

Central Eastside Corridor TIF Action Plan Working Group Meeting #3

July 2025



**Portland
Housing Bureau**



**PROSPER
PORTLAND**

Agenda:

- **Timeline & Example Review** (5 minutes)
- **Review and confirm SWOT** (10 minutes)
- **Discussion:**
 - District Investment Goals & Actions (40 minutes)
 - Budget Priorities (15 minutes)
 - Existing District Resources Discussion (10 mins)
- **Recap & Next Steps** (10 minutes)

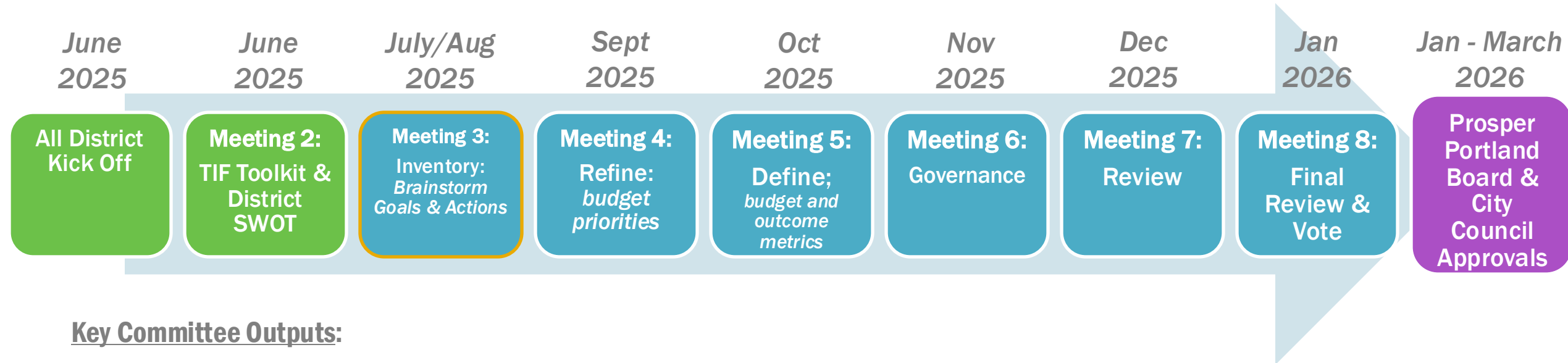
Operating Agreements

- Active participation
- Share the stage
- Question the problem vs. the individual
- Permission to make mistakes
- Intent vs. impact
- Lead with curiosity
- Commit to confidentiality
- Prioritize communities most impacted

Public Participation Guidelines

- Working Group meetings are open to the public
- Public invited to comment at start of meeting
- Public and staff asked to observe and listen for the remainder of the meeting
- Reserve discussion / questions / activity participation to members only

Working Group Process



Key Committee Outputs:

- Inform context and vision for 5-year investment strategy
- Develop investment priorities
- Align budget allocations and anticipated outcomes
- Recommend future approach for governance and reporting on Action Plan progress
- Recommend Action Plan for Prosper Board and City Council approval



**Portland
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PORTLAND**
Building an Equitable Economy

Ex: Gateway Action Plan

This Month's
Featured Discussion:
Goals & Outcomes

ACTION 3.1:

Attract new neighborhood investment to activate key properties and improve mixed-income housing production and commercial development through public/private partnerships.

- Invest in a public/private partnership to deliver 250+ middle-income homes, commercial development, improve street connectivity and walkability, and provide public benefits and district activation.
- Pursue redevelopment of Prosper Portland property at the Gateway Transit Center via partnership with adjacent property owners, key anchor tenants, and TriMet.

Measure of success:

- At least one signature middle-income project on track to deliver 250+ new mixed-income units in the District.

ACTION 3.2:

Facilitate development on privately held properties with an emphasis on mixed-income housing by offering commercial loans for middle-income rental and homeownership opportunities:

- Provide loans to fund predevelopment, construction, and/or permanent financing for projects targeting 5-10 units with a focus on homeownership and a diversity of homeownership types (cottage clusters, condos, attached townhomes)
- Prioritize loans for larger scale mixed-income housing projects that deliver on a diversity of floorplans (3-4 BR) to increase multigenerational and immigrant-focused housing

Measure of success:

- Three smaller to larger scale housing projects delivering approximately 30 homes.

