

Cully Blvd  
Neighborhood Prosperity Initiative  
Urban Renewal Plan

April 11, 2012

Exhibit A

## Exhibit A

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## Exhibit A

## I. Introduction

The Neighborhood Economic Development Strategy (the "NED Strategy") is a citywide initiative to foster economic opportunity and neighborhood vitality throughout Portland neighborhoods. On October 18, 2011, Mayor Adams and County Chair Cogen jointly announced the Neighborhood Prosperity Initiative (the "NPI"), one of the NED Strategy's key elements that will result in the creation of several small, innovative urban renewal areas, focused on neighborhood commercial areas. The goal of the NPI is to strengthen the economic competitiveness of business districts through community-planned and community-implemented actions. Under the NPI, six neighborhood commercial corridors (each, a "NPI District") successfully applied to be part of the first round of the NPI. Those areas include:

42nd Avenue	Rosewood
Cully Blvd	Division – Midway
Parkrose	82nd Avenue and Division

The NPI Districts were prioritized based on five criteria: concentrations of blighted properties in the commercial corridor, capacity of business/community organizations, concentrations of locally-owned businesses, concentrations of minority-owned and/or serving businesses, designation of commercial zoning and commercial uses along corridors, and demographic factors of poverty, low household incomes, and declining commercial investment. URAs generate revenue through tax increment financing ("TIF") which will provide a portion of each NPI District's funding for capital improvement projects. In order to be fully successful, each NPI District will require additional funding revenues beyond the TIF resources available to each NPI District. The Portland Development Commission ("PDC" or "Commission") intends to enter into intergovernmental agreements with its city and county partners to secure such additional funding revenues. This Cully Blvd NPI Urban Renewal Plan (this "Plan") outlines a strategy to invest TIF in underutilized property in the Cully Blvd NPI District (the "District") to meet the goal of the NPI.

Neighborhood support and ownership is critical, and as such, the formation process started with District-oriented organization of a broad cross-section of people representing the District's business community, residents, property owners, organizations, and community groups. It is the intention that everyone with a stake in the District and its future should be involved in preparing a plan that best meets the economic development needs of the District. Input has been solicited, received and considered in the development of this Plan.

In summary, this Plan will focus on enhancing the vitality of the business district, consistent with the following community-developed vision statement:

*Symbolizing the heart of the historic Cully neighborhood, Portland's vibrant and eclectic Cully Boulevard Multicultural Business District is committed to serve and respond to the hopes and dreams of its diverse population. In our shared vision, we see community-rooted businesses established and prospering. The Cully Boulevard scene is framed by a tapestry of colors, perspectives and experiences, alive with the sights and sounds of a community that is connected and balanced in its social, cultural and economic diversity. From the view of the Columbia*

## Exhibit A

*Wetlands to Mount Saint Helens, the land is alive with native plants and trees thriving in clean air and water. Shoppers from far and wide gather at their favorite destinations. Pedestrians walk, roll and stroll and cyclers ride, all happy, healthy and safe. Elders, children, grandchildren, friends and families thrive and care for one another. Cully neighbors welcome visitors warmly and share their voices and cultures with pride. Cully has become a community that celebrates the many opportunities to learn, to serve, to work and to build a shared future. It is a community where stories of personal, family and business success and prosperity are common. The Cully neighborhood is a living mosaic, contributing vital sustenance, restoring and strengthening our interrelatedness and providing opportunity for all. Cully is a place known for its welcoming spirit. There is room for all of us; to find a residence, to settle down, to start a business, or to retire in the family home. With Cully Boulevard at the heart of this community, the Cully Boulevard Alliance exists to promote and foster opportunity for economic prosperity that cultivates diversity, nurtures community, and empowers the neighborhood.*

## **II. Cully Blvd NPI District Map and Legal Description**

The District shown in Figure 1 below contains 164.6 acres, including public right-of-way. There are 619 tax lots within the District, totaling 126.1 acres. The District overlaps portions of the following neighborhood and business associations:

- Cully Neighborhood Association
- Roseway Neighborhood Association
- Rose City Park Neighborhood Association
- Portland International Business District

### **A. Legal Description**

The legal description of the District is attached as Exhibit 1, with an associated map as Exhibit 1.A.

## B. Proposed Land Uses

The City of Portland's Comprehensive Plan and implementing ordinances govern land use within the District. Any adopted change in the Comprehensive Plan or implementing ordinances shall automatically amend this Section, as applicable, without the necessity of any further formal action. This Section shall thereafter incorporate any relevant amendments, additions or deletions. To the extent this Section conflicts with the Comprehensive Plan or Zoning Code, the Comprehensive Plan and Zoning Code shall govern.

Title 33, Portland City Code is incorporated herein to establish the maximum densities and building requirements to be implemented with this Plan.

Table 1. Existing Comprehensive Plan Designations of District

Comprehensive Plan Designation	Acreage	% of Total
General Commercial	10.7	9%
Neighborhood Commercial	8.0	6%
Mixed Employment	8.4	7%
Residential 2,000	32.2	26%
Residential 3,000	6.1	5%
Residential 5,000	3.6	3%
Residential 7,000	57.0	45%
<b>Total</b>	<b>126.1</b>	<b>100%</b>

\*Source: City of Portland Bureau of Planning and Sustainability

**Neighborhood Prosperity Initiative**

**Cully Blvd NPI**

URA Boundary

City of Portland Comp Plan Designations \*

- General Commercial
- Neighborhood Commercial 2
- Urban Commercial
- Mixed Employment
- Industrial Sanctuary
- Open Space
- Medium Density Multi-Dwelling Res. 1,000
- Low Density Multi-Dwelling Res. 2,000
- Single Dwelling Residential 2,500
- Multi-Dwelling Residential 3,000
- Single Dwelling Residential 5,000
- Single Dwelling Residential 7,000

\* - 1/2 mile around NE Cully Blvd

The map displays the Cully Blvd NPI area, bounded by NE 12th Ave to the north and NE 100th Ave to the south. The area is divided into various land use designations, including General Commercial (CG), Neighborhood Commercial 2 (NC), Urban Commercial (UC), Mixed Employment (ME), Industrial Sanctuary (IS), Open Space (OS), Medium Density Multi-Dwelling Res. 1,000 (R2), Low Density Multi-Dwelling Res. 2,000 (R3), Single Dwelling Residential 2,500 (R5), Multi-Dwelling Residential 3,000 (R7), Single Dwelling Residential 5,000 (R2.5), and Single Dwelling Residential 7,000 (R7). The map also shows the URA Boundary and the City of Portland Comp Plan Designations. A scale bar indicates distances up to 1,000 feet, and a north arrow is present in the bottom right corner.

### **III. Urban Renewal Projects**

In order to achieve the goal of the NPI, the following projects will be undertaken in the District by the Commission, in accordance with applicable federal, state, county and city laws, policies and procedures. Such projects may be modified, expanded or eliminated as needed to meet the goal of the NPI as set forth in this Plan, subject to Section VIII, Procedures for Amendments to the Plan.

#### **A. Projects**

Commercial corridor revitalization will occur through capital improvement projects, which could be public or private in nature, including, but not limited to, improvements to business exteriors and interiors, street furniture, garbage receptacles, lighting, district signage, gateway markers, and other small-scale, permanent capital improvements and administrative support therefore (collectively, the "Projects").

The Projects shall also include program development and project planning activities necessary to achieve the goal of the NPI as set forth in this Plan. The Commission will also undertake administration of all aspects of this Plan, in a manner consistent with the NPI.

### **IV. Relationship to Local Plans and Objectives**

#### **A. Portland Comprehensive Plan**

This Plan is in conformity with the Portland Comprehensive Plan and its supporting neighborhood and area plans, as a whole relative to the Projects of the District, including public improvements.

#### **B. City of Portland Economic Development and Neighborhood Economic Development Strategies**

The Five-Year Economic Development Strategy (the "Strategy") was adopted by the Portland City Council ("Council") on July 8, 2009, via Resolution Number 36714. The Strategy sets forth the approach for building the most sustainable economy in the world, with the goal of creating 10,000 new jobs in five years. Building a sustainable economy requires a balanced focus on job growth, innovation in sustainability and equality of economic opportunity through competitiveness, urban innovation and neighborhood business vitality. This Plan meets Strategy Goal 3:

- Goal 3: Neighborhood Business Vitality
  - Achieve equality of opportunity by stimulating economic activity in neighborhoods throughout the city.

This Plan also implements the NED Strategy, adopted by Council on May 25, 2011, via Resolution Number 36864. The NED Strategy articulates how community partners, business leadership and public partners can use focused neighborhood-level actions to collectively foster economic opportunity and neighborhood vitality throughout Portland. The goal of the NED Strategy is to create thriving commercial areas, successful neighborhood businesses and equitable access to quality jobs. In particular, the Plan will implement NED Strategy Objectives 1 and 2:



- Objective 1: Build Local Capacity to Achieve Economic Development Outcomes
  - A. Strengthen Community Capacity to Develop Neighborhood Economic Development Plans
  - B. Increase Citywide Community and Organizational Capacity
- Objective 2: Drive Neighborhood Business Growth
  - A. Connect Traded Sector and Neighborhood Work
  - B. Seed Investments to Implement Neighborhood Economic Development Plans
  - C. Expand Citywide Financial Tools for Neighborhood Businesses

## **V. Relocation Policy**

All relocation activities will be undertaken in accordance with the requirements of ORS 281.045-281.105, PDC Relocation Policies and Procedures and any other applicable law or regulation.

## **VI. Property Acquisition and Disposition Policies**

No property acquisition or disposition is anticipated in this District.

## **VII. Plan Financing**

### **A. General Description of the Proposed Financing Methods**

The Commission may borrow money and accept advances, loans, grants and any other form of financial assistance from the federal government, the state, city, county, or other public body, or from any sources, public or private, for the purposes of undertaking and carrying out this Plan, or may otherwise obtain financing as authorized by ORS 457 and Chapter XV of the City Charter. Upon request of the Commission, Council may from time to time issue revenue bonds, certificates, debentures or promissory notes to assist in financing project activities as provided by Section 15-106 of the City Charter.

The funds obtained by the Commission shall be used to pay or repay any costs, expenses, advancements and indebtedness incurred in planning or undertaking project activities or in otherwise exercising any of the powers granted by ORS 457 and Chapter XV of the City Charter in connection with the implementation of this Plan.

The total maximum indebtedness which may be incurred under this Plan is \$1,250,000.

