

Westside TIF Action Plan Working Group Meeting #3

August 2025



**Portland
Housing Bureau**



**PROSPER
PORTLAND**

Today's Tasks:

- Review: updated SWOT
- Discuss:
 - District Investment Goals & Actions
 - Budget Priorities

Operating Agreements

- Active & Respectful Participation
- Each Voice Matters
- Question the Problem not the Person
- Permission to make mistakes
- Intent vs. impact
- Lead with Curiosity and Authenticity
- Prioritize Communities Most Impacted
- Expect and accept Non closure



**Portland
Housing Bureau**



**PROSPER
PORTLAND**
Building an Equitable Economy

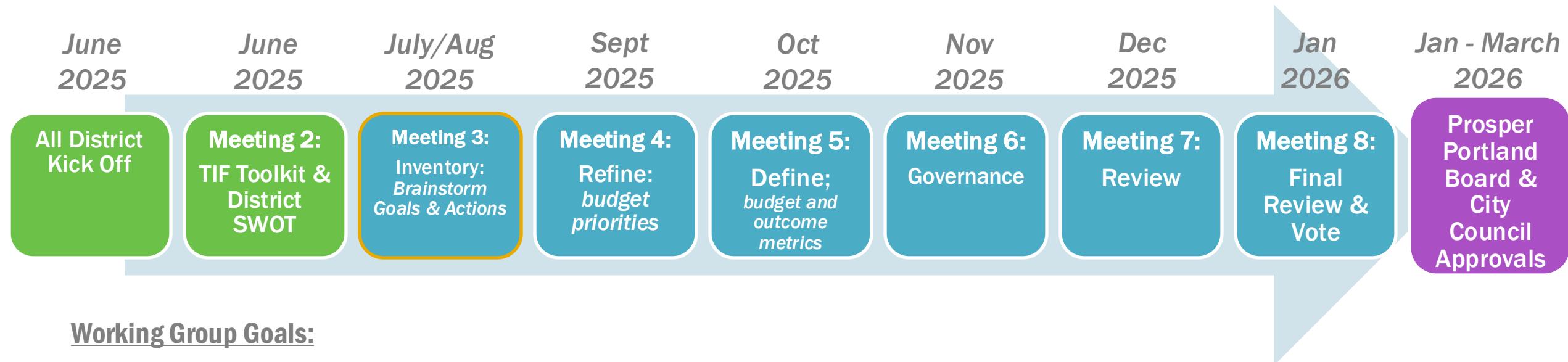
Public Participation Guidelines

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

Public Comments?

- Please respect the allotted time of two minutes per person.

Working Group Process



Working Group Goals:

- 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

Example: 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

Example: 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:
Updated District SWOT

Westside District Strengths

- **Market Rate Housing Production:** All housing units in the Westside TIF District are within a half-mile walk of existing and planned parks to strengthen the Central City as a hub for recreation that serves residents from throughout Portland
- **Residential rental units in Central City:** 23,122 units, accounting for the most in the city with 18.1% of all registered rental units in Portland. Vacancy rate (2023): 7.5% citywide, slightly higher for studios and 1-bedrooms.
- **Concentration of destinations and cultural assets:** The District is home to several iconic Portland attractions including entertainment venues, educational institutions, museums, historic public art, historic districts [and regional festivals and markets](#). Examples include Pioneer Courthouse Square, Tom McCall Waterfront Park, Lan Su Chinese Garden, Powell's Books, the Arlene Schnitzer Concert Hall, Portland Art Museum, The Historic Skidmore Fountain, and Portland Saturday Market.
- **Public Transportation:** Downtown Portland is a public transportation hub featuring MAX, bus, and trolley access to and from the city

Westside District Weaknesses

- **Affordability gap:** Median homeowner income is over \$120,596, while renters earn just \$57,489, demonstrating a significant affordability challenge, especially in rent-heavy areas like Central City.
- **Vacant retail spaces:** due, in part, to a sharp decline in foot traffic. This reduction in foot traffic significantly impacted local businesses, particularly those dependent on office workers, such as restaurants, cafes, and retail stores. Remaining businesses struggle to maintain their customer base.
- **Office Vacancy:** The shift to remote and hybrid work environments during the COVID-19 pandemic led to a dramatic decrease in the number of employees physically present in Downtown and Old Town, with office vacancy at over 20 percent in both areas compared with 18 percent overall citywide.
- **Reduced foot traffic:** economic recovery has been difficult for Old Town and Downtown compared to districts with a more balanced mix of residential and commercial uses, which provide a steadier customer base and greater economic resilience. Rising rents, underproduction of housing, and inflation have created a homelessness crisis throughout the Central City. The Old Town subdistrict has several pockets of affordable housing and social services, but these are not balanced out with other uses, including market rate housing and robust retail.
- **Public safety and cleanliness real & perceived:** have become pressing issues in both subdistricts, impacting their ability to attract workers and visitors, and attract investment capital. Stakeholder feedback as part of every planning effort post-COVID consistently highlights concerns about safety and cleanliness as barriers to economic recovery. **The perception of decreased public safety has deterred businesses from maintaining or establishing their presence in both Downtown and Old Town.**