ACTION 3.3:

Encourage construction of additional affordable housing units and take advantage of opportunities to construct new mixed income, multifamily housing projects.

Measure of success:

- Support at least one new multifamily rental project with regulated affordable housing units.



Housing Production
& Opportunity

Ex: Gateway Action Plan

Upcoming Featured
Discussion: Budget
Allocations

Forecasted Budget

Summary of Proposed Investments: \$65.6M *

| HOUSING PRODUCTION & OPPORTUNITY | | INCLUSIVE ECONOMIC GROWTH & CELEBRATING DIVERSITY | | ACTIVATION & LIVABILITY | |
|---|--|--|--|--|---|
| Budget | Expected Outcomes | Budget | Expected Outcomes | Budget | Expected Outcomes |
| \$21M Signature Project | 1 Middle-income project with 250+ units | \$1.275M Small Business Grants & Loans \$275K PIP Loans | Loans & grants disbursed to 15-20 businesses | \$1.42M Community Livability Grants | 5 committed projects |
| \$5M Infill development loans | 30 middle-income homes, prioritizing homeownership | \$3.3M Affordable Commercial Tenanting Program | Support to 10 - 12 businesses | \$1.64M Activations, Public Art & Security Improvements | 10 art & security grant 2-3 major property activations |
| \$7M Prospective signature project | 1 Mixed-income project in pipeline | \$3M The Nick Fish Tenant Improvements | The Nick Fish is fully leased and operational by FY 2026 | \$5.5M Public Improvements | Finalize 2 major public infrastructure projects |
| \$15.6M Prospective affordable project | 1 deed-restricted affordable project in pipeline | | | | |
| Subtotal: \$48.6M | | Subtotal: \$8M | | Subtotal: \$9M | |

*Includes forecasted affordable housing set aside funds for PHB. Additional TIF revenue for affordable housing and economic development will continue to accrue after this 5-year budget until the Gateway TIF District reaches its allowable limit by state law.



Middle Income Housing
Production & Opportunity

Affordable Housing Production

Inclusive Economic Growth
& Celebrating Diversity

Activation & Livability

Review:
District SWOT & SOAR

Central Eastside Corridor *Strengths*

- The Central Eastside Corridor TIF District generally has a connected active transportation network.
- The TIF District a higher share of adults with a bachelor's degree or higher and more working age residents.
- Upcoming improvements in the TIF District are envisioned in the OMSI District Plan
- The Central Eastside Corridor TIF District has seen faster growth in housing supply than Portland.
- ***Culture:** The increased number of public art installations and murals combined in the district contributes to its unique urban character*
- ***Identity:** The industrial district has a diverse set of businesses that shape its identity and is a draw for a variety of people*

Central Eastside Corridor *Weaknesses*

- The population is less racially and ethnically diverse than Portland today.
- The TIF District has a higher unemployment rate than Portland
- Between 2019 and 2022, the TIF District experienced a loss of both businesses and employees.
- Households in the TIF District have lower incomes.
- *Disjointed transportation network creates freight, car, and pedestrian conflicts and parking challenges*
- ***District Connection:** Great things happening but dispersed, need to connect them (safe passages for peds—wayfinding/lighting)—need to balance the industrial uses*
- ***Multi-governmental ownership:** multiple government agencies own or control land and infrastructure which impacts ability to respond swiftly and effectively*

Central Eastside Corridor *Opportunities*

- The TIF District has 57 vacant and 100 underutilized parcels with potential for development.
- The TIF District experiences some safety challenges related to transportation.
- A large share of renter households in the TIF District experience housing cost burden.
- There is a smaller share of Naturally Occurring Affordable Housing in the TIF District compared to Portland
- 3,537 affordable units are in the citywide pipeline, with some located in or near Central City.
- *Identity: Interesting businesses in the district that people don't know much about—building awareness about what's there*
- *District Identity - Using entertainment at OMSI, entertainment venue, and restaurants to make housing desirable*
- *District Identity - Waterfront activation and river access at OMSI*

