

**Moore-Love, Karla**

---

**From:** Jenny Potter <jenny.potter@gmail.com>  
**Sent:** Wednesday, August 8, 2018 4:37 PM  
**To:** Moore-Love, Karla  
**Subject:** Input on former Stroheckers Site File No. LU 18-112666 CP ZC  
**Attachments:** Letter to City Council Re LU 18-112666 CP ZC.pdf

Please see the attached letter regarding the hearing on the former Stroheckers site hearing.

Thank you,  
Jennifer Potter  
2744 SW Montgomery Drive  
Portland, OR 97201  
415-314-4003

JENNIFER POTTER, 2744 SW MONTGOMERY DRIVE, PORTLAND, OR 97201

PHONE: 415-314-4003 EMAIL: JENNY.POTTER@GMAIL.COM

---

City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204

August 7, 2018

Subject: Stroheckers Conditions  
Case File: LU 18-112666 CP ZC

Dear Mayor Hales and City Commissioners,

My family and I live at 2744 SW Montgomery Drive, in the Portland Heights neighborhood. I am new to the neighborhood but walk by the site of the former Strohecker's grocery store often. While we have been in Portland only a year, I have noticed that Portland Heights does not have the same advantages that most other neighborhoods in Portland do by having a grocery store and other shops within walking distance of homes. This is something that is essentially Portland and which makes this city such a wonderful place to live. It is terribly unfortunate that we as a neighborhood so central to downtown Portland are one of the few neighborhoods that requires driving to do any type of local shopping. It is a gap in our community and one which is desperately needed in "the heights" for the elderly, the young and for families.

We agree with the Hearings Officer finding that "Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development." We hope that the City Council agrees with the Hearings Officer's statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

We feel the Hearings Officer did not adequately weigh other values from Portland's 2035 Comprehensive Plan extensively enough especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the "goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles." We agree! We also agree retaining a mixed-use retail grocery component supports the following goals from the plan as well.

1. **3.31 Role of Town Centers.** - Enhance Town Centers as successful places that serve the needs of surrounding neighborhoods as well as a wider area, and contain higher

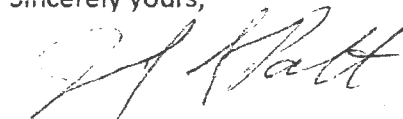
concentrations of employment, institutions, commercial and community services, and a wide range of housing options.

2. **3.35 Role of Neighborhood Centers.** - Enhance Neighborhood Centers as successful places that serve the needs of surrounding neighborhoods. In Neighborhood Centers, provide for higher concentrations of development, employment, commercial and community services, and a wider range of housing options than the surrounding neighborhoods.
3. **3.44 Growth and mobility.** Coordinate transportation and land use strategies along corridors to accommodate growth and mobility needs for people of all ages and abilities.
4. **4.20 Walkable scale.** Focus services and higher-density housing in the core of centers to support a critical mass of demand for commercial services and more walkable access for customers.
5. **4.21 Street environment.** Encourage development in centers and corridors to include amenities that create a pedestrian-oriented environment and provide places for people to sit, spend time, and gather.
6. **4.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers' markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.
7. **4.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, we believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bike ride from neighbors homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community. Please mandate a retail/grocery provision for this site and overturn the Hearings Officer findings.

Sincerely yours,



Jennifer Potter

## Moore-Love, Karla

---

**From:** Deborah Mandell <deborah.mandell@gmail.com>  
**Sent:** Wednesday, August 8, 2018 1:54 PM  
**To:** Moore-Love, Karla  
**Subject:** Re: Stroheckers site

Dear Ms Moore-Love,

One other thought,

If the seller gets what he is asking for, how is he going to sell the property? Who is going to buy this property when the neighbors are so hostile? It is to everyone's benefit—the seller, the neighbors, the city—to cooperate and reach a compromise. There are many creative solutions that take the needs of the neighborhood into account along with the needs of the seller

Thank you

Deborah

Sent from my iPhone

On Aug 6, 2018, at 11:14 AM, Moore-Love, Karla <[Karla.Moore-Love@portlandoregon.gov](mailto:Karla.Moore-Love@portlandoregon.gov)> wrote:

Thank you for your testimony. It has been forwarded to the Council offices and placed in the record.

Susan Parsons  
Assistant Council Clerk  
City of Portland  
[susan.parsons@portlandoregon.gov](mailto:susan.parsons@portlandoregon.gov)  
503.823.4085

**From:** Deborah Mandell <[deborah.mandell@gmail.com](mailto:deborah.mandell@gmail.com)>  
**Sent:** Sunday, August 5, 2018 8:56 PM  
**To:** Moore-Love, Karla <[Karla.Moore-Love@portlandoregon.gov](mailto:Karla.Moore-Love@portlandoregon.gov)>  
**Subject:** Stroheckers site

Dear Ms. Moore-love,

I am writing in advance of the City Council hearing on Wednesday regarding the Stroheckers site.

These are the points I would like to make.

1) Contrary to what the newspapers will inevitably print, there is not significant opposition up here to low income housing. I have been talking to folks, going to meetings and following discussions on Next Door for several years now and I can state unequivocally that this is the case.

2) The problem is not low-income housing. The problem is the total lack of services up here. There is not even transportation--to call the 51 a bus service is laughable--it runs once an hour for a few hours a day and not on weekends. For low-income folks, many of whom work shifts that are not 8-5, that would not help. Plus, it only goes downtown, not the other direction to the commercial districts of Hillsdale or Beaverton-Hillsdale Highway.

(As an aside, when the city renews the business licenses for ReachNow, Car2Go, or similar services, there should be a requirement for these businesses to serve the whole city. We do not have those services up here, either)

Disabled folks, the elderly, single moms and others who might otherwise be able to take advantage of low income housing if it is built up here would simply not be able to survive here because of the lack of services. I am pushing 70 myself, and I am not about to get on a

bike in the rain, fog, snow, dark, and blind curves up here. Since we have no grocery store or other services within walking distances, I have to get in my car for everything. I don't want to, but I have to.

The coincidental timing of filling some potholes up here yesterday (Saturday?) is laughable. They have been there for about 7 years.

There is nothing to tie the community together. Stroheckers provided many of the services needed in a community--a grocery, pharmacy, postal service, bakery, coffee shop, bulletin board, take-out food--it was a real neighborhood gathering place. Although I don't know if we'll ever replace it, the needs of the community should be considered for whatever goes in there.

3) We did not choose to live in a suburb. As Portland strives for walkability and livability for all of its neighborhoods, we in the West Hills should not be ignored. The nearest grocery is more than 2 miles away. Our parks and playgrounds are a joke--the Healy Heights playground is a dead ringer for the one I played in in the 1950's, and Council Crest Park is a haven for noise at night and needles in the morning because the city refused to patrol it.

4) Neither the city nor the neighborhood is responsible for the Stroheckers site owner's bad investment. He can't get a tenant because of the exorbitant rent he has to charge to amortize his bad investment, but that is not the city's problem nor the neighborhood's problem. My sympathy for his monetary loss does not extend to having the city essentially bail him out by changing the covenants it has with the neighborhood and going against every principle laid out in the city's plan for a future of walkability for Portland's neighborhoods. I'm sure he has made some very profitable investments in his time--no one bats 1000 in his business, and he can write this one off as a tax loss.

I therefore make the following recommendation for the property--that there be some sort of public/private partnership to produce a community center (along the lines of Hillside), some mixed income housing, and some retail with neighborhood-friendly services in mind (we don't need a bank or a real estate office--we need the kinds of services that we use every day--grocery, pharmacy, post office, etc). That would be the best and most logical use of the property.

I truly hope that the City of Portland does not choose to throw the residents of the West Hills under the (nonexistent) bus.

Sincerely,  
Deborah Mandell



MARK VAN DER VEER

2401 SW Sherwood Drive  
Portland, OR 97201

Your Phone: 503-228-3596  
Your E-mail: [markv@acm.org](mailto:markv@acm.org)

August 8, 2018

**City Council**  
City of Portland  
1221 SW 4<sup>th</sup> Avenue, Room 140  
Portland, OR 97204  
**Council Clerk:** [Karla.Moore-Love@portlandoregon.gov](mailto:Karla.Moore-Love@portlandoregon.gov)

**Case File:** LU 18-112666 CP ZC  
**Subject:** Stroheckers Conditions - Comment for Record

Mayor and City Council Members,

My name is Mark van der Veer and I am a retired software engineer. I live at one of the 551 residences that are within ½ mile of the Strohecker Site. I've lived at my current address for over 30 years and regularly shopped at Strohecker's.

I believe we can all agree that most of the land use restrictions concerning the Strohecker Site are either antiquated, irrelevant, or now superseded by current code. However, the Hearings Officers finding around Ordinance 155609 concerning use of the site restricted to a grocery store, was flawed. It is the neighbors' assertion that the value of the commercial site as a scarce resource to the neighborhood was not weighed appropriately against the criteria set out in the 2035 Comprehensive Plan.

