

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: September 9, 2009
TO: Board of Commissioners
FROM: Bruce A. Warner, Executive Director
SUBJECT: Report Number 09-104
Executive Director Report

BOARD ACTION REQUESTED

None – Information only

Administration Update/Management Issues

We celebrated a number of important community events this month – leading off with the August 12 start of construction on the Burnside/Couch Couplet project. I spoke at the event along with Mayor Adams, Sue Keil from PBOT, and Tim Holmes from the Central Eastside Industrial Council. More information about this event can be found in the Central City Team portion of this report. I am very pleased to have this project underway because it will greatly improve traffic flow and pedestrian and bike safety on west Burnside. It will also tackle the confusing intersection at NE Sandy and 14th Avenue. The project is also key to future development of the Burnside Bridgehead site.

On August 20 I joined a crowd about 300 strong for the dedication of the new Bill Naito Legacy Fountain in Waterfront Park. The new Legacy Fountain is a fitting tribute to the late Bill Naito – a citizen who truly loved Portland and dedicated much of his life to development of the Old Town district. I spoke at the event along with Commissioner Nick Fish, Zari Santner from Parks and other dignitaries. This project represents a multi-bureau effort to both improve the north end of the park while also creating a new home for Portland Saturday Market. The new Saturday Market pavilion and Legacy Fountain are already hugely popular with citizens. There is more information about this event in the Center City Team portion of this report.

As part of this important opening event, staff produced a fact sheet detailing the public/private investment taking place in the Ankeny/Burnside district. I have attached it to this month's Executive Director's report so you can see the work taking place. The sheet also details the tremendous investment PDC has made through the Downtown Waterfront Urban Renewal Area.

I would like to thank Chairman Andrews for making time in his schedule to speak at the groundbreaking event for main street improvements in the Kenton neighborhood. A groundbreaking event was held on August 25 with Mayor Adams (who lives in Kenton), Chairman Andrews, a Multnomah County library representative and several representatives of the Kenton business community and neighborhood. The \$2.85 million improvement project is funded by PDC in cooperation with PBOT. A full write up is included in the Neighborhood Team section of this report.

The North/NE Economic Development Initiative work got underway officially on August 19 at the first of several public meetings at the Billy Webb Elks Lodge in North Portland. The Initiative is a large undertaking and includes an analysis of past and planned investments in N/NE and possible boundary adjustments for new investments in the Interstate and Oregon Convention Center URAs. The effort includes extensive public participation with public meetings running through March 3rd. All meetings are being taped and rebroadcast by Portland Community Media for those who can't attend. PDC is making use of new social media tools by encouraging participants to Twitter during the meetings, and the effort has its own Facebook page. All information about the effort is also available on PDC's main website under the "Future of Urban Renewal" heading.

Staff has been involved in some great work in the community and I would like to mention a few projects they were involved in:

- In August a joint PDC/BHCD team participated in the REACH Paint and Repair-a-Thon. Our team worked on three houses in the Lents neighborhood. They helped with exterior painting, gutter cleaning, fence repair, handrail construction, ceiling fan installation, yard work and shrub trimming. These staff members gave up a Saturday to assist these homeowners and I want to thank them for their wonderful dedication.
- Staff member Estee Segal participated in a mentoring program with Youth Corps organized out of the Mayor's office. The program targets at risk youth who are in danger of not graduating from high school. As a "coach" Estee accompanied the youth to job site visits and also visits with some colleges to introduce them to a variety of career paths and educational opportunities. The group visited the Trail Blazers, Intel, Vestas, Warner Pacific College, PCC and the Water Bureau.
- PDCers reacted to recent news about vandalism to the community garden at Earl Boyles Park in the Lents neighborhood and immediately sprang into action. The Lents team along with our Community Supported Agriculture group found the neighbors had a need for a picnic table at the site – a place they could gather to meet, greet, eat and rest. So PDC will be making a new picnic table available to the garden and citizens in Lents. We hope this will be a useful new amenity for the community garden.

