



Building a Sustainable, Prosperous and Equitable Region

Presentation to Sitra

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Director

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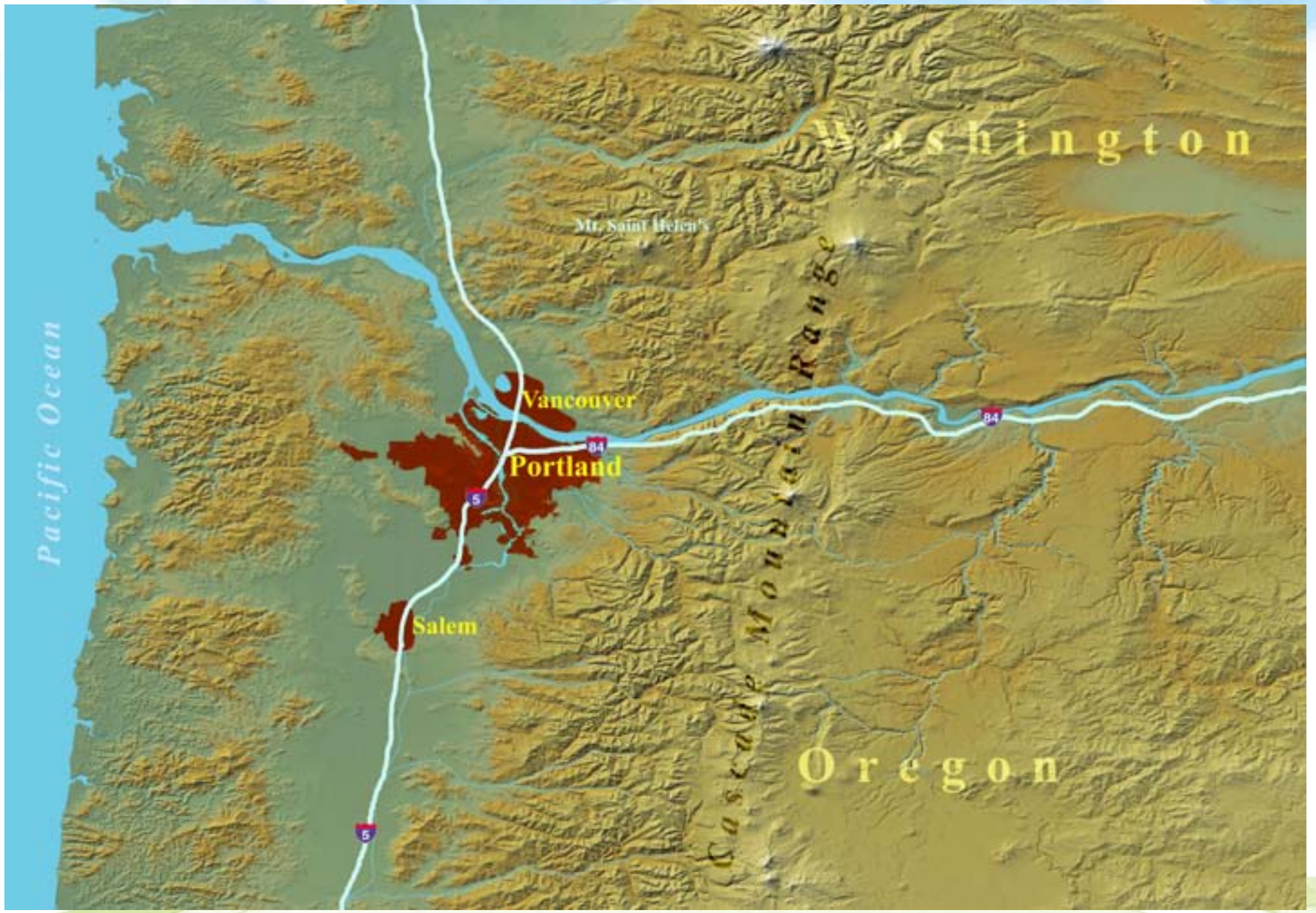
Presentation/Discussion



- Who are we?
- What we value?
- Region 2040 Growth Concept
- Community Investment Strategy
- Lessons Learned
- Discussion

Who are we?





