

Bill Levesque

#329868 | June 10, 2021

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

We appreciate the work the Bureau of Planning and Sustainability has done to create the DOZA Recommended Draft. We are also appreciative of the positive response to the feedback you've received from our organization and others in the city. As we have stated in our prior communications, these decisions are important because of the impact on Portlanders' quality of life for decades. Developing the city while providing stewardship of our identity is no easy task. HBBA has adopted the PDX Main Street Design Guidelines because it aligns with the vision and goals we have identified with the Hawthorne community after multiple community-wide visioning workshops, walking tours, and surveys. We've been able to host this engagement process due to the valued pro-bono design and education support from architects, planners and collaborating neighborhoods through PDX Main Streets to help identify our shared priorities and goals for a future that retains and reinforces not only our existing character but our desired future character as well. HBBA is encouraged by the amendments that were introduced from your last feedback hearing. Particularly Amendments 3, 5 and 8. We want to voice our support for these amendments and provide additional feedback to bolster their effectiveness. Main Street Standards Amendment 3 - We strongly support Amendment 3. The main street standards proposed in Amendment 3 are a good step, allowing us to still add innovation and creative design, within a framework that is style neutral. Further this will help reinforce our community goals that have had good public process and engagement to vet and confirm. However, we would like to see it modified to apply as optional everywhere in the D-Overlay and require 4 points from this list in the M-Overlay. Lower Design Review Threshold Amendment 5 - We support this recommended lowering of the design review threshold to 55 feet from 75 feet. However, it is important to understand that this does not meet the needs of managing development on our vintage main streets where many of the buildings will be under the 55 foot threshold. Support Future Work Amendment 8 - This should include both the proposed "Character Statements" and the Vintage Areas context standards noted in the staff report on pages 51-53). Additionally, we encourage an extension of the timeline for comments as well as a second hearing with sufficient public notice to give verbal testimony. We also would like to see the following adjustments: Add PDX Main Streets Affordable Design Standard for 4 points Add a BDS Context Elevation requirement Thank you for hearing us and honoring community goals. Bill Levesque President, Hawthorne Boulevard Business Association

Testimony is presented without formatting.