Specifically, the 2035 Comprehensive Plan says:

Policy 4.86 Neighborhood food access.  
Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

Applicant's proposal to eliminate any requirement for a grocery store at the Strohecker Site is in conflict with this policy, and the Hearings Officer was incorrect in concluding that Applicant's proposal is supportive of this policy because the proposal does not promise any food access.

The Hearings Officer did find that "Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development." The neighborhood implores the Council to exercise it's discretion and require access to fresh food at the Strohecker Site.

Sincerely,

Annotated evidence:

2035 Comprehensive Plan p HTU-5

## Moore-Love, Karla

---

**From:** Carrie Richter <crichter@batemanseidel.com>  
**Sent:** Wednesday, August 8, 2018 11:38 AM  
**To:** Moore-Love, Karla  
**Cc:** Blythe Olson; Shannon Hiller-Webb  
**Subject:** Stroheckers Conditions: City Case File: LU 18-112666 CP ZC  
**Attachments:** Ltr to Mayor and Portland City Council re Stroheckers.pdf

Ms. Moore-Love

Attached is a letter for the record in the above-referenced proceedings. Please confirm receipt and distribute as appropriate.

Thank you,

Carrie Richter  
Bateman Seidel

## Moore-Love, Karla

---

**From:** Mark.vonBergen@hklaw.com  
**Sent:** Wednesday, August 8, 2018 12:02 PM  
**To:** Moore-Love, Karla  
**Subject:** Strohecker's: LU 18-112666 CP ZC

Mark von Bergen  
4200 SW Greenhills Way  
Portland, Oregon 97221  
[Vonbergen3@gmail.com](mailto:Vonbergen3@gmail.com)

Dear Mayor Wheeler and City Commissioners:

I have lived in the Greenhills neighborhood for most of my 67 years. In fact I live in the house in which I grew up. I am very concerned about the potential development of the Strohecker's site and the impact on the community.

In January 2012, Applicant – a real estate speculator from California - bought the Strohecker's property for \$5.4 million. The property had been primarily a grocery store since 1902. In more recent years, the property offered a great variety of services to its community - a grocery store, a post office, a pharmacy, a liquor store, a coffee shop. The 1984 Ordinance ensured that the property would continue to provide grocery services to the neighborhood. Now Applicant asks the City to "waive a wand" and eliminate the Ordinance and in so doing ignore the wishes and well-recognized needs of the Portland community.

Applicant knew of the role the property played, and by its own admission, knew of the Ordinance that was on the property to ensure that it would continue to play this role. Applicant made no significant, if indeed any, improvements to the property, and has made no contributions to the community. It merely let the existing lease on the property run out and is now asking the City to give it a very substantial windfall by striking the Ordinance.

Applicant could now sell the property to another speculator or to a developer who would inherit the Ordinance and who would negotiate in good faith with the community and the City as to the future use of the Strohecker's property. But instead Applicant has chosen the path of most profit: By getting the City to simply eliminate the Ordinance now, Applicant could sell the Strohecker's property to a developer who wouldn't need to battle the restrictions of the Ordinance.

This gives Applicant the largest financial return with the least effort and the least amount of concern for the community - a community that has more than a century-old tie to and investment in the property. The Applicant gets in and it gets out in quick fashion.

The City is not required to accommodate this profit play. Indeed, the City has a duty to the community, not to the out-of-state speculator who has done nothing for the community or for the property, leaving its upkeep to the neighbors whose wishes it now asks the City to ignore.

Notably, In February 2017, Applicant is quoted in Oregonlive.com as saying that the Strohecker's site has generated a lot of interest from neighbors and *developers*. It wasn't until March 2017 that he asked a real estate broker to canvass the local grocery community to gauge their interest. Applicant claimed in front of the Hearing Officer that the survey supports its position that there is little or no interest in operating a grocery store at the site. The survey itself, as presented at the hearing, lacks detail, depth and any insight. It is revealing that the survey was commissioned *after* he had publicly announced that developers were showing great interest.

Applicant has never had a sincere interest in operating a grocery store from that site, nor has Applicant been willing to sit down with the neighbors to discuss their interest in the site. As far as he is concerned, this is somebody else's problem – certainly not the problem of an out-of-state speculator with no connection to the community. The City needs to take a stand and step in to protect the interests of the neighbors and the users of the adjacent City park. Otherwise, the needs of the neighborhood will be left unmet, and the character of the property and the neighborhood will instead be shaped without meaningful input from the neighbors. That simply should not happen in Portland.

Sincerely, Mark von Bergen

**Mark von Bergen | Holland & Knight**

Partner

Holland & Knight LLP

2300 U.S. Bancorp Tower, 111 S.W. Fifth Avenue | Portland, OR 97204

Phone 503.243.5874 | Fax 503.241.8014

[mark.vonbergen@hklaw.com](mailto:mark.vonbergen@hklaw.com) | [www.hklaw.com](http://www.hklaw.com)

[Add to address book](#) | [View professional biography](#)

---

NOTE: This e-mail is from a law firm, Holland & Knight LLP ("H&K"), and is intended solely for the use of the individual(s) to whom it is addressed. If you believe you received this e-mail in error, please notify the sender immediately, delete the e-mail from your computer and do not copy or disclose it to anyone else. If you are not an existing client of H&K, do not construe anything in this e-mail to make you a client unless it contains a specific statement to that effect and do not disclose anything to H&K in reply that you expect it to hold in confidence. If you properly received this e-mail as a client, co-counsel or retained expert of H&K, you should maintain its contents in confidence in order to preserve the attorney-client or work product privilege that may be available to protect confidentiality.

## Moore-Love, Karla

---

**From:** Brett Schulz <brett@brettschulz.com>  
**Sent:** Tuesday, August 7, 2018 11:16 PM  
**To:** Moore-Love, Karla  
**Subject:** [User Approved] Fwd: City Council Letters  
**Attachments:** Schulz\_strohecker\_letter\_to\_city\_council\_\_2\_ (3).odt;  
Stanton\_strohecker\_letter\_to\_city\_council\_\_2\_ (3).odt

Karla,

>

> Attached are letters from myself and my wife Beth regarding the Stroheckers property. Thank you.

>

> Brett

BRETT SCHULZ 2803 SW MONTGOMERY DR, PDX, 97201

PHONE: 503-222-9099 BRETT@BRETTSCHULZ.COM

---

City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204

August 4, 2018

Subject: Stroheckers Conditions  
Case File: LU 18-112666 CP ZC

Dear Mayor Wheeler and City Commissioners,

I live at 2803 SW Montgomery Drive in the Portland Heights neighborhood. I shopped at Stroheckers and often walked there to grab grocery essentials and since the closing our community has suffered from increased traffic, difficulty reaching necessary amenities and loss of sense of community.

I agree with the Hearings Officer finding that "Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development." I hope that the City Council agrees with the Hearings Officer's statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

I feel the Hearings Officer did not adequately weigh other values from Portland's 2035 Comprehensive Plan extensively enough especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the "goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles." I agree! I also agree retaining a mixed-use retail grocery component supports the following goals from the plan as well.

1. **3.31 Role of Town Centers.** - Enhance Town Centers as successful places that serve the needs of surrounding neighborhoods as well as a wider area, and contain higher concentrations of employment, institutions, commercial and community services, and a wide range of housing options.

2. **3.35 Role of Neighborhood Centers.** - Enhance Neighborhood Centers as successful

places that serve the needs of surrounding neighborhoods. In Neighborhood Centers, provide for higher concentrations of development, employment, commercial and community services, and a wider range of housing options than the surrounding neighborhoods.

3. **3.44 Growth and mobility.** Coordinate transportation and land use strategies along corridors to accommodate growth and mobility needs for people of all ages and abilities.
4. **4.20 Walkable scale.** Focus services and higher-density housing in the core of centers to support a critical mass of demand for commercial services and more walkable access for customers.
5. **4.21 Street environment.** Encourage development in centers and corridors to include amenities that create a pedestrian-oriented environment and provide places for people to sit, spend time, and gather.
6. **4.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers' markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.
7. **4.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, I believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bike ride from neighbors homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision for this site and overturn the Hearings Officer findings.

Sincerely yours,



Brett Schulz

ELIZABETH STANTON 2803 SW MONTGOMERY DR, PDX, 97201

PHONE: 503-267-5398 BETH\_STANTON@COMCAST.NET

---

City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204

August 4, 2018

Subject: Stroheckers Conditions  
Case File: LU 18-112666 CP ZC

Dear Mayor Wheeler and City Commissioners,

I live at 2803 SW Montgomery Drive in the Portland Heights neighborhood. I shopped at Stroheckers and often walked there to grab grocery essentials and since the closing our community has suffered from increased traffic, difficulty reaching necessary amenities and loss of sense of community.

I agree with the Hearings Officer finding that "Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development." I hope that the City Council agrees with the Hearings Officer's statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

I feel the Hearings Officer did not adequately weigh other values from Portland's 2035 Comprehensive Plan extensively enough especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the "goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles." I agree! I also agree retaining a mixed-use retail grocery component supports the following goals from the plan as well.