Pacific Ocean

Washington

Mt. Saint Helens

Vancouver

Portland

Salem

Cascade Mountain Range

Oregon

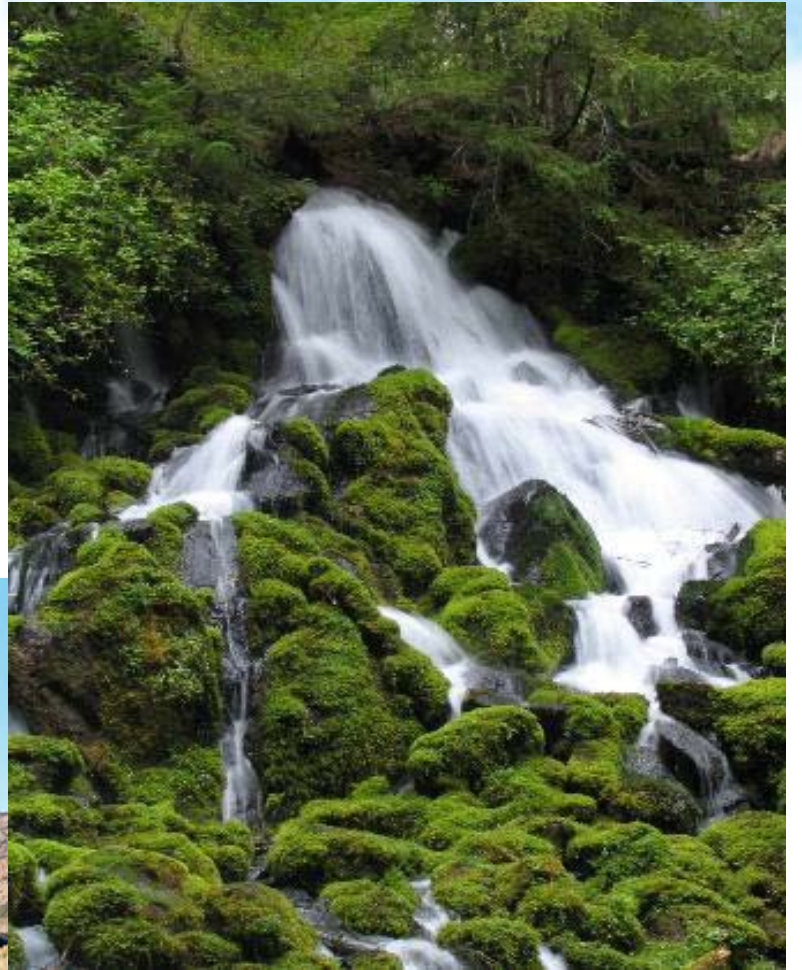
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What is Metro?



- Elected regional government
- Serves 1.4 million+ residents
- 28 jurisdictions
- All things regional (zoo, convention center, solid waste, natural area protections, land use/transportation planning)



- Native Americans farmed and fished



- Early settlers were attracted to rich farmland, abundant fishing and large trees



