

WEST QUADRANT PLAN PROPOSED AMENDMENTS

IF YOU WISH TO SPEAK TO CITY COUNCIL, PRINT YOUR NAME, ADDRESS, EMAIL AND PLEASE SPECIFY THE AMENDMENT #(S) ON WHICH YOU WOULD LIKE TO PROVIDE TESTIMONY.

NAME	ADDRESS & ZIPCODE	EMAIL	AMENDMENT #:
Daniel Kaven	4080 N. Williams Ave Studio 100, PDX 97227	dk@kaven.co	44
Ran Pau /	222 SW Washington PDX 97204	ron@jamesbeardmarket.com	40 BRIDGE RAMPS
Richard Harris	3902 SW Williams St. ⁹⁷²²⁹	richardharris39@gmail.com	40 / 13R1069 RAMP FRITZ
Judy Bell	1221 SW 10 th Ave # 1005 97205	jbell1125@comcast.net	* 63, * 54, * 32
Peter Stark	CEIC - Central Eastern Indus. Council	peters@ceic.ce	40 44 251
Willie Lewenson	2800 NE Edgemoor Ave 97210	wllie@humancapitalproject.com	22, 24, 25, 17, 18, 21 44
Dan Petrusich	111 SW Columbia St Suite 1380	dpetrusich@melvinmark.com	# 45, 40
Bill Reilly SR	910 SW 18 th Ave	B.11SR@WHReilly.com	# 45
Marion Haynes	200 SW Market St. Suite 150	mhaynes@portlandalliance.com	
Mary Vogel	1220 SW 12 th Ave #709 97205	mary@plangreen.net	28, 30, 32 + 29

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NAME	ADDRESS & ZIPCODE	EMAIL	AMENDMENT #:
DAVID HORSTKOTTE	6029 SW SALMON ST PORTLAND 97221	DAVID@HORSTKOTTE.ORG	46
DWIGHT Terry	16699 NW CHARLAIS ST BEAVERTON, OR 97004	DWIGHT.TERRY@COMCAST.NET	46
✓ Kal Toth	1132 SW 19th Ave Portland OR 97205	kalmanetoth@gmail.com	45, 46, 42, 43
✓ CAPT. PETER WILCOX	173 NE BRADGATE RD. SUITE 5 PORTLAND 97211	PWILCOX@EASTSWNET.NET	8, 18, 23, 56, 60
NO JACKIE Loomis-Petersen	2427 NE MASON PORTLAND OR 97211	JACKIElp@comcast.net	44
NO Terry Chung	3056 NE Alameda Tee PORTLAND OR 97212	Chungst4@yahoo.com	44
✓ Tracy Prince	2187 SW Market St. Dr. Portland, OR 97201	tracy.j.prince prince @gmail.com	45-47 42-43 51
✓ Mark Velky	1000 SW VISTA AVE. APT#712 PORTLAND, OR. 97205-1137	DME.LOTUS@YAHOO.COM	42-43 45-46
✓ Chris Jaworski		CJAWORSKI@COMCAST.NET	#18, #23
Ted Gilbert	1205 SW 18th Ave. Portland 97205	ted@gilbertcommercial.co	#45

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NAME	ADDRESS & ZIPCODE	EMAIL	AMENDMENT #:
Wilfried Mueller-Crispin	1221 SW 10th Ave #1013 PO Box OR 97205	wilfried@involved.com	
✓ Robert Wright	1221 SW 10th Ave #505 PO Box OR 97205	wright-staff @comcast.net	43 & 54
145 Sharon Whitney	1221 SW 10th Ave #1206 PO Box 97205	swhit@aol.com	43 & 54
Susan Bliss Tom Weisen	1221 SW 10th 97205	sdbliss@me.com	42, 43, 32, 63, 20, 48, 54, 63
✓ Deanna Mueller-Crispin	1221 SW 10th Ave 97205	deanna@involved.com	42, 43, 32, 63, 20, 48, 54, 63
Tina Wyszynski	1711 SW Clay St	tina.wyszynski @gmail.com	#45
MIKE DAY	DAY CPM SERVICES BEAVERTON OR	MDAY@DAYCPM.COM	#40
Seth Johnson	410 NW Kearney St. Portland, OR	roblect@hotmail.com	all the above
ANDREW YADEN	2441 NE WEDLER ST PORTLAND, OR 97232	druyaden@yahoo.com	18, 23, 40
CLIFF WEBER	1234 SW 18th Ave., PORTLAND 97205	webercliff@gmail.com	

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NAME	ADDRESS & ZIPCODE	EMAIL	AMENDMENT #:
Burton Francis	1410 NW Kenney St. #817 Portland 97209	Burton F BurtonFrancisLaw@gmail.com	43
JEANNE GALICK	7005 SW VIRGINIA	GALICK@EUROPA.COM	40
BOB SALLINGER	PORTLAND AUDUBON		7-11 ANY
Peter F Fry	2153 SW Main #105 PORT, OR 97205		45
MICHAEL MEHAFFY	742 SW VISTA AVE #42 PORTLAND 97205	MICHAEL.MEHAFFY@GMAIL.COM	45-47
Roger Leachman	742 SW Vista Ave #36	rogerleachman@hotmail.com	40 45 46 11 I.A
Jerry Powell	1726 SW Madison 97205	jerry@posehollow.net	40 45 46 I.A
Jason Franklin	1600 SW 4th Ave 97207	Jason.Franklin@pdx.edu	#18 #20

To: Mayor Hales & Commissioners Fish, Fritz, Novick and Saltzman
From: Kal Toth, Ph.D., P.Eng.
Date: March 5th, 2015
Subject: My testimony regarding the draft West Quadrant Plan and proposed amendments

Introduction

My name is Kal Toth, resident of Goose Hollow. Thank you for the opportunity to testify once more on the current draft of the West Quadrant Plan and the proposed amendments.

I am a GHFL Board member and an ordinary member of Friends of Goose Hollow LLC (FOGH).

FOGH has asked me to express some of their perspectives.

I am also expressing some of my personal opinions.

My Principle Concerns about the Draft West Quadrant Plan

I remain very concerned about the height limits, bonus provisions, and bonus transfer system supported by the current draft, especially as it relates to Goose Hollow – particularly the 20-25 block area east of Providence Park, and the blocks immediately west of the stadium. As I said in my February 4th (2015) testimony to City Council, I believe the draft West Quadrant Plan took the lid off of height limits and treated height bonuses as if they were the presumptive right of developers.

Commissioner Fritz' Amendments 45 and 46 to the West Quad Plan

Friends and Goose Hollow (FOGH) strongly supports Commissioner Fritz's amendments 45 and 46 keeping the residential overlay in the areas east and west of Providence Park.

"Friends" believes this will help avoid the problems experienced in certain downtown corridors deserted by pedestrian traffic in the evenings. Facilitating mixed residential and commercial uses in these Goose Hollow neighborhoods will promote more pedestrian traffic, activating these parts of our neighborhood in both daytime and evening hours.

Commissioner Fritz' Amendments 42 and 43 to the West Quad Plan

Friends and Goose Hollow also strongly supports Commissioner Fritz's amendments 42 and 43 removing height bonuses over certain historic and neighboring areas in the Pearl, only allowing height increases above existing levels for historic preservation transfers and affordable housing.

Friends of Goose Hollow requests City Council to add a similar amendment that would apply to Goose Hollow.

Request to Remove Height Bonuses in Goose Hollow for Historic Preservation and Affordable Housing

Friends of Goose Hollow supports the removal of height bonuses in Goose Hollow consistent with 80% of GHFL members at the Feb 11th Special Membership Meeting who voted for height bonuses to be removed in Goose Hollow.

If City Council decides not to remove all height bonuses, Friends of Goose Hollow requests City Council to allow height increase bonuses only for historic preservation and for affordable housing.

Thank you for your time.

K.C. TA.

**STOP
VERTICAL
SPRAWL!**

Testimony,
Proposed Amendments to the Recommended Draft West Quadrant Plan
 March 5, 2015

First, in light of the testimony at the February 4 hearing (and during the planning process) by dozens of citizens who supported limiting building heights to 100' in the West End, I'm very disappointed that staff included no mention or analysis of this. **Staff has never done an analysis of how limiting West End heights to 100' would affect/improve the West End¹.** Staff prepared a superficial analysis of a 100' height limit (12/9/14 SAC meeting), but it was for the entire Downtown area, not just the West End. No member of the public ever proposed a 100' height limit for all Downtown.

I would like to especially thank Commissioner Fritz for several amendments she had added.

Comments on specific proposed amendments:

#20 - Obtain historic designation for the South Park Blocks and develop an operations strategy. **I support specifying date for the latter (no later than 2023), but designation should still be in 2-5 yr. timeline.** *Development may spike near the South Park Blocks in the near term, and without historic designation and management strategy in the nearer term, the integrity of the whole SPB area could easily be compromised.*

#32 - West End Surface Parking Lots. **I support Commissioner Fritz's language to continue to explore incentives for discontinuing the development and use of surface parking lots.** (I assume this means the development of *new* surface parking lots). I do not agree with staff that this is redundant (with action TR2). *TR2 simply "encourages" the redevelopment of surface parking lots, and does not "discontinue the development and use of surface parking lots". Also it doesn't mention "incentives" to do this.* Commissioner Fritz's language is needed to put teeth into this.

#42 Urban Design Action UD1*: **I strongly support Commissioner Fritz's amendment for zoning tools to allow height increases (other than on the waterfront) (FAR's) only for preservation of historic properties and affordable housing.** Two comments:

- This restriction of FAR transfers should **be extended to the West End and Goose Hollow.**
- It's **VERY important to specifically NOT allow TDR bonuses to be used next to or even in the same block as historic buildings.** Otherwise, the historic character and value of the building may be defeated.

