

PIEDMONT PLACE PHASE II

PUBLIC PARTICIPATION PLAN

Investing in Portland's Future

PDC

PORTLAND DEVELOPMENT COMMISSION

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PDC Project Team - Karl Dinkelspiel, *Project Manager*, and Ryan Moore, Heather Hansen,
Michaels Prothe, Sloan Schang, Olivia Rebenal, John Matchiner, Nancy Edminston
John Warner, Dave Obern, and Nancy Edmiston

PDC Public Participation Coordinator - Julie Rawls

Introduction

The public participation plan provides a guide for the Piedmont Place II project team. The team will use this plan to inform and invite members of the community and project stakeholders to participate in the successful implementation of this project.

This plan was developed following the PDC Draft Public Participation Manual (July 2005) and in cooperation with the PDC project manager and project team to document public participation goals, tools and timeline. This planning process will help to ensure that the project meets the needs and expectations of the broader community.

Step #1: Project description

Background

Piedmont Place Phase II (Phase II) will create a vibrant node of activity at an important intersection on NE Martin Luther King Jr. Blvd. The Portland Development Commission (PDC) purchased the land in 2002 and 2004 in keeping with Portland's Albina Community Plan (ACP), and the MLK Boulevard Development Opportunities Strategy. Work on the ACP began in the summer of 1989. Following four years of community input and Planning Commission and City Council deliberation, the Plan was adopted in September 1993. Updated Action Charts to the plan were adopted in October 2000. Since its original passage, the ACP has been a guide for growth in a large swath of north and northeast Portland. A key Plan concept, is the revitalization of NE Martin Luther King Jr. Boulevard. The plan targets MLK as a "main street, mixed use corridor", intended to be the home for "new mixed use projects" and "strong commercial nodes." The plan also supports housing in general, including, mixed income developments and affordable units.

The 1993 MLK Boulevard Development Opportunities Strategy (DOS), among other things, presents a series of case studies depicting development scenarios for specific parcels along MLK. The study coincided not only with the completion of the ACP, but also with City Council's adoption of an extension of the Oregon Convention Center Urban Renewal Area (OCCURA) from NE Fremont Street to NE Portland Boulevard. Extension of the URA acknowledged the importance of promoting redevelopment on the northern stretches of MLK. In keeping with this, the DOS chose to study a total of eight sites north of Fremont, including the Piedmont Place site, at the southwest corner of NE MLK and NE Portland Boulevard. A medium-density housing development was envisioned at the site, in the existing R1 zone. Two story townhouses were recommended on Garfield Street and Highland Avenue with three story townhouses on the two boulevards. A total of 60-65 units were envisioned.

Simultaneous to work on the DOS, the city upzoned the site (October 1993) to Mixed Commercial (CM), permitting more intense development than was allowed prior to the DOS study period. Beginning in early 2001, in conjunction with development planning for Phase I (now called Probasco Estates), PDC began an extensive design and public

involvement process. PDC hired SERA Architects to help facilitate public visioning. After a series of public meetings and design discussions held January through August 2001, a concept emerged, one that was significantly different from that depicted in the MLK Development Opportunity Strategy. The rowhouses fronting NE Garfield remained, but along NE MLK the consensus was for higher bulk and density. The vision process produced a concept that included two separate four-story mixed-use buildings fronting MLK. The buildings would have ground floor commercial, with residential affordable and market rate, rental and condominium units on the upper floors. Also included in the concept, in the space between the two buildings, was a public community space, possibly a home for a farmers market. As of the date of this Plan, five of the fifteen townhomes in Phase I are complete. The Phase II site is prepared and ready for redevelopment.

PDC intends to draft and issue a “Request for Proposals” (RFP) in fall/winter of 2005 for the redevelopment of the currently vacant 30,000 square foot site. The property is within the Oregon Convention Center Urban Renewal Area (OCCURA).

