

October 22, 2014

Planning and Sustainability Commission
1900 SW 4th Avenue
Portland, Oregon 97201-5380

RE: Portland Nursery
9000 SE Division
5050 SE Stark

Urban agriculture and the enhancement the urban ecology are two of the most critical challenges and opportunities facing our cities. People are returning to urban areas and intensifying activities. A healthy ecology within requires an intensification of nature as well.

Portland Nursery is a unique asset and cannot be replicated within the dense urban fabric because of Portland's zoning and property ownership patterns.

My letter speaks to both the Division and Stark Street nurseries. As a personal note, I grew up as a very small child in a nursery in Palo Alto, California with my step grandfather Nicki who was a nurseryman emigrated from England.

DIVISION

The staff proposal is an excellent beginning. The nursery would like to expand. Our property deemed unnecessary for expansion should be designated for a higher residential density than the staff proposed for two reasons.

- (1) Proximity to the light rail and proposed high volume transit from Gresham to Portland.
- (2) The property is under a single ownership near a mixed use corridor and provides density without destabilizing single family neighborhoods.

STARK

The Stark Street nursery property is problematic. The nursery exists in a tight residential setting. The nursery provides canopy, a private park like setting, close access for neighbors to acquire unique plants, and an alternative to corporate provision of a much more limited selection of seeds, gardening equipment, plants, shrubs, and trees.

The nursery needs to grow, restore, and improve without constant land use approvals and the associated extreme costs and time delays.

We propose a Comprehensive Plan designation that would result in the Neighborhood Commercial like zone for the entire property.

October 22, 2014

Staff has proposed a split zone on the property that violates the city's policy to not split zone a property and makes the nursery a non-conforming use.

The split zoning creates a situation where the residential property behind the commercial zone (to the south) can never be developed without destroying the nursery. The residential area is landlocked with house to the east and west, a school to the south and the nursery to the north. The only access is a twenty foot right-of-way to Stark Street. An new and/or expanded street would need to be built through what is now the nursery.

Staff has handicapped the property for fear that the nursery would go away and a large commercial invader would replace the nursery. The Portland Nursery will never go away because the nursery is at the center of the market where no new nurseries will ever exist. The policy and desire of Portland's citizens is to improve the ecology, not degrade it.

No commercial use would want to locate in a tight residential fabric with only one frontage. Commercial uses need two frontages as is illustrated by Walgreens on Belmont and Cesar Chaves and Fred Meyer on Hawthorne and Cesar Chaves.

The fear of an unforeseen consequence is unfounded and would be blocked by the City of Portland in the very unlikely event that it would be attempted.

Sincerely



Peter Finley Fry

Cc Marty Stockton, Planner
Bureau of Planning and Sustainability

PORTLAND NURSERY

September 3, 2014

Planning and Sustainability Commission
1900 SW 4th Avenue
Portland, Oregon 97201-5380

RE: Portland comprehensive Plan Map update, 9000 SE Division St.

Who we are: Portland Nursery is a family-owned garden center with two Southeast Portland locations, both approximately five acres. In 1980, we purchased Portland Wholesale Nursery and began operations at 5050 SE Stark St. The Division site was established by Jeibmann Greenhouses in 1926. In 1991, we purchased the 9000 SE Division property, which was neglected and returned it to a thriving property.

This past spring Portland Nursery employed over 100 people, primarily full time and predominantly Portland residents. This year we are number 24 on the list of Top 50 Independent Garden Centers.

What we mean to Portland: Portland Nursery is known for vast plant selection, highly educated staff, and a commitment to community.

We provide Portland residents with the opportunity to plant diverse landscapes, and source the majority of the plants locally. Because of the selection we offer, we fill a niche within city limits that small garden centers and big box stores are do not fill.

We pride ourselves on our efforts to support the community. In 2013, Portland Nursery made donations to over 400 schools and community organizations. These donations range from seeds and vegetable starts for school gardening programs to hosting Impact Northwest's annual fund raising dinner and auction. We provide Portland residents with over 200 free gardening classes each year.

5050 SE Stark

Portland, OR 97215

TEL (503) 231-5050

FAX (503) 231-7123

9000 SE Division

Portland, OR 97266

TEL (503) 788-9000

FAX (503) 788-9002

PORTLAND NURSERY

September 3, 2014
Portland Nursery
Portland Comprehensive Plan Map update
Testimony

What we need: The commercial zoning at our Division location has worked well on most of the site. We are non-conforming on the remaining portion currently used for our nursery. This needs to be rectified.

We need to plan for our future growth as an urban agriculture center. To do this, **we request Mixed Use Civic Corridor on the following adjoining tax lots that we own (Tax Lots: 2200, 2300, 2400 and 2500 and our neighbor Tax Lot 2100).**

We need to make our nursery accessible from 92nd Ave to ease traffic flow and reduce conflicts at our Division Street entrance.

We own Tax Lots, 3300, 3200, 3100, 3000 and 4200 across Clinton to the south. The property is close to a new MAX Light Rail and needs to be developed at a density that supports the growth of surrounding residential land and commercial services. **The current designation is Low Density Multi-Dwelling. We request that it be converted to High Density Multi-Dwelling.**