¹ The "2002 West End Plan" increased commercial development potential north of Salmon, and as a tradeoff, reduced the maximum height from 425' (w/bonuses) to base heights of 150' for commercial and 325' for residential/mixed-use development. (BPS staff report, Attachment B, DRAFT 11/24/2014) This was totally ignored in the height discussions during the West Quadrant planning process. All we heard is that the proposed West Quadrant Plan does not raise the existing allowable heights in the West End, presumably including that part northwest of Salmon. (BPS staff report, Attachment B, DRAFT 11/24/2014)

- #43 Pearl District Urban Design Action UD2*: I support Commissioner Fritz's amendment to not allow 250' height limits in the Pearl waterfront. **Our waterfront is precious and should not be shrouded by 250' buildings. "Greenway enhancements" will not compensate for shadows created by 250' buildings.** *Note: San Francisco has had 60' height limits on its waterfront² since the 1970's; and a citizen initiative petition in 2013 confirmed that 60' limit at the waterfront (and required voter approval for any future construction projects on the waterfront that exceeded existing height limits).*
- #48 New proposal to explore options for a new community center serving entire Central City. This is fine, but **it shouldn't replace considering "neighborhood" community centers. Neighborhood centers are much easier to reach on foot or bike, and help create a sense of local community.** I support BPS's proposed changes for West End, Pearl and South Waterfront community centers.
- #54 Description of the West End. (West End Appendix A Entry, p. 156/West End UD 2-4.) I support **Wendy Rahm's changes to the description of the West End. Those changes more accurately describe the West End than do staff's recommendations.** "The West End is one of the most architecturally diverse parts of the Central City, with a range of building ages, styles, sales and uses. These range from Victorian houses and mostly low and some mid-sized streetcar-era apartments to a few taller residential and mixed-use buildings ~~skyscrapers~~. The West End has significant numbers of mid-size street-car era apartments, and very few "taller" buildings."
- #63 Parking Garage Redevelopment p. 79. I support **Wendy Rahm's comments that the neighborhood should participate in the exploration of options for redeveloping the site of the City-owned parking garage at SW 10th and Yamhill.** Staff supports the concept, but the proposed addition of "DNA" (Downtown Neighborhood Assn) to the list of implementers is not sufficient. **Neighborhood citizens need to be directly involved, as well as additional non-city employees.**

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

² "The 60' limit was adopted after it was proved by geometry that the **best locations for high rise buildings are linear and serpentine (curved) - in mid-city line along** mass transit. This also produces the best views (and hence best prices) for new high rise condos, and minimizes their shade impact to public streets and parks, and preserves most historic neighborhoods [in San Francisco]. The pattern of high rises along the waterfront ruins water views for everyone else, and most views from the remainder of the city." (Bobbie Sue Hood, former Vice President of San Francisco Building Inspection Commission; first woman president of San Francisco AIA).

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

My name is Judy Bell and I'm here to speak on behalf of Wendy Rahm, a West End resident, who is out of town. These are her comments.

First of all, thanks are due to Commissioner Fritz for several amendments that she has added.

I especially appreciate her restricting bonuses to historic preservation and affordable housing in the Pearl and would suggest that that kind of help is needed in both the West End and Goose Hollow. Please add this amendment to those areas too.

I also endorse Amendments #63, #54, and #32.

I specifically endorse #63 about the Parking Garage Redevelopment on SW 10th and Yamhill, a city owned block. I strongly endorse the request for consultation with West End residents (not just the DNA) and with livability and public square experts. As density increases in this area, there will be a need for a park and a community center among other amenities enhancing livability. This city-owned lot could be an important tool. The timeline may need changing to ensure this consultation is achieved.

I also support the language as proposed in Amendment #54 since it better describes the existing conditions that reflect the historic architecture that as yet has no protection. An accurate description of now will be key in the future and the Staff proposed language is limiting.

I also support Commissioner Fritz's language in Amendment #32 about the parking lots.

Finally, I appreciate that some changes were made to the heights map at the Morrison Bridge and in the Pearl, but would appreciate knowing the rationale for why no changes were made for the West End. There has never been a public discussion about the heights in this district, so making those reasons public would be useful for everyone.

Thank you.

Portland City Council Meeting
Agenda Item 251: Adopt the West Quadrant Plan
Thursday, 2:00 PM, March 05, 2015

My name is Robert Wright. I live in the West End

I commend Commissioner Fritz for taking the initiative with Proposed Amendment #43 regarding removal of the height business overlay from properties within the NW 13th Avenue Historic District and establish a 100-foot height limit. Certainly, this district is part of the historic fabric of Portland and must not be overshadowed or crowded out by tall buildings.

The West End of Portland and its buildings are equally historic. This has been very well documented. Yet the basic plan and the proposed amendments do not address maximum building height in relation to the many historic buildings in the West End, and the neighboring Goose Hollow district. This is absolutely paramount to the future of these districts.

In the documents from bureau staffs, "rationale" has been misused. Rationale is a logical basis for a course of action. Recommendations from staff or committees are not rationale, they are reasons. The basic rationale for allowing buildings above 100 feet must be documented, clearly articulated and publically discussed.

I am very much opposed to the BPS recommendation to Proposed Amendment #54. While the removal of "*mostly low and some mid-sized*" and "*a few*" may seem trivial, I assure you they are not. For certain, they are revealing, that the BPS fosters tall buildings around historic ones in the West End, without rationale.

Thank you.

West Quadrant Plan Amendments Testimony of Mary Vogel/PlanGreen 3-5-15

I want to address tweaking Commissioner Fritz amendments 28, 30 and 32 --and say thanks and kudos on 29.

28 BPS/Fritz JEFFERSON STREET

p. 83/West End Urban Design Action UD11

UD11: Improve the Jefferson Main Street with green infrastructure stormwater facilities. Refine language to clarify that Jefferson has a main street character and additional green infrastructure should be context sensitive.

This is great for the long term, but most of SW Jefferson Street between 11th and 13th Avenues where it is closest to I-405 is **currently devoid of street trees**. This is also the location of some of **downtown's oldest rental housing** where low-income people who are not necessarily subsidized live. This is true of SW Columbia as well. They deserve to have **an Environmental Action, implementable in the next 2-5 years** that mitigates for them the air and noise pollution of I-405. I ask you to add in some version of my suggested EN 2 and make the timeline 2-5 years:

- 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

30 Fritz WEST END TREES

p. 84/New West End Environmental Action

Identify tree preservation and planting opportunities and implementation strategies along I-405, including improving vine coverage of canyon walls.

At the very least, amend to include AND ADJOINING AND CONNECTING STREETS FOR AT LEAST TWO BLOCKS IN.

I still believe that the tree canopy target needs to be amended and that specific streets need to be called out for action in the next 2-5 years as in, e.g., my previously suggested EN2:

- 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

30 Fritz - Include Central City-wide actions in specific districts where they are relevant

At least two of my recommendations, my previously suggested EN7 and EN3 meet that criteria.

Similar language was incorporated in adjoining neighborhoods, but not in the West End. Quite frankly, it is part of what the Green Loop is supposed to be about:

West End 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, Arlene Schnitzer Concert Hall, Antoinette Hatfield Hall, Burnside “jug handles,” Central Library, Trimet turnaround. PPR, BES, PBOT, PAM, Metro, Trimet

Modeled on:

Goose Hollow EN1

Incorporate native vegetation within existing public open spaces including Collins Circle, Firefighters Park and the stadium plazas, and with redevelopment of the Lincoln High School site.

Pearl District EN2

Strategically install native vegetation and trees within public open spaces, including the North Park Blocks.

West End EN3

EN3 Address climate adaptation and reduce the impacts to neighbors from I-405 noise and air pollution by requiring the installation of **green walls** on new and redeveloped buildings within the I-405 impact area, e.g., SW 13th & 14th Avenues. Develop a program for existing buildings in this area as well.

[See Green Walls Could Cut Street-Canyon Air Pollution by [Rebecca Kessler](#)

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3553448/>]

BPS

32 Fritz WEST END SURFACE PARKING LOTS

p. 84/New West End Environmental Action

Continue to explore incentives for discontinuing the development and use of surface parking lots

To overcome whatever redundancy staff sees with West End action TR2, this action should **add after incentives AND DISINCENTIVES**. It might also make clear that the city will explore such options as a split rate tax that taxes land at its development potential. Short-term actions to “green” these parking lots should be contemplated in this amendment too. I had suggested in my EN9

EN9 Surface Parking Lots 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

EN29 Local Energy - Thank you, Commissioner Fritz! I’m happy for whatever role I may have played in these local energy amendments.

5 March, 2015

Commissioners
Portland City Council
Portland, OR

Dear Commissioners:

Thank you for the opportunity to comment on the proposed amendments to the Recommended Draft West Quadrant Plan. My comments are on behalf of myself and the "Portland Waterfront Alliance," a group of Portland institutions, historic vessel owners, boatbuilders and captains who have co-created a vision to released soon that includes both much more endangered species habitat restoration - similar to Proposed Amendment #8 – and concurrent activating waterfront development than what has been proposed in the draft plan. Specific recommendations on the Amendments:

1. Reject Proposed Amendment #56 and Modify the Action's timeline. It is highly disappointing, but true to past form, to see the proposal to reduce PBOT's role and postpone action whatsoever for up to 25 years with regard to local sustainable river transportation. This reveals not only a lack of vision but also missed opportunities for both fish and people, including enhancing the livability of Portland's "front yard," tourism and our green economy. It is ironic to read the toothless proposed amendment to Embrace the River" (Proposed Amendment #3) without any actions to make this real. I urge you to correct this by reprioritizing water transit to 2-5 years and keeping PBOT responsible to integrate this final missing leg and greenest form of transit into Portland's transportation system.
2. Reject Proposed Amendment #18. Nothing much good can happen with regard to the waterfront until the badly outdated Waterfront Park Masterplan is redone. Outside of Pioneer Courthouse Square, Waterfront Park is Portland's most historic and civic open space and it continues to act more as a barrier than as an invitation to connect with the heart of the city, its central river, and do nothing to help develop the long string of underdeveloped blocks and sites that abut it.

3. Reject Proposed Amendment #23. Not exploring alternative management opportunities for programming, funding and operations in Waterfront Park would be a huge missed opportunity. Partly as a result of funding challenges, Portland Parks has a widely-held reputation for a lack of flexibility and creativity. And Waterfront Park – at the most beautiful location in the city – remains largely a stillborn park. We will never know if there are less expensive and better ways to activate this jewel of downtown and the whole Willamette valley if we do not explore these options. There are many good ideas out there and strong supporters for this.
4. Support Proposed Amendment #60. Studying docks makes sense and is needed for future river transit and access generally.
5. Support Proposed Amendment #8. Move this habitat restoration Performance Target to the main body of the report.

Thank you.

