

## Cascade Bond Advisory Committee: Meeting Notes # 5

**Next Meeting**  
**February 24, 2011**  
**6:00 – 8:00 pm**  
*Dinner available 5:45 pm*  
**Humboldt Gardens**  
**5033 N. Vancouver**  
**Portland, Oregon**

**See meeting schedule on last page**

**Meeting Date:** February 17, 2011, 6:00 – 8:00 pm

**Meeting Location:** Humboldt Gardens, 5033 N. Vancouver, Portland, Oregon

**Attending:**

**BAC Members:** Tom Markgraf, Isa Dean, Paula Barreto, Brian Murtagh, Mark Tellis, Margaret Mahoney, Troy Jesse, Ben Torres, Justin Elardo, Larry Dortmund, Sonja Grove and Gauri Shanker Rajbaidya

**PCC Staff:** Rebecca Ocken, Gina Whitehill-Baziuk, Randy McEwen, Abraham Proctor, Grant Bennett, Christine Egan, Wing-Kit Chung, Russell Banks, Kristin Watkins

**Presenters:** Michelle Reeves, Michelle Reeves, LLC, Development Consultant

**Guests:** Nick Hodges, THA Architects  
 Debbie Bischoff, City of Portland, Bureau of Planning and Sustainability  
 Paul Cathcart, Project Manager, Portland Public School District

**Facilitators:** Sharif Abdullah and Jeanne Nyquist, Innovative Growth Solutions

**Call to Order:** The meeting was called to order at 6:05 pm by facilitator Sharif Abdullah.

**Meeting Notes:**

Meeting notes from the January 27, 2011, meeting were distributed.

**Public Comment:**

Sharif inquired if there were any comments from the public. Evangaline, a resident of Humboldt Gardens expressed an interest in listening to a portion of the meeting. There was no other public comment.

**Welcome:**

Abraham Proctor, Cascade Campus Community Relations, welcomed committee members. Abe explained that Dr. Algie Gatewood, President of Cascade Campus, would not be attending this evening because he is in Washington, D.C.

## **Building Community - Presentation:**

Michelle Reeves, Development Consultant, provided a presentation on how infrastructure choices can build community.

*Stages of Development:* Michelle began her presentation by identifying three stages of development:

- Emerging – Characterized by low level of retail activity
- Transition – Retail beginning to grow and attract more activity; area begins to develop a brand identity (such as the 'Alberta Arts District')
- Mature – Area develops into a 'destination' with higher levels of foot traffic and steady, more predictable retail patterns.

*Food businesses play a big role in developing a community:* Michelle emphasized that restaurants, coffee shops, pubs and other eating establishments play a significant role in building a sense of community. Food establishments generate traffic throughout all hours of the day; creating a presence that enhances safety. She also explained that local retail and restaurant entrepreneurs contribute to a sense of community because they usually are first time business people who live in and care about the neighborhood. These local entrepreneurs prefer to redevelop older buildings to sustain the look and feel of the neighborhood, as well as to keep costs reasonable.

Michelle outlined the following factors that help a business district develop a sense of community and move from the 'Emerging' to the 'Transition' phase of development:

- Nodes of Activity begin to generate retail activity. Over time, the nodes of activity begin to connect to form a recognizable business district that is attractive.
- Development of a district identity, such as the 'Alberta Arts District'.
- Redeveloped buildings improve the look and feel of the district, while preserving the character of the neighborhood.
- Stakeholders (business owners and neighborhood organizations) **working together** to promote the district through retail events, festivals, neighborhood clean ups, etc. These events change perceptions of the district and help to build identity.

*Institutions have a major impact on development of community:* Michelle explained that the presence of major institutions can have a big impact – either positively or negatively – on the development of community. She presented two local examples; Good Samaritan Hospital on NW 23rd, and Emanuel Hospital on N. Vancouver. She pointed out that the Good Samaritan Hospital has a positive impact on developing a sense of community because of its intact urban form and use of sky bridges, open grid design and blurred boundaries to maintain a connection to the community. She contrasted this with Emanuel Hospital's monolithic development on 'super blocks' that have effectively isolated the institution from the community and impeded local access.

