



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

Dan Saltzman, Commissioner
Paul L. Scarlett, Director
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Fax: (503) 823-5630
TTY: (503) 823-6868
www.portlandoregon.gov/bds

Date: March 22, 2012
To: Interested Persons
From: Chris Caruso, City Planner, Bureau of Development Services

NOTICE OF APPEAL HEARING
ON A PROPOSAL IN YOUR NEIGHBORHOOD

CASE FILE: LU 11-189250 DZ
REVIEW BY: Design Commission
WHEN: Thursday, April 19, 2012 at 1:30 PM
WHERE: 1900 SW Fourth Avenue
Conference Room 2500A
Portland, Oregon 97201

Within the past several weeks, we sent you the Bureau of Development Services Administrative Findings and Decision on this proposal. That decision of **approval/denial** has now been appealed by:

Steven Maguire, Axis Design Group, 11104 SE Stark, Portland, OR 97216

A copy of the appeal is attached as well as an explanation of the hearings process. This is a notice to inform you of a public hearing on this proposal and invite you to testify at this hearing. At the hearing the Design Commission will consider the proposal for the development described below.

The following information will tell you important information about this proposal. It is a summary of the administrative decision which you previously received.

Applicant/Appellant: Steven Maguire/Axis Design Group (503-284-0988)
11104 SE Stark/Portland, OR 97216

Owners Representative: David Pshick
Portland Management Properties II LLC (503-284-1105)
55 NE Broadway St/Portland, OR 97232

Site Address: 55 NE BROADWAY

Legal Description: BLOCK 1 LOT 1&2 N 29' OF LOT 3 S 16 2/3' OF LOT 5; LOT 6-8;
LOT 9&10 EXC PT IN ST; LOT 11-18, ELIZABETH IRVINGS ADD

Tax Account No.: R244900010
State ID No.: 1N1E27DD 07100
Quarter Section: 2830
Neighborhood: Eliot, contact Mike Warwick at 503-284-7010.

Business District: North-Northeast Business Assoc, contact Joice Taylor at 503-445-1321.
District Coalition: Northeast Coalition of Neighborhoods, contact Shoshana Cohen at 503-823-4575.
Plan District: Central City - Lloyd District
Zoning: EX & CXd – Central Employment & Central Commercial with design overlay
Case Type: DZ, Design Review
Procedure: Type II, an administrative decision with appeal to the Design Commission.

PROPOSAL:

The applicant seeks design review approval for exterior renovations and additions to the existing Broadway Toyota building in the Lloyd District subdistrict of the Central City Plan District. The proposal includes the following:

- New panelized aluminum skin system wrapping over portions of the existing concrete structure;
- One new 9.7 SF non-illuminated logo sign above the south façade main entry doors;
- Non-conforming upgrades done as new landscaping to L1 standards along the NE Broadway Street frontages of the lots directly to the south and east; and
- New internally illuminated glass and metal entry portal wall at the NE Broadway Street main entry.

Per Title 32 Sign Code, a Modification to total sign area on the Broadway Street frontage is required for the two signs attached to the internally-illuminated portal wall. The two proposed portal wall signs measure 189 SF in area. This is larger than the 100 SF size per sign allowed in this zone. However, the applicant is not seeking a Modification at this time and the two signs on the internally-illuminated portal wall have not been reviewed as part of this land use application. Design Review is required for exterior alterations and additions to existing development in the Lloyd District. Modification review is required for proposal elements that do not meet code standards.

RELEVANT APPROVAL CRITERIA:

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

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

Approval Criteria

The proposal **met** the following Lloyd District and Central City Fundamental Design Guidelines:

- A5. Enhance, Embellish, and Identify Areas.
- A5-6. Incorporate Landscaping as an Integral Element of Design.
- B1. Reinforce and Enhance the Pedestrian System.
- B7. Integrate Barrier-Free Design.
- C8. Differentiate the Sidewalk-Level of Buildings.
- C10-3. Use Light Colors.

Portions of the proposal, **except for the illuminated portal wall and portal wall signage**, met the following Lloyd District and Central City Fundamental Design Guidelines:

- A6. Reuse/Rehabilitate/Restore Buildings.
- A7-1. Maintain a Sense of Urban Enclosure When Single-Story Buildings are Set Back.
- B2. Protect the Pedestrian.

- C1-1. Integrate Parking.
- C1-2. Integrate Signs.
- C13. Integrate Signs.