With its high visibility location at the intersection of NE MLK and NE Portland Boulevard, the project is intended to act as an additional catalyst for the northern end of NE MLK Blvd. Phase I has already set a precedent, acting as transition from the higher density commercial zoning along MLK to the single family character of the historic Piedmont neighborhood to the west. Phase II has the potential to make the transition complete, providing retail and commercial opportunities on the ground floor, with residential units above. The developer selected under the RFP would enter into a Memorandum of Understanding for an exclusive negotiation period with PDC. Upon completion of a successful negotiation, PDC and the developer would enter into a legal binding agreement, outlining in detail the terms and conditions of the sale of the property, the development program and any financial assistance provided by PDC. The agreement would also identify the construction schedule and requirements.

Project Outcome

The principal outcome of this project will be the selection of a development team to redevelop PDC owned parcels at the southwest corner of NE MLK Blvd and NE Portland Blvd. A secondary outcome is the promotion of the recommendations presented in the Albina Community Plan, the MLK Boulevard Development Opportunities Strategy, and the Piedmont and Woodlawn Neighborhood Plans.

Budget and Funding

Piedmont Place Phase II is a tier #1 priority in PDC’s budget. Funding for the project is \$1.5M. In addition, a variety of other funding sources could be available depending on the structure of the project including: 1) multifamily housing tax abatements; 2) system development charge waivers; 3) economic development and job creation loans/grants.

Legal/Binding Policies and Plans

Plans

PDC-sponsored plans

1. MLK Boulevard Development Opportunity Strategy
2. Oregon Convention Center Urban Renewal Area Plan

City of Portland-sponsored plans

1. Albina Community Plan and updates
2. Piedmont Neighborhood Plan
3. Woodlawn Neighborhood Plan

Policies

1. Prevailing wage requirements
2. Leadership in Energy and Environmental Design (LEED) Green Building Rating System, LEED Silver
3. Minority, Women, and Emerging Small Business requirements (M/W/ESB)
4. PDC disposition process

