

BURNSIDE BRIDGEHEAD CITIZENS ADVISORY COMMITTEE
Committee Meeting
April 21, 2009
Session Notes

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**BBHCAC Members in Attendance:** Lynne Coward, Frank DuFay, Tim Holmes (Chair) , Geraldene Moyle (PDC Project Manager), Bruce Murray, Chuck Willis, Bob Wentworth, Michael Whitmore.

**PDC Staff in Attendance:** Joleen Jensen-Clausen; Trang Lam; Jennifer Nolfi; Kia Selley.

**Others in Attendance:** Pete Eggspuehler, Brad Malsin, Jonathan Malsin (Beam Development); Briana Meier, Becky Dann (*No Vacancy!*); Steve Russell; Billy Burlingham (Buckman Neighborhood Association and CAC alternate for Jim Andrews); Jeff Hamilton (AMAA); Share Gilbert;

**Facilitator:** Sue Dicile.

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The meeting convened at 3:05 pm.

PUBLIC COMMENT

There was no opening public comment.

ADMINISTRATION

Review of February 17, 2009 Meeting Notes

- The notes were adopted without revision.

PROJECT AND PROGRAM UPDATE

Kia Selley introduced Geraldene Moyle as the new project manager for the Burnside Bridgehead project. Kia discussed her reassignment and noted that her new duties include managing the Lloyd District and Rose Quarter in addition to the Central Eastside. She will remain engaged with the Burnside Bridgehead project, but Geraldene will now be the project manager and the CAC's day-to-day contact for project information. It was also noted that Trang Lam has been assigned additional responsibilities, and therefore facilitator Sue Dicile will be the CAC's day-to-day contact for any CAC process issues.

The facilitator requested that CAC members that have alternates provide updated info, i.e. the name and contact information for the alternate.

INTERIM SITE USES

Trang Lam, PDC, provided the update. Highlights included:

BMX Bikes – Kids Pump Facility: Portland Bureau of Transportation (PBOT) has expressed concern that interim BMX bike use at the Bridgehead site is unsafe during Burnside-Couch Couplet construction on Block 76. The use may be reconsidered post-construction. Meanwhile, alternative sites for BMX bike use are being explored.

Skateboard Park Expansion: PDC and Chuck Willis (Skatepark representative) are working to facilitate the temporary expansion, including establishing a small skatepark parking area. In response to a CAC question, it was noted that anything built under the interim use condition must be removable, i.e. not permanent. Chuck Willis noted that a dirt pile that is currently on the site is there because of staging for construction in another area and will be removed.

Art Installation: CAC member Joni Hartmann has agreed to represent the CAC on the Regional Arts and Culture Commission (RACC) committee to select the art. It is anticipated that the art screens will be installed on Block 76 in July. CAC members expressed concerns about security issues relative to screened areas. Trang noted that the screens will be made of a transparent mesh that can be seen through close up, similar to those used at the construction site downtown behind Fox Tower.

Eastside Burnside-Couch Couplet: Specific staging areas and hours have not been determined. The process is on schedule with start of construction slated for July. The first phase of the project will start on Couch, with the goals of transition onto the bridge constructed by Thanksgiving, and a working couplet by the latter part of December.

No Vacancy!: Briana Meier and Becky Dann attended the meeting to talk about the project and announce an event scheduled for the following evening. *No Vacancy!* is a project of Locuslab, a group of PSU graduate students in the urban and regional planning graduate program. Locuslab is working with the Central Eastside Industrial Council to investigate the potential to enliven the district by activating vacant spaces with temporary activities and development. The group sees the Burnside Bridgehead site as a case study opportunity. Trang Lam is helping the group draft a scope of work for the Bridgehead case study; and will get copies to the CAC before the next meeting.

Other: A CAC member asked to be kept updated on where the homeless programs being displaced from the Westside would be located. Kia Selley will email the CAC with an update.

OVERVIEW OF CONVENTION PLAZA BUILDING REUSE ANALYSIS

Geraldene Moyle, PDC, provided the overview. Highlights included:

- The evaluation was initiated the week of April 13th and is being conducted by SERA Architects, KPFF Consulting Engineers and Walsh Construction. The goals are to determine whether the building should be demolished, and if so, when demolition should take place. Aspects of the analysis include building architectural integrity, understanding potential for incorporation into site redevelopment, and estimated costs associated with long-term building improvements.
- It currently costs \$14,000 per month to maintain the vacant building in a safe and viable condition, much of which is due to heating so pipes do not burst and minimal cooling in the summer. A small amount of income is generated from AT&T and Verizon leases on portions of Block 69.
- Draft findings are anticipated in mid-May, and will be shared at the next CAC meeting.

