

Central City 2035: West Quadrant Plan



Public Involvement Plan

April 2013
DRAFT



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I. Introduction

This public involvement plan is a guide for the project team to use for distributing information, seeking involvement and gaining meaningful input for the West Quadrant Plan, as part of the larger Central City 2035 (CC2035) project. The overarching goal of the involvement program is to ensure there is an open, balanced and fair process that provides community members, business and other interested parties convenient and meaningful opportunities to participate in the planning process. This public involvement plan will be available to the West Quadrant Stakeholder Advisory Committee for comments and suggestions.

II. Project Description and Background

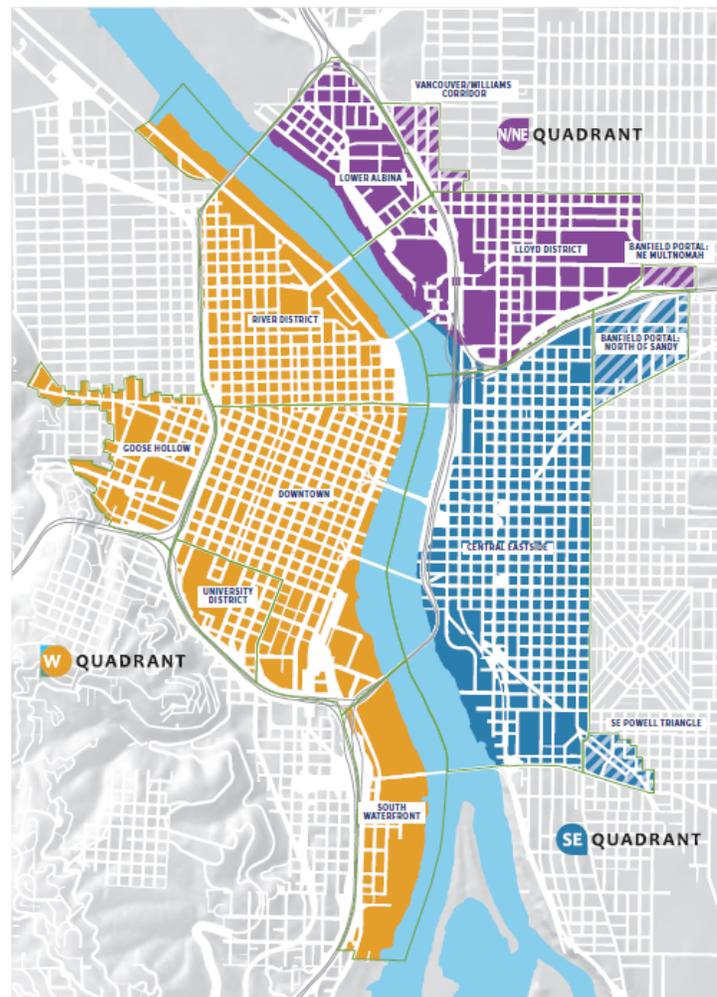
II.A. Overview

The West Quadrant Plan is a component of the larger CC2035 project. CC2035 is a long-range comprehensive planning and district planning effort that will create a new plan for the Central City to guide development, decision-making and investment through the coming decades. CC2035 will update the 1988 Central City Plan, which is the existing plan and policy for downtown and central areas of Portland.

The West Quadrant includes areas which were part of the earliest settlements in the City of Portland. It now contains the densest urban environment in the State of Oregon and is home to a diverse array of residential, commercial, retail, open space, institutional, cultural and social uses. Planning for the future in this area will have to consider many unique issues and conditions. Work within the West Quadrant will tackle topics on both the subarea and policy scale to ensure all issues are receiving the appropriate attention.

