

April 20, 2018

To: Mayor and City Council:

Subject: Testimony supporting the proposed West Salem zone code cleanup amendments.

I have followed and participated in planning the Edgewater District for around 30 years, including two terms on WSRAB. I followed the progress of these amendments as an owner of 5.5 acres in the Edgewater/Second Street Mixed Use (ESMU) area. 4.7 acres of that will be available for reuse/redevelopment at the end of this year when Oregon Fruit Products relocates to Madrona Street. These amendments are very timely for encouraging and shaping emerging opportunities in West Salem.

My comments are specifically regarding the ESMU, Chapter 535. I am supportive of the amendments to Chapter 525 and 556 as well. Adopting these amendments will improve each of the areas and contribute to the synergies between them. The amendments include provisions reducing impacts on existing and adjacent uses.

There are three provisions of the amendments that are particularly significant:

- **Consistent zoning for the entire ESMU.** Currently there is a complex potpourri of zones and overlay zones that sometimes seem arbitrary and can delay development.
- **Continued use and continued development provisions.** Thoughtful provisions that preserve the value of existing development and protect jobs.
- **Comprehensive, diverse permitted uses and unifying design standards.** Consideration of what fits the area, prior studies and plans, such as the Edgewater Action Plan. Mixed-Use development is permitted but isn't demanded. Design standards that will harmonize the neighborhood, support both pedestrian and vehicular access and maintain compatibility with adjacent uses.

The proposed amendments are the product of extensive listening to the community. I was included in stakeholder interviews and attended many public outreach meetings and WSRAB meetings. I've been impressed with how virtually every comment was recognized and seems to have left its footprint on the amendments.

Thanks for considering my comments.



Paul Gehlar, Member
PDQ Investments, LLC.