

URBAN RENEWAL AND REDEVELOPMENT  
**COURSE OUTLINE**  
Spring Term 2010 (March 30 – June 1)

Tuesdays, 6:40 - 8:45 PM  
PSU Campus – Urban Studies & Planning Building, 506 SW Mill Street, Room 270

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| <b>Coordinator</b>            | Vera Katz  |
| <b>City Liaison</b>           | Kim McFarland  |
| <b>PSU Graduate Assistant</b> | Kelly Howsley  |
| <b>PDC/PSU website</b>        | <a href="http://www.pdc.us/uraclass-materials">www.pdc.us/uraclass-materials</a> |

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**Class Format**

6:40 - 8:45 PM

Class sessions with speakers and Q&A:

PLEASE NOTE: Class sessions tend to run over time to approx. 9:00 PM.

*Not yet confirmed speakers are italicized or listed as pending & subject to change*

- WEEK #1 March 30** **6:40 – 7:00 PM** Introduction and overview class structure, speakers, course outline, handouts; review roles and responsibilities of class instructor/facilitator and PDC staff
- 7:00 – 7:30 PM** Overview of major terms, structure and common myths
- 7:30 – 8:45 PM** Presentation: History and Theory of Urban Renewal and PDC  
A discussion about how and why PDC was established and an historical perspective and theory of urban renewal, economic development, job development, major development and housing in Portland metropolitan area.
- Speaker #1: Scott Andrews, PDC Commission Chair  
Speaker #2: John Jackley, PDC Communications & Business Equity Director
- WEEK #2 April 6** Planning discussion and its impact on the shape the city.
- Speaker #1: Chet Orloff, Dir. Emeritus, Historical Consultant, Museum of the City  
Speaker #2: Steve Dotterer, Principle Planner, City of Portland Bureau of Planning & Sustainability
- WEEK #3 April 13** Economic Development Shaping the City I: Economy, industry clusters and planning, community economic development strategies supporting local economy and livability.
- Speaker: Joe Cortright, Economist and Principal, Impresa Inc.

**Students submit proposed urban renewal area study city, due Monday April 12<sup>th</sup>  
before class via email to Kelly Howsley. Worth 5% of total grade.**

**WEEK #4 April 20** Financing and other financing options in Oregon and Portland. Will discuss how TIF works, its changing role over time, political implications today and how it matches up with other partnering opportunities.

Speaker: Chip Lazenby, General Counsel, Portland State University

**WEEK #5 April 27** Stop Complaining and Fix It: Discussion on what communities can do and is gentrification a necessary evil.

Speaker #1: Jessie Burke, Owner, Posies Café

Speaker #2: Cornelius Swart, Publisher, Portland Sentinel

**WEEK #6 May 4** Impacts and Prospects for Portland: Discussion on environmental justice and social equity for the city, as well as how Metro fits into this picture. What is the future of the Metro region and impacts on transportation planning, such as the I-5 Bridge; and how has redevelopment in first tier suburbs and regional centers changed?

Speaker #1: David Bragdon, Council President, Metro

Speaker #2: Don Mazziotti, Community Planning, Development & Redevelopment Director, City of Beaverton

**Final Date to Submit Rough Drafts for Feedback.**

**WEEK #7 May 11** Economic Development Shaping the City II: Discussion on what the city has accomplished with regards to programs and private/public partnerships that focus on creating more jobs, helping local businesses expand and recruiting new companies to the region.

Speaker #1: Patrick Quinton, PDC Business & Industry Division Manager

Speaker #2: Kimberly Schneider, Office of the Mayor, Economic Dev. Director

**WEEK #8 May 18** Greening the City: Overview of sustainability practices, successes, and issues for the future; how that affects development projects in Portland; concentrating on how Portland compares with other U.S. cities and world practices.

Speaker #1: Scott Lewis, CEO, Brightworks

Speaker #2: Duke Castle, Principal, The Castle Group

**WEEK #9 May 25** Living Building: What is it and how does it go beyond LEED platinum?

Speaker #1: Dennis Wilde, Principal, Gerding Edlen

Speaker #2: Alan Scott, Principal, Green Building Services, Inc.

**Reports due in Class. Please bring two copies.**

**WEEK #10 June 1** Urban Renewal in Portland: Future of urban renewal, disintegration of the downtown core and what is the future of PDC; Wrap up and class evaluations

Speaker #1: Charles Wilhoite, PDC Commissioner

Speaker #2: Randy Gragg, Editor, Portland Spaces

## Class Grading:

Attendance: 15%

Project Proposal: 5%

Papers: 40%

Project Presentation: 40%

## Class Requirements:

All students must attend all class sessions. Attendance is worth **15%** of the class grade. Coursework must be completed in a timely fashion. **NO LATE WORK WILL BE ACCEPTED.**

## Project Presentation:

On Week 9 students will give a **five minute** PowerPoint presentation (**six slides maximum**) and submit a three to four-page report (**12 pt font, double spaced**) to the PSU Graduate Assistant.

The report and presentation will examine urban renewal in areas outside of the City of Portland. Students should choose one specific project or urban renewal area outside of Portland that is of interest to them.

Suggestions:

- Bend, Oregon
- Downtown San Diego, California
- Austin, Texas
- Phoenix, Arizona

The purpose of this project is to synthesize information provided in the course and compare it to urban renewal in a different context. Students should at a minimum address the following points:

- Urban/Community Renewal Agency (structure, staff, etc.)
- Implementation Tools and Policies (i.e., public participation/outreach, regulations, incentives, etc)
- Financing Tools and Mechanisms (TIF, tax credits, etc.)
- Major Targets/Goals of URA (i.e., jobs, housing, environmental, historic preservation, etc)
- Key Stakeholders/Champions

The report should highlight and summarize all of these points, with a conclusion that compares points with what you have learned about urban renewal in Portland. **Two to four cited sources are required**, including the primary plan (usually available via the web) and then one to three supplementary articles. Phone or e-mail interviews also encouraged.

In order to best meet time and page limits, students should focus on critically analyzing the project or URA, rather than giving a report. The most effective method is to incorporate the bulleted points into a critical discussion, rather than listing them or providing exhaustive detail.

Here are some simple hints for writing an “A” paper:

- Give yourself time to edit. Even the most professional of writers write and re-write. This will also allow you time to submit a rough draft for feedback.
- Use your introduction/first paragraph as an attention grabber, as well as a road map to the rest of your paper. A clear, concise thesis will make it easier for the audience to grasp the point of your paper.
- Papers can be thought of as an hourglass. Start broad, narrowing the focus at the end of the first paragraph to your specific thesis. Conclusion works in reverse. Just like an hourglass, the bulk of the paper should be short and to the point. Try to stick to one main idea per paragraph. Use sentences to support that main idea.
- Every paragraph should function like a mini-essay (ie hourglass structure).
- When all else fails, ask for help!