

82nd Avenue and Division
Neighborhood Prosperity Initiative
Urban Renewal Plan

April 11, 2012

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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 82nd Avenue and Division NPI Urban Renewal Plan (this "Plan") outlines a strategy to invest TIF in underutilized property in the 82nd Avenue and Division 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:

By 2025, the 82nd Avenue and Division NPI District is a safe business district where a cohesive business community welcomes residents and visitors to experience the rich tapestry of cultural heritages in a must-see destination location. This multi-cultural district is recognized with distinctive color, style and activities, and will be a vibrant economic district supporting the needs of its residents. The district features safe, walk-able areas rich with many different cultural establishments serving food & drink, arts, entertainment and gathering places that foster a

sense of ethnic diversity. The 82nd Avenue and Division NPI District is identified as a distinct regional cultural district using consistent signage, lighting, calming traffic, physical improvements and signature events focusing on our many different cultures.

II. 82nd Avenue and Division NPI District Map and Legal Description

The District shown in Figure 1 below contains 108.8 acres, including public right-of-way. There are 358 tax lots within the District, totaling 85.0 acres. The District overlaps portions of the following neighborhood and business associations:

- Montavilla Neighborhood Association
- South Tabor Neighborhood Association
- Powellhurst-Gilbert Neighborhood Association
- 82nd Avenue Business Association

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.

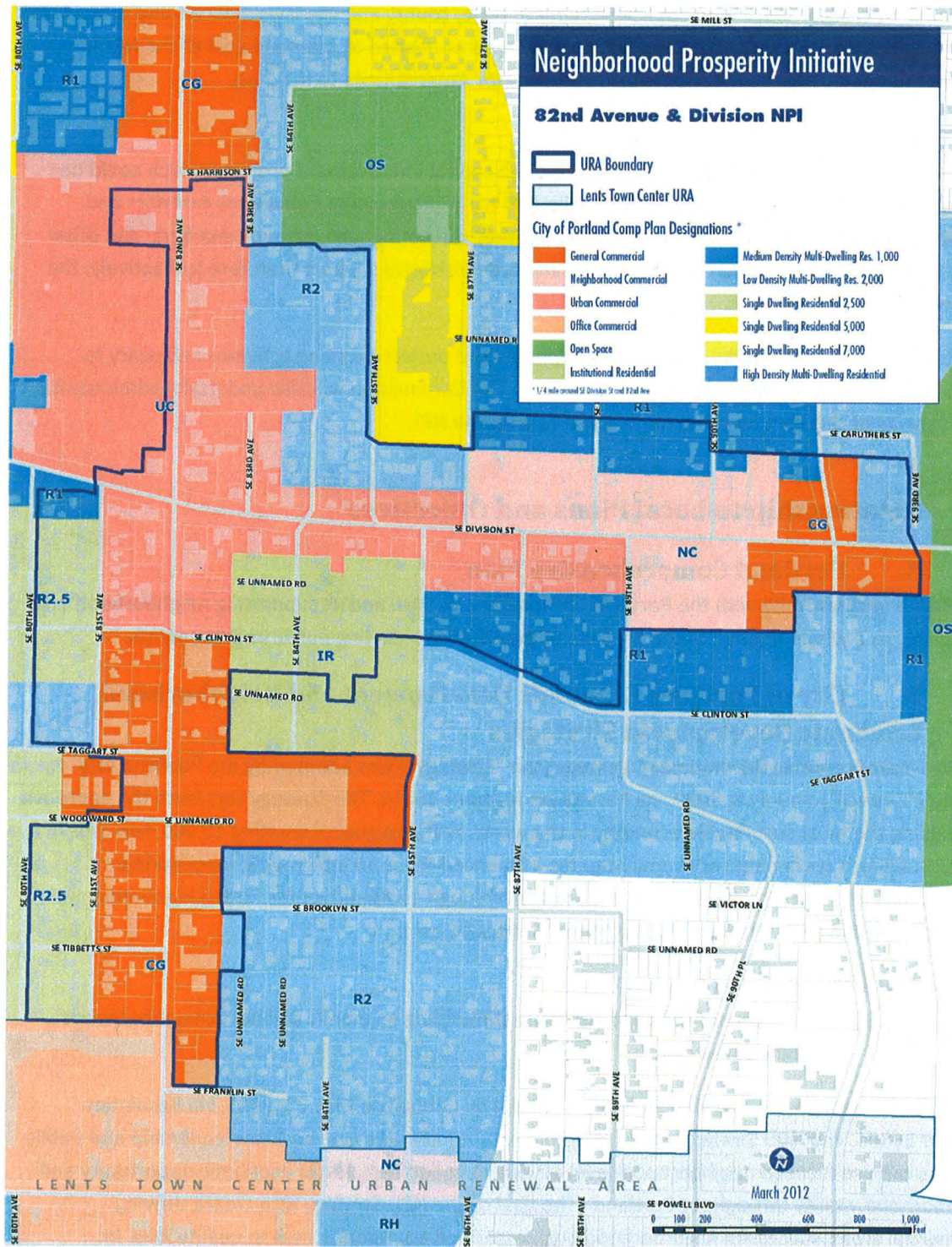
Title 33, Portland City Code is incorporated herein to establish the maximum densities and building requirements to be implemented with this Plan.

