



Beaumont-Wilshire

Beaumont-Wilshire Neighborhood Association (BWNA) www.bwna.us

March • April 2013

April 8th Taste of Beaumont—New Venue, New Approach

By Al Ellis

As usual, the popular Taste of Beaumont/BWNA Elections General Meeting will be held this year on the second Monday evening of April, beginning at 6:30PM. But some changes are in store. Based on input from last year's event, the BWNA Board has voted to move the event to a roomier venue and implement some logistical improvements:

1. For the past several years, Bethany Lutheran Church's Fellowship Hall has been the venue for Taste of Beaumont. But as turnout and the size of the Beaumont Middle School band have increased, the room has become woefully inadequate to accommodate the crowd, musicians, and vendors comfortably. Thus, it was decided to shift back to an earlier Taste of Beaumont venue—the Beaumont Middle School cafeteria. Although nowhere as "homey" as Fellowship Hall, the cafeteria has ample space for the Beaumont Jazz Ambassadors to perform, for attendees to line up for cuisine samples, and for each person to have a chair at a table.
2. Along with the overcrowding has come a shortage of food. In an effort to remedy the problem, participating restaurants and cafes have been asked to increase the portions they donate, and BWNA has allotted funding to purchase additional food to supplement the cuisine samples.

The purpose of Taste of Beaumont is two-fold: to bring neighborhood residents and local businesses together in a spring celebration and to motivate neighbors to fill vacant



Taste of Beaumont 2011

Board positions (of which there are currently four). However, last year a good portion of the crowd had already left the premises prior to the elections being held, and none of the vacant positions were filled. A big part of the problem was that the band had been scheduled to play at the beginning of the evening, with the result that many people only stayed long enough to eat and listen to the music. It was also very difficult for people to converse while eating with the band playing simultaneously. The remedy—a change in the order of activities.

This year the band will play a couple of pieces at the very beginning of the event—from 6:35PM–6:45PM. Band members will then enjoy a leisurely meal and not return to complete their set until after elections have been held. This will provide time for people to eat their meal, converse in relative quiet, and hopefully remain for elections. Following the band's set the remainder of the general meeting will ensue, including a neighborhood crime report and updates on community issues and events.

The food and refreshments are free of charge, and a raffle will be held at the end of the meeting for prizes donated by merchants. Mark your calendars now.

GULLS COMIC STRIP





President's Message Season of the Mensch

By Al Ellis

Like people, organizations need periodic boosts in body and spirit. It may be as naturally predictable as the advent of spring, with its kaleidoscope of colors, soothing temperatures, and symbolism of hope as reflected in Easter and Passover rites. On the other hand, it could be a chance occurrence (what some might call "fate"), such as that one beautiful day of weather that just happens to correspond with an outdoor event that has been planned for months. More often than not, rejuvenation begins with

personal initiative, be it of our own making or someone else's. We draw inspiration from self-initiated achievement, especially when the accomplishment not only benefits the achiever, but contributes to the community as well—a value at the heart of BWNA.

There's a Yiddish-derived word for the kind of person who does good for others and is universally admired for it—a "mensch" (plural = "mensches"). Yiddish is a vernacular language invented centuries ago by oppressed Jews living in the imposed ghettos of Central and Eastern Europe, and later Russia, and is replete with examples of sardonic humor; but "mensch" stands out as a paradigm of the positive, evolving in English to refer to any person, male or female, exemplifying the best that humanity has to offer. Suffice it to say, society can never have too many of them.

Take the mensches responsible for bringing the "Welcome to Beaumont-Wilshire" sign atop the Beaumont Plaza Pizzicato. It started with Pizzicato owner Tracy Frankel's generosity and community awareness in donating the eye-catching sign in the heart of the B-W neighborhood, then sponsoring a neighborhood sign-design contest, and capping it off with covering all costs. The project motivated 15 caring residents to submit entries, running the gamut from a professional graphic artist to a 9-year-old student, each of whom received a thank-you gift card courtesy of Pizzicato.

