



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

Chloe Eudaly, Commissioner  
Rebecca Esau, Director  
Phone: (503) 823-7300  
Fax: (503) 823-5630  
TTY: (503) 823-6868  
[www.portlandoregon.gov/bds](http://www.portlandoregon.gov/bds)

**Date:** February 12, 2018  
**To:** Interested Person  
**From:** Cassandra Ballew, Land Use Services  
503-823-7252 / [Cassandra.Ballew@portlandoregon.gov](mailto:Cassandra.Ballew@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 March 14, 2018.** Please mail or deliver your comments to the address at the bottom of the page, and include the Case File Number, LU 17-269136 HR, in your letter. It also is helpful to address your letter to me, Cassandra Ballew. You can also e-mail your comments to me at my e-mail address identified above.

### **CASE FILE NUMBER: LU 17-269136 HR – NEW SIGN**

**Applicant:** Sherry Hall, Sign Wizards INC  
1111 SE Grand Avenue  
Portland, OR 97214

**Owner:** Holland Investments AK LLC  
1242 Berkeley Street #3  
Santa Monica, CA 90404-1657

**Representative:** Devin Mcgaughey, Parachute  
820 NW 23rd Avenue  
Portland OR 97210

**Site Address:** 818-822 NW 23RD AVE  
**Legal Description:** BLOCK 2 LOT 16 EXC N 30' N 10' OF LOT 17, KINGS 2ND ADD  
**Tax Account No.:** R452300370  
**State ID No.:** 1N1E33BC 01000  
**Quarter Section:** 2927  
**Neighborhood:** Northwest District, contact John Bradley at 503-313-7574.  
**Business District:** Nob Hill, contact Nob Hill at [nobhillportland@gmail.com](mailto:nobhillportland@gmail.com).  
**District Coalition:** Neighbors West/Northwest, contact Mark Sieber at 503-823-4212.  
**Plan District:** Northwest  
**Other Designations:** Contributing Resource in the Alphabet Historic District  
**Zoning:** CS – Storefront Commercial  
**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 is seeking Historic Resource Review approval to install one new sign, measuring 94" x 9" at the ground floor level of a contributing resource within the Alphabet Historic District. As proposed, the sign will be located 13.9' above the adjacent sidewalk, on the north (NW 23<sup>rd</sup> Avenue) façade. The sign will feature 7" tall, pin-mounted aluminum lettering in a "dark oxidized bronze aluminum" satin finish. The letters will be mounted, using counter sunk screws, onto an 1/8" powder coated aluminum backer. The sign will be centered on, and align with, the picture window on the street facing façade.

Historic Resource Review is required because proposals for new signs on a contributing building in a Historic District require a Type Ix Historic Resource Review, per Section 33.846.060 and 846-3.

**Relevant Approval Criteria:**

In order to be approved, this proposal must comply with the approval criteria of Title 33. The relevant approval criteria are:

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

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 November 13, 2017 and determined to be complete on February 7, 2018.

