



City of Portland
Bureau of Development Services
Land Use Services Division

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Portland, Oregon 97201
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FAX: 503-823-5630
www.portlandonline.com/bds

Date: June 26, 2008
To: Interested Person
From: Mark Walhood, City Planner - Design Team 503-823-7806
mwalhood@ci.portland.or.us

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 reasons for the decision are included in this notice. If you disagree with the decision, you can appeal it and request a public hearing. Information on how to appeal this decision is listed at the end of this notice.

CASE FILE NUMBER: LU 08-109663 DZ - SAFEWAY SIGNS

GENERAL INFORMATION

Owner & Applicants: Marpark Block One LLC, Listed Owner
1136 NW Hoyt St #200
Portland, OR 97209-3097

Diane Phillips, Safeway Inc, Tenant Representative
16300 SE Evelyn
Clackamas, OR 97015

Greg Van Patten, Unico Properties LLC, Owner Representative
1215 Fourth Ave, Suite 600
Seattle, WA 98161

Rep./Contact: Christian Soltendieck, C S Sign Corporation 206-949-7050
PO Box 50727
Bellevue, WA 98015

Site Address: 1333 NW LOVEJOY ST
Legal Description: BLOCK 184 LOT 1 EXC PT IN ST LOT 2 EXC PT IN STS LOT 3 EXC PT IN ST; LOT 4&5; LOT 6&7 EXC PT IN ST; LOT 8, COUCHS ADD
Tax Account No.: R180217150
State ID No.: 1N1E33AA 03700
Quarter Section: 2928

Neighborhood: Pearl District, contact Patricia Gardner at 503-228-3273.
Business District: Pearl District Business Association, contact Adele Nofield at 503-223-0070.
District Coalition: Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.

Plan District: **Central City Plan District** - River District Subdistrict
Zoning: **EXd**, Central Employment with design review 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 two new signs to be added to an existing building (under construction) at the full-block site bounded by NW Lovejoy, NW Marshall, NW 13th Avenue, and NW 14th Avenue. The design review application includes two signs at the major tenant entries at both corners of NW 13th Avenue. These two new entry canopy signs are each 15.21 feet in length and 2'-8" high at the logo face (letters are 2'-0" tall), and each therefore measures a total of 40.46 square feet in size. The letters are to be mounted at the vertical metal face panel of the curving entry canopies, and are 3.5 inches thick, mounted 1.5 inches out from the metal surface. Individual letters are constructed of aluminum, painted black and pin-mounted to the face of the canopy, and halo lit with internal white LED strips. The logo panel is 5 inches thick, mounted flush with the face of the canopy, and includes aluminum returns with acrylic sign faces, featuring applied red and white translucent vinyl and internal LED illumination.

NOTE: In response to concerns from neighbors and staff, the applicant has reduced the size of the two marquee signs from 91.37 to 40.46 square feet, and reduced the height of the halo-lit letters from 3 to 2 feet. In addition, the request to allow two projecting signs exceeding 30 square feet has been withdrawn, eliminating the need for two modifications through design review. All proposed signage under 32 square feet has been removed from this application, as signs under 32 square feet are exempt from design review.

Because the site is located within the Central City Plan District, design review is required for the two individual marquee signs exceeding 32 square feet (33.410.041.F).

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

- The *Central City Fundamental Design Guidelines*; and
- The *River District Design Guidelines*.

ANALYSIS

Site and Vicinity: The site consists of a full city block with frontage to the south on NW Lovejoy Street, where the streetcar line occurs, and along NW Marshall, NW 13th, and NW 14th. The site is located in Portland's River District, an historically industrial area that has been redeveloped to become home to a diverse range of uses including multi-unit residential buildings, retail, restaurants, art galleries, and new parks. There are numerous older buildings from the industrial era in the blocks surrounding the site, including the original Bridgeport Brewing Structures and the Marshall Wells Building. The NW 13th Avenue Historic District's northern boundary is at NW Johnson Street, two blocks south of the site.

Zoning: The Central Employment (EX) base zone allows mixed uses and was originally intended for inner-city areas that have predominantly industrial type development. The intent of the zone is to allow industrial and commercial uses which need a central location. Residential uses are allowed, but are not intended to predominate or set development standards for other uses in the area. The development standards seek to allow new development similar in character to existing development. The "d" or Design overlay zone is applied to areas of the City with special scenic, cultural, or architectural value. Generally, new development within the "d" overlay zone must receive prior approval through the Design Review process. At this location, exterior signage greater than 32 square feet must be evaluated against the adopted Central City Fundamental and River District Design Guidelines.

