



Gateway Regional Center Urban Renewal Area Program Advisory Committee (PAC)

Wednesday, February 17, 2010
6:30-8:00 pm
East Portland Community Center I
740 SE 106th Ave

Meeting Summary

2.1 Welcome:

Members present (in alphabetical order):

<input checked="" type="checkbox"/> Teena Ainslie Hazelwood at Large	<input checked="" type="checkbox"/> Susan Brady Mt. Hood Comm. College	<input checked="" type="checkbox"/> Tim Brunner E. Pdx Chamber of Com.	<input type="checkbox"/> Frieda Christopher Business Owner at-large
<input checked="" type="checkbox"/> Bob Earnest Chair & Hazelwood N.A.	<input checked="" type="checkbox"/> Ted Gilbert Housing Developer	<input checked="" type="checkbox"/> Sarah Zahn Non-Profit Housing	<input checked="" type="checkbox"/> Arlene Kimura Hazelwood N.A.
<input checked="" type="checkbox"/> Jerry Koike Gateway Resident	<input type="checkbox"/> Tom Mahoney GABA	<input checked="" type="checkbox"/> Lynn Powell Gateway Elks	<input checked="" type="checkbox"/> Jackie Putnam Vice Chair & Gateway Res.
<input checked="" type="checkbox"/> Alesia Reese Woodland Pk N.A.	<input checked="" type="checkbox"/> Linda Robinson Hazelwood at-large	<input type="checkbox"/> David Russell Adventist Medical Center	<input checked="" type="checkbox"/> Fred Sanchez Real Estate Industry
--- Vacant Business Representative	--- Vacant Business Rep. at-large	--- Vacant Property Owner	--- Vacant Parkrose Heights at-large
--- Vacant IRCO			

PDC Staff present: Justin Douglas, Byron Estes, Sue Lewis, Estee Segal, and Juanita Swartwood

Bureau Staff: Steve Dotterrer-Bureau of Planning & Sustainability

2.2 Public Comment on items not on the agenda:

- David Hampsten, member of the East Portland Action Plan Economic Development Subcommittee, announced a representative of the committee will come to a future PAC meeting to obtain committee's input.

2.3 FY 2010-11 Budget Process Update – Justin Douglas, PDC

Brief Summary:

- The PAC Leadership drafted and submitted the fiscal year 2010/11 budget priorities letter and presented to the PDC Board on January 20, 2010. The letter emphasized the PAC's desire to focus on business assistance programs, economic development, and infrastructure funding. The PAC Leadership was impressed with the questioning and consideration given to Gateway by the PDC Board.
- PDC submitted a budget to the city February 1, 2010 that was out of balance due to a placeholder for the total amount of PDC and Portland Housing Bureau staff and administration required over the next five years. Mayor Adams has also requested PDC identify 10 percent reductions in administration and materials and services costs in order to reduce overhead below 20 percent.
- PDC will submit a revised and balanced budget to City Council by March 1, 2010, and present to a Council work session on March 29. At that time, any potential budget cuts should be known, which could prompt an additional Gateway PAC Special Budget meeting.

Handout: Gateway PAC Budget Priorities Letter (*Attachment A*)

Follow-up: Staff will keep PAC posted on any potential budget changes and whether a special meeting is necessary.

2.4 Adventist Academy Long-Term Planning – Gale Crosby – Adventist Academy and Theresa Paulson and Rob Curry – Group Mackenzie

Brief Summary:

- The Adventist Academy is considering redeveloping vacant portion of their property at the southeast corner of SE 96th Avenue and Main Street. Their vision is to add a new administration building, performing arts building, music center, and increase enrollment from 225 to 300 students.
- Phase I proposes to ground lease a portion of the property for construction of a 70-bed skilled nursing facility. Group Mackenzie is creating conceptual designs for potential commercial space in future phases. The income generated from redevelopment will assist in covering the expense the Academy expansion.
- The current schedule is to break ground on the skilled nursing facility within the next two years.
- The Academy's non-profit status does not exempt commercial, for-profit, users from taxes.
- The concept plan illustrates surface parking fronting the Academy on Market Street. A traffic impact analysis conducted did not indicate an increase in traffic with Phase I. Sidewalk improvements are required by the City.
- Traffic signal requirements likely will not be triggered by the first phase of development.

Slide Presentation: *Attachment B*

2.5 PSU Student Team Gateway Project – PSU Graduate Students: Michael Budds, Erin Reome, Dan Schauer; Naomi Cole – Portland + Oregon Sustainability Institute (P+OSI)

Brief Summary:

- Portland State University Masters in Urban and Regional Planning Graduate students are conducting a study on a potential Gateway Eco-District for their workshop project. Justin Douglas took the students on a tour of the Gateway URA. The students have also interviewed a number of Gateway stakeholders, particularly those involved in the Gateway Build Verde effort.
- The Eco-District Initiative was presented to the Gateway PAC in September 2009 by Naomi Cole. P+OSI, which hosted a summit in October 2009, has assisted in developing a framework and are working on an Eco-District Tool Kit for the five pilot Eco-Districts (Gateway, Portland State University, Lloyd Crossing, Lents and North Macadam).
- The PSU graduate students are interested in sustainable development and resource efficiency. They selected Gateway as their focus because of its potential as a regional center with a diverse community and access to multiple modes of transportation.
- The students are gathering preliminary information and scheduling community listening sessions throughout March and April, refining their project in May and presenting a formal report in June. The first listening session is Wednesday, March 3, from 6:30pm to 8:00pm at East Portland Community Center.

