

Phillip Brown
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Majestic Realty
13191 Crossroads Parkway North, Sixth Floor
City of Industry CA 91746

October 30th, 2014

Dear Mr. Brown,

We are writing as the Land Use and Transportation Committee for the Boise Neighborhood Association in regards to your proposed new development at the corner of Martin Luther King Blvd. and Alberta Street.

We are pleased to have a development continue the spirit and growth of Vanport Square. The site plan you have presented appears to intend to create a functional addition to the neighborhood with the building and parking locations. This site is an important gateway and neighborhood hub for activity.

We are concerned however about the lack of activation at the corner of MLK and Alberta Street in the proposed design of the first grocery store building. By facing the main entry of the grocery store towards the north parking lot, you are missing the opportunity to activate the corner and Alberta street face. It is unclear if you propose storage and back of the house functions along Alberta. If so the street-level windows required by the zoning code will be looking into storage. Either way, this design does not contribute to the lively streetscape that has sprouted along Alberta and in fact makes the street less safe.

Alberta Street is a dynamic pedestrian corridor and this street-front and corner should be activated by this project. Development to the east and west of this site along Alberta over the coming years will significantly increase pedestrian activity. As such, we feel it is imperative to have the entry at or near Alberta Street. Furthermore, the windows along Alberta Street should look into active space (people inside). The majority of windows facing both streets should be clear and looking into the store, not covered with signage. Eyes on the street make the neighborhood safe. Looking into your store will be good advertisement.

There are numerous citations in the City of Portland's *Community Design Standards* dictating that the orientation of this project be to the street. Among them are:

33.218.010 Purpose

- A. Ensure that new development enhances the character and livability of Portland's neighborhoods
- D. Enhance the character and environment for pedestrians in areas designated as design zones

33..218.140 Standards for all structures in RH, RX, C and E Zones

C. Reinforce the Corner

- 4. A main entrance must be on a street-facing wall and either at a corner or within 25 feet of the corner.

F. Main Entrance

1. Location of Main Entrance. The main entrance of the primary structure must face the street lot line. When there is more than one street lot line, the entrance may face either of them or the corner.

Your current design also does not adhere to the following sections of the *Community Design Guidelines* that have been imperative to creating active commercial corridors in Portland:
E3.D – The Sidewalk Level of Buildings: Locate active indoor uses in areas with ground floor windows adjacent to sidewalks and public places.

E4: Corners that Build Active Intersections: Create intersections that are active, unified and have a clear identity through careful scaling detail and location of buildings, outdoor areas and entrances.

D2: Main Entrances: Make the main entrances to buildings prominent, interesting, pedestrian accessible and transit oriented.

If you plan to utilize the Community Design Guidelines, rather than go through the Design Review process, then you must meet the above conditions. If the grocery store entry and windows cannot be located on Alberta, we support your alternative suggestion of creating a separate retail space at the corner and securing a tenant that would orient their business to embrace and welcome visitors from Alberta. Another alternative is to take 2 or 3 of the retail spaces you are providing in the second phase north building and put them along Alberta Street.

MLK and Alberta is at the nexus of two Main Street Corridors identified in the City of Portland Comprehensive Plan, supported by the PDC, with related Portland Zoning and Metro plans supporting pedestrian focused development along these corridors. We feel that your current design has the potential to degrade the MLK and Alberta corridors because it does not put active windows on both of these streets. Please consider the concerns and recommendations outlined above to create a more successful development, in line with the neighborhood, city, and regional design standards and goals.

Thank you in advance for your consideration of these ideas. We look forward to seeing your project move forward.

Sincerely,

A handwritten signature in black ink that reads "Stephen Gomez". The signature is fluid and cursive, with a long horizontal stroke extending to the right from the end of the name.

Stephen Gomez

Boise Neighborhood Land Use and Transportation Committee Chair

Copied:

Portland Development Commission: Susan Kuhn, KuhnS@pdc.us

City of Portland Planning Department: Staci Monroe, staci.monroe@portland.gov

Colas Construction: Andrew Colas, andrew@colasconstruction.com

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