Central City 2035

Advisory Group Meeting 10

April 5, 2010, 4:00 - 6:00 PM

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



Agenda

1. Welcome & Introductions

Introductions, agenda review & approval of minutes

4:00 PM C. Orloff & M. Rudd

2. DISCUSSION: 4:05 PM

Central City Subdistricts & Quadrants - Part 2

- SW Quadrant: Goose Hollow, West End, Downtown, University District, and South Waterfront
- SE Quadrant: Central Eastside

Staff will identify the current policy directions, general character and growth projections for each subdistrict. AG members will be asked for input regarding:

- The unique attributes, roles, and opportunities that exist within each subdistrict?
- How does future development in these districts play a role in furthering the emerging policy framework for CC2035?
- What priorities might we consider pursuing in these subdistricts by 2035?
- Are there priorities beyond the horizon of the plan that CC2035 should begin to address but not necessarily resolve?

3. Public Input 5:55 PM



Central City 2035 Advisory Group Meeting Minutes – March 15, 2011 1900 SW 4th Avenue, Room 2500 A

Facilitator: Doug Zenn

Advisory Group members in attendance: Chet Orloff, Mike McCulloch, Amy Lewin, Stuart Smith, Craig Sweitzer, Brad Malsin, Nancy Stueber, Ethan Seltzer, Tom Shimota

Advisory Group members not in attendance: Nancy Davis, Andre Baugh, Tad Savinar, Ed Blackburn, Carl Talton, Michelle Rudd, Scott Langley, Andrew Frazier, Phil Wu, Mike Houck, Rick Williams

Staff in attendance: Susan Anderson, Troy Doss, Elisa Hamblin, Mark Raggett, Mauricio Leclerc, Karl Lisle, Diane Hale, Sallie Edmunds, Joe Zehnder, Peter Englander

Public in attendance: Wendy Rahm, Linda Nettekoven, Carly Riter

1. Welcome and Introductions

- Susan Anderson welcomed the group.
- Doug Zenn reviewed the agenda.
- The minutes from February 15, 2011 were approved by the group.

2. Symposium Updates

- Troy Doss discussed the completed and upcoming symposiums and thanked the group for their ongoing participation.
- He also reviewed how the symposiums topics would be interfaced with the advisory group meetings.

3. Discussion: Central City Subdistricts and Quadrants - Part 1

- Troy Doss reviewed what was addressed at the last meeting regarding the Central City as a place and its unique attributes.
- Troy also reviewed the maps that would be used for the discussion, including an inverse zoning map, entitlements, development timing, and corridors leading into the Central City.
- Troy asked the group to discuss each subdistrict and area about what is relevant in each and their unique attributes.
- Troy overviewed Lower Albina and its existing policy.
- Mark Raggett discussed the recent work being done in the N/NE Quadrant and the land use charrette that was recently held.
- Ethan Seltzer asked a clarifying question about the type of housing being discussed.

- Karl Lisle responded that there has been an overall desire for a rich diversity of housing.
- Troy Doss stated the metro projections for housing and employment growth in Lower Albina and the Lloyd District.
- Amy Lewin asked what ODOT is specifically proposing in the area.
- Mauricio Leclerc stated that there is a proposal for a third lane and they are mainly addressing safety rather than capacity.
- Ethan Seltzer asked what the land consumption would be...
- Karl Lisle clarified that the scenarios are really about rebuilding structures and crossovers and that therefore impacts opportunities for other roads.
- Chet Orloff asked whether ODOT was proposing anything to the south in the Central Eastside.
- Mauricio Leclerc and Karl Lisle both responded about the partnership with the N/NE Quadrant and the pressing need for safety in this area as a recommendation from the Freeway Loop Study.
- Susan Anderson also clarified about priorities for ODOT.
- Chet Orloff asked about how to best elevate the conversation concerning the whole freeway system.
- Joe Zehnder clarified about the content of the Freeway Loop Study and the limitations within 25 years and funding.
- Mike McCulloch stated he felt that development has been stifled by the freeway. Any
 discussion about aspirations for the areas on the eastside is not going to come to
 fruition without a freeway conversation. To put off planning the freeways is to put off
 planning for the districts.
- Joe Zehnder stated the focus is really on capacity within the existing trench and what opportunities that would open up for the area.
- Ethan Seltzer asked for clarification about the no net loss policy with industrial land.
- Karl Lisle clarified that there is regionally significant land, which Lower Albina and the Blanchard site do not fit into that category.
- Troy Doss stated that Lower Albina is part of the Central City but that the land use pattern is more in alignment with the areas to the north.
- Karl Lisle discussed what had happened in other industrial areas with changeover in land, might not be as much of a concern in this area. But it is always an issue for adjacent property owners.
- Doug Zenn refocused the group on the questions on the agenda including unique attributes, the role of future development, priorities, and priorities beyond the time frame.
- Troy Doss stated that the conversation helps set the stage for the future.

