



Cedar Mill News

Volume 1, Issue 7

July/August 2003

Featured Business



A lot more than copiers

Cedar Mill hosts a number of non-retail businesses along Science Park Drive in the southwest corner of the community. One thing that sets Pacific Office Automation apart from the rest is that it's a family-run business owned by someone who lives in the community.

Terry Newsom founded the company in 1976, when he purchased the Portland branch of APECO, a financially ailing photocopier company. Originally called Pacific Photocopy, the firm moved from a Tigard location to their current main building at 14335 NW Science Park Drive in 1981. The name was changed in the mid-80's to reflect an expanding product line. Terry's sons also work for the company: Brooks Newsom is the Director of Marketing Services, and Fall Newsom is the Color Graphics Manager.

A large part of the company's growth has occurred through the purchase of other companies. Some of their product lines were acquired by buying the businesses that previously handled them. Fall Newsom says, "In the copier industry, the manufacturers split up the country into protected territories for distributors, so we have exclusive agreements to sell products in designated counties and areas."

The company's three divisions, Sharp, Toshiba, and Minolta, each have their own sales and service staff and each is run as a separate, competing business. "The manufacturers expect that you will move a certain amount of product when you have a territory, so we need to have our sales force be competitive. We've discovered, though, that our people aren't competing against each other that much. More often, for example, the Minolta guy will add a customer that the others didn't get to," says Fall.

"Ninety percent of our business is leasing. Companies don't really want to

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Next Meeting
Cedar Mill Business Association
August 19, 2003, 12 noon
Cedar Mill Community Library
Topic: The New Look for Cornell Road
Speakers: Alex Sander, Cedar Mill Town Center Project Manager
Ross van Lieu, Senior Planner

Join us for lunch to get details on the impact of the
Town Center Plan on businesses located on Cornell Road

FREE pizza courtesy of Papa John's
 (bring your own drinks)

The writing of Cedar Mill History

Two local women track down our pioneer roots

(Part 1 of 2 installments)

It was 1976, the year of the U.S. Bicentennial, and history was in the air. Linda Dodds had an assignment to write up an oral history for a literature class, and Nancy Olson's neighbor, Willard Bauer, had been telling her stories of early-day Cedar Mill. The two friends got the idea to put together a history of the area, and Cedar Mill History was begun.

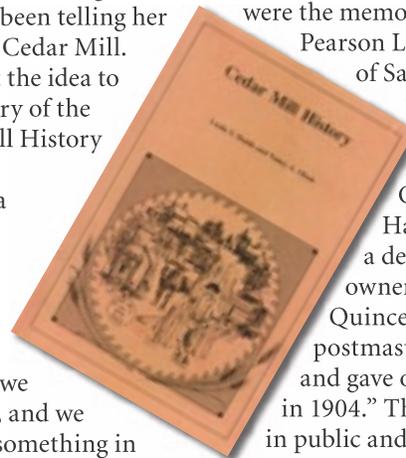
Nancy and Linda had met years before through their children's daycare. Nancy says, "Our kids were in public school by then and we had some free time, and we both wanted to do something in addition to being moms and wives. We knew it would be a commitment, but fun and rewarding. We got fired up with those early interviews and realized we had a story to research and tell. I remember both of us thinking, 'Hey, this could work. Let's go for it!'"

They began by interviewing Willard Bauer, who had a farm on Saltzman Road. He shared some old photos and put them in touch with other "old-timers." Nancy recalls, "Each inter-

view added more contacts which we pursued. Armed with some knowledge, we researched archives for any Cedar Mill information. We found invaluable notes by H. Ross Findley at the Oregon Historical Society. Equally important were the memoirs of Gertude Walters Pearson Landauer, granddaughter of Samuel Walters, the first white settler in Cedar Mill (a copy is available to check out in the Cedar Mill Library), and Hazel Young, who married a descendant of one of the owners of the cedar mill, John Quincey Adams Young. He was postmaster of the community and gave our community its name in 1904." They also found material in public and university libraries, newspaper archives, church records and many more places.

They would arrange to visit someone and then take along some of the photographs they had obtained. "It was almost like a service to these people, to be interested in their stories. They would get out some of their own photographs, and also be able to identify people and places in the photos we brought along," Nancy remembers. One would ask

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What is Cedar Mill?

In some ways you could more easily approach this issue as “What Cedar Mill isn’t.” It isn’t a city. It doesn’t have its own zip code. Its only official designation is “a census-designated place.” It’s part of “unincorporated Washington County.”

What Cedar Mill emphatically is, is a community. We have a long history for Oregon (since 1847). We have most of the shopping and services people need for everyday living. We have the Cedar Mill Community Library, the largest non-profit association library in the state. We have a rich environmental legacy of streams and forests, and a lovely waterfall. The Cedar Mill Town Center Plan has the potential to create an even more cohesive and attractive community as new development occurs along Cornell.

