

PDC Central Gateway Redevelopment Strategy
Open House #1 Summary
September 19, 2006
6:00 – 8:00 PM

CAC Attendees: Frieda Christopher, Gordon Jones, Jerry Koike, Pat Mobley, Joyce Rothenbucher, Nancy Yeaman

Staff/Consultants: Sara King, Kevin Bond (PDC); Steve Ferrarini (Ferrarini and Associates); Jennifer Mannhard (StastnyBrun Architects); Sumner Sharpe, Justin Douglas, Lauren Golden (Parametrix)

Summary

The Portland Development Commission (PDC) hosted an Open House for the Central Gateway Redevelopment Strategy on Tuesday, September 19, 2006 from 6:00 to 8:00 PM. The meeting was at the East Portland Community Center at 740 SE 106th Ave. Approximately 50 people attended the meeting, representing residents in the area, property owners, and developers.

The Open House began with a presentation by PDC staff and members of the consultant team. The presentation covered past planning efforts in Central Gateway and the Gateway Urban Renewal Area and summaries of the project events to date, stakeholder interviews, and market studies for residential, office, and retail uses. After the presentation, PDC asked the participants to form groups and discuss catalyst project priorities. The participants focused their discussions around four questions about catalytic strategies, potential public improvements, the types and location of catalyst development, and where PDC should spend the money first.

Several themes emerged from all of the group discussions. The participants emphasized the need for improved infrastructure, including streets, sidewalks, and storm drainage, in Central Gateway. With improved infrastructure, developers would be more likely to invest in Central Gateway. The participants also concluded that adding parks, increasing safety, and branding Central Gateway are ways to help create a better sense of place in Central Gateway.

The participants also had several suggestions for public improvements that are needed in the area. In addition to parks, the participants said that trees, open space, infrastructure improvements, and safer streets would encourage private development. In terms of private development, the participants said that niche markets, such as specialty grocery stores, and retail with regional appeal would be good catalyst projects in Central Gateway. Some participants said that there is enough residential in Central Gateway, although there should be more housing for seniors. For the most part, the participants agreed that a catalyst project should be located on the edges, although some identified

interior sites, such as the salvage yards, as potential sites. Finally, the participants said that the first place to spend money would be on infrastructure improvements or parks.

The following is a list of responses received during the group discussions. Several responses were given more than once. In those instances, the number of responses is indicated in parentheses next to the response.

Group Discussions

Are there any overall strategies for Central Gateway that you think would serve as catalysts to get things going - to help create a better sense of place?

- Marketing, including scale models and drawings of various scenarios so people can see instead of imagine through jaded lenses
- Medical services such as Oregon Clinic, etc. (already have Epic Imaging and Providence Digital Imaging nearby)
- Remove/replace uses that do not contribute to the vision
- Reduce crime
- Economic development with high quality design
- Open space
- Linear park
- Infrastructure, including street and stormwater, improvements (2)
- Create new jobs first to bring diversity
- Help people to feel safe walking to MAX
- Create marketing identity with new logo (2)
- Transfer of Development Rights and Transfer of Floor Area Ratio
- Business income tax credits for public/private partnerships (e.g., infrastructure)
- Parking ratio bonuses for infrastructure or auto-parking facilities
- Local Improvement Districts to start improvements (2)
- Area-wide LID for infrastructure improvements
- Land assembly through LLC formation by property owners and/or with PDC
- Create live/work spaces with music venues and a theater
- Create parks – a must
- Create bike/pedestrian connection to Springwater Corridor and back to downtown
- Develop an education center
- Not investing in catalyst projects

More specifically are there any public improvements that you think would help encourage private investments? What and where?

- Nice library with public space on light rail with a coffee shop and bookstore
- Senior housing for middle income, active seniors
- Farmers market along light rail (at Portland Impact)
- Performing arts space
- Day care center

- Better roads, streets, storm drainage, sidewalks, and street lighting parking on side streets (12)
- Add green space
- Off-street parking
- Screening nuisance areas with trees and other vegetation
- Increase safety, especially near the MAX line (2)
- Available free parking (2)
- Not housing because Central Gateway has enough housing
- Connect junkyard between SE Ankeny and Pine into a park
- Trees and more trees
- Open space and parks (5)
- Linear park – NE Glisan (N), I-205 (W), SE Stark (S), SE 97th (E)
- Remove junkyard
- Bike connector
- LIDs might encourage property owners not to develop
- Grant LID with PDC participating – or in subareas.
- Focus on SW and SE quadrants

In terms of new developments in Central Gateway, what kinds of development do you think would act as catalysts? Any specific ideas - why and where? North, south, edges, corners, interior?

- Green building
- Bike paths
- We need a balance of work spaces, living spaces, basic services, and cultural options. Larger developments that draw people from a regional area on major streets and housing on lesser streets.
- Light industrial for local jobs that pay above minimum scale (south of Burnside)
- Starbucks
- Farmers market
- Regional draw with visibility
- Use side streets for housing (proportionately scaled) and medical and services on the big streets
- Library (classrooms), bookstore, park space
- Senior housing (active housing)
- Hospitality (hotels and restaurants to compete with the Airport area)
- Need upscale grocery store south of Burnside
- Medical
- Educational
- Retirement
- Brand Gateway – optimism, easy access, open, diversity, sustainable design
- Easy to get to
- New Gateway to the future
- Water to keep – open space and Mount Hood Community College

- Get rid of unpaved streets
- PSU East Campus between East Burnside and SE Ankeny, SE 99th and SE 102nd
- Festival market place near light rail (e.g., Pike's Market, niche markets, specialty food)
- Parks
- Family-oriented retail
- Grocery stores – more upscale
- Soda fountain/ice cream shops near the MAX station
- Build on the uniqueness of Central Gateway
- Keep Ex for jobs, but limited for housing, such as artist housing
- Extend Davis Street from 97th to 102nd and on to 104th
- Somewhere proximate to light rail and bus lines
- Catalyst development on the Fisher/Tonkin lot
- Near corners and edges
- Area between Burnside and Pine – 100th to 101st Ave – develop as an educational, theater upscale office/retail.
- 102nd Blvd.
- SW and SE quadrants
- Edges and corners with identifiers (sense of place)
- Junkyard

And if you had only \$100 to spend to get things going, where would you spend it first? Second? And why?

- Catalytic project that includes library
- Parks (3)
- Street improvements and storm drains (basic amenities)
- Develop upscale small retail space at 102nd and Burnside, on the southeast corner
- Not on housing because Central Gateway has enough housing
- Retirement/elderly housing
- Education center
- 30% - parks, 50% - land acquisition, 20% - infrastructure
- Streets