SOAR

SPACC · Raw input from Committee grouped for review

S Strengths — What can we build on?
O Opportunities — What possibilities can we pursue?
A Aspirations — What future do we want to create?
R Results — How will we know we're succeeding?

Strengths

What can we build on?

Existing assets, resources, relationships, and successes that make our district strong.

> What are we most proud of in our district today?
> What unique assets, businesses, places, or relationships make our district special?
> What's already working that we should preserve or build upon?

- S1 Proximity to PDX creates more commuter / airport worker demand
- S2 Proximity to airport AND out to the Gorge; we have so much potential based on where we are situated
- S3 Near airport / Target / IKEA
- S4 Proximity to PDX, Gorge, Columbia River
- S5 Proximity to Columbia River and outdoor activities
- S6 Proximity to Columbia Slough
- S7 San-Lot property; by airport; has transit center; Columbia Slough; empty buildings on 102nd; diversity; a lot of current plans ex: Trimet, Sandy Blvd
- S8 Proximity to jobs - Columbia South Shore, PDX, Inverness Jail, County Early ---, Mult Co, Leatherman Transit center

- S9 Land use areas with a lot of potential are large and available for development
- S10 Land space for diverse use and cheaper rents
- S11 Acquiring properties out here cheaper compared to some areas in PDX
- S12 Large lots good for subdividing
- S13 Large lots for individual homes with yards + gardens
- S14 Parkrose: large lots
- S15 Large lots were plotted for gardens in the 1910s.
- S16 Larger plots and agricultural history's connection
- S17 Land; Parks; Socio economic diversity; walkable; views; friendly

- S18 Diversity of housing already exists - mobile park, SFH, condo/rental
- S19 Diverse housing stock from 1915 to midcentury
- S20 Argay - classic mid century suburban
- S21 Distinct, historically rich neighborhoods.
- S22 Argay buried utilities + safe streets (for pedestrians)

- S23 Large population of elders
- S24 A mix of folks who have lived here a long time + newer residents
- S25 Multicultural, multi-generational, working class
- S26 Racial + linguistic diversity
- S27 Deep roots - multi-generational families in the area
- S28 Socioeconomic, racially, age diverse mixed SES communities
- S29 Diverse cultures and lived experiences make the district unique.
- S30 Diversity of people - identity and experience

- S31 Community investment in advancing new developments
- S32 There is a centralized village
- S33 Summer: strong progressive neighborhood association
- S34 Unity among the community for community growth / close-knit
- S35 We all show up for community events
- S36 A shared desire to see the community prosper
- S37 Excitement about the potential of our community
- S38 The people - we look out for each other
- S39 Family-oriented
- S40 Existing neighborhood networks
- S41 Families moving in - committed to building community and investing (particularly in schools)
- S42 Hidden gem
- S43 Safe to be gay
- S44 We still fight for a better future despite a long history of being dumped on

- S45 Strong network of community leaders, non-profits, and neighborhood associations active in local policy.
- S46 Strong community partnerships already exist.
- S47 Local organizations have earned the community's trust.
- S48 Residents care about the neighborhood and want to be part of positive change.
- S49 Committed people with wide breadth and depth of experiences and eagerness to make change

- S50 The people - we value supporting local
- S51 Desire to see local businesses succeed (keep it local)
- S52 Good food options
- S53 Established base of small businesses serving the local community.
- S54 Small businesses popping up
- S55 Strong, resilient small business with big visions

- S56 Passionate, caring school district
- S57 Small school district
- S58 Strong school communities
- S59 A small but mighty school district (more nimble than a bigger district)

Opportunities

What possibilities can we pursue?

Unmet community needs, emerging possibilities, and external conditions that TIF investments could help us address.

> What needs or possibilities are community members and businesses identifying?
> What changes or trends create new opportunities for our district?
> Where could TIF investment unlock potential or address unmet needs?

- 01 Seniors need age-in-place affordable housing
- 02 Aging in place - infrastructure, transit, access improvements
- 03 Opportunity to keep seniors housed by selling portion or renting of their property
- 04 Multigenerational housing - ADU? Mother in law units. How to ___ in place?