1. **3.31 Role of Town Centers.** - Enhance Town Centers as successful places that serve the needs of surrounding neighborhoods as well as a wider area, and contain higher concentrations of employment, institutions, commercial and community services, and a wide range of housing options.
2. **3.35 Role of Neighborhood Centers.** - Enhance Neighborhood Centers as successful

places that serve the needs of surrounding neighborhoods. In Neighborhood Centers, provide for higher concentrations of development, employment, commercial and community services, and a wider range of housing options than the surrounding neighborhoods.

3. **3.44 Growth and mobility.** Coordinate transportation and land use strategies along corridors to accommodate growth and mobility needs for people of all ages and abilities.
4. **4.20 Walkable scale.** Focus services and higher-density housing in the core of centers to support a critical mass of demand for commercial services and more walkable access for customers.
5. **4.21 Street environment.** Encourage development in centers and corridors to include amenities that create a pedestrian-oriented environment and provide places for people to sit, spend time, and gather.
6. **4.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers' markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.
7. **4.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, I believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bike ride from neighbors homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision for this site and overturn the Hearings Officer findings.

Sincerely yours,

Elizabeth Stanton

## Parsons, Susan

---

**From:** Susan Seubert <susan@sseubert.com>  
**Sent:** Wednesday, August 8, 2018 10:45 AM  
**To:** Council Clerk – Testimony  
**Subject:** Stroheckers Conditions - Case File: LU 18-112666 CP ZC

Dear Mayor Wheeler and City Commissioners,

We live on Edgewood Road, in the Portland Heights neighborhood. We shopped at Stroheckers and often walked there to grab grocery essentials and since the closing, our community has suffered from increased traffic, difficulty reaching necessary amenities and sense of community.

We agree with the Hearings Officer finding that “Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as a part of a mixed-use development. In addition, the Council could require some form of food related use – a small market – as part of any commercial development.” We hope that the City Council agrees with the Hearings Officer’s statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

We feel the Hearings Officer did not adequately weigh other values from Portland’s 2035 Comprehensive plan extensively enough especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the “goal is to promote uses and development that support healthy complete neighborhoods – places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles.” We agree! We also agree retaining a mixed-use retail grocery component supports the following goals from the plan as well.

**3.31 Role of Town Centers** - Enhance Town Centers as successful places that serve the needs of surrounding neighborhoods as well as a wider area, and contain higher concentrations of employment, institutions, commercial and community services, and a wide range of housing options.

**4.20 Walkable scale.** Focus services and higher-density housing in the core of centers to support a critical mass of demand for commercial services and more walkable access for customers.

**4.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers’ markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.

**4.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, we believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bikeride from neighbors' homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision for this site and overturn the Hearings Officer's findings.

Sincerely yours,  
Steven Josefsberg and Susan Seubert

1932 SW Edgewood Rd.  
Portland, OR 97201  
[skjsurf@gmail.com](mailto:skjsurf@gmail.com)  
[susan@sseubert.com](mailto:susan@sseubert.com)

Date: 8 August 2018  
To: Portland City Council  
From: Mark van der Veer, 2401 SW Sherwood Drive, Portland, OR, 97201  
Subject: Case LU 18-112666 CP ZC, Hearings Office Case # 4180003

I have previously testified on this case on 2 May 2018 and 30 May 2018 at the Hearings Office. My testimony today incorporates my previous testimony by reference. Today I will comment on the adequacy of the Staff Report and on the conclusions reached by the Hearings Officer. In previous testimony I suggested a modification to the request by Applicant that provides an opportunity for redevelopment of the Strohecker Site and benefits the Southwest Hills neighborhood. Specifically, if the Ordinances were modified to merely require, not exclusively require, a grocery store at the Strohecker Site, the property could be developed with all allowed CM1 uses and meet the Southwest Hills neighborhood's retail needs. The modification would better meet the standards put forth in the 2035 Plan than Applicant's request.

## **Staff Report Adequacy**

In reading the Staff Report I noticed some of the wording seemed very familiar. On investigation it turns out that 50% of the Staff Report is a word-for-word copy of the Applicant's request for relief from use restrictions at the Strohecker Site. Section 4 of the report presents, without attribution, Applicant's request narrative as "Findings". This is extremely misleading and shows the Staff Report is not independent, and is heavily biased in favor of the Applicant. There is very little impact analysis of Applicant's request on the Southwest Hills neighborhood.

## **Hearings Officer Conclusions**

The Hearings Officer Report, which on close reading relies primarily on the Staff Report, contains conclusions not supported by facts or independent investigation. The following critique identifies contested conclusions in the Hearings Officer Report with page references.

### **- Applicant states that a 'grocery store only' use is not viable at the Strohecker Site (pages 9-10).**

As evidence Applicant states that he did an extensive search for a grocery store operator. However, no evidence was presented concerning terms or market analysis of grocery store viability. In fact, of 13 grocers identified as having been contacted by Applicant's broker over half have existing outlets within a few miles of the Strohecker Site and would not be expected to have any interest in the site. For example, it's ludicrous to expect Trader Joe's to have an interest in a site two miles from an existing, well-established, store and five miles from another, well-established, store. Applicant also claims that current use conditions at the Strohecker Site effectively deprive him of an economic use of the site. It should be remembered, however, that Applicant purchased the site in 2012 when the use conditions

were established facts.

The conclusion that the Strohecker Site could not support a grocery store is not supported by independent analysis. In any case, commercial viability is not a requirement in the 2035 Plan and is therefore not a valid argument for changing use conditions at the Strohecker Site.

**- Implementation of a “trip cap” is premature and unwarranted (pages 21 & 39-40).**

Applicant has proposed a “trip cap” and this has been accepted and recommended by the Hearings Officer. However, since no redevelopment of the Strohecker Site is proposed there is no reason to implement a “trip cap”. The hearings officer states: “full development of the site would likely result in a significant impact on the transportation system”. This statement is pure speculation and is unsupported by any facts or analysis. In addition, applying a generalized standards body solution (from the Institute of Traffic Engineers) to an unknown development is not logical.

**- Policy 3.98 Western Neighborhoods village character (pages 48-49)**

In support of Applicant the Hearings Officer states that “Removal of the conditions would allow other types of ... development ... which would serve a similar function as a neighborhood anchor” This statement implies that the Hearings Officer knows what redevelopment will take place at the Strohecker Site even though there is no development proposal. The conclusion that Applicant’s proposal is “equally or more supportive of this policy” is not supported by any facts and is not logical.

**- Goal 4.C Human and environmental health (page 51).**

The Hearings Officer correctly notes that the former grocery store was supportive of this goal. However, without access to healthy food this goal is not supported and Applicant’s proposal does not require access to food of any type. Simply stating that future development of the Strohecker Site “could potentially” provide access to healthy food does not support this goal as the Hearings Officer states. Requiring future development to include access to healthy food is more supportive of this goal than Applicant’s proposal.

**- Policy 4.36 Air quality impacts (pages 62-63).**

Without a requirement for access to healthy food at the Strohecker Site, residents of the Southwest Hills are forced to use their vehicles more than would otherwise be necessary. Requiring access to food in any redevelopment of the property will be much more supportive of this policy than Applicant’s proposal. Contrary to what the Hearings Officer concluded, tree preservation and landscaping requirements will not mitigate air quality impacts: a tree can only absorb about 48 pounds of carbon



dioxide per year, far below the additional tons of carbon dioxide that is produced because of lack of access to food in the Southwest Hills.

**- Policy 4.86 Neighborhood food access (page 65).**

Due to the history of the Strohecker Site it would not be inconsistent for the City to require food access with any redevelopment of the property – after all, Council could simply leave the existing use restrictions in place, and there could be a new grocery store operator. Applicant does not promise any food access at the site and could potentially redevelop the property without any retail services. Policy 4.86 calls on the City to “Encourage small, neighborhood-based retail food opportunities ...” This is a straight-forward endorsement for requiring food access at the Strohecker Site. As noted in the report, there is no other suitable commercial site in the neighborhood capable of hosting a grocery store. Therefore the Hearings Officer is incorrect in his conclusion that Applicant’s proposal is more supportive of this policy than under the current use restrictions.

**- Goal 5.x Housing (pages 65-71).**

Without any use restrictions at the Strohecker Site a range of residential buildings could be developed at the site: anything from a one-family residential home to a multi-unit apartment building could be developed without any retail services. With a requirement for healthy food access at the property the previously mentioned housing uses could still be developed and the neighborhood would retain access to retail food services.

**- Policies 6.1-6.5 Economic policies (pages 72-73).**

There is no guarantee or requirement that Applicant’s proposal supports these policies so it can’t be said that removal of use conditions is either equally or more supportive of the policies. At best, Applicant’s proposal is neutral with regards to the policies.