The proposal **did not** meet the following Lloyd District and Central City Fundamental Design Guidelines:

- A4. Use Unifying Elements.
- A8. Contribute to a Vibrant Streetscape.
- B1-3. Design Projects to Attract Pedestrians to the Broadway/Weidler Corridor.
- B1-2. Incorporate Additional Lighting.
- C2. Promote Quality and Permanence in Development.
- C3. Respect Architectural Integrity.
- C3-1. Design to Enhance Existing Themes in the Broadway/Weidler Corridor.
- C4. Complement the Context of Existing Buildings.
- C10-1. Use Masonry Materials.
- C10-2. Design Exterior Building Walls that are Transparent in Glazed areas and Sculptural in Surface.
- C12. Integrate Exterior Lighting.

The following administrative decision was issued on Date Mailed March 2, 2012.

Administrative Decision:

Denial of the internally-illuminated portal wall; and

Approval for the following exterior renovations and additions to the existing Broadway Toyota building in the Lloyd District subdistrict of the Central City Plan District:

- New silver and red panelized aluminum skin system over portions of the existing concrete structure;
- One new 9.7 SF non-illuminated logo sign above the south façade main entry doors; and
- New landscaping to L1 standards along the NE Broadway Street frontages of the co-owned lots directly to the south and east.

Approved per the approved site plans, Exhibits C-1 through C-13 signed and dated February 27, 2012 subject to the following conditions:

- A. As part of the building permit application submittal, each of the 4 required site plans and any additional drawings must reflect the information and design approved by this land use review as indicated in Exhibits C.1-C.13. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 11-189250 DZ. No field changes allowed."

Review of the file: The complete Administrative Findings and Decision and all evidence on this case are now available for review at the Bureau of Development Services (BDS), 1900 SW Fourth Avenue, Suite 5000, Portland, OR 97201. Please call BDS at 503-823-7617 for an appointment to review the file. If the Administrative Findings and Decision are modified in any way, that report will be available 10 days prior to the hearing. Copies of information in the file can be obtained for a fee equal to the City’s cost for providing those copies. I can provide some information over the phone.

We are seeking your comments on this proposal. To comment, you may write or testify at the hearing. Please refer to the file number when seeking information or submitting testimony. In your comments, you must address the approval criteria as stated in the administrative report and decision which you previously received.

Written comments must be received by the beginning of the hearing and should include the case file number. Thank you for any information you can provide regarding this case. **Note:** If you have already written, it is not necessary to write again; your correspondence will be given to the Design Commission.

Any new written comments must be given to or mailed to the Design Commission, **Chris Caruso, Planner**, 1900 SW Fourth Avenue, Suite 4500, Portland, OR 97201. You may FAX your comments to the Committee or Commission at 503-823-5630.

A description of the Design Commission hearings process is attached. The decision of the Design Commission is final; any further appeal is 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 the Public Utility Building, 550 Capitol Street NE, Salem, Oregon 97301 [Telephone: 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.

For more information, call Chris Caruso, Planner at 503-823-5747 or email Chris.Caruso@portlandoregon.gov.

Attachments:

1. Zoning Map
2. Approved Site Plan
3. Appeal
4. Type II Appeal Hearings Process

cc: Design Commission
Representative/owner/applicant and appellant, if different.
Neighboring property owners within 150 feet.
All persons who wrote letters in response to this application per Decision Exhibit List.
Neighborhood Association(s)

