



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

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Portland, Oregon 97201  
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TTY 503-823-6868  
[www.portlandonline.com/bds](http://www.portlandonline.com/bds)

**Date:** May 9, 2011  
**To:** Interested Person  
**From:** Dave Skilton, Land Use Services 503-823-0660  
dave.skilton@portlandoregon.gov

**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 11-109571 HDZ – TWO SIGNS**

**GENERAL INFORMATION**

**Applicant:** Chris Kopca  
Downtown Development Group  
920 SW 6th Avenue, Suite 223  
Portland, OR 97204  
  
Goodman Generations III  
920 SW 6th Avenue #223  
Portland, OR 97204  
  
Pipab LLC  
920 SW 6th Avenue #223  
Portland, OR 97204  
  
The Art Of Shaving  
719 SW Morrison Street  
Portland, OR 97205

**Representative:** Philip Foster 612-338-6677  
Bruce M Carlson Architect  
219 N 2nd Street #301  
Minneapolis, MN 55401

**Site Address:** 715 SW Morrison Street

**Legal Description:** BLOCK 212 LOT 4, PORTLAND  
**Tax Account No.:** R667722820  
**State ID No.:** 1N1E34CC 08600  
**Quarter Section:** 3029  
**Neighborhood:** Portland Downtown, contact Jennifer Geske at 503-750-9843.  
**District Coalition:** Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.  
**Plan District:** Central City - Downtown

**Other Designations:** Portland Historic Landmark pursuant to listing in the National Register of Historic Places, as the Broadway Building, on September 12, 1996.

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

**Case Type:** HDZ , Historic Design Review

**Procedure:** Type II, an administrative decision with appeal to the Historic Landmarks Commission.

**Proposal:**

The applicant is seeking Historic Design Review approval for a proposal to install one surface-mounted, internally illuminated sign and one non-illuminated blade sign on one of several storefronts facing SW Morrison Street. Historic Design Review is required because the proposal is for a non-exempt exterior alteration on to a Portland Historic Landmark.

**Relevant Approval Criteria:**

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

- 33.846.060 G – Other Approval Criteria
- Central City Fundamental Design Guidelines

## ANALYSIS

**Site and Vicinity:** The subject property, known as the Broadway Building, was designed by E. B. McNaughton, and completed in 1913. It is a Commercial Style composition with influences from the Chicago School, which was a highly popular architectural movement at the time. The building exterior is mainly clad in white pressed brick, with terra cotta and painted sheet metal trim elements. The ground and second floors have been repeatedly altered over time, and while their current configuration is reasonably compatible with the historic character of the building, virtually no intact historic fabric remains there.

The site is diagonally opposite across SW Broadway and SW Morrison from Pioneer Square and contributes to its sense of urban enclosure. Five of the other buildings surrounding the square are also designated historic structures, creating an ensemble that largely defines the character of the open space.

**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. Development is intended to be pedestrian-oriented with a strong emphasis on a safe and attractive streetscape.

The Historic Resource Protection chapter protects certain historic resources in the region and preserves significant parts of the region's heritage. The regulations implement Portland's Comprehensive Plan policies that address historic preservation. These policies recognize the role historic resources have in promoting the education and enjoyment of those living in and visiting the region. The regulations foster pride among the region's citizens in their city and its heritage. Historic preservation beautifies the city, promotes the city's economic health, and helps to preserve and enhance the value of historic properties.

The Design Overlay Zone promotes the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value. The Design Overlay Zone also promotes quality high-density development adjacent to transit facilities. 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 or compliance with the Community Design Standards. In addition,

design review or compliance with the Community Design Standards 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 in the last five years include the following:

- LU 09-126107 HDZ, approving a new glazed entry system.
- LU 09-104260 HDZ, approving rooftop radio frequency transmission equipment.
- LU 06-117546 HDZM, approving new doors, windows, and signs.

**Public Notice:** A Notice of Proposal was mailed **April 1, 2011**.

**Agency Review:** None of the notified Bureaus has responded with issues or concerns.

**Neighborhood Review:** No written responses have been received from either the Neighborhood Association or notified property owners in response to the proposal.

## ZONING CODE APPROVAL CRITERIA

### **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.

**Findings:** The site is a designated Historic/Conservation Landmark and the proposal is for a non-exempt treatment. Therefore the proposal requires Historic Design Review approval. The relevant approval criteria are listed in 33.846.060 G. 1.-10. Because the site is located within the Central City, the *Central City Fundamental Design Guidelines* are also applicable.

*Staff has considered all the approval criteria and addressed only those applicable to the proposal.*

#### **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.
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 and 10:** The proposed signs will be installed on non-historic surfaces and will not by definition have any effect on historic features or spaces. At 8.2 and 2.3 square feet respectively, the two proposed signs are quite modest in size, and appropriate to their association with a single storefront space. The projecting sign is non-illuminated and mounted at mortar joints only, and the surface mounted sign features a curved, translucent acrylic face and internal LED illumination. Both signs are compatibly located within the traditional sign band, with the projecting sign aligning at the transom and the surface mounted sign centered in the bay above it. *These criteria are met.*

### **Central City Fundamental Design Guidelines**

**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.

**D3. Broadway Unique Sign District.** Provide opportunities for the development of large, vertically oriented, bright, and flamboyant signs that add to the unique character of this Broadway environment. Size and place signs and their structural support systems so that significant architectural or historical features of the building are not concealed or disfigured. Ensure that all signs receive proper maintenance.

**Findings for C13 and D3:** By taking a very traditional approach to their type, size, and location, the proposed signs integrate very well with the historic Broadway Building. Although they are proposed within the Broadway Unique Sign District, their expression is entirely appropriate in light of the fact that they serve a single storefront bay on a Historic Landmark. *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 proposal meets the approval criteria by taking an approach appropriate to the scale of the retail space served by the signs. The purpose of the Historic Design Review process is to ensure that additions, new construction, and exterior alterations to historic resources do not compromise their ability to convey historic significance. This proposal meets the applicable Historic Design Review criteria and therefore warrants approval.

## ADMINISTRATIVE DECISION

Approval of two signs, a 2.3 square foot, non-illuminated blade sign and an 8.2 square foot, internally-illuminated, surface-mounted sign, on the Historic Landmark Broadway Building, within the Central City Plan District, Downtown Subdistrict;

Approval per Exhibits C-1 through C-4, signed and dated May 5, 2011, 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 through C-4. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 11-109571 HDZ. No field changes allowed."

**Staff Planner: Dave Skilton**

Decision rendered by:                     Dave Skilton                     on May 5, 2011.  
By authority of the Director of the Bureau of Development Services

**Decision mailed: May 9, 2011**

**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 1, 2011, and was determined to be complete on March 30, 2011.

*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 1, 2011.

*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.

**Appealing this decision.** This decision may be appealed to the Historic Landmarks Commission, which will hold a public hearing. Appeals must be filed **by 4:30 PM on May 23, 2011** at 1900 SW Fourth Ave. Appeals can be filed Tuesday through Friday on the first floor of the Development Services Center until 3 p.m. After 3 p.m. and Mondays, 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. Assistance in filing the appeal and information on fee waivers is available from BDS in the Development Services Center. 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 call the Request Line at our office, 1900 SW Fourth Avenue, Suite 5000, phone 503-823-7617, to schedule an appointment. I can provide some information over the phone. Copies of all information in the file can be obtained for a fee equal to the cost of services. Additional information about the City of Portland, city bureaus, and a digital copy of the Portland Zoning Code is available on the internet at [www.portlandonline.com](http://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 Historic Landmarks 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 Historic Landmarks 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 **May 24, 2011**.
- 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.
- **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.

Zone Change and Comprehensive Plan Map Amendment approvals do not expire.

**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

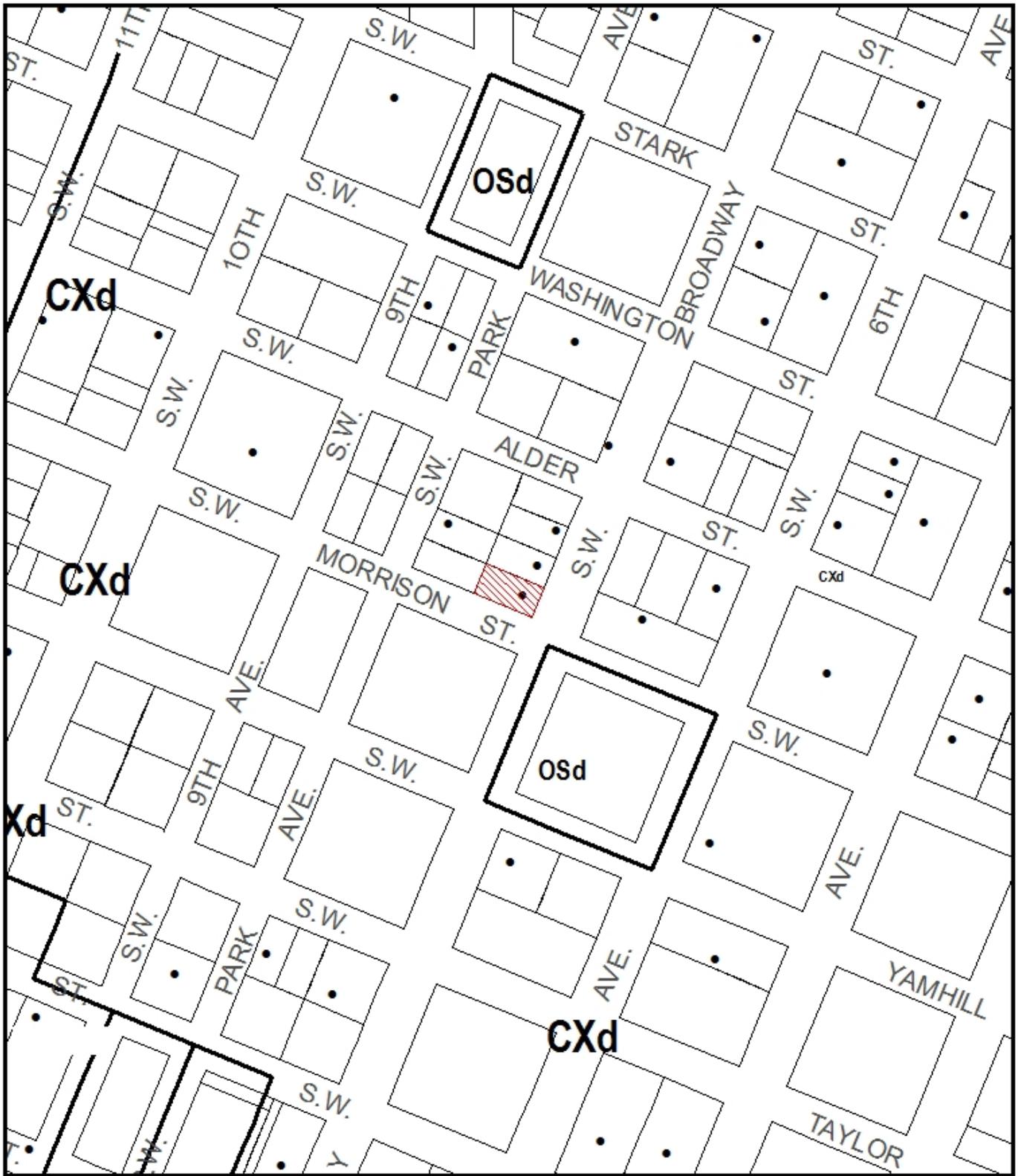
- All provisions of the Municipal Code of the City of Portland, and all other applicable ordinances, provisions and regulations of the City.

**EXHIBITS**

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
- B. Zoning Map (attached)
- C. Plans/Drawings:
  - 1. Site Plan (attached)
  - 2. Photo-simulation
  - 3. Elevations and Sections (attached)
  - 4. Sign Details
- D. Notification information:
  - 1. Mailing list
  - 2. Mailed notice
- E. Agency Responses:
  - 1. Life Safety Division of BDS
  - 2. Water Bureau
- F. Correspondence: none
- G. Other:
  - 1. Original LU Application
  - 2. Site History Research

**The Bureau of Development Services is committed to providing equal access to information and hearings. Please notify us no less than five business days prior to the event if you need special accommodations. Call 503-823-7300 (TTY 503-823-6868).**



