

AMENDMENTS TO THE CENTRAL EASTSIDE URBAN RENEWAL AREA PLAN

Findings of Fact for Consistency with City of Portland Planning Goals and Policies

As proposed, the Amended Central Eastside Urban Renewal Plan (the “Amended CESURA”) will provide tax increment resources to an additional 16.2 acres of land around the new Clinton MAX light rail station at the existing district’s southeast end, resulting in a total urban renewal area of 708.5 acres. Maximum indebtedness would increase by 20 percent to \$126 million and the last date to issue debt would be extended five years from fiscal year 2017/2018 to 2022/2023. These amendments will support development in the Central Eastside Urban Renewal Area described in the original Central Eastside Urban Renewal Plan. This action is intended to accelerate the region’s growth and excellence, attract private investment, enhance blighted properties and educate the region’s workforce. Potential investments include the development of infrastructure, affordable housing, and private development. Among the public benefits expected to occur are increases in assessed values as low-density properties redevelop, accelerated job growth through increasing employment densities throughout the district, research and technology commercialization activities in conjunction with activities in the South Waterfront area, and greater entrepreneurial and startup activity in Portland’s industry clusters.

1. City of Portland Comprehensive Plan

The Amended Central Eastside Urban Renewal Area (CESURA) Plan was prepared in conformity with the Portland Comprehensive Plan. The Portland Comprehensive Plan was adopted by 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 periodic review was completed in January 2000. The City is currently undergoing its second Comprehensive Plan Periodic Review which is expected to be completed by the end of 2014.

Comprehensive plans describe a variety of public goals that are to be achieved over the long term. These goals are usually complementary 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 Amended CESURA 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:”

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

The CESURA Amendment was prepared in conformity with the Portland Comprehensive Plan and conforms to 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 amendments support this goal because:

1. These findings demonstrate that the CESURA Amendment conforms to the City of Portland Comprehensive Plan which was acknowledged by the State of Oregon as

consistent with statewide planning goals. The Amended CESURA will provide tax increment revenues for physical improvements to support urban and economic development in parts of the Central City. 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 the Central City.

The Amended CESURA is 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 amendments support this goal because:

2. A number of other government agencies were notified of the proposed amendments to the CESURA and given the opportunity to comment. Representatives from other government agencies including Multnomah County and Portland Public Schools were included on the Urban Renewal Area Amendment Advisory Committee (URAAAC). This group held a series of four meetings between June and September 2014 and helped shape the direction for future urban renewal areas in the Central City including the proposed amendments to the CESURA.
3. The Amended CESURA conforms to this policy because all overlapping taxing jurisdictions were notified of this proposal, provided with draft authorizing documents and given the opportunity to comment. These jurisdictions include Portland Public Schools, Metro, Multnomah County and others. Any comments received will be addressed during the City Council approval process in November 2014.

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 amendments support this goal because:

4. The Amended CESURA will facilitate new urban development in the Central City with more intense industrial, commercial, office, and residential opportunities than currently exist.

Specially, the Amended CESURA is supportive of the following policies:

Policy 2.1 Population Growth, seeks to allow population growth within the existing city boundary by providing land use opportunities that will accommodate the projected increase in city households.

5. The Amended CESURA conforms to this policy because potential development sites within the district could accommodate a variety of future housing types including affordable and market rate housing.
6. The Amended CESURA conforms to this policy because City Council has established an overall goal of spending 30 percent of urban renewal funding on affordable housing projects and programs. The specific goal in the CESURA is 18 percent. The Amended CESURA will continue to make funding available for housing programs and projects in the district, and will extend the period in which funding for such projects is available. These projects will be determined by the Portland Housing Bureau.

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

7. The Amended CESURA conforms to this policy because it will continue to facilitate new development and redevelopment that expands the range of commercial, employment, and housing opportunities within the Central City.

Policy 2.6 Open Space, seeks to provide opportunities for recreation and visual relief by preserving Portland's parks, golf courses, trails, parkways and cemeteries. Establish a loop trail that encircles the city, and promote the recreational use of the city's rivers, creeks, lakes and sloughs.

8. The Amended CESURA conforms to this policy because it will continue to make funding available that may be used for the provision of additional park space and other open space improvements in the district.

Policy 2.7 Willamette River Greenway Plan, seeks to implement the Willamette River Greenway Plan which preserves a strong working river while promoting recreation, commercial and residential waterfront development along the Willamette south of the Broadway Bridge.

9. The Amended CESURA conforms to this policy because it will continue to make funding available for improvements to the riverfront for further employment, education, recreation and habitat restoration purposes.

Policy 2.11 Commercial Centers, seeks to expand the role of major established commercial centers which are well served by transit.

10. The Amended CESURA conforms to this policy because it will provide resources to support the continued development of the Central Eastside Industrial District, a major commercial and employment center within the Central City. The area is served by many bus lines and the Portland Streetcar. Starting in September 2015, the district will be served by a new MAX light rail line with two stations in the Amended CESURA boundaries. Increasing development in this area will support transit ridership and help reduce future reliance on the automobile.

Policy 2.12 Transit Corridors, seeks to provide a mixture of activities along major transit routes.

11. The Amended CESURA conforms to this policy because the Central City is the hub of the metropolitan region's transportation system. The Amended CESURA will facilitate mixed-use development providing a range of new commercial, employment and housing opportunities along the Portland Streetcar and MAX light rail transit lines as well as the many bus lines that serve the region.

Policy 2.13 Auto-Oriented Commercial Development, seeks to allow auto-oriented commercial development to locate on streets designated as Major City Traffic Streets by the Transportation Element.

12. The Amended CESURA conforms to this policy because it may make funds available for auto-oriented street system improvements at SE Powell Blvd, a Major City Traffic Street where auto-oriented development is expected to continue.

Policy 2.14 Industrial Sanctuaries, seeks to provide industrial sanctuaries and encourage the growth of industrial activities in the city by preserving industrial land primarily for manufacturing purposes.

13. The Amended CESURA conforms to this policy because it will support increased industrial development in the Central Eastside Industrial District, one of the Central City's industrial sanctuaries. Funds will support workforce partnerships between businesses and educational institutions that will increase the supply of skilled workers

for industrial employment and foster innovation in manufacturing and other industrial processes. Consistent with findings against the Central City Plan (1988), URA funds would only support housing in areas already committed to nonindustrial uses or potentially at MAX light rail stations.

Policy 2.15 Living Closer to Work, seeks to locate greater residential densities near major employment centers, including Metro-designated regional and town centers, to reduce vehicle miles traveled per capita and maintain air quality. It also calls for locating affordable housing close to employment centers.

14. The Amended CESURA conforms to this policy because it will support new affordable and market rate housing development within parts of the district that are near to employment opportunities and are in close proximity to and readily accessible from the public transportation network serving the region's highest concentration of employment opportunities. Consistent with findings against the Central City Plan (1988), URA funds would only support housing in areas already committed to nonindustrial uses or potentially at MAX light rail stations.

Policy 2.17 Transit Stations and Transit Centers, seeks to encourage transit-oriented development patterns at transit stations to provide for easy access to transit service.

15. The Amended CESURA conforms to this policy because the area includes MAX light rail and Portland Streetcar station areas. The entire area of the CESURA is within easy walking distance of high-capacity transit. Many sites within the district boundary are ideal transit oriented development opportunities.

Policy 2.18 Transit-Supportive Density, establishes average minimum residential densities and minimum floor area ratios for non-residential development.

16. Existing Comprehensive Plan Map designations in the Amended CESURA conform with these policies and, therefore, no changes are required as part of the district.

Policy 2.19 Infill and Redevelopment, encourages infill and redevelopment as a way to implement the Livable City growth principles and accommodate expected increases in population and employment. Encourages 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 Vacant Land, seeks full utilization of existing vacant land except in those areas designated as open space.

17. The Amended CESURA conforms to this policy because it will provide resources to enable redevelopment on the significant vacant and underutilized lands within the area. The technical report accompanying the amendments to the CESURA identifies 248 parcels of vacant or underutilized land within the Amended CESURA boundary.

Policy 2.22 Mixed Use, seeks to continue 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.

18. The Amended CESURA conforms to this policy because it will provide resources to enable the development of new mixed use areas at the new MAX light rail station areas. Funding is not expected to support new mixed use redevelopment that is incompatible with parts of the district currently committed to industrial uses.

Policy 2.25 Central City Plan, seeks continued investment within Portland's Central City while enhancing its attractiveness for work, recreation and living. The Central City Plan is meant to coordinate development, provide aid and protection to Portland's citizens, and enhance the Central City's special natural, cultural and aesthetic features.

19. The Amended CESURA conforms to this policy because the majority of the URA is within the Central City Plan District. Urban renewal funds and programs will help achieve the goals of the plan noted above. See also findings in Section 3 below pertaining to the Central City's Central Eastside Policy.

Goal 3, Neighborhoods, calls for the preservation and reinforcement of the stability and diversity of the city's neighborhoods while allowing for increased density. The amendments support this goal in the following ways:

20. The Amended CESURA will facilitate the improvement and revitalization of parts of the Kerns, Buckman, Hosford-Abernethy and Brooklyn neighborhoods, as well as the Central Eastside Industrial District. The Findings for Comprehensive Plan Goal 4, Housing (below) also apply.

Specifically, the Amended CESURA is supportive of the following policies:

Policy 3.3 Neighborhood Diversity, promotes neighborhood diversity and security by encouraging diversity in age, income, race and ethnic background within the City's neighborhoods.

21. The Amended CESURA conforms to this policy because potential development sites within the district could accommodate a variety of future housing types including affordable and market rate housing.
22. The Amended CESURA conforms to this policy because the City Council has established an overall goal of spending 30 percent of urban renewal funding on affordable housing projects and programs. The specific goal for the CESURA is 18 percent. The Amended CESURA will continue to make funding available for housing programs and projects in the district. These projects will be determined by the Portland Housing Bureau.

Policy 3.4 Historic Preservation, seeks to preserve and retain historic structures and areas throughout the city.

23. The Amended CESURA conforms to this policy because the area contains a mix of historic buildings. The Amended CESURA will continue to make funds available that can assist with preservation and improve the condition of the district's physical structures. Potential preservation activities include seismic upgrades, assistance with adaptive re-use projects and storefront renovations.

Policy 3.5 Neighborhood Involvement, seeks to provide for the active involvement of neighborhoods, residents, and businesses in decisions affecting their neighborhood.

24. The Amended CESURA conforms to this policy because the four Urban Renewal Area Amendment Advisory Committee meetings held were advertised and open to the public who were invited to provide testimony.
25. The Amended CESURA conforms to this policy because a public open house was held on September 11th, 2014 to allow for public input on the urban renewal amendments. Feedback received was used in the creation of the amended plan.

26. The Amended CESURA conforms to this policy because the Portland Development Commission is committed to continuing a forum for involvement throughout the duration of the Plan.
27. Findings under Comprehensive Plan Goal 9: Citizen Involvement also apply.

Policy 3.6, Neighborhood Plan, requires the City to maintain and enforce neighborhood plans that are consistent with the Comprehensive Plan.

28. The Amended CESURA conforms to this policy because CESURA funding will help support the growth and development called for in several existing neighborhood plans. The City Council has adopted neighborhood plans and amendments for the physical area that would be encompassed by the CESURA. These include but are not necessarily limited to: Kerns Neighborhood Action Plan (1987), Hosford-Abernethy (HAND) Neighborhood Action Plan (1988), Buckman Neighborhood Plan (1991), and the Brooklyn Neighborhood Plan (1992).
29. The Amended CESURA conforms to this policy because it can make renewal funds available to relevant projects and programs in or adjacent to these neighborhoods.

Goal 4, Housing, calls for enhancing Portland's vitality as a community at the center of the region's housing market by providing housing of different types, density, sizes, costs and locations that accommodates the needs, preferences, and financial capabilities of current and future households. The amendments conform to this goal because:

30. The City Council has established an overall goal of spending 30 percent of urban renewal funding on affordable housing projects and programs. The specific goal for the CESURA is 18 percent. The Amended CESURA will continue to make funding available for housing programs and projects in the district as determined by the Portland Housing Bureau.
31. The Amended CESURA may provide funding to support new housing projects on mixed use corridors and at station areas.

Specifically, the Amended CESURA is particularly supportive of the following policies:

Policy 4.1 Housing Availability, seeks to ensure that an adequate supply of housing is available to meet the needs, preferences, and financial capabilities of Portland's households now and in the future.

Policy 4.3 Sustainable Housing, encourages housing that supports sustainable development patterns by promoting the efficient use of land, conservation of natural resources, easy access to public transit and other efficient modes of transportation, easy access to services and parks, resource efficient design and construction, and the use of renewable energy resources.

32. The Amended CESURA conforms to these policies because it will encourage new residential development in a section of Portland's Central City containing MAX light rail and bus lines, and that is served by the Portland Streetcar. This is a highly resource-efficient pattern of growth that will support bicycle use, pedestrian activity and transit ridership, and reduce reliance on the automobile.
33. The Amended CESURA conforms to this policy because it will facilitate a range of mixed-use development that will provide new and redeveloped academic, industrial, commercial, employment and housing opportunities in the area along the light rail transit and streetcar lines and along main street segments.

Policy 4.10 Housing Diversity, promotes the creation of a range of housing types, prices, and rents to: 1) create culturally and economically diverse neighborhoods; and 2) allow those whose housing needs change to find housing that meets their needs within their existing community.

34. The Amended CESURA conforms to this policy because it will continue to make funding available for housing development projects and programs including a diversity of affordable and market rate housing as determined by the Portland Housing Bureau.

Policy 4.11 Housing Affordability, promotes the development and preservation of quality housing that is affordable across the full spectrum of household incomes.

35. The Amended CESURA conforms to this policy because it will continue to make funding available for affordable housing development projects, preservation and rehabilitation of existing affordable housing in the area, and supportive programs as determined by the Portland Housing Bureau.

Policy 4.12 Housing Continuum, seeks to ensure that a range of housing from temporary shelters, to transitional, and to permanent housing for renters and owners is available, with appropriate supportive services for those who need them.

Policy 4.14 Neighborhood Stability, seeks to stabilize neighborhoods by promoting: 1) a variety of homeownership and rental housing options; 2) security of housing tenure; and 3) opportunities for community interaction.

36. The Amended CESURA conforms to these policies because it will continue to make funding available for housing development projects that will create a range of housing programs in the area from very low, low, moderate, and middle-income households, including affordable housing programs as determined by the Portland Housing Bureau.
37. The Amended CESURA conforms to these policies because it may provide a source of funding to help ensure that existing affordable rental housing in the district remains affordable over the long-term through programs to be determined by the Portland Housing Bureau.

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 amendments conform to this goal because:

38. The Amended CESURA is an employment district important to the economic stability of the city. A recent analysis of the industrial sanctuary completed for the Southeast Quadrant Plan (Central City 2035 Plan Update) shows that the Central Eastside is home to over 17,000 jobs and added 700 new jobs during the 2006-2011 recession. Recent policies such as the creation of an Employment Opportunity Subarea in 2006 have helped to strengthen the district's business incubation functions.
39. The Amended CESURA is expected to remain employment oriented for the foreseeable future. Over 75 percent of the existing Central Eastside subdistrict is currently zoned for employment uses including General Industrial (IG1), Heavy Industrial (IH), or General Employment (EG1, EG2) zone designations. The ongoing Southeast Quadrant Plan (part of the Central City 2035 Plan) is expected to reinforce employment oriented land use patterns with minimal expansion of residential uses around station areas and to complete mixed zone blocks with both IG1 and EX designations.

40. The Amended CESURA contains properties within and adjacent to the PCC CLIMB Center and Benson High School. Funds available through the Amended CESURA will be available to support continued institutional and private investment in these sites and adjoining properties.
41. The Amended CESURA also contains properties within close proximity to the new OHSU Schnitzer campus and South Waterfront areas where considerable investment is expected through the Knight Challenge and other funding. One MAX light rail stop away from the focus of these activities, the southern portions of the Central Eastside have previously been identified as an important part of the Innovation Quadrant strategy to link scientific, cultural institutions and employment opportunities on both sides of the river through transportation investments such as the Tilikum Crossing multi-modal bridge. Funds available through the Amended CESURA could support continued institutional and private investment in this rapidly developing economic center and adjoining properties, including strategies to support the continued growth of OMSI, the PCC CLIMB Center and the capture of economic growth through the Knight Challenge.
42. Retail activity contributes to the economy and quality of life in the Central Eastside and larger Central City. The health of individual retailers is directly related to the health of other proximate businesses and the larger downtown environs (i.e., empty storefronts send a negative message to potential tenants). Funding available through the Amended CESURA can be used to fund public infrastructure investment and other public/private partnerships that will improve the general retail environment within the district.
43. Funding available through the Amended CESURA may be available to support the establishment of new or expansion of existing businesses including those within the clusters of economic activity targeted for public support by the City's Five-Year Economic Development Strategy.

Specifically, the Amended CESURA is particularly supportive of the following policies:

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

44. The Amended CESURA conforms to this policy because the boundary contains a significant mix of existing older buildings that would have greater access to resources for preservation and redevelopment for new employment and housing opportunities through their inclusion in this district.
45. The Amended CESURA conforms to this policy because it will continue to make funding available for small business loans and funding for storefront improvements to support building rehabilitation and building reuse.

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

46. The Amended CESURA conforms to this policy because it will facilitate funding for public-private partnership projects and programs that could help to improve the climate for business in the district through enhanced and targeted access to financial and human capital resources.

47. The Amended CESURA conforms to this policy because it will be available to support and expand workforce development programs by OMSI, the PCC CLIMB Center, Benson High School and private partners such as design-build company Portland ADX.
48. The Amended CESURA conforms to this policy because it could help support and expand marketing and recruiting programs such as the Produce Row initiative.

Policy 5.4 Transportation System, promotes a multi-modal regional transportation system that stimulates and supports long term economic development and business investment.

49. The Amended CESURA conforms to this policy because it will facilitate a range of mixed use developments along the MAX light rail and Portland Streetcar lines that will provide new commercial, employment and housing opportunities. Transit-oriented mixed used areas in the CESURA are expected to complement mixed use areas in the NMACURA, particularly as development results from the Knight Challenge and other investments.

Policy 5.6 Area Character and Identity Within Designated Commercial Areas, promotes and enhances the special character and identity of Portland's designated commercial areas.

50. The Amended CESURA conforms to this policy because it will support increasing development activity in and around a variety of corridors and main street areas including the MLK Jr Blvd/Grand Avenue, Belmont/Morrison, Burnside/Couch, and Hawthorne/Madison couplets and along Water Ave. Each corridor has a unique identity and urban form. Water Ave is increasingly viewed as an industrial main street with active street-facing retail operations supporting high density industrial uses. URA funds are expected to support infill development at the "ODOT blocks" along Water Ave to enhance the character of this main street.
51. The Amended CESURA conforms to this policy because it will support development activity in and around new MAX light rail stations. Early plans discussed at Stakeholder Advisory Committee meetings for the Southeast Quadrant Plan (Central City 2035 Plan Update) identify the OMSI station as a regional cultural center based on existing and proposed attractions including performing arts spaces and open space access to the riverfront. Clinton Station may have a more residential and commercial mixed use character. URA funds are expected to support development that realizes these unique identities at the two station areas within the Amended CESURA.

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

52. The Amended CESURA conforms to this policy because it is intended to support further growth and development of the Central Eastside Industrial District. In 2002, the Central Eastside Industrial Council and the Portland Development Commission completed the Central Eastside Development Opportunity Strategy (CE-DOS), with the goals of creating broader, denser employment, improving access, adding new development and strengthening the character of the area. Among the key strategies of the plan were developing high-tech incubators and improving business-related infrastructure (parking, streetcar access, access to I-5). The Employment Opportunity Subarea was created in 2006 as a result of this process. As the district continues to grow, it is expected that these development strategies will continue to enhance the business functions of the district.

Policy 5.8 Diversity and Identity in Industrial Areas, seeks to promote a variety of efficient, safe and attractive industrial sanctuary and mixed employment areas in Portland.

53. The Amended CESURA conforms to this policy because it will support the increased development of areas with mixed industrial and commercial uses. Funds may be used to support the development of parcels on SE Water Ave where a mixed industrial commercial character presently exists or on projects along the MAX light rail where higher density industrial employment uses are expected along with supporting commercial and retail uses.

Policy 5.11 Science and Technology Quarter, establishes a Science and Technology Quarter as the core of the region's biomedical, bioscience, and bioengineering industries and advances these industries by encouraging and capitalizing on the strengths of Portland's academic and medical institutions and the region's technology sector.

54. The Amended CESURA conforms to this policy because it expands the date to issue debt for the CESURA by five years. This expanded period will allow for the support of activities and employment growth expected through the science and technology quarter development in the South Waterfront area through the Knight Challenge and other initiatives. In conjunction with the Amended NMACURA also being considered, the Amended CESURA will support the Innovation Quadrant, a City of Portland strategy to link academic and innovation activities in the Central Eastside and South Waterfront areas through targeted investments in infrastructure such as the Portland-Milwaukie Light Rail project and development projects.

Goal 6, Transportation, calls for developing a balanced, equitable, and efficient transportation system that provides a range of transportation choices; reinforces the livability of neighborhoods; supports a strong and diverse economy; reduces air, noise, and water pollution; and lessens reliance on the automobile while maintaining accessibility. The amendments support this goal because:

55. Creation of the Amended CESURA will facilitate new development within areas that are well served by transit and other alternative transportation modes. This will reduce the need for employees, students, and customers to rely on automobile travel; and reduce air pollution and traffic congestion on the city's street system.

Specifically, the Amended CESURA is supportive of the following policies:

Policy 6.19 Transit-Oriented Development, seeks to reinforce the link between transit and land use by encouraging transit-oriented development and supporting increased residential and employment densities along transit streets, at existing and planned light rail transit stations, and at other major activity centers.

56. The Amended CESURA conforms to this policy because it will enable new development in portions of Portland's Central City that are served by MAX light rail, bus lines and the Portland Streetcar, which is a resource-efficient pattern of growth. This pattern will support transit ridership and reduce reliance on the automobile.

Policy 6.20 Connectivity, calls for supporting development of an interconnected, multimodal transportation system to serve mixed-use areas, residential neighborhoods, and other activity centers.

57. The Amended CESURA is expected to improve the function of the transportation in the areas near the MAX light rail stations. URA funds may be used for additional street

segments that improve through access in constrained areas of the district, and for pedestrian and bicycle facility improvements.

Policy 6.22 Pedestrian Transportation, seeks to plan and complete a pedestrian network that increases the opportunities for walking to shopping and services, institutional and recreational destinations, employment, and transit.

58. The Amended CESURA conforms to this policy because it may provide funding for public improvement projects to enhance the pedestrian experience including improving sidewalks and amenities, planting street trees, installing street lighting, and installing pedestrian/bicycle connections throughout the district.

Policy 6.23 Bicycle Transportation, seeks to make the bicycle an integral part of daily life in Portland, particularly for trips of less than five miles, by implementing a bikeway network, providing end-of-trip facilities, improving bicycle/transit integration, encouraging bicycle use, and making bicycling safer.

59. The Amended CESURA conforms to this policy because the Central Eastside is a significant cycling destination and serves as a portal to downtown and the inner eastside neighborhoods. With the completion of the Tilikum Crossing multi-modal bridge, increased bicycle activity is expected. As noted above, the proposed amendments to the CESURA could support public improvement projects to enhance the cyclist experience including improving bicycle facilities and safety throughout the district.

Policy 6.24 Public Transportation, seeks to develop a public transportation system that conveniently serves City residents and workers 24 hours a day, seven days a week and can become the preferred form of travel to major destinations, including the Central City.

60. The Amended CESURA conforms to this policy because it may provide funding for a variety of projects that support the existing and expanded public transportation system. Such improvements may include but are not limited to: improving bicycle and pedestrian connections to transit stops from surrounding neighborhoods; improving transit facilities such as the Portland Streetcar and MAX light rail; and increasing transit demand through redevelopment that will support improved transit service.

Policy 6.25 Parking Management, seeks to manage the parking supply to achieve transportation policy objectives for neighborhood and business district vitality, auto trip reduction, and improved air quality.

Policy 6.27 Off-Street Parking, seeks to regulate off-street parking to promote good urban form and the vitality of commercial and employment areas.

61. The Amended CESURA conforms to these policies because it may support the development of district parking strategies that expand opportunities for employee and customer parking.

Policy 6.30 Truck Mobility, seeks to develop, manage, and maintain a safe, efficient, and reliable freight street network to serve Freight Districts, commercial areas, and neighborhoods.

62. The Amended CESURA conforms to these policies because it may support infrastructure improvements on SE Powell Boulevard that would aid in district freight movement..

Policy 6.37 Southeast Transportation District, seeks to reduce travel demand and reliance on the automobile in Southeast Portland to protect residential areas and industrial sanctuaries from non-local traffic, while maintaining access to established commercial areas.

63. The Amended CESURA conforms to this policy because it will support more intense development in portions of the Southeast Transportation District adjacent by the new MAX light rail line, which is a resource-efficient pattern of growth. This pattern will support transit ridership and reduce reliance on the automobile.

Policy 6.41 Central City Transportation District, includes the Central City Transportation Management Plan Goal, policies, and objectives and classification maps, as part of the Transportation Element of the Comprehensive Plan.

64. The Amended CESURA conforms to this policy because it will help meet the goals of the Central City Transportation Management Plan by reducing vehicle miles traveled per capita in the Central City by increasing a wide range of development opportunities in the district – an area with rich transit access, excellent pedestrian and bicycle facilities and a high concentration of goods and services.

Goal 7, Energy, calls for promotion of a sustainable energy future by increasing energy efficiency in all sectors of the city. The amendments support this goal because:

65. The Amended CESURA allows continued support for energy efficient development and sustainable waste management practices by businesses within the Central Eastside as well as the development of a more energy efficient and sustainable district.

Goal 8, Environment, calls for the maintenance and improvement of the quality of Portland's air, water, and land resources, as well as the protection of neighborhoods and business centers from noise pollution. The amendments support this goal because:

66. The Amended CESURA will facilitate new, denser development within areas served by MAX light rail, many bus lines and the Portland Streetcar, which is a resource-efficient pattern of growth. This pattern preserves natural resources (i.e., mitigates flood damage, promotes wildlife conservation) and reduces negative environmental impacts (i.e., air and water pollution) by encouraging urban development in existing urban areas adjacent to high capacity transit service, rather than on the region's fringes.

Specifically, the proposed district is supportive of the following policy:

Policy 8.11 Special Areas, calls for recognizing unique land qualities and adopt specific planning objectives for special areas. Objective H. Willamette River Greenway, protect and preserve the natural and economic qualities of lands along the Willamette River through implementation of the city's Willamette River Greenway Plan.

67. The Amended CESURA will continue to facilitate public improvement projects to enhance the watershed, floodwater management, and habitat values along the Willamette River.

Policy 8.14 Natural Resources, seeks to conserve significant natural and scenic resource sites and values through a combination of programs which involve zoning and other land use controls, purchase, preservation, intergovernmental coordination, conservation, and mitigation. Balance the conservation of significant natural resources with the need for other urban uses and activities through evaluation of economic, social, environmental, and energy consequences of such actions.

68. The Amended CESURA conforms to this policy because it will not change existing zoning and other policies designed to protect natural resources and views in the Central City. District funds may be used to support public and private improvements designed to support the success of these policies including, but not limited to, acquisition of open space, stormwater management projects, tree planting programs and other “green infrastructure” projects.

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 amendments support this goal because:

69. Stakeholders of the Amended CESURA were invited to participate in the process to establish amendments to the URA.

Specifically, the proposed district is supportive of the following policy:

Policy 9.1 Citizen Involvement Coordination, calls for encouraging 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.

70. The Amended CESURA conforms to this policy because it is the result of a process that included the Urban Renewal Area Amendment Advisory Committee (URAAAC). The URAAAC included stakeholders and citizens with expertise in development and land use policy in the impacted areas. The Committee was chaired by Jillian Detweiler from the Office of the Mayor and was comprised of 20 members including representatives from:

- League of Woman Voters
- Melvin Mark Properties
- Central Eastside Industrial Council
- Downtown Development Group
- Portland Business Alliance
- Urban Airship
- Ball Janik
- Central City Concern
- OMSI
- American Assets Trust
- ZGF Architects
- Beam Development
- OHSU
- GBD Architects
- Multnomah County

- Portland Public Schools
 - Chinese American Citizens Alliance Portland Lodge
 - Portland State University
71. The Amended CESURA conforms to this policy because it incorporates input from obtained through public testimony periods at each of the URAAAC's four meetings.
 72. The Amended CESURA conforms to this policy because it incorporates input received at two advertised public open house events: One held by BPS staff on July 8th, 2014 for the Central City 2035 Southeast Quadrant Plan, and a second held by Portland Development Commission staff on September 11th, 2014 that focused on the proposed URA amendments. Notification on the URA amendment public open house was emailed to approximately 3,000 individuals, published as an advertisement in the Oregonian, and publicized via social media such as Facebook and Twitter.
 73. The Amended CESURA conforms to this policy because opportunities to provide feedback and learn about the proposed amendments were advertised to approximately 1,000 subscribers to the Southeast Quadrant Plan mailing list.
 74. The Amended CESURA conforms to this policy because it incorporates input received from the Portland Planning and Sustainability Commission during a public briefing held on September 9th, 2014.
 75. The Amended CESURA conforms to this policy because it incorporates input received at a hearing with public testimony of the Portland Planning and Sustainability Commission held on October 21st, 2014.
 76. The Amended CESURA conforms to this policy because during the course of deliberation information was sent using the City of Portland's Office of Neighborhood Involvement Notification and posted on the organization's blog website. Additionally, project materials were available online at <http://www.pdc.us/for-partners/public-participation/ura-amendments.aspx>.
 77. The Amended CESURA conforms to this policy because the amendments provide additional resources to help implement local plans and policies. These include but are not necessarily limited to: Kerns Neighborhood Action Plan (1987), Hosford-Abernethy (HAND) Neighborhood Action Plan (1988), Buckman Neighborhood Plan (1991), and the Brooklyn Neighborhood Plan (1992).
 78. The Amended CESURA conforms to this policy because Portland Development Commission staff have given at least 12 briefings on the proposal with a variety of neighborhood and business groups between June and October 2014.
 79. The Amended CESURA conforms to this policy because the Portland Development Commission is committed to continuing a forum for involvement throughout the duration of the Plan.

Goal 11, Public Facilities, includes a wide range of goals and policies:

General Goal 11-A calls for provision of a timely, orderly and efficient arrangement of public facilities and services that support existing and planned land use patterns and densities. The amendments support this goal because:

80. The Amended CESURA supports the efficient arrangement of public infrastructure and services by facilitating redevelopment of sites for more intense commercial, office, and residential uses in the urban core of Portland which contains MAX light rail, Portland Streetcar and bus service as well as all other urban public facilities and services necessary and sufficient to support new development. These trends are consistent with the intensification of development in the urban core that is called for under the Comprehensive Plan and the Regional 2040 Growth Concept.

Goal 11-B, Public Rights-Of-Way, calls for improving the quality of Portland's transportation system by carrying out projects to implement the 2040 Growth Concept, preserving public rights-of-way, implementing street plans, continuing high-quality maintenance and improvement programs, and allocating limited resources to identified needs of neighborhoods, commerce, and industry. The amendment conforms to this goal because:

81. The Amended CESURA will continue to make funding available for transportation projects. The CESURA is expected to improve the function of the transportation network in the areas near the MAX light rail stations. URA funds may be used for additional street segments that improve through access in constrained areas of the district and for pedestrian and bicycle facility improvements.

Goal 11 F, Parks And Recreation, calls for maximizing the quality, safety and usability of parklands and facilities through the efficient maintenance and operation of park improvements, preservation of parks and open space, and equitable allocation of active and passive recreation opportunities for the citizens of Portland. The amendments conform to this goal because:

82. Public recreation improvement projects that may be eligible for Amended CESURA funding include rehabilitation of existing parks, tree planting and other streetscape improvement programs, construction of active recreation facilities and performance venues. These actions will improve the quality of recreation opportunities available to Portlanders.

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 amendments support this goal because:

83. The Amended CESURA will provide funding that will support new public and private development throughout the district and at station areas with more intense industrial, commercial, office, and residential uses that will create more diverse employment and affordable housing opportunities than currently exist. This new development will contribute to the emerging specific character and identity of each subarea within the district.

Specifically, the proposed district is supportive of 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.

84. The Amended CESURA conforms to this policy because it will support increasing development activity in and around a variety of mixed use corridors and main street areas including the MLK Jr Blvd/Grand Avenue, Belmont/Morrison, Burnside/Couch, and Hawthorne/Madison couplets and along Water Ave. Each corridor has a unique identity

and urban form. Water Ave is increasingly viewed as an industrial main street with active street-facing retail operations supporting high density industrial uses. URA funds are expected to support infill development at the “ODOT blocks” along Water Ave to enhance the character of this main street.

85. The Amended CESURA conforms to this policy because it will support development activity in and around new MAX light rail stations. Early plans discussed at Stakeholder Advisory Committee meetings for the Southeast Quadrant Plan (Central City 2035 Plan Update) identify the OMSI station as a regional cultural center based on existing and proposed attractions including performing arts spaces and open space access to the riverfront. Clinton Station may have a more residential and commercial mixed use character. URA funds are expected to support development that realizes these unique identities at the two station areas within the Amended CESURA.

Policy 12.3 Historic Preservation, enhance the City’s identity by protecting its significant historic resources. Preserve and reuse historic artifacts as part of Portland’s fabric. Encourage development to sensitively incorporate preservation of historic structures and artifacts.

86. The Amended CESURA conforms to this policy because it contains the East Portland Grand Avenue Historic District as well as a large number of historic buildings; these properties may have greater access to funding resources which will help improve the condition of the URA’s physical structures. Potential preservation activities include seismic upgrades, adaptive re-use and storefront renovations.

Policy 12.4 Provide for Pedestrians, Portland is experienced most intimately by pedestrians. Recognize that auto, transit and bicycle users are pedestrians at either end of every trip and that Portland’s citizens and visitors experience the City as pedestrians. Provide for a pleasant, rich and diverse experience for pedestrians. Ensure that those traveling on foot have comfortable, safe and attractive pathways that connect Portland’s neighborhoods, parks, water features, transit facilities, commercial districts, employment centers and attractions.

87. The Amended CESURA conforms to this policy because it will encourage development that will improve the pedestrian experience including improving on-street character, safety and amenities, planting street trees, installing street lighting, and improving pedestrian/bicycle connections throughout the district.

2. Central City Transportation Management Plan (CCTMP)

The CCTMP was adopted by City Council in 1995 and is the principal planning document guiding transportation policies in the Central City. It was based on the framework to focus growth in the Central City, develop transportation and parking management strategies for each district of the Central City, support transit and other alternative travel modes, promote housing as a transportation strategy, and support regional air quality policies. The amendment supports the following CCTMP policies:

Policy 1, 1. Growth and Livability, amended the Central City Plan to adopt 75,000 jobs and 15,000 housing units as the economic and housing goals for the year 2010.

88. The Amended CESURA conforms to this policy because redevelopment projects assisted by the activities of the URA will help create increased employment and housing units within the Central City.

89. The Amended CESURA conforms to this policy because catalytic and multi-block developments, assisted by the URA have the potential of improving street and pedestrian connectivity within the district.

Policy 1: 2. Pedestrian Convenience and Negotiability, seeks to ensure that the pedestrian network provides direct, convenient, negotiable, and safe travel between offices, residential areas, downtown parks, education establishments, neighborhood activity centers, commercial districts, transit services, and new developments.

90. The Amended CESURA will enable additional funding for public improvement projects that will enhance the pedestrian experience such as improving sidewalks and amenities, planting street trees, and installing street lighting.

Central Eastside District Strategies:

Strategy 3: Transit—3.2 Provide transit stop amenities such as shelters, sidewalks, benches, lighting, and other design elements.

91. The Amended CESURA will continue to make funding available for public improvement projects that enhance the pedestrian experience such as improving sidewalks and amenities, planting street trees, and installing street lighting.

Strategy 4: Pedestrians—4.4 Improve the bridges and bridgeheads for safer pedestrian areas by such means as illumination and increased surveillance.

92. The Amended CESURA will continue to support development at the Burnside Bridgehead that will increase safety for pedestrians through improved sidewalks and amenities, planting street trees, and installing street lighting.

Strategy 4: Pedestrians—4.8 Identify and remedy gaps and deficiencies in the pedestrian network and remove barriers that inhibit pedestrian movement.

93. In addition to the above stated pedestrian improvements, the Amended CESURA conforms to this policy because URA funds may be used to support the redevelopment of multi-block sites at the southern end of the district that lack pedestrian through access and therefore represent deficiencies in the pedestrian network. URA funds may be used to improve pedestrian movement across rail lines and other transportation related barriers.

Strategy 4: Pedestrians—4.10 Construct pedestrian improvements at the intersections of SE 12th/Sandy/Burnside and SE 11th/12th/Clinton/Division Streets

94. The Amended CESURA conforms to this policy because URA funds may be used to make safety improvements at crossings throughout the district.

Strategy 5: Bicycles—5.1 Evaluate new and alternative bicycle routes proposed by the Central City Bicycle Committee.

Strategy 5: Bicycles—5.3 Examine alternatives to improve safety and convenience of bicycling on SE Ankeny and SE Clay Streets.

95. The Amended CESURA conforms to these policies because URA funds may be used to improve bicycle routes to reduce conflicts between bicycles and freight vehicles. The selection of routes and improvements to those routes will be identified through the Southeast Quadrant Plan and Central City 2035 Plan.

Strategy 6: Circulation—6.3 Develop a truck access plan for industrial land uses in the Central Eastside which improves connections to the regional traffic network and reduces conflicts with non-industrial land uses.

96. The Amended CESURA conforms to these policies because URA funds may be used to improve signage for freight and non-freight users such as OMSI-related tourism traffic. Freight and non-freight routes are described in the Central Eastside Street Plan (2009) and are being updated through the ongoing Southeast Quadrant Plan (Central City 2035 Plan).

3. The Central City Plan

Adopted by the City Council in 1988, the Central City Plan calls for encouraging continued investment within Portland's Central City while enhancing its attractiveness for work, recreation and living. The amendment supports the following policies of the plan:

Policy 1, Economic Development, calls for the City to build upon the Central City as the Economic Heart of the Columbia Basin, and guide its growth to further the City's prosperity and livability.

97. The Amended CESURA conforms to this policy because job growth is a primary goal of the district. The Central Eastside is an employment district important to the economic stability of the city. A recent analysis of the industrial sanctuary completed for the Southeast Quadrant Plan (Central City 2035 Plan) shows that the Central Eastside is home to over 17,000 jobs and added 700 new jobs during the 2006-2011 recession. Recent policies such as the creation of an Employment Opportunity Subarea in 2006 have helped to strengthen the district's business functions. URA funds will be used to support development that increases employment density and expands the range of industrial uses residing in the district.
98. The Amended CESURA conforms to this policy because it may fund business loans and storefront renovations as well as larger development projects on underutilized sites in the district.

Policy 2, Willamette Riverfront, seeks to enhance the Willamette River as the focal point for views, public activities, and development which knits the city together.

99. The Amended CESURA conforms to this policy because funding available through the URA may be used for the creation of affordable and attractive public activities and attractors along the riverbank and create more frequent pedestrian access to the water's edge. Development near the riverfront is expected to increase pedestrian access to the river. The creation of new park space and cultural amenities in this area will provide attractors to the riverbank.
100. The Amended CESURA conforms to this policy because funding available through the URA may be used to help development on underutilized properties along the river.

Policy 3, Housing, calls for maintaining the Central City's status as the state's principal high density housing area by keeping housing production on pace with new job creation.

101. The Amended CESURA conforms to this policy because the City Council has established an overall goal of spending 30 percent of urban renewal funding on affordable housing

projects and programs (with an 18 percent in CESURA). The proposed amendments to the CESURA will continue to make funding available for housing programs and projects in the district. Such projects and programs will be determined by the Portland Housing Bureau.

102. The Amended CESURA conforms to this policy because it will continue to make available significant funding to the Portland Housing Bureau for housing development and preservation projects that may create a range of housing opportunities in the area from very low, low, moderate, and middle-income households, including affordable housing programs.

Policy 4, Transportation, seeks to improve the Central City's accessibility to the rest of the region and its ability to accommodate growth, by extending the light rail system and by maintaining and improving other forms of transit and the street and highway system, while preserving and enhancing the City's livability.

103. The Amended CESURA conforms to this policy because most of the necessary transportation infrastructure needed to support additional growth in the URA is already in place. Funding available through the URA may be used to construct new connections in conjunction with catalytic projects where connectivity standards are not being met. Localized improvements such as improved pedestrian connections and street trees are likely through redevelopment projects enabled by the URA.

Policy 8, Parks and Open Space, recommends a park and open space system of linked facilities be built to tie the Central City districts together with the surrounding community.

104. The Amended CESURA conforms to this policy because improvement projects that may be eligible for URA funding include rehabilitation of existing parks, tree planting and other streetscape improvement programs. These actions will improve the quality of recreation opportunities available to Portlanders.
105. The Amended CESURA conforms to this policy because funding may be used to provide more green street amenities in the district by undertaking the improvement of stormwater facilities, sidewalks and amenities, planting street trees, installing street lighting, and installing pedestrian/bicycle connections throughout the URA.
106. The Amended CESURA conforms to this policy because funding may be used directly to provide additional park space and other open space for employees and residents in the district, or indirectly by incenting the private development of publicly accessible open spaces and plazas.

Policy 9, Culture and Entertainment, calls for the City to provide and promote facilities, programs and public events and festivals that reinforce the Central City's role as a cultural and entertainment center for the metropolitan and northwest region.

107. The Amended CESURA conforms to this policy because funding available through the URA can support further growth of cultural attractions and entertainment facilities at and around the OMSI station area as well as other locations in the district.

Policy 10, Education, seeks to expand educational opportunities to meet the needs of Portland's growing population and businesses, and establish the Central City as a center of academic and cultural learning.

108. The Amended CESURA conforms to this policy because it will continue to make funds available to support the further growth and development of the OMSI, the PCC CLIMB Center and other elements of workforce development within the district.

Policy 11, Historic Preservation, seeks to preserve and enhance the historically and architecturally important buildings and places and promote the creation of our own legacy for the future.

109. The Amended CESURA conforms to this policy because it contains the East Portland Grand Avenue Historic District as well as a large number of historic buildings. The Amended CESURA will continue to make resources available that will help improve the condition of the URA's physical structures. Potential preservation activities include seismic upgrades, adaptive re-use and storefront renovations.

Policy 12, Urban Design, calls for enhancing the Central City as a livable, walkable area that focuses on the river and captures the glitter and excitement of urban living.

110. The Amended CESURA conforms to this policy because it will facilitate a range of mixed use developments in and around the mixed use corridors, MAX light rail and Portland Streetcar lines. This new development will strengthen the industrial and entrepreneurial character of the area that attracts "makers" and "doers" to the district.
111. The Amended CESURA conforms to this policy because the Portland Development Commission or the Portland Housing Bureau will have design input to help promote design excellence in all projects receiving URA funding within the district boundaries.

Policy 20, Central Eastside, seeks to preserve the Central Eastside as industrial sanctuary while improving freeway access and expanding the area devoted to the Eastbank Esplanade. Specifically, it calls for (A) Encouraging the formation of incubator industries within the district, (B) Reinforcing the district's role as a distribution center, (C) Allowing mixed use developments, which include housing, in areas already committed to nonindustrial development, (D) Preserving building which are of historic and/or architectural significance, (E) Develop Union and Grand Avenues as the principal north-south connection and commercial spine in the district for transit and pedestrians, and (F) Continue implementation of the Central Eastside Economic Development Policy.

112. Recent policies such as the creation of an Employment Opportunity Subarea in 2006 have helped to strengthen the district's business incubation functions. The Amended CESURA conforms to this policy because funds will be used to support development that increases employment density and expands the range of industrial uses in the district.
113. The Amended CESURA conforms to this policy because funds may be used to support non-industrial mixed use development (commercial, office or housing) in areas already committed to non-industrial uses or potentially at MAX light rail stations.
114. The Amended CESURA conforms to this policy because it contains the East Portland Grand Avenue Historic District as well as a large number of historic buildings. The Amended CESURA will continue to make resources available that will help improve the condition of the URA's physical structures. Potential preservation activities include seismic upgrades, adaptive re-use and storefront renovations.