

**BPS Summary of Online Survey Results with Staff Responses**

BPS staff conducted a survey from June 4 thru June 18, 2020 to gather additional feedback on the draft Macadam Character Statement. Below are some of highlights from the close ended questions provided in the survey:

- Over 90% of respondents were residents.
- Over 60% of respondents were 60 or older
- 85% of respondents were White/Caucasian

In addition, the survey yielded many comments, which are provided in the table below along with staff responses:

Ref #	Commenter(s)	Survey Question/Topic	Comment or Requested Amendment ***Comments have been altered to correct some grammar/punctuation, but the content has not been changed.	Staff recommendation	Staff rationale
1	Macadam Community via Online Survey	<i>Background, Existing Conditions and Emerging Conditions.</i> We focused on the history and conditions of Macadam Blvd., the Willamette Riverfront, and the land between these two corridors. Please tell us how well we captured the history and conditions. (Majority Response: Excellent/Very well – 56.09% of respondents)	(a) Interference with watershed function - salmon migration.  (b) By allowing a large 6 story apartment building on the River (Sanctuary) the whole Willamette Greenway was damaged beyond repair. We who live here protested vigorously but lost the fight. We are still mourning. Cars with nowhere to park are a constant aggravation. What were the City planners thinking?	<b>Amendment.</b> BPS staff recommends adding language to the first paragraph of the background section, that addresses the impact past development has had on the local ecosystem, particularly, watershed health and salmon migration.	These are existing conditions which should be highlighted and tie in well with the guidance provided in the natural and scenic resources section.
			(c) Portland planners refuse to believe that we are NOT YET in a car-less society. Businesses need parking for their success. We residents NEED parking for our family and friends’ visitors. We aren’t utopia.  (d) The neighborhood is very walkable maybe it’s not super nice right along macadam but it’s very walkable. There aren’t too many surface parking lots so I disagree with that statement. There is a lot of housing along macadam and there should be more variety of shopping and restaurants to support the amount of people in the neighborhood and who travel to it. It’s not a destination place because there is no room for parking so either needs a parking garage or more neighborhood businesses that cater to the locals.	<b>No update to the plan.</b> Maintain existing language without addition.	The language in the statement does not discourage the use of the automobile, or parking areas, only their placement and treatment along Macadam Avenue. This guidance is to improve the public realm and prioritize pedestrians and cyclists.  Much of feedback we heard from the community highlighted the desire to create a more inviting streetscape along Macadam. This influenced the guidance within the architecture and urban design character section which speaks to boulevard treatment, prioritizing the pedestrian and utilizing design elements to activate the public realm.
			(e) River access and views along the Greenway are iconic and need protection.  (f) Having been a part of this area (Corbett/Lair Hill) since the 1950s, I remember when there was no public-accessible river front. From this perspective, things have come a long way for the better. However, things can be much better still.	<b>No update to the plan.</b> Maintain existing language without addition.	Agreed. BPS staff has added language to the three-character sections to emphasize the importance improving access to this resource within the district.
			(g) Please change SW Macadam to S Macadam.	<b>Amendment.</b> BPS staff recommends changing all references for Macadam Avenue from SW to S.	This change will update the statement to align with the changes made by PBOT in their South Portland Addressing Project.

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2	Macadam Community via Online Survey	<i>Map on Page 1.</i> The diagrammatic map is intended to illustrate the context described within the document, including existing conditions and the three distinct geographies of the area. Do you feel this map helps you understand the information in the document? (Majority response: Yes - 78% of respondents)	(a) 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?	<b>Amendment.</b> Incorporate some iconography (hatching) to indicate the row of businesses on S. Virginia.	Even if the businesses are right outside the district, it is still adjacent and relevant to the guidelines. This context could help guide future development within the district.
			(b) At least from the view of the city (this is a sextant...not a quadrant)	<b>Amendment.</b> BPS staff recommends removing references to quadrant.	Since this is a design overlay within a district, the area should be referenced as such, not a quadrant or sextant.
			(c) Error: Pendleton Street has a river access/light at Macadam.	<b>Amendment.</b> BPS staff recommends incorporating a symbol to reflect this access.	Ensuring the existing access points will help guide future development on where to place new pathways, open space and entries to ensure optimal connectivity between sites and buildings in district.
			(d) Some indication of zoning and density	<b>No update to the plan.</b> Maintain existing language without addition.	BPS staff did not indicate zoning on this map since its purpose is to diagram the important features and landmarks within the district.
			(e) Somewhat helpful, a little confusing	<b>No update to the plan.</b> Maintain existing language without addition.	N/A
3	Macadam Community via Online Survey	<i>Community Character.</i> This section is a description on how to build on and strengthen Macadam’s current community character. This guidance was shaped by previous community outreach, which described Macadam as being defined by three unique geographies, each having a distinct character (main street, boulevard, riverfront park, etc.) that creates unique landscapes, building typologies, activities, and even people. How successful was staff in describing Macadam’s community character? (Majority response: Excellent/Very well – 57.5% of respondents)	The barrier to the river is the high speeds on Macadam and lack of pedestrian improvement.	<b>No update to the plan.</b> Maintain existing language without addition.	BPS staff felt this issue was better left to be addressed in the architecture and urban design character section which speaks to improving the streetscape along S. Macadam Avenue.
			This area is now South not SW Portland.	<b>Amendment.</b> BPS staff recommends changing all references for Macadam Avenue from SW to S.	This change will update the statement to align with the changes made by PBOT in their South Portland Addressing Project.

