

BURNSIDE BRIDGEHEAD CITIZENS ADVISORY COMMITTEE
Committee Meeting
October 20, 2009
Session Notes

In Attendance:

BBHCAC Members: Jim Andrews, Matthew Arnold, Norman Chusid, Frank Dufay, Joni Hartmann, Tim Holmes (Chair), Rick Michaelson; Geraldene Moyle (PDC Project Manager), Bruce Murray, Bob Wentworth, Chuck Willis

PDC and Development Team Members: Joleen Jensen-Classen, Trang Lam, Steven Shain, Keith Witlosky (PDC); Pete Eggspuehler, Brad Malsin, Jonathan Malsin (Beam Development).

Framework Plan Consultant Team Members: Jeff Caudill (Green Building Services); Jeff Reaves (Group Mackenzie), Carrie Schilling, Bill Neburka (Works partnership Architecture); Jerry Johnson (Johnson Reid); Kurt Lango (Lango Hanson); Peter Finley-Fry; Will Bruder (Will Bruder and partners);

Winter Weather Warming Project Representatives: Jennifer Areng (Portland Housing Bureau); Stacy Borke, Ferm Elledge, Susy Trang (Transition Projects); Daniel Ledezma (Office of Commissioner Fish);

Others: Chris Armes (Portland Transportation Bureau); Lee Perlman (freelance writer); Sue Dicile (Facilitator).

The meeting convened at 3:00 pm.

PUBLIC COMMENT: There was no opening public comment.

ADMINISTRATION

Review of the June 16, 2009 Meeting Notes: The notes were adopted as submitted.

Introductions: Steve Shain of PDC was introduced.

GENERAL BUSINESS ISSUES UPDATE

Formerly-Proposed Interim Site Uses

Art Screens: CAC member Joni Hartmann reported that an artist team has been selected. The team, named "Lodge" are arts and fine furniture makers that proposed screens that artistically and functionally fit the site and are moveable, potentially become a permanent feature of the BBH development. Team members have studios in the Central Eastside. After finalizing their proposal, they'll begin the first phase of the fencing. Objects developed for the later phase will be more sculptural.

Skate Park Expansion: PDC BBH Project Manager Geraldene Moyle noted that there are no new developments on Skatepark expansions. The Mayor's Office and BES are still looking at the site as an interim skate park location but more planning on the site is needed.

Eastside Burnside-Couch Couplet Staging

Construction activities being staged at the site include Couplet, BES sewer infrastructure, and Streetcar.

New Interim Site Use Proposal

Convention Plaza Building listing a potential site for a Winter Weather Warming facility

Susy Trang and Stacy Borke made a presentation on behalf of Transition Projects. Highlights included:

- Background: 1600 people are "on the street" every night in Portland. The City, in partnership with Transition Projects, first funded Winter Weather Warming Centers (WWC) in 2007. The Rose Quarter was the first WWC in 2007; the Mead Building at SW 5th and Washington was the WWC in 2008. Warming Centers are interim options for people waiting to get into more permanent transitional shelter.
- 2009 Site Selection: Over 36 sites were evaluated based on appropriate size, accessibility to the downtown check-in center at NW 5th and Glisan, transportation availability, plumbing, availability of the facility. Convention Plaza was the highest ranked building.
- WWC's are open from November 2nd through March 31st, from 8pm – 7am. Staff are on-site from 7:30pm – 7:30am. No in-and-out privileges are allowed. Most guests leave in the early morning.
- Guests access intake at NW 5th and Glisan at 7pm and then will be directed to Convention Plaza. Transition Projects is working with Tri-Met to find transportation back and forth from the intake center and Convention Plaza.
- There will be nightly patrols working with Portland Clean and Safe to address cleanliness and orderliness issues of queuing. Portland Police Bureau will also provide some support.

In response to CAC questions the presenters noted:

- Sobriety is not required, but guests are required to be able to maintain in a group setting. No drugs or alcohol is allowed. In the event a guest has to be asked to leave they will be escorted. Pets are not allowed.
- A Temporary Use Agreement is being finalized with PDC, primarily relating to facility (interior and exterior) maintenance standards and responsibilities, hours of use, and liability. Rent on the facility is still being worked out based on the upgrades PDC will have to make. The agreement will specify use of the 3rd floor only. The agreement will be finalized before the CAC meets again.
- Convention Plaza will not be a family WWC. There is another WWC for families.
- The experience of past property owners and the Police Bureau has shown that security issues and neighborhood impacts have been minimal.

