



PORTLAND PARKS & RECREATION

Healthy Parks, Healthy Portland

Portland Parks & Recreation
PIR Advisory Committee Meeting
Monday, February 24, 2014

Advisory Committee Members:

Steve Rupert
Janice Logan
Jeff Owens
John Dehl
Angela Moos
Clint Culpepper
Trent Thelen

Staff:

Elizabeth Kennedy-Wong
Ben Schoenberger
Allan Schmidt
Mark Wigginton
Stefanus Gunawan

Joan Brown-Kline, Meeting Facilitator
Victoria Morgan, Meeting Recorder

- I. Joan Brown-Kline welcomed members of the PIR Advisory Committee and identified two meeting outcomes:
 1. We will understand the challenges to PIR.
 2. We will begin to develop the framework for future projects within the Master Plan.

- II. Mark provided examples of projects that were not implemented, mostly due to regulatory barriers in the 2003 - 2013 Master Plan:
 - Project: Develop an oval track and spectator facilities in northeast corner of site.
 - Barrier: Track overlapped into transitional open space and there wasn't a simple way in the Master Plan to make the necessary adjustments.
 - Advisory Committee members discussed how to plan for more flexibility in transitional open space delineation. Suggestion: redraw open space lines for the new Master Plan.



- Project: Develop commercial space/multi-tenant shops located along the straightaway in South Paddock.
- Barrier: Design review perceived increased building costs. Recession hit and developers backed away.
 - FOPIR did a noise study; buildings could be built to reflect sound away from neighborhoods; however, this drove up the cost of construction.
 - A number of developers looked at the project, but with the onset of the recession, the project was not deemed commercially viable.

- Project: Pave the South Broadacre lot and build a trail along the slough.
- Barrier: The proposed paving area grew from 2.3 acres (in 2003) to 7.3 acres (in 2012). No means of modifying the area size existed in the Master Plan.
 - PIR received bids and the cost came in at \$3 million to pave the 7.3 acres. PIR's entire annual budget is \$1.8 million, including salaries.

- Project: Build a police training facility with indoor shooting range in Broadacre Paddock area.
- Barrier: Proposal not specifically race-related and not identified in the Master Plan.
 - Another example of inflexibility in the previous Master Plan. This project was proposed well into the ten-year time frame. The Planning Bureau said it wasn't listed as a proposed project, so it was rejected. The Police Bureau bought a building on Marine Drive instead.

- Mark also mentioned the potential of building a motor sports museum at PIR. This opportunity was lost due to poor speed in the planning process. The "World of Speed" museum is now located in Wilsonville.

- A track-widening (re-pave and re-align main track) project was able to be completed, even though a barrier existed in the Master Plan regarding subdistrict location. They were able to find a way to navigate around this barrier.

- Mark also noted that some projects were not done because the need no longer existed, for instance when Indy Car left PIR, the proposed east bank terraced spectator seating was no longer needed.



- III. Victoria Morgan gave a report on stakeholder interviews she conducted, regarding facility usage.
- She was struck by how passionate the stakeholders were about PIR, across the broad spectrum of usage, including fund raising, events, driving classes and a variety of races. A majority of stakeholders said they were committed to growing the community of people using PIR.
 - Nearly every respondent mentioned that Mark was a great help and worked with them in solving logistical problems and getting the most “bang for their buck.”
 - Many respondents commented that they felt the City of Portland could do more to support PIR, both fiscally and by doing a better job of promoting this unique “park” within the city limits.
 - Below are questions posed to the stakeholders and the top response to each query:
 - **“What could PIR do to support your club or activity?”**
 - Keep rental costs down – or at least maintain them at the current rate. Several groups are concerned that the rental fees have reached the tipping point; people can’t justify the cost for admittance to the event.
 - **“What does PIR/City of Portland do that limits your club or activity?”**
 - The lowered noise level and earlier ending time (curfew) were most mentioned. Some participants had to be turned away.
 - **“If PIR has money to invest in the facility, where would you prioritize spending money?”**
 - **Physical Improvements:** Bathrooms need to be upgraded and showers installed. The women’s bathroom needs to be enlarged.
 - A “close second” response was to pay more attention to the aesthetics of PIR; clean it up, repaint fences, store tires, etc. elsewhere.



