

Bureau of Development Services - Land Use Services Division
Refund Request Form for Void/Withdrawn/Cancelled Application/Case/Appointments

PLANNER: Complete Upper Section of this form. Submit form to Section or Division Manager for authorization.

Today's Date:

Intake Date:

To: BDS Administration Section, A/P

From:

(Required if case 6+ months old)

Approved by Manager: Digitally signed by Douglas Hardy
Date: 2017.05.01 14:26:33 -07'00'

Division Manager:

Case Number:

Refund of Service Bureau Fees:

▪ Reviewed by Service Bureaus ☒ No (100% refund) ☐ Yes (No Refund)

* If over \$1,000 dollars has been paid to PBOT, Section Manager check with PBOT for possible partial refund.

Refund of Hearings Officer Fee

▪ Did hearing occur? ☒ No (100% refund) ☐ Yes (No Refund)

Write an explanation on the lines provided below. Your explanation will go into TRACS. If there are concurrent reviews, and one or more are withdrawn, identify which reviews are withdrawn. Special Refund Instructions.

Request modified to satisfy requirements of previous land use approval. Land Use Review no longer required.

Is the case now considered inactive? ☒ No ☐ Yes If yes, please attach the case file.

Please check the appropriate situation.

☒ **(A) Unnecessary fees/Review** When a fee is accepted for a land use review that is later found to not be required, a full refund of all land use review fees for the unnecessary review will be given. If there are concurrent reviews, identify in the explanation box above which review is being withdrawn.

☐ **(B) Errors** - When an error is made in calculating a fee, overpayment will be refunded.

☐ **(C) Void Land Use Review or Final Plat** (Zoning Code Section 33.730.060.A.2.d) - The fee is non-refundable.

☐ **(D) Withdrawn Application**

Application Withdrawn:	Percent Refund of LUS Fee
1. Early Assistance Appointment	
<input type="checkbox"/> At least 7 days prior to the appointment.	50% of LUS fee
2. Final Plat	
<input type="checkbox"/> After staff sends the first redlines or plat comments to the customer.	50% of LUS fee
<input type="checkbox"/> After staff sends the second redlines or plat comments to the customer.	25% of LUS fee
3. Land Use Review - Type I, II or IIX	
<input type="checkbox"/> Before the Notice of Proposal is sent to P&D.	75% of LUS fee (amount retained should not be less than \$200 or more than \$1,500)
<input type="checkbox"/> After the Notice of Proposal is sent to P&D, but before staff sends the Notice of Decision to P&D.	25% of LUS fee (amount retained should not be less than \$300 or more than \$4,000)
4. Land Use Review - Type III or IV	
<input type="checkbox"/> Before the Request for Response is sent to the infrastructure bureaus.	75% of LUS fee (amount retained should not be less than \$400 or more than \$2,000)
<input type="checkbox"/> After the Request for Response is sent to the infrastructure bureaus, but before the Notice of Public Hearing is sent to P&D.	50% of LUS fee (amount retained should not exceed \$7,000)
<input type="checkbox"/> After the Notice of Public Hearing is sent to P&D, but before the staff recommendation is published.	30% of LUS fee (amount retained should not exceed \$10,000)

<input type="checkbox"/> Before the staff sends the conference information to the infrastructure bureaus.	75% of LUS fee
<input type="checkbox"/> After staff sends the conference information to the infrastructure bureaus, but at least 7 days prior to the conference.	50% of LUS fee
<input type="checkbox"/> Within 6 days prior to the conference.	25% of LUS fee

☐ (E) Appeal Fees

Full refund if the following are met:

1. Type III – Appellant prevailed, and no new evidence presented at appeal hearing.
2. Type II, IIx and III – Appellant prevailed by:
 - a. overturning the lower decision-maker's decision; or
 - b. persuading the appellate decision-maker to modify the lower decision-maker's decision in the appellant's favor for one or more of the reasons identified in the appeal.

It is not necessary for the appellant to prevail on all of the issues raised. Prevailing on just one issue is sufficient.

☐ (F) No refund (They do not qualify for any of the partial refunds provided for in D above)

1. Appeal fees are nonrefundable, except as provided for in Subsection E.

☐ (G) Letter waiving LUS Fee (fees waived by Director) Amount reduced \$_____/_____% Attached waiver letter.

☐ (H) Special Circumstances/Refund arrangements per Division Manager or Section Manager.

☐ (I) Public Registry (PR)

- ☐ LUS 100% Refund -Unnecessary fees or review
- ☐ LUS 75% Refund - Completeness check only, check sheet NOT sent or completed
- ☐ LUS 50% Refund - First checksheet sent, minimal staff time spent, bureau comments returned
- ☐ LUS 25% Refund- Second checksheet sent, comprehensive staff review

EMAIL THIS FORM TO LUS TECHS AFTER ALL FIELDS ABOVE FILLED IN AS NEEDED.
FIELDS BELOW WILL BE FILLED IN BY THE LUS TECHS.

Refunds:

LUS TECH STAFF: Initial and date after data entry: RJ

Date: 5/1/2017

Fee Code	242	<input checked="" type="checkbox"/> Full	<input type="checkbox"/> Partial	%		Refund of \$	1800.00
Fee Code	324	<input checked="" type="checkbox"/> Full	<input type="checkbox"/> Partial	%		Refund of \$	344.00
Fee Code	373	<input checked="" type="checkbox"/> Full	<input type="checkbox"/> Partial	%		Refund of \$	278.00
Fee Code	404	<input checked="" type="checkbox"/> Full	<input type="checkbox"/> Partial	%		Refund of \$	115.00
Fee Code	711	<input checked="" type="checkbox"/> Full	<input type="checkbox"/> Partial	%		Refund of \$	50.00
Fee Code	1090	<input checked="" type="checkbox"/> Full	<input type="checkbox"/> Partial	%		Refund of \$	116.00
Fee Code	2504	<input checked="" type="checkbox"/> Full	<input type="checkbox"/> Partial	%		Refund of \$	100.00
Fee Code		<input type="checkbox"/> Full	<input type="checkbox"/> Partial	%		Refund of \$	
Fee Code		<input type="checkbox"/> Full	<input type="checkbox"/> Partial	%		Refund of \$	
Fee Code		<input type="checkbox"/> Full	<input type="checkbox"/> Partial	%		Refund of \$	

