



May 12, 2021 <Sent this Date>

City of Portland

Attn: City Council Testimony <<https://www.portlandmaps.com/bps/testify/#/doza>>

1221 SW Fourth Ave.

Portland, OR 97204

CC: Alison Stoll, Executive Director Central NE Neighbors
RCPNA Board of Directors

Subject: Recommend Adding Main Street Guidelines and Main Street Plan District Overlay
“dm” for Select Main Streets Identified by Vintage Building Study.

Honorable Mayor Wheeler and City Commissioners,

On April 15, 2021, the Land Use and Transportation Committee (LU & TC) for Rose City Park Neighborhood Association received a presentation from Planner Heather Flint-Chatto regarding Main Street Guidelines that could be used in our neighborhood. We received this information while also reviewing the DOZA proposal. It became evident that DOZA currently fails to address the historic pattern language for the Main Street Buildings that were established with the former street car development. The City’s own Vintage Building Study identifies select main street nodes throughout Portland that are now being threatened due to lack of guidelines and design review. It became clear that the DOZA design overlay totally misses the opportunity to help preserve the Main Street pattern language in new development. Attention to such design elements can and should be done in tandem with promoting needed residential density.

Therefore, the LU & TC voted unanimously, to:

1. Add the Main Street Design Standards; These have been adopted by five Portland neighborhoods as Design Guidelines and should become the basis for uniform standards for these areas: https://caae028b-7104-4d26-9257-a3db5f2b08da.filesusr.com/ugd/d34969_998b3c0dd6f94e1383bd9a0318548f39.pdf. These are to supplement the Title 33, Planning and Zoning Chapter 33.415 Centers Main Street Overlay Zone(m).
2. Create “Main Street Plan District Overlay” on select Main Street areas identified by the City of Portland’s Low-Rise Commercial Storefront Analysis/ Vintage Main Street Study: https://caae028b-7104-4d26-9257-a3db5f2b08da.filesusr.com/ugd/d34969_ef0409cf654e44779b93fa81fc453dc8.pdf that applies a 45-ft and higher threshold for Design Review. This would be added to Chapter 33.420 Design Overlay Zone(d-Overlay).

3. Expand Demolition Permit notification to include “Main Street Plan District Overlay”, making it applicable to both Residential and Commercial establishments within the district. This would be an expansion of Chapter 17.106 Deconstruction of Buildings law.
4. Establish Context Criteria for Main Street Plan District Overlay where developer applications include a) Contextual Site Plan; and b) Contextual Elevations. This will allow reviewers to better visualize the development proposal by use, area, elevation, and façade patterns compared to the abutting/adjacent properties. This would be added as a subsection to the Chapter 33.415 Centers Main Street Overlay Zone(m) and referred to by the Design Review, Chapter 33.420 Design Overlay Zone(d-Overlay).
5. Create (annual?) Community-Based Zoning Request Reviews to foster support for business districts, neighbors, and/or BIPOC communities to influence preserving/enhancing unique areas of the Portland community. This could include community requests for additional areas to be included within the Main Street Plan District Overlay. Currently, the city has no pathway available to support community-based planning. Such a review could be at a reduced or free to the top tier of applicants whose application best meets the goals of the 2035 Comprehensive Plan.
6. Re-establish human-scale design bonuses that were stripped from the code prior to the adoption of the inclusionary housing code. These elements of the code facilitated greater density bonuses as trade for design elements that greatly enhanced the public realm. These elements formerly included the option of adding public plazas, façade step-back (reducing the canyon effect), and public amenities (benches, water fountains, etc.)

This LU & TC recommendation is on behalf of the RCPNA. The RCPNA Board is scheduled to review this at their June 1st meeting. Since the May 12th, 2021, City Council hearing may be our last opportunity for testimony on this topic this subject is time-sensitive. Therefore, based on the 2009 RCPNA Land Use Charter we submit this testimony on behalf of Rose City Park Neighborhood Association.

Please let us know if you have any questions.

Respectfully,



Tamara DeRidder, AICP
Co-Chair LU & TC
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