Thank you for your time and consideration,

The Portland Nursery Family – Jon Denney, Carol Finney, Sara Ori and Jill Denney

5050 SE Stark
Portland, OR 97215
TEL (503) 231-5050
FAX (503) 231-7123

50 SE Division
Portland, OR 97266
TEL (503) 788-9000
FAX (503) 788-9002

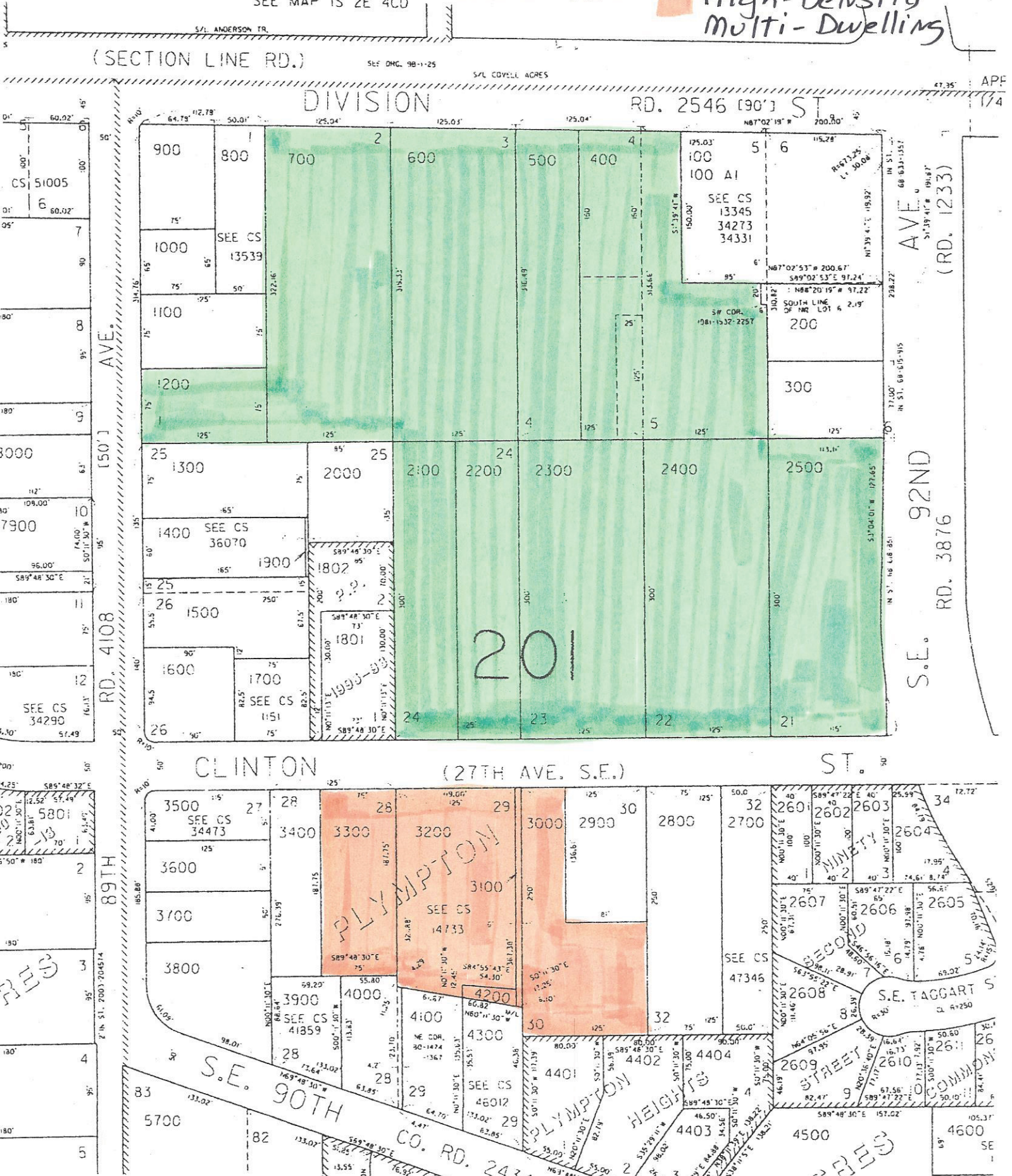
MULTNOMAH COUNTY

Recommendation

SEE MAP IS 2E 4C0

1" = 100'

- Mixed Use Corridor
- High-Density Multi-Dwelling



**9125 SE TAGGART ST -
POWELLHURST-GILBERT - PORTLAND**

Explore the area, view different themes

[Property Detail](#)

Long -122.56918 Lat 45.50227



City of Portland, Corporate GIS

10/23/2014

THE GIS APPLICATIONS ACCESSED THROUGH THIS WEB SITE PROVIDE A VISUAL DISPLAY OF DATA FOR YOUR CONVENIENCE. EVERY REASONABLE EFFORT HAS BEEN MADE TO ASSURE THE ACCURACY OF THE MAPS AND ASSOCIATED DATA. THE CITY OF PORTLAND MAKES NO WARRANTY, REPRESENTATION OR GUARANTEE AS TO THE CONTENT, SEQUENCE, ACCURACY, TIMELINESS OR COMPLETENESS OF ANY OF THE DATA PROVIDED HEREIN. THE USER OF THESE APPLICATIONS SHOULD NOT RELY ON THE DATA PROVIDED HEREIN FOR ANY REASON. THE CITY OF PORTLAND EXPLICITLY DISCLAIMS ANY REPRESENTATIONS AND WARRANTIES, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY ERRORS, OMISSIONS, OR INACCURACIES IN THE INFORMATION PROVIDED REGARDLESS OF HOW CAUSED. THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY DECISIONS MADE OR ACTIONS TAKEN OR NOT TAKEN BY THE USER OF THE APPLICATIONS IN RELIANCE UPON ANY INFORMATION OR DATA FURNISHED HEREUNDER. FOR UPDATED INFORMATION ABOUT THE MAP DATA ON PORTLANDMAPS PLEASE REFER TO [CITY'S METADATA](#). FOR QUESTIONS ABOUT ASSESSMENT INFORMATION PLEASE CONTACT THE COUNTY ASSESSORS OFFICE IN YOUR COUNTY.

9018 SE DIVISION ST - POWELLHURST- GILBERT - PORTLAND

[Explorer](#) | [Property](#) | **Maps** | [Projects](#) | [Crime](#) | [Census](#) | [Environmental](#) | [Transportation](#)

[Summary](#) | [Benchmarks](#) | [Businesses](#) | [Elevation](#) | [Fire](#) | [Hazard](#) | **Photo** | [Property](#) | [Tax Map](#) | [UGB](#) | [USB](#) | [Walkability](#) | [Zoning](#) | [Zip Code](#) | [Public Art](#)

Aerial Photo

2012 / '11 / '10 / '09 / '08 / '07 / '06 / '05 / '04 / '03 / '02 / '01 6" / 2' / 4' / 10' / 20' Streets: **Off** Lots: **Off** Dot: **On**



0 |—————| 200 FT

City of Portland, Corporate GIS

10/23/2014

THE GIS APPLICATIONS ACCESSED THROUGH THIS WEB SITE PROVIDE A VISUAL DISPLAY OF DATA FOR YOUR CONVENIENCE. EVERY REASONABLE EFFORT HAS BEEN MADE TO ASSURE THE ACCURACY OF THE MAPS AND ASSOCIATED DATA. THE CITY OF PORTLAND MAKES NO WARRANTY, REPRESENTATION OR GUARANTEE AS TO THE CONTENT, SEQUENCE, ACCURACY, TIMELINESS OR COMPLETENESS OF ANY OF THE DATA PROVIDED HEREIN. THE USER OF THESE APPLICATIONS SHOULD NOT RELY ON THE DATA PROVIDED HEREIN FOR ANY REASON. THE CITY OF PORTLAND EXPLICITLY DISCLAIMS ANY REPRESENTATIONS AND WARRANTIES, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY ERRORS, OMISSIONS, OR INACCURACIES IN THE INFORMATION PROVIDED REGARDLESS OF HOW CAUSED. THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY DECISIONS MADE OR ACTIONS TAKEN OR NOT TAKEN BY THE USER OF THE APPLICATIONS IN RELIANCE UPON ANY INFORMATION OR DATA FURNISHED HEREUNDER. FOR UPDATED INFORMATION ABOUT THE MAP DATA ON PORTLANDMAPS PLEASE REFER TO CITY'S METADATA. FOR QUESTIONS ABOUT ASSESSMENT INFORMATION PLEASE CONTACT THE COUNTY ASSESSORS OFFICE IN YOUR COUNTY.