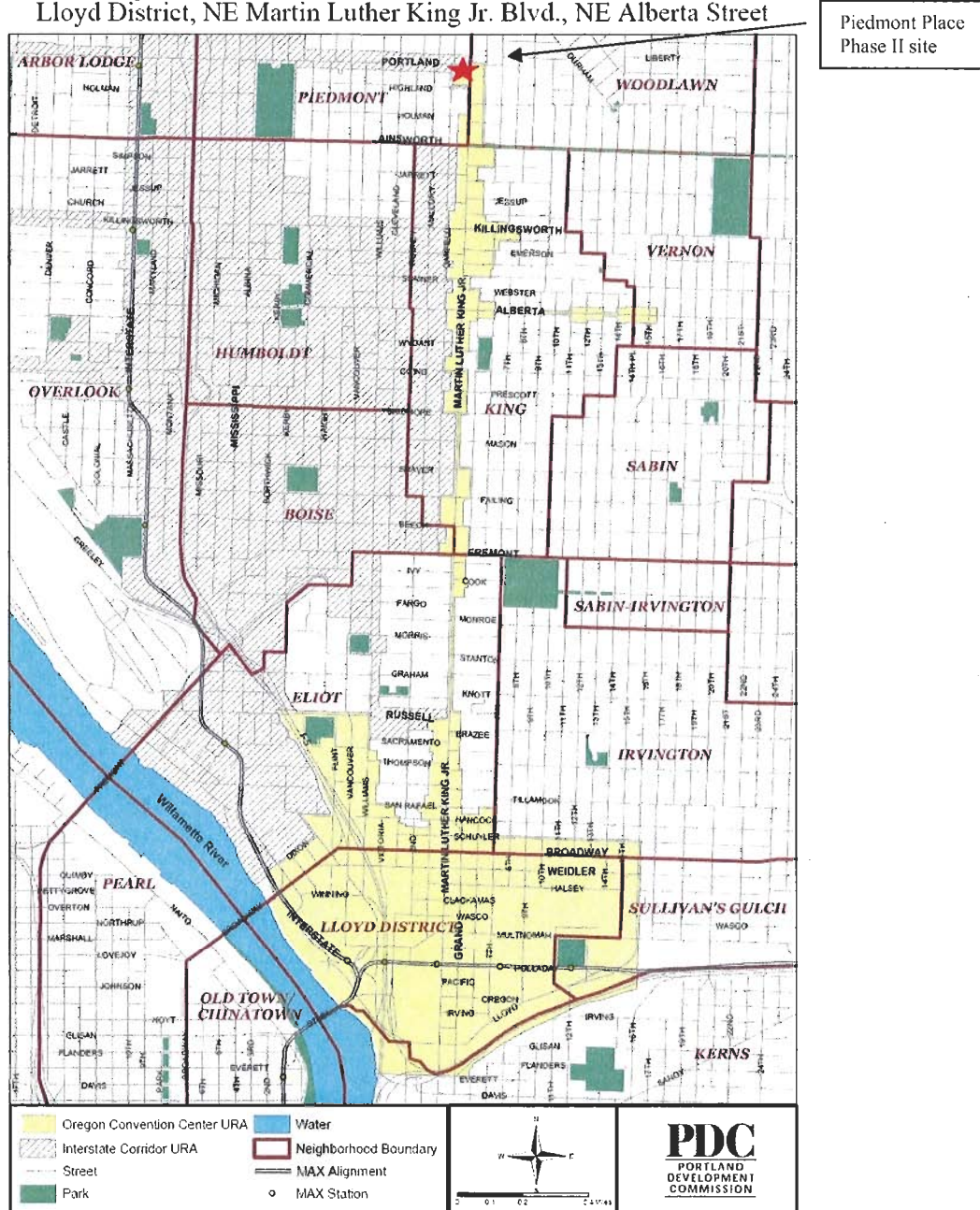
Planning and Decision Making Processes

Process Step	Date
Develop public participation plan; draft RFP written	September 2005
Convene Citizen Advisory Committee/Evaluation Committee (CAC)	October 2005
CAC reviews draft RFP	October 2005
Present draft RFP to neighborhood associations and other stakeholder groups	October 2005
Staff follows internal disposition process by consulting with PDC Investment Committee re: RFP	November 16, 2005
PDC issues and advertises RFP	November 2005
PDC hosts informational meeting with prospective bidders	November 2005
RFP deadline for submissions	January 6, 2006
PDC staff determines if proposals are responsive	January 2006
PDC notifies bidders regarding their responsiveness, identifies finalist proposers and conducts interviews, if needed.	January 2006
CAC reviews and evaluates proposals and interviews proposers if needed.	January 2006
With input from CAC, PDC staff recommends development team and forwards recommendation to Executive Director	February 2006
Board of Commissioners/Executive Director approves developer	March 2006
PDC hosts open house to introduce development team/project concept to public	April 2006

Geographic Area

The development will include the three PDC-owned parcels at the southwest corner of NE MLK Blvd. and NE Portland Blvd., currently addressed 6445, 6435 and 6341 NE MLK Blvd.

Oregon Convention Center Urban Renewal Area Lloyd District, NE Martin Luther King Jr. Blvd., NE Alberta Street



Previous Public Participation Activities

- Extensive public meetings, focus groups and design discussions sponsored by PDC and facilitated by SERA Architects, winter - summer 2001.
- Presentations on proposed Piedmont Place Phase I to Piedmont and Woodlawn Neighborhood Associations, spring 2002 – winter 2003.
- Project updates and initial Piedmont Place Phase II meetings with Piedmont and Woodlawn Neighborhood Associations, spring 2004.
- Created mailing list of all property owners within 1,000 ft. of the site. Notice of demolition activities mailed to the list July 2005.
- PDC staff has met individually with several key stakeholder groups over the past two years.

Internal and External Resources Needed

Among the existing resources to be tapped for this project are:

- Neighborhood association mailing lists.
- Neighborhood/URA plan documents.