Another example of a mensch-driven BWNA project is the Gwen MacPherson Memorial. A mensch in her own right, Gwen was always there to extend a helping hand to others, be they family, neighbors, or BWNA colleagues (in her role as Board member and Treasurer). Upon her sudden passing from cancer last August, BWNA teamed up with Gwen's family and friends to raise funds for a lasting community memorial in her memory. Donations came in from a variety of sources—neighbors, businesses, and

even from a mensch who wishes to remain anonymous. Knowing how much Gwen loved spending time with her grandchildren in Wilshire Park and actively participating in BWNA's annual National Night Out Picnic (the last event she attended prior to her death), the family suggested a tree planting in Wilshire Park. Unfortunately that was not to be, because Wilshire Park is not scheduled for plantings by Parks & Recreation any time soon. But to the rescue came the mensches from Parks &

Recreation's City Urban Forestry staff who found a way around the red tape to facilitate an April tree planting memorial ceremony at nearby Wellington Park (adjacent to Harvey Scott School). They even provided Gwen's family with a list of tree species and locations within the park to choose from. (Result: a Mountain Silverbell to be planted near the children's play area.)

At the core of any neighborhood association is a cadre of dedicated Board members who respond to neighbors' requests and concerns, organize and implement activities, and generate new ideas for enhancing neighborhood livability. That said, member attrition continues to be a problem at BWNA due to health problems, moves, and schedule conflicts. But you can do something about it. Volunteer to fill a Board position at Taste of Beaumont and help turn this spring into BWNA's season of the mensch!



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City offers opportunity for neighborhood input on future development

By Dave Anderson

Beaumont-Wilshire residents who feel strongly about the wisdom of 4-story 50-unit apartment projects without off-street parking - either for or against - have two upcoming chances to share their opinions with the city.

Not only Fremont Street, the entire look and feel of Portland's neighborhoods are at stake when the city considers its Comprehensive Plan, a 20-year blueprint for future development. Everything from skinny infill houses to new parks to the location of retail centers is on the table when the city holds an open house Saturday, March 9 from 10:00AM to 1:00PM at Beaumont Middle School.

The plan will consider how Portland accommodates future growth and where the city should invest money in new infrastructure like roads and parks. Ultimately, the plan will guide zoning and development requirements. But Debbie Bischoff, a senior planner with the city and the NE District liaison, wants residents to focus on the big picture at this first open house.

"I really want your neighborhood to think about how it fits in with other neighborhoods in Northeast," she said.

In a separate short term process, the city is considering six measures to address the controversy around apartment projects with no off-street parking. The biggest change would require new apartment buildings with 41 or more units to provide one off-street parking space for each four units. For the planned Beaumont Village Apartments, that would have meant 13 off-street spaces if the rule was in effect when the developer submitted plans to the city. But the current rules allow a 4-story building with no off-street parking. Vic Remmers, the developer of that project, said the effect of the proposed changes would be to make it more difficult to develop new affordable housing in the future.

But City Commissioner Nick Fish, who attended the February 11 general meeting of the Beaumont-Wilshire Neighborhood Association, said the staff proposal didn't go far enough. He said a 30-unit project, for example, should provide off-street parking.

"I want to say it's a start," Fish said of the initial proposal.

The other measures would require parking for projects with 41 or more units that are at least 500 feet from streets with frequent transit service; allow for reductions in parking with car sharing; allow for parking on joint use sites, such as church parking lots, within 300 feet of an apartment project; require a loading space for projects with 41 or more units; and establish size requirements for long-term bike parking.

The city's Planning and Sustainability Commission will hold a public hearing on the short-term measures at 12:30PM March 12 at 1900 SW Fourth Ave., Room 2500A.

The earliest the city might put the new measures into effect could be May, said Matt Wickstrom, the city planner heading up the effort.

In the big picture, the city has a draft of goals, policies and an urban design framework for the Comprehensive Plan. From April through June, the draft will be applied to the neighborhood level. For example, city officials will look at how the Beaumont business district along Fremont Street will look in the future. A draft of the more detailed picture will be available for discussion in the fall, barring budget cuts that could delay the process.

Bischoff said she is aware of the special concerns raised by the Fremont apartment issue. For instance, the city will consider whether it should require ground-floor retail stores in commercial districts like Fremont. Currently, it does not, so the developer of the Fremont apartments was not required to include retail.

In addition, the city would consider whether 4-story buildings are appropriate for Fremont Street, or whether they should be limited to three stories. Officials will also look at whether there should be some "stair-stepping" of taller buildings so they don't look down on single-family houses. The city will ask Metro, the regional government, for a grant to work on those specific issues, Bischoff said.