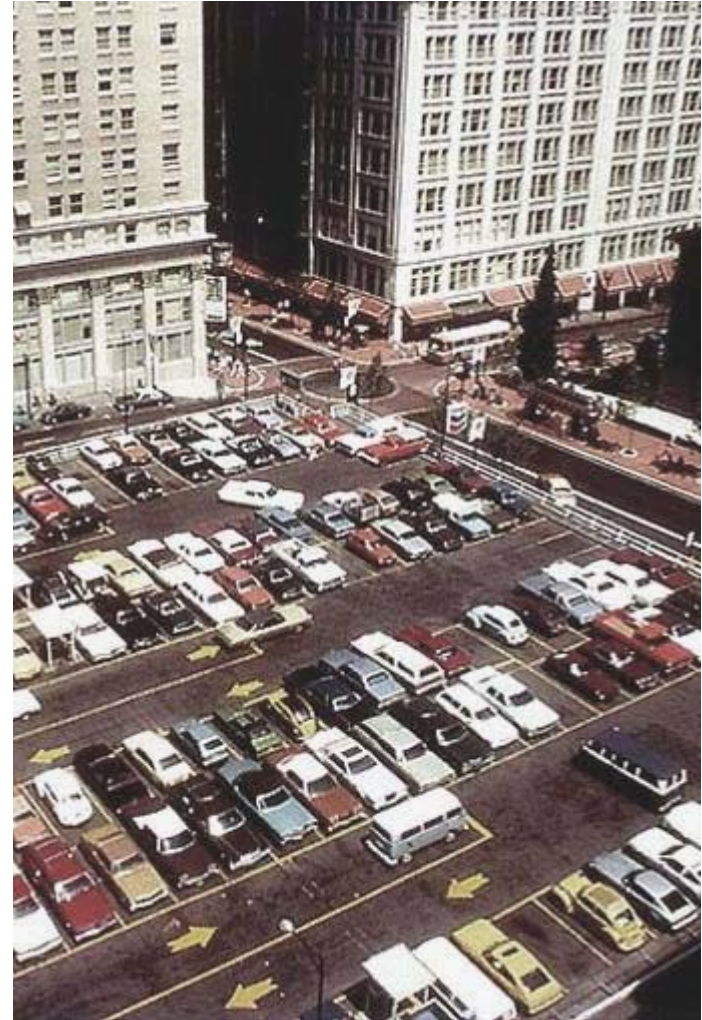
Communities grew around the state

- Unplanned
- Highway oriented → sprawl
