

# PDC

## PORTLAND DEVELOPMENT COMMISSION

**DATE:** July 22, 2009

**TO:** Board of Commissioners

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

**SUBJECT:** Report Number 09-86  
Portland State University Framework Plan and Economic  
Development Plan Briefing

### EXECUTIVE SUMMARY

#### BOARD ACTION REQUESTED

None – information only.

#### SUMMARY

Portland State University (PSU) is completing a University District Framework Plan and Economic Development Plan pursuant to an Intergovernmental Agreement (IGA) between PSU, the Portland Development Commission (PDC), and the City of Portland Bureau of Planning, now the Bureau of Planning & Sustainability (BPS). The IGA sets forth a partnership to help guide PSU's long-term growth in coordination with related City efforts, including the Central Portland Plan, Economic Development Strategy, and evaluation of a future urban renewal area in the Central City's westside. Specifically, the PSU plans help integrate PSU's interests in academic program development, research, technical assistance and community outreach, and campus development with City and regional economic development objectives. This partnership is outlined as a key action item in the City's Economic Development Strategy.

The PSU University District Framework Plan (Framework Plan) outlines planning and design principles, strategies, and recommendations for PSU's physical growth at a building, block, and district level. The Framework Plan's overarching goal is to unite PSU and the City's strategic planning and to use the University District as a catalyst to position Portland as a global model for sustainable development.

The PSU Economic Development Plan (Economic Plan) aligns PSU activities with the goals of the Portland region and the City of Portland. Key areas of focus are PSU's role in providing regional workforce training; creating and commercializing next-generation ideas and technology; and becoming a center of public/private research collaboration to support target industry cluster development. The Economic Plan's overarching goal is to build Portland's global excellence in sustainability by advancing comprehensive approaches for the university, city, and region.

This briefing, presented in partnership with PSU, will provide an overview of work completed to date for each of the PSU plans and provide an opportunity for discussion between the PDC Board of Commissioners (Board) and PSU regarding current and future opportunities for partnership.

## BACKGROUND

PDC and the City have a long history of partnership with PSU, since the university's relocation to downtown in the late 1960s. Recent cooperative projects between PSU and PDC include the University Place property acquisition, support for the PSU School of Engineering building, the Broadway student housing project, the new Graduate School of Social Work/City Archives/Student Recreation Center, and the PSU small business accelerator. A copy of the current PSU University District with these sites identified is included as Attachment A. These partnership efforts have been assisted with tax increment financing (TIF) resources from the South Park Blocks and North Macadam Urban Renewal Areas.

In 2007, PSU presented to the Board their completed Economic Development Study evaluating PSU's economic impact on the city and the region, as well as PSU's economic growth potential projecting forward to 2017. Following this briefing, PSU, PDC and BPS signed the three-party IGA to strategically and effectively integrate PSU's economic development role into the City's and regional partnership's efforts to address economic challenges and opportunities in the region and to accomplish target cluster industry growth.

In May 2009, PSU hosted a symposium focused on the university's role in the sustainable regional economy as part of its inaugural events to welcome PSU President Wim Wiewel. The symposium resulted in a Memorandum of Understanding (MOU) between PSU and the City, included as Attachment B, further building on the existing IGA between PSU, PDC, and the City. Key University District partnership projects specified in this MOU are the Oregon Sustainability Center living building, presented to the Board last month, and a pilot PSU EcoDistrict.

Work resulting from PSU's Framework Plan and Economic Plan will directly implement a key City Economic Development Strategy action item: to assist PSU in its efforts to become a center of excellence in sustainability research, innovation, and talent development. This action item advocates PDC's ongoing work with PSU to establish the university's economic development priorities in sustainable industries, including 1) developing curricula targeted to careers in the sustainable and clean tech industry clusters; 2) refocusing the university's research efforts and culture to increase funding and other support for practical research that supports sustainable industries; and 3) continuing to partner to use the university's campus development as a showcase for innovation in sustainable design, construction, and living.

### ATTACHMENTS:

- A. University District Map
- B. May 2009 PSU-City of Portland Memorandum of Understanding



## ATTACHMENT B. PSU-City of Portland Memorandum of Understanding



### MEMORANDUM OF UNDERSTANDING

THIS Memorandum of Understanding (“Memorandum”) is made and entered into this First day of May, 2009 (the “Effective Date”) by and between Portland State University and the CITY OF PORTLAND. Portland State University and the City may collectively be referred to herein as the Parties and individually as the Party.

#### RECITALS

**Whereas**, the City of Portland and Portland State University share a joint interest in ensuring the economic vitality of the City of Portland, improving quality of life for all of Portland’s residents, and advancing the education, research, and service mission of Portland State University; and

**Whereas**, Portland State University is a major provider of quality accessible higher education, a source of new knowledge of importance to the Portland region’s key economic sectors, and a major employer in the Portland region; and

**Whereas** Portland State University and the City of Portland, working through the Portland Development Commission and the Bureau of Planning and Sustainability, have jointly undertaken a review of the University District and its relevance to the vitality of the Central City; and

**Whereas**, Portland State University’s focus on sustainability matches the emerging goals of the City of Portland to be one of the most sustainable cities in the world; and

**Whereas** the City of Portland’s Portland Development Commission is currently finalizing an Economic Development Strategy that includes a higher education component that not only recognizes the importance of Portland State University to the future economic vitality of Portland but also requires the intellectual assets of Portland State University to implement that strategy; and

**Whereas** Portland State University is currently completing an economic development strategy that aligns with the City of Portland’s economic development strategy.

#### **Now, THEREFORE,**

The City of Portland and Portland State University agree to the following:

1. Portland State University and the City of Portland will continue to collaborate on planning and implementation of:
  - a. the University District amendment to the updated Central City Plan due to be completed in 2009-10,

- b. the Eco District currently in development as a model of maximum sustainable community infrastructure, and
  - c. the sustainability goals for the City of Portland in the Central City, including the development of the Portland + Oregon Sustainability Institute and a living building on the Portland State University campus to feature best practices in human living and working habitat;
2. Align the Economic Development Strategy of the City of Portland and the Economic Development Strategy of Portland State University to ensure that each strategy advances the overall economic development objectives of the city while serving the instructional, research, and service mission of Portland State University;
3. Create a focused point of contact within Portland State University to provide a bridge to university resources which are critical to economic development and assist the Portland Development Commission in its economic development responsibility;
4. Support the development and utilization of expertise, data, and information systems at Portland State University to address issues of specific concern to the economic, environmental, and social sustainability of the Portland region including:
  - a. an inventory of academic resources at Portland State University and links to key regional industries and business clusters;
  - b. an inventory of all higher education resources in the region;
  - c. a workforce tool that maps academic degrees to projected occupational needs of the region;
  - d. analysis of needs, trends, and issues facing the regional economy and its key industry clusters;
5. Maintain the City of Portland's longstanding commitment to provide paid internships for graduate students from the Toulan School of Urban Studies and Planning in City bureaus and offices in all facets of the city necessary to accomplish the goals of this Agreement. The Toulan School, in turn, will continue to assist with this effort by recruiting appropriate applicants from among its graduate students for paid City internships and will assist the City in creation of internship opportunities for undergraduate students; and
6. Ensure transparency and accountability for each partner's contributions to this Partnership and the results of our joint efforts.

The City of Portland and Portland State University recognize that these activities are of vital importance to the future of the region. As such the provisions of this memorandum become effective upon the signatures below.

By:

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Sam Adams, Mayor  
City of Portland

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Wim Wiewel, President  
Portland State University