### **B. Tax Increment Financing**

The Plan may be financed, in whole or in part, by fund allocated to the Commission as provided in section 1c, Article IX of the Oregon Constitution and ORS 457.420 through ORS 457.450.

## **VIII. Procedures for Amendments to the Plan**

This Plan may be reviewed and evaluated periodically, and may be amended as needed, in conformance with statutory requirements. All amendments to this Plan shall be made pursuant to the following procedures.

### **A. Substantial Amendments**

Substantial amendments are solely amendments that:

1. Add land to the District, except for an addition of land that totals not more than one percent of the existing District; or
2. Increase the maximum amount of indebtedness that can be issued or incurred under this Plan.

Substantial amendments shall require the same approval process as required for initial plan adoption including the approval process as provided in ORS 457.095 and the notice requirement set forth in ORS 457.120.

### **B. Council-Approved Amendments**

Council-approved amendments are solely amendments that:

1. Identify a project that includes a public building to the extent such project has not previously been identified in this Plan along with an explanation of how such project would serve or benefit the District.

Council-approved amendments require approval by PDC by resolution and by Council, which may approve the amendment by resolution. Council-approved amendments do not require any of the procedural or notice requirements found in ORS Chapter 457, including but not limited to the procedures set forth in ORS 457.085(4) and (5). To the extent that a Council-approved amendment involves a public building, such amendment shall explain how the project serves or benefits the District.

### **C. Minor amendments**

Minor amendments are amendments that are neither substantial, nor Council-approved amendments. Minor amendments may include changing the goals of the Plan or removing land from the urban renewal area. Minor amendments are effective upon adoption of a resolution by PDC approving the amendment.

## **IX. Other Provisions**

### **A. Non-Discrimination**

In the preparation, adoption and implementation of this Plan, no public official or private party shall take any action or cause any person, group or organization to be discriminated against on the basis of age, race, color, religion, gender, sexual orientation, marital status, citizenship status, or national origin.

**B. Agreements to Implement This Plan**

The Commission may implement this Plan through one or more grant agreements with a neighborhood entity that will identify neighborhood needs, disburse and account for the use of Plan funds and carry out implementation of the Plan. It is the intention of the Commission to utilize such agreements to guide and specify public investments and private development to ensure that the Projects are in conformance with this Plan.

**C. Duration of Urban Renewal Plan**

No indebtedness, for which taxes divided under ORS 457.440 are to be pledged, shall be issued under this Plan (or under any of the Projects undertaken with respect to this Plan) once maximum indebtedness is reached.

**D. Validity**

Should a court of competent jurisdiction find any word, clause, sentence, section or part of this Plan to be invalid, the remaining words, clauses, sentences, sections or parts shall be unaffected by such findings and shall remain in full force and effect for the duration of this Plan.

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**EXHIBIT 1**

LEGAL DESCRIPTION, PAGE 1 OF 6

**CULLY BOULEVARD  
 NEIGHBORHOOD PROSPERITY INITIATIVE  
 URBAN RENEWAL AREA**

**PORTLAND, OREGON**

Beginning at the southeast corner of Lot 7, Block 3 of the Plat of "Eckelman Acres", Assessor Map 1N2E 20BC, at the intersection of the westerly right-of-way line of NE 66<sup>th</sup> Avenue and the northerly right-of-way line of NE Wygant Street, located in the Northwest One-Quarter of Section 20, Township 1 North, Range 2 East, Willamette Meridian, City of Portland, Multnomah County, State of Oregon;

1. Thence westerly 521 feet, more or less, along said northerly right-of-way line to its intersection with the northerly extension of the westerly right-of-way line of NE 64<sup>th</sup> Avenue, Assessor Map 1N2E 20BC;
2. Thence southerly 996 feet, more or less, along said westerly right-of-way line and the northerly extension thereof to its intersection with the northerly right-of-way line of NE Prescott Street, Assessor Map 1N2E 20BC;
3. Thence westerly 372 feet, more or less, along said northerly right-of-way line to its intersection with the west line of Lot 11, Block 1 of the Plat of "Paddock Acres" Assessor Map 1N2E 20BC;
4. Thence southerly 60 feet, more or less, along the southerly extension of the west line of said Lot 11 to its intersection with the southerly right-of-way line of NE Prescott Street, Assessor Map 1N2E 20CB;
5. Thence westerly 134 feet, more or less, along said southerly right-of-way line to its intersection with the westerly right-of-way line of NE 62<sup>nd</sup> Avenue, Assessor Map 1N2E 19DA;
6. Thence southerly 1289 feet, more or less, along said westerly right-of-way line to its intersection with the north line of the Plat of "Fallow Acres", Assessor Map 1N2E 19DD;
7. Thence westerly 80 feet, more or less, along said north line to its intersection with the east line of Lot 12 of said Plat, Assessor Map 1N2E 19DD;
8. Thence southerly 250 feet, more or less, along said east line to its intersection with the northerly right-of-way line of NE Failing Street, Assessor Map 1N2E 19DD;
9. Thence westerly 780 feet, more or less, along said northerly right-of-way line to its intersection with the westerly right-of-way line of NE 59<sup>th</sup> Avenue, Assessor Map 1N2E 19DD;
10. Thence southerly 1040 feet, more or less, along said westerly right-of-way line to its intersection with the northerly right-of-way line of NE Fremont Street, Assessor Map 1N2E 19DD;

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11. Thence westerly 200 feet, more or less, along said northerly right-of-way line to its intersection with the west line of Lot 9, Block 1 of the Plat of "Boston Addition", Assessor Map 1N2E 19DD;
12. Thence southerly 61 feet, more or less, to the intersection of the southerly right-of-way line of NE Fremont Street and the westerly right-of-way line of NE 58<sup>th</sup> Avenue, Assessor Map 1N2E 30AA;
13. Thence southerly 425 feet, more or less, along said westerly right-of-way line to its intersection with the northerly right-of-way line of NE Klickitat Street, Assessor Map 1N2E 30AA;
14. Thence westerly 471 feet, more or less, along said northerly right-of-way line to its intersection with the easterly right-of-way line of NE 56<sup>th</sup> Avenue, Assessor Map 1N2E 30AB;
15. Thence northerly 426 feet, more or less, along said easterly right-of-way line to its intersection with the southerly right-of-way line of NE Fremont Street, Assessor Map 1N2E 30AB;
16. Thence easterly 100 feet, more or less, along said southerly right-of-way line to its intersection with the east line of Lot 16, Block 122 of the Plat of "Rose City Park Blocks 112-123 and Blocks 145-158", Assessor Map 1N2E 30AB;
17. Thence northerly 60 feet, more or less, to the intersection of the northerly right-of-way line of NE Fremont Street and the southerly east line of "Rose City Cemetery", Assessor Map 1N2E 19;
18. Thence northerly 130 feet, more or less, along said southerly east line of "Rose City Cemetery" to its intersection with the easterly south line of said Cemetery, Assessor Map 1N2E 19;
19. Thence easterly 95 feet, more or less, along said easterly south line of said Cemetery to its intersection with the westerly right-of-way line of NE 57<sup>th</sup> Avenue, Assessor Map 1N2E 19;
20. Thence northerly 987 feet, more or less, along said westerly right-of-way line to its intersection with the west line of Block 6 of the Plat of "Boston Addition", Assessor Map 1N2E 19DD;
21. Thence northerly 210 feet, more or less, along said west line to its intersection with the north line of "Rose City Cemetery", Assessor Map 1N2E 19DB;
22. Thence westerly 105 feet, more or less, along said north line to its intersection with the west line of Lot 1 of the Unrecorded Plat of "Marking Acres", being the southeast corner of Tax Lot 14400, Assessor Map 1N2E 19DB;
23. Thence northerly 100 feet, more or less, along said west line to its intersection with a line parallel to and 100 feet southerly of the southerly right-of-way line of NE Mason Street, being the southwest corner of Tax Lot 14600, Assessor Map 1N2E 19DB;
24. Thence easterly 170 feet, more or less, along said parallel line to its intersection with a line parallel to and 70 feet easterly of the west line of Lot 1, Block 5 of the Plat of "Community Acres", being the southwest corner of Tax Lot 7900, Assessor Map 1N2E 19DA;
25. Thence northerly 50 feet, more or less, along said parallel line to its intersection with a line parallel to and 50 feet southerly of the southerly right-of-way line of NE Mason Street, being the southwest corner of Tax lot 8000, Assessor Map 1N2E 19DA;
26. Thence easterly 77 feet, more or less, along said parallel line to its intersection with a line parallel to and 147 feet easterly of the west line of said Lot 1, being the southwest corner of Tax Lot 8100, Assessor Map 1N2E 19DA;

