



CENTRAL CITY 2035

W QUADRANT

Stakeholder Advisory Committee Meeting #11
Approved Summary
February 18, 2014; 5:30 – 8:30 pm
1900 SW 4th Ave., Room 2500A

Members

Representative	Organization	Present
Blake Beanblossom	The Standard	N
Doreen Binder	Transitions Projects	N
Catherine Ciarlo	CH2M Hill	N
Hermann Colas, Jr.	Colas Construction	N
Ben Duncan	Multnomah County Health Equity Initiative	N
Brian Emerick	Portland Historic Landmarks Commission	Y
Jessica Engelmann	Oregon Walks	Y
Jason Franklin	Portland State University	Y
Jeanne Galick	Willamette greenway advocate, South Portland resident	Y
Jim Gardner	South Portland Neighborhood Association	N
Patricia Gardner	Pearl District Neighborhood Association	Y
Greg Goodman	Downtown Development Group	N
Patrick Gortmaker	Old Town / Chinatown Community Association	N
Jodi Guetzloe-Parker	Columbia Pacific Building Trades Council	N
Sean Hubert	Central City Concern	Y
Cori Jacobs	Downtown Retail Advocate	Y
Michael Karnosh	Confederated Tribes of the Grand Ronde	N
Nolan Leinhart	ZGF Architects	Y
Keith Liden	Portland Bicycle Advisory Committee	Y
Jeff Martens	CPUsage	N
Marvin Mitchell	Julia West House; Downtown Neighborhood Association	N
Anne Naito-Campbell	Civic activist and property owner	N
John Peterson	Melvin Mark Capital Group	N
Dan Petrusich	Portland Business Alliance	Y
Steve Pinger	Northwest District Association	Y
Valeria Ramirez	Portland Opera	N
Veronica Rinard	Travel Portland	N
John Russell	Property owner and developer	Y
Bob Sallinger	Portland Audubon Society	N
Katherine Schultz	GBD Architects, Planning and Sustainability Commission	Y
Mary Valeant	Goose Hollow Foothills League	Y
Karen Williams	Carroll Investments	Y
Jane Yang	NW Natural	Y

Alternates

Representative	Organization	Present
John Bradley	Northwest District Association	N
Dave Harrelson	Confederated Tribes of the Grand Ronde	N
Rick Michaelson	Alternate for John Russell	N
Lisa Frisch	Downtown Retail Advocate	N
Martin Soloway	Central City Concern	N
Kevin Myles	Alternate for Jeanne Galick	N
Bing Sheldon	Alternate for John Russell	N
Carrie Richter	Portland Historic Landmarks Commission	N
Len Michon	South Portland Neighborhood Association	Y
Raihana Ansary	Portland Business Alliance	Y
Peter Bilotta	Portland Opera	N
Chet Orloff	Alternate for John Russell	N
Tony Bernal	Transition Projects	N
Paddy Tillett	ZGF Architects	N
Harris Matarazzo	Alternate for Brian Emerick	N
Chris Kopca	Downtown Development Group	Y
Wendy Rahm	Alternate for Marvin Mitchell	Y

Project Team/Staff

Representative	Role	Organization	Present
Susan Anderson	Director	BPS, City of Portland	Y
Joe Zehnder	Chief Planner	BPS, City of Portland	Y
Karl Lisle	West Quadrant Project Manager	BPS, City of Portland	Y
Nicholas Starin	West Quadrant Project Planner	BPS, City of Portland	N
Kathryn Hartinger	West Quadrant Project Planner	BPS, City of Portland	Y
Mark Raggett	Urban Design Planner	BPS, City of Portland	Y
Debbie Bischoff	River Planner	BPS, City of Portland	N
Mauricio Leclerc	Transportation Planner	PBOT, City of Portland	N
Sallie Edmunds	Central City Manager	BPS, City of Portland	Y
Troy Doss	SE Quadrant Project Manager	BPS, City of Portland	Y
Desiree Williams-Rajee	Equity Specialist	BPS, City of Portland	N
Mindy Brooks	River Planner	BPS, City of Portland	Y
Derek Dauphin	SE Quadrant Project Planner	BPS, City of Portland	Y
Grant Morehead	Transportation Planner	PBOT, City of Portland	Y
Lisa Abuaf	Central City Manager	PDC	Y
Kirstin Greene	Facilitator	Cogan Owens Cogan	Y
Alisha Morton	Facilitator Assistant	Cogan Owens Cogan	Y