Please process a refund in the amount of \$ 2803.00 to:

Company Name Integrity Signs Oregon
Contact Person Jaylene Paulus
Mailing Address PO Box 88
City/State/Zip Hubbard, OR 97032

Original Payment Type

- ☒ Check
- ☐ Cash
- ☐ Card

Vendor # _____ Authorization # _____

Kienholz, Don

From: Kienholz, Don
Sent: Monday, March 27, 2017 11:14 AM
To: 'Jaylene'
Subject: RE: LU 17-137788 AD - Sign Adjustment for MattressFirm

Hi Jaylene,

I reviewed the packet and now that the proposed Sign B is the same dimensions of the previously approved sign on the back of the building from LU 15-260088 AD, the Adjustment Land Use Review is not required. The approval for LU 15-260088 AD is good for three years and the approval is not for specific text – rather the approval is for the size and location of the sign. You should be able to obtain the necessary permits from the Development Services Center now with the new set of plans and this email. If they have questions, they can call me at the number in my signature below. As I noted in our phone conversation, I'll initiate the fee refund.

Don Kienholz, Senior City Planner

City of Portland - Bureau of Development Services
Land Use Services Division, Title 33 Section
1900 SW Fourth Ave, Suite 5000
Portland, OR 97201

Email: Don.Kienholz@portlandoregon.gov

Phone: 503-823-7771

Hours: Monday through Friday, 8:30 AM to 5:00 PM

From: Jaylene [<mailto:jaylene@integritysignsoregon.com>]
Sent: Monday, March 27, 2017 10:52 AM
To: Kienholz, Don <Don.Kienholz@portlandoregon.gov>
Subject: RE: LU 17-137788 AD - Sign Adjustment for MattressFirm

Hi Don ~

Thank you for this opportunity to revise the sign in order to possibly waive the Adjustment review. The Customer has revised the drawing of sign B (rear elevation sign) according to your email below. Take a look and let me know what our next step is.

Thanks much!

Jaylene Paulus

Integrity Signs Oregon
503-981-3743

Mailing Address:

PO Box 88
Hubbard, OR 97032

NEW! Physical Shipping & Receiving Address:

5020 Brooklake Rd NE
Salem OR 97305

From: Kienholz, Don [<mailto:Don.Kienholz@portlandoregon.gov>]
Sent: Friday, March 24, 2017 12:45 PM
To: jaylene@integritysignsoregon.com
Subject: LU 17-137788 AD - Sign Adjustment for MattressFirm

Hello Jaylene,

I'm the planner who's been assigned your application for an Adjustment to the sign size for the Mattress Firm store on Hayden Island. I may have some good news for you. I reviewed the previous permit that was finalized last year and see that the newly proposed sign is slightly wider (approximately half an inch) and slightly shorter (by approximately 2 inches). If you are able to get the new sign to fit into the same 'box' so to speak of height and width, then this review would be unnecessary since the placement is the same. Are you able to shave off that extra half-inch on the proposal? If not, that's ok. It will go through the review but based on the previous approval, I don't see any issues with the request.

Let me know your thoughts. I'm heading out of the office and am not sure if I'll be back in today so we can touch base next week if you like.

Have a good afternoon,

Don Kienholz, Senior City Planner

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Land Use Services Division, Title 33 Section
1900 SW Fourth Ave, Suite 5000
Portland, OR 97201

Email: Don.Kienholz@portlandoregon.gov

Phone: 503-823-7771

Hours: Monday through Friday, 8:30 AM to 5:00 PM

Kienholz, Don

From: Kienholz, Don
Sent: Friday, March 24, 2017 12:45 PM
To: 'jaylene@integritysignsoregon.com'
Subject: LU 17-137788 AD - Sign Adjustment for MattressFirm

Hello Jaylene,

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Let me know your thoughts. I'm heading out of the office and am not sure if I'll be back in today so we can touch base next week if you like.

Have a good afternoon,

Don Kienholz, Senior City Planner

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Land Use Services Division, Title 33 Section
1900 SW Fourth Ave, Suite 5000
Portland, OR 97201

Email: Don.Kienholz@portlandoregon.gov

Phone: 503-823-7771

Hours: Monday through Friday, 8:30 AM to 5:00 PM

Proposed Sign
on Rear
(West) wall

22'-5 1/8"

SLEEP & TRAIN

38 7/8"
26 7/8" (sl)
26" (l)

COLOR KEY

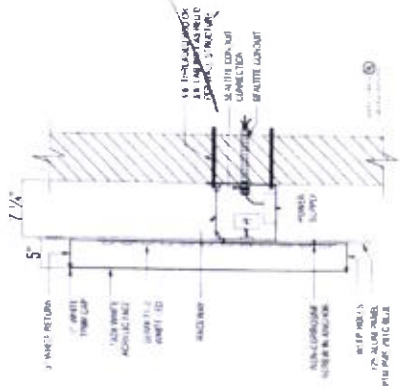
- 1 7328 White Plex
- 2 3M 3630-97 Bristol Blue for Train
- 3 .125 Alum. Panel, PMS 294C Blue

SCALE: 1/4" = 1'-0"

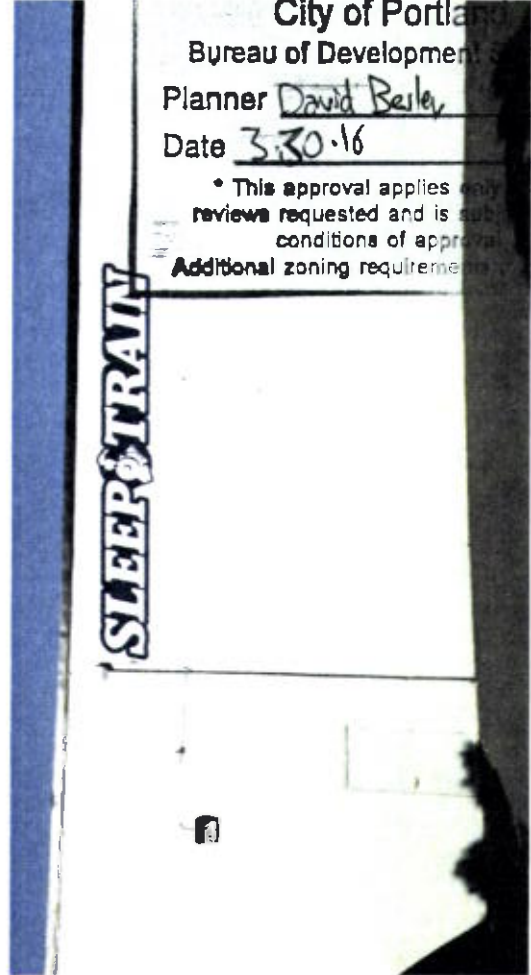


Remove existing Banner
Mfg. & Install (1) ONE set led internally illuminated channel letters
mounted on contour cut .125 alum. backer panel.

