



**City of Portland**  
Historic Landmarks Commission

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September 3, 2014

Portland Planning & Sustainability Commission  
1900 SW 4th Ave, Suite 7100  
Portland, OR 97201

Re: West Quadrant Plan Recommendations

Dear Planning & Sustainability Commissioners,

The Portland Historic Landmarks Commission (PHLC) has reviewed the draft West Quadrant Plan (WQP) and provides you with the following comments and recommendations for your consideration.

Personally, as the Chair, I had the pleasure of serving on the Strategic Advisory Committee and participated in nearly every work session over the last 18 months. Among the things that stood out most throughout that process was the unwavering, and at times, overwhelming support for preservation in the form of public testimony. Clearly, preservation related issues were the bulk of the commentary we heard from the public, and rank high in importance. While positive progress was made in this forum, a number of key concerns remain unaddressed in the final draft document. Included with this letter is a table that details our key concerns with page number references and specific recommendations for revisions.

First, we would like to begin by recognizing the historic preservation successes set forth in this Plan including the forthcoming adoption of the Skidmore Old Town Design Guidelines, recognition of the need to update the Historic Resources Inventory, the review and revisions to the Chinatown National Register nomination and the recommendation to create Historic Design Guidelines for this

district, obtaining a historic designation for the South Park Blocks, removing the bonus overlay with the 13<sup>th</sup> Avenue Historic District, and the creation of more regulatory tools and incentives for historic preservation.

Overall, we find the WQP recognizes the importance of historic buildings (whether formally designated or not) with clear values statements; however, the Plan falls short in terms of solid actions for implementation. This is especially concerning in that height policies in this plan create development pressures that are inherently at odds with stated goals for preservation. We find this conflict between policy goals especially troubling in light of insufficient regulatory and incentive tools to balance the desires for density and preservation. In fact, most of the regulatory tools proposed in the plan to encourage preservation are related to height in the form of transfer programs. While development rights transfer programs are one piece of a municipal preservation toolkit, we believe there need to be additional incentives to support preservation and protect the character of our built environment.

The WQP states that “heights should be strategically used to highlight and frame key public places.” However, we find there is very little that is strategic about the 250 blocks that allow heights in excess of 250’ feet. Therefore, the PHLC affirms and supports the findings in Steve Pinger’s Northwest District Association (NWDA) minority report on building height policy. As this report addresses, the number of sites entitled for tall buildings put unnecessary development pressure on existing buildings and threaten the character of older building that the WQP clearly calls out as important and worthy of retention. Either the heights need to be strategically reconsidered or a more revolutionary approach to protecting valued, smaller-scale buildings needs to be enacted. We recommend beginning with the former.

The West End, Chinatown, and the Pearl District are neighborhoods in the West Quadrant that the PHLC has particular concern with respect to the impact of height. While Chinatown includes a small historic district that confers land use protection on several blocks of historic buildings, the West End has a high concentration of undesignated historic resources that add to the character and architectural diversity of this neighborhood. Given their lack of protection along

development in Old/Chinatown and minimize developer uncertainty during the land use process. We believe that Old Town/Chinatown has the potential to experience an urban renaissance in the next two to five years and we need to have these tools in place before redevelopment is in full swing.

Additionally, the PHLC is highly concerned about proposed transfer tools mentioned throughout the Plan. As outlined, these tools would allow unused development rights to be transferred to non-historic sites within districts. First, this is highly problematic as heights within historic districts are subject to the discretionary review of the Landmarks Commission. Second, the goal is to protect neighborhood character and not intersperse tall buildings within intact areas of smaller-scale existing buildings. Transfer programs should be set up to send unused development potential outside of districts to strategically designated receiving areas within the City that are compatible with additional height. Lowering base height limits in these receiving areas is another way to increase demand for development rights from historic sites.

With respect to Chinatown specifically, the proposed RC4 action item proposes to study preservation transfer incentives that would allow additional height for new construction in exchange for preservation of contributing properties. PHLC strongly recommends removing this action item, as this preservation “incentive” is greatly at odds with the land use process and approval criteria for historic resources. PHLC is not in favor of introducing incompatible height to the Chinatown historic district in exchange for investment in properties that are already protected and will likely be rehabbed when market conditions become favorable.

On a final note, we find that the Plan’s environmental objectives and actions are vague and lack a coherent vision, as detailed by the minority report prepared by Bob Sallinger and Jeanne Galick. PHLC is particularly disappointed that the City’s goals for lowering carbon impacts fails to adequately emphasize the importance of retaining and reusing existing buildings. A recent national study of 4 major U.S. metropolitan areas by Green Building Services found that if only Portland was to reuse buildings likely to be torn down over the next decade, we would as a nation meet 15% of our carbon reduction goals over that same period. We concur

with the allowed heights, the West End is at risk for loss of these resources despite preservation-related action items in the plan.

The first urban design policy for the West End has to do with encouraging preservation and rehabilitation of existing buildings. However, we find that the implementation actions really have no teeth to withstand development pressures conferred by the pervasive allowance of height. For example:

- UD2 sets forth development of a FAR/height transfer tool to protect historic resources, yet most resources in the neighborhood are not designated “historic.”
- UD3 recognizes the need to update the historic resources inventory for this neighborhood, yet the inventory has minimal regulatory benefit, as owners can request to have their properties removed, exempting them from demolition delay.
- UD4 pertains to revising the two Multiple Property Documentation forms for Downtown, which provide a somewhat easier route for property owners to list their properties in the National Register, if eligible. However, many property owners remain uneducated about the designation process and its benefits. Additionally, the City cannot rely on the individual listing of buildings by private property owners as a strategy to protect resources that are recognized to have a clear public benefit, especially when many of these buildings have collective rather than individual historic significance.

The recommended action that would round out UD2–UD4 would be for the City to propose a new historic district(s) and work with property owners to successfully designate these resources. We understand why the City’s may be reluctant to undertake such an effort, which is all the more reason to strategically remove height where it has the potential to negatively affect the character of the West End.

With respect to Old Town/Chinatown, PHLC has a number of concerns. With \$57 million dollars in urban renewal funds slated for disbursement in the district over the next 5 years, the PHLC highly recommends moving up the timeline for preparing district guidelines and devising incentives. This will ensure compatible

with the minority report that the low carbon development section must be revised to include language that supports the reuse of existing buildings and sets forth action items that will bring about incentives to promote building reuse rather than demolition as a first priority.

We appreciate your time in reading this letter and considering our recommendations for revising the West Quadrant Plan. If properly executed, we believe this will be a truly effective tool in shaping and realizing responsible future development of Portland's urban core.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Emerick", with a long horizontal line extending to the right.

Brian Emerick, AIA

Chair of the Portland Historic Landmarks Commission

**Recommended Revisions by the Portland Historic Landmarks Commission**  
All page references taken from the August 2014 draft of the West Quadrant Plan.

Page	Topic	Comments
p. vii	Low-carbon Central City	<p>Adaptive reuse will help the City reach carbon reduction goals much quicker than new “sustainable” buildings; however, reusing what we have is not mentioned as a strategy toward reducing carbon.</p> <p>Amend the last sentence to: “<i>Adaptive reuse, innovative new construction, green infrastructure ....can reinforce the Central City’s place as a model for low-carbon, sustainable development.</i>”</p>
p. 28	Building Height	<p>Per p. 24 (“Shape the Skyline”) building heights should be “strategically used to highlight and frame key public places of the West Quadrant...” This section of the plan should be revised to show strategic use of height. Currently, too many blocks are given too much height, which creates a development climate that is at odds with stated preservation goals and policies.</p>
p. 81, 150	West End – UD2 & appendix details	<p>Transfer of development potential from historic buildings to other sites should be strategic. The goal is to incentivize renovation without compromising the character and scale of the West End. Transfers should be made to designated receiving areas where additional height is compatible.</p> <p>Creating a viable transfer program (i.e. more than just creating a tool) is a critical piece of the</p>

		strength of this incentive, as is property owner outreach and education.
p. 81	West End – UD3 – Historic Resources Inventory	Language for this action was weakened from previous draft. Revise to: “Update the Historic Resources Inventory for the West End.”
p. 81	West End – UD4 – Multiple Property Documentation (MPD)	<p>The PHLC is in favor of revising the downtown MPDs to make the individual listing of historic buildings a more feasible endeavor. However, property owner outreach and education is an important part of the usefulness of the MPD as a preservation tool.</p> <p>In general, the PHLC does not find that UD2–UD4 do enough to achieve the policies related to the preservation of historic buildings and architectural character. One concrete action that would further preservation goals and policies and reduce the conflict with height would be for the City to propose and work with property owners on listing a West End historic district.</p>
p. 82	West End actions – Environment	<p>Encouraging adaptive reuse, salvage, and diversion of construction waste should be an environmental policy with appropriate implementation actions to realize this policy.</p> <p>This comment is applicable to <u>all</u> West Quadrant neighborhoods.</p>
p. 92	Goose Hollow – UD8	Change language to “Update the Historic Resources Inventory for Goose Hollow.”
p. 99	Pearl District – Centennial Mills	Key concepts and policies in the Plan need to acknowledge the heritage piece of Centennial Mills

		and that the “broad public goals” referenced in RC4 (p. 99) should include historic preservation.
p. 104	Pearl District – UD1 – Transfer tools	Receiving sites should be strategically designated. Height should be transferred away from historic areas and smaller-scale buildings that are recognized in Urban Design Policy #8 on p. 103: “Encourage the preservation of older and often smaller buildings with historic character.” These include older “main street” scale buildings at the south end of the Pearl along Everett and Glisan.
p. 104, 156	Pearl District UD2 – heights & appendix A details	Increasing heights in the south portion of the Pearl District places tremendous development pressure on existing buildings that are important to the character of the neighborhood. Heights should not be increased and regulatory tools are needed to protect these resources such as a larger historic district.
p. 104	Pearl District – Add implementation action	Add “Update Historic Resources Inventory for the Pearl District.” This is a critical first step to identifying the “smaller buildings with historic character” referenced in UD policy #8.
p. 111	Old Town/Chinatown – RC4	Remove from the Plan. The PHLC does not support a preservation incentive that introduces additional height to the district.
p. 111	Old Town/Chinatown – RC5	Revise to specify that such a preservation zoning incentive would allow contributing properties to transfer unused development rights <u>outside</u> the district to designated receiving areas within the City that are compatible with additional height.

p. 112	Old Town/Chinatown - RC15	Financial tools for seismic upgrades should be explored as part of the CC2035 adoption. These incentives will be critical as PDC funds are disbursed as part of the Five-Year Action Plan.
p. 118	Old Town/Chinatown - UD3	PHLC strongly recommends expediting the development of historic design guidelines in light of the public and private investments to be made in this neighborhood. Guidelines are a critical piece to make the land use process more predictable for developers and the community.
p. 118, 158- 159	Old Town/Chinatown - UD5 & Appendix A details	<p>PHLC is not in favor tools that allow historic properties to transfer unused development potential to non-historic sites within the district when allowed heights are already out of scale with what would be approved through the land use process. Transfers should be done outside the district to designated receiving areas within the City that are compatible with additional height.</p> <p>PHLC supports the three bulleted zoning incentives described on p. 159 provided that transfers are done outside the district as described above.</p>

**Moore-Love, Karla**

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**From:** Kappler, Richard <RichardKappler@corban.edu>  
**Sent:** Wednesday, January 07, 2015 9:26 PM  
**To:** Moore-Love, Karla  
**Subject:** Karla.Moore-Love@portlandoregon.gov

Dear Karla,

Regarding the West Quadrant plan,

The city of Portland and ODOT need to change things in the West:

Rails-to-trails project for the Willamette Shore Trolley (Highway 43 is not safe for bicyclists, wheelchair users, and pedestrians)

A bridge over West Burnside for the popular Wildwood Trail

A lower speed limit on the far western sides of West Burnside

Simplified, 35 mph speed limits on SW Barbur Blvd, northbound until it splits away from SW Naito Parkway

Cycle-track style multi-use paths on Macadam (highway 43)

More bicycle and pedestrian-friendly waterfront

More bicycle and pedestrian-friendly overhauls of both the Morrison and Burnside bridges

Removal of one automobile lane on 3rd Ave downtown in order to install a bike lane and to make for intersections that are more livable

Less sky-scraper buildings that remove sunlight (this isn't Lower Manhattan)

Rick Kappler

**Moore-Love, Karla**

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**From:** Hartinger, Kathryn  
**Sent:** Monday, January 12, 2015 12:04 PM  
**To:** Moore-Love, Karla  
**Subject:** West Quadrant Plan testimony  
**Attachments:** Allen\_Tim.docx

Hi Karla,

This letter was submitted for PSC consideration after the public comment period closed. I was asked to hold onto the letter and submit it to City Council when the testimony window opened...so I'm forwarding it to you now.

Thanks!

K

Kathryn Hartinger  
Portland Bureau of Planning and Sustainability  
1900 SW 4th Ave, Suite 7100  
Portland, OR 97201  
(503) 823-9714  
[kathryn.hartinger@portlandoregon.gov](mailto:kathryn.hartinger@portlandoregon.gov)

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Wednesday, October 22, 2014

My wife and I bought 10 years ago in the Marshall Wells Lofts in the Pearl district. We chose the Pearl for its charm, its heritage, the repurposed buildings, and the realtor's promise that building height limits were at 7 stories. We believed that the city of Portland was committed to preserving its character and its heritage.

That character and heritage are under assault by big money developers.

We strongly oppose the planned block 136 proposal as well as any change to height limits for many reasons:

1. There is no compelling social reason or societal benefit to constructing a 15 story apartment/retail building on block 136 or anywhere else in the Pearl. This project is about greed.
2. The street infrastructure surrounding block 136 will not support the traffic that between 200+ and 400 new residents and over 200 vehicles will introduce to the area.
3. A 15 story structure will block many existing units from any view of the sky and the light it provides negatively affecting the quality of life for existing residents.
4. With Southern Oregon and California in severe drought conditions and Northern Oregon facing significantly less snow pack in 2014 and a 4 week early melt this year, the state expects there to be water shortages. It is environmentally irresponsible to introduce the demand for water that a development this large will require.
5. Finally, should height limits be loosened and the block 136 proposal be approved, many low rise commercial properties will follow, be sold, and developed until there is no longer a Pearl District. The Pearl that has become an attraction and an attractive neighborhood in which to live will be destroyed and simply become a "Manhattan West". We don't believe that is what the neighborhood needs or wants.

Should you have any questions regarding this issue, please contact us at 559.241.2416

Tim & Kathleen Allen  
1420 NW Lovejoy #308  
Portland, Or 97209

**Moore-Love, Karla**

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**From:** Harvey Black <hblack@easystreet.net>  
**Sent:** Thursday, January 15, 2015 10:36 AM  
**To:** Hales, Mayor; fish@portlandoregon.gov; Commissioner Fritz; Commissioner Novick; Commissioner Saltzman  
**Cc:** Lisle, Karl; Hartinger, Kathryn; Moore-Love, Karla; burtonfrancislaw@gmail.com; Harvey Black; Karl Reer; Tracy Prince; Tom Milne; Reba Stromme; Jerry Powell; Kal Toth; Ann Thompson; Tom Walsh; Susie Younie  
**Subject:** Continuance of Feb 4, 2015 hearing West Quadrant Plan

**To: City Commissioners and Bureau of Planning and Sustainability Staff,**

Friends of Goose Hollow, LLC (FOGH) seeks a postponement of the February 4 Council vote on the West Quadrant Plan to allow the wishes of the Goose Hollow residents to be heard especially as to height limits which, as they presently exist, would allow 20 to 30 story buildings in Goose Hollow. A GHFL Membership meeting will take place February 11 at which this issue will be the principal item of business.

The Developer interests have insisted all along that the West Quadrant height limits could not be changed because that would be a “taking”. We do not agree relying on a reading of Hall v. Department of Transportation, 355 Or 503 (2014), which restates the Oregon law on inverse condemnation, at length.

Friends of Goose Hollow, LLC, was formed to fill the vacuum created when the GHFL board refused to acknowledge residential concerns, and abdicated their obligations to the neighborhood. A slate of FOGH endorsed residents took over all 7 open board positions in December 2014.

**FIGHTING AGAINST A STACKED DECK**

For a decade the Goose Hollow Foothills League (GHFL) board has been dominated by developers/business interests. Developers/business members usually held over 50% of board positions despite making up only 10% of the membership (including during the entire deliberations over the West Quadrant Plan). Developers and residents/business members friendly to developer positions were the dominant voices—they stacked committees and the board with their allies, making it almost impossible for most residents to be heard. For example, as GHFL minutes clearly reflect, the Vision Realization Committee was designed by Stuart Smith and Dan Petrusich as a means of circumventing the GHFL planning committee. Yet, as West Quadrant staff notes clearly show, staff relied heavily on the VRC to make decisions about what Goose Hollow “wants.” The opinions heard on the West Quadrant Plan were extremely skewed in favor of developers who stand to gain millions of dollars by steering height limits, FAR, bonuses, and zone changes in their favor.

Over the last decade, residents who disagreed with developers/business members about planning and development were discredited, defamed, shouted down, forced off the board, and had their livelihoods threatened. This included one former and one current faculty member of PSU’s esteemed Toulan School of Urban Studies & Planning (Tracy Prince and Ellen Shoshkes), a planner/long-term chair of GHFL’s Planning Committee (Jerry Powell), a mediator/conflict negotiator (Van Le), and a professor/traffic engineer (Kal Toth). Such actions infuriated Goose Hollow residents, resulting in the recent overthrow of the Board. This dramatic removal of developer/business power over Goose Hollow must be addressed since it changes what Goose Hollow “wants” in the West Quadrant plan.

**GOOSE HOLLOW MISLED ON ITS ABILITY TO LOWER HEIGHT LIMITS**

GHFL was erroneously told during a December 2012 West Quadrant charrette that lowering height limits was not an option. As recently as December 2014, former GHFL board member Dan Petrusich repeatedly claimed that height limits couldn't be lowered, claiming that this "down-zoning" resulted in a "taking" and property owners would need to be compensated. Petrusich (who owns several blocks of Goose Hollow property that he hopes to develop) only backed off of this claim after a Goose Hollow resident who is a retired land use attorney challenged him on his legal claims.

From at least 2012 to 2014 GHFL members have been repeatedly misled throughout the West Quadrant process about their right to discuss lowering height limits. Many residents are angry that discussion of lowering height limits was not allowed. The newly elected GHFL board believes the people have a right to be heard and, if so directed by the membership, will seek lower height limits and to obtain stricter controls over bonuses and FAR. Thus, it is premature to make height limit decisions on the West Quadrant without the input of Goose Hollow residents.

Respectively Submitted,

Harvey Black, Chair

Friends of Goose Hollow, LLC (FOGH)

**Moore-Love, Karla**

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**From:** Tracy J. Prince, Ph.D. <tprince@pdx.edu>  
**Sent:** Tuesday, January 20, 2015 9:31 PM  
**To:** Commissioner Fritz; Commissioner Fish; Hales, Mayor; Commissioner Saltzman; Commissioner Novick; Moore-Love, Karla; Lisle, Karl; Hartinger, Kathryn  
**Subject:** GHFL 1) requests changes, 2) endorses minority reports, and 3) seeks a delay in the February 4 City Council vote on draft West Quadrant Plan  
**Attachments:** GHFL requests changes to West Quadrant Plan and seeks delay on Council vote.pdf

Please see attached letter from the Goose Hollow Foothills League's Board of Directors on the draft West Quadrant Plan.

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Tracy J. Prince, Ph.D.  
Scholar in Residence  
Portland State University  
Portland Center for Public Humanities  
<http://www.pdx.edu/public-humanities/profile/tracy-j-prince>



## GOOSE HOLLOW FOOTHILLS LEAGUE

2257 NW RALEIGH STREET PORTLAND, OR 97210 503-823-4288

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January 20, 2015

To: City Council and Bureau of Planning and Sustainability

RE: Draft West Quadrant Plan—

GHFL's Board of Directors 1) **requests changes**, 2) **endorses minority reports**, and  
3) **seeks a delay in the February 4 City Council vote**

### Requested Changes

In the January 15, 2015 Goose Hollow Foothills League (GHFL) board meeting there was discussion about discomfort felt with GHFL's representation on the West Quadrant's Stakeholder Committee. One Stakeholder Committee member introduced himself as a former president of GHFL but neglected to mention that his opinions were not endorsed by the previous or the current GHFL board. Additionally, the official GHFL representative took positions which GHFL minutes show were not endorsed by the GHFL board and were simply her personal opinions: (such as her support for the majority position which calls for increased height limits, bonus transfers into Goose Hollow, linking West End and Goose Hollow zoning, and removing required residential zoning). The board is also concerned that view corridors are not adequately protected. And the board is concerned that West Quadrant staff/participants have branded "the Flats" (a term that has not been in use in Goose Hollow) then stated that this area needs re-branding by a developer.

Thus, the GHFL Board unanimously recommends the following changes to the draft West Quadrant Plan:

- 1) Page vii #3 delete this sentence: "However, development has lagged in the district." This is no longer true. GHFL receives 1-3 development notices per month.
- 2) Page 89 RC1\* delete this sentence: "Remove required residential development provisions on CX lots in this area."
- 3) Page 89 RC7\* To this sentence: "To increase flexibility for redevelopment rezone the block immediately west of Providence Park from RHd to CXd" --add the following: "with a residential requirement." Thus, the sentence should read: "To increase flexibility for redevelopment rezone the block immediately west of Providence Park from RHd to CXd with a residential requirement."
- 4) Page 89 delete RC3 "Consider rebranding "the Flats" to better represent the community's aspirations for that area." All mentions of "the Flats" in the draft West Quadrant Plan should be

removed. This term began to be used only during the West Quadrant process and is not historically appropriate. The lower elevations at the base of the hills are historically referred to as “the Hollow.” If “the Hollow” isn’t deemed appropriate by developers, the lower elevations from Burnside to Yamhill were once called “The Lownsdale District.” This name was in intermittent use circa 1910-1970s and honored Goose Hollow’s first resident, Daniel Lownsdale.

5) Page 94 Add implementation action: “UD10: Protect scenic vistas to and from Goose Hollow by revisiting the height limits set forth in the 1991 Scenic Resource Protection Plan and conducting strict enforcement where such structures could negatively impact these vistas.” The board discussed the fact that the code calls for protected view corridors from SW Hall, SW Montgomery, SW Vista, and SW Market St. Dr. which are not being protected at all. The board discussed that views from Washington Park’s entrance (looking north and east) should be protected and that already protected views from Washington Park and the Vista Bridge should be better protected. It is our view that not enough emphasis is being placed on protecting these vanishing public resources. Corridor widths and building height limits may not have been properly calculated to protect scenic vistas in Goose Hollow. Modern technology will make it easier to properly map out these views, heights, and widths to provide developers with visual evidence of how their proposed structures should not impact these views.

#### **Endorsement of Minority Reports**

The GHFL Board unanimously endorses the West Quadrant Plan Minority Reports: the Building Height Policy Report authored by Steve Pinger and the Environmental Report authored by Bob Salinger and Jeanne Galick.

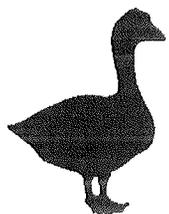
#### **Request Delay of Vote**

The GHFL Board of Directors unanimously seeks a delay in City Council's February 4 vote on the draft West Quadrant Plan to give time for results from a February 11 vote of the membership on height limits. In a December 2012 West Quadrant charrette, GHFL was incorrectly told (by Karl Lisle and Mark Raggett) that lowering height limits was not on the table. This assertion again resurfaced only last month. Throughout the entire West Quadrant process, GHFL members were misled about their right to consider lowering height limits. A GHFL membership vote has been called February 11 to vote on height limits and planning tools to manage height limits. The newly elected GHFL Board of Directors believes the people have a right to be heard and will seek lower height limits and stricter controls over bonuses and FAR if instructed to by GHFL membership. Since Goose Hollow was misled repeatedly on height limits, we seek a delay of City Council’s vote on the West Quadrant Draft Plan.

Sincerely,

Tracy J. Prince, Ph.D.

President, GHFL (503) 475-6080



## GOOSE HOLLOW FOOTHILLS LEAGUE

2257 NW RALEIGH STREET PORTLAND, OR 97210 503-823-4288

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January 20, 2015

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Sincerely,

Tracy J. Prince, Ph.D.

President, GHFL (503) 475-6080

3 February 2015

I want to address the very flawed process exhibited during the West Quadrant draft.

During the formation of the Stakeholders' Advisory Committee (SAC), BPS staff *never attempted to ascertain* whether or not the prospective members lived (were legally resident in) the affected neighborhoods, *nor even if they were residents of Portland*.

I had realized from talking to many friends & colleagues that simple residents were not many on the SAC, & that it was weighted towards developer & business interests. This was of course a problem we had for over a decade in Goose Hollow, until the neighborhood rose up, threw the vested interests out, & took over.

However, I had not realized until I made a Freedom of Information request of BPS to be supplied with the legal residence information of all the SAC members that the Bureau had never for a moment thought that residency would ever be one of the criteria to consider. They did not supply me with the information because *they could not*. They had never asked for it, nor sought to know it.

Given our history in Goose Hollow, I was (& am) appalled.

Several do not even live in Portland, yet they had direct influence on the future character of our own neighborhoods. West End residents were chagrined that someone who did not even live in Portland supposedly represented their interests –yet never in the meetings advanced the concerns that they raised with him on multiple occasions.

Far more troubling, however, & especially given our experience & history in Goose Hollow, was the complete unconcern with Conflict of Interest.

I would expect you, as City Council members, to realize what that is, so I will not be so tedious as to quote our own Bylaws, nor the requisite provisions of ORS.

There were, for instance, *two representatives* from the Melvin Mark Companies on the SAC. What an irony for the West End, who had no one to represent them, yes? They (Melvin Mark) have obvious financial interests in Goose Hollow & elsewhere, & could have a large voice in pursuing policies et al that would rebound to their benefit. Nor were they alone. A quick read of the SAC list reveals others.

For years GHFL had board members & officers who were “conflicted.” But their stranglehold was total until the neighborhood, starting, with the December 2013 election & concluding with the election this past year, threw the cabal out. Allan Classen, the crusading editor of the *Northwest Examiner*, had exposed & documented the lapses for the whole period.

Finally, in an editorial, he publicly called for the resignation of well over half the board *and named them*. Two of those he named served on the SAC & represented Goose Hollow. I imagine (I do not know at the time of writing) that they will be testifying today. The irony is suffocating.

Roger Leachman  
Member, Board of Directors, GHFL

WINKLER DEVELOPMENT CORPORATION

CENTENNIAL BLOCK  
210 S.W. MORRISON STREET, SUITE 600  
PORTLAND, OREGON 97204-3150

PHONE: (503) 225-0701  
FAX: (503) 273-8591

AUDITOR 01/22/15 AM 9:58

January 16, 2015

City Council Clerk  
1221 S.W. Fourth Avenue, Room 140  
Portland, Oregon 97204

RE: Request that FAR of parcels along Naito Parkway be increased in the West Quadrant Plan

This letter is written with the intention of becoming part of the public record in connection with the review of the West Quadrant Plan.

Our firm owns a parcel located on Naito Parkway, north of the Broadway Bridge.

As the West Quadrant Plan is developed fully, together with the FAR mapping related thereto, we request serious consideration be given to increasing the FAR of the parcels located along Naito Parkway. The North Pearl District Plan treated parcels located along Naito Parkway differently than parcels in the balance of the North Pearl District. We submit the reasons for the difference in treatment should be reviewed and FAR of the parcels along Naito Parkway be made consistent with the balance of the North Pearl District properties.

Thank you for considering this request.

Very truly yours,

James H. Winkler  
President  
JHW/115-003

**Moore-Love, Karla**

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**From:** John Charles <john@cascadepolicy.org>  
**Sent:** Friday, January 23, 2015 11:44 AM  
**To:** Moore-Love, Karla  
**Subject:** West Q Plan

Ms. Moore-Love,

I have a question about something written on page 67 of the draft West Quadrant Plan. The document states, ***“The 2010 Downtown commute mode split was approximately 72 percent by non-single occupancy vehicle for the district.”***

There is no citation in the document. Can you provide me with the original data source?

If you are not the right person to ask, please forward this email to someone who might be able to assist me.

Thanks for your time.

John Charles  
503/242-0900

**Moore-Love, Karla**

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**From:** Bob Clark <elvsy3k@yahoo.com>  
**Sent:** Monday, January 26, 2015 9:12 PM  
**To:** Moore-Love, Karla  
**Subject:** written testimony for agenda # 112  
**Attachments:** Road28JanTestmny.docx

Hello, Karla.

Please find attached my written public testimony for Council Agenda item 112, scheduled for this Wednesday 1/28/15.

Thank you,  
Bob Clark

**Moore-Love, Karla**

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**From:** Constance Kirk <conniekirk@me.com>  
**Sent:** Monday, January 26, 2015 8:31 PM  
**To:** Hales, Mayor; Commissioner Fish; Commissioner Fritz; Novick, Steve; Commissioner Saltzman  
**Cc:** Moore-Love, Karla  
**Subject:** West Quadrant Plan (building height maximum should be lowered to 100')

Dear Mayor Hales and Commissioners Fish, Fritz, Novick and Saltman:

I am writing regarding the West Quadrant Plan. I urge that the building height maximum be lowered to 100' in the West End.

*Please also delay the City Council vote on height allowances in the WQPlan in order to convene a more representative group.*

A glut of skyscrapers without height limits could weaken Portland's economic viability. There is an assumption by some that building higher will generate a more robust economy and ensure revenue but this assumption carries risk.

Barclays Capital analysts stated this on the BBC News January 12, 2012.

**"Often the world's tallest buildings are simply the edifice of a broader skyscraper building boom, reflecting a widespread misallocation of capital and an impending economic correction."**

<http://www.bbc.co.uk/news/business-16494013>

Thank you for your time.

Respectfully submitted,

Constance Kirk  
1132 SW 19th Avenue  
Portland, OR 97205

**Moore-Love, Karla**

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**From:** gertr@comcast.net  
**Sent:** Monday, January 26, 2015 4:43 PM  
**To:** Moore-Love, Karla  
**Subject:** Re: Testimony  
**Attachments:** City C Dec 14.odt

It was sent to Ptl City Hall Attention ;Auditor

I have attached it here

---

**From:** "Karla Moore-Love" <Karla.Moore-Love@portlandoregon.gov>  
**To:** "Roger Gertenrich" <gertr@comcast.net>  
**Sent:** Monday, January 26, 2015 2:34:21 PM  
**Subject:** RE: Testimony

Hello Mr. Gertenrich,

When did you mail or email it and was it directly to me?

Thank you,  
Karla

Karla Moore-Love | Council Clerk  
City of Portland | Office of the City Auditor  
1221 SW 4th Ave Rm 130  
Portland OR 97204-1900  
email: Karla.Moore-Love@portlandoregon.gov  
phone:503.823.4086  
Clerk's Webpage: [www.portlandoregon.gov/auditor/councilclerk](http://www.portlandoregon.gov/auditor/councilclerk)

-----Original Message-----

**From:** Roger Gertenrich [mailto:gertr@comcast.net]  
**Sent:** Sunday, January 25, 2015 11:27 AM  
**To:** Moore-Love, Karla  
**Subject:** Testimony

I mailed in my testimony for the Urban Renewal Amendments scheduled this coming week, but I see that the City Council meeting on this has been postponed till 26 Feb.

Can I assume that you will submit my testimony then...for the 26 Feb meeting agenda?

Dr Roger Gertenrich  
gertr@comcast.net

Portland City Council  
29 Jan 2015

Subject: North Macadam Urban Renewal Area-Revisions

Testimony by: Dr Roger L Gertenrich  
3570 SW River Parkway # 501  
Portland , Or 97239

I supported the original plan to establish the NMUR District.

I support the amendments to the NMUR Renewal Plan to expand its boundaries & extend the years for it to exist.

Additional recommendations:

1) That you respect a primary goal of UR to increase the tax base as the NMUR District is extended towards PSU.

2) Respect an other primary goal of UR that being to make the area renewed a better place to work & live.

Balance job creation with the creation of a sense of place. In the South Waterfront area , for examples , we need a grocery store, and we want the North Greenway done .

3) Ask your staff to provide options to balance the business

and developer membership on the Central City Budget Advisory Committee with more community representatives. A community component is just as valid & important as a business one.

On the main Central City Budget Advisory Committee, the residents now have a `voice` at the table but they do not have a `vote`. There needs to be more over all community representatives looking out for the sense of place needs.

Regarding when each of the individual UR districts budgets are evaluated & determined at least one representative selected by a neighborhood organization of standing in that district should be invited to be at the table & should have a vote as well as just a voice.

As an example, in the NMUR District , the South Portland Neighborhood Association & or the South Waterfront Community Association would be the logical groups to send a representative.... one that actually lives in the district where the UR budget has a direct impact on their lives.

Dr Roger L Gertenrich

**Moore-Love, Karla**

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**From:** Thomas Hackett <twhackett2010@gmail.com>  
**Sent:** Monday, January 26, 2015 4:10 PM  
**To:** Hales, Mayor  
**Cc:** Moore-Love, Karla  
**Subject:** West Quadrant Plans Proposed Building Heights

Please consider a 100' maximum building height for the historically rich West End and the convening of a more representative group to remedy the flawed process.

Thank you,  
Thomas Hackett  
1221 SW 10th Ave, Unit 1011  
Portland, OR 97205

**Moore-Love, Karla**

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**From:** Rudolph Westerband <r.westerband@gmail.com>  
**Sent:** Monday, January 26, 2015 2:44 PM  
**To:** Hales, Mayor  
**Cc:** Moore-Love, Karla  
**Subject:** West Quadrant Plan

Dear Mayor Hales -

As a West End home owner and longtime Portland resident, I offer the following comments about the West Quadrant Plan.

The building heights that the plan authorizes for the West End are inappropriately high. By permitting such building heights, the City Council would sacrifice Portland's livability and heritage in favor of growth, and do a disservice to Portland's history and its future.

The Portland West End has more than 100 historic buildings. It is not merely that high-rise towers 250, 325, and 460 feet tall, as authorized by the plan, would dwarf these historic buildings. Permitting such high-rise towers would encourage the demolition of many of these historic buildings. This result would be as short-sighted as was New York's decision to destroy Penn Station in order to build the monstrosity, Madison Square Garden. Sure, it may have been a good deal economically, but New York lost a priceless gem that cannot be replaced. Portland's Penn Station is it's human scale livability, created by its many parks, historic venues, and streets graced by the sun, all of which deserve to be protected and improved.

Portland can increase density in the West End without high-rise towers that will forever change its character. In a choice between Paris and Vancouver, BC. why choose Vancouver, BC? I don't want all of Portland's central city to look like the South Waterfront. Some areas should keep their human scale. Some areas should keep and improve upon their architectural diversity.

I urge you to vote against adoption of the West Quadrant Plan as it is currently written and to require adoption of a plan for the West End that caps building heights at no more than 100 feet.

Rudolph Westerband  
1221 SW 10th Ave,  
Portland, Oregon 97205

**Moore-Love, Karla**

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**From:** Howard Shapiro <howeird3@gmail.com>  
**Sent:** Monday, January 26, 2015 2:36 PM  
**To:** Moore-Love, Karla  
**Subject:** Letters to City Council

The copy of the letter I forwarded to you to Steve Novick was sent to all other councilors and Hales.

--

*Howard Shapiro*

**Moore-Love, Karla**

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**From:** Howard Shapiro <howeird3@gmail.com>  
**Sent:** Monday, January 26, 2015 2:33 PM  
**To:** Moore-Love, Karla  
**Subject:** Fwd: West End projects

----- Forwarded message -----

**From:** **Howard Shapiro** <[howeird3@gmail.com](mailto:howeird3@gmail.com)>  
**Date:** Mon, Jan 26, 2015 at 2:31 PM  
**Subject:** West End projects  
**To:** [novick@portlandoregon.gov](mailto:novick@portlandoregon.gov)

Infill is a wise planning practice. However, where the infill projects are located and their density is also important. The integrity of existing neighborhoods must be maintained as much as possible. This is why the height of proposed buildings in the West End should not exceed 100'.

Also, to meet the spirit of Oregon's land use laws there should be a more representative group involved in the decision making. We certainly need a more representative group of stakeholders making important land use decisions that the rest of Portlanders must live with. One of the reasons that we chose to live in Portland was because of the character of the city and we trust that our elected officials will wisely choose to maintain these qualities.

Thank you,

--  
*Howard Shapiro*  
*7426 SE 21st Ave.*  
*Portland, OR 97202*

--  
*Howard Shapiro*

**Moore-Love, Karla**

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**From:** Bietz Duane <heartbietz@gmail.com>  
**Sent:** Monday, January 26, 2015 12:27 PM  
**To:** Moore-Love, Karla  
**Subject:** Fwd: building height

Duane S. Bietz MD  
1221 SW 10th Ave.  
The Eliot Suite 901  
Portland, Or.  
97205  
Cell 503-550-3379  
[Heartbietz@gmail.com](mailto:Heartbietz@gmail.com)  
Fax 503-233-1602

Begin forwarded message:

[karla.moore-love@portlandoregon.gov](mailto:karla.moore-love@portlandoregon.gov)

Dear Commissioner Novick:

I have lived in the Pearl (2 years) and in the main downtown area (7 years) and the pleasure with which I enjoy the downtown I find is dependent on the scale of the buildings. The potential height limit of greater than 100 feet presents a great concern to all who love the downtown and have the opportunity to experience it in the historical livable environment when we currently experience in so many locations. The scary part of unregulated building heights is the many dark windows that appear in the taller more expensive buildings. These units owned by the "global money" from Dubai, Singapore, China, or from So. California is NOT beneficial to the livability of our City. Please limit the height to 100 feet or le

**Moore-Love, Karla**

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**From:** Michael Mehaffy <michael.mehaffy@gmail.com>  
**Sent:** Monday, January 26, 2015 12:04 PM  
**To:** Hales, Charlie; Moore-Love, Karla; Dingfelder, Jackie  
**Cc:** Patrick Condon  
**Subject:** West Quadrant Plan: Letter from Patrick Condon, Vancouver B.C.  
**Attachments:** Letter from Patrick Condon RE West Quadrant Plan.pdf

Dear Mayor Hales,

After our meeting with Jackie Dingfelder last week, I was discussing the status of the West Quadrant Plan, and citizen concerns over the building height issue specifically, with my friend Patrick Condon (copied), head of the urban design program at the University of British Columbia. I mentioned that Vancouver is held in high regard by Portland planners, for understandable reasons. Patrick proceeded to give me a cautionary tale about that city and its lessons. I asked him if he would be interested in sharing those lessons through the public process here, and he said he would be very glad to do so. He has asked me to forward the attached letter on his behalf.

Sincerely,

--

Michael Mehaffy  
Sustasis Foundation  
742 SW Vista Ave., #42  
Portland, OR 97205  
(503) 250-4449



THE UNIVERSITY OF BRITISH COLUMBIA

School of Architecture + Landscape Architecture

Saturday, January 24, 2015

Mayor Charlie Hales  
1221 SW 4<sup>th</sup> Avenue  
Portland, Oregon USA 97204

Dear Mayor Hales:

RE: West Quadrant Plan

My name is Patrick Condon. I am the chair of the Urban Design program of the University of British Columbia in Vancouver Canada. Over the years it has been my honor to work in Portland and get to know many of its most active citizens and public officials. Portland is known far and wide, and rightly so, for the quality of its urbanism, and for the care its citizens have taken over the years to enhance it.

Portland and Vancouver are commonly seen as sister cities, most importantly as models for good urban design. As citizens of both cities have come to know, urban design is a crucial element for economic development success and the key means to ensure citizens are satisfied with their city.

Thus I wish to humbly caution you when confronting decisions for your West Quadrant that may dramatically alter what we all love about your city, and send it on a path that can potentially disrupt its social and ecological sustainability. Here in Vancouver citizens are increasingly concerned about the potential of high rise structures, poorly placed and insensitively designed, to alter the things they love about their neighbourhoods. Now that we have almost run out of sites in the downtown for new high rises, surrounding former "streetcar" neighbourhoods are under pressure to accept them. While all in Vancouver are committed to increasing density (to reduce sprawl and to increase affordability) many now question those who say high rises are the only way to achieve this end. The science suggests that there is little benefit to sustainable transport and building energy use when area densities exceed 20 DU per acre. Low rise and mid rise structures are more than able to reach this density. Furthermore at these densities wood construction is cheaper, more earthquake resistant, and absorbs rather than emits GHG. Finally, your very sensible strategy of rebuilding the streetcar network in your city is enhanced by a more even mid density over large areas. Cities such as Copenhagen and Amsterdam prove that the most sustainable approach to city building is medium densities over large areas. These cities achieve over 75 percent bike/walk/pedestrian mode share through this form. I fear that shifting your market to high rises will negatively impact what now seems like a positive trend.

There are a few other things that are now part of our uncomfortable discourse in Vancouver that you might consider. While it is possible to have a very efficient high rise building ours have not been, consuming as much as twice the energy per square foot as mid rise buildings. Higher exposure and the inherent inefficiency of glass skins seems to be the cause. Also, while its difficult to tease out the statistics, there is evidence that high rises are not helping to provide affordable housing, but in some ways are making housing more of a financial instrument than a place to live - "safety deposit boxes in the sky" is what some here now call them. It is clear that rates of actual occupancy are lower in our tower districts than elsewhere in our city, with up to 30 per cent of Coal Harbour tower units essentially unoccupied. Taxing unoccupied units was a hot election issue here recently, giving evidence for how disconcerting this trend has become.

- 2 -

Finally I want to point out that proposing towers in existing lower density streetcar city areas can bring down a government and cripple efforts to make cities more sustainable. When 10 towers were introduced into what had heretofore been a mid rise but high density plan for the Vancouver "Grandview Woodlands" neighbourhood, citizens from all parts of the city took to the streets in opposition. The City overreacted by placing a moratorium on any new development there in whatever form. Our common efforts to make our city more sustainable were set back by years, while the word "density" was needlessly degraded.

Sincerely,

Patrick M. Condon, Professor

A handwritten signature in black ink, appearing to read 'Patrick M. Condon', written in a cursive style.

UBC James Taylor Chair in Landscape and Liveable Environments  
Chair, UBC Master of Urban Design Program  
UBC School of Architecture and Landscape Architecture

**Moore-Love, Karla**

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**From:** Amy Veranth <r.westerband@gmail.com>  
**Sent:** Monday, January 26, 2015 12:07 PM  
**To:** Hales, Mayor  
**Cc:** Moore-Love, Karla  
**Subject:** West Quadrant Plan

Mayor Hales -

Please consider these comments on the West Quadrant Plan.

I urge you to lower building heights to a maximum of 100 feet in Portland's West End. The high-rise towers permitted by the Plan would destroy the unique personality and scale of this historic neighborhood. The West End is a mixed-use residential neighborhood with a wealth of historic buildings and cultural opportunities. As currently written, the West Quadrant Plan endangers the very attributes that the plan ought to preserve and protect.

For example, the Central Library is a beautiful 1913 building. It is a joy to visit and to walk around because it provides such a sense of elegance and history. The Plan would permit building heights of up to 460 feet both beside and kitty-corner to the Central Library, allowing buildings of up to 40 stories that would dwarf the library and throw shadows across its wonderful setting. Moreover, a 460-foot building height would likely lead to the demolition of the four historic buildings across Yamhill Street from the library, two built in 1988, one contemporaneous with the library in 1912, and the fourth in 1922.

There are nine historic churches in the West End: The Old Church (1882), First Presbyterian Church (1890), St. James Lutheran Church (1891), First Baptist Church (1894), Portland Korean Church (orig. First German Evangelical Church) (1905), Grace Bible Church (1911), First Church of the Nazarene (1921), First Unitarian Church (Eliot Chapel) (1924), and the First Church of Christ Scientist (1932). There are also more than 100 other historic buildings in the West End, obviously, too numerous to list here. The Plan would permit buildings heights of up to 325 and 250 feet around all of these historic churches and other buildings. These proposed building heights would not only dwarf these historic buildings but would encourage developers to demolish any of them that are not protected landmarks, as most are not. These buildings are Portland's heritage. We can't afford to lose them. Once they are gone, they are lost forever and only to be remembered in picture books, as mere ghosts of Portland's magnificent past, sacrificed in a moment of thoughtlessness.

It is important to focus not just on the individual buildings, however, but also on the personality and character of the entire West End neighborhood that is created by its wide range of old and interesting buildings. The scale of these historic buildings and churches encourage people to stroll, to explore and to learn about Portland's history. This is one of the neighborhoods that makes Portland unique. It is a relaxed and unpretentious area – a neighborhood with both history and urban amenities, with both residences and cultural institutions. Don't let high-rise towers destroy the essential look and feel of this neighborhood.

I urge you to:

- Keep building heights in the West End to no more than 6-8 stories (& lower along the Park Blocks)
  - maintain a distinction between downtown's high-rises and the human scale of the West End

- the height, scale & design of any new buildings should relate to the historic older buildings in this area
- do not permit tall buildings that would overwhelm their shorter neighbors and block the sun
  
- Preserve the historic & varied architecture of the West End
  - this neighborhood should maintain its distinct character as a complements to the cultural district
  - its signature older buildings & churches enable people to see something of Portland's history first-hand
  - retaining & renovating existing buildings keeps Portland's unique heritage alive
  
- Encourage family-friendly market-rate housing and affordable retail space, not high-rise towers, in the West End
  - tall buildings inflate the price of adjacent land and make the protection of historic buildings and affordable housing less achievable
  - Portland's livability is connected to the human scale of its neighborhoods, making them hospitable places for people to live, to shop and to spend time
  - high-rise condos are often investments, instead of homes, reducing the number of people actually living in the area, which jeopardizes local stores & businesses that depend on neighborhood residents
  - the West End needs both owner-occupied and rental units to maintain its viability

The West End is a wonderful neighborhood and we want it to remain as a unique Portland neighborhood. Don't let it be destroyed by high-rise towers.

Amy Veranth  
1221 SW 10th Ave.  
Portland, OR 97205

**Moore-Love, Karla**

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**From:** JJ Message <jj\_message@yahoo.com>  
**Sent:** Monday, January 26, 2015 11:07 AM  
**To:** Moore-Love, Karla  
**Subject:** Fw: West End Plan - Please support a maximum 100'building height and a balanced review including residents

Karla

please note my email re West End Plan in your records.

Thanks

----- Forwarded Message -----

**From:** JJ Message <jj\_message@yahoo.com>  
**To:** "novick@portlandoregon.gov" <novick@portlandoregon.gov>  
**Sent:** Sunday, January 25, 2015 7:43 PM  
**Subject:** West End Plan - Please support a maximum 100'building height and a balanced review including residents

Commissioner Novick:

Portland is at a tipping point as we enter the next economic growth spurt. Part of this growth is rampant growth in the West End district - we ask your consideration to keep Portland unique and livable by limiting the maximum building to 100'. Please work with the residents of the community as well as the developers. Both are critical to Portland's long term success.

Thanks for being accessible to hear our concerns.

JoZell Johnson  
 NW Portland Resident

I would like to re-cap the speaking points for this discussion

**Historic Buildings.** You are all aware that the West End tells Portland's story with its over 100 historic but unprotected buildings. A **maximum 100' building height in the West End** will discourage demolition and encourage reuse of these buildings. The proposed allowances for 20, 30 and 40 story buildings threaten historic properties by increasing the value of these sites and increasing the lure for higher profits. Lowering building heights is NOT considered a "taking" from the landowner (Testimony at PSC by Joe Zehnder, October 21, 2014).

**Flawed Process.** The West Quadrant Stakeholder's Advisory Committee (WQSAC) was **stacked** in favor of developers and architects and had **no resident representative from the West End**. (Check the committee list on p. 194/5 or pdf p. 204/5 of the most recent WQPlan draft, found at [ftp://ftp02.portlandoregon.gov/BPS/West\\_Quad\\_Recommended\\_Draft/](ftp://ftp02.portlandoregon.gov/BPS/West_Quad_Recommended_Draft/). NOTE also that West End resident Wendy Rahm is listed in this latest draft as an alternate, but she was never told of such an appointment and has since asked that her name be removed from the list. She always testified as a member of the public.)

**Assertions** that are **not true** include: only tall buildings can accommodate enough people to prevent sprawl (WRONG!); tall buildings are a sustainable building form (WRONG! See the attached white paper by Michael Mehaffy. Also attached is a cautionary letter to City Council from Professor Patrick Condon of University of BC. Both are also available at [www.sustasis.net](http://www.sustasis.net). )

**Economic impact.** Will Portland continue to chart its own way and preserve its unique identity which draws tourists and the creative class, or will it throw its "brand" away to become more homogenized in an effort to become more like some other "better" place where vertical sprawl is the norm? Deregulating building heights essentially encourages supply side economics that favors developers. If developers promise "trickle down" benefits, what exactly are the public benefits? Are residents really better off?

**Moore-Love, Karla**

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**From:** Ramona Kearns <ramonakearns@gmail.com>  
**Sent:** Tuesday, January 27, 2015 9:14 PM  
**To:** Moore-Love, Karla  
**Subject:** Building heights

I gave emailed mayor Hales and and the city council members encouraging a height limit of 100' in the historically rich West End and to involve residents of the area in the review process Thank you Ramona Kearns

Sent from my iPhone

**Moore-Love, Karla**

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**From:** Joanne Marsh <mjmarsh335@gmail.com>  
**Sent:** Tuesday, January 27, 2015 2:58 PM  
**To:** Moore-Love, Karla  
**Subject:** West End Portland

We would like the building height lowered to 100' in the west end of the city.  
Joanne and Michael Mars1221 SW 10th Ave

**Moore-Love, Karla**

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**From:** Nancy Catlin <ncatlin2635@comcast.net>  
**Sent:** Tuesday, January 27, 2015 9:52 AM  
**To:** Commissioner Novick  
**Cc:** Moore-Love, Karla  
**Subject:** West end plan

Dear Sir;

I live in the West End, and implore you to set the building height maximum at 100' in this district and to convene a more representative group to remedy the flaws in the planning process.

Thank you,  
Nancy Catlin

**Moore-Love, Karla**

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**From:** Sheila Seitz <sheila.seitz@gmail.com>  
**Sent:** Tuesday, January 27, 2015 8:33 AM  
**To:** Hales, Mayor; Commissioner Fritz; Commissioner Saltzman; Commissioner Fish; Aaron Seitz; Commissioner Novick; Moore-Love, Karla  
**Subject:** West End Quadrant plan

Dear Mayor Hales and Commissioners,

I urge you to cap building heights in the West Quadrant at 100 feet. The West Quadrant advisory committee's recommendation to significantly raise building heights will ease financing for an array of tall skinny structures that will block out the sun and views of our most beautiful and unique historic buildings. It seems to me that the committee is more concerned with packing as many people as possible into the West Quadrant than preserving it's history, vitality, livability and uniqueness. And once demolition begins, there is no turning back.

Portland has become a thriving tourist destination not just for it's wonderful innovative restaurants and beautiful setting but because of it's unique old world feel. Tourists want to stay close to the West Quadrant because of it's beautiful old Churches, unique buildings, Park Blocks, fountains and easy access to the river. After WW2, Europe made rebuilding it's historic centers a priority. Unfortunately, urban renewal in the US brought the wrecking ball to many unique city centers across the US. Portland used it's wrecking ball to create the 405. Please don't use it to destroy the West Quadrant.

Sincerely,

Sheila Seitz  
1221 SW 10th  
Portland

**Moore-Love, Karla**

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**From:** Gary Seitz <seitz@uoregon.edu>  
**Sent:** Tuesday, January 27, 2015 7:13 AM  
**To:** Moore-Love, Karla  
**Subject:** forwarded message - Hales

Hi Karla,

Below is a forwarded version of the message I sent to Mayor Hales

-----

Dear Mayor Hales,

Please set a 100 foot maximum for building heights in the West End and help preserve the historic nature of this area.

With regards,  
Gary Seitz  
1221 SW 10th  
Portland, 97205

**Moore-Love, Karla**

---

**From:** danielsalomon@comcast.net  
**Sent:** Tuesday, January 27, 2015 5:22 AM  
**To:** Moore-Love, Karla  
**Subject:** Comments on West Quadrant Plan For Official Record (Please Reply)  
**Attachments:** Comments on the West Quadrant in Portland, Oregon.docx

Dear Karla Moore-Love,

Enclosed as an attachment is my written comments on the West Quadrant Plan.

Please add my written comments to the public record for the Center City 2035 West Quadrant Plan and City of Portland Bureau of Planning and Sustainability?

Please make sure that Karl Lisle, Susan Anderson, Joe Zehnder, Sallie Edmunds, Katherine Schultz, Karen Williams and Kristin Greene all get copies of my comments?

Please let me know when you receive this e-mail and if my comments meet all the requirements for submission into the official public record?

Looking forward!

Thanks so much!

sincerely,

Daniel Salomon

**Comments on West Quadrant Plan by Daniel Salomon**

I am a published free lance environmental author with a Master of Arts degree in theological research along with a graduate certificate in science and religion and a Bachelors of Science degree with concentrations in Biology, Environmental Studies and Conflict Analysis/Dispute Resolution and a Naturalist Certificate. I am also a neurodiverse man on the autism spectrum.

I relocated my family cross country from Maryland to Portland, Oregon to be in the epicenter of the environmental movement and to live in and contribute to a green community. We also relocated cross-country to Portland, Oregon because of my disability. My disability necessitates that I live in a livable city with human scale apartment buildings, accessible public transportation, open green spaces and an accepting human community.

I currently live in Goose Hollow. My current living arrangement in Goose Hollow, meets all of the above criteria, while making it possible not only to write for publication, but also volunteer at the Hoyt Arboretum, Wilderness International, Friends of Goose Hollow (FOGH) and Goose Hollow Foothills League (GHFL).

I completely support the Goose Hollow Foothills League (GHFL) Board of Directors' position calling the West Quadrant Plan, the Portland Bureau of Planning and Sustainability and the City of Portland to "seek lower height limits and stricter controls over bonuses."

I lived in a neighborhood in Maryland, outside Washington D.C., where residents lived in high rise apartment buildings surrounded by skyscraping office buildings, multi-story parking garages, strip malls and busy streets, along with other high rise apartments, mitigated only by sparse trees, a precious few open green spaces and a precious few pocket parks. These precious few green spaces and pocket parks were woefully inadequately maintained and overflowing with litter. Living on the eleventh floor, I was completely isolated from the Natural World and human community. I ended-up twice in the emergency room for insomnia panic attacks because there was an inordinate amount of artificial light pollution and grating around the clock construction and traffic noise, coupled with electromagnetic chaos pollution from an inordinate amount of cell phone towers in my neighborhood. Such abrasive overstimulation of my already vulnerable nervous system made it impossible to sleep at night. In this lonely neighborhood without Nature, all there was to do in this neighborhood was eat at fast food restaurants and I developed a serious food addiction as a result. I could not even hear songbirds sing in springtime.

When it comes to the height limits debate currently going on in Portland, the stakes could not be higher. Living in a concrete jungle back in Maryland absolutely adversely impacted my physical and mental health and I became disembodied and isolated from both the Natural World and human community.

I also ended-up consuming more living in the concrete jungle. I actually ended-up consuming less when I relocated to a place closer to wild Nature in Maryland and even more so when I relocated to Portland,

Oregon, a livable city with accepting human community. I am very committed to keeping Portland livable and weird.

I completely support the recommendations of the West Quadrant Plan Minority Report which advocates for a more critical review of the current height bonus policy and FAR transfer policy, preservation of the distinctive character and human scalability of each of Portland's neighborhoods like Goose Hollow, concentrate tall buildings along the north-south transit corridor and at freeway viaducts, set height limits based upon realistic foreseeable market demands and contextualized to the specific conditions of a given neighborhood instead of a one-size-fits-all formulaic approach and create more affordable housing opportunities.

I am also against the demolition of historical structures which not only destroys beauty and local history in the city, demolitions also waste scarce resources. I advocate that bonuses be given to developers to preserve and restore at-risk historical structures and transform these historical structures into affordable housing opportunities and office space. I also advocate that bonuses be given to developers who actually contribute to the increased livability of their neighborhood.

I also share many of the concerns of the West Quadrant Minority Report in-regards to the existing West Quadrant Plan's inadequate provisions for the environmental sustainability of Portland, Oregon as our local response to the planetary crisis. Portland has a reputation of being an ecological beacon to the world. Portland absolutely must set a good example to the world in regards to environmental sustainability. I agree with the Minority Reports concern that the West Quadrant Plan needs more detailed and concrete environmental objectives in-regard to salmon recovery, green infrastructure, regulatory requirements for green roofs, riverbank restoration, climate change preparation, tree canopy targets, Tom McCall Park river access and low carbon development. I also agree with the Minority Report that there needs to be in the West Quadrant Plan, more interdisciplinary collaboration across allied environmental fields, more citizen involvement and more neighborhoods impute.

However, I see the current West Quadrant Plan as basically the right vision of what a positive future in Portland, Oregon would look like. This is an exciting vision of the future of Portland, Oregon. I definitely look forward to how all of this unfolds.

Looking forward! Thanks so much!

Daniel Salomon

# AIA/APA/ASLA Urban Design Panel

Chapters of the American Institute of Architects, American Planning Association and American Society of Landscape Architects

## **BUILDING HEIGHTS AND THE CENTRAL CITY PLAN UPDATE**

Honorable Mayor and City Council Members:

The inter-professional Urban Design Panel supports the recommended West Quadrant Plan and the City's course of action to date (historically, and in the present proposed policies) in allowing the Central City to develop as a well regulated built environment, but one open to many forms and types of buildings in downtown and most parts of adjacent areas.

During the West Quadrant Planning process there have been statements in the press and to the Stakeholder Advisory Committee that the Urban Design Panel has found to be flawed and thus misleading. We offered the following clarifications to the SAC as matters of fact, and do so again as the City Council considers the Plan for adoption.

- There have been statements directed against tall buildings, yet without any clear definitions. Commentary has focused on residential buildings from 'over six floors' to 'over 20 stories'. We understand that buildings over six floors in height, and in residential use, are the prime concern of submitted testimony against tall buildings.
- Allowing tall buildings in the areas designated in the recommended Building Height map does not mean that they will proliferate in those areas, any more than tall office buildings have dominated the area between the US Bancorp Tower and the Wells Fargo Tower where they have been allowed since 1973. The market can only support a limited number of them.
- There is an essential difference between a tall residential building in the central city and a gated community. From the former, there are dozens of potential destinations within walking distance. From a gated community, almost every trip must be made by car, and many people must depend on others to drive them. Those who live in gated communities in the outer suburbs are truly isolated.
- A person can become isolated in a building of any height. Those who live in a busy urban community are an elevator ride away from community activities within their buildings, and vibrant streets with cafes and other activities right outside their doors, regardless of the building's height.
- There is an implication that building a tall building will inevitably 'destroy urban treasures'. Portland's processes of planning and design review ensure careful review of any proposed demolition of historic structures. No planner is unaware of the mistakes made before the 1973 Downtown Plan.
- To portray buildings over six floors as 'a problematic typology...hardly a utopian view of the future' is a matter of opinion, not fact, and contributes nothing to the discussion.

- Portland's Northwest Neighborhood is a classic example of a dense, walkable environment, admired for its mix of uses and housing types. However, its success has little to do with the scale of buildings that should be permitted elsewhere, for instance in the Pearl District north of Lovejoy.
- Pearl District residents and others chose to allow tall residential towers there because they would not block sensitive views nor shadow sensitive areas. The dominant feature is the Fremont Bridge, itself a tall and massive structure. PBOT found the street system sufficient to accommodate projected densities.

The Urban Design Panel supports building heights as currently proposed in the recommended West Quadrant Plan, and offers the following observations in support of that position:

- The development context of downtown is clearly one where tall buildings are appropriate. Residential buildings mixed with office buildings provide needed vitality to the Central City. Greater density of residents and jobs in downtown and adjacent neighborhoods are essential to the vitality that makes them attractive places to live, work and visit, and to the viability of the public transit systems that contribute to their success. Tall buildings contribute to this success.
- A fundamental precept of the Plan is to enable a wide choice of housing types. Many who choose to live in inner city neighborhoods elect to live in buildings taller than six floors. Those who dislike tall buildings are under no obligation to occupy them, but should not seek to remove that option for those who prefer them.
- As long as there is a wide choice in housing types, market demand will direct new development. Only a portion of demand will be for tall residential towers. In practice, only a fraction of most urban areas develop to permitted density and height.
- Portland has in place regulations to limit shadows cast on public open space and protect important view corridors. A six-story building will cast three of its surrounding streets in shadow for part of each day; a tall building will do the same. If necessary, other restrictions on the impacts of tall buildings can be introduced.
- Downtown's topography and esoteric collection of buildings favor variety in size, shape and configuration; the 200' grid imposes restrictions on massive buildings and on creation of 'canyon effect' experienced in Manhattan and elsewhere.
- Design review will help ensure that tall buildings are designed to avoid features that tend to isolate its residents, and to provide for "healthy living" features.
- A blanket restriction of buildings over six floors would impose an arbitrary and economically damaging limit on the regeneration of our inner city communities.

