



March 2, 2015

Planning and Sustainability Commission  
City of Portland  
1900 S.W. 4th Avenue  
Portland, Oregon 97201-5380

**RE: Support for More Mixed Use Zoning along N. Williams south of Russell Street for Comprehensive Plan Update.**

I own a business along North Williams Avenue. I am writing in support of the comments submitted by the Eliot Neighborhood Association's to PSC about their support for mixed use zoning along the eastside of Williams Avenue south of Russell. Currently there are multiple businesses along this stretch of Williams in highly functional commercial/industrial buildings that due to residential zoning are non-conforming uses. I believe it is much more appropriate for these properties to be rezoned to the new CM1 mixed use zone for the following reasons: recognize the current commercial and industrial uses in this area and more easily allow them or new businesses to improve or redevelop these properties to all these businesses to remain and grow; preserve the good building stock along these parcels and preserve and enhance business and employment along the corridor: match the mixed use zoning across the street; provide balance the huge amount of new apartments to the north.

It is crucial to maintain employment and business viability along this stretch of the North Williams corridor and implementation of a more flexible and appropriate mixed use zoning will greatly assist in this effort.

I have included a copy of the comments I strongly support from the Elliot Neighborhood Association on these important zoning changes dated January 28, 2015

Regards,

Sincerely,

Todd A. DeNeffe  
Founder and President