Beaverton has long-range plans to annex us. Since 1985, Washington County has been pursuing a policy that would get them out of the business of providing city services to unincorporated areas.

City of Beaverton Planning Services Manager Hal Bergsma confirms this, saying, “the county is urging us to look at creating annexation plans. This would take a majority of the combined vote of the citizens of Beaverton and the residents of the proposed annexation area. There is a lot of work to do before this happens. We have to complete an Urban Services Agreement with Washington County and other service providers in the area, describing how services would be provided. After that is done, we would consider preparing annexation plans for the unincorporated areas around the City, including Cedar Mill. At this point, we’re not sure if or when that will happen.”

It is current Beaverton policy to annex roads when appropriate to connect



map courtesy of City of Beaverton

the City to properties wanting to annex. When Don Morrisette’s Venture Properties developed the Peterkort Village residential project on the east side of Cedar Hills Boulevard north of Barnes Road, the entire property was annexed into Beaverton to take advantage of lower building permit fees. At the same time the city annexed Barnes Road all the way to Cornell. Beaverton has an agreement with Clean Water Services that transfers ownership of sewer and storm drain pipes less than 24 inches in diameter to the City when annexed. Now, when anyone wants to tie into the sewer within the street right-of-way to develop property along Barnes, the City’s policy is that they will first need to consent to annex the property into Beaverton.

“Part of the reason we annex roads is because the police like to be able to travel within their jurisdiction to reach the areas they serve,” says Bergsma. “That way, if citations are issued, the case can be handled by the Beaverton Municipal Court rather than going to the county courthouse in Hillsboro.”

Bergsma admits that annexation isn’t such an attractive alternative to most owners of single-family homes, because it would mean higher property taxes. “We provide a higher level of policing than is available through the County,” he states. “But it’s not enough to make a difference to a lot of people. It’s generally the developers who find it beneficial.”

There’s not much interest in incorporating Cedar Mill as a city. “We looked into it several years ago, but found it involved a tremendous amount of work,” says Elissa Ryan, a local attorney who has been active in the Cedar Mill Business Association. “Aside from defining us as a city, there just aren’t many advantages.”

So it remains up to us, the citizens and business community of Cedar Mill, to continue to define the nature of our community. Whether we become part of Beaverton or not, let’s hope we’ll always be Cedar Mill.

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Cornell/Barnes Road Projects and Business Signs

The Cedar Mill Town Center project is underway, and Washington County has scheduled the reconstruction of Cornell Road (Murray to Saltzman) and Barnes Road (Saltzman to 119th alignment) for early in 2004.

One of the first effects to be felt from the project will be on signage. Some existing business identification signs on Cornell and Barnes roads will need to be removed or relocated if they are in existing right-of-way or in right-of-way acquired for the project.

Washington County's Community Development Code regulates signs on private property. Generally, these are business identification signs visible from the street. On-site signs that are not visible to the public or are on private streets and are less than four feet in height, such as directional signs and building directories, are not regulated.

Here's what the Code says regarding signs that are regulated and may have to be moved.

- "Lawfully" established signs are those having received sign permit approval, or erected before the 1959 sign regulations ("grandfathered.") Lawfully established signs may be relocated on site subject to an approval of a Type II land use decision.
- For signs that are not lawfully established, new replacement signs must meet current sign standards.

Current sign standards applying to Cornell and Barnes roads can be summarized as follows:

- Ground-mounted signs and building mounted signs (marquee signs) are permitted. Pole mounted or

freestanding signs, while permitted in some areas in the County, are not permitted along sections of Cornell and Barnes Roads due to the "Town Center" status of this area.

- Ground-mounted signs can have up to 45-sq. ft. of text or identifying logos. They can be up to 15' high. They need to be located 5 feet behind the property line.
- The text and or identifying logos on building mounted signs are limited to 5% of the building face.

As part of the right-of-way acquisition process, the County will determine value and compensate owners for lawfully established signs, and work with the sign owners on removal of the sign. There is no reimbursement for other signs.

Although sign relocation could impose a burden on some, there may also be an opportunity within the Cedar Mill community to consider new signing reflecting a common community theme or logo. This is a chance for the Cedar Mill Business Association to "brand" our business community and begin to guide the development of the Town Center.

For more information about County sign regulations, you can contact Steve Conway, Senior Planner, at 503-846-3833. If you have a question about right-of-way acquisition, you can contact Tara Heesacker, Right-of-Way Agent, at 503-846-7876. The County project manager for the Barnes and Cornell projects is Alexander Sander, at 503-846-7817. Additional project information is available on the County's web site at www.co.washington.or.us/deptmts/lut/cap_proj/cornell.htm

History, continued from page 1

questions while the other wrote down the information. They decided against tape recording the interviews because they felt it might inhibit their subjects' candor.

