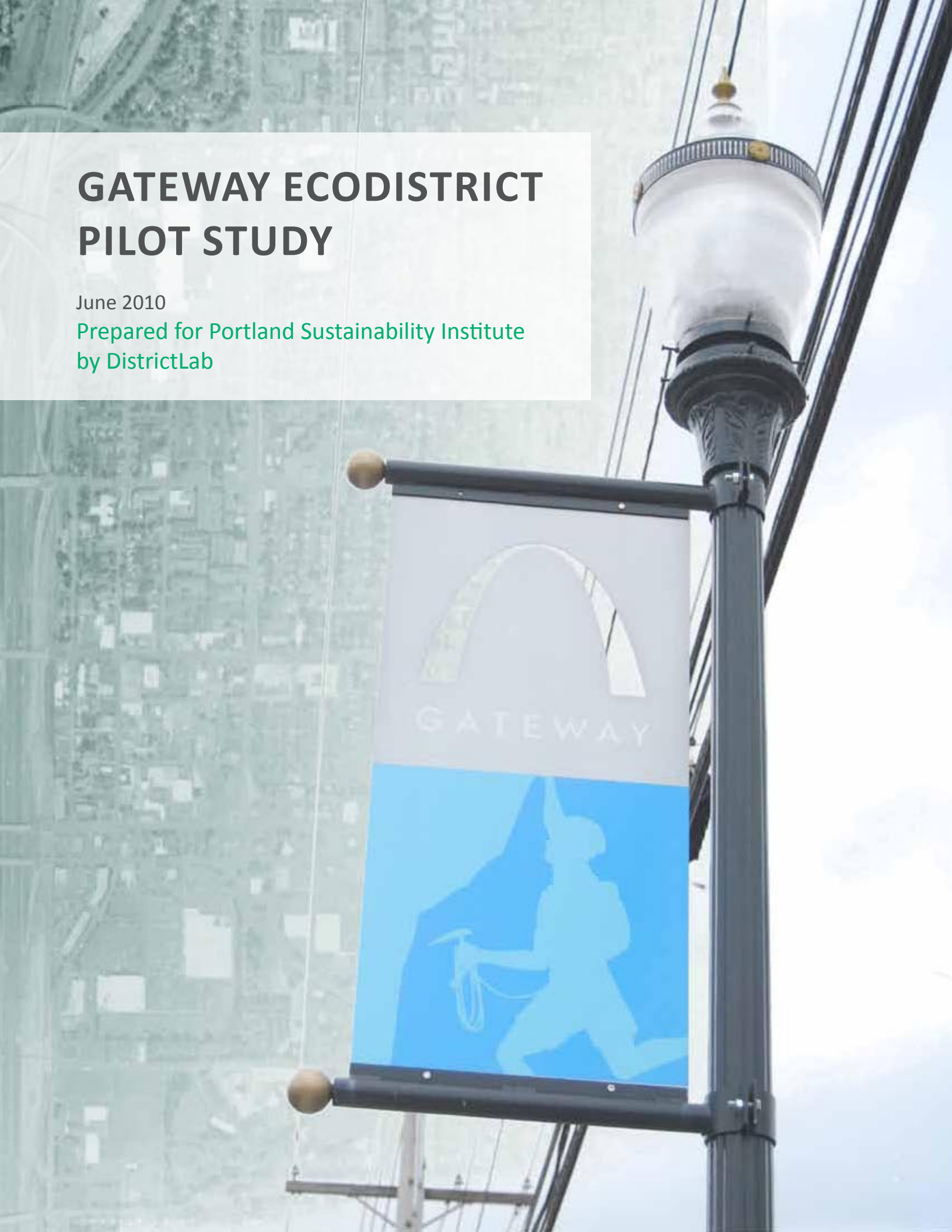
GATEWAY ECODISTRICT PILOT STUDY

June 2010

Prepared for Portland Sustainability Institute
by DistrictLab



Gateway EcoDistrict Pilot Study

June 2010

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Prepared for Portland Sustainability Institute by Master of Urban and Regional Planning students in the Nohad A. Toulan School of Urban Studies and Planning, Portland State University

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GATEWAY

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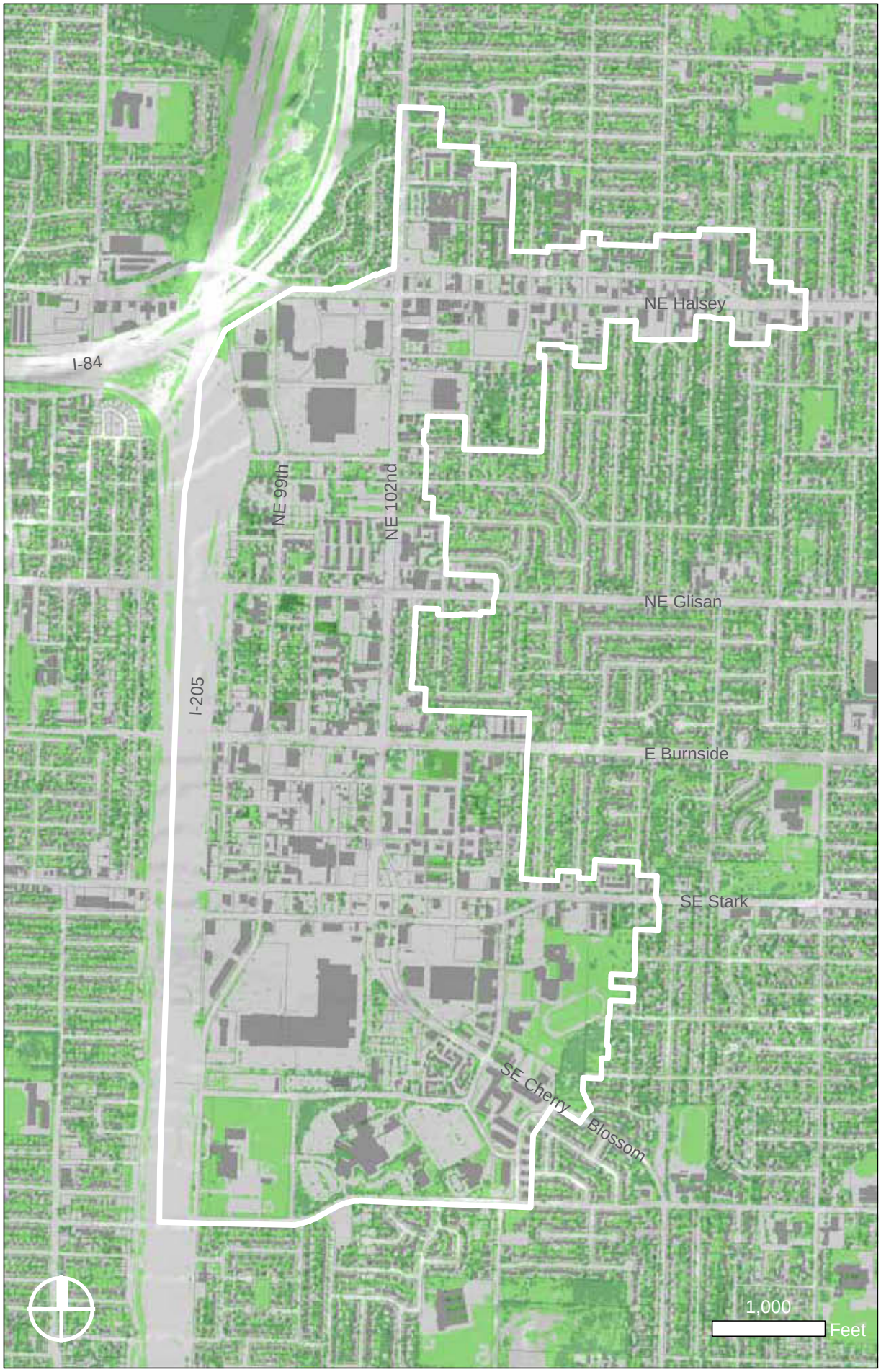
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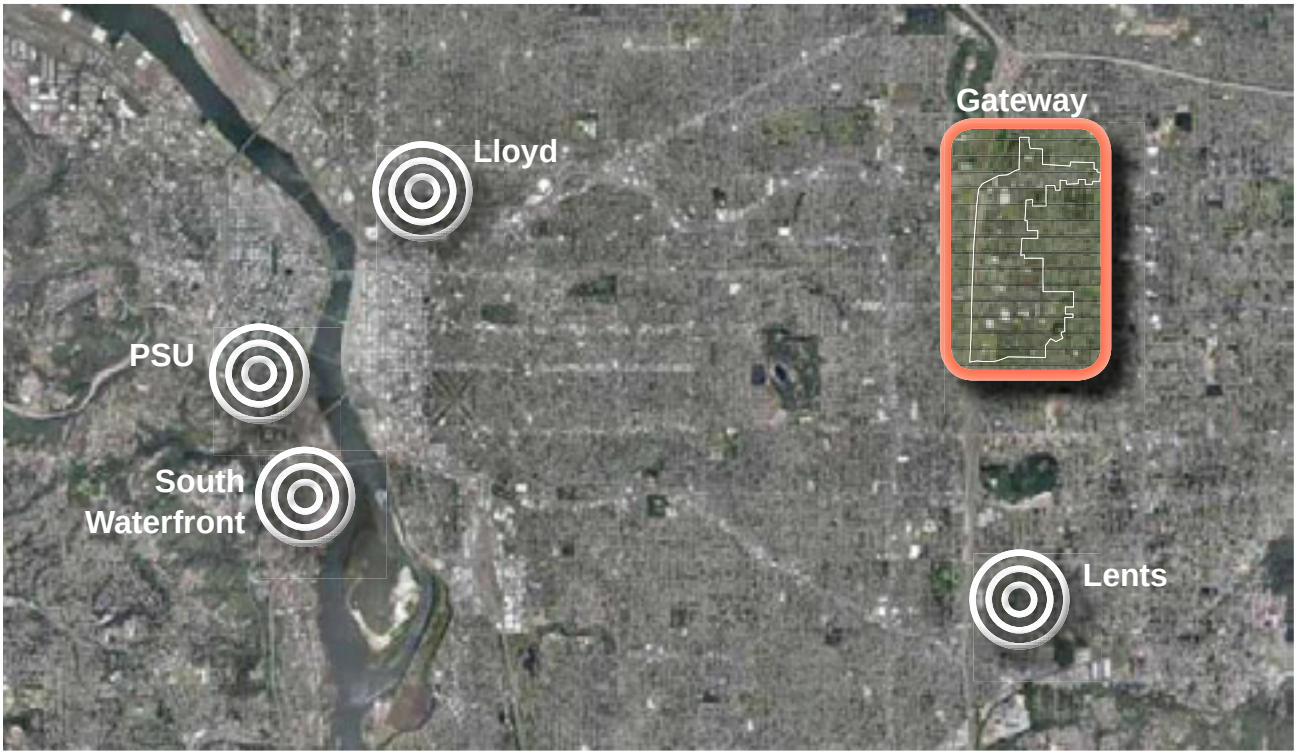
1.0 EXECUTIVE SUMMARY

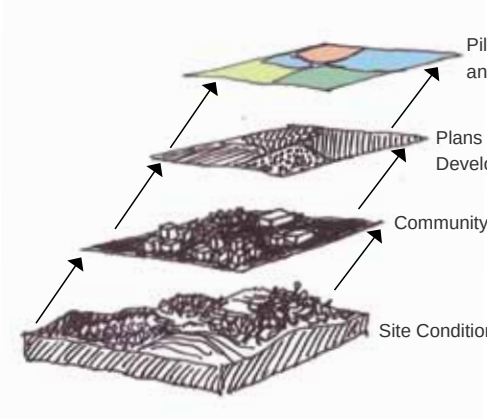
BACKGROUND

Established in 2009, The Portland EcoDistricts Initiative is a coordinated effort between public and private entities to foster sustainable development practices through collaborative community partnerships. Using Portland as a laboratory for testing strategies at the district scale, the initiative hopes to determine what approaches are feasible in a developed urban context. A successful EcoDistrict could demonstrate that the district scale is the appropriate size to organize and implement actions for achieving elusive environmental policy goals.

According to Portland Sustainability Institute (PoSI), the organization charged with leading the effort, an EcoDistrict is a neighborhood or district with a broad commitment to accelerate neighborhood-scale sustainability. In order to gauge performance, the initiative utilizes the following seven categories: community vitality, air quality and carbon, energy, access and mobility, water, habitat and ecosystem function, and materials management. Gateway is one of five pilot EcoDistricts within the City of Portland (Figures 1-2) and was selected for this study because unlike other pilot districts, it lacks a central organizing body to coordinate various interests and it is slated to absorb significant future growth. As the only Regional Center within Portland, the district is envisioned as a second downtown. Since much of that growth has yet to materialize, EcoDistrict planning here is particularly relevant, especially considering policy goals like the Portland Climate Action Plan. Previous plans for Gateway reveal an area with many of the fundamental characteristics necessary for an EcoDistrict. However, stimulating economic investment in the district has proven difficult despite extensive planning and analysis.



Figures 1 and 2: Portland Sustainability Institute designated Gateway and four other areas as pilot EcoDistricts. At left, the Gateway Regional Center Urban Renewal Area boundary is highlighted on a map of the landscape.



APPROACH / PROCESS

The *Gateway EcoDistrict Pilot Study* used site conditions, community priorities, and plans for future growth and development to recommend catalyst projects.

The study's objectives included raising awareness about the EcoDistrict concept, mapping physical and social assets conducive to an EcoDistrict, and identifying organizations interested in management of the pilot EcoDistrict. An assessment of opportunities and constraints to establishing an EcoDistrict in Gateway served as a corollary part of the study.

In addition to background research, the process consisted of three primary components. Public engagement and outreach provided an understanding of community needs and desires. An assessment of current environmental, physical and infrastructure conditions in Gateway yielded a greater understanding of potential development options. Together, these factors informed recommendations for catalyst projects designed to generate further development around the EcoDistrict concept.

COMMUNITY PRIORITIES

Community engagement produced three primary themes:

1) Connectivity – Both physical and social connections between different areas in Gateway are lacking.
2) Identity – There is a strong desire to brand the district and enhance its overall identity to stimulate greater investment.
3) Security and Appearance – Aesthetically improving the district and reducing crime is a primary goal.

Public feedback suggests community vitality is paramount to other EcoDistrict performance goals. Community members asserted that any EcoDistrict proposal must address the area's specific needs in order to be successful. While the EcoDistrict concept was well received, environmental performance was not the highest community priority. Enthusiasm was high for discussions about economic development and physical neighborhood improvements. Greater opportunities for social interaction, investments in education, and economic development were consistently identified as critical issues.

DistrictLab gives an introduction to EcoDistrict performance areas to Gateway stakeholders.

SITE CONDITIONS

The spatial distribution of environmental, physical and structural characteristics in the Gateway Regional Center Urban Renewal Area illustrated optimal locations for effective district improvements. The study's analysis looked at the seven EcoDistrict environmental performance areas in relation to the indicators of services and amenities, open space, parks and civic spaces, stormwater, mobility, water usage, waste management, air quality, and energy. Three dominant themes emerged.

Abundant impervious surface

Average impervious surface coverage in the Gateway URA is more than 70%. Compared to a citywide average of just over 50%, this suggests a significant impact on the total volume of stormwater across the district.

Lack of connectivity

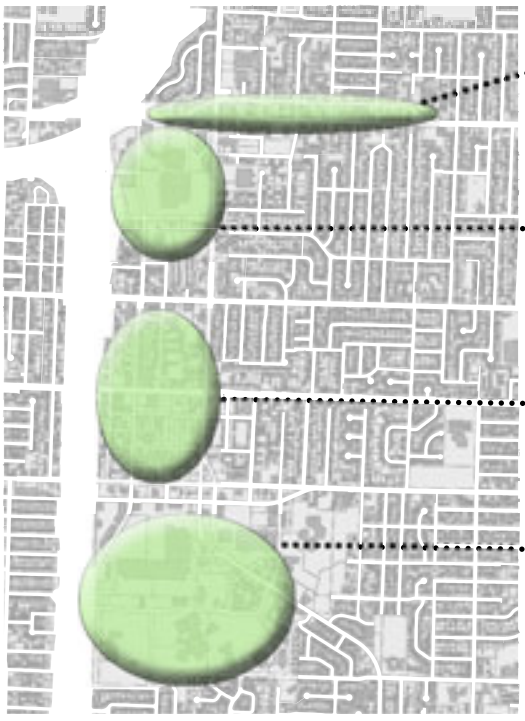
Access to Gateway by alternative transportation modes, whether via transit, bicycling or walking, is generally good. However, automobile use remains high with an average of 26.7 daily miles traveled per person, the highest in the city of Portland. Mobility is impeded in the district by breaks in sidewalk coverage, long block lengths on corridors like 102nd Avenue, and unimproved streets throughout the Central Gateway area.

Absence of parks and habitat areas

The Gateway URA has an absence of parks and public spaces, which has multiple effects on Gateway's environmental performance: decreased carbon sequestration potential, reduced air quality, reduced pedestrian streetscape quality and reduced habitat for urban ecological function.

SUBDISTRICTS

Community engagement and review of previous plans identified four subdistricts within Gateway. Analyzing these smaller geographies provided a more suitable scale for developing catalyst project recommendations and helped identify distinct themes or unique opportunities within each area.



The Halsey-Weidler Couplet

- High percentage of impervious surface (>70%)
- Older buildings (> 50 yrs. old)
- Limited vacant land for new development

Transit Center / Gateway Shopping Center

- Most impervious out of all subdistricts (>80%)
- Greater solar potential on large rooftops
- Newer buildings (avg. around 32 yrs. old)

Central Gateway

- Highest amount of vacant land
- Most unimproved streets

Adventist Medical Center / Academy / Mall 205

- Generally more trees and other vegetation, but still less than City averages
- Walkability is relatively improved

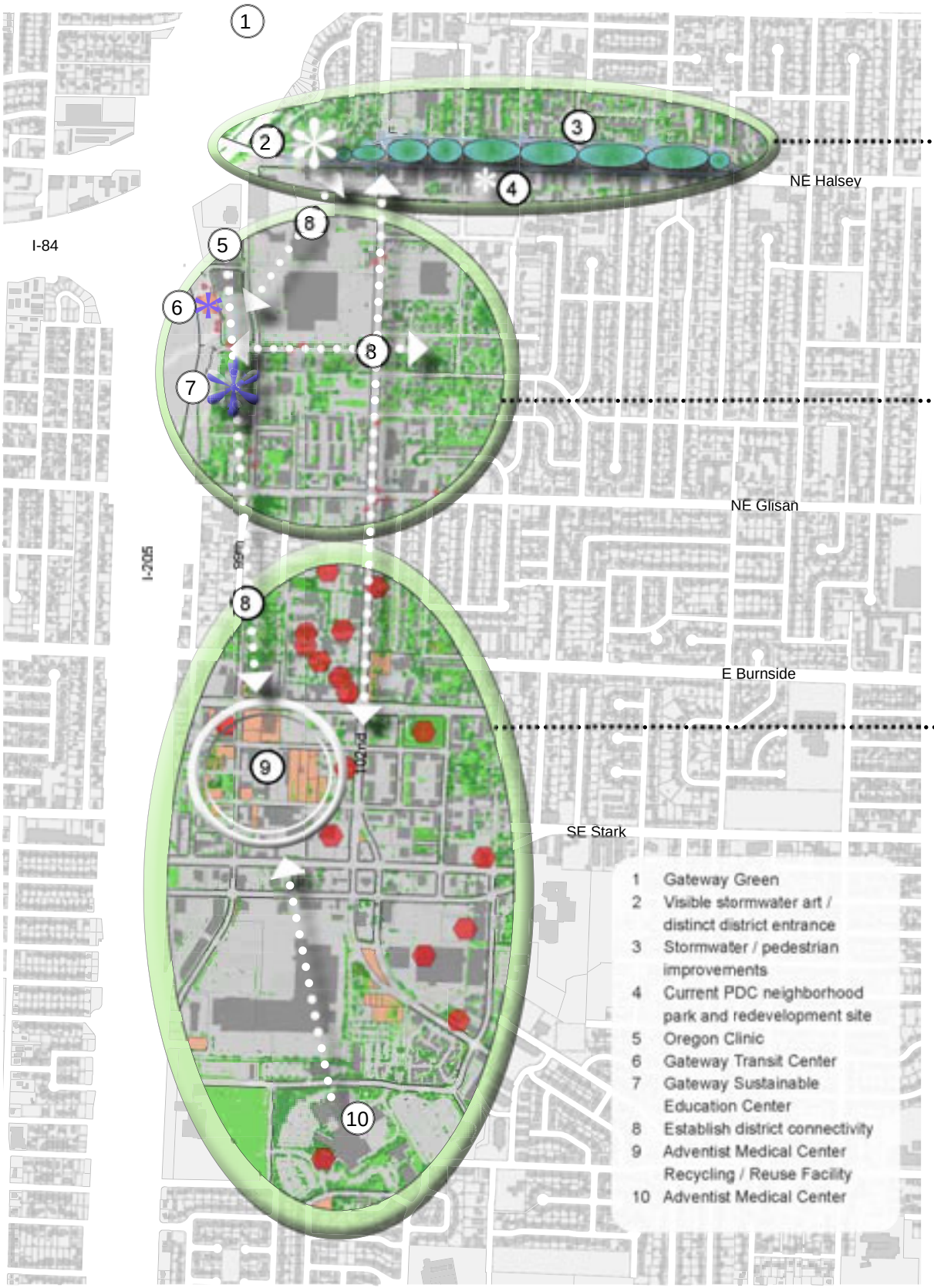


Figure 3: Gateway EcoDistrict pilot project recommendations

PILOT PROJECT RECOMMENDATIONS

Pilot project recommendations incorporate community needs, site conditions and previous planning efforts within the district. Each project aims to address a specific geographic location in Gateway based on its characteristics. However, as catalyst projects, recommendations are designed to generate further support around the EcoDistrict concept with the recognition that district-wide measures are required to maximize environmental gains. Conceptually, the district operates as a system where each project serves a specific function. If implemented successfully, this systems approach could be replicated to meet city-wide policy goals.

Halsey-Weidler Walkable Stormwater Mitigation Corridor

- Addresses stormwater runoff in an area with high ratio of impervious surface and a sloping topography.
- Highlights stormwater treatment through art and signage to offer education and help establish a sense of place in the district.
- Improves walkability in the local business district to create a pedestrian oriented corridor in what is now an auto-dominated district.

Gateway Sustainable Education Center

- Offers Gateway a much needed destination point and sustainable learning laboratory for green technology programs.
- Create a catalyst for a district energy system, water collection and testing, and wastewater treatment.

Adventist Medical Center Recycling / Reuse Facility

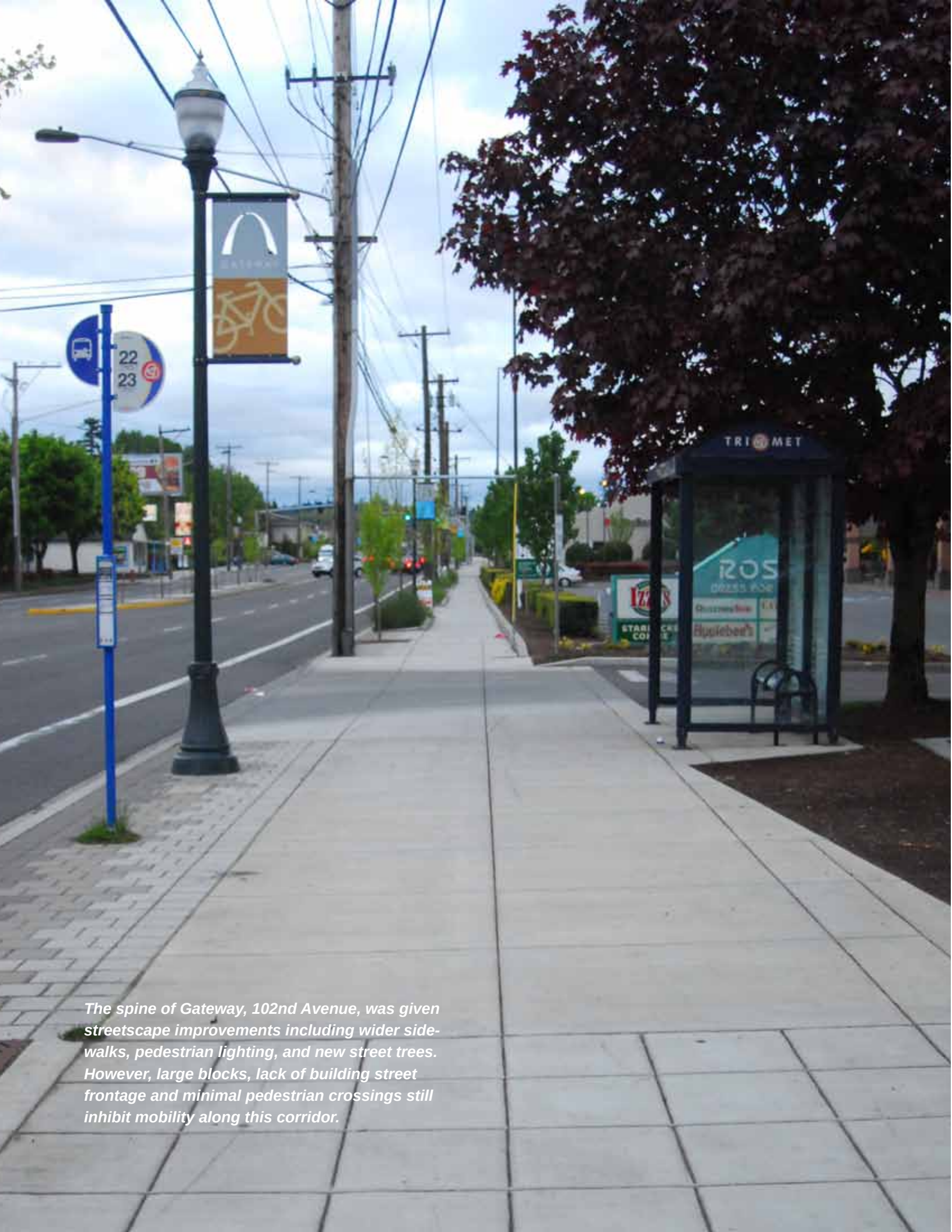
- Establishes a materials management system for one of the largest waste generators in the district and creates jobs.
- Creates opportunities to partner with Gateway's other numerous health care providers (highlighted in red).

Next steps

Each catalyst project could be implemented individually, but coordinated implementation would provide greater environmental benefits and enhance understanding of the relationships between the different portions of Gateway. Developing each subdistrict project in the context of the larger Gateway area is the first step toward an integrated EcoDistrict. Through collaboration, each of these areas could meet EcoDistrict performance measures by leveraging particular locales that are best suited to address each of the environmental performance goals.

Achieving improved environmental performance at the district scale will not only require catalytic projects but also cooperative resource efficiency measures. Behavioral changes or minor building modifications can provide significant gains while reducing associated costs. District-wide efforts targeting resource efficiency and conservation are complimentary approaches necessary for meeting EcoDistrict goals.

Advancing the Gateway EcoDistrict beyond catalyst projects will require increased public education and outreach, coordinated implementation and district-wide programs. With community vitality as a central theme, public education and commitment from residents will be central to advancing the EcoDistrict concept. While groups like the Gateway Area Business Association and David Douglas School District have already demonstrated interest in the topic, greater public involvement is required for significant community support. Continued outreach will facilitate dialogue between the City and Gateway, an important step for future success.



The spine of Gateway, 102nd Avenue, was given streetscape improvements including wider sidewalks, pedestrian lighting, and new street trees. However, large blocks, lack of building street frontage and minimal pedestrian crossings still inhibit mobility along this corridor.

2.0 BACKGROUND

INTRODUCTION

Pervasive pollution, climate change and diminished natural resources represent a few of the significant environmental challenges facing metropolitan regions throughout the world. These issues are a function of conventional urban development and foreshadow numerous environmental imperatives in the coming decades as cities plan for the future. Increasing urban growth and population densities compound these challenges now that a majority of the world's population lives in cities. However, there are inherent advantages associated with dense urban development, not least of which is the possibility for collaboration and innovation. The close proximity of human capital, financial resources and established information networks provide metro areas with tremendous opportunity. Nevertheless, cities have struggled to implement policies that comprehensively address the most pressing environmental issues. Given this predicament, many municipalities are actively searching for new development methods that can address the social, economic and environmental challenges of the 21st century.

Established in 2009, The EcoDistricts Initiative is a coordinated effort between public and private entities to foster sustainable development that will address significant environmental challenges. Using Portland as a laboratory for testing strategies, the initiative hopes to determine what approaches are feasible in a developed urban context. The focus on existing neighborhoods with varied ownership is distinct from previous international efforts like the Western Harbor of Malmo Sweden, Southeast False Creek, BC and Dockside Green in Victoria, all of which were designed to achieve similar goals. Like those examples, the EcoDistricts Initiative recognizes the district as a suitable size for testing collaborative strategies.

Scale is a fundamental theme of the EcoDistrict concept. To date, addressing environmental challenges at the individual or building scale has been inadequate and inconsistently applied. Likewise, citywide policies regarding climate change, pollution and resource conservation could be more effective with increased citizen involvement. An EcoDistrict could compliment these approaches by developing stakeholder networks at the neighborhood scale that leverage a district's collective potential to accomplish goals previously considered unachievable.

Realizing economies of scale through shared investment could also incentivize greater community collaboration on environmental issues. From a policy perspective, an EcoDistrict may serve as a vehicle to meet stated targets and objectives. For example, collaborative strategies like district energy and community food waste collection would facilitate meeting policy goals related to reducing greenhouse gas emissions and decreasing landfill bound waste. If successful, an EcoDistrict could function as a model for future policy development and implementation. Additionally, demonstrating environmental impacts may provide a better understanding of the relationship between human behavior and resource consumption. Currently, there is a disconnect between human actions and natural resource depletion. Measuring environmental performance could illustrate that relationship, providing a more tangible understanding of the connection between humans and their environment.

In 2009, the City of Portland charged the Portland Sustainability Institute (PoSI) with developing the EcoDistrict Framework to "clarify the value proposition, define performance areas and outline an implementation strategy."

Figure 4: The pilot EcoDistricts located in two East Portland urban renewal areas — Gateway Regional Center (658 acres) and Lents Town Center (2,846 acres) — lack the types of centralized management groups that are found in the three City Center areas. DistrictLab's study addressed this by discussing initial organizing and governance strategies with stakeholders.

TABLE 1:
ECODISTRICT PERFORMANCE AREAS

PoSI has established the following performance areas to set a vision for all five EcoDistricts, while the strategies for addressing them are intended to be site specific:

Community Vitality

Promote healthy, equitable, and vital communities with active and diverse participation.

Air Quality and Carbon

Achieve beyond carbon neutrality and healthy air quality.

Energy

Achieve net-zero energy on an annual basis.

Access and Mobility

Provide healthy, clean and affordable transportation options.

Water

Create a sustainable water balance between users, infrastructure and nature.

Habitat and Ecosystem Function

Integrate built and natural environments for healthy urban ecosystems.

Materials Management

Generate zero waste and optimized materials management.

