

MEMORANDUM

October 14, 2016

To: Downtown Action Committee
From: Roger Janssen, Chairperson DAC
Subject: PB Case No. 1722, PB Case No. 1722,A

To DAC Members:

First and foremost let's remember our duty to uphold the intentions set forth in the Downtown Master Plan. We must continually revisit the framework created by the diligent design set forth by the City Staff and the professional, consultants that developed the DMP. The DMP created guidelines for the distinct Districts in order to create and maintain distinctive, sustainable, and predictable Downtown development.

We have two -separate issues wrapped into one request here (Historic Landmark preservation and Class office incentive FWD) and maybe they should be separated. I fully endorse enhancements to the existing Historic Preservation program that will encourage preservation of our limited inventory of quality structures.

We also have once again a project initiating these requested changes versus complying with the established DMP.

While the DAC has considered Special incentive districts and text amendments in the past I believe this request to allow 30 story, structures in a 5 story district is extremely excessive and is in blatant disregard to the DMP.

The North component of the FWD is 5 stories with a recently approved incentive program to allow 8 stories total.. To allow 30 story structures in these special districts would be devastating to the physical qualities of the downtown massing relationships. The original 1995 DMP had designated 15 story structures in the district due to existing conditions, however, the citizens voted to limit these special districts-to 5 story structures.

Another point of concern relative to this request in the notion of predictability as described in the DMP. The language of the 1994 DMP was that "The Urban Code shall ensure that building construction is predictable in order to secure real estate value, that new buildings be compatible with each other and within the existing urban fabric while also relating to the pedestrian".

If we entertain such drastic changes to the DMP at the request of developers we risk undermining the predictability that has been created by the DMP. We will have both current property owners and potential investors question whether they want to buy, hold, or wait for the next 600% height limit increase. We will lose control of what was envisions for the different districts in terms of proper massing, open space, and Vistas.

And lastly it may be worthwhile to take the time and expense necessary to have the

Authors of the DMP revisit the recent proposed text amendments, given the current economic environment. Considerable amounts of time, energy and resources went into creating the current version of the DMP and it'd be a shame to skimp on a maintenance plan.

Sincerely,

Roger Patton Janssen, AIWA, NCAB