



Parkrose Workforce & Small Business Existing Conditions

Parkrose Community Plan

July 2021

DRAFT



THE BUREAU OF
**PLANNING &
SUSTAINABILITY**

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Parkrose Community Plan

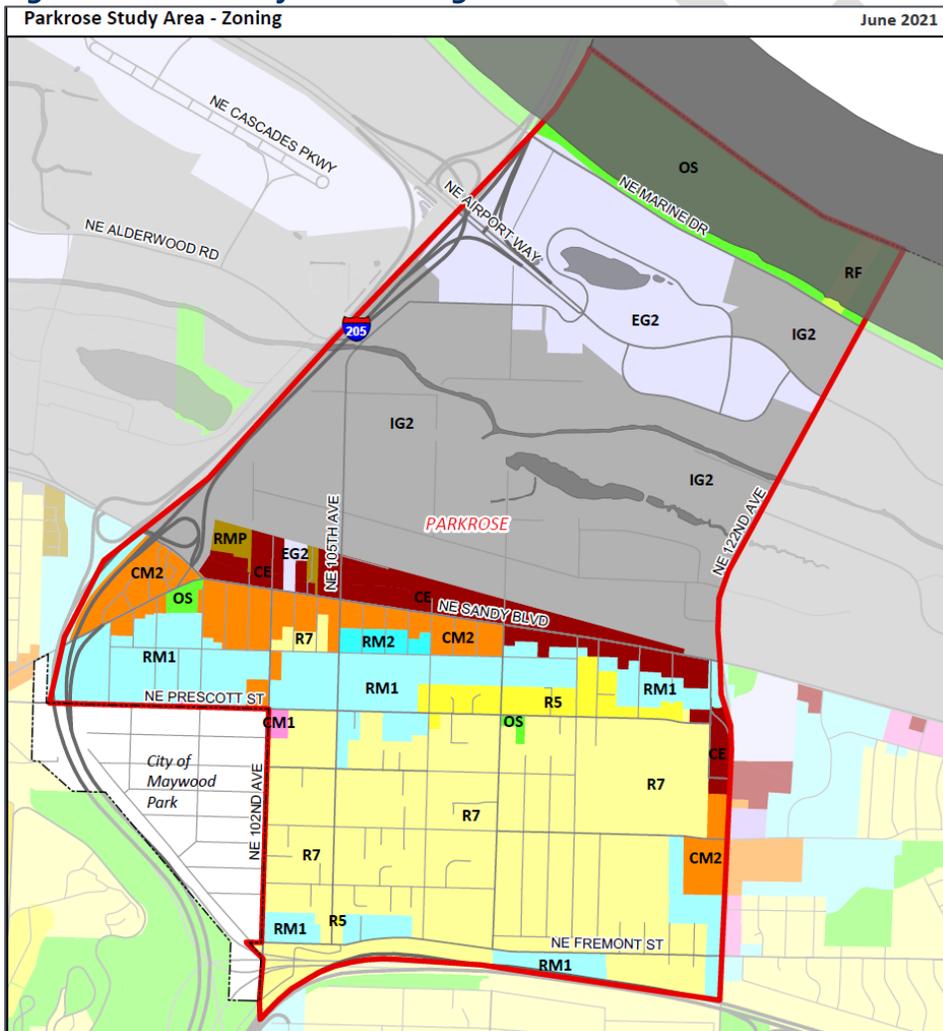
Jobs and Small Business Existing Conditions Report

This section of the existing conditions report looks at the economic characteristics of the Parkrose Community Plan study area to understand the potential to connect job seekers to higher wages and greater opportunities, as well as support people interested in starting and growing small businesses in the area. Increasing residents' ability to meet their economic needs by building rungs of economic opportunity is a necessary strategy to ensure community stability in the face of rising household costs.

Zoning Context

Portland's Zoning Map and Zoning Code guide the types of land uses (such as residential or industrial) allowed on properties and the characteristics of development, such as building size and outdoor area.

Fig. 1 Parkrose Study Area Zoning



The Parkrose study area has a much higher percentage of land zoned for employment and industrial uses (48 percent) compared to Portland as a whole (22 percent). Parkrose zoning and land uses are divided into three major parts: residential zoning is located mostly south of Sandy Boulevard, commercial zoning is predominant along Sandy, and the area north of the Sandy Boulevard commercial corridor has employment and industrial zoning.

