

Jim Morris

#329752 | June 7, 2021

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

I am testifying in support of the Sellwood-Moreland Main Street Design Guidelines, which have been submitted to the City of Portland by the Sellwood-Moreland Business Alliance. As a resident of the Sellwood-Moreland neighborhood for 17 years, I've seen rapid development akin to what other neighborhoods in the city have seen. As the region grows and we remain constricted by an urban growth boundary, density is a contributing factor to the livability of our city. This doesn't have to mean we sacrifice all livability standards, however. What seems to be lacking today is regard for the look and feel of the city's neighborhoods, and what makes them unique. Simply put, the character of our neighborhoods is at stake. When building plans don't take the surrounding character into consideration, the personality of the neighborhood is forcibly changed. And while character is subjective, I think most of us would agree that the plain boxes we've seen rise on our neighborhood streets lack character. When the Sellwood-Moreland Main Street Design Guidelines were prepared, they were created with a vision to maintain the character of our section of Portland. However, they are not being followed. I urge the City Council to uphold the wishes of the people who live here, so that we can maintain our special character while adapting with the times.

Testimony is presented without formatting.