Public

Cathy Galbraith
Suzanne Lennard
Michael Mehaffey
Jennifer Marin

Wendy Rahm

Deanna Mueller-Crispin

Welcome and Announcements

Overview of Agenda

On behalf of the co-chairs, facilitator **Kirstin Greene** welcomed SAC members and guests. She asked alternates to introduce themselves. She reviewed the meeting agenda, objectives and format.

ACTION: Approval of Meeting Summary

Kirstin asked SAC members if they had any corrections or comments on the meeting summary.

Len Michon: The attendance reflects that I was at Meeting #10 and I was not.

Kirstin said we would make that correction and asked SAC members to provide any other changes via email. With any additional corrections communicated by Friday, the SAC Meeting #10 summary will be considered final and posted to the website.

Calendar and Event Updates

Project Manager **Karl Lisle** reviewed the schedule for the remainder of the project. He encouraged SAC members to help spread the word about the Open House March 10. The open house will feature a few new products, including some draft district maps updated based on conversations to date. **Kathryn Hartinger** asked SAC members to please pick up and distribute the flyers provided tonight. **Kirstin** said that the flyer will also be emailed for electronic distribution. Kirstin reminded SAC members that part of their role is to help spread the word to their constituents.

Discussion Draft District Goals, Policies and Actions Introduction and Discussion

Karl said that tonight's meeting format is similar to Meeting #10 in that we have broken up into small groups based on subdistrict. We have the remaining four drafts for your review. SAC members will have the opportunity to participate in two district-specific discussions by geography. Karl reminded SAC members and guests that there are multiple ways to give feedback tonight: by participating in the discussion, by turning in the comment form or sending feedback via email. He asked SAC members to try to focus on the policies in the packet for each district as those are the enforceable actions that will live on for many years. The policies are a culmination of our discussions, and are informed by existing and previous plans and actions. We look forward to your review.

Jeanne Galick: Are we still thinking 20 years into the future? Can we talk about transit and what we would like to see i.e. the streetcar continuing south?

Staff: Yes, definitely.

Wendy Rahm: I want to commend Susan Anderson for bringing to Portland CEO Patrick Philips of the Washington DC Urban Land Institute (ULI). He gave a presentation at City Club's

Bright Lights which I attended and was happy to see Susan Anderson there too. It was heartening to hear Philips explaining the updated position of the ULI these days, pointing out that the old urban planning models of the 80's are giving way to better approaches, such as form-based code rather than what he called land use based up-zoning. He spoke of the value the ULI places on human scale, livable developments; on reuse of old buildings being part of new models of planning; on planning for children in the central core of cities to encourage millennials to remain in downtown cores to keep them healthy; on a new mindfulness of the impacts of displacing people; and on the importance of mixed use, plazas, walkability and socially oriented neighborhoods. These concepts are familiar to all of you and are what should be given high priority in the mixed used/residential neighborhood of the West End at least. I am grateful that Susan Anderson has brought this opportunity to town to learn of the current ULI policy statement from Patrick Philips. We should all pay attention as the times change. This committee can be more realistic about the potential corrosive effects of economics and the resulting slow destruction of a unique and vital urban heritage that makes Portland, Portland.

Philip's talk reminds us that we (all) need to apply finer-grained tools to ensure Portland incorporates these principles. Human scale, mixed use, plazas, walkability, socially oriented neighborhoods, more attention to children in cities, capturing the DIY movement, form-based codes, reuse of historic buildings is the position of the ULI these days.

With all this in mind, I have three proposals: I propose form-based code be the policy for the West End, but it might be considered for other areas too such as Old Town/Chinatown. I also propose including a state Rehabilitation Tax Credit proposal as part of this policy document, as recommended by Restore Oregon. And finally, I suggest a policy that actively discourages leaving parking lots undeveloped.

Public Comment

Co-chair **Katherine Schultz** asked for public comment and for members of the public to present their comments in three minutes.