The area's **commercial zones** are primarily located along Sandy Boulevard and secondarily along 122nd Avenue. The area's CM2 and CE commercial zones both allow a wide range of retail, office, commercial services, and employment uses. They also allow multi-dwelling and mixed commercial-residential development. These zones allow development up to four-stories in scale. A primary difference between these zones is that the CE zone allows auto-oriented uses such as gas stations, while the CM2 zone does not. Along Sandy Boulevard, the CM2 zone is applied along the south side of the corridor, which includes the area's traditional main street commercial buildings. The CE zone is applied along the north side of Sandy Boulevard and in eastern portions of the corridor, where a more auto-oriented development pattern predominates. The commercial zoning along Sandy is mapped more broadly than along most corridors – often extending a full, lengthy block from Sandy and onto side streets where residential uses predominate. The Parkrose study area has a higher proportion of commercial zoning (10 percent) than Portland as a whole (6 percent).

The area's large amount of **industrial zoning**, where the IG2 zone is applied, is located north of the Sandy Boulevard commercial corridor. The IG2 zone allows a wide range of industrial and employment uses, and a limited amount of commercial uses such as retail and office. This industrial zoning has the Prime Industrial (k) overlay zone applied, which limits conversions to other uses to preserve Portland's limited supply of prime industrial land for industrial use. The Parkrose study area has a significantly higher proportion of industrial zoning (36 percent) than Portland as a whole (19 percent).

The area also includes a large amount of **employment zoning**, primarily around and north of NE Airport Way. The EG2 employment zoning in this area allows a wide range of employment and light industrial uses, with limited allowances for commercial uses such as retail. This employment zoning is located within the Columbia South Shore Plan District, which provides allowances for industrially oriented offices among other provisions. The Parkrose study area has a much higher proportion of employment zoning (12 percent) than Portland as a whole (3 percent).

Fig. 2 Parkrose Land Uses by Acre

Zoning	Acres	% of Land Area	Types of Development
Commercial/Mixed-Use	87	9.9%	
CM1	2	0.2%	Commercial and/or multi-family development up to 3 stories
CM2	43	4.8%	Commercial and/or multi-family development up to 4 stories
CE	43	4.9%	Auto-oriented commercial development or multi-family development up to 4 stories
Employment	107	12.1%	
EG2	107	12.1%	Employment or light industrial uses, some commercial
Industrial	317	35.9%	
IG2	317	35.9%	Industrial or employment uses
Open space	10	1.1%	Parks and other public open space
Total	521	100.0%	

Employment Trends

This section will cover two distinct subjects: jobs that exist within the Parkrose study area, as well as workers who live in Parkrose, but may or may not work there. The unemployment rate in the study area is about 10% according to 2015-2019 US Census Bureau data, which is almost twice than the rate for Portland as a whole, during that time.

Jobs in Parkrose

There are about 8,500 jobs located in the Parkrose study area, and over 40% of those jobs are found at the top 10 employers in the neighborhood (Fig. 3).

Fig. 3. Largest Employers in Parkrose Study Area, 2020

Employer Name	Employment Sector	Employees at Site
The Truck Depot LLC	General Freight Trucking, Local	672
Multnomah Education Service District	Elementary and Secondary Schools	601
ABM Janitorial Services, Inc.	Janitorial Services	400
Cascadia Behavioral Healthcare, Inc.	Psychiatric and Substance Abuse Hospitals	363
Mt St Joseph, Inc	Nursing Care Facilities (Skilled Nursing Facilities)	280
Audio and Video Labs, Inc.	Record Production and Distribution	277
Quad/Graphics Inc.	Commercial Printing (except Screen and Books)	265
United States Department of Veterans Affairs	Administration of Veterans' Affairs	262
GCA Services Group of Oregon Inc	Janitorial Services	258
The Hertz Corporation	Passenger Car Rental	250