The Central City Plan District implements the Central City Plan and other plans applicable to the downtown area. No specific provisions of the Central City Plan District are triggered by this sign-only project. In tandem with Title 33 (Zoning) regulations requiring Design Review, all signage at this site must be found to comply with the provisions of the Sign Code (Title 32).

Land Use History: City records indicate a prior type III design review, approved by the design commission in 2006 for 2-block project including this site and the block directly to the east: **LU 06-103305 DZM**. A concurrent conditional use review and central city parking review was approved by the Hearings Officer: **LU 06-103294 CU PR**. There was also a design advice request in 2005 for the entire 2-block proposal: **LU 05-150170 DA**. Most recently, a series of modifications to the exterior design and internal garage lighting at this (Safeway) block was approved through a Type II design review: **LU 06-173171 DZ**.

Agency Review: A "Notice of Proposal in Your Neighborhood" was mailed **April 8, 2008**. The following Bureaus have responded with no issues or concerns:

- The *Site Development Section of the Bureau of Development Services* (Exhibit E.1);
- The *Fire Bureau* (Exhibit E.2);
- The *Water Bureau* (Exhibit E.3); and
- The *Urban Forestry Division of Portland Parks and Recreation* (Exhibit E.4).

The *Bureau of Environmental Services* (BES) has responded with no objections to the project, but notes that further development of the property will be subject to BES standards and requirements during the building permit review process (Exhibit E.5).

The *Development Review Division of Portland Transportation* has no objection to this proposal provided IBC (International Building Code) encroachment standards are met and the appropriate permits are obtained (Exhibit E.6).

The *Life Safety (Building Code) Section of the Bureau of Development Services* notes that permits are required for the project, and the proposal must be designed to meet all applicable building codes and ordinances. Exhibit E.7 contains staff contact and additional information.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **April 8, 2008**. A total of four written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal. Three letters were received from nearby residents and property owners, generally expressing concern about the type and size of proposed signs, in particular objecting to the scale, illumination, and placement of the projecting signs for which size modifications were originally requested. The primary message in these letters is to suggest that approval of the size modifications would 'create an eye sore' and 'start a domino effect' resulting in 'even larger and garish' signs in the future. One of these letters, written by a representative of the owners of the (Bridgeport) site directly to the north, has provided a more detailed analysis and critique of the proposal, and offered a series of specific concerns and suggestions, which can be summarized as follows:

- The number, illumination/type and size of signs proposed is inappropriate for the building and neighborhood;
- The proposal could be improved by 'conscientious, judicious selection from the repertoire of Safeway Corporation's signage';
- Most signage in the neighborhood is sophisticated, with 'over 90%' of signs consisting of signage exclusively at the pedestrian level, with quality, modestly-scaled wall signs, under-canopy blade signs, and/or awning signs;
- Other central city Safeway stores, including the downtown and Lloyd Center stores, have much more modest signage, including metal letters no greater than 1'-0" to 2'-0" tall; and
- Safeway is a welcome addition to the neighborhood, but specific measures should be taken to reduce the size and number of signs, improve their design and material quality, and in this way ensure a positive introduction to and ongoing relationships with potential neighborhood customers.

The Planning and Transportation Committee Chair for the Pearl District Neighborhood Association writes that Planning Committee voted unanimously for the removal of the vertical 'PARK' sign from the project, noting that this sign is over-scaled and not in keeping with the pedestrian-focused character and design guidelines for the area. The smaller single 'P' sign directly above the garage entry is preferred. Concerns were expressed about any signage above the first and second floor, since this is not in keeping with other signage in the district. The

letter notes that many nearby property owners had contacted the neighborhood association with concerns about the large projecting signs above street level.

NOTE: Original copies of the above letters are contained within the case file as Exhibits F.1 through F.4. The applicant has revised the proposal to reduce the size of the two marquee sign letters to 2'-0" tall, including halo-lit and pin-mounted letters, and to reduce the size of the internally-lit logo cabinet on the marquee to 2'-4" tall. In addition, the sign size modification for the two projecting signs at the third floor is no longer requested. The applicant intends to comply with the sign size limitation of 32 square feet for all additional signs, and 30 square feet for any projecting signs. Individual signs under 32 square feet are exempt from design review.

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 guidelines for the area.

