

MILWAUKIE PLANNING
 10501 SE Main St.
 Milwaukie OR 97222
 503-786-7630
 planning@milwaukieoregon.gov

Application for Land Use Action

Primary File #: VR-2025-003

Review type*: I II III IV V

CHECK ALL APPLICATION TYPES THAT APPLY:

- | | | |
|---|--|---|
| <input type="checkbox"/> Amendment to Maps and/or | <input type="checkbox"/> Land Division: | <input type="checkbox"/> Planned Development |
| <input type="checkbox"/> Comprehensive Plan Map | <input type="checkbox"/> Final Plat | <input type="checkbox"/> Residential Dwelling |
| <input type="checkbox"/> Amendment | <input type="checkbox"/> Lot Consolidation | <input type="checkbox"/> Manufactured Dwelling Park |
| <input type="checkbox"/> Zoning Text Amendment | <input type="checkbox"/> Partition | <input type="checkbox"/> Manufactured Dwelling |
| <input type="checkbox"/> Zoning Map Amendment | <input type="checkbox"/> Property Line Adjustment | <input type="checkbox"/> Temporary Dwelling Unit |
| <input type="checkbox"/> Code Interpretation | <input type="checkbox"/> Replat | <input type="checkbox"/> Transportation Facilities Review** |
| <input type="checkbox"/> Community Service Use | <input type="checkbox"/> Subdivision | <input checked="" type="checkbox"/> Variance: sign ht adjustment |
| <input type="checkbox"/> Conditional Use | <input type="checkbox"/> Mixed Use Overlay Review | <input type="checkbox"/> Use Exception |
| <input type="checkbox"/> Development Review | <input type="checkbox"/> Modification to Existing Approval | <input type="checkbox"/> Variance |
| <input type="checkbox"/> Director Determination | <input type="checkbox"/> Natural Resource Review** | <input type="checkbox"/> Willamette Greenway Review |
| <input type="checkbox"/> Downtown Design Review | <input type="checkbox"/> Nonconforming Use Alteration | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Extension to Expiring Approval | <input type="checkbox"/> Parking: | Use separate application forms for: |
| <input type="checkbox"/> Historic Resource: | <input type="checkbox"/> Quantity Determination | Annexation and/or Boundary Change |
| <input type="checkbox"/> Alteration | <input type="checkbox"/> Quantity Modification | • Compensation for Reduction in Property |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Shared Parking | • Value (Measure 37) |
| <input type="checkbox"/> Status Designation | <input type="checkbox"/> Structured Parking | Daily Display Sign |
| <input type="checkbox"/> Status Deletion | | • Appeal |

RESPONSIBLE PARTIES:

APPLICANT (owner or other eligible applicant—see reverse): **Jezreel George**

Mailing address: **9160 SE 74th Ave, Portland,** State/Zip: **OR 97206**

Phone(s): **503-777-4555** Email: **Permits@ramsaysigns.com**

Please note: The information submitted in this application may be subject to public records law.

APPLICANT'S REPRESENTATIVE (if different than above):

Mailing address: State/Zip:

Phone(s): Email:

SITE INFORMATION:

Address: **11050 SE Oak St, Milwaukie, OR 97222** Map & Tax Lot(s): **11E36AC12400**

Comprehensive Plan Designation: Zoning: **C-CS** Size of property: **Area 31,958.25**

PROPOSAL (describe briefly):

Install existing iconic sign to new business location. 25% height adjustment requested.

SIGNATURE: I attest that I am the property owner or I am eligible to initiate this application per Milwaukie Municipal Code Subsection 19.1001.6.A. If required, I have attached written authorization to submit this application. To the best of my knowledge, the information provided within this application package is complete and accurate.

Submitted by: *Jezreel George* Date: **2.6.25**

IMPORTANT INFORMATION ON REVERSE SIDE

*For multiple applications, this is based on the highest required review type. See MMC Subsection 19.1001.6.B.1.
 ** Natural Resource and Transportation Review applications **may require a refundable deposit.**

WHO IS ELIGIBLE TO SUBMIT A LAND USE APPLICATION (excerpted from MMC Subsection 19.1001.6.A):

Type I, II, III, and IV applications may be initiated by the property owner or contract purchaser of the subject property, any person authorized in writing to represent the property owner or contract purchaser, and any agency that has statutory rights of eminent domain for projects they have the authority to construct.