Westside District Opportunities

- **Affordable housing pipeline:** 3,537 affordable units are in the citywide pipeline, with some located in or near Central City.
- **Reimagining Downtown and Oldtown** to include more housing and more creative reuse of vacant commercial space could help to support District goals of more activity **and new narrative**.
- **Large and small development:** According to the Bureau of Planning and Sustainability Buildable Lands Inventory, the Westside TIF District has 124 vacant or underutilized parcels, most of which are less than 20,000 square feet, offering limited potential as infill development. A small number of larger sites present potential for more catalytic opportunities, such as the Broadway Corridor.
- **Mixed income housing:** There is significant need and opportunity for affordable and middle-income housing. Approximately half of the households in the District are cost-burdened, spending more than 30 percent of their income on housing. Proposed efforts focus on developing a continuum of housing opportunities and increasing resident diversity, including new housing at the Broadway Corridor and preservation of existing affordable housing in Old Town Chinatown.
- **Enhancements to the public realm:** there is a real opportunity to complement investments in economic development and housing production with, focusing on creating a welcoming, vibrant center through inclusive placemaking and beautification efforts.
- **Waterfront improvement and access:** reimagining waterfront park provides an opportunity to expand access to the river for beachgoers and water sports.

Westside District Threats

- **Displacement risks:** Rising costs and increased investment raise risks of gentrification and displacement, particularly among BIPOC communities.
- **Homelessness crisis:** Significant investments are needed alongside TIF to address the homelessness crisis.
- **Job loss and employment challenges:** The District saw a 12% decrease in businesses between 2019 and 2022, resulting in the loss of 12,658 jobs. In comparison, Portland overall saw a positive 12% growth in new businesses citywide indicating a steep loss in particular for the Central City.
- **Regulated affordable housing units are set to expire in the TIF District.** Almost all the existing regulated affordable housing units are on track to expire, 15% of those expiring within 10 years. In addition, many of these units need renovation.
- **Lack of incentives for business retention & attraction**

Discussion:

TIF Investment Goals & Actions

Action Plan Budget

Westside Action Plan Budget

	FY 2025-26	FY 2026-27	FY 2027-28	FY 2028-29	FY 2029-30	FY 2030-31	Total
Redevelopment/ EcDev*	\$ 63,000	\$ 274,235	\$ 365,650	\$ 477,983	\$ 597,322	\$ 11,086,849	\$ 12,865,039
Affordable Housing**	\$ 128,738	\$ 286,267	\$ 433,847	\$ 581,365	\$ 738,088	\$ 8,147,070	\$ 10,315,375

*Net of Prosper Portland Program Delivery Costs

**Net of PHB Program Delivery Costs

Housing & Livability

What we heard:

- Make district more family friendly, accessible, and safe
- Create a “20-minute neighborhood” with grocery stores, childcare, schools, and additional mixed income housing
- Use strategic placemaking and district connections to help re-write the narrative of the district
- Incentivize development

What we can do (draft):

1. **Action:** Attract new neighborhood investment to activate key properties and improve family friendly housing production and commercial development through public/private partnerships.
2. **Action:** Facilitate development on privately held properties with an emphasis on family friendly housing by offering commercial loans for predevelopment, construction and permanent financing.
3. **Action:** Invest in the preservation and rehabilitation of existing regulated affordable housing in the District.
4. **Action:** Invest in acquiring existing market rate housing to convert to affordable housing or building new buildings in priority areas with large sized units that create opportunities for families.
5. **Other Actions?**

Business & Economic Recovery

What we heard:

- Revitalize & activate vacant storefronts
- Attract and retain small & large business
- Prioritize development that supports restaurants
- Stabilize property values
- Explore creative ways to increase foot traffic in the district
- Reclaim sidewalks and public spaces as economic and recreational spaces

What we can do (draft):

1. **Action:** Support small businesses through loans and grants
 - Promote tenant improvement loans and grants within the district that prioritize small businesses
 - Expand the Affordable Commercial Tenanting (ACT) grant program to support retailers within the district
2. **Action:** Explore opportunities to bolster pop-up, short term, and new business leases, building on lessons learned from Old Town
3. **Action:** Provide financing options that can support large retail business renovating, updating, and improving existing retail spaces?
4. **Action:** Develop a retail investment strategy that identifies gaps between the current neighborhood retail formats and formats that are currently successful.
5. **Other Actions?**

