

Hawthorne Vision, Special Buildings + Key Sites Meeting

Notes 11/29/18

50 Attendees

EXPECTATIONS/GOALS/CONCERNS/GOALS

- Understand scope of project - business district: SE 11-60th

Concerns:

- Concern about development removing what we love about neighborhood
- Concerns about impacts of development, noise, access to businesses
- Concern that design process doesn't include people
- **Concern about imposing new character on these historic corridors**
- Concern about historic designation and impact on transport and housing
- Concern new mixed use is not being designed as efficiently as older examples of mixed use
- **Architectural diversity is good but concerns about what we are losing**
- **Concerns about the "canyon effect. Feels oppressive, ruins human scale of blvd**
- **Displacement/affordable options for diverse users**
- Concern over four lanes on Hawthorne
- Concern about Sustainability urban heat island impact/loss of trees
- Concern that neighbors are marginalized

Goals:

- Enhance diversity and keep multi-generational living options
- Want more input on design, amenities, etc. with developers early and NA's and business association
- Want to know how city is working with neighborhood and business associations
- What are goals for evolution of the street not just the businesses?
- Tools/incentives to help with updates to historic buildings
- **Want to know how we can be more effective in participation**
- **Community nput on City Policy Processes is key**

POLICY PROJECTS TO WEIGH IN ON

- URM – unreinforced masonry buildings project
- Historic Resources Code Update
- DOZA – Design Overlay Zoning Amendments – New Design Standards and Guidelines
- Better Housing by Design
- Neighborhood Contact Code Update

STRATEGIES

- Partner with owner-developers on goals
- Tour of Key Development Sites

SPECIAL BUILDINGS

- Add buildings with cultural value – Linus Pauling House

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KEY SITES

- How do we define Key Sites? Vacant, underdeveloped/underutilized, prominent location (corner/gateway, etc)
- Note of caution on term "underutilized" as underutilized spaces can mean a great garden or public space.
- Hankins Hardware Vision – workforce housing with community room on top
- 5 or 6 tiny spaces with shared restroom
- Note adjacent uses when considering development on these sites to be sensitive to these and to relate to best character examples nearby and in the area.



HAWTHORNE IDENTITY

COMMUNITY BRAINSTORM

- Bridge to Mountain
- Draw for all in PDX (and beyond)
- Active
- Funky
- Mini Haight Ashbury
- Neighborly
- Historic Hawthorne
- Authentic
- Eclectic
- Comfortable
- Endangered Architecturally
- 42 Unreinforced Masonry Buildings (URMs)
- Brick and Masonry
- Street Musicians
- Sustainable
- Human Scale
- Shopping Destination
- Homeless
- Creative
- Part of my childhood
- Episodic – corridor changes as it stretches – has transitions from more urban to less urban
- Buildings challenged to update code so remain vacant or unimproved (nicknamed “BDS blight”)

“From the Hawthorne Bridge to Mt Tabor Park, Hawthorne Boulevard offers more than 50 blocks of shopping, dining, and services.”

“The thriving “Main Street” linking many of Portland’s most colorful neighborhoods, historic Hawthorne Boulevard offers an eclectic, pedestrian-friendly mix of creative locally-owned boutiques, favorite eateries, people watching, entertainment, and nightlife.”

- Travel Portland website



SMAL GROUP NOTES

Special Places/Special Character Buildings

The group generally agreed with the list as presented, but needed more time to review it thoroughly.

Suggested Additions:

3445 SE Hawthorne — currently houses a children's shoe store and a toy store

Butternut Condo building — Between SE 50th & 51st

5051 SE Hawthorne — currently houses Tabor Bread

Mt Tabor residents in the group noted that the mix of mostly small scale commercial between SE 50th & 51st provides a good transition between larger commercial spaces to the west and the residential blocks to the east.

Concerns re: Recent Development

Loss of sunlight and the ability to grow food for residents living behind new, 4-5 story buildings.

Possible solution: allow higher density on the south side of commercial corridors with slightly lower buildings on the north side adjacent to residences.

Can the community make a difference?

How can the city codify incentives that guide developers to do the “right thing”?

What can we add to the base zone in the Community Design Standards being proposed under DOZA that will help preserve special character buildings and ensure new buildings will respect and reference the character and context remaining along Hawthorne?

How can Hawthorne/Division Guidelines influence new Community Design Guidelines?

How can Hawthorne/Division Guidelines make a difference even if voluntary in nature?

Note: Kathryn Hartinger, project manager for DOZA, provided an explanation of the two-track system of Design Standards and Guidelines currently in place and mandated by State law as well as City code. She stressed the importance of adding key items to the base zone in the new Community Design Standards

Key Sites

People not familiar with all of the identified Key Sites.

Suggested Addition: 3239 SE Hawthorne currently houses COIT Cleaners (carpets, rugs, etc.) and the adjacent land to the west that houses a number of food carts

4904 SE Hawthorne currently home of the Eagles Club

SE Hawthorne between 45th & 46th (south side of the street) — area around 4516, the site of the 7-11.

Planning for Future Development/Construction

Neighbors expressed concern about potential toxicity due to construction. They are already familiar with DEQ's role in overseeing contamination from lead paint and asbestos.

Potential Problem: How to determine if DEQ requirements for safe handling of toxic materials are being adhered to on a project site. State law does not require that residences near commercially zoned properties be notified of how abatement of these toxics is being managed. That is a loophole that needs to be corrected at the State level if nearby residences are to receive the same kind of notices that their neighbors receive when a demolition/construction project is being carried out on a residentially zoned site.

