



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

FROM CONCEPT TO CONSTRUCTION

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Date: May 23, 2013
To: Interested Person
From: Staci Monroe, Land Use Services
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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 13-111067 HDZ - SIGNAGE AND BANNERS

GENERAL INFORMATION

Applicant: Melissa Hayden / Dennis Brockman / Security Signs Inc.
2424 SE Holgate Blvd / Portland, OR 97202

Deek Heykamp (tenant) / Next Adventure
426 SE Grand Avenue / Portland, OR 97214

Owner: Reach Community Development Inc.
4150 SW Moody Ave / Portland, OR 97239

Site Address: 420-438 SE GRAND AVE

Legal Description: BLOCK 121 LOT 3&4 EXC PT IN ST W 10' OF LOT 5&6 POTENTIAL ADDITIONAL TAX, EAST PORTLAND

Tax Account No.: R226508200, R226508200

State ID No.: 1N1E35CC 12200, 1N1E35CC 12200

Quarter Section: 3031

Neighborhood: Buckman, contact Susan Lindsay at 503-725-8257.

Business District: Central Eastside Industrial Council, Peter Fry at 503-274-1415.

District Coalition: Southeast Uplift, contact Bob Kellett at 503-232-0010.

Plan District: Central City - Central Eastside

Other Designations: East Portland/Grand Avenue Historic District

Zoning: EXd – Central Employment 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 to add new signage and banners to a non-contributing building in the East Portland/Grand Avenue Historic District and the Central Eastside sub district of the Central City Plan District. The proposal includes the following:

- Three 29 SF projecting signs attached to the storefront columns along the west and south façades. The projecting signs would be comprised of an internally illuminated, aluminum cabinet with pushed through acrylic letters mounted with two 4" square support arms to the wooden column frame.

- Two 8 SF wall signs attached to the fascia above the corner entry storefront bay on the west and south facades. The wall signs would be comprised of internally illuminated, aluminum channel letters with acrylic faces and attached to a 2" deep raceway.
- Four 8 SF fabric flags attached to the storefront columns with heavy duty cast aluminum brackets along the west and south façades in between the projecting signs.

Based on the primary building wall (91.5'), which can be based on the building wall facing either street since a corner entry exists, the building is allowed 137 SF of signage. The total signage proposed is 135 SF. The signage that exists behind the transom windows is not included since it is not on the exterior of the building.

Historic Design Review is required for signage and exterior alterations to buildings in a historic district.

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 – Central Eastside
- East Portland/Grand Avenue Historic District Design Guidelines

ANALYSIS

Site and Vicinity: The subject property, a four story brick building, is identified as the Morgan, Leith, and Cook Building in the National register documentation for the East Portland Grand Avenue Historic District. It was constructed, in 1911, as retail space on the ground floor with apartments above, and has operated in that configuration through most of its existence. In spite of its intact massing, wall materials, and overall fenestration pattern, there were enough alterations to the building by the time the historic district was being formed to preclude its evaluation as a contributing resource. The property's age and remaining qualities were, however, recognized by a designation of "historic non-contributing".

The East Portland Grand Avenue Historic District is significant for its association with broad patterns of historic development, especially as it relates to commerce and transportation. This area, stretching north-south along SE Grand Avenue parallel to the Willamette River was, until consolidation with Portland in 1893, the core of a separate community known as East Portland. The National Register nomination document also notes that in the years from approximately 1915 to 1930 this locale developed a concentration of automotive businesses, with building adapted or designed to support it.

Zoning: The Central Employment (EX) zone allows mixed-uses and is intended for areas in the center of the City 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 are intended to allow new development which is similar in character to existing development.

The Historic Resource Protection Overlay 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 two prior relevant land use reviews for this site:

- LUR 92-00778, approving restoration, repairs, and painting of upper floor entry and storefronts.
- LUR 99-00222, approving new awnings, trash enclosure, and lighting.
- LU 12-119197 HDZ, approving a storefront remodel and new corner entry.

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 **April 15, 2013**. One written response was received from either the Neighborhood Association or notified property owners in response to the proposal.

