About the Map

Sustainable Southeast is a grassraats organization whose purpose is to boost and integrate sustainabiliing flarts in inner Southeast Parland, while building more livable neighborhoads, stimulating the local economy and strengthening our community. Goals include promoting and highlighting sustainable business practices, inspiring cooperation among neighborhoads, managing energy, water, and waste, strengthening local food and alternative transportation systems, and empowering local governance and community identity.

The Systeinable Southeast Map was launched in 2012 as a "getting to know you" guide to more sustainable living in inner. Southeast Portland, It lets shoppers know about sustainable businesses, cannects readers to like corrals and electric car charging stations and makes it easier for pedestriar and bikers to find the neighborhood green streets.

Whether you're living, working, shopping or simply enjoying being here, keep this map in a handy location and use it as your guide to inner Southeast. By using it, you are an active participant in realizing a shared vision of a more resilient and sustainable future.

This map is printed locally on 100% Post Consumer waste, FSC Certified Paper using soy based inks.

About the Community

Sustainable Southeast pools the energy of the "Tabor to the River" community made up of four unique business district, Hawrhorne Boulevard Business Association (IBBA), Beimant Area Business Association (IBBA), Division/Clrition Business Association (IDEA), Central Eastside Industrial Casuali (ICEIC) and the five configuous Southeast neighborhoods: Buckman, Hasford: Abernethy, Mr. Tabor, Richmond, and Sunnyside.

Here you'll find a friendly and engaged, yet laidback vibe along with work-lacks eateries, walcoble neighborhoods and a fresh mix of shops, street musicians, food carts, and bars. Inner Southeast Portland neighborhoods host annual tree plantings, roofing solar installations, the highest concentre tion of "green steets," where native plant absorb stormwater, and have seen a steady increase in the number of buildings, new and old, that now consum less energy. The Sustainable Southeast comunity is excited to be involved with sustainable business practices and calaborative comunity systems that positively impact people, planet, and profit.

Thank you to the volunteer powered Sustainable Southeast Map Team:

Project Manager – Michele Machado Brand & Layout Design – Callie Jones Map & Layout Design – Liz Hibbard Editors – Liz Potter, Linda Nettekoven, Roger and Cantdee Jones Contributing Designers – PSU GIS Mapping Class, Foll 2013 with Yiping Fang Printing – Francis Printing Founding Support – Venture Portland

Demographics and Assets

The data below is representative of five inner Southeast Portland neighborhoods combined. Those neighborhoods are: Buckman, Hosford-Abernethy, Sunnyside, Richmond and Mt. Tabor.

Population – 44,989 Average Walk Score – 73 / Very Walkable Most arrands can be accomplished on foot. Neighborhoods vary between 65 (Mt. Tabor) and 90 (Sunnyside).

Average Transit Score – 55.4 / Good Transit Many nearby public transit options Average Bike Score – 87.2 / Very Bikable Biking is convenient for most trips

Locally Owned Businesses – Over 450 Eco-Certified Businesses – 46

Representing a 57% growth rate since 2011 Electric Car Plug In Stations – 10 Bus Lines Serving the Area – 6 Bus Lines,

1 Central Streetcar Line Community Gardens/Plots – 368 Plots in 7 Gardens

All plots are pesticide and herbicide free. Total Acreage of Eco-Roofs – 1.5 Acres Number of Trees – Three of the five neighborhoods

Number of trees – title of individual to the past two years and boast a combined total of 14, 651 trees within heir parking strips.

This map features businesses and organizations that are identified a "Community Asset."

Community Assets Defined: Organizations, structures and other local resources that help communities become more affordable, lyable, supportive, participatory & resilient



Eco-Cartification Defined: A voluntary procedure by which a facility, product, process, or service is assessed, subject to an audit, and issued a written guarantee stating it meets specific standards. It grants a "marketable" logo to shose meeting or exceeding basic standards. Eco-Cartification ideally written squathy, salety and anvironmental, social & economic responsibility by a second art hird party.

Below you will find information pertaining to the Eco-Certification programs Southeast Portland businesses are participating in.

Certification Programs & Websites: B-Corp All businesses except non-profits www.bcorporation.net

Earth Advantage Residential and Commercial Buildings www.earthadvantage.org

Eco-Biz Auto Shops and Landscaping Businesses www.ecobiz.org Food Alliance

Food Alliance Food, Cooperatives and Farms www.foodalliance.org/certification Forest Stewardship Council (FSC)

Chain of Custody Certification for harvesters, processors manufacturers, distributors, printers or retailers taking ownership of forest products before the end user.

