



City of Portland, Oregon
Bureau of Development Services
Land Use Services
FROM CONCEPT TO CONSTRUCTION

Chloe Eudaly, Commissioner
Rebecca Esau, Interim Director
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www.portlandoregon.gov/bds

Date: August 8, 2017
To: Interested Person
From: Hannah Bryant, Land Use Services
503-823-5353 / Hannah.Bryant@portlandoregon.gov

NOTICE OF A TYPE Ix 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 45 days, **we need to receive your written comments by 5 p.m. on September 7, 2017**. Please mail or deliver your comments to the address at the bottom of the page, and include the Case File Number, LU 17-125521 HR, in your letter. It also is helpful to address your letter to me, Hannah Bryant. You can also e-mail your comments to me at my e-mail address identified above.

CASE FILE NUMBER: LU 17-125521 HR – SIGN IN HISTORIC DISTRICT

Applicant: David Demuth | Hannah Sign Systems Inc
1660 SW Bertha Boulevard
Portland, OR 97219
503-946-8373 | davepd@hannahsignsystems.com

Owner: Haralampos A Polizos
22444 Springcreek Road
Estacada, OR 97023

Tenant: Rhonda Stensrud | Oregon Entertainment Corp
3128 NE Multnomah Street
Portland, OR 97232

Site Address: **1703-1719 W Burnside Street**

Legal Description: BLOCK 168 LOT 1&4, COUCHS ADD
Tax Account No.: R180215130
State ID No.: 1N1E33DB 06100
Quarter Section: 3028

Neighborhood: Northwest District, contact John Bradley at 503-313-7574.
Business District: Pearl District Business Association, contact Carolyn Ciolkosz at 503-227-8519.
District Coalition: Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.

Plan District: Central City - Goose Hollow
Other Designations: Contributing Resource in the Alphabet Historic District
Zoning: CX d – Central Commercial with Design Overlay
Case Type: HR – Historic Resource Review
Procedure: Type Ix, an administrative decision with appeal to the Oregon Land Use Board of Appeals (LUBA).

Proposal:

The applicant seeks Historic Resource Review for two new signs mounted above the awning, on the decorative band between the first and second floors of a contributing resource in the Alphabet Historic District. Designed by Alexander Charles Ewart, the Bushmark Hotel, also known as the Acropolis Hotel, was constructed in 1906. The three-story, brick, Classical commercial building is notable for its projecting wood cornice, embellished with dentils, egg-and-dart patterning, and modillions. The primary entrance fronts W. Burnside and has wood surrounds with dentils, brackets and pilasters. Previous alterations to the building include the enclosure of the bulkheads and transoms, and the replacement of storefront windows. The proposed sign facing W. Burnside is 35 square feet. It has internally illuminated acrylic channel letters on a black aluminum backer. The sign proposed for the NW 17th Avenue frontage is 15.8 square feet, and of the same internally illuminated construction and materials. The site is a contributing resource in the historic district, and therefore the proposal requires historic resource review.

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*
- *Historic Alphabet District: Community Design Guidelines Addendum*

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 February 23, 2017 and determined to be complete on August 2, 2017.

DECISION MAKING PROCESS

The Bureau of Development Services will make a decision on this proposal. We will consider your comments, and either:

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

We will mail you a copy of our decision only if you comment in writing to us at the City of Portland Bureau of Development Services, 1900 SW Fourth Ave., Suite 4500, Portland, OR 97201. There will be no public hearing.

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.

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. You may also find additional information about the City of Portland and City Bureaus, as well as a digital copy of

the Portland Zoning Code, by visiting the City’s homepage on the Internet at www.portlandonline.com.

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.

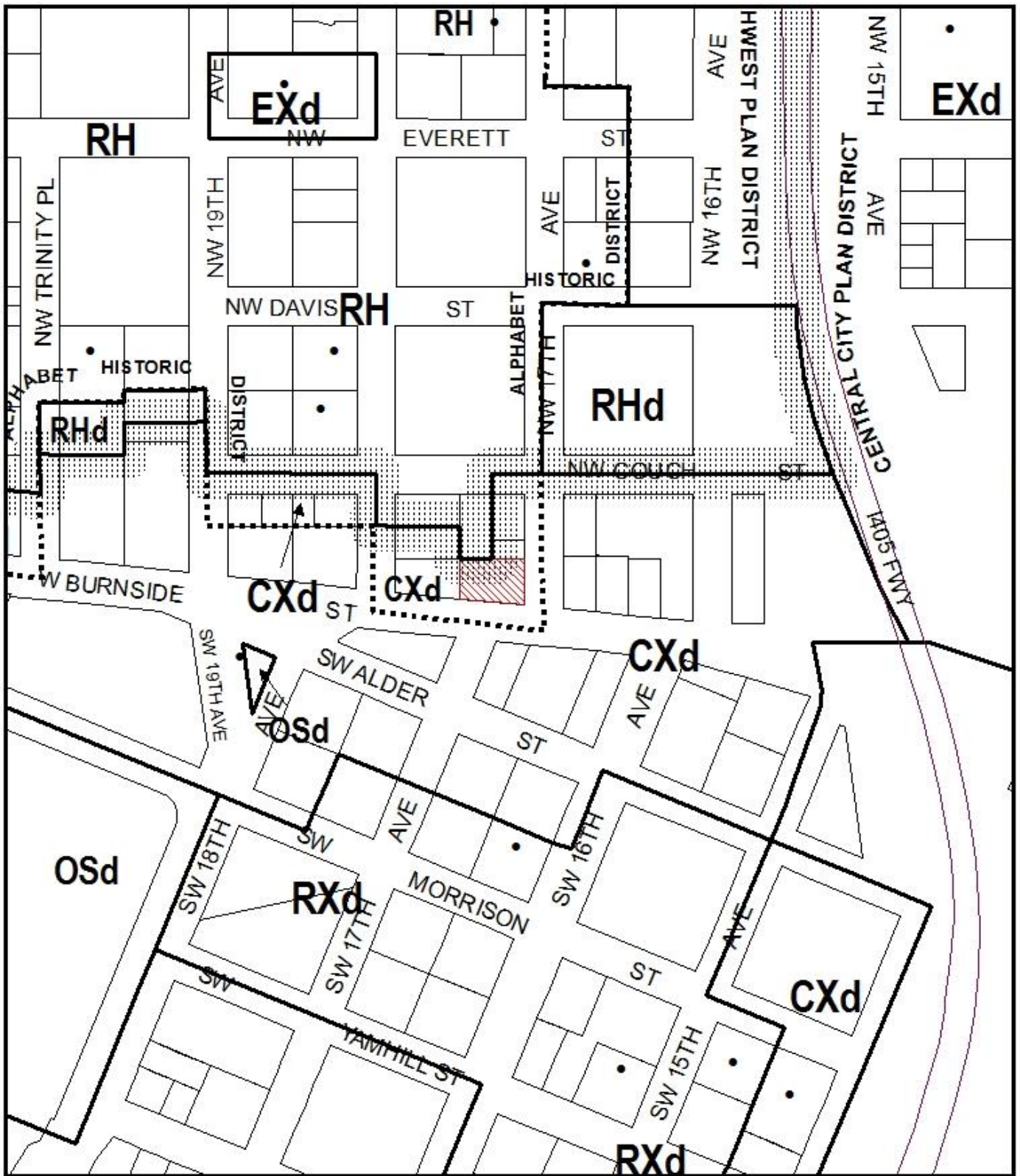
APPEAL PROCESS

If you disagree with the Bureau of Development Services administrative decision, you can appeal the decision to the Oregon Land Use Board of Appeals (LUBA) at 775 Summer St NE, Suite 330, Salem OR 97301-1283. The phone number for LUBA is 1-503-373-1265. Issues which may provide the basis for an appeal to LUBA must be raised in writing before the deadline for comments, or you may not be able to raise that issue in an appeal. If you do not raise an issue with enough specificity to give the Bureau of Development Services an opportunity to respond to it, that also may 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
Elevations



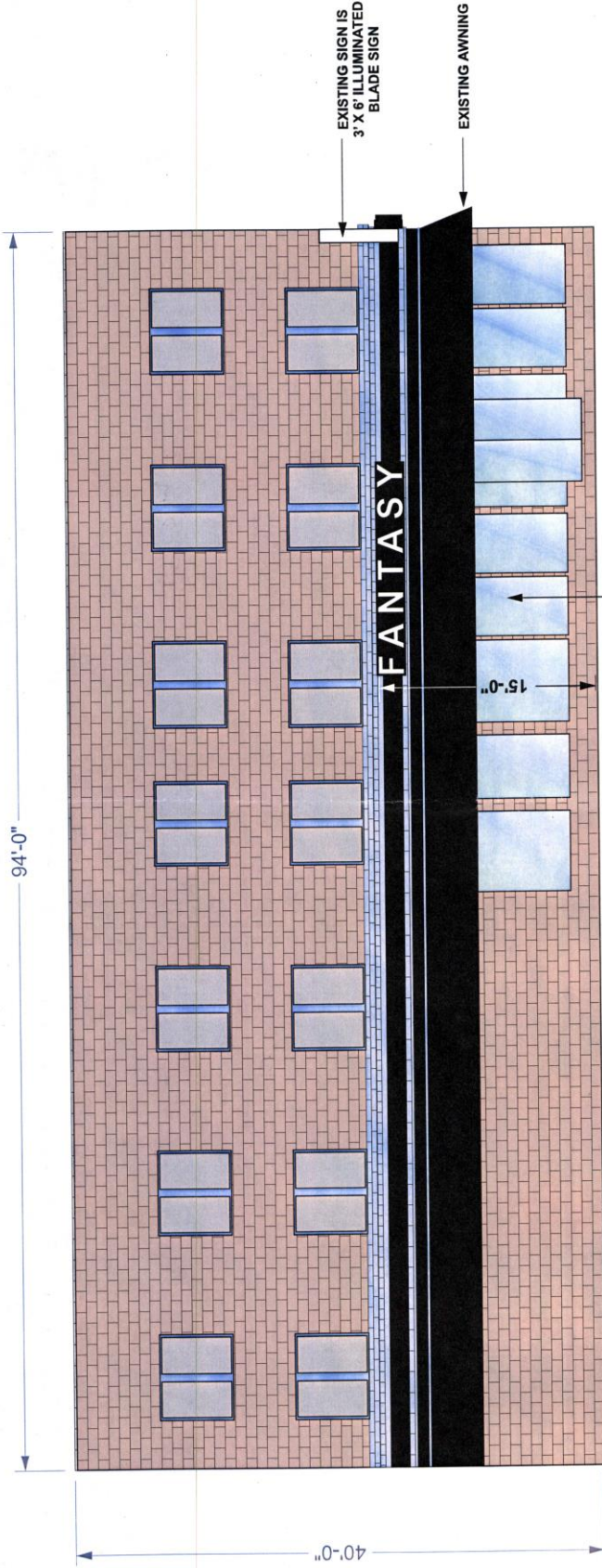
ZONING



This site lies within the:
 CENTRAL CITY PLAN DISTRICT
 GOOSE HOLLOW SUB DISTRICT
 ALPHABET HISTORIC DISTRICT

- Site
- Historic Landmark

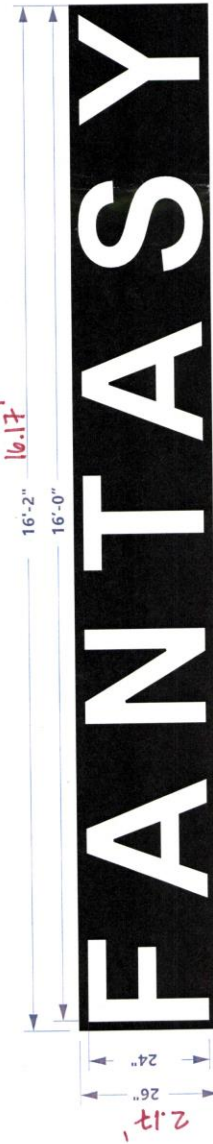
File No.	LU 17-125521 HR
1/4 Section	3028
Scale	1 inch = 200 feet
State_Id	1N1E33DB 6100
Exhibit	B (Feb 27, 2017)



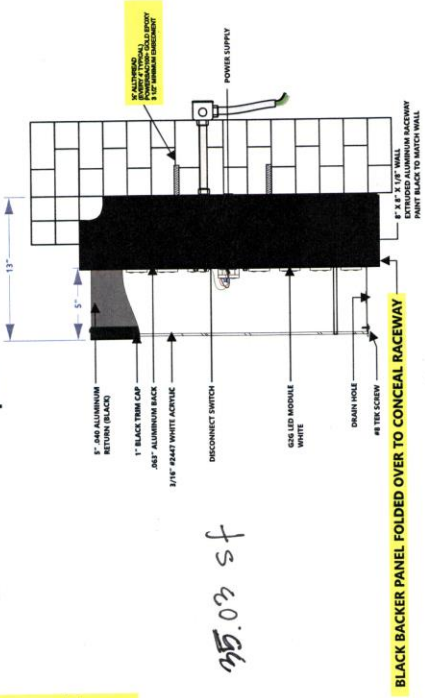
SCALE 1/8" = 1'
 1703 W BURNSIDE ST.
 PORTLAND, OR 97209
 SOUTH FACING WALL

PLACEMENT
 NORMALLY THE SIGN WOULD BE CENTERED OVER THE MAIN ENTRANCE BUT IN THIS CASE IF THE SIGN WAS CENTERED OVER THE DOOR THE EXISTING SIGN WOULD BLOCK VISIBILITY AND THIS IS THE PRIMARY SIGN

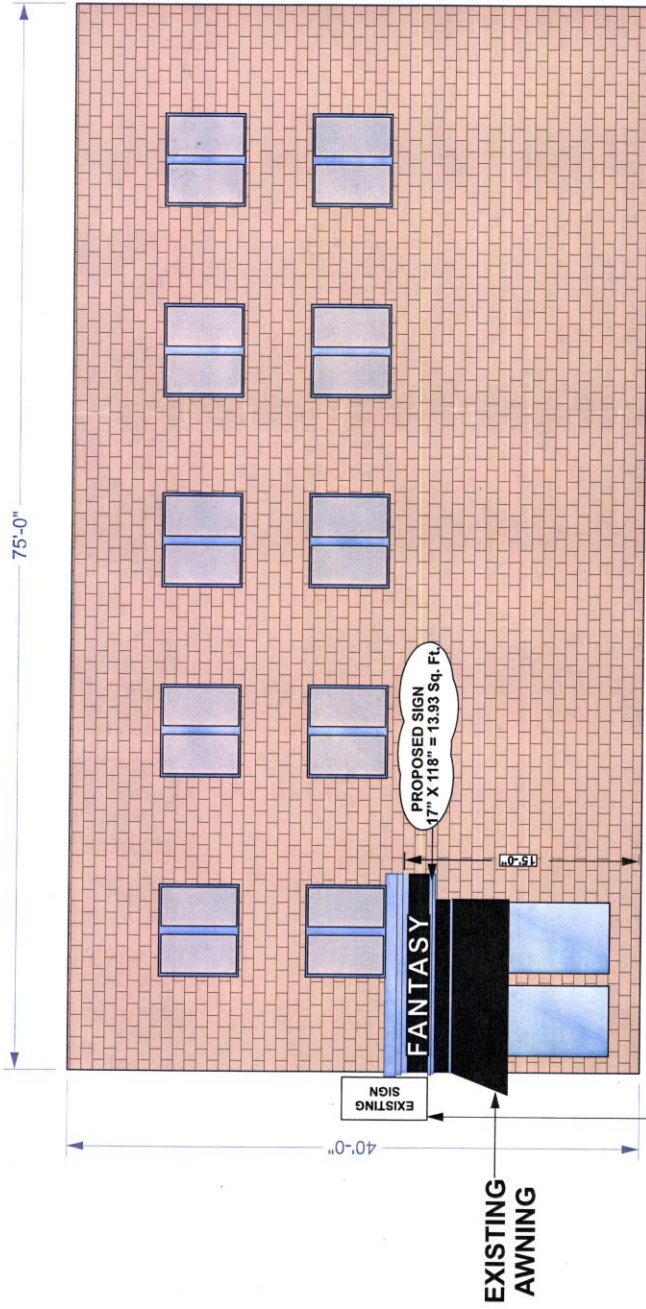
PROPOSED SIGN
 24" X 192" = 32 Sq. Ft.



CHANNEL LETTERS ON BLACK BACKER WITH CONCEALED RACEWAY



75.03 sf

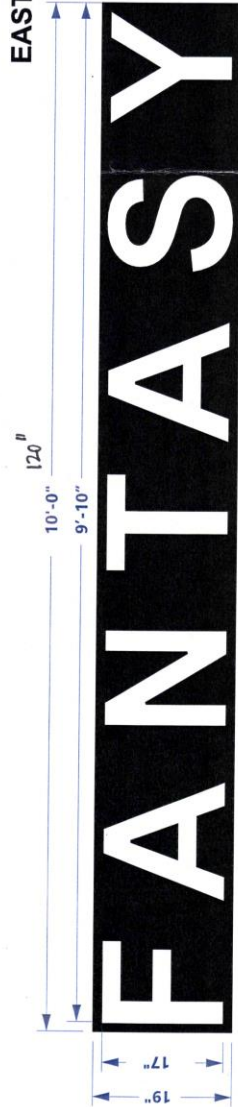


SCALE 1/8" = 1'
 1703 W BURNSIDE ST.
 PORTLAND, OR 97209

EAST FACING WALL

15.93 sq ft

EXISTING SIGN IS
 3' X 6' ILLUMINATED
 BLADE SIGN



CHANNEL LETTERS ON BLACK BACKER WITH CONCEALED RACEWAY

