

Investing in Portland's Future

PDC

PORTLAND DEVELOPMENT COMMISSION

Public Participation Plan
Heritage Building Project

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Consultant Team: Elaine Cogan – Cogan Owens Cogan

Public Affairs Staff:

Christine Egan – Public Participation Coordinator

Toni Severe Marcelin – Public Participation Staff

Heritage Building Project

Project Description and Background

The Heritage Building Project, also known as the Weimer Building Project, includes the full renovation and reuse of the existing building. Redevelopment would separate uses within the two side-by-side structures and add two stories to the north structure. The building will include a number of small tenants with a mix of retail, office and production uses that are compatible and complementary to the surrounding neighborhood. Restaurant and copy center uses are envisioned for MLK frontage. Office uses are envisioned on the upper floors.

Three proposals were received on September 5, 2001. An RFP selection committee made a recommendation to the PDC Board of Commissioners to select a development team in October, 2001. PDC formally began negotiations with Heritage Building LLC, formerly known as Portland Heritage Development Associates, in October 2001.

“The Heritage Building LLC,” is composed entirely of long-time NE Portland residents and small, local developers. The principal partners are Eric Wentland and Jeana Woolley, with participation from Steven Foust, Dennis Hadley, Barry Pappenheim, and Howard Loucks.

Project Outcome:

- Mixed-use building with multiple tenant, retail, office and production uses that support the surrounding community and are compatible with existing uses.
- New job creator for the community.
- Provides long-term ownership to local development team partners, in addition to opportunities for tenant ownership.
- “LEED Silver” rating or higher for renovation and new construction.
- Site improvements for the 15,000 square foot parking area to the east of the building.
- Twenty percent or higher minority-owned, woman-owned, and emerging small businesses in contracting.

Project Location – Geographical Area:


Project is located at 3934 NE Martin Luther King Jr. Boulevard and is within the Oregon Convention Center Urban Renewal Area. It is located in the King Neighborhood, District 4.

Assess Level of Public Concern or Interest

Assessment Questions	Very low (1)	Low (2)	Moderate (3)	High (4)	Very High (4)
1. What is the probable level of difficulty in solving the problem or advancing the project?			X		
2. What is the level of existing controversy, conflict or concern on this or related issues?		X			
3. How significant are the potential impacts to the public?		X			
4. How much do the major stakeholders care about this issue?			X		
5. What degree of involvement does the public appear to desire?	X				
6. What is the potential for public impact on the potential decision or project?	X				
7. How significant are the possible benefits of involving the public?		X			
8. How serious are the potential ramifications of NOT involving the public?	X				
9. What levels of public participation does the Commission and/or directors desire or expect?		X			
10. What is the possibility that the media will become interested?				X	
Count number of checks in each column	3	4	2	1	
Multiply number of checks by the weight	X1	X2	X3	X4	X5
Enter column score	3	8	6	4	
Add total of all five columns	21				
Divide total score by number of questions	21/10 = 2.1				
Average score (Desired Level of Public Participation Spectrum)	*2.1 = Inform				

Level of Public Participation

Average Score of Public Interest or Concern: 2.1

Increasing Level of Public Participation 			
Inform (1-2)	Solicit Input / Consult (2-3)	Involve (3-4)	Collaborate (4-5)
<u>One-way communication</u> between PDC and the public to provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	Seek public feedback on a proposal, analysis or alternatives. Requires a response from the public, but limited opportunity for public dialogue.	Work directly with the public throughout the process to ensure that issues and concerns are consistently understood and considered. Includes elements of public information and outreach, but adds a third dimension of <u>two-way communication</u> .	To collaborate with the public on some or all aspects of the decision including the development of alternatives and the identification of the preferred solution.
Promise to the Public			
We will keep stakeholders informed	We will keep stakeholders informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with stakeholders to ensure that their concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to stakeholders for direct advice and innovation in formulating solutions and incorporate their advice and recommendations into the decisions to the maximum extent possible.
Example of Tools to use			
<ul style="list-style-type: none"> ✓ Fact sheets ✓ Press Releases ✓ Web site 	<ul style="list-style-type: none"> ✓ Public Meetings ✓ Comment Cards ✓ Surveys 	<ul style="list-style-type: none"> ✓ Workshops ✓ Design Charrettes ✓ Citizen Advisory Committees 	<ul style="list-style-type: none"> ✓ Working Group ✓ Joint Venture