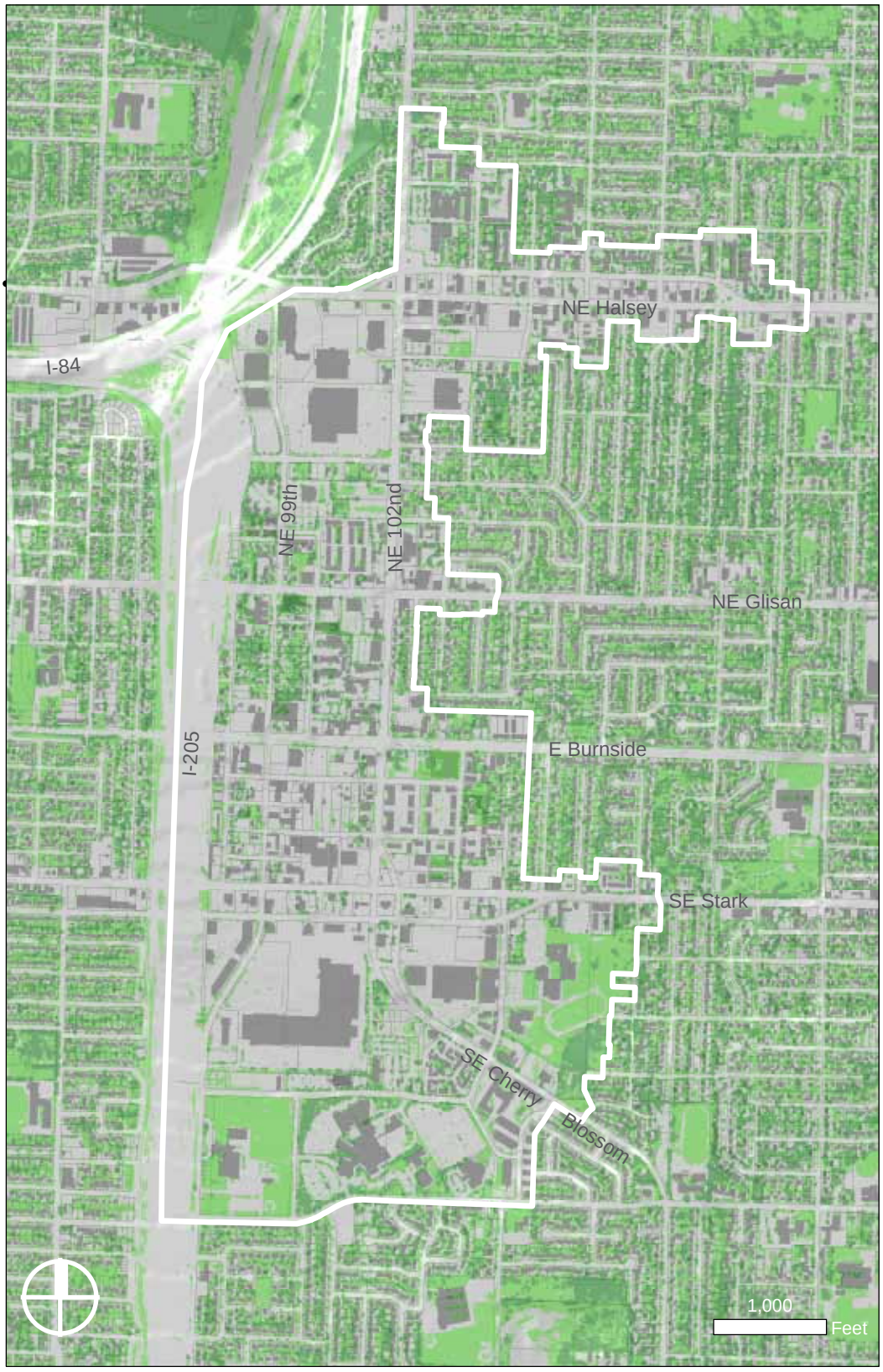


Figure 5: The white boundary highlights the Urban Renewal Area in Gateway, where an EcoDistrict will likely focus. Gateway's pattern of vegetation cover and impervious surface inside the urban renewal area boundary is distinct.

According to PoSI an EcoDistrict is “a neighborhood or district with a broad commitment to accelerate neighborhood-scale sustainability.” Ultimately, the EcoDistricts Initiative aims to remove current implementation barriers and employ available technology to address seven performance goals (Table 1).

The EcoDistricts Initiative has established five pilot districts within the City of Portland (Figure 4). The Gateway district, the subject of this study, is characterized by a multiplicity of landowners in a primarily commercial setting, with some residential. Unlike some of the other pilot districts, Gateway lacks financial resources and a central organizing body to coordinate disparate interests. However, Gateway is an urban renewal area (URA) with an established funding mechanism and has a central location with superb transit access (Figure 5). Recognizing that each pilot district is unique, this report provides an initial examination of the opportunities and constraints to establishing a pilot EcoDistrict in Gateway. Final products include: 1) recommended catalyst projects based on feedback from Gateway stakeholders and an assessment of current social, environmental and economic conditions; 2) an asset map identifying resources conducive to meeting EcoDistrict goals; and 3) recommended organizations for management of the pilot EcoDistrict.

REGIONAL PLANNING CONTEXT

While the EcoDistricts Initiative focuses on pilot projects at the district scale, it is critical to assess planning efforts at the metropolitan and regional level. A greater understanding of Gateway’s role will better inform strategic decisions as the process moves forward. Anticipating potential future development will provide both PoSI and the Gateway community with guidelines so that EcoDistrict concepts mesh with the larger regional vision. The *Metro 2040 Growth Concept* is designed to guide the region’s development over a fifty-year period. The plan highlights common goals of the region like protecting agricultural land, promoting compact development and providing housing options for a range of income levels. The plan’s most relevant component is Gateway’s designation as the City of Portland’s only Regional Center, envisioned as a second downtown that could accommodate up to 100,000 people. With transit access in each cardinal direction and the intersection of two freeways, Gateway serves as an accessible commercial center for East Portland and other rapidly growing adjacent communities. Metro’s 2009 *State of the Centers Report* highlights Gateway as the largest Regional Center, with above average median income and above average percentage of home ownership relative to other Regional Centers.

The Portland Plan represents the latest iteration of a growth strategy for the City. While still in development, the plan focuses on nine action areas to avoid “silos” by encouraging efforts that achieve multiple goals. The draft plan addresses Gateway as Portland’s eastern downtown and proposes more civic, cultural and educational institutions. Within specific Sustainability Action Areas the plan touches on themes related to EcoDistricts like energy use, water quality and walkability. The EcoDistricts Initiative would serve as an excellent vehicle for meeting many of the targets suggested for Gateway in the current draft plan.

The *City of Portland and Multnomah County Climate Action Plan 2009* (PMCCAP) outlines eight different areas to reduce carbon emissions and adapt to a changing climate. Each section of the plan discusses potential strategies the City and County intend to pursue. An EcoDistrict could serve as a model development approach from a climate perspective. Strategies specifically articulated in the plan, like district energy, embody the collaborative nature of the EcoDistrict concept.

GATEWAY AREA PLANS

Plans specifically focused on Gateway and its immediate surroundings provide a more detailed account of community characteristics, desires, and needs. While the EcoDistricts Initiative has established performance measures, it is critical to address community goals to ensure successful implementation. Without significant participation and attention to Gateway's needs, garnering stakeholder support will prove difficult. A review of previous planning efforts in Gateway provides geographically specific information essential to understanding the history of the area and the demographic shifts underway (Table 2).

The 2009 *East Portland Action Plan* (EPAP) consists of 268 action items designed to address challenges like increasing poverty, lack of infrastructure, and public safety issues. Actions are divided into five elements that address a variety of community themes integral to East Portland's future. For example, one central element to EPAP is the need for more parks and open space, especially in Gateway. EPAP focuses on a variety of other areas relevant to EcoDistricts as well, like transportation, natural areas and environment, and housing. While the plan focuses on East Portland as a whole there are elements that target Gateway specifically.

The 2000 *Opportunity Gateway Concept Plan and Redevelopment Strategy* (Figure 6) and 2001 *Gateway Regional Center Urban Renewal Plan* identify specific needs of the district by recognizing redevelopment opportunities in each of the following subareas: Halsey-Weidler couplet, Gateway Transit Station, 102nd Avenue, and the employment district around Mall 205. Each plan discusses establishing an identity for Gateway by creating public spaces; improving economic opportunities; encouraging compact, mixed use development; improving infrastructure;

TABLE 2:
DEMOGRAPHICS

Population

Neighborhood	1990	2000	2011*	Change 1990-2000	Change 2000-2011
Hazelwood	17,049	19,916	23,332	16.80%	17.20%
Mill Park	5,562	6,826	7,644	22.70%	12.00%
Parkrose Heights	5,437	6,093	6,185	12.10%	1.50%
East Portland	155,119	180,882	199,416	16.60%	10.20%
City of Portland	486,600	529,121	568,509	8.70%	7.40%

Racial diversity by percentage of non-white

Neighborhood	1990	2000	2011*
Hazelwood	12%	22%	29%
Mill Park	10%	21%	27%
Parkrose Heights	10%	20%	26%
City of Portland	17%	22%	27%

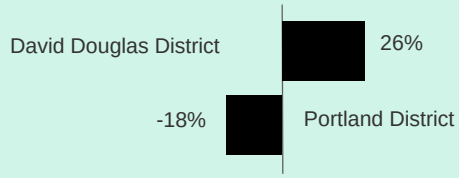
Median income as a percentage of Portland income

Neighborhood	1990	2000	2011*
Hazelwood	107%	94%	96%
Mill Park	95%	81%	82%
Parkrose Heights	107%	100%	99%
City of Portland	$25,812	$40,150	$60,400

Diversity of languages in the schools

In the David Douglas School District between 1996 and 2006, enrollment of English Language Learners (ELL) increased from 6% to over 25%, with the actual number of ELL students rising from slightly over 400 to nearly 2,500 – an increase of over 500 percent.

School district enrollment % change 1997-2006



* Data is from ESRI Business Analyst, which uses US Census information for the years 1990 and 2000 and models for the 2011 forecasts.
Source: *East Portland Review*, November 2007, City of Portland Bureau of Planning

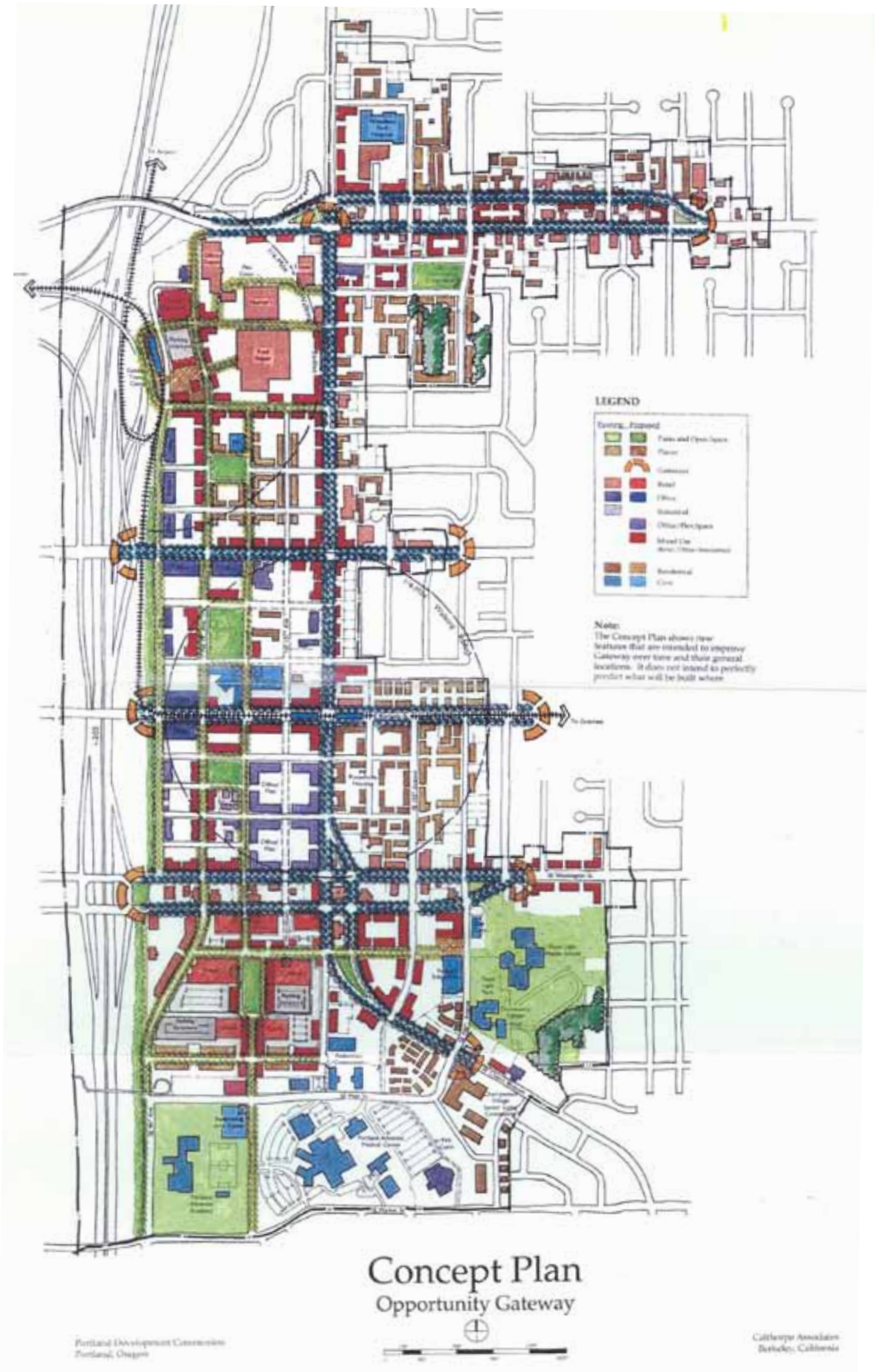


Figure 6: Opportunity Gateway Concept Plan and Redevelopment Strategy (2000)

employing targeted investments; providing housing options; and enhancing mobility, especially for pedestrians. These plans leverage the support of the Portland Development Commission and potential financing from the Gateway URA. This partnership between the City and Gateway community is designed to enhance collaboration as the district moves forward. Both plans represent a solid foundation for the multiple goals of the EcoDistrict Initiative.

Central Gateway — the area surrounded by Northeast Glisan Street, Southeast Stark Street, Interstate 205 and 102nd Avenue — has been the subject of multiple planning efforts. The 2008 *Gateway Green Streets Master Plan* (GGMP) and 2007 *Central Gateway Redevelopment Strategy* (CGRS) are particularly relevant to EcoDistricts. The CGRS focuses on strategies for a five-year time frame, like establishing a Local Improvement District for street improvements and pursuing acquisition of a park site. The report provides a market analysis of the area and possible funding strategies. The CGRS also highlights the constraints of inadequate infrastructure, the absence of large, vacant land parcels for redevelopment, the lack of a sense of place, and limited opportunities for retail and office development. Notable opportunities are flexible zoning, central location and ongoing efforts like the redevelopment of 102nd Avenue. The plan recommends landowners combine parcels to improve opportunities for redevelopment. This cooperative strategy lends itself to the EcoDistrict concept.

The GGMP is a targeted strategy to improve the streetscape of Central Gateway while managing stormwater runoff (Figure 6). This plan directly aligns with EcoDistrict water, habitat, and mobility performance areas while addressing multiple community desires. With 30% of the plan area as public right of way (ROW), the GGMP focuses on reducing runoff in the public realm. On private property, developers will be required to address stormwater under current ordinances. Challenges to implementation include encouraging full block redevelopment and acquiring future ROW. If implemented, the GGMP could provide significant environmental benefits, enhance the streetscape's appeal and improve pedestrian mobility.

Zoning in the Gateway Plan District (GPD) is generally favorable to the EcoDistrict concept because of its flexibility. The GPD promotes pedestrian and transit-oriented development, improves connectivity and creates a "clear distinction and attractive transition between properties within the Regional Center and the more suburban neighborhoods outside." Specific measures particularly suited to the EcoDistrict concept are allowed levels of development intensity, open area requirements, enhanced pedestrian / bicycle standards, and height / floor area bonuses for features like eco-roofs and provision of open space.

Previous planning efforts in the Gateway District reveal an area with many of the fundamental characteristics necessary for an EcoDistrict. However, stimulating economic investment in this area has proven difficult despite extensive planning and analysis. Given this predicament, innovative investment strategies coupled with increased public investment is required to ensure EcoDistrict development. While changing regional interests suggest increasing preference for compact mixed-use development, the current credit market and legislative restraints make this type of investment more challenging. These factors, coupled with initial community feedback, suggest a measured approach might be more successful, especially considering financial realities of the real estate market. This understanding shaped the approach and process of the study.

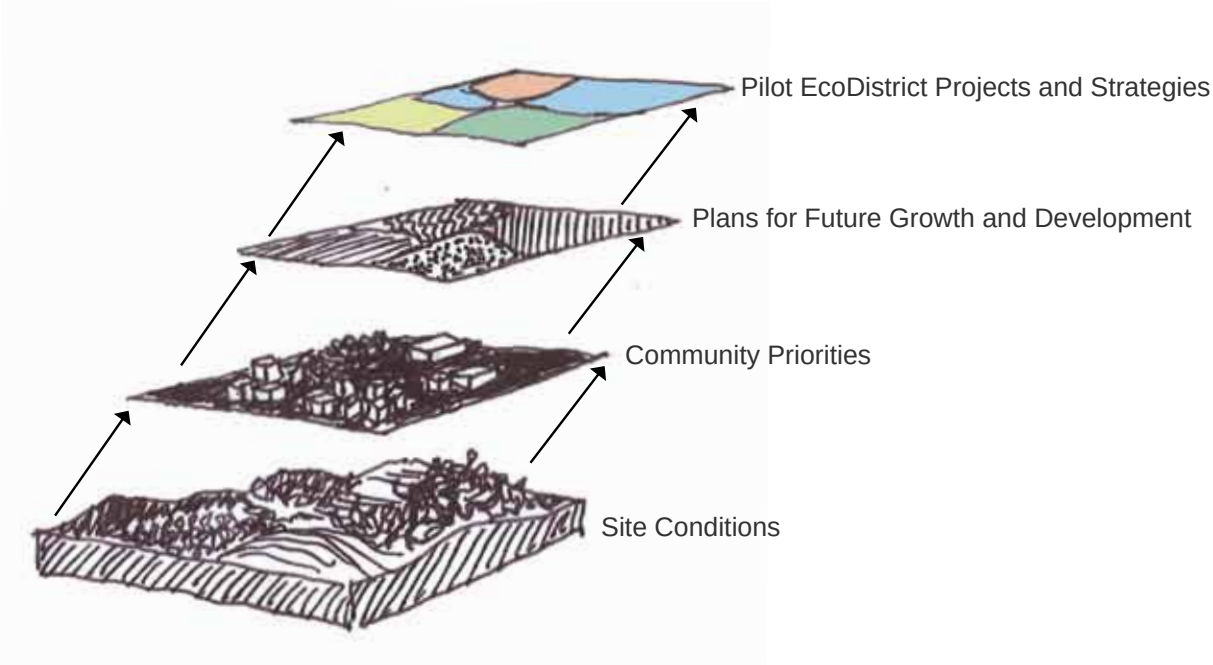
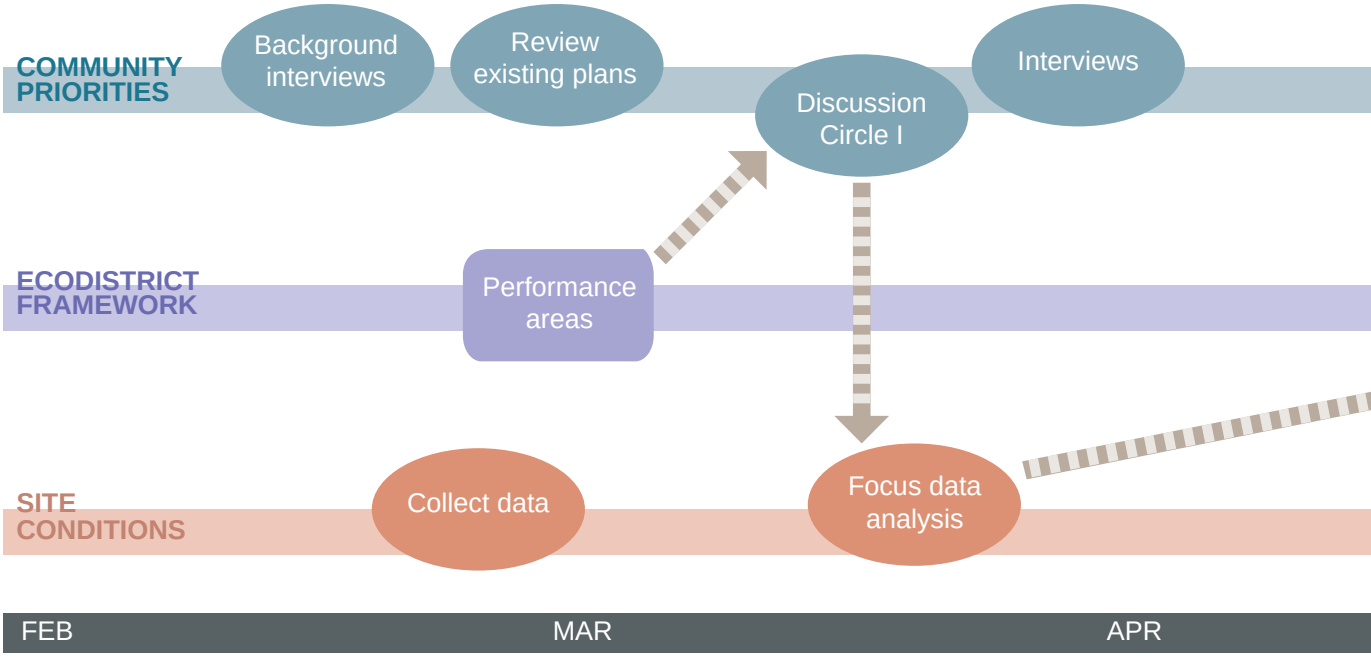


Figure 7: Multiple components informed the recommendations for EcoDistrict pilot projects

Project timeline



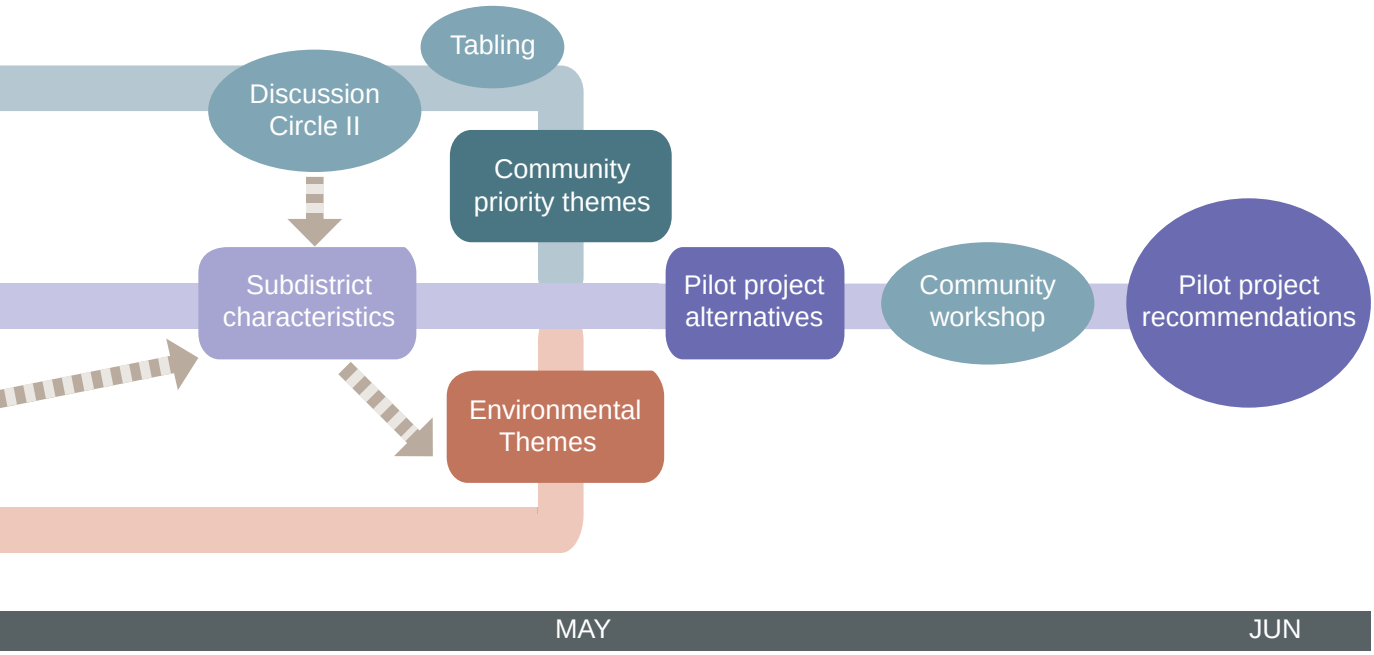
3.0 APPROACH / PROCESS

The goal of the *Gateway EcoDistrict Pilot Study* was to use site conditions, community priorities, and plans for future growth and development to recommend catalyst projects for a pilot EcoDistrict in Gateway (Figure 7). Objectives for the study included: 1) raising awareness about the EcoDistrict concept, 2) mapping physical and social assets conducive to an EcoDistrict, and 3) identifying organizations interested in management of the pilot EcoDistrict.

Community engagement was a critical piece of this study. An EcoDistrict has the possibility to yield greater environmental gains through community collaboration than through individual efforts. If a district is to achieve carbon neutrality or have net zero energy consumption, it will require community members to coordinate tasks, educate each other, and prioritize projects. The community engagement process was structured to assess the degree and level of interest in district-level sustainability projects.

Given a strong neighborhood interest in promoting district sustainability, DistrictLab sought to identify how environmental projects and planning could support community priorities, assess the types of projects most likely to be championed by Gateway residents, and generate recommendations for which local organizations might partner with city agencies to coordinate and manage these projects.

The seven EcoDistrict performance areas served as the framework for analysis of existing conditions data within and around the Gateway area. Research included examining plans for the future growth and development of Gateway because it is expected to undergo significant growth during the next few decades, transforming into a regional center. Three catalyst project recommendations to initiate district-wide sustainability coordination grew out of this community input, research, and existing conditions analysis.



Stakeholder representation

- Small and large Gateway businesses
- Neighborhood association leaders in Gateway
- Gateway residents
- Major Gateway health care provider
- Local architecture/planning/design professionals
- Local developers and landowners

Primary community advisors

Because the project relied heavily on engagement with the Gateway community, it was critical to establish a core group of people to provide DistrictLab with on-the-ground knowledge and community connections. Many community networks vital to EcoDistrict participation are connected to the Program Advisory Committee (PAC) of the Gateway Regional Center Urban Renewal Area. The research process began by consulting several members of the PAC in groups and private interviews, as well as attending PAC meetings. The PAC is composed of constituents from local neighborhood associations, business associations, and community partners involved in real estate and development. PAC members remained involved in the pilot study through every stage of the process: early discussions, connecting with other communities and organizations in Gateway, and final concept review.

Initial community engagement

In addition to core primary community advisors, we wanted to engage with other residents and business owners in the district to capture a wide variety of perspectives, and possibly generate interest in an EcoDistrict for citizens who had previously been uninvolved or unaffiliated with the PAC. From Jan. 29 to May 12, numerous stakeholders participated in this study. Stakeholders represented a wide array of perspectives, from neighborhood associations, small and large businesses, large land owners and major health care providers, community partners, local architecture/planning/urban design professionals, and local developers.

Two discussion circles were held with small groups to facilitate informal conversations about the community and environmental assets that characterize Gateway. The first session focused on the EcoDistrict performance areas, followed by a mapping exercise for participants to provide specific information and illustrate conceptual ideas. The second discussion circle used an open structure, guided by questions about community and environmental priorities, to determine what issues were most important to the group. Because many residents, business owners, and community leaders were unable to attend the discussion circles, numerous one-on-one interviews were conducted using questions similar to those used at the discussion circles.

To reach out to groups who may not want to attend, or may not have heard about the discussion circles, a table was set up at the Mother's Day Bike Ride sponsored by the Gateway Area Business Association. People were asked to note the types of energy, water, and resource efficiency programs they might be interested in participating in, and had them label areas in Gateway where they would like to see walkability and bikeability improved.

Community stakeholders reviewed collected data as well as project recommendations.

Site conditions

To inform EcoDistrict catalyst projects that will improve environmental performance, DistrictLab needed to understand the existing site conditions in Gateway. The data collected and analyzed during this process were limited by availability, but a high level assessment was produced of each of the seven environmental performance areas identified by PoSI.

Technical advisors

At several stages in the project, advice was sought from various specialists. These advisors included academic contacts at Portland State University, technical advisors from the Portland Development Commission and Metro, regional experts of varying disciplines, and PoSI staff. Technical advice was not sought in lieu of community input or desires, but rather as a way to effectively synthesize, communicate, and organize concepts related to the EcoDistrict framework.

Work session and final recommendations

After processing community input from initial outreach and existing site conditions from the data analysis, DistrictLab presented preliminary recommendations at a work session-style meeting May 12, 2010. Over 20 stakeholders were in attendance and provided essential input for shaping final recommendations and next steps. We offered a brief overview of the results of the site conditions analysis and engagement process that was used to formulate the alternatives. Then each concept was presented, followed by a facilitated discussion to gather feedback on each alternative. The final segment of the session was devoted to discussing what existing entity could take on pilot EcoDistrict organization, or if it would be necessary to form a new group or organization.

Communication and notification

Establishing communication networks in Gateway was critical for the community engagement process, and will be equally critical as EcoDistrict development in Gateway continues. Notices and bulletins were posted on DistrictLab's website (www.ecogateway.net) and e-mailed to about 50 stakeholders. Publicity was provided by local newsletters and on community websites in Gateway as well. In addition to giving brief presentations at two meetings for the Gateway PAC, our team also attended an East Portland Action Plan committee meeting, meetings for the Hazelwood and Mill Park neighborhood associations, and the Friends of Gateway Green's Earth Day cleanup. These meetings were not only a great way to establish rapport with Gateway stakeholders, they were also an excellent opportunity to listen to issues important to the Gateway community.

The final recommendations work session was held at Eastminster Presbyterian Church.

4.0 COMMUNITY

Community discussions throughout this project revealed many interests, priorities and assets related to Gateway's many facets. Some comments related directly to the types of environmental conditions an EcoDistrict is intended to address; some did not, but represent the challenges and opportunities that will become a part of EcoDistrict implementation.

That said, community engagement revealed three broad priorities: healthy and vital communities, improved urban natural environment and habitat, and mobility and access. These themes presented below relate fall within the scope of different EcoDistrict performance goals, however discussions were generally facilitated to allow for

Connectivity

Connectivity is achieved when people of all ages and abilities can walk, bike, ride transit, and safely use wheelchairs or other equipment to get around their neighborhoods. Motorists are accommodated, but not at the expense of other users and travel modes. Social components of connectivity are also important to consider. Whether it's the interactions people have when they're enjoying a walk down the street to an activity, or establishing stronger ties between community institutions, connectivity is not just found in the physical design of streets.

Stakeholders are very concerned about improving Gateway's physical and social connectivity. In an EcoDistrict, greater connectivity would foster the development of healthy and vital communities, access to transit that creates no environmental harm, and secondary gains would be achieved in other performance areas through reduced energy use and reduced carbon emissions as people use alternatives to single-occupancy vehicle trips.

Discussions on connectivity revealed:

- Strong physical connections are needed between the key areas within Gateway, particularly the Halsey-Weidler couplet and the Transit Center/Gateway Shopping Center; Central Gateway Redevelopment Area and Mall 205; and surrounding residential neighborhoods and the urban renewal area.
- Street improvements are critical: Sidewalks and stormwater infrastructure such as curbs, drains and gutters are all needed in many locations. Stakeholders are in favor of public-private partnerships to make street improvements, including low-interest loans. However, it is widely understood that both public

PRIORITIES

funding and ability to pay among private property owners is lacking.