27. Thence northerly 110 feet, more or less, along said parallel line and the northerly extension thereof to its intersection with the northerly right-of-way line of NE Mason Street, Assessor Map 1N2E 19DA;
28. Thence westerly 126 feet, more or less, along said northerly right-of-way line to its intersection with the easterly right-of-way line of NE 57<sup>th</sup> Avenue, Assessor Map 1N2E 19DA;
29. Thence northerly 175 feet, more or less, along said easterly right-of-way line to its intersection with a line parallel to and 50 feet southerly of the north line of Lot 6, Block 4 of the Plat of "Community Acres", Assessor Map 1N2E 19DA;
30. Thence westerly 20 feet, more or less, along said parallel line to its intersection with the west line of said Lot 6, Assessor Map 1N2E 19DA;
31. Thence northerly 275 feet, more or less, along said west line and the west line of Lot 4, Block 4 of said Plat to its intersection with the southerly right-of-way line of NE Skidmore Street, Assessor Map 1N2E 19DA;
32. Thence easterly 188 feet, more or less, along said southerly right-of-way line to its intersection with the southerly extension of the west line of the east one-half of Lot 11, Block 1 of the Plat of "Community Acres", Assessor Map 1N2E 19DA;
33. Thence northerly 320 feet, more or less, along said west line and the southerly extension thereof to its intersection with the south line of Partition Plat Number 1993-072, Assessor Map 1N2E 19DA;
34. Thence easterly 187 feet, more or less, along said south line and the south line of Lot 3, Block 1 of the Plat of "Community Acres" to its intersection with the west line of Lot 4, Block 1 of said Plat, Assessor Map 1N2E 19DA;
35. Thence northerly 135 feet, more or less, along said west line to its intersection with a line parallel to and 125 feet southerly of the southerly right-of-way line of NE Prescott Street, Assessor Map 1N2E 19DA;
36. Thence westerly 70 feet, more or less, along said parallel line to its intersection with a line parallel to and 70 feet westerly of the east line of Lot 3, Block 1 of said Plat, Assessor Map 1N2E 19DA;
37. Thence northerly 125 feet, more or less, along said parallel line to its intersection with the southerly right-of-way line of NE Prescott Street, Assessor Map 1N2E 19DA;
38. Thence northerly 60 feet, more or less, to the intersection of the northerly right-of-way line of NE Prescott Street and a line parallel to and 27 feet westerly of the east line of Lot 16, Block 1 of the Plat of "Berry Acres", Assessor Map 1N2E 19AD;
39. Thence northerly 100 feet, more or less, along said parallel line to its intersection with a line parallel to and 100 feet northerly of the northerly right-of-way line of NE Prescott Street, Assessor Map 1N2E 19AD;
40. Thence easterly 15 feet, more or less, along said parallel line to its intersection with a line parallel to and 12 feet westerly of the east line of said Lot 16, Assessor Map 1N2E 19AD;
41. Thence northerly 90 feet, more or less, along said parallel line to its intersection with the east-west center line of Block 1 of said Plat, Assessor Map 1N2E 19AD;
42. Thence easterly 412 feet, more or less, along said east-west center line of said Block 1 to its intersection with the east line of Lot 7, Block 1 of said Plat, Assessor Map 1N2E 19AD;
43. Thence northerly 250 feet, more or less, along said east line and the northerly extension thereof to its intersection with the northerly right-of-way line of NE Going Street and the east line of Lot 12, Block 2 of said Plat, Assessor Map 1N2E 19AD;
44. Thence easterly 220 feet, more or less, along said northerly right-of-way line to its intersection with the easterly right-of-way line of NE 60<sup>th</sup> Avenue, Assessor Map 1N2E 19AD;

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45. Thence northerly 2038 feet, more or less, along said easterly right-of-way line to its intersection with the easterly extension of the north line of Lot 29, Block 1 of the Plat of "Primrose Park", Assessor Map 1N2E 19AA;
46. Thence westerly 224 feet, more or less, along said north line and the easterly extension thereof to its intersection with the east line of Lot 13, Block 1 of said Plat, Assessor Map 1N2E 19AA;
47. Thence northerly 212 feet, more or less, along said east line and the northerly extension thereof to its intersection with the northerly right-of-way line of NE Killingsworth Street, Assessor Map 1N2E 18DD;
48. Thence easterly 62 feet, more or less, along said northerly right-of-way line to its intersection with a line parallel to and 140 feet easterly of the easterly right-of-way line of NE 59<sup>th</sup> Avenue, being the southwest corner of Tax Lot 4900, Assessor Map 1N2E 18DD;
49. Thence northerly 174 feet, more or less, along said parallel line to its intersection with a line parallel to and 174 feet northerly of the northerly right-of-way line of NE Killingsworth Street, being the southwest corner of Tax Lot 4800, Assessor Map 1N2E 18DD;
50. Thence easterly 164 feet, more or less, along said parallel line and the easterly extension thereof to its intersection with the easterly right-of-way line of NE 60<sup>th</sup> Avenue, Assessor Map 1N2E 18DD;
51. Thence southerly 175 feet, more or less, along said easterly right-of-way line to its intersection with the northerly right-of-way line of NE Killingsworth Street, Assessor Map 1N2E 18DD;
52. Thence easterly 1201 feet, more or less, along said northerly right-of-way line to its intersection with west line of the Thomas Cully Donation Land Claim Number 39, Assessor Map 1N2E 17CC;
53. Thence northerly 613 feet, more or less, along said west line to its intersection with the south line of the Plat of "Killingsworth Gardens", Assessor Map 1N2E 17CC;
54. Thence westerly 136 feet, more or less, along said south line to its intersection with the east line of Lot 10, Block 3 of said Plat, Assessor Map 1N2E 17CC;
55. Thence northerly 242 feet, more or less, along said east line and the northerly extension thereof to its intersection with the northerly right-of-way line of NE Simpson Street, Assessor Map 1N2E 17CC;
56. Thence westerly 322 feet, more or less, along said northerly right-of-way line to its intersection with the west line of the east one-half of Lot 15, Block 2 of said Plat, being the southwest corner of Tax Lot 2000, Assessor Map 1N2E 17CC;
57. Thence northerly 246 feet, more or less, along said west line and the northerly extension thereof to its intersection with the southwesterly right-of-way line of NE Portland Highway (US Highway 30), Assessor Map 1N2E 17CC;
58. Thence southeasterly 1092 feet, more or less, along said southwesterly right-of-way line to its intersection with the southerly extension of the west line of Tax Lot 1800, Assessor Map 1N2E 17CD;
59. Thence northerly 218 feet, more or less, along said west line and the southerly extension thereof to its intersection with the north line of Tax Lot 1800, Assessor Map 1N2E 17CD;
60. Thence easterly 73 feet, more or less, along said north line to its intersection with the northeasterly line of Tax Lot 1800, Assessor Map 1N2E 17CD;
61. Thence southeasterly 317 feet, more or less, along said northeasterly line to its intersection with the northwesterly right-of-way line of NE Cully Boulevard, Assessor Map 1N2E 17CD;

62. Thence southwesterly 221 feet, more or less, along said northwesterly right-of-way line to its intersection with the southwesterly right-of-way line of NE Portland Highway, Assessor Map 1N2E 17CD;
63. Thence southeasterly 671 feet, more or less, along said southwesterly right-of-way line to its intersection with the northerly right-of-way line of NE Killingsworth Street, being the southeasterly corner of Tax Lot 2100, Assessor Map 1N2E 17CD;
64. Thence southeasterly 595 feet, more or less, to the intersection of the south line of the Thomas Cully Donation Land Claim Number 39 and the northerly extension of the westerly right-of-way line of NE 72<sup>nd</sup> Avenue, Assessor Map 1N2E 20BA;
65. Thence southerly 153 feet, more or less, along said westerly right-of-way line and the northerly extension thereof to its intersection with the southerly line of Tax Lot 100, Assessor Map 1N2E 20BA;
66. Thence westerly 177 feet, more or less, along said southerly line to its intersection with the west line of said Tax Lot , Assessor Map 1N2E 20BA;
67. Thence northerly 102 feet, more or less, along said west line to its intersection with the southerly right-of-way line of NE Killingsworth Street, Assessor Map 1N2E 20BA;
68. Thence westerly 530 feet, more or less, along said southerly right-of-way line to its intersection with the west line of Lot 11 of the Unrecorded Plat of "Hiram Paddock Tract", Assessor Map 1N2E 20BA;
69. Thence southerly 63 feet, more or less, along said west line to its intersection with a line parallel to and 103 feet southerly of the north line of Section 20, Township 1 North, Range 2 East, Assessor Map 1N2E 20BA;
70. Thence westerly 65 feet, more or less, along said parallel line to its intersection with a line parallel to and 65 feet westerly of the east line of Lot 10 of said Unrecorded Plat, Assessor Map 1N2E 20BA;
71. Thence northerly 63 feet, more or less, along said parallel line to its intersection with the southerly right-of-way line of NE Killingsworth Street, Assessor Map 1N2E 20BA;
72. Thence westerly 203 feet, more or less, along said southerly right-of-way line to its intersection with the east line of Partition Plat Number 1999-113, Assessor Map 1N2E 20BA;
73. Thence southerly 287 feet, more or less, along said east line to its intersection with the south line of said Partition Plat, Assessor Map 1N2E 20BA;
74. Thence westerly 263 feet, more or less, along said south line to its intersection with the west line of said Partition Plat, Assessor Map 1N2E 20BA;
75. Thence northerly 140 feet, more or less, along said west line to its intersection with the north line of Tax Lot 1000, Assessor Map 1N2E 20BA;
76. Thence westerly 212 feet, more or less, along said north line to its intersection with the southeasterly right-of-way line of NE Cully Boulevard, Assessor Map 1N2E 20BA;
77. Thence southwesterly 353 feet, more or less, along said southeasterly right-of-way line to its intersection with the northerly right-of-way line of NE Emerson Street, Assessor Map 1N2E 20BA;
78. Thence easterly 69 feet, more or less, along said northerly right-of-way line to its intersection with the northerly extension of a line parallel to and 60 feet westerly of the east line of Lot 2 of the Plat of "Paddock Homesites", Assessor Map 1N2E 20BB;
79. Thence southerly 50 feet, more or less, along said parallel line and the northerly extension thereof to its intersection with the southerly right-of-way line of NE Emerson Street, Assessor Map 1N2E 20BB;



