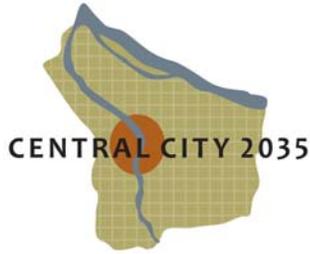




Housing & Community Development Symposium 1
October 22, 2010: 1900 SW 4th Avenue, Portland, Room 2500A

Agenda:

1. Welcome & Participant Introductions	9:00 AM
2. Agenda Review & Overview of Central City 2035	9:10 AM
3. Introduction of Housing & Community Development Theme	9:25 AM
4. Discussion – Housing Diversity	9:30 AM
5. Discussion – Housing Affordability	10:00 AM
6. Public Comment	10:30 AM
7. Break	10:35 AM
8. Discussion – Essential Public Services	10:45 AM
9. Discussion – Neighborhood Supportive Commercial Services	11:05 AM
10. Discussion – Implementation Tools & Barriers	11:20 AM
11. Public Comment	11:50 AM
12. Next Steps	11:55 AM
13. Adjourn	12:00 PM



Central City 2035

Housing and Community Development
Symposium 1

October 22, 2010

Facilitator: Doug Zenn

Panelists in attendance: Kate Allen, Katherine Schultz, Kim McCarty, John Carroll, Brett Horner, Tom Dichiara, Gary Warren, Doug Shapiro, Ed McNamara, Carl Talton, C.J. Sylvester, Nancy Davis, Amy Lewin, Michelle Haynes, Ed Blackburn, Brian Owendoff, Paul Cathcart

Panelists not in attendance: Jo Ann Rauch, Karen Beninati, Tom Moisan, Jill Sherman, John Warner, Craig Sweitzer

Staff in attendance: Troy Doss, Elisa Hamblin, Steve Iwata, Joe Zehnder, Peter Englander, Karl Lisle, John Cole, Uma Krishnan, Amy Ruiz

Public in attendance: Ben Bortolazzo, Sam Rodriguez, David Mullens, Sinan Gumusoglu, Don Macgillvray, Dan Friedman, Elizabeth Clapp, Linda Nettekoven, Alan DelaTorre, Jenny Weinstein, Gwenn Baldwin, Marcus Simmetel, Shawn Hubert

1. Welcome and Participant Introductions

- Doug Zenn welcomed the group and asked each participant and audience member to introduce themselves.

2. Agenda Review and Overview of Central City 2035

- Doug Zenn overviewed the agenda, outlined the material that will be covered and the method for covering all topic areas

3. Introduction of Housing and Community Development Theme

- Troy Doss introduced the theme of Housing and Community Development and discussed key issues and the task of the group of helping shape the policy discussion.
- The panelists had a general discussion.
 - Kate Allen: Linking and leveraging these kind of things is important in order to remain competitive and comprehensive in our approach.
 - Brett Horner: We should consider housing affordability and housing diversity.
 - C.J. Sylvester: Affordability needs are not being met in ownership units, this topic needs focus.
 - Nancy Davis: Multigenerational living and the size of units are important issues.
 - Carl Talton: Housing for seniors is an important discussion to have. Who is being left behind at retirement age and what are the demographics of senior population as compared to elsewhere?

- Ed Blackburn: Diversity and affordability are really linked with other equity issues. While considering the projections for growth we might also want to think about change in that due to refocusing our vision around diversity and affordability.
- Brian Owendoff: Adequate and diverse development tools are needed to make construction feasible.
- John Carroll: Portland's history on proving alternative transportation modes should be built off of. Senior housing and senior issues are often not talked about due to awkwardness. We need to define better the various groups to understand the issues.
- Gary Warren: We need to remember that seniors tend to move where their children are and that is an important factor.
- Doug Shapiro: Supportive services are important; residents need ancillary functions.
- Nancy Davis: Services are necessary in every market segment. Doug Shapiro agreed.
- Gary Warren: Seniors are trying to stay in place longer which creates newer issues, including parking. Nancy Davis agreed and suggested more affordable housing should be available for staff of senior facilities.
- Troy Doss spoke more about the subject area and reviewed the guiding questions that are found on page 5 of the background paper.