FACE: 7328 White Plex
RETURN: 5" Alum. White
TRIMCAP: 1" White
ILLUM: GEMX 71-2 White led
INSTALL: Raceway Mounted, PTM Building Color



Existing



Proposed

CASE NO W 15-260088 AD
EXHIBIT C2

Approved
City of Portland
Bureau of Development
Planner David Beley
Date 3.30.16

• This approval applies only
reviews requested and is sub
conditions of approval
Additional zoning requirements

Revision:
R3) Add rear elevation Sign

9/28/15 as

Project ID# **107586**

Project Manager:
B. Merritt

Date:
3/8/15

Designer:
Brian K.

Client:

Sleep Train

Location:

Delta Park

1200N Hayden Meadows Dr.

Portland, OR 97217



southwestsigns.com
(210) 648-3221 / 800-927-3221

CASE # LU 15-260088

SLEEP & TRAIN

Mfg & Install (1) ONE" set led internally illuminated channel letters
mounted on contour cut 125 alum. backer panel

FACE: 7328 White Plex

RETURN: 5" Alum, White

TRIMCAP: 1" White

ILLUM: GENX 71.2 White led

INSTALL: Raceway mounted

BTM SW-7057 Silver strand

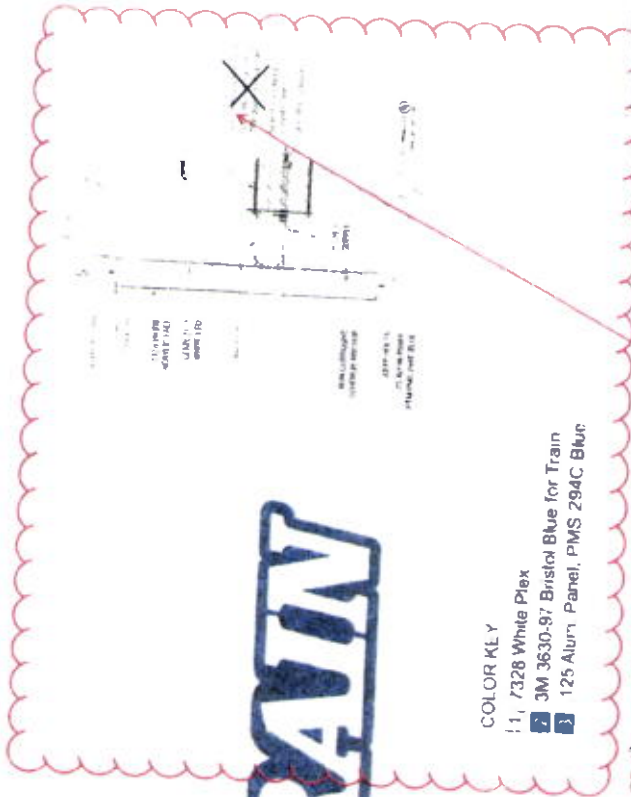
COLOR KEY

1, 7328 White Plex

2 JM 3630-97 Bristol Blue for Train

3 125 Alum. Panel, PMS 294C Blue

TOTAL OF 1 1/2" DIA. POWERS TOGGLE BOLTS
THROUGH PLYWOOD SHEATHING. SPACE 6
ANCHORS EQUALLY ALONG THE TOP AND
BOTTOM OF THE RACEWAY



Approved
City of Portland

Bureau of Development Services

Planner David Basley

Date 3-30-16

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

CASE NO. LU 15-260088 AD
EXHIBIT C-3

Applicant Information

- Identify the primary contact person, applicant, property owner and contract purchaser. Include any person that has an interest in your property or anyone you want to be notified. Information provided, including telephone numbers and e-mail addresses, may be included in public notices.
- For all reviews, the applicant must sign the Responsibility Statement.
- For land divisions, all property owners must sign the application.

What contact below do you want recording documents sent to: applicant - Jaylene Paulus

PRIMARY CONTACT, check all that apply ☒ Applicant ☐ Owner ☐ Other

Name Jaylene Paulus Signature Jaylene Paulus

Company/Organization Integrity Signs Oregon

Mailing Address P.O. Box 88

City Hubbard State OR Zip Code 97032

Day Phone 503-981-3743 FAX 0 email Jaylene@integritysigns

Check all that apply ☐ Applicant ☐ Owner ☐ Other oregon.com

Name _____ Signature _____

Company/Organization _____

Mailing Address _____

City _____ State _____ Zip Code _____

Day Phone _____ FAX _____ email _____

Check all that apply ☐ Applicant ☐ Owner ☐ Other _____

Name _____ Signature _____

Company/Organization _____

Mailing Address _____

City _____ State _____ Zip Code _____

Day Phone _____ FAX _____ email _____

Check all that apply ☐ Applicant ☐ Owner ☐ Other _____

Name _____ Signature _____

Company/Organization _____

Mailing Address _____

City _____ State _____ Zip Code _____

Day Phone _____ FAX _____ email _____

Responsibility Statement As the applicant submitting this application for a land use review, I am responsible for the accuracy of the information submitted. The information being submitted includes a description of the site conditions. I am also responsible for gaining the permission of the owner(s) of the property listed above in order to apply for this review and for reviewing the responsibility statement with them. If the proposal is approved, the decision and any conditions of the approval must be recorded in the County Deed Records for the property. The City of Portland is not liable if any of these actions are taken without the consent of the owner(s) of the property. In order to process this review, City staff may visit the site, photograph the property, or otherwise document the site as part of the review. I understand that the completeness of this application is determined by the Director. By my signature, I indicate my understanding and agreement to the Responsibility Statement.

