

## AMENDMENTS TO THE NORTH MACADAM URBAN RENEWAL AREA PLAN

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

As proposed, the Amended North Macadam Urban Renewal Plan (the “Amended NMACURA”) will provide tax increment resources to an additional 45.1 acres of land in and around PSU formerly part of the Education Urban Renewal Area, resulting in an amended urban renewal area of 447.1 acres. This will support the activities and growth of PSU and continue to support development in the North Macadam Urban Renewal Area described in the original North Macadam Urban Renewal Plan. The last date to issue debt will be extended by 5 years from its current expiry in fiscal year 2019/2020 to 2024/2025. There will be no change to the maximum indebtedness. These actions are intended to accelerate the region’s growth and excellence, attract private investment, and enhance blighted properties. Potential investments include the development of research facilities, business accelerators, affordable housing, infrastructure, and private development. Among the public benefits expected to occur are increases in assessed values as low-density properties redevelop, accelerated job growth through expanded availability and breadth of research and technology commercialization activities, and greater entrepreneurial and startup activity in Portland’s industry clusters.

#### 1. City of Portland Comprehensive Plan

The Amended North Macadam Urban Renewal Area (NMACURA) Plan was prepared in conformity with the Portland Comprehensive Plan. 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 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 NMACURA 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 NMACURA 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 NMACURA 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 NMACURA 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 NMACURA 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 amendments support this policy because a number of other government agencies were notified of this proposal and given the opportunity to comment.

2. 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 NMACURA.
3. The Amended NMACURA 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 NMACURA will continue to facilitate new urban development in the Central City with more intense commercial, office, and residential opportunities than currently exist.

Specially, the Amended NMACURA 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 NMACURA conforms to this policy because potential development sites within the district could accommodate a variety of future housing types including public and private student housing, affordable, and market rate housing.
6. The Amended NMACURA 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 in NMACURA is 35 percent. The Amended NMACURA 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 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.

7. The Amended NMACURA conforms to this policy because funding may be available for expanding the Willamette River Greenway Trail and for the provision of additional park space.

**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.

8. The Amended NMACURA conforms to this policy because it will continue to make funding available for the extension of the South Waterfront Greenway.

**Policy 2.9 Residential Neighborhoods**, seeks to allow a range of housing types to accommodate increased population growth while improving and protecting the city's residential neighborhoods.

9. The Amended NMACURA conforms to this policy because it will continue to make funding available for housing development projects and supportive programs including public and private student housing, affordable and market rate housing. Funds may also be used to preserve existing affordable housing.
10. The Amended NMACURA conforms to this policy because new housing development in the Central City helps existing neighborhoods elsewhere in the city by absorbing some development pressure within the Central City.

**Policy 2.10 Downtown Portland**, seeks to reinforce the Downtown's position as the principal commercial, service, cultural and high density housing center in the city and the region. Maintains the downtown as the city's principal retail center through implementation of the Downtown Plan.

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

11. The Amended NMACURA conforms to these policies because it will provide resources to support the continued development of the University District, South Downtown, and South Waterfront Areas as a major academic, research, commercial and employment center within the Central City. The area is served by two MAX light rail lines, many bus lines, and the Portland Streetcar. Starting in September 2015, it will be served by a third MAX light rail line. 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.

12. The Amended NMACURA conforms to this policy because Central City is the hub of the metropolitan region's transportation system. The Amended NMACURA 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 including the newly rebuilt and extended transit mall as well as the many bus lines that serve the region.

**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 vehicles

miles traveled per capita and maintain air quality. It also calls for locating affordable housing close to employment centers.

13. The Amended NMACURA conforms to this policy because it will support new affordable housing development within parts of the Downtown and South Waterfront neighborhoods along with new housing, academic and employment activities in the University District. New housing units within the Amended NMACURA will be in close proximity to and readily accessible from the public transportation network serving the region's highest concentration of employment opportunities.

\* **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.