- William Wright, neighboring property owner, no objections to the proposal.

ZONING CODE APPROVAL CRITERIA

Chapter 33.846.060 - Historic Resource Review

Purpose of Historic Resource Review

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

Historic Resource Review Approval Criteria

Requests for Historic Resource 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 located within the East Portland Grand Avenue Historic District and the proposal is for a non-exempt treatment. Therefore Historic Resource Review approval is required. The approval criteria are the *Design Guidelines - East Portland Grand Avenue Historic Design Zone*. Because the site is within the *Central City Plan District*, the *Central City Fundamental Design Guidelines* are also approval criteria.

Staff has considered all guidelines and addressed only those applicable to this proposal. The Design Guidelines - East Portland Grand Avenue Historic Design Zone and the Central City Fundamental Design Guidelines are addressed concurrently.

Design Guidelines - East Portland Grand Avenue Historic Design Zone **Central City Fundamental Design Guidelines**

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

A5. Enhance, Embellish, and Identify Areas. Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.

A61. Use Special East Portland/Grand Avenue Historic Design Zone Guidelines

A6-1f. Signs

1. Exterior building signs should be visually compatible in size, scale, proportion, color and materials with the original architectural character of the building.
2. A variety of signs within the District are encouraged, incorporating excellence in graphic design and lettering, careful color coordination with the building, mounting, and readability.

3. Prominent signs that are creative yet compatible with the building and the District are encouraged, particularly on simple concrete buildings.
 4. Sign lighting that is creative and compatible with the building and the District is acceptable. Plastic signs and backlit plastic signs are generally not acceptable.
- 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.
- 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.
- 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 A4, A5, A6-1f, B2, C2, C3, C5 and C13: The building is situated at a corner lot in the East Portland/Grand Avenue Historic District along the streetcar line. The signs proposed are consistent with those found in this historic district in terms of type, variety, size, placement and materials. The array of signs proposed (projecting blade, wall and flags) are located on the ground level of the building, corresponding to the storefront bays and emphasizing the main building entrance at the southwest corner. They are scaled appropriately for the pedestrian environment and for their respective ground level façades. The blade signs and flags are properly located on the columns of the upper storefront transoms, while the wall signs fit well within the sign band above the corner entrance. The mounting plates and raceways have been sized and designed to sit within the recessed portion of the wood columns and fascia band for an integrated attachment. The aluminum signs with steel supports and brackets are high quality finishes that are durable. The fabric for the flags will be comprised of nylon, which as a synthetic material, is long-lasting. The cabinet signs will be internally illuminated with LED lights and, in conjunction with their locations on the ground level, will have little impact on the nighttime skyline. A condition of approval that requires all electrical conduit to be routed within the building and not on its exterior, will allow for a clean installation that preserves the character of the building. Overall, the signs, respect the architectural integrity of this traditional commercial building and result in a coherent composition. *As conditioned, these guidelines have been 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 Resource Review process is to ensure that additions, new construction, and exterior alterations to historic resources do not compromise their ability to convey historic significance. As demonstrated above, the proposed signs are consistent with those found in the historic district and complement the building. This proposal meets the applicable Historic Resource Review criteria and therefore warrants approval.

ADMINISTRATIVE DECISION

Approval of the following new signage and banners to a non-contributing building in the East Portland/Grand Avenue Historic District and the Central Eastside sub district of the Central City Plan District:

- Three 29 SF projecting signs attached to the storefront columns along the west and south façades. The projecting signs would be comprised of an internally illuminated, aluminum cabinet with pushed through acrylic letters mounted with two 4" square support arms to the wooden column frame.
- Two 8 SF wall signs attached to the fascia above the corner entry storefront bay on the west and south facades. The wall signs would be comprised of internally illuminated, aluminum channel letters with acrylic faces and attached to a 2" deep raceway.
- Four 8 SF fabric flags attached to the storefront columns with heavy duty cast aluminum brackets along the west and south façades in between the projecting signs.

