

# East Portland TIF Exploration

## Steering Committee Meeting #3

September 25, 2023



Portland  
Housing  
Bureau

# Agenda

1. Welcome, Grounding
2. Updates: Working Group Open Call is Out!
3. Working Group Materials
  - Exploration maps & acreage
  - Quantitative data
  - Existing plans & priorities
  - Anything else?
4. Working Groups Kick-off, Roles
  - Roles refresh
  - Steering Committee volunteers
  - Open Call seats & selection process

# Project Goals & Objectives

Incorporate  
lessons of the past

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Advance inclusive  
economic growth and  
wealth creation

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Center disadvantaged  
and low-income  
communities in  
engagement

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Support small  
businesses and job  
growth

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Further community  
stabilization and  
equitable development

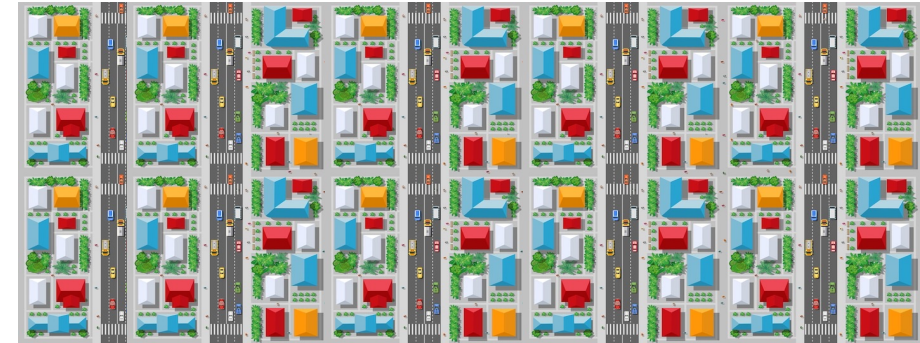


Advance housing  
production for a full range  
of income levels



# Steering Committee Role

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



# Steering Committee, Working Group Coordination

## Steering Committee



## Working Groups



## Technical Consultant



Confirm key inputs & exploration areas

Engagement Guidance

Vision, Values Goals Guidance

Implementation Principles

Governance Structure

Develop draft boundaries

Community Engagement

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

Confirm district boundary

Existing  
Conditions

Legal Description  
of Boundary

# Update: Open Call is Out!

- **Applications due October 2, 2023; link from project website**
- **Separate selection process for reserved seats, including NA and BA representation**
- **Spanish, Russian, Simple Chinese, Vietnamese and Somali translation underway**



## East Portland Tax Increment Finance (TIF) District Steering Committee - Working Group Application

Use this form to apply for an open call seat on one of the three TIF District Exploration Working Groups. More information about the project, the Steering Committee, and this opportunity can be found on the project website: <https://prosperportland.us/portfolio-items/east-portland-tif-exploration/>

Name and/or how you would like to be called \*

Short answer text

Email (so we can contact you about your application and the selection process) \*

Short answer text

Daytime Phone Number \*

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

# 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 Goals

## 1. Confirm Materials for Working Group kickoff

- Revised Exploration Area Maps & related acreage/AV allocations / *Any adjustments?*
- Data / *Anything missing? How can the Working Groups' engagement complement available quantitative data?*
- Existing Plans / *Anything missing?*
- Other?

## 2. Build out Working Groups

- Identify Steering Committee volunteers for Working Groups
- Discuss selection process for Working Group open call seats



**Working  
Group  
Materials:  
Exploration  
Areas**

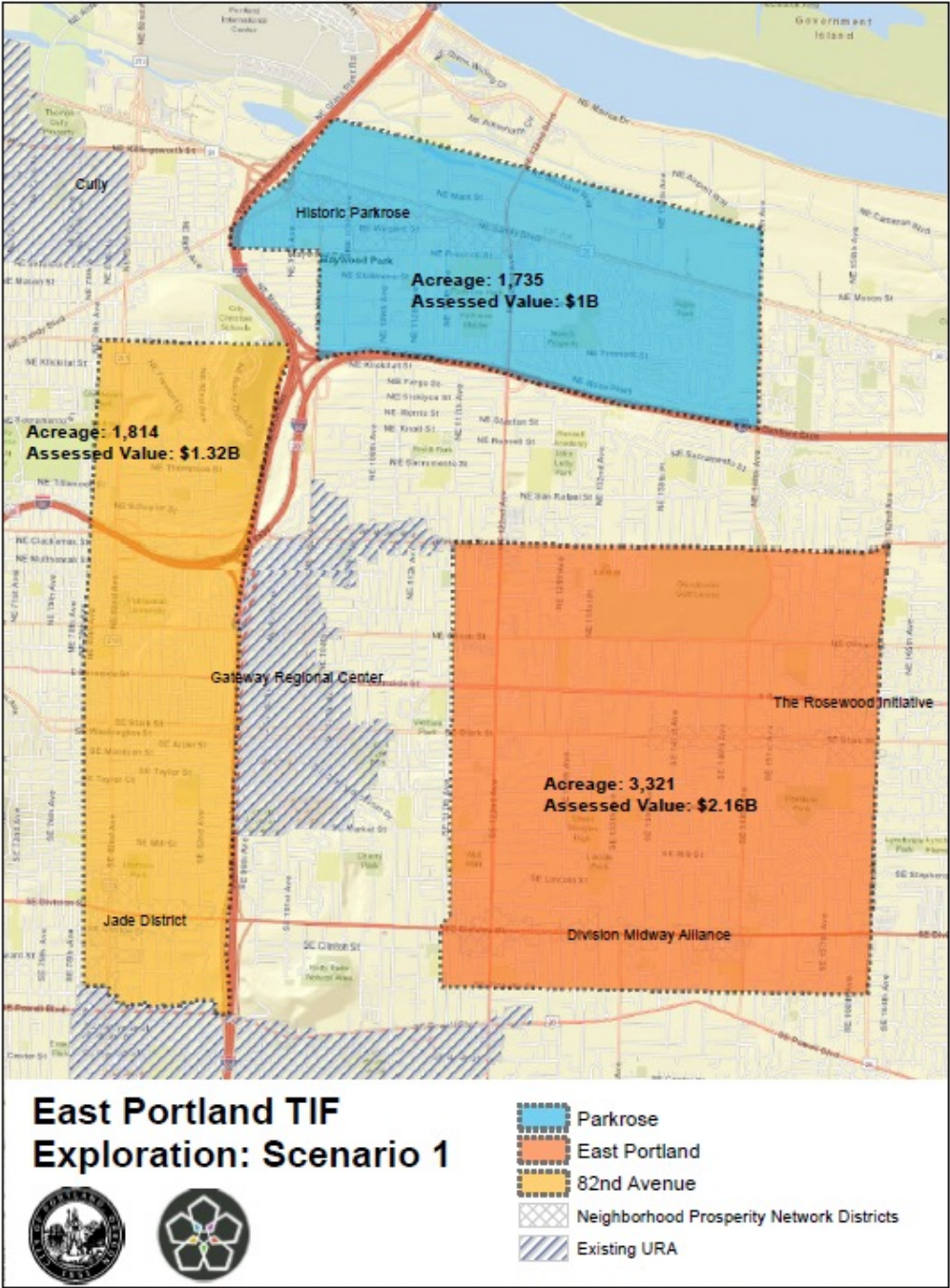


# Scenario 1: Displacement Typology

*Shared at August Committee meeting*

	Scenario 1 Acreage	%	Scenario 1 AV	%
82 <sup>nd</sup> Avenue	1,914	27%	1.32	29%
Parkrose/CC	1,735	25%	1.00	22%
E205	3,321	48%	2.16	48%
	6,970		4.48	