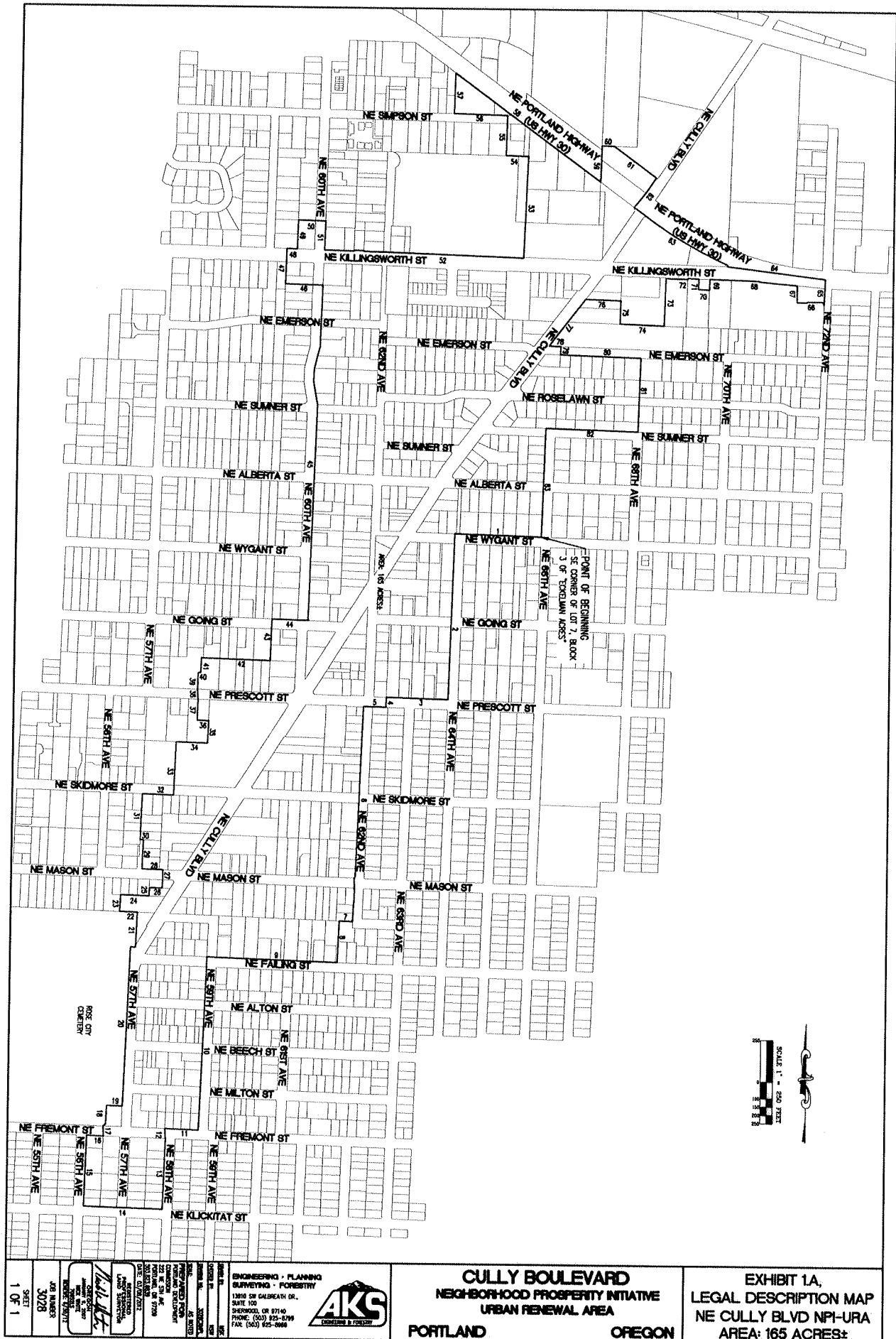
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## Exhibit A

80. Thence easterly 480 feet, more or less, along said southerly right-of-way line to its intersection with the vacated centerline of NW 68<sup>th</sup> Avenue (Vacation Ordinance Number 4630), Assessor Map 1N2E 20BA;
81. Thence southerly 444 feet, more or less, along said vacated centerline to its intersection with the northerly right-of-way line of NE Sumner Street, Assessor Map 1N2E 20BA;
82. Thence westerly 549 feet, more or less, along said northerly right-of-way line to its intersection with the northerly extension of the westerly right-of-way line of NE 66<sup>th</sup> Avenue, Assessor Map 1N2E 20BB;
83. Thence southerly 653 feet, more or less, along said westerly right-of-way line and the northerly extension thereof to its intersection with the northerly right-of-way line of NE Wygant Street, and the Point of Beginning.

Said Cully Boulevard NPI District Boundary Line delineates an Area containing 165 acres, more or less, and lying entirely within the City of Portland, County of Multnomah, State of Oregon.





<b>AKS</b> ENGINEERING • PLANNING SURVEYING • FORESTRY 13810 SW GALELASH DR. SUITE 100 BEVERLY, OR 97140 PHONE (503) 925-5799 FAX (503) 925-5888		PROJECT: NE CULLY BLVD NPI-URA DRAWN BY: J. K. KIM CHECKED BY: J. K. KIM DATE: 10/1/01 SCALE: AS SHOWN SHEET: 1 OF 1
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**CULLY BOULEVARD**  
 NEIGHBORHOOD PROSPERITY INITIATIVE  
 URBAN RENEWAL AREA  
 PORTLAND OREGON

EXHIBIT 1A,  
 LEGAL DESCRIPTION MAP  
 NE CULLY BLVD NPI-URA  
 AREA: 165 ACRES±

Report Accompanying the  
Cully Blvd  
Neighborhood Prosperity Initiative  
Urban Renewal Plan

April 11, 2012

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## I. Introduction

This Technical Report accompanying the Cully Blvd Neighborhood Prosperity Initiative Urban Renewal Plan (this "Report") contains background information and project details for the Cully Blvd Neighborhood Prosperity Initiative Urban Renewal Plan (the "Plan"). This Report is not a legal part of the Plan but is intended to provide public information and a basis for the findings made by the City Council ("Council") as part of its approval of the Plan. The Report provides the information required in ORS 457.085(3).

## II. Description of Existing Physical, Social, and Economic Conditions and Expected Impact, Including Fiscal Impact, of the Plan in Light of Added Services or Increased Population

### A. Physical Conditions

#### 1. Land Use and Zoning

The Cully Blvd Neighborhood Prosperity Initiative Urban Renewal Area, hereinafter referred to as the "District," shown in Figure 1 below contains 164.6 acres, including public right-of-way. There are 619 tax lots within the District, totaling 126.1 acres. Existing land use and zoning of the District are detailed in Tables 1 and 2.

Table 1. Existing Land Use of District

Property Class	Acreage	% of Total
Miscellaneous	0.3	<1%
Residential	87.2	69%
Commercial	25.1	20%
Industrial	6.6	5%
Multi-Family	6.9	5%
<b>Total</b>	<b>126.1</b>	<b>100%</b>

\*Source: Multnomah County Office of Assessment and Taxation





Table 2. Existing Zoning of District

Zoning Designation	Acreage	% of Total
General Commercial	10.7	9%
Neighborhood Commercial 2	7.8	6%
General Employment 2	8.4	7%
Residential 2,000	32.4	26%
Residential 3,000	6.1	5%
Residential 5,000	3.6	3%
Residential 7,000	57.0	45%
<b>Total</b>	<b>126.1</b>	<b>100%</b>

\*Source: City of Portland Bureau of Planning and Sustainability

## B. Social Conditions

Based on data provided by the City of Portland Bureau of Planning and Sustainability, the District significantly overlaps 2010 Census tracts with higher than citywide average poverty (16%) and/or lower than citywide median household income (\$48,500).

According to the 2010 Business Analyst estimates, the total population within a quarter-mile buffer of the District is 7,607. Race and ethnic background are shown in Table 3.

Table 3. Population Detail

Race	% of Total
White	58%
Black or African American	7%
American Indian and Alaska Native	1%
Asian	7%
Native Hawaiian and Other Pacific Islander	1%
Other	20%
Two or More Races	5%
Ethnicity	% of Total
Hispanic	29%

\*Source: 2010 Business Analyst

## C. Economic Conditions

### 1. Taxable Value

The 2011/2012 taxable value of land, improvements and personal property in the District is \$81,000,273. This does not include utility value which will be determined by the County Assessor upon District approval.

### 2. Improvement Value to Land Value Ratio

One tool for assessing the economic health of an area is an improvement to land ratio (I:L) analysis. Improvement to land ratio is an assessment of the real market value of the improvements on a parcel compared to the real market value of the land. If the ratio is low, it indicates a prevalence of depreciated values, underutilization and that the property may benefit from redevelopment.

Table 4. Improvement to Land Ratio

Area	Overall I:L Ratio
Cully Blvd NPI District	1.38:1
Citywide <sup>1</sup>	2.22:1

\*Source: Multnomah County Office of Assessment and Taxation

Based on the information in Table 4, the I:L ratio of commercially zoned property within the District is significantly lower than that of similarly zoned areas throughout the City. Therefore, the District can be identified as demonstrating a growing lack of proper utilization of the area, resulting in a stagnant and unproductive condition of land potentially useful and valuable for contributing to the public health, safety and welfare of the District and therefore constituting blight in accordance with ORS 457.010(1)(h).

## D. Expected Impact on Municipal Services

The fiscal impact of tax increment financing on taxing districts that levy taxes within the District is described in Section IX of this Report. This subsection discusses the fiscal impacts resulting from potential increases in demand for municipal services.

Commercial corridor revitalization projects and programs in the District are not expected to create an additional demand on municipal services. The projects and programs are expected to add value to properties, thereby potentially adding to the tax base and providing increment during the length of the Plan and tax revenues once the Plan is terminated.

Projects and programs in the District will address a lack of proper utilization that is resulting in stagnant and unproductive land. This assistance will result in a positive benefit to the overall public health, safety, and welfare of the community by addressing factors of blight.

<sup>1</sup> Includes only properties with Commercial or Central Employment zoning. Excludes all properties within the Central City, existing URAs and proposed NPI URAs.



### **III. Reasons for Selection of each Urban Renewal Area in the Plan**

There is one urban renewal area in the Plan. The reason for selection of the District is to reduce the blight described in the existing conditions set forth in Section II.C.2 of this Report.

### **IV. Relationship between Each Project and Existing Conditions in the Urban Renewal Area**

Commercial corridor revitalization will occur through capital improvement projects, which could be public or private in nature, including, but not limited to, improvements to business exteriors and interiors, street furniture, garbage receptacles, lighting, district signage, gateway markers, and other small-scale, permanent capital improvements and administrative support therefore (collectively, the "Projects"). The existing conditions described in Section II of this Report demonstrate that the District is underutilized compared to similarly zoned properties in other parts of the city, as shown in Table 4 above. The Projects will help private, nonprofit and for-profit parties reduce the underutilization of property in the District, described in Section II, while enhancing the vitality of the business district, creating jobs, increasing commerce, strengthening existing businesses, and increasing small business tenancy.

### **V. Estimated Total Cost of Each Project and the Sources of Moneys to Pay Such Costs**

The implementation of the Projects, which are expected to be discrete, small scale improvements to the commercial corridor of the District, will take place over the life of the Plan and as the sources of moneys set forth in Section VII of this Report are available. The estimated total cost of the Projects to be paid with tax increment financing is not anticipated to exceed total revenues identified in Section VII of this Report.

### **VI. Anticipated Completion Date for Each Project**

The Projects will be ongoing throughout the life of the Plan. Scheduling for the Projects will occur during the annual budgeting process for the District. The Projects identified in an annual plan are anticipated to receive allocations, determined through the budgeting process.

Exhibit B

## VII. Estimated Amount of Tax Increment Revenues Required and Anticipated Year in which Indebtedness will be Retired

Table 5 shows the yearly tax increment revenues and indebtedness incurred for the Plan. It is anticipated that indebtedness for the Plan will be fully repaid by the end of FY 2021/22.

