

“The Peckerhead Responds”
Presentation on Eastmoreland’s R7 Request
Portland City Council

April 6, 2016

Robert McCullough

Good morning. I am speaking to you on behalf of Eastmoreland – also known as the “peckerheads”. I will not be dwelling on the insult – I have been called worse. Our land use lawyer has advised me that I simply misunderstood the law requiring “meaningful public involvement” – it apparently means “mean public involvement”. Slide 1.

I am addressing amendment M74 to the comprehensive plan.

In 2013, Eastmoreland copied the Reed neighborhood (our neighbors) in asking for an R7 zone. Our detailed studies showed that the two neighborhoods shared the same characteristics. The planning bureau agreed in writing in 2014.

In 2015, the planning bureau changed their mind. We filed over a hundred pages of professional studies. Only one short letter was filed in opposition. We were ambushed before the planning commission, our studies not mentioned, and we were not able to speak at that time.

Virtually every similar request was granted. Ours was not.

There are no records of the reversal. No emails, no memos, no studies, no agendas. We are told that they never existed. After a year of investigation, we have found one email that states “Our methodology is different than theirs -- in large part because our desired objectives are different.” Slide 2

We know that the objective did not involve density since the bureau’s report indicated that approving R7 does not change density. Slide 3.

We do know that family income was important. Land use does not involve family income. However, the bureau conducted an amateurish study of family incomes. The why is unknown, but the objective was apparently to identify high income west hills neighborhoods for approval of R7. Reed neighborhood's R7 was also approved apparently because the bureau mistakenly thought that they were the poorest neighborhood in southeast Portland. Slide 4.

We are not alone in this. The bureau's own poll shows that their beliefs are not shared by Portland voters. Slide 5. The failure of the bureau to provide meaningful public involvement is also widespread. Slide 6.

My request is that you be guided by the facts and not a mysterious desire to punish one neighborhood.

Slide 1:

From: [Zehnder, Joe](#)
To: [BPS Leadership Team](#)
Subject: Fwd: King pics
Date: Monday, June 01, 2015 6:07:41 PM
Attachments: [image.jpeg](#)
[image.jpeg](#)
[image.jpeg](#)

The king of the Netherlands asks "why, oh why, would one down zone Eastmoreland?"

Jon Fink says "**Dunno, ask the peckerhead**", pointing to me.

I lean forward and say "cuz".

He says.... FILL IN THE BLANK _____.

Amsterdam 2016, gotta go!

Slide 2:

From: [Stein, Deborah](#)
To: [Zehnder, Joe](#); [Anderson, Susan](#); [Engstrom, Eric \(Planning\)](#)
Cc: [Stockton, Marty](#); [Wright, Sara](#)
Subject: FW: ENA Testimony Ignored
Date: Thursday, March 5, 2015 5:39:34 PM

I'll draft a reply tomorrow (and run it by you first, if you want). I'm going to assert that the PSC has the benefit of reviewing Eastmoreland's testimony directly; it's not necessary to incorporate it into our report (and, of course, we received their most recent testimony after our report was published). Our methodology is different than theirs -- in large part because **our desired objectives are different**. I can highlight these differences for the PSC at the work session on Tuesday. Postponing the discussion isn't a good plan, because it's quite possible that the PSC might want to digest the information, ask a lot of questions, and then follow up at a subsequent session (March 24 or April 14). If we postpone, we have less time available for any follow up.

This is all complicated stuff and we made a conscious attempt to simplify our staff report so it's digestible. We didn't attempt to incorporate all of the background work we did in order to arrive at our recommendations, but we certainly can share this with the PSC.

Any other points I should make?

Slide 3:

| | Vacant/ Under- utilized Land (acres) | Res. Capacity of Existing Plan | Res. Capacity of Proposed Plan | Capacity Change | Growth Allocation Change |
|--|--|--|--|--------------------|--------------------------------|
| Eastmoreland R5 to R7 | 2 | 5 | 5 | 0 | 14 |
| Reed R5 to R7 | 3 | 23 | 8 | -15 | 2 |
| Mt. Scott-Arleta and Brentwood- Darlington R2.5 to R5 | 11 | 155 | 21 | -134 | -112 |
| Brentwood-Darlington R5 to R7 | 19 | 103 | 25 | -78 | -60 |
| David Douglas R5 to R7 | 278 | 284 | 129 | -155 | -164 |
| South of Lents | 29 | 152 | 55 | -97 | -44 |
| Wilkes R3 and R5 to R7 | 358 | 535 | 162 | -373 | -118 |
| Portsmouth R5 to R7 | 0 | 0 | 0 | 0 | 0 |
| TOTAL | 700 | 1257 | 405 | -852 | -482 |

Residential Densities, February 25, 2015, page 19.