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 Design Guidelines and River District Guidelines.

River District Design Guidelines and Central City Fundamental Design Guidelines

The River District is planned to become a place that is remarkable within the region. The area is intended to grow rich with special and diverse qualities that are, or will become characteristic of Portland. Further, the River District will accommodate a significant portion of the region's population growth. The plan calls for the creation of a new community of dense neighborhoods, housing a resident population of over 15,000 people, and providing jobs, services, and recreation to this population and others. This area is intended to emphasize the joy of the river, connections to it, and create a sense of community. The goals frame the urban design direction for Central City and River District development.

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.

River District Design Goals

1. Extend the river into the community to develop a functional and symbolic relationship with the Willamette River.
2. Create a community of distinct neighborhoods that accommodates a significant part of the region's residential growth.
3. Enhance the District's character and livability by fostering attractive design and activities that give comfort, convenience, safety and pleasure to all its residents and visitors.
4. Strengthen connections within River District, and to adjacent areas.

Central City Plan Design Goals

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.

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.

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:

- 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.

C3. Respect Architectural Integrity. Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.

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.

C7. Design Corners that Build Active Intersections. Use design elements including, but not limited to, varying building heights, changes in façade plane, large windows, awnings, canopies, marquees, signs and pedestrian entrances to highlight building corners. Locate flexible sidewalk-level retail opportunities at building corners. Locate stairs, elevators, and other upper floor building access points toward the middle of the block.

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

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 B2, C1-2, C2, C3, C5, C7, C8 & C13: The proposed marquee signs are identical in size, and vertically and horizontally centered within the curving metal panel faces of both Safeway entry canopies. At just over 40 square feet each, given the significant vertical scale of the canopies themselves, these two signs are proportionally accessory to the canopies themselves, without overwhelming the integrity of the structure or creating visual clutter on the adjacent streets. The halo-lit aluminum-framed individual letters are constructed of permanent, quality materials, and the two aluminum-framed and acrylic-faced logo signs provide for positive sign communication without being excessively large. The individual letter and logo sign elements each project exactly 0'-5" from the metal panel face of the canopies, helping to create visual coherency for each individual sign. The sign placement on each canopy helps to ensure that the two signs reinforce the street and corner orientation of the canopies themselves, in keeping with the original architectural concept for the pedestrian entries to the store. Placed just above sidewalk level, the two marquee signs highlight the building entrances for pedestrians without overwhelming the canopies themselves, and without dominating the skyline or adjacent streetscape.

The transformer boxes, raceways, and conduit associated with the signs are shown mounted to the interior of each canopy face, with flexible conduit returning to the building via the structural elements of the canopy armature. The drawings do not indicate an exact color finish or treatment for the raceway and conduit. The canopy elements, similar to other canopy and balcony railing elements on the building, are to be provided with a consistent black finish per the previous design review. If the raceways and conduit connections themselves are not mounted flush with the canopy armature, or are not painted black, the appearance of these elements for pedestrian passersby could be cluttered and draw unnecessary visual attention to these elements of the signage. The applicant has verbally stated an intent to paint these elements a black color to match the canopy structures. In order to ensure that the raceways, transformer boxes, and conduit are as inconspicuous as possible, a note will be added to the approved drawings indicating that these items must be flush-mounted onto and painted to match the (black) canopy structure itself.

With a note added to the drawings ensuring an appropriate treatment for the raceways and conduit on the internal side of the canopies, these guidelines are met.

DEVELOPMENT STANDARDS

Unless specifically required in the approval criteria listed above, this proposal does not have to meet the development standards in order to be approved during this review process. The plans submitted for a building or zoning permit must demonstrate that all development standards of Title 33 can be met, or have received an Adjustment or Modification via a land use review prior to the approval of a building or zoning permit.

CONCLUSIONS

The applicant has proposed two identical marquee signs for the future Safeway entries at an under-construction building along NW 13th Avenue, between NW Lovejoy and Marshall Streets. The signs are modestly scaled given the size of the marquee to which they are mounted, materially integrated with the metal face of the marquee, and simply illuminated without creating sign clutter or visual nuisances to nearby properties. The request is able to meet the applicable design guidelines and should be approved.

