

East Portland TIF Exploration

Parkrose/CC Working Group
Meeting 1 - January, 2024



**Portland
Housing
Bureau**

Agenda

1. Introductions
2. Meeting Logistics
3. Working Group Role, Tasks, Timeline
4. Tools for Informing Decisions
5. Parkrose/CC Kick-off Information

---Break---

DISCUSSION: Values, Vision & Goals

Introduce Yourself!

1. NAME, PRONOUNS

2. CONNECTION/AFFILIATION to Parkrose-Columbia Corridor EA

3. As growth and change come to Parkrose and the Corridor, what is something you hope is MAINTAINED or EXPANDED?



Logistics

Meetings

- How we meet, where we meet
- Legal team question

Shared Communications Platform

- Basecamp

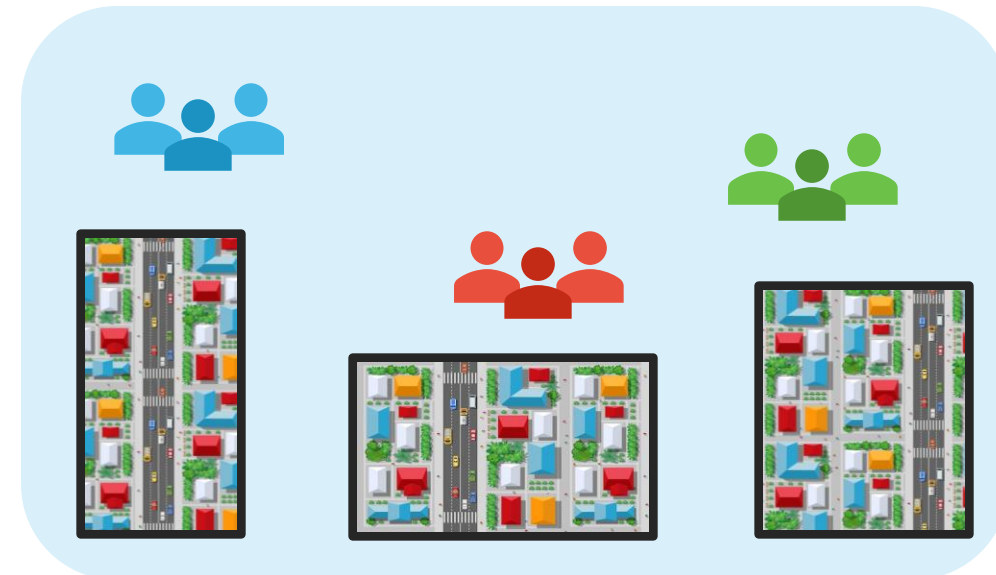
Shared Materials for Co-creation

- Contact lists
- Calendar
- Meeting Materials & Notes
- Background/Reference Materials
- Working Drafts
- Other?