Finally, summer would not be summer without some fun and PDCers enjoyed themselves on July 31 at the annual staff golf tournament at Rose City Golf Course. (Staff take vacation time in order to participate.) I had the pleasure of playing on a team with Chairman Scott Andrews. The annual golf tournament is a great way for staff to get together and socialize outside the office. We also passed the hat during the awards ceremony and donated \$80 to the Oregon Humane Society. Many thanks to staff members David Nemo, Denyse McGriff and Neal VanHorn who organized this year's event.

I would also like to thank Commissioner Mohlis who joined us again for the annual City Stickers vs. Lents Rebels softball game on August 29 at Walker Stadium in Lents. This year we merged the city staff with the community members and played with mixed teams which was a lot of fun. This is an annual tradition in Lents and I'm pleased to report there were no major injuries. We'll be back again next year to have some more fun with our friends in the Lents community. Many thanks to our PDC team captain Stephen Green.

Notable projects and meetings I was involved in recently are:

- Attended meeting of high speed rail opportunities, resources and issues in the Mayor's office
- Met with staff regarding prioritization of projects in the South Park Blocks URA
- Attended celebration of Charles Wilhoite's service as PDC Chairman
- Attended meeting of the city Planning and Development Directors
- Met with Ward Hubbell, President of the Green Building Initiative

Additional June meetings were held with all members of City Council and the PDC Board, Sue Keil of Portland Bureau of Transportation, Craig Boretz of Con-Way, developer John Carroll, and Portland Housing Bureau Director Margaret VanVliet.

Attachment A to this report is the regular monthly update of combined journey and apprentice workforce diversity hours worked for PDC and City of Portland South Waterfront projects. The information presented is fiscal year-to-date.

Urban Development Dept.

Business and Industry Team

Business Finance Team Earns Kudos in Customer Survey—For the fiscal year 2008-2009, PDC's Business Finance team closed 58 loans or grants to 39 businesses in the Portland area. The dollars awarded totaled \$4,256,750, and leveraged \$13,060,074 in private investment. PDC surveys all loan clients to measure their perspectives of customer service, and the results showed a high level of satisfaction: 97 percent said their expectations were met; 100 rated staff knowledge as "high", with staff service rated nearly as high at 97 percent. In contrast to previous years, 88 percent of the clients

said their projects would not have gone forward without PDC funding – a sharp increase over 2005-2008 responses.

PDC and Partners to Assess Activewear Cluster—PDC, Greenlight Greater Portland, Oregon Business Development Department, and PSU are working collaboratively on an activewear study that will inform the work to be done in support of this cluster - identified as a key economic driver in the city's economic development strategy. The first phase of the project, tentatively scheduled to launch in September 2009, includes roundtable discussions with industry leaders to help decide the scope of the study, which ultimately will provide an assessment of the regional activewear cluster, its competitiveness, challenges and opportunities.

Senator Wyden Guest Speaker at Manufacturers' Breakfast—On August 12, PDC welcomed 120 attendees to a quarterly Manufacturing Breakfast, held at the Governor Hotel. Featured speaker Oregon Senator Ron Wyden discussed the health care debate and its impact on manufacturing as well as the complexities of getting things done in the nation's capital. The program for the event, which was held in partnership with the Pacific Northwest Defense Council (PNDC), also included PNDC Executive Director Brice Barrett, who talked about the growing range of the PNDC, upcoming networking programs geared to help companies grow, and a new project, the Connectory database. PDC staffer Kevin Johnson conducted a presentation on advanced manufacturing action items contained in Portland's Five Year Economic Development Strategy.

Urban Development Dept.

Neighborhood Team

Kenton Open for Business as Streetscape Construction Begins—Signs of new life and neighborhood vitality are coming soon to four blocks in the Kenton business district in North Portland. On August 25 Mayor Adams hosted a press conference to kick off the \$2.85 million North Denver Avenue Streetscape Improvement Program, funded by PDC in coordination with the Portland Bureau of Transportation. PDC Chair Scott Andrews joined Mayor Adams and representatives of the Kenton community as speakers at the event to announce the start of construction. The city and PDC staff have worked with local businesses, community representatives and technical experts since 2006 to plan the right mix of attractive, functional improvements along the avenue.

