



Bureau of Planning and Sustainability

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MEMO D

DATE: May 1, 2020

TO: Portland Planning and Sustainability Commission

FROM: Cassie Ballew, City Planner

CC: Sallie Edmunds, Planning Manager, Debbie Bischoff, Senior Planner

SUBJECT: River Plan/South Reach Design Amendments: Macadam Corridor Character Statement

This portion of your packet contains a revised draft Macadam Character Statement and Table D that lists the feedback we received and how we have addressed it. While the character statement is included in the River Plan / South Reach document, it will be an amendment to *Citywide Design Guidelines* and will be subject to a hearing and recommendation by the Design Commission (DC).

Thus, the Planning and Sustainability Commission's (PSC) comments will be included in the BPS staff recommendation forwarded to the Design Commission (DC). The DC will review these recommendations at a public hearing scheduled for July 2, 2020. The DC amendments to the design recommendations will be included with the PSC's in the *River Plan/South Reach Recommended Draft* that will go to the City Council at a public hearing later this year.

As you recall, the proposed draft design recommendations call for repeal of the *Macadam Corridor Design Guidelines* (1985) and replacement of these guidelines with the soon to be adopted *Citywide Design Guidelines* that includes a unique character statement for the Macadam Corridor and riverfront area. This statement will guide future (re)development on how to address issues and conditions specific to the area. This is the first character statement to be developed and incorporated into the *Citywide Design Guidelines*. It will provide more specific design guidance and clarity for developers, City staff reviewers and the public, than what current exists.

Table D highlights the testimony received on the design proposals. Testimony came from the South Portland Neighborhood Association (SPNA) and the Bureau of Development Services (BDS). The



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feedback provided is based on the draft *Macadam Corridor Character Statement* found in the River Plan / South Reach document on page Pt.2, Page 303. Testimony in Table D is organized and summarized by the following topics:

- **Structure and Purpose.** These comments reflect on the need to clarify the intent and purpose of the Character Statement.
- **Background: History and Existing Conditions.** These comments address the content provided within the background section. Specifically, what information should be included and how does it support the character sections.
- **Emerging Conditions.** Comments within this topic discuss how the statement should address emerging conditions within the Macadam area and how future development should respond.
- **Macadam Treatment.** These comments speak specifically to the need to clarify how development should respond to conditions along Macadam Boulevard.
- **Riverfront Treatment.** These comments speak specifically to the need to clarify how development should respond to conditions along the Willamette Riverfront.
- **Update Macadam Plan District.** The comments ask for a comprehensive review and update to geographically-specific zoning regulations that were developed and adopted over 35 years ago.

Overall, BPS staff conceptually concur with all of the SPNA and BDS comments, though not all of the specific text requests. The revised draft *Macadam Corridor Character Statement* reflects staff's recommendation.

We look forward to discussing it with you at the May 12 PSC meeting.