Central Eastside Corridor *Threats*

- The TIF District currently has high vacancy rates for industrial and office spaces.
- A large share of renter households in the TIF District experience housing cost burden.
- Over half of buildings in the TIF District were built before 1960 (54 percent)
- Nearly 200 parcels representing 40 percent of the acreage in the TIF District have an Improvement to Land ratio less than 1.0.
- Rising costs and increased investment raise risks of gentrification and displacement

Discussion:
TIF Investment Goals & Actions

CEC Action Plan Budget

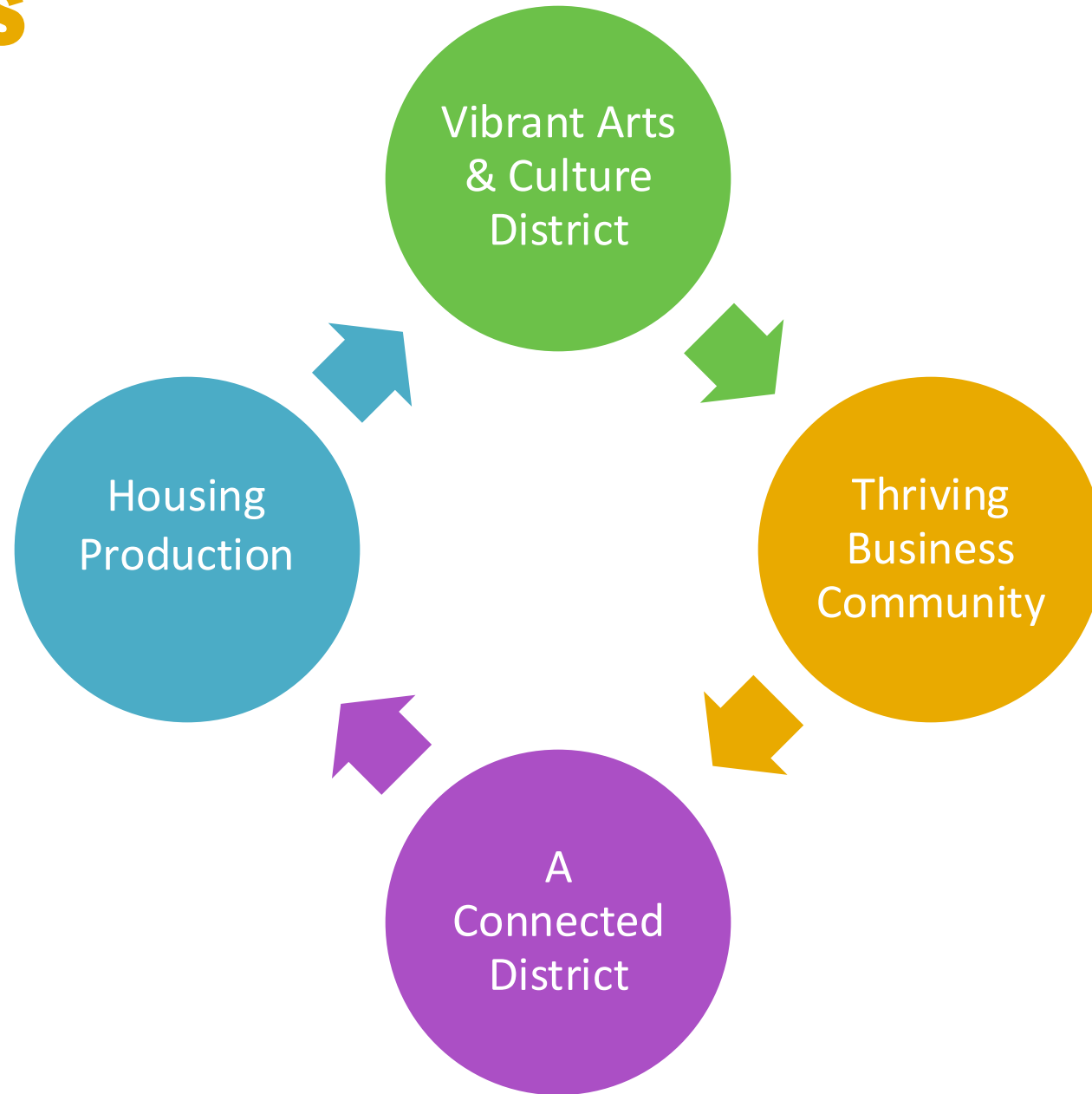
Central Eastside Corridor Action Plan Budget