ADMINISTRATIVE DECISION

Approval of Design Review (33.420.041.F) for two new marquee signs mounted to the metal face of both store entry canopies at 1333 NW Lovejoy Street, with the marquees located along NW 13th Avenue at the corner of NW Lovejoy Street, and near the corner of NW Marshall Street. In detail:

- Each individual sign measures 40.46 square feet in size;
- Each sign includes 2'-0" tall aluminum-framed, halo-lit individual pin-mounted letters (Safeway);
- Each sign includes a single 2'-8" tall aluminum-framed, vinyl- and acrylic-faced, flush-mounted and internally-lit cabinet (Logo) sign; and
- Both signs include raceways, enclosed transformers, and conduit on the interior side of the canopy face and armature, flush-mounted and painted (black) to match the canopy structure itself.

Approval is granted based on the design, size, materials, and mounting methods shown on the approved drawings, Exhibits C.1 through C.7, each exhibit being signed and dated June 23, 2008, and subject to the following condition:

- 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.7. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 08-109663 DZM. No field changes allowed."



Decision rendered by: _____ **on June 23, 2008.**

By authority of the Director of the Bureau of Development Services

Decision mailed: June 26, 2008.

Staff Planner: Mark Walhood

About this Decision. This land use decision is **not a permit** for development. Permits may be required prior to any work. Contact the Development Services Center at 503-823-7310 for information about permits.

Procedural Information. The application for this land use review was submitted on February 19, 2008, and was determined to be complete on **April 3, 2008.**

Zoning Code Section 33.700.080 states that Land Use Review applications are reviewed under the regulations in effect at the time the application was submitted, provided that the application is complete at the time of submittal, or complete within 180 days. Therefore this application was reviewed against the Zoning Code in effect on February 19, 2008.

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 requested that the 120-day review period be extended for 30 days, as stated with Exhibit A.2. With this extension, the 120-day period will now end on **August 31, 2008**, instead of August 1, 2008.

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 July 10, 2008** at 1900 SW Fourth Ave. Appeals can be filed on the first floor in the Development Services Center until 3 p.m. After 3 p.m., appeals must be submitted to the receptionist at the front desk on the fifth 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. Low-income individuals appealing a decision for their personal residence that they own in whole or in part may qualify for an appeal fee waiver. In addition, an appeal fee may be waived for a low income individual if the individual resides within the required notification area for the review, and the individual has resided at that address for at least 60 days. Assistance in filing the appeal and information on fee waivers is available from BDS in the Development Services Center. Fee waivers for low-income individuals must be approved prior to filing the appeal; please allow 3 working days for fee waiver approval. 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 contact the receptionist at 503-823-7967 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.

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 550 Capitol St. NE, Suite 235, Salem, Oregon 97301, 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 **July 11, 2008 – (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; *OR*
- *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 Statements
 1. Original Narrative
 2. 120-day extension, received 6/10/08
- B. Zoning Map (attached)
- C. Plans/Drawings:
 1. Site Plan (attached)
 2. Partial South Elevation (attached)
 3. Partial East Elevation (attached)
 4. Sign Detail Sheet (attached)
 5. Partial North Elevation
 6. Partial East Elevation - 2 of 2
 7. Large, Scalable Set of Approved Plans
 8. Original Plan Set - NOT APPROVED
- D. Notification information:
 1. Mailing list
 2. Mailed notice
- E. Agency Responses:
 1. Site Development Section of the Bureau of Development Services
 2. Fire Bureau
 3. Water Bureau
 4. Urban Forestry Division of Portland Parks and Recreation
 5. Bureau of Environmental Services
 6. Development Review Division of Portland Transportation
 7. Life Safety (Building Code) Section of the Bureau of Development Services
- F. Correspondence:
 1. Letter and photos from Northrup Investment Co./Paula Madden, received 4/24/08
 2. Letter from John and Sharon Kirby, received 4/25/08
 3. E-mail from Pearl District Neighborhood Association/Patricia Gardner, received 4/17/08
 4. E-mail from Ed Ostrom, received 4/17/08
- G. Other:
 1. Original LU Application Form, tax account information and receipt
 2. Site History Research
 3. Incomplete letter from staff to applicant, sent 2/27/08
 4. E-mail correspondence between staff and applicant

The Bureau of Development Services is committed to providing equal access to information and hearings. If you need special accommodations, please call 503-823-0625 (TTY 503-823-6868).