*For acreage, we end up with a roughly  
25/25/50 split across the three districts.*



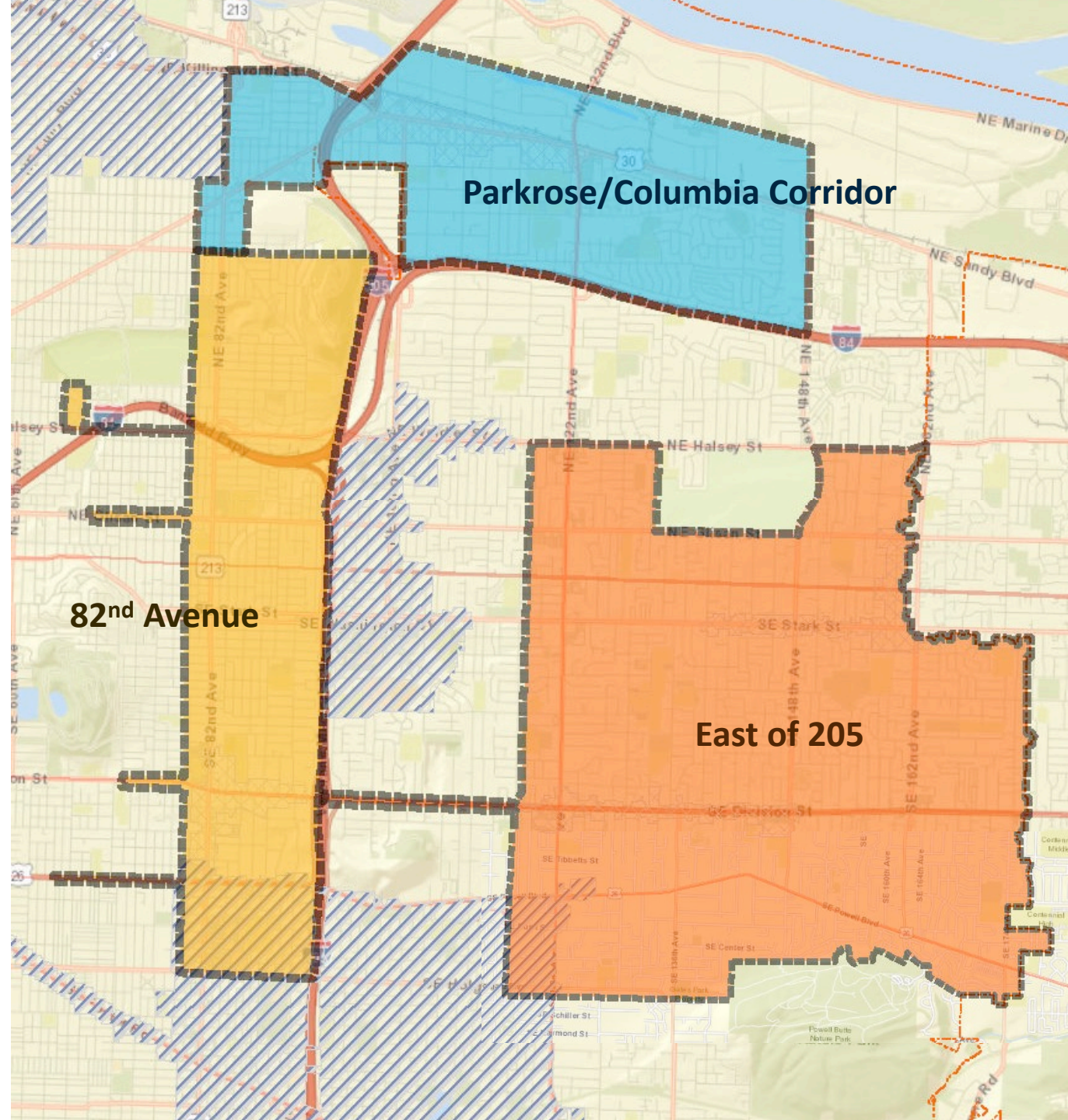
# Themes We Heard

- Of the three scenarios discussed, general preference was for Scenario 1 (Displacement Typology) as the base
- General consensus that working groups need areas to be broader with the ability for them to tailor each area to more specific acreage & boundaries
- When tailoring boundaries, Working Groups should consider:
  - Including currently available residential and business stabilization efforts
  - Including areas further south (eg along key N/S corridors like 82<sup>nd</sup> & 122<sup>nd</sup>) and east (to city limits)
  - Including multifamily zoning as opportunity sites

# Revised Exploration Area Maps

Roughly:

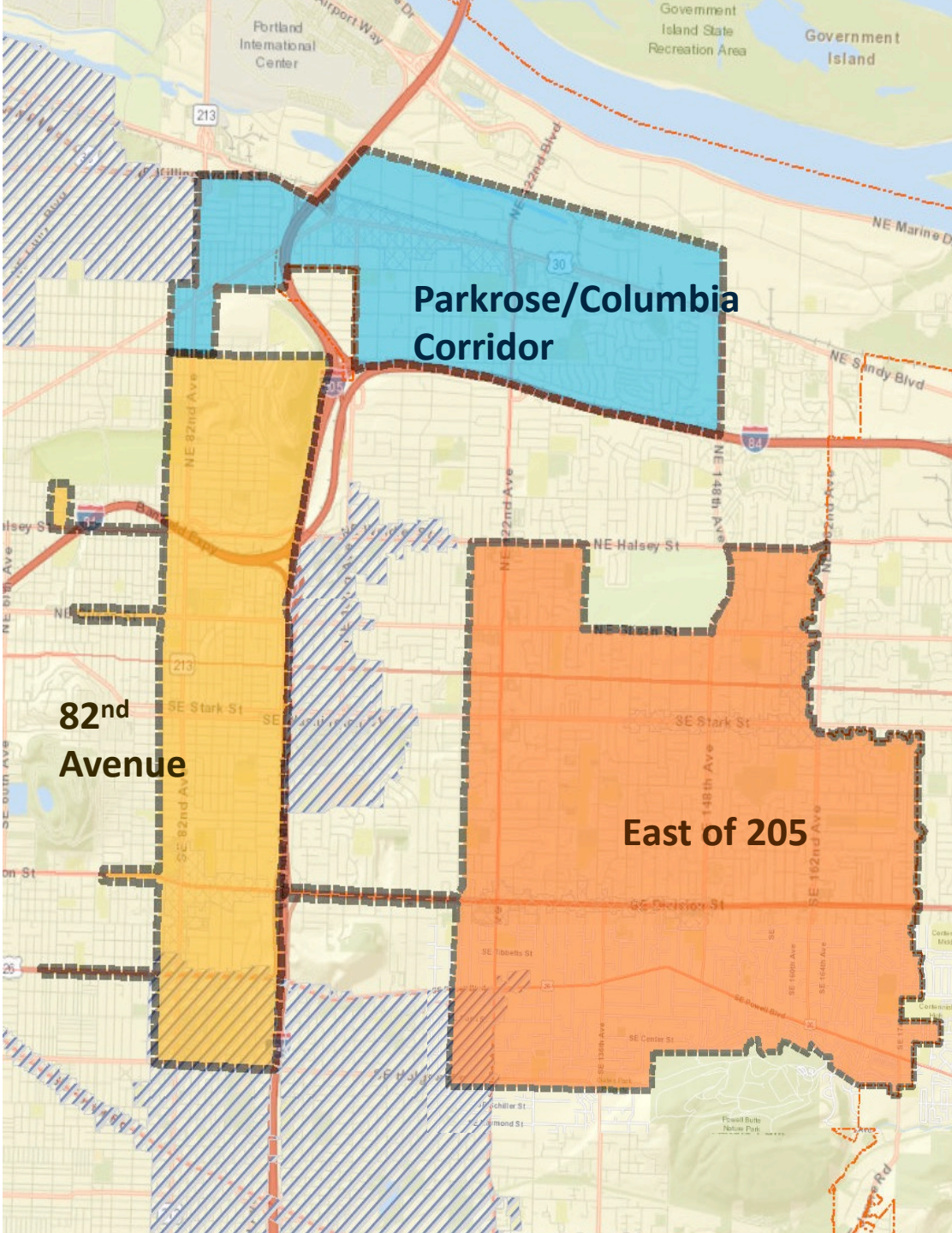
- 82<sup>nd</sup> Avenue 2,182 acres
  - Parkrose/CC 2,036 acres
  - East 205 +4,773 acres
- ~8,991 acres**