Leadership in Energy and Environmental Design (LEED) Buildings or Operations & Mainlenance www.usgbc.org

www.usgbc.org Marine Stewardship Council Fisheries, Supply Chain Businesses and Restaurants

Oregon Green Schools Schools with focus on Elementary and Middle School www.oregongreenschools.org

tinued on the following papell







Fastest Wash in town!

Oregon Tilth

Garmers, Livestock Producers, Retailers, Restaurants, Manufacturers, Fiber & Textiles, Organic Land Care www.tilth.org/certification

Sustainability at Work Non-home based, Multhamah County Businesses with two employees or more www.portlandoregon.gov/sustainabilityatwork

Sustainable Travel Education Program (STEP) Any tourism related business or destination www.sustainabletravel.org

Zero Waste Businesses, Institutions, Communities and Individual Local third-party audits provided PSU's Community Environmental Services Dept. www.zwia.org/standards



NEW SEASONS

DEDICATED TO

OUR COMMUNITY,

LOCAL FOOD & FARMS

EQUALITY FOR ALL

HAWTHORNE: 4034 SE HAWTHORNE BLVD. Seven corners: 1954 Se division St.

> Open daily 8am-10pm newseasonsmarket.com

> > Cleek Law Office LLC Business - Estate Planning - Real Esta





Thank you for this opportunity to speak with you. My name is Bill Levesque, and I am the president of the Hawthorne Boulevard Business Association, the HBBA.

Portland is growing. It is a unique and wonderful city where more and more people are finding home. We appreciate the challenges you are managing to ensure the city maintains its culture, quality and character as we move into the future.

Our district stretches along southeast Hawthorne from twelfth to fifty fifth Avenues and SE Main to Stephens with more than 500 unique businesses, 3,500 jobs and 10,000 residents. Hawthorne is a favorite destination for local, regional and national visitors.

Our neighborhood, like all of Portland, has changed and continues to change. Structures will be replaced. The question is how do we retain the spirit of our neighborhood.

Recent construction has brought new multi-family housing buildings which is important to our city. We want to increase diversity and that means retaining a range of rental costs to accommodate a range of income levels. A mix of buildings, large and small, old & new is more likely to achieve this result. We also want to reduce our carbon footprint. This isn't change for change sake, we are at a critical point where cities can make effective decisions to improve each of these areas. It is doable, it is affordable and it is right.

But part of our success will be measured by how we maintain the treasure of our past as we build for the future. Some of Portland's new buildings will be tomorrow's treasures. But some of these, frankly, do not fit. They don't take into account the character of the city, the neighborhood or even adjacent buildings. Our buildings have a dominant impact on the feel of a neighborhood. A good design celebrates what is there and contributes to the vibe of the neighborhood.



A bad design can have a dramatic negative impact. A one hundred year mistake. We are responsible for these decisions.



The Design Overlay Zoning Amendments (DOZA) Standards & Guidelines currently being created by the city are a necessary framework. We look forward to these tools going into place. However, the process needs to take into account the unique identity of each neighborhood to ensure that added density doesn't come at the expense of Portland's unique character..

We believe it is important that the DOZA tools are implemented with two key components:

1. The adoption of design standards and guidelines that acknowledge and support the unique character of Portland's mains streets and

2. The requirement that developers work with the community on designs prior to permit/design approval by the Bureau of Development Services.

The HBBA worked with the PDX Main Streets Initiative to shape and then adopt the Mainstreet Design Guidelines to ensure our corridors have lively public spaces, active ground floors, livable residential units, historic cohesion and appropriate step-ups/step-backs.

The proposed DOZA standards currently set 55 feet as the threshold for design review. But most of the new buildings along Hawthorne are between 45 & 55 feet. We need a second Design Commission focused on the East side of the city and we need to create a Hawthorne Design Overlay Panel with participants from the Hawthorne community. We appreciate your help.

Good morning City Leaders and Policy Makers. My name is **Roger Jones**, owner and President of Aetna Brokerage, Inc.(ABI) founded by my father in 1948. We have been a family owned business for over seventy years. I come today as a fifth generation, Portland born Oregonian, founder of the Hawthorne Boulevard Business Association (HBBA) and Board member of both HBBA and Venture Portland.

In our small but distinctive business district, we are legacy to a disproportionate number of buildings on the City's URM List -one of which was an ABI investment as early as 1953!! Others may have differing views but I was born and bred on URM buildings. My passion is somewhat proportional to my experiences.

Forty-two buildings in our District have long contributed to the unique and loved identity of Hawthorne Boulevard. Please notice in your packet a current image of thirty-year pioneer businesses, Pastaworks and Powell's Books, the building still vacant since 2016 due to lack of certainty caused primarily by the building's being on the URM List.