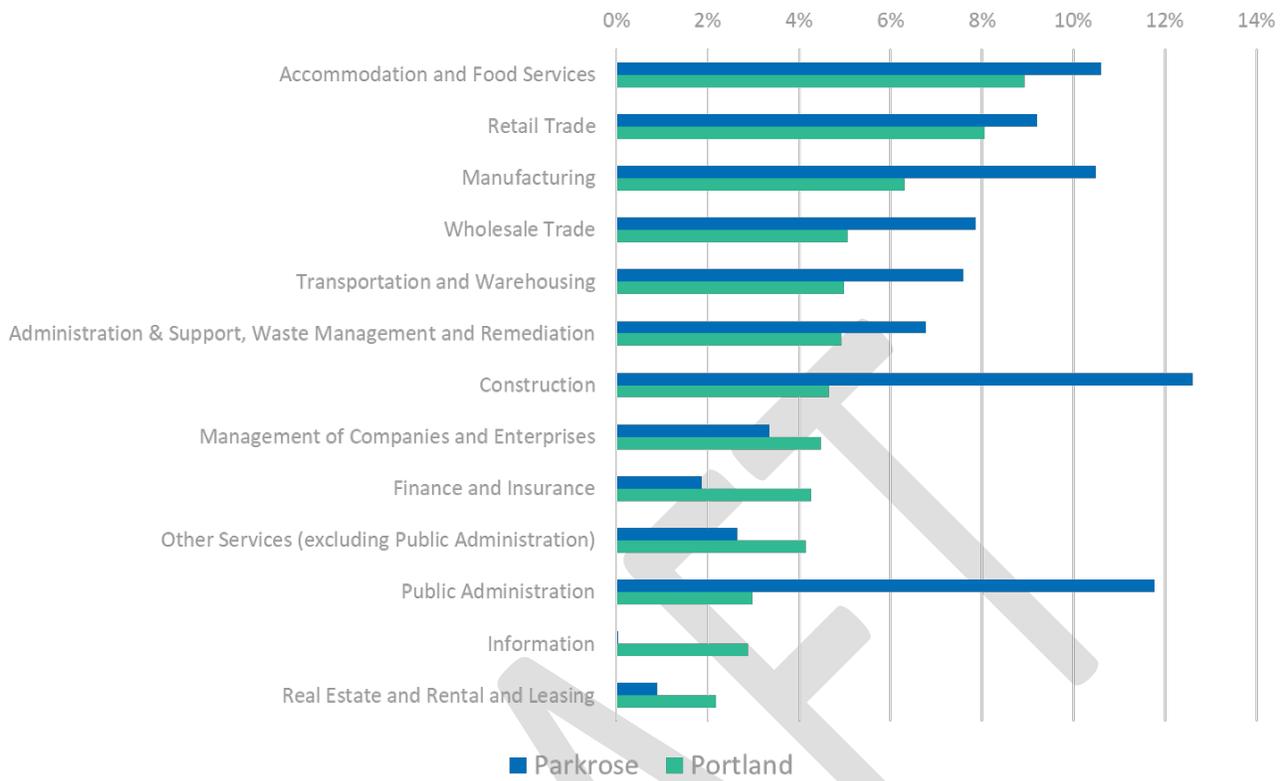
Source: Mergent Intellect, 2020.

Comparing the share of jobs in each employment sector in Parkrose to those in the city of Portland as a whole, we see that there are some clear differences and trends in the study area. Figure 4 shows that the greatest share of jobs in Parkrose are in Construction (12.6%) and Public Administration (11.8%). Manufacturing, Wholesale Trade, and Transportation and Warehousing make up just over a quarter of all jobs in Parkrose, reflecting the industrial nature of the north half of the study area. The location of the Multnomah Educational Service District offices in the study area likely account for the heavy presence of Public Administration jobs. Interestingly, Accommodation and Food Service, and Retail sector jobs make up almost 20% of jobs in Parkrose, which is higher than in Portland as a whole.

Wages tend to be lower in Parkrose than in Portland (Fig. 5). In 2018, 48% of jobs in Parkrose earned less than \$40,000 per year, whereas in the rest of Portland, that figure was about 43%.

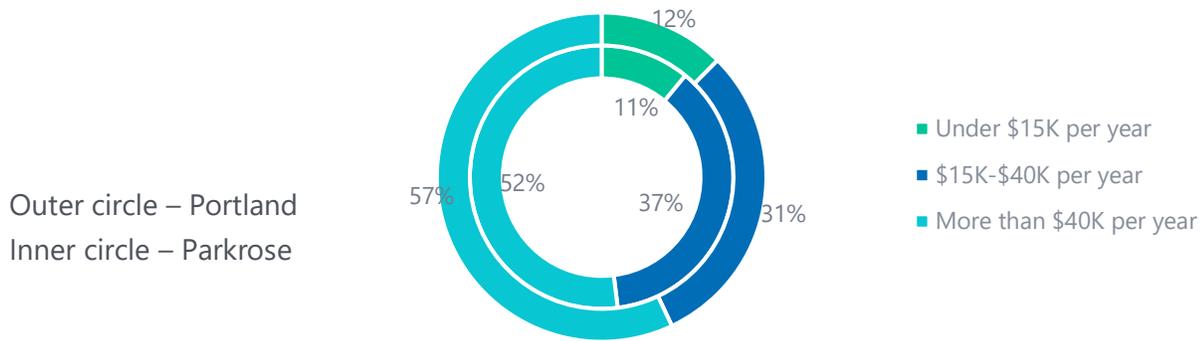
There is also a significant difference in educational attainment when looking at the people who work in Parkrose as compared to workers in all of Portland. People who work in Parkrose are less likely to have attended any kind of educational program past high school (33%) than people working in Portland as a whole (26.5%).

Fig. 4. Jobs in Parkrose & Portland by Employment Sector, 2018



Source: US Census Bureau, 2018 LEHD data accessed through On The Map.

