



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

Ted Wheeler, Mayor
Rebecca Esau, Interim Director
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www.portlandoregon.gov/bds

Date: May 3, 2017
To: Interested Person
From: Tanya Paglia, Land Use Services
503-823-4989 / Tanya.Paglia@portlandoregon.gov

**NOTICE OF A PUBLIC HEARING ON A PROPOSAL
IN YOUR NEIGHBORHOOD**

CASE FILE: LU 17-139820 HRM
PC # 17-158381
University of Oregon Illuminated Marquee Sign
REVIEW BY: Landmarks Commission
WHEN: June 12, 2017, 1:30 PM
WHERE: CH2M Building
2020 SW Fourth Ave
Lincoln Conference Room, First Floor
Portland, OR 97201

Development has been proposed in your neighborhood requiring a land use review. The proposal, review process, and information on how to respond to this notice are described below. A copy of the site plan and zoning map are attached. I am the staff person handling the case. Please call me if you have questions regarding this proposal. Please contact the applicant if you have questions regarding any future development on the site.

Applicant: Cyndi Kracke | Security Signs, Inc
2424 SE Holgate Blvd
Portland, OR 97202

Gerding Edlen LLC
1477 NW Everett Street
Portland, OR 97209

Site Address: 38 NW DAVIS ST

Legal Description: BLOCK 8 LOT 1&4&5-8 TL 200, COUCHS ADD; BLOCK 8, CANCEL INTO R140322 / COUCHS ADD, BLOCK 8, LOT 1 TL 201; BLOCK 8, CANCEL INTO R140322 / COUCHS ADD, BLOCK 8, LOT 4 TL 202

Tax Account No.: R180200070, R180200060, R180200066
State ID No.: 1N1E34DB 00200, 1N1E34DB 00201, 1N1E34DB 00202
Quarter Section: 3030

Neighborhood: Old Town-China Town, contact Sarah Stevenson 503-226-4368 x2 or Zach Fruchtingarten 503-227-1515.

Business District: Old Town Chinatown Business Association, contact at chair@oldtownchinatown.org.

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

Plan District: Central City - River District

Other Designations: Non-contributing resource in the Skidmore Old Town Historic District, which was listed in the National Register of Historic Places on December 6, 1975.

Zoning: CXd – Central Commercial with Historic Resource Protection and Design Overlays

Case Type: HRM - Historic Resource Review w/Modification

Procedure: Type III, with a public hearing before the Landmarks Commission. The decision of the Landmarks Commission can be appealed to City Council.

Proposal:

The applicant is seeking Historic Resource Review approval for a proposal to add an illuminated 114 sq. ft. channel letter wall sign to the east elevation of a recently constructed building. The sign will have a LED lighting system by GE Tetra Max with sign luminance of 1,130 Nits. The new building was approved by the Landmarks Commission through a Type III Historic Resource Review, LU 14-211555 HRM, in December 2014. It is a non-contributing resource in the Skidmore Old Town Historic District. The 2014 decision carries a condition of approval that upper floor marquee signs be painted on the building and remain unlit. In order to gain approval for a sign that does not meet this condition, a Type III Historic Resource Review is required to remove that condition of approval.

The new building has frontages on NW 1st Avenue, NW Davis Street, NW Couch Street, and NW Naito Parkway. The proposed wall sign will be located on the east façade facing NW Naito towards the southeast corner of the building between the fourth and fifth floors. It will consist of 3'-0" high halo-lit aluminum letters with the entire sign spanning a width of 38'-0". The mounting fasteners for the letters will penetrate mortar joints only as will the conduit for the illumination, which will be routed immediately through the wall and remain completely hidden from view. The proposed signage will serve as identification for the building's anchor tenant, the University of Oregon Lundquist School of Business.

The new mixed-use, six story building sits on a three-quarter block site of approximately 29,100 sq. ft. with a building footprint of approximately 19,900 sq. ft. When fully complete, the building will include 65 residential units (top 2 floors), 62,813 sq. ft. of office use (floors 1-4), 11,840 sq. ft. of university space, and 4,845 sq. ft. of retail (ground floor). Primary cladding will be light colored brick, with other materials to include stucco, metal, and concrete with glazed fiberglass storefront windows at the ground floor.

The subject site is located in the Skidmore/Old Town Historic District. Its block abuts six buildings which are contributing to the district, three of which have landmark designation. To the immediate east of the site are Waterfront Park, the Japanese American Historical Plaza and the Willamette River. The site is within a five minute walk of a number of other parks and amenities. Park and open space areas within a quarter-mile from the site include the Lan Su Chinese Garden to the north, and North Park Blocks to the west.

