

## **Central City TIF Exploration**

### **Working Group Meeting #2**

**Prosper Portland, 220 NW Second Avenue, 1<sup>st</sup> Floor – Commission Conference Room**

**June 26, 2025, 10:00 am – 12:00 pm**

#### **MEETING PURPOSE**

The purpose of the meeting is to:

- Review TIF Evolution in Portland
- Review Toolbox for TIF Investment, Examples of TIF Funded Projects, and Examples of Existing Action Plans
- Breakout into District Specific SWOT / SOAR Analysis
- Familiarize Working Group members with each other

#### **MEETING MATERIALS**

- TIF Investment Toolbox
- Gateway, N/NE, Old Town Action Plans
- SWOT/SOAR activity materials

#### **INPUT SOUGHT**

- SWOT / SOAR Analysis

#### **DECISIONS or RECOMMENDATIONS TO BE VOTED ON**

- None

#### **UPCOMING MILESTONES**

- July/August: Launch individual district processes

### **Meeting Summary**

(See also meeting presentation)

#### **Welcome, Introductions**

- Sarah Harpole (Prosper Portland) welcomed people to the meeting and reviewed the agenda.

#### **Public Comment**

- None

#### **Working Group Agreements & Reminders**

- Sarah reviewed the working group roles and responsibilities and reminder items.

#### **Toolbox for TIF Investment**

- Brian Moore (Prosper Portland) reviewed the state regulations around TIF eligible investments.
- Brian outlined high level findings from ECONorthwest Report on understanding TIF investment impacts from 200-2022.

- Brian presented the TIF Investment Toolbox chart with the different ways that TIF can be invested by Prosper Portland.
- Dannell Norby (Portland Housing Bureau) presented Portland Housing Bureau TIF Investment tools and example projects.
- Amy Nagy (Prosper Portland) presented Prosper Portland examples of TIF funded projects.
  - *Question:* How long are developments required to be affordable?
    - *Response:* Portland Housing Bureau affordable housing developments require a 99-year agreement for affordability.
  - *Question:* What happens when loans are repaid? Where does that money go?
    - *Response (corrected):* Repayment funds are reinvested in the district for the first 15 years / first half of the district.
  - *Question:* Any projection for the impact of SDC waiver?
    - *Response:* That can help spur housing production, an additional tool that can be used with TIF.
  - *Question:* What is the average rental increase in TIF districts?
    - *Response:* Regulated affordable housing is protected from rental increase. Within TIF districts there tends to be an increase in supply of housing, and housing cost burdening and other indicators of housing precarity declined in most TIF districts over the past 20 years. However, improvements in housing precarity have not been evenly felt.

### **Action Plan: District SWOT / SOAR**

- Sarah set the context of the district specific conversations, outlining some SWOT analysis and examples of action plans from other districts.
  - *Question:* Green Loop goes through all of these districts, is that something that working groups have an opportunity to consider?
    - *Response:* Yes, and staff will be inventorying investment opportunities over the next couple of meetings for the working groups to consider.

### **Breakout District Specific SWOT / SOAR Analysis**

#### Westside

#### SWOT feedback:

- *Additional Strengths* – strong tourist destination, bike friendly, historic architecture, outdoor & green spaces, center of commerce for region & state, riverfront access, good climate, proximity to multiple universities
- *Additional Weaknesses* – lack of daycare, lack of grocery stores (mentioned by multiple people), cultural institutions may not own their property.
- *Additional Opportunities* – waterfront improvement, revisioning Naito Parkway, docks for paddle sports, greater access to the riverfront
- *Additional Threats* – lack of incentives for business retention

#### SOAR feedback:

#### *Aspirations*

- Downtown is a desirable place to live
- Make downtown development a good investment for developers and businesses
- A hub of culture and commerce for Oregon
- Passionate about art, culture, and heritage

