



**City of Portland, Oregon**  
**Bureau of Development Services**  
**Land Use Services**  
FROM CONCEPT TO CONSTRUCTION

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**Date:** March 2, 2016  
**To:** Interested Person  
**From:** Tim Heron, Land Use Services  
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## **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 mailed copy of this document is only a summary of the decision. 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. Information on how to do so is included at the end of this decision.

## **CASE FILE NUMBER: LU 16-107325 DZM – PROVIDENCE PARK PLAZA PROTECTION**

### **GENERAL INFORMATION**

**Applicant:** John Weil, Applicant  
John Weil Architecture  
2351 NW York St, Suite 7  
Portland, OR 97210

City of Portland, Owner  
1120 SW 5th Ave, Suite 1250  
Portland, OR 97204

Ken Puckett, Tenant  
Portland Timbers  
1844 SW Morrison St  
Portland, OR 97205

**Site Address:** 1844 SW MORRISON ST

**Legal Description:** TL 800 ACRES 6.95 SEE R645766 (R941330531) FOR LEASED ACCOUNT, SECTION 33 1N 1E

**Tax Account No.:** R941330530

**State ID No.:** 1N1E33DC 00800

**Quarter Section:** 3027

**Neighborhood:** Goose Hollow, contact Jerry Powell at 503-222-7173.

**Business District:** Goose Hollow Business Association, contact Angela Crawford at 503-223-6376.

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

**Plan District:** Central City - Downtown

**Other Designations:** Goose Hollow Subdistrict

**Zoning:** OSd – Open Space with design overlay

**Case Type:** DZ – Design Review, M – Modification through Design Review  
**Procedure:** Type II, an administrative decision with appeal to the Design Commission.

**PROPOSAL:**

The applicant requests design review approval to install bollards at the two main intersections of Providence Park, SW 20<sup>th</sup> & SW Morrison, and SW 18<sup>th</sup> & SW Morrison. The plaza protection proposal is for the installation of a total of 29 bollards, consisting of 3 types of bollards, to include the following:

- Along SW Morrison at SW 20<sup>th</sup> Avenue: Three 36” diameter concrete sphere bollards with a natural finish, two 36” diameter concrete sphere bollards painted to resemble soccer balls, and two 10” diameter x 36” high cylindrical steel bollards proposed;
- Along SW Morrison at SW 18<sup>th</sup> Avenue: Six 36” diameter concrete sphere bollards with a natural finish, two 36” diameter concrete sphere bollards painted to resemble soccer balls, and four 10” diameter x 36” high cylindrical steel bollards proposed; and
- Along SW 18<sup>th</sup> Avenue at SW Morrison Street: Five 36” diameter concrete sphere bollards with a natural finish, two 36” diameter concrete sphere bollards painted to resemble soccer balls, and three 10” diameter x 36” high cylindrical steel bollards proposed.

A **Modification** is requested to:

- *32.32.020 Freestanding Signs* – to increase the number of freestanding signs allowed for the site from two [2] to eight [8] for six [6] new “soccer ball” bollard signs proposed along SW 18<sup>th</sup> Avenue [2] and SW Morrison Street [4]. The number of freestanding signs is limited to 1 per arterial street frontage. SW 18<sup>th</sup> Avenue is the only designated arterial. Two existing freestanding signs include: the scoreboard and the Taylor Street Marquee; this Modification will increase the total for this site to eight [8].

The applicant proposes non-exempt exterior alterations within a “d” overlay zone. Therefore, design review is required.

**Relevant Approval Criteria:**

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

- |   |                                  |
|---|----------------------------------|
| ■ <i>Central City Fundamental Design Guidelines</i> | ■ 33.825.040 Modifications       |
| ■ <i>Goose Hollow District Design Guidelines</i>    | considered through Design Review |

## ANALYSIS

**Site and Vicinity:** The PGE Park stadium was built in 1926 with architectural plans by A.E. Doyle and Morris H. Whitehouse. Prior to the construction of the stadium, the site was occupied by the Pacific Industrial Exposition Building. Although the existing stadium building is not a Landmark, it is listed in the Historic Resource Inventory of Portland as a Rank III resource. The open-air building is constructed of reinforced concrete, with concrete tiered seating and concrete walls with round-arch openings and coping and belt cornices.

In 2000, Design Review approval was granted for a major renovation of the stadium. The approved renovation included: a seismic upgrade of the existing structure; ADA-compliant modifications (lowering and leveling the concourse level and creating handicapped-accessible seating); bringing the field configuration into regulation standards for football, baseball, and soccer; a remodel of the lower concourse (locker rooms, etc.), the concession facilities, and the public toilets; thirty-two new business boxes behind home plate under the existing roof; reconfigured plaza areas at Morrison and 18<sup>th</sup> and Morrison and 20<sup>th</sup>, with the addition of new ticket booths, trees, lighting, art, signage, and other “furnishings”; the removal of the tall concrete wall along SW 18<sup>th</sup> Avenue and replacement with open fencing and concrete fence

supports; and new signage and lighting throughout the site.

