

**PDC Central Gateway Redevelopment Strategy
Citizens Advisory Committee (CAC) Meeting #4 Summary
November 6, 2006
6:30 – 8:30 PM**

CAC Attendees: Dick Cooley, Jerry Koike, Pat Mobley, Joyce Rothenbucher, David Panichello, Frieda Christopher

CAC Not Present: Gordon Jones, Dorene Warner, Dann Wonser, Nancy Yeamans

Others Present: Alan DeLaTorre (Portland State University Institute on Aging)

Staff/Consultants: Byron Estes, Megan Gibb, Kevin Bond (PDC); Sumner Sharpe, Justin Douglas, Lauren Golden (Parametrix)

Action items are underlined and italicized.

Update on Project Developments

- ◆ Megan announced that she is the new Development Manager for the Gateway Urban Renewal Area. She is replacing Sara King, and will begin on November 13, 2006.
- ◆ Byron announced that PDC made an offer for the Gateway Senior Project Coordinator position (formally Sloan Schang's position).
- ◆ Justin gave a brief summary of the Open House in September. Approximately 50 members of the public and several CAC members were present. The major themes of the Open House included the need for infrastructure improvements (new streets and parks), re-branding Central Gateway, and creating a "super" Local Improvement District (LID) – district-wide with matching public funds.
- ◆ *Dick suggested that PDC map the property owners that attended the Open House so that the Gateway PAC can encourage those property owners to become involved with the PAC. Kevin to work on creating a map.*
- ◆ Sumner said that Abe Farkas and the project team are continuing their discussions with property owners and developers. Abe spoke with a vertical industrial developer about potentially developing in Central Gateway, and will continue discussions with that developer. The team also spoke with a few landowners about working with their neighbors to potentially work together on developing their parcels.
- ◆ Byron said that PDC will have a draft 5-year budget for Central Gateway in December 2006. The PAC will discuss the draft budget at their January meeting. The project team would like the CAC to give PDC advice on how to spend funds in Central Gateway.

Revisiting the Draft “Implementable” Vision

- ◆ Sumner handed out a copy of the original draft vision and the revised draft vision, and asked the CAC for feedback on the revised vision.
- ◆ Jerry asked what “southern triangle” means. Sumner said that it refers to the area south of Stark, including Mall 205 and Adventist.
- ◆ Dick said that he liked the draft vision, although it needs some wordsmithing and potentially a graphic showing the area.
- ◆ Joyce added that the draft vision conforms with the 20-year vision of the Gateway URA.
- ◆ David suggested adding a sentence about Gateway’s unique proximity to transit and the interstate.
- ◆ CAC members should send any revisions to the draft vision to Justin Douglas.

Draft Implementation Strategies

- ◆ Justin gave a presentation on strategies and actions to build a work program for Central Gateway. Justin explained that there is a three-tiered approach for implementing the draft strategies: in progress, short-term/immediate actions in Year 1, and medium- to long-term actions in Years 2-5. The draft strategies and CAC feedback are below.

Programmatic Brownfields Assessment (Now)

- PDC submitted a request for the Bureau of Environmental Services to conduct a Phase 1 “lite” area-wide assessment in Central Gateway. This will entail a review of historical environmental data on parcels in Central Gateway and a visual examination to reveal any potential clean-up issues. BES will not access properties and will not require owner permission to conduct the assessment.

Design Concepts / Case Studies (Now)

- The case studies will help Central Gateway property owners with formulating ideas about assembling their properties and also help with preliminary designs for street circulation.
- Jerry asked if it is possible to vacate NE 97th. Sumner responded that it is possible, and that the project team is looking at a variety of ways to join the properties near NE 97th and still provide adequate street circulation.
- Joyce said that within the past ten years, a group of PSU students studied street circulation in Central Gateway. Kevin will look for the student report at PDC.
- Dick mentioned that the community wants a linear park along NE 97th. He said that the project team should keep this in mind when discussing vacating NE 97th.
- Dick suggested that the project team should get support from Earl Blumenauer to acquire ODOT and federal property along I-205.

Final Report (Now)

- Justin said that the final implementation strategies report is expected to be completed in March 2007. At the next CAC meeting on January 8, 2007, the project team will present the draft report. The team will also present the draft report at the Open House on January 16, 2007.

