

# **Westside TIF Action Plan Working Group Meeting #4**

September 2025



**Portland  
Housing Bureau**



**PROSPER  
PORTLAND**

# Today's Outcomes:

- Provide feedback on Action Plan budget scenarios (60 minutes)
- Brainstorm District partnerships and investment synergies (15 minutes)

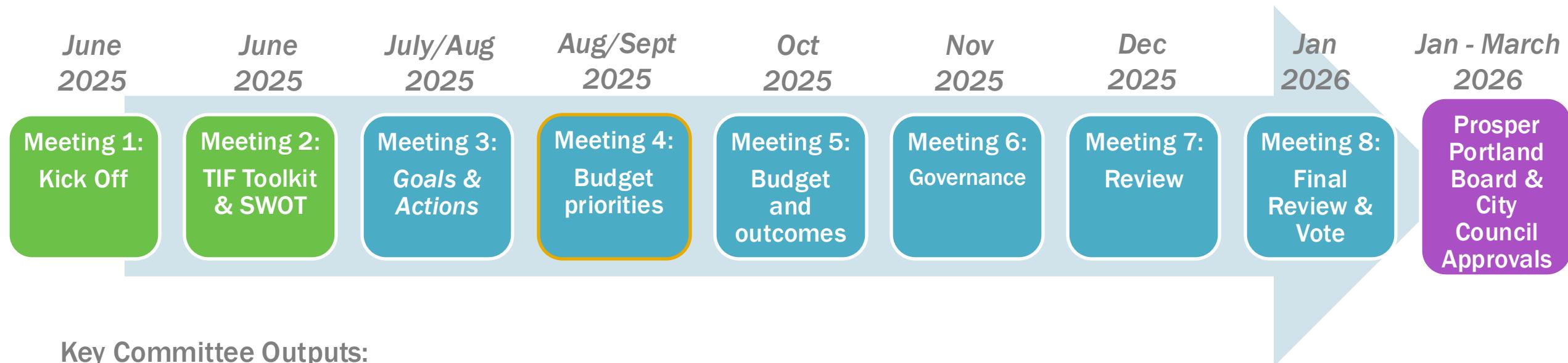
# Operating Agreements

- Active participation
- Share the mic
- Question the problem vs. the individual
- Permission to make mistakes
- Intent vs. impact
- Lead with curiosity
- Experience discomfort
- Expect and accept non-closure

# 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

*Highlights:*

# TIF Eligibility and Examples

# TIF Eligibility Refresh

## What can TIF fund?

### Physical improvements and related investments:

- Loans and grants to renovate buildings or redevelop property
- Property acquisition and disposition by City
- Affordable housing development and preservation
- Commercial tenanting
- Infrastructure (ex: parks, streets & sidewalks, transit)
- Project allocated administration



# Action Plan Investment Priorities



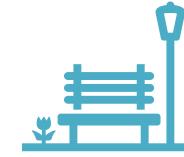
## Commercial Vitality

- Support and grow diverse owned **small businesses** through loans, grants, and synergistic co-location
- Expand **existing business presence including restaurants** to help attract/retain people to the district
- Develop a **retail investment strategy** that identifies gaps between the current district retail format and formats that are currently successful



## Housing & Livability

- Invest in public/private partnership to **catalyze under-utilized sites** and unlock housing development
- Invest in affordable housing, with a focus on **preserving existing affordable housing**
- Develop options for alternative housing models including **live/work, conversion/adaptive reuse, and community centered options**



## Public Realm, Arts, and Culture

- Increase **waterfront access** and activations
- Implement public infrastructure improvements such as lighting **to increase safety and activity throughout the district**
- Invest in **public art, murals, and street amenities**
- Invest in reimagining and creation of new **open space**

# Commercial Vitality

Investment priorities in this scenario could focus on retail vitality and strengthening the retail core, through development and implementation of a vibrant retail strategy. Investing in ground floor retail and employer retention & recruitment etc.