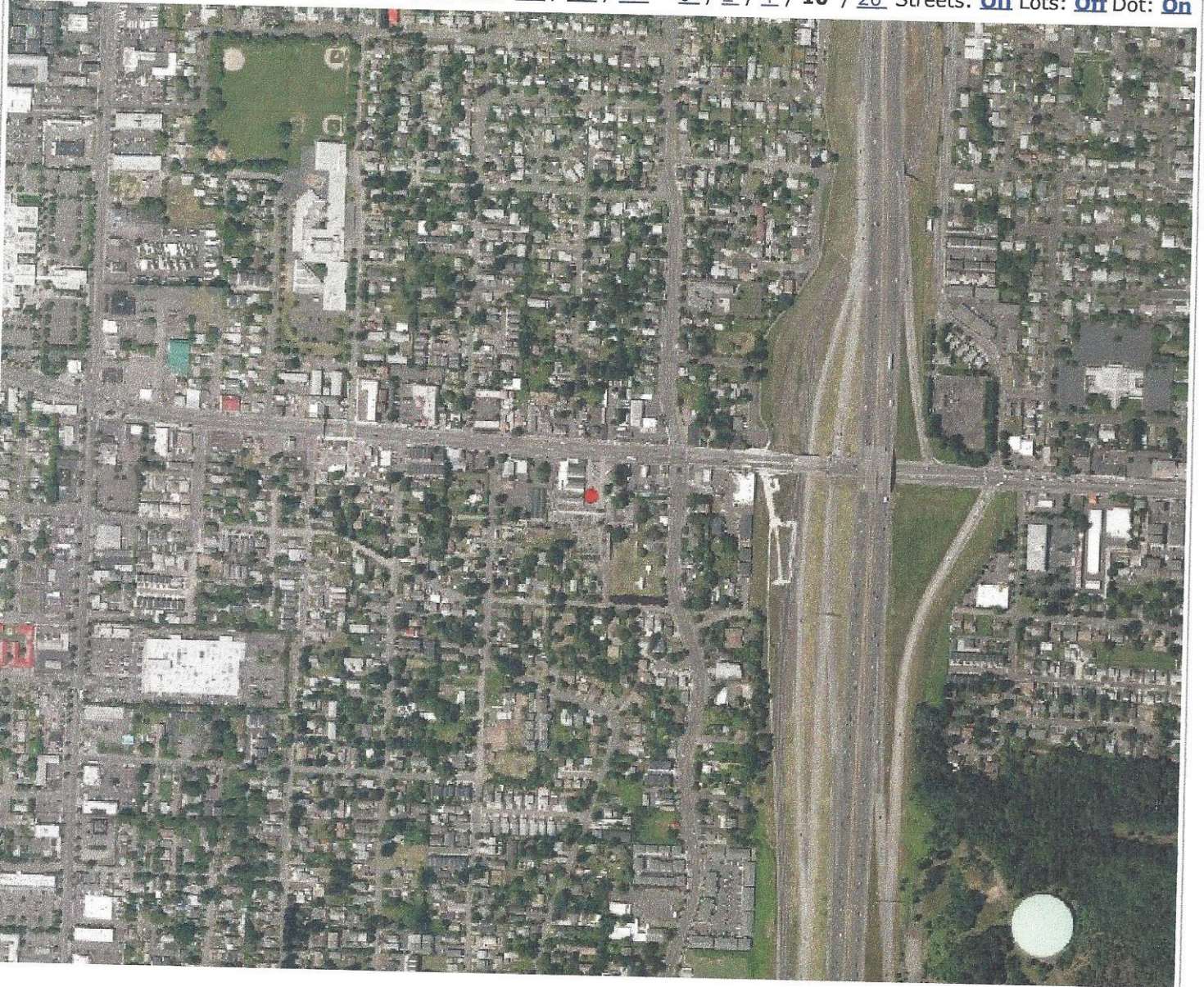
**9018 SE DIVISION ST - POWELLHURST-
GILBERT - PORTLAND**

[Explorer](#) | [Property](#) | **Maps** | [Projects](#) | [Crime](#) | [Census](#) |
[Environmental](#) | [Transportation](#)

[Summary](#) | [Benchmarks](#) | [Businesses](#) | [Elevation](#) | [Fire](#) | [Hazard](#) | **Photo** | [Property](#) | [Tax Map](#) | [UGB](#) | [USB](#) |
[Walkability](#) | [Zoning](#) | [Zip Code](#) | [Public Art](#)

Aerial Photo

2012 / '11 / '10 / '09 / '08 / '07 / '06 / '05 / '04 / '03 / '02 / '01 6" / 2' / 4' / 10' / 20' Streets: **Off** Lots: **Off** Dot: **On**



0 |—————| 700 FT

City of Portland, Corporate GIS

10/23/2014

THE GIS APPLICATIONS ACCESSED THROUGH THIS WEB SITE PROVIDE A VISUAL DISPLAY OF DATA FOR YOUR CONVENIENCE. EVERY REASONABLE EFFORT HAS BEEN MADE TO ASSURE THE ACCURACY OF THE MAPS AND ASSOCIATED DATA. THE CITY OF PORTLAND MAKES NO WARRANTY, REPRESENTATION OR GUARANTEE AS TO THE CONTENT, SEQUENCE, ACCURACY, TIMELINESS OR COMPLETENESS OF ANY OF THE DATA PROVIDED HEREIN. THE USER OF THESE APPLICATIONS SHOULD NOT RELY ON THE DATA PROVIDED HEREIN FOR ANY REASON. THE CITY OF PORTLAND EXPLICITLY DISCLAIMS ANY REPRESENTATIONS AND WARRANTIES, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY ERRORS, OMISSIONS, OR INACCURACIES IN THE INFORMATION PROVIDED REGARDLESS OF HOW CAUSED. THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY DECISIONS MADE OR ACTIONS TAKEN OR NOT TAKEN BY THE USER OF THE APPLICATIONS IN RELIANCE UPON ANY INFORMATION OR DATA FURNISHED HEREUNDER. FOR UPDATED INFORMATION ABOUT THE MAP DATA ON PORTLANDMAPS PLEASE REFER TO [CITY'S METADATA](#). FOR QUESTIONS ABOUT ASSESSMENT INFORMATION PLEASE CONTACT THE COUNTY ASSESSORS OFFICE IN YOUR COUNTY.

