



**PROSPER**  
PORTLAND

# **Central City**

# **TIF Exploration**

## **Sub-Committee Mapping**

**January 2024**

# Large Scale Opportunities



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Building an Equitable Economy

## Downtown / Old Town

- Infrastructure for families & office conversion
- Broadway Corridor small business support w/ streets
- Old Town skate park
- McCall Waterfront Park – bowl specifically
- Darcel Plaza

## Other Infrastructure

- Green Loop (both East/West)
- General need for road, water, sewer infrastructure
- Capacity issues all over for sewer; No general issues of water capacity
  - Trunkline project that runs through Sullivan's Gultch for relocation
  - Liquefaction and backbone of mains—many are cast iron and will need to be upgraded for seismic
  - Westside- pump station seawall @ Ankeny
  - Riverfront opportunity for stormwater storage & greenway
- Seismic needs to be considered along river
- Theme of closeness to river on both sides
- Multiple river crossings over 20 to 30 years (may stem from west or eastside)
- Railroad crossing studies & crossing barriers; RR crossing (N at Albina Yards to Gideon)

## TIF Planning

- Phasing of investments—near term and long-term needs so that it doesn't feel like the competition for resources
- What is the critical mass of assessed value needed to generate meaningful resources?
- TIF Districts must have a plan with a theme (etc. OCC's theme was convention center hotel)

# Large Scale Opportunities



## Lower Albina / Lloyd

- Area between Moda and Convention Center
- Anchors: PPS HQ, Moda/VMC, I-5
- Street improvements for highway off ramps through lower Albina
- Lower Albina infrastructure needs: streets currently designed for shuttling cars. Improve connectivity with street improvements. Commercial corridor, I-5 lid are focuses. Parking for arena depends on I-5 project
- AVT proposed park at railroad crossing
- Waterfront accessibility: grain silos (tire fires) and liquefaction zone
- Lloyd Mall- pursuing master plan approval by end of 2024

## Central Eastside

- Workshop Blocks
- Clinton Triangle
- OMSI
  - need for streets & utilities; Near term timing likely does not align with TIF District
  - Plan to redevelop surface parking lots but will need parking solution for OMSI and district
  - Coordinate on private sewer system with OMSI
- Focus on waterfront; river connections
- Burnside Bridge project & impact on either side of the bridgeheads
- Waterline located too close to railroad, potential to collab with other projects

## Resources / Next Steps

- Review CCMP master plans for key projects
- Liquefaction map
- Project list for city capital improvements

# Housing Production



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## Definition of Goals

- Is the goal to bring housing to where it is not or to bring money to where there is existing housing? Not an either/or
- The broad direction is housing for all levels.
- Are there goals beyond maximizing housing? Reframing the market? Visionary leader in metropolitan life
- Is there an opportunity for Portland to be innovative and noteworthy with TIF funds? Repurposing and transforming the city and the narrative around the city. Robust opportunity for change, be a visionary.

## Financial Feasibility & Incentives

- The cost of construction and resulting rents are not penciling.
- Dynamics of affordable vs market rate must work.
- Cost of redeveloping historic buildings is a barrier
- Identify Opportunity Zones; this is the strongest tool for market rate housing
- Identify TCQ or DDA for affordable housing
- NMTCs and LIHTCs