ZONING

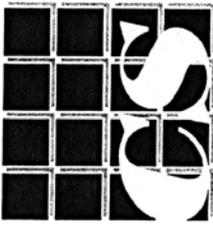
 Site

 Historic Landmark



This site lies within the:
CENTRAL CITY PLAN DISTRICT

File No. LU 08-109663 DZ
 1/4 Section 2928
 Scale 1 inch = 200 feet
 State_Id 1N1E33AA 3700
 Exhibit B (Jun 20, 2008)



SAFeway
PORTLAND, OR #2790

TITLE:

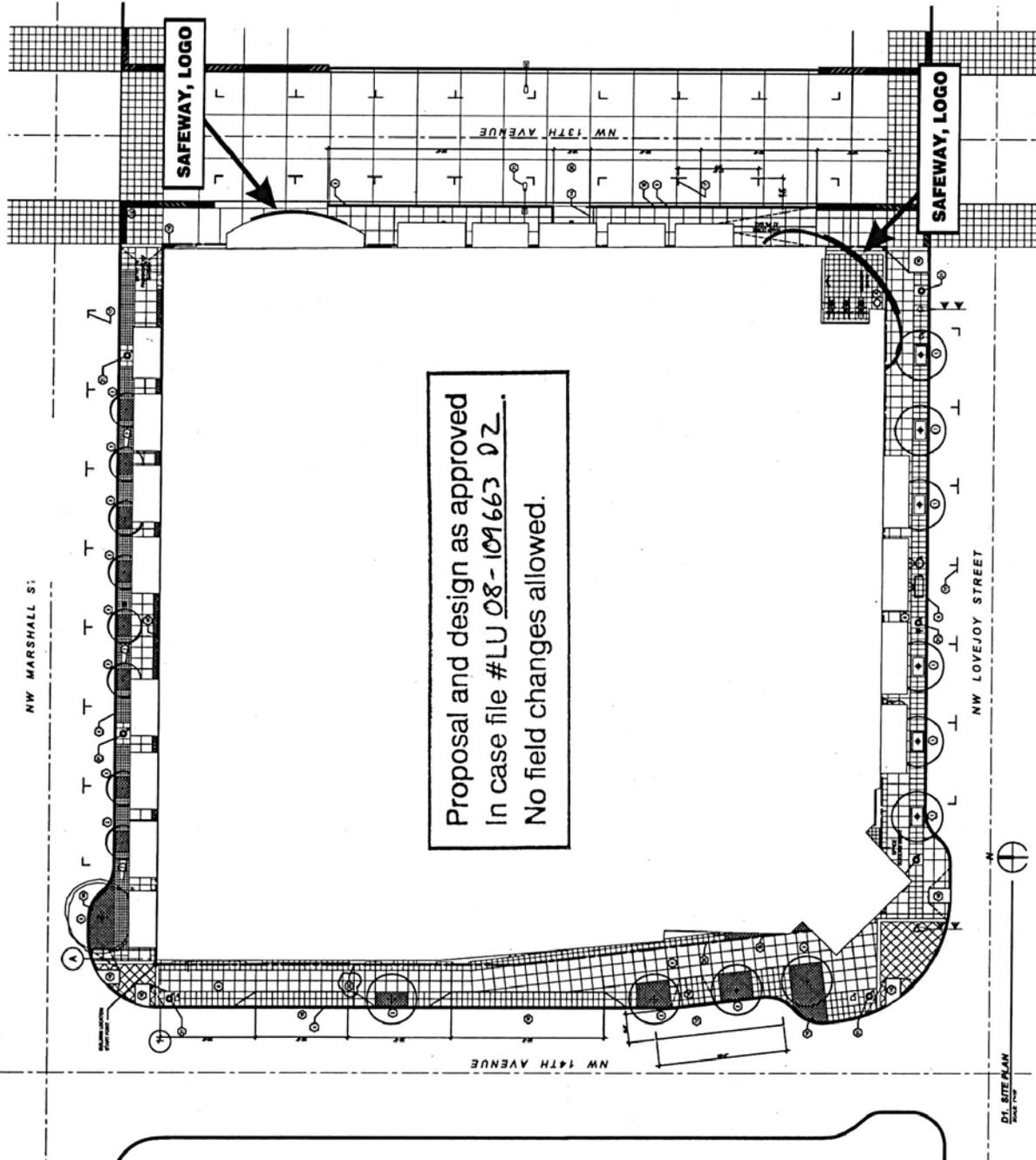
SITE PLAN

Date: 9 4 07

Approved

Signage Consulting
Permits / Variances
Design
Purchasing
Project Management

C.S. Sign Corporation
PO Box 50727
Bellevue, WA 98015
Voice: (206) 848-7050
Fax: (425)861-9594