Interim Solution: Encourage nearby residents or other neighbors to become site monitors to watch for For Sale signs, permit activity on BDS website and Portland Maps. Become familiar with DEQ regulations re: management/disposal of toxics. Be prepared to approach contractors/developers as construction begins and to contact BDS if regulations do not appear to be followed. Work with neighborhood association to gain additional support.

Concerns were expressed about displacement of businesses and residences if these sites develop.

Strategy Ideas (We ran out of time so I tried to recap ideas from earlier in the discussion.)

1. Look over Special Character Buildings and Key Sites lists to identify potential additions and deletions.
2. Become familiar with Hawthorne/Division Design Guidelines. Identify key items for inclusion in DOZA Base Zone and be prepared to lobby.
3. Work with your neighborhood & business associations to consider ideas for preserving Special Buildings and ideas for redevelopment of Key Sites.
4. Approach property owners where appropriate to discuss the community's vision for Hawthorne Boulevard along with the role these properties could play in furthering that vision.

Note Taker: Linda Nettekoven

SMALL GROUP SUMMARY

Concerns/Priorities:

- New housing is NOT affordable
- Minimizing light impacts
- Maintain a human feel
- Open spaces/plazas to make density work
- Plazas are needed – can there be incentives returned?
- Poor people need parks too
- Encourage consideration of main street patterns
- Need incentives for affordable housing and commercial spaces
- Transportation – narrow corridors – bad in emergencies?
- Lack of Holistic approach – want to address the whole not just pieces
- Notable that FEMA makes it a priority to secure historic buildings as a first step in disasters
- Maintaining the job/housing balance is important, example: 4511 Hawthorne is slated for 5 story development potentially losing approximately 40 neighborhood serving businesses
- More open space
- Prioritize some sites before you start tearing down special buildings
- Some want housing above all else, many others are concerned that this is an unbalanced approach that doesn't consider many other community priorities enough
- Strategies/Values: Competitive, monetary significance, contextual are important values – build on these but go forward

SMALL GROUP 2 (Brian, Laurence, Anita, Doug + 3-4 others)

SPECIAL BUILDINGS

- Bias against anything preserving one story buildings that could be 3-4 story buildings or preserving just the façade
- Are there other sites that should be built on first before demolishing special one-story buildings?

KEY SITES

- Tour Key Sites
- What are Adjacent Uses?
- Strategy? Accommodate small biz, professional offices that get displaced

Concerns/Issues

- Problem that City is not co-ordinating with DDI Guidelines
- How to Incentivize courtyards in new Development?

SMALL GROUP 4 (Debby, Michael, Jeff, 4-5 others)
(Note some of these are repeated above in overall summary)

Goals:

Preserve Chavez West
Build in Context

Concerns:

- Light impacts
- Spaces that make us feel human
- Exit routes in the event of disaster
- Lack of a holistic approach to issues
- Loss of a neighborhood association voices
- 47th-50th and Hawthorne – Bermuda Triangle – 18 bars

Note that FEMA gives priority to historic buildings if a disaster occurs
Flexibility of older buildings

- **Where do we want larger developments?**
- **What drives different developers – securing land (competitive)**

STRATEGIES

- **Court developers to talk to DDI**
- **Partnerships bring equity**
- **Build a team**

KEY SITES

- 4511 Hawthorne – whole block ready for development – consider adjacent uses - west side apt building on HRI, keep some professional offices, plaza?
- Eagles Building – 50th/Hawthorne – Plaza?

HAWTHORNE IDENTITY

- Competitive, monetizing character value – build upon these values

REGISTRATION SURVEY CONCERNS/INTERESTS/GOALS

- 5 story building and min. parking
- Support Historic renovation and preservation balanced with property owners rights and development kept within parameters and Hawthorne character. Property owner and small business owner @ 1222 se Division st.
- our business was on Hawthorne from 1993 till 2000, when we moved to se Division st. Also have lived within a few blocks of Hawthorne for 15 + years since 1987.
- Developing a variety of jobs on Hawthorne to make this area into a complete live/work/play neighborhood for people of diverse backgrounds, interests, and economic status.
- keep character of new buildings compatible with existing fabric and patterns
- Homeless, different types of business, gingerification, rent, scale of buildings, paking
- I hope that it will retain its character, its historic buildings, its largely "lower profile" in the heart of the commercial district (30's) and not become "another Division" with 4- or 5-story characterless structures.
- Maintaining its character while growing.
- That the exhaustive DDI process help facilitate these issues on an even grander scale, and that differences in concerns be worked out in a conciliatory process, honoring history and character that has forged this community identity, while moving inward to meet needs of today & tomorrow.
- Mass gentrification, parking, loss of feeling of place, loss of character, housing for low and middle income folks, ability of existing businesses to survive
- Cleaning it up, re-creating its appeal, getting all vacant commercial buildings occupied.
- Maintaining local art & culture in our SE Neighborhoods
- Preservation of historic structures and small businesses
- Making sure that small businesses continue to have an affordable place to participate in our economy.
- That we don't lose its historic look and feel.
- Same goal I had for the Hawthorne Transportation Plan 20 years ago: for it not to be screwed up.
- Increase livability, create spaces that foster community.
- That the character of our neighborhood not be damaged further by buildings of a size and design not compatible with existing structures. Also, I'd like to see affordable housing--real affordable housing for families-- included in any new development.
- Building more housing along transit Corridors and in Centers.
- Preservation
- Preserving historic character and livability, balanced with the need to accommodate new growth.
- Just attending to listen and track conversation