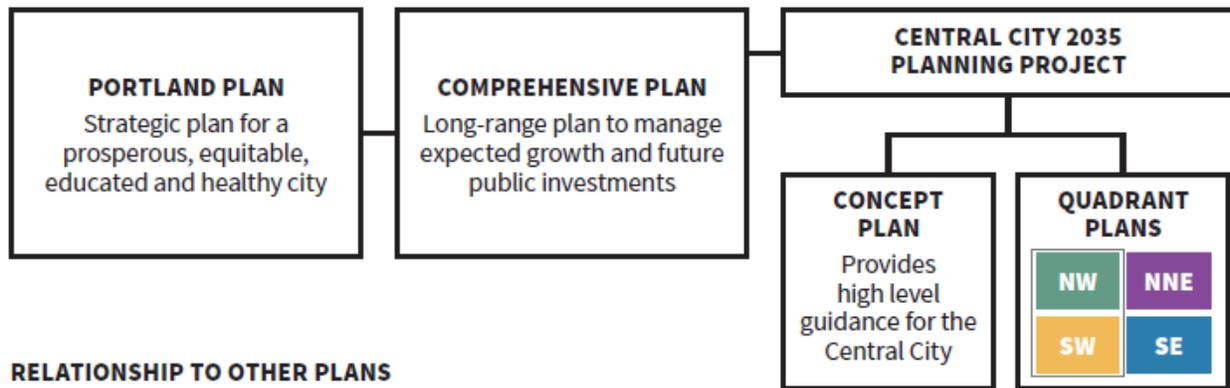
II.B. Project Area

Due to the complex and interconnected nature of these areas, the West Quadrant Plan will focus on both the NW and SW quadrants of the CC2035 project area. The project area includes five existing Central City Plan subdistricts, including the River District, Downtown, Goose Hollow, the University District and South Waterfront. The plan will also consider the context of surrounding districts and neighborhoods.



II.C. Project Goals and Outcomes

The West Quadrant Plan will reflect the priorities, goals and policies of the Portland Plan to make Portland prosperous, educated, healthy and equitable. As guided by the CC2035 Concept Plan, directions from the West Quadrant Plan will be incorporated into the City's new Comprehensive Plan. The CC2035 Concept Plan references the goals and policies of the Climate Action Plan and, through the completion of the quadrant plans, will apply those policies to the specific situations of the Central City. The West Quadrant Plan will support and balance social, economic development, land use, transportation and environmental goals and policies at the local, regional and state level. All of this will be accomplished with an overarching goal of a high level of public involvement.



To achieve these goals the project will have the following outcomes, with some occurring during different phases:

- Revisit and update the current goals and policies for the West Quadrant area as described in the Central City Plan (1988) with subsequent amendments and other relevant policy documents within the policy framework of the Central City Plan update
- Develop a district urban design framework and open space plan
- Develop a transportation plan, including demand management strategies, and inform changes to the Central City Transportation Management Plan (CCTMP)
- Identify needed local system infrastructure improvements
- Revisit, and if necessary, recommend comprehensive plan and zoning designations, development standards, and design guidelines
- Coordinate and integrate relevant findings with the River Plan / Central Reach project

II.D. Project Budget

This planning project is an effort led by the Portland Bureau of Planning and Sustainability and includes assistance and coordination with other City bureaus. The City's involvement is funded through a combination of general fund and urban renewal sources.

II.E. Project Timeline

The CC2035 project has four phases:

TIMELINE		2010	2011	2012	2013	2014	2015
2010–2011	Issues and Goals	█					
2011–2012	Concept Plan		█				
2010–2014	Quadrant Plans	█					
2014–2015	Final Central City 2035 Plan					█	

The West Quadrant Plan is part of Phase III of the project. The Quadrant Plans, or district level plans, will outline potential amendments to the Zoning Code and associated zoning maps, and other actions intended to implement CC2035. The CC2035 Concept Plan and Quadrant Plans will be reconciled together during Phase IV of the project.

The process for the CC2035 project will be approximately five years in length, including all phases and final adoption. Public involvement occurring during Phase III as part of the West Quadrant Plan will be the focus of this document.

II.F. Previous Planning

Many previously adopted plans and policy documents at the state, regional and local level guide planning for the Central City. Especially relevant plans to consider in this process are included in the Central City 2035 Public Involvement Plan.

II.G. Concurrent Efforts and Coordination

The project will be coordinated with several ongoing and related public planning projects, including:

Comprehensive Plan Update

The Comprehensive Plan is a long-range land use plan that includes a set of maps, a collection of policies, and a list of significant projects. The CC2035 project will further Comprehensive Plan policies specific to the Central City.

Central City Transportation Management Plan (CCTMP) Update

The CCTMP will be updated as part of the CC2035 processes. The update will include a comprehensive review and update of the transportation policies in Portland’s Central City. The current CCTMP policies were adopted in 1995. Much has changed since then, including population increases, large investments in transit, bicycle, and pedestrian infrastructure, increases in fuel prices, and greater awareness of the threats posed by climate change. The update will consider trends, conditions, adopted City policy, projected needs and opportunities, and will propose ideas for accommodating transportation system growth in the Central City over the next 30 years.

