



Bureau of Planning and Sustainability
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MEMO

DATE: April 12, 2012
TO: Planning and Sustainability Commission
FROM: Karl Lisle, Senior Planner, Central City Team
CC: Susan Anderson, Director; Joe Zehnder, Chief Planner
SUBJECT: Proposed Education Urban Renewal Area (EDURA)

1. Summary

The Portland Development Commission (PDC) is proposing the creation of an Education Urban Renewal Area (EDURA) in and around the Central City's University District (see map in attachment 2). The primary goal of the EDURA is to leverage resources to accelerate the growth of Portland State University (PSU), creating jobs, attracting investment, and bringing long-lasting benefit to the Portland Metropolitan region. Creation of the EDURA will implement parts of the City's *Economic Development Strategy* which calls for supporting increased activity and growth at Portland State University.

The EDURA will be administered by the PDC.

The Planning and Sustainability Commission (PSC) is asked to review the proposed EDURA Plan and determine that it is consistent with the City's Comprehensive Plan. The PSC's recommendation will be forwarded to City Council for their consideration and action at a public hearing on May 9, 2012 and vote on May 16, 2012.

2. Recommended Planning and Sustainability Commission Action

Staff recommends the following actions:

1) The Planning and Sustainability Commission send a letter to the Portland City Council finding that the EDURA Plan conforms with the City of Portland Comprehensive Plan, and



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2) The Planning and Sustainability Commission recommend that the Portland City Council adopt the EDURA Plan along with any other recommendations of the Commission.

3. Background

In 2008, after an extensive public process, the Westside Study Urban Renewal Advisory Group (URAG) recommended a series of actions including allowing the South Park Blocks and Downtown Waterfront urban renewal areas to expire, adding acreage to the River District urban renewal area in Old Town/Chinatown and studying the potential for new Central City urban renewal areas on the west side. In 2009-10 an evaluation committee helped create the framework that would eventually lead to the proposed EDURA.

In July 2009, Portland City Council adopted the City of Portland Economic Development Strategy, a five-year strategy to foster economic opportunity and job growth. The strategy calls for supporting the traded sector industries in which Portland has competitive advantage—Advanced Manufacturing, Athletic and Outdoor, Clean Technology and Software, increasing the global competitiveness of these engines of economic growth and to retain and create living-wage jobs. It calls for fostering urban innovation to position Portland at the cutting edge of sustainable solutions and maintaining the vibrancy of our central city. The academic, research, employment and cultural activities of Portland State University play a vital role in these areas.

Portland State University worked closely with the City in 2009-10 to create the University District Framework Plan. This plan lays out a bold vision for a growing and ambitious university closely integrated with the surrounding urban neighborhood. The framework plan proposes a district that could accommodate up to 20,000 additional students through employing a new model of campus/city development with deliberately blurred boundaries between the public and private, the university and the city. This model suggests that approximately 40% of new development in the University District should be non-university development and lends itself to public/private partnerships. The proposed EDURA is a key implementation element to realizing this vision.

4. Overview of Proposed EDURA

Key EDURA statistics:

- The EDURA encompasses 144 acres and includes a significant portion of the Central City's University District as well as some surrounding areas.
- Over 17 acres of land in this area has been identified as redevelopable.
- Over the life of the district, the EDURA is anticipated to provide up to \$169 million for investment in research facilities, business accelerators, affordable housing, and a variety of public and private development.

The EDURA is described more fully in the attached Urban Renewal Plan and Report and the attached PDC Board Report dated April 11, 2012.



5. Urban Renewal Plan Authority

Authority for the use of urban renewal was established by the Oregon Legislature and codified as Chapter 457 of the Oregon Revised Statutes (ORS). The statutes include criteria for the establishment of an urban renewal district, the development of eligible urban renewal areas, and the content of an urban renewal plan and urban renewal plan report.

Chapter 15, Article 1, of the Portland City Charter assigns general powers and duties related to urban renewal to the Portland Development Commission. The Commission is designated as the body that will serve as the City's urban renewal and redevelopment agency. PDC is responsible for carrying out all urban renewal functions. Proposed urban renewal plans and urban renewal plan amendments are prepared by the Portland Development Commission staff and approved by the Portland Development Commission prior to their submission to the Portland Planning and Sustainability Commission and Portland City Council.

ORS 457 also requires that the City's Planning Commission review urban renewal plans. The Planning and Sustainability Commission's recommendations on urban renewal plans are submitted to the Portland City Council for consideration and their decision on the plan.

On April 11, 2012, the Portland Development Commission held a public meeting on the proposed EDURA plan and approved the proposed urban renewal area by Resolution No. 6935. The EDURA Plan and accompanying Report prepared by the Portland Development Commission in accordance with ORS 457 are attached to this memo.

A recommendation from the Planning and Sustainability Commission and approval by the City Council is required for the City to adopt the proposed EDURA plan.

6. Relationship to Recommended Draft Portland Plan

Because EDURA documents have been prepared prior to the adoption of the Portland Plan, there is limited reference to the Portland Plan within the EDURA plan. The EDURA is however supportive of the integrated strategies of the Portland Plan as described below:

Thriving Educated Youth

Investments made with EDURA funding will significantly expand high-quality educational opportunities for the region's youth at Portland State University. The proposed district also includes Portland Public Schools' Lincoln High School site and EDURA funds will invest in improving the educational environment and intensity of development at the site. Finally, the EDURA will invest in a new facility for the Multnomah County Department of Social Services, an agency which provides programs supporting social and community prosperity to people of all ages including many youth.

Economic Prosperity and Affordability

The EDURA directly supports the City's Economic Development Strategy. Specifically, the EDURA responds to the strategy's goals to maximize competitiveness and drive urban innovation. Investing in



PSU's growth and development directly supports the City's international strategy, higher education and workforce development priorities. The EDURA will contribute directly to strategy objectives on Central City vitality, sustainability leadership and strengthening the Portland brand. Through the City of Portland Tax Increment Financing Set Aside Policy for Affordable Housing, the EDURA also presents the opportunity to make significant investments in new affordable housing and retaining existing affordable housing in the district.

Healthy Connected City

Investments made with EDURA funding will bring new public and private academic, commercial, and residential uses to help transform the University District into a complete healthy urban neighborhood.

7. Relationship to Portland Comprehensive Plan

ORS 457.095 requires determinations and findings by the governing body that the proposed urban renewal area plan is in conformance with the City's Comprehensive Plan. Detailed legal findings of the proposed urban renewal area plan's conformance with the Comprehensive Plan, and specific area and neighborhood plans, are attached to this memo. In general, the EDURA Plan has been found to be in conformance with the Comprehensive Plan because:

- The plan has been formulated through a public involvement process that is consistent with the Citizen Involvement (Goal 9) and Metropolitan Coordination (Goal 1) policies of the Comprehensive Plan.
- The projects in the plan are supportive of Comprehensive plan goals for Urban Development (Goal 2), Neighborhoods (Goal 3), Housing (Goal 4), Economic Development (Goal 5), Transportation (Goal 6), Energy (Goal 7), Environment (Goal 8), Public Facilities (Goal 11), and Urban Design (Goal 12).
- The projects in the plan are supportive of many of the goals and objectives of the Central City Plan and the Central City Transportation Management Plan.

Attachments:

- 1) Memo from PDC Chair Andrews to the PSC
- 2) PDC Board Report dated April 11, 2012
- 3) Draft Education Urban Renewal Plan & Accompanying Report
- 4) Findings of Fact for Consistency with City of Portland Planning Goals and Policies

