

Parkrose
Neighborhood Prosperity Initiative
Urban Renewal Plan

April 11, 2012

Exhibit A

Exhibit A

Table of Contents

I.	Introduction	1
II.	Parkrose NPI District Map and Legal Description	2
A.	Legal Description.....	2
B.	Proposed Land Uses.....	2
III.	Urban Renewal Projects.....	4
A.	Projects	4
IV.	Relationship to Local Plans and Objectives	4
A.	Portland Comprehensive Plan	4
B.	City of Portland Economic Development and Neighborhood Economic Development Strategies ..	4
V.	Relocation Policy	5
VI.	Property Acquisition and Disposition Policies	5
VII.	Plan Financing	5
A.	General Description of the Proposed Financing Methods.....	5
B.	Tax Increment Financing	5
VIII.	Procedures for Amendments to the Plan	6
A.	Substantial Amendments.....	6
B.	Council-Approved Amendments.....	6
C.	Minor amendments	6
IX.	Other Provisions.....	7
A.	Non-Discrimination	7
B.	Agreements to Implement This Plan	7
C.	Duration of Urban Renewal Plan	7
D.	Validity	7

Exhibit A

I. Introduction

The Neighborhood Economic Development Strategy (the “NED Strategy”) is a citywide initiative to foster economic opportunity and neighborhood vitality throughout Portland neighborhoods. On October 18, 2011, Mayor Adams and County Chair Cogen jointly announced the Neighborhood Prosperity Initiative (the “NPI”), one of the NED Strategy’s key elements that will result in the creation of several small, innovative urban renewal areas, focused on neighborhood commercial areas. The goal of the NPI is to strengthen the economic competitiveness of business districts through community-planned and community-implemented actions. Under the NPI, six neighborhood commercial corridors (each, a “NPI District”) successfully applied to be part of the first round of the NPI. Those areas include:

42nd Avenue	Rosewood
Cully Blvd	Division – Midway
Parkrose	82nd Avenue and Division

The NPI Districts were prioritized based on five criteria: concentrations of blighted properties in the commercial corridor, capacity of business/community organizations, concentrations of locally-owned businesses, concentrations of minority-owned and/or serving businesses, designation of commercial zoning and commercial uses along corridors, and demographic factors of poverty, low household incomes, and declining commercial investment. URAs generate revenue through tax increment financing (“TIF”) which will provide a portion of each NPI District’s funding for capital improvement projects. In order to be fully successful, each NPI District will require additional funding revenues beyond the TIF resources available to each NPI District. The Portland Development Commission (“PDC” or “Commission”) intends to enter into intergovernmental agreements with its city and county partners to secure such additional funding revenues. This Parkrose NPI Urban Renewal Plan (this “Plan”) outlines a strategy to invest TIF in underutilized property in the Parkrose NPI District (the “District”) to meet the goal of the NPI.

Neighborhood support and ownership is critical, and as such, the formation process started with District-oriented organization of a broad cross-section of people representing the District’s business community, residents, property owners, organizations, and community groups. It is the intention that everyone with a stake in the District and its future should be involved in preparing a plan that best meets the economic development needs of the District. Input has been solicited, received and considered in the development of this Plan.

In summary, this Plan will focus on enhancing the vitality of the business district, consistent with the following community-developed vision statement:

Our vision for the future of the Parkrose Business District (and surrounding neighborhood) is for it to become a destination location, our neighbors’ first choice for goods and services, and also an attraction for the wider community.

Exhibit A

Diverse businesses, plentiful parking and eye-catching, well-maintained buildings and sidewalks invite residents and the general public to choose Parkrose for business.

Well-lit, safe and easy to maneuver thoroughfares year round encourage customers to support local merchants. Working in partnership with the community, the Parkrose NPI District is an ongoing, effective change agent with a vision for the betterment of Parkrose.

II. Parkrose NPI District Map and Legal Description

The District shown in Figure 1 below contains 142.6 acres, including public right-of-way. There are 386 tax lots within the District, totaling 109.9 acres. The District overlaps portions of the following neighborhood and business associations:

- Parkrose Neighborhood Association
- Columbia Corridor Association
- Parkrose Business Association

A. Legal Description

The legal description of the District is attached as Exhibit 1, with an associated map as Exhibit 1.A.

B. Proposed Land Uses

The City of Portland's Comprehensive Plan and implementing ordinances govern land use within the District. Any adopted change in the Comprehensive Plan or implementing ordinances shall automatically amend this Section, as applicable, without the necessity of any further formal action. This Section shall thereafter incorporate any relevant amendments, additions or deletions. To the extent this Section conflicts with the Comprehensive Plan or Zoning Code, the Comprehensive Plan and Zoning Code shall govern. Title 33, Portland City Code is incorporated herein to establish the maximum densities and building requirements to be implemented with this Plan.

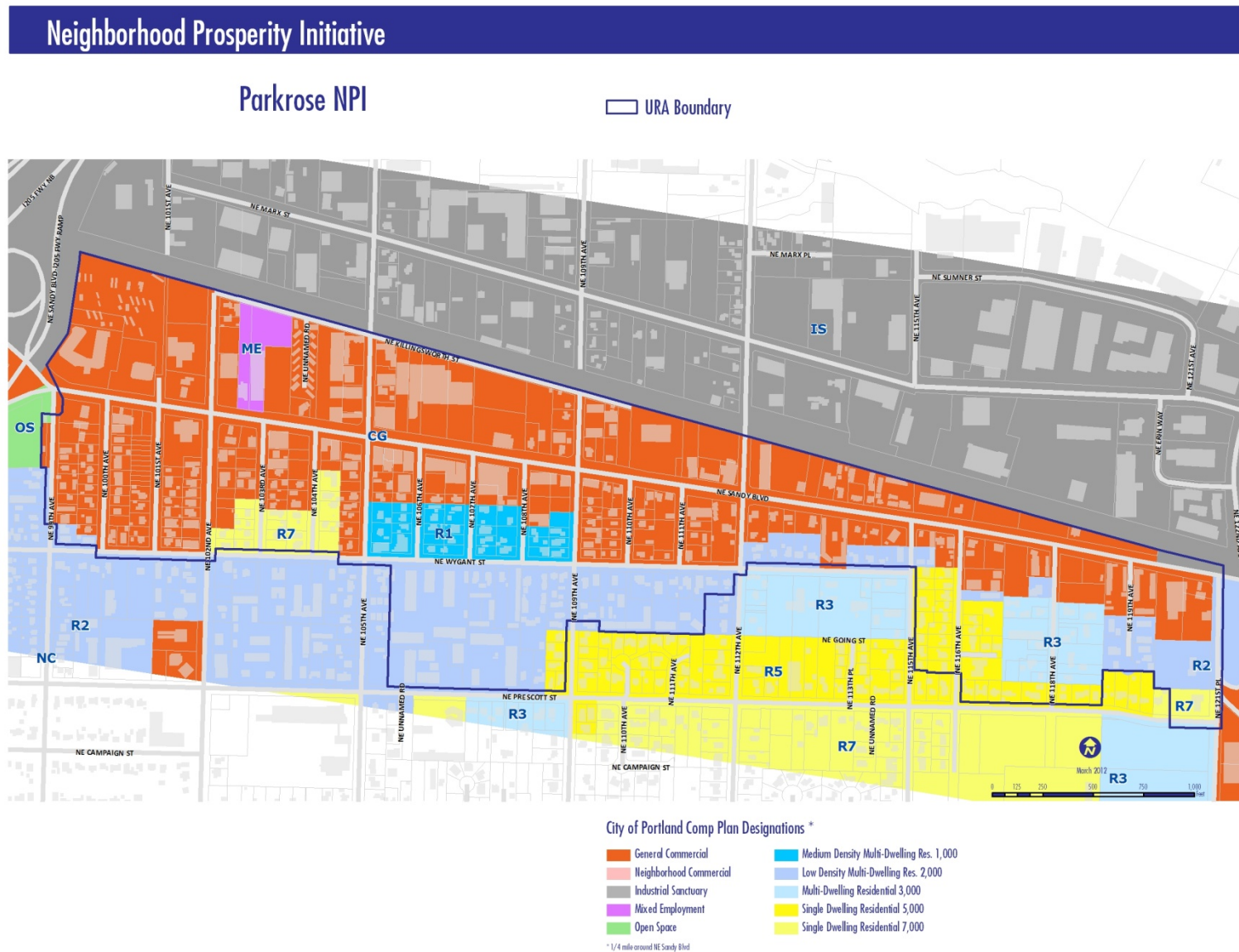
Table 1. Existing Comprehensive Plan Designations of District

Comprehensive Plan Designation	Acreage	% of Total
General Commercial	68.2	62%
Mixed Employment	2.0	2%
Residential 1,000	4.3	4%
Residential 2,000	21.7	20%
Residential 3,000	4.2	4%
Residential 5,000	6.1	6%
Residential 7,000	3.2	3%
Total	109.9	100%

*Source: City of Portland Bureau of Planning and Sustainability

Exhibit A

Figure 1. District Boundary and Comprehensive Plan Map



III. Urban Renewal Projects

In order to achieve the goal of the NPI, the following projects will be undertaken in the District by the Commission, in accordance with applicable federal, state, county and city laws, policies and procedures. Such projects may be modified, expanded or eliminated as needed to meet the goal of the NPI as set forth in this Plan, subject to Section VIII, Procedures for Amendments to the Plan.

A. Projects

Commercial corridor revitalization will occur through capital improvement projects, which could be public or private in nature, including, but not limited to, improvements to business exteriors and interiors, street furniture, garbage receptacles, lighting, district signage, gateway markers, and other small-scale, permanent capital improvements and administrative support therefore (collectively, the “Projects”).

The Projects shall also include program development and project planning activities necessary to achieve the goal of the NPI as set forth in this Plan. The Commission will also undertake administration of all aspects of this Plan, in a manner consistent with the NPI.

IV. Relationship to Local Plans and Objectives

A. Portland Comprehensive Plan

This Plan is in conformity with the Portland Comprehensive Plan and its supporting neighborhood and area plans, as a whole relative to the Projects of the District, including public improvements.

B. City of Portland Economic Development and Neighborhood Economic Development Strategies

The Five-Year Economic Development Strategy (the “Strategy”) was adopted by the Portland City Council (“Council”) on July 8, 2009, via Resolution Number 36714. The Strategy sets forth the approach for building the most sustainable economy in the world, with the goal of creating 10,000 new jobs in five years. Building a sustainable economy requires a balanced focus on job growth, innovation in sustainability and equality of economic opportunity through competitiveness, urban innovation and neighborhood business vitality. This Plan meets Strategy Goal 3:

- Goal 3: Neighborhood Business Vitality
 - Achieve equality of opportunity by stimulating economic activity in neighborhoods throughout the city.

