

# A BRIEFING ON COMMUNITY REDESIGN





Economics and Community Wealth Building









Architecture & Urban Design: Project Lead







Economic and Community Wealth Building





Managing Director







1956

2020

## Albina Future













- <sup>1</sup> Images in Albina Neighborhood c/o the Portland Archives
- <sup>2</sup> Images in Albina Neighborhood c/o the Portland Archives

<sup>3</sup> Groundbreaking Ceremony for Unthank Park on Augst 7, 1967

- <sup>4</sup> Albina Neighborhood Improvement Committee, ANIC Tree Program March, 1964
- 14, 1929





<sup>5</sup> Formal Dance on the Battleship Oregon February

<sup>7</sup> Images in Albina Neighborhood c/o the Portland Archives

<sup>6</sup> Opening of Neighborhood Development Program (NDP) Woodlawn office, February 1970

<sup>8</sup> Images in Albina Neighborhood c/o the Portland Archives





1948 BROADWAY BRIDGE DURING THE VANPORT FLOOD

Loss of 800+ Homes



**1958** SITE AREA REGRADED



Source: Jude Thaddaeus

Fewer ownership opportunities

Homes did not appreciate at same rate

Aggregate impact today of approximately \$1 billion in wealth lost



# COMMUNITY ENGAGEMENT SUMMARY

# **JOY! INITIATIVES**







# **WORKSHOPS**



**Orientation Workshop** 



Programming Workshop



Scenario Development Workshop



Scenario Development Feedback Workshop

Programming Review Workshop

Scenario Development Review Workshop



# **52 COMMUNITY ENGAGEMENT EVENTS**

**18 COMMUNITY WORKSHOP SESSIONS OVER THE COURSE OF 45 HOURS** 

## **563 ATTENDEES** 349 UNIQUE INDIVIDUALS 283+ BLACK PARTICIPANTS

**163+ PIECES OF VISUAL INPUT FROM COMMUNITY** PHOTOS, DRAWINGS, HANDWRITTEN NOTES, STICKY NOTES, FUTURE VISIONS

DIRECTLY FROM WORKSHOP FEEDBACK AND DISCUSSIONS

# **30K+ WORDS OF DESIGN NOTES AND COMMUNITY FEEDBACK**



# WORKSHOPS











**Highways turned into** pedestrian boulevards...opened up to the waterfront





Your ideas about community and shared space...



Your Ideas about community and shared space...

currently "shared spaces" in the area are predominantly for vehicles. we need to dramatically shrink the footprint for cars so we can have places for people. What if all roads were 1-lane or banned vehicles through the area





# **COMMUNITY HOSTS & COLLABORATORS**



cameron whitten | activist



Bobby Fouther | artist



Sharon Gary-Smith President of the Portland NAACP Branch 1120-B



Emmanuel Williams | Host of Sox and Sandals Podcast Soapbox Theory, LLC



Shaina Pomeranz | OR Bureau of Labor & Industries RACE TALKS







Donovan Smith | Ignorant Reflections



Wavy Josef | Wavvy Boys



M.O.R.E

Elijah Hassan | Artist and Filmmaker

Kayin Talton Davis | Owner

Cleo Davis | Owner Soapbox Theory, LLC

Andre Middleton | Friends of Noise



Noni Causey | Founder, BEAM Village

Mashavu Hicks Entertainment and Lifestyle Host

Stephen Green | Startup Advisor



Juston Gaddis | Filmmaker



Dru Holley | Filmmaker



S. Renee Mitchell | | Am



**Rashad Floyd** | Hustle and Heart Productions



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## WHAT WE HEARD

#### SENSE OF BELONGING

Multi-family housing

Businesses on site

Schools on site

Private clubs

## S Ш LACI S Ш RIENCI EXPE

Basic family house Placemaking features Collectives Landmarks Tiny living spaces Residential infill Creating Black heritage Lots of people Security and inclusion Loved ones and family Multi-generational Age-friendly Clear and readable Familiar facees Employment Collective living, sharing, security, infrastructure Affordability Afro-Futurism Placemaking features Family is relaxed and happy Housing density People who look like me Children Don't constrain ourselves to get it right the first time Keeps a piece of my soul Memory, smell, familiarity Safety needs to elevate residents above ground Soldiers guarding the castle Code to get in Home takes time to build, then you get homesick Elders Heritage No floors, no ceilings 1000 Friends Visitors Tilly's house from Sponge Bob Focused on density Left Bank Building Paramount Apartments