**- Policy 6.6 Low-carbon and renewable energy economy (page 73).**

The Hearings Officer notes that the former grocery store allowed for a reduction of carbon emissions and conserved energy relative to the current situation because of the need to find groceries at more distant locations. He goes on to say, however, that removal of use restrictions is more supportive of this policy because redevelopment of the site may provide an opportunity for commercial development in close proximity to existing and new residential uses. Firstly, Applicant’s proposal does not require any retail or commercial use, nor does it address the lack of access to healthy food. Secondly, without access to healthy food, Southwest Hills residents will continue to use automobiles more than would otherwise be needed to obtain food. My previous testimony on this issue showed that as much as 350

tons of carbon dioxide is generated each year because of the loss of convenient access to food in the Southwest Hills. Without a requirement for access to food at the Strohecker Site, the Hearings Officer's assertion on this policy is not supportable.

**- Policy 6.66 Neighborhood-serving business (page 76).**

Without any use restrictions at this site, there is no guarantee that the neighborhood will have access to goods and services. Requiring a grocery store at the site would, at a minimum, ensure that neighborhood residents will have retail access to food. This would be much more supportive of the policy than Applicant's proposal. I note that the Hearings Officer claims that, "Based on the un rebutted evidence from the applicant, an exclusive grocery use is no longer viable on the site." Except for anecdotal, un-analyzed, evidence, Applicant presented no evidence that could be rebutted.

**-Policy 6.67 Retail development (pages 76-77).**

If there was a food access requirement at the site this policy would be fulfilled. Applicant's proposal does not propose any retail services to meet the goals of this policy and is therefore not supportive of the 2035 Plan.

**- Goal 7.A Climate (page 78-79).**

My previous testimony showed that the lack of retail access to groceries at the Strohecker Site has caused Vehicle Miles Traveled to increase with a consequent increase in carbon pollution. The Hearings Officer did not refute this assertion. If there is a requirement for retail access to food at the site that would be a big step towards fulfillment of this goal. Applicant's proposal is non-responsive towards this goal. Bus service on Tri-Met route 51 is extremely poor (no service most of the day) and can not take the place of a neighborhood grocery store as the Hearings Officer suggests.

**- Policy 9.5 Mode share goals and Vehicle Miles Traveled (VMT) reduction (page 87).**

A similar analysis to the application of Goal 7.A shows that this policy is not supported by Applicant's proposal since Applicant is not proposing any development that will reduce VMT and VMT is now higher than it would be if there were a grocery store at the Strohecker Site. The City cannot dictate Tri-Met service levels and bus route 51 service is not good.

**- Policy 9.6 Transportation strategy for people movement (page 87-88).**

Applicant's proposal could result in total loss of access to retail services and is therefore unsupportive of this policy. A requirement for a grocery store at the Strohecker Site would be supportive of this

policy. With access to groceries at the site approximately 22% of Southwest Hills residents would be within 30 minutes walking distance. Without access to food at the site only 2% of residents are within 30 minutes walking distance. The Hearings Officer's supportive statements concerning Applicants proposal are not valid without a development proposal.

**- Policy 9.17 Pedestrian transportation (page 90).**

As noted above, many Southwest Hills residents would be able to access food through a 30 minute or less walk if there was a grocery store at the Strohecker Site. Applicant has not promised any development at the site that will encourage walking. Also, it is possible that a grocery operator could be found for the site with the existing use restrictions. If, on the other hand, the site is redeveloped without any retail or commercial services, possibilities for walking in the neighborhood will be diminished for the foreseeable future. Therefore, Applicant's request is less supportive of this policy than other alternatives.

**- Policy 9.38 Automobile transportation (page 92).**

Without convenient access to groceries/food Southwest Hills residents are forced to rely on their vehicles in direct opposition to this policy's goal of reduction of vehicle miles traveled. Applicant's proposal does not address this issue and must therefore be considered less supportive of this policy than with current use restrictions. With the requirement for a grocery outlet at the Strohecker Site, Southwest Hills residents will be able to reduce travel distance to a grocery outlet and many residents will be able to walk to purchase groceries.

**- Policy 9.63 New development impacts (page 94-95).**

Since Applicant is not proposing any development it is premature to propose any sort of "trip cap". Development impacts, including traffic, should be assessed when there is a specific development proposal.

**"On Balance"**

Two alternatives are presented in the Hearings Officer report: 1) retention of the existing use restrictions at the Strohecker Site, or 2) Applicant's request for complete elimination of the use restrictions along with a "trip cap". There is, however, a third alternative that is more supportive of the 2035 Plan than Applicant's proposal: alter the use conditions of the site to require a retail outlet (non-exclusive) that sells fresh food. This requirement would continue the evolution of zoning of the Strohecker Site in a logical fashion – 80+ years as a non-conforming use grocery store in a residential neighborhood, 30+ years as a special-use grocery store, and now to grocery store that is a component of

a mixed-use development.

## Summary

The City's analysis of Applicant's proposal to eliminate use restrictions at the Strohecker Site is deeply flawed. The Staff Report is largely a direct copy of Applicant's written proposal, and does very little independent analysis of Applicant's request and its impact on the Southwest Hills neighborhood. The Hearings Officer Report appears to rely heavily on the Staff Report and does not consider other options for the use of the site even though these options were presented at the hearings. As shown above, many of the Hearings Officer's arguments supporting compliance with the 2035 Plan are incorrect or not logical given that Applicant has not presented any development plans for the Strohecker Site.

The Council should, at a minimum, reject Applicant's request and require an examination of alternatives that preserve access to food at the Strohecker Site.

**ROBERT B. CONKLIN**  
**2635 S.W. MONTGOMERY DRIVE**  
**PORTLAND, OR 97201**

Home 503-223-2111  
Beach 503-392-3167  
Mobile 503-804-6660  
e-mail: bob@bobconklin.com

AUDITOR 08/08/18 AM 9:49

City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204

August 4, 2018

Subject: Stroheckers Conditions  
Case File: LU 18-112666 CP ZC

Dear Mayor Wheeler and City Commissioners,

My family and I live on SW Montgomery Drive, in the Portland Heights neighborhood, and have lived here since 1965. We shopped at Stroheckers and often walked there to shop for food and other grocery items. Since the closing our community has suffered from increased traffic, difficulty reaching necessary amenities and sense of community.

We agree with the Hearings Officer finding that "Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development." We hope that the City Council agrees with the Hearings Officer's statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

We feel the Hearings Officer did not adequately weigh other values from Portland's 2035 Comprehensive Plan extensively enough especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the "goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles." We agree! We also agree retaining a mixed-use retail grocery component supports the following goals from the plan as well.

1. **3.31 Role of Town Centers.** - Enhance Town Centers as successful places that serve the needs of surrounding neighborhoods as well as a wider area, and contain higher concentrations of employment, institutions, commercial and community services, and a wide range of housing options.
1. **3.35 Role of Neighborhood Centers.** - Enhance Neighborhood Centers as successful places that serve the needs of surrounding neighborhoods. In Neighborhood Centers, provide for higher concentrations of development, employment, commercial and community services, and a wider

range of housing options than the surrounding neighborhoods.

2. **3.44 Growth and mobility.** Coordinate transportation and land use strategies along corridors to accommodate growth and mobility needs for people of all ages and abilities.
3. **4.20 Walkable scale.** Focus services and higher-density housing in the core of centers to support a critical mass of demand for commercial services and more walkable access for customers.
4. **4.21 Street environment.** Encourage development in centers and corridors to include amenities that create a pedestrian-oriented environment and provide places for people to sit, spend time, and gather.
5. **4.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers' markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.
6. **4.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, we believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bike ride from neighbors homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision for this site and overturn the Hearings Officer findings.

Sincerely yours,

A handwritten signature in blue ink, appearing to be 'R. S.', is written on a light blue background.

**Moore-Love, Karla**

---

**From:** CMH CMH <cmhshopper@gmail.com>  
**Sent:** Wednesday, August 8, 2018 8:42 AM  
**To:** Moore-Love, Karla  
**Subject:** Stroheckers site, proposed zoning changes

My name is Maria Hall. I am writing this last minute as I understand there is a hearing on the subject today. We have lived close to Hillsdale for over 20 years and when Stroheckers was open, consistently used the store for our food shopping needs. We were devastated when the store closed. Stroheckers was so convenient and also served as a wonderful gathering place for generations of neighbors. The neighborhood is very unique and a high density infill of residences would be very detrimental to the surrounding character and appeal of the neighborhood.

We are forced to travel longer distances by car to get groceries and deeply miss the opportunity to bump into friends and neighbors. The site truly needs a similar store, perhaps on a more scaled down level. It does not need more residences in what has become a cut through area for hundreds of motorists apparently avoiding traffic elsewhere. I would like to see evidence that the current owner made good faith efforts to secure a small scale grocery store. I don't think this owner has the best interests of the neighborhood. The situation appears to be of the typical out of area owner or developer making a buck off the locals who have to live with the consequences.

Please deny any requested zone changes to higher density housing and encourage siting of a smaller Stroheckers style store.

Thank you, Maria Hall.