In the meantime, Bischoff asks that residents focus on what roles Beaumont-Wilshire and the Fremont Street business district play in the larger future of the city.

"That's what we need people's input on, a guiding policy level," she said. "It's hard because people want to get right to the solutions."

Don't miss it!

Portland's neighborhoods are at stake when the city considers its Comprehensive Plan, a 20-year blueprint for future development.

Open House
Saturday, March 9th
10:00AM - 1:00PM at
Beaumont Middle School

BWNA Calendar

Sunday, March 3rd • 9:00AM - 2:00PM

Free Health Fair
St. Charles Church
5310 NE 42nd Avenue

Saturday, March 9th • 10:00AM - 1:00PM

Future Development Open House
Beaumont Middle School
page three

Monday, March 11th • 7:00PM

BWNA Board Meeting
Bethany Lutheran Church, Conference Room
NE 37th Entrance

Tuesday, March 12th • 12:30PM

Planning and Sustainability Commission Public Hearing
1900 SW Fourth, Room 2500A
page three

Monday, April 8th • 6:30PM

"Taste of Beaumont" / BWNA Elections General Meeting
Bethany Lutheran Church, Fellowship Hall
NE Skidmore Entrance
page one

Friday, April 12th

Deadline for ads and articles
for the May - June 2013 newsletter

Monday, May 13th • 7:00PM

BWNA Board Meeting
Bethany Lutheran Church, Conference Room
NE 37th Entrance

Monday, June 10th • 7:00PM

BWNA General Meeting
Bethany Lutheran Church, Fellowship Hall
NE Skidmore Entrance

BWNA's calendar is on the web!
Go to www.bwna.us and select BWNA Calendar

Hattie's Sweet Shop

By Michael Gray

By now, many of us in the Beaumont-Wilshire neighborhood have visited our new candy store. Opening in November, it has been a very popular destination – especially during the holidays with their huge selection of treats.

What most of us don't know is the background of the store, its remarkable owner, and the way Hattie's got its name – which makes this cool and unique store all the more interesting.

Tricia Leahy first started in the candy business nearly 10 years ago – without any retail experience. A chemistry major, she wasn't finding her laboratory job to be as interesting and challenging as she had hoped. Tricia had grown up with a love of baking, fostered by fond memories of holidays at her grandmother's house and the incredible homemade candy and treats that she made. She quit her job and purchased Sweets, Etc. in Multnomah Village and hasn't looked back since.

Tricia has built her business upon the same ideals that her grandmother, Hattie, lived her life by: duty, responsibility, and commitment. As a child of the Depression, Hattie was well acquainted with hardship but determined to build a happy home and take care of her family. Her gifts were cooking, baking,

and candy making (especially her fudge), and through these activities she expressed her love for those around her. Inspired by her grandmother

and utilizing her knowledge of chemistry, Tricia continues to create new and incredible takes on her grandmother's fudge. I brought peppermint and peanut butter flavors to a holiday party and they were gone within a couple of minutes!

After building Sweets, Inc. into a successful business, Tricia began looking to expand and open another store. With several friends in the area suggesting the neighborhood, Tricia came to the decision that Fremont would be a perfect spot to make her move. In honor of her kind-hearted grandmother, Hattie's was born.

The fudge alone would be worth stopping in for, but Hattie's has quite a bit more that you have to see to believe. With a wide selection of hand-dipped chocolates, rows and rows of jelly beans, taffy, lollipops, and a great selection of retro candies that you probably didn't know were still in production, this is the perfect place to pick up treats for any occasion.

If you stop in through April and mention this article, Hattie's will give you a 10% discount on Easter items.

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Apartment construction could begin soon on Northeast Fremont

By Dave Anderson

Construction on a 50-unit apartment building on NE Fremont Street between 44th and 45th avenues could start as soon as April and take 10 months to complete.

Vic Remmers, a principal of VWR Development, says he hopes to start building the Beaumont Village Apartments 30 to 45 days after the city of Portland issues building permits. The project architect, Don Sowieja, said the developer had submitted its final responses to the city in early February. Based on past experience, he said he thought the city would issue permits about the end of February or early March.

But opponents of the project were holding out hope that they could stop it or still force the plans to change so that the project fits better with the neighborhood.

