

To: Planning and Sustainability Commissioners

From: Kalberer Properties, LLC

CC: Susan Anderson, Joe Zehnder, Eric Engstrom, Bill Cunningham, BPS

Subject: Mixed Use Zones Project

I would like to write in opposition of the planned change in zoning for our property located at 3557 SE Hawthorne, the Hawthorne Retail Center, from the current zoning of CS to the new rezoning of CM1. This site is 14,500 total square feet supporting a 7,100 square foot retail center and is an extremely important parcel along this section of SE Hawthorne. With a major renovation in 2010, this retail center is home to Umpqua Bank, Goodwill and Toadstool Cupcakes along with 28 much needed parking stalls in support of the Center. This parcel is also one of the largest developable parcels along this section of Hawthorne as well.

Currently the CS (Storefront Commercial) zoning would allow us to develop a building with a maximum height of 45 feet and a maximum floor area ratio of 3 to 1. Under the proposed new Commercial/Mixed Use Development Standards for CM1, our maximum height would be reduced to 35 feet and the maximum floor area ratio reduced to 1.5 to 1 with a bonus FAR of up to 2.5 to 1. As this is part of the Comprehensive Plan update for the 2035 planning process, this significant reduction is not taking into consideration the growth and density that the City of Portland will experience over the next 20 years. In our opinion, this rezoning to CM1 is in conflict with the envisioned future growth and density under the Comprehensive Plan. Understanding that this is an extremely sensitive issue and acknowledging that this area is a unique district with an identity that needs protection, we need to ensure that we can still meet this City's growth and density with smart and compatible infill development. This is a key site for such compatible infill development under the current zoning for height and floor area ratio, but will be a missed opportunity under the proposed zoning changes.

A community-valued commercial center is our shared vision for this center and the reason that we made an enormous investment into this property. Many businesses were upset with the larger developments that occurred to the west of this location and we believe that this zoning change to CM1 is a direct response to ensure that those types of developments do not happen in this section along Hawthorne. But drastically reducing the zoning is not the solution. The zoning change of CM2, which would retain the maximum height of 45 feet and decrease the FAR to 2.5 to 1 with a bonus FAR of up to 4 to 1, is the appropriate zoning for this district. This bonus FAR will allow the owner / developer to meet the City goals of housing or other appropriate goals and there cannot be any development that is over 4 stories tall. Understanding height and FAR and how they impact building design are not easy subjects to understand for everyone, we believe that under the CM2 zoning on our parcel of 14,500 square feet, you will get a better designed building with setbacks than you would under CM1 zoning since we would not have to design a vertical block building to maximize FAR.

Of course future infill development is a concern for this unique district. Rather than dramatically changing zoning, we recommend and support CM2 zoning for this area and accompany this rezoning with specific design guidelines that address the real concerns of compatible infill development. These

design guidelines can address setbacks, building materials, compatibility and other design issues that ensure this district remains special and unique and meets district goals into the future.

We recommend and support CM2 zoning for this area and our property and look forward to working with the BPS staff on this important long term planning helps move this extraordinary Hawthorne commercial district into the future as a vibrant, economically healthy and viable neighborhood for this city.

Thank you for your consideration in this important matter.

A handwritten signature in blue ink that reads "Philip A. Kalberer". The signature is written in a cursive, flowing style.

Philip A. Kalberer
Member
Kalberer Properties, LLC