Type V applications may be initiated by any individual.

PREAPPLICATION CONFERENCE:

A preapplication conference may be required or desirable prior to submitting this application. Please discuss with Planning staff.

DEPOSITS:

Deposits require completion of a Deposit Authorization Form, found at www.milwaukieoregon.gov/building/deposit-authorization-form

REVIEW TYPES:

This application will be processed per the assigned review type, as described in the following sections of the Milwaukie Municipal Code:

- Type I: Section 19.1004
- Type II: Section 19.1005
- Type III: Section 19.1006
- Type IV: Section 19.1007
- Type V: Section 19.1008

THIS SECTION FOR OFFICE USE ONLY:

FILE TYPE	FILE NUMBER	AMOUNT <small>(after discount, if any)</small>	PERCENT DISCOUNT	DISCOUNT TYPE	DATE STAMP
Primary file	VR-2025-001	\$ 1,000			
Concurrent application files		\$			
		\$			
		\$			
		\$			
Deposit (NR/TFR only)				<input type="checkbox"/> Deposit Authorization Form received	
TOTAL AMOUNT RECEIVED: \$			RECEIPT #:	RCD BY:	
Associated application file #s (appeals, modifications, previous approvals, etc.):					
Neighborhood District Association(s): Milwaukie Business Industrial					
Notes:					

Letter of Authorization

To Whom It May Concern:


I, Ramon David/President Pietro's Restaurant Group (name/title) for the owner of the property listed below, do hereby approve the attached drawings to be used to obtain all signage permits and install signs for the property listed below.

I also do hereby give Ramsay Signs (company name) and their agents, the authority to obtain permits and install signs for the property listed below.

Job Site Information:

Company Name: Pietro's Pizza
Address: 11050 SE Oak St, Milwaukie, OR 97222

Thank You,

Print Name: Ramon David
Title: President
Company: Pietro's Restaurant Group
Phone: 503 753 5776
E-mail: ray@pietrosrestaurants.com
Signature: 
Date: 1/23/25

Narratives for Pietro's Pizza Type II

A.

That strict or literal interpretation and enforcement of the specified regulation would result in practical difficulty or unnecessary physical hardship inconsistent with the objectives of the Sign Ordinance;

The current sign code limits the height of a freestanding sign in the commercial sign district to 25 ft. Pietro's Pizza is seeking for height variance to allow the existing pole sign to be installed at a new location at a height of 31.25 ft. The existing Pietro's sign will be installed on the existing pole used by the McGrath's Restaurant sign, but the pole will be cut down so that the total sign height is 31.25 ft. We also ask to keep in mind the drop in elevation from Hwy 224 to the site (see more details below).

Pietro's Pizza was established in 1969 in Milwaukie. The iconic 20ft tall neon pole sign was commissioned by Mr. Norm Kolln and the sign was made by Ramsay Signs. Over the decades the sign has become a community landmark. The sign is a nostalgic piece for the community, symbolizing memories and events associated with Pietro's Pizza. Moreover, the sign has been well-maintained over the decades and remains functional, representing a historical piece that has outlasted many other businesses. The sign is synonymous with Pietro's Pizza and its use and purpose is essential to the success of the business.

The sign was originally compliant with regulations but cannot be modified to meet current standards without damaging its integrity, unlike newer signs in commercial and industrial areas. The sign's purpose is to attract patrons with its unique memorable design from the main roads (Hwy). Additionally, in the new location it faces visibility challenges due to elevation differences between the Hwy and site location (between 9-10 ft), and the pond between the Hwy and site impede for the sign to be any closer to the Hwy. Height adjustments are important to be able to accomplish the goal and purpose of the signs original intended use.

B.