Table 1. Existing Comprehensive Plan Designations of District

Comprehensive Plan Designation	Acreage	% of Total
General Commercial	23.1	27%
Neighborhood Commercial	9.2	11%
Urban Commercial	19.3	23%
Residential 1,000	9.5	11%
Residential 2,000	11.9	14%
Residential 2,500	6.5	8%
Institutional Residential	5.5	6%
Total	85.0	100%

*Source: City of Portland Bureau of Planning and Sustainability

Figure 1. District Boundary and Comprehensive Plan Map



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:

Exhibit A

- 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 5

82ND AVENUE AND DIVISION
NEIGHBORHOOD PROSPERITY INITIATIVE
URBAN RENEWAL AREA

PORTLAND, OREGON

Beginning at the northwest corner of Lot 10, Block 3 of the Plat of "Dunton Addition", Assessor Map 1S2E 8AA, at the intersection of the easterly right-of-way line of SE 80th Avenue and the southerly right-of-way line of SE Woodward Street, located in the Northeast One-Quarter of Section 8, Township 1 South, Range 2 East, Willamette Meridian, City of Portland, Multnomah County, State of Oregon;

1. Thence easterly 220 feet, more or less, along said southerly right-of-way line to its intersection with the westerly right-of-way line of SE 81st Avenue, Assessor Map 1S2E 8AA;
2. Thence northerly 60 feet, more or less, along the northerly extension of said westerly right-of-way line to its intersection with the northerly right-of-way line of SE Woodward Street, Assessor Map 1S2E 8AA;
3. Thence easterly 128 feet, more or less, along said northerly right-of-way line to its intersection with a line parallel to and 142 feet westerly of the westerly right-of-way line of SE 82nd Avenue, Assessor Map 1S2E 8AA;
4. Thence northerly 208 feet, more or less, along said parallel line to its intersection with the southerly right-of-way line of SE Taggart Street, Assessor Map 1S2E 8AA;
5. Thence westerly 128 feet, more or less, along said southerly right-of-way line to its intersection with the southerly extension of the westerly right-of-way line of SE 81st Avenue, Assessor Map 1S2E 8AA;
6. Thence northerly 50 feet, more or less, along said southerly extension to its intersection with the northerly right-of-way line of SE Taggart Street, Assessor Map 1S2E 8AA;
7. Thence westerly 220 feet, more or less, along said northerly right-of-way line to its intersection with the easterly right-of-way line of SE 80th Avenue, Assessor Map 1S2E 8AA;
8. Thence northerly 986 feet, more or less, along said easterly right-of-way line to its intersection with the southerly right-of-way line of SE Division Street, Assessor Map 1S2E 5DD;
9. Thence easterly 221 feet, more or less, along said southerly right-of-way line to its intersection with the westerly right-of-way line of SE 81st Avenue, Assessor Map 1S2E 5DD;

Exhibit A

10. Thence northerly 105 feet, more or less, along the northerly extension of said westerly right-of-way line to its intersection with the northerly right-of-way line of SE Division Street, Assessor Map 1S2E 5DD;
11. Thence southeasterly 107 feet, more or less, along said northerly right-of-way line to its intersection with the most westerly line of Document Number 2007-083854, Tax Lot 700; Assessor Map 1S2E 5DD;
12. Thence northerly 12 feet, more or less, along said westerly line to its intersection with the westerly north line of said Deed, Assessor Map 1S2E 5DD;
13. Thence easterly 80 feet, more or less, along said westerly north line to its intersection with the northerly west line of said Deed, Assessor Map 1S2E 5DD;
14. Thence northerly 87 feet, more or less, along said northerly west line to its intersection with the most northerly line of said Deed, Assessor Map 1S2E 5DD;
15. Thence easterly 83 feet, more or less, along said northerly line to its intersection with the westerly right-of-way line of SE 82nd Avenue, Assessor Map 1S2E 5DD;
16. Thence northerly 793 feet, more or less, along said westerly right-of-way line to its intersection with the south line of the Benjamin F. Starr Donation Land Claim Number 61, Assessor Map 1S2E 5DD;
17. Thence westerly 223 feet, more or less, along said south line to its intersection with the west line of Tax Lot 200, Assessor Map 1S2E 5DD;
18. Thence northerly 214 feet, more or less, along said west line to its intersection with the north line of said Tax Lot, Assessor Map 1S2E 5DD;
19. Thence easterly 309 feet, more or less, along said north line and the easterly extension thereof to its intersection with the easterly right-of-way line of SE 82nd Avenue, Assessor Map 1S2E 5DD;
20. Thence northerly 39 feet, more or less, along said easterly right-of-way line to its intersection with the southerly right-of-way line of SE Harrison Street, Assessor Map 1S2E 4CC;
21. Thence easterly 207 feet, more or less, along said southerly right-of-way line to its intersection with the westerly right-of-way line of SE 83rd Avenue, Assessor Map 1S2E 4CC;
22. Thence southerly 258 feet, more or less, along said westerly right-of-way line to its intersection with the south line of the Benjamin F. Starr Donation Land Claim Number 61, Assessor Map 1S2E 4CC;
23. Thence easterly 281 feet, more or less, along said south line to its intersection with the westerly right-of-way line of SE 84th Avenue, Assessor Map 1S2E 4CC;
24. Thence southeasterly 35 feet, more or less, to the intersection of the easterly right-of-way line of SE 84th Avenue and the southerly right-of-way line of SE Lincoln Street, Assessor Map 1S2E 4CC;
25. Thence easterly 185 feet, more or less, along said southerly right-of-way line to its intersection with the westerly right-of-way line of SE 85th Avenue, Assessor Map 1S2E 4CC;
26. Thence southerly 730 feet, more or less, along said westerly right-of-way line to its intersection with the north line of Lot 8, Block 1 of the Plat of "Larson Place", Assessor Map 1S2E 4CC;
27. Thence southeasterly 57 feet, more or less, to the intersection of the easterly right-of-way line of SE 85th Avenue and a line parallel to and 25 feet northerly of the north line of Lot 6, Block 2 of said Plat, Assessor Map 1S2E 4CC;