[Address](#) | [Mapping](#) | [Advanced](#) | [Google Earth](#) | [Help](#) | [About](#)

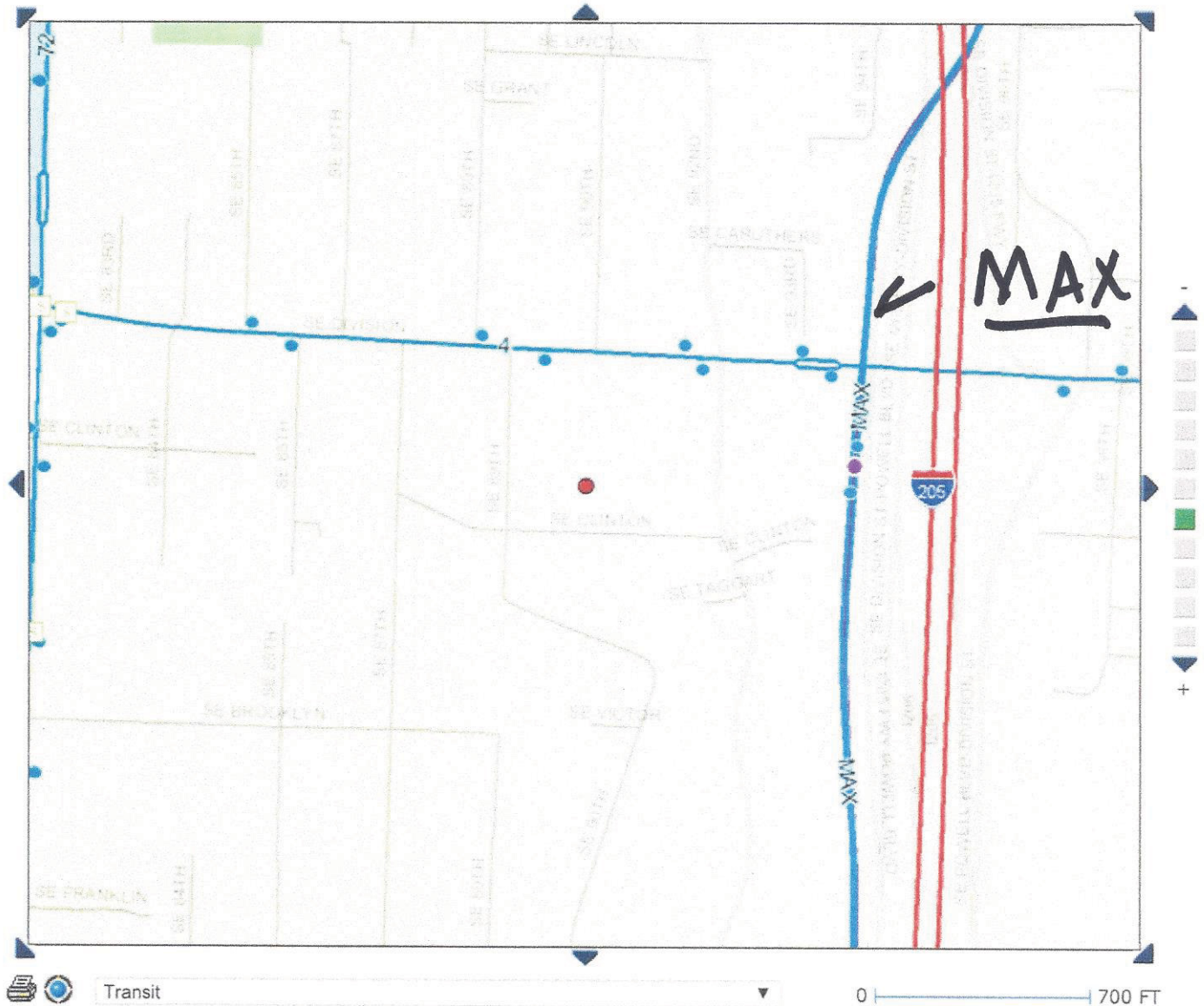
PortlandMaps © 2014 [City of Portland, Oregon](#)

8955 SE CLINTON ST - POWELLHURST-GILBERT - PORTLAND

Explore the area, view different themes

[Transit Detail](#)

Long -122.57057 Lat 45.50311



City of Portland, Corporate GIS

10/1/2014

THE GIS APPLICATIONS ACCESSED THROUGH THIS WEB SITE PROVIDE A VISUAL DISPLAY OF DATA FOR YOUR CONVENIENCE. EVERY REASONABLE EFFORT HAS BEEN MADE TO ASSURE THE ACCURACY OF THE MAPS AND ASSOCIATED DATA. THE CITY OF PORTLAND MAKES NO WARRANTY, REPRESENTATION OR GUARANTEE AS TO THE CONTENT, SEQUENCE, ACCURACY, TIMELINESS OR COMPLETENESS OF ANY OF THE DATA PROVIDED HEREIN. THE USER OF THESE APPLICATIONS SHOULD NOT RELY ON THE DATA PROVIDED HEREIN FOR ANY REASON. THE CITY OF PORTLAND EXPLICITLY DISCLAIMS ANY REPRESENTATIONS AND WARRANTIES, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY ERRORS, OMISSIONS, OR INACCURACIES IN THE INFORMATION PROVIDED REGARDLESS OF HOW CAUSED. THE CITY OF PORTLAND SHALL ASSUME NO LIABILITY FOR ANY DECISIONS MADE OR ACTIONS TAKEN OR NOT TAKEN BY THE USER OF THE APPLICATIONS IN RELIANCE UPON ANY INFORMATION OR DATA FURNISHED HEREUNDER. FOR UPDATED INFORMATION ABOUT THE MAP DATA ON PORTLANDMAPS PLEASE REFER TO [CITY'S METADATA](#). FOR QUESTIONS ABOUT ASSESSMENT INFORMATION PLEASE CONTACT THE COUNTY ASSESSORS OFFICE IN YOUR COUNTY.



OREGON
ASSOCIATION OF
NURSERIES

29751
SW Town Center
Loop W

Wilsonville, OR
97070

Phone
503.682.5089

Toll-Free
1.800.342.6401

Fax
503.682.5099

Web
www.oan.org

October 8, 2014

Andre Baugh, Chair
City of Portland, Planning and Sustainability Commission
1900 SW 4th Ave, Suite 7100
Portland, Oregon 97201

Dear Mr. Baugh:

I am writing in support of one of our most innovative and sustainable members, Portland Nursery, and your deliberation of zoning requirements for their operation in the City of Portland. I am grateful for this opportunity to provide some information for the planning and sustainability commission's consideration.

It my understanding that the commission is reviewing the zoning regarding the property owned by Portland Nursery. I would like to give input on the importance of Portland Nursery continuing business within the city limits of Portland.