4. Discussion – Housing Diversity and Housing Affordability

- Troy Doss introduced Housing Diversity as the first topic, key issues include: housing compatible with all groups, family compatible and senior compatible housing.
- Nancy Davis: There is a need to discuss multi-generational living rather than only family compatible housing.
- Ed Blackburn: There is a need to think about all areas within the Central City and not just the west side.
- Carl Talton: There is a need to consider existing communities and neighborhoods when new development is proposed.
- Kate Allen: The preservation of existing housing stock is important along with production.
- Tom Dichiara: There is a linkage between affordability of unit and supply elsewhere. The package of policy needs to be thoroughly thought through.
- Ed McNamara: The reality that most workers in Central City earn less the MFI is important in driving our decision about housing supply and meeting the demand for workers. Infrastructure is a component in development and the public sector plays a role. There is more income diversity in projects than we realize. Clear policy and funding decisions need to align, especially with PDC and PHB.
- Kate Allen: There is a gap in the spectrum of housing affordability and we need to pay attention to the strategy.
- Ed McNamara: Is it viable to keep people in affordable housing and make it mixed income?
- John Carroll: The public process is often very expensive and doesn't align with the actual product you are getting as a result. There needs to be clarity about financing and building.

- Tom Dichiara: We should all be cautious about the next 10 years and development; it will be very different than the last 10 years. The challenges in developing market rate housing will be much more.
- John Carroll: Corporate America is resource for financing.
- Doug Shapiro: Architecture type can be a tool for diversity. Architectural flexibility can be used to expand space.
- Troy Doss asked a clarifying question about unit size and square footage being necessarily directly tied.
- Tom Dichiara: The trend has been towards smaller units which makes the development costs lower.
- Nancy Davis: Resources are often outsourced for those living in urban areas due to size of homes and density. This can be a real social equity issue.
- Brian Owendoff: We need to recognize high rise construction is not an effective method for housing affordability.
- John Carroll: What is urban dwelling? We need to redefine the typology and how people live and use public spaces.
- Katherine Schultz: There is an efficiency for architecture with the 200 x 200 block size. This makes some interesting typologies and efficiencies.
- Pag Malloy: We should consider park space vs. a backyard where children can play.
- Ed McNamara: The conversation has tended to focus on Downtown, we need to keep in mind diversity of actual area in Central City.
- Troy Doss reminded the group to keep in mind all the areas within Central City. He mentioned and described all areas and study areas.
- John Carroll: The Central City has had some positive and negative things, and has had many challenges. There are areas in the Central City that have the possibility to create an identity, if people are sure of investment or potential.
- Katherine Schultz: We are already seeing in office the demand for high rise to change to mid rise construction. We should also consider this with the ecodistricts concept.
- Tom Dichiara: The new normal building type will be low and mid rise.
- Nancy Davis: There hasn't been any discussion on student housing for all the institutions in the Central City.
- Troy Doss overviewed the issue of student housing, with data found in the background report, Katherine Schultz asked clarifying questions.
- Kate Allen: Student housing is not financed the same way as other housing types. It is not eligible for lower income programs. There are some national developers that have some interest in Portland. We need to tease out housing type issues.
- Brian Owendoff: Student housing is a key issue. Many students are renting out of traditional dorms; there are different amenity needs.
- Kim McCarty: Many students rent in large buildings in the Central City.