## Moore-Love, Karla

---

**From:** Shannon Hiller-Webb <shannonh@prosparus.com>  
**Sent:** Wednesday, August 8, 2018 7:01 AM  
**To:** Moore-Love, Karla  
**Cc:** Adam Lamotte; Blythe Olson  
**Subject:** 2 pm Session

Good Morning,

I hope you are well. The SWRHL neighborhood is providing testimony as a neighborhood association today in the Strohecker Conditions review, **LU 18-112666 CP ZC**. We are testifying as a group of connected narrative testimony so that we can use the time before City Council efficiently and effectively and have limited the number of testimonies our neighborhood is presenting as we speak for the group. I wanted to confirm that we can have one person sign up the names on the list as a bank of testifiers aligned with the association. We just wanted to make certain we had permission to do so.

Thank you for your time.

Best,

Shannon

Shannon Hiller-Webb  
**Prosparus**  
CEO  
shannonh@prosparus.com  
503.928.9539

6327 SW Capitol Highway, Suite C PMB 117  
Portland, OR 97239



**Moore-Love, Karla**

---

**From:** raymond schwarte <r\_schwarte@yahoo.com>  
**Sent:** Tuesday, August 7, 2018 9:16 PM  
**To:** Moore-Love, Karla  
**Cc:** Blyth Olson  
**Subject:** Stroheckers hearing

Dear Ms. Moore,

It turns out I am unable to attend the hearing tomorrow. Please submit this email to the council in my absence:

Dear City Council:

Please do not lift the Stroheckers restriction completely. I am fine with residential development IF there is a retail component that will serve my neighborhood. The owner bought the property with full knowledge of the restriction. I urge that you lift the condition only partially, to allow for development that also requires a neighborhood retail component. If that still results in a dormant site then the owner can come back to the council and prove that a further easing of restrictions is needed.

As a council, you represent all of us. You should side with the majority - the neighborhood. After all, the restriction was put in place to benefit the neighborhood and any easing of it should be handled in that same spirit. Thank you for including my views in your deliberations.

Sincerely,

Raymond Schwarte  
2600 SW Patton Rd.

## Moore-Love, Karla

---

**From:** Denise and Roger Brown <cartybrown@msn.com>  
**Sent:** Tuesday, August 7, 2018 7:33 PM  
**To:** Moore-Love, Karla  
**Subject:** Comments on Stroheckers Zone Change, Case LU 18-112666 CP ZC  
**Attachments:** Stroheckers Zoning Comments.pdf

Attached, please find my comments on the above matter.  
Thank you,  
Roger Brown

Sent from [Outlook](#)

From: Roger Brown  
1948 SW Edgewood Road  
Portland OR 97201  
cartybrown@msn.com

To: City of Portland – Council Clerk  
1221 SW 4<sup>th</sup> Avenue, Room 140  
Portland OR 97201

Re: Former Stroheckers Property  
Case File: LU 18-112666

Mayor Wheeler and City Commissioners:

Our family has lived in the neighborhood close to Stroheckers for 30 years now, and we have seen the unfortunate loss of a community/commercial space when the grocery closed a number of years ago. I understand the need to lift the current ordinance that only allows a grocery store at this site, as well as the need to increase density in order to support commercial enterprises on this site. As such, I support the lifting of the ordinance. However, this needs to be in tandem with requiring a certain amount of ground floor commercial at this site. It is now well understood that happier neighborhoods have places where its citizens can gather, shop, and interact, and to have these places within walking and bicycling distance. The Stroheckers site fits this model for our neighborhood, and there is no other alternative in the area that would.

As such, please put me down as a neighbor who will support a multi-level residential development, but with required ground floor commercial, a good portion of which should ideally be grocery related. I am not concerned about the extra traffic this might add, as through traffic is really the bigger issue here (this could be an intersection designed to calm traffic – traffic circle maybe?). We need the density in order to support a quality grocery, as well as to justify improving bus service in the area.

Thank you for considering my comments.

Best regards,

 Digitally signed  
by Roger Brown  
Date:  
2018.08.07  
18:19:34 -08'00'

Roger Brown

## Moore-Love, Karla

---

**From:** Paula Gore <doctorfoodlove@gmail.com>  
**Sent:** Tuesday, August 7, 2018 2:44 PM  
**To:** Moore-Love, Karla  
**Subject:** Strohecker's Case File LU 18-112666 CP ZC  
**Attachments:** Letter re Strohecker's .odt

Paula and Pankaj Gore  
2820 SW Labbe Ave  
Portland, OR 97221  
paulaannegerber@yahoo.com

**August 7, 2018**

**City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204**

**Subject: Strohecker's Conditions  
Case File: LU 18-112666 CP ZC**

Dear Mayor Wheeler and City Commissioners,

My family and I live on Labbe Ave., in the Portland Heights neighborhood. We shopped at Strohecker's and often walked there to grab grocery essentials. The bakery and coffee shop was also a popular stop for neighbors out walking, or for people using the adjacent Portland Heights Park.

We agree with the Hearings Officer finding that "Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development." We hope that the City Council agrees with the Hearings Officer's statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

We feel the Hearings Officer did not adequately weigh other values from Portland's 2035 Comprehensive Plan extensively enough, especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the "goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles."

We agree! We also agree that retaining a mixed-use retail grocery component supports the following goals from the plan:

1. **1. 4.20 Walkable scale.** Focus services and higher-density housing in the core of centers to

support a critical mass of demand for commercial services and more walkable access for customers.

2. **2. 4.21 Street environment.** Encourage development in centers and corridors to include amenities that create a pedestrian-oriented environment and provide places for people to sit, spend time, and gather.
3. **3. 4.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers' markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.
4. **4. 4.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

The Southwest Hills, due to the nature of winding roads with no sidewalks and poor visibility, is limited in terms of walkable destinations. Strohecker's was a unique place enjoyed by the entire neighborhood. This site is the only realistic commercial site within our neighborhood that could afford these opportunities. We believe the need is clear to safeguard our access to a grocery, that is within a 20-minute walk/bike ride from neighbors homes. This will allow our community to age in place and alleviate traffic congestion from vehicles leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision for this site and overturn the Hearings Officer findings.

Sincerely,

Paula and Pankaj Gore

**Moore-Love, Karla**

---

**From:** Bill .. <bshaww@msn.com>  
**Sent:** Tuesday, August 7, 2018 2:36 PM  
**To:** Moore-Love, Karla  
**Subject:** Stroheckers Zoning Changes  
**Attachments:** Stroheckers.odt

Letter enclosed

DR. WILLIAM SHAW 2680 SW CORONA--97201

BSHAWWW@MSN.COM

City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204

August 4, 2018

Subject: Stroheckers Conditions  
Case File: LU 18-112666 CP ZC

Dear Mayor Wheeler and City Commissioners,

My family and I live on ..., in the Portland Heights neighborhood. We shopped at Stroheckers and often walked there to grab grocery essentials and since the closing our community has suffered from increased traffic, difficulty reaching necessary amenities and sense of community.

The City Council must weigh if they are going to open up the CM1 zoning for the Stroheckers Site to bail out a California investor from Santa Ana at the expense of our neighborhood--Plain and simple. After running the financial particulars of this failed investment it appears that \$5.4 million was paid for the property from another California investor from Santa Barbara. This new investor borrowed \$3.1 million with an estimated monthly loan cost of around \$18,000. Taxes are a little over \$74,000 or about \$6200 per month.--If you estimate the land footage at 50,000 sq ft. the investor paid about \$108/sqft which is what premium apartment land sells for with the ability to go up 10+ stories.. Perhaps this investment wasn't the smartest one. With the the Strohecker site empty the negative cash flow is estimated at about \$300,000 per year.

In talking with the store manager before closure he stated that the rent was about \$45,000/month or a little over \$2/ft. This is about what premium space downtown charges. However, this 19700 sq ft Stroheckers space is considered a subpar retail area and is class "C" at best. The store was losing about \$90,000-\$100,000 per month. This is what caused the California investor to lose his anchor tenant and therefore all tenants. Now certainly this retail mix wasn't very good as large grocery in this subpar retail area can't compete with chain grocers. This mistake was made back in 1986 when Wes and Wayne and John Strohecker decided to upsize too much with a non competitive large grocery. Losing his Anchor sent this space into the financial abyss. There is no way at this California investors rent prices even a proper retail mix could make a stand. So now we are left with the financial reality that multiple residential must be incorporated to bail out the retail space. Problem is as you increase the residential component the construction costs soar especially with the prospect of trying to create enough parking spaces for the residential component and the retail component. Some numbers floated by several commercial real estate brokers were in the range of 4 residential stories with 1000Sqft. condos at 15 per story, with 1.5 parking spaces per unit to bail out the



retail component. The more residential the deeper financial hole you are digging. Cost estimates were upwards of \$20 million to accomplish this. Probably a very difficult task when faced with the very strong possibility of reluctant lenders needed to finance this potential nightmare. But this is what the buyer of this property will be facing if a buyer could be found at all.

