

BARRIERS TO REDEVELOPMENT

City of Portland Bureau of Planning and Sustainability | Leland Consulting Group | Cogan Owens Greene | DECA Architects

July 2017

- The City of Portland sought to understand and identify barriers to (re) development faced by property and business owners along a number of focus areas on 82nd Avenue.
 - Outreach to businesses and property owners
 - Evaluation of opportunity sites
 - Sketch probable prototypical development
 - Eye towards increasing jobs in strategic segments
- Coordinate with ODOT's planning and implementation efforts.
 - Improve safety and connectivity on, around, and to 82nd Avenue

PROJECT SCOPE

City of Portland's Bureau of Planning and Sustainability



Business Association Conversations – January 2017

- Foster Area Business Association
- Montavilla/East Tabor Business Association
- 82nd Avenue of Roses
- Central Eastside Industrial Council

Business Canvass – February - March 2017

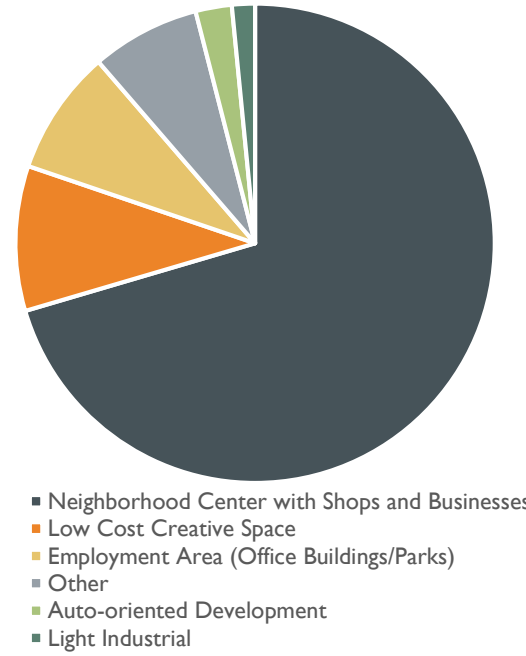
68 Businesses | 30 Conversations: 18 Property Owners, 12 Renters

- Two-thirds have been in business more than 10 years.
- **Assets:** Low cost of land, low rent prices, diversity, and community members.
- **Challenges:** Drugs, homelessness, prostitution, crime.
- **Obstacles:** Parking space regulations, high development costs.
- 39% would like to or have thought about redeveloping their property to expand business, mixed-use development, and/or add parking spaces onsite.
- Respondents support higher paying businesses locating on 82nd if they support the current businesses on 82nd Avenue (avoid displacement).

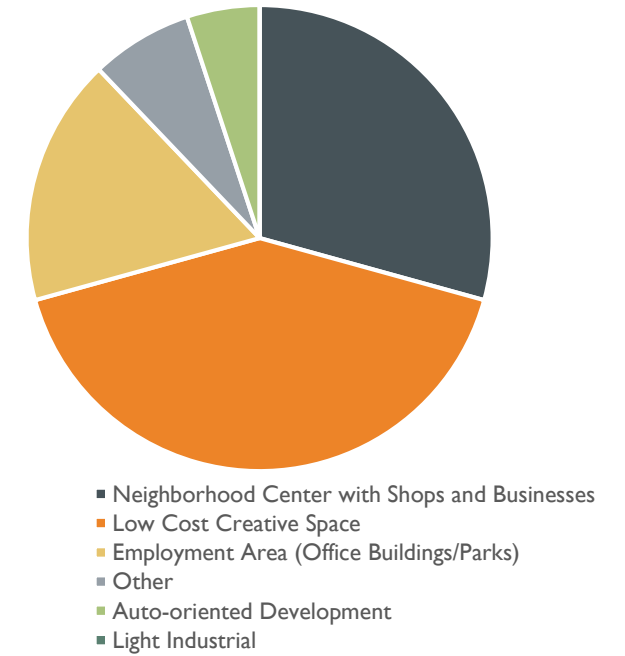
ODOT's 82nd Avenue Online Survey

- How Should this Area Grow and Develop?
 - 426 Responses in English, 17 in Cantonese, 21 in Russian, 15 in Spanish and 15 in Vietnamese
 - 60% of English Respondents would like their focus area to grow and develop as a **Neighborhood Center with Shops and Businesses**
 - Non-English Respondents were more evenly divided between **Low-Cost Creative Space (41%)** and **Neighborhood Center with Shops and Businesses (30%)**