Fig. 5. Wages for Jobs in Parkrose and Portland, 2018



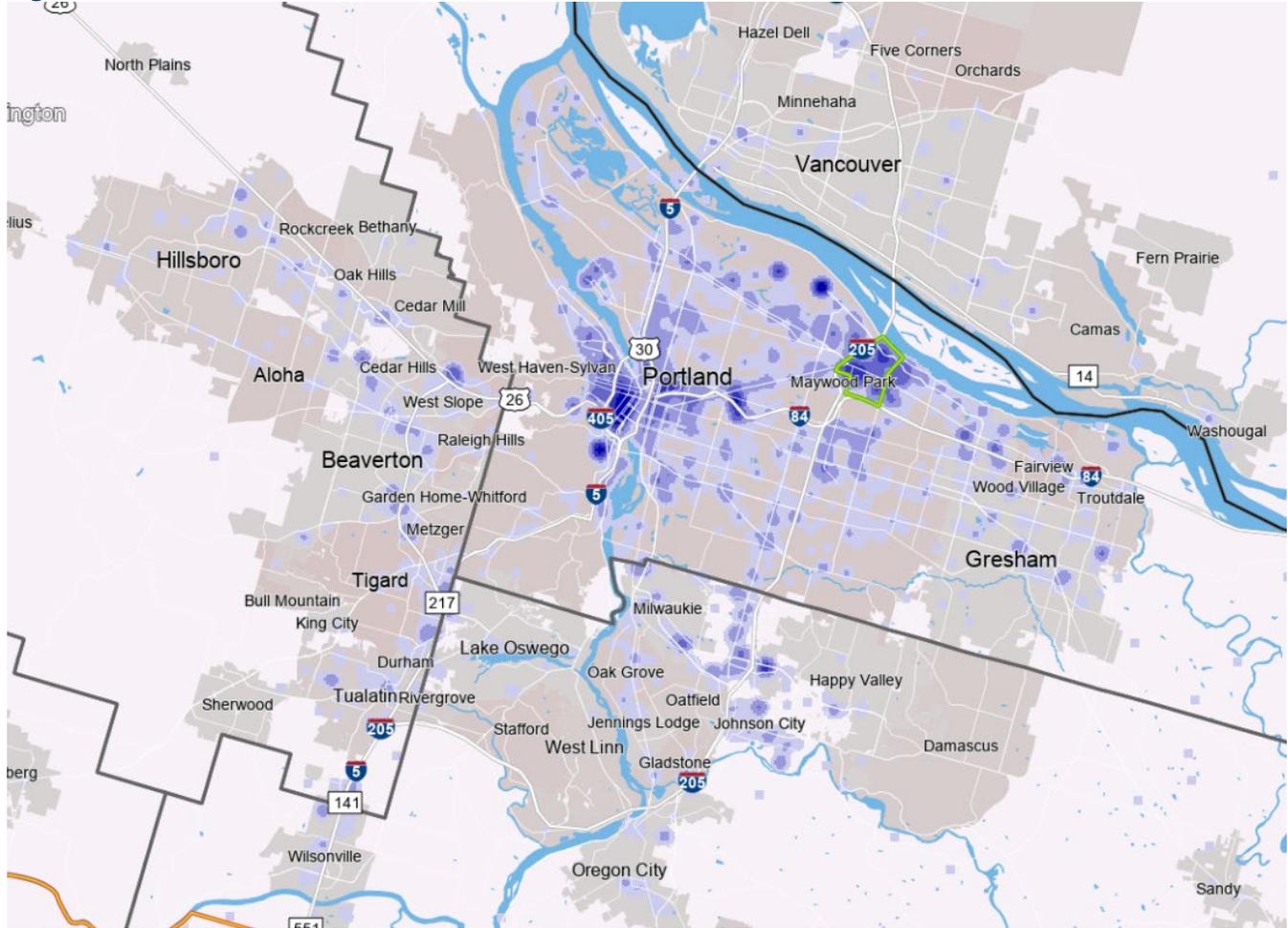
Source: US Census Bureau, 2018 LEHD data accessed through On The Map.

Workers who live in Parkrose

According to US Census Bureau data, about 2,800 people who live in Parkrose are employed at least part-time. Of those, only about 5% are employed within the study area. About 14% of workers who live in Parkrose work in the Columbia Corridor, and about 60% of workers in Parkrose work in the City of Portland. The other 40% of workers who live in Parkrose work in cities outside of Portland’s boundary, but within the seven county Portland Metropolitan Statistical Area.

There are significantly more low wage workers in Parkrose than in the rest of Portland as a whole. The median income in Portland is \$71,005, whereas the median income in Parkrose is \$56,864. In 2018, over 17% of Parkrose residents earned less than \$15,000 per year, compared to about 14% of all Portland residents who work outside the home. More than 56% of workers that live in Parkrose earned less than \$40,000, compared to about 45% of workers citywide.