This Plan also implements the NED Strategy, adopted by Council on May 25, 2011, via Resolution Number 36864. The NED Strategy articulates how community partners, business leadership and public partners can use focused neighborhood-level actions to collectively foster economic opportunity and neighborhood vitality throughout Portland. The goal of the NED Strategy is to create thriving

commercial areas, successful neighborhood businesses and equitable access to quality jobs. In particular, the Plan will implement NED Strategy Objectives 1 and 2:

- Objective 1: Build Local Capacity to Achieve Economic Development Outcomes
 - A. Strengthen Community Capacity to Develop Neighborhood Economic Development Plans
 - B. Increase Citywide Community and Organizational Capacity
- Objective 2: Drive Neighborhood Business Growth
 - A. Connect Traded Sector and Neighborhood Work
 - B. Seed Investments to Implement Neighborhood Economic Development Plans
 - C. Expand Citywide Financial Tools for Neighborhood Businesses

V. Relocation Policy

All relocation activities will be undertaken in accordance with the requirements of ORS 281.045-281.105, PDC Relocation Policies and Procedures and any other applicable law or regulation.

VI. Property Acquisition and Disposition Policies

No property acquisition or disposition is anticipated in this District.

VII. Plan Financing

A. General Description of the Proposed Financing Methods

The Commission may borrow money and accept advances, loans, grants and any other form of financial assistance from the federal government, the state, city, county, or other public body, or from any sources, public or private, for the purposes of undertaking and carrying out this Plan, or may otherwise obtain financing as authorized by ORS 457 and Chapter XV of the City Charter. Upon request of the Commission, Council may from time to time issue revenue bonds, certificates, debentures or promissory notes to assist in financing project activities as provided by Section 15-106 of the City Charter.

The funds obtained by the Commission shall be used to pay or repay any costs, expenses, advancements and indebtedness incurred in planning or undertaking project activities or in otherwise exercising any of the powers granted by ORS 457 and Chapter XV of the City Charter in connection with the implementation of this Plan.

The total maximum indebtedness which may be incurred under this Plan is \$1,250,000.

B. Tax Increment Financing

The Plan may be financed, in whole or in part, by fund allocated to the Commission as provided in section 1c, Article IX of the Oregon Constitution and ORS 457.420 through ORS 457.450.

VIII. Procedures for Amendments to the Plan

This Plan may be reviewed and evaluated periodically, and may be amended as needed, in conformance with statutory requirements. All amendments to this Plan shall be made pursuant to the following procedures.

A. Substantial Amendments

Substantial amendments are solely amendments that:

1. Add land to the District, except for an addition of land that totals not more than one percent of the existing District; or
2. Increase the maximum amount of indebtedness that can be issued or incurred under this Plan.

Substantial amendments shall require the same approval process as required for initial plan adoption including the approval process as provided in ORS 457.095 and the notice requirement set forth in ORS 457.120.

B. Council-Approved Amendments

Council-approved amendments are solely amendments that:

1. Identify a project that includes a public building to the extent such project has not previously been identified in this Plan along with an explanation of how such project would serve or benefit the District.

Council-approved amendments require approval by PDC by resolution and by Council, which may approve the amendment by resolution. Council-approved amendments do not require any of the procedural or notice requirements found in ORS Chapter 457, including but not limited to the procedures set forth in ORS 457.085(4) and (5). To the extent that a Council-approved amendment involves a public building, such amendment shall explain how the project serves or benefits the District.

C. Minor amendments

Minor amendments are amendments that are neither substantial, nor Council-approved amendments. Minor amendments may include changing the goals of the Plan or removing land from the urban renewal area. Minor amendments are effective upon adoption of a resolution by PDC approving the amendment.

IX. Other Provisions

A. Non-Discrimination

In the preparation, adoption and implementation of this Plan, no public official or private party shall take any action or cause any person, group or organization to be discriminated against on the basis of age, race, color, religion, gender, sexual orientation, marital status, citizenship status, or national origin.

B. Agreements to Implement This Plan

The Commission may implement this Plan through one or more grant agreements with a neighborhood entity that will identify neighborhood needs, disburse and account for the use of Plan funds and carry out implementation of the Plan. It is the intention of the Commission to utilize such agreements to guide and specify public investments and private development to ensure that the Projects are in conformance with this Plan.

C. Duration of Urban Renewal Plan

No indebtedness, for which taxes divided under ORS 457.440 are to be pledged, shall be issued under this Plan (or under any of the Projects undertaken with respect to this Plan) once maximum indebtedness is reached.

D. Validity

Should a court of competent jurisdiction find any word, clause, sentence, section or part of this Plan to be invalid, the remaining words, clauses, sentences, sections or parts shall be unaffected by such findings and shall remain in full force and effect for the duration of this Plan.

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EXHIBIT 1
LEGAL DESCRIPTION, PAGE 1 OF 4

**PARKROSE
NEIGHBORHOOD PROSPERITY INITIATIVE
URBAN RENEWAL AREA**

PORTLAND, OREGON

Beginning at the southeast corner of Parcel 2 of Partition Plat Number 1992-077, Assessor Map 1N2E 22AD, at the intersection of the northerly right-of-way line of NE Prescott Street and the east line of the Plat of "Sandy Road Villas", located in the Northeast One-Quarter of Section 22, Township 1 North, Range 2 East, Willamette Meridian, City of Portland, Multnomah County, State of Oregon;

1. Thence westerly 700 feet, more or less, along said northerly right-of-way line to its intersection with the easterly right-of-way line of NE 116th Avenue, Assessor Map 1N2E 22AC;
2. Thence northerly 141 feet, more or less, along said easterly right-of-way line to its intersection with the easterly extension of a line parallel to and 30 feet northerly of the south line of Lot 7, Block 1 of the Plat of "Sandy Road Villas", Assessor Map 1N2E 22AC;
3. Thence westerly 171 feet, more or less, along said parallel line to its intersection with a line parallel to and 120.6 feet westerly of the westerly right-of-way line of NE 116th Avenue, being the east line of Tax Lot 6900, Assessor Map 1N2E 22AC;
4. Thence northerly 9 feet, more or less, along said parallel line to its intersection with a line parallel to and 70 feet southerly of the north line of said Lot 7, being the north line of Tax Lot 6900, Assessor Map 1N2E 22AC;
5. Thence westerly 62 feet, more or less, along said parallel line to its intersection with the easterly right-of-way line of NE 115th Avenue, Assessor Map 1N2E 22AC;
6. Thence northerly 511 feet, more or less, along said easterly right-of-way line to its intersection with the easterly extension of the northerly right-of-way line of NE Wygant Street, Assessor Map 1N2E 22AC;
7. Thence westerly 839 feet, more or less, along said northerly right-of-way line and the easterly extension thereof to its intersection with the easterly right-of-way line of NE 112th Avenue, Assessor Map 1N2E 22AC;
8. Thence southerly 60 feet, more or less, along said easterly right-of-way line to its intersection with the southerly right-of-way line of NE Wygant Street, Assessor Map 1N2E 22AC;
9. Thence westerly 60 feet, more or less, along said southerly right-of-way line to its intersection with the westerly right-of-way line of NE 112th Avenue, Assessor Map 1N2E 22BD;

Exhibit A

10. Thence southerly 100 feet, more or less, along said westerly right-of-way line to its intersection with the south line of the north 100 feet of Lot A, Block 20 of the Plat of "Parkrose", Assessor Map 1N2E 22BD;
11. Thence westerly 141 feet, more or less, along said south line to its intersection with the east line of Lot F, Block 20 of said Plat, Assessor Map 1N2E 22BD;
12. Thence southerly 200 feet, more or less, along said east line to its intersection with the south line of said Lot F, Assessor Map 1N2E 22BD;
13. Thence westerly 520 feet, more or less, along said south line and the south line of Lots A and B of Block 19 of said Plat, and the south line of Lot A, Block 18 of said Plat, to its intersection with the west line of Lot A, Block 18 of said Plat, Assessor Map 1N2E 22BD;
14. Thence northerly 50 feet, more or less, along said west line to its intersection with the north line of the south 50 feet of Lot C, Block 18 of said Plat, Assessor Map 1N2E 22BD;
15. Thence westerly 160 feet, more or less, along said north line and the westerly extension thereof to its intersection with the westerly right-of-way line of NE 109th Avenue, Assessor Map 1N2E 22BD;
16. Thence southerly 350 feet, more or less, along said westerly right-of-way line to its intersection with the northerly right-of-way line of NE Prescott Street, Assessor Map 1N2E 22BD;
17. Thence westerly 880 feet, more or less, along said northerly right-of-way line to its intersection with the east line of Lot E, Block 14 of the Plat of "Parkrose", Assessor Map 1N2E 22BC;
18. Thence northerly 600 feet, more or less, along said east line and the east line of Lot B, Block 14 of said Plat to its intersection with the southerly right-of-way line of NE Wygant Street, Assessor Map 1N2E 22BC;
19. Thence westerly 260 feet, more or less, along said southerly right-of-way line to its intersection with the west line of Lot A, Block 12 of said Plat, Assessor Map 1N2E 22BC;
20. Thence northerly 60 feet, more or less, to the intersection of the west line of Lot 14, Block 8 of said Plat and the northerly right-of-way line of NE Wygant Street, Assessor Map 1N2E 22BC;
21. Thence westerly 610 feet, more or less, along said northerly right-of-way line to its intersection with the easterly right-of-way line of NE 102nd Avenue, Assessor Map 1N2E 22BC;
22. Thence southerly 60 feet, more or less, along said easterly right-of-way line to its intersection with the southerly right-of-way line of NE Wygant Street, Assessor Map 1N2E 22BC;
23. Thence westerly 590 feet, more or less, along said southerly right-of-way line to its intersection with the southerly extension of the westerly right-of-way line of NE 100th Avenue, Assessor Map 1N2E 21AD;
24. Thence northerly 60 feet, more or less, along said westerly right-of-way line and the southerly extension thereof to its intersection with the northerly right-of-way line of NE Wygant Street, Assessor Map 1N2E 21AD;
25. Thence westerly 200 feet, more or less, along said northerly right-of-way line to its intersection with the easterly right-of-way line of NE 99th Avenue, Assessor Map 1N2E 21AD;

