

# Elaine O'Keefe

**#299513 | May 4, 2021**

## Testimony to **Portland City Council** on the **Design Overlay Zone Amendments, Recommended Draft**

SMILE, my neighborhood association, regularly advocates for affordable housing in our neighborhood. We particularly need attractive, comfortable housing that young families can afford. Unfortunately that's not what's being built. We either get giant duplexes that cost \$900k per unit, or unattractive but expensive mixed-use buildings that only a handful of residents can afford. Too many of the new buildings look like medical office buildings that were picked up from a Tualatin strip mall and dropped down in Sellwood-Moreland. It appears that the architects never visited the neighborhood, or any other Portland neighborhood before beginning design. This kind of anywhere-USA development will ultimately suck the soul out of Portland's wonderful neighborhoods -- and it's our neighborhoods that make our city great. DOZA is our chance, as a City, to bring a more thoughtful approach to future development, and I firmly believe it can be done consistent with our affordable housing goals. SMILE invested a great deal of time and significant money (for a tiny non-profit) developing the Sellwood-Moreland Main Street Design Guidelines. We had several community meetings, walking tours, and open houses, and received feedback from many residents both newly arrived and old-timers. The resulting document provides a realistic road map for how our neighborhood can meet the urgent need for more housing without destroying its sense of place. Please incorporate the Sellwood-Moreland Main Street Design principles into the DOZA project. And how about adopting this as your project motto: "It doesn't have to be ugly." It has a certain ring to it, don't you think? =) Thanks for listening. Good luck with the project!

Testimony is presented without formatting.