



**SELLWOOD
MORELAND
MAIN STREET
DESIGN INITIATIVE**



HONOR OUR HERITAGE

The Sellwood-Moreland Main Street Design Initiative is a program for Portland neighborhoods whose main commercial areas were developed around street car or trolley lines. It provides a guide, or toolkit, for developers and designers working with the Sellwood-Moreland neighborhood to create a vibrant, healthy, community-oriented, pedestrian-friendly urban neighborhood.

Sellwood-Moreland is a great neighborhood and we want to honor its character and help guide its growth with quality and sensitivity. This grass roots Main Street effort brings a collaboration of neighborhood and business representatives together to create a shared vision and tools for action. They include:

1. Three community meetings to set goals, create a vision and establish priorities for new growth and development that acknowledges existing character and supports economic growth and vitality,
2. A description and photos of good design in our neighborhood that will enhance and complement existing structures,
3. A guide outlining design elements in our neighborhood and ways those can be brought into new buildings regardless of their design style—contemporary or traditional.

Join us in this once-in-a-generation opportunity to set standards for the future and be part of the program by helping us reach our financial goal. We have received generous donations from the Sellwood-Moreland Improvement League, Sellwood-Moreland Business Alliance and two very generous families, who wish to remain anonymous. We're still looking for \$1,500 to reach our overall goal of \$5,000.

If you'd like to make a donation, want more information, or would like to meet with a member of our team, please send an email to Vikki DeGaa at vdegaa@comcast or call her at 503-913-8317.

Don't let this opportunity go by without being able to say you were there, you helped out, you were part of the solution!

Count me in! I would like to be:

\$10 Supporter

\$25 Leader

\$100 Sustainer

\$500 Star!

There are two ways to pay. 1) [PayPal](#), just use this link, or 2) if you'd like a more personal touch, we'll be happy to stop by your business or home to pick up your check.

SMILE is a 501(c)(3) organization and all donations are tax deductible.

Paypal link: <https://www.paypal.me/SMILEPDX>