Recently, in Spring of 2010, Design Review approval was granted for major upgrades of the stadium to accommodate Major League Soccer (MLS). Primarily the approval allowed the addition of an east sideline grandstand, with a large canopy cover and individual restroom/concessions/team store buildings. The approval also allowed for a north and south public plaza, and a physical therapy clinic building at the south plaza. Conditions of approval were part of the Design Commission's approval.

The Stadium site is located between SW 18<sup>th</sup> and 20<sup>th</sup> Avenues, fronts onto SW Morrison Street to the north and has a standing agreement with the MAC (the original owner of the Stadium) to use a portion of the Athletic Club property. The site, therefore, includes the MAC property located at 1849 SW Salmon Street. The current MAC was built in 1971 and designed by Wolff, Zimmer, Frasca, Ritter Architects. An earlier club building burned in 1910 and the replacement structure was demolished to make way for the current structure. The existing building is of concrete, topped by a weathered-steel barrel-vaulted roof. Portions of the building have brick or stucco veneer. A 5-story addition to the original Clubhouse was constructed in 1998.

The Westside Light Rail line runs along SW 18<sup>th</sup> Avenue, on the east side of the site. The Central City Transportation Management Plan classifies SW 18<sup>th</sup> Avenue as a Regional Trafficway, a Major Transit Priority Street, a Central City Bikeway, and a Central City Transit/Pedestrian Street. SW Morrison is designated a Transit Access Street, and the site is within the Goose Hollow Pedestrian District. Nearby light rail stations for the MAX line occur at SW Yamhill/SW Morrison between SW 18<sup>th</sup> and SW 17<sup>th</sup> Avenues, and at SW 18<sup>th</sup> between SW Taylor and SW Salmon Streets.

Apartments and condominiums are located to the southwest and to the north. Other development nearby includes apartments, older single residences, and mixed office, retail, and commercial uses.

**Zoning:** As noted above, the site includes PGE Park and the MAC. The portion of the site that includes PGE Park (and the majority of the proposal) is zoned OSd. The portion of the site that includes MAC is zoned CXd.

The Open Space (OS) zone is intended to preserve public and private open and natural areas to provide opportunities for outdoor recreation and a contrast to the built environment, preserve scenic qualities and the capacity and water quality of the stormwater drainage system, and to protect sensitive or fragile environmental areas.

The Central Commercial (CX) zone is intended to provide for commercial development within Portland's most urban and intense areas. A broad range of uses is allowed to reflect Portland's role as a commercial, cultural and governmental center. Development is intended to be very intense with high building coverage, large buildings, and buildings placed close together.

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

**Land Use History:** City records indicate the following land use reviews for this site:

1. Most recently, **LU 10-175769 DZM** approval for the complete sign package associated with the Major League Soccer (MLS) upgrade/addition at PGE Park.
2. **LU 09-179009 DZ** approved a Type III Design Review for the MLS stadium upgrade/addition which included: a new grandstand along the east sideline complete with permanent seating terraces, a restaurant below grade, concourse, concessions and restrooms. *Condition of Approval #3 is satisfied with this current Type III land use review,*

*LU 10-175769 DZM.*

3. **LU 10-116154 TPA** approved a Type III Traffic and Parking Analysis. This land use review was required because some of the PGE Park MLS renovation is proposed on the MAC site, which is the CXd portion of the site. The development on the MAC site includes the PGE Park Physical Therapy Clinic and some south-end seating for the PGE Park stadium. Pursuant to Condition of Approval 'A' of the 1995 Zone Change approval for the MAC (LUR 95-00743 ZC), the proposed development for the PGE Park MLS renovation is subject to a Type III Traffic and Parking Analysis.
4. **LU 07-105046 DZM**, approved of a remodel of the south scoreboard at PGE Park, including the following two Modifications: to allow the sign to have 313.8 SF of "changing image" area on a 618-sf sign, and to allow the freestanding sign to be larger than 100 SF overall. **LUR 01-00162 DZM** approved a design review with Modification for 242.5 SF of changing image sign within a new 605 SF scoreboard, and eight new banners. The Design Commission approved **LUR 01-00049 DZM** for two new freestanding sculptures at the entry plaza areas, in March of 2001.
5. The comprehensive design review for signs at the stadium was reviewed under **LUR 00-00228 DZM** and approved by Design Commission in June 2000. Earlier in the year, **LUR 00-00066 DZ** was approved by the Design Commission for a proposal including seismic upgrades, ADA-compliant concourse levels and seating, the replacement of the 18<sup>th</sup> Avenue wall with open fencing, and a number of additions and alterations to the existing plazas on Morrison Street. The conditions imposed by the Design Commission in LUR 00-00066 DZ included:
  - B. An informational plaque addressing the history and existence of Tanner Creek is to be affixed to the Stadium wall along SW Morrison Avenue ONLY if the art chosen for the site does not clearly relate to the Historic Tanner Creek.;
  - C. The initial primary sign proposal, exterior art funded through the percent for public art program, and any additional bleacher seating will be subject to Type III review(s) before the Design Commission; and
  - D. proposal for the night time lighting of the back of the scoreboard must be submitted for review and approval concurrent with the review of the initial primary sign proposal.
- Additional prior review included: **LUR 01-00641 AD** approved an Adjustment to provide less than the 775 required long-term bike parking spaces at PGE Park (this bike parking requirement was based on a maximum seating capacity of 31,000 seats). Approval was granted to provide 12 uncovered spaces (at six existing "staple" racks) within the property lines, located at the mid-block ends of both main plazas on Morrison Street. The approval also waived the requirement that 50% of the long-term bike spaces be covered. The approval is subject to the following condition: B. The applicant will be required to present a bicycle count and an attendance count for each event over a two-year period (beginning on the mailing date of this decision) to PDOT. An earlier proposal for bike parking at the Stadium was approved under **LUR 00-00803 AD**. This case requested four adjustments to the required bike parking, for quantity, location, permanence, and weather protection. The stadium was not able to meet the parameters of the approved proposal and thus requested the Adjustment that was approved under LUR 01-00641 AD.
- Two minor design reviews at the MAC site include: **LU 06-143433 DZ**, which approved new roof access ladders and platforms on the west-façade of the MAC building; and **LU 05-111311 DZ**, which approved design review for the addition of a door and canopy at the fourth floor, east elevation of the MAC parking structure.
- Prior to the above reviews, **LUR 97-00184 UD** was a Use Determination concerning Condition of Approval A. under LUR 95-00743 ZC and a 50,000 square foot addition to the MAC (approved under LUR 97-00066 DZ). Both the Condition of Approval A. and the large MAC addition were upheld in this Use Determination review. **LUR 97-00066 DZ** was an approval by the Design Commission for a 50,000 square foot addition to the MAC. **LUR 96-00692 DZ** was a design review approval for a reconfigured loading dock and yard at the MAC to accommodate the Light Rail Station, and **LUR 96-00447 DZ** was a design review approval for painted wall signs. **LUR 95-00873 MS** was a denial of reconsideration and clarification of the status of the MAC Master Plan.