Portland Nursery supplies many Portland residents with diverse plant material that is otherwise limited, unless citizens drove outside of the city limits. Its acreage and size provides the community a local source of high quality plants, when taken home adds to the beauty and livability of our neighborhoods. Portland Nursery supports the local economy by buying over 95% of their products from within a 100 mile radius. They are one of the largest independent retail nurseries in the state, and therefore support many of our small wholesale growers.

I have been out to visit this operation on many occasions and appreciate the fact that we have a family, locally-owned business that attracts environmentally-conscious customers. They are also a good sized employer – with 70 full-time staff with a peak of over 100 full-time employees in high season, many of which have worked at Portland Nursery for over a decade. They hire smart, committed people who share their knowledge with the community. Because of the size of Portland Nursery, it is extremely unlikely that another local garden center would have the resources necessary to operate at the rate Portland Nursery does. A commercial piece of property their size would be far and few between within city limits, not to mention that the horticulture industry is not an easy business to start. Our industry is both urban and rural and it is my view that Portland Nursery provides easy access to city residents to utilize all modes of transportation

Education within the horticulture industry is one that should be fostered, Portland Nursery has always held education as a top priority, for this reason they have supported education in many facets. They donate to over 400 local schools and non-profit organizations each year, employ a full-time Community Outreach Coordinator and have played an active role in getting gardens into Portland schools.

Portland Nursery is truly an asset to Portland, one that will not easily be replaced. I would respectfully ask you and the members of the Planning and Sustainability Commission to provide this community leader, economic and environmental steward of the city, the designation they need to be a viable business. Thank you and hope you believe, like we do, that economic vitality can go hand in hand with sustainability and long-term environmental health.