- Mike McCulloch stated unique attributes include large scale developments and their isolation, intersecting rail lines, big infrastructure as borders, and the need to increase uses at different scales.
- Joe Zehnder stated that scale will be helped by the new streetcar system.
- Brad Malsin stated that the conversation is difficult without basing in the reality of funding. Villages can be created in different areas and this plays into the uniqueness of Portland and its character. We need to build on the kind of uniqueness that already exists.
- Ethan Seltzer stated that the profound problem with the area is its automobile
 orientation and regionally focused uses as well as the importance to ODOT. The
 scale is huge and ungainly and is the City willing to challenge the identity? The scale
 of those facilities is really about the whole metropolitan region rather than only the
 Central City and the N/NE Quadrant.
- Joe Zehnder that even though there are large scale places, parts are able to be scaled smaller.
- Susan Anderson brought up Chicago as an example where this happens. The
 conversation should not only be about what it looks like but also about serving
 employment growth and worker housing.
- Brad Malsin stated that there are a series of edges in this area that are very different. We shouldn't be intimidated by either the scale or the edge. People in the Pearl District are drawn by that change and difference as compared to other places. We shouldn't obscure edges but rather highlight them to create community and place.
- Mike McCulloch stated that yes this is an area of regional facilities and that typically
 you find these more in the center as elsewhere. There is not a time draw or spread
 impact from the facilities. The area between the Broadway and Steel Bridge is
 narrow and has a sense of place for the river that has an attraction.
- Joe Zehnder stated that as part of the regional facility conversation should also consider the office function with large blocks. These sites will wait for more opportune possibilities. There is different real estate with multiple owners elsewhere which will impact when and what develops.
- Chet Orloff stated that the infrastructure or skeleton is there already to build these small scale neighborhoods. What are some of the tools that the City can offer to help move this place forward.
- Mark Raggett stated that the charrette also discussed a major open space as a draw as well as encouraging employment. The larger blocks may still have some advantages.
- Amy Lewin stated that the Central City as a regional draw, this area still has that
 focus. Keeping it big makes the draw big. Small connectors are still needed for the
 bigger neighborhoods through the rest of the city.
- Stuart Smith stated that to look as the Central City as a whole should mean we look at different things for different places and that this area will be different.

- Craig Sweitzer asked why this area is wrong for other regional draws, like large scale commercial. We need different time uses to build synergies.
- Carly Riter (from the audience) stated that one of the priorities should be to preserve
 the waterfront for working industry based on the infrastructure and conditions in this
 area.
- Nancy Stueber stated the transit and transit opportunities are a real asset for this district. Accessibility and transit should be exploited.
- Amy Lewin stated maybe the goal is in finding the small connectors between the larger sites.
- Stuart Smith stated that because the area is easy to get to on transit maybe we should add bigger draws.
- Mauricio Leclerc mentioned how at the charrette the area is missing the pedestrian scale and element which may help at the fine grain and special places within the larger district.
- Mark Raggett stated that this area is different in style and we haven't yet figured out how to deal with it.
- Susan Anderson stated that as we discuss priorities we should keep in mind the overall end goal and reasons for doing what we're doing.
- Brad Malsin stated that the reason people are coming back to cities is for the urban experience. They are searching for the culture and the vibe of the city.
- Chet Orloff asked the group that they throw out all their priorities.
- Amy Lewin stated she was concerned about clustering workforce housing in such a
 way that it becomes a negative. We should keep perspective on that.
- Wendy Rahm (from the audience) commented on the area and the lack of animation on the streets, including its coldness and limited activity. Artistic activities, theaters, and restaurants can hugely animate an area. Think of a shopping center inside out to create outdoor activity.
- Troy Doss refocused the discussion and commented about housing diversity being important in every part of the Central City.
- Troy moved the conversation on to discuss the NW Quadrant, and includes the River District and the Pearl District as part of that. Big questions are about district identity and multiple districts in this area.
- Chet Orloff stated there should be at least two districts based on history and character. Maybe there should be an international district.
- Brad Malsin stated it is one of the few areas with original alleys.
- Mike McCulloch stated that the area is study in time. The post office site is critical for what will occur here.
- Brad Malsin stated that Old Town is unique in its evolution and could be the epicenter for attraction.