Sincerely,

Capt. Peter Wilcox
NE Portland Resident & Member of Portland Waterfront Alliance
503.490.5407

Moore-Love, Karla

From: Petrusich, Dan <dpetrusi@melvinmark.com>
Sent: Thursday, March 05, 2015 12:12 AM
To: Hales, Mayor; Commissioner Fish; Commissioner Saltzman; Commissioner Fritz; Novick, Steve; Moore-Love, Karla
Cc: Finn, Brendan; Dingfelder, Jackie; Shriver, Katie; Frost, Liam
Subject: No on Amendment #45 to West Quadrant Plan

Dear City Council;

I urge you to vote No on the proposed Amendment #45 to the West Quadrant Plan.

Amendment #45 unwinds years of work by community stakeholders to correct code problems in the Goose Hollow neighborhood.

Goose Hollow is virtually the only area of the City with a Residential Overlay on CX zoned property.

The overlay is designed to undermine the CX zone and frustrate commercial development.

I am a Goose Hollow property owner. I served on the Goose Hollow Foothills League Board as a board member and past President.

I was a member of the Visions Realization Committee, participated in the City led neighborhood planning meetings and served on the West Quadrant Stakeholders Advisory Committee as the Portland Business Alliance representative.

This was a five year effort that enabled the stakeholders to reach consensus on removing the overlay.

There was no opposition to removing the overlay. It is simply bad policy. No one could even explain how it got there.

The West Quadrant Plan has a goal of adding 2,000 jobs in the Goose Hollow neighborhood that will not be possible with the overlay.

The West Quadrant Stakeholders Advisory Committee and the Planning and Sustainability Commission both recommend removal of the overlay.

In addition, Planning Staff does not support Amendment #45.

I attended the West Quadrant Plan City Council Hearing on February 4th and listened to nearly 5 hours of testimony and not one person commented on the overlay.

Please vote No on Amendment #45 and allow the CX zone to operate as it does everywhere else in the City.

Sincerely,

Dan Petrusich

West Quadrant Stakeholders Advisory Committee Member

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

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

From: Deanna <deanna@involved.com>
Sent: Thursday, March 05, 2015 12:44 PM
To: Hales, Mayor; Commissioner Fritz; Commissioner Saltzman; Commissioner Fish; Commissioner Novick
Cc: Moore-Love, Karla
Subject: Testimony, Amendments to Recommended Draft West Quadrant Plan - Work Session, 3/5/15
Attachments: Testimony for March 5 - 2015 work session.doc

I am attaching testimony on the proposed amendments to the Draft West Quadrant Plan City Council work session on 3/5/15.

Thanks for including these in the record.

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

Testimony,
Proposed Amendments to the Recommended Draft West Quadrant Plan
 March 5, 2015

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1221 SW 10th Ave
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The overlay is designed to undermine the CX zone and frustrate commercial development.

I am a Goose Hollow property owner. I served on the Goose Hollow Foothills League Board as a board member and past President.

I was a member of the Visions Realization Committee, participated in the City led neighborhood planning meetings and served on the West Quadrant Stakeholders Advisory Committee as the Portland Business Alliance representative.

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There was no opposition to removing the overlay. It is simply bad policy. No one could even explain how it got there.

The West Quadrant Plan has a goal of adding 2,000 jobs in the Goose Hollow neighborhood that will not be possible with the overlay.

The West Quadrant Stakeholders Advisory Committee and the Planning and Sustainability Commission both recommend removal of the overlay.

In addition, Planning Staff does not support Amendment #45.

I attended the West Quadrant Plan City Council Hearing on February 4th and listened to nearly 5 hours of testimony and not one person commented on the overlay.

Please vote No on Amendment #45 and allow the CX zone to operate as it does everywhere else in the City.

Sincerely,

Dan Petrusich

West Quadrant Stakeholders Advisory Committee Member

AITE

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

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Moore-Love, Karla

From: R. Peter Wilcox <pwilcox@easystreet.net>
Sent: Thursday, March 05, 2015 10:30 AM
To: Moore-Love, Karla
Subject: Comments on West Quadrant Plan Proposed Amendments



WQPComments...

Portland Waterfront Partnership
 5 March, 2015
 Portland, OR

Commissioners
Portland City Council
Portland, OR

Dear Commissioners:

Thank you for the opportunity to comment on the proposed amendments to the Recommended Draft West Quadrant Plan. My comments are on behalf of myself and the "Portland Waterfront Alliance," a group of Portland institutions, historic vessel owners, boatbuilders and captains who have co-created a vision to released soon that includes both much more endangered species habitat restoration - similar to Proposed Amendment #8 - and concurrent activating waterfront development than what has been proposed in the draft plan. Specific recommendations on the Amendments:

1. **Reject Proposed Amendment #56 and Modify the Action's timeline.** It is highly disappointing, but true to past form, to see the proposal to reduce PBOT's role and postpone action whatsoever for up to 25 years with regard to local sustainable river transportation. This reveals not only a lack of vision but also missed opportunities for both fish and people, including enhancing the livability of Portland's "front yard," tourism and our green economy. It is ironic to read the toothless proposed amendment to Embrace the River" (Proposed Amendment #3) without any actions to make this real. I urge you to correct this by reprioritizing water transit to 2-5 years and keeping PBOT responsible to integrate this final missing leg and greenest form of transit into Portland's transportation system.

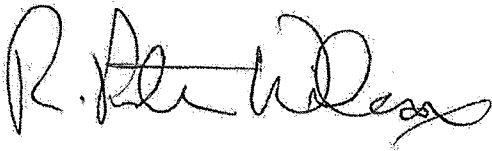
2. **Reject Proposed Amendment #18.** Nothing much good can happen with regard to the waterfront until the badly outdated Waterfront Park Masterplan is redone. Outside of Pioneer Courthouse Square, Waterfront Park is Portland's most historic and civic open space and it continues to act more as a barrier than as an invitation to connect with the heart of the city, its central river, and do nothing to help develop the long string of underdeveloped blocks and sites that abut it.

21158

3. Reject Proposed Amendment #23. Not exploring alternative management opportunities for programming, funding and operations in Waterfront Park would be a huge missed opportunity. Partly as a result of funding challenges, Portland Parks has a widely-held reputation for a lack of flexibility and creativity. And Waterfront Park – at the most beautiful location in the city – remains largely a stillborn park. We will never know if there are less expensive and better ways to activate this jewel of downtown and the whole Willamette valley if we do not explore these options. There are many good ideas out there and strong supporters for this.
4. Support Proposed Amendment #60. Studying docks makes sense and is needed for future river transit and access generally.
5. Support Proposed Amendment #8. Move this habitat restoration Performance Target to the main body of the report.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Peter Wilcox". The signature is fluid and cursive, with a large initial "R" and a long, sweeping tail.

Capt. Peter Wilcox

NE Portland Resident & Member of Portland Waterfront Alliance

503.490.5407

5 March, 2015

Commissioners
Portland City Council
Portland, OR

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Sincerely,

Capt. Peter Wilcox
NE Portland Resident & Member of Portland Waterfront Alliance
503.490.5407

From: Petrusich, Dan <dpetrusi@melvinmark.com>
Sent: Thursday, March 05, 2015 12:12 AM
To: Hales, Mayor; Commissioner Fish; Commissioner Saltzman; Commissioner Fritz; Novick, Steve; Moore-Love, Karla
Cc: Finn, Brendan; Dingfelder, Jackie; Shriver, Katie; Frost, Liam
Subject: No on Amendment #45 to West Quadrant Plan

Dear City Council;

I urge you to vote No on the proposed Amendment #45 to the West Quadrant Plan.

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Dan Petrusich

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Moore-Love, Karla

From: shermorrill@yahoo.com
 Sent: Wednesday, February 25, 2015 2:01 PM
 To: Moore-Love, Karla
 Subject: 405 freeway cover

City council, & all other city employees involved, To whom IT may concern.....regarding the "PROPOSAL" to put a cover, over the 405 freeway, & UPGRADING a "FEW" small businesses. I for "ONE" citizen, of this fine city "THINK", this idea is "ABSURD"-----#1. Given the FACT, that we have seen THIS.....in our recent past.....W/our former "MAYOR"!!! AT LEAST you waited a few months.....post election! BEFORE mentioning such a RIDICULOUS idea....AGAIN!!! #2 "I" think WE should FIRST take a look @ utilizing said monies toward repairing OUR deteriorating ROADS & BRIDGES.....AS opposed to MORE, "TAXES"IF, not for roads & bridges, what about "OTHER" MORE important areas of OUR city....."SPEND" the \$.....WHERE it IS NEEDED....."NOT" where JUST a very small % of the people will profit from such a concept! "WAKE-UP".....COUNCIL-----"THINK"???? U are suppose to be working for "ALL" the people--"NOT" just THOSE w/SPECIAL INTERESTS..... "I" would like to know the HOME addresses of the CITY employees that live & OWN businesses within a "MILE" of this "PROPOSAL"! ALL of THOSE, THAT feel "THIS" is a superb PLAN.....ALL THAT "FEEL", this IS a superb PLAN, SHOULD join OUR "FORMER" mayor in WASH. D.C. sherman L. morrill "YES" taxpayer.....



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Moore-Love, Karla

From: Commissioner Fritz
Sent: Wednesday, March 04, 2015 1:08 PM
To: Andrew Yaden; Commissioner Saltzman; Commissioner Fish; Commissioner Novick
Cc: Moore-Love, Karla; Dingfelder, Jackie; Adamsick, Claire
Subject: RE: West Quadrant Plan proposed amendments

Thank you for your comments. While I recognize the great desire of downtown residents and visitors to update the Waterfront Park Master Plan, Portland Parks and Recreation does not have the capacity to do so in the next five years. The bureau under my direction is focused on providing parks where there are none. Similarly, Parks does not have the capacity to explore setting up a management non-profit for Waterfront Park. I believe it is important to set realistic expectations, and then to keep promises. Parks cannot keep the promise proposed by the committee and the Planning and Sustainability Commission regarding Waterfront Park. I wish we could, too.

The Comprehensive Plan currently calls for a step-down to the river. Shading on historic areas adjacent to the Morrison Bridgehead would be significantly worsened by allowing 250' high buildings, and any 250' high structures on Naito Parkway would be grossly out of scale with the 75' height along the adjacent blocks. The proposed height increase would be given without requiring affordable housing in return for the bonus, a concept being proposed in the rest of the plan area.

