

## Portland Planning and Sustainability Commission

Tuesday, March 13, 2012

12:30-3:00pm

### Meeting Minutes

**Commissioners Present:** Karen Gray (arrived 1pm), Don Hanson, Gary Oxman, Michelle Rudd, Howard Shapiro, Chris Smith, Irma Valdez

**Commissioners Absent:** Andre' Baugh, Mike Houck, Lai-Lani Ovalles, Jill Sherman

**BPS Staff Present:** Deborah Stein, Principal Planner; John Cole, City Planner; Julie Ocken, PSC Coordinator

**Other City Staff Present:** John Jackley, PDC; Kimberly Branam, PDC; Mauricio Leclerc, PBOT; Grant Morehead, PBOT

**Other Presenters:** Dr Margaret Neal, PSU; Alan DeLaTorre, PSU

*Vice Chair Rudd* called the meeting to order at 12:42pm and provided an overview of the agenda.

### Director's Report

Deborah Stein

- At the last officer briefing, PSC officers talked with staff about the West Hayden Island project. There is a WHI advisory meeting on 03/23, but staff is happy to meet with a group of PSC members (5 or fewer, less than a quorum) between now and then to provide an overview of the project/plan. Please let Julie know if you are interested in this briefing, and we can schedule it based on interested commissioners' schedules.
- Portland Plan is confirmed to be heard at Council on 04/18 at 6pm. BPS staff will have a brief presentation about the plan, followed by invited testimony, then public testimony. *Chair Baugh* will speak on behalf of the PSC as the commission has determined in previous discussions. Officers and BPS staff will discuss how other PSC testimony should be included at the 04/03 office briefing.
- There is no PSC meeting at the end of March; the next meeting will be April 10 at 12:30pm. Both the April meetings are looking to be 3.5 hours or so.
- The update to the Comprehensive Plan is well underway. Staff have created a Policy Framework, which is the policy direction from the Portland Plan and how it translates to the Comprehensive Plan. Staff is also starting to recruit members for 8 policy workgroups, which will be combination of City, other agency and community members. There will be a formal process to select members, which will start up in May.

### Consent Agenda

- Consideration of Minutes from 02/28/12 PSC meeting

*Vice Chair Rudd* asked for any comments or edits by Commission members.

The Consent Agenda was approved with an *aye* vote. *Commissioner Shapiro* moved to adopt the minutes, and *Commissioner Smith* seconded.

(Y6 – Hanson, Oxman, Rudd, Shapiro, Smith, Valdez)

### Neighborhood Prosperity Initiative Areas

Hearing / Recommendation: John Cole; John Jackley, PDC; Kimberly Branam, PDC

Document:

- Neighborhood Prosperity Initiative Urban Renewal Areas packet

PowerPoint: <http://www.portlandonline.com/bps/index.cfm?c=41664&a=390273>

There are 6 Neighborhood Prosperity Initiative (NPI) URAs proposed for selection, all on the east side of the city. PDC will work in these areas, together with the creation of local administrators for each district, to help progress economic development in each area. The PDC commission reviewed and approved the NPI URAs yesterday, and the project will go to City Council in April. The role of the PSC is to review the initiative to ensure it is in conformance with the Comprehensive Plan; staff review of the Urban Renewal Area Plans find conformance. All selected districts share similar characteristics and meet a variety of Comprehensive Plan initiatives:

- Creation of the local administration entity meets public involvement/participation;
- The provision of tax increment for small improvements is consistent to the Comp Plan efforts regarding in-town commercial districts;
- Physical improvements make existing commercial districts more of a hub for each area.

**NPI Areas include:**

- 42nd Avenue
- Cully Blvd
- Parkrose
- Rosewood
- Division- Midway
- 82nd Avenue and Division

**The Selection Criteria used was:**

- Outside existing URAs
- Within “Priority Neighborhoods” - those with lagging commercial investments, higher than citywide poverty rate and/or lower than citywide median household income
- Concentration of minority-owned and/or serving businesses
- Concentration of locally-owned businesses
- Business/community organization capacity
- Commercial zoning/use

The focus was on areas that the market wouldn't take care of on its own within 5-10 years, with a size and scope that the area community could organize.

This project may proceed the Portland Plan's adoption, but it provides much support for the goals and policies of the Portland Plan in the NPI work.

