

**PORTLAND ECONOMIC DEVELOPMENT STRATEGY**IF YOU WISH TO SPEAK TO CITY COUNCIL, **PRINT** YOUR NAME, ADDRESS, AND EMAIL.

NAME (print)

ADDRESS AND ZIP CODE

Email

<del>left</del> Jamie Hogue	58 SE 61st Ave. Portland, OR 97215	jamie@climate solutions.org.
✓ JAE LARSEN	THE GREEN VILLE PROJECT 240 N. Broadway Ste 122 Portland, OR 97227	JaeLarsen@TheGreenVille Project.com
✓ TAD Lukasik	PO Box 80918 PDX, OR 97280	tad.lukasik@oregon Creative.org
<del>Scott MADSEN</del>	<del>9326 Denton Dr Lake Oswego, OR</del>	<del>Scott@Capcitycommercial.com</del>
<del>left</del> Richard Soerem	1627 N. TANTEN PDX 97217	rsoerem@fullertonco. com
✓ Joe D. Nunn	1385 NE 49	Joe@ProjectCleanSlate.com
<del>left</del> Jeffrey King	1424 NE 21	
✓ Kerry yu		Kerryyu@mac.com
<del>ALMARINA BRAVETTE</del>		almarina@comcast.net
<del>left</del> MS Petroni	1631 NE BROADWAY #249	nij@causeit.org
✓ SATTIE Clark VOIS	2326 N. Flint Ave Portland 97217	sattie@eekinc.com

PORTLAND ECONOMIC DEVELOPMENT STRATEGYIF YOU WISH TO SPEAK TO CITY COUNCIL, **PRINT** YOUR NAME, ADDRESS, AND EMAIL.

NAME (print)

ADDRESS AND ZIP CODE

Email

✓ Mary Vogel	1024 SW Main #454 97205	mary@plangreen.net
left ✓ Ed Trompke	2 Centerpoint Drive Lake Oswego 97035	ed.trompke@jordanschneider.com
✓ Jonny Holz	2326 N Flint Ave 97217	jonny.holtz@gmail.com

**Moore-Love, Karla**


---

**From:** Mary Vogel [maryvogel@yahoo.com]  
**Sent:** Wednesday, July 08, 2009 9:26 PM  
**To:** Adams, Sam; Schneider, Kimberly; Warner, Bruce; Flynn, Erin; Moore-Love, Karla  
**Cc:** Bill Lennertz; Marcy McInelly; Michael Mehaffy  
**Subject:** Testimony on Portland Economic Development Strategy  
**Attachments:** MV DowntownVision09.doc; PdxEconDevelTestimony.doc

Folks,

Here's the more complete testimony I would have given had I had the three minutes I had anticipated. I've included it as an attachment for ease in adding it to the record. I've also attached my Downtown Vision as promised. I feel that CNU should be on your sustainable business invitation list along with whatever other groups you consult/notify regularly--Pdx Lounge, VOICE, whatever.

Bill Lennertz, who I have cc:ed is our contact person, but please include me too in case Bill is out of town.

### **Testimony on Portland Economic Development Strategy - July 8, 2009**

I'm Mary Vogel, owner of PlanGreen, a Woman Business Enterprise designated by the State of Oregon that brings ecosystem services to excellent urban design. The organization that best helps me develop my knowledge base as a sustainability professional is the Congress for New Urbanism.

I really applaud the emphasis on the downtown and central area and its importance in setting the pace and defining the region. I couldn't agree more that the downtown shapes our image. That's why I'm submitting my Downtown Vision done for a PDC/Portland Downtown Neighborhood Association urban renewal discussion as an addendum to my brief remarks. Nowhere can we set a better example, educate our residents/visitors or "embody our commitment to sustainability" as PDC Economic Development Director Erin Flynn aptly put it.

I want to applaud you for including transportation and land use and even high density development as sustainability strategies as these things often get left out in favor of a focus on what New Urbanist architect/urban designer, Doug Farr called "green gajets" in his keynote address on Sustainable Urbanism at the NLC conference here in April.

- *An unrivaled position as the greenest city in the U.S. due to farsighted investments in transit, land use planning and energy efficiency that anticipated this next phase in our way of life. . . p. 1*
- *Portland's unique status is the result of a range of investments in and policies promoting a sustainable yet distinctively urban way of life. These elements – which include transit, land use, bicycling use, high density development, green building and recycling – combine to form a culture and knowledge base that perpetuates Portland's sustainable lifestyle. p. 22*

I would like to see added **urban design** and **ecosystem services** to the list of what Portland is known for. Then let's work to really become known for them!