| | FY 2025-26 | FY 2026-27 | FY 2027-28 | FY 2028-29 | FY 2029-30 | FY 2030-31 | Total |
|-----------------------------------|------------|------------|------------|------------|------------|--------------|--------------|
| Economic Development/Development* | \$ 3,000 | \$ 140,426 | \$ 193,955 | \$ 248,975 | \$ 307,947 | \$ 3,207,810 | \$ 4,102,113 |
| Affordable Housing** | \$ 27,109 | \$ 117,716 | \$ 201,481 | \$ 271,345 | \$ 346,228 | \$ 2,875,931 | \$ 3,839,810 |
| | | \$ 258,142 | \$ 395,436 | \$ 520,320 | \$ 654,175 | \$ 6,083,741 | \$ 7,941,923 |

*Net of Prosper Portland Program Delivery Costs

**Net of PHB Program Delivery Costs

Action Areas



Vibrant Arts & Culture District

What we heard:

- District activations with pop-ups and public art, opportunities for mural installations to shape district identity
- Provide support for artists and art organizations to access to affordable spaces
- Multi-cultural district with thriving Indigenous/Native American Hub
- Tourist destination promoting food, shops, anchor entertainment destinations including OMSI and new music venue

What we can do (draft):

1. **Action:** Invest in community anchor nonprofits to support cultural inclusion and community livability via Community Livability Grant (CLG) and loan investments
 - Prioritize opportunities for projects that include public art to activate community on a 24/7 basis.
2. **Action:** Implement public infrastructure improvements including access to electrical and water sources to support district activations.
3. **Action:** Storefront Improvement Program, assist property owners and lessees in rehabilitating their storefronts
4. **Other Actions?**

Thriving Business Community

What we heard:

- Diverse and locally owned businesses, including business incubation
- Employers/Employees choose the district to locate their business and attract patrons and workers
- Industry is celebrated through connection of existing business and expansion of new industry
- Maintain industrial sanctuary and preserve industrial businesses

What we can do (draft):

1. **Action:** Support businesses through loans
 - Promote business tenant improvement loans within the district
 - Support businesses already located in the district to retain and improve space
2. **Action:** Support small business through grants
 - Expand the Affordable Commercial Tenanting (ACT) grant program to support retailers within the district
 - Expand Prosperity Investment Program (PIP) grant program to support small business within the district
3. **Action:** Explore pilot expansion of No Vacancy Project, building on lessons learned from Old Town
4. **Other Actions?**

A Connected District

What we heard:

- Multi-modal transportation network that is people-centric while supporting freight
- Walkable and connected neighborhood fabric with safe passages for pedestrians via wayfinding and lighting
- Eclectic and interesting mixed urban form with a unique waterfront experience
- Central Eastside is safe, vibrant and easy for residents and visitors to get around and enjoy

What we can do (draft):

1. **Action:** Implement public infrastructure improvements including a wayfinding scheme, increased tree canopy, and improved lighting for easy navigation and safe travel to community destinations.
2. **Action:** Align freight and mobility strategies and invest in improvements to support safe pathways and crossings.
3. **Action:** Explore opportunities to amplify district's distinctive character and access to the waterfront
4. **Other Actions?**

Housing Production

What we heard:

- New housing development including OMSI District
- Accommodate housing growth at a mix of incomes
- Opportunities for homeownership

What we can do (draft):

1. **Action:** Invest in a public/private partnership to deliver affordable housing, commercial development, improve street connectivity and walkability, and provide open space in the OMSI district
2. **Action:** Facilitate development on privately held properties with an emphasis on mixed-income housing by offering commercial loans for predevelopment, construction and permanent financing
3. **Action:** Identify and invest in existing or new affordable housing developments in pre-development or early construction phases to support project completion.
4. **Action:** Invest in creating new homeowners and stabilizing existing homeowners
5. **Other Actions?**

CEC Action Plan Budget

Central Eastside Corridor Action Plan Budget

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Round Table Share Out:

What other resources and partnerships exist in the District that can help deliver on our aspirations?

Thank you!