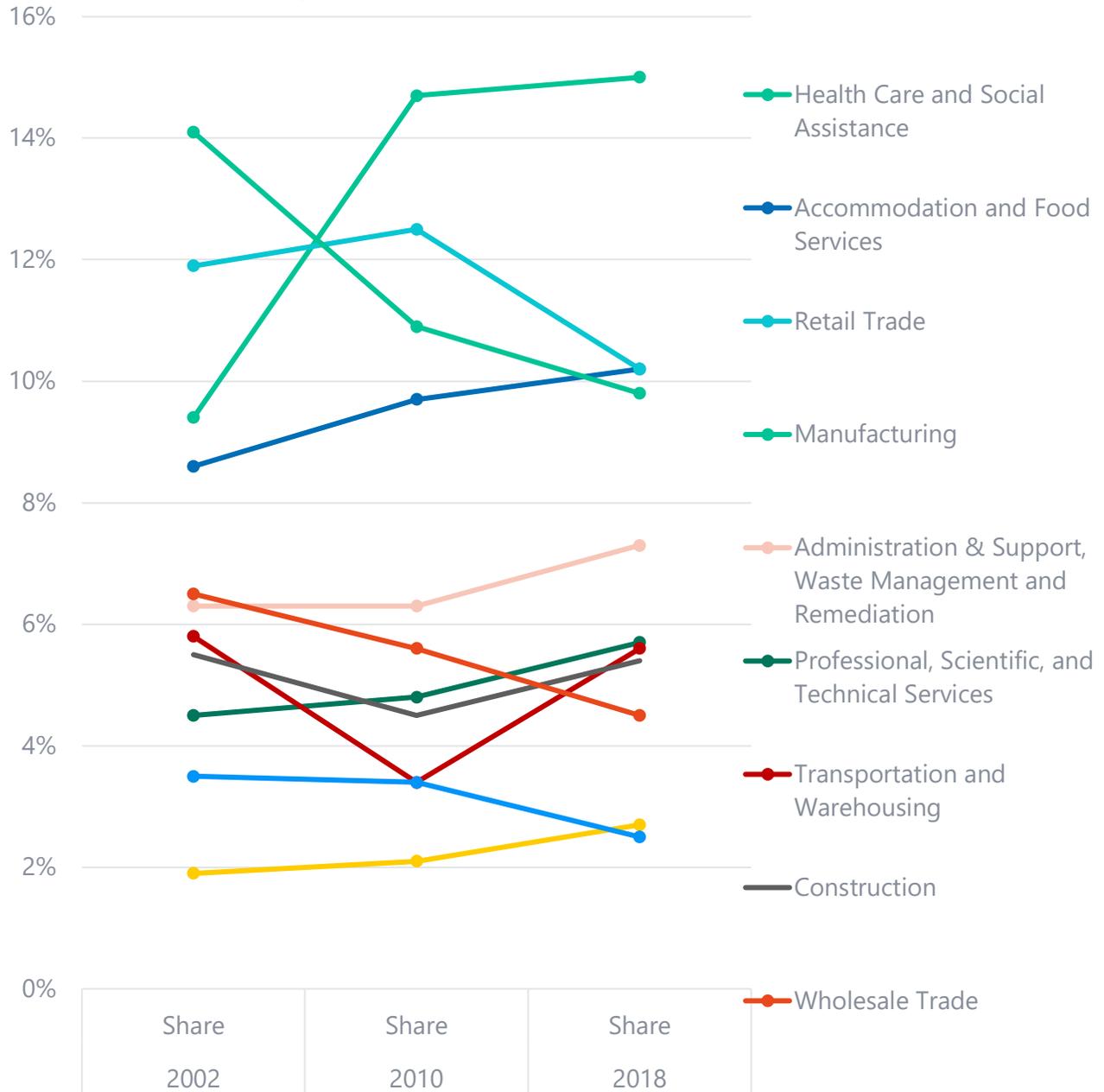
Fig. 6 Where Parkrose Residents Work



Source: US Census Bureau, 2018 LEHD data accessed through On The Map.

Parkrose residents travel an average of 28.4 minutes to and from work, which is slightly higher than Portland residents overall, who spend an average of 26.5 minutes commuting to work.

Fig. 7 Parkrose Resident Employment Sector Trends, 2002, 2010, 2018



The most common employment sectors for Parkrose residents have shifted over the past 20 years, as seen in Fig. 7. In 2002, over 14% of Parkrose residents worked in Manufacturing. By 2018, Manufacturing fell under 10% and became the fourth most common employment sector, behind Health Care and Social Assistance, Accommodations and Food Service, and Retail Trade. In general, the decline in Manufacturing jobs follows national trends. However, when comparing the employment sectors that Parkrose residents work in with those of the wider Portland population, several points of divergence are clear. Parkrose residents are more likely to work in Construction, Manufacturing, Wholesale Trade and

Transportation and Warehousing. They are also far less likely to work in Professional, Scientific, and Technical Services.