BEAM DEVELOPMENT PRESENTATION

Pete Eggspuehler, Beam Development, provided a presentation about Beam's concepts for consideration in the redevelopment of the site. Highlights included:

- The role of Beam is as Strategic Advisor to PDC on the Framework Plan. PDC will lead the Framework Plan process with input from Beam and the CAC.
- The site has a history of low density use, and under current conditions is isolated and an obstacle to further CEID development.
- Future goals for the site could include:
 - Reduce isolation of the site and increase connections with adjacent districts.
 - Build innovative workspace that aligns with City job creation and recruitment efforts.
 - Create a mix of uses.
 - Provide an iconic symbol of Portland's commitment to and investment in sustainability, and a Portland gateway.
- A vision going forward could include:
 - Green sector and creative class job creation.
 - High density, transit-oriented development.
 - Living (green) buildings.
 - True mixed-use to promote 24/7 activity.
 - Maximized connections potential, i.e. to the river, freeway, neighborhoods, downtown, public transportation and sustainability "hot spots".
 - The site as a "node" of sustainability.
 - A focus beyond the "triple bottom line", to a complete resource-lifecycle focus.
- Building types may include:
 - Creative and flexible workspace.
 - Space that can be repurposed.
 - Live-work and workforce housing.
 - Retail and entertainment.
 - Parking, but with a de-emphasis on the automobile.
- Housing concepts may include:
 - Mid-market workforce housing.
 - Co-housing.
 - Live/work space.
 - Intentional communities.
- Next steps for Beam will be to be PDC's strategic advisor in developing the Framework Plan and to continue community outreach and marketing efforts to potential tenants.

Brad Malsin made remarks. Highlights included:

- The team approach between PDC, Beam and the CAC is key.
- The current economy is a major challenge but the planning for the project will look to the future.
- The timing may be a positive, as coming out of this recession there may be increased interest in starting small businesses. Providing cost-effective space will be key to accommodating that interest and is a major challenge of the Bridgehead project.
- Part of the vision is harnessing Portland's potential and telling a compelling story.
- It is not the objective to compete with districts such as the Pearl with market-rate housing, but to be a complement.
- The CAC's role on the team is to provide honest feedback on "Are we heading in the right direction?", and to provide support.

FRAMEWORK PLAN PROCESS OVERVIEW

Geraldene Moyle provided the overview.

Geraldene noted that the Framework Plan will provide guidelines for redevelopment of the site, capture public aspirations for the site, and outline challenges, opportunities and constraints. She also noted that the Framework Plan will provide principles to guide future development but will not be prescriptive.

Examples of Framework Plans developed for other districts were circulated as examples of the type of final documents expected with this process.

The following timeline for the process was outlined:

- May: Draft scope of work for the Framework Plan RFP.
 - The CAC will appoint a representative to the consultant selection panel.
- June: Issue RFP, select consultant.
- The plan is anticipated to be completed over the course of one year. CAC involvement is anticipated.

The CAC asked questions about other participants in the Framework planning process. It was noted that the range of consultants needed for the Framework Plan and related steps will include architectural, engineering, planning, landscaping, marketing and media. In response to questions about the role of Beam Development it was noted that Beam will participate as Strategic Advisor as designated in the Memorandum of Understanding (MOU); and that the MOU allows Beam the ability to earn development rights of at least 20% of the project.

The facilitator agreed to review documentation of past CAC discussion to highlight CAC perspective on project vision and objectives. CAC members requested a copy of the Beam presentation slides.

PUBLIC COMMENT

There was no closing public comment.

UPCOMING DATES

The next CAC meeting is scheduled for Tuesday, May 19, from 3:00 – 5:00pm.

PRIMARY OUTCOMES OF THIS MEETING:

- This meeting was informational. No CAC actions were taken.

The meeting adjourned at 5:00 pm.

Handouts distributed at this meeting:

- No Vacancy flyers for a networking event for Central Eastside Industrial District businesses and members of the Central Eastside Arts District and interested parties in temporary space throughout Portland on May 22nd.

Respectfully submitted by facilitator Sue Dicile

If you have comments about the notes from this meeting please direct them to the facilitator at 503-287-9345 or: sue@suediciplegroup.com