

**SMILE Land Use Committee**  
**8210 S.E. 13th Avenue**  
**Meeting Notes -- January 2, 2019; 6:00 - 7:45 PM**

Committee members present were David Schoellhamer, Vikki DeGaa, Miriam Erb, Kevin Palmer, Rocky Johnson, Bob Burkholder, and Shari Gilevich. Five area residents attended.

David called the meeting to order at 6:00 PM and attendees introduced themselves.

**Discussion of design in the neighborhood: design review, community design guidelines and the Main Street Project**

Vikki presented an overview of the Division Design Initiative (<https://divisiondesigninitiative.org/>) and development of the Division Main Street Design Guidelines. Our goal now is to develop similar design guidelines focused on the commercial zones in Sellwood-Moreland.

Vikki handed out a summary sheet of the Sellwood-Moreland Main Street Design Initiative. The three main parts of this project are:

1. Develop strategies for engaging the community. Rocky thought that engaging the community was huge effort, that we may need extra funding and outside help to do surveys and involve the community.
2. Create an inventory (written description and photos) of good design elements of buildings in the neighborhood and identify the desired commonalities among buildings that could be used in new development to honor our past.
3. Create inventories of: historic buildings and those on the historic register; buildings with cultural value; and location of lots not meeting their full potential.

In the initial outreach to the community, Vikki said that she met with Tom Brown, a commercial property owner in the neighborhood and member of Sellwood-Moreland Business Association (SMBA). He thought that businesses would be quite interested in the design guidelines.

The next step is to present a proposal to the SMILE Board on Jan. 16th and ask for Board support. Heather Flint Chatto and Linda Nettekoven, consultants who worked for several years on the Division Design Initiative, will present information about that project. Our goal is to hire them to lead the effort to develop Sellwood-Moreland design guidelines with the intent to be part of the Main Street Design Guidelines. The estimate for their work on the project (the three steps listed above) is \$2,500. Vikki said that we also would search for grants with possible sources being the SE Uplift Neighborhood Coalition and Venture Portland.

With support from the SMILE Board and funding, neighborhood volunteers would begin to compile information about the buildings and historic resources in our neighborhood. Several community members who are architects will review our effort and attend meetings. The result of the work would be Sellwood-Moreland focused design guidelines that also can be incorporated in the Main Street Design Guidelines.

Vikki noted that for new design guidelines to be used in design review, those guidelines would need to be adopted by the City. David said that that design guidelines currently are being rewritten in the DOZA project (Design Overlay Zone Amendments) and we should have our document ready to input into DOZA. Being one of many neighborhoods who support this initiative would help. It was suggested that we focus on the existing City design guidelines to ensure that we are addressing adopted policies and standards.

Art Graves, a Sellwood resident who does permit review for Portland, generally discussed design guidelines and the City's design review process. He thought that being connected with other neighborhoods to pursue the design guidelines is good, and that Southeast Uplift might have more force with BPS than a single neighborhood. His comments and suggestions about developing new design guidelines were:

- Find out what the aesthetic is that people want to keep in their neighborhood and what features people do NOT like about new buildings. Identify things you all want and carry those forward. He said that we need to keep in mind that proposed elements need to link to adopted Community Design Guidelines and that guidelines are applied only if a development is going through design review. (He also said that we should understand the City's priorities. For example, the Sellwood neighborhood has the most intact bungalows, so that's one "character" of the neighborhood. However, the housing crisis has meant that neighborhood "character" is of less interest at the city. So, acknowledge the need for higher density and aim for design guidelines, such as stepbacks, that improve the aesthetic of these new, larger structures.)
- Several people agreed that it would be good to get the perspective of developers about design guidelines. Art noted that developers' focus is on number of units and profit, and that new buildings typically are not "landmark" structures with long life spans.
- Develop a brochure with pictures of great buildings and ugly buildings to hand to developers. Identify preferred materials, window style, and other features (the more prescriptive we can be, the better). Create a draft of the brochure and send out to the neighborhood for review and comment. Be sure that the desired elements and aesthetics are tied to adopted design guidelines.
- Find substance in the current Sellwood-Moreland Neighborhood Plan, the Central City Fundamental Design Plan and Main Street Design Guidelines to get ideas for possibly updating the Neighborhood Plan. Art recommended that we talk with Marty Stockton, city staff liaison with SE Uplift Neighborhood Coalition, about the feasibility and process to adopt updates to a neighborhood plan. He also recommended talking with Brandon Spencer-Hartle (historic resources, BPS) to get information on adding buildings to the Historic Resources Inventory.
- Use your right to appeal, if pertinent, such as if a proposed development does not fit in with the neighborhood.

The attendees generally agreed that it would be good to work on a 5-page brochure now and to determine if the Sellwood-Moreland Neighborhood Plan could be updated with design

guidelines. It was suggested that, if possible, the brochure should include pictures of buildings designed using community standards to compare with buildings that went through design review.

There was a question about how a potential update to the Sellwood-Moreland Neighborhood Plan might impact other neighborhood initiatives. Vikki said she would discuss this with Heather and Linda, and find out their next steps for the Division Main Street Design Guidelines.

Meeting adjourned at 7:45 PM