The renovation along four and a half blocks of Kenton's main street, North Denver Avenue, will include a completely resurfaced street, wider sidewalks, street trees, stormwater planters, pedestrian lighting, public art and carved stone benches. The iconic Paul Bunyan statue will also get a makeover in the form of new paint, funded by a PDC Community Livability Grant to the Kenton Neighborhood Association. Multnomah County has begun remodeling the building at 8226 N. Denver Avenue for its new North Portland library branch, slated to open in early 2010. PDC and PBOT staff are working hard to minimize the effects of construction: sidewalks will remain open, only short sections of the project area will be closed at any one time during street resurfacing, and signage will assist pedestrians and drivers. Coupons for discounts and special offers will be available to encourage customers to continue patronizing Kenton businesses during construction. The N. Denver Avenue project exemplifies the vision of 20-minute

neighborhoods called out as a key element of the city's new economic development strategy

Developer Selected for 92/H Project—After a three-month review of eight qualified responses to a Request for Qualifications (RFQ) related to development of three-and-a-half acres in the Lents area of southeast Portland, PDC selected Turtle Island Development, LLC of Portland to move to the next phase of the redevelopment process. The development site, known as 92/H, is located at SE 92nd Avenue and Harold Street in the Lents Town Center URA. The RFQ, issued by PDC in February, was centered around the creation of a vibrant and sustainable transit-oriented development. The property is located at one of the new MAX Green Line stops. A 12-member Selection Advisory Committee unanimously recommended that PDC select Turtle Island, which, during this second phase, will complete a site design and feasibility plan. The second phase of the project will run from approximately September through November. Once that work is complete, the developer will likely enter into a Disposition and Development Agreement with PDC in early 2010.

PDC Staff and Mayor Tour San Diego Main Streets—One goal of the new Economic Development Strategy is to implement a Neighborhood Green Main Street Program using a competitive selection process for neighborhoods outside URAs. This program uses a community driven, comprehensive methodology to revitalize older, traditional business districts. PDC Neighborhood Division Manager Byron Estes recently arranged for a guided tour of seven communities in the San Diego area that attribute the successful redevelopment of their downtowns to the National Trust for Historic Preservation's Main Street Program/Trust. Staff from PDC, the Mayor's office and the Executive Director of the Association of Portland Neighborhood Business Associations (APNBA) met with the local Main Street program managers, who shared their perspectives on what it takes to implement and manage a successful program. Staff from the Trust will meet with PDC, APNBA and the mayor's staff the first week of September to finalize details for Portland's Green Main Street Program. A PDC board briefing on the Main Street Program will take place this fall.

Economic Opportunity Initiative—Now housed at PDC, the EOI continues to make a difference to people in the community. On August 13, City Council and the TriMet Board approved investments in Albina Bank to leverage working capital for EOI's 460 small businesses and NAMCO's Contractor Training Program participants. The NW Area Foundation has funded development of a sustainability education program for the 460 EOI microenterprises. EOI staff are working with the BEST Program and others to develop a small business sustainability program that effectively communicates with minority and low-income owners. A PSU Capstone class will help implement the project. Early analysis of reports for FY08/09 indicate that there were 312 EOI graduates from the three year income-building program. This represents 80 percent of the 08/09 goal. Microenterprise graduates increased their business revenue by an average 247 percent. Most EOI workforce project participants enrolled unemployed, were trained, placed in jobs and advanced 30 percent from their starting wage by their graduation. A good result during a recession and with a group of people facing significant barriers. The annual EOI results report will be issued in September.

Economic Gardening and Web Portal Projects Under Way—The new Economic Development Strategy calls for both economic gardening and a small business web

portal as areas of focus for neighborhood vitality. PDC staff recently completed a project charter for economic gardening and developing a detailed implementation schedule. We will be convening an internal working group to guide the program build-out and prioritize initiatives. Two members of the economic gardening team will attend training in September at the Edward Lowe Foundation in Michigan. We are also participating in the working group convened by the Regional Partners for regional economic gardening implementation. For the web portal, a project charter and schedule are in development. Staff from PDC, the mayor's office and the city Bureau of Technology Services are working together to identify infrastructure needs for this project; a steering committee will ultimately guide content development and oversee implementation of the portal.

Urban Development Dept.

Central City Team

Naito Legacy Fountain Celebrated—On August 20 a crowd of approximately 300 people gathered at the north end of Waterfront Park for the dedication of the new Bill Naito Legacy Fountain. The crowd first enjoyed entertainment by Taiko drummers and Chinese lion dancers. Then it was time for remarks from Commissioner Nick Fish, PDC's Bruce Warner, Zari Santer from Parks and other dignitaries. The Parks Bureau supplied bus loads of eager children who couldn't wait to get wet in the fountain on a hot day, so at the right time the switch was "flipped" and the water flowed. The fountain is a wonderful amenity for the north end of the park – while Salmon Street Springs anchors the south end. The fountain flows in a sunken "bowl" area and can also spring up from jets under the Saturday Market canopy when the market is not operating.

Burnside Couch Couplet Underway—Citizens, speakers, city staff and business owners gathered on Wednesday, August 12 for the start of construction on the East Burnside Couch Couplet Project. Speakers at the event included Mayor Adams, PDC's Bruce Warner, PBOT's Sue Keil, and Tim Holmes from the Central Eastside Industrial Council. The couplet will serve as a catalyst for redevelopment and business growth in the Central Eastside. It is also key to the development of the Burnside Bridgehead project. It will be constructed from NE 14th Ave. to NE 3rd Ave. East Burnside and NE Couch streets will become a one-way couplet system, with three lanes of east-bound traffic on Burnside and two lanes of west-bound traffic on Couch. The project will make it easier for pedestrians to cross busy Burnside – with traffic signals at each intersection. Improvements will also add a bike lane and will fix one of the worst intersections in the city – the one at NE Sandy Blvd. and NE 14th. The \$17.8 million project is funded through a federal earmark, tax increment proceeds from the Central Eastside URA, Oregon Dept. of Transportation Opportunity Fund Grant, Metropolitan Transportation Improvement Program Grant, and city Transportation System Development Charges. The project is expected to be completed by late 2010.

Urban Development Dept.

Cross Functional Work

Integrated Approach Supports Creative Exchange Project—The Business and Industry and Central City teams are demonstrating the UDD's new integrated approach with work under way for the Creative Exchange - an initiative called out in the economic

development strategy. An advisory committee met mid-summer to provide guidance on the development of a business plan for a materials library - the first phase of the project. Committee members include representatives from activewear, design, and architectural firms as well as higher education. Next steps include a survey to collect information from potential users on the West Coast and holding focus groups in September. The team hopes to finalize the business plan in October/November 2009.

Housing Update

Admiral Apartments—Housing staff closed on \$3.7 million in construction/permanent financing for The Admiral apartments located at 910 SW Park Ave in the South Park Blocks URA. The project is an existing Section 8 elderly multifamily rental development. All of the residents are over the age of 62, and many are over the age of 70 and disabled. The units are restricted at 30 percent MFI (median family income). The building contains 14 studios and 23 one bedroom units in a five-story building, as well as 550 square feet of commercial space on the first floor. Built in 1909, the building is listed on the national historic register. The developer for the project is REACH Community Development.

Martha Washington—Housing staff closed on \$4.6 million in construction/permanent financing for the Martha Washington Apartments. The Martha Washington, located at 1115 SW 11th Ave in the South Park Blocks URA, will provide 108 affordable rental housing units for individuals with income restrictions between 30 percent and 60 percent MFI. Primary target populations will be the chronically homeless and mentally disabled. Fifty units are targeted to permanent supportive housing tenants (PSH), with associated subsidy for rent and services. The project's sponsor/developer is the Housing Authority of Portland. The project had been owned by Multnomah County until conveying it to HAP in May 2009.

