



September 30, 2014

Planning and Sustainability Commission  
1900 SW Fourth Avenue, Suite 7100  
Portland, Oregon 97201

Dear Chair Baugh and Commission Members:

The Portland Business Alliance (Alliance) appreciates the opportunity to comment on the Proposed Draft West Quadrant Plan. With more than 1,700 member companies, the Alliance's mission is to promote and foster an environment in the Portland region that attracts, supports and retains private-sector jobs, spurs economic vitality and enables quality educational opportunities for the region's residents. The health of Portland's central city is critical to achieving our mission and as a result, we have participated in the West Quadrant process over the last several months. We applaud Bureau of Planning and Sustainability (BPS) staff for their hard work developing strategies to guide the future growth of our central city.

The West Quadrant, which is approximately two square miles, is an economic engine with a dense concentration of businesses, jobs, and housing for our region's residents. As Portland anticipates 120,000 new households and 140,000 new jobs over the next 20 years, the West Quadrant will be even more important to absorbing much of that growth. In 2010, the West Quadrant contained 87,800 jobs and is expected to add 31,000 new jobs or nearly a quarter of the city's entire anticipated job growth. Similarly, in 2010 the West Quadrant contained 20,700 households and is anticipated to more than double the number to 43,700 total households.

We need to accommodate such growth, in part, with height allowances in targeted areas. The West Quadrant is the city's most dense area with the largest concentration of tall buildings and should continue to grow up to avoid the need for height in outlying areas, mainly low-density residential neighborhoods. While the West Quadrant has the highest concentration of tall buildings it is still relatively lower than that of other major cities. The height increases proposed are not broadly applied throughout the Quadrant but informed by thoughtful analysis designed to absorb future growth in strategic areas that offer catalytic development opportunities with little negative impact. Height intensification supports our city's longstanding land use and smart growth planning goals to develop an existing built environment rather than expanding the urban growth boundary.

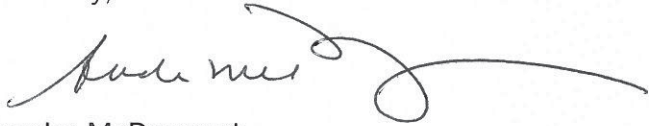
*Greater Portland's Chamber of Commerce*

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We urge that the height recommendations proposed by Bureau of Planning and Sustainability (BPS) staff be approved.

Thank you for your consideration of these comments.

Sincerely,

A handwritten signature in black ink, appearing to read "Sandra McDonough", with a long, sweeping flourish extending to the right.

Sandra McDonough  
President & CEO

cc: Mayor Charlie Hales  
Susan Anderson  
Bureau of Planning and Sustainability  
Karl Lisle  
Bureau of Planning and Sustainability