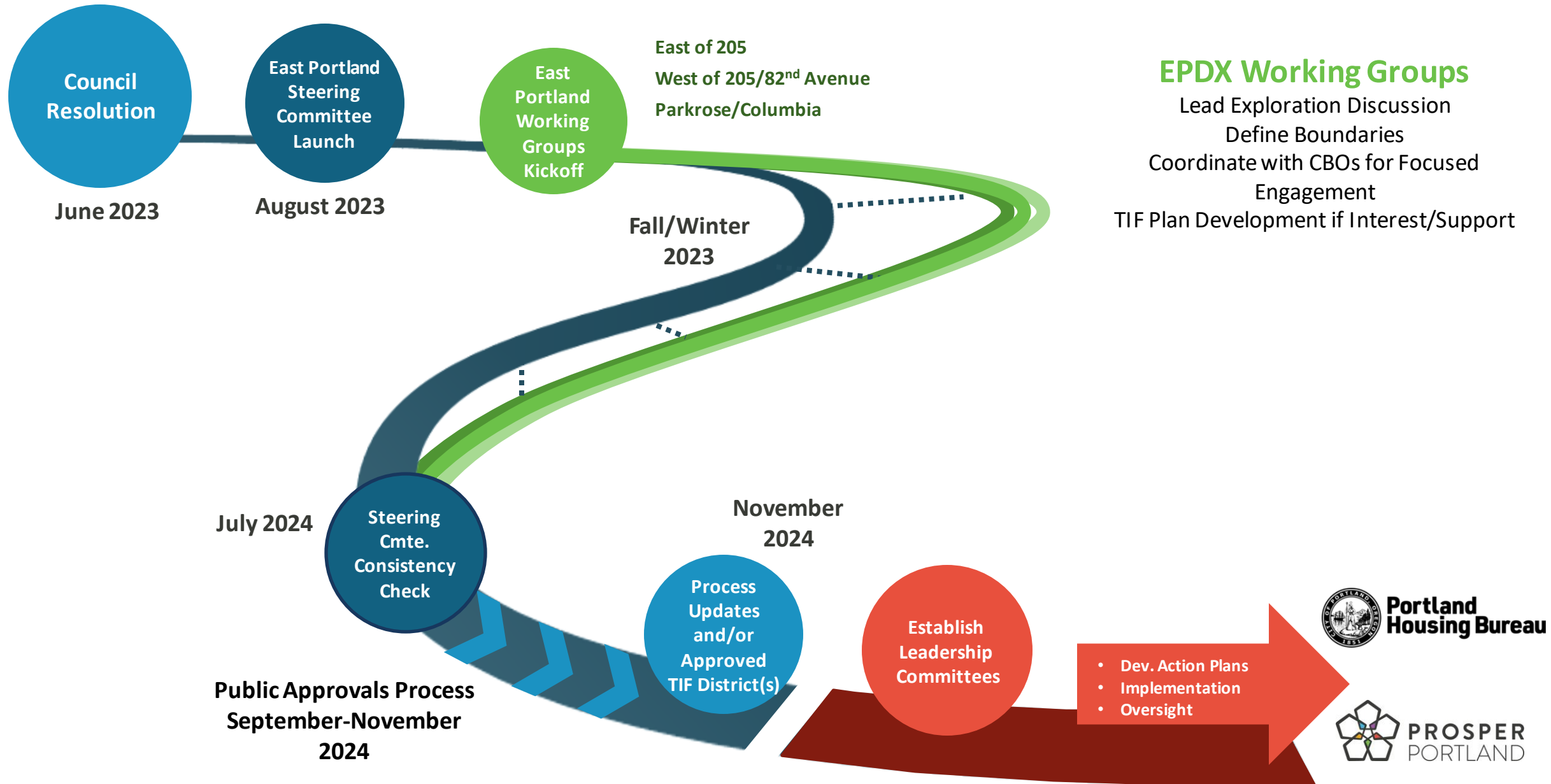


Working Group(s) Role

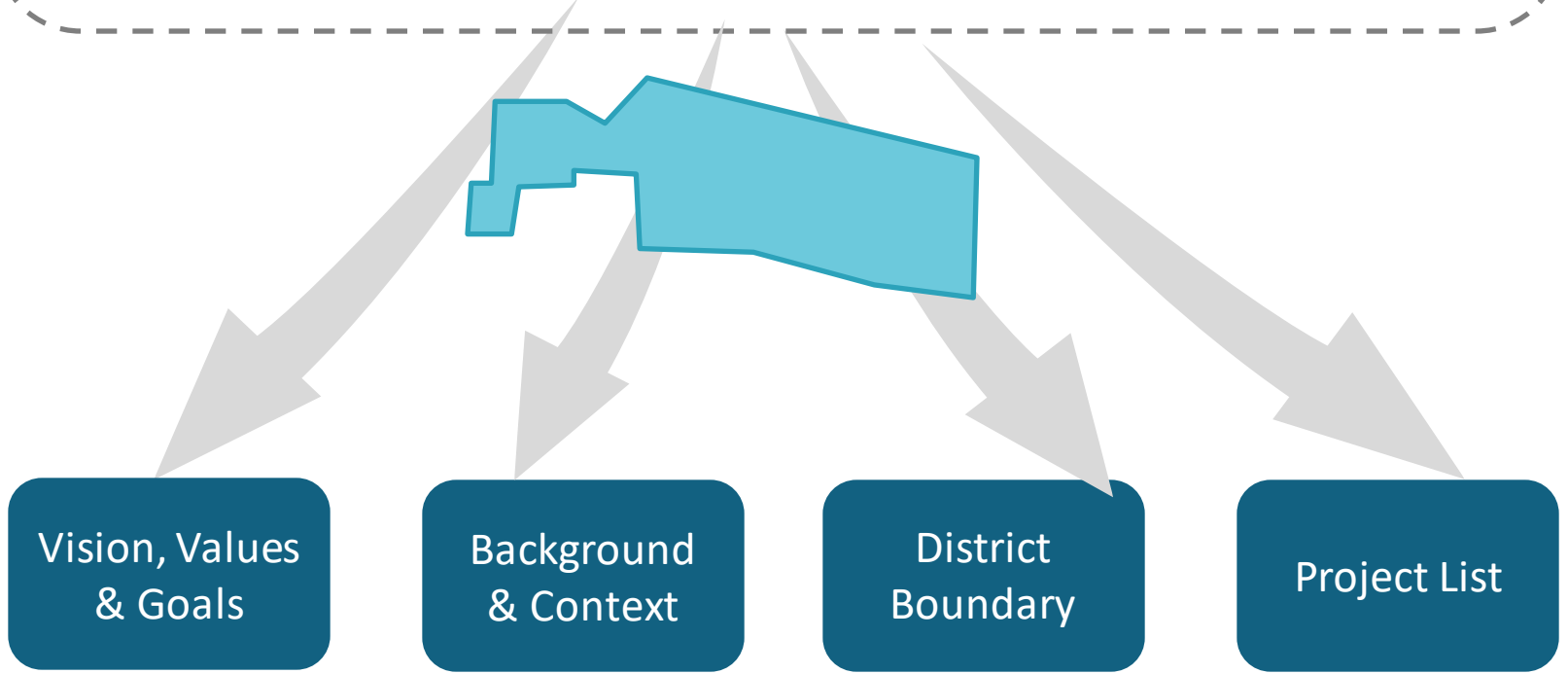
- Lead **deep dive community district exploration** conversations
- **Understand TIF District creation process**
- **Coordinate district-focused community engagement**, advise on contracts with community-based organizations, support public events
- **Determine whether to move forward** and, if supported, **co-create Plan Documents** with Prosper Portland and City staff for consideration by City Council.
- As needed, **elevate challenges or opportunities to Steering Committee** for additional guidance



East Portland TIF Exploration Timeline



Steering Committee Work to Date



Working Group Work & Recommendations

2024 Tentative Meeting Topics

Steering Committee

Working Groups

Meeting 1

Meeting 2

Jan

Implementation Principles & Governance Introduction

Background & Context; Vision, Values, Goals

Engagement

Feb

Governance Structure, Part 1

Boundaries

Boundaries

Mar

Implementation Principles

Project List

Project List

Apr*

Joint Meeting: Engagement to date; SC/WG Updates (Governance/Bound.)