I expect robust debate on Thursday. Thank you for sending in your comments before the hearing.

Amanda

Amanda Fritz
Commissioner, City of Portland

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From: Andrew Yaden [mailto:avyaden@gmail.com]
Sent: Tuesday, March 03, 2015 3:51 PM
To: Commissioner Saltzman; Commissioner Fish; Commissioner Fritz; Commissioner Novick
Cc: Moore-Love, Karla; Dingfelder, Jackie
Subject: West Quadrant Plan proposed amendments

Good afternoon,

I am writing to you today to discuss some of the proposed amendments to the West Quadrant Plan, to be discussed and voted on on Thursday. I have some serious concerns regarding many of the proposed changes around the downtown waterfront. I will also be testifying at Thursday's public meeting but I wanted to give you an opportunity to review my comments and to take some points into consideration before Thursday's critical vote.

A little background: A year ago, I had the great fortune of leading a team of six graduate planning students from Portland State University in developing a set of strategies to activate Tom McCall Waterfront Park as a year-round, regional amenity. Over the course of six months, we met with over 100 different stakeholders and collected almost 900 unique public comments. During this period we learned a couple of very important things about Portland's waterfront. First, the park is a regional amenity, not just a downtown park. Second, there is strong support and momentum for change in the park, especially as an attraction with activity and access to the river. I have attached the executive summary from our project as well as our proposal for a non-profit management entity for the waterfront, an idea I believe deserves study and one that has led a number of cities around the country through large-scale, successful redevelopment of their waterfronts.

There are a few key proposed amendments that are, in my opinion, glaringly short-sighted, and should some of these changes to the plan be accepted, the City will miss out on a number of opportunities to fulfill the vision of a city that embraces the river as an amenity, not as a barrier. Three key proposed amendments stand out to me:

Amendment #18 - *Waterfront Park Master Plan*. By moving this process out into the 6-20 year range, the City will fail to capitalize on the momentum for change along the waterfront. Furthermore, it misses the opportunity to integrate and leverage the exciting work currently happening all along Portland's waterfront, including the South Waterfront redevelopment, The Central Eastside and OMSI planning, and closer to the park, the imminent development of the James Beard Public Market. Through our many conversations with stakeholders, we found that strong support exists for *something* to happen in the park. The planning for a more active, user friendly and programmable park should be a high priority to support recreation and livability for the entire region.

Amendment #23 - *Explore Waterfront Park management opportunities*. Eliminating this from the plan closes the door on the most visionary and potentially beneficial action for Portland's waterfront before even taking the first steps. A non-profit organization dedicated to the waterfront would be more capable of leveraging public and private funding options and could provide additional capacity to manage the funding of everyday maintenance and capital projects on Portland's Central City waterfront, thereby freeing up Parks and Recreation to focus on public space deficiencies in other areas of the city. Most importantly for future of the park, this organization could maintain a long-term vision for the waterfront, buffering against shifting priorities and political cycles.

Amendment #40 - *Bridgehead building heights*. Allowing for greater maximum heights while retaining floor area ratios gives greater flexibility to designers and developers and actually protects and enhances viewsheds better than lower heights that result in thicker, less transparent and more unvarying forms. The westside Morrison bridgehead is a gateway to the city and one that should have dynamic and exceptional design - something that is not possible if we retain current height entitlements.

Waterfront Park is truly Portland's front yard, where diverse populations intermingle. It is the interface between the core and the rest of the city, and between the city and the region. The success or failure of Portland's downtown waterfront is intrinsically tied to the story of the region and we all benefit or suffer as this story plays out.

Moore-Love, Karla

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Sent: Tuesday, March 03, 2015 3:51 PM
To: Commissioner Saltzman; Commissioner Fish; Commissioner Fritz; Commissioner Novick
Cc: Moore-Love, Karla; Dingfelder, Jackie
Subject: West Quadrant Plan proposed amendments
Attachments: Pages from DowntownPortlandWaterfrontActivationStrategy_2014.pdf

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Moore-Love, Karla

From: mvogelpnw@gmail.com on behalf of Mary Vogel <mary@plangreen.net>
Sent: Wednesday, March 04, 2015 3:12 PM
To: Hales, Mayor; Fritz, Amanda; Commissioner Fish; Novick, Steve; Saltzman, Dan
Cc: Moore-Love, Karla; Dingfelder, Jackie; Adamsick, Claire
Subject: Suggested amendments to your amendments re: West Quad Plan
Attachments: WQP Testimony 3-5-15.docx

**West Quadrant Plan Amendments Testimony of
 Vogel/PlanGreen 3-5-15**

Mary

I want to say thank you to Commissioner Fritz and suggest tweaking her amendments 28, 30 and 32 --and say thanks and kudos on 29.

28 BPS/Fritz JEFFERSON STREET

p. 83/West End Urban Design Action UD11

UD11: Improve the Jefferson Main Street with green infrastructure stormwater facilities. Refine language to clarify that Jefferson has a main street character and additional green infrastructure should be context sensitive.

This is great for the long term, but most of SW Jefferson Street between 11th and 13th Avenues where it is closest to I-405 is **currently devoid of street trees**. This is also the location of some of **downtown's oldest rental housing** where low-income people who are not necessarily subsidized live. This is true of SW Columbia as well. They deserve to have an **Environmental Action, implementable in the next 2-5 years** that mitigates for them the air and noise pollution of I-405. I ask you to add in some version of my suggested EN 2 and make the timeline 2-5 years:

- 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

30 Fritz WEST END TREES

p. 84/New West End Environmental Action

Identify tree preservation and planting opportunities and implementation strategies along I-405, including improving vine coverage of canyon walls.

At the very least, amend to include AND ADJOINING AND CONNECTING STREETS FOR AT LEAST TWO BLOCKS IN.

I still believe that the tree canopy target needs to be amended and that specific streets need to be called out for action in the next 2-5 years as in, e.g., my previously suggested EN2:

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30 Fritz - Include Central City-wide actions in specific districts where they are relevant

At least two of my recommendations, my previously suggested EN7 and EN3 meet that criteria.

Similar language was incorporated in adjoining neighborhoods, but not in the West End. Quite frankly, it is part of what the Green Loop is supposed to be about:

West End 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, Arlene Schnitzer Concert Hall, Antoinette Hatfield Hall, Burnside “jug handles,” Central Library, Trimet turnaround. PPR, BES, PBOT, PAM, Metro, Trimet

Modeled on:

Goose Hollow EN1

Incorporate native vegetation within existing public open spaces including Collins Circle, Firefighters Park and the stadium plazas, and with redevelopment of the Lincoln High School site.

Pearl District EN2

Strategically install native vegetation and trees within public open spaces, including the North Park Blocks.

West End EN3

EN3 Address climate adaptation and reduce the impacts to neighbors from I-405 noise and air pollution by requiring the installation of **green walls** on new and redeveloped

buildings within the I-405 impact area, e.g., SW 13th & 14th Avenues. Develop a program for existing buildings in this area as well. [See Green Walls Could Cut Street-Canyon Air Pollution by **Rebecca Kessler**

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3553448/>]

BPS

32 Fritz WEST END SURFACE PARKING LOTS

p. 84/New West End Environmental Action

Continue to explore incentives for discontinuing the development and use of surface parking lots

To overcome whatever redundancy staff sees with West End action TR2, this action should **add after incentives AND DISINCENTIVES**. It might also make clear that the city will explore such options as a split rate tax that taxes land at its development potential. Short-term actions to “green” these parking lots should be contemplated in this amendment too. I had suggested in my EN9

EN9 Surface Parking Lots 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

EN29 Local Energy - Thank you, Commissioner Fritz! I’m happy for whatever role I may have played in these local energy amendments.

Sincerely,
Mary Vogel

PS There was some discussion of surface parking lots during the Strategic Advisory Committee meetings, largely in a discussion about Old Town-Chinatown that I did not attend. There was some discussion of a tax on parking revenues. There was no discussion on my suggestions after I “testified”--partly because I was not on the committee to make that discussion happen--nor did my neighborhood have a

representative on the committee. Partly, SAC members may not have fully understood the distinction between my suggestions and the parking revenue tax that they had cast aside.

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

<http://plangreen.net>

Blog: [A Perspective on Riverwalks](#)

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Commissioner, City of Portland

The City of Portland is a fragrance free workplace. To help me and others be able to breathe, please avoid using added fragrances when visiting City offices.

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From: Andrew Yaden [mailto:avyaden@gmail.com]
Sent: Tuesday, March 03, 2015 3:51 PM
To: Commissioner Saltzman; Commissioner Fish; Commissioner Fritz; Commissioner Novick
Cc: Moore-Love, Karla; Dingfelder, Jackie
Subject: West Quadrant Plan proposed amendments

Good afternoon,

I am writing to you today to discuss some of the proposed amendments to the West Quadrant Plan, to be discussed and voted on on Thursday. I have some serious concerns regarding many of the proposed changes around the downtown waterfront. I will also be testifying at Thursday's public meeting but I wanted to give you an opportunity to review my comments and to take some points into consideration before Thursday's critical vote.

A little background: A year ago, I had the great fortune of leading a team of six graduate planning students from Portland State University in developing a set of strategies to activate Tom McCall Waterfront Park as a year-round, regional amenity. Over the course of six months, we met with over 100 different stakeholders and collected almost 900 unique public comments. During this period we learned a couple of very important things about Portland's waterfront. First, the park is a regional amenity, not just a downtown park. Second, there is strong support and momentum for change in the park, especially as an attraction with activity and access to the river. I have attached the executive summary from our project as well as our proposal for a non-profit management entity for the waterfront, an idea I believe deserves study and one that has led a number of cities around the country through large-scale, successful redevelopment of their waterfronts.

There are a few key proposed amendments that are, in my opinion, glaringly short-sighted, and should some of these changes to the plan be accepted, the City will miss out on a number of opportunities to fulfill the vision of a city that embraces the river as an amenity, not as a barrier. Three key proposed amendments stand out to me:

Amendment #18 - *Waterfront Park Master Plan*. By moving this process out into the 6-20 year range, the City will fail to capitalize on the momentum for change along the waterfront. Furthermore, it misses the opportunity to integrate and leverage the exciting work currently happening all along Portland's waterfront, including the South Waterfront redevelopment, The Central Eastside and OMSI planning, and closer to the park, the imminent development of the James Beard Public Market. Through our many conversations with stakeholders, we found that strong support exists for *something* to happen in the park. The planning for a more active, user friendly and programmable park should be a high priority to support recreation and livability for the entire region.