- Negative impacts to natural resource economy

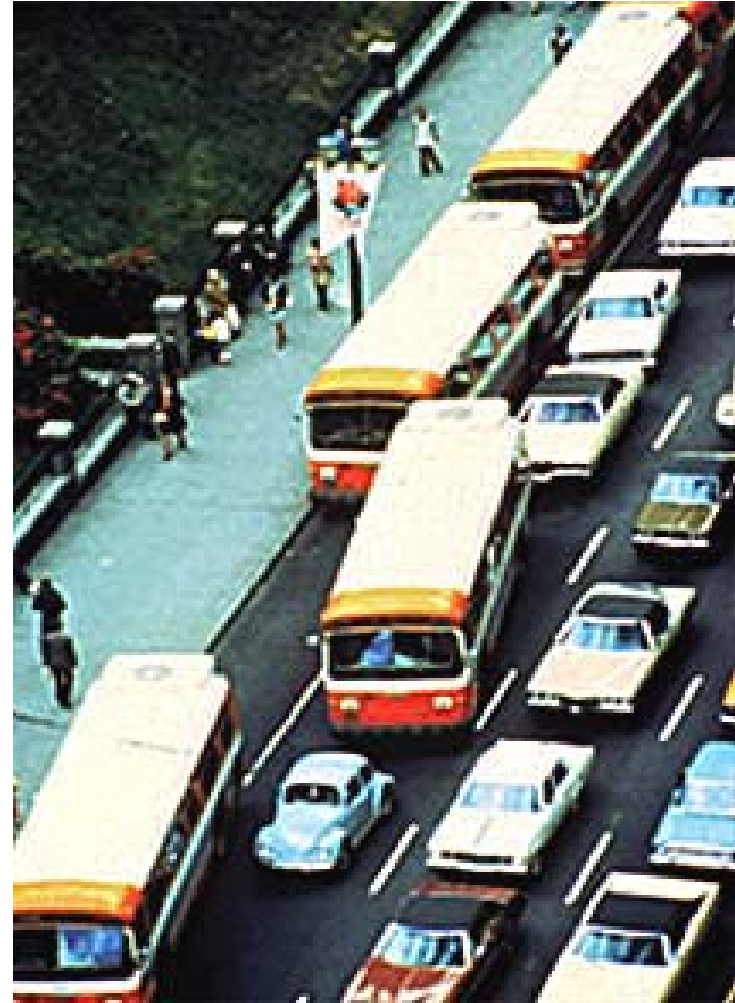
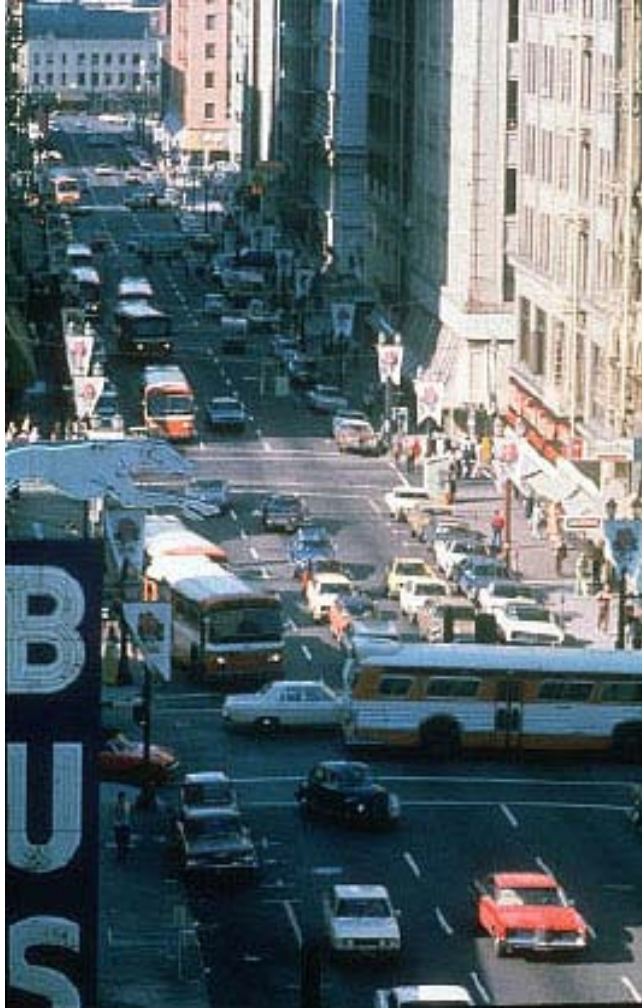


