

# Central City 2035

## Advisory Group Meeting 5

November 16, 2010, 4:00 – 6:00 PM

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



## Agenda

- 1. Welcome & House Keeping** 4:00 PM
  - Agenda Review D. Zenn
  - Approval of Minutes
  
- 2. Symposium Series Update** 4:10 PM
  - Housing & Community Development Symposiums T. Doss, M. Raggett & S. Iwata
  - Urban Design Workshop
  - Economic Vitality Symposiums
  
- 3. Policy Development & Concept Plans** 4:45 PM

Brief presentation to provide AG members background on what a policy frameworks consists of, how it is used, and what the anticipated CC2035 Concept Plan will include at the end of this first phase of plan development. Staff will be looking for AG input on elements proposed for CC2035 Concept Plan. T. Doss & All
  
- 4. Public Input** 5:55 PM



# Central City 2035 Advisory Group

## Meeting Minutes – November 16, 2010

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

**Facilitator:** Doug Zenn

**Advisory Group members in attendance:** Chet Orloff, Michelle Rudd, Ethan Seltzer, Craig Sweitzer, Nancy Stueber, Amy Lewin, Ed Blackburn, Andre Baugh

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

**Staff in attendance:** Troy Doss, Elisa Hamblin, Steve Iwata, Shannon Buono, Lora Lillard, Nicholas Starin, Mauricio Leclerc, Sallie Edmunds

**Public in attendance:** [None]

### 1. Welcome and House Keeping

- Chet Orloff welcomed the group.
- The group approved the previous meeting minutes from October 5, 2010.

### 2. Symposium Series Update

- Troy Doss updated the group on the Symposium Series. The first two events were held on Housing and Community Development and covered some broad issues and topics areas. The next step will be to develop objectives and policy areas.
- Chet Orloff asked the group members who participated in the first two symposiums how they felt they went.
- Ed Blackburn thought it was a valuable discussion and the questions were framed well. He was also impressed with the panelists and public in attendance. There also appeared to be consensus about the types of housing needed and the role of the Central City.
- Amy Lewin appreciated the comment from Chet at the last symposium about visionary thinking. She came away with the sense of the diversity that is needed.
- Chet Orloff felt there was a lot of information in the minutes and would like to see some big ideas pulled out of them.
- Troy Doss spoke more about the topic areas and the program discussion. He also acknowledged that we are going to be testing the ideas throughout the process.
- Chet Orloff thought the discussion about federal dollars and funding sources was valuable.
- Ed Blackburn agreed. He also felt there is also a lot of investment being made in the city and felt there needs to be a nexus with opportunity and access to services.

- Michelle Rudd asked a clarifying question about the supply of housing in the different income groups.
- Troy Doss felt there was some agreement about the economy make slow strides upward but there is a lot of room for discussion around that.
- Mark Raggett gave an update on the Urban Design Workshop which was held on November 5. He reviewed the people who were in attendance and the groups they represented. Some highlights include: diversity of experiences, enabling experiences in Central City using physical form and the public realm and the river, increasing diversity of spaces and places, connection and celebration to the river, opportunities in the east side, and the needs and opportunities for park space.
- Amy Lewin spoke briefly about her attendance at the workshop. She felt it was useful, informative, and interesting.
- Ethan Seltzer stated he didn't feel there was agreement on the focus areas and details. He felt there are a lot of issues where the conversation hasn't focused.
- Mark also mentioned the notes will be available soon and will feed into the Urban Design Symposium on January 28.
- Chet Orloff asked a clarifying question about how the theme areas will feed together.
- Troy Doss stated there will be an integration and loop between the areas.
- Steve Iwata gave an update on the Economic Vitality Symposium, which will be postponed until January 13<sup>th</sup> with the second symposium on that topic to be determined. He also spoke about the Mobility Symposium, which will utilize an already formed working group. Additionally the first symposium for the Willamette River might be in January or February.
- Chet Orloff asked how the Economic Vitality subject was being coordinated with Peter Englander and those at PDC. Steve Iwata and Peter Englander clarified.

### **3. Policy Development and Concept Plans**

- Troy Doss gave a presentation about Policy and Concept Plan Development.
  - i. A concept plan is a tool used to identify the aspirations, goals, and vision for the Central City. It may include a vision statement, policy framework, actions, metrics, and concept maps.
  - ii. Ethan Seltzer asked what the legal base is for a concept plan. Troy clarified and stated it would likely be adopted by resolution by the City Council with formal ordinances being adopted as part of the quadrant level work.
  - iii. Chet Orloff asked how this work related to the Portland Plan. Troy clarified that there will be periodic check-ins with the Portland Plan and key high level topics will be integrated.
  - iv. Chet Orloff also asked about metrics and how that works with the needs of PDC. Peter Englander felt that will be valuable at the district level.
  - v. Andre Baugh asked about metrics and the relationship with the Portland Plan. He was concerned that they need to directly achieve the same goal and have a clear relationship.