PDC noted that the WWC would not be a barrier to site marketing because that activity will be suspended while the Framework Plan is being developed.

CAC members agreed that a facility such as a WWC is important but disagreed that URAC funds should be used to pay for it. A member stated, and others agreed, that the City appears to be “dumping costs on others.” Suggestions made by CAC members included:

- Make sure the grounds are kept clean and free of litter.
- Secure the area at 3rd Avenue under the bridge, which already is a congregation point requiring frequent clean-up.
- Conduct positive outreach and communication with the community.
- Provide a means for those in the local community to report problems.
- Insure adequate safety precautions for both guests and community members.

FRAMEWORK PLAN

Geraldene Moyle, PDC BBH Project Manager, outlined the preliminary goals and objectives for the Framework Plan that were stated in the RFP:

- Iconic sustainability and affordability
- A mix of uses (commercial, employment, and residential) for a vibrant pedestrian environment
- Creation of quality jobs with business-supportive redevelopment
- Generation of significant future tax revenue
- Serve as a catalyst for other redevelopment efforts in CES
- Build on area uniqueness and character

CAC Chair Tim Holmes thanked the Consultant Selection Team. He noted there were several reasons that the Will Bruder team was selected, including the mission of that team, which is congruent with the CAC’s vision for the Burnside Bridgehead. Will Bruder introduced the consultant team members.

A slideshow was presented, with the purpose of stimulating ideas. Then a five-question exercise was conducted with the group. Slides from the presentation are available under separate cover. The results of the five questions exercise is attached to these meeting notes.

It was announced that on November 18th there will be a public meeting to gather input on the vision for the Burnside Bridgehead.

PRIMARY OUTCOMES OF THIS MEETING:

- CAC feedback to Portland Housing Bureau and Transition Projects on the Winter Warming Center to be located at Convention Plaza.
- Meeting of the Framework Plan Consultant Team and the CAC.
- CAC input on the BBH vision, through a “five questions” exercise.

The meeting adjourned at 5:00 pm.

Handouts distributed at this meeting:

- Burnside Bridgehead Framework Plan Key Dates and Materials

Respectfully submitted by facilitator Sue Dicile
Comments on the notes from this meeting can be directed to the facilitator at 503-287-9345 or sue@suediciplegroup.com

WILL BRUDER'S FIVE QUESTIONS: 10.20.09

The following are the responses to 5 questions posed to CAC members and participants by Will Bruder.

1. What makes this outside site such an important opportunity?

- Its location is at the heart of the city – the center of spokes.
- Spurs Eastside redevelopment. Push question for the public about the future of the CES as evolving “cultural” center.
- Location plus business size plus publically owned.
- Open market.
- It's available, it's accessible, and it's approachable.
- Catalyst for other redevelopment job creation.
- Location at the end of Burnside Bridge and a gateway of sorts to the East/ West side.
- Size, location, public ownership, proximity to downtown, surrounding neighborhood.
- It is the first real development of its kind in its area and shall be a standard for similar projects strive to meet.
- Gateway to several districts.
- Could be island or hub.
- This site is not only the portal for East and West but, North and South.
- It will complete the efforts started at Holman and B&O making a triangle of improvement.
- View of downtown/ connectivity to other icons; convention center/ Rose Garden/ Esplanade/ Burnside bridge.
- Connectivity to west side, bringing the city together bridging east and West divide.
- Large, near river, mostly vacant, and in center of city
- It is an important opportunity to be a catalyst to the entire central east side.
- Real jobs in central east side need to reinforce.
- Support creative people.
- The area needs a catalyst.