PLAN NORTH

DT SITE PLAN
Scale 1/8"

Approved

City of Portland - Bureau of Development Services

Planner MARK WALHOD Date JUNE 23, 2008

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



SITE PLAN

1"=30'-0"

CASE NO. LU 08-109663 02

EXHIBIT C.1



SAFeway
PORTLAND #2790

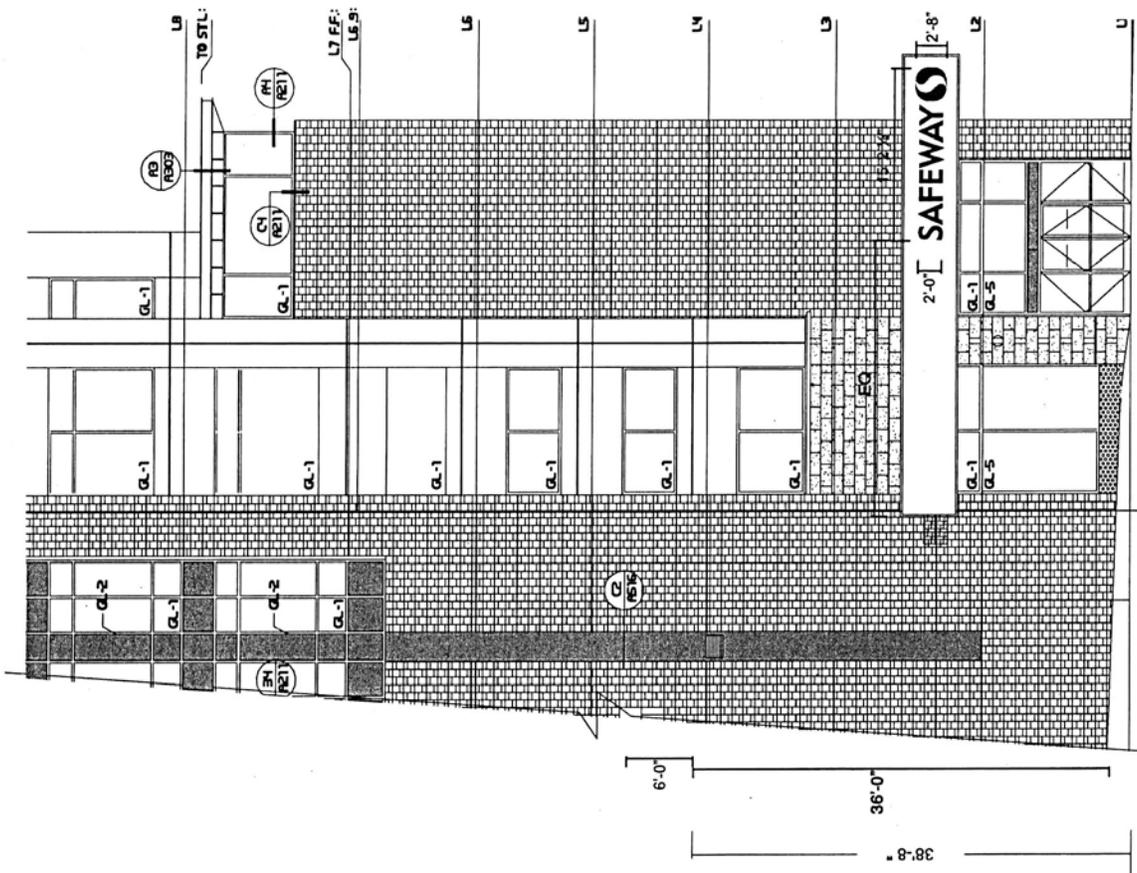
TITLE:
ELEVATIONS
SHOWING
SIGN LOCATIONS
Date: 3 4 08

Approved

Signage Consulting
Permits / Variances
Design
Purchasing
Project Management

C.S. Sign Corporation
PO Box 50787
Bellevue, WA 98015
Voice: (206) 949-7050
Fax: (425) 861-9594

Proposal and design as approved
 In case file #LU 08-109663 02.
 No field changes allowed.