- Also in 1995, **LUR 95-00743 ZC** was approved with conditions to amend the zoning at the MAC site from RH to CXd. This 1995 Zone Change approval was subject to the following two pertinent conditions:
  - A new Traffic and parking analysis must be reviewed and approved through a Type III process prior to any development on this site for other than the six uses approved in LUR 91-00740 MS. The traffic and parking analysis may be based on the proposed development or may include the range of uses allowed in the CX zone. The approval criteria for the review will be that the transportation system is capable of supporting the proposed use or uses allowed by the zone or will be capable of supporting those uses by the time development is complete, as required by PCC 33.855.050.B., and
  - B. All uses on this site are subject to the transportation and parking mitigation plan and demand management plan set out on pages 30-43 of the Master Plan. In addition, the Multnomah Athletic Club will report on an annual basis the results of the Event Parking Program.
- A Master Plan was approved for the MAC in 1992 in **LUR 92-00813 MS**, with the Conditional Use for the Master Plan being approved with conditions under **LUR 91-00740 MS**. **CU 89-90** was an earlier amended Master Plan, dating from 1990, which was approved with conditions. Prior to these cases, **CU 31-71** approved an addition to the MAC, with conditions, in 1971, and **VZ 37-63** was an approval with conditions for signs to be installed on SW 18<sup>th</sup> Ave. along the stadium frontage in 1963. Finally, **CU 22-63**, also dating from 1963, was an approval for the first phase of replacement of the MAC building.

**Agency Review:** A “Notice of Proposal in Your Neighborhood” was mailed February 5, 2016. The following Bureaus have responded with no issues or concerns:

- Fire Bureau, BES, PBOT, Site Development, Life Safety and Water.

**Neighborhood Review:** A Notice of Proposal in Your Neighborhood was mailed on February 5, 2016. Two written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

1. February 11, 2016, Jeff Lockhart, neighbor, wrote via email with concerns regarding work proposed in this notice has already begun.
2. February 12, 2016, Alli Sayre, neighbor, wrote via email with concerns regarding work proposed in this notice has already begun.

## ZONING CODE APPROVAL CRITERIA

### 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 district guidelines.

**Findings:** The site is designated with design overlay zoning (d), therefore the proposal requires Design Review approval. Because of the site’s location, the applicable design guidelines are the Central City Fundamental and Goose Hollow Special Design Guidelines.

**Goose Hollow District Design Guidelines and Central City Fundamental Design Guidelines**  
The Goose Hollow District is envisioned to be a predominantly urban residential, transit-

oriented community located on the western edge of the Central City between Washington Park and Downtown Portland. When riding light rail through the West Hills tunnel to the Central City, it is the first neighborhood experienced before entering downtown Portland. The Urban Design Vision celebrates the sense of arrival from the west at Jefferson Street Station and Collins Circle, and from the north at the Civic Stadium Station and Fire Fighter's Park. This is done by integrating the history of the community with its special natural and formal (man-made) characteristics.

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.

**Goose Hollow District Design Goals** The Goose Hollow District Design Goals are specific to the Goose Hollow District. These urban design goals and objectives are to:

- Enhance mixed-use, transit-oriented development around the light rail stations to make it a pedestrian-friendly station community.
- Provide open spaces to accommodate active public life.
- Strengthen connections to adjacent neighborhoods through light rail, bike and pedestrian access and assure a safe and pleasant bike/pedestrian environment.
- Preserve and enhance the community's history and architectural character.