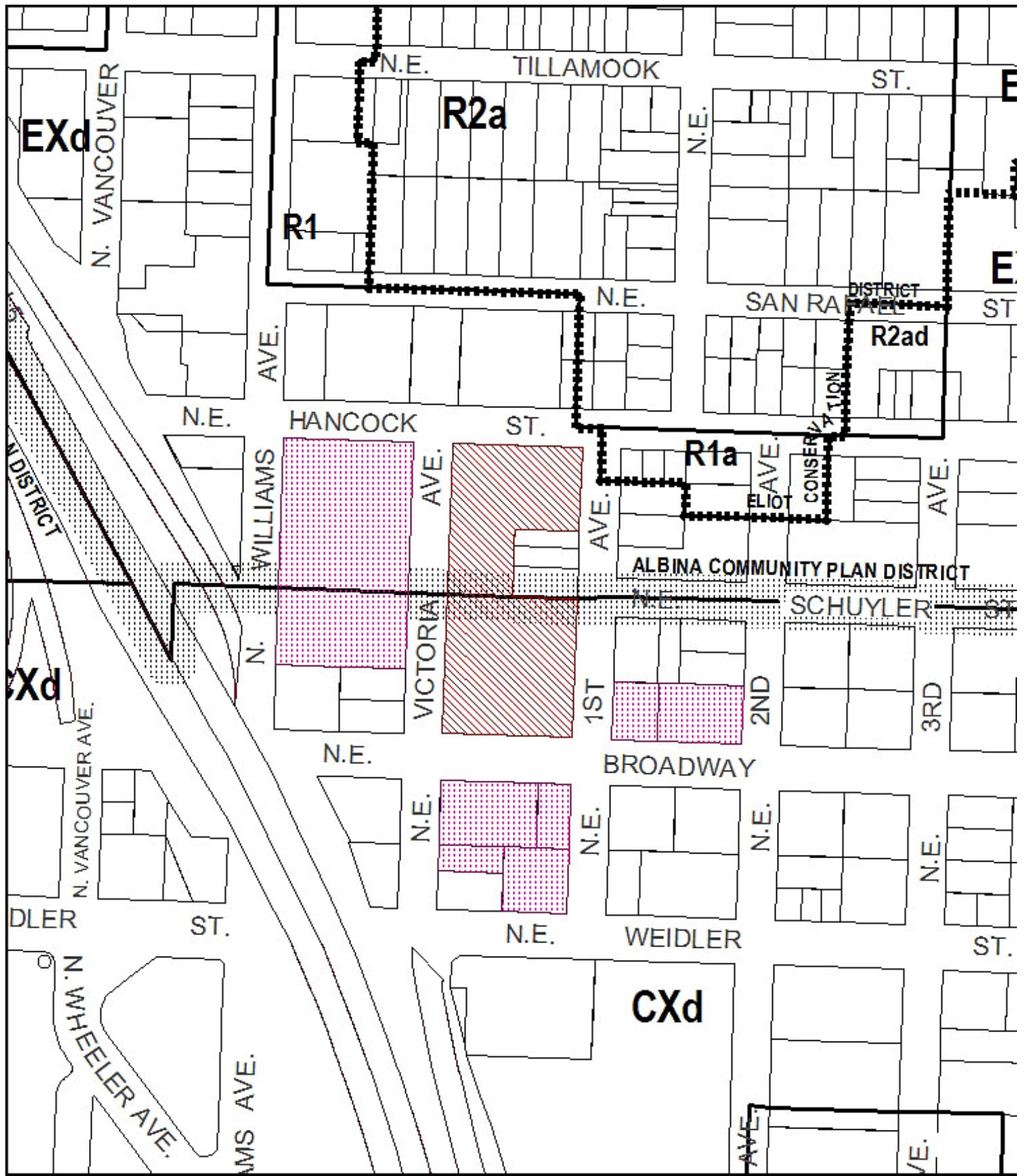
HEARING CANCELLATION

This public hearing will be cancelled if Portland Public Schools close due the inclement weather or other similar emergency. Check local television and radio reports for school closures. The hearing will be rescheduled for the earliest possible date. A renotification notice will not be sent. Contact the Bureau of Development Services at 503-823-7967, for immediate information regarding cancellations or rescheduling.

To attend the hearing, public transportation is available. Tri-Met buses stop near the BDS building on SW Fifth or Sixth Avenues at Hall or Harrison Streets. Call Tri-Met at 503-238-7433 (or www.trimet.org/schedule/allroute.htm) for routes and times. Hourly-rate public parking is available a half block south of the BDS building on Fourth Avenue.

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)

CC
(PLSOP 1-2000)
Appeal letter 10.17.95



ZONING

-  Site
-  Also Owned



File No.	LU 11-189250 DZ
1/4 Section	2830
Scale	1 inch = 200 feet
State_Id	1N1E27DD 7100
Exhibit	B (Nov 03, 2011)

© 2012 L&L DESIGN GROUP
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 PORTLAND, OR 97232
 PHONE: 503.281.1111
 FAX: 503.281.1111
 WWW.L&LDESIGN.COM

