

# Central City 2035

## Advisory Group Meeting 11

April 19, 2011, 4:00 – 6:00 PM

Bureau of Planning & Sustainability: 1900 SW 4<sup>th</sup> Avenue, Room 2500A

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## Agenda

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|---|------------------------|
| <b>1. Welcome &amp; Introductions</b>   | 4:00 PM                |
| <ul style="list-style-type: none"><li>▪ Introductions</li><li>▪ Agenda review</li><li>▪ Approval of minutes</li></ul>   | C. Orloff & M. Rudd    |
| <b>2. Willamette River Conceptual Policy Directions</b>   | 4:10 PM                |
| <ul style="list-style-type: none"><li>▪ Introduction/background</li><li>▪ Summary of the two River Symposiums</li><li>▪ Overview of draft conceptual policy framework</li><li>▪ Brief comments by Symposium Participants</li><li>▪ Discussion</li><li>▪ Follow up/next steps for the river policy</li></ul> | S. Edmunds<br>S. Buono |
| <b>3. Next Steps</b>  | 5:50 PM                |
| <ul style="list-style-type: none"><li>▪ Upcoming Symposiums &amp; Meetings</li></ul>  | T. Doss                |
| <b>4. Public Input</b>  | 5:55 PM                |



# Central City 2035 Advisory Group

## Meeting Minutes – April 5, 2011

1900 SW 4<sup>th</sup> Avenue, Room 2500 A

**Facilitator:** Doug Zenn

**Advisory Group members in attendance:** Chet Orloff, Ed Blackburn, Amy Lewin, Tad Savinar, Mike McCulloch, Andre Baugh, Michelle Rudd, Craig Sweitzer

**Advisory Group members not in attendance:** Stuart Smith, Brad Malsin, Nancy Stueber, Ethan Seltzer, Tom Shimota, Nancy Davis, Carl Talton, Scott Langley, Andrew Frazier, Phil Wu, Mike Houck, Rick Williams

**Staff in attendance:** Troy Doss, Elisa Hamblin, Mark Raggett, Marisol Caron, Shannon Hale, Sallie Edmunds, Stephanie Beckman

**Public in attendance:** Linda Nettekoven, Brad Perkins, Jerry Powell, Dan Patrusich, Wade Lang, Linda Cameron, Tom Neilsen, Steve Pinger

### 1. Welcome and Introductions

- Chet Orloff welcomed the group.
- The minutes from March 15, 2011 were approved by the group.
- Advisory group members and those in the audience introduced themselves.
- Doug Zenn overviewed the agenda.
- Troy Doss reviewed the discussion from the last meeting covering Subdistricts and Quadrants – Part 1.

### 2. Discussion: Central City Subdistricts and Quadrants – Part 2

- SW Quadrant
  - Troy Doss reviewed the vision statement provided by the Goose Hollow Foothills League.
  - Dan Patrusich further outlined the process Goose Hollow went through to create the vision statement.
  - Mike McCulloch stated that the connection between parts of Goose Hollow is very important and there are linkages.
  - Troy Doss overviewed the policies that are in place as well as projections for population and jobs over the next 20 years.
  - Doug Zenn opened up the conversation to the group about unique attributes.
  - Jerry Powell stated that the West End and Goose Hollow are similar in that they don't have a draw for people other than the institutions that are there.