Downtowns Began to Decline

- Freeways fueled suburban growth
- Downtown buildings razed to construct more parking lots
- Urban renewal replaced vibrant neighborhoods with sterile high-rise apartments

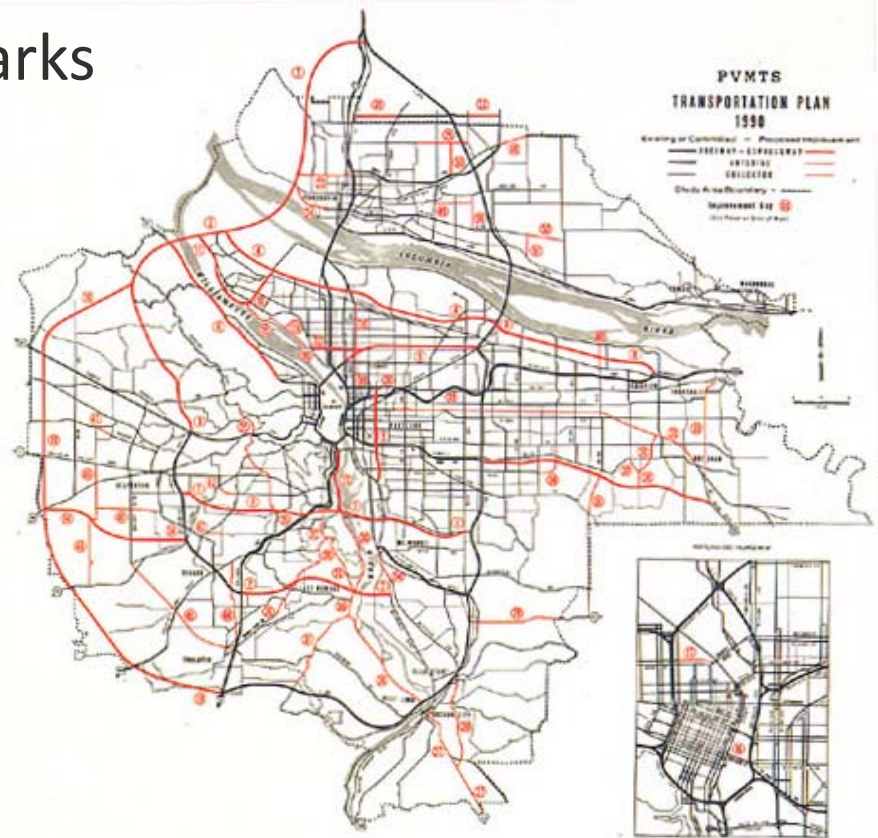


Buses operated in clogged streets



Portland's Backlash

- In Portland, serious opposition arose to massive freeway construction; destruction of urban neighborhoods; loss of parks



Governor's Task Force – Early 1970's



Governor Tom McCall

What we value as Oregonians

- Clean air, clean water, healthy ecosystems
- Access to nature
- Jobs / Housing
- Community / Family
- Transportation choices



The Oregon Ethic

- 1973 Oregon adopted statewide planning program
- Requires communities to have Urban Growth Boundaries (UGB's)
- Local plans must meet statewide goals
- Urbanization focused UGB
- Farm and forest land protected outside UGB