Governance (feedback on SC structure)

Governance (refinement)

May

Governance Structure, Incorporation of WG input

Review Draft Documents

Review Draft Documents

June*

Joint Meeting: SC/WG Updates (Governance/Project List), Questions

Review/Refine

Review/Refine

July

Review WG Drafts for Consistency

Engagement w/ Proposed Draft

Incorporate engagement / public consideration

Tools & Resources



Basecamp Resources

Cully TIF Report & Plan

Reports, Data & Maps

Existing Plan Inventory & Summary

Report & Plan Template

Public Engagement

Broad Public Engagement

Focused Public Engagement

Other Resources

East Portland TIF Steering Committee

Project Team, including Community-based Staff

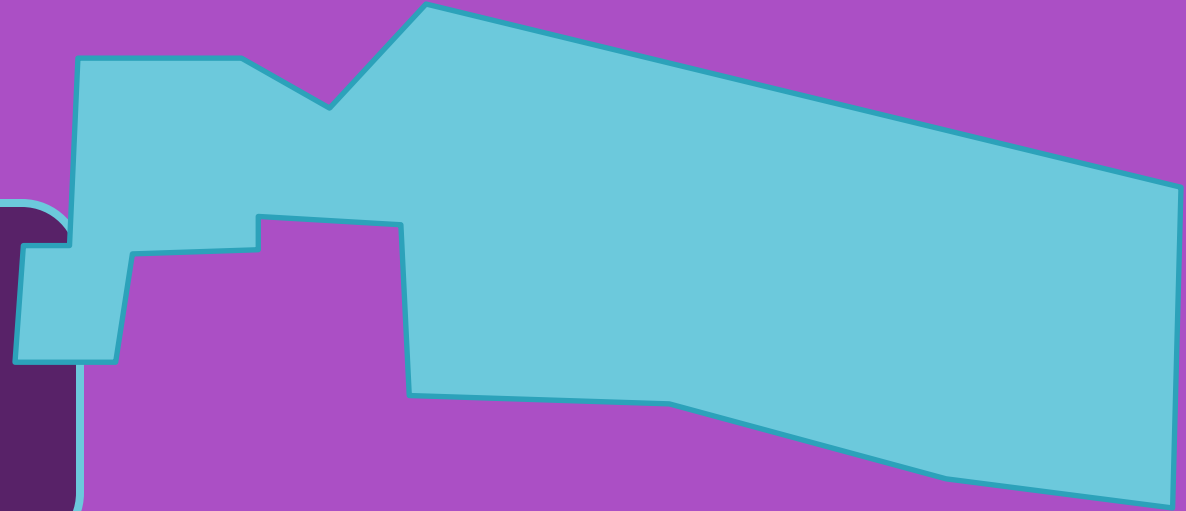
Parkrose/Columbia Corridor Overview

**Exploration Area
Orientation**
Boundary

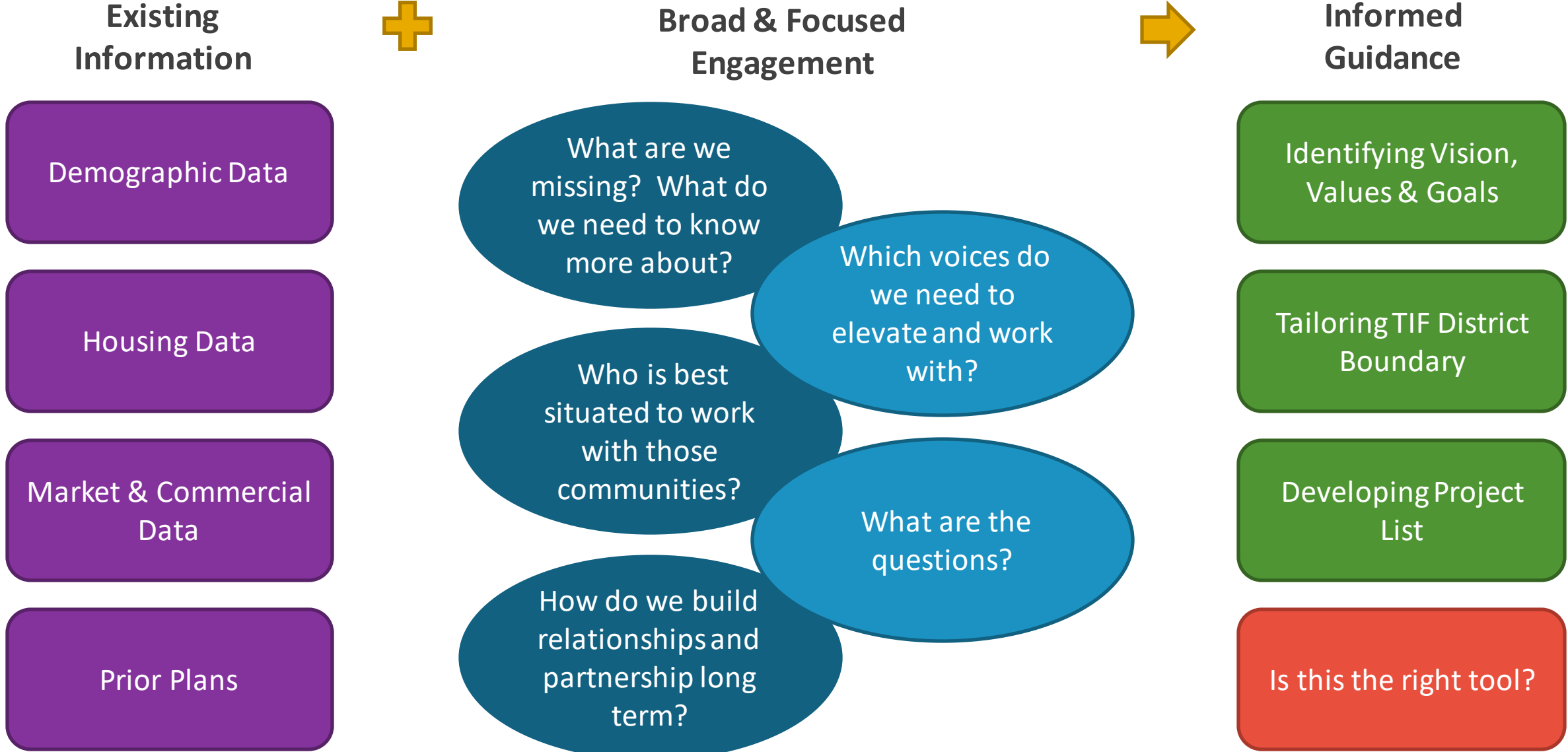
**Where are our
(housed)
neighbors living?**
Housing Data