#### **RICH VARIETY OF PUBLIC SPACES**

Public markets Playgrounds Community gardens Places to celebrate Places to protest Shelter from the rain Splash pads Festival streets Night markets Dog parks Pop-up shops In-between spaces Train yards Black churches Murals, sculpture Perimeter road Floating docks Beach Plaza Pedestrian only Gardening center Scavenger spaces Vending machines Spaces for artists Bikes and uber-submarines Bathrooms everywhere Studios Multi-cultural worship Transit, light rail bridge Open waterfront Highways turned to pedestrian blvd Game room Underwater castle

Joyful and vibrant Emotional and warm Happy and fun Peaceful and relaxing Hate-free 0pen 24/7 Mixed use and multi-purpose Urban and gritty aesthetic Hierachy of spaces Year-round performances Large, community-oriented spaces Everything you see (Lion King) Color themes Needs to last Church of Light and Christ emotional, beautiful High Line NYC Public spaces relate as a group Dallas Cowboys Star project for students

#### WEALTH BUILT WITHIN THE BLACK COMMUNITY

Hardware stores, office supplies, mechanics
Music establishments
Dental and medical clinics
Toy stores
Art galleries
Restaurants, groceries, food halls
Incubator maker-space
Night markets
Good food!
Shops and stores
Garden and farming
Cafe
Co-ops
Business training center
Local shops
Locally owned businesses
Commercial space
Spas
Bookstores
Coffee Shops
Small Businesses
Gyms
Co-working space
Hotel and hostels and B&B
Salons
Breweries
Music clubs
Theaters and cinemas
Art stores
Spice shops
Meat and fish shops
Offices
Bank / Financial Institution

Self-reliance

10/20 minute neighborhood Attract a diverse clientele Previous business are gone but not forgotton Affordable lease-to-own Generational wealth Sand dollars as money Freeway becomes land trust Foot traffic Don't fight arenas; build on them

#### ACCESS TO NATURE

Side streets with lots of trees Nature, flowers, gardens Playgrounds Dog parks River! Parks and access to river Tiny yards Green roofs Outdoor spaces Pollinator paths Rock climbing Outdoor patios Terraces Splash Pads Trails Residential covered in nature Shared gardens Green infrastructure Nature as sacred space Healthy water Farm Farmers market High dive Housing linked to green space

Quiet Health and wellness I can see the sky Integration of living in nature Lots of fresh air & light Net Zero No cars Eco-district Living in Nature Naturally glowing stone

#### SHARED SOCIAL SUPPORT

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Gardens
Food-based development
Community centers
Hospitals
Pools
University
After school
K-12 school
Child care
Parking
Kids performance schools
Transitional Housing

Memory History Traditions Community control Social programs Shelter Operated and staffed by Black professionals Dailv calm meditations Latest technology De-escalation training Social work skills

Кеу		
Housing Typologies		
Commercial Typologies		
Hub(s)		
	Food	
	Entertainment / Art	
	Health / Wellness	
	Education	
Public Spaces & Nature		

## THE TYPES OF PLACE



## COMMERCIAL / ENTREPRENEUR

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## VAR IOUS HOUSING





# **NEIGHBORHOOD POSSIBILITIES**







Residential Typologies Commercial Typologies

HUB Typologies

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# **EXAMPLE OF POTENTIAL NEIGHBORHOOD POSSIBILITIES PLACED ON SITE**





# **CATALYST PHASE: 2022 - 2030**

Education / Entrepreneur Hub )



# **TRANSFORMATION PHASE: 2031 - 2040**

#### Education / Entrepreneur Hub

Wellness Hub



# FULL VISION: 2041-2050

#### Education / Entrepreneur Hub

Wellness Hub





# CONNECTIONS



# **CULTURAL CONNECTSIONS: HUB HIGHLIGHTS**





The Education / Entrepreneurship Hub is inward looking, focused on the Black Portland community, and will seek partnerships that provide youth education, adult education, after-school programs, day care programs, Black fraternal and sorority connections, places for kids to simply play.