- Tom Neilsen stated the housing opportunities in the West End are unique.
- Chet Orloff stated that housing opportunities in Goose Hollow were also unique.
- Amy Lewin asked for clarification about where there are actual development opportunities. Troy Doss illustrated some of those areas on the maps.
- Linda Cameron stated that the types of institutions that are place is very different. There are a lot of different uses and infrastructure. There is a question about how to promote what is already there. Development is happening near the station on Morrison and there are opportunities to fill in side streets. The entrance streets have opportunities. There are also lacking areas with missing teeth. There is also an opportunity with capping I-405 to create more space for PSU and a connection to Goose Hollow.
- Tad Savinar commented that Goose Hollow from Burnside to Jefferson and 18<sup>th</sup> to the freeway is more akin to the West End. The neighborhood from Jefferson south is more residential. You could do better by protecting the individual identity of each area.
- Jerry Powell stated that they had looked at it this way in the past, even as five different neighborhoods. There are access issues and the transportation is interrupted. There is a lot of street frontage taken up by parking.
- Michelle Rudd stated that that park itself is unique.
- Mike McCulloch commented that Goose Hollow has unique boundaries that are understandable.
- Craig Sweitzer stated that he sees thing differently, that there is no synergy between areas. Retail needs other retailers for synergy and activity
- Ed Blackburn stated Goose Hollow is unique because it is a neighborhood. The boundaries have isolated it but kept it a neighborhood.
- Troy Doss asked a clarifying question about the success of retail and residential.
- Craig Sweitzer stated that there have been struggles with leasing. Warehouse and commercial spaces could have some energy and there are conversion opportunities.
- Tad Savinar listed some uses that have an opportunity for change.
- Mark Raggett commented on the difficulties with retail and fixed frontages.
- Linda Cameron stated there is some kind of couplet we should look at for Jefferson and Columbia.
- Someone from the audience commented there is no way to I-405 back which has opportunities. Burnside should be thought of as a place rather than a transition zone or to get out of.
- Craig Sweitzer stated access onto Highway 26 is unique and it impacts the neighborhood.
- Chet Orloff stated that as a neighborhood it is bifurcated. Is there desire to maintain it?

- Dan Patrusich stated that the desire throughout the years has been for mixed use development in the flats. We would like to get more mixed use housing.
- Jerry Powell commented on the area that was once the old uptown which has since been separated. Goose Hollow was Portland's first suburb that had farms and nurseries which fed Downtown.
- Doug Zenn moved the conversation to the other parts of the SW Quadrant. Troy outlined the issues further.
- Michelle Rudd asked clarification about whether a school has been discussed. Troy stated there have been discussions in the Ramona in N. Pearl or possibly in the PSU area.
- Amy Lewin commented on the park blocks being unique. The West End also has opportunities for density and mixed uses.
- Chet Orloff stated transportation options are unique.
- Tad Saviner thought it would be interesting to do pedestrian counts on game days for where people walk from Downtown to Goose Hollow. That would show something interesting about patterns and opportunities.
- Chet Orloff stated the university is a unique area where people from all over the region understand they have a place. A lot of people also use transit.
- Mike McCulloch commented that it houses cultural opportunities.
- Mark Raggett commented the area south of market, PSU and South Auditorium has a different setting which lends itself to different family types. The form is dramatically different.
- Troy Doss asked how much change do you actually want to see in this area.
- Mike McCulloch stated there is a major green necklace of open spaces.
- Troy Doss moved the conversation along and discussed South Waterfront.
- Craig Sweitzer thinks access is missing.
- Mike McCulloch stated anything other than high-rise expensive living is missing.
- Craig Sweitzer commented it has good access to the River.
- Troy Doss clarified the capacity and what has been built as far as units and parking.
- Mark Raggett stated high density residential and employment this close together is unique and different than other areas. There could be lots of people there at different times of the day.
- Andre Baugh thought the connections up the hill in the future need to be considered.
- SE Quadrant
  - Troy Doss overviewed the Central Eastside policies and issues in the area.
  - Mike McCulloch stated there are all kinds of development opportunities.