Amendment #23 - *Explore Waterfront Park management opportunities*. Eliminating this from the plan closes the door on the most visionary and potentially beneficial action for Portland's waterfront before even taking the first steps. A non-profit organization dedicated to the waterfront would be more capable of leveraging public and private funding options and could provide additional capacity to manage the funding of everyday maintenance and capital projects on Portland's Central City waterfront, thereby freeing up Parks and Recreation to focus on public space deficiencies in other areas of the city. Most importantly for future of the park, this organization could maintain a long-term vision for the waterfront, buffering against shifting priorities and political cycles.

Amendment #40 - *Bridgehead building heights*. Allowing for greater maximum heights while retaining floor area ratios gives greater flexibility to designers and developers and actually protects and enhances viewsheds better than lower heights that result in thicker, less transparent and more unvarying forms. The westside Morrison bridgehead is a gateway to the city and one that should have dynamic and exceptional design - something that is not possible if we retain current height entitlements.

Waterfront Park is truly Portland's front yard, where diverse populations intermingle. It is the interface between the core and the rest of the city, and between the city and the region. The success or failure of Portland's downtown waterfront is intrinsically tied to the story of the region and we all benefit or suffer as this story plays out.

Moore-Love, Karla

From: Tamara Kennedy-Hill <tamara@travelportland.com>
Sent: Wednesday, March 04, 2015 3:16 PM
To: Moore-Love, Karla
Subject: For WQP Hearing 3515 Written Comments from the Tourism Industry
Attachments: Tourism Industry Comments to Proposed Amendments of draft WQP.pdf

Hi Karla,

Attached are our written comments, in lieu of in person testimony, for the Thursday, March 5th 2:00pm Council hearing on the proposed amendments to the recommended draft West Quadrant Plan. Please forward this letter at your convenience to the City Council for consideration and review.

Kind Regards,

Tamara

TAMARA KENNEDY-HILL
DIRECTOR OF COMMUNITY RELATIONS

TAMARA@TRAVELPORTLAND.COM
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March 4, 2015

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

RE: Tourism Industry Comments on Proposed Amendments to the Draft 2035 West Quadrant Plan

As Portland's destination marketing organization, Travel Portland is interested in the region's planning and redevelopment goals, especially those elements that impact the visitor experience. For this reason we appreciated serving on the 2035 West Quadrant Plan Stakeholder Advisory Committee.

Throughout this process we identified areas where the tourism industry's relevance aligned with planning policy to support the economic growth of the region. Overall, we are supportive of the 2035 West Quadrant Plan. However, we have a few comments for consideration relating to the proposed amendments:

Willamette River, Environment and Parks

Item #18 (in reference to Waterfront Park Master Plan timeline, WQP p. 71, UD3)

The tourism industry is concerned with the proposed amendment to delay the timeline for the Waterfront Park Master Plan from 2-5 years to 6-20 years for the following reasons:

- Access to the Willamette River and development of Waterfront Park represent significant and unique opportunities for commercial, human access and recreational projects.
- The tourism industry encourages project visionaries interested in Waterfront Park to work with the City process and align project proposals. The intention for an updated Waterfront Master Plan in the short term will be to link new concepts with existing catalyst projects (e.g. James Beard Public Market) to maximize community access, employment, and economic benefits possible for Waterfront Park.

Item #23 (in reference to potential management opportunities, WQP p.71, UD6)

The tourism industry is concerned that eliminating this item from the WQP may deter innovative partnerships from being considered as value-added options for the enhancement of Waterfront Park.

Thank you for the opportunity to provide input to the proposed amendments for the draft West Quadrant Plan.

Sincerely,

A handwritten signature in cursive script that reads "Tamara Kennedy Hill".

Tamara Kennedy-Hill
Director of Community Relations

Moore-Love, Karla

From: Andrew Yaden <avyaden@gmail.com>
Sent: Tuesday, March 03, 2015 3:51 PM
To: Commissioner Saltzman; Commissioner Fish; Commissioner Fritz; Commissioner Novick
Cc: Moore-Love, Karla; Dingfelder, Jackie
Subject: West Quadrant Plan proposed amendments
Attachments: Pages from DowntownPortlandWaterfrontActivationStrategy_2014.pdf

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An aerial, grayscale photograph of a city, likely New York City, showing a large body of water in the foreground and a dense urban grid in the background. The image has a rounded top-right corner. The text 'EXECUTIVE SUMMARY' is overlaid in the center.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY



Waterfront Park is a beloved public space, but needs an update.

Despite longstanding ambitions and multiple planning efforts, Portland's goal of embracing and enhancing the Willamette River as the heart of the Central City has only been partially fulfilled. Similar proposals for the downtown waterfront have repeatedly appeared in official planning documents over the past four decades, and yet the majority remain unimplemented. Many of those recommendations remain relevant today and continue to represent viable strategies for activating the downtown waterfront.

This plan represents a closer look at some key recommendations—both old and new—for activating the downtown waterfront. It also includes strategies for moving forward and measuring progress.

Existing Conditions

Waterfront Park is a beloved but underutilized public space that needs an update.

Portland's downtown waterfront lacks vibrancy, largely as the result of difficult or unclear connections to the city's downtown and surrounding neighborhoods, as well as an absence of commercial activities and attractions in and around the park. There are often conflicts between modes, particularly pedestrians and cyclists, along the park's very popular and limited pathways. In addition, there are few opportunities for commercial and recreational boating in Waterfront Park and limited opportunities for park visitors to engage directly with the river. Furthermore, a better balance between natural and human elements in the park—including native vegetation, geese, shallow water salmon habitat, and people—is desired. Finally, public use of the park, a regional amenity, is restricted during summer months due to the dedication of a large swath of the park for limited access events. Overall, the implementation of goals targeted at addressing many of these issues over recent years has been hampered by City fiscal constraints.

What the Public Said

During the four-month community engagement process, the public told Watermark Planning the following:

- The park does not live up to its full potential as a treasured Portland asset;
- There is a strong but unmet desire to gain greater access to the Willamette River via the park for swimming, boating and watersports;
- The boating community wants better access to the park and downtown from the river;



Members of the public providing input at one of several community events.

- Certain additional amenities (in particular, food and seating) must be present for the park become a more multipurpose and vibrant space year-round;
- The experience of walking and cycling both within and to the park should be enhanced; and
- There is a frustration with large events' use of the park space, as it restricts free public access.

Recommendations by Theme

Watermark Planning has developed a set of recommendations to address both public feedback and goals that have been echoed through decades of waterfront planning.

EXECUTIVE SUMMARY

These recommendations arise from three guiding principles:

- 1. Make the riverfront a vibrant place year-round.**
- 2. Better connect the river to the downtown.**
- 3. Promote and celebrate the riverfront as a public space and resource.**

Watermark Planning's recommendations have been organized under the following themes: placemaking, access & circulation, commercial & recreational boating, economic development, natural environment, and events.

Placemaking Goals

- Highlight Portland's uniqueness through arts and culture on the waterfront
- Help people to understand and appreciate the waterfront's historical and geographical context
- Make the park a regular and year-round destination where people want to spend time

Access & Circulation Goals

- Improve park visitors' ability to access the water
- Improve connections to the park
- Improve circulation within the park

Commercial & Recreational Boating Goals

- Utilize the river as a transportation option
- Enhance river recreation

Economic Development Goals

- Expand commercial activities along Naito Parkway
- Expand commercial activities in the park
- Develop the waterfront and adjacent blocks as a commercial destination

Natural Environment Goals

- Enhance in-park and river habitat
- Engage the park visitors through educational displays and interactive science
- Reduce the impact of migratory and resident geese on the use and access of the park

Events Goal

- Manage event scope to balance the needs of park users and event attendees

Moving Forward: A Strategic Framework

Given the history of consistent goals and non-implemented visions for Portland's waterfront, a special focus has been placed on overcoming barriers to implementation within this plan. For that reason, Watermark Planning calls for the establishment of a private non-profit entity to plan, coordinate, implement, and manage waterfront projects within the Central Reach of the Willamette River. Such an organization would be a keeper of and champion for the city's waterfront vision over time. This recommendation stems from Watermark Planning's study of successful and exemplary waterfront development projects across the United States.

Benefits of a Non-Profit to the City of Portland

- The creation of a long-term waterfront vision and a phased implementation plan can buffer against shifting political priorities.
- An organization dedicated to the waterfront would prioritize obtaining funding for projects as a cornerstone of its mission.
- This organization would provide additional capacity to manage the funding of everyday maintenance and capital projects on Portland's Central City waterfront.
- Portland Parks and Recreation (PPR) would be free to focus on public space deficiencies in other areas of the city.
- Additional activities arising from the organization's management of the park could provide an additional revenue stream for PPR.

Outcomes and Assessment

To determine the plan's effectiveness, and to establish a metric of success over time, Watermark Planning recommends assessing outcomes through measurable data. BPS or a private non-profit entity should oversee a regular assessment of benchmarks to measure progress in implementing the plan's recommendations.

Watermark Planning offers three recommendations to jumpstart the process of activating Waterfront Park today:

- The City of Portland should create a non-profit entity to manage waterfront projects;
- Tactical urbanism should be employed to get low-cost projects off the ground and bring changes to the park as quickly as possible;
- Portland should undertake a catalytic project to transform its downtown waterfront.

MOVING FORWARD: A STRATEGIC FRAMEWORK

Watermark Planning strongly recommends that a private non-profit entity be created to plan, coordinate, implement, and manage waterfront projects within the Central Reach of the Willamette River.

Benefits of a Non-Profit Waterfront Corporation to the City of Portland

- The creation of a long-term waterfront vision and a phased implementation plan can buffer against shifting political priorities.
- An organization dedicated to the waterfront would prioritize obtaining funding for projects as a cornerstone of its mission.
- This organization would provide additional capacity to manage the funding of everyday maintenance and capital projects on Portland's Central City waterfront.
- Portland Parks and Recreation (PPR) would be free to focus on public space deficiencies in other areas of the city.
- Additional activities arising from the organization's management of the park could provide an additional revenue stream for PPR.