The Urban Design Panel submits that the restrictions proposed in the recommended West Quadrant Plan as to the locations in which tall buildings shall be permitted are sufficient to protect the skyline and important views. We submit that an arbitrary restriction on tall residential buildings is unwarranted and should not be entertained.

Thank you for considering our comments.

Executive Committee of the Urban Design Panel:

Stefanie Becker, AIA

Bob Boileau, AIA, AICP

Brian Campbell, FAICP

Melinda Graham, ASLA

John Spencer, AICP

Paddy Tillett, FAIA, FAICP

Mauricio Villarreal, ASLA

**Moore-Love, Karla**

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**From:** Paula Lifschey <paula37lif@gmail.com>  
**Sent:** Wednesday, January 28, 2015 9:42 AM  
**To:** Commissioner Novick  
**Cc:** Moore-Love, Karla  
**Subject:** WQPlan

I fervently hope that you will lower the proposed height limit of new buildings to 100' in order to preserve the special character of downtown Portland.

Paula Lifschey

**Moore-Love, Karla**

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**From:** Paula Lifschey <paula37lif@gmail.com>  
**Sent:** Wednesday, January 28, 2015 9:41 AM  
**To:** Commissioner Saltzman  
**Cc:** Moore-Love, Karla  
**Subject:** WQplan

I hope that you will consider lowering the proposed height limit of new buildings to 100' in order to preserve the special quality of this section of Portland.

Paula Lifschey

**Moore-Love, Karla**

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**From:** Paula Lifschey <paula37lif@gmail.com>  
**Sent:** Wednesday, January 28, 2015 9:40 AM  
**To:** Hales, Mayor  
**Cc:** Moore-Love, Karla  
**Subject:** Building heights

I urge you to please consider lowering the building height limit in the West Quadrant to 100 feet in order to preserve the character of Portland that has drawn so many people, including myself, to this city.  
Paula Lifschey

**Moore-Love, Karla**

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**From:** Ramona Kearns <ramonakearns@gmail.com>  
**Sent:** Wednesday, January 28, 2015 9:40 AM  
**To:** Moore-Love, Karla  
**Subject:** Re: Building heights

Your letter is what I sent them.  
Short and sweet  
Thanks  
Ramona

Sent from my iPhone

> On Jan 28, 2015, at 8:26 AM, "Moore-Love, Karla" <Karla.Moore-Love@portlandoregon.gov> wrote:

>  
> Ramona,  
>  
> If you want your testimony entered into the record, please email me a copy as well.

>  
> Thank you,  
> Karla

>  
> Karla Moore-Love | Council Clerk  
> City of Portland | Office of the City Auditor  
> 1221 SW 4th Ave Rm 130  
> Portland OR 97204-1900  
> email: Karla.Moore-Love@portlandoregon.gov  
> phone:503.823.4086  
> Clerk's Webpage: [www.portlandoregon.gov/auditor/councilclerk](http://www.portlandoregon.gov/auditor/councilclerk)

>  
> -----Original Message-----  
> From: Ramona Kearns [mailto:ramonakearns@gmail.com]  
> Sent: Tuesday, January 27, 2015 9:14 PM  
> To: Moore-Love, Karla  
> Subject: Building heights

>  
> I gave emailed mayor Hales and and the city council members encouraging a height limit of 100' in the historically rich West End and to involve residents of the area in the review process Thank you Ramona Kearns

>  
> Sent from my iPhone

**Moore-Love, Karla**

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**From:** Susan Bliss <sdbliss@me.com>  
**Sent:** Wednesday, January 28, 2015 12:38 AM  
**To:** Hales, Mayor; Commissioner Fritz; Commissioner Saltzman; Commissioner Fish; Commissioner Novick  
**Cc:** Moore-Love, Karla  
**Subject:** Lower maximum building heights in the West End to 100 feet

As a resident of Portland's West End, I believe the Mayor and City Council must hear and consider the points of view of citizen residents regarding the West Quadrant Plan now being proposed. There is strong evidence that this has not happened to date. I am one among a large group of residents who want you, their representative, to:

1. Lower maximum building heights in the West End to 100 feet,
2. Delay the City Council vote on said height limits in the current West End plan, and, because the Plan is fundamentally flawed both in process and outcome (especially as regards building heights),
3. Reconvene a more representative\* membership to include more residents and allow this group to revisit sections of the West Quadrant Plan before any vote by the City Council.

\* Composition of the first WQSAC favored developers and architects. Not a single resident representative from the West End was included. West End resident Wendy Rahm is listed in this latest draft as an alternate, but she was never told of such an appointment and has since asked that her name be removed from the list. At meetings on this subject, she has always testified as a member of the public.

Susan Bliss  
1221 SW 10th Avenue  
Portland 97205

**Moore-Love, Karla**

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**From:** xtreborx@comcast.net  
**Sent:** Wednesday, January 28, 2015 3:30 PM  
**To:** Hales, Mayor  
**Cc:** Moore-Love, Karla  
**Subject:** city council meeting

Re: West Quadrant Plan: **The West End proposal**

Submitted by: Robert Hermanson  
1500 S.W. 11<sup>th</sup> Ave. #2502, Portland, OR 97201

As a resident of the West End and a member of the Board of Directors at The Old Church, I wish to make the following comments regarding the proposed plan to be discussed on February 4, 2015.

The Old Church and Historic Preservation:

The Old Church has been on the present site since 1882 and is designated an historic structure listed on The National Register and is also an historic landmark in the City of Portland. It is imperative that this important building be preserved. As members of the board we are continually monitoring and performing maintenance on the building in order to sustain it for future generations. As one of over a dozen historic churches in this area of the city, we are very concerned regarding the negative impact increased densities including tall buildings might have on this historic building.

The Old Church and Building Heights:

I observed the building height diagram in the report that indicates for this part of the plan ( West End) heights are being proposed up to 250' ( approaching 20 to 22 stories). I believe this scale overpowers the more modest scaled neighborhood in which The Old Church is located. Furthermore, increased densities tend to favor the development sector financial interests rather than those of the community in which the Old Church is a significant part. Consequently, we strongly favor a limit in height not to exceed 100'.

West End overall character, scale and vision:

The modest scale and diversity of buildings and architectural styles is very important to the character of this unique part of the city. While we recognize that development is an inevitable component in the city's growth, we would also argue that Portland's unique character as represented by the West End must be maintained. This can be accomplished by mid height buildings that would sustain the scale and character of the streetscape and still provide densities appropriate to the West End.

Thank you very much for your considerations.

Sincerely,

Robert Hermanson

**Moore-Love, Karla**

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**From:** Raggett, Mark  
**Sent:** Wednesday, January 28, 2015 3:24 PM  
**To:** Moore-Love, Karla  
**Cc:** Hartinger, Kathryn; Starin, Nicholas; Lisle, Karl; Edmunds, Sallie; Zehnder, Joe  
**Subject:** FW: UDP Comments on recommended West Quadrant Plan  
**Attachments:** Building Heights and the Central City Plan final 01.27.15.pdf

Karla,

Testimony from the AIA/APA/ASLA Urban Design Panel for the hearing on the West Quadrant Plan, scheduled for Feb. 4 at 2PM. Let me know if you have any questions. Thanks.

Mark R.

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**From:** John Spencer [mailto:[john@spencerpdx.com](mailto:john@spencerpdx.com)]  
**Sent:** Wednesday, January 28, 2015 3:12 PM  
**To:** Raggett, Mark  
**Cc:** 'Becker, Stefanie'; Villarreal, Mauricio; 'Robert Boileau'; 'Tillett, Paddy'; 'Brian Campbell'; Melinda Graham; John Spencer; Karen Williams  
**Subject:** UDP Comments on recommended West Quadrant Plan

Hi Mark:

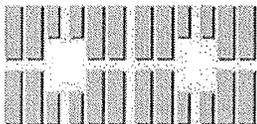
The Urban Design Panel is pleased to submit the attached letter in support of the recommended West Quadrant Plan. Please forward the letter to the appropriate staff to ensure it is made part of the record, and hopefully included in the Council's packet prior to the hearing on February 4<sup>th</sup>.

I plan on attending the hearing and will be happy to testify on behalf of the UDP. If there is anything you can do to secure a time-specific testimony slot, I'd really appreciate it. Also please send particulars on venue, time, agenda, etc.

Let me know if you have comments or questions.

Best,

John



John C. Spencer, AICP  
 SPENCER CONSULTANTS  
 SPENCER & KUPPER  
 1950 NW Overton Street  
 Portland, OR 97209  
 p 503.789.0112  
 e [john@spencerpdx.com](mailto:john@spencerpdx.com)  
 w [www.spencerpdx.com](http://www.spencerpdx.com)

**Moore-Love, Karla**

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**From:** mvogelpnw@gmail.com on behalf of Mary Vogel <mary@plangreen.net>  
**Sent:** Thursday, January 29, 2015 4:20 PM  
**To:** Hales, Mayor; Fritz, Amanda; Saltzman, Dan; Commissioner Fish; Novick, Steve  
**Cc:** Moore-Love, Karla  
**Subject:** Comments on the West Quad Plan

I posted my comments to City Council on my blog [Downtown Portland 2035](#) so that I could add some illustrative photos and make them **easier for you to read**. I hope to also get some constructive feedback from my networks across the nation as well.

They don't cover every aspect that I would have liked to touch upon as I hesitated to make them any longer. Although I have not sought authorization to speak for them, I'm a member of the Downtown Neighborhood's Land Use and Transportation Committee and I believe these comments would be mostly supported by them.

I have made other comments on the West Quad Plan--written and spoken--to other bodies as well--the WQP-SAC, the PSC and to BPS staff. Some of those comments were posted in a previous blog [Universal Tax Abatement for Downtown Portland](#) which I reference in my [Downtown Portland 2035](#) blog.

Thanks,

Mary

PS Karla, can you include comments from my blog in the record?  
? Thanks!

**Mary Vogel, CNU-A**



Bringing services nature provides to community design & planning  
 A Woman Business Enterprise/Emerging Small Business in Oregon  
 503-245-7858  
[mary@plangreen.net](mailto:mary@plangreen.net)  
<http://plangreen.net/>

Blog: [Universal Tax Abatement for Downtown Portland](#)

**Moore-Love, Karla**

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**From:** Tracy J. Prince, Ph.D. <tprince@pdx.edu>  
**Sent:** Thursday, January 29, 2015 11:57 AM  
**To:** Moore-Love, Karla  
**Subject:** [Approved Sender] West Quadrant Plan--Please request less ambiguous map  
**Attachments:** GHFL requests changes to West Quadrant Plan and seeks delay on Council vote.pdf; Height Limits (existing).jpg; Height Limits (proposed).jpg

Dear Commissioners,

In addition to the changes requested in the attached Goose Hollow Foothills League's letter, Goose Hollow is also requesting that Commissioners require planning staff to provide a less ambiguous height map.

### A map problem

If you look at the attached maps of Goose Hollow's current base heights and the proposed WQ height limits map, you will see striking differences (even though staff claim that no changes are being proposed in Goose Hollow's heights). The big problem is how planning staff have used this map to present bonuses as a given (an entitlement), when, in reality, the full buildable height that can be obtained with bonuses is rarely achieved. This wildly speculative map is the only map in the West Quadrant draft showing proposed heights (page 171). When West End and Pearl advocates have questioned this map in WQ meetings, bonuses have been talked about as a given.

### Deregulating bonuses?

In a 1/13/15 email exchange with planner Kathryn Hartinger, she assured me that bonuses are not being deregulated. I said: "So what is happening is that planning staff are now giving away the bonuses that developers once had to jump through many hoops to get? Planning staff are obfuscating the fact that they are completely deregulating height limits that developers once needed to earn in a myriad of ways." Kathryn Hartinger said: "...the answer is no...Developers would still have to earn that additional height. We aren't giving it away...we're also looking at retooling the bonus system to get more public benefit out of it, so it's entirely possible that as a result of this process, it could actually be harder for developers to earn that extra height (or FAR, etc.)."

The problem is that none of these sentiments are expressed in the WQ draft. Goose Hollow and other neighborhoods only have this planner's email to confirm that bonuses are not understood as an entitlement and are not being deregulated (though the map and discussions in the WQ process seem to indicate otherwise.) As GHFL's president, I called for a vote of the membership on height limits. Many Goose Hollow residents will lose their minds if bonuses are presented as an entitlement, since this would raise heights dramatically.

### Bonus problems

Bonuses are not rights—they are not entitlements. Many people believe it's time for the bonus system to end. A 2007 study of Portland's bonus program describes a system that has not been effective: "the system of bonus and transfer mechanisms that has developed in Portland since 1988 has had success in meeting some goals (most notably the development of residential density), but has failed to live up to its promise in meeting other goals." <https://www.portlandoregon.gov/bps/article/177368> The most frequently used bonus (for residential developments) doesn't need bonuses to exist--it can be assured by writing required residential development into the code. Additionally, residential development is booming. It does not need to be incentivized. The GHFL board voted unanimously to support the minority report on height limits, which recommends ending the bonus program.

The ask

It seems very peculiar that planning staff have used the only WQ map on height limits to focus on a full build out of all bonuses. It would be a great help if Commissioners could ask for a less ambiguous West Quadrant map. The entire West Quadrant height limit map should be changed to reflect 1) current base heights, 2) suggested changes to current base heights, and 3) bonuses. It would be nice to be able to take planning staff at their word that they don't plan to deregulate bonuses, but the map they've used seems to indicate otherwise.

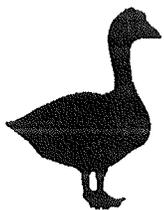
In the coming year, many people will be advocating for the bonus system to end, but in the meantime it would be helpful to have a map that does not show bonuses as an entitlement, since they are not.

Thanks,

Tracy J. Prince, Ph.D.

President, Goose Hollow Foothills League

Scholar in Residence  
Portland State University  
Portland Center for Public Humanities  
<http://www.pdx.edu/public-humanities/profile/tracy-j-prince>



## GOOSE HOLLOW FOOTHILLS LEAGUE

2257 NW RALEIGH STREET PORTLAND, OR 97210 503-823-4288

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January 20, 2015

To: City Council and Bureau of Planning and Sustainability

RE: Draft West Quadrant Plan—

GHFL's Board of Directors 1) requests changes, 2) endorses minority reports, and 3) seeks a delay in the February 4 City Council vote

### Requested Changes

In the January 15, 2015 Goose Hollow Foothills League (GHFL) board meeting there was discussion about discomfort felt with GHFL's representation on the West Quadrant's Stakeholder Committee. One Stakeholder Committee member introduced himself as a former president of GHFL but neglected to mention that his opinions were not endorsed by the previous or the current GHFL board. Additionally, the official GHFL representative took positions which GHFL minutes show were not endorsed by the GHFL board and were simply her personal opinions: (such as her support for the majority position which calls for increased height limits, bonus transfers into Goose Hollow, linking West End and Goose Hollow zoning, and removing required residential zoning). The board is also concerned that view corridors are not adequately protected. And the board is concerned that West Quadrant staff/participants have branded "the Flats" (a term that has not been in use in Goose Hollow) then stated that this area needs re-branding by a developer.

Thus, the GHFL Board unanimously recommends the following changes to the draft West Quadrant Plan:

- 1) Page vii #3 delete this sentence: "However, development has lagged in the district." This is no longer true. GHFL receives 1-3 development notices per month.
- 2) Page 89 RC1\* delete this sentence: "Remove required residential development provisions on CX lots in this area."
- 3) Page 89 RC7\* To this sentence: "To increase flexibility for redevelopment rezone the block immediately west of Providence Park from RHd to CXd" --add the following: "with a residential requirement." Thus, the sentence should read: "To increase flexibility for redevelopment rezone the block immediately west of Providence Park from RHd to CXd with a residential requirement."
- 4) Page 89 delete RC3 "Consider rebranding "the Flats" to better represent the community's aspirations for that area." All mentions of "the Flats" in the draft West Quadrant Plan should be

removed. This term began to be used only during the West Quadrant process and is not historically appropriate. The lower elevations at the base of the hills are historically referred to as "the Hollow." If "the Hollow" isn't deemed appropriate by developers, the lower elevations from Burnside to Yamhill were once called "The Lownsdale District." This name was in intermittent use circa 1910-1970s and honored Goose Hollow's first resident, Daniel Lownsdale.

5) Page 94 Add implementation action: "UD10: Protect scenic vistas to and from Goose Hollow by revisiting the height limits set forth in the 1991 Scenic Resource Protection Plan and conducting strict enforcement where such structures could negatively impact these vistas." The board discussed the fact that the code calls for protected view corridors from SW Hall, SW Montgomery, SW Vista, and SW Market St. Dr. which are not being protected at all. The board discussed that views from Washington Park's entrance (looking north and east) should be protected and that already protected views from Washington Park and the Vista Bridge should be better protected. It is our view that not enough emphasis is being placed on protecting these vanishing public resources. Corridor widths and building height limits may not have been properly calculated to protect scenic vistas in Goose Hollow. Modern technology will make it easier to properly map out these views, heights, and widths to provide developers with visual evidence of how their proposed structures should not impact these views.

#### **Endorsement of Minority Reports**

The GHFL Board unanimously endorses the West Quadrant Plan Minority Reports: the Building Height Policy Report authored by Steve Pinger and the Environmental Report authored by Bob Salinger and Jeanne Galick.

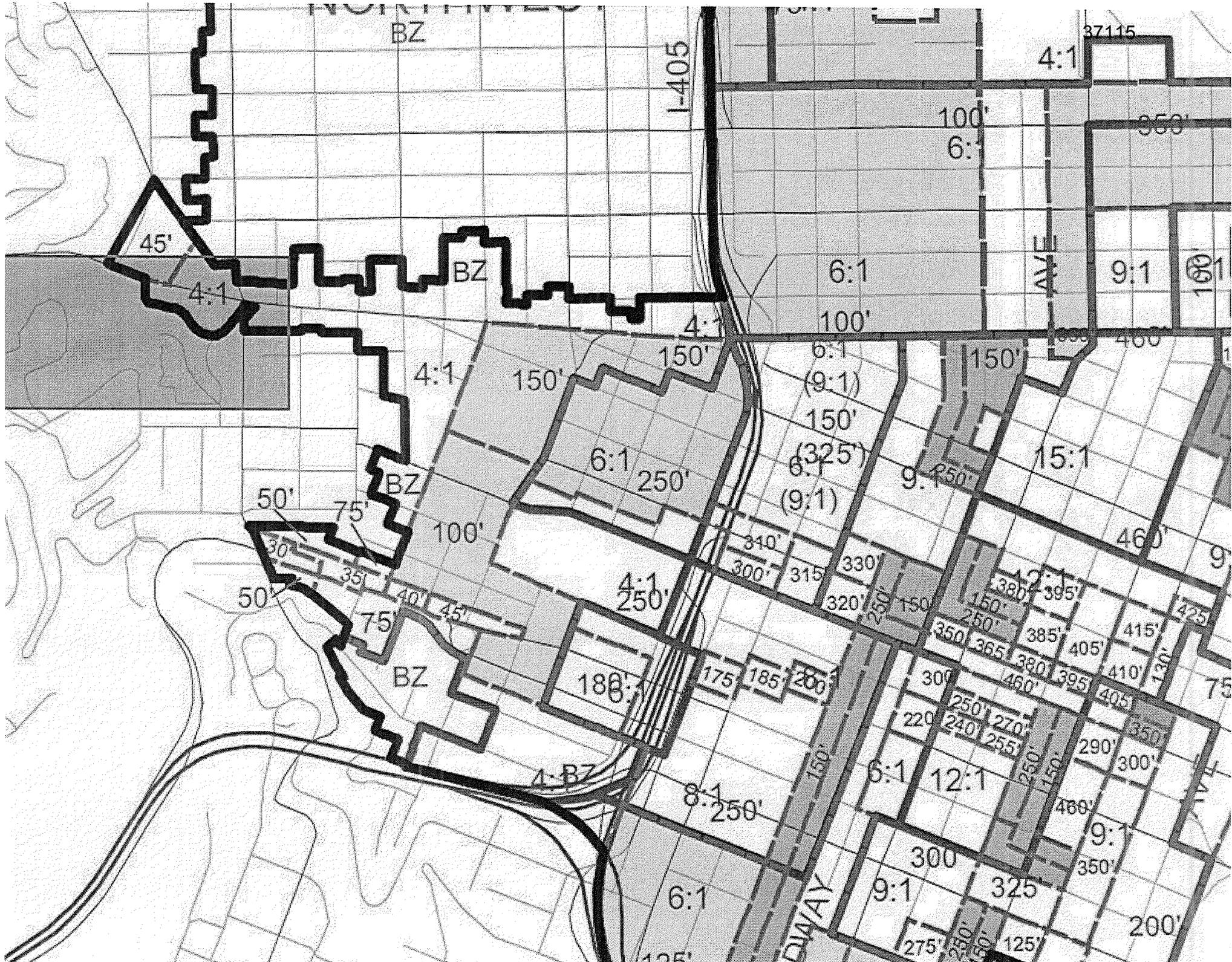
#### **Request Delay of Vote**

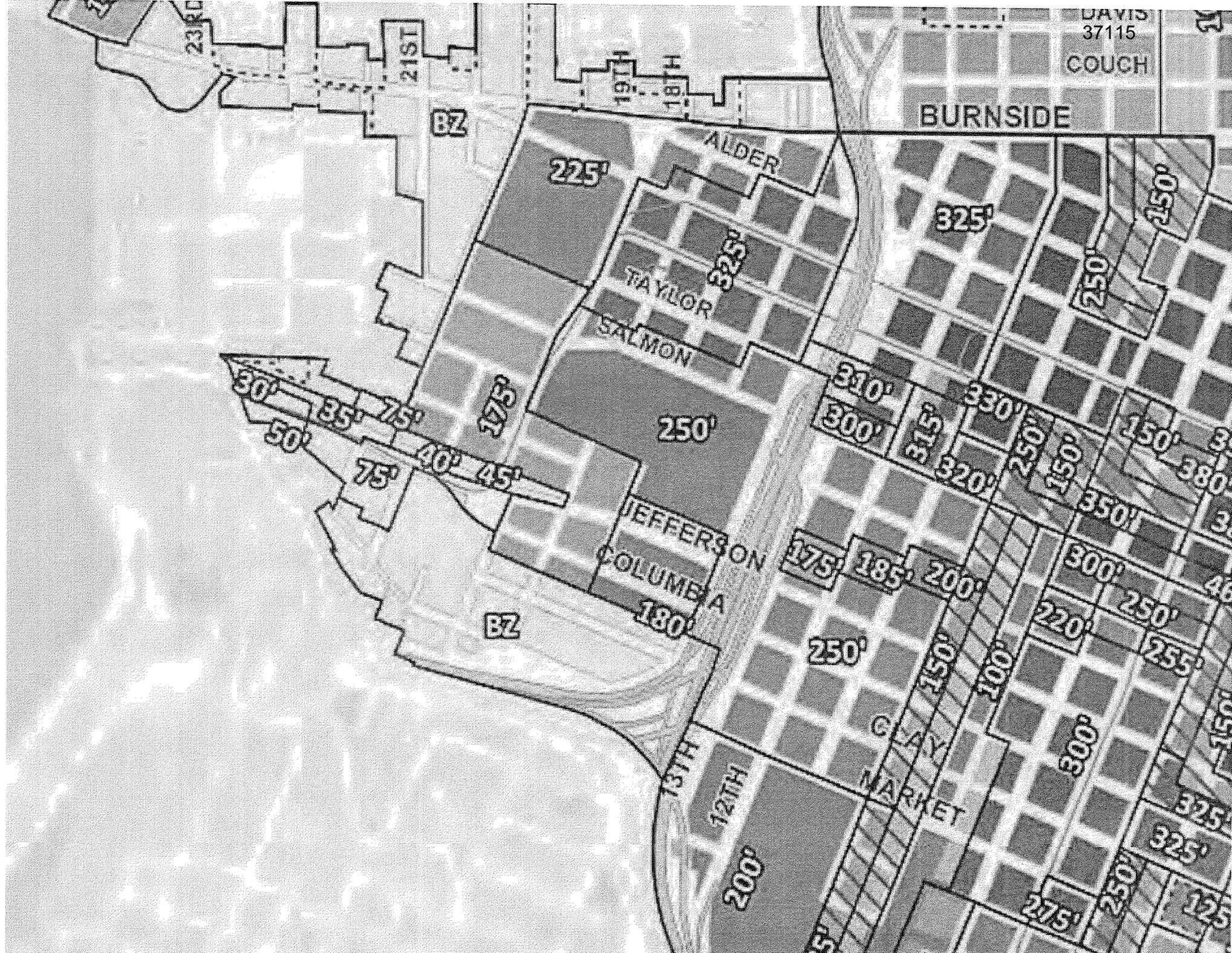
The GHFL Board of Directors unanimously seeks a delay in City Council's February 4 vote on the draft West Quadrant Plan to give time for results from a February 11 vote of the membership on height limits. In a December 2012 West Quadrant charrette, GHFL was incorrectly told (by Karl Lisle and Mark Raggett) that lowering height limits was not on the table. This assertion again resurfaced only last month. Throughout the entire West Quadrant process, GHFL members were misled about their right to consider lowering height limits. A GHFL membership vote has been called February 11 to vote on height limits and planning tools to manage height limits. The newly elected GHFL Board of Directors believes the people have a right to be heard and will seek lower height limits and stricter controls over bonuses and FAR if instructed to by GHFL membership. Since Goose Hollow was misled repeatedly on height limits, we seek a delay of City Council's vote on the West Quadrant Draft Plan.

Sincerely,

Tracy J. Prince, Ph.D.

President, GHFL (503) 475-6080





DAVIS  
37115  
COUCH

BURNSIDE

ALDER

225'

325'

TAYLOR

325'

SALMON

250'

310'

330'

30'  
50'  
85'  
75'  
75'  
40'  
45'

175'

300'

315'

320'

250'

150'

150'

380'

JEFFERSON  
COLUMBIA

180'

175'

185'

200'

300'

350'

BZ

250'

300'

220'

250'

255'

13TH

12TH

200'

CLAY  
MARKET

150'

100'

300'

150'

325'

325'

125'

275'

250'

**Moore-Love, Karla**

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**From:** Lisa Boyd <lboyd@opidportland.com>  
**Sent:** Thursday, January 29, 2015 10:27 AM  
**To:** Moore-Love, Karla  
**Cc:** siegelconsulting@aol.com; Julie Leuvrey; Randy Lovre  
**Subject:** Re: Testimony on Draft West Quadrant Plan for Public Record  
**Attachments:** Testimony, Draft West Quadrant Plan, 012715.pdf

Good morning,

Attached, please find Oregon Pacific's testimony in regards to the Draft West Quadrant Plan.

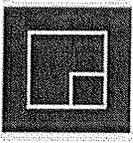
Thank you.

*Lisa M. Boyd*

Executive Administrator

OREGON PACIFIC CAPITAL  
MANAGEMENT CORPORATION

1800 SW First Avenue, #600  
Portland, Oregon 97201  
(503) 225-1102 / F: (503) 273-8612



**Oregon Pacific Investment  
Development Company**

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(503) 225-1102 / F: (503) 273-8612  
www.opidportland.com

January 27, 2015

Mayor Hales and Members of the City Council  
Attn: Council Clerk  
1221 SW Fourth Avenue, Room 140  
Portland, OR 97204

**RE: Testimony on Draft West Quadrant Plan for Public Record**

Mayor Hales and Members of the City Council:

The Oregon Pacific Investment and Development Company ("OPID") would like to take this opportunity to provide comments for the public record regarding the Draft West Quadrant Plan. OPID owns and manages commercial and residential properties in the Central City, including two important infill development sites in the South Downtown/University District.

We appreciate the enormous effort of BPS staff and the Planning Commission in preparing the Draft Plan. We believe that the Draft Plan provides a comprehensive and cogent policy framework for more detailed work on the Central City Plan and implementing regulations. We provide below specific comments on several policies and implementation actions in the Draft Plan.

- **OPID Supports Rezoning to CXd the Area south of SW Market and west of 4th Avenue currently Zoned RXd (South Downtown/University, Implementation Actions, RC1)**

OPID concurs with the draft Plan that rezoning this island of RX in the middle of an otherwise CX area helps implement the higher density, mixed-use district planned for the southern end of the Transit Mall/PSU area. OPID owns an important development site in this area. The proposed rezoning would allow OPID to pursue mixed-use development opportunities that better meet the goals for the district than those allowed by RX regulations. Moreover the rezoning eliminates the ambiguities and complexity of conforming development standards regulating the RX zone to those for the Central City Plan District. While Plan District regulations supersede base zone standards where they conflict, it is not always clear when these regulations conflict or are additive.

- **OPID Supports Increasing the Building Height Potential on Southern End of Transit Mall between SW Broadway and SW 4<sup>th</sup> Avenue (South Downtown/University, Implementation Actions, RC2)**

OPID concurs with the Plan that the maximum height limits in this area should be increased to fulfill plan objectives and to be commensurate with the transit investment focused in south downtown. OPID supports the BPS recommended increases, but also realizes that future BPS work may result in adjusting the recommended height limits. If required, OPID is ready to work with BPS to further analyze the appropriate height limits for this area. OPID owns a development parcel that would be impacted by this change. From our ownership perspective, the recommended increase opens-up a world of opportunity with regard to design and orientation of a building on the parcel – potentially allowing for plazas or other public-realm spaces on the site that would not otherwise be possible.

- **OPID Recommends Amending the Draft Plan for Sites between SW Broadway and SW 4<sup>th</sup> Avenue Receiving Increased Building Heights to also Incorporate Commensurate Increases in Base FAR Limits (Proposed by OPID, Not in Current Draft Plan)**

While the draft Plan recommends increasing maximum height limits in the subject area, it did not incorporate a corresponding increase in allowable FAR. The base FAR for our site at SW4th and College is 6:1, which can be increased to 9:1 with bonuses and transfers. At this maximum FAR, the floor area on each of the upper-level floors would have to be impractically small to benefit fully from the increased maximum heights – and would have to command high rents, beyond what the district can command. This is why other areas of Downtown with the same height limits recommended for the subject area have base FARs in the range of 9:1 to 15:1 (12:1 to 18:1 with bonuses and transfers), substantially higher than proposed here. We suggest that the base FAR for the subject area be at least 9:1 (12:1 with bonuses and transfers).

- **OPID Supports Standardizing the Maximum Building Height Potential East of SW 4<sup>th</sup> Avenue to Naito Parkway (South Downtown/University, Implementation Actions, RC3)**

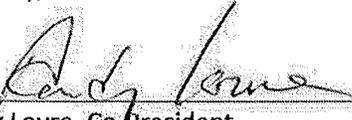
As shown in the Draft Plan, existing height limits in southern end of downtown between SW 4<sup>th</sup> and Naito are a maze of inconsistencies. We own the 77,000 square foot commercial center near SW 1<sup>st</sup> and Lincoln. This parcel has split height limits, with a 75-foot maximum at its south end and a 100-foot maximum at its northern end. These heights compare to height limits of 225 feet for nearby properties. On past occasions we considered redevelopment options for our parcel; those investigations concluded that there were not any practical redevelopment options at the currently approved height limits and FAR limits. This parcel immediately abuts the \$1.5 billion Portland-Milwaukie LRT line, scheduled to open next September. The City, Metro, and TriMet have significant policy interest in seeing transit-oriented development in conjunction with the Portland-Milwaukie LRT. These policies will not likely be achieved on our parcel without the height and FAR increases recommended in the Draft Plan.

- **OPID Supports Increasing the Base FAR for the area of South Downtown with a Current Base FAR of 2:1 to a 4:1 Base FAR (South Downtown/University, Implementation Actions, RC5)**

OPID concurs with the draft Plan that the base FAR limits in this subject area must be increased to fulfill plan objectives in the south downtown area. Our parcel, immediately abutting LRT at SW1st/Lincoln has a base FAR of 2:1 (bonusable to 5:1). This base FAR is the same as the minimum FAR in other sections of downtown. We have not discovered any practical redevelopment options at the current FAR/height limits for our parcel, and these limits are fundamentally inconsistent with the transit-oriented objectives connected to the Portland-Milwaukie LRT.

Thank you for considering our comments.

Sincerely,

  
 Randy Lovre, Co-President  
 Oregon Pacific Investment and Development Company

  
 Julie Leivrey, Co-President  
 Oregon Pacific Investment and Development Company

[mary@plangreen.net](mailto:mary@plangreen.net)  
<http://plangreen.net/>

Blog: Universal Tax Abatement for Downtown Portland

On Thu, Jan 29, 2015 at 4:19 PM, Mary Vogel <[mary@plangreen.net](mailto:mary@plangreen.net)> wrote:

I posted my comments to City Council on my blog [Downtown Portland 2035](#) so that I could add some illustrative photos and make them **easier for you to read**. I hope to also get some constructive feedback from my networks across the nation as well.

They don't cover every aspect that I would have liked to touch upon as I hesitated to make them any longer. Although I have not sought authorization to speak for them, I'm a member of the Downtown Neighborhood's Land Use and Transportation Committee and I believe these comments would be mostly supported by them.

I have made other comments on the West Quad Plan--written and spoken--to other bodies as well--the WQP-SAC, the PSC and to BPS staff. Some of those comments were posted in a previous blog [Universal Tax Abatement for Downtown Portland](#) which I reference in my [Downtown Portland 2035](#) blog.

Thanks,

Mary

PS Karla, can you include comments from my blog in the record ? Thanks!

**Mary Vogel, CNU-A**



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A Woman Business Enterprise/Emerging Small Business in Oregon

503-245-7858

[mary@plangreen.net](mailto:mary@plangreen.net)  
<http://plangreen.net/>

Blog: Universal Tax Abatement for Downtown Portland



*Goose Hollow Business Association*

Networking, Connecting and Making a Difference in our community!

Telephone: 503-223-6376 Fax: 503-223-6768

1/30/2015

MEMORANDUM

To: City Council and Bureau of Planning and Sustainability

RE: 1) West Quadrant Plan Draft

2) Goose Hollow Business Association (GHBA) seeks a delay in the February 4<sup>th</sup> City Council vote

On January 12<sup>th</sup> I met with Board of Directors from the Goose Hollow Foothills League (GHFL). We discussed some of the changes to Goose Hollow being proposed in the West Quadrant Plan i.e. increased height limits, bonus transfers in to Goose Hollow, linking West End and Goose Hollow Zoning and removing required residential zoning to name just a few.

GHBA is a non-profit corporation dedicated to the improvement and viability of the Goose Hollow area. Not only are we committed to maintaining the viability of current business and improving the climate for continuous growth in our area but we are concerned about the livability of its residents as well.

It is clear from my discussions with GHFL members this month that there has been a misunderstanding with respect to the changes being proposed by the West Quadrant Plan. On behalf of the Board of Directors of the GHBA, I am requesting a delay in the February 4<sup>th</sup> City Council vote to further review the Draft of the West Quadrant Plan. Representatives from GHBA plan to meet with the GHFL in February to hear their opinions on the changes and how these changes would affect the neighborhood.

Thank you for your attention to this matter.

Yours very truly,

Angela Crawford, GHBA

503-223-6376

**Moore-Love, Karla**

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**From:** Christine LEWIS <christine.lewis@multco.us>  
**Sent:** Friday, January 30, 2015 10:13 AM  
**To:** Lisle, Karl  
**Cc:** Megan BEYER; Moore-Love, Karla; Liz SMITH CURRIE  
**Subject:** Multnomah County Chair and Commissioner Bailey West Quadrant Plan Letter  
**Attachments:** West Quadrant Plan Chair - Comm Bailey letter to City Council.pdf

Dear Karl,

I am submitting the attached letter regarding the West Quadrant Plan to be part of the public record before the City Council as they open the public hearing on Wednesday.

In addition, Commissioner Bailey will attend the hearing Wednesday and will provide brief in-person testimony.

Please let me know if you have any questions or need any more information.

cheers,  
Christine

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Christine Lewis  
Policy Director  
Commissioner Jules Bailey  
Multnomah County District 1  
503.988.5882 (o)  
503.319.1986 (c)



**Deborah Kafoury**  
**Multnomah County Chair**  
**Jules Bailey**  
**Multnomah County Commissioner**

501 SE Hawthorne Blvd., Suite 600  
Portland, Oregon 97214  
Phone: (503) 988-3308  
Email: [mult.chair@multco.us](mailto:mult.chair@multco.us)

January 21, 2015

Re: Central City 2035 West Quadrant Plan

Dear Members of the Portland City Council,

Portland's west side is a vibrant mix of housing, high rise office space, innovative transit options, entertainment and art venues and public spaces. Unlike many other cities in the United States, Portland and the Metro region have focused our growth inward. We believe many of the successes of our urban area are due to this purposeful planning, and support the added focus that the West Quadrant Plan will bring to this area.

Multnomah County shares the City's goal for this area of Portland: to be a healthy, thriving, and sustainable community that provides family wage jobs, affordable housing and recreation areas for all members of our community. Multnomah County owns many public buildings and provides many public services in the project area, and also receives property taxes from private property in the area.

We support the plan's goals for population density and maintaining or increasing, as appropriate, building height. As we grow as a region over the coming decades, well-designed dense, mixed-use, urban communities can promote livability, reduce transportation and housing costs, improve equity, and make our streets safer.

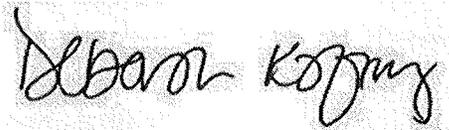
We support this plan's goals to allow for needed future residential development capacity for all income levels. The Home for Everyone Executive Committee, a partnership between Multnomah County, the Cities of Portland and Gresham, Home Forward and Meyer Memorial Trust, is committed to providing an urgent and coordinated response to ending homelessness. Our region's low vacancy rate, increasing rents and lack of tools to increase the supply of affordable housing makes this work extremely difficult.

After the plan is adopted, Multnomah County looks forward to collaborating with the City on City-County priorities in the plan area related to transportation, public safety, emergency management, housing, and homelessness.

Portland is a recognized leader in community and regional planning. Our history of choosing livability over sprawl has helped make Portland the vibrant city it is today. Public discussion of how density, height, and development can support the needs of all residents is

critical as we move forward. We encourage the City Council to pursue a vision for the West Quadrant's future that is outlined in the proposed plan.

Sincerely,

A handwritten signature in black ink that reads "Deborah Kafoury". The signature is written in a cursive style with a large initial 'D'.

Deborah Kafoury  
County Chair

A handwritten signature in black ink that reads "Jules Bailey". The signature is written in a cursive style with a large initial 'J'.

Jules Bailey  
Commissioner, District 1

**Moore-Love, Karla**

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**From:** David Newman <md.newman@comcast.net>  
**Sent:** Sunday, February 01, 2015 10:19 PM  
**To:** Moore-Love, Karla  
**Subject:** West Quadrant Plan

I am writing to encourage the Portland City Council to vote **against** the draft West Quadrant Plan.

The process that generated the draft Plan was flawed since there was very little input from residents of the West End neighborhood of the West Quadrant. The draft Plan proposes building heights in the West End of up to 40 stories. 40 story buildings would destroy the livability of the neighborhood and put the over 100 historic buildings at risk. Taller buildings create canyons with shadows, glare, wind and higher rents.

I support a building height limit of 100 feet or about 10 stories for the West End.

Thank you,

David Newman  
1221 SW 10th  
Portland, OR 97205

**Moore-Love, Karla**

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**From:** Neilsen Chris <cneilsen47@gmail.com>  
**Sent:** Sunday, February 01, 2015 8:29 PM  
**To:** Hales, Mayor  
**Cc:** Moore-Love, Karla  
**Subject:** Objection to West Quadrant Study recommendation regarding building heights in Portland's West End neighborhood

Dear Mayor Hales,

My name is Christine Neilsen. I am a resident of the West End and past chair of the Eliot Tower Condominium Owners' Association.

I chose purposely to live in the West End, an area of mixed-use structures evocative of the time when Portland's distinctive neighborhoods were developing around street-car lines. I value that this is not the glamorous Pearl District, or the futuristic South Waterfront. This is a neighborhood in an old-fashioned sense.

I ask you to consider the treasured history of turn of the century Portland in the West End's existing buildings. Should the allowable heights specified in the draft West Quadrant plan be adopted, the buildings that not only give the neighborhood character but offer affordable housing to a large number of elderly on fixed incomes, Portland state students, and those of moderate means who work downtown would over time give way to more costly housing and lead to gentrification. This is a neighborhood that should continue to develop to support a balanced mixture of populations across the economic spectrum. What we call the "middle class" is the least represented in the West End.

In order to add new residents that will bring additional vitality to our neighborhood and, at the same time, protect the character of the neighborhood, and continued affordability across a spectrum of incomes, building height must not exceed 80-100 feet.

For those locations in the West End where buildings in excess of 8-10 stories might make sense, developers should be required to seek and win a variance, making the case for how the added height will strengthen the area not degrade it. Ideally new buildings of 5-8 stories should be encouraged.

In that way, new development will enhance the fabric of the neighborhood.

Thank you for your consider,

Christine Neilsen  
1221 SW 10th Avenue # 1604  
Portland, Oregon 97205  
503-206-4923

**Moore-Love, Karla**

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**From:** Fred Leeson <fredleeson@hotmail.com>  
**Sent:** Sunday, February 01, 2015 7:58 PM  
**To:** Moore-Love, Karla  
**Subject:** West End testimony for 2-4  
**Attachments:** west end.docx

Karla Moore-Love --

Here is a copy of testimony I hope to give to the council on 2-4 about the West End height limits. I will not recite the web address orally for the sake of time, but I want you and the city to have it, in case the council wants to look it up.

Thanks for your dedication.

Fred Leeson  
Author, *My-Te-Fine Merchant: Fred Meyer's Retail Revolution*  
[www.my-te-finemerchant.com](http://www.my-te-finemerchant.com)

Fred Leeson  
2226 NE Hancock St.  
Portland, OR 97212

I am Fred Leeson, speaking on behalf of the Bosco-Milligan Foundation and the Architectural Heritage Center that it owns and operates.

If you are not familiar with it, I want to call your attention to a recent study by the National Trust for Historic Preservation, called "Older, Smaller, Better: Measuring how the character of buildings and blocks influences urban vitality."

<http://www.preservationnation.org/information-center/sustainable-communities/green-lab/oldersmallerbetter/>

The West End deserves to be and should be a place of urban vitality. Relying on a fascinating collection of so-called big data, this study finds that urban streets with a mix of old and new buildings provide the most street-life, the most urban vitality and the most economic development opportunities.

By zoning the West End for high rise development, you are condemning it in the short term to stagnation, while property owners let old properties deteriorate in hopes of maximizing profits later with high-rise towers. And if those high-rise towers DO materialize in the long run, you are condemning the neighborhood to decades of a different kind of urban stagnation.

Our very own city offers some interesting examples. Some of the best architects in the region have built a whole new village of towers in the South Waterfront, along with a beautiful, carefully-designed city park. Yet the area has no street life, even the smallest shops and restaurants struggle for existence; unless you live there, there is no reason to go.

I remember in the late 1970s when U.S. National Bank announced its plans for the complex we know today as Big Pink. It was going to revitalize the north end of the Transit Mall and transform the area north of Burnside, we were all told. Thirty years on, neither transformation has occurred. The building fills up in the morning and empties out at night. Nothing else happens.

My final example is the Pearl, where old buildings have been allowed to survive and to be adapted to successful new uses. These seemingly unspectacular old buildings – combined with many new ones – have given us a vibrant neighborhood filled with an unmistakable sense of place. It boasts the kind of urban vitality and street life we value and want Portland to represent.

The West End deserves nothing less. I encourage you to look closely at the minority report on building heights, and after due consideration, to adopt its approach to this vital piece of downtown Portland.

**Moore-Love, Karla**

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**From:** Jynx Houston <jynxcdo@gmail.com>  
**Sent:** Sunday, February 01, 2015 6:25 PM  
**To:** Moore-Love, Karla  
**Subject:** WQPlan

Dear Karla,

I am writing in behalf of my family & several neighbors who feel very strongly that buildings in the West End be limited to 100'.

And that a more representative body be convened for overseeing this significant downtown matter.

Thank you for your attention,  
Jynx Houston

[jynxcdo@gmail.com](mailto:jynxcdo@gmail.com)

**Moore-Love, Karla**

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**From:** Gary Kruger <gary.kruger830@gmail.com>  
**Sent:** Sunday, February 01, 2015 2:59 PM  
**To:** Moore-Love, Karla  
**Subject:** E-Mails sent to Mayor and City Council

Here is the message sent to all five. Unfortunately, instead of copying you in the message, I put it on the Subject line.

This message is to urge reconsideration of the maximum height limits for the West Quadrant Plan. My wife and I think that a 100 foot height limit is appropriate for this area of downtown and adjacent neighborhoods. We understand the need to fit more people into the city. The city and its agreeable downtown are outstanding because the city has controlled oversize buildings, and it is much more livable to residents and visitors alike. Please note that Paris, a city smaller than Portland in area has about 2 million residents, and maximum heights of only seven stories. That is consistent with the 100 foot height we are supporting for the West Quadrant.

Gary and Martha Kruger  
1030 SW Jefferson Street  
Apartment 620  
Portland, OR 97201-3468

(503) 954-2367

**Moore-Love, Karla**

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**From:** Amy Duryea <akduryea32@gmail.com>  
**Sent:** Monday, February 02, 2015 9:42 AM  
**To:** Hales, Mayor; Commissioner Fritz; Commissioner Saltzman; Commissioner Fish; Commissioner Novick  
**Cc:** Moore-Love, Karla  
**Subject:** Building heights

Dear Portland govt. officials,

I work in tech in downtown PDX near the West Quadrant and have always worked in either downtown or the Pearl for the last 15 years.

I am in favor of capping the building heights in the West Quadrant at 100. What I love about working downtown is the walkability, the sun and lack of wind and shadows. I feel safe day and night because it's so open and visible. I do not feel this way in many cities that my work takes me to.

There has been a lot of research about the negative impact of tall buildings on livability. And let's not forget all of the homes in the hills that will be negatively impacted by this decision. It's not just downtown residents and employees that will lose if you raise building heights.

As an 18 year resident of Portland, I've seen a lot of change and almost all of it for the better. What makes Portland so wonderful is that most decision making has been based on LONG TERM livability and not short term profitability.

Let's continue to show the country that Portland is willing to make difficult decisions to make our city and its environs the best possible place to live 30-50 years from now and not just today.

Once a building goes up, it won't come down so we cannot reverse this decision.

Thank you for your consideration,

Amy K. Duryea  
Portland resident and downtown employee

**Moore-Love, Karla**

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**From:** Tduryea@aol.com  
**Sent:** Monday, February 02, 2015 8:00 AM  
**To:** Commissioner Saltzman  
**Cc:** Moore-Love, Karla  
**Subject:** West Quadrant Draft Plan--citizen comment

Hello Commissioner Saltzman

I will make this brief as I am sure you are getting many emails and letters. I was involved in city government in an earlier life and know how much communication Council Members can receive on major decisions.

I am a resident of the Eliot Tower at the corner of 10th and Jefferson I so have a personal concern about this issue and a strong desire to preserve the historic nature of this neighborhood.

I am in favor of capping the building heights in the West Quadrant at 100 feet for reasons discussed below.

1) The West End's historic buildings tell a story of Portland's past that should be preserved. A maximum of 100 foot height will protect many of these buildings as it will take away the lure for higher profits of buildings of 20 stories and higher would incentivise. Current landowners in the historic district had to recognize there would be more severe limits on development in this section of Portland so the land values reflected that. Allowing building heights of 20 and more stories would effectively be a windfall for the landowners and developers at the long term detriment of Portland's historic buildings

I purchased my condo from John Carroll and was told at the time by his sales team that the West End, because of its large number of historic buildings, would not see the proliferation of skyscrapers. Presumably he understood that the land values should be based on the lower building heights.

2) I understand that the West Quadrant Stakeholder Advisory Committee was heavy with developers and architects and very light on citizens who live in this area. This implies the discovery process was flawed.

3) There has been a lot of research about the negative impact of tall buildings on livability, including blocking out the sun, increasing wind, escalating rents and loss of affordable housing.

I ask only that you make the decision based on what's best for Portland long term, and not let any short term benefits sway your decision making.

Thank you for you service to Portland  
Terry and Kathleen Duryea  
1221 SW 10th Ave  
Portland, OR 97205

**Moore-Love, Karla**

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**From:** Michael Anderson <manderson.pdx@gmail.com>  
**Sent:** Monday, February 02, 2015 8:27 PM  
**To:** Hales, Mayor  
**Cc:** Moore-Love, Karla  
**Subject:** WQ Plan

Dear Mayor Hales,

I am writing in support of 100' maximum building heights for the historically rich West End and for the convening of a more representative group to work on this process.

Thank you for your time and support.

Michael Anderson  
1221 SW 10th Ave. # 1401  
Portland, OR 97205

**Moore-Love, Karla**

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**From:** Wwrahm@aol.com  
**Sent:** Monday, February 02, 2015 4:55 PM  
**To:** Moore-Love, Karla  
**Subject:** Written comments -- West Quadrant Plan  
**Attachments:** WRITTEN.NOTES.WQP.City Council.2.4.2015.pdf

Karla,

This is to record that I have sent the attached comments to the offices of Mayor Hales, Commissioner Fritz, Commissioner Saltzman, and Commissioner Fish. I plan to leave a written copy with the staff of Commissioner Novick when I meet with him on Tuesday.

These written comments are directed to the West End portions of the West Quadrant Plan (the December 2014 version) and are meant to point out contradictions within the plan. They are meant to support of request that the Commissioners consider reducing the building heights in the West End to 100 feet.

Wendy Rahm  
1221 SW 10th Avenue, #1001  
Portland, OR 97205

Wendy Rahm  
1221 SW 10<sup>th</sup> Avenue, #1001  
Portland, OR 97205  
503 227 8527

**COMMENTS KEYED TO PAGES IN THE DECEMBER 2014 DRAFT OF  
THE WEST QUADRANT PLAN**

**1. P. VII. EXECUTIVE SUMMARY - IMPLEMENTATION GOALS. # 2.**

"...places a great emphasis on the need for better tools to preserve character-giving smaller buildings and to ensure that as new buildings are built, adequate attention is given to designing them to enhance the district's livability and feel."

**COMMENT:** The building heights (map p. 171/172) will trump smaller buildings and historic preservation efforts, especially since the majority of the "historic" buildings are unlisted and therefore not protected from demolition. Realizing high profits from these allowances creates incentives for demolition. Recommend lowering the heights to 100' throughout, which will still allow for increasing density, especially if 8 story buildings are built on the many empty parking lots. In addition, consideration should be given to reevaluating existing bonuses. Other incentives for preservation of buildings, character and scale need to be found. (NOTE: Mr. Zehnder testified at the October PSC work session that lowering heights is not a "taking.")

**2. P. 77. WEST END. KEY ELEMENTS. #2.**

"...Continue the varied urban and historic character.....with new forms, views, and architectural styles, highlighting and celebrating the texture of the district's collection of signature older buildings."

**COMMENT #1:** There is a contradiction between buildings with "views" (read "tall buildings") and celebrating the texture of the district's "signature older buildings" in the same sentence. Urban planning today emphasizes planning from the street level (bottom up), not top down (bird's eye view) maps. The latter reflects the premise of the plan's maps, an out-moded form of urban planning. Any emphasis on the creation of urban forms with new views should be deleted. Views cannot be protected, since one building's views will likely eventually be blocked by another building. This is a false promise. Delete "views." Of course historic view corridors should be protected. I understand Goose Hollow residents are concerned about their preservation due to excessive heights.

**COMMENT #2.** This emphasis of buildings with views contradicts p. 81, #1: "retain the personality and character of the West End.....Encourage infill development that respects the diverse urban character." The diversity of styles today range from 1880 to 1950's architecture designed by well-known architects. Views are not a part of the West End character...unless they are views of the sky from the street's eye level.

**COMMENT #3.** The emphasis on views also collides with p. 83, UD10: “...integration of infill development with the existing character of the West End...” A maximum height limit of 100’ feet (8/9 stories) will accomplish this goal.

**COMMENT #4.** The same *view* contradiction occurs with language on p. 156, paragraph 2. ...”West End policies call for retaining the distinctive urban character of the district by encouraging the preservation and rehabilitation of existing buildings and historic resources that represent a wide range of architectural styles, scales and eras.” Although height transfers are mentioned in UD2 on the same page 156, height transfers will certainly result in tall buildings being dropped into the district, destroying its character and scale and overpowering and shading the smaller historic buildings. The proposed excessive building heights and resulting increased land values skew the market away from retaining older buildings. Consider reexamining if height transfers could be made outside the West End District or could be put into a seismic upgrade fund for West End historic buildings.

**3. P. 77. WEST END. DISTRICT POLICIES AND IMPLEMENTATION ACTIONS. #5.**

“Encourage the preservation, renovation and rehabilitation of existing and historic buildings.”

**COMMENT.** See 2. p. 77 comment #4, above, with regard to height transfers producing tall buildings rather than encouraging reuse or preservation. In addition, the building heights being proposed on the map on p. 171/172 would result in 20+, 30+, and 40+ story buildings being allowed. If these heights are allowed, they will eventually be built. These heights attract global investors looking for places to “park” their money. Recent experience of the “if it’s allowed, it will happen” is seen in the West End with 2 tall towers soon to be across the street from each other, creating the West End’s first canyon. The proposed building heights will skew the market away from retaining older buildings and thus away from achieving this *implementation action*.

**4. P. 79. IMPLEMENTATION ACTION RC3.**

“...redeveloping the site occupied by the City-owned parking garage at SW 10<sup>th</sup> and Yamhill....”

**COMMENT.** Because the city owns this piece of property, it seems an overly specific item to be included in a broad policy document. Serious planning of this block’s use should be within a larger master plan process as it sits at a key location in the district, catty corner from the historic, low rise Central Library. As housing density increases (as it will with a 100’ maximum building allowance), there is also a need for increased services and place-making. Although the West End is bordered by wonderful city parks, they are different from a centrally located neighborhood park that will draw families with children to the area. Consulting with residents, livability and public square experts would seem to be in order with this valuable piece of property and the entire district’s needs. See also p. 80 HN3 (“Identify opportunities for new playgrounds and other recreational facilities for children”) and p. 80 HN5 (“Explore options for a new community center to serve West End and Central City residents”). Certainly a 40+ story office tower (the proposed height on p.172 map) catty corner from Central Library and across the street from Park West’s 500’ building would not be a good use, either from a street level livability perspective nor for the goals of preservation.

**5. P.79. IMPLEMENTATION ACTIONS. RC4.**

"Develop a package of streetscape improvements for the cultural district to enhance the pedestrian experience between attractions including OHS, the Art Museum and the Arlene Schnitzer Concert Hall."

**COMMENT.** While this is an excellent goal/action, the question arises why the entire dense, mixed use/office/residential area should not receive improvements to make it more pedestrian friendly. Trees are needed on many streets to soften and shade the streetscape and to enhance the pedestrian experience everywhere, not just in the Cultural District part of the West End.

**6. P.79. CURRENT CONDITIONS.**

"...The addition of 3,000 (housing) units would result in a total of 6,400 housing units....an 88% increase in units by 2035."

**COMMENT.** There has never been an explanation of where these numbers come from, how exactly they would be attained while maintaining all the other historic preservation and livability goals of the district. These numbers should be examined both for implementation in the district and how it fits in with overall goals. This goal seems unrealistic. In fact at one PSC work session, Mr Zehnder commented that some numbers in their estimates were "soft."

**7. P.81. PARKING.**

"...limit growth of parking...encourage use of alternative modes...leads to the redevelopment of existing surface parking lots."

**COMMENT.** While I realize there is a lot of disagreement about parking, it is difficult to legislate patterns of behavior in a city as large as Portland, which has thus far sparse public transportation in many parts of the region. The Portland Business Alliance and some of the developers on the SAC expressed concerns about this. The hope is that residential density increases in the West End will also include families with children. (See p. 80 HN7. "Create incentives to encourage the development of family housing.") West End resident mothers with children will likely have a car to be able to, for example, take a child to a doctor in an emergency or shop cheaply in suburban areas. The same with retired and senior residents downtown. These residents all may use public transportation or walk most of the time in the central city, but most will own a car. We perhaps should use the term *car storage* rather than *parking*. And having sufficient *parking* for both suburbanites who come to downtown to do business and shop and *car storage* for both resident mothers with children and the elderly would seem to be prudent if we don't want to kill the economic momentum downtown. Consider an .8:1 ratio. This from one couple who live in the West End and who own one car which is *occasionally* used, and who mostly walk or take public transportation. But we wouldn't live in the West End without a place to *store* our car.

**8. P. 81. URBAN DESIGN POLICIES. #1.**

“Retain the personality and character of the West End by encouraging the preservation and rehabilitation of existing buildings and historic resources that represent a wide range of architectural styles, scales and eras. Encourage infill development that respects the district’s diverse urban character.”

**COMMENT.** An excellent goal that is contradicted by the proposed building heights map on p. 172 allowing 20+, 30+, 40+ story (250’, 350’, 450’-unlimited) buildings in the West End. (See Pinger’s minority report.) A maximum building height of 100’ (up to 8 stories) would be more likely to see the realization of this goal. Eight-story buildings on the many parking lots would still increase density, perhaps even hitting the goal within a margin of error while respecting the scale and character goals.

**9. P.82. PERFORMANCE TARGETS.**

1<sup>st</sup> 2 paragraphs.

**COMMENT.** Both paragraphs on street frontages and historic landmarks contain “numbers to be determined” which need to be completed prior to approval so that everyone knows exactly what is there and what might be lost or gained by these targets. The public and residents need to know these numbers and should be given an opportunity to comment.

**10. P.82. IMPLEMENTATION ACTIONS. URBAN DESIGN.**

UD2. “Develop a set of historic preservation transfer tools to encourage FAR and height transfers from historic resources.”

**COMMENT.** FAR and height transfers serve to encourage the building of tall buildings, whose effects defeat the other goals of preservation (safeguarding the character and scale of the district). It may be time to reevaluate FAR and height transfers. Consider returning the West End FAR to its pre-2002 level of 6:1. Tall buildings have many other negative side effects which have been aired but so far ignored. (See Michael Mehaffy’s White Paper.) Consider developing new and more creative incentives to encourage (1) historic preservation, (2) re-use of existing buildings to provide affordable housing and affordable office space, and (3) seismic upgrades. Reuse of existing buildings is the greenest and most sustainable approach to urban development, so finding and encouraging new incentives could be elevated as a high priority for the district. Reevaluate many of the existing bonuses. There is little problem attracting people to live in the West End with its human scale, wonderful historic architecture, and light on the streets. Missing is middle class housing and the challenge will be retention of existing affordable housing.

**11. P. 154. WEST END (ZONING TOOLS AND REZONING)**

**COMMENT.** The division of the West End into two different zones (north and south of Salmon) should be examined closely by residents of the area and others without a financial interest in the zoning changes. Residents called for no dividing line within the district or at least for the dividing street to be Taylor rather than Salmon. Even this carving up of the district could affect

livability and economic success. The mix of residents/retail/office creates the thriving environment. Keeping this area active 24/7 means mixing residential, office and retail throughout the entire area. This is the current mix that makes the district unique and economically exciting. These proposals were never discussed at SAC meetings, so the impact was never made clear.

**12. P. 155. CREATE INCENTIVE TO ENCOURAGE THE DEVELOPMENT OF FAMILY HOUSING....**

**COMMENT.** Strong support for this action detail. However, note the first line refers to Goose Hollow, rather than the West End. It's not clear if this was intentional or not, but it is confusing. However, consideration should also be given to returning the FAR to pre 2002 levels of 6:1. Otherwise, bonuses and transfers will result in tall buildings being dropped into the district, which defeats the historic preservation, district's character, scale goals, as expressed above. Could height and FAR transfers be required to be used outside the district?

**13. P. 156. UD 2, UD3, UD4**

**COMMENT #1.** City staff was thanked for inserting these actions into the draft plan.

**COMMENT #2.** Perhaps it would be less misleading if in paragraph 1, the following changes were made **in bold**: "These range from Victorian houses and **mostly low and some mid-rise** streetcar era apartments to **a few taller** residential and mixed use ~~skyscrapers~~ **buildings.**" There are in fact very few really *tall* buildings, only 2 of which I would call "almost" *skyscrapers*: of the largest 25 buildings in Portland, #19 on that list is the new 12 West/Indigo at 266', #23 is the Benson at 250'. In addition, there is the Eliot Tower at 220'. All these were built since the 2002 FAR was raised. The 1922 Art Deco Terminal Sales Building is 155' and that is the height of the tower with the rest of the building well stepping up to it from the street. The *tall* Medical Arts building south of the library on Taylor is only 8 stories, and could be built today within a 100' maximum height limitation.