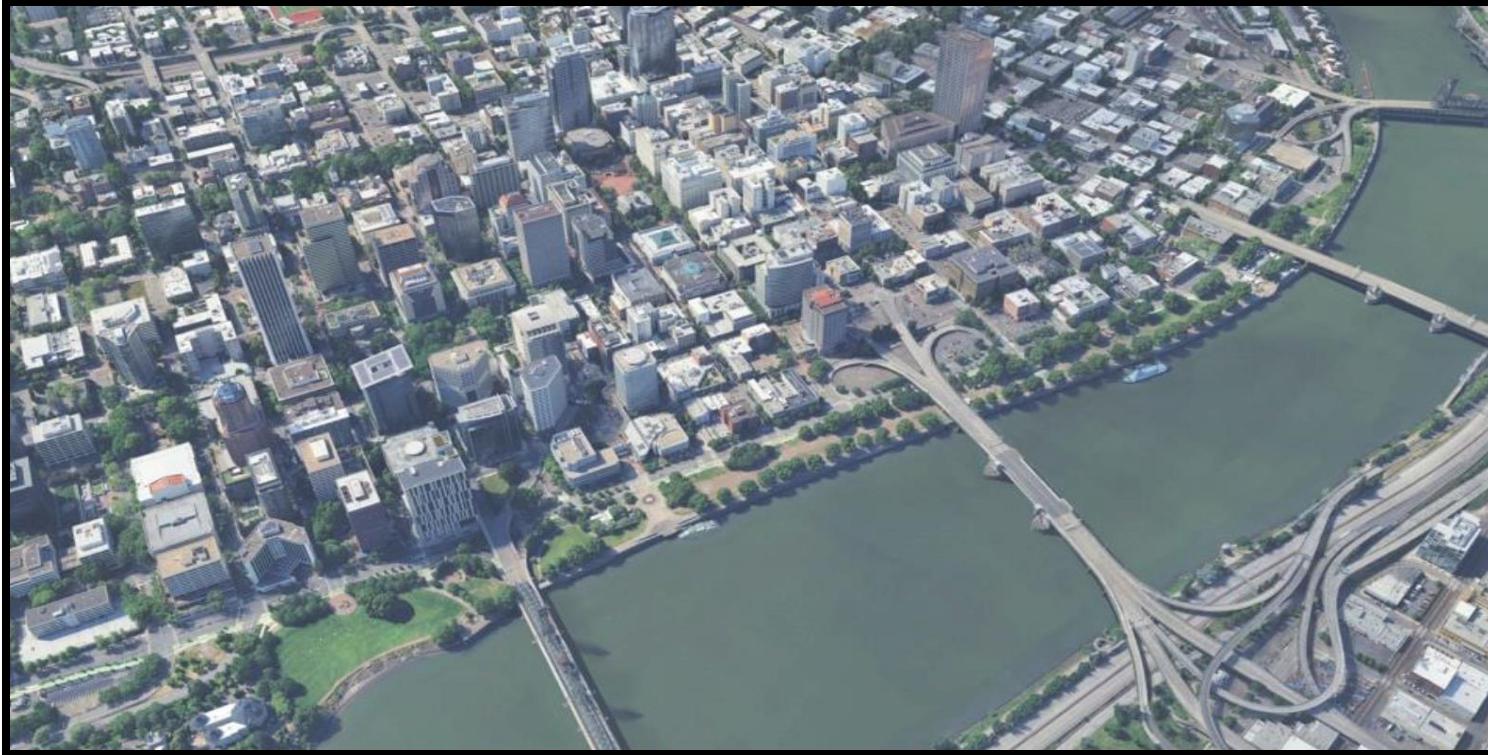


**James Beard Market**  
**(example)** with prior investment from Prosper, there is potential to leverage the momentum of this project to incentivize retail growth in the area.