*Opportunities for Cascade's Development:* Michelle explained that identity of a district is told by its infrastructure. She advised the BAC to consider the following concepts as they discuss development of the Cascade Campus and surrounding business district:

- Have a transparent planning process. She explained that the presence of an institution can put a damper on development as businesses are wary of investing when the growth of the institution is unclear. She encouraged PCC to continue to use the BAC process to encourage stakeholders to provide input and work together.
- Establish a healthy, open grid to encourage traffic flow through the campus.
- Develop an attractive 'front door' to the campus. There is an opportunity to improve the appearance of the gateway to the campus at the corner of Killingsworth and Albina.
- Build on good characteristics of the district –
  - Thriving restaurants and a good ethnic food presence
  - Good building stock in both residential and commercial buildings

- Ground floor 'activation' builds identity and connections. Active retail and commercial businesses generate traffic, interest and a sense of safety while passive businesses, such as office space, create 'blanks' in the district that discourage connections.
- 'Fill in the blanks' to connect the community by encouraging development along major streets to connect Killingsworth to Interstate, Vancouver to Williams.
- Encourage reuse and redevelopment of warehouse space.
- Partner with other entities in the district to send the message of vitality vs. neglect by:
  - Sharing space with other uses where it makes sense
  - Creating opportunities for the College and businesses to work together, such as an arts program working with local artists and journalism program working with local newspapers
  - Leveraging PCCs presence to support commercial development in the district.
  - Providing programs related to women and minority businesses.
  - Sourcing locally.
  - Working with other organizations to support shared goals (such as Mercy Corps, PDC's Main Street program, etc.)

Michelle closed her presentation emphasizing the role PCC plays in the community – thriving places provide jobs, encourage students to want to come to Cascade Campus, and make people want to live here.

Questions: BAC members posed the following questions:

- The designations of development seem to infer that a 'mature' district is the desired goal. However, local businesses and housing often get pushed out as districts 'mature'. We may prefer to be at the 'transitional' stage.  
*Response:* The development designations give us a shared vocabulary and a way to quantify what we are working with. They are not intended to place a value judgment on the district. A good example would be SE Hawthorne, which is a thriving commercial district that was able to preserve a neighborhood feeling. *This issue was placed on the list of tabled items for further discussion at future meetings.*
- What triggers an 'emerging' district to become a 'transitional' district?  
*Response:* It can happen in a variety ways and often occurs organically as business people get organized, work together and seek technical assistance.
- How have traffic and parking issues been resolved in other successful districts?  
*Response:* Traffic and parking are always a challenge. Encouraging people to use alternative modes of transportation (transit, walking, bicycling) is a big part of the solution.

## Urban Integration – BAC Discussion

### *World View: What are your favorite places in the world?*

San Sebastian, Spain (old town)	Half Moon Bay, California	Cornelius Pass Road House - Hillsboro
Rostak, Germany	Bend, Oregon	Edgefield - Troutdale
Cozumel	Mission Street – San Francisco	Portland, Oregon (3)
Jamaica	S. Orange Ave., Coronado	
Rome	Ashland - downtown	
Easter Island	Manzanita	
Prague (old city)	Brooklyn, NY	

Barcelona, Spain  
Buenos Aires  
Colombia  
Montepulciano, Italy  
Santiago, Chile

***What qualities do you enjoy about these places?***

*BAC Response:*

- Food & restaurants (6)
- Cobblestone streets
- Art
- Night life
- Narrow streets/low traffic
- Landscaping, natural features & beauty (5)
- Vibrancy, Active (4)
- Diversity and local people
- Richness of culture – layers of history
- A community feel
- Family friendly
- An 'oasis' in the city
- Vivid colors
- Colorful
- Ice cream delivery!
- Peaceful, Relaxing – Comfortable place to hang out (4)