Print name of person submitting this application Jaylene Paulus

Signature Jaylene Paulus

Phone number 503-981-3743 Date 2/20/17

2



City of Portland, Oregon - Bureau of Development Services

1900 SW Fourth Avenue - Portland, Oregon 97201 | 503-823-7300 | www.portlandoregon.gov/bds



Land Use Review Application

File Number: LU 17-137788 AD

FOR INTAKE, STAFF USE ONLY

Date Rec 3/20/17 by ejd

☐ Type I ☐ Type Ix ☒ Type II ☐ Type Iix ☐ Type III ☐ Type IV

LU Reviews AD

☒ [N] Unincorporated MC

[Y] [N] Flood Hazard Area (LD & PD only)

[Y] [N] Potential Landslide Hazard Area (LD & PD only)

NO DOGAMI / NO 100YR FLOODPLAIN

Qtr Sec Map(s) 2029 Zoning CGH

Plan District NONE

Historic and/or Design District NONE

Neighborhood East Columbia

District Coalition NPNS

Business Assoc Columbia Corridor

Related File # 15-260088LUAD

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

Development Site 1170-1210

Address or Location 1200 N Hayden Meadows Dr

Cross Street N Whitaker Rd

Sq. ft./Acreage _____

Site tax account number(s) Block 2 Lot 2 TL 500

R 204701310 R 146530 R 204701310 R 146530

R _____

R _____

R 204701310 R 146530

R _____

Adjacent property (in same ownership) tax account number(s)

R _____

R _____

R _____

Describe project (attach additional page if necessary)

Remove Sleep Train wall sign on rear elevation approved by
WER 15-260088 AD approved 4/6/16

Install new Mattress Firm wall sign - same size
Same placement.

Describe proposed stormwater disposal methods

Identify requested land use reviews Sign Adjustment

• **Design & Historic Reviews** - For new development, provide project valuation.

\$ _____

For renovation, provide exterior alteration value.

\$ _____

AND provide total project valuation.

\$ _____

• **Land Divisions** - Identify number of lots (include lots for existing development).

New street (public or private)?

☐ yes ☐ no

continued / over



Delta Park
1220N Hayden Meadows Dr

SIGN A	27" Mattress Firm linear
	Type: Channel Ltrs w/ Backer on a Raceway
	Illumination: Internally Illuminated LED
Square Footage: 81.27	
SIGN B	25 1/4" Mattress Firm linear
	Type: Channel Ltrs w/ Backer on a Raceway
	Illumination: Internally Illuminated LED
Square Footage: 72.60	
SIGN C	Mattress Firm
	Type: New replacement vinyl for existing 3/16" white polycarbonate panel
	Actual Size: 18 1/4" x 95 1/2"
Viewable Size: 16" x 92 1/2"	
Square Footage: 12.00	

RECEIVED

MAR 27 2017



R1

REVISION

Project ID#: 110839
Project Mgr: Cheryl Roberts
Designer: Mike DeMarco
Created on: 03/27/2017

Mattress Firm - AX 526036
Delta Park
1220 N Hayden Meadows Dr
Portland, OR

apexsigngroup.com





Delta Park
1220N Hayden Meadows Dr

Aircraft Overlay Zone Size Allocation: *1-sq. ft per ft of primary bldg. wall if a freestanding sign is also on the same street frontage. *1-1/2 sq. ft. per 1-ft pf primary bldg wall if there is no freestanding sign on the same street frontage.-No limit w/in size allocation.
Maximum area per Sign-- 200 sq. ft. Min. Guaranteed sign area for a ground floor tenant space--32 ft. Fascia allowed.
Freestanding Signs-Max.# 1-per site of 1 per 300 sq. ft. of Arterial Street frontage
Size Limit--200 sq. ft Max. height-- 25 ft.
Changing Image Sign Features are allowed
Lighting-Direct, Indirect, or internal
Max. Distance Extending into R.O.W-6-1/2 ft or 2/3 of distance to Roadway, whichever is less.
Max. Area extending into ROW-- 30sq. ft.
BANNERS--up to 3 banners no larger than 32 sq. ft. in size. installed on each bldg. wall

No sign criteria. Use city code

X Landlord Approval (Signage)

City Code

Landlord Criteria

2



Apex Sign Group is the industry's largest sign manufacturer and installer. We have a proven track record of providing high quality signs and graphics for a wide variety of businesses and organizations. Our experienced staff and state-of-the-art equipment ensure that every sign is made to order and meets the highest standards of quality and safety.

Mattress Firm - AX 526036
Delta Park
1220 N Hayden Meadows Dr
Portland, OR

Project ID#: 110839
Project Mgr: Cheryl Roberts
Designer: Mike DeMarco
Created on: 03/27/2017

REVISION
R1

SIGN A	27" Mattress Firm linear
Type:	Channel Lf's w/ Becker on a Raceway
Illumination:	Internally Illuminated LED
Square Footage:	81.27



Existing



Front Elevation (North East)