**14. P. 171 AND 172 MAPS**

**COMMENT #1.** The proposed heights on these maps should be reevaluated in terms of the other goals in the draft document for the West End. The proposed heights would allow for 20+, 30+, and 40+ plus story buildings, which result in increased rents and inflated land values, offer inflated profits to developers. These economic pressures on existing buildings leave little chance of escaping demolition in spite of the lofty language in the plan about preservation.

**COMMENT #2.** The promise of excessive profits attract global investors, who build tall towers as a place to "park" their money but who do not live in the buildings. The negative impact of this on local businesses has been noted in Vancouver BC. Much has been written about the dangers of global investors in the London Financial Times, the New York Times and is being studied by the Urban Land Institute.

**COMMENT #3.** The heights contradict all other goals for the West End. One recommendation is to reduce the heights across the board in the West End to maximum building heights of 100 feet, which will still allow for an increased density with the building of 8-9 story buildings, especially on the empty many parking lots. In addition, a master plan should be done to identify where any taller buildings might go and where parks and community centers might go to accompany the increase in density.

**COMMENT #4.** Finally, an article that applies to Portland at this moment, raising the cry of "Keep Portland Portland". Who will define our city: residents, global investors or developers?

### **SECOND CITIES SHOULD NOT LOOK TO TOWERS FOR BRANDING**

Published on Wednesday, February 12, 2014 in *New Geography*

#### **What 'Second Cities' Teach About Branding**

Wednesday, February 12, 2014 - 1:00pm PST by JAMES BRASUELL

**A recent news broadcast showed the mayor of Tacoma with a backdrop of the city of Seattle. The feeling of being hidden in the shadow of larger, older neighbor cities is familiar all over the world, but what are "kid sister" cities to do about it?**

The task of creating a unique identity in the shadow of a famous neighbor is tricky, according to Ali Modarres. "This is not a logo problem. It is not about a catchy phrase, and it is not about another cultural event."

Keeping up with the Joneses is either futile or impossible: "Unique architectural landmarks can create memorable identities, but these phallic symbols already dot cities the world over. Whether in Dubai, Barcelona, or Beijing, starchitects would be happy to add the next jaw-dropper to any city willing to deposit a large sum of public funds at their altars."

Instead of implementing "best practices" and calling on "experts" to, in effect, copy what other cities are doing, Modarres suggests that **second cities focus on their own unique qualities.** "[Cities] like Tacoma need more than cultural fairs and gimmicky tourist attractions. They need an inclusively created branding strategy. It is important that they know what works and what doesn't, but strategies need to be based on a vision that gives the city the self-confidence it needs to move forward."

<http://www.newgeography.com/content/004175-life-a-second-city?23>

**Moore-Love, Karla**

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**From:** Isselmann, Jack <Jack.Isselmann@gbrx.com>  
**Sent:** Monday, February 02, 2015 3:34 PM  
**To:** Moore-Love, Karla  
**Subject:** FW: Joint Terrorism Task Force  
**Attachments:** B:\2015\Bill\Letters\Bill FurmanJTTF letter.pdf

**Importance:** High

Please see attached from Bill Furman, Chairman and CEO of The Greenbrier Companies. Please include in the record for Thursday night's Council Hearing.

This message contains confidential information intended only for use by the intended recipient(s). If you are not an intended recipient any distribution, duplication or use of this message or any attachments is not permitted. If you received this message in error please immediately advise the sender by reply e-mail and delete the original message. Thank you.



The Greenbrier Companies

One Centerpointe Drive Suite 200  
Lake Oswego Oregon 97035  
503 684 7000 Fax 503 684 7553

February 2, 2015

The Honorable Charlie Hales  
Portland City Hall  
1221 SW 4<sup>th</sup> Avenue, Room 340  
Portland, Oregon 97204

RE: Joint Terrorism Task Force

Dear Mayor Hales,

Thank you for your efforts and leadership in clearly defining the role Portland will have going forward in the Joint Terrorism Task Force (JTTF).

As you know, Greenbrier operates locally, nationally and internationally. We believe we are safer when our law enforcement agencies work closely together, sharing information and resources to detect, deter, and respond to terrorism threats in our community and our country.

The Portland Police Bureau is a large and well trained police agency that is very familiar with the Portland area businesses, locations and people. We are confident they provide a local sensibility critical to analyzing possible terrorist threats in a way that protects our community without threat to any citizen's civil liberties. For that reason Greenbrier supports full participation on the task force with the assignment of two Portland Police officers to the JTTF.

Thank you for your consideration.

Sincerely

A handwritten signature in cursive script that reads "Bill Furman".

Bill Furman  
Chairman and Chief Executive Officer

cc: Commissioner Nick Fish  
Commissioner Amanda Fritz  
Commissioner Steve Novick  
Commissioner Dan Saltzman

**Moore-Love, Karla**

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**From:** Kathleen Germain <germainlilie14@yahoo.com>  
**Sent:** Monday, February 02, 2015 11:54 AM  
**To:** Moore-Love, Karla  
**Subject:** West End

To Karla Moore-Love,

As a West End resident it is my opinion that the proper development of the west End Quadrant is one of the most important issues and opportunities for the future of the city of Portland. The future development of this section of Portland provides the opportunity to be model of sustainability, economic stability,preservation and community building. To maintain livability, it is necessary to create building that are of human scale. I understand that density can be achieved with buildings of maximum 100 feet. I strongly urge your agreement on this as we want to preserve out day light and the the ability to create our community as a model for what a great inner city has to offer.

Respectfully

Kathleen Germain  
1221SW 10th Ave.  
Portland, Or. 97205

**Moore-Love, Karla**

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**From:** Tom Neilsen <tomneilsen@mac.com>  
**Sent:** Monday, February 02, 2015 11:19 AM  
**To:** Hales, Mayor  
**Cc:** Moore-Love, Karla  
**Subject:** Opposition to West End building height recommendation in West Quadrant report

Dear Mayor Hales,

I am a West End resident, former mayor of the city of Salem, a person who has been involved in a great deal of public process around a wide number of issues.

I ask you to consider the structure for citizen input on the West Quadrant Plan, a significant component of the 2035 Plan that will set the parameters for how Portland develops over the next 20 years.

Despite nominations of very capable and experienced residents of the West End, not one was appointed to the SAC. Birds, represented by the Audubon Society, had more representation on the SAC than the West End's human residents.

The West End is the largely residential component within the Downtown Neighborhood Association, which also contains the downtown/retail core, and Portland State University.

A planning process which relies on Neighborhood Associations to represent the will of the residents and businesses within their geographic boundary is only somewhat reasonable in a homogeneous neighborhood, with a very sophisticated process for determining the range of sentiments of those who reside and do business in that neighborhood, or with an issue on which there is consensus.

In an area with the diverse interests that comprise the Downtown Neighborhood Association this is ludicrous. With an issue as contentious and potentially problematic as building heights in a residential area this is a mistake.

Recognizing that the process as conducted relied on "stakeholders" who were those with vested interests, largely but not entirely financial, and did not amply allow for input on building heights - a contentious issue; and that two of the City's own appointed commissions are at odds over the recommendations regarding building heights, the issue of building heights warrants an in-depth study, and more precision in application, particularly in the West End.

Sincerely,

Tom Neilsen  
1221 SW 10th Avenue, #1604  
Portland Oregon 97205  
503-206-4923

**Moore-Love, Karla**

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**From:** Lisle, Karl  
**Sent:** Monday, February 02, 2015 11:08 AM  
**To:** 'john@cascadepolicy.org'  
**Cc:** Moore-Love, Karla  
**Subject:** RE: West Q Plan

Hello John,

Mauricio Leclerc at the Bureau of Transportation writes:

The numbers we used came directly from Metro's Regional Travel Demand model, the region's official traffic model with agreed upon methodology for existing and future land use and transportation assumptions. In turn, the model relied on the 2011 Metro Travel Behavior Survey (Travel Activity Survey) as input to "calibrate" the 2010 mode split numbers.

I hope this answers your question.

Karl Lisle  
West Quadrant Project Manager  
503 823 4286

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**From:** Moore-Love, Karla  
**Sent:** Monday, January 26, 2015 9:23 AM  
**To:** Lisle, Karl  
**Subject:** FW: West Q Plan

Karl,

Question from John Charles regarding West Quadrant Plan.

Thank you,  
Karla

Karla Moore-Love | Council Clerk  
Office of the City Auditor  
503.823.4086

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**From:** John Charles [<mailto:john@cascadepolicy.org>]  
**Sent:** Friday, January 23, 2015 11:44 AM  
**To:** Moore-Love, Karla  
**Subject:** West Q Plan

Ms. Moore-Love,

I have a question about something written on page 67 of the draft West Quadrant Plan. The document states, *"The 2010 Downtown commute mode split was approximately 72 percent by non-single occupancy vehicle for the district."*

There is no citation in the document. Can you provide me with the original data source?

If you are not the right person to ask, please forward this email to someone who might be able to assist me.

Thanks for your time.

John Charles  
503/242-0900

**Moore-Love, Karla**

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**From:** admin@oregonmeso.com  
**Sent:** Monday, February 02, 2015 11:03 AM  
**To:** Moore-Love, Karla  
**Subject:** City Council Vote on February 4th  
**Attachments:** Scan0334.pdf

Hi Karla: Please see attached letter to Portland City Council regarding the February 4th vote on West Quadrant changes. Thank you for distributing the letter to the Commissioners.

Please contact me at 503-223-6376 if you have any questions.

Angela Crawford  
GHBA President

**MARTIN G. SLAPIKAS**  
 3632 NE Davis Street  
 Portland, Oregon 97232

February 2, 2015

Charlie Hales, Mayor, City of Portland, Oregon  
 Nick Fish, Commissioner  
 Amanda Fritz, Commissioner  
 Steve Novick, Commissioner  
 Dan Saltzman, Commissioner

Re: February 5, 2015 PJTTF – “All in” or “All out?”

1221 SW 4<sup>th</sup> Avenue, Room 340  
 Portland, Oregon 97204

Dear Mayor Hales and Commissioners:

Do not put us in a position of no longer participating in the PJTTF. The City’s involvement should be **“ALL IN.”**

In the year 2000, many months before 9/11, The United States Commission on National Security/21<sup>st</sup> Century issued a report outlining threats and recommendations as to what must be done to counteract the threats to the United States. The Commission was CO-chaired by former Senators Rudman and Hart.

The Commission’s report listed six threat areas. They are:

- |               |                 |                          |             |
|---------------|-----------------|--------------------------|-------------|
| 1. Biological | 2. Cyber        | 3. Nuclear               | 4. Chemical |
|               | 5. Radiological | 6. Enhanced Conventional |             |

Also listed were seven strategic functions. They are:

- |                           |               |                |                      |
|---------------------------|---------------|----------------|----------------------|
| 1. Deterrence             | 2. Prevention | 3. Preemption  | 4. Crisis Management |
| 5. Consequence Management |               | 6. Attribution | 7. Retaliation       |

Four levels of involvement were listed. They are:

- |            |          |          |            |
|------------|----------|----------|------------|
| 1. Federal | 2. State | 3. Local | 4. Private |
|------------|----------|----------|------------|

Each level of government involvement must satisfy 42 distinct mission areas. Most, if not all, of the mission areas require gathering current and accurate information.

The report proved prophetic as our nation was attacked September 11, 2001. Terrorists failed to kill the 50,000 plus N.Y.C. civilians expected at the World Trade Center Towers that morning. They did, however, succeed in murdering approximately 3,000 noncombatant civilians in the twin Towers.

In September 2002 Portland City Council declared a “...mutual goal of enhanced national security” to be shared with the federal government.

Unfortunately, the memory of that massacre of our fellow citizens appears to have faded from memory. Past members of Portland’s City Council acted as if our nation hadn’t been terrorized at all. They gave the community, and the world, the impression that Portland was divorced from the attack on our nation, and that nothing like that can, or will, happen here. Council, and in some cases, the residents of our city, had withdrawn to their old patterns of living, to their old preoccupations, to their old business of politics.

## CONCERNS

My concerns are many. They include, but are not necessarily limited to, those listed below. They are, however, based on the belief that the majority of Portland citizens are noncombatant civilians and have a desire to be protected from acts of terrorism. It is also based on the belief that City Council should have the desire, and certainly has the obligation to the rest of the nation, for continued participation in the pursuit of enhanced national security.

**1. Should City Council vote on an "All Out" policy of PJTTF participation, upon what definition of terrorism will the decision be based?** The following is proposed:

*"The use of violence against civilians to promote a cause so unpopular that it cannot succeed without an element of intimidation."*

**2. If the City of Portland is no longer to participate in its share of national security, does the city have the resources to protect its citizens from the threats listed in the Commission's report?** A major threat comes from covert operatives, who may already be in Oregon, even Portland, who have the intention to conduct, or support, an attack. Finding them is probably a top FBI priority, but it is also one of the most difficult tasks. The very nature of a covert operative – trained to not raise suspicion and to appear benign – is what makes their detection so difficult. That is why local police participation is so important.

**3. Will the City of Portland no longer share its information with the Federal Government?** While an "All Out" decision may not prohibit cooperation and collaboration, it puts local, self imposed limitations on that cooperation and collaboration against an intolerant enemy that has no such restriction while living in our tolerant society. It also binds the City, and therefore its citizens, to suffer the consequences of an "All Out" policy. Furthermore, it does all this without establishing the City's definition of terrorism upon which Council's decision should be based.

**4. Does the City of Portland have the capacity, and financing, to perform the requirements of the strategic functions listed in the Commission's report under an "All Out" policy?**

**5. If not, what is the role of the City to be in protecting its citizens?**

**6. If the City of Portland is to no longer participate in the PJTTF, what strategic role is to be expected of Portland residents at the private involvement level?** Each Neighborhood Association coalition has a crime prevention committee. Issues such as graffiti, car prowls, house break-ins, the effect of homelessness in each neighborhood, are regularly discussed. Yet, crime prevention, in the magnitude of mass murders experienced on 9/11, or Oklahoma, the Christmas bomber, and what is currently experienced throughout the world, has not been addressed by neighborhoods, except for one neighborhood association.

Will private citizens and businesses be provided funds to protect themselves? Will there be a requirement to arm the citizenry?

**7. Would an "All Out" policy create a double standard of crime investigation?** For example, what are the limitations on investigation if a bomb explodes in a Portland abortion clinic versus trying to prevent a terrorist repeat of the Christmas bomber?

Imagine, for a moment, if those 9/11 passenger airlines attacked Portland and those 3000 murdered civilians were from our neighborhoods. Would the victims be upset if a Council member did, or did not, receive a security clearance? Would their survivors be upset to know that our police force could not ask the questions that might have prevented the murders?

## CONCLUSION

City leaders desire Portland's participation in the global economy. Like it or not, Portland is on a global two way street. Participating in the global economy should clearly alert city leaders to take notice of the obvious threat of global terrorism to our local citizens, institutions and economy. Certain Portland neighborhoods ALREADY experience the potential of coal and oil train disasters, either natural or manmade. The City is negotiating with Pembina to locate large capacity propane storage tanks on Terminal 6 at the Port of Portland. There is a risk to the citizens of this City when it permits such endeavors. Like it or not, the City of Portland is, and should be, involved in the fight against terrorism.

This issue is not one of Portland no longer controlling our own intelligence resources but rather joining, and sharing, our resources for the benefit of the whole nation. Violence against unarmed civilians, such as what we experienced as a nation in NYC, DC and Oklahoma and the potential of our own Portland Christmas bomber, is very possible once those who wish to do so realize how unprotected the heartland of America truly is.

In my view, Portland's continued participation in the PJTTF is a major concern of each neighborhood association, business and citizen in the City of Portland and even the State of Oregon. City Council is considering a binding City policy on this issue. It impacts our safety and will have major reverberations to our city economy and around the nation.

In the January 20, 2015 issue of the Portland Tribune, the Legislative Director of the ACLU is quoted as believing the City should fully withdraw from the JTTF. She states, *"The FBI has a well documented history of abusing the rights of law-abiding citizens."*

I would respond there are those who have successfully attacked us, who continue to threaten us, and have demonstrated a history of not only abusing the rights of law-abiding citizens, but also abusing our right to live. And they are doing this on a global basis.

No one can enjoy a freedom to worship, or enjoy freedom of speech, or a freedom of the press, or even a protection of civil liberties unless we first enjoy that freedom - the freedom to live.

What I ask of this Council debate is how the City of Portland will use its resources to protect the society of the tolerant from violence by a society of the intolerant - particularly when that violence is delivered by folks who have no consideration as to whether they live or die.

Do not put us in a position of no longer participating in the PJTTF. The City's involvement should be **"ALL IN."**

Thank you,

Martin G. Slapikas  
(503) 201-6460



**Moore-Love, Karla**

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**From:** J Anderson <jellenand@gmail.com>  
**Sent:** Tuesday, February 03, 2015 4:57 PM  
**To:** Hales, Mayor; Commissioner Fritz; Commissioner Saltzman; Commissioner Fish; Commissioner Novick  
**Cc:** Moore-Love, Karla  
**Subject:** Request to speak in SUPPORT of West End 100' height limit at February 4 City Council meeting

Dear Mayor Hales, City Commissioners, members of the City Council and Planning and Sustainability Commission,

I've been a West End resident for almost eight years. The primary consideration that encouraged my husband and me to move to the West End was the remarkable combination of amenities, character and walkability of the neighborhood. Part of that character and walkability comes from the diverse historic architectural styles and proximity to resident-centric resources.

Portland has a history of being progressive and forward-thinking. Our city has benefited from the foresight and careful planning of previous generations. From Park Blocks developed in the 1880's to the esplanades on the Willamette River in the 1990's to public sculpture gardens to the Portland Streetcar to our bicycle lanes, every effort has been made to preserve and enhance the livability of the city. Let's extend that thoughtful planning to the entire West End neighborhood.

The West End showcases (among other buildings) a Belluschi museum and 19th century churches. These structures, with their lower profiles, add to the appeal of the entire downtown area. The museum, library, shops, restaurants and parks draw tourists and new residents to the West End. It's the quality of life offered by a human-scaled environment that encourages bicycles and mass transit use, offers neighborhood necessities for area residents in buildings that do not dwarf older buildings, that will continue to make Portland one of the most attractive and livable cities on the West Coast.

Do we want to overshadow one of the most appealing points of downtown living by building skyscrapers more appropriate to New York or Chicago? Do we want to end up as yet another large city where pedestrians hustle through dim urban canyons?

You are at a point where you can decide the trajectory of Portland's growth: looking forward to the future by providing opportunities for appropriate densities while respecting and referring to architects of Portland's past.

I ask you to please lower maximum building heights to no more than 100'.

With sincere regards and gratitude for your service to the city of Portland,

Jamie Anderson  
1221 SW 10th Ave.  
Portland, Oregon 97205

February 3, 2015

AUDITOR 02/03/15 PM 3:27

Mayor Hales  
Commissioner Fish  
Commissioner Fritz  
Commissioner Novick  
Commission Saltzman  
Portland City Council  
City Hall  
1221 SW 4<sup>th</sup>  
Portland, OR 97204

RE: Goose Hollow Subdistrict – West Quadrant Plan

Mr. Joseph Angel, Lynn Angel, Peter Angel and Mr. J.C. Milne appreciate the time Portland Planning and Sustainability staff has spent to improve the economic and community base of Portland. We own much of the property on SW Jefferson west of Interstate 405.

We are in support of the Planning Commission and Sustainability recommendation.

The storm water issues and required responses for both public and private properties have grown without direction in the last decade. We recognize how important proper disposal of storm water is. In fact, we were building swales in our development twenty years ago.

The City needs to convene a private/public task force to identify the issues and document solutions. Many solutions exist; as found in various countries. Portland seems fixed on only one solution.

The height mapping is appropriate. Portland, as a City, needs to be vertical to utilize land resources effectively, provide safe and healthy homes and offices, and maintain a vital skyline with each high rise structure standing alone and iconic.

Sincerely,



Peter Finley Fry

Cc Mr. Joseph Angel  
Mr. J.C. Milne  
Ms. Lynn Angel

**Moore-Love, Karla**

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**From:** Ellen Shoshkes <eshoshkes@mac.com>  
**Sent:** Tuesday, February 03, 2015 3:05 PM  
**To:** Moore-Love, Karla  
**Cc:** Tracy J. Prince, Ph.D.  
**Subject:** REVISED letter for City Council  
**Attachments:** ES.West Quad plan comments.REV.docx; ATT00001.htm

**Importance:** High

Hi Karla

In my haste to send you my comments on the West Quad plan in time for the City Council to consider them I didn't do a good job of proof reading. Oops. Please replace my earlier letter with this corrected copy.

Thanks!  
Ellen

## Ellen Shoshkes, Ph.D.

950 SW 21<sup>st</sup> Ave. Apt. PH-F • Portland, Oregon 97205 • 503-226-8080  
[eshoshkes@mac.com](mailto:eshoshkes@mac.com) • [www.ellenshoshkes.com](http://www.ellenshoshkes.com)

To: Portland City Council  
From: Ellen Shoshkes  
Re: Comments on Draft West Quadrant Plan  
Date: February 3, 2015

I am submitting these comments on the Draft West Quadrant Plan as a resident of Goose Hollow for nearly a decade, as a former board member of the Goose Hollow Foothills League (GHFL), and as an architect and planner, currently on the faculty of the Toulan School of Urban Studies and Planning, Portland State University.

At this late date I would like to comment on just one point: the recommended maximum height for the “flats” section of Goose Hollow. This particular issue has been in contention throughout the planning process. In my opinion the recommended maximum building height of 325 feet for this area is not consistent with the stated policies and goals of this plan which I otherwise strongly support. My position is, as I understand it, in alignment with the sentiment of a majority of the current board of the GHFL. The following policies and goals of the draft plan are inconsistent with the 325 foot recommended building height.

- **West Quadrant Plan Big Ideas: District Character**  
The draft West Quadrant plan emphasizes the “big idea” of “Strengthening District Character While Embracing Development” (p. vi). The plan’s stated District Goal for Goose Hollow includes the affirmation that “the district is known for its natural beauty and unique views” (p. 85). Moreover, the distinctive character of the “flats” area of Goose Hollow is defined by its collection of warehouse, office, hotel and apartment buildings. The Goose Hollow Station Community Plan of 1995 recommended an FAR of 6:1 and maximum building height of 250 feet for this area. It is hard to see how increasing the maximum building height by 30% will strengthen this character. In fact encouraging multiple high-rise buildings will obliterate this character.
- **West Quad Plan Urban Design Principles: Shape the Skyline**  
One of the Urban Design Principles that informs this plan is to “use building forms to help frame and enclose special places, districts and experiences in the West Quadrant ... diversifying the singular crescent concept into a series of smaller arcs toward the river” (p. 24). Important public views, such as from Washington Park to Mt. Hood, are to be protected. The plan calls for maximum building heights in transitioning areas—“for example, the transition from Goose Hollow to the retail core”—of up to 250 feet. Buildings up to 325 feet are to be allowed in “areas immediately adjacent to the highest allowed heights in the West Quadrant.”

This concept is not well illustrated in the Building Height diagram (p. 28), which shows a long wall of buildings up to 460 feet or more, running south from Burnside, and bulging west toward “the flats,” which is itself engulfed in a broad swath—spreading as far west as SW 18<sup>th</sup> St —where buildings may be up to 325 feet. Where are the smaller arcs, framed or enclosed places? Where is there accommodation for view corridors? The shortcomings of the Building Height diagram are replicated in Appendix B: Building Height Map (p. 171).

The intent of the plan is that “a mix of building heights would be expected in the future —not all new buildings in any area would be expected to reach the maximums.” But the Building Height diagram and map show the approximate maximum building heights, “inclusive of all bonus and transfer provisions.” This is misleading, implying that the maximum would be the standard rather than the exception to the rule. Furthermore the Building Height diagram and map provide no guidance as to how to achieve the urban design the plan envisions.

Here again I urge you to uphold the Goose Hollow Station Community Plan of 1995 (p. 16) which recommended that the City “apply specific floor area ratios, height bonus and height limits ... considering impacts of the Scenic Protection Plan, the adjoining Kings Hill Historic District, and existing building heights.” This would be consistent with the Draft Central City-Wide Policies and Actions for Urban Design.

- Draft Central City-wide Policies and Actions from the West Quad Plan Process: Urban Design—Views

The draft Central City plan calls for elevating “the presence, character and role of significant public viewpoints and corridors such as the Vista Bridge and West Hills ....” Related action plans include: “Review height regulations and design review requirements adjacent to open spaces;” and “Evaluate existing and potential new scenic view resources in the Central City, revise the scenic resources inventory and related regulatory tools and management, as appropriate” (p. 51).

The “flats” area of Goose Hollow are both a critical component of the view corridors from the Vista Bridge and West Hills, as well as adjacent to significant open space: the Lincoln High School athletic field, and the plazas surrounding Providence Park. Allowing buildings to soar to 325 feet in this transitional zone might incentivize development, but to the detriment of neighborhood character and views.

In sum, my concerns could be easily addressed by retaining the existing 250 foot maximum building height in the “flats,” clarifying the building height map to show the standard allowable building height rather than the maximum, and provide language to specify the conditions for the application of floor are ratios, height bonuses and height limits.

Thank you for your consideration

**Moore-Love, Karla**

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**From:** Jinny Shipman <jinny.shipman@gmail.com> on behalf of Jinny Shipman <jshop@kaisershipman.com>  
**Sent:** Tuesday, February 03, 2015 1:34 PM  
**To:** Hales, Mayor  
**Cc:** Moore-Love, Karla  
**Subject:** Restrict Building Heights to 100 feet in Portland

To: the Honorable Charlie Hales, Mayor of Portland, Oregon

From: Virginia Shipman and Richard Kaiser

1221 SW 10<sup>th</sup> Avenue

Portland OR 97205

Dear Mayor Hales,

**We are deeply concerned with the towering heights of proposed buildings in the city core, especially in Portland's West End. Maximum building height of no more than 100 feet is in everyone's best interest for the following reasons:**

- **Historic Buildings.** West End tells Portland's story with its over 100 historic but unprotected buildings. A maximum 100' building height in the West End will discourage demolition and encourage reuse of these buildings. The proposed allowances for 20, 30 and 40 story buildings threaten historic properties by increasing the value of these sites and increasing the lure for higher profits. Lowering building heights is NOT considered a "taking" from the landowner (Testimony at PSC by Joe Zehnder, October 21, 2014).
- **Flawed Process.** The West Quadrant Stakeholder's Advisory Committee (WQSAC) was stacked in favor of developers and architects and had no resident representative from the West End. (Check the committee list on p. 194/5 or pdf p. 204/5 of the most recent WQPlan draft, found at [ftp://ftp02.portlandoregon.gov/BPS/West\\_Quad\\_Recommended\\_Draft/](ftp://ftp02.portlandoregon.gov/BPS/West_Quad_Recommended_Draft/).)
- **Livability.** Much has been written about the negative impact of tall buildings on livability, including shadows, wind, glare, higher rents, loss of affordable housing, impaired public realm, impaired social interaction, etc. (Check <http://www.livablecities.org/> for more details.)
- **Economic impact.** Will Portland continue to chart its own way and preserve its unique identity, which

draws tourists and the creative class, or will it throw its “brand” away to become more homogenized in an effort to become more like some other “better” place where vertical sprawl is the norm? Deregulating building heights essentially encourages supply side economics that favors developers. If developers promise “trickle down” benefits, what exactly are the public benefits? Are residents really better off?

We have been Portland residents and tax payers for over 30 years. While we welcome improvements to the West End, buildings over 100 ft are a drain on everyone except developers. **Please vote to restrict building height.**

**Moore-Love, Karla**

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**From:** Tamara DeRidder, AICP <SustainableDesign@tdridder.users.panix.com>  
**Sent:** Tuesday, February 03, 2015 1:30 PM  
**To:** Hales Charlie; Commissioner Fritz; Commissioner Fish; Commissioner Novick; Commissioner Saltzman  
**Cc:** Moore-Love, Karla  
**Subject:** Demolition Ordinance and Additional Issues to consider Feb. 12th  
**Importance:** High

Dear Honorable Mayor Hales and City Commissioners,

As Chairman of the Rose City Park Neighborhood Association I plan to testify at the Council's continued public hearing on Demolitions scheduled for Thursday, Feb. 12th. I want to take this opportunity to personally thank you for continuing this public hearing process to allow members of our neighborhood and the larger community a chance to express their concerns about demolitions and related issues. Our neighborhood strongly supports the addition of public notification procedures to the demolition process that is being proposed by DRAC, with the exception of the deletion of the 120-day extension. This is a wonderful first step in addressing the community concerns. Nonetheless, it's becoming more evident that good public involvement measures and funding for this activity needs to be increased in next year's budget as our residential neighborhoods face increasing impacts of more infill development.

On behalf of our neighborhood I encourage you to support Mayor Hale's proposal for establishing an Infill Task Force that will review the mass and scale of new infill residences currently being constructed in our neighborhoods. Our Board determined that the UNR Resolution was correct in its intent to place a limit on the size of new infill houses. But, we also heard additional concerns regarding the issues of lot-splitting, corner-lots developing into 3 houses, and other infill mechanisms that also impact the rhythm of the neighborhood pattern. Increased massing in these areas are, at least in part, caused by multiple units squeezed tightly together or sharing walls. It is important that the Infill Task Force be allowed to look at all these issues to help direct these concerns toward a constructive outcome.

Deconstruction and Health & Safety remain important issues that will need to continue to be addressed beyond the current hearing process.

There are good examples in place from other jurisdictions that better protect the health and safety of residents and property near demolition sites than what is now being proposed. We should join these communities through exploring these and other options for providing clear procedures and proper protections. Please consider directing staff to create a interdisciplinary team with OSHA, DEQ, and stakeholder representatives to bring forward their recommendations for public discussion and possible adoption. It is vital that the Commission acts to assure the public that you care about the health and safety of Portland's families.

DRAC should be directed to create a task force to address the implementation of Deconstruction as a form of demolition. There are many stakeholders that will likely be impacted in creating these changes to the code. This will require a broader discussion and public involvement process to allow all sides a chance to be heard.

Finally, I strongly recommend that DRAC's meetings and membership be reviewed for measures of equity. Although I have been a land use professional for over 20 years I had no idea of DRAC's importance (or existence for that matter) until Maryhelen Kincaid showed up at our Central NE Neighbors Coalition with DRAC's demolition proposal. No where on the BDS website can you find a copy of DRAC's proposed Demolition ordinance. It is not even on the City Council's website since the hearing has been continued and the ordinance has not yet been adopted.

So - how in the world are professional planners, much less the general public, to remain informed on DRAC's activities? There is a real need for the creation of BDS Neighborhood Liaisons, much like BPS. It is really

absurd that the DRAC model makes it incumbent on its volunteer members to take their own time to try to educate the entire Portland neighborhood system and business community on its proposals. Also, I find that the make-up of DRAC membership may function well when dealing with issues such as minor fire-life-safety updates to the code. But, the changes in layout design of multi-family structures and the process for residential infill, for all types of structures, needs to include adequate stakeholder representation from all ranges of potentially impacted people from the community, businesses as well as residents.

Maybe start with changing the meeting time from 8:00 am - 10:00 am to a later time when daily workers can make time to participate? Just a thought.

Thank you again for your consideration and continued work on these issues. I look forward to speaking with you next week.

My best,

Tamara DeRidder, AICP  
Chairman, RCPNA  
1707 NE 52nd Ave.  
Portland, OR. 97213  
503-706-5804

**Moore-Love, Karla**

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**From:** Betsy/Terry Riddell <bet\_ter@yahoo.com>  
**Sent:** Tuesday, February 03, 2015 7:45 AM  
**To:** Hales, Mayor; Commissioner Fritz; Commissioner Saltzman; Commissioner Fish; Commissioner Novick  
**Cc:** Moore-Love, Karla  
**Subject:** The West Quadrant Plan draft

Portland is unique and wonderful. I was born here and lived here most of my life so I am probably biased but I think we should preserve our uniqueness and wonderfulness. One way to do that is to use our historic buildings and limit the height of new buildings. Lots of big towers is not the way to go. Please include in the West End plan a limit on building heights to 100'. Thank you for all your hard work for Portland.

Betsy Riddell  
1221 SW 10th, #1010  
Portland.

**Moore-Love, Karla**

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**From:** jm10river@comcast.net  
**Sent:** Tuesday, February 03, 2015 6:04 AM  
**To:** Moore-Love, Karla  
**Subject:** Council Meeting: West Quadrant Plan  
**Attachments:** Thank you listening.docx

Thank you Mayor Hales and the Commissioners for the opportunity to express my point of view on this subject.

Two weeks ago, I was in Culver City, California (a 10 or 15minute drive from Central City Los Angeles) visiting our daughter and family.

The two of us spent one day walking the streets of the Center City Los Angeles. Having previously lived in a small town east of Los Angeles for 30 years, I was not unfamiliar with L.A. However, walking the same streets 25 years later brought with it the attending results of stacking too many people, too high, in a too limited space. The most noticeable change, being the number of people crowding the streets and the diminished ground level brightness of walking in a permanent shadow.

And yes, a few of those 40 and 50/60 story buildings were architectural master pieces. And when seen from the freeways, they are pleasing to the eye. But the question is, at what cost has it been to the city's livability? I should add, we live in the West Quadrant, where there is a lot of street level sunshine and no giant skyscrapers.

I have always felt, and I think others feel the same, that Portland is a unique city and one that you can get your arms around. A city that has a high livability quotient. One of those areas that help create this feeling is the West Quadrant.

I am here today to ask that that you to keep Portland's Central City an enjoyable place to live by limiting the building heights in the West Quadrant Plan to 100 feet. Please do not turn Portland into another Los Angeles, a San Francisco, a Seattle or a Vancouver, BC. We have something here that is very special, and needs your help in protecting it.

Thank you for your time.

John Calvin  
1221 SW 10<sup>th</sup> Ave. # 1805  
Portland, OR 97205  
Ph. 503-222-2354

**Moore-Love, Karla**

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**From:** Joan Kvitka <jkvitka@me.com>  
**Sent:** Monday, February 02, 2015 9:25 PM  
**To:** Moore-Love, Karla  
**Cc:** Joan Kvitka  
**Subject:** Written Testimony for West Quad Hearing at City Council  
**Attachments:** TestimonyCityCouncil2\_4\_15.doc; ATT00001.htm

I am Joan Kvitka, an involved neighborhood advocate who understands the livability of South Auditorium District. I represent a neighborhood group called SAGE...South Auditorium Greenway Environs. We are honored to appear in front of City Council members today as a voice for hundreds of residents who live downtown—from the Keller Auditorium, along the Halprin Open Sequence to the Lee Kelly Sculpture Park. Over the past year we have worked closely with the City of Portland's Bureau of Planning and Sustainability in defining the needs of our historic neighborhood.

**SAGE appears before you today to endorse the adoption of the Central City 2035 West Quadrant Plan.** We are grateful for the responsive work of the city planners of BPS.

West Quadrant Plan links the insights of 21<sup>st</sup> century urban planning with the foresight of Portland designers of 50 years ago. Briefly stated, beginning in the 1960's the renewal of South Auditorium District brought Portland national distinction as a pioneer in urban design that promoted values of sustainability. The creation of superblocks dedicated to tree-lined pedestrian paths, cascading waterfalls, hills and valleys brought daily interaction with nature into the built environment of live, work, and play. Lawrence Halprin's design elements also connected the beauty and harmony of the Willamette River Valley and Cascade Mts. within a freshly imagined urban landscape.

SAGE members want to maintain Portland's standing as *Innovator of Sustainable Urban Design*. As development moves forward in the West Quadrant in general, and South Auditorium District in particular, SAGE advocates that Portland remain true to our great city's long-standing commitment to secure harmony and balance within our urban environment.

**SAGE SUPPORTS Urban Development in the South Auditorium District that...**

- **Preserves Key Elements of the Halprin Open Sequence:** The built environment should balance the activities of daily life—live, work, learn, play and shop— within a varied landscape. Open spaces, diverse building heights, mixed use functions, and daily encounters with the joys of nature, art and culture intertwine.
- **Promotes Connectivity within Community:** Transportation networks should unite active citizens rather than divide and isolate. Streets and bridges dedicated to public transportation must be designed within a neighborhood context that promotes a stable and healthy community.
- **Secures Healthy Neighborhoods:** High-density living need not overwhelm us. West Quadrant is unique in Portland, standing alone as THE neighborhood that fosters economic opportunities, offers world-class education and health institutions, serves as the hub of public transit, and engages residents—local and global—in sustaining and creating the future of our region and our world.

Respectfully submitted, Residents of SAGE February 4, 2015

**Moore-Love, Karla**

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**From:** Alan Bell <alanib99@gmail.com>  
**Sent:** Tuesday, February 03, 2015 10:16 PM  
**To:** Hales, Mayor  
**Cc:** Moore-Love, Karla  
**Subject:** West Quadrant Plan

Dear Mayor Hales,

Regarding the West Quadrant Plan under consideration by the City Council, I support the proposals previously requested by West End residents.

As a West End resident myself, I am also asking for the same proposals including:

- 100' maximum building height to retain livability for the historically rich West End
- The convening of a more representative group to remedy the flawed process which has not included a resident representative from the West End
- Reuse West End historic buildings to help preserve Portland's character

Many thanks for considering these requests.

Regards,

Alan Bell  
West End Resident  
1221 SW 10th Ave  
Portland OR

**Moore-Love, Karla**

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**From:** Gustavo J. Cruz, Jr. <gjc@aterwynne.com>  
**Sent:** Tuesday, February 03, 2015 5:44 PM  
**To:** Moore-Love, Karla  
**Cc:** Hales, Mayor; Commissioner Fritz; Commissioner Saltzman; Commissioner Fish; Commissioner Novick; Margurite Teresa Pfoutz  
**Subject:** NWDA Letter Re: West Quadrant Plan/Goose Hollow Foothills League  
**Attachments:** NWDA Letter to Mayor Hales and City Council 2-3-2015.pdf

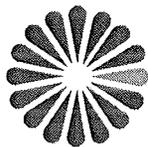
Ms. Moore-Love:

Please see the attached letter for Mayor Hales and the City Council.

Thank you,

**Gustavo J. Cruz, Jr. | Senior Counsel**  
**ATER WYNNE LLP | 1331 NW Lovejoy Street, Suite 900 | Portland, OR 97209**  
**Direct: 503-226-8405 | Mobile: 503-860-5896**  
[gjc@aterwynne.com](mailto:gjc@aterwynne.com) | [www.aterwynne.com](http://www.aterwynne.com)

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# Northwest District Association

February 3, 2015

Mayor Hales and City Commissioners  
 City of Portland, City Hall  
 Attn: Council Clerk  
 1221 SW Fourth Avenue, Room 140  
 Portland, OR 97204

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 2014-2015

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**RE: West Quadrant Plan – Building Height Policy Minority Report**

Dear Mayor Hales and City Commissioners:

The Goose Hollow Foothills League (the “GHFL”), in its letter to the City Council dated January 20, 2015, requested that the February 4, 2015 City Council vote on the non-binding resolution to approve the draft West Quadrant Plan be delayed pending the outcome of a GHFL membership referendum regarding allowable building heights to be held on February 11, 2015.

The Board of Directors of the Northwest District Association voted at its meeting on January 26, 2015 to unanimously support the GHFL’s letter request. Serious questions have arisen concerning the representation of the GHFL on the Stakeholder Advisory Committee during the West Quadrant Plan process, and the positions that the GHFL representative took without membership consent.

The NWDA believes strongly that the GHFL should be allowed to have its position on policy issues that are important to the future of the central city accurately represented in the West Quadrant Plan before it is endorsed by City Council. We respectfully request that you delay voting on the West Quadrant Plan until you have received GHFL’s membership referendum results.

Best Regards,  
 Northwest District Association

Gustavo J. Cruz, Jr.  
 NWDA Board President

The Northwest District Association is a 501(C)3 tax-exempt organization.

2257 NW Raleigh St. Portland, OR 97210 • 503-823-4288 [contact@northwestdistrictassociation.org](mailto:contact@northwestdistrictassociation.org) • [northwestdistrictassociation.org](http://northwestdistrictassociation.org)

**Moore-Love, Karla**

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**From:** Deanna <deanna@involved.com>  
**Sent:** Wednesday, February 04, 2015 10:07 AM  
**To:** Moore-Love, Karla  
**Subject:** [User Approved] FW: Testimony, Proposed West Quadrant Plan Public Hearing - February 4, 2015  
**Attachments:** Testimony - Proposed West Quadrant Plan public hearing City Council Feb 4 2015.doc

Dear Ms. Moore-Love,

Please include my attached testimony for this afternoon's public hearing on the Proposed West Quadrant Plan in the official hearing record.

Thank you very much.

Deanna Mueller-Crispin

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**From:** Frost, Liam [mailto:Liam.Frost@portlandoregon.gov]  
**Sent:** Wednesday, February 04, 2015 9:35 AM  
**To:** Deanna  
**Subject:** RE: Testimony, Proposed West Quadrant Plan Public Hearing - February 4, 2015

Morning Deanna,

Thank you for taking the time to write such thoughtful testimony. If you haven't already, I would recommend sending it to our Council Clerk, Karla Moore-Love. Her email address is as follows:

Thank you again for getting in touch.

**Liam Frost**  
 Policy Coordinator  
 Office of Commissioner Nick Fish  
 (503) 823-3594  
[portlandoregon.gov/fish](mailto:portlandoregon.gov/fish)

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**From:** Deanna [mailto:deanna@involved.com]  
**Sent:** Wednesday, February 04, 2015 9:20 AM  
**To:** Frost, Liam  
**Subject:** Testimony, Proposed West Quadrant Plan Public Hearing - February 4, 2015

Hello.

Attached is the testimony I'll be presenting this afternoon at the City Council's public hearing on the West Quadrant Plan.

One of the issues I'm very concerned about, and which I've addressed in my testimony, is the negative effect of the Plan on affordable housing. I would appreciate it if you could bring this to Commissioner Fish's attention before the hearing.

Thank you,

Deanna Mueller-Crispin  
1221 SW 10th Ave  
Portland, OR 97205

37115

Testimony, City Council:  
West Quadrant Plan, Recommended Draft  
Feb. 4, 2015

- I'm a native Oregonian, grew up in Pendleton
  - Four points:
    1. Keep Portland Portland
    2. It's a false notion that housing density can be achieved only by hi-rises
    3. Affordable housing is not being addressed in the Proposed Plan
    4. Citizens and experts were not listened to in this planning process
1. Highest need in Portland planning is to keep Portland Portland- we're probably the most envied city in the USA right now: so let's preserve our *existing livability* - which current planning with its design emphasis on "skyline" won't do.
    - As an example, the "Design Principle" to "Shape the Skyline:" a person driving a car on the other side of the Willamette may see an "outline" of tall buildings, but this is not very relevant to people who live and work here. Super-tall buildings may "shape the skyline", but they create dark canyons with streets where no one wants to walk. And destroy Portland's unique "pedestrian friendliness."
    - Nearly 80% of the West End is zoned for 250', 325' and 460' tall buildings, totally contradicting "livability" goals. (The rest is zoned for 150'.)
    - The web of connections and ordinary encounters between people is what builds a livable city. Unique neighborhoods are Portland's trump card. Portland's historic (but unprotected) buildings<sup>1</sup> are an essential part of our history and the ambiance we love. Don't destroy ours with skyscrapers up to 460'.
    - There is a place for tall buildings in Portland, but they need to be placed *strategically*, not allowed willy-nilly everywhere to the detriment of neighborhood livability.
    - Meanwhile, many West End neighbors including myself are requesting a 100' height limit here at least until there is some rationale for and thoughtful placement of higher buildings.
  2. This leads to my second point, the fallacy that you need super-tall buildings to create density.
    - As a teenager, I once visited friends in the Cumberland Apartments (SW Park & Columbia) - a wonderful 4-story brick building built in 1910. I immediately wanted to come here and live in that building in this charming location. It's still here in the West End.
      - The Cumberland provides 32 housing units on .1 acre. Is this not **dense** housing?
        - It is 50' tall, but the **zoning permits 250'** to the north and south. Why?

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<sup>1</sup> National Historic Trust sent to Portland City Council in 2008 a letter opposed to raising building heights in Oldtown/Skidmore, in part, because while bonus transfers preserve the historic buildings, the transfers are not helpful if taller buildings are allowed within the district. The same argument could be made for the West End, especially since there is no historic district to protect it from unbalanced, out-of-scale adjacent development.

- There are many older buildings similar to the Cumberland in the West End.
  - And remember: the greenest building is an existing building with the energy embedded in its building materials.
  - I lived in 4-story and 5-story buildings in Manhattan, and 7-story buildings in Frankfurt, Germany. The other apartment buildings in these areas were of comparable heights, and housed a *dense* population. Everyone walked and used transit. The street scene was vibrant, day and night.
    - These buildings were *affordable* then - the high-rises were not.
3. Affordable housing is not being created or preserved in Portland, and the Proposed Plan does little to change that. In fact, it would encourage demolition of smaller, older (often historic) buildings in the West End that now support "affordable housing," by allowing very high buildings throughout - creating economic pressure to demolish low-rise buildings.
- There's a great unmet need: e.g. in the West End, the Martha Washington's waiting list for apartments is closed; it's months out for vacancies.
  - Close by, there **are** available apartments in the high-rent Ladd Apartments: Studios from \$1,345/mo; to 2 bdrm units from \$2,745.
  - Housing and Neighborhoods goal, #16 p. 32, is: "Low-income affordability: **Preserve the existing supply and continue to support the development of additional housing** to meet the needs of low-income Central City residents."
    - There are several implementation Actions, but little substance to implement the goal, other than "**developing** tools" to partner with the private development community (2016-2021!).
    - **Nothing** in the Plan addresses preserving affordable housing.
  - Affordable housing is NOT being built - the City is not using the tools it has to require it.
    - The city is NOT requiring the affordable housing promised - e.g. North Macadam Investors have built 1,080 condos or apartments in South Waterfront. The city hasn't documented a single unit that qualifies as affordable, contrary to the 430 units promised.
  - Affordable housing is NOT being preserved. The Oregonian: "Low-end units aren't ... being preserved. In 1994 Portland had 77 buildings and **4,554** [affordable] apartments for a single adult holding down a full-time minimum wage job. [Today,] in 2014 there are 44 buildings and **3,271** units."
    - The West End has **41% of the affordable housing** (1,345 units) in Portland's Downtown<sup>2</sup> - while having only about 14% of Downtown's land area.
      - (See PDC's 2010 map of Affordable Housing)
      - Allowing very tall buildings everywhere in the West End will create pressure to demolish these buildings.

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<sup>2</sup> from Northwest Pilot Project, **Affordable Housing in West End: "2014 Downtown Portland Affordable Housing Inventory"**

- The best way to counter gentrification is not to demolish old buildings and build high rises, but to go into other depressed areas and regenerate them.
  - Small businesses also need affordable space. The Oregonian quotes a small business owner who opened a store in the West End: citing more affordable rents, and mix of classic Portland architecture. Landlords here are revitalizing commercial buildings, attracting independent entrepreneurs opening first shops or gambling on a second.
4. Citizens - and experts - not listened to in plan development process
- There has been much testimony about lack of representation of West Quadrant residents on the advisory committees, which I won't repeat.
  - But I was particularly disappointed that many well-considered comments by the AIA's Portland Historic Landmark Commission dated 9/3/14 recommending revisions to the Plan were disregarded. These would have reinforced both "green city" goals and reuse of existing resources.
    - None of their comments were incorporated into the plan. Examples:
    - p. vii: 7. Building a Low-Carbon Central City: add "Adaptive reuse"
      - Testimony: "Adaptive reuse will help the City reach carbon reduction goals much quicker than new 'sustainable' buildings [which often do NOT live up to their calculated savings]."
      - No recognition of the following from The Green Building Services report: " if Portland would **reuse** buildings likely to be torn down over the next decade, we would ... meet 15% of our carbon reduction goals over that same period."
      - Why were these comments ignored?
    - p. 81 (p. 82 in the Dec. '14 Proposed Plan [Plan]) Recommendation: Transfer of development potential needs to be **strategic** - transfer to designated receiving areas compatible with character of the West End.
      - This was not added. Why?
    - p. 81 (now p. 83 in Plan): in UD 4, more specific language proposed: "propose and work with property owners on listing a West End historic district."
    - p. 82 (now p. 84 in Plan): "Encourage adaptive re-use, salvage and diversion of construction waste should be an environmental policy with appropriate actions to realize this policy." (Actually this should apply throughout the West Quadrant.)
      - Not added, although this could be a significant component of the City's low carbon goals. Why was this ignored?

Thank you for listening.

Deanna Mueller-Crispin  
1221 SW 10th Ave #1013  
Portland, OR 97205

**Moore-Love, Karla**

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**From:** Lundgren, Christina (Perkins Coie) <CLundgren@perkinscoie.com> on behalf of Krawczuk, Dana (Perkins Coie) <DKrawczuk@perkinscoie.com>  
**Sent:** Wednesday, February 04, 2015 12:53 PM  
**To:** Moore-Love, Karla  
**Cc:** Lisle, Karl; BrianP@unicoprop.com  
**Subject:** Central City 2035: West Quadrant Plan - Request for Unlimited Height for Certain Non-Conforming Buildings  
**Attachments:** Letter\_001.pdf  
**Importance:** High

Karla,

Please provide a copy of the attached letter to the City Council prior to today's hearing regarding the West Quadrant Plan. Please also include the letter in the record, and provide us notice of the decision.

Thank you.

**Dana Krawczuk | Perkins Coie LLP****SENIOR COUNSEL**

1120 N.W. Couch Street Tenth Floor

Portland, OR 97209-4128

D. +1.503.727.2036

F. +1.503.346.2036

E. [DKrawczuk@perkinscoie.com](mailto:DKrawczuk@perkinscoie.com)

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Dana L. Krawczuk  
PHONE: (503) 727-2036  
FAX: (503) 346-2036  
EMAIL: DKrawczuk@perkinscoie.com

February 4, 2015

**VIA EMAIL**

Mayor Charlie Hales  
Commissioner Nick Fish  
Commissioner Amanda Fritz  
Commissioner Steve Novick  
Commissioner Dan Saltzman  
City of Portland  
1221 SW 4th Avenue  
Portland, OR 97204

**Re: Central City 2035: West Quadrant Plan - Request for Unlimited Height for Certain Non-Conforming Buildings**

Dear Mayor Hales and City Commissioners:

This office represents Unico Properties, LLC, the owner and/or operator of several buildings in Portland, including the U.S. Bancorp Tower. Unico generally supports the Central City 2035 planning effort and the West Quadrant Plan (the "Plan") that the Portland Planning and Sustainability Commission recommended for adoption. However, Unico respectfully requests that the City Council slightly modify the Plan to allow unlimited height for existing buildings that legally exceed the maximum height standard, as detailed below.

US Bancorp Tower is approximately 536 feet in height, and complied with the applicable height standards at the time it was approved and constructed. Since that time, the height standard was reduced to 460 feet, which means that the US Bancorp Tower is considered a non-conforming development. Status as a non-conforming development can complicate the financing and sale of a property, and can make rebuilding in the event of building damage or destruction more difficult.

The Plan currently proposes to maintain the existing 460 foot height limit for the US Bancorp Tower (Appendix B, page 172). We understand that the heights described in the Plan are conceptual, and will be further refined through the zoning code update (CC2035). The Plan and subsequent zoning code update provide an opportunity to remove the non-conforming

Mayor Charlie Hales  
Portland City Commissioners  
February 4, 2015  
Page 2

development cloud from US Bancorp Tower and similar “grandfathered” buildings such as the Wells Fargo Center and KOIN Center. An increased height allowance would acknowledge the presence and longevity of some of the City’s iconic buildings.

Accordingly, Unico requests that the Plan be amended to:

(1) **Add an implementation action item** to the Plan’s Downtown Urban Design Element (pages 71 to 72) to allow unlimited building height for existing non-conforming buildings, such as US Bancorp Tower. This implementation action would be similar to UD 13, which instructs the review of building height regulations and design review requirements adjacent to open spaces. The new implementation action language for consideration during CC2035 could provide:

UD19 Review unlimited building heights for existing nonconforming buildings.

(2) **A corresponding change to the Plan’s proposed building height map** at Appendix B (page 172) that reflects an unlimited height for US Bancorp Tower and other nonconforming iconic buildings.

Thank you for your consideration of this request.

Very truly yours,



Dana L. Krawczuk

DLK:crl

Cc: Brian Pearce, Unico Properties, LLC (via email)  
Karl Lisle, City of Portland (via email)

**Moore-Love, Karla**

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**From:** Greg Wimmer <Greg.Wimmer@fortisconstruction.com>  
**Sent:** Wednesday, February 04, 2015 12:33 PM  
**To:** Moore-Love, Karla  
**Cc:** Dingfelder, Jackie; Adamsick, Claire; Shriver, Katie; Bizeau, Tom  
**Subject:** West Quadrant Plan - Testimony

Hi Karla,

Having served on the Goose Hollow Foothill League (GHFL) Neighborhood board for 3 years and a business and land owner in the Goosehollow neighborhood, I support the West Quadrant Plan. The Goosehollow VRC committee was well represented by several community members and everyone was welcome to participate. This committee held over 33 neighborhood meetings and everyone in the neighborhood was encourage to provide input. Monthly updates were provided to the GHFL board as well as to the neighborhood community.

The Goose Hollow VRC committee held a transparent process, represents the broader neighborhood opinion and they set a great vision for our community. I support the West Quadrant Plan and look forward to seeing the improvements it will bring to the Goose Hollow and other Portland neighborhoods.

Regards,

Greg Wimmer  
Fortis Construction  
1705 SW Taylor, Suite 200  
Portland, OR 97205

**Moore-Love, Karla**

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**From:** Shivani Seastone <shivaniseastone@gmail.com>  
**Sent:** Wednesday, February 04, 2015 12:12 PM  
**To:** Moore-Love, Karla  
**Subject:** WQP Testimony  
**Attachments:** SS\_Comments\_WQP\_Hearing020415.pdf

Hello,

Attached are my comments regarding the WQP.

Thank you,  
Shivani Seastone

Shivani Seastone  
1410 NW Kearney Street, #1021  
Portland, OR 97209

My name is Shivani Seastone, and I am a resident of the Pearl District. As you read and listen to comments regarding the West Quadrant Plan, I don't know how many times you will see and hear these descriptors: unique, human-scale, livable, affordable, historic, charming. These are the qualities that make Portland beloved and admired by its residents and by cities around the world.

I want to comment on the process of public participation in development and city planning. Recently I attended all public hearings related to a new building that has now been approved for the Pearl. It will be a 150 foot white apartment tower, which will be surrounded on all sides by low and mid-rise brick buildings. It will be one block from the historic district on NW 13<sup>th</sup>.

At each hearing, the developer presented their design for an hour or more, followed by questions from the design commission members. Anywhere from 1-3 hours after the start of the hearing, the public could then make comments. Many residents from the Pearl, as well as from other neighborhoods, spoke in opposition of the height and design of this new tower. Each speaker utilized the 2-3 minutes allotted to them to express concern that the new building does not fit with the unique character of this area of the Pearl. Some speakers were professionals with many years experience in the areas of architecture, development, urban planning, and livability. They expressed concern that Portland is not protecting the unique character of its neighborhoods, an asset that once lost is gone for good. Not a single person recommended that nothing be built on that lot, but each person recommended that the commission request additional designs that better suit the neighborhood.

At each hearing, when the public testimony ended, commission members thanked residents for participating and then collectively summed up the entire testimony by saying, "We understand. Change is hard. No one wants to lose their view." At one hearing, one of the commissioners commented that this will be a good transition building, referring to the new heights proposed in the updated WQP and Comprehensive Plan. 40-50 people who found a way to be available on weekdays, sometimes for 5 hours at a time, in order to speak for 3 minutes and express concern for the city that they love were essentially patted on the head and told that change is hard. This is not participation, this is patronization.

Similarly, the Stakeholders Advisory Committee for the WQP is not a balanced representation of the citizens of Portland. After 15 months of attending the SAC meetings, the participants holding an opposing view to vertical density could only attempt to be heard by writing a minority report with four main requests: review current height bonus policy, review current FAR transfer policy, provide alternative building height concepts, and add to central city-wide goals preservation of district character and scale and street character.

Although it may be a minority report when contrasted with the membership of the WQP SAC, it is not a minority point of view. Sustainability, livability, human-scale. This is a hot topic for residents in many cities around the world who are concerned about the movement toward taller and taller buildings, especially when existing and or historic buildings are removed to make way for them.

Making the public aware of the updating of the city plans should be a priority. It proposes changes that will remain in place until 2035, and yet it's incredible how few residents know about it. It needs to be

open to wider debate. The representatives of such an important group like a Stakeholders Advisory Committee should deliberately be made up of people who hold opposing views. It should be a debate. It shouldn't feel stacked or biased, or like the decisions are being railroaded.

Please delay approval of the WQP to fully consider the requests and suggestions made by the minority reports.

Thank you.

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WQP Minority Report requests:

**1. Review Current Height Bonus Policy**

Determine if bonus incentives are still necessary to achieve central city housing goals, and if not, allow them to sunset.

**2. Review Current FAR Transfer Policy**

Assess the effectiveness of FAR transfers, and the characteristics of the resulting projects relative to urban design goals.

**3. Add to Central City-Wide Goals;**

- District Character and Scale. Retain the personality and feel of the districts by preserving the modest original buildings that they are composed of, and conserving the scale of the multi-block street enclosures that give the districts their distinct character, personality and desirability.
- Coherent Urban Form. Concentrate tall buildings along the north-south transit corridor and at freeway viaducts. Avoid creating a pattern of dispersed individual towers in areas of low neighboring buildings.
- Appropriate Allowable Building Heights. Establish building height allowances that are appropriate to realistic foreseeable market demands, underlying developable density and the scale of the existing neighboring context.
- Street Character. Reinforce the social role of our street environments, as they are the primary component of our system of public spaces.

**4. Provide Alternative Building Height Concepts**

- Conservation Districts. Delineate areas that require specific form-based approaches to building height policy in order to preserve and strengthen existing iconic places in the central city, per CC2035 goals, and provide alternative building height concept maps, and street level representations of these concepts, for comparative review, and reconciliation with CC2035 Concept Plan goals.
- Focus Allowable Building Height. Delineate a distribution of allowable building height that more clearly accommodates the need for affordable housing and office space, and reflects a more realistic assessment of actual market demands, and provide an alternative building height concept map, and street level representations of this concept, for comparative review, and reconciliation with CC2035 Concept Plan goals.

**Moore-Love, Karla**

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**From:** Petersen, John <jpetersen@melvinmarkcapital.com>  
**Sent:** Wednesday, February 04, 2015 11:44 AM  
**To:** Moore-Love, Karla  
**Cc:** Lisle, Karl; Hartinger, Kathryn  
**Subject:** West Quadrant Plan Testimony

Karla:

My name is John Petersen.

I have been in the industry in this city for nearly 40 years; I am a graduate of University of Oregon, B of A in Mathematics and Juris Doctor.

I have been bank counsel and concluded my banking career overseeing commercial real estate lending for the region for Bank of America. I managed the Commercial Mortgage Banking Portland office for CB Richard Ellis for ten years, and am President of Melvin Mark Capital Group.

I have been involved in the financing of more than \$3 Billion of commercial real estate development and investment, including development, redevelopment, office, retail, industrial, hospitality, mixed use, historic, affordable housing, urban and suburban multifamily. A partial listing of properties includes: The Brewery Blocks (original 3 1/2 blocks and garage), Henry condos, Indigo at 12W, Rivers East Office, The Civic (condos and retail), The Janey Apartments, Grant Park Village, The Benevento Apartments, Davis Street, Honeyman Hardware Lofts, 200 Market, The Ocean, Bank of America Financial Center, Commonwealth Office (Pietro Beluschi architect).

I have resided in Goose Hollow for more than 7 years, in a 14<sup>th</sup> floor residence at The Civic. The Civic has diverse residency, representing a variety of ages, singles and families. The Civic is extremely popular and successful.

I served on Metro's 2040 Means Business task force. I have been active in Board leadership for NAIOP, Oregon Mortgage Bankers, Network for Oregon Affordable Housing, First Stop Portland (PSU based hosting of delegations visiting Portland to learn from what has been done here), and am current Board Chair for the PSU School of Business Administration's Center for Real Estate (offering Masters in Real Estate Development and quality academic research for the industry). I served on the West Quadrant SAC as a representative at large in consideration of my roles at PSU on First Stop Portland and the Center for Real Estate. I am a frequent speaker on Commercial Real Estate Capital Markets.

Portland enjoys a deserved reputation for variety and diversity of style, scale, design, transit-oriented development, redevelopment, mixed use. Portland's success is grounded in both planning and organic contribution by innovative participants.

Development is a high risk undertaking requiring a breadth of skills and a talented team. The banking industry is testament to risk/reward distribution and the cyclically high loss rate. Portland enjoys a strong lineup of capable, resourceful and conscientious developers; as much here as anywhere that I am aware.