That there are exceptional or extraordinary circumstances or conditions applicable to the property involved, or to the intended use of the property, which do not apply generally to other properties classified in the same zoning district;

A unique difference that does not apply to other businesses in the same zone is that this sign was commissioned approximately 60 years ago, it's a recognizable piece that would be impossible to modify to fit current code height standards. The proposal is to relocate an existing landmark sign to a new location, (from the original site location on Main St to the

new Oak St site). Furthermore, the sign height requirements are based on normal commercial or industrial sites in the city, which are generally flat with minimal difference in elevation, especially between the street and the property. However, the frontage along Highway 224 in the proposed location for Pietro's sign drops in elevation of approximately 9 to 10 ft. If the drop is taken into consideration, visually from the Hwy the sign is below the allowable height 25'.

C.

That strict or literal interpretation and enforcement of the specified regulation would deprive the applicant of privileges enjoyed by the owners of other properties classified in the same zoning district;

The overall intent of the sign regulation is to allow for appropriate identification of businesses and prevent proliferation of signs and sign area. We are asking for the adjustment to simply allow an iconic landmark sign that has been part of Pietro's Pizza for approximately 60 years to be placed at the new Oak St location with an adjustment of an additional 6.25 ft in height to accommodate the existing sign which is 21 ft tall. Because of the topography issue noted above (A -B), the additional height is necessary for the sign to be visible from Highway 224 but more importantly it is to maintain the sign as is and keep its original design. Moreover, we fear that requiring a 25-foot maximum height would greatly compromise the effectiveness of the sign without providing a corresponding visual or aesthetic benefit.

D.

That the granting of the adjustment will not constitute a grant of special privilege inconsistent with the limitations on other properties classified in the same zoning district;

The height of the existing sign is due to its prefabricated measurements that were allowable when the sign was commissioned more than 60 years ago. Modifying the sign would damage the visage of the sign, it would damage the recognizability of the sign, and it would have a negative impact to the purpose of its original intended use. Granting this reasonable height adjustment recognizes the uniqueness of a landmark sign and its location and topographic challenges relative to other properties that is not inconsistent with the intent and purpose of the sign code.

E.

That the granting of the adjustment will not be detrimental to the public health, safety, or welfare or materially injurious to properties or improvements in the vicinity.

With its location adjacent to Highway 224, but with the sign set back more than 80ft from the edge of pavement, the small increase in sign height will not create a distraction for motorists or have any effect upon adjoining properties. ODOT was contacted and they have no objections to the sign height or location.

The Type II sign adjustment option is allowed if the adjustment is less than 25% of the standard. which would be a total sign height of 31.25 ft. The proposed sign would be 31' - 3" high as measured from grade.

PORTLAND

9160 SE 74th Ave
Portland OR 97206
503-777-4555
ramsaysigns.com

Pietro's Pizza®

CLIENT:

11030 SE OAK STREET
MILWAUKIE, OR 97222

PRODUCTION PRINT

ACCOUNT EXECUTIVE:
JG

PROJECT MANAGER
KW

DESIGNER: DH DIRECTOR: KN

DATE: 6/17/2024 DATE: 6/18/2024



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L73 Grounding and Bonding Statement for each permanently connected sign the following statement or equivalent "This sign is intended to be installed in the accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign" should be either directly marked on the sign or label attached to the sign, included in the installation instructions, or provided on a separate sheet or tag shipped with the sign. The location of the disconnect switch after installation shall comply with Article 600.6 (A) (1) of the National Electrical code.