Per the approved site plans, Exhibits C-1 through C-6, signed and dated 5/21/13, 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.6. The sheets on which this information appears must be labeled, "Proposal and design as approved in Case File # LU 13-111067 HDZ ."
- B. All conduit related to the signs shall be internal to the building. No exposed conduit allowed on the exterior of the building.

Staff Planner: Staci Monroe



Decision rendered by: _____ **on May 21, 2013**

By authority of the Director of the Bureau of Development Services

Decision mailed May 23, 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 April 11, 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 **May 23, 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, 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 (attached)
 - 2. Photosim
 - 3. Projecting Signs Details (attached)
 - 4. Wall Signs Details (attached)
 - 5. Flag Details
 - 6. Building Elevations (attached)
- D. Notification information:
 - 1. Mailing list
 - 2. Mailed notice
- E. Agency Responses: none.
- F. Correspondence:
 - 1. William Wright, neighboring property owner, no objections to the proposal
- G. Other:
 - 1. Original LU Application
 - 2. Incomplete Letter dated February 6, 2013

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).

Approved

City of Portland - Bureau of Development Services

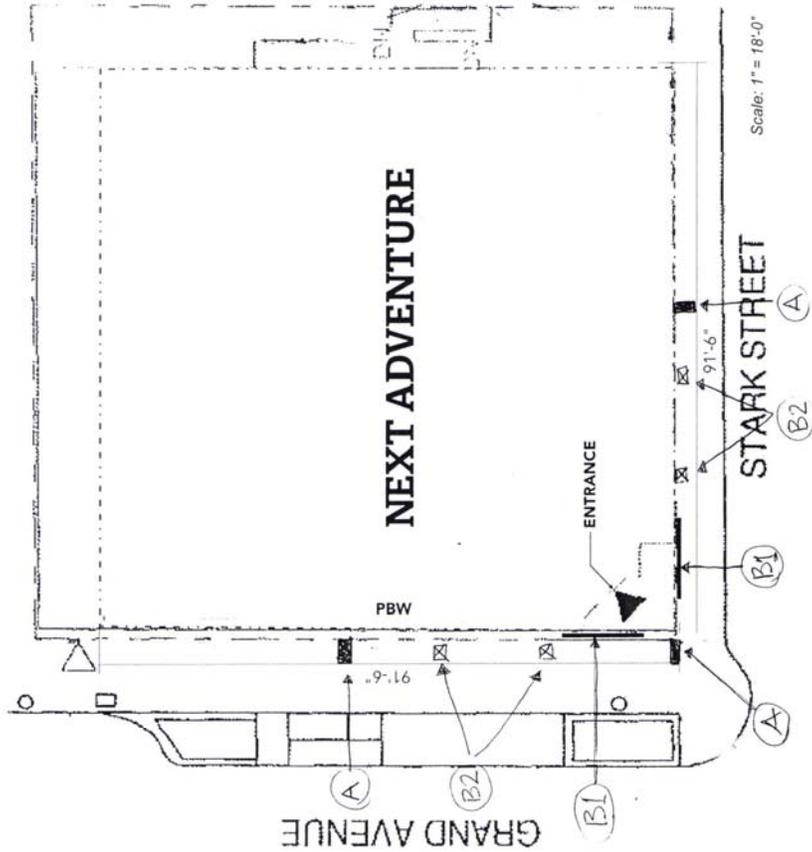
Planner *EM*

Date *5-21-13*

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

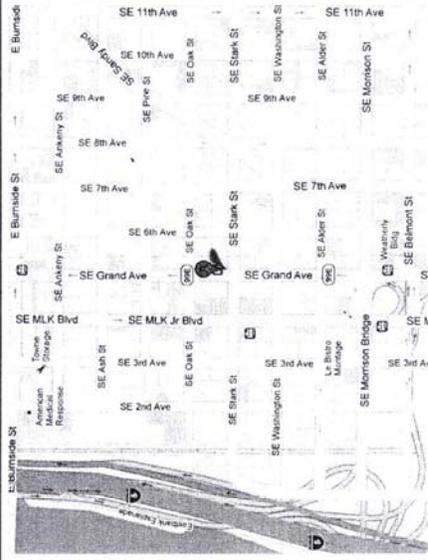
MASTER SITE PLAN

NORTH



AREA MAP

NORTH



SIGN TYPES

- A** Projecting Displays
- B1** Channel Letter Displays
- B2** FLAG POLES