Our region projects significant growth challenges over the coming 20 years, the effective accommodation of which will require increasing density & resourcefulness throughout the region, including the West Quadrant.

The best of Portland is the diversity and variety of its built environment, new and old, partial block and full block, repurposing and preservation of cherished historic, mixed use, low rise and high rise. That is the genius and the allure of The Pearl.

For Portland to meet its demands and continue to achieve its potential we need flexible, permissive zoning not a prescriptive one size fits all. A strong, participative process will continue to balance the dynamics.

The leadership and staff for the West Quadrant SAC conducted an exhaustively inclusive hearing process, allowing extensive public input and discussion. For reason of all of the foregoing, I wholeheartedly support the Draft West Quadrant Plan.

John M. Petersen  
The Civic  
1926 West Burnside  
Portland, Oregon 97209  
Office: 503-546-4778  
Cell: 503-522-6636

Named one of Oregon's Most Admired Commercial Real Estate Firms by the Portland Business Journal.

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This e-mail, and any attachments, is intended to be confidential and proprietary in nature. If you are not the intended recipient please reply to the sender that you have received this communication in error and then immediately delete it. Nothing in this email, including any attachment, is intended to be a legally binding signature.

**Moore-Love, Karla**

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**From:** Starin, Nicholas  
**Sent:** Wednesday, February 04, 2015 10:32 AM  
**To:** Moore-Love, Karla  
**Cc:** Parsons, Susan; Lisle, Karl; Edmunds, Sallie; Hartinger, Kathryn  
**Subject:** West Quad Testimony  
**Attachments:** LetterfromPatrickCondonREWestQuadrantPlan.pdf; PHLCWestQuadPlanletter.pdf; WhitePaper.Michael.tall buildings.docx; WQPNWDAMinorityReport-20150122.pdf

Karla, additional testimony for West Quadrant Plan.

- **Nicholas T. Starin, City Planner**  
 - Portland Bureau of Planning & Sustainability  
 - [nicholas.starin@portlandoregon.gov](mailto:nicholas.starin@portlandoregon.gov)  
 - TEL 503.823.5837

To help ensure equal access to City programs, services and activities, the City of Portland will provide translation, reasonably modify policies/procedures and provide auxiliary aids/services/alternative formats to persons with disabilities. For accommodations, translations, complaints, and additional information, contact me, call 503-823-5837, City TTY 503-823-6868, or use Oregon Relay Service: 711.

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**From:** Heron, Tim  
**Sent:** Wednesday, February 04, 2015 10:28 AM  
**To:** Starin, Nicholas  
**Cc:** Adam, Hillary; Heron, Tim  
**Subject:** Fw: SOS WEST END/PORTLAND - Reminder

Nicolas - please make sure this gets into the right BPS hands for delivery to City Council. Thank you.

---

**From:** Brian Emerick <[Brian@emerick-architects.com](mailto:Brian@emerick-architects.com)>  
**Sent:** Monday, February 2, 2015 2:52:12 PM  
**To:** Heron, Tim  
**Cc:** Carin Carlson ([CCarlson@henneberyeddy.com](mailto:CCarlson@henneberyeddy.com)); Caroline Dao ([radio2saturn@gmail.com](mailto:radio2saturn@gmail.com)); [jessica@venerableproperties.com](mailto:jessica@venerableproperties.com); Kirk Ranzetta ([kirk.ranzetta@urs.com](mailto:kirk.ranzetta@urs.com)); Matarazzo Law Firm; [paul@willamettecra.com](mailto:paul@willamettecra.com)  
**Subject:** FW: SOS WEST END/PORTLAND - Reminder

Hey Tim-

I'm not able to attend this hearing with City Council, but I would like to make sure they receive our letter of testimony to the Planning and Sustainability Commission based off our work with the West Quadrant Plan for their consideration. Could you please make this happen (ours is attached)?

Also, if any commissioners are willing to testify on our behalf, please come forward. Even if you just read the letter and note it's importance to Landmarks, I think you would be making our voice heard.

Thanks,

Brian Emerick AIA, Principal

emerick architects p.c.  
 208 SW FIRST AVE SUITE 320

**From:** [Wwrahm@aol.com](mailto:Wwrahm@aol.com) [mailto:[Wwrahm@aol.com](mailto:Wwrahm@aol.com)]

**Sent:** Sunday, February 1, 2015 5:33 PM

**To:** [wwrahm@aol.com](mailto:wwrahm@aol.com)

**Subject:** SOS WEST END/PORTLAND - Reminder

## **IMPORTANT REMINDER FOR CONCERNED PORTLAND RESIDENTS,**

### **WE NEED YOUR SUPPORT!**

Reminder of the City Council meeting, Wednesday, February 4 at 2:00 pm. The West Quadrant Plan draft will be presented at that time and public testimony is needed.

We cannot stress enough how important public participation will be in this process. Please try to attend the public hearing at 2:00 pm Wednesday at City Council, 1221 SW 4<sup>th</sup> Avenue between Madison and Jefferson (2<sup>nd</sup> floor). The more testimony, the better. Testimony can be written in advance and then simply read to the council members. It can also be emailed in advance of the hearing to be entered into the record to Karla Moore-Love (email below).

#### **Ways to participate:**

- **Attend the City Council Meeting** on Feb 4th and **give testimony.** Often, people will write their comments in advance to ensure they fit easily within the 3 minutes allotted to each speaker.
- **Attend the City Council Meeting** to support the testimony of others (**stand up** when asked to indicate support).
- **Mail or email** your comments to City Council in advance of the hearing.
  - Submit written testimony  
 Attn: Council Clerk  
 1221 SW Fourth Avenue, Room 140  
 Portland, OR 97204
  - FAX or Email comments to 503-823-4571 or [Karla.Moore-Love@portlandoregon.gov](mailto:Karla.Moore-Love@portlandoregon.gov). Written testimony must be received prior to the time of the hearing and must include your name and address. Better would be to email them by Close of Business Tuesday to the City Council commissioners (see below).

An effective strategy is to email comments and suggestions to City Council Members (send the same email to each member) and copy [Karla.Moore-Love@portlandoregon.gov](mailto:Karla.Moore-Love@portlandoregon.gov). Any length is fine, even one sentence. For example, many supporters for the West End's historic buildings and its human scale can simply request that building heights be limited to 100' in the West End.

City Council email addresses are listed below (be sure to cc Karla):

Mayor Charlie Hales, [mayorcharliehales@portlandoregon.gov](mailto:mayorcharliehales@portlandoregon.gov)

Commissioner Amanda Fritz, [Amanda@portlandoregon.gov](mailto:Amanda@portlandoregon.gov)

Commissioner Dan Salzman, [dan@portlandoregon.gov](mailto:dan@portlandoregon.gov)

Commissioner Nick Fish, [nick@portlandoregon.gov](mailto:nick@portlandoregon.gov)

Commissioner, Steve Novick, [novick@portlandoregon.gov](mailto:novick@portlandoregon.gov)

UPDATE: Last week a small group made up of representatives from the West End, Goose Hollow, NW and Preserve the Pearl had productive meetings with the chief of staff for Charlie Hales, with Commissioner Fritz, as well as staff from the offices of Commissioners Fish and Saltzman. Next week the group will meet with

Commissioner Novick (or his staff). The discussions have centered on priority concerns and recommendations regarding the WQP.

#### **OTHER ITEMS OF POSSIBLE INTEREST:**

I am attaching Michael Mehaffy's White Paper, a cautionary letter from Dr. Patrick Condon (U of BC/Vancouver BC) to Mayor Hales, a letter from the Portland Historic Landmarks Commission endorsing the minority report, and SAC member Steve Pinger's minority report.

#### **SECOND CITIES SHOULD NOT LOOK TO TOWERS FOR BRANDING**

Published on Wednesday, February 12, 2014 in *New Geography*

##### **What 'Second Cities' Teach About Branding**

Wednesday, February 12, 2014 - 1:00pm PST by JAMES BRASUELL

**A recent news broadcast showed the mayor of Tacoma with a backdrop of the city of Seattle. The feeling of being hidden in the shadow of larger, older neighbor cities is familiar all over the world, but what are "kid sister" cities to do about it?**

The task of creating a unique identity in the shadow of a famous neighbor is tricky, according to Ali Modarres. "This is not a logo problem. It is not about a catchy phrase, and it is not about another cultural event."

Keeping up with the Joneses is either futile or impossible: "Unique architectural landmarks can create memorable identities, but these phallic symbols already dot cities the world over. Whether in Dubai, Barcelona, or Beijing, starchitects would be happy to add the next jaw-dropper to any city willing to deposit a large sum of public funds at their altars."

Instead of implementing "best practices" and calling on "experts" to, in effect, copy what other cities are doing, Modarres suggests that **second cities focus on their own unique qualities**. "[Cities] like Tacoma need more than cultural fairs and gimmicky tourist attractions. They need an inclusively created branding strategy. It is important that they know what works and what doesn't, but strategies need to be based on a vision that gives the city the self-confidence it needs to move forward."

#### **Keep Portland Portland!**

<http://www.newgeography.com/content/004175-life-a-second-city?23>

#### **REUSE OF HISTORIC BUILDINGS VERSUS NEW GLASS TOWERS**

Oregonian, Business, Sunday, Feb 16, 2014

Website Builder strikes a square deal in Portland.

**Squarespace** wants to open an office in Portland.

The biggest challenge has been finding a place that can accommodate the company's planned growth. Squarespace will need 10,000 to 15,000 square feet initially, but plans to grow to 30,000 to 50,000 square feet in short order.

Rapid growth has been a problem for some of Portland's homegrown startups too. Vacancy is low, and landlords are willing to wait on long-term tenants.

Companies including Jama Software and Elemental Technologies have spread their employees among multiple sites while searching for a single space that could accommodate their growing workforces.

Integra Telecom announced last year that it would move to the former Hewlett-Packard Co. campus in Vancouver, moving its employees into a single facility after years of having workers scattered among three buildings in the Lloyd District.

But Squarespace is also exactly the kind of tenant that Portland's biggest landlords are trying to land as law firms and financial services companies, the real-estate market's traditional heavyweights, are in contraction mode. And tech companies, especially those coming from New York or San Francisco, are usually willing to pay top dollar by Portland standards.

That has some of Portland's flashiest office towers tearing out ceiling tiles and corner offices to try to re-create the feel of a repurposed warehouse.

"I refuse to even go inside," Hertzberg said. "We're looking for something unique."

Hertzberg is primarily looking at downtown turn-of-the-century or midcentury office towers. He's also toured properties in the Pearl District, but said there's little available that matched the company's aesthetic.



THE UNIVERSITY OF BRITISH COLUMBIA

School of Architecture + Landscape Architecture

Saturday, January 24, 2015

Mayor Charlie Hales  
 1221 SW 4<sup>th</sup> Avenue  
 Portland, Oregon USA 97204

Dear Mayor Hales:

RE: West Quadrant Plan

My name is Patrick Condon. I am the chair of the Urban Design program of the University of British Columbia in Vancouver Canada. Over the years it has been my honor to work in Portland and get to know many of its most active citizens and public officials. Portland is known far and wide, and rightly so, for the quality of its urbanism, and for the care its citizens have taken over the years to enhance it.

Portland and Vancouver are commonly seen as sister cities, most importantly as models for good urban design. As citizens of both cities have come to know, urban design is a crucial element for economic development success and the key means to ensure citizens are satisfied with their city.

Thus I wish to humbly caution you when confronting decisions for your West Quadrant that may dramatically alter what we all love about your city, and send it on a path that can potentially disrupt its social and ecological sustainability. Here in Vancouver citizens are increasingly concerned about the potential of high rise structures, poorly placed and insensitively designed, to alter the things they love about their neighbourhoods. Now that we have almost run out of sites in the downtown for new high rises, surrounding former "streetcar" neighbourhoods are under pressure to accept them. While all in Vancouver are committed to increasing density (to reduce sprawl and to increase affordability) many now question those who say high rises are the only way to achieve this end. The science suggests that there is little benefit to sustainable transport and building energy use when area densities exceed 20 DU per acre. Low rise and mid rise structures are more than able to reach this density. Furthermore at these densities wood construction is cheaper, more earthquake resistant, and absorbs rather than emits GHG. Finally, your very sensible strategy of rebuilding the streetcar network in your city is enhanced by a more even mid density over large areas. Cities such as Copenhagen and Amsterdam prove that the most sustainable approach to city building is medium densities over large areas. These cities achieve over 75 percent bike/walk/pedestrian mode share through this form. I fear that shifting your market to high rises will negatively impact what now seems like a positive trend.

There are a few other things that are now part of our uncomfortable discourse in Vancouver that you might consider. While it is possible to have a very efficient high rise building ours have not been, consuming as much as twice the energy per square foot as mid rise buildings. Higher exposure and the inherent inefficiency of glass skins seems to be the cause. Also, while its difficult to tease out the statistics, there is evidence that high rises are not helping to provide affordable housing, but in some ways are making housing more of a financial instrument than a place to live - "safety deposit boxes in the sky" is what some here now call them. It is clear that rates of actual occupancy are lower in our tower districts than elsewhere in our city, with up to 30 per cent of Coal Harbour tower units essentially unoccupied. Taxing unoccupied units was a hot election issue here recently, giving evidence for how disconcerting this trend has become.

LANDSCAPE ARCHITECTURE PROGRAM  
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 F. 604.822.2184

WWW.SALA.UBC.CA

Finally I want to point out that proposing towers in existing lower density streetcar city areas can bring down a government and cripple efforts to make cities more sustainable. When 10 towers were introduced into what had heretofore been a mid rise but high density plan for the Vancouver "Grandview Woodlands" neighbourhood, citizens from all parts of the city took to the streets in opposition. The City overreacted by placing a moratorium on any new development there in whatever form. Our common efforts to make our city more sustainable were set back by years, while the word "density" was needlessly degraded.

Sincerely,

Patrick M. Condon, Professor

A handwritten signature in black ink, appearing to read 'Patrick M. Condon', written in a cursive style.

UBC James Taylor Chair in Landscape and Liveable Environments  
Chair, UBC Master of Urban Design Program  
UBC School of Architecture and Landscape Architecture



City of Portland  
Historic Landmarks Commission

1900 SW Fourth Ave., Suite 5000 / 16  
Portland, Oregon 97201  
Telephone: (503) 823-7300  
TDD: (503) 823-6868  
FAX: (503) 823-5630  
[www.portlandonline.com/bds](http://www.portlandonline.com/bds)

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September 3, 2014

Portland Planning & Sustainability Commission  
1900 SW 4th Ave, Suite 7100  
Portland, OR 97201

Re: West Quadrant Plan Recommendations

Dear Planning & Sustainability Commissioners,

The Portland Historic Landmarks Commission (PHLC) has reviewed the draft West Quadrant Plan (WQP) and provides you with the following comments and recommendations for your consideration.

Personally, as the Chair, I had the pleasure of serving on the Strategic Advisory Committee and participated in nearly every work session over the last 18 months. Among the things that stood out most throughout that process was the unwavering, and at times, overwhelming support for preservation in the form of public testimony. Clearly, preservation related issues were the bulk of the commentary we heard from the public, and rank high in importance. While positive progress was made in this forum, a number of key concerns remain unaddressed in the final draft document. Included with this letter is a table that details our key concerns with page number references and specific recommendations for revisions.

First, we would like to begin by recognizing the historic preservation successes set forth in this Plan including the forthcoming adoption of the Skidmore Old Town Design Guidelines, recognition of the need to update the Historic Resources Inventory, the review and revisions to the Chinatown National Register nomination and the recommendation to create Historic Design Guidelines for this

district, obtaining a historic designation for the South Park Blocks, removing the bonus overlay with the 13<sup>th</sup> Avenue Historic District, and the creation of more regulatory tools and incentives for historic preservation.

Overall, we find the WQP recognizes the importance of historic buildings (whether formally designated or not) with clear values statements; however, the Plan falls short in terms of solid actions for implementation. This is especially concerning in that height policies in this plan create development pressures that are inherently at odds with stated goals for preservation. We find this conflict between policy goals especially troubling in light of insufficient regulatory and incentive tools to balance the desires for density and preservation. In fact, most of the regulatory tools proposed in the plan to encourage preservation are related to height in the form of transfer programs. While development rights transfer programs are one piece of a municipal preservation toolkit, we believe there need to be additional incentives to support preservation and protect the character of our built environment.

The WQP states that “heights should be strategically used to highlight and frame key public places.” However, we find there is very little that is strategic about the 250 blocks that allow heights in excess of 250’ feet. Therefore, the PHLC affirms and supports the findings in Steve Pinger’s Northwest District Association (NWDA) minority report on building height policy. As this report addresses, the number of sites entitled for tall buildings put unnecessary development pressure on existing buildings and threaten the character of older building that the WQP clearly calls out as important and worthy of retention. Either the heights need to be strategically reconsidered or a more revolutionary approach to protecting valued, smaller-scale buildings needs to be enacted. We recommend beginning with the former.

The West End, Chinatown, and the Pearl District are neighborhoods in the West Quadrant that the PHLC has particular concern with respect to the impact of height. While Chinatown includes a small historic district that confers land use protection on several blocks of historic buildings, the West End has a high concentration of undesignated historic resources that add to the character and architectural diversity of this neighborhood. Given their lack of protection along

with the allowed heights, the West End is at risk for loss of these resources despite preservation-related action items in the plan.

The first urban design policy for the West End has to do with encouraging preservation and rehabilitation of existing buildings. However, we find that the implementation actions really have no teeth to withstand development pressures conferred by the pervasive allowance of height. For example:

- UD2 sets forth development of a FAR/height transfer tool to protect historic resources, yet most resources in the neighborhood are not designated “historic.”
- UD3 recognizes the need to update the historic resources inventory for this neighborhood, yet the inventory has minimal regulatory benefit, as owners can request to have their properties removed, exempting them from demolition delay.
- UD4 pertains to revising the two Multiple Property Documentation forms for Downtown, which provide a somewhat easier route for property owners to list their properties in the National Register, if eligible. However, many property owners remain uneducated about the designation process and its benefits. Additionally, the City cannot rely on the individual listing of buildings by private property owners as a strategy to protect resources that are recognized to have a clear public benefit, especially when many of these buildings have collective rather than individual historic significance.

The recommended action that would round out UD2–UD4 would be for the City to propose a new historic district(s) and work with property owners to successfully designate these resources. We understand why the City’s may be reluctant to undertake such an effort, which is all the more reason to strategically remove height where it has the potential to negatively affect the character of the West End.

With respect to Old Town/Chinatown, PHLC has a number of concerns. With \$57 million dollars in urban renewal funds slated for disbursement in the district over the next 5 years, the PHLC highly recommends moving up the timeline for preparing district guidelines and devising incentives. This will ensure compatible

development in Old/Chinatown and minimize developer uncertainty during the land use process. We believe that Old Town/Chinatown has the potential to experience an urban renaissance in the next two to five years and we need to have these tools in place before redevelopment is in full swing.

Additionally, the PHLC is highly concerned about proposed transfer tools mentioned throughout the Plan. As outlined, these tools would allow unused development rights to be transferred to non-historic sites within districts. First, this is highly problematic as heights within historic districts are subject to the discretionary review of the Landmarks Commission. Second, the goal is to protect neighborhood character and not intersperse tall buildings within intact areas of smaller-scale existing buildings. Transfer programs should be set up to send unused development potential outside of districts to strategically designated receiving areas within the City that are compatible with additional height. Lowering base height limits in these receiving areas is another way to increase demand for development rights from historic sites.

With respect to Chinatown specifically, the proposed RC4 action item proposes to study preservation transfer incentives that would allow additional height for new construction in exchange for preservation of contributing properties. PHLC strongly recommends removing this action item, as this preservation "incentive" is greatly at odds with the land use process and approval criteria for historic resources. PHLC is not in favor of introducing incompatible height to the Chinatown historic district in exchange for investment in properties that are already protected and will likely be rehabbed when market conditions become favorable.

On a final note, we find that the Plan's environmental objectives and actions are vague and lack a coherent vision, as detailed by the minority report prepared by Bob Sallinger and Jeanne Galick. PHLC is particularly disappointed that the City's goals for lowering carbon impacts fails to adequately emphasize the importance of retaining and reusing existing buildings. A recent national study of 4 major U.S. metropolitan areas by Green Building Services found that if only Portland was to reuse buildings likely to be torn down over the next decade, we would as a nation meet 15% of our carbon reduction goals over that same period. We concur

with the minority report that the low carbon development section must be revised to include language that supports the reuse of existing buildings and sets forth action items that will bring about incentives to promote building reuse rather than demolition as a first priority.

We appreciate your time in reading this letter and considering our recommendations for revising the West Quadrant Plan. If properly executed, we believe this will be a truly effective tool in shaping and realizing responsible future development of Portland's urban core.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Emerick", with a long horizontal line extending to the right.

Brian Emerick, AIA  
Chair of the Portland Historic Landmarks Commission

**Recommended Revisions by the Portland Historic Landmarks Commission**  
All page references taken from the August 2014 draft of the West Quadrant Plan.

Page	Topic	Comments
p. vii	Low-carbon Central City	<p>Adaptive reuse will help the City reach carbon reduction goals much quicker than new “sustainable” buildings; however, reusing what we have is not mentioned as a strategy toward reducing carbon.</p> <p>Amend the last sentence to: “<i>Adaptive reuse, innovative new construction, green infrastructure ....can reinforce the Central City’s place as a model for low-carbon, sustainable development.</i>”</p>
p. 28	Building Height	<p>Per p. 24 (“Shape the Skyline”) building heights should be “strategically used to highlight and frame key public places of the West Quadrant...” This section of the plan should be revised to show strategic use of height. Currently, too many blocks are given too much height, which creates a development climate that is at odds with stated preservation goals and policies.</p>
p. 81, 150	West End – UD2 & appendix details	<p>Transfer of development potential from historic buildings to other sites should be strategic. The goal is to incentivize renovation without compromising the character and scale of the West End. Transfers should be made to designated receiving areas where additional height is compatible.</p> <p>Creating a viable transfer program (i.e. more than just creating a tool) is a critical piece of the</p>

		strength of this incentive, as is property owner outreach and education.
p. 81	West End – UD3 – Historic Resources Inventory	Language for this action was weakened from previous draft. Revise to: “Update the Historic Resources Inventory for the West End.”
p. 81	West End – UD4 – Multiple Property Documentation (MPD)	<p>The PHLC is in favor of revising the downtown MPDs to make the individual listing of historic buildings a more feasible endeavor. However, property owner outreach and education is an important part of the usefulness of the MPD as a preservation tool.</p> <p>In general, the PHLC does not find that UD2–UD4 do enough to achieve the policies related to the preservation of historic buildings and architectural character. One concrete action that would further preservation goals and policies and reduce the conflict with height would be for the City to propose and work with property owners on listing a West End historic district.</p>
p. 82	West End actions – Environment	<p>Encouraging adaptive reuse, salvage, and diversion of construction waste should be an environmental policy with appropriate implementation actions to realize this policy.</p> <p>This comment is applicable to <u>all</u> West Quadrant neighborhoods.</p>
p. 92	Goose Hollow – UD8	Change language to “Update the Historic Resources Inventory for Goose Hollow.”
p. 99	Pearl District – Centennial Mills	Key concepts and policies in the Plan need to acknowledge the heritage piece of Centennial Mills

		and that the “broad public goals” referenced in RC4 (p. 99) should include historic preservation.
p. 104	Pearl District – UD1 – Transfer tools	Receiving sites should be strategically designated. Height should be transferred away from historic areas and smaller-scale buildings that are recognized in Urban Design Policy #8 on p. 103: “Encourage the preservation of older and often smaller buildings with historic character.” These include older “main street” scale buildings at the south end of the Pearl along Everett and Glisan.
p. 104, 156	Pearl District UD2 – heights & appendix A details	Increasing heights in the south portion of the Pearl District places tremendous development pressure on existing buildings that are important to the character of the neighborhood. Heights should not be increased and regulatory tools are needed to protect these resources such as a larger historic district.
p. 104	Pearl District – Add implementation action	Add “Update Historic Resources Inventory for the Pearl District.” This is a critical first step to identifying the “smaller buildings with historic character” referenced in UD policy #8.
p. 111	Old Town/Chinatown – RC4	Remove from the Plan. The PHLC does not support a preservation incentive that introduces additional height to the district.
p. 111	Old Town/Chinatown – RC5	Revise to specify that such a preservation zoning incentive would allow contributing properties to transfer unused development rights <u>outside</u> the district to designated receiving areas within the City that are compatible with additional height.

p. 112	Old Town/Chinatown - RC15	Financial tools for seismic upgrades should be explored as part of the CC2035 adoption. These incentives will be critical as PDC funds are disbursed as part of the Five-Year Action Plan.
p. 118	Old Town/Chinatown - UD3	PHLC strongly recommends expediting the development of historic design guidelines in light of the public and private investments to be made in this neighborhood. Guidelines are a critical piece to make the land use process more predictable for developers and the community.
p. 118, 158- 159	Old Town/Chinatown - UD5 & Appendix A details	<p>PHLC is not in favor tools that allow historic properties to transfer unused development potential to non-historic sites within the district when allowed heights are already out of scale with what would be approved through the land use process. Transfers should be done outside the district to designated receiving areas within the City that are compatible with additional height.</p> <p>PHLC supports the three bulleted zoning incentives described on p. 159 provided that transfers are done outside the district as described above.</p>

White Paper

on

The Impacts of Tall Buildings:  
A Research Summary

DRAFT January 17, 2015

Michael Mehaffy  
Sustasis Foundation  
Delft University of Technology

The Impacts of Tall Buildings:  
*A Research Summary*

EXECUTIVE SUMMARY

1. **There is ample research that suggests that tall buildings have many negative impacts** on the livability of their adjacent public and private spaces that must be carefully managed.
2. **There is also abundant cautionary research on the social impacts of tall buildings**, both for residents and for adjacent communities.
3. **There is strong evidence that tall buildings do not contribute significantly to sustainability**, and that arguments to that end are often greatly exaggerated.
4. **Many tall buildings with claims to sustainability have performed poorly** on environmental criteria in actual post-occupancy evaluations.
5. **There is evidence of a significant divergence between what professionals and non-professionals judge to be a proper and pleasing building design**, and this divergence becomes more consequential for more residents when buildings are taller, and thus more conspicuous.
6. **There is also an inherent cognitive bias in any profession**, which in the case of architecture and development, can have negative ramifications for non-professional and for long-term civic quality. Such professional biases need strong checks and balances.
7. **There is evidence that the economics of tall buildings work to the detriment of small-scale entrepreneurial activity**, and can fuel gentrification as well as demolition of historic structures.
8. **Tall buildings may not be compatible with the broader social and economic dimensions of sustainability**, for “sustainability requires not only that we lessen our ecological impacts, but also that we create the urban and cultural frameworks in which we can attain full humanity, in contact with self, others, and nature. This might be the real reason that the tower seems an anachronism” (Peter Buchanan, Harvard Design Magazine, 2007).

**Background**

It has become a truism among many sustainability advocates that tall buildings are, by sheer virtue of the higher volume of building they provide per given footprint, paragons of sustainability. Indeed, many architects offer highly exuberant prescriptions for the building of many more “sustainable skyscrapers,” often with fanciful designs and technological features. Some proponents advocate a wholesale move to super-dense “skyscraper cities,” while others simply tout the green credentials of particular tall buildings, like London’s Gherkin or Manhattan’s New York Times Building.

These are extraordinary claims, and therefore they require extraordinary evidence. In fact the evidence points to many problems with tall buildings, on social, economic and even ecological grounds. Far from being paragons of sustainability, evidence indicates they are a highly problematic urban typology. The burden should be on those who (for understandable reasons) are exuberant boosters of the type, to show that their negative impacts have been mitigated, and claims for their positive contributions have been fully substantiated. This should be a minimum prerequisite for any deregulation of building height rules.

**Looking at the evidence**

To be clear, the research does show that places like Manhattan and Vancouver, BC, perform well on ecological criteria: They conserve farmland and natural areas, they have relatively low energy use and emissions per person, and they have relatively efficient use of resources per person (notably in

things like buildings, pavement, etc).

But how much of this is due to the presence of tall buildings? Is it possible that tall buildings are not a significant contributor in and of themselves?

More pointedly, does the research show that there significant negative impacts that we, as responsible practitioners, must bear in mind?

In a word, yes -- on both counts.

There is a growing body of research on the benefits and drawbacks of tall buildings, and this research gives a decidedly mixed picture. Indeed there are significant negative ecological impacts of tall buildings, as well as other negative factors, and the ecological benefits are not as great as is often assumed. We summarize some of this research below, and offer a sampling of citations.

As a recent UK House of Commons report concluded, also summarizing the research (see Appendix 1): "The proposition that tall buildings are necessary to prevent suburban sprawl is impossible to sustain. They do not necessarily achieve higher densities than mid or low-rise development and in some cases are a less-efficient use of space than alternatives."

Often cities like New York and Vancouver are cited as stellar examples of dense ecologically superior cities with tall buildings. It's usually assumed that it's the tall buildings in these cities that give them the edge. (Indeed, Glaeser himself makes this conflation.)

These cities are indeed very positive when it comes to carbon and other ecological metrics. But it's often overlooked that tall buildings are only a fraction of all structures in these places, with the bulk of neighborhoods consisting of rowhouses, low-rise apartment buildings, and other much lower structures. They get their low-carbon advantages not only from density per se, but from an optimum distribution of daily amenities, walkability and access to transit, and other efficiencies of urban form.

### **Three common types**

Where tall buildings do exist in these cities, they often fall disproportionately into three categories (in large part reflecting economic forces). They are usually either single-use or limited mixed-use office buildings; they are residential towers inhabited primarily by wealthy families (who frequently have additional homes elsewhere); or they are affordable public housing projects created by government.

Of course, many of the tall buildings that house the poor — in the US, and internationally — have an unhappy history. There is extensive research on their dysfunctions, calling into question their social suitability for families, their impact on children, their psychological impacts, their relation to their open spaces and propensity for crime, and other social issues. Moreover, in most cases these are not simply correctable design defects, but inherent problems stemming from isolation from the ground, lack of eyes on the street, and other attributes of tall buildings.

Office buildings, of course, don't do anything by themselves to increase residential density, and depend for many of their benefits on their location and the pattern of commuting. If they are confined to largely single-use office districts whose employees empty out in the evening, decamping to remote residential enclaves, then this is clearly not much of an ecological benefit.

Residential towers that segregate by income are also obviously problematic — in effect, forming

“vertical gated communities” that limit interaction and social capital across socio-economic groups. Moreover, like horizontal gated communities, they bottle up the activity of residents that might otherwise help to enliven the public realm. Lastly, there is the simple and rather embarrassing fact that when it comes to residential density, you can’t count people more than once: if wealthy tower residents have two or three homes, then their residential population count has to be divided between these. This fact alone reduces the conventional density count of some higher-end residential tower neighborhoods (like those in Vancouver) significantly.

We should certainly acknowledge the advantages and appealing qualities of tall buildings, for example, the views they afford to residents — at least, when not blocked by other tall buildings! But as the citations below reflect, many common assumptions about the ecological benefits of tall buildings are simply not supported by the evidence.

Often the case for tall buildings is made on the basis of the most obvious beneficial effect for sustainability, that of increased density. But there are two important points here:

### **Placement as well as density**

One, it is not just density, but the efficient placement of people and their activities, that is important. A dense downtown, far away from a dense bedroom community, may actually be worse, from a carbon point of view, than a less dense mix of the two.

Two, research shows that the benefits of density are not linear, but taper off as density increases. In other words, there is an optimum density, above which the negative effects of density start to increase over the positive ones. That "sweet spot" seems to be in the neighborhood of about 50 people per acre. And many cities around the world achieve this density without tall buildings, and while creating a very appealing, livable environment (e.g., Paris and London, as well as the aforementioned parts of New York, Vancouver et al.).

We would not argue that tall buildings are never appropriate. However, an evidence-based approach would caution us to put the burden of proof on the proponents, not the opponents, of tall buildings, to prove their overriding benefits in a given situation.

The research shows that negative effects of tall buildings include:

1. Increasingly high embodied energy of steel and concrete per floor area, with increasing height
2. Relatively inefficient floorplates due to additional egress requirements
3. Less efficient ratios of common walls and ceilings to exposed walls/ceilings (compared to a more low-rise, "boxier" multi-family form — as in, say, central Paris)
4. Significantly higher exterior exposure to wind and sun, with higher resulting heat gain/loss
5. Challenges of operable windows and ventilation effects above about 30 stories
6. Diseconomies of vertical construction systems, resulting in higher cost per usable area (not necessarily offset by other economies — these must be examined carefully)
7. Limitations of typical lightweight curtain wall assemblies (there are efforts to address this, but many are unproven)
8. Challenge of maintenance and repair (in some cases these require high energy and cost)
9. Psychological effects on residents — evidence shows there is reason for concern, especially for families with children

Effects on adjoining properties:

1. Ground wind effects
2. Shading issues (especially for other buildings)
3. Heat island effects — trapping air and heating it, placing increased demand on cooling equipment
4. "Canyon effects" — trapping pollutants, reducing air quality at the street
5. Social effects — "vertical gated community" syndrome, social exclusion, lack of activation of the street
6. Psychological effects for pedestrians and nearby residents. This depends greatly on the aesthetics of the building, but there is research to show that a novel design that falls out of fashion (which history shows is difficult to predict) can significantly degrade the experience of the public realm and quality of place. This in turn has a major effect on sustainability.

The last factor is one of the most controversial among architects, who argue that this implication maligns their profession — notably in the post-war era of Modernism. But the evidence does point to clear failures of Modernist high rise schemes of the post-war period — to the point that many have had to be demolished. This is certainly not a sustainable strategy; and while it hardly proves that all tall buildings will suffer a similar fate, it does argue for a precautionary approach, and one that places an evidentiary burden on the proponents of tall buildings.

After all, these buildings, to a much higher degree, intrude into the daily lives of the surrounding residents. In a democracy, it would certainly seem that those residents ought to have some say as to the buildings' appropriateness. Indeed, as we are arguing, in light of the considerable weight of evidence about the drawbacks, it is the proponents of a given project who must demonstrate that those negatives have been fully mitigated.

#### **Evidence from post-occupancy research on environmental performance**

When actually measured in post-occupancy assessments, many tall buildings have proven far less sustainable than their proponents have claimed. In some notorious cases they've actually performed worse than much older buildings with no such claims. A 2009 New York Times article, "Some buildings not living up to green label," documented the extensive problems with several noted sustainability icons. Among other reasons for this failing, the Times pointed to the widespread use of expansive curtain-wall glass assemblies and a failure to account for increased user consumption of energy.

Partly in response to the bad press, the City of New York instituted a new law requiring disclosure of actual performance for many buildings. That led to reports of even more poor-performing sustainability icons. Another Times article, "City's Law Tracking Energy Use Yields Some Surprises," noted that the gleaming new 7 World Trade Center, LEED Gold-certified, scored just 74 on the Energy Star rating — one point below the minimum 75 for "high-efficiency buildings" under the national rating system. That modest rating doesn't even factor in the significant embodied energy in the new materials of 7 World Trade Center.

Things got even worse in 2010 with a lawsuit ["\$100 Million Class Action Filed Against LEED and USGBC"] against the US Green Building Council, developers of the LEED certification system (Leadership in Energy and Environmental Design). The plaintiffs in the lawsuit alleged that the USGBC engaged in "deceptive trade practices, false advertising and anti-trust" by promoting the LEED system, and argued that because the LEED system does not live up to predicted and advertised energy savings, the USGBC actually defrauded municipalities and private entities. The suit was ultimately dismissed, but in its wake the website Treehugger and others predicted, based on the evidence uncovered, that "there will be more of this kind of litigation."

This is a paradoxical outcome. How can the desire to increase sustainability actually result in its opposite? One problem with many sustainability approaches is that they don't question the underlying building type. Instead they only add new "greener" components, such as more efficient mechanical systems and better wall insulation. But this "bolt-on" conception of sustainability, even when partially successful, has the drawback of leaving underlying forms, and the structural system that generates them, intact. The result is too often the familiar "law of unintended consequences." What's gained in one area is lost elsewhere as the result of other unanticipated interactions.

For example, adding more efficient active energy systems tends to reduce the amount of energy used, and therefore lowers its overall cost. But, in turn, that lower cost tends to make tenants less careful with their energy use — a phenomenon known as "Jevons' Paradox." Increasing efficiency lowers cost, and increases demand — in turn increasing the rate of consumption, and wiping out the initial savings. The lesson is that we can't deal with energy consumption in isolation. We have to look at the concept of energy more broadly, including embodied energy and other factors.

There are often other unintended consequences. A notable case is London's sustainability-hyped "Gherkin" (Foster & Partners, 2003), where the building's open-floor ventilation system was compromised when security-conscious tenants created glass separations. Operable windows whose required specifications had been lowered because of the natural ventilation feature actually began to fall from the building, and had to be permanently closed. The ambitious goal of a more sophisticated natural ventilation system paradoxically resulted in even worse ventilation.

### **No building is an island**

Another major problem with green building programs happens when they treat buildings in isolation from their urban contexts. In one infamous example ["Driving to Green Buildings"], the Chesapeake Bay Foundation moved its headquarters to the world's first certified LEED-Platinum building — but the move took them from an older building in the city of Annapolis, Maryland to a new building in the suburbs, requiring new embodied energy and resources. The added employee travel alone — what's known as "transportation energy intensity" — more than erased the energy gains of the new building.

The theory of resilience points to the nature of the problem. Systems may appear to be well engineered within their original defined parameters — but they will inevitably interact with many other systems, often in an unpredictable and non-linear way. We look towards a more "robust" design methodology, combining redundant ("network") and diverse approaches, working across many scales, and ensuring fine-grained adaptivity of design elements. Though these criteria may sound abstract, they're exactly the sorts of characteristics achieved with so-called "passive" design approaches.

Passive buildings allow the users to adjust and adapt to climactic conditions — say, by opening or closing windows or blinds, and getting natural light and air. These designs can be far more accurate in adjusting to circumstances at a much finer grain of structure. They feature diverse systems that do more than one thing — like the walls that hold up the building and also accumulate heat through thermal mass. They have networks of spaces that can be reconfigured easily, even converted to entirely new uses, with relatively inexpensive modifications (unlike the "open-plan" typology, which has never delivered on expectations). They are all-around, multi-purpose buildings that aren't narrowly designed to one fashionable look or specialized user. And perhaps most crucially, they don't stand apart from context and urban fabric, but work together with other scales of the city, to achieve benefits at both larger and smaller scales.

### **Older, shorter buildings often perform surprisingly well**

Many older buildings (prior to the age of cheap energy) took exactly this “passive” approach, simply because they had no alternative. In an era when energy was relatively expensive (or simply not available) and transportation was difficult, buildings were naturally more clustered together in urban centers. Their shape and orientation exploited natural daylight, and typically featured smaller, well-positioned windows and load-bearing walls with higher thermal mass. The simple, robust shapes of these buildings allowed almost endless configurations. In fact many of the most in-demand urban buildings today are actually adaptive reuse projects of much older buildings.

The results of this passive approach are reflected in good energy performance. While New York’s 7 World Trade Center actually scored below the city’s minimum rating of 75 out of 100, older buildings in the city that had been retrofitted with the same efficient heating, cooling, and lighting technologies fared much better: the Empire State Building scored a rating of 80, the Chrysler Building scored 84.

But age alone is clearly not a criterion of success. The 1963 MetLife/PanAm building (Walter Gropius & Pietro Belluschi), now a half-century old, scored a dismal 39. Another mid-century icon, the Lever House (Skidmore, Owings & Merrill, 1952), scored 20. The worst performer of all was Ludwig Mies Van der Rohe’s iconic Seagram building, built in 1958. Its score was an astonishingly low 3.

What’s the problem with these buildings? As the earlier New York Times article noted, they have extensive curtain-wall assemblies, large window areas and other limitations. On a fundamental level, as we can now begin to see from resilience theory, they lack many crucial resilient advantages of older building types. There may be something inherent in the building type itself that is non-resilient. The form language itself could be an innate problem — something that, according to systems thinking, no mere bolt-on “green” additions can fix.

### **“Oil-interval” architecture**

Architectural critic Peter Buchanan, writing recently in the UK magazine, *The Architectural Review*, placed the blame for these failures squarely at the feet of the Modernist design model itself, and called for a “big rethink” about many of its unquestioned assumptions [“The Big Rethink: Farewell To Modernism — And Modernity Too”]. Modernism is inherently unsustainable, he argued, because it evolved in the beginning of the era of abundant and cheap fossil fuels. This cheap energy powered the weekend commute to the early Modernist villas, and kept their large open spaces warm, in spite of large expanses of glass and thin wall sections. Petrochemicals created their complex sealants and fueled the production of their exotic extrusions. “Modern architecture is thus an energy-profligate, petrochemical architecture, only possible when fossil fuels are abundant and affordable”, he said. “Like the sprawling cities it spawned, it belongs to that waning era historians are already calling ‘the oil interval’.”

Evidence from research on the divergence between architects' and laypersons' aesthetic judgments

A basic question about any building is its contribution to the public realm, and to the aesthetic qualities that are most valued by citizens. This comes down to the even deeper question, “for whom do we build?” Do we build only for our own buyers, or for our own professional community? Or do we need to take into account, in a democracy, the preferences of others whose experience of our buildings is within the public realm? If so, what are those preferences, and how do they align, or diverge, from those of professionals?

In the case of tall buildings, this question takes on much greater importance. A six-story building

that is disliked by non-architects might be a problem for the neighborhood, but a sixty-story building that is disliked by non-architects becomes a problem for the entire city.

Here the research is also quite cautionary (see Appendix II for citations). In a widely cited survey of other research, psychologist Robert Gifford and his colleagues reported that “architects did not merely disagree with laypersons about the aesthetic qualities of buildings, they were unable to predict how laypersons would assess buildings, even when they were explicitly asked to do so.” The researchers pointed to previous studies showing cognitive differences in the two populations: “Evidence that certain cognitive properties are related to building preference has already been found.”

The researchers stressed that architects did not simply disagree aesthetically with non-architects: they literally *could not see* the difference between their own aesthetic preferences and those of non-architects. “It would seem that many architects do not know, from a lay viewpoint, what a delightful building looks like. If we are ever to have more delightful buildings in the eyes of the vast majority of the population who are not architects, this conundrum needs study and solutions.”

Of course, every profession has its own biases and cognitive limitations, and it’s unfair to suggest that architects are unique. Every profession is a bit like the proverbial “carpenter with a hammer, for whom every problem looks like a nail.” We see the world through the lens of our own training and experience, and sometimes our specialized concerns become detached from the concerns – perhaps even the common sense – of our own clientele.

In social psychology, this well-known problem is described by what is known as “Construal Level Theory.” The more removed we are from the concrete experience of, say, how buildings affect real people in ordinary life, the more we must construe our work and its goals in abstraction – and the more remote those “construals” can become from human beings and their needs. Of course the same is true for planners, developers, business owners or anyone else working in the built environment.

But in the case of architects, the research is helping to explain a particularly consequential way of seeing the world. It seems that, where most people see objects in context, architects as a group (and, we should add, their art-connoisseurs and media boosters) tend to focus on objects in isolation from their contexts. Where most people look for characteristics that help buildings to fit in and to increase the overall appeal of their surroundings, architects seem to focus narrowly on the attributes of buildings that make them stand out: their novelty, their abstract artistic properties, their dramatic (even sometimes bizarre) contrast.

Some researchers have concluded that this peculiar way of seeing comes from architects’ unique studio education. Students must stand out in a highly competitive environment, and they do so by winning praise for the clever novelty of the art-objects they produce. In the abstracted world of studio culture, those objects are usually very far removed indeed from their real-world contexts – as anyone who has taught studio, like me, can readily observe.

But of course, this training turns out to be useful preparation for the role that architects must too often play in the modern development process: they must “brand” their buildings, their clients and themselves as attention-getting novelties, the better to compete as commodities with others. This focus on the design of novel art-objects is a historically exceptional development. Up to the 20th century, architecture was by necessity a close adaptive response to its human and natural context. On that concrete foundation, architecture explored its more abstract expressions.

As the great urbanist Jane Jacobs pointed out, this is a healthy relationship between life and art: namely, life serves as the foundation upon which the art is an enrichment of meanings. But as

Jacobs warned, when this relationship is confused – when abstract art seeks to supplant concrete life – the results are very bad for life, and probably bad for art too.

But as Jacobs also observed, this is precisely what professionals allowed to happen – even encouraged to happen – in the 20th century. The marketing allure of their fine art was used to rationalize, even glamorize, a toxic industrialization of the built environment. The results of this malpractice are evident today in ugly, dysfunctional cities and towns all around the globe.

Of course many architects blame others for this degradation of settlements: developers, engineers, or the non-architects who design a large percentage of structures. But architects occupy a singular leadership position, whether by action or inaction. It is architects whose influential ideas about cities and buildings profoundly shape what others can do in the built environment – perhaps by deeming certain kinds of designs “fashionable” or “edgy” – or conversely, “reactionary” or “inauthentic.”

Historically, it was also architects who helped to shape the most beautiful, enduring, well-loved cities, towns and buildings of human history. As we enter a time of unprecedented urbanization – on track to produce more urban fabric in the next five decades than in the previous 10,000 years – it is architects who now have an urgent responsibility to lead a humane, sustainable form of settlement for the future.

But the new research findings make it clear that this will require some major soul-searching. Outmoded ideologies and practices must be fundamentally reassessed. The distorted conception of architecture as fine-art novelty, in dramatic contrast with its context – with its environment, and with its history – must be reformed. In its place we require an architecture of life – one responsive to human need, and to the patterns of nature and history.

### **Economic questions**

Another issue that should be considered is the relation of real estate development, and tall building development specifically, to the economic development strategy of a city. Indeed, tall buildings are often linked to economic development and the growth of jobs by many proponents. Some advocates of tall buildings, like Harvard economist Edward Glaeser, favor a kind of “supply-side” development strategy using real estate development to create jobs, and to lure wealthy people into the city to generate additional economic opportunities for others.

To be sure, there is strong evidence that real estate development can serve as a spur to economic growth. Cities like Phoenix, Las Vegas and Atlanta have explicitly used suburban real estate development in exactly that way. Arguably the economic development of the American middle class was fueled in part by suburban real estate development, along with the growth in automobiles and household goods. The question now is what is the quality of this economic growth, and how sustainable is the model?

There is some evidence that real estate development per se is a short-lived contributor to a regional economy, and that it can also produce unintended negative consequences. Vancouver, for example, experienced explosive growth of tall buildings beginning in the 1990s, and the surging wealth in the city also contributed to its high cost of living. The city is now in the midst of a broad civic debate about the wisdom of tall buildings, with many people expressing misgivings – a debate that is not typically acknowledged in proponents' arguments.

There is a strong alternative argument about the dynamics of cities, most famously articulated by the urbanist Jane Jacobs. She argued for a diverse city, with diverse uses, and diverse building ages

and costs. In such a city, she argued, there are opportunities for entrepreneurship at a range of economic price points and “rungs of the ladder.” The problem with the supply-side model may be that it focuses too much on one end of the economic spectrum, and it thereby exacerbates inequality and the under-performance of some sectors of the economy. Jacobs’ “slow burn” approach, while it may not produce the quantity of riches for some sectors that the urban supply-side model does, nonetheless produces a steadier, more sustainable form of urban growth – and one most likely to preserve a city’s livability, which is also a key economic asset.

## NOTES

1. Michael Mehaffy, [michael.mehaffy@gmail.com](mailto:michael.mehaffy@gmail.com), 742 SW Vista Avenue #42, Portland, Oregon 97205.
2. [www.sustasis.net](http://www.sustasis.net)
3. See also <http://bettercities.net/news-opinion/blogs/michael-mehaffy/14138/more-low-down-tall-buildings>
4. See also <http://www.metropolismag.com/Point-of-View/April-2013/Toward-Resilient-Architectures-2-Why-Green-Often-Isnt/>
- 5.

**APPENDIX I:**  
**RELEVANT EXAMPLES FROM RESEARCH ON TALL BUILDING IMPACTS**

Guedi Capeluto, Abraham Yezioro, Daniel Gat and Edna Shaviv (2003). "Energy, Economics and Architecture." Proceedings of the Eighth International IBPSA Conference, Eindhoven, NL August 11-14, 2003.

Excerpt:

"Very often, high rise buildings are proposed as a means of achieving high urban density. However, **tall buildings may cause environmental problems like high wind velocities in open spaces around them, as well as extended shadows over nearby houses and open spaces (HELIOS, 1999, 2000).** Moreover, the construction cost of high-rise buildings is steep (Tan, 1999, Gat, 1995). **When all these factors are taken into account it is not a priori clear that the desired high urban density can be achieved by tall buildings along with an acceptable solution to the above mentioned environmental problems. Recent studies have shown that a reasonable density may be achieved with six stories high buildings while preserving the solar rights of neighboring buildings, as well as open spaces among them (Capeluto and Shaviv, 2001).**"

Citations given above:

Shaviv, Yezioro and Capeluto. (1999) The Influence of High-Rise Buildings on their Energy Consumption and Urban Shading. HELIOS Ltd., 1999.

Tan W. (1999). "Construction Costs and Building Height." Construction Management and Economics, Vol. 17, pp. 129-132.

Gat D. (1995). "Optimal Development of a Building Site." Journal of Real Estate Finance and Economics, Vol. 11, pp. 77-84.

Capeluto I.G., Shaviv E. (2001). "On the Use of Solar Volume for Determining the Urban Fabric." Solar Energy Journal, Vol. 70, No. 3, Elsevier Science Ltd., pp. 275-280.

G.J. Treloar, R. Fay, B. Ilozor, P.E.D. Love (2001). "An Analysis of the Embodied Energy of Office Buildings by Height." *Facilities*, 2001 Volume: 19 Issue: 5/6 Page: 204 - 214 ISSN: 0263-2772 DOI: 10.1108/02632770110387797 Publisher: MCB UP Ltd

Abstract:

"Aims to compare the energy embodied in office buildings varying in height from a few storeys to over 50 storeys. The energy embodied in substructure, superstructure and finishes elements was investigated for five Melbourne office buildings of the following heights: 3, 7, 15, 42 and 52 storeys. **The two high-rise buildings have approximately 60 percent more energy embodied per unit gross floor area (GFA) in their materials than the low-rise buildings.** While building height was found to dictate the amount of energy embodied in the "structure group" elements (upper floors, columns, internal walls, external walls and staircases), other elements such as substructure, roof, windows and finishes seemed uninfluenced."

Excerpt from conclusion:

**"Alternatives to tall buildings should be sought, but where unavoidable, measures to reduce the size of the building, reduce the intensity of material usage (especially energy intensive and**

**nonrenewable materials) and to minimise wastage should be fully explored."**

Gifford, Robert (2007). "The Consequences of Living in High-Rise Buildings." *Architectural Science Review* 02/2007; 50(1):2-17. DOI: 10.3763/asre.2007.5002

Abstract:

A full account of architectural science must include empirical findings about the social and psychological influences that buildings have on their occupants. Tall residential buildings can have a myriad of such effects. This review summarizes the results of research on the influences of high-rise buildings on residents' experiences of the building, satisfaction, preferences, social behavior, crime and fear of crime, children, mental health and suicide. Most conclusions are tempered by moderating factors, including residential socioeconomic status, neighborhood quality, parenting, gender, stage of life, indoor density, and the ability to choose a housing form. However, moderators aside, **the literature suggests that high-rises are less satisfactory than other housing forms for most people, that they are not optimal for children, that social relations are more impersonal and helping behavior is less than in other housing forms, that crime and fear of crime are greater, and that they may independently account for some suicides.**

Kunze, J. (2005) "The Revival of High-rise Living in the UK and Issues of Cost and Revenue in Relation to Height." Masters thesis, UCL (University College London).

Abstract:

"The following report explores the recent revival of tall residential buildings in the UK as well as issues of costs and revenues for such projects. The first part of the paper focuses on the background and the preconditions of the revival. The history of tall residential buildings and its impact on the image of highrise living is explored as well as some of the debate that surrounds the topic. However, the vast amount of related social, urban design and environmental issues are not part of the analysis. The phenomenon of the revival is described in numbers of completed buildings and with examples of built and proposed projects. Characteristics like the new type of occupiers and the provision of affordable housing are highlighted. The second part of the report and the main part of the research focus on the economic drivers behind tall residential developments. The issues of building costs and sales prices in relation to height are explored and values are gathered in several interviews with professionals. The findings are analysed and applied in a series of model calculations for developments with heights from 5-50 storeys. It seems that the disadvantages of building high are not balanced out by a premium in sales prices for height. **The evidence found suggests that the economics of tall residential buildings change dramatically above 20 storeys.** This corresponds with the height of structures that were built in recent years. However, the paper concludes that the data available was not sufficient to establish robust quantitative relationships between residential developments of different heights and that it is necessary for the benefit of all that more research on this topic is made publicly available."

Buchanan Peter (2007). "The Tower: An Anachronism Awaiting Rebirth?"  
*Harvard Design Magazine*: "New Skyscrapers in Megacities on a Warming Globe"  
 Number 26, Spring/Summer 2007

Excerpt:

"Is the tall building an anachronism? Does it, like sprawling suburbia and out-of-town shopping malls, seem doomed to belong only to what is increasingly referred to as "the oil interval," that now fading and historically brief moment when easily extracted oil was abundant and cheap? The answer is probably "Yes"....

" ... What kind of city nurtures [today's] very different workforce that is in touch with and wants to live in accord with its deeper values? Ask people how they believe they should really live; the clearer they become about this, the more obvious it is that such a lifestyle is very difficult in the contemporary city. Do we want to live in a city of glistening towers, of spectacle and the restless excitement that fuels and is fuelled by excessive consumption? Or would we prefer a mid-rise city with a more finely grained, more intricately rich and varied urban fabric offering choice, contrast, respite, and surprise - a convivial city where community has a chance of being reestablished?

**Sustainability requires not only that we lessen our ecological impacts, but also that we create the urban and cultural frameworks in which we can attain full humanity, in contact with self, others, and nature. This might be the real reason that the tower seems an anachronism.** There may be a few clusters of green towers here and there, but their presence might be limited in the compact and convivial cities of the future."

Bowker, G. E., D. Heist, S. G. Perry, L. Brixey, R. S. Thompson and R. W. Wiener (2006). "The Influence of a Tall Building on Street-Canyon Flow in an Urban Neighborhood. U.S. EPA Office of Research and Development, National Exposure Research Lab. Presented at 28th NATO/CCMS International Technical Meeting, Leipzig, Germany, May, 2006.

Mead, M. Nathaniel (2008). "Canyons Up the Pollution Ante" Environmental Health Perspectives, July 2008; Vol. 116, No. 7, p. A28.

Excerpt:

" ... a new study focuses on how traffic emissions are dispersed within urban street canyons -- **streets that are lined with tall buildings on both sides. Within these domains, large quantities of pollutants are released near the ground from motor vehicle exhaust, then trapped and concentrated within the canyon walls.** Urban street canyons also tend to contain a lot of people, potentially making these areas high-risk zones for big cities. ... population exposure to traffic pollutants in New York's urban street canyons can be up to 1,000 times higher than exposure to a similar amount of emissions in other urban settings."

House of Commons (2001). "Tall buildings: Report and Proceedings of the House of Commons Transport, Local Government and the Regions Committee." Sixteenth report of Session 2001-02. London, UK Stationery Office, 4 September 2002, HC 482-I

Excerpt:

"The main reason that the Committee held an inquiry into tall buildings was to identify the contribution which they can make to the urban renaissance. We found that contribution to be very limited. **The proposition that tall buildings are necessary to prevent suburban sprawl is impossible to sustain. They do not necessarily achieve higher densities than mid or low-rise development and in some cases are a less-efficient use of space than alternatives.** They have, for the most part, the advantages and disadvantages of other high density buildings. They can be energy-efficient, they can be part of mixed-use schemes and they can encourage the use of public

transport where there is spare capacity, but so can other types of high density developments. Tall buildings are more often about power, prestige, status and aesthetics than efficient development."

**APPENDIX II:**  
**RELEVANT EXAMPLES FROM RESEARCH ON DIVERGENCE OF ARCHITECTS' AND**  
**LAYPERSONS' AESTHETIC JUDGMENT**

Brown, G., & Gifford, R. (2001). Architects predict lay evaluations of large contemporary buildings: whose conceptual properties?. *Journal of Environmental Psychology*, 21(1), 93-99.

Abstract

**Evidence suggests that architects as a group cannot predict the public's aesthetic evaluations of architecture.** In this study, practicing architects predicted laypersons' responses to large contemporary building, and again these predictions were poorly correlated with ratings by laypersons, although some architects' predictions were better than others, and architects were able to predict accurately that lay ratings in general would be more favourable than their own. To understand why most architects are unable to predict reactions to particular buildings, the architects' predictions were analysed in relation to their own and lay ratings of the buildings' conceptual properties. **The results suggest that architects are unable to exchange their own criteria for conceptual properties for those of laypersons when they predict public evaluations, which leads to self-anchored, inaccurate predictions.** This was supported by showing that the best-predicting architects related their evaluations to buildings' conceptual properties in a manner similar to that of the laypersons. Implications for design are suggested.

Ghomeshi, M., Nikpour, M., & Jusan, M. M. (2012). Evaluation of Conceptual Properties by Layperson in Residential Façade Designs. *Arts and Design Studies*, 3, 13-17.

Abstract

**When it comes to aesthetic evaluation of a design, architects and non-architects differ from each other.** This study demonstrates how aesthetic evaluation of buildings could be predicted. These predictions are important for architects as they can be used to find the users preferences and expectations of the design. Preference is considered to involve conceptual evaluation about whether the design is liked or disliked. In environmental preference, this type of conceptual evaluation might be conscious or unconscious. The aim of this study is to identify the essential conceptual properties that are related to aesthetic evaluation of façade designs using qualitative methodology. As a result it can be concluded that not all the conceptual properties are related to aesthetic evaluation of the design. Some conceptual properties are not important from the eye of non-architects and some are highly important. Findings of this research could help architects to understand the perception of non-architects.

Hubbard, P. (1984). Diverging evaluations of the built environment: Planners versus the public. *The urban experience: A people–environment perspective*, 125-133.

Hubbard, P. (1996). Conflicting interpretations of architecture: an empirical investigation. *Journal of Environmental Psychology*, 16(2), 75-92.

Abstract

The idea that environmental preferences are not solely determined by the characteristics of individuals, but instead are socially constituted, has fundamentally challenged many traditional psychological analyses of landscape preference and meaning. In this paper, an attempt is made to

suggest that the two interpretations are by no means incompatible, and that there is a growing need for an environmental psychology that recognizes the importance of both individual and social factors. Drawing on traditions within European social psychology, this paper demonstrates how the quantitative analysis of social representations can be used to identify both differences and commonalities in peoples' interpretations of architecture. Specifically, **this study reports on one segment of a larger empirical study investigating differences in architectural interpretation between planners, planning students and public respondents.** These interpretations were examined using multiple sorting techniques, with respondents asked to sort 15 examples of contemporary architecture according to their own criteria. INDSCAL analysis of this data facilitated the recognition of a shared conceptualization of these architectural stimuli, but also demonstrated a number of important inter-group and inter-individual differences in architectural interpretation, which were evident as variations from this common conceptualization. The paper concludes by discussing the implications of this study for research in environmental psychology, particularly stressing the need to consider notions of power and ideology.

Trope, Y., Liberman, N., & Wakslak, C. (2007). "Construal levels and psychological distance: Effects on representation, prediction, evaluation, and behavior." *Journal of Consumer Psychology*: the official journal of the Society for Consumer Psychology, 17(2), 83.

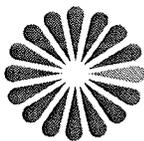
**APPENDIX III****RELEVANT EXMPLES FROM RESEARCH ON ECONOMIC DEVELOPMENT, REAL ESTATE AND URBAN FORM**

Jacobs, J. (1961). *The Death and Life of Great American Cities*. New York: Random House.

Jacobs, J. (1970) *The Economy of Cities*. New York: Vintage Press.

Glaeser, E. L., Kallal, H. D., Scheinkman, J. A., & Shleifer, A. (1991). *Growth in Cities* (No. w3787). National Bureau of Economic Research.

(TBC)



## Northwest District Association

August 8, 2014

**Portland Planning and Sustainability Commission**  
1900 SW 4<sup>th</sup> Avenue  
Portland, Oregon 97201

**RE: West Quadrant Plan – Building Height Policy Minority Report**

Dear Commissioners:

I am forwarding the Minority Report to the West Quadrant Plan that has been unanimously approved by the Northwest District Association Planning Committee.

The NWDA had several concerns about provisions in the plan that were more specific to the Northwest neighborhood, but felt that the central city-wide issue of building height policy was by far the most important issue to address.

It is our view that the building height policies reflected in the proposed West Quadrant Plan, as currently written, are in conflict with several of the stated goals of the adopted *CC2035 Concept Plan*, and that these policies should be reviewed and revised to better align with the direction of the underlying *Concept Plan*, and so that the updated comprehensive plan can in turn be internally consistent and avoid its current contradictions.