- The types of improvements that were made on 102nd Avenue should be made on the Halsey-Weidler couplet as well.
- There is a lack of pedestrian crossings on some streets, and streetscapes need a higher level of comfort for pedestrians. These issues discourage walking.
- Walking can be particularly dangerous for the older adults in and around Gateway.
- Although there are some bike lanes, families do not feel safe biking in Gateway and east-west connections are needed.
- The demographic shifts in East Portland pose a challenge and an opportunity to social connectivity. There has been a proliferation of low-income families and strong enrollment growth in local schools, particularly from families that speak an array of languages and whose children need to learn English. Ways to improve social connectivity were discussed, including how to be inclusive toward people with moderate incomes. Support of school programs and developing community outlets to engage youth are critical.
- To bolster social connectivity and environmental involvement, children can be great teachers. Stakeholders who volunteer with youth regularly gave examples of the strong receptivity to issues of sustainability and level of understanding in youth. Young people follow sustainable practices because it's the right thing to do. For their parents, it is more about practicality.

Identity

Gateway is designated as a regional and city center, but its identity is undefined. Gateway remains an idea, a potential-filled location that is consistently pointed to as a place where growth should occur. An EcoDistrict presents an opportunity to influence how Gateway's identity grows and develops. A neighborhood demonstrating a strong commitment to sustainability may attract investment and an influx of residents. Gateway needs a stronger image, and stakeholders remain committed to the process of building the interaction between inhabitants and the environment to promote a positive identity.

Discussions on identity revealed:

- There's no "there" there. Placemaking is important to Gateway's future success.

- Turn the “short blocks” between Southeast Stark and Washington streets into park blocks with mixed-use commercial development along the street frontages.
- Vacant lots bring several negative attributes, including the appearance of a stagnant area in need of major improvements. Pollution concerns are cited for the lots with miscellaneous debris. This creates a negative social and physical environment.
- More attention from the City is needed,including signage to promote district identity and literature promoting Gateway and its market opportunities to developers.
- Storefronts and pedestrian friendly design should attract pedestrians and signal to drivers that there are people walking here; speeds should be 20-30 mph, not 45 mph.

Security and appearance

Nearly all participants in the study mentioned the essential qualities of security and appearance in making their neighborhoods more livable. The needs identified here relate to what inhabitants and users experience on an everyday basis, and the Gateway EcoDistrict could address them through multiple performance areas:

Discussions on security and appearance revealed:

- Loitering and crime threatens businesses by warding off customers and discouraging pedestrian activity. Public safety and security measures in addition to physical changes would get more people walking.
- Many stakeholders cited graffiti as a challenge to maintaining the neighborhood’s appearance.
- The combination of shoplifting and light rail makes an impact on retail activity. The business community supports light rail overall.

Stakeholders discuss EcoDistrict catalyst project recommendations.

- Community gardens are desired, but they could be difficult to implement because of security concerns.

Additional ideas for consideration

Sustainability lacks a universally recognized meaning, but most Gateway residents and business owners have a general understanding. A local understanding of sustainability must be further cultivated to gain community support for an EcoDistrict. Community members were very receptive to talking about the environmental issues that are important to them, but were less receptive when asked to discuss environmental issues directly through the framework of the environmental performance areas. Our team found it most successful to address the environmental performance areas indirectly, by initiating a conversation about community and environmental priorities.

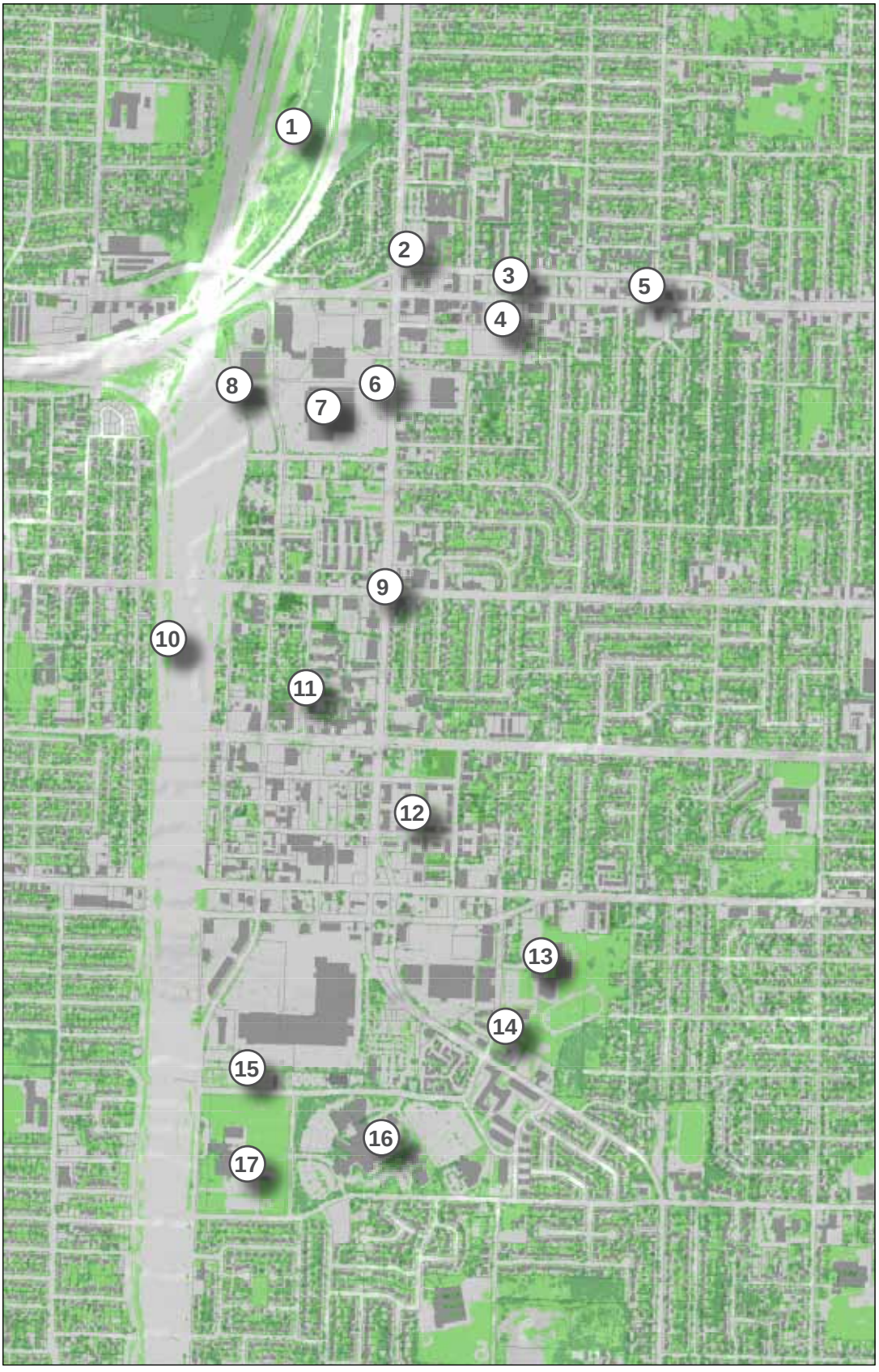
Stakeholders gave multiple examples about the need for greater attention from the City, which demonstrates one of the most important local contexts in which to view the EcoDistrict. Stakeholders want to see the City prioritize improvements in Gateway. Sensitivity in approaching stakeholders about an EcoDistrict will go a long way since some community members are turned off by certain City associations due to grievances with service provision and urban renewal legacies, or concerns about security. As one mother wearing a bike-themed shirt put it, “Don’t talk to me about bioswales and green streets when there are people being shot at over here.”

Demographic transition and public safety are big issues. EcoDistrict implementation in Gateway should occur in tandem with other measures that directly address these concerns, but it is important for EcoDistrict advocates and stakeholders bringing in expertise from outside the area to understand how the issues relate. In addition, it was suggested that relaying the City’s targets in the Climate Action Plan be avoided since it could reinforce these disconnects on livability. Furthermore, there is resistance to higher-density and infill development among some stakeholders, which can potentially be addressed through improved design standards. Stakeholders said the infill developments they have seen so far have been low quality, without adequate spaces for children to play in and people to gather. Seniors and young adults alike said they would not care to live in the types of infill housing currently present in Gateway. Stakeholders agreed that the demand for market-rate multifamily housing is important to meet.

Development of the EcoDistrict must relate to community priorities. Stakeholders responded positively when EcoDistrict performance areas addressed community desires. For example, enthusiasm was high at the community workshop when business-case examples were given for project ideas, indicating the potential success of an approach that couches the EcoDistrict concept within community interests.

Public input was gathered at the Mother’s Day Bike Ride sponsored by the Gateway Area Business Association.

GATEWAY COMMUNITY ASSET MAP



1) Gateway Green – Future neighborhood/regional greenway, championed by local park advocates who recently established a non-profit to manage the process and find agency partners.

2) Wind park – Draws attention to natural processes; illustrates the kind of public art an EcoDistrict could install to help educate and engage residents and users.

3) Halsey-Weidler couplet – Small, local businesses; has historic quality as Gateway's "Main Street" venue for parades and civic events; finer-grain development texture with potential for a better pedestrian environment.

4) PDC neighborhood park and redevelopment site – Opportunity to create a new civic space; destination and anchor for both Transit Center/Gateway Shopping Center and Halsey-Weidler couplet. Will increase connectivity, walkability, and habitat within the district.

5) Gateway Area Business Association – Members distributed throughout Gateway; gives attention to Halsey-Weidler; already engaging in energy, water and waste efficiency outreach and education; strong potential to partner for EcoDistrict management.

6) Potential corridor between Transit Center and Northeast 102nd Avenue – Minimal improvements to existing streetscape and Gateway Shopping Center parking lot would create a multi-modal corridor that connects the TC and Halsey-Weidler couplet.

7) Gateway Shopping Center and adjacent properties – Four owners, including PDC, control about 50 acres; excellent placemaking opportunity to create an "EcoDistrict node" through district energy, coordinated stormwater management, green energy, and park space.

8) Transit Center – Access by transit is second only to downtown Portland; light rail extends in all four cardinal directions; several bus lines from all sections of the Metro area all intersect in this location.

9) 102nd Avenue – Street improvements include wider sidewalks and new plantings; commercial activity on north-south connector within the district; has potential to be a primary, mixed-mode destination within Gateway, with increased economic activity and walkability.

10) Greenway along I-205 – Asset for increasing vegetation to improve air quality; could absorb CO2 from freeway traffic.

11) Gateway Green Streets Master Plan – Commitment to create an entire neighborhood of green streets.

12) Multi-family housing – Russellville demonstrates the ability to sell market-rate housing in higher densities; occupancy near 100% despite tough market conditions.

13) David Douglas School District – The district has been successful at implementing conservation programs that save money and resources; existing program could help increase education and awareness of EcoDistrict principles; Floyd Light Middle School is located in Gateway.

14) East Portland Community Center – First LEED Platinum Aquatic Center in the world, but under-recognized; EPCC has significant community resources to contribute to education, awareness and outreach in the EcoDistrict.

15) Swale at Mall 205 – Underutilized vegetation swale that adds habitat, helps treat stormwater, and could be developed to strengthen those aspects.

16) Adventist Medical Center – Largest employer in the district has good walking opportunities, trees, green space.

17) Adventist Academy – Redevelopment of this private school's excess property will help activate the southern part of Gateway; potential for incorporating green improvements as part of the future development.

Northeast 102nd Avenue has several stretches of long blocks, which makes crossings difficult for pedestrians. However, wider sidewalks and street trees have contributed to pedestrian comfort and walkability.

5.0 SITE CONDITIONS

The data collected and analyzed for this project were used to suggest strategies for environmental improvements rather than focus on baseline metrics. Data were gathered from multiple sources, such as Metro's Regional Land Inventory System (RLIS), the City of Portland, and Portland State University, then organized under the seven performance areas identified by PoSI. The focus on environmental, physical and structural characteristics throughout the URA allowed for the identification of spatial differences within its boundary, and suggested where improvement could be most effective. These unique conditions within the URA provided the foundation for concepts presented in this report. Although the data compiled here is by no means comprehensive, additional baseline metrics can build on this work to monitor the success of projects and demonstrate benefits to the community.

SITE CONDITION THEMES:

Abundant impervious surface

Impervious surface indicates more than just stormwater run-off and localized flooding. It is linked to a lack of parks, open space or vegetation and often contributes to less walkable pedestrian environments. Large quantities of impervious surface also leads to heat island effects and reduced air quality through increased parking needs and increased traffic.

Northeast Halsey lacks pedestrian crossings from 114th to 122nd.

Douglas fir trees are iconic in Gateway and East Portland

Lack of connectivity

Despite excellent transit access and a few areas with complete sidewalks, there are significant impediments to walkability and connectivity in the district. Gaps in sidewalk coverage in parts of the district, long block lengths and lack of destinations all create barriers to walkability. There is a lack of connectivity between different areas in the URA; for example, once a transit rider arrives at the Transit Center, there are no visual cues to link the platform to the rest of the Gateway area. Furthermore, connectivity with the surrounding neighborhoods is impeded by an absence of sidewalks leading into the Gateway commercial centers on all but the arterial streets.

Absence of parks and habitat areas

The absence of parks, habitat and open space has multiple effects on Gateway's environmental performance: decreased carbon sequestration potential, reduced air quality, reduced pedestrian streetscape quality, and reduced habitat for urban ecological function. Increasing vegetation will help mitigate the issues associated with widespread impervious surface coverage in the district. Parks can also contribute to connectivity and active living by creating destinations, improving walkability and encouraging civic activities.

Services and Community Amenities

The Gateway area has numerous businesses clustered throughout the district. These were used to assess where businesses are located in relation to one another and the larger neighborhood, illustrating the distribution of services and amenities throughout the Gateway area. Mapping these locations showed distinct clusters and corridors, namely along the Halsey-Weidler couplet, along 102nd Avenue, and around the Stark-Washington couplet (Figure 8).

Figure 8: Map of Gateway Services and Amenities

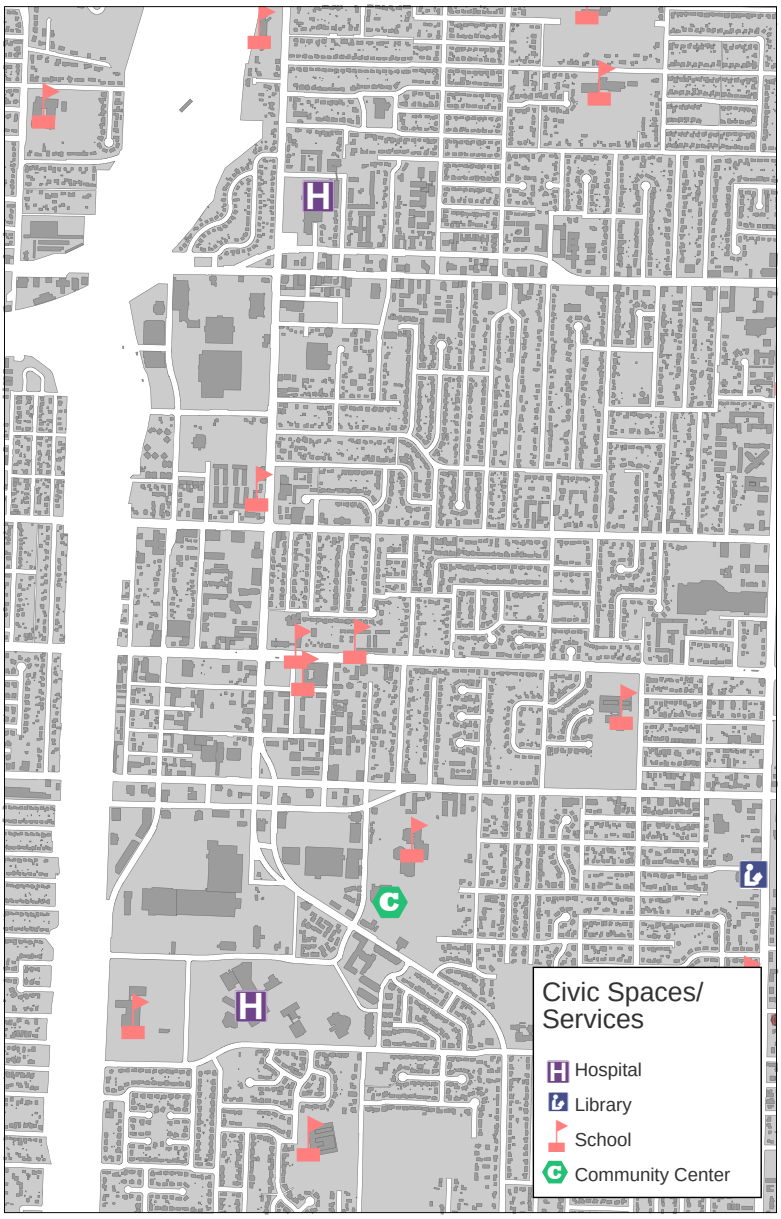


Figure 9: Civic Spaces / Services

Figure 10: Parks / Greenways

Open Space, Parks, and Civic Centers

The Gateway URA has a visible absence of parks and public spaces (Figures 9 - 10); only 4% of the area is park space, compared to 18% across the city as a whole. The surrounding neighborhoods of Mill Park, Hazelwood and Parkrose Heights have 6%, 12% and 4% respectively, compared to an average of 11% across all neighborhoods within Portland. With the exception of the East Portland Community Center and surrounding park space located in the southern portion of the URA, there no parks within the URA boundary. Another striking feature within the URA is the lack of trees and the preponderance of impervious surface.

Figure 11: Vegetation Cover and Impervious Surfaces

Stormwater:

Average impervious surface coverage across the Gateway URA is more than 70% (Figure 11). Compared to a city-wide average of just over 50%, this suggests a significant impact on the total volume of stormwater that needs to be managed across the district. Slopes are generally moderate to level with several retention or capture opportunities presented by slope aspect and flow directions. With an average rainfall of approximately 36.3 inches per year (Figure 12a), and an estimated 22,000,000 square feet of impervious surface, over 500,000,000 gallons of rainwater flows across the district each year (Figure 12b). Approximately 120,000,000 gallons of this precipitation falls on building rooftop area, suggesting a large resource for reducing non-potable water use demand for landscaping or wastewater conveyance.

Monthly Averages (inches):

January	5.35	July	0.63
February	3.85	August	1.09
March	3.56	September	1.75
April	2.39	October	2.70
May	2.06	November	5.34
June	1.48	December	6.13

Figure 12a: Average annual rainfall is 36.3 inches

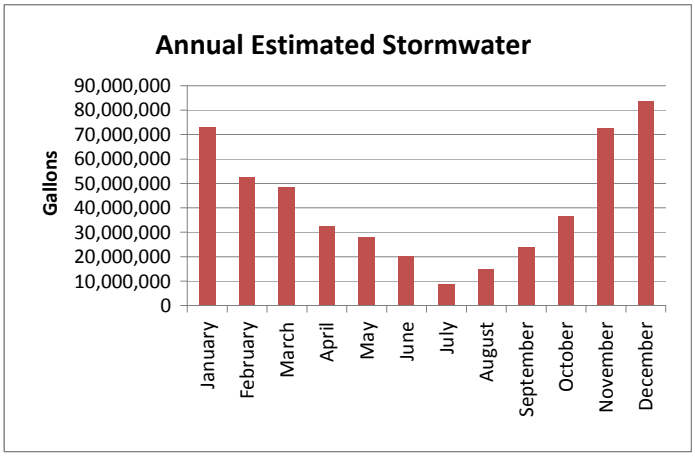


Figure 12b: Average annual stormwater estimate is more than 500,000,000 gallons

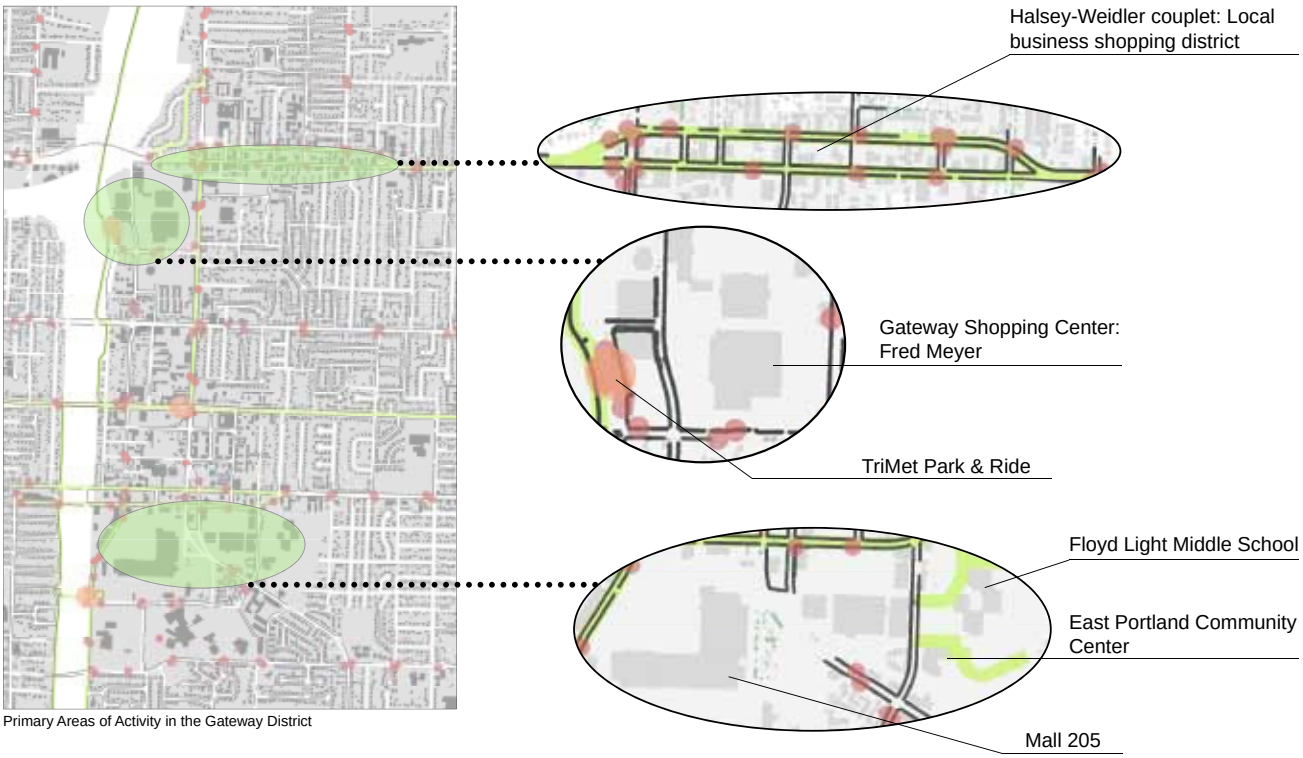
Figure 13: Mobility and Access

Mobility:

Access to Gateway by alternative transportation modes, whether via transit, bicycling or walking, is generally good. There are at least nine bus routes and three MAX lines serving the area, approximately nine miles of bike lanes cross through the URA including the I-205 Bike Path, and there are varying levels of sidewalk coverage (Figure 13). However, automobile use remains high with an average of 26.7 daily miles traveled per person, the highest in the city of Portland (PMCCAP, 2009). Street trees are infrequent, and often limited to a few main streets or residential roads, potentially contributing to an uninviting pedestrian environment.

Sidewalk coverage is consistent along the major arterial streets, but becomes less frequent on local streets such as 97th (Figure 13). There are also gaps in key locations such as the north side of NE Weidler. Block lengths along some of the arterials are also a potential impediment to connectivity and walkability. Along 102nd, blocks range from approximately 1,000 feet to 1,400 feet, significantly longer than the pattern in locations like downtown, where short blocks lead to more connections and corners to improve the pedestrian environment.

Unimproved streets are present in Gateway, but are primarily concentrated in the Central area between NE Glisan Ave and SE Washington Ave. For bicycle access, although there are many miles of bike lanes, they often end suddenly in inconvenient locations, such as at SE Stark/Washington and SE 108th and are limited to major arterials, creating a potential safety issue for some bicyclists.



Primary Areas of Activity in the Gateway District

Water Usage:

Estimated total water usage within the URA is approximately 240,000,000 gallons (based on 2005 data from the Portland Water Bureau). Within the URA, commercial land use types are the greatest water users, with about 64% of the total gallons used (~153,000,000 gallons); multi-family accounts for another 27% (~64,000,000 gallons) and single-family uses the remaining 8% (23,000,000 gallons). Water usage across the Gateway district also points to restaurants as heavy water users (Figure 14). Seasonal fluctuations could be an indication of heavy water usage for landscaping and irrigation (Figure 15).

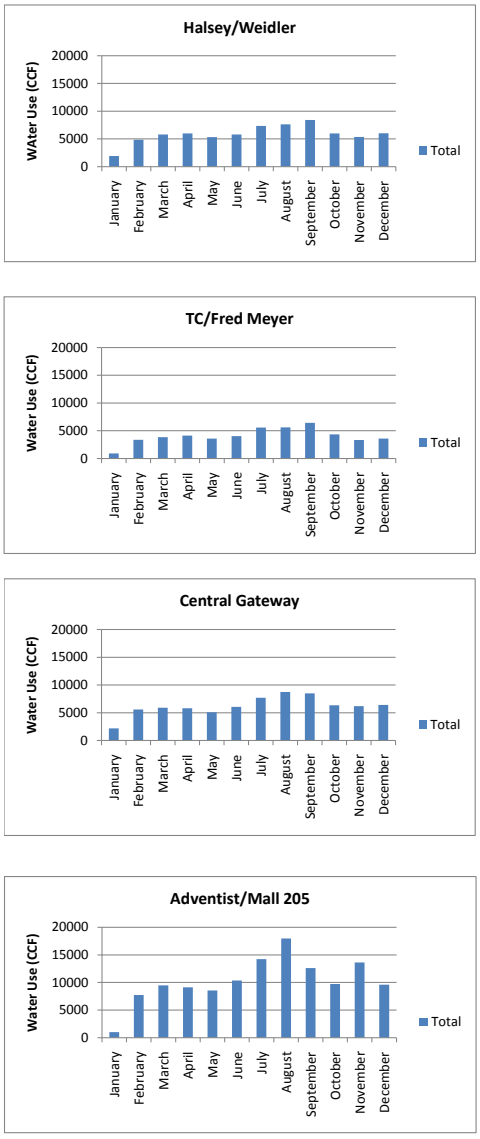


Figure 14: Water Usage by Subdistrict

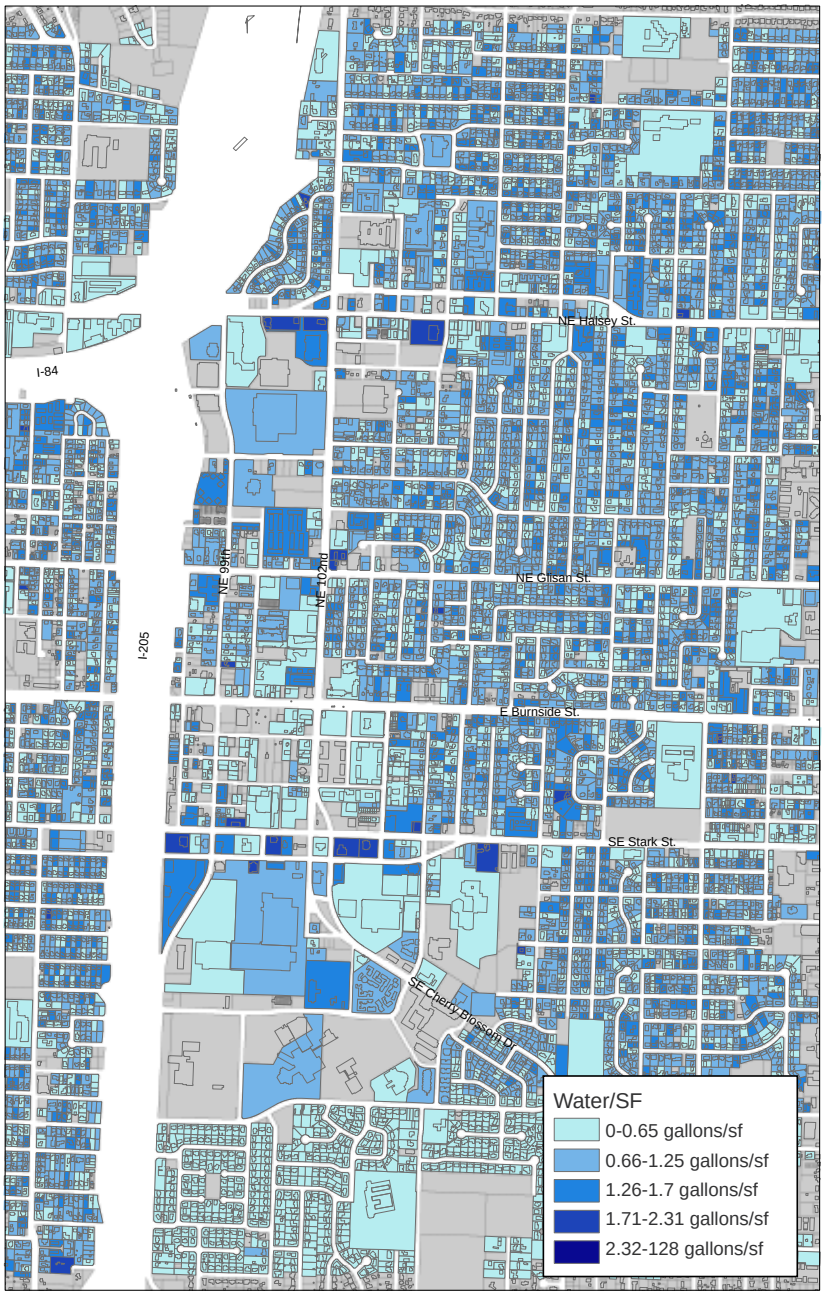


Figure 15: Water Usage

Waste Management:

There are two notable waste generators within Gateway: a large medical facility and concentrated locations of restaurants. According to the California Integrated Waste Management Board (CIWMB, 1999), business waste composition study, medical/health businesses generate approximately 1.5 tons of solid waste per employee per year. Restaurants generate more waste, on average, that other business of a similar size, with over 3 tons per employee per year; however, this waste estimated to be 74% organic and can be composted.

Air Quality:

Gateway, due to close proximity to two interstate highways, suffers from poor air quality. Estimated cumulative air toxins are concentrated in the district, as demonstrated by Figure 16. This condition is only compounded by the general lack of vegetation and high impervious surface cover, creating heat island effects on top of lower air quality. The high rates of VMT for the district also negatively impact air quality. More in-depth monitoring is required to determine where in the district pollution is being generated, and where mitigation efforts would be most beneficial.

