

Central City 2035

Advisory Group Meeting 9

March 15, 2010, 4:00 – 6:00 PM

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



Agenda

1. **Welcome & Introductions** 4:00 PM
 - Introductions, agenda review & approval of minutes C. Orloff & M. Rudd

2. **Symposium Updates** 4:05 PM
 - Status of Recently Completed Series
 - Announcement of Upcoming Series

3. **Discussion:** 4:10 PM
Central City Subdistricts & Quadrants – Part 1

As a follow-up to the AG's discussion regarding the regional significance, roles, and unique attributes of the Central City, this discussion will focus on the individual subdistricts of the Central City.

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?

4. **Public Input** 5:50 PM



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

Facilitator: Doug Zenn

Advisory Group members in attendance: Chet Orloff, Amy Lewin, Nancy Davis, Andre Baugh, Tad Savinar, Ethan Seltzer, Mike McCulloch, Craig Sweitzer, Stuart Smith, Ed Blackburn, Carl Talton, Michelle Rudd

Advisory Group members not in attendance: Nancy Stueber, Scott Langley, Andrew Frazier, Phil Wu, Mike Houck, Tom Shimota, Brad Malsin, Rick Williams

Staff in attendance: Troy Doss, Elisa Hamblin, Steve Iwata, Mark Raggett, Diane Hale, Marisol Caron, Kevin Kilduff, Joe Zehnder, Sallie Edmunds, Shannon Buono, Lora Lillard, Peter Englander

Public in attendance: Wendy Rahm, Linda Nettekoven, Noah Cambell

1. Welcome and Introductions

- Doug Zenn and Chet Orloff welcomed the group.
- Doug Zenn reviewed the agenda.
- The minutes from January 18, 2011 were approved by the group.

2. Final List of Symposiums

- Troy Doss discussed the final list of symposiums.
- Troy asked the group members for their interest in the topic areas.
- Chet Orloff reminded the group for the reasons of having the Symposium Series

3. Housing and Community Development Work Session

- Troy Doss reviewed the Draft Housing and Community Development Framework.
- Troy reviewed the map that accompanies the Framework and discussed the different areas that are highlighted.
- Mike McCulloch asked a question regarding education as part of the topic area. Troy clarified that is included in this topic, as an essential public service.
- Tad Savinar asked a question regarding campus education facilities, especially non-public schools. These may help in relation to the discussion of the housing locations.
- Mike McCulloch built off the comment by Tad and stated that it was important to plan for facilities and housing in conjunction with one another.
- Ethan Seltzer asked for definition of the terms on the map. Troy clarified the terminology.

- Chet Orloff stated that the other major public institutions should be considered with planning for housing as they grow.
- Andre Baugh asked that the area around OMSI be considered as an area.
- Troy clarified that some areas where regulatory restrictions are in place are not highlighted.
- Andre Baugh felt there should be discussion about how to get that area on the map.
- Troy asked the group about their general level of agreement with the policy language.
- Ethan Seltzer stated that the policy language was greatly improved. He felt the equity statement was very process oriented instead of product oriented.
- Joe Zehnder clarified that the equity conversation in the Portland Plan is evolving and the language in this document is reflective of that.
- Ed Blackburn agreed that the language was improved but that he would like to see a specific statement about low-income housing to show our ongoing commitment.
- Tad Savinar felt the term most prosperous was not accurate. There was further discussion about the term and the intent behind it.
- Doug Zenn asked the group that any further word-smithing edits be emailed to Troy.

