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Letter from Margaret Strachan

Margaret Strachan

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CITY OF
PORTLAND, OREGON
COMMISSIONER OF PUBLIC UTILITIES

Margaret D. Strachan, Commissioner
1220 S.W. 5th
Portland, Oregon 97204
(503) 248-4151

March 1, 1984

Dear Friends:

Last month, the Portland City Council launched a major City initiative of interest to all citizens. The Council created a Committee, which I chair, to develop a formal proposal for a Central City Plan for the downtown area and adjoining commercial, industrial and residential districts.

The charge to the Committee is to create, by May 1, 1984, an overall process and first-year budget for the Central City planning effort. This major undertaking could well take up to three years to complete, and will involve many City bureaus, citizens groups, neighborhoods and other governmental agencies.

No process can be developed in a vacuum. To date we have discussed the Central City Plan concept with more than 200 citizens and dozens of neighborhood and community organizations. To develop this proposal properly, the Central City Pre-Planning Committee will need the input of many others over the next two months.

I have enclosed a synopsis of the Central City Plan and a copy of Council Resolution 33592. The synopsis includes a schedule of future Committee meetings, which the public is invited to attend, as well as two public hearings which the Committee will hold on April 16 and April 17, 1984.

On behalf of the Committee, I hope that you will take the time to monitor our work and to testify at one of the two public hearings. After the Committee's work is completed, our recommendations will be passed on to the City Council for further hearing and Council action.

If you have any questions, please feel free to contact Dean Smith on my staff, 248-4151.

Sincerely,

Margaret D. Strachan
Commissioner of Public Utilities

Enclosures

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SYNOPSIS

CENTRAL CITY PLAN PROPOSAL

I. Purpose

Preparation of a Central City Plan and update of the Downtown Plan, to include the Downtown, Northwest Triangle, Coliseum-Lloyd Center, Central Eastside and Macadam Corridor areas.

To develop a vision for the Central City, augmented by appropriate policies for land use, transportation, commercial/industrial/retail development, employment, housing, social services, environmental quality, river use and access, recreation and cultural amenities along with implementing tools to support the vision.

II. Organization

Coordinated planning effort among numerous City bureaus, under a planning process coordinated by a Central City Plan unit within the Bureau of Planning, as outlined by Council Resolution 33592. A three-year planning effort envisioned.

A Pre-Planning Committee, chaired by Commissioner Margaret D. Strachan, will assist in the development of a specific management plan and process, work program, budget and timeline for the planning effort so that the City Council can consider the matter as early as May 1, 1984. The Committee will later become a Management Committee to monitor the work program, help coordinate it and report to Council on the subsequent work plans and budget needs of the Central City Plan.

A broad-based Citizens Advisory Committee, augmented by working subcommittees, will help devise a significant citizens' input process and a Vision Statement for the Central City. The CAC will review work elements and policies that evolve from the planning process.

A Technical Advisory Committee of Bureau heads, chaired by the Director of the Bureau of Planning, will provide on-going technical expertise, coordination and direction to the multi-bureau planning project.

III. Justification

Many of the goals and objectives of the Downtown Plan have been implemented, and the development agenda foreseen by the Plan has largely been accomplished. Separate planning and development initiatives which have been undertaken for the remainder of the Central City need coordination and guidance from an overall vision for the Central City.

Each area of the Central City is an interdependent district, but each area also has its own unique mission and role. Public policy should recognize this and be based on a coordinated Central City planning process.

Many changes have taken place in the economic conditions, market forces and technological characteristics of business and commerce in the Central City over the past decade. It is necessary for the City to modify and update its previous planning and public policy to reflect these new challenges.

IV. Key Features

A pre-planning phase began upon adoption by Council of a Central City Plan Resolution on January 18, 1984. The pre-planning phase is overseen by the Pre-Planning Committee, which has hired consultants to prepare an overall management plan and a first-year budget package.

