

East Portland TIF Exploration Steering Committee Meeting #2

August 24, 2023



Portland
Housing
Bureau

Agenda

1. Welcome, Introductions
2. Quick Refresh: Goals, Steering Committee Role
3. Identifying Areas for Working Group Exploration
 - Scenarios & Key Considerations
 - **Guidance to Working Groups**
 - **Individual Input: Likes/Concerns**
 - **Shared Discussion**
4. Next Steps

Project Goals & Objectives

Incorporate
lessons of the past



Advance inclusive
economic growth and
wealth creation

Center disadvantaged
and low-income
communities in
engagement



Support small
businesses and job
growth

Further community
stabilization and
equitable development

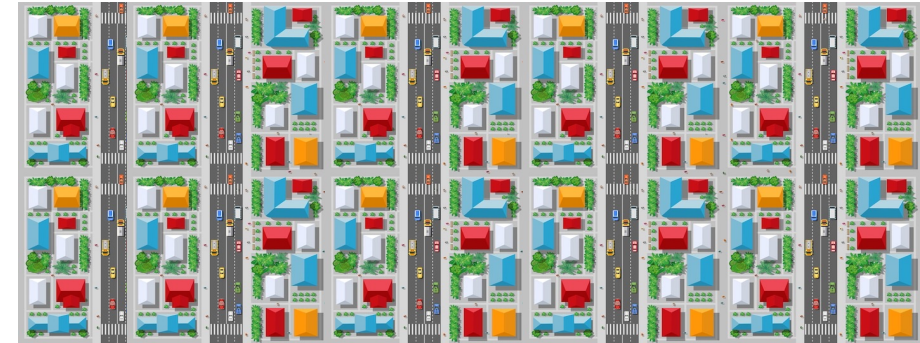


Advance housing
production for a full range
of income levels



Steering Committee Role

- Advise on, and review engagement processes for exploration
- **Identify acreage and assessed value allocation across as many as three districts in East Portland, inclusive of the area surrounding 82nd Avenue (focus of today's discussion)**
- Support community-led Working Groups conducting exploration processes in each of those defined areas
- Provide guidance to Working Groups on issues that arise which have implications across districts and/or for the broader East Portland geography
- Review any TIF District Plans resulting from exploration for alignment with City Council guidance