As a property owner I understand the critical need to ensure life/safety protections in buildings as well as the significant and serious challenges our City's historic building stock will face if the really big one comes.

At this time I'd like to again thank Commissioners Fish and Hardesty for acting on behalf of the small businesses' and the greater community's continuing testimony regarding URMs.



Notice another listed URM building is a graffiti magnet (above):

The HBBA asks you, our City leaders,

<u>First</u> to ensure the URM list is accurate and does not negatively impact property owner's ability to secure insurance coverage, tenants or financing to make life/safety improvements;

<u>Second</u> to increase masonry building owner representation on the newly announced URM Policy Committee -currently only 16% of the Committee members are commercial building owners with the majority of the Committee made up of contractors who primarily stand to benefit from reinforcement requirements;

Third to include a Committee representative from the Hawthorne District and

<u>Lastly</u> to explore innovative funding options and incentives to help legacy property owners do the right thing and reinforce their unique buildings.

Small business owners are creative problem solvers - we have to to stay in business. Hawthorne will happily gather URM property owners together for a solution-focused interactive group tasked with identifying financial capacity incentives and invite all of you to attend. The Hawthorne District information could then be shared with the City-wide URM Policy Committee.

Thank you for the opportunity to address City Council today.

Good morning council members and attendees. My name is Mary Wilkinson, Secretary of the Hawthorne Boulevard Business Association, Business Member Specialist with OnPoint Community Credit Union, Sole Proprietor, and 5th generation Portland resident.

As we promote the design of beautiful neighborhoods and well reinforced buildings city wide, we also need to maintain the quality of cleanliness and the usability of these areas. Hawthorne businesses have been contributing resources at an unprecedented rate over the last year to simply maintain critical problems including overwhelming district trash, graffiti and safety needs. Earlier this month, more than 200 volunteers including business owners, employees and residents participated in a clean up effort removing pounds of litter and cleaning graffiti around Hawthorne. The HBBA is hosting another clean up effort before the Hawthorne Street Fair on Sunday, August 25th.

The City says one of the best ways to deter more graffiti is by removing it in a timely fashion. As business owners and residents struggle to keep up with the ongoing graffiti issues along our district we thank the City of Portland Graffiti Program and the budget dollars that fund it. By continuing to fund relief efforts, the city shows that it supports the prosperity of local businesses and the quality of life of the community.

We would also like to express our thanks to the Bureau of Planning and Sustainability for the 'Keep it Pretty, Rose City' Clean-up Toolkit which notes, "clean, inviting sidewalks enhance the vitality and functionality of an area. It's a fact that transportation hubs, business districts and public places where people shop, eat and gather tend to generate more trash," the Hawthorne district is no exception and we appreciate the Mayor's commitment to making Portland the cleanest city in the county and BPS' proposed 5 year roll out of trash receptacles to the highest trafficked districts. Providing public trash cans along the length of our district is financially out of reach for our business association. We would like to establish a partnership with the Public Trash Can Program and announce a roll out date for trash receptacles and service to Hawthorne at the hanging of our new district banners this summer, which were graciously provided by a sponsorship from Venture Portland.

We are working together as a district and community to maintain and protect the cleanliness, safety, history and future of Hawthorne. To summarize our requests today the Hawthorne Boulevard Business Association is asking the city to create a Hawthorne design overlay panel with participants from the community, to expand to a higher level of membership by owners directly impacted by unreinforced masonry buildings and to bring trash receptacles to Hawthorne. Thank you to my colleagues Bill and Roger, attendees and members of council for allowing a space for open communication about our city today.

McClymont, Keelan

From:	Roger Jones <rcjones@hawthorneblvd.com></rcjones@hawthorneblvd.com>
Sent:	Friday, May 3, 2019 4:48 PM
То:	Council Clerk – Testimony; Moore-Love, Karla
Cc:	Hoell, Heather
Subject:	City Council Testimony 26 Jun 19

To whom it may concern, this is to confirm the following:

- Name Roger C. Jones
- o Address 2936 SE Taylor St, Portland, OR 97214
- Phone Number 503-239-1237
- Date to Speak (June 26, already confirmed)
- Topic: Hawthorne Blvd. Business Association Concerns

19

Request of Roger Jones to address Council regarding Hawthorne Blvd Business Association Concerns (Communication)

JUN 26 2019

PLACED ON FILE

Filed JUN 18 2019 MARY HULL CABALLERO Auditor of the City of Portland

By gee Deputy

COMMISSIONERS VOTED AS FOLLOWS:			
	YEAS	NAYS	
1. Fritz			
2. Fish			
3. Hardesty			
4. Eudaly			
Wheeler			