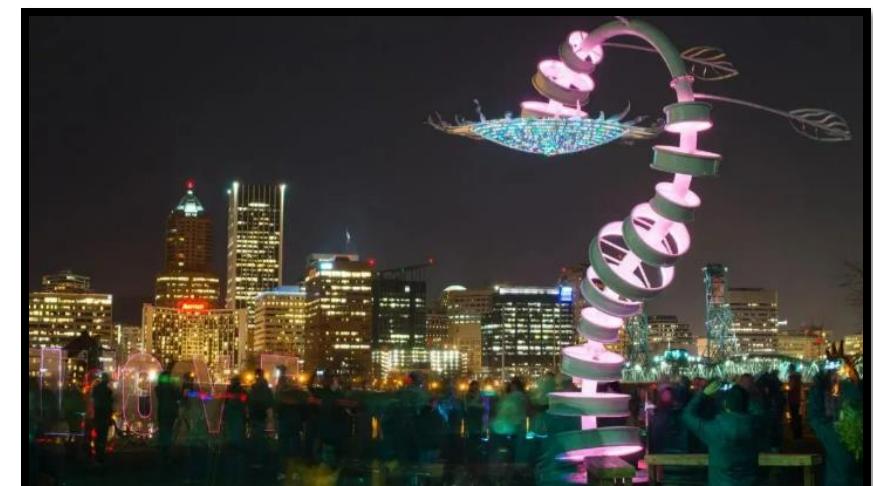


# Public Realm, Arts, & Culture

Investment opportunities:



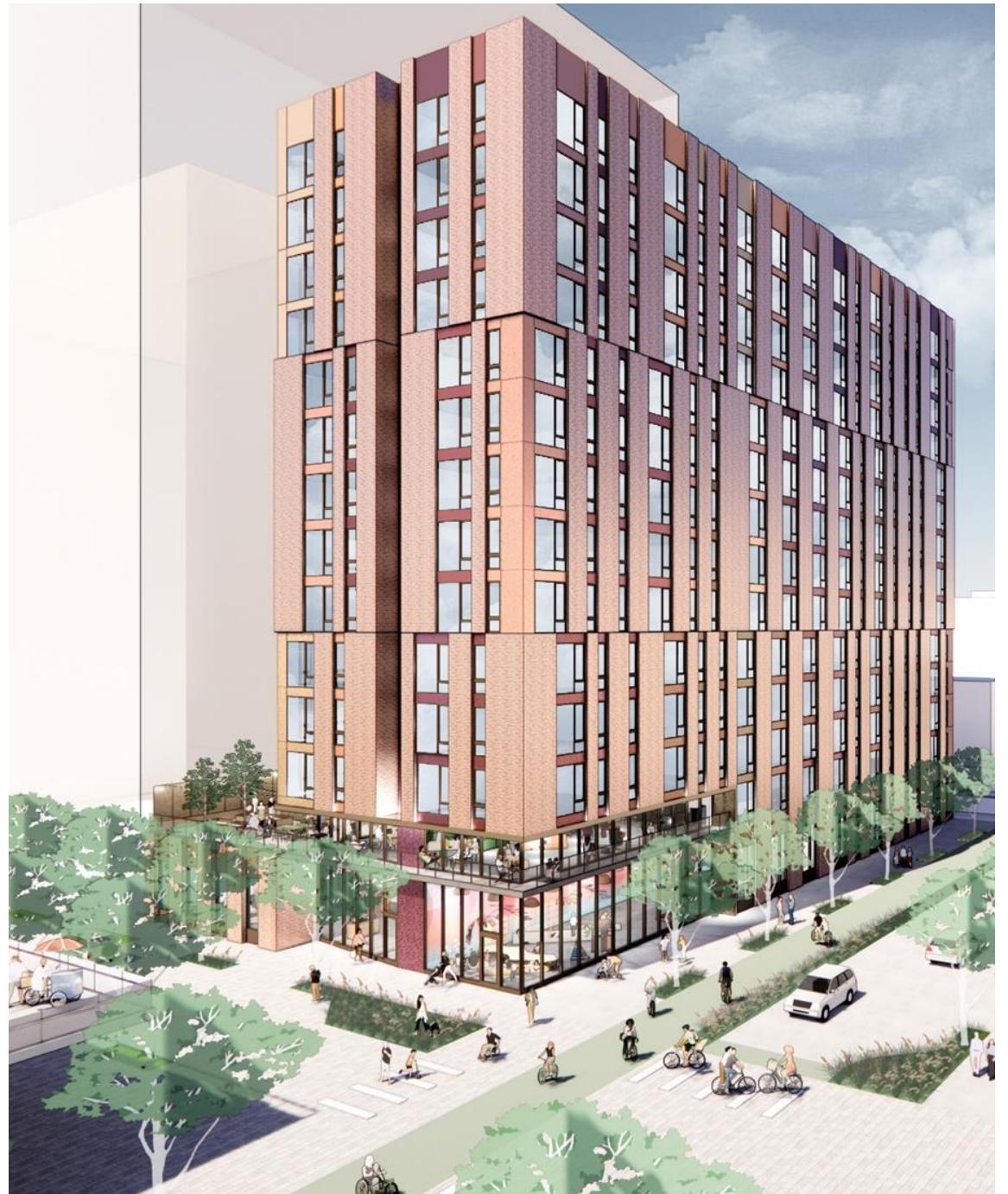
- Waterfront park/Naito PKWY
- Keller
- Cultural Institutions
- Markets & Festivals