So we get back to the main theme. Is the City Council going to allow a drastic opening of the commercial zoning for this site to bail out a California investor with no attachment to our neighborhood while risking the destruction of our neighborhood continuity and against the will of our residents. It's very possible that there aren't many good halfway measures except the investor taking his lumps and lowering the retail rental rate or putting the LLC into bankruptcy. Then the bank will liquidate the property at a price where redoing the existing retail space will pencil financially.

Added statements from a close neighbor:

I live in the Portland Heights neighborhood; my arguments are as follows:

1) OWNER OF THE STROHECKERS PROPERTY OVERPAID BY \$2,000,000 AND NOW WANTS THE CITY TO BAIL HIM OUT WITH A ZONE CHANGE WITH DENSITY

Public records show:

>A price of \$5.4 million OR \$270 SF was paid for the property. This was stupid money given the property specifics; rather the owner bought the income generated by the lease, which was not sustainable, not bricks and mortar.

>The new investor borrowed \$3.1 million with an estimated loan cost of around \$20,000/month assuming a 6% interest rate and a 25 yr. term.

>The rent Stroheckers was paying for a Class C retail space was about \$45,000 / month at least 33% more than market given the low traffic counts, low number of parking spaces and renovation costs, according to my retail real estate expert, George Lampus of Real Estate Investment Group.

>The land is 50,000 sq. ft. therefore the investor paid about \$108/sq. ft which is what premium apartment land sells for assuming they can go up 10 or more floors. This excludes demolition costs of several hundred thousand dollars.

The bottom line #1: the investor overpaid by at least \$2,000,000 and his only hope is the City of Portland, with a zone change, will bail him out with density!

Looked at another way if this was such a good investment wouldn't the owner be able to sell it at the same or greater price than what he paid several years ago?

2) THE DEED PLAINLY SHOWS THE USE AS A GROCERY STORE ONLY.

>The deed shows use is limited to a grocery store before he bought the property; he knew other uses were limited or flat out not allowed.

3. THE PROPOSED LAND USE CHANGE IGNORES THE HOMOGENEITY FACTOR OF THE NEIGHBORHOOD.

The Stroheckers site is an accident; it started as a family grocery and it should have stayed one; a trip to Portland City Market on NW 21<sup>st</sup> is proof this type of grocery store can profitably exist.

The city went along with the neighbors who liked the idea of a bit bigger family grocery, but it grew into a relative monster and an unwise investment.

However, looking at the housing surrounding the park and store, one could reasonably argue a *'re development along the lines of the Renaissance Development Housing project a block away is a perfect example of reasonable options'*.... EXCEPT this type of development does not have the density to bail out the owner from his bad investment.

### **BOTTOM LINE:**

This zone change is not based on improving or adding to the fabric of a neighborhood. All the good intentions stated in the new zoning language has nothing to do with this requested change. Throw out the warm and fuzzy and get real: This zone change is designed for one reason only, which is to bail out a bad investment, that's it, no magic, the numbers tell the story.

Please deny this change of use.

We feel the Hearings Officer did not adequately weigh other values from Portland's 2035 Comprehensive Plan extensively enough especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the "goal is to promote uses and development that support healthy complete neighborhoods—places where people of all

ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles.” We agree! We also agree retaining a mixed-use retail grocery component supports the following goals from the plan as we.

•

**.20 Walkable scale.** Focus services and higher-density housing in the core of centers to support a critical mass of demand for commercial services and more walkable access for customers.

•

**.21 Street environment.** Encourage development in centers and corridors to include amenities that create a pedestrian-oriented environment and provide places for people to sit, spend time, and gather.

•

**.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers’ markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.

•

**.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, we believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bike ride from neighbors homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision and deny extensive relaxing of zoning requirements for this site and overturn the Hearings Officer findings.

Sincerely yours,

Dr. William Shaw

George Lampus

**Parsons, Susan**

---

**From:** Strohecker, Jamie <stroheck@up.edu>  
**Sent:** Monday, August 6, 2018 2:50 PM  
**To:** Moore-Love, Karla  
**Subject:** Stroheckers Hearing - File# LU 18-112666 CP ZC

Good afternoon,  
I am hoping to attend the upcoming City Council meeting this coming Wednesday 8/8 regarding the change of zoning request for the Strohecker property.  
Attached is my letter that I would like to have included with other testimony / information regarding this file and zoning change request.  
I hope you will include this with other information received from community members.

Questions? Please let me know.  
Thank you!  
Jamie Strohecker

\*\*\*\*\*

Jamie Strohecker: 5132 SW Thomas St., Portland, OR 97221

Ph: (503) 297-3095

Email: [stroheckerj@katewwdb.com](mailto:stroheckerj@katewwdb.com)

August 6, 2018

City of Portland – Council Clerk

1221 SW 4<sup>th</sup> Ave.

Room 140

Portland, OR 97204

Subject: Stroheckers Conditions

Case File #: LU-18-112666-CP ZC

Mayor Wheeler and City Commissioners,

My husband and I live on SW Thomas Street, just down the hill from the Portland Heights neighborhood. My husband John was Store Manager at Stroheckers for many years and we would shop there on a regular basis for grocery essentials and other items.

Stroheckers was a Portland institution for 95 years, from 1902 when it first opened until 1997 when the store was officially sold. It provided food and services to the local neighborhood as well as bringing in customers locally, from across the city and across the country.

My family and the neighbors affected by the store's closure agree with the Hearings Officer who stated "Given the unique nature of the site, the City Council could require some form of food related use such as a small market as part of any commercial development". This would be ideal to say the least.

Of concern is the Hearings Officer did *not* adequately weigh other values from Portland's 2035 Comprehensive Plan, specifically the outlined goal for the Plan Purpose of Commercial / Mixed Use Zoning 33.130.010. This states the "goal is promote uses and development that support healthy *complete* neighborhoods where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life and where people have the opportunity to live active lifestyles". We all agree this is a goal well worth pursuing and reinventing the current store property into a mixed use grocery with various vendors providing goods (aka food options) and services from that location would be ideal and most definitely meet the needs for 'goods and services' as outlined and stated in the Plan. Other services could be a small post office / delivery pick up and drop off, pharmacy, liquor store, etc. The current building already has access to 2 loading docks and underground locked parking for a number of cars which eases any additional building changes should the building remain a mixed use facility.

What would not be ideal for the community surrounding the current Stroheckers building would be to turn the current property into purely residential such as condominiums or as a full service restaurant. Both of these options were mentioned as just initial 'ideas' of the property's possible uses. Reasons these suggested ideas are not conducive to the area are serious parking issues or lack thereof, very limited mass transit via TriMet, high traffic volume, use and access of Portland Heights Park, distance to other grocery options. If the city officials truly care about maintaining and enhancing the 'quality' of a neighborhood for those that live in it and those that visit, then providing a venue of a variety of services to the area would be most desirable and appreciated by all who live, work and visit the area.

Let the people in the Portland Heights neighborhood and surrounding areas know that you value long time Portland family businesses by honoring those that worked, lived and provided for the citizens of Portland. And in so doing, perhaps an even greater honor would be to continue to recognize the building, whatever it may be, as a Strohecker landmark family business, having been in business on that specific site from 1902 – 1997.

Keep Portland history alive and in so preserving Stroheckers on some level, you'll be doing just that.

Thank you for your time and consideration.

Jamie Strohecker

**Parsons, Susan**

---

**From:** Lesley Ma <lesleymma@gmail.com>  
**Sent:** Monday, August 6, 2018 3:41 PM  
**To:** Moore-Love, Karla  
**Subject:** Stroheckers Conditions

LESLEY MA 3730 SW 94<sup>TH</sup> AVE PORTLAND OR 97225

PHONE: 971-506-2288 EMAIL: [LESLEYMMA@GMAIL.COM](mailto:LESLEYMMA@GMAIL.COM)

---

City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204

August 4, 2018

Subject: Stroheckers Conditions  
Case File: LU 18-112666 CP ZC

Dear Mayor Wheeler and City Commissioners,

I live in the Raleigh Hills neighborhood but grew up in Portland Heights and have shopped at Stroheckers since it first moved here from their former location on Elizabeth St.

Having a grocery store in this location has been an integral part of the neighborhood since that time in the early 1960's. The population of the dense neighborhoods surrounding the store can easily walk over to pick up groceries, and neighborhood children that play and participate in activities at the adjacent park can get snacks and hang out. A grocery store in this location is a hub for the surrounding community.

Since Stroheckers closed the community has suffered from losing this hub, and traffic in the immediate area has increased as residents now need to get in their cars in order to pick up groceries.

Portland's 2035 Comprehensive Plan goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010 states the **"goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles."**

Potential other commercial uses for this location will not promote this goal as well as a grocery store does, and may become detrimental to the surrounding area.

Please do all that you can to keep this location as a grocery store.