The work is equity-focused and partnership-driven in Portland neighborhoods. It highlights the Neighborhood Economic Development (NED) and Portland Plan policies on a number of levels, especially the equity initiative to determine where URAs should go. Strong community leadership and involvement help make sure the community defines what it would like to see within each area.

NPI is community-driven and community-implemented, built on the Main St model that's underway in areas throughout Portland. From the Main Street model, the importance of focusing on community and organizational capacity in the beginning; the importance of fundraising done by the districts themselves; and the importance of taking on the right kind of project at the right time are key components the NPI will continue.

PDC has \$10,000 in grants available in first year to give momentum and empowerment to the NPI areas.

PDC will serve a dual role, both as grant administrator to:

- Approve annual budgets
- Approve annual capital investments
- Authorize grants after conditions are met
- Monitor quarterly expenditures
- Monitor quarterly progress reports and as a partner in success to provide:
- Training and technical assistance
- Coaching and mentoring

The URA and its tax increment revenue is one of the tools for the community to use to implement community identified revitalization projects. Financing will also come from EOI microenterprise, PDC small business technical assistance, the Craft3 partnership, and more.

PDC will measure success in the NPIs based on a variety of metrics including:

- Establish a business baseline and market study
- Track businesses in and businesses out
- Number of jobs created and sustained
- Net business growth
- Vacancy rate
- Volunteer hours
- Private dollars leveraged
- Metrics that the districts themselves will want to develop
- Increased visibility of business districts
- Growing more jobs
- Strengthening existing businesses
- Filling vacant spaces

So far there have been at least 60 community-driven meetings, ranging from steering committee meetings to a large community visioning meeting with nearly 150 in attendance.

All major materials have been translated into Spanish, and there have been a number of presentations in Spanish about the NPI to Spanish-speaking audiences and businesses; and other languages as needed by the various districts through our equity facilitation community experts.

Following approval of the NPI URAs, the City will have 775 acres and over \$1.5 billion remaining under the 15% acreage and assessed value cap, using 14.2% of citywide acreage and 11.4% of citywide assessed value. NPI districts are excluded from the 30% housing set-aside. The scale of development will not be large - storefront improvements, street furniture - since there is only \$1.2M indebtedness provided for all districts over the 10 year period.

PDC staff are assigned to each area, but district staff, like the Main St model, will be part of the non-profit developed in each district.

PDC has the fiduciary responsibility of PDC board for use of TIF from a legal stand-point, but districts will be working with, for example, Craft3. Lenders from Craft3 will work with each district on the specific individual lending needs. Communities see PDC as a partner in terms of training and coaching. There is a possible partnership with Albina Community Foundation as well. Also, none of the areas are being financed by long-term debt, so as soon as districts are complete, PDC could create another set of districts in 10 years.

## Testimony

- Jerome Funchess, Rosewood NPI: Rosewood is a very diverse area with diverse stores. These are some of the businesses that will gain from the project. Rosewood doesn't have a community center, but this initiative has helped create a place - Rosewood Cafe. The neighborhood is on border of Gresham, so the group has been reaching out to Gresham Police to deal with public safety as well as with other agencies in Gresham. They are building connections to make sure the NPI is a success; the project have given the community strength, has brought people together and is building community capacity.
- Justin Zeulner, President, Venture Portland, works with over 50 business districts in Portland. Venture has invested \$1 million in various business district growth projects but has found that many districts have lacked funding to build capacity. PDC will help build where the communities are. The flexibility of funds from the NPI will help communities create unique districts. Collaboration has started with already a 30 percent increase in membership in neighborhood associations in the 6 areas due in large part to the program.
- Robert Granger, Cully Association of Neighbors and 42<sup>nd</sup> Ave NPI: Supports program and specifically thanked BPS for setting the table for the program with the ideas of 20-minute communities as well as the district outreach program which helped bring members of the community together about 4 years ago to start the Cully Concordia Action Plan.
- Joe Rossi, Parkrose: The neighborhood's Historic Business District is the nucleus of what used to be a thriving area, so the infrastructure is there to build. The biggest asset moving in to this project was to bring community together, to vision, decide, and address needs. Parkrose is a very diverse area, so being selected as an NPI area is a great opportunity.
- Rey Espana, NAYA, has had direct involvement with the economic strategy project group. He has also worked directly with the Cully group and was a member of the steering committee for the visioning process. NAYA has been supportive and helped organize 42<sup>nd</sup> Ave group and is supportive of the NPI.
- Debbie Aiona, League of Women Voters of Portland: PDC discussed the Main St areas and shared the connection to the National Historic Trust Main St program, which has been a well-run program for a number of years. Membership in the program equates to training and a full package of support, which sounds very helpful. The NPI doesn't have this connection mentioned, so she asked for rationale behind why not.

