



Proposed Cully TIF District Plan

Planning and Sustainability Commission

September 27, 2022



Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.



Overview

- **Introduction & Role of PSC**
- **Prosper Portland and PHB Presentation**
- **Public Testimony**
- **PSC Discussion & Recommendation**

PSC and Urban Renewal (TIF) Plans

Oregon Revised Statutes Chapter 457:

“An urban renewal agency shall forward an urban renewal plan and the accompanying report to the planning commission of the municipality for recommendations before presenting the plan to the governing body of the municipality for approval ...

... The ordinance shall include determinations and findings by the governing body of the municipality that ... the urban renewal plan conforms to the comprehensive plan and economic development plan, if any, of the municipality as a whole ...”

PSC and Urban Renewal (TIF) Plans

Portland *2035 Comprehensive Plan*:

Policy 1.8 Urban renewal plans. Coordinate Comprehensive Plan implementation with urban renewal plans and implementation activities. A decision to adopt a new urban renewal district ... must comply with the Comprehensive Plan.

Cully TIF Plan & the 2035 Comprehensive Plan

Cully TIF District Plan Compiles with the Comprehensive Plan as a whole, including:

- **Guiding Principles on Equity and Economic Prosperity**
- **Chapter 2: Community Involvement**
- **Chapter 5: Housing**
- **Chapter 6: Economic Development**

Cully TIF Plan & the 2035 Comprehensive Plan

Chapter 2: Community Involvement

- Community driven process
- Centering underserved, marginalized and underrepresented communities
- Co-creation model for plan development and implementation, Action Plans, Governance Charter

Cully TIF Plan & the 2035 Comprehensive Plan

Chapter 5: Housing

Neighborhood stabilization emphasis, funding for:

- Home repair
- Home ownership
- Rehab and preservation of existing affordable and market rate housing
- New multi-family rental affordable housing,
- Houseless facilities

Cully TIF Plan & the 2035 Comprehensive Plan

Chapter 6: Economic Development

Retain, create, and expand economic opportunities in Cully through investments in:

- Building renovations
- Retention and expansion of existing businesses
- Support for start-up businesses

Cully TIF Plan & the 2035 Comprehensive Plan

Policy 6.32 Urban Renewal Plans:

“Encourage urban renewal plans to primarily benefit existing residents and businesses within the urban renewal area”

Requested PSC Action & Next Steps

Staff recommends that the PSC take the following actions:

- 1. Find that the Cully TIF District Plan conforms to the City of Portland Comprehensive Plan; and**
- 2. Recommend that City Council adopt the Cully TIF District Plan and Report.**



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Cully TIF District

Planning & Sustainability Commission

September 27, 2022

Our Agenda

- **Cully TIF Exploration Process**
- **TIF District Plan and Project List**
- **Action Planning, Implementation & Governance**



Why a New TIF District in Cully?

Significant risk of residential and commercial displacement

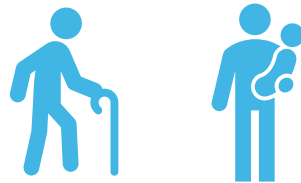
Race/Ethnicity

↓ **50%** Black population living in Cully in last 10 years

Income

↓ **24%** Average household income compared to Portland

Households in Cully tend to be larger, with more children, and multi-generational, meaning lower incomes support more people