Table 5. Tax Increment Revenues and Indebtedness Incurred for the Plan

Fiscal Year Ending June 30	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
<b>REVENUES</b>									
Tax Increment to Raise (before Compression)	\$73,378	\$92,998	\$122,235	\$151,603	\$125,000	\$125,000	\$125,000	\$125,000	\$82,933
Less Compression	(3,669)	(4,650)	(6,112)	(7,580)	(6,250)	(6,250)	(6,250)	(6,250)	(4,147)
Tax Increment Imposed (after Compression)	69,710	88,348	116,123	144,023	118,750	118,750	118,750	118,750	78,786
Less Adjustments for Discounts & Delinquencies	(4,252)	(5,389)	(7,084)	(8,785)	(7,244)	(7,244)	(7,244)	(7,244)	(4,806)
<b>NET TAX INCREMENT REVENUES</b>	<b>\$65,457</b>	<b>\$82,959</b>	<b>\$109,040</b>	<b>\$135,238</b>	<b>\$111,506</b>	<b>\$111,506</b>	<b>\$111,506</b>	<b>\$111,506</b>	<b>\$73,980</b>
Shared Tax Revenues to Raise (before Compression)	\$0	\$9,218	\$14,079	\$19,043	\$52,405	\$72,886	\$94,241	\$116,246	\$0
Less Compression	0	(461)	(704)	(952)	(2,620)	(3,644)	(4,712)	(5,812)	0
Shared Revenues Imposed (after Compression)	0	8,757	13,375	18,091	49,785	69,242	89,529	110,434	0
Less Adjustments for Discounts & Delinquencies	0	(534)	(816)	(1,104)	(3,037)	(4,224)	(5,461)	(6,736)	0
<b>NET SHARED TAX REVENUES</b>	<b>\$0</b>	<b>\$8,223</b>	<b>\$12,560</b>	<b>\$16,988</b>	<b>\$46,748</b>	<b>\$65,018</b>	<b>\$84,068</b>	<b>\$103,698</b>	<b>\$0</b>
<b>TOTAL REVENUES</b>	<b>\$65,457</b>	<b>\$91,182</b>	<b>\$121,599</b>	<b>\$152,225</b>	<b>\$158,254</b>	<b>\$176,524</b>	<b>\$195,574</b>	<b>\$215,204</b>	<b>\$73,980</b>
<b>PAYMENT OF INDEBTEDNESS</b>									
<b>INDEBTEDNESS REPAID</b>	<b>\$65,457</b>	<b>\$91,182</b>	<b>\$121,599</b>	<b>\$152,225</b>	<b>\$158,254</b>	<b>\$176,524</b>	<b>\$195,574</b>	<b>\$215,204</b>	<b>\$73,980</b>
<b>TOTAL INDEBTEDNESS PAID</b>	<b>\$65,457</b>	<b>\$91,182</b>	<b>\$121,599</b>	<b>\$152,225</b>	<b>\$158,254</b>	<b>\$176,524</b>	<b>\$195,574</b>	<b>\$215,204</b>	<b>\$73,980</b>

# Exhibit B

## VIII. Financial Analysis of the Plan

Table 6 shows the existing assessed value of the District and projected incremental assessed value. It then shows the tax rate applied to these resulting assessed values and the reduction of these values by compression.

Table 6. Projected Incremental Assessed Value, Tax Rates and Tax Increment Revenues

Fiscal Year Ending June 30	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
<b>Projected Assessed Value Growth</b>									
Frozen Base	\$ 81,000,273	\$ 81,000,273	\$ 81,000,273	\$ 81,000,273	\$ 81,000,273	\$ 81,000,273	\$ 81,000,273	\$ 81,000,273	\$ 81,000,273
Incremental Assessed Value	4,100,639	6,228,162	8,408,872	10,644,101	12,935,210	15,283,598	17,690,694	20,157,969	22,686,925
<b>Total Assessed Value</b>	<b>\$85,100,912</b>	<b>\$87,228,435</b>	<b>\$89,409,145</b>	<b>\$91,644,374</b>	<b>\$93,935,483</b>	<b>\$96,283,871</b>	<b>\$98,690,967</b>	<b>\$101,158,242</b>	<b>\$103,687,198</b>
Total AV Growth		2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
Incremental AV Growth		51.88%	35.01%	26.58%	21.52%	18.15%	15.75%	13.95%	12.55%
<b>Consolidated Tax Rate</b>	<b>17.8944</b>	<b>17.9022</b>	<b>17.8954</b>	<b>17.8162</b>	<b>17.7042</b>	<b>17.5737</b>	<b>17.5414</b>	<b>17.5403</b>	<b>17.5391</b>
<b>Revenues Generated on Incremental Assessed Value</b>									
Amount to Urban Renewal Area	73,378	92,998	122,235	151,603	125,000	125,000	125,000	125,000	82,933
Amount to Taxing Jurisdictions									
City Permanent Rate	-	4,730	7,224	9,771	26,889	37,397	48,355	59,645	82,196
County Permanent Rate	-	4,488	6,855	9,272	25,516	35,489	45,887	56,601	78,001
Other Levies	-	9,261	14,166	18,991	51,603	70,703	91,078	112,330	154,779
<b>Total Revenues</b>	<b>\$73,378</b>	<b>\$111,498</b>	<b>\$150,480</b>	<b>\$189,637</b>	<b>\$229,008</b>	<b>\$268,589</b>	<b>\$310,320</b>	<b>\$353,577</b>	<b>\$397,908</b>
<b>Tax Increment Revenues to Urban Renewal Area</b>									
Tax Increment to Raise (before Compression)	\$73,378	\$92,998	\$122,235	\$151,603	\$125,000	\$125,000	\$125,000	\$125,000	\$82,933
Less Compression	(3,669)	(4,650)	(6,112)	(7,580)	(6,250)	(6,250)	(6,250)	(6,250)	(4,147)
<b>Tax Increment Imposed (after Compression)</b>	<b>\$69,710</b>	<b>\$88,348</b>	<b>\$116,123</b>	<b>\$144,023</b>	<b>\$118,750</b>	<b>\$118,750</b>	<b>\$118,750</b>	<b>\$118,750</b>	<b>\$78,786</b>
<b>Shared Revenues to Urban Renewal Area</b>									
Less Compression	\$0	\$9,218	\$14,079	\$19,043	\$52,405	\$72,886	\$94,241	\$116,246	\$0
Tax Increment Imposed (after Compression)	0	(461)	(704)	(952)	(2,620)	(3,644)	(4,712)	(5,812)	0
<b>Total Revenues to Urban Renewal Areas</b>	<b>\$69,710</b>	<b>\$97,106</b>	<b>\$129,499</b>	<b>\$162,114</b>	<b>\$168,535</b>	<b>\$187,992</b>	<b>\$208,279</b>	<b>\$229,184</b>	<b>\$78,786</b>

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## IX. Impact of Tax Increment Financing, both until and after the Indebtedness is Repaid, upon all Entities Levying Taxes upon Property in the Urban Renewal Area

The impact of tax increment financing on overlapping taxing jurisdictions consists primarily of the property tax revenues foregone on permanent rate levies as applied to the growth in assessed value within the District. Table 7 shows projected taxes foregone to all overlapping taxing jurisdictions.

Table 7. Tax Increment Revenues Foregone

Tax Increment Revenues Foregone 2014-2022	Total	Present Value to 2014
<b>Permanent Rates</b>		
City	\$264,503	\$189,342
County	251,003	179,678
Metro	5,582	3,996
Port	4,051	2,900
E Mult Soil	5,779	4,137
PPS	275,904	197,504
PCC	16,343	11,699
Mult ESD	26,444	18,930

Table 8 shows projected tax revenues generated on the Incremental Assessed Value of the district that are allocated to overlapping taxing jurisdictions through revenue sharing.

Table 8. Shared Revenues

Shared Revenues 2014-2021	Total	Present Value to 2014
<b>Permanent Rates</b>		
City	\$194,011	\$126,400
County	184,109	128,345
Metro	4,095	2,854
Port	2,971	2,071
E Mult Soil	4,239	2,955
PPS	202,374	141,078
PCC	11,987	8,357
Mult ESD	19,397	13,522

Table 9 shows the increase in permanent rate levy revenues that would occur after termination of the tax increment financing in FY 2022/23.

Table 9. Tax Increment Revenues Fully Regained

Tax Increment Revenues Fully Regained - 2023	Amount (nominal)	Present Value to 2014
<b>Permanent Rates</b>		
City	\$32,622	\$16,583
County	30,957	15,737
Metro	689	350
Port	500	254
E Mult Soil	713	362
PPS	34,028	17,298
PCC	2,016	1,025
Mult ESD	3,261	1,658

## X. Relocation Report

There are no businesses or residents to be relocated.

## XI. Compliance with Statutory Limits on Assessed Value and Acreage in Urban Renewal Areas

ORS 457.420 requires that urban renewal areas not exceed 15% of the total assessed value or 15% of the total land area of the City. Table 10 shows that the Plan is in compliance with ORS 457.420. This District is being planned concurrently with five other NPI districts. This table makes the assumption that all six districts are adopted on or around the same timeframe.

Table 10. Compliance with Statutory Limits on Assessed Value and Acreage

	<b>Frozen Base Assessed Value</b>	<b>Acres</b>
<b>Total City of Portland<sup>2</sup></b>	<b>\$ 43,634,351,239</b>	<b>92,768.0</b>
<b>Existing Urban Renewal Areas:</b>		
Airport Way	\$124,710,302	1,841.4
Central Eastside	\$224,626,739	692.3
Downtown Waterfront	\$55,674,313	233.1
Gateway Regional Center	\$307,174,681	658.5
Interstate Corridor <sup>3</sup>	\$1,290,430,925	3,990.0
Lents Town Center	\$736,224,033	2,846.3
North Macadam	\$192,609,397	401.9
Oregon Convention Center <sup>4</sup>	\$248,951,143	410.0
River District	\$461,577,974	351.2
South Park Blocks	\$376,066,574	156.3
Willamette Industrial	\$481,443,135	755.5
<b>Total Existing Urban Renewal Areas</b>	<b>\$4,499,489,216</b>	<b>12,336.5</b>
<b>% City in Existing Urban Renewal Areas</b>	<b>10.3%</b>	<b>13.3%</b>
<b>Proposed Neighborhood Prosperity Initiative Urban Renewal Areas:</b>		
42nd Avenue	\$81,011,867	136.2
Cully Blvd	\$81,000,273	164.6
Parkrose	\$80,493,774	142.6
Rosewood	\$78,774,383	135.6
Division – Midway	\$80,201,117	115.9
82nd Avenue and Division	\$81,523,638	108.8
<b>Total Proposed Urban Renewal Areas</b>	<b>\$483,005,052</b>	<b>803.7</b>
<b>Combined Total - Existing and Proposed</b>	<b>\$4,982,494,268</b>	<b>13,140.2</b>
<b>% City in Existing and Proposed Urban Renewal Areas</b>	<b>11.4%</b>	<b>14.2%</b>

<sup>2</sup> Total City of Portland AV less incremental AV in Urban Renewal Areas (OMF)

<sup>3</sup> Frozen base value represents AV added to ICURA in July 2011 amendment. Actual frozen base will be determined by the County Assessor. Acreage reflects July 2011 amendment.

<sup>4</sup> Frozen base value represents 11/12 OCC Frozen Base and is overstated for estimation purposes. As a result of the 20th Amendment to OCC (July 2011), the reduced frozen base will be determined by the County Assessor. Acreage reflects 20th Amendment.



**Bureau of Planning and Sustainability**  
Innovation. Collaboration. Practical Solutions.

## Portland Planning and Sustainability Commission

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Michelle Rudd, Vice Chair

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Mike Houck

Chris Smith

Lai-Lani Ovalles

Irma Valdez

March 20, 2012

Mayor Sam Adams and Portland City Council  
Portland City Hall  
1121 SW 4<sup>th</sup> Avenue  
Portland, OR 97204

### Subject: Neighborhood Prosperity Initiative: Urban Renewal Areas

Dear Mayor Adams and City Commissioners,

At a public meeting held on March 13, 2012, the Planning and Sustainability Commission voted unanimously in support of six proposed Urban Renewal Plans as recommended in the following Portland Development Commission Resolutions:

Resolution 6924 - 42<sup>nd</sup> Avenue Urban Renewal Area  
Resolution 6925 - Cully Boulevard Urban Renewal Area  
Resolution 6926 - Parkrose Urban Renewal Area  
Resolution 6927 - Rosewood Urban Renewal Area  
Resolution 6928 - Division-Midway Urban Renewal Area  
Resolution 6929 - 82<sup>nd</sup> Avenue and Division Urban Renewal Area

In reaching our decision, the Planning and Sustainability Commission finds that the proposed URAs conform to the Adopted City of Portland Comprehensive Plan and recommends that the Portland City Council adopt the URAs as presented.

The PSC further finds that the proposed URAs are supportive of the Equity Framework and Integrated Strategies of the Portland Plan and that they work to implement the City's Neighborhood Economic Development Strategy.

In considering the Neighborhood Prosperity Initiative Urban Renewal Areas, the Planning and Sustainability Commission heard testimony from six community members who have participated in the efforts to date to create these districts and the volunteer non-profits that will administer them. The testimony was compelling and an indication that the value of these districts will be derived not only from the tax increment revenues that will accrue but from the energy and imagination of the community members that will lead the efforts to improve their neighborhoods as well.

Thank you for the opportunity to participate in the review of this new use of urban renewal in the City and for considering our recommendations.

Sincerely,

*Michelle Rudd*

Michelle Rudd, Vice Chair  
Portland Planning and Sustainability Commission



City of Portland, Oregon | Bureau of Planning and Sustainability | [www.portlandonline.com/bps](http://www.portlandonline.com/bps)  
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## Introduction

The Cully Blvd NPI Urban Renewal Area (URA) is one of six such districts created through the Neighborhood Prosperity Initiative (NPI), a partnership between the City of Portland and the Portland Development Commission as an implementation measure of the City's Neighborhood Economic Development (NED) Strategy. These districts build upon the Main Street<sup>®</sup> model based on community driven economic development further identified in the NED strategy. They will build local capacity to achieve economic development outcomes, drive neighborhood business growth and coordinate resources in support of neighborhood economic development. One component of the URA is the creation of neighborhood based administrative entities drawn from local area business and residential neighborhood representatives. These local entities will administer the distribution and expenditure of tax increment revenue collected within the urban renewal areas on physical improvements to business properties such as storefront improvements, building rehabilitation and improvements to the public realm such as sidewalk, landscaping and lighting improvements that will improve the appearance and function of select neighborhood commercial centers or corridors.

Neighborhood Prosperity Initiative districts will function as urban renewal areas under state statute. This document is intended to meet the statutory requirements for land use planning consistency under ORS 457.095(3) by demonstrating conformance of the Cully Blvd Urban Renewal Area with the Portland Comprehensive Plan and pertinent supportive neighborhood and area plans.

The following legal findings of fact will document the Cully Blvd Urban Renewal Area's conformance with the City of Portland's Comprehensive Plan and all relevant supporting neighborhood and area plans.

## Cully Blvd NPI Urban Renewal Area Findings on Portland's Comprehensive Plan Goals

The Portland Comprehensive Plan was adopted by the Portland City Council on October 16, 1980, and was acknowledged as being conformance with the statewide planning goals by the Land Conservation and Development Commission on May 1, 1981. It has been updated and acknowledged for continuing conformance to the statewide planning goals through successive periodic reviews. The first and most recent periodic review was completed in January 2000. The City is currently undergoing its second Comprehensive Plan Periodic Review update which is expected to be completed by the end of 2013.

Comprehensive plans describe a variety of public goals that are to be achieved over the long term. These goals are usually complimentary but there are times when one comprehensive plan provision can only be advanced at the expense of another; or when one provision is funded while others must wait. In determining whether the Cully Blvd URA conforms with Portland's Comprehensive Plan, the city must sometimes choose between competing public goals. To do this the city will apply the following definition of "conform".

1. On balance, the purposes of the Comprehensive Plan are advanced as a whole; and
2. Future compliance with the Comprehensive Plan is not precluded

The Cully Blvd URA was prepared in conformity with the Portland Comprehensive Plan and is consistent with the following relevant Comprehensive Plan policies:



**Goal 1, Metropolitan Coordination**, calls for the Comprehensive Plan to be coordinated with federal and state law and to support regional goals, objectives and plans. The Cully Blvd URA supports this goal because:

- These findings demonstrate that the Cully Blvd URA is consistent with the City of Portland Comprehensive Plan which was acknowledged by the State of Oregon as consistent with statewide planning goals. The Cully Blvd URA will provide tax increment revenues for physical improvements to an in-town neighborhood commercial area. This is supportive of the regional goals contained in Metro's Urban Growth Management Functional Plan which call for developing a compact urban form with a focus on investment in transit oriented communities, main streets and town centers. The Cully Blvd URA is also specifically supportive of the following Metropolitan Coordination Policy.

**Policy 1.4, Intergovernmental Coordination**, requires continuous participation in intergovernmental affairs with public agencies to coordinate metropolitan planning and project development and maximize the efficient use of public funds.

- The Cully Blvd URA is consistent with this policy because all overlapping taxing jurisdictions were notified of the proposal, provided with draft authorizing documents and given an opportunity to comment. These jurisdictions include school districts, Metro and Multnomah County. Any comments received will be addressed during the City Council approval process in April 2012.

**Goal 2, Urban Development**, calls for maintaining Portland's role as the major regional employment and population center by expanding opportunities for housing and jobs, while retaining the character of established residential neighborhoods and business centers. The Cully Blvd URA supports this goal because:

- The Cully Blvd URA will facilitate the redevelopment of the Cully Blvd URA Area with a more robust mixture of commercial uses that will provide more employment opportunities than currently exist as well as a more attractive environment for the surrounding residential neighborhood. Specifically, the amendment is supportive of the following policies:

**Policy 2.1 Population Growth** calls for allowing for population growth within the existing city boundary by providing land use opportunities that will accommodate the projected increase in city households.

- The Cully Blvd URA will promote the redevelopment of the Cully Blvd URA area to better serve the needs of the surrounding Cully neighborhood by improving the physical condition of the existing structures and public realm within the district and encouraging the location of additional neighborhood serving businesses (and jobs) that will meet the needs of the surrounding residents.

**Policy 2.2 Urban Diversity** calls for promoting a range of living environments and employment opportunities for Portland residents in order to attract and retain a stable and diversified population.

- The Cully Blvd URA will promote the expansion of existing businesses and the development of new business within the Cully Blvd URA area. This area is racially and ethnically diverse and includes a broad range of age and income levels. According to 2010 Business Analyst data 41.6% of the population within ¼ mile of the Cully Blvd URA are classified as minority. This is significantly higher than the 25.5% city wide minority population from the same data set. New investment may provide for rehabilitation of existing structures, development of new structures and increased investment in public amenities that will enhance this area's attractiveness to the surrounding neighborhoods.

**Policy 2.12 Transit Corridors** calls for providing a mixture of activities along major transit routes, Major Transit Priority Streets, Transit Access Streets, and main streets to support the use of transit

- Within the URA both NE Portland Highway and NE 60<sup>th</sup> Avenue are classified as *Community Transit Streets*. Killingsworth Street is a *Major Transit Priority Street* while both Cully Blvd and Prescott Street are classified as *Transit Access Streets* according to the Transportation Element of the City's Comprehensive Plan. This URA area is currently served by both the Trimet #72 and #74 bus lines. The Cully Blvd URA will provide resources for physical improvements to the URA area. These will increase the attractiveness of this area to a wide variety of activities and users including transit riders.

**Policy 2.13 Auto-Oriented Commercial Development** Allow auto-oriented development to locate on streets designated as Major City Traffic Streets by the Transportation Element. Also allow neighborhood level auto-oriented commercial development to locate on District Collector Streets or Neighborhood Collector Streets near neighborhood areas where allowed densities will not support development oriented to transit or pedestrians. Where neighborhood commercial uses are located on designated transit streets, support pedestrian movement and the use of transit by locating buildings and their entrances conveniently to transit users, pedestrians, and bicyclists and providing on-site pedestrian circulation to adjacent streets and development.

- NE Portland Highway is classified as a *Regional City Traffic Street* and Killingsworth Street a *District Collector* while both Cully Blvd and Prescott Street are classified as Neighborhood Collector Streets according to the Transportation Element of the City's Comprehensive Plan. Commercial development within the Cully Blvd URA area will be subject to the city's CN2, Neighborhood Commercial, CG General Commercial and EG2 General Employment Zone District Standards. Development standards applied within these zones allow for auto oriented activities while requiring physical development that is supportive of an enhanced pedestrian environment particularly along Cully Boulevard. Tax increment revenues made available through the Cully Blvd URA may be applied to pedestrian improvements to enhance the pedestrian and bicycle experience within the district and connections to the surrounding residential neighborhoods.