- **Marketing:** Improve the website and utilize social media to promote events at PIR.
 - **Other:** Budget more revenue to help keep the rental costs down so that PIR can be accessible to more community members; want to draw more local people to the facility.
 - **“Are there other venue opportunities/events/activities unrelated to what you do that would be beneficial?”**
 - The City should focus on bringing back professional races to PIR. Many respondents felt that if the City budgeted for the necessary improvements, the return on investment by drawing thousands of spectators would have a substantial impact not only for PIR, but for local motels, restaurants and businesses, as well.
 - **“What do you do that contributes to PIR? What would you be willing to do?”**
 - Nearly every respondent talked about growing their event or club/race community, so that more people would be exposed to PIR. They said that most people in Portland don’t know what a gem we have here. The more people come to PIR, the more they will tell others and the more people will use it.
- IV. Joan Brown Kline led a discussion on developing criteria for potential revisions to the new Master Plan.
- A. Impacts of PIR Master Plan changes
- What can be added to the Plan to improve economics for PIR?
 - We need to look at what we have now at PIR, then create a way to augment what we have to bring in more revenue.
 - How can we ensure that mechanisms to adjust the Plan over the next ten years are included?
 - A certain level of specificity is needed in the Plan, yet it has to allow for some fluidity. We can’t predict exactly what will be needed in the next ten years, so parameters should be built in to the Plan to allow for some flexibility.



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- Follow the Plan District code as closely as possible; maintain a balance between being too vague or overly specific.
- How can the Plan reflect proactivity, rather than just reacting to project proposals as they arise?
 - Generate a “wish list” for the Master Plan, then focus in on the most important projects.
 - Perhaps this is the time to look at redesignating boundaries at PIR.
 - Examine zoning: should PIR be zoned “industrial” or “open space?”
- How can we be more responsive to the changing demographic market?
- Are there any other racetracks that are designated parks that have the water and wild life habitat concerns, are within city limits?
 - We could look at their plans.

B. Create Guiding Principle statements

- Joan offered a definition of “Guiding Principle” for the group:

“Any principle that guides the action(s) of an individual or organization throughout its life in all circumstances.”
- The group identified issues that impact changes to the PIR Master Plan:
 - Noise
 - Hours of Use
 - Building/Development
 - Scale
 - Traffic
 - Environmental Concerns
 - Volume of Use
 - Economy
 - User Groups
- The group came up with Guiding Principles for five of these issues.
 - ❖ **Noise:**



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- Work within the sound ordinance established by the City of Portland (currently 95 decibels) by using trackside and neighborhood sound monitors. Mitigation measures to be put in place as needed.
- Continue to look for alternative events that generate less noise.
- ❖ **Hours of Use:** (Normally 8:30 AM – 10:00 PM)
 - Limit Sunday morning events to a 10:00 AM start time.
 - Use lighting that will project the least amount of shine into adjoining neighborhoods and wild life areas.
- ❖ **Traffic:**
 - Maintain operations without significantly impacting traffic flow. Ensure that people can get in and out of PIR safely.
 - Encourage the use of alternate forms of transit to PIR events.

[PIR has a threshold of accommodating about 20,000 people. Certain events, such as the annual Swap Meet, the Color Run and the Cancer Society fund raising event can draw close to that number now. Many participants have to park on side streets during the larger events.]

- ❖ **Environmental Concerns:**
 - Ensure that there are no adverse effects on nearby habitats, including human, flora or fauna. (This includes maintaining air quality in racing and parking areas, and following City storm water management guidelines.)
 - Promote environmental education whenever possible. (Provide public access to onsite habitat. Create more visual access points.)
- ❖ **Volume of Use**
 - Monitor and maintain a balance between promoting PIR events/activities, as a self-financing enterprise, and protecting surrounding environments, including wildlife habitat and neighborhoods.

V. Joan asked the Committee for next steps:

- We need to consider and create a realistic business model for PIR going forward. Think about identified impediments and create a business model that fits into Master Plan. Utilize the Guiding Principles and follow City code for BDS.



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- Examine issues such as the function of transitional open space and differences between East and West Delta, in terms of development.
 - Look at ramifications of defining two subdistricts, rather than three. What would that look like?
 - Generate a Master Plan “Wish List” that would fit with the City planning process. Submit a draft to BDS. Have a meeting in Sept/Oct. after BDS has reviewed it and given feedback.
 - Members should bring their business models to the next meeting.
 - Elizabeth designated Steve Rupert and Angela Moos to draft a Good Neighbor Agreement with the Kenton Neighborhood Association, to be presented at the next Advisory Committee meeting.
 - PIR should be more transparent and accountable with Kenton. The community would like to have a proactive, collaborative relationship with PIR, rather than one that is always reactive.
 - Allow time for the Kenton Neighborhood Association to respond.
- VI. The next PIR Advisory Committee meeting will be held on Monday, April 14. Location to be determined.