The Pre-Planning Committee will work with the consultants to prepare a timeline, process, budget, management plan, boundaries and scope of study for the Central City Plan. The Technical Advisory Committee, consisting of directors of the major City bureaus and offices with key responsibilities over issues of Central City Plan concern, will be formed once the planning phase begins to provide additional technical oversight and coordination.

A Citizens Advisory Committee will develop a "vision" for the Central City, help develop a citizens' input process and review and approve the planning products prior to Planning Commission review and Council adoption.

V. Public Participation

It is envisioned that the pre-planning process will result in a detailed proposal for Council consideration no later than May 1, 1984. Opportunities for public review and comment in the pre-planning work will be provided by the Pre-Planning Committee and in hearings before the City Council.

The Pre-Planning Committee will hold two public hearings in April to receive public comments on draft proposals for the Central City Plan process and budget. The hearings will be at 7 p.m., Monday, April 16, at Benson High School and 7 p.m., Tuesday, April 17, in Hearing Room C of the Portland Building.

Committee meetings also are open to the public. The meeting schedule is:

March 7, 5 p.m., Room 154, City Hall
March 16, 3 p.m., Room 154, City Hall
April 3, 5:30 p.m., Room 154 City Hall
April 24, 5 p.m., Room 154, City Hall
April 30, 5 p.m., Room 154, City Hall

RESOLUTION NO. 33592

A Resolution supporting the preparation of a central city plan beginning in the 1984-85 fiscal year, describing the purposes of the plan, directing the formation of a Preplanning Committee, a Central City Technical Advisory Committee (TAC), and securing \$18,000 to prepare a budget, work program and scope of study for the first fiscal year.

WHEREAS, the Goals and Guidelines of the Downtown Plan were adopted in 1972 and have received only minor updating since then; and

WHEREAS, many of the objectives and much of the vision of the Downtown Plan have been brought to fruition; and

WHEREAS, the Performing Arts Center, Pioneer Square, Morrison Street Project, South Waterfront Project, Fountain Plaza Project, Park Block Improvement Project, Ankeny Street Project, and Greyhound Relocation Project will nearly exhaust the current downtown development agenda; and

WHEREAS, certain objectives of the Downtown Plan have not been met and others have proven to be unreachable within the limited planning context offered by the Downtown Plan boundary; and

WHEREAS, the Northwest Triangle, Coliseum-Lloyd Center, Central Eastside, Macadam Corridor and Downtown are interdependent and constitute the Portland Central City; and

WHEREAS, major new transportation projects, such as the Banfield Light Rail Project and proposed Westside Transportation Corridor Project, will significantly affect the Downtown and Central City; and

WHEREAS, expanded convention facilities in the vicinity of the Memorial Coliseum are being planned and major office developments are anticipated in the Lloyd area; and

WHEREAS, major new projects, including significant redevelopment of large parcels, are planned or under consideration in the Central Eastside Industrial District; and

WHEREAS, significant new commercial and residential development is occurring along the Macadam Corridor; and

WHEREAS, many of these development trends have accelerated recently and were not fully anticipated by the Downtown Plan and its implementing regulations and programs; and

WHEREAS, independent planning activities and studies presently are under way in the Downtown, Northwest Triangle, Central Eastside and Macadam Corridor areas; and

WHEREAS, these development pressures and studies are demonstrating that new economic conditions and business trends are at work in the Central City; and

WHEREAS, it is in the interest of the City to protect public investments and to ensure strong and balanced development in order to maintain and enhance retail, commercial, industrial, residential, transportation, employment, social service, environmental, cultural and recreational characteristics in the Central City; and

WHEREAS, it is in the interest of the City to coordinate the products of previous planning with the results of present and future study into a cohesive plan for the Central City; and

WHEREAS, the growth and development of the Central City has a potential to adversely affect residential characteristics in surrounding neighborhoods; and

WHEREAS, major new developments, economic forces and technological changes make it imperative that a common vision be developed for the role of the Central City; and

WHEREAS, the Willamette River bisects the Central City and is a significant commercial, recreational and aesthetic resource requiring special attention; and

