

Jefferson Holdings, LLC

1705 SW Taylor St., Suite 200

Portland, OR 97205

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

August 8th, 2016

Dear Commissioners,

Our written testimony is in response to the Proposed Draft Central City 2035 Plan recommendation as well as the minutes and testimony provided from the hearing held on July 26th, 2016.

Our property is located at 1853 SW Jefferson Street (see attached). The current building on our property is a 100-year old single story warehouse that is clearly outdated and not part of the long term vision for the revitalized Goose Hollow Area. Our intention is to work with the city to continue the redevelopment of Jefferson Street. The property is on the traffic circle at 18th & Jefferson and also across the street from the Goose Hollow / SW Jefferson Street MAX station, which gives it great visibility and public access.

The current Proposed Draft includes building height restrictions of 55 feet on the SW corner of the property and 60 feet on the SE side of the property, and 100 feet on the North side of the property. The reason given for the lower heights on the South side of the property is to protect the Street View of the Vista Bridge from the vantage point of the intersection of SW 14th & Jefferson Street.

We are asking the commission to consider a compromise that would still protect the view of the Vista Bridge and would also enable a viable and practical development on Jefferson Street.

A **75-foot** maximum building height on the South side of the property along Jefferson Street would allow a mid-sized building such as a 5-over-1 residential structure with potential retail on the ground floor. This building type and scale are very common in the Central City and are also common to the Goose Hollow Neighborhood. For example, the Modera Goose Hollow was recently completed across the street from our property on Jefferson Street.

There are several reasons that we believe contribute to the 75-foot height along Jefferson Street.

1. Jefferson Street has always been intended to be a high density mixed use zone – If the height limits are lowered on Jefferson Street, higher density developments and taller buildings will be pushed farther away from intended Central City areas.
2. Light Rail Vicinity – One of the key reasons for locating MAX stops has been to help drive residential densities to specific and targeted locations in the city. The Goose Hollow / SW Jefferson Street MAX Station is directly across the street from our property making it an ideal location for a dense residential development.
3. Existing residential core on SW Jefferson – There are 3 mid-rise residential buildings directly across and adjacent from our property. This cluster of residential buildings has started to create a residential core in the area surrounding the MAX station. An additional 5-over-1 residential building would add to this existing residential core development and would continue to update the high density mixed use zone on Jefferson Street.
4. Location of viewpoint and area of view street – The current proposed location of the viewpoint to the Vista Bridge is the intersection of SW 14th & Jefferson St. While the bridge is visible from this location, it is an obstructed view and changes dramatically depending on the specific vantage point.

The bridge is not visible from either sidewalk at this location. It is visible only from the two traffic lanes heading West. In the traffic lanes at the intersection, the south abutment and arch is completely obstructed by existing buildings and mature trees. The north abutment is completely obstructed by existing buildings and the north arch structure is partially visible. As you travel down Jefferson, the bridge disappears completely after approximately 150 feet as it is obstructed by existing buildings.

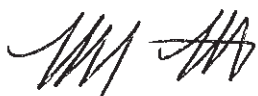
If the proposed height limits on Jefferson Street were limited to 75 feet, the bridge deck and center span of the arch would remain visible (see attached).

Again, we are asking the commission to consider a compromise of a 75-foot limit along Jefferson Street that would still protect the view of the Vista Bridge and would also enable a viable and practical development on Jefferson Street. Thank you for your consideration.

Sincerely,

Jefferson Holdings, LLC

Rob Fallow



Google Maps



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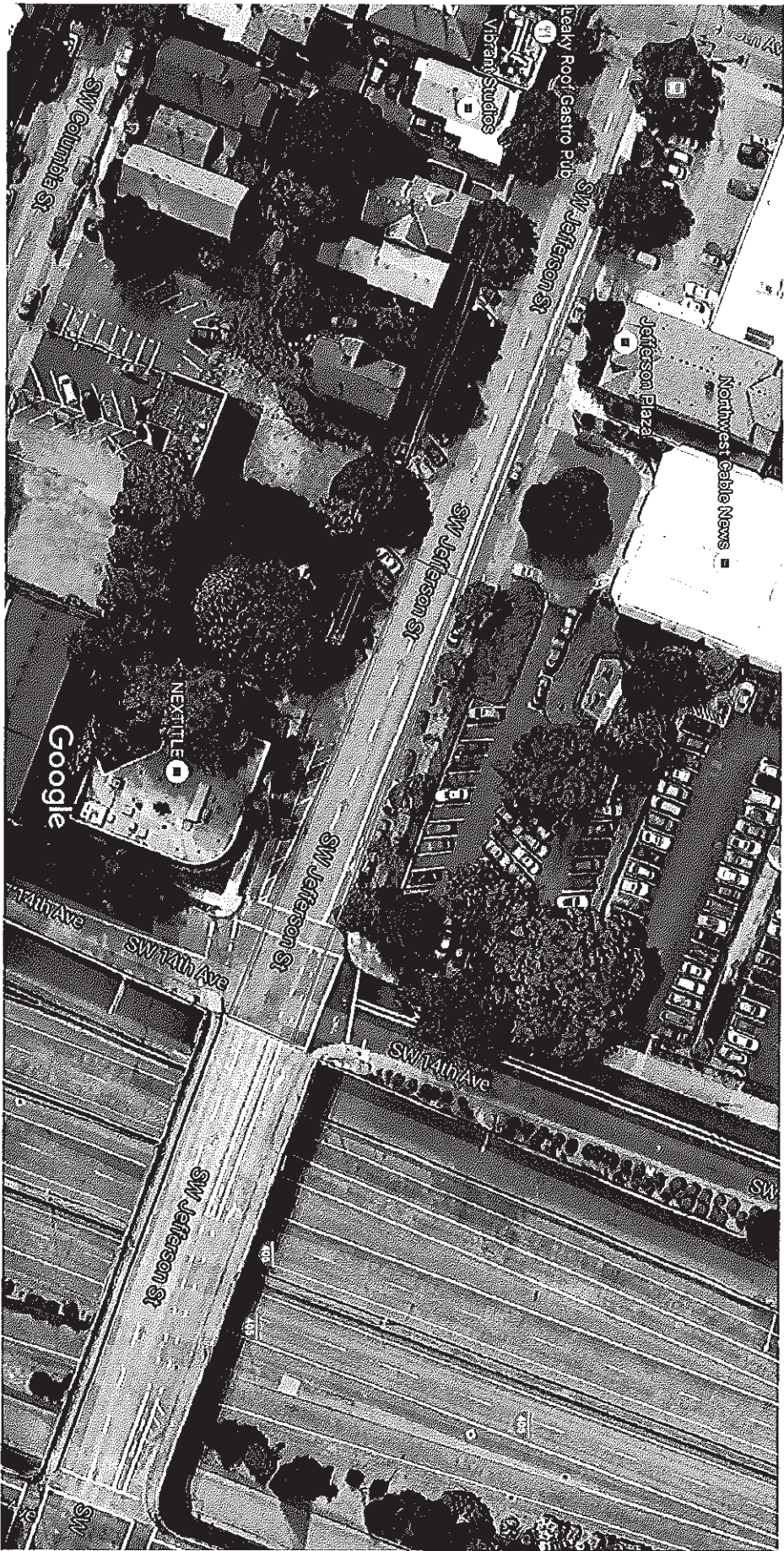
50 ft

View from SW 14th & Jefferson Street

Proposed 75-foot tall building is shown at 1853 SW Jefferson Street in the center of the picture



Google Maps



Imagery ©2016 Google, Map data ©2016 Google 50 ft