The Need for a Non-Profit

Although there have been many great ideas for improving Portland's waterfront over the past several decades, the majority have not been implemented. Portland's weak mayoral system lends itself to a political climate wherein it is

immensely difficult to implement long-term plans and visions over time. Political realities, coupled with the changing composition of leadership, dictate that policy direction and priorities shift with every new administration. Projects in and around the Willamette River's Central Reach are often long-term and require insulation from these political cycles. For these reasons, a private non-profit entity should be created to plan, coordinate, implement, and manage waterfront projects within the Central Reach of the Willamette River. This proposed non-profit entity will be a keeper of and champion for the city's waterfront vision over time.

Past Calls for a Non-Profit Corporation for Waterfront Park

The idea of creating a non-profit entity to manage Portland's waterfront vision is not a new one. The 2003 Waterfront Park Master Plan suggested establishing a permanent entity to work with Portland Parks and Recreation to develop a management plan, provide overall management of the park's operations, create and apply event guidelines, and ensure that the goals of the Master Plan continue to be fulfilled over time. The 2004 River Renaissance Strategy called for the creation of an outside organization to manage the plan's vision. Watermark Planning believes that now is the time to implement these ideas not just for the park but for the entire Central Reach.

Why the Central Reach?

Waterfront Planning recommends that a future non-profit entity focus on waterfront projects throughout the Central Reach. This geographic scope would ensure that waterfront projects in and around Portland's downtown are planned, implemented, and operated in a consistent and efficient manner. For instance, Central Reach-wide design guidelines could ensure that all new development within the organization's area of influence serves to enhance the Willamette River and protect important resources, including views, habitat, and public open spaces.

Successful U.S. Waterfront Management Structures

Other cities that have created non-profit corporations or other entities to plan, coordinate, and implement successful waterfront projects include Pittsburgh, Pennsylvania; Louisville, Kentucky; Columbus, Ohio; and Boston, Massachusetts. Each of these organizations focuses on harnessing private dollars to finance large-scale public improvements. An example from Pittsburgh is Riverlife, a non-profit, public-private partnership organization, whose task was to manage the long-term planning and development of Pittsburgh's riverfronts. Riverlife's efforts have led to award-winning and successful riverfront developments. In Louisville, community leaders sought to create an entity that would be insulated from electoral politics and therefore free to enact

MOVING FORWARD: A STRATEGIC FRAMEWORK

A Model Non-Profit Entity



Pittsburgh, Pennsylvania

“Riverlife’s mission is simple: To reclaim, restore and promote Pittsburgh’s riverfronts as the environmental, recreational, cultural and economic hub for the people of this region and our visitors.”

“Riverlife (formerly Riverlife Task Force) is a public-private partnership established in 1999 to guide and advocate for the redevelopment of Pittsburgh’s riverfronts. Riverlife works to reconnect Pittsburgh with its rivers by bringing recreation, ecological restoration and economic opportunity back to our waterfronts.”

a long-term community vision for the revitalization of Louisville’s riverfront. The Louisville Waterfront Development Corporation has managed downtown riverfront revitalization efforts since 1986, developing an 80-acre waterfront park that has transformed the city’s downtown. Columbus utilizes its regional development corporation to tackle especially challenging projects, focusing on projects that require multi-agency coordination or levels of capital investment beyond the capacity of the city. For the purposes of its riverfront renewal, the city created a short-term nonprofit to coordinate planning activities along the riverfronts. In Boston, the Esplanade Association, a private-public partnership organization, was established in 2001 to restore and enhance the Charles River Esplanade. The Association has led to an impressive series of improvements and enhancements in the park, including the replacement of benches, dock renovations, launch of a park volunteer program, launch of a goose control program, free summer programming, construction of an Esplanade Playspace, and restoration of a memorial, among others.

Funding Sources and Opportunities

While the majority of moneys used to fund these projects would come from private sources, philanthropy, and grants, the City of Portland should contribute to the entity’s operating budget. In return, stakeholder agencies would have representation on the organization’s board of directors.

Another prospective funding source for Waterfront Park-related projects is crowdfunding. Numerous online platforms exist to fund projects through philanthropic contributions. Two well-established crowdfunding platforms are Indiegogo and Citizeninvestor, a crowdfunding and civic engagement platform that exclusively funds local government projects. Crowdfunding is not a new type of funding mechanism for public projects, nor is it new to Portland. In the pre-internet era, the construction of Pioneer Courthouse Square was funded brick by brick. More recently, Gateway Green, a 38-acre open space and recreation area, raised more than \$120,000 through Indiegogo, an online platform. These funds were used to finance final design, permitting fees, and construction costs.

It is imperative that the non-profit entity phase its projects to take full advantage of these different sources of short-term and long-term funding over time. This will serve to sustain a long-term vision for the waterfront.

Moore-Love, Karla

From: Wwrahm@aol.com
Sent: Friday, February 20, 2015 5:03 PM
To: Hales, Mayor; Commissioner Fritz; Commissioner Saltzman; Commissioner Novick; Commissioner Fish
Cc: Anderson, Susan; Dingfelder, Jackie; Nebel, Erika; Grumm, Matt; Frost, Liam; Moore-Love, Karla; Bizeau, Tom; brian@emerick-architects.com; jrca@aol.com; peterm@pmapdx.com
Subject: WEST Quadrant Plan - NEW WEST END PROPOSAL - DESIGN OVERLAY REDEFINED

Mayor Hales and City Commissioners,

Knowing that the next City Council meeting has been postponed until March 5, I would like to offer one additional **proposal for an implementation tool** for the West End district only that would operate well with a 100' maximum building height already proposed.

To support the detailed language for preservation of neighborhood character and scale and historic preservation already in the West Quadrant Plan's (WQP) West End sections, I suggest exploring a redefinition of the (d) design overlay for any building that is 50 years old or older. The review/approval process for both project proposals and demolition requests for these buildings could be sent to the Portland Historic Landmark Commission (PHLC) for approval rather than to the Design Commission as happens now. Not all 50+ year old buildings would merit preservation, but the PHLC is better equipped to evaluate that than the Design Commission is. Any proposal for a building less than 50 years old or for an empty parking lot could still go to the Design Commission. It remains important that West End design guidelines be created.

Because it has been 30 years since an inventory for the West End was done, this redefinition would allow for an immediate implementation tool for preservation for the area, especially for the 100+ "historic" buildings. Without binding historic National Register status, the large majority of these historic buildings are "unprotected" in spite of having been included in the 1984 historic building inventory or the later multiple property listings as meriting protection. A redefinition of the West End design overlay in terms of the age of an existing building would also allow for the 50 year criterion to stay current as time passes, which could save money on keeping an inventory updated.

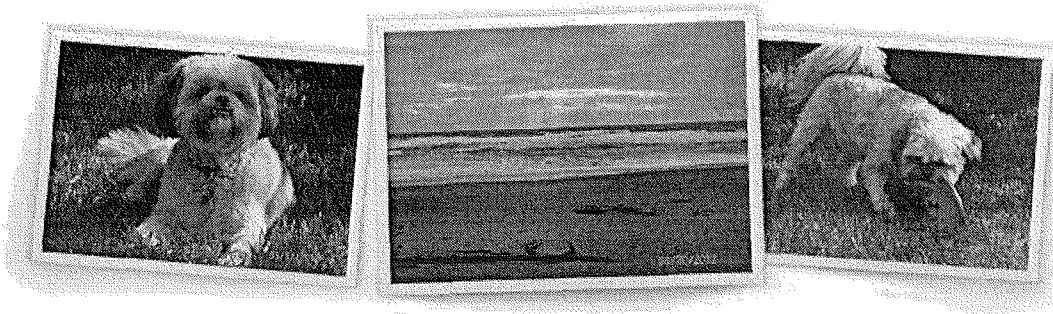
It's unlikely this change would cause an overload on the PHLC since this newly defined tool would apply only to the West End in support of the preservation policy language in the West End section of the WQP. Along with the 100' maximum building height, these older buildings are also likely to be readapted for current uses such as affordable housing and affordable office space. This new tool would support the existing language for historic preservation in the WQP West End sections. Because such historic preservation language is not necessarily included in other non-historic districts of the WQP, the city would not necessarily be obliged to extend this tool to other non-historic districts at this time.

Thank you for your consideration of this last minute proposal.
Wendy

Moore-Love, Karla

From: shermorrill@yahoo.com
 Sent: Wednesday, February 25, 2015 2:01 PM
 To: Moore-Love, Karla
 Subject: 405 freeway cover

City council, & all other city employees involved, To whom IT may concern.....regarding the "PROPOSAL" to put a cover, over the 405 freeway, & UPGRADING a "FEW" small businesses. I for "ONE" citizen, of this fine city "THINK", this idea is "ABSURD"-----#1. Given the FACT, that we have seen THIS.....in our recent past.....W/our former "MAYOR"!!! AT LEAST you waited a few months.....post election! BEFORE mentioning such a RIDICULOUS idea.....AGAIN!!! #2 "I" think WE should FIRST take a look @ utilizing said monies toward repairing OUR deteriorating ROADS & BRIDGES.....AS opposed to MORE, "TAXES".....IF, not for roads & bridges, what about "OTHER" MORE important areas of OUR city....."SPEND" the \$.....WHERE it IS NEEDED....."NOT" where JUST a very small % of the people will profit from such a concept! "WAKE-UP".....COUNCIL-----"THINK"???? U are suppose to be working for "ALL" the people--"NOT" just THOSE w/SPECIAL INTERESTS..... "I" would like to know the HOME addresses of the CITY employees that live & OWN businesses within a "MILE" of this "PROPOSAL"! ALL of THOSE, THAT feel "THIS" is a superb PLAN.....ALL THAT "FEEL", this IS a superb PLAN, SHOULD join OUR "FORMER" mayor in WASH. D.C. sherman L. morrill "YES" taxpayer.....



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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 11th 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 | www.melvinmark.com

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From: Deanna <deanna@involved.com>
Sent: Friday, February 13, 2015 4:51 PM
To: Moore-Love, Karla
Subject: Additional testimony/comments on the West Quadrant Plan
Attachments: Additional Comments on West Quadrant Plan 2-13-15.doc

Please add the attached comments/testimony to the record, as follow-up on the West Quadrant Plan hearing on Feb. 4, 2015.

