

Gateway Regional Center URA Program Advisory Committee

Meeting Summary

Date: November 15, 2006
Time: 6:30 PM

Location: Portland Adventist Medical Center
Education Center B
10123 Southeast Market Street

In attendance:

Dorene Warner, Chair
Bob Earnest, Vice Chair
Teena Ainsle
Beth Baltz
Susan Brady
Tim Brunner
Frieda Christopher
Dick Cooley

Jim Doig
Steve Dotterrer
Ted Gilbert
Stuart Gwin
Rowanne Haley
Arlene Kimura
Jackie Putnam
Alesia Reese
Linda Robinson

Phil Selinger

Staff and Guests in attendance:

Megan Gibb, PDC
Byron Estes, PDC
Leah Greenwood, PDC
Kevin Bond, PDC
Justin Douglas, Parametrix

Not in attendance:

Andy Cotugno
Grace Fitzgerald
Jerry Koike

Dick Loffelmacher
Lynn Powell
Fred Sanchez

Carol Williams
Dann Wonser

1. Welcome

Gateway PAC Chair Dorene Warner opened the meeting at 6:35 PM. Dorene introduced Megan Gibb, who is the new Gateway URA Manager. Megan has worked at PDC for 6 months as a Senior Project Coordinator in the North Macadam Urban Renewal Area. Megan is originally from Ann Arbor, Michigan, has an urban planning background, and is interested in interdisciplinary development projects.

2. Public Comment

None.

3. Central Gateway Redevelopment Strategy

Dorene introduced Justin Douglas with Parametrix, who gave an update on the Central Gateway Redevelopment Strategy. Since the last Gateway PAC meeting, the Central Gateway draft vision statement has been further refined and enhanced. Justin passed out a handout with the latest vision statement. The Central Gateway Redevelopment Strategy is

scheduled to be completed in March 2007. The project team has been working on draft implementation strategies and tools, which Justin briefly reviewed.

Lee Perlman with the Mid County Memo asked what the process is for forming a Local Improvement District (LID), one of the implementation tools being studied. Justin answered that the team met with PDOT. There is a process for forming an LID. A minimum of fifty percent of the property owners in an LID must agree to contribute to it. In reality, the City Council (who approves all LID creations) likes to see greater than fifty percent of property owners agree. The idea of forming an area-wide “super” LID covers new ground. It has never been done in an area like Gateway. Similar examples include the Portland Streetcar LID, the Lloyd District LID, and the North Macadam/South Waterfront LID. The amount each property owner contributes to an LID is based on assessed property value, not the number of property owners. In Gateway’s case, forming a public-private partnership is being considered.

PDC Senior Development Manager Byron Estes suggested PDC could partner with the Bureau of Environmental Services (BES) and other agencies to help with a “super” LID in Gateway.

Dorene suggested using Community Development Block Grant (CDBG) money to woo big developers to the junkyards and other challenged sites in Gateway.

Alesia Reese stated we should be getting input from big developers now, at the same time as the Central Gateway process.

Updated Central Gateway project information is available at www.pdc.us/centralgateway.

4. New Logo

PDC Student Employee Kevin Bond led a discussion of adopting a new logo for the Gateway URA. The new logo was designed by Gateway resident Christopher Masciocchi, who was in attendance at tonight’s PAC meeting. Christopher first brought the new logo to the September open house for the Central Gateway Redevelopment Strategy. He took the existing Gateway logo and redesigned it with idea that it could be used as part of a marketing strategy for the area. Christopher described designing the new logo as a “catch 22.” He wanted the new logo to look to the future, but he knew a lot of people still identify and remember the old Gateway arch in front of the original Fred Meyer store on Halsey Street. Christopher says the new logo is more sophisticated, clean, simple, and optimistic.

Alesia Reese said she liked the new logo, but could take or leave the color. Vice Chair Bob Earnest said the new logo is a step in the right direction and “nails it” with incorporating the phrase “Gateway Regional Center.” Dick Cooley said there is nothing official about it and he is “not married to it,” which are good things.

