

**From:** Roland Hoyle [mailto:rohoyle@icloud.com]

**Sent:** Monday, August 08, 2016 4:39 PM

**To:** Planning and Sustainability Commission <psc@portlandoregon.gov>

**Subject:** [Approved Sender] zoning change testimony IG to EX 1300 N. River Street

Greetings Central City Planning /Zoning Officials,

I am pleased to offer my support for the proposed “History Collection501 C3 Museum”, Kayak for Kids & Water access project which is undergoing zoning change from IG to CX status @ 1300 N. River St. This structure is a 77,000 SQ. FT former historically significant “Dock Building” owned by Stan Herman who is a responsible member of the Portland Community and owner of another exciting property development which i have testified about on the East side (a potential Hotel Project) . Mr. Herman who is the founding member of the “History Collection”, has worked in a dedicated, diligent and intelligent fashion to make the City a better place. His designer Will Badrick has a long history of visionary designs exploring the betterment of Portland going all the way back to the Vaparetto project in the 1990’s and continuing with some brilliant “green bridge proposals”. I encourage the city to allow the development of the wonderful waterfront by granting this change in zoning.

As a deeply dedicated waterman i strongly support the idea of the City providing as many opportunities to engage with the soul of PDX. . . the willamette riverfront! I have seen many of the design possibilities as envisioned by the hugely talented Mr. Will Badrick and will happily look forward to the designs that he and Stan Herman are going to put forth.

As a draftsman i appreciate the aesthetic ideals of the designer and his group, and would look forward to potentially holding meetings with my clients in their proposed meeting space. The notion of holding a meeting then going for a paddle is brilliant!

Sincerely accept my enthusiastic vote of confidence in this exciting proposal!

Yours respectfully,

Roland C. Hoyle

Draftsman

Owner



Office Hoyle  
541-264-0185

COASTAL RESIDENCE  
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Lincoln City, OR 97367

PORTLAND RESIDENCE  
10806 Southwest 4th Ave.  
Portland, OR 97219

## Central City 2035 Request for Zoning Change From IG to EX

1300 n. River St. 77,000 Sq. Ft. will house History Collection a 501 C3 Non Profit Museum, Kayaks for Kids, a free access to get families on the water, and a rooftop park. We will host a floating family-friendly cafe barge, and a public swim float in the Willamette River. We will create 56 jobs in the CC. Per CC2035 [below]

- From **General Employment (EG1 or EG2)**, **General Industrial (IG1)** or **Heavy Industrial (IH)** to **Central Employment (EX)**: These changes are being made in the Central Eastside around the new light rail stations and a few other locations so that more flexible employment uses can be accommodated.



CoreForm  
1722 NW Raleigh St.  
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# WILLAMETTE RIVER: CENTRAL REACH

## Urban Design Concept

DRAFT 01/21/14

**1300 River St.**

### CENTENNIAL MILLS

- Mixed-use, open space and river access opportunities
- NW 10th and Pettygrove green streets provide human access and upland habitat connections
- Fish habitat sustained and enhanced

### McCORMICK PIER

- Touch the river
- Greenway trail reconfiguration and improved bank habitat

### TOM McCALL WATERFRONT PARK

- Commercial activity such as small retail kiosks at nodes
- Downtown retail core connected to the waterfront
- Bicycle and pedestrian conflicts to and within park addressed
- More year-round and evening activities and events
- More human access to the river
- A variety of new unique gathering spaces, recreation and play areas

### HAWTHORNE BOWL

- Seasonal swimming co-exists with fish migration
- Public uses and events promoted
- Shallow water fish habitat sustained and enhanced
- New amenities and activities include restrooms and café

### RIVERPLACE MARINA

- New commercial boat and light watercraft amenities
- New narrower dock to reduce impacts on fish
- Montgomery green street provides human access and upland habitat connections

### SOUTH WATERFRONT

- Urban neighborhood with supportive commercial and recreational opportunities
- Riverbank habitat maintained
- Mixed-use opportunity at Zidell

### LEGEND

- Riverfront Attractions with commercial uses
- Potential new riverfront open space
- Human access to water/ swimming
- In-water habitat enhancement and maintenance
- Riverbank restoration, e.g. lay back, soften, plant native vegetation and maintain
- Add native vegetation where possible
- Potential redevelopment
- Potential regional cruise ship docking
- Potential water transit stops with retail activity
- "Green fingers" to the river
- Resolve difficult connection to the river
- Major riverfront activity hub
- Opportunities to provide upper floor access to Eastside bridges
- Enhance Naito Parkway to ease east-west movement toward the river
- Distinct areas/neighborhoods along Central Reach Willamette River Central Reach boundary

- Riverfront Attractions with commercial uses
- Potential new riverfront open space
- Human access to water/ swimming

### REACH-WIDE

- Celebrate the river!
- Increased human access to river that is compatible with fish and wildlife habitat
- Art, culture and historic attractions, displays and activities
- Infrastructure to support riverfront uses and visitors
- River commerce increased
- Shallow water habitat maintained
- Strategic bank enhancement and connections to upland habitat

### ROSE QUARTER/ CONVENTION CENTER

- Commercial and entertainment opportunity area at a multi-modal hub
- Mixed-use opportunity at Thunderbird site
- New amenities spur boating activity

### EASTBANK CRESCENT

- Riverbank reconfigured for public use and habitat
- New light watercraft amenities
- Seasonal swimming co-exists with fish migration

### OMSI

- Commercial, cultural and employment opportunities at a multi-modal hub
- Greenway trail changes reduce conflicts, improve access and provide quiet spaces
- New amenities spur boating activity
- Views of Ross Island and Holgate Channel highlighted

1300 River Street

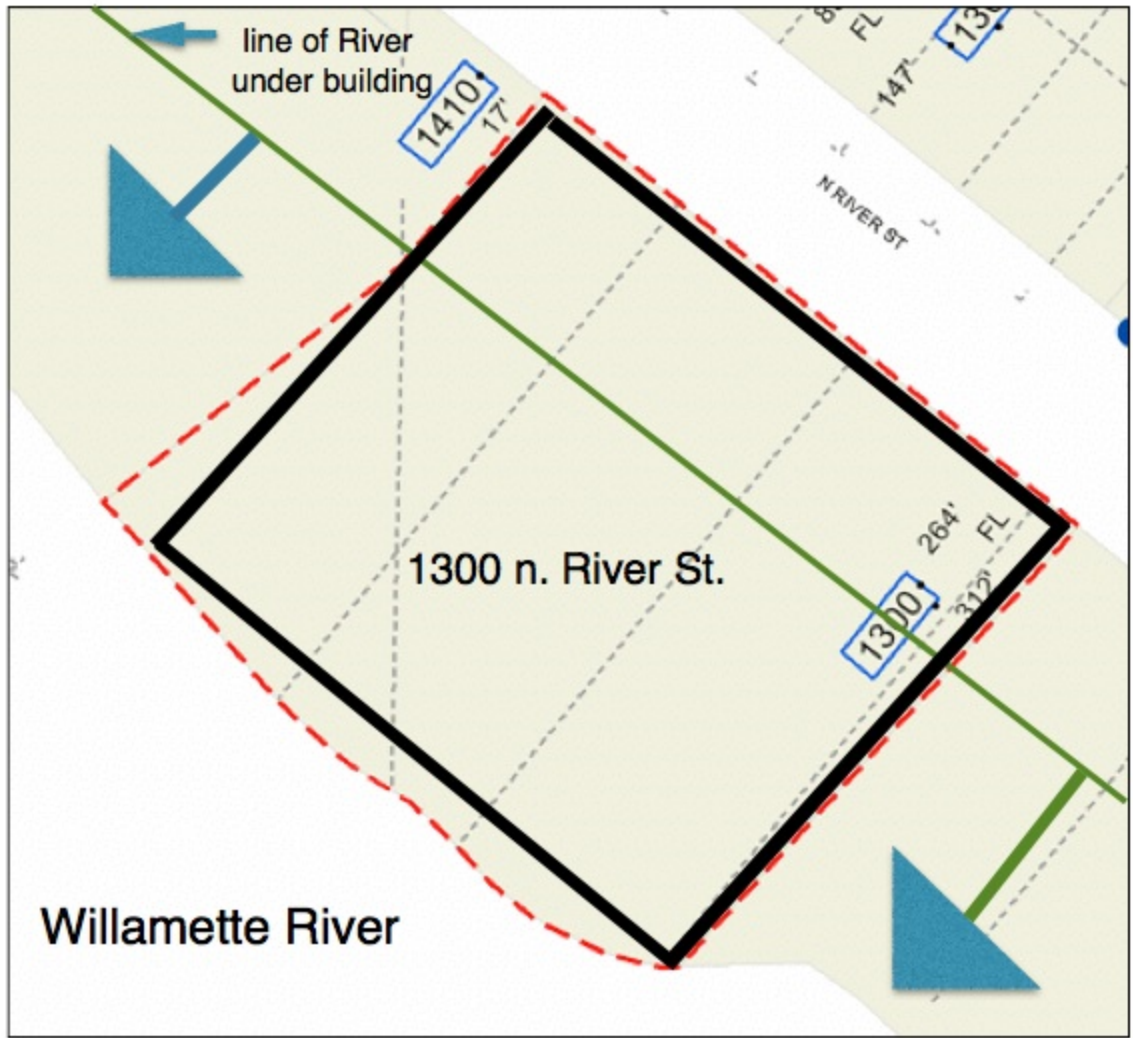
City of Portland Vision Plan

Our Proposed Use blends perfectly with City Vision and Intent









Central City 2035  
Request for Zoning Change  
From IG to EX







Kayaks For Kids Program

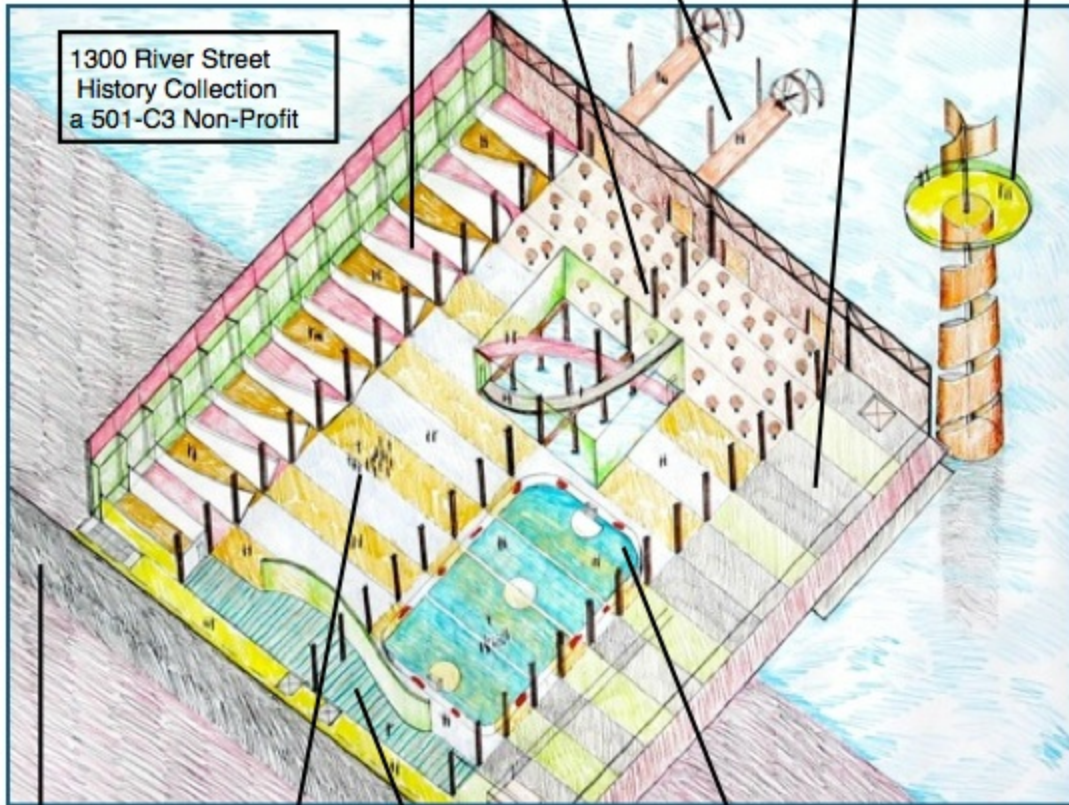
Observation Tower

Waterfront Cafe

Prep Spaces

Historic Vehicle Displays

1300 River Street  
History Collection  
a 501-C3 Non-Profit



Public  
Hall

RIVER STREET

Entry Suite

Hydroponic Garden



Request for Zone Change - IG to Ex - 1300 N. River Street



# Central City 2035

## Request for Zoning Change From IG to EX



The Interior will be restored and host many public functions and a collection of vintage vehicles



The Public Dock will feature a 2-mast sailing ship and the LCI-713 WW2 Ship, as well as having a public landing dock below the Cafe



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