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			There should be an emphasis on the river being accessible for the community	<b>Amendment.</b> BPS staff recommends adding language to the last paragraph which speaks to the importance of accessibility to the riverfront.	The addition of this language highlights the importance of accessibility to the community, strengthening guidance for future development.
			With respect to the Willamette greenway... refresh with the Sanctuary and Ospreys developments, and now, about to approve 4 more buildings...2 high rise on the river...the paths and access being cut to a bare minimum. Unacceptable, but it will be done again. And more crowded streets because an inappropriate number of parking spaces vs. number of bedrooms.	<b>No update to the plan.</b> Maintain existing language without addition.	The goal of this statement, and the Citywide Design Guidelines, is to provide guidance to future development in hopes of avoiding some of the issues
			The nearly 2 miles of accessible river frontage is a unique resource in Portland. Notes on the 3 sections of the neighborhood below in architectural character.	<b>No update to the plan.</b> Maintain existing language without addition.	Agreed. BPS staff has included language within this section to speak to the length of this resource and its importance within the district.
4	Macadam Community via Online Survey	<i>Architectural Character - Macadam Boulevard.</i> The guidance for Macadam Boulevard is to create places and spaces that prioritize the pedestrian over motorized vehicles. This includes providing landscape and architectural elements that strengthen Macadam’s role as an active boulevard and commercial center. Do you agree with the description and guidance provided for Macadam Boulevard? ( <i>Majority response: Excellent/Very well – 75% of respondents</i> )	(a) Agree with pedestrian prioritization and please add prioritization of bicycles	<b>Amendment.</b> BPS staff suggests adding language within 1 <sup>st</sup> and 2 <sup>nd</sup> paragraph of the architectural and urban design character section, which speaks to the prioritization of bicycles, in addition to pedestrians.	This is the section within the statement that speaks directly to the desired character of the future Macadam Boulevard. Since it already includes language that speaks to prioritizing the pedestrian and creating more pedestrian pathways between sites, language to address bicyclists as well could be easily added. This would move towards supporting the larger goal of more connectivity within the district between the Willamette Riverfront and S. Macadam Avenue.
			(b) Traffic on Macadam needs to be reduced and slowed. Walking to homes, businesses and restaurants is not safe.  (c) Macadam itself must be changed--more crossings, slower traffic.	<b>Amendment.</b> BPS staff suggests adding language to the final paragraph of the background section to speak to this existing condition.	While Design Review cannot change the number of crossings on Macadam Avenue, or the number of stop signs/lights, language could be added to encourage development use design strategies to prioritize the pedestrian and improve safety within the public realm. Although the current draft includes language which speaks to safety within the architectural and urban design character section, adding some language to the background to speak to this could emphasize the impact of this existing condition.
			(d) Need to keep height restrictions on buildings to help with a park like setting. Amenities such as awnings, sculptures, street furniture should be encouraged to continue to support a pedestrian friendly area.  (e) The elevation of development in southern Macadam needs to be limited to 45 feet to allow for maximum air quality/flow and permeability to river access.	<b>Amendment.</b> BPS staff recommends altering language within paragraph 2, sentences 2 and 3, of the architectural and urban design section to be more direct about the incorporation of design elements along Macadam Avenue.	Although staff cannot dictate the height of buildings through this statement or the design review process, more assertive and direct language can help guide development to create a more inviting public realm for pedestrians.

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			(f) There is a major gap. While it is good that the 3 parts of the neighborhood is acknowledged there is no information as to what that means or why. The South part of the Macadam area is extremely narrow and hemmed in by steep hills to the west and the highway and river to the east. It is essential to keep building elevations low in this area (whereas the north end can absorb higher densities and elevation).	<b>Amendment.</b> Staff recommends including language (one or two sentences) within the community character section which speaks to the differences along Macadam Ave. The diagrammatic map on page one should also be amended to add some specificity regarding the differences of these three areas.	Adding this context within the statement will help guide future development, and reviewers on the nuanced character along the different portions of Macadam Avenue.
5	Macadam Community via Survey	<i>Architectural Character - Willamette Riverfront.</i> The goal for the riverfront is to encourage future development to orient buildings to the river and design sites to provide eyes on trails and parks. This includes stepping buildings back and utilizing building articulation on river facing facades to avoid long-monotonous facades. These treatments help preserve access to light and air along the riverfront and trails. Do you agree with the guidance staff has provided for future developers along the riverfront? <i>(Majority response: Excellent/Very well – 82.92% of respondents)</i>	(a) So... why isn't this being followed for the Alamo Manhattan project in the south waterfront... read previous comments... and then read the above statement about "stepping back" buildings; that does not translate to putting the tallest buildings on the river. Are you talking to each other at city hall??	<b>Amendment.</b> BPS staff recommends using more direct/assertive language in the architectural and urban design section, paragraph 3, which speaks to how buildings should respond to the riverfront.	While this statement will not impact the Alamo Manhattan project, language could be added to support more nuanced design along the waterfront in future development.
			(b) The Greenway provides meditative walking with continual views of the river and downtown which need to be which need to be preserved.  (c) The need for setbacks or building erosion on development fronting the greenway is very important.	<b>Amendment.</b> BPS staff recommends using more direct/assertive language in the natural resources section, which speaks to how buildings should take measures to respond to and preserve natural resources.	Adding more direct language can provide clearer guidance for future designers and reviewers on the what the priorities are for development when building along the riverfront.
			(d) Do not destroy the ability of people living on Miles St./Miles Pl. to build new, tall, modern houses, or to make regulations so burdensome that it costs a fortune to get approvals to make small improvements. Do not require City Council hearings for small remodeling projects (as is already true).	<b>No update to the plan.</b> Maintain existing language without addition.	Since Miles Place consists of single dwelling zones, it will not be subject to the new Design Overlay Zone regulations.