Operating Agreements

Active participation

Share the mic

Question the problem vs. the individual

Permission to make mistakes

Intent vs. impact

Lead with curiosity

Commit to confidentiality

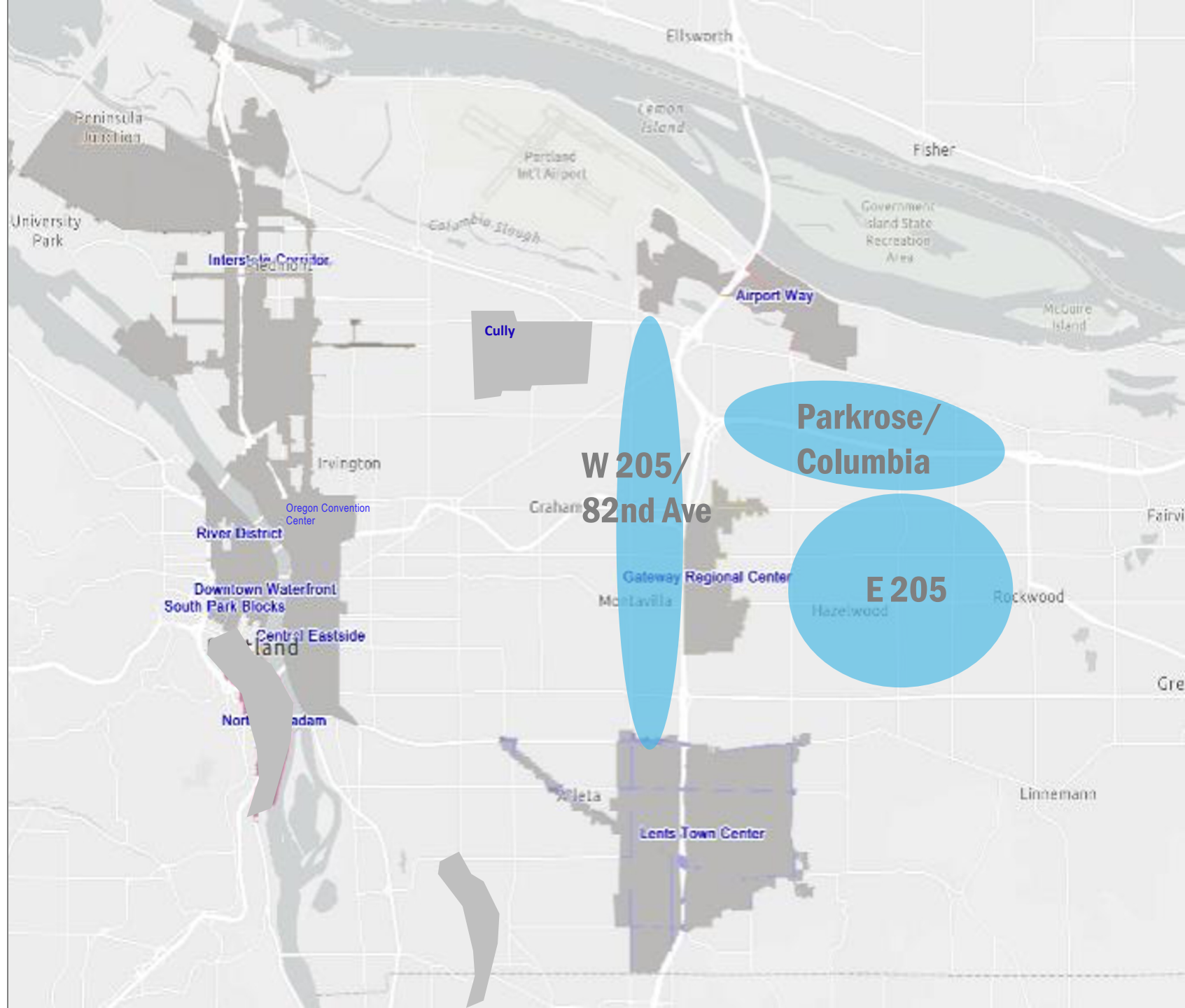
Prioritize communities most impacted

Today's Goal

- **Individual input & group discussion:**
 - Key inputs to rough geography acreage and AV allocation
 - Identifying priority places/community anchors for Working Group consideration
 - Noting any additional guidance to convey to Working Groups regarding priorities
- **Confirm inputs and three exploration areas so that we can begin Working Group open call**

Early District Concepts Shared:

How did we get here?



What We've Heard

- General agreement that **study areas have shared needs** at a high level
- **Need to balance areas west (82nd Ave) and east of 205** in an East Portland focused TIF exploration process and ensuring inclusion of areas around/east of **122nd Avenue**
- **82nd Avenue** is different along it's full length, focus where there is **greatest need and opportunity**
- Along **Parkrose/Columbia corridor**, make sure to include both residential and commercial areas

Steering Committee, Working Group Coordination

Steering Committee



Confirm key inputs & exploration areas

Engagement Guidance

Vision, Values Goals Guidance

Implementation Principles

Governance Structure

Working Groups



Develop draft boundaries

Community Engagement

Develop Background & Context
Vision, Values Goals & District
Project List

Confirm district boundary

Technical Consultant



Existing
Conditions

Legal Description
of Boundary

Key Considerations & Inputs

Key Inputs

1. Advance Portland and State of Housing Report identifying community, economic, and market conditions
2. Tax increment financing as a source of geographically focused funding to support stabilization and inclusive growth
3. City Council direction supporting up to 7,500 acres and up to \$6 billion in assessed value for TIF exploration
4. City Council allocation of resources to explore creation of up to three districts, including a potential 82nd Avenue district

Key Considerations: Scenarios

WHAT'S INCLUDED

Community anchors like **NPN Districts**, key mixed-use districts, and community identified opportunities