The Wellness Hub will seek partnerships that provide health services and care, for the physical and mental well-being of the Black Portland community.



The Food Hub will seek partnerships to provide food distribution, grocery, connections to urban agriculture, community kitchens, mentorship for emerging community chefs, and Black-owned restaurants.



The Arts Hub will seek partnerships to provide the education, promotion, training, and performance of music, dance, poetry & literature, and the visual arts.





# **CULTURAL CONNECTIONS: NAMING PLACES**

\*Place names shown here are representative only as examples

Bradford Square

Carolyn Leonard Education Hub

Clara Peoples Park

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Gordly-Carter Walk

Paul Knauls Wildflower Garden

Hampton Hill

Rutherford Park

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Thelma's Theater

NW BROADWAX BRIGE

- Various Housing
  - Commercial / Entrepreneur
- Public Spaces & Nature
- HUB(s)



## **CULTURAL CONNECTIONS:** MONUMENTS

#### **Cap Monument**

A monument dedicated to the history of black Portlanders plight and resilient triumph over the racist use of infrastructure (Interstate 5 and Highway 99)

#### **Skyline Monument**

Architectural/artistic treatment of structures that enhances and brings a unique energy to Albina. This includes portions of multiple rooftops. This monument will have a economic component, functioning in the arena of cultural tourism

> Broadway Gateway Entrance Two gateway monuments, one at the Broadway Bridge and one on Broadway and Williams Ave.

**Central Plaza Monument** Resident occupied spaces for rejuvenation. Elements of the space will enhance healing and will be therapeutic in nature.

#### Knowledge Monument

Located central to the site. This monument will have an economic component as well, functioning in the arena of cultural tourism and history.

#### **Rivera Monument**

A monument inspired by Black Joy and culture, paying homage to our long history and connection to the water. This monument will have an economic component, functioning in the arena of cultural tourism.

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- Various Housing Commercial / Entrepreneur
  - Public Spaces & Nature
  - HUB(s)

NW BROADWAY BRIGH



# WEALTH BUILDING

# **WEALTH BUILDING STORIES**





#### WEALTH BUILDING TOOLS

#### ENTREPRENEURSHIP

- Joint Apprenticeship Training Committee
- (Building Operator)
- Succession Planning Traning (Darius)

• PCC Pre-Trades Program (Darius)

- PCC Apprenticeship Program (Darius)
- Public Financing (Emerging Local Developer)
- Enterprise Community Partners Program
  - (Emerging Local Developer)

## **ASPIRING CONTRACTOR**

#### Planning Phase (2020-2024)

Darius enrolled in PCC pre-trades program

#### Catalyst Phase (2022-2030)

Completes apprenticeship program at PCC and Associates Degree in Construction Trades.

Works in minority owned construction firm which has received \$250,000 contract for first catalyst phase development

#### **Transformation Phase (2031-2040)**

Rises to construction supervisor with responsibility for hiring more staff

Helps firm land \$700,000 contract for transformation phase of work

Promoted to construction manager working on projects through the region and helping manage and grow the business

#### Full Vision (2041-2050)

Becomes general contractor and maintains staff to self-perform various trades.