Step #2: Assess Level of Public Concern or Interest

INTERNAL WORKSHEET: Assessment Worksheet

Assessment Questions	Very low (1)	Low (2)	Moderate (3)	High (4)	Very High (5)
1. What is the level of anticipated controversy, opportunity, conflict or concern on this or related issues?			X		
2. How significant are the potential impacts to the public?		X			
3. How much do the major stakeholders care about this issue?			X		
4. What degree of involvement does the public appear to desire?			X		
5. What is the potential for public impact on the potential decision or project?				X	
6. How significant are the possible benefits of involving the public?			X		
7. How serious are the potential ramifications of NOT involving the public?				X	
8. What levels of public participation does the Commission and/or directors desire or expect?			X		
9. What is the possibility that the media will become interested?		X			
10. What is the probable level of difficulty in solving the problems or advancing the project?			X		
Count number of checks in each column		2	6	2	
Multiply number of checks by the weight	X1	X 2	X3	X4	X5
Enter column score		4	18	8	
Add total of all five columns	30				
Divide total score by number of questions	30/10				
Average score -(Desired Level of Public Participation Spectrum)	*3.0 = Involve				

Step #3: Determine Level of Public Participation

Average score from assessment worksheet = 3.0

Increasing Level of Public Participation 			
Inform (1-1.9)	Solicit Input / Consult (2-2.9)	Involve (3-3.9)	Collaborate (4-4.9)
<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

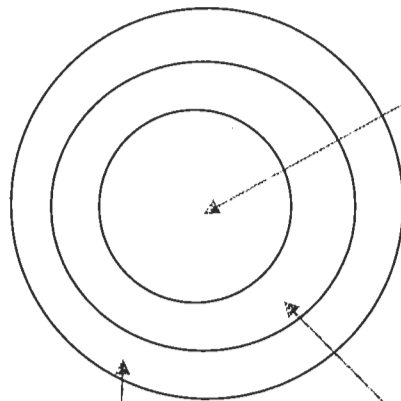
Step #4: Identify Public Participation Goals

The project team identified the following overarching goals and desired outcomes for the public participation process.

1. Involve the community in the RFP process so that stakeholders feel they have a meaningful role in the developer selection process. (Involve)
2. Incorporate and promote community values and aspirations identified during prior project planning efforts while providing opportunity for the expression of current interests. (Input)
3. Increase public understanding of the development process and where this project fits within the area's development plans. (Inform)
4. Build *community* to encourage ongoing public participation and the creation of a core group involved in the Piedmont Place Phase II Project over the long term. (Involve)
5. Inform and update interested parties about the developer selection process, criteria, and timeline. (Inform)

Step #5: Identify Stakeholders and Strategic Partners

The project team identified stakeholders under the following categories.



✓ **Stakeholders in the bull's eye** will be the audiences that PDC will communicate with most frequently and, if appropriate, seek input and involve in the RFP evaluation process. These stakeholder groups/representatives include: *Piedmont Neighborhood Association (PNA), Woodlawn Neighborhood Association (WNA), Neighbors in the immediate vicinity of the project, North/Northeast Economic Development Alliance (N/NE EDA), North/Northeast Business Development Association (NEBA), MLK Advisory Committee (MLK AC), Oregon Convention Center URAC (OCCURAC), PDC Commissioners.*

✓ The **second stakeholder category** includes other citizens active in the city's established neighborhoods and business associations and City bureau staff working in the area. PDC will invite some of these stakeholders to provide input and/or participate in the RFP evaluation process. These stakeholders include: *King Neighborhood Association, African American Alliance, Councilors Sten and Adams, Sabin CDC, PCRI, Portland Community Land Trust (PCLT), Bureau of Planning, Bureau of Housing & Community Development, and Portland Family of Funds.*

✓ The **third category of stakeholders** will extend to the North/Northeast community and *local taxing districts, school district, the Police Bureau and other interested parties such as possible vendors.*

✓ Finally, **the public-at-large** is an important stakeholder to keep informed about the project. The media, including radio, television and print, will be very useful in keeping the public informed. Below are outreach opportunities to provide public information and education about the project. *Media outlets include the Daily Journal of Commerce, Oregonian, Business Journal, AIA, Scanner, the Observer, Asian Reporter, El Hispanic News and Johns Sentinel.*

Step #6: Identify Public Participation Tools

The project team *brainstormed* various public participation tools to facilitate public information, input and involvement for this project. (Note: Public Participation Assessment = 3.0, *Involve*).