Central City Concern (CCC) Project Restructures—Housing staff has been working over the last three months to restructure several Central City Concern projects including the Sally McCracken (532 NW Everett St.), the Medford Hotel (506 NW 5th Ave.) and the Butte Hotel (610 NW Davis). This will enable CCC to leverage the use of the Small Nonprofit Accelerated Program (SNAP) bonds to do rehabilitation and other upgrades.

Resource Access Center—The final design approval for the Resource Access Center development on Block U was received last week. (Block U is in northwest Portland between Union Station and the Post Office, adjacent to the Broadway Bridge. It is bounded by NW Broadway, NW Sixth Ave., NW Hoyt and NW Irving streets.) The RAC was approved at its first hearing with no conditions of approval - a near-unprecedented circumstance in our city. This approval is one of the final critical path steps that will allow for a financial closing and a construction start at the end of October.

In another critical path action for this project, the PDC Housing staff will be appearing before the Multnomah County Board of Commissioners in September for a hearing on the release of certain easement rights on Block U by the County. The County is processing the release under the same procedure (ORS 367) that is used to vacate a County road. In this case, PDC had to obtain notarized consent forms from all abutters to the site, including the US Courthouse, US Postal Service, Greyhound and TriMet.

Blanchet House of Hospitality—The first design hearings for the new Blanchet House of Hospitality are being scheduled for this fall. As you may remember, the siting decision for Blanchet involves a “swap” of properties; PDC will convey the “Dirty Duck Tavern” site to Blanchet, and after construction of its new facility on that site, Blanchet will convey the existing Blanchet House to PDC. The project requires the demolition of the PDC-owned property and this is meeting some opposition from historical advocates. Staff will be appearing at a number of formats, including the City’s Landmarks Commission, to explain the two year siting process that involved many public hearings and involvement from many stakeholders before the PDC Board came to their final decision.

Block 49—This summer, PDC Housing staff put considerable effort into the implementation of an affordable housing development in the North Macadam URA on PDC-owned Block 49. Specifically, staff explored the use of the “City Lights” bond financing tool to finance a city-owned development on that site including workforce housing and a component of housing for US veterans. In spite of some very creative and diligent efforts by staff to begin construction before winter; financial conditions have caused the effort to be “paused” to allow for further assessment of funding options and options for veterans housing by the new Portland Housing Bureau.

Neighborhood Housing—The Neighborhood Housing Program (NHP) continues to be very busy assisting clients with purchase and repair of their homes. The annual budget for the TIF-funded Down Payment Assistance Loan (DPAL) for the Interstate Corridor is already 100 percent allocated with 11 loans closed or committed. In the Lents Urban Renewal Area 70 percent of the funds are already committed with 15 loans closed or committed since July 1, 2009. The Mortgage Credit Certificate Program is also very active in the past month. Since July 1, 2009 the program has issued 17 Mortgage Credit Certificates and has committed 12 more.

NHP is now actively distributing the new version of the *My First Home* and the *Mi Primera Casa* (Spanish version) magazines it sponsored along with the Portland Housing Bureau. On the product and resource development front, staff is also working closely with the Portland Housing Bureau to develop and launch a new homebuyer assistance program utilizing a state grant the city received called the Neighborhood Stabilization Program (NSP) funds. The new program is called “Own Your Own” and it is designed to help households up to 120 percent of the Median Family Income purchase foreclosed homes in the NSP target areas within Multnomah County. It is hoped that the program will be up and running early this fall once an IGA with the city and all other necessary administrative approvals and processes are in place. Staff is also busy preparing the Limited Tax Exemption Termination Report which was presented to the Commission on August 26th and City Council on September 9, 2009.

Communications and Business Equity

Workforce and Business Equity

Business and Workforce Equity—Work continues on the Business and Workforce Equity Policy procedures and Contractor forms. Tracking methods for program requirements are being discussed with the city’s Purchasing Bureau. Work has begun on the 2008/2009 annual Diversity in Contracting and Workforce Training Report.

Disparity Study—The Disparity Study contract with BBC Research and Consulting has been drafted and the kick-off meeting is scheduled for September 10th. The contract schedule anticipates the study to be completed in June 2010. Updates will be provided to the Board periodically.