Slide 4:

| SE | | |
|---------------------------|----|---------|
| Eastmoreland | \$ | 115,197 |
| Brentwood-Darlington | \$ | 48,239 |
| Mt Scott-Arleta | \$ | 50,646 |
| SMILE | \$ | 57,980 |
| Ardenwald (Mult. Co only) | \$ | 58,000 |
| Reed | \$ | 43,970 |
| Woodstock | \$ | 62,084 |
| NE | | |
| Eliot | \$ | 52,329 |
| West | | |
| Arnold Creek | \$ | 128,676 |
| Sylvan Highlands | \$ | 104,532 |
| SWHRL | \$ | 149,214 |
| Ashcreek | \$ | 81,798 |
| Bridlemile | \$ | 86,587 |
| Hillsdale | \$ | 76,027 |
| Markam | \$ | 103,477 |
| Marshall Park | \$ | 102,283 |

Excerpt from spreadsheet attached to email:

From: [Boschetti, Tabitha](#)
To: [Stein, Deborah](#)
Cc: [Scarzello, Christina](#); [Stark, Nan](#); [Stockton, Marty](#); [Lum, Leslie](#); [Frederiksen, Joan](#)
Subject: Neighborhood Median Household Incomes for Down Designations
Date: Friday, February 20, 2015 1:30:11 PM
Attachments: [DownDesignationNeighborhoods_medianIncome.xlsx](#)

Attached. Sorry that took longer than expected—ONI has a lot of Census data summarized, but I wasn't seeing income anywhere.

Tabitha Boschetti | Comprehensive Plan Update – Helpline | 503-823-0195

Portland Bureau of Planning & Sustainability | 1900 SW 4th Ave. | Suite 7100 | Portland, OR 97201

tabitha.boschetti@portlandoregon.gov

www.portlandoregon.gov/bps

Slide 5:

Question 2: What potential aspects of residential infill development are of the most concern to you?

Respondents were asked to rank eight options. The results are presented in Figure 2.

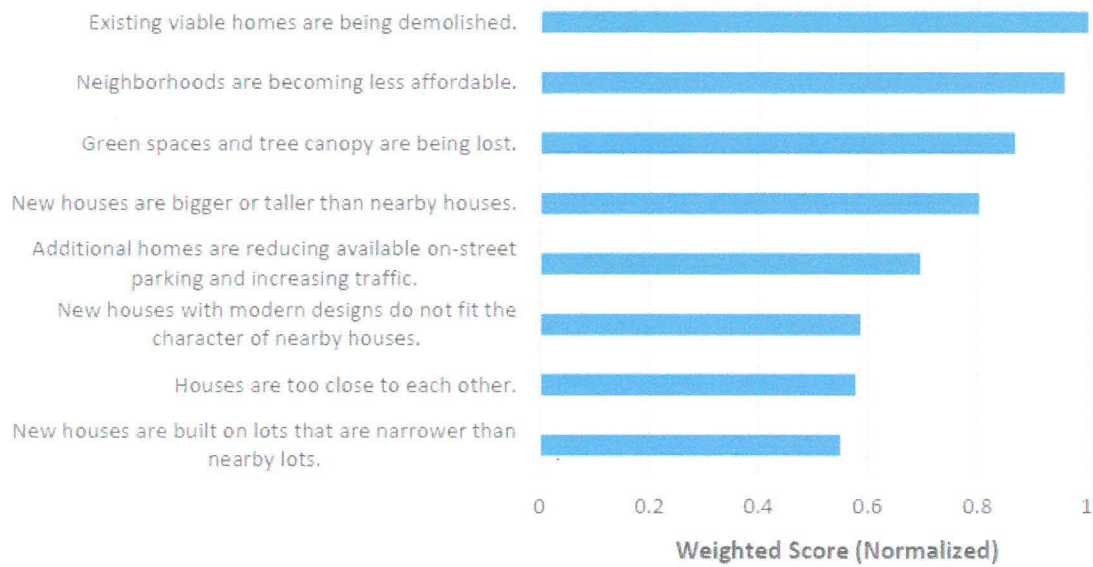


Figure 2. Ranking of aspects of most concern.