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

**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 2.25 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.

15. The Amended NMACURA conforms to this policy because it is completely 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 Downtown Policy and University District 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:

16. The Amended NMACURA will facilitate the improvement and revitalization of parts of the Downtown and South Waterfront neighborhoods, as well as the University District. The Findings for Comprehensive Plan Goal 4, Housing (below) also apply.

Specifically, the Amended NMACURA 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.

17. The Amended NMACURA conforms to this policy because with the inclusion of significant portions of PSU, this district is becoming one of Portland's more diverse urban neighborhoods. Of PSU's approximately 30,000 currently enrolled students, 30% are minority students and 8% are international students. International student enrollment has increased by nearly 50% over the last 5 years. As the university continues to grow and develop, this diversity is expected to increase and begin to increase diversity in surrounding areas.

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

18. The Amended NMACURA conforms to this policy because the area contains a mix of historic buildings that will have greater access to funding resources which can help 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.

19. The Amended NMACURA 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.
20. The Amended NMACURA 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 this amended plan.
21. The Amended NMACURA conforms to this policy because the Portland Development Commission is committed to continuing a forum for involvement throughout the duration of the Plan.
22. Findings under Comprehensive Plan Goal 9: Citizen Involvement such as Policy 9.1 Citizen Public Involvement Coordination also apply and are identified below.

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

23. The Amended NMACURA conforms to this policy because NMACURA 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 NMACURA. These include but are not necessarily limited to: Downtown Plan (1972), Central City Plan (1988), University District Plan (1995), Downtown Community Association (since renamed the Portland Downtown Neighborhood Association) Residential Plan (1996), and the South Waterfront Plan (2002).
24. The Amended NMACURA conforms to this policy because it can make renewal funds available to relevant projects and programs in 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:

25. 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 in NMACURA is 35 percent. The Amended NMACURA will continue to make funding available for housing programs and projects in the district as determined by the Portland Housing Bureau.

26. The Amended NMACURA may provide funding to support new housing projects in the University District and South Waterfront neighborhood. Each of these areas is designated for additional housing by the Comprehensive Plan and the Central City Plan.

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

**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.

27. The Amended NMACURA conforms to this policy because it will continue to make funding available for housing development projects and programs including a diversity of affordable housing as determined by the Portland Housing Bureau. URA funds may be used on investments that help attract additional workforce and market rate housing projects to the district.

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

28. The Amended NMACURA 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.

29. The Amended NMACURA 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.

30. The Amended NMACURA 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.

31. The Amended NMACURA conforms to these policies because the PSU campus area already provides a wide range of publically-accessible gathering places and cultural activities that promote both student and broader community interaction. These opportunities are expected to increase with the further growth of the university.

**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:

32. The Amended NMACURA contains properties within and adjacent to the PSU campus. Funds available through the Amended NMACURA will support continued investment in

this durable economic center and adjoining properties, including strategies to support the continued growth of PSU.

33. The Amended NMACURA also contains properties within and adjacent to the OHSU Schnitzer campus in the South Waterfront area. Funds available through the Amended NMACURA will support continued institutional and private investment in this rapidly developing economic center and adjoining properties, including strategies to support the continued growth of OHSU and capture of economic growth through the Knight Challenge.

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

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

34. The Amended NMACURA conforms to this policy because it will facilitate funding for public-private partnership projects and programs that will help to improve the climate for business in the district.
35. The Amended NMACURA conforms to this policy because it will provide funding for direct business assistance through PDC grant and loan programs.
36. The Amended NMACURA conforms to this policy because it will help support and expand technology commercialization and business incubation programs such as the Portland State Business Accelerator – a highly successful project supporting the formation and growth of Portland start-up companies.
37. The Amended NMACURA conforms to this policy because it will help support and expand technology commercialization and business incubation at the OHSU Schnitzer Campus.