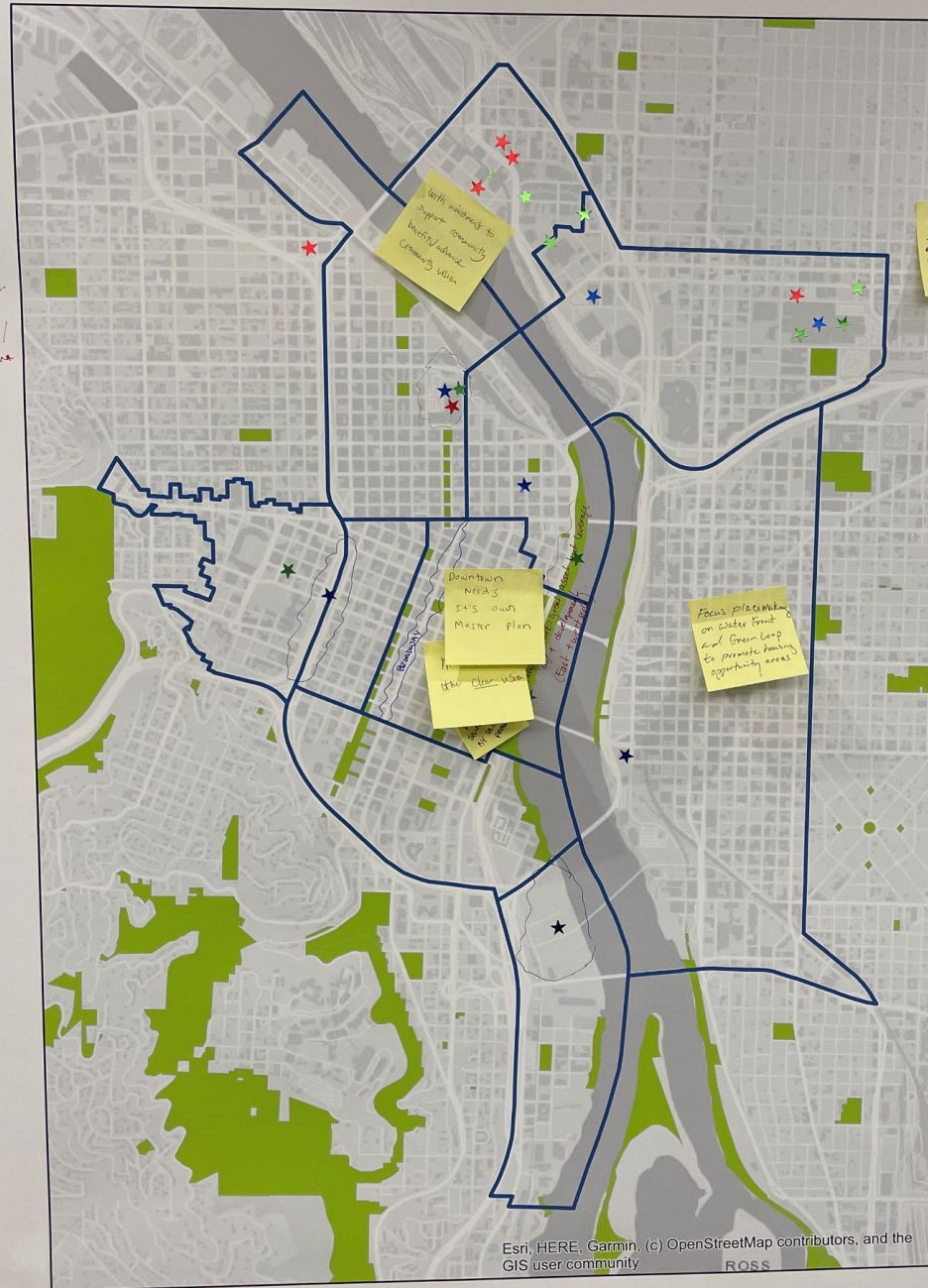
## Housing Demand & Amenities

- Hone in on what populations need to be served in different areas.
- Middle income housing is typically for families; Do they want to live downtown and what is the infrastructure for education?
  - It is a big area with little opportunity for schools. There are only 2 high schools on the West Side – they have property but that would take money to activate/build.
- Overlay of affordable housing w/ multi-dwelling, in addition to family/youth/senior amenities

Housing Production Map

# Housing Production

RED = aff  
Blue = market  
Green = either/  
Both



Leverage what can be done by leveraging on existing initiatives & resources.

Maximize  
✓ ASH  
✓ provide middle income rate  
✓ existing affordable units  
✓ QTC & DDA  
✓ NMTC  
✓ Buildable lands, zoning, etc/lease

Focus platform on sales front of Green Loop to promote housing opportunity areas

Downtown needs its own Master Plan  
the clear use

Priority goals  
Implementation Principles  
Framing of market-rate housing  
✓ Make the most of it  
✓ connecting being  
types and needed  
is key, creating  
low cost family  
investing for  
✓ take down other  
amenities  
(e.g. square lot  
or 4 97)

