



City of Portland, Oregon
Bureau of Development Services
Land Use Services

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Portland, Oregon 97201
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Date: April 13, 2009
To: Interested Person
From: Chris Caruso, Land Use Services
503-823-5747 / Christine.Caruso@ci.portland.or.us

**NOTICE OF A TYPE I 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 to the Oregon Land Use Board of Appeals (LUBA) at 550 Capitol St. NE, Suite 235, Salem, OR 97301. The phone number for LUBA is 1-503-373-1265. Information on how to appeal this decision is listed at the end of this notice.

CASE FILE NUMBER: LU 09-104632 HDZ
(538 SW 6TH AVENUE TENANT SIGNS)

GENERAL INFORMATION

Applicant: Aaron Garbutt (architect)
Deca Architecture, Inc.
935 SE Alder Street
Portland, OR 97214
(503) 239-1987

Representative: Stephanie MacPherson (owner's rep)
Portland Cascade Building, LLC
121 SW Morrison, Suite 200
Portland, OR 97204
(503) 273-9270

Site Address: 520-538 SW 6TH AVENUE

Legal Description: BLOCK 174 LOT 5&6, PORTLAND
Tax Account No.: R667717820
State ID No.: 1N1E34CC 07900
Quarter Section: 3029

Neighborhood: Downtown Community Association, contact Jennifer Geske at 503-750-9843

Business District: Downtown Retail Council, contact Stephen Pirkel at 503-274-7682
District Coalition: Neighbors West/Northwest, contact Mark Sieber at 503-823-4212

Plan District: Central City – Downtown
Other Designations: National Historic Landmark Building
Zoning: CXd – Central Commercial with a Design Overlay Zone
Case Type: HDZ – Historic Design Review
Procedure: Type I, an administrative decision with appeal to the Oregon Land Use Board of Appeals (LUBA).

Proposal: The applicant requests Historic Design Review approval for three non-illuminated, double-sided, elliptical tenant blade signs attached to the existing building façade. Two (2) signs are on the south elevation and one (1) sign is on the west elevation of the Cascade Building, a National Historic Landmark. The bottom of each sign is located 8'-6" above the adjacent sidewalk. The individual signs are suspended from 3'-10" long x 2" tall, custom-fabricated black aluminum hangers that are bolted, via one mounting plate, onto an existing plaster band adjacent to the existing terra-cotta columns. Each black mounting plate is 4" wide x 1'-6 1/2" tall with 6 black bolts per plate. Each sign is an aluminum ellipse measuring 2'-4 1/8" wide x 1'-6 1/4" tall x 1/4" thick, with applied vinyl letters and graphics. The projecting aluminum hangers, mounting plates, and bolts are powder-coated 80% black. None of the existing terracotta elements will be removed or damaged with this installation.

Historic design review is required for exterior alterations to historic landmark structures.

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:

- 33.846 – Historic Reviews
- Central City Fundamental Design Guidelines

ANALYSIS

Site and Vicinity: The historic landmark Cascade Building, formerly known as the Bedell Building, occupies a quarter-block section at the northeast corner of SW Sixth Avenue and SW Alder Street in the heart of Portland's streetcar-era downtown. The building, originally constructed in 1925, is a 12-story structure clad in cream-colored glazed terra cotta that completely covers the 10,000 square foot property. Despite changes to the interior of the building and to the first two storefront levels, the building maintains much of its original architectural character. There are two storefront retail spaces and a garage entry that face SW Alder Street; the main office building entry and another retail space face SW 6th Avenue.

The character of surrounding development is intensely urban, with several other historic office and retail buildings, the former Meier & Frank Building, and a multi-story parking garage, all built directly to, and rising up from, the street lot lines. Southwest Sixth Avenue is undergoing the final renovations for the Transit Mall revitalization project, and includes wide brick public sidewalks with street trees. Southwest Alder Street has a narrower curb-tight public sidewalk and no street trees, but does include on-street parking. The subject site is located within the Downtown Pedestrian District.

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

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

Land Use History: City records indicate that prior land use reviews for this site include the following:

- DZ 111-84 – Design Review for a new boiler.
- DZ 102-85 – Design Review for a storefront remodel.

