

Re: Macadam Design Recommendations Design Commission recommendations

Jeanne Galick <jeanne.galick@gmail.com>

Fri 7/17/2020 5:45 PM

To: Ballew, Cassie <Cassandra.Ballew@portlandoregon.gov>

Cc: Bischoff, Debbie <Debbie.Bischoff@portlandoregon.gov>

There is a small cluster of businesses around Virginia & Carolina and one restaurant on the corner of Virginia & Nebraska. The rest of Virginia is residential. As already noted, South Portland is fractured by highways. It is difficult to maintain a livable neighborhood and the concern is that the crosshatching will be an invitation to promote more businesses rather than encourage housing.

It seems in the desire to be brief, much needed detail was omitted. Commissioners mentioned confusion over what makes the different districts within Macadam different. I tried to address that in my testimony _ at least the southern section. The board's original discussion and draft character statement, which was much more detailed, described this and our vision for Macadam (below).

We also submitted a lot of photos that should be added.

Development along Macadam Civic Corridor needs to maximize opportunities for allowable growth, while being mindful of how color, texture, scale of architectural elements and proportion respond to adjacent developments. Given the steep topography of the district, rooftops of buildings need to be carefully designed to enhance views. Some building heights both along Macadam and the greenway are currently limited. North of Boundary, is mid-rise development, 7-8 stories and has seen a surge in new apartment buildings. South of Boundary, the neighborhood is nestled between steep hills and Macadam making it imperative that Macadam does not have building heights which would effectively create a barrier or "wall in" the residential portion.

Similarly, future development needs to consider how residents, workers and visitors physically and visually access the riverfront and how development is viewed from the river and Greenway trail. Stepping the building back from the riverfront and providing "eyes" on the trail with active uses, balconies, terraces or a communal open space, create visual interest and more successful, immersive architecture. Finally, future development needs to capitalize on the unique geographic location of this district by incorporating environmentally-friendly building practices and techniques. This includes thoughtful site orientation, landscaping, and building design, to help preserve and protect the natural environment that defines this district and connects to the riverfront environment.

The natural environment along and near the riverfront is a valuable community asset, which provides lush vegetation and views of the mountains, hills and river. As such, **any** development needs to protect natural areas by preserving **and planting** trees and creating habitat-friendly development along the Willamette River to help plants, fish and wildlife thrive. Development needs to include native plantings to enhance wildlife habitat and to soften building edges and screen parking areas.

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On Jul 16, 2020, at 9:05 PM, Ballew, Cassie <Cassandra.Ballew@portlandoregon.gov> wrote:

Hi Jeanne,

That is correct, Virginia Avenue is not included in the Macadam Plan District. This addition was in response to a comment we received via the survey. See below:

We are 2 blocks from macadam but are severed from being considered by this map. There are businesses on S. Virginia, how is this map including those?

In response to this, we agreed to show a hatch over this portion of S. Virginia. The thinking was that even if the businesses are right outside the district, it is still adjacent and relevant to the guidelines. Staff will often look at adjacent context in their reviews. Given this, the location of this context could help guide future development within the district.

I can bring up your concerns around this to the Design Commission next week. Since it is not part of the text amendments, it may be easier to resolve more quickly.

Thanks for your feedback and participation today, it was really great to have a neighborhood voice present.

Take care and have a good weekend,

Cassie Ballew
she/her/hers
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From: Jeanne Galick <jeanne.galick@gmail.com>

Sent: Thursday, July 16, 2020 5:41 PM

To: Ballew, Cassie <Cassandra.Ballew@portlandoregon.gov>; Bischoff, Debbie <Debbie.Bischoff@portlandoregon.gov>

Subject: Re: Macadam Design Recommendations Design Commission recommendations

Need clarification: In the Macadam Corridor Design Guidelines, Virginia Ave is NOT included. Is it in this new character statement? I am concerned as Virginia is primarily a residential street and should NOT be crosshatched to indicate businesses. The few establishments that do exist are non-conforming uses, I believe.

I live on Virginia so I am very familiar with the street

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On Jul 16, 2020, at 5:27 PM, Ballew, Cassie <Cassandra.Ballew@portlandoregon.gov> wrote:

Hi Jeanne,

Yes, I will send you a copy of the revised statement when I send it next Wednesday.

Thank you,

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From: Jeanne Galick <jeanne.galick@gmail.com>
Sent: Thursday, July 16, 2020 5:21 PM
To: Ballew, Cassie <Cassandra.Ballew@portlandoregon.gov>
Subject: Re: Macadam Design Recommendations at 7/16 Design Commission Public Hearing

Will you please email me the revised character statement that will go in front of the Design Commission?
Thank you

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On Jul 15, 2020, at 8:35 AM, Ballew, Cassie <Cassandra.Ballew@portlandoregon.gov> wrote:

Hi Jeanne,

Debbie asked me to follow up on your questions. See my responses below **in red**.

Please feel free to follow up if you have more.