4. Discussion: Central City Priorities

- Doug Zenn introduced the discussion and the reason for determining what is unique about the Central City.
- Chet Orloff clarified that the intent of the discussion was as a tool for identifying key themes and what makes the Central City unique. He asked what makes each of the quadrants unique.
- Mike McCulloch felt the conversation should be focused on what is aspirational rather than a description of existing conditions.
- Ethan Seltzer felt there were two issues including function and how you build it.
- Nancy Davis asked for clarification about specific language we are looking for.
- Troy Doss explained and also gave examples about what makes Portland important and unique. Other opinions from the group included:
 - Nancy Davis – transportation hub
 - Tad Savinar – experiential quality and variety, how people experience the city example: history, quality of life, views, tree canopy
 - Ethan Seltzer – its many things in many places and its not easily categorical
 - Carl Talton – defines and supports that value system of the region
 - Ed Blackburn – density and intensity of experience, including interaction and accessibility
 - Mike McCulloch – it's the only place above four stories in Oregon

- Amy Lewin – magnetic draw, people looking for opportunity and what still draws people them here, live, work, play and more – the most
- Tad Savinar – adaptability and the ability to evolve
- Chet Orloff – historic fabric with most context and history
- Stuart Smith – 20 minute city on foot
- Nancy Davis – living in Central City is an early introduction for new Portlanders
- Chet Orloff – public transit as an attraction, ease to get around downtown
- Nancy Davis – the only area where there is a mix of employees, students, and residents
- Ethan Seltzer – commercial and institutional functions, if we want to change that notion and what would you change it to
- Amy Lewin – from the mobility conversation the zoning is key, maybe 20th to 20th
- Ethan Seltzer – focus on a commercial and industrial hub, some functions supersede the neighborhood functions
- Ed Blackburn – its vital for the health of the city to keep activity in the Central City
- Craig Sweitzer – labeling shouldn't have a negative connotation, the Central City is different to everybody and always will be
- Mike McCulloch – 2 dimensions of land use is not always effective, re-blend ideas
- Joe Zehnder clarified that zoning in most of the Central City is actually mixed-use zoning.
 - Tad Savinar – the Central Eastside is different and has opportunity
 - Amy Lewin – how to we classify the Central City as a group?
 - Tad Savinar – the future of the westside is the eastside
 - Ethan Seltzer – what about the map of things you can't do?
 - Craig Sweitzer – even though the eastside has opportunity there is still restrictions and things there may be unofficial
 - Joe Zehnder – think of time as a variable, the framework is pretty flexible
 - Ethan Seltzer – is it possible to come up with a conception of the Central City that we all share? What kind of policy, investment, and zoning underlies that? Maybe there is a much more subtle role for the City than previously thought.
 - Tad Savinar – maybe the places that are the most vital have many layers of vitality with mixed levels of variety and experience
 - Ethan Seltzer – what is it that we can do to build and maintain the uniqueness?
 - Joe Zehnder – historic districts are unique to where there are
 - Amy Lewin – OMSI as a cultural center and hub

- Chet Orloff – the intention of the entire Central City as a vital place with regards to the individual places as important, maybe there is different filter for different areas
- Amy Lewin – the city of roses is really a bouquet of roses with uniqueness
- Tad Savinar – would taking out the freeway mean we see dramatic change?
- Troy Doss clarified about the neighborhood outline on the map. He stated that he sees the plan effort as more about evolution.
- Mike McCulloch – look at the freeway removal from Marquam to Fremont, if we don't look at propositions what is the point?
- Stuart Smith – more effective to deal with freeway and connect Goose Hollow, the west side is not going to be static, the Central City should be high scale and high value
- Ethan Seltzer – the Central Eastside is happening because the zoning in place keeps land costs low, freeway removal has implications for land costs there and in adjacent areas
- Nancy Davis – where would we move the freeway?
- Ethan Seltzer – you could remove completely, tunnel it, or lower it
- Andre Baugh – how do you take advantage of the opportunity rather than worry about what is happening with the freeway?
- Mike McCulloch – the freeway has a created a character, we should reverse that discussion
- Troy Doss recognized the freeway conversation as important, but possibly beyond the scope of this project. He asked the group for more clarity about aspirations.
- Ed Blackburn – changes in our way of life have made changes in our reasons and possibilities for our future, changes are happening very quickly
- Amy Lewin – human interaction is key now, and we can't predict always, but the public space is important now and maybe will be in the future
- Chet Orloff – predictions are not always accurate
- Ethan Seltzer – the way people structure their lives is very different now
- Tad Savinar – how do we preserve the Central Eastside? What would happen if all the zoning restrictions were removed?
- Amy Lewin – the eastside doesn't have that green space, like a park block system, connect the dots
- Troy Doss – should we think about how we preserve spaces and whether there are places we don't concentrate as much effort on?
- Nancy Davis – it would be ideal to have several blocks already set aside for park space, but we should support parks within pockets in neighborhoods