Building height policy is likely the most controversial element of the West Quadrant Plan, in that it is shaped by the effort to reconcile the needs of both growth and conservation, and the varied opinions surrounding these paired issues. The SAC discussion of building heights was limited by the presentation of these issues in a largely abstract fashion, in map diagrams and aerial views of models, when the relevant consideration, with regard to our ability to assess the public benefit of allowing tall buildings, is from the perspective of the pedestrian in the street environment, adjacent to these buildings. The discussion was also limited by the absence of two necessary components: first, no alternative concepts for the arrangement and distribution of building height were forwarded to the SAC for comparative review, and second, there was no critical assessment of the appropriateness, or success, of the existing building height concept, which was the assumed starting point for the single proposed concept that the SAC was shown.

We request your consideration and support of the recommendations of this report.

Best Regards,  
Northwest District Association Planning Committee

Steve Pinger  
*member*  
*CC2035 West Quadrant Plan SAC member*

*the NorthWest District Association is a 501(3)c tax-exempt organization*

2257 NW Raleigh St. Portland Oregon 97210 503 823 4288 [northwestdistrictassociation.org](http://northwestdistrictassociation.org)

## CC 2035 West Quadrant Plan – The Northwest District

### Building Height Policy – Minority Report

#### Context and Background

Portland seems to be experiencing “its moment”, in which a significant influx of people and businesses are coming to downtown Portland, specifically because of its relaxed feel, unpretentious buildings and its neighborhoods that are rich in character and comfortable in scale. How do we appropriately plan for this apparent demand, and at the same time frame policies for not “loving (leveraging) places to death”; redeveloping them beyond all recognition, and losing forever the subtle qualities that made them such great places in the first place?

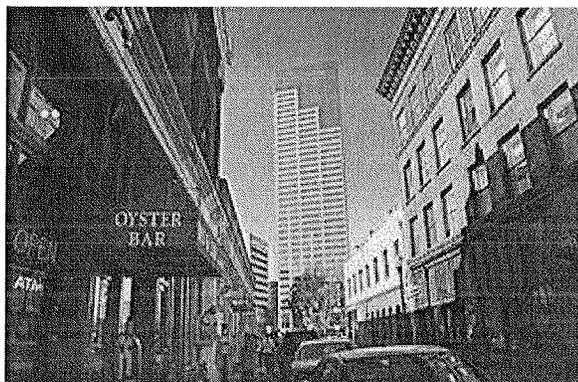
Over the last 40 years, building height policy in Portland has incrementally, but steadily, allowed increasingly taller buildings in more and more areas of the central city. In contrast, the 1972 *Downtown Plan* envisioned tall buildings concentrated solely along the 5<sup>th</sup> and 6<sup>th</sup> Avenue transit corridor, with adjacent buildings stepping down in height, not only as they approached the river to the east, but also to the west, to conserve the scale and character of the buildings and open space along the Park Avenue and 9<sup>th</sup> Avenue corridor, and of the western neighborhoods.

#### Excessive “Headroom”

“A recent study affirms that Portland does not need height to compensate for any foreseeable shortage of development capacity. The basis for changes in existing height allocations are therefore most likely to be driven by desired views, solar and micro-climate concerns, desires for location specific visual emphasis. More general local and city identity as well as the broader desire for urban density and synergistic economic opportunity are also considerations.”<sup>1</sup>

The first building over 250' in Portland was built in 1965. In the ensuing 48 years, a total of 23 buildings have been built that are taller than 250':

- 3 buildings over 460',
- 6 buildings between 460' and 325'
- 14 buildings between 325' and 250'



<sup>1</sup> Central Portland Plan: Urban Design Assessment, p. 54

In the West Quadrant, building heights of greater than 250' are allowed on ~250 blocks, although only 23 buildings have ever been built in Portland that are greater than 250'. Building heights of greater than 325' are allowed on ~140 blocks, although only 9 buildings have ever been built in Portland that are greater than 325'.

Allowing tall buildings to be constructed throughout much of the West Quadrant *is not planning* as it does not, as a policy, direct density and development in a conscientious way toward creating a legible urban form, nor does it relieve the economic pressure on adjacent areas that provide modest rents essential to cultivate the more vibrant forms of economic experimentation that are the drivers of our future economic development.

### **Urban Form: Clustered or Scattered Towers?**

The overabundance of allowable building height assures that tall buildings will be built far from each other, so as to not obstruct newly created views from the tall buildings, thereby maintaining the maximization of their real estate value, but also tending to overwhelm their shorter neighbors, and the experience of the adjacent street environment. These buildings are economically viable due to their isolation from each other. The absence of nearby similarly scaled buildings creates the a pattern of scattered towers, which directly contradicts the stated urban form goals that the *Downtown Plan* and the *2008 Urban Design Assessment* both endeavored to specifically address.

### **What is the Public Benefit?**

The benefits of allowing tall buildings *are almost entirely private benefits*, accruing to property owners in the form of increased real estate values resulting from the views created from tall buildings. The public benefits of tall buildings are far less clear, although they may generate greater tax revenues than shorter buildings of similar density, but this benefit seems to be largely out-weighed by their impacts upon the quality of the everyday experience of the streets that they front.

### **The Street Environment and the Existing Character of Portland**

There is a rising concern that elements in the urban landscape that are essential to the city's urban life and livability are being lost. These threatened elements are not simply recognized historic landmarks, but the everyday buildings and streets that create the essential look and feel of our city, visually and experientially, from its sidewalks, and the scale and character of the buildings that enclose the street, the most important public space of any city.

The *Urban Design Principles* section of the *West Quadrant Plan* describes the fundamental conceptual ideas that are guiding the creation of the plan. The *Strengthen Places* principle states, "Enhance the existing character and diversity of the West Quadrant by strengthening existing places and fostering the creation of new urban districts and experiences".<sup>2</sup>

The WQP Building Height Concept offers the following reasoning for the proposed allowable heights shown on the Building Height Concept Map: "Together the juxtaposition of existing and new development at varying heights creates an interesting

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<sup>2</sup> West Quadrant Plan Draft 7/11/2014, p. 21

and dynamic environment.”<sup>3</sup> The experience of a person on the sidewalk, however, of the juxtaposition of buildings two and three times the height of adjacent buildings is more often awkward and uncomfortable, as the tall buildings unnecessarily dominate the street enclosure.



The West Quadrant Plan proposed allowable building heights threaten, through excessive economic pressure for development, many of the imageable and iconic buildings and places that make Portland *Portland*, and are in contradiction to the adopted *CC2035 Concept Plan*, Urban Design Goals L and M.<sup>4</sup>

### **Equity and Affordability**

Tall buildings are by nature inequitable; they cost more to build and more to rent and occupy, and they often replace buildings with affordable rents that provide the incubator space for new businesses. These businesses are rent sensitive. Often the result of the economic pressures exerted by height and density “headroom” is properties that are redeveloped into new, more expensive real estate, and rents that jump sharply up, but in many instances lag in their lease absorption because of a relatively shallow market for expensive lease space.

The West Quadrant Plan’s proposed allowable building heights are much greater than the heights of the existing buildings in most areas. Excessive building height “headroom”, when coupled with the underlying entitled densities, has created strong gentrifying pressures on the more affordable areas of the Central City, particularly Goose Hollow, South Pearl, the West End and South Downtown, and are in contradiction to affordable housing goals, and adopted *CC2035 Concept Plan*, Housing and Neighborhood Policies 17, 18 and 21.<sup>5</sup>

### **Recommendations**

The proposed West Quadrant Plan Building Height policy creates two significant conflicts with the goals of the adopted *CC2035 Concept Plan*. First, the preponderance of sites entitled for tall buildings puts unnecessary development pressure on existing buildings and threatens the character of existing places that the Concept Plan clearly directs the quadrant plans to conserve, and secondly, tall buildings, and the entitlements for tall buildings, because of their upward pressures on real estate values, are inherently in conflict with the Concept Plan’s stated equity goals.

<sup>3</sup> West Quadrant Plan Draft 7/11/2014, p. 28

<sup>4</sup> Central City 2035 Concept Plan, p. 12

<sup>5</sup> Central City 2035 Concept Plan, p. 14

These fundamental contradictions in urban economic policy seem to be playing out in many cities currently as they experience the increased desirability of urban life accompanied with more concentrated wealth; San Francisco, Vancouver, New York and London being the more extreme versions. Portland has the benefit of reflecting a less hyper form of the same forces at work, and still has the time to address these issues before they overwhelm, as has happened elsewhere, the ability to effect rational policy making.

These internal contradictions in Portland's current comprehensive planning effort, nonetheless, must be resolved, for they are fundamental and underlie this entire once in a generation effort.

Our recommendations for better aligning the *West Quadrant Plan* with the *CC2035 Concept Plan* are below:

**1. Review Current Height Bonus Policy**

Determine if bonus incentives are still necessary to achieve central city housing goals, and if not, allow them to sunset.

**2. Review Current FAR Transfer Policy**

Assess the effectiveness of FAR transfers, and the characteristics of the resulting projects relative to urban design goals.

**3. Add to Central City-Wide Goals;**

***District Character and Scale.*** Retain the personality and feel of the districts by preserving the modest original buildings that they are composed of, and conserving the scale of the multi-block street enclosures that give the districts their distinct character, personality and desirability.

***Coherent Urban Form.*** Concentrate tall buildings along the north-south transit corridor and at freeway viaducts. Avoid creating a pattern of dispersed individual towers in areas of low neighboring buildings.

***Appropriate Allowable Building Heights.*** Establish building height allowances that are appropriate to realistic foreseeable market demands, underlying developable density and the scale of the existing neighboring context.

***Street Character.*** Reinforce the social role of our street environments, as they are the primary component of our system of public spaces.

**4. Provide Alternative Building Height Concepts**

**Conservation Districts.** Delineate areas that require specific form-based approaches to building height policy in order to preserve and strengthen existing iconic places in the central city, per CC2035 goals, and provide alternative building height concept maps, *and street level representations of these concepts*, for comparative review, and reconciliation with *CC2035 Concept Plan* goals.

**Focus Allowable Building Height.** Delineate a distribution of allowable building height that more clearly accommodates the need for affordable housing and office space, and reflects a more realistic assessment of actual market demands, and provide an alternative building height concept map, *and street level representations of this concept*, for comparative review, and reconciliation with *CC2035 Concept Plan* goals.

## Appendix

### **email to WQP staff re: initial building height discussion:**

-----Original Message-----

**From:** Steve Pinger [mailto:s.pinger@pingerdev.com]  
**Sent:** Tuesday, September 17, 2013 12:01 PM  
**To:** 'karl.lisle@portlandoregon.gov'  
**Cc:** 'West Quadrant Plan'  
**Subject:** RE: West Quadrant SAC Monday!

hi Karl; following-up on my request for additional information on the building heights element of the workbook. If it's possible, I'd like to see:

- a map in the same format as the one on p. 9 showing the general current allowable heights. The one on p. 8 is pretty hard to read through the overlays;
- the map on p. 9 with the general allowable FARs shown;
- some descriptive street level views showing the general affect of various building heights on the street envelope and the pedestrian environment. I have attached example from the NW Master Plan process that were extremely helpful in grounding the CAC discussion of this topic. Donald Newlands model of the downtown, <http://www.nc3d.com/projects/portland-city-model.html> on the other hand, is current and detailed. I am not sure what, if any, relationship you have with him, but using their existing 3d data would certainly illuminate this discussion.

To me, the understanding of what the relative impacts of various building heights are on the public realm at the street level is *the relevant consideration*, and without some level of exploration of these impacts, the WQP SAC discussion of the building height issue is almost meaningless. I was surprised, and a bit taken back, last evening by the apparent need to secure some level of SAC buy-in on the presented building height concept with so little information offered, not much real discussion entertained, and what felt like pre-existing biases pushing for a forgone conclusion (!).

best

Steve

### **email to WQP staff re: building height alternative concepts, staff building height memo to SAC:**

-----Original Message-----

**From:** Steve Pinger [mailto:steve@sspdev.com]  
**Sent:** Wednesday, April 09, 2014 3:26 PM  
**To:** 'Lisle, Karl'  
**Cc:** 'Edmunds, Sallie'; 'Raggett, Mark'; 'Hartinger, Kathryn'; 'Starin, Nicholas'; 'Kirstin Greene'  
**Subject:** RE: big ideas emerging

Karl hi; and thank you for your reply, although I think that it may miss the question that I am asking regarding the WQP process.

The allowable building height question has been controversial from the beginning of the WQP process. Most all of the other issues are far less so, and could indeed be handled, as they were,

on a "consent agenda" basis, with no particular need to debate or explore alternatives. The building heights issue, however, is much different, and in my view, needed to fully take advantage of the deliberative abilities of the SAC to sort through the complexities of this issue. Alternative concepts for organizing and managing the distribution of allowable heights needed to be presented to the SAC for a comprehensive review and evaluation. The types of alternative concepts that come to mind, off the top, are:

- concentrating height along the north/south transit spine;
  - concentrating height along the north/south and east/west transit spines;
  - concentrating height adjacent to the existing bridgeheads and viaducts;
  - concentrating height in the areas that have the greatest allowable FAR;
  - concentrating height in the existing >325' allowable areas and reducing allowable height everywhere else by 100' or so;
  - reducing allowable height everywhere by 100' or so;
- and so on.

As it was, the SAC was asked to evaluate a *single* concept, on an essentially "does anyone have a problem with this?" basis. This not only severely limited the range of the discussion, but also failed to engage the perspectives and insights of the SAC members in any sort of meaningful way around this issue, that many people in this city care a great deal about.

The Nov 7 staff memo regarding building heights, similarly, was not discussed by the SAC, and in my view was highly biased. Without going into a detailed review of the memo, I would briefly suggest that:

- it confused building height with density with regard to regional goals;
- it does not address the question of what are the *real public* benefits of tall buildings to the experience of the adjacent street environment;
- it falsely refers to tall buildings as having more design flexibility and as being more sustainable;
- it misses the conclusion regarding construction types: that tall buildings are inherently more expensive buildings, and thus less equitable.

These are not West End concerns, although they are certainly present in the West End, and perhaps most dramatically. These are city-wide concerns.

Your reply suggests to me that the "idea-generation and concept development" phases of the WQP process have concluded. I have sat through the last several SAC meetings, and waited for the outcome from the neighborhood meetings and the public open house, to see how the open issue of allowable building heights would emerge and begin to be resolved, and if a full-throated, more fully informed discussion of this issue would at last take place. Will it?

So again, building height *policy* questions aside for a moment, how can these *process* concerns be best addressed as the WQP moves forward?

best

Steve

**email to AIA/APA/ASLA Urban Design Panel (unanswered) re: building heights  
letter to WQP SAC:**

-----Original Message-----

**From:** Steve Pinger [mailto:steve@sspdev.com]

**Sent:** Tuesday, January 07, 2014 9:57 AM

**To:** 'Stefanie.becker@zgf.com'

**Subject:** UDP building heights memo

hi Stefanie;

I am on the SAC of the West Quadrant Plan, and am trying to sort out my thinking on the allowable building heights issue engendered by the central city plan update. I was hoping to get some input from the UDP, following on the points made in the building heights memo that was forwarded to the SAC in the Meeting 8 packet in November.

It seems to me that there are two fundamental questions that need to be answered with respect to this issue in order for the SAC to be able to adequately assess the appropriate position for the WQP to take in regard to building heights:

The first is, what are the actual impacts of tall buildings, of greater than 120' or so, on the nearby street environment or the adjacent public realm? Tall buildings generally tend to diminish the quantity and quality of light and air getting to the street, but what are the other, subtler impacts? Much of Portland's central city is still made up of predominately 75' buildings, so at what height do new, taller buildings begin to overwhelm the existing public environment, visually and experientially, and are we willing to allow that? Much of the benefit from tall buildings seems to be private, in the form of enhanced real estate values for building owners, but what are the real benefits to the public realm, given that stated density goals can be achieved with lower height building forms?

Secondly, given these potential impacts, what is the appropriate level of allowance for tall buildings that will both accommodate the foreseeable market, and at the same time provide for, and encourage, a coherent urban form? If we imagine that over the next 25 years, perhaps 10 buildings over 325' will be built in the central city, then how many blocks do we reasonably need to have entitled to allow for them to be built on? What is the right ratio? San Francisco has answered this question in a much different way than Seattle has. How should we? Has allowing tall buildings throughout much of the central city created the emerging development pattern of dispersed new towers that we currently have, which seems to be inconsistent with the urban form goals that have been expressed consistently from the 1974 Downtown Plan through the 2008 Urban Design Assessment, and that are predicate to our West Quadrant Plan efforts and analysis?

Any insights you can provide on these questions would be greatly appreciated.

best regards

Steve

Steve Pinger | ssp consulting llc | 503 807 3601

**email to WQP staff re: background documents needed for the Planning and Sustainability Commission work session:**

**From:** Steve Pinger [mailto:steve@sspdev.com]  
**Sent:** Tuesday, September 23, 2014 5:26 PM  
**To:** Lisle, Karl  
**Cc:** Zehnder, Joe; Raggett, Mark  
**Subject:** RE: mapping capabilities

Karl hi; no problem.

I'm not really wanting to tie your time up too much, but given what I heard from the commissioners regarding their need for additional information about allowable building heights policy, I think that there are several documents that need to be forwarded to them for their review and consideration prior to their work session. And I'll be clear; I'm in the same boat. I have struggled during the WQP process to try to synthesize enough information *in my spare time* to understand the issue well enough to voice opinions on it. My views end up reflecting, at best, an ok reading of incomplete information.

Here's what I think would help, or put another way, the documents that I see as being necessary *for anybody* to develop an understanding of allowable building heights policy in Portland, Oregon:

1. an electronic map file depicting the history of building height allowances, with layers for: <1972, 1972-1988, 1988-present, and proposed, along with some sort of narrative describing the logic of the progression;
2. an electronic map file with layers for the current and proposed building height allowances over an aerial base with open space, landmarks and historic districts, institutional infrastructure (cultural center, government center, library, courthouses, etc.), and existing buildings >250' tall highlighted;
3. eye level views from the existing WQP model showing likely development scenarios with different height allowances;
4. alternative concept maps for building height allowances and distribution;

best

Steve

Steve Pinger  
2669 NW Savier St.  
Portland Oregon 97210

October 1, 2014

**Portland Planning and Sustainability Commission**  
1900 SW 4<sup>th</sup> Avenue  
Portland, Oregon 97201

Re: **West Quadrant Plan Proposed Draft, August 2014**

Commissioners;

I have been a West Quadrant Plan SAC member for the last year and a half, and drafted the *Building Height Policy Minority Report* on behalf of the Northwest District Association.

I am forwarding the following comments in response to several statements that were made during the Planning and Sustainability Commission hearing on September 9<sup>th</sup>, 2014:

**height allows more design flexibility, lighter, more slender, airier buildings.**

- more height doesn't allow more design flexibility, *it allows more height*. If given the option, new projects will almost always build to the greater allowed height, and the design may *or may not* be better for it, but whatever it is, it will be taller.
- poorly designed and constructed buildings are possible at any height, as are well designed ones.

**taller buildings require a more stringent construction type which assures a better quality building.**

- construction types are not necessarily a direct indicator of the "quality" of a building. They are reliably, however, an indicator of the *cost* of a building: *high rise buildings cost more to build and to occupy intrinsically than low rise buildings*.
- poorly designed and constructed buildings are possible with any construction type, as are well designed ones.

**we need more height or we'll be sprawling to Forest Grove; can't meet density goals without more height.**

- *The Central Portland Plan: Urban Design Assessment* states "A recent study (*Central Portland Development Capacity Study*) affirms that Portland does not need height to compensate for any foreseeable shortage of development capacity. The basis for changes in existing height allocations are therefore most likely to be driven by desired views, solar and micro-climate concerns, desires for location specific visual emphasis. More general local and city identity as well as the broader desire for urban density and synergistic economic opportunity are also considerations."

**Open Space Performance Standards protect the open spaces in the West Quadrant while allowing for more height than is otherwise allowed.**

- the Open Space Performance Standards attempt to protect open space from the shadows that tall buildings cast, and allow buildings adjacent to the south and west of open spaces to be taller than the base height allowances, as long as their shadows aren't any greater at certain times of day on April 21st. Shadows are not the whole story, however, with respect to the impact of tall buildings on open space. *The experiential sense that tall buildings tend to overwhelm adjacent open spaces and streets, and project a tacit feeling of ownership over these public spaces are far greater impacts than transient shadows on certain days of the year.*
- the significant distinction in the street level experience of buildings that surround an open space, or a street enclosure, is between buildings that are less than approximately 100' tall and those that are

taller. The impact of the scale of buildings on adjacent public spaces, even if they step back, once they get to be above 175' does not change much between a 250' building, a 325' building or a 460' building.

**even in Paris there are buildings that are 689' tall**

- the Tour Montparnasse was completed in 1973. It is 240' taller than the 2nd tallest building in Paris, and *it is not well-loved*. Of the 15 tallest buildings in Paris, one was built in 1979, the rest were built before 1974. The city has moved on from thinking that it needs tall buildings, if it really ever did. I suspect that most Parisians would prefer that the Tour Montparnasse had never been built.

Respectfully,

A handwritten signature in black ink, appearing to read "Steve Pinger". The signature is written in a cursive style with a long horizontal stroke extending to the right.

Steve Pinger  
CC2035 West Quadrant Plan SAC member

SSP/

**emails to AIA/APA/ASLA Urban Design Panel re: the UDP's meeting and subsequent letter in reply to the Minority Report:**

-----Original Message-----

**From:** Steve Pinger [mailto:steve@sspdev.com]

**Sent:** Friday, October 17, 2014 1:35 PM

**To:** 'John Spencer'

**Cc:** 'Stefanie.becker@zgf.com'; 'paddy.tillet@zgf.com'; 'bobb@myhregroup.com'; 'briancampbellpdx@gmail.com'; 'kurt@langohansen.com'; 'mauricio.villarreal@place.la'

**Subject:** RE: UDP's reply to the Building Height Policy Minority Report

hi John et al; I have attached my comments to the UDP's reply to the Building Height Policy Minority Report for your consideration.

As suggested in the email below, I was a bit taken back by the tone of the Panel's reply, and I am unclear as to some of its points and their relevance. I wish that the UDP had taken me up on my earlier request to be involved in the preparation of its reply. I hope that it still may, in that I don't really see us as being on opposite sides of this issue, but rather trying to reconcile different perspectives on it.

best regards

Steve

Steve Pinger | ssp consulting llc | 503 807 3601

-----Original Message-----

**From:** Steve Pinger [mailto:steve@sspdev.com]

**Sent:** Monday, October 06, 2014 4:07 PM

**To:** 'John Spencer'

**Subject:** RE: UDP August 19th meeting

hi John; I was reading through the submitted WQP testimony, and I was fascinated by this from the UDP's reply to the Building Height Policy Minority Report: "there is no covert plan to replace Portland's iconic buildings and places with tall buildings." Wow. Am I really suggesting that there is such a plan in the Report?

I must say that this was exactly the sort of innuendo that I was hoping we might be able to avoid by the requests I made in the email below. It looks like the Report was read, however, so at least that's a step in the direction of an actual conversation about this issue. I still hope that Stefanie or someone might yet find the time to reply to my January email. Sorry to bristle here, but the UDP reply seems mildly provocative, unnecessarily dismissive and a little unprofessional.

I recognize that we have different positions with regard to this issue, but I hope that the UDP understands that the positions and recommendations of the Minority Report are the legitimate views of citizens of this city who care deeply about how the city evolves over the next generation.

best

Steve

-----Original Message-----

**From:** Steve Pinger [mailto:steve@sspdev.com]  
**Sent:** Friday, August 29, 2014 10:07 AM  
**To:** 'John Spencer'  
**Subject:** RE: UDP August 19th meeting

John hi; I attended the Aug 19th UDP meeting to join the discussion of building height policy and the NWDA Minority Report.

I was, frankly, astonished to hear Paddy Tillet introduce the discussion by characterizing the Minority Report as being anti-tall building and proposing a "blanket prohibition on buildings over six floors". I trust that you and the panel understand that no such position is made anywhere in the Minority Report, and that rather, the recommendations of the report are not against tall buildings, but for a meaningful policy in arranging how many and where. The planning piece around building height policy has gotten very diffuse over the last couple of decades, to the point where quite tall buildings are now allowed almost everywhere in the central city, at the potential expense of some of the iconic areas of town that make Portland Portland.

I am left with the conclusion that Mr. Tillet had not read the report, which is a more than a bit dismaying given his and the Panel's stature in weighing in on this significant question regarding Portland's future.

At this juncture, I would request three things of the Panel as it prepares its response on this issue: 1.) that everyone read the report, 2.) that the Panel respond to the questions that were posed in the letter that I sent to it in January, and 3.) that I be involved in the discussions going forward to avoid any further misinformation.

best regards

Steve

Steve Pinger | ssp consulting llc | 503 807 3601

-----Original Message-----

**From:** Steve Pinger [mailto:steve@sspdev.com]  
**Sent:** Wednesday, August 13, 2014 2:59 PM  
**To:** 'John Spencer'  
**Cc:** 'amyd@aiaportland.org'  
**Subject:** RE: UDP August 19th meeting

John hi; the final NWDA Minority Report on building heights is attached. The link below is to an earlier incomplete draft version. Thank you for taking this up.

best

Steve

Steve Pinger | ssp consulting llc | 503 807 3601

# AIA/APA/ASLA Urban Design Panel

Portland and Oregon Chapters of the American Institute of Architects, American Planning Association and American Society of Landscape Architects

## Building Heights and the Central City Plan Update

Members of the Portland Planning and Sustainability Commission:

At our recent meeting, the interdisciplinary Urban Design Panel discussed the 'Building Height Policy - Minority Report' authored by Mr. Steve Pinger. Based on our conversations, and follow-up discussions with our members, we offer the following response:

### Context

Originally, there were no height restrictions anywhere, and Portland grew comfortably without them. It is misleading to suggest that we have progressively permitted more high buildings. There were no limits on building heights before 1972. The 1972 Downtown Plan, however, defined the area along the north-south transit spine between 4<sup>th</sup> Ave and Broadway, Burnside to Market, as the area of the downtown in which to concentrate the highest density and tallest buildings, with building height stepping down both east to the riverfront, and west to the adjacent neighborhoods. In the 1988 Central City Plan, the area where the tallest buildings were allowed was expanded east of 4<sup>th</sup> Ave in areas between Salmon and Burnside, and west of Broadway in areas between Yamhill and Burnside. It also allowed much greater height in areas south of Burnside and west of 11<sup>th</sup> Ave that had previously been identified as low density areas.

### Excessive Headroom

Development capacity has never been an issue and is a distraction here. There are various reasons to build tall, but ultimately the potential for tall buildings is limited by market forces. Only 23 tall buildings in 48 years demonstrates this as a fact.

It is Mr. Pinger's personal opinion that allowing tall buildings is not planning. Portland's urban form is as varied as its topography, and the way it has evolved over time is part of what has made this one of the most popular cities to visit in the US. This is not Haussmann's Paris nor Washington DC. Relieving economic pressure is dependent on many things, tall buildings perhaps least among them.

It is unclear what point is being made here. The Minority Report is suggesting that more building height than is realistically needed is currently allowed in more places than is appropriate, and that the effect of that is a.) increased, and potentially inflated, property values in areas that contain buildings that need to be conserved in order to provide affordable office and housing, and b.) a loss of the clarity of the Downtown Plan's concept of a legible urban form for the city, with tall buildings concentrated along a clear spine along 5<sup>th</sup> and 6<sup>th</sup> avenues. The Minority Report's position is not that *allowing* tall buildings is not planning, but that allowing tall buildings *almost everywhere* is not planning.

**Urban Form**

The assertion that tall buildings will necessarily be scattered is disproved by the group of seven in South Waterfront.

The group of buildings at the South Waterfront is the result of concentrated ownership and coordinated site planning that is unlikely to occur elsewhere in the central city.

**Public Benefits**

It is no surprise that the financial profits from development accrue primarily to the developer. The assertion that the 'public benefits' of tall buildings are unclear, and that tall buildings have a deleterious effect on the 'quality of the everyday experience of the streets that they front', is unsupported. They also provide jobs near housing, customers to nearby restaurants, stores and other businesses, and in the process generate a welcome vitality. The neighborhood of the Ladd Tower and 12W are two excellent examples of the public benefit of critical mass that comes to the neighborhood to support local small business.

Tall buildings have an effect on the streets and public spaces that they front that is different than lower buildings of roughly 175' or less. To suggest that they don't is somewhat spurious, even if "unsupported". The effect of the 372' Fox Tower building on Director Park is very different than the effect of the 100' to 150' buildings to the west of the park. The effect of the 460' Park Avenue West building, now under construction, will be even more so. Both of the taller towers tend to dominate and overshadow the park in a way that the lower buildings simply don't. Experientially, buildings of this height can project a sense of tacit ownership of the park, and as a result, it in degree becomes a forecourt for these high-rise buildings.



The public benefits to the areas adjacent to the 12 West and Ladd Tower buildings is unrelated to the height of those buildings, but rather to the increased street level activity that the buildings have generated, and that redevelopment of these sites would have generated regardless of whether the buildings were 75' tall or 250' tall.

### **The Street Environment**

An opinion about concern is presented as widespread, but without evidence.

There is no covert plan to replace Portland's iconic buildings and places with tall buildings. This is alarmist and unsubstantiated. ***Most of the 23 tall buildings occupy former parking lots or open sites.***

I am not quite sure what evidence needs to be presented to substantiate the suggestion that "elements in the urban landscape that are essential to the city's urban life and livability are being lost", or alternately, what evidence has been presented to suggest that they are not. Without doing any research, I would suggest that the Congress Hotel, Rosefriend Apartments, Fox Theatre, Broadway Theatre, and Zell Bros building were all iconic buildings that have been lost. These were not "former parking lots or open sites".



I don't believe that the Minority Report suggests that there is "a covert plan to replace Portland's iconic buildings and places with tall buildings" (!).

### **Equity**

The fact of 23 tall buildings in 48 years illustrates that the ubiquity suggested here is imaginary. Again, most of those 23 buildings were erected on vacant land or parking lots. In Goose Hollow and elsewhere, infill development has increased density and vitality in the cyclical process of renewal experienced by all healthy neighborhoods. This always involves social shifts and should not be confused with the kind of displacements experienced with urban renewal (clearance) programs of the 1960's.

Again, it is unclear what point is being made here. The Minority Report states that high-rise buildings are intrinsically more expensive to build and operate than low-rise buildings. I trust that this is not being refuted. The equity goals of the CC2035 Concept Plan will be more difficult to

achieve with the preponderance of areas in the central city where high-rise buildings are allowed and, in some instances, encouraged.

### Recommendations

Land is not 'entitled for tall buildings' by absence of lower height limits. This is back to front. Any conflict with stated equity goals exists only in the context of the unsubstantiated opinions cited earlier in the Minority Report. There is no 'fundamental contradiction in urban economic policy'. A broad spectrum of wealth is to be expected in any city. Constraining tall buildings is not going to change that, nor better the lot of the poor.

The relationship between these statements is unclear, as is their relevance. Land is absolutely entitled for tall buildings. Those entitlements create more expensive property values, greater redevelopment expectations and tend to destabilize rents. We are not talking about "the lot of the poor" (!), but the ability of the city's real estate inventory to support new business ventures and the sort of commercial experimentation that is the source of our city's economic future.

1. We agree that it is appropriate to continually re-evaluate bonus incentives and their intended outcomes.
2. FAR transfers are often used to safeguard a historic building or create an opportunity, such as Director Park. Additional evaluation should not be required.

The appropriateness of the creation of Director Park in exchange for the bulk of the 23.7:1 FAR of the Park Avenue West building that fronts it needs to be critically evaluated. Have we created a public space that is thoroughly dominated by the private buildings that its development capacity was transferred to?

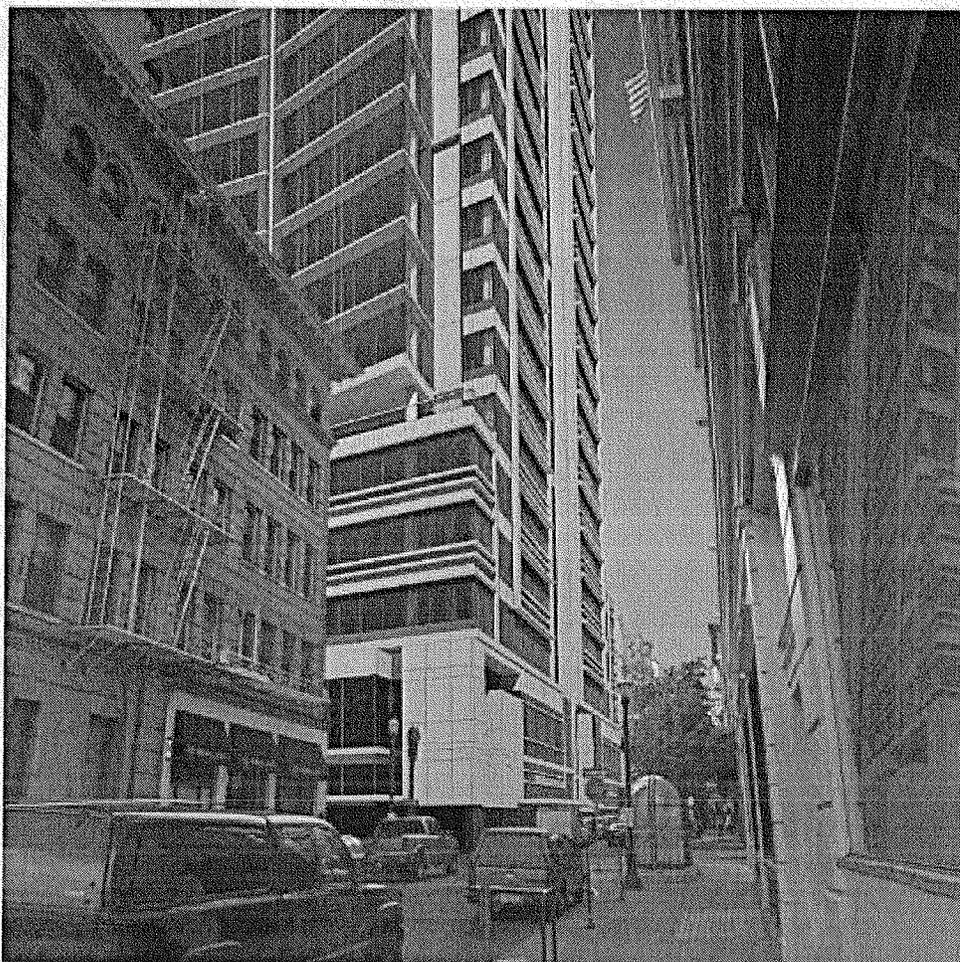


3. While the reinforcement of 'street character' is a recommendation we strongly support, the other comments here seem to seek to prevent evolution of the city. Realistic foreseeable market demands' are constantly evolving and difficult at best to define - something that investors would love to know.

The recommendations of the Minority Report do not "seek to prevent evolution of the city", but they do seek to manage the evolution of the city in a coherent way that is consistent with urban design goals that have been articulated over the last forty years.

4. There are places, such as Ladd's Addition, where tall buildings are not allowed, and that is entirely appropriate. There are also streets such as NW 13th where the prevailing scale is to be maintained. It would seem that we already have a workable system of controls in place.

The recommendations of the Minority Report are not against tall buildings, but for a meaningful policy in arranging how many and where. The planning piece around building height policy has gotten very diffuse over the last couple of decades, to the point where quite tall buildings are now allowed almost everywhere in the central city, at the potential expense of some of the iconic areas of town that make Portland Portland.



Given the evolution of Portland's central city, staff has done a good job of trying to balance the various concerns about the impacts of tall buildings. There is no reason to take the very serious and dramatic step of radically changing the way Portland addresses its urban form. Doing so would significantly delay the Comprehensive Plan revision and add significant cost to the city. This is a once-in-a-generation opportunity to assess the success of our planning policies. The West Quadrant Plan discussion of building height policy was significantly limited by the absence of two necessary components: first, no alternative concepts for the arrangement and distribution of building height were forwarded to the SAC for comparative review, and second, there was no critical assessment of the appropriateness, or success, of the existing building height concept, which was the assumed starting point for the single proposed concept that the SAC was shown. The concern of potentially delaying the Comprehensive Plan revision timeline is insignificant compared to the concern of "going along" with a building height concept that is almost meaningless in terms of it reflecting the necessary review and deliberation appropriate to this essential component of public policy.

Thank you for considering our comments,

Stefanie Becker, AIA

Bob Boileau, AIA, AICP

Brian Campbell, FAICP

John Spencer, AICP

Mauricio Villarreal, ASLA

Kurt Lango, ASLA

Paddy Tillett, FAIA, FAICP

***emails to WQP staff re: documents in the briefing packet for the Planning and Sustainability Commission work session 2:***

**From:** Steve Pinger [mailto:steve@sspdev.com]  
**Sent:** Thursday, December 04, 2014 1:53 PM  
**To:** Hartinger, Kathryn  
**Cc:** Lisle, Karl; Zehnder, Joe  
**Subject:** RE: PSC briefing packet - WQP Work Session 2

hi Kathryn; and thank you for forwarding the FAR diagram. Some interesting peculiarities, especially in Goose Hollow, especially when coupled with the maximum heights. Love the 460' height with a 4:1 FAR scattered around the central city.

What do you consider to be the attractive aspect of thin residential towers?

My original question was really How useful is pre-1988 heights map to the discussion of heights in the West End? It seems a little misleading.

best

Steve

-----Original Message-----

**From:** Hartinger, Kathryn [mailto:Kathryn.Hartinger@portlandoregon.gov]  
**Sent:** Thursday, December 04, 2014 11:29 AM  
**To:** 'Steve Pinger'  
**Cc:** Lisle, Karl; Zehnder, Joe  
**Subject:** RE: PSC briefing packet - WQP Work Session 2

Hi Steve,

It's attached. I'm scanning these manually, so I'm hoping the images are clear enough.

As you know, taller heights and mid-range densities could result in thinner towers, which can be attractive residential options. However, to your point, I believe the planners recognized going into the 1988 process that reaching 460' with a 4:1 or 6:1 FAR really wasn't feasible – the towers would have to be unrealistically thin for the time. The 1988 Central City Plan stepped max heights down to the west.

Hopefully that responds to your question?

K

**From:** Steve Pinger [mailto:steve@sspdev.com]  
**Sent:** Wednesday, December 03, 2014 4:48 PM  
**To:** Hartinger, Kathryn  
**Cc:** Lisle, Karl; Zehnder, Joe  
**Subject:** RE: PSC briefing packet - WQP Work Session 2

Kathryn hi; do you have the corresponding FAR diagram? I have difficulty thinking that the Downtown Plan was envisioning 460' tall low density buildings.

Steve

-----Original Message-----

**From:** Hartinger, Kathryn [<mailto:Kathryn.Hartinger@portlandoregon.gov>]  
**Sent:** Wednesday, December 03, 2014 4:36 PM  
**To:** 'Steve Pinger'  
**Cc:** Lisle, Karl; Zehnder, Joe  
**Subject:** RE: PSC briefing packet - WQP Work Session 2

Hi Steve,

I think *density*, as illustrated in the 1972 diagrams you attached, is referring to FAR rather than height. The FAR steps down toward the western neighborhoods, even though the height did not.

K

**From:** Steve Pinger [<mailto:steve@sspdev.com>]  
**Sent:** Wednesday, December 03, 2014 4:14 PM  
**To:** Hartinger, Kathryn  
**Cc:** Lisle, Karl; Zehnder, Joe  
**Subject:** RE: PSC briefing packet - WQP Work Session 2

thanks Kathryn; the inconsistencies I am referring to are relative to the depiction of densities, and presumably height, shown on the attached diagrams. The Building Height Limitations drawing that you forwarded shows a general stepping down of heights toward the river, but none really to the western neighborhoods.

Steve

-----Original Message-----

**From:** Hartinger, Kathryn [<mailto:Kathryn.Hartinger@portlandoregon.gov>]  
**Sent:** Wednesday, December 03, 2014 3:46 PM  
**To:** 'Steve Pinger'  
**Cc:** Lisle, Karl; Zehnder, Joe  
**Subject:** RE: PSC briefing packet - WQP Work Session 2

Hi Steve,

The map is not online anywhere to my knowledge. It's from the 1987 *Staff Report on Urban Form for the Central City: Central City Plan* document. I scanned a copy of the map and attached it. With regard to the question about inconsistencies, could you give me a little more information about what it is you're interested in – or what inconsistencies you're referencing? Then I should be able to better answer the question.

As for Attachment C, it was prepared at the request of Commissioner Smith after reviewing all of the West Quad testimony discussing the need for reduced height limits, the "flat city" concept and/or the "London vs. Paris" comparison. He asked us to model what impact a 100' height limit would have on development capacity in the Central City. We shared the results with the Commission at the first work session, but hadn't yet written up the methodology – so that was the purpose of Attachment C.

K

**From:** Steve Pinger [<mailto:steve@sspdev.com>]  
**Sent:** Wednesday, December 03, 2014 1:49 PM  
**To:** Hartinger, Kathryn  
**Cc:** Lisle, Karl; Zehnder, Joe  
**Subject:** RE: PSC briefing packet - WQP Work Session 2

hi Kathryn; and thank you for forwarding the packet. Two questions:  
- the "Map A: Pre-1988 Central City Plan" in attachment B, is the entire map posted somewhere, and how did allowable building heights manage to stay so inconsistent with the Downtown Plan for so long?  
- what was the purpose of preparing Attachment C? I don't think that there has been any discussion of a blanket height limitation, and surely not throughout the central city.

thanks

Steve

Steve Pinger | ssp consulting llc | 503 807 3601

***the following pages show annotated street level views of comparative building heights and street environments;***



**12 West**

266'  
150' base/325' bonus  
325' proposed  
6:1 base FAR  
9:1 max FAR w/ bonus

**Crystal Hotel**

~65'  
150' base/325' bonus  
325' proposed  
6:1 base FAR  
9:1 max FAR w/ bonus  
Historic Landmark

**Jakes**

~65'  
150' base/325' bonus  
325' proposed  
6:1 base FAR  
9:1 max FAR w/ bonus  
Historic Landmark

**West End**

SW Stark St. and 12<sup>th</sup> Ave.



**Pittock Block**

~120'  
250' base w/ OSPS  
250' base w/ OSPS  
9:1 max FAR

Historic Landmark

**Washington and 10th**

~90'  
460' allowed  
460' proposed  
9:1 max FAR

**West End**

SW Washington St. and 10<sup>th</sup> Ave.

**Alder and 9th**

~145'

250' base w/ Open Space Performance Standards

250' base proposed w/ Open Space Performance Standards

9:1 max FAR

**Morrison and 9th**

~80'

460' allowed

460' proposed

12:1 max FAR

**Galleria**

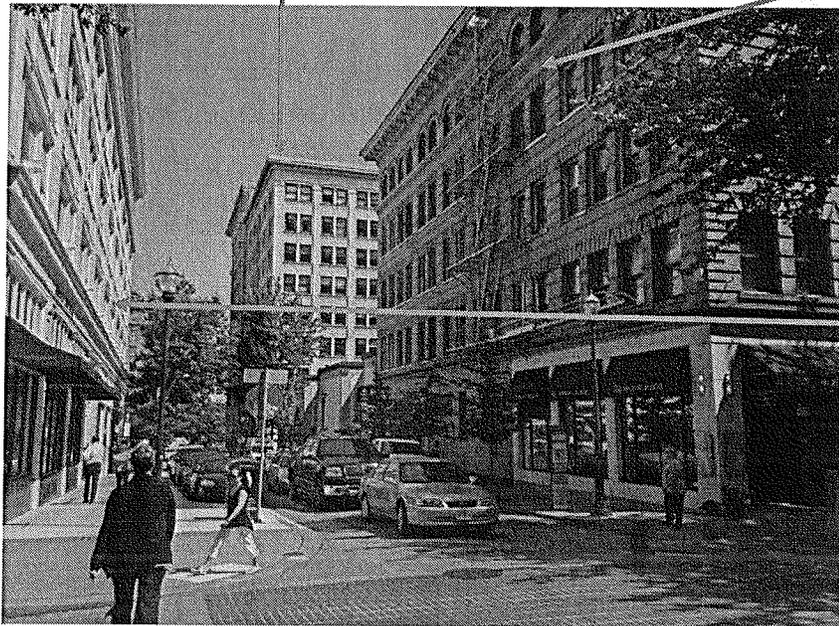
~65'

460' allowed

460' proposed

9:1 max FAR

Historic Landmark



**Downtown**

SW Morrison St. and 9<sup>th</sup> Ave.

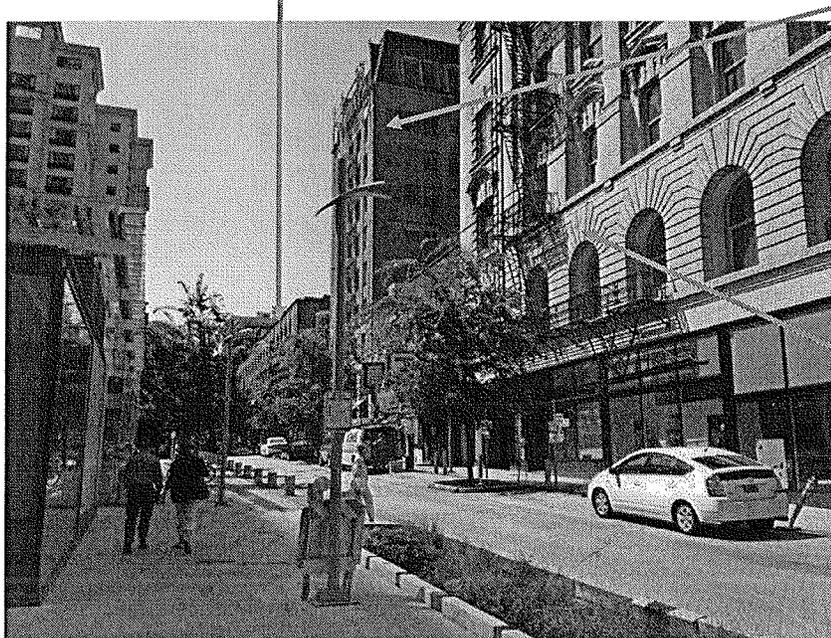
**Taylor and 9th**

~65'

150' base w/ Open Space Performance Standards

150' base proposed w/ Open Space Performance Standards

9:1 max FAR



**Taylor and 9th**

~150'

150' base w/OSPS

150' base proposed w/ OSPS

9:1 max FAR

**Yamhill and 9th**

~85'

150' base w/OSPS

150' base proposed w/OSPS

9:1 max FAR

**West End**

SW Yamhill St. and 9<sup>th</sup> Ave.

**Fox Tower**

372'

150' base w/ Open Space Performance Standards

150' base proposed w/ Open Space Performance Standards

12:1 max FAR



**1000 Broadway**

288'

300' allowed

460' proposed

12:1 max FAR

**Wheeloon Apartments**

~65'

350' allowed

460' proposed

12:1 max FAR

Historic Landmark

**Downtown**

SW Taylor St. and Park Ave.

**Alder and Park**

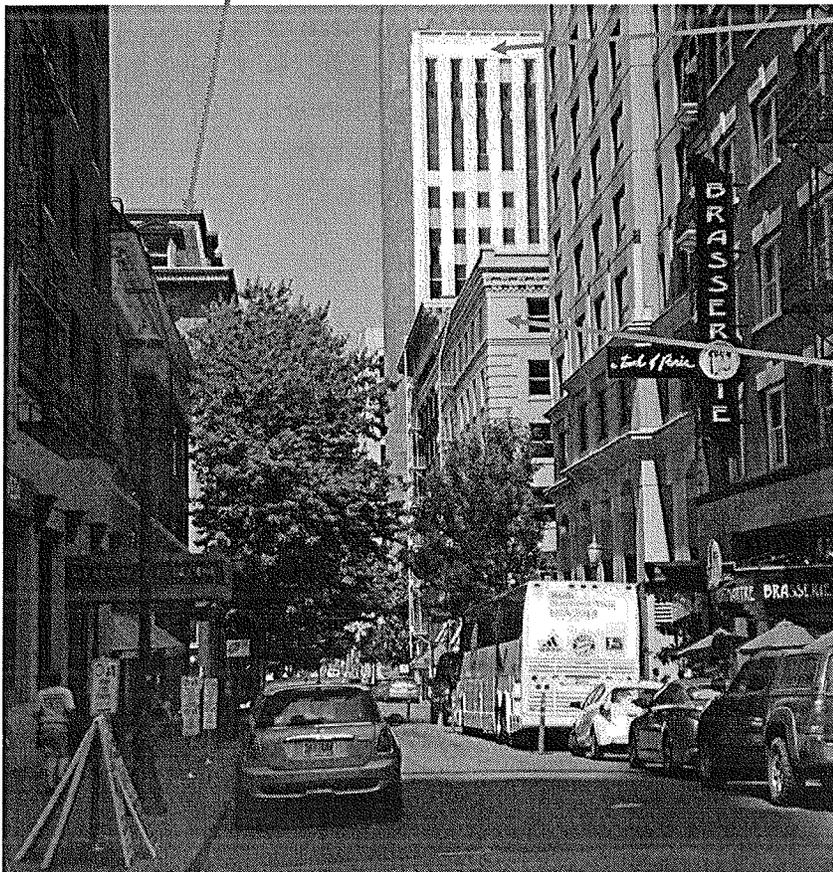
~80'

250' base w/ Open Space Performance Standards

250' base proposed w/ Open Space Performance Standards

9:1 max FAR

Historic Landmark



**Union Bank Tower**

268'

460' allowed

460' proposed

15:1 max FAR

**Alder and Park**

~95'

460' allowed

460' proposed

15:1 max FAR

**Downtown**

SW Alder St. and Park Ave.



**Ladd Tower**

~240'  
300' allowed  
250' proposed  
6:1 max FAR

**Carriage House**

~40'  
300' allowed  
250' proposed  
6:1 max FAR

Historic Landmark

**Downtown**  
SW Columbia St. and Broadway

**Moore-Love, Karla**

---

**From:** Rosalie <rosalietank@comcast.net>  
**Sent:** Wednesday, February 04, 2015 10:18 AM  
**To:** Moore-Love, Karla  
**Subject:** West end heights

Please, do not allow heights over 100 ft. My husband and I have lived in Portland 42 years. We love the neighborhood feel of the west end, a bit like Queen Anne in Seattle. Please, please do not ruin it with over tall buildings.

Sent from my iPad

**Moore-Love, Karla**

---

**From:** Dingfelder, Jackie  
**Sent:** Wednesday, February 04, 2015 10:10 AM  
**To:** Anderson, Susan; Moore-Love, Karla; Ocken, Julie  
**Subject:** Fwd: Testimony on Draft West Quadrant Plan, Public Hearing this afternoon - effect on affordable housing  
**Attachments:** Testimony - Proposed West Quadrant Plan public hearing City Council Feb 4 2015.doc; ATT00001.htm

Jackie Dingfelder, Policy Director  
Mayor Charlie Hales, City of Portland  
[jackie.dingfelder@portlandoregon.gov](mailto:jackie.dingfelder@portlandoregon.gov)  
(o) 503-823-4125  
(c) 503-823-8540

Sent from my iPad

Begin forwarded message:

**From:** Deanna <[deanna@involved.com](mailto:deanna@involved.com)>  
**Date:** February 4, 2015 at 9:25:05 AM PST  
**To:** <[jackie.dingfelder@portlandoregon.gov](mailto:jackie.dingfelder@portlandoregon.gov)>  
**Subject: Testimony on Draft West Quadrant Plan, Public Hearing this afternoon - effect on affordable housing**

Hi Jacquie,

I'm attaching my testimony for this afternoon's hearing on the Draft West Quadrant Plan. I have a section on the plan's likely negative influence on the availability of affordable housing.

I would be great if you could have a look at this & bring it to the Mayor's attention before the hearing.

Hope to see you this afternoon.

Thanks a lot,

Deanna Mueller-Crispin  
1221 SW 10th Ave #1013  
Portland, OR 97205  
503-297-6412

Testimony, City Council:  
West Quadrant Plan, Recommended Draft  
Feb. 4, 2015

- I'm a native Oregonian, born in Pendleton
  - Four points:
    1. Keep Portland Portland
    2. It's a false notion that housing density can be achieved only by hi-rises
    3. Affordable housing is not being addressed in the Proposed Plan
    4. Citizens and experts were not listened to in this planning process
1. Highest need in Portland planning is to keep Portland Portland- we're probably the most envied city in the USA right now: so let's preserve our *existing livability* - which current planning with its design emphasis on "skyline" won't do.
    - As an example, the "Design Principle" to "Shape the Skyline:" a person driving a car on the other side of the Willamette may see an "outline" of tall buildings, but this is not very relevant to people who live and work here. Super-tall buildings may "shape the skyline", but they create dark canyons with streets where no one wants to walk. And destroy Portland's unique "pedestrian friendliness."
    - Nearly 80% of the West End is zoned for 250', 325' and 460' tall buildings, totally contradicting "livability" goals. (The rest is zoned for 150'.)
    - The web of connections and ordinary encounters between people is what builds a livable city. Unique neighborhoods are Portland's trump card. Portland's historic (but unprotected) buildings<sup>1</sup> are an essential part of our history and the ambiance we love. Don't destroy ours with skyscrapers up to 460'.
    - There is a place for tall buildings in Portland, but they need to be placed *strategically*, not allowed willy-nilly everywhere to the detriment of neighborhood livability.
    - Meanwhile, many West End neighbors including myself are requesting a 100' height limit here at least until there is some rationale for and thoughtful placement of higher buildings.
  2. This leads to my second point, the fallacy that you need super-tall buildings to create density.
    - As a teenager, I once visited friends in the Cumberland Apartments (SW Park & Columbia) - a wonderful 4-story brick building built in 1910. I immediately wanted to come here and live in that building in this charming location. It's still here, half a block outside the West End.
      - The Cumberland provides 32 housing units on .1 acre. Is this not **dense** housing?
        - It is 50' tall, but the **zoning permits 250'** to the north and south. Why?

---

<sup>1</sup> National Historic Trust sent to Portland City Council in 2008 a letter opposed to raising building heights in Oldtown/Skidmore, in part, because while bonus transfers preserve the historic buildings, the transfers are not helpful if taller buildings are allowed within the district. The same argument could be made for the West End, especially since there is no historic district to protect it from unbalanced, out-of-scale adjacent development.

- There are many older buildings similar to the Cumberland in the West End.
  - And remember: the greenest building is an existing building with the energy embedded in its building materials.
  - I lived in 4-story and 5-story buildings in Manhattan, and 7-story buildings in Frankfurt, Germany. The other apartment buildings in these areas were of comparable heights, and housed a *dense* population. Everyone walked and used transit. The street scene was vibrant, day and night.
    - These buildings were *affordable* then - the high-rises were not.
3. Affordable housing is not being created or preserved in Portland, and the Proposed Plan does little to change that. In fact, it would encourage demolition of smaller, older (often historic) buildings in the West End that now support "affordable housing," by allowing very high buildings throughout - creating economic pressure to demolish low-rise buildings.
- There's a great unmet need: e.g. in the West End, the Martha Washington's waiting list for apartments is closed; it's months out for vacancies.
  - Close by, there **are** available apartments in the high-rent Ladd Apartments: Studios from \$1,345/mo; to 2 bdrm units from \$2,745.
  - Housing and Neighborhoods goal, #16 p. 32, is: "Low-income affordability: **Preserve the existing supply and continue to support the development of additional housing** to meet the needs of low-income Central City residents."
    - There are several implementation Actions, but little substance to implement the goal, other than "**developing** tools" to partner with the private development community (2016-2021!).
    - **Nothing** in the Plan addresses preserving affordable housing.
  - Affordable housing is NOT being built - the City is not using the tools it has to require it.
    - The city is NOT requiring the affordable housing promised - e.g. North Macadam Investors have built 1,080 condos or apartments in South Waterfront. The city hasn't documented a single unit that qualifies as affordable, contrary to the 430 units promised.
  - Affordable housing is NOT being preserved. The Oregonian: "Low-end units aren't ... being preserved. In 1994 Portland had 77 buildings and **4,554** [affordable] apartments for a single adult holding down a full-time minimum wage job. [Today,] in 2014 there are 44 buildings and **3,271** units."
    - The West End has **41% of the affordable housing** (1,345 units) in Portland's Downtown<sup>2</sup> - while having only about 14% of Downtown's land area.
      - (See PDC's 2010 map of Affordable Housing)
      - Allowing very tall buildings everywhere in the West End will create pressure to demolish these buildings.

---

<sup>2</sup> from Northwest Pilot Project, **Affordable Housing in West End: "2014 Downtown Portland Affordable Housing Inventory"**

- The best way to counter gentrification is not to demolish old buildings and build high rises, but to go into other depressed areas and regenerate them.
  - Small businesses also need affordable space. The Oregonian quotes a small business owner who opened a store in the West End: citing more affordable rents, and mix of classic Portland architecture. Landlords here are revitalizing commercial buildings, attracting independent entrepreneurs opening first shops or gambling on a second.
4. Citizens - and experts - not listened to in plan development process
- There has been much testimony about lack of representation of West Quadrant residents on the advisory committees, which I won't repeat.
  - But I was particularly disappointed that many well-considered comments by the AIA's Portland Historic Landmark Commission dated 9/3/14 recommending revisions to the Plan were disregarded. These would have reinforced both "green city" goals and reuse of existing resources.
    - None of their comments were incorporated into the plan. Examples:
    - p. vii: 7. Building a Low-Carbon Central City: add "Adaptive reuse"
      - Testimony: "Adaptive reuse will help the City reach carbon reduction goals much quicker than new 'sustainable' buildings [which often do NOT live up to their calculated savings]."
      - No recognition of the following from The Green Building Services report: " if Portland would **reuse** buildings likely to be torn down over the next decade, we would ... meet 15% of our carbon reduction goals over that same period."
      - Why were these comments ignored?
    - p. 81 (p. 82 in the Dec. '14 Proposed Plan [Plan]) Recommendation: Transfer of development potential needs to be **strategic** - transfer to designated receiving areas compatible with character of the West End.
      - This was not added. Why?
    - p. 81 (now p. 83 in Plan): in UD 4, more specific language proposed: "propose and work with property owners on listing a West End historic district."
    - p. 82 (now p. 84 in Plan): "Encourage adaptive re-use, salvage and diversion of construction waste should be an environmental policy with appropriate actions to realize this policy." (Actually this should apply throughout the West Quadrant.)
      - Not added, although this could be a significant component of the City's low carbon goals. Why was this ignored?

Thank you for listening.

Deanna Mueller-Crispin  
1221 SW 10th Ave #1013  
Portland, OR 97205

**Moore-Love, Karla**

---

**From:** Adrienne <dhill167@comcast.net>  
**Sent:** Wednesday, February 04, 2015 9:56 AM  
**To:** Moore-Love, Karla  
**Cc:** Adrienne  
**Subject:** Letter in Support of Adoption: West Quadrant Plan  
**Attachments:** WQ Plan Letter - Hill.docx

Dear Ms. Moore,

Please see the attached letter in support of the West Quadrant Plan. My husband and I would appreciate its being added to the record and provided to Council. I am unable to attend today's 2:00 hearing due to a medical issue.

Thank you, and have a nice day.

Adrienne Hill  
2178 SW Kings Court  
Portland, OR 97205

(503) 222-5714

February 4, 2014

Re.: Adopt the West Quadrant Plan as direction for updating the Central City Plan

Letter in Support of the Resolution to Adopt

Dear Mayor Hales and Commissioners:

My name is Adrienne Hill. For over 30 years, my husband David and I have lived and owned property in Goose Hollow. Since the spring of 2010 we have participated in the discussion around the future of Goose Hollow and the West Quadrant Plan through the Goose Hollow visioning process; GHFL monthly meetings, and the VRC.

Today we strongly support the draft West Quadrant Plan and oppose your granting of a continuance as requested by the new Goose Hollow Foothills League Board of Directors. Unlike the new Board, and based on what we've learned over five years of discussion with neighbors and City Planners, we believe that the long term environmental health and economic prosperity of Goose Hollow neighborhood is dependent on new development and greater density.

Kings Hill, where we are raising our family, is one of the densest neighborhoods in all of Portland. Within three blocks of our historic home there are over a dozen private homes, and:

- 9 historic office buildings and three infill condominium complexes;
- a restaurant, a coffee shop, a bar, a convenience store, a dental office, a bakery and a florist, all of which we use;
- three private clubs, a non-profit gallery, an automotive dealership, a major sports arena, a church, two MAX stations, a world class park, and
- Eight very tall, very dense residential towers.