Exhibit A

26. Thence northerly 100 feet, more or less, along said easterly right-of-way line to its intersection with the north line of Lot 15, Block 83 of the Plat of "Parkrose", Assessor Map 1N2E 21AD;
27. Thence westerly 60 feet, more or less, to the intersection of the south line of Lot 15, Block 3 of the Plat of "Rosepark" and the westerly right-of-way line of NE 99th Avenue, Assessor Map 1N2E 21AD;
28. Thence northerly 278 feet, more or less, along said westerly right-of-way line to its intersection with the north line of Lot 19, Block 3 of said Plat, Assessor Map 1N2E 21AD;
29. Thence westerly 25 feet, more or less, along said north line to its intersection with the east line of "Columbia Pioneer Cemetery", Assessor Map 1N2E 21AD;
30. Thence northerly 266 feet, more or less, along said east line to its intersection with a line parallel to and 45 northerly of the south line of Lot A, Block 84 of the Plat of "Parkrose", Assessor Map 1N2E 21AD;
31. Thence easterly 27 feet, more or less, along said parallel line to its intersection with the westerly right-of-way line of NE 99th Avenue, Assessor Map 1N2E 21AD;
32. Thence easterly 60 feet, more or less, to a point on the easterly right-of-way line of NE 99th Avenue being 40 feet northerly from the south line of Lot 4, Block 83 of the Plat of "Parkrose", Assessor Map 1N2E 21AD;
33. Thence northerly 87 feet, more or less, along said easterly right-of-way line to its intersection with the southerly right-of-way line of NE Sandy Boulevard, Assessor Map 1N2E 21AD;
34. Thence northwesterly 185 feet, more or less, to the intersection of the northerly right-of-way line of NE Sandy Boulevard and the easterly right-of-way line of the US Highway Interstate 205 and the Sandy Boulevard on-ramp, Assessor Map 1N2E 21AA;
35. Thence northerly 596 feet, more or less, along said easterly right-of-way line and the Sandy Boulevard on-ramp to its intersection with the southerly right-of-way line of the Union Pacific Railroad, Assessor Map 1N2E 21AA;
36. Thence southeasterly 5873 feet, more or less, along said southerly right-of-way line to its intersection with the northerly extension of the easterly right-of-way line of NE 121st Place, Assessor Map 1N2E 22AD;
37. Thence southerly 804 feet, more or less, along said easterly right-of-way line and the northerly extension thereof to its intersection with the easterly extension of the southerly right-of-way line of NE Prescott Street, Assessor Map 1N2E 22AD;
38. Thence westerly 259 feet, more or less, along said southerly right-of-way line and the easterly extension thereof to its intersection with the southerly extension of the east line of Tax Lot 4400, Assessor Map 1N2E 22AD;
39. Thence northerly 190 feet, more or less, along said east line and the southerly extension thereof to its intersection with the north line of said Tax Lot, Assessor Map 1N2E 22AD;
40. Thence westerly 80 feet, more or less, along said north line to its intersection with the east line of Tax Lot 3600, Assessor Map 1N2E 22AD;
41. Thence northerly 85 feet, more or less, along said east line to its intersection with the south line of Partition Plat Number 1999-085, Assessor Map 1N2E 22AD;
42. Thence westerly 255 feet, more or less, along said south line and the westerly extension thereof to its intersection with the east line of Block 3 of the Plat of "Sandy Road Villas", Assessor Map 1N2E 22AD;
43. Thence southerly 174 feet, more or less, along said east line to its intersection with the northerly right-of-way line of NE Prescott Street and the Point of Beginning.

Exhibit A

Said Parkrose NPI District Boundary Line delineates an Area containing 143 acres, more or less, and lying entirely within the City of Portland, County of Multnomah, State of Oregon.



Report Accompanying the
Parkrose
Neighborhood Prosperity Initiative
Urban Renewal Plan

April 11, 2012

Exhibit B

Exhibit B

Table of Contents

I.	Introduction	1
II.	Description of Existing Physical, Social, and Economic Conditions and Expected Impact, Including Fiscal Impact, of the Plan in Light of Added Services or Increased Population	1
A.	Physical Conditions	1
1.	Land Use and Zoning	1
B.	Social Conditions	3
C.	Economic Conditions	4
1.	Taxable Value	4
2.	Improvement Value to Land Value Ratio	4
D.	Expected Impact on Municipal Services	4
III.	Reasons for Selection of each Urban Renewal Area in the Plan	5
IV.	Relationship between Each Project and Existing Conditions in the Urban Renewal Area	5
V.	Estimated Total Cost of Each Project and the Sources of Moneys to Pay Such Costs	5
VI.	Anticipated Completion Date for Each Project	5
VII.	Estimated Amount of Tax Increment Revenues Required and Anticipated Year in which Indebtedness will be Retired	6
VIII.	Financial Analysis of the Plan	7
IX.	Impact of Tax Increment Financing, both until and after the Indebtedness is Repaid, upon all Entities Levying Taxes upon Property in the Urban Renewal Area	8
X.	Relocation Report	9
XI.	Compliance with Statutory Limits on Assessed Value and Acreage in Urban Renewal Areas	9

Exhibit B

I. Introduction

This Technical Report accompanying the Parkrose Neighborhood Prosperity Initiative Urban Renewal Plan (this “Report”) contains background information and project details for the Parkrose Neighborhood Prosperity Initiative Urban Renewal Plan (the “Plan”). This Report is not a legal part of the Plan but is intended to provide public information and a basis for the findings made by the City Council (“Council”) as part of its approval of the Plan. The Report provides the information required in ORS 457.085(3).

II. Description of Existing Physical, Social, and Economic Conditions and Expected Impact, Including Fiscal Impact, of the Plan in Light of Added Services or Increased Population

A. Physical Conditions

1. Land Use and Zoning

The Parkrose Neighborhood Prosperity Initiative Urban Renewal Area, hereinafter referred to as the “District,” shown in Figure 1 below contains 142.6 acres, including public right-of-way. There are 386 tax lots within the District, totaling 109.9 acres. Existing land use and zoning of the District are detailed in Tables 1 and 2.

Table 1. Existing Land Use of District

Property Class	Acreage	% of Total
Miscellaneous	2.7	2%
Residential	38.2	35%
Commercial	49.6	45%
Multi-Family	19.4	18%
Total	109.9	100%

*Source: Multnomah County Office of Assessment and Taxation

Figure 1. District Boundary and Zoning Map

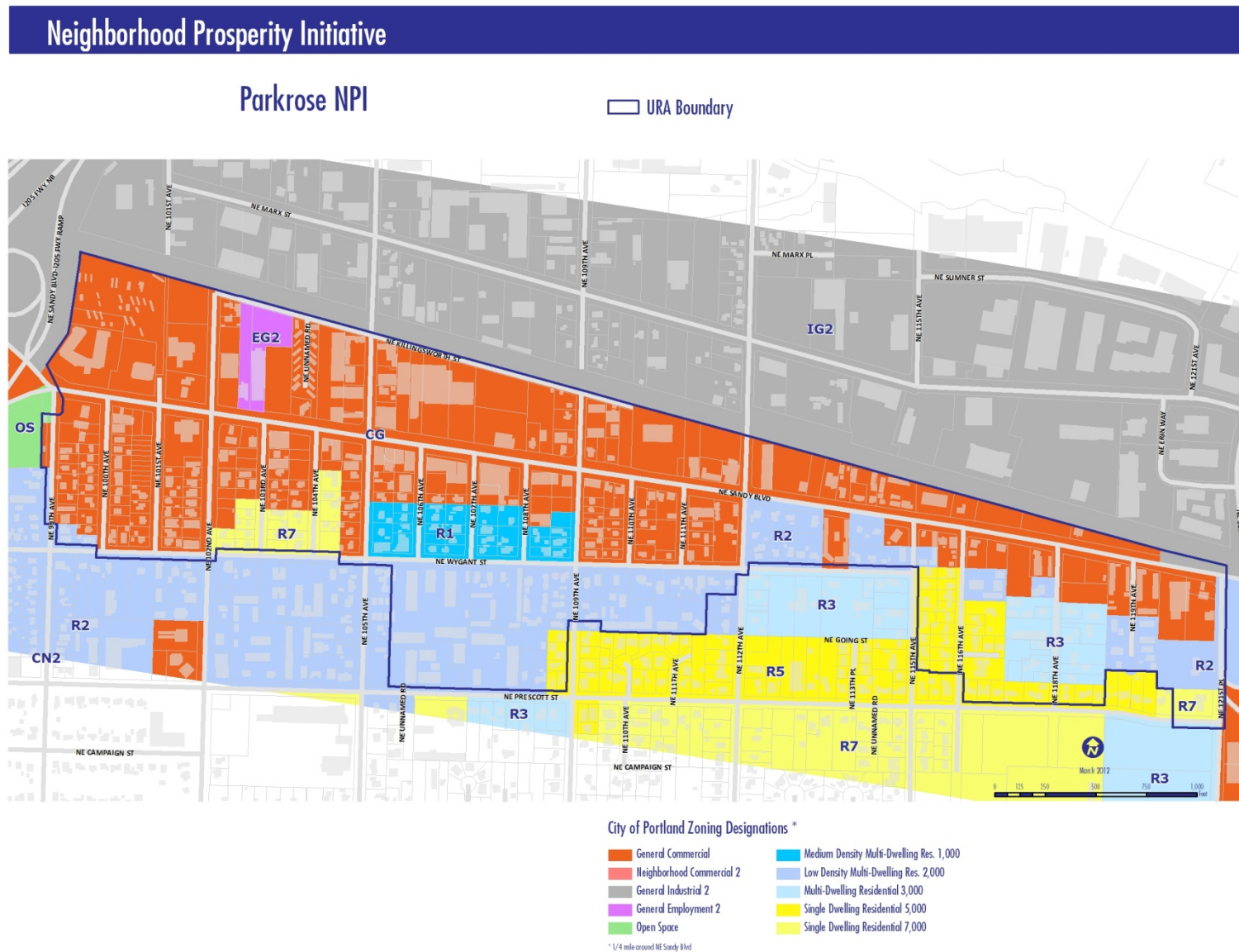


Table 2. Existing Zoning of District

Zoning Designation	Acreage	% of Total
General Commercial	66.2	60%
General Employment 2	2.0	2%
Residential 1,000	4.3	4%
Residential 2,000	23.7	22%
Residential 3,000	4.2	4%
Residential 5,000	6.1	6%
Residential 7,000	3.2	3%
Total	109.9	100%

*Source: City of Portland Bureau of Planning and Sustainability

B. Social Conditions

Based on data provided by the City of Portland Bureau of Planning and Sustainability, the District significantly overlaps 2010 Census tracts with higher than citywide average poverty (16%) and/or lower than citywide median household income (\$48,500).

According to the 2010 Business Analyst estimates, the total population within a quarter-mile buffer of the District is 2,963. Race and ethnic background are shown in Table 3.

Table 3. Population Detail

Race	% of Total
White	64%
Black or African American	9%
American Indian and Alaska Native	1%
Asian	9%
Native Hawaiian and Other Pacific Islander	1%
Other	10%
Two or More Races	6%
Ethnicity	% of Total
Hispanic	17%

*Source: 2010 Business Analyst

C. Economic Conditions

1. Taxable Value

The 2011/2012 taxable value of land, improvements and personal property in the District is \$80,493,774. This does not include utility value which will be determined by the County Assessor upon District approval.

2. Improvement Value to Land Value Ratio

One tool for assessing the economic health of an area is an improvement to land ratio (I:L) analysis. Improvement to land ratio is an assessment of the real market value of the improvements on a parcel compared to the real market value of the land. If the ratio is low, it indicates a prevalence of depreciated values, underutilization and that the property may benefit from redevelopment.

