

Portland Development Commission *Quarterly*

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On January 10, the PDC Commissioners appointed me to the position of Interim Director at PDC. This is an exciting challenge for me and I look forward to trying to fill some very big shoes left by our retiring Executive Director, Felicia Trader. Our goal is to ensure that this transition at PDC is as seamless as possible for you, our community partners. Felicia and I have spent the last several weeks identifying the key activities, projects and issues that will be at the forefront for the agency over the next several months as we continue our national search for a permanent Executive Director. I feel fully prepared to meet each and every one.

As we look forward to an exciting future for the agency under new leadership, I think it is also important for us to take a look back at what has been accomplished over the past year. With this issue of *PDC Quarterly*, we have enclosed a copy of our fiscal year 1999-2000 Annual Report. In it, you will find interesting stories about some of the citizens PDC's programs have assisted as well as summary accomplishment highlights by target area and PDC department. Last year PDC helped build, renovate or preserve more than 1,351 housing units. We assisted 196 Portlanders in buying or maintaining their homes. We helped recruit or retain more than 3,500 jobs and provided financial and technical assistance to more than 87 small and medium size businesses.

Some of the past year's major redevelopment projects included the Classical Chinese Garden, Phase II of the Eastbank Riverfront, planning and business development programs along Martin Luther King, Jr. Blvd., the completion of Pioneer Place II, the continued development of CascadeStation and Airport MAX and Civic Stadium/Goose Hollow planning.



It has been a year to be proud of. We thank you, our community, for working so closely with us to achieve such remarkable results. I hope that as we move through our leadership transitions, you will remain involved and interested in our work. I also would like to hear from you if you have questions, concerns or thoughts to share with us. I may be reached at 503-823-4590.

Baruti Artharee
Interim Executive Director

What is usually a night of revelry and remembrances turned into a night of unprovoked property damage to some merchants in the West End along SW Morrison Street. A group of vandals moved quickly from Pioneer Square west on Morrison, smashing many windows of the local shops, and in some cases taking the merchandise out of the display windows.

PDC Steps in to Help ◆ with Post New Year's Eve Cleanup

and will instead essentially help with what the insurance does not cover, or for half of the total cost of the work, for businesses who were uninsured. Approximately 19 retail merchants were affected in the West End.

"PDC is happy to do whatever we can to support the unique and vital retail that is so important to the health and vitality of our central city," said Storefront Program Coordinator Sarah Heinicke. "We expect all of the merchants to take advantage



◆ Mayor Vera Katz and Police Chief Kroeker tour the businesses damaged during the New Year's Eve vandalism.

PDC responded immediately to the merchants who were affected, by offering to help with the cost of replacement windows through the Storefront Improvement Program. The Storefront Improvement Program offers a 50/50 matching grant and was luckily already in place in the area. Due to the special circumstances, PDC waived the normal three bid requirement

of this valuable program to the fullest extent."

Some merchants have also indicated an interest in doing more than just the minimum replacement, by taking advantage of the special building lighting program (which is available only in the West End and in Old Town/Chinatown), by doing some enhancement with display and building lighting.

Midtown Blocks Planning Study Gets Underway:

A nationally recognized advisory council of experts (ACE) will assemble the week of February 5 to address issues and make recommendations regarding potential strategies and alternatives for redevelopment of the Midtown Blocks. Portland's Bureau of Planning, Parks and Recreation and PDC, with the aid of a consultant, are heading up the project. The Midtown Blocks, on SW Park and 9th Avenues between SW Burnside and Salmon Streets, are commercially developed blocks between the North and South Park Blocks. Located in the heart of downtown near Nordstrom, the Galleria and the Fox Tower, the area has been the focus of tremendous energy and change in the last few years. New private developments, the City's opportunity to redevelop South Park Block 5, and pedestrian and transit improvements have reinforced citizen interest in this area.

Proposed initiatives by the City, private landowners, businesses and residents point to a variety of opportunities within the Midtown Blocks. Surrounding improvements and planning efforts in close proximity are creating further options for the area. They include the District Retail Strategies, the

Brewery Blocks (Blitz) redevelopment, the Burnside Corridor Study, the West End Vision Plan, and the Central City Streetcar.

The ACE includes:

Laurie D. Olin, FASLA, from Philadelphia, PA (Landscape Architect, Civic Open Space Specialty, Planner);

Frances Halsband, FAIA, of New York, NY (Architect, Historic Preservation/Adaptive Reuse Specialty);

Dr. Norman J. Johnston, FAIA, of Seattle, WA (Architect, Professor Emeritus, University of Washington, History of Architecture and Cities Specialty);

Allison G. Williams, FAIA, from San Francisco, CA (Architect, Urban Designer, Office and Housing Development Specialty);

Robert J. Gibbs, ASLA, of Detroit, MI (Retail Specialty, Planner, Landscape Architect, "New Urbanism" Proponent);

Dean L. Macris, from San Francisco (Planner/Implementation Specialty, Former Director of Planning, City of San Francisco, Historic District for Downtown, Embarcadero "re-do," and established Nordstrom south of Market) and;

Donald Milliken of Vancouver, BC (Mixed-Use Developer, Retail Integration Specialty).