2. What program elements would you really like to see incorporated at the site?

- Would like to see an integrated sustainable community that takes advantage of the creative economy.
- Workforce housing and commercial uses that make sustainability affordable.
- High quality bike and pedestrian access and connectivity.
- Business (quality jobs) and 18 hours connectivity.
- Small parcels/ high density.
- Steps to the river.
- Roof top parking.
- Commercial space, open space/ plaza.
- Quality design and construction/ Use that integrates with what the CEIC is and what it can be.
- Affordable workspace/ Connections to the district/ Infrastructure or engineers.
- Tax generating uses take advantage with views of downtown and Eastside.
- Work- live area
- An area for gathering.
- World class sustainability.
- Transit ways into and through site in all directions for multiple modes – pedestrian, bike, and public.
- Community plaza – workforce housing – retail – industrial cluster. A large industry that attracts smaller companies i.e. Sound Studio.

- Take advantage of views.
- Work/ industrial.
- Cafes/ books/ restaurants/ gathering place.
- Mixed income housing.
- Jobs/ housing – proximity of people to jobs, all incomes.
- A live/ work space – Skate park integration.
- Easy access i.e. parking/ vibrant employment, day and evening.
- Accentuate/ make use of the grade changes.
- Build on the heritage of the skate park thru the site.
- Pedestrian oriented/ open layout.

3. What would be inappropriate use at the Bridgehead?

- Anything like market rate condos and shopping center kind of use.
- Uses that demand or require high volumes of auto traffic.
- Big box retail.
- Headquarter dominance.
- Regional retail – competition with other districts.
- Low density development project.
- Poor design that misses an opportunity to maximize the site-potential.
- Too much housing.
- 100% non tax generating use/ 100% non public space.
- Anything that does harm to the area businesses and its people.
- Low density.
- Non taxable.
- Retail that requires fast turn of trip i.e. McDonalds, adult industry.
- All market-rate housing.
- All Day-use.
- Parking inaccessible to rest of area.
- Unimaginative design – boring, dis-connected, uniform.
- Too much office space or too much low income space.
- Low income housing as a major element of the development.
- Too much slick retail.
- Clean and shiny office towers.
- Appropriate= functional/ gritty.
- Auto oriented in sea of parking on surface.

4. What question would you like asked at the public conversation?

- What do you most want to see that will identify the BBHD and Eastside community? – Prototypical development.
- How can uses/ Structures evolve over time to respect the changing nature of CES/ LoBo?
- What size public subsidy?
- If you could participate in the development or ownership, of a piece of the site – What would it be?
- Is the site the right site – Too big? Too small.
- What does sustainable development mean to you?
- How do we develop this site, please the most people, and make it financially viable and end up with a project that works?
- How do we best engage young people?

- How has site changed from 5 years ago?
- How the views of the C/E community, businesses and PDC/ Government be combined/ merged to produce an outstanding project that is the envy of others.
- What is the appropriate level of public involvement given the sites development goals and objectives?
- If money were not an issue what is your dream? What would you want to see when you took the in-laws to this site?
- What unique aspect or feature would be both a great fit for the site and a draw for the public?
- What appropriate activities would motivate you to go to the site?
- What type of renewable energy systems will be used?
- What do we need to do to make this project financially viable?
- How do you mix new/ affordable/ creative and stay in a budget?
- What should the project be oriented toward? i.e. retail, housing, and entertainment.

5. What is your vision for this site?

- Roar of people, traffic, supporting locally owned business, and family wage jobs.
- Transformational, evolutionary/ evolving, deep sustainability.
- An 18 hour site connecting East and West.
- Development, as example of organic growth – sustainable.
- A piece of pie.
- The core of the apple.
- Built!
- BH project is a successful result of community input/ good days.
- A place you wanna be.
- Do no harm.
- Visible, vibrant, connectivity and sustainability.
- This scenic site brings together work/ play/ and learning based ecology.
- Mix of uses, mix of demographics/ communities.
- Engaged, vibrant, and functional community.
- Welcome to the future.
- Vibrant mixed use development.
- Honest energetic creativity.
- Bold, attractive, and thoughtfully planned.

6. Other?

- The future is unwritten and should remain so. The framework plan, and the site itself, should establish guidelines and a skeleton upon which buildings/ landscapes/ uses can grow or evolve organically over time – Leading the cultural transformation of the district.
- Why such an important opportunity? We need to build on the job creation that has happened throughout the district.