

**Central Eastside Corridor TIF Action Plan
Working Group Meeting #3
OMSI, 1945 SE Water Ave
July 30, 2025, 3:30 – 5:00 pm**

MEETING PURPOSE

The purpose of the meeting is to:

- Review and confirm SWOT analysis from last meeting
- Discuss and Brainstorm:
 - District Investment Goals & Actions
 - Budget Priorities

MEETING MATERIALS

- Meeting slides

INPUT SOUGHT

- SWOT Analysis
- District Investment Goals & Actions
- Budget Priorities

DECISIONS or RECOMMENDATIONS TO BE VOTED ON

- None

UPCOMING MILESTONES

- Next Working Group Meeting:

Meeting Summary

(See also meeting presentation)

Welcome, Introductions

- Paul Gagliardi (Prosper Portland) welcomed people to the meeting and reviewed the agenda.

Public Comment

- None

SWOT Analysis

The Working Group reviewed revisions to the SWOT analysis based on the prior meeting (shown in blue on the slides) and provided the following final feedback:

- Strengths:

- District has a unique character with older and existing industrial with newer mixed use, the creativity and production in the district contributes to its character
- Easier to do murals and art with the big walls and industrial spaces.
- Wynwood in Miami as example for public art and new development that is art focused
- Diverse economic base and small property owners in the district but also poses challenge
- Easy to get to the district – thorough fairs, street car, Tilikum Bridge
- Weaknesses:
 - Call out the railroad
 - Hard to navigate while in the district
 - High volume of vehicle & freight traffic
 - What parking is allowed where and how that works with zoning code
 - Safety at night and lack of activity at night – more housing and 24/7 activity would be beneficial
 - Industrial area has more space and creates challenge with safety
 - Lack of density of businesses in a central area, need to cluster activity
- Opportunities:
 - Makerspace in the district – culture of makers in the neighborhood already, cost/size/visibility of space can be prohibitive to this

District Goals & Actions Discussion

The Working Group reviewed the draft investment priorities and investment actions based on last month's meeting. Additional input included:

- Vibrant Arts & Culture District
 - Many instances of bare lots with no connections to power or water that prohibits activations like food carts or pop ups
 - Uniqueness of district with many bridge approaches – a weakness and opportunity with covered overpasses for art or activations with a covered public space like that, spaces for ongoing and consistent activations is beneficial for the whole neighborhood. Interest in continuing to discuss these locations as areas to prioritize for action plan.
 - Property owners around the bridges – kids coming together to play music which is a great culture/community, but it creates a trash problem, there is a lack of receptacles
 - Interest in a permanent space for pop ups modeled after Pioneer Square and Director Park
 - Interest in small business stabilization including ownership opportunities
 - More art = more money for maintenance, hard to get grants for maintenance

- Artists and creative makers are nervous about their ability to continue to rent with new development coming to the district and want to stay in the Central Eastside
- Public spaces and infrastructure – why should we be reinvesting in things that should already be happening? Where can you leverage PBOT and Parks and other Bureau's work to compliment TIF?
- Live/work studio spaces
- Do not want TIF funds to fill service gaps that should be being covered by City and State agencies. Can leverage the funds though.
- Thriving Business Community
 - Capital improvements for buildings at the end of their life to give new life for mixed uses including residential and retail and residential and maker space. Priority to support any existing business currently in the building.
 - Not enough money for a big renovation project in the next few years – what can we do that will get the most bang for our buck, while also prepping for future larger scale work?
 - Focusing on what is going to provide retention before worrying about attraction – deal with some of the fundamental issues in the neighborhood
 - No Vacancy project
 - Mandated ground floor retail with little functionality makes it really difficult to get people into the space. Interest in providing some infrastructure-based tenant improvements to attract tenants.
 - Interest expressed in the (informal) Lloyd Mall small business hub and how elements could be translated into CES.
- A Connected District
 - Proposal to widen sidewalk on one side of Grand Avenue opposite of the streetcar for a more attractive street scape
 - Businesses don't like losing businesses
 - Green Loop opportunity
 - Signage and wayfinding – multijurisdictional issue with no one claiming/maintaining existing signs, inventory signage and who is responsible for it
 - Many parcels are unkept with unclear ownership
 - Human Access Project is working on the waterfront
 - OMSI master plan focused on creating a destination on the waterfront as a public amenity
 - ODOT owned parcels – coordinating with Parks to activate them
 - Area under I5 could use some work

- Housing Production
 - Issue with taking away money to support small businesses for market rate housing (Prosper Portland funds)
 - How much homeownership is there in the district?
 - Occasional homeownership development along 11th and 12th, definite demand for townhomes and apartments
 - Land acquisition is a catalytic opportunity and gives control to what happens next
 - Economic feasibility of developing housing in current environment has to be mixed income housing
 - Mixed income creates more dynamic neighborhoods
 - Depends on what you mean when you say mixed income – middle income housing investment from Prosper Portland is a rare thing that many other city's don't have the ability to do and can support housing for people who don't qualify for affordable but can't afford market rate
 - OMSI's mission is to create a neighborhood that is equitable and desires to create a mix of housing opportunities in the district
 - Not a lot of affordable housing in the district – importance for new housing for low income people

Attendance**Central Eastside Corridor Working Group**

Mike Larkin, CET	X
Carolyn Holcomb, CEIC	X
Mark Linehan, HAND	X
Michael Woods, Buckman Community Association	X
Leah Nanpei, VP, Real Estate and Facilities OMSI	X
Tiffany Conklin, Portland Street Art Alliance	X
Lluvia Merello, Indigenous Marketplace	X
Matt Fairris, BAE	X
Jill Sherman, Edlen & Co / OMSI	X
Ty Brown, REACH CDC	Absent
Dietrich Wieland, Mackenzie	X
Eric Hoffman, SUM Design Studio / CET	Absent
Chelsea Rooklyn, Killian Pacific, Willamette Light Brigade Board	X
Hovering Laplante, Sweet & Salty PDX	X
Amanda Lucier, property owner / photojournalist	Absent
Guests & Staff	
Amy Nagy	X
Paul Gagliardi	X
Kiana Ballo	X
Jessica Conner	X
Josh Roper	
Gwen Thompson	

Thuan Duong	X
Nick Olson	X
Dannel Norby	X