For example, as I have told you in more detail before, we need to make our sidewalks more friendly for pedestrians by getting rid of the requirement for off-street parking so we don't get multiple driveways

36714

interrupting the sidewalk and curb cuts interrupting the street—usurping our public space for private use.

Another example: To better utilize ecosystem services, we could begin by converting all of our public landscaping to natives-- over time. This is important for a number of reasons:

- Native plants are the basis of the food chain for our native insects that in turn are food for birds and other creatures we consider important in our lives
- Native plants do not import the kind of vastly damaging pests that come in on the alien ornamentals we currently use in most of our landscaping.

Just one illustration of this point here: The AIA Center for Architecture's LEED Platinum building has climbing trellises of orange jasmine, the plant species likely implicated in the arrival of greening disease, considered the worst citrus disease in the world. The bacteria spread by the Asian citrus psyllid, an insect that arrived on infested orange jasmine. First seen in Florida in August 2005, it had already spread to 12 counties in the state by April 2006.

- Native plants, native insects and a balanced ecosystem will be our best hope of dealing with the impacts of climate change as they will do much needed work for us in times of dwindling financial resources
- PSU has two fine examples: PSU Ecology Club's planting of a block of 10th St. and the Native American Center

I would also like to see the same emphasis—**urban design** and **ecosystem services**—in your marketing of Portland sustainability businesses abroad as well as your workforce development and even in your neighborhood business development strategy.

Our chapter-in-formation of the Congress for New Urbanism will be bringing an international Transportation Summit focused on urban design here to Portland in November. The local planning team is headed up by Marcy McInelly, a New Urbanist architect/urban designer at SERA architects who already do work internationally.

Our local CNU has other members who work internationally as well: Bill Lennertz and his National Charrette Institute, Michael Mehaffy who consults throughout Europe and teaches in Mexico and others. While I want to express support for the plan before you, please don't forget us in the Economic Development Strategy.

Mary Vogel  
Portland, OR 97205  
503-245-7858

**PlanGreen**

*Toward a Sustainable Urban Ecosystem*

A WBE/ESB in Oregon

Visit NEW website: <http://www.plangreen.net>

## Downtown Vision for Sustainability – by Mary Vogel

In my vision for Downtown, I will focus on the public realm first and what we might do there to set an example to private developers and homeowners alike. I will start with the largest part of the public realm, the streets and address how we might go one step further than we are currently doing to make them sustainable. Then I'll move on to our parks, then parking garages, then vacant or soon-to-be-vacant land, then courtyards (which might be made public), etc. I'll suggest some technologies, practices and uses that will address the global environmental impacts we are facing: climate change, peak oil and loss of biodiversity/extinction of species. I also suggest a form-based code to help insure great urban design and truly walkable neighborhoods.

### Green Street Retrofits, Connectivity Corridors and Placemaking

The first part of my vision retrofits key streets, e.g., SW Salmon Street, as a green street—with bioswales or infiltration planters in the public right-of-way that not only manage stormwater but also encourage the recovery of biodiversity with NATIVE PLANTS AND TREES stretching from Washington Park (which still has pockets of native habitat though it is also home to the Rose Garden and the Zoo) to the Willamette River. Other streets that could be appropriate are SW Main, SW Jefferson and SW Columbia. These streets could serve as a connectivity corridor for birds and other wildlife and implement former Urban Design Director, Arun Jain's call for "streets as less of a conduit and more of a place."

If we used a highly diverse mix of natives species in the bioswales—not only the native shrubs, ferns and grasses that are typically used (in the all too infrequent times when natives are used at all) but also wildflowers—**we could show that we can have great color and beauty while giving residents and visitors alike a true sense of place and providing habitat for critical parts of the ecosystem.**

### Biodiversity Recovery

While we have left other creatures only 1/20<sup>th</sup> of the habitat they once had in the lower 48, those creatures are essential to a functioning ecosystem and functioning ecosystems provide ecosystem services. While downtowns are not usually the first place one would think to restore biodiversity, I maintain that because downtown is a place that

1. Most projects our image to our visitors and the outside world and
2. Most people in the region visit—if only occasionally

it is a great place to demonstrate biodiversity recovery and educate about it, displaying our values to our residents and our visitors alike.

*... Biodiversity is essential to the stability—indeed, the very existence—of most ecosystems. We remove species from our nation's ecosystems at the risk of their complete collapse. ... More energy in the system means that the system will be more productive. ... and, from a selfish human perspective, produce more ecosystem services for us, make more fish, more lumber, and more oxygen, filter more water, sequester more carbon dioxide, buffer larger weather systems, and so on). ... Biodiversity also benefits ecosystems by making them less susceptible to alien invaders (Kennedy et al. 2002).*

Douglas Tallamy  
Bringing Nature Home

It's not the plants alone we would be attempting to recover, but also the insect species that pollinate plants, return nutrients tied up in dead plants and animals to the soil, keep populations of insect herbivores in check, aerate and enrich the soil and provide food for most other animals. These ecosystem services will be especially critical as the planet warms—to help us fend off invasions of destructive alien insects and keep our soils healthy. Entomologist, Douglas Tallamy, in his book *Bringing Nature Home* gives both research and anecdotes that show that our native insects need native plants to survive.