# Revising Exploration Areas within Total East Portland Allocation

	Study Areas	%	Working Group Cap		Working Group Cap	
			Acres	%	AV	%
82 <sup>nd</sup> Avenue	2, 182	24%	up to 1,875	25%	1.5	25%
Parkrose/CC	2,036	23%	up to 1,875	25%	1.5	25%
E205	4,773	53%	up to 3,750	50%	3.0	50%
	8,991		7,500		6.0	

*Note: Cully TIF District is 1,671 acres & we don't recommend creating exploration areas are too small for Working Group tailoring*



# Acreage Allocation Discussion

- Are you supportive of these revised allocations guiding the Working Groups?
- Any adjustments?
- Do you have additional guidance for the Working Groups regarding what to consider when tailoring areas?

# **Working Group Materials: Data**

- **Economic Vulnerability**
- **State of Housing Report, City & Neighborhoods Profiles**
- **Advance Portland, Corridors Analysis**
- **Property Values**
- **Zoning Map**
- **East Portland / City of Portland Projects**
- **Other?**

# Economic Vulnerability Map (BPS)

*Darker colors = more vulnerable*

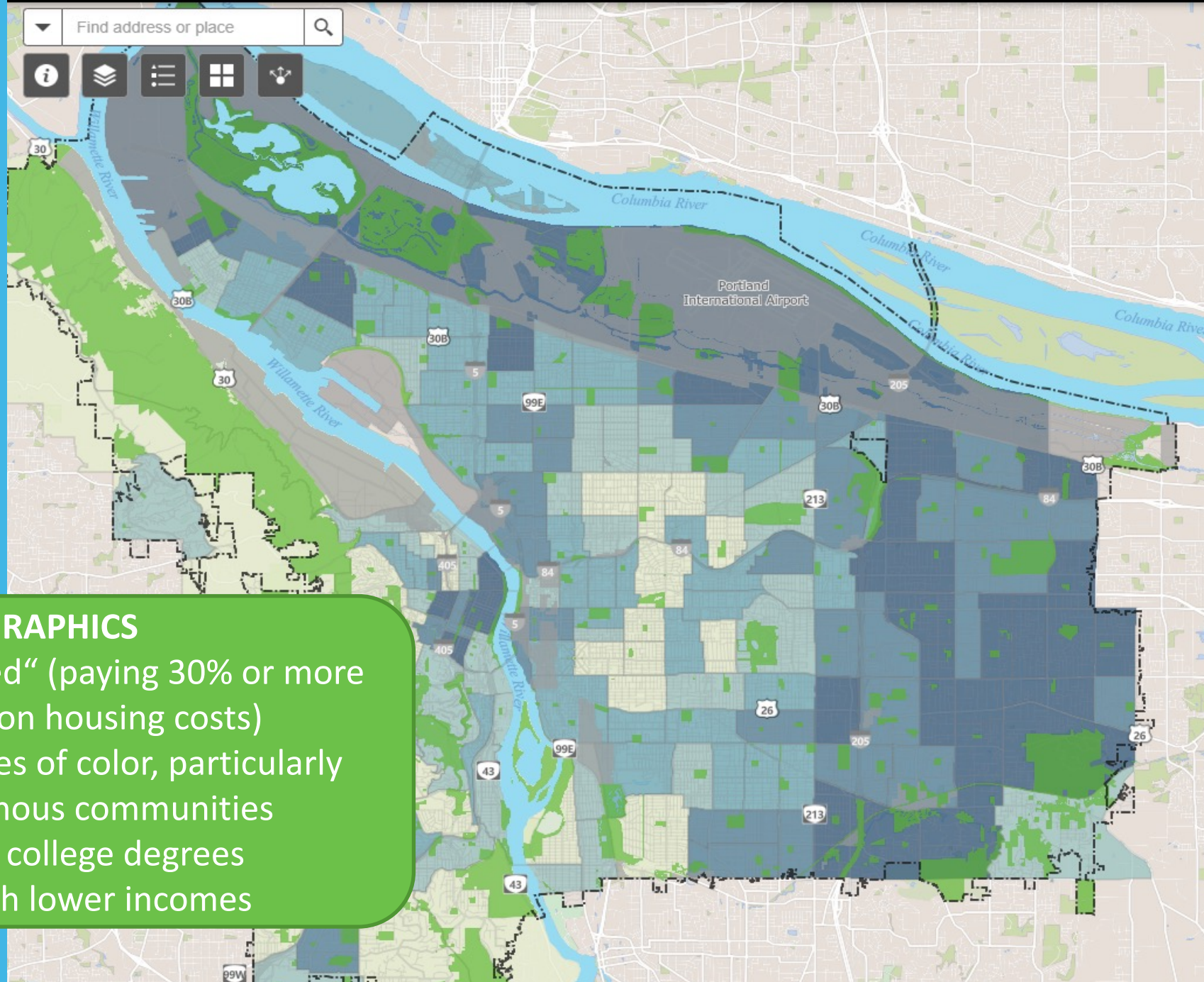
## DEMOGRAPHICS

“Housing cost-burdened” (paying 30% or more of their income on housing costs)