River Plan (Central Reach)

The *River Plan* is a comprehensive multi-objective plan for the land along the Willamette River. It is an update of the Willamette Greenway Plan, zoning code and design guidelines, which were last updated in 1987. The *River Plan* is being planned in three distinct (but interrelated) reaches. The Central Reach emphasizes the themes of “Vibrant Waterfront Districts” and “Front Yard”. The *River Plan (Central Reach)* will be conducted as part of CC2035 and will address the following topics:

- Access to, along and across the River
- Water based recreation
- Relationship of buildings and waterfront districts to the River

- Waterfront businesses and activities
- Fish and wildlife habitat
- Central Eastside riverfront potential
- Educational or interpretive opportunities
- Other topics as identified

III. Public Involvement Process

The Bureau of Planning and Sustainability, working with the other project partners, will involve a variety of stakeholders and interested parties in the West Quadrant Plan that have diverse interest in the planning process. These may range from property owners who will be directly impacted by the plan outcomes to members of the general public who want to stay informed about what is happening in the Central City. The level of interest in this project and its outcomes among key stakeholders and community members is expected to be high. The West Quadrant Plan process will need to be inclusive, thoughtful and responsive to public concerns and sensitivities. Public involvement strategies will go beyond informing the community of the project; they will seek to actively involve and engage the public and stakeholders, with opportunities for meaningful public input. City of Portland staff will strive to reach this goal and make efforts consistent with it while considering the compressed timeline and budget constraints impacting this project.

III.A. Public Involvement Principles and Goals

West Quadrant Plan public involvement efforts will be guided by the public involvement goals developed by the Portland Plan Community Involvement Committee (CIC):

- Build on existing relationships
- Engage broader and diverse groups with education and information and provide all interested with enough education so they can meaningfully participate
- Provide multiple venues and means for community involvement and engagement
- Involve as many as people as possible
- With feedback and continuous engagement throughout Plan development and implementation, ensure community members are being heard

In addition, this project will strive to:

- Provide a process that is open, and transparent with a special emphasis on early involvement in providing policy-setting input
- Clearly define opportunities where the public can provide timely input so that there is an opportunity to inform policy-making and otherwise affect change
- Wherever possible, design interactive formats for meetings and ensure a balanced and fair discussion of issues

In addition to the public involvement goals developed by the CIC, Bureau of Planning and Sustainability (BPS) staff are continually striving to apply an equity lens to their work. In coordination with the BPS Equity Specialist a series of resources are available for integration and analysis of the West Quadrant Plan. These resources will be used at different stages of the project and may include:

- Equity Analysis
- Stakeholder Identification and Analysis
- Stakeholder Power Analysis

- Equity Action Feasibility Analysis
- Outreach and Marketing Material Quick Check
- Data Collection and Evaluation Plan
- Budget
- Ongoing Decision Making Tool

III.B. Stakeholders and Stakeholder Advisory Committee

The West Quadrant Plan project staff will gain valuable insight from public involvement by stakeholders and be assisted by stakeholder advisory committee.

Stakeholders

The project team identified the following stakeholder categories and interests. Efforts will be made to reach out to these groups and engage their interest through representatives on the Stakeholder Advisory Committee.

- Affordable housing
- Business organizations and associations
- Communities of faith
- Community/Civic organizations
- Community health
- Cultural heritage
- Development
- Employees
- Environment
- Environmental justice
- Equity
- Freight: truck and rail
- Historic resources
- Local transportation management associations
- Minority populations
- Neighborhood associations
- Organized labor
- Property owners
- Residents
- Retail
- Seniors
- Transportation: automobile, pedestrian, bicycle, transit
- Urban design
- Youth

Stakeholder Advisory Committee

The West Quadrant Plan Stakeholder Advisory Committee (SAC) was formed through an open application and review process. There was very high interest in serving on this committee, over 95 people applied to serve on this group. The selection process for members included blind review by staff in BPS and the Portland Development Commission (PDC). After initial review further discussion was focused on bringing together a group of people representing the demographic diversity of Portland as well as having diverse interests and a commitment to equity and a collaborative process. The final members for the SAC were appointed by BPS Director Susan Anderson.

The SAC is charged with working collaboratively with City staff to review materials and make recommendations on the West Quadrant Plan. The group of 33 people is chaired by Karen

Williams of Carroll Investments and Katherine Schultz of GBD Architects and Planning and Sustainability Commission member. The group is facilitated by, Kirstin Greene, AICP of Cogan Owens Cogan.