# Housing Production:

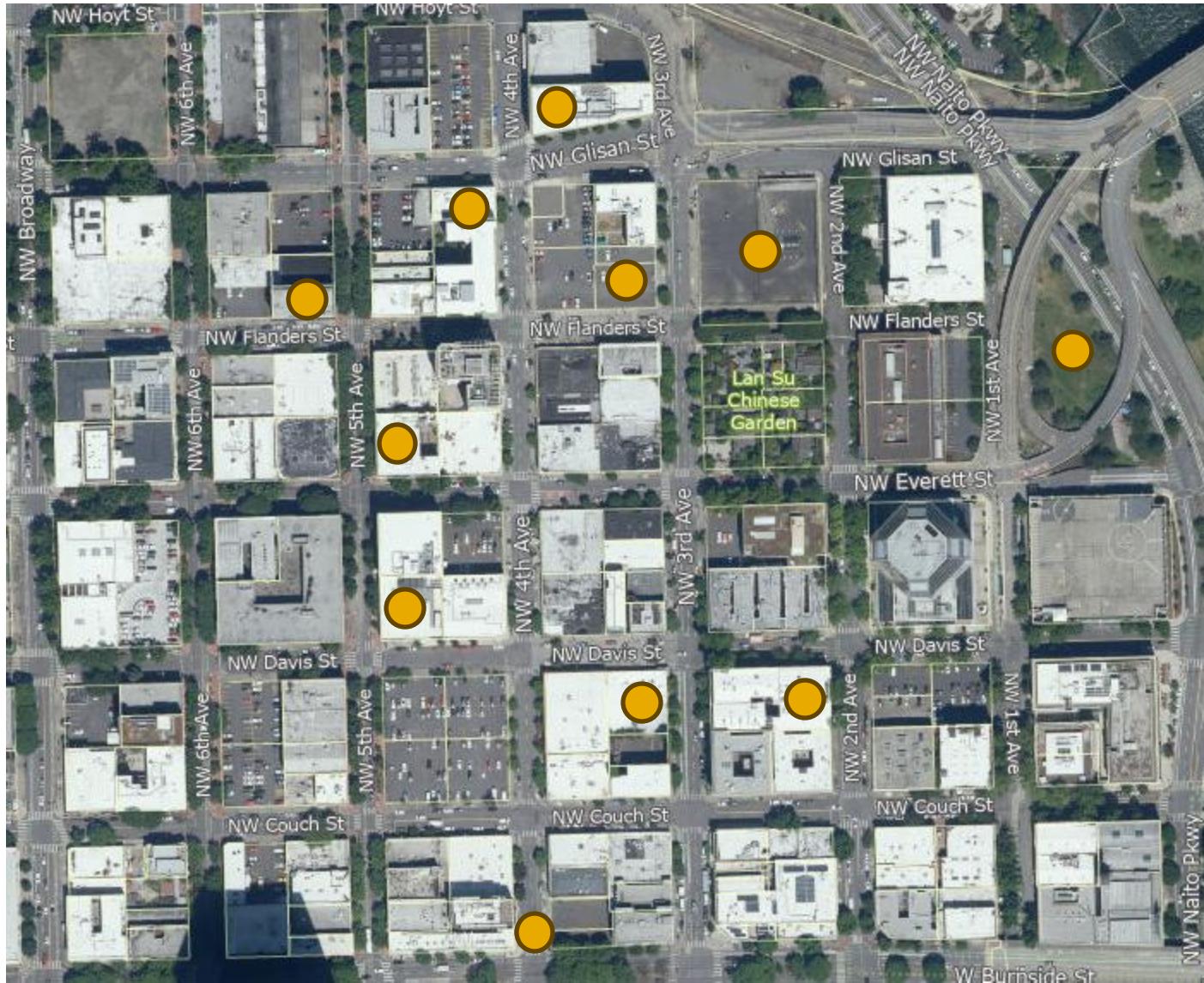
## Broadway Corridor

- *Commitment to deliver 720 affordable housing units via property acquisition, direct investment, and Inclusionary Housing; Phase 1 underway*
- *Exploring feasibility of middle-income housing development*



# Old Town Pipeline Projects

## Funded via program income from former River District TIF District



## Large Development Project Loans:

## Casket residential conversion project

## Falcon office to residential conversion project

Made in Old Town

## Lan Su Cultural Center/Expansion Project

## **Small Business Development Loans:**

## Cal Skate

# Creative Homies

# Goodies Snack Shop

## Community Development Grants:

## Block 25 - temporary skate park

# Oldtown Lantern Project

## OTCA staffing grant

## No Vacancy Pilot Project

## **Cultural Institution Grants & Loans:**

## Lan Su Chinese Garden

## Portland Chinatown Museum

Japanese American Museum of Oregon

## **Bureau Partner IGAS:**

# Chinatown Gate Restoration

# Steel Bridge Skatepark

*Discussion:*