Table 4. Improvement to Land Ratio

Area	Overall I:L Ratio
Parkrose NPI District	0.94:1
Citywide ¹	2.22:1

*Source: Multnomah County Office of Assessment and Taxation

Based on the information in Table 4, the I:L ratio of commercially zoned property within the District is significantly lower than that of similarly zoned areas throughout the City. Therefore, the District can be identified as demonstrating a growing lack of proper utilization of the area, resulting in a stagnant and unproductive condition of land potentially useful and valuable for contributing to the public health, safety and welfare of the District and therefore constituting blight in accordance with ORS 457.010(1)(h).

D. Expected Impact on Municipal Services

The fiscal impact of tax increment financing on taxing districts that levy taxes within the District is described in Section IX of this Report. This subsection discusses the fiscal impacts resulting from potential increases in demand for municipal services.

Commercial corridor revitalization projects and programs in the District are not expected to create an additional demand on municipal services. The projects and programs are expected to add value to properties, thereby potentially adding to the tax base and providing increment during the length of the Plan and tax revenues once the Plan is terminated.

Projects and programs in the District will address a lack of proper utilization that is resulting in stagnant and unproductive land. This assistance will result in a positive benefit to the overall public health, safety, and welfare of the community by addressing factors of blight.

¹ Includes only properties with Commercial or Central Employment zoning. Excludes all properties within the Central City, existing URAs and proposed NPI URAs.

III. Reasons for Selection of each Urban Renewal Area in the Plan

There is one urban renewal area in the Plan. The reason for selection of the District is to reduce the blight described in the existing conditions set forth in Section II.C.2 of this Report.

IV. Relationship between Each Project and Existing Conditions in the Urban Renewal Area

Commercial corridor revitalization will occur through capital improvement projects, which could be public or private in nature, including, but not limited to, improvements to business exteriors and interiors, street furniture, garbage receptacles, lighting, district signage, gateway markers, and other small-scale, permanent capital improvements and administrative support therefore (collectively, the “Projects”). The existing conditions described in Section II of this Report demonstrate that the District is underutilized compared to similarly zoned properties in other parts of the city, as shown in Table 4 above. The Projects will help private, nonprofit and for-profit parties reduce the underutilization of property in the District, described in Section II, while enhancing the vitality of the business district, creating jobs, increasing commerce, strengthening existing businesses, and increasing small business tenancy.

V. Estimated Total Cost of Each Project and the Sources of Moneys to Pay Such Costs

The implementation of the Projects, which are expected to be discrete, small scale improvements to the commercial corridor of the District, will take place over the life of the Plan and as the sources of moneys set forth in Section VII of this Report are available. The estimated total cost of the Projects to be paid with tax increment financing is not anticipated to exceed total revenues identified in Section VII of this Report.

VI. Anticipated Completion Date for Each Project

The Projects will be ongoing throughout the life of the Plan. Scheduling for the Projects will occur during the annual budgeting process for the District. The Projects identified in an annual plan are anticipated to receive allocations, determined through the budgeting process.

VII. Estimated Amount of Tax Increment Revenues Required and Anticipated Year in which Indebtedness will be Retired

Table 5 shows the yearly tax increment revenues and indebtedness incurred for the Plan. It is anticipated that indebtedness for the Plan will be fully repaid by the end of FY 2021/22.

Table 5. Tax Increment Revenues and Indebtedness Incurred for the Plan

Fiscal Year Ending June 30	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
REVENUES									
Tax Increment to Raise (before Compression)	\$73,506	\$93,410	\$122,772	\$152,280	\$125,000	\$125,000	\$125,000	\$125,000	\$80,903
Less Compression	(3,675)	(4,671)	(6,139)	(7,614)	(6,250)	(6,250)	(6,250)	(6,250)	(4,045)
Tax Increment Imposed (after Compression)	69,831	88,740	116,634	144,666	118,750	118,750	118,750	118,750	76,858
Less Adjustments for Discounts & Delinquencies	(4,260)	(5,413)	(7,115)	(8,825)	(7,244)	(7,244)	(7,244)	(7,244)	(4,688)
NET TAX INCREMENT REVENUES	\$65,571	\$83,327	\$109,519	\$135,841	\$111,506	\$111,506	\$111,506	\$111,506	\$72,169
Shared Tax Revenues to Raise (before Compression)	\$0	\$9,183	\$14,013	\$18,946	\$52,376	\$73,186	\$94,412	\$116,279	\$0
Less Compression	0	(459)	(701)	(947)	(2,619)	(3,659)	(4,721)	(5,814)	0
Shared Revenues Imposed (after Compression)	0	8,724	13,313	17,999	49,757	69,527	89,691	110,465	0
Less Adjustments for Discounts & Delinquencies	0	(532)	(812)	(1,098)	(3,035)	(4,241)	(5,471)	(6,738)	0
NET SHARED TAX REVENUES	\$0	\$8,192	\$12,501	\$16,901	\$46,722	\$65,286	\$84,220	\$103,727	\$0
TOTAL REVENUES	\$65,571	\$91,518	\$122,020	\$152,742	\$158,228	\$176,792	\$195,726	\$215,233	\$72,169
PAYMENT OF INDEBTEDNESS									
INDEBTEDNESS REPAID	\$65,571	\$91,518	\$122,020	\$152,742	\$158,228	\$176,792	\$195,726	\$215,233	\$72,169
TOTAL INDEBTEDNESS PAID	\$65,571	\$91,518	\$122,020	\$152,742	\$158,228	\$176,792	\$195,726	\$215,233	\$72,169

Exhibit B

VIII. Financial Analysis of the Plan

Table 6 shows the existing assessed value of the District and projected incremental assessed value. It then shows the tax rate applied to these resulting assessed values and the reduction of these values by compression.

Table 6. Projected Incremental Assessed Value, Tax Rates and Tax Increment Revenues

Fiscal Year Ending June 30	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Projected Assessed Value Growth									
Frozen Base	\$80,493,774	\$80,493,774	\$80,493,774	\$80,493,774	\$80,493,774	\$80,493,774	\$80,493,774	\$80,493,774	\$80,493,774
Incremental Assessed Value	4,074,997	6,189,217	8,356,291	10,577,543	12,854,326	15,188,028	17,580,073	20,031,920	22,545,062
Total Assessed Value	\$84,568,771	\$86,682,991	\$88,850,065	\$91,071,317	\$93,348,100	\$95,681,802	\$98,073,847	\$100,525,694	\$103,038,836
Total AV Growth		2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
Incremental AV Growth		51.88%	35.01%	26.58%	21.52%	18.15%	15.75%	13.95%	12.55%
Consolidated Tax Rate	18.0384	18.1036	18.0937	18.0136	17.9009	17.8989	17.8666	17.8655	17.8643
Revenues Generated on Incremental Assessed Value									
Amount to Urban Renewal Area	73,506	93,410	122,772	152,280	125,000	125,000	125,000	125,000	80,903
Amount to Taxing Jurisdictions									
City Permanent Rate	-	4,712	7,190	9,721	26,874	37,551	48,442	59,662	82,461
County Permanent Rate	-	4,471	6,823	9,225	25,502	35,635	45,970	56,617	78,252
Other Levies	-	9,454	14,411	19,313	52,728	73,663	94,685	116,601	161,136
Total Revenues	\$73,506	\$112,047	\$151,196	\$190,540	\$230,104	\$271,849	\$314,096	\$357,880	\$402,752
Tax Increment Revenues to Urban Renewal Area									
Tax Increment to Raise (before Compression)	\$73,506	\$93,410	\$122,772	\$152,280	\$125,000	\$125,000	\$125,000	\$125,000	\$80,903
Less Compression	(3,675)	(4,671)	(6,139)	(7,614)	(6,250)	(6,250)	(6,250)	(6,250)	(4,045)
Tax Increment Imposed (after Compression)	\$69,831	\$88,740	\$116,634	\$144,666	\$118,750	\$118,750	\$118,750	\$118,750	\$76,858
Shared Revenues to Urban Renewal Area									
Less Compression	0	(459)	(701)	(947)	(2,619)	(3,659)	(4,721)	(5,814)	0
Tax Increment Imposed (after Compression)	\$0	\$8,724	\$13,313	\$17,999	\$49,757	\$69,527	\$89,691	\$110,465	\$0
Total Revenues to Urban Renewal Areas	\$69,831	\$97,464	\$129,946	\$162,665	\$168,507	\$188,277	\$208,441	\$229,215	\$76,858

IX. Impact of Tax Increment Financing, both until and after the Indebtedness is Repaid, upon all Entities Levying Taxes upon Property in the Urban Renewal Area

The impact of tax increment financing on overlapping taxing jurisdictions consists primarily of the property tax revenues foregone on permanent rate levies as applied to the growth in assessed value within the District. Table 7 shows projected taxes foregone to all overlapping taxing jurisdictions.

Table 7. Tax Increment Revenues Foregone

Tax Increment Revenues Foregone 2014-2022	Total	Present Value to 2014
Permanent Rates		
City	\$260,715	\$186,869
County	247,409	177,332
Metro	5,503	3,944
Port	3,993	2,862
E Mult Soil	5,696	4,083
Parkrose	278,579	199,673
Mt. Hood	28,008	20,075
Mult ESD	26,066	18,683

Table 8 shows projected tax revenues generated on the Incremental Assessed Value of the district that are allocated to overlapping taxing jurisdictions through revenue sharing.

Table 8. Shared Revenues

Shared Revenues 2014-2021	Total	Present Value to 2014
Permanent Rates		
City	\$194,152	\$126,475
County	184,243	128,421
Metro	4,098	2,856
Port	2,974	2,073
E Mult Soil	4,242	2,957
Parkrose	207,455	144,600
Mt. Hood	20,857	14,538
Mult ESD	19,411	13,530

Table 9 shows the increase in permanent rate levy revenues that would occur after termination of the tax increment financing in FY 2022/23.

Table 9. Tax Increment Revenues Fully Regained

Tax Increment Revenues Fully Regained - 2023	Amount (nominal)	Present Value to 2014
Permanent Rates		
City	\$32,028	\$16,281
County	30,393	15,451
Metro	676	344
Port	491	249
E Mult Soil	700	356
Parkrose	34,223	17,397
Mt. Hood	3,441	1,749
Mult ESD	3,202	1,628

X. Relocation Report

There are no businesses or residents to be relocated.

XI. Compliance with Statutory Limits on Assessed Value and Acreage in Urban Renewal Areas

ORS 457.420 requires that urban renewal areas not exceed 15% of the total assessed value or 15% of the total land area of the City. Table 10 shows that the Plan is in compliance with ORS 457.420. This District is being planned concurrently with five other NPI districts. This table makes the assumption that all six districts are adopted on or around the same timeframe.