Other amenities local to the site include numerous commercial, retail, tourism, government and institutional establishments ranging from the Oregon College of Oriental Medicine, to Voodoo Donuts, the corporate headquarters for Pendleton Woolen Mills, the Darcelle XV Showplace, MercyCorps Headquarters, the entranceway to the Portland Shanghai tunnels, and Portland Fire Station One. The site is well served by public transportation within a five minute walk and is located within a pedestrian district.

A Modification is requested to the Sign Code *Standards in the Commercial, Employment, and Industrial Zones* (32.32.020) to allow a sign area greater than 100 sq ft in the CX zone.

Historic Resource Review is required because the proposal is for non-exempt exterior alterations in a historic district.

Relevant Approval Criteria:

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

- 33.846 Historic Resource Review
- Design Guidelines for the Skidmore/Old Town Historic District (2016 version)
- Central City Fundamental Design Guidelines
- 33.846.070 Modifications Considered During Historic Resource Review

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. This application was submitted on March 23, 2017 and determined to be complete on April 27, 2017.

DECISION MAKING PROCESS

The Bureau of Development Services will be making a recommendation on this proposal; our report and recommendation will be available 10 days before the hearing. The Staff report will be posted on the Bureau of Development Services website. Look at www.portlandonline.com. On the left side of the page use the search box to find Development Services, then click on the Zoning/Land Use section select Notices and Hearings. Land use review notices are listed by the District Coalition shown at the beginning of this document. 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 <http://www.portlandonline.com/auditor/index.cfm?c=28197>.

The neighborhood association, listed on the first page of this notice, may take a position on this application and may have scheduled an open meeting prior to making their recommendation to the Bureau of Development Services. Please contact the person listed as the neighborhood contact to determine the time and date of this meeting.

To comment, you may write to the Bureau of Development Services, 1900 SW Fourth Ave., Suite 5000 or FAX your comments to 503-823-5630; or you may testify at the hearing. In your comments, you should address the approval criteria. The Hearings Officer does not accept comments via e-mail. Please refer to the file number when seeking information or submitting testimony. Written comments must be received by the end of the hearing. The applicant and Planning staff will be at the hearing to answer questions and respond to comments. The general order of appearance for oral testimony at the hearing is as follows: Bureau of Development Services staff report, applicant testimony, testimony of interested parties who wish to ask questions or testify, staff response and closing comments, and applicant's closing comments. Landmarks Commission will make a decision about this proposal at the hearing or will grant a continuance.

The applicant and proponents have the burden of proof to show that each and every element of the approval criteria are satisfied. In order to prevail, the opponents must persuade the Landmarks Commission to find that the applicant has not carried the burden of proof with regard to one or more of the approval criteria. The opponents may also explain to the Landmarks Commission how or why the facts asserted by the applicant are not supported by evidence in the

record. Opponents may wish to recommend conditions of approval which will make the proposal more acceptable, if approved.

Prior to the conclusion of the hearing before the Landmarks Commission, any participant may request an opportunity to present additional evidence or testimony regarding the application. If such a request is made, the record will be held open for seven days to receive the new evidence and the record shall be held open for at least an additional seven days to provide the other parties an opportunity to respond to that new evidence.

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 extended at the request of the applicant.

APPEAL PROCESS

You can appeal the decision of the Landmarks Commission to the City Council. If appealed, City Council will hold an evidentiary hearing. New evidence can be submitted to the City Council in the event of an appeal of an evidentiary hearing

A fee is charged for appeals. Recognized neighborhood associations may qualify for an appeal fee waiver. The City Council's decision may be appealed to the Oregon Land Use Board of Appeals (LUBA).

Failure to raise an issue in person or in writing by the close of the record at or following the final evidentiary hearing on this case may preclude an appeal to LUBA on that issue. Also, if you do not provide enough detailed information to the Landmarks Commission, they may not be able to respond to the issue you are trying to raise. In such a situation an appeal to LUBA based on that issue may not be allowed.