- John Carroll: There is a need to keep sites as part of a vision for down the road. Identify sites very far in advance. Creativity in design should be part of process.
- Michelle Haynes: Land banking to buy property now and develop later should be used. There is a gap in the system there and the affordable rent restricted market. Property tax abatements should be used to help keep the affordability as well as SDC waivers.
- Kate Allen: We rely very heavily on non-profit developers, we need tolls on table for the for-profit development community.
- Pag Malloy: There needs to be a financing role for first-time homebuyers and builders.
- Doug Shapiro: The sustainability component should not be missed at all, it costs to be green. Future projects need to have those components built into the project.
- Tom Dichiaro: Abatement programs need to come back to help with affordability.
- Amy Lewin: We need to think about changes in demand and building developments that are flexible, in the eastside especially. They need to connect with needs of the neighborhood.
- Nancy Davis: The Pearl is a cautionary tale the services didn't accompany housing.
- Michelle Haynes: Enable people to be able to get by without a car or that they don't use very often to keep affordability feasible.
- John Carroll: The City has very strong policies about infrastructure and that is a very important piece of the story. Make an argument about why the density is where it is.
- Ed McNamara: There should be a policy decision about location of affordable housing. It has been built on some of the most expensive land. We should be thinking about where, why, for the future of affordable housing. There are no policies for workforce housing which means it is missing an entire segment. Home ownership is an important discussion to have, there aren't starter homes.
- Kim McCarty: In some cities people are comfortable with growing houses and flexibility that we may not be used to. What can we do to make banks more comfortable with that?
- Brian Owendoff: Employment is the driver of housing. Anything that's decided needs to be hand in glove with the economy and economic development. Tax abatement with tier for development proximity, possibly full abatement during construction and stabilization period might be feasible.
- Ed Blackburn: We should support affordability, but how do we support the jobs and have them be mutually supportive?
- Kate Allen: There is a policy review board, there are significant things to say about abatements and exemptions as they remove tax revenue. The connection between revenue deferrals pay off in long term for what we're buying.
- Troy Doss wrapped up this portion of the conversation and spoke about the map handouts and zoning associated with housing.

5. Public Comment

- Doug Zenn asked for public comment.

- Mike Houck: He was pleased to see Jamison Square Park on cover. Parks are essential and are not just an amenity. The Pearl District has a good diversity of park space. We should emulate that diversity in all districts with active and passive park space.
- Paul Cathcart: Community development should be focused around housing. What are the thresholds and the mix and linkage we need to provide those services?
- Alan DelaTorre: Seniors are a key issue and share of population is more, 19% by 2035. There is a need to also consider accessibility and usability in the future, the aging population and disability standards are key.
- Shawn Hubert: We should think about providing affordable education opportunities for people in affordable housing for cross-leveraging opportunities.
- Mauricio Leclerc: There needs to be an acknowledgement of change with growing family, adjustment to needs such as bicycles.
- Peter Englander: How do we think about the kinds of neighborhoods that we want? Diversity and density are important but there is a feasibility gap between what is feasible and creating the density that is needed to stay within the urban growth boundary.

6. Break

7. Discussion – Essential Public Services and Neighborhood Supportive Commercial Services

- Doug Zenn welcomed the group back from the break and there were final wrap-up comments from the previous topic.
 - Katherine Shultz commented on flexibility in planning tools. More housing might fit the workforce housing price point, Tom Dichiara agreed.
 - Ed McNamara: SDC charges haven't be calculated very well, they need to match the type of development? Water efficiency and other tools should be considered. Hidden costs can penalize the workforce housing.
- Brett Horner: Maybe there are tradeoffs with SDC charges, need greater set of tools and incentives, possibly included within buildings.
- Michelle Haynes: It is questionable to incorporate these, especially in affordable housing.
- Brett Horner: There is a need to provide services and we need the tools.
- Kate Allen: Does 5 over 1 construction get us where we need to go? Density is important but development needs to be feasible.
- Troy Doss: Development may be different in the future. It is important to think about short term however we need to talk about the long term. One building typology from here forward is not the case.
- Nancy Davis: Public spaces within buildings can be an interesting issue. It is an important need for residents, but they can also be exclusive and not foster a sense of belonging with the larger community.
- Ed McNamara: Five over 1 can be a dense form of development. High rise floor plates get smaller as you go up and don't have as much flexibility.