Exhibit B

Table 10. Compliance with Statutory Limits on Assessed Value and Acreage

	Frozen Base Assessed Value	Acres
Total City of Portland²	\$ 43,634,351,239	92,768.0
Existing Urban Renewal Areas:		
Airport Way	\$124,710,302	1,841.4
Central Eastside	\$224,626,739	692.3
Downtown Waterfront	\$55,674,313	233.1
Gateway Regional Center	\$307,174,681	658.5
Interstate Corridor ³	\$1,290,430,925	3,990.0
Lents Town Center	\$736,224,033	2,846.3
North Macadam	\$192,609,397	401.9
Oregon Convention Center ⁴	\$248,951,143	410.0
River District	\$461,577,974	351.2
South Park Blocks	\$376,066,574	156.3
Willamette Industrial	\$481,443,135	755.5
Total Existing Urban Renewal Areas	\$4,499,489,216	12,336.5
% City in Existing Urban Renewal Areas	10.3%	13.3%
Proposed Neighborhood Prosperity Initiative Urban Renewal Areas:		
42nd Avenue	\$81,011,867	136.2
Cully Blvd	\$81,000,273	164.6
Parkrose	\$80,493,774	142.6
Rosewood	\$78,774,383	135.6
Division – Midway	\$80,201,117	115.9
82nd Avenue and Division	\$81,523,638	108.8
Total Proposed Urban Renewal Areas	\$483,005,052	803.7
Combined Total - Existing and Proposed	\$4,982,494,268	13,140.2
% City in Existing and Proposed Urban Renewal Areas	11.4%	14.2%

² Total City of Portland AV less incremental AV in Urban Renewal Areas (OMF)

³ Frozen base value represents AV added to ICURA in July 2011 amendment. Actual frozen base will be determined by the County Assessor. Acreage reflects July 2011 amendment.

⁴ Frozen base value represents 11/12 OCC Frozen Base and is overstated for estimation purposes. As a result of the 20th Amendment to OCC (July 2011), the reduced frozen base will be determined by the County Assessor. Acreage reflects 20th Amendment.

Exhibit C



Portland Planning and Sustainability Commission

André Baugh, Chair

Michelle Rudd, Vice Chair

Karen Gray

Don Hanson

Mike Houck

Lai-Lani Ovalles

Howard Shapiro, Vice Chair

Gary Oxman

Jill Sherman

Chris Smith

Irma Valdez

March 20, 2012

Mayor Sam Adams and Portland City Council
Portland City Hall
1121 SW 4th Avenue
Portland, OR 97204

Subject: Neighborhood Prosperity Initiative: Urban Renewal Areas

Dear Mayor Adams and City Commissioners,

At a public meeting held on March 13, 2012, the Planning and Sustainability Commission voted unanimously in support of six proposed Urban Renewal Plans as recommended in the following Portland Development Commission Resolutions:

Resolution 6924 - 42nd Avenue Urban Renewal Area
Resolution 6925 - Cully Boulevard Urban Renewal Area
Resolution 6926 - Parkrose Urban Renewal Area
Resolution 6927 - Rosewood Urban Renewal Area
Resolution 6928 - Division-Midway Urban Renewal Area
Resolution 6929 - 82nd Avenue and Division Urban Renewal Area

In reaching our decision, the Planning and Sustainability Commission finds that the proposed URAs conform to the Adopted City of Portland Comprehensive Plan and recommends that the Portland City Council adopt the URAs as presented.

The PSC further finds that the proposed URAs are supportive of the Equity Framework and Integrated Strategies of the Portland Plan and that they work to implement the City's Neighborhood Economic Development Strategy.

In considering the Neighborhood Prosperity Initiative Urban Renewal Areas, the Planning and Sustainability Commission heard testimony from six community members who have participated in the efforts to date to create these districts and the volunteer non-profits that will administer them. The testimony was compelling and an indication that the value of these districts will be derived not only from the tax increment revenues that will accrue but from the energy and imagination of the community members that will lead the efforts to improve their neighborhoods as well.

Thank you for the opportunity to participate in the review of this new use of urban renewal in the City and for considering our recommendations.

Sincerely,



Michelle Rudd, Vice Chair
Portland Planning and Sustainability Commission



City of Portland, Oregon | Bureau of Planning and Sustainability | www.portlandonline.com/bps
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Introduction

The Parkrose NPI Urban Renewal Area (URA) area is one of six such areas created through a partnership between the City of Portland and the Portland Development Commission as an implementation measure of the City's Neighborhood Economic Development (NED) Strategy. These initiative areas build upon the Main Street® model of community driven economic development further identified in the NED strategy. They will build local capacity to achieve economic development outcomes, drive neighborhood business growth and coordinate resources in support of neighborhood economic development. One component of these initiatives is the creation of neighborhood based administrative entities drawn from local area business and residential neighborhood representatives. These local entities will strengthen community organizational capacity and serve to create and administer neighborhood economic plans. These local entities will administer the distribution and expenditure of tax increment financing collected within the initiative areas on physical improvements to business properties such as storefront improvements, building rehabilitation and improvements to the public realm such as sidewalk improvements or public plazas that will improve the appearance and function of select neighborhood commercial centers.

Neighborhood Prosperity Initiative areas will function as urban renewal areas under state statute. This document is intended to meet the statutory requirements for land use planning consistency under ORS 457.095(3) by demonstrating conformance of the Parkrose URA with the Portland Comprehensive Plan and pertinent supportive neighborhood and area plans.

The following legal findings of fact will document the Parkrose Urban Renewal Area's conformance with the City of Portland's Comprehensive Plan and all relevant supporting neighborhood and area plans.

Parkrose NPI Urban Renewal Area (URA) Findings on Portland's Comprehensive Plan Goals

The Portland Comprehensive Plan was adopted by the Portland City Council on October 16, 1980, and was acknowledged as being in conformance with the statewide planning goals by the Land Conservation and Development Commission on May 1, 1981. It has been updated and acknowledged for continuing conformance to the statewide planning goals through successive periodic reviews. The first and most recent periodic review was completed in January 2000. The City is currently undergoing its second Comprehensive Plan Periodic Review update which is expected to be completed by the end of 2013.

Comprehensive plans describe a variety of public goals that are to be achieved over the long term. These goals are usually complimentary but there are times when one comprehensive plan provision can only be advanced at the expense of another; or when one provision is funded while others must wait. In determining whether the Parkrose URA conforms with Portland's Comprehensive Plan, the city must sometimes choose between competing public goals. To do this the city will apply the following definition of "conform".

1. On balance, the purposes of the Comprehensive Plan are advanced as a whole; and
2. Future compliance with the Comprehensive Plan is not precluded

The Parkrose URA was prepared in conformity with the Portland Comprehensive Plan and is consistent with the following relevant Comprehensive Plan policies:

Goal 1, Metropolitan Coordination, calls for the Comprehensive Plan to be coordinated with federal and state law and to support regional goals, objectives and plans. The Parkrose URA supports this goal because:

- These findings demonstrate that the Parkrose URA is consistent with the City of Portland Comprehensive Plan which was acknowledged by the State of Oregon as consistent with statewide planning goals. The Parkrose URA which will provide tax increment revenues for physical improvements to an in-town neighborhood commercial area is supportive of the regional goals contained in Metro's Urban Growth Management Functional Plan which call for developing a compact urban form with a focus on investment in transit oriented communities, main streets and town centers. The Parkrose URA is also specifically supportive of the following Metropolitan Coordination Policy.

Policy 1.4, Intergovernmental Coordination, requires continuous participation in intergovernmental affairs with public agencies to coordinate metropolitan planning and project development and maximize the efficient use of public funds.

- The Parkrose URA is consistent with this policy because all overlapping taxing jurisdictions were notified of the proposal, provided with draft authorizing documents and given an opportunity to comment. These jurisdictions include school districts, Metro and Multnomah County. Any comments received will be addressed during the City Council approval process in April 2012.

Goal 2, Urban Development, calls for maintaining Portland's role as the major regional employment and population center by expanding opportunities for housing and jobs, while retaining the character of established residential neighborhoods and business centers. The Parkrose URA supports this goal because:

- The Parkrose URA will facilitate the redevelopment of this area with a more robust mixture of commercial uses that will provide more employment opportunities than currently exist as well as a more attractive environment for the adjoining residential and industrial neighborhoods. Specifically, the amendment is supportive of the following policies:

Policy 2.1 Population Growth calls for allowing for population growth within the existing city boundary by providing land use opportunities that will accommodate the projected increase in city households.

- The Parkrose URA will promote the redevelopment of the Parkrose URA area to better serve the needs of the surrounding Parkrose neighborhood by improving the physical condition of the existing structures and public realm within the URA and encouraging the location of additional neighborhood serving businesses (and jobs) that will meet the needs of the surrounding residents.

Policy 2.2 Urban Diversity calls for promoting a range of living environments and employment opportunities for Portland residents in order to attract and retain a stable and diversified population.

- The Parkrose URA will promote the expansion of existing businesses and the development of new business within the area. This area is racially and ethnically diverse and includes a broad range of age and income levels. According to 2010 Business Analyst data 36.1% of the

population within ¼ mile of the Cully URA are classified as minority. This is significantly higher than the 25.5% city wide minority population from the same data set. New investment may provide for rehabilitation of existing structures, and increased investment in public amenities that will enhance this area's attractiveness to the surrounding neighborhoods.

Policy 2.12 Transit Corridors calls for providing a mixture of activities along major transit routes, Major Transit Priority Streets, Transit Access Streets, and main streets to support the use of transit

- Sandy Boulevard classified as both a *Major Transit Priority Street* and a *Transit Access Street* within this URA area. NE 102nd Avenue is also classified as a *Major Transit Priority Street* while Prescott Street and 121st Place within the proposed URA area are both classified as *Transit Access Streets*. Lastly, NE 105th Avenue is classified as a *Community Transit Street*, all according to the Transportation Element of the City's Comprehensive Plan. This URA is currently served by both the Trimet #12 and #71 bus lines. The Parkrose URA will promote the development of a community based administrative entity and provide resources for physical improvements to the initiative area that will increase the attractiveness of this area to a wide variety of activities and transit users.

Policy 2.13 Auto-Oriented Commercial Development Allow auto-oriented development to locate on streets designated as Major City Traffic Streets by the Transportation Element. Also allow neighborhood level auto-oriented commercial development to locate on District Collector Streets or Neighborhood Collector Streets near neighborhood areas where allowed densities will not support development oriented to transit or pedestrians. Where neighborhood commercial uses are located on designated transit streets, support pedestrian movement and the use of transit by locating buildings and their entrances conveniently to transit users, pedestrians, and bicyclists and providing on-site pedestrian circulation to adjacent streets and development.

- NE 121st Place, Prescott St., 112th Ave and 105th Ave within the URA area are all classified as *Neighborhood Collector Streets*; while both Sandy BLVD and 102nd Ave are classified as *Major City Traffic Streets* according to the Transportation Element of the City's Comprehensive Plan. Commercial development within the Parkrose URA area will be subject primarily to the current CG General Commercial District Standards with a smaller area zoned EG2 General Employment. Under the CG General Commercial zoning designation auto-accommodating development is allowed. However, physical development that is supportive of an enhanced pedestrian environment is required. Additional financial resources made available through the Parkrose URA may be applied to pedestrian improvements to enhance the transit, pedestrian and bicycle experience within the renewal area and to connections with the adjoining residential and industrial neighborhoods.