First Name	Last Name	Background/Affiliation
Blake	Beanblossom	The Standard
Doreen	Binder	Transitions Projects
Catherine	Ciarlo	CH2M Hill
Hermann	Colas, Jr.	Colas Construction
Ben	Duncan	Multnomah County Health Equity Initiative
Brian	Emerick	Portland Historic Landmarks Commission
Jessica	Engelmann	Oregon Walks
Jason	Franklin	Portland State University
Jeanne	Galick	Willamette greenway advocate, South Portland resident
Jim	Gardner	South Portland Neighborhood Association
Patricia	Gardner	Pearl District Neighborhood Association
Greg	Goodman	Downtown Development Group
Patrick	Gortmaker	Old Town/Chinatown Community Association
Jodi	Guetzloe-Parker	Columbia Pacific Building Trades Council
Sean	Hubert	Central City Concern
Cori	Jacobs	Downtown Retail Advocate
Michael	Karnosh	Confederated Tribes of the Grande Ronde
Nolan	Leinhart	ZGF Architects
Keith	Liden	Portland Bicycle Advisory Committee
Jeff	Martens	CPUsage
Marvin	Mitchell	Julia West House; Downtown Neighborhood Association
Anne	Naito-Campbell	Civic activist and property owner
John	Petersen	Melvin Mark Capital Group
Dan	Petrusich	Portland Business Alliance
Steve	Pinger	Northwest District Association
Valeria	Ramirez	Portland Opera
Veronica	Rinard	Travel Portland
John	Russell	Property owner and developer
Bob	Sallinger	Portland Audubon Society
Katherine	Schultz	GBD Architects and Planning and Sustainability Commission
Mary	Valeant	Goose Hollow Foothills League
Karen	Williams	Carroll Investments
Jane	Yang	NW Natural

III.C. Public Involvement Opportunities

Events

A number of different events will be held throughout the West Quadrant Plan process to try to provide meaningful engagement opportunities.

Stakeholder Advisory Committee Meetings

A Stakeholder Advisory Committee will draft the West Quadrant Plan. SAC meetings will be open to the public. Opportunity for public comment will be provided at all SAC meetings.

Open Houses

Two to three open houses will be held to brief the public and stakeholders about the progress of the project. The first Open House will likely be held in the Fall of 2013. The second open house will be held a few months following the first open house. Staff will present recommendations, answer questions and take public comments.

Community Charrette (Workshop)

A community charrette will be held as part of the visioning process. Stakeholders and community members will be involved during targeted sessions of the charrette in order to share their combined knowledge which will ultimately shape the policies, actions and land use and urban design concept maps.

Community Group Meetings

The project team will meet with community groups to talk about the process and seek their input. Staff will ensure that interested groups are made aware of project proposals and milestones, offer opportunities for submitting comments and make an effort to attend community group meetings as needed.

Communication/Information Tools

Project Website

A project website will be developed and regularly updated that will serve as a primary source of information for the public and as a means to solicit and receive public feedback. The website will include a project description, planning documents, project schedule, calendar of events, meeting agendas and minutes, links to other related planning efforts and other information as needed.

Mailings and Newsletters

An electronic mailing list will be used to provide frequent updates to interested parties regarding meetings, events and new products. Hard copy notices of important events such as public hearings will be mailed to businesses and residents and other interested parties. Occasional articles and notices will be distributed through the BPS bimonthly electronic newsletter.

West Quadrant Reader

A key communication tool for involvement in early stages of the process is the Reader. It's a short newspaper-like document outlining issues, opportunities and ideas. It's a starting point for the public conversation about the West Quadrant and will help people provide feedback via the online survey. It will also guide the Stakeholder Advisory Committee discussions in their first few meetings.

Media

Announcements for key events and document releases will be distributed to local media outlets including the Oregonian, Daily Journal of Commerce, neighborhood newspapers and other outlets.

