

Portland, Oregon
FINANCIAL IMPACT and PUBLIC INVOLVEMENT STATEMENT
For Council Action Items

(Deliver original to Financial Planning Division. Retain copy.)

1. Name of Initiator Steve Iwata		2. Telephone No. (503) 823-9904	3. Bureau/Office/Dept. Planning and Sustainability
4a. To be filed (date): October 24, 2012	4b. Calendar (Check One) Regular <input checked="" type="checkbox"/> Consent <input type="checkbox"/> 4/5ths <input type="checkbox"/>		5. Date Submitted to Commissioner's office and FPD Budget Analyst: October 12, 2012
6a. Financial Impact Section: <input checked="" type="checkbox"/> Financial impact section completed		6b. Public Involvement Section: <input checked="" type="checkbox"/> Public involvement section completed	

1) Legislation Title: Adopt the Central City 2035 Concept Plan (Resolution)

2) Purpose of the Proposed Legislation: The proposed Resolution will adopt the Central City 2035 Concept Plan as non-binding City policy for the Central City, direct completion of the long-range quadrant planning work outlined in the Central City 2035 Concept Plan, and direct staff to submit to City Council by June 2015 an ordinance that adopts the final Central City 2035 Plan and amends the Portland Comprehensive Plan and Map and Zoning Code and maps in conformance with the Plan.

3) Which area(s) of the city are affected by this Council item? (Check all that apply—areas are based on formal neighborhood coalition boundaries)?

- | | |
|--|------------------------------------|
| <input type="checkbox"/> City-wide/Regional | <input type="checkbox"/> Northeast |
| <input type="checkbox"/> Northwest | <input type="checkbox"/> North |
| <input type="checkbox"/> Central Northeast | <input type="checkbox"/> Southeast |
| <input type="checkbox"/> Southwest | <input type="checkbox"/> East |
| <input checked="" type="checkbox"/> Central City | |
| <input type="checkbox"/> Internal City Government Services | |

FINANCIAL IMPACT

4) Revenue: Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If so, please identify the source.

No revenue impacts are expected to occur from the adoption of the Central City 2035 Concept Plan by this resolution because the plan is focused on high-level policy and urban design directions. The final plan, which includes recommendations from four quadrant planning efforts, is anticipated to be implemented in 2014 as part of the early implementation of the new Comprehensive Plan. Starting in 2015, the completed plan will be used for revisions to the Central City Comprehensive Plan and zoning maps and major project list. These implementing actions are anticipated to

facilitate development in the plan area, with attendant increases in property values and property tax revenue.

5) Expense: What are the costs to the City related to this legislation? What is the source of funding for the expense? *(Please include costs in the current fiscal year as well as costs in future years. If the action is related to a grant or contract please include the local contribution or match required. If there is a project estimate, please identify the level of confidence.)*

No additional staff expenses are anticipated, as existing City staff will work on any follow-up activities related to this legislation.

6) Staffing Requirements:

- Will any positions be created, eliminated or re-classified in the current year as a result of this legislation? *(If new positions are created please include whether they will be part-time, full-time, limited term, or permanent positions. If the position is limited term please indicate the end of the term.)*

Adoption of the Central City 2035 Concept Plan will not result in the creation, elimination or re-classification of any positions within the current year.

- Will positions be created or eliminated in *future years* as a result of this legislation?

It is not anticipated that the CC2035 Concept Plan will result in the creation or elimination of positions in future years. Future work to complete the Central City 2035 Plan will take place over the following two fiscal years and is anticipated to be completed by current staff. If staff positions need to be created, eliminated or re-classified to complete the work, those changes will be addressed during the annual budget process.

(Complete the following section only if an amendment to the budget is proposed.)

7) Change in Appropriations *(If the accompanying ordinance amends the budget please reflect the dollar amount to be appropriated by this legislation. Include the appropriate cost elements that are to be loaded by accounting. Indicate "new" in Fund Center column if new center needs to be created. Use additional space if needed.)*

There is no funding appropriation related to this ordinance.

[Proceed to Public Involvement Section — REQUIRED as of July 1, 2011]

PUBLIC INVOLVEMENT

8) Was public involvement included in the development of this Council item (e.g. ordinance, resolution, or report)? Please check the appropriate box below:

- ☒ **YES:** Please proceed to Question #9.
☐ **NO:** Please, explain why below; and proceed to Question #10.