WHAT'S EXCLUDED

Areas already in **existing TIF Districts**, including Gateway and Cully

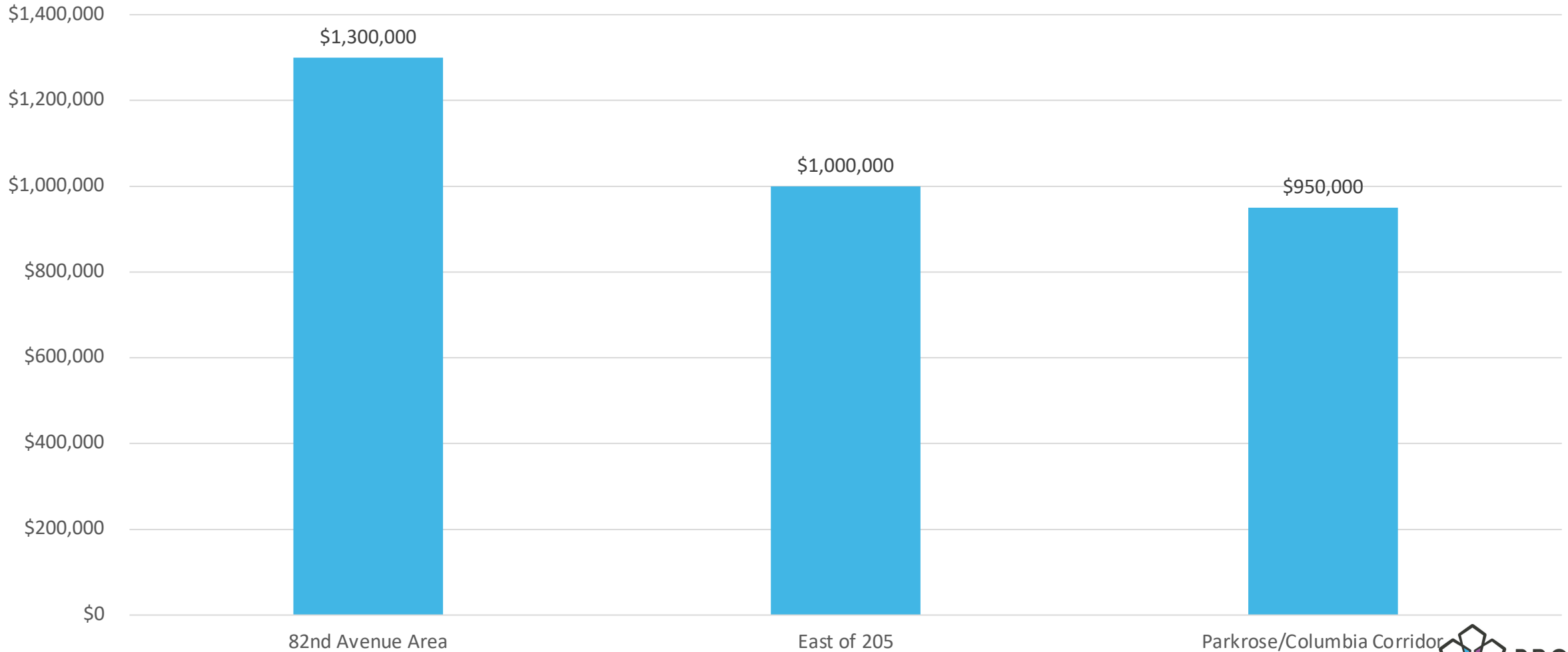
WHAT TO BALANCE

Acreage, Assessed Value & Common Conditions

- 1,500 to 4,000 acres per district
- Optimize size of area to generate necessary resources to invest
- Range of average assessed values across areas requires balancing acreage and value
- Identify areas with shared market & affordability pressures to inform shared priorities

Balancing Acreage and AV Allocations

Average Assesed Value Per Acre



Example Scenarios

Scenario 1: Displacement Typologies

Scenario 2: Equal Assessed Value (AV)

Scenario 3: Equal Acreage

Scenario 1: Displacement Typologies

East of 205

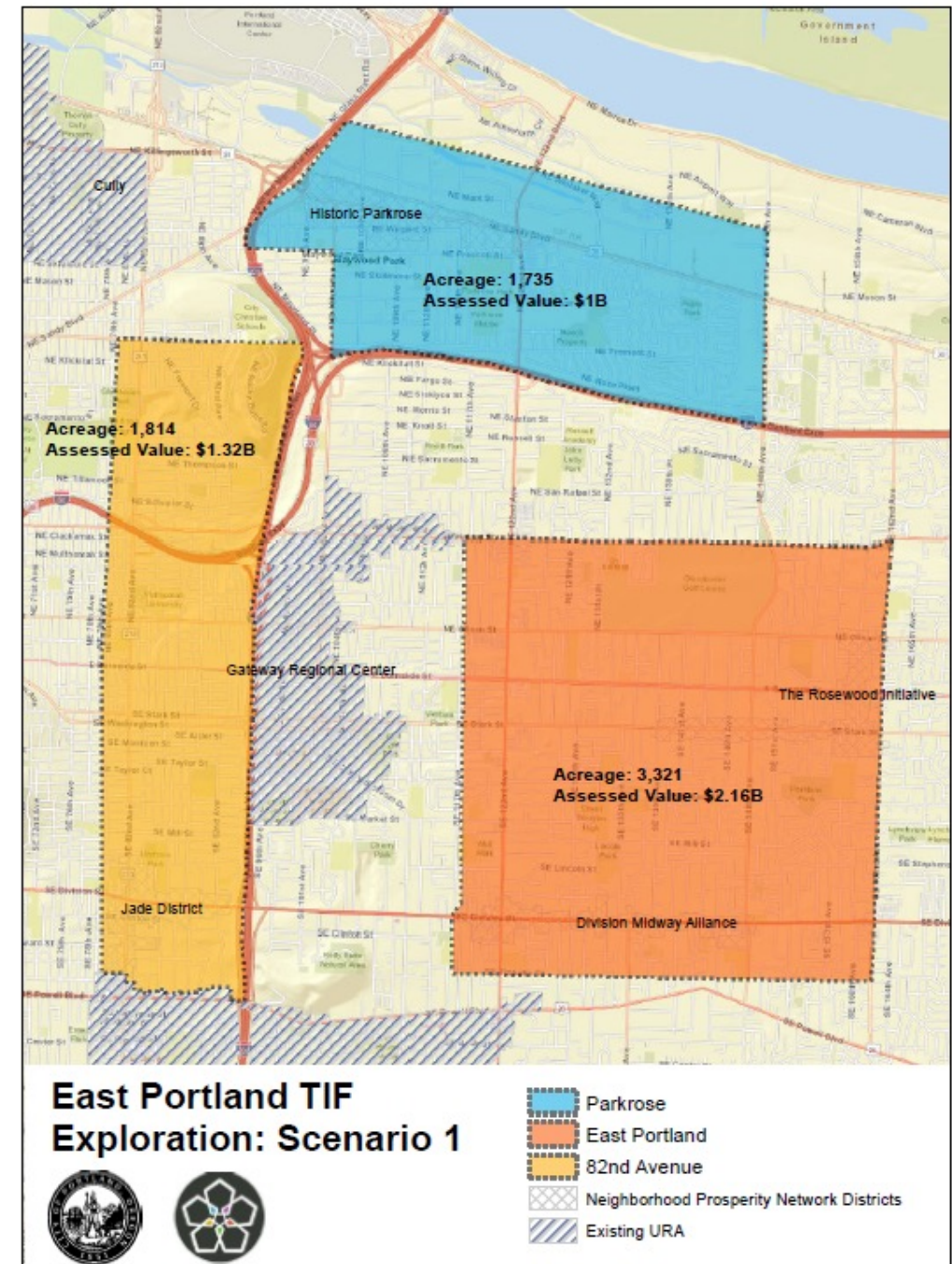
- 3,321 acres & \$2.16B assessed valued
- Anchored by 122nd & 147th Avenues; covers high displacement vulnerability tracts
- Commercial market pressures below city average but residential prices are increasing
- Includes The Rosewood Initiative & Division Midway NPNs

West of 205 (82nd Ave)

