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

My name is Dan Petrusich, and I wanted to address two issues that directly relate to the West Quadrant Plan. I am President of Melvin Mark Development Company, Developer of the Morrison Bridgehead Project and the James Beard Public Market, Member of the West Quadrant Stakeholders Committee and the former President of the Goose Hollow Foothills League. I would primarily like to comment on flexible zoning and increased building heights.

Flexible, or mixed used zoning, is included in the plan recommended by the SAC committee and is not controversial. Virtually everyone on the committee agreed that flexible zoning is good for the city. This would change areas that are a single and specific type of zoning and allow a variety of mixed uses. For example, the proposal to change the zoning for Lincoln High School to CX and the surrounding area to either CX or EX. This is good for the neighborhood and good for the City. It provides for more and better development. The Pearl District is the best example of successful development through flexible mixed use development. This creates the opportunity for a "10 minute neighborhood" where you can live, work and play all within a 10 minute walk. Areas with flexible zoning have proven to be far more successful than those with singular, and thus constraining, zoning. This flexibility provides an environment where people want to live.

Secondly, I would like to speak to increased height limits at the bridgehead. The SAC plan does not provide for increased FAR which for all intents and purposes is density. It only proposes to increase building height limits. Increased building heights will allow us to use the density that already exists, but in better ways, and in some cases is the only way of using the density that currently exists on the FAR maps. We will have thinner better buildings that will allow more light and better views for surrounding neighbors. Portland is by far the shortest City on the West Coast. Seattle's tallest building is 943 feet, San Francisco's tallest building is 853 feet, L.A.'s tallest building is 1,100 feet. Portland's tallest building is a mere 546 feet tall. San Francisco has 45 buildings over 400 feet, Portland has only 4, and the last one was built 30 years ago. We are unquestionably a short city already. Some of the advocates for reducing height limits suggest that we should be like Paris. The maximum building height in much of Paris is 121 feet, but it does have a financial district with a building 689 feet tall. There are places within



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most any City where taller buildings belong. In Portland there is an area designated for 460 foot buildings. It is located in the financial district near US Bank Tower. Most of this area has already been built out, and they are not built to the maximum height limits. These buildings will not be demolished. This demonstrates that even though the zoning map allows for a building height of 460 feet, it does not mean that buildings of that height will ever be built there.

I would also like to address a question that came up during the Planning and Sustainability Hearing on September 9. A member of the James Beard Public Market staff testified about our development that is currently in the planning phase. She did a great job of describing the benefits of the market and the excitement we share for the project. After her testimony, a Commissioner asked if the JBPM would require increased building height, and she responded that the project is working within the current height limit. I would like to correct the record on this point. The fact is, we don't know at this time. We are still in the planning stages of the project and continue to develop plans and create budgets. We have looked at many configurations and will continue to explore our development options. What I can say, with certainty, is that the current allowed density on the Morrison Bridgehead Project site will never be achieved without an increase in the height limits. There is virtually no way to use the FAR without a height limit increase. In addition, we may determine at some point that being able to use the existing FAR helps make the project financially feasible.

Lastly, there has been some discussion about removing one or both of the ramps to the Morrison Bridge. We are neutral on this topic and it has nothing to do with the CC2035 planning effort. It is a separate topic that can be discussed at any point in the future outside of the CC2035 work.

In closing, I would like to recommend that you adopt the recommendations of the West Quadrant Stakeholders as approved by the vast majority of the SAC members.

Thank you,

Dan Petrusich
President

Melvin Mark Development Company

Cc Karl Lisle
Katheryn Hartinger