



Sullivan's Gulch Neighborhood Association, c/o Encorepreneur Cafe, 1548 NE 15th Ave., Portland, Oregon 97232
<http://www.sullivansgulch.org>

Minutes Biannual Neighborhood Meeting

Publication Date:

Approved:

Location: Grace Memorial Episcopal Church, 1535 NE 17th Avenue, Portland, OR

Date and Time: Tuesday, May 7, 2019, at 7:00 p.m.

Board Members Present: Dave Brook, Mary Beth Christopher, Mike Purvis, Chris Jensen, Kathy Hansen, Dan Lerch-Walters, Michael Brown, Julie Hoffinger.

Attending: DJ Heffernan (LUTC). Excused: Paul Comery, Martin Rowe, Ron Boucher.

Meeting Start and Introductions at 7:04 pm – Dave Brook, SGNA Chair

- Introduction and Welcome to all, especially new attendees and business members, those with a newsletter delivered to front door or picked up from a flyer box.
- Local farmers' market – Ian. The market has a new name, starts June 2nd, 9:00-1:30pm Sundays, June-October rain or shine. Music, kids play, flowers, veggies, coffee. If you know anyone who would like to join, crafts even, there will be a rotating booth for local businesses, no payment needed. Music starts after 10am. Ian's cell 971-275-5957. Ian works for berry farm, and works with Heather to grow mixed vegetables, farmer-to-farmer naturally grown certified. Two CSA box pickup locations, a full box of veggies every week or every other week, sign up on their website or call Ian with questions.
- Tiny homes – Kenton Women's Village, speaker is at a meeting and couldn't attend.
- Neighborhood garage sale - Curt will be coordinating the neighborhood garage sale, it will probably be in July. Keep an eye on GulchNet for more information.
- Neighborhood clean up – May 11th. Get rid of trash and debris, recycle hard-to-recycle things. Painted wood and wood with nails is okay, but not treated wood like pressure-treated wood decks. No construction debris, Metro does not want asbestos in this landfill, it goes in a special landfill. Taking Styrofoam again, expanding to allow any #6 plastic e.g. white coffee cup lids, Solo brand cups, Styrofoam egg cartons, take home trays, cups, some clear clamshells are #6's. Plastic utensils—if they break when you bend them it is polystyrene and will be accepted. Metals and appliances, electronic waste e.g. phones, TVs. Volunteers needed to staff the site, help keep it clean, help unload. Special need for someone 1pm-3pm to get items to Far West Fibers etc.

Land Use & Transportation Update – DJ Heffernan, SGNA LUTC Chair

- The LUTC would love to have more members, especially if you are a renter, as that is a voice not well represented on the committee.
- LUTC monitors things the city is doing, and private development, meets once a month from 6:30pm-8:00pm on the third Tuesday of every month. Agenda is usually posted on the SGNA website.
- City Planning projects
 - Portland Pedestrian Plan Update
 - Broadway-Weidler Corridor Update – delayed due to other projects
 - Residential Infill – may be adopted later this year, calendar keeps shifting

- Better Housing By Design - may be later this year, calendar shifting, out for hearing by Planning & Sustainability Commission
- Development projects
 - Gordon's Fireplace Building Renovation – can't move forward until City's requested sidewalk plan is resolved.
 - Lloyd Center Housing – not moving forward. Discussed audience questions about the project.
 - Residence Inn – pre-proposal meeting only, very preliminary.
 - Pepsi blocks – monitoring, development is moving forward.
 - Grace Memorial Housing – in early assistance. Except the Sanctuary the rest would be housing, oriented to low income. Very early still.
- PedPDX – Bureau of Transportation updating an over 10 year old plan, city wide.
 - Categories of walking routes:
 - (1) Major City e.g Broadway, Weidler, NE 28th headed south. Gulch trail is shown as a major even though it does not yet exist.
 - (2) City e.g. Multnomah west of NE 21st
 - (3) Neighborhood e.g. Multnomah east of NE 21st
 - Green lines shown on map slide are Neighborhood routes, such as 19th, 17th, 22nd, with an east-west spine at Clackamas including the new crosswalk. LUTC is getting ready to install the artwork at the candlesticks in the new crosswalk.
 - East Portland is lower on the priority list, so LUTC is asking for smaller improvements that are designed to improve safety.
 - Improvements are needed on NE Broadway. Audience member: at 24th the telephone pole at eastward turn affects visibility. DJ: LUTC would like to see stops coordinated at 24th & Weidler, 24th & Broadway. There was a fatality on Broadway near MLK that occurred in a crosswalk two weeks ago.
- Discussed audience question about zoning changes anticipated. Multifamily and single family density will be increasing in response to the affordable housing crisis. E.g., it will be easier to convert a single family residence to a 4-plex. For multifamily, regulation is changing from unit-based to Floor Area Ratio based.
- Discussed audience question about 20 is Plenty signs. These are citywide residential speed limits now. The state Speed Board regulate speed limits, this is changing, larger cities will have ability to change speeds. E.g. NE 21st changing from 30mph to 25mph.
- Discussed audience question about 21st & Multnomah signal light changes. Eventual outcome of the work? It is some of the last of the utility work, they are starting to deliver appliances, will be finished in June. Notice about traffic lights and the sequence? LUTC thinks the upgrade is hardware only, not the system. Left turn at Multnomah? It is hard to tell, maybe redundancy for safety. TriMet buses can't turn easily at the intersection.