**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](http://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**

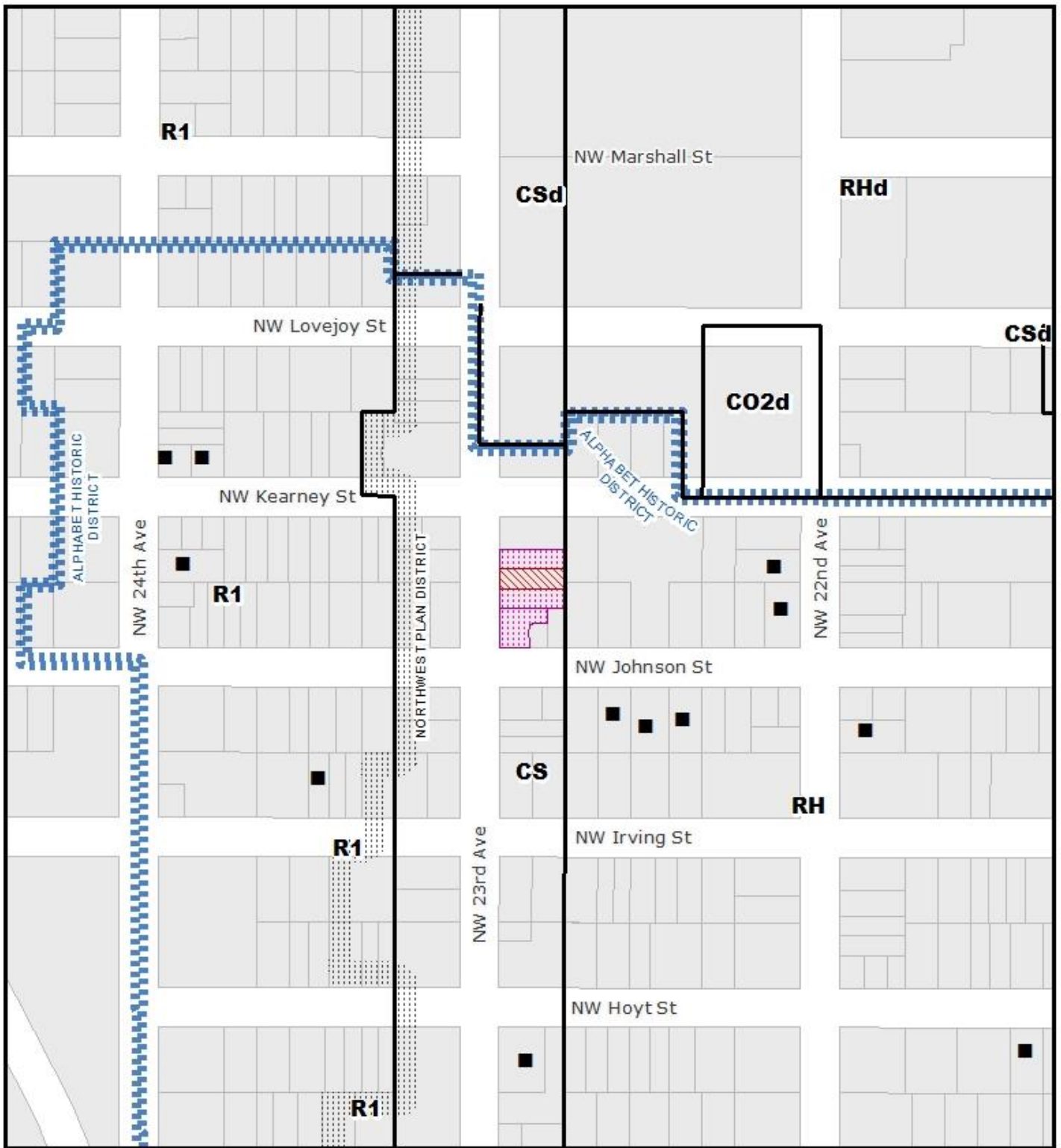
If you disagree with the Bureau of Development Services administrative decision, you can appeal the decision to the Oregon Land Use Board of Appeals (LUBA) at 775 Summer St NE,


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  
Site Plan  
Elevation  
Sign Details