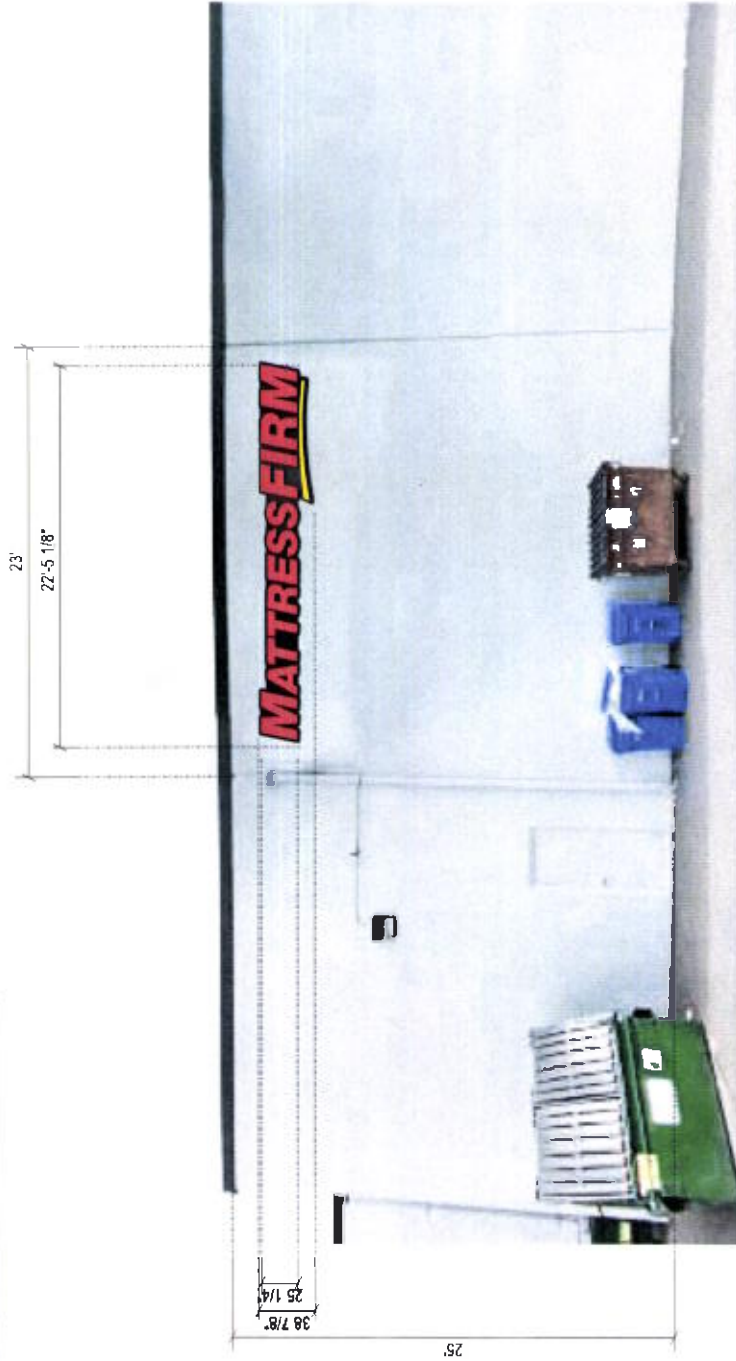
Scale: 1/8" = 1'-0"

Allowable Square Footage this Elevation:	97.00
Actual Square Footage this Elevation:	81.27

3

		Mattress Firm - AX 526036 Della Park 1220 N Hayden Meadows Dr Portland, OR	Project ID#: 110839 Project Mgr: Cheryl Roberts Designer: Mike DeMarco Created on: 03/27/2017	R1 REVISION	

SIGN B	25 1/4" Mattress Firm linear
Type:	Channel Ltrs w/ Backer on a Raceway
Illumination:	Internally Illuminated LED
Square Footage:	72.60



Rear Elevation (South West)

Scale: 1/8" = 1'-0"



Existing

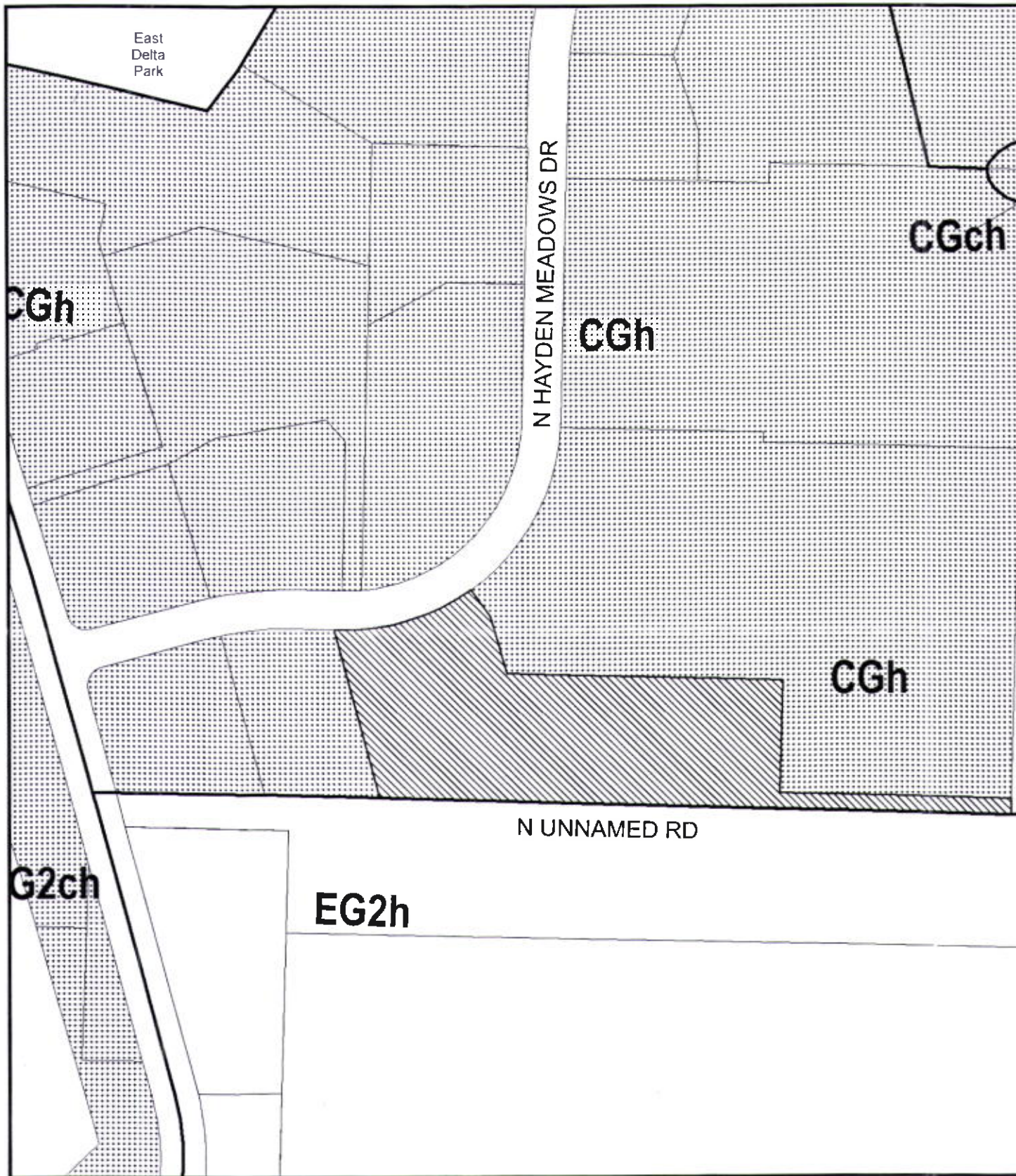
RECEIVED

MAR 27 2017

Allowable Square Footage this Elevation:	75.00
Actual Square Footage this Elevation:	72.60