Guest Speaker – introduction by DJ Heffernan

- NE Broadway – LUTC had a survey, and would like to focus on NE Broadway this year. Broadway does not seem to be receiving the attention that Sandy, Division, Williams get. Does it have to do with ownership? Parking? Land values? A friend who is a real estate economist suggested we might be asking the wrong question. Ask: what can we do? Our guest today is **Mary Bosch**, a principal at Marketec. She helps with economic planning all over the country, including Portland, all Northwest states, the deep South, the upper Midwest. The format will be Q&A, with DJ asking questions. Highlights:
- Are these common issues at retail centers, that we no longer have a 20 minute neighborhood?

- This is no matter where you are in Portland. The Census of Retail Trade shows online shopping accounts for only 14% of all shopping. Retail is always changing, and it has always been that way.
- Any observations from walking around the neighborhood?
 - It is one and half miles from 15th to 42nd; there are different districts. At 15th to 17th there are double loaded blocks which work well. Successful pedestrian traffic flow tends to be circular.
- Thinking about local design standards, are these helpful to developers in indicating what the neighborhood wants?
 - Standards might be required, Guidelines are voluntary.
- Having worked on different main street problems all around, have some slides to show?
 - Building the right business mix for the Broadway district
 - Portland is unique
 - As a tourist destination, and draws in new residents
 - Neighborhood districts have diversity, eclecticism
 - Broadway has a good historic core to work with
 - A mix of businesses: physical environment, the 4 food groups (caffeine, carbs, alcohol, and fat), entertainment, socialability, retail-service, multi-market (competitive), and anchor businesses.
 - E.g. Fremont-Beaumont - a good job of marketing their independent retailers.
 - Discussed neighborhood where the demographic includes families with children, catering to a well-heeled demographic. Clothing brick & mortar. A potential niche: small general merchandiser to co-locate with Fred Meyer. Restaurants, Coffee, Health & Wellness, Beauty services, Professional services.
 - Discussed audience questions about Farmers Markets. Discussed schools.
 - Discussed audience question about turnover? Turnover is part of retail, it is healthy to refresh the mix. Many square footages are under 2,000sf, some tend to be showrooms for a bigger inventory online.
 - Discussed audience comment about the Swift Lounge and Capitol being very popular. DJ commented 97232 has the highest percent of millennials in Portland.
 - Talk to successful neighborhood businesses, ask them what would complement their business, ask them who do they know. Networking.
 - E.g. downtown Oregon City. Reversed a one-way grid, they worked for years on their main street. Now, 28 restaurants, 29 businesses, a destination. Audience comment: also they are working on a national monument, the Falls.
 - E.g. Montavilla – smaller, more quaint, more affordable area. Restaurants, bars, convenience, retail, services, for the neighborhood.
 - Design code guidelines: one place these can help is with business signs.
 - The Broadway District
 - Walk down the street, and think like a customer
 - Where is Broadway the strongest? Look at 15th-17th where all four corners are activated with restaurants and coffee. Clusters give customers choices. Anchors? Broadway has a lot of restaurants that are fun and eclectic. Discussed audience question re: encouraged by comment about getting outsiders out of their cars, wonders if a central parking garage for cars would help, and help get the cars out of the neighborhoods too? Discussed what can slow down traffic? When businesses are eye-catching it helps with that.
 - Where else is the energy? E.g. art-deco building. DJ comment: double loading corners are a good point; this is a real challenge; density not just the mix. Connect with property owners? Discussed audience question

about whether trying to attract more affluent customers is gentrification? A local business's first customers are the neighbors--strengthen this if possible. A goal of a business mix should be responding to the needs and wants of customers and the neighborhood. Discussed audience question about double-loading? This is where businesses are on both sides of the street. Audience question about 3 lanes apart making a difference? Shoppers are looking across the street too, asking themselves if they should keep going, or go home. Visual cues & interest, continued energy.

- Breaks in the flow, or large blocky building forms? Are there areas where styles and uses are not conducive to retail--then don't start there.
- Look at what you have, to build on and to market. E.g. there are a number of health & fitness uses, lots of outstanding locally owned businesses. Celebrate and promote.
- Concepts: Business synergy for clustering. Talk to your entrepreneurs, invite them to join a business development committee. Help businesses with signage clean-up. Blade signs are designed to be seen by pedestrians. Soft green touches are an easy first step, e.g. planter boxes and brightly colored outdoor furniture. Landscaping buffers, and softens. Vacancies are an opportunity to influence the business mix. Identify potential development sites. Imagine mixed uses, a restaurant row, a marketplace. Market position and brand identity can help define where a shopping district begins and ends.
- E.g. downtown Hillsboro. Market Survey, research, etc.
- Discussed audience comments about seeing Broadway not just a neighborhood place but also a traffic venue to I-405, about the Lloyd music venue, about waiting and uncertainty for businesses and millennials wanting active things? Don't wait; the market is changing all the time. Talk to the businesses about who is coming in, ask if they are getting customers from the thru traffic too.
- Audience comment: planters etc. show you have reached a special destination, and are not expensive. DJ comment: lighting and planters can indicate transitions as well.
- Discussed audience comment about Montavilla and the couplet stuck with for a long time. Responsive to the people who live there.
- Activate spaces in different ways, e.g. food carts, pop-ups, make it appealing. Grass roots, research.
- Big picture: consider the Main Street model. It is a State program with 80 participants around the state. Alberta won a national award this year. The program has a broad approach: landscaping, business mix, real estate/events, community. Success with all elements. Main Street coordinator Sheri Stuart potentially a resource?
- Break it down. What is the next block we can pilot? E.g. beautification: get 50 volunteers in a day for plantings, painting storefront doors.
- DJ comment: the north part of Broadway includes Irvington, Grant Park, other parts Eliot etc. We should consider a coalition where we all work together? DJ encourages all to attend the LUTC meetings, 6:30pm-8:00pm the third Tuesday of every month, at Holladay Park.

- DJ and Dave thank everyone for attending.

Adjournment at 8:52 p.m.