



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

FROM CONCEPT TO CONSTRUCTION

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[www.portlandoregon.gov/bds](http://www.portlandoregon.gov/bds)

**Date:** Friday, May 31, 2013  
**To:** Interested Person  
**From:** Kate Marcello, Land Use Services  
503-823-7538 | [kate.marcello@portlandoregon.gov](mailto:kate.marcello@portlandoregon.gov)

## **NOTICE OF A TYPE II PROPOSAL IN YOUR NEIGHBORHOOD**

Development has been proposed in your neighborhood. The proposed development requires a land use review. The proposal, review process, and information on how to respond to this notice are described below. A copy of the site plan and zoning map is attached. I am the staff person handling the case. Please call me if you have questions regarding this proposal. Please contact the applicant if you have questions regarding any future development on the site.

Because we must publish our decision within 28 days, **we need to receive your written comments by 5 p.m. on Friday, June 21, 2013.** Please mail or deliver your comments to the address at the bottom of the page, and include the case file number, LU 13-154400 HRM, in your letter. It also is helpful to address your letter to me, Kate Marcello.

### **CASE FILE NUMBER: LU 13-154400 HRM** **Painted Wall Sign on Haseltine Building**

**Applicant:** Todd Roll, Pedal Bicycle Tours | (503) 243-2453  
133 SW 2nd Ave, Suite 101 | Portland, OR 97204

**Owner:** Peter T Pope, PT Pope Properties LLC  
133 SW 2nd Ave #301 | Portland, OR 97204-3526

**Site Address:** 133 SW 2<sup>nd</sup> Avenue

**Legal Description:** BLOCK 31 LOT 3&4, PORTLAND  
**Tax Account No.:** R667704520  
**State ID No.:** 1N1E34CD 02200  
**Quarter Section:** 3029  
**Neighborhood:** Old Town-China Town;  
contact Paul Verhoeven at (503) 222-6072, extension 12

**Business District:** Old Town Chinatown Business Association;  
contact Dorian Yee at (503) 224-7006

**District Coalition:** Neighbors West/Northwest; contact Mark Sieber at (503) 823-4212  
**Plan District:** Downtown Subdistrict; Central City Plan District  
**Other Designations:** Portland Historic Landmark, designated in 1969; Contributing Resource in Skidmore/Old Town Historic District, which was listed in the National Register of Historic Places on December 6, 1975

**Zoning:** Central Commercial (CX) base zone; Design (d) overlay zone; Historic Resource Protection overlay zone

**Case Type:** Historic Resource Review with Modifications (HRM)  
**Procedure:** Type II (an administrative decision, with appeal to the Landmarks Commission)

**PROPOSAL:** The applicant requests Historic Resource Review approval for an existing painted wall sign on the north façade of the Haseltine Building. The painted wall sign is about 1,650 square feet in area.

Historic Resource Review is required because the property is a designated historic landmark.

Two **Modifications** are requested as part of this Historic Resource Review:

1. Per 32.32.020.A of Portland's Sign Code, the size limit for an individual sign on a building in the Central Commercial (CX) zone is 100 square feet. Because the painted wall sign is about 1,650 square feet in area, a Modification is required.
2. Per 32.32.020.A of Portland's Sign Code, the total maximum sign area for the building is 300 square feet. Other existing signage on the building totals about 50 square feet. With the painted wall sign, the building has approximately 1,700 square feet of signage. Thus a Modification is required.

**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:

- *Central City Fundamental Design Guidelines*
- *Skidmore/Old Town Historic District Design Guidelines*
- *33.846.060.G. Other Approval Criteria*
- *33.846.060.A-B. Approval Criteria for Modifications Considered During Historic Resource Review*

The proposal must also comply with the provisions of Title 32 (Sign Code).

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. This application was submitted on May 15, 2013 and determined to be complete on May 23, 2013.

**DECISION MAKING PROCESS**

The Bureau of Development Services will make a decision on this proposal.

We will consider your comments, and:

- Approve the proposal,
- Approve the proposal with conditions, or
- Deny the proposal.

The neighborhood association listed on the first page of this notice may take a position on this application. They may also schedule an open meeting prior to making their recommendation to the Bureau of Development Services. Please contact the person listed as the neighborhood contact to determine the time and date of this meeting.

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 extended at the request of the applicant.