SOUTH ELEVATION 3/32" = 1'-0"

Approved

City of Portland - Bureau of Development Services

Planner MARK WALHOOD Date JUNE 23, 2008

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

CASE NO. W 08-109663 02
 EXHIBIT C-2



SAFeway PORTLAND #2790

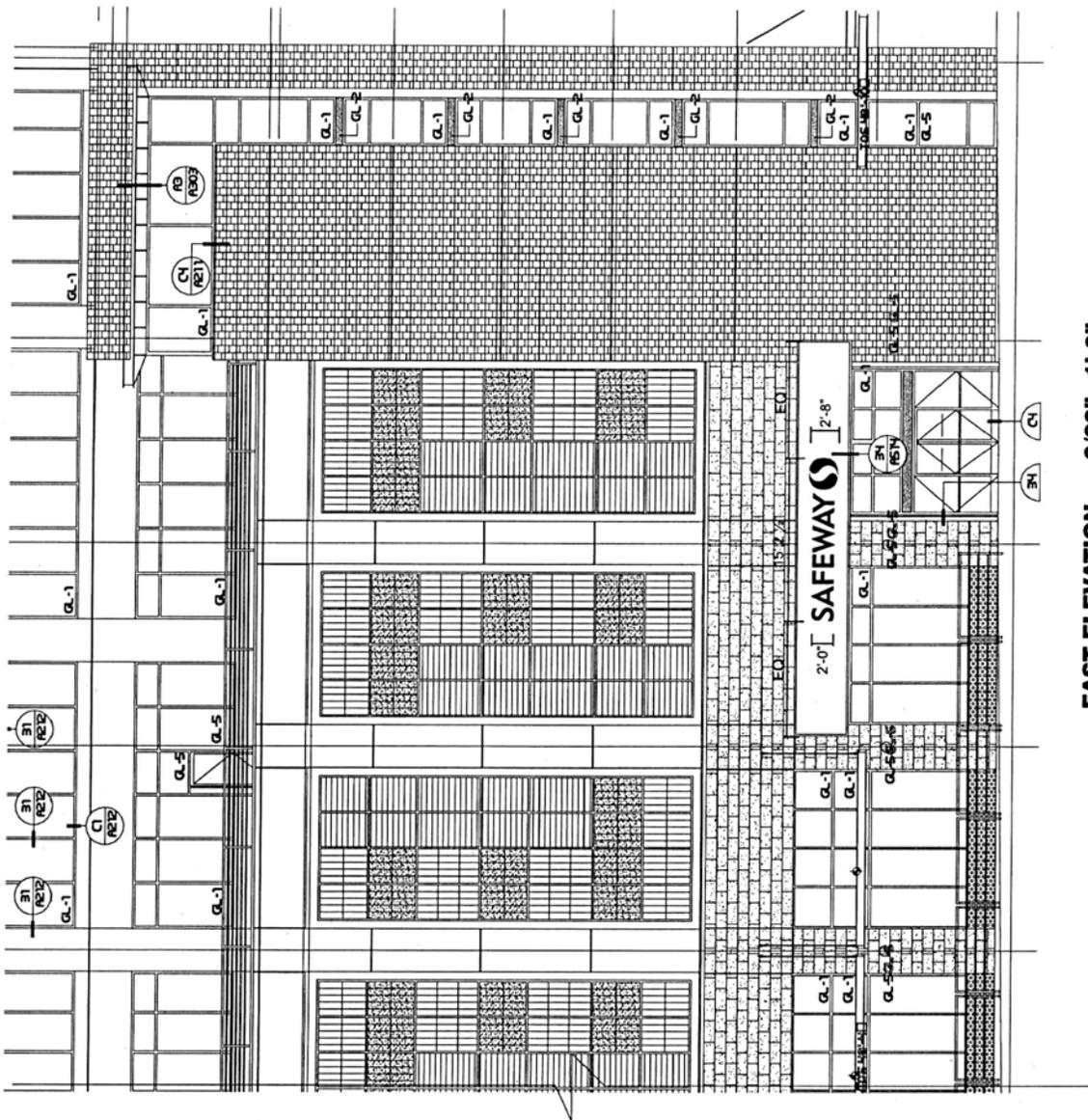
TITLE: ELEVATIONS SHOWING SIGN LOCATIONS
Date: 3 4 08

Approved: _____

Signage Consulting
Permits / Variances
Design
Purchasing
Project Management

C.S. Sign Corporation
PO Box 50727
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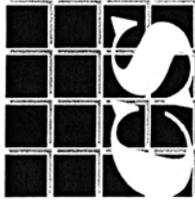
Proposal and design as approved
In case file #LU 08-109663 02.
No field changes allowed.



