

50th and Division Comprehensive Plan Testimony

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Members of the Commission:

Two recent news articles confirm the importance of SE 50th and Division as part of the SE Belmont/Hawthorne/Division Town Center:

First, the mixed-use building planned on the NW corner by developer Aaron Jones:

From the Portland Tribune, 10-7-2014:

"After the City Council ordered a stopgap change in its parking policies, **Jones managed to acquire property near Division Street Lofts**, which includes the transmission business and the popular Taqueria Los Gorditos food stand on Division and 50th.

So now **Jones is looking at building another 100 to 110 more units**, but this time he says he must include 35 to 40 parking stalls.

"There doesn't seem to be any demand for those," Jones says."

Full article: <http://www.pamplinmedia.com/pt/9-news/236010-101298-city-angles-for-parkings-sweet-spot>

Second, owner Lisa Sedlar says that Green Zebra company will now turn its attention to financing a new grocery store on the SW corner of 50th and Division.

From the BikePortland website, 10-8-2014:

"Having proven her concept with Green Zebra's Lombard location, Sedlar and her team are now raising \$3 million in Series B investment **to open their second location, which will be a 6,400-square-foot building on Division near 50th**, and to start developing a third location that hasn't yet been identified.....

"Sedlar predicted that **the Division location**, which has only eight parking spaces and is in a much more densely populated area, **will draw 40 percent of its transactions from people arriving without a car.**

"The grocery store is the anchor amenity to the 20-minute neighborhood," Sedlar said. "The main reason people have to get in their car and drive somewhere is to get to the grocery store."

Full article: <http://bikeportland.org/2014/10/08/bike-friendly-convenience-store-blows-past-sales-targets-prepares-expand-111977#more-111977>

Two more notes that argue for extending the Mixed Use - Urban Center designation for commercial sites further east along Division, from the current extent at 44th to about 51st at least, as well as north and south from Division along 50th.

Thank you

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