

FY 2019-20 Direction to Develop

Issue Title: [Coordinated Community Planning and Development in East Portland, Southwest Corridor, and Northeast Portland](#)

Commissioner(s) Issuing Direction: Mayor Wheeler, Commissioner Eudaly

Bureau(s) Directed: Prosper Portland, Bureau of Planning and Sustainability, Portland Bureau of Housing, Portland Bureau of Transportation

Issue Overview and Desired Goal/Outcome(s): Collectively, the partner Bureaus are planning, implementing, and investing in multiple projects and policy directives towards Portland's long-term future growth in East Portland, SW Corridor, and NE Portland. The Bureaus' work in these areas often overlaps but at times is not optimally coordinated with regards to planning, communications, community outreach, implementation, or outcomes. This diminishes how the community experiences the City and produces inefficient investments and outcomes. This directive is an initial step toward greater collaboration and impact, an important corner stone to delivering on the City's shared commitment to improved equitable access and outcomes.

- East Portland: Activities and investments in this area would increase coordination and impact of city work in East Portland. The focus would be on responding to community demands for greater collaboration and investment in the next generation of the 2009 East Portland Action Plan; supporting the Neighborhood Prosperity Network program partners in East Portland; working with Rosewood on an equitable development/anti-displacement issues (partially funded by Metro); and strengthening implementation of the Division Transit Project, particularly the community-based Portland Local Action Plan (approved by City Council in July 2016).
- Southwest Corridor: Activities and investments in this area would begin to implement the Southwest Corridor Equitable Housing Strategy (approved by City Council in October 2018). The initial focus should be on strengthening the community ability to help guide this implementation through organizing and capacity building with the Community Work Group and existing businesses along the proposed light rail alignment; undertaking predevelopment analysis for affordable housing and commercial development investments to help stabilize the business community and create new wealth creation opportunities; and, developing an integrated community development funding strategy for City investments along the corridor, including the City match in the proposed Southwest Corridor Light Rail project.
- Northeast Portland: Activities and investments in this area would follow through on commitments to make sure redevelopment of the area achieves equitable development outcomes and benefits to the N/NE Portland community. The focus should be on coordination among public agencies and community engagement to make sure the outcomes of the Oregon Department of Transportation led I5 project align with the N/NE Quadrant Plan (adopted by City Council in October 2012), the City interests in the long-term success of the Rose Quarter as a regional event center and important redevelopment opportunity, the priorities and work of the on-going community-based processes in N/NE and at the Hill Block property.

The Partner Bureaus are directed to propose a one-time funding package which reflects specific staffing, community investment, and tasks required to implement on City Council project and policy priorities in each of the three communities as described above. The partner Bureaus are further

directed to work with the Bureau of Revenue and Financial Services to determine a robust funding strategy for stable, long term public investment to implement on community priorities and action plans within each of the geographies.

Funding Options: Provide options to utilize / leverage existing resources as well as request new resources as necessary. The collaborating bureaus (Prosper Portland, Portland Housing Bureau, Bureau of Planning and Sustainability and Portland Bureau of Transportation) have identified needs for additional funding for staff, program expenditures to benefit residents and businesses, consultant services and property acquisition funds. Across all four bureaus this could be approximately \$2,168,000 (\$573,000 for Prosper Portland). This adds to and leverages significant other project, program and staff expenditures for work in these three areas from the collaborating Bureaus.

Additional Information Requests/Notes: Given the various Bureau's involved in this work and direction, it is understood that the expertise, function, roles and responsibilities of each of the Bureaus within this collaborative approach will be as follows:

- Portland Housing Bureau – affordable housing policy, funding/financing, predevelopment, bond measure implementation, home ownership/wealth creation, and related community capacity building/engagement
- Prosper Portland – real estate development, funding/financing, business stabilization and technical assistance, workforce navigation/training, commercial predevelopment assistance, business ownership/wealth creation, and related community capacity building/engagement
- Portland Bureau of Transportation - transportation policy, project design, and funding, and related community capacity building/engagement
- Bureau of Planning and Sustainability - bureau coordination, area planning, land use research and analysis, urban design, zoning map and code amendments, and related community capacity building/engagement
- Bureau of Revenue and Financial Services – City funding, property and asset management