<p>SECURITY SIGNS 2234 SE Holston Boulevard Portland, Oregon 97202 503-232-4175 Fax 503-230-1811 www.securitysigns.com © Copyright 2013 Security Signs, Inc. All Rights Reserved.</p>	<p>WSA WILLIAMSON SIGNAGE ASSOCIATES MEMBER OF THE SIGNAGE GROUP</p>	<p>Kernville Tree Consult</p>	<p>PROJECT MANAGER Dennis Brockmann DESIGNER J. Ford</p>	<p>PROJECT NAME</p> <p>NEXT ADVENTURE 424 SE Grand Avenue Portland, Oregon</p>	<p>PAGE DESCRIPTION Site Plan</p>	<p>REVISIONS NA</p>	<p>© Copyright 2013 Security Signs, Inc. All Rights Reserved. This drawing is the property of Security Signs, Inc. and is not to be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Security Signs, Inc. All other rights reserved. A01711.C 1/23/08</p>	<p>APPROVALS Client Signature Landlord Signature</p>	<p>DATE: 01/28/13</p>	<p>PAGE #: 4 OF 4</p>	<p>DRAWING #: 11-jf12916</p>
	<i>HWZ</i>										

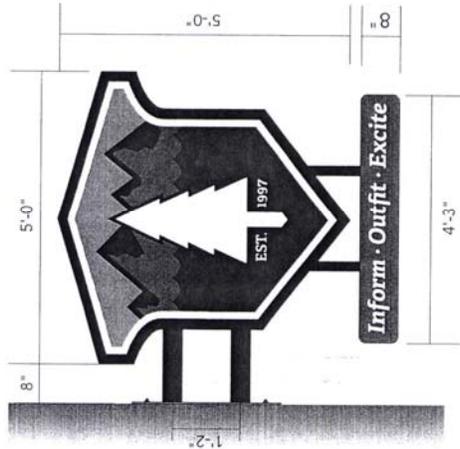
13-111067

Approved
City of Portland - Bureau of Development Services

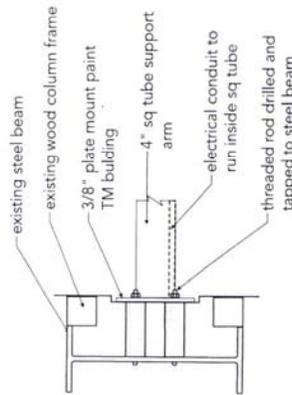
Planner S. Miller Date 5-21-13

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

Exterior | Building Identification Option 1 - Projecting Display



① PROJECTING SHIELD
 SCALE: 1/2" = 1'-0"

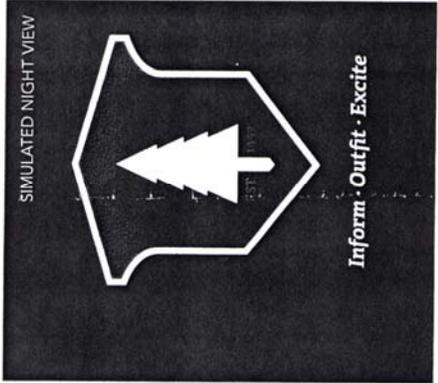


③ ATTACHMENT DETAIL
 SCALE: 1" = 1'-0"

LU 12-11106 + 7122
 EX. C-3



② SIDE VIEW
 SCALE: 1/2" = 1'-0"



Projecting Display

Illuminated
 Manufacture and install three (3) D/F Projecting Displays

Cabinet

Construction: fabricated aluminum w/painted finish, sky, mountains and EST. 1997.
 Face: .090 routed aluminum with painted finish, mountain, sky and EST. 1997 graphics. 3/4" push-thru clear acrylic pine tree and border with White PSV 1st surface and white diffuser. 2nd surface