Urban Growth Boundary

The longstanding system of planning for growth

- 
- Establishes 20-year supply of land inside UGB
 - Must be reviewed every 5 years
 - Created clear demarcation between urban & rural



Challenges of existing system

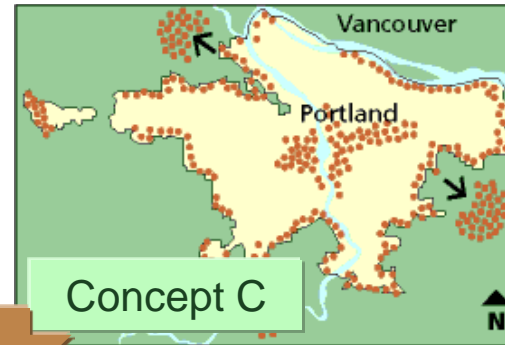
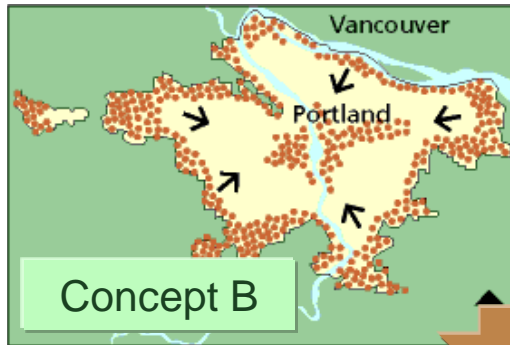
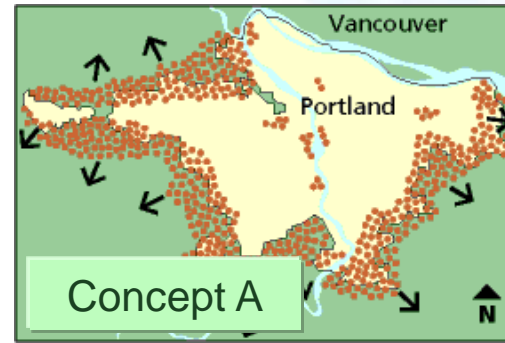


- No certainty for landowners outside UGB
- Soil type only consideration
- Limited ability to consider how newly added lands will be developed
- Just one tool (Regulatory)

Region 2040 Growth Concept

- Needed 50 year vision
- Shared vision among 28 jurisdictions
- Protect rich farmland, nature features
- Enhance community identity
- Reinforce our values

2040 Growth Concepts



**2040 Growth
Concept
adopted in 1995**

Region 2040 Process

- Provide images
- Relate outcomes to values
- Engage public /target community leaders
- Involve interest groups





REGION 2040

Decisions for Tomorrow
2040 Growth Concept

The Region 2040 Growth Concept was adopted on December 14, 1999 in Ordinance No. 98-025-A and amended in the following:

Ordinance No. 98-025-A	March 9, 1997
Ordinance No. 97-004-A	July 10, 1997
Ordinance No. 97-759-A	October 3, 1997
Ordinance No. 97-148-A	July 23, 1997
Ordinance No. 98-779-D	December 17, 1998
Ordinance No. 98-85-C	December 17, 1998
Ordinance No. 98-85-C-2	December 17, 1998
Ordinance No. 98-78-C	December 17, 1998
Ordinance No. 98-29-C	June 4, 1999
Ordinance No. 98-873-A	December 16, 1998
Ordinance No. 98-874	December 16, 1998
Ordinance No. 00-842	March 2, 2000
Ordinance No. 01-74-A	September 14, 2000
Ordinance No. 01-882-A	April 12, 2001
Ordinance No. 01-881	April 12, 2001
Ordinance No. 02-881-A	November 14, 2002
Ordinance No. 02-881-B	November 14, 2002
Ordinance No. 02-881-C	November 14, 2002
Ordinance No. 02-881-D	November 14, 2002
Ordinance No. 02-881-E	November 14, 2002
Ordinance No. 02-881-F	November 14, 2002
Ordinance No. 02-881-G	November 14, 2002
Ordinance No. 02-881-H	November 14, 2002
Ordinance No. 02-881-I	November 14, 2002
Ordinance No. 02-881-J	November 14, 2002
Ordinance No. 02-881-K	November 14, 2002
Ordinance No. 02-881-L	November 14, 2002
Ordinance No. 02-881-M	November 14, 2002
Ordinance No. 02-881-N	November 14, 2002
Ordinance No. 02-881-O	November 14, 2002
Ordinance No. 02-881-P	November 14, 2002
Ordinance No. 02-881-Q	November 14, 2002
Ordinance No. 02-881-R	November 14, 2002
Ordinance No. 02-881-S	November 14, 2002
Ordinance No. 02-881-T	November 14, 2002
Ordinance No. 02-881-U	November 14, 2002
Ordinance No. 02-881-V	November 14, 2002
Ordinance No. 02-881-W	November 14, 2002
Ordinance No. 02-881-X	November 14, 2002
Ordinance No. 02-881-Y	November 14, 2002
Ordinance No. 02-881-Z	November 14, 2002
Ordinance No. 04-1048-B	June 24, 2004