EAST ELEVATION 3/32" = 1'-0"

Approved
City of Portland - Bureau of Development Services
Planner MARK WALHOOD Date JUNE 23, 2008
* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.

CASE NO W 08-109663 02
EXHIBIT C.3



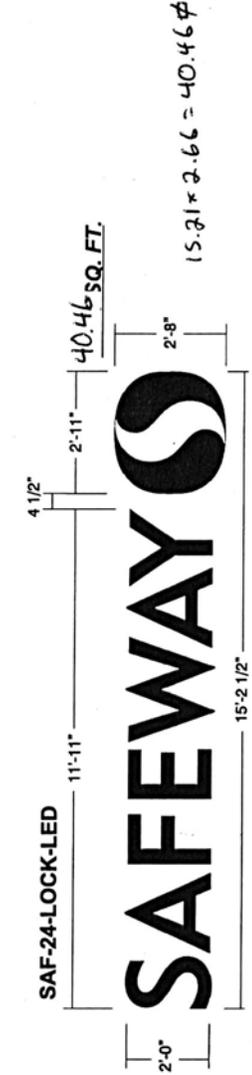
SAFEWAY
 PORTLAND, OR #2790

TYPE: _____
 SIGN SPECS
 Date: 9 4 07
 Approved _____

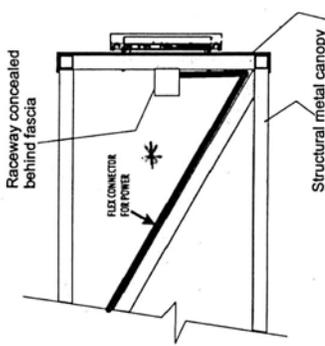
Signage Consulting
 Permits / Variances
 Design
 Purchasing
 Project Management

C.S. Sign Corporation
 PO Box 50727
 Bellevue, WA 98015
 Voice: (206) 948-7050
 Fax: (425)861-9594

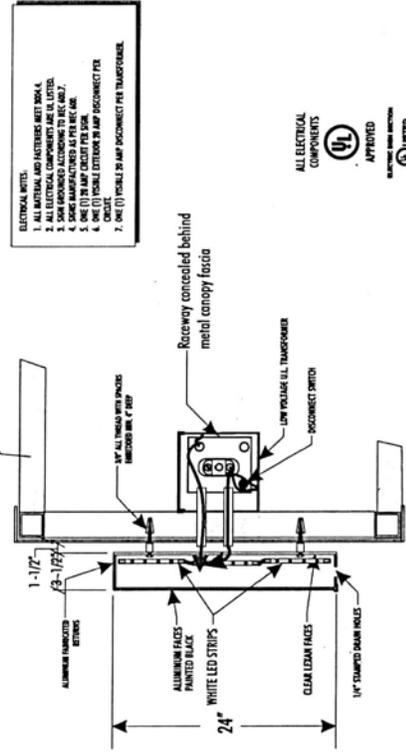
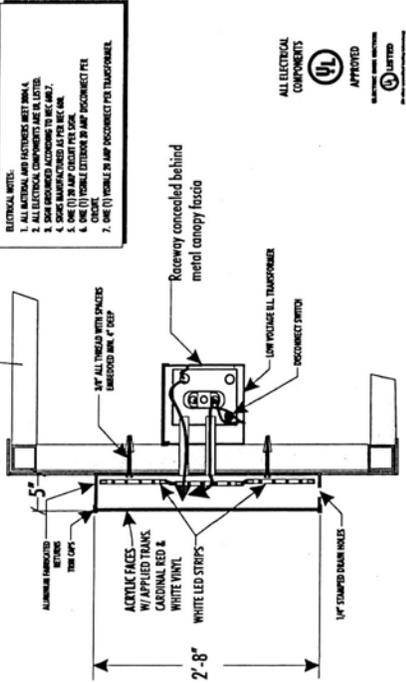
Proposal and design as approved
 In case file #LU 08-107663 02.
 No field changes allowed.



"SAFEWAY" HALO ILLUMINATED LETTERS & "S" MARK DIRECT ILLUMINATED CABINET



*RACEWAY CONDUIT, ETC. TO BE FLUSH-MOUNTED TO CANOPY + PAINTED TO MATCH.



CASE NO. W 08-109663 02
 EXHIBIT C.4

Approved
 City of Portland - Bureau of Development Services
 MARK WALHOO Date JUNE 27, 2008
 Approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply.