

RESOLUTION No. **3 6 9 5 3**

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

WHEREAS, in 1985 the Cully neighborhood, a large racially and ethnically diverse and modest income neighborhood in central northeast Portland was annexed into the City of Portland without adequate streets, parks, recreation, and other amenities, and these conditions still exist; and

WHEREAS, in 2008 City Council adopted Resolution #36646, the *Cully-Concordia Community Assessment and Action Plan*, an initiative between the City, Portland Public Schools, and interested community stakeholders to address equity issues including priority goals of local economic development and improvements to infrastructure, facilities and services in the Cully-Concordia area; and

WHEREAS, in 2011, the Bureaus of Planning and Sustainability and Transportation initiated the Cully Commercial Corridor and Local Street Plan project, which implements the Cully-Concordia Community Action Plan by expanding opportunities for businesses to locate in Cully through the designation of commercial and employment zoned properties, in an underserved community, and provides affordable local street design and improvement options to address significant local street system deficiencies in Cully; and

WHEREAS, in 2011, City Council adopted Resolution #36864, establishing a Neighborhood Economic Development (NED) Strategy to foster economic opportunity and neighborhood vitality throughout Portland; the NED Strategy is intended to proactively support communities of color city wide, and residents and businesses within priority neighborhoods including those experiencing lagging commercial investment and increased poverty, and those experiencing gentrification pressures; and

WHEREAS, in 2012 the Portland Development Commission's Board and City Council launched the Neighborhood Prosperity Initiative as a key action item of the NED Strategy; the Cully Boulevard main street area is one of six commercial corridors that will be the focus of this community-led, local economic development initiative; and

WHEREAS, the Portland Housing Bureau's (PHB) 2011-13 Strategic Plan Goal 1 is to meet Portland's need for quality affordable homes for its residents, and Goal 2 is to ensure equitable access to housing; and PHB will do so by using its influence, investments and partnerships to create/retain fair housing close to quality jobs, schools, transportation and other elements of healthy connected neighborhoods, and by using neighborhood revitalization and redevelopment planning to help minority and low-income people stay in their neighborhoods; and

WHEREAS, the City Council adopted Resolution #36918, the *Portland Plan*, a

strategic plan for Portland's future that contains an equity framework and defines equity as everyone having access to the opportunities necessary to satisfy their essential needs, advance their well-being and achieve their full potential; and the recommendations in the *Cully Main Street and Local Street Plan* address some of the equity issues in Cully; and

WHEREAS, the *Portland Plan* defines gentrification as public and private investments that increase a neighborhood's attractiveness resulting in a rise in property values, redevelopment, and a change in a neighborhood's household and business composition, often from lower income, communities of color, to higher income households and businesses that support new residents, creating the potential for displacement of historic residents and businesses; and

WHEREAS, policies and actions in the *Portland Plan* are built on a framework of equity, and the *Portland Plan* specifically addresses the potential for community revitalization efforts to result in unintended negative impacts for lower-income households and communities of color; and in response to this the *Portland Plan* includes Action 97 which directs bureaus to develop policies and strategies that anticipate and, to the extent possible, preempts displacement and other impacts of gentrification focusing on approaches in housing, business development and program evaluation; and

WHEREAS, the Cully area benefits from a strong coalition of community organizations such as the Native American Youth and Family Center, Hacienda Community Development Corporation, Verde and others who have worked individually and collectively, and have partnered with the City of Portland and other public agencies to address equity, gentrification and anti-displacement activities, by providing housing stability and promoting education, training and job opportunities that improve the wealth of Cully's low income communities of color; and

WHEREAS, the recommendations in the *Cully Commercial Corridor and Local Street Plan* are built on the premise that moving toward a more healthy community benefits *everyone* and everyone should have access to basic services, decent housing, healthy food, and local jobs; yet at the same time, the City and the community recognize that public and private improvements that will result from recommendations of the *Cully Commercial Corridor and Local Street Plan* and other activities can lead to increased property values, benefit community members outside of Cully, and/or lead to involuntary displacement of Cully's most vulnerable low income residents, including communities of color, if not anticipated and addressed through policies, programs and targeted investments that directly benefit the existing residents and businesses.

NOW, THEREFORE BE IT RESOLVED that City Council adopts the Planning and Sustainability Commission *Cully Commercial Corridor and Local Street Plan - Recommended Draft* (Exhibit A).

NOW, THEREFORE BE IT RESOLVED that the Bureau of Planning and Sustainability, Portland Development Commission, and Portland Housing Bureau shall work together and with interested Cully community organization representatives to implement *Portland Plan* Action 97 (Mitigate Social Impacts) and align existing policies, strategies and investments, and where needed develop policies and strategies that anticipate and address the displacement impacts of gentrification.

NOW, THEREFORE BE IT RESOLVED that the Bureau of Planning and Sustainability, Portland Development Commission, and Portland Housing Bureau, and other necessary Portland Plan partners as part of implementing *Portland Plan* Action 97, compile, monitor and evaluate historic, current, and future demographic, housing and market data for the Cully neighborhood every year, beginning in fall 2012, and share this information with agency and community partners like the Portland Plan partners to inform and adjust local strategies as necessary.

NOW, THEREFORE BE IT RESOLVED that the Bureau of Planning and Sustainability, Portland Development Commission and Portland Housing Bureau convene a stakeholder committee within the next 60 days to examine additional land-use and zoning tools to prevent displacement and gentrification and advance community benefit goals, and report back on additional tools that the City has at its disposal, or that the City might choose to advocate for through changes in state law.

NOW, THEREFORE BE IT RESOLVED that the Bureau of Transportation supports local economic development that benefits people who live in this ethnically diverse and modest income community by supporting a permitting process that enables, where possible, the hiring of qualified local workers for design, construction or maintenance activities.

NOW, THEREFORE BE IT RESOLVED that the Portland Parks and Recreation is encouraged to consider more public-private partnerships that could employ qualified local contractors in the design, construction, and maintenance of parks.

Adopted by the Council: AUG 29 2012

Mayor Adams

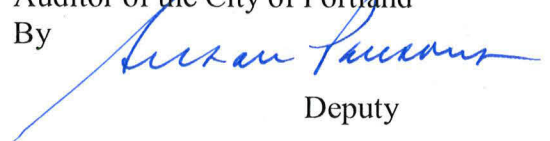
Prepared by: Debbie Bischoff

Date Prepared: August 31, 2012

LaVonne Griffin-Valade

Auditor of the City of Portland

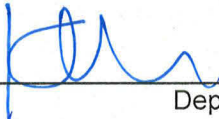

By



Deputy

Agenda No. **36953** *As Amended*
RESOLUTION NO.
 Title

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

INTRODUCED BY Commissioner/Auditor: Mayor Adams	CLERK USE: DATE FILED <u>AUG 24 2012</u>
COMMISSIONER APPROVAL Mayor—Finance and Administration - Adams Position 1/Utilities - Fritz Position 2/Works - Fish Position 3/Affairs - Saltzman Position 4/Safety - Leonard	LaVonne Griffin-Valade Auditor of the City of Portland By:  Deputy
BUREAU APPROVAL Bureau: Planning and Sustainability Bureau Head: Susan Anderson Prepared by: Debbie Bischoff Date Prepared: August 15, 2012 Financial Impact & Public Involvement Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/> Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Council Meeting Date August 29, 2012	ACTION TAKEN:
City Attorney Approval: required for contract, code, easement, franchise, charter, Comp Plan 	

AGENDA TIME CERTAIN <input checked="" type="checkbox"/> 3 of 3 Start time: 6:00 PM Total amount of time needed: 2 hours (for presentation, testimony and discussion) CONSENT <input type="checkbox"/> REGULAR <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion)
--

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	✓	
2. Fish	2. Fish	✓	
3. Saltzman	3. Saltzman	✓	
4. Leonard	4. Leonard	_____	
Adams	Adams	✓	