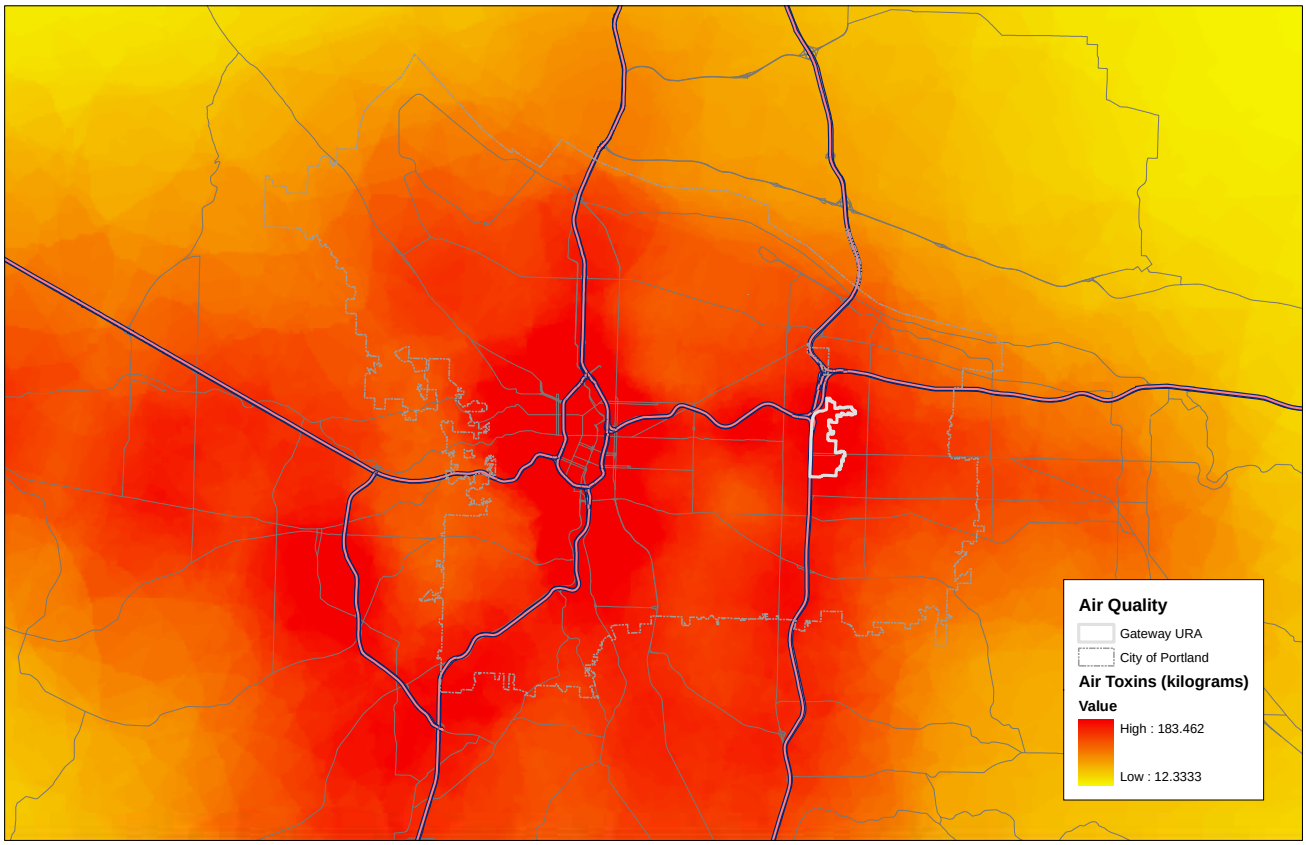


Figure 16: Air Quality Map of Portland

Energy:

In the absence of raw energy usage data, this project focused on information that would help inform potential strategies for improving energy efficiency in the district. This included building age, land use patterns, and building area. As a whole, the Gateway URA has many buildings constructed between 1900 and 1950, with over 1/3 of all buildings being built before 1970 (Figure 21). The dominant land use within the URA boundary is commercial, at more than 2/3 of the total area. If the surrounding neighborhoods are included, about 50% of the area is single family residential (Figure 18). The average size of buildings in the URA is over 8,000 square feet, the largest within commercial land uses (Figure 22). There is good potential for solar and wind energy production given the slightly elevated location of the URA in relation to the surrounding landscape (Figures 19 and 20, indicating solar and wind patterns for the district).

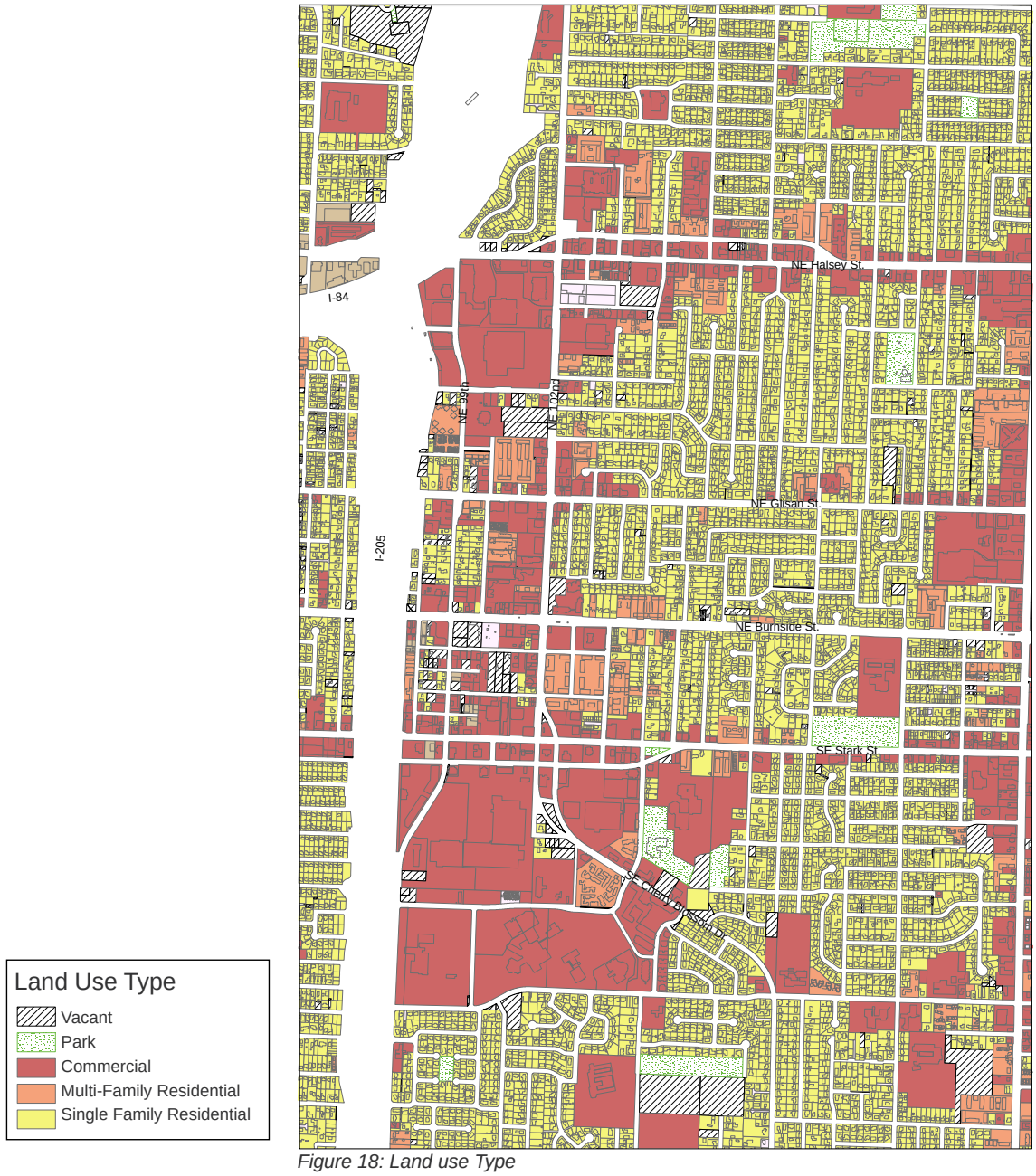


Figure 18: Land use Type

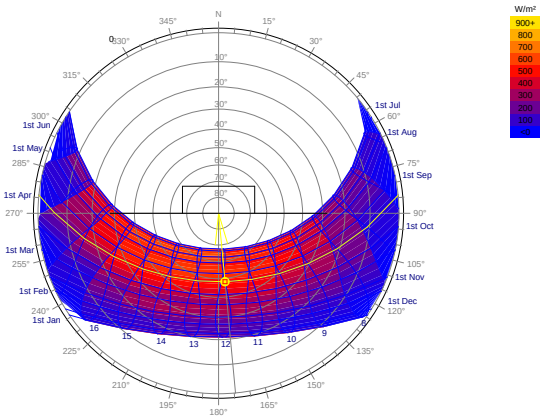


Figure 19: Solar Orientation and Hourly Solar Radiation

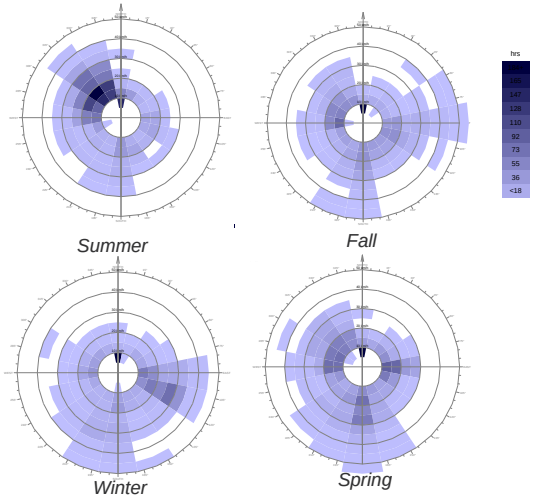


Figure 20: Wind Frequency by Season

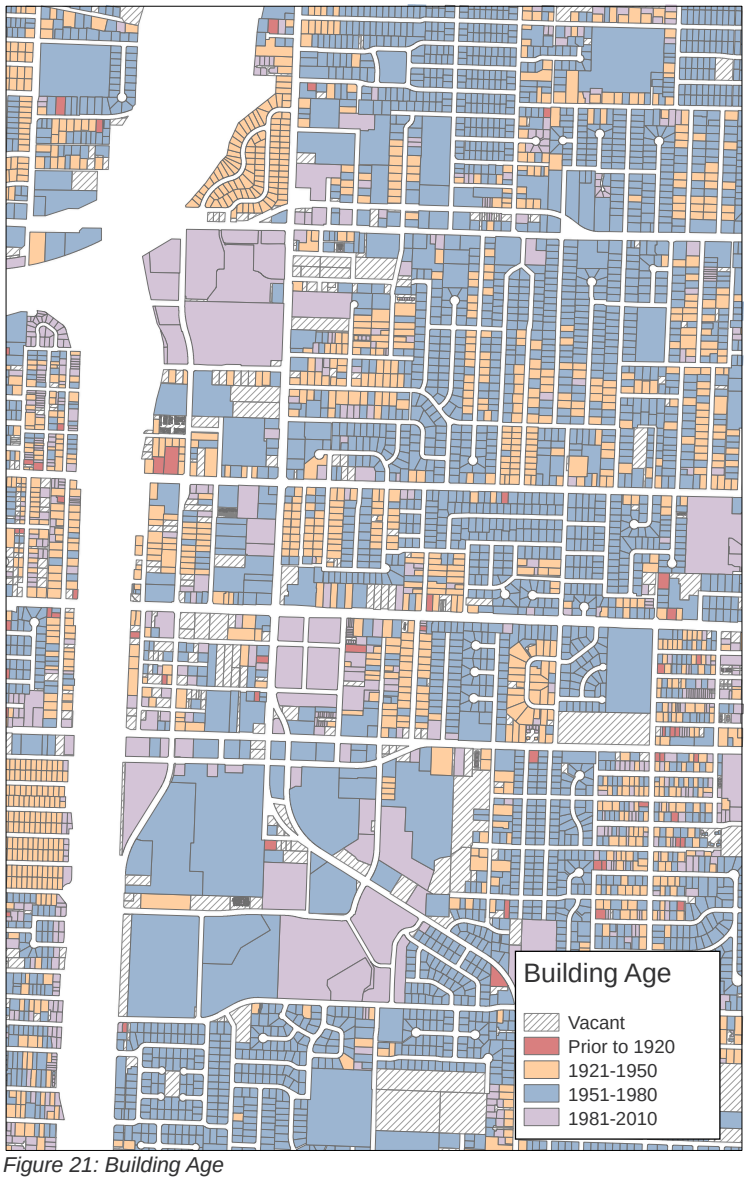


Figure 21: Building Age

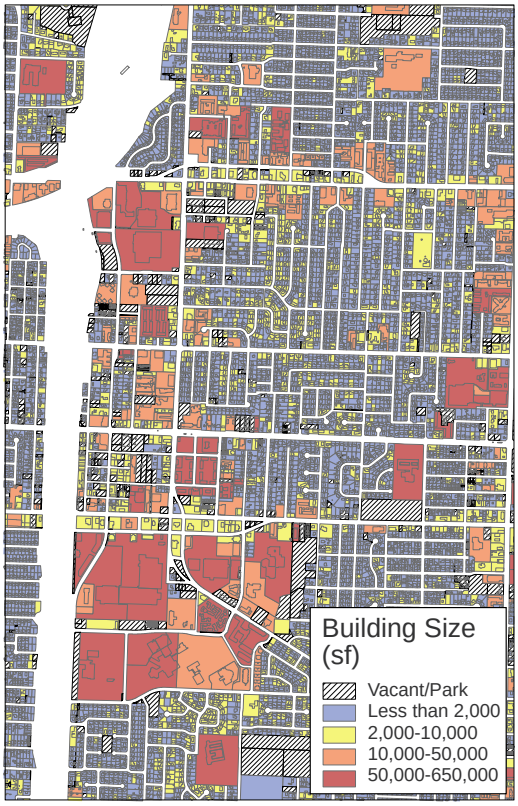


Figure 22: Building Size (sf)

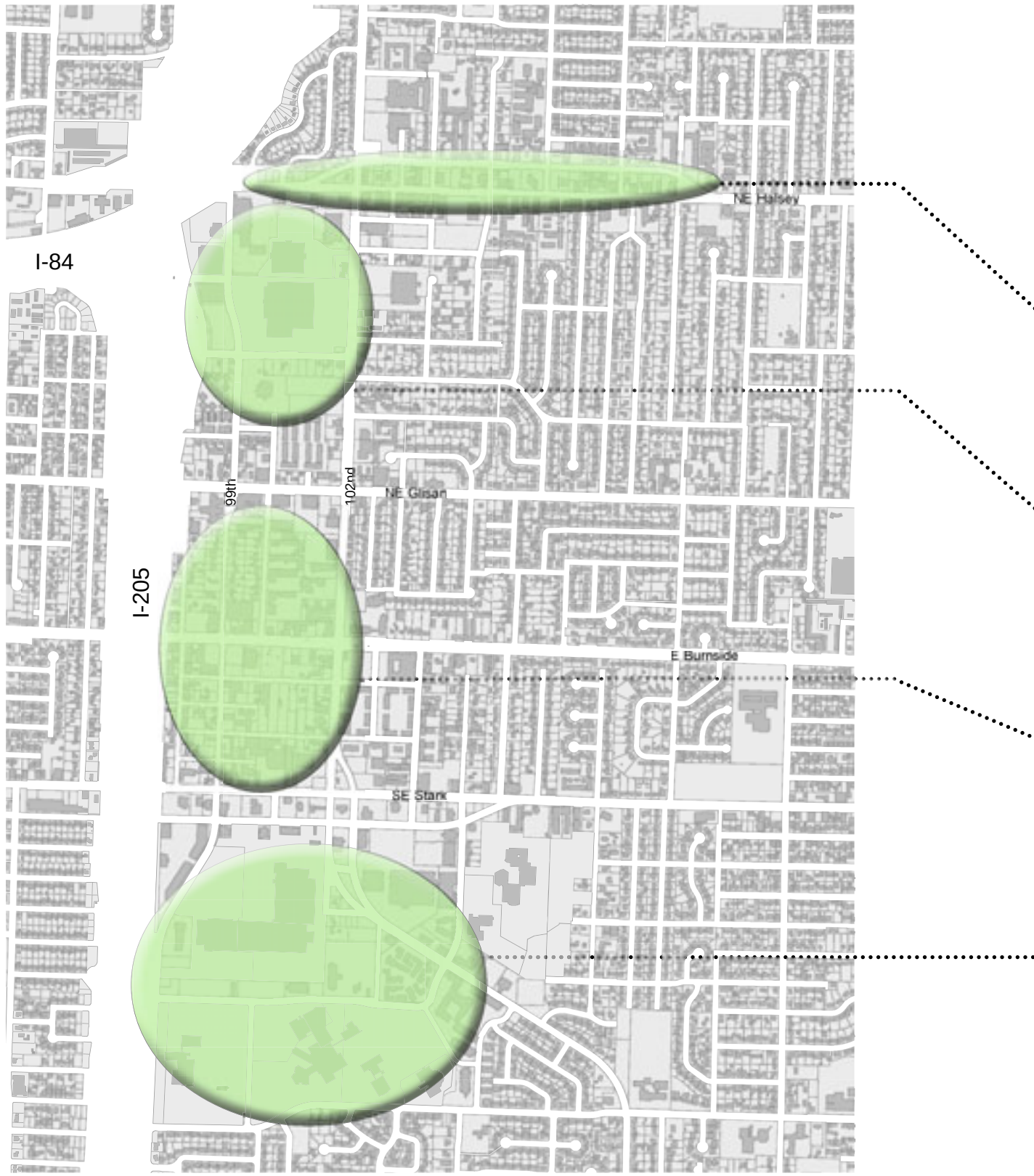


Figure 23: Building Size (sf)

GATEWAY SUBDISTRICTS

Information gathered through community conversations identified four subdistricts within Gateway to focus analysis of both environmental and community data, with the recognition that many catalyst projects might be limited in scope to a more confined geographic area. Analyzing the URA in component parts also helped to focus recommendations on areas where strategies would achieve the greatest benefit. Building on the district-wide analysis and community feedback already discussed, additional comparison and characterization was done for each subdistrict, with an emphasis on the unique opportunities to identify projects or assets that were inherent in each area.

Halsey-Weidler Couplet

- Opportunity to highlight water usage and stormwater management savings
- Lacks public space
- Average age of buildings is more than 50 years old

Transit Center / Gateway Shopping Center

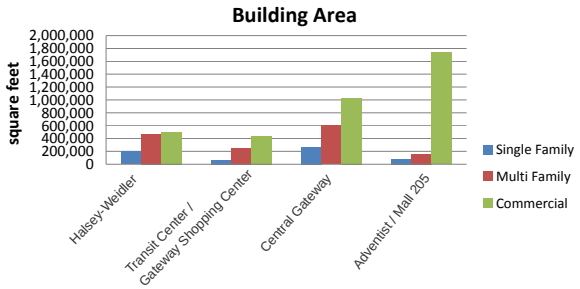
- Gateway's highest percentage of impervious surface
- Vacant land in prime location
- Opportunity for larger solar installations

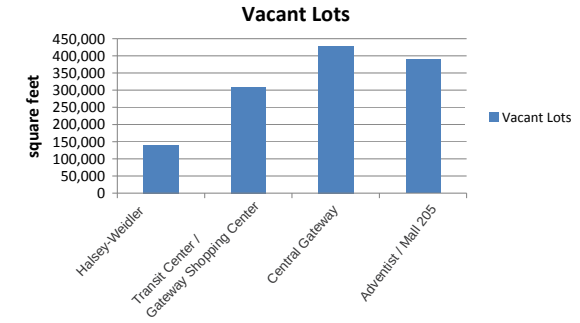
Central Gateway / Prunedale

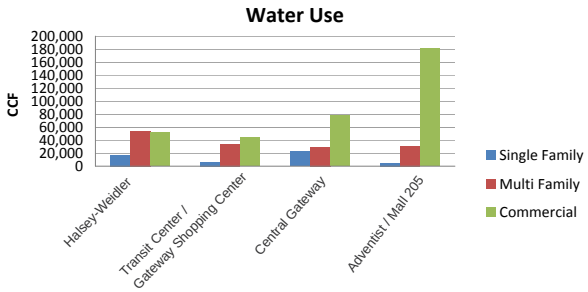
- Opportunity to aggregate vacant land parcels
- Green Streets Master Plan in place
- Most residential of the identified subdistricts

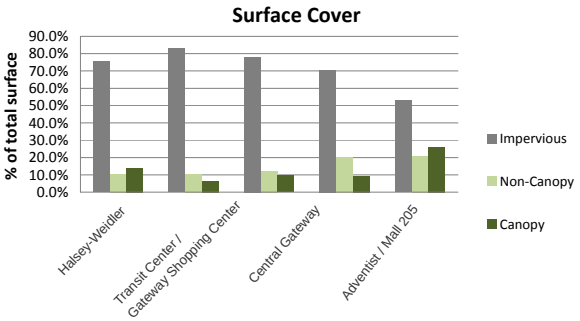
Mall 205 / Adventist Medical Center

- Based on estimates, this subdistrict is the largest waste producer
- Most vegetated, non-canopy open space
- Economic driver with large employers









SUBDISTRICT 1: HALSEY-WEIDLER COUPLET

The Halsey-Weidler Couplet subdistrict extends from around NE 102nd to NE 112th, and represents 117 acres of the URA. The primary economic driver of this area is small local businesses, with estimated annual sales of approximately $79 million. These are predominantly businesses averaging 7 employees per business, according to ReferenceUSA.

Environmental characteristics:

- Impervious surface is the dominant surface cover with this subdistrct (>70%). Of the four subdistricts, it has the highest percentage of canopied vegetation, and is second only to the Adventist/Mall-205 area in non-canopied vegetation. Most of this canopy cover is due to the adjacent residential areas, rather than along the commercial corridor.
- Parks are essentially non-existent in the Halsey-Weidler area. Compared to the rest of Portland, which has around 18% of the total area within parks, this location is generally lacking in public space.
- The existing buildings in the area are on average much older than other parts of Gateway—the average age of existing structures is over 50 years old. In this sub area, the dominant building use types are commercial and multi-family, with a small amount of single family along the outer edges of the couplet.
- Water usage in the area is estimated at 53,000,000 gallons per year; of that, about 14% occurs in single-family, 33% in multi-family, and 33% in commercial uses. Combined with impervious surface, there appears to be a real opportunity to highlight water usage and stormwater management savings.
- Opportunity for solar energy may be more limited than other parts of the Gateway URA as existing buildings are much smaller in size, creating the need to involve more businesses or landowners to achieve the bulk purchasing power that other single locations have in the URA.
- There is also a deficit of vacant land; only about 140,000 square feet of land is currently available for new development, barring demolition of existing businesses or structures, severely limiting the prospects for achieving environmental improvement through new development.

Figure 24: Aerial photo highlighting Halsey-Weidler Subdistrict.

Challenges to walkability in the Halsey-Weidler couplet include long blocks from 104th to 111th avenues and narrow sidewalks.

New street trees provide much-needed canopied vegetation.

SUBDISTRICT 2: TRANSIT CENTER-GATEWAY SHOPPING CENTER

The Transit Center-Gateway Shopping Center subdistrict is located between NE 102nd and I-205, and between NE Glisan and I-84, covering 118 acres of the URA. This area consists of big box development such as the Fred Meyer and Kohls. Large parking lots are consistent throughout the sub district, as well as several larger vacant lots. The sub-area also contains the Transit Center, a hub of three MAX lines and eight bus lines.

Environmental characteristics

- Of all the sub districts we have identified, this particular area has the highest percentage of impervious surface, at more than 80%. This is significantly more than the 53% average across the city as a whole. In addition, the area has only 6% canopied vegetation, compared with a city average of 26%.
- The high percentage of impervious surface indicates issues with stormwater management. There is a good opportunity, however, to combine water capture systems within large existing structures and street improvements to help manage stormwater runoff. In addition, if stormwater management strategies are combined with an effort to increase street-side vegetation, especially trees, a tangible benefit in the urban environment will be possible. Increasing the walkability of the area will help connect the transit station with the rest of Gateway.
- For energy usage, existing building age and commercial land use are primary indicators of opportunity and constraint for achieving energy efficiency goals. The age of buildings is lowest in this subdistrict, with an average of 32 years old. Commercial uses dominate, with some multi-family and almost no single family (the lowest in this use type among the subdistricts).
- There are several existing locations where larger solar installations could be placed, such as the Fred Meyer. In addition, new development on vacant land (which is almost twice the square footage as the Halsey-Weidler Couplet) could achieve higher standards of efficiency, adding significantly to the overall performance of the district as a whole.
- As with the Halsey-Weidler Couplet, parks and open space are absent. The lack of parks impedes stormwater management by reducing sites for infiltration, and acts as a deterrent to a complete, walkable community. If people have nowhere to walk to, they are more likely to drive, as indicated by community input. A lack of parks and vegetation, combined with impervious surface, also contributes to urban heat island effects, lower air quality, and decreased overall neighborhood health.

Figure 25: Aerial photo highlighting Transit Center / Gateway Shopping Center Subdistrict.

Looking west across the Transit Center affords a view of the West Hills in the distance.

SUBDISTRICT 3: CENTRAL GATEWAY

Central Gateway consists primarily of two super-blocks between NE Glisan and SE Stark, and between 102nd and I-205, representing 194 acres of the URA. A portion of this area is locally referred to as "Prunedale." It is characterized by several junkyards, brownfields, and a small group of single family residences. Central Gateway is also the location identified for comprehensive green street improvements in the Gateway Green Streets Master Plan (2008).

Environmental characteristics

- Central Gateway has approximately 10% canopy and 10% non-canopy vegetation surface cover. As with all of the sub areas within the URA, impervious surface coverage is much higher than the average city-wide, almost 80%. Due to the surface cover conditions, stormwater run-off is an important issue to address here.
- There is no park space in Central Gateway, with the possible exception of the Stark Street Island park that lies between Central Gateway and the Adventist Medical Center. Much like the other two sub districts already mentioned, parks and community open space are needed for the area.
- At this stage in development, potential for solar or other district-scale energy systems is unlikely to be feasible. The age of buildings is somewhat younger than those found along Halsey-Weidler, although they are still averaging around 40 years old. The sub-district also has the most residential land use, both single- and multi-family, suggests an initial approach of energy efficiency rather than renewable energy systems.
- There is more vacant land in Central Gateway than in any of the other sub districts. The opportunity for new development that focuses on environmental performance standards is likely the highest here. With over 400,000 square feet of vacant land over 37 parcels, there are numerous opportunities to develop green buildings if enough land can be aggregated (the average size of vacant tax lots is 12,000 square feet). The challenge will be to coordinate those developments on a district scale to maximize the benefits of an EcoDistrict.
- This area has the most unimproved streets, which is currently an impediment to connectivity within the subdistrict but leaves potential for future green street development, improved connectivity, and a more walkable pedestrian environment.
- The presence of numerous junkyards and vacant lots creates an unfriendly pedestrian environment. There are also few destinations within the subdistrict to draw pedestrians from other parts of the URA or surrounding neighborhoods. Adding parks and open space could improve that condition, as would increased amenities within the heart of the Central Gateway subdistrict.

Fencing obscures only part of a junkyard.

Figure 26: Aerial photo highlighting Central Gateway Subdistrict.

Higher-density development in the background, on 102nd Avenue.

Broken glass on the sidewalk shows how the public realm is impacted.

SUBDISTRICT 4: ADVENTIST MEDICAL CENTER-ADVENTIST ACADEMY / MALL 205

Subdistrict 4 is generally defined as the portion of the Gateway URA south of the Stark/Washington couplet, and represents 229 acres of the URA. It is dominated primarily by three major facilities: the Mall 205 shopping center, Adventist Academy, and the Adventist Medical Center. The three entities are also the economic drivers for the subdistrict, as well as the major land uses. The East Portland Community Center and Floyd Light Middle School are the major public land uses.

Environmental characteristics

- Impervious surface in this subdistrict is lower than the other three subdistricts, but is still at 70% of the total land cover, almost 20% more than the 53% city average. Compared with the other three subdistricts, there is more non-canopied vegetation such as grassy fields and shrubs, with 20% of the total surface cover. This is comparable to the city-wide average of 21%.
- While the walkability may be slightly better around the Adventist Medical Center, and particularly around the East Portland Community Center, due to increased landscaping and park space, the majority of the area has few street trees, poor bike infrastructure, and a general dearth of destinations other than the major institutions.
- The East Portland Community Center is a notable asset to the sub district, as well as the Gateway area as a whole: it is the first LEED Platinum aquatic center in the world. Community feedback rarely acknowledged this fact, so it may be an under-appreciated community asset that could be included in the core of an EcoDistrict by improving community vitality, increasing education, and setting a standard of performance.
- Based on estimated solid waste generation per employee, this part of Gateway is potentially the largest producer of waste in the area, with Adventist Medical Center as the largest single employer in the URA. With 500 physician and over 2,000 employees, this would make the Adventist Medical Center a significant generator of solid waste.
- Buildings in this subdistrict are on average only 30-35 years old. There are also several large structures that could be good locations for solar installations. The focus on energy here might be different than that of either the Halsey-Weidler Couplet or Central Gateway. Like the Transit Center-Gateway Shopping Center subdistrict, Adventist/Mall 205 has potential for more innovative district energy systems, especially if all of the major institutions came on board.

Home Depot and Target are Mall 205's anchors.

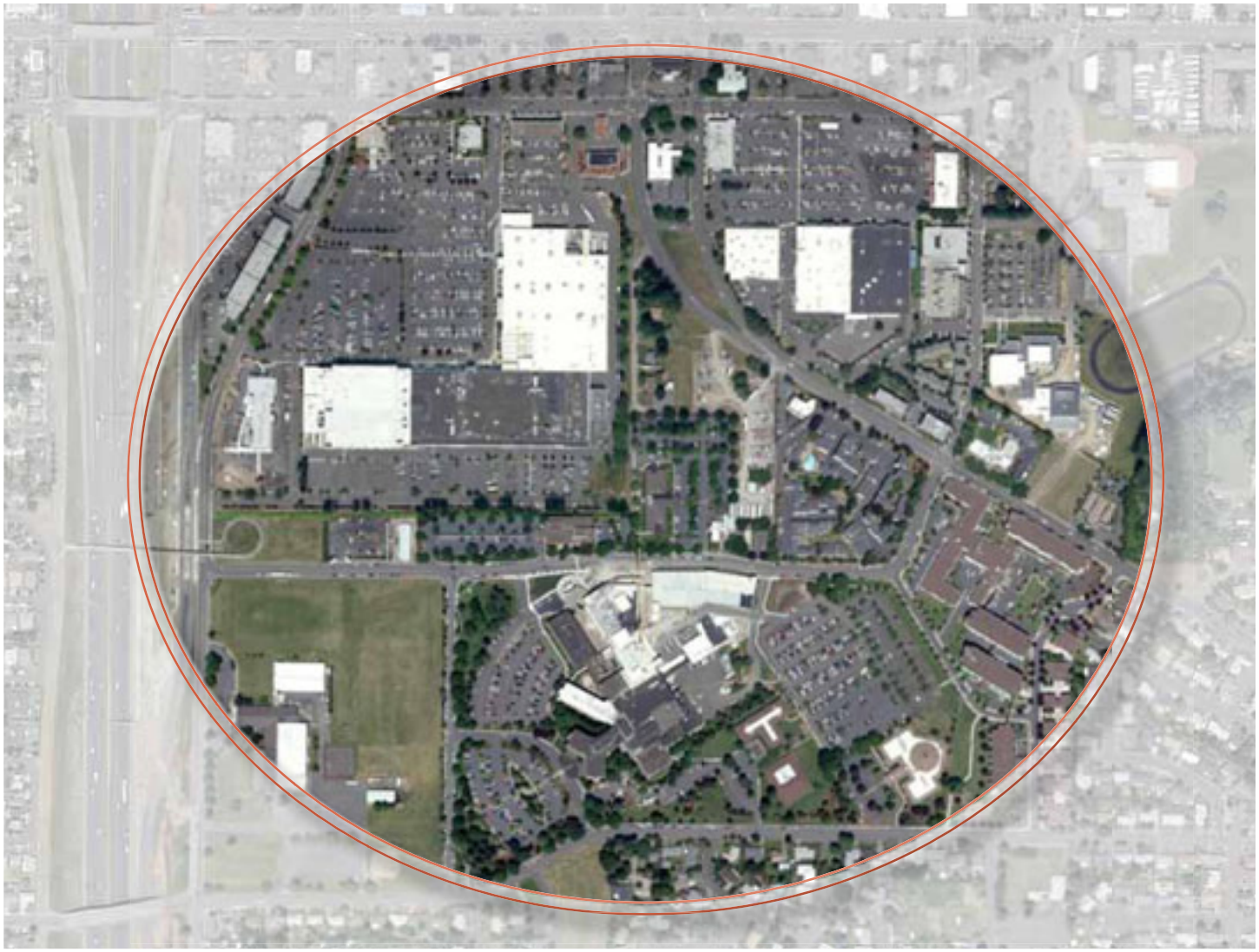


Figure 27: Aerial photo highlighting Adventist / Mall 205 Subdistrict.

