

Ashley Roscoe
Roscoe and Roscoe, Inc.
DBA Always-V-Dub
1824 SE 50th Avenue
Portland, OR 97215

May 5th, 2016

Planning and Sustainability Commission
Mixed Use Zones Testimony
1900 SW 4th Avenue, Suite 7100
Portland, OR 97201

Dear Planning and Sustainability Commission,

My name is Ashley Roscoe, I am the owner of Always-V-Dub. We have been serving the South East Portland community for 25 years with 17 years at our current location on SE 50th Avenue. I grew up in the upper Hawthorne neighborhood and have chosen continually to make an effort to be part of it. As our city continues to change and grow we at Always-V-Dub hope to be part of the evolution for years to come.

We founded our business in a building on SE 6th and Oak. As our business slowly took off, we looked to expand our offerings and we realized we would find a permanent home. When we bought the building at 1824 SE 50th Avenue in June of 1999 it was being used to warehouse C-Store retail items. Prior to that it was a commercial industrial magnet facility (Magnetic Specialties) for many years.

We are a specialty auto parts and vehicle repair business focusing on air-cooled Volkswagens. By the unique nature of these vehicles and their increasing age, we would be considered very low volume in comparison to many other repair facilities within the City of Portland. We offer routine maintenance as well as major overhauls. Where many of our contemporaries have closed in recent years we continue to be a viable part of our local and regional economy. Over 80% of our customers live on the east side of Portland with the vast majority of them here in South East Portland. It is true that many of the vehicles we service are no longer daily driven transportation, regardless they are still a part of their owners lives that they love and cherish. Our customers like that we are on a bus line and many take the bus or use bikes as their transportation when they drop their vehicles off at our facility.

Currently 90% of our repair activities are performed inside our facility. Weather permitting we do open our south facing roll up door while we conduct certain testing and adjustments but vehicles primarily stay within the confines our building. Upon occasion we perform some repairs in our parking area. The 10% of repair activities performed outside are considered exterior work activities in the Portland Zoning Code. Exterior work activities would become prohibited in the proposed Commercial Mixed Use 1 zone. There is also exterior storage onsite in the way of 3 storage containers on the property, one 28' semi-trailer, and parking for 12 cars and sometimes have as many as 18 within our gated lot. Exterior storage, as defined in the Portland Zoning Code, would become prohibited in the proposed Commercial Mixed Use 1 zone.

Our building is presently zoned as **General Commercial**.

The Proposed Zoning Map designation is **Commercial Mixed Use – 1**.

This zoning change would prohibit the primary purpose of our business - vehicle repair with exterior work activities and exterior storage. While we understand that we would be grandfathered

in under the zoning change and would be able to continue to be able to perform vehicle repair, our ability to continue to grow and to evolve with the needs of our customers would be severely restricted.

I would propose meeting you in the middle, asking to change our Proposed Zoning Map designation to **Commercial Employment**. The designation of **Commercial Employment** would allow us to feel secure in our ability to do business at this location for years to come. While it is my intention to continue my business at this location for any foreseeable future, the change to **Commercial Mixed Use - 1** offers too many possibilities for jeopardy.

Since the redevelopment along 50th really began to take off, I have been approached by many of my neighbors who have asked if I intend to sell. When I tell them I have no intention, they have thanked me for my commitment to the neighborhood. As the neighborhood changes, we understand we may need to change too. But we have seen too many businesses that were grandfathered in under new zoning eventually forced out by new neighbors displeased by the type of business they are adjacent to.

While not completely immune to economic downturns over our 25 years in business, we have weathered both the tech bubble in 2000 and the depression of 2008-2010. While some customers came and went, the nature of our business is not as fleeting as many restaurants or shops. We have continued to be a consistent source of tax revenue for the City of Portland and stand to do so for many years to come.

Like many repair, machining and manufacturing businesses we have found ourselves under incredible financial and regulatory pressures to remove our business from South East Portland. It would be less expensive to operate in Clackamas County. This is not what I want to do. This is not about the money. If I had wanted to “cash out” I could have already done that along with many of the other businesses along 50th. As I have stated: I am from here, my customers are here and I made it a point to build my business **here**. I want to keep my business here and I don't want to do it under the shadow of a change of zoning that does not permit it.

Please consider our proposal for Commercial Employment.

Sincerely,

Ashley Roscoe

Address: 1824 SE 50TH AVE

Account #: R177108, R177109 and R177110

Existing Comprehensive Map designation: General Commercial

Recommended Comprehensive Plan Map designation: Mixed Use – Neighborhood

Proposed Zoning Map designation: Commercial Mixed Use – 1

Requested Zoning Map designation: Commercial Employment