Linda had begun to work on an undergraduate degree in General Studies at Portland State University. She and Nancy arranged to take an Independent Study class so they could get credit and access to University resources and have some help on the project.

Their first advisor was an English professor, Dr. Robert C. Tuttle, who helped them learn to use more descriptive words to enliven the stories. Another advisor was historian Dr. Gordon Dodds. "He taught us to put our writing into perspective, by considering what was going on in the rest of the world while events were taking place in Cedar Mill. By understanding how the pattern of events in the outside world affected our development we could make it more than just a list of families," Nancy says.

"There were a few stories that we couldn't use, because the people involved were still around," Nancy noted. "There were even rumors that Cedar Mill had a house of prostitution at one time." Given that there were probably a lot of lonely loggers around, that isn't surprising!

You can buy *Cedar Mill History* directly from the authors on the Cedar Mill website (cedarmill.org/cmbook.html). The Cedar Mill Community Library has several copies of both editions available for checkout. Excerpts from the book are online at cedarmill.org/history.

To be continued in the September issue...

Join the Cedar Mill Business Association: 2003 dues

Member name: _____

Business name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Website URL: _____

Send my meeting notices by: Email Postal Mail Fax

- Include my business in the Cedar Mill Website Business Directory (www.cedarmill.org/biz).
- Contact me about creating a web page linked from the Cedar Mill Website Business Directory.

Class One Voting Members: a person, firm, or corporation who owns business property or operates a business within the Cedar Mill area. Number of full time equivalent owners and employees in your business:

1-3 persons:	\$60.00
4-10 persons:	\$85.00
11+ persons:	\$110.00

Class Two Non-Voting Members: a person, or organization having a demonstrated interest in the Cedar Mill Business Association area and whose membership the Board of Directors approves by majority vote.

Regular Associate members:	\$60.00
Non-Profit Organizations:	\$35.00

Please send this form with your check, payable to: Cedar Mill Business Association, Inc. P.O. Box 91177 Portland, OR 97291-0177

Pacific Office Automation, continued from page 1
own their copying equipment, because it depreciates quickly. With leasing, they can get an upgraded system without worrying about getting rid of the old equipment, and for very little more cost," Fall explains.

One of the services Pacific Office Automation offers is what they call "Facilities and Asset Management." This is a comprehensive approach to the information flow in an enterprise. It can involve everything from traditional document production to electronic forms, custom software, and business consulting. "We can go into a company and evaluate the way they do things, and end up saving them money overall. Even though they may spend more in 'hard dollars,' they get increased capability, better productivity from their workers, reduced waste and storage costs, and end up offsetting their expenditure by savings in 'soft dollars,' Fall asserts."

Their industry is experiencing a tremendous rate of change now, because of the integration of computer and networking technology. "Scanning is becoming an increasingly large part of our business," Fall mentions. "We have automated systems that can handle stacks of documents. A company can scan in all their old records and turn rooms full of filing cabinets into a few CD's, which are searchable and therefore much more useful to the business."

Pacific Office Automation currently employs over 400 people in thirteen facilities, from Seattle to Medford, and just recently added facilities in Phoenix and Tucson. Nearly a third of their employees are "techs," the folks who keep the equipment running at their customers' sites. They have their own training facility in Portland to keep their people up-to-date on the technology. "We send our own trainers through extensive factory

programs, so they're certified to teach the different systems. Then they train our techs," says Fall. "The manufacturers also do a good job of keeping us abreast of the changing technology. They provide short courses over the internet so everyone can stay up to speed."

Finding good employees is one of the challenges for this business. "A lot of our technicians, both men and women, have had training in the military," Fall mentions. "Because the industry is increasingly about software, some of our people have a background in programming. Some have earned Associate degrees in electronics before coming to us. We work hard to develop our employees, with constant training and special incentives."

The Cedar Mill News is printed on one of Pacific Office Automation's newer machines. We provide a digital file which is sent through a RIP (Raster Image Processor) which translates the digits into images, to a color copier which prints double-sided and even folds the paper. It's quite a change from the old days of pasteup and printing presses.

If your business could use some help with information or document handling of any kind, Pacific Office Automation would be glad to consult with you. Call 503-601-2228 for more information. Their website is pacificoffice.com

Join CMBA Now!
Support your community!
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The Cedar Mill News can be found at the following locations around town.

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Safeway
Sunset Bakery
Lobby of the Westlawn
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East End

Bales Thriftway
Cedar Mill Library
The Hobbitt
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