Adventist Medical Center is Gateway's largest employer.

Figure 28: Connections between pilot projects.

6.0 PILOT PROJECT RECOMMENDATIONS

Recommendations for three catalyst pilot projects emerged from both the priorities expressed by Gateway community members and the environmental site conditions analyzed for the area (Figure 28). Sites for the projects were selected based on community need, the significant positive environmental impact they would have in those locations, and the proximity to organizations that might champion the project efforts.

The community priorities identified through the engagement process were connectivity, identity, and security and appearance. Residents are concerned about basic aspects of livability in their neighborhood. Many would be interested in programs to improve energy and water efficiency, but they would like to see demonstrated cost savings for these programs. They would be particularly interested in sustainability efforts that would improve the economic development potential of the district and create jobs.

An analysis of existing site conditions showed that stormwater runoff, habitat and open space, and mobility and access were all primary environmental areas that need to be addressed in Gateway. Each of these environmental conditions are interrelated and integral to achieving other areas of environmental performance. For example, improvements in walkability could also increase the amount of vegetated space through bioswales and streets trees, simultaneously reducing stormwater runoff and increasing the landscape of urban habitat. Stormwater could also be reduced through water collection methods for reuse that would reduce annual water usage.

Three pilot projects are recommended to act as catalysts in Gateway. They all take steps toward improving environmental performance, establishing collective community action with sustainability as the goal, and setting a new precedent for how Gateway will evolve into a Regional Center. These projects could be implemented individually, or together to enhance connectivity and destinations through the district:

Halsey-Weidler Walkable Stormwater Mitigation Corridor

- Addresses stormwater runoff in an area with high ratio of impervious surface and a sloping topography.
- Highlights stormwater treatment through art and signage to offer education and help establish a sense of place in the district.
- Improves walkability in the local business district to create a pedestrian oriented corridor in what is now an auto-dominated district.

Gateway Sustainable Education Center

- Offers Gateway a much needed destination point and sustainable learning laboratory for green technology programs.
- Create a catalyst for a district energy system, water collection and testing, and wastewater treatment.

Adventist Medical Center Recycling/Reuse Facility

- Establishes a materials management system for one of the largest waste generators in the district and creates jobs.
- Creates opportunities to partner with Gateway's other numerous health care providers.

Standard curbside flow-through planters (above), creative building features that provide water filtration (above right) and public stormwater art installations (right) can all be used in combination to communicate the Walkable Stormwater Mitigation Corridor's theme.

HALSEY-WEIDLER WALKABLE STORMWATER MITIGATION CORRIDOR

The Halsey-Weidler walkable stormwater corridor concept comes out of the unique opportunity to support existing community assets through environmental improvements. The idea started with community input suggesting that there was a strong desire to enhance and preserve the local small businesses that characterize the couplet. At the same time, several options for sustainable environmental improvements were suggested by the physical data analysis. Along the couplet more than 70% of the surface cover is impervious; further comments from residents and business owners indicated a problem with flooding around NE 102nd and NE Glisan Ave. Vegetation and habitat analysis indicates that only approximately 14% of the surface area has tree cover and the majority lies within the residential neighborhoods adjacent to (but not along) NE Halsey and NE Weidler. Finally, although transit access is good, once residents arrive in Gateway there is little incentive to walk due to the lack of pedestrian-scale improvements and connectivity between the various centers within the URA remains limited.

The overarching theme across the entirety of this northern part of Gateway should be connectivity: connecting the Education Center (recommended below), to the park, and from there to the Halsey-Weidler couplet as a walkable, vibrant commercial street. In addition, integrating water management features throughout these areas could create a water-themed sustainability district, helping educate community members as well as visitors and enhance the branding potential for the district. Our first concept is directed at addressing these community and environmental issues through the following: on-site stormwater management, walkability, connectivity, and demonstration-based education. The following recommendations are intended to work in tandem, building a cohesive and targeted strategy.

Stormwater mitigation: Based on community feedback, topography, and surface cover, this area could be an ideal location for a highly visible green street. We recognize the challenges inherent in working within the right-of-way on a major city arterial street, but there are still opportunities to implement stormwater management features and enhance the pedestrian experience.

Figure 29: Halsey-Weidler Walkable Stormwater Corridor

According to Douglas Farr's Sustainable Urbanism, the travel lane widths for a 2 lane street should be 10'-11' (11'-12' for major boulevards) and on street parking lanes should be 7'-8'. And according to the AASHTO (American Association of State Highway and Transportation Officials) Bike Book the recommended width for bike lanes when adjacent to parking is 5'. Halsey and Weidler are both approximately 60' wide, including sidewalks, two traffic lanes, parking and a bike lane. Given this layout, the 56' sample green street from the GGSMP could be an example of what the stormwater corridor would look like (see figure 30). Curb extension bioswales would allow for increased stormwater management and would still maintain on-street parking and the current lane widths for auto and bike traffic. Halsey is currently a major arterial through the Gateway area, connecting inner Portland with Gresham and outer east Portland so the transportation impact of calming through-traffic should be considered.

Connectivity and walkability: The street improvements recommended for the Halsey-Weidler couplet should be extended to NE 102nd and the Transit Center/Gateway Shopping Center area to enhance the feeling of connectivity within and between areas in Gateway. Although the URA has good transit access, there is little currently in place that helps direct pedestrians to destinations. Developing a strong visual cue linking the Transit Center platform to the Halsey-Weidler couplet would help improve connectivity between the different parts of Gateway. To achieve this goal, re-establishing the connector corridor between the Transit Center and NE 102nd is necessary as a mixed-mode facility, encouraging pedestrians and cyclists to begin to explore Gateway. Moderate improvements would be required, but would be a tremendous asset to connectivity and active mobility.

The 4-acre site for PDC's neighborhood park and redevelopment project.

Urban design and active living: Construction of bioswales and other stormwater mitigation improvements should also focus on creating a more attractive pedestrian environment. Currently, the streetscape is difficult for pedestrians, with only two marked street crossings on either Halsey or Weidler, loud and fast traffic, and few street trees. If these conditions are improved, it would allow for better active living opportunities, improve the business potential, and create a "Main Street" feel that was historically the role the couplet played. To accomplish this, focus should be placed on creating connections across streets, not just to them, by improving pedestrian street crossing opportunities. Installation of bioswales at the corners of each block would help to maintain most of the current on-street parking, yet would help calm traffic and decrease the crossing distance for pedestrians in the right-of-way. The added benefit to air quality and habitat that the trees will offer will further enhance the environmental character of the area.

Education: In addition to addressing these concerns, the Halsey-Weidler concept could help enhance education on environmental and sustainable improvements throughout the Gateway district and serve as a demonstration of how these kinds of improvements can help strengthen existing community assets. Integration of public art will help raise awareness of the districts environmental performance, and has the added benefit of improving the pedestrian streetscape. In particular, we recommend incorporating a distinctive water feature at the entrance to Gateway, where the Halsey-Weidler couplet meets I-84, I-205, and three MAX lines. This location at the NW corner of the Gateway URA is highly visible, so creating a stormwater retention basin that incorporates an artistic element could help drive the districts identity as a "green URA" or branding as an EcoDistrict.

New park: The planned park development that is currently in development on NE Halsey offers a host of creative opportunities to highlight an EcoDistrict.

1) It is a destination. Throughout conversations with community stakeholders, the area's lack of community space has been highlighted over and over again. Having a park between two areas within Gateway with strong potential for EcoDistrict implementation and identity-building is a tremendous opportunity.
2) The park can serve as a destination from two main directions within Gateway, from the Halsey-Weidler couplet business district and the Transit Center/Fred Meyer complex. This suggests the possibility of creating central connector or civic space that helps integrate these two areas. With plans for the Education Center adjacent to Fred Meyer and the TC, increased activity in the area might be expected and if efforts are focused on creating a walkable, sustainable business district along Halsey-Weidler, this park could be a great anchor to both efforts.
3) Issues with stormwater throughout the Gateway area could be highlighted in a water feature integrated into the park design. This would ideally be focused on educating people on stormwater management best practices, increase linkages to natural vegetation and habitat, and provide much needed open space.
4) By providing a destination civic space for the community, walking should be encouraged. Whether this is after a stroll down the improved streetscape along the couplet, or as a stop-over after getting off at the Transit Center, this park could be integral to an active transportation theme.

Standing water in the future park site

Financing: None of the proposed improvements and projects listed here would be without cost. Financing will require innovative combinations of public and private dollars, but the net benefits we believe would outweigh the costs. The concept also offers a potential vision of targeted investment in a community asset, building on existing opportunity and creating measurable improvements to the districts environmental performance. The following are only a set of ideas to stimulate creative thinking on how to finance projects.

1) TIF: Existing funding opportunities may exist through PDC and the URA tax increment financing. TIF may be particularly useful if the project is part of a new development or improvement area.

2) MTIP: Through Metro, the Gateway EcoDistrict could help leverage City interest in prioritizing street improvement and stormwater management through the Metropolitan Transportation Improvement Program. Having a coordinated organizing body could put added pressure on the city and Metro to designate project funding for this area.

3) 1% for Green: The City of Portland has established this fund to help pay for innovative green street projects. Although the Halsey-Weidler couplet may compete for funding with the Central Gateway (Gateway Green Streets Master Plan) area, the opportunity to meet multiple objects (and highlight the opportunities of an EcoDistrict) make this a good fit. Successful project criteria described by the city are ideally suited for an EcoDistrict: projects with multiple environmental and community benefits, multiple partners and matching dollars, and innovative, highly visible projects with educational value (Bureau of Environmental Services).

4) LID: Local Improvement District financing would be a private owner-based approach to funding street improvements. In the current economic climate, this may be an unfavorable option; however, consideration should be given to creating a strong public/private partnership through an LID. If a coordinated approach is taken early, overall costs of project design and implementation could be lower.

5) WID: Based on the concept of a LID, a Water Improvement District could be a creative new form of financing the desired improvements. The idea would be to leverage future water management savings to help finance current improvement projects, much the same as an LID leverages future income through a property tax to pay for current projects. A WID is challenging, as it would require the city to cooperate and potentially enact a more flexible policy environment to allow for this kind of investment. If the idea works, it would be an ideal way to demonstrate the exact kind of potential the EcoDistrict Initiative is seeking to

facilitate. The cost to businesses would be expected to remain the same since the savings from on-site stormwater management are paying for the improvements, but the benefits would extend beyond the water management. It would also demonstrate the benefits of cooperative public-private investment, and serve as the basis for future governance and engagement by creating a management entity to handle financing the WID. If successful, this management group could grow to serve more than just the Halsey-Weidler couplet businesses.

Next steps

1) The first step towards implementation of this concept is to organize the businesses and property owners along the couplet to identify funding opportunities. Directed outreach will need to occur, along with a strong commitment by the city to make Gateway a priority for funding. GABA represents an excellent partner to coordinate outreach to businesses.

2) More in-depth stormwater and site condition analysis needs to be conducted to assess the feasibility and engineering aspects of stormwater management. The preliminary data analysis presented in this report indicates initial feasibility, and was supported by community feedback obtained during the concept development workshop.

3) Consultation with the Portland Bureau of Transportation on modifications to the right-of-way will have to coincide with any project planning.

4) The park being developed on NE Halsey should be coordinated to support the Couplet as a destination within Gateway by creating activated public space. Visible and educational stormwater management features could be included to initiate the stormwater corridor, and potentially catalyze involvement of surrounding businesses.

NE Halsey Street bike lane

GATEWAY SUSTAINABLE EDUCATION CENTER

Our second proposed pilot project expands on a project already being explored for potential development in Gateway: a collaborative Education Center facility. The proposed site for the project is between Northeast 97th and 99th avenues on Northeast Pacific Street, directly adjacent to the transit center. The project is envisioned to be a collaboration between Mt. Hood Community College, David Douglas School District, Parkrose Schools, and potentially also Portland State University. With its proximity to the transit center and central location, the site of the Education Center is perfectly suited to becoming the new anchor and hub for the Gateway district. It is also the ideal location for sustainable education programs, and perhaps even a district-wide metering system for environmental performance systems like energy and water.

The Gateway Education Center is ideally situated to become demonstration green building project and learning laboratory for sustainable systems and green technologies. Gateway has long been searching for an identity; a Sustainable Education Center could function as a much needed catalyst and branding opportunity for Gateway, putting Gateway on the map as a sustainability hub in the city and invitation to other sustainable industries. Another critical opportunity for the Education Center is the

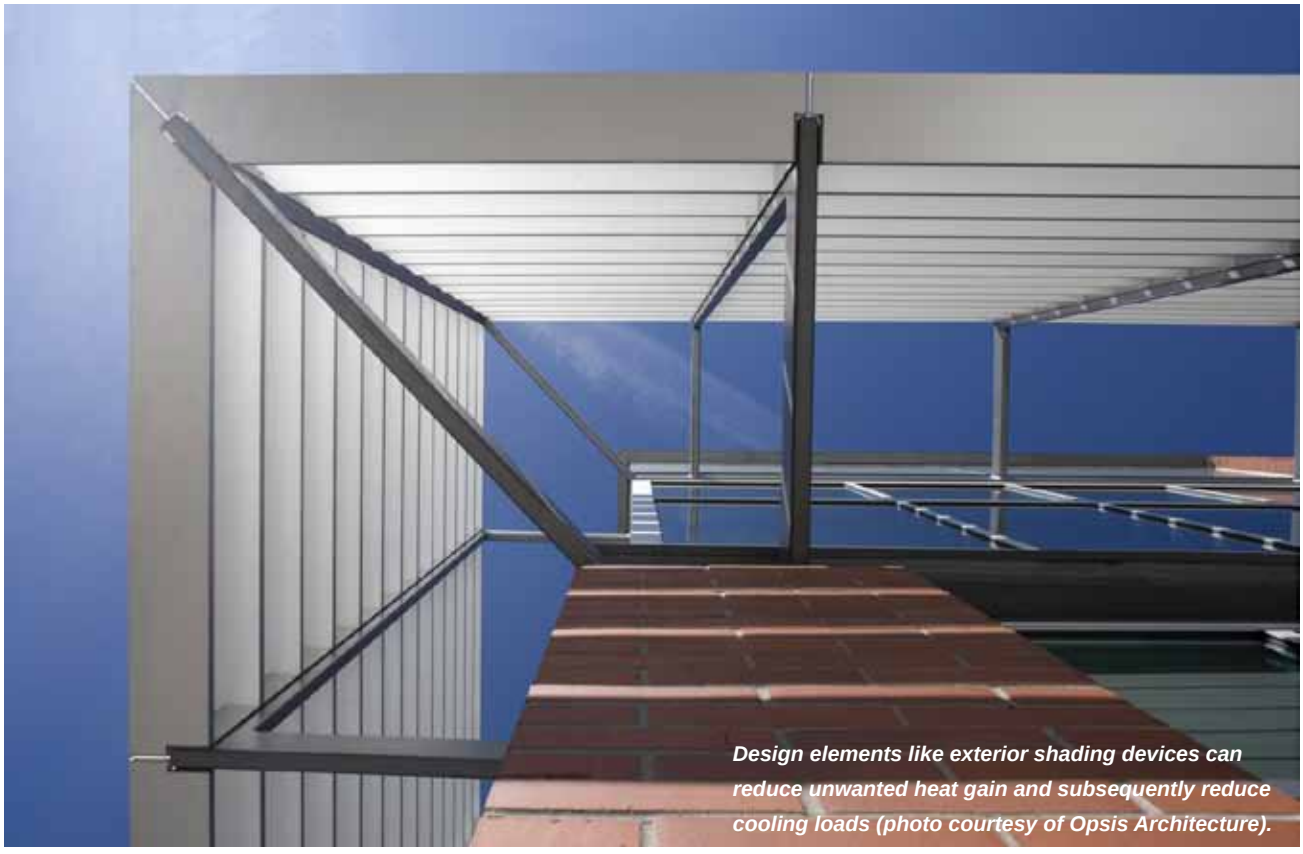
Figure 30: Gateway Sustainable Education Center

potential to integrate sustainable systems into learning curriculum. Examples of natural resource and conservation programs can already be found in Gateway, and in Portland region. The Education Center could give these programs a new focal point.

A high performance building and site: Gateway is currently a district dominated by parking lots. This new development has the opportunity to set a new precedent by providing no new parking for the buildings, or locating parking behind the buildings to offer a more pedestrian friendly and engaging streetscape. Because the building will also want to establish connections with the transit center to the west, the Halsey-Weidler couplet to the north, the Hazelwood Neighborhood to the east, and Central Gateway to the south, care should be taken in creating visual and accessibility linkages for multiple facades of the building. To begin to address Gateway's abundance of impervious surfaces, it is also recommended that the project incorporate low-water, native landscaping and provide open, green spaces. This landscaping also offers the opportunity to connect visually to the Concept 1 stormwater vegetation treatments along the Halsey-Weidler couplet.

As an icon for the district, the Education Center offers the opportunity to set a new district precedent for high performance design. The buildings should take advantage of the local climate through careful siting and orientation, maximize efficiency through its envelope and systems, utilize natural lighting over artificial, and perhaps even invest in on-site energy production.

Water: Stormwater management has been identified as a key environmental issue for the district. Minimizing the impervious surfaces used in the Education Center development will take one step forward in addressing this



Design elements like exterior shading devices can reduce unwanted heat gain and subsequently reduce cooling loads (photo courtesy of Opsis Architecture).


Students test water at Pringle Creek Community

problem. Rainwater collection and use for wastewater conveyance, paired with low-flow fixtures, could significantly reduce the building's annual water usage.

As an educational facility, the Education Center would also be an ideal project for water collection. There may be opportunities to incorporate water treatment and testing into the facility's curriculum. Under current Oregon State Regulations, water needs to come from a municipal source or be tested daily to be used for potable purposes. If the Gateway Education Center was able to overcome this regulatory barrier by incorporating daily water testing into its curriculum, it could set a new precedent for water conservation in Portland and in the State.

Energy production: The Gateway Education Center will have the opportunity to incorporate a number of different energy production strategies. Systems like a ground source heat pump or other similar district energy systems could significantly reduce the facility's energy consumption. These systems are a substantial cost investment, however, and may make more financial sense if the Education Center were to partner with adjacent properties. Partnering with adjacent property owners on a central energy utility system would have the added environmental benefit of reducing energy consumption for those properties as well.

Photovoltaics may be another energy production method for the project to consider. While the initial cost investment on these systems is high, they can easily be incorporated into a new building's roof structure and pay off over time through reduced energy bills. A high performance building augmented with photovoltaic panels can reach net-zero energy usage. Additional models of energy production that the project may want to investigate include wind turbines, a ground source heat pump system, or even smart grid technology.

Living Machine waste treatment system: An educational facility is the ideal location to highlight innovative and progressive technologies that can also double as teaching tools. A Living Machine, like the one recently installed at the new Port of Portland facility, would treat the Education Center's wastewater with a combination of microorganisms, plants, oxygen and sunlight, to treat and neutralize sewage and produce water to be reused in toilets or for irrigation. The Living Machine installed at the IslandWood school in Bainbridge Island, Washington serves as an interactive aquatic science classroom and treats all graywater and blackwater generated on site. The system also results in a 70 - 80 percent annual potable water savings for the school.


Port of Portland Living Machine

Creating a sustainability curriculum - Perhaps the greatest opportunity of the Education Center project is the ability to synthesis a new curriculum for the Gateway area. Drawing upon local examples, even examples currently at work within the district, we recommend that the Education Center a sustainability and green technologies curriculum to further environmental education and help place Gateway on the sustainability map. There are a number of precedents to draw from within Oregon, including:

- Hood River Middle School's Site Based Curriculum: incorporating gardening, a farmer's market, and energy monitoring into K-12 education.
- David Douglas School District: offering multiple community/institutional gardens and resource conservation programs.
- PSU Sustainability Certificate Program
- University of Oregon Green Chemistry Program

Students conduct creek restoration projects at Pringle Creek Community

Students perform energy monitoring at Hood River Middle School

The Education Center also has the potential to cultivate community-based education. Precedents that the project may want to investigate include:

- Pringle Creek Community Center in Salem, Oregon: has been used for a number of K-12 stream restoration projects, DLCD and City of Salem trainings, and field trips for architecture and planning classes from the University of Oregon, Portland State University, and Lane Community College.
- City of Chicago Green Technology Center: offering continuing education courses focused on green issues, a Green Tech U certificate program, a green building resource center with a materials database and access to resources typically requiring memberships, and green building tours.

Next steps

A team of local designers and developers have already initiated conversations with Mt. Hood Community College, David Douglas School District, Parkrose, and Portland State University to begin assessing what the programmatic needs of these institutions are, and how a collaborative education center might begin to meet those needs. These discussions have not focused on sustainability and green technology programs, but there is great potential for these issues to come to the forefront as preliminary scoping for the project continues.

Key next steps would include interviewing academic directors at Mt. Hood Community College, David Douglas School District, Parkrose, and Portland State University to determine how sustainable building features and green technology programs could integrate into and augment their curriculum. Programmatic needs that have already been identified include pro-tech training, workforce training, daycare services, hospitality training, and administrative offices.

Figure 31: Gateway Education Center Concept Plan

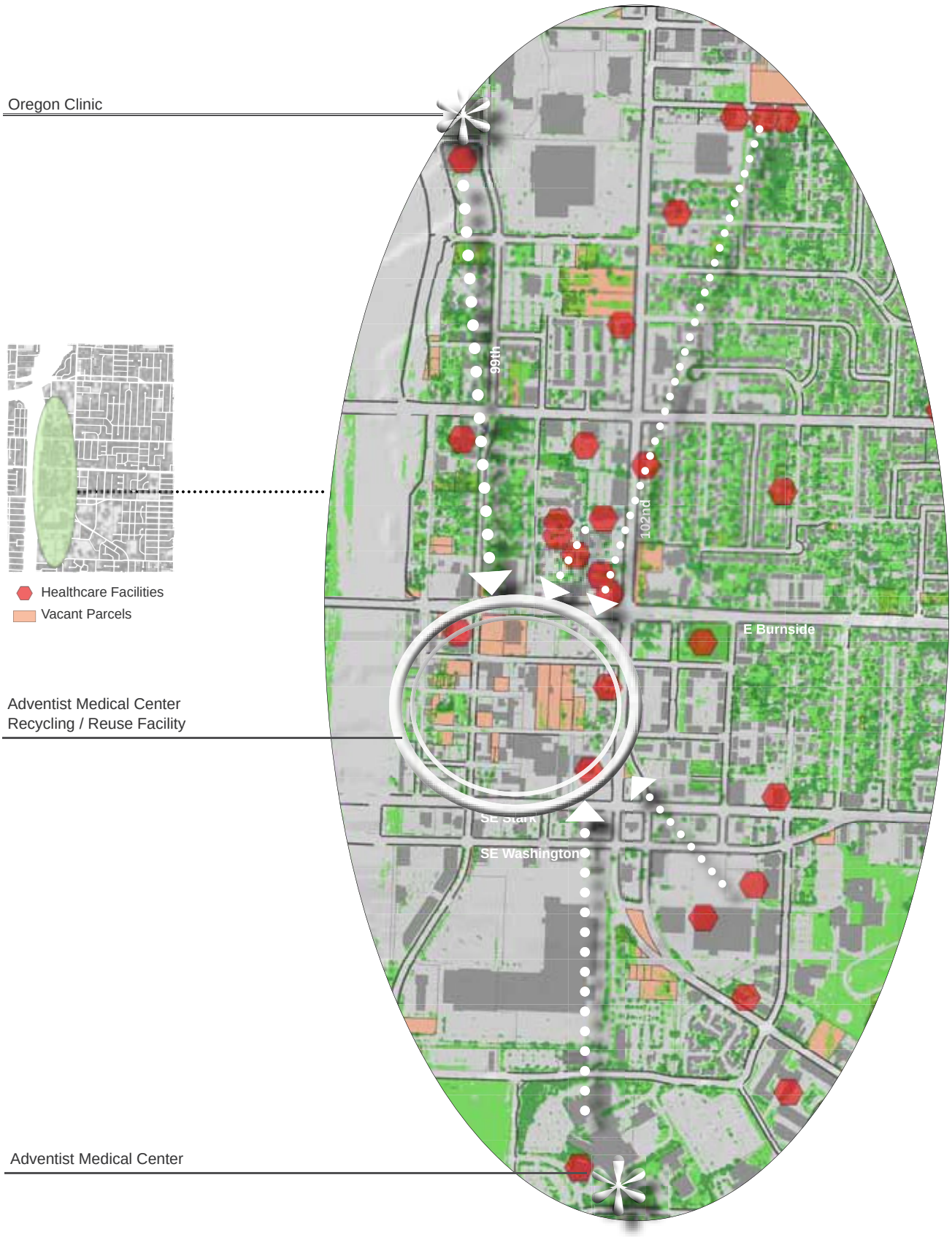


Figure 32: Adventist Medical Center Recycling / Reuse Facility

ADVENTIST MEDICAL CENTER RECYCLING / REUSE FACILITY

As the largest employer in the Gateway district, Adventist Medical Center (AMC) plays an integral role in the community. An EcoDistrict should leverage this established economic driver while addressing environmental impacts associated with its operations. Research suggests that AMC likely has the greatest solid waste stream in Gateway. However, waste generation data is private so actual figures are unavailable. Nevertheless, American hospitals generate an estimated 6,600 tons of waste per day and up to 85% of that waste is non-hazardous and potentially recyclable. This significant waste generation represents both an opportunity and a challenge to improving Gateway's environmental performance and community well being.

Proposed Project

Establishing a recycling and reuse facility with AMC as the founding member could significantly affect waste generation in Gateway. Reducing the amount of landfill bound waste from AMC facilities could provide valuable resources to the community, stimulate economic development, reduce environmental impacts and provide a net economic benefit to the hospital. As a significant stakeholder, AMC could also catalyze further development around the EcoDistrict concept.

Providence Portland Materials Recovery Facility

Providence Portland Materials Recovery Facility

Currently, AMC has a limited recycling program focused primarily on paper and cardboard. Given their large waste generation, there is opportunity for improvement. An EPA profile of the health care industry reports that 35% of hospital waste is recyclable or compostable food, plastic and metal. For AMC, these materials represent a missed opportunity to capture valuable resources. According to an administrator at the hospital, AMC is looking to expand its recycling program and has an internal team looking at sustainability issues. Interest was expressed in discussing the feasibility of a larger recycling program with other members of the Gateway URA PAC.

Both Legacy Health and Providence Health System in Portland have recycling facilities that provide employment to community members while yielding significant savings. Providence's Regional Sustainability Coordinator administers its facility. According to him, Providence's recycling program saves the business over $300,000 annually in avoided landfill disposal costs. Moreover, the recyclables sorting facility employs eight vocational workers with mental and physical disabilities while supplementing work

Legacy Health Recycling Facility

Cart M Recycling / Reuse Facility in Manzanita

for Providence's warehouse, delivery and janitorial staff. Providence has also pursued numerous other sustainability initiatives like establishing a program for reusable sharps containers that keep 29.8 tons of plastic out of the landfill annually and reducing cardboard packaging by 4.5 tons a year. Additional efforts include using light emitting diodes (LEDs) for parking garage lights to reduce energy use and installing solar panels at their Newberg hospital. This multifaceted approach to efficient resource use serves as a possible model for AMC.

Legacy Health, another local hospital, has also established a recycling program that provides significant savings. Their 8,500 square foot facility on the Good Samaritan hospital campus is the primary sorting area for the more than 4,400 tons of material that Legacy recycles each year. Additionally, Legacy has established partnerships with other organizations like Whole Foods and Globe Lighting to handle their recyclables. By taking materials from other facilities, Legacy is providing a recycling service that otherwise might not exist for these businesses. Legacy has also developed a food waste collection program with a local school and waste hauler, another example of collaboration yielding environmental and economic benefits.

The sale of recyclable materials coupled with the avoided costs of landfilling waste has generated hundreds of thousands of dollars in annual savings for each of these health institutions. Establishing a facility for AMC would not only keep tons of recyclable material out of the landfill but would also have a positive impact on resource consumption and climate change, providing a foundation for future materials management in the Gateway EcoDistrict.

Next Steps

Key next steps to implementing an enhanced recycling program at AMC include: conducting a waste audit, outreach to local health care facilities with similar programs, and building internal capacity to minimize waste. Conducting a waste audit at AMC is an important first step so that administrators have a better understanding of the hospital waste stream. The knowledge gleaned from the audit will better inform future development of the program.

Secondly, both Providence Health System and Legacy Health in Portland could provide valuable insight into the opportunities and challenges of sorting and processing hospital waste. Each program, while distinct, could serve as a starting point for initiating a recycling facility at AMC. Finally, developing internal capacity at AMC will be critical to program implementation. The more employees know about waste minimization and recycling will ease operation of a processing facility and improve waste diversion rates.

Once the AMC recycling facility is established, it could expand to process waste from other businesses and community organizations. For example, Gateway community members suggested partnering with the numerous health care / senior care related facilities in Gateway, since these businesses likely have similar waste streams. By working together, the businesses can share the capital investment for facility costs while gaining numerous benefits. Additionally, future considerations could focus on the possibility of establishing a food waste collection route in Gateway to reduce waste disposal costs. Gateway's neighbor, the Port of Portland, partnered with adjacent businesses to collect food waste in order to defray the hauling costs. The program began in 2003 and is a lasting example to reference for Gateway. Another possibility for the AMC facility is repurposing materials for reuse throughout the community. Cart'm Recycling in Manzanita, Oregon and the Rebuilding Center in Portland are two successful cases where this model has been implemented.

Portland's Rebuilding Center on North Mississippi is a model for the reuse of building and remodeling materials

The Gateway Area Business Association promotes sustainability, scheduling talks at its meetings to provide members with information about available programs

7.0 NEXT STEPS

OUTREACH

There are many development opportunities in Gateway that can address community needs while providing meaningful environmental benefits. To achieve this end, however, Gateway residents stress improving community vitality as a key theme. Therefore, public education and committed support from residents, users and land owners will be important components for the Gateway EcoDistrict. With a diverse population representing many nationalities and varied demographics, outreach in Gateway requires a dedicated group of citizens willing to advance EcoDistrict concepts. Fortunately, sustainability is not an unfamiliar subject, as demonstrated by GABA's proactive interest in energy, water and waste efficiency programs and the David Douglas School District resource conservation program. Leveraging these interests is critical to advancing an EcoDistrict. It is important to note that throughout the engagement process, EcoDistrict concepts were most positively received when environmental performance measures were communicated through the context of community priorities and interests.