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

38. The Amended NMACURA conforms to this policy because it will facilitate a range of mixed-use development that will provide a range of new and redeveloped commercial, employment and housing opportunities along the MAX light rail and Portland Streetcar lines.
39. The Amended NMACURA conforms to this policy because URA funding may be support development that includes improvements for active transportation modes and facilities such as installing street lighting and installing pedestrian/bicycle connections throughout the district.

**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.

40. The Amended NMACURA conforms to this policy because it will support the continued growth and success of PSU and OHSU. Both universities play critical roles in supporting the City's Science and Technology Quarter.
41. The Amended NMACURA conforms to this policy because it expands the date to issue debt for the NMACURA by five years. This expanded period will allow for the support of

science and technology quarter development in the South Waterfront area through the Knight Challenge. In conjunction with the Amended CESURA also being considered, the Amended NMACURA will support the Innovation Quadrant (2009), a City of Portland strategy to link academic and innovation activities in the Central Eastside and South Waterfront areas through targeted investments in connecting infrastructure such as the Portland-Milwaukie Light Rail project and support of capital 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:

42. Creation of the Amended NMACURA 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 NMACURA 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.

43. The Amended NMACURA conforms to this policy because it will enable new development 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.

44. The Amended NMACURA is expected to improve connections throughout the South Waterfront area through the extension of streets such as SW Bond Avenue and future local streets that do not currently exist.

**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.

45. The Amended NMACURA 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.

46. The Amended NMACURA conforms to this policy because PSU is one of the region's most significant cycling destinations. As noted above, the proposed amendments to the



NMACURA could support public improvement projects to enhance the cyclist experience including improving bicycle facilities and safety throughout the district.

47. The Amended NMACURA conforms to this policy because OHSU's Marquam Hill and Schnitzer campuses are two of the region's most significant cycling destinations. Further, most bicyclists access OHSU's Marquam Hill campus using the South Waterfront Aerial Tram terminal where substantial bicycle parking and infrastructure has been built. With the completion of the Tilikum Crossing light rail bridge, increased bicycle activity is expected. As noted above, the proposed amendments to the NMACURA 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.

48. The Amended NMACURA 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.

49. The Amended NMACURA conforms to this policy because it may provide funding for the development of district parking strategies in accordance with South Waterfront Plan (2002) guidelines.

**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:

50. PSU is a leader in green technologies and innovation. The Amended NMACURA will support further development of research facilities at PSU. These investments may support the development of improved efficiency technologies in the future.
51. The northern portion of the Amended NMACURA in and around the PSU campus is within the South of Market (SOMA) EcoDistrict, one of the City's pilot EcoDistrict areas with a commitment to neighborhood-scale sustainability. The Amended NMACURA will help support the physical and economic development of the EcoDistrict and ultimately significantly reduce the district's overall energy use.
52. OHSU has shown leadership in the use of green building technologies. Recent LEED Platinum projects include the Center for Health & Healing (2011) and Collaborative Life Sciences Building (2014). OHSU's continued commitment to sustainability is expressed in Section 4 of the Schnitzer Campus Master Plan (2008). The Amended NMACURA will help support the physical and economic development of the Schnitzer Campus and ultimately significantly reduce the area's overall energy use.

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

**Policy 7.4 Energy Efficiency through Land Use Regulations**, promotes residential, commercial, industrial, and transportation energy efficiency and the use of renewable resources.

53. The Amended NMACURA conforms to this policy because it will enable new development 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 and reduce energy demand related to transportation.

**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:

54. The proposed Amended NMACURA 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.

55. The Amended NMACURA will continue to facilitate public improvement projects to enhance the watershed, floodwater management, and habitat values along the Willamette River as described in the original NMACURA plan.

**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.

56. The Amended NMACURA 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:

57. Stakeholders of the Amended NMACURA and surrounding areas 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.

58. The Amended NMACURA 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 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

59. The Amended NMACURA conforms to this policy because it incorporates input from obtained through public testimony periods at each of the URAAAC's four meetings.