- Tad Savinar stated that the Central Eastside is very different in that it has unique types of buildings, materials, and scales. Things you can't do Downtown you can do here. Diversity can drive development as compared to other areas.
- Dan Patrusich thought instead of zoning they should just redefine what industrial is in this area. The reality is that the area has changed a lot.
- Tad Savinar commented that the opportunities are small but many. There is incremental opportunity.
- Troy Doss stated this is one of the healthiest employment districts in the city. There are areas that have interventions possible. What do we do?
- Amy Lewin commented on all the old buildings in the Central Eastside which could be lost. The purple zone should be in Powell Triangle as there is so much opportunity there.
- Mike McCulloch commented that there is no green at all in this area. It is really flat and gray.
- Amy Lewin thought there are more connections needed. One or two anchors could make a difference.
- Andre Baugh stated it is the most entrepreneurial for jobs. There is an eclectic mix based on the fact space is cheap and plentiful. If you have something odd you aren't odd down there.
- Ed Blackburn asked do we need capacity for these types of uses elsewhere, maybe in downtown. We need these jobs. The creative opportunity needs to continue to happen there.
- Michelle Rudd stated this is the location where a lot of people access the river.
- Andre Baugh asked how the area around OMSI really connects back up into the Central Eastside.
- Tad Savinar thought people traveling between stations might be greater on this route rather than going through. Powell Triangle becomes very important. There are opportunities around the station areas. Powell Triangle may serve the needs of others outside the area.
- Chet Orloff stated in the other districts we have had a definitive characterization. This isn't true for the Central Eastside. Streetcars in areas like this elsewhere have a distinct role. Streetcar will play out differently than in other areas.
- Tad Savinar thinks this area is extremely fertile because the people are going to do it. Getting overly-zoned and over-developed will screw it up. The Central Eastside has a leg up because there are so many property owners and diverse buildings. It is so cheap and you can get something.
- Amy Lewin stated that the loft experience that is grainy and interesting is unique here. There is something really attractive there. We should play off the industrial heritage. That is a market that people are hungry for.
- Michelle Rudd asked for clarification about OMSI and their parking areas and what will happen to them.

- Jerry Powell stated this area has a unique attribute as this is an old highway corridor. Historically corridors were very dense, not necessarily in buildings but in activity. There are tough questions about height and opportunity which can't be answered.
- Andre Baugh stated the balance here seems to be with development also changing the character. What do you give up to get more development?
- Chet Orloff commented in the 1880s when the railroad came through it changed the dynamics of residential development in the city dramatically. Right from the beginning.
- Amy Lewin asked if high speed rail a factor on the Central Eastside.
- Craig Sweitzer thought the problem with MLK/Grand corridor is the speed. Retailers can't survive. The intersecting streets are the successful ones.
- Mike McCulloch stated we should look at this area as a revolutionary experimental project. There are ways to look at the Central Eastside as experimental and leave the possibilities open. This doesn't solve the problem of open space and human intervention there.
- Troy Doss commented that we have this issue a lot, how do we solve this open space need. What is the right thing for there?
- Amy Lewin thought some of the neatest things have been festivals in other places. Having some open spaces, like under a bridge could work.
- Troy Doss asked what are the range of things we would want ODOT to consider.
- Amy Lewin commented on event space, parking, festivals etc.
- Andre Baugh stated there is an opportunity to use the space differently. The Burnside Bridge has the skate park.
- Doug Zenn asked if there were things beyond this plan horizon.
- Mike McCulloch stated the freeway should just be eliminated, not relocated, just moved. We could get down to the river.
- Andre Baugh thought in the long term we should address the rail tracks. Maybe they should be moved somewhere else.
- Troy Doss commented that maybe the railway is an asset for the area.
- Andre Baugh questioned that maybe a long-term plan for quiet is needed.
- Amy Lewin thought there is charm to the rail but also an important function. The Brooklyn Yards are being redefined. Maybe there are opportunities for bridging.
- Tad Savinar said that until the freeway moves there are a thousand things you can do to make it more attractive. If it goes through the city lets make it part of the city. It's not a fix-it but an enhancement for the next 25 years until it moves.
- Mike McCulloch stated if you could find east/west rights-of-way that you could abandon and make walkways that would be really cool.
- Tad Savinar thought this could really change the physical properties of the city.

- Chet Orloff said you should take the ODOT blocks and change them to a park.
- Craig Sweitzer stated parking is an issue, as much as we hate it, it's an issue. It's something to think about in the Central Eastside.
- Troy Doss commented that as we see increased job production here it will become more of an issue. There has been talk about parking meters and system development charges.
- Amy Lewin commented that this is an unregulated spot for transients.