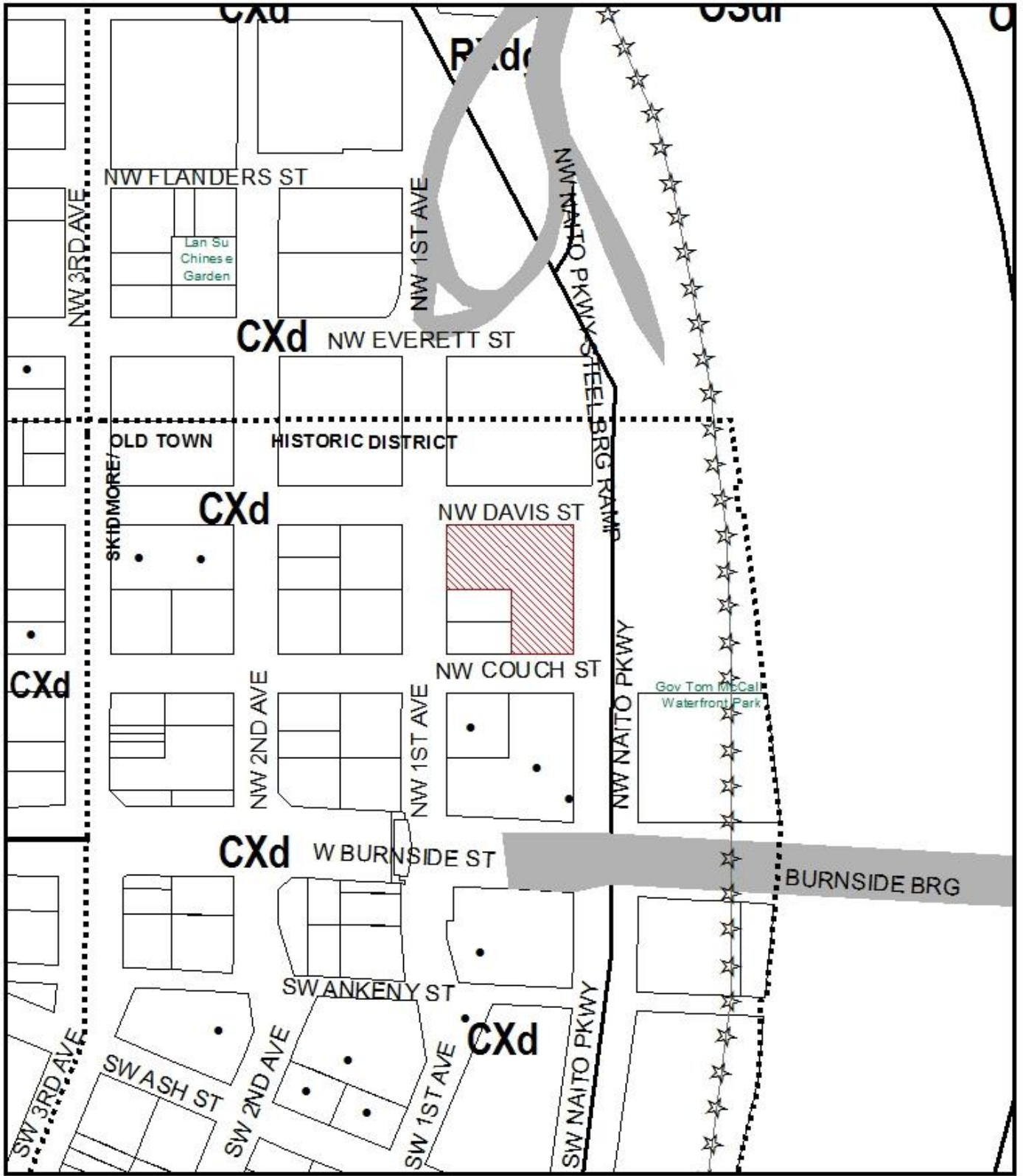
HEARING CANCELLATION

This public hearing will be cancelled if Portland Public Schools close due to 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. Please call the Bureau of Development Services at 503-823-7617, for information regarding cancellations or rescheduling.

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

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).