- 1,914 acres & \$1.32B assessed value
- Focused on 82nd & 92nd Avenues; covers high displacement vulnerability tracts south of Stark and at Fremont
- Commercial market pressures weaker to north and strong to the south
- Includes Jade District NPN

Parkrose/Columbia Corridor

- 1,735 acres & \$1B assessed value
- Anchored by 100th/122nd/Sandy Boulevard and industrial areas east
- Increasing commercial vacancies and weaker residential market pressures
- Includes Historic Parkrose NPN



Scenario 2: Equal AV

Note total acreage is 8,512 acres (over by 1,012 acres)

East of 205

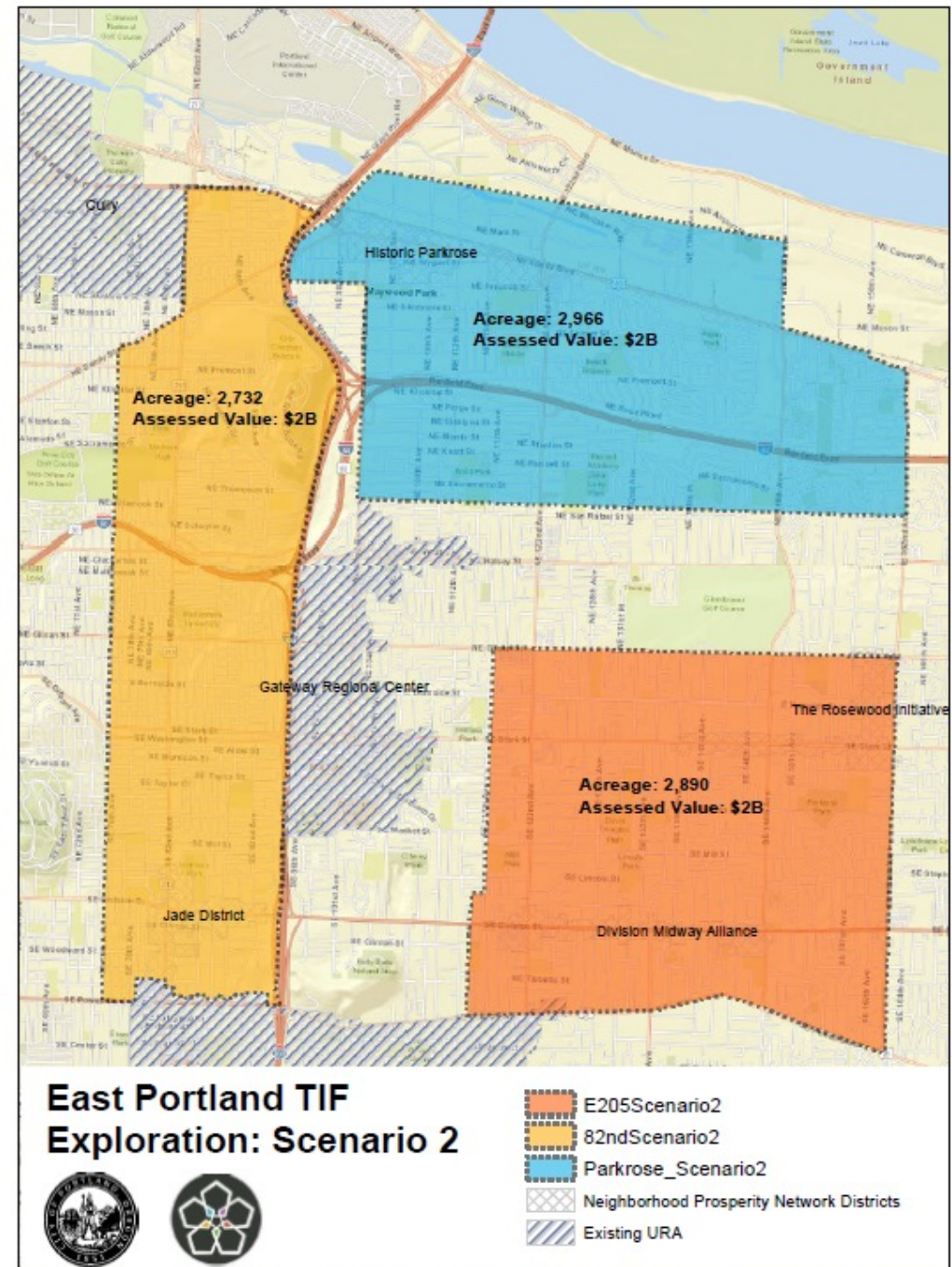
- 2,890 acres & \$2B assessed valued
- Anchored by 122nd & 147th Avenues; removes census tract with Glendover Golf Course
- Includes The Rosewood Initiative & Division Midway NPNs

West of 205 (82nd Ave)

- 2,732 acres & \$2B assessed value
- Anchored by 82nd & 92nd Avenues stretching north to Cully capturing area between Parkrose and Cully and west to 76th Avenue
- Includes Jade District NPN

Parkrose/Columbia Corridor

- 2,966 acres & \$2B assessed value
- Anchored by 100th/122nd/Sandy Boulevard and industrial area, captures south of I-84 residential areas and east to 162nd Avenue
- Includes Historic Parkrose NPN