# Action Plan Budget Scenarios

# Westside: Action Plan Budget

Westside 30-year Total = \$741M

Prosper Portland budget scenarios:

- Foundational funding for **small business support** and **retention/recruitment**.
- Tests balance of Prosper Portland investment in **commercial vitality**, **regional destinations** including **Waterfront Park**, and **housing production**.

Portland Housing Bureau budget scenarios:

- Priority funding to **acquisition** for future development or converting market rate building to affordable
- Tests balance of funds on **resident stabilization** and **developer support** through predevelopment loans
- Each scenario includes foundational preservation work via a **comprehensive needs analysis**

	<b>FY 2025-26</b>	<b>FY 2026-27</b>	<b>FY 2027-28</b>	<b>FY 2028-29</b>	<b>FY 2029-30</b>	<b>FY 2030-31</b>	<b>Total</b>
Economic Development/ Development*	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

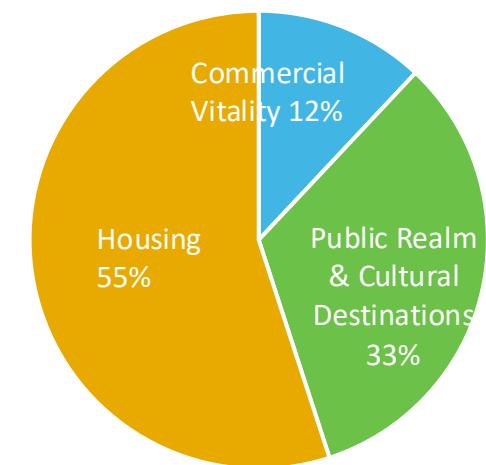
\*Net of Prosper Portland and PHB Program Delivery Costs