Belong to communities of color, particularly Black and Indigenous communities

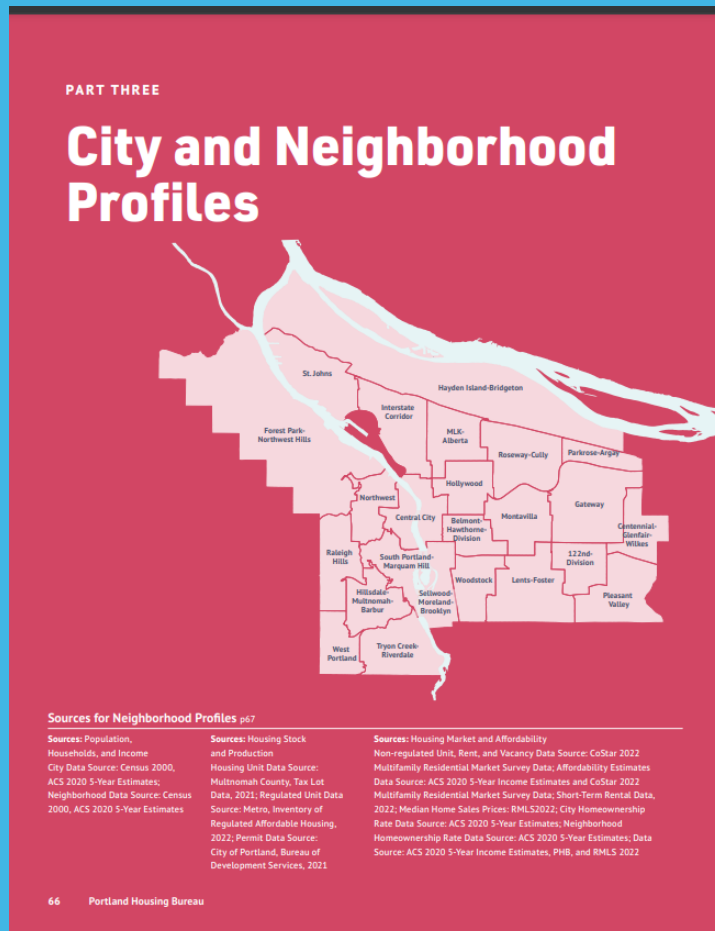
Adults without college degrees

Households with lower incomes





# State of Housing Report



## DEMOGRAPHICS

- Population by Race/Ethnicity
- Households by Type
- Households with Special Populations
- Median Income by Race/Ethnicity
- Poverty Rate by Race/Ethnicity

## HOUSING INDICATORS

- Unit Type
- Regulated Units
- New Residential Permits
- # Short-Term Rentals Units
- Homeownership by Race/Ethnicity

## MARKET INDICATORS

- Rental Market by Unit Type
- Median Home Sale Price
- Affordability by Household Profile

# Advance Portland / Corridors Analysis

- *NE 122<sup>nd</sup> (Halsey to Foster)*
- *82<sup>nd</sup> Avenue (3 segments, Killingsworth to city limits)*
- *SE Division (82<sup>nd</sup> to 162<sup>nd</sup>)*
- *Rosewood*

*\* = primary indicator to analysis recommendations*

## DEMOGRAPHICS

Population by Race/Ethnicity

Population Increase

Percent HHs Renting

% HHs with income <100% AMI

## ECONOMIC INDICATORS

Small Business Employment Change\*

# Small Businesses

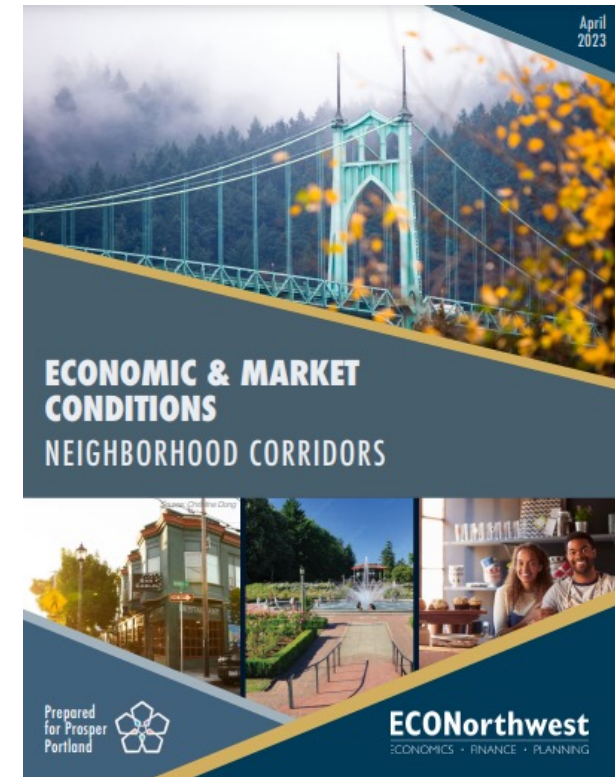
Stability of Small Businesses

(pre/post-pandemic)