Scenario 3: Equal Acreage

East of 205

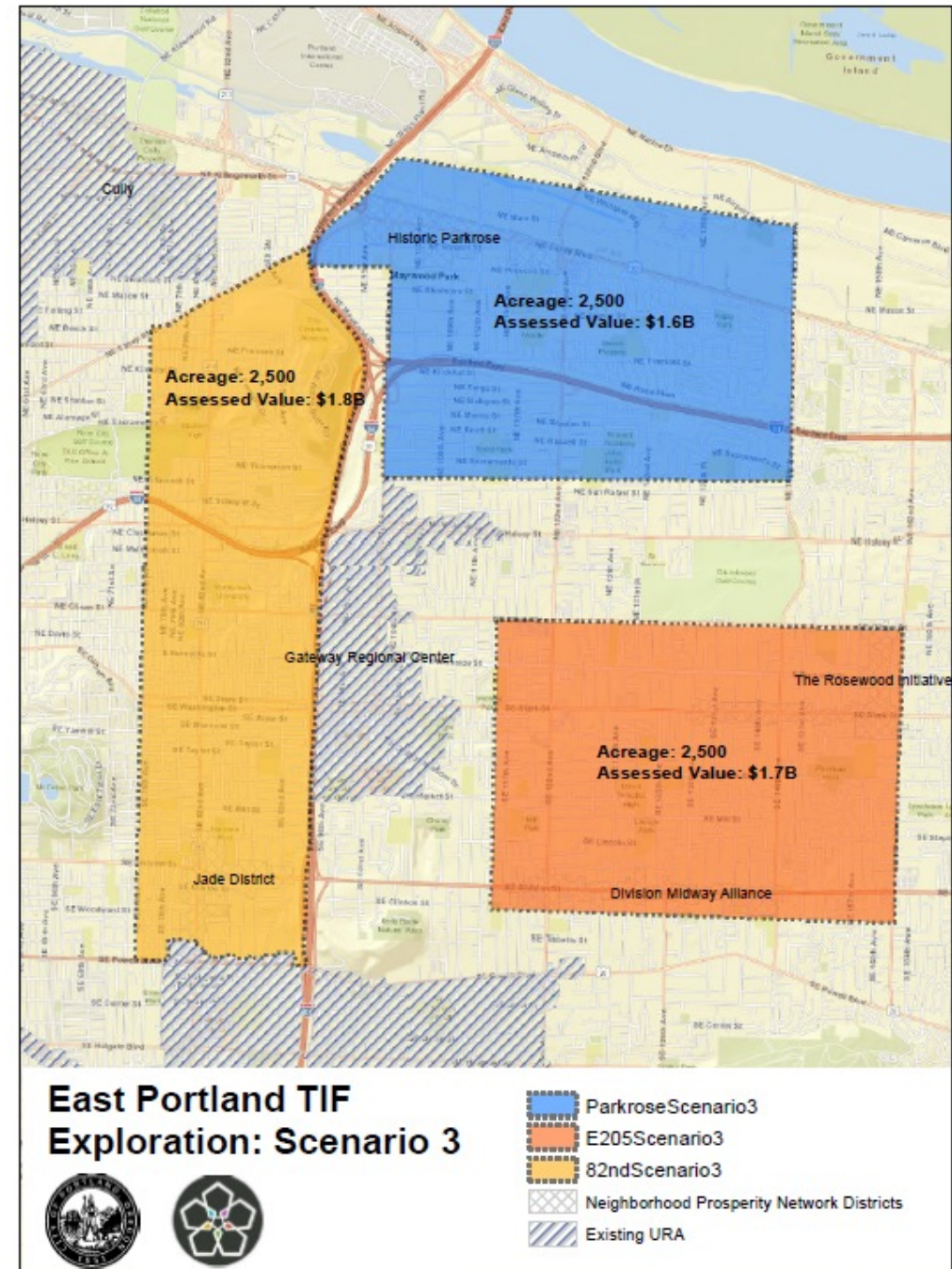
- 2,500 acres & \$1.7B assessed valued
- Anchored by 122nd & 147th Avenues; removes census tract with Glendover Golf Course and south of Division
- Includes The Rosewood Initiative & Division Midway NPNs

West of 205 (82nd Ave)

- 2,500 acres & \$1.8B assessed value
- Anchored by 82nd & 92nd Avenues stretching north to Sandy and west to 76th Avenue
- Includes Jade District NPN

Parkrose/Columbia Corridor

- 2,500 acres & \$1.6B assessed value
- Anchored by 100th/122nd/Sandy Boulevard and industrial area, captures south of I-84 residential areas
- Includes Historic Parkrose NPN



Individual Input

What do you like about each scenario? What would you change about each scenario?

Is there any thing missing that you want to make sure we/the Working Groups are thinking about?

Group Share Out & Discussion

- Key inputs & considerations
- Priority places/ community anchors for Working Group consideration
- Any additional guidance to convey to Working Groups regarding priorities



Housekeeping



Check your email

- We may occasionally send materials to review in advance of meetings, or ask for feedback



Reach out with questions

- Confused? Have concerns or questions? Please reach out to project staff.



RSVP to meetings

- Let us know how you'll be attending meetings so we can prepare and order food.

