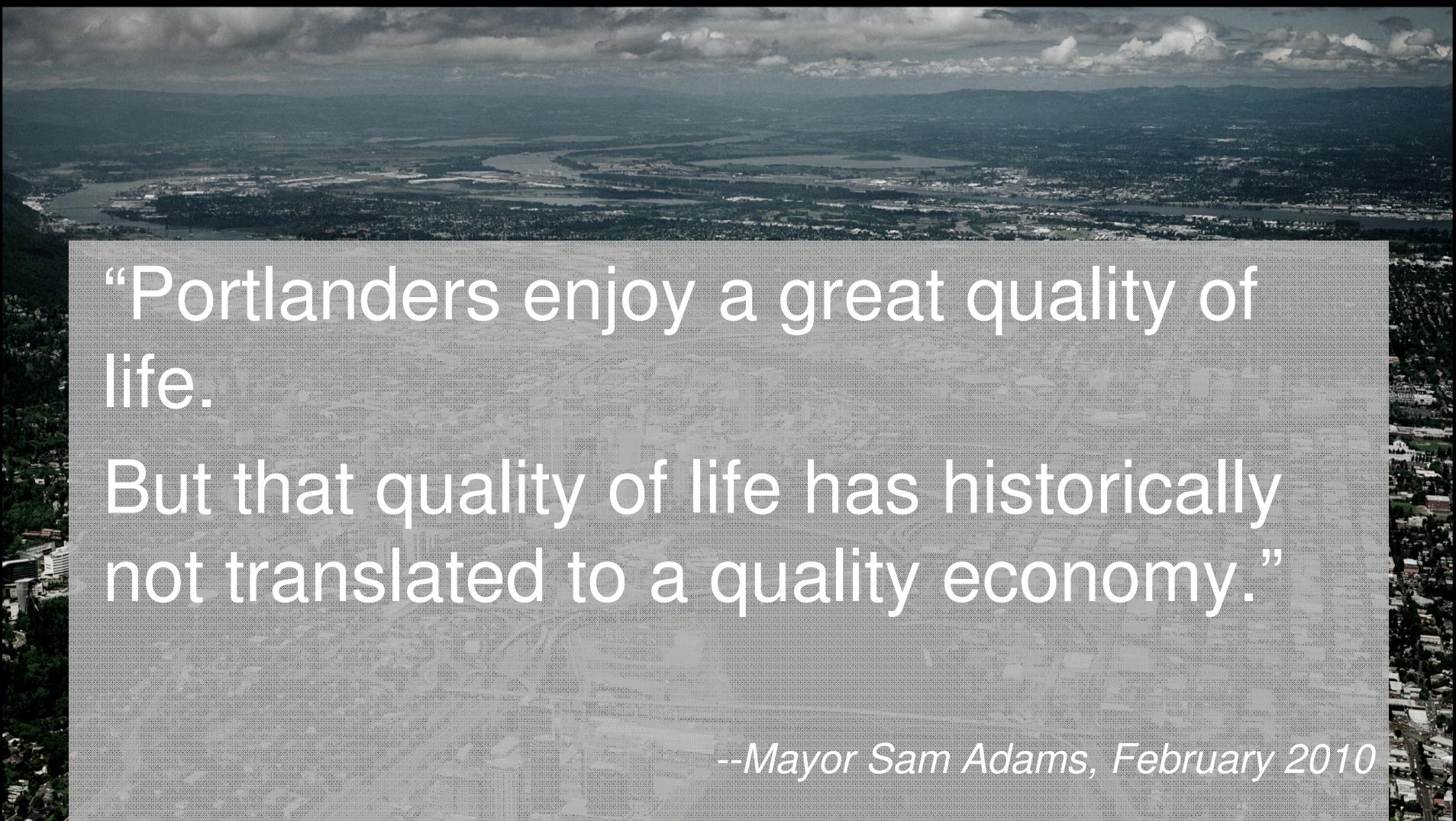


COLUMBIA CORRIDOR
ASSOCIATION



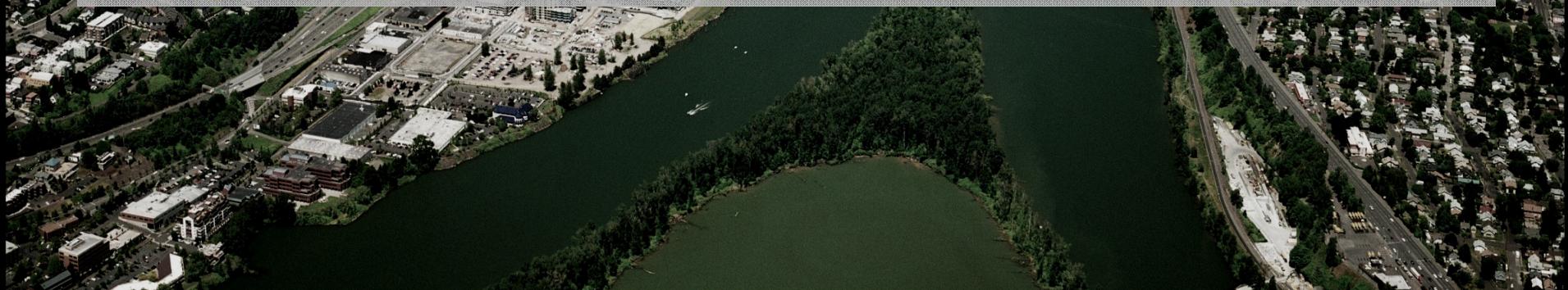
**Mayor Sam Adams
River Plan / North Reach**



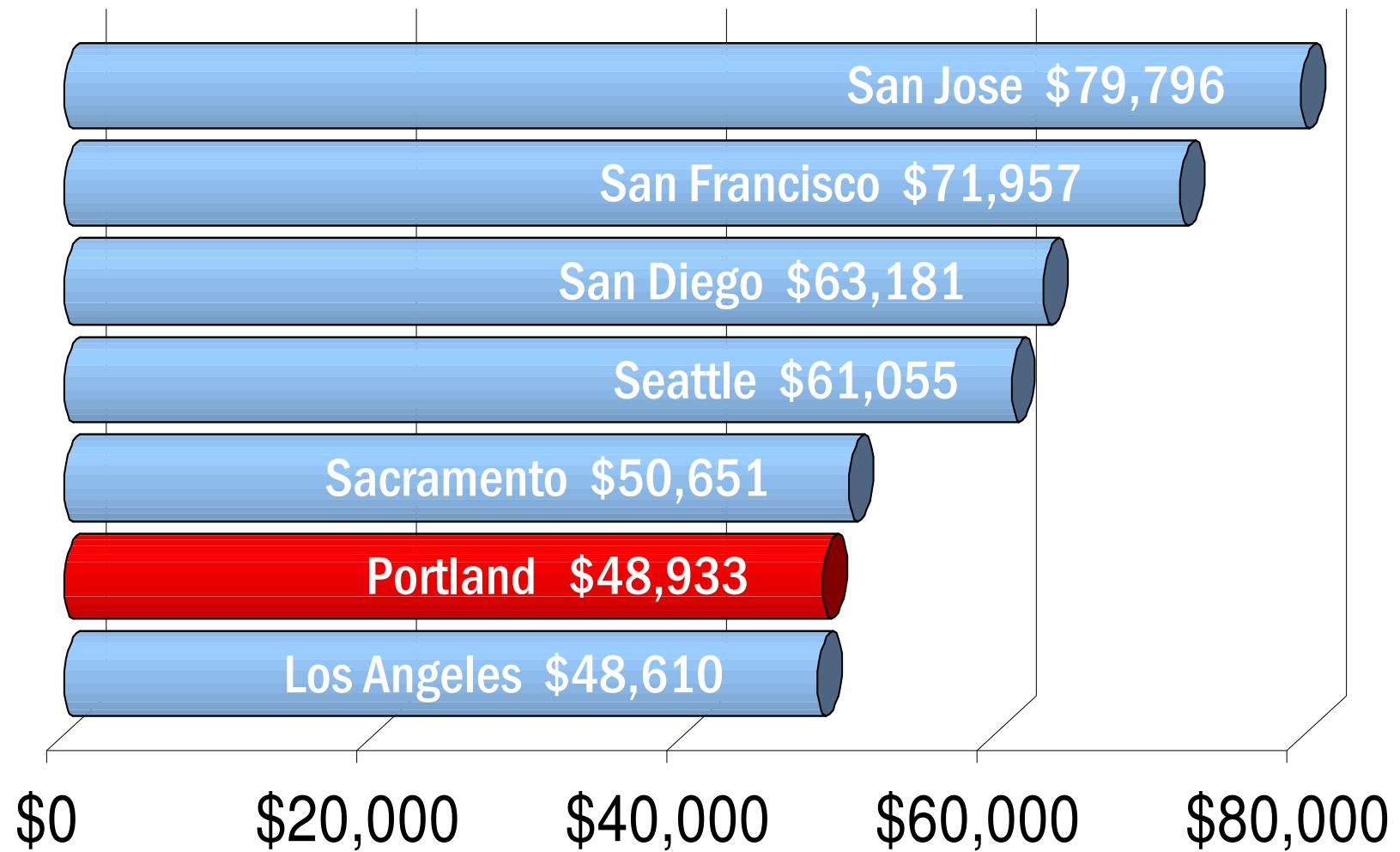
“Portlanders enjoy a great quality of life.

But that quality of life has historically not translated to a quality economy.”