- Chet Orloff stated the challenge is adding in the attraction with being sensitive.
- Craig Sweitzer stated there should be a north and south Pearl District.
- Tom Shimota stated what makes the North Pearl unique is its accessibility to the river. Elsewhere it's a lost opportunity. There can be different uses along the way on the river.
- Craig Sweitzer stated that some of this is happening already in key locations. The more residential that we have the more it justifies other development.
- Mark Raggett asked about the notion of the red crescent and whether that is still valid.
- Peter Englander stated that the group has touched on the right issues, but that they
 are all jumbled in this area. There are jewels and nationally significant parts, but a
 different approach needs to be implemented including the importance of historic
 preservation.
- Chet Orloff suggested that the historic preservation symposium topic should include restoration.
- Mauricio Leclerc commented on the uniqueness and spirit of Old Town and that the grittiness is part of its draw. The Pearl District is somewhat the inverse of that.
- Craig Sweitzer suggested that student housing could be appropriate in this area.
- Chet Orloff stated there should be a toolbox that provides for the unique needs of the district, which may be the only way that area can grow.
- Stuart Smith asked about earthquake and emergency planning.
- Troy Doss stated it will be part of the public safety discussion.
- Mike McCulloch stated that joints between districts, such as Burnside are important.
 We shouldn't miss that conversation.
- Troy Doss stated that lines of roads shouldn't necessarily divide district planning. He
 also discussed the Upshur Street area and Conway area in Northwest. There is still
 a lot of uncertainty for those areas and we should discuss the relationship.
- Chet Orloff asked whether this should be a discussion for now or for later.
- Troy Doss brought up the connections between neighborhoods over or under the freeway, especially in northwest.
- Mark Raggett commented that there have been varying uses in other cities, including active recreation that can bridge the gap.
- Wendy Rahm (from the audience) commented on treatment of areas under the freeways in Arlington of farmers and arts markets.
- Troy Doss commented about Conway and the potential for mixed use office and what the scale of development should be.
- Mike McCulloch stated that there are people that feel it should be high density development, but the concern is about transitioning to northwest neighborhoods.

- Troy stated that there could be concerns about including more areas and whether that releases tension and potential for development of other areas within the district.
- Doug Zenn asked the group to think about the discussion and how to focus in for the next districts in the next meeting.
- Troy highlighted some areas that will need focus in the next conversation, including Goose Hollow, South Waterfront, and Central Eastside.

4. Advisory Group Final Comments and Public Input

- Mike McCulloch asked whether there is any interest in changing taxation valuation on vacant land, maybe there is a time limit on vacancy.
- There was no public comment and the meeting adjourned at 6:00 p.m.





Central City 2035 Advisory Group

Upcoming Events

Dates as of 4/1/11. Please check website for updated information closer to each event. www.portlandonline.com/bps/cc2035

		Su	M	Т	W	Th	F	Sa
April	Tuesday, April 5 – Advisory Group Meeting 4:00 – 6:00 p.m. 1900 SW 4 th Avenue, Room 7A						1	2
	Friday, April 8 – Civic and Cultural Life Symposium 9:00 a.m. – 12:00 p.m. 1900 SW 4 th Avenue, Room 2500A	3	4	5	6	7	8	9
	Tuesday, April 19 – Advisory Group Meeting <i>Discussion: The Willamette River</i> 4:00 – 6:00 p.m. 1900 SW 4 th Avenue, Room 7A	10	11	12	13	14	15	16
	Friday, April 22 – Public Safety Symposium 9:00 a.m. – 12:00 p.m. 1900 SW 4 th Avenue, Room 7A	17	18	19	20	21	22	23
	Thursday, April 28 – Civic and Cultural Life Symposium 9:00 – 11:30 a.m. 1900 SW 4 th Avenue, Room 2500A	24	25	26	27	28	29	30
	Tuesday, May 3 – Advisory Group Meeting Discussion: Economic Vitality 4:00 – 6:00 p.m. 1900 SW 4 th Avenue, Room 7A Friday, May 6 – Historic Resources Symposium 9:00 a.m. – 12:00 p.m. 1900 SW 4 th Avenue, Room 2500A	1	2	3	4	5	6	7
		8	9	10	11	12	13	14
May		15	16	17	18	19	20	21
\geq	Tuesday, May 17 – Advisory Group Meeting <i>Discussion: Mobility</i>							
	4:00 – 6:00 p.m. 1900 SW 4 th Avenue, Room 7A	22	23	24	25	26	27	28
	Friday, May 27 – Historic Resources Symposium							
	9:00 a.m. – 12:00 p.m. 1900 SW 4 th Avenue, Room 2500A	29	30	31				
						ı	1	
(I)	Tuesday, June 7 – Advisory Group Meeting Discussion (tentative): Civic and Cultural Life 4:00 – 6:00 p.m. 1900 SW 4 th Avenue, Room 7A Tuesday, June 21 – Advisory Group Meeting Discussion (tentative): Public Safety, Human Services, Urban Ecosystems 4:00 – 7:00 p.m. 1900 SW 4 th Avenue, Room 7A				1	2	3	4
		5	6	7	8	9	10	11
June		12	13	14	15	16	17	18
)		19	20	21	22	23	24	25
		26	27	28	29	30		