4




Apex SIGN GROUP		Mattress Firm - AX 526036 Delia Park 1220 N Heyden Meadows Dr Portland, OR	Project ID#: 110839 Project Mgr: Cheryl Roberts Designer: Mike DeMarco Created on: 03/27/2017	REVISION R1	



ZONING



NORTH

-  Site
-  Also Owned Parcels
-  Recreational Trails

File No.	LU 17-137788 AD
1/4 Section	2029
Scale	1 inch = 200 feet
State_Id	1N1E03C 500
Exhibit	B (Mar 23, 2017)



CITY OF
PORTLAND, OREGON
BUREAU OF DEVELOPMENT SERVICES
1900 SW 4th Ave., Suite 5000
Portland, OR 97201



RECEIPT #: 1981283

3/20/2017

Site Address: 1210 N HAYDEN MEADOWS DR
1170-1210 N HAYDEN MEADOWS DR

IVR Number: **3983780**

Permit Number: 17-137788-000-00-LU

Land Use Review

APPLICANT INTEGRITY SIGNS OREGON *JAYLENE PAULUS*

Phone: (503) 981-3743

Fee Code	Fee Description	Fee Amount	Paid to Date	Balance	This Transaction	New Balance
1090	Site Development - Land Use Reviews	\$116.00				
242	Adjust. Review - Non-Res.	\$1,800.00				
2504	Life Safety Review - Land Use	\$100.00				
324	BES Land Use Rvw-Engineering	\$344.00				
373	PBOT Adjustment Review	\$278.00				
404	Water Available Plan Rvw - Type C	\$115.00				
711	Fire - Land Use Reviews	\$50.00				
Bill #4092194	Sub Total	\$2,803.00	\$0.00	\$2,803.00	\$2,803.00	\$0.00
TOTAL		\$2,803.00	\$0.00	\$2,803.00	\$2,803.00	\$0.00

Shaded items indicate fees not yet calculated.

*** Fees marked with an asterisk are due at application.**

PAYOR INTEGRITY SIGNS OREGON *JAYLENE PAULUS*

Phone: (503) 981-3743

Payment #: 1981283

Method of Payment: 7458 ck integrity signs orego

Receipt By: Regina Birch

CITY CONTACT

Phone:

E-Mail:

Fax: (503) 823-4172

Notice: This document is not a permit. This document may not represent all fees owing for this permit. All fees are subject to change based on new or corrected information. For more information, consult your City of Portland Contact listed above.

SIGN A	27" Mattress Firm linear
Type:	Channel Ltrs w/ Backer on a Raceway
Illumination:	Internally Illuminated LED
Square Footage:	81.27

Existing

Well length
97'-0"

23'-6"



Front Elevation (North East)

Scale: 1/8" = 1'-0"

Allowable Square Footage this Elevation:	97.00
Actual Square Footage this Elevation:	81.27



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apexsigngroup.com

Mattress Firm - AX 526036
Delta Park
1220 N Hayden Meadows Dr
Portland, OR

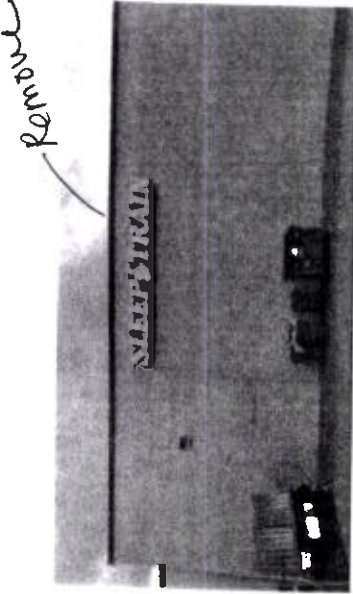
Project ID#: **110839**
Project Mgr: Cheryl Roberts
Designer: IDV
Created on: 10/04/2016

