

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: July 26, 2010
TO: Board of Commissioners
FROM: Bruce A. Warner, Executive Director
SUBJECT: Report Number 10-71
North/Northeast Economic Development Initiative - Community Advisory
Committee Recommendations

EXECUTIVE SUMMARY

BOARD ACTION REQUESTED

None — information only.

SUMMARY

This report will update the PDC Board on the results of the North/Northeast Economic Development Initiative (N/NE EDI) study concerning Interstate Corridor and Oregon Convention Center Urban Renewal Areas. The Board will hear eight recommendations from the N/NE EDI Community Advisory Committee regarding potential amendment areas, financial impacts and policy recommendations.

Concurrent with this effort is one specifically dealing with the Rose Quarter, led by Mayor Sam Adams. Once that effort has established specific development and financial information, the PDC Board will direct staff whether to proceed with amendments to implement these recommendations.

BACKGROUND

The year 2008 marked the 50-year anniversary of the Portland Development Commission (PDC). PDC is using this milestone as an opportunity to evaluate its progress and chart the course for the next 50 years in an initiative called the Future of Urban Renewal (FOUR). The FOUR initiative called for analyses of PDC's investments in the three central city urban renewal areas, River District, Downtown Waterfront and the South Park Blocks which was completed in 2008/09. The Lents Town Center Urban Renewal Area has also been reviewed with an amendment adopted by the Portland City Council in 2008. The City is presently researching the potential of a new Central City urban renewal area, which is being reviewed by the Central City Urban Renewal Area Evaluation Committee.

On December 10, 2008, the Portland Development Commission (PDC) Board approved Resolution No. 6655 authorizing the initiation of the North/Northeast Economic Development Initiative, which would look at current and future investments in the Interstate Corridor and Oregon Convention Center Urban Renewal Areas and consider potential boundary adjustments.

In August 2009, after an initial financial analysis was complete, the Mayor convened the North/Northeast Economic Development Initiative Community Advisory Committee (N/NE CAC) chaired by Commissioner Wilhoite to examine several key issues in the Interstate Corridor Urban Renewal Area (ICURA) and Oregon Convention Center Urban Renewal Area (OCCURA). After months of public involvement, the N/NE CAC voted to approve eight separate recommendations regarding policy issues and boundary adjustments for the ICURA and OCCURA.

The Rose Quarter Stakeholder Advisory Committee (SAC) is an ongoing process to determine a development strategy for the Memorial Coliseum and Rose Quarter area. Upon completion of the Rose Quarter process, currently anticipated for December 2010, we will bring the N/NE CAC back together to make a final recommendation on whether or not to move portions of the Rose Quarter into the ICURA. Once we have recommendations from the Rose Quarter SAC and a final recommendation from the N/NE CAC, we will present these to the Board at which time further action by the Board would be required in order to move forward with potential urban renewal plan amendments to implement the Rose Quarter SAC recommendations.

As a result of the prior urban renewal plan reviews and updates, community members from North and Northeast Portland requested a process for review of their urban renewal areas. In response, the PDC Board of Commissioners voted on December 10, 2008, (Resolution No. 6655) to direct the Communications and Business Equity Department to proceed with the North/Northeast Economic Development Initiative (N/NE EDI). PDC staff laid the groundwork with technical assistance agreements with each of the four Minority Chambers of Commerce, the National Association of Minority Contractors, and the Metropolitan Contractors Improvement Partnership. CH2A Associates, who contacted more than 500 community residents, performed cultural and community-specific outreach, which resulted in a series of interviews and reports. State Representative Lew Frederick and Sue Hagmeier, of NW Ideas, conducted over 40 stakeholder interviews to begin the formal process to amend the two urban renewal areas. In addition, PDC initiated a preliminary financial analysis through Elaine Howard, LLC.