## MARKET INDICATORS

Commercial Land Value\*

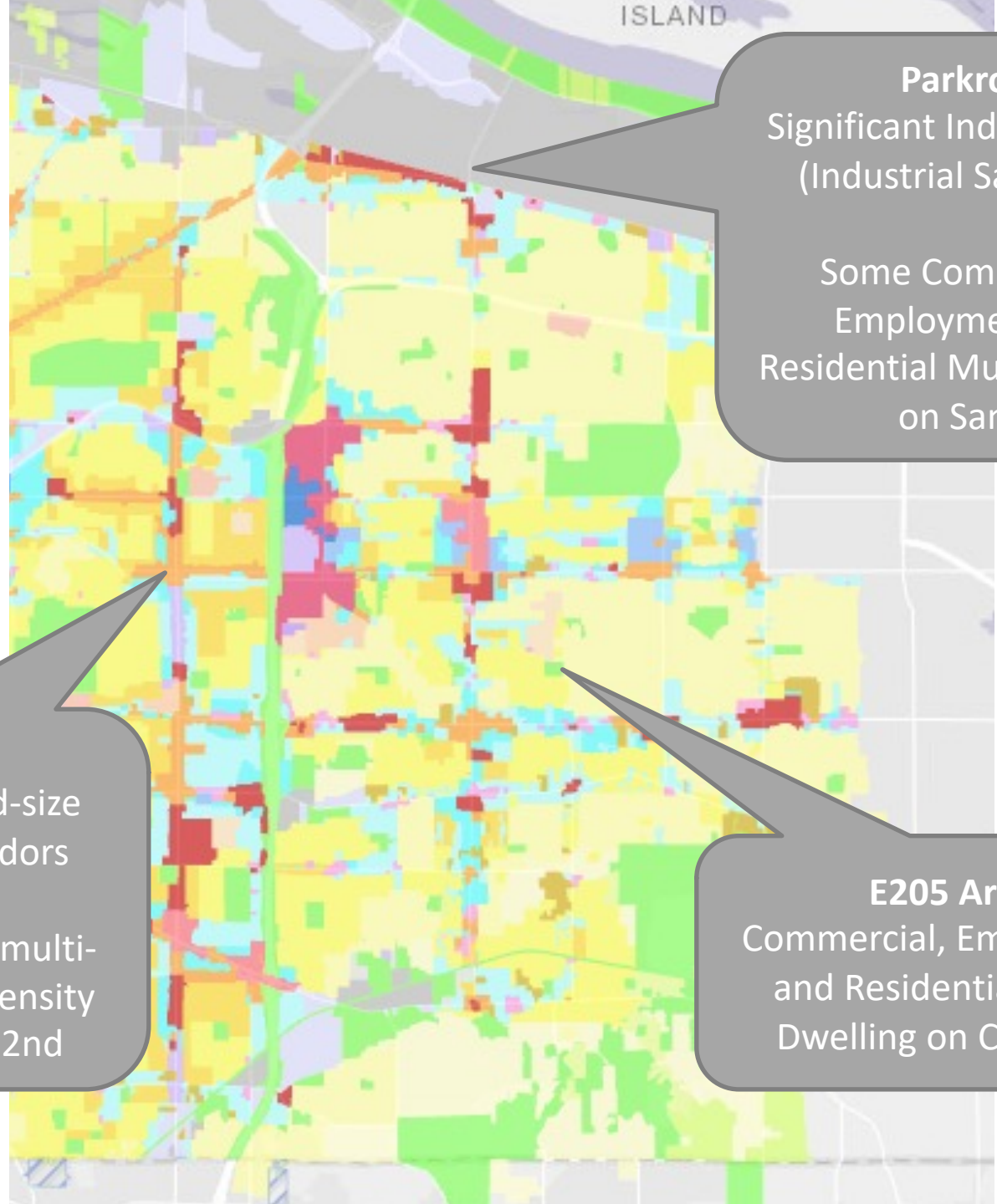
Home Sales Prices



# Property Values

**IN PROGRESS**

# Zoning Map



**Parkrose**  
Significant Industrial land  
(Industrial Sanctuary)

Some Commercial,  
Employment and  
Residential Multi-Dwelling  
on Sandy

**82nd Avenue**  
Employment and mid-size  
commercial on corridors

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

**E205 Area**  
Commercial, Employment  
and Residential Multi-  
Dwelling on Corridors



# Data Questions

What is foundational data to present as part of Working Group launch?

What is missing?

- Other quantitative data?
- Where are there critical qualitative data gaps to inform engagement guidance for Working Groups?

# Working Group Materials:

## *Existing Community Plans*

- **East Portland Action Plan (2011 update)**
- **Jade District Visioning (2014)**
- **Jade-Midway District Art Plan (2016)**
- **PAALF People's Plan (2017)**
- **DMA Community Visioning Session (2018)**
- **Greening the Jade (Greening America's Comm, 2018)**
- **EPAP Displacement Prevention Recommendations (2018)**
- **Rosewood Neighborhood Vision (2018)**
- **East Portland Community Prosperity Initiative (2021)**
- **Community Resilience Report (2022)**
- **Parkrose Community Plan (2022)**
- **DMA Community Visioning Report DRAFT (2023)**



**Anything  
missing?**

# Working Group Kickoff: Roles and Members

- Steering Committee & Working Group Roles
- Steering Committee Volunteers
  - *Meet 2x/month; 2 hours each*
  - *Honoraria/stipends available*
- Open Call Selection Process



# Roles, Engagement: Broad and Deep

## East PDX TIF Exploration Steering Committee (24 members)

- Leads process and alignment with City Council resolution & direction.
- Looks for alignment and opportunities for learnings and sharing across working groups.
- As exploration process proceeds, balances acreage and AV allocation distribution across district(s) if needed



## Geographically-Focused Working Groups (10 – 12 members each)

- Lead deep dive community district exploration conversations.
- Coordinate district-focused community engagement, advise on contracts, support public events.
- Determine whether to move forward and, if supported, co-creates Plan Documents with City staff for consideration by City Council.

- 5 District Specific Partners
  - NPN District Managers
  - Neighborhood Association
  - School District Partner
  - Local Business Association
  - Other CBO/non-profit



- ~3-4 Open Call Seats
- ~2-3 Steering Committee members

# Steering Committee Volunteers

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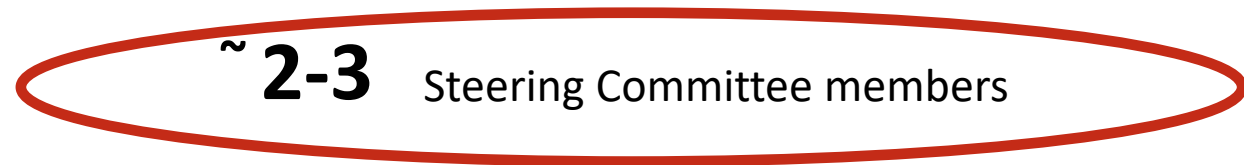
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**5** District Specific Partners  
NPN District Managers  
Neighborhood Association  
School District Partner  
Local Business Association  
Other CBO/non-profit

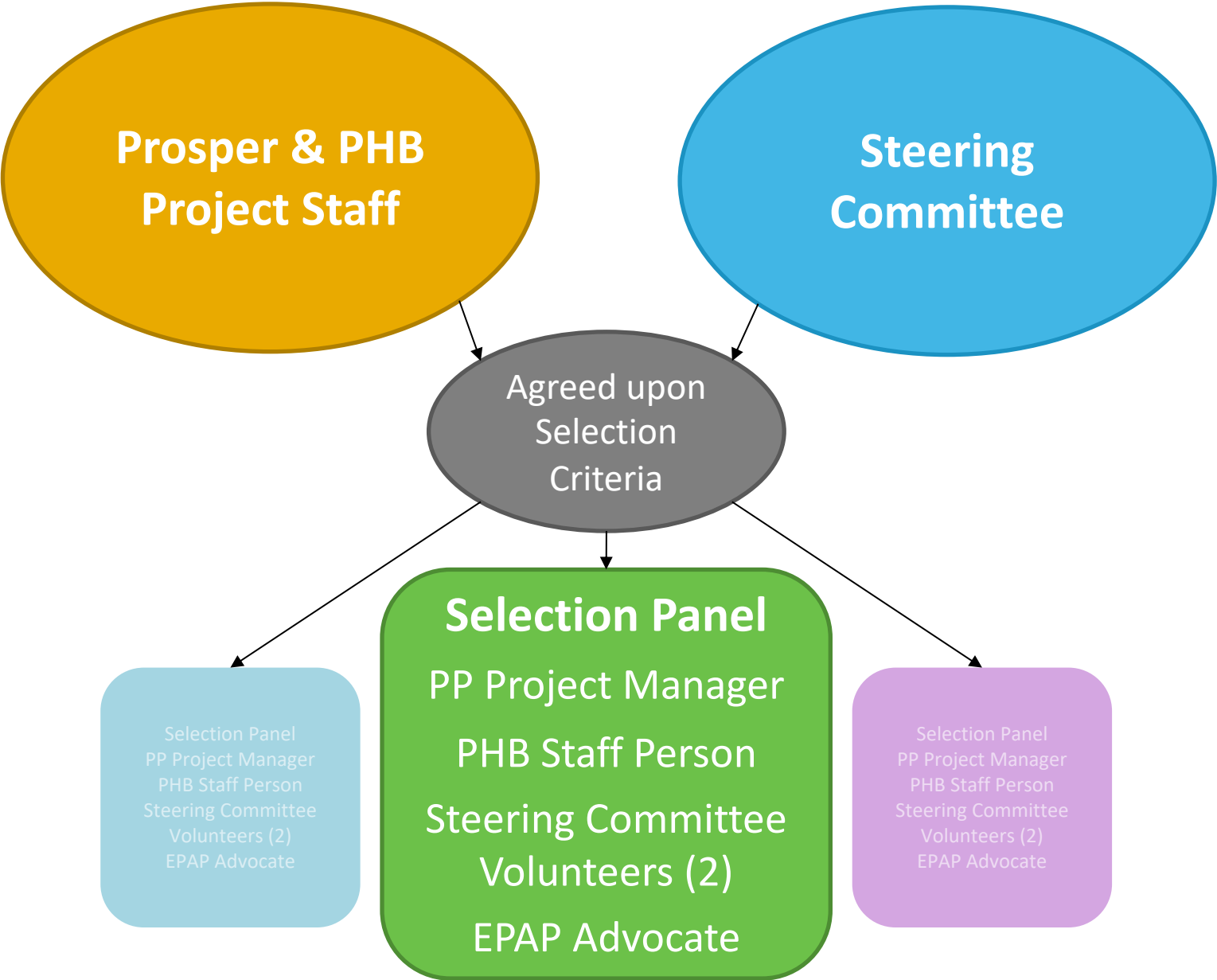


~**3-4** Open Call Seats

~**2-3** Steering Committee members



# Open Call Selection Process



# Open Call Seats Selection Criteria

- Trusted community members from within or connected to the exploration area committed to engagement
- Awareness of, or willingness to learn about, economic, political, environmental factors that contribute to displacement
- Lived experience with or expertise in:
  - Affordable housing
  - Small business ownership
  - Workforce development
  - Lending, real estate or access to capital
  - Community building & advocacy

