

Central City 2035

Advisory Group Meeting 6

December 7, 2010, 4:00 – 6:00 PM

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



Agenda

- 1. Welcome & Introductions** 4:00 PM
 - Introductions C. Orloff & M. Rudd
 - Agenda review
 - Approval of minutes

- 2. Updates & of Related Concurrent Planning Efforts** 4:15 PM
 - Portland Plan T. Doss
 - North/Northeast Quadrant Plan S. Iwata
 - Limited Tax Exemptions Policy Review Committee Kate Allen

- 3. Housing & Community Development Conceptual Policy Directions** 4:30 PM

Overview of recent symposiums regarding Housing & Community Development and presentation of proposed conceptual policy framework for endorsement of Advisory Group. T. Doss & All

 - Recap of symposiums
 - Overview & basis for proposed conceptual policy areas
 - Discussion (thoughts, potential amendments, & additions)
 - Proposed next steps
 - Advisory Group vote on endorsement of proposed Housing & Community Development conceptual policy direction

- 4. Next Steps** 5:40 PM
 - Additional Upcoming Symposiums and Forums S. Iwata
 - Upcoming Advisory Group Meetings T. Doss

- 5. Public Input** 5:55 PM



Central City 2035 Advisory Group

Meeting Minutes – December 7, 2010

1900 SW 4th Avenue, Room 2500 A

Facilitator: Doug Zenn

Advisory Group members in attendance: Michelle Rudd, Chet Orloff, Craig Sweitzer, Mike Houck, Ethan Seltzer, Tom Shimota, Tad Savinar, Andre Baugh, Scott Langley, Amy Lewin, Mike McCulloch, Ed Blackburn, Stuart Smith, Brad Malsin

Advisory Group members not in attendance: Nancy Davis, Andrew Frazier, Carl Talton, Rick Williams, Phil Wu, Nancy Stueber

Staff in attendance: Troy Doss, Steve Iwata, Joe Zehnder, Elisa Hamblin, John Cole, Kim McCarty, Brett Horner, Kate Allen, Shannon Buono, Diane Hale, Sallie Edmunds

Public in attendance: Wendy Rahm, Shirley Rackner, Linda Nettekoven, Jerry Powell + 2

1. Welcome and Introductions

- Chet Orloff welcomed the group and asked the audience members to introduce themselves.
- Doug Zenn overviewed the agenda and described topics to be discussed.
- The minutes from the November 16, 2010 were approved by the group.

2. Updates of Related Concurrent Planning Efforts

- Joe Zehnder gave an update on the Portland Plan and the relationship to work being done in the Central City. Key points include:
 - The Portland Plan is a 25-year strategic plan with intergovernmental relationships.
 - Work ongoing now is identifying strategies and fleshing out objectives.
 - The Central City Plan will live as part of the Comprehensive Plan and will also be key in economic growth strategies, housing, city green and other topics.
- Chet Orloff had questions about timing for the Portland Plan.
- Tad Savinar commented on innovation and some of the uniquely Portland attributes that should be infused in the Portland Plan conversation.
- Joe Zehnder clarified to the group that there are some drafts of strategies available to the group.
- Brad Malsin stated he felt the work of the Portland Plan and Central City is extremely important and that investment in the Central City is key. We should learn lessons from elsewhere, namely Detroit.

- Steve Iwata gave an update on the N/NE Quadrant process. The project has just finished the existing conditions phase. The project is challenging and interesting due to the relationship with urban design, transportation, and land use. Policies from CC2035 will be integrated with N/NEQ in later phases.
- Mike McCulloch asked about what will actually be included in the N/NEQ as far as freeway scenarios as well as the timeframe.
- Steve stated that it was still an open process with products to be determined; work could include multiple concepts.
- Chet Orloff asked about the other quadrants and how the work from CC2035 will interface.
- Steve clarified about timeline and that the next quadrant would begin in the summer.
- Kate Allen spoke about other ongoing housing planning work, including the limited tax exemption programs. There has been some review and the process will yield some agreed upon goals for the City and County. Emerging policies will likely look less confusing and will better align with some locational goals. The Portland Housing Bureau also has a Draft Strategic Plan available right now for review and comment. Other work includes reviews of the no net loss policy and resource development for affordable housing amongst others.

3. Housing and Community Development Conceptual Policy Directions

- Troy Doss discussed the symposiums briefly and the development of policies on Housing and Community Development. He also noted the existing Housing policy is outdated and needs to address new challenges and the integrated nature of themes.
 - The symposiums pulled together experts on Housing and Community Development. They set course on a number of key issues, including housing diversification, housing affordability, essential public services, neighborhood supportive commercial services, implementation tools and barriers, homelessness, and housing equity.
 - From the discussions at the symposiums comments were distilled down into four policy areas. Objectives are starting points for conversations.
 - The group is being asked to review the policy areas, which include housing production & preservation, essential residential / community services, housing equity, and implementation / ways & means.
- Kate Allen stated preservation is an important tool to have with regards to production over the coming years.
- Peter Englander stated he felt health care could be included in the essential residential / community services area.
- Kate Allen spoke about how often displacement of residents often occurs with redevelopment. Residents that may not have been traditionally included should be, growth should include overall goals of the city and allow for access to opportunity.
- Tad Savinar asked a clarifying question about displacement types.