Outreach and engagement around an EcoDistrict should also draw on existing organizations within Gateway. For example, along the Halsey-Weidler couplet, GABA has many members, influence, and networking capacity. With support from GABA, an EcoDistrict would have valuable participation from local business. The Gateway URA PAC is another organization with good representation and leadership for the district, and is composed of very committed individuals who understand the community within Gateway. The PAC would provide representation from varied interests within the community. Adventist Medical Center (AMC) is the largest employer in Gateway. Support from AMC could bring an influential stakeholder to the effort with the possibility of generating broader interest around the EcoDistrict Pilot. Finally, neighborhood organizations, schools and grassroots groups like Friends of Gateway Green offer the potential to disseminate important information as the process moves forward. Given the history of conflict between residents in East Portland and the City, fostering community interest with these groups will also help facilitate dialogue between the City and Gateway.

COORDINATED IMPLEMENTATION

Although several independent concepts were recommended for EcoDistrict catalysts, each project contributes to the larger theme of a "Green URA," an earlier proposal for Gateway. While financial resources may require phased development of projects, a coordinated effort could provide more visual examples of substantial change. Given many residents' desire for enhanced identity in Gateway, this approach may be well received.

Each sub-district has unique environmental challenges and assets, suggesting different themes or focal points throughout the URA. The Halsey-Weidler couplet could be the stormwater and local business corridor. This area is an icon to many in Gateway and represents the district's "Main Street." The Transit Center / Gateway Shopping Center area could focus on sustainability education and mobility. Existing transit infrastructure and current proposals for an education center provide a solid foundation for pursuing this theme. Central Gateway could be a model for green redevelopment and urban habitat considering the implementation of the Gateway Green Streets Master Plan. If implemented, this significant project could

coordinate with other large infrastructure projects to realize cost savings. The southern URA area around Mall 205 and Adventist Medical Center could serve as a waste minimization and repurposing center. This theme could highlight resource conservation while providing economic benefits. Collectively, each of these areas would demonstrate EcoDistrict performance measures. This coordinated approach would allow for better understanding of an EcoDistrict and provide balanced environmental benefits.

Developing each sub-district project in the context of the larger Gateway area is the first step toward an integrated EcoDistrict. Each area has the potential to address the needs of other areas. For example, a materials recovery facility may act as the central waste minimization area for the district while other areas represent the economic drivers that generate waste. Another example is the proposed dense development around the Transit Center. This type of development is more conducive to district energy and could potentially provide energy or other resources to the URA. The asset map is an excellent starting point for examining these synergies within the community. Together, each sub-district could contribute to meeting significant goals like net zero energy or zero landfill bound waste.

DISTRICT-WIDE PROGRAMS

Achieving improved environmental performance at the district scale will not only require catalytic projects but also cooperative resource efficiency measures. In many cases behavioral changes or minor building modifications can provide significant efficiency gains while reducing associated costs. Usually, efficiency programs like weatherization or light bulb replacement are more cost effective methods for reducing the environmental impacts associated with development. From the EcoDistrict perspective, large coordinated programs to employ such measures could also help build community momentum around sustainable development, especially considering the potential cost savings realized through district-wide participation. To reach a broader audience, initiating a district-wide energy and water efficiency program through weatherization, high-efficiency fixture replacement, and other upgrades will help bring more interest and awareness to the EcoDistrict initiative. If energy and water usage metrics are developed, integrating efficiency programs that utilize those metrics will help demonstrate the cost savings and other gains that can be made through participation in an EcoDistrict. With 42% homeownership in the Gateway Regional Center, an incentives program may gain enough community support to yield measurable environmental gains. Conversely, renters may not have the same incentive depending on how their bills are structured with their landlord. However, community feedback suggests that efficiency programs have considerable interest in Gateway but accessing them is not simple.

Moving forward, the Portland Sustainability Institute could act as a clearinghouse for Gateway stakeholders regarding innovative programs like Clean Energy Works, Solarize Portland or the numerous incentives offered by organizations like the Energy Trust of Oregon. Providing this information in a readily accessible format will help established organizations circulate it throughout the community. Given the intensity of water use and average building age in Gateway, these programs could have a significant impact on resource use in the district. Moreover, the community-building component of programs like Friends of Trees will serve to develop the collaboration necessary for EcoDistrict implementation. Targeting mobilized groups like GABA, the Hazelwood Neighborhood Association or the David Douglas School District may provide more immediate impact.

GOVERNANCE

Governance or management of the Gateway EcoDistrict is critical for long-term success. Gateway offers the potential to create a different management model than those currently being explored in the Lloyd and Portland State University EcoDistricts, where pre-existing organizations were able to take the initial steps in EcoDistrict formation. In Gateway, there are no clear institutions that can take on a similar role, perhaps more reflective of most neighborhoods in Portland and throughout the country. Gateway has the opportunity to demonstrate how an EcoDistrict management structure could develop from disparate groups in the context of conventional urban development.

One potential model for Gateway EcoDistrict management is the citizen-led committees of the *East Portland Action Plan*. EPAP's groups — led by a general committee, with subcommittees for bicycling, civic development, communications, economic development, grants review, operations, structures and youth — have been growing steadily since inception. EPAP participants have successfully lobbied the city to fund projects and set priorities, and EPAP has become a conduit between the City government and the community, according to testimony given at the presentation to City Council of the implementation group's first annual report. Given Gateway's needs, a similar group could be a strong asset for implementing an environmental performance-based initiative. However, technical expertise on a variety of issues from financing to energy to urban development may require greater assistance from outside of the action plan committees.

Workshop results suggest the Gateway URA PAC may have the greatest willingness and capacity for management and implementation strategy if provided additional technical resources. Since the URA PAC is primarily focused on investment, additional expertise would be necessary for certain projects beyond the scope of the group's current knowledge. The Technical Advisory Committee for the EcoDistricts Initiative as well as agency partners could possibly serve in this capacity. An option discussed at the community workshop was to create a sub-committee within the URA PAC that included some members beyond the core group. This group would have access to PDC funding and staff expertise to build on its current knowledge, which is considerable. Additionally, the URA PAC is already heavily involved with ongoing efforts to revitalize the Gateway URA and would be well equipped to integrate environmental performance into planned projects. As a current legal entity, the URA PAC also has some authority and is generally representative of the Gateway community. However, it is important to recognize that the URA PAC has a limited timeline given the eventual expiration of the Gateway URA.

Ultimately, EcoDistrict management will require involvement from multiple local entities. One possible starting point is the creation of an LID or WID, as outlined in Concept 1. If successful, this approach could provide revenue for further investment. The management body from that project could potentially coordinate future actions. Empowering local organizations like GABA, Hazelwood Neighborhood Association or Friends of Gateway Green may be possible starting points for such a pursuit. This group could grow with the district as new projects are established and as community benefits are demonstrated through successful implementation.

LOOKING AHEAD

Through the course of this project, it has become evident that in order to truly succeed in creating a "broad commitment to accelerated neighborhood-scale sustainability," a community has to be engaged in the process. One way in which this may occur is to link environmental perfor-

mance to community livability, identity and improvement. Feedback from community members who participated in workshops evaluating the concepts presented in this report expressed interest and excitement that something might be coming to Gateway that would improve the state of the district.

EcoDistricts offer a unique opportunity for neighborhoods and communities to examine the way in which they interact with their environment. Through educational metrics and monitoring, they can begin to see how their little piece of the landscape fits into the whole, and how little improvements made throughout the neighborhoods can lead to significant progress toward meeting city-wide goals.

What the EcoDistrict has to offer Gateway is a way to incorporate environmental performance and sustainability into the identity of the district. What is presented in this report is only the beginning, an example of a process a neighborhood can go through to start identifying ways in which environmental improvements can also be community improvements. These projects can be uniquely suited to a particular place and designed to create more of that "there" there.

However, it is also vital to demonstrate what makes an EcoDistrict distinct as the Gateway pilot project moves forward. Moving beyond urban renewal, it will be important to highlight the added value of coordinated efforts to address the challenging environmental problems facing urban areas. Addressing issues like greenhouse gas emissions, pollution and natural resource depletion requires a new approach. An EcoDistrict may offer a model that demonstrates the neighborhood or district scale as the appropriate size to organize and implement actions for achieving goals that have been elusive through high-level environmental policy measures.

By using an ecosystem lens and focusing on the relationship between physical and social networks, this effort may be able to identify resource efficiencies that were not readily apparent. There is currently available technology that could significantly reduce human impacts on the environment. However, it is not cost effective for individuals to pursue this technology and policy has only been partially effective in stimulating its adoption. Furthermore, measures to fully address environmental impacts require prioritized government funding for implementation. Collaboration at the district scale may offer a means for sharing the costs and rewards associated with technological interventions. Yet, solely focusing on technology will not achieve goals like carbon neutral cities or zero waste communities. Realistically, a combination of prioritized government investment, capturing the costs of environmental impacts in the market and a collective willingness to participate are all necessary to achieve these ends.

Arguably, the greatest challenge facing the EcoDistricts Initiative is the ability to affect human behavior change. Current social norms and conventions do not place significant emphasis on the relationship between humans and the natural resources they use. For this initiative to be successful, obvious linkages must be established between communities and their impacts on the landscape. Creating performance measures may function as one way of encouraging behavior change. Coordinating citizens to collectively accept the environmental responsibilities associated with development impacts in their neighborhood may be another method. Fundamentally, the challenge with EcoDistricts may lie in the ability to organize and mobilize willing participants.

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8.0 APPENDIX

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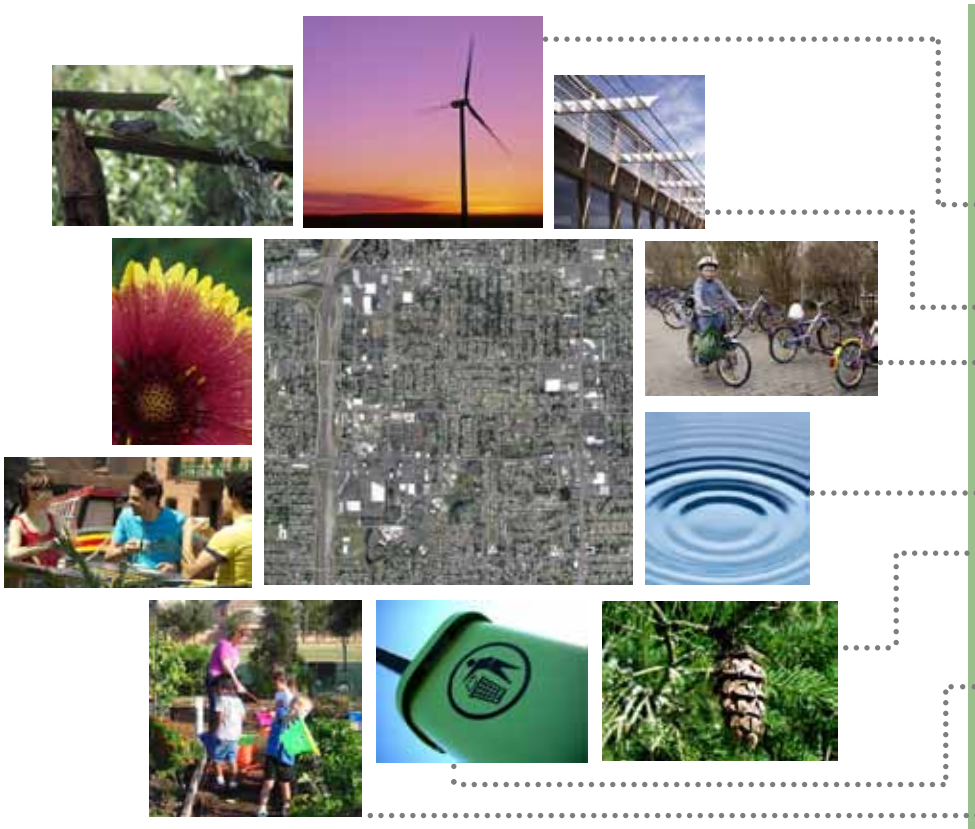
Timeline of meetings and events

Jan. 8	DistrictLab's initial project proposal to PoSI's Naomi Cole and Rob Bennett
Jan. 15	Meeting with Naomi Cole, with Portland Development Commission planners
Jan. 22	Meeting with Justin Douglas, PDC Senior Project Manager for Gateway Regional Center Urban Renewal Area
Jan. 22	EcoDistricts brownbag presentation at PSU by Portland Bureau of Planning and Sustainability's Vinh Mason and Professors Ethan Seltzer and Vivek Shandas
Jan. 29	Toured Gateway with Justin Douglas
Jan. 29	Interviewed Tim Brunner, Bob Earnest, Arlene Kimura, Jackie Putnam, Linda Robinson (Gateway URA PAC members)
Feb. 3	Presentation to Naomi Cole at PSU
Feb. 5	Meeting with Naomi Cole
Feb. 9	Interviewed Ted Gilbert, Gilbert Bros. Commercial, Gateway PAC member and co-founder of Friends of Gateway Green)
Feb. 17	Introduction to Gateway PAC
Feb. 23	Interviewed David Hampsten (East Portland Action Plan bike subcommittee chair and Hazelwood Neighborhood Assoc. board)
Feb. 24	Attended East Portland Action Plan group meeting
Feb. 26	Meeting with Naomi Cole
March 3	DistrictLab Gateway EcoDistrict Discussion Circle at East Portland Community Center
March 15	Attended Hazelwood Neighborhood Association
	~ March 15-28, PSU Winter term finals and Spring Break ~
March 31	Attended Portland Plan workshop on urban design, public spaces and planning to hear ideas on Gateway topics
April 2	Meeting with Vivek Shandas
April 2	Announced Ecogateway.net website
April 6	Interviewed Bob Currey-Wilson, Group Vice President, Real Estate and Store Development, Fred Meyer
April 8	Attended Gateway Area Business Association (GABA) board meeting
April 9	Meeting with Naomi Cole
April 12	Interviewed AJ Prasad, President, GABA and Asst. Vice President-Branch Manager, Columbia Bank
April 14	Interviewed Bill Bitar, President, William Frank Bitar & Associates, LLC
April 15	Interviewed David Russell, Vice President, Business Development, Adventist Medical Center
April 16	Meeting with Andy Cotugno, Policy Advisor, Metro
April 21	Attended Gateway PAC meeting
April 22	DistrictLab Gateway EcoDistrict Discussion Circle at Floyd Light Middle School
April 23	Meeting with Technical Advisory Committee
April 30	Meeting with Justin Douglas
May 3	Meeting with Vivek Shandas
May 9	DistrictLab table at GABA Mother's Day Bike Ride
May 12	DistrictLab Gateway EcoDistrict Workshop at Eastminster Presbyterian Church
May 13	Presented at annual conference of the Oregon chapter of American Planning Association
May 21	Interviewed Tim Brunner, Principal, Axis Design Group
May 25	Meeting with Naomi Cole
June 2	Formal presentation at PSU
June 9	Gateway EcoDistrict Pilot Study delivered to PoSI and PSU's Nohad A. Toulan School of Urban Studies and Planning

GATEWAY community : connectivity : ecology

Did you know that Gateway is a pilot EcoDistrict?

From March until May 2010, a team of graduate students from Portland State University will be analyzing what sustainability issues matter most to Gateway, and how an EcoDistrict could address them. An EcoDistrict is a neighborhood or district with a broad commitment to improve its environmental performance and to strengthen community resiliency and well-being. It's a way of leveraging assets, like energy and water, to reduce costs and improve efficiency. It's also a way to coordinate improvements, like sidewalks and open spaces in order to create walkable networks and habitat corridors. Ultimately, an EcoDistrict is about community and it is something sustained and driven by the people who live in the district. In 2009, the City of Portland asked the Portland Sustainability Institute (PoSI) to launch the EcoDistricts Initiative to advance its commitment to sustainable development.



EcoDistrict Performance Areas

Reduce CO2 in the atmosphere and improve air quality

Reduce annual energy usage and utlilize renewable energy

Provide access to transit that creates no environmental harm

Balance water consumption, collection, and infiltration

Improve the urban natural environment and habitat

Eliminate waste and promote reuse and recycling

Promote healthy and vital communities with active and diverse participation.

What could an EcoDistrict mean for Gateway?

An EcoDistrict is not just about improving the environment, it's about providing tangible benefits to the community. As a pilot district, Gateway may realize multiple advantages from community collaboration around this idea. It could offer an identity to potentially attract business investment. It could increase the area's walkability, provide habitat corridors and open space. The Gateway EcoDistrict will be based on the Gateway community's vision for its neighborhood.

What could an EcoDistrict mean for you?

An EcoDistrict is more than just another name for neighborhood planning. The idea is to move a community towards self-governance, improving efficiencies and creating policies that are uniquely adapted to the local conditions—a truly community-driven process of renewability and sustainability. By focusing on larger-than-single-building scales, we can achieve a positive relationship between the local environment, economy, and community. Examples might include healthier and happier neighborhoods through added green infrastructure, building more green space for active play and living while simultaneously improving water and air quality.

How you can participate:

During the months of March through May, a group of Portland State University graduate students will be collecting information about the Gateway neighborhood and how it might relate to the EcoDistrict performance areas. We would like to hear from Gateway residents, business owners, and other users of the district about what they feel is important for the neighborhood, and which sustainable practices could be implemented in Gateway.

Please contact us at EcoGateway@gmail.com to share your ideas or sign up to participate in a listening session or workshop.

EcoGateway@gmail.com

GATEWAY community : connectivity : ecology

March 3, 2010 Discussion Circle Report

The agenda for the Discussion Circle included a brief introduction to EcoDistricts, a discussion about the environmental performance areas that the Portland Sustainability Institute has identified for EcoDistricts and how those relate to Gateway, and a mapping exercise to identify the best locations for EcoDistrict projects and catalyst sites.

Participants: Bob Earnest, Jackie Putnam, Fred Sanchez, Bob Schatz, Linda Robinson, David Hampsten, Joe Westerman. Also attending: Justin Douglas from the Portland Development Commission and Naomi Cole from the Portland Sustainability Institute.

Discussion of EcoDistrict Performance Areas and Gateway
The group began by discussing opportunities and constraints for each of the environmental performance areas identified by the Portland Sustainability Institute (PoSI) as environmental goals for an EcoDistrict. PoSI has identified seven goals in total, and the group was able to discuss four in detail: CO2 & Air Quality, Energy, Water and Vital Communities. Due to time constraints, the other performance areas (mobility, materials management, and habitat and ecosystem function) were not specifically discussed, but many aspects of these issues came up during the discussion. The opportunities and obstacles identified by the group were the following:

1. Air Quality and Carbon: the intent of this goal is to reduce the amount of CO2 released into the atmosphere, reduce exposure to air pollutants and improve air quality in the district

Opportunities for methods to address CO2 & air quality in Gateway noted were: green streets, providing ODOT planting strips along the freeway, and making use of the triangle of underutilized ROW space in the I-205 freeway.

Obstacles to addressing CO2 and air quality in Gateway were identified as: the predominance of freeways and major arterials; difficulty of encouraging redevelopment without increasing surface parking; through traffic from intercity trips (more internal-external or external-external trips, than internal-internal or intra-urban local trips), and large amounts of air pollution that is not within district control; problematic streetscapes and mobility issues, such as wide pedestrian crossings, lack of sidewalk connectivity, and streetscapes that aren't pedestrian friendly all discourage alternatives to automobile use; there is a significant lack of trees and generally poor vegetation cover, a factor in carbon sequestration.

2. Energy: reducing energy consumption and the use of fossil fuels in an EcoDistrict will involve addressing stricter standards for new buildings while looking for ways to improve the efficiency of Gateway's existing buildings and investing in renewable energy sources.

Opportunities for addressing energy issues were: wind (it was noted that a wind energy study will be released in March and David Douglas High School has a wind project); programs to upgrade/ weatherize older apartment buildings; energy conservation programs for property owners, with incentives to increase insulation (making energy efficiency easy and affordable).

Obstacles to addressing energy issues in the district were: the lack of data (electricity data is difficult to obtain for a large enough sample and a wind study specific to the district is needed); the need to expand education about the numerous benefits associated with energy efficiency.

3. Water: the environmental performance goal for water in the Gateway EcoDistrict encompasses the reduction of water consumption, as well as the management of stormwater. The intent is to return to a balance of water collected and water consumed.

Opportunities identified by the group were: the soil in Gateway is very permeable; the Gateway Green project, adjacent to the Gateway Urban Renewal Area, is already looking into methods for water collection, treatment and reuse.

Obstacles noted to water efficiency in the district were: a high amount of existing impervious surfaces and the tendency for certain locales to flood repeatedly.
4. Vital communities: by addressing vital communities, the goal is to foster active and diverse participation among community members and provide the types of spaces where people like to come together.

Ideas identified for vital communities: look at the 1994 Southeast Community Plan; note the differences between Gateway area, East Portland and outer East Portland.

Mapping Gateway Subdistricts and Potential Catalyst project sites
Participants were divided into groups and asked to spatially identify Gateway's opportunities and challenges. Additionally the groups provided ideas about where an EcoDistrict pilot or catalyst project might be located within the Gateway district. The following major areas and issues were reported:

Halsey/Weidler Couplet: is Gateway's primary local business area and it is currently one of the more walkable areas in the district. It is also considered to be one of Gateway's most historic, or iconic, places. A participant identified the area as Gateway's "Old Town" which is prime for revitalization and within a short walking distance from the adjacent residential neighborhood. Mixed-use development was suggested as a development approach for this area. Furthermore, the City owns a parcel of land here that is slated to become a park, which was highlighted as an amenity. One map identified the area's close proximity to the Transit Center area, suggesting the importance of establishing connectivity to this area of Gateway.

102nd Ave. Corridor: This major street in Gateway was identified as a "main street" during the mapping exercise and continued improvements were suggested. Specifically, buildings with no street fronting and numerous unimproved streets were highlighted on the maps in this area. It was suggested that there was redevelopment potential but financing considerations and hesitation to be the first investor might be holding back development.

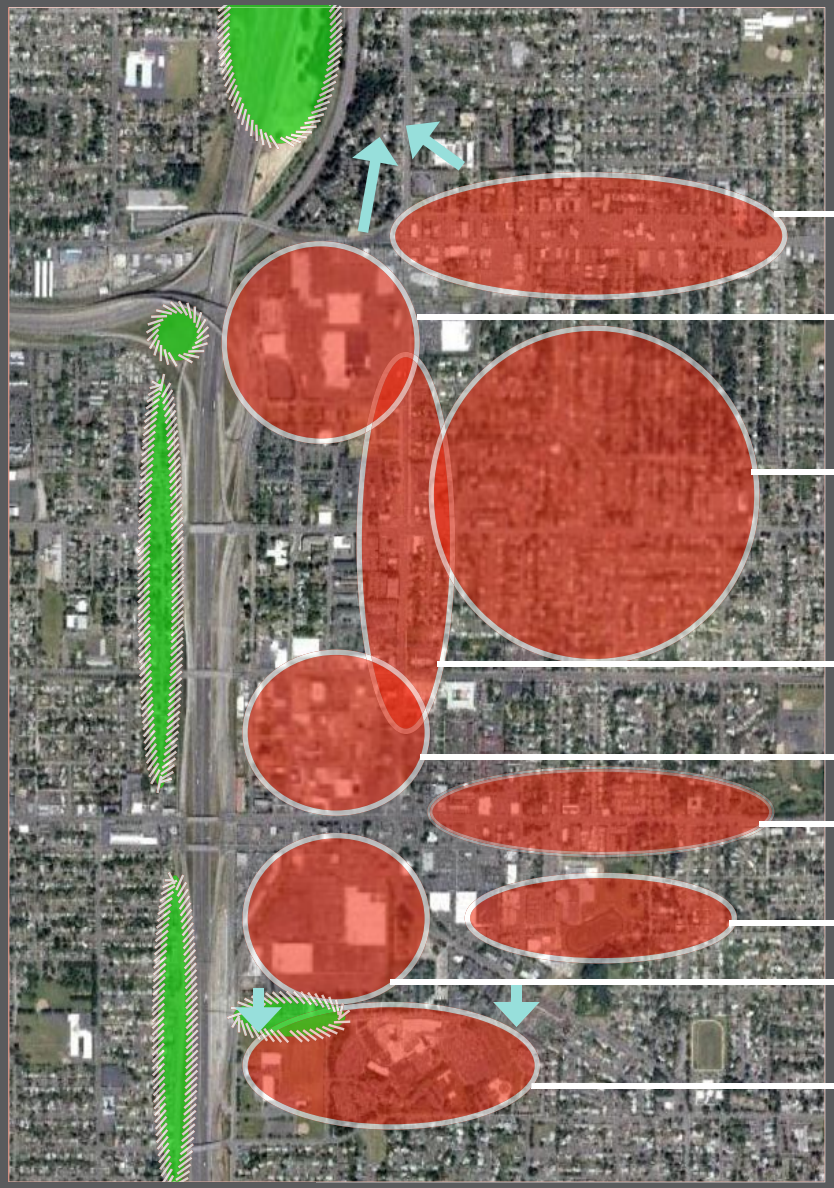
Area bordered by East Burnside, NE 102nd Ave., SE Stark St. and I – 205: This area of the Gateway URA was described as "underdeveloped" with numerous vacant lots and unimproved streets. Others referred to the area as blighted and in need of major improvements. It was suggested to site a city park here that could be used for stormwater collection and a central meeting place since this area has more established trees than other locales in central Gateway. Incorporating other features like windmills on new streetlights or other infrastructure improvements may provide sources of alternative energy.

Stark / Washington Streets: One suggestion for this area was the turning the “short blocks” between Stark and Washington into park blocks with mixed-use commercial development along the street frontages. Additionally, the green space to the southeast of this area was identified as an important area for civic uses as a park and school.

Mall 205: This area was noted for its limited use and lackluster business activity. Its ownership was identified as a point of interest as only a few landowners control this large area of the URA. It should be noted that some ownership is absentee while another is primarily a large corporate entity.

Participants discussed opportunities in the area around the Transit Center and Fred Meyer where there are relatively few landowners and many “shovel ready” properties. This area’s proximity to Gateway Green, the MAX and the Halsey Weidler Couplet were depicted as significant benefits.

March 3, 2010 Discussion Circle: Potential EcoDistrict Subdistricts and Community Asset Map



Halsey Weidler Couplet: the old town, historic, and iconic area composed of local business

Small number of land owners and several projects that are “shovel ready”

Private residences built in 50-60s with opportunities for energy upgrades

102nd: major thoroughfare and potential Main Street but currently with very little building street frontage

Undeveloped and under utilized area with many unimproved streets

Stark St.: major thoroughfare in need of short blocks and mixed use

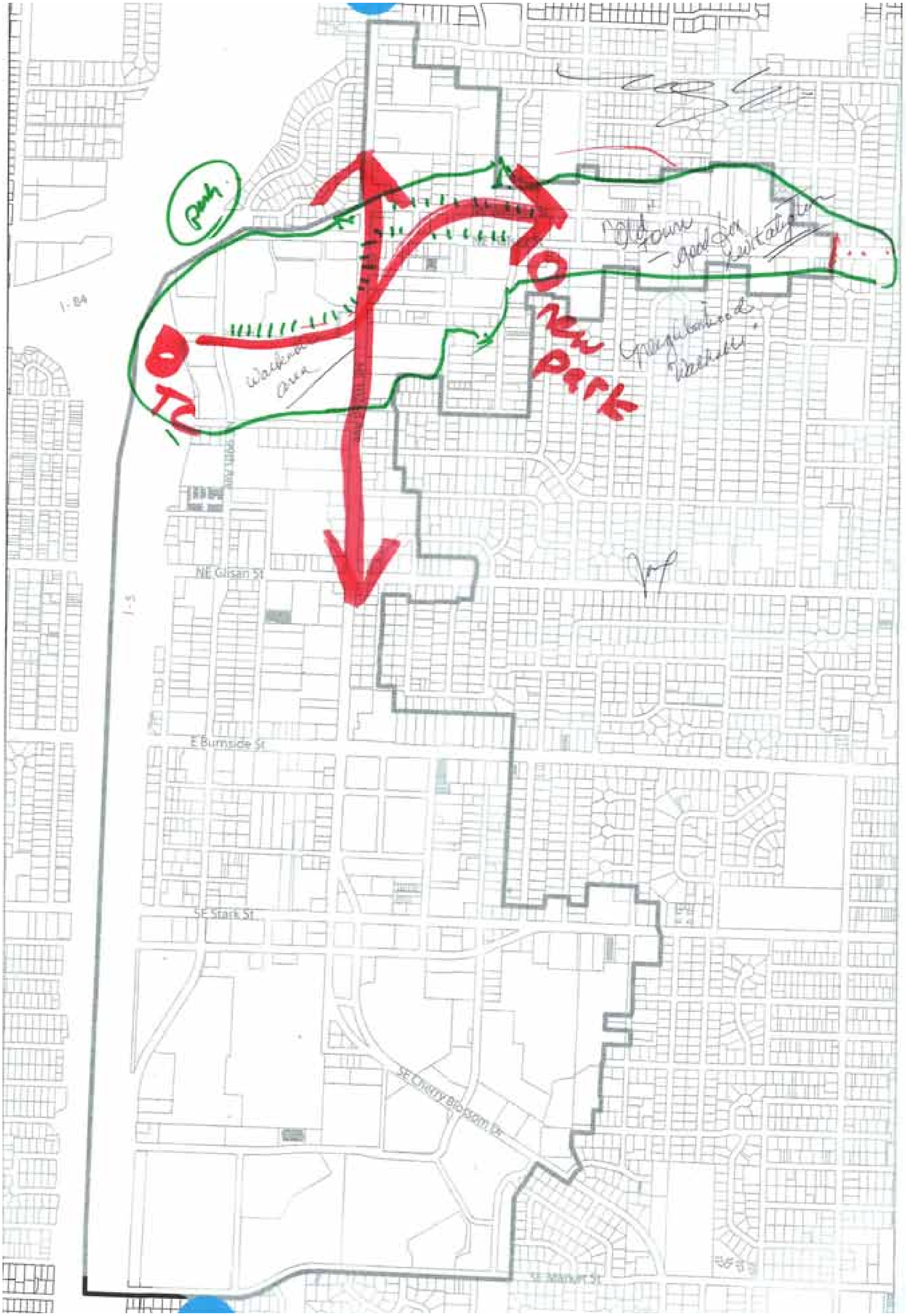
Civic uses: park, community center, school, police