Thank you,

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From: Jeanne Galick <jeanne.galick@gmail.com>
Sent: Tuesday, July 14, 2020 3:29 PM
To: Bischoff, Debbie <Debbie.Bischoff@portlandoregon.gov>
Subject: Re: Macadam Design Recommendations at 7/16 Design Commission Public Hearing

Debbie

Is this a DC meeting where we can provide testimony? If so, is there a link for the zoom meeting and do you need to sign up beforehand?

This is a meeting where you can provide testimony. Attached is the guide that BDS has put together to guide testifiers. Below is a link to the design commission agenda:
<https://www.portlandoregon.gov/bds/article/320107>

UPDATED City of Portland 7/2/20 Design Commission

Keep in Mind • The agenda is subject to change. Cases may be rescheduled. Times are estimates only and item times may change. • Projects are reviewed in the order listed with a 15 minute break between agenda items.

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Within the agenda, on the date of the hearing, there is a link to the Zoom Webinar. You must register before the hearing. The time for the hearing on Thursday has not been updated on the agenda yet, but it will still be at 3:15pm.

Has the Macadam design recommendations changed at all? Can you provide the latest version by email to me? We had somewhat minor edits and am not sure whether they were incorporated or not.

The recommendations and the character statement have not changed since we are required to bring the version that the PSC approved to the Design Commission, with no changes. At tomorrow's hearing we will be discussing the next material that will shape the next revision. This includes incorporating the feedback provided by the Design Commission, as well as the feedback provided via the survey and meeting in June, as well as your email to me regarding the pedestrian walkway from Corbett & Richardson.

To help inform the Commission's deliberation, we provided a packet which included a summary of all the comments, and proposed amendments, resulting from the survey and meeting. We are asking the commission to adopt the changes, as proposed in that summary. Once the hearing is over, we will work on a revised character statement that reflects the feedback given by the Design Commission. This will then go on to City Council.

Thanks for all your work on this. I can't wait to get South Reach through Council

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On Jul 9, 2020, at 11:03 AM, Bischoff, Debbie <Debbie.Bischoff@portlandoregon.gov> wrote:

Good Morning All,

I want to let you know that the Design Commission agenda for **7/16** has changed. **The public hearing on the Macadam design recommendations from River Plan/South Reach is scheduled to now happen at 3:15 p.m.** instead of 1:35 p.m. I checked the online Design Commission agenda and it has not been updated yet. Hopefully, today. Please let others know who might want to attend and/or participate in the public hearing.

Thank you all for your interest in this project.

All the best,

Debbie

From: Bischoff, Debbie

Sent: Wednesday, May 6, 2020 10:00 AM

To: Michael Kaplan <mlkap@earthlink.net>; Jeanne Galick (jeanne.galick@gmail.com) <jeanne.galick@gmail.com>; Jim Gardner <jimdonnachamois@msn.com>; JEFFREY M LANG <jeffreymlang@msn.com>; Thomas Gornick <twgornick@gmail.com>; Caryanne <caryanne@comcast.net> <caryanne@comcast.net>

Cc: Ballew, Cassie <Cassandra.Ballew@portlandoregon.gov>; BPS River Plan <riverplan@portlandoregon.gov>; Edmunds, Sallie <Sallie.Edmunds@portlandoregon.gov>; Lillard, Lora <Lora.Lillard@portlandoregon.gov>

Subject: Macadam Design Recommendations at 5/12 PSC Work Session on River Plan/South Reach

Hello All,

I hope this email finds you and yours well and managing in this new world we live in!

You may have just received a River Plan News e-newsletter with information about the upcoming May 12 Planning and Sustainability Commission (PSC) meeting on the *River Plan/South Reach Proposed Draft*. The Macadam design recommendations and specifically, the draft Macadam Character Statement (MCS) will be discussed at this meeting. I want to thank SPNA for providing testimony on the MCS that was in the draft plan. BPS staff conceptually agrees with your comments and has updated the MCS draft. This latest draft will be the subject of the PSC discussion next week. I am providing you with a link to the meeting materials. <https://beta.portland.gov/bps/psc/events/2020/5/12/planning-and-sustainability-commission-meeting-may-12>

Since the May 12 PSC meeting is a work session between the PSC and City planners, you will be able to view the meeting on your computer, but you will not be able to provide public comments. We are asking the PSC to suggest changes to the MCS, and their comments will be included in the MCS draft that will be forwarded to the Design Commission for public hearing in the next few months.

Also, we are designing an online survey for the Macadam Character Statement draft to obtain more public comments prior to the Design Commission hearing on it. We will do outreach to let folks know when the survey is up and ready for public comments. We will incorporate suggestions from the survey into the MCS draft that is the subject of the Design Commission hearing. As we mentioned to you in the past, we want to receive as much public comment on the character statement as we can before it moves on to City Council. City Council will hold a public hearing on the complete recommended River Plan/South Reach draft for review and final action later this year.

Please let me know if you have any questions or comments. Thank you as always for your interest in the River Plan/South Reach project.

All the best,

Debbie

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