

**PDC Central Gateway Redevelopment Strategy
Citizens Advisory Committee (CAC) Meeting #1 Summary
June 12, 2006
6:00 – 8:00 PM**

CAC Attendees: Frieda Christopher, Dick Cooley, Gordon Jones, Jerry Koike, David Panichello, Joyce Rothenbucher, Dorene Warner, Nancy Yeaman

Guests: Dann Wonser (Gateway PAC)

Staff/Consultants: Sloan Schang, Sara King (PDC); Barry Manning (Bureau of Planning); Matt Johnson (Ferrarini & Associates); Sumner Sharpe, Justin Douglas, Lauren Golden (Parametrix); Jennifer Mannhard (StastnyBrun Architects);

Not present: Pat Mobley (CAC)

Welcome/Introductions

- ◆ Sloan began with introductions. He then gave a brief history of past PDC work in the Gateway Urban Renewal Area and explained how the Central Gateway Redevelopment Strategy grew out of the 2000 *Opportunity Gateway Concept Plan and Redevelopment Strategy*. Sloan told the group that he has three goals for the group: 1.) Creating a cohesive vision with public support, 2.) Creating a roadmap for spending urban renewal money in the Central Gateway area, and 3.) Building relationships by meeting with people in the area.

CAC Roles and Responsibilities

- ◆ Sloan passed out and reviewed PDC's Citizen Advisory Committee Charter. The charter outlines the mission and scope of the committee as well as frequency of meetings, ground rules, and roles and responsibilities of members.
- ◆ Sloan asked the CAC members to help identify people in the area to contact about the Redevelopment Strategy.

Central Gateway Vision and SWOT Discussion

Summary of Previous Plans/Reports

- ◆ Justin passed out a summary of the review of 11 plans to see what visions and SWOTs (strengths, weaknesses, opportunities, threats) have been written specific to Central Gateway. After presenting the plan review findings, Justin asked the Citizens Advisory Committee for input on visions and SWOTs.
- ◆ David said some people feel that Gateway needs an identity marker similar to the wood arches formerly at the Gateway Fred Meyer.
- ◆ Dann commented that if the Central Gateway vision includes Class A businesses, the vision would also need to address those amenities that are attractive to Class A businesses.

Stakeholder Interviews

- ◆ Sumner summarized the findings from the stakeholder interviews with PAC members, developers, and community members. Consistent themes included:
 - Poor infrastructure and lighting in the area
 - Most land owners believe that the Central Gateway area has a good future, but are waiting to see what happens
 - Development in the area should begin with infrastructure investment and developing a highly visible or large site
 - Area needs to be cleaned up
 - Central Gateway Redevelopment Strategy needs a consistent vision, especially for the parcels zoned EX
- ◆ Jerry asked Sumner how many people and who the consultant team interviewed. Sumner responded that the consultant team conducted nine confidential interviews. The interviewees represented a cross sample of view points and included property owners located inside and outside of the Central Gateway Area.
- ◆ Frieda expressed interest in speaking with PDOT about Local Improvement Districts (LIDs) for the area.
- ◆ Gordon said that the area needs a mechanism for funding open space and connectivity, and would also like to consider LIDs in the area. Gordon also suggested an overlay with minimum frontages and lot sizes to help protect against piecemeal development on small lots.
- ◆ David commented that a switching station for converting analog to digital is located in the area and is a strength and on the need for underground utilities.

Initial Market Findings

- ◆ Matt reviewed SWOTs from a real estate perspective based on a review of plans/documents, previous market studies, and appraisals. Matt then gave a presentation on market research to date the purpose of which is to determine the feasible land uses in the Central Gateway Area and when these land uses are mostly likely to develop.
- ◆ David suggested that there should not be parking meters in the area and that bike lanes should be added, but only on appropriate sides of the street.
- ◆ Dick said that the group should consider revising parking ratios in the area.
- ◆ **RETAIL** – Matt said that large retail stores, similar to Target, have had some success in Gateway. David commented that the group should be cognizant that those stores have low wages jobs and no employee benefits. Matt noted that due to the existing regional retail in Gateway, local-serving retail may be more appropriate in Central Gateway.
- ◆ **RESIDENTIAL** – Matt said that his findings show that condos and zero lot line housing may be the most practical housing types for the area. Matt noted that the Gateway housing market is currently market-driven, and that this market is slightly below the rest of Portland. There are immediate opportunities for ownership, apartments, and senior housing at that market level. Matt also noted that there is a market for “workforce housing” in Gateway.
- ◆ **OFFICE** – Frieda asked Matt if Class A office buildings are infeasible. Noting that Class B is probably more realistic in the short-term for Central Gateway, Matt

responded that one must consider the attributes needed for Class A office buildings and look at the attributes Gateway has currently. As of now, Class A is not a viable option because the attributes necessary to sustain Class A offices are not present. If any Class A or Class B office demand were to emerge as feasible in the near term, it would likely be for medical office space, which benefits from clustering more than most office uses. The group should determine if they would like to recommend resources be used in order to attract Class A in 5-10 years.

- ◆ Dorene commented that the next steps of Matt’s analysis should be to determine the tipping point for the area, particularly what combination of amenities will encourage property owners to develop their land.
- ◆ Nancy commented that the proposed Elements project (north of Central Gateway) is on a large piece of land and noted that the development on that land will have a huge impact on the Central Gateway Area.
- ◆ Sumner said that development to the north and south of Central Gateway could help drive development in Central Gateway.

CAC Workshop

- ◆ Sumner began the workshop portion of the meeting by asking the CAC about their vision for the Central Gateway area.
- ◆ Dick said that the group needs to make a picture of the area. He commented that housing choices will set the tone for the area. He suggested not ending up with too much affordable housing or Class C offices in the area. He also said that the group needs to determine how to make the fragmented ownership in the area work. Dick suggested using exactions to solve infrastructure issues.
- ◆ Dorene said that there is no need to do more visioning. The area needs a roadmap for the next steps. Dorene said that there are hard choices to make about site assembly and connectivity.
- ◆ Gordon commented that PDC has not spent any money to date on connectivity and open space. He suggested an open space feature at or near the MAX station. Gordon also commented that he would like to see “pocket parks” in the area, and there needs to be political support for this. He also said that there is no equitable mechanism for funding streets. There is a need for public/private partnerships to solve these issues. An example of these partnerships is TMA in the Lloyd District and park funding in South Waterfront.
- ◆ Dick commented that the CAC needs PDC support to acquire open space.
- ◆ Joyce expressed that Central Gateway is not a good place to raise kids and that there is a lot of family-sized housing outside of the area. Joyce said that she would like to see Central Gateway become predominantly an office area.
- ◆ Gordon responded that housing in the area would likely be for singles and elderly only, not families.
- ◆ Jerry expressed concern over what will go onto the small parcels in the EX zone, especially on Ash Street between 97th and 99th Streets.

Feedback and Wrap-up

- ◆ The following dates are suggested as future CAC meetings and public events:

Proposed Future CAC Meeting Dates (All Meetings 6 – 8 PM):

Monday, July 10

Monday, September 11

Tuesday September 19 (Public Event/Open House)

Monday, November 6

Monday, January 8

Tuesday, January 16 (Public Event/Open House)

Monday, March 5