Slide 6:

Community input appears to have had little effect

- We found many instances in which community members and neighborhood and community organizations provided extensive and detailed input but did not see that their input had any effect on the final product.
- Neighborhood and community groups and community members often did not receive a formal acknowledgement that their input was received, and often received no feedback on what was done with their input.
- In some cases, more savvy neighborhood and community activists who really understood the system and had good inside relationships were able to move some of their priorities forward. However, community members, in general, appear to have had little effect on the outcomes.

Portland Neighborhood Coalition Directors and Chairs Group

Portland Comp Plan Update

COMMENTS REGARDING COMMUNITY ENGAGEMENT

12/10/15

TO: Portland City Council

FROM: Neighborhood Coalition Leaders and Staff

RE: COMMUNITY ENGAGEMENT IN THE COMP PLAN

Pages 1 and 2.

Moore-Love, Karla

From: Robert McCullough <robert@mresearch.com>
Sent: Tuesday, March 29, 2016 5:51 PM
To: Moore-Love, Karla
Subject: Re: Mary Ann: Just give me one date and time to put in my calendar. After the flurry of emails, I suspect no one else is sure either . . . Robert
Signed By: Robert@mresearch.com

Karla:

I did, but it may have been lost in Mary Ann's blizzard of emails one day.

I would like to speak on Eastmoreland's Zone Change request.

Thank you.

Robert

On 3/29/2016 4:26 PM, Moore-Love, Karla wrote:

Robert – did you give me a new topic for your April 6th Communications to Council?

Thank you,
Karla

From: Robert McCullough [<mailto:Robert@mresearch.com>]
Sent: Wednesday, March 16, 2016 1:46 PM
To: Schwab Mary Ann <e33maschwab@gmail.com>; Moore-Love, Karla <Karla.Moore-Love@portlandoregon.gov>
Cc: Cole Jeff <tjeffcole@gmail.com>; MacGillvray Don <mcat@teleport.com>
Subject: Re: Mary Ann: Just give me one date and time to put in my calendar. After the flurry of emails, I suspect no one else is sure either . . . Robert

Mary Ann:

I'll use my second spot for a different purpose, I think. No reason to repeat myself on the same topic.

What time?

Robert

On 3/16/2016 12:18 PM, Schwab Mary Ann wrote:

Karla, help us out here,
Thanks,
mas

On Mar 14, 2016, at 9:20 AM, Schwab Mary Ann wrote:

Hi Karla, WA-MO 1.31 acre and Buckman
Pool supporters:

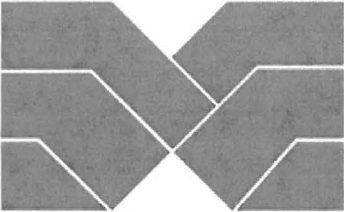
Pending key stakeholder's confirmations to
fill 3 spots on March 23rd,

1. Robert McCullough
2. Jeff Cole
3. MAS addressing the IGA

filling 3 sots on April 6th --

1. Don MacGillvary
2. Robert McCullough
3. Jeff Cole

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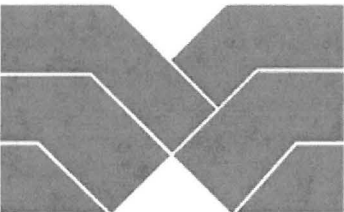
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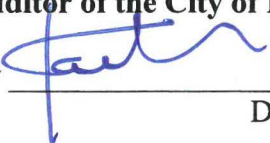
Request of Robert McCullough to address Council regarding Eastmoreland zone change request (Communication)

APR 06 2016

PLACED ON FILE

Filed MAR 29 2016

MARY HULL CABALLERO
Auditor of the City of Portland

By  Deputy

| COMMISSIONERS VOTED AS FOLLOWS: | | |
|------------------------------------|------|------|
| | YEAS | NAYS |
| 1. Fritz | | |
| 2. Fish | | |
| 3. Saltzman | | |
| 4. Novick | | |
| Hales | | |