Policy 2.19 Infill and Redevelopment calls for encouraging infill and redevelopment as a way to implement the Livable City growth principles and accommodate expected increases in population and employment. Encourage infill and redevelopment in the Central City, at transit stations, along main streets, and as neighborhood infill in existing residential, commercial and industrial areas.

- The Parkrose URA supports this policy by making funds available for enhancements to existing commercial property and new infill development along the Parkrose corridor, an existing in-town commercial corridor.

Policy 2.20 Utilization of Vacant Land calls for providing for full utilization of existing vacant land except in those areas designated as open space.

- The Parkrose URA supports this policy by making revenues available for investment that supports the redevelopment of underutilized properties such as surface parking lots along the Parkrose corridors.

Policy 2.22 Mixed Use calls for a mechanism that will allow for the continuation and enhancement of areas of mixed use character where such areas act as buffers and where opportunities exist for creation of nodes or centers of mixed commercial, light industrial and apartment development.

- The Parkrose URA area includes employment zoned property (EG2); commercially zoned property (CG); multi-dwelling residentially zoned property (R1, R2 and R3); and single family neighborhoods zoned R7 and R5. Industrial land zoned IG2 abuts the proposed URA on the north side. The Parkrose URA supports policy 2.22 by making funds available for funding commercial enhancements within this mixed use urban renewal area.

Goal 3, Neighborhoods, calls for the preservation and reinforcement of the stability and diversity of the city's neighborhoods while allowing for increased density in order to attract and retain long-term residents and businesses and insure the City's residential quality and economic vitality

- The Parkrose URA supports this goal by encouraging reinvestment in two of the public's largest capital assets, the existing building stock and commercial properties served by existing levels of urban infrastructure. The Parkrose URA will contribute to the health and vitality of the larger Parkrose neighborhood by improving the Parkrose URA area as a neighborhood commercial corridor serving the surrounding residential neighborhoods. More specifically the Parkrose URA supports the following policies:

Policy 3.1 Physical Conditions calls for providing and coordinating programs to prevent the deterioration of existing structures and public facilities.

- The URA supports this policy by making available tax increment revenues within district boundaries. These revenues will be directed to building repairs and upgrades and physical public realm enhancements that will not only prevent the deterioration of existing structures and public facilities but contribute to their improvement over time.

Policy 3.2 Social Conditions calls for providing and coordinating programs to promote neighborhood interest, concern and security and to minimize the social impact of land use decisions.

- In addition to administering tax increment revenues which by law must be spent on physical improvements to the business area, the local administrative entities formed as part of the urban renewal areas will serve as local forums for the identification and promotion of programs of local interest. Although these activities will not be eligible for TIF funding such programs may include economic development activities as well as other business attraction, retention and community building efforts as may be defined by the local administrative entities.

Policy 3.5 Neighborhood Involvement calls for providing for the active involvement of neighborhoods residents and businesses in decisions affecting their neighborhood through the promotion of business and neighborhood associations. Provide information to neighborhood and

business associations which allows them to monitor the impact of the Comprehensive Plan and to report their findings annually to the Planning Commission.

- The Parkrose URA will be administered by a neighborhood based administrative entity comprised of business owners and tenants of the URA area as well as residents from the surrounding residential neighborhoods. Deliberations of the administrative entity will be in conformance with all Oregon public meetings laws and City of Portland administrative rules regarding meeting notification and public participation.

Goal 5, Economic Development, calls for the promotion of a strong and diverse economy that provides a full range of employment and economic choices for individuals and families in all parts of the city. The Parkrose URA is consistent with this goal because:

- The Parkrose URA will provide revenues for economic development projects including, but not limited to, storefront improvement grants and commercial revitalization projects. The URA is specifically supportive of the following policies:

Policy 5.1 Urban Development and Revitalization calls for encouraging investment in the development, redevelopment, rehabilitation and adaptive reuse of urban land and buildings for employment and housing opportunities.

- The Parkrose URA directly supports this policy by providing tax increment funds that can leverage private investment in the Parkrose URA area.

Policy 5.2 Business Development calls for sustaining and supporting business development activities to retain, expand and recruit businesses.

Policy 5.3 Community-Based Economic Development calls for supporting community based economic development initiatives consistent with the Comprehensive Plan and compatible with neighborhood livability.

- The Parkrose URA supports policies 5.2 and 5.3 through the creation of a Parkrose URA administrative entity comprised of local business and residential interests. This group will evaluate specific requests for tax increment revenues to support physical improvements to business properties and the public realm. Additionally the administrative entity may pursue other redevelopment projects and business retention/attraction programs that are consistent with neighborhood priorities that will not use tax increment financing.

Policy 5.6 Area Character and Identity within Designated Commercial Areas calls for promoting and enhancing the special character and identity of Portland's designated commercial areas.

Policy 5.7 Business Environment within Designated Commercial Areas calls for promoting a business environment within designated commercial areas that is conducive to the formation, retention and expansion of commercial businesses.

- The Parkrose URA is directly supportive of Policies 5.6 and 5.7 above in that it will create a local administrative entity empowered to distribute TIF revenues for commercial property rehabilitation and enhancements to the public realm within the Parkrose commercial URA. This

group may also develop and use non TIF resources to initiate other programs directed at business attraction, retention and growth.

Goal 7, Energy, calls for promotion of a sustainable energy future by increasing energy efficiency in all sectors of the city. The Parkrose URA supports this goal because:

- The Parkrose URA will reinvigorate the Parkrose commercial area as a neighborhood destination providing daily goods and services to the surrounding residential and industrial neighborhoods at a scale that promotes active transportation and reduces the need of Portlanders to rely on an automobile for their daily needs. More specifically the Parkrose URA is supportive of the following policies:

Policy 7.4 Energy Efficiency through Land Use Regulations calls for the City to promote residential, commercial, industrial, and transportation energy efficiencies and the use of renewable resources.

- The Parkrose URA supports this policy through its encouragement of reinvestment of an in-town commercial corridor providing goods and services to the adjoining residential and industrial neighborhoods. Such proximity of goods and services to the adjoining neighborhoods reduces the need for auto trips and encourages the use of transit and active transportation options.

Policy 7.5 Energy Efficiency in Commercial and Industrial Facilities calls for the City to encourage energy efficiency in existing commercial building and institutions by facilitating utility, local, state, and federal financial and technical assistance.

- Funds made available through the Parkrose URA may be used for energy efficiency upgrades to existing commercial structures within the Parkrose URA area and leverage additional public or private energy efficiency funding thereby supporting this policy.

Goal 9, Citizen Involvement, calls for improved methods and ongoing opportunities for citizen involvement in the land use decision-making process, and the implementation, review, and amendment of the Comprehensive Plan. This project followed the process and requirements specified in Chapter 33.740, Legislative Procedure. The Parkrose URA is supportive of this goal because:

- Members of the Parkrose URA administrative entity were invited to form their own neighborhood based decision making body with technical and financial support provided by the Portland Development Commission and the City of Portland. The Parkrose URA project is supportive of the following policy:

Policy 9.1 Citizen Involvement Coordination encourages citizen involvement in land use planning projects by actively coordinating the planning process with relevant community organizations, through the reasonable availability of planning reports to city residents and businesses, and notice of official public hearings to neighborhood associations, business groups, affected individuals and the general public.

- On October 18, 2011, Mayor Sam Adams launched the NPI among nearly 100 community leaders at the Immigrant and Refugee Community Organization (IRCO), inviting six neighborhood commercial corridors in East and Northeast Portland to partner with PDC staff and to evaluate the feasibility and desirability of creating URAs.

- On November 7, 2011, PDC staff assembled the six district community groups back to IRCO to kick-off the community organizing process.
- On November 21, 2011, all of the districts successfully applied for and received a \$10,000 grant to help with facilitation, outreach coordination, translation, printing, and material expenses to help do the work of organizing the community around this Initiative.
- Community leaders formed an initial Steering Committee for the Parkrose URA to provide local direction for the application of tax increment revenues towards community-identified capital improvements.
- The PDC maintained a project website with background documents and meeting summaries available for downloading.
- The Parkrose URA authorizing documentation was posted to the project website as Adobe Acrobat files available for downloading prior to the PDC Board of Commissioners public hearing on March 12, 2012.
- Notice of the March 12, 2012 Portland Develop Commission public hearing to approve the Parkrose URA was published in the Oregonian and online.
- Notice of the March 13, 2012 City of Portland Planning and Sustainability Commission public hearing to consider the Parkrose URA was published in the Oregonian on 3/9/12 and online.
- Notice of the April 4, 2012 Portland City Council public hearing to approve the Parkrose URA was mailed to all owners of real property within the City of Portland in mid-March 2012.

The Parkrose URA initial steering committee also engaged in extensive public outreach activities. These outreach activities are documented in Exhibit D to the Ordinance.

Goal 12, Urban Design, calls for enhancing Portland as a livable city, attractive in its setting and dynamic in its urban character by preserving its history and building a substantial legacy of quality private developments and public improvements for future generations. The Parkrose URA supports this goal by:

- Allowing investment of tax increment revenues in existing commercial buildings to preserve and enhance existing positive design elements while supporting physical improvements that will enhance the URA area's character and function. More specifically the URA will support the following policies:

Policy 12.2 Enhancing Variety calls for promoting the development of areas of special identity and urban character with the City's residential, commercial and industrial areas having attractive identities that enhance the urbanity of the City.

- Investment made possible through the Parkrose URA may be used to improve the appearance and function of both private commercial buildings along the existing Killingsworth and NE Sandy BLVD commercial corridors and to enhance the pedestrian experience and connections with the adjoining residential and industrial neighborhoods.

Policy 12.4 Provide for Pedestrians calls for recognizing that auto, transit and bicycle users are pedestrians at either end of every trip and the Portland's citizens and visitors experience the city as pedestrians. Provide for a pleasant, rich and diverse experience for pedestrians. Ensure that those travelling on foot have comfortable, safe and attractive pathways that connect Portland's neighborhoods, parks, water features, transit facilities, commercial districts employment centers and attractions.

Policy 12.5 Promote the Arts calls for the City to humanize the City through promotion of the arts and excellence in design. Encourage the placement of art at locations that are visible to the public. Expand Portland's collection of Public Art. Punctuate the community with works of art used to emphasize focal points, mark transitional locations, celebrate public buildings and enhance the City's sidewalks, open spaces, plazas and parks.

- The Parkrose URA supports Policy 12.4 and 12.5 because tax increment revenues made available through the URA area may be used for functional pedestrian improvements and for other projects that will improve the public realm such as pedestrian plazas, public art and landscape improvements.

Policy 12.6 Preserve Neighborhoods calls for preserving and supporting the qualities of individual neighborhoods that help to make and to respect and strengthen values in new development projects that implement this comprehensive plan.

