



MELVIN MARK BROKERAGE | CAPITAL GROUP | CONSTRUCTION | DEVELOPMENT

October 1, 2014

Portland Planning and Sustainability Commission  
West Quadrant Plan  
1900 SW 4<sup>th</sup> Avenue, Suite 7100  
Portland, OR 97201

My name is, John Petersen, president of Melvin Mark Capital Group, member of the West Quadrant SAC and downtown Portland resident.

I strongly recommend the adoption of the West Quadrant Plan that was approved by the Stakeholders Advisory Committee, SAC. Years of work has gone into the creation and approval of the plan you have before you. This effort started with the results of neighborhood visioning meetings that led to the formation of the West Quadrant Stakeholders Advisory Committee. The plan encompasses the vision and consensus of the vast majority of participants.

As a downtown resident of the Goose Hollow neighborhood in The Civic Condominiums, I enjoy the benefits of the nearby amenities. However, our neighborhood would be vastly improved with the adoption of this plan. Goose Hollow has been largely overlooked and the area between the Stadium and the freeway is largely undeveloped due to the current zoning. I support the proposed change of Lincoln High School and the surrounding areas to CX and EX zoning that will allow mixed use development in my neighborhood.

I want to see the CBD revitalized and support the increased high limits at the Morrison Bridgehead and full utilization of Waterfront Park. Portland building heights are low compared to other cities of similar size. This plan does not include increased FAR/density. It does include increasing height limits so that we can better use the density we already have by creating thinner, taller buildings that provide increased light and views for everyone.

Thank you for the opportunity to participate.

Sincerely,



John Petersen

Cc Karl Lisle  
Katheryn Hartinger