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).

**APPEAL PROCESS**

If you disagree with the Bureau of Development Services administrative decision, you can appeal the decision to the Landmarks Commission. This review body will hold a public hearing for the appeal. When the decision is mailed, the criteria used to make the decision and information on how to file an appeal will be included. If you do not send any comments, you can still appeal the decision. There is a 14-day deadline to file an appeal beginning on the day the decision is mailed. The reason for the appeal must be specifically defined in order for the review body to respond to the appeal. If an appeal is filed, you will be notified of the time and location of the appeal hearing.

There is a fee charged for appeals. Recognized neighborhood associations may qualify for an appeal fee waiver.

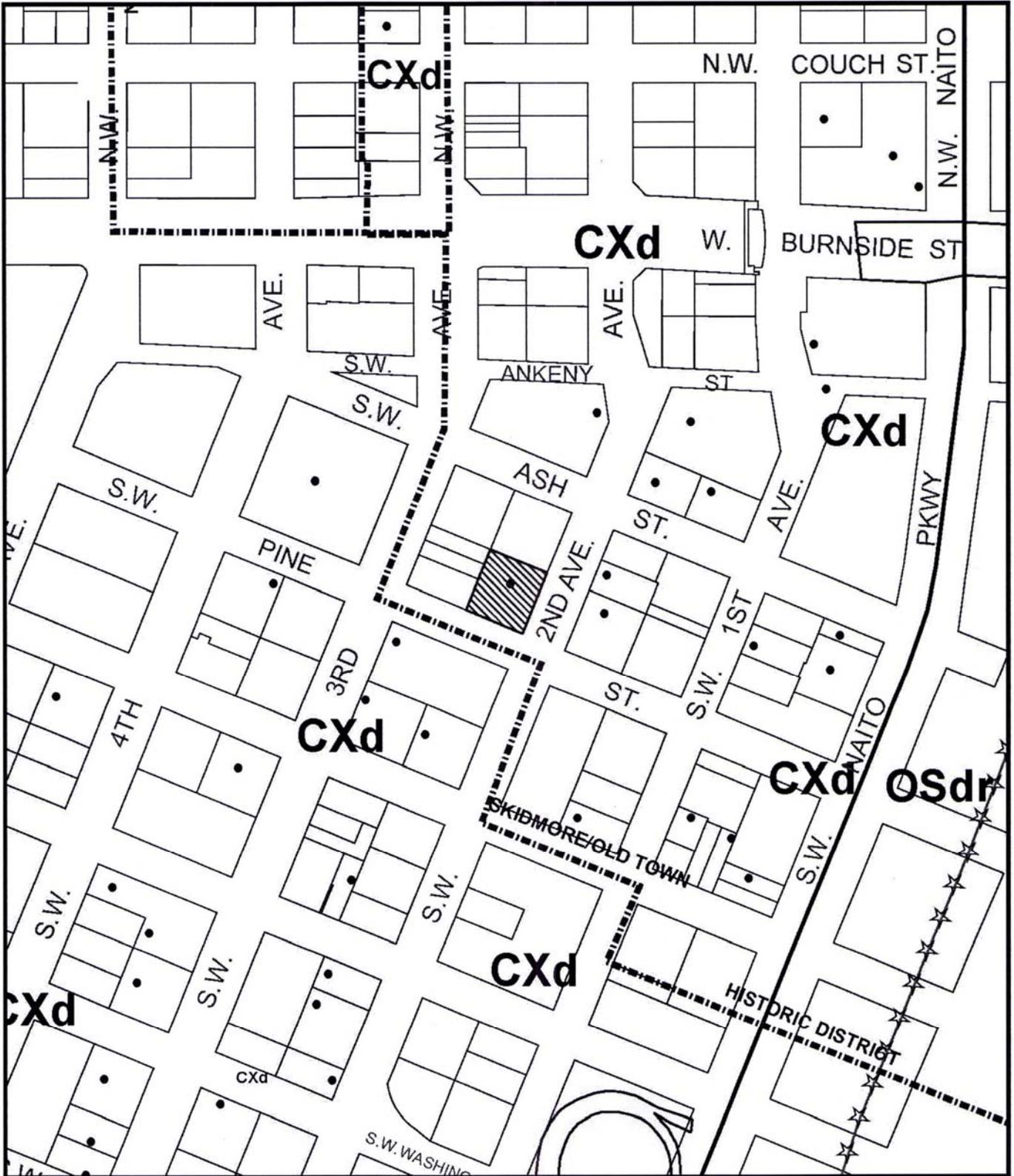
**APPEAL OF THE FINAL CITY DECISION**

After an appeal hearing, the review body decision may be appealed 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. Issues that may provide the basis for an appeal to LUBA must be raised prior to the comment deadline or prior to the conclusion of the hearing if a local appeal is requested. If you do not raise an issue with enough specificity to give the Bureau of Development Services an opportunity to respond to it, that may also preclude an appeal to LUBA on that issue.

**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).**

**Enclosures:**

- Zoning Map
- Site Plan
- North Elevation Drawing



# ZONING

 Site

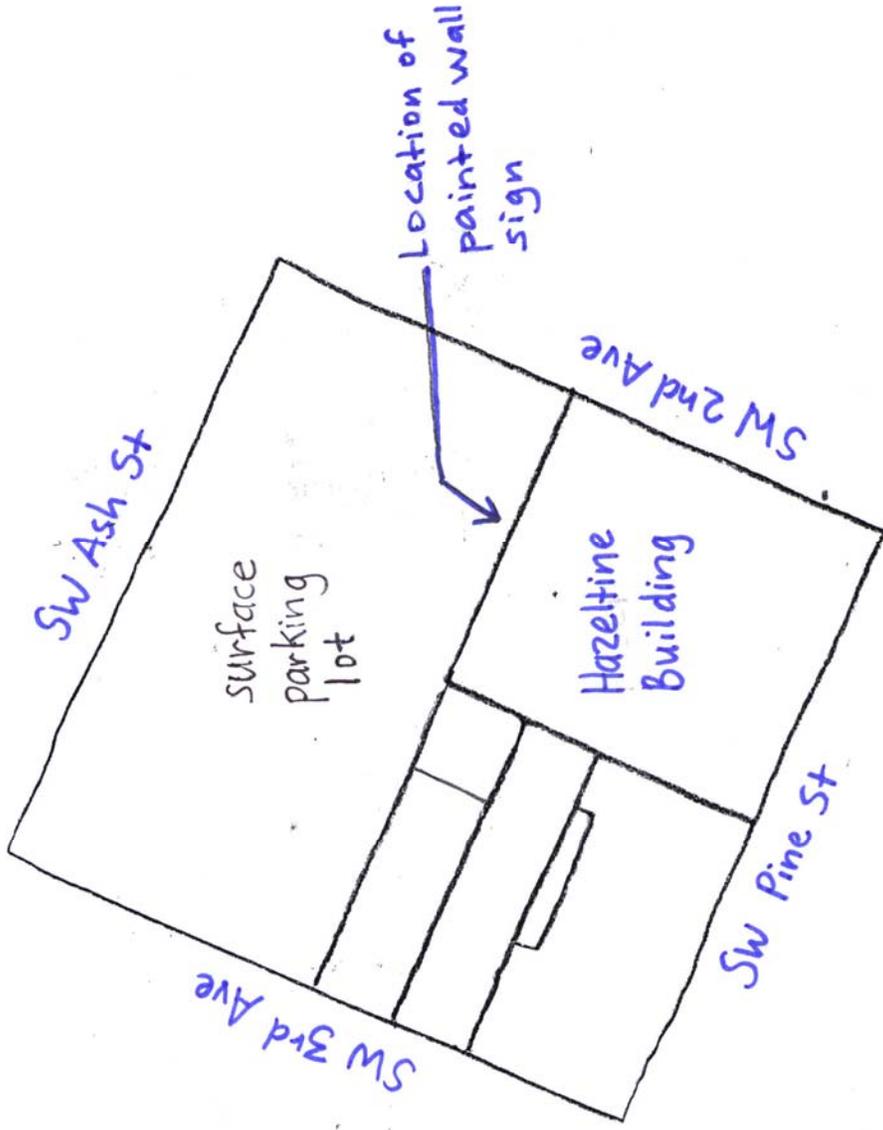
 Historic Landmark

This site lies within the:  
 SKIDMORE / OLD TOWN HISTORIC DISTRICT  
 CENTRAL CITY PLAN DISTRICT