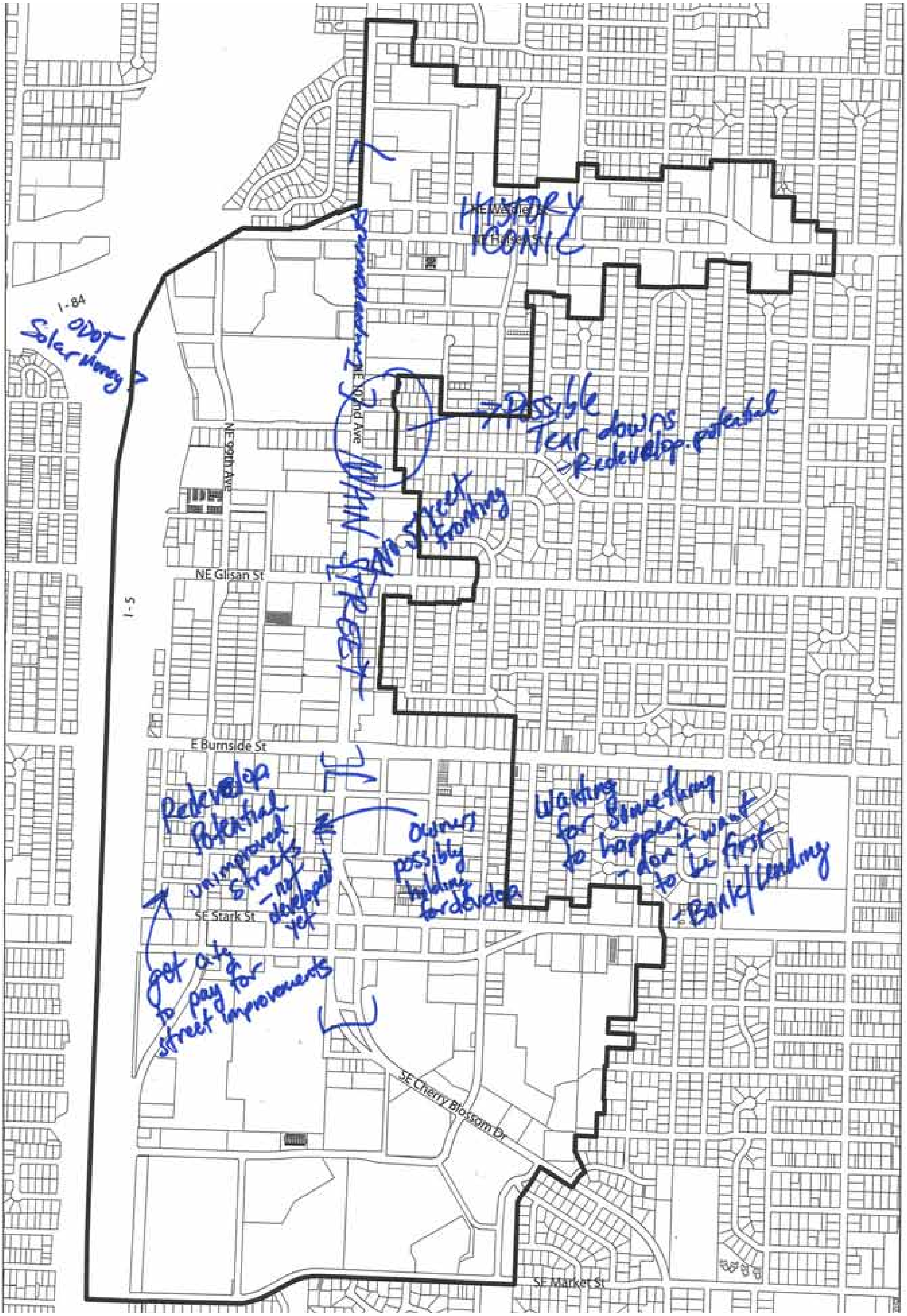
Mall 205: a former destination point in Gateway now nearly empty

Two major property owners with current redevelopment plans

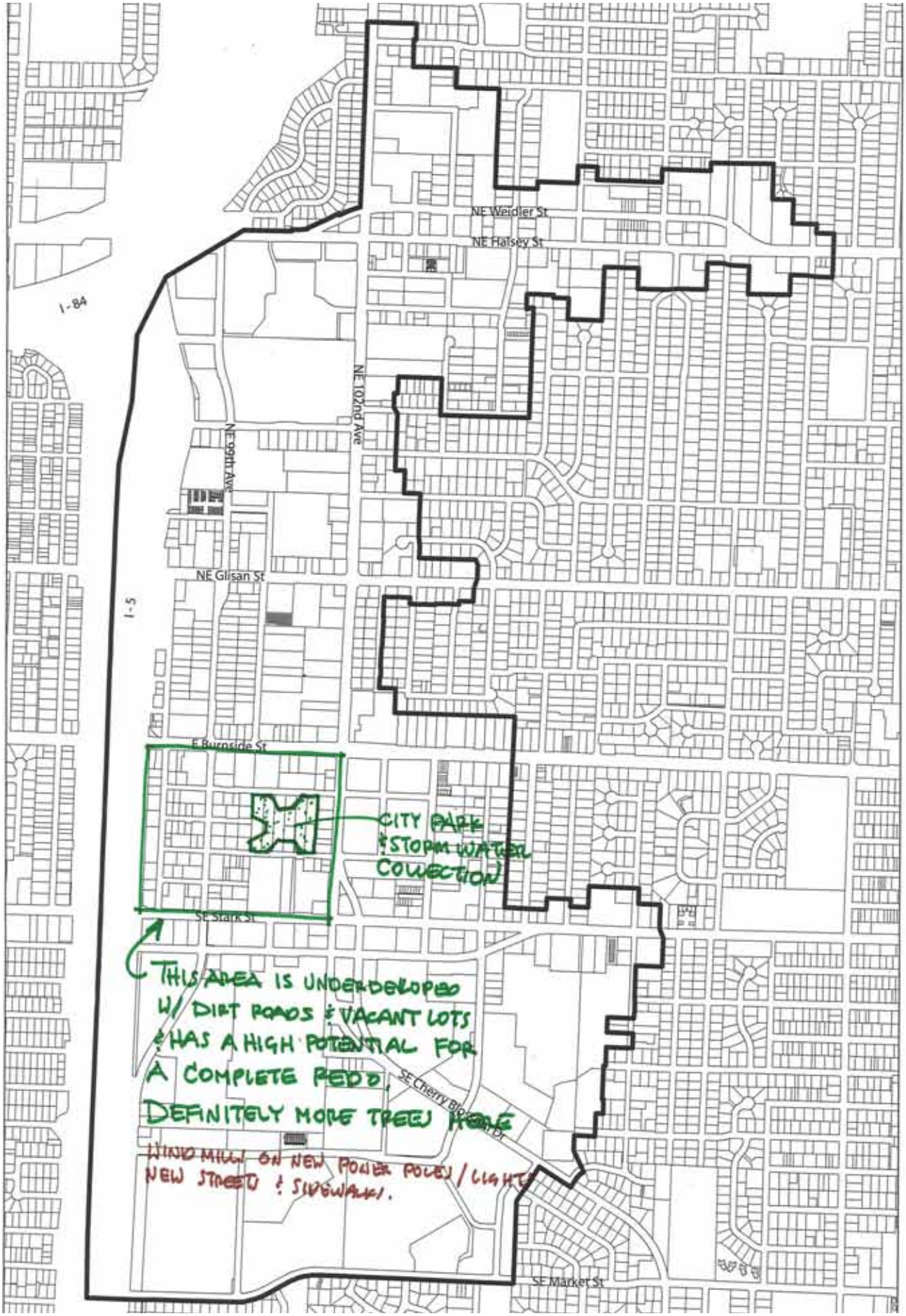
Potential park/ habitat corridor

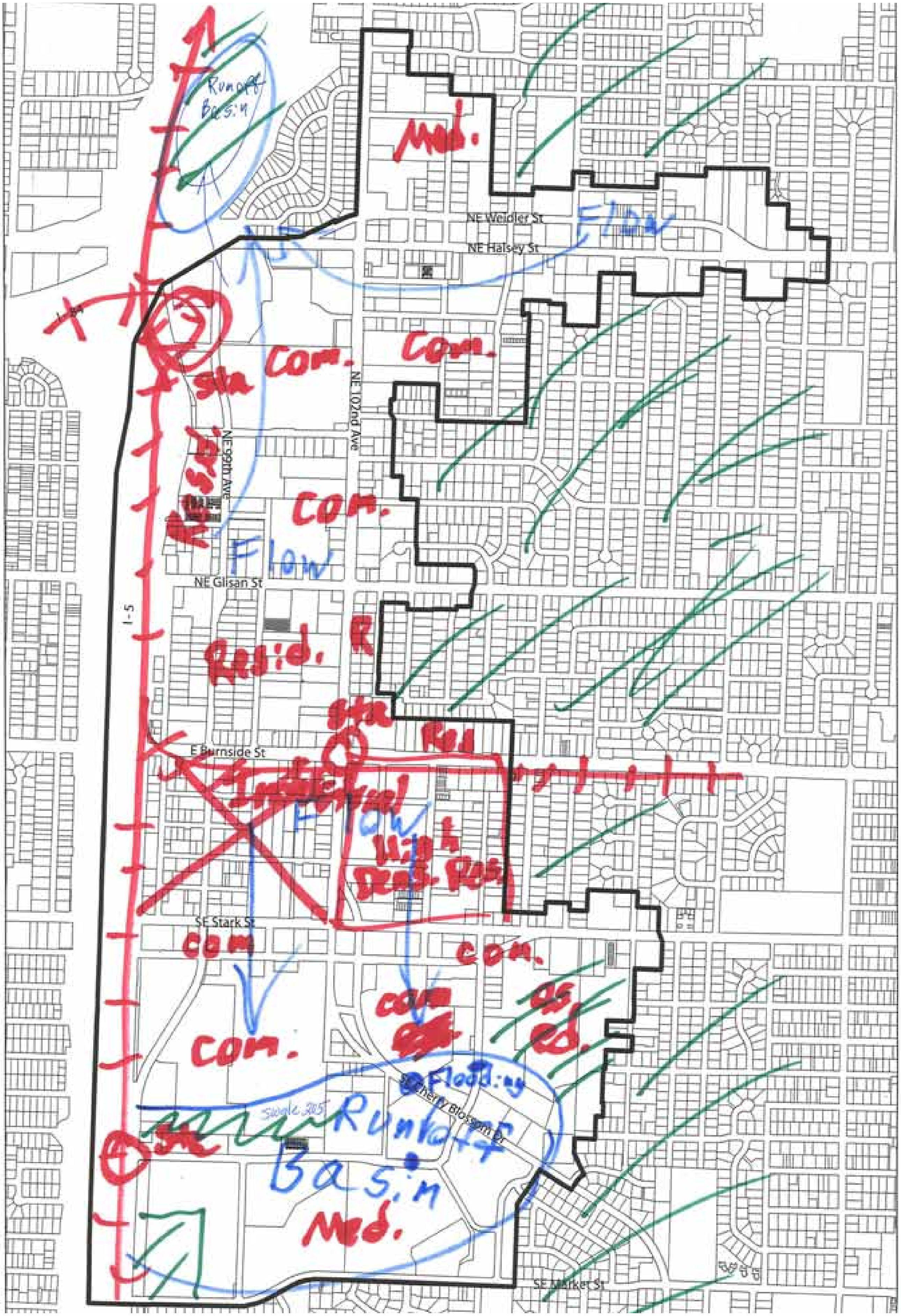
Observed stormwater runoff


park
I-84
NE Glisan St
E Burnside St
SE Stark St
SE Cherry Blossom Dr
I-5
new park
TC



NE Weidler St
NE Halsey St
HISTORY ICONIC
I-84
ODOT Solar Money
NE 102nd Ave
Possible Tear downs -Redevelop. potential
NE 99th Ave
MAIN STREET
Street fronting
NE Glisan St
I-5
E Burnside St
Redevelop. Potential
unimproved streets - not developed yet
Owners possibly holding for develop
Waiting for something to happen - don't want to be first - Bank/Lending
SE Stark St
get city to pay for street improvements
SE Cherry Blossom Dr
SE Market St


NE Weidler St
NE Halsey St
I-84
NE 102nd Ave
NE 99th Ave
NE Glisan St
I-5
E Burnside St
CITY PARK & STORM WATER COLLECTION
SE Stark St
THIS AREA IS UNDERDEVELOPED W/ DIRT ROADS & VACANT LOTS & HAS A HIGH POTENTIAL FOR A COMPLETE REDO.
DEFINITELY MORE TREES HERE
WIND MILL ON NEW POWER POLES / LIGHTS
NEW STREETS & SIDEWALKS.
SE Cherry Blossom Dr
SE Market St



NE Weidler St
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NE 102nd Ave
NE 99th Ave
NE Glisan St
I-5
E Burnside St
SE Stark St
SE Cherry Blossom Dr
SE Market St
Runoff Basin
Med.
Flow
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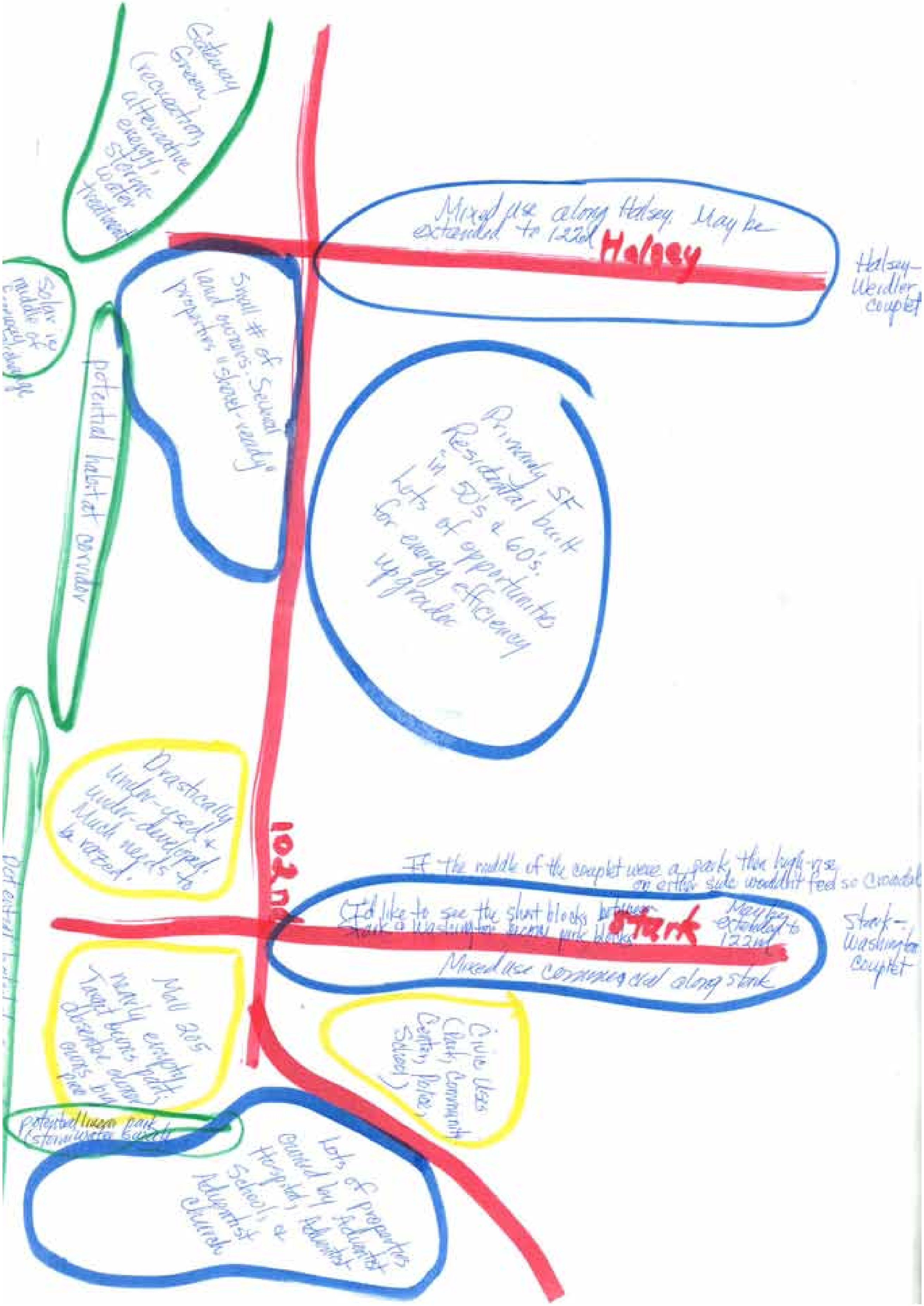
Com.
Flooding
Runoff Basin
Med.


Gateway Green
(recreation
alternative
energy,
storm
water
treatment
Mixed use along Halsey. May be extended to 122nd
Halsey
Halsey-Weidler couplet
potential habitat corridor
Primarily SF
Residential built
in 50's & 60's.
Lots of opportunities
for energy efficiency
upgrades
Drastically
under-used &
under-developed.
Much needs to
be razed.
102nd
If the middle of the couplet were a park, then high-rise on either side wouldn't feel so crowded
I'd like to see the short blocks between Stark & Washington become park blocks
Stark
Maybe extended to 122nd
Mixed use commercial along Stark
Stark-Washington couplet
Mall 205
Civic Uses
(Park, Community
Center, Police,
School)
potential linear park
/stormwater swale
Lots of properties
owned by Adventist
Hospital,
School, &
Adventist
church

GATEWAY community : connectivity : ecology

DistrictLab March update on EcoDistrict planning

■ **The problem:** Water pollution, diminished air quality, and inefficient natural resource use are a few of the serious issues facing cities today. Coupled with climate change, an increased focus on creating greener cities is necessary.

■ **The opportunity:** In the Gateway area, *DistrictLab* is interested in finding out how improved environmental performance might also catalyze development and contribute to meeting the existing goals for Gateway.

■ **EcoDistrict concept:** A new approach to spur innovation in five areas of the city, including Gateway, is being developed by Portland Sustainability Institute, called an EcoDistrict.

An EcoDistrict is a neighborhood or district with a broad commitment to improve its environmental performance in an integrated strategy.

■ ***DistrictLab's* plan:** The EcoDistrict framework covers engagement, self governance, and benchmarking performance data. It allows for informed decisions about demand management, green building, infrastructure, and community engagement. Thus, it is important to accurately depict the elements that apply to Gateway in order to analyze an initial implementation strategy for a Gateway pilot project. Here's an update on *DistrictLab's* work. Thanks for participating!

Completed

- Background interviews
- Preliminary data gathering
- Introduction to Gateway URA PAC and other stakeholders
- Initial stakeholder discussion and mapping of Gateway EcoDistrict pilot opportunities

In progress

- Collect, analyze Gateway data
- Consult technical advisors
- Continued stakeholder engagement and discussions
- Arrange two community workshops in May

Engagement results

Drafts will be shown for feedback on:

- Goals for a Gateway EcoDistrict
- Community map of environmental and social assets
- Alternative catalyst sites for a Gateway EcoDistrict pilot

Stakeholder feedback will be sought in two workshops in May

DistrictLab will conduct more discussions and gather input from interested groups and individuals. Please tell us the best way to schedule with you by e-mail at **EcoGateway@gmail.com**, or give us your thoughts and questions. A project web site will be up by April. Watch for announcements!

GATEWAY community : connectivity : ecology

April 22, 2010 Discussion Circle report

The agenda for the Discussion Circle was to have a loosely structured conversation about the community's priorities and values, environmental issues and priorities, and organizations that are most important to the community. This information is vital for knowing how to plan and implement a pilot EcoDistrict in Gateway. The discussion was informal, with everyone taking turns around a table.

Participants were Gateway area residents **Jim Doig, Jerry Koike, Arlene Kimura, Holly Wolfe, Maro Sevastopoulous** *and* **Teena Ainslie.** *Attending from Portland Sustainability Institute was* **Naomi Cole.** *The venue was Floyd Light Middle School, from 6:30-7:30 p.m.*

■ ■ ■

The DistrictLab *team asked about what areas or features of Gateway have the most need for improvement in the district, and what kinds of improvement are needed there. Participants were asked what they would like to see happen as the district changes over the next 10-20 years, how they imagine it developing, and what they think the next steps should be.*

The environmental discussion centered on issues participants were most interested in or concerned about, what potential methods for addressing those issues could they see developing in Gateway, and what solutions exist or might be introduced.

Meeting attendees also talked about community organizations, neighborhood or business groups with environmental issues as a concern for that group. Participants were also asked at times to locate specific issues or concerns on a map of Gateway.

GATEWAY community : connectivity : ecology

Themes

1. There has been a lot of planning and ideas about stimulating development in Gateway, but then it is never prioritized by city officials when it comes to funding.

2. Improved connectivity is a common theme. With infrastructure, this means bike lanes and sidewalks, or other street infrastructure improvements. Connectivity in the community sense is important, such as connecting schools back to the community through gardens, and through work or volunteer programs. Also, creating a walkable, livable environment to encourage people to interact more with each other.

3. There is a definite lack of community space. More space is needed for people and children to be outside and play or be active.

4. Education will be essential in Gateway. Example: Practice of disconnecting downspouts when a property has drywells. Gateway was not always connected to municipal sewer, and many properties still have that stormwater management infrastructure. Residents and business owners seem interested in efficiency and other environmental improvements if they will lead to cost savings. Demonstration projects can take an initial role in expanding an EcoDistrict by showing people the potential gains to be had. Also, the EcoDistrict should engage students to help build community and expand on participation.

The David Douglas School District is an excellent example with its resource conservation program. The district has done a number of projects to address many sustainability issues. Metering (energy) and looking at that to gain savings. Garbage and waste minimization. The high school is trying to find money to audit its swimming pool. Holly Wolfe, Resource Conservation Management Coordinator for the district, said their focus is not only on saving the district money through efficiency and conserving resources, such as recycling and measures for energy and water, but it's also to teach students about sustainability.

5. Gateway should develop to serve the surrounding community, with an emphasis on services, amenities, attractions, etc. Tthis isn't so much about the EcoDistrict as what the district should help accomplish.

Overall, we heard themes of connectivity, community space, healthy choices, education, and basic efficiency improvements rather than big technological or development projects for sustainability. We are also hearing more about how what really matters to Gateway stakeholders is creating a community that is livable and vibrant. Environmental performance is only a means to an end for this community in many ways.

Community Priorities and Issues	
Geography	**Stakeholder Comments**
Adventist Center	Interested in the health and livability of the community but they are here to serve a broader community - clinics throughout the region.
Central Redevelopment / Gateway	The zoning is pretty good for employment but it does not come.
Central Redevelopment / Gateway	The importance of street improvements like sidewalks, curbs, and gutters. He would participate in something similar to a Local Improvement District or Bancroft. He mentioned that if you own more than 51% of a property that you can get a low interest loan to make improvements. He participated in that program.
Central Redevelopment / Gateway	Maybe start a project around the food cart area on 102nd ave.
Halsey-Weidler	The next step is to put all the pieces together with planning. Focus on Halsey/Weidler from 102nd to 122nd. Do marketing and bring attention to Gateway.
Halsey-Weidler	Graffiti is a concern. My building got tagged five times by graffiti artists. It cost me $1,000 to get them removed. It wasn't only me, it was residential homeowners as well, with garages that got tagged. It could be a part of the MAX opening ... people get out here and destroy us and then get out of there.
Halsey-Weidler	JD North, it was a buffet place here. PDC took that down ... they said they're going to build a park there. As a Gateway district, we had an opportunity to talk about it. A park is good, but it's going to attract drug dealers, skateboarders, you know, people who are going to hang out at night. We would like to see at least a business plaza that we can move some business to.
Halsey-Weidler	To be honest with you, the women employees in my office are scared to walk out in summertime. In daylight, a guy was robbing a woman's purse. A pair of daylight car break-ins. When it's nice, summer, I encourage them, to go for a walk. But I encourage them to take their cell phone with them.
TC and Shopping Center	Build Verde idea dates to before EcoDistrict initiative (2001).
TC and Shopping Center	Interest in gathering data on modes taken to retail.
TC and Shopping Center	District is a clean slate, with potential to develop buildings in a coordinated way to take maximum advantage of solar, wind, etc.
TC and Shopping Center	Interstate 205 and the Light Rail station are assets because of the ease of access to the community.
TC and Shopping Center	Do placemaking with the ~50 acres at TC.
TC and Shopping Center	Good vehicular access from freeways.
Gateway	Good transit access.
Gateway	Public transit access is good

Community Priorities and Issues	
Gateway	Desire for higher density development in the area.
Gateway	Desire for more economic development.
Gateway	Desire for more residential development.
Gateway	Desire for more employment and mixed-use development.
Gateway	Want to attract more customers.
Gateway	Allow more young families to feel comfortable living in Gateway.
Gateway	Create a Gateway Education Center in partnership with several institutions; Educate the public about Gateway's current sustainable practices, facilities, and programs (examples include first-ever LEED Platinum aquatic center, composting at Fred Meyer, projects in David Douglas schools); Use public art to advance sustainability education.
Gateway	Diversity: neighborhoods are some of the most diverse in the city. Languages spoken at DDHS; large populations of Russian, Romanian, African-American, possibly Hispanic too.
Gateway	Many networks of people organizing to try and improve the district.
Gateway	Abundance of affordable housing.
Gateway	High-level theme: Equity and connectivity (social, not just transportation) in the context of sustainability, rather than just buildings.
Gateway	A community that may be predisposed to, or even have a preference for, density: immigrant communities. Example: Russellville is almost always at 100% occupancy.
Gateway	Most valuable features: Proximity to airport. Warehouses. Location and freeway access. Proximity to Washington. Hub of Portland. A lot of land.
Gateway	They did a good job on 102nd.
Gateway	MAX is an asset and the community supports it.
Gateway	We see a lot of bikers here.
Gateway	Airport's improvement plans bode well for Gateway because of its proximity and accessibility. Increased air traffic to the airport = hangars for planes to stay overnight = cargo = workers = potential for additional facilities or a hub = money to the Gateway economy. "We don't know how long that's going to take, but that's something we look forward to. We would like to be part of that plan."
Gateway	"If we can get a business plaza here, attract a lot of corporate offices, local businesses, nice buildings, it will bring more jobs to Gateway. Bring more traffic to Gateway."
Gateway	Pastors could be an effective way to reach out to many of the different communities.
Gateway	Zoning with Form Based Code to generate ideas for the district.
Gateway	Signage and identity can be promoted more by the city. More literature promoting Gateway is needed.
Gateway	GABA can be tapped to help create an identity (from business perspective).
Gateway	Portland should demonstrate in Gateway how good Transit Oriented Development can be.
Gateway	East Portland Action Plan a positive.
Gateway	Bring East Portland together.
Gateway	Build East Portland's identity and rebrand it.

Community Priorities and Issues	
Gateway	Branding: capitalize on diversity as a strength; promote festivals; Gateway Green; take a fresh look ("all things green" and reinforcing the commitment to sustainability).
Gateway	Demonstration projects.
Gateway	Maybe the City could subsidize improvements to encourage people to pitch in. More incentives are needed.
Gateway	He would participate in a public private partnership.
Gateway	His wife goes to the East Portland Community Center which he thinks is a nice facility.
Gateway	60 million visits a year due to the train.
Gateway	Claritas retail demographics show strength: high concentration of >$100,000 disposable income, higher in Gateway area than in Bridgeport.
Gateway	Healthcare access a big strength.
Gateway	Potential to create the metro area's next urban campus for a company that wants housing, recreation, access and connectivity.
Gateway	Gateway is a commercial center.
Gateway	The business component is the most signficant based on his experiences.
Gateway	Residential is also critical to the district's future.
Gateway	Gateway Green project could bring some regional notoriety. Potential catalyst...
Gateway	Should do as much commercial development as you can up 102nd Ave.
Gateway	Focus on 102nd Ave. for improved visibility. Maybe a signature building.
Gateway	Its important to consider the large senior community in the area.
Gateway	The community center pool is a major success. Everyone in the community likes it, and it surprised members of the community who didn't know what to expect in a green building (it doesn't look like what they thought it would?
Gateway	Gateway Green and I-205 stormwater mitigation are assets.
Gateway	They like the UO/OSU joint facility in SW Portland. Would like something similar to be done here, with child-care added to it.
Gateway	Some economic decline observed in Gateway area.
Gateway	Area to the east of Gateway experiencing dire economic decline.
Gateway	Retail growth in Gresham, Portland airport, and along the I-205 corridor is competing with Gateway.
Gateway	Challenge of attracting younger families.
Gateway	Lack of identity or branding, and a unifying theme to market to developers.
Gateway	Networks of people working on improving Gateway have the same thoughts, but they are not well connected to each other.
Gateway	Lack of market rate housing, specifically 3BR rentals.
Gateway	Large populations of different ethnicities that tend to not interact with each other (e.g. Russian and Romanian groups).
Gateway	Low-income families: High percentage of students on free lunch program.
Gateway	Gateway's slow rate of development: 12 years and little to show. Generate TIF: we're halfway through URA.
Gateway	People confuse East Portland and East County. He advises us to be sure and not do this.

Community Priorities and Issues	
Gateway	What is wanted from the City: Change the perception of Gateway. The cost to build here is the same as everywhere else, but the perception is that rents would be as good, and returns won't warrant 'high-quality'.
Gateway	What is wanted from the City, 2: Public help. Public investment. Provide the brainpower, which is a soft cost. Make that cost "delta" feasible here.
Gateway	Do not "sing to the choir" and tell people in Gateway what is needed, or raise expectations with the locals. Tell the City's leaders.
Gateway	Much more streetscape is needed besides 102nd.
Gateway	People did ask me what I think about MAX from here to Clackamas Town Center. Well, I think it's great for Clackamas Town Center because they get all the attention, but there's nothing for Gateway. Everything they printed at City of Portland, PDC, was all about Clackamas Town Center getting the rail, but there's nothing mentioned about Gateway. I'm a little frustrated, because we were supportive. We were excited about this MAX line because residents here take the MAX.
Gateway	When things go down, people move out of Gateway. Everybody pulls out of Gateway right away. Empty buildings, displacement and disinvestment.
Gateway	Overall safety, security, vandalism, loitering and crime concerns. He thinks it reduces walkability. If we increase (security), I think people will take advantage of it, and it will be safer out there, and walkability will improve.
Gateway	Gateway has a lot of old, typical buildings. Nothing new has been built here. Albertson's closing (on 122nd) was a big blow. Nothing has been done to it, nothing has been planned for it. When graffiti hits you can see that building tagged first. I have heard drug deals go down at night there. Cops go there. These are things that need to be taken care of before we can give a facelift to Gateway. Gateway needs a facelift ... we are in dire need.
Gateway	Don't be esoteric about an EcoDistrict
Gateway	Put the economic vitality and equity front and center, not the energy and reuse stuff.
Gateway	Laments the cost that must be paid by homeownwers for improving streets when they already pay taxes. The area needs improvements that can make it more attractive.
Gateway	Looking for improvement in street lighting.
Gateway	He wants to develop his property but does not feel that there is much interest.
Gateway	He mentions a completed project's design review and suggests that it was a fiasco in trying to get it approved by the City.
Gateway	He discusses the importance of businesses having parking. He thinks parking needs to be in front of the building not in the rear because of safety issues and because the area is auto oriented. He asserts that one size does not fit all regarding setback standards on transit streets.
Gateway	There needs to be more family oriented businesses and services.
Gateway	Wants to see more business diversification like better grocery stores - New Seasons and Trader Joes instead of vacant Albertsons, car dealerships and Goodwill. He suggests it would be nice if you could walk to the store.
Gateway	He believes that there needs to be more middle ground on parking an landscaping requirements as well as more flexibility in the building code.

Community Priorities and Issues	
Gateway	He thinks the vacant lots present an image problem for Gateway and that improving the streetscape and developing lots would be a major benefit.
Gateway	Does not recreate here.
Gateway	Frustration with lack of attention being paid to Gateway.
Gateway	Some pockets of undeveloped land and old run down buildings off of the west side of 102nd need redevelopment.
Gateway	More living wage job opportunities in the district. Continued growth around the commercial corridor.
Gateway	The big challenge is support from the City. The City tends to be City Center focused as opposed to East County. More resources need to be allocated to the Gateway area.
Gateway	Develop the community to make it attractive to business.
Gateway	Does not think of Gateway as a place to recreate.
Gateway	Does not want to see more intense development than Russellville in Gateway.
Gateway	High Density Zoning near SFR has the potential to create conflicts. Focus development to the west of 102nd to avoid this.
Gateway	Good spirit toward “needed” housing (social/affordable housing). In the past 20 years, conversations have gone from being exclusionary (shove it all along I-205) to inclusionary (mix it into neighborhood).
Gateway	Community as a whole will be turned off by certain City and PDC associations. Notions of redevelopment that it associates with “urban renewal.”
Gateway	Challenge is to associate redevelopment with community’s priorities and needs and look forward.
Gateway	Underdeveloped land zoned EXD, RX.
Gateway	Metro area's demographic shift: population shifting out, migrating to large lots, mid-century housing.
Gateway	Growing market segment that will pay for organic, for high-quality physical environment.
Gateway	PDC's budget can be fungible. The willingness is there.
Gateway	Key example of local leader: Barbara Rommel, former David Douglas Schools superintendent, and "not taking No for an answer."
Gateway	He follows David Ashton's online crime coverage at EastPDXNews. Every week there's something with a shooting in SE Portland, gang, drug best. 122nd.
Gateway	It's about time attention is paid to Gateway. Frustration with political figures, who want to get elected, they come here and promising things. Then they get elected, and we say 'what about us?' So we are excited to get attention to Gateway.
Gateway	Wants to see more natural food stores like Trader Joes and New Seasons, or co-ops. Has to leave the local area for that, because everything here is a big box.
Gateway	Frustration with serving on the (planning) committees, doing your best, looking at the best areas, but nothing happens.
Gateway	IRCO (Immigrant and Refugee Community Organization) does a wonderful job of helping non-native English speakers.