- *LUR 94-00235 DZ* – Design Review for a rooftop satellite dish, with a condition of approval requiring re-location of the dish to a rooftop mechanical enclosure.
- *LUR 96-00657 PR DZ AD* - Central City Parking Review for a 30-space building employee-only parking garage, and Design Review for alterations to the SW Alder Street façade for the driveway, with conditions requiring an audio-visual warning system for pedestrians.
- *LUR 96-01135 DZ* – Historic Design Review for extensive storefront alterations, including signage and canopies.
- *LUR 97-00508 DZ* – Historic Design Review for replacement of a single window at the second floor facing SW Alder with spandrel glass, three circular vents, and an exhaust louver.
- *LUR 97-00650 DZ* – Historic Design Review for a new exterior (Subway) sign facing SW 6th Avenue.
- *LUR 97-00855 DZ* – Historic Design Review for a new exterior sign.
- *LUR 98-00129 DZ* – Historic Design Review for a new exterior sign (GNC) facing SW Alder Street, with conditions of approval regarding sign placement and terra cotta penetrations.
- *LU 04-003074 HDZ* – Historic Design Review for two new exterior signs (Island Joe's Coffee) at the corner tenant space.
- *LU 07-183974 HDZ* – Historic Design Review for storefront improvements, including the removal of awnings, restoration of façade, new glass and steel canopies, lighting, and signage.

Agency Review: A Notice of Proposal in your Neighborhood was mailed on **February 27, 2009**. The following Bureaus have responded with no issues or concerns about the proposal:

- Bureau of Environmental Services
- Bureau of Transportation Engineering
- Site Development Section of BDS
- Bureau of Parks-Forestry Division
- Life Safety Section of BDS
- Fire Bureau
- Water Bureau

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 a Design (d) overlay zone and includes a historic landmark; therefore, the proposal requires Historic Design Review approval. Because of the location in the Downtown subdistrict of the Central City Plan District, the applicable design guidelines are the Central City Fundamental Design Guidelines and the criteria in Section 33.846.060.G.

Central City Fundamental Design Guidelines

These guidelines provide the constitutional framework for all design review areas in the Central City.

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.

Central City Plan Design Goals

This set of goals are those developed to guide development throughout the Central City. They apply within the River District as well as to the other seven Central City policy areas. The nine goals for design review within the Central City are as follows:

1. Encourage urban design excellence in the Central City;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City's districts;
4. Promote the development of diversity and areas of special character within the Central City;
5. Establish an urban design relationship between the Central City's districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse pedestrian experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City which is safe, humane and prosperous;
9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

Staff has considered all guidelines and has addressed only those guidelines considered applicable to this project.

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

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

Findings for A4 & A8: The proposed signs and mounting arms are in keeping with the finely detailed, sculptural elements present on the façade of the Cascade Building. The signs make a positive contribution to the pedestrian environment by providing visual interest and movement along the street level. They signify tenant entrances into the building, strengthening the physical and visual connection between the building and the adjacent streetscape. *These guidelines are therefore met.*

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.

Findings: Pedestrian access to the building will remain the same as the current condition. The bottom of each sign will be 8'-6" above the sidewalk, well above the heads of passersby. The pattern of shallow on-site entry landings at individual tenant spaces will continue, reducing potential conflicts with other sidewalk uses. *This guideline is therefore met.*

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.

C4. Complement the Context of Existing Buildings. Complement the context of existing buildings by using and adding to the local design vocabulary.

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.

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 C2 - C5, C8 and C13: The metal plate and steel material used on the signs and the mounting hardware is high in quality with durable enameled finishes. The signs are modestly scaled, proportionately integrated into the Cascade Building's architecture and protect the existing historic fabric by being placed on plaster framing elements next to the fluted terra-cotta columns. These types of blade signs are common features on other commercial storefront buildings in the Central City Plan District, help to differentiate the sidewalk level of the building, and do not dominate the existing structure or adjacent streetscape. *These guidelines are therefore met.*

Chapter 33.846, Historic Reviews

Purpose of Historic Design Review

Historic Design Review ensures the conservation and enhancement of the special characteristics of historic resources.

Historic Design Review Approval Criteria

Requests for historic design review will be approved if the review body finds the applicant has shown that all of the approval criteria have been met.