28. Thence easterly 318 feet, more or less, along said parallel line and the easterly extension thereof to its intersection with the westerly right-of-way line of SE 87th Avenue, Assessor Map 1S2E 4CC;
29. Thence southerly 8 feet, more or less, along said westerly right-of-way line to its intersection with the westerly extension of the north line of Lot 61 of the Plat of "Anderson Tracts", Assessor Map 1S2E 4CC;
30. Thence easterly 50 feet, more or less, along said westerly extension of said north line to its intersection with the easterly right-of-way line of SE 87th Avenue, Assessor Map 1S2E 4CC;
31. Thence northerly 142 feet, more or less, along said easterly right-of-way line to its intersection with the south line of Lot 58 of said Plat, Assessor Map 1S2E 4CC;
32. Thence easterly 923 feet, more or less, along said south line, along the south line of Partition Plat Number 1991-060, and the south line of Lots 34 and 17 of said Plat to its intersection with the westerly right-of-way line of SE 90th Avenue, Assessor Map 1S2E 4CD;
33. Thence southerly 113 feet, more or less, along said westerly right-of-way line to its intersection with the westerly extension of the south line of Lot 14 of the Plat of "Covell Acres", Assessor Map 1S2E 4CD;
34. Thence easterly 768 feet, more or less, along said south line and the westerly extension thereof and the south line of Lot 7 of said Plat to its intersection with the westerly right-of-way line of NW 93rd Avenue, Assessor Map 1S2E 4DC;
35. Thence southerly 291 feet, more or less, along said westerly right-of-way line to its intersection with the northerly right-of-way line of SE Division Street, Assessor Map 1S2E 4DC;
36. Thence southeasterly 112 feet, more or less, to the intersection of the southerly right-of-way line of SE Division Street, and the westerly right-of-way line of US Highway Interstate 205, Assessor Map 1S2E 9AB;
37. Thence southerly 139 feet, more or less, along said westerly right-of-way line to its intersection with the north line of the Plat of "Division Plaza Condominiums", Assessor Map 1S2E 9AB;
38. Thence westerly 294 feet, more or less, along said north line and the north line of Tax Lot 3300 to its intersection with the easterly right-of-way line of SE 92nd Avenue, Assessor Map 1S2E 9AB;
39. Thence westerly 80 feet, more or less, to the intersection with the westerly right-of-way line of SE 92nd Avenue and the north line of Tax Lot 200, Assessor Map 1S2E 9BA;
40. Thence westerly 121 feet, more or less, along said north line to its intersection with a line parallel to and 6 feet westerly of the east line of Lot 5 of the Plat of "Plympton Acres", Assessor Map 1S2E 9BA;
41. Thence southerly 20 feet, more or less, along said parallel line to its intersection with a line parallel to and 20 feet southerly of the south line of the north 150 feet of said Lot 5, being the southwest corner of Multnomah County Deed Book 1532 Page 2257, Assessor Map 1S2E 9BA;
42. Thence easterly 6 feet, more or less along said parallel line to its intersection with the east line of said Lot 5, Assessor Map 1S2E 9BA;
43. Thence southerly 135 feet, more or less, along said east line to its intersection with the north line of Lot 22 of said Plat, Assessor Map 1S2E 9BA;
44. Thence westerly 675 feet, more or less, along said north line and the north line of Lots 23, 24, and 25 of said Plat and the westerly extension thereof to its intersection with the westerly right-of-way line of SE 89th Avenue, Assessor Map 1S2E 9BA;

Exhibit A

45. Thence southerly 299 feet, more or less, along said westerly right-of-way line to its intersection with the northerly right-of-way line of SE Clinton Street, Assessor Map 1S2E 9BA;
46. Thence northwesterly 1004 feet, more or less, along said northerly right-of-way line to its intersection with the westerly right-of-way line of SE 84th Place, Assessor Map 1S2E 9BB;
47. Thence southerly 160 feet, more or less, along said westerly right-of-way line to its intersection with the north line of Lot 4, Block 3 of the Plat of "Tabor View", Assessor Map 1S2E 9BB;
48. Thence westerly 88 feet, more or less, along said north line to its intersection with the southerly east line of Lot 5 of the Plat of "Lisa's Court", Assessor Map 1S2E 9BB;
49. Thence southerly 100 feet, more or less, along said southerly east line to its intersection with the north line of Lot 3, Block 3 of the Plat of "Annaberg", Assessor Map 1S2E 9BB;
50. Thence westerly 100 feet, more or less, along said north line to its intersection with the southerly west line of said Lot 5, Assessor Map 1S2E 9BB;
51. Thence northerly 100 feet, more or less, along said southerly west line to its intersection with the north line of Lot 2, Block 3 of the Plat of "Annaberg", Assessor Map 1S2E 9BB;
52. Thence westerly 384 feet, more or less, along said north line and the north line of the Plat of "Clintons Run" to its intersection with the east line of Lot 4, Block 4 of the Plat of "Annaberg", Assessor Map 1S2E 9BB;
53. Thence southerly 318 feet, more or less, along said east line and the east line of Lots 5 and 8, Block 4 of said Plat to its intersection with the south line of said Plat, Assessor Map 1S2E 9BB;
54. Thence easterly 725 feet, more or less, along said south line and along the south line of Blocks 3 and 4 of the Plat of "Tabor View" to its intersection with the westerly right-of-way line of SE 85th Avenue, Assessor Map 1S2E 9BB;
55. Thence southerly 370 feet, more or less, along said westerly right-of-way line to its intersection with the north line of the Plat of "Binnsmead", Assessor Map 1S2E 9BC;
56. Thence westerly 712 feet, more or less, along said north line to its intersection with the west line of Lot 3 of said Plat, Assessor Map 1S2E 9BC;
57. Thence southerly 204 feet, more or less, along said west line to its intersection with the northerly right-of-way line of SE Brooklyn Street, Assessor Map 1S2E 9BC;
58. Thence southerly 50 feet, more or less, to the intersection of the southerly right-of-way line of SE Brooklyn Street and a line parallel to and 6.5 feet easterly of the west line of Lot 18 of said Plat, Assessor Map 1S2E 9BC;
59. Thence easterly 84 feet, more or less, along said southerly right-of-way line to its intersection with the west line of Lot 17 of said Plat, Assessor Map 1S2E 9BC;
60. Thence southerly 225 feet, more or less, along said west line to its intersection with the north line of Lot 23 of said Plat, Assessor Map 1S2E 9BC;
61. Thence westerly 90 feet, more or less, along said north line to its intersection with the west line of said Lot 23, Assessor Map 1S2E 9BC;
62. Thence southerly 225 feet, more or less, along said west line to its intersection with the northerly right-of-way line of SE Kelly Street, Assessor Map 1S2E 9BC;
63. Thence southerly 25 feet, more or less, to the intersection of the southerly right-of-way line of SE Kelly Street and the northerly extension of the west line of Partition Plat Number 1994-043, Assessor Map 1S2E 9BC;
64. Thence southerly 200 feet, more or less, along said west line and the northerly extension thereof to its intersection with the northerly right-of-way line of SE Franklin Street, Assessor Map 1S2E 9BC;