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			(e) No stepping the buildings back does not accomplish what you're trying to do- it looks stupid and a person on a trail is only experiencing the path and 12' to each side of them and above them beyond that preview the perspective it just that a big building they won't experience a high rise step back or care... keep the paths and the space around them let the buildings go up and be constructed efficiently, a bunch of extra required articulations is expensive, not efficient... let smart building construction practices guide-less concrete and steel and more wood. Lower the carbon footprint of what it costs the environment to build it in the first place not just the buildings HVAC systems. Step backs are arbitrary, let efficient building design create the rhythm, articulations, and design. Creative architects can design beautiful buildings without physical stipulations.	<b>No update to the plan.</b> Maintain existing language without addition.	The recommendations outlined in this statement are intended as guidance, not requirements. Since Design Review is a discretionary process, applicants have an opportunity to work with design review staff to utilize design techniques and practices, not specifically outlined, as long as they meet the goal of the Citywide Design Guidelines.
6		<i>Natural and Scenic Resources.</i> There are two goals in this section. First is to highlight the resources within the area and how development (new buildings, alterations, site work, etc.) should respond to them. Second is to incorporate language encouraging green building practices, materials, and technologies along the riverfront, to further help preserve these resources. Do you agree with the description and guidance provided for the area's natural resources? (Majority response: Excellent/Very well – 80.49% of respondents)	(a) Native plantings are not always ideal in a changing climate.	<b>Amendment.</b> BPS staff recommends adding language within the natural and scenic resources section which speaks to climatic responsive plantings, in addition to native plantings.	The addition of this language would encourage more diversity within the landscaping (if it met Portland Plant requirements) while also supporting the goals of Citywide Design Guideline 09.
			(b) Regarding minimizing lighting and noise... think about that statement when bars/pubs are placed at the waterfront. And then... get active. (I have tried) to get "this part if the river a wake free zone. Free of jet boats and skis..."	<b>No update to the plan.</b> Maintain existing language without addition.	The additional regulations within the River Plan/South Reach Proposed plan include an increased setback and landscaping along the riverfront. Language has also been added within the Citywide Design Guidelines to directly address how development respond within the River Pattern areas, including Macadam. This, in conjunction with the Macadam Character Statement, provides more nuanced guidance for how future development should utilize design elements, and landscaping, to provide some activity, while also ensuring the preservation of the natural environment.
			(c) Enforce these requirements! Allowing Tesla to kill all their native plantings by parking on them defeats the purpose of forcing them to plant native in the first place. The policies are great, but they need to be regulations that will be enforced!	<b>No update to the plan.</b> Maintain existing language without addition.	BPS staff agrees with the need to increase enforcement of these regulations. While this is not in the purview of this Commission, our understanding is that BDS is continually working to improve the enforcement of approved land use reviews.

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			(d) The beach at Pendleton should be recognized as a community gathering space for swimmers and kayakers. Safety of the Greenway path is jeopardized by brush and trees. Bikers and walkers need clear site lines. Homeless people are attracted to the brush on the river and RR. The bank is rip rap and should not be planted for flood protection.	<b>Amendment.</b> BPS staff recommends adding a symbol and callout for Pendleton beach on the diagrammatic map on page 1.  Add language to paragraph 3 of the architectural and urban design character section which speaks to safety.	The beach at Pendleton should be called out on the map as an important community asset.  Although the new code regulations within the River Plan/South Reach Recommended Draft will speak to the landscaping requirements directly along the riverfront, language should be added to the statement to speak to safety of trail users.
			(e) I agree with the goals. However, setbacks (or building erosion), increased setbacks and communal open space should also be encouraged	<b>Amendment.</b> BPS staff recommends adding language to encourage the incorporation of open space along the riverfront and trails within the natural and scenic resource section.	This would provide another layer of guidance, specific to the Macadam Area, that supports the overall Citywide Design Guidelines.