**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.*

**A2. Emphasize Portland Themes.** When provided, integrate Portland-related themes with the development's overall design concept.

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

**A5. Enhance, Embellish, and Identify Areas.** Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.

**A5-1. Strengthen the Identity of the Civic Stadium Station Area.** This guideline may be accomplished by any or all of the following:

- a. Integrating the Civic Stadium and Multnomah Athletic Club into the station area. This can be done by making their ground level street walls more pedestrian-friendly.
- b. Incorporating the history of the Stadium and Tanner Creek in the form of art work, murals, and other design features;

- c. Strengthening the neighborhood focal point located within the station area. Street trees, awnings, lighting and other amenities can emphasize pedestrian connections to the focal point (the Park, Plaza/Station). Buildings can orient their openings and entries towards the focal point to create a sense of enclosure and enhance the sense of entry into the District; or
- d. Using architectural vocabulary and materials that maintain continuity with the existing developments and add to the character of the station area.

**A8. Contribute to a Vibrant Streetscape.** Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.

**Findings for “A” Guidelines (A2, A4, A5, A5-1, and A8):** The proposal seeks to continue the sense of arrival at the Stadium site, a significant regional destination point in the Goose Hollow neighborhood. The proposed plaza protection is made up of 3 elements: 10” diameter x 36” high cylindrical steel bollards, 36” diameter concrete sphere bollards and 36” diameter concrete sphere bollards painted to resemble soccer balls. There are a total of 6 of the soccer ball painted bollards and they make reference to Portland as “Soccer City USA.”

The existing building pulls away from these intersections to create public plazas for moving people in and out of the stadium. The existing exterior plaza elements at Providence Park are made up of a combination of painted steel fencing and concrete lighting standards site walls and benches. The proposed bollards are consistent with these existing site characteristics.

The area around the stadium has a unique look and feel that is established by a number of elements: the concrete exterior shell of the original building, paving at the sidewalk and plazas, special lighting at the main entry plazas located at corners of 18<sup>th</sup> and 20<sup>th</sup> and SW Morrison, public art, street furniture, etc. The proposed plaza protection bollards are a continuation of this approach by subtly further delineating the edge between sidewalk and plaza, creating a safe zone within the plaza areas while allowing the game day experience of the sidewalk being part of the stadium entry plazas. The proposed plaza protection bollards strengthen the stadium station area through further reinforcing and delineation of the existing plaza areas, and the proposed soccer ball bollards are a reference to the 40+ year history of the Portland Timbers as a user of the stadium.

The addition of the plaza protection bollards are an added safety measure to an already vibrant streetscape. The inclusion of the soccer ball painted bollards will add to the vibrancy of the street by adding color to the streetscape while being a reminder to pedestrians of Portland’s long history of supporting soccer.

*These guidelines are therefore met.*

**B1. Reinforce and Enhance the Pedestrian System.** Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.

**B1-1. Provide Human Scale to Buildings along Walkways.** Provide human scale and interest to buildings along sidewalks and walkways.

**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.

**B5. Make Plazas, Parks and Open Space Successful.** Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces. Where provided, integrate water features and/or public art to enhance the public open space. Develop locally oriented pocket parks that incorporate amenities for nearby patrons.

**Findings for “B” Guidelines (B1, B1-1, B2, and B5):** The proposal supports way finding primarily for patrons of the Stadium. The proposed plaza protection bollards reinforce and enhance the pedestrian system by being located along the edge of the sidewalk and plaza delineation. By their nature, they will continue to allow freedom of movement between sidewalk and plaza while increasing the safety of the spectators through their protection from vehicular traffic into the plaza area.

*These guidelines are therefore met.*

**C1-2. Integrate Signs and Awnings.** Integrate signs and awnings to be complementary and respectful of a building’s architecture. This guideline may be accomplished by any or all of the following:

- a. Placing signs and awnings to fit with and respect a building’s architecture.
- b. Avoiding large, excessively illuminated or freestanding signs that contribute to visual clutter; or
- c. Integrating with a building’s design an exterior sign program/system for flexible sidewalk level space that accommodates changing tenants.

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

**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.

**C6. Develop Transitions between Buildings and Public Spaces.** Develop transitions between private development and public open space. Use site design features such as movement zones, landscape elements, gathering places, and seating opportunities to develop transition areas where private development directly abuts a dedicated public open space.

**C7. Design Corners that Build Active Intersections.** Use design elements including, but not limited to, varying building heights, changes in façade planes, large windows, awnings, canopies, marquees, signs, and pedestrian entrances to highlight building corners.

**C13. Integrate Signs.** Integrate signs and their associated structural components with the building’s overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.

**Findings for “C” Guidelines (C1-2, C2, C3, C5, C6, C7, and C13):** These “C” guidelines encourage coherency, integration, compatibility, architectural integrity, and quality.