**Policy 2.19 Infill and Redevelopment** calls for encouraging infill and redevelopment as a way to implement the Livable City growth principles and accommodate expected increases in population and employment. Encourage infill and redevelopment in the Central City, at transit stations, along main streets, and as neighborhood infill in existing residential, commercial and industrial areas.

**Policy 2.20 Utilization of Vacant Land** calls for providing for full utilization of existing vacant land except in those areas designated as open space.

- The Cully Blvd URA supports policy 2.19 and 2.20 by making funds directly available for enhancements to existing commercial and public property. Such investment will make the remainder of this existing commercial area more attractive for private redevelopment efforts including investment in existing vacant or underutilized properties.

**Policy 2.22 Mixed Use** calls for a mechanism that will allow for the continuation and enhancement of areas of mixed use character where such areas act as buffers and where opportunities exist for creation of nodes or centers of mixed commercial, light industrial and apartment development.

- The Cully Blvd URA includes commercially zoned property (EG2, CN2 and CG); multi-dwelling residentially zoned property (R1, R2, R3) and single family property zoned R5 and R7. The Cully Blvd URA supports policy 2.22 by making funds available for commercial enhancements within the district that can provide jobs, services and goods to the surrounding neighborhood.

**Goal 3, Neighborhoods**, calls for the preservation and reinforcement of the stability and diversity of the city's neighborhoods while allowing for increased density in order to attract and retain long-term residents and businesses and insure the City's residential quality and economic vitality

- The Cully Blvd URA supports this goal by encouraging reinvestment in two of the public's largest capital assets, the existing building stock and commercial properties served by existing levels of urban infrastructure. The Cully Blvd URA will contribute to the health and vitality of the Cully neighborhood by improving the Cully Blvd URA as a neighborhood commercial hub serving the surrounding residential neighborhoods. More specifically the Cully Blvd URA supports the following Policies:

**Policy 3.1 Physical Conditions** calls for providing and coordinating programs to prevent the deterioration of existing structures and public facilities.

- By design, the URA supports this policy by making available tax increment revenues within district boundaries. These funds will be directed to building repairs and upgrades and public realm enhancements that will not only prevent the deterioration of existing structures and public facilities but contribute to their improvement over time.

**Policy 3.2 Social Conditions** calls for providing and coordinating programs to promote neighborhood interest, concern and security and to minimize the social impact of land use decisions.

- In addition to administering tax increment revenues, which by law must be spent on physical improvements to the business area, the local administrative entity formed as part of the urban renewal area will serve as a local forum for the identification and promotion of programs of local interest. Such programs may include economic development activities such as local marketing and branding activities as well as other business attraction, retention and community building efforts as may be defined by the local administrative entity.

**Policy 3.5 Neighborhood Involvement** calls for providing for the active involvement of neighborhoods residents and businesses in decisions affecting their neighborhood through the promotion of business and neighborhood associations. Provide information to neighborhood and business associations which allows them to monitor the impact of the Comprehensive Plan and to report their findings annually to the Planning Commission.

- The Cully Blvd URA will be administered by a neighborhood based administrative entity comprised of business owners and tenants of the URA as well as residents from the surrounding residential neighborhoods. Deliberations of the administrative entity will be in conformance with all Oregon public meetings laws and City of Portland administrative rules regarding meeting notification and public participation.

**Goal 5, Economic Development**, calls for the promotion of a strong and diverse economy that provides a full range of employment and economic choices for individuals and families in all parts of the city. The Cully Blvd URA is consistent with this goal because:

- The Cully Blvd URA will provide funds for economic development projects including, but not limited to, storefront improvement grants and commercial revitalization projects. The URA is specifically supportive of the following policies:

**Policy 5.1 Urban Development and Revitalization** calls for encouraging investment in the development, redevelopment, rehabilitation and adaptive reuse of urban land and buildings for employment and housing opportunities.

- The Cully Blvd URA directly supports this policy by providing tax increment revenues that can leverage private investment in the Cully Blvd URA.

**Policy 5.2 Business Development** calls for sustaining and supporting business development activities to retain, expand and recruit businesses.

- The Cully Blvd URA will enable additional funding for economic development projects and programs including storefront improvement grants and loans, business retention and recruitment programs.

**Policy 5.3 Community-Based Economic Development** calls for supporting community based economic development initiatives consistent with the Comprehensive Plan and compatible with neighborhood livability.

- The Cully Blvd URA supports this policy through the creation of a Cully Blvd URA administrative entity comprised of local business and residential interests that will evaluate specific improvement requests and direct tax increment revenues towards revitalization projects and business retention/attraction programs that are consistent with neighborhood priorities.

**Policy 5.6 Area Character and Identity within Designated Commercial Areas** calls for promoting and enhancing the special character and identity of Portland's designated commercial areas.

**Policy 5.7 Business Environment within Designated Commercial Areas** calls for promoting a business environment within designated commercial areas that is conducive to the formation, retention and expansion of commercial businesses.

- The Cully Blvd URA is directly supportive of Policies 5.6 and 5.7 in that it will create a local administrative entity empowered to distribute URA revenues for commercial property rehabilitation and enhancements to the public realm within the Cully commercial URA as well as non-URA revenue towards programs directed at business attraction, retention and growth.

**Goal 7, Energy**, calls for promotion of a sustainable energy future by increasing energy efficiency in all sectors of the city. The Cully Blvd URA supports this goal because:

- The Cully Blvd URA will reinvigorate the Cully Boulevard commercial area as a neighborhood destination providing daily goods and services to the surrounding residential neighborhoods at a scale that promotes active transportation and reduces the need of Portlanders to rely on an automobile for their daily needs. More specifically the Cully Blvd URA is supportive of the following policies:

**Policy 7.4 Energy Efficiency through Land Use Regulations** calls for the City to promote residential, commercial, industrial, and transportation energy efficiencies and the use of renewable resources.

- The Cully Blvd URA supports this policy through its encouragement of reinvestment in an in-town commercial node providing goods and services to a surrounding residential neighborhood. Such proximity of goods and services to the surrounding neighborhoods reduces the need for auto trips and encourages the use of active transportation options.

**Policy 7.5 Energy Efficiency in Commercial and Industrial Facilities** calls for the City to encourage energy efficiency in existing commercial building and institutions by facilitating utility, local, state, and federal financial and technical assistance.

- Funds made available through the Cully Blvd URA may be used for energy efficiency upgrades to existing commercial structures within the Cully Blvd URA and leverage additional public or private energy efficiency funding thereby supporting this policy.

**Goal 9, Citizen Involvement**, calls for improved methods and ongoing opportunities for citizen involvement in the land use decision-making process, and the implementation, review, and amendment of the Comprehensive Plan. This project followed the process and requirements specified in Chapter 33.740, Legislative Procedure. The Cully Blvd URA is supportive of this goal because:

- Residents, business owners, property owners and other stakeholders of the Cully Blvd URA and surrounding neighborhood were publicly invited to form their own neighborhood based decision making body with technical and financial support provided by the Portland Development Commission and the City of Portland. The URA project is supportive of the following policy

**Policy 9.1 Citizen Involvement Coordination** encourages citizen involvement in land use planning projects by actively coordinating the planning process with relevant community organizations, through the reasonable availability of planning reports to city residents and businesses, and notice of official public hearings to neighborhood associations, business groups, affected individuals and the general public.

- On October 18, 2011, Mayor Sam Adams launched the NPI among nearly 100 community leaders at the Immigrant and Refugee Community Organization (IRCO), inviting six neighborhood commercial corridors in East and Northeast Portland to partner with PDC staff and to evaluate the feasibility and desirability of creating URAs.
- On November 7, 2011, PDC staff assembled the six district community groups back to IRCO to kick-off the community organizing process.

## Cully Blvd NPI URA Comprehensive Plan Findings

3/13/2012

- On November 21, 2011, all of the districts successfully applied for and received a \$10,000 grant to help with facilitation, outreach coordination, translation, printing, and material expenses to help do the work of organizing the community around this Initiative.
- Community leaders formed an initial Steering Committee for the Cully Blvd URA to provide local direction for the application of tax increment revenues towards community-identified capital improvements.
- The PDC maintained a project website with background documents and meeting summaries available for downloading.
- The Cully Blvd URA authorizing documentation was posted to the project website as Adobe Acrobat files available for downloading prior to the PDC Board of Commissioners public hearing on March 12, 2012.
- Notice of the March 12, 2012 Portland Develop Commission public hearing to approve the Cully Blvd URA was published in the Oregonian and online.
- Notice of the March 13, 2012 City of Portland Planning and Sustainability Commission public hearing to consider the Cully Blvd URA was published in the Oregonian on 3/9/12 and online.
- Notice of the April 4, 2012 Portland City Council public hearing to approve the Cully BLVD URA was mailed to all owners of real property within the City of Portland in mid-March 2012.

The Cully Blvd URA initial steering committee also engaged in extensive public outreach activities. These outreach activities are documented in Exhibit D to the Ordinance.

**Goal 12, Urban Design**, calls for enhancing Portland as a livable city, attractive in its setting and dynamic in its urban character by preserving its history and building a substantial legacy of quality private developments and public improvements for future generations. The Cully Blvd URA supports this goal by:

- Allowing investment of tax increment revenues in existing commercial buildings to preserve and enhance existing historic design elements while supporting improvements and new commercial development that will reinforce and enhance the URA's character and function. More specifically the URA will support the following policies:

**Policy 12.2 Enhancing Variety** calls for promoting the development of areas of special identity and urban character with the City's residential, commercial and industrial areas having attractive identities that enhance the urbanity of the City.

- Investment made possible through the Cully Blvd URA may be used to improve the appearance and function of both private commercial buildings within the existing Cully commercial area and the public realm including improvements that will enhance the pedestrian experience and connections with the surrounding residential neighborhoods.

**Policy 12.4 Provide for Pedestrians** calls for recognizing that auto, transit and bicycle users are pedestrians at either end of every trip and the Portland's citizens and visitors experience the city as pedestrians. Provide for a pleasant, rich and diverse experience for pedestrians. Ensure that those travelling on foot have comfortable, safe and attractive pathways that connect Portland's neighborhoods, parks, water features, transit facilities, commercial districts employment centers and attractions.

**Policy 12.5 Promote the Arts** calls for the City to humanize the City through promotion of the arts and excellence in design. Encourage the placement of art at locations that are visible to the public. Expand Portland's collection of Public Art. Punctuate the community with works of art used to emphasize focal points, mark transitional locations, celebrate public buildings and enhance the City's sidewalks, open spaces, plazas and parks.