Charting Goose Hollow's Future

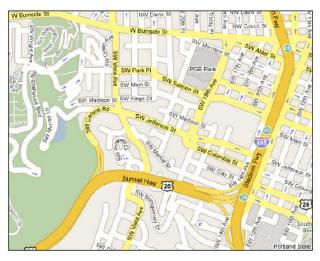
Goose Hollow is Portland's most diverse, densely populated urban neighborhood, its most important gateway, a key cultural, commercial and civic center, and a core element of Portland's historic sense of self.

The Goose Hollow Foothills League ("GHFL") would like to: (a) increase the neighborhood's walkability, (b) draw more people to Goose Hollow, and (c) increase the cultural, recreational, entertainment and commercial opportunities within Goose Hollow through:

1. Inclusion of Goose Hollow in the contemplated Innovation District URA to fund the reintegration of Goose Hollow, which is currently isolated by West Burnside and the 405 Freeway, with the Central City. Reintegration will come from (i) the "greening" of West Burnside between 13th and 23rd avenues via implementation of a Burnside redesign, traffic calming and streetcar scheme, and (ii) the "greening" of the 405 Freeway by creating (as an element of the Lincoln High School redevelopment opportunity, for example) a new urban park and commercial blocks bridging the Freeway between Alder and Columbia. Greening and reintegration will significantly increase the value and redevelopment potential of the more than 25 city blocks of blighted Goose Hollow property near 405 or West Burnside not currently benefiting Portland's residents.

Redevelopment of blighted properties and the creation of new commercial blocks under the Innovation District URA will ultimately pay for a portion of the greening programs.

a. Implementation of a Burnside redesign, traffic calming and streetcar scheme. A well-executed Burnside redesign will facilitate the redevelopment of West Burnside, make walking on and across West Burnside more pleasant and less dangerous, add an additional public transportation link to downtown and the Pearl, and weave West Burnside into the fabric of the west side neighborhoods as something more than private use transport infrastructure. Redesign should be extended to 19th Ave. at a minimum, with extension of the streetcar to NW 23rd Ave. strongly preferred.



- b. Creation of a new public park and commercial blocks bridging the 405. The park and new commercial blocks will, with the community amenities afforded by a redeveloped Lincoln High School, transform the 405 from a barrier into a seamless pedestrian and commerce friendly recreational and cultural link to the West End without impacting the transportation benefits the Freeway provides.
- c. Market based redevelopment of the blighted and underutilized areas around Lincoln High School and Jeld-Wen Field. Redevelopment will create an urban mix pedestrian friendly "Main Street" of medium to high density ground floor active use commercial and residential buildings (including integrated off-street parking facilities for visitors to Jeld-Wen Field and other Goose Hollow institutions and attractions) in the level area between 18th and 14th Avenues and Salmon and Alder Streets and a smaller, more service oriented "Main Street" along Jefferson. With the barrier aspects of West Burnside and the 405 removed by the Burnside redesign and public park and commercial blocks bridging 405, respectively, the area east of Jeld-Wen Field will become downtown's most vibrant and accessible residential and commercial area, enabling greater enjoyment of Goose Hollow's attractions, particularly Jeld-Wen Field.
- Restoration of proper, ADA compliant sidewalk widths and installation of attractive pedestrian friendly lighting throughout Goose Hollow, installation of street furniture at appropriate locations, and pedestrian focused redesign of the traffic circle at 18th and Jefferson.