

Eron Riddle

#267172 | March 10, 2021

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

Members of the Planning and Sustainability Commission and the Design Commission: As district manager of the Cully Blvd Alliance, a micro-urban renewal area or NPN in outer NE Portland I would like to state our organization fully supports the suggested changes to the implementation of design overlay throughout the city of Portland. Specifically, the fact that NPN districts are no longer being considered as part included in the new DOZA standards as well as the suggested procedural changes to current DOZA standards that better serve those small business owners from our most vulnerable populations. In our previous discussions with bureau staff the CBA was very vocal with its concerns that there was a possibility of DOZA being implemented along Cully and 60th Blvd. We believed the added time and costs connected to such would have really affected the economic development work we are doing. We understand that tools such as design overlay are needed in certain areas to ensure responsible building and growth, but Cully Blvd lacks the basic infrastructural support from the city that many of the current DOZA neighborhoods enjoy. The Cully Blvd Alliance improvement zone's infrastructural challenges are a barrier that many that current business owners are unable to overcome on a regular basis. The Blvd is littered with missing stretches of sidewalks, unimproved roads, and is quite inadequate when it comes to access for those with disabilities. As such most of the area is nowhere close to current zoning standards leading to additional costs associated with often minor updates that have forced many local small business owners to either relocate out of district or continue on in a building that may not be safe. Adding another layer of standards would not have only increased the economic burden on our business community but would have increased the issues we are facing with gentrification by only creating opportunities for large/established business with easier access to capital. Furthermore, many of our landowners are reluctant to improve upon their properties at a time when additional goods and services are needed to sustain such a rapidly growing area. I am very appreciative that bureau staff took the time to discuss these concerns with us and would like to thank Ms. Lillard and her staff for listening to our concerns appropriately and making the needed changes to ensure an equitable process for all of those involved. Sincerely, Eron Riddle, District Manager Cully Blvd Alliance

Testimony is presented without formatting.