.  
P.O. Box 6153  
Albany, CA 94706-0153  
510/526-0296 fax 526-0972  
www.billmoore.com

**SHEET K**  
drawn 02/25/11  
03/29/11  
Add S4





GENERAL NOTES:

ROSS CONTRACTOR TO SUPPLY ONE (1) 20 AMP 120V ISOLATED LIGHTING CIRCUIT (DIRECTLY CONNECTED TO ELECTRICAL PANEL WITH NO COMMON GROUNDS OR COMMON NEUTRALS, WITH # 10 WIRE MIN.) AND JUNCTION BOX ADJACENT TO SIGN LETTERS AND CONNECTED TO THE ENERGY MANAGEMENT SYSTEM.

NO VISIBLE EXPOSED CONDUIT IS ALLOWED ON THE BUILDING FACE.

(A) 18"H INDIVIDUAL "ROSS" REVERSE ALUMINUM PAN CHANNEL 2" DEEP FABRICATED LOGO LETTERS PAINTED HERON BLUE

ILLUMINATION: EXTERNAL MOUNTING: 1/4"-20 GALV. HANGER BOLTS WITH SLEEVES AND SILICONE PEG OFF WALL 1"

(B) 14" "DRESS FOR LESS" REVERSE ALUMINUM PAN CHANNEL 2" DEEP FABRICATED LOGO LETTERS PAINTED HERON BLUE

ILLUMINATION: EXTERNAL MOUNTING: 1/4"-20 GALV. HANGER BOLTS WITH SLEEVES AND SILICONE PEG OFF WALL 1"

(C) 10'-0" HIGH X 2'-6" WIDE X 8" DEEP DOUBLE-FACE BLADE SIGN CABINET WITH 22" HIGH INDIVIDUAL REVERSE PAN HALO-ILLUMINATED "ROSS" LETTERS CABINET:

ALUMINUM PAINTED WITH SATIN FINISH MATTHEWS ACRYLIC POLYURETHANE TO MATCH PANTONE 286C BLUE

LETTER FACES: ALUMINUM PAINTED M.A.P. SATIN FINISH WHITE RETURNS: ALUMINUM PAINTED M.A.P. SATIN FINISH BLUE BACKS: CLEAR LEXAN ILLUMINATION: WHITE LED

MOUNTING: 1/4" DIA. STUDS WITH 3/8" DIA. X 1 1/2" LONG SPACERS FOR EVEN HALO-ILLUMINATION

FINISHED CABINET MOUNTED AT 45° TO CORNER OF BUILDING AND BOLTED TO EXISTING PLATES FROM PREVIOUS TENANT SIGN.

\*Approved\* City of Portland

Bureau of Development Services

Planner *Chadman*

Date *8/21/13*

\* This approval applies only to the reviews requested and is subject to all conditions of approval.

Additional zoning requirements may apply.

ADJACENT  
TENANT

±101'-3"

EQ+3"

EQ+3"

EQ+3"

EQ+3"

EQ+3"

EQ+3"

EQ+3"

EQ+3"

EQ+3"

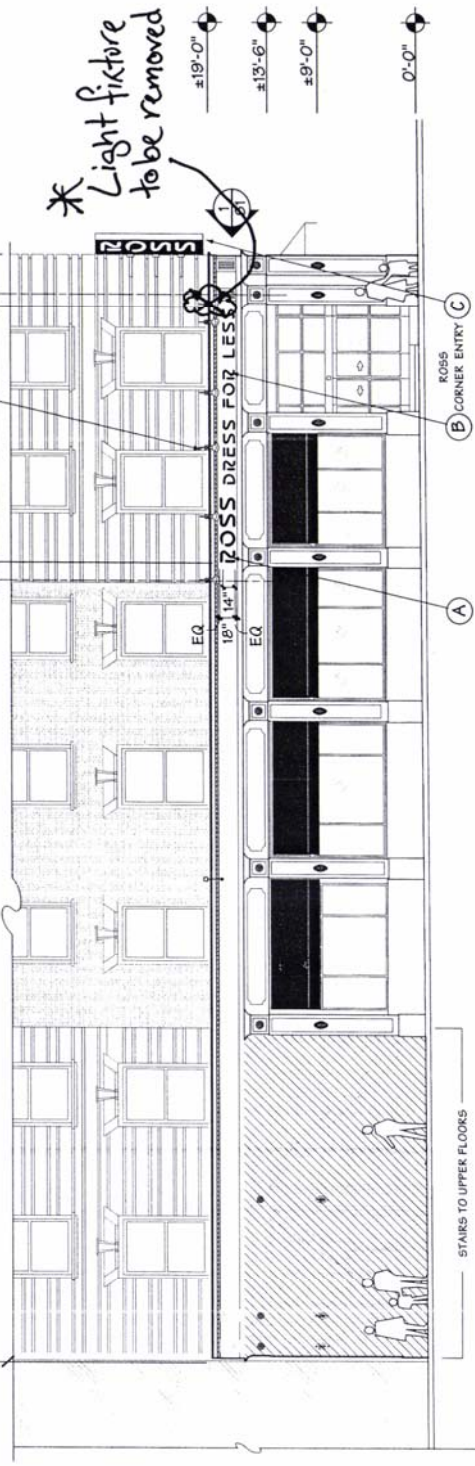
EQ+3"