Suzanne Lennard: I recently interviewed Amy Freed author of *Monster Builder*. She is concerned about an assault on livability everywhere. The vast wealth of corporate empires needs to be examined. They are monuments to a new fatalism. She is dismayed by what is happening in New York as it is insanely expensive and unlivable. The neighborhoods are emptying out and making it impossible for those local business and residents to survive. Why are global developers drawn to imposing their buildings on the livable cities? Portland is livable and a pleasure to be in. There is a mix of living, working and shopping with an economically diverse fabric – living breathing components. These global architects and developers smell livability and squash it. We are way overdue for an open debate and strategic planning to improve quality of life. Amy Freed reflects the opinions of many people in the community. Don't forget that the cost of rehabbing or pulling down tower buildings, it is astronomical. Figures have shown that skyscrapers that need to be pulled down and rebuilt need to be twice as high for a developer to cover the cost of tearing down. Suzanne's full interview with Amy Freed can be viewed as an attachment to this summary.

Cathy Galbraith: I'll paraphrase an email that I sent to Karl and Nicholas. As I have said in past meetings, a group of us did a focused photo documentation of historic properties in West Side URA. The Landmark Commission and Chairmen recruited a group of professionals to do this in 2010 and 2011. All of the information was turned over to Nicholas so it must be available at BPS. The West Quadrant Plan is not paying attention to properties outside of historic district.

SAC members have been talking about opportunity to transfer FAR. We haven't talked about historic buildings not on the register or in the district. A lot of this work has been done and now is the time to take advantage of it. We know that there is thin historic preservation in Portland. Cathy referenced this article from the Sunday Oregonian: http://www.oregonlive.com/silicon-forest/index.ssf/2014/02/squarespace_confirms_plans_for.html#incart_river and specifically quoted, "That has some of Portland's flashiest office towers tearing out ceiling tiles and corner offices to try and recreate the feel of a repurposed warehouse. "I refuse to even go inside," Hertzberg said. "We're looking for something unique."

Michael Mehaffy: I'd like to echo the other comments made about the need to strengthen historic preservation and the economic value of our livable heritage in the plan. I've gone on record in the past expressing some of my own concerns about deregulating building heights, but I'd like to make it clear the problem is not building heights as one factor in isolation, but the need to balance all the factors of a great city – a livable city, and a truly sustainable city. I think we're seeing a lot of re-assessment going on in the professions and in the literature today about what actually constitutes sustainability, and some questioning of a sort of formulaic approach, that focuses on density, and focuses on tall buildings, as some kind of silver bullet. It's pretty clear there's a lot more to the story. And there's a growing concern that in cities like San Francisco, Vancouver, London, Manhattan and many others, there's a kind of hypertrophy going on, a kind of supply-side theory of urban development, that is actually not achieving the goals of good diverse urban growth and sustainable development.

Portland has always been a pathfinder, charting a different way, and I hope we remain so – in particular I hope we do look at the fine-grained tools we need to actually optimize many factors and mitigate the various impacts, instead of going for a kind of silver-bullet approach. I'll echo the recommendation made by others for better fine-grained tools, possibly including form-based coding tools – I think that's very important. I think we also need to push forward more aggressively on incentive tools, like historic tax credits, and other protections of heritage.

So I hope very much that we can improve this plan, and also start a wider conversation about these issues, and the encouraging evidence that effective tools and strategies ARE available, if we're willing to explore them. Thank you.

Len Michon: You have a number of items marked as ongoing in the action plans without much detail / follow-up. Is there a backup/drop somewhere? And if so, could we get those listed by district?

Staff: There may be a few different reasons they are marked as ongoing such as if a project that might be ongoing or not completed at this time. Yes, we can provide a list by district.

Round 1 & 2: Small Group Discussions on Discussion Drafts

Participants then began their district level discussions, addressing Downtown, West End, Pearl District, South Waterfront and a table for public discussion on any district topic. **Kirstin** reminded members of the public who aren't SAC members that they could participate at the public table or observe at any other.

Large Group Report Back & Discussion

Participants at each district table appointed a reporter who gave the following summaries of the discussions, combined.

Downtown

John Russell reported back for group one and **Keith Liden** reported back for group two.