WHEREAS, such a study and planning effort for the Central City will require a significant investment of time, planning expertise and public resources; and

WHEREAS, the planning, implementing and service delivery functions of City government are divided among numerous bureaus and all five Commissioners; and

WHEREAS, an oversight and coordination team of bureau managers with significant roles in planning and implementation is the best vehicle to provide internal coordination, communication and monitoring of the planning process and work products, and to recommend an appropriate budget; and

WHEREAS, a Central City planning effort will require a partnership among City government, other public agencies, business, residents, property owners and citizens in general;

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Portland, Oregon, that:

The City shall initiate a preplanning effort to develop a Central City Planning program, which shall include a coordinated and systematic update of the Downtown Plan, beginning in fiscal year 1984-85, to ensure that future development of the Central City proceeds within the context of a common vision and accepted goals and objectives, and shall appropriate \$18,000 to employ consultant(s) in the preplanning process beginning upon adoption of this Resolution.

Section 1. The Council directs that the Central City Plan shall be a coordinated plan for the Downtown, Northwest Triangle, Coliseum Area, Holladay Park and Lloyd Center area, Central Eastside Industrial District and the Macadam Corridor area, as well as any other contiguous areas that appropriately may be included.

The Council further directs that the Central City Plan shall examine economic development, transportation, land use, housing, retail/commercial/industrial development, convention/recreation uses, Willamette riverfront, social services, cultural, environmental and any other related issues in the Central City and region to ensure strong and balanced growth and development within the Central City.

The Council further directs that the purposes of the Central City Plan are to review and update existing policies and plans, evaluate new and emerging socio-economic and developmental factors, propose new or modified policies and plans, propose and implement policies and projects to achieve planned objectives, and ensure that the distinctive characteristics and roles of each district of the Central City, as they are identified by the planning process, develop in a manner which benefits the districts, the Central City and the City as a whole.

The Council further directs that the Central City Plan shall build upon planning work already completed or now under way by existing public agencies and private organizations as well as engage in new studies and planning activities merited by this Resolution, and that in no event shall the Central City Plan process impede planned or future development activities which are generally consistent with applicable current or future goals, guidelines, plans, zoning or other development related regulations.

The Council further directs that the planning process consider the effect of the proposed Central City Plan upon surrounding residential and commercial areas to ensure that those areas are not unnecessarily or adversely affected by the plan or its implementation.

The Council further directs that each of the districts of the Central City shall have a specified role in the planning process, particularly as it involves issues of district concern.

Section 2. The Council hereby directs that a preplanning process begin upon passage of this Resolution to develop a formal Central City Plan proposal for Council consideration and inclusion in the 1984-85 budget. The preplanning process shall include the hiring of consultant(s) and the formation of a Preplanning Committee of City officials and citizens.

A. The Preplanning Committee shall consist of the Director of the Bureau of Planning; Director of the Portland Development Commission; Commissioner of Public Utilities, who shall chair the Preplanning Committee, and three public members, one of whom shall be appointed by the Commissioner of Public Utilities, and two of whom shall be appointed by the Mayor.

The Preplanning Committee Shall:

1. Select the consultant(s).
 2. Assist the consultant(s) in preparing for Council consideration, a timeline, process, budget, detailed management plan, exact boundaries and scope of study to meet the objectives and directives herein stated; and
 3. Recommend criteria for the composition of a broad-based Citizens Advisory Committee to ensure adequate and balanced representation from each district of the Central City, neighborhood and business leaders and citizens in general.
 4. Upon adoption of the consultant(s)' and Preplanning Committee's recommendations by the City Council, the Preplanning Committee shall become known as the Central City Management Committee and shall function in a general oversight capacity for so long as is the pleasure of the City Council.
- B. The consultant(s) will develop a Central City Plan proposal by May 1, 1984. In the interest of time, the consultant(s) shall be chosen outside of the competitive bid requirements of the City of Portland.
1. The consultant(s) shall prepare, after receiving comments from citizens, neighborhood groups, business associations, City bureaus and other interested parties, a Central City Plan proposal, including long-range objectives and administrative requirements of the Central City planning process as well as the first-year budget and work plan elements; and
 2. The consultant(s) shall develop a proposal which includes provisions for liaison staff or internal staff appropriations within affected City bureaus to successfully complete the overall planning effort; and
 3. The consultant(s) shall develop provisions for review and comment at the appropriate times of the Central City Plan process by other boards and commissions of City government, including the Portland Development Commission, Housing Advisory Commission, Exposition-Recreation Commission, Metropolitan Arts Commission and the various human service commissions; and
 4. The consultant(s) shall include provisions for appropriate involvement and participation of other public agencies in the planning and review process.