Sincerely yours,

Lesley Ma

## Parsons, Susan

---

**From:** Ellie Godfrey <elliegodfrey1@gmail.com>  
**Sent:** Sunday, August 5, 2018 11:59 AM  
**To:** Moore-Love, Karla  
**Subject:** Strohecker letter  
**Attachments:** Strohecker\_Letter\_to\_City\_Council (5).pages

(Resend original)

Hello,

This is being sent on behalf of Vicki Reid. I plan to be there in person. Should I also send a letter?

Thanks,

Ellie Godfrey



VICKI REID 2728 SW SHERWOOD DR., PORTLAND, OR 97201

PHONE: 503 750-2970 EMAIL: VICKIREID05@GMAIL.COM

City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204

August 4, 2018

Subject: Stroheckers Conditions  
Case File: LU 18-112666 CP ZC

Dear Mayor Hales and City Commissioners,

I live on SW Sherwood Dr. in the Portland Heights neighborhood. I shopped at Stroheckers and often walked there to grab grocery essentials. Since the closing our community has suffered from increased traffic, difficulty reaching necessary amenities and sense of community.

We agree with the Hearings Officer finding that "Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development." We hope that the City Council agrees with the Hearings Officer's statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

We feel the Hearings Officer did not adequately weigh other values from Portland's 2035 Comprehensive Plan extensively enough especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the "goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles." We agree! We also agree retaining a mixed-use retail grocery component supports the following goals from the plan as well.

1. **3.31 Role of Town Centers.** - Enhance Town Centers as successful places that serve the needs of surrounding neighborhoods as well as a wider area, and contain higher concentrations of employment, institutions, commercial and community services, and a wide range of housing options.
2. **3.35 Role of Neighborhood Centers.** - Enhance Neighborhood Centers as successful places that serve the needs of surrounding neighborhoods. In

Neighborhood Centers, provide for higher concentrations of development, employment, commercial and community services, and a wider range of housing options than the surrounding neighborhoods.

3. **3.44 Growth and mobility.** Coordinate transportation and land use strategies along corridors to accommodate growth and mobility needs for people of all ages and abilities.
4. **4.20 Walkable scale.** Focus services and higher-density housing in the core of centers to support a critical mass of demand for commercial services and more walkable access for customers.
5. **4.21 Street environment.** Encourage development in centers and corridors to include amenities that create a pedestrian-oriented environment and provide places for people to sit, spend time, and gather.
6. **4.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers' markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.
7. **4.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, we believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bike ride from neighbors homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision for this site and overturn the Hearings Officer findings.

Sincerely yours,

Vicki Reid

**Parsons, Susan**

---

**From:** Ryan Maughn <ryan\_maughn@yahoo.com>  
**Sent:** Sunday, August 5, 2018 9:30 PM  
**To:** Moore-Love, Karla  
**Subject:** Strohecker's site  
**Attachments:** R Maughn.pdf

Please see enclosed. Thank you.

Ryan

RYAN MAUGHN 4340 SW ALTADENA AVE. PORTLAND, OR 97239

PHONE: 503-778-527 EMAIL: MRMAUGHN@HOTMAIL.COM

---

City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204

August 5, 2018

Subject: Stroheckers Conditions  
Case File: LU 18-112666 CP ZC

Dear Mayor Wheeler and City Commissioners,

My family and I live on Altadena Avenue, in the Portland Heights neighborhood. We shopped at Stroheckers and often walked there to grab grocery essentials. Since the closing, our community has suffered from increased traffic, difficulty reaching necessary amenities and sense of community.

We agree with the Hearings Officer finding that “[g]iven the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development.” We hope that the City Council agrees with the Hearings Officer’s statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

We feel the Hearings Officer did not adequately weigh other values from Portland’s 2035 Comprehensive Plan extensively enough especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the “goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles.” We agree! We also agree retaining a mixed-use retail grocery component supports the following goals from the plan as well:

**1. 3.35 Role of Neighborhood Centers.** - Enhance Neighborhood Centers as successful places that serve the needs of surrounding neighborhoods. In Neighborhood Centers, provide for higher concentrations of development, employment, commercial and community services, and a wider range of housing options than the surrounding neighborhoods.

**2. 4.20 Walkable scale.** Focus services and higher-density housing in the core of centers to support a critical mass of demand for commercial services and more walkable access for customers.

3. **4.21 Street environment.** Encourage development in centers and corridors to include amenities that create a pedestrian-oriented environment and provide places for people to sit, spend time, and gather.

4. **4.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers' markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.

5. **4.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, we believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bike ride from neighbors homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision for this site and overturn the Hearings Officer findings.

Sincerely yours,

Ryan Maughn

**Parsons, Susan**

---

**From:** Mollie McAlpin <molliemcalpin@yahoo.com>  
**Sent:** Sunday, August 5, 2018 9:27 PM  
**To:** Moore-Love, Karla  
**Subject:** Strohecker Letter  
**Attachments:** strohecker letter maughn.pdf

Thank you for spearheading this initiative and organizing the presentation to City Council.

Best,  
Marian (Mollie) Maughn

Marian Maughn 4340 SW Altadena Avenue Portland, OR 97239

PHONE: 617-470-3939 EMAIL: molliemcalpin@yahoo.com

August 5, 2018

City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204

Subject: Stroheckers Conditions  
Case File: LU 18-112666 CP ZC

Dear Mayor Wheeler and City Commissioners,

My family and I live on SW Altadena Avenue near the Portland Heights neighborhood. We shopped at Stroheckers and often stopped there to grab grocery essentials and since the closing our community has suffered from increased traffic, difficulty reaching necessary amenities and sense of community.

We agree with the Hearings Officer finding that “Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development.” We hope that the City Council agrees with the Hearings Officer’s statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

We feel the Hearings Officer did not adequately weigh other values from Portland’s 2035 Comprehensive Plan extensively enough especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the “goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles.” We agree! We also agree retaining a mixed-use retail grocery component supports the following goals from the plan as well.

1. **3.31 Role of Town Centers.** - Enhance Town Centers as successful places that serve the needs of surrounding neighborhoods as well as a wider area, and contain higher concentrations of employment, institutions, commercial and community services, and a wide range of housing options.
2. **3.35 Role of Neighborhood Centers.** - Enhance Neighborhood Centers as successful



places that serve the needs of surrounding neighborhoods. In Neighborhood Centers, provide for higher concentrations of development, employment, commercial and community services, and a wider range of housing options than the surrounding neighborhoods.

3. **3.44 Growth and mobility.** Coordinate transportation and land use strategies along corridors to accommodate growth and mobility needs for people of all ages and abilities.
4. **4.20 Walkable scale.** Focus services and higher-density housing in the core of centers to support a critical mass of demand for commercial services and more walkable access for customers.
5. **4.21 Street environment.** Encourage development in centers and corridors to include amenities that create a pedestrian-oriented environment and provide places for people to sit, spend time, and gather.
6. **4.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers' markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.
7. **4.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, we believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bike ride from neighbors homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision for this site and overturn the Hearings Officer findings.

Sincerely yours,

*Marian M. Maughn*

Marian Maughn

## Parsons, Susan

---

**From:** eileen@eileengalen.com Galen <eileen@eileengalen.com>  
**Sent:** Sunday, August 5, 2018 3:38 PM  
**To:** Moore-Love, Karla  
**Cc:** blytheolson@gmail.com; calcanius@gmail.com  
**Subject:** Letter to City Council re Stroheckers Site

Hi Karla,

First off, thank you for your work on this.

I am out of town on vacation and will not be back in time to attend the hearing this Wed.

I sent the below letter (with a few changes) to hearings officer Mark Moffett a while ago, and had Blythe read it at the last hearing. It is in the public record.

Please use it any way you deem fit. It might be too wordy for our current purposes. My main concern at this point is that Council require teeth in the rezoning. Like many of us I fear new language that the developer will use to build all housing and zero retail/essential services on the site.

I'm sorry but I won't be able to use the template. Typing on my phone!

My letter is below my signature.

Again, thank you.

Eileen

My name is Eileen Galen. I've lived in Portland Heights, one of Portland's old "streetcar neighborhoods," twice, for a total of 17 years, both times within walking distance of Strohecker's. My family and my neighbors of all ages and physical abilities appreciated and used this access to grocery and other retail services.

Along with numerous neighbors, I worked in the early 1980s to support the 1984 ordinance that the current applicant, now owner of the property, wishes to reverse.

If the City Council, following recommendation of the City Hearings Officer, votes to change the designation for this property, reverting it to pre-1984 zoning that does not mandate grocery, the Portland Heights area will lose any chance of ever regaining the essential services that, for more than 100 years and until three years ago, were offered on this site.

I agree with my neighbors that have written and spoken in support of the amendment that was approved – by all City Council members present – in 1984.

As I understand it, reverting to CN2/CM1 zoning would allow a multi-dwelling/condos-only option. Retail or other commercial services would not be required.

If the current zoning designation is lost in favor of a designation that allows residential development — with no requirement for retail commercial, this neighborhood will never have commercial again.

Do we really want to squander this potential? I think it's a terrible path to take.