9) If "YES," please answer the following questions:

a) What impacts are anticipated in the community from this proposed Council item?

The Central City 2035 Concept Plan provides high-level guidance for the city center's growth and development. It emphasizes the important role the city center plays for the region. It is intended to guide development of four more detailed quadrant plans which will include specific actions and directions directly impacting the community.

b) Which community and business groups, under-represented groups, organizations, external government entities, and other interested parties were involved in this effort, and when and how were they involved?

Public involvement and outreach to residents, property owners, business owners, community organizations and concerned stakeholders was extensive. The Advisory Group and Steering Committee included representation from a diversity of neighborhood, citywide and regional interest groups, including:

- Central Eastside Industrial Council
- Zimmer Gunsul Frasca Architects
- Planning & Sustainability Commission
- Hosford - Abernethy Neighborhood Development
- Pearl District Neighborhood Association
- Portland Business Alliance
- Urban Land Institute
- Travel Portland
- Beam Construction
- Goose Hollow Foothills League
- Oregon Museum of Science and Industry
- Urban Works Real Estate
- Portland State University
- Venture Portland
- AIA Urban Design Panel
- Small Business Owners
- Central City Concern
- Zimmerman Community Center
- Frazier Hunnicutt Financial
- Urban Greenspaces Institute
- Ashforth Pacific
- Lloyd Transportation Management Association
- Portland Family of Funds

Many other groups representing a wide range of interests also participated throughout the Symposium Series.

Outreach activities included: an open house; workshops; community group and stakeholder meetings; public commission briefings and hearings; symposium series events; opportunities for public comment at Advisory Group and Steering Committee meetings; a project web site; electronic mailings; and newsletters. Additional details about public involvement are contained in the CC2035 Concept Plan Plan, Appendix B: Public Involvement Process.

c) How did public involvement shape the outcome of this Council item?

Public input played a significant role in shaping each phase of the project. Input from public events, Advisory Group and Steering Committee and meetings, the symposium series, stakeholder meetings and other outreach activities informed the development of the policies and urban design direction.

d) Who designed and implemented the public involvement related to this Council item?

A number of staff members from the Bureau of Planning and Sustainability contributed to the design and implementation of the public involvement efforts, including Clay Neal, Elisa Hamblin, Troy Doss, Eden Dabbs, Steve Iwata and Joe Zehnder. In addition the Advisory Group also helped inform public involvement activities, specifically the symposium series events.

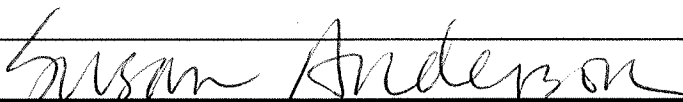
e) Primary contact for more information on this public involvement process (name, title, phone, email):

Elisa Hamblin, AICP; Associate Planner
(503) 823-9714; elisa.hamblin@portlandoregon.gov

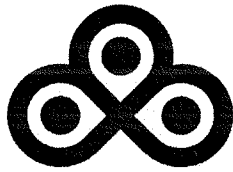
10) Is any future public involvement anticipated or necessary for this Council item? Please describe why or why not.

Future public involvement activities are anticipated as part of the next quadrant's planning work and as well as during the refining and implementing of the final recommendations as part of the final Central City 2035 Plan package, anticipated for adoption in 2015.

Susan Anderson



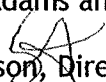
BUREAU DIRECTOR (Typed name and signature)



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Council Transmittal Memo

DATE: October 9, 2012
TO: Mayor Sam Adams and Members of City Council
FROM: Susan Anderson,  Director

1. Ordinance / Resolution Title: Adopt the Central City 2035 Concept Plan (Resolution)

2. Contact: Steve Iwata, Supervising Planner, (503) 823-9904

3. Council Date: October 24, 2012

4. ☐ Consent Agenda Item ☒ Regular Agenda Item Time Certain 2:00 pm

☐ Emergency Item (explain below) ☒ Non-Emergency Item

5. Purpose of Agenda Item: This resolution provides Council endorsement on the Central City 2035 Concept Plan, the first step in updating the 1988 Central City Plan, and provides direction to city staff for the completion of Central City work.