**5** District Specific Partners  
NPN District Managers  
Neighborhood Association  
School District Partner  
Local Business Association  
Other CBO/non-profit



**~3-4** Open Call Seats

**~2-3** Steering Committee members

# 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](mailto: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/AV

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

✓ **Working Group Kickoff**; Exploration Map; Working Group Materials; Membership

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

**Community Engagement Guidance** for Working Groups; Funding Allocation

Working Groups convening

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

East Portland **Vision, Values & Goals**; Implementation Principles

Working Groups kick off



**Portland Housing Bureau**



**PROSPER PORTLAND**

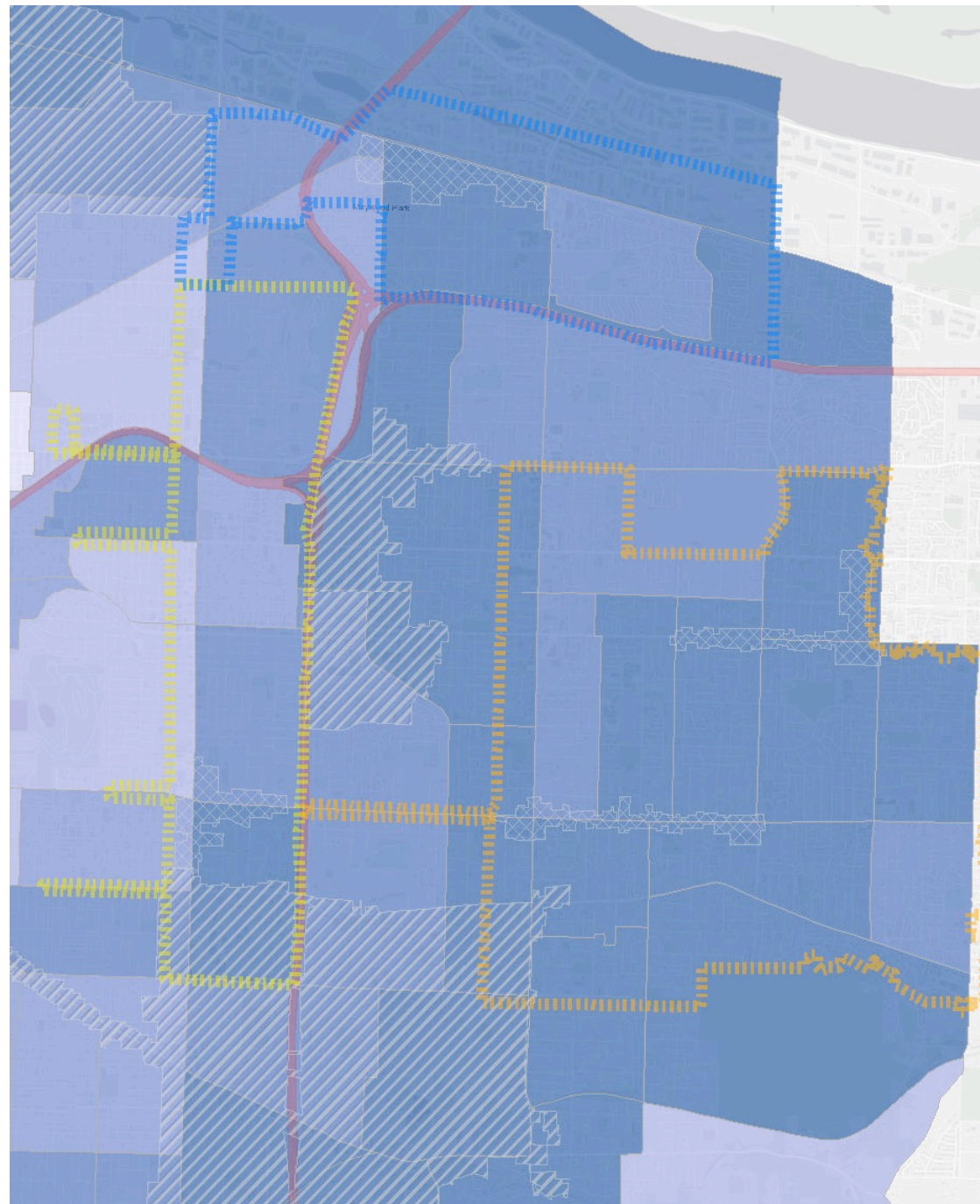
# Thank you!

[EastPortlandTIF@prosperportland.us](mailto:EastPortlandTIF@prosperportland.us)