Parkrose Residents Working on Columbia Corridor

The Columbia Corridor, an industrial district home to the Portland International Airport and other Port of Portland sites, stretches along the Columbia river, including along the north end of the study area. The district employs over 52,000 workers, and the majority of these jobs (52%) pay over \$40,000 per year. Economic data in Portland and nationwide also highlight the fact that people of color are overrepresented in industrial jobs, and tend to earn more than people of color working in other types of employment. For those reasons, there is particular interest in the potential for Parkrose residents to earn higher wages by potentially finding work in the Columbia Corridor.

Despite the proximity, the connection between the community that currently lives in Parkrose and the employers that exist nearby is less than robust, and there is no obvious pipeline leading new Parkrose workers toward the Columbia Corridor for employment. Parkrose residents that do work on the Columbia Corridor tend to be older than the average worker in the district; Fewer Parkrose workers than average are under 30 (15% vs 20%), and more than average are over 55 (32.8% vs. 24.4%). These workers are also less likely than all Columbia Corridor workers to earn more than \$40,000 a year (43% vs. 52%).

Anticipated Future Job Growth by 2035

Estimates of job growth through 2035 show a similar rate of job growth for the area (11 percent) compared to the city as a whole (12 percent increase). This growth estimate (from the *Buildable Lands Inventory*) is based on trends and the types of development allowed by zoning.

Anticipated Jobs Growth by 2035	
2015 existing jobs	8,394
Additional jobs by 2035	899
2035 total jobs	9,293
% increase in jobs	11%
(citywide increase is 12%)	

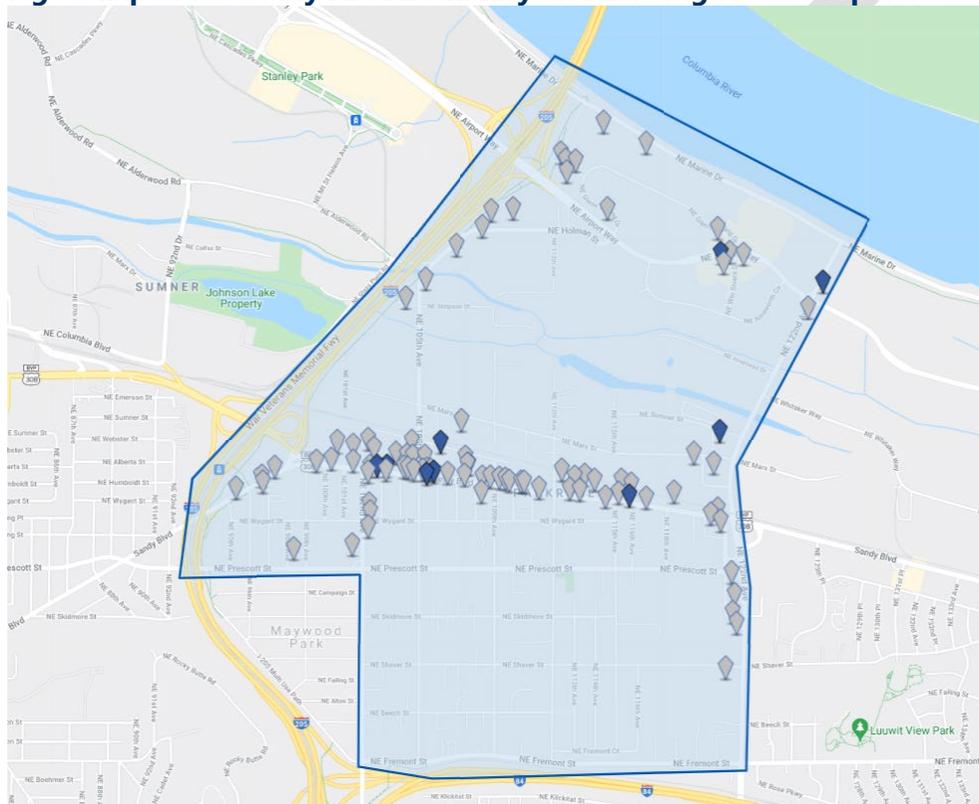
Existing Retail Market

Parkrose brick-and-mortar businesses are currently exceeding the local demand in most categories. Using a slightly expanded project boundary (Fig. 8) to capture retail activity on both sides of the main arterials that bound the area, a gap analysis of local retail shows that residents and workers from other

neighborhoods travel into Parkrose to do their shopping in almost every category of goods and services (Fig. 9).

The gap analysis looks at gross sales in each retail category and compares those numbers to likely spending by the area's resident and employment population size. Notably, there appears to be a lack of grocery stores in the area to meet local demand. This excess demand is likely the reason why the vacancy rate of Parkrose commercial real estate is very low (just over 2%) as compared to the city overall (8%).