- Be a place where creativity and innovation thrive
- Find creative uses for open spaces
- Preserve historic community identities
- Make downtown inclusive/accessible to people at all stages of life
- Embrace building up instead of building up
- Swimming
- Mixed income and mixed-use housing
- Make downtown a “20-minute neighborhood”
- Parks that have commerce in them
- Greater density with stronger connections throughout the district
- Public & community gatherings in the square
- Collaboration between arts, events, and placemaking
- Family friendly for all income levels
- Revitalize and activate storefronts & more foot traffic
- Increased access to Waterfront Park; public docks, etc.
- Make downtown more family friendly with “purposeful environments and accessibility”
- Give families a reason to come here instead of anywhere else
- Dignity for those experiencing homelessness
- Reclaim sidewalks as economic and recreational spaces
- Placemaking

### *Results*

- People from outlying areas visiting Portland
- Additional housing so retailers are not at the mercy of tourists
- Portlanders return to downtown
- Increased number of businesses and artists
- Good labor standards on new and retrofit projects
- Vibrant public parks and spaces
- 5000 new housing units in downtown
- Cleaner and safer downtown
- More activated ground floor retail
- Retail vacancy is below 15% in the central city
- Thriving small businesses
- People and families of ALL income levels living downtown
- Achieve top 10 development confidence standing in ULI’s annual report
- Safety for all
- Double our number of residents downtown by 2030
- Track and dramatically increase “dwell time” in public spaces
- Mixed income housing & neighborhoods that actively push against gentrification
- (rewrite) “death spiral” narrative
- Utilize dollars wisely
- Redefine public space experience to go beyond pandemic recovery
- Family wage jobs
- End homelessness
- Better mix of users and visitors

### *Opportunities (from the SOAR)*

- Brick sidewalks with parks and seating
- Collaboration with arts organizations
- Keller renovation

- Grocery Stores, more schools, day care, housing
- Development that supports restaurants
- Arts expansion – music festivals & street fairs
- Art installations that define city identity and drive foot traffic & activation
- Let go of some projects & ideas that have been suggested for years but are not moving forward

### Lloyd-Holladay

#### SWOT feedback:

- Walkability vs car free areas
- High percentage of renters are more challenging to engage
- Larger percentage of BIPOC & senior residents
- Retail magnet to mall
- Opportunities around convention center
- Lloyd Center will need streets and will reintroduce the street grid plus add park/open space (20% of total acreage for development)
- Cultural moment for Lloyd neighborhood with black business owners in the mall and need space in NE Portland

#### SOAR feedback:

##### *Strengths*

- Great connectivity via transit, pedestrian, bike, auto
- Great adjacencies to Rose Quarter, Irvington, Sullivan's gulch
- In the short term the Lloyd mall is an asset
- Lloyd has great orgs that work well together and support neighborhood (enhanced services district, community association, EcoDistrict, GoLloyd, Right2Dream too)
- Diversity Lloyd Center "Portlandian" business district
- Lloyd does transportation well
- Great adjacent neighborhoods for customers and employees
- Accessibility for transit and bikes, central location
- Connected – businesses, nonprofits, government, institutions, travel/tourism, residents
- Great transportation programs and resources
- Lloyd is major visitor hub with millions of visitors each year
- Small local businesses that serve diverse needs
- Vibrant new businesses

##### *Opportunities*

- Capturing existing mall tenants when the mall closes to stay in the neighborhood
- Connections to convention center
- Bring visitors into the district
- Incentives to reduce land banking and build community
- People wanting to come back especially Black people
- Supporting existing businesses before crisis mode
- Opportunity to create travel/tourism corridor/hub
- Incubate the small businesses at Lloyd Center

- More activation of public and private spaces
- Weekend events, market capitalizing on transit access
- The connection between our residents and businesses would be strengthened with three neighborhoods in this TIF area and far more residents just outside of the TIF than in it that partnership would benefit all
- Additional Housing