## Investment Opportunities

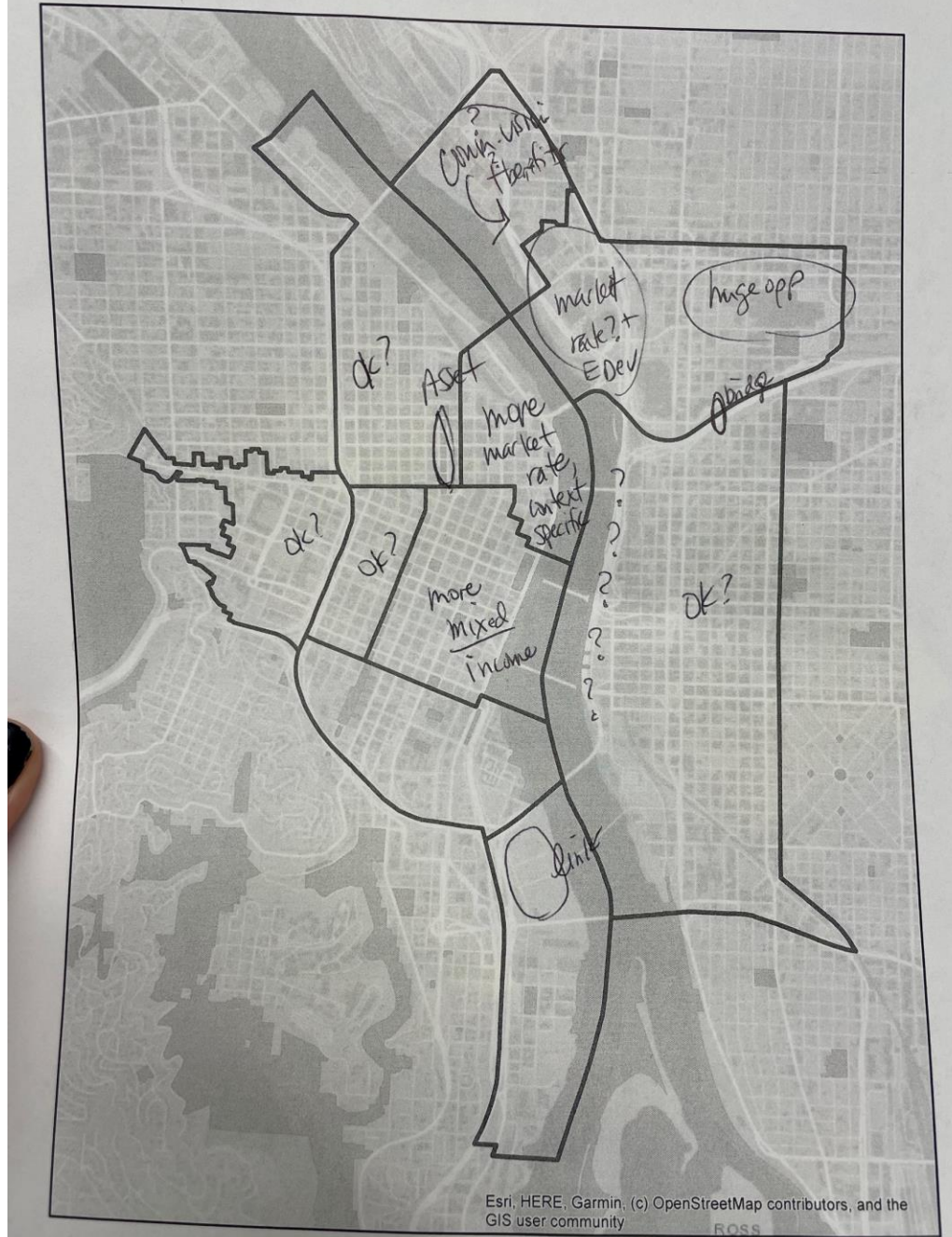
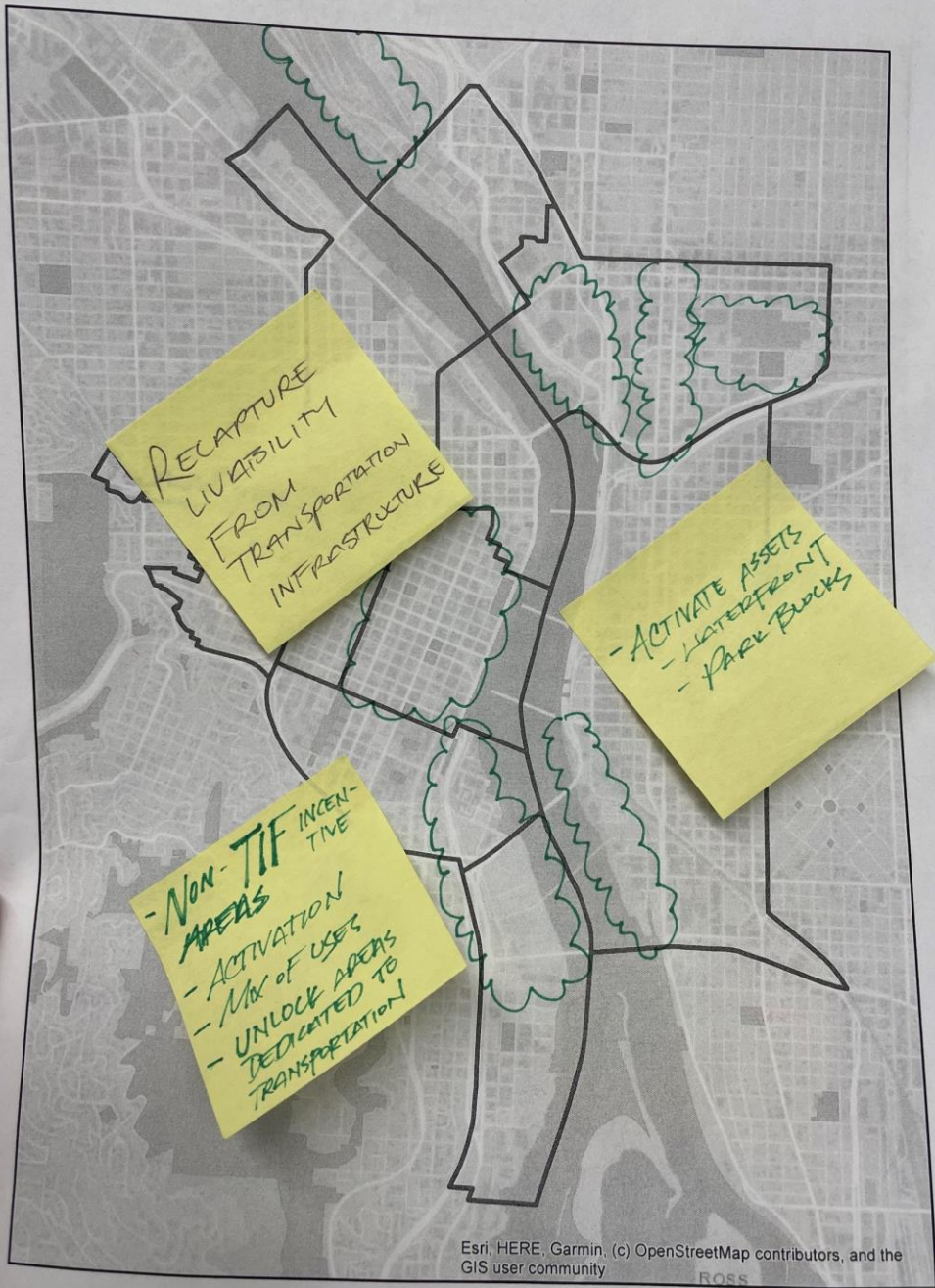
- Focus on the river and drive investment there to take it to the next level.
- Downtown needs a master plan – with office conversion, amenities, etc; It needs a targeted focus beyond just housing. What is the future of the downtown neighborhood, what are critical projects to accomplish that vision?
- Connecting areas that already have housing is easier than creating silos of density.
- Blur the lines between areas from a planning standpoint to create more momentum.
- Cultural hubs – arts districts
- Be thoughtful about the engineering and soils (e.g. Central Eastside, along river)