### **Costs and Benefits**

Researchers have valued the ecosystem services provided by insects at \$57 billion each year. What downtown Portland would gain in ecosystem services would be far greater than the cost of adding the additional native plant landscaping. And this green street landscaping I am suggesting would also help us deal with stormwater. The city has calculated the life cycle costs of green streets to be lower than the conventional curb, gutter and storm drain and it plans to move ahead despite budget difficulties on a project involving streets from Mt. Tabor to the Willamette River on the eastside. Retrofitting the streets I am suggesting above—and perhaps additional downtown streets—will make a statement and set an example for a greater percentage of our residents and visitors. Of course, Portland will want to use educational signage to help in teaching people to take action in their own yards.

### **Downtown Parks**

While the streets cited above could provide the east-west connection, the South Park Blocks are the logical place for the north-south connectivity corridor as they already provide that function—to a small extent. But they need to do better. They need to provide better habitat and they could provide even more stormwater management than their mature canopy trees already do through re-design of the landscaped portions and connection with street stormwater. Over time, replace all ornamental plants in the landscape with native plants, interplanting the roses with natives right now. Plan to replace trees that die with native trees and plant only native trees as succession trees from now on. Other parks from Keller Fountain Park to Lovejoy Fountain Park to Pettygrove Park to Chapman and Lownsdale Squares need to have a similar treatment—also the landscape of the Central Library. At the very least invasives should be removed and replaced with natives promptly. English ivy is prevalent throughout downtown—even on LEED certified buildings (such as 2 Market Square). Hopefully, the integration of the Sustainable Sites rating system (<http://www.sustainablesites.org/>) into LEED and other sustainability codes like STAR will make using/restoring natives the thing to do.

### **Urban Agriculture**

Enhance those Park Block squares lost to development by requiring or encouraging with incentives an eco-roof on any building in their corridor and enhance their wildlife appeal through treatment of buildings and streets at the edges too. For example, explore adding a second use to the public parking structure edging such a Park Block at SW10<sup>th</sup> and Yamhill by adding a community garden. Community Gardens are especially important for the occupants of all of the affordable and assisted housing in the area.

Topsy Turvys (or similar upside down hanging devices) of tomatoes, peppers, squash, cucumbers, eggplants, etc. could be hung in the openings and planters could grow vining



plants up the side of the building. These could be a combination of food plants for people and native vines for insects.

Research the planter systems developed to reduce the maintenance labor (see [www.earthbox.com](http://www.earthbox.com)) for their cost/benefit. Some preliminary design work for the 10<sup>th</sup> & Yamhill parking structure was already done by attendees at the Living Futures Conference in May 2009. See Kevin Cavanaugh (Ten Pod) and Mark Boucher-Colbert (Urban Agriculture Solutions). This model can be repeated in other parking structures throughout downtown as well—privately as well as publicly owned.

The soon to-be-vacant land of the Jefferson West at SW 12<sup>th</sup> & Jefferson should become a multifunctional landscape providing some bioretention stormwater treatment with native plants and community garden plots for apartment dwellers. More community garden opportunities should be developed in that area as well as there is a concentration of affordable housing there. I am not aware of ANY today except for students and faculty at PSU. Community gardening on rooftops should be explored. To get an idea of what could be done on a rooftop, please take a look at the highly productive garden atop Noble Rot at NE12<sup>th</sup> & Burnside—a garden that provides fresh organic vegetables to the restaurant below.

### **Courtyards**

All new courtyards should be open following the example The Sitka and the condos across from it in the Pearl District. A city program should strongly encourage this. Again, a diversity of native plants should be grown there, though food growing plots might be made available to residents in areas of the courtyard that do not have to handle stormwater management. Buildings whose courtyards are currently private should be encouraged to go native and ultimately public.

### **Eco-District**

At the same time we dig up the street for green streets, we should put in district energy\* and smart grid infrastructure tying in with the Sustainability Institute/University EcoDistrict. As you know, Portland is developing an EcoDistrict concept. According to Sustainability Institute Director, Rob Bennett, “The objective of the program is to test, accelerate and eventually codify the next generation of best practices in green development and civic infrastructure that can be scaled to create neighborhoods with the lowest environmental impact and highest economic and social resiliency in the United States.”