- 05 We have an opportunity to help a lot of existing houses get much needed repairs/upkeep
- 06 Residential infill - Anti displacement
- 07 Large property, old houses, for more affordable infill
- 08 Manufactured housing - Opportunity to create self-owned + gov/community w/perm aff
- 09 Opportunity to explore naturally occurring affordable housing (SRO, tiny homes, manufactured homes)
- 010 Partner with the city to use affordable housing allocations to retain current residents.
- 011 Create more pathways to homeownership.

- 012 Lots of churches with land, space for transitional housing with wrap-around services
- 013 Lots of motels → shift to SROs (single room occupancy) + housing stabilizer
- 014 Empty buildings could be used as rehab facilities
- 015 Include reentry as part of community development by connecting people to housing, jobs, and support.
- 016 Safe drug use zones or clinics

- 017 Potential for beauty / sense of open space
- 018 PSD owns developable property
- 019 ODOT has a lot of property
- 020 Under-utilized + vacant housing + commercial property
- 021 Lots of underdeveloped spaces
- 022 Lots of vacant land + buildings
- 023 Tons of vacant commercial space
- 024 Vacant lots and buildings to be developed

- 025 Currently a heat island with higher asthma rate? Opportunity to shift that?
- 026 Job creation (permanent); Eliminating food desert; Building on our strengths with more climate-environmental justice; Reducing heat island effect
- 027 Potential and existing nature/green space - Columbia Slough
- 028 Solar infrastructure
- 029 Preparation and planning for climate change

- 030 Connect residents and local food production - walkability short food chains
- 031 Urban Agriculture
- 032 Agriculture close to us: we could have hyperlocal food system
- 033 Empty lots - community farming / food pantries, boxes

- 034 Enhance transit and active transportation for districts
- 035 Enhance built environment for community safety, ex Sandy, lighting
- 036 Something with Sandy Blvd, it could be an asset!
- 037 San-lot could be a Russet Hill block project example
- 038 Transit center could be like Hollywood Transit Center
- 039 Improve street safety, transit, and pedestrian access using available funds.
- 040 Microtransit grid
- 041 Continuing the bicycle path along highway to waterfront

- 042 Outdoor Active Lifestyle Place for youth
- 043 Community is ready to gather if given a space to do so
- 044 Creating a space celebrating the history, unique to the individuality of Parkrose
- 045 Community gathering space (Community center!!!)

- 046 Local investment - more opportunities for local folks to build/launch/open
- 047 Use TIF funding to support local economic growth and prevent business displacement.
- 048 Support local businesses and entrepreneurs.
- 049 Small business investment

- 050 Invest in youth programs, mentorship, and workforce development.
- 051 Pass a levy/bond for schools
- 052 Outdoor game areas for kids

- 053 Continue investing in organizations that are already making a difference.
- 054 Supporting people and families directly - what does this look like with TIF investment? How do we ensure the investment in people with the restrictions on TIF?
- 055 Modify existing district plan for action plan
- 056 Utilize our location - how can we are situated to enhance livability + development
- 057 Is there something about proximity to Washington State?

Aspirations

What future do we want to create?

Our shared vision, values, and hopes for what the district could become.

> What do we care most deeply about protecting or improving?
> What kind of district do we want to see in 10–20 years?
> What lasting difference do we want these investments to make for our community?

- A1 Be a better Jade district
- A2 Livability, prosperity, regeneration model for the city
- A3 A location/area/neighborhoods that inspire
- A4 New type of neighborhood: Parkrose Village
- A5 We can do things differently here

- A6 House our most vulnerable neighbors
- A7 No more folks getting priced out
- A8 Community-led growth NOT gentrification
- A9 Permanently affordable housing
- A10 A reason to stay here, across life stages
- A11 For elders to feel supported not left behind
- A12 Folks who grow up here be able to stay here, live in community
- A13 A neighborhood where families and educators can afford to live and stay long-term.
- A14 Families can afford to stay and build a future.
- A15 Growth benefits the people who already live and work here.
- A16 People in joyous and healthy living situations - housing that meets people's needs, is invested in, that people have ownership over and can afford
- A17 Housing built that makes our central business district walkable for folks who can't or don't drive

- A18 Pride + making circumstances that match what we believe for ourselves
- A19 Creating a community identity + sense of ownership / place making
- A20 Connected neighborhood w/ cohesion
- A21 Social cohesion
- A22 We are not the unwanted step-child in Portland (contrary to outsider attitudes)
- A23 An evolving neighborhood association / small neighborhoods union
- A24 Residents help shape the future of their neighborhood.
- A25 Diverse neighborhoods (culturally, generationally, economically) where people feels they have what they need to live good lives
- A26 Safety comes from US not police or surveillance, etc

- A27 Ease of traveling by foot/transit/bike
- A28 A safe, walkable environment connecting residential areas with commercial hubs.