60. The Amended NMACURA conforms to this policy because it incorporates input received at an advertised public open house held by Portland Development Commission staff on September 11th, 2014 that focused on the proposed URA amendments. Notification on the public open house was emailed to approximately 3,000 individuals, distributed via social media feeds such as Facebook and Twitter, and posted as a public notice in the Oregonian.

61. The Amended NMACURA 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.
62. The Amended NMACURA 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.
63. The Amended NMACURA 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>.
64. The Amended NMACURA 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: the Downtown Plan (1972), Central City Plan (1988), University District Plan (1995), Downtown Community Association (since renamed the Portland Downtown Neighborhood Association) Residential Plan (1996), and the South Waterfront Plan (2002).
65. The Amended NMACURA conforms to this policy because Portland Development Commission staff has given at least twelve briefings on the proposal with a variety of neighborhood and business groups between June and October 2014.
66. The Amended NMACURA 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:

67. The Amended NMACURA 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. This growth pattern is 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:

68. The Amended NMACURA will enable additional funding for transportation projects listed in the original NMACURA Urban Renewal Plan. Projects are expected to improve connections to and within the South Waterfront area and include but are not limited to

the extension of SW Bond Avenue the creation of new local streets that do not currently exist.

**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:

69. Public recreation improvement projects that may be eligible for Amended NMACURA 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:

70. The Amended NMACURA will provide funding resources to support new public and private development in the University District and South Waterfront area with more intense 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 district.

Specifically, the Amended NMACURA 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.

71. The Amended NMACURA conforms to this policy because it focuses on increasing development activity in and around the University District. Home to PSU with approximately 30,000 enrolled students, this district has an emerging special urban identity unique to the Portland region. Urban renewal resources will help develop and strengthen this character.
72. The Amended NMACURA conforms to this policy because it focuses on increasing development activity in and around the OHSU Schnitzer Campus. OHSU has approximately 3,000 enrolled students attending courses at both the Marquam Hill and Schnitzer Campus. Landmark buildings such as Center for Health & Healing, Collaborative Life Sciences Building, and South Waterfront Aerial Tram terminal give the Schnitzer Campus a unique urban identity that is expected to develop further as more research and business facilities are added to the area. Urban renewal resources will help develop and strengthen this character.

**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.

73. The Amended NMACURA conforms to this policy because it contains several historic buildings. The URA will continue to make funding available to these properties 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.

74. The Amended NMACURA conforms to this policy because it will encourage development that will improve the pedestrian experience including improving on-street character and 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.

75. The Amended NMACURA 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.
76. The Amended NMACURA conforms to this policy because catalytic, 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.

77. The Amended NMACURA 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.

Downtown District Strategies:

**Strategy 1: Transit**—1.1 Improve intra-downtown mobility by increasing transit circulation.  
Objective: Provide for convenient circulation to travel in north/south and east/west directions within Downtown.

**Strategy 2: Bicycles**—2.1 Recognize the bicycle as an important mode of transportation within the Downtown. Objective: Promote the use of bicycles for all types of trip purposes within the Downtown.

**Strategy 3: Pedestrians**—3.1 Recognize walking as an important mode of transportation. Objective: Promote walking for all types of trip purposes within the Downtown.

78. The Amended NMACURA conforms to these strategies because it will facilitate mixed-use development that will provide a range of new commercial, employment and housing opportunities in the district along the MAX light rail lines and the Portland Streetcar. Such development profiles allow for increases in residential populations and commercial activity in ways that increase destinations within walking distance and improve access to transit facilities needed to reach more distant amenities.
79. The Amended NMACURA conforms to this policy because it will invest in business growth and housing development. This increase in activity will increase the urban vitality of the area within the URA and may improve pedestrian connections between the district and the river through additional improvements to pedestrian projects in the South Auditorium area and extension of the Willamette River Greenway Trail in the South Waterfront area.