Instead of just lowering environmental impact, let's practice regenerative development in the place it is most visible--DOWNTOWN! Other cities are installing examples of biodiversity recovery in their downtowns. In Washington, DC, the National Museum of Natural History has planted the entire street edge on the NW 11<sup>th</sup> Street side of its property in a native plant butterfly garden with interpretive signage and the US Botanic Garden has a permanent native pollinator garden and display on its property. Finally, the US Senate has installed a rain garden of diverse native species to both filter stormwater from one of its parking lots and rival its ornamental gardens in beauty.

The Corporatelands Natural Landscaping Program in Chicago encourages and supports large institutions to replace their turf grass landscapes with natural landscapes of plants

and grasses native to the Chicago region. The program has partnered with Columbia College on the Chicago Loop, to create a native prairie garden in a former parking lot space at 11th and Wabash. “This beautiful garden is designed to carry the message that biodiversity can work in a very urban downtown environment and that it can also be attractive” they maintain. Corporatelands also partnered with one of Chicago’s largest developers, the John Buck Company, to make the planter beds at its prime downtown location, 222 N. Riverside Plaza, a model for how native species can complement a more traditional planting scheme. The entire Chicago region has adopted Biodiversity Recovery Plan.

### **Buildings and Codes**

To see that new buildings promote good urban design, I would like to see a form-based code developed with input from all downtown residents, business and landowners who want to be involved. A FBC is necessary to see that we get great urban design and no more of the suburban building designs that one finds across I-405 in Goose Hollow—e.g., the Multnomah Athletic Club and KGW Studio, as well as others far less tasteful.

I would personally prefer a mix of new buildings with most being in the 8-9 story range with little to no setback from the street, lots of large operable windows, and clad in conventional materials. The St. Francis is a good model. A few more tall towers that pay attention as to their context should be part of the mix. The Ladd Tower is a good example of a project that does this. Personally, I wonder if the towers shouldn’t produce enough energy to run their own elevator and HVAC systems—as energy for such uses may be problematic over the long term.

### **Uses to Encourage**

We should build on the arrival of Shorebank Pacific to our neighborhood and get them to help us encourage some of the companies in their portfolio to locate here and perhaps a national office of a socially responsible investing organization such as CERES. The existence of Oregon Community Foundation in the neighborhood, as well as Shorebank, increases the likelihood of socially responsible businesses and organizations locating here.

I’d also like to see several co-housing projects as co-housing is an excellent way to both encourage workforce housing and create a sense of community. Co-housing projects are designed, built and owned by the members who plan to live there. They usually have more community spaces and events than the typical multifamily building and they often utilize the latest green and self-sufficiency technologies—from renewable energy/energy efficiency to organic gardening. Eli Spivak of Orange Splot is a co-housing developer who might help us attract such projects.

Northwest Academy and NW Film Center should be interviewed for their potential space needs and what it will take for them to stay in the neighborhood. Are there other arts groups we should be nurturing or attracting?

One new retail tenant I would like to attract is Market of Choice—a small Eugene-based grocery chain that has two stores in the Portland area. I find their prices often better than the competition for organic foods and supplements.



### **Lincoln High School**

Lincoln High School offers one of the greatest opportunities for creating and displaying Downtown's new paradigm shift. It could and should go to at least 3-4 stories in height and welcome another school or two to join its campus. There are already models in the public school system for a greatly revised and multi-functional landscape: Glencoe is probably the best as other schools have too many non-natives in their stormwater planters. A wildlife garden in the area of the three Black Walnuts fronting on 14<sup>th</sup> St could benefit the trees and be a far better use of the space than the turf grass and temp buildings that are there now.

### **Invasive species**

Invasive species need to be dealt with throughout the west end of downtown and the Goose Hollow and Arlington Heights neighborhoods. The two mature Ailanthus trees at the edge of the parking lot in back of the Richard Herrera Hair Salon (SW 11<sup>th</sup> & Main) have the potential to be especially damaging to the ecosystem and to buildings and sidewalks. They produce millions of seeds, a few of which have taken root and are growing nearby, but the majority of which either wash down the storm drains where they are taken to the River to potentially root or they get caught in the tires of parked cars to be transported elsewhere. They often root at the edge of a building and grow roots into the foundation causing extensive damage. Taking those trees out immediately might have an adverse effect on the tenants of the apartment building that they provide shade for, so other trees should be planted and nurtured first. The Ailanthus seeds should be swept up continuously throughout the growing season.