REVISION

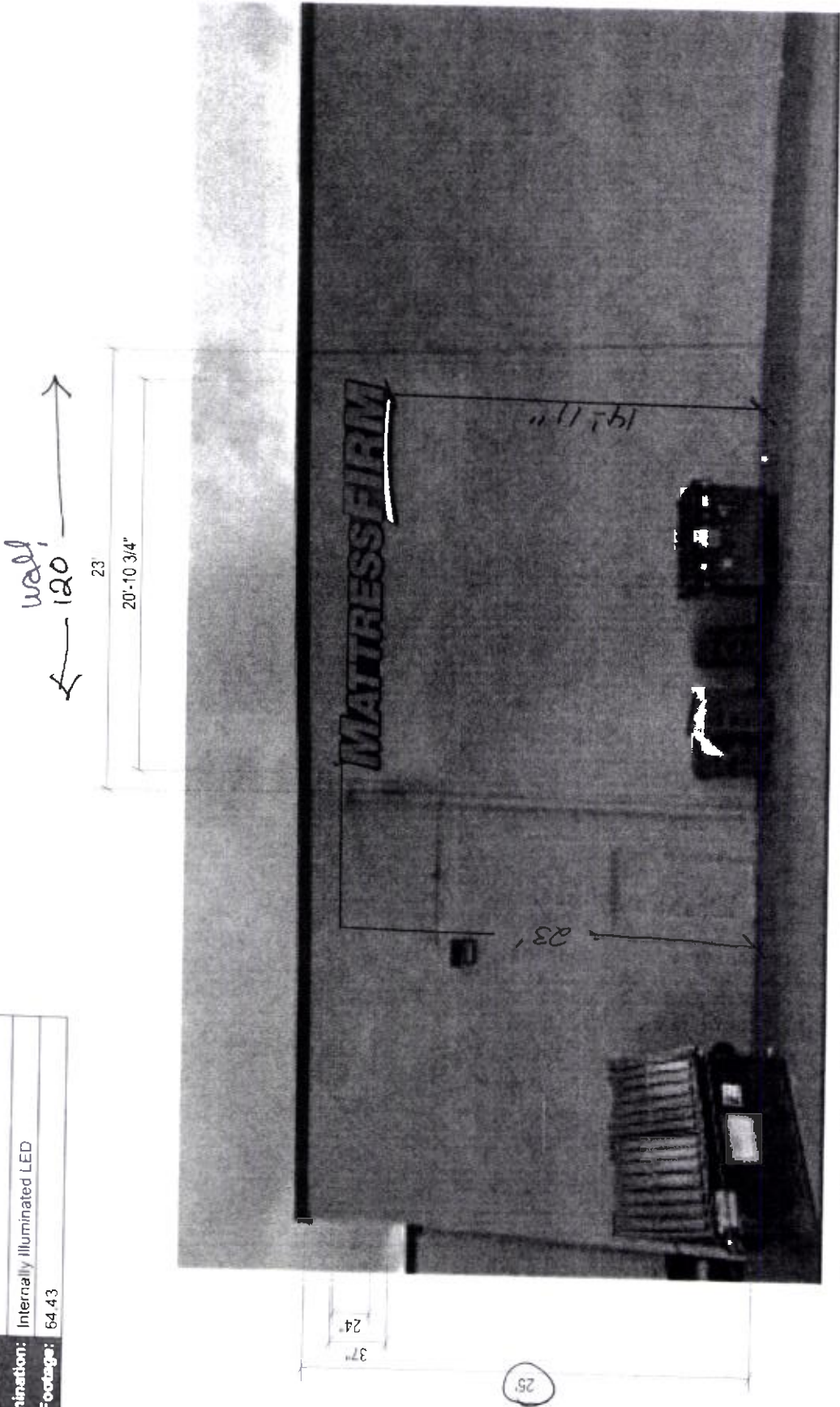
R1 12/19/16 EH Revised code

LA 17-137788 AD

SIGN B	24" Mattress Firm linear
Type:	Channel Ltrs w/ Backer on a Raceway
Illumination:	Internally Illuminated LED
Square Footage:	64.43



Existing



Rear Elevation (South West)

Scale: 1/8" = 1'-0"

Allowable Square Footage this Elevation:	75.00
Actual Square Footage this Elevation:	64.43



One responsibility is the responsibility of Apex Sign Group. We are the industry leader in the design, manufacture, and installation of custom signs and lighting. We are the industry leader in the design, manufacture, and installation of custom signs and lighting. We are the industry leader in the design, manufacture, and installation of custom signs and lighting.

Mattress Firm - AX 526036
Delta Park
1220 N Hayden Meadows Dr
Portland, OR

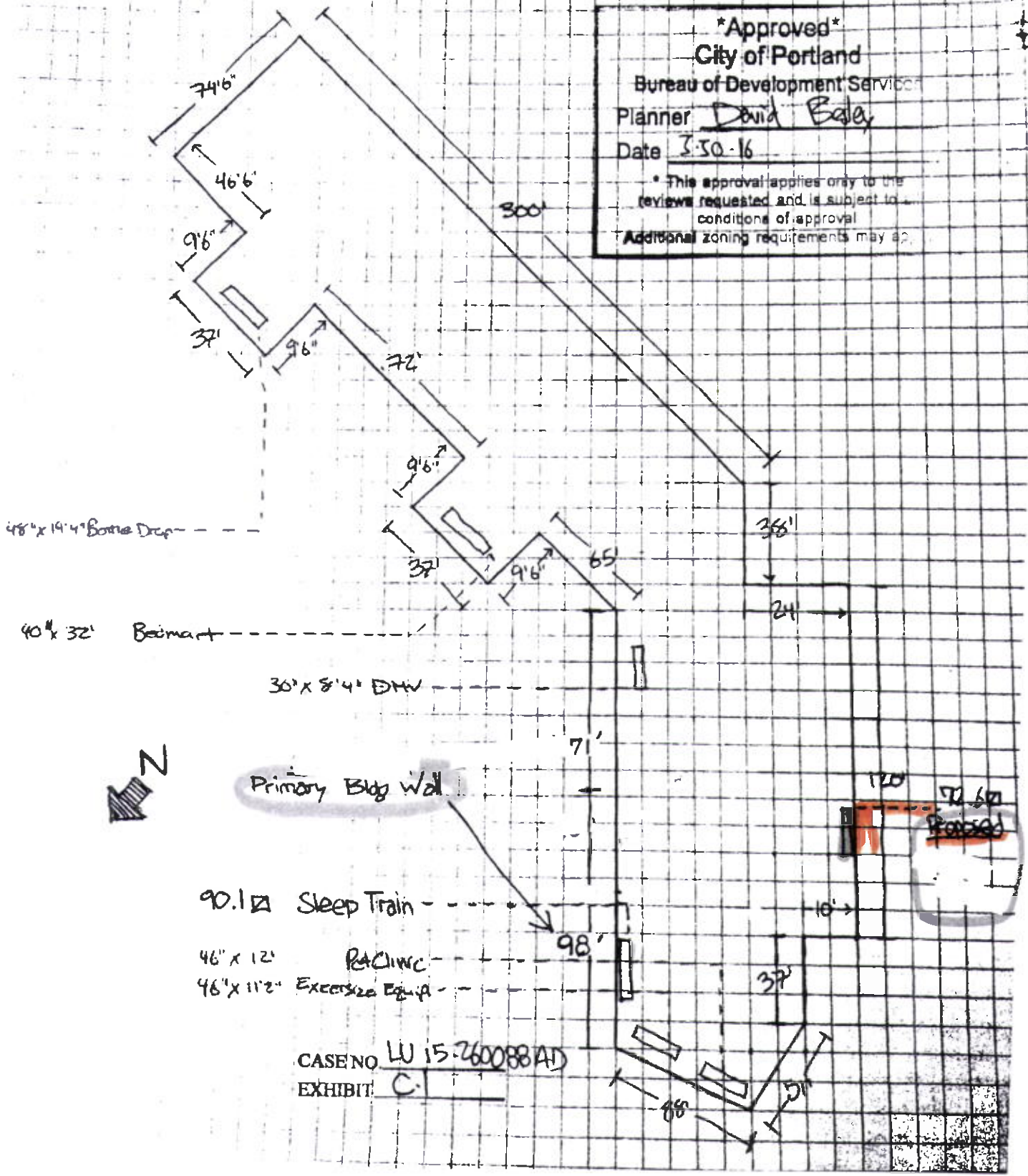
Project ID#: 110839
Project Mgr: Cheryl Roberts
Designer: IDV
Created on: 10/04/2016

REVISION

R1 12/19/16 EH Revised code

Sleep Train
Hayden Meadows
Portland, OR

Approved
City of Portland
 Bureau of Development Services
 Planner David Ealey
 Date 3-30-16
 * This approval applies only to the reviews requested and is subject to conditions of approval.
 Additional zoning requirements may apply.