Staff noted that the NPI model builds on and tailors plans to specific areas. The PDC Main St manager is offering her knowledge gained from the National Historic Trust program to each district and to all Portland business districts as well.

*Vice Chair Rudd* closed the public hearing closed.

*Commissioner Hanson* moved to recommend approval of the 6 NPI areas and for the PSC to advance a letter of support to City Council.

*Commissioner Smith* noted that the letter should include a comment about the NPI's alignment with the Comp Plan and Portland Plan; and the fact that the ideas and support have grown from community very quickly shows this is a good model that could happen again.

*Commissioner Shapiro* seconded the motion with the amendment.

*Vice Chair Rudd* restated the motion and the motion passed.  
(Y7 – Gray, Hanson, Oxman, Rudd, Shapiro, Smith, Valdez)

## **WHO's Global Network of Age-friendly Cities in Portland**

Briefing: Dr Margaret Neal, PSU; Alan DeLaTorre, PSU

### Documents:

- Planning for Our Aging Society, published in *Metroscope*
- The World Health Organizations' Age-friendly Cities Project in Portland, Oregon - Summary of Findings

PowerPoint: <http://www.portlandonline.com/bps/index.cfm?c=41664&a=390275>

The Institute on Aging (IOA) at PSU is one of the country's oldest and was founded in 1969; it is now a part of the School of Community Health, in the College of Urban and Public Affairs. IOA's mission is: "Enhance understanding of aging and facilitate opportunities for elders, families, and communities to thrive".

IOA has done much research on age-related concepts in Portland including being commissioned by Metro in 2006 on a report about age-related shifts in housing and transportation demand. WHO contacted IOA in 2006 and asked Portland to be the only US city participant in the original Age-friendly Cities project. In 2010, the IOA applied with the City of Portland to join the WHO's newly created Global Network of Age-Friendly Cities.

Age-friendly efforts in Portland have a long history; some of the more recent efforts include:

- Portland (via IOA) being invited to participate in WHO's global Age-friendly Cities project in 2006
- Launching the findings on October 1, 2007, International Day of Older Persons
- 2008-present: Continued dissemination of findings and building of partnerships
- Spring 2010: Applied for WHO's Global Network of Age-Friendly Cities
- Spring 2011: Received official acceptance into the WHO's Global Network.
  - Current advisory group created of representatives from a variety of Portland city commissions, public, private, and non-profit organizations.
- Fall 2011: Attended 1<sup>st</sup> International Conference on Age-Friendly Cities in Dublin, Ireland
- 2012: Development of Action Plan and Indicators for an Age-friendly Portland within the Portland Plan

The Age-friendly Cities Study Objectives were to create a guide so cities worldwide can advocate for and make more age-friendly.

- For WHO, the major objective is to identify concrete indicators of an age-friendly city and produce a practical guide to stimulate and guide advocacy, community development and policy change to make urban communities age-friendly.
- For participating cities, it is to increase awareness of local needs, gaps and good ideas for improvement in order to stimulate development of more age-friendly urban settings.

An age-friendly city is defined as a city that is "an inclusive and accessible urban environment that promotes active ageing"; "emphasizes enablement rather than disablement"; and "is friendly for all ages, not just age-friendly".

Portland was chosen as the sole US city based on its reputation for good planning, but planning for older adults has received insufficient attention in relation to the rapid aging of society.

33 cities in 22 countries followed the “Vancouver Protocol,” which focused on qualitatively evaluating age-friendly features and barriers to age-friendliness within cities. In each of the 33 cities, 8 focus groups were conducted with older adults (60+, lower & middle income), informal caregivers (as a proxy for frail/disabled), and with providers of service (public, private, and voluntary sectors).

The initial study focused on the entire city of Portland. The sample included 8 focus groups and 55 participants who were recruited from low- and middle-income neighborhoods.