Group One Key Points:

- Eliminate the north ramp off the Morrison Bridge. This would be a huge and visible move. It would be essential for support of the public market.
- Combining a lot of district beliefs about activating city and revising sign code to make it more urban.
- Access to the river.
- In all neighborhoods, each sub-district needs a balance of workforce/affordable housing.

Group Two Key Points:

- More emphasis of connections to, and activation of, Waterfront Park.
- Active transportation to and from and within the district – access to transit focus. Strategies to help people get downtown on foot.
- Building heights at the bridgeheads; felt the height there should be lower. If you have large buildings at the bridgeheads it will create more of a canyon and less visual access to the river.

Jeanne Galick: Concerned that in both policies and action items that they are allowing retail inside Waterfront Park. I think that is a horrible idea.

West End

Kirstin and **Derek Dauphin** reported back for both groups one and two.

Group One Key Points:

- Consider performance, form-based code [discussed but not unanimous].
- Focus on family friendly housing and incentivizing three and four bedroom units.
- Preserving character of district – diversity of buildings and era.
- Clarifying street hierarchy. Prioritizing different modes of travel.
- More environmental actions.

Group Two Key Points:

- Shared use parking – both groups discussed this. Missing teeth of surface parking but what do you replace it with if you delete it?
- Mixed use community not mixed use buildings.
- Allow some office-only development which could handle underground parking easier.
- Focus on Salmon as a Main Street; don't also try to make it a green street.

Karen Williams: The museum district is crossing two boundaries and isn't getting the treatment it deserves. No focus on how West End connects to PSU and that is very important to at least consider.

Pearl District

Mark Raggett reported back the key points of group one and two together.

Group One & Two Key Points:

- A lot of agreement that the Pearl District is doing really well. Need to look into future.
- Vision statement – focus on connection to the river.
- Thinking about art. Doesn't appear too much in the vision statement. Gave a lot of the character that is there today.
- Office, office and more office. More employment including the Post Office site.
- Issues with Pearl District edges – highway, train tracks etc. Need to focus on them.
- Historic resources and preservation.
- New mix of housing.
- Focus on streetscape – trees and other elements to create different opportunities.
- Some things in polices about schools. May not be Pearl specific.
- Continuity of the greenway trail.

South Waterfront

Kathryn Hartinger reported back the key points of group one and two together.

Group One & Two Key Points:

- Access. Strengthen language of getting into and out of district. Connecting institutions. This district is cornerstone.
- Greenway Trail – we discussed completing it and the importance of it. Trying to find ways to complete trail to attract development.
- Housing – diversity in first round. Second round – where it is located. North of Ross Island is institutional and south is housing. Is this a good thing? Should we be incentivizing and how to mix it up?

Public Table Key Points:

Michael Mehaffy reported back the key points of the public table.

Key Points:

- The public table mostly focused on the West End. We did look at other issues such as the Willamette Riverfront.
- Change happens slowly.
- West end:
 - Historic preservation and need for better tools to protection historic resources and preserves mix of historic and new fabric.
 - Housing and neighborhood.
 - Character of the streetscape needs to be emphasized more prominently. What is it that gets people walking and activating the streets and using transit etc?
- Urban design – more tools.
 - Goals – I will write up something of goals of urban design and coding tools. It's not the tool it's the outcome. There are changes to existing code or new coding that can be done.
- Talked about working with northern boundary of the West End and changing it from Salmon to Taylor. That particular street speaks well to the character of the West End.

It's on the edge of the library and other resources that complete the West End in some ways. It would benefit from maintenance of character and economic benefit, especially if we can develop local incentives not just state and fed. Not just aspiration goals but more of a proactive approach. We need local innovations that the City could implement.

Kirstin said that the full record of the flip chart notes will be included in the summary. She asked SAC members to please complete the comment forms and to turn those in tonight or by Friday. Kirstin reminded participants of the Open House #2 on March 10. She asked SAC members and guests to tell friends, neighbors, colleagues and co-workers. When we come back in April we will consider the revised policies for each of the districts. To help us to move quickly through the voting, our voting triangles will be available.

Co-chair **Karen Williams** thanked SAC members and members of the public for all their hard work and good comments tonight.

The meeting adjourned at 8:16 pm.