

Bureau of Planning and Sustainability
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36953
AMENDMENT

969-971

Memorandum

Date: August 28, 2012

To: Mayor Sam Adams
Commissioner Nick Fish
Commissioner Amanda Fritz
Commissioner Randy Leonard
Commissioner Dan Saltzman

From: Debbie Bischoff, Senior Planner
Bureau of Planning and Sustainability

RE: Amendment request for Council Agenda Items 969-971

It is necessary to rename the project and referenced terminology in the Ordinance, exhibits, and resolutions from Cully Main Street and Local Street Plan to the Cully Commercial Corridor and Local Street Plan. The name change is intended to prevent any potential confusion with Portland's Main Street Program. Therefore, the new titles for the Ordinance and Transportation Resolution as amended will read:

Amend Portland's Comprehensive Plan Map and Zoning Map for properties along or near the Cully Commercial Corridor (Ordinance; amend Title 33, Comprehensive Plan Map)

Adopt the transportation recommendations contained within the Cully Commercial Corridor and Local Street Plan as the strategy for developing the transportation system in the Cully Neighborhood (Resolution)

The title for the resolution on using Cully as a case study to address gentrification and displacement does not need to change.



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Portland, Oregon

FINANCIAL IMPACT and PUBLIC INVOLVEMENT STATEMENT For Council Action Items

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

1. Name of Initiator Debbie Bischoff, Senior Planner	2. Telephone No. 503.823.6946	3. Bureau/Office/Dept. Planning and Sustainability
4a. To be filed (date): August 15, 2012	4b. Calendar (Check One) Regular <input checked="" type="checkbox"/> Consent <input type="checkbox"/> 4/5ths <input type="checkbox"/>	5. Date Submitted to Commissioner's office and FPD Budget Analyst:
6a. Financial Impact Section: X Financial impact section completed	6b. Public Involvement Section: X Public involvement section completed	

1) Legislation Title: Use Cully Neighborhood as a Case Study to Address the Issues of and Proactive Strategies Related to Gentrification and Displacement (Resolution)

2) Purpose of the Proposed Legislation: There will be positive and negative impacts over time from public and private investments from related legislation for the Cully Main Street and Local Street Plan. This legislation commits the City and other agency and community partners to look at and address through policy and strategy development, ways for this culturally and economically diverse neighborhood to benefit from changes and not be involuntary displaced. The legislation calls for the compilation, sharing, and periodic updating of meaningful data to monitor the neighborhood as changes occur. The legislation directly implements Portland Plan Action 97.

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 |
| X Central Northeast | <input type="checkbox"/> Southeast | <input type="checkbox"/> Southwest | <input 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.

No

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*.)

No additional staff expenses, as existing City staff will work on follow-up activities related to this legislation.

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.)*

No

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

No

(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

[Proceed to Public Involvement Section — REQUIRED as of July 1, 2011]

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?

With related legislation, new development and redevelopment projects is anticipated to happen along the Cully main street area over time as well as some local street system improvements. There will be positive impacts of new businesses serving the current commercially deficient Cully neighborhood; and along with new sidewalks, street connections, etc. as street improvements happen over time. However, there is some community concern that these investments will increase property values, benefit new residents or business people from outside of Cully, and cause the involuntary displacement of lower income residents and businesses in this racially and ethnically diverse modest income neighborhood. This legislation is a way for City bureaus, other agencies and community organizations, who are already working to promote neighborhood stability, education and training and wealth creation, to come together to understand conditions and trends in Cully, and identify policies and strategies to minimize the negative impacts associated with improvements to the neighborhood, especially for low income and communities of color, who make up a significant part of Cully's population.

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?

Cully Assoc. of Neighbors, 42nd Ave Business Assoc, Cully Blvd. Alliance, Hacienda CDC, Verde, Native American Youth and Family Services, local schools, parent and resident groups, Multnomah County, Portland Public Schools, Trimet, Portland Commission on Disability, bicycle and pedestrian bicycle advisory groups, faith organizations, local property owners and residents. Some of these groups were represented on a Project Working Group, presentations were made and input received at a variety of group/organization meetings, these groups were invited to attend and participate at the 3 major public events for the project and the public hearings. Staff attended and participated at Hacienda Latino and Somali parent groups, and discussed the project with the Portland Commission on Disability and its Accessibility and Built Environment Committee. Some materials and all event announcements were produced in Spanish and distributed to Latino businesses and residents. Every major event included

Spanish interpretation and child care, both were well used. A PCC English for Speakers of Other Languages class of local residents also participated at major project events.

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

The proposals were revised based on public input including testimony received at the May 22 Planning and Sustainability Commission hearing.

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

Project team designed the public involvement for this project and the project team sought input on specific events and activities from the Project Working Group through the process. The project team implemented the public involvement events and activities.

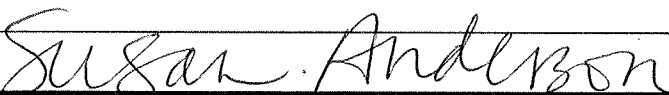
e) Primary contact for more information on this public involvement process (name, title, phone, email):

Debbie Bischoff, Senior Planner, 503.823.6946, Debbie.bischoff@portlandoregon.gov

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

City bureau staff from BPS, PDC, Bureau of Housing, and the Office of Equity and Human Relations, will be working on policies and strategies related to gentrification and displacement with interested community organizations. These bureaus will also be compiling, updating, and monitoring historic, current and future demographic, housing and market data for the Cully neighborhood. This will assist all partners in developing and modifying policies and strategies over time as necessary.

The BPS NE District Liaison will continue to work with the Cully community to stay informed on neighborhood-related matters.


BUREAU DIRECTOR (Typed name and signature)