In other words, this is a spectacular place to live and raise a family. Which is pretty much the point: density, such as that found on Kings Hill, promotes and supports the businesses and services that ultimately lead to a safe and vibrant, 24/7 environment. It attracts entrepreneurs who provide day to day amenities and employment opportunities that allow us to get out of our cars and to work, shop and play where we live. It makes possible public investment in parks, crosswalks, streetscapes and alternative transportation nodes that improve our quality of life and environment.

Much has been made of the effort by the new GHFL Board to roll-back five years of work and dialogue on the West Quadrant Plan. Tracy Prince, the new GHFL Chair, claims the process was corrupt, which is just plain silly: like many of our new Board members, Ms. Prince just never bothered to show up at monthly VRC meetings or CC2035 working sessions. Her husband Scott did, however, and he voted in favor of adoption of the Plan before you today. Nearly half of our

new GHFL Directors live in high-density residential towers which they now say they wish to ban. They have never considered that vertical rise development may not only be aesthetically more attractive than a bunch of big, squat boxes, but better for the economic and environmental health of our neighborhood as well. They have, however, thought about how new towers might negatively impact the views from their own high-rise, living room windows.

This Plan includes the thinking and passion of many very smart, dedicated Goose Hollow residents and business owners, and hours of discussion and learning. The process was cooperative and open, and many features of the Plan before you today harkens back to our very first visioning charrette almost five years ago, in which over 50 residents took part. BPS staff worked hard to ensure the Plan incorporates our goals, general and specific, for our neighborhood's future. David and I believe this is a great plan - not perfect, but great – and that it will serve the residents of Goose Hollow, today's as well as tomorrow's, very well for years to come.

Thank you for your consideration.

Adrienne and David Hill  
2178 SW Kings Court  
Portland, OR 97205

**Moore-Love, Karla**

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**From:** Dingfelder, Jackie  
**Sent:** Wednesday, February 04, 2015 9:44 AM  
**To:** Moore-Love, Karla; Wiggins, Rachael  
**Subject:** Fwd: Testimony on Draft West Quadrant Plan, Public Hearing this afternoon - effect on affordable housing  
**Attachments:** Testimony - Proposed West Quadrant Plan public hearing City Council Feb 4 2015.doc; ATT00001.htm

Jackie Dingfelder, Policy Director  
Mayor Charlie Hales, City of Portland  
[jackie.dingfelder@portlandoregon.gov](mailto:jackie.dingfelder@portlandoregon.gov)  
(o) 503-823-4125  
(c) 503-823-8540

Sent from my iPad

Begin forwarded message:

**From:** Deanna <[deanna@involved.com](mailto:deanna@involved.com)>  
**Date:** February 4, 2015 at 9:25:05 AM PST  
**To:** <[jackie.dingfelder@portlandoregon.gov](mailto:jackie.dingfelder@portlandoregon.gov)>  
**Subject:** Testimony on Draft West Quadrant Plan, Public Hearing this afternoon - effect on affordable housing

Hi Jacquie,

I'm attaching my testimony for this afternoon's hearing on the Draft West Quadrant Plan. I have a section on the plan's likely negative influence on the availability of affordable housing.

I would be great if you could have a look at this & bring it to the Mayor's attention before the hearing.

Hope to see you this afternoon.

Thanks a lot,

Deanna Mueller-Crispin  
1221 SW 10th Ave #1013  
Portland, OR 97205  
503-297-6412

Testimony, City Council:  
West Quadrant Plan, Recommended Draft  
Feb. 4, 2015

- I'm a native Oregonian, born in Pendleton
  - Four points:
    1. Keep Portland Portland
    2. It's a false notion that housing density can be achieved only by hi-rises
    3. Affordable housing is not being addressed in the Proposed Plan
    4. Citizens and experts were not listened to in this planning process
1. Highest need in Portland planning is to *keep Portland Portland*- we're probably the most envied city in the USA right now: so let's preserve our *existing livability* - which current planning with its design emphasis on "skyline" won't do.
    - As an example, the "Design Principle" to "Shape the Skyline:" a person driving a car on the other side of the Willamette may see an "outline" of tall buildings, but this is not very relevant to people who live and work here. Super-tall buildings may "shape the skyline", but they create dark canyons with streets where no one wants to walk. And destroy Portland's unique "pedestrian friendliness."
    - Nearly 80% of the West End is zoned for 250', 325' and 460' tall buildings, totally contradicting "livability" goals. (The rest is zoned for 150'.)
    - The web of connections and ordinary encounters between people is what builds a livable city. Unique neighborhoods are Portland's trump card. Portland's historic (but unprotected) buildings<sup>1</sup> are an essential part of our history and the ambiance we love. Don't destroy ours with skyscrapers up to 460'.
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  2. This leads to my second point, the fallacy that you need super-tall buildings to create density.
    - As a teenager, I once visited friends in the Cumberland Apartments (SW Park & Columbia) - a wonderful 4-story brick building built in 1910. I immediately wanted to come here and live in that building in this charming location. It's still here, half a block outside the West End.
      - The Cumberland provides 32 housing units on .1 acre. Is this not **dense** housing?
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<sup>1</sup> National Historic Trust sent to Portland City Council in 2008 a letter opposed to raising building heights in Oldtown/Skidmore, in part, because while bonus transfers preserve the historic buildings, the transfers are not helpful if taller buildings are allowed within the district. The same argument could be made for the West End, especially since there is no historic district to protect it from unbalanced, out-of-scale adjacent development.

- There are many older buildings similar to the Cumberland in the West End.
  - And remember: the greenest building is an existing building with the energy embedded in its building materials.
  - I lived in 4-story and 5-story buildings in Manhattan, and 7-story buildings in Frankfurt, Germany. The other apartment buildings in these areas were of comparable heights, and housed a *dense* population. Everyone walked and used transit. The street scene was vibrant, day and night.
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      - (See PDC's 2010 map of Affordable Housing)
      - Allowing very tall buildings everywhere in the West End will create pressure to demolish these buildings.

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- The best way to counter gentrification is not to demolish old buildings and build high rises, but to go into other depressed areas and regenerate them.
  - **Small businesses** also need affordable space. The Oregonian quotes a small business owner who opened a store in the West End: citing more affordable rents, and mix of classic Portland architecture. Landlords here are revitalizing commercial buildings, attracting independent entrepreneurs opening first shops or gambling on a second.
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  - But I was particularly disappointed that many well-considered comments by the AIA's Portland Historic Landmark Commission dated 9/3/14 recommending revisions to the Plan were disregarded. These would have reinforced both "green city" goals and reuse of existing resources.
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      - Testimony: "Adaptive reuse will help the City reach carbon reduction goals much quicker than new 'sustainable' buildings [which often do NOT live up to their calculated savings].
      - No recognition of the following from The Green Building Services report: " if Portland would **reuse** buildings likely to be torn down over the next decade, we would ... meet 15% of our carbon reduction goals over that same period."
      - Why were these comments ignored?
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      - Not added, although this could be a significant component of the City's low carbon goals. Why was this ignored?

Thank you for listening.

Deanna Mueller-Crispin  
1221 SW 10th Ave #1013  
Portland, OR 97205

**Moore-Love, Karla**

---

**From:** Will Levenson <willie@humanaccessproject.com>  
**Sent:** Wednesday, February 04, 2015 8:30 AM  
**To:** Moore-Love, Karla  
**Cc:** Bischoff, Debbie  
**Subject:** Westside Draft 2035 Plan written testimony  
**Attachments:** HAP Feedback on 2035 Plan - Willamette River Recreation Strategy.docx

Hi Karla,

Good morning, I have attached Human Access Project's written testimony for the Draft Westside 2035 plan. Please confirm that you have received this note and were able to open the attachment.

Yours for the Willamette River,

Willie Levenson  
Ringleader  
Human Access Project  
[humanaccessproject.com](http://humanaccessproject.com)  
PDX, ORE  
Cell: 503.936.6920



Follow us on Twitter [@TheBigFloat](https://twitter.com/TheBigFloat)

Like [Human Access Project](https://www.facebook.com/HumanAccessProject) on Facebook

*Mark your calendar for The Big Float V - July 26, 2015!*



January 30, 2015

Feedback to Draft Central City 2035 West Quadrant Plan "(DRAFT)"

The Executive Summary (page vi) reads "No topic generated more shared enthusiasm among participants than activating the Willamette River, in the water and along the edges." The very last page of the DRAFT – page 227 Urban Design Concept speaks to "Increased human access to the river that is compatible with fish and wildlife habitat". It is Human Access Project's (HAP) opinion that these important ideas did not properly make their way into actionable items in the DRAFT.

Activating the Willamette River has been a strong aspiration in Portland planning efforts in the recent past. According to pages 16-17 there have been 7 planning efforts in the last 11 years related to Willamette River Planning. Perhaps it is time to stop talking about a Portland with a healthier connection to the Willamette River and create a plan that facilitates action. Thank you in advance for considering the changes noted below, the DRAFT will be a more effective tool to create the change that Portland wants to have with its beautiful river, the Willamette with the subtle yet important changes noted below.

1) Include The Big Pipe in the History of the West Quadrant (Pages 9-14) **The Big Pipe project was completely omitted from this history section**, this project, the most expensive public works project in Portland's history has had a significant impact on river recreation. Thanks to The Big Pipe Portland has gained a new leg of livability, as long as Portland protects the Willamette River, it will only get better as time goes on. The Big Pipe has laid the groundwork to why we can talk about increased human access to the Willamette River and actionable plans for Portland citizens to receive the "River Dividend" of their among the highest in the country sewer bills.

2) Creation of Human Access for recreation In past planning efforts visual access has been the edge of aspiration for a connection to the Willamette River. Before the completion of The Big Pipe, raw sewage overflows were a regular occurrence – why would anyone want to get closer to raw sewage? Visual access was enough. There is a significant difference between visual access and human access, the Willamette River in downtown Portland is now safe for recreation 94% of the year thanks to The Big Pipe and it will only get better as our green infrastructure improves. In the future, the projected four annual sewage overflows will occur in non-summer months. Let's create actionable plans to get people to the water's edge to experience the Willamette River, Portland's largest public open space.

It would be helpful to have a clear definition of human access that speaks directly to creating Willamette River water edge access. There are several words and wording that are used to describe access. A definition of Human Access could be referenced in the planning document to have clarity that there is a distinct difference between visual access which is entirely passive and human access which is active and encompasses visual access. HAP suggests inserting the following definition of human access.

**Human Public Access – Three components:**

- 1) Signage that directs people to Willamette River, water edge access.
- 2) A safe, inviting, path that coaxes people to the water's edge of the Willamette River.
- 3) A Willamette River water edge space that people feel comfortable hanging out and provides direct access into the water should a person care to get into the river recreational purposes. The creation of a human habitat.

3) Amendments to Willamette River Polies and Actions (p 47)

- a) Goal H: add a mention of Recreation along with the other aspirations listed. Recreation deserves its own distinction.
- b) Add definition of Human Public Access. Habitat and Water Quality are defined terms, let's be clear on what we are trying to create, Portland wants to get to the water's edge, not just to look at it. A definition will provide clarity (suggested definition above).
- c) Add 26 below (p48), language lifted from Willamette River Recreation Strategy 2012.  
*26. Willamette River Recreation. Increase Portlanders' enjoyment of, and direct experience with the Willamette River. Bring people closer to the Willamette River to foster an improved understanding of river history, economy and ecology. Provide for safe, enjoyable, and valuable on and in water recreational experiences for all users.*
- d) Define performance targets for creation of human access. Although there are specific 2035 performance targets for "Linear feet of riverbank habitat enhancement", there are **NO** performance targets for creating human access to the Willamette River.
- e) Parks & Open Spaces (p 31) The Willamette River is Portland's largest public open space. There is **NO** discussion of increasing human access to the Willamette River for recreation in this section.

4) Inconsistent Urban Design Policies for the Willamette River in different neighborhoods. There are basic baseline needs that every neighborhood touching the Willamette River needs. The Urban Policy statement was different for each neighborhood, perhaps as a result of having different authors. South Waterfront wins the prize for best wording of these basic needs (p130) and should be applied to every neighborhood (see below).

*River Access. Encourage improvements along the Willamette riverfront in South Waterfront to enhance resident, employee and visitor access to and enjoyment of the river for activities like contemplation, recreational boating, swimming and fishing.*

5) Incentivize creation of improved human access on developmentally challenged sites. (p 26)

While it is true that any development along the Willamette River will be subject to the rules of the Willamette Greenway plan, what can Portland do to add enticement to create opportunities for public private partnerships that would result in increased Willamette River water edge access.

#### Miscellaneous fine tuning

1) Most of downtown's activity is away from the riverfront (p. 20) – This section dances around the idea of getting people to the Willamette Rivers water edge. It would be helpful if there was a more forthright statement that says “The city needs to create better human access to the Willamette River”.

2) Embrace the River (p 23) In the Embrace the River section on in the first paragraph there is mention of “increasing access to the Willamette River”. We recommend this is clarified to state, “increase *human* access to the Willamette River”, for the reasons stated above. Same comment for the final paragraph which states there needs to be “More ways to access the water”. This would be better stated as “More ways to create human access to the Willamette River.”

3) District Goals, Policies and Implementation Actions (P57) Introduction section – there is **NO** mention of the Willamette River in this entire section. This is an opportunity to reiterate that creating better connections and human access to the Willamette River is a priority.

4) Implementation Actions: Downtown – Environment EN3 (p 73) Seasonal restrictions would be fine after October 1, swimming season would be well over by that time as long as there were alternative places available for people to get to the water's edge. There is currently an extreme deficit of Willamette River water edge access points in downtown Portland.

5) Implementation Actions: Pearl District – Transportation TR6 (p104) Change to “improve human access to the Willamette River”. It needs to be clear that visual access is not enough, we want to encourage human access to the river.

6) Urban Design Policies (p 105), bullet point #2, change “human activities” to the suggested defined term of human access.

7) Implementation Actions: Pearl District – Environment (p107), EN1 – add encourage creation of new human access point.

8) Old Town – Implementation Actions – Transportation TR5 (p117) Change to “provide human access to the river.”

9) Implementation Actions: Old Town Chinatown – Urban Design (p120) UD10 – change to “Explore opportunities for human access to the Willamette River...”

10) South Waterfront (p 125) Create a signature riverfront open space as part of the greenway system. There is no mention of creating human access in this element only habitat. The fundamental question is, is the Willamette River just something to look at or something to engage with. Any signature greenway piece should incorporate both habitat and human access.

11) Implementation Actions: South Downtown / University District RC8 (p 137) Note that human access is referred to here with no definition as to what this is. Please see point regarding suggested definition of human access.

12) Appendix A (p145) – there is no discussion of Willamette River Recreation and human access in this section. This issue which was expressed as very important in the executive summary of the DRAFT.

Thank you in advance for your consideration of these changes, in our humblest of opinions these changes will strengthen the DRAFT and facilitate the aspirations of the many well intentioned river planning documents of the past.

Sincerely,

Willie Levenson  
Human Access Project  
Ringleader

2800 NE Edgehill Place  
Portland, Oregon 97212

**Moore-Love, Karla**

---

**From:** Patrick Gortmaker <patrick@kalbererco.com>  
**Sent:** Wednesday, February 04, 2015 8:27 AM  
**To:** Moore-Love, Karla  
**Subject:** West Quadrant Plan - Old Town Chinatown Community Association Letter  
**Attachments:** OTCT CA West Quadrant City Council Final Draft Recommendations (Board Signature) - February 3, 2015.pdf

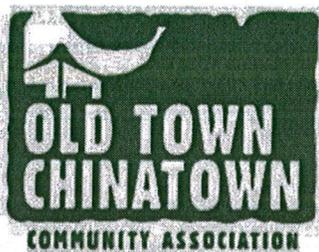
Karla:

My name is Patrick Gortmaker and I am the Co-Chair of the Land Use and Design Review Committee for the Old Town Chinatown Community Association.

Attached is the response for the Recommended Draft Plan for the West Quadrant as part of the Central City 2035 planning process signed by the Community Association Board. Unfortunately due to a conflict, I will not be able to attend to testify at Council today. Can you please circulate this letter to the Mayor and Commissioners as our testimony.

Thanks, Karla and please let me know if you have any questions.

Patrick Gortmaker  
Kalberer Company  
Phone: (503) 227-8600, x13  
Cell: (503) 807-3517  
Facsimile: (503) 222-3555



February 3, 2015

To: Mayor Charlie Hales

Commissioner Amanda Fritz

Commission Dan Saltzman

Commissioner Nick Fish

Commissioner Steve Novick

Re: Recommended Draft – West Quadrant Plan

Mayor Hales and Commissioners:

The Old Town Chinatown Community Association is submitting this letter in support of the Central City 2035 West Quadrant Recommended Final Draft Plan, specifically with respect to Old Town Chinatown. With the recent adoption and support of the 5-Year Action Plan for the neighborhood, Old Town Chinatown is finally a neighborhood on the brink of great progress and success. The long range planning, goals and actions in the recommended final draft of the West Quadrant Plan will be instrumental in creating sustainable, economic momentum and continued success for the revitalization of the entire district.

We strongly advocate that City Council and the Planning Bureau consider the following key planning objectives:

1. There has been much discussion about height adjustments in the district as a tool or incentive for new development. In 2008, this discussion focused on opportunity sites in the National Register Landmark District, the Skidmore Old Town historic district. Today there is agreement that height should remain at the current 75' in the Skidmore Old Town historic district. However, the final draft plan discusses studying additional height up to 150' in the New Chinatown Japantown historic district on the 3 blocks between West Burnside and NW Everett and between NW 4<sup>th</sup> and NW 5<sup>th</sup> Avenues. We feel that this is too much height and covers too many blocks. Within these 3 blocks, there are only two surface parking lots available for infill

development. We feel that this study of additional height should be **focused only on a single block, Block 33**, the full block surface parking lot between NW Couch and NW Davis/NW 4<sup>rd</sup> and NW 5<sup>th</sup> Avenues and that the height that is studied for this site should be **no more than 150' as recommended in the final draft plan.**

Block 33 is a catalytic opportunity site and has had several opportunities at real development. Despite \$12 million dollars of reserved TIF funding, the owner could not make this happen under the current 100' height limit. We were challenged to look at using height as a development tool and the neighborhood would like to explore additional height **up to 150'** for this site in bonuses that would meet our district goals of housing and preservation. **This block is too big to fail** and we must look at this opportunity and its impact to the district and the city.

2. We want to be very clear that there **cannot be a discussion of additional height without strong design guidelines** for the district. This is the only way the City can ensure compatible infill development in these historic districts while minimizing the uncertainty of developers undertaking the land use process to seek additional height. We strongly recommend that the sequencing of the recommended implementation actions, Actions RC4, UD3, UD4 and UD5, **be done concurrent with one another** and that these be done as part of the CC 2035 planning process. With some minor modifications to the work completed in 2008, we must move forward and adopt the already drafted Skidmore Old Town historic design guidelines and begin the work and development of **new and specific design guidelines for New Chinatown Japantown** as soon as possible. We would support the use of PDC TIF resources to ensure that this could be done in the expedited timing that we are recommending.

The Old Town Chinatown Community Association is in the process of learning more about a possible update to the National Register nomination for the New Chinatown Japantown historic district, but we have yet to achieve consensus on whether we support such a rewrite. Without additional information and time to hear from various stakeholder groups, particularly the Chinese and Japanese communities, we cannot support the rewrite at this time. That is not to say we would oppose it in the future, but we need more information about its purpose, goals, and the process for undertaking such an important task.

3. We are a neighborhood that is rooted in an incredibly rich historical past. The architectural and cultural history of this district is an asset to the entire City and helps shape and inform our neighborhood identity. It also can and should be an economic driver for the district. This, however, requires a stronger emphasis on the economic tools to support the rehabilitation of these significant historic resources.

Unfortunately, the longer range 2035 planning and possible changes in the regulatory framework, including the Historic Resource Code Amendments (HRCA), may be too late for some of these properties. Restore Oregon is working hard on a long overdue State Historic Tax Credit and rebate program and we look for this City Council's support as this moves forward through the legislative process.

PDC's participation will be equally critical in mixed-use, market rate developments in targeted areas of the district where a combination of commercial and residential uses are needed to revitalize this neighborhood. With its many two-story, mixed-use historic properties, Old Town Chinatown is a perfect example of a district that desperately needs PDC to bring its resources to bear on both commercial and residential uses. This need was highlighted and prioritized by residents, stakeholders, and the Old Town/Chinatown Community Association during the development of PDC's 5-Year Action Plan for the neighborhood. PDC resources need to continue to support key, mixed-use projects in Old Town. We will continue to work with the Portland Development Commission on short term resources to help with the preservation of these buildings, but we need a long term plan that can ensure that these buildings are financially viable and continue to contribute to the history of the district for generations to come.

4. **Housing balance in the district continues to be challenging.** While we have done an extraordinary job preserving the affordable housing in the district with partners like Central City Concern, Innovative Housing, Blanchet House, Transition Projects and many other non-profit partners, we continue to have an imbalance of housing in the district. Over 66% of the housing in the district is at 60% MFI or below. **There is no better place in this city to target more diverse housing and incomes than in Old Town Chinatown.** Ensuring that new units constructed in the district serve households that earn between 50% - 120% MFI for workforce, student and market rate housing is critical to bringing this key Central City neighborhood into balance. This is the reason that we supported the SDC waiver incentive on up to 500 units of new housing as part of the 5-Year Action Plan. But SDC waivers are not enough.

We urge this City Counsel and the PDC to consider using **non-set aside TIF resources** to support the development of housing affordable to households earning between 60% and 120% of area median income (AMI). There has been discussion at City Hall and beyond over the last year about a gap in Portland for workforce, or middle-income, housing. Not everyone agrees that there is a shortage and, if there is one, it may exist only in certain neighborhoods. But it is a fact that the City of Portland currently lacks a toolkit to incentivize the creation of housing affordable above 60% AMI. The Portland Housing Bureau's funding sources, including TIF set-aside funds, are limited to serving 60% and below. The open market is booming, but the vast majority of new units

coming online are not affordable to households that earn below 100-120% of AMI. Efforts are being made to increase the City's ability to support workforce housing, but there remains a space that PDC could fill. In 2015-16 it would be worthwhile for PDC to examine how middle-income, or workforce housing, could support PDC's goals around job creation, economic development, and place making and consider ways that PDC might participate in the creation of such housing.

We will continue to look at tools the help us meet the goals of changing this balance of housing for Old Town Chinatown.

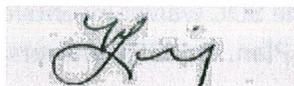
5. **We do not support the closure or taxing of the surface parking lots in the district.** Closing surface parking lots will not stimulate development. In fact, it will create further challenges for the district as we try to attract more companies to move into the neighborhood. We support the Portland Development Commission's effort to create dedicated, shared parking opportunities that will satisfy requirements for preservation parking stalls for our many historic buildings and attract much-needed new construction and infill development on the surface lots in the district. We encourage the City and PDC to focus on identifying these types of tools, along with other subsidies, to incentivize new development on surface parking lots, rather than penalizing owners who are providing critical parking in the neighborhood.

We look forward to working with the BPS staff to ensure that this long term planning helps move Old Town Chinatown into the future as a vibrant, economically healthy and viable neighborhood. This is the time for Portland to realize that a healthy Old Town Chinatown is critical to the health and vibrancy of the entire Central City.

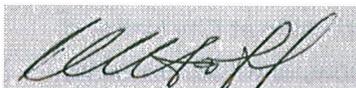
Thank you for your consideration of these comments.



Howard Weiner, Chair  
Cal Skate Skateboards



Helen Ying, Vice Chair  
Golden Horse Restaurant



David Hooff, Treasurer  
Northwest Health Foundation



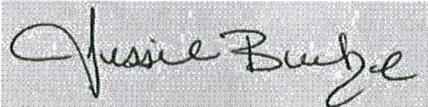
Jacqueline Peterson-Loomis, Secretary  
Old Town History Project, Principal



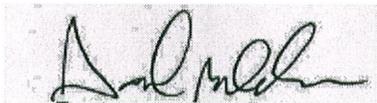
Patrick Gortmaker, Board Member  
Kalberer Company



Paul Verhoeven, Board Member  
Portland Saturday Market



Jessie Burke, Board Member  
The Society Hotel, Partner



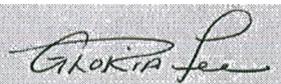
Dan Lenzen, Board Member  
Concept Entertainment



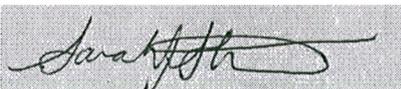
Jane DeMarco, Board Member  
Lan Su Chinese Garden



Zachary Fruchtengarten, Board Member  
Gevurtz Menashe  
Fleischner Mayer Building Owner



Gloria Lee, Board Member  
The Giving Tree & CCBA



Sarah Stevenson, Board Member  
Innovative Housing, Inc.

**Moore-Love, Karla**

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**From:** Debbie Kitchin <dkitchin@interworksllc.com>  
**Sent:** Wednesday, February 04, 2015 7:12 AM  
**To:** Moore-Love, Karla; Hales, Mayor; Commissioner Saltzman; Commissioner Fish; Commissioner Fritz; Novick, Steve  
**Subject:** West Quadrant Plan comments  
**Attachments:** Testimony Westside ramps - City Council.doc

Dear Mayor Hales and Commissioners,  
Please find the testimony of the Central Eastside Industrial Council on the West Quadrant Plan attached. Thank you for the opportunity to share our concerns.

Debbie Kitchin  
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Commercial Tenant Improvement and Renovation  
Earth Friendly Remodeler  
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Central Eastside Industrial Council Testimony before City Council, February 4, 2015,  
Debbie Kitchin, President, Board of Directors, P.O. Box 14251, Portland, OR 97293

Thank you for the opportunity to comment on the proposed draft West Quadrant Plan today. I am Debbie Kitchin and I am testifying on behalf of the Central Eastside Industrial Council.

Our board and members are concerned about the language and direction suggested in the Downtown portion of the plan that would impact the ability to move freight out of the district. We are concerned specifically about the proposed removal or reconfiguration of the west side ramps and approaches to the Morrison Bridge and TR12 to "lessen the impact of freight and general traffic on Naito Parkway destined to I-5 south from the Central Eastside".

The Central Eastside is home to over 17,000 jobs. We are the only district in the city that saw significant job growth during the recession. We are a vibrant district, creating not only new jobs but new businesses with regional benefits. The Central Eastside provides a unique and diverse mix of products. Our businesses produce and distribute building materials, food products, furniture, coffee, beer, bicycles, machinery, athletic equipment, school uniforms – the list goes on and on. Many of the businesses are traded sector, meaning they sell some or all of their products and services outside the region, contributing to the long-term economic prosperity of our region. Furthermore the industrial composition of our district enhances the prospects for high quality family wage jobs and opportunities which helps meet the City's goals for equity.

We need to be able to move those products to markets, whether local or beyond, in an efficient way. Without the westside ramps, deliveries take longer, requiring longer driving time. They create more congestion in the downtown core or on other critical access points. They contribute more carbon emissions to the environment. Ultimately, the additional cost may lead some businesses to choose to move their operations and jobs outside of Portland, having a negative impact on the economic health of the City.

The CEIC has fought hard to maintain efficient freight movement in and out of the district. Removal of the ramps not only impacts our access to I-5 south but our access north to highway 30 and points west in the region. We need the ramps and access to Naito Parkway.

WEST QUADRANT PLAN

IF YOU WISH TO SPEAK TO CITY COUNCIL, PRINT YOUR NAME, ADDRESS, AND EMAIL.

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✓ Wendy Rahm	1221 SW 10th Ave, #1001 97205	wvr@m.com
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✓ Bob Sallinger	5151 NW Cornell Rd	bsallinger@willametteportland.org
✓ Patricia Gardner Gardner	1200 NW Marshall St ST 1307	patig57@gmail.com
✓ Brooke Buxbaum	1502 NW 24th Ave 97240	bebux@me.com
✓ MICHAEL JAMES	1930 NW Irving 97209	mjames@gmail.com
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30	GARY KRUGER	1030 SW Jefferson St; #620, 97201	gary.kruger830@gmail.com
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✓ Jill Long	601 SW 2nd Ave. 97204	longjelanepowell.com
✓ Deanna Mueller-Crispin	1221 SW 10 <sup>th</sup> Ave 97205	deanna@involved.com
✓ Debbie Kitchin	P.O. Box 14764, 97293	dk.kitchin@interworksllc.com
✓ MARK VELKY	PORTLAND, OR. 97205-1137 1000 SW VISTA AVE. APT. #712	Dmc.LOTUS@YAHOO.COM
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✓ Wilfried Mueller-Crispin	1221 SW 10 <sup>th</sup> Ave #1013	wilfried@involved.com
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Date 02-04-15

See back →

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NO Stephan Lewis	5741 SW Miles St.	97219	stephanjlewis@gmail.com

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## Testimony, Proposed West Quadrant Plan

February 4, 2015

Testimony in favor of height restrictions to a maximum of 100 feet in the West End and the re-vitalization of already existing buildings; and further study before Plan adoption.

I call it "Livability for the many rather than enrichment and ego-building to the few"!

Background: Born in Germany in a small town near Frankfurt/Main. While my sister worked on the main business strip in Frankfurt for over 45 years and always felt comfortable day or night, now with the many high-rises and increased crime in the city, she wouldn't set foot there after sundown. Overall clustered high-rises often create dark and unsafe corridors; it's harder to find your orientation, since it's no longer on a human scale.

My wife and I moved to downtown PDX in the fall of 2008 from unincorporated Washington County to a high-rise building on SW 10<sup>th</sup> and Jefferson. What attracted us was the openness, variety of architectural building styles (many of them of historical value giving the city warmth and character), and livability of the downtown area: a city that is WALKABLE, VIBRANT, and FULL-OF-LIFE (as promoted by 'Travel Portland') – not full of high-rise business complexes that goes dead after 5:00 pm, but satisfies the ego and pocketbooks of a few. Tourists visit PDX for what it is now, Film producers find it more attractive than ever – so why change the formula?

We visited Houston, Texas last spring stayed within walking distance of its museum district. To get there we had to pass through several clusters of high-rises. Not only did the surroundings make us feel small, it created shady wind-tunnels of cold air, where we had to pull our jackets on and zip them up in what would have otherwise been a sunny T-shirt day. High-rises create a higher level of car fumes that just sits there polluting the air – something to consider with the threat of global warming.

We also just visited Dresden and Leipzig in Germany, which are some of the most traveled-to vacation spots in Germany. As most of you know, Dresden was a blank slate after WW2 after nearly total bombing destruction and yet they chose to re-design and re-build the city with virtually NO buildings higher than 6-8 stories tall. But no one would ever think of calling Dresden a "stumpy town," as some developers have termed Portland (for its supposed lack of high-rise buildings); I am proud of what Portland represents and has to offer – [they] are obviously not but still get to call the shots.

It appears that a plan with outdated (over 20 years old) building heights is being forced through with few changes, considering findings in other cities (such as Vancouver, BC) where residents are coming to the conclusion that this approach has failed. Looking at the process, I feel that staff seems inflexible concerning consideration and incorporation of public input that spoke loud and clear at the hearing process. In essence, practically nothing that was suggested concerning lower building heights and various policies that could help retain our historic building heritage was incorporated in the proposed plan

before you. It seems that the advisory board was stacked with development interests. In short, I find the insistence on creation of a “skyline” extremely short-sighted, uninspired and not in the best interest of the broader public. At this point I can’t see how the current plan will benefit the general public and current tax payers.

To live and especially to live happily, people need natural light which is taken away by clustering high-rise buildings in close proximity.

Ultimately, we have to ask ourselves what we are trying to create: is it a livable, interesting, vibrant, and diverse city center or just a space filled with someone’s uninspired vision imitating anonymous towers???

Take a close look at the South Waterfront – is this what Portland residents (people who already live in this Quadrant) want for our city core – development at any price, without any concern for the destroyed neighborhoods, urban wildlife areas, and history?

Many of the existing properties that give Portland its meaning and purpose can be revitalized to provide lower-income affordable housing – which is desperately needed and very difficult to achieve with expensive high-rise buildings.

**We DO NOT** need an enhanced skyline – **We NEED** a vibrant, diverse and livable City Center, that has human scale with its shape decided by people who live, work, play, and hopefully breathe and thrive here.

We’ve been fortunate enough to travel to over 60 countries, with some of the largest cities in the world, just to name a few: Sao Paulo, Buenos Aires, Sydney, Frankfurt, Berlin, Paris, Barcelona etc. The most comfortable and safe city centers of these maintain a human scale and historical interest.

The above-mentioned cities demonstrate that the same/similar density can be achieved with 8-story buildings, since they don’t require airshafts and the like that greatly reduce the usable square footage of high-rises. Nor do they require step-back designs to keep some measure of sunshine on the streets.

I think that a plan of this significance demands an impact study about the effects and benefits before it’s put up for adoption. A design and building impact study should be conducted by an independent body of experts, such as green building architects, social behavior specialists, environmentalists, and people residing in the area.

Wilfried Mueller-Crispin  
1221 SW 10<sup>th</sup> Ave unit 1013  
Portland, OR 97205  
wilfried@involved.com

I'm Steve Pinger, and I reside at 2669 NW Savier St. I represented the Northwest District on the Stakeholder Advisory Committee for the West Quadrant Plan, and wrote the Minority Report on building height policy. I am also a Portland native and have lived here almost all of my life. I sat in this very room in 1972 when the Downtown Plan was adopted by Council.

In my work, I have been involved in the design of a number of tall buildings, and so it was interesting to me to watch my views of the potential impacts of tall buildings evolve considerably over my time on the SAC, to the extent that I felt compelled to write the minority report on the Northwest District's behalf.

I hope that you have had the opportunity to read through the minority report, because I feel that in 4 un-dense pages it raises a handful of important questions about current and proposed building height policy. But at heart, the minority report is not really about building heights, but about what kind of city do we want Portland to become over the next generation. How we manage how tall buildings can be, and where they can be built, is fundamental to this question, and no other factor has the ability to influence the livability of the central city as much as this does, and Portland's livability is truly its greatest asset. Everybody wants to come to work and live in Portland, and not because of its exciting skyline, but because of its comfortable scale, the character of its streets and neighborhoods and its unpretentious buildings and way of life. These qualities are the soul of Portland that I believe we need to be careful to conserve, and that I fear that the building height concept of the West Quadrant Plan, as currently written, puts in jeopardy.

And so, my request is that the Council consider adopting the four specific recommendations of the Minority Report, along with the non-binding Resolution to adopt the West Quadrant Plan. The recommendations do not suggest lowering building heights, or any changes in current policy. They are intended to be uncontroversial, and to simply establish the framework for a more comprehensive review of this critical area of public policy as the West Quadrant Plan goes forward.

February 4, 2015

Re: West Quadrant Recommended Draft - Testimony In Favor of Adoption by Resolution

Good afternoon, my name is Mary Valeant. I am a resident of the Goose Hollow neighborhood, an architect, and the mother of two young children. I was a Goose Hollow Foothills League board member from 2009-2013, chair of its Visioning Committee from 2011-2013 and was the neighborhood's representative to the West Quadrant Stakeholders Advisory Committee. I am here today to encourage Council approve the Recommended Draft.

Goose Hollow has been working on this draft for more than four years now. The GH Vision Realization Committee established in 2011 sought to bring together a diverse representation of neighborhood stakeholders to craft its vision prior to the CC2035 process. The work of that committee culminated in a list of Neighborhood Principles that were incorporated into the Draft before you. I'd like to thank the many residents, Goose Hollow board members, neighborhood businesses, and representatives from Lincoln HS, the MAC, Hotel deluxe, The Oregonian, and Artists Repertory Theater who served on this committee during the time that these Principles were drafted.<sup>1</sup>

In addition, I would like to thank the staff at the BPS for their time and attention to the neighborhood. They spent countless hours attending neighborhood meetings, organizing and conducting a neighborhood Charette, Open House, and drafting and redrafting District Goals and Policies to align with the neighborhood vision.

The document before you successfully incorporates the aspirations of the Goose Hollow Neighborhood and provides for improved livability for its current and future residents. The plan envisions a neighborhood main street on Jefferson with a restored Vista Bridge at its terminus, a redeveloped Lincoln High School site with a public greenspace and community center, a safe and improved Burnside, a mixed-use vibrant center around Providence Park, affordable family and workforce housing, and a cap over 405 reconnecting us to downtown and offering valuable development and open space opportunities.

As a neighborhood we are rightfully excited at the prospects and are ready to start implementing the plan. To do so, this Council can help. I would recommend in addition to adoption of this document, Council considers acting on the following four issues critical to Goose Hollow and the City at large in the near future.

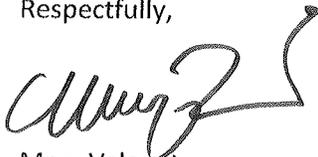
1. Lincoln: The PPS Board has approved a new Lincoln to be included on a 2016 bond. Master planning of the site will begin soon. This is a critical piece of property in Goose Hollow and the

Central City at large. City collaboration with PPS, the neighborhood, and the Lincoln community in the coming months is essential to maximize its potential.

2. Burnside: This is the only street in the West Quadrant termed a “high-crash corridor.” The draft does little improve it, instead referring to adopted Council policy favoring a couplet. There was talk about a fall-back plan, but nothing has been done. This street is too important to let languish; Council should take action now.
3. I-405 Cap: Yes, this is a big project, but every neighborhood that touches 405, recognized it as a barrier and source of noise and pollution that detracts from the livability of the City. As the City grows, the area over 405 will continue to gain in value. Capping 405 cannot just a line item in a long-range plan. The City should start now by directing PDC to coordinate efforts with regulatory agencies to begin the planning and permitting process necessary to begin as soon as it is fiscally viable.
4. Historical Inventory: With population growth making our historic structures more vulnerable, this inventory and the methods we use to protect them needs to be revisited and updated as soon as possible.

Thank you very much. I appreciate the opportunity to present this testimony today.

Respectfully,



Mary Valeant

2318 SW Market St. Dr.

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<sup>1</sup> Goose Hollow Vision Realization Committee Members and Regular Participants (2011-2013):

Peyton Chapman, Lincoln HS Principal

Rick Potestio, Resident and Architect

Gerry Gast, Resident and U of O Professor of Architecture and Urban Planning

John Karafotias, The Oregonian

Dan Petrusich, Property Owner

Timothy Moore, Resident, GHFL Board Member

Nicholas Clark, Resident, GHFL Board Member and Neighborhood Business Owner

Scott Schaffer, Resident and GHFL Board Member

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Norm Rich, General Manager of the Multnomah Athletic Club

Tim Block, Hotel deluxe

Alexis Ingram, Artists Repertory Theater

Linda Cameron, Resident, Architect, and former GHFL Board member

Craig McConachie, Neighborhood Business Owner

Doug Richardson, Resident

Tina Wyszynski, Resident

Wilma Caplan, Resident and Business Owner

John Weil, Allied Works Architecture *(which is located in Goose Hollow and won the Vancouver, WA 1-5 cap project)*

Sarah Bronstein, PSU Graduate Student in Urban Planning

Mary Valeant, Resident, Architect, former GHFL Board Member and VRC Chairperson

Dear Mayor Hales, City Commissioners, members of the City Council and Planning and Sustainability Commission,

I have been a West End resident for almost eight years. The primary consideration that encouraged my husband and me to move to the West End was the remarkable combination of amenities, character and walkability of the neighborhood. Part of that character and walkability comes from the diverse historic architectural styles and proximity to resident-centric resources.

Portland has a history of being progressive and forward-thinking. Our city has benefited from the foresight and careful planning of previous generations. From Park Blocks developed in the 1880's to the esplanades on the Willamette River in the 1990's to public sculpture gardens to the Portland Streetcar to our bicycle lanes, every effort has been made to preserve and enhance the livability of the city. Let's extend that thoughtful planning to the entire West End neighborhood.

The West End showcases (among other buildings) a Belluschi museum and 19th century churches. These structures, with their lower profiles, add to the appeal of the entire downtown area. The museum, library, shops, restaurants and parks draw tourists and new residents to the West End. It's the quality of life offered by a human-scaled environment that encourages bicycles and mass transit use, offers neighborhood necessities for area residents in buildings that do not dwarf older buildings, that will continue to make Portland one of the most attractive and livable cities on the West Coast.

Do we want to overshadow one of the most appealing points of downtown living by building skyscrapers more appropriate to New York or Chicago? Do we want to end up as yet another large city where pedestrians hustle through dim urban canyons?

You are at a point where you can decide the trajectory of Portland's growth: looking forward to the future by providing opportunities for appropriate densities while respecting and referring to architects of Portland's past.

I ask you to please lower maximum building heights to no more than 100'.

With sincere regards and gratitude for your service to the city of Portland,

Jamie Anderson  
1221 SW 10th Ave.  
Portland, Oregon 97205

Feb 4, 2014  
From: Christine Neilsen  
1221 SW 10<sup>th</sup> Avenue, #1604  
Portland, OR 97205

My name is Christine Neilsen. I am a resident of the West End and past chair of the Eliot Tower Condominium Owners' Association.

I chose purposely to live in the West End, an area of mixed-use structures evocative of the time when Portland's distinctive neighborhoods were developing around street-car lines. I value that this is not the glamorous Pearl District, or the futuristic South Waterfront. This is a neighborhood in an old-fashioned sense.

I ask you to consider the treasured history of turn of the century Portland in the West End's existing buildings. Should the allowable heights specified in the draft West Quadrant plan be adopted, the buildings that not only give the neighborhood character but offer affordable housing to a large number of elderly on fixed incomes, Portland state students, and those of moderate means who work downtown would over time give way to more costly housing and lead to gentrification. This is a neighborhood that should continue to develop to support a balanced mixture of populations across the economic spectrum. What we call the "middle class" is the least represented in the West End.

In order to add new residents that will bring additional vitality to our neighborhood and, at the same time, protect the character of the neighborhood, and continued affordability across a spectrum of incomes, building height must not exceed 80-100 feet.

For those locations in the West End where buildings in excess of 8-10 stories might make sense, developers should be required to seek and win a variance, making the case for how the added height will strengthen the area not degrade it. Ideally new buildings of 5-8 stories should be encouraged.

In that way, new development will enhance the fabric of the neighborhood.

Testimony, City Council:  
West Quadrant Plan, Recommended Draft  
Feb. 4, 2015

- I'm a native Oregonian, grew up in Pendleton
  - Four points:
    1. Keep Portland Portland
    2. It's a false notion that housing density can be achieved only by hi-rises
    3. Affordable housing is not being addressed in the Proposed Plan
    4. Citizens and experts were not listened to in this planning process
1. Highest need in Portland planning is to keep Portland Portland- we're probably the most envied city in the USA right now: so let's preserve our *existing livability* - which current planning with its design emphasis on "skyline" won't do.
    - As an example, the "Design Principle" to "Shape the Skyline:" a person driving a car on the other side of the Willamette may see an "outline" of tall buildings, but this is not very relevant to people who live and work here. Super-tall buildings may "shape the skyline", but they create dark canyons with streets where no one wants to walk. And destroy Portland's unique "pedestrian friendliness."
    - Nearly 80% of the West End is zoned for 250', 325' and 460' tall buildings, totally contradicting "livability" goals. (The rest is zoned for 150'.)
    - The web of connections and ordinary encounters between people is what builds a livable city. Unique neighborhoods are Portland's trump card. Portland's historic (but unprotected) buildings<sup>1</sup> are an essential part of our history and the ambiance we love. Don't destroy ours with skyscrapers up to 460'.
    - There is a place for tall buildings in Portland, but they need to be placed *strategically*, not allowed willy-nilly everywhere to the detriment of neighborhood livability.
    - Meanwhile, many West End neighbors including myself are requesting a 100' height limit here at least until there is some rationale for and thoughtful placement of higher buildings.
  2. This leads to my second point, the fallacy that you need super-tall buildings to create density.
    - As a teenager, I once visited friends in the Cumberland Apartments (SW Park & Columbia) - a wonderful 4-story brick building built in 1910. I immediately wanted to come here and live in that building in this charming location. It's still here in the West End.
      - The Cumberland provides 32 housing units on .1 acre. Is this not **dense** housing?
        - It is 50' tall, but the **zoning permits 250'** to the north and south. Why?

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<sup>1</sup> National Historic Trust sent to Portland City Council in 2008 a letter opposed to raising building heights in Oldtown/Skidmore, in part, because while bonus transfers preserve the historic buildings, the transfers are not helpful if taller buildings are allowed within the district. The same argument could be made for the West End, especially since there is no historic district to protect it from unbalanced, out-of-scale adjacent development.

- There are many older buildings similar to the Cumberland in the West End.
  - And remember: the greenest building is an existing building with the energy embedded in its building materials.
  - I lived in 4-story and 5-story buildings in Manhattan, and 7-story buildings in Frankfurt, Germany. The other apartment buildings in these areas were of comparable heights, and housed a *dense* population. Everyone walked and used transit. The street scene was vibrant, day and night.
    - These buildings were *affordable* then - the high-rises were not.
3. Affordable housing is not being created or preserved in Portland, and the Proposed Plan does little to change that. In fact, it would encourage demolition of smaller, older (often historic) buildings in the West End that now support "affordable housing," by allowing very high buildings throughout - creating economic pressure to demolish low-rise buildings.
- There's a great unmet need: e.g. in the West End, the Martha Washington's waiting list for apartments is closed; it's months out for vacancies.
  - Close by, there **are** available apartments in the high-rent Ladd Apartments: Studios from \$1,345/mo; to 2 bdrm units from \$2,745.
  - Housing and Neighborhoods goal, #16 p. 32, is: "Low-income affordability: **Preserve** the existing supply and **continue to support the development of additional housing** to meet the needs of low-income Central City residents."
    - There are several implementation Actions, but little substance to implement the goal, other than "**developing** tools" to partner with the private development community (2016-2021!).
    - **Nothing** in the Plan addresses preserving affordable housing.
  - Affordable housing is NOT being built - the City is not using the tools it has to require it.
    - The city is NOT requiring the affordable housing promised - e.g. North Macadam Investors have built 1,080 condos or apartments in South Waterfront. The city hasn't documented a single unit that qualifies as affordable, contrary to the 430 units promised.
  - Affordable housing is NOT being preserved. The Oregonian: "Low-end units aren't ... being preserved. In 1994 Portland had 77 buildings and 4,554 [affordable] apartments for a single adult holding down a full-time minimum wage job. [Today,] in 2014 there are 44 buildings and 3,271 units."
    - The West End has **41% of the affordable housing** (1,345 units) in Portland's Downtown<sup>2</sup> - while having only about 14% of Downtown's land area.
      - (See PDC's 2010 map of Affordable Housing)
      - Allowing very tall buildings everywhere in the West End will create pressure to demolish these buildings.

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<sup>2</sup> from Northwest Pilot Project, **Affordable Housing in West End: "2014 Downtown Portland Affordable Housing Inventory"**

- The best way to counter gentrification is not to demolish old buildings and build high rises, but to go into other depressed areas and regenerate them.
  - Small businesses also need affordable space. The Oregonian quotes a small business owner who opened a store in the West End: citing more affordable rents, and mix of classic Portland architecture. Landlords here are revitalizing commercial buildings, attracting independent entrepreneurs opening first shops or gambling on a second.
4. Citizens - and experts - not listened to in plan development process
- There has been much testimony about lack of representation of West Quadrant residents on the advisory committees, which I won't repeat.
  - But I was particularly disappointed that many well-considered comments by the AIA's Portland Historic Landmark Commission dated 9/3/14 recommending revisions to the Plan were disregarded. These would have reinforced both "green city" goals and reuse of existing resources.
    - None of their comments were incorporated into the plan. Examples:
    - p. vii: 7. Building a Low-Carbon Central City: add "Adaptive reuse"
      - Testimony: "Adaptive reuse will help the City reach carbon reduction goals much quicker than new 'sustainable' buildings [which often do NOT live up to their calculated savings].
      - No recognition of the following from The Green Building Services report: " if Portland would **reuse** buildings likely to be torn down over the next decade, we would ... meet 15% of our carbon reduction goals over that same period."
      - Why were these comments ignored?
    - p. 81 (p. 82 in the Dec. '14 Proposed Plan [Plan]) Recommendation: Transfer of development potential needs to be **strategic** - transfer to designated receiving areas compatible with character of the West End.
      - This was not added. Why?
    - p. 81 (now p. 83 in Plan): in UD 4, more specific language proposed: "propose and work with property owners on listing a West End historic district."
    - p. 82 (now p. 84 in Plan): "Encourage adaptive re-use, salvage and diversion of construction waste should be an environmental policy with appropriate actions to realize this policy." (Actually this should apply throughout the West Quadrant.)
      - Not added, although this could be a significant component of the City's low carbon goals. Why was this ignored?

This Plan needs further consideration and analysis before adoption.

Thank you.

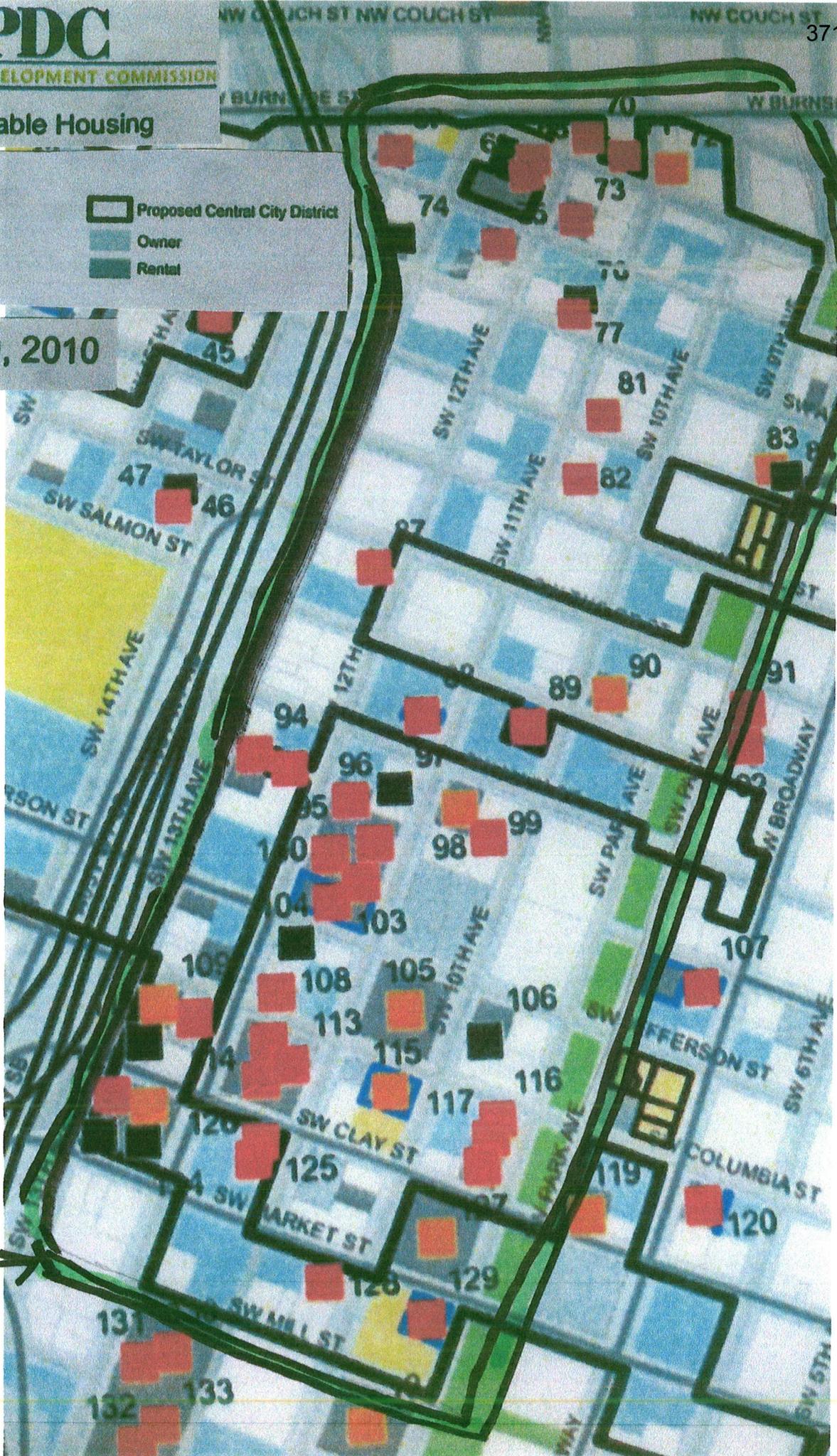
Deanna Mueller-Crispin  
 1221 SW 10th Ave #1013  
 Portland, OR 97205  
 503-297-6412

## Affordable Housing

### MFI Units

- |               |                                |
|---------------|--------------------------------|
| Not Available | Proposed Central City District |
| 0-60          | Owner                          |
| 61-80         | Rental                         |
| Mixed         |                                |

August 9, 2010



Dear Mayor Hales, City Commissioners, members of the City Council and Planning and Sustainability Commission,

I have been a West End resident for almost eight years. The primary consideration that encouraged my husband and me to move to the West End was the remarkable combination of amenities, character and walkability of the neighborhood. Part of that character and walkability comes from the diverse historic architectural styles and proximity to resident-centric resources.

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I ask you to please lower maximum building heights to no more than 100'.

With sincere regards and gratitude for your service to the city of Portland,

Jamie Anderson  
1221 SW 10th Ave.  
Portland, Oregon 97205

**To:** Mayor Hales & Commissioners Fish, Fritz, Novick and Saltzman  
**From:** Constance Kirk  
**Date:** February 4<sup>th</sup>, 2015  
**Subject:** My Oral testimony (RE: the draft West Quadrant Plan)

Throughout the West Quadrant process, there has been an assumption that those who oppose skyscrapers in residential neighborhoods are ignorant of the planning process. On the contrary, many are urban planners, engineers, historic preservationists and property owners-- the gatekeepers of unchecked growth, vertical sprawl, and economic disparity.

The love of skyscrapers is an enticing apple but replicating New York in Portland brings risk. Having lived in skyscrapers for many years in New York City, I concur with Susan Leonard's analysis that such living is steeped in atomization. Manhattan has evolved into a playground for only those wealthy enough to afford high rise living. The middle class and working poor have bottomed out, commuting long hours to serve the city's upper classes. The elderly even resorted to living in their storage lockers. I've lived on both sides of the economic aisle. Don't let this happen in Portland.

The American Institute of Architecture's condescending response to the Minority Report was unnecessary but certainly telling. It seems 'nimby-ism' ring loudest among planners, developers and architects when residents examine the fine print and demand input ... which is why I ask you to delay this vote.

Also, note that there are citizens in this chamber who have an exceptional grasp of urban planning and architecture who object to point towers. Vancouver, British Columbia is a classic example of point tower development gone amuck. Vancouver's papers

consistently report on the stripping away of history, as developers destroy most of its architectural heritage to make way for a pop-up city reminiscent of the Sci-Fi film “Omega Man.”

Commissioners, feel proud that Portland’s model is not saturated with point towers. Goose Hollow and NW Portland are two of the most densely populated neighborhoods in all of Oregon, and that density was achieved without point towers.

On January 12, 2012, Barclay’s Capital analysts had this to say on the BBC News.

“Often the world’s tallest buildings are simply the edifice of a broader skyscraper building boom, reflecting a widespread misallocation of capital and an impending economic correction.”

I urge you to vote “No” on unlimited heights.

It’s a Tower of Babel waiting to happen.

Thank you for your time and consideration.

Respectfully submitted,

Constance E. Kirk

SW 19<sup>th</sup> Avenue, Goose Hollow

**To:** Mayor Hales & Commissioners Fish, Fritz, Novick and Saltzman  
**From:** Kal Toth, Ph.D., P.Eng.  
**Date:** February 4<sup>th</sup>, 2015  
**Subject:** My Oral testimony Regarding the draft West Quadrant Plan

### **Introduction**

My name is Kal Toth. Thank you for the opportunity to speak on the current draft of the West Quadrant Plan.

I live at 1132 SW 19<sup>th</sup> Ave. in Goose Hollow. I am a retired professor from Portland State University (PSU), a former adjunct of the University of British Columbia, and a Professional Engineer (P.Eng.).

I have been a resident of Goose Hollow for 14 years and am currently a member of the GHFL Board.

I am expressing my personal perspectives on this matter.

Let me be clear that I am not against building high structures and towers or increasing density around the city core. As Professor Patrick Condon, Chair of UBC Urban Design said in his recent letter to Mayor Hales (1/24/15), there are other ways to achieve density goals.

### **Pre-Amble**

I moved to Portland in 2001 from Vancouver, B.C. because Portland was, and remains to this day, a human-scale city that avoided the vertical sprawl of Vancouver, Seattle, San Francisco and New York.

Over a 20-year period I watched the neighborhoods abutting Vancouver's city core (False Creek, Yaletown and Coal Harbour) rapidly littered with dozens of virtually indistinguishable glass

towers creating skylines similar those of the so-called "World Cities" of the Far East. Not surprisingly, Vancouver's embrace of high towers was made possible by land use policies that attracted huge inflows of global monies mostly from SE Asia.

Instead of fostering affordable housing and livable neighborhoods for Vancouver, this wave of high-rise construction created a glut of luxury housing for the very wealthy -- many of them visitors from other lands, and many occupying them only part time. This over-supply of unaffordable housing has pushed ordinary Vancouver citizens further into other neighborhoods including the city's down-trodden east side. Apparently, taxing empty units has become a challenge and a hot election issue of late.

#### **My Concerns about the Draft West Quadrant Plan**

I am very concerned about the height limits, bonus provisions, and bonus transfer system supported by the current draft, particularly as it relates to the large area east of the stadium as well as the blocks west of the stadium.

The draft plan seems to reflect a broad-based effort to take the lid off height limits and treat height bonuses as if they were the presumptive right of developers. Bonuses should not be used to incentivize height without developers offering measurable benefits to the city and residents. Sound evaluation criteria must be put in place and enforced.

I suggest that height, FAR, and bonus provisions be tailored carefully to the specific needs and constraints of each part of central city -- reducing them in a blended manner in some areas, and increasing them in others -- as appropriate.

### Questions for the Stakeholders Advisory Committee (SAC)

I challenge the Stakeholders Advisory Committee (SAC) with the following questions:

1. How closely was this draft report scrutinized by central city residents most affected by the plan in the Pearl, West End, NW and Goose Hollow?
2. Did the committee meaningfully assess the degree to which Portland's density goals would be met or exceeded by the Plan?
3. Did the committee assess impacts on historic features, livability for residents, transportation systems, and city infrastructures?

### Closing

I ask City Council to revisit the process that was put in place to develop the current draft and seek additional substantive input from area residents and area experts to assess livability, sustainability, and other factors I have touched on.

Thank you for your time.

*K.C. M.*



West Quadrant Recommended Draft City Council testimony by Capt. Peter Wilcox on Feb. 4, 2015

Intro:

- Licensed captain and 20-plus-year advocate for a Willamette passenger ferry system (or "Water taxi")
- President of CRK, tied to Portland's other riverfront, but speaking personally today
- Capt. Peter Wilcox
- Actively participated in a number of meetings and charrettes re. the West Quadrant Plan, particularly those re. the Central Reach Urban Design Concept.
- Overview: I want to briefly visit the current state of the central city riverfront vis a vis its prior plans, and mention 5 ideas to improve the plan and the riverfront.
- As noted in West Quadrant Plan's exec summary, "No other topic generated more shared enthusiasm among participants than *activating* the Willamette River."
- Yet, the river activation recommendations of the West Quadrant and Central Reach plans could be considerably bolder and greener, and even if ever fully completed will still leave us behind other urban waterfront cities.
- With the exception of Vera Katz's Eastbank Esplanade that opened 14 years ago, prior plans for the river have led to few tangible results. This is unsettling!
- The 1988 Central City Plan called for "a network of water taxis" (p. 33). That was over a quarter of a century ago! Many at the hearings are sorry this has not happened yet.
- 13 years later the River Renaissance Vision again challenged the City to "Connect new and existing neighborhoods to and across the river through...[multiple means including] water taxis."
- All that the new West Quadrant plan requires as drafted is for the City to begin looking at funding, and studying and encouraging river transportation - in another 6-20 years! p 47.
- What can be done about a bolder, greener plan with water transport? These five things:
- First, either complete the implementation of the current Waterfront Park Master plan - or update it and follow through on the new recommendations! Hopefully, either way, a river-connected Portland using vessels that leave the river cleaner and the city greener behind their small wakes will emerge.
- Second, move up the two existing West Quadrant river transport actions to 2-5 years.
- Third, the "Portland Waterfront Alliance," made up of organizations and individuals who spend a disproportionate amount of their time experiencing the city while on its rivers - are creating and will be sharing their vision for activating the downtown waterfront with new placemaking and a river-connected city centered on the James Beard Public Market.
- Fourth, plan, fund and implement state-of-the-science restoration of the river's shallows on the eastside, along with mitigation banks up & downstream to allow improved access.
- Fifth, begin work identifying and getting in line for Federal water transportation funding, and possibly a River Improvement District, to enable something spectacular to be in construction no more than 5 years.
- Do those things; then watch and play along as Portland sees more waterfront institutions and small businesses, draws more major conventions, sees its salmon and other endangered species healthier, and gives Portlanders and its visitors the accessible active riverfront they have long desired.