#### *Aspirations*

- New housing development
- Provide connectivity around Broadway/Weidler, MLK/Grand, I-84, and 15<sup>th</sup>
- Conversion of parking lots to functional people centric places
- Public versus private parking
- Potential for entertainment district with adjacency to Convention Center, Moda Center, Albina vision area, MLK and great neighborhoods
- Conversion of surface parking to useable space for humans
- Neighborhood will be function and future proof in 30 years
- Locally owned and engaged property owners and businesses
- Strong need for more residents and occupied office towers – many are vacant
- New visitors to the district because of new music venue
- Redevelopment of Lloyd Center Mall
- Thriving businesses
- Make Lloyd a community that operates 24/7
- Additional food options
- Let small business incubation period really take root and thrive
- Let the mall thrive before demo
- Places to play
- Safe (world class?) bike connections
- Multimodal access, transit and pedestrian friendly
- A homecoming sense of movement for Black businesses and residents
- A diverse community both in residents and local businesses
- Excellent potential for 1<sup>st</sup> true car free central city / urban mixed income neighborhood
- Local businesses – we have a great collection of locally owned businesses we need to support. Growing that culture and increasing the diversity would be great

#### *Results*

- True walkability and connected neighborhood fabric
- Accountability to people, not just property owners
- Employees/business choosing the district to come to the office and locate their business
- Build a continuous connected small business loop along transit lines connection to the convention center, Broadway, and Lloyd center
- Neighborhood prosperity without displacement
- Vacant buildings and lots being occupied
- Measuring foot traffic before/after development, track metrics like new business licenses and resident counts
- Vacancy decrease and maintaining small businesses
- Increased bike count and ped counts
- 50+ new small businesses
- A unique business district that is Portland branded and Portland living its values
- Community instead of stakeholders

## Central Eastside Corridor

### SWOT feedback:

#### *Strengths*

- Public art/murals district on blank walls
- Industrial district is a draw/identity
- Public infrastructure
- Interesting businesses in the district that people don't know much about—building awareness about what's there
- New businesses like scrap and Literary Arts—how to highlight
- Diversity of businesses- industrial/commercial
- Urban coolness—you don't know what you're going to find

#### *Weaknesses*

- Great things happening but dispersed, need to connect them (safe passages for peds—wayfinding/lighting)—need to balance the industrial uses
- Heavy car traffic / hostile ped environment
- Limited access to parking
- Disconnect between modes of traffic
- Unhoused population—impacts safety and desirability for people to talk through the area
- Multi-governmental ownership impacts ability to respond
- Transportation corridor

#### *Opportunities*

- Using entertainment at OMSI, venue, and restaurants to make housing desirable
- Waterfront activation and river access at OMSI

### SOAR feedback:

#### *Aspirations*

- Warehouse Area's Remain
- Support DIY Things happening like pop up music and car shows
- Improve Public Safety and district Cleanliness
- Arts and culture supported
- Electric and interesting mixed urban form
- traffic corridors supporting both pedestrian & freight
- vibrant small business incubation
- More housing
- Growing housing inventory over industrial growth
- integrated multimodal transportation
- increased free canopy
- day trip hub for tourism
- Package Experience for tourists & locals
- Food, Shops, Entertainment, culture, hotels
- Celebrate CEC's rich culture, industrial small business scene
- a 24 hr livable area that is activated day and night

- multi-cultural district
- industry is celebrated thru connection of old existing business & expansion of new industry
- mix of old and new businesses
- new money in to support growth and opportunity
- Unique waterfront experience
- Accommodate housing growth at mix incomes through loans and grants
- Safe & clean but maintains it's industrial character
- A thriving indigenous/native American cultural hub
- Educational & Innovation central within the district
- More Housing stock of varying incomes with opportunity to buy vs rent
- Wayfinding
- Small Businesses are supported and thrive
- Central Eastside is safe, vibrant and easy for residents and visitors to get around and enjoy
- Provide Support for artists and art organizations to get access to affordable spaces
- Industrial sanctuary remains
- Support Entertainment and Bar Culture
- Mix of industrial use, restaurants, crafts, maker spaces
- Mix of industrial use and warehouse style housing for mixed income
- Clear Method of transportation through district
- Stabilize & Strengthen existing Businesses
- Preserve industrial spaces
- More tourism to promote more foot traffic and diverse businesses moving in
- Solution to the railroad crossings
- Support organizations activating public spaces