6. History of Agenda Item/Background: The 1988 Central City Plan has been the document which has guided decision-making and investments in the City's core over the last almost 25 years. The majority of actions in that plan have been accomplished. There is now a new set of opportunities and challenges facing the Central City which require new directions and policies. Stakeholders with interests in the Central City have asked for an updated plan which will continue to make the heart of Portland thriving and prosperous. The Central City 2035 Concept Plan is the first phase in this work and has been championed by the Mayor.

7. What individuals or groups are or would be supportive or opposed to this action? The Central City 2035 Concept Plan was developed through an extensive public process which included the work of an Advisory Group, a Steering Committee and countless



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others through the CC2035 Symposium Series. Participants in the Advisory Group and Steering Committee have represented the following groups:

- Central Eastside Industrial Council
- Zimmer Gunsul Frasca Architects
- Planning & Sustainability Commission
- Hosford - Abernethy Neighborhood Development
- Pearl District Neighborhood Association
- Portland Business Alliance
- Urban Land Institute
- Travel Portland
- Portland State University
- Venture Portland
- AIA Urban Design Panel
- Small Business Owners
- Central City Concern
- Zimmerman Community Center
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- Oregon Museum of Science and Industry
- Urban Works Real Estate
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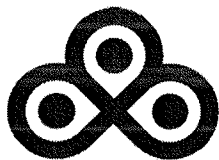
Many other groups representing a wide range of interests also participated throughout the Symposium Series.

All of these groups include stakeholders with interests in the Central City and, as such, could be affected by the outcomes of the CC2035 plan.

8. How does this relate to current City policies?

The Central City 2035 Concept Plan reflects the priorities, goals and policies of the Portland Plan to make Portland prosperous, educated, healthy and equitable. The plans that the Concept Plan will guide will be incorporated into the City's new Comprehensive Plan. The Concept Plan references the goals and policies of the Climate Action Plan and, through the completion of the quadrant plans, apply those policies to the specific situations of the Central City.





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Irma Valdez

October 8, 2012

Mayor Sam Adams and Portland City Council
Portland City Hall
1121 SW 4th Avenue
Portland, OR 97204

Subject: Central City 2035 Concept Plan

Dear Mayor Adams and City Commissioners,

The Planning and Sustainability Commission is pleased to forward our recommendations on the Central City 2035 Concept Plan. We support the policies and urban design directions laid out in this plan as the first step in updating the 1988 Central City Plan. The Central City 2035 planning project is intended to help preserve our existing assets and guide us on a path to a truly livable, sustainable city center.

At a September 11, 2012 public hearing on the plan, the Commission received a range of testimony generally supportive of the Concept Plan. Participants in the process testified in favor of the extensive work that had been done. Other comments were focused on transportation issues, specifically bicycling mode share goals and implementation of the Bicycle Master Plan.

After the public hearing on September 11, 2012, City staff compiled a final memorandum with recommended staff changes which was presented to the commission at a public meeting on September 25, 2012. The amendments reflected comments received from the commission and the public at large. After review the Commission supported the changes and supports work that will be done in the following phases to address all the concerns which were discussed.

On September 25, 2012 the Planning and Sustainability Commission unanimously voted to forward the Central City 2035 Concept Plan to City Council for adoption by resolution. The Commission strongly supports the Concept Plan and the strategic vision of a center of innovation and exchange it lays out for the Central City. This plan supports and is consistent with the N/NE Quadrant Plan which the Commission is also forwarding to City Council for adoption as a separate agenda item.



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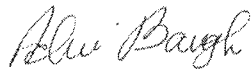
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The Planning and Sustainability Commission recommends that Council adopt the Resolution which:

1. Will adopt the Central City 2035 Concept Plan as non-binding City policy for the Central City;
2. Direct completion of the long-range quadrant planning work outlined in the Central City 2035 Concept Plan; and
3. Direct staff to submit to City Council by June 2015 an ordinance that adopts the final Central City 2035 Plan and amends the Portland Comprehensive Plan and Map and Zoning Code and maps in conformance with the Plan.

Thank you for the opportunity to participate in the review of these plans and for considering our recommendations.

Sincerely,



Andre Baugh
Chair
Portland Planning and Sustainability Commission