\*District Energy systems produce thermal energy for heating, cooling and hot water at a central plant, for use in the immediately surrounding community. District Energy facilities, both renewable and non-renewable, have less carbon output because there is less energy loss due to shorter conveyance distances. District Energy systems typically consume 40% less fuel and produce 45% less air emissions than conventional energy generation. These systems can serve small developments or larger areas up to several miles; however, the energy demand must support the cost of construction and running the system. It is best utilized in dense urban areas where there are energy loads sufficient to justify the infrastructure installation, as well as both day and evening energy users.

### *Other Renewable Sources*

New options for renewable District Energy sources are growing, including solar and micro-hydro facilities. Technology improvements in small scale plants make these rapidly developing renewable energy sources accessible to businesses and communities. They should always be considered to achieve the goal of Net Zero Energy development.

## Testimony on Portland Economic Development Strategy - July 8, 2009

I'm Mary Vogel, owner of PlanGreen, a Woman Business Enterprise designated by the State of Oregon that brings ecosystem services to excellent urban design. The organization that best helps me develop my knowledge base as a sustainability professional is the Congress for New Urbanism.

I really applaud the emphasis on the downtown and central area and its importance in setting the pace and defining the region. I couldn't agree more that the downtown shapes our image.

That's why I'm submitting my Downtown Vision done for a PDC/ Portland Downtown Neighborhood Association urban renewal discussion as an addendum to my brief remarks. Nowhere can we set a better example, educate our residents/visitors or "embody our commitment to sustainability" as PDC Economic Development Director Erin Flynn aptly put it.

I want to applaud you for including transportation and land use and even high density development as sustainability strategies as these things often get left out in favor of a focus on what New Urbanist architect/urban designer, Doug Farr called "green gadgets" in his keynote address on Sustainable Urbanism at the NLC conference here in April.

*An unrivaled position as the greenest city in the U.S. due to farsighted investments in transit, land use planning and energy efficiency that anticipated this next phase in our way of life. . . p. 1*

*Portland's unique status is the result of a range of investments in and policies promoting a sustainable yet distinctively urban way of life. These elements – which include transit, land use, bicycling use, high density development, green building and recycling – combine to form a culture and knowledge base that perpetuates Portland's sustainable lifestyle. p. 22*

I would like to see added **urban design** and **ecosystem services** to the list of what Portland is known for. Then let's work to really become known for them!

For example, as I have told you in more detail before, we need to make our sidewalks more friendly for pedestrians by getting rid of the requirement for off-street parking so we don't get multiple driveways interrupting the sidewalk and curb cuts interrupting the street—usurping our public space for private use.

Another example: To better utilize ecosystem services, we could begin by converting all of our public landscaping to natives-- over time. This is important for a number of reasons:

- Native plants are the basis of the food chain for our native insects that in turn are food for birds and other creatures we consider important in our lives

- Native plants do not import the kind of vastly damaging pests that come in on the alien ornamentals we currently use in most of our landscaping.
  - Just one illustration of this point here: The AIA Center for Architecture's LEED Platinum building has climbing trellises of orange jasmine, the plant species likely implicated in the arrival of **greening disease**, considered the worst citrus disease in the world. The bacteria spread by the Asian citrus psyllid, an insect that arrived on infested orange jasmine. First seen in Florida in August 2005, it had already spread to 12 counties in the state by April 2006.
- Native plants, native insects and a balanced ecosystem will be our best hope of dealing with **the impacts** of climate change as they will do much needed work for us in times of dwindling financial resources
- PSU has two fine examples: PSU Ecology Club's planting of a block of 10<sup>th</sup> St. and the Native American Center

I would also like to see the same emphasis—**urban design** and **ecosystem services**—in your **marketing** of Portland sustainability businesses abroad as well as your **workforce development** and even in your **neighborhood business development** strategy.

Our chapter-in-formation of the Congress for New Urbanism will be bringing an international Transportation Summit focused on urban design here to Portland in November. The local planning team is headed up by Marcy McInelly, a New Urbanist architect/urban designer at SERA architects who already do work internationally.

Our local CNU has other members who work internationally as well: Bill Lennertz and his National Charrette Institute, Michael Mehaffy who consults throughout Europe and teaches in Mexico. While I want to express support for the plan before you, please don't forget us in the Economic Development Strategy.