Local Improvement District (Now – Year 5)

- The project team met with PDOT to discuss the feasibility of a LID in Central Gateway. It remains to be seen how a “halo” or concentric ring LID could work in Central Gateway so that costs are shared among multiple property owners. PDOT has not yet done a combined LID for both streets and parks, though that is not off the table.
- Frieda advocated that the LID should be formed for all of Central Gateway.
- Frieda encouraged the project team to assess the impact of LID fees on all of the land uses in Central Gateway before the creation of a LID. Byron also suggested that Central Gateway should have a vision and plan before setting up the LID.
- Byron suggested hiring a consultant to set up the LID.

Alternate Funding Strategies (Now – Year 5)

- Justin explained that there are a few alternate funding sources for improvements in Central Gateway, such as the Metro Parks and Open Space bond, Parks SDCs, and HUD Section 108 funds.
- David suggested that grants could be another alternate funding source.
- Pat said that the team should reconsider transfer of development rights. Dick responded by saying that developers in Central Gateway already have difficulty using all of the allowed development rights in Central Gateway so transfers may not make sense at this time.

Street Additions and Reconfigurations (Now – Year 5)

- Justin said that the project team is looking at street additions and reconfigurations because in Central Gateway the viability of internal sites depends on better street connectivity.

Pre-development Design Concepts (Years 1-5)

- Justin commented that the project team is hoping to provide pre-development design concepts for some property owners in Central Gateway.

Outreach to Existing Businesses (Years 1-5)

- Justin said that PDC Economic Development staff could conduct outreach to existing businesses over the next five years.
- David suggested surveying employers in the area, with the intent of knowing more about the types of employers in the area. Megan mentioned that PDC did a similar survey on MLK, Jr. Blvd.
- Jerry would like to see outreach to businesses that use the area (e.g., Fed Ex and UPS) but do not own or rent property.

Development Opportunity Services (DOS) (Years 1-5)

- Kevin explained that PDC's DOS program provides grants to property owners for development feasibility analyses (e.g., market analysis, pro forma, architectural drawings) before construction. PDC will reimburse the property owner for 80% of the development services up to \$12,000.00. There are four active DOS projects in the Gateway URA.
- Justin shared a map showing potential DOS opportunities in Central Gateway, based on property owner and developer interviews

Purchase of Key Sites (Site Control) (Years 1-5)

- Justin said that PDC may want to consider purchasing outright or purchasing options for infrastructure, parks, and access to critical sites. These purchases could lead to public/private opportunities in the future.
- Dick asked PDC where options have been effective for PDC in the past. *Byron said that PDC does not often use options, and would need to look into the effectiveness of PDC's use of options.*
- Dick suggested using earnest money instead of options because using earnest money more often leads to acquisitions.
- Megan also suggested using right of first refusal.
- Dick suggested using the 30% affordable housing TIF set-aside for property acquisition

Technical Assistance with Land Assembly (Years 1-5)

- The project team hopes to connect property owners with developers, perhaps during the second open house
- Property owners who wish to work together could use the DOS program to assess development feasibility.

Re-branding Central Gateway (Years 2-5)

- Justin said that the attendees at the Open House were interested in re-branding Central Gateway.
- Dick commented that the brand should be sophisticated and designed for the residents who the CAC wishes to attract to the area.
- David would like the Gateway arches to return to the area. *Kevin will send the arch drawings from the Open House to David.*
- Sumner would encourage the business community to become involved in the re-branding effort.
- Pat said that re-branding should occur in all phases of the redevelopment process.
- David suggested inviting developers to go on guided tours the area.

Other

- Dick commented that a lifestyle center in Central Gateway is not consistent with the Metro, Tri-Met, and City visions of the area. Dick said that Mall 205 could become a lifestyle center in the future.

- Alan would like to see redevelopment that addresses the needs of the aging population, what he called “life cycle” housing.
- Joyce said that the Hazelwood Neighborhood Association prefers the 99th and Burnside intersection for redevelopment.
- Byron mentioned that the PDC Commission will be meeting next week to discuss the 30% set aside for affordable housing in URAs. (PDC must spend at least 30% of TIF funding on affordable housing.) Dick said that PDC should use the 30% set aside to acquire affordable housing property, and build affordable housing several years from now once the area has matured.
- Pat encouraged the creation of niche markets in Central Gateway, as outlined in Ferrarini’s market study.

Wrap-up / Next Steps

- ◆ Byron is setting up a time to brief the PDC Commission on Central Gateway.
- ◆ Dick suggested bringing the Gateway URA PAC leadership to the briefing.

Proposed Future CAC Meeting Dates:

Monday, January 8

Tuesday, January 16 (Public Event/Open House)

Monday, March 5