Multi-family Lease Rates*

↑ **33%**

Industrial Lease Rates

↑ **22%**

Retail Lease Rates

↑ **15%**

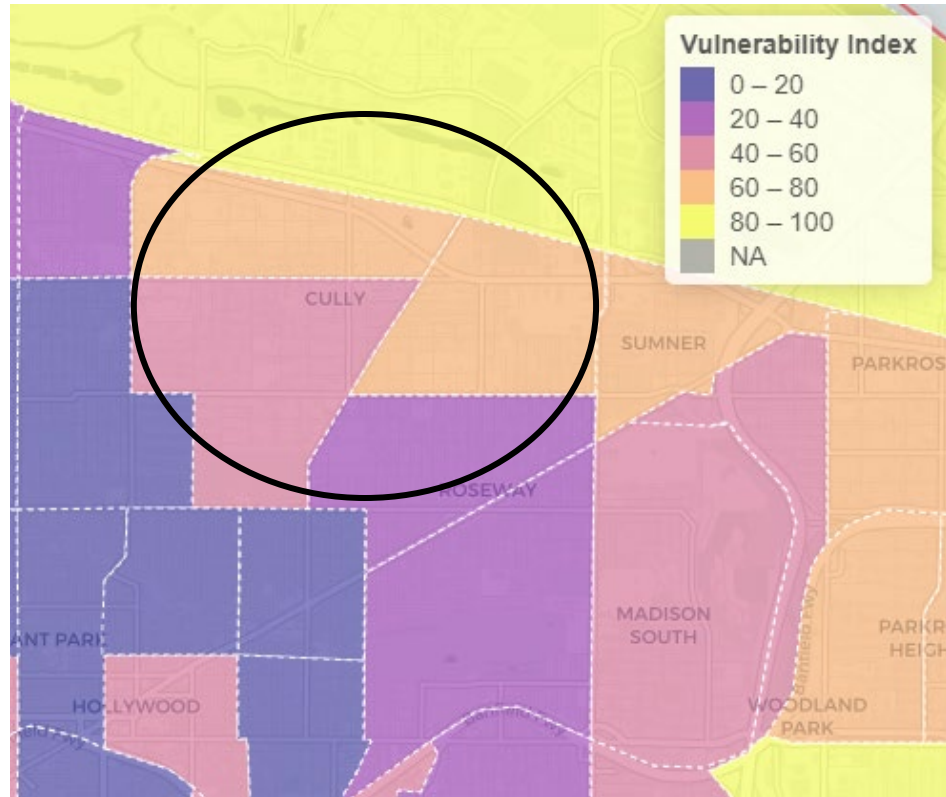
** Forecasted Market Conditions (5-year)*



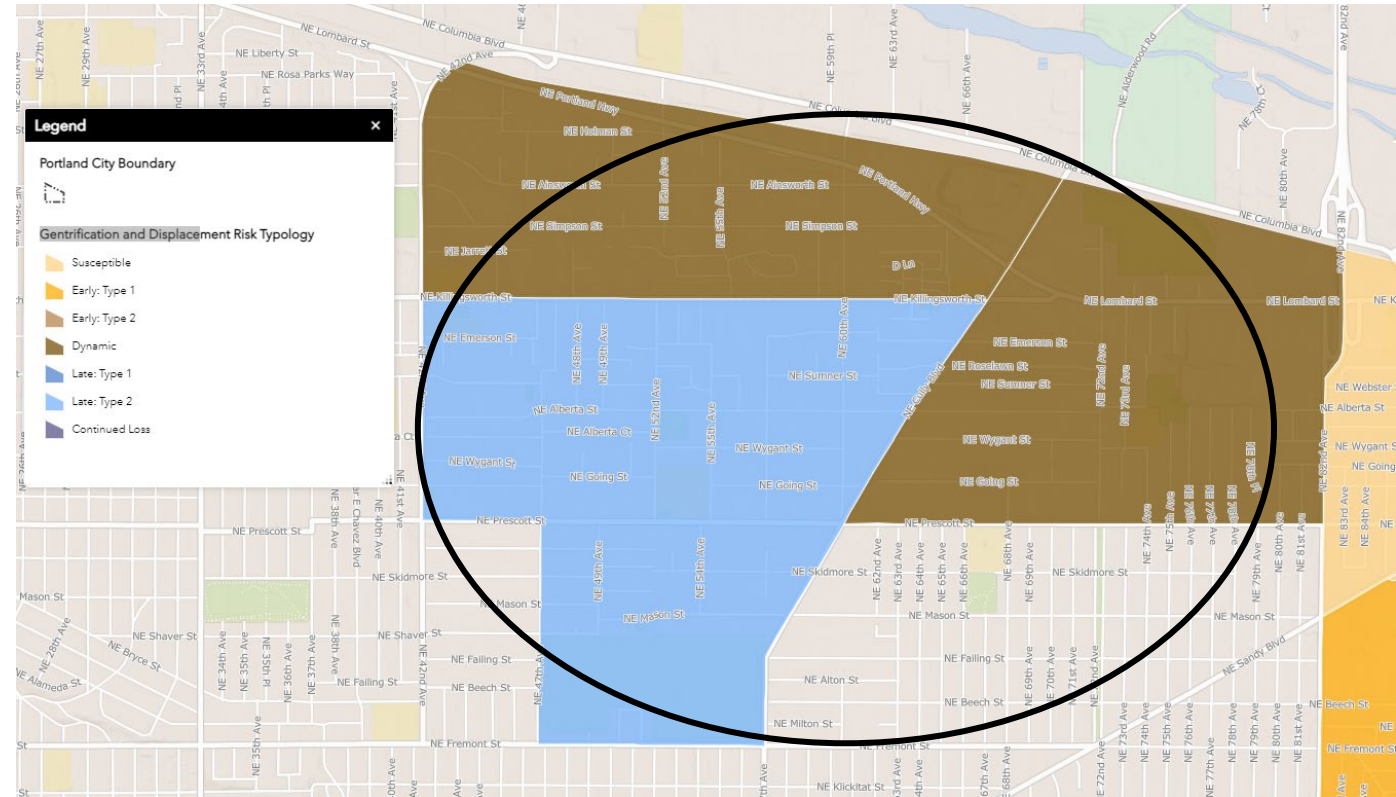
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Vulnerability, Displacement-Risk Mapping