- 65. Thence westerly 170 feet, more or less, along said northerly right-of-way line to its intersection of the easterly right-of-way line of SE 82nd Avenue, Assessor Map 1S2E 9BC;
- 66. Thence northerly 245 feet, more or less, along said easterly right-of-way line to its intersection with the easterly extension of the south line of Block 1 of the Plat of "Dunton Addition", Assessor Map 1S2E 8AD;
- 67. Thence westerly 570 feet, more or less, along said south line and the easterly extension thereof and the south line of Block 4 of said Plat to its intersection with the easterly right-of-way line of SE 80th Avenue, Assessor Map 1S2E 8AD;
- 68. Thence northerly 759 feet, more or less, along said easterly right-of-way line to its intersection with the southerly right-of-way line of SE Woodward Street and the Point of Beginning.

Said 82nd Avenue and Division Street NPI District Boundary Line delineates an Area containing 109 acres, more or less, and lying entirely within the City of Portland, County of Multnomah, State of Oregon.

3-8-12

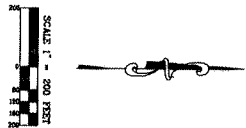
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82ND AVE AND DIVISION
NEIGHBORHOOD PROSPERITY INITIATIVE
LEGAL DESCRIPTION MAP
URBAN RENEWAL AREA
PORTLAND OREGON

EXHIBIT 1A,
LEGAL DESCRIPTION MAP
SE 82ND AVENUE NPI-URA
AREA: 109 ACRES±

Report Accompanying the
82nd Avenue and Division
Neighborhood Prosperity Initiative
Urban Renewal Plan

April 11, 2012

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I. Introduction

This Technical Report accompanying the 82nd Avenue and Division Neighborhood Prosperity Initiative Urban Renewal Plan (this "Report") contains background information and project details for the 82nd Avenue and Division 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 82nd Avenue and Division Neighborhood Prosperity Initiative Urban Renewal Area, hereinafter referred to as the "District," shown in Figure 1 below contains 108.8 acres, including public right-of-way. There are 358 tax lots within the District, totaling 85.0 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
Residential	35.9	42%
Commercial	43.5	51%
Multi-Family	5.6	7%
N/A	0.1	<1%
Total	85.0	100%

*Source: Multnomah County Office of Assessment and Taxation

Table 2. Existing Zoning of District

Zoning Designation	Acreage	% of Total
General Commercial	23.1	27%
Neighborhood Commercial 2	9.2	11%
Storefront Commercial	19.3	23%
Residential 1,000	9.5	11%
Residential 2,000	17.3	20%
Residential 2,500	6.5	8%
Total	85.0	100%

*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 5,199. Race and ethnic background are shown in Table 3.

Table 3. Population Detail

Race	% of Total
White	65%
Black or African American	3%
American Indian and Alaska Native	1%
Asian	19%
Native Hawaiian and Other Pacific Islander	<1%
Other	6%
Two or More Races	5%
Ethnicity	% of Total
Hispanic	13%

*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 \$81,523,638. 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
82 nd Avenue and Division NPI District	1.02:1
Citywide ¹	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.

¹ 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
REVENUES									
Tax Increment to Raise (before Compression)	\$74,079	\$93,812	\$123,334	\$152,993	\$125,000	\$125,000	\$125,000	\$125,000	\$74,011
Less Compression	(3,704)	(4,691)	(6,167)	(7,650)	(6,250)	(6,250)	(6,250)	(6,250)	(3,701)
Tax Increment Imposed (after Compression)	70,375	89,121	117,168	145,343	118,750	118,750	118,750	118,750	70,311
Less Adjustments for Discounts & Delinquencies	(4,293)	(5,436)	(7,147)	(8,866)	(7,244)	(7,244)	(7,244)	(7,244)	(4,289)
NET TAX INCREMENT REVENUES	\$66,082	\$83,685	\$110,020	\$136,477	\$111,506	\$111,506	\$111,506	\$111,506	\$66,022
Shared Tax Revenues to Raise (before Compression)	\$0	\$9,323	\$14,216	\$19,212	\$53,360	\$74,004	\$95,501	\$117,422	\$0
Less Compression	-	(466)	(711)	(961)	(2,668)	(3,700)	(4,775)	(5,871)	-
Shared Revenues Imposed (after Compression)	-	8,857	13,505	18,252	50,692	70,304	90,726	111,551	-
Less Adjustments for Discounts & Delinquencies	-	(540)	(824)	(1,113)	(3,092)	(4,289)	(5,534)	(6,805)	-
NET SHARED TAX REVENUES	\$0	\$8,316	\$12,681	\$17,138	\$47,600	\$66,015	\$85,192	\$104,746	\$0
TOTAL REVENUES	\$66,082	\$92,001	\$122,702	\$153,616	\$159,106	\$177,521	\$196,698	\$216,252	\$66,022
PAYMENT OF INDEBTEDNESS									
INDEBTEDNESS REPAYED	\$66,082	\$92,001	\$122,702	\$153,616	\$159,106	\$177,521	\$196,698	\$216,252	\$66,022
TOTAL INDEBTEDNESS PAID	\$66,082	\$92,001	\$122,702	\$153,616	\$159,106	\$177,521	\$196,698	\$216,252	\$66,022