**Who are our
neighbors?**
Demographics

**What's happening
in the market?**
Market & Commercial Data



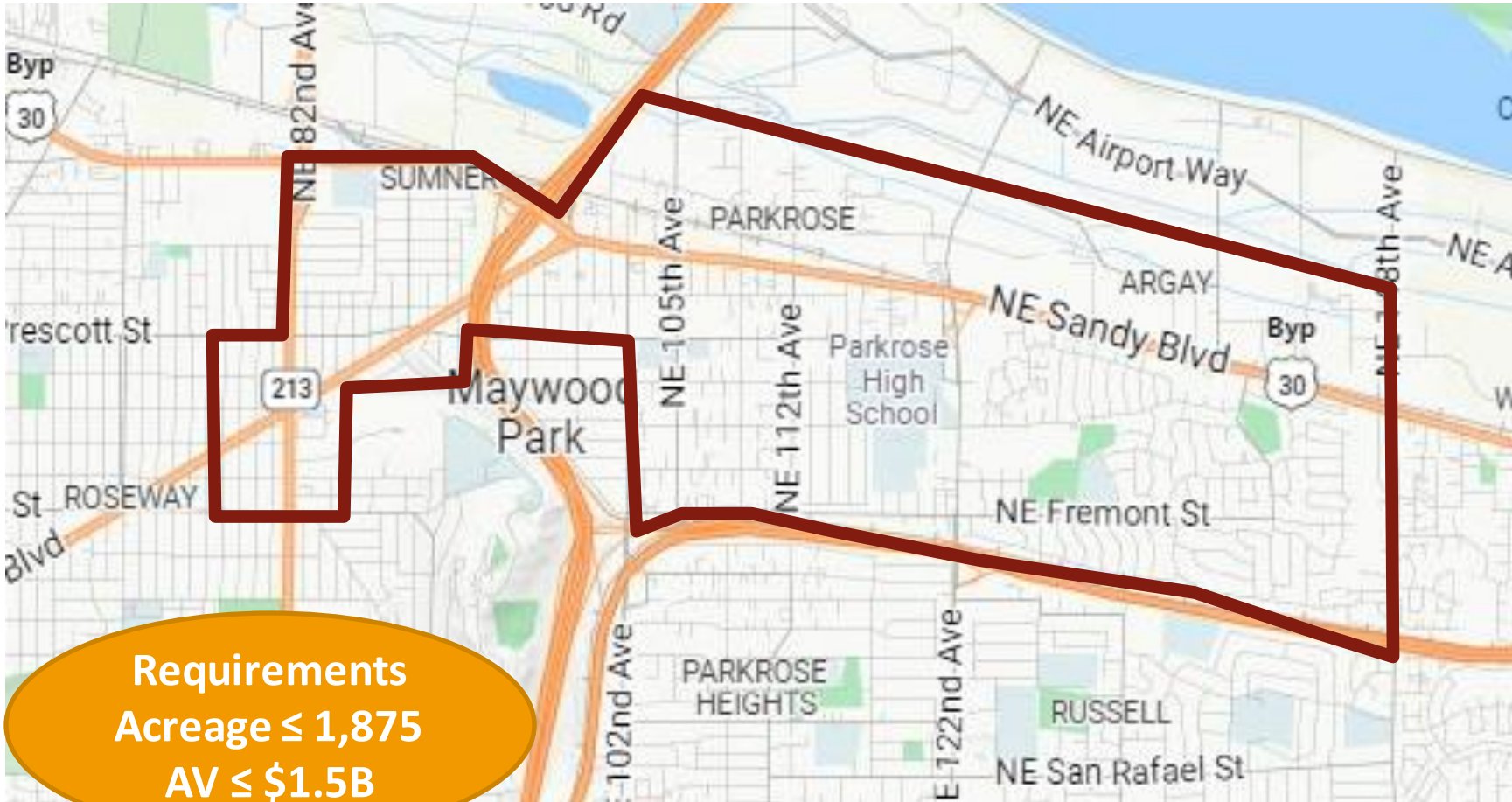
What are we doing with all of this information?