Planning Commission?

Section 3. The Council hereby directs that the Central City Planning effort include the establishment of a Technical Advisory Committee, a Citizens Advisory Committee, and a Central City Plan Unit within the Bureau of Planning.

A. The Central City Technical Advisory Committee (CCTAC) shall be chaired by the Director of the Bureau of Planning and shall consist of the Directors of the Bureaus of Planning, Transportation, Community Development and Parks; the Directors of the Offices of Housing Policy, Neighborhood Associations and Fiscal Administration; the Director of the Portland Development Commission; the City's Human Services Coordinator, and the Manager of the Performing Arts Center, and such others as may be deemed appropriate by the Preplanning Committee.

The CCTAC shall:

1. Help develop budgets and work programs in cooperation with the Central City Plan Unit for Council consideration in subsequent budget years.
2. Monitor the progress toward accomplishing the work plan, and make recommendations to Council for adjusting the work program or budgets; and
3. Coordinate the efforts of other City bureaus with the work of the Central City Plan Unit to ensure a coordinated work product.

B. A Citizens Advisory Committee (CAC) shall be appointed by the City Council.

The CAC shall:

1. Gather public input and develop a vision for the Central City Plan within the first year of their appointment; and
2. Assist in the development of recommendations to the Planning Commission, which upon review and recommendation of the Planning Commission shall be forwarded to the City Council for the adoption of the policies and implementation of a Central City Plan; and
3. Make recommendations to the Technical Advisory Committee and City Council on the work plan, scope of study and citizen participation process of the Central City planning effort.

C. The Central City Plan Unit shall include a Chief Planner, appropriate staff and such other resources which are determined to be needed. The Unit shall work with other bureaus of City government to successfully carry out the Central City Plan activities.

The Central City Plan Unit of the Bureau of Planning shall:

1. Perform studies, research and prepare recommendations as specified in the work program;
2. Provide staff assistance to the Citizens Advisory Committee and any of its subcommittees;

RESOLUTION No.

3. Work with the Citizens Advisory Committee in preparing a Central City Plan for consideration and adoption by the Planning Commission, which upon review and recommendation of the Planning Commission shall be forwarded to the City Council; and
4. Work with the Central City Technical Advisory Committee to design each year's work plan and budget, including coordination with the budgets and work plans of other City bureaus participating in the Central City planning process.

Section 4. The Council directs that:

- A. The Preplanning Committee convene within seven days of the adoption of this Resolution;
- B. Appropriation of \$18,000 for consultant(s) to work with the Preplanning Committee be transferred to the Office of the Mayor;
- C. A Budget package for the Central City Plan be presented with the recommendations of the consultant(s) and the Preplanning Committee;
- D. The Citizens Advisory Committee be appointed by July 31, 1984;
- E. By July 1, 1985, the Citizens Advisory Committee, working with the Central City Plan Unit, and after significant public input and review, submit a Central City Vision Statement, including goals and objectives for the Central City Area, to the Planning Commission and, upon the review and recommendation of the Planning Commission, to the City Council.
- F. The Central City Plan shall be presented to Council for adoption by July 1, 1987.

BE IT FURTHER RESOLVED that the City shall encourage private contributions and involvement in the preparation, adoption and implementation of a Central City Plan.

Adopted by the Council, JAN 18 1984

JEWEL LANSING
Auditor of the City of Portland

By

Edna Cervera

Deputy