2021-22

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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
Projected Assessed Value Growth									
Frozen Base	\$ 81,523,638	\$ 81,523,638	\$ 81,523,638	\$ 81,523,638	\$ 81,523,638	\$ 81,523,638	\$ 81,523,638	\$ 81,523,638	\$ 81,523,638
Incremental Assessed Value	4,127,134	6,268,403	8,463,205	10,712,876	13,018,788	15,382,349	17,804,999	20,288,215	22,833,511
Total Assessed Value	\$85,650,772	\$87,792,041	\$89,986,843	\$92,236,514	\$94,542,426	\$96,905,987	\$99,328,637	\$101,811,853	\$104,357,149
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%
Consolidated Tax Rate	17.9492	17.9603	17.9537	17.8748	17.7633	17.6396	17.6079	17.5440	17.5428
Revenues Generated on Incremental Assessed Value									
Amount to Urban Renewal Area	74,079	93,812	123,334	152,993	125,000	125,000	125,000	125,000	74,011
Amount to Taxing Jurisdictions									
City Permanent Rate	-	4,783	7,294	9,858	27,379	37,971	49,001	60,248	85,199
County Permanent Rate	-	4,539	6,922	9,355	25,981	36,033	46,500	57,173	80,851
Other Levies	-	9,448	14,396	19,285	52,897	72,335	93,008	113,515	160,503
Total Revenues	\$74,079	\$112,582	\$151,946	\$191,491	\$231,257	\$271,338	\$313,509	\$355,936	\$400,564
Tax Increment Revenues to Urban Renewal Area									
Tax Increment to Raise (before Compression)	\$74,079	\$93,812	\$123,334	\$152,993	\$125,000	\$125,000	\$125,000	\$125,000	\$74,011
Less Compression	(3,704)	(4,691)	(6,167)	(7,650)	(6,250)	(6,250)	(6,250)	(6,250)	(3,701)
Tax Increment Imposed (after Compression)	\$70,375	\$89,121	\$117,168	\$145,343	\$118,750	\$118,750	\$118,750	\$118,750	\$70,311
Shared Revenues to Urban Renewal Area									
Less Compression	\$0	\$9,323	\$14,216	\$19,212	\$53,360	\$74,004	\$95,501	\$117,422	\$0
Tax Increment Imposed (after Compression)	\$0	\$8,857	\$13,505	\$18,252	\$50,692	\$70,304	\$90,726	\$111,551	\$0
Total Revenues to Urban Renewal Area	\$70,375	\$97,978	\$130,673	\$163,595	\$169,442	\$189,054	\$209,476	\$230,301	\$70,311

Exhibit B

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
Permanent Rates		
City	\$262,470	\$188,382
County	249,074	178,768
Metro	5,540	3,976
Port	4,020	2,885
E Mult Soil	5,735	4,116
PPS	260,095	186,678
PCC	15,406	11,058
Mult ESD	26,241	18,834
David Douglas	13,302	9,548
Mt. Hood	1,410	1,012

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
Permanent Rates		
City	\$196,534	\$128,055
County	186,503	121,520
Metro	4,148	2,703
Port	3,010	1,961
E Mult Soil	4,294	2,798
PPS	194,756	126,896
PCC	11,536	7,517
Mult ESD	19,649	12,803
David Douglas	9,961	6,490
Mt. Hood	1,056	688

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
Permanent Rates		
City	\$32,615	\$16,580
County	30,951	15,734
Metro	688	350
Port	500	254
E Mult Soil	713	362
PPS	32,320	16,430
PCC	1,914	973
Mult ESD	3,261	1,658
David Douglas	1,653	840
Mt. Hood	175	89

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

	Frozen Base Assessed Value	Acres
Total City of Portland²	\$ 43,634,351,239	92,768.0
Existing Urban Renewal Areas:		
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 ³	\$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 ⁴	\$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
Total Existing Urban Renewal Areas	\$4,499,489,216	12,336.5
% City in Existing Urban Renewal Areas	10.3%	13.3%
Proposed Neighborhood Prosperity Initiative Urban Renewal Areas:		
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
Total Proposed Urban Renewal Areas	\$483,005,052	803.7
Combined Total - Existing and Proposed	\$4,982,494,268	13,140.2
% City in Existing and Proposed Urban Renewal Areas	11.4%	14.2%

² Total City of Portland AV less incremental AV in Urban Renewal Areas (OMF)

³ 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.

⁴ 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.



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Portland Planning and Sustainability Commission

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Irma Valdez

March 20, 2012

Mayor Sam Adams and Portland City Council
Portland City Hall
1121 SW 4th 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 - 42nd 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 - 82nd 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
1900 SW 4th Avenue, Suite 7100, Portland, OR 97201 | phone: 503-823-7700 | fax: 503-823-7800 | tty: 503-823-6868

Introduction

The 82nd Avenue and Division 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[®] model of 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 revenues collected within the URAs on physical improvements to business properties such as storefront improvements, building rehabilitation and improvements to the public realm such as sidewalk, lighting and landscaping improvements that will improve the appearance and function of neighborhood commercial centers within the districts.

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 82nd Avenue and Division Urban Renewal Area with the Portland Comprehensive Plan and pertinent supportive neighborhood and area plans.

The following legal findings of fact will document the 82nd Avenue and Division Urban Renewal Area's conformance with the City of Portland's Comprehensive Plan and all relevant supporting neighborhood and area plans.

