CITY OF

PORTLAND, OREGON

OFFICE OF THE CITY AUDITOR

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MEMORANDUM **VIA EMAIL**

Date: April 2, 2009

To: Portland Planning Commission,
c/o Joan Hamilton, Bureau of Planning and Sustainability

From: Andrew Carlstrom, City Elections Officer

CC: Mayor Sam Adams
Commissioner Nick Fish
Commissioner Amanda Fritz
Commissioner Randy Leonard
Commissioner Dan Saltzman
Auditor Gary Blackmer
Kurt Krueger, Bureau of Transportation
Martha Guembes, César E. Chávez Boulevard Committee

Re: Street Renaming Postcard Survey Results

1. Background

As required by City Code Section 17.93.040 D, this office is reporting to Planning Commission the results of the street renaming postcard surveys for Broadway, Grand Avenue, and 39th Avenue - the three proposed streets specified in the application submitted to the City Engineer by the César E. Chávez Boulevard Committee.

Survey mailings were mailed to legal owners and occupants of properties abutting Broadway, Grand Avenue, and 39th Avenue on March 2, 2009. As required by Code, postcards were due to the Auditor no later than 30 days, or 5:00 p.m., April 1, 2009, to be tabulated and reported to Planning Commission.

In addition to the survey postcard, survey mailings contained: basic information on the street renaming process; and information on upcoming hearings of the Historian Panel, Planning Commission, and City Council (complete mailer example attached to this memo).

The tear-off survey postcard provided recipients the opportunity to mark their support or opposition to the proposed street renaming. The 39th Avenue survey is shown on Page 2 of this memo as an example.

Survey on proposed street renaming of 39th Avenue

Please check one of the following:

☐ I support renaming 39th Avenue to "César E. Chávez Blvd."

OR

☐ I oppose renaming 39th Avenue to "César E. Chávez Blvd."

Your response will be tabulated and reported to the Planning Commission if the City Auditor receives your postcard no later than 5:00 p.m., April 1, 2009.

2. Results

This office has tabulated all street renaming postcard survey responses received by 5:00 p.m., April 1, 2009. "Other" responses were those responses where either both or no boxes were checked on the postcard. The results are as follows:

	Support	Oppose	Other	Total Received	% Support	% Oppose	% Other	Total Sent	Return Rate
Broadway	73	1276	2	1,351	5.4%	94.4%	0.1%	3,289	41.1%
Grand Ave	69	372	3	444	15.5%	83.8%	0.7%	1,030	43.1%
39th Ave	91	694	6	791	11.5%	87.7%	0.8%	1,658	47.7%

3. Applicable City Code

17.93.040 Review of Application and Public Hearings.

(Amended by Ordinance No. 182389, effective January 2, 2009.) Upon receipt of the applicant's packet, the City shall process the application as follows:

* * *

D. Concurrent with the Historian Panel review under Subsection C. of this Section, the Auditor shall conduct a postcard mailing survey of each legal owner and each legal address abutting the street in question, notifying them that there will be public hearings by the Planning Commission and City Council regarding the proposed street renaming and requesting the occupant and owner's input within 30 calendar days, as to the proposed name change. The Auditor shall also receive and tabulate all responses to the postcard survey and forward the results to the City Planning Commission.

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Proposed Street to be Renamed: Broadway, Grand Avenue, or 39th Avenue
Proposed Name Change: César E. Chávez Boulevard
Name of Applicant: Marta Guembes
Organization: César E. Chávez Boulevard Committee

For more information on the street renaming process, go to the City of Portland website: www.portlandonline.com, or call the City of Portland, Bureau of Transportation at (503) 823-5185.

Street Renaming Survey (Tear-Off Postcard in This Mailer)

The City of Portland is required to survey residents and property owners of the proposed streets. Attached to this mailer is a tear-off survey postcard on the proposed street renaming. Please tear off your completed postcard survey and mail it (no postage is required). The City Auditor will report the survey results to the Planning Commission. **Postcards must be received by the City Auditor no later than 5:00 p.m. on April 1, 2009 to be tabulated and reported.**

Public Hearing Dates and Locations

Please note that public testimony is invited at all public hearings.

1. Historian Panel.
A 3-person Historian Panel appointed by City Council will conduct three public hearings (March 23, March 30, and April 6) and one public meeting (April 20) on the historical significance of the proposed street renaming. At the final meeting on April 20, 2009, the Historian Panel will make a final determination to present to the Planning Commission regarding the proposed street renaming.

- **Historian Panel Hearing Discussing Grand Avenue:** March 23, 2009, 6:00 – 9:00 p.m., Metro Regional Center, 600 NE Grand Ave., Portland, OR 97232-2736.
- **Historian Panel Hearing Discussing Broadway:** March 30, 2009, 6:00 – 9:00 p.m., Metro Regional Center, 600 NE Grand Ave., Portland, OR 97232-2736.
- **Historian Panel Hearing Discussing 39th Avenue:** April 6, 2009, 6:00 – 9:00 p.m., Hollywood Theater, 4122 NE Sandy Blvd., Portland, OR 97212.
- **Final Historian Panel Meeting:** April 20, 2009, 7:00 – 9:00 p.m., City of Portland, Portland Building, 1120 SW 5th Ave., 2nd Floor Auditorium, Portland, OR 97204.

Submit written comment or testimony for Historian Panel hearings to: streetrenaming@ci.portland.or.us; or Historian Panel, c/o City Auditor, 1221 SW 4th Avenue, Room 140, Portland, OR 97204.

2. Planning Commission.
City Code requires Planning Commission to make a recommendation to the City Council on the proposed street renaming. The Planning Commission will conduct a public hearing on the proposed street renaming on the following date:

- April 28, 2009, 7:00 p.m., City Council Chambers, 1221 SW 4th Ave., Portland, OR 97204.

For more information on the Planning Commission, go to www.portlandonline.com/planning or call (503) 823-7700.

3. City Council.
The City Council will make the final decision on the proposed street renaming. The City Council will also conduct a hearing but that has not yet been scheduled.

The City of Portland will make reasonable accommodation for persons with disabilities. Please contact the event sponsor by phone at least five (5) business days prior to the event. Historian Panel Hearings: 503-823-5185. Planning Commission Hearing: 503-823-7700. TTD Phone: 503-823-6868. Oregon Relay Service: 1-800-735-2900.

Tear off your completed postcard survey and mail it by March 27, 2009 (no postage is required)

Survey on proposed street renaming of 39th Avenue

Please check one of the following:

☐ I support renaming 39th Avenue to "César E. Chávez Blvd."

OR

☐ I oppose renaming 39th Avenue to "César E. Chávez Blvd."

Your response will be tabulated and reported to the Planning Commission if the City Auditor receives your postcard no later than 5:00 p.m., April 1, 2009.

Office of the City Auditor
1221 S.W. 4th Avenue, Room 140
Portland, Oregon 97204

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US POSTAGE
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PERMIT NO 653

RETURN SERVICE REQUESTED

Proposed Street Renaming: Survey and Notice of Public Hearings

Mailed March 2, 2009

The City of Portland Bureau of Transportation has received an Application to Rename a City street "César E. Chávez Boulevard."

- Three streets are being considered for the proposed street renaming: Broadway, Grand Avenue, and 39th Avenue.
- Inside this mailer: details on street renaming public hearings, including dates and locations.
- Inside this mailer: tear-off postcard survey on the proposed street renaming (results will be reported to the Planning Commission).

CITY OF PORTLAND
OFFICE OF THE CITY AUDITOR
1120 SW FIFTH AVENUE
PORTLAND OR 97204-9624

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