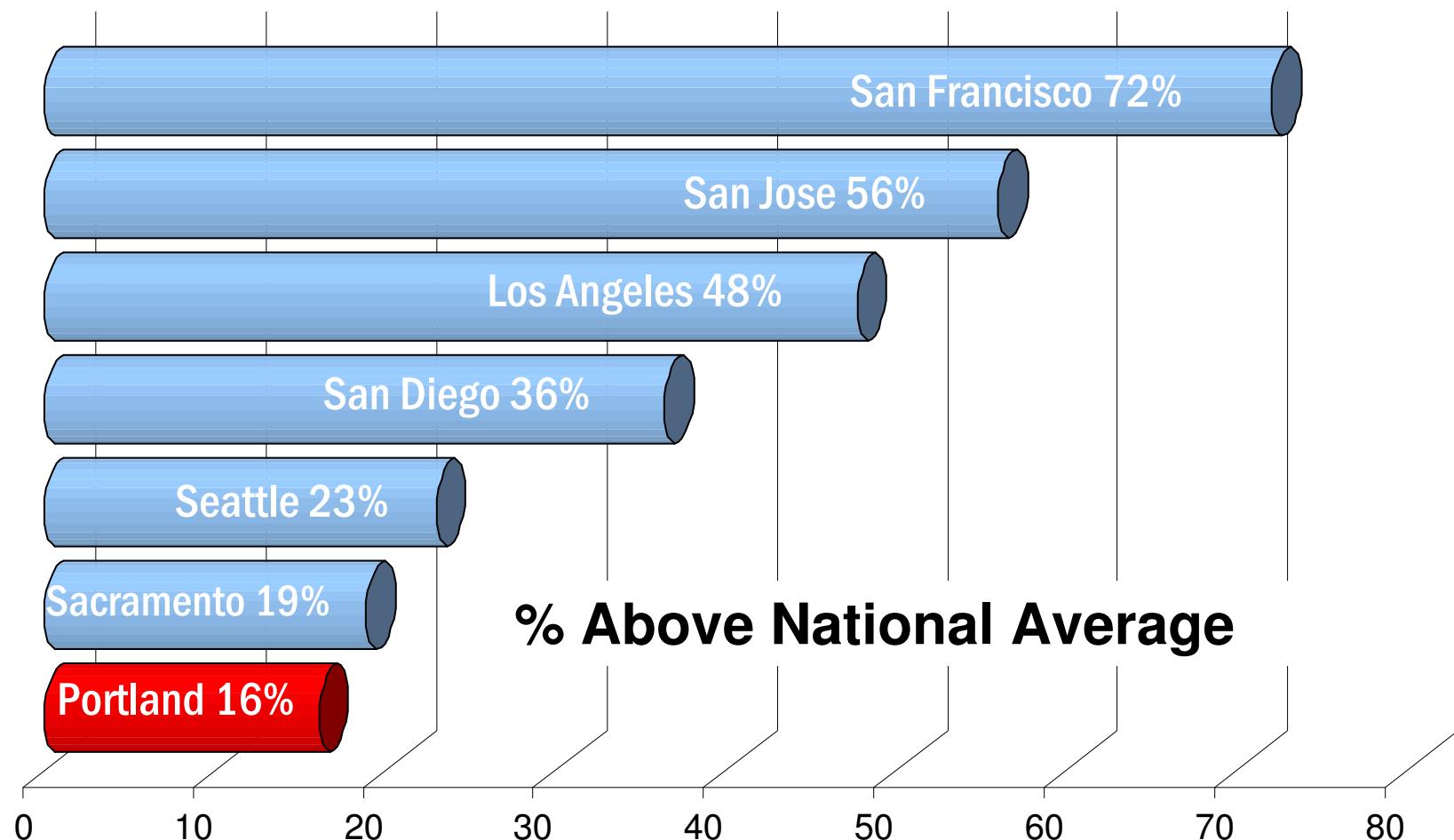
--Mayor Sam Adams, February 2010



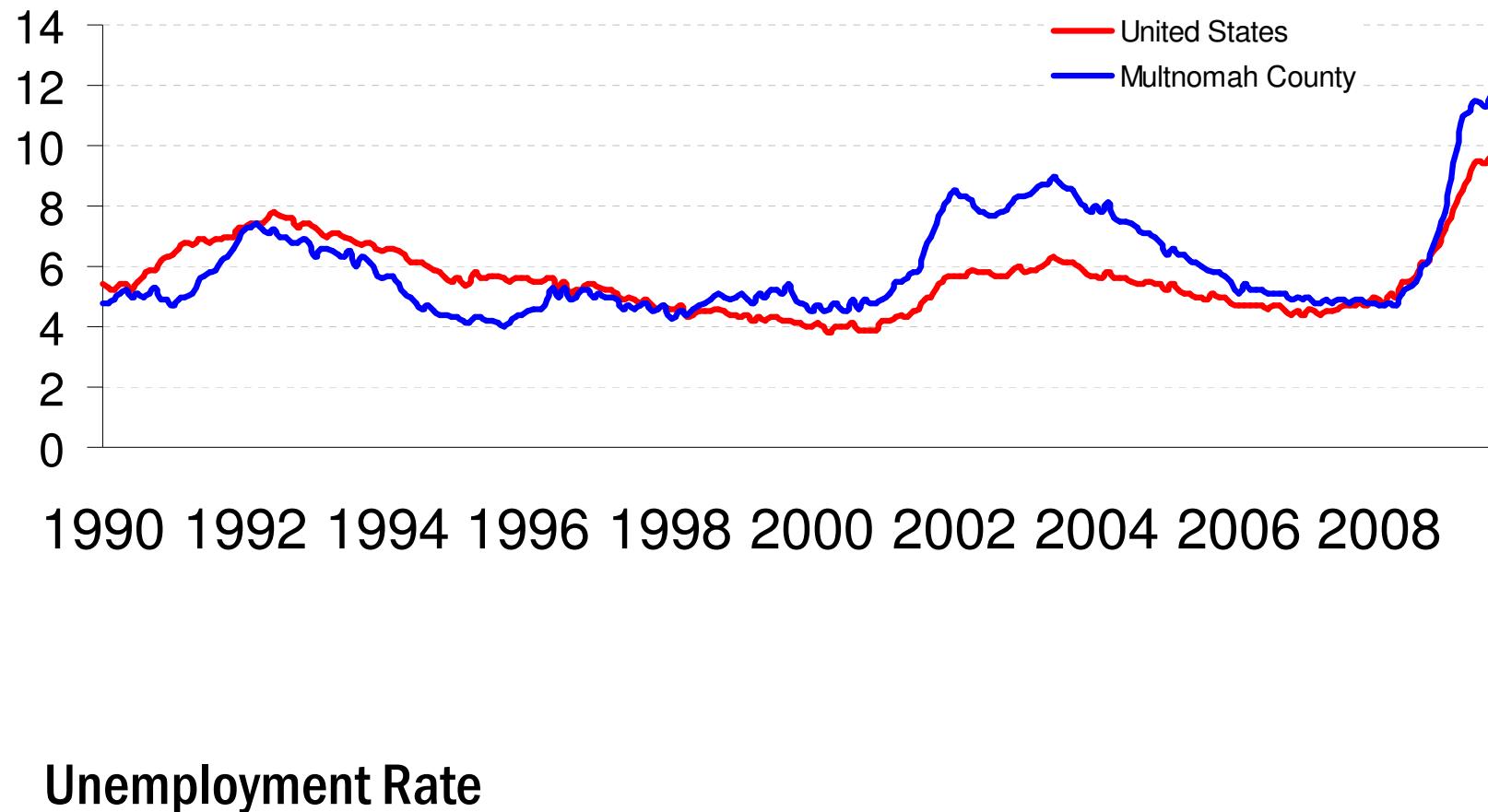
MEDIAN HOUSEHOLD INCOME (2007)