The proposed plaza protection bollards are being located at the transition between the public sidewalk and the existing plazas at the corners of SW 18<sup>th</sup> and 20<sup>th</sup> and SW Morrison. The proposed bollards reinforce the delineation between these spaces while providing an increased level of protection for the plaza spaces and the building spectators.

The corners of this site are already designed as active intersections. The addition of the plaza protection bollards create a subtle delineation of the sidewalk and plaza spaces while providing an increased level of safety for the plazas and building occupants through limiting vehicular access to the plazas.

As the (6) soccer ball bollards are considered signs, these bollards also become visual markers to the existing entry plazas. There are pre-existing concrete light poles that currently mark the boundary of these plazas. By locating the soccer ball bollards in line with this existing lighting, the plaza boundary is further reinforced as well as the heightened indication of the main building entries. The soccer ball bollards are not illuminated, will not detract from the Portland skyline, but will certainly attract the attention of the public to the main entrances of the Providence Park Stadium.



*These guidelines are therefore met.*

## **ZONING CODE APPROVAL CRITERIA – Modification Review**

### **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.

Zoning designations: The site is in both the Open Space zone (OS) and the Central Commercial zone (CX).

- Per 32.34.030 B., allowed “Major Event Entertainment” uses in the OS zone in the Central City Plan District are subject to the CX zone regulations.
- The portions of the proposal located within the CX zone are subject to the CX zone regulations.

The proposal does not meet some of the sign regulations of the Sign Code Manual, Title 32. The regulations of Title 32 not met must be approved through the Modification process.

### 32.10.020 Purpose Statement of all Title 32 regulations noted above:

*These regulations balance the need to protect the public safety and welfare, the need for a well maintained and attractive community, and the need for adequate identification, communication and advertising. The regulations for signs and awnings have the following specific objectives:*

- A. To ensure that signs and awnings are designed, constructed, installed and maintained according to minimum standards to safeguard life, health, property and public welfare;*
- B. To allow and promote positive conditions for sign communication while at the same time avoiding nuisances to nearby properties;*
- C. To reflect and support the desired character and development patterns of the various zones, overlay zones, and plan districts and promote an attractive environment;*
- D. To allow for adequate and effective signs in commercial and industrial zones while preventing signs from dominating the appearance of the area; and*
- E. To ensure that the constitutionally guaranteed right of free speech is protected.*

*The regulations allow for a variety of sign types and sizes for a site. The provisions do not ensure or provide for every property or business owner’s desired level of visibility for the signs. The sign standards are intended to allow signs to have adequate visibility from streets and rights-of-way that abut a site, but not necessarily to streets and rights-of-way farther away.*

**The following Modification is requested:**

*32.32.020 Freestanding Signs* – to increase the number of freestanding signs allowed for the site from two [2] to eight [8] for six [6] new “soccer ball” bollard signs proposed along SW 18<sup>th</sup> Avenue [2] and SW Morrison Street [4]. The number of freestanding signs is limited to 1 per arterial street frontage. SW 18<sup>th</sup> Avenue is the only designated arterial. Two existing freestanding signs include: the scoreboard and the Taylor Street Marquee; this Modification will increase the total for this site to eight [8].

**Findings:** The proposed soccer ball bollards [6 total] are supportive of the proposed use, Major Event Entertainment. The Stadium has a responsibility to direct, as well as protect, patrons with ease, justifying the number and placement of these soccer ball bollard signs, combined with other bollards subject to this Land Use approval, but not considered signage.

The soccer ball bollards are located at the major entry points to the stadium, and offer a clearly identifiable image [large scale soccer ball], that will likely encourage pedestrians, kids and adults alike, to physically engage the signs by sitting and climbing on them, as well as and meeting point destinations and photo opportunities.

This Modification better meets design guidelines A8, Contribute to a Vibrant Streetscape, B2, Protect the Pedestrian, and B5, Make Plazas, Parks and Open Space Successful given the round shape, 3’ tall scale, and placement at the generous and publically accessible open spaces at these two intersections. These additional six 3’ tall freestanding signs do not overwhelm the pedestrian realm while still attracting the attention of the public, and therefore consistent the intent of the Purpose Statement for Signage.

*This modification therefore merits approval.*

## 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. In 2011 the Providence Park [PGE Park at the time] Stadium completed a comprehensive signage design review with the Portland Design Commission, whom ultimately approved the now installed elegant sign package throughout the property, and including the large changing image soccer stadium scoreboard. The new “soccer ball” bollard signs, and the associated bollards approved as a part of this proposal, are an appropriate and well integrated addition to Providence Park Stadium’s existing signage ensemble, as well as providing pedestrian safety and enhancing the pedestrian realm along these street frontages.

## ADMINISTRATIVE DECISION

**Design Review** approval of 29 plaza protection bollards at Providence Park Stadium in the Goose Hollow subDistrict of the Central City Plan District. The approved installation includes:

- Along SW Morrison at SW 20<sup>th</sup> Avenue: Three 36” diameter concrete sphere bollards with a natural finish, two 36” diameter concrete sphere bollards painted to resemble soccer balls, and two 10” diameter x 36” high cylindrical steel bollards proposed;
- Along SW Morrison at SW 18<sup>th</sup> Avenue: Six 36” diameter concrete sphere bollards with a natural finish, two 36” diameter concrete sphere bollards painted to resemble soccer balls, and four 10” diameter x 36” high cylindrical steel bollards proposed; and

- Along SW 18<sup>th</sup> Avenue at SW Morrison Street: Five 36" diameter concrete sphere bollards with a natural finish, two 36" diameter concrete sphere bollards painted to resemble soccer balls, and three 10" diameter x 36" high cylindrical steel bollards proposed.