Thank you.

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

Follow-up Points
to Public Hearing on Feb. 4, 2015 on Proposed West Quadrant Plan

Please consider:

- Postpone adopting at least the West End section of the proposed West Quadrant Plan until a specific planning process can be instituted for the West End.
 - This needs to include much more input from residents of the West End, and reconsideration of the blanket heights (250' to 460') allowed.
 - These heights may be appropriate in some parts of the West End, but allowing them everywhere is not "planning"; it opens the door to losing the things that are best about this area, including affordable housing and affordable rents for small, local businesses.
- This planning process needs to include:
 - A much better historic inventory and historic preservation tools; and
 - Tools to preserve existing affordable housing before it disappears under the wrecking ball.

Comments on points that emerged in the hearing:

Re: Historic Preservation: using FAR transfer to create affordable housing - devil in details; if FAR is allowed to be used adjacent to "historic" building that the FAR is coming from (or even in the same small block), much of the purpose is defeated - because the historic context is altered, and the usually much lower historic building may be dwarfed by the new, much taller structure.

- FAR should have stipulation that it must be used in a context that won't detract from adjacent historic building(s).
- Staff noted that the Plan places lower heights on *adopted* historic districts; please note that none of these are in the West End, whose residents are very concerned with preserving heights compatible with those lower buildings.
- Staff also noted that buildings with "landmark qualities" are subject to demolition review. This is a meaningless "protection" for (non-designated but) historic buildings in the West End. The City of Portland's Development services website states that "**Demolition Review** is required to demolish some Historic Landmarks, Conservation Landmarks, historic resources in a Historic District, historic resources in a Conservation District, and resources listed in the Historic Resource Inventory."
 - The West End has no designated "Historic District", or Conservation District, and only about 35 "Historic Landmarks" (out of potentially up to 100) - and only "some" historic landmarks apparently receive this "demolition review" in the first place.
 - Conclusion: many non-designated but nevertheless historic buildings in the West End have no protection at all from demolition. Allowing 250' to 460' buildings in this area will push land values to the point where demolitions of worthy buildings "have" to be removed to capture the increase "land values."

Re: Building Heights. To repeat, staff omitted in their presentation that heights of up to 460' are allowed in a fairly significant part of the West End - not "just" up to 325'.

- To reiterate a point in my previous testimony, very tall buildings are not needed to create population density. Most cities in Europe have 8 to 10 stories as maximum heights, and are also often on small blocks. This density allows creates much higher use of public transit, walking and bicycling than we have in Portland. If the neighborhood is *livable*, people will tend to walk and bike. If the neighborhood is a dark canyon made of "slabs" of concrete and/or glass, the *livability* is greatly diminished. The there's less walking and non-car transportation.

Re. Sustainability: it must be recognized that very tall buildings are often NOT particularly sustainable, and that even LEED-certified buildings have been found to often NOT perform up to their calculated energy-saving level.

- It needs also to be remembered that the "greenest" building is an existing building, rather than just claiming that demolition and re-building to current higher standards will produce a "more sustainable" infrastructure. Ignores "embedded energy" in building materials, etc.
- High buildings tend to "light up the night sky" using much more electricity in that area than lower buildings, and creating considerable obstacles for migrating birds. (See Portland's Bird Strike policy).

Re: Affordable Housing. There is considerable affordable housing in the West End. Many comments were made at the hearing supporting the idea of "preserving the affordable housing that we have". This needs to be done, and allowing 250' to 460' buildings everywhere in the West End will only detract from that goal, absent other policies in the Plan to preserve this housing. We need the often-mentioned "new tools" to preserve what we have now, not in a few years when the current loses will have continued.

Thanks for your consideration.

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

Moore-Love, Karla

From: Adrienne <dhill167@comcast.net>
Sent: Friday, February 13, 2015 4:47 PM
To: Moore-Love, Karla
Subject: West Quadrant Plan - Public testimony letter - Hill

Dear Ms. Moore-Love,

Please add the following letter to the public testimony file for the Draft West Quadrant Plan.

Thank you for your help,

Adrienne Hill

February 13, 2014

Re.: Goose Hollow Board position/public meeting, West Quadrant Plan

Dear Mayor Hales and Commissioners:

On February 11th, the GHFL Board held a Special Meeting of the Members to discuss and vote on the draft West Quadrant Plan, with particular reference to height limits, FAR and bonus allowances. Here, I think, are three salient takeaways from that meeting:

1. The notification process for the meeting was badly flawed. GHFL Members who typically receive Association updates via email were only notified of the meeting 24 hours in advance. In contrast, members of the Friends of Goose Hollow lobbying group (formed in response to the Mill Creek/Block 7 zone change request) were notified over two weeks in advance of the meeting. Also, many tower residents on Kings Hill received a flyer in their mail rooms/boxes, whereas private, historic home owners on Kings Hill received no notice of any kind. Importantly, property owners in the Flats were not notified of the meeting; they include some of the most significant property owners in Goose Hollow and Portland (Mr. Weston of American Properties, for example.)
2. The meeting was not an open nor thorough examination of the many issues regarding height limits, FAR or bonuses. Rather, the GHFL Chair allowed only the minority position (reduced height limits) from the SAC to be presented. As many Members in attendance have never wrestled with these issues before, either through the extensive West Quadrant Plan development process, or through the evaluation of a specific project, they were at a loss to understand the benefits/tradeoffs of vertical density vs. low/mid rise density.
3. The ballot which Members were asked to vote on was confusing and contradictory, regardless of your point-of-view. The ballot was not available to Members in advance of the meeting so that they might research the issues or prepare questions for the Board. It is very unlikely that the final vote tally is an accurate representation of folks' thinking on either side of the debate. Finally, the votes were not tallied during the meeting, but rather collected for "further examination."

These are complex issues with huge implications, certainly too great for neighbors unfamiliar with issues of zoning and development to wrap their heads around in a few weeks time or during one meeting. We welcome the participation of all neighbors, residents and business owners, in the GHFL and we owe it to them to ensure an open and informed debate of the issues before deciding the fate of our neighborhood for the next 20 years.

Fortunately, through the West Quadrant Plan development process, you already have the outcome that thorough, open debate.

Thank you for your consideration,

Adrienne Hill
Resident
2178 SW Kings Ct.

Former GHFL Secretary

Moore-Love, Karla

From: Tina Wyszynski <tina.wyszynski@gmail.com>
Sent: Friday, February 13, 2015 4:43 PM
To: Moore-Love, Karla
Subject: Letter in Support of West Quadrant Plan
Attachments: city council.docx

Hello,

Recently I attended a Portland City Council meeting on the adoption of the West quadrant plan for 2035. I heard several people make statements that were in many cases one-sided, self-motivated, inaccurate, and in some cases untrue.

I have lived in Goose Hollow for nearly 8 years. Throughout these years I have been active in working with the neighborhood on graffiti abatement and other neighborhood clean-up events. I have also spent the last few years laying the groundwork to create a new business group that is focused on building community through economic development.

That groundwork is finally completed and we are growing in membership numbers every day. Part of our goal was to help brand our business district, and help define businesses in Goose Hollow. To remedy this situation and to drive more consumers to our area businesses, with the help of a grant from Venture Portland, we have created the first-ever walking map of the Businesses in the Goose Hollow area.

The map is a great project, however it is only the beginning. We really want to see the current businesses grow, and we also want to see more businesses open and thrive here. As a new organization, we have many projects in mind. With its proximity to Burnside, SW Alder Street is one location in Goose Hollow that is on our radar. One of our shorter term goals is to hold an arts- focused street fair on SW Alder that becomes an annual event to celebrate the neighborhood, build community and bring residents and visitors together. With its existing generously wide sidewalks, it is a preferred street for the walkers and bikers who venture into downtown from North West and Goose Hollow. Similar to SW Stark Street off of Burnside in the West End, Alder has the potential to be the "new" West End. This street is lined with awesome store fronts and would be an ideal location for boutiques, creative space, or really any type of business. A longer term goal for Alder is to reduce the number of vacant storefronts and replace them with viable businesses that add value and increase the number of eyes on the street. This would also be beneficial in our efforts to improve Burnside.

Other projects we are working on range from building and increasing inter-business communication on issues like crime and safety, trash containment, litter control, and graffiti abatement. Another goal we have in the longer term, is sharing best practices of successful businesses in the area with those who may need or be able to benefit from assistance, education or support from business owners and managers who have experience and have realized consistent growth.

This new group is made up of businesses of all sizes, and is inclusionary and open to anyone who runs a business in Goose Hollow. Our geography is defined and our boundaries offer access to Washington Park, Highway26 west bound, and West Burnside. To the east we have access via the Ho Chi Minh trail directly to Portland State, and along several other streets to Downtown, and the West End. To the North we connect to the Pearl and North West. Along with three separate max stops, Goose Hollow is as much a hub as it is a neighborhood.

Our biggest and most important goals are to keep the businesses in business, and drive more traffic to them. One certain way to do this is to bring more people in to Goose Hollow, but not just for a game or a

night. The West Quadrant plan and the work that was done on the Vision Realization Committee and the 2035 plan was all based on growing the neighborhood and making it better. I personally served on this committee for nearly three years and the work that was done was not only solid, it was creative, open-minded, and highly professional. The Charrettes were terrific, and the communication with the city and the other staff groups such as PBOT, Tri met, etc., was something, that as a simple neighbor I would not have expected would be possible.

As the founder of the new business group, I can say without question that most all businesses want the same things. They want to stay in business, improve the neighborhoods and have more customers. The current plan supports the kind of growth and neighborhood improvements in Goose Hollow that need to happen, and the business community welcomes this growth, and supports the current "recommended" draft of the West Quadrant plan.

Best Regards,

Tina Wyszynski
Goose Hollow Business Group
1711 SW Clay St. Portland OR 97201
503-481-6538

Hello,

37115

Recently I attended a Portland City Council meeting on the adoption of the West quadrant plan for 2035. I heard several people make statements that were in many cases one-sided, self-motivated, inaccurate, and in some cases untrue.