Medium to high vulnerability



Dynamic and Late Type 2 phases of gentrification



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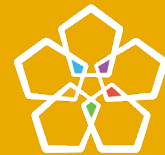


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Cully TIF Exploration Process



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Building on Neighborhood Prosperity Network Capacity Partnerships & Successes



CULLY BLVD
ALLIANCE

42nd
Ave



▲ Division
▲ Midway
▲ Alliance



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Who are the Cully Partners?



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Community Led Process

- Community partners requested TIF exploration to stabilize community
- History of community development and relationships within the district
- Preliminary Report findings:
 - Rising investment pressures
 - Sparse commercial development
 - Poor walkability
 - Scarce transit
 - Brownfields
 - Lack of open space/recreational opportunities
- Co-created Draft Plan, Report and Governance Charter



Community Engagement

BROAD: PLACE-BASED ENGAGEMENT

Prosper Portland & Portland Housing Bureau led

Rose City Park
Neighborhood
Association

Beaumont-
Wilshire
Neighborhood
Association

Cully
Neighbor-
hood
Association

Open
Houses

Employers

Roseway
Neighborhood
Association

Concordia
Neighbor-
hood
Association

Sumner
Neighbor-
hood
Association

DEEP: COMMUNITY-BASED ENGAGEMENT

ELC Subcommittee-led

Latine
community

African
American
Community

Low-income
homeowners

Mobile
home park
residents

Houseless
people

Indigenous
and tribal
communities

Small
business
owners &
workers

Somali
community



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Community Priorities We Heard

Community spaces
for recreation,
education and
connection

Buy and bank
land

Remove opportunity
access barriers

TIF funds should be targeted on
stabilization rather than broadly
spent on infrastructure

Invest in stabilizing,
affordable housing

**Stabilize Communities
Vulnerable to Displacement!**

Secure **additional
benefits** from projects
and investments

Provide **inclusive
oversight**
opportunities

Support local
BIPOC business

Support **historical**
and **cultural** public art

Drive **equitable
economic**
opportunity

Safety-related
transportation
investments

Need more
natural
areas



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Preliminary Report: The Vision



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Comprehensive Plan Alignment

Chapter 2: Community Involvement

Involvement as Partnership

Social Justice and Equity

Value Community Wisdom

Accessible & Effective

Participation

Representation

Community Capacity

Building

Community Analysis

Early Involvement

Culturally-appropriate

Processes



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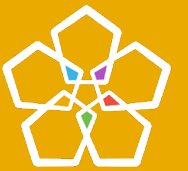


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Proposed TIF District & Plan