G. Other Approval Criteria

- 1. Historic character.** The historic character of the property will be retained and preserved. Removal of historic materials or alteration of features and spaces that contribute to the property's historic significance will be avoided.
- 2. Record of its time.** The historic resource will remain a physical record of its time, place, and use. Changes that create a false sense of historic development, such as adding conjectural features or architectural elements from other buildings will be avoided.
- 3. Historic changes.** Most properties change over time. Those changes that have acquired historic significance will be preserved.
- 4. Historic features.** Generally, deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement, the new feature will match the old in design, color, texture, and other visual qualities and, where practical, in materials. Replacement of missing features must be substantiated by documentary, physical, or pictorial evidence.
- 5. Historic materials.** Historic materials will be protected. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials will not be used.
- 7. Differentiate new from old.** New additions, exterior alterations, or related new construction will not destroy historic materials that characterize a property. New work will be differentiated from the old.
- 8. Architectural compatibility.** New additions, exterior alterations, or related new construction will be compatible with the resource's massing, size, scale, and architectural features. When retrofitting buildings or sites to improve accessibility

for persons with disabilities, design solutions will not compromise the architectural integrity of the historic resource.

- 9. Preserve the form and integrity of historic resources.** New additions and adjacent or related new construction will be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic resource and its environment would be unimpaired.
- 10. Hierarchy of compatibility.** Exterior alterations and additions will be designed to be compatible primarily with the original resource, secondarily with adjacent properties, and finally, if located within a Historic or Conservation District, with the rest of the district. Where practical, compatibility will be pursued on all three levels.

Findings for 1 - 5 and 7 - 10: The proposed signage is composed of contemporary elements, namely flat steel ovals and simple, thin formed metal hanger arms with no decoration, which will not create a false sense of history. No elements of the project involve removal of previous changes to the building which have acquired historic significance. The new signs have been designed to have minimal impact on the plaster framing bands on either side of the fluted terra-cotta columns by reducing the number and size of attachment bolts to six. No terra-cotta elements will be affected by the sign installation. The signs are modestly scaled and proportionately integrated into the Cascade Building's architecture. They protect the existing historic fabric by being placed on plaster framing elements next to the fluted terra-cotta columns. These changes are compatible with the architectural design of the building in that the placement of the signs reflects the rhythm of the storefront openings and does not obstruct historic material. These types of blade signs are common features on other commercial storefront buildings in the Central City Plan District. *These guidelines are therefore met.*

- 6. Archaeological resources.** Significant archaeological resources affected by a proposal will be protected and preserved to the extent practical. When such resources are disturbed, mitigation measures will be undertaken.

Findings: There are no archaeological resources on the site. *Therefore, this guideline is not applicable.*

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 proposal is for three non-illuminated, blade-style signs attached to the existing Cascade Building facade, a national Historic Landmark. Two signs are on the south elevation and the third sign is on the west elevation. The elliptical aluminum double-sided blade signs with black metal mounting brackets and frame arms are well-placed and proportionally integrated with the existing architecture. They also help define the pedestrian environment and are consistent with other signs on similar buildings in the area. The signs are mounted in such a way as to have no impact on the historic terra cotta materials. The proposed signs are able to meet the applicable criteria and merit approval.

ADMINISTRATIVE DECISION

Approval of Historic Design Review in the Central City Plan District for three (3) elliptical, double-sided, non-illuminated tenant blade signs each 2'-4 1/8" wide x 1'-6 1/4" tall x 1/4" thick with vinyl lettering and graphics suspended from new 3'-10" long x 2" tall, 80% black

enameled metal hanger arms and 4" wide x 1'-6 1/2" tall mounting plates bolted, with 6 black bolts per plate, into the plaster band at the side of three existing terra-cotta fluted columns on the historic landmark Cascade Building. Two (2) signs will be placed on the west elevation and one (1) sign on the south elevation.

Approved per the approved site plans, Exhibits C-1 through C-9, signed and dated April 8, 2009, 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.9. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 09-104632 HDZ."

Staff Planner: Chris Caruso

Decision rendered by:



on April 8, 2009

By authority of the Director of the Bureau of Development Services

Decision mailed April 13, 2009

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

Procedural Information. The application for this land use review was submitted on January 26, 2009, and was determined to be complete on **February 24, 2009**.