PDC Sponsored Events—Communications and Business Equity staff attended the following Community gatherings:

- August 14 First Friday Professionals Meeting
- August 14 OAME Contractors Meeting
- August 11 African American Chamber Meeting
- August 19 Philippine Chamber
- August 26 Native American Chamber Meeting
- August 28 OAME Coffee and Issues

Purchasing and Contracting

- Linda Andrews, Larry Wright and Nathan Mosley attended the annual conference of the National Institute of Purchasing. All three are certified through this organization which includes four days of public procurement training and networking with others in the public contracting field from all over the US and Canada.
- The Prevailing Wage group (Nathan Mosley, Marsha Baker and Gail Quail) attended a full day of training on how to handle projects that required both BOLI and Davis Bacon wages.
- The Architecture Services and Temporary Services flexible services RFPs were evaluated. Fourteen architecture firms and nine Temporary Services Contracts are being put into place.
- Large solicitations advertised in August included:
 - The Burnside Bridgehead Framework project
 - Enterprise Content Management Specialist
 - Business Intelligence, Time Management and Budget and Planning Modules Implementation.
- The decentralization of purchase order entry and system printing is moving forward. This will reduce duplicate data entry, allow data validation earlier in the process and produce a more legible and professional printed document rather than the pre-printed forms with hand written information PDC currently uses. The project is anticipated to complete implementation in January 2010 with approximately 20 Lawson users entering about 400 purchase orders throughout PDC annually.

Public Participation Section

NNE Economic Development Initiative—The first meeting of the N/NE Economic Development Initiative Community Advisory Committee took place on August 19, 2009 at Billy Webb Elks Lodge in North Portland. (PDC was instrumental in the effort to repair this historic building.) Public participation staff prepared materials for the committee including the roster, committee charter, agendas and presentation materials. Staff also managed meeting logistics which included providing a sound system and arranging for Portland Community Media to record the proceedings for rebroadcast. We launched our

efforts into social media by announcing we would be “tweeting” at the meeting and prepared a link for people to follow us on Twitter. Staff will summarize all comments received through Twitter and ensure questions receive answers. In addition, comment card will be available at the meeting and people can submit comments and questions via the project web page and Facebook page. In addition to the committee, e-blast notifications regarding the meeting were sent to 140 individuals and organizations who expressed interest in the initiative. The second meeting is on September 16, 6 to 8 p.m. at the same location.

Potential Central City URA—Staff arranged the logistics for the two community workshops to be held in September and October including finding space, confirming reservations, calendar notice, public meeting notice and arranging refreshments. Staff also coordinated PDC’s presence at the annual Slabtown Festival in NW Portland.

Urban Renewal Areas—Staff scheduled and prepared meeting notices for Urban Renewal Advisory Committee meeting for September and October including the Central Eastside, Lents, Gateway and River District URAs. In addition, staff scheduled and prepared meeting notices for the Martin Luther King Jr. Blvd. Stakeholder Advisory Committee and organized and staffed the PDC table at the annual Lents Neighborhood National Night Out Event.

New members were appointed to the Interstate Corridor, Gateway and North Macadam URAs.

Public participation staff took the lead in organizing and recruiting PDC staff for the annual PDC /Lents softball game on August 29.

Administration—Staff prepared press packets for the Board consisting of 48 articles related to PDC. Staff assisted in arranging the Hispanic Heritage dinner for PDC leadership and Commissioners and assisted in the photo shoot of the Bill Naito Legacy Fountain dedication.

Public Affairs Section

July 24– August 23, 2009:

PDC.us redesign:

We are now in the design stage of the project, and have completed the wireframes and information architecture for the new Web site.

Web updates:

pdcs.us: 84 updates/additions/new pages
IRA intranet: 38 updates/additions/new pages
E-mail blasts: 16

PDC.us:

Unique visitors: 15,790
Total visits: 22,113
New visitors: 57 percent
Average number of pages viewed: 3

Most popular pages: Main page, PDC jobs, RFPs, Housing services for Homebuyers, Mortgage Credit Certificate

Twitter:

PDC is now using Twitter as a communication tool for the N/NE Economic Development Initiative Community Advisory Committee.