# Economic & Urban Development: Budget Alt 1

## DRAFT Prosper Portland Investment Strategy

Alternative 1: Housing					Prosper Totals
Commercial Vitality		Yr 1-2	Yr 3-4	Yr 5-6	Total
	Small Business Support (via PIP Grants)	\$100,000	\$200,000	\$584,171	\$884,171
	Anchor Retail (Loans)	\$0	\$0	\$0	\$0
	Employer Rentention / Recruitment / Expansion	\$100,000	\$200,000	\$400,000	\$700,000
Vibrant Public Realm & Regional Cultural Destinations					\$4,246,680
	Cultural Capital Improvement (Loans)	\$0	\$0	\$1,250,000	\$1,250,000
	Public Realm (via CLG / Grants)	\$137,235	\$443,633	\$599,983	\$1,180,851
	Public Realm (via Bureau Infrastructure)	\$0	\$0	\$1,815,829	\$1,815,829
Housing Production					\$7,034,188
	Middle-Income Housing (Prosper)	\$0	\$0	\$7,034,188	\$7,034,188

- Includes foundational investments in small business and employer support over 6 years
- Early investments emphasize commercial vitality, public realm and cultural destinations - and increase over time
- Signature district initiative includes investment in middle-income housing



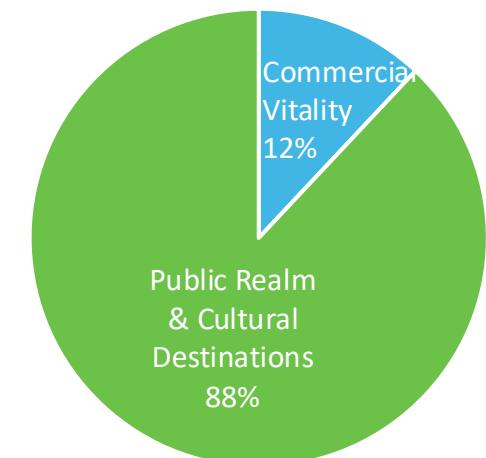
# Economic & Urban Development: Budget Alt 2

## DRAFT Prosper Portland Investment Strategy

### Alternative 2: Destinations & Public Realm

					Prosper Totals
Commercial Vitality		Yr 1-2	Yr 3-4	Yr 5-6	Total
	Small Business Support (via PIP, ACT Grants)	\$100,000	\$200,000	\$584,171	\$884,171
	Anchor Retail (Loans)	\$0	\$0	\$0	\$0
	Employer Retention / Recruitment / Expansion	\$100,000	\$200,000	\$400,000	\$700,000
Vibrant Public Realm & Regional Cultural Destinations					\$11,280,868
	Cultural Capital Improvement (Loans)	\$0	\$0	\$2,500,000	\$2,500,000
	Public Realm (via CLG / Grants)	\$352,240	\$558,845	\$469,783	\$1,380,868
	Public Realm (via Bureau Infrastructure)	\$0	\$900,000	\$6,500,000	\$7,400,000
Housing Production					\$0
	Middle-Income Housing (Prosper)	\$0	\$0	\$0	\$0

- Relies on deferral of most affordable housing resources in years 1-4
- Includes foundational investments in small business and employer support over 6 years
- Signature district initiative includes investment in regional cultural destinations and public realm (e.g. Waterfront Park)
- Does not include funds for middle-income housing



# Economic & Urban Development: Budget Alt 3

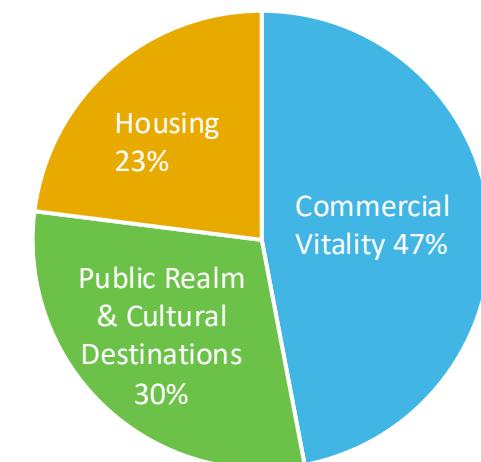
## DRAFT Prosper Portland Investment Strategy