Approval of **Modification** to *32.32.020 Freestanding Signs* – to increase the number of freestanding signs allowed for this site from two [2] to eight [8] for six [6] new "soccer ball" bollard signs: two [2] along SW 18<sup>th</sup> Avenue and four [4] along SW Morrison Street [4].

Approval per the approved site plans, Exhibits C-1 through C-6, signed and dated February 29, 2016, 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.6. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 16-107325 DZM."
- B. No field changes allowed.

**Staff Planner: Tim Heron**



**Decision rendered by:** \_\_\_\_\_ **on February 29, 2016**  
By authority of the Director of the Bureau of Development Services

**Decision mailed: March 2, 2016**

**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 19, 2016, and was determined to be complete on **February 2, 2016**.

*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 19, 2016.

*ORS 227.178* states the City must issue a final decision on Land Use Review applications within 120-days of the application being deemed complete. The 120-day review period may be waived or extended at the request of the applicant. In this case, the applicant did not waive or extend the 120-day review period.

**Some of the information contained in this report was provided by the applicant.**

As required by Section 33.800.060 of the Portland Zoning Code, the burden of proof is on the applicant to show that the approval criteria are met. The Bureau of Development Services has independently reviewed the information submitted by the applicant and has included this information only where the Bureau of Development Services has determined the information satisfactorily demonstrates compliance with the applicable approval criteria. This report is the decision of the Bureau of Development Services with input from other City and public agencies.

**Conditions of Approval.** If approved, this project may be subject to a number of specific conditions, listed above. Compliance with the applicable conditions of approval must be documented in all related permit applications. Plans and drawings submitted during the permitting process must illustrate how applicable conditions of approval are met. Any project

elements that are specifically required by conditions of approval must be shown on the plans, and labeled as such.

These conditions of approval run with the land, unless modified by future land use reviews. As used in the conditions, the term “applicant” includes the applicant for this land use review, any person undertaking development pursuant to this land use review, the proprietor of the use or development approved by this land use review, and the current owner and future owners of the property subject to this land use review.

**Appealing this decision.** This decision may be appealed to the Design Commission, which will hold a public hearing. Appeals must be filed **by 4:30 PM on March 16, 2016** at 1900 SW Fourth Ave. Appeals can be filed at the Development Services Center Monday through Wednesday and Fridays between 8:00 am to 3:00 pm and on Thursdays between 8:00 am to 12:00 pm. After 3:00 pm Monday through Wednesday and Fridays, and after 12:00 pm on Thursdays, appeals must be submitted at the reception desk on the 5<sup>th</sup> 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](http://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 775 Summer St NE, Suite 330, Salem, Oregon 97301-1283, 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 **March 17, 2016 – (the day following the last day to appeal).**
- A building or zoning permit will be issued only after the final decision is recorded.

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

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

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

For further information on recording, please call the County Recorder at 503-988-3034  
For further information on your recording documents please call the Bureau of Development Services Land Use Services Division at 503-823-0625.

**Expiration of this approval.** An approval expires three years from the date the final decision is rendered unless a building permit has been issued, or the approved activity has begun.

Where a site has received approval for multiple developments, and a building permit is not issued for all of the approved development within three years of the date of the final decision, a new land use review will be required before a permit will be issued for the remaining development, subject to the Zoning Code in effect at that time.

**Applying for your permits.** A building permit, occupancy permit, or development permit may be required before carrying out an approved project. At the time they apply for a permit, permittees must demonstrate compliance with:

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

#### **EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
  - 1. Site Plan (attached)
  - 2. Partial SW 18<sup>th</sup> Avenue Elevation (attached)
  - 3. Partial SW Morrison Street Elevation (attached)
  - 4. Rendering (attached)
  - 5. Bollard Details
  - 6. Soccer Ball Bollard Details
- D. Notification information:
  - 1. Mailing list
  - 2. Mailed notice
- F. Correspondence:
  - 1. February 11, 2016, Jeff Lockhart, neighbor, wrote via email with concerns regarding work proposed in this notice has already begun.
  - 2. February 12, 2016, Alli Sayre, neighbor, wrote via email with concerns regarding work proposed in this notice has already begun.
- G. Other:
  - 1. Original LU Application

**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



NORTH



 Site

- Historic Landmark

**This site lies within the:**  
**CENTRAL CITY PLAN DISTRICT**  
**GOOSE HOLLOW SUBDISTRICT**

File No. LU 16-107325 DZM1/4 Section 3027

Scale 1 inch = 200 feet

State Id 1N1E33DC 800

Exhibit B (Feb 4, 2016)