- Expenditure of TIF funds made available through the Parkrose URA area will be overseen by an administrative entity comprised of local business interests and residential neighborhood representatives. Improvement projects identified through this neighborhood based decision making model will reflect the priorities and desires expressed by current neighborhood residents and businesses.

Findings for the Cully Parkrose Community Plan

Cully Parkrose Community Plan

The Cully Parkrose Community Plan was adopted by the City Council on August 27, 1986. The policies of this plan were adopted as part of Portland's Comprehensive Plan by ordinance 158942. The proposed Parkrose Urban renewal area is supportive of the Cully Parkrose Community Plan including, but not limited to following Community Plan Policies:

Policy 2 Arrangement of Land Uses which states among other things that commercial enterprises providing consumer goods and services to the community should be encouraged in the Parkrose Business District, an area roughly coincidental with the boundary of the Parkrose Urban Renewal Area.

- Creation of the Parkrose URA may encourage new businesses to locate within this area by providing funding for individual business/building improvements and or by improving the public realm within which these businesses operate. The local administrative entity may also increase recruitment activity and other programs that increase the visibility of this district to potential business operators.

Policy 6 Citizen Involvement which declares that local citizen involvement is important in the land use decision making process and call for involvement of local residential and business community input in such deliberations


- Creation of an URA local administrative entity supports this policy by providing a forum for existing businesses, together with local residential interests to develop a unified plan for attracting neighborhood oriented businesses to the area.

AFFIDAVIT

STATE OF OREGON)
) ss.
County of Multnomah)

I, Keith Witcosky, being duly sworn do depose and say that:

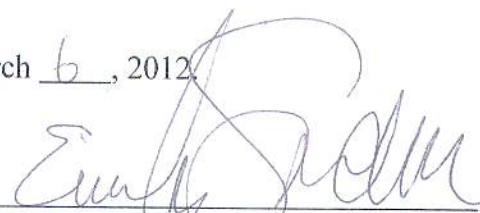
1. I am the Deputy Director – Government Relations/Public Affairs of the Portland Development Commission; and
2. In conformance with ORS 457.085(5), the Portland Development Commission presented via email copies of the six proposed Neighborhood Prosperity Initiative Urban Renewal Area Plans and accompanying Reports to the governing body of each taxing jurisdiction affected by the Plans.



Keith Witcosky
Deputy Director – Government
Relations/Public Affairs

Signed and sworn to (or affirmed) before me on March 6, 2012.





Notary Public for Oregon

Exhibit D

Community Outreach Summary, Map, and Characteristics of the Proposed Parkrose NPI District

Prepared by the Steering Committee:

Colleen Gifford	Luke Shepard
Joe Rossi	Marcy Emerson Peters
Amelia Salvador	Mary Walker
Loretta Stites	Judy Kennedy

Area Description

Sandy Boulevard is a major arterial thoroughfare surrounded by industrial land to the north and residential to the south. Visible underutilized properties and blight. Streetscape improvements completed in mid-2000's. In the past, PDC has offered General Fund Storefront Improvement Grants to businesses in this corridor.

Please note, the Area Map shown below identifies the urban renewal area boundary, where tax increment revenues will be collected. The investment area boundary, which predominantly includes commercially zoned property, is the area in which investments are targeted.

Business associations: Parkrose and Columbia Corridor Association

Neighborhood Districts: Parkrose

Outreach Activity from December to February

- Started building the database and entering information
- Called St. Rita's and set up basement for January Meetings
- Met with PDC to discuss the grant and have questions answered
- Preparation for Meeting/ Emails to PDC to get list of business and residents in district
- Project Timeline draft and second draft of expenses
- Wrap up grant Application and send out, sent copy to grant group and project ideas to all NPI group, faxed and had Wayne sign cover page
- DROPPED OFF 25 FLYERS, UPDATED DATABASE WITH ALL COLLECTED INFORMATION
- Changed Business flyer for the schools, sent request to Parkrose for a flyer distribution
- Requested additional informational flyer from Dana; had conversation with Dana about how things are going
- Sent email with business flyer to NPI distribution group with update of activity
- Called multiple churches and left vm's to call, updated database with names received from Mary Walker
- Spoke to Carol at High School; she suggested we bring 20 flyers for office and 2 community boards and some for Sun
- School table total of 20
- Spoke to Teri at Prescott; they only want 3 but they will put something in their newsletter that goes to parents
- Spoke to Tracy White at Russell; they only need 2, sent her a copy of the flyer that they will try and get in their Newsletter between now and January.
- Spoke to Karen at Sacramento and sent the flyer to Rebecca Smillie to put information in the newsletter, they only want 5 copies
- Called and left a vm for Susan Copper to call regarding flyers Shaver

Exhibit D

- Spoke to Deacon Marla emailed flyer and will be dropping off 20 more for a Friday gathering this weekend.
- St. Matthews Episcopal Church they will also put in newsletter
- Carter and I delivered in person 50 flyers to Businesses on Sandy
- Updated database with information from yesterday
- Contacted Luke Dorf who owns 11401 NE Sandy Apartments and businesses CEO Howard Spanbock
- Delivered to all 6 schools today
- Delivered to remaining businesses on Sandy
- Updated database from today
- Delivered to St. Ritas and signed papers for site
- Delivered to side street areas 10
- Setup meeting for Dec 27th
- Sent reminder email about tonight's meeting/looked up phone numbers for our database/printed
- Printed flyers 75, 12/6/2011
- Meeting to setup agenda for January 10th meeting
- Worked with Joe Rossi and Carter to finalize agenda/created distribution list of emails received and sent out
- Reminder emails for January 10th meeting
- Started making reminder phone calls
- Continued to make reminder phone calls
- Went to Reina Shiel home and explained the translation duties for January Meetings
- Worked with Joe Rossi on finalizing food issue/ picked up easel and pens from Staples/made more calls
- Asked Judy Kennedy to call Parkrose Business group to remind them of meeting and asked her to be note taker
- For the meeting/returned calls and gave longer explanation to get interest in coming
- Created sign in sheet for tonight's meeting/ made 60 copies of agenda/went to Staples to have 10 11x17 sheets
- Continued to make reminder phone calls/update database/Created 60 flyer to hand out with larger map
- Sent emails and called to remind people of tonight's meeting, created agenda and printed 25 copies
- Sent emails and called to remind people of 24th meeting, created agenda and emailed
- Contacted Dana about a smaller printout of the zoned map
- Contacted Denise Smoke from BofA and talked to her about NPI, emailed her information, contacted Kevin Xu
- Setup appointment for next Thursday at 4:00pm to talk about NPI need Cantonese Translator
- Called and reminded people of tonight's meeting, called and setup mtg 1/31 for Platinum Angela 11am
- Setup dessert from Neumann's picking up at 5pm, updated database with additional information
- Printed 25 agenda's for tonight and 25 Training of Steering Committee docs,
- Emailed Dana for Cantonese Translator, Dana will bring new zoned map, Talked to Justin Douglas about using GUR info for tonight's meeting
- Changed and printed 25 pledge letters to distribute at tonight's meeting
- Called Sean Cruz invited him to attend tonight he said he does have interest in the steering committee

Exhibit D

- Updated database, created minutes from last night's meeting and distributed printed and signed forms for translator for next week's meeting at Good World
- Faxed, Spoke to Joe Danna and received pledge for \$250 from Elmer's, sent email to everyone about the pledge, called and left vm for Judy Kennedy to confirm commitment to steering committee,
- Called St. Rita's and thanked them for the use of the room for our three meetings in January, printed one copy of the Mainstreet 70 pages
- Started working on letter of interest and filling out the information to have turned in by 5pm, 1-31
- Attended Venture Portland Business District Managers lunch meeting
- Prepared forms and sent emails and confirmed map to Dana. Faxed final document Printed new map, 20 pledge letter forms, Parkrose Report 70, minutes from 24th, Info pages on NPI 6 pages
- Met with Angela from Black Platinum, took pledge letter and she will think about it and get back to us
- Walked area and started taking pictures that we will use to help with visioning.
- Received email from Joe who like to use a template for reporting fund raising
- Received verbal pledge from Bob Brown's tires for \$100, sent out emails with updates and invitation to Mayor meeting on 7th
- Received email from Tim Curran with sneak peek of Mid County Memo
- Received email from Jiffy Lube they want to be removed from email distribution, sent email asking if they do not want to participate at all, would they be interested in meeting one on one? Waiting for reply.
- Emailed Tim thanking him for his article, emailed Joe in response to template, Judy called yesterday and I called and left vm
- Nice day, going back to take more pictures for visioning

Parkrose NPI



- | | |
|---------------------------|--|
| General Commercial | Medium Density Multi-Dwelling Res. 1,000 |
| Neighborhood Commercial 2 | Low Density Multi-Dwelling Res. 2,000 |
| General Industrial 2 | Multi-Dwelling Residential 3,000 |
| General Employment 2 | Single Dwelling Residential 5,000 |
| Open Space | Single Dwelling Residential 7,000 |

* 1/4 mile around NE Sandy Blvd

J. Scott Andrews
Commission Chair

Aneshka Dickson
Commissioner

John C. Mohlis
Commissioner

Steven Straus
Commissioner

Charles A. Wilhoite
Commissioner

Sam Adams
Mayor

Patrick Quinton
Executive Director

222 Northwest
Fifth Avenue
Portland, OR
97209-3859

tel: 503.823.3200

fax: 503.823.3368

TTY: 503.823.3366



DATE: March 28, 2012

TO: Mayor Sam Adams

FROM: Kimberly Branam, Deputy Director

RE: Approve the Parkrose Neighborhood Prosperity Initiative Urban Renewal Plan (Ordinance)

FOR MAYOR'S OFFICE USE ONLY

Reviewed by Bureau Liaison _____

- 1. INTENDED THURSDAY FILING DATE:** March 29, 2012
- 2. REQUESTED COUNCIL AGENDA DATE:** April 4, 2012
- 3. PRIMARY CONTACT NAME & NUMBER:** Kimberly Branam, 503-823-3794
- 4. SECONDARY CONTACT & PREPARED BY:** Morgan Masterman, 503-823-6839
- 5. PLACE ON:** CONSENT X REGULAR
- 6. FINANCIAL IMPACT & PUBLIC INVOLVEMENT STATEMENT**
- ATTACHED:**
 X Yes No N/A
- 7. (THREE) ORIGINAL COPIES OF CONTRACTS APPROVED AS TO FORM BY CITY ATTORNEY ATTACHED:** Yes No X N/A

8. BACKGROUND/ANALYSIS

Introduction and History – Attached is an Ordinance for Council consideration and approval on April 11, 2012. The Ordinance creates the Parkrose Neighborhood Prosperity Initiative (“NPI”) Urban Renewal Area.