Identify Public Participation Goals, Stakeholders, Tools and Timeline

Level of Participation	Public Information	
Promise to the Public	We will keep stakeholders informed.	
PP Goal	<i>Keep Stakeholders informed and maintain their support for the project</i>	
Tool	<ol style="list-style-type: none"> 1. Fremont/ MLK Vision Committee <ul style="list-style-type: none"> - Email update every 2 months 2. MLK Advisory Communication updates <ul style="list-style-type: none"> - Email and quarterly meetings 3. Oregon Convention Center Urban Renewal Advisory Committee (OCCURAC) <ul style="list-style-type: none"> - Budget process review - Project updates as requested at quarterly meetings - <p>Other Stakeholders to consider:</p> <ol style="list-style-type: none"> 1. King Neighborhood Association 	
Stakeholders	Heritage Building Dev. LLC Fremont/MLK Vision Committee MLK Advisory Committee OCCURAC	
Timeline/Tasks	Bi-Monthly	Fremont – MLK Vision Committee – email updates
	Quarterly	MLK Advisory Committee - Project updates at Quarterly meetings and via email updates.
	Upon Request	OCC URAC Project Updates at OCCURAC meetings, as needed, and via email updates.
Media /Outreach	When financing package is finalized	
Budget / Resources	OCCURAC voted to increase urban renewal loan from \$1 million to \$2 million at URAC February meeting (FY 04/05 and FY 05/06). URAC chairman Mike Warwick and URAC member Pauline Bradford will be consulted regarding request for additional \$250,000 (FY 04/05)	
Information needed	<ul style="list-style-type: none"> • Site Map Budget Summary for OCCURA	
Evaluation	Not applicable	
Commission Role	Approve final PDC Budget FY 05/06	
Assigned Staff	<ul style="list-style-type: none"> • Estee Segal • Michael McElwee 	

Level of Participation	Public Consultation	
Promise to the Public	We will keep stakeholders informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	
PP Goal	<i>Consult with Stakeholders regarding proposed OCCURA Budget modifications for FY 04/05 and FY 05/06 to support Heritage Building redevelopment project</i>	
Tool	Meet with identified stakeholders regarding proposed budget modifications	
Stakeholders	<ul style="list-style-type: none"> Pauline Bradford, OCCURAC Member (Pedestrian way-finding project for Russell street)*Mike Warwick, OCCURAC Chairman (modifications to OCCURAC budget, and recommendation regarding other stakeholders to consult)Fremont/MLK Vision Committee, inform them regarding budget modification and approval process. 	
Timeline/Tasks	March 24	Estee meets with Michael McElwee, URA manager, regarding proposed public participation plan/consultation strategy.
	Prior to April 13	Estee contacts Pauline Bradford regarding budget modification request and potential impact on proposed Russell Street pedestrian way-finding project.
	Prior to April 13	Estee contacts Mike Warwick about the \$250K funds needed for the project and the proposed solution
	Prior to April 13	Estee emails and meets with MLK Vison Committee to explain the funding solution that will be proposed at the April 13 Commission Meeting
Media	Not applicable	
Budget / Resources	Consultation with URAC chairman and member (Pauline Bradford) regarding budget proposal and modification.	
Information needed	OCCURA Proposed Budgets for FY 04/05 and FY 05/06	
Evaluation	Not applicable	
Commission Role	April 13	Commission Meeting to approve project budget Commission meeting to approve OCCURAC and PDC Budget FY 05/06
Assigned Staff	<ul style="list-style-type: none"> Estee Segal Michael McElwee 	