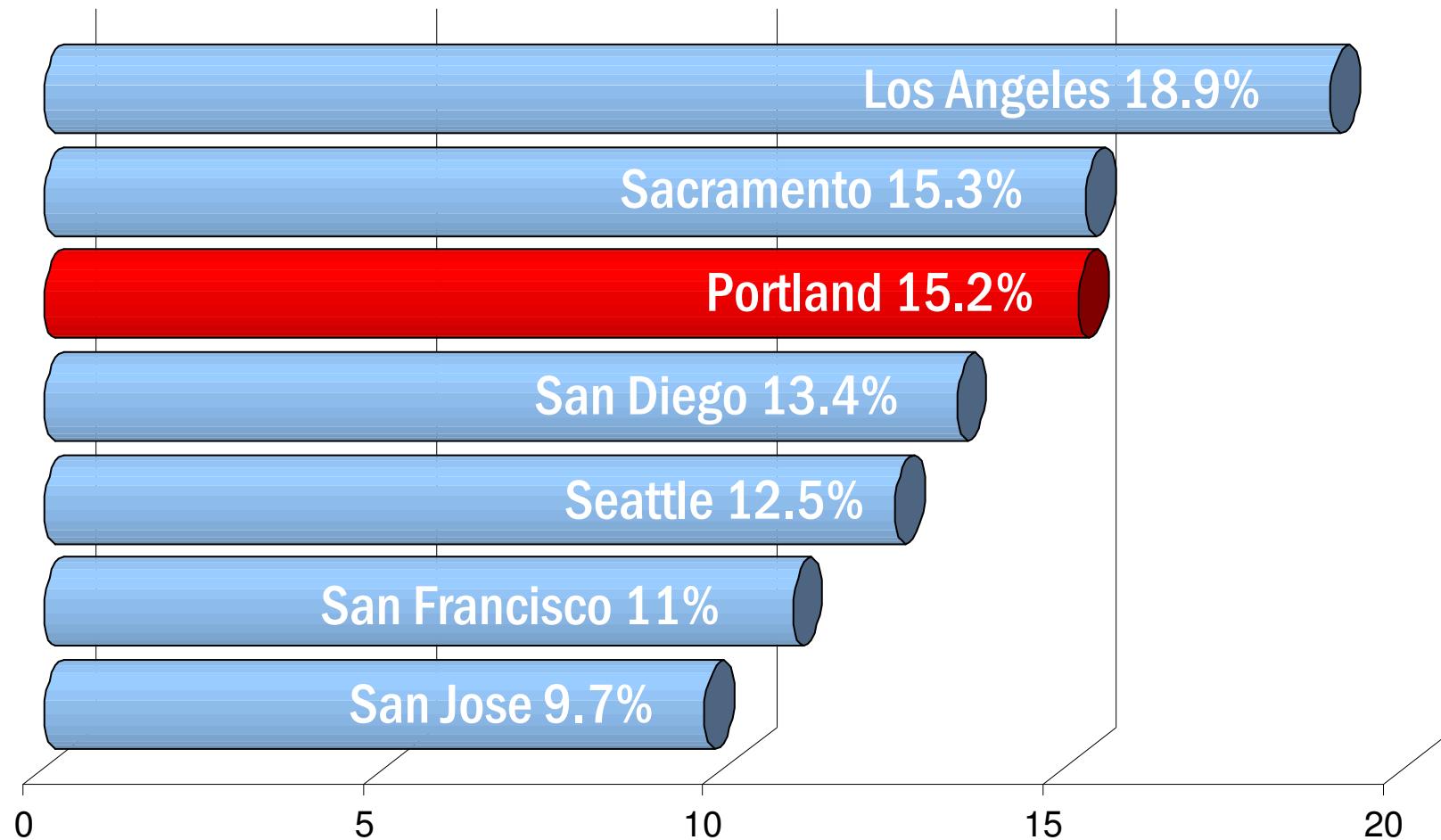
OUR COST OF LIVING IS STILL LOWEST AMONG WEST COAST CITIES



OUR ECONOMY IS A LONG-STANDING CHALLENGE

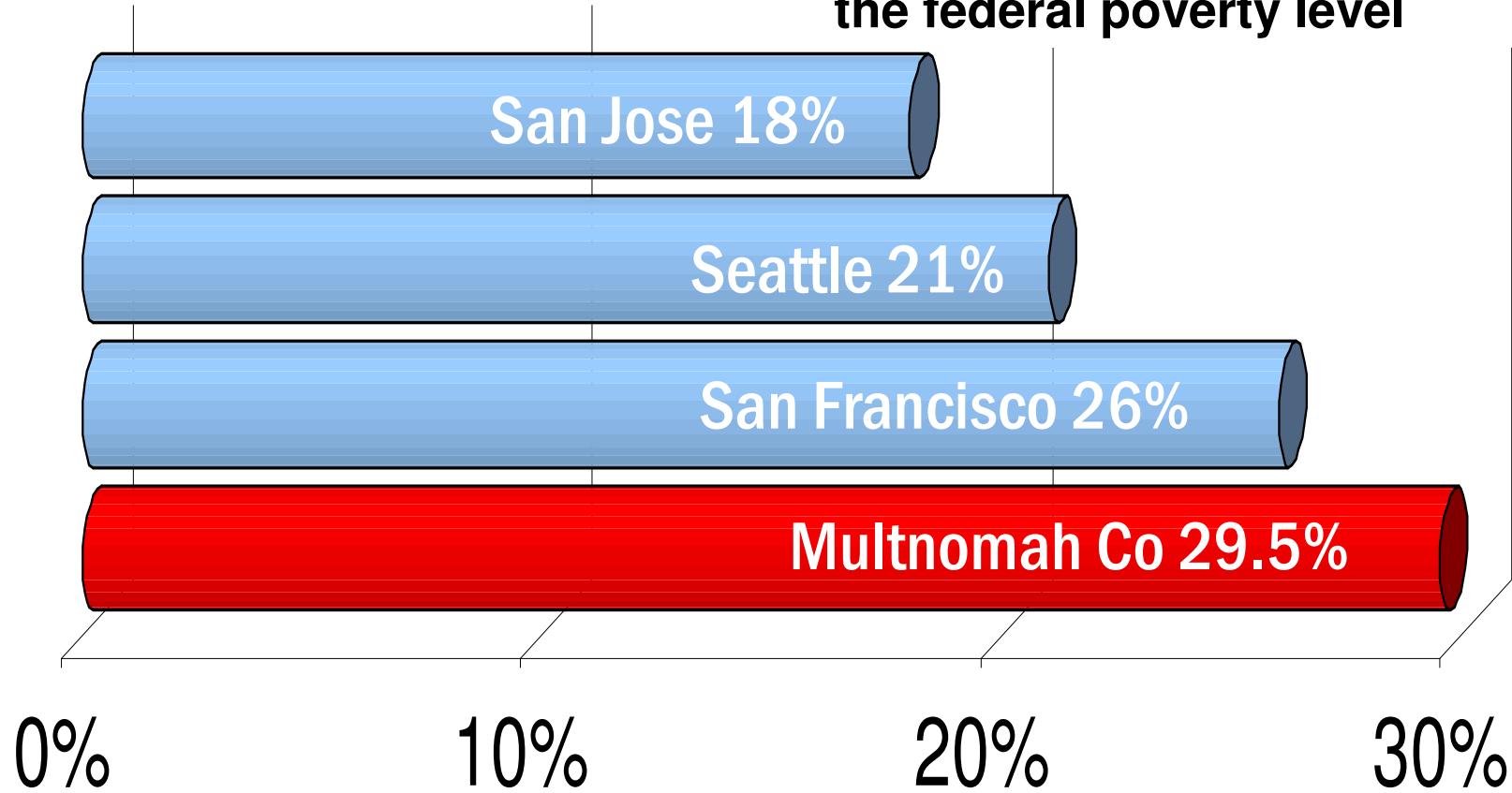


15.2% OF PORTLANDERS ARE IN POVERTY

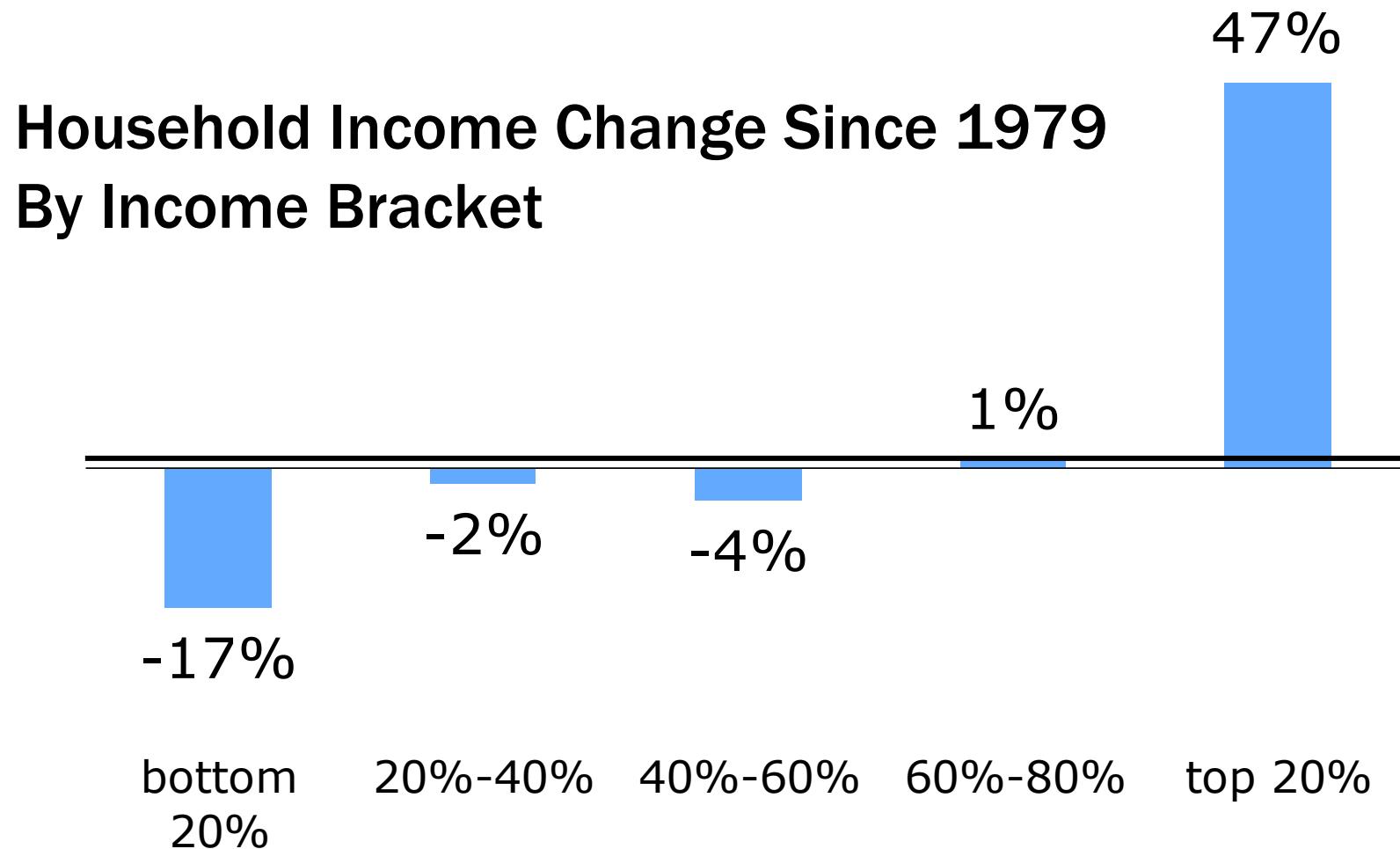


MULTNOMAH COUNTY HAS A LOT OF WORKING POOR

People living at or below twice the federal poverty level

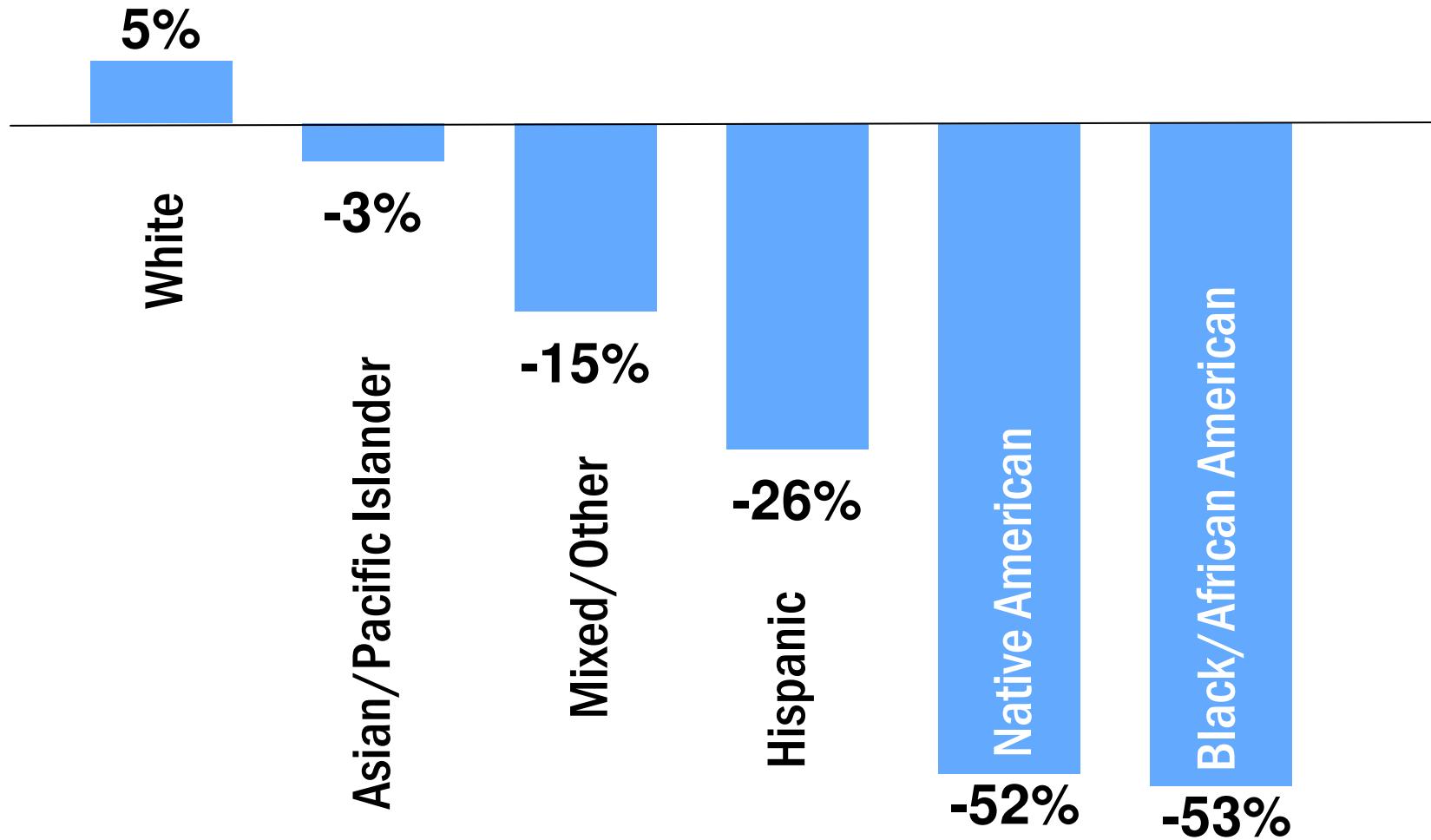


MOST HOUSEHOLDS ARE LOSING GROUND



THE PROSPERITY GAP

Household Income Difference From Citywide Median 2008



ABOUT 40% OF THE REGION'S JOBS ARE LOCATED IN PORTLAND



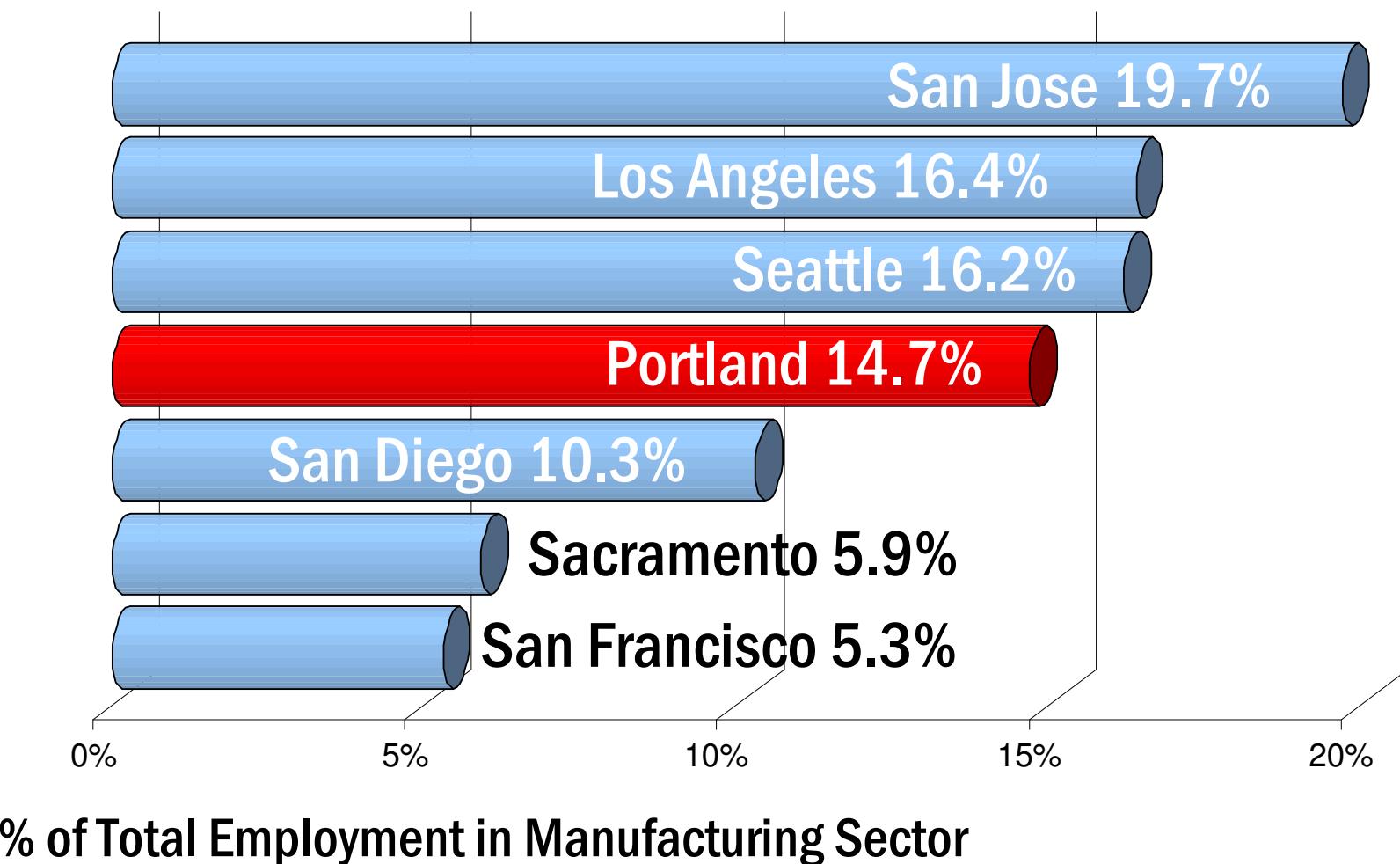
But Portland is only capturing
11% of the new jobs

IT'S NOT ALL BAD NEWS

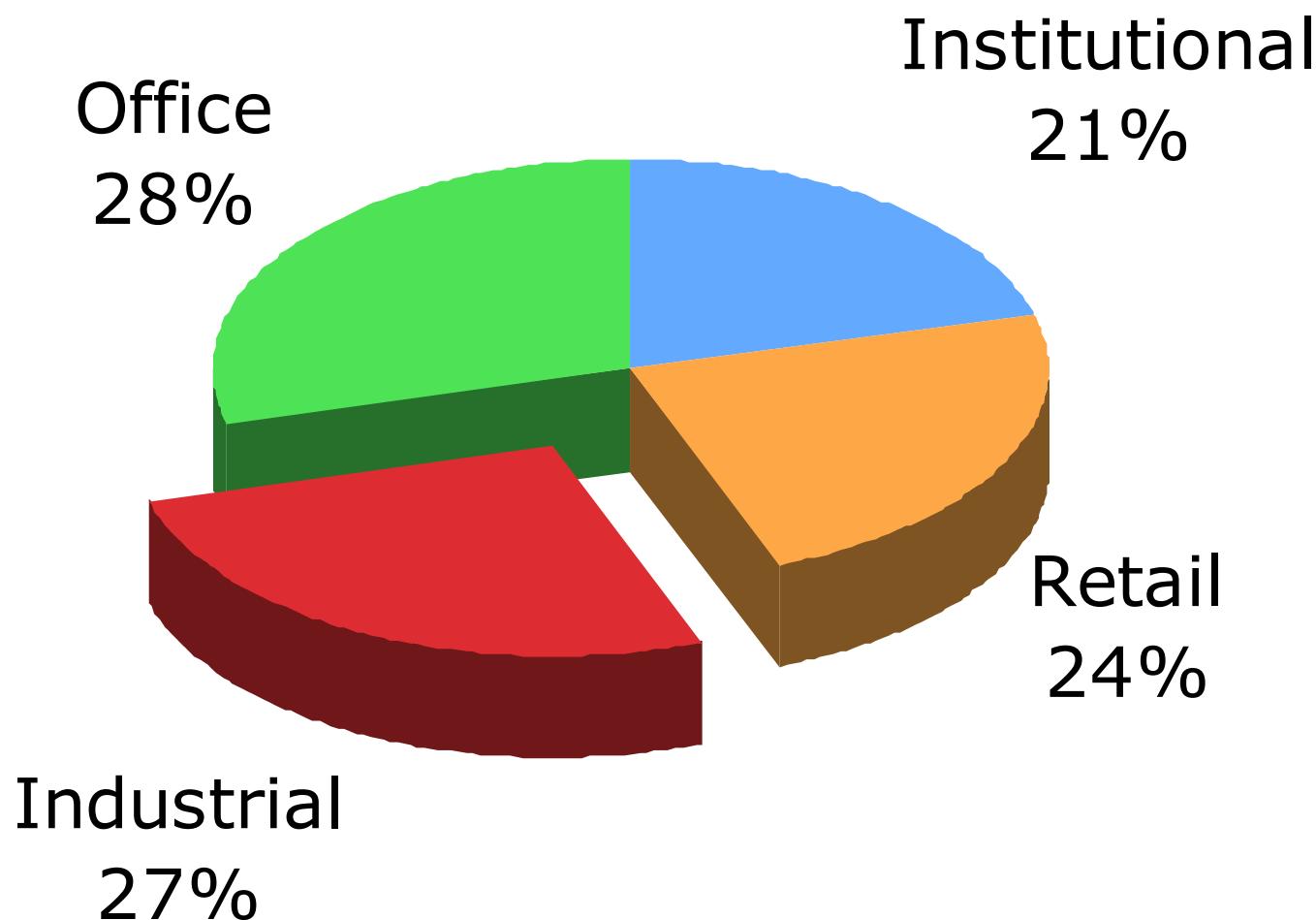
FARSIGHTED INVESTMENTS IN
LAND USE, TRANSIT, DENSITY AND
CENTRAL CITY REVITALIZATION
POSITION PORTLAND TO THRIVE.

WE CAN DO THE SAME FOR
OUR ECONOMY.

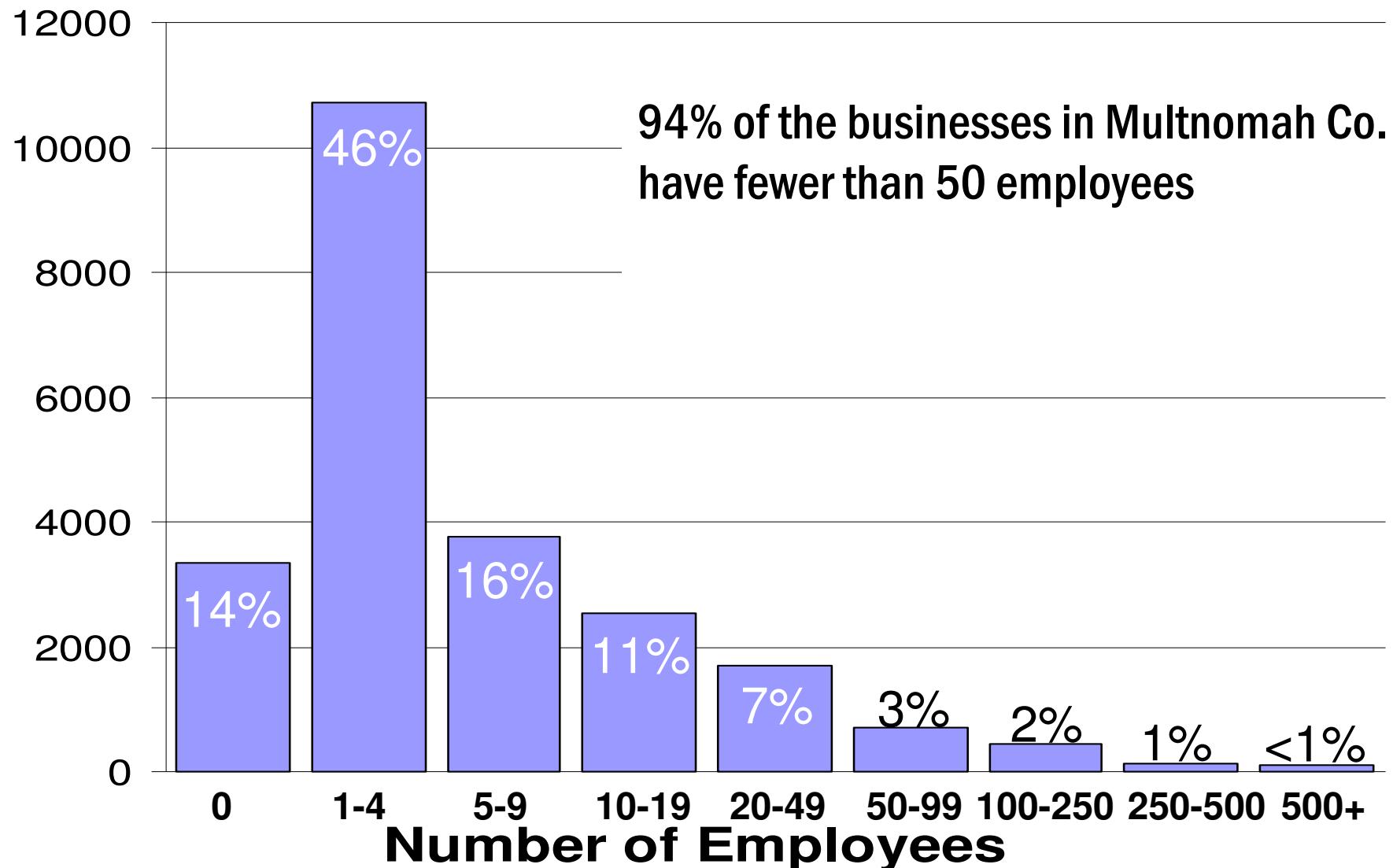
THE REGION HAS A STRONG MANUFACTURING BASE



PORLAND HAS A STRONG MANUFACTURING BASE



PORTLAND IS A SMALL BUSINESS TOWN



PORTLAND: POISED TO BECOME THE CAPITAL OF THE GLOBAL GREEN ECONOMY

- Large and growing concentration in Clean Tech industries
- Deep manufacturing capacity to design and supply parts and components
- Shared values & decades of leadership regarding environmental impact
- Public policy environment that fuels innovation and experimentation
- Remarkable influx of talent