- vi. Steve Iwata clarified that there will be direct correlation with the Portland Plan as they develop their metrics. He also spoke about periodic review and the requirements from the state.
- vii. Ethan Seltzer stated he felt that based on the level of complexity that keeping the concept plan simple will better serve the overall purpose.
- viii. Ed Blackburn spoke about the ongoing work with new urban renewal districts and how those are connected with the Central City work.
- ix. Peter Englander talked about the integration of projects and the use of TIF.
- x. Ed Blackburn was directly concerned with the conversations tying together. He also felt it would be valuable to have a presentation from PDC for the group to better understand the topic and the relationship.
- xi. Troy stated he felt there was an opportunity to get more information from PDC at a future Advisory Group meeting as well as an update about work in N/NE Quadrant.
- xii. Peter and Troy both spoke a little bit more about urban renewal areas as a financial tool and how they are used.
- xiii. Steve Iwata also spoke about urban renewal and there is a possibility for closer integration in the future. The N/NE Quadrant work is also working closely with PDC currently. The Central Eastside is also an area where there has been collaboration.
- xiv. Troy Doss talked about ecodistricts as another area that needs direct correlation.
- xv. Chet Orloff was concerned about overall attendance at the group meetings and asked for commitment from group members.
- xvi. Nancy Stueber asked for as much advance notice as possible for meetings.
- xvii. Troy continued the presentation and spoke about policy frameworks, concept plan maps, the Central City Plan, and Sustainable Sydney 2030.
- xviii. Troy also spoke about the need to move beyond two-dimensional diagrams to a more integrated three dimensional approach
- xix. Chet Orloff asked about Sydney's plan and its integration with urban renewal and economic development.
- xx. Troy clarified the work that was done there and mentioned Sustainable Sydney is more similar to the Portland Plan work.
- xxi. Ethan Seltzer spoke about the history of the Comprehensive Plan and the relationship with neighborhood and district plans. He stated the Portland Plan as an effort to get back to basics and have a citywide comprehensive understanding. He had concerns about the update to the Central City Plan and quadrant and district work relating to each other as well as the Portland Plan. He felt there needs to be an overall look at the big picture and a tracking of that.
- xxii. Michell Rudd spoke about the Planning Commission trying to find their role and the connection with plans. There will be some work done there.

- xxiii. Troy discussed the need to establish large policies to direct the quadrant work but was unsure about how the Portland Plan will ultimately play out.
- xxiv. Michelle Rudd and Andre Baugh clarified there are key factors to check and was also concerned about the Central City meeting those established metrics.
- xxv. Troy stated he felt the directions from the Portland Plan are still in flux and there will still be some refinement. He also stated the policies that are currently being developed with Central City work will be tentative until there is a check-in point with the Portland Plan.
- xxvi. Michelle Rudd and Andre Baugh still had some concerns about the role for the Planning Commission.
- xxvii. Troy stated that we would not move forward unless there was consensus and agreement on policies.
- xxviii. Andre Baugh asked that whatever policies are being developed with the Portland Plan should be also brought to the group to understand. Troy Doss agreed.
- xxix. Ethan Seltzer stated things from the Portland Plan should not just be reiterated, but that there needs to be specific focus on issues unique to the Central City. Troy Doss agreed and clarified and explained more.
- xxx. Nancy Stueber asked for some kind of diagram explaining the integration, connection, and overlap between the different plans.
- xxxi. Troy stated it was possible to outline that information and again stated he felt the Portland Plan still had time to develop.
- xxxii. Chet Orloff was concerned about the simplicity of the plan and wants to make sure that the new Central City Plan is clear, aspirational, and easy to understand. He hopes that the Central City Plan is much simpler and easier to articulate and vision than the Portland Plan. Troy Doss agreed.
- xxxiii. Steve Iwata echoed what Troy and Ethan said about simplicity and ease of the plan. There are some tradeoffs and there is a balance that is trying to be achieved.
- xxxiv. Ed Blackburn was struck by the simplicity of the Sydney plan and the need to mimic that to a certain extent.
- xxxv. Amy Lewin spoke about evolving audiences and tools that enable planning work to be represented more visually and in an engaging way.

#### **4. Wrap-Up and Public Input**

- Doug Zenn asked the group about scheduling and emails.
- Troy Doss reminded the group the December 7 meeting will focus on Housing and Community Development.
- There was no public comment and the meeting was adjourned at 5:50 p.m.