- A29 Climate resilience
- A30 Integrated community with livability + resilience
- A31 Interconnectedness - climate + community + livability integration
- A32 Green spaces/greenery that provide respite from heat and places to mingle and play
- A33 Local food production + food culture → food resilience / sovereignty

- A34 More local businesses popping up (e.g. businesses at Lloyd center when retail space was super cheap)
- A35 A vibrant community that is not govt and non-profit dependent
- A36 $ made here, stays here!
- A37 A thriving commercial corridor where growth benefits local residents and business owners.
- A38 Small businesses continue to grow and thrive.
- A39 Thriving, busy, safe business district full of small business serving an array of needs (food, play, entertainment, etc)
- A40 Wealth building - through housing and small business ownership

- A41 Creating connection for the community - protecting the most vulnerable and providing jobs/experience to teens and young adults
- A42 A strong sense of pride and investment in our small, local school district
- A43 Youth to have safe: spaces, ways to get around area, activities to participate in
- A44 Young people have positive opportunities close to home.
- A45 A strong, well resourced school district (while TIF may not be able to directly invest in schools, they will be impacted by our investments)
- A46 A well supported and resourced school district (definitely a shift we would see as a result of these investments)

- A47 Fun events/space that make Parkrose unique within Portland
- A48 A place rich with third spaces + vibrant community
- A49 Intergenerational and interracial and diverse income community space
- A50 Safe gathering spaces for all

Results

How will we know we're succeeding?

Meaningful, observable or measurable changes that demonstrate progress toward our aspirations.

> What improvements should residents, businesses, and visitors actually experience?
> What 3–5 indicators would tell us our investments are making a difference?
> What tangible changes would demonstrate success over time?

- R1 People sitting in front yards saying hello to each other
- R2 Sense of pride matching the market conditions (resident survey)
- R3 Survey residents more annual community events
- R4 Residents feeling like these investments improved their quality of life.

- R5 We open a community center
- R6 Having a center or park can walk to that will host community events and hangout center
- R7 Kids have a place to go after school
- R8 More youth connected to positive programs and mentors.

- R9 People who are growing here want to return and can afford to
- R10 Longevity of residency - kids become adults who live here
- R11 Less displacement of longtime residents.
- R12 Elders are able to live on fixed income - homes repair for elders
- R13 More folks in permanent + affordable housing
- R14 People are able to become homeowners without getting trapped in poverty to keep housing
- R15 Fewer homes stand with extreme deferred maintenance without resources to help
- R16 Met targets for new, long-term housing units.
- R17 More homeownership and stable housing.
- R18 Housing that meets a set of high standards around livability and affordability (well maintained buildings, mix of ownership and renters, affordable by % of income)
- R19 Fewer folks are homeless because we utilize hotel spaces / church spaces
- R20 Fewer unhoused people on street
- R21 Tangible % reduction in unhoused or underhoused
- R22 Decrease the number of students in our district experiencing houselessness (9%)

- R23 Crime lower >50% of physical + mental health crisis calls being met, resourced, treated in district
- R24 Increased safety and foot traffic
- R25 Documented safety improvements on major arterials and intersections.
- R26 Safer neighborhoods through investment, opportunity, and community partnerships.
- R27 Less litter on the side walk on Prescott

- R28 15-minute district - walk or ride to whatever you need without a car
- R29 There are transit, bike, pedestrian connections between neighborhoods that are safe

- R30 Residents are resilient to heat dome
- R31 There is a park in Suniver greenspace
- R32 High % of tree canopy and green space to concrete.
- R33 >50% of large single family lots densify, without maxing out lots (keep green space)

- R34 There are fewer empty lots / buildings in Parkrose
- R35 In 10 years, % vacant commercial units drops to low single digits business stay or pop-up people stay/move in
- R36 Lots and buildings being used in ways that have direct connection and benefit to the community (local ownership and services)
- R37 Small businesses investing and strong
- R38 Residents are cycling their dollars in their neighborhood ($)
- R39 Increased grants and loans to stabilize existing local businesses.
- R40 Stronger local businesses and more job opportunities.