The outcome of this community input was the formation of the North/Northeast Economic Development Initiative Community Advisory Committee (N/NE CAC). N/NE EDI is the next phase of the FOUR Initiative, and the results of this study will be used to update the plans for both the Interstate Corridor Urban Renewal Area (ICURA) and Oregon Convention Center Urban Renewal Area (OCCURA). For OCCURA, the last date to issue more debt to fund projects is 2013, pointing to the need to ensure that the goals established for the area have been fulfilled or develop other alternatives. The OCCURA is adjacent to the ICURA, and, therefore, a review of the two areas together will facilitate future planning for the respective areas.

PDC conducted the North/Northeast Economic Development Initiative in partnership with the community to ensure that PDC investments enhance livability and economic opportunity within the two urban renewal areas, North and Northeast Portland and the city at-large.

In August 2009, PDC asked the N/NE CAC to examine several key issues in OCCURA and ICURA. The 21-member CAC was made up of a diverse group of stakeholders identified below.

Sara Carlin Ames – Portland Public Schools	Roy Jay – African American Chamber of Commerce
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Gale Castillo – Hispanic Metropolitan Chamber	Robert McKean – Albina Community Bank
Paige Coleman – Northeast Coalition of Neighborhoods	Marissa Madrigal – Multnomah County
Jonath Colon – Small Business Representative	Traci Manning – OCC URAC Chair
James Faison – National Association of Minority Contractors (NAMCO)	Tracy Menasco – North Portland Business Association
Dr. Algie Gatewood – Portland Community College	Skip Newberry – Office of Mayor Sam Adams
Jorge Guerra – Oregon Association of Minority Entrepreneurs (OAME)	Joice Taylor – North Northeast Business Association
Damien Hall – OCC URAC Vice Chair	Walter Valenta – ICURAC Co-Chair
Roslyn Hill – Roslyn Hill Development	Abigail Webb – New Columbia resident
Sheila Holden – ICURAC Co-Chair	Charles Wilhoite* – Portland Development Commission
J. Isaac – Portland Trailblazers	

*Chair of N/NE CAC

After months of public involvement and twelve meetings, the N/NE CAC voted Wednesday, May 19, 2010 to approve eight recommendations regarding policy issues and boundary adjustments for the ICURA and OCCURA. Two of the eight recommendations passed unanimously. For the remaining six recommendations, there were no votes in opposition, and four people abstained on various recommendations.

The adopted recommendations include policy issues address prioritization of investment in the two URAs, the establishment of a Community Benefits Agreement for the Rose Quarter development, recommendations for the Portland Housing Bureau and five URA boundary adjustment recommendations.

The boundary changes include expanding the ICURA to include 75 acres along NE Martin Luther King, Jr. Boulevard, 103 acres in the St. Johns Town Center, 33 acres of the Alberta/Killingsworth node, 28 acres along the south side of Lombard Street and 186 acres currently in the OCCURA along Martin Luther King, Jr. Boulevard.

The N/NE CAC Report further details the recommendations and is included in this Board Report as Attachment A.

The following is the anticipated timeline for the remainder of the N/NE Economic Development Initiative:

Date	Approving Body	Action
July 26, 2010	N/NE CAC	Report to PDC Board of Directors
Late fall 2010	Rose Quarter SAC	Recommendations due on Rose Quarter development
TBD	Rose Quarter SAC	Recommendations on Memorial Coliseum
Late fall 2010	N/NE CAC	Reconvene N/NE EDI CAC, Rose Quarter recommendation
Late fall 2010	PDC Board	Direct amendments to be done for ICURA, OCCURA
January 2011	PDC Board	PDC Board recommends amendments to Planning Commission and City Council
February 2011	Planning Commission	Planning commission recommends amendments to City Council. Super Notice to all Portland Residents

March 2011	City Council	First reading of ordinance to adopt amendments
April 2011	City Council	Second reading of non-emergency ordinance and vote. Amendments effective 30 days after second reading/vote

ATTACHMENTS:

- A. North/Northeast Economic Development Initiative Community Advisory Committee Report