

MINUTES OF THE JOINT SESSION OF THE METRO COUNCIL
AND THE MAIN STREETS ADVISORY COMMITTEE

Council Annex

April 27, 1995

Present: Metro Councilors Patricia McCaig, Don Morissette, Ed Washington, Jon Kvistad, Susan McLain, Ruth McFarland

Also Present: Metro Staff - John Fregonese, Mary Weber, Ken Gervais

John Fregonese, Growth Management Manager, gave the introduction to today's meeting. Mr. Fregonese said five study areas had been chosen including both urban and suburban areas. These included Hawthorne and Lombard, Lake Grove, Cedar Mill, and

Mary Weber, Senior Regional Planner, noted local residents said they did not want to lose local services in the process. She noted high interest was placed on visual impact, as well as shelters for pedestrians, comfort accommodations such as trash receptacles, and so on. She commented on pedestrian circulation, the need to be able to cross streets quickly and safely, and noted everyone wanted more sidewalks. Ms. Weber noted location of parking lots was important as well as bikeways. She said people felt the areas needed to have an identity. Ms. Webber concluded both models were important, both the urban and the suburban, and that a level of flexibility was necessary.

Mr. Fregonese commented on the value of shared parking rather than private parking. He talked about the way people might conduct the business of their day using the Main Streets concept. Mr. Fregonese showed slides demonstrating Main Streets in other cities throughout the U.S. and Canada, along with slides showing some of the difficulties presented when a lack of planning for pedestrian accommodations occurs.

Mr. Fregonese discussed the relationship of the Main Streets concept to the Regional Framework Plan and discussed minimum standards, preferred standards and the tools. He said removing regulatory barriers should be minimum standard, for example, while maximum parking should be a preferred standard.

Councilor Washington advocated for Martin Luther King Blvd. being included as a Main Street study area. He said he was going to continue to be very supportive of MLK being included. Councilor Washington felt the area deserved to be included in order to correct a situation that needed correction. Mr. Fregonese commented there had been difficulty in addressing the issue of the median down the middle of MLK. Councilor Washington said it was time to "unboard the windows" on MLK, time to do the "right thing."

Jeff Tashman, Tashman Associates, referenced a document entitled, "Readers Guide to the Tables, Basics, Underlying Requirements for Mainstreet Success." This document has been made part of the permanent meeting record. Mr. Tashman highlighted items from the referenced document as the Toolbox for Implementation. He discussed neighborhood concerns that would need to be resolved as the impacts on neighborhoods occurred through Mainstreets development. He discussed financing barriers, and said he urged continuance of the discussion to assist the process.

There was discussion from the group following with comments regarding experiences walking in neighborhoods, safety concerns, and efforts to establish businesses in neighborhoods.

Sara ffitich from Nature's food markets commented on their experience in establishing stores in neighborhoods. Mr. Fregonese noted apparently housing rents went up when Natures or Starbucks went into a new neighborhood.

Craig Swetizer from Starbucks felt it was important from an urban point of view that a sense of community with a focal point emerge and with it, a sense of identity.

There was discussion about the impacts of density and income on a neighborhood, and the need for current and accessible information of that nature in order for investors in businesses to want to establish in a given neighborhood. Safety was discussed as being vitally important in a given area to encourage business development. High activity was linked to safety. It was noted that smaller businesses would bring viability to the Mainstreets concept. It was suggested to continue with workshops to work with small developers on design concepts and alternatives. It was noted that one reason a small business locates in an area is cheap rent, and when the rent goes up, a tenant may move.

There was discussion about zoning and financing barriers and parking ratios, and Sandra Doubleday from Gresham commented.

Mr. Fregonese asked the Committee to create a list of implementation strategies demonstrating Minimum Standards, Preferred Standards and what could be put into the Toolbox to assist in achievement. The Committee worked together in a brainstorming session to accomplish this objective.

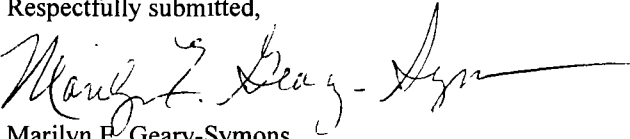
Councilor Morissette said it was important to encourage people in incremental ways, to walk so that some day they might make full stride. He felt if you make it too tough up front, you will discourage it from ever happening.

There was discussion regarding methods of accomplishing demonstration projects.

Councilor McLain acknowledged the effort put forth by all parties concerned thus far and encouraged continuing discussion of the Main Streets concept.

There being no further business, the meeting adjourned at 5:13 p.m.

Respectfully submitted,

A handwritten signature in cursive script, reading "Marilyn E. Geary-Symons". The signature is written in dark ink and is positioned above the printed name and title.

Marilyn E. Geary-Symons
Council Assistant

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