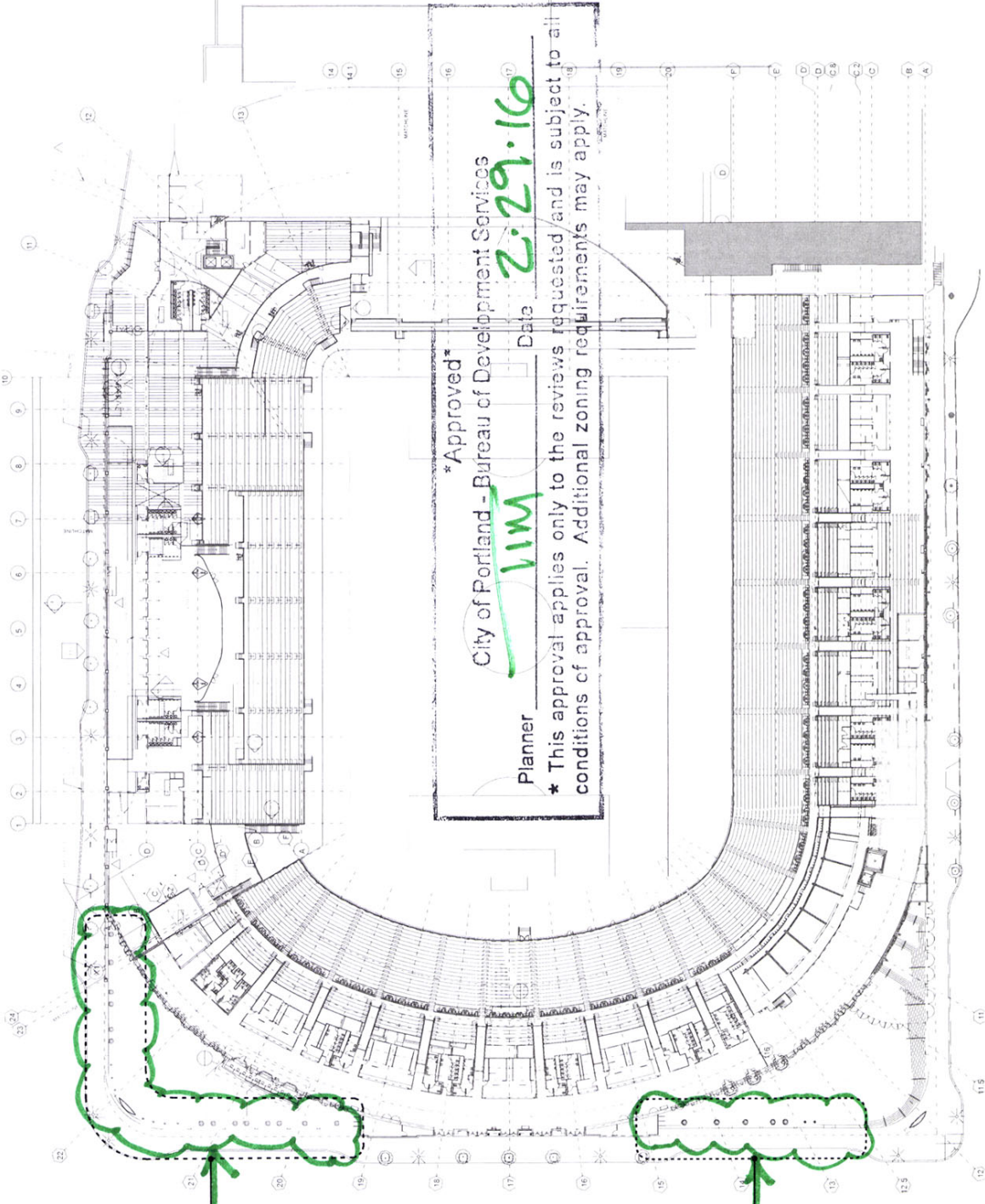
SW 18TH AVE.

SW 20TH AVE.

SW MORRISON ST

NEW PLAZA PROTECTION BOLLARDS

NEW PLAZA PROTECTION BOLLARDS



\* Approved\*  
City of Portland - Bureau of Development Services  
Planner WJM Date 2.29.16  
\* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.



REVISIONS

PROVIDENCE PARK  
1844 SW Morrison Street, Portland Oregon 97205  
PLAZA PROTECTION

SCALE: NTS  
DATE: 1/16/16  
DRAWN: JH

0.1  
0.7



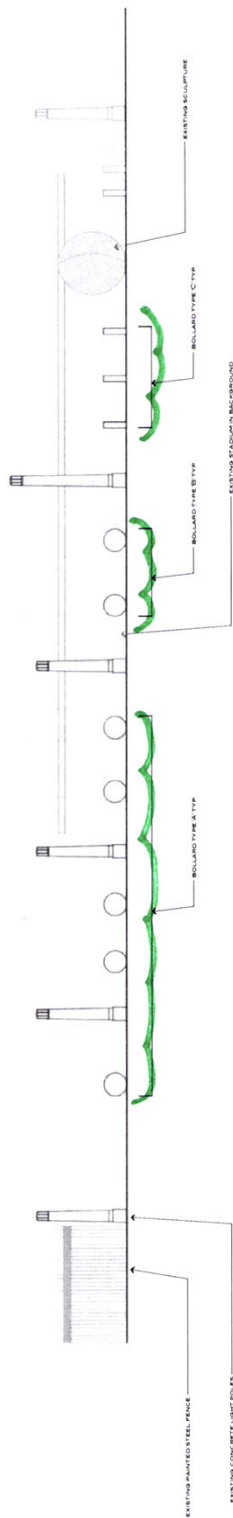
PROVIDENCE PARK



SITE PLAN




16-107325 DZM  
EXH. C.1

\*Approved \*  
City of Portland - Bureau of Development Services  
Planner WIM Date 2-29-16  
\* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.



