

Pearl Neighbors for Integrity in Design
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FOR IMMEDIATE RELEASE

July 15, 2019

**Pearl District neighbors and businesses band to fight
unreasonable development plans**

*The Pearl Neighbors for Integrity in Design is challenging a development which tests the limits
of planning, safety and livability*

PORTLAND, Ore. — July 18, 2019

The Pearl Neighbors for Integrity in Design (PNID), a group of concerned residents and businesses in the Pearl District, is opposing the proposed development plans for a 23-story mixed-use building in the South Pearl. The group is preparing for the Design Commission Hearing scheduled for this Thursday, July 18th, where they will present a long list of reasons why this proposal is setting a poor precedent for the future development and livability of this South Pearl neighborhood..

The proposal, LU19-145295 DZM, put forth by Vibrant Cities, the Seattle, WA, based developer, is proposing a 250' foot high building (known as a "Super-Tall") which includes 170 hotel rooms and 110 dwelling units on a 10,000 square foot quarter block lot at the corner of NW 12th Avenue and NW Flanders Street, which is soon to become a major two-way Greenway Bike Path leading to the bike/pedestrian bridge over I 405 . If this application is approved, the traffic congestion caused by the proposed Hyatt Hotel, Residences and loading docks on NW 12th Avenue would endanger the safety of the users of the bike path and pedestrians. This quarter block site cannot safely accommodate the intensity of use caused by 280 individual units planned by this developer.

Vibrant Cities, the same developer, will also be appealing a Type II Staff Decision of Denial for a proposed building on the northwest corner of N Williams Avenue and N Fargo Street in the Albina Community Plan District, LU 18-174119 DZM on the same day at 12:35 on the 18th of July.

The lack of human scale of the building and the poor massing of its design and the out of context materials make it a poor fit for this South Pearl unique post-industrial neighborhood. The failure to provide any on-site parking, while eliminating the 39 public parking spaces presently occupying this site, will further add to the traffic congestion in the neighborhood and discourage visitors from coming to the restaurants and shops in the area.

“This is a precedent-setting development, and not in a good way. This proposal threatens the architectural integrity and livability of our post-industrial neighborhood. Our list of grievances against the proposal is long and thoughtful and we look forward to sharing it at the design review.” says Cliff, President of the Pearl Neighbors for Integrity in Design, PNID.

Building on the strong opposition to the development, the PNID is planning a large citizen gathering at the upcoming Design Commission Hearing scheduled for Thursday, July 18. The hearing will take place at 5:00PM at 1900 SW 4th Avenue, 2nd floor and is open to the public.

About Pearl Neighbors for Integrity in Design

Pearl Neighbors for Integrity in Design (PNID) is a community charitable 501(C) (3) corporation, made up of Pearl District residents and business owners. The PNID was formed in the summer of 2018 for the purpose of protecting and enhancing the livability of our diverse, vibrant neighborhood by promoting human scale, well-designed architectural development, which enhances and complements this unique post-industrial neighborhood.

Learn more at www.pearlneighbors.org or call Patricia Cliff at 917-699-9159.

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