## *Results*

- Area around Olympic Provisions Restaurant stays industrial
- Defined cultural district overlap that required development to participate in district identity
- Increased affordable housing by 30%
- Spend Early Funds on Helping Homeless (Shelter & Assistance)
- Change Image & reduce Homelessness (Provide facilities & shelter)
- Create/Expand Mural District. Over 50% of properties have public art
- Thriving arts, culture, entertainment scene, 20hr neighborhood
- Live/Work/Artist/Maker Spaces are available as affordable
- District Population at 20,000
- Less Cars
- 15-minute city
- Redevelopment Esplanade
- People talk about the district as a local tourist destination
- Multiple Business support experience, industrial & nature
- Industrial spaces become desired by creative & tech companies that bring in higher paid employees
- More Green Space
- Water Access north of Ross Island Bridge
- Establish mid-district park/public space
- Building individual wealth and pride of place
- Allowing visitors to be engaged in public & private businesses
- Diversity of Businesses exists

## Attendance

Westside Working Group		Present
Sydney Mead, Downtown Clean & Safe	y	
Vanessa Sturgeon, TMT Development / PMC		
Diana Stuart, DNA	Y	
Matthew Claudel, OTCA		
Peter Andrews, Melvin Mark		
Randall Friesen, Columbia Pacific Building and Construction Trades Council	y	
Elizabeth Nye, Lan Su	y	
Cody McNeal, Unico	y	
Giovanni Bautista, resident / Metro housing policy analyst		
Beth Burns, p:ear	y	
Jessica Elkan, James Beard		
Angel Medina, Republica / Todos Media		
Jennifer Cole, PNCA		
Alisha Sullivan, Winter Lights Festival	y	
Alan Jones, Jones Architecture		
Jennifer Pover, Pioneer Courthouse Square	y	
Lloyd-Holladay Working Group		
Keith Jones, Lloyd ESD	y	
Owen Ronchelli, Go Lloyd	y	
Ziggy Lopuszynski, LCA	y	
Julie Gustafson, NEBBA		
Tom Kilbane, URG	Y	
Willie Levenson, Human Access Project		
Khanh Tran, NAMC	y	
Emily Mandic, AAT	y	
Kurt Craeger, Holy Rosary	y	
Alison Wicks, Metro	y	
Steve Day, Pacific Corp	y	
Matthew Henderson, Virtua Gallery @ Lloyd Center	y	
Debbie Kitchen, Central Eastside Together	y	
Kristin Leiber, Lloyd Ecodistrict	y	
Minyana Bishop, IRCO, resident		
Jona Davis, NE Coalition		
Central Eastside Corridor Working Group		
Mike Larkin, CET	y	
Carolyn Holcomb, CEIC		
Mark Linehan, HAND	y	
Michael Woods, Buckman Community Association	y	
Leah Nanpei, VP, Real Estate and Facilities OMSI	y	
Tiffany Conklin, Portland Street Art Alliance	y	
Lluvia Merello, Indigenous Marketplace	y	
Matt Fairris, BAE	y	



Jill Sherman, Edlen & Co / OMSI	
Ty Brown, REACH CDC	Y
Dietrich Wieland, Mackenzie	Y
Eric Hoffman, SUM Design Studio / CET	y
Chelsea Rooklyn, Killian Pacific, Willamette Light Brigade Board	y
Hovering Laplante, Sweet & Salty PDX	y
Amanda Lucier, property owner / photojournalist	