- Troy Doss – there might be some benefits in focusing our efforts in some areas and save some of the decisions for later
- Nancy Davis – if we know that land prices will go up we should preserve some of it now
- Amy Lewin – question when Powell Triangle will be part of the process due to the amount of public land there
- Andre Baugh – we should start thinking about people living downtown for their whole lifecycle
- Troy Doss – today we don't see the complete environment for people throughout their life, it needs to be determined what the priorities are and what should be preserved and what is missing in the next 25 years and beyond.
- Stuart Smith– the west side does not have the critical mass to get to where Beijing and other big cities are. There needs to be a critical mass and then growth outward.
- Craig Sweitzer – the west end 10 years ago was very different than the thriving environment it is today. Decay in parts of the city may be necessary to have other parts that are thriving.
- Mike McCulloch –redrawing the boundaries of the Central City should be considered, a larger boundary would include more diversity.
- Chet Orloff – one definition of a city is that it is one place besides ones home where you can be born live and die and have a great life

5. Advisory Group Final Comments and Public Input

- At the next meeting on March 15 the group will try to figure out what it would take in near and long term to get to the goals. There will be new graphics, including new maps illustrating corridors into the Central City and an inverse zoning map showing what you can't do. The meeting agenda will be sent out early for comment.
- There was no public comment and the meeting adjourned at 6:00 p.m.



Central City 2035 Advisory Group

Upcoming Events

Dates as of 3/10/11. Please check website for updated information closer to each event.
www.portlandonline.com/bps/cc2035

		Su	M	T	W	Th	F	Sa
March	Tuesday, March 1 – Advisory Group Meeting (<i>canceled</i>)			1	2	3	4	5
	Friday, March 11 – Mobility Symposium 9:00 a.m. – 12:00 p.m. 1900 SW 4 th Avenue, Room 2500A	6	7	8	9	10	11	12
	Tuesday, March 15 – Advisory Group Meeting 4:00 – 6:00 p.m. 1900 SW 4 th Avenue, Room 2500A	13	14	15	16	17	18	19
	Tuesday, March 29 – Economic Vitality Symposium 7:30 – 9:30 a.m. PDC Commission Room, 222 NW 5th Avenue	20	21	22	23	24	25	26
		27	28	29	30	31		
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 (<i>tentative – time and location to be determined</i>)	3	4	5	6	7	8	9
	Friday, April 15 – Public Safety Symposium (<i>tentative – time and location to be determined</i>)	10	11	12	13	14	15	16
	Tuesday, April 19 – Advisory Group Meeting 4:00 – 6:00 p.m. 1900 SW 4 th Avenue, Room 7A	17	18	19	20	21	22	23
	Friday, April 29 – Civic and Cultural Life Symposium (<i>tentative – time and location to be determined</i>)	24	25	26	27	28	29	30
May	Tuesday, May 3 – Advisory Group Meeting 4:00 – 6:00 p.m. 1900 SW 4 th Avenue, Room 7A	1	2	3	4	5	6	7
	Friday, May 6 – Historic Preservation Symposium (<i>tentative – time and location to be determined</i>)	8	9	10	11	12	13	14
	Tuesday, May 17 – Advisory Group Meeting 4:00 – 6:00 p.m. 1900 SW 4 th Avenue, Room 7A	15	16	17	18	19	20	21
	Friday, May 27 – Historic Preservation Symposium (<i>tentative – time and location to be determined</i>)	22	23	24	25	26	27	28
		29	30	31				