- John Carroll: High rise housing is not affordable. We need to consider pro-formas of a project, there are extreme costs for developers.
- Troy Doss brought the conversation to the topic of essential public services. There is a lacking school infrastructure, as well as other community services.
- Nancy Davis: Many of the childcare facilities are really for workers and not necessarily residents of the Central City. Much of it is organized with preference to large employers, so employees of smaller businesses in the Central City experience an even greater shortage. There is competition for space with retail due to restrictions and requirements for location.
- Ed McNamara: Amenities follow housing. Retail follows density; the private sector is more understandable. However, the public sector is harder to determine. We need to plan for future before space is gone and remove competition for space.
- John Carroll: It is very important to prioritize infrastructure so that development decisions can be made.
- C.J. Sylvester: Projections and determination of location is difficult for long-term capital planning. School planning needs to be reevaluated.
- Gary Warren: The Lloyd District is projected to grow but has almost no services, we should learn from the Pearl District.
- Kate Allen: Sometimes we are planning for things using old models. Leveraging flexibility can be successful. Ed McNamara agreed with Kate but highlighted the fact the examples she used were out-of-the-box examples that were not the norm.
- Troy Doss: It is difficult planning for services. What comes first and how can it happen appropriately?
- Nancy Davis: North Pearl zoning change might be appropriate. Troy Doss clarified the zoning there.
- Nancy Davis: The services need to have connection. The sum or the parts is greater. Clustering them is important. There are advantages of having them together.
- John Carroll: The reduction of land costs per square foot. Condominiums are not negative things; it is a way to add programs and product.
- Ed McNamara: Treat schools as public infrastructure more like a bridge or streetcar etc. This would help solve some of the problems.
- Carl Talton: Institutional zoning may be a tool.

8. Discussion – Implementation Tools and Barriers

- Tom Diciara: New tools need to be streamlined to create clean efficient programs.
- Gary Warren: Senior housing has different needs such as different space usage and fire and safety issues.
- Katherine Schultz: Families and seniors both have vulnerability. We need to make a safe environment. We should talk about homeless housing and services.
- Ed McNamara: Incentives and other tools are used by a variety of developments. There are a lot of goals which don't have incentives. There should be stronger alignment between planning goals and funding. We need to focus on goals and ensure that the

bureaus that implement them have good feedback loops. Developers need certainty. There is a need to think creatively about the public role, land assemblage etc.

- Brett Horner: What are the goals and how much housing do we want downtown? How much is it worth for us, regional and city growth. What is the larger goal?
- John Carroll: Environmental and sustainability agendas should be considered. For instance 1.8 million less miles are traveled in city center rather than suburban development. Portland is the model and there are incentives, get density 12 or 15 to 1. There are collateral benefits to environmental goals and sustainability.
- Troy Doss clarified the projections for growth in the region and city as well as goals for the City with regards to climate action.
- Tom Dichiara: We need to consider expanding Central City and potential for development that exists to the east of the boundary.

9. Public Comment

- Don McGillvray: We need to have affordable housing in Portland without subsidy. The demand for housing seems to be projected too high and the key piece to the conversation is the economics. We need to think about whole situation. Wages need to increase and rents need to decrease. Negotiate with employers, reduce units in size, align amenities with affordability, make housing a human right, subsidies are not the answer; consider manufactured housing and other options.
- Beth Cade from the Portland Housing Bureau: Key discussions about equity and the inhabitants of new world. The group should discuss implementation strategies and tools for allowing access for all.
- [Unknown commenter]: A successful vibrant retail district and core are necessary – set goals for what that is.
- [Unknown commenter]: What are the existing housing conditions and what will exist in 25 years?

10. Next Steps

- Troy Doss overviewed the steps staff will be taking and the format and direction that will take place at the next symposium.
- Doug Zenn asked for additional thoughts from the group and directed them to send comments to staff.
- John Carroll thought there was a good collection of people and the environment created. He challenged staff to focus on the fact that we are achievement oriented, immediate decisions and removal of risks are necessary.
- Brett Horner clarified his earlier comment about range of housing and specific number of units.

11. Adjourn

- The meeting was adjourned by Doug Zenn at 12:00 p.m.