82nd Avenue and Division NPI Urban Renewal Area (URA) 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 in 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 82nd Avenue and Division 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 82nd Avenue and Division 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 82nd Avenue and Division URA supports this goal because:

- These findings demonstrate that the 82nd Avenue and Division 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 82nd Avenue and Division URA which 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 82nd Avenue and Division 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 82nd Avenue and Division 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 82nd Avenue and Division URA supports this goal because:

- The 82nd Avenue and Division URA will facilitate the redevelopment of the URA 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 82nd Avenue and Division URA will promote the redevelopment of the SE Division and 82nd Avenue corridors to better serve the needs of the surrounding Montavilla, Powellhurst-Gilbert and South Tabor neighborhoods by improving the physical condition of the existing structures and public realm within the URA 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 82nd Avenue and Division URA will promote the expansion of existing businesses and the development of new business within the 82nd Avenue and Division URA. According to 2010 Business Analyst data 34.7% of the population within ¼ mile of the 82nd Avenue and Division

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

- Both Division Street and SE 82nd Avenue are *Major Transit Priority Streets* while 92nd Avenue within the proposed URA is classified as *Transit Access Streets* according to the Transportation Element of the City's Comprehensive Plan. This URA is currently served by both the Trimet #4 and #72 bus lines. The 82nd Avenue and Division URA will promote the development of a community based administrative entity and provide resources for physical improvements to the initiative area that will increase the attractiveness of this area to a wide variety of activities.

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.

- Division Street is both a *District Collector* and *Neighborhood Collector* within the URA. 82nd Avenue is classified as a *Major City Traffic Street* and 92nd Avenue is classified as a *Neighborhood Collector Street* according to the Transportation Element of the City's Comprehensive Plan. Development within the proposed URA area will be subject to the current CS Storefront Commercial development standards at the intersection of Division and 82nd Avenue and to the CG General Commercial and CN2 Neighborhood Commercial District Standards further away from this intersection. Under these zoning designations development at the intersection will be required to develop at a higher intensity emphasizing pedestrian activity while away from the intersection more auto-accommodating development is allowed. In all of the listed zones, physical development that is supportive of an enhanced pedestrian environment is required. Additional financial resources made available through the 82nd Avenue and Division URA may be applied to pedestrian improvements to enhance the pedestrian and bicycle experience within the URA and connections to the adjoining 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 82nd Avenue and Division 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 82nd Avenue and Division URA includes: commercially zoned property (CS, CN2 and CG); multi-dwelling residentially zoned property (R1, R2); and single family neighborhoods zoned R2.5 and R5. The 82nd Avenue and Division URA supports policy 2.22 by making funds available for funding commercial enhancements within an existing mixed use area.

Policy 2.27 Outer Southeast Community Plan calls for promoting the economic vitality, diverse residential character, environmental quality, and livability of Outer Southeast Portland by including the Outer Southeast Community Plan as part of this Comprehensive Plan.

- The 82nd Avenue and Division Urban Renewal Area is located within the Outer Southeast Community Plan Area. Pertinent sections of the Outer Southeast Community Plan include, but are not limited to:
 - Economic Development Policy which calls for improving the vitality of outer southeast business districts and employment centers,
 - Urban Design Policy which seeks to foster a sense of place and identity for the outer southeast community plan area by reinforcing existing character-giving elements and encouraging the emergence of new envisioned character, and
 - Geographically targeted policies of the Traditional Neighborhoods and 82nd Avenue/I-205 Corridor Subareas. These subareas promote the redevelopment of these stretches of 82nd Avenue and Division Street as a contemporary Main Streets serving the daily employment and commercial needs of an increasing density of residential uses adjoining these commercial areas.
- The 82nd Avenue and Division URA is consistent with the Outer Southeast Community Plan because it will cause the creation of a community based administrative entity to initiate and oversee district improvements and it will direct capital investment and technical expertise to the improvement of the 82nd Avenue and Division URA. These actions will assist the URA reach its potential as a contemporary main street as described in the Outer Southeast Community Plan.

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 82nd Avenue and Division 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 82nd Avenue and Division URA will contribute to the health and vitality of the Montavilla, Powellhurst-Gilbert and South Tabor neighborhoods by improving the 82nd Avenue and Division URA as a neighborhood commercial hub serving the surrounding residential neighborhoods. More specifically the 82nd Avenue and Division 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 revenues will be directed to building repairs and upgrades and physical 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 entities formed in support of the URA will serve as local forums for the identification and promotion of programs of local interest. Such programs may include other non-TIF supported economic development activities such as local marketing and branding as well as other business attraction, retention and community building efforts as may be defined by the local administrative entities.

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 82nd Avenue and Division 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.

Policy 3.9 Outer Southeast Community Neighborhoods and Business Plan calls for including neighborhood plans developed as part of the Outer Southeast Community Neighborhood and Business Plan. These include Centennial, Foster-Powell, Hazelwood, Lents, Mt. Scott-Arleta, Mill Park, Montavilla, Outer Southeast Business Coalition, Pleasant Valley, Powellhurst-Gilbert and South Tabor.

- The 82nd Avenue and Division URA includes portions of the Montavilla, Powellhurst-Gilbert and South Tabor Neighborhood plans. Establishment of the URA is supportive of these neighborhood plans (as described more fully later in these findings) in that it will provide funding to support economic development and physical improvements to existing commercial centers within these neighborhoods.

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 82nd Avenue and Division URA is consistent with this goal because:

- The proposed URA will provide revenues for economic development projects including, but not limited to, storefront improvement grants and commercial redevelopment and revitalization projects. The proposed 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 82nd Avenue and Division URA directly supports this policy by providing tax increment revenues that can leverage private investment in the proposed URA.

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

- The 82nd Avenue and Division URA administrative entity may pursue non-TIF funding for economic development programs including marketing, 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 82nd Avenue and Division URA supports this policy through the creation of an 82nd Avenue and Division URA administrative entity comprised of local business and residential interests. This group will evaluate specific requests for tax increment funding to support physical improvements to business properties and the public realm. Additionally the administrative entity may pursue redevelopment projects and business retention/attraction programs that are consistent with neighborhood priorities that will not use tax increment financing.