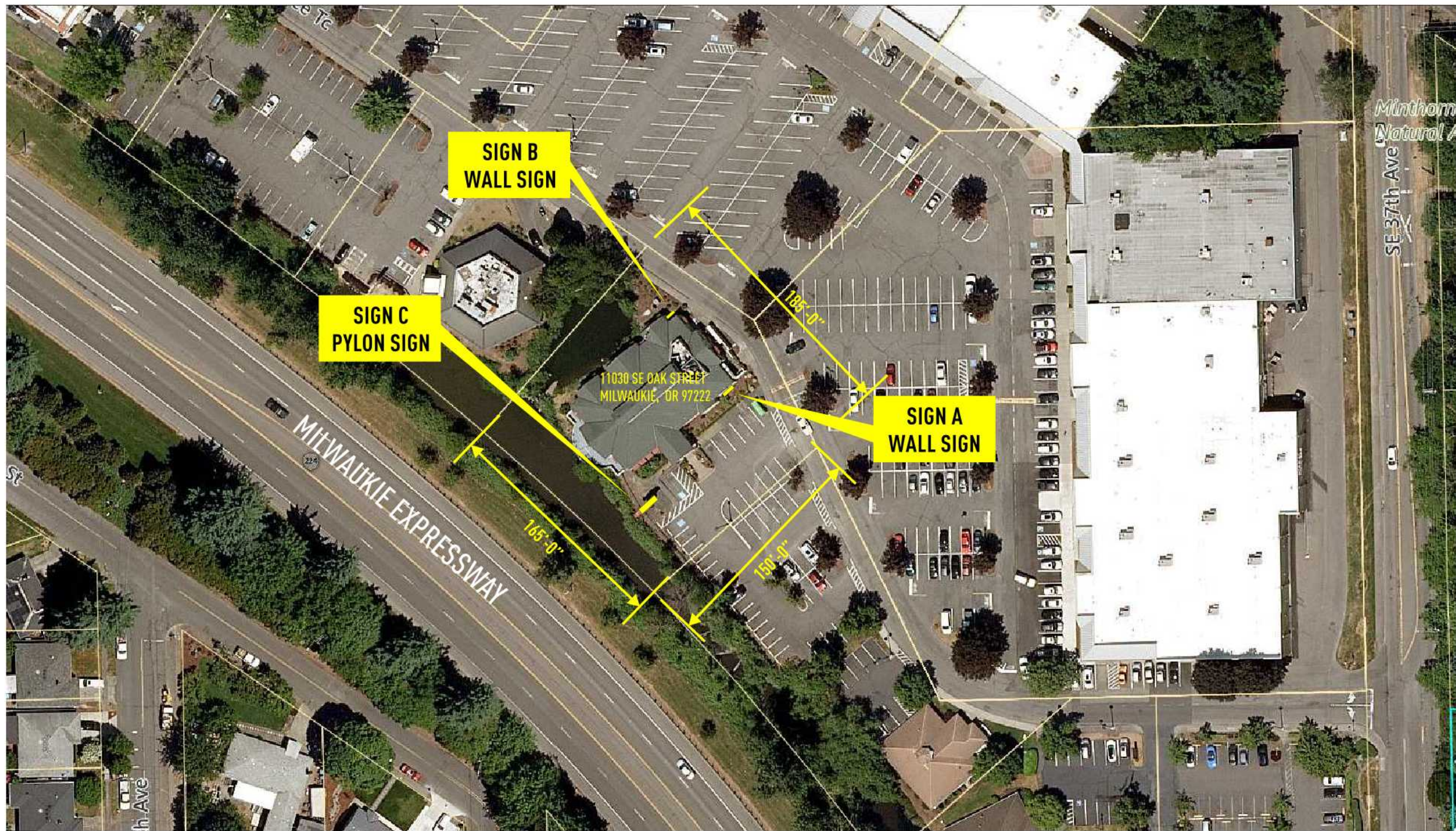
APPROVAL:
ACCOUNT EXECUTIVE

CLIENT

LANDLORD

DESIGN NUMBER:
24-669R4

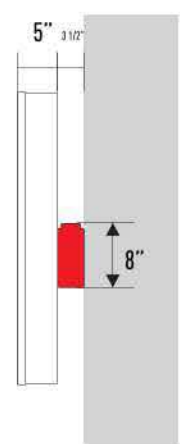
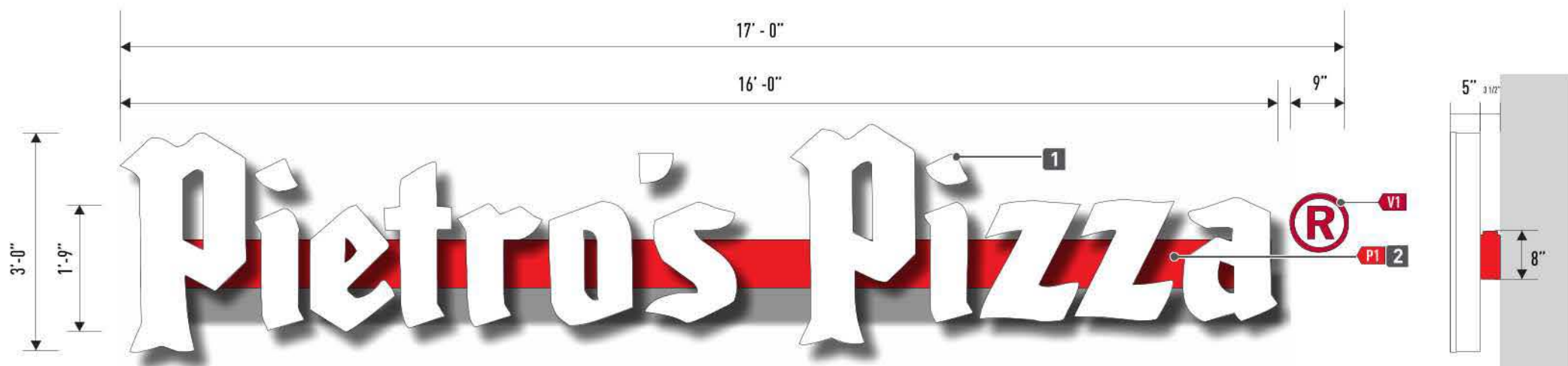
REVISION NUMBER:
R1,7/23/24 DH R2,11/21/24 DH
R3,1/8/25 DH, R4, 2/4/2025 DH



SIGN LOCATION PLAN

SCALE: 1"=150'-0"

PARCEL NUMBER: 11E36AC11801
ZONE: C-C-S



END VIEW

FABRICATION SPECIFICATIONS

1	PAN CHANNEL LIGHTING	INTERNAL 6500 WHITE LED
	LETTER FACE COLOR	WHITE ACRYLIC #2447
	LETTER TRIM CAP	1" WHITE
	LETTER RETURN COLOR	WHITE COIL