## Neighborhood Vitality / Resilience

- Neighborhoods that do best have an interesting and intricate mix of uses.
- Office and hospitality are not able to sustain a neighborhood alone.

## Zoning / Development Capacity

- Zoning & buildable land capacity
- What districts have zoning best for housing?
- Zoned for lots of development in a small area, economies of scale.
- Downtown has zoning development capacity, but to affect it, it could displace an existing use



Port Waterfront

Make your count = units & positive & measuring transition  
- number of units = best  
- opportunity (from place to stay & work) better

Planning challenges

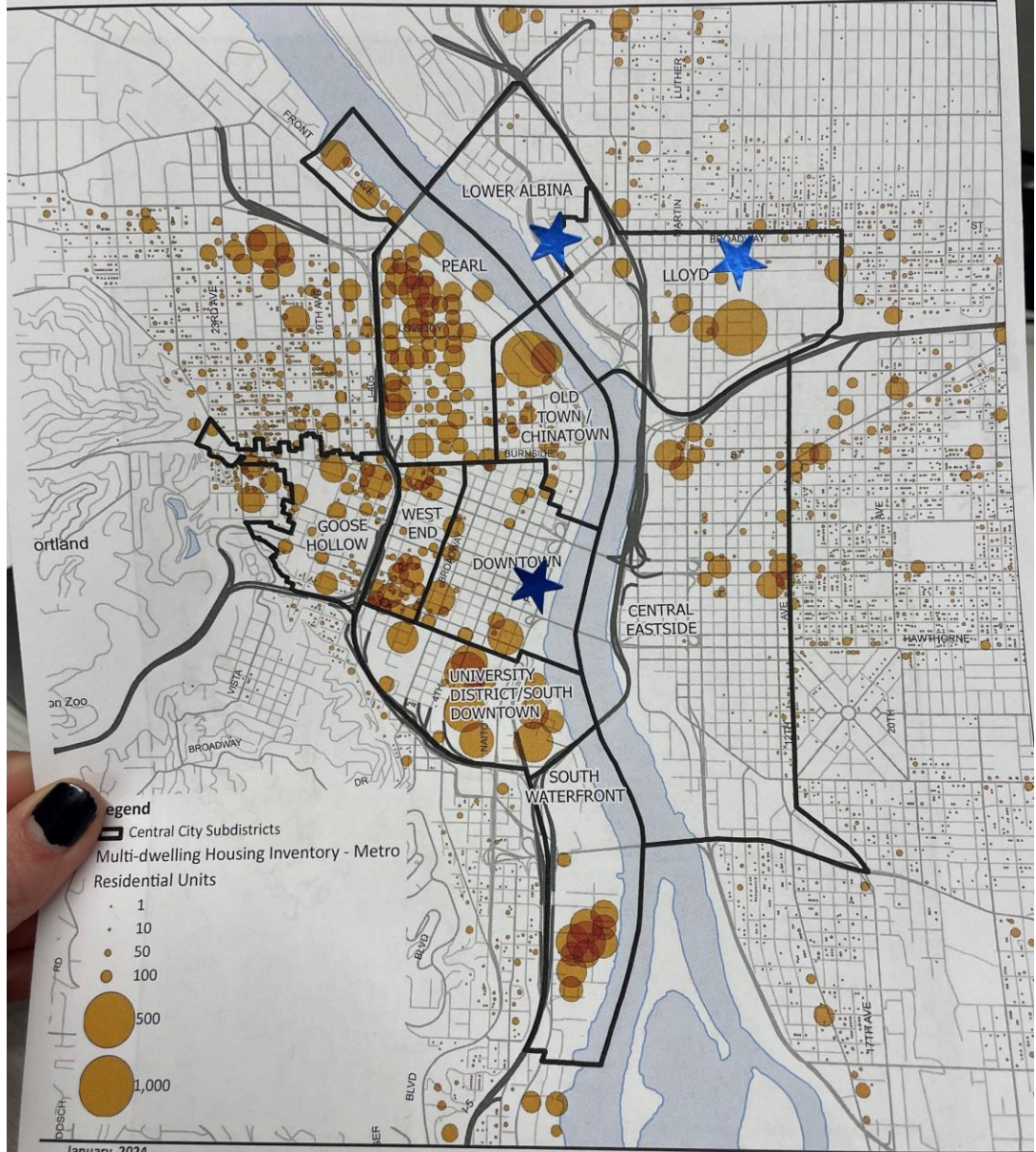
- Urban partnerships
- City
- Transit
- Street
- Federal