Handouts: Gateway Community: Connectivity: Ecology Flyer (*Attachment C*)

2.6 Business Development Strategy – Estee Segal, PDC

Brief Summary:

- PDC is partnering with Metro and the Portland Bureau of Planning and Sustainability to develop a Business Development Strategy for the Gateway URA. The Strategy will focus on business development and retention strategies that strengthen and grow existing businesses, while also attracting new businesses to Gateway. The Strategy will include an implementation plan that guides future investment and activities in the district.
- Staff is working on key questions to scope the project and assist in hiring consultants to create the Strategy. Overarching questions look at current business mix; barriers to business growth, attracting businesses and how overcome barriers.
- The draft timeline is to develop the proposal mid March; finalize contract in April; conduct data gathering and analysis through June; establish recommendations and an implementation plan in August; and finalize Strategy by October 2010.
- Currently, the Gateway five-year budget may include up to \$1.5 million small business development.

Slide Presentation: *Attachment D*

Follow-up: Staff will keep PAC updated as project proceeds.

2.7 Potential Property Acquisition – Justin Douglas and Bryon Estes, PDC

Brief Summary:

- PDC is in negotiations to purchase a blighted two-acre, employment-zoned site in Gateway, which could help implement the Central Gateway Redevelopment Strategy and clean up a contaminated site.
- The site has contamination issues that are a potential barrier to acquisition and a barrier to redevelopment.
- The transaction is in the range of \$2.0 to \$2.5 million (less environmental remediation costs).

Summary of Gateway PAC Member feedback:

- Not a visible redevelopment site;
- Acquisition would be a large expense using scarce URA resources;
- Funds could be better used to assist existing businesses;
- Site will likely be land-banked and sit dormant not generating TIF.

Alternatively:

- Site could increase livability by removing blight and contaminants;
- Clean up of site could attract new development that would otherwise be opposed to the area;
- Project supports blight removal, a central purpose of urban renewal.

Follow-up: Staff will send out an email to the PAC soliciting further comments on the potential acquisition.

2.8 Gateway Education Sub-Committee Update – Ted Gilbert, PAC Member

Brief Summary:

- Momentum is building to create an education center in Gateway.
- Mount Hood Community College, Parkrose School District and Douglas School District are participating in the process.
- The center's focus would be healthcare, education, and corporate training.
- Using DOS grant funding, Axis Design Group is developing conceptual programming and massing with a March 23, 2010 delivery date.

2.9 Gateway Green Update – Linda Robinson, PAC Member

Brief Summary:

- Oregon Solutions is assisting in the development of a public/private agreement with property owners (Oregon Department of Transportation).
- Gateway Green leaders held the first meeting of the Collaborative Partnerships and Branding Subcommittee, in charge of outreach. The subcommittee is developing a PowerPoint presentation, brochure, and coordinating public events. They are also coordinating a SOLV-It Clean-up Day on April 17, 2010, will be part of the Bureau of Transportation's SmartTrips biking and walking tours, and are tabling at the Sunday Parkways event May 16.
- The project is in need of an attorney to review the draft 501 c3 application.

2.10 102nd Avenue Funding & Letter Writing – Justin Douglas, PDC

Brief Summary:

- Dan Layden, Portland Bureau of Transportation, is coordinating a letter to Senators Wyden and Merkley and Congressman Blumenauer, regarding re-authorization of the transportation bill, to request funding for Phase III (Glisan to Washington/Stark) of street improvements on 102nd that would allow construction to be conducted in unison with Phase II (Glisan to Burnside).
- Layden is requesting fifteen individual letters of support from the community are requested.

Follow-up: PAC members expressed strong support for project and would like to participate in submitting letters of support. Staff will determine whether emails of support are acceptable and coordinate with PAC members to receive letters.

2.11 Miscellany - All

- PAC leadership mentioned this is the third meeting that has gone overtime and asked whether members would be interested in extending the meetings to 8:30pm. Members expressed their preference of leaving the meeting end-time at 8:00pm.
- Fred Sanchez announced the Gateway Area Business Association is collaborating with Portland Bureau of Transportation for a bike tour on Sunday, May 9, 2010, at 1:30 pm. GABA is coordinating free back massages and local businesses are handing out flowers in celebration of Mother's Day.
- Linda Robinson announced she is participating on the Ventura Park Concert Committee. The committee is hoping to coordinate three concerts this summer and is looking for sponsorships, which start at \$250. Sponsorship pledge forms are due March 15 with funds needed by June.

Meeting adjourned at 8:17 p.m

Prepared by: Sue Lewis, Project Manager, PDC