5318TH AVE.

**SHEET KEY**

	36" DIAMETER CONCRETE SPHERE BOLLARD, NATURAL FINISH DOVE GREY TO MATCH EXISTING CONCRETE LIGHT POLES
	36" DIAMETER CONCRETE SPHERE BOLLARD, PAINTED FINISH BLACK PAINT TO MATCH EXISTING RAIL
	10" DIAMETER PAINTED STEEL CINDER BOLLARD, REMOVABLE BLACK PAINT TO MATCH ADJACENT STEEL RAIL CANOPY, HANDRAILS, ETC.

**PROVIDENCE  
PARK**

PARTIAL ELEVATION AT 18TH AND MORRISON

LJ 16 -107325 DZM  
EXH. C.2



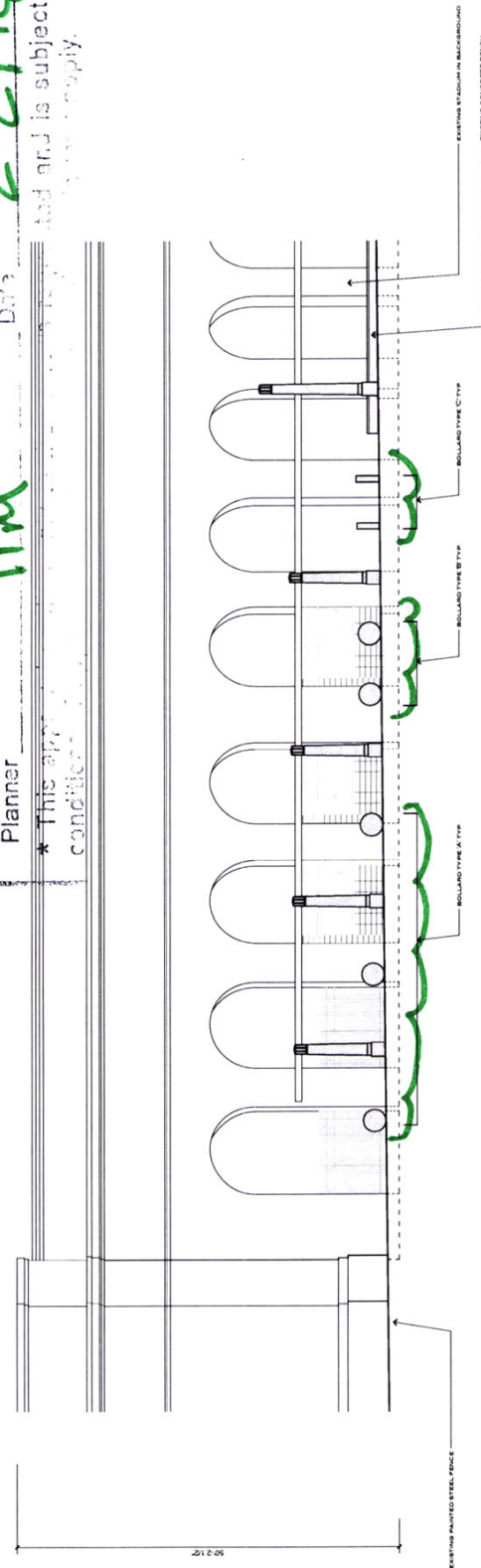



PROVIDENCE PARK
1844 SW Morrison Street, Portland Oregon 97205
PLAZA PROTECTION

SCALE	1/8" = 1'-0"
DATE	5/8/16
DRAWN	JM

LU	3.1
----	-----

\* Approved\*  
City of Portland - Bureau of Development Services  
Planner 11M Date 2.29.16  
\* This approval is subject to all conditions and is subject to all conditions of the contract.



SW MORRISON ST.

CLOUD - AREAS OF WORK



PARTIAL ELEVATION AT 20TH AND MORRISON

LU 16 -107325 DEM  
EXH. C.3

\*Approved\*

City of Portland - Bureau of Development Services

Planner

TIM

Date

2-29-16

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

JWA  
JENNIFER W. ANDERSON  
Principal Planner  
2015-2017

PROVIDENCE PARK  
1844 SW Morrison Street, Portland Oregon 97205  
PLAZA PROTECTION

SCALE  
DATE 1/8/16  
DRAWN JW

LU  
4.0

RENDERING - 18TH AND MORRISON



AREA OF WORK



LU 16-107325 DEM  
EXH. C.4