Huge efforts on that  
- Public face for banks  
- Public face  
- etc

density = amount of S.I. - 12  
- Central city: - trend - Press

### Central City

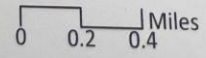
### Multi-dwelling Residential Units

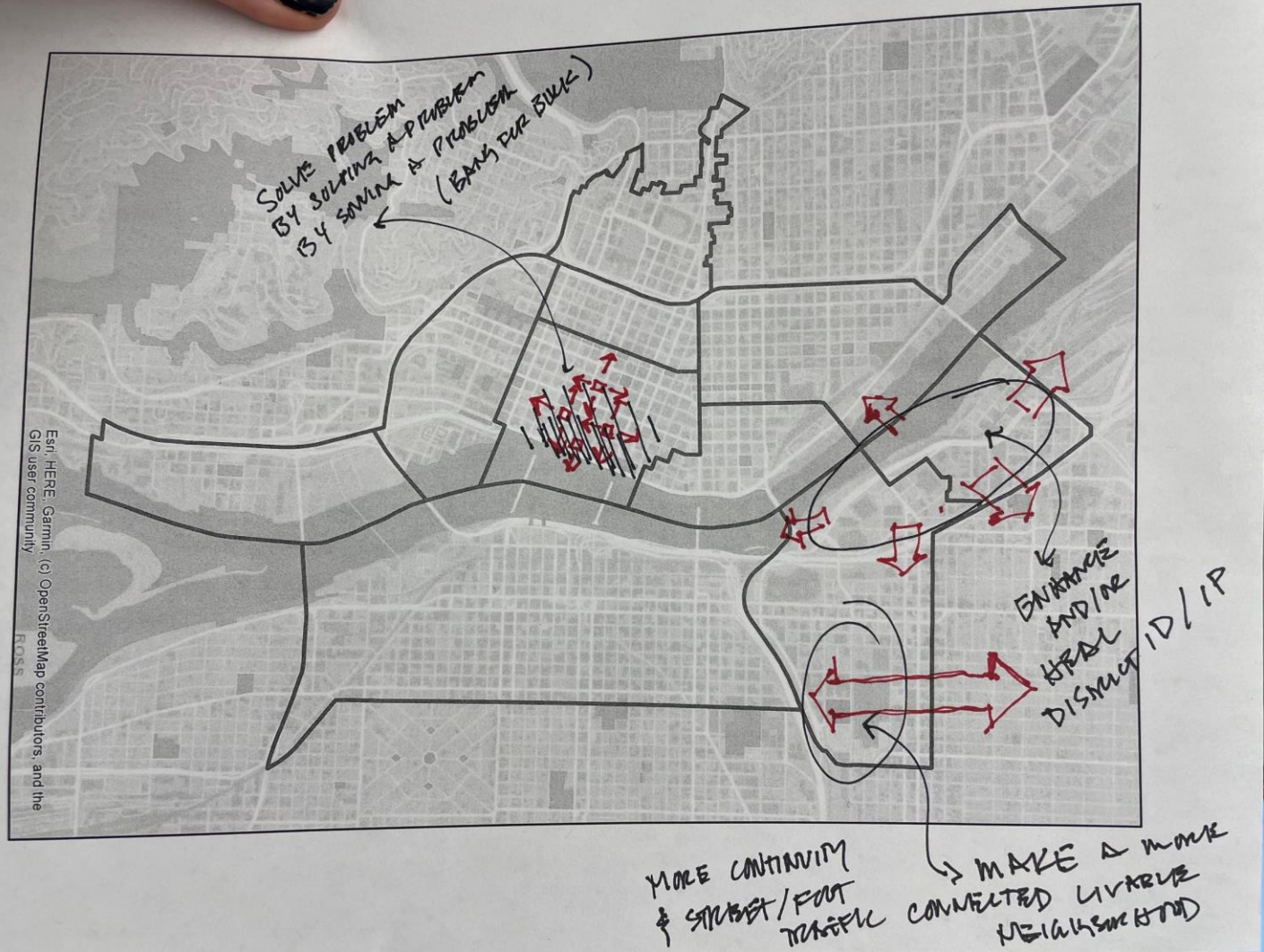


January, 2024

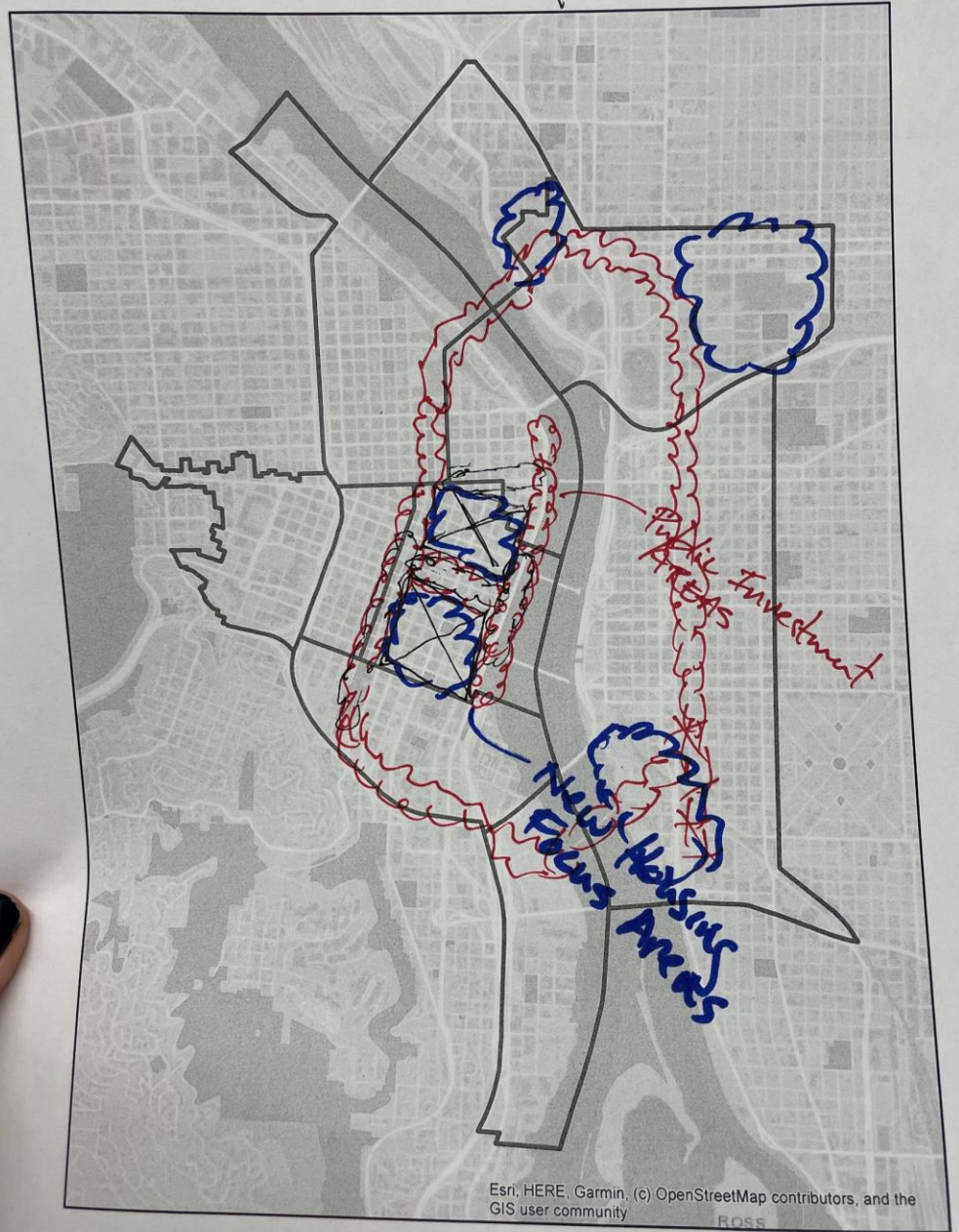
City of Portland, Oregon | Bureau of Planning and Sustainability | Geographic Information Systems

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Focus placemaking on Water front and Green Loop