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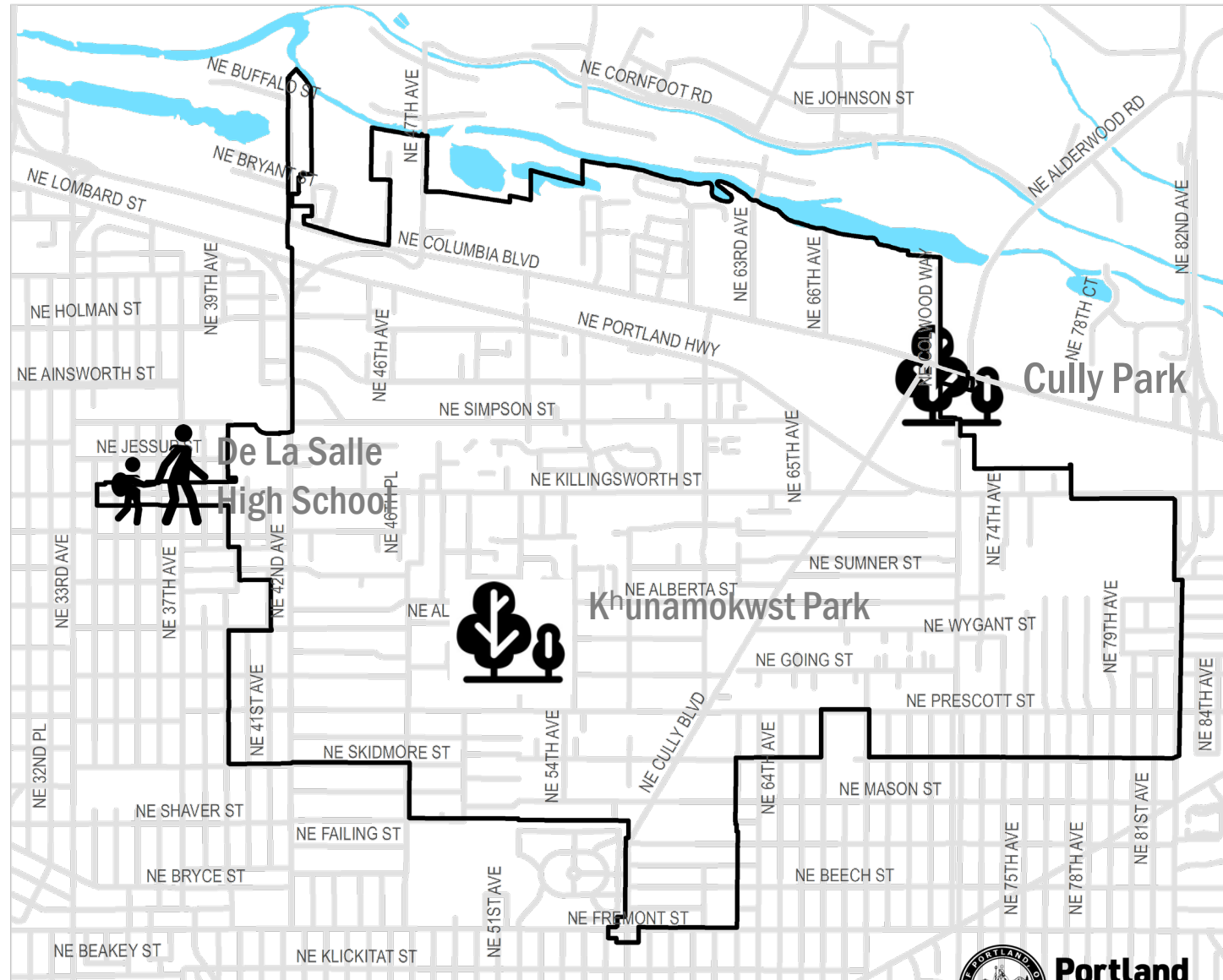


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Building an Equitable Economy

Proposed Cully TIF Boundary

- **1,623 Acres**
- **56% single-family**
- **25% employment/industrial**
- **11% multi-dwelling**
- **4% commercial**
- **2% mobile home parks**
- **1% open space**



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Priority Communities

“Priority Communities” refers to the intended beneficiaries of the Cully TIF District: African American and Black persons; Indigenous and Native American persons; persons of color; immigrants and refugees of any legal status; renters; mobile home residents; persons with disabilities; low-income people; houseless people; and other population groups that are systemically vulnerable to exclusion from Cully due to gentrification and displacement.



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District Goals

1. Prevent displacement
2. Preserve existing opportunities for affordable housing and economic prosperity, and create new opportunities
3. Ensure that current resident benefit from investments
4. Ensure that those most affected will play lead roles
5. Develop and inspire a new model for TIF
6. Actively work to remove access barriers
7. Spur innovation of environment and climate change



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Eligible Projects List

1. Affordable housing, homeownership and home repairs
2. Business support, property acquisition, development and renovation
3. Arts, culture and signage
4. Land acquisition and land banking
5. Recreational improvements
6. Infrastructure improvements



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Comprehensive Plan Alignment

Chapter 5: Housing

Housing Diversity

Equitable Housing Access

Housing Affordability

Homeownership Retention

High-performance Housing

Chapter 6: EcDev

Economic Prosperity

Business District Vitality

Diverse, Expanding Economy

Disparity Reduction

TIF Plans Benefit Existing
Residents & Businesses



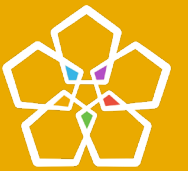
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Implementation & Governance



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Building an Equitable Economy