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 82nd Avenue and Division URA is directly supportive of Policies 5.6 and 5.7 above in that it will create a local administrative entity empowered to collect and distribute TIF revenues for commercial property rehabilitation and enhancements to the public realm within the 82nd Avenue and Division URA. This group may also develop and use non-TIF resources to initiate 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 82nd Avenue and Division URA supports this goal because:

- The 82nd Avenue and Division URA will reinvigorate the SE Division St and 82nd Avenue 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 82nd Avenue and Division 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 82nd Avenue and Division URA supports this policy through its encouragement of reinvestment of 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.

- Revenues from the 82nd Avenue and Division URA may be used for energy efficiency upgrades to existing commercial structures within the Urban Renewal Area 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 82nd Avenue and Division URA is supportive of this goal because:

- Members of the 82nd Avenue and Division URA administrative entity were 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.
- 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 82nd Avenue and Division 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 82nd Avenue and Division 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 82nd Avenue and Division 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 82nd Avenue and Division 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 82nd Avenue and Division URA was mailed to all owners of real property within the City of Portland in mid-March 2012.

The 82nd Avenue and Division 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 82nd Avenue and Division URA supports this goal by:

- Allowing investment of tax increment revenues in existing commercial buildings to preserve and enhance existing historic design elements, supporting improvements 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 82nd Avenue and Division URA may be used to improve the appearance and function of both private commercial buildings and the public realm along the existing SE Division St and SE 82nd Avenue commercial corridors 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.

- This URA supports both Policy 12.2 and 12.4 in that tax increment revenues made available through the 82nd Avenue and Division URA area may be used for functional pedestrian improvements and for other projects that will improve the public realm such as public art, lighting and 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.

- Expenditure of TIF funds made available through the 82nd Avenue and Division 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 Montavilla, Powellhurst-Gilbert and South Tabor Neighborhood Plans

Montavilla Neighborhood Plan

The Montavilla Neighborhood Plan was adopted by the City Council on January 31st 1996. The policies and objectives of this plan were adopted as part of Portland’s Comprehensive Plan by ordinance 169763. The proposed 82nd Avenue and Division Urban Renewal Area is supportive of the following Neighborhood Plan Policies:

Policy 3 Transportation seeks to improve the accessibility of the neighborhood and expand choices of transport modes available to Montavilla residents. Encourage the development of commercial and higher density residential developments along transit streets throughout the neighborhood.

- The URA is supportive of this policy as it will provide TIF revenues to support improvements to business properties along SE Division Street and 82nd Avenue, both of which are served by frequent bus service. Eligible improvements to the public realm can improve the environment for pedestrians and bicyclists

Policy 4 Economic Development in part, seeks to foster the opportunity for new businesses and the expansion of existing businesses in Montavilla commercial areas including along SE Division and 82nd Avenue.

- The 82nd Avenue and Division URA is directly supportive of this policy by making TIF revenues available for commercial property construction renovation and expansion, making this area a more attractive area to do business for existing and potential enterprise. Outside of TIF funding, the local administrative entity may seek additional resources to develop and implement a marketing plan for this district to increase community awareness of the district to both potential customers and businesses.

Powellhurst-Gilbert Neighborhood Plan

The Powellhurst-Gilbert Neighborhood Plan was adopted by the City Council on January 1, 1996. The policies and objectives of this plan were adopted as part of Portland's Comprehensive Plan by ordinance 169763. The proposed 82nd Avenue and Division URA is supportive of the following Neighborhood Plan Policies:

Policy 1 Transportation seeks to ensure that the neighborhood is accessible by a variety of transport modes including walking, bicycling, public transport, auto, and truck traffic while reducing noise pollution and safety hazards

- Tax increment revenues available through the 82nd Avenue and Division URA may be used to improve sidewalks, bus stops and bicycle facilities within the area in support of this policy.

Policy 6 Economic Development seeks to improve, support and create businesses that enhance the neighborhood and provide needed goods and services.

- The 82nd Avenue and Division URA is specifically supportive of this policy by providing a funding mechanism through tax increment financing for business improvements and business development within this area. Revenues from the URA may be used to leverage additional private investment within the area while non-TIF resources may be sought and used by the local administrative entity to fund business improvement and marketing programs.

South Tabor Neighborhood Plan

The South Tabor Neighborhood Plan was adopted by the City Council on January 31, 1996. The policies and objectives of this plan were adopted as part of Portland's Comprehensive Plan by ordinance 169763. The proposed 82nd Avenue and Division URA is supportive of the following Neighborhood Plan Policies:

Policy 2 Transportation seeks to maintain mobility and accessibility by reducing the impact of autos on South Tabor and encourage alternative forms of transportation.

- The 82nd Avenue and Division URA is supportive of this policy by making TIF revenues available for the type of sidewalk and bicycle improvements that would encourage such alternative forms of transportation. Additionally, this URA is located along two bus lines. Increasing business activity here will be increasing the number of business and employment opportunities easily accessible by public transit.

Policy 3 Economic Development seeks to encourage and support businesses that enhance the neighborhood and provide needed goods and services to local residents


- The 82nd Avenue and Division URA is supportive of this policy by making TIF revenues available for building renovation and enhancing the physical condition of the SE Division St and 82nd Avenue commercial area. Additionally, the local administrative entity may engage in marketing and other business support programs while developing a working relationship between the business and residential communities.

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 82nd Avenue and Division NPI District**

Prepared by the Steering Committee:

Nancy Chapin	Charles Hui
Don Howard	Nanette Tran
Dan Cogan	Jenny Lee
Hai Nguyen	Fritz Hirsch

Area Description

The district is composed of two major arterials (82nd Avenue and SE Division Street), lined with small storefronts and major, long-standing businesses and property owners. Most establishments are locally owned retail and food services providing a rich tapestry of multi-cultural businesses.