Exploration Area Orientation

Starting point for discussions

Current Acreage: 2,036



Boundaries

- Includes some industrial land north of Sandy
- Southern edge is I-84; Eastern is 148th.
- Includes portions of Sumner and 82nd to Fremont

Vulnerability Index Scores

These areas have residents who are more likely to:

- **Be "housing cost-burdened"**
- **Belong to communities of color, particularly Black and Indigenous communities**



- **Have fewer college degrees**
- **Have lower Incomes**

<https://pdx.maps.arcgis.com/apps/webappviewer/index.html?id=e5c5d928ed254f60ae22a3c98b429559>

Vulnerability Index Scores



Vulnerability Score: 77; Vulnerable: Yes

% People of Color:	53%		31%
% Black & Indigenous:	18%		7%
% Less than 4-year degree	68%		49%
% Housing Cost Burdened:	31%		36%
% Older Adults (65+):	12%		13%
% Youth:	17%		21%
% Limited English Prof.	5%		7%
% Persons with Disabilities	12%		12%

Vulnerability Score: 84: Vulnerable: Yes

% People of Color:	40%		31%
% Black & Indigenous:	9%		7%
% Less than 4-year degree	74%		49%
% Housing Cost Burdened:	43%		36%
% Older Adults (65+):	13%		13%
% Youth:	23%		21%
% Limited English Prof.	2%		7%
Persons with Disabilities	10%		12%

Vulnerability Index Scores



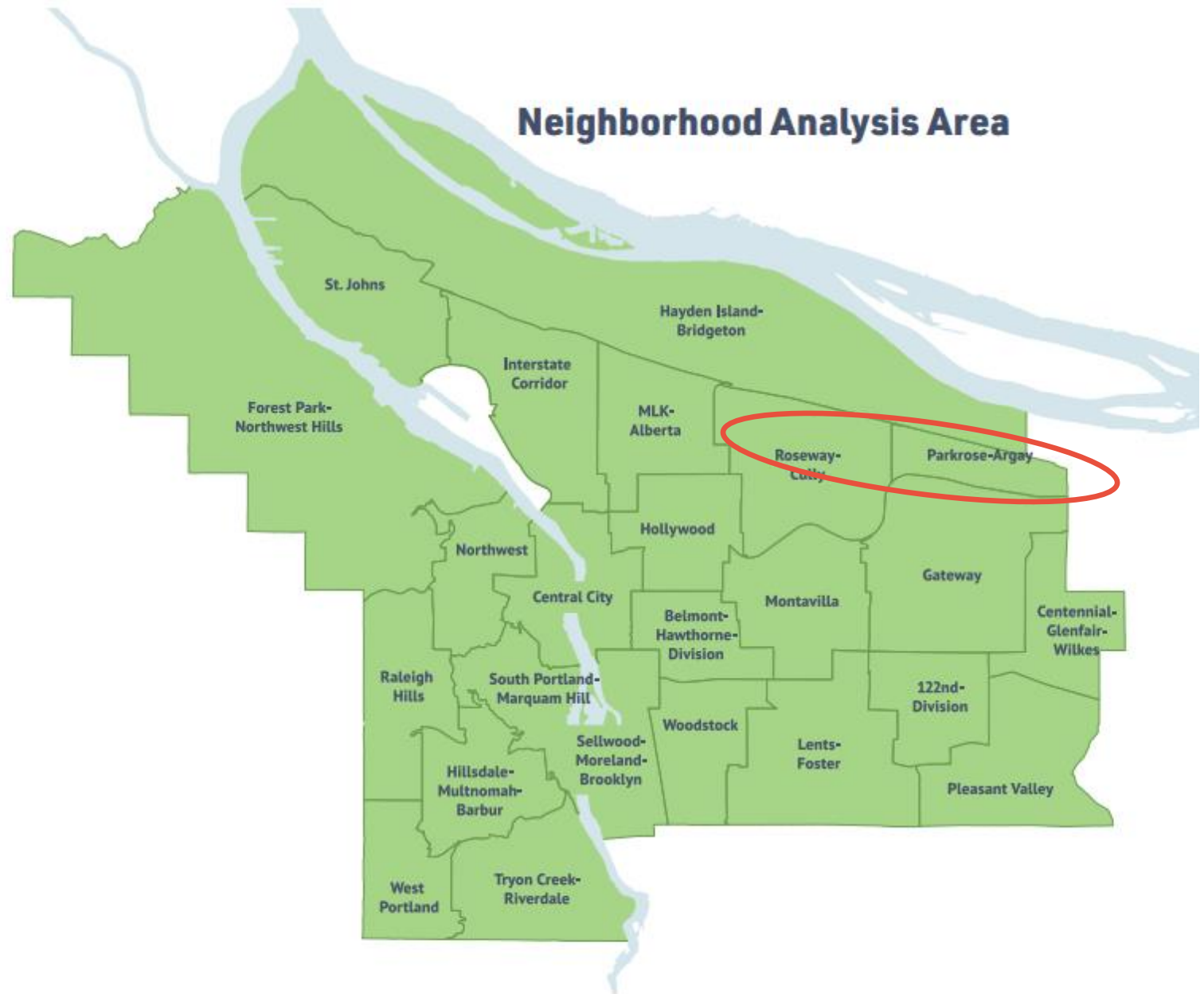
Vulnerability Score: 77; Vulnerable: Yes

% People of Color:	39%		31%
% Black & Indigenous:	13%		7%
% Less than 4-year degree	55%		49%
% Housing Cost Burdened:	41%		36%
% Older Adults (65+):	26%		13%
% Youth:	16%		21%
% Limited English Prof.	5%		7%
% Persons with Disabilities	12%		12%

Vulnerability Score: 84: Vulnerable: Yes

% People of Color:	51%		31%
% Black & Indigenous:	17%		7%
% Less than 4-year degree	73%		49%
% Housing Cost Burdened:	40%		36%
% Older Adults (65+):	20%		13%
% Youth:	24%		21%
% Limited English Prof.	3%		7%
Persons with Disabilities	17%		12%