Enclosures: Zoning Map, Site Plan, East Elevation and Enlarged Sign Elevation



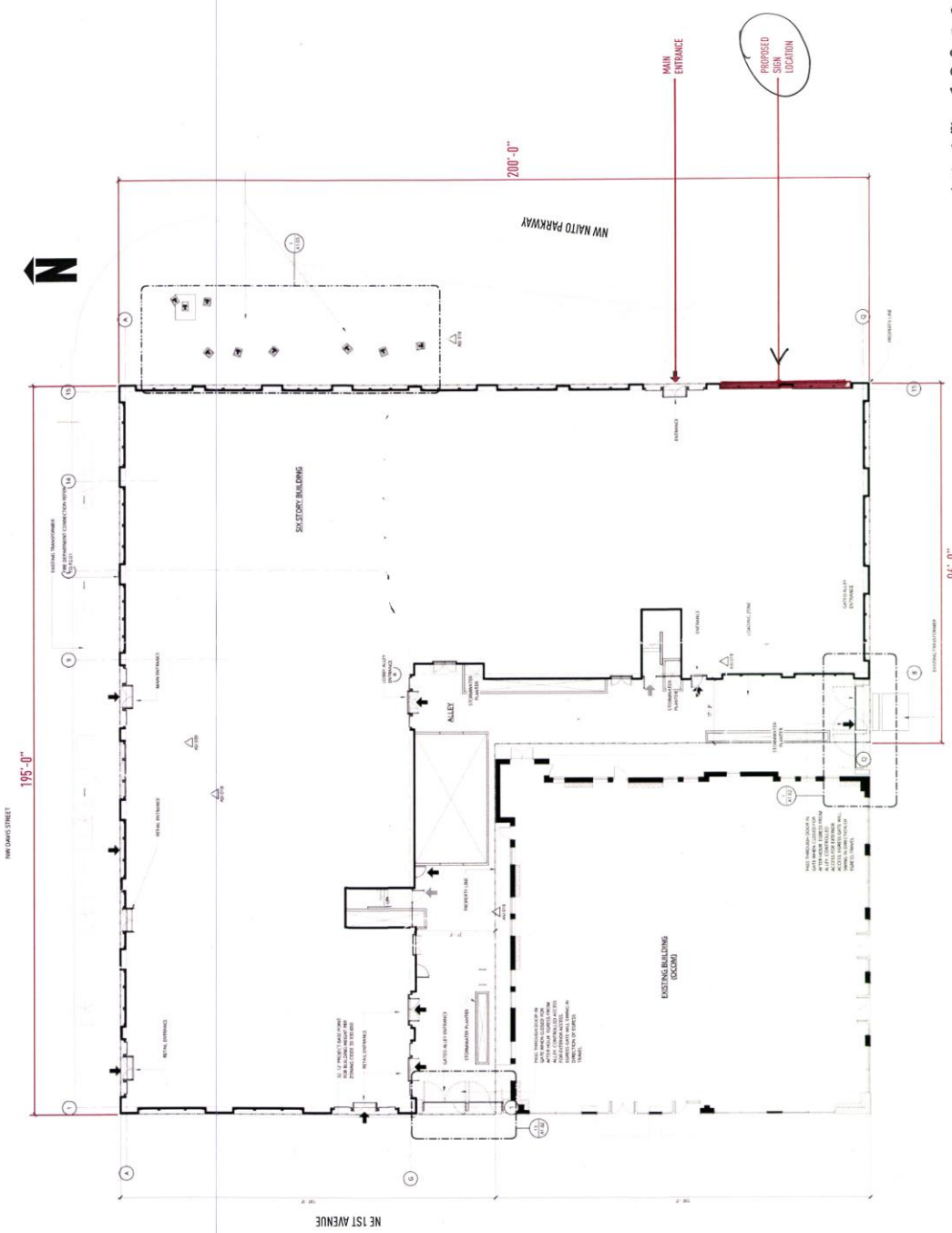
ZONING



This site lies within the:
 CENTRAL CITY PLAN DISTRICT
 RIVER DISTRICT SUBDISTRICT
 SKIDMORE / OLD TOWN HISTORIC DISTRICT

- Site
- Recreational Trails
- Historic Landmark

File No.	LU 17-139820 HRM
1/4 Section	3030
Scale	1 inch = 200 feet
State_Id	1N1E34DB 200
Exhibit	B (Mar 28, 2017)