Project Website:

<https://prosperportland.us/portfolio-items/east-portland-tif-exploration/>

Project Email Address:

EastPortlandTIF@prosperportland.us

Meeting Dates and Tentative Topics

1 August 3, 9-11 am
PCC SE; Student Commons, Rm 234

 **Welcome, Project Background, Role of Steering Committee & Working Groups**

2 August 24, 9-11 am
PCC SE; Student Commons, Rm 234

Exploration Geographies; Key Working Group Considerations & Guidance on Acreage and AV Allocation

3 September 25, 10 am-noon
PCC SE; Community Hall Annex

Working Groups convening

4 October 23, 3-5 pm
PCC SE; Community Hall Annex

Community Engagement Guidance for Working Groups; Funding Allocation

Working Groups kick off

5 November 27, 10 am – noon
PCC SE; Community Hall Annex

East Portland Vision, Values & Goals; Implementation Principles



Portland Housing Bureau



PROSPER PORTLAND

Thank you!

EastPortlandTIF@prosperportland.us

82nd Avenue

EcoNorthwest Corridor Analysis

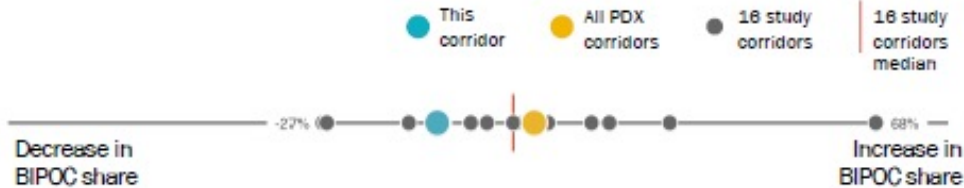


Corridor Overview: NE 82nd (Killingsworth to I-84)

How to support this corridor:

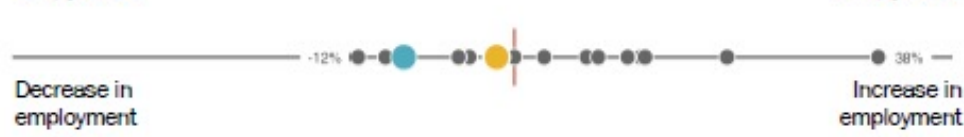


Change in BIPOC share



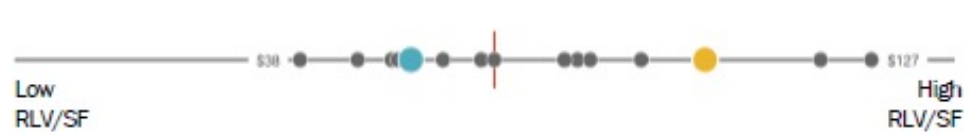
Market Recovery

(change in small business employment)



Market Strength

(median commercial property RLV per SF)



Grow business district capacity

Activate commercial buildings and attract new commercial dev't

Stabilize existing businesses

Grow home businesses and create commercial space opportunities

Address housing production and affordability

Improve transportation safety and connectivity

Demographics

(2010-2020)

- ➔ 30% of residents are BIPOC
- ➔ 21% population increase (6,381 residents in 2020)
- ➔ 36% of HHs rent
- ➔ 62% of HHs with incomes < 100% AMI in 2019

Market Recovery

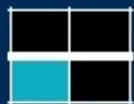
(2008-2022)

- ➔ Small business employment decreased
- ➔ Employment increased 26%
- ➔ Number of businesses increased by 39%

Market Strength

(2008-2022)

- ➔ Residential and commercial development has been sparse
- ➔ Home sales prices track City trends; homes sell for ~\$50K less



Corridor Overview: 82nd (I-84 to Division)

How to support this corridor:



Change in BIPOC share

Decrease in BIPOC share

Market Recovery

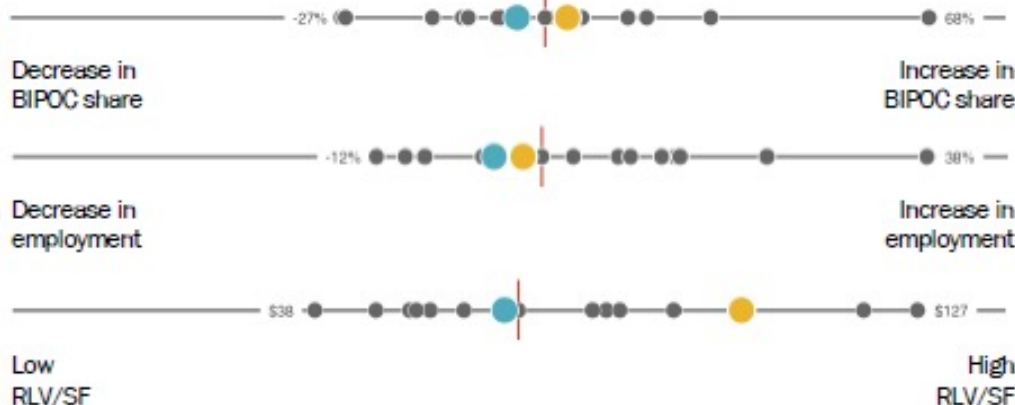
(change in small business employment)

Decrease in employment

Market Strength

(median commercial property RLV per SF)

Low RLV/SF



Grow business district capacity

Activate commercial buildings and attract new commercial dev't

Stabilize existing businesses

Grow home businesses and create commercial space opportunities

Demographics

(2010-2020)

- ➔ Modest increase in share of BIPOC population
- ➔ 5% population increase (7,742 residents in 2020)
- ➔ 6% decrease in share of renters
- ➔ 58% of HHs < 100% AMI in 2019

Market Recovery

(2008-2022)

- ➔ Employment increased 10%
- ➔ Total businesses increased by 41% between 2008-2011
- ➔ Small business employment has not recovered from pandemic losses

