

**BURNSIDE BRIDGEHEAD CITIZENS ADVISORY COMMITTEE**  
**Committee Meeting**  
**November 17, 2009**  
**Session Notes**

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**In Attendance:**

**BBHCAC Members:** Jim Andrews, Norman Chusid, Joni Hartmann, Tim Holmes (Chair), Rick Michaelson; Geraldene Moyle (PDC Project Manager), Bruce Murray, David Nemarnik, Michael Whitmore.

**PDC and Development Team Members:** Trang Lam (PDC); Brad Malsin, (Beam Development).

**Framework Plan Consultant Team Members:** Will Bruder; Carrie Schilling.

**Others:** Lee Perlman (freelance writer); Sue Dicile (Facilitator).  
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The meeting convened at 3:00 pm.

**PUBLIC COMMENT:** There was no opening public comment.

**ADMINISTRATION**

**Review of the October 20, 2009 Meeting Notes:** A revised set of notes were adopted as submitted.

**GENERAL BUSINESS ISSUES UPDATE**

**Formerly-Proposed Interim Site Uses**

Art Screens: Project Manager Trang Lam reported that the process was moving forward, with the more sculptural pieces intended for a longer term than the construction screening period

Convention Plaza Building Winter Weather Warming facility: Geraldene Moyle noted that CAC members had made suggestions, including use of PDC vans to transport Warming Center clients from the check-in location at NW Glisan to the warming facility at Convention Plaza; and adding lighting under the Burnside Bridge at 3<sup>rd</sup> Avenue. She noted that Transition Projects is making transportation arrangements between the Glisan facility and the Warming Center, and that PBOT is working with the couplet contractor, Nutter Construction, to increase the lighting on power poles adjacent to the bridge. She further noted that PDC is aware of no complaints about activity at or around the facility.

Concern was expressed about the City's consideration of tent camping within city limits and the potential consideration of the Central East Side and the Burnside Bridgehead site in particular as a tent camping location.

**FRAMEWORK PLAN**

Geraldene Moyle noted that PDC, with BEAM and the consultant team, has been conducting outreach to the Technical Advisory Committee (TAC), the CES URAC and the CEIC land use committee where "5 questions" exercises were conducted similar to the one conducted at the October Burnside Bridgehead CAC meeting. In addition, two focus groups were conducted with east and west side businesses.

Will Bruder noted that:

- There is now an accurate three-dimensional representation of the site.
- He accompanied TAC members on a site walk including access points at Sullivan's Gulch because of the interest in the connectivity potential of the BBH site.
- The Framework Plan team is working to weave together a map with potential connections and opportunities that look beyond the way the site has "always been looked at", using information, maps and graphics from multiple agencies.
- Several themes have emerged during the public outreach that speak to the opportunities and constraints of the site. These include response to the character of the site, i.e. the "grittiness" of the area and the range of opportunities afforded at the site; and the importance of developing the site in a phased, planned manner.
- Several key questions have emerged during the outreach. One is "What does "parking" mean for the area?" Another is "How green is "green"?" A third is "What does "catalytic" mean in the context of the Burnside Bridgehead site?"

Bruder noted that there are three potential models for the site:

- Minimal parking in light of bikes, Zip Cars, and public transportation.
- “Net zero loss” of parking.
- The site bears the burden of additional parking for the area.

He asked which model the CAC thinks is most appropriate.

Brad Malsin stated that parking is a critical issue and that if the project is burdened with solving area parking problems it will increase the difficulty of financing. He acknowledged that PDC has heard from the local community that a goal for the project is parking for both the site and the neighborhood. However he postulated that there is a need for leadership toward a non-car-centric culture.

CAC members contributed the following comments on the topic of parking:

- Parking will be lost to the Streetcar. Also permit parking and meters are under discussion and there is concern this could damage business parking. The optimal may be a balance of metered and non-monitored parking.
- An additional funding source should be sought to solve the parking problems of the surrounding area. It is not fair to burden the project with an area-wide problem.
- Parking capacity is need for area employees.
- The high level of vehicle traffic on MLK, Burnside and Grand could be good for retail at the site but the problem is where to put them. Perhaps a transit loop or shuttle could get people to and from the site/
- If it is a great place, people will go there. “No one goes to Pike Street Market because it’s easy to park.”
- The site needs to be functional and viable. If the site is accessible only via bike and public transportation it will be too limiting. The Central Eastside Industrial Council will push back against any loss of parking. It is unfair to expect the project to solve all of the CES parking issues, but the project should do no harm to parking capacity.
- The timing of this discussion and a decision on parking is unfortunate because it is ahead of a comprehensive strategy for the city and of the PDOT CES Parking Study.
- Consider innovative approaches such as building parking structures so that layers can be converted to other uses if demand for parking declines.