Public Realm, Arts & Culture

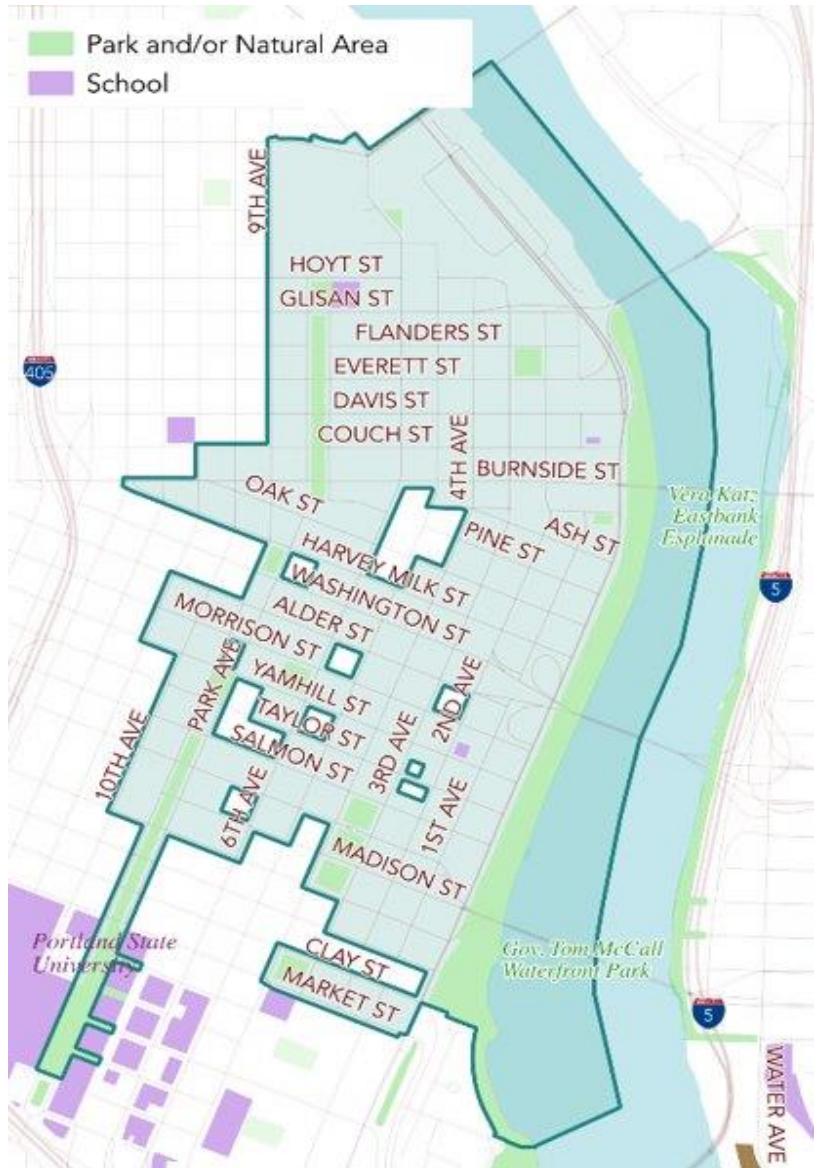
What we heard:

- Redefine public spaces and find creative uses to create more vibrancy
- Allow commerce along the waterfront and in parks
- Increase waterfront access with docks, swimming, etc.
- Preserve & celebrate historic communities
- Invest in arts and events that strengthen the district's narrative and define the district's identity

What we can do (draft):

1. **Action:** Implement public infrastructure improvements to reconnect community and ensure safe access and crossings.
2. **Action:** Invest in infrastructure improvements or enhancements that improve comfort for visitors such as lighting, landscaping, and wayfinding. Prioritize restaurant clusters, corridors, and connections to key visitor destinations.
3. **Action:** Invest in community anchor nonprofits to support cultural inclusion and community livability via Community Livability Grant (CLG) investments:
 - Prioritize opportunities for projects that include public art to activate community on a 24/7 basis.
4. **Action:** Leverage financial and real estate resources to support redevelopment projects that prioritize drawing visitors to downtown.
5. **Actions:** Promote and market arts & cultural investments as positive signs for private investment.

Where do we start with available resources?



Housing & Livability

Business & Economic Recovery



Round Table Share Out:
**What other resources and partnerships
exist in the District that can help deliver
on our aspirations?**

Thank you!