***Local Perspective: Where do you go locally for shopping, eating, entertainment?***

*BAC Response:*

Hawthorne (4)	NW Portland (3)	Belmont (3)
Downtown (3)	Northeast	Broadway – Lloyd District
Pioneer Square	Mississippi	Division St.
Montavilla	Cascade Station (near airport)	SE – Sellwood
St. Johns	Hollywood	

***Locally – What areas do you avoid?***

Downtown (too urban) (4)	Beaverton (3)	Southwest (3)
82 <sup>nd</sup> Avenue (2)	Hwy 99 (because of construction)	Bridgeport Village

Anywhere I need to drive

***What modes of transportation do you use?***

*BAC Average of Responses:*

Car: 56%      Bike 13.5%      Transit 7.5%      Walking 23%

***What are your interactions with the Cascade Campus? Where do you go, and what is the purpose of your trip?***

*BAC Responses:*

- To go to work at my office or to teach at my classroom
- To get food and/or coffee
- Walking through or passing by the campus to get somewhere else
- To use Campus facilities – Library, copiers, etc.
- Student Services to attend safety meetings
- To go to classrooms and meetings or to study
- Sometimes I make a decision to walk through the campus because it is clean, and I want to ‘claim the space’

***What time of day do you interact with the Campus?***

*BAC Response:*

- Daytime – 8
- Evenings – 5
- Both Daytime and Evenings - 1

**Topics for Discussion at Next BAC Meeting:**

The facilitator announced that the next BAC Meeting will be held on Thursday, February 24 at Humboldt Gardens. The BAC will continue to discuss their desired concepts for development of the campus and the community. Sharif asked BAC members to review the following information prior to the next meeting:

- Vision document – which is in their notebooks
- Summary report from stakeholder interviews – PCC will send this report to BAC members by email
- Guiding Principles – PCC will send this document to BAC members by email

**Review of Follow – Up Questions and Tabled Items** – see list at end of meeting notes.

**Future Meeting Dates:**

The BAC meetings will continue to be held at Humboldt Gardens, 5033 N. Vancouver (unless stated otherwise) on the following dates. Meetings will be held from 6 – 8 pm with dinner available at 5:45 pm.

- February 24, 2011
- March 10, 2011
- March 31, 2011
- April 28, 2011
- May 26, 2011
- June 23, 2011

**Adjourned**

Sharif adjourned the meeting at 8:10 pm.

Recorder: Jeanne Nyquist, Innovative Growth Solutions

**PCC Cascade Campus Bond Advisory Committee**  
**Follow-Up Questions and Tabled Items**  
February 17, 2011

<b>Date</b>	<b>Question or Tabled Item</b>	<b>Plan of Action</b>
1-20-11	What is the current ratio of building to open space on Campus?	Info was inserted into the last meeting's notes
1-27-11	Can we get an accident analysis for area of Cascade Campus?	Kurt Krueger, City of Portland will respond
1-27-11	Will City staff be available to support a parking/transportation subcommittee?	Kurt Krueger, City of Portland will respond
1-27-11	What is the parking patrol staffing in Portland as compared to other cities of similar size?	Tabled – this item will be included in future analysis
1-27-11	How are students informed about parking options? Could there be information included on the web site, and could students be given a survey at time of registration to determine their driving/parking plans?	Tabled – this item will be included in future analysis
2-17-11	Cascade Campus has xx bicycle parking spaces. How much is currently used? How much do we need for the future?	PCC staff will respond with current usage and projections of need
2-17-11	More discussion is needed on the topic of development designations (Emerging, Transitional, and Mature).	Discussion in future meetings
2-17-11	More information is needed on the possibility of PCC and PPS (Portland Public Schools) collaboration on development of the Jefferson property into a PCC/PPS magnate. Can Bond money be used for this? What are the possibilities?	PCC staff will keep the BAC informed on developments
2-17-11	BAC members would like to discuss their vision for the neighborhood. Need to invite Michelle Reeves to assist with this discussion.	Invite Michelle Reeves to future meetings for further discussion