

# PDC

## PORTLAND DEVELOPMENT COMMISSION

**DATE:** August 26, 2009

**TO:** Board of Commissioners

**FROM:** Bruce A. Warner, Executive Director

**SUBJECT:** Report Number 09-97  
Appoint Mr. Larry Richards to the North Macadam Urban Renewal Advisory Committee.

### EXECUTIVE SUMMARY

#### BOARD ACTION REQUESTED

Adopt Resolution No. 6728

#### ACTION SUMMARY

This resolution will authorize the appointment of Larry Richards to the North Macadam URAC as a regular member representing ZRZ Realty for a term ending in June 2012. Mr. Richards is the Corporate Secretary of ZRZ Realty, and currently serves on the company's Board of Directors.

#### PUBLIC BENEFIT

Meaningful public participation helps promote democracy and civic engagement, builds public trust in government and enhances the Commission's credibility within the community.

Effective public participation can improve the quality and effectiveness of Board plans and decisions.

#### This action will support the following PDC goals:

- Sustainability and Social Equity
- Healthy Neighborhoods
- A Vibrant Central City
- Strong Economic Growth and Competitive Region
- Effective Stewardship over our Resources and Operations, and Employee Investment

#### PUBLIC PARTICIPATION AND FEEDBACK

The public is continually advised of the opportunity to serve on URACs, and encouraged to apply for appointment.

## **COMPLIANCE WITH ADOPTED PLANS AND POLICIES**

This action complies with the URAC Policy adopted by the Board of Commissioners (“Board”) on September 14, 2005 (Resolution No. 6293) and amended on July 9, 2008 (Resolution No. 6614) that requires the Board to appoint members to URAC’s that the Board has created.

This action helps implement the Public Participation Policy adopted by the Board on June 22, 2005 (Resolution No. 6266) which established that “public participation is required and will be an integral component of project schedules, budgets, and board decision-making processes for developing and implementing urban renewal area plans and implementing urban renewal projects.”

## **FINANCIAL IMPACT**

There is no significant financial impact as a result of this action.

## **RISK ASSESSMENT**

There are no significant legal, financial or operational risks resulting from this action.

## **WORK LOAD IMPACT**

The major work load associated with the appointment of new URAC members is providing new members with an orientation session and related material specific to their URACs. This activity is coordinated by Public Participation staff, and included in existing work plans.

## **ALTERNATIVE ACTIONS**

Per Board established policy, there is no alternative process for making this appointment.

## **CONCURRENCE**

In accordance with PDC’s URAC Policy, ZRZ Realty through its President, Mr. Jay Zidell, has nominated Mr. Richards to serve as its representative to the North Macadam URAC.

## **BACKGROUND**

On September 14, 2005, the Board adopted Resolution No. 6293 establishing a formal policy regarding the composition and operations of URACs. This Policy was most recently revised on July 9, 2008 (Resolution No. 6614). Pursuant to that policy, the following URACs have been formally established by the Board:

1. Lents Town Center
2. Central Eastside

3. Interstate Corridor
4. Gateway Regional Center
5. Oregon Convention Center
6. North Macadam
7. River District

The process for identifying potential URAC members includes:

- Ongoing recruitment and acceptance of applications via the PDC website;
- Assessing the range of existing and potential stakeholders in a particular urban renewal area in relation to the existing URAC composition and diversity;
- Personal outreach and recruitment by PDC staff and URAC members; and
- Review of applications by PDC staff and URAC chairs.

ZRZ Realty currently has one organization member seat on the North Macadam URAC. In a letter dated on June 19, 2009 [SHOULD ATTACH TO REPORT], ZRZ Realty informed PDC staff that the person previously holding its seat, Mr. Bob Durgan, was no longer their representative. In the same letter, the ZRZ Realty President, Mr. Jay Zidell, nominated Mr. Larry Richards to be the company's representative on the North Macadam URAC. On a letter dated on July 6, 2009, Mr. Durgan officially declined his appointment to the North Macadam URAC. Staff is requesting consideration of Mr. Richards' appointment as ZRZ Realty's representative, based on the organization's nomination and the submission of his application for service on the URAC.