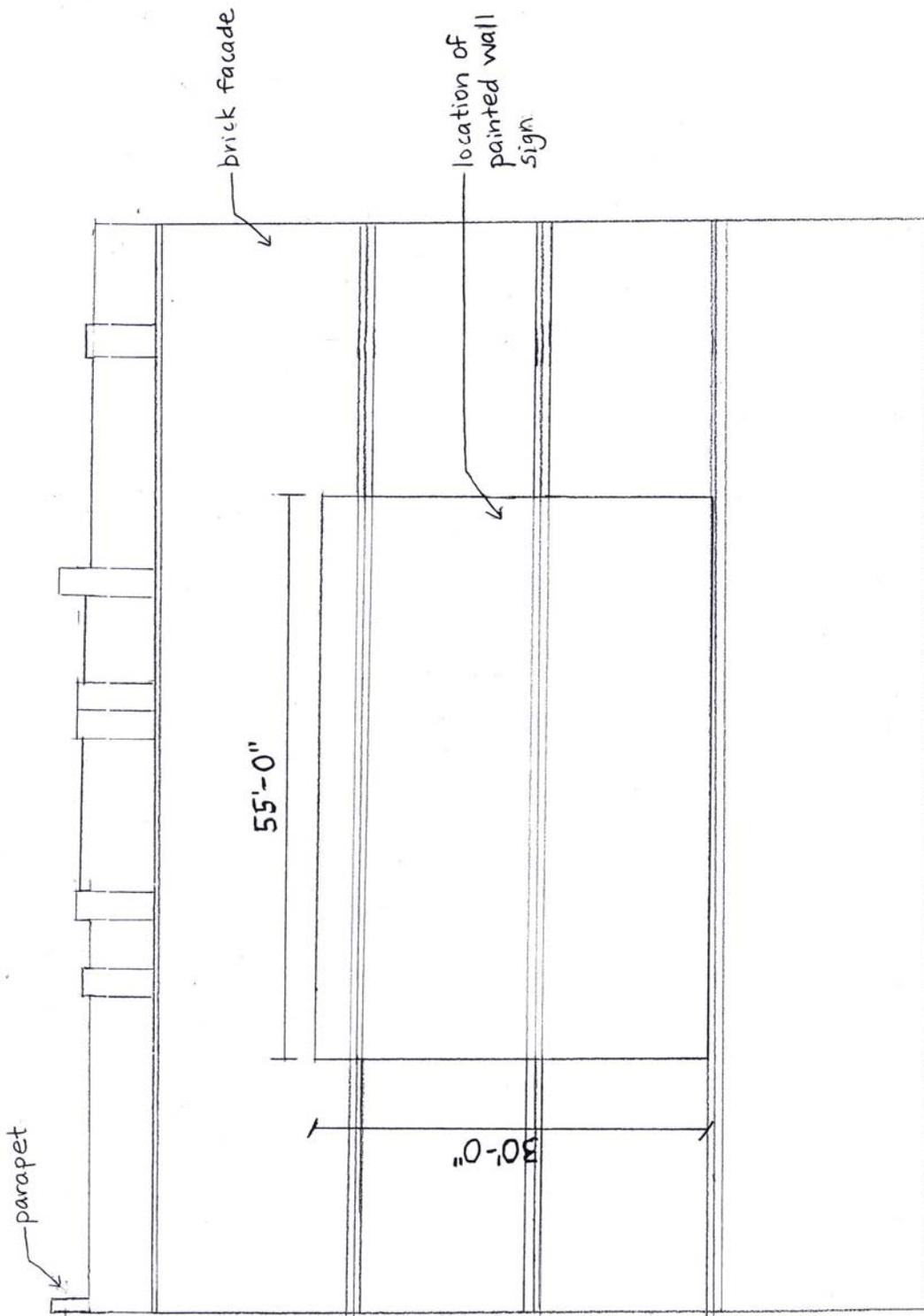


File No. LU 13-154400 HRM  
 1/4 Section 3029  
 Scale 1 inch = 200 feet  
 State\_Id 1N1E34CD 2200  
 Exhibit B (May 16, 2013)

Site Plan



case number: LU 13-154400 HRM



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North Elevation

Painted wall sign is  
55 ft long x 30 ft tall.

Note: The north facade is a "blank" brick facade, with no doors or windows. It faces a parking lot.