

Summary Meeting Notes

Economic Development Policy Expert Group (EDPEG)

Meeting Date: May 15, 2013

Time: 11:30 a.m. to 1:30 p.m.

Location: 1900 SW 4th Ave, Portland, Conference Room 7a

Attendees: Betsy Clapp, Justin Douglas, David Ellis, Peter Finley Fry, Tom Foley, Carol Lee Gossett, Douglas Hardy, Bob Hillier, Steve Kountz, Susie Lahsene, Michael Montgomery, Anne Naito-Campbell, Ted Reid, Marty Stiven

Presenters: Debbie Bischoff, Tyler Bump, Julia Gisler

Guests: Barry Manning, Bill Cunningham, Raihana Ansary (Portland Business Alliance)

Facilitator: Dena Marshall, Solid Ground Consulting, assisted by Kazmiera Taylor

Introductions

PEG staff lead Steve Kountz introduced the meeting with a summary of Working Draft Part I, entitled "[What we heard...](#)". Comments and edits are requested by May 24, 2013.

- Industrial lands. Industrial lands issues attracted much discussion in PEG meetings and will be included in the Draft.
- Economic development and transportation. In its June 2013 meeting this PEG will focus on the Transportation System Plan and TSP issues, including maps, designations and project lists.

Comp Plan map amendments in Neighborhood Commercial areas

Map amendments in neighborhood commercial areas are being considered in response to a variety of topics, such as designation of neighborhood centers, natural resource corridors, design standards, and 25-year growth accommodation for commercial services. Presenters: Tyler Bump, Julia Gisler, Debbie Bischoff

- Centers. Some areas (eg. 122nd Ave, Cully) are well served to accommodate additional growth, yet other de facto neighborhood centers lack necessary services.
- Health / Medical institutions. Medical campuses (e.g. Providence) and areas where there are professional services and medical offices should be distinguished.
- Non-conforming uses. Businesses not within a commercial zone; often the result of neighborhood plans or development over time.

Suggested policy language to address neighborhood commercial issues:

1. Provide for...prioritize....business retention and growth...
2. Encourage concentrations of employment opportunities...
3. Strive for broad range of neighborhood or commercial services...

District Planning and the Comprehensive Plan Map Update process. Presenter: Debbie Bischoff, District Planner (Northeast Portland)

The BPS District Liaison Planners are assigned to lead development of an updated Comprehensive Plan Map due to their overall knowledge of their assigned geographies. Strategic map changes will be proposed for example, related to topics/geographic areas such as: non-conforming uses; split designations on a properties; refined commercial/mixed-use zoning along NE 42d Ave commercial corridor.; and other individual requests from property owners that are consistent with and further key elements of the Comprehensive Plan.

Commercial Mixed Use Zoning Project—What issues should be addressed?

Presenter: Julia Gisler, BPS

A Project Advisory Group (PAGs) will be formed to explore development standards in commercial mixed-use areas. Current PEG members who are interested will be informed of the process to participate later this summer. Issues discussed in commercial mixed-use zoning discussion include:

- Centers and Corridors. Will be considered “hubs” in mixed-use residential / commercial neighborhoods.
- Transition areas. Increased interest in transition areas, for example, Division St. and apartments where there is mixed use with neighborhoods behind.
- Metro CET grant (construction excised tax). If awarded, will revise the existing commercial and EX zones into a new set of mixed-use regulations and comprehensive plan designations.
- Development standards. Market standards vary among city quadrants and residential / industrial neighborhoods. New policies should reflect a balance of community needs and development needs.
- Distinguish between one-size fits all zoning (e.g. Powell Blvd) and areas of specific planning regimes (e.g. SE Belmont).
- Non-conforming uses. The project will look at issues with non-conforming uses.
- Parking. Parking is an issue to be addressed. BPS staff is coordinating with PBOT to consider approaches beyond zoning.

Discussion

What approaches should we take to address gaps and ensure the development of a broad range of services in mixed-use commercial areas?

- Address gaps in access to services where residences are a significant distance from services – especially in low-income areas. An equity issue.
- Explore: Do socio-economics drive development? “In East Portland [for example], people assume that the lack of commercial zoning is the cause of the problem in lack of services; however, there may be other issues such as infrastructure or public investment.”

Questions/Comments

Several group members engaged in spirited discussion around the statement, “Government can’t control the market. We shouldn’t regulate market.”

- Examples of nonconforming issues that pop up when government tries to drive market with blanket or block zoning included Mississippi, Hawthorne, Alberta.
- “I agree that you can’t prescribe uses. You end up with land banking there. On the flip side, maybe you could have maximums for particular uses.” Several PEG members expressed agreement with this idea.

A few PEG members engaged in discussion around residential development in commercial areas and vice versa:

- “Maybe there needs to be some sacred commercial zoning, much like there is for industrial.”
- Several individuals discussed the idea that allowing for potential growth and possible changes in market in policy facilitates the market’s ability to drive development without as many practical problems.

PEG members engaged in a vibrant discussion around market and policy and how the two affect each other. In general, the group asked for mechanisms for evaluating and making

sure the city is not creating more or larger nonconforming zoning areas that don't follow the market.

- In 1980s, the policy was to convert. I don't think that was the right decision. It caused a lot of damage, because the public can't 'convert.' Mississippi and Alberta are great examples of where the City rezoned in *response* to need. Albina and Cully further exemplify localized planning efforts.
- "The market leads because policy creates an environment where the market can take off, rather than the reverse." [Group expresses resounding agreement]

Questions posed to presenters:

- Is there still a policy that allows a loss of housing, and will it be retained? There is a policy at the beginning of the housing chapter on it. There are regional policies as well that the city is paying attention to as the process goes on. In general, the policies do not allow a loss of housing.
- Many group members supported the idea of taking a more careful approach to anticipating growth.

Wrap-up

Steve asks for any additional topics PEG would like seen on the draft. No one comments, but members are asked to send emails if anything comes up.

Next Steps Meeting

- June 19, 2013, 11:30am-1:30 pm, BPS. Infrastructure projects.
- Staff will explore the possibility of canceling the July 2013 meeting.
- PEG members are encouraged to submit topics for consideration in upcoming meetings.

For more information, please contact:

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- Dena Marshall, Facilitator, 503-740-7123 or dena@marshallmediation.net.