Concurrently with this ordinance, the Council will consider ordinances for the approval of five additional new urban renewal areas: 42nd Avenue; Cully Boulevard; Rosewood; Division-Midway; and, 82nd Avenue and Division (each an “NPI District”). Additionally, the Council will consider an ordinance authorizing the City to enter into intergovernmental agreements with the Portland Development Commission (“PDC”) to (1) permit the transfer of tax increment revenues to PDC for urban renewal projects in NPI District urban renewal areas and (2) grant the City’s Shared Revenues from ORS 457.470(4) to PDC for the NPI Districts.

On or about October 18, 2011, Mayor Sam Adams announced the NPI, which will result in the creation of six small innovative urban renewal areas focused on neighborhood commercial areas. The goal of the NPI is to strengthen neighborhood business districts’ economic competitiveness through community-planned and community-implemented actions and projects.

Legal Issues – None

Link to Current City Policies – The creation of this NPI District implements Objectives 1 and 2 of the Neighborhood Economic Development Strategy, the Recommended Draft Portland Plan and complies with the City of Portland’s Comprehensive Plan.

Controversial Issues – We do not anticipate controversy related to these Council items.

Citizen Participation – An extensive and ongoing public participation process has guided the formation and expected operation of the NPI Districts. Subsequent to two PDC-hosted public events, all citizen outreach and engagement has been planned, hosted, and facilitated by community members within the six NPI Districts. Outreach to the local communities was key to creating buy-in, articulating a vision statement, agreeing on NPI District boundaries, brainstorming goals and objectives, fundraising, and committing time and energy to the communities' required work when the urban renewal areas are effective.

Other Government Participation – The Portland Development Commission Board approved the six urban renewal plans and recommends adoption by City Council. Throughout the creation of these districts, Multnomah County has been involved and supportive. Multnomah County Chair Cogen testified in support of the NPI districts at the Portland Development Commission public hearing on March 12, 2012. The Planning and Sustainability Commission reviewed the urban renewal plans, found them in compliance with the City's Comprehensive Plan and Draft Portland Plan, and recommends approval to City Council. All overlapping taxing jurisdictions have been provided the opportunity to consult and confer on the creation of the six urban renewal areas.

9. FINANCIAL IMPACT

It is estimated that taxing jurisdictions overlapping each NPI District urban renewal area will forego taxes during the timeframe that each NPI District is eligible to collect tax increment revenues, which is estimated to be through FY 2021-22. The City's estimated foregone revenues associated with the tax increment revenues of each NPI District urban renewal area are as follows:

Urban Renewal Area	Estimated City Foregone Taxes FY2013/14 to 21/22
Cully Boulevard	\$264,503
Division-Midway	\$243,771
Parkrose	\$260,715
Rosewood	\$256,045
42nd Avenue	\$264,478
82nd Avenue & Division	\$262,470
Total	\$1,551,982

Additionally, because the Ordinance will direct the City's allocation of the Shared Revenues to each NPI District, the City will forego estimated Shared Revenues through FY 2020-21 as follows:

Urban Renewal Area	Estimated City Foregone Shared Revenue FY2014/15 to 20/21
Cully Boulevard	\$194,011
Division-Midway	\$206,907
Parkrose	\$194,152
Rosewood	\$190,225
42nd Avenue	\$194,058
82nd Avenue & Division	\$196,534
Total	\$1,175,888

It is estimated that Shared Revenues will not be allocated in FY 2021-22 because tax increment revenues in that fiscal year will be sufficient to reach each NPI District's authorized total funding amount.

10. RECOMMENDATION/ACTION REQUESTED

It is recommended that the City Council approve the Ordinance in order to create the Parkrose Neighborhood Prosperity Initiative Urban Renewal Area and facilitate the stated goals of the Neighborhood Prosperity Initiative.



Kimberly Branam,
Deputy Director

Portland, Oregon
FINANCIAL IMPACT and PUBLIC INVOLVEMENT STATEMENT
For Council Action Items

(Deliver original to Financial Planning Division. Retain copy.)

1. Name of Initiator Kimberly Branam		2. Telephone No. X 3-3794	3. Bureau/Office/Dept. Portland Development Commission
4a. To be filed (date): March 29, 2012	4b. Calendar (Check One) <div style="display: flex; justify-content: space-around;"> Regular <input checked="" type="checkbox"/> Consent <input type="checkbox"/> 4/5ths <input type="checkbox"/> </div>		5. Date Submitted to Commissioner's office and FPD Budget Analyst: March 22, 2012
6a. Financial Impact Section: <input checked="" type="checkbox"/> Financial impact section completed		6b. Public Involvement Section: <input checked="" type="checkbox"/> Public involvement section completed	

1) Legislation Title:

Approve the Parkrose Neighborhood Prosperity Initiative Urban Renewal Plan (Ordinance)

2) Purpose of the Proposed Legislation:

The Ordinance creates the Parkrose Neighborhood Prosperity Initiative Urban Renewal Area

3) Which area(s) of the city are affected by this Council item? (Check all that apply—areas are based on formal neighborhood coalition boundaries)?

- | | | | |
|--|------------------------------------|------------------------------------|--|
| <input type="checkbox"/> City-wide/Regional | <input type="checkbox"/> Northeast | <input type="checkbox"/> Northwest | <input type="checkbox"/> North |
| <input type="checkbox"/> Central Northeast | <input type="checkbox"/> Southeast | <input type="checkbox"/> Southwest | <input checked="" type="checkbox"/> East |
| <input type="checkbox"/> Central City | | | |
| <input type="checkbox"/> Internal City Government Services | | | |

FINANCIAL IMPACT

4) Revenue: Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If so, please identify the source.

Concurrently with this legislation, the City Council will consider ordinances to create five additional new urban renewal areas (each an "NPI URA") for which tax increment revenues will be generated and collected by the City. These tax increment revenues will be deposited into tax increment funds that will be created for each NPI URA. City Council will consider an additional ordinance to enter into an intergovernmental agreement allowing for the transfer of these tax increment revenues to PDC for expenditures by the NPI URAs.

The taxing jurisdictions overlapping each of the NPI URAs, including the City, will forego taxes during the timeframe that each NPI URA is eligible to collect tax increment revenues, which is estimated to be through FY 2021-22. The estimated foregone revenues to the City from its permanent tax rate that will now be collected as tax increment revenues for each NPI URA are as follows:

Urban Renewal Area	City Tax Increment Revenues
	FY2013/14 to 21/22
Cully Boulevard	\$264,503
Division-Midway	\$243,771
Parkrose	\$260,715
Rosewood	\$256,045
42nd Avenue	\$264,478
82nd Avenue & Division	\$262,470
Total	\$1,551,982

5) Expense: What are the costs to the City related to this legislation? What is the source of funding for the expense? *(Please include costs in the current fiscal year as well as costs in future years. If the action is related to a grant or contract please include the local contribution or match required. If there is a project estimate, please identify the level of confidence.)*

Concurrently with this legislation, the City Council will consider an ordinance authorizing an intergovernmental agreement to direct the City's allocation of the Shared Revenues as provided by ORS 457.470(4) to each NPI District. Therefore, the City will allocate its estimated Shared Revenues to PDC for the benefit of the NPI District urban renewal areas through FY 2020-21 as follows:

Urban Renewal Area	City Foregone Shared Revenue
	FY2014/15 to 20/21
Cully Boulevard	\$194,011
Division-Midway	\$206,907
Parkrose	\$194,152
Rosewood	\$190,225
42nd Avenue	\$194,058
82nd Avenue & Division	\$196,534
Total	\$1,175,888

6) Staffing Requirements:

- **Will any positions be created, eliminated or re-classified in the current year as a result of this legislation?** *(If new positions are created please include whether they will be part-time, full-time, limited term, or permanent positions. If the position is limited term please indicate the end of the term.)*

We do not anticipate creating, eliminating, or reclassifying any positions this year due to this legislation.

- **Will positions be created or eliminated in future years as a result of this legislation?**

We do not anticipate creating or eliminating positions in future years due to this legislation.

(Complete the following section only if an amendment to the budget is proposed.)

7) Change in Appropriations *(If the accompanying ordinance amends the budget please reflect the dollar amount to be appropriated by this legislation. Include the appropriate cost elements that are to be loaded by accounting. Indicate "new" in Fund Center column if new center needs to be created. Use additional space if needed.)*

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount

PUBLIC INVOLVEMENT

8) Was public involvement included in the development of this Council item (e.g. ordinance, resolution, or report)? Please check the appropriate box below:

- ☒ **YES:** Please proceed to Question #9.
☐ **NO:** Please, explain why below; and proceed to Question #10.

9) If "YES," please answer the following questions:

a) What impacts are anticipated in the community from this proposed Council item?

Extensive community outreach was crucial to the formation of the NPI Districts. It is expected that formal adoption of the NPI Districts will encourage broad, consistent, and continued public participation among property owners, business owners, and interested citizens.

b) Which community and business groups, under-represented groups, organizations, external government entities, and other interested parties were involved in this effort, and when and how were they involved?

Extensive outreach was crucial to the early success of all six NPI Districts. The following organizations and groups were involved:

42nd Avenue:

- 42nd Avenue Business Association
- Concordia Neighborhood Association
- Cully Neighborhood Association
- Portland Community College

Cully Blvd:

- Cully Neighborhood Association
- Native American Youth and Family Center

Rosewood:

- Rosewood Initiative
- City of Gresham
- City of Portland Police Bureau
- Multnomah County
- Wilkes Neighborhood Association
- Centennial Neighborhood Association

Parkrose:

- Parkrose Business Association
- Parkrose Neighborhood Association
- Columbia Corridor Association
- Gateway Area Business Association

Division-Midway:

- Midway Business Association
- Hazelwood Neighborhood Association
- Centennial Neighborhood Association
- Human Solutions
- Powellhurst-Gilbert Neighborhood Association

82nd Avenue & Division:

- Montavilla Neighborhood Association
- Portland Community College
- 82nd Avenue Business Association
- Montavilla/East Tabor Business Association
- Portland Chinese Times
- Powellhurst-Gilbert Neighborhood Association

c) How did public involvement shape the outcome of this Council item?

Public involvement was essential in shaping and developing this Council Item. Outreach to the local communities was key to creating buy-in, articulating a vision statement, agreeing on NPI District boundaries, brainstorming goals and objectives, fundraising, and committing time and energy to the communities' required work when the urban renewal areas are effective.

d) Who designed and implemented the public involvement related to this Council item?


PDC staff hosted the first two public involvement events. Subsequently, the NPI District communities themselves organized, hosted, and facilitated all community events, outreach activities, web-based surveys, mailings, door flyers, etc with support from PDC staff.

e) Primary contact for more information on this public involvement process (name, title, phone, email):

Dana DeKlyen
Neighborhood Prosperity Initiative
Senior Program Manager
503-823-3312
deklyend@pdc.us

10) Is any future public involvement anticipated or necessary for this Council item? Please describe why or why not.

The success of the NPI Districts will be heavily dependent on continued public involvement, particularly to traditionally-underserved communities. The NPI District Managers will largely be responsible for these outreach activities, but it is also expected that members of the Steering Committees will be actively involved in engaging their local communities.



Patrick Quinton
BUREAU DIRECTOR