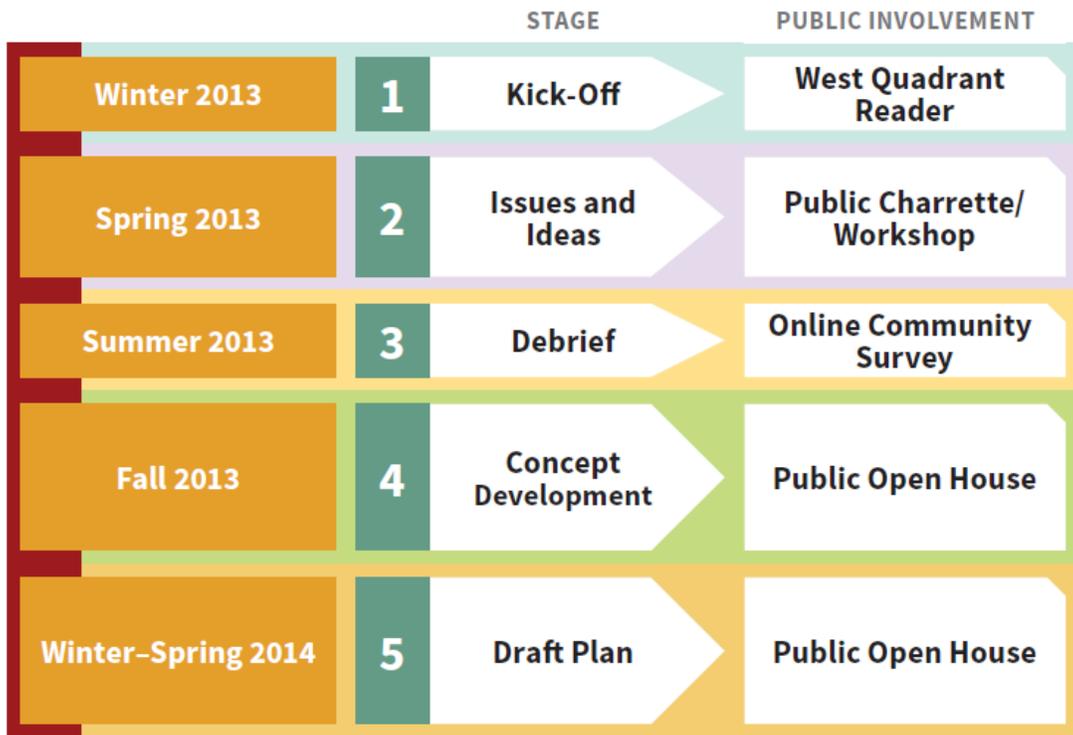
Surveys

At key points of the West Quadrant Plan process, online surveys will be administered in order to provide opportunity for interested stakeholders to give input. Often surveys are useful in reaching individuals who might not otherwise be involved in the process. Notification of a survey will be done through the website, electronic mailings and notification at other meetings.

III.D. Public Involvement Timeline

It is anticipated that the key sections in the West Quadrant Plan process will have the following general timeline.

West Quadrant Plan Stages and Public Involvement Opportunities



III.E. Decision Making Process

Final decisions regarding outcomes of the planning process will be made by the Portland City Council based on recommendations from staff, the Stakeholder Advisory Committee, Portland Planning and Sustainability Commission and public input. As noted above, public input will be incorporated through public workshops and other outreach opportunities with interested groups and the general public throughout the process. Briefings will be provided at key milestones to the City Commissions, and the plan will undergo a formal public hearing process before the Portland Planning and Sustainability Commission and City Council prior to adoption.

IV. Accountability and Evaluation

IV.A. Feedback Loop

As part of this public involvement plan, staff will be responsible for gathering and disseminating the public's input to decision makers and back to the public at large. This is a necessary component for a successful project. Staff will compile public comments throughout the planning process and systematically track them through a comments database. Comments will be integrated into ongoing work and reported to the Stakeholder Advisory Committee. Staff will brief the Planning and Sustainability Commission and City Council on the progress of the plan, results of outreach efforts and public input. The briefing will include Stakeholder Advisory Committee meeting minutes and comments collected through the website, workshops and other venues both in original and summarized format. Additionally, staff will be clear about how it has

responded to the public feedback. Commission and Council decisions will be communicated to stakeholders and the general public through the website, electronic/hard copy mailings and local media outlets.

IV.B. Public Involvement Evaluation

Evaluation of the public involvement will be completed during the process and upon completion. This tool will assist staff in making changes as needed to ensure the public involvement is being conducted in a relevant, useful, and appropriate manner. Tools for evaluation will include:

- Informal feedback from stakeholders
- Short questionnaires following events
- Peer evaluations as strategic points for professional feedback
- Team debriefs following meetings and events to discuss needed adjustments