Followers: 719 (149 new followers this month)

Tweets: 55 updates sent to followers this month

Facebook:

- PDC's page:

Fans: 142 (42 new fans in July)

Events: 4 upcoming events listed

Videos/links: 22 links and videos posted this month

- N/NE Economic Development Initiative's page:

Debut: 8/18/09

Fans: 154

Events: 10 upcoming meetings listed

Videos/photos/links: 6 links and photos posted this month

Graphics

- TIGER Grant (federal) design of application
- Harbor ReDi steering committee report
- N/NE hand out and Ads
- Hispanic Chamber Ad
- Revisions to Sustainability Cluster fliers
- Preliminary design Block 49 housing flyer
- Lents Ramona Street Fair Poster and Ad
- Denver Street Streetscape sign designs
- Continuing work on the place-making project with historian Chet Orloff
- Photo research for place-making projects
- Design PADA (Portland Art Dealers Assn.) ad template
- My First Home Magazine Spanish posters

Event Production

August 12	E. Burnside Couch Couplet event
August 20	Bill Naito Legacy Fountain dedication event
August 22-23	Portland Saturday Market & Legacy Fountain community festival
August 25	Kenton/Denver Streetscape press conference

Other Public Affairs Work in June

- Wrote and distributed four issues of PDC People – internal newsletter
- Wrote August El Hispanic column for Commissioner Ferran
- Coordinated monthly all-staff meeting
- Organized and conducted staff tour of the cast iron district in Old Town

- Met with PA staff to begin work on refreshing PDC's logo
- Brown bag speaker series back in place for fall
- Continuing to meet with communications staff from other bureaus to identify ways to sustain the Give Help/Get Help/Choose Local campaign. Gearing up for fall and back to school themes.
- Responded to 20 media inquiries
Working with PDC staff and Mayor's office on RQ and MC redevelopment efforts (first stakeholder advisory committee meeting is Tuesday, Sept. 15)
- Working with OMF, BHCD and PDC staff on communications plan for Housing Dept. transition
- Working closely with Kim McFarland and external partners on events for Sept. 12 (Jazz on the Mississippi, Ramona Street Fair and Old Town Block Party)
- Working on strategic communications around the Oregon Sustainability Center
- Working with Public Participation and Resource Development on potential new central city URA and N/NE study efforts

ATTACHMENTS:

- A. South Waterfront Workforce Diversity Report
- B. Fact sheet on Ankeny Burnside District Redevelopment



August 2009

Completion of the Bill Naito Legacy Fountain and Waterfront Park improvements are part of a larger redevelopment effort known as the Ankeny Burnside Development Framework.

J. Scott Andrews
Commission Chair

The Ankeny Burnside Development Framework Plan is available at:
http://www.pdc.us/pubs/inv_detail.asp?id=700&ty=18

Bertha Ferrán
Commissioner

The Framework was a joint PDC / Bureau of Planning and Sustainability project which outlined a catalytic development strategy and urban design vision for underutilized properties and public spaces in the vicinity of Ankeny Plaza, including the area under the Burnside Bridge. The Plan has resulted in significant public and private investment to the Ankeny / Burnside area of Old Town.

John C. Mohlis
Commissioner

Steven Straus
Commissioner

All told there are seven contiguous blocks of redevelopment underway or recently completed by both public and private entities. Investment in the district totals more than \$100 million in combined private and public funding. PDC funding has been instrumental in the redevelopment activity in this district.

Charles A. Wilhoite
Commissioner

A short synopsis of the properties is below:

Sam Adams
Mayor

- **Smiths Block** (111-113 SW Front Ave.)
Description: Historic rehabilitation of the Smiths Blocks for a financial services firm, bringing more than 80 new jobs to the district.
Developer: RV Kuhn / Bremick Construction
Total Project Cost: \$10 million
PDC's contribution: \$900,000
PDC's funds from tax increment proceeds from the Downtown Waterfront Urban Renewal Area.