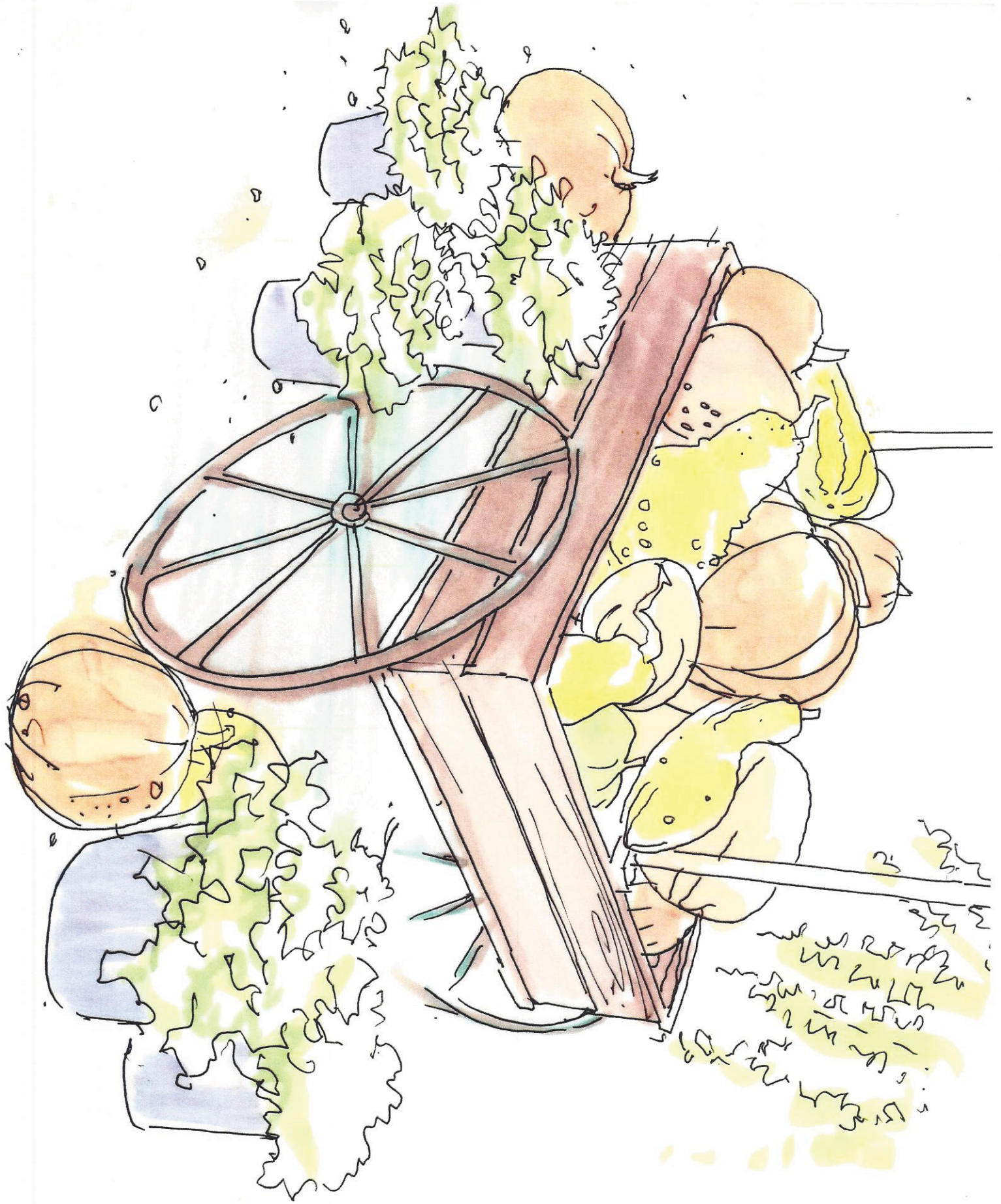
Warm regards,

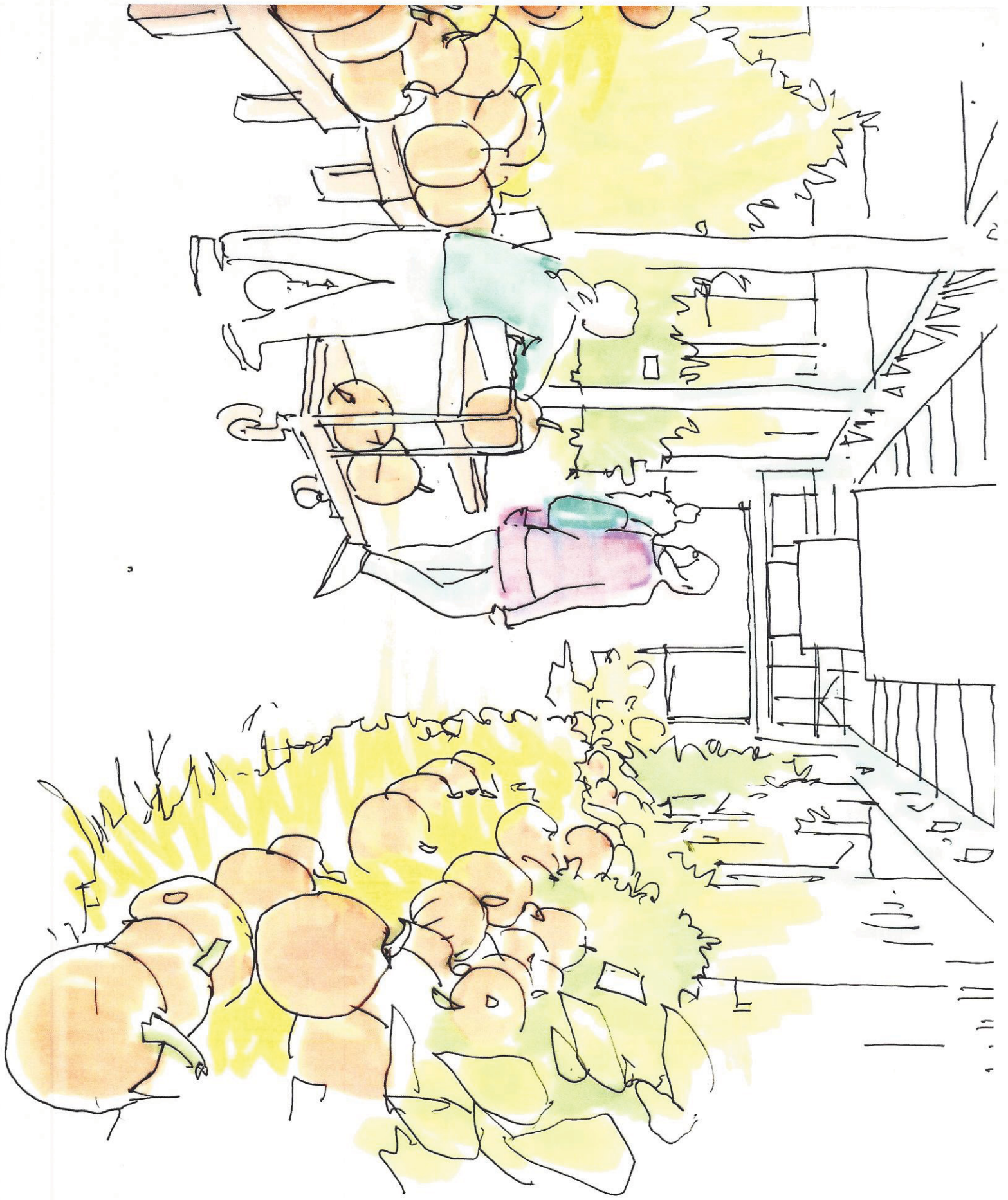
Jeff Stone, Executive Director
Oregon Association of Nurseries
29751 SW Town Center Loop, West
Wilsonville, Oregon 97070

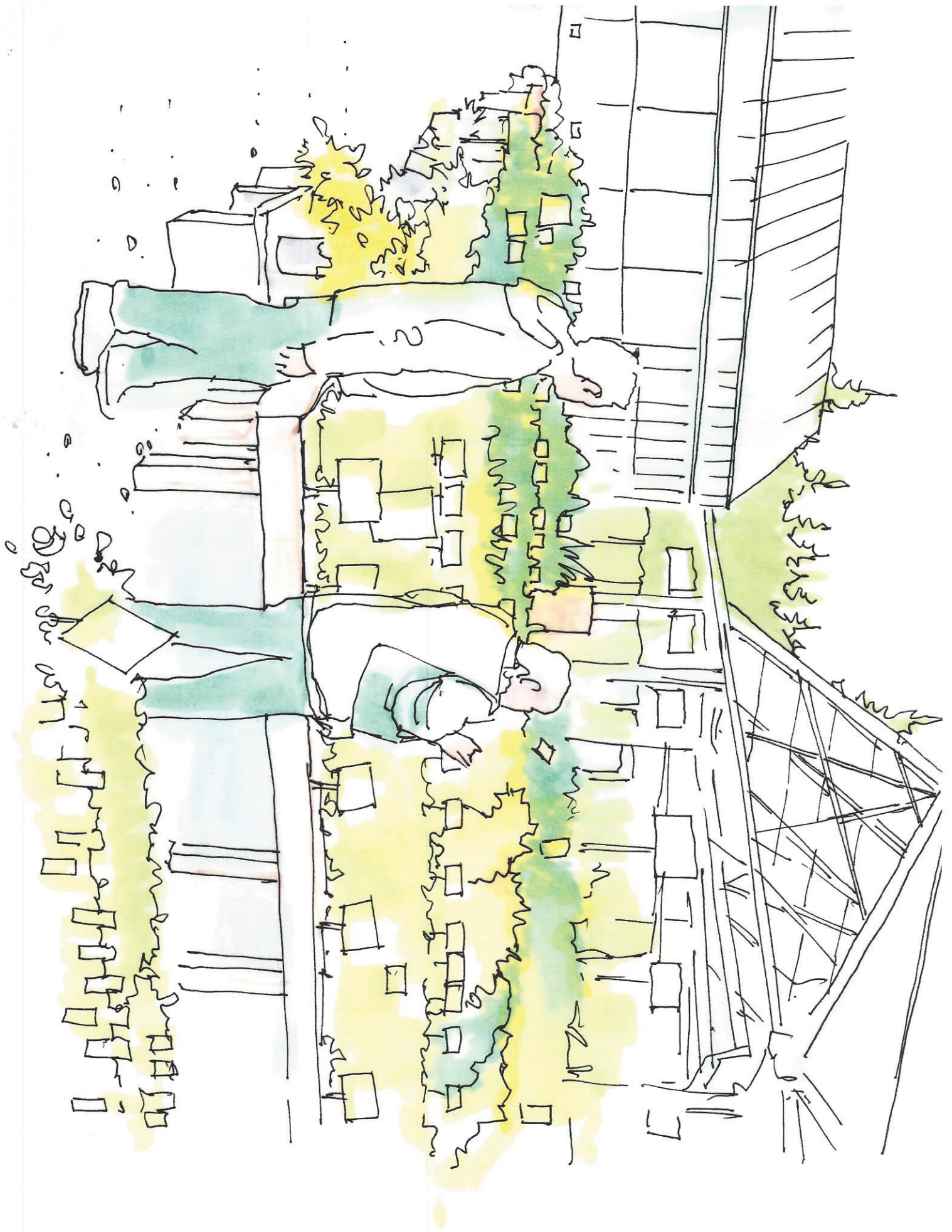
Our Goals Align with Your Goals

Here are some of the goals listed in the City of Portland Bureau of Planning and Sustainability 2011-2013 Strategic Plan:

<p><u>Support local purchasing, resolve barriers to urban food production</u>, access and distribution in the zoning code, and establish metrics to serve as indicators of the regional food system.</p>	<ul style="list-style-type: none"> • The vast majority of our plant material is <u>sourced within 100 mile radius</u>. • We have sold <u>310,312 vegetable and herb starts and 151,025 seed packets to Portland residents</u> so far this year, encouraging urban food production.
<p>Serve as a <u>liaison to farmers' markets</u>, assist businesses in sourcing food locally, and <u>provide gardening and other food-related classes</u> for residents.</p>	<ul style="list-style-type: none"> • We offer <u>220 free gardening classes</u> per year. • We cover everything from vegetable garden basics to living roofs to tree pruning.
<p>Staff the Portland/Multnomah Food Policy Council, which advises the City and County on policy and programs to <u>strengthen the local food system</u>.</p>	<ul style="list-style-type: none"> • We <u>donate to over 400 local schools and non-profit organizations</u> each year, encouraging local food programs and education.
<p>Lead a multi-bureau effort to consolidate, modernize and streamline the City Code related to trees. Adopt new regulations and a <u>plan for education and technical assistance to preserve tree canopy and promote planting of additional trees</u> on public and private property.</p>	<ul style="list-style-type: none"> • We carry a large and <u>diverse selection of trees</u>, we actively promote the City's Treebate Program, and have been told we are one of your most successful partners. • Year to date we have sold <u>3,839 trees to Portland residents</u> and 7,713 native plants.
<p>To create and enhance a vibrant city, BPS combines the disciplines of planning and sustainability to advance Portland's diverse and <u>distinct neighborhoods</u>, promote a prosperous and <u>low-carbon economy</u>, and help ensure that people and the <u>natural environment</u> are healthy and integrated into the cityscape.</p>	<ul style="list-style-type: none"> • We feel <u>we have contributed to the distinct landscapes</u> in SE Portland. • Being in the city limits <u>reduces carbon emissions</u>, by reducing the need to travel to the outskirts to find a diverse plant offering.

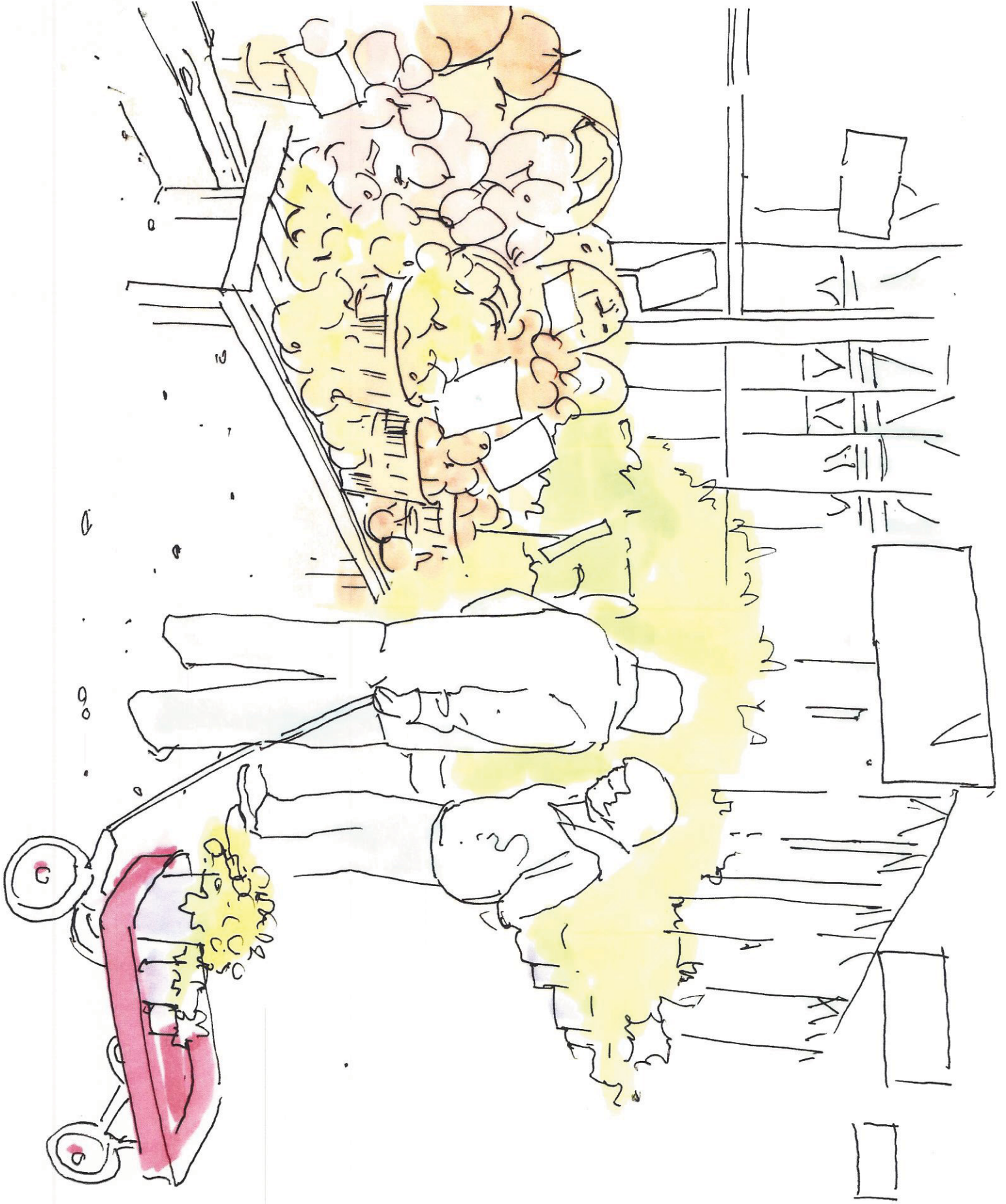






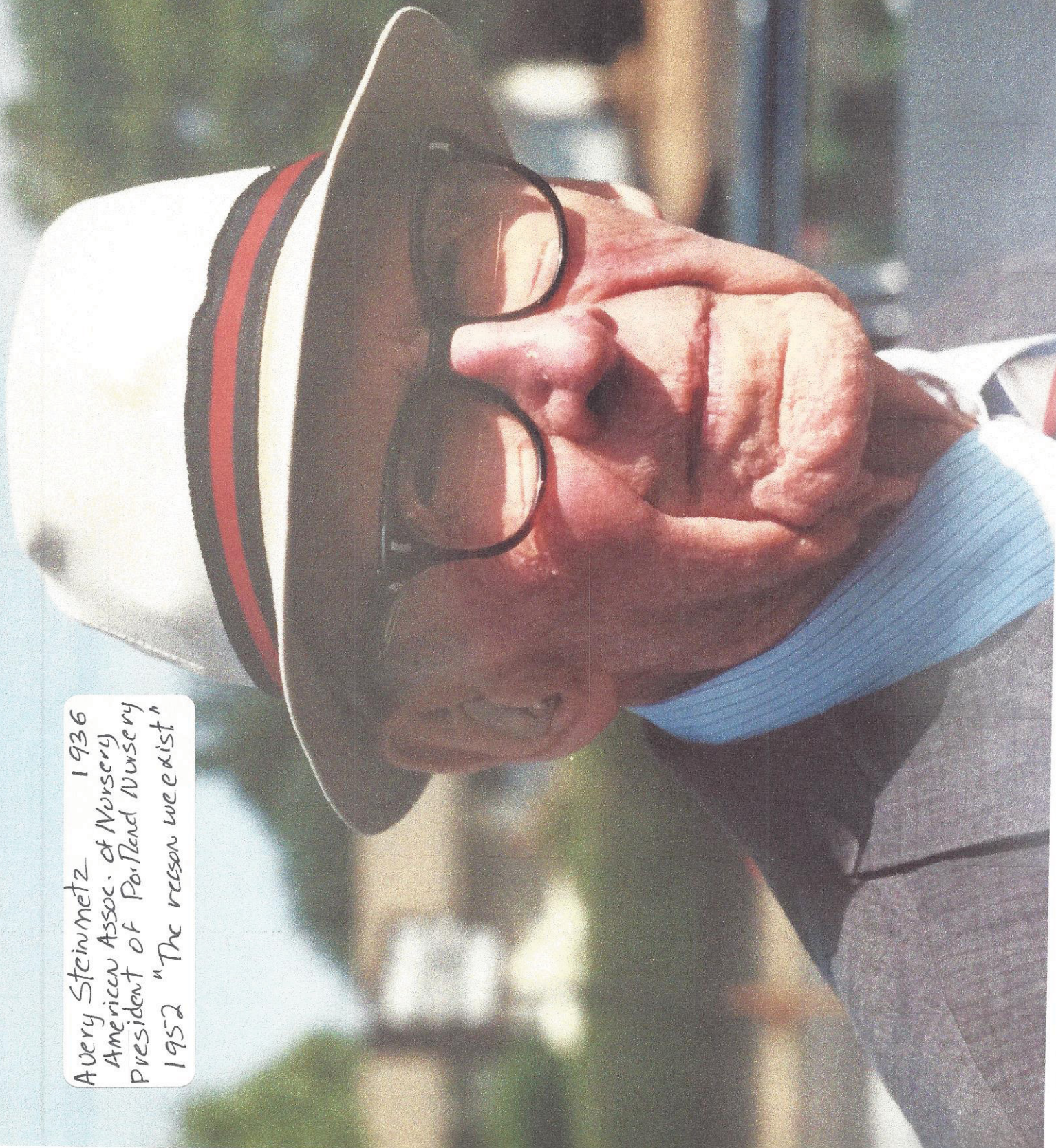








Avery Steinmetz 1936
American Assoc. of Nursery
President of Portland Nursery
1952 "The reason we exist"



COMMUNITY

Hi - My name is Carol Finney. I'm one of the 4 family members who own Portland Nursery. Thank you for this opportunity to voice our concerns regarding the Draft Comprehensive Plan.

Our two nurseries are jewels within the city. We provide beautiful, privately maintained open spaces and a great, close-in shopping experience for Portland's extensive gardening community

In addition, the nursery gives back to the community.

We annually contribute to more than 400 schools and organizations.

- including a venue for non-profit organizations' fund raising events like Impact Northwest whose auction raised \$138,000 and Mt. Tabor Middle School's annual auction where they raise tens of thousands..
- We also contribute cash and in-kind support of other organizations' fund raising efforts. These groups include Zenger Farms, Sauvie Island Center, Growing Gardens, Friends of Portland Community Gardens and a long list of garden clubs.
- At 30 years, we are the longest continuously running sponsor of Oregon Public Broadcasting programming
- We offer over 200 free or low cost classes on everything from raised bed gardening to wreath making and cooking demonstrations with a focus on seasonal fruits and vegetables.
- This year we celebrated our 27th Apple Tasting Festival. This is a free community event that gives the community an opportunity to taste over 50 varieties of Oregon grown apples and pears while enjoying local live music, cider press demonstrations and several kid specific activities. During the week we had Seniors day and school field trips brought over 1300 children.

Our community involvement results in area school kids growing their own fresh food and flowers for the first time; enhancing their Math, Science and Language learning in gardening projects that are integrated into standard school curriculums; learning lessons in responsibility and care, communication and other social skills in sharing gardening space with others. Not to mention the healthful benefits of getting outdoors and being physically active.

We want to continue to support our community and we need your help. Please consider how your decision about the zoning of Portland Nursery will impact our efforts.

Operations

- Portland Nursery is a family owned business operating out of two SE Portland locations at 50th and Stark and 90th and Division, both approximately 5 acres.
- Portland Nursery is known for vast plant selection, highly educated staff, and a commitment to community.
- Approximately 95% of our plants are sourced within a 100 mile radius, supporting a local economy. We are the largest retail customer of many specialty nurseries and keep them in business.
- We provide Portland residents the opportunity to plant diverse landscapes. Because of our selection, we fill a niche within city limits that small garden centers and big box stores do not fill.
- Positions at Portland Nursery are highly sought after with hundreds of applications per open position. We employ over 100 full-time employees during high season and 70 full-time in our slow season.
- We offer a positive work environment with good health benefits and 401k matching program. Our average staff tenure is 10.35 years.
- We strive to be good neighbors, and keep noise to a minimum. This is easy for us, as our hours are currently 9am-6pm. During our peak season our hours are 8am-8pm on weekends.
- We have a positive impact on the surrounding area and are loved within the community.
- I believe that the beautifully mature landscapes make Mt. Tabor a sought after neighborhood and are in part due to Portland Nursery's presence in the neighborhood's heart.
- We take pride in being sources of horticultural education to our community.
- We employ a full time community outreach director, giving us a an ongoing presence in our community.

Future

- My name is Jill Denney and I sincerely appreciate that you are here today to help us solve this complicated problem around the future of Portland Nursery.
- Our Stark building is old and tired. It has a growing number of occupants and needs to be improved to accommodate our employees and customers.
- The building we currently have is not functional, not large enough and has safety concerns.
- **With the proper zoning we plan to:**
 - Make more office space, increase parking and add a larger classroom to accommodate our increase in attendance.
 - Build a store that has a more inviting configuration, by moving up the greenhouses and attaching them to the building. Allowing customers to shop without venturing long distances in the rain.
 - If we are not able to make the necessary renovations, we cannot continue as a business.
- **Our goals for the future are to:**
 - Expand community outreach, education and workshops for adults and children.
 - Excite younger generations about urban agriculture to help keep Oregon green!
- As a family and a business, we want to continue to be in and support this beautiful and lively community, we need your help.
- Please understand how your decision about the zoning of Portland Nursery will impact our community.