How TIF Plan relates to Action Plan

TIF Plan

30-year Vision, Values,
Goals

Principles that Guide
Implementation

TIF Eligible Projects

*The TIF Plan creates a
legally allowable
“menu” for future TIF
investments & guides
action plans*

*The Action Plan sets
forth a strategy for
implementation: project
& budget prioritization,
measures of success,
and accountability &
oversight*

Action Plans 5-year Priorities

Identify Specific
Projects

Identify budget



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Community Leadership Committee

Purpose: Advise Decision Makers on different types of decisions, providing essential guidance, recommendations, and oversight regarding implementation of the TIF Plan

Membership: All Committee members must either live, work, worship, have children enrolled in school, or have been displaced from within the Cully TIF District boundary

Accountability: Governance Structure details escalation paths; annual report to City Council

Support: Community-based and City staff

Comprehensive Plan Alignment

Partnership

Social Justice & Equity

Value Community Wisdom

Transparency &
Accountability

Accessible & Effective
Participation

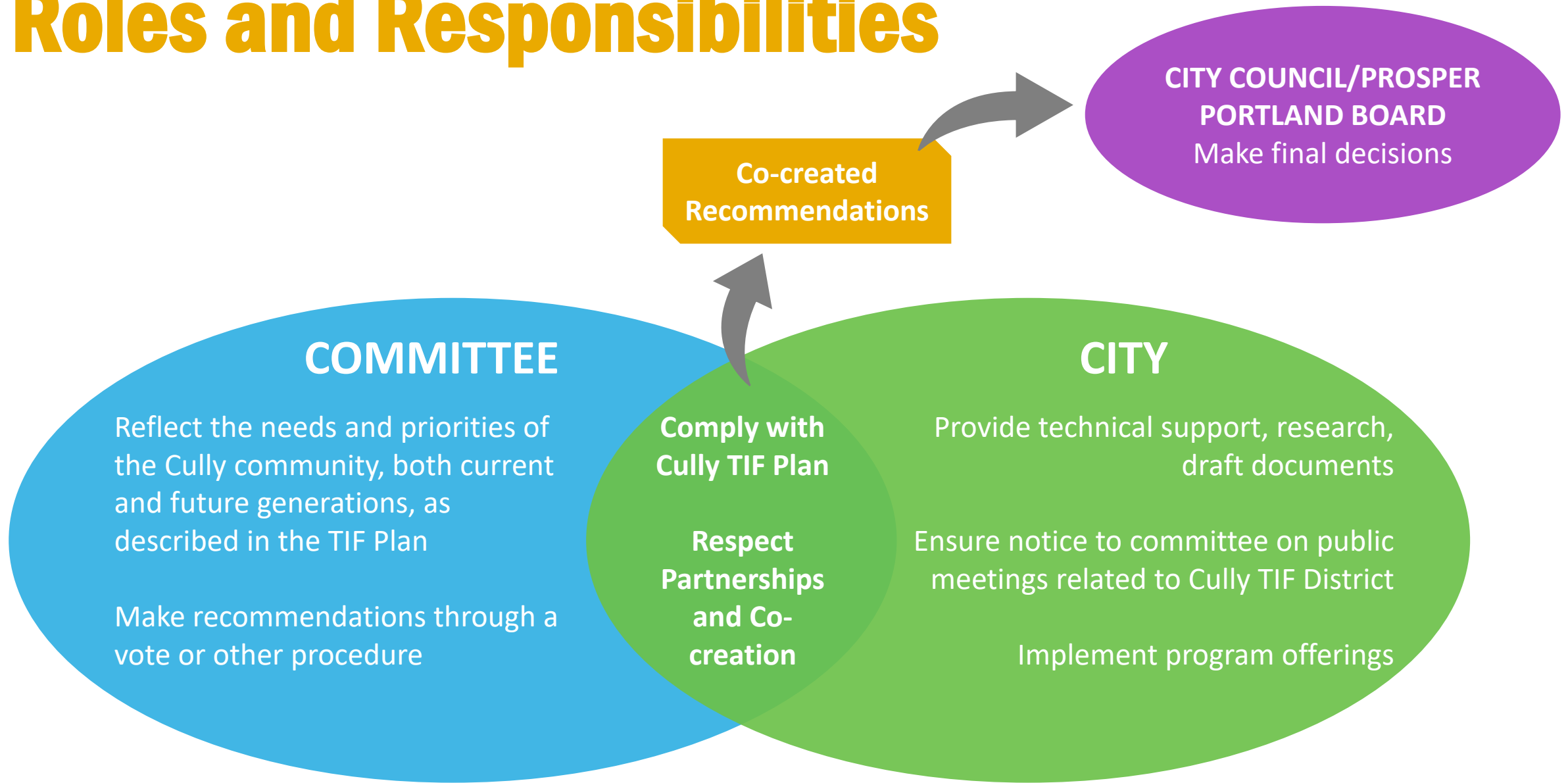
Strong Civic Infrastructure



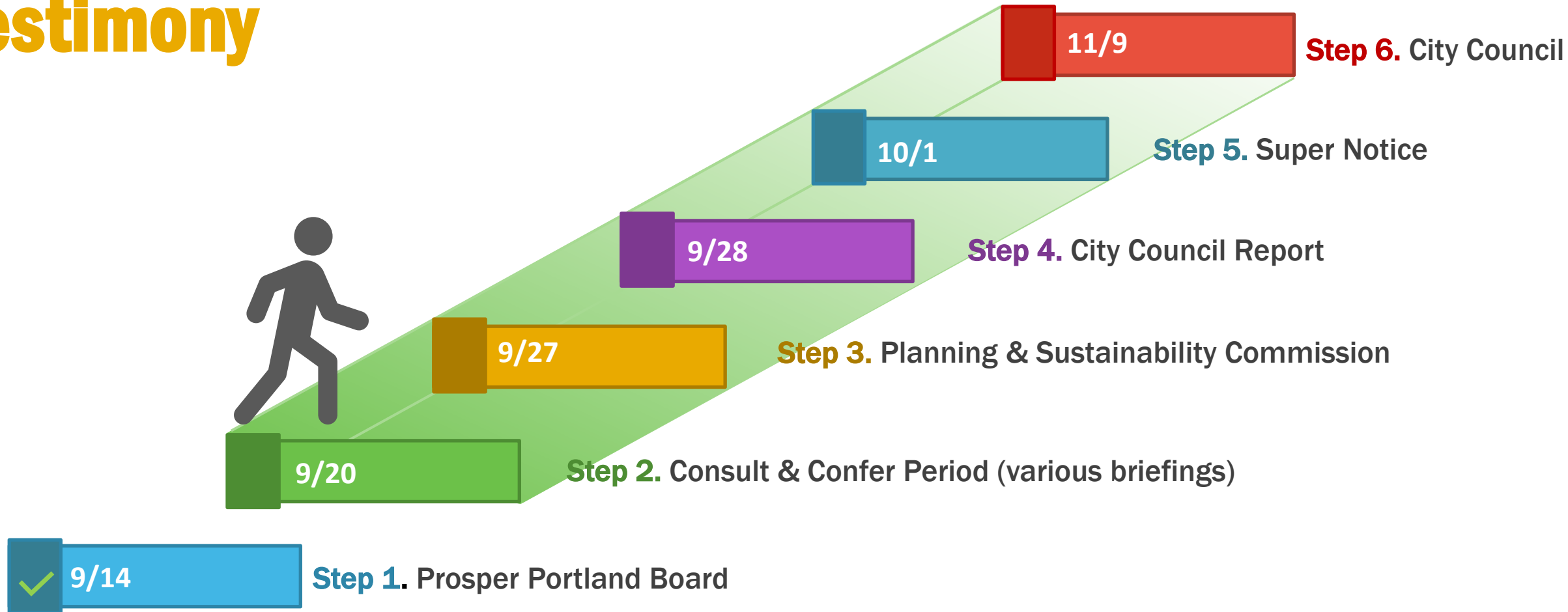
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Roles and Responsibilities



Legislative Process, Opportunities for Public Testimony



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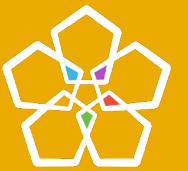


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Tracee Wells-Bryant

Education & Training Specialist, Portland Community College

ELC Member



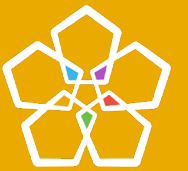
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Building an Equitable Economy

Invited Testimony



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Building an Equitable Economy

Requested PSC Action & Next Steps

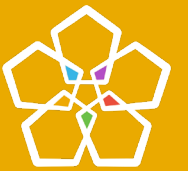
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Questions?