EQ+3"

EQ+3"

EQ+3"

EQ+3"



1 STOREFRONT • NORTH-EAST • SW MORRISON ST. • ELEVATION

SCALE: 3/32" = 1'-0"

RB-E

1067 Island Ave.  
p.o. box 6153  
Albany, CA 94706-0153  
510/526-0296 fax 526-6692  
www.billmoore.com

MEMBER

#1518 DT PORTLAND

Mohawk Building  
708 SW 3rd Avenue  
Portland, OR 97204

ROSS

DRESS FOR LESS

bill moore & associates

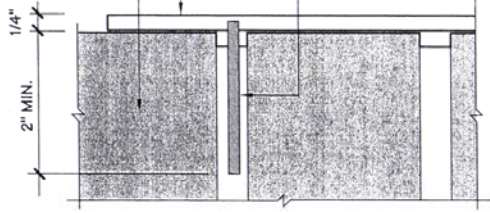
drawn 02/24/11  
window banners 07/27/11  
lower letters 10/20/11  
AE 11/15/11 01/12/12  
reduc sign let per city 03/16/12  
new corner entry 05/03/12

SHEET

S2

RECEIVED

JUL 31 2013



3 MOUNTING DETAIL

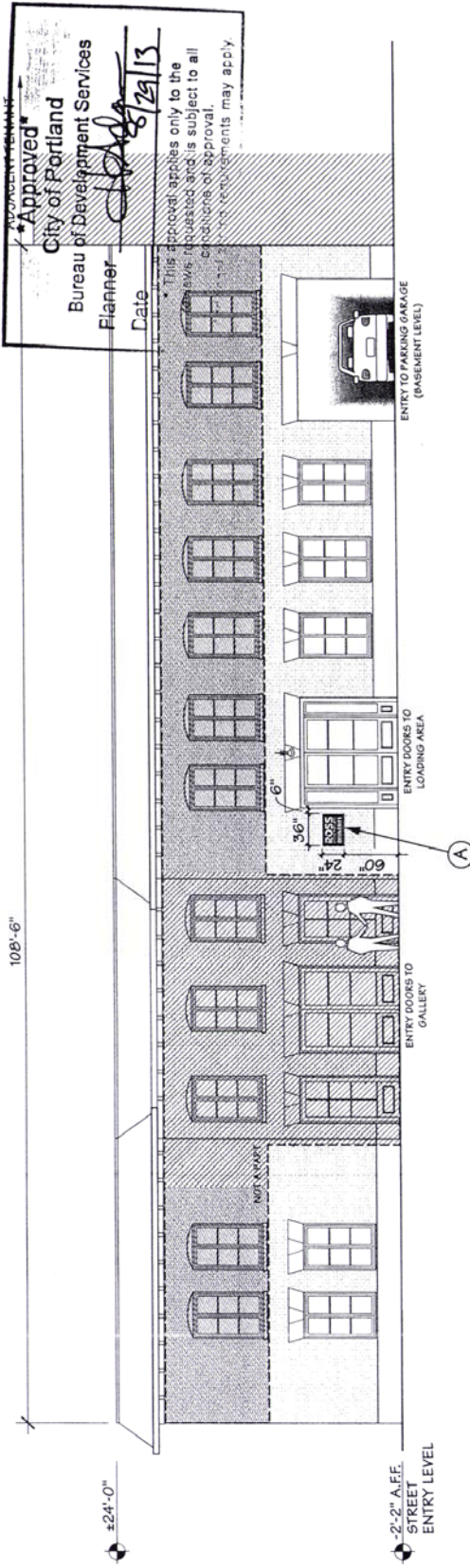
SCALE: 6" = 1'-0"



2 SIGN FACE DETAIL

SCALE: 1" = 1'-0"

108'-6"



1 REAR/PARKING ENTRY • EAST • 2ND AVENUE • ELEVATION

SCALE: 3/32" = 1'-0"

RB-E

**bma** **bill moore & associates**

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p.o. box 6153  
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MEMBER **CSA** **USA**

**ROSS**  
DRESS FOR LESS

**#1518 DT PORTLAND**  
Mohawk Building  
708 SW 3rd Avenue  
Portland, OR 97204

drawn 2/25/11  
New Elev./chng sign 03/31/11  
add "deliv" sign 09/28/11  
roll shade w/graphic 11/07/11  
AE 11/15/11 01/12/12  
ROSS logo 06/25/13

**SHEET**  
**S3**

C-4