LA 17-139820 HRM

NW COUCH STREET

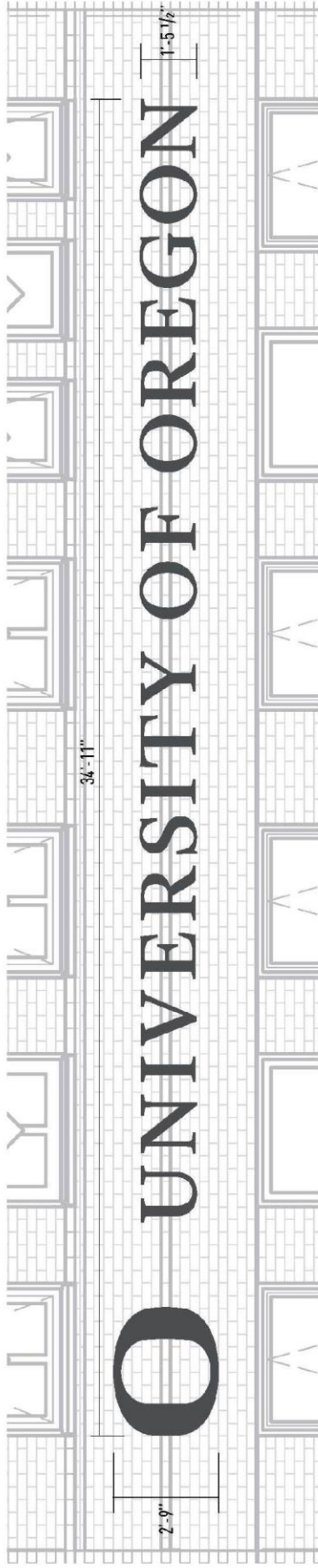
96'-0"

UNIVERSITY OF OREGON, 38 NW DAVIS ST

0a2217

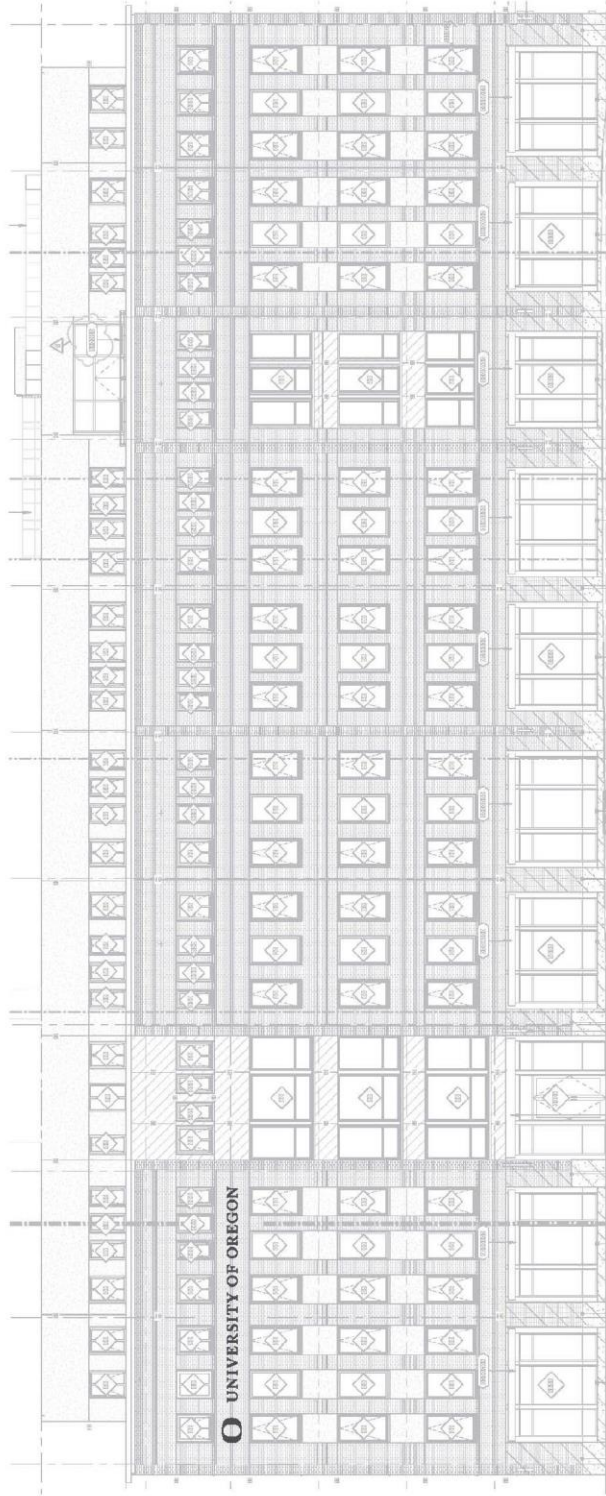


Site plan



END VIEW

SIGN ELEVATION
Scale: 3/8" = 1'



EAST ELEVATION - NW NAITO PARKWAY
Scale: 1/16" = 1'

ELEVATION REFERENCES ANRGM MOJSAH SHEET A.307 DATED 11.25.2014