The argument that some grocers have been queried and that none - at this moment in time - are interested in leasing the property does not mean that the future is, by definition, bleak for this location. Entrepreneurs take risks. That the location has not yet found a suitable entrepreneur - one who can work within the property's lawful zoning designation, without petitioning for a change -- does not mean it will never be found.

In fact, the site supported several financially successful retail establishments concurrently. Strohecker's was able to rent out space inside the store - until a few years ago, when Lamb's Thriftway, then owner of Strohecker's, closed it -- to a US Post Office, a pharmacy, a liquor store and wine shop - and, at various times, a small bakery, a coffee shop, and a pizza stand was, in my view, proof that retail is absolutely viable on that site.

Much of the fantastic vitality of numerous SE, NE, N and NW residential neighborhoods of our city would not be possible without their commercial nodes. Grocery stores do not have to be large-footprint in order to succeed. Let's give this property its rightful due and leave it zoned as it is.

To change the designation is to guarantee, by statute, that the property will lose any potential as a spot for grocery. I think that would be a foolish move and one that is bad for our neighborhood and our city.

Thank you for considering my point of view.

Sincerely,

Eileen Galen

[1802 SW Elm St.](#)

Portland, OR 97201

[eileengalen@gmail.com](mailto:eileengalen@gmail.com)

**Parsons, Susan**

---

**From:** Elisa Hornecker <e.hornecker@comcast.net>  
**Sent:** Sunday, August 5, 2018 12:50 PM  
**To:** Moore-Love, Karla  
**Subject:** RE; 8/8/18 City Council meeting on Stroheckers PPTY  
**Attachments:** Strohs doc..docx

Please read – thank you!

ELISA M. HORNECKER 2959 SW MONTGOMERY DRIVE PORTLAND 97201

EMAIL: E.HORNECKER@COMCAST.NET

---

City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204

August 4, 2018

Subject: Stroheckers Conditions  
Case File: LU 18-112666 CP ZC

Dear Mayor Hales and City Commissioners,

My family and I live on SW Montgomery Drive in the Portland Heights neighborhood. We shopped at Stroheckers for 50 years and almost daily, walked there to buy grocery essentials and since the closing our community has suffered from increased traffic, difficulty reaching necessary amenities and sense of community.

We agree with the Hearings Officer finding that “Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development.” We hope that the City Council agrees with the Hearings Officer’s statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

We feel the Hearings Officer did not adequately weigh other values from Portland’s 2035 Comprehensive Plan extensively enough especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the “goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles.”

We agree! We also agree retaining a retail grocery component and multi-family living use supports the following goals from the plan as well.

1. **3.31 Role of Town Centers.** - Enhance Town Centers as successful places that serve the needs of surrounding neighborhoods as well as a wider area, and contain higher concentrations of employment, institutions, commercial and community services, and a wide range of housing options.

2. **3.35 Role of Neighborhood Centers.** - Enhance Neighborhood Centers as successful places that serve the needs of surrounding neighborhoods. In Neighborhood Centers, provide for higher concentrations of development, employment, commercial and community services, and a wider range of housing options than the surrounding neighborhoods.
3. **3.44 Growth and mobility.** Coordinate transportation and land use strategies along corridors to accommodate growth and mobility needs for people of all ages and abilities.
4. **4.20 Walk-able scale.** Focus services and higher-density housing in the core of centers to support a critical mass of demand for commercial services and more walk-able access for customers.
5. **4.21 Street environment.** Encourage development in centers and corridors to include amenities that create a pedestrian-oriented environment and provide places for people to sit, spend time, and gather.
6. **4.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers' markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.
7. **4.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, we believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bike ride from neighbors homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision for this site and overturn the Hearings Officer findings.

Sincerely yours,

EM Hornecker

## Parsons, Susan

---

**From:** Kendra Hume <kendrahume@comcast.net>  
**Sent:** Sunday, August 5, 2018 11:18 AM  
**To:** Moore-Love, Karla  
**Subject:** Stroheckers

Kendra Hume, 4143 SW Downsview Ct., Portland, OR 97221  
PHONE: 123-456-7890 EMAIL: [no\\_reply@example.com](mailto:no_reply@example.com)  
City of Portland - Council Clerk  
1221 SW 4th Avenue, Room 140  
Portland, OR 97204

August 9, 2018

Subject: Stroheckers Conditions  
Case File: LU 18-112666 CP ZC

Dear Mayor Hales and City Commissioners,

I live in the Portland Heights neighborhood. I shopped at Stroheckers and since the closing our community has suffered from increased traffic, difficulty reaching necessary amenities and sense of community.

We agree with the Hearings Officer finding that "Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development." We hope that the City Council agrees with the Hearings Officer's statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

We feel the Hearings Officer did not adequately weigh other values from Portland's 2035 Comprehensive Plan extensively enough especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the "goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles." We agree! We also agree retaining a mixed-use retail grocery component supports the following goals from the plan as well.

- **3.31 Role of Town Centers.** - Enhance Town Centers as successful places that serve the needs of surrounding neighborhoods as well as a wider area, and contain higher concentrations of employment, institutions, commercial and community services, and a wide range of housing options.
- **3.35 Role of Neighborhood Centers.** - Enhance Neighborhood Centers as successful places that serve the needs of surrounding neighborhoods. In Neighborhood Centers, provide for higher concentrations of development, employment, commercial and community services, and a wider range of housing options than the surrounding neighborhoods.
- **3.44 Growth and mobility.** Coordinate transportation and land use strategies along corridors to accommodate growth and mobility needs for people of all ages and abilities.
- **4.20 Walkable scale.** Focus services and higher-density housing in the core of centers to support a critical mass of demand for commercial services and more walkable access for customers.
- **4.21 Street environment.** Encourage development in centers and corridors to include amenities that create a pedestrian-oriented environment and provide places for people to sit, spend time, and gather.
- **4.85 Grocery stores and markets in centers.** Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers' markets offering fresh produce in centers. Provide adequate land supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.
- **4.86 Neighborhood food access.** Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, we believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bike ride from neighbors homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.



Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision for this site and overturn the Hearings Officer findings.

Sincerely yours,

Kendra Hume

Your Name

## Parsons, Susan

---

**From:** J MARY TAYLOR <taylorwhitten@comcast.net>  
**Sent:** Sunday, August 5, 2018 12:28 PM  
**To:** Moore-Love, Karla  
**Subject:** Council Hearing Strohecker's site

City of Portland - Council Clerk

August 4, 2018

1221 SW 4th Avenue, Room 140

Portland, OR 97204

Subject: Stroheckers Conditions

Case File: LU 18-112666 CP ZC

Dear Mayor Wheeler and City Commissioners,

My family and I live on Old Orchard Road, in the Portland Heights neighborhood. We shopped at Stroheckers for over 60 years and usually walked there for grocery essentials. Now, since the closing of the store, our neighborhood has suffered from increased traffic, difficulty reaching necessary amenities and sense of community.

We agree with the Hearings Officer finding that "Given the unique nature of the site, the City Council could impose conditions requiring some form of commercial development on the site, either exclusively commercial or as part of a mixed-use development. In addition, the Council could require some form of food related use – a small market or restaurant – as part of any commercial development." We hope that the City Council agrees with the Hearings Officer's statement and votes in favor of the neighborhood retaining a retail grocery component to this valuable resource and scarce commercial site.

We feel the Hearings Officer did not adequately weigh other values from Portland's 2035 Comprehensive Plan extensively enough, especially in consideration of the outlined goal for the Plan Purpose of Commercial/Mixed Use Zoning 33.130.010. It states the "goal is to promote uses and development that support healthy complete neighborhoods—places where people of all ages and abilities have safe and convenient access to the goods and services they need in their daily life, and where people have the opportunity to live active lifestyles." We agree! We also agree retaining a mixed-use retail grocery component supports the following goals from the plan as well.

1. 85 Grocery stores and markets in centers. Facilitate the retention and development of grocery stores, neighborhood-based markets, and farmers' markets offering fresh produce in centers. Provide adequate land

supply to accommodate a full spectrum of grocery stores catering to all socioeconomic groups and providing groceries at all levels of affordability.

2. 86 Neighborhood food access. Encourage small, neighborhood-based retail food opportunities, such as corner markets, food co-ops, food buying clubs, and community-supported agriculture pickup/drop-off sites, to fill in service gaps in food access across the city.

When the above is considered and combined with this being the only commercial site within our neighborhood that could afford these opportunities, we believe the conclusion is clear to safeguard our access to healthy/fresh food, within a 20-minute walk/bike ride from neighbors homes that will allow our community to age in place and alleviate traffic congestion from leaving the neighborhood in search of goods and services elsewhere.

Our grocery/retail will be lost forever if you support the findings of the Hearings Officer and by extension the health, safety and welfare of our community.

Please mandate a retail/grocery provision for this site and overturn the Hearings Officer findings.

Sincerely yours,

J. Mary Taylor

2718 S. W. Old Orchard Road, Portland OR 97201

Phone: 503-223-8001; e-mail [taylorwhitten@comcast.net](mailto:taylorwhitten@comcast.net)