# ZONING



Site



Historic Landmark

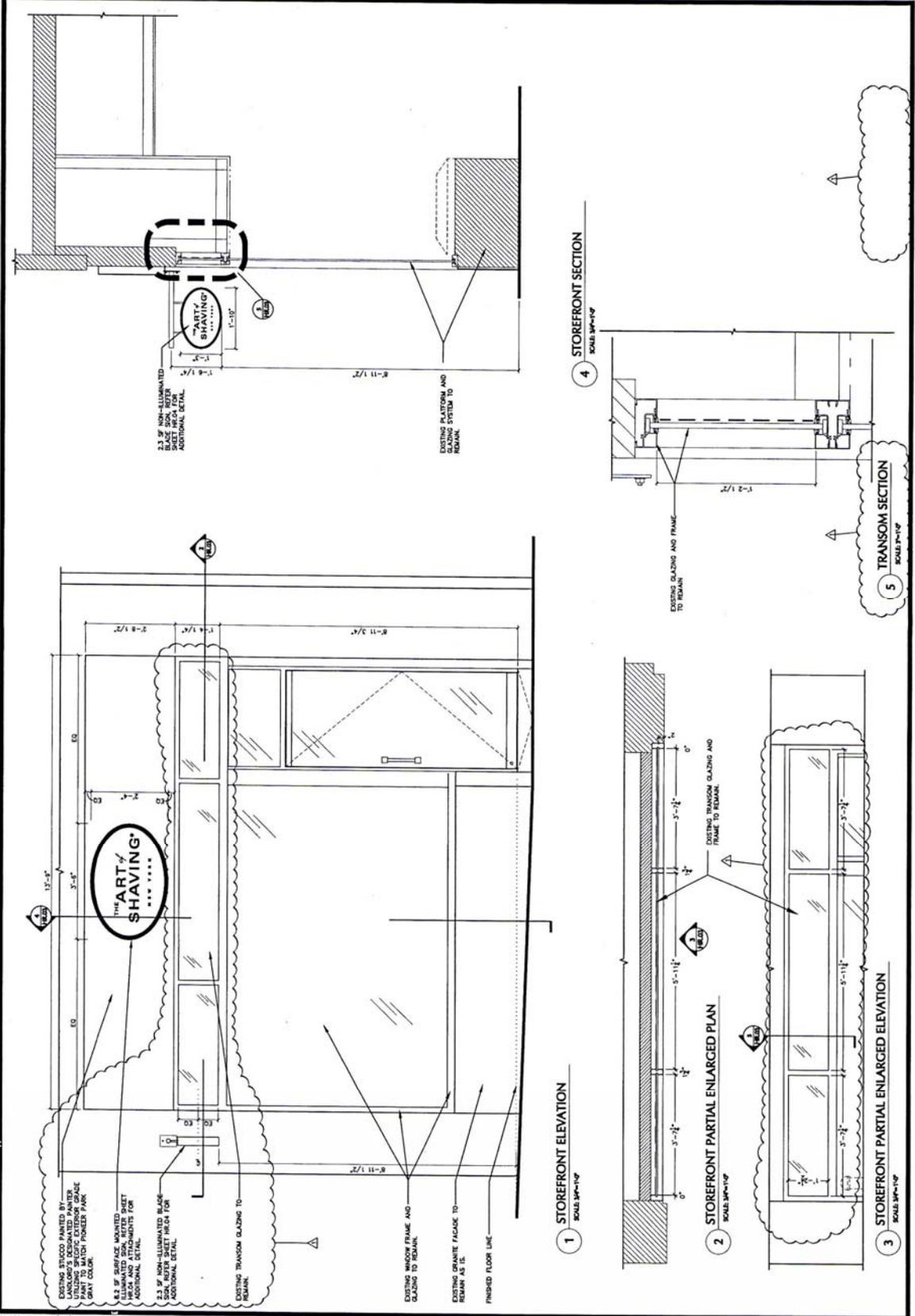


NORTH

This site lies within the:  
CENTRAL CITY PLAN DISTRICT

File No.	LU 11-109571 HDZ
1/4 Section	3029
Scale	1 inch = 200 feet
State_Id	1N1E34CC 8600
Exhibit	B (Feb 10, 2011)





**BRUCE M. CARLSON ARCHITECT**  
 1000 SW MORRISON ST. SUITE 200  
 PORTLAND, OR 97205  
 TEL: (503) 228-8888  
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 E-MAIL: info@brucecarlson.com  
 WWW: www.brucecarlson.com

**CONTRACTORS:**  
 EMANUELOSON-PODAS  
 1000 SW MORRISON ST. SUITE 200  
 PORTLAND, OR 97205  
 TEL: (503) 228-8888  
 FAX: (503) 228-8888  
 E-MAIL: info@emanueloson.com  
 WWW: www.emmanueloson.com

**APPROVED:**  
 City of Portland - Bureau of Development  
 Date: 5/15/11  
 Bruce M. Carlson, Architect

**THE ART of SHAVING**

719 SW MORRISON ST.  
 PORTLAND, OR 97205

**REVISIONS:**

NO.	DATE	BY	CITY
1	03/28/11		

**PROJECT NO:** 10118401  
**DRAWN BY:** JZL

**HR.03**

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