Community Priorities and Issues

Gateway	Seniors need housing that meets their needs. Higher density infill doesn't, looking at multi-story or stairs to climb. Need low-level, 1-story housing. The area east of 102nd, from E. Burnside to Halsey, has this type of senior-friendly housing.
Gateway	The large multiplexes are built cheaply and not many people like them.
Gateway	Do something with the vacant areas of Mall 205 and Albertsons.
Gateway	Often development is pushed down the road twenty years.
Gateway	Land costs are too high.
Gateway	No place for kids to play, we are short on infrastructure.
Gateway	Multifamily residences look like barracks.
Gateway	I like the New Columbia development (in North Portland), it looks like a place I would like to live. Mix of affordable and market housing is an appealing feel.
Gateway	What will it take to bring things into Gateway so we don't have to go miles to places .
Gateway	We need more employment instead of residential.
Gateway	Development in Gateway is for flipping.
Gateway	There are a lot of absentee owners.
Gateway	There is a sense of incompleteness with projects that are not connected.
Gateway	Developers need other funding. They are not willing to take the financial risk.
Gateway	99th should be a priority.
Gateway	High density low income housing is a big problem.
Gateway	Schools are bulging with special needs students and homeless kids.
Gateway	The schools do a tremendous job of watching their pennies.
Gateway	Using fliers for getting information out is not very effective.
Gateway	Public housing is not in the tax base.
Gateway	There should be cooperative projects through the high school to help with work experience.
Gateway	Parks are not tax generating.
Gateway	There are beautiful green areas and gardens in neighborhoods, but not in commercial areas. I want to see more green, more vegetation.
Gateway	I want to see more changes in transportation, for biking and walking. It doesn't feel safe enough to bike here. I wouldn't let my son do it, and 122nd Ave. is like suicide. I want more east-west connections.
Gateway	A lot of bike riders on 102nd use sidewalks.
Gateway	I've seen a lot of cyclists on 99th.
Gateway	It's dangerous for elderly to walk. It's daunting, and not conducive to encouraging walking and the interaction it promotes. The East Portland Action Plan has a priority to put sidewalks on arterials.
Gateway	How can we pursue street improvements? There needs to be shared risk, and pursuit of other funds. There's an unwillingness to take on private burden, and there's a limit to what Portlanders overall can pay for in bonds. It is going to take a lot more public funding.
Gateway	The challenge is, how do we include people with lower incomes, get them contributing to the community.

Environmental Priorities and Issues	
Geography	**Stakeholder Comments**
Adventist	Adventist feels like they have the most open space around the campus relative to the rest of the community.
Adventist	They recycle all of their paper/cardboard and are looking at plastics and cans. Changed their dietary service to recyclable or compostable wares.
Adventist	Carbon and other environmental related things are beginning to be discussed. Feels like Adventist should focus on energy management and transportation. Compared to other facilities, like OHSU, there is a lot of incentive to use public transit. In Gateway, parking is free and the area is more auto oriented so that is harder to achieve. Hospital is doing an energy audit and they might be able to do "some things" with PGE.
Adventist	Little has been done on the carbon front yet.
Adventist	They would be willing to integrate with the surrounding community on projects.
Halsey-Weidler	Parkview Christian Retirement Center's energy efficiency improvement projects.
Halsey-Weidler	Columbia Bank is putting in new fluorescent lights.
TC and Shopping Center	Long-term, multi-site approach to stormwater.
TC and Shopping Center	Business Energy Tax Credit (BETC) participation of Fred Meyer.
TC and Shopping Center	PV solar not yet economically feasible to Fred Meyer, even with BETC.
TC and Shopping Center	Payback from energy efficiency measures at Fred Meyer.
TC and Shopping Center	Compost program at Fred Meyer is a success and could be publicized more.
Gateway	Solar potential.
Gateway	Wind potential.
Gateway	I would like to see solar panels on street lights. Make it look nicer and brighter.
Gateway	We could use a windmill here, and if we have tall buildings, put them on top, just like downtown. I don't want it on Weidler, but we are kind of high elevation, we get a lot of wind from the (Columbia Gorge). Wintertime, it's a nightmare to walk out to your car. We get lots and lots of wind.
Gateway	There has not been a program approach for the Gateway area. PGE informs, but there's not a pilot program, like 'let's target 500 houses, or this block.' Let's go talk to them, save you money and save the planet. And it's federally funded up to this amount, plus you get this rebate for Oregon Energy Trust, and this is your out of pocket cost. I would love to see something like that.
Gateway	Energy: Solar and wind opportunities. Lots of wind from the Columbia Gorge, especially in Winter.
Gateway	If companies can get rebates on solar panels, I'll go for it. I was born and raised in Fiji, and we had so much solar power there. It's nice and hot, 100 degrees every day. It was not very hard to capture the sun.

Environmental Priorities and Issues	
Gateway	Education is very important. What PGE did was amazing (at GABA's April board meeting), that is going to raise so many eyebrows. Did you see the older couple there, they were not members, they were not there for GABA. They came for the energy talk. We can fill the room with 200-300 people if we do the right kind of marketing. We can talk with people about how to save money, how to save energy in your house. It will make a lot of difference.
Gateway	Hopefully a public/private partnership could be located here in Gateway. He wants jobs and business to come out of it for firms in Gateway.
Gateway	Vacant lots with miscellaneous debris are an environmental issue because of pollutants. Air quality could be an issue as well due to proximity to the freeways.
Gateway	Obstacles to addressing CO2 and air quality in Gateway were identified as: the predominance of freeways and major arterials; difficulty of encouraging redevelopment without increasing surface parking; through traffic from intercity trips (more internal-external or external-external trips, than internal-internal or intra-urban local trips), and large amounts of air pollution that is not within district control; problematic streetscapes and mobility issues, such as wide pedestrian crossings, lack of sidewalk connectivity, and streetscapes that aren't pedestrian friendly all discourage alternatives to automobile use; there is a significant lack of trees and generally poor vegetation cover, a factor in carbon sequestration.
Gateway	Opportunities for methods to address CO2 & air quality in Gateway noted were: green streets, providing ODOT planting strips along the freeway, and making use of the triangle of underutilized ROW space in the I-205 freeway.
Gateway	Opportunities for addressing energy issues were: wind (David Douglas High School has a wind project); programs to upgrade/weatherize older apartment buildings; energy conservation programs for property owners, with incentives to increase insulation (making energy efficiency easy and affordable).
Gateway	Obstacles to addressing energy issues in the district were: the lack of data (electricity data is difficult to obtain for a large enough sample and a wind study specific to the district is needed); the need to expand education about the numerous benefits associated with energy efficiency.
Gateway	Opportunities identified by the group were: the soil in Gateway is very permeable; the Gateway Green project, adjacent to the Gateway Urban Renewal Area, is already looking into methods for water collection, treatment and reuse.
Gateway	Obstacles noted to water efficiency in the district were: a high amount of existing impervious surfaces and the tendency for certain locales to flood repeatedly.
Gateway	Wants to see structures that can give habitat to peregrine falcons that have been spotted, and they also spotted an eagle.
Gateway	Relating the city's overall Climate Action goals is a no-no. It's like talking down to the community or emphasizing a disconnect.
Gateway	Concepts for EcoDistrict "go over our heads."
Gateway	Stormwater has been so bad that we use to refer to the area as "Lake 102nd"
Gateway	The streetscape is very daunting to walk.
Gateway	Runoff and stormwater is a huge problem. It's costing us.

Environmental Priorities and Issues	
Gateway	The area is mostly on dry wells and many residents disconnect their downspouts. Or they don't disconnect but they claim to do so to get the discount.
Gateway	Solar on a neighborhood scale would be desirable.
Gateway	Look into the "Ecodistrict" project that was set up at OMSI.
Gateway	David Douglas school district has done a number of projects to address many sustainability issues. Metering and looking at it to save a lot. Garbage and waste minimization. The high school is trying to find money to audit its swimming pool.
Gateway	We should plant more fruit trees and have them harvested by a non profit organization. Russian communities would like to harvest the fruit.
Gateway	We need vacant lot gardens.
Gateway	On EcoDistricts, are you just talking about performance for new buildings? What about existing buildings and retrofits?
Gateway	There are 13 dry wells on my property.
Gateway	For education, what works is visual. Seeing gardens, rainbarrels, that kind of thing. Not mail or newsletters.
Gateway	Kids are the best teachers in recycling. The kids train the parents, then it makes the news.
Gateway	Parents are amazed at what kids can do, because at home, they don't do those things. Get the kids to respect it, because they don't learn that at home.
Gateway	This isn't a district that needs resource conservation in the traditional sense, that isn't where the problem lies. At streamside, they don't see it. So we need behavior changing strategies. A big question.
Gateway	Stories and experiences, this is valuable. It can happen in a residential area. Talking to neighbors about what I do shows them how to save on their electric bill.
Gateway	More ecoroofs. Are there any in our area?
Gateway	Physical involvement helps kids, especially special needs or at-risk students who would otherwise lose interest or drop out. It broadens minds and connects kids to the world around them.
Gateway	Fundraising with surplus nursery stock can help a school, connect it to community.

Sub Area Characterizations	
Geography	**Stakeholder Comments**
Halsey-Weidler "Main St."	Good possibilities for secondary projects include: redevelopment of the Oregon Baptist Home and “Parkview” (senior living)
Halsey-Weidler "Main St."	Circuit City-vacated big-box behind the wind-park and westbound-Halsey turnaround at 102nd
Halsey-Weidler "Main St."	Focus on the area from 102nd to 122nd as a business district.
Halsey-Weidler "Main St."	Energy: Solar powered streetlights. Energy efficiency projects for buildings. Save on cost and improve lighting.
Halsey-Weidler "Main St."	Safety, security, vandalism, loitering, crime, and the effect on walkability.
Halsey-Weidler "Main St."	A couple of years ago, a cyclist was killed here, right by the Kings Omelet, he was riding on the wrong side of the street.
Halsey-Weidler "Main St."	New bike shop.
Halsey-Weidler "Main St."	Easy Interstate Access - Halsey
Halsey-Weidler "Main St."	Thinks the community would prefer a park that is further from a busy area. Referencing the City's current effort.
Halsey-Weidler "Main St."	Halsey good place to start. Look to map for details.
Halsey-Weidler "Main St."	Halsey/Weidler Couplet: is Gateway’s primary local business area and it is currently one of the more walkable areas in the district. It is also considered to be one of Gateway’s most historic, or iconic, places. A participant identified the area as Gateway’s “Old Town” which is prime for revitalization and within a short walking distance from the adjacent residential neighborhood. Mixed-use development was suggested as a development approach for this area. Furthermore, the City owns a parcel of land here that is slated to become a park, which was highlighted as an amenity. One map identified the area’s close proximity to the Transit Center area, suggesting the importance of establishing connectivity to this area of Gateway.
Halsey-Weidler "Main St."	There is some concern that development along the Halsey Weidler couplet could raise lease rates and drive local businesses out.
TC and Shopping Center	Fundamentals of freeway and light rail are strong enough to keep it going.
TC and Shopping Center	Development of Ted Gilbert's vacant properties.
TC and Shopping Center	Hopes for Oregon Clinic to engender more development in the park-and-ride area.
TC and Shopping Center	Using a long-term approach to stormwater. Drywells used currently throughout shopping center site.

Sub Area Characterizations

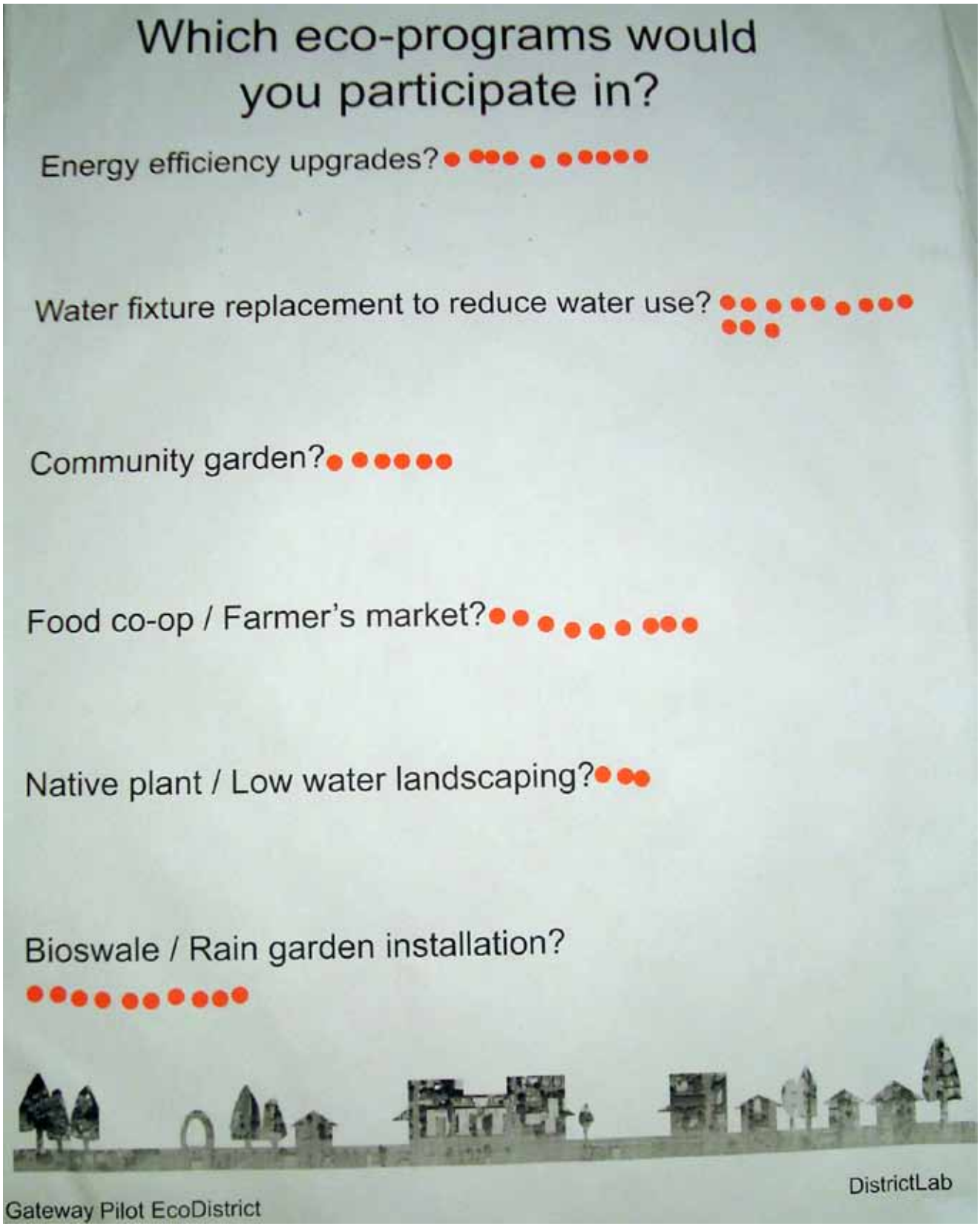
TC and Shopping Center	Would consider a feasible solution to handle stormwater in a regional or subregional way.
TC and Shopping Center	Energy efficiency measures Fred Meyer invests in. Uses BETC. Payback in voided energy is in millions of dollars throughout the chain. Compost program.
TC and Shopping Center	Wants pedestrian connectivity in surrounding neighborhoods' networks.
TC and Shopping Center	Individual lots could be redeveloped by PacTrust. The entire shopping center could be redeveloped in 30 years.
TC and Shopping Center	Kohl's owns its store.
TC and Shopping Center	About 50 acres in the hands of 4 owners: PDC, PacTrust, Gilbert Brothers, the Elks.
TC and Shopping Center	Shopping center is ~35 acres, about the size of Hoyt St. Yards.
TC and Shopping Center	The opportunities of location and transit connections cannot be duplicated.
TC and Shopping Center	Without an intervention, the opportunity will be lost and suburban-style development will happen here.
TC and Shopping Center	With Kroger chain, there is a chance to innovate in Portland. They see competition with Safeway's TOD in the Pearl, plus Whole Foods.
TC and Shopping Center	We see people take their bikes to Fred Meyer.
TC and Shopping Center	Fred Meyer has attempted “green” efforts and is considered a stakeholder to talk with about a project. The group knows about a Wilsonville Fred Meyer renovation that is ambitious (multi use, adding uses above the store?).
TC and Shopping Center	The proposed Build Verde site is the ideal location for a more focused study area and potential catalyst project. Some reasons include: compatible zoning (for height), few property owners, PDC owned property, visibility, transit access and the initiative has already been floated to the City. Challenges with this area are soliciting investment and the need to purchase the Elks property.
TC and Shopping Center	Provide connectivity through a new street in the Build Verde site (reverting back to the street grid as it was in the pre-Fred Meyer and shopping center development days). Reconnect 99th to 102nd.
TC and Shopping Center	Transit Center - provides access to Gateway from the Portland region
TC and Shopping Center	Participants discussed opportunities in the area around the Transit Center and Fred Meyer where there are relatively few landowners and many “shovel ready” properties. This area’s proximity to Gateway Green, the MAX and the Halsey Weidler Couplet were depicted as significant benefits.
TC and Shopping Center	A concern of store management and Fred Meyer executives are observations of economic decline, demographic transitions.
TC and Shopping Center	Light rail brings shoplifters to the store.

Sub Area Characterizations	
TC and Shopping Center	Transit and freeways are a negative on desirability for residential.
TC and Shopping Center	Private developers unable to "get the lines crossed."
TC and Shopping Center	For mitigating stormwater, injection filters for drywells will be expensive, and there's no land to do bioswales.
TC and Shopping Center	PV solar: Unable to achieve it economically, even with BETC.
TC and Shopping Center	Poor walkability in the surrounding urban form.
TC and Shopping Center	Corner lot on 102nd and Pacific is too tiny to take advantage of its zoning for mixed use.
TC and Shopping Center	Economic challenge on spatially unidentified corner location where public sector and Gilbert were unable to get mixed-use development in place.
TC and Shopping Center	Reciprocal easement agreement, makes integrated changes difficult.
TC and Shopping Center	Gilbert property may be a good place to initiate a project but there are other adjacent propoerties that would need to be involved like the Elks.
Central Redevelopment	Easy Interstate Access - Stark / Glisan
Central Redevelopment	Number of vacant lots and unimproved streets
Central Redevelopment	His wife goes to the East Portland Community Center which he thinks is a nice facility.
Central Redevelopment	He thinks that developing the area nearest 205 between Burnside and Stark would be a great place to start. The area needs something to get further development going.
Central Redevelopment	Should do as much commercial development as you can up 102nd Ave.
Central Redevelopment	Stark / Washington Streets: One suggestion for this area was the turning the “short blocks” between Stark and Washington into park blocks with mixed-use commercial development along the street frontages. Additionally, the green space to the southeast of this area was identified as an important area for civic uses as a park and school.
Central Redevelopment	The cost to landowners to improve streets
Central Redevelopment	Vacant lots with miscellaneous debris are an environmental issue because of pollutants.
Central Redevelopment	He asserts that one size does not fit all regarding setback standards on transit streets.
Central Redevelopment	Some pockets off the west side on 102nd are really in need of improvement

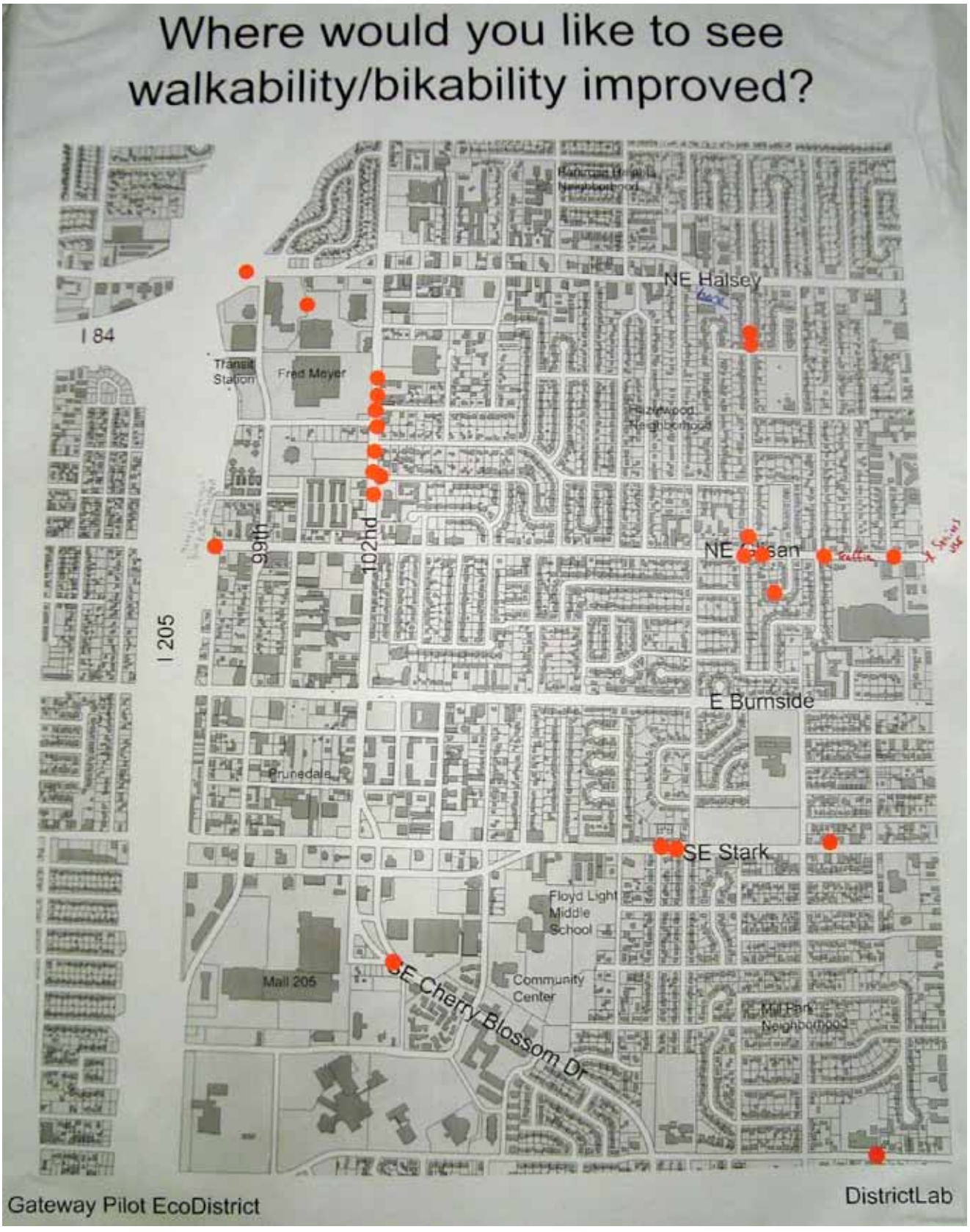
Sub Area Characterizations	
Central Redevelopment	Area bordered by East Burnside, NE 102nd Ave., SE Stark St. and I – 205: This area of the Gateway URA was described as “underdeveloped” with numerous vacant lots and unimproved streets. Others referred to the area as blighted and in need of major improvements. It was suggested to site a city park here that could be used for stormwater collection and a central meeting place since this area has more established trees than other locales in central Gateway. Incorporating other features like windmills on new streetlights or other infrastructure improvements may provide sources of alternative energy.
Central Redevelopment	Many refer to vacant lots in this area as a "junkyard"
Central Redevelopment	Been waiting since the 1970s for development here. Absentee landowners a big problem, sitting on vacant or underutilized lots.
Central Redevelopment	Transient or homeless population and littering is a nuisance. All the trash really bothers him. Garbage piles up in the bays or swales of the new green streets.
Adventist Center-Mall 205	Mall 205 - possible area for redevelopment
Adventist Center-Mall 205	He thinks more local businesses would be nice. Mall 205 is not doing well.
Adventist Center-Mall 205	Mall 205: This area was noted for its limited use and lackluster business activity. Its ownership was identified as a point of interest as only a few landowners control this large area of the URA. It should be noted that some ownership is absentee while another is primarily a large corporate entity.
Adventist Center-Mall 205	Walking opportunities are good here
Adventist Center-Mall 205	The academy is hoping to replace all of their current facilities with new ones.
Adventist Center-Mall 205	Adventist feels like they have the most open space around the campus relative to the rest of the community.
Adventist Center-Mall 205	Adventists may not want certain businesses/uses on their property because it conflicts with their faith.

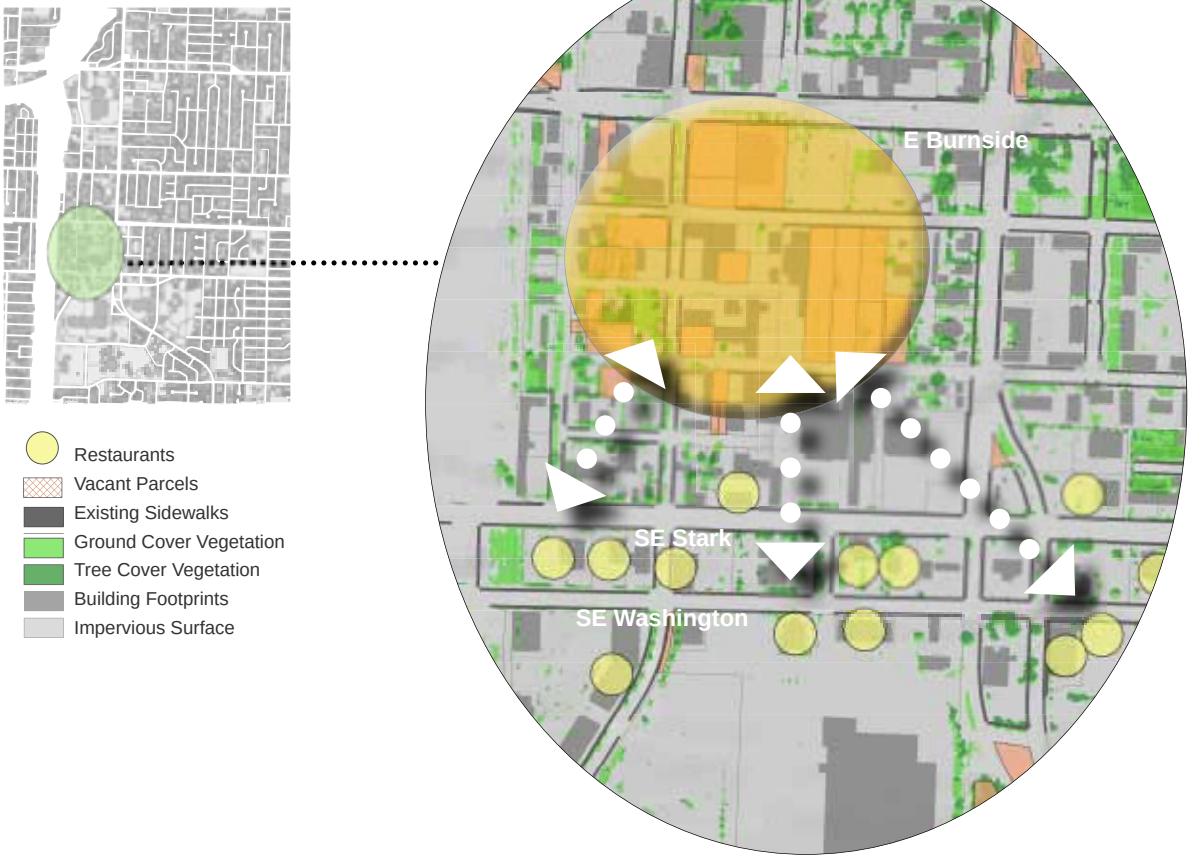
Networking and Involvement in Gateway
Group, organization or individual
Participation in land use planning
Energy Trust
PGE
PDC and/or Gateway Reg. Center URA PAC
Business neighbors in Parkrose
David Douglas schools
Parkrose, Reynolds schools
Hazelwood Neighborhood Association
Gateway Area Business Association
East Portland Chamber of Commerce
Friends of Gateway Green
Rotary-role in scholarships and youth development
Kiwanis-builders club
IRCO (Immigrant and Refugee Community Organization)
Barbara Rommel's leadership
Mid-county Memo, reporter Lee Pearlman
East Portland News, EastPDXnews.com, reporter David Ashton
Greek Antiochian Orthodox Church
Eastminster Presbyterian Church and Rev. Brian Heron
Fruit Tree Project
Friends of Trees
East Portland Action Plan committees

Tabling at Mother's Day community bike ride



Tabling at Mother's Day community bike ride





Prunedale Gardens

ALTERNATE PILOT PROJECT 3: PRUNEDALE COMMUNITY GARDENS

The concept for a community garden in the Central Gateway Redevelopment Area, locally known as Prunedale, is based on input from stakeholders that more gardens are needed, social connectivity is a priority, education is more effective when there's something tangible and visible, and more options for healthy lifestyles are needed.

The proposal is to locate community gardens for users to grow their own produce or other plants they would enjoy cultivating. This concept would take advantage of the Gateway Green Streets Master Plan in general, specifically the 97th Avenue green street project and a local vision for 99th Avenue to become a more vital neighborhood artery.

There are several pre-requisites that need attention before moving forward with this concept. First, any site in Prunedale that is a brownfield would be ruled out for a community garden that produces local food. Second, there may be concerns that a temporary use such as a community garden would not be appropriate in an area zoned EX (central employment), where properties are intended to be intensely developed. A garden might be a good placeholder to improve the vacant space, but if it thrives its users would resist losing it when redevelopment eventually occurs.

Although deep planting beds are an option, soil in Prunedale is a challenge because of the likelihood of brownfield sites

Because of these concerns, this concept will not be included in the project's final recommendations, and the Central Gateway Redevelopment area is proposed as the site of a recommended Materials Recovery Facility.

Alternatives

District energy is worth exploring here in a future phase of the EcoDistrict's development, because centralized energy can work in a sites where several lots are redeveloped at one time. Further green street implementation would need to be done in tandem with this strategy to coordinate infrastructure improvements.

As a different kind of garden, and one that is more conducive to temporary uses, a bioenergy garden is an interesting option. Alternative energy crops such as sunflowers and canola were planted in a Pittsburgh marginalized neighborhood through its Growth Through Energy and Community Health project, which used vacant lots and brownfields. The plants produced oil seeds for biodiesel and absorbed contaminants from the soil through phytoremediation.

Community gardens could also be placed in other locations throughout Gateway in order to build on social connectivity within the district, increase local food production and create more options for a healthier lifestyle. Potential sites include the new park being developed along NE Halsey, incorporated as part of a new development on vacant land throughout the URA, or in the public space surrounding Floyd Light Middle School and the EPCC. For the latter option, an educational component could be built into the garden as a way to engage younger students.