### Alternative 3: Robust business support and anchor retail

### Prosper Totals

Commercial Vitality	Yr 1-2	Yr 3-4	Yr 5-6	Total	\$5,999,227
Small Business Support (via PIP, ACT Grants)	\$100,000	\$200,000	\$584,171	\$884,171	
Anchor Retail (Strategy, Loans)	\$352,240	\$1,258,845	\$2,803,971	\$4,415,056	
Employer Retention / Recruitment / Expansion	\$100,000	\$200,000	\$400,000	\$700,000	
Vibrant Public Realm & Regional Cultural Destinations					\$3,865,812
Cultural Capital Improvement (Loans)	\$0	\$0	\$1,250,000	\$1,250,000	
Public Realm (via CLG / Grants)	\$0	\$200,000	\$599,983	\$799,983	
Public Realm (via Bureau Infrastructure)	\$0	\$0	\$1,815,829	\$1,815,829	
Housing Production					\$3,000,000
Middle-Income Housing (Prosper)	\$0	\$0	\$3,000,000	\$3,000,000	

- Relies on deferral of most affordable housing resources in years 1-4
- Early investments emphasize commercial vitality with foundational investments in small business and employer support over 6 years
- Signature district initiative includes initial retail strategy and investment in downtown retail core / anchor retailers
- Increases investment in public realm, destinations, and middle-income housing in final years



# Affordable Housing: Budget Alt 1

## DRAFT Portland Housing Bureau Investment Strategy

Alternative 1: Acquisition					PHB Totals
Housing Production		Yr 1-2	Yr 3-4	Yr 5-6	Total
Land/Property Acquisition	\$0	\$0	\$10,115,375	\$10,115,375	
Predevelopment	\$0	\$0	\$0	\$0	
District Preservation Study*	\$200,000	\$0	\$0	\$0	
Resident Stabilization (Home Repair)	\$0	\$0	\$0	\$0	
Resident Stabilization (Rehab)	\$0	\$0	\$0	\$0	

- Funds spent in years 5 – 6 on land for future development or existing property acquisition for affordable conversion
- \$200K allocated to begin assessment of preservation needs of existing affordable housing in the district

# Affordable Housing: Budget Alt 2

## DRAFT Portland Housing Bureau Investment Strategy

### Alternative 2: Acquisition and Predevelopment

### PHB Totals

Housing Production		Yr 1-2	Yr 3-4	Yr 5-6	Total	PHB Totals
	Land/Property Acquisition	\$0	\$0	\$7,115,375	<b>\$7,115,375</b>	
	Predevelopment	\$0	\$1,000,000	\$2,000,000	<b>\$3,000,000</b>	
	District Preservation Study*	\$200,000	\$0	\$0	<b>\$200,000</b>	
	Resident Stablization (Home Repair)	\$0	\$0	\$0	<b>\$0</b>	
	Resident Stablization (Rehab)	\$0	\$0	\$0	<b>\$0</b>	

- Majority of funds spent in years 5 – 6 on land for future development or existing property acquisition for affordable conversion
- Focus funds spent on predevelopment loans (\$1M each) in years 3 – 6
- \$200K allocated to begin assessment of preservation needs of existing affordable housing in the district

# Affordable Housing: Budget Alt 3

## DRAFT Portland Housing Bureau Investment Strategy

### Alternative 3: Acquisition and Resident Stabilization

### PHB Totals

Housing Production		Yr 1-2	Yr 3-4	Yr 5-6	Total	PHB Totals
Land/Property Acquisition	\$0	\$0	\$8,315,375	\$8,315,375		
Predevelopment	\$0	\$0	\$0	\$0	\$0	
District Preservation Study*	\$200,000	\$0	\$0	\$0	\$200,000	
Resident Stabilization (Home Repair)	\$100,000	\$100,000	\$100,000	\$100,000	\$300,000	
Resident Stabilization (Rehab)	\$500,000	\$500,000	\$500,000	\$500,000	\$1,500,000	

- Majority of funds spent in years 5 – 6 on land for future development or existing property acquisition for affordable conversion
- Focus funds spent on resident stabilization programs: home repair for ownership units and rehab for existing affordable buildings
- \$200K allocated to begin assessment of preservation needs of existing affordable housing in the district

## *Round Table Share Out:*

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

# Thank you!