### 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.

80. The Amended NMACURA conforms to this policy because job growth is a significant goal of the URA. Funding available through the Amended NMACURA will be primarily used to support the further growth and development of PSU, OHSU, and the Zidell Yards area. PSU and OHSU are major economic engines and key players in educating the region's future workforce. Development of the Zidell Yards site is expected to result in substantial employment and mixed use development opportunities.
81. The Amended NMACURA conforms to this policy because it may fund business loans and storefront renovations as well as larger development projects on underutilized commercial and institutional 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.

82. The Amended NMACURA conforms to this policy because funding available through the URA can be used for the creation of affordable and attractive public activities and attractors along the riverbank and create frequent pedestrian access to the water's edge. Extension of the Willamette River Greenway Trail will increase pedestrian access to the river. The creation of new park space will represent an attractor to the riverbank.
83. The Amended NMACURA conforms to this policy because funding available through the URA will be used to help development on underutilized properties along the river, including the Zidell Yards site.

**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.

84. The Amended NMACURA 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 in NMACURA is 35 percent. The proposed amendments to the NMACURA 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.
85. The Amended NMACURA conforms to this policy because it will continue to provide 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.

86. The Amended NMACURA 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 5, Human Services**, seeks to provide social and health services for special needs populations, and assist dependent individuals to become more independent.

87. The Amended NMACURA conforms to this policy because the 30 percent set-aside of urban renewal funding for affordable housing may also be used to support social services within the District. The specific goal in NMACURA is 35 percent.

**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.

88. The Amended NMACURA 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.
89. The Amended NMACURA conforms to this policy because funding may be used to improve existing green streets, stormwater facilities, and sidewalks and amenities, and for the planting of street trees, and installation of street lighting and pedestrian/bicycle connections throughout the URA.
90. The Amended NMACURA conforms to this policy because funding may be used to provide additional park space in the South Waterfront neighborhood.

**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.



91. The Amended NMACURA conforms to this policy because two of its primary goals are to support the further growth and development of Portland State University and OHSU's Schnitzer Campus through development projects. These two universities are at the center of academic and professional learning in the City.

**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.

92. The Amended NMACURA conforms to this policy because it contains several historic buildings; these properties will continue to have access to funding resources that may improve the condition of the URA's physical structures. Potential preservation activities include seismic upgrades, adaptive re-use and storefront improvements.

**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.

93. The Amended NMACURA conforms to this policy because it will invest in university and business growth and housing development. This increase in activity will increase the urban vitality of the area within the URA and may improve pedestrian connections between the district and the river through additional improvements to pedestrian projects in the South Auditorium area and extension of the Willamette River Greenway Trail in the South Waterfront area.

94. The Amended NMACURA 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 14, Downtown District,** Calls for strengthening the Downtown as the heart of the region, maintaining its role as the preeminent business location in the region, expanding its role in retailing, housing and tourism, and reinforcing its cultural, educational, entertainment governmental and ceremonial activities.

95. The Amended NMACURA conforms to this policy because it will make urban renewal funds available to portions of the Downtown District for academic, commercial and housing development projects and storefront and historic building upgrades. All of these activities are consistent with the policy of promoting the downtown as the heart of the region.

**Policy 16, University District,** calls for the development of a distinct sub-district which has its character defined by its focus on PSU. That shapes the University District into a vital multi-cultural and international crossroads with an environment which stimulates lifelong learning collaboration between business and government and a rich cultural experience.

96. The Amended NMACURA conforms to this policy because one of its goals is furthering the growth and development of PSU. It may provide funding for commercial and residential development in support of the University, and infrastructure improvements to encourage the development of additional commercial projects.

**Policy 21, North Macadam,** seeks to develop the district as a mixed use neighborhood with significant residential development along the river bank and commercial development along Macadam and the Jefferson Street light rail line.

97. The Amended NMACURA conforms to this policy because funding available through the URA will be used to support the further growth and development of areas along the

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riverbank including the OHSU Schnitzer Campus and the Zidell Yards area. Development of the Zidell Yards site is expected to result in substantial employment and mixed use development opportunities.

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