- Kate stated there has been much research done and that there are tools that could be available to alleviate displacement pressure.
- Troy continued explaining the policy areas and spoke about implementation.
- Brett Horner felt like the areas are grouped fairly nicely and recap a lot of what we talked about. He wanted to talk about implementation strategies 8, 9, and 10.
- Troy and Brett further discussed the system development charge system. Brett felt that they are currently at levels that are appropriate.
- Mike Houck agreed with Brett and offered to pass along his concerns in writing. He also stated that housing affordability should try to be more aggressive on private side. There is concern about those projects flipping eventually.
- Kate Allen stated that for any City investment there is a 60 year affordability covenant, which ensures long-term viability.
- Andre Baugh stated his concerns about getting economic development in line with residential development. There is an opportunity to capture a greater share of the region with affordable and workforce housing production.
- Chet Orloff clarified what he felt the charge of the group is tonight.
- Peter Englander felt Andre was making a very important point. There was a time when there was a closer connection between residents and jobs in the Central City. As we provide the full spectrum there is a great opportunity in the future.
- Troy asked the group if we should be thinking about other policy areas to include.
- Andre felt he was missing the connection and that the timing is not right to discuss.
- Troy stated that the group needs to identify topics and help frame the conversation for the other themes. There will be continual work being conducted throughout the coming months in order to get us to the draft policy concept in the summer. By May we will still make sure all the themes mesh together and have the correct correlation.
- Steve Iwata clarified that the economic development work is including the relationship between development and housing.
- Mike Houck asked about efficiency and housing costs and how displacement is related.
- Kate Allen stated that sometimes the most efficient doesn't mean the lowest land costs. There is a big linkage with people being able to have access within the existing infrastructure.
- Mike McColluch felt there was a lot of information about housing that it is hard to understand in a single evening. He asked the group about prioritization and what is most important to be able to give a direction or program for the city.
- Troy stated the key is turning bullet points into a series of objectives which is the first step.
- Scott Langley felt speaking to the quality of housing is important to preservation. There has to be public and private motivations to create feasible projects. Ownership is important.

- Brad Malsin stated that in mixed use design we should take every public dollar and make the most of it and not partition things into silos. What people are looking for is authenticity to a true mixed use diverse neighborhood.
- Ethan Seltzer stated a good plan is one that creates greater certainty. The means going from 'we might' to 'we will'. We need to synthesize and look at the interest categories. We should look across the themes including branches in location and equity. We should also get specific about the particulars of the Central City and Portland. In a physical sense how does this play out in space? There is a lot of work yet to be done.
- Tad Savinar was unclear about social services and what that actually means. The story that you need to tell is what exists and what you want for Portland.
- Stuart Smith would like to see how some of the contradictions should be resolved. Downtown should be different and the high value area and the economic driver to be a real downtown. He also didn't understand the term equity felt it should be included in other categories.
- Ethan Seltzer stated the Central City has different relationships to areas around it. He felt it's really important to be careful with broad terms to help get us to where we need to be in the policy stage.
- Ed Blackburn felt services are not connected to the people in affordable housing and that we need a better alignment.
- Scott Langley was uneasy about some of the social engineering that is proposed. Concerned about not letting the market telling us what it wants.
- Andre Baugh stated that addressing equity there are some inherent conflicts. It is a broad term and crosses a lot of paths. It is a value that we should reflect throughout the city. It should be marketed to people. Location is a conflict with equity, what is the best place that makes the best sense. How do you leverage equity with ways and means.
- Kate Allen stated that social engineering in the city has done a reasonable job of accommodating low income people where there are services. That is unlikely to change and would be an equity issue. That won't change but needs to be improved. We have a diverse set of communities in the Central City now.
- Mike Houck felt that SDCs get at some inherent contradictions and parks are an essential service.
- Michelle Rudd felt talking about equity and economic development are related.
- Scott Langley stated diversity in Central City is the fabric of the city and it is very important. We can't fabricate that but we can support it. SDCs have not been evenly applied across the board and they can be a great tool.
- Stuart Smith felt the essential services were stated as an increase and not maintenance.
- Chet Orloff felt the areas were useful as discussion points. Maybe this isn't the way to proceed, maybe we need to come out with a slightly different plan to better

articulate the issues. These are not closed silos but open to more. Maybe a smaller meeting would be helpful.

- Tad Savinar stated that staff is doing a great job but be bolder and have fun so there are things we can fight about.
- Tom Shimota stated that a few of the comments statements are full of contradictions. Be bold and take some chances. Let's forget about trying to be everything to everybody lets give the market the tools and framework that it needs.
- Brad Malsin wanted to go in just the opposite direction. We need examples of hardlined examples of where we fit. Let us see it and be able to understand how it's going to impact the Central City. It seems that there is a long road to May from now.

4. Public Input

- Wendy Rahm stated as a resident of the downtown area it is reassuring that this is a good advisory group. One population that you have good reason to maybe talk about is the tourist population. The homeless population can contradict the needs of the tourist population. The siloing of affordable housing has already happened in certain parts of the downtown. Is this compatible with keeping the downtown unique and a tourist destination
- Shirley Rackner stated that overall she felt that this process is complicated and vague. Staff should take in what the advisory group is saying. She appreciates the work being done.

5. Next Steps

- Troy Doss followed up with comments about tourism being included. He felt an endorsement was not appropriate to ask for based on feedback. He also stated the policy areas will get some more work and maps or scenario development might be helpful tools.
- Stuart Smith stated he felt like the policy areas were qualitative statements rather than goals, which he would like to see more of.
- Michelle Rudd thanked the group for their participation.
- Mike Houck stated he felt the symposium idea is great and useful.
- Amy Lewin stated she would like to see some things on the map.
- The meeting was adjourned at 6:00 p.m.