

Jukka Noponen opened the event stating that there is a need for a new model.
Kimmo Kurunmäki presented the MAL network as part of the Government's COCO program.

Urban Growth Boundary

Ms Robin McArthur, AICP, Director of Planning and Development, Portland

Metropolitan Area

Power point presentation

Portland Metropolitan Area covers 28 jurisdictions, 568,000 sq feet, 1.4M people. It includes Vancouver (WA), and contains mountains, desert, Columbia river and ocean coastline. Portland is the only area in USA with an elected regional government. Intel and Nike have their HQ located in Portland.

People in Portland were the first driver for the UGB development, and their visionary mayor Tom McCall.

The UGB model is reviewed every 5 years, and planned 20 years ahead. This gives the communities space for their planning, since their own master plans need to be adjacent with the UGB.

The Region 2040 Growth Concept is a 50-year vision, containing a discussion group for governors. It includes scenario work with a process that is engaging not only public officials, but also citizens as community leaders. Over 1M\$ have been invested in this work. The driving idea has been that the costs for doing nothing will be far too large to manage. There are 28,000 acres to urbanize and 267,000 acres to protect in the long term. There is a strong need to reach out to the community. Public-private partnerships have not been studied in detail.

Lessons learned:

- define common values (outcomes)
- personalise the message
- use pictures
- create targeted messages to different target groups
- create champions
- incentivise & regulate
- measure progress
- communicate

Many governors in the Portland Metro area do not believe in climate change. Instead, they talk about great places (which all agree are important).

Jukka Noponen: good, participatory planning processes

Karoliina Auvinen: social engagement, what kind of people were involved?

- asked people who are shopping about their values, then figured out the right message, arranged workshops throughout the region and built a robust communication network

Helena Säteri: Tom McCall's position was important, how is the political decision-making now?

- the charter demands, once a month (Metropolitan advisory, joint advisory policy...)

Incentives for different kinds of communities

- money is at disposal for each community to design their masterplan model, we offer information about the costs of a certain masterplan option (scenarios), target is urban renewal

URBAN GROWTH BOUNDARY
KOOSTE PORTLAND-ESITELMÄN
KESKUSTELUSTA 2.12.2010

Kimmo Kurunmäki: do you use different structures for different regions (one or many UGB's)?

- one UGB by legislation in Portland Metro Area. There are areas of only 1 UGB (as in Portland Metro), and areas of several UGBs.

Vesa-Matti Lahti: lessons learned on creating champions?

- we have asked the mayors from other communities to talk with the local mayors/authorities, who could be good spokespersons within the community. Often farmers have proven to be good in that.

Aija Staffans: How do you run these extremely long processes?

- you need people from all levels, visionary personalities, who keep environmental aspects as No 1 on their agenda
- continuous checking for the mandate from the people within the community
- contact those people who advice the elected officials

Irma Karjalainen: Who gives the money for the UGB work? How do public-private partnerships work?

- there are great critics within Portland
- zoning outside the UGB – very strict 80% rule. Specific zoning maps inside the UGB area (from Portland city centre to Grisholm (? , 80,000 people) is approx. 10 miles, 45 km from side to side.

Irma K: what are the smallest communities participating?

- neighbourhood centres. Communities have wanted more land for their developments, but when shown different development scenarios that are possible within the UGB, they have sometimes realised that it is really expensive to serve more land. Hence, growing up is less expensive than growing out.

Jukka N: do you have any *federal* laws regulating the UGB? Is a UGB process separated from the planning processes?

- no, the agreements are local, some areas use just one common UGB and others utilise own UGB's. Oregon State law.
- UGBs never separated from the planning processes

Irma K: What % of the people are living inside/outside the UGB area (taxation)?

- approx. 98% of the development is done inside the UGB
- you can also have urban sprawl inside the UGB
- the tax rate is lower to those working and living outside the UGB (to keep on farming the land)

Jukka N: what kind of land types do you have?

- there is an 80 acre minimum to build a house outside the UGB area

Olli Majala: what are the most typical arguments against the UGB? How do you respond to them?

- in the 80's the farmers understood the problematic really well
- most jurisdictions want to have their own identity

Vesa-Matti L: How do different sized communities manage growth?

- concentrate on what is affordable & make the related costs visible
- comprehensive planning (detailed planning is lacking in Portland)

Karoliina A: What kind of economic and cost indicators do you use for inhabitants?

- cooperation with the University (e.g. in land use planning)