The ACE will:

- ◆ Examine and determine the role of the Midtown Blocks as an integral, but unique, sector of the Downtown.
- ◆ Recommend criteria for uses to be included in the Midtown Blocks that compliment the retail core, South Park Blocks, West End and the Pearl District.

the Mayor and City Council a development concept and strategy (existing or new) that supports those criteria.

The ACE planning process will include a tour of Downtown Portland and the Midtown Blocks area, two public forums (Feb. 5 and 8 at the Portland Building at 6 p.m.), individual meetings with City officials and bureaus. The ACE will



◆ The Mid-Town Blocks will be the subject of a city-sponsored work session February 5th through 9th.

- ◆ Define the design features and/or strategies that could be used to link the Midtown Blocks to the North and South Park Blocks.

Based on their response to this charge, the ACE will provide an evaluation of current proposals for the Midtown Blocks against role, use and linkage criteria and will recommend to

hold its own work sessions in which alternate proposals will be examined, issues discussed and potential development options and criteria established. The process will conclude during an open session at City Hall on Friday, February 9, in which the ACE will recommend development concepts, strategy and priorities to the public and members of City Council.



Portland Celebrates 150th Birthday

Portland Mayor Vera Katz will kick-off a nine-month celebration of Portland's 150th birthday on February 8, the day in 1851 that Oregon's governor signed the territorial act making Portland a city. The noon event at Portland's City Hall will feature music, speeches and refreshments. The Mayor also will announce plans for other celebrations to take place throughout the year.

Department Highlights

Housing Update

Fall RFP Results: PDC's Housing Department received over \$4.9 million in funding requests in the fall request for proposal process. Twice a year, (spring and fall) PDC solicits proposals from for-profit and non-profit developers. PDC will reserve approximately \$2,349,000 in housing funding to support creating 85 housing units. Of the 85 units, 81 units will be developed for families (2+ bedrooms) and 74 units will serve households with incomes below 50 percent of median family income (MFI).

The projects receiving a Reservation of Funds Award under the Fall 2000 Rental Housing Request for Proposals are listed in the box to the right.

Portland Regional Housing Network and Information System:

Portland's Bureau of Housing and Community Development was awarded \$480,000 through the Technology Opportunities Program, a grant program administered by the National Telecommunications and Information Administration, Department of Commerce. The award will provide funds to develop a one-stop clearinghouse of housing information and on-line housing tools that will link over 100 regional agencies and providers of service to a high-speed, internet-based site. When completed, the system will provide instant access to a broad market of affordable housing opportunities and services from any desktop

computer with Internet access. Agencies working

with low-income clients on housing issues will be asked to have at least one suitable computer with connection to the network. The goal is to connect Portland's low-income housing consumers to needed housing and services. The City of Portland will provide over \$800,000 in matching resources to develop the system. The first components of the system are targeted for development by fall 2001, with completion by September 2003, when the grant period is completed.

Downtown Housing Inventory:

The Downtown Housing Inventory can now be accessed through PDC's website at www.portlanddev.org, under "Publications." The inventory includes all housing



opportunity for citizen feedback on the Five-Year Downtown Housing Strategy and input into PDC's increasing involvement and focus on housing in the Lloyd District.

units, rental and homeowner-ship, by income level and unit size. The report will be used to guide decisions on the use of tax increment funds in the

South Park Blocks and Downtown Waterfront urban renewal areas south of Burnside.

PCLT Update: After several years of dedicated work, the Portland Community Land Trust (PCLT) became a reality. The first annual membership meeting of the newly formed organization was held October 25. PDC played a key role in the development of this new non-profit agency. PCLT opens new doors to families who are otherwise priced out of the housing market by buying and permanently holding land in trust. Families purchase the home and lease the land from the trust. By taking the price of the land out of the purchase price, a PCLT home remains permanently affordable. When a family is ready to sell and move, they receive a percentage of the equity gained on improvements to the house as well as the original purchase price. The PCLT is a

Five Year Plan

Housing Forum: PDC staff held a community forum on January 9 to assist in an update of the housing efforts in two of Portland's central city districts: Downtown and the Lloyd District. The forum provided an

community-based organization that is supported by its members.

FALL 2000 HOUSING RFP SELECTED PROJECTS

1) Taggart Manor Apartments

Location: