



City of Portland, Oregon

Bureau of Development Services

Land Use Services

FROM CONCEPT TO CONSTRUCTION

Charlie Hales, Mayor Paul L. Scarlett, Director Phone: (503) 823-7300 Fax: (503) 823-5630 TTY: (503) 823-6868 www.portlandoregon.gov/bds

Date: April 2, 2013 **To:** Interested Person

From: Staci Monroe, Land Use Services

503-823-0624 / staci.monroe@portlandoregon.gov

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 the version located on the BDS website http://www.portlandonline.com/bds/index.cfm?c=46429. Click on the District Coalition then scroll to the relevant Neighborhood, and case number. 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 13-111056 HDZ - NEW WALL AND AWNING

SIGNAGE

GENERAL INFORMATION

Applicant: Melissa Hayden, 503-546-7114 / Security Signs Inc

2424 SE Holgate Blvd / Portland OR 97202

Owner: Jackson Tower Partners LLC

2447 Pacific Coast Hwy #201 / Hermosa Beach, Ca 90254

Site Address: 818 SW BROADWAY STREET

Legal Description: BLOCK 180 LOT 7&8, PORTLAND

Tax Account No.: R667718510, R667718510

State ID No.: 1S1E03BB 02000, 1S1E03BB 02000

Quarter Section: 3129

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: National Historic Landmark – Journal Building **Zoning:** CXd – Central Commercial zone with a Design overlay

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 seeks Historic Design Review approval for two new signs and replacement fabric on an existing awning for the tenant located at 818 SW Broadway in the Jackson Tower (aka Journal Building), a National Historic Landmark. The signage includes a 25.4 SF wall sign (30.5" x 120") above the storefront consisting ½" think aluminum letter attached to a pair of 1" square runners that fasten into the grout of the terra cotta tile. The existing awning frame is proposed to be re-wrapped with a new black fabric that includes painted pink vertical stripes at each end and a painted 2.54 SF sign (9.5" x 38.5") centered on the structured valence.

The proposal requires historic design review because it is an exterior sign and alteration to a Historic Landmark per Section 33.445.140.A.1 and 4 of the Zoning Code.

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:

- Central City Fundamental Design Guidelines
- Section 33.846.060.G Other Approval Criteria

ANALYSIS

Site and Vicinity: The 10,000 SF, quarter block site is located at the northeast corner of SW Broadway and SW Yamhill, immediately across the street and south of Pioneer Square. Burnside Street is further north of the site, I-405 is to the west and the Willamette River is to the east. The MAX light rail line is location along the property's north frontage on SW Yamhill.

The building is referred to today as the Jackson Tower, however, it was constructed in 1912, under the name the Journal Building. The 12-story was constructed in the Skyscraper Commercial and Beaux Arts Classicism style of the Late 19th and Early 20th Century American Movements. The "wedding cake", tiered building has an exterior face that is a combination of glazed white terra cotta and off-white brick with heavily rusticated terra cotta blocks at prominent locations. At both sides of the corner tower element at the are three-story wings that are slightly setback. The proposal for the new wall and awning sign are proposed on the wing that fronts SW Broadway.

Zoning: The <u>Central Commercial</u> (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 <u>Central City Plan District</u> implements the Central City Plan and other plans applicable to the Central City area. These other plans include the Downtown Plan, the River District Plan, the University District Plan, and the Central City Transportation management Plan. The Central City plan district implements portions of these plans by adding code provisions which address special circumstances existing in the Central City area. The site is within the Downtown sub district of this plan district.

The "d" overlay promotes the conservation and enhancement of areas of the City with special historic, architectural or cultural value. New development and exterior modifications to existing development are subject to design review. 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.

The <u>Historic Resource Protection</u> overlay is comprised of Historic and Conservation Districts, as well as Historic and Conservation Landmarks and 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.

Land Use History: City records indicate that prior land use reviews include the following:
HL 95-98 – Designation of the Journal Building as a Portland Historic Landmark. The building is also on the National Register of Historic Places.

- LUR 91-00041 Design Review approval to replace doors, windows, entry step and signage.
- LU 91-00105 Design Review approval for fire escape removal, new storefront and handicap entrance.
- LUR 91-00553 Design Review approval for new storefront for Trailblazers retail outlet.
- LUR 99-00324 Design Review approval of an exterior renovation of two existing storefronts, new awnings, and new signage at #814 and #818 SW Broadway Ave

Agency Review: No agency reviews were provided for this proposal given the small scope of the work.

Neighborhood Review: A Notice of Proposal in Your Neighborhood was mailed on **February 21, 2013**. 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. Therefore the proposal requires historic design review approval. The relevant approval criteria are listed in 33.846.060 G. 1.-10. In addition, because the site is located within the Central City, the relevant approval criteria are the Central City Fundamental Design Guidelines.

G. Other Approval Criteria:

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.

Findings: The aluminum letters of the proposed wall sign will be attached to a pair of 1" square runners that fasten into the grout joints of the terra cotta tile. This approach allows the holes in the grout to be easily repaired when the sign is removed in the future. A Condition of Approval stating this installation has been added as an extra measure to ensure the terra cotta tiles themselves are not damaged.

Prior signage at this location has created numerous holes in the terra cotta. A Condition of Approval has been added that requires the holes to be patched and finished by a method that will ensure no additional damage to the historic materials. Condition of Approval B at the end of this decision states the following:

- B. Prior to the installation of the approved wall sign, a qualified contractor of the cant or building owner shall perform the following:
 - 1. Remove adhesive from prior signage from the terra cotta.
 - 2. Use Plaster of Paris (per manufacturer instructions) to fill in and patch the holes made from previous signs in the terra cotta above this storefront. Once mixed, small amounts of tan tint will be added to achieve correct color. After applied and dry, the surface will be primed and painted to match the existing terra cotta color, which has been painted and off-white.

The new fabric awning with signage will not affect the historic tiles, as the existing frame will be reused in its current location. This proposal, as conditioned, repairs and protects the original terra cotta materials from further damage. As conditioned, this criterion is met.

- **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.
- **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 8 and 10: The location of the proposed wall sign, aligning horizontally and vertically above the storefront bay of the corresponding tenant is a traditional one for small retail establishments. At approximately 25 square feet, the size is also in good proportion to the scale of the related storefront and the overall building. The metal pin-mounted letters with a low profile is a straightforward, non-illuminated sign type that is in keeping both with the building, and the pedestrian character of the neighborhood. Similarly, the replacement awning and its 2.54 SF painted valence sign match the adjacent storefront awning color and style as well as those found in the downtown area. *These criteria are met.*

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.

C2. Promote Quality and Permanence in Development. Use design principles and

building materials that promote quality and permanence.

Findings: The metal pin-mounted letters of the wall sign is durable material that associates with the permanence of a historic landmark. Replacement awning cover is a sunbrella fabric that resists the weather elements and is low maintenance. *This quideline is therefore met.*

- **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.
- **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.
- **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 C3, C5, C8, C13 and D3: As discussed in the findings for Historic Design Review approval criteria 33.846.060 G 8 and 10 above, the traditional type, size, and location of the proposed sign make it compatible with the landmark and surrounding properties in terms of its historic character. The same reasoning applies to the signs and awning's integration with the building itself in terms of coherency and architectural integrity. In addition, the location of the awning and wall sign above the storefront on the 1st floor, reinforce the sidewalk level of the building and do not have any impact on the Portland Skyline. Although, the building is located within the Broadway Bright Lights District, the low profile, simple styled sign of modest size is appropriate for a secondary tenant on a landmark building. *These quidelines are therefore 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 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. The proposed signs and awning are appropriately designed, located and sized for this storefront on this landmark building. In addition, they complement the surrounding signage and awnings in this downtown pedestrian district. This proposal meets the applicable Historic Design Review criteria and therefore warrants approval.

ADMINISTRATIVE DECISION

Approval of a 25.4 SF (30.5" x 120") metal wall sign above the storefront and a painted 2.54 SF sign (9.5" x 38.5") centered on the structured valence of the existing awning with replaced black fabric, per the approved site plans, Exhibits C-1 through C-6, signed and dated 3/29/13, subject to the following conditions:

- A. As part of the building permit application submittal, the following development-related conditions (B-C) must be noted on each of the four required site plans or included as a sheet in the numbered set of plans. The sheet on which this information appears must be labeled "ZONING COMPLIANCE PAGE- Case File LU 13-111056 HDZ." All requirements must be graphically represented on the site plan, landscape, or other required plan and must be labeled "REQUIRED."
- B. Prior to the installation of the approved wall sign, a qualified contractor of the applicant or building owner shall perform the following:
 - 1. Remove adhesive from prior signage from the terra cotta.
 - 2. Use Plaster of Paris (per manufacturer instructions) to fill in and patch the holes made from previous signs in the terra cotta above this storefront. Once mixed, small amounts of tan tint will be added to achieve correct color. After applied and dry, the surface will be primed and painted to match the existing terra cotta color, which has been painted and off-white.
- C. All sign attachments must be placed within the vertical and horizontal grout joint of the terra cotta in the locations and with bolt sizes indicated on Exhibit C-4.

Staff Planner: Staci M	onroe	
Decision rendered by:	Marioc	on March 29, 2013
By a	uthority of the Director of the Bureau of	Development Services

Decision mailed April 2, 2013

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 31, 2013, and was determined to be complete on February 19, 2013.

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 31, 2013.

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 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.

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 2, 2013.** 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.

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, permitees 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

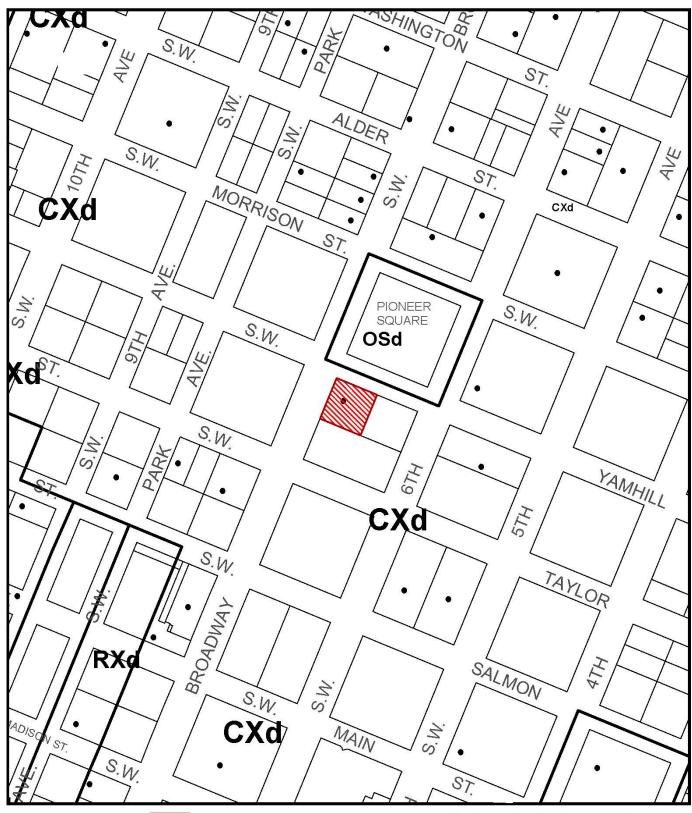
• All provisions of the Municipal Code for the City of Portland, and all other applicable ordinances, provisions and regulations of the City.

EXHIBITS

NOT ATTACHED UNLESS INDICATED

- A. Applicant's Statement
 - 1. Applicant's Response to Approval Criteria
 - 2. Photos of subject building and surrounding signs
- B. Zoning Map (attached)
- C. Plans/Drawings:
 - 1. Site plan (attached)
 - 2. Photosim of storefront with signs & awning
 - 3. Wall sign details (attached)
 - 4. Wall sign attachment details (attached)
 - 5. Awning and painted sign details (attached)
 - 6. West building elevation (attached)
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses: No responses were received.
- F. Correspondence: None.
- G. Other:
 - 1. Original LU Application
 - 2. Incomplete Letter

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: JACKSON TOWER

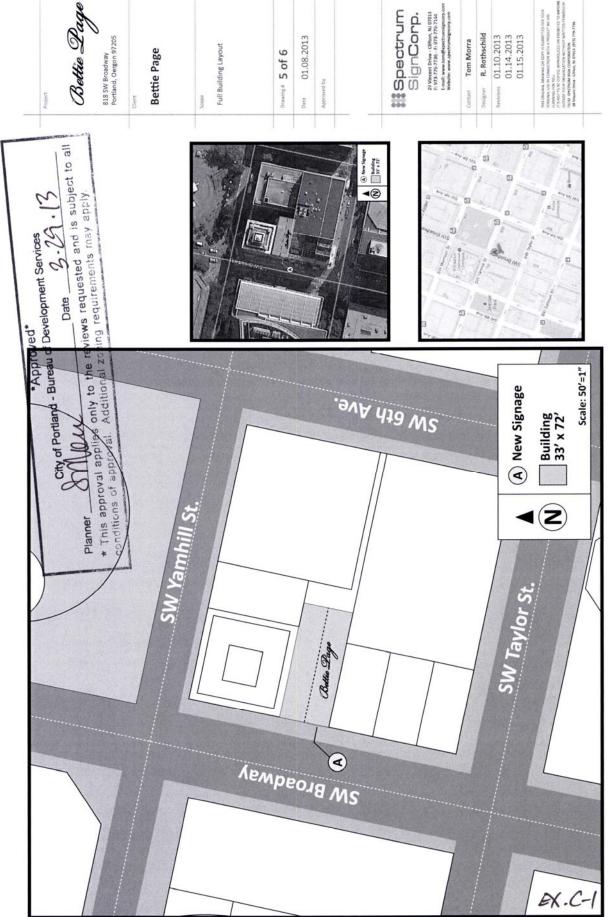


This site lies within the: CENTRAL CITY PLAN DISTRICT DOWNTOWN File No. <u>LU 13-111056 HDZ</u>

1/4 Section <u>3129</u>

Scale 1 inch = 200 feet
State Id 1S1E03BB 2000

Exhibit B (Jan 31,2013)





Tatyana

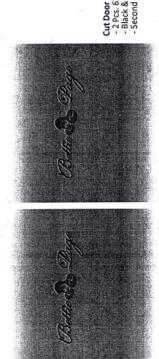
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Scale 1"=10"

10'-0"

Square Footage: 30%" x 120" = 25.4 ft²

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Cut Door Vinyl
- 2 Pcs. 6½" x 2'-1½"
- Black & Red Vinyl
- Second Surface

Approved

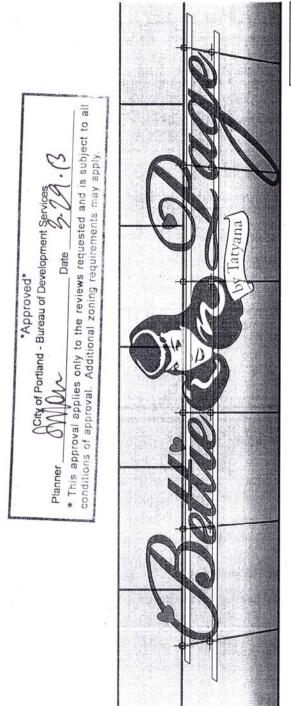
Gity of Portland - Bureau of Development Services