36714

**Moore-Love, Karla**


---

**From:** Brenda Ray Scott [adept\_diva@hotmail.com]  
**Sent:** Wednesday, July 08, 2009 1:12 PM  
**To:** Moore-Love, Karla; Adams, Mayor; Commissioner Fish; Commissioner Fritz; Leonard, Randy; dsaltzman@ci.portland.or.us  
**Cc:** Quinton, Patrick; Steven Rupert; Parsons, Susan  
**Subject:** 7-8-09 Economic Development StrategyWritten testimony  
**Importance:** High  
**Attachments:** Letter to Council Economic Development - 7-8-09.doc

Hello! I'm in support of the concept of the strategy, but have specific questions about the content. Many thanks for your consideration at this late hour! My circumstances prevent me from appearing this afternoon to testify as previously planned. Best regards, Brenda

July 8, 2009

Portland City Council  
 1221 SW 4<sup>th</sup> Avenue  
 Portland, OR 97204

Re: Today's resolution of a Five Year Plan Economic Development Strategy

Dear Commissioners:

I realize my letter is reaching you as today's council meeting is in session. I had hoped to provide testimony in person, but will not be able to attend this afternoon's presentation of the City of Portland Economic Development Strategy – A Five Year Plan for Promoting Job Creation and Economic Growth (Resolution). I'm in favor of the City of Portland investing more resources into economic development. I'm writing to express my general support of the concept and the proposed plan. I have questions about particular components of the plan.

Will the plan be further modified to identify more specific opportunities for integrating aging baby boomers and transitioning Gen Xers for roles in the "sustainable economy" defined in the plan? The overarching goal doesn't appear to address these groups and the plan seems focused on 18-24 year olds and the creative class.

Why is the plan so focused on the central city areas? *Neighborhoods such as Kenton are prime locations for creating sustainable industry.*

How will promotion and advocacy of and by neighborhood business associations and businesses be supported? After studying **3. Building the Sustainable Economy: Neighborhood Business Vitality**, I still have questions about *what specific resources will be dedicated to neighborhoods such as Kenton where the business association needs support to advocate for neighborhood businesses or to vie for programs such as the Oregon Main Street Program. Where and how will that support come?*

How will implementers of the currently proposed economic development strategy interface with existing URACs such as the Interstate Urban Renewal Area? I read the description of the public process around the exploration of forming a new URAC on page 23, but missed the discussion of how the currently operating URACs will interface with this strategy. *How will the strategy build on (no pun intended) investments such as the Denver Avenue Streetscape being made in neighborhoods such as Kenton?*

7/8/2009

36714

Will the references to CubeSpace be removed? To my knowledge, the company has recently ceased operations.

Thanks very much for considering carefully the questions I've posed here! I'm looking forward to a response to the questions I've posed.

Best regards,

*Brenda Ray Scott*

Brenda Ray Scott, Recent past co-chair of Kenton Neighborhood Association  
Alternate Member of ICURAC and Long-time North Portland Committee Activist

cc: Steve Rupert  
Patrick Quinton

Brenda Ray Scott  
503-680-5196

7/8/2009

# Brenda Ray Scott

36714

July 8, 2009

Portland City Council  
1221 SW 4<sup>th</sup> Avenue  
Portland, OR 97204

Re: Today's resolution of a Five Year Plan Economic Development Strategy

Dear Commissioners:

I realize my letter is reaching you as today's council meeting is in session. I had hoped to provide testimony in person, but will not be able to attend this afternoon's presentation of the City of Portland Economic Development Strategy – A Five Year Plan for Promoting Job Creation and Economic Growth (Resolution). I'm in favor of the City of Portland investing more resources into economic development. I'm writing to express my general support of the concept and the proposed plan. I have questions about particular components of the plan.

Will the plan be further modified to identify more specific opportunities for integrating aging baby boomers and transitioning Gen Xers for roles in the "sustainable economy" defined in the plan? The overarching goal doesn't appear to address these groups and the plan seems focused on 18-24 year olds and the creative class.

Why is the plan so focused on the central city areas? *Neighborhoods such as Kenton are prime locations for creating sustainable industry.*

How will promotion and advocacy of and by neighborhood business associations and businesses be supported? After studying **3. Building the Sustainable Economy: Neighborhood Business Vitality**, I still have questions about *what specific resources will be dedicated to neighborhoods such as Kenton where the business association needs support to advocate for neighborhood businesses or to vie for programs such as the Oregon Main Street Program. Where and how will that support come?*

How will implementers of the currently proposed economic development strategy interface with existing URACs such as the Interstate Urban Renewal Area? I read the description of the public process around the exploration of forming a new URAC on page 23, but missed the discussion of how the currently operating URACs will interface with this strategy. *How will the strategy build on (no pun intended) investments such as the Denver Avenue Streetscape being made in neighborhoods such as Kenton?*

Will the references to CubeSpace be removed? To my knowledge, the company has recently ceased operations.

Thanks very much for considering carefully the questions I've posed here! I'm looking forward to a response to the questions I've posed.