Testimony before the Portland City Council, February 4, 2015, Item 145, Adopt the West Quadrant Plan as direction for updating the Central City Plan.

My name is Robert Wright.

My wife and I have lived in the West End since 2006. We returned to the city where we were born, raised and educated; we are from Southeast Portland. There are many fine Southeast neighborhoods, but we were drawn to the West End with its urban vitality and livability: excellent public transportation; convenient stores and restaurants; arts and entertainment; public parks all wonderfully woven with Portland's historic buildings, and all within walking distance – important considerations for any resident but even more so for us in our retirement years.

I am proud to say that Portland has been a world leader in many things, urban development among them. People are drawn to Portland not only to live, but to learn. Five annual International Making Cities Livable conferences have been held in Portland. Selection of Portland for these conferences was not by chance. Portland has become a model, a beacon, for urban planners from around the world. The proposed West Quadrant component of the Central City Plan will change all that.

Areas of the West Quadrant – the West End, Goose Hollow, the Pearl, Northwest – are at or approaching the sweet spot of urban development; the fine balance between urban livability and density. Proposed maximum building heights will upset that balance; clustered high-rise residential buildings and livability are directly at odds. There appears to be a school-of-thought among some city planners that we should copy larger cities with clustered high-rises rather than lead as one of the most livable cities on the planet. Those involved in the development of the West Quadrant plan have publically countered that not all new buildings would be expected to reach legislated maximums – so, not to worry. This view is naïve; it is a *hope* – not a *plan*.

Other cities have accommodated increased density without resorting to vertical sprawl with tall dark canyons that limit street-level access to light and air, becoming gusty tunnels on windy days. They have proved that urban density can be increased with mid-rise buildings while preserving historic structures and heritage – now we are faced with preserving our history, our heritage. If the proposed plan is adopted, city planners will still visit Portland years from now, but then it will be to study the post mortem of what went wrong.

Admittedly, the ability to build tall residential buildings, packed together, would attract and benefit developers and increase the city coffers with higher tax revenue. But that

would come at the greater expense of what makes Portland's urban areas attractive and livable. By the time the Comprehensive Plan is approved, and buildings are allowed to the proposed maximum heights, we greyheads will be long gone. Our children and grandchildren will to live with the consequences of your planning.

I strongly urge you to lower maximum building heights in the West Quadrant plan.

Thank you for your consideration on this very important matter.

Feb 4, 2014  
Tom Neilsen  
1221 SW 10<sup>th</sup> Avenue, #1604  
Portland, OR 97205

I am a West End resident, former mayor of the city of Salem, a person who has been involved in a great deal of public process around a wide number of issues.

I ask you to consider the structure for citizen input on the West Quadrant Plan, a significant component of the 2035 Plan that will set the parameters for how Portland develops over the next 20 years.

Despite nominations of very capable and experienced residents of the West End, not one was appointed to the SAC. Birds, represented by the Audubon Society, had more representation on the SAC than the West End's human residents.

The West End is the largely residential component with the Downtown Neighborhood Association, which also contains the downtown/retail core, and Portland State University.

A planning process which relies on Neighborhood Associations to represent the will of the residents and businesses within their geographic boundary is only somewhat reasonable in a homogeneous neighborhood, with a very sophisticated process for determining the range of sentiments of those who reside and do business in that neighborhood, or with an issue on which there is consensus.

In an area with the diverse interests that comprise the Downtown Neighborhood Association this is ludicrous. With an issue as contentious and potentially problematic as building heights in a residential area this is a mistake.

Recognizing that the process as conducted relied on "stakeholders" who were those with vested interests, largely but not entirely financial, and did not amply allow for input on building heights - a contentious issue; and that two of the City's own appointed commissions are at odds over the recommendations regarding building heights, the issue of building

heights warrants an in-depth study, and more precision in application, particularly in the West End.

Susan Bliss  
1221 SW 10th Avenue  
Portland, Oregon 97205  
February 4, 2015

Hello, my name is Susan Bliss, and I live in Portland's West End. As a West End resident, I believe the Mayor and City Council must hear and consider the points of view of citizen residents regarding the West Quadrant Plan now being proposed. There is strong evidence that this has not happened to date. I am one among a large group of residents who want you, their representatives, to:

1. Lower maximum building heights in the West End to 100 feet.
2. Delay the City Council vote on said height limits in the current West End Plan, because the Plan is fundamentally flawed both in process and outcome (especially as regards building heights).
3. Reconvene a more representative membership of the West Quadrant Stakeholders Advisory Committee to include **ALL** categories of stakeholders—specifically residents, who were largely overlooked in favor of developers and architects the first time around. Not a single resident representative from the West End was included.
4. Allow the new group to revisit sections of the West Quadrant Plan and register their comments before any vote by the City Council takes place.

**My last words are a repetition: Lower maximum building heights in the West End to 100 feet.**

Thank you.

Thank you Mayor Hales, esteemed City Council members, and staff for listening to our testimony today. My name is Sharon Whitney and my issue is preserving livability in the West Quadrant. Livability is not an abstract phrase; it's what people say when they visit here. I've heard it from Europeans, Australians, and friends from other parts of this country—"I could live here!" You tell them it rains, sometimes a lot, and still they say, "I could live here!"

Many of us, who do live here, greatly appreciate the human scale of our mostly low-rise neighborhood. You can see the sky and the clouds and the weather forecast on top of the Standard Insurance building; you can sit on a bench in a green space gazing in summer at a citizen tended rose garden, or year-round at a statue of Teddie Roosevelt on his mythically proportioned horse; you can marvel at our amazing array of church spires—gingerbread in the sky; and enjoy free admission days at our handsome cultural institutions.

This quality of life, this livability, should not be cramped by runaway development. We are not Seattle, we are not San Francisco. We are historically Stumptown, and we have Benson Bubblers to prove it. Plus, a lot of beautiful trees. If you need a model for a perfect height limit, consider the Heritage Tree on SW 10<sup>th</sup> across from the museum Sculpture Court. It's an American Elm, seven stories tall, well over a century old, and a vision in every season. Those visitors I mentioned take a lot of pictures of it.

Thank you.

Shirley Rackner  
1221 SW 10th Avenue  
Unit 501  
97205  
503-222-2114

One only has to google historic preservation and building heights to read about the national debate taking place over historic preservation and the scaling down the heights of new building across the country.

The debate started long ago has been fought for decades. The iconic Jackie Kennedy Onassis lead the fight to save giant historic buildings such as Grand Central Station, which was to be torn down for a skyscraper office build . And when Lafayette Square was to be destroyed for a tall federal building she worked to preserve the Square. She also lead the battle to save Columbus Circle from those who would destroy the land mark for yet another tall office building in New York City. She defied those who lost track of values beyond how it penciled out.

Portland is not Washington, DC or New York City. Nor am I Jackie Kennedy Onassis however I am Shirley Rackner who has lived here for 49 years and have seen this City grow and prosper and yet maintain its ethos, culture and niceness.

I believe just as Jackie Kennedy did that to retain the City 's historic old buildings is an imperative. Our west end old brick and and mortar residences that were built many years ago created the old neighborhood which has become my neighborhood. If we do not stop tearing down buildings that were built to human scale we destroy the west end of our downtown. Human scale being ,to 100 to 120 feet.

Our policy of building up higher and higher from the ground causes us to lose the warmth and cohesiveness of a neighborhood. In destroying a neighborhood we lose our stories and our humanity. If we do not limit heights we will find ourselves walking along streets that have become canyons of tall cold buildings many becoming dark and lonely shadows after 5PM.

I submit that the issue involved in this debate as what the building codes will become asks the question, on what side of history will the decision makers of Portland be on.

Thank you for the opportunity to become the Council.

February 4, 2015

Testimony to the City Council

Mayor Hales and members of the City Council,

Thank you for the opportunity to testify about the draft West Quadrant Plan. I am here to say that I believe allowing the plan to go forward with the Brobdingnagian building heights it allows in the West End would be a grievous error on the part of the City Council. And to vote on the plan now would endorse a process that violated the ethos of this city: inclusiveness and democratic process.

My name is Brooke Buxbaum. My bona fides for this testimony are that I'm currently a resident of northwest Portland, previously lived in the West End for six years, and am a citizen concerned with preserving what is best and most distinctive about my adopted hometown. I do not come here as an expert witness. I am not an urban planner, nor architect, nor real estate developer. I have attended hearings on the West Quadrant plan, have read quite a bit about the debate over building heights and know the West End intimately. I am then a member of the group whose voices were shut out of the process of developing the draft plan you have before you, shut out at a crucial junction—that is to say not a single resident of the community under discussion had a seat on the West Quadrant Stakeholders Advisory Committee as unbelievable as that may sound. Who has a stronger claim as a stakeholder than the residents whose neighborhood is under discussion? On this ground alone the City Council should delay voting on the draft plan and convene a truly representative group including residents to review the question of building heights and make a new recommendation.

Portland is not Seattle, Vancouver, New York, Shanghai, Chicago, Dubai; and it shouldn't aspire to emulate them or look to them as models. The magic of Portland as a tourist destination, as a magnet to young creatives, as a welcoming community to retirees, home for young families, and simpatico environment for human scale entrepreneurship lies in its quirkiness—that it's not like every other place---its magic lies in its small town yet metropolitan vibe, its diverse neighborhoods and architecture, its intimacy, its accessibility, and its moderate cost of living. Glass towers reaching to the sky, shutting out the life on the street, slick, sterile, homogeneous, expensive--- just don't fit. Tall towers in the West End would obliterate a historic building stock that is irreplaceable. It would drive up rental and ownership prices. It would be an aesthetic error. It would reduce the sunlight falling on the street—and goodness knows we don't have enough of that to squander it. Towering buildings would destroy the very character that makes Portland Portland. And with that gone Portland would lose its magic and its appeal. Why would people choose to come here? Why would businesses locate here?

The central public space in Portland, Pioneer Square, is called the city's living room. Think of what that evokes---homeiness, human scale, inclusiveness, a laid back tempo. So different and

unique compared to other cities. The West End, almost at the doorstep of the living room, should continue to reflect that same character. We need to keep buildings human scale. We're counting on you to keep Portland Portland.

Brooke Buxbaum  
1502 NW 24<sup>th</sup> Avenue  
Portland, OR 97210

## Portland City Council – West Quadrant Plan Testimony

February 4, 2015

*Brian Newman, OHSU*

- Good afternoon. My name is Brian Newman, Associate Vice President of Campus Planning, Development and Real Estate at Oregon Health and Science University.
- On behalf of OHSU, we appreciate the time and energy City staff and the Planning and Sustainability Commission have put into the West Quadrant Plan. The plan before you today does an excellent job of recognizing future challenges and opportunities, and sets the stage for future OHSU investments in Portland's South Waterfront district and beyond.
- Investments that will help ensure Oregon residents of all economic backgrounds have access to the highest quality of care, from primary care to highly specialized medical procedures, treatments and clinical trials.
- Over a decade ago, OHSU made an important decision to continue to expand our clinical and research operations in Portland, instead of a greenfield site in Portland's suburbs.
- We recognized at the time the challenges of building in such a central location versus building on a green field at the urban edge
- That said, we were confident we could expand on a brownfield site and fit our services onto Portland's relatively small blocks, if we were flexible and had an effective partnership with the City.
- We were also confident that we could better serve the healthcare and educational needs of Oregonians by growing in such a central location.
- Today the Collaborative Life Sciences Building and Center for Health and Healing are a testament to our partnership with the City, and a sign of more to come. OHSU plans to construct three new buildings totaling one million square feet of new program space in South Waterfront over the next four years.
- I don't have time to speak to all of our planned investments but I want to share one example that demonstrates the lengths we go to ensure all Oregonians can easily access OHSU services. We plan to construct an 80-bed guest house for patients and their families who need to be close to OHSU, sometimes for weeks and months at a time to receive life saving treatments.
- To be clear, this is not a service the market provides because most of these guests cannot pay the true cost of their lodging. Our own financial modeling shows that we will lose money on each guest who spends the night and over a third will pay nothing at all for this service.

- Nonetheless, it is an essential service to parents who need to be near a sick child in Doernbecher Children's Hospital or a cancer patient who needs to be near OHSU for a three-week course of outpatient treatment.
- Thank you again for this opportunity to support the West Quadrant Plan as it provides a sound framework for all that we do.
- While our healthcare providers, educators and researchers touch lives around the State of Oregon and beyond, Portland is our home and we are very excited about the future we will create together.

Hello,

I have to leave for a class. I mailed in my testimony, but will not be able to stay and speak today. Please remove my name - Shivani Seastone.

Thank you.

Shivani Seastone  
1410 NW Kearney Street, #1021  
Portland, OR 97209

My name is Shivani Seastone, and I am a resident of the Pearl District. As you read and listen to comments regarding the West Quadrant Plan, I don't know how many times you will see and hear these descriptors: unique, human-scale, livable, affordable, historic, charming. These are the qualities that make Portland beloved and admired by its residents and by cities around the world.

I want to comment on the process of public participation in development and city planning. Recently I attended all public hearings related to a new building that has now been approved for the Pearl. It will be a 150 foot white apartment tower, which will be surrounded on all sides by low and mid-rise brick buildings. It will be one block from the historic district on NW 13<sup>th</sup>.

At each hearing, the developer presented their design for an hour or more, followed by questions from the design commission members. Anywhere from 1-3 hours after the start of the hearing, the public could then make comments. Many residents from the Pearl, as well as from other neighborhoods, spoke in opposition of the height and design of this new tower. Each speaker utilized the 2-3 minutes allotted to them to express concern that the new building does not fit with the unique character of this area of the Pearl. Some speakers were professionals with many years experience in the areas of architecture, development, urban planning, and livability. They expressed concern that Portland is not protecting the unique character of its neighborhoods, an asset that once lost is gone for good. Not a single person recommended that nothing be built on that lot, but each person recommended that the commission request additional designs that better suit the neighborhood.

At each hearing, when the public testimony ended, commission members thanked residents for participating and then collectively summed up the entire testimony by saying, "We understand. Change is hard. No one wants to lose their view." At one hearing, one of the commissioners commented that this will be a good transition building, referring to the new heights allowances proposed in the updated WQP. 40-50 people who found a way to be available on weekdays, sometimes for 5 hours at a time, in order to speak for 3 minutes and express concern for the city that they love were essentially patted on the head and told that change is hard. This is not participation, this is patronization.

Similarly, the Stakeholders Advisory Committee for the WQP is not a balanced representation of the citizens of Portland. After 15 months of attending the SAC meetings, the participants holding an opposing view to vertical density could only attempt to be heard by writing a minority report with four main requests: review current height bonus policy, review current FAR transfer policy, provide alternative building height concepts, and add to central city-wide goals preservation of district character and scale and street character.

Although it may be a minority report when contrasted with the membership of the WQP SAC, it is not a minority point of view. Sustainability, livability, human-scale. This is a hot topic for residents in many cities around the world who are concerned about the movement toward taller and taller buildings, especially when existing and or historic buildings are removed to make way for them.

Making the public aware of the updating of the city plans should be a priority. It proposes changes that will remain in place until 2035, and yet it's incredible how few residents know about it. It needs to be open to wider debate. The representatives of such an important group like a Stakeholders Advisory

Committee should deliberately be made up of people who hold opposing views. It should be a debate. It shouldn't feel stacked or biased, or like the decisions are being railroaded.

Please delay approval of the WQP to fully consider the requests and suggestions made by the minority reports.

Thank you.

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WQP Minority Report requests:

**1. Review Current Height Bonus Policy**

Determine if bonus incentives are still necessary to achieve central city housing goals, and if not, allow them to sunset.

**2. Review Current FAR Transfer Policy**

Assess the effectiveness of FAR transfers, and the characteristics of the resulting projects relative to urban design goals.

**3. Add to Central City-Wide Goals;**

- District Character and Scale. Retain the personality and feel of the districts by preserving the modest original buildings that they are composed of, and conserving the scale of the multi-block street enclosures that give the districts their distinct character, personality and desirability.
- Coherent Urban Form. Concentrate tall buildings along the north-south transit corridor and at freeway viaducts. Avoid creating a pattern of dispersed individual towers in areas of low neighboring buildings.
- Appropriate Allowable Building Heights. Establish building height allowances that are appropriate to realistic foreseeable market demands, underlying developable density and the scale of the existing neighboring context.
- Street Character. Reinforce the social role of our street environments, as they are the primary component of our system of public spaces.

**4. Provide Alternative Building Height Concepts**

- Conservation Districts. Delineate areas that require specific form-based approaches to building height policy in order to preserve and strengthen existing iconic places in the central city, per CC2035 goals, and provide alternative building height concept maps, and street level representations of these concepts, for comparative review, and reconciliation with CC2035 Concept Plan goals.
- Focus Allowable Building Height. Delineate a distribution of allowable building height that more clearly accommodates the need for affordable housing and office space, and reflects a more realistic assessment of actual market demands, and provide an alternative building height concept map, and street level representations of this concept, for comparative review, and reconciliation with CC2035 Concept Plan goals.

Attention: Karla Moore-Love/ Council Clerk  
 City of Portland  
 1221 SW Fourth Avenue, Room 140  
 Portland, OR 97204

From: Kathleen Tsurumi  
 1221 SW 10<sup>th</sup> Avenue #1406  
 Portland, OR 97205  
[kaytsurumi@gmail.com](mailto:kaytsurumi@gmail.com)

Statement to the City Council February 4, 2015

I ask the Council to lower the maximum building height to 100 feet or less in the West End and to preserve the historic buildings there. Research\* has verified that neighborhoods made up of small scale buildings combined with buildings of a variety of ages provide two important things. They provide affordable office space and affordable housing. Affordable office space supports locally owned businesses. What local shop owner can afford to rent in a new 400 foot glass tower? Affordable housing supports younger residents. They in turn increase a bike/walk orientation in the city.

I understand that your goal is to build Portland as a unique human scale pedestrian city with a thriving economy and committed citizens. If this truly is your goal, then the path of wisdom is to limit building heights to 100 feet or less in the West End and to preserve the architectural legacy there. Small scale buildings and buildings of historical value create livable cities with proud residents and a vibrant entrepreneurial economy.

\*Reference:

[http://www.preservationnation.org/information-center/sustainable-communities/green-lab/oldersmallerbetter/report/NTHP\\_PGL\\_OlderSmallerBetter\\_ReportOnly.pdf](http://www.preservationnation.org/information-center/sustainable-communities/green-lab/oldersmallerbetter/report/NTHP_PGL_OlderSmallerBetter_ReportOnly.pdf)

Compared to districts dominated by larger, newer buildings, those with smaller and older buildings were found to have several key advantages:

- Older districts have more population density and more businesses per commercial square foot.
- Older, smaller buildings support the local economy with more non-chain, locally owned businesses.
- Older business districts offer greater opportunities for entrepreneurship, including women and minority-owned businesses.
- Cultural outlets thrive in older, mixed-use neighborhoods.
- Older, mixed-use neighborhoods have higher Walk Score and Transit Score ratings.
- Older buildings attract more young people and a more diverse age group.
- There is more nightlife on streets with a diverse range of building ages.
- 

Indeed, one might say from these findings that older districts with a diversity of building ages and types are *more urban*, at least in the traditional sense, than newer, larger building and block types. The methodology appears to have been rigorous and I would encourage interested readers to dive in to the full, 100-page study and its appendices for a more critical review.



# CONFERENCES

*Making Cities Livable Publications*

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February 4, 2015

WQ Plan review by Portland City Council  
February 4, 2015

I am Suzanne Crowhurst Lennard, Co-founder and Director of the International Making Cities Livable Conference, specialist and consultant on Social Aspects of Architecture and Urban Design. I live in the Pearl – 1030 NW Johnson Street.

I attended almost every meeting of the CC2035 Committee and the West Quadrant SAC as a member of the public, and spoke at most meetings.

There are major flaws both in the SAC process, and in the Report. The Report's strong promotion of a single-vision high-rise development agenda is in conflict with the 2035 Concept Statement that emphasizes livability, health, equity and affordability.

Every year, I bring to Portland 350 to 400 mayors, practitioners and scholars in planning and public health from around the world. They are drawn not only by the IMCL Conference, but by their desire to learn from Portland how to make their own cities more healthy and livable.

Portland's international reputation as a livable city was hard-won by Portlanders in the mid- 70's when they rejected the planning behemoths of their day – the Moses freeway to Mt. Hood, and high-rise development – and chose instead to emphasize Portland's true strengths – small walkable blocks, human scale, nature and the public realm, quality of everyday life<sup>1</sup> – a city that belongs to all, not just to the wealthy.

They pulled down a freeway to create Waterfront Park, built Pioneer Square, and improved the city's walkability by creating the streetcar, allowing the fine-grained mixed-use neighborhoods to flourish.

Today, we are at another crossroads. Singapore, Hong Kong and the World Bank are promoting the concept of "World Cities" and trying to shame our planners and elected leaders into joining their "Big Boys Club". These are cities that are prepared to lie down to have their unique identity and heritage raped by global investors with their high-rise

See page 2

<sup>1</sup> Not to be confused with "standard of living", which Singapore tries to do,



Page 2  
February 4, 2015

condos. The 250', 325' and 460' height limits in the WQ Plan damage the public realm (our "common wealth") but make investors drool. Committed to high-rise, Singapore and Hong Kong now have the least affordable housing in the world, and a deteriorating public realm<sup>2</sup>.

But what is so wrong with letting them have their way? It brings money to the city for more construction, and more planning services.

When you permit very high-rise buildings, the huge potential profits inflate land prices. This jeopardizes historic buildings, Portland's heritage and historic identity. It also makes it increasingly difficult to ensure affordable market-rate housing.

The supposed benefits for all other income level housing do not "trickle-down"; just look at the statistics for the South Waterfront<sup>3</sup> or the Pearl District<sup>4</sup>.

What kind of a city do Portlanders want? A pale imitation of Singapore or Vancouver, BC that satisfies the global investors? Or to retain Portland's unique identity, walkability, human scale and affordability for ALL, and its worldwide renown as the most livable city in the US?

I ask the Council to reject the WQ Plan's heights policy and to call for a thorough review of heights, involving citizens (not just developers), and considering a range of height alternatives.

Thank you.

Suzanne H. Crowhurst Lennard, Ph.D.(Arch.)  
Director, International Making Cities Livable Conference

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<sup>2</sup> Research report on "Everyday life under modernist planning: A study of an ever-transforming urban area in Hong Kong" forthcoming in Urban Design International

<sup>3</sup> [http://www.oregonlive.com/portland/index.ssf/2014/11/affordable\\_housing\\_in\\_south\\_wa.html](http://www.oregonlive.com/portland/index.ssf/2014/11/affordable_housing_in_south_wa.html)

<sup>4</sup> [http://www.oregonlive.com/portland/index.ssf/2014/08/hoyt\\_street\\_properties\\_fails\\_t.html](http://www.oregonlive.com/portland/index.ssf/2014/08/hoyt_street_properties_fails_t.html)  
[http://www.oregonlive.com/portland/index.ssf/2014/11/portland\\_promised\\_a\\_river\\_dist.html](http://www.oregonlive.com/portland/index.ssf/2014/11/portland_promised_a_river_dist.html)

February 4, 2015

Re: Adopt the West Quadrant Plan as direction for the Central City Plan

Letter in support of the Resolution to Adopt

Dear Mayor Hales and Commissioners:

My name is Linda Cameron and I lived at 2327 SW Market Street Drive with my family. I speak to you today as a resident of the Goose Hollow neighborhood for over 21 years, past GHFL Board of Director serving on the Executive Board in the capacity of Treasurer and Secretary along with chairing the Block 7 subcommittee and as a practicing Architect.

I strongly support the draft West Quadrant and believe it encompasses the five years of hard work by Goose Hollow neighbors and City planners to define our destiny for the next 20 years.

I came to Portland back in 1992 via New York City and chose "the Flats" because of its moderate priced rentals, density and walkability. The fabric of the flats was most reminiscent to the city I just came from. Rich in diversity, assortment of public and private institutions, public transportation and a variety of housing options, what is there not to love? Strategically located close to the NW Neighborhoods Washington Park and Downtown it supports the values of twenty minute neighborhood. In other words a great place to live.

Yet over the years, Goose Hollow has not enjoyed the growth and development, whether public or private, like other parts of the City have. In part, this can be contributed this to a lack of flexibility in zoning and the concrete belt aka W Burnside, I405 and Highway 26. These obstacles have created a hamlet so instead of being seen as an urban center, Goose Hollow is seen a suburban neighborhood. Those of us who live here see the potential and want to make sure those aspirations were heard and included during the next planning phase.

This brings me to 2010. I was on the Board of the GHFL when the Vision Realization Committee was form. This subcommittee was tasked to examine the goals and values of the neighborhood, and come up with a mission statement which could then be communicated in a clear and concise manner to the City Planners. We wanted to get a head of the curve so that neighbors would have a real impact in the future development goals. The formation of the VRC provided a process to enable public participation by utilizing monthly meeting to discuss a pre-determined topic that would promote discussions which would be used to form the vision of Goose Hollow over the next 20 years.

Having participated in a few of these meetings, I can tell you the discussions were lively, passionate, full of hope and aspirations. Although not everyone agreed on every topic it was refreshing to see a community so passionate and open to others ideas. These discussions were recorded and posted on the GHFL website which was a first in our organization's history to actually take meeting minutes for a subcommittee. Monthly meeting dates were regularly scheduled on the Website calendar and

announce at every Board meeting. Each monthly Board meeting, the VRC provided a brief summary of the previous meeting with opportunity for those in attendance to comment, ask questions or find out how to get involved.

Having participated in the City sponsored Charrette where more than 50 members of our community took the time to share their thoughts, hopes and visions speaks to the efforts of the VRC in getting the word out and engage our community with the Planning process.

These efforts by volunteers have been fruitful. The VRC provided their final draft called "Goose Hollow Principles" to the Board on October 2013 and was **passed unanimously**. These Principles now are the bases of the draft West Quadrant plan for Goose Hollow. They can be seen in the goals of:

- a. Improve Burnside and the connections across Burnside for all modes of transportation.
- b. Create public green space, at a newly developed Lincoln High School as well as improve connectivity through that property.
- c. Improve Salmon as a key east-west green corridor with improved access/signage to Washington Park in GH and the Park Blocks/Waterfront at its terminus downtown.
- d. Cap I-405 to include new development and/or open space.
- e. Make Jefferson a main street of the residential community by reworking traffic patterns, requiring ground floor commercial uses and improving Collins Circle.
- f. Encourage new family-friendly, workforce, affordable housing
- g. Encourage a mixed-use vibrant district around the Stadium

It is disconcerting the new GHFL Board as of December 2014 has called in to question the validity of the VRC's good work. They claim the findings do not represent their views or the neighborhood yet most of the detractors didn't even bother to participate in any of the VRC meetings nor publicly held Charrettes. With over 33 VRC meetings from September 2011 to November 2014 and 30 GHFL Board meetings, there was plenty of opportunity to get involve and have your voice heard. I strongly request you oppose granting a continuance as requested by the GHFL Board of Directors. Many Goose Hollow business owners and residents including myself volunteered numerous hours in developing the plan you see today. Please don't reward those who chose not to volunteer and get involved with the process over those who rolled up their sleeves and got to work.

I am truly excited about our future in Goose Hollow and in the City of Portland. The draft Plan before you helps set the stage for the next 20 years and will serve us well in keeping the Westside a livable and vibrant for today and in the future.

Thanks you for your consideration,



Linda G Cameron

2327 SW MARKET ST DE  
PORTLAND, OR 97201

Testimony of Michael James, 1930 NW Irving Street 97209 February 4, 2015

I'm an 18 year resident of Portland. The proposed height limits in the WQP are excessive. I hope you will reject them and follow the recommendations contained in the NWDA Minority Report by Steve Pinger. That Minority Report clearly outlines the negative economic and societal impacts inherent in the WQP.

The WQP will destroy blocks with livable streetscapes and relatively harmonious building heights and replace them with blocks where scattered high rises dwarf adjacent buildings and create micro climates of wind and shade. If you've ever walked by the Civic on Burnside or had a Blue Star Donut at the Blue Indigo building, you know what I'm talking about.

Density can be accomplished with low and medium rise buildings—like central Paris, Washington DC and most of Portland. Our City can retain its unique urban charm while providing affordable housing for folks who actually work here—like police officers, firemen and teachers.

Please follow the recommendations in the NWDA Minority Report and help keep Portland PORTLAND!

Oral Comments to City Council/West Quadrant Plan draft  
Feb 4, 2014  
Wendy Rahm  
1221 SW 10<sup>th</sup> Avenue, #1001  
Portland, OR 97205

I'm Wendy Rahm, a West End resident. Bill Moyers recently devoted a full program to the immorality of tall towers in the struggle between the moneyed-few and our history and livability. Who owns the light on the street? We all know that Portland used to lead. In the 70's and 80's, it stopped urban planners from building freeways through neighborhoods. It's time to stop another 80's policy, that of building tall towers everywhere. Urban planning has evolved beyond tall towers to livability, from top down planning to street-level planning. Now it's time to stop and consider our generation's legacy. Are these proposed heights about the emerging Dollarocracy? We need a fresh look at the West End, not just as a place to build 20, 30 and 40 story buildings that encourage demolition for density, but as a place that tells US about US --a historic, human scale area-- branding Portland as unique. I'm sure you've seen the many travel articles specifically on the West End in flight magazines and the NYT. There is a distinct character in the West End -- don't destroy the goose that lays the golden egg. The past IS present in the West End's over 100 historic buildings and these should coexist with future economic aspirations AND livability. The high concentration of West End historic buildings are mostly unprotected today from demolition. If they go one by one, affordable housing and affordable offices will disappear, as well as the stories these buildings tell us. We are in the middle of Portland's story. Without its beginning, the story will lose its shape and meaning. Even its soul. Let international investors build tall towers and leave, and it's no longer our story. Do not let profits be the story in the West End. Too much is at stake.

You've heard many of the arguments about the negative impact of tall towers, so I won't go on about that. One final thought is that perhaps these decisions should not be made only by moneyed interests and policy makers. Residents' voices can matter but there was no West End resident on the SAC. We are not opposed to increasing density. Eight story buildings on the many parking lots will add plenty of density and likely meet goals within a margin of error. I urge you to vote to lower the maximum building heights in the West End to 100 feet'.

Thank you for the opportunity to share my thoughts on the West Quadrant Plan. While I commend the WQP planners for the job that they did in putting together the plan in all of its complexity, they made a significant oversight that I beg you to amend. As a resident of the West End who spends most of her waking hours thinking about and acting on adaptation to climate change, **I was utterly dismayed by the lack of Implementation Actions for the West End under Environment.** There was ONLY ONE! This is Portland, Oregon and this is 2015. People from all over the world look to us for leadership on climate and the environment. And for the major residential area of our downtown, we have only ONE implementation action for the environment in a plan that takes us to 2035???

Below, I expand on that one and propose a dozen others. These ideas are NOT NEW! I have been involved in the WQP process since the beginning and I have been blogging on my own site, <http://plangreen.net/blog> (and other sites too) about how to improve Portland's downtown since 2009. Some of the actions below build upon action items that were in the Urban Design items of the West End and surrounding neighborhoods. Even if the concepts are found there, they bear repeating under Environment.

- EN1 Encourage the continued improvement and expansion of the Brewery Blocks' district energy system, along with other opportunities for **locally produced distributed energy**, e.g., solar, wind, combined heat and power, sewer heat recovery and geothermal exchange. BPS
- EN2 Address climate adaptation and reduce the impacts to neighbors from I-405 noise and air pollution by installing street trees—especially on SW Columbia, SW Jefferson, SW 12th and on every other street in the West End to achieve a **tree canopy of at least 30%**. PBOT, BES, BPS
- EN3 Address climate adaptation and reduce the impacts to neighbors from I-405 noise and air pollution by installing **ecoroofs and green walls** on new/redeveloped buildings. Develop a program for existing buildings as well. BPS
- EN4 Address climate adaptation and reduce the impacts to neighbors from I-405 noise and air pollution by working with ODOT to **replant I-405 with dense NATIVE trees and shrubs** and improve its vine coverage of canyon walls. ODOT, BES, PBOT
- EN5 Connect Goose Hollow with the West End and Downtown by **capping I-405**. Potential locations include: W Burnside, SW Yamhill/Morrison, SW Salmon/Main and SW Jefferson/Columbia. The caps could support retail or open space. As capping occurs, improve the pedestrian environment (including more trees) on SW 13th and 14th Avenues to support cap access and development. BPS, ODOT, PBOT, Private
- EN6 Attempt to **achieve an east-west wildlife corridor** from Washington Park to the South Park Blocks and the Willamette River along a re-landscaped SW Salmon Street utilizing native plants and trees to also improve the quality of water discharged into the Willamette. PBOT, BES, BPS
- EN7 Strategically install native vegetation and trees within public open spaces, including the South Park Blocks and streetscapes along the “missing” Park Blocks to **achieve a north-south wildlife corridor**; Also at Portland Art Museum, Portland Center for Performing Arts, Burnside “jug handles,” Central Library, Trimet turnaround. PPR, BES, PBOT, PAM, Metro, Trimet
- EN8 Develop SW Jefferson Street as a “**Green Main Street**” with large canopy street trees, stormwater facilities, sidewalk cafes, and support for retail. PBOT, BES, BPS
- EN9 Institute a land tax on the development potential of **surface parking lots**. Incentivize “Parking Forests” ([parkingforest.org](http://parkingforest.org)) that **achieve stormwater management and reduce the urban heat island effect** while awaiting redevelopment by reducing such tax if the Parking Forest or other biological control of stormwater is installed. BES, Private
- EN10 Explore opportunities for one or more **community gardens**. Consider such opportunities at all publically-owned spaces including the roofs and wall of structured parking lots. PPR
- EN11 Require that all new and redeveloped buildings **provide opportunity for food gardening**. BPS, Private
- EN12 Require that all new and redeveloped buildings **capture and reuse water**. BPS, BES, Private
- EN13 Require that **all invasive plant species be removed** from West End properties, both public and private. PPR, private

The wildlife corridors that I propose should also be designed as corridors for families and children. Although the downtown Bike Gallery is my favorite bike shop, I beg you to remove its photo here on p. 84 and **ADD THESE IMPLEMENTATION ACTIONS** for the West End into the plan. Make this document worthy of the scrutiny of people from around the world who look to us for answers. Let us be proud to say **WE BUILD GREEN CITIES**—and mean it!

Thank you Mayor Hales and the Commissioners for the opportunity to express my point of view on this subject.

Two weeks ago, I was in Culver City, California (a 10 or 15minute drive from Central City Los Angeles) visiting our daughter and family.

The two of us spent one day walking the streets of the Center City Los Angeles. Having previously lived in a small town east of Los Angeles for 30 years, I was not unfamiliar with L.A. However, walking the same streets 25 years later brought with it the attending results of stacking too many people, too high, in a too limited space. The most noticeable change, being the number of people crowding the streets and the diminished ground level brightness of walking in a permanent shadow.

And yes, a few of those 40 and 50/60 story buildings were architectural master pieces. And when seen from the freeways, they are pleasing to the eye. But the question is, at what cost has it been to the city's livability? I should add, we live in the West Quadrant, where there is a lot of street level sunshine and no giant skyscrapers.

I have always felt, and I think others feel the same, that Portland is a unique city, one that you can get your arms around. A city that has a high livability quotient. One of those areas that help create this feeling is the West Quadrant.

I am here today to ask that that you to keep Portland's Central City an enjoyable place to live by limiting the building heights in the West Quadrant Plan to 100 feet. Please do not turn Portland into another Los Angeles, a San Francisco, a Seattle or a Vancouver, BC. We have something here that is very special, and needs your help in protecting it.

Thank you for your time.

John Calvin  
1221 SW 10<sup>th</sup> Ave. # 1805  
Portland, OR 97205  
Ph. 503-222-2354

**MEMBERS OF THE CITY COUNCIL**

I will not repeat the testimony that was sent to all of you from Friends..... (FOGH) as others have also pointed out that the voice of the individual citizens was not allowed to be heard in the Stakeholders Committee.

My comments will be on how do we achieve increased population density while preserving livability.

We have been successfully living with our Urban Growth Boundary for many years. Its effects have been beneficial in curbing urban sprawl. However this concept presumes a rising population density within the boundary. The US census of 2010 shows that the Goose Hollow and the Northwest District, taken together have the 4<sup>th</sup> highest population density in Oregon. The rank would be higher if the PSU students had not been counted as residents on that campus.

When one travels through Goose Hollow and the Northwest District districts one finds that majority of the existing buildings are less than 75 feet tall. We advocate limiting height for new construction in these districts to 100 feet. This will allow a substantial increase in density while maintaining the livability of the area.

Respectfully Submitted,

Harvey Black, Chair  
Friends of Goose Hollow LLC (FOGH)

February 4, 2015

To:

Mayor Charlie Hales

Commissioner Amanda Fritz

Commission Dan Saltzman

Commissioner Nick Fish

Commissioner Steve Novick

Re: Comments on the West Quadrant Plan (draft)

Mayor Hales and Commissioners:

I'm a near nobody.

Meaning I'm not really a nobody, but I'm far away from being somebody (in this town anyway). I'm a sustainability advocate and a somebody to many of the 11,000 or so who visit my site every month. So its okay being a near nobody.

This near nobody has been posting fresh ideas and voices on my YouTube channel and Twitter accounts pdxdowntowner. PDXdowntowner is me, Ruth Ann Barrett.

- ◆ I've addressed the lack of basic services in my neighborhood in a video presentation, *The Carrot Zone* or *eZone* addressing one of our "neighborhood serving business" needs - fresh food.
- ◆ There is the video, "*Story of U*" which pictures what it's like to be surrounded by unsafe buildings, the "U" meaning unsafe, a Fire Department designation.
- ◆ And, my most recent posting, *Spongy Parking Lots*, which calls for retrofitting parking lots to be sponges, sopping up the water we are wasting in this time of drought; reduce the pollution to the Willamette River; and tax the privilege of driving a car to work. It's a pollution, not parking tax as sponginess costs money.

My objective is to attempt to educate our citizens, flex what Annie Leonard calls my citizen muscle using the skills I have as a sustainability advocate and marketer. I specialized in marketing complex, disruptive technology to business executives most of whom had no clue as to what the technology was or how it would work. E-commerce is one example.

The survey mentioned above made a big point (video) as to the overall context being "extremely low awareness and knowledge" of how things work when it comes to the ABCs of government and public finance systems. I'm hoping I can help address this problem by flexing what Annie Leonard calls my citizen muscle and apply my skills as a communicator and commitment to advancing the voices of sustainability as found at [www.earthsayers.tv](http://www.earthsayers.tv).

As to the West Quadrant Plan (WQ Plan) it seems pretty far removed from what I experience here in my neighborhood. Did I mentioned I live at the corner of NW 4<sup>th</sup> Avenue and Flanders in the New Chinatown Japantown Historical District of the Old Town Chinatown neighborhood?

I'm in the camp that believes a plan, no matter the process, is better than no plan and the WQPlan is a whopper, an amazing document. The folks who participated in creating it should be recognized for their hard work, intelligence, vision and leadership. Thank you all. By the way, millennials, the group of younger folks we should be educating and mentoring for their eventual roles in civic matters value strategic thinking and vision as qualities of leadership over being well-networked or technically skilled. (Deloitte's 2015 Global Millennial Study). I hope they are well represented in the planning process.

I do think, however, the Minority Report for the Central City Plan by Bob Sallinger and Jeanne Galick is applicable to sections of the plan regardless of quadrant assignment and trust their hard work results in our neighborhood seeing (1) more green infrastructure projects (must we wait for new, unscheduled development or can we move ahead with spongy parking lots now) and (2) climate change preparation to name but two.

### **Three minute talk – How Many?**

It's in this Minority Report that I found what I am going to address in my 3 minutes of talk before you all today. The authors observed the lack of specificity regarding existing conditions and future targets. It was especially illuminating in terms of the tree canopy targets, the exception to the rule, but I'll get to that last, if there is time.

Specificity in the planning process I was schooled in, Management By Objectives (MBO) is found in objectives and objectives MUST contain dates and numbers. Let's take an example.

### **Parking Lots**

#### (1) WQ Plan

2035 Performance Targets: Active Street Frontages, Rehabilitate Buildings, Redeveloped parking Lot

RC2\* "Develop and implement an on-and off-street parking strategy for OT/CT that encourages the redevelopment of surface parking lots (number/estimate works), sharing of parking stalls and maintains sufficient parking to meet the districts' present and future needs. "(2 to five years, PDC and the City).

#### (2) OT/CT Community Association Response (draft) to WQPlan

**We do not support the closure or taxing of the (how many?) surface parking lots in the district.**  
(Now you know just how near nobody I really am!)

#### (3) OT/CT Community Association Strategic Plan (2014/15 draft)

Housing:

- Encourage the preservation, renovation and seismic upgrades to (how many) the historic resources (buildings?) and (number of) underutilized buildings to increase useable space and economic activity in the district. Encourage new mixed-use infill development on (number/%) vacant lots and (number/%) surface parking lots.

It is hard to know the scope of the problem, how big of a problem it is, and, ultimately, how costly is it to fix the problem over a given period of time. Another example is around the historic, vacant, unsafe buildings and "resources" which have not really been identified in terms of quantity or quality. But that's another story.

As to the trees I thought the Minority Report was most interesting on its comment concerning our neighborhood:

“The designation as an historic district is perpetuating environmental deficiencies and environmentally destructive practices.:

**Tree Canopy Targets:** The tree canopy targets are the one area in which the plan includes some level of specificity regarding existing conditions and future targets at a district level. However, we would note that the city was never able to provide any methodology explaining how the targets were derived and how they relate to broader tree canopy objectives for the city. Last week we were informed that the methodology is still being prepared. Typically you use a methodology to derive your targets...not vice versa. Overall the targets strike as low in several of the districts. We would particularly call out Old Town/ Chinatown where the city aspires a remarkably low 10% canopy cover. The explanation we received was that Old Town/ Chinatown is an historic district and it did not historically have a lot of trees. We would respectfully suggest that designation as an historic district was meant to perpetuate environmental deficiencies and environmentally destructive practices.

This has been my experience in terms of unreinforced masonry buildings or URMs which pose a substantial threat, should there be an earthquake or even a small tremor, to the approximately 10,000 people who live and work in our neighborhood. That's my next video posting, a follow up to the awareness video, *The Story of U*.

Thank you for the opportunity to express my opinion and present a snippet of information in person.

Cordially,

Ruth Ann Barrett

333 NW 4<sup>th</sup> Avenue, Apt. 221

Portland, Oregon 97209

Sustainability Advocate

Earthsayers.tv

[Ruthann@earthsayers.tv](mailto:Ruthann@earthsayers.tv)

On Youtube as PDXdowntowner

415-377-1835

Attachment  
Historic Buildings Example  
Planning

WQ Plan. (2035 Performance Targets: Active Street Frontages, Rehabilitate Buildings, Redeveloped parking Lot)

“At least (number to be determined) historic landmarks and contributing buildings within historic districts have been substantially renovated or rehabilitated. At least (number to be determined) surface parking lots/spaces have been redeveloped with buildings.” And dates? (italics not mine)

OT/CT Community Association Response (draft) to the WQplan they write,

“With its many (how many?) two-story, mixed-use historic properties, Old Town Chinatown is a perfect example of a district that desperately needs PDC to bring its resources (date can be the year or month and year) to bear on both commercial and residential uses.” (italics mine)

Strategic Plan of the OT/CT CA

Historic Preservation & Redevelopment:

Protect and promote the rich cultural and multi-ethnic history and diversity of the neighborhood. This includes its unique physical characteristics, cultural and arts institutions, community organizations and mix of businesses.

- - Encourage the preservation, renovation and seismic upgrades to the historic resources and underutilized buildings (hoto increase useable space and economic activity in the district. Encourage new mixed-use infill development on vacant lots and surface parking lots.

It believe the informatio is available, it's just not found in any plan as objectives. It is hard to know the scope of the problem, how big of a problem it is, and, ultimately, how costly is it to fix the problem over a given period of time.

Table E3: Historic Resources in the West Quadrant

District	Individual Resources			Historic Districts	
	National Register	Local Landmark	Hist. Res. Inventory	Acres in HDs	Contributing Properties
Downtown	71	19	259	9.3	9
Goose Hollow	10	2	58	7.3	18
Old Town / Chinatown	8	21	122	56.0	45
Pearl District	39	1	100	11.2	19
South Downtown / University	3	2	58	4.2	16
South Waterfront	0	0	3	0.0	0
West End	30	6	109	0.0	0
West Quadrant Total	161	51	709	88.0	107

Notes: Some NR properties are also Local Landmarks and are not counted again in Local Landmarks column. Seven contributing and two noncontributing properties lie in both the Skidmore/Old Town and New Chinatown historic districts and are thus counted "twice." Source: Portland Bureau of Planning and Sustainability. Figures for the Historic Resources Inventory include unranked properties.

February 4, 2015

Commissioner Steve Novick  
Portland City Hall  
1221 SW 4th Ave  
Portland, OR

Dear Commissioner,

As a long-time resident of Goose Hollow I can appreciate the City's drive toward increased population density. However, too much density in the form of excessively tall buildings degrades the quality of our urban living.

In particular, tall buildings erected in the midst of single story homes impact the environmental psychology of a neighborhood significantly. For those on the street below the impacts of tall buildings are largely negative -- increased wind, loss of sunlight, loss of human-scale character and warmth, alienation due to stratification.

To counter-balance those negative impacts, developers should continue to be required to earn the extra building height through added amenities that contribute to long-term comprehensive livability.

Please do not give away height.

I ask you to increase urban density while maintaining thru earned increases in height as much as possible an environment healthy for kids, pedestrians and neighbors, inside and outside the new buildings.

Sincerely,

Aaron Johanson  
2303 SW Market St Drive,  
Portland, OR 97201

Kent &  
Johnson, LLP  
attorneys at law



LESLIE S. JOHNSON  
*Licensed in Oregon and Washington*

Email: [ljohnson@kentlaw.com](mailto:ljohnson@kentlaw.com)

February 4, 2015

*Via Hand-delivery*

Portland City Council  
Council Clerk  
1221 SW Fourth Avenue, Room 140  
Portland, OR 97204

Re: CC2035/West Quadrant Plan

Dear Council/Clerk:

I write in support of the proposed resolution to adopt the West Quadrant Plan for CC2035 as presented to the City Council today. There is no reason for the City Council to revisit or reverse its progress on this Plan. I know from first-hand experience that the very recent criticism about the process and GHFL's representation has no basis in fact.

I have lived and/or worked in Goose Hollow off and on since I had my first Portland home in the student housing on SW Clay in 1974. I have practiced law at 1500 SW Taylor since 2001, and have owned property here for most of that time. I recently completed the second of two, consecutive 2-year terms on the Board of the Goose Hollow Neighborhood Association. During those 4 years, I served as Treasurer, Secretary and Chair of the Board. In all of that time, the majority of the positions on the Board – and usually as many as two-thirds of the positions – were held by people who live in the neighborhood. The residents were, for the most part, owners of private homes. As far as I am aware, that has been true for many, many years and most likely has been true over the entire life of the neighborhood association.

During my four years of service, we held regular monthly meetings of the Board duly noticed in the Northwest Examiner, via our website and through e-mail. We made a concerted effort to expand our mailing list and involve more and more neighbors in the activities of the GHFL. We have had a vibrant committee system, including regular meetings of both a standing Planning Committee and a Vision Realization Committee given the level of planning activity faced by our neighborhood. It is not true that the Board was “dominated” in any fashion by any particular business person(s) or interest(s). The subject and nature of our discussions and decision-making, and the names of all of the participants, are all duly recorded in meeting minutes that are public record. The Board – and all the public GHFL members in attendance – heard many reports from city planning offices, from committee chairs, and from active individual members about plans as they progressed. No one was very turned away from a meeting.

The messages from the purported “Friends of Goose Hollow, LLC” notwithstanding, there is more than one person in this neighborhood well-qualified by education, experience and appetite to participate in regional planning and to represent the position of many people in the neighborhood. Of that group of qualified people, Mary Valeant sits at or near the top of the list. She had the full support of the Board as VRC Chair and CC2035 representative for all of the time I served on the Board.

As members of the City Council well know, in democratic organizations, specific issues or events often activate new – sometimes noisy - participation from previously quiet constituents. The activation sometimes even leads to changes in leadership. It would not be a stretch to say that the efforts of the Boards I served with to expand participation in 2010-2014 helped create the opportunity for a substantial shift in the make-up of the Board and its position on some planning issues. Such changes are just “the nature of the beast,” but *they are not an excuse for reversal of the City’s planning process.*

Many, many residents, property and business owners are fully committed to the values reflected in this Plan – increased central city density, more varied uses, more park space, increased reliance on mass transit and biking. We very much want the City to keep moving forward!

Sincerely yours,

Leslie S. Johnson

**Moore-Love, Karla**

---

**From:** Ken Puckett <kpuckett@timbers.com>  
**Sent:** Wednesday, February 04, 2015 4:25 PM  
**To:** Moore-Love, Karla  
**Subject:** [User Approved] West Quadrant Plan - Testimony

Karla,

I attended the hearing today, but due to another commitment and the large number of folks wanted to testify, they were not able to get to me before I had to run. The Mayor stated that they were going to allow emails that could serve as that testimony.

Below is mine.

- My name is Ken Puckett and I am the SVP of Operations for Peregrine Sports. We operate Providence Park, The Portland Timbers and the Portland Thorns.
- 
- I sat on the GHFL Board for 6 years and served for one year as the VP of the GH Board
- Providence Park has hosted dozens of the Planning meetings, so I know firsthand how much research and vetting has gone into the current West Quadrant Plan. The current plan has taken into account the views of residents and the Business that inhabit in the Goose Hollow and the surrounding areas.
- I have witnessed firsthand and the positive growth of the Goose Hollow area. And frankly there has not been a big enough spot light shed on the complete turnaround the GH has experienced over the last 10 years. From new condos and apartment buildings and the many new businesses that enhanced that area making it one of the best spots in Portland.
- The current West Quadrant Plan is a solid and well thought out plan and the draft should be adopted as it is presented to today; we should not let the ego of The New Goose Hollow leadership that frankly has sat on the sidelines for over two years derail the positive and well thought out planning work that others have completed.
- So in closing Providence Park and The Portland Timbers and The Portland Thorns are in complete Support of the Current West Quadrant Plan Draft.

Thank you,

Ken Puckett

**KEN PUCKETT**  
 Sr VP of Operations



e: kpuckett@timbers.com  
 p: 503.553.5457 f: 503.553.5405  
 c: 360.737.9367  
 @TimbersFC // @ThornsFC

Providence Park  
 1844 SW Morrison St.  
 Portland, OR 97205

**Moore-Love, Karla**

---

**From:** Suzanne Lennard <suzanne.lennard@livablecities.org>  
**Sent:** Wednesday, February 04, 2015 5:35 PM  
**To:** Hales, Mayor  
**Cc:** Moore-Love, Karla  
**Subject:** Testimony on WQ Plan Heights issue  
**Attachments:** PastedGraphic-1.tiff; ATT00001.htm; WQ\_Plan Review.pdf; ATT00002.htm

Dear Mayor,

Please find attached my testimony at today's Council Meeting.

With best regards,

Suzanne  
Suzanne H. Crowhurst Lennard, Ph.D.(Arch.)  
Director, International Making Cities Livable Conferences LLC  
[suzanne.lennard@livablecities.org](mailto:suzanne.lennard@livablecities.org)



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Suzanne H. Crowhurst  
Lennard (Portland)

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Dr. Sven von Ungern-  
Sternberg  
Regierungspräsident  
State of South-Baden  
Freiburg i.B. GERMANY

February 4, 2015

WQ Plan review by Portland City Council  
February 4, 2015

I am Suzanne Crowhurst Lennard, Co-founder and Director of the International Making Cities Livable Conference, specialist and consultant on Social Aspects of Architecture and Urban Design. I live in the Pearl – 1030 NW Johnson Street.

I attended almost every meeting of the CC2035 Committee and the West Quadrant SAC as a member of the public, and spoke at most meetings.

There are major flaws both in the SAC process, and in the Report. The Report's strong promotion of a single-vision high-rise development agenda is in conflict with the 2035 Concept Statement that emphasizes livability, health, equity and affordability.

Every year, I bring to Portland 350 to 400 mayors, practitioners and scholars in planning and public health from around the world. They are drawn not only by the IMCL Conference, but by their desire to learn from Portland how to make their own cities more healthy and livable.

Portland's international reputation as a livable city was hard-won by Portlanders in the mid- 70's when they rejected the planning behemoths of their day – the Moses freeway to Mt. Hood, and high-rise development – and chose instead to emphasize Portland's true strengths – small walkable blocks, human scale, nature and the public realm, quality of everyday life<sup>1</sup> – a city that belongs to all, not just to the wealthy.

They pulled down a freeway to create Waterfront Park, built Pioneer Square, and improved the city's walkability by creating the streetcar, allowing the fine-grained mixed-use neighborhoods to flourish.

Today, we are at another crossroads. Singapore, Hong Kong and the World Bank are promoting the concept of "World Cities" and trying to shame our planners and elected leaders into joining their "Big Boys Club". These are cities that are prepared to lie down to have their unique identity and heritage raped by global investors with their high-rise

See page 2

<sup>1</sup> Not to be confused with "standard of living", which Singapore tries to do,



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Page 2  
 February 4, 2015

condos. The 250', 325' and 460' height limits in the WQ Plan damage the public realm (our "common wealth") but make investors drool. Committed to high-rise, Singapore and Hong Kong now have the least affordable housing in the world, and a deteriorating public realm<sup>2</sup>.

But what is so wrong with letting them have their way? It brings money to the city for more construction, and more planning services.

When you permit very high-rise buildings, the huge potential profits inflate land prices. This jeopardizes historic buildings, Portland's heritage and historic identity. It also makes it increasingly difficult to ensure affordable market-rate housing.

The supposed benefits for all other income level housing do not "trickle-down"; just look at the statistics for the South Waterfront<sup>3</sup> or the Pearl District<sup>4</sup>.

What kind of a city do Portlanders want? A pale imitation of Singapore or Vancouver, BC that satisfies the global investors? Or to retain Portland's unique identity, walkability, human scale and affordability for ALL, and its worldwide renown as the most livable city in the US?

I ask the Council to reject the WQ Plan's heights policy and to call for a thorough review of heights, involving citizens (not just developers), and considering a range of height alternatives.

Thank you.

Suzanne H. Crowhurst Lennard, Ph.D.(Arch.)  
 Director, International Making Cities Livable Conference

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<sup>2</sup> Research report on "Everyday life under modernist planning: A study of an ever-transforming urban area in Hong Kong" forthcoming in Urban Design International

<sup>3</sup> [http://www.oregonlive.com/portland/index.ssf/2014/11/affordable\\_housing\\_in\\_south\\_wa.htm](http://www.oregonlive.com/portland/index.ssf/2014/11/affordable_housing_in_south_wa.htm)

<sup>4</sup> [http://www.oregonlive.com/portland/index.ssf/2014/08/hoyt\\_street\\_properties\\_fails\\_t.html](http://www.oregonlive.com/portland/index.ssf/2014/08/hoyt_street_properties_fails_t.html)  
[http://www.oregonlive.com/portland/index.ssf/2014/11/portland\\_promised\\_a\\_river\\_dist.html](http://www.oregonlive.com/portland/index.ssf/2014/11/portland_promised_a_river_dist.html)

**Moore-Love, Karla**

---

**From:** Adamsick, Claire  
**Sent:** Wednesday, February 04, 2015 5:26 PM  
**To:** Moore-Love, Karla  
**Cc:** Parsons, Susan; Wadsworth, Jasmine  
**Subject:** FW: West Quadrant Plan Public Hearing  
**Attachments:** Central City 2035 West Quadrant Plan.pdf

Hi Karla,

Additional West Quadrant Plan testimony for the record. I'm only forwarding those in which Council Clerks and/or Jasmine are not included. My apologies if these are duplicates.

Thank you,  
Claire

---

**From:** Jim Moore [mailto:jim@moorearchdesign.com]  
**Sent:** Wednesday, February 04, 2015 3:40 PM  
**To:** Bizeau, Tom; Adamsick, Claire; Dingfelder, Jackie; Shriver, Katie  
**Subject:** RE: West Quadrant Plan Public Hearing

Attached please find my letter of testimony supporting the adoption of Goose Hollow portion of the West Quadrant Plan "Recommended Draft" dated December 2014.

Thank you.

Jim Moore, AIA  
Moore Architecture + Design LLC  
t 503.708.3165  
[www.moorearchdesign.com](http://www.moorearchdesign.com)

February 4, 2015

Portland City Council  
Attn: Council Clerk  
1221 SW Fourth Avenue, Room 140  
Portland, OR 97204

Submitted via email to: [Karla.Moore-Love@portlandoregon.gov](mailto:Karla.Moore-Love@portlandoregon.gov)

Re: Testimony in support of City Council adopting the West Quadrant Plan

Dear Mayor Hales and City Council Commissioners:

My name is Jim Moore and I am a Goose Hollow Resident living at 2327 SW Market Street Drive. I have owned and lived in my home since 1999. I am also a practicing architect.

I would like to express my support in the adoption of the West Quadrant Plan before you today. The draft plan dated December 2014 is the result of thorough and community oriented efforts by many committed Goose Hollow volunteers. The draft plan in my opinion expresses the potential of the Goose Hollow community very well. The diligent, collaborative, and open approach that went into the creation of this plan should serve to represent to the City Council the broad support it deserves. I am proud to live in a thriving community with such great potential. I am also very appreciative of the efforts that so many of volunteers have given and the care, excitement and hope in the future they have captured in the plan.

Thank you,

A handwritten signature in black ink that reads "James Moore". The signature is written in a cursive style and is positioned above a rectangular area of the document that has been redacted with a grey, textured pattern.

James Moore, AIA

James Moore, AIA  
2327 SW Market Street Drive, B  
Portland, OR 97201  
[jim@moorearchdesign.com](mailto:jim@moorearchdesign.com)

Telephone: (503) 708-3165

[www.moorearchdesign.com](http://www.moorearchdesign.com)

**Moore-Love, Karla**

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**From:** Jim Moore <jim@moorearchdesign.com>  
**Sent:** Wednesday, February 04, 2015 3:35 PM  
**To:** Moore-Love, Karla  
**Cc:** 'katie.shriver@portlandoregon.gov'; 'jackie.dingfelder@portlandoregon.gov'; 'claire.adamsick@portlandoregon.gov'; 'tom.bizeau@portlandoregon.gov'  
**Subject:** West Quadrant Plan Public Hearing  
**Attachments:** Central City 2035 West Quadrant Plan.pdf

Attached please find my letter of testimony supporting the adoption of Goose Hollow portion of the West Quadrant Plan "Recommended Draft" dated December 2014.

Thank you.

Jim Moore, AIA  
Moore Architecture + Design LLC  
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February 4, 2015

Portland City Council  
Attn: Council Clerk  
1221 SW Fourth Avenue, Room 140  
Portland, OR 97204

Submitted via email to: [Karla.Moore-Love@portlandoregon.gov](mailto:Karla.Moore-Love@portlandoregon.gov)

Re: Testimony in support of City Council adopting the West Quadrant Plan

Dear Mayor Hales and City Council Commissioners:

My name is Jim Moore and I am a Goose Hollow Resident living at 2327 SW Market Street Drive. I have owned and lived in my home since 1999. I am also a practicing architect.

I would like to express my support in the adoption of the West Quadrant Plan before you today. The draft plan dated December 2014 is the result of thorough and community oriented efforts by many committed Goose Hollow volunteers. The draft plan in my opinion expresses the potential of the Goose Hollow community very well. The diligent, collaborative, and open approach that went into the creation of this plan should serve to represent to the City Council the broad support it deserves. I am proud to live in a thriving community with such great potential. I am also very appreciative of the efforts that so many of volunteers have given and the care, excitement and hope in the future they have captured in the plan.

Thank you,

A handwritten signature in black ink that reads "James Moore". The signature is written in a cursive style and is positioned above a rectangular area of fine, illegible text, likely a scan artifact or a placeholder.

James Moore, AIA

James Moore, AIA  
2327 SW Market Street Drive, B  
Portland, OR 97201  
[jim@moorearchdesign.com](mailto:jim@moorearchdesign.com)

Telephone: (503) 708-3165

[www.moorearchdesign.com](http://www.moorearchdesign.com)

**Moore-Love, Karla**

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**From:** Adamsick, Claire  
**Sent:** Wednesday, February 04, 2015 2:52 PM  
**To:** Moore-Love, Karla  
**Cc:** Parsons, Susan; Wadsworth, Jasmine  
**Subject:** FW: Testimony for adoption of the Draft West Quadrant Plan  
**Attachments:** Testimony to adopt the West Quardant Plan - Linda Cameron.pdf

Hi Karla,

In case you did not already receive this testimony on agenda #145 (West Quadrant Plan), could you included it so it's in the public record?