	RETURN DEPTH	5"
	REG MARK	WHITE ACRYLIC WITH VINYL "R"
2	RACEWAY CONSTRUCTION	EXTRUDED ALUMINUM
	SIZE	8" x 3 1/2"
	PAINT COLOR	PER COLOR KEY

GENERAL NOTES

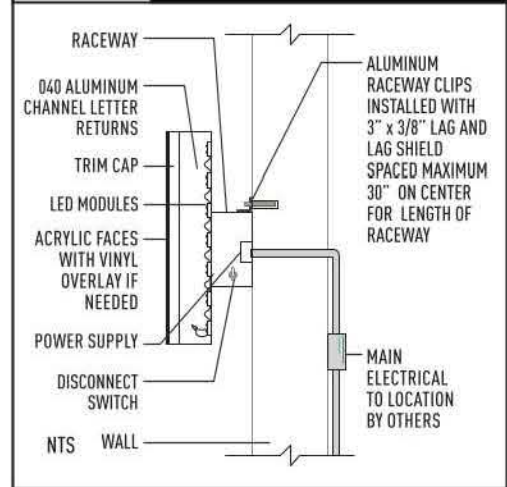
FABRICATE & INSTALL PAN CHANNEL LETTERS WITH RACEWAY

COLOR KEY

P1	PAINT	TO MATCH BUILDING TBD
V1	VINYL	3M #220-53 CARDINAL RED

NOTE: THE COLORS DEPICTED ON THIS RENDERING REPRESENT COLOR INTENT ONLY AND MAY NOT MATCH ACTUAL COLORS ON FINISHED PRODUCT. PLEASE REFER TO COLOR CALL-OUTS AND SPECIFIED VENDOR SAMPLES FOR APPROVED COLOR SPECIFICATIONS.