Best regards,

*Brenda Ray Scott*

Brenda Ray Scott, Recent past co-chair of Kenton Neighborhood Association  
Alternate Member of ICURAC and Long-time North Portland Committee Activist

cc: Steve Rupert  
Patrick Quinton

8824 North Hamlin Avenue, Portland, OR 97217-7152 503/283-1591 (voice)  
**Brenda** - 503/680-5196 (cell), or by e-mail [adept\\_diva@hotmail.com](mailto:adept_diva@hotmail.com)



**Moore-Love, Karla**

---

**From:** Don MacGillivray [mcat@teleport.com]  
**Sent:** Tuesday, July 07, 2009 2:41 PM  
**To:** Adams, Mayor; Commissioner Fritz; Commissioner Fish; Leonard, Randy; Commissioner Saltzman  
**Cc:** Moore-Love, Karla; Molina, Margarita  
**Subject:** Coments on agenda item #985 - Econ. Dev. Strategy

**Attachments:** Economic Dev Strategy Comments 7-09.doc



Economic Dev  
Strategy Comments..

Dear Mayor and Commissioner,

Please find my comments regarding agenda item #985 on tomorrow afternoons agenda - The 5 Year Economic Development Strategy. In general it is good and I support it, but I do have concerns. Please see below and the attachment.

Thank you and best wishes,

Don MacGillivray  
the Buckman neighborhood

////////////////

Date: July 7, 2009  
 To: Mayor Adams and Commissioners Fritz, Fish, Leonard, and Saltzman  
 From: Don MacGillivray, Buckman neighborhood mcat@teleport.com

Comments Concerning the Portland Economic Development Strategy - agenda item #985

Clearly Portland needs an economic development plan and this is a good effort. While I support much of I do have concerns.

One of the largest concerns is the lack specifics. How much will things cost and how much will be supported by government funding?

The climate action plan and the economic development plan are talked about as being compatible. Both will be impacted by the energy costs and other undetermined factors. The benefits of both these plans are uncertain and will be difficult to realize. In many cases both are dependent on factors beyond our control in the national and international scheme of things.

There are other strategies to achieve a sustainable economy that are much different from these goals of this plan. One of these is "YES" magazine published by the Positive Futures Network, 284 Madrona Way NE, Ste 116, Bainbridge Island, WA 98110-2870. Another is the "Transition Towns" movement that focuses on grassroots efforts to adapt to peak oil and climate change rather than expanding our problematic mega economic system. There must be room for aspects of both, at least until we discover what solutions really benefit everyone.

I am concerned about the focus on competitiveness. Obviously this is important, but the qualities of cooperation is equally if not more important. Cooperation encourages openness, transparency and consensus – many people working together for the benefit of all. Competitiveness implies winning or losing, domination, separation, etc. Please be careful about the images we promote.

The focus should be on local businesses not national and international entities using our region for their own economic enhancement

The focus on education and research is good.

Workforce development is good. We need to improve the employability of the people living here and not importing trained

people to this region so they can take the best jobs.

While a vibrant downtown is a good idea I am concerned about too much redevelopment in Old Town Chinatown that will remove the services to vulnerable people that live and survive because of these critical organizations and services. After I would bet on the sustainability of homelessness in Portland before I would bet on any other part of the economic environment.

The focus on gardening is excellent as long as it is for small scale businesses and it retains local ownership of the land used for these activities. There are many opportunities for the home gardener to participate in this and this needs to be encouraged and supported as a cottage industry.

Utilizing the main street program is good. Make sure the adjoining neighborhood associations are involved with the plans and organizations that are developing each main street – Division Vision is a good model. I am also very concerned about any plans that change the appearance of a main street. There are many new buildings whose style conflicts with the established streetscape. There are often other impacts that are not fully addressed.

There is no mention of the tax structure and its ability to influence needed change.

An economic development plan is very welcome. It would have been much better to have more meat (implementation ideas / budget) on the bones (goals) within this plan. Various pieces will require approval incrementally and I am not sure the process will be as transparent as it should be.

Date: July 7, 2009  
 To: Mayor Adams and Commissioners Fritz, Fish, Leonard, and Saltzman  
 From: Don MacGillivray, Buckman neighborhood meat@teleport.com

Comments Concerning the Portland Economic Development Strategy - agenda item #985

Clearly Portland needs an economic development plan and this is a good effort. While I support much of I do have concerns.

One of the largest concerns is the lack specifics. How much will things cost and how much will be supported by government funding?

The climate action plan and the economic development plan are talked about as being compatible. Both will be impacted by the energy costs and other undetermined factors. The benefits of both these plans are uncertain and will be difficult to realize. In many cases both are dependent on factors beyond our control in the national and international scheme of things.

