



Sellwood Moreland Business Alliance

SMBA, PO Box 82001, Portland, OR 97282

May 3, 2021

To Whom It May Concern:

The Sellwood-Moreland Business Alliance (SMBA) endorses including the Sellwood-Moreland Main Street Design Guidelines in the zoning code via the Design Overlay Zone Amendments (DOZA). SMBA supported the development of the guidelines to encourage new construction to utilize design features that help make our business district an attractive destination. These community-developed guidelines should be added to the DOZA design standards to support the vitality and attractiveness of our neighborhood commercial center. Quaint and charming neighborhood commercial districts such as Sellwood-Moreland have attracted many visitors to Portland and we want them to continue to do so. The Sellwood-Moreland Main Street Design Guidelines are at <http://smilesellwood.wordpress.com/wp-content/uploads/2020/07/FINAL-SMILE-Design-Guidelines-7-13-2020.pdf>. The DOZA testimony from the Sellwood-Moreland Improvement League (SMILE) provides many details.

Thank you for your consideration.

Regards,

Terra McGibbon, Executive Director