DETAIL LED ILLUMINATED CHANNEL LETTERS ON RACEWAY



VECTOR ART REQUIRED
SURVEY REQUIRED

A PAN CHANNEL LETTERS ON RACEWAY
QUANTITY: MANUFACTURE & INSTALL (1) ONE

51 SQ FT
SCALE: 1/2" = 1'



EXISTING ELEVATION

NTS



A PROPOSED ELEVATION

NTS



PORTLAND

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Portland OR 97206
503-777-4555
ramsaysigns.com



CLIENT:

11030 SE OAK STREET
MILWAUKIE, OR 97222

PRODUCTION PRINT

ACCOUNT EXECUTIVE:
JG

PROJECT MANAGER
KW

DESIGNER: DH	DIRECTOR: KN
DATE: 6/17/2024	DATE: 6/18/2024



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APPROVAL:
ACCOUNT EXECUTIVE

CLIENT

LANDLORD

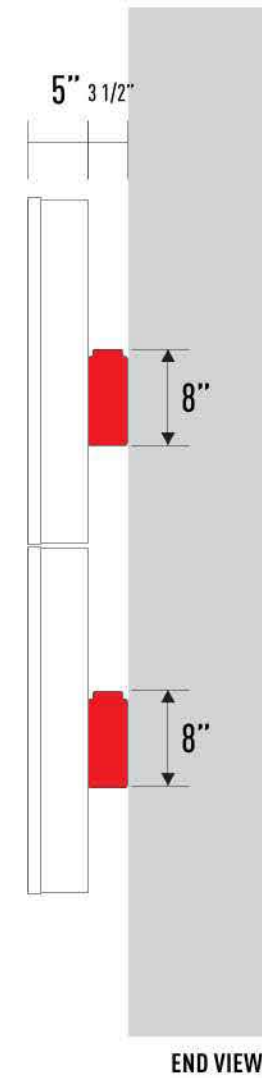
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R1,7/23/24 DH R2,11/21/24 DH
R3,1/8/25 DH, R4, 2/4/2025 DH



B PAN CHANNEL LETTERS ON RACEWAY
 QUANTITY: MANUFACTURE & INSTALL (1) ONE

34.1 SQ FT
 SCALE: 3/4" = 1'



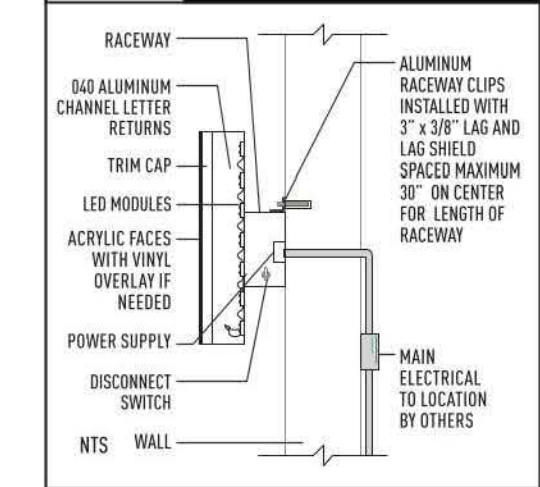
FABRICATION SPECIFICATIONS		
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	LETTER FACE COLOR	WHITE ACRYLIC #2447
	LETTER TRIM CAP	1" WHITE
	LETTER RETURN COLOR	WHITE COIL
	RETURN DEPTH	5"
2 RACEWAY	CONSTRUCTION	EXTRUDED ALUMINUM
	SIZE	8" x 3 1/2"
	PAINT COLOR	PER COLOR KEY

GENERAL NOTES
 FABRICATE & INSTALL PAN CHANNEL LETTERS WITH RACEWAY

COLOR KEY	
P1	PAINT TO MATCH BUILDING TBD
V1	VINYL 3M #220-53 CARDINAL RED

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DETAIL LED ILLUMINATED CHANNEL LETTERS ON RACEWAY



VECTOR ART REQUIRED
 SURVEY REQUIRED



EXISTING NORTHEAST ELEVATION

NTS



B PROPOSED NORTHEAST ELEVATION

NTS



PORTLAND
 9160 SE 74th Ave
 Portland OR 97206
 503-777-4555
 ramsaysigns.com



CLIENT:
 11030 SE OAK STREET
 MILWAUKIE, OR 97222

PRODUCTION PRINT

ACCOUNT EXECUTIVE:
 JG
 PROJECT MANAGER
 KW
 DESIGNER:
 DH
 DIRECTOR:
 KN
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APPROVAL:
 ACCOUNT EXECUTIVE