Bruce A. Warner
Executive Director



- **Waterfront Park** (Portland Saturday Market space)
Description: Elevated market platform and nearly 8,000 square feet of cover in south Waterfront Park. This is now home to more than 200 Saturday Market vendors. (Approximately 69 vendors will still be found in Ankeny Plaza.) Improvements include new electrical power and natural gas lines for the market's food booths. The market pavilion cover channels stormwater to a nearby retention basin.
Developers: PDC, Portland Parks Bureau, Bureau of Environmental Services, Water Bureau, Fire Bureau, Multnomah County, Portland Bureau of Transportation.
Total Project Cost: \$14 million
PDC's Contribution: \$13.2 million
PDC's funds from tax increment proceeds from the Downtown Waterfront Urban Renewal Area.

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- **Fire Station 1** (65 SW Naito Pkwy.)
Description: Seismic retrofit and total interior renovation to include gender appropriate facilities, and upgraded mechanical and electrical systems.
Developer: City of Portland Fire Bureau
Total Project Cost: \$15 million
PDC's contribution: \$3.6 million
PDC's funds from tax increment proceeds from the Downtown Waterfront Urban Renewal Area.

- **Mercy Corps World Headquarters** (45 SW Ankeny St.)
Description: New 80,000 sq. ft. headquarters replaces six leased offices in Portland and unites 150-member Portland-based staff in one location. Includes new Action Center to educate people about global development issues. Project is renovating the historic Skidmore Building (1892) and adding an expanded structure which includes four floors of office, working space and a partial basement.
Developer: Walsh Construction with Thomas Hacker Architects
Total Project Cost: \$37 million financed with tax credits, \$7 million loan, and a \$10 million capital campaign.
PDC's Contribution: \$6 million
PDC's funds from tax increment proceeds from the Downtown Waterfront Urban Renewal Area.
Grand opening set for Friday, October 9, 2009.

- **Improvements to the Underside of the Burnside Bridge** (between 1st & Naito Parkway)
Description: Improvements were made to the underside of the Burnside Bridge to increase lighting, passive surveillance, and public amenity. A new retail space has been constructed on the westernmost platform of the MAX tracks to provide activity at the station and increase pedestrian traffic.
Developer: PDC
Total Project Costs: \$1 million.
PDC's funds from tax increment proceeds from the Downtown Waterfront Urban Renewal Area.

- **Future Ankeny Plaza Restrooms**
Description: PDC is working with Thomas Hacker Architects to design a restroom facility to be located along the southernmost edge of Ankeny Square. The facility will incorporate elements from the Ladd Cast Iron Collection, and will also include a historic interpretive pavilion at the intersection of 1st Avenue and Ankeny Plaza. Construction is anticipated to start in late 2009.
Developer: PDC
Total Project Costs: \$1.5 million
PDC's funds from tax increment proceeds from the Downtown Waterfront Urban Renewal Area.

- **White Stag Building / University of Oregon Portland Center** (5 NW Naito Parkway)
 - Description:** Renovation of three buildings into 103,000 sq. ft. of office and educational space. Together, the White Stag, Skidmore and Bickel buildings are known as the White Stag Block. The University of Oregon Portland Center is the largest tenant at 66,000 sq. ft. Grand opening held January 2008.
 - Developer:** Venerable Properties
 - Total Project Costs: \$36 million**
 - PDC's Contribution: \$6 million**
 - PDC's funds from tax increment proceeds from the Downtown Waterfront Urban Renewal Area.

- **Potential - Oregon College of Oriental Medicine campus** (60 NW Davis Street)
 - Description:** Historic rehabilitation of the Globe Hotel building at the corner of NW Davis and 1st Avenue. To include more than 35,000 square feet of teaching facilities, clinic offices, and ground floor retail and community spaces.
 - **Developer:** Beam Development
 - **Total Project Costs: \$15 million**
 - PDC's Contribution: \$3 million (anticipated)**
 - PDC's funds from tax increment proceeds from the Downtown Waterfront Urban Renewal Area.

For more information, contact:

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