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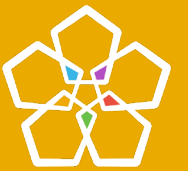
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Building an Equitable Economy

Additional Slides



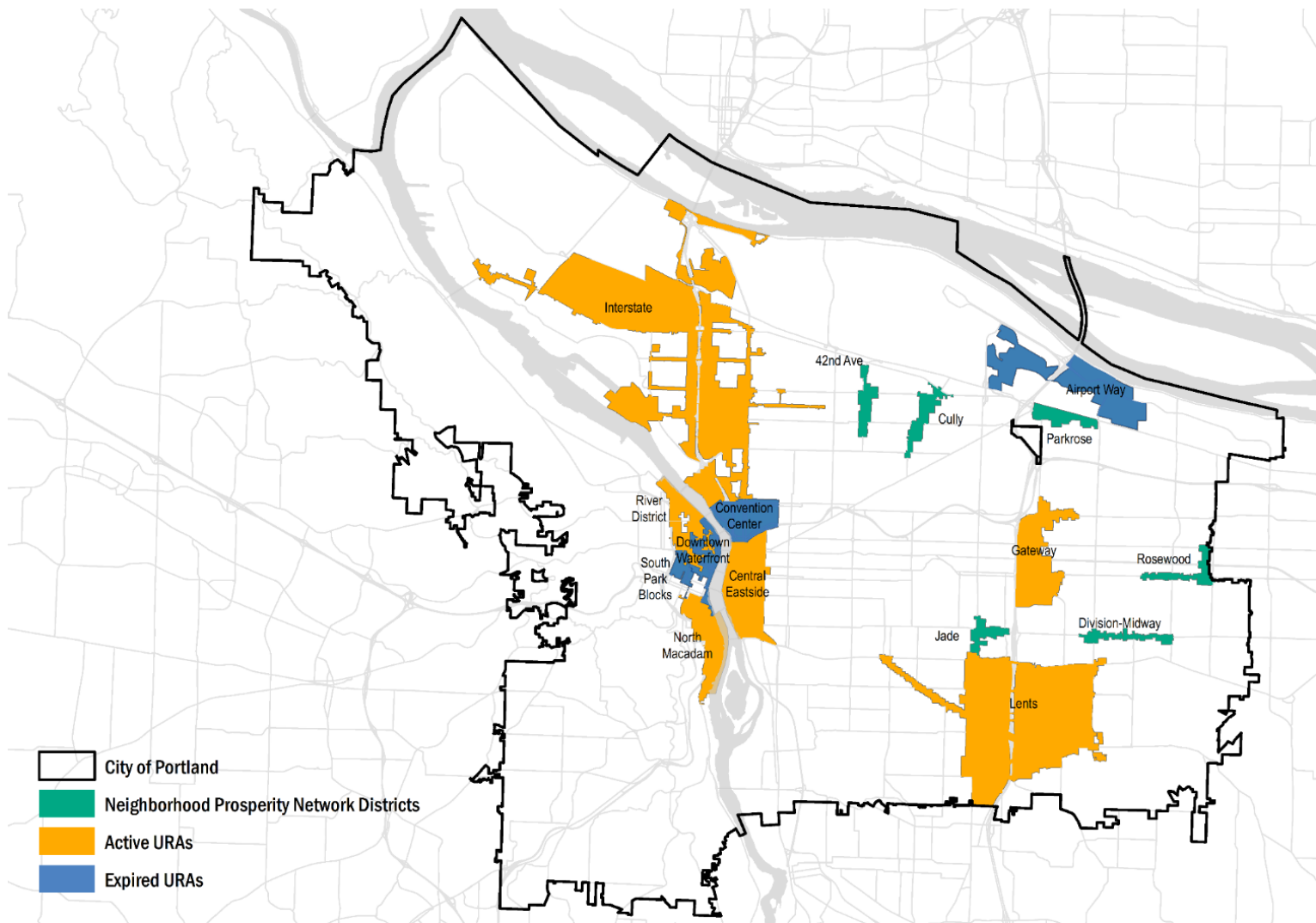
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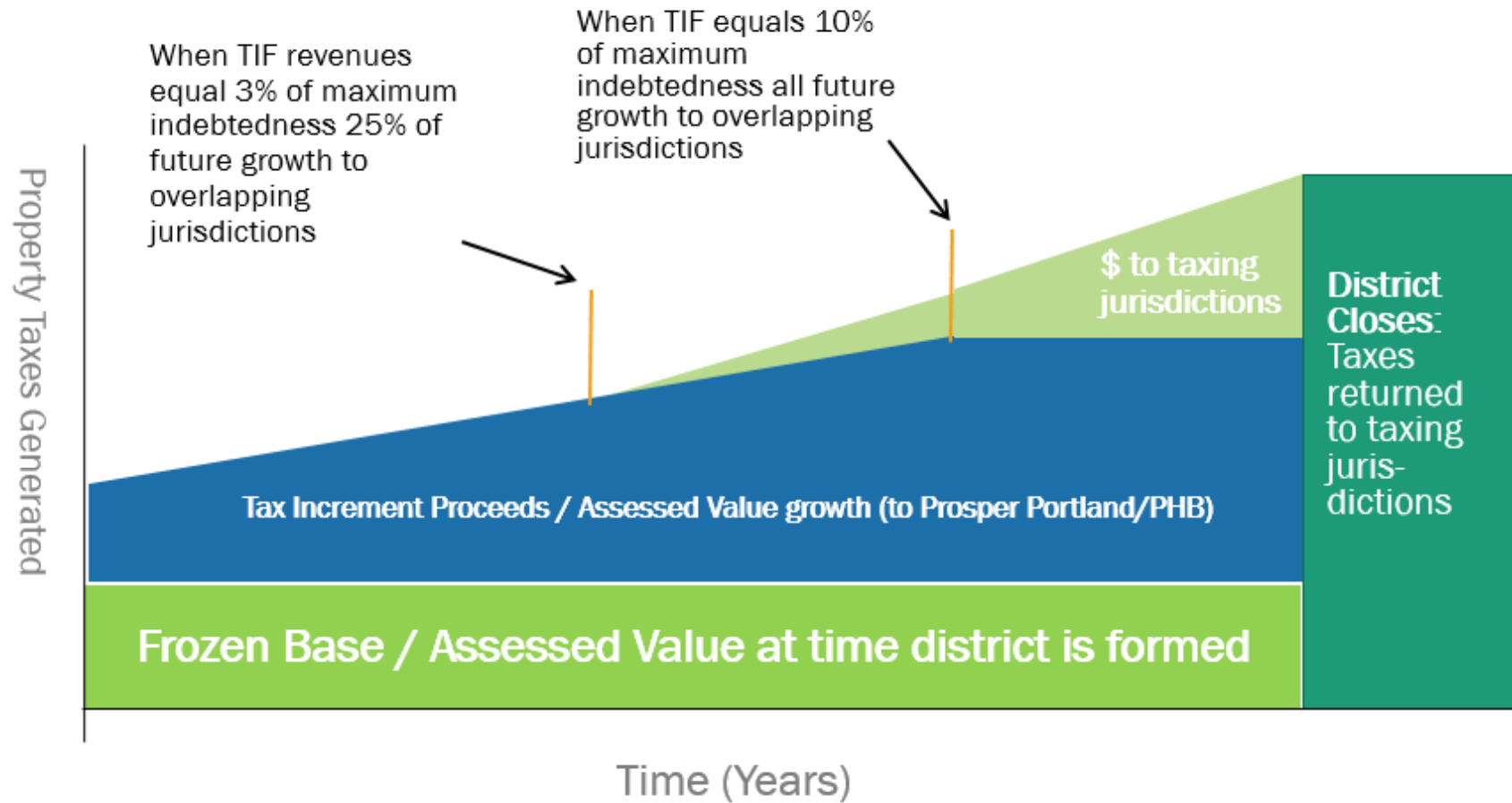
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Building an Equitable Economy

Where are Portland's TIF Districts?



How TIF Works



Acreage & Assessed Value

10.7%

City acreage now in TIF districts (max is 15%)

3,960

Available acreage for TIF in FY21/22

1,623

Proposed Cully Acreage

6.9%

City assessed value (AV) now in TIF districts (max is 15%)

\$5.2B

Current available AV for TIF

\$1.0B

Proposed Cully AV

Retains Capacity for
Additional TIF Districts

2,337 acres still available

8,850 acres released by end of FY 2026-27



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Comprehensive Plan Compliance

Portland 2035 Comprehensive Plan:

Policy 1.10 Compliance with the Comprehensive Plan ... “Comply” means that amendments must be evaluated against the Comprehensive Plan’s applicable goals and policies and on balance be equally or more supportive of the Comprehensive Plan as a whole...

Every decision is different, with different facts. The particular policies that matter more will change from one decision to another. There is no set formula – no particular number of “heavier” policies equals a larger set of “lighter” policies. In cases where there are competing directions embodied by different policies, City Council may choose the direction it believes best embodies the Plan as a whole.