TARGET INDUSTRIES

Clean Tech
Advanced Manufacturing

Software

Activewear

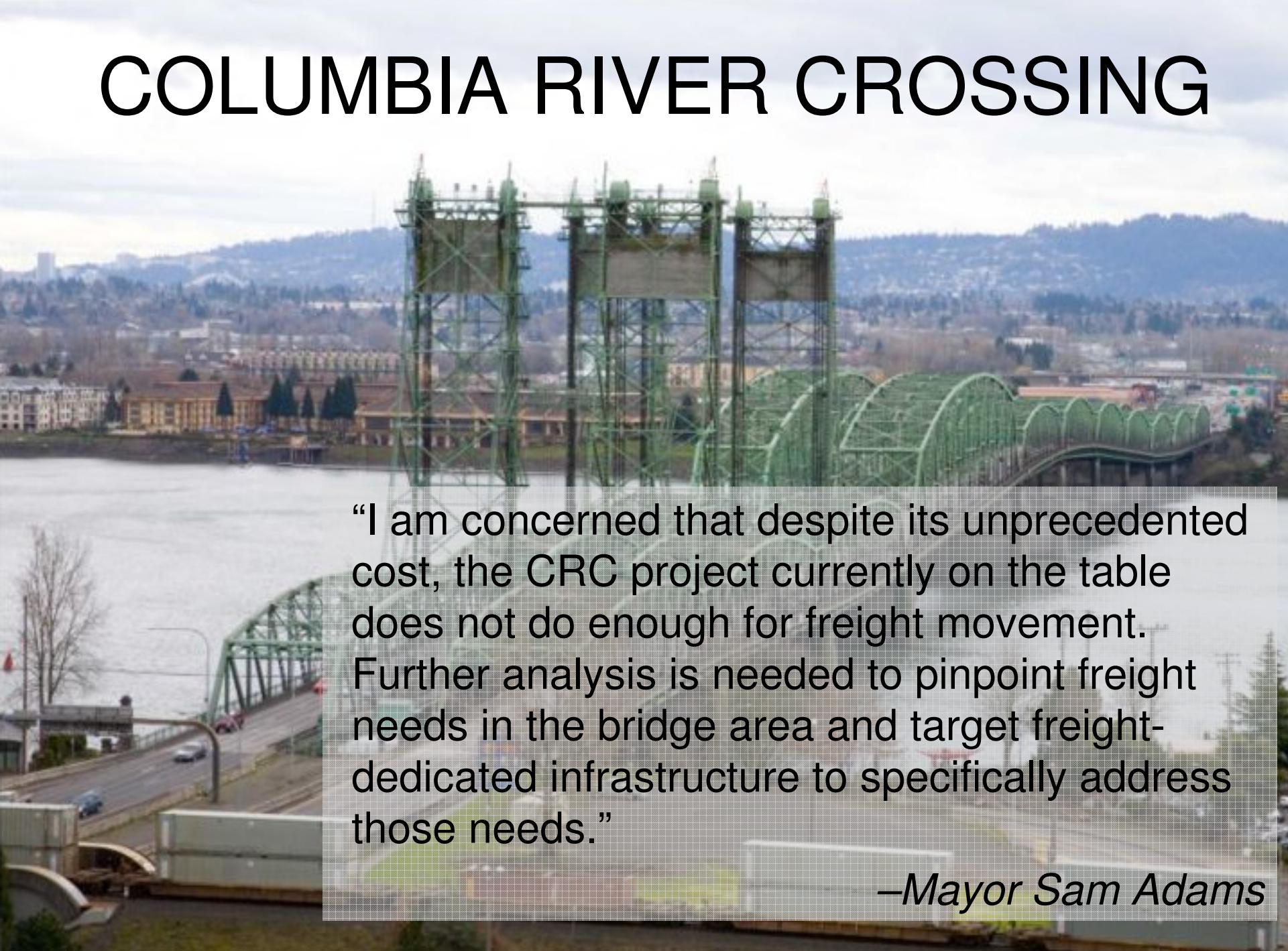
The target clusters represent 13% of City employment and 16% of regional employment



FREIGHT MASTER PLAN

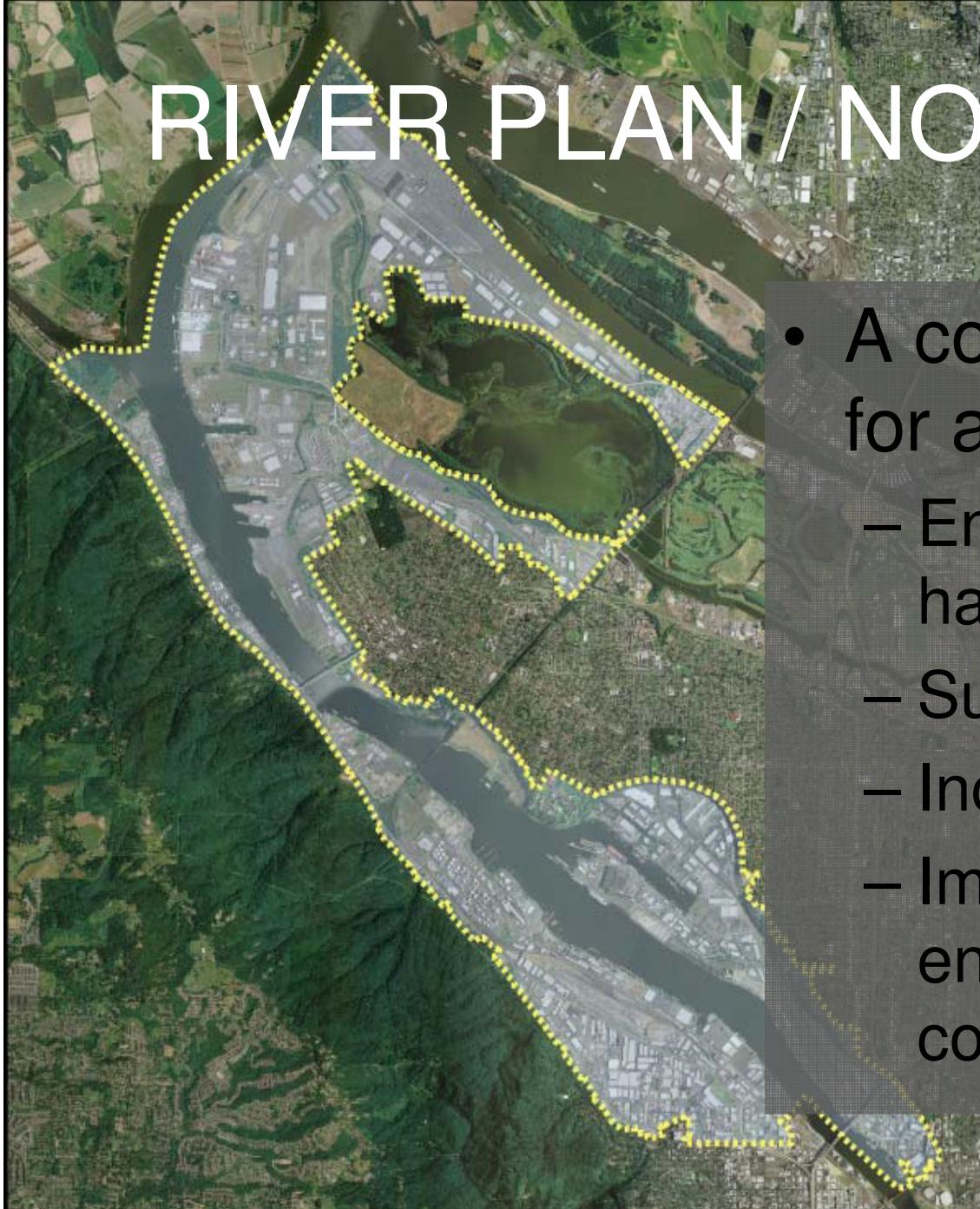
- We are the fourth largest freight hub for on the west coast
- 12,500 acres of industrial land, which accommodates most of the region's heavy industrial activities
- The Freight Master Plan elevates freight to the same level as the other modal plans (bicycle, pedestrian, motor vehicle, transportation demand management, transit) by addressing the unique characteristics, needs and impacts of freight movement.

COLUMBIA RIVER CROSSING



“I am concerned that despite its unprecedented cost, the CRC project currently on the table does not do enough for freight movement. Further analysis is needed to pinpoint freight needs in the bridge area and target freight-dedicated infrastructure to specifically address those needs.”

—Mayor Sam Adams



RIVER PLAN / NORTH REACH

- A comprehensive plan for a complex area:
 - Enhances the working harbor
 - Supports industrial jobs
 - Increases access
 - Improves environmental conditions

NORTH REACH ECONOMIC BASELINE



North Reach businesses net income data, Bureau of Revenue



NORTH REACH ENVIRONMENTAL BASELINE

- 52% of the river bank is hardened; 27% bio-engineered, beach, or natural rock
- 40% of North Reach is impervious surface
- Of the roughly 35 tributaries originating in Forest Park, all but three are piped
- More than 100 environmental cleanup sites identified by DEQ
- Superfund listing
- Salmonid species listed as threatened and endangered; Bird populations declining



WE ALL AGREE ON ONE THING:

**WE NEED TO DO BETTER IN THE
NORTH REACH.**

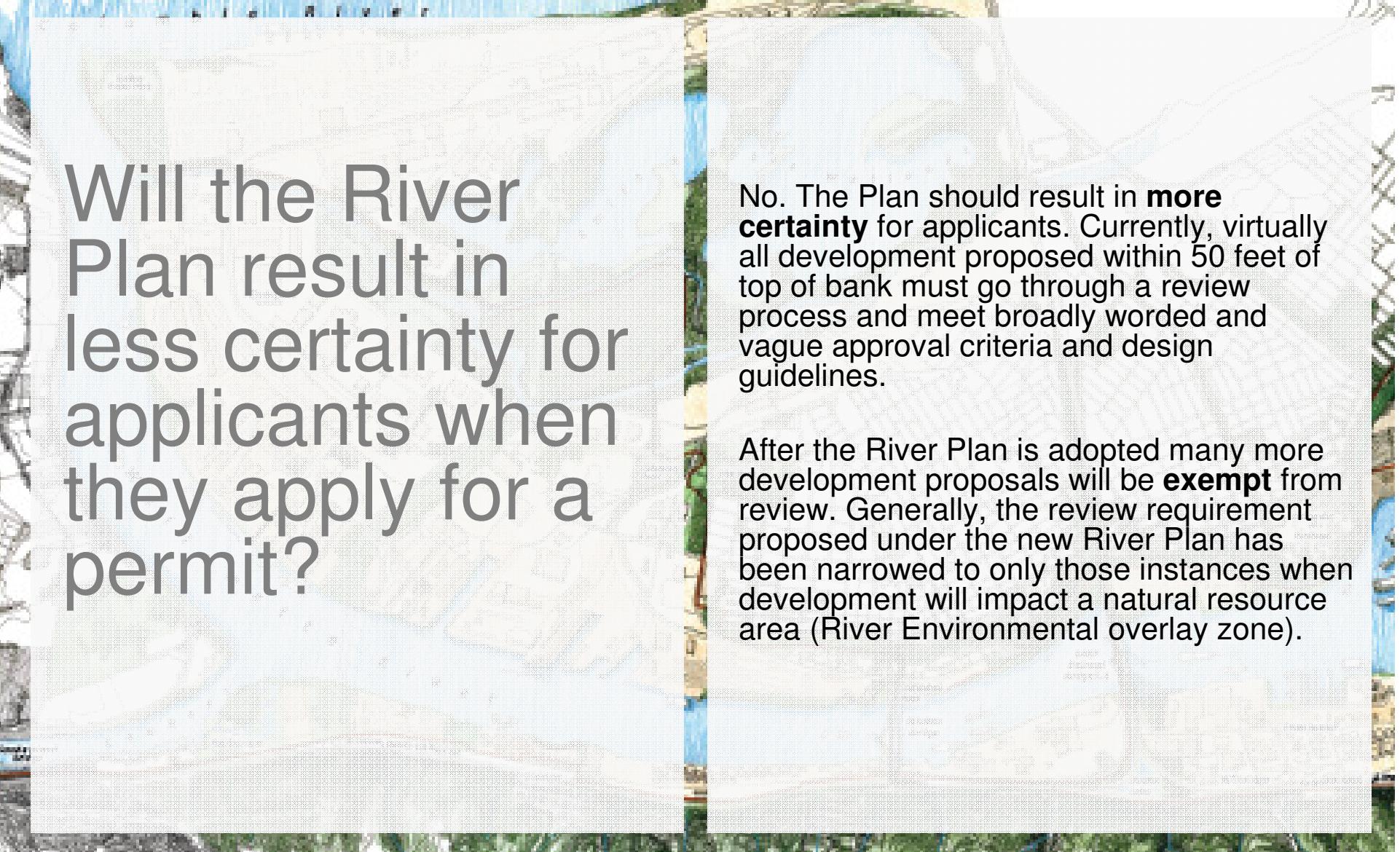
BETTER FOR BUSINESS.

BETTER FOR THE ENVIRONMENT.