### **3. Next Steps and Public Input**

- Troy Doss outlined next steps for the group. The Willamette River will be the next topic on April 19. He also overviewed the upcoming symposiums.
- There was no public comment and the meeting adjourned at 6:00 p.m.

DRAFT



# Central City 2035:

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## Willamette River Framework

### **Draft Goal:**

*Ensure that the Willamette River, and the land along the river, supports a diverse array of economic opportunities, community spaces and activities for all Portlanders, and a healthy, functioning environment in the heart of the Central City.*

### **Draft Strategy:**

1. Integrate development (residential, commercial, industrial, institutional and recreational) and watershed health improvements in the Central Reach to support the goals of:
  - a strong economy,
  - vibrant and diverse civic spaces,
  - a connected, accessible and inviting riverfront,
  - a healthy river and riparian area, and
  - partnerships, leadership, stewardship and education
2. Not every goal will be achieved at every location along the river. The Central City will have places along the river that integrate nature into the experience of being in the city. These places will feature a mix of active uses and varying degrees of accessibility for people.

### **Draft Objectives:**

#### **Clean and Healthy River**

1. **Improve the environmental conditions of the river** to achieve:
  - a. healthy and functional habitat;
  - b. a swimmable and fishable river; and,
  - c. compliance with regional, state and federal laws.
2. **Achieve environmental improvements** through:
  - a. incorporating habitat enhancements into development projects;
  - b. restoration of key riverfront sites that improve overall system functions; and,
  - c. encouraging riverbank improvements that alter the existing seawall to allow more natural hydrology while maintaining flood protection.
3. **Encourage green building and site development practices** that also integrate green infrastructure and nature into the experience of being in the city including:
  - a. innovative stormwater treatments;
  - b. bird and wildlife-friendly design; and,
  - c. eco-roofs and living walls.

## Vibrant and Prosperous Waterfront Districts

4. **Increase industrial and commercial business development and employment by**
  - a. Supporting existing industrial and commercial uses;
  - b. Encouraging new development especially on underutilized land at bridgeheads and brownfield sites;
  - c. Treating the river as an asset supportive of employment uses in the Central City; and,
  - d. Encouraging employment uses that capitalize on riverside locations.
5. **Reinforce the distinctive character of the Central City's different waterfront districts.** Strengthen each districts unique relationship to the river building on the residential, commercial, employment, recreational and habitat opportunities that each district presents. .

## Portland's Commons: Public Uses and Spaces

6. **Strengthen physical and visual connections** between the river and the rest of the Central City.
7. **Encourage development of a network of distinctive destinations** along the waterfront that reflect the character or unique features of each area.
8. **Increase opportunities for recreational use** of the river. Ensure that active and passive recreational needs are served such as fishing, swimming, boating, and scenic views.
9. **Complete a system of trails** along and across and to the river establishing continuous interconnected loops.
10. **Celebrate Portland's bridges.** Support activities that highlight the unique qualities of each bridge.
11. **Encourage development of arts, education and entertainment activities.**
12. **Preserve and interpret the human history of the Willamette River.**

## Equity Statement:

The CC2035 planning effort seeks to develop policies and actions that ensure that the health of the Willamette River is improved and that access is enhanced so that all Portlanders can use and enjoy the river as a recreational, economic, environmental or cultural resource.

**NOTE:** This statement may be modified once the Portland Plan's directives regarding equity have been reviewed and finalized following public review.

## Potential Actions:

- Identify regulatory improvements.
- Establish a habitat improvement strategy for the central reach that identifies key acquisition and restoration sites.
- Support programs and market-forces to clean up brownfields.
- Finalize the North Portland Greenway trail feasibility study and the Sullivan's Gulch study.
- Develop a Willamette River Recreation Strategy.
- Analyze impacts to Ross Island and Holgate Channel and adjacent neighborhoods from proposed Central City actions.