Fig. 8. Expanded Study Area Boundary and Existing Retail Properties



Source: CoStar, 2021.

Fig. 9 Parkrose Retail Gap Analysis, 2017



Source: ESRI Business Analyst Online, 2021.

The table below (Fig. 10) shows a wide variety of businesses in the neighborhood, that far outstrips the local demand, indicating the Parkrose is highly effective at drawing people into its market area (likely due to including a significant amount of employment land). However, it may also indicate that, given the lower incomes common of area households, local businesses rely on people from outside the area to maintain their sales. Workforce strategies that increase median area incomes would likely help local businesses that currently have to draw people from outside the neighborhood.

Fig. 10 Parkrose Businesses, 2017

Industry Group	Number of Businesses
Motor Vehicle & Parts Dealers	21
Furniture & Home Furnishings Stores	6
Electronics & Appliance Stores	4
Bldg Materials, Garden Equip. & Supply Stores	11
Food & Beverage Stores	9
Grocery Stores	4
Specialty Food Stores	4
Beer, Wine & Liquor Stores	0
Health & Personal Care Stores	5
Gasoline Stations	3
Clothing & Clothing Accessories Stores	7
Sporting Goods, Hobby, Book & Music Stores	5
General Merchandise Stores	5
Miscellaneous Store Retailers	12
Nonstore Retailers	4
Food Services & Drinking Places	38

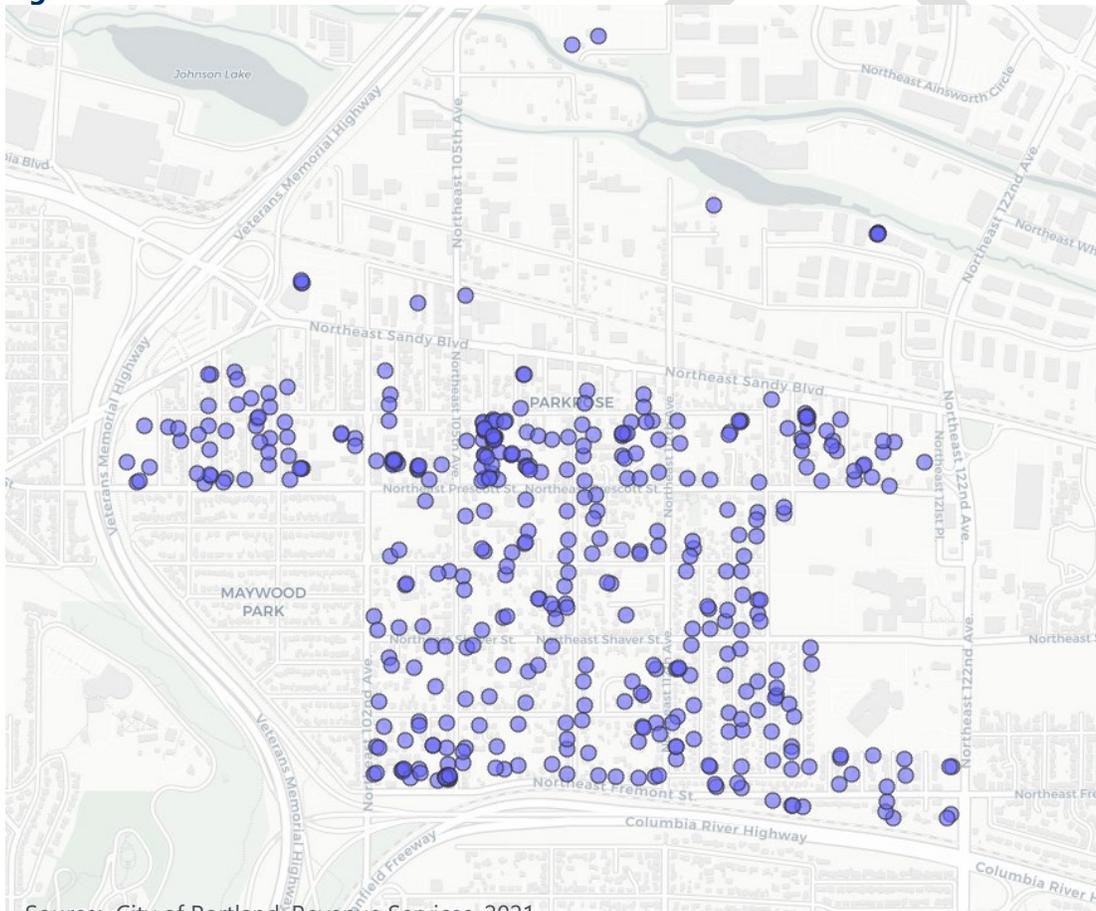
Source: ESRI Business Analyst Online, 2021.