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: 82nd Avenue

Neighborhood Districts: Montavilla, South Tabor and Powellhurst-Gilbert

Team meetings, attendees and the agendas for each:

Date/Day	Activity	Agenda	Attending
12/6/12	Team meeting	Introductions, Name, Town Hall dates, PR draft	Don Howard, Charles Hui & Roslyn Hui, Nancy Chapin, Nanette Tran, Bridget
12/14/11	Team meeting	PR, Tagline, Budget planning, resources & materials	
12/15/11	82BA meeting	Intros, Est. Treasurer & bank signers, Save the Date postcard for TH mtgs.	82ARBA Members
12/22/11	Team meeting	Print, online outreach materials, Survey, Pledge, Future NPI	Dan, Nancy, Dana, Anthony, Don, Bridget
12/27 & 12/28/11	Flyer to business	Walkabout	Bridget & Allah
12/28/11	Team meeting	Budget, Outreach plan, surveys, Town Hall plans	Hai, Dan, Anthony, Bridget
1/5/12	Team meeting	Expenses, Outreach plan, Town Hall agendas	Dan, Hai, Nancy, Anthony, Bridget
1/9/12	Powell Gilbert	Dropped fliers	Neighborhood Assn.
1/10/12	Flyer dist. to neighborhood	Hand delivered to 2,000 doors	Advertise in the Bag
1/12/12	Team meeting	Budget review, Face-face outreach	Bridget, Anthony, Hai (Don called)

Date/Day	Activity	Agenda	Attending
1/19/12	Team meeting	Budget review, Funding options, more outreach, TH agenda	Hai, Anthony, Justin, Nancy, Bridget
1/19/12	S Tabor NA Meeting	Dropped fliers	
1/19/12	82BA meeting	Team/Sponsor report	82ARBA Members
1/26/12	Team meeting	TH Agenda, NPI report, MNA Wkshop	
1/31/12	NPI Report		

1. How many community meetings did you conduct with stakeholders? Briefly describe these meetings (Date, Location, Meeting Purpose, Number of Attendees, and what was decided):

Our first Town Hall* meeting was for the Business Community held at Wong King's right after work. We asked business owners to listen and learn about the project. After Introductions and explanation about our version of the NPI, we engaged attendees in a brainstorming session on what could be improved in the area. The short list included focusing on safety, lighting and garbage cans. We allowed for time for businesses to network with each other.

Date/Day	Activity	Agenda	Attending
1/10/12	Business Town Hall	Intros, Info, Support requests, Surveys	20 attendees, list attached
1/14/11	Residents Town Hall	Intros, Info, Support requests, Surveys, Visioning	19 attendees, list attached
1/30/12	Town Hall - All	Visioning, Support	list attached

The second Town Hall meeting* elicited more visions for the district including:

- No crossing at Slavic Church - need more crosswalks
- 82nd Ave is physical barrier
- 82nd & Powell - high pedestrian activity
- Not many pedestrians except Senior Center area on Powell
- Seniors walk to bakeries, regular chess games, grocery shopping
- Need more overhead street lights (that work)
- Garbage cans at bus stops
- Restaurants provided food just across the street from PCC SE Center.

* Complete notes of all Town Hall meetings are available

2. Describe the outreach activities you conducted in your NPI district (i.e. door-to-door campaign, social media, house parties, holiday events). Approximately how many people do you estimate you reached through each major outreach effort?

Once our outreach flyer was finished, we hand delivered over 150 fliers to area businesses collecting contact information for 85 business owners in our NPI area. We also hand-delivered 2,000 fliers to the residents in surrounding neighborhoods. Stacks of fliers were distributed to all the area businesses that agreed to be a point of distribution. We attended as many Neighborhood Associations as possible. We also spent time at area businesses where Seniors and students congregate (King's Bakery & PCC SE Center) collecting survey responses one on one.

In the table listed below we list all of our outreach materials for both online and in print. All of our outreach materials have been translated into Chinese, Thai, and Russian & Spanish.

12/17/11	Web page developed	Where West & East Meet Website live	http://www.82ndavenue.org
12/17/11	Town Hall Evite	EventBrite & Survey Monkey	
12/18/11	Facebook page	Live, invitation sent	https://www.facebook.com/pages/82nd-Avenue-of-Roses-Business-Association/265432436846399
12/18/11	Flier & info sheet	Completed Eng. version flier	
12/18/11	Pledge request letter & form	Completed Eng. version flier	
12/21/11	Visioning survey	Draft completed	
12/21/11	Pledge form	Translations complete	
12/21/11	Survey online	Live, invitation sent to Team & Participants	Survey Monkey
12/15/11	Translate surveys	Translations completed	
12/20/11	Outreach emails to 82BA	Survey link	http://www.82ndavenue.org/wherewemeet/speakout.html
12/23/11	Draft eNews	Subscription invitation	Constant Contact template
12/28/11	Outreach email to all NPI bizs	Survey & Subscribe links	

3. What do you feel were the major successes resulting from this grant?

- One of the most important successes resulting from this grant was that it brought the whole neighborhood closer since everyone has common goal to make this district a better for all. Even though we all either do business or live in the neighborhood, we seldom get together or see each other. With the project going on, we personally got to meet a lot of people that we would have not met otherwise.
- We added to the district's mailing list with current contact information and talked one-on-one with every business owner or manager in the NPI district.
- We have started to communicate with people online, with social media and emails.
- It was good to have a paid outreach person, an invaluable asset considering the time requirements.

4. Are there lessons learned? Things you would do differently in the future?

The main thing we would do differently is start earlier and not try to do outreach during the Christmas and New Year's holidays. Chinese New Year was in January this year, adding to the string of holiday distractions. It would be great to have shared tools and resources from the other NPI groups from the beginning and throughout the program.