Many thanks,  
Claire

-----Original Message-----

**From:** Linda Cameron [mailto:LCameron@bassettiarch.com]  
**Sent:** Wednesday, February 04, 2015 1:45 PM  
**To:** Shriver, Katie; Dingfelder, Jackie; Adamsick, Claire; Bizeau, Tom  
**Subject:** FW: Testimony for adoption of the Draft West Quadrant Plan

Please include my written testimony into the Public Record.  
Thank you, Linda

-----Original Message-----

**From:** administrator@bassettiarch.com [mailto:administrator@bassettiarch.com]  
**Sent:** Wednesday, February 04, 2015 1:20 PM  
**To:** Linda Cameron  
**Subject:** Message from "RNP002673400A9E"

This E-mail was sent from "RNP002673400A9E" (Aficio MP C2551).

Scan Date: 02.04.2015 13:20:26 (-0800)  
Queries to: administrator@bassettiarch.com

February 4, 2015

Re: Adopt the West Quadrant Plan as direction for the Central City Plan

Letter in support of the Resolution to Adopt

Dear Mayor Hales and Commissioners:

My name is Linda Cameron and I lived at 2327 SW Market Street Drive with my family. I speak to you today as a resident of the Goose Hollow neighborhood for over 21 years, past GHFL Board of Director serving on the Executive Board in the capacity of Treasurer and Secretary along with chairing the Block 7 subcommittee and as a practicing Architect.

I strongly support the draft West Quadrant and believe it encompasses the five years of hard work by Goose Hollow neighbors and City planners to define our destiny for the next 20 years.

I came to Portland back in 1992 via New York City and chose "the Flats" because of its moderate priced rentals, density and walkability. The fabric of the flats was most reminiscent to the city I just came from. Rich in diversity, assortment of public and private institutions, public transportation and a variety of housing options, what is there not to love? Strategically located close to the NW Neighborhoods Washington Park and Downtown it supports the values of twenty minute neighborhood. In other words a great place to live.

Yet over the years, Goose Hollow has not enjoyed the growth and development, whether public or private, like other parts of the City have. In part, this can be contributed this to a lack of flexibility in zoning and the concrete belt aka W Burnside, I405 and Highway 26. These obstacles have created a hamlet so instead of being seen as an urban center, Goose Hollow is seen a suburban neighborhood. Those of us who live here see the potential and want to make sure those aspirations were heard and included during the next planning phase.

This brings me to 2010. I was on the Board of the GHFL when the Vision Realization Committee was form. This subcommittee was tasked to examine the goals and values of the neighborhood, and come up with a mission statement which could then be communicated in a clear and concise manner to the City Planners. We wanted to get a head of the curve so that neighbors would have a real impact in the future development goals. The formation of the VRC provided a process to enable public participation by utilizing monthly meeting to discuss a pre- determined topic sthat would promote discussions which would be used to form the vision of Goose Hollow over the next 20 years.

Having participated in a few of these meetings, I can tell you the discussions were lively, passionate, full of hope and aspirations. Although not everyone agreed on every topic it was refreshing to see a community so passionate and open to others ideas. These discussions were recorded and posted on the GHFL website which was a first in our organization's history to actually take meeting minutes for a subcommittee. Monthly meeting dates where regularly scheduled on the Website calendar and

announce at every Board meeting. Each monthly Board meeting, the VRC provided a brief summary of the previous meeting with opportunity for those in attendance to comment, ask questions or find out how to get involved.

Having participated in the City sponsored Charrette where more than 50 members of our community took the time to share their thoughts, hopes and visions speaks to the efforts of the VRC in getting the word out and engage our community with the Planning process.

These efforts by volunteers have been fruitful. The VRC provided their final draft called "Goose Hollow Principles" to the Board on October 2013 and was passed **unanimously**. These Principles now are the bases of the draft West Quadrant plan for Goose Hollow. They can be seen in the goals of:

- a. Improve Burnside and the connections across Burnside for all modes of transportation.
- b. Create public green space, at a newly developed Lincoln High School as well as improve connectivity through that property.
- c. Improve Salmon as a key east-west green corridor with improved access/signage to Washington Park in GH and the Park Blocks/Waterfront at its terminus downtown.
- d. Cap I-405 to include new development and/or open space.
- e. Make Jefferson a main street of the residential community by reworking traffic patterns, requiring ground floor commercial uses and improving Collins Circle.
- f. Encourage new family-friendly, workforce, affordable housing
- g. Encourage a mixed-use vibrant district around the Stadium

It is disconcerting the new GHFL Board as of December 2014 has called in to question the validity of the VRC's good work. They claim the findings do not represent their views or the neighborhood yet most of the detractors didn't even bother to participate in any of the VRC meetings nor publicly held Charrettes. With over 33 VRC meetings from September 2011 to November 2014 and 30 GHFL Board meetings, there was plenty of opportunity to get involve and have your voice heard. I strongly request you oppose granting a continuance as requested by the GHFL Board of Directors. Many Goose Hollow business owners and residents including myself volunteered numerous hours in developing the plan you see today. Please don't reward those who chose not to volunteer and get involved with the process over those who rolled up their sleeves and got to work.

I am truly excited about our future in Goose Hollow and in the City of Portland. The draft Plan before you helps set the stage for the next 20 years and will serve us well in keeping the Westside a livable and vibrant for today and in the future.

Thanks you for your consideration,



Linda G Cameron

2327 SW MARKET ST DR  
PORTLAND, OR 97201

**Moore-Love, Karla**

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**From:** Colin Cortes <colin.m.cortes@gmail.com>  
**Sent:** Wednesday, February 04, 2015 1:53 PM  
**To:** Moore-Love, Karla  
**Subject:** West Quadrant Plan: Adopt without higher allowable building height limits

Dear Portland City Commissioners:

I'm commenting on Item 145 of the City Commission agenda of February 4, 2015, adoption of the Central City West Quadrant Plan.

I urge the City Commission to amend said plan prior to adoption in order to eliminate the proposed increase of allowed building maximum heights.

Increased building maximum heights would be harmful as follows:

- Draw outside speculative capital generating excess commercial and residential space that run risk of extended vacancy due to both excess space and space too expensive for living or working due to the demands of outside capital's return on investment, thereby exacerbating the supply of both unaffordable housing and commercial spaced affordable only to national tenants
- Exacerbate pressure to demolish or deface historic landmarks by granting even more building envelope to developers
- Deplete the stock of old buildings and spur excess supply of new buildings, making space less affordable for poor and middle-class residents and for small and start-up businesses

Greater height is not intrinsically necessary for greater density of development and redevelopment or for the larger goal of sustainable urbanism in Portland. Cities such as Paris or Washington, D.C. famous for protected low-rise skylines are but two notable examples, and there is no compelling reason why the West Quadrant must come to resemble parts of Manhattan or downtown Vancouver, BC instead of Northwest Portland / Slabtown or the old streetcar suburb corridors of Vancouver,

The only reason to allow higher heights would be to meet the conventional needs of outside capital, a poor reason upon which to grant greater portions of public airspace to private interests.

Sincerely,

Colin Cortes, AICP, CNU-A

8900 SW Sweek Dr, Apt. 1116  
 Tualatin, OR 97062-7497

**Moore-Love, Karla**

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**From:** Linda Cameron <LCameron@bassettiarch.com>  
**Sent:** Wednesday, February 04, 2015 1:42 PM  
**To:** Moore-Love, Karla  
**Subject:** Testimony for adoption of the Draft West Quadrant Plan  
**Attachments:** Testimony to adopt the West Quardant Plan - Linda Cameron.pdf

Please include my written testimony into the Public Record.  
Thank you, Linda

-----Original Message-----

**From:** administrator@bassettiarch.com [mailto:administrator@bassettiarch.com]  
**Sent:** Wednesday, February 04, 2015 1:20 PM  
**To:** Linda Cameron  
**Subject:** Message from "RNP002673400A9E"

This E-mail was sent from "RNP002673400A9E" (Aficio MP C2551).

Scan Date: 02.04.2015 13:20:26 (-0800)  
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February 4, 2015

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I strongly support the draft West Quadrant and believe it encompasses the five years of hard work by Goose Hollow neighbors and City planners to define our destiny for the next 20 years.

I came to Portland back in 1992 via New York City and chose "the Flats" because of its moderate priced rentals, density and walkability. The fabric of the flats was most reminiscent to the city I just came from. Rich in diversity, assortment of public and private institutions, public transportation and a variety of housing options, what is there not to love? Strategically located close to the NW Neighborhoods Washington Park and Downtown it supports the values of twenty minute neighborhood. In other words a great place to live.

Yet over the years, Goose Hollow has not enjoyed the growth and development, whether public or private, like other parts of the City have. In part, this can be contributed this to a lack of flexibility in zoning and the concrete belt aka W Burnside, I405 and Highway 26. These obstacles have created a hamlet so instead of being seen as an urban center, Goose Hollow is seen a suburban neighborhood. Those of us who live here see the potential and want to make sure those aspirations were heard and included during the next planning phase.

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- g. Encourage a mixed-use vibrant district around the Stadium

It is disconcerting the new GHFL Board as of December 2014 has called in to question the validity of the VRC's good work. They claim the findings do not represent their views or the neighborhood yet most of the detractors didn't even bother to participate in any of the VRC meetings nor publicly held Charrettes. With over 33 VRC meetings from September 2011 to November 2014 and 30 GHFL Board meetings, there was plenty of opportunity to get involve and have your voice heard. I strongly request you oppose granting a continuance as requested by the GHFL Board of Directors. Many Goose Hollow business owners and residents including myself volunteered numerous hours in developing the plan you see today. Please don't reward those who chose not to volunteer and get involved with the process over those who rolled up their sleeves and got to work.

I am truly excited about our future in Goose Hollow and in the City of Portland. The draft Plan before you helps set the stage for the next 20 years and will serve us well in keeping the Westside a livable and vibrant for today and in the future.

Thanks you for your consideration,



Linda G Cameron

2327 SW MARKET ST DR  
PORTLAND, OR 97201

**Moore-Love, Karla**

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**From:** Patrick Krochina <krochina@gmail.com>  
**Sent:** Thursday, February 05, 2015 12:28 AM  
**To:** Moore-Love, Karla  
**Cc:** 'Janet Krochina'  
**Subject:** Response to West Quadrant Plan

Karla,

I was very impressed with the thoroughness of Central City 2035 West Quadrant Plan. It seems the city has laid out a very viable & livable master plan. I am encouraged by the overall Planning Vision and tying it together with the Green Loop Alignment and the Public Realm Concept which becomes a unique 'urban trail'!

I also am a realist and know for our multi tasked transportation system to work and be economically feasible it needs to be supported by higher residential & commercial density. I know there will be push back from the public concerning the higher building height limits, but I feel this is a relatively small price to pay for a more dynamic & livable city. Density is crucial to limit urban sprawl, making public transportation more convenient and feasible, creating more improved public amenities, while making it a more excitable place to live.

The Green loop alignment will be the organic trail that brings relief from the higher densities and will allow easy access to greenbelts, parks & the river. As long as there are visual view ways through public corridors, streets, parks & greenbelts that will be surrounded by lower building heights, I feel this will more than compensate for the higher building limits elsewhere, while allowing a more diverse and dynamic cityscape. Besides building heights are relative and almost unnoticeable, if the pedestrian is immersed in the organic fabric of the urban streetscape.

Bottom line, I favor your increased building heights and density.

Look forward to the next Phase.

Sincerely,

*Pat J. Krochina, AIA*

KROCHINA CONSULTING  
255 SW HARRISON ST  
UNIT 20 H  
PORTLAND, OR 97201

(907)242-7882  
krochina@gmail.com

**Moore-Love, Karla**

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**From:** Raggett, Mark  
**Sent:** Friday, February 06, 2015 1:38 PM  
**To:** Moore-Love, Karla  
**Cc:** Lisle, Karl; Hartinger, Kathryn; Starin, Nicholas; Edmunds, Sallie  
**Subject:** FW: testimony  
**Attachments:** WQ Council Testimony\_Valeant.pdf

Karla,

Could you please put this in the record for the West Quadrant Plan public hearing that was at council last Wednesday? Mary may have already dropped off a copy but she wanted me to confirm. Thanks.

Mark R.

---

**From:** Mary Valeant [mailto:mary@valarch.com]  
**Sent:** Thursday, February 05, 2015 11:52 AM  
**To:** Raggett, Mark  
**Subject:** testimony

Hi there,

Hope you had a nice dinner while the rest of us sat through the suffering testimony until almost seven! Just kidding. Here is a copy of my testimony.

Thanks,

Mary Valeant, Architect, LEED AP  
valeant architecture llc  
2318 sw market street  
portland, or 97201  
(p) 503.241.2727

February 4, 2015

Re: West Quadrant Recommended Draft - Testimony In Favor of Adoption by Resolution

Good afternoon, my name is Mary Valeant. I am a resident of the Goose Hollow neighborhood, an architect, and the mother of two young children. I was a Goose Hollow Foothills League board member from 2009-2013, chair of its Visioning Committee from 2011-2013 and was the neighborhood's representative to the West Quadrant Stakeholders Advisory Committee. I am here today to encourage Council approve the Recommended Draft.

Goose Hollow has been working on this draft for more than four years now. The GH Vision Realization Committee established in 2011 sought to bring together a diverse representation of neighborhood stakeholders to craft its vision prior to the CC2035 process. The work of that committee culminated in a list of Neighborhood Principles that were incorporated into the Draft before you. I'd like to thank the many residents, Goose Hollow board members, neighborhood businesses, and representatives from Lincoln HS, the MAC, Hotel deluxe, The Oregonian, and Artists Repertory Theater who served on this committee during the time that these Principles were drafted.<sup>1</sup>

In addition, I would like to thank the staff at BPS for their time and attention to the neighborhood. They spent countless hours attending neighborhood meetings, organizing and conducting a neighborhood Charette, Open House, and drafting and redrafting District Goals and Policies to align with the neighborhood vision.

The document before you successfully incorporates the aspirations of the Goose Hollow Neighborhood and provides for improved livability for its current and future residents. The plan envisions a neighborhood main street on Jefferson with a restored Vista Bridge at its terminus, a redeveloped Lincoln High School site with a public greenspace and community center, a safe and improved Burnside, a mixed-use vibrant center around Providence Park, affordable family and workforce housing, and a cap over 405 reconnecting us to downtown and offering valuable development and open space opportunities.

As a neighborhood we are rightfully excited at the prospects and are ready to start implementing the plan. To do so, this Council can help. I would recommend in addition to adoption of this document, Council considers acting on the following four issues critical to Goose Hollow and the City at large in the near future.

1. Lincoln: The PPS Board has approved a new Lincoln to be included on a 2016 bond. Master planning of the site will begin soon. This is a critical piece of property in Goose Hollow and the

Central City at large. City collaboration with PPS, the neighborhood, and the Lincoln community in the coming months is essential to maximize its potential.

2. Burnside: This is the only street in the West Quadrant termed a “high-crash corridor.” The draft does little improve it, instead referring to adopted Council policy favoring a couplet. There was talk about a fall-back plan, but nothing has been done. This street is too important to let languish; Council should take action now.
3. I-405 Cap: Yes, this is a big project, but every neighborhood that touches 405, recognized it as a barrier and source of noise and pollution that detracts from the livability of the City. As the City grows, the area over 405 will continue to gain in value. Capping 405 cannot just a line item in a long-range plan. The City should start now by directing PDC to coordinate efforts with regulatory agencies to begin the planning and permitting process necessary to begin as soon as it is fiscally viable.
4. Historical Inventory: With population growth making our historic structures more vulnerable, this inventory and the methods we use to protect them needs to be revisited and updated as soon as possible.

Thank you very much. I appreciate the opportunity to present this testimony today.

Respectfully,

Mary Valeant  
2318 SW Market St. Dr.

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<sup>1</sup> Goose Hollow Vision Realization Committee Members and Regular Participants (2011-2013):

Peyton Chapman, Lincoln HS Principal

Rick Potestio, Resident and Architect

Gerry Gast, Resident and U of O Professor of Architecture and Urban Planning

John Karafotias, The Oregonian

Dan Petrusich, Property Owner

Timothy Moore, Resident, GHFL Board Member

Nicholas Clark, Resident, GHFL Board Member and Neighborhood Business Owner

Scott Schaffer, Resident and GHFL Board Member

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Norm Rich, General Manager of the Multnomah Athletic Club

Tim Block, Hotel deluxe

Alexis Ingram, Artists Repertory Theater

Linda Cameron, Resident, Architect, and former GHFL Board member

Craig McConachie, Neighborhood Business Owner

Doug Richardson, Resident

Tina Wyszynski, Resident

Wilma Caplan, Resident and Business Owner

John Weil, Allied Works Architecture (*which is located in Goose Hollow and won the Vancouver, WA 1-5 cap project*)

Sarah Bronstein, PSU Graduate Student in Urban Planning

Mary Valeant, Resident, Architect, former GHFL Board Member and VRC Chairperson

**Moore-Love, Karla**

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**From:** Chung, Wendy <Wendy.Chung@CenturyLink.com>  
**Sent:** Saturday, February 07, 2015 2:40 PM  
**To:** Moore-Love, Karla; Commissioner Novick  
**Cc:** Hales, Mayor; Commissioner Fritz; Commissioner Saltzman; Commissioner Fish  
**Subject:** [Approved Sender] West Quadrant Plan - Commissioner Novick's Question

Hi Karla,

Following up on our conversation following the hearing on Wednesday, I'm attaching, per your suggestion, a link to the December 2014 report by the National Trust for Historic Preservation cited in my oral testimony.

[http://www.preservationnation.org/information-center/sustainable-communities/green-lab/oldersmallerbetter/report/NTHP\\_PGL\\_OlderSmallerBetter\\_ReportOnly.pdf](http://www.preservationnation.org/information-center/sustainable-communities/green-lab/oldersmallerbetter/report/NTHP_PGL_OlderSmallerBetter_ReportOnly.pdf) I've copied the Mayor and all the Commissioners on this message but would you please make sure they have this report and that it is entered into the record?

Two of the seven key findings of this report addresses a question that Commissioner Novick asked about carbon emissions and height. I think there may have been some confusion in Director Anderson's response, which seemed to address density rather than height. "At one point during the hearing, Commissioner Steve Novick asked staff about the relationship between building height and carbon emissions. BPS Director Susan Anderson pointed out that higher buildings can help create more compact, transit-accessible and amenity-rich communities, which help us reach our climate action goals." <http://www.portlandoregon.gov/bps/article/518223>

One key finding of the study was that "Older commercial and mixed-use districts contain hidden density: In Seattle, San Francisco, and Washington, D.C., streets with a mix of old and new buildings have greater population density and more businesses per commercial square foot than streets with large, new buildings. In Seattle and Washington, D.C., these areas also have significantly more jobs per commercial square foot." (see p. 4 of report)

Another key finding of the study was that "Older, mixed-use neighborhoods are more walkable: In Seattle and San Francisco, older neighborhoods with a mixture of small, mixed-age buildings have significantly higher Walk Score® rankings and Transit Score® ratings than neighborhoods with large, new buildings." (see p. 3 of report)

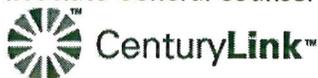
As the PHLC concluded, 250-460' allowable heights severely jeopardize older, mixed-use neighborhoods like the West End, through market forces that motivate demolition of unprotected historic buildings for high-rise development. This would mean that carbon emissions would likely increase under the proposed plan, because existing walkability and density would be compromised.

Thank you for your service to the City and for considering my comments.

Wendy

---

Wendy Chung  
 Associate General Counsel



310 SW Park Ave., 4th Floor  
 Portland, OR 97204

(503) 242-5867  
 (720) 218-2925 (mobile)  
 (303) 383-8447 (fax)

wendy.chung@centurylink.com

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**Moore-Love, Karla**

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**From:** Timothy Moore <timothy.moore@iesve.com>  
**Sent:** Thursday, February 12, 2015 3:25 AM  
**To:** Moore-Love, Karla  
**Subject:** Testimony regarding Recommended Draft West Quadrant Plan  
**Attachments:** T Moore - Testimony to City Council re draft West Quad Plan .docx

**Importance:** High

Karla,

I was at the 4 Feb City Council hearing regarding the Recommended Draft West Quadrant Plan for more than 5-1/2 hours. Unfortunately, I was nearly number 60 on the list of attendees signed up to testify, two Council members had already departed and everyone was extremely tired by the time I got up there. Then the guy who preceded me was perhaps the only attendee who's testimony bordered on being out of line, so the Mayor and remaining two Council members were pretty much running for the door. .... Not an ideal audience.

I've therefore attached a proper letter of testimony regarding what I believe is a largely very solid Recommended Draft West Quadrant Plan prepared according to a sound public process. It is important to me that this letter gets to the Mayor and Council members. My understanding according to what Mayor Hales said at the close of the hearing is that written testimony would be accepted until 13 February. I hope therefore that you will ensure the attached letter of testimony gets to them.

Many thanks,  
Timothy



**Timothy Moore**  
Senior Product Manager

C: +1 (415) 810-2495  
T: +1 (415) 983-0603  
Internal IP ext. 8549  
T: +44 (0) 141 945 8500  
[timothy.moore@iesve.com](mailto:timothy.moore@iesve.com)  
[www.iesve.com](http://www.iesve.com)

Integrated Environmental Solutions Limited. Scotland registration SC151456  
Helix Building, West Of Scotland Science Park, Glasgow G20 0SP

[Email Disclaimer](#)

February 4, 2015

Mayor Hales  
Commissioner Fish  
Commissioner Saltzman  
Commissioner Fritz  
Commissioner Novick

c/o City of Portland Council Clerk  
1221 SW Fourth Avenue, Room 140  
Portland, OR 97204  
Fax 503-823-4571

Re: West Quadrant Plan

My hope was to testify at the hearing on February 4, 2015 but I was unable to stay for much of the public testimony. I understand that written testimony is still an option so I am writing this letter in support of the West Quadrant Plan.

The following is submitted on behalf of my family. My father, Bill Reilly Sr, bought the property at the corner of SW 18<sup>th</sup> and SW Taylor almost 40 years ago. Initially it was home to the original Portland Timbers soccer team but for the past 33 years our business has been located there. Our business provides water and wastewater treatment equipment to cities and other municipalities in the Pacific Northwest. We are not developers.

To give you a little background, my Dad served several terms on the Goose Hollow Neighborhood Association until about 6 years ago. I have served on the GHFL board on two separate occasions. I first served in the late 80's and early 90's and then again, most recently, for 4 years until last year. During my first stint I was the neighborhood association's representative with Tri Met when Light Rail was being constructed in the area. Most recently I served as Vice President of the Board.

We have been involved in this neighborhood for a very long time. In addition to our business I have siblings, nieces and nephews that have attended and still do attend Lincoln High School. We are huge supporters of the Goose Hollow area.

I am here today to tell you that I support, 100%, the adoption of the West Quadrant plan as submitted to you for City Council approval.

I know you are very aware of the process to get the plan to this point but I just want to emphasize how thorough and transparent it has been. The process has gone on for over 5 years at the neighborhood level. The Goose Hollow Vision Committee worked for over 18 months developing a plan than involved many public meetings and lots of neighborhood input.

The Goose Hollow board approved the plan, which was very similar to the 1996 station plan that I was initially involved with at Goose Hollow.

The board then created the Vision Realization Committee which worked for over 3 years and had many well publicized, well attended meetings and received lots of valuable, useful input from the neighborhood.

This upfront work put the neighborhood in a great position to hit the ground running when the city created the Stakeholder Advisory Committee.

Mary Valeant was appointed by the Goose Hollow board to represent the neighborhood on the committee. Mary had previously been chair of the Visions Committee and all I can say about Mary is she did an absolutely terrify job on behalf of Goose Hollow. She dedicated countless hours to the process over many years even though she had small children to raise at the same time. We can't thank her enough.

This issue of height limits was discussed all along during this process. It has now come up again in the past 30 - 45 days. This is the result of a very narrowly focused group that took over the Goose Hollow board in December 2014 in order to stop the MAC block 7 project.

Recent correspondence that I have seen from this group on this subject identifies that one of their main tasks, besides stopping the MAC, is to limit the height allowed on long term property owner's land in an attempt to stop changes that may impact their views. I do not believe that the wider Goose Hollow Foothills community supports their position. I am sure you will hear many other reasons from this narrowly focused group about why height limits should be changed because they know view protection is a non-starter. However, I believe, at the end of the day their primary purpose in pushing for changes to the height limit is view protection.

I can tell you today, again, that we fully support the West Quadrant Plan as submitted. It is very well vetted and is the result of an extraordinarily open and thorough process. We are prepared to do what it takes to defend our long standing property rights if this attack on property owners in Goose Hollow gains any traction.

Sincerely,



Bill Reilly  
Wm. H. Reilly & Co.  
910 SW 18<sup>th</sup> Ave.  
Portland, OR 97205  
[bill@whreilly.com](mailto:bill@whreilly.com)  
503-223-6197

**Moore-Love, Karla**

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**From:** Timothy Moore <timothy.moore@iesve.com>  
**Sent:** Thursday, February 12, 2015 3:25 AM  
**To:** Moore-Love, Karla  
**Subject:** Testimony regarding Recommended Draft West Quadrant Plan  
**Attachments:** T Moore - Testimony to City Council re draft West Quad Plan .docx

**Importance:** High

Karla,

I was at the 4 Feb City Council hearing regarding the Recommended Draft West Quadrant Plan for more than 5-1/2 hours. Unfortunately, I was nearly number 60 on the list of attendees signed up to testify, two Council members had already departed and everyone was extremely tired by the time I got up there. Then the guy who preceded me was perhaps the only attendee who's testimony bordered on being out of line, so the Mayor and remaining two Council members were pretty much running for the door. .... Not an ideal audience.

I've therefore attached a proper letter of testimony regarding what I believe is a largely very solid Recommended Draft West Quadrant Plan prepared according to a sound public process. It is important to me that this letter gets to the Mayor and Council members. My understanding according to what Mayor Hales said at the close of the hearing is that written testimony would be accepted until 13 February. I hope therefore that you will ensure the attached letter of testimony gets to them.

Many thanks,  
Timothy



**Timothy Moore**  
Senior Product Manager

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Helix Building, West Of Scotland Science Park, Glasgow G20 0SP

[Email Disclaimer](#)

To: **Portland City Council**  
From: **Timothy Moore**  
Subject: **Testimony regarding Recommended Draft West Quadrant Plan**  
Date: **February 3, 2015**

I'm submitting comments on the Recommended Draft West Quadrant Plan as a resident of Goose Hollow, where I live, work, own my home, and am both a GHFL Board member (for over year now) and Chair of the GHFL Vision Realization Committee for the last year. As VRC Chair, I brought BPS, PBOT, and TriMet planners to Goose Hollow to discuss specific topics with our committee and worked with Kathryn Hartinger on edits to action items in the draft West Quadrant Plan to ensure these accurately reflected parallel objectives stated in the Goose Hollow Principles vision document.

I participated in the West Quadrant Charrette for Goose Hollow in December of 2012 and provided comments at the Open House events, and was very active in the three-year-long public process for Block-7. I have been active in community planning issues since 1992, and am among the handful of individuals that contributed to the first versions of the USGBC's LEED Green Building Rating System.

#### **Support of the Recommended Draft West Quadrant Plan**

My comments are mainly in support of the draft West Quadrant Plan. The majority of what's in the West Quadrant Plan will be very good for Goose Hollow, and I feel truly good about the public process that lead to this draft plan. I do, however, wish to emphasize priorities and raise some concerns that I think warrant your attention as you draft final amendments. Some of these are in response to questions asked by the Mayor and Council members on 4 February.

#### **Jefferson as "main street" in Goose Hollow**

This is perhaps the most important consideration for Goose Hollow over the next few years. Action by PBOT and BPS are rather urgently needed, as new developments along this corridor are coming in every couple months without any organizing approach, guidance, suitably encouraging infrastructure, or revision to current highway-like traffic patterns. Without the right steps being taken prior to or in conjunction with re-development, the development community will not see this as a "main street" opportunity, but rather as a place treated by motorists as an extension of the Hwy 26 on/off ramps. This has been the case already for two recent projects wherein there was no consideration of ground-floor retail or understanding of the potential for a successful "main street" environment.

The GHFL Vision Realization Committee emphasized the need for timely action in communication with BPS, and subsequently had representatives from PBOT and TriMet come to discuss this with us. In support of this, the draft West Quadrant Plan puts the action item for Transportation Action item TR3 in the 2-5 year category. This is a start. And, I want to reinforce how important it is so us that this gets timely attention and does not get lost in the fray. This is a Goose Hollow priority that I firmly believe the current GHFL board supports every bit as much as the previous GHFL board and VRC.

#### **Residential overlay**

The draft West Quadrant Plan calls for removing the Required Residential Development provisions on CX lots south of West Burnside Street. I support this in, as these requirements are overly restrictive, and end up precluding many desired types of developments without actually preventing the buildings that are either significantly or even mainly occupied by a commercial parking garage (which is the last thing we want). There are places conducive to parking under a building mainly devoted to other uses, such as the site of the current U-Park surface parking lot across 20<sup>th</sup> street from the Stadium and MAC, and we should somehow guide that. If we are, however, to have rich organic development of "The Hollow"

(lower, non-hill portion of Goose Hollow), we need the flexibility to have some buildings, like theaters, that have zero residential space in them. And, with the demand for apartments what it is as presently, and no end in sight, we're going to get plenty of residential development without requiring it.

### **Rebranding "the Flats"**

The lower portion of the Goose Hollow Neighborhood—i.e., excluding the surrounding hills—has historically been referred to either as "Goose Hollow" or simply "the Hollow." The term "the Flats" was used as a convenient reference to this area in the West Quadrant *planning process* as a topographical description to facilitate conversation. This unfortunate term should not be cemented as such by inclusion in the actual plan document. All instances of "the Flats" should be replaced by "the Hollow".

### **Traffic calming on 20<sup>th</sup> street**

Presently, 20<sup>th</sup> street is a problem, as more traffic cuts through the neighborhood on this minor street (going to and from Hwy 26) that there is on 18<sup>th</sup>, which is the intended arterial. This stems from the ease of this path combined with impediments to traffic flow for left turns from east-bound Jefferson to north-bound 18<sup>th</sup>. As it will be a much bigger project to fix issues with the connection between Jefferson and 18<sup>th</sup>, the best near-term solution is to calm traffic on 20<sup>th</sup> street. Painted crosswalks, flower pots in the intersections, curb bulb-outs, and a couple more stop signs are all low-cost and readily implemented solutions that don't need to and should not wait for the "6–20 year" window. Furthermore, as Block 7 is very likely to be developed in the near future (1–3 years from now), pedestrian infrastructure and traffic calming on 20<sup>th</sup> street should go hand-in-hand with this anticipated residential development of an entire city block. I would ask that the "X" for this action be moved to the 2–5 year column.

### **Capping I-405**

The I-405 freeway cutting through the West End and thus cutting off Goose Hollow from downtown benefits those who drive on it at significant cost to both the West End and Goose Hollow. Like many such projects, it is debatable whether this freeway needed to be built to begin with (San Francisco is still busy tearing down urban freeways, just as Portland did taking out the Route 99 Hwy in 1974 to create the Waterfront Park). Now that we have it, capping sections of the freeway is the best way to mitigate a fraction of the damage that has been done and the situation that continues to take a toll on the quality of life, environment, real estate values, etc. in this area.

This should not be a purely City project, as the space above the freeway has real value; however, the City should make a significant investment in this project, as this part of Portland is also sorely in need of public spaces, and some portion(s) of the capped sections should be devoted to that.

If public space over a freeway sounds odd, have a look at exceptionally nice Freeway Park in Seattle, Klyde Warren Park in Dallas, TX, the ongoing City-Arch-River project in St. Lois, OH, Hyde Park in Sydney, Australia, and the planned (and approved) Park 101 and Hollywood Central Park projects in Los Angeles.

### **Building heights, FAR, and bonuses**

While I share many of the concerns and commend the expressed need for evidence-based-design as articulated by Michael Mehaffy of the Urban Land Institute, I would look for a balance between the need for human-scale urban environments and density.

If we're serious about avoiding sprawl and taking action on climate issues, we need density to support the needs of more people with fewer cars. I hope that whatever amendments you come to will describe reduced *base* heights (e.g., on the order of 100-150 feet) and clear guidelines for developing more rigorous bonuses that require developers to give the community something of true significance in exchange for greater height (e.g., up to 150-200 feet with all bonuses achievable in one project).

The existing development in the Pearl district is very much along these lines with respect to height, and there is sufficient access to daylight and human-scale urban development and historic buildings coexisting very nicely alongside the larger buildings there, most of which are quite reasonable. We really don't need more than that, and certainly don't need 300–400+ foot buildings. The existing development in the Pearl achieves the level of density we need to support a more urban and sustainable infrastructure in Goose Hollow.

In closing, let me say just that the West Quadrant Plan is a valuable piece of work, and I hope that you will vote to adopt this plan with suitable amendments regarding issues raised at February 4<sup>th</sup> hearing.

Very sincerely,

A handwritten signature in black ink, appearing to read "Timothy Moore", with a long horizontal flourish extending to the right.

Timothy Moore

2036 SW Main Street  
Portland, OR  
97205

Ph: (503) 206-8599

**Moore-Love, Karla**

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**From:** Laurence Qamar <l.qamar@comcast.net>  
**Sent:** Thursday, February 12, 2015 12:59 PM  
**To:** Hales, Mayor; Commissioner Fritz; Commissioner Saltzman; Commissioner Fish; Commissioner Novick  
**Cc:** Moore-Love, Karla  
**Subject:** Building Heights Limit in the West End and surrounding downtown districts  
**Attachments:** Microsoft Word - Portland Heights Limit 021215.docx.pdf; ATT00001.htm  
**Importance:** High

Dear Mayor Hales and Commissioners,

Please consider my attached letter in support of a 100' maximum height limit throughout Portland.

Respectfully yours,

Laurence Qamar, AIA, CNU-A



Mayor Charlie Hales, [mayorcharliehales@portlandoregon.gov](mailto:mayorcharliehales@portlandoregon.gov)  
 Commissioner Amanda Fritz, [Amanda@portlandoregon.gov](mailto:Amanda@portlandoregon.gov)  
 Commissioner Dan Salzman, [dan@portlandoregon.gov](mailto:dan@portlandoregon.gov)  
 Commissioner Nick Fish, [nick@portlandoregon.gov](mailto:nick@portlandoregon.gov)  
 Commissioner, Steve Novick, [novick@portlandoregon.gov](mailto:novick@portlandoregon.gov)  
 (CC Karla Moore: [Karla.Moore-Love@portlandoregon.gov](mailto:Karla.Moore-Love@portlandoregon.gov))

February 12, 2015

Dear Mayor Hales and the Portland City Councilors,

**I am writing in opposition to the 175', 250' and 325' skyscrapers that are either permitted by past plans, or currently being considered under the City's Comprehensive Plan Update for the West End and other Portland downtown districts. I would support a 100' height limit throughout the City of Portland.**

With a 100' height limit (about 8-9 stories) Portland can achieve all it's cutting edge goals of sustainable regional planning, walkable transit-oriented placemaking, historic preservation and (more importantly) continuity with our existing built heritage, a human-scaled public realm, vibrant business exchange, and a mix of affordable housing options.

Building from the model of early 20<sup>th</sup> C. cities, as exemplified by our own 5-10 story historic core, Portland can continue to boast a downtown of exceptional pedestrian quality and vitality. The benefits of this mid-rise scale was even more fully realized in other 19<sup>th</sup> and 20<sup>th</sup> Century cities like Paris, San Francisco, and dozens of other world capitols built at great density and with great vitality, and economic value in a 5-10 story datum.

Let's refocus away from buildings as merely economic generators, and recognize the importance of scale and proportion of public space in relation to pedestrians on the street. Highly valued urban spaces worldwide are defined by the height-to-width ratio of the building-façade-to-street-width. There are different experiences standing in a street space with a 1:1 versus 4:1 width-to-height ratio. Simply put, overly tall buildings ARE oppressive to the pedestrian on the sidewalk, and apartment dwellers on lower floors where the sky is increasingly blocked out by skyscrapers.

Older buildings of 5-10 story are devalued when 20-story towers are erected beside or across the street from them. Those historic buildings and the districts they comprise are endangered, not always by the wrecking ball, but by being overshadowed by adjacent skyscrapers.

The proposal that historic buildings will be better preserved by selling their air rights to

developers who then further stack atop nearby sites is adding insult to injury. While that strategy could preserve the historic building, it damages the contextual character and the public spaces of the districts as a whole.

Considering an actual example of this failed logic is illuminating. Let's say we have a 50' high historic building in a 250' height limit zone. Under the City's current proposal, a new skyscraper developer would pay-off the historic building owner's 200' of air rights to the adjacent neighbor, thus allowing a 450' tower next to the 50' historic structure! This kind of radical mismatching of building heights and massing beside each other is the hallmark of poor urban design, to say the least. In places this has already been done in downtown, historic buildings feel diminutive beside their towering neighbors, thus devaluing the human scale of the city.

Next, let's consider all the buildings that are not on the historic register that are still critically important building blocks of a district. Allowing these skyscrapers would eventually clean the slate of any buildings not designated on the historic register, many which are highly valuable and re-usable structures. It's not only historic monuments that we need to be preserves. Portland will be far better building on the quality of heritage districts that may not have a literal historic designation, but provide great value to Portlanders.

**Portland can achieve all its goals of sustainability, density, preservation of the UGB, and creation of a world-class city within a 100' height limit.**

Respectfully yours,



Laurence Qamar, AIA, CNU-A  
Qamar Architecture & Town Planning, Corp.  
3432 SE Carlton Street,  
Portland, Oregon 97202

**Moore-Love, Karla**

---

**From:** Tracy J. Prince <tprince@pdx.edu>  
**Sent:** Thursday, February 12, 2015 1:22 PM  
**To:** Moore-Love, Karla  
**Subject:** West Quadrant Plan--GHFL membership vote on height limits

Dear Commissioners and Planning Bureau staff,

Last night the Goose Hollow Foothills League held a vote of the membership on height limits, bonuses, and FAR. The meeting was well-advertised, well-attended, and, as expected, a diversity of opinions was expressed. Presentations were given by planning staff, Goose Hollow's SAC member, and 2 speakers representing other aspects of height limits debates. Members were encouraged to speak, and did so freely, with the meeting lasting from 7:00-8:50.

71 people attended. 46 people voted. (14 people were from other neighborhoods and were observing. Some attendees declined to vote; others were from Goose Hollow but were not registered members—current GHFL bylaws require members to be registered 5 days prior to a vote). Of the 46 votes, only 9 people wanted to keep height limits, bonuses, and FAR as they are. 80% were in favor of eliminating bonuses. 63% wanted height limits lowered.

**Results:**

Keep height limits, bonuses, and FAR as they currently are: 9  
Keep current base heights with no bonuses and reduced FAR: 8  
Lower the max height (including bonuses and FAR) to 100': 18  
Lower the max height (including bonuses and FAR) to 150': 10  
Lower the max height (including bonuses and FAR) to 200': 1

Goose Hollow has approximately 5,000 residents and approximately 640 GHFL members. The number of attendees at this meeting represents a strong turn out compared to other GHFL meetings.

The Goose Hollow Foothills League board will be discussing the results of this straw poll in the coming year and will be looking for other ways to hear more neighborhood voices.

Sincerely,

Tracy J. Prince, Ph.D.  
President, GHFL

**Moore-Love, Karla**

---

**From:** Tracy J. Prince <tprince@pdx.edu>  
**Sent:** Friday, February 13, 2015 10:44 AM  
**To:** Moore-Love, Karla  
**Subject:** West Quadrant comments

Dear Commissioners,

Since I've had to spend my public testimony time representing the official Goose Hollow Foothills League position, I haven't had much time to offer my own comments. The following comments are my position.

**The Planning Bureau's Message--Only Annoying and Uneducated NIMBYS Are Against Point Towers**

Throughout the West Quadrant process, the planning bureau's tone has been clear that you don't really understand good urban planning if you don't want skyscrapers in your residential neighborhood. Portland's city planners have condescendingly explained that it's time for Portland to put on its big boy pants and join cities with taller buildings. (As if only an idiot would object to a sea of skyscrapers in Portland's west side.) The tone in the West Quadrant process has been dismissive of residents who want more human-scale neighborhoods and who want to preserve the historic buildings that give Portland its sense of place. These concerned residents were treated as annoying NIMBYS while our city planners knelt at the feet of greedy developers. The American Institute of Architecture's response to the minority report advocating for lower height limits was dripping with sarcasm and disdain. The AIA made it clear that only a complete imbecile would believe that promoting Vancouver-style point towers would lead to the destruction of our historic buildings.

**The Planning Bureau's Culture Must Be Changed**

I am very disturbed that our planning bureau considers developers (who stand to gain millions by maneuvering the Central City Plan in their favor) as the most important "stakeholders." Looking through the list of WQ "stakeholders," I see many enormous financial conflicts of interest, several people who don't even live in Portland, and many people who don't live in the Central City or the West Quadrant. **The culture in the planning bureau must be changed** to 1) increase the percentage of residents as "stakeholders," 2) reduce the percentage of developers (including big institutions), 3) require all "stakeholder" committee members to disclose (in their application and in public meetings) where they live and what financial interest they or their employers have in the area. The current planning bureau policies help developers stick their hands in the cookie jar. This must be changed.

**Portland's Historic Assets Will Be Destroyed**

In Goose Hollow it's easy to see that increased height limits WILL result in destruction of architectural treasures by looking at only one building. The lovely 1902 Scottish Rite Building on SW 15th and Morrison is a great place to go swing dancing. But if the planning bureau's proposed 325' height limits go into effect in this area, why would the owner of the building keep an aging low rise if they can tear it down and build a 30 story building?

I have taught in PSU's Urban Studies and Planning department, and I lived in Vancouver, British Columbia from 1998-2001 while teaching at UBC. I can assure you, from watching huge swaths of historic buildings being demolished in Vancouver, that destruction of Portland's architectural history will be certain if we aspire to Vancouver-style point-tower-oriented development. Since the late 1990s, Vancouver's newspapers have written constantly about how Vancouver's history has been stripped away as developers destroy most of its

architectural heritage to make way for a pop-up city of point towers. When my Canadian friends visit me in Portland, they rave about Portland's gorgeous buildings and the authenticity of our architectural heritage. They remember the good ol' days when Vancouver's historical assets gave a less sterile sense of place.

### **We Have The Portland Model—We Don't Need To Follow The Vancouver Model**

As the Director of External Relations for PSU's College of Urban and Public Affairs, I fielded constant phone calls from city officials and newspapers around the world who wanted to know how Portland achieved its quality of life. I am one of the faculty contributors to The Portland Edge, a textbook that tried to answer the question of "what's Portland's secret?" We continue to have planners and city officials from around the world rushing to study the Portland model. Commissioners, I want you to feel proud that the Portland model is NOT the Vancouver point tower model. Resist our city planners and the greedy developers who are trying to shove point towers down our throats. Understand that Portland already has the model. Goose Hollow and NW Portland are two of the most densely populated neighborhoods in all of Oregon, and that density was achieved without point towers.

As a Goose Hollow resident, I urge you not to listen to Portland's city planners who seem hell bent on destroying the Portland model in its sycophantic rush to emulate Vancouver, BC.

Tracy J. Prince, Ph.D.

Scholar in Residence  
Portland Center for Public Humanities  
Portland State University



February 13, 2015

Mayor Charlie Hales  
Commissioner Steve Novick  
Commissioner Amanda Fritz  
Commissioner Dan Saltzman  
Commissioner Nick Fish  
c/o Council Clerk  
1221 SW 4<sup>th</sup> Avenue, Room 140  
Portland, OR 97204

Subject: West Quadrant Plan

Dear Mayor and Commissioners,

We have been property owners, neighbors, and have had our business located in the West Quadrant, specifically the Goose Hollow neighborhood, since 1972. During this period, we have seen some significant events, including: the formation of our Neighborhood Association (GHFL), the original Downtown Plan, the Central City Plan, and the recession of the 1980's. We have seen public priorities and political tides ebb and flow, including sentiments about neighborhood revitalization, economic development and job creation, no-growth pushback, and NIMBY-ism.

Among thoughtful, informed people, there has been a consistent philosophy since the introduction of MAX light rail to our city and neighborhood: let us provide for future population increases by encouraging development near our region's major investment in transportation infrastructure. Now is the first time since SB 100 and our experiment with urban land-use planning, that economic and demographic forces are intersecting with market conditions to make tools such as height limit, FAR and bonuses truly meaningful for our neighborhood.

We believe that the West Quadrant Plan, while neither perfect nor clairvoyant, does credit to our city, the Bureau of Planning & Sustainability, the Planning Commission, and the numerous citizens who have all labored for five years to craft an effective and desirable development blueprint. Rather than calling for major changes, the plan preserves height limits that have been codified for decades. It honors the philosophy that growth can be accomplished tastefully; preserving and enhancing neighborhood vitality, while encouraging urban form and transit-oriented development.

Much in the way of time, effort and aspiration has been invested in these strategies. Rather than make significant alterations, we should give them, and the West Quadrant Plan, the chance to work.

Very truly yours,

A handwritten signature in black ink, appearing to read "Ted K. Gilbert".

Ted K. Gilbert

**Moore-Love, Karla**

---

**From:** Ted Gilbert <ted@gilbertbroscommercial.com>  
**Sent:** Friday, February 13, 2015 3:02 PM  
**To:** Council Clerk – Testimony  
**Cc:** Dan Petrusich; Molly Liston  
**Subject:** West Quadrant Plan - Written Testimony  
**Attachments:** Testimony on West Quadrant Plan.pdf

Dear Council Clerk,

My written testimony is attached.

Thank you,

Ted Gilbert

**Moore-Love, Karla**

---

**From:** Petrusich, Dan <dpetrusi@melvinmark.com>  
**Sent:** Friday, February 13, 2015 5:18 PM  
**To:** Council Clerk – Testimony; Moore-Love, Karla  
**Subject:** Goose Hollow height limits

Dear City Council:

I have been a Goose Hollow property owner for nearly 10 years and served on the Goose Hollow Foothills League, GHFL, Board for 6 years.

I attended the special membership meeting held by the GHFL on February 11<sup>th</sup> to discuss and “vote” on height limits.

The GHFL participated in a 5 year process that led up to the recommendations adopted in the West Quadrant Plan.

Height limits were discussed every step of the way and the consensus was to leave height limits where they have been for the last 30 years.

The effort to lower height limits only recently became an issue since the beginning of the year.

The new GHFL board is dominated by people who opposed the Multnomah Athletic Club/ Mill Creek Block 7 project.

Their outreach efforts were directed at people who might have their views impacted by future development.

There was no outreach to affected property owners who might suffer significant loss of property values as a result of lowered height limits.

The only notice to affected property owners was an ad in the NW Examiner that was not consistent with the ballot distributed at the meeting.

At the meeting, the GHFL only presented the minority report of the West Quadrant Plan and advocated for lowering height limits. They excluded the majority report in the West Quadrant Plan that left height limits where they have been for nearly 30 years.

The results of the “vote” do not support the result they were hoping to achieve.

Please feel free to contact me should you have any questions.

Sincerely,

Dan Petrusich  
111 SW Columbia | Suite 1380 | Portland, OR 97201  
D: 503.546.4534 | F: 503.546.4734 | O: 503.223.4777  
[dpetrusich@melvinmark.com](mailto:dpetrusich@melvinmark.com) | [www.melvinmark.com](http://www.melvinmark.com)

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**City of Portland**  
Historic Landmarks Commission

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Mayor Charlie Hales  
Commissioner Nick Fish  
Commissioner Amanda Fritz  
Commissioner Steve Novick  
Commissioner Dan Saltzman

February 13, 2015

Re: Central City West Quadrant Plan

Dear Mayor Hales and Members of the City Council,

The Central City 2035 West Quadrant Plan currently under consideration by the City Council recognizes the importance of historic buildings with clear policy statements and a number of proposed implementation actions, including proposed adoption of new design guidelines for the Skidmore/Old Town and New Chinatown historic districts, recognition of the need to update the Historic Resources Inventory, obtaining a historic designation for the South Park Blocks, removing the height bonus within the 13th Avenue Historic District, and the creation of more regulatory tools and incentives for historic preservation. The Historic Landmarks Commission appreciates this commitment to historic preservation in the plan.

However, the commission continues to have some concerns about the plan, especially as it relates to proposed maximum building heights and proposed transfer tools. We refer you to our previous letter to the Planning and Sustainability Commission for more detail (attached). We appreciate your consideration of our recommendations to make the West Quadrant Plan a truly effective tool for shaping positive future development within the Central City

Respectfully,

A handwritten signature in black ink, appearing to read "Brian Emerick".

Brian Emerick, AIA  
Chair of the Portland Historic Landmarks Commission

February 13, 2015

**Portland City Council**  
1221 SW Fourth Avenue, Room 140  
Portland, OR 97204

Re: **West Quadrant Plan, Non-Binding Resolution to Adopt**

Dear Mayor Hales, Commissioner Fish, Commissioner Fritz, Commissioner Novick, Commissioner Saltzman;

We, citizen stakeholders in Portland's central city, believe that portions of the West Quadrant Plan, as currently drafted, require significant revision to meet the needs and values of the city and its residents and the challenges of the future.

These challenges include sustainable development, affordable housing, affordable office and commercial space, historic preservation, job creation and economic development, accommodation of a growing population, and, least appreciated in the plan to date, Portland's global leadership as a livable city and an alternative model to the growing global phenomenon of vertical sprawl and other chaotic forms of real estate development.

While Portland has the blessing of an enlightened real estate community, and development activities to date have been less damaging than in other cities, our city is sadly not immune from the surging global phenomenon of rapidly rising property values and their impacts. Nor is there sufficient awareness here of the growing body of evidence that disputes claims routinely made to justify the natural self-interests of developers and architects in promoting such vertical sprawl.

Among these claims are:

- allowing taller buildings is necessary as an incentive for jobs and urban redevelopment;
- allowing taller buildings will provide ample funding for affordable housing;
- allowing taller buildings will provide funding to preserve historic structures;
- taller buildings are necessary to accommodate growing populations and prevent suburban sprawl;
- and taller buildings are inherently more sustainable structures.

On the contrary, a growing body of evidence suggests that:

- taller buildings amount to a "supply side" economic development strategy that fuels lopsided growth and inequality;
- the actual funding available for affordable housing and historic preservation amounts to tokenism, while the underlying dynamic fuels rising housing costs and the demolition of historic properties;
- a growing population can be well accommodated on transit corridors in low and mid-rise buildings, as well as a mix of other building types and ages;
- and there are many negative environmental impacts from tall buildings which belie their sustainability claims, including the tendency of many units to remain empty after purchase by wealthy, often absentee investors.

Other negative impacts have been well documented, including shade, wind, view, and degradation of the livability and quality of cities' critical public realm; their streets and sidewalks. All of these impacts threaten the character and the diversity Portland, and ultimately the economic well-being of its citizens.

While we appreciate the effort that has gone into the plan and the desire of staff and others to develop Portland's economy while protecting its livability and affordability, we do not believe the plan reflects an understanding of, or proper protection from, potentially severe damage over time to Portland's livability, its urban heritage, its economic diversity, and its *unique* economic competitiveness and global market position.

We therefore request that the Council consider the following concerns that we have with the current draft of the West Quadrant Plan:

1. The plan has the effect of deregulating building heights in many areas, through a combination of FAR increases and additional bonuses. While it has been claimed that in some areas "building heights have not been raised," this is only a nominal limit, and effective allowable heights WILL be significantly higher in the plan.
2. The plan does not provide a critical assessment of the success of the *existing* building height concept and policies as the essential point of departure for any proposed increases *or decreases* in allowable height, nor did the process provide any alternative concepts of the arrangement of allowable building height for comparative review and evaluation.
3. The plan provides almost no protection for historic properties, and there is a strong case that it will continue and exacerbate incentives for demolition.
4. The plan provides only theoretical and tokenistic benefits for affordable housing, while failing to acknowledge the potential damages of such a "supply side" approach to funding, including loss of *existing* diverse and mixed-income stock, fueling growing gentrification and loss of diversity in the urban core.
5. The plan fails to provide adequate tools to mitigate the impacts of new structures at any height, particularly tall buildings. Such tools might include step-backs, form-based codes, preservation credits and other more targeted and "fine-grained" resources.

We understand that policy leaders need "tools in the toolkit" to incentivize development where it is needed, but additional tools are needed to assure the quality of that development, and to safeguard the livability of existing neighborhoods. We believe this is an egregious omission from the plan.

**We therefore respectfully ask that the Council adopt the specific recommendations of the Minority Report on building height policy as a part of the non-binding resolution to adopt the West Quadrant Plan, and that it direct the Bureau of Planning and Sustainability to convene a representative task force, as needed, to amend the plan to include these elements.**

Thank you for helping to safeguard Portland's livability -- its greatest economic and environmental asset.

Sincerely,

Michael Mehaffy, Sustasis Foundation  
 Suzanne Lennard, International Making Cities Livable LLC  
 Wendy Chung, lawyer, Northwest District Association Board  
 Wendy Rahm, West End resident and advocate  
 Tracy J. Prince, Ph.D., Portland State University, Goose Hollow resident  
 Burton Francis, lawyer, Preserve the Pearl LLC founding member  
 Steve, Pinger, AEC consultant, West Quadrant Plan SAC Member, wrote the WQP Minority Report, Northwest District Association Planning Committee

**Moore-Love, Karla**

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**From:** Steve Pinger <steve@sspdev.com>  
**Sent:** Monday, February 16, 2015 10:37 AM  
**To:** Moore-Love, Karla  
**Subject:** FW: West Quadrant Plan - building height policy  
**Attachments:** Hales et al WQP Resolution - 2014 02 13 .pdf

corrected email address:

-----Original Message-----

**From:** Steve Pinger [mailto:steve@sspdev.com]  
**Sent:** Monday, February 16, 2015 10:34 AM  
**To:** Karla.Moore-Love@portlandoregon.gov; 'Parsons, Susan'  
**Subject:** FW: West Quadrant Plan - building height policy

hi Karla, Susan; the attached letter was sent to the commissioners on Friday. Could you make that it is in the record?

thanks

Steve

-----Original Message-----

**From:** Steve Pinger [mailto:steve@sspdev.com]  
**Sent:** Friday, February 13, 2015 4:16 PM  
**To:** 'mayorcharliehales@portlandoregon.gov'; 'novick@portlandoregon.gov'; 'Amanda@portlandoregon.gov'; 'dan@portlandoregon.gov'; 'nick@portlandoregon.gov'  
**Cc:** 'jackie.dingfelder@portlandoregon.gov'; 'erika.nebel@portlandoregon.gov'; 'tom.bizeciu@portlandoregon.gov'; 'Grumm, Matt'; 'liam.frost@portlandoregon.gov'; 'Karla.Moore-Love@portlandoregon.gov.'; 'Michael Mehaffy'; 'Suzanne Crowhurst Lennard'; 'Wendy.Chung@CenturyLink.com'; 'Wendy Rahm'; 'Tracy J. Prince, Ph.D.'; 'Burton Francis'  
**Subject:** West Quadrant Plan - building height policy

Mayor Hales, Commissioner Fish, Commissioner Fritz, Commissioner Novick, Commissioner Saltzman;

We are forwarding the attached letter as testimony regarding the West Quadrant Plan.

We appreciate your collective attention to the issue of building height policy, and the related considerations that it touches. We have endeavored to provide a summary of what we feel are the broad concerns that surround this complex aspect of contemporary urban policy.

We hope that you will consider our request to review this issue more comprehensively, and to more fully affirm what qualities of Portland we will choose to embrace as our city evolves over the next generation.

best regards

Michael Mahaffy  
 Suzanne Crowhurst  
 Wendy Chung  
 Wendy Rahm  
 Tracy Prince  
 Burton Francis  
 Steve Pinger

**Moore-Love, Karla**

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**From:** mvogelpnw@gmail.com on behalf of Mary Vogel <mary@plangreen.net>  
**Sent:** Wednesday, February 04, 2015 1:33 PM  
**To:** Hales, Mayor; Fritz, Amanda; Saltzman, Dan; Commissioner Fish; Novick, Steve  
**Cc:** Moore-Love, Karla; Lisle, Karl; Anderson, Susan; Hartinger, Kathryn; Hamblin, Elisa; Dingfelder, Jackie  
**Subject:** Re: Comments on the West Quad Plan

It turns out that I am around this week and I've spent much of it so far working on REVISED comments to the WQP.

Thank you for the opportunity to share my thoughts on the West Quadrant Plan. While I commend the WQP planners for the job that they did in putting together the plan in all of its complexity, they made a significant oversight that I beg you to amend. As a resident of the West End who spends most of her waking hours thinking about and acting on adaptation to climate change, **I was utterly dismayed by the lack of Implementation Actions for the West End under Environment.** There was ONLY ONE! This is Portland, Oregon where we advertise to people all over the world that WE BUILD GREEN CITIES. And for the major residential area of our downtown, we have only ONE implementation action for the environment in a plan that takes us to 2035???

Below, I expand on that one and propose a dozen others. These ideas are NOT NEW! I have been involved in the WQP process since the beginning and I have been blogging on my own site, <http://plangreen.net/blog> (and other sites too) about how to improve Portland's downtown since 2009. Some of the actions below build upon action items that were in the Urban Design items of the West End and surrounding neighborhoods. Even if the concepts are found there, they bear repetition and clarification under Environment.

- EN1 Encourage the continued improvement and expansion of the Brewery Blocks' district energy system, along with other opportunities for **locally produced distributed energy**, e.g., solar, wind, combined heat and power, sewer heat recovery and geothermal exchange. BPS
- EN2 Address climate adaptation and reduce the impacts to neighbors from I-405 noise and air pollution by installing street trees—especially on SW Columbia, SW Jefferson, SW 12th and on every other street in the West End to achieve **a tree canopy of at least 30%**. PBOT, BES, BPS
- EN3 Address climate adaptation and reduce the impacts to neighbors from I-405 noise and air pollution by installing **ecoroofs and green walls** on new/redeveloped buildings. Develop a program for existing buildings as well. BPS
- EN4 Address climate adaptation and reduce the impacts to neighbors from I-405 noise and air pollution by working with ODOT to **replant I-405 with dense NATIVE trees and shrubs** and improve its vine coverage of canyon walls. ODOT, BES, PBOT
- EN5 Connect Goose Hollow with the West End and Downtown by **capping I-405**. Potential locations include: W Burnside, SW Yamhill/Morrison, SW Salmon/Main and SW Jefferson/Columbia. The caps could support retail or open space. As capping occurs, improve the pedestrian environment (including more trees) on SW

13th and 14th Avenues to support cap access and development. BPS, ODOT, PBOT, Private

- EN6 Attempt to **achieve an east-west wildlife corridor** from Washington Park to the South Park Blocks and the Willamette River along a re-landscaped SW Salmon Street utilizing native plants and trees to also improve the quality of water discharged into the Willamette. PBOT, BES, BPS
- EN7 Strategically install native vegetation and trees within public open spaces, including the South Park Blocks and streetscapes along the "missing" Park Blocks to **achieve a north-south wildlife corridor**; Also at Portland Art Museum, Portland Center for Performing Arts, Burnside "jug handles," Central Library, Trimet turnaround. PPR, BES, PBOT, PAM, Metro, Trimet
- EN8 Develop SW Jefferson Street as a **"Green Main Street"** with large canopy street trees, stormwater facilities, sidewalk cafes, and support for retail. PBOT, BES, BPS
- EN9 Institute a land tax on the development potential of **surface parking lots**. Incentivize "Parking Forests" ([org](#)) that **achieve stormwater management and reduce the urban heat island effect** while awaiting redevelopment by reducing such tax if the Parking Forest or other biological control of stormwater is installed. BES, Private
- EN10 Explore opportunities for one or more **community gardens**. Consider such opportunities at all publically-owned spaces including the roofs and wall of structured parking lots. PPR
- EN11 Require that all new and redeveloped buildings **provide opportunity for food gardening**. **BPS, Private**
- EN12 Require that all new and redeveloped buildings **capture and reuse water**. **BPS, BES, Private**
- EN13 Require that **all invasive plant species be removed** from West End properties, both public and private. PPR, private

The wildlife corridors that I propose should also be designed as corridors for families and children. Although the downtown Bike Gallery is my favorite bike shop, I beg you to remove its photo here on p. 84 and **ADD THESE IMPLEMENTATION ACTIONS** for the West End into the plan. Make this document worthy of the scrutiny of people from around the world who look to us for answers. Let us be proud to say **WE BUILD GREEN CITIES**—and mean it!

I will also have paper copies (ugh!) for you at the hearing.

Mary

Mary Vogel, CNU-A



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