



HBBA 2015-16
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Mainspring Portland
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HBBA Mission

to promote the general business welfare of the businesses and all members of this Association and generally of all businesses bordering SE Hawthorne Boulevard from SE 12th Avenue to SE 60th Avenue and, HBBA promotes, develops and preserves Hawthorne Boulevard through community involvement, as a desirable place to work, shop and live.

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EIN: 93-0886868

March 12, 2015

To: Bureau of Planning & Sustainability

From: Hawthorne Boulevard Business Association (HBBA)

Re: 2035 Comprehensive Plan Proposed Draft – July 2014
Portland Mixed Use Zones Project document – 2/25/2015
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The HBBA Board of Directors voted on March 11, 2015 to respond to the 2035 Comprehensive Plan Proposed Draft specifically regarding **building height** and the lack of proposed step back within the rules for the 80' Right of Way streets (i.e. Powell and Sandy).

This classic Streetcar Era District does not fit the Civic Corridor definition (Policy 3.38) and finds "mid-rise" development of 4 to 6 stories disrespects the neighborhood character of the Boulevard which is already constrained to the point that bicycles are forced to transit the area by way of SE Salmon and SE Lincoln/Harrison. Hawthorne most clearly aligns with Neighborhood Corridor (Policy 3.42).

Recommendation: Define Hawthorne Boulevard as a Neighborhood Corridor.

We propose it would be preferable to place 70' ROW streets in the 60' ROW (ie Belmont, Division) arena. Hawthorne and other 70' streets are generally more traditional Main Streets with narrower sidewalks and a traditional feel to them. We believe it would be disruptive to the ambience, mass and scale of the District to create a designation that allows more 4 story buildings without a step back above the 3rd floor.

Recommendation: Change the ROW footage to < 75' in order to include Hawthorne Boulevard with the 60' ROW designation.

We also encourage requiring a step back after the 3rd floor to better integrate into the residential areas to the north or south in order to not overpower the existing fabric between the commercial and the residential community.