L&L DESIGN GROUP
 ARCHITECTS

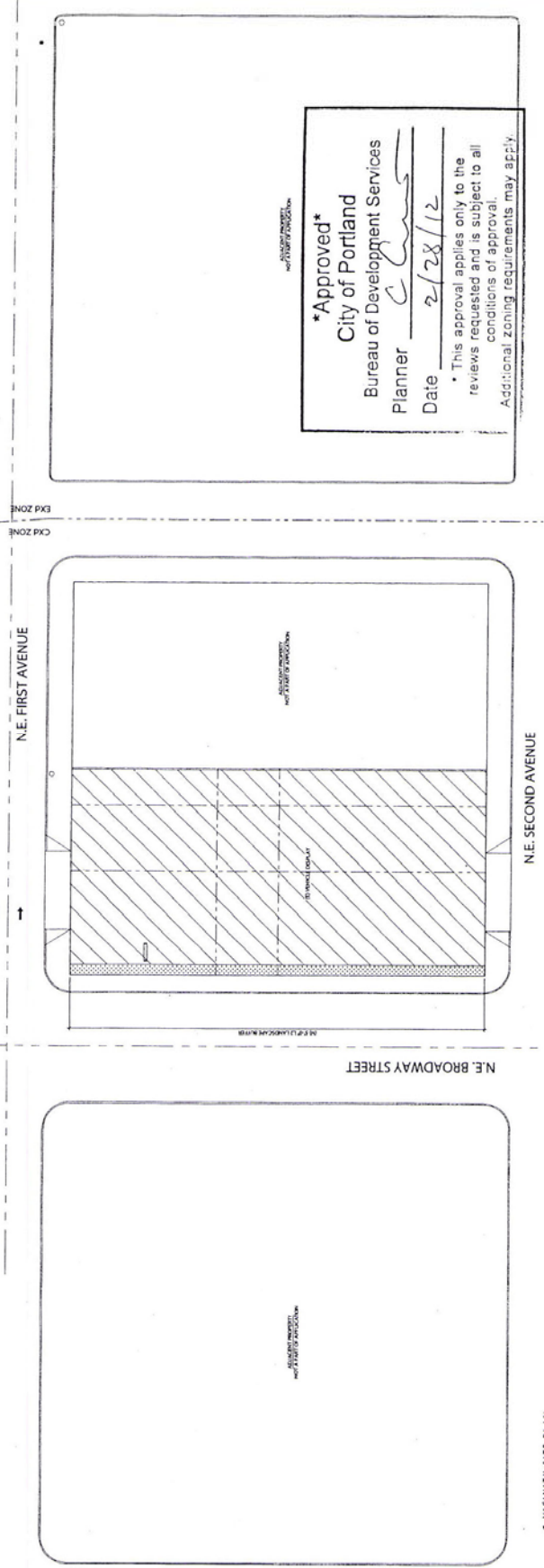
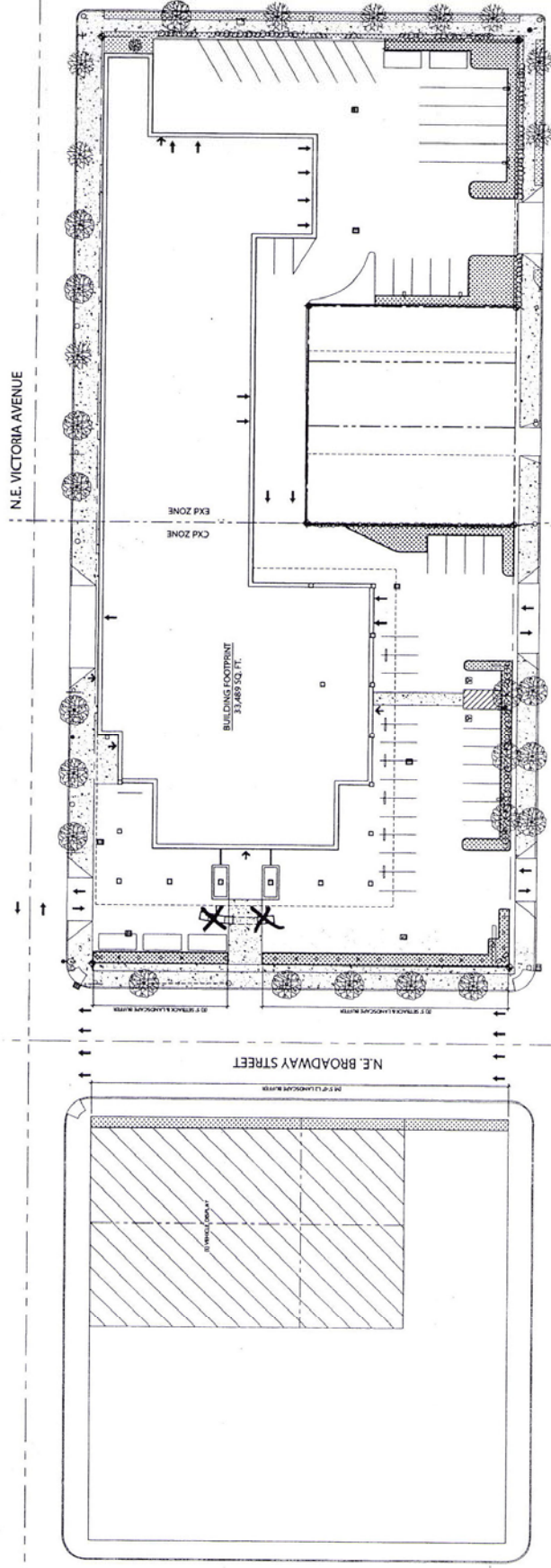
PROJECT:
 CLIENT:
 LANDSCAPE:
 MECHANICAL:
 ELECTRICAL:
 PLUMBING:
 FIRE PROTECTION:
 GENERAL CONTRACTOR:

BROADWAY
 TOYOTA

55 N.E. BROADWAY ST.
 PORTLAND, OR 97213



DATE:	07/30/2012
PROJECT NO.:	11-027
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PROJECT NO.:	11-027



Approved
 City of Portland
 Bureau of Development Services
 Planner *C. [Signature]*
 Date *2/28/12*

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

1 VICINITY SITE PLAN

LU 11-189250D2

EXH. C-1

A1.2



Type II and IIX Decision Appeal Form LU Number: 11-189250 DZ

FOR INTAKE, STAFF USE ONLY

Date/Time Received 3/16/12 2:50pm

Action Attached

Received By K. Freeman

Fee Amount \$250

Appeal Deadline Date 3/16/12

Fee Waived

Entered in Appeal Log 3/19/12

Bill # 3121912

Notice to Auditor

Unincorporated MC

Notice to Dev. Review email sent

Neighborhood Eliot

APPLICANT: Complete all sections below that apply to the proposal. Please print legibly.

The appeal must be filed by the deadline listed in the Decision

Development Site Address or Location 55 NE BROADWAY

Date 3/16/2012 Land Use Number LU 11-189250 DZ

Appellant's Name STEVEN MAWIRE / AXIS DESIGN GROUP

Street Address 1104 SE STARK ST.

City PORTLAND State OR Zip Code 97216

Day Phone 503.284.0988 FAX email STEVEN.M@AXISDESIGNGROUP.COM

Appellant's Interest in the case (applicant, neighbor, etc.) APPLICANT

Appellant's Statement Please describe how the proposal meets or does not meet approval criteria, or how the City erred procedurally. The statement must address specific approval criteria or procedures and include the appropriate code citation(s). The specific Zoning Code citations(s) must be included in your statement.

APPLICANT DISAGREES WITH THE PLANNING DEPARTMENTS INTERPRETATION OF THE PORTLAND SIGN CODE. SPECIFICALLY SECTION 32.24 MEASUREMENT 32.24.010 SIGN FACE AREA F. INDIVIDUAL ELEMENTS.

APPLICANT ALSO DISAGREES WITH STAFF'S OPINION THAT THE PROPOSED INTERNALLY ILLUMINATED GLASS ENTRY WALL IS VISUALLY DOMINANT IN THE DESIGN.

Appellant's Signature

To file this appeal, take the following to the Development Services Center

- This completed appeal form
An appeal fee as follows:
\$250, payable to City of Portland (no appeal fee is charged when appeal is filed by ONI recognized organizations for property within organization's boundaries); or
Fee waiver for low income individual approved (attach letter from Director) (not available for MC cases); or
Fee waiver for Unincorporated Multnomah County recognized organizations is signed and attached.

CASE NO. 11-189250 DZ
EXHIBIT H.1

A public hearing will be set before a review body. The land use review applicant and everyone who received the notice of the decision will receive notice of the appeal hearing date.

The appeal must be filed by the deadline listed in the Decision. To ensure the appeal is received within this deadline, the appeal should be filed in the Development Services Center at 1900 SW 4th Ave, 1st Floor, Suite 1500, Portland, Oregon, between 8:00 a.m. and 3:00 p.m. on Tuesday through Friday. On Mondays, and between 3:00 - 4:30 p.m. on Tuesday through Friday, the form(s) must be submitted at the Reception Desk on the 5th Floor.

Information about the appeal hearing procedure and fee waivers is on the back of this form.