There are other strategies to achieve a sustainable economy that are much different from these goals of this plan. One of these is "YES" magazine published by the Positive Futures Network, 284 Madrona Way NE, Ste 116, Bainbridge Island, WA 98110-2870. Another is the "Transition Towns" movement that focuses on grassroots efforts to adapt to peak oil and climate change rather than expanding our problematic mega economic system. There must be room for aspects of both, at least until we discover what solutions really benefit everyone.

I am concerned about the focus on competitiveness. Obviously this is important, but the qualities of cooperation is equally if not more important. Cooperation encourages openness, transparency and consensus – many people working together for the benefit of all. Competitiveness implies winning or losing, domination, separation, etc. Please be careful about the images we promote.

The focus should be on local businesses not national and international entities using our region for their own economic enhancement

The focus on education and research is good.

Workforce development is good. We need to improve the employability of the people living here and not importing trained people to this region so they can take the best jobs.

While a vibrant downtown is a good idea I am concerned about too much redevelopment in Old Town Chinatown that will remove the services to vulnerable people that live and survive because of these critical organizations and services. After I would bet on the sustainability of homelessness in Portland before I would bet on any other part of the economic environment.

The focus on gardening is excellent as long as it is for small scale businesses and it retains local ownership of the land used for these activities. There are many opportunities for the home gardener to participate in this and this needs to be encouraged and supported as a cottage industry.

Utilizing the main street program is good. Make sure the adjoining neighborhood associations are involved with the plans and organizations that are developing each main street – Division Vision is a good model. I am also very concerned about any plans that change the appearance of a main street. There are many new buildings whose style conflicts with the established streetscape. There are often other impacts that are not fully addressed.

There is no mention of the tax structure and its ability to influence needed change.

An economic development plan is very welcome. It would have been much better to have more meat (implementation ideas / budget) on the bones (goals) within this plan. Various pieces will require approval incrementally and I am not sure the process will be as transparent as it should be.

**Parsons, Susan**

---

**From:** milagros@milagrosboutique.com  
**Sent:** Tuesday, July 07, 2009 3:49 PM  
**To:** Leonard, Randy; dsaltzman@ci.portland.or.us; Commissioner Fritz; Adams, Sam; Commissioner Fish  
**Cc:** Moore-Love, Karla; Turino, Jon; Evans, Randy; Parsons, Susan; Flores, Alma; Valerie@oregon-microbiz.org  
**Subject:** [Approved Sender] Formal Testimony - Economic Development Strategy

7/7/2009

Mayor Adams and Commissioners,

I am writing to you to request your approval of the Economic Development Strategy. The plan is a critical step in setting the direction and tone of the city's near term economic future.

The key theme of this plan, and the core inspiration that should underscore city initiatives in the realm of economic development, is that the city's investment in the local economy needs to tip toward true business development.

What is true business development? It is tangible, sizable, strategic investment in the creativity, entrepreneurship, and ideas of existing and future business leaders. It is providing technical and financial support for development of businesses; not just potential buildings to house them.

This is a paradigm shift. But it is not a new idea. It is what defines the work of any venture capitalist.

Thus, if the city is to move into a position of true economic partner; if the goal of public investment in private concerns is to create a durable local economy, the city must become a tangible investor in the vibrancy of our business community. And the greatest driver of our local economy has been and continues to be the type of small business development targeted by the Economic Gardening portion of the Economic Development Strategy (Objective 3.1).

Why does this sector of the economy - small and micro business development - deserve special attention from the city? Consider the job goal of the Economic Development Strategy: to create 10,000 new jobs in five years.

That seems pretty heady until you consider that in May 2009 alone nearly 600 business licenses were issued by the city. This is triple the total of licenses issued in May 2008 (Source: Portland Tribune). This entrepreneurship is happening despite the economic climate and the lack of private startup investments. Imagine for a moment the impact of tangible public support in helping these businesses not only survive but thrive? Suddenly a goal of 10,000 new jobs in five years seems needlessly conservative.

And what kind of jobs? Small business development in Portland is much more than boutiques, bars, and coffee shops. It is software development and

design, customized manufacturing, industrial design, creative services, fashion design, and much more. It is a job mix that is befitting our diverse community and represents an overall expansion of opportunity in the City.

So to be clear, your adoption of the Economic Development Strategy is not a stamp of approval on a 33 page plan. It is adopting a change in the relationship between the City and the local economy. It means that the City will be growing the local economy from its very roots; not merely trimming the trees or transplanting flora from the neighbors.

As such, I respectfully request not just your acceptance, not just your endorsement or approval of this plan, I want a full on embrace. Let's grow this garden.

As always, I thank you for your time and consideration. Please do not hesitate to contact me at 971-570-6930 if you have any questions.

All the best,

Tony Fuentes  
Milagros, LLC