90.1 ☒ Sleep Train
 46' x 12' RACI/MC
 46' x 11' 2" Exercise Equip

CASE NO LU 15-260088AD
 EXHIBIT C



Phone 503-981-3743 Fax 503-982-8153
2830 INDUSTRIAL AVE. / P.O. BOX 88 HUBBARD, OREGON 97032

ELECTRONIC MESSAGE BOARDS / ILLUMINATED SIGNS / LETTERS / BANNERS / LED / NEON / CUSTOM DESIGN / INSTALLATION / SERVICE

February 20th 2017

City of Portland
Bureau of Development Services
1900 SW Fourth Ave
Portland OR 97201
Re: Land Use Review: Sign Adjustment for Mattress Firm

This is our request for a Sign Adjustment approval for the Mattress Firm located at 1200 N Hayden Meadows Dr. in Delta Park, Portland OR.

This is a former Sleep Train store that is now currently a Mattress Firm. During the stores transitional phase in 2015 From a Sleep Country USA to a Sleep Train store, there was a survey completed to gather information for the owners showing how many signs exist, what signs are needed and what sizes the signs were and the materials used on the signs, as well as the building wall sizes, layouts and construction. It was during this survey that the company hired to perform this task failed to inform the owners that a second wall sign, other than the wall sign on the front of the store over the doors on the primary wall, existed.

The sign was on the rear wall and was the only advertising the store has to traffic in that direction. In addition, it's the only advertising to let the motoring public know to exit at the next intersection to get to the store. In failing to gather this important information, the owners made the decision to install a wall sign on the primary front wall elevation utilizing most of their allowable sign area. They were made aware of the second sign on the rear elevation at the time of the installation of the new Sleep Train sign, and due to not being allowed to have double branding exist, they were forced to remove it. We applied for an Adjustment and were granted approval, so a rear wall sign on the west elevation was permitted and installed reading Sleep Train. Now that the signs are being changed to Mattress Firm signs, it is our request to be allowed to permit and install one wall sign, of 72.6 sq. ft. area to replace the sign that was approved through the Sign Adjustment for Sleep Train.

Adjustment Approval Criteria: 32.38.030 C

1. A. **Approval of the additional wall sign will not significantly increase or lead to street level sign clutter or to adversely dominate the visual image of the area.** This shopping complex is in a commercial industrial dominate neighborhood and there are already signs on the rear elevation of this complex, as well as many other signs existing on different wall elevations in the surrounding shopping areas. As stated above in the narrative explanation paragraph, there was an existing wall sign reading Sleep Country USA of a similar size to the one approved thru the adjustment for Sleep Train on this wall elevation for many years with no complaints or issues developing because of it. We were issued approval to replace this sign with a new Sleep Train sign, which was basically installing signage back where it was originally permitted to be. The Delta Park area is a primarily business dominated area, and full of complexes and shopping centers. The motoring traffic expects to see signs of this nature and will use them for directional purposes. There would not be pedestrain traffic in this area behind the building, in the complex where it's not set up for foot traffic, so there would be no adverse affect to pedestrians or residential neighborhoods. The Sleep Train store at this time has one wall sign on the primary wall, based on the primary length of the wall which is 97'. The sign is a permitted sign of 90.1 sq. ft. (see sign A) They have the Adjustment approved wall sign on the west elevation (see sign B) They also have a tenant panel in the existing monument sign located at the entrance of the complex (see sign C) which directs traffic into the complex at the North Hayden Meadows Dr. entrance. This sign on the west elevation, if approved, would be very helpful in locating the store and the nearest exit to take to arrive at the destination without causing traffic issues, turnarounds and other back tracking due to not seeing the store's existance in time to exit now that it is a Mattress Firm store.

B. The sign will not create a traffic or safety hazard.

As was stated in the above paragraph, if the sign being proposed is allowed to be permitted and placed on the rear elevation wall, it will actually reduce the possibility of a traffic or safety hazard in allowing the motoring public some needed time to note the stores proximity and take the correct exit to reach it without having to double back, take unnecessary lane changes or cause frustration by the inability to locate the store while traveling at higher rates of speed along the interstate and the surrounding streets. The sign being proposed is in porportion to the wall size, and is the minimal sign size needed in order to be visible and perform the actions needed and desired by it's existance.

D. The adjustment will allow a sign that is more consistant with the architecture and development of the site.

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The proposed wall sign will be more consistent with the development site because the shopping centers in and around the Delta Park area allow more than one sign for their tenants, and most tenants utilize this allowance to its fullest. In allowing this additional sign it will be more uniform and in keeping with the rest of the shopping centers as well as the individual tenants in this specific center. It will also add to the balance of the store, by providing more than one wall with advertising of the business. The center is constructed of tilt up concrete walls on the rear elevations and each tenant has a sign noting its existence, in addition to the front entrance wall sign. The Landlord criteria specifies the signs to be constructed of channel letters with illumination that is internal. The signs should also be placed on raceways to eliminate the need of multiple penetrations to secure the letters to the wall. This proposed sign will be constructed according to the State of Oregon's standards, as well as to the standards outlined by the Landlord Criteria for the properties tenants. The sign will add to the center with its appealing clean white lettering and dark red background, eliminating excess clutter or unnecessary use of multiple colors which could make the center look over signed. In allowing this sign to be permitted, it will be installed in the same general location that the previously permitted Sleep Country USA and Adjustment approved Sleep Train signs were, which will make the overall business look more uniform and strategically aligned in accordance with the rest of the business park.

We appreciate staffs time & consideration of this matter.

Thank you,

A handwritten signature in dark ink, appearing to read "Jaylene Paulus", written in a cursive style.

Jaylene Paulus
Integrity Signs Oregon