Tool	Description	Level of Participation
1. Citizen Advisory Committee (CAC)	PDC will convene and facilitate a citizen advisory committee to provide input to the RFP criteria, to review and comment on the draft RFP, to evaluate proposals and to recommend a developer to PDC staff. The committee composition and meeting schedule appear following this exhibit.	Involve
2. Factsheet	Project background factsheet to include information about the site, the history of the project, the surrounding neighborhood, relevant plans and policies, the public participation process, the eventual project design/program, and key project staff contact information.	Inform
3. Presentations	Attend Piedmont and Woodlawn Neighborhood Association meetings. Present RFP and solicit input. Sponsor breakfast for African American Alliance. Share RFP and solicit input. Other neighborhood/stakeholder group meetings as interest merits.	Inform and Input
4. Project Website	Create a website which will include project background/factsheet and an opportunity to contribute feedback.	Inform, input
5. Press releases	With PDC Public Affairs staff, develop a schedule of press releases to inform developers and the public about key events including: RFP issuance, meetings and developer selection/open house.	Inform
6. Mailings/articles	A mailing list for the project has already been created. It will be expanded as additional people express an interest in the project. Project updates and information on milestones will be mailed to this list. Among the anticipated mailings are: invitations to the neighborhood association meetings to discuss the draft RFP, invitation to open house after developer selection and listing of when project goes before PDC Board for public input. Articles for neighborhood newsletters will supplement mailings with regular project updates.	Inform
7. Open House	Invite target stakeholders identified in Step 5 and conduct an Open House with selected project developer.	Inform

Piedmont Place II Citizens Advisory Committee (CAC):
Who, What, When

Purpose	The CAC will have a consultative role to the RFP evaluation process providing input to the evaluation criteria and developer selection. The CAC may also assist with outreach to key stakeholder groups. The CAC's insights and recommendations will contribute valuable perspective to the developer selection process. PDC will strongly consider CAC recommendations in its deliberations. However, final decision making authority necessarily rests with PDC.
Composition	<p>The nine member committee will strive for a male/female balance and strong minority participation, with a goal to include three African American and one Latino committee member. Each member will represent one or more of the following organizations, roles or areas of expertise:</p> <ul style="list-style-type: none"> • Piedmont and Woodlawn Neighborhood Associations • Probasco Estates (Piedmont Place Phase I) • MLK Advisory Committee • At-large area residents • Business • Development • Finance/Banking • Design • Real Estate
<i>Draft Meeting Schedule</i>	<p><u>September 05</u> - Project background, orientation, CAC roles and responsibilities. Share Albina Community Plan and MLK Strategy, PDC development process and project framework.</p> <p><u>October 05</u> – Review comments on RFP</p> <p><u>Late October 05</u> – meet with neighborhood and other stakeholder groups on project criteria part of RFP</p> <p><u>November 05</u> – Review final RFP</p> <p><u>January 06</u> – Review and Evaluate Proposals</p>

Step #7 and #8: Project Schedule, Staff Roles and Responsibilities

Timeline	Tool	Goal					Level of Participation			Stakeholder Group	Responsible Party		
		1	2	3	4	5	Inform	Input	Involve		External	Internal	
August/September 2005	Piedmont Place Phase II Public Participation Plan											Marketek, Inc. Note: no project goals are achieved in this step, but it is required to make this whole process possible.	PDC Project Team Public Affairs Department
September 2005/ <i>Ongoing</i>	Citizen Advisory Committee	✓	✓	✓	✓	✓	✓	✓	✓	Neighborhood Associations, business community, residents			PDC Project Team, Karl Dinkelspiel
September/October 2005/ <i>Ongoing</i>	Project Website & Factsheet	✓	✓	✓			✓	✓		All			Public Affairs Department, Karl Dinkelspiel
October 2005	Presentations	✓	✓	✓			✓	✓	✓	Piedmont and Woodlawn Neighborhood Associations and other community groups			Karl Dinkelspiel, Selected Project Team members

Step #9: Gather and Disseminate Public Input and Results

To assure that public input is given proper consideration and utilized effectively, the team will follow these methods to disseminate the information.