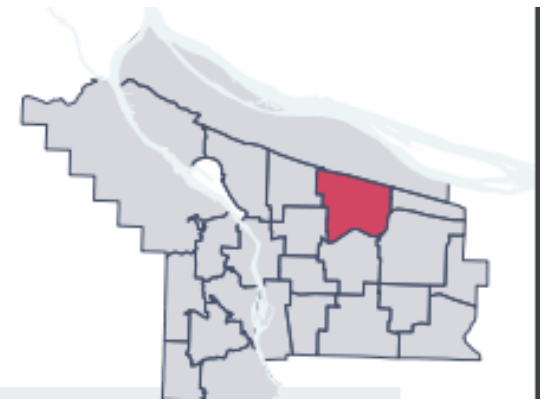
State of Housing in Portland Report, 2022



<https://www.portland.gov/phb/documents/2022-state-housing-introduction-and-executive-summary/download>

NEIGHBORHOOD PROFILE

Roseway-Cully



Housing Units by Type (2021)

Single-Family:	11,300
Multi-Family:	4,350

Regulated Housing Units (2021)

Total:	1,253
City-Funded:	1,253

Median Home Sale Price (2020\$)

Year	Price
2012	\$290K
2016	\$428K
2021	\$487K

Homeownership by Race/Ethnicity

Race	2000	2020
TOTAL	67%	64%
White	73%	66%
Black	38%	40%
Asian	58%	77%
Hispanic-Latino	29%	37%
Hawaiian/PI	no data	0%
Native American	no data	54%

Long-Term Rental Market by Unit Type

Poverty Rate
2000: 13%
2020: 11%

Studio
\$1,231

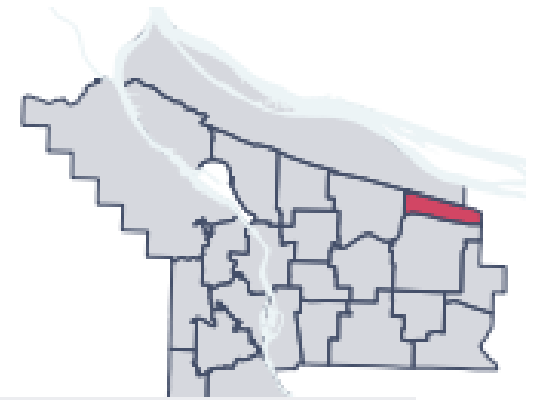
1BR
\$1,060

2BR
\$1,397

3-BR
\$1,566

NEIGHBORHOOD PROFILE

Parkrose-Argay



Housing Units by Type (2021)

Single-Family:	3,006
Multi-Family:	2,732

Regulated Housing Units (2021)

Total:	110
City-Funded:	27

Median Home Sale Price (2020\$)

Year	Price
2012	\$215K
2016	\$336K
2021	\$440K

Homeownership by Race/Ethnicity

Race	2000	2020
TOTAL	58%	58%
White	62%	66%
Black	no data	36%
Asian	no data	77%
Hispanic-Latino	34%	16%
Hawaiian/PI	no data	16%
Native American	no data	47%

Long-Term Rental Market by Unit Type

Poverty Rate
2000: 12%
2020: 13%

Studio
\$1,134

1BR
\$1,260

2BR
\$1,619

3-BR
\$1,700





ECONOMIC & MARKET CONDITIONS NEIGHBORHOOD CORRIDORS



Exhibit 66. Expansions Permitted, 2010–2021
Data source: PortlandMaps, City of Portland permit records.



Exhibit 67. Improvements Permitted, 2010–2021
Data source: PortlandMaps, City of Portland permit records.

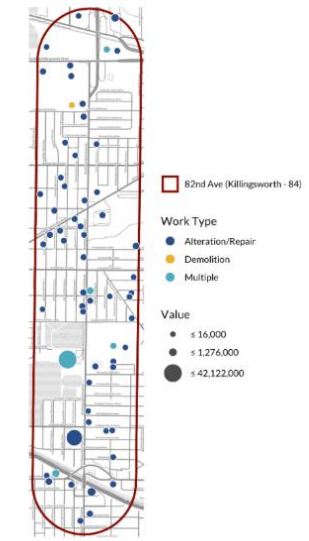


Exhibit 48. Expansions Permitted, 2010–2021
Data source: PortlandMaps, City of Portland permit records.

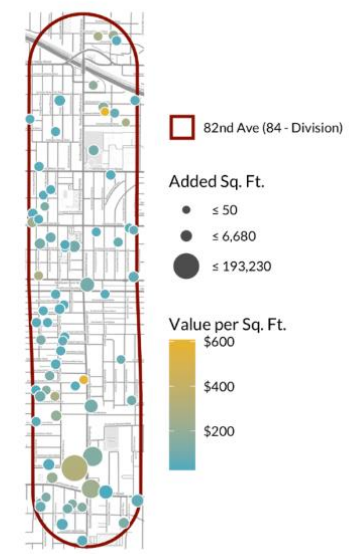
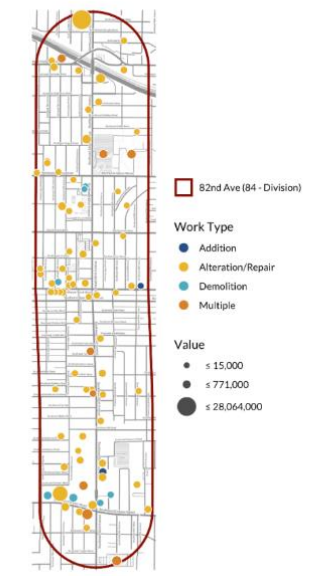


Exhibit 49. Improvements Permitted, 2010–2021
Data source: PortlandMaps, City of Portland permit records.



https://www.dropbox.com/s/at2t59dhse5i1h2/Supplemental%20Appendix%20-%20Economic%20%26%20Market%20Conditions_%20Corridor%20Profiles.pdf?dl=0