NORTH REACH TIMELINE

- December 2004 – Council adopts River Renaissance Strategy
- April 2006 – Council adopts River Concept
- December 2008 – First Planning Commission hearing on River Plan / North Reach
 - Three public hearings -- three briefings -- five work sessions
- June 2009 – Planning Commission forwards River Plan / North Reach to council
- August – January – Mayor Adams facilitates seven stakeholder meetings to address outstanding issues
- December 16, 2009 – Town Hall meeting with Mayor Adams and Commissioner Fritz
- February 17, 2010 – First City Council hearing on River Plan / North Reach

NORTH REACH CONCERNS

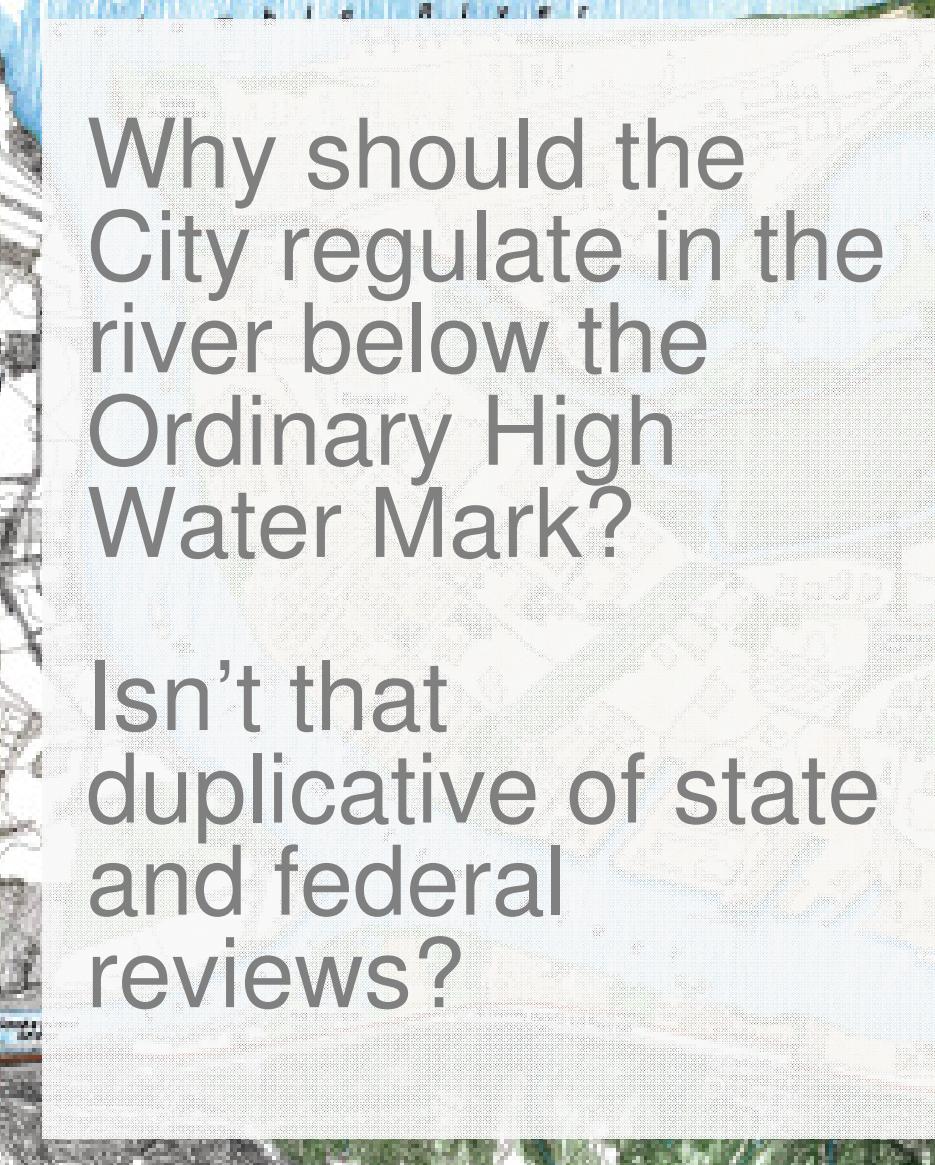


Will the River Plan result in less certainty for applicants when they apply for a permit?

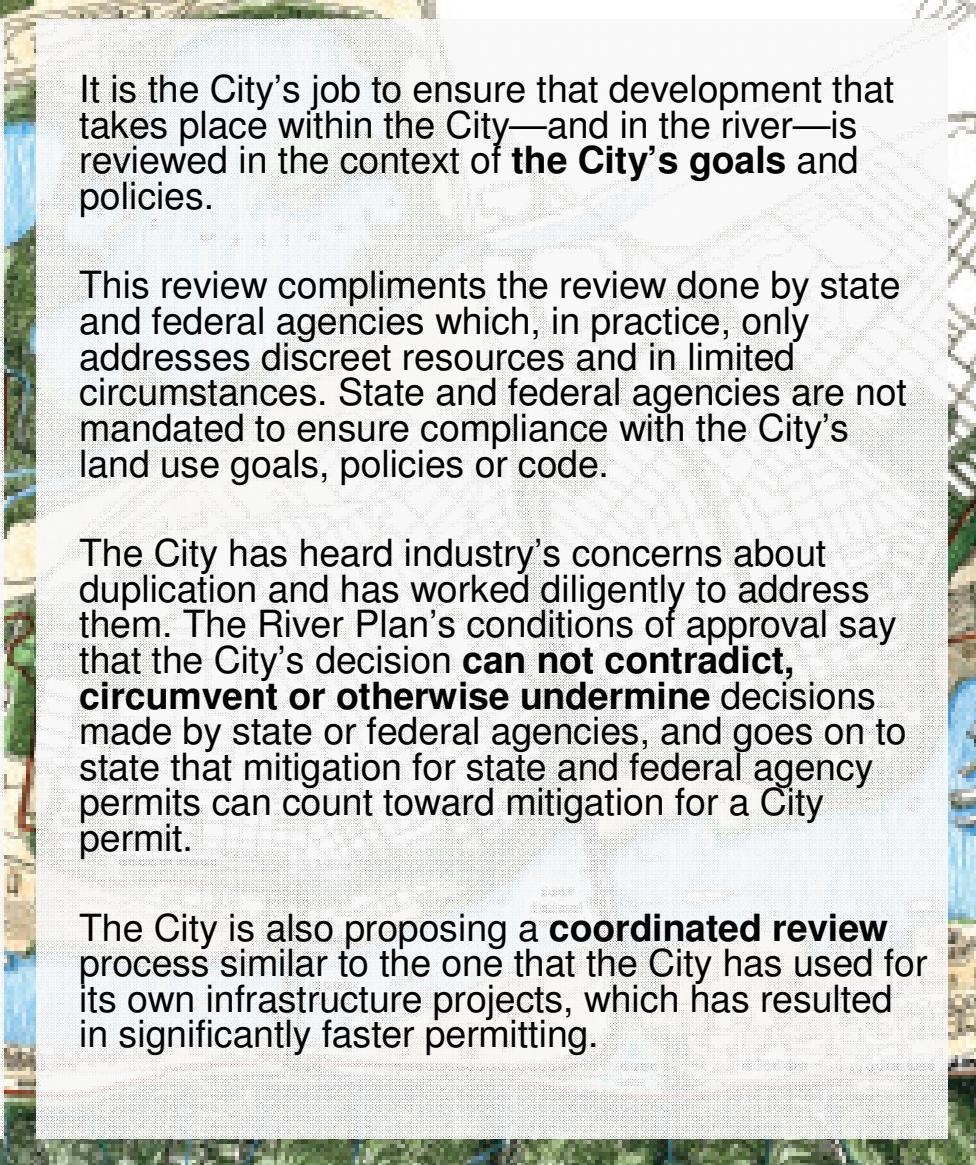
No. The Plan should result in **more certainty** for applicants. Currently, virtually all development proposed within 50 feet of top of bank must go through a review process and meet broadly worded and vague approval criteria and design guidelines.

After the River Plan is adopted many more development proposals will be **exempt** from review. Generally, the review requirement proposed under the new River Plan has been narrowed to only those instances when development will impact a natural resource area (River Environmental overlay zone).

NORTH REACH CONCERNS



Why should the City regulate in the river below the Ordinary High Water Mark?



Isn't that duplicative of state and federal reviews?

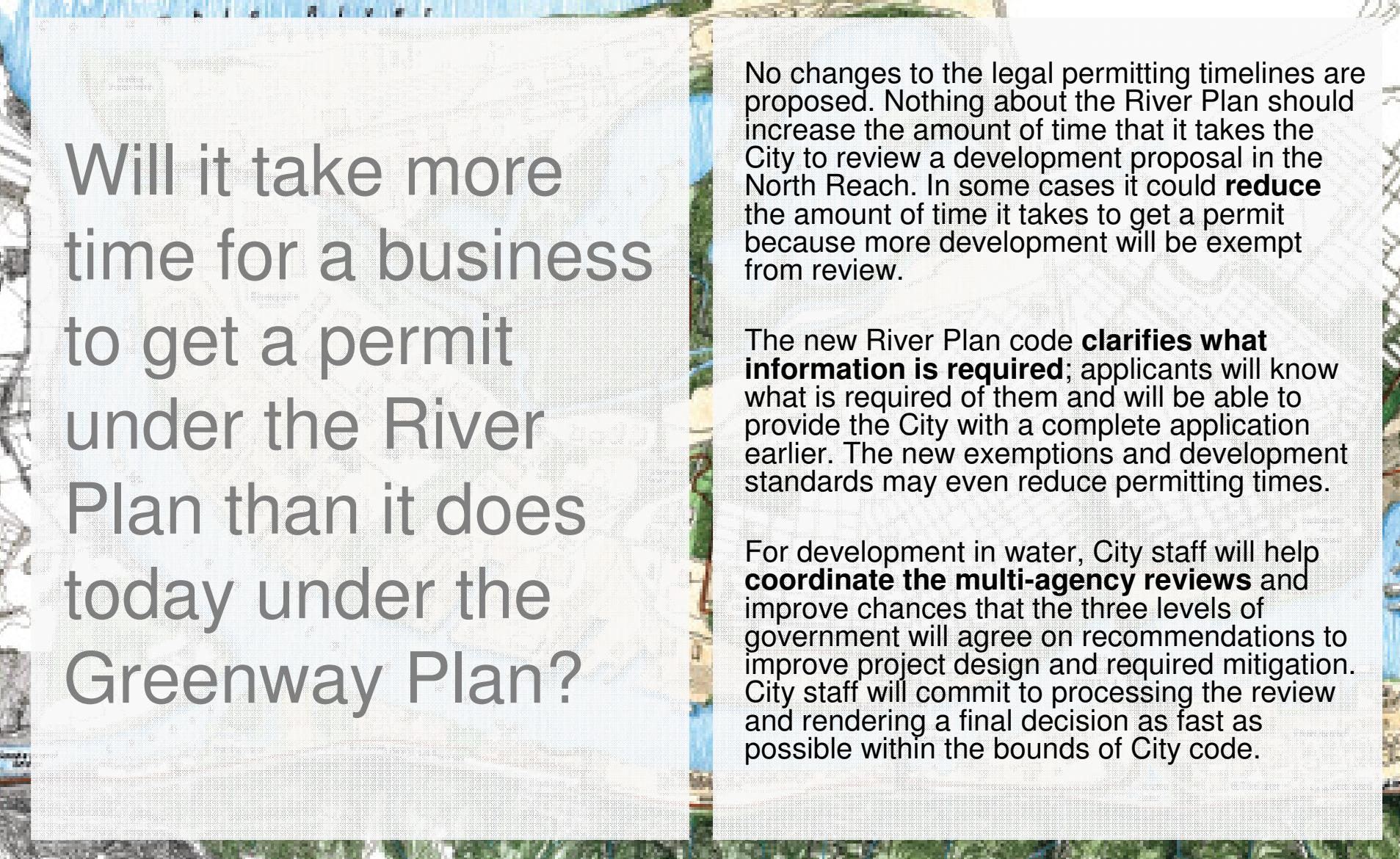
It is the City's job to ensure that development that takes place within the City—and in the river—is reviewed in the context of **the City's goals** and policies.

This review complements the review done by state and federal agencies which, in practice, only addresses discrete resources and in limited circumstances. State and federal agencies are not mandated to ensure compliance with the City's land use goals, policies or code.

The City has heard industry's concerns about duplication and has worked diligently to address them. The River Plan's conditions of approval say that the City's decision **can not contradict, circumvent or otherwise undermine** decisions made by state or federal agencies, and goes on to state that mitigation for state and federal agency permits can count toward mitigation for a City permit.

The City is also proposing a **coordinated review** process similar to the one that the City has used for its own infrastructure projects, which has resulted in significantly faster permitting.

NORTH REACH CONCERNS



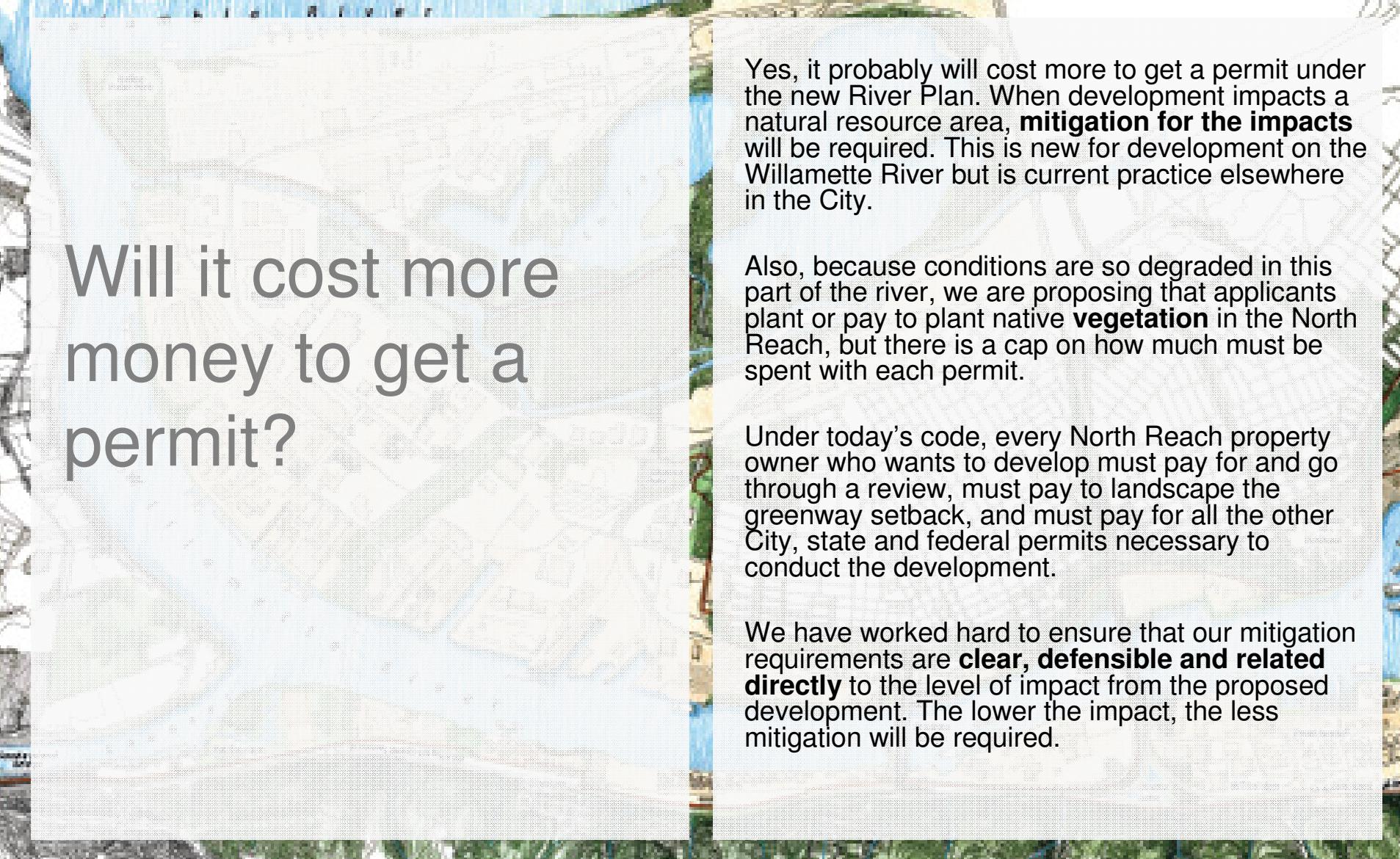
Will it take more time for a business to get a permit under the River Plan than it does today under the Greenway Plan?