Increases bonding capacity to \$30 million

Lands a bid to build a \$25 million project

Receives training at Entrepreneur Hub on succession planning and begins the process to sell the firm to staff



# **MR. WILLIAMS**



- **COMMUNITY RESOURCES**



- HOMEOWNERSHIP



#### WEALTH BUILDING TOOLS

• LISC Community Healthcare Facility Loan (local Healthcare provider) • Access to healthcare (Mr. Williams) • Volunteerism (Mr. Williams' neighbors) • REIT Investment Program (Mr. Williams)

## **SENIOR** (WHO REMAINED IN COMMUNITY)

#### Planning Phase (2020-2024)

Non-profit partners come together and the REIT program entity is set up allowing low-dollar, loss-protected investment opportunity for community members to safely build real estate ownership equity in the upcoming project in small increments as low as \$10/month

#### Catalyst Phase (2022-2030)

Mr. Williams closes on his REIT investment along with many other community members. With private capital and full financing, the project breaks ground and construction is ultimately completed for tenants to move in and begin paying rent.

#### Transformation Phase (2031-2040)

Mr. Williams starts to receive dividends from rents collected at the building, and purchases more shares. As development in the neighborhood continues and rents increase, the value of Mr. Williams' REIT shares increase.

Mr. Williams starts making trips into Albina for appointments at the healthcare provider at the Health Hub. He discovers yoga classes at the center on one of his trips and starts taking weekly classes.

#### Full Vision (2041-2050)

Mr. Williams sells his home and moves into downtown Albina where he volunteers at an after school program teaching yoga and meditation. He is a patron of local businesses and an active volunteer in local civic groups.

Mr. Williams nears retirement age and sells their REIT shares which have increased in value in excess of ♥ inflation.













POCI

### WEALTH BUILDING TOOLS

- BUSINESS DEVELOPMENT
- - Discounted ground lease requires affordable business space (Nichelle)
  - Operating support Ujima Business Alliance (Nichelle)

• Venture capital from Founders First Capital Founders (Nichelle)

## FORMER NIKE DESIGNER

#### Planning Phase (2020-2024)

Nichelle is courted by AVT to operate maker space with incubator for local entrepreneurs

#### Catalyst Phase (2022-2030)

Nichelle signs a pre-lease to locate her business in the new development

Nichelle is a partner in planning, design and development of the incubator space in the lower floors of the development

#### **Transformation Phase (2031-2040)**

Nichelle moves into her new office space which includes offices and ground floor workshops that highlight many of the products designed and made in the incubator spaces

She also spends time mentoring students within the Arts Hub.

#### Full Vision (2041-2050)

Nichelle expands her business into larger space over time and helps find space within Albina for successful businesses based in the incubator space





- COMMUNITY **RESOURCES**
- - Healthcare (Rocky and Family) • Savings and Investment Programs (Rocky and Family)

## **12 YEAR-OLD**

#### Planning Phase (2020-2024)

#### Catalyst Phase (2022-2030)

Lives in existing rental unit in Lower Albina. Parents pay rent and support their family with the help of local education, training, childcare and healthcare resources at the local Hubs for Rocky and their family

Programs for savings and investment provide opportunity to buy housing or they can use for other qualified expenses.

At age 17, Rocky gets a job at the Coding Academy located in the Education Hub and a paid internship with Albina Incubator company

#### **Transformation Phase (2031-2040)**

Extracurriculars help with acceptance to local community college

After graduating college, Parents take proceeds from savings and investment and gifts to Rocky for use as a down payment in a townhouse within Lower Albina.

#### Full Vision (2041-2050)

Rocky rents out an extra room in the townhouse for \$500/month.

Starts a tech business located in Lower Albina.

Takes extra \$500 income and invests in fractional ownership of an office property his business occupies.

Selected to participate in incubator program in Albina Maker Space by Nichelle

#### WEALTH BUILDING TOOLS

 New Market Tax Credits (Non-Profit Developer)

• Education, Training, Childcare, and

• Paid Internship (Rocky)

Fractional Ownership Investments (Rocky)

• Mentorship and Incubator Programs (Rocky)











## FORMERLY INCARCERATED SINGLE PARENT

#### Planning Phase (2020-2024)

#### Catalyst Phase (2022-2030)

Tony gets an hourly job at the Training and Education Hub and takes classes at the Hub on the side. He is able to live near the Hub in an affordable rental unit with an extra bedroom for his daughter.