English Responses

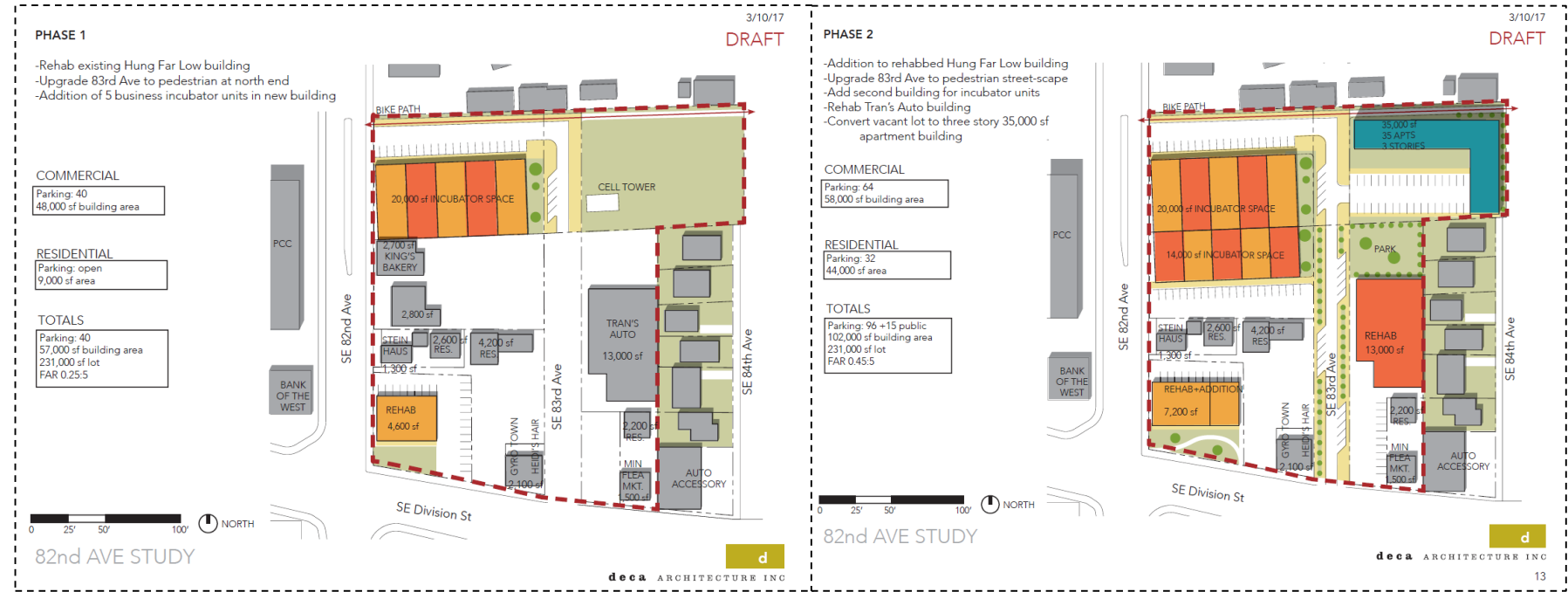


Cantonese, Russian, Spanish and Vietnamese Speaking Respondents



Near and Medium Term Development (5 to 10 years)

- Incremental
- Adaptive reuse
- Interim place making
- High quality, medium density
- Surface parked
- Mostly one to three stories, some four
- Housing: townhomes, garden apartments, affordable, senior, student
- Commercial: One to two story office, retail, general commercial



MARKET AND OPPORTUNITY SITES ANALYSIS

Near Term Development Adaptive Reuse



MARKET AND OPPORTUNITY SITES ANALYSIS

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Interim Place Making



**MARKET AND OPPORTUNITY SITES
ANALYSIS**

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Retail, Office and General Commercial



MARKET AND OPPORTUNITY SITES ANALYSIS

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- Create strategies to help stabilize communities along 82nd Avenue (community benefits with redevelopment)
- Uniquely treat each focus area
- Enhance mixed-use diversity of each focus area
- Continue collaborating with ODOT on safety improvements
- Pursue additional grant funds to do deeper-dive studies on the north and south ends of 82nd Avenue
- Pursue funding to implement projects
 - Work with State Legislature
 - Increase visibility of the needs on 82nd Avenue

RECOMMENDATIONS