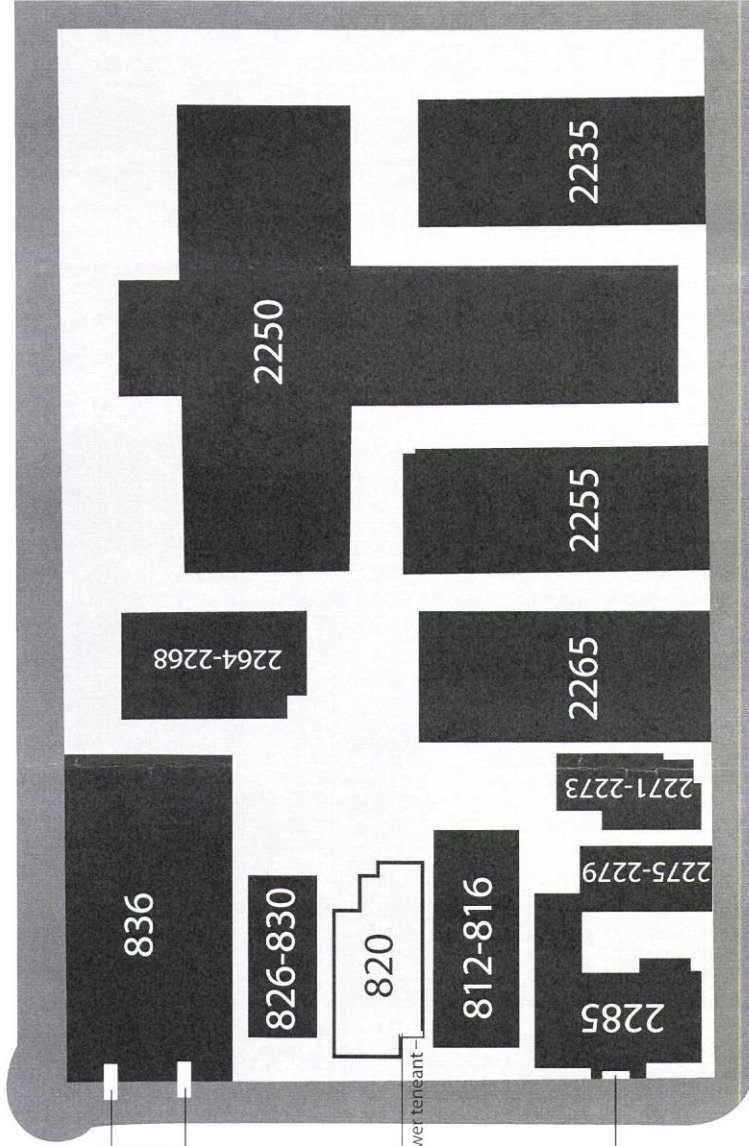


**ZONING**   
 NORTH  
 THIS SITE LIES WITHIN THE:  
 NORTHWEST PLAN DISTRICT  
 ALPHABET HISTORIC DISTRICT

-  Site
-  Also Owned Parcels
-  Historic Landmark

File No.	LU 17-269136 HR
1/4 Section	2927
Scale	1 inch = 200 feet
State ID	1N1E33BC 1000
Exhibit	B Nov 14, 2017

NW KEARNEY ST



NW JOHNSON ST

**SIGN WIZARDS**  
 503-235-6967  
 Portland, OR 97214  
 Call your project representative  
 for more information  
 Sherry: 503-235-6967  
 Sherry@signwizards.com

PLEASE REVIEW CAREFULLY:  
 Client is responsible for the final  
 approval of all message content.  
 Signage is subject to change without  
 notice. The manufacturer reserves the right  
 to review proposals and may result in  
 the delay of project development,  
 fabrication or installation.  
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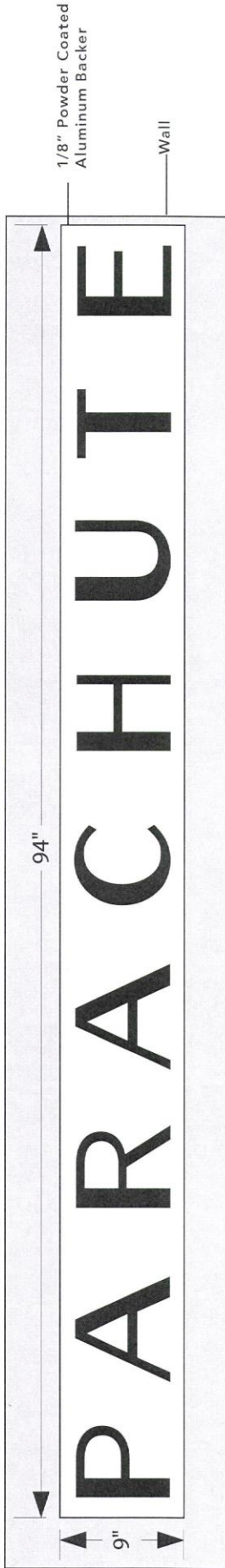
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PARACHUTE: New Building Signage

