



June 7, 2011

To Whom It May Concern:

The Board of Directors of the Hollywood Boosters Business Association wish to express our opinion with regards to the proposed new mixed use building to be located on the now vacant lot adjacent to the historic Hollywood Theatre on Sandy Blvd. in our business district. The Hollywood Theatre is the visual focal point of our business district and is so central to our identity that our name has been identified with it for nearly a century. Maintaining its visibility and prominence is foremost in our stance on this project.

We are excited to see the lot developed; the new building on the vacant lot will help bring new residents and business to the district. We also wish to commend the developer – represented to us by Don Sowieja of Myhre Group – for their initiative in reaching out to us and attempting to include our feedback to them in the proposed design of the new building.

We are supportive of a project similar to the one they have proposed, but can not support any project that does not address the following concerns:

- The proposed building impedes too much on the visibility of the theatre. The height of the building is not so much the concern as the lay of the building along Sandy Blvd. The new building needs to be angled such that, along Sandy Blvd., the building meets the theatre behind the marquee. This will allow for proper visibility of the historic Hollywood Theatre.
- Parking is another major concern. We understand that City of Portland codes do not require the project to provide onsite parking. We consider this to be poor policy; however, we feel that the developer needs to find a viable parking option for the many new residents that will own cars. One possible alternative would be to obtain a contractual arrangement with the owner of the building across Sandy Blvd. from the Theatre (the current home of Rite Aid) to provide parking to residents of the proposed project. This is not the only option, but parking for residents needs to be addressed.

The Hollywood Boosters Business Association will support a project similar to the proposed project as long as it addresses the above concerns. We do wish to reiterate that we appreciate the developers willingness to modify their proposed building to suit the best interest of the neighborhood and business district. We hope they continue in this manner and alter their plan to address our concerns. Once the proposal is modified to address these concerns we will lend our support to their project.

Regards,


Spencer May
President – Hollywood Boosters Business Association
hollywoodboosters@gmail.com

cc: Chris Caruso - City of Portland Bureau of Development Services
The Oregonian Newspaper
Hollywood Star News
Hollywood Neighborhood Association
The Hollywood Theatre
Myhre Group

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