# Central City 2035

## Advisory Group Meeting 1

June 8, 2010, 6:00 - 8:00 PM

Bureau of Planning & Sustainability: 1900 SW 4th Avenue, Room 2500A

## Agenda

7.

**Public Input** 

1. Welcome 6:00 PM Mayor Adams 2. **Advisory Group Introductions** 6:10 PM ΑII 3. **Project Overview** 6:50 PM J Zehnder & S Iwata Phased Planning Approach Proposed Phase I Schedule & Deliverable Advisory Group Role & Charter **Background Materials** 4. **Overview of Existing Central City Policy** 7:05 PM Framework & Concept Maps T Doss 5. 7:20 PM **Group Discussion: Role of the Central City** J Zehnder & All 6. **Advisory Group Homework Assignments** 7:55 PM Central City 2035 Introduction Subdistrict Profiles - Introduction and Central City Overview Advisory Group Charter

7:56 PM

# Central City 2035 Advisory Group Meeting Minutes June 8, 2010

### 1900 SW 4th Avenue, Room 2500A

**Group members in attendance:** Craig Sweitzer, Carl Talton, Stuart Smith, Phillip Wu, Mike McCulloch, Mike Houck, Ethan Seltzer, Brad Malsin, Ed Blackburn, Nancy Davis, Nancy Stueber, André Baugh, Rick Williams, Andy Frazier, Chet Orloff, Michelle Rudd

**Staff in attendance:** Mayor Adams, Joe Zehnder, Steve Iwata, Troy Doss, Susan Anderson, Karl Lisle, John Cole, Nicholas Starin, Elisa Hamblin, Sallie Edmunds, Shannon Buono, Mauricio Leclerc, Peter Englander

#### 1. Welcome

a. Mayor Adams welcomed the group

#### 2. Advisory Group Introductions

- a. Each group member introduced themselves, their background and affiliation, and described their favorite and least favorite thing about the Central City
- b. Some of the least favorite thing about the Central City included: I-405, unmet potential, unmet opportunities, more accessible and opportunity, need more mass transit, inequity in development, lack of job growth, economic engine inadequate, lack of ability to follow and act, need to protect things that we value
- c. Some of the favorite things about the Central City included: walkability, scale, Central Eastside, opportunity, evolution of neighborhoods, accessible, environment, vibrant, livable, compactness, fame, big city with small town feel, involvement of people, comfortable, the river
- d. Mayor Adams commented on some broad ideas for the group, including: view CC in finer grain, there are village districts, encourage group to move in this direction, value is in deciding what we can do within the smaller villages within the CC, value proposition of the CC is important, early work on village concepts, freeway and Central Eastside – narrow focus through some process, ideas of water-based transit and other opportunities along the river

#### 3. Project Overview

- a. Joe Zehnder overviewed the agenda for the rest of the meeting and who will introduce each item. He also described the process: Central City 2035 as update the 1988 Plan, development plan, part of larger Portland Plan, CC2035 as strategy of PP, Phase 1 Concept Plan is work of the AG. There was a discussion of the schedule and deliverables.
- b. Other questions and topics discussed included:
  - i. Quadrants and how they fit with Mayor's ideas of finer grain areas
  - ii. Communications tools listserv for discussion being developed

- iii. Year 2035 aligns with Metro Plan and City's Comp Plan, some things will move beyond the scope of 25 years but will be a less fine grain
- iv. Keep focus on the whole Central City, keep identity of place and not just collage of subdistricts
- v. Central City part of larger fabric or hub of wheel, what level is the discussion
- vi. For setting the agenda, input from group if topics are missing
- vii. Subdistricts and quadrants, described study areas and explained purpose of studying them as part of process
- viii. Scale at which the group should be discussing
- ix. Charter and other background materials found in the binders
- x. Future meetings include discussion of PP
- xi. The potential conflict with ideas of larger PP, how will the objectives align
- xii. Timing of next meetings, get information to group members to nail times that work for everybody

#### 4. Overview of Existing Central City Policy Framework and Concept Plans

- Troy Doss described what we are aiming to do with policies and what the existing polices are and how they were created, overviewed materials in the binders
  - i. Policies are what UR, zoning, comp plan are based upon
  - ii. There are holes in the policies, missing information
  - iii. Work with group to identify what the final policies should be
  - iv. Regulatory improvements are things that need to be addressed
  - v. Group should review material for themes and improvements
- b. Other questions and topics discussed included:
  - i. Need big organizing principles, synthesize information into something large scale
  - ii. Themes are the next step, 1988 plan thought about issues in a clunky manner, progressive thinking now
  - iii. TAG will also bring in expertise from other bureaus
  - Review success and unsuccessful objectives of 1988 plan BPS has review of actions, need to share with group, information could be helpful
  - v. Abstract diagrams may not always be helpful, requires certain level of imagination and don't necessarily descriptive, powerpoint with pictures could be helpful or large map

- vi. Case studies of what has happened and how, need perspective for discussion purposes, filter information for setting priorities
- c. Steve Iwata introduced the Central City team members

#### 5. Group Discussion: Role of the Central City

- a. The AG discussed the role of the Central City, which included:
  - i. Food access, health, mobility
  - ii. Economic vitality, frame in context of people rather than dollars, human context
  - iii. Focus on human perspective vs. role in larger region
  - iv. Densest within the region, bringing people together promote interactions that create innovation and collaboration, brand for region and identity – special role but within context of region – standard bearer
  - v. Live, work, learn and play: address needs and roles of families in CC
  - vi. Importance of CC as economic engine for region, build off existing opportunities and infrastructure
  - vii. Technology, better control of environment and costs, balance within households, accommodating and gaining growth, connect to diversity, set groundwork for attractiveness of city
  - viii. Density is everything, residential component, need residents as component to grow everything else
  - ix. Successful city is where you don't actual need to have this conversation, interest in where there has been lapses, think on broad scale
  - x. Assumption of downtown as hub of region, downtown core is evolving constantly and what is the historical perspective, think effectively about what the CC will be in the future
  - xi. Ecosystems, central core should have economic vitality, place to live, and ecosystems can help with this lens
  - xii. Move to greater downtown which anchors city and region
  - xiii. Integrate nature with built environment, achieve density but have experience with environment
  - xiv. Intent for CC is great, objectives have to be beyond structure, i.e. tools

#### 6. Advisory Group Homework Assignments

a. There was a reminder by Chet Orloff for the group's homework assignments, including reviewing the Central City 2035 Introduction, the Subdistrict Profiles

 Introduction and Central City Overview chapters, and the Charter.

#### 7. Public Input

a. There was no public input or commentary.