Planner

Date 5:27.13

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

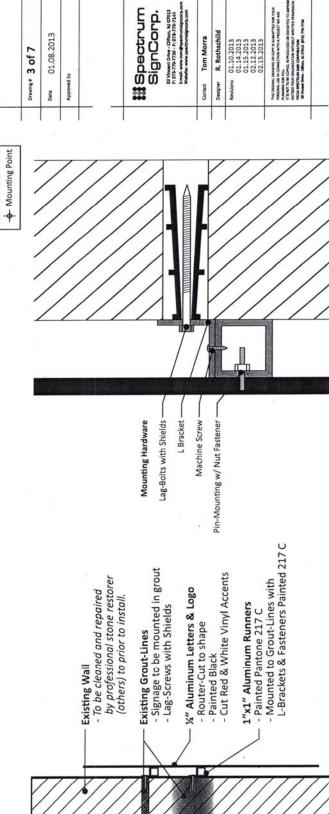
W 13-111056 402 EX. C-3



813 SW Broadway Portland, Oergon 97205

Bettie Page

Storefront Signage Mounting Detail

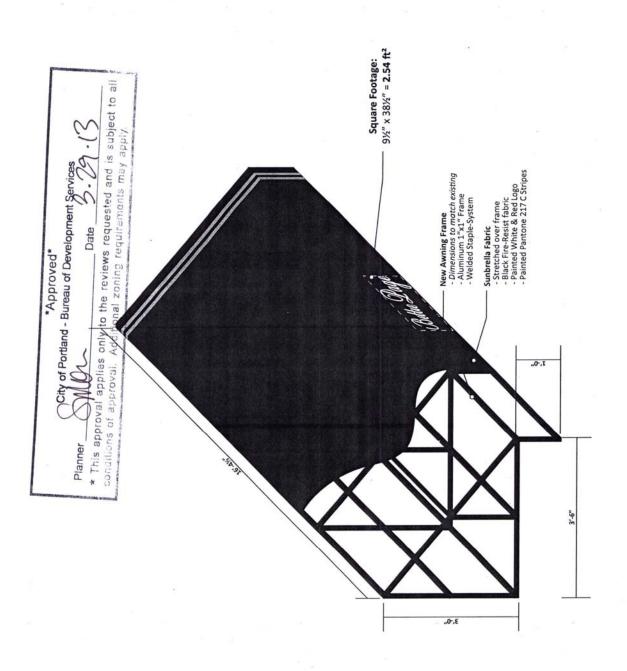


29 Vincent Drive - Clifton, NJ 07013 P: 972-779-7186 - F: 973-779-7164 E-mail: www.lom@spectrumigncorp.com Webstra: www.apectrumigncorp.com

01.10.2013 01.14.2013 01.15.2013 02.12.2013 02.15.2013

01.08.2013

LU 13-111 056 408 EX.C-4



818 SW Broadway Portland, Oergon 97205

Bettie Page

Spectrum SignCorp.

01.08.2013

Date O Approved by

Drawing # 4 of 7

Awning Detail

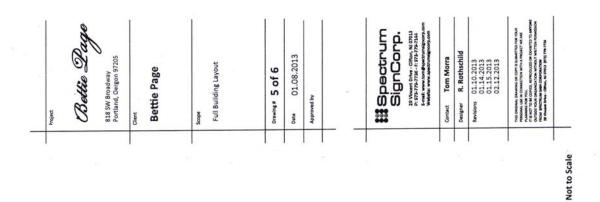
29 Vincent Orive - Clitan, NJ 07013 P: 973-779-7786 - F: 973-779-7244 E-mail: www.som@spectrumsigncorp.co Websits: www.spectrumsigncorp.com

Designer R. Rothschild

Contact Tom Morra

Revisions 01.10.2013 01.14.2013 01.15.2013 02.12.2013 02.15.2013

> LU 13-111056402 EX. C-5



* This approval applies only to the reviews requested and is subject to all conditions of approval. Additional zoning requirements may apply. Gity of Portland - Bureau of Development Services Planner

> LU 13-111056HDZ EX. C-6