Byron said putting the new logo on the PDC website and letterhead is easy, but asked if the PAC would like banners that could, for example, hang from streetlights. Christopher stated

he designed the new logo to be flexible. It can be any color and used for various purposes and by different groups.

Ted Gilbert stated it reminds us we have a rebranding job to do. We should get rid of old references to Opportunity Gateway and start saying “Gateway Regional Center.”

The new logo will be viewable on the PDC website at www.pdc.us/gateway.

5. TIF Affordable Housing Set Aside Budget Discussion

Leah Greenwood from PDC’s Housing Department led a discussion of the TIF Affordable Housing Set Aside. Leah thanked PAC member Dick Cooley for this help on the TIF Set Aside advisory committee. The 30% TIF set aside starts retroactively on July 1, 2006. The housing advocates wanted it more retroactive, back to the beginning of the urban renewal districts. The set aside is not literally 30% of all TIF resources. Administrative and overhead costs are subtracted from total TIF resources, and then it’s 30% of what is left over. The next step in the TIF set aside implementation process is establishing income guidelines, different set aside levels, deciding how much for rental vs. homeownership. We have until February 2007 for public input. Around Valentines Day, PDC staff will bring the plan to Commission. We anticipate establishing overall guidelines that apply to all urban renewal areas, and guidelines that apply to specific urban renewal areas. The guidelines will be based on existing housing strategies and studies—PDC will not be updating the demographics.

Several PAC members stated that an update would be helpful since new development has taken place since the last housing study. Leah said they could look at new development.

Leah circulated a two-page handout. On the first page are Gateway’s adopted housing goals. The second page illustrates what PDC staff will be working from. The numbers should not be taken literally. In the first table on the second page, the row “Current Affordable Housing Budget” means what it would need to be over the five-year period. There is flexibility within the five years. It doesn’t mean all the money goes in year five, but will need to meet 30% goal at the end of five years.

The rules allow some investment in community facilities that serve the homeless and low income populations. Jackie Putnam asked if all affordable housing has to be “low” income. Can it be middle? What is “affordable?” Leah answered “affordable” means zero to eighty percent of Median Family Income (MFI), which would be \$55,000 or less for a family of four. Dorene added that the numbers come from HUD, the US Department of Housing and Urban Development, and are based on the median income of the entire metropolitan area.

Leah offered to get the exact numbers for PAC members next week.

Leah stated that in Gateway, low income is market. A one-bedroom apartment that goes for \$750. There is enough flexibility to achieve the mixed income community goal. TIF set aside guidelines will not specify population types other than income levels. Low income and homeless housing is a challenge due to having to provide the services that go with it.

Dick Cooley asked if PDC can buy land with set aside money. Leah answered that PDC can buy land if it meets set-aside goals.

Public input can be given from now until February. Dick suggested establishing priority areas to focus set aside money and upgrading existing affordable housing. We need service-enriched housing for people in the district. There is not a lot of interest in attracting new low income residents.

Ted asked if TIF set aside money can be used for infrastructure that will spur low-income development. Dorene answered that it would have to be “iron-clad” tied to affordable development. Leah added that funds could go for mixed-use projects. Phil Selinger from TriMet stated transit oriented development (TOD) works well for low income and senior housing. Leah stated she does not think Portland City Council cares if set aside money is spent on new units or retaining existing units.

The timetable for TIF set aside implementation—Staff will give a Commission update on December 13. In January, PDC staff will take specific input and attend all urban renewal advisory committee (URAC) meetings. Leah expects the Commission to make a decision either February 13 or 14. **Leah will get information out by the holidays for January meetings.**

More information is available at www.pdc.us/tifsetaside.

6. Project Updates

None.

Dorene adjourned the meeting at 8:00 pm.

The next Gateway PAC meeting will be held on Wednesday, January 17, 2006 location to be announced. Meetings begin at 6:30 PM.

Note: All confirmed meeting times, dates and locations are posted on the Gateway URA web site, <http://www.pdc.us/gateway>.