#### Transformation Phase (2031-2040)

Leveraging classes taken at the Training and Education Hub, Tony moves into an teaching and administrative position at the Hub with a salary and begins saving \$250/month

#### Full Vision (2041-2050)

Tony uses his savings for a downpayment on a home in greater Albina. He is a mentor for youth in the community.

#### WEALTH BUILDING TOOLS

- New Market Tax Credits (Non-Profit
  - Developer)
- Employment at Education Hub (Tony and
- Daughter)
- Savings Programs (Tony)
- Mentorship Programs (Neighborhood Youth)



# ZAWADI

#### WEALTH BUILDING TOOLS

- Private capital raised leveraging market-rate
- development (Food Hub developer)
- (Zawadi)
- Funding support from Evergreen Cooperatives
- **BUSINESS** DEVELOPMENT

- Low-interest small business financing (Zawadi) • Discounted ground lease requires affordable business space (Zawadi)
- Equitable Giving Circle provides promotional support (Zawadi)
- Vendor contract at Moda Center (Zawadi)

## **SMALL BUSINESS OWNER / AFRICAN IMMIGRANT RESTAURANT OWNER**

Planning Phase (2020-2024)

Catalyst Phase (2022-2030)

#### Transformation Phase (2031-2040)

Small business owner secures a small outlet in the Food Hub and is eventually able to expand to a larger restaurant space with low-interest small business financing from the City of Portland for equipment and fit-out

#### Full Vision (2041-2050)

Restaurateur opens two other locations in greater Portland

They sell the company to their employees with support from Cleveland-based Evergreen Cooperatives

Restaurateur uses shared food production space in the Food Hub to launch a line of grocery-store products



# **THE JOHNSONS**

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#### WEALTH BUILDING TOOLS

HOME OWNERSHIP



• Habitat for Humanity (The Johnsons) • Education from African American Alliance for Homeownership (The Johnsons) • Community Land Trust (The Johnsons) • Housing equity (The Johnsons) • East Bay Permanent Real Estate Co-op (The Johnsons and neighbors)

## **MILITARY WITH YOUNG FAMILY**

#### Planning Phase (2020-2024)

Catalyst Phase (2022-2030)

#### Transformation Phase (2031-2040)

Veteran and her family participate in the Habitat program in a housing zone governed by a Community Land Trust.

#### Full Vision (2041-2050)

Veteran and family build home equity over time and ultimately sell to downsize and retire in a senior living community in Albina.





#### WEALTH BUILDING TOOLS

#### ENTREPRENEURSHIP

## YOUNG MUSICIAN LOOKING TO **SET UP OWN SOUND STUDIO BUSINESS**

Planning Phase (2020-2024)

Catalyst Phase (2022-2030)

Transformation Phase (2031-2040)

#### Full Vision (2041-2050)

Young musician who grew up in Albina accesses free studio equipment in the arts and culture Hub to record their music and host concerts to showcase local performing artists.

The young musician puts together a business plan proposal to lease space at the Hub for studio rentals and events.

The musician is able to cover rent at the Hub and take home a profit that they ultimately invest in expanding to a studio business off-site in Albina.

• Black Artist philanthropy (Arts Hub operator) • Access to studio equipment (Kyeta) • Training from REC Philly (Kyeta)





# **THE TURNERS**

#### WEALTH BUILDING TOOLS

- Rent collection (Turners and other two families)

OWNERSHIP INTEREST

## FAMILY IN EAST COUNTY WITH **OWNERSHIP INTEREST IN LOCAL REAL ESTATE**

Planning Phase (2020-2024)

Catalyst Phase (2022-2030)

Transformation Phase (2031-2040)

#### Full Vision (2041-2050)

A group of three families pool funds to purchase a ground-floor retail condo across from the Arts and Entertainment Hub in Albina. They also purchase a residential unit in a condominium to rent out to tenants.