CLIENT

LANDLORD

DESIGN NUMBER:
24-669R4

REVISION NUMBER:
 R1,7/23/24 DH R2,11/21/24 DH
 R3,1/8/25 DH, R4, 2/4/2025 DH

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LANDLORD

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R1,7/23/24 DH R2,11/21/24 DH
R3,1/8/25 DH, R4, 2/4/2025 DH

GENERAL NOTES

REMOVE AND RELOCATE EXISTING PYLON SIGN CUT AS INDICATED

PRESENT LOCATION:
10300 SE MAIN ST.
MILWAUKIE, OR

RELOCATE TO :
11050 SE OAK ST.
MILWAUKIE, OR

REMOVE READERBOARD SIGN AND WOOD PILINGS FROM POLE SUPPORT

REPAINT POLE

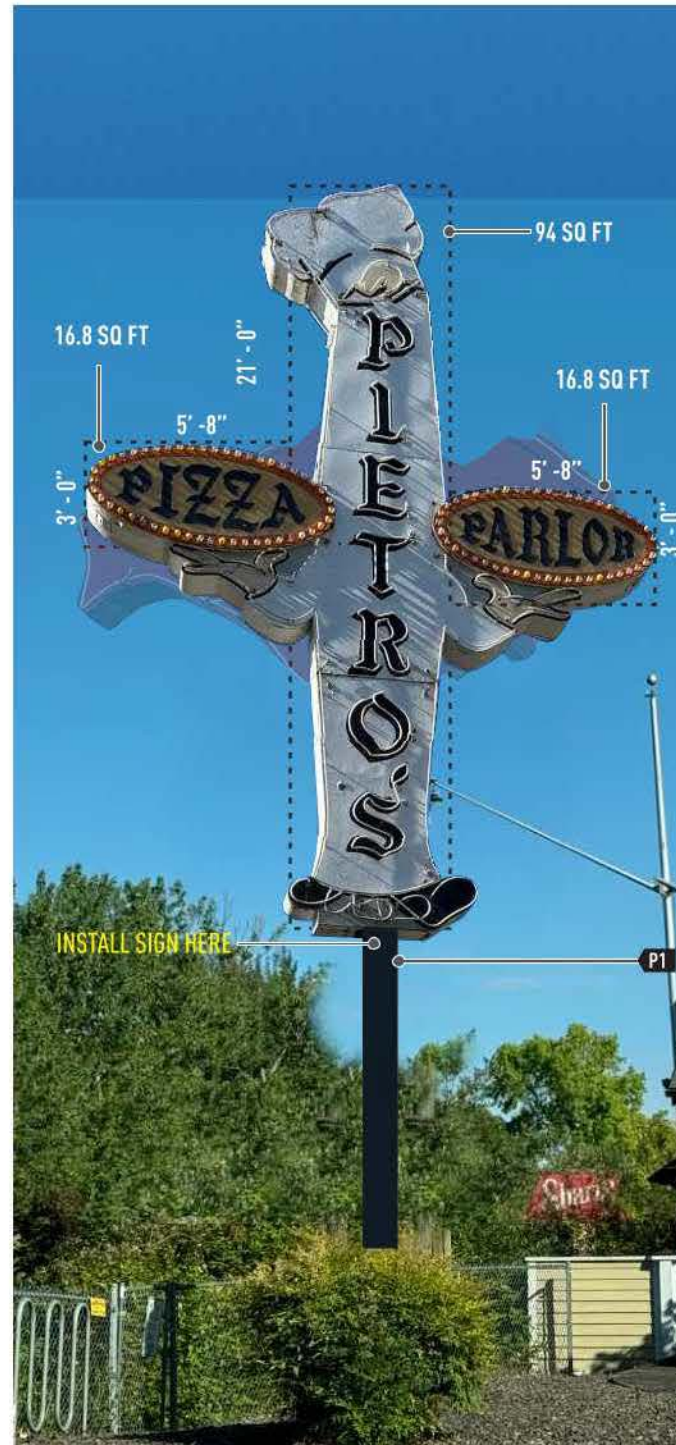
COLOR KEY

P1 PAINT MATTHEWS BLACK (SATIN)

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94 SQ FT
16.8 SQ FT
16.8 SQ FT
TOTAL 127.6 SQ FT

**REMOVE: 144 SQ FT
INSTALL: 127.6 SQ FT**



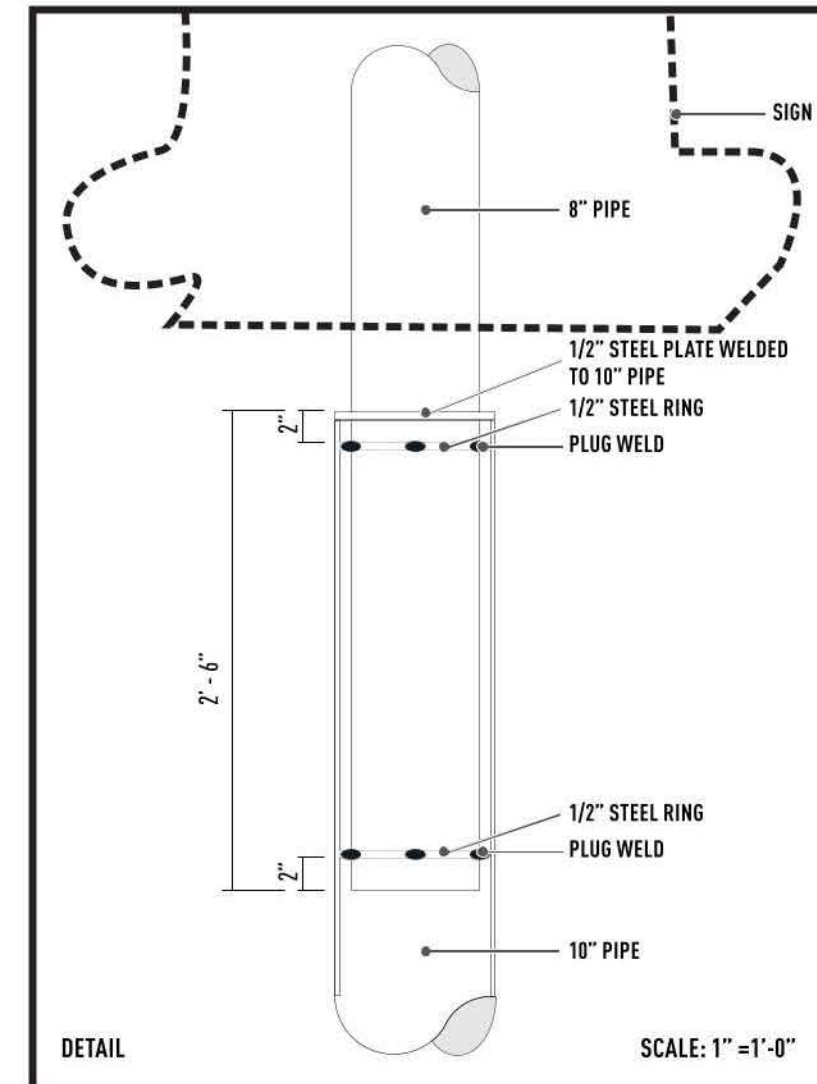
C PROPOSED PYLON SIGN

"PIZZA MAN" 127.6 SQ FT
NTS



EXISTING PYLON SIGN

"FISH" 144 SQ FT
NTS



DETAIL

SCALE: 1" = 1'-0"

24'-6"
9'-0"
6"
15'-0"

31'-3"
21'-0"
6"
9'-9"





PIZZA

P
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PARLOR