Zoning Code Section 33.700.080 states that Land Use Review applications are reviewed under the regulations in effect at the time the application was submitted, provided that the application is complete at the time of submittal, or complete within 180 days. Therefore this application was reviewed against the Zoning Code in effect on January 26, 2009.

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

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

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

Conditions of Approval. If approved, this project may be subject to a number of specific conditions, listed above. Compliance with the applicable conditions of approval must be documented in all related permit applications. Plans and drawings submitted during the permitting process must illustrate how applicable conditions of approval are met. Any project elements that are specifically required by conditions of approval must be shown on the plans, and labeled as such.

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

This decision, and any conditions associated with it, is final. It may be appealed to the Oregon Land Use Board of Appeals (LUBA), within 21 days of the date the decision is mailed, as specified in the Oregon Revised Statute (ORS) 197.830. Among other things, ORS 197.830 requires that a petitioner at LUBA must have submitted written testimony during the comment period for this land use review. You may call LUBA at 1-503-373-1265 for further information on filing an appeal.

The file and all evidence on this case is available for your review by appointment. Please contact the receptionist at 503-823-7967 to schedule an appointment. Copies of all information in the file can be obtained for a fee equal to the cost for such services. You may also find additional information about the City of Portland and City Bureaus, as well as a digital copy of the Portland Zoning Code, by visiting the City's homepage on the Internet at www.portlandonline.com.

Recording the final decision.

If this Land Use Review is approved, the final decision must be recorded with the Multnomah County Recorder. A building or zoning permit will be issued only after the final decision is recorded. The final decision may be recorded on or after **April 13, 2009**.

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

- By Mail: Send the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to: Multnomah County Recorder, P.O. Box 5007, Portland OR 97208. The recording fee is identified on the recording sheet. Please include a self-addressed, stamped envelope.
- In Person: Bring the two recording sheets (sent in separate mailing) and the final Land Use Review decision with a check made payable to the Multnomah County Recorder to the County Recorder's office located at 501 SE Hawthorne Boulevard, #158, Portland OR 97214. The recording fee is identified on the recording sheet.

For further information on recording, please call the County Recorder at 503-988-3034

For further information on your recording documents please call the Bureau of Development Services Land Use Services Division at 503-823-7967.

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:

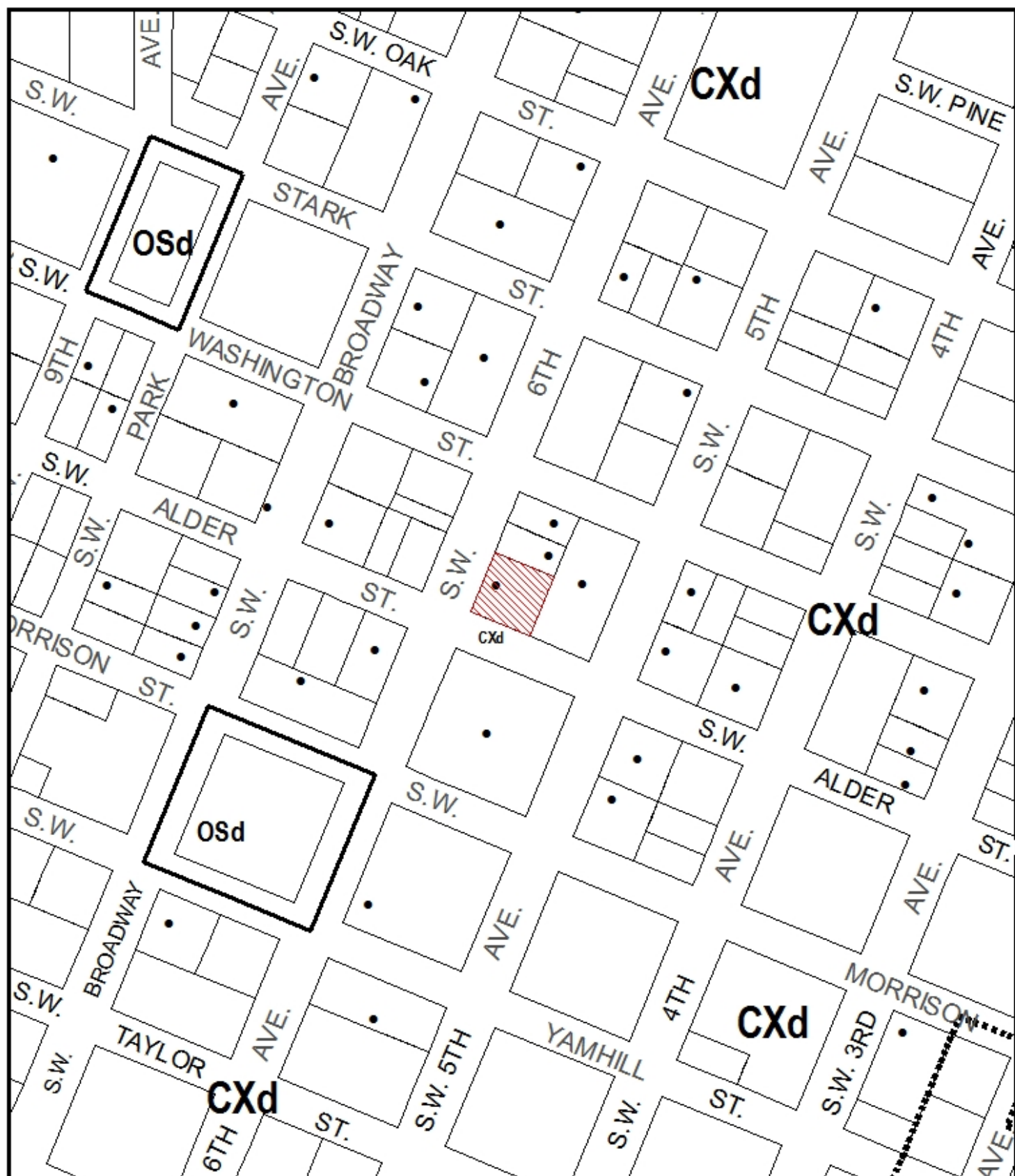
- All conditions imposed herein;
- All applicable development standards, unless specifically exempted as part of this land use review;
- All requirements of the building code; and
- All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations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

EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site Plan A1 (attached)
 - 2. Site Plan
 - 3. Elevation A2 (attached)
 - 4. Elevation A3 (attached)
 - 5. Sign #1 Subway A4
 - 6. Sign #2 GNC A5
 - 7. Sign #3 Brownie's A6
 - 8. Sign Details A7
 - 9. Sign Elevations & Details 1 (attached)
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses: none
- F. Correspondence: none
- G. Other:
 - 1. Original LU Application
 - 2. Site History Research
 - 3. Incomplete Letter

The Bureau of Development Services is committed to providing equal access to information and hearings. If you need special accommodations, please call 503-823-7300 (TTY 503-823-6868).



ZONING



Site



Historic Landmark



NORTH

This site lies within the:
CENTRAL CITY PLAN DISTRICT

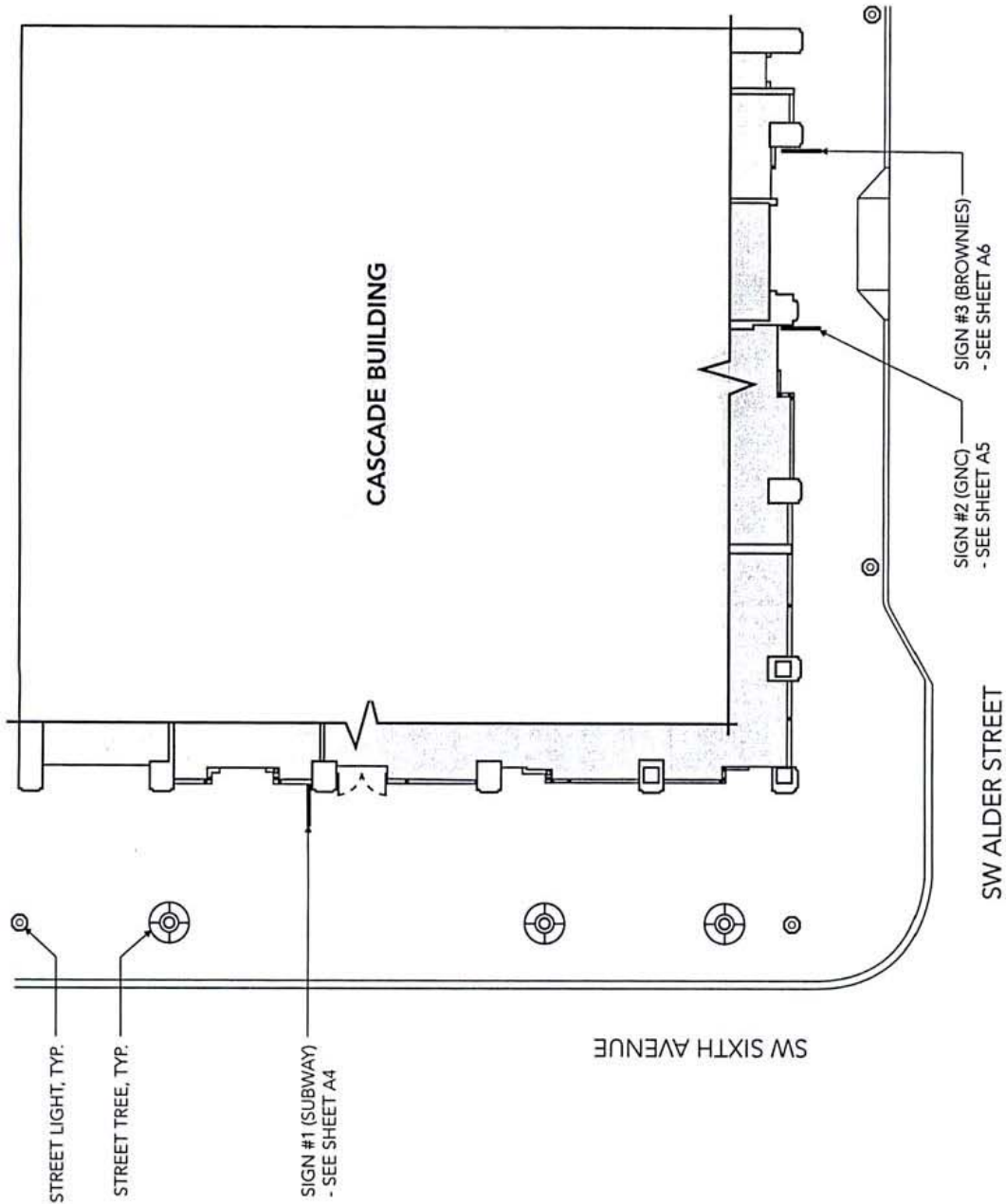
File No. LU 09-104632 HDZ

1/4 Section 3029

Scale 1 inch = 200 feet

State_Id 1N1E34CC 7900

Exhibit B (Jan 27, 2009)

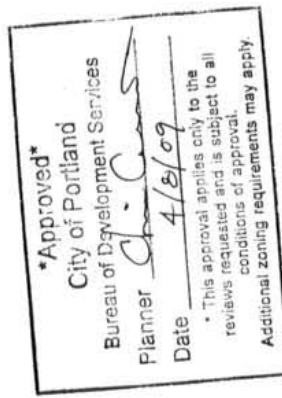


Site Plan
Scale: 1/16" = 1'-0"

