

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF SELECTING A ) RESOLUTION NO. 03-3378  
CENTER TO SERVE AS THE PILOT FOR )  
THE DEVELOPMENT OF STRATEGIES )  
TO ENHANCE REGIONAL AND TOWN ) Introduced by Councilor Brian Newman  
CENTERS IN THE REGION )

WHEREAS, Policy 1.15 of the Regional Framework Plan calls upon Metro to develop a regional strategy for enhancement of Centers, Station Communities and Main Streets in the region, including support for efforts by cities and counties to develop strategies for their individual Centers; and

WHEREAS, Title 6 (Central City, Regional Centers, Town Centers and Station Communities) of the Urban Growth Management Functional Plan calls upon each city and county with a Center to develop a strategy to enhance their Centers on a schedule jointly-determined with Metro; and

WHEREAS, Resolution No. 02-3254B For The Purpose Of Establishment Of A Centers Team Within The Planning Department And To Commence Implementation Of The Centers Strategy directed the Metro staff to recommend to the Council the first Centers to develop strategies; and

WHEREAS, the Council appropriated \$100,000 to assist cities and counties in the development of strategies to enhance their Centers; and

WHEREAS, in response to a call from Metro, six cities submitted nominations for a pilot Center; and

WHEREAS, the Metro staff, with advice from the Metro Centers Team, evaluated the nominations using seven factors endorsed by the Centers Advisory Committee and recommends that the Council the select Beaverton Regional Center; now, therefore,

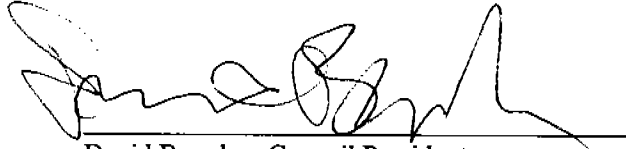
BE IT RESOLVED,

1. The Metro Council selects the Beaverton Regional Center, nominated by the City of Beaverton, to serve as the pilot for the development of a strategy to enhance a Regional or Town Center.

2. The Council directs the Metro staff to:

- Initiate a request for proposals from qualified consulting firms, and select such a firm, to assist the City of Beaverton and the Metro staff in carrying out the steps in developing a strategy for the Beaverton Regional Center
- Provide other assistance to the City of Beaverton in the development of its strategy.

ADOPTED by the Metro Council this 6<sup>th</sup> day of November 2003.



David Bragdon, Council President

Approved as to Form:



Daniel B. Cooper, Metro Attorney



## STAFF REPORT

IN CONSIDERATION OF RESOLUTION NO. 03-3378, FOR THE PURPOSE OF SELECTING A CENTER TO SERVE AS THE PILOT FOR THE DEVELOPMENT OF STRATEGIES TO ENHANCE REGIONAL AND TOWN CENTERS IN THE REGION

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Date: October 22, 2003

Prepared by: Brenda Bernards

### BACKGROUND

#### **Centers Initiative Program**

The Centers Initiative is designed to support and encourage mixed-use, compact, walkable communities within existing urban areas in the Central City, Regional Centers and Town Centers of the Portland metropolitan area.

Staff has worked with local jurisdictions over the past seven years to establish the zoning for the 2040 Centers. The Centers Initiative Program is designed to build upon Phases I, II and III Centers Studies of 2000-2002. These studies demonstrated that while the 2040 zoning is in place, it would take a partnership between Metro, local jurisdictions and the private sector to bring about the quality development and the meaningful growth of Centers. In Phase III of the Centers study, Ten Principles for Achieving 2040 Centers were developed. The Ten Principles guide the Centers Initiative Program.

The Metro Council adopted new policies and regulations supporting development of the 2040 Centers as part of its periodic review of the Urban Growth Boundary (UGB). The Centers Initiative Program implements the new approach to Centers. In addition, the Residential Urban Growth Report forecasts that 29 percent of new housing units will locate on already developed land. This represents an increase of 2.7 percent over the observed rate of 26.3 percent. This rate increase means 6,000 more dwelling units inside the boundary. The Employment Urban Growth Report forecasts that 50 percent of new office and retail will be developed on already developed land. As much of the development inside the Centers will be refill, it is necessary for Metro, working with its local government partners, to develop a strategy to increase the forecasted refill rates. The Centers Initiative Program will help local governments achieve higher refill rates in Centers.

The Metro Council appropriated \$100,000. to begin the Initiative in one Center as a pilot for the other centers of the region. A call for nominations was sent to all jurisdictions with Centers designated on the 2040 Growth Concept Map. The nominations were due on September 26, 2003.

#### **Nominations**

Six nominations were received. These included three Regional Centers: Beaverton, Hillsboro and Oregon City and three Town Centers: Lake Oswego, Milwaukie and Rockwood (Gresham). All of the nominations were very good and each might have made a good choice pilot center candidate. It was a difficult decision to select one of the six.

#### **Selecting the Pilot Center**

To select the Pilot Center, seven factors were developed based on the Ten Principles for Achieving 2040 Centers, Metro Council direction and consultation with the MTAC Centers Sub-committee and MTAC. Key elements included leadership, both public and private, private investment in the Center, the ability to replicate the Pilot in other Centers and, as this is primarily an implementation effort, it was important that

the bulk of the planning work for the Center had been completed. A sub-committee of the Metro Centers Team reviewed the nominations. After a great deal of deliberation, the Beaverton Regional Center was selected for the Pilot Center.

### **Recommended Center for the Pilot Center Development Strategy**

Of the six received, the nomination from the City of Beaverton was the strongest overall.

- Strong leaders were identified;
- There is significant private investment underway;
- Staff believe that the lessons learned will be replicable to other Centers; and
- The City has completed much of the planning for the Center.

The Beaverton nomination was followed closely by the nomination from the City of Milwaukie. When additional funds become available, the staff recommends that the Milwaukie Town Center be the next Center to implement the Centers Development Strategy.

As noted above, all of the nominations would make a good candidate and as funds become available, staff would like to move forward on Centers Development Strategy for each.

### **Next Steps**

Once the Council has approved the recommended choice or selected an alternative, the following steps will be undertaken:

- Work with the jurisdiction to develop a scope of work based on the Eight Step Development Strategy prepared by the Metro staff
- Initiate Request for Proposals for eligible consulting firms
- Select a consulting firm and enter into a contract
- Begin the Pilot Center Development Strategy

### **ANALYSIS/INFORMATION**

1. **Known Opposition:** There is no known opposition to Resolution 03-3378.
2. **Legal Antecedents:** Metro Council adopted Resolution No. 02-3254B at its December 12, 2002 meeting directing staff to initiate the Centers Initiative Program.
3. **Anticipated Effects:** The Pilot Center Program will develop a Centers Development Strategy that can be adapted to meet the unique characteristics of the 2040 Centers, initiate implementation of Title 6 of the Urban Growth Management Plan and Policy 1.15 of the Regional Framework Plan.
4. **Budget Impacts:** The Pilot Center will use the \$100,000 appropriated by the Metro Council for this purpose.

### **RECOMMENDED ACTION**

It is recommended that the Metro Council approve the staff's recommendation of the Beaverton Regional Center as the Pilot Center to undertake a Centers Development Strategy as required by Title 6 of the Urban Growth Management Functional Plan and adopt Resolution No. 03-3378