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

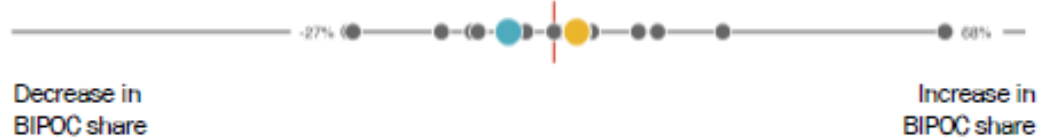
Market Recovery (2008-2022)

- 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

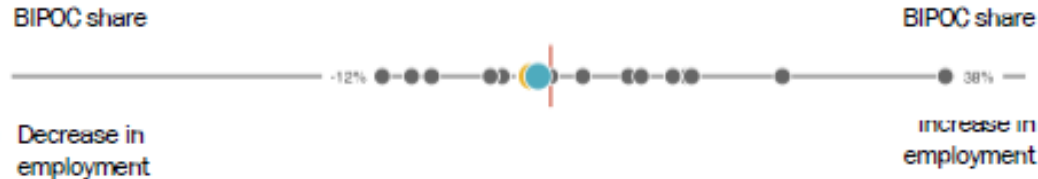
Market Strength (2008-2022)

- 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

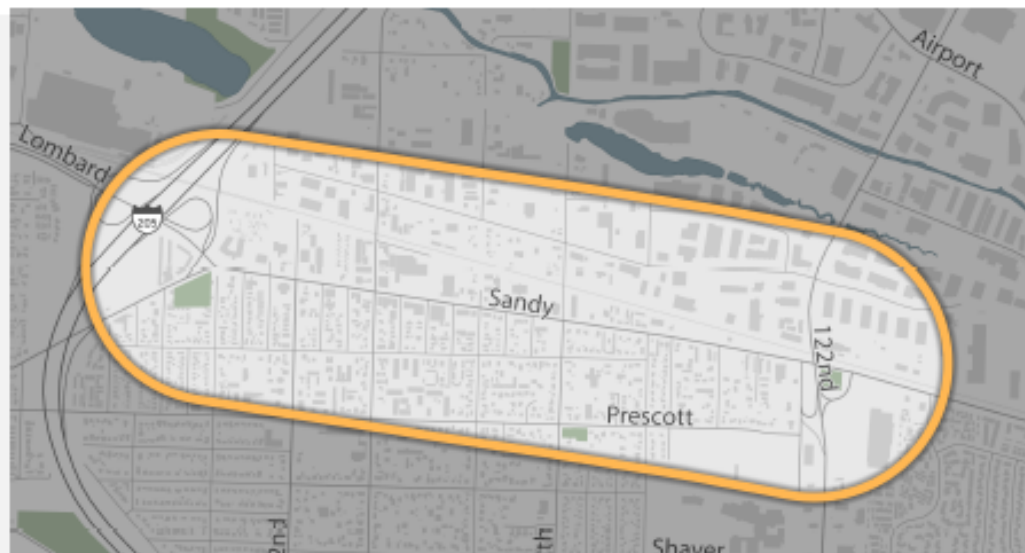
Activate commercial buildings and attract new commercial dev't

Stabilize existing businesses

Grow home businesses and create commercial space opportunities

Address housing production and affordability

Improve transportation safety and connectivity





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

How to support this corridor:

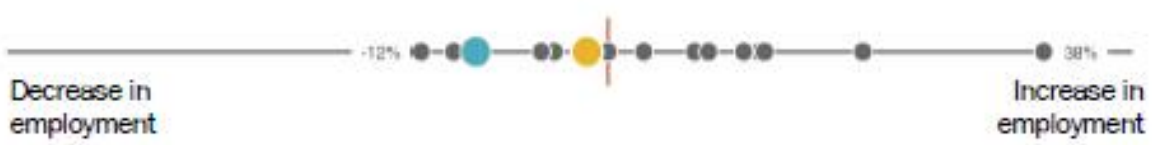


Change in BIPOC share



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

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

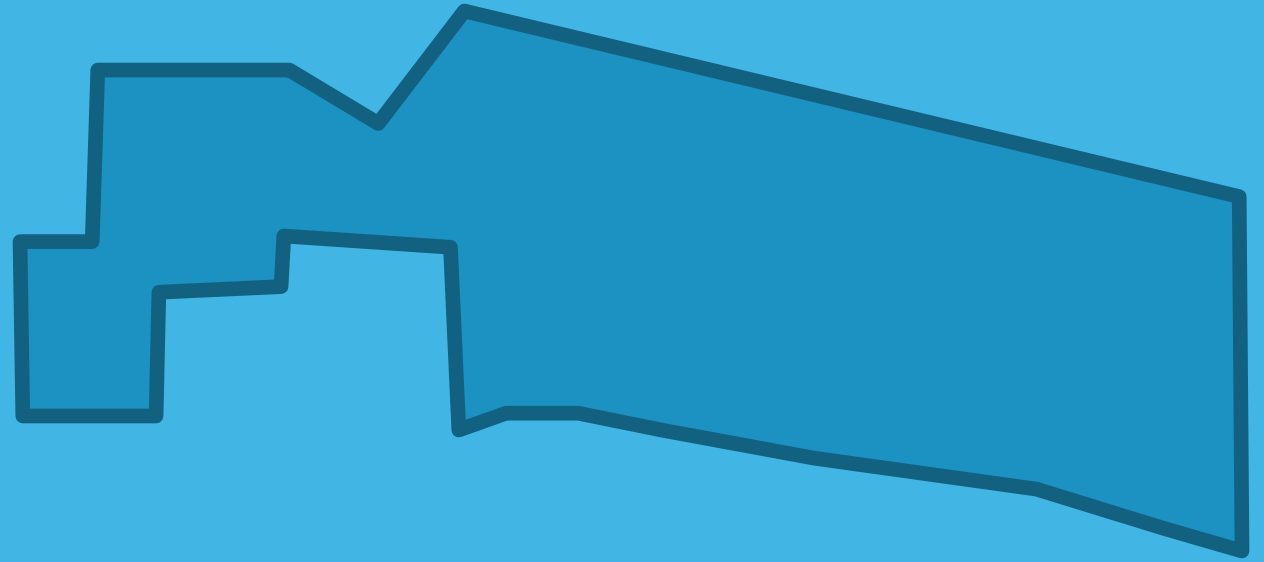
(2008-2022)

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

Address housing production and affordability

Improve transportation safety and connectivity

BREAK!