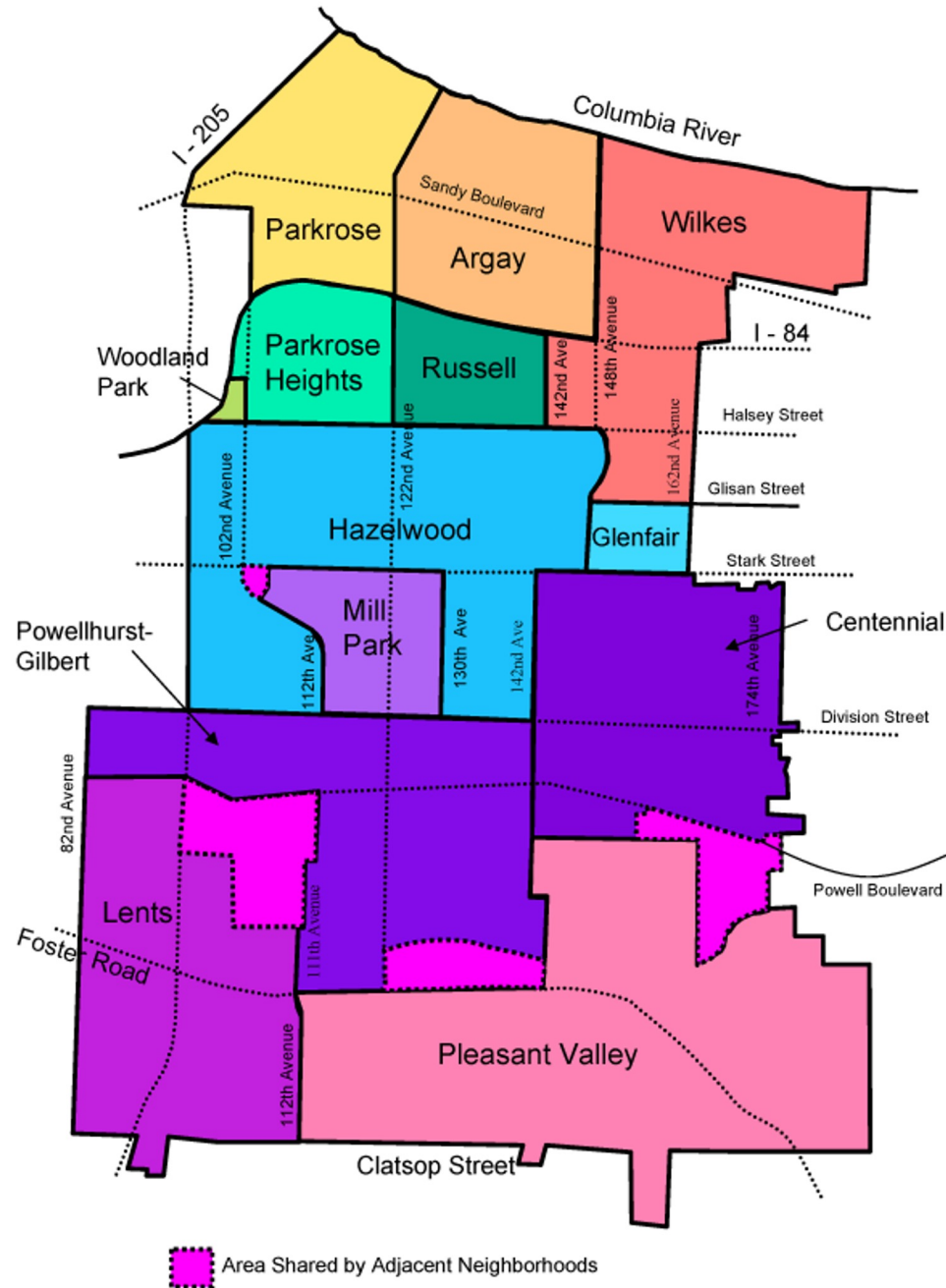
**EXTRA SLIDES**



# Vulnerability



# Map of East Portland Neighborhoods



# Scenario 1: Displacement Typologies

## East of 205

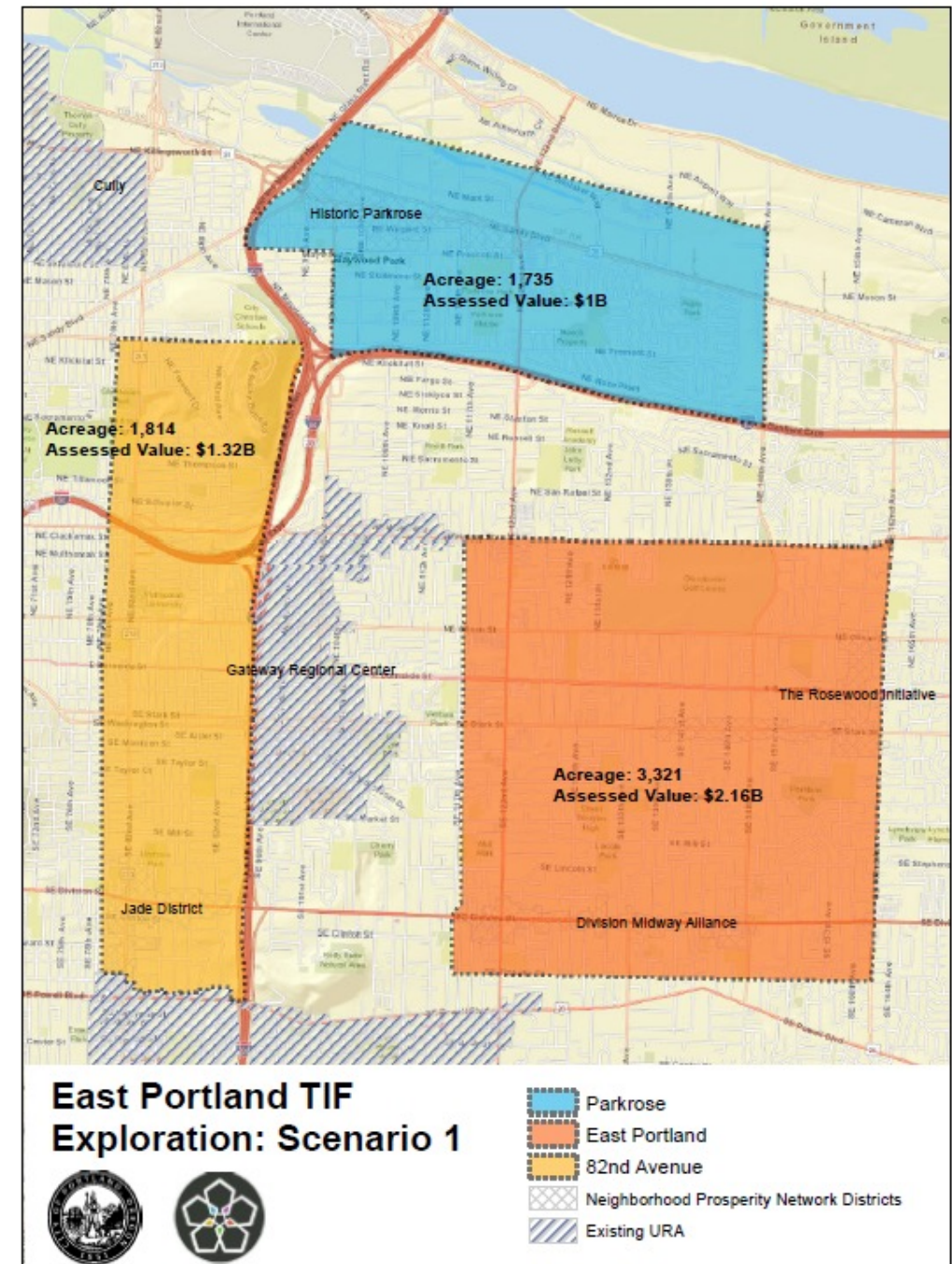
- 3,321 acres & \$2.16B assessed valued
- Anchored by 122<sup>nd</sup> & 147<sup>th</sup> Avenues; covers high displacement vulnerability tracts
- Commercial market pressures below city average but residential prices are increasing
- Includes The Rosewood Initiative & Division Midway NPNs

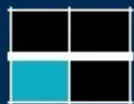
## West of 205 (82<sup>nd</sup> Ave)

- 1,914 acres & \$1.32B assessed value
- Focused on 82<sup>nd</sup> & 92<sup>nd</sup> 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 100<sup>th</sup>/122<sup>nd</sup>/Sandy Boulevard and industrial areas east
- Increasing commercial vacancies and weaker residential market pressures
- Includes Historic Parkrose NPN





# Corridor Overview: 82<sup>nd</sup> (I-84 to Division)

How to support this corridor:



## Change in BIPOC share

Decrease in BIPOC share

## Market Recovery

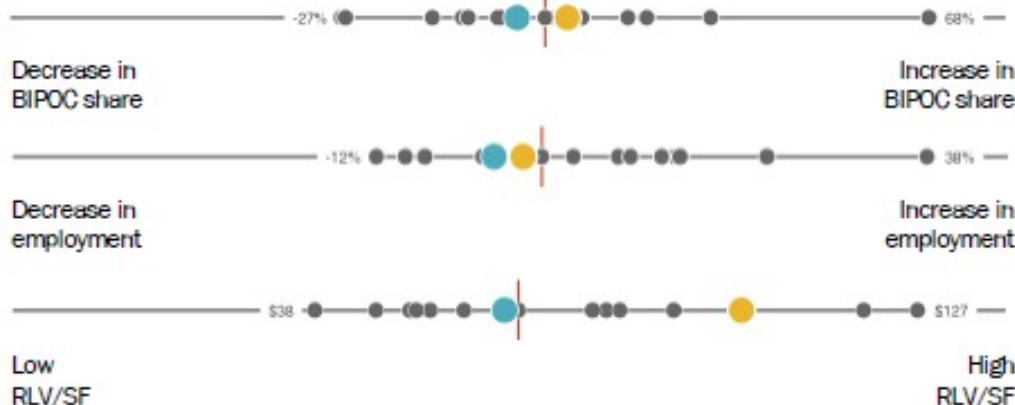
(change in small business employment)

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

Address housing production and affordability

Improve transportation safety and connectivity

## 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



# 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

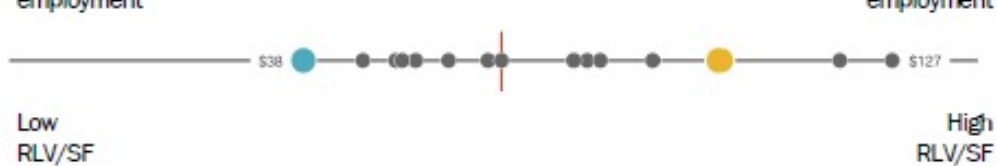
### Change in BIPOC share



### 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

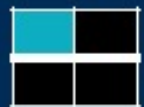
Stabilize existing businesses

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

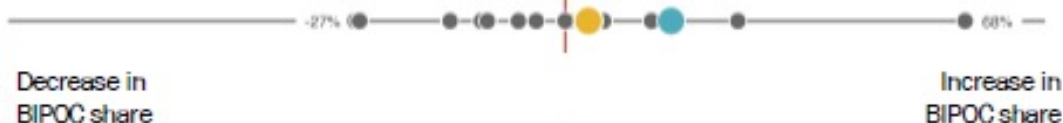
## Market Recovery (2008-2022)

- 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

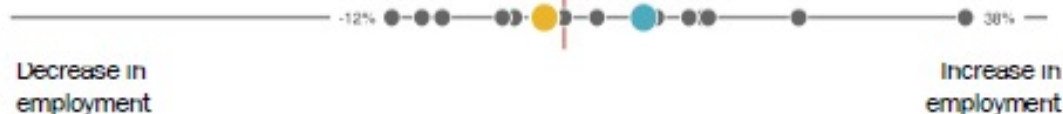
## Market Strength (2008-2022)

- 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

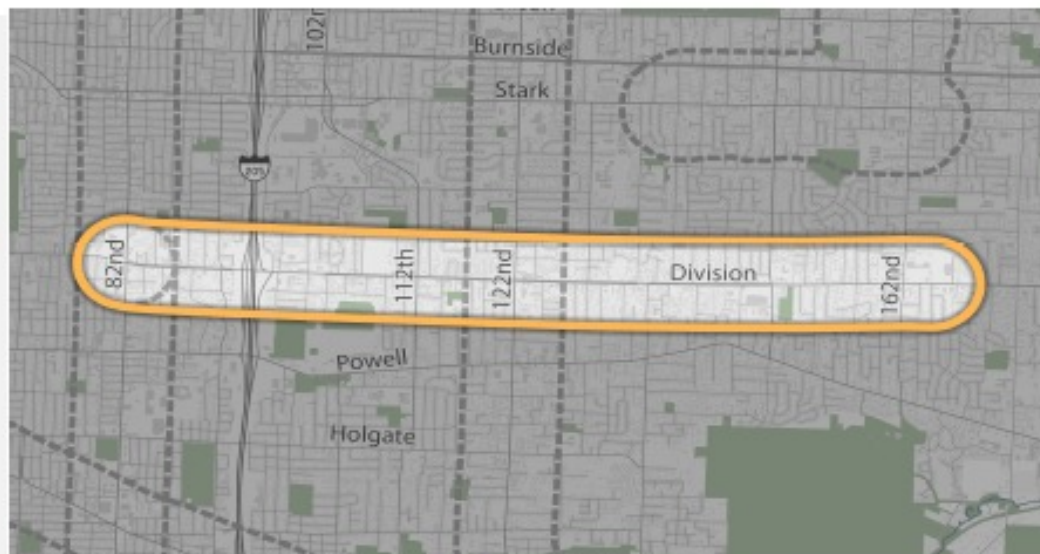
Activate commercial buildings and attract new commercial dev't

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# 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

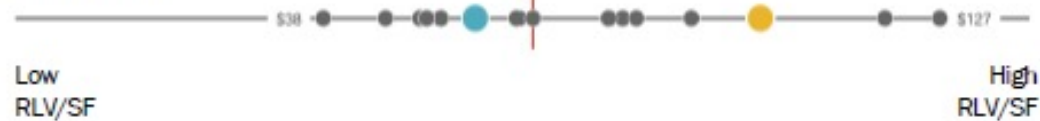
### Change in BIPOC share



### Market Recovery (change in small business employment)



### Market Strength (median commercial property RLV per SF)



Grow business district capacity

Activate commercial buildings and attract new commercial dev't

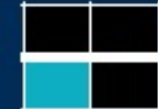
Stabilize existing businesses

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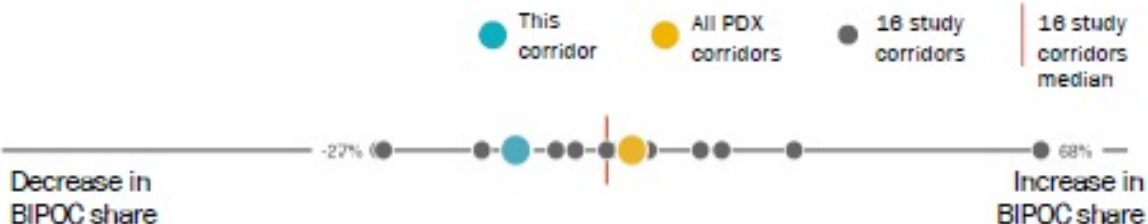


# Corridor Overview: NE 82<sup>nd</sup> (Killingsworth to I-84)

How to support this corridor:



## Change in BIPOC share



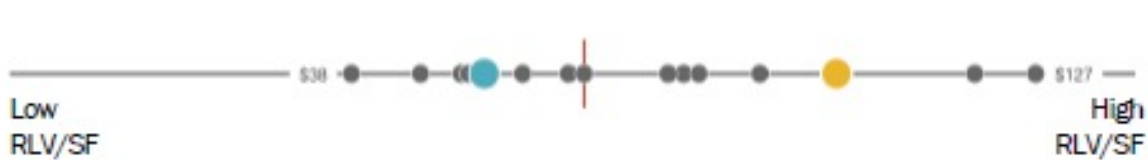
## Market Recovery

(change in small business employment)



## Market Strength

(median commercial property RLV per SF)



## 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

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