They collect rent in excess of their mortgage and operating expenses and accumulate profits over time

The families sell the property several years later to a young, Black family moving to the Portland area and get their initial investment back plus inflation.

- Crowdfunding platform (Turners and other two families)
- Property sale (Turners and other two families)





# SUMMARY OF WEALTH BUILDING TOOLS



#### **EXISITING BUSINESS DEVELOPMENT**

Small Business Ready For Growth And Expansion

- Private capital raised leveraging market-rate development (Food Hub developer)
- Funding support from Evergreen Cooperatives (Zawadi)
- Low-interest small business financing (Zawadi)
- Discounted ground lease requires affordable business space (Zawadi)
- Vendor contract at Moda Center (Zawadi)
- Equitable Giving Circle provides promotional support (Zawadi)
- Venture capital from Founders First Capital Founders (Nichelle)
- Discounted ground lease requires affordable business space (Nichelle)
- Operating support Ujima Business Alliance (Nichelle)



#### **HOME OWNERSHIP**

- Habitat for Humanity (The Johnsons)
- Education from African American Alliance for Homeownership (The Johnsons)
- Community Land Trust (The Johnsons)
- Housing equity (The Johnsons)
- East Bay Permanent Real Estate Co-op (The Johnsons and neighbors)



#### **EMPLOYMENT**

#### Increased Opportunity And Earning Ability

- New Market Tax Credits (Non-Profit Developer)
- Employment at Education Hub (Tony and Daughter)
- Savings Programs (Tony)
- Mentorship Programs (Neighborhood Youth)



### **COMMUNITY RESOURCES**

Homeowners Education, Financial Literacy

- New Market Tax Credits (Non-Profit Developer)
- Education, Training, Childcare, and Healthcare (Rocky and Family)
- Savings and Investment Programs (Rocky and Family)
- Paid Internship (Rocky)
- Fractional Ownership Investments (Rocky)
- Mentorship and Incubator Programs (Rocky)
- LISC Community Healthcare Facility Loan (local Healthcare provider)
- Access to healthcare (Mr. Williams)
- Volunteerism (Mr. Williams' neighbors)
- REIT Investment Program (Mr. Williams)



#### **ENTREPRENEURSHIP**

How do I Secure Capital and What are the Biz Opportunities

- Black Artist philanthropy (Arts Hub operator)
- Access to studio equipment (Kyeta)
- Training from REC Philly (Kyeta)
- PCC Pre-Trades Program (Darius)
- PCC Apprenticeship Program (Darius)
- Public Financing (Emerging Local Developer)
- Enterprise Community Partners Program (Emerging Local Developer)
- Joint Apprenticeship Training Committee (Building Operator)
- Succession Planning Traning (Darius)



### **OWNERSHIP INTEREST**

Share Equity, Neighborhood REIT (Lower Risk)

- Crowdfunding platform (Turners and other two families)
- Rent collection (Turners and other two families)
- Property sale (Turners and other two families)

# GOVERNANCE

# **GOVERNANCE STEPS**

### 2022-2024

# BUILD FOUNDATION

## **1. Preserve Development Opportunities**

- Right of First Refusal
- MOUs
- Options on Parcels
- Development Agreements
- Voluntary Master Plan
- Ground Leases
- **2. Facilitate Future Governance** Framework

## **3. Create Albina Community Fund**

**Use Combination of Multiple Existing Tools that:** 

- Generate Revenue for Capital **Projects and Operating** 

  - **Expenses**
- Create Development Certainty in Line with the Vision

### 2024-2030

## DEPLOY EXISTING TOOLS

### 2030+

## FULL **IMPLEMENTATION**

**Asses the Combination of Existing Programs for Effectiveness:** 

- Explore Statutory Changes for **Streamlining**
- Create New Tools or Programs to Allow for More Effective Governance