Illumination: White LEDs

Tagline

Construction: fabricated aluminum cabinet painted light green

Face: .090 routed aluminum with 1/2" push-thru clear acrylic copy with White PSV 1st surface and white diffuser. 2nd surface

Illumination: White LEDs

Installation

Wall Type: wood column over steel beam

Supports: (2) 4" sq. tubes

Mounting: plate mount to building. Paint plate Matthews 37B-3D Glitter Gold TM building, see engineering

Colors

- 3M 230-20 White
- 3M 230-20 Light Green
- Dark Blue
- 3M 230-20 Light Blue
- Matthews 37B-3D Glitter Gold

 SECURITY SIGNS Quality Since 1978 2424 SE Holgate Boulevard Portland, Oregon 97202 Phone: 503-253-1100 www.securitysigns.com © Copyright 2013	 WISA WASHINGTON STATE INTERNATIONAL SIGN ASSOCIATION	 UL LISTED SIGNAGE	PROJECT MANAGER Dennis Brockmann DESIGNER J. Ford	PROJECT NAME NEXT ADVENTURE 424 SE Grand Avenue Portland, Oregon	PAGE DESCRIPTION Projecting Display	REVISIONS N/A	© Copyright 2013 Security Signs, Inc. All Rights Reserved. Manufactured in the U.S.A. with U.S. components. This product is made in the U.S.A. with U.S. components. This product is made in the U.S.A. with U.S. components. This product is made in the U.S.A. with U.S. components.
APPROVALS		Client Signature		Landlord Signature		DATE: 04/26/13	
PAGE #:		2 OF 5		DRAWING #:		11-IF1290-11	

Exterior | Building Identification - FCOs

Approved

City of Portland - Bureau of Development Services
 Planner _____ Date 5-21-13

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

Channel Letters

Illuminated
 Manufacture and install two (2) sets of internally illuminated channel letters on raceway

"NEXT ADVENTURE"

Faces: 3/16" White acrylic
 Trim Cap: 1" Black Jewelite
 Returns: .040 aluminum, 5" deep, stock Black
 Backs: .040 aluminum, pre-coat white

Illumination: White LEDs

Background Panel: .090 routed aluminum

Wireway

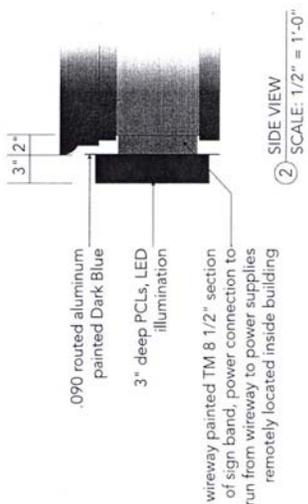
Construction: 8"x2" paint TM wall

Installation

Wall Type: wood
 Mounting: 3/8" lag bolts through top of raceway into studs
 Transformers: remote mounted
 Primary: 120V



① CHANNEL LETTERS (QTY. 2)
 SCALE: 1/2" = 1'-0"



LU 18-111067 +02
 EX. C-4

② CHANNEL LETTERS ON A RACEWAY (QTY. 2) - 7.71 SQ. FT. EA
 Scale: 1/2" = 1'-0"

<p>SECURITY SIGNS Founded 1967 24255E Holgate Boulevard Portland, Oregon 97209 503.226.4174 Fax: 503.235.1651 www.securitysigns.com O.C. 028-32280-111 SEC-14100007</p>	<p>WSA WASHINGTON STATE ARCHITECTS 1000 WEST 4TH AVENUE SEASIDE, WA 98138</p>	<p>PROFESSIONAL ENGINEER DENNIS BROCKMANN DESIGNER J. FORD</p>	<p>PROJECT NAME NEXT ADVENTURE 424 SE Grand Avenue Portland, Oregon</p>	PAGE DESCRIPTION Wall Display	REVISIONS NA
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