*When we come back – Values,
Vision & Goals Discussions*

Discussion 1: Values

The compass that keeps us headed in a desired direction.

Values are beliefs about what's important, what is a priority.

Fundamental beliefs that motivate our guide action.

Values

*From Existing East
Portland Plans
& Cully*



*Which of these
stands out to you?*

What's missing?



**Portland
Housing Bureau**



**PROSPER
PORTLAND**

Discussion 2: Visions

The ideal state of what the future could be like.

The ability to imagine and think of the future with insight.

The purpose that a person visualizes without knowing how to achieve it.

Using TIF as a tool for inclusive growth and equitable prosperity, what is your VISION for East Portland?

Increase walkability and connection across the TIF district

Pilot with pop ups and human centered design

Increased livability, more economic and housing opportunities, and shared prosperity

I wanted to see TIF work started and sustain our community development and safety.

knowing that we engaged with the right stakeholders

Increase both affordable housing-- and working housing

Bridge the "been here forever" mentality with the new comers to the neighborhood

Creation of clear multicultural hubs/districts

For the TIF dollars to be matched with other funds that will support economic growth for families. Funds that will support financial literacy, access to capital, credit repair, community building, job training, etc.

A fundamental success would be improvement in family wage jobs, not low wage jobs. This connects directly to improvement in affordable housing and quality of life.

Everyone is counted and no one is left behind.

Add walkability and green spaces

VISION: What kind of long-term impact would you like to see in Parkrose/Columbia Corridor?

affordable homeownership and rental opportunities

Spaces for community connection

Affordable housing that is clean and healthy.

For entrepreneurs to be supported and have access to capital for large scale projects

More small brick n mortar spaces. Even if it means getting master lease for large space and subdividing.

Balance between housing and economic growth

middle wage workers living close to work-biking distance.

Equitable development on opportunity sites and increased living wage job opportunities

Thriving small businesses and community-serving retail/services

Region-wide beautification. Prune damaged street trees, add new ones, clean dirty buildings, "facelift" for all auto businesses, continue "Repair Grant" programs.

Select Visions from Existing Plans

Economic & Community Development

- Pipeline starting in middle school to connect students to manufacturing, industrial, climate job experience/information
- Sufficient maker's spaces and incubation spaces
- All adults have access to living-wage employment.
- Diverse array of small businesses, including culturally specific businesses, are supported

Physical Development

- Diverse community connected through multiple community gathering spaces
- Streets are safer for pedestrians and students
- Students have a place to go and hang out after school
- Infrastructure in place to support emergency preparedness

Housing Continuum

- Full range of housing types and prices in Rossi Farms development
- Houseless neighbors are housed
- Households with students are stabilized

Discussion 3: Goals

The specific aim or desired result; milestones to achieve your vision.

Goals are the specific ways we execute our values, in order to achieve our vision

GOALS: City

Incorporate
lessons of the past



Center disadvantaged and low-income communities in engagement, goals and governance



Further **Community Stabilization** and **Equitable Development**



Advance inclusive
economic growth and
wealth creation



Support
entrepreneurship
and **job growth**



Advance **Housing production** for a full range of income levels

GOALS: When thinking about the process and outcomes of this project, what does success look like?

largest projects and investments benefit and are driven by the needs, wants, hopes + dreams of those with least access to private wealth

Economic growth for marginalized populations

the project meaningfully contributes to reducing unsheltered homeless and increased rates of Black + Brown ownership of housing and businesses

Beautiful green spaces, community spaces, and meeting daily needs within community

Welcoming places

redefine ownership use; public investments increase community ownership on behalf of those who have least access

BIPOC residents experience a sense of ownership and control over their neighborhood

Identifying new people, leaders, residents to continue momentum and ensure the work continues

the most economically vulnerable residents of EPDX experience the feelings of economic + housing security and the ability to enjoy the benefits of a thriving neighborhood

Selected Goals from Existing Plans

Economic & Community Development

- Work with school district to develop youth programs for youth interested in manufacturing, trades and climate jobs.
- Support informal and home-based businesses
- Develop/sustain local BIPOC makers market, pop-ups
- Attract wider variety of retail experiences

Physical Development

- Workforce Development Center at the Parkrose Transit Center
- Develop co-working spaces
- Community Center, Parks
- Pedestrian lighting

Housing Continuum

- Work with PHB to acquire or rehab small rental projects in exchange for affordability
- Purchase and manage larger apartment complexes as part of affordable housing program
- Support development of a homeless shelter

Next Steps

- 1. Project Team will synthesize what we heard today and bring it back to the group for discussion/revision at our next meeting.**
- 2. We will aim to post language for review the Friday before our next meeting.**
- 3. If there are folks who want to be more deeply involved in the actual drafting (aka, the “sausage making”), we are open to that – just let us know.**

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

Staff Office Hours:

1st and 3rd Thursdays, 9-10 am, drop-in

Request honoraria & stipends from Camille!!