Tool	Input Received	Dissemination	Responsible Party
<p>Citizen Advisory Committee</p>	<ul style="list-style-type: none"> ▪ Two-way dialogue ▪ Meetings ▪ Phone calls ▪ Email messages 	<ol style="list-style-type: none"> 1. Email meeting notices and agendas 2. Provide copy of draft RFP, RFP criteria, proposals, evaluation forms 3. Provide written minutes summarizing meetings 4. Acknowledge incoming emails and voicemail within one business day. 	<p>Karl Dinkelspiel: Project Manager, Public Affairs Staff</p>
<p>Project Website</p>	<ul style="list-style-type: none"> ▪ Email messages ▪ Phone calls ▪ Written letters 	<ol style="list-style-type: none"> 1. Acknowledge incoming emails and voicemail within three business days. 2. Summarize public comments received in a monthly summary, distribute as appropriate. 3. Create and distribute project Fact Sheet (updated weekly or as needed) 4. Report to PDC Leadership - ongoing 	<p>Project Manager, Public Affairs</p>
<p>Presentations</p>	<ul style="list-style-type: none"> ▪ Two-way dialogue ▪ Phone calls ▪ Email messages 	<ol style="list-style-type: none"> 1. Provide project factsheet, PDC staff and CAC contact information 2. Provide written summary of comments and input following presentations 3. Acknowledge incoming emails and voicemail from meeting attendees/NA reps within two business days 	<p>Project Manager, Public Affairs</p>

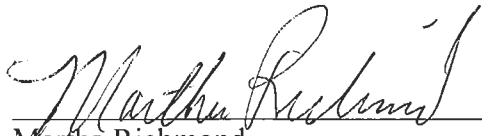
Media Outreach	<ul style="list-style-type: none"> ▪ Phone calls ▪ Public Inquiries ▪ Media inquiries 	<ol style="list-style-type: none"> 1. Return call and document conversation 2. Post to website 3. Report to Public Affairs 4. Commission Report 5. Manager Report 6. Send any clippings to CAC 	Project Manager, Public Affairs
Open House	<ul style="list-style-type: none"> ▪ Comment Cards ▪ Question & Answer ▪ Workstation Discussion 	<ol style="list-style-type: none"> 1. Add to Project FAQ (weekly) 2. Project Fact Sheet (updated weekly or as needed) 3. PDC Leadership reports – ongoing 4. Summarize public comments and distribute as appropriate 	Project Manager, Public Affairs

Step #10: Evaluate Effectiveness of Public Participation Plan and Activities

Evaluation Tasks			
What to Evaluate	When	Who	Evaluation Tool
Citizen Advisory Committee	3/15/06 After CAC tasks have concluded	Project Team w/ PDC public participation staff	Informal Feedback (<i>ongoing</i>); Evaluation Form sent to each CAC member; Written Summary
Stakeholder Outreach: N.A. meetings	3/15/06 After solicitation process is completed	Project Team w/PDC public participation staff	Informal Feedback (<i>ongoing</i>); Stakeholder Interviews
Open House	4/06 at and following Open House	Project Team w/PDC public participation staff	Meeting Evaluation Comment Card/Form; Internal Evaluation Form; Staff Debrief
Media Outreach & Publicity	3/15/06 After solicitation process is completed	Project Team w/PDC public participation staff	Project Team Debriefing Meeting; Written Documentation
Public Participation Tools: Factsheet, Website, etc.	3/15/06 After solicitation process is completed	Project Team w/PDC public participation staff	Project Team Debriefing Meeting; Written Documentation

PEIDMONT PLACE PHASE II PUBLIC PARTICIPATION PLAN

APPROVAL:

 Date 9/25/05
Martha Richmond
Public Affairs Director
Portland Development Commission

CONCURRENCE:

 Date 9/24/05
Bruce A. Warner
Executive Director
Portland Development Commission