No changes to the legal permitting timelines are proposed. Nothing about the River Plan should increase the amount of time that it takes the City to review a development proposal in the North Reach. In some cases it could **reduce** the amount of time it takes to get a permit because more development will be exempt from review.

The new River Plan code **clarifies what information is required**; applicants will know what is required of them and will be able to provide the City with a complete application earlier. The new exemptions and development standards may even reduce permitting times.

For development in water, City staff will help **coordinate the multi-agency reviews** and improve chances that the three levels of government will agree on recommendations to improve project design and required mitigation. City staff will commit to processing the review and rendering a final decision as fast as possible within the bounds of City code.

NORTH REACH CONCERNS



Will it cost more money to get a permit?

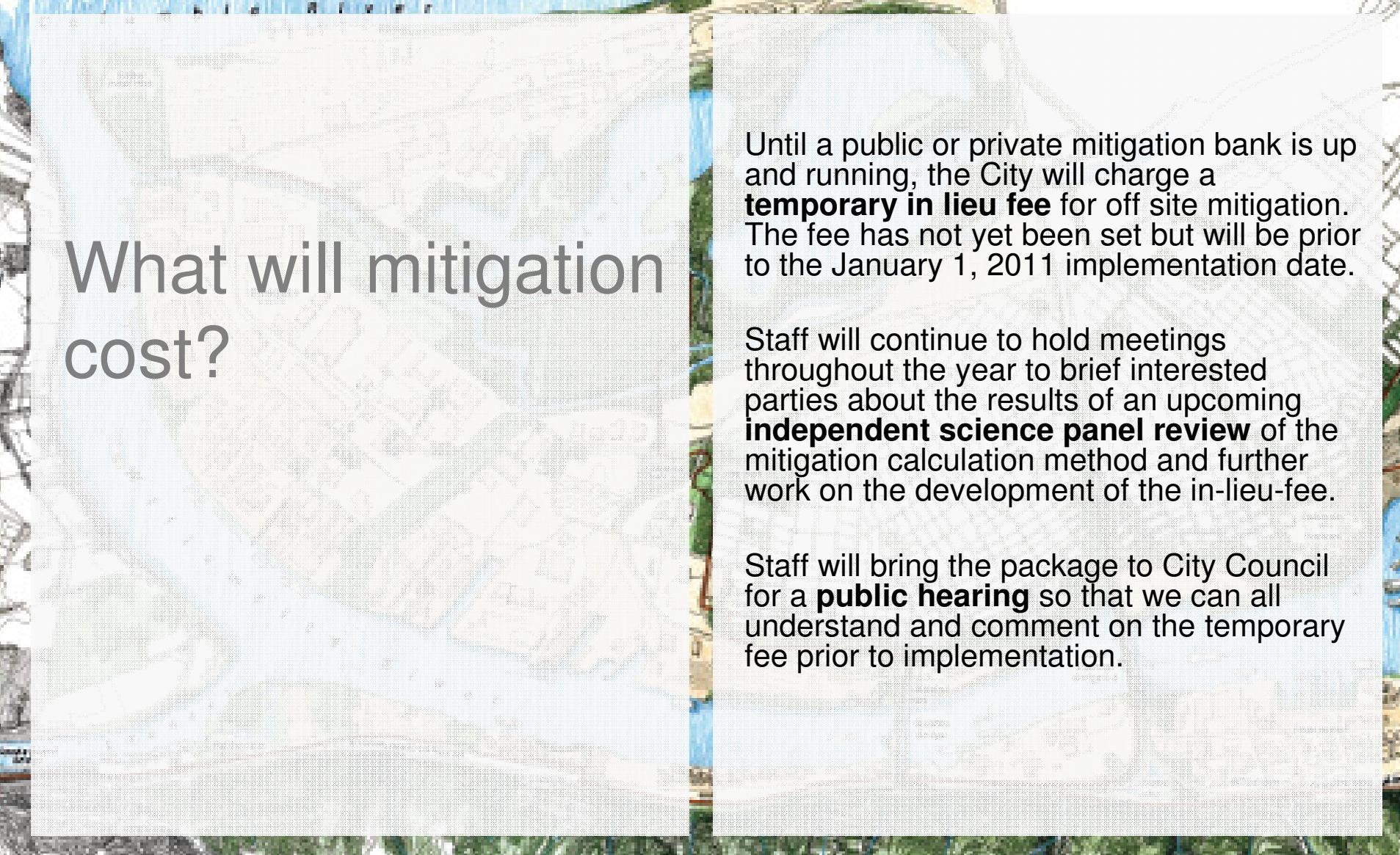
Yes, it probably will cost more to get a permit under the new River Plan. When development impacts a natural resource area, **mitigation for the impacts** will be required. This is new for development on the Willamette River but is current practice elsewhere in the City.

Also, because conditions are so degraded in this part of the river, we are proposing that applicants plant or pay to plant native **vegetation** in the North Reach, but there is a cap on how much must be spent with each permit.

Under today's code, every North Reach property owner who wants to develop must pay for and go through a review, must pay to landscape the greenway setback, and must pay for all the other City, state and federal permits necessary to conduct the development.

We have worked hard to ensure that our mitigation requirements are **clear, defensible and related directly** to the level of impact from the proposed development. The lower the impact, the less mitigation will be required.

NORTH REACH CONCERNS



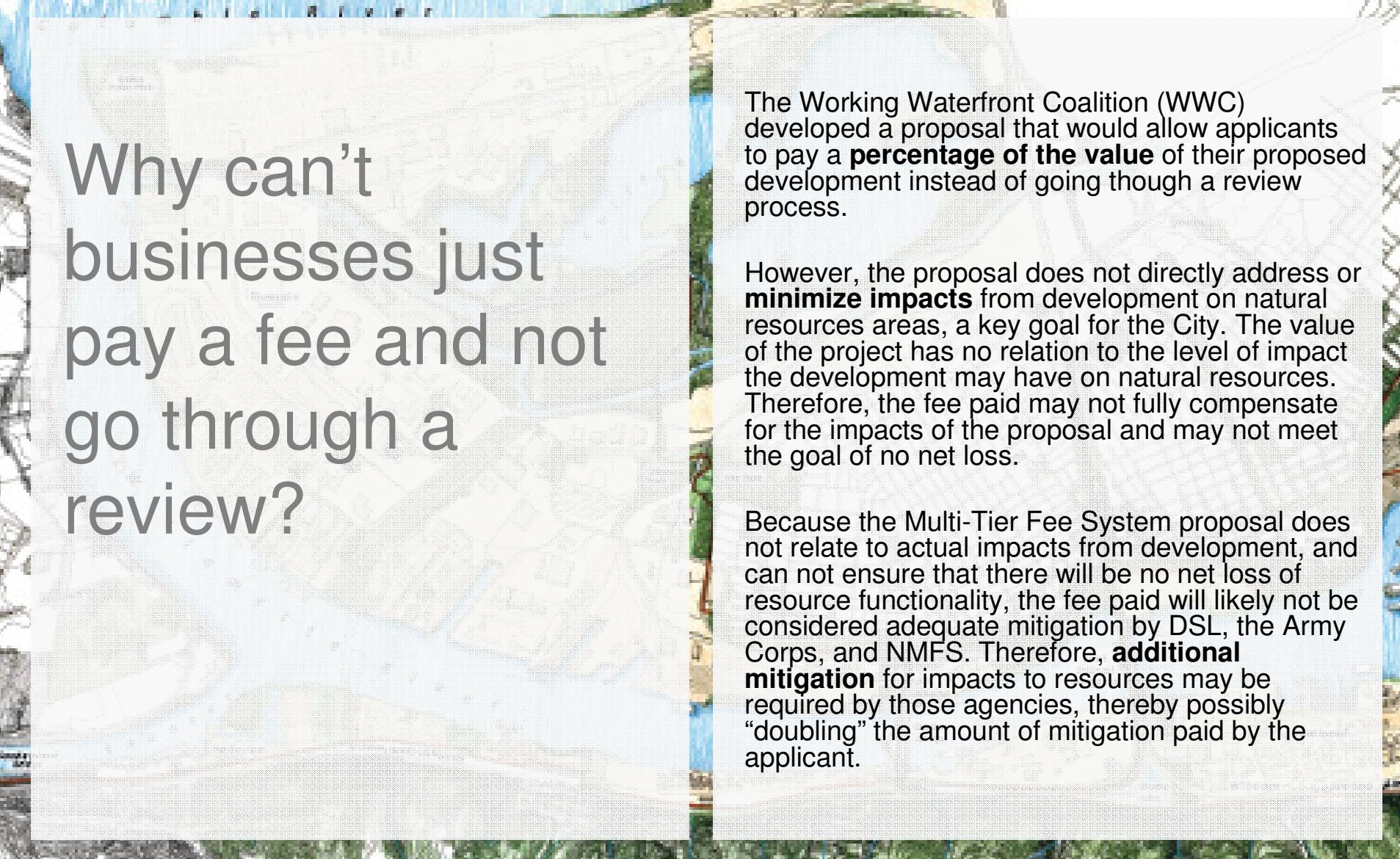
What will mitigation cost?

Until a public or private mitigation bank is up and running, the City will charge a **temporary in lieu fee** for off site mitigation. The fee has not yet been set but will be prior to the January 1, 2011 implementation date.

Staff will continue to hold meetings throughout the year to brief interested parties about the results of an upcoming **independent science panel review** of the mitigation calculation method and further work on the development of the in-lieu-fee.

Staff will bring the package to City Council for a **public hearing** so that we can all understand and comment on the temporary fee prior to implementation.

NORTH REACH CONCERNS



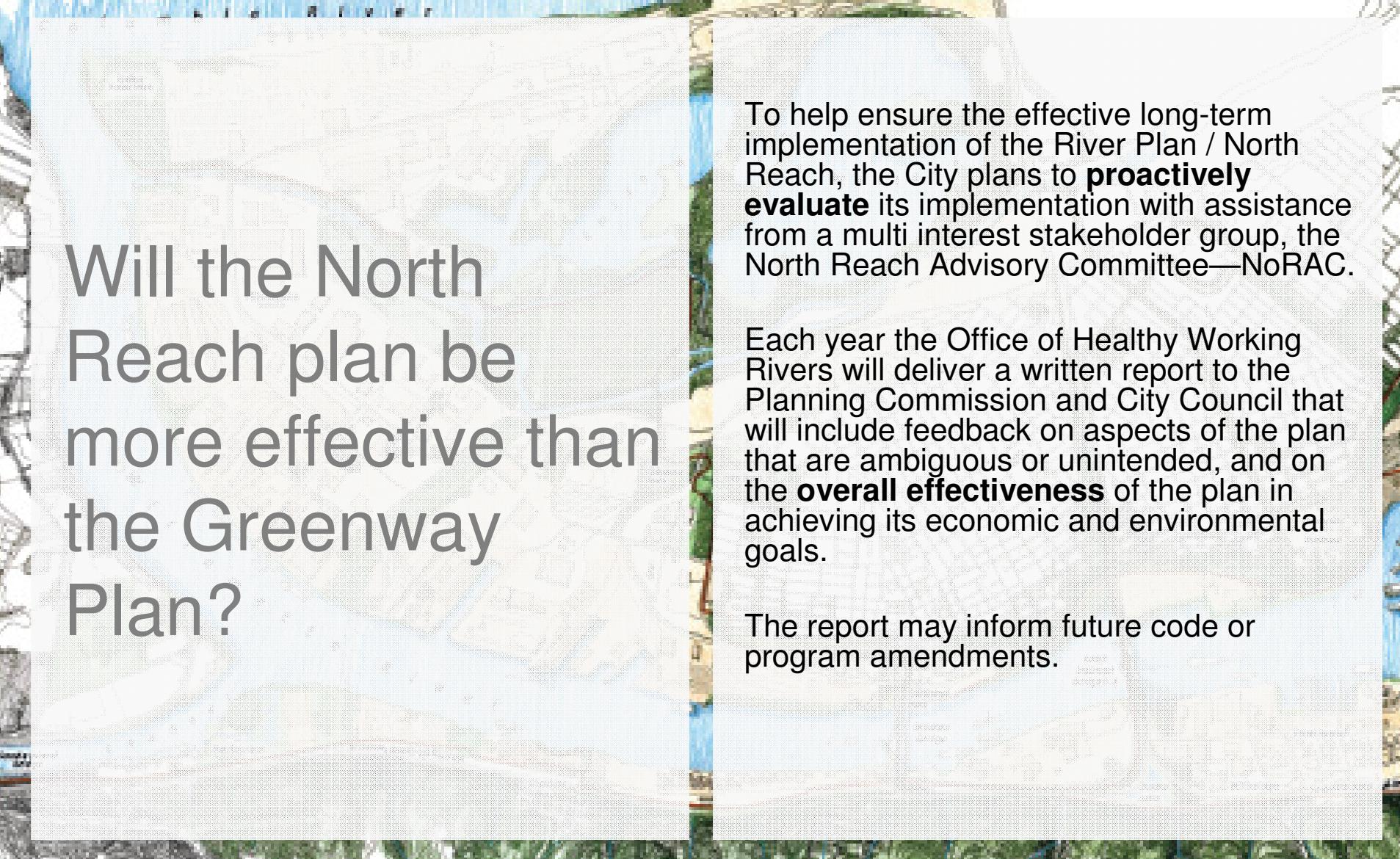
Why can't businesses just pay a fee and not go through a review?