# Business Retention & Recruitment



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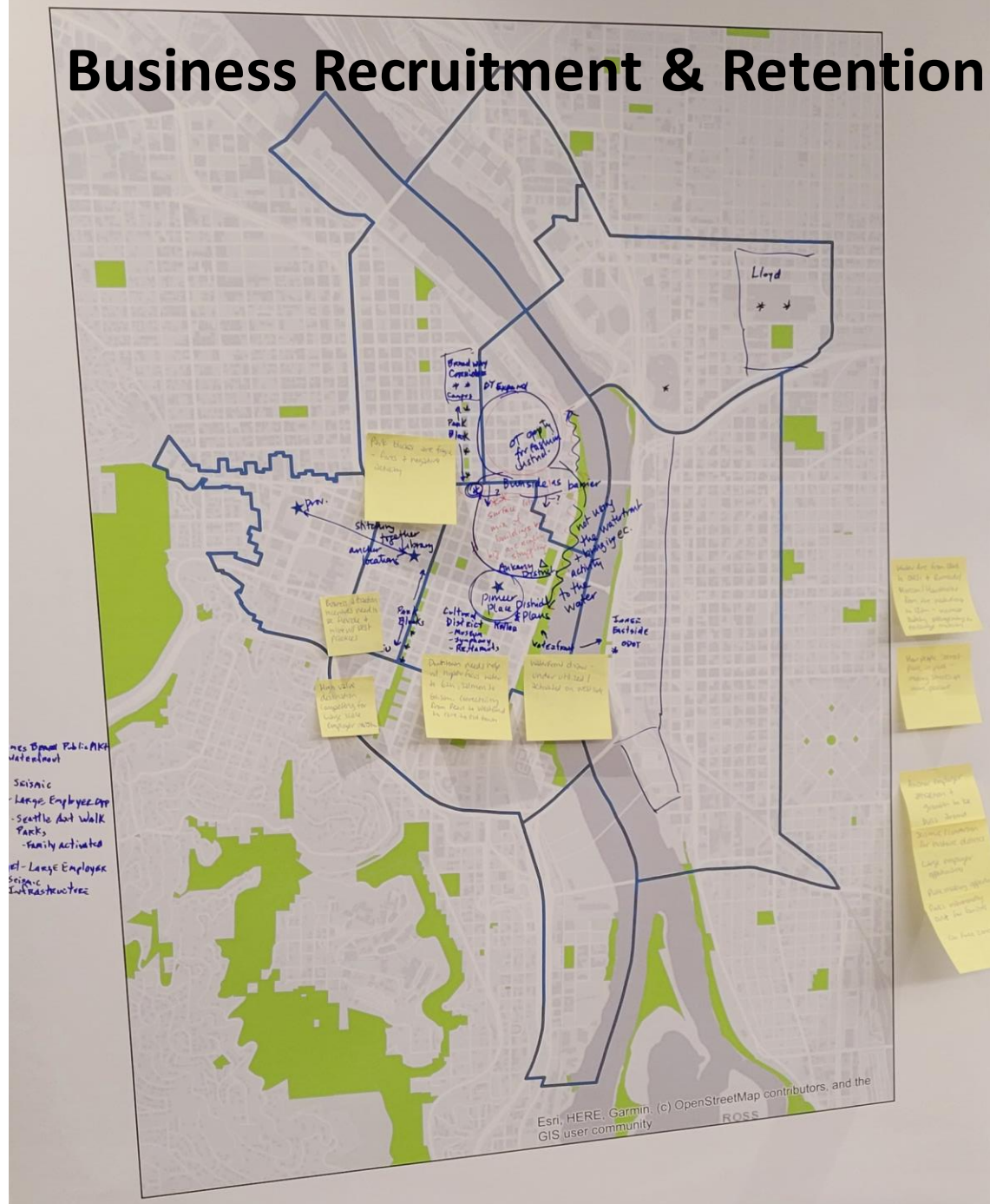
## Downtown / Old Town

- Seismic/conversion opportunities including Old Town to past Taylor, old County Courthouse. Take beautiful assets and plan to use them.
- Ankeny Triangle Business District – Old Town to Downtown is lagging behind
- SW 1st – 5th from Burnside to Morrison as a priority area. See good opportunity but businesses in the area are suffering / lagging from rest of downtown.
- Steel Bridge to south of Hawthorne Bridge, close to the water, on west side
- Burnside on Westside
- Focus on true City downtown Core, not all the way to 405. Out of all the districts outlined, downtown needs the help with hyper focus river to 6th, Salmon to Glisan.
- Connect retail & biz areas. Make spaces smell friendly.
  - Around Mult Co library – branded cultural district has opportunities and challenges. Stitch together w PGE Park
  - Stitch together Pioneer Place & Old Town. Pioneer Place has proposal. Redevelopment plan. Pivotal for downtown core.
  - Connectivity from Pearl to Westend
- Park blocks are fragile. Difficult activity there. Think about Barcelona as it relates to park blocks.
- Downtown experience is not currently positive. Clear vision of what that looks like.

## Waterfront

- Missed opportunity on waterfront usage / activation
  - Chicago's waterfront is beautiful
  - Bend has part of river that's used for surfing
  - Federal land ownership & permitting is a challenge, if we could only improve along but not in, would it still be a priority?
- James Beard Public Market wants it to be activated.
- Investment in jogging paths, activity, green spaces, active & physical – then younger people are going out away from central city to access these amenities

