



CITY OF PORTLAND, OREGON  
BUREAU OF  
**Planning**

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January 15, 2008

PDC Commissioner Charles Wilhoite  
City Commissioner Erik Sten  
PDC Commissioner Mark Rosenbaum  
City Commissioner Dan Saltzman  
Planning Commissioner Don Hanson  
County Commissioner Jeff Cogen  
Citizen Member Jon Kruse

Re: Westside Urban Renewal Districts

Dear Advisory Group Members:

Thank you for the opportunity to express our concerns on this topic at the October meeting. Since then, the Committee's discussions about boundaries and future expenditures have progressed in the Committee's deliberations. While I certainly look forward to active participation in the drawing up of new Central City urban renewal districts, I am writing you today to communicate two issues which I think are critical to your present decision.

**1. Additions to the River District boundary.** I recommend including two small areas within the retail core to the expanded River District boundary. These total about 2.5 acres and are indicated on the attached map. They are O'Bryant Square and the block bounded by 3rd, Yamhill, 4th, and Taylor along with portions of the surrounding streets.

I appreciate the necessity to close out the South Park blocks and downtown Waterfront District. However, it is also true that any new district to be drawn in the future will require some time to begin to produce substantial increment. In the meantime, it is imperative that we not abandon strategic initiatives for the retail core, including parking and streetscape improvements, that will catalyze new development being contemplated now and position the downtown core to be the pre-eminent retail and entertainment hub of the region as we add one million new people over the next two decades. I appreciate that some territory I would have suggested adding has already been added on the draft Westside Study map of January 2, 2008, those being the 10th & Yamhill and General Growth projects. My two additions compliment those projects and are part of the same overall strategy.

**2. Increases to the River District expenditure cap and allocation.** I fully agree with the opportunity and the need for raising the bonded indebtedness limits for this district particularly as we expand the boundary. I also acknowledge that to set a cap in any rational way you need to think through potential projects and their financial requirements. However, I would urge that your decision with regard to allocations be by category as opposed to project. We have found from past experience that it is absolutely essential to preserve the flexibility at the project level for the life of the district. This is particularly true since, as you know, we are just beginning the process for revising the Central City plan and will likely redefine our collective aspirations for the City's core through that effort.

Although I am unable to attend today's meeting in person I would be happy to present my thoughts to you as a group or to any of you individually between now and your final meeting in February.

Respectfully,

A handwritten signature in black ink, appearing to read 'Gil Kelley', with a long horizontal flourish extending to the right.



Gil Kelley  
Planning Director

Attachment: Revised Westside study map with proposed additions

cc Bruce Warner  
Joe Zehnder  
Bob Durston

# Westside Study

DRAFT 01/02/08

-  RD Expansion Options
-  Remove to Meet 45 Acre Expansion Option

River District

46.69 acres

0.36 acres  
Fairfield

**ADD TO RIVER DIST.**

1.69 acres  
Lincoln Bldg

1.99 acres  
10th & Yamhill

Downtown  
Waterfront

South  
Park  
Blocks

3.81 acres  
General Growth

**ADD TO RIVER DISTRICT**