The Working Waterfront Coalition (WWC) developed a proposal that would allow applicants to pay a **percentage of the value** of their proposed development instead of going through a review process.

However, the proposal does not directly address or **minimize impacts** from development on natural resources areas, a key goal for the City. The value of the project has no relation to the level of impact the development may have on natural resources. Therefore, the fee paid may not fully compensate for the impacts of the proposal and may not meet the goal of no net loss.

Because the Multi-Tier Fee System proposal does not relate to actual impacts from development, and can not ensure that there will be no net loss of resource functionality, the fee paid will likely not be considered adequate mitigation by DSL, the Army Corps, and NMFS. Therefore, **additional mitigation** for impacts to resources may be required by those agencies, thereby possibly "doubling" the amount of mitigation paid by the applicant.

NORTH REACH CONCERNS



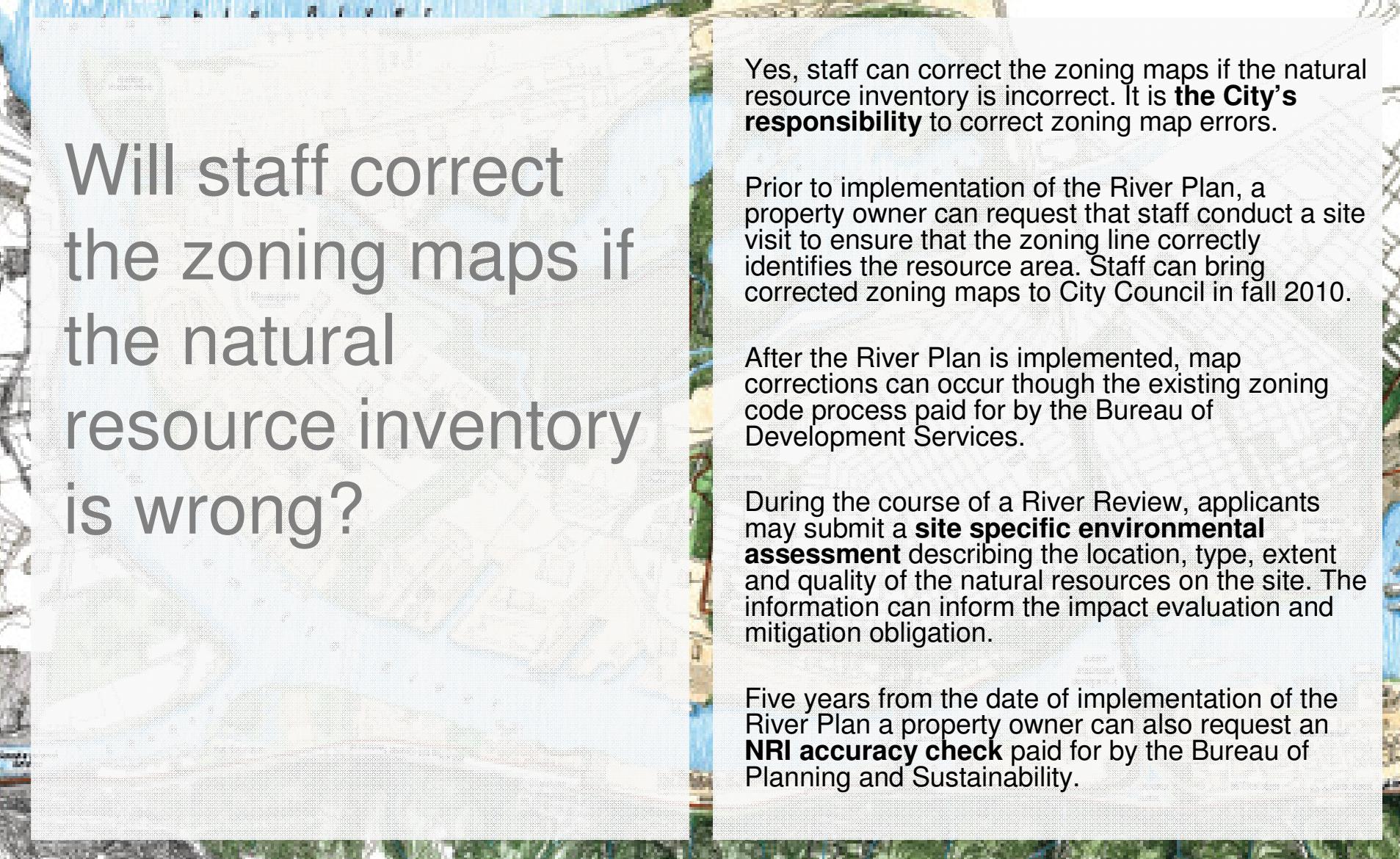
Will the North Reach plan be more effective than the Greenway Plan?

To help ensure the effective long-term implementation of the River Plan / North Reach, the City plans to **proactively evaluate** its implementation with assistance from a multi interest stakeholder group, the North Reach Advisory Committee—NoRAC.

Each year the Office of Healthy Working Rivers will deliver a written report to the Planning Commission and City Council that will include feedback on aspects of the plan that are ambiguous or unintended, and on the **overall effectiveness** of the plan in achieving its economic and environmental goals.

The report may inform future code or program amendments.

NORTH REACH CONCERNS



Will staff correct
the zoning maps if
the natural
resource inventory
is wrong?

Yes, staff can correct the zoning maps if the natural resource inventory is incorrect. It is **the City's responsibility** to correct zoning map errors.

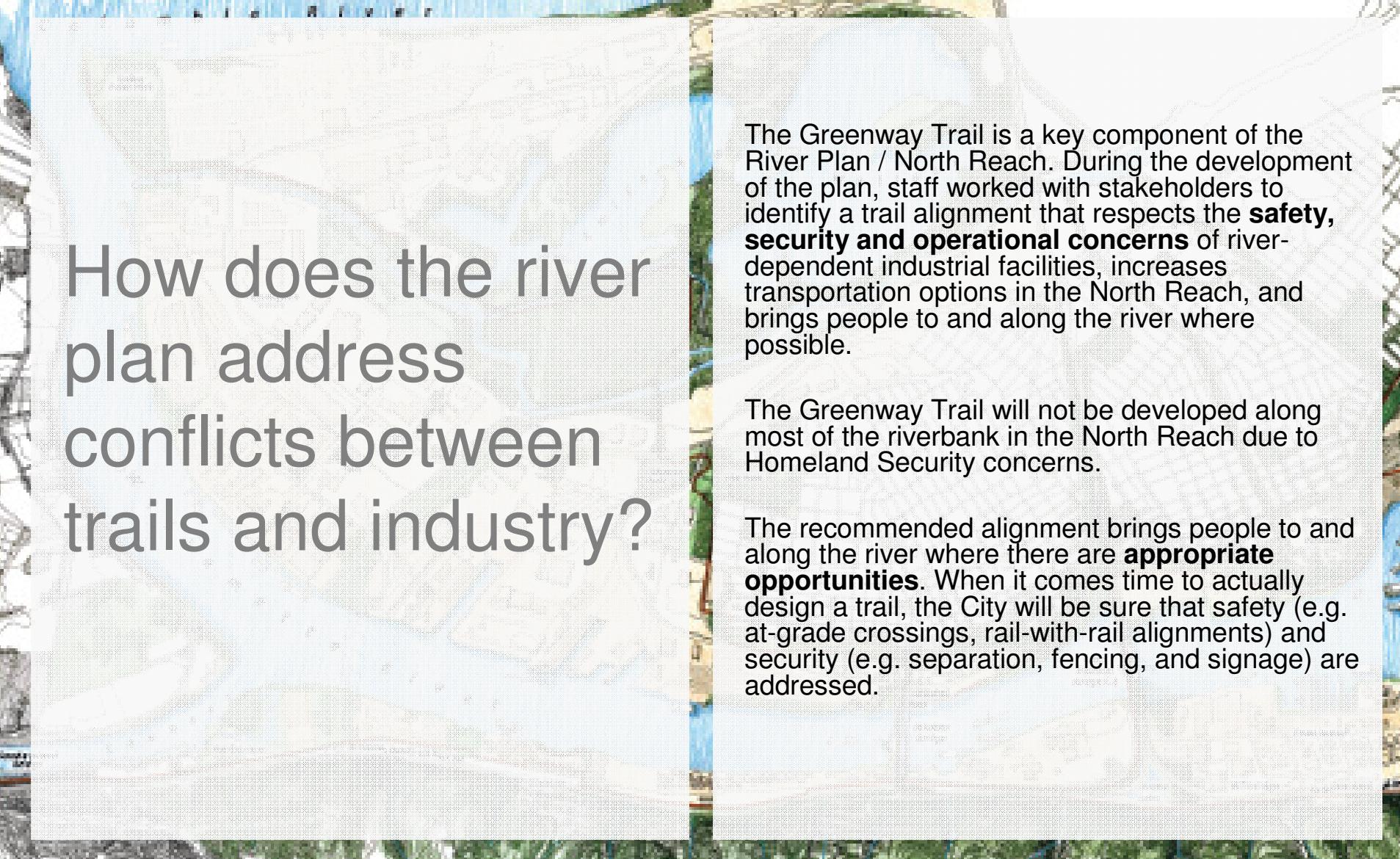
Prior to implementation of the River Plan, a property owner can request that staff conduct a site visit to ensure that the zoning line correctly identifies the resource area. Staff can bring corrected zoning maps to City Council in fall 2010.

After the River Plan is implemented, map corrections can occur through the existing zoning code process paid for by the Bureau of Development Services.

During the course of a River Review, applicants may submit a **site specific environmental assessment** describing the location, type, extent and quality of the natural resources on the site. The information can inform the impact evaluation and mitigation obligation.

Five years from the date of implementation of the River Plan a property owner can also request an **NRI accuracy check** paid for by the Bureau of Planning and Sustainability.

NORTH REACH CONCERNS



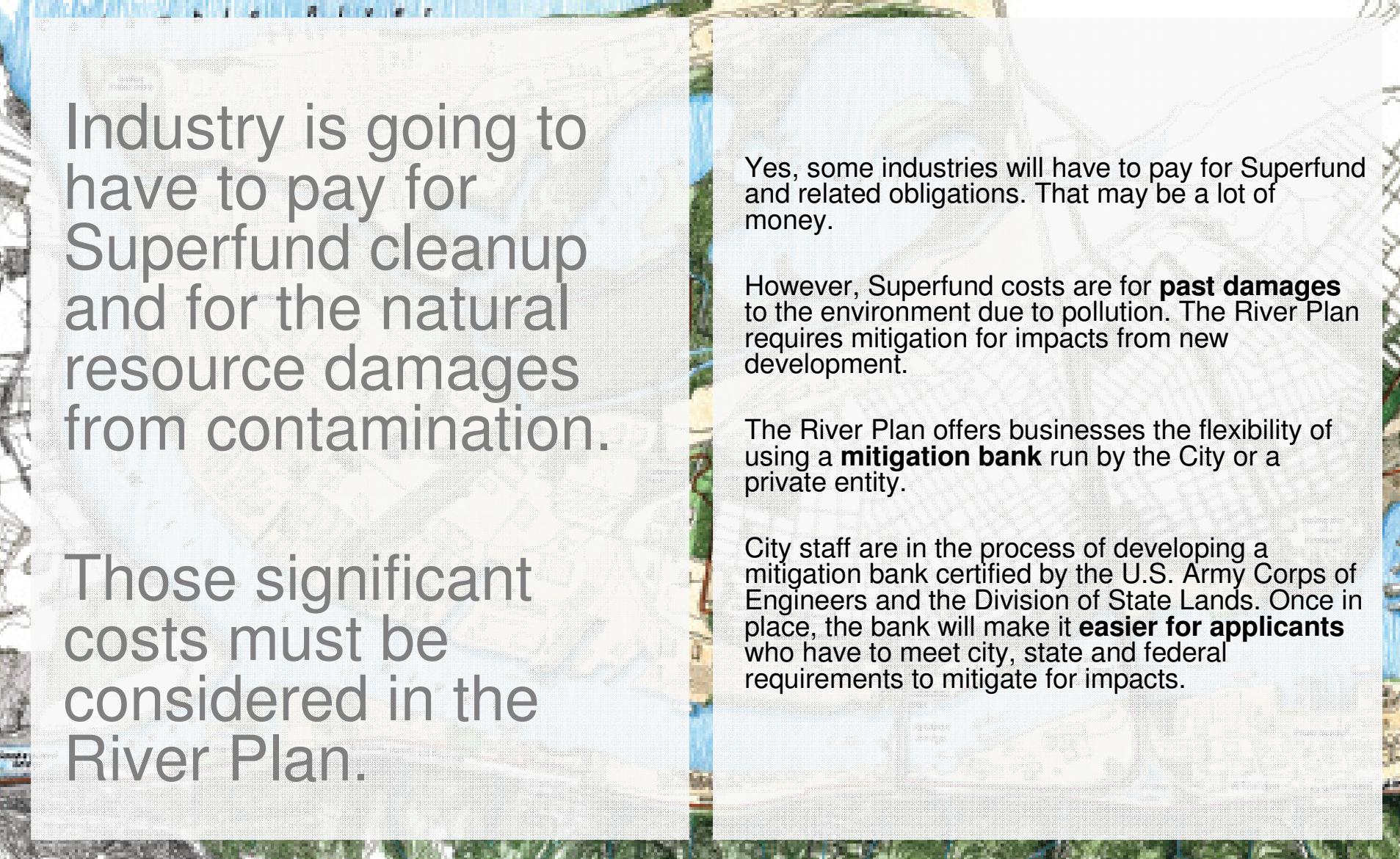
How does the river plan address conflicts between trails and industry?

The Greenway Trail is a key component of the River Plan / North Reach. During the development of the plan, staff worked with stakeholders to identify a trail alignment that respects the **safety, security and operational concerns** of river-dependent industrial facilities, increases transportation options in the North Reach, and brings people to and along the river where possible.

The Greenway Trail will not be developed along most of the riverbank in the North Reach due to Homeland Security concerns.

The recommended alignment brings people to and along the river where there are **appropriate opportunities**. When it comes time to actually design a trail, the City will be sure that safety (e.g. at-grade crossings, rail-with-rail alignments) and security (e.g. separation, fencing, and signage) are addressed.

NORTH REACH CONCERNS



Industry is going to have to pay for Superfund cleanup and for the natural resource damages from contamination.

Those significant costs must be considered in the River Plan.