After consideration, CAC members agreed in summary that the project should “do no harm”, i.e. not cause a net loss of parking in the area, but should be built with flexibility for other approaches in out-years, for instance parking facilities that can be converted to other uses.

Will Bruder posed the question to the CAC “How green is “green”? How should the site reflect sustainability?” CAC member comments included:

- Don’t “greenwash”. Accept the reality of today, i.e. that people have not stopped driving their cars, but have an eye toward the future. Don’t force ideological ideas on the taxpayer but have ways to educate and show the way.
- Consider demonstration projects of new technology such as innovative heating and cooling systems.
- Consider off-set programs, such as trees in unbuildable space to off-set additional auto traffic.
- “Green” would require the components of the “20-minute neighborhood”, such as a grocery store.
- Be on the leading but not “bleeding” edge. Stick with the tried and true. Keep in mind that the LEED certification process is grueling.
- Include a mix of uses, such as the grocery store, that meet the needs of a neighborhood and reduce reliance on cars.
- “Green” is the topic of the day, but will eventually yield to something else. There is risk in “hanging the hat” of the project on a current trend that will at some point become the norm.
- Sustainability would include spaces for people to come together.
- It is important to think creatively and innovatively. “You can always tone down a wild idea but you can’t revive a dead one”.

Brad Malsin noted that there is also a need to pay attention to “the stuff in the middle of sustainability” such as social equity and inclusivity that create community.

After consideration, the CAC agreed in summary that:

- Innovation is important and desirable but the project shouldn't go too far out on a limb with "bleeding edge" green concepts.
- Sustainability requires amenities people need within close proximity, e.g. a grocery store and gathering places.

Will Bruder posed the question: "What does "catalytic" mean?" CAC member comments included:

- "Joining things". Bringing together MLK, the Burnside Bridge, the Industrial District, and view toward downtown and the river.
- "Something that starts a reaction". "An instigator of story and context".
- It's important to know the reaction desired, e.g. how big an area to catalyze? Just Lower Burnside? The whole city? A manageable size and scale would be south of Burnside to the Convention Center.
- There is already traction in the area when you consider the retail on Burnside, the Maslin developments, and the couplet. Consideration needs to be given to what has already begun in the area.
- The history of the project includes a big box store, and fear of loss of the small business culture in the area. The Burnside Bridgehead should be the "motherhip" that draws residents and businesses to it.
- Brad Malsin noted that "the catalyst is jobs". Then the people themselves will be catalysts. Given its visibility and size the site has the potential. What is needed now is to selectively fertilize and grow what is already there. It must be authentic to the district, eclectic, not homogenized.

#### **ANNOUNCEMENTS**

- The second public workshop for the project is scheduled for January 27, from 5:30 – 7:30 at **bside 6** (524 East Burnside St). The draft concepts will be presented for public review and comment. The concepts will be previewed by the CAC at the January meeting.

#### **PUBLIC COMMENT**

- Lee Perlman noted that Michael McElwee did a lot of work on getting the horse barn on the Esplanade and may have good information on corridor creation. He is currently the Executive Director of the Port of Hood River.

#### **PRIMARY OUTCOMES OF THIS MEETING:**

- The CAC advised the Framework Plan team that a "do no harm" approach should be adopted with regard to parking, but that flexibility should be built in to address longer-term changes in transportation patterns.
- The CAC advised the Framework Plan team that innovation is important and desirable but that the project shouldn't go too far out on a limb with "bleeding edge" green concepts. They stressed that sustainability requires amenities people need within close proximity, e.g. a grocery store and gathering places.

The meeting adjourned at 5:00 pm.

Handouts distributed at this meeting:

- None

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](mailto:sue@suediciplegroup.com)