- The Cully Blvd URA supports Policy 12.4 and 12.5 because tax increment revenues made available through the Cully Blvd URA area may be used for functional pedestrian improvements and for other projects that will improve the public realm such as public art and lighting landscape improvements.

**Policy 12.6 Preserve Neighborhoods** calls for preserving and supporting the qualities of individual neighborhoods that help to make and to respect and strengthen values in new development projects that implement this comprehensive plan.

- Tax increment revenues made available through the Cully Blvd URA area will be overseen by an administrative entity comprised of local business interests and residential neighborhood representatives. Improvement projects identified through this neighborhood based decision making model will reflect the priorities and desires expressed by current neighborhood residents and businesses.

## Findings for the Cully Neighborhood Plan

The Cully Neighborhood Plan was adopted by the City Council on December 18<sup>th</sup> 1991. The policies and objectives of this plan were adopted as part of Portland's Comprehensive Plan by ordinance 1164922. The proposed Cully Blvd Urban Renewal Area is supportive of the following Neighborhood Plan Policies:

### 1. Neighborhood Identity

**Policy 1A Image** seeks to develop a strong neighborhood identity that creates a sense of place for residents of the neighborhood and unifies residential, commercial and industrial interests into a cooperative force for mutual improvement.

- The Cully Blvd URA will promote this policy by providing revenues for storefront improvements and right-of-way enhancements. These efforts to beautify and increase the visibility of this commercial area are consistent with the objectives supporting this Policy. The creation of a local administrative entity comprised of business and residential interests will also serve to promote the "cooperative force for mutual improvement" described in the policy.

### 2. Neighborhood Livability and Safety

**Policy 2A Livability and Communication** seeks to develop the communication, cooperation and commitment necessary among residential, commercial and industrial neighbors to nurture and sustain a vibrant, safe, diverse and stable community

## Exhibit C

## Cully Blvd NPI URA Comprehensive Plan Findings

3/13/2012

- Creation of a local administrative entity supports this policy by providing a forum for existing businesses, together with local residential interests to develop a unified plan for attracting neighborhood oriented businesses to the area.

**Policy 2B Urban Character and Historic Preservation** seeks to maintain and improve the quality and historic character of the neighborhood's existing physical environment while attracting compatible development.

- The Cully Blvd URA supports this policy through the provision of revenues for remodeling and new construction consistent with the goals of a quality physical environment.

**Policy 2C Safety** seeks to make the neighborhood safer and more cohesive through active involvement in crime prevention.

- Revenues created through the Cully Blvd URA may be used to improve lighting and implement other environmental design strategies to improve the safety of this commercial district as determined by the local administrative entity.

#### 4. Land Use and Recreation

**Policy 4B Commercial and Industrial Uses** seeks to maintain and encourage commercial and industrial uses which serve the neighborhood and provide stable employment.

- Creation of the Cully Blvd URA may encourage new businesses to locate within this area by providing funding for individual business/building improvements and or by improving the public realm within which these businesses operate. The local administrative entity may increase recruitment activity and other programs that increase the visibility of this district to potential business operators.

#### 6. Transportation

**Policy 6C Pedestrians, Bicycle Routes and Local Streets** seeks to improve sidewalks and bicycle paths to provide a safe transportation route.

- Revenues available through the Cully Blvd URA may be used to fund such sidewalk improvements within the commercial area as determined by the local administrative entity.

#### 7. Business and Industry

**Policy 7A Support Businesses** seeks to improve the neighborhood as a location for business while enhancing it as a place to live and work.

- The Cully Blvd URA specifically supports this policy by providing revenues for such items as storefront improvements, parking area renovation and pedestrian enhancements that will improve the appearance of this area.




AFFIDAVIT

STATE OF OREGON           )  
  ) ss.  
County of Multnomah       )


I, Keith Witcosky, being duly sworn do depose and say that:

1. I am the Deputy Director – Government Relations/Public Affairs of the Portland Development Commission; and
2. In conformance with ORS 457.085(5), the Portland Development Commission presented via email copies of the six proposed Neighborhood Prosperity Initiative Urban Renewal Area Plans and accompanying Reports to the governing body of each taxing jurisdiction affected by the Plans.

  
\_\_\_\_\_  
Keith Witcosky  
Deputy Director – Government  
Relations/Public Affairs

Signed and sworn to (or affirmed) before me on March 6, 2012.



  
\_\_\_\_\_  
Notary Public for Oregon

**Community Outreach Summary, Map, and Characteristics  
of the Proposed Cully Boulevard NPI District**

**Prepared by the Steering Committee:**

Merri Compton  
Doug Holcomb  
Evans Martin

Howard Kenton  
Rey España  
Laura Young

**Area Description**

- Neighborhood residents desire neighborhood revitalization without displacement of their diverse population, to stimulate economic revitalization, more workforce development programs, and linkages between the business community and the local workforce.
- We cherish and celebrate our neighborhood's diversity and endeavor to shape a district that is not only reflective of that diversity but provides a framework in which that diversity can thrive.
- Cully Neighborhood area population, including the number of children, is increasing at a rate greater than the City overall. It is a multi-cultural and multilingual area; one out of five residents speaks Spanish; many Native Americans, Asians, and African Americans as well as a number of Somali families live in this area. The study area's diversity is expanding more quickly than that of the city's overall population. Cully has attracted significant new populations, and has become a center of community-based development. Cully is now experiencing an influx of young families who bring a new sense of vitality.
- We aim to shape a vibrant international business district that is welcoming to everyone who lives, works, or visits our neighborhood by involving them in the process of enhancing the district
- There are several organizations that support residents of this area and beyond. Some of the most involved organizations are Hacienda CDC, Verde, Ecumenical Ministries of Oregon, The Northeast Emergency Food Program and Native American Youth and Family Center. These organizations have been involved with the community for a long time and have had a significant positive impact upon the livability, social and economic opportunities for Cully neighbors and beyond. The goals of the NPI complement those of the existing organization's ongoing efforts to increase economic opportunity and enhance the livability of the neighborhood.

Please note, the Area Map shown below identifies the urban renewal area boundary, where tax increment revenues will be collected. The investment area boundary, which predominantly includes commercially zoned property, is the area in which investments are targeted.

**Business association:** Portland International District

**Neighborhood Districts:** Cully

**Outreach Activity through January 31, 2012****Methods**

- Website in English and Spanish
- Direct mail: 1947 bilingual post cards (English & Spanish) (every address in the area)
- 550 Flyers to Harvey Scott School (every student received a bilingual flyer)
- 550 Flyers to Rigler School (every student received a bilingual flyer)
- emails via Cully Association of Neighbors list
  - Central Northeast Neighbors list
  - Cully Neighbors Google Group list
  - Cully Community Market list
  - Cully Blvd Alliance list (90+ people and counting)
  - BPS's Cully Main Street list

**Investment Area Outreach**

- Door to door info packet delivery to residences. Spoke with some residents.
- Business outreach-info packet delivery and regular ongoing follow up outreach with all businesses to discuss any questions about the program
- 3 separate visits to all Latino businesses with interpreter
- Delivery of Spanish Language information packets and regular ongoing follow-up to answer questions

**Hosted Meetings**

- November 17, 2011, Meeting at Central Northeast Neighbors to inform community about the NPI and to get permission to move forward with the NPI on behalf of the community. 27 neighbors attended.
- January 26, 2012, Meeting at Grace Presbyterian Church to kick off the NPI and to get feedback from the community about the proposed district. Most of the neighbors in attendance were new to the project and had not been to other meetings. 73 neighbors attended.

**NAYA, Hacienda & Verde**

- Emailed and had meetings with Nathan Teske, the Community and Economic Director at Hacienda CDC, relating to the Cully Blvd NPI. Also spoke with Kelsey Cardwell from Hacienda CDC under the AmeriCorps VISTA program. We discussed the concept and vision outline of the Cully Blvd NPI, and how the Cully Blvd NPI could benefit Hacienda CDC community members and Hacienda CDC.
- Emailed and had meetings with Donita Fry, the Portland Youth and Elders Council Coordinator at the Native American Youth and Family Center and a resident of Cully, and CJ Williams, the Life Skills and Micro-Enterprise Coach at the NAYA Family Center, separately over the Cully Blvd NPI. We discussed the concept and vision outline, and how the Cully Blvd NPI could benefit NAYA Family Center community members and the NAYA Family Center. Spoke frequently with Rey España, the Director of Community Development at the NAYA Family Center and a committee member of the Cully Blvd NPI, during the last three months regarding the Cully Blvd NPI and how it could be a positive entity to the NAYA Family Center community.
- Emailed and called Alan Hipolito, Executive Director at Verde, in outreach efforts for the Cully Blvd NPI.
- Rey España took on lead for the Cully Blvd NPI as the outreach contact for the NAYA Family Center, Hacienda CDC, and Verde because of his established relationships and frequent contact with those organizations. Offered my continued assistance in coalition building.

**Attended Meetings & presented about the NPI**

- Cully Association of Neighbors, 30+ minute presentation and question session. 5 minutes spent on the 42<sup>nd</sup> Ave NPI as a way of introducing the Cully Blvd NPI through 42nd Ave's history with the Main Street Program process last year
- Grace Presbyterian Church, 15 minute presentation and answer session about the Cully Blvd NPI
- Scott PTA Meeting, Parent ambassador attended and distributed flyers about the Cully NPI

**Cully NPI Individual Meetings**

- Dr. Gutierrez, principal of Harvey Scott School
- Kristie Currin and TJ Fuller of Rigler School
- Ray España of NAYA
- Debbie Bischoff of BPS

Residents of the neighborhood through other neighbors who know each other. We gave info packets to neighbors and asked them to speak to others and distribute the info packets to interested folks. This has been very helpful, even if the distribution has not been as wide as we would have liked.

Organizers also had a couple of folks over and gone to a friend's house to discuss the NPI. Most of these contacts are women with have infants who would have not been able to make the meeting. The total number reached here was 6.

Additionally we are pursuing a Somali contact with strong ties to the Somali community in this informal way. We are also pursuing leaders of the Latino community in this way as well. This process has just begun and we are hopeful that it will lead to success.

We have very comprehensive outreach planned for the next month and beyond. There is a history of distrust that must be overcome but we feel that we are making great strides towards breaking down the barriers. It will take time to cultivate these relationships and we are committed to the process.