The 8 areas of focus include both built environment (outdoor spaces and buildings; transportation; housing) and social environment (community support and health services; communication and information; civic participation and employment; respect and social inclusion; social participation).

Selected findings of the research include needs for:

- More natural areas and green spaces that are accessible for all;
- More affordable and accessible housing;
- Improvements in regional transportation;
- Additional options for educational and social opportunities;
- More employment and volunteer opportunities for older adults, especially those with less income and lower education attainment; and
- Connecting services.

Post-Research efforts and on-going work (post 2007) on age-friendly cities has included:

- Suggestions based on the findings given to VisionPDX.
- Joining the Healthy Planning Workgroup formed by service providers (public health and aging) to advise the City based on recommendations in VisionPDX.
- Appointment by Mayor Adams of the IOA researchers to the Portland Plan Advisory Group (PPAG).

Barriers to advance the recommendations for making Portland a more age-friendly city include the continued competing agendas of stakeholders. Also, the university-government partnership model is imperfect and evolving. The PSU model (i.e., university-City community partnership) has become a national gerontology highlight, but there are still improvements to make. Transitions in government leadership - and figuring out who is the elected champion - is also a challenge.

The baseline assessment is complete; the IOA team is now developing and identifying an action plan and indicators to monitor success, which will be an iterative process. Research funding is being sought to augment the baseline data concerning Portland’s age friendliness. There has also been work with BPS to improve the Portland Plan, including a partnership with BPS staff and a PSU Masters of Urban and Regional Planning workshop project focused on creating an Age-friendly Portland.

An example indicator connected to the Portland Plan is a map showing the services available as part of the healthy connected city areas (i.e., a GIS overlay for 20-minute neighborhoods that was provided by BPS staff) overlaid with the spatial data showing the density of older adults. The lack of connectivity in different areas of the city was evident (e.g., Southwest, upper Northeast) which presents challenges for making Portland more age-friendly. For example, as you move away from core of Portland, where there is a lot of connectivity and services, there are often lacking features, connectivity and services.

Next up for the project is the April 7 mayoral candidate forum on “Creating an Age-friendly Portland,” hosted by AARP and Elders in Action. IOA will collect data via a community conversation.

## Pearl District Access and Circulation Plan

Briefing: Mauricio Leclerc, PBOT; Grant Morehead, PBOT

Document:

- Memo from Staff
- Plan details: <http://www.portlandonline.com/transportation/index.cfm?c=54933>

PowerPoint: <http://www.portlandonline.com/bps/index.cfm?c=41664&a=390276>

*Commissioner Smith* noted that he served on the Technical Advisory Committee for the project as a representative for Portland Streetcar, Inc.

The plan is currently wrapping up recommendations for multimodal circulation improvements to be implemented over time. Staff provided a summary of changes in cross sections, traffic operations and signalization, and recommendations on Transportation System Plan (TSP) changes to be considered as part of a future TSP update.

Currently there is not a long-term transportation plan for the Pearl District, an area with an expectation for aggressive growth. The plan hopes to help guide infrastructure investments over time.

The project goals include a balanced transportation system; enhanced access and mobility; safety improvements; enhanced livability; enhanced connections to the river and adjacent areas; and support sustainability goals.

Safety at crossings, enhanced cycling and pedestrian access, maintaining traffic flow and access for private vehicles, transit and emergency vehicles, and encourage non-auto modes are all part of the circulation plan.

Proposed changes in the plan include:

Bicycle:

- Proposed TSP Classifications as proposed in the *Portland Bicycle Plan for 2030* with the removal of Lovejoy St due to the new presence of streetcar tracks.

Transit changes to support potential increased transit access into the north and west areas including 14<sup>th</sup> Ave and 16<sup>th</sup> Ave

- Improve service overtime
- Increase accessibility in edges of district
- Increase service overtime
- Changes to reflect existing traffic operations into district
- Change classification of 14<sup>th</sup> and 16<sup>th</sup> north of Glisan from Major City Traffic Street to Traffic Access Street/Neighborhood Collector

Emergency Access - changes to reflect existing new one-way operations as access streets into district on 10<sup>th</sup> Ave, 11<sup>th</sup> Ave and Northrup St.

## Adjourn

*Vice Chair Rudd* adjourned the meeting at 3:04pm.