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Best Regards,

Tina Wyszynski

Goose Hollow Business Group

Moore-Love, Karla

From: Tina Wyszynski <tina.wyszynski@gmail.com>
Sent: Friday, February 13, 2015 4:01 PM
To: Moore-Love, Karla
Subject: From Randy Wyszynski -- Letter to City Council that was read in testimony on 2/4/15
Attachments: _randy.docx

Goose Hollow VRC/ West Quadrant Plan
February 2, 2015

Dear Committee,

As a seven year Goose Hollow Resident and former GHFL Board member, I am deeply optimistic for the potential that Goose Hollow has as a neighborhood. Being as close in as we are, to one of the most dynamic downtowns in the country, with careful planning there is no reason that our neighborhood shouldn't become one of the most desired locations to live, work and play in the USA. It is convenient, historical and diverse. I feel confident that if we can focus on the safety, livability, parkways and public spaces, availability of retail and family living, we can achieve that dream. I say this with experience as i have lived in every quadrant of the city and have been involved in neighborhood associations throughout. It is through these experiences that i chose to devote my time to the Goose Hollow cause.
I feel that it is a "diamond in the rough."

I was very excited to participate in not only the visionary conversations that we were able to have during the past four years through the VRC, but as well in the Design Charrettes that were held in conjunction with the City of Portland. The great thing about an open and thorough process is that you cant complain about it once it is completed. From past experience, done properly, (which I believe this process was not only proper, but robust) I have seen this process leave some incredible legacies.

I must admit that in the beginning I expected that the city would have its own agenda, but, I was pleasantly surprised to read how thoughtful, thorough, and representative the results and recommendations that were recently published were. It is nice to see the results of careful collaboration when all parties are respected and their viewpoints taken into consideration. I am happy to say that the recent study was not only representative of our neighborhood, but left me excited to be visionary enough to live in, and own a piece of "Goose Hollow"
Sincerely yours,

Randy Wyszynski
1711 SW Clay Street
Portland, OR 97201
rywszy@gmail.com
503-481-6538

Moore-Love, Karla

From: Melanie Kuppenbender <melishk@comcast.net>
Sent: Friday, February 13, 2015 2:22 PM
Subject: concerns re: west quadrant plan - draft meeting, February 4

Hello,

As a an Oregon native and long-time resident of Portland, I have seen this city grow and change over the last 20 years in ways innumerable. In my 12 years residing at the Irving Street Lofts, I have watched the Pearl District develop from a deserted warehouse district to a thriving urban neighborhood. I recognize the need for ongoing growth and development throughout Portland to ensure its survival as an urban center.

However, I cannot support the West Quadrant Plan in its current incarnation for the following reasons:

- Building Heights - Northwest Portland , for most of my life has been a "shorter" area in terms of building heights. This was a conscientious choice made within the scope of city planning throughout the years. The current version of the West Quadrant Plan proposes to significantly increase building heights throughout the area and, in some cases, remove height limitations entirely.
- Historic Preservation - Although it is referenced as a goal throughout the Plan, there are no concrete definitions or protections for older buildings.
- Transportation and Parking Issues - As the buildings get taller, their parking demands increase. Yet the street and transportation designs remain static - there is no options to adjust for this increase of vehicles into the area which will increase surface road traffic, traffic accidents, pedestrian and bicyclist accidents, etc.

Thank you for your consideration,

Melanie Kuppenbender
1314 NW Irving Street, #314
Portland, OR 97209

Moore-Love, Karla

From: Petrusich, Dan <dpetrusi@melvinmark.com>
Sent: Friday, February 13, 2015 12:06 PM
To: Moore-Love, Karla
Subject: West Quadrant Plan

To: City Council and Staff

I was a member of the West Quadrant Stakeholders Advisory Committee as the representative of the Portland Business Alliance.

I support adoption of the West Quadrant Plan. The Plan is the culmination of 5 years of work by City staff and was well vetted by many Portland residents and business owners.

There are two aspects of the Plan I would like to draw your attention to, Flexible Zoning and Height Limits.

Flexible Zoning is not controversial and is a big part of the plan. What the City has learned from experience, is that you get more and better development with Flexible Zoning as opposed to single use zones. This enables the creation of the 10 minute neighborhood where you can work, walk and play in.

The Pearl District is proof of how Flexible Zoning works very successfully. You get more of everything. There have been more residential developments in the Pearl in the last 10 years than any Residential Zone. In addition, there has been more office space and retail services developed in the Pearl during the same time frame than the downtown commercial core area.

There has been a lot of discussion about building heights in the West End during the West Quadrant Stakeholders Advisory meetings. Since the first of the year, some members of the Goose Hollow Community have parroted the arguments for height presented by the West End Group.

With Portland's Urban Growth Boundary, the planning policies for nearly 40 years has been to grow up and not out.

At the Council Hearing on February 4th, there were arguments made that we might be in danger of joining the, "World Cities Club" and Portland was compared to Singapore, Hong Kong, New York, Dubai, San Francisco and Vancouver B.C. The concerns expressed included the loss of light and what it would be like to live in a canyon of tall buildings.

Portland is by far the shortest city on the West Coast. San Francisco has 45 buildings over 400 feet and Portland has only 4. The cities Portland was compared to have some of the tallest buildings in the world. In addition, the size and scale of the cities mentioned are many, many times the size of Portland. Our entire CBD office market would fit into 6 buildings the size of the new World Trade Center.

Building up and not out provides for better, slimmer buildings with more natural light and air for its neighbors.

I support adoption of the West Quadrant Plan as recommended by the vast majority of the Stakeholder Committee.

Thank you.

Dan Petrusich



Dan Petrusich | President
Melvin Mark Development Company
111 SW Columbia | Suite 1380 | Portland, OR 97201
D: 503.546.4534 | F: 503.546.4734 | O: 503.223.4777
dpetrusich@melvinmark.com | www.melvinmark.com

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Moore-Love, Karla

From: Craig McConachie <craigm@crrealestate.com>
Sent: Friday, February 13, 2015 11:16 AM
To: Moore-Love, Karla
Subject: West Quadrant Plan

Karla, Portland City Council Members:

I verbally testified before the Council on February 4th, but did not submit written testimony. Please accept this email as my written testimony on the draft West Quadrant Plan. I would like to state that I also attended the Goose Hollow Foothills League "emergency" meeting that the GHFL Board convened this week in order for the membership to vote on height limits for Goose Hollow. This meeting was also attended by two members of the City's planning department. The request for a membership vote on an issue as complex and contentious as height limits and FAR was ridiculous, as was the ill-conceived "ballot" that was given to the membership. Different sides of the argument were presented at the meeting, both with legitimate positions, pro and con. But it was abundantly clear to me that in order to cast an educated vote, there needed to be much more time devoted to studying the issues and understanding the complexities of FAR, zoning, overlay zones, density, and urban planning in general. Although I have not heard the results of the "straw poll", there was clearly not a mandate from the membership for either position. The previous two years of work done by the Vision Realization Committee on behalf of the GHFL, should stand as the associations position, and be considered as supportive of the draft West Quadrant plan as presented. Trying to reduce height limits, with this last ditch effort, circumvents the entire, well-conceived, Central City Plan 2035 process.

Testimony of Craig McConachie
President - C&R Real Estate Services Co.
Goose Hollow Property Owner
Portland City Council
Regarding West Quadrant – Central City Plan 2035
Goose Hollow Foothills League / Vision Realization Committee
February 4, 2015

Good afternoon Mayor Hales and Commissioners:

My name is Craig McConachie. I am here in support of the draft of the West Quadrant Plan and opposed to the granting of a continuance, or delay of the hearing, as proposed by the Goose Hollow Foothills League Board of Directors and the Friends of Goose Hollow.

I am a property and business owner in the Goose Hollow neighborhood. I own a building on 15th and SW Taylor, in which my company, C&R Real Estate Services operates. We employ 280 people in the Metro area, 48 of which work out of our Taylor St. office. I have been working in the Goose Hollow neighborhood for thirty years.

I am not a developer, and have no plans to move my business and my employees from the neighborhood I love. While we may not be a large employer, it is businesses like mine that keep the Goose Hollow neighborhood, and this City, vibrant.

I joined the Goose Hollow Foothills League in September 2011 and participated in the Vision Realization Committee since its inception. This committee was formed specifically to provide input to the Board regarding the West Quadrant plan. I was fortunate to be able to attend 25 out of 33 meetings that the committee had. After more than two years of dedicated work, the Goose Hollow Principles document was formulated by the Vision Realization Committee and

presented to the Board of Directors, which subsequently adopted the principles statement. Many of these adopted principles have been incorporated into the Draft West Quadrant Plan.

A new Goose Hollow Foothills League Board was recently elected. They are in disagreement with, not only the content of the Goose Hollow section of the West Quadrant Plan, but the process in which the previous Board came to endorse the Principles document. While the new Board is certainly within its right to disagree with previous Board decisions, I can testify that the Vision Realization Committee, to my knowledge, conducted itself in a thoroughly transparent and open manner. Encouraging input from all attendees and invited guest speakers. Committee meeting minutes were regularly written and submitted for review by the entire neighborhood association.

Committee discussions and decisions were not unduly influenced by developers trying to change zoning in their favor. To the contrary, most of our time was spent discussing how to create a "Main Street" on Jefferson, an "Entertainment Zone" around Providence Park, creating park space for families and pets, redevelopment of Lincoln High School, and an overall desire to improve the livability and vitality of the Goose Hollow neighborhood. All of these issues are currently addressed in the West Quadrant Plan.

Height limits and flexible zoning were openly discussed, along with view corridors and the desire to encourage the type of development that would benefit the neighborhood. When the principles were adopted by the committee there was no opposition, and four of the eleven votes in favor, were cast by current board members.

As a long time property and business owner in Goose Hollow, I support the recommendations put forward in the draft West Quadrant Plan. Development has lagged in this neighborhood, and the need for more flexible zoning in specific areas, including the area referenced in the Plan called "The Flats", is very apparent. Revisiting the goals and objectives at this late date, that had been crafted openly and publicly, serves to undermine the process that neighborhood associations need to adhere to. There was ample time for input and participation from everyone during the two year process, and it seems that these objections made at the eleventh hour by the newly elected Goose Hollow Board, are ill advised.

Thank you.

Craig McConachie CPM
President / Principal Broker
C&R Real Estate Services Co.
1440 SW Taylor, Ptld OR 97205
503-224-9554
craigm@crrealestate.com