

May 1, 2019

I've been thinking about our town - how it was when I moved here over two decades ago - and where we are today.

Landing here in '96 Portland fulfilled my definition of *shangri la*. I joined 1000 Friends of Oregon. Attended conferences where urban and land use thinkers promoted competing visions. What's the best size for a city? What's human scale? And I learned that growth is very expensive.

The catch phrase then was "sense of place" and Portland nurtured it with all its heart. Over time, I grew to understand that our town also had a less lyrical history that included redlining and other forms of injustice.

Today's catch phrases include Smart Growth or Missing Middle. Charm is out. Technocrats are in. What bothers me is the subtext that growth itself - at this point in time - can be regarded as something to grow out - whether it be out, between, or up.

It is a problem. As Richard Attenborough narrates in *The Planet*, in the past fifty years the world's human population has doubled while wildlife populations on average have declined by 60%.

Half a century ago, another skeptic of growth, Governor Tom McCall shepherded Oregon's landmark land use laws into reality. SB100 had roots in an environmental awakening stoked in part by Paul Erlich's seminal book *The Population Bomb*, which predicted mass starvation as *human growth outstripped our ability to grow enough food*.

That didn't happen. But was Erlich all wrong? Instead, we expanded a global, industrial, fossil based agricultural supply chain. That wiped out a lot of habitat and its wildlife. That enabled a huge exponential growth in carbon emissions. And that might be our children's catastrophe.

In Japan, population is decreasing. And economists wring their hands.

Yet Nobel laureate Steven Chu calls current economics a *giant pyramid scheme that's not sustainable*. Traditional economic growth requires more and more people to buy more and more stuff. Certainly we Portlanders are no exception - as more and more Amazon boxes are crammed into our expanding fleet of shiny new self storage buildings.

Perhaps another model? Robotics and artificial intelligence - in short innovative growth - may dovetail perfectly with Japan's demographic changes

The percentage of our world's citizens who live in urban areas continues to grow, as does their sheer numbers. At the same time, to feed the mouths and economies of our urban empires, our planet's remaining wild lands continue to be domesticated on a daily basis.

So what to do? My advocacy here is not for walls or laws of exclusion or anything along those lines. I am calling for us to elaborate a future scenario. We have Vision Zero for Road Safety - why not Vision Zero for Growth? Not laws. Not policy. Just a simple reassertion that growth itself is not to be blindly revered: it is actually antithetical to the future livability of our city and of our planet.

Jeff Cole
4343 SE Madison St.
Portland, OR. 97215

May 1, 2019

Moore-Love, Karla

From: Jeff Cole <tjeffcole@gmail.com>
Sent: Thursday, March 7, 2019 1:58 PM
To: Moore-Love, Karla
Subject: Re: 3 Minute Communication Request

Thanks I'll take that.

Topic: Updating the McCall Land Use Legacy

Do we know the time yet?

On Thu, Mar 7, 2019 at 10:15 AM Moore-Love, Karla <Karla.Moore-Love@portlandoregon.gov> wrote:

Hello Jeff,

The next available date to speak is May 1st. Let me know if this date will work for you. If so, please send me your topic.

Regards,

Karla



Karla Moore-Love

Council Clerk | City of Portland

1221 SW 4th Avenue, Room 130, Portland, OR 97204

(503) 823-4086

www.portlandoregon.gov/auditor/councilclerk



From: Jeff Cole <tjeffcole@gmail.com>
Sent: Wednesday, March 6, 2019 3:07 PM
To: Moore-Love, Karla <Karla.Moore-Love@portlandoregon.gov>
Subject: 3 Minute Communication Request

Hi Karla,

are there any general 3-minute communication slots currently available to present to Council?

Thank you,

Jeff Cole

4343 Se Madison St.

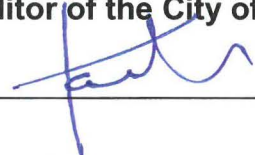
Portland, OR 97215

Request of Jeff Cole to address Council regarding update on the McCall Land Use Legacy (Communication)

MAY 01 2019

PLACED ON FILE

Filed APR 23 2019
MARY HULL CABALLERO
Auditor of the City of Portland

By 
Deputy

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Hardesty		
4. Eudaly		
Wheeler		