Home-Based Business in Parkrose

Recognizing the opportunity to grow economic stability through self-employment, the community has expressed interest in exploring options to start and expand home-based small businesses. Business license registration data from the City of Portland in Figure 11 and 12 shows that there are 417 home-based businesses in Parkrose. They have been in business for a range of one to 37 years, but the median age of the businesses is 5 years.

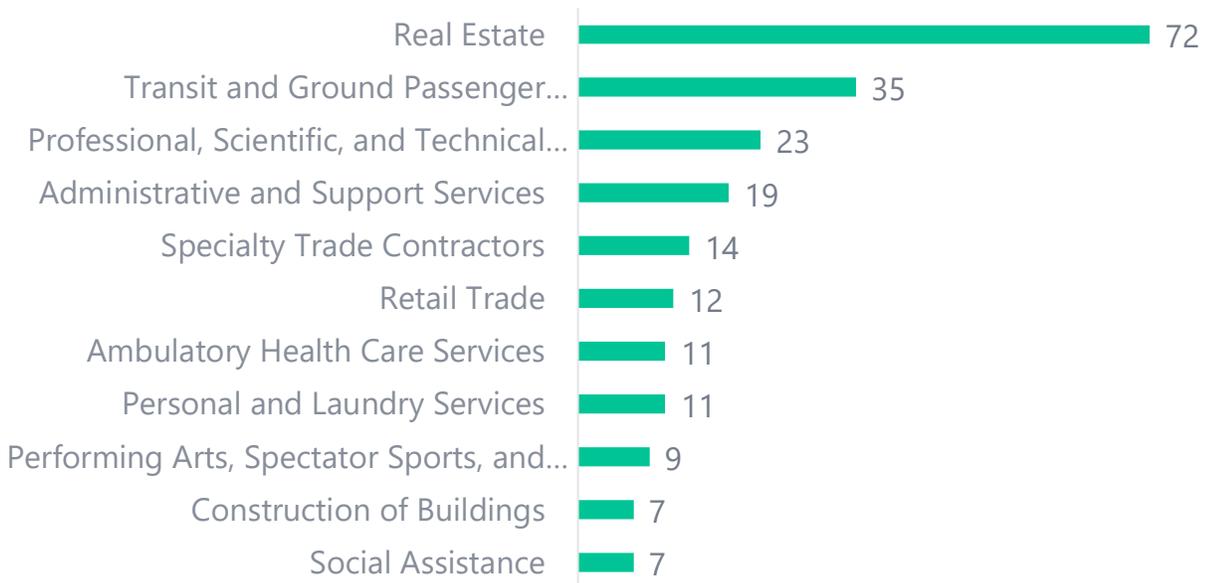
Research to assess what type of Retail and Social Assistance type businesses exist in the area would be helpful to determine whether, given support, any might potentially grow to better serve the local community, and perhaps expand into existing commercial space.

Fig. 11 Home-Based Businesses in Parkrose



Source: City of Portland, Revenue Services, 2021

Fig. 12 Home-Based Businesses in Parkrose by Employment Sector, 2020



Source: City of Portland, Revenue Services, 2021

Existing Economic Development Resources

Historic Parkrose Neighborhood Prosperity Initiative receives funding for economic development projects from Prosper Portland, the City's urban renewal agency. Part of those services are contracted through the Workforce Navigation program, currently staffed by Portland Community College. Historic Parkrose also has staff that offer small business assistance through coaching and help finding resources.

Through this project, Historic Parkrose and the Bureau of Planning & Sustainability are organizing conversations to spur partnerships between Parkrose School District and after-school program staff, community-based nonprofits, local employers, small business owners, and workforce development agencies. The goal of this work is to elevate awareness of existing programs, and foster new partnerships to create new economic opportunities.

Participants in Jobs Working Group and other related conversations include:

Corky Collier- Columbia Corridor Association

Juan Garcia- Antojitos Mexican Restaurant

Kelly Haines- Worksystems Inc

Surya Joshi- IRCO

Drechelle McCray- neighbor, Historic Parkrose NPI board

Erwina Montaral- Fork & Spoon Restaurant

Pete Pham- Historic Parkrose NPI board

Travis Richardson- neighbor, PSD Sun School

Debra Robinson- neighbor, PSD teacher

Paul Tabron- neighbor, Elevate Oregon

Stacey Triplett- Worksystems Inc

Shomps Williams- City of Roses Disposal and Recycling (COR)

Manufacturing Workforce Training

Pre-apprenticeship programs

Portland Community College Workforce Navigator

Mt. Hood Community College

IRCO

Student Mentorship in Parkrose High School

SUN Schools

Elevate Oregon

Community-Based Nonprofits in Parkrose School District

Africa House

IRCO

Latino Network

Resources for Local Employers

Historic Parkrose Neighborhood Prosperity Initiative

Columbia Corridor Association

MESO

Local Partners

COR (City of Roses Disposal and Recycling)

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