# Business Recruitment & Retention



## Central Eastside

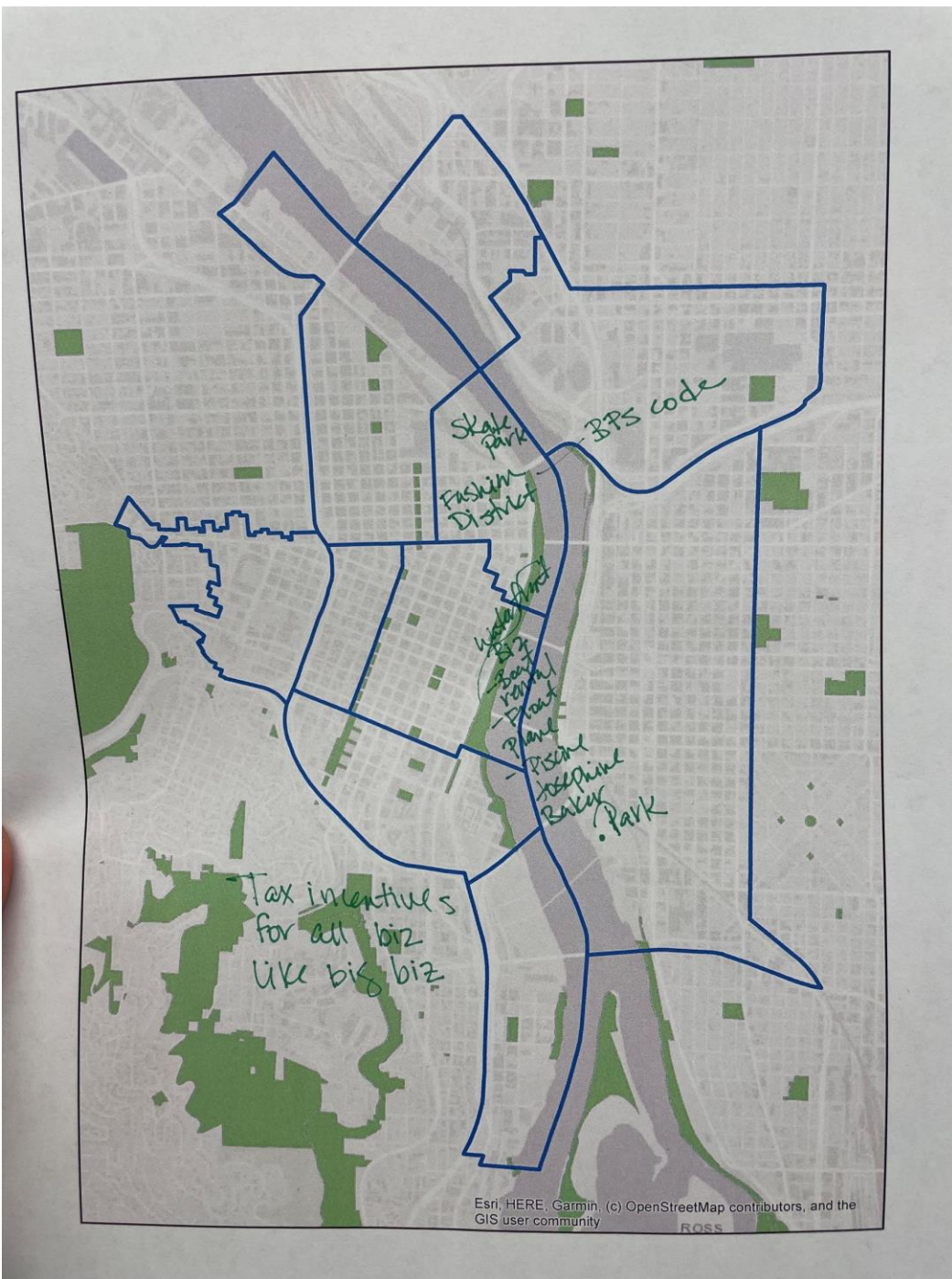
- Water Ave from Stark to OMSI
- Burnside/Morrison/Hawthorne from the Waterfront to 12th – increase safe passageways to encourage mobility in CEID for visitors and employees.
- Really focus on inner east side too, help businesses w tenant improvements

## Placemaking / Activation / Small Business

- Evening events; need a greater sense of activity, restaurants, etc.
- Music venues, art walks
- Retail corridors (Yamhill & Morrison created in 80s for retail spine)
- Placemaking opportunities: waterfront, conversion of Keller, park blocks N & S, Pioneer Courthouse Square, public right of way, car free zones
- Placemaking is different than anchor employer business retention
  - Placemaking might need to go first and be more strategic. Make it more attractive for businesses
  - Anchor employer retention should be FLEXIBLE and may need to go to one large opportunity and be flexible across the district.

## Connectivity / Accessibility

- Connective tissue between dead zones, connect assets and the positive pockets
- Make it more workable and walkable. Short blocks make that hard
- Make assets usable for folks with mobility challenges and multi-generational full family uses
- Wayfinding, navigation, filling in blank spots



### Anchor Employers

- Importance of anchor employer attraction and surrounding growth
  - Post Office site or other large-scale sites: about finding the business who is willing to invest and building around that
- Build it first – make it attractive for businesses to want to invest
- Take opposite approach – target a single large employer / anchor tenant who is willing to invest in downtown if the right opportunity arises (i.e. Nike, Boeing, etc.)
- Employer opportunities: 10-15 year thinking
- Business attraction incentives need to be flexible and in line with best practices from other cities, although we are still a high value add destination (as opposed to a low cost of operations market), we still need to compete for large-scale employer investments.
- Need to be flexible to have bucket of resources to make the right investment at the right time (i.e. tenant opportunities such as Vestas example). What we need in 10 years, we don't know.

### TIF District Formation Strategies

- Goal clarification: We mean all sized businesses, including small, medium, and large businesses; Retail and anchor employers
- Value of splitting out into many districts vs having one large area
  - Can choose to have large area w small focus area in action plan, that is a question around boundaries and resources and priorities
  - Old Town concerns about previously being lumped w the Pearl and all the funds got used in the Pearl
  - Pearl is getting lots of tenants. Flexibility needs to be careful to not create a worse donut. Build on assets & be thoughtful about where the draw will be.
- Worst outcome would be OMSI district + Albuina revitalized and then dead downtown. Having a big signature waterfront project that is the centerpiece and housing production be broader. Start w big thing that will get people to come downtown, then you have flexible pieces. First priority is getting people downtown and making it inviting.

Seismic or Conversion opportunities (Office to Resi/lab/ Artist Studio)

TI (Tenant Improvement) Assistance: Office: Retail

\* Large Employer Opp Infrastructure needs

\* Place making: Parks / Event spaces / Murals Cultural places ART

Broadway Corridor

Wayd

Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community  
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