*Areas brought into the Urban Growth Boundary under Ordinance No. 98-78-C and 98-873-A have been removed by Metro by the Land Use Board of Appeals and affirmed by the Court of Appeals. These areas have been returned from the map.



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LEGEND

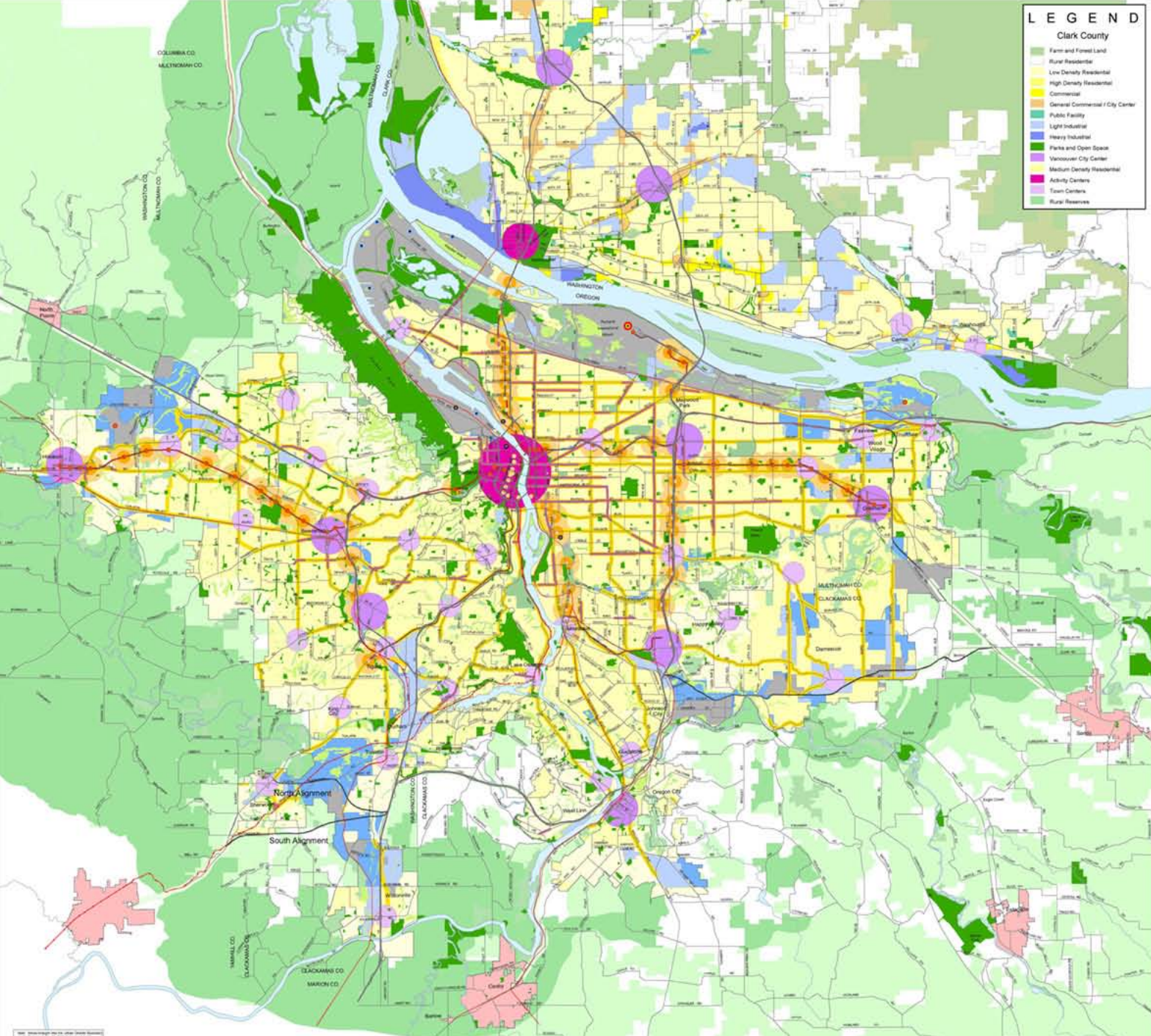
Clark County

- Farm and Forest Land
- Rural Residential
- Low Density Residential
- High Density Residential
- Commercial
- General Commercial / City Center
- Public Facility
- Light Industrial
- Heavy Industrial
- Parks and Open Space
- Vacuum City Center
- Medium Density Residential
- Activity Centers
- Town Centers
- Rural Reserves

LEGEND

Metropolitan Region

- Central City
- Regional Centers
- Town Centers
- Inner Neighborhoods
- Outer Neighborhoods
- Employment Areas
- Industrial Areas
- Regionally Significant Industrial Areas
- Corridors
- Main Streets
- Station Community
- Station Community Core
- Potential Regional Throughways
- Green Corridors
- Planned & Existing Light Rail Lines
- Proposed Light Rail Alignments
- Potential HCT Facilities
- Light Rail Stations
- Potential Light Rail Stations
- International Airports
- Regional Airports
- Terminals
- Intermodal Rail Yards
- Rail Distribution Network
- Resource Land
- Rural Reserves
- Park
- Open Space
- Urban Growth Boundary
- Neighboring Cities

