



April 20, 2015

Terry Taylor & CEIC Board Members
Executive Director, Central Eastside Industrial Council
PO Box 14251
Portland, OR 97293-0251

RE: Recommendation to extend the Employment Opportunity Subarea to all IG1 zones in the CEID

Dear Mr. Taylor & the CEIC Board:

On behalf of Holst Architecture, a CEIC member and an architecture and design firm with industrial SE roots for the past 23 years, we would like to express our support for the new urban design planning for the Southeast Quadrant, and urge the CEIC to recommend the Employment Opportunity Subarea be applied to all IG1 zones in the Central Eastside.

As you may know, Holst was an early industrial office pioneer to the area more than two decades ago. We have built our business in this district, seeing it evolve from a neighborhood plagued by prostitution and drugs to today's vibrant hub for innovation. Holst is a successful and growing business providing over 35 full-time jobs, and we wish to stay in this unique district and continue to contribute to its culture and vitality.

Having been long-term business and building owners in the neighborhood, we have seen a remarkable transformation throughout the area. There currently exists an opportunity—and the responsibility—to protect and grow the SE district as a robust jobs incubator, while still preserving the existing, healthy mix of business and industrial uses.

That being said, we have concerns that the current planning is not hitting the mark with respect to fostering job growth and supporting the zoning changes that would continue to make this neighborhood a great place to do business. We feel that there is still room to improve the plan before it goes to the Planning & Sustainability Commission and City Council for their review and consideration.

Our chief concern is that the CEID risks being detrimentally divided in the way that the Employment Opportunity Subarea is currently proposed. We are trying to figure out why some IG1 zones, sometimes rather small segments, get the overlay while other areas are not included at all. Arguments we have heard concerning heavy freight traffic in our few blocks surrounding Sandy Boulevard do not hold water when compared to the district as a whole.

For the sake of implementing meaningful improvements to zoning in the CEID, we feel it is best to take a more holistic approach that would apply the EOS throughout the district rather than allowing what appears to be more of a spot-zoned approach, allowing some parcels the flexibility of the Employment Opportunity Subarea while denying others.

Holst Architecture strongly recommends that the Employment Opportunity Subarea overlay be expanded across the entire Central Eastside Industrial District's IG1 zones in order to allow greater flexibility of use and promote job growth while still preserving the industrial zoning.

Best regards,

John T. Holmes, Partner
Holst Architecture

Jeffrey Stuhr, Partner
Holst Architecture