Market Strength

(2008-2022)

- ➔ Retail has seen rent growth with low vacancies
- ➔ Commercial alterations/permits have increased

Address housing production and affordability

Improve transportation safety and connectivity

East of 205

EcoNorthwest Corridor Analysis



Corridor Overview: Rosewood

How to support this corridor:

Demographics (2010-2020)

- Almost 50% of population is BIPOC
- 24% of residents are Hispanic
- 14% population increase (10,999 residents in 2020)
- 76% of HHS < 100% AMI in 2019

Market Recovery (2008-2022)

- Small businesses grew during the recovery period, many home based businesses were started since 2019

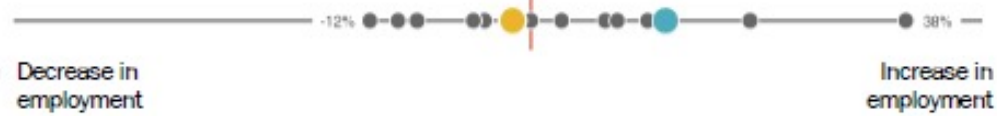
Market Strength (2008-2022)

- Increase in multifamily development and investment has occurred in limited locations
- Lack of commercial spaces impacts entrepreneurship opportunities and business growth
- Residential sales prices more than doubled since 2014

Change in BIPOC share



Market Recovery (change in small business employment)



Market Strength (median commercial property RLV per SF)



Grow business district capacity

Activate commercial buildings and attract new commercial dev't

Stabilize existing businesses

Grow home businesses and create commercial space opportunities

Address housing production and affordability

Improve transportation safety and connectivity





Corridor Overview: Division

How to support this corridor:

Demographics (2010-2020)

- 9% increase in BIPOC share
- 23% population increase (17,821 residents in 2020)
- 76% of households < 100% AMI in 2019

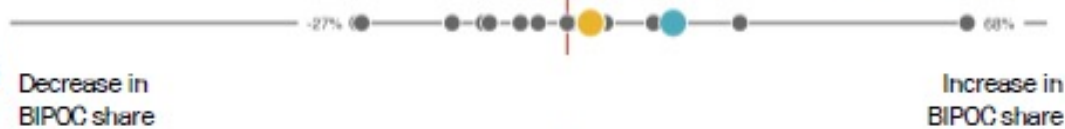
Market Recovery (2008-2022)

- Employment increased by 6.4% with losses in office based and industrial businesses
- Small business employment since the pandemic has recovered more than all corridors across Portland
- Total businesses increased by 46% 198 businesses since 2008

Market Strength (2008-2022)

- Residential sales prices more than doubled since 2012, with median sales price over \$400k.

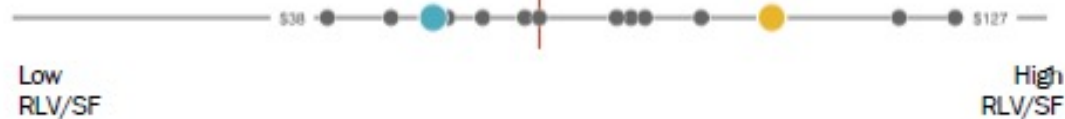
Change in BIPOC share



Market Recovery (change in small business employment)



Market Strength (median commercial property RLV per SF)



Grow business district capacity

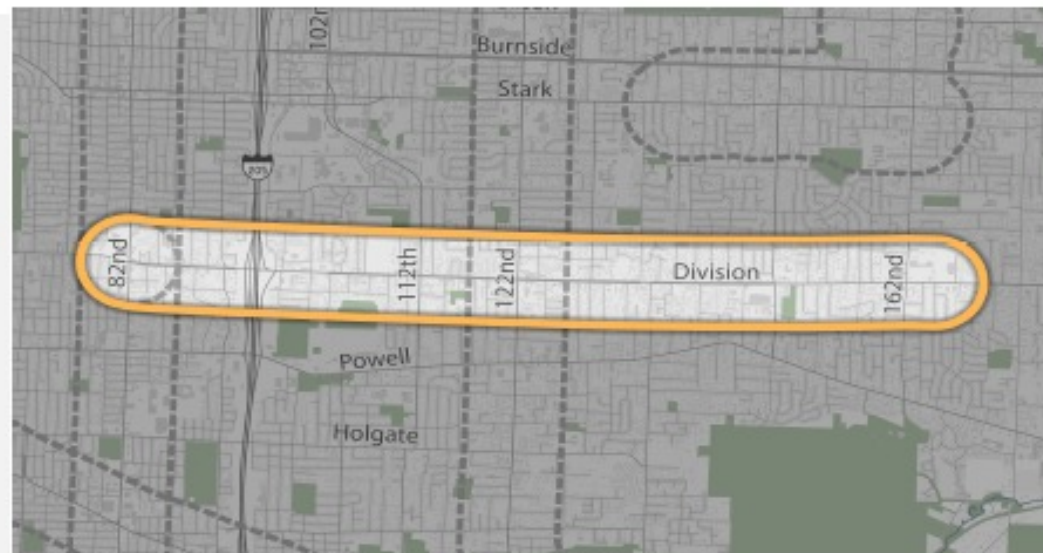
Activate commercial buildings and attract new commercial dev't

Stabilize existing businesses

Grow home businesses and create commercial space opportunities

Address housing production and affordability

Improve transportation safety and connectivity



Parkrose /
Columbia Corridor
EcoNorthwest Corridor Analysis



Corridor Overview: Parkrose

How to support this corridor:

Demographics (2010-2020)

- 40% of residents are BIPOC
- 3% population increase (2,422 residents in 2020)
- 42% of HHs rent
- 68% of HHs < 100% AMI in 2019

Market Recovery (2008-2022)

- Small business employment recovered after losses during the pandemic
- Total employment decreased by 7% since 2019
- Industrial employment grew, food service and retail lost jobs

Market Strength (2008-2022)

- Residential sales price per square foot are not increasing at the rate seen in the other corridors
- Commercial vacancies began increasing in 2019 and have continued to increase

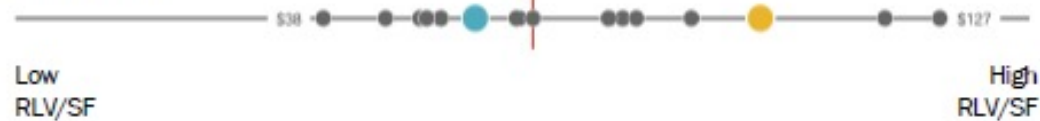
Change in BIPOC share



Market Recovery (change in small business employment)



Market Strength (median commercial property RLV per SF)



Grow business district capacity

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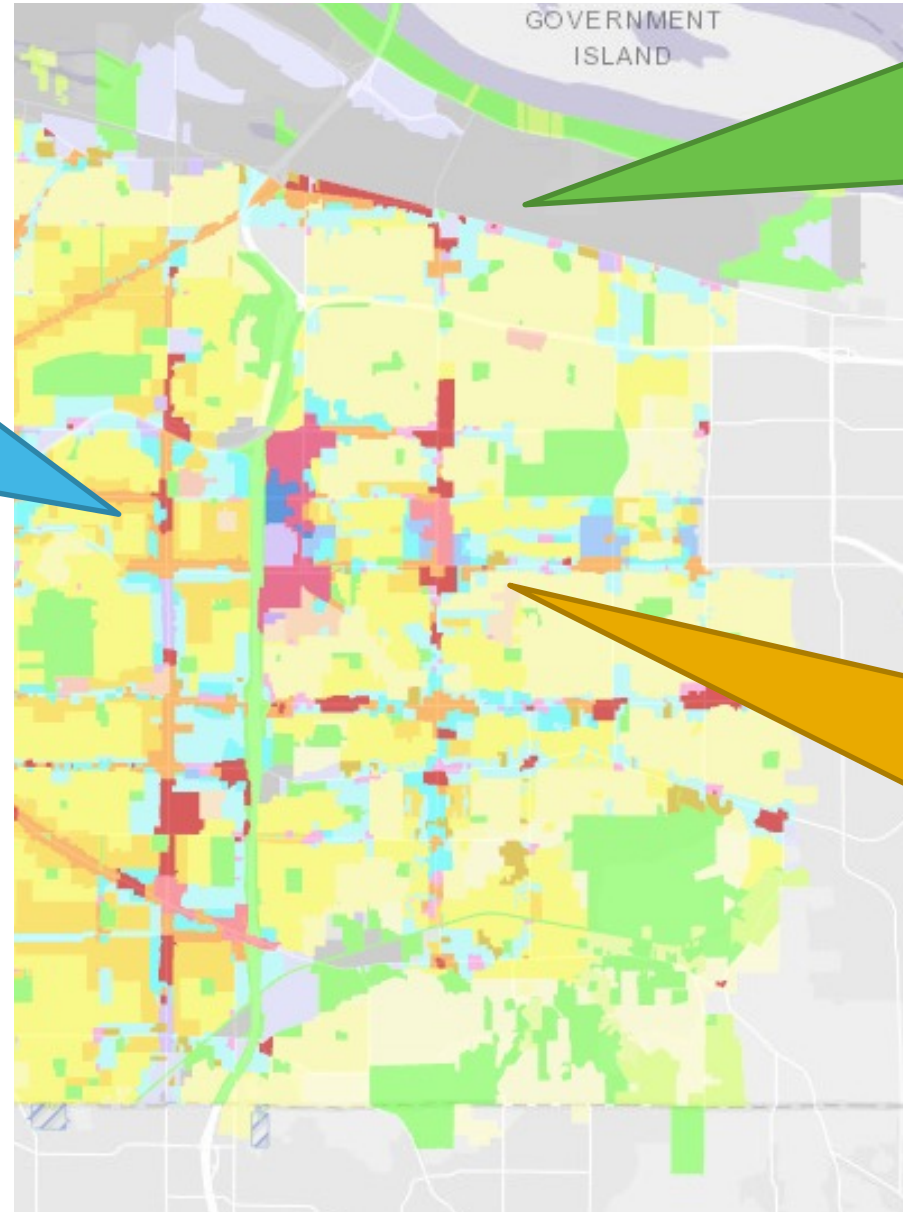
Address housing production and affordability

Improve transportation safety and connectivity



Land Use & Neighborhood Association Boundaries

Zoning



82nd Avenue

Employment and mid-size commercial on corridors

Mid-size commercial, multi-dwelling and higher density SF housing east of 82nd

Parkrose

Significant Industrial land (Industrial Sanctuary)

Some Commercial, Employment and Residential Multi-Dwelling on Sandy

Low-density housing elsewhere

E205 Area

Commercial, Employment and Residential Multi-Dwelling on Corridors

Low-density housing elsewhere

Map of East Portland Neighborhoods