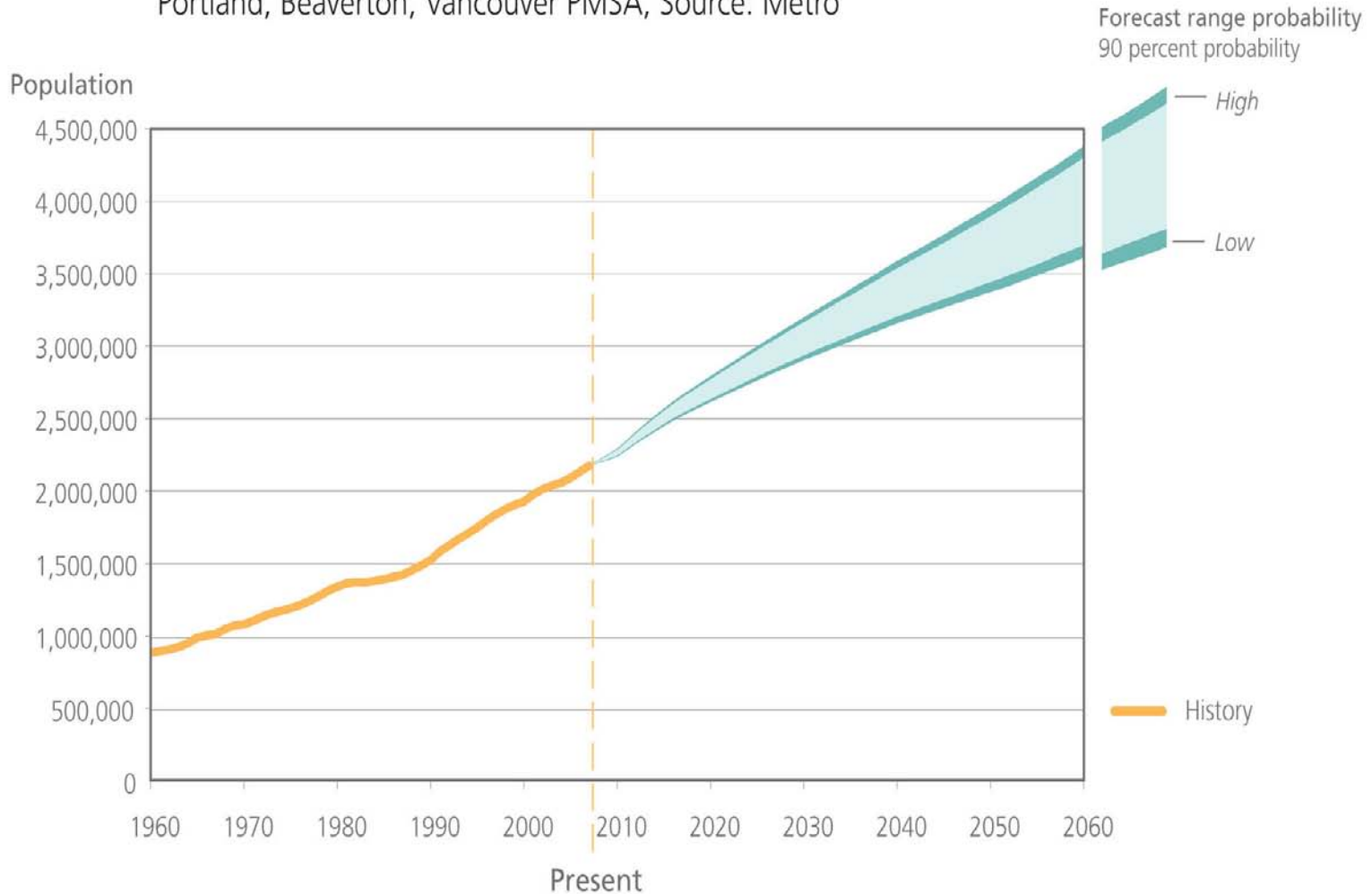


Map prepared by Metro, Planning and Economic Development Department, using GIS data from the Metropolitan Region Land Use Board of Appeals. The map is for informational purposes only and does not constitute a contract or warranty of any kind. Metro assumes no liability for any errors or omissions on this map.

Population Growth in the Region

Figure 1: 2007 – 2060 Population forecast

Portland, Beaverton, Vancouver PMSA, Source: Metro



Planning alone doesn't achieve results

- 22,000+ acres added to UGB; little development
- New areas lack investment in sewers, roads, schools
- 95%+ of all new housing has located inside original 1979 UGB
- Better coordination needed among local governments, service providers, private sector

Smarter investments needed

- \$27-41 billion needed to serve growing population
 - \$10 billion needed just to replace existing public structures to serve current population
- Greater efficiencies must be achieved with existing public resources, requiring greater coordination
- New tools needed

The cost of doing nothing

- We don't meet our outcomes
- Infrastructure becomes dated
- Increased living costs
- Loss of natural areas
- More pollution
- More congestion
- Increased costs to businesses

Community Investment Strategy

- Update Regional Transportation Plan
- Establish Urban and Rural Reserves
- Invest Public Dollars More Wisely

Strategic Regional Outcomes

- Vibrant / walkable communities
- Economic competitiveness / prosperity
- Safe, reliable transportation choices
- Leadership: climate change
- Clean air / water, healthy ecosystems
- Equity: benefits / burdens

Regional Transportation Plan

- Start with desired outcomes
- Consider emerging trends (aging population, climate change, fewer transportation dollars)
- Use scenarios to illustrate connection between choices and outcomes
- Targeted public and stakeholder engagement

Urban and Rural Reserves

- 50 year plan
- Established 28,000 acres to urbanize
- Protects 267,000 acres for farm, forest and natural resources

Invest Public Dollars More Wisely

- Focus multiple programs in downtowns, mainstreets, employment areas
- Provide more incentives
- Focus on private/public partnerships
- Establish new, integrated funding sources
- Celebrate successes



















Enhancement:
Natural & Built
Landscapes



Enhancement:
Natural & Built
Landscapes

Arts,
Culture
&
Heritage

Enhancement:
Natural & Built
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Arts,
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Community
Partnership/
Empowerment

Enhancement:
Natural & Built
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Arts,
Culture
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Healthy
Lifestyle

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Environmental
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Strategic
Planning

Enhancement:
Natural & Built
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Enhancement:
Natural & Built
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**Portland:
Making a
great place!**

Environmental
Best
Practices

Community
Partnership/
Empowerment

Healthy
Lifestyle

Strategic
Planning

LESSONS LEARNED

- START WITH VALUES → ESTABLISH OUTCOMES
- PERSONALIZE THE MESSAGE
- USE PICTURES, NOT JUST WORDS
- TARGET MESSAGES TO SPECIFIC AUDIENCES
- CREATE CHAMPIONS
- OFFER INCENTIVES ALONG WITH REGULATION
- MEASURE PROGRESS
- CELEBRATE SUCCESS

Discussion