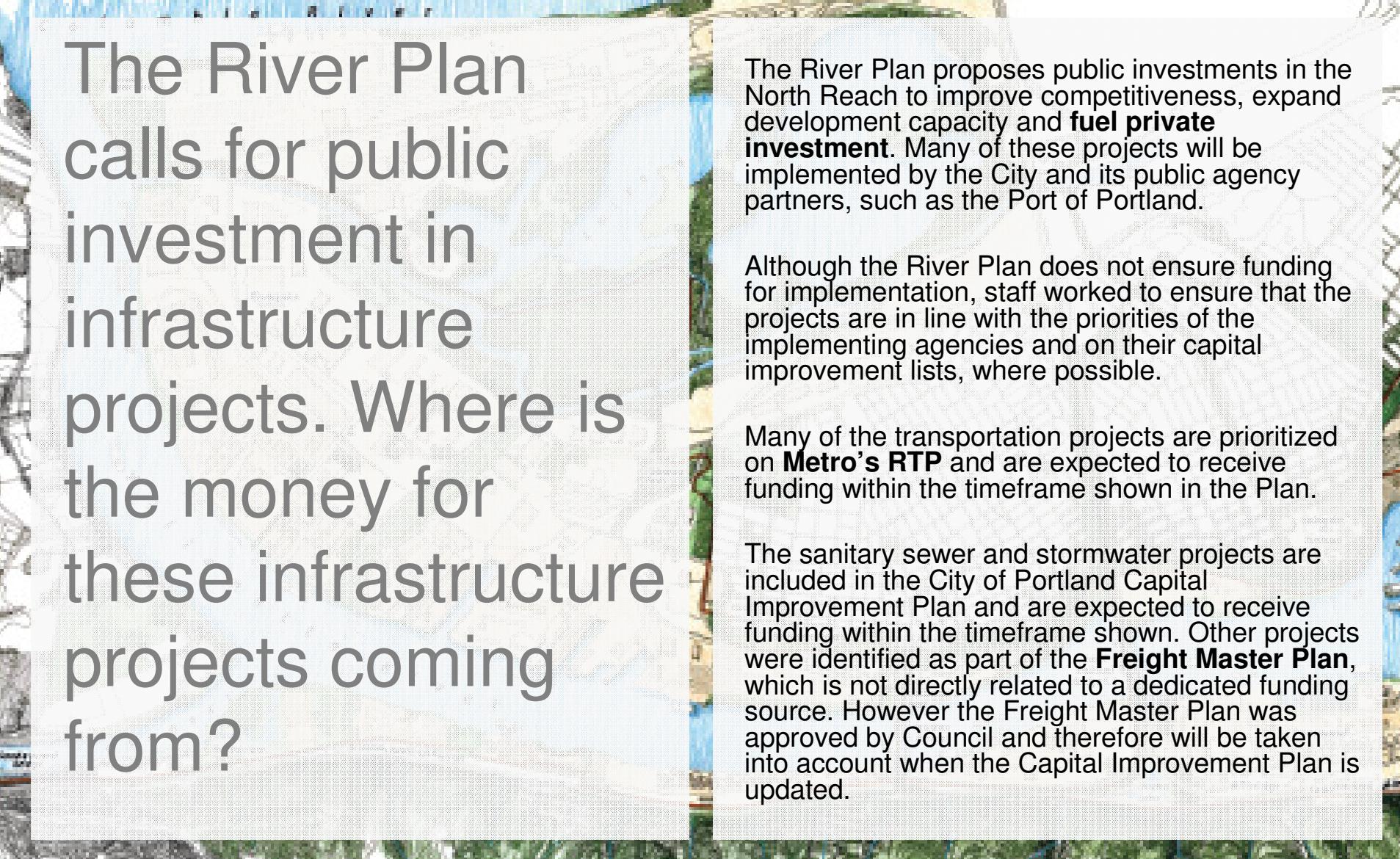
Yes, some industries will have to pay for Superfund and related obligations. That may be a lot of money.

However, Superfund costs are for **past damages** to the environment due to pollution. The River Plan requires mitigation for impacts from new development.

The River Plan offers businesses the flexibility of using a **mitigation bank** run by the City or a private entity.

City staff are in the process of developing a mitigation bank certified by the U.S. Army Corps of Engineers and the Division of State Lands. Once in place, the bank will make it **easier for applicants** who have to meet city, state and federal requirements to mitigate for impacts.

NORTH REACH CONCERNS



The River Plan calls for public investment in infrastructure projects. Where is the money for these infrastructure projects coming from?

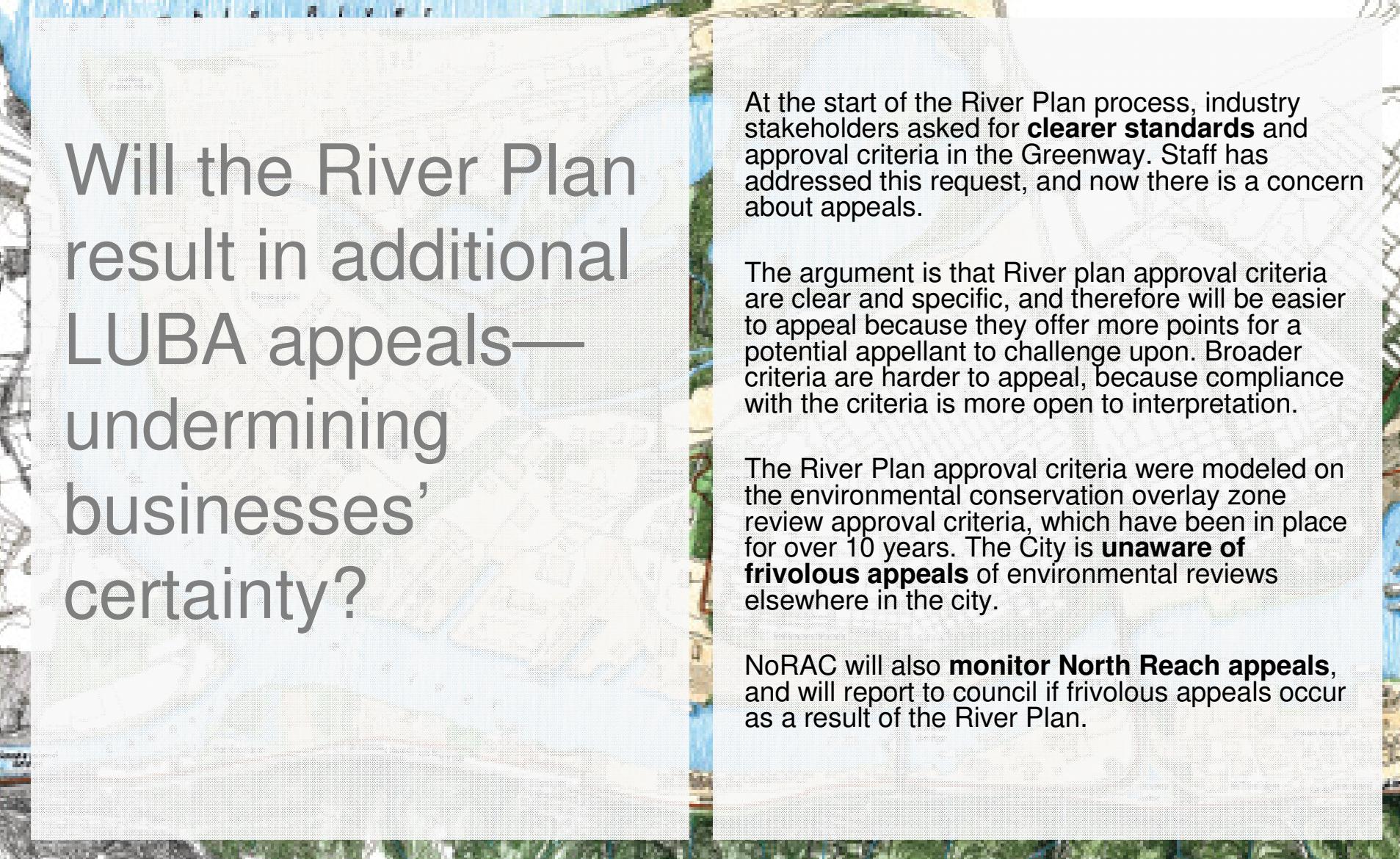
The River Plan proposes public investments in the North Reach to improve competitiveness, expand development capacity and **fuel private investment**. Many of these projects will be implemented by the City and its public agency partners, such as the Port of Portland.

Although the River Plan does not ensure funding for implementation, staff worked to ensure that the projects are in line with the priorities of the implementing agencies and on their capital improvement lists, where possible.

Many of the transportation projects are prioritized on **Metro's RTP** and are expected to receive funding within the timeframe shown in the Plan.

The sanitary sewer and stormwater projects are included in the City of Portland Capital Improvement Plan and are expected to receive funding within the timeframe shown. Other projects were identified as part of the **Freight Master Plan**, which is not directly related to a dedicated funding source. However the Freight Master Plan was approved by Council and therefore will be taken into account when the Capital Improvement Plan is updated.

NORTH REACH CONCERNS



Will the River Plan result in additional LUBA appeals—undermining businesses' certainty?

At the start of the River Plan process, industry stakeholders asked for **clearer standards** and approval criteria in the Greenway. Staff has addressed this request, and now there is a concern about appeals.

The argument is that River plan approval criteria are clear and specific, and therefore will be easier to appeal because they offer more points for a potential appellant to challenge upon. Broader criteria are harder to appeal, because compliance with the criteria is more open to interpretation.

The River Plan approval criteria were modeled on the environmental conservation overlay zone review approval criteria, which have been in place for over 10 years. The City is **unaware of frivolous appeals** of environmental reviews elsewhere in the city.

NoRAC will also **monitor North Reach appeals**, and will report to council if frivolous appeals occur as a result of the River Plan.

NORTH REACH ACTIVE OVERSIGHT

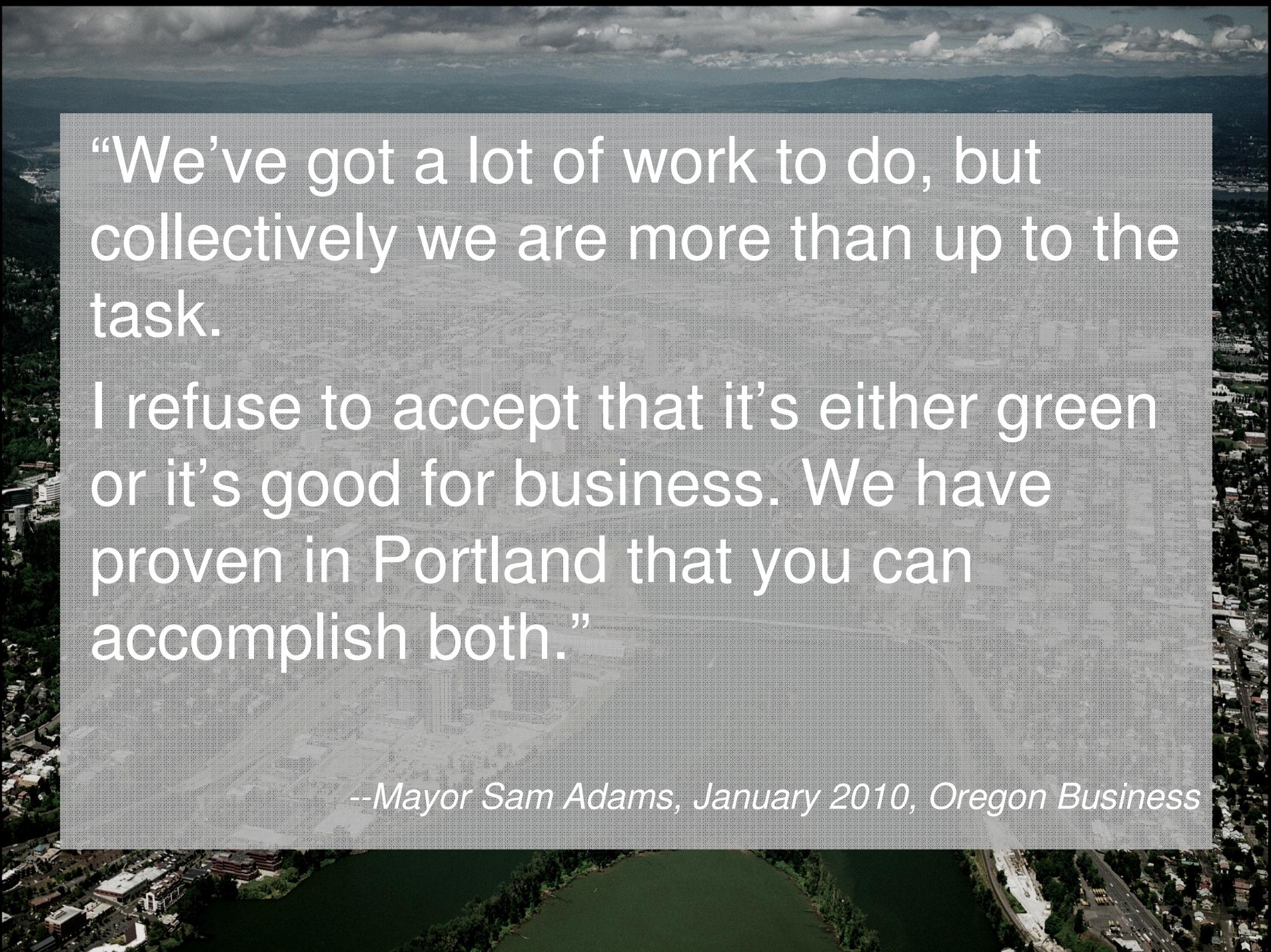
- Unlike previous plans, the River Plan / North Reach's implementation will be overseen
 - NoRAC – North Reach Advisory Committee
- Active oversight to ensure that both economic and environmental goals are pushed along
- Recalibration as needed to achieve plan's goals



NORTH REACH

WHAT HAPPENS NEXT

- April 1, 2 pm: Continued Council Hearing
- Between council adoption and the January 1, 2011 implementation:
 - Staff will continue to develop
 - the River Restoration Program;
 - a mitigation bank for the North Reach; and
 - the methodology for assessing a fee-in-lieu of on-site mitigation until there is a functioning mitigation bank in the North Reach.
 - Staff will bring back to Council for a hearing on the fee-in-lieu methodology, to be sure that the method used is clear and fair and the fees we charge compensate for the impacts of development and any temporary loss of function



“We’ve got a lot of work to do, but collectively we are more than up to the task.

I refuse to accept that it’s either green or it’s good for business. We have proven in Portland that you can accomplish both.”

--Mayor Sam Adams, January 2010, Oregon Business



NORTH REACH

Read the plan: <http://bit.ly/riverplan>

Questions? Concerns? Comments?

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