Cascade Building
520 SW 6th Avenue
Portland, OR 97204

Design Review
February 23, 2009

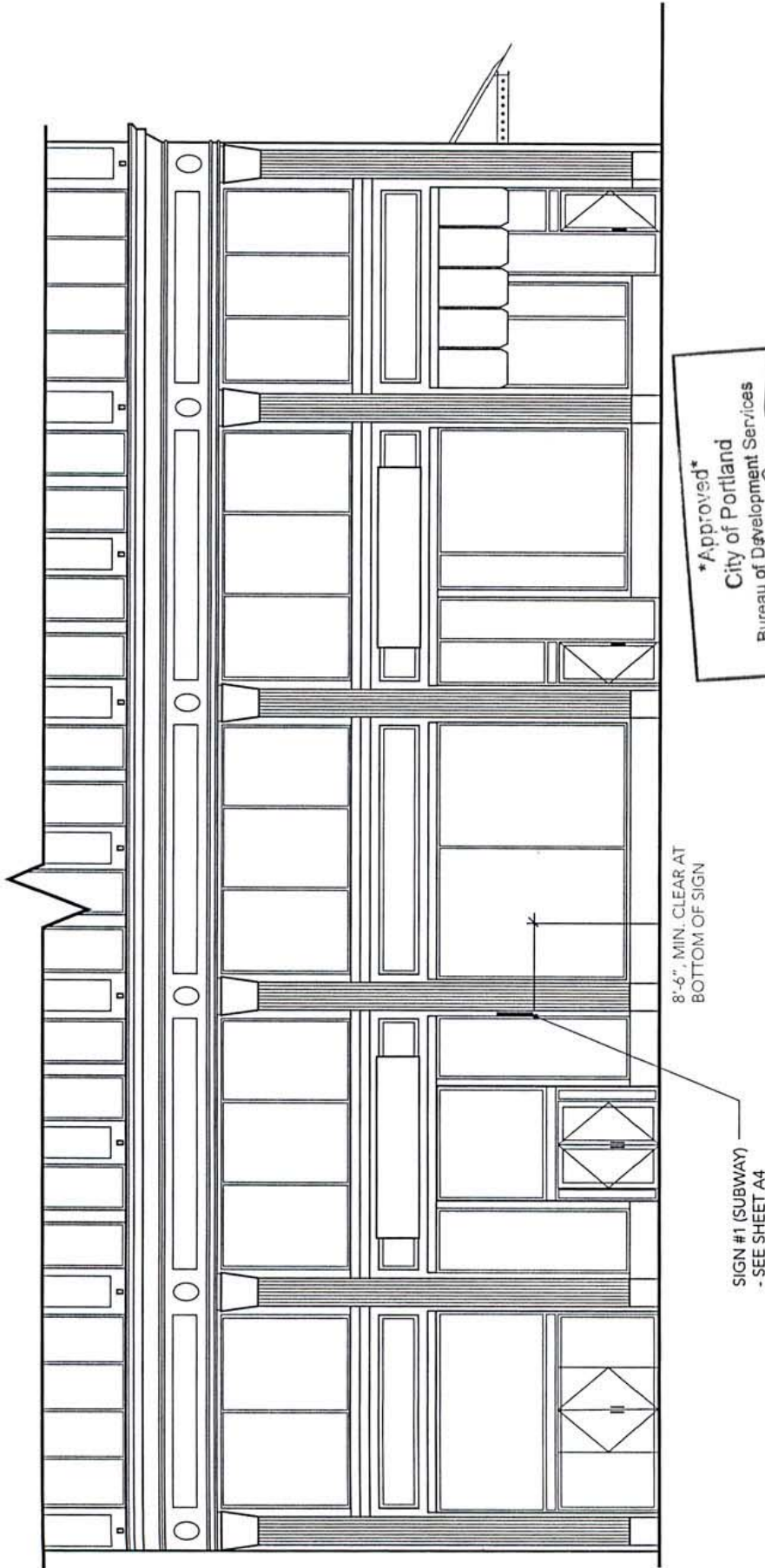
NOTE:
PROPOSAL IS FOR SIGNS AS INDICATED ONLY.
ALL OTHER ELEMENTS ARE EXISTING AND UNMODIFIED.



deca ARCHITECTURE . INC
935 SE Alder Street, Portland Oregon 97214
tel 503 239 1987 fax 503 239 6558



A1



Approved
City of Portland
Bureau of Development Services
Planner *Ch. Cus*
Date *4/8/09*
• This approval applies only to the reviews requested and is subject to all conditions of approval.
Additional zoning requirements may apply.

Elevation — SW Sixth Avenue
Scale: 1/16" = 1'-0"

Cascade Building
520 SW 6th Avenue
Portland, OR 97204

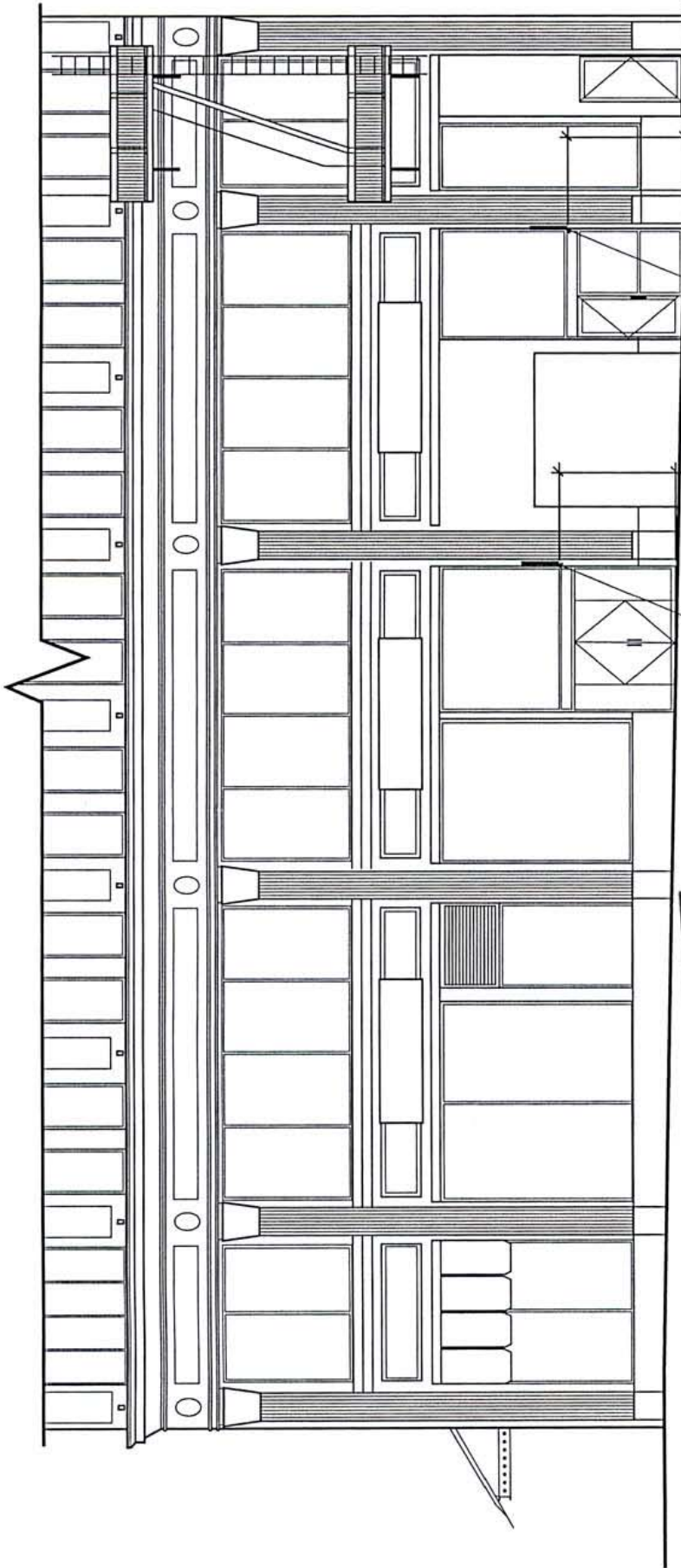
Design Review
February 23, 2009

NOTE:
PROPOSAL IS FOR SIGNS AS INDICATED ONLY.
ALL OTHER ELEMENTS ARE EXISTING AND UNMODIFIED.

deca ARCHITECTURE, INC
935 SE Alder Street, Portland Oregon 97214
tel 503 239 1987 fax 503 239 6558



A2



Approved
City of Portland
Bureau of Development Services
Planner *[Signature]*
Date *4/30/09*
• This approval applies only to the reviews requested and is subject to all conditions of approval.
Additional zoning requirements may apply.

Elevation — SW Alder Street
Scale: 1/16" = 1'-0"

Cascade Building
520 SW 6th Avenue
Portland, OR 97204

Design Review
February 23, 2009

NOTE:
PROPOSAL IS FOR SIGNS AS INDICATED ONLY.
ALL OTHER ELEMENTS ARE EXISTING AND UNMODIFIED.

deca ARCHITECTURE, INC
935 SE Alder Street, Portland Oregon 97214
Tel 503 239 1987 Fax 503 239 6558



A3

Approved
City of Portland
Bureau of Development Services
Manager Chris
Date 4/8/09

• This approval applies only to the views requested and is subject to all conditions of approval.

Additional zoning requirements may apply