"I still think this building can be modified," said Margaret Davis, one of the leaders of Beaumont-Wilshire Neighbors for Responsible Growth. The group had raised nearly \$2,000 for a potential legal fight. They retained Ty Wyman, a lawyer who is also representing neighbors in the Richmond and Kerns neighborhoods in cases before the Oregon Land Use Board of Appeals that challenge similar apartment projects without off-street parking. The board was expected to issue decisions in those two cases in late February or early March.

But Sowieja said the issues in those two cases were unique and shouldn't affect the Fremont project. He promised that the developer would be sensitive to neighborhood concerns as the building goes up. "It will go on as smoothly as construction can," Sowieja said.

But the construction company hired to build the project, LMC Construction, didn't get off on the best foot with neighbors. Clyde Zahn, project manager for LMC Construction, said in early February that he had written a letter to neighbors and would distribute it before demolition started. However, neighbors, including Barrett Automotive next door, said they never received a letter or had other contact before demolition began February 11. Chris Duffin, LMC president, said he thought letters were sent to nearly 15 property owners and couldn't explain the discrepancy.

LMC Construction of Beaverton hasn't done similar projects in Portland, Zahn said. The company website features multifamily projects in Tigard, Milwaukie and Woodburn.



The process of getting building permits from the city had not resulted in significant changes to the building, Sowieja said. The developer has no interest in reducing the height to three stories or adding off-street parking.

Remmers said he has had interest from several potential tenants of the ground-floor retail space, but has not signed any leases. The space will be designed so that it can accommodate a restaurant, he said.

Remmers said he expects the residential units to rent for at least \$2 per square foot, or more than \$1,000 a month for a 500-square-foot apartment. Although there have been recent news reports about the rental market softening, that won't affect this project.

"The opportunity continues and the need for housing in these neighborhoods continues," Sowieja said.

Remmers again asked neighbors to keep their minds open.

"I understand their concerns," he said. "I think this project is going to turn out to be a nice asset for the neighborhood when it's done."

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A poster for the "Popina Goes Hollywood" Grand Opening Party. The text reads: "POPINA GOES HOLLYWOOD" GRAND OPENING PARTY. POPINA HOLLYWOOD THURS. MARCH 7 6:00-9:30PM 2030 NE 42ND ST. A woman in a floral swimsuit is shown on the right. A speech bubble says: "Join us for the unveiling of the west coast's largest, women's swimwear boutique!". The Popina logo is also present, with the tagline "Surf in! POPINA HOLLYWOOD POPINASWIM.COM".

Bridge City Mercantile: A New Shop on Fremont

By Serah Breakstone

Bridge City Mercantile opened late last summer at 4759 NE Fremont Street under the care of owner Rachel Robichaud. Rachel is a native Northeast Portlander and spent much of her youth in and around Beaumont Village; she also worked at Amalfi's throughout high school and college. Although Rachel's background is in social work, she has long dreamed of opening a gift store where she could sell her own jewelry along with a variety of items, both local and imported. She started an online jewelry company called Plume about six years ago and through that venture gained valuable experience and support. When her youngest child started kindergarten, the time seemed right to make her store a reality.

A location on Fremont was a natural choice for Rachel and was made easier by her sister, Nichole, who owns Shop Adorn, a clothing and accessory boutique just up the street. Nichole's shop has been very successful and she knew that Beaumont Village would be a good fit for Rachel's gift shop as well. Rachel's goal for her store is to have "a little something for everyone." She chose the word Mercantile because she wanted to create a place where

you can buy a shower gift, a birthday present and an anniversary gift all in one stop. There are items for men and women, as well as children. She tries to incorporate as much local merchandise as possible and has found many amazing local artists while selling her wares in other stores.

Since opening her shop, Rachel has joined the Beaumont Business Association and is working with a marketing team to advertise and get ready for some of the upcoming Beaumont events. She looks forward to being involved in the community and understands the importance of supporting fellow business owners on Fremont. So far, the response from customers has been reassuring for Rachel; they are friendly, welcoming and seem excited about her shop.

Bridge City Mercantile is open Monday through Saturday 10:00AM - 6:00PM and Sunday from 11:00AM - 5:00PM. Rachel is often there behind the counter to welcome you, so be sure to stop by next time you're looking for a gift or just feel like shopping.



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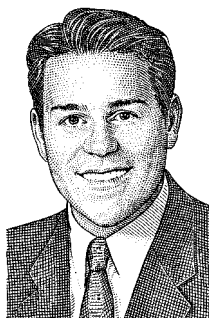


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