17-269136 HR



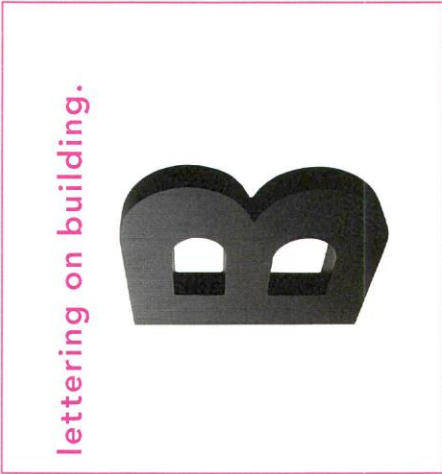
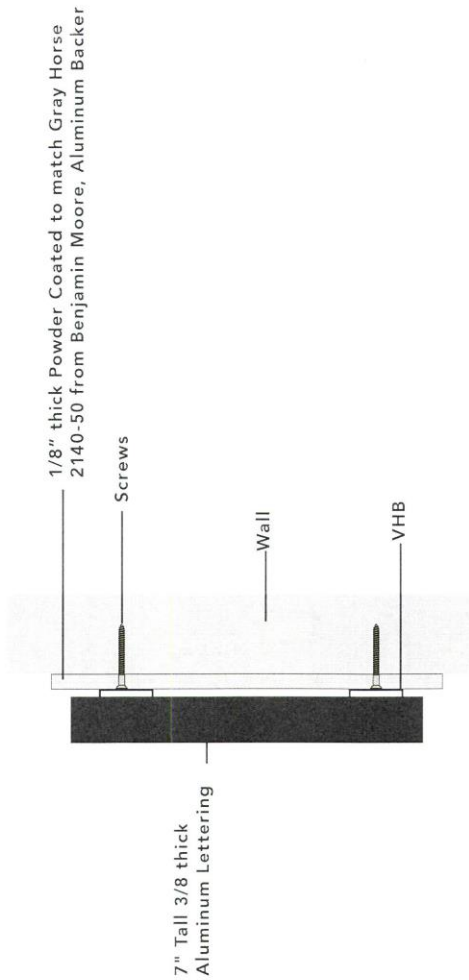


QTY: 1

Aluminum Lettering.

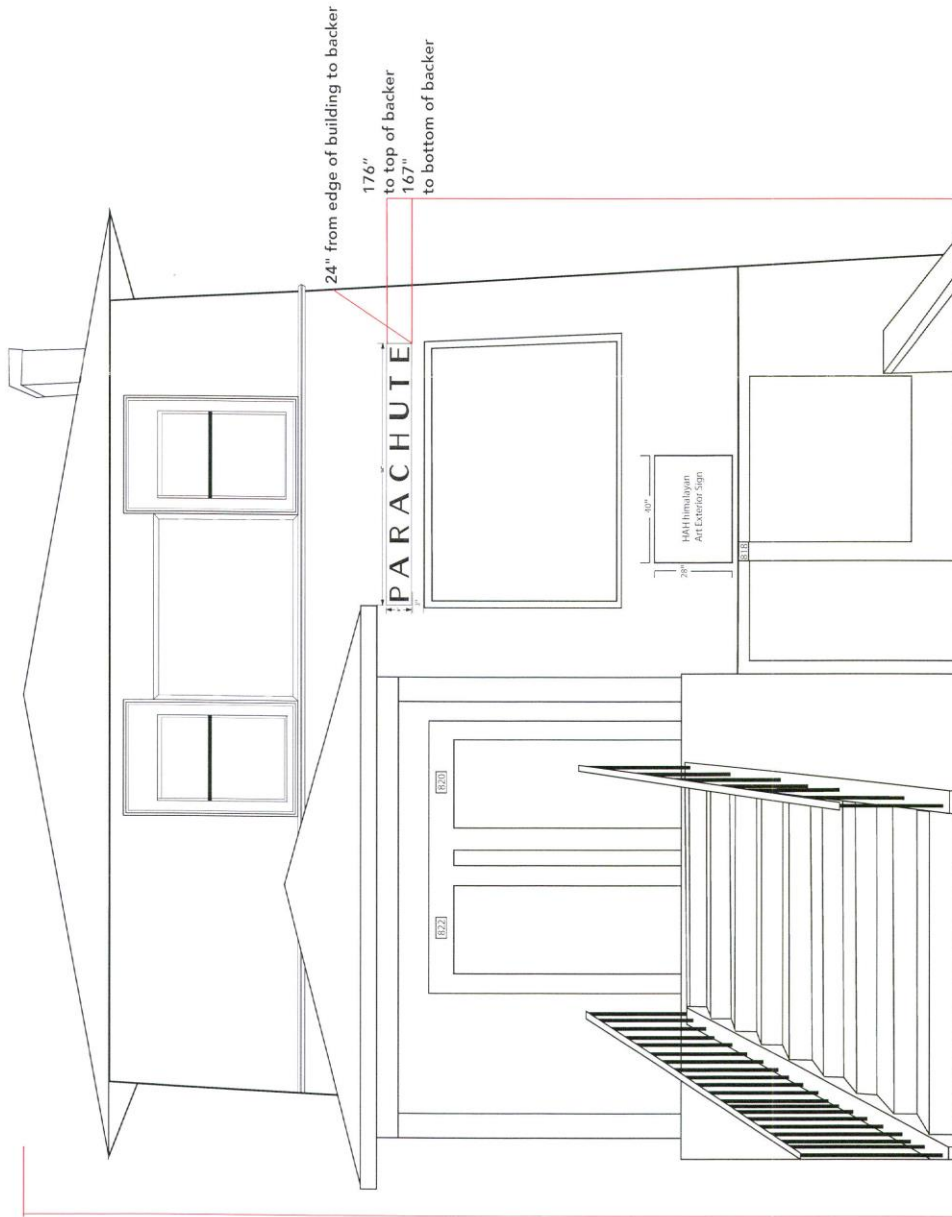
7" tall lettering, 3/8" depth. Lettering is 91" wide, "Dark Oxidized Bronze Aluminum" with satin finish.

Letters are VHB mounted flush to 1/8" Powder Coated (to match Gray Horse 2140-50 from Benjamin Moore) Aluminum Backer. The backer will be mounted with counter sunk Screws for a flush mount to the wall.




**SIGN WIZARDS**  
 503-235-6967  
 1700 NE Oregon Street  
 Corvallis, OR 97331  
 Sherry@signwizards.com

PLEASE REVIEW CAREFULLY:  
 Client is responsible for the final approval of all message content. Sign Wizards is not responsible for the delay of project development, fabrication or installation.  
 Call your project representative for more information.  
 Sherry: 503-235-6967  
 Sherry@signwizards.com



25' approximate building height

**BUILDING | Front Exterior**



**SIGN WIZARDS**  
Portland, OR 97214  
Phone: 503-235-6967  
Fax: 503-235-2711  
CEN070737 W001254

**PLEASE REVIEW CAREFULLY:**  
Client is responsible for the final review of the design, quantities, materials, and lead times. Failure to review promptly may result in delays and additional costs. The client is responsible for obtaining all necessary permits and approvals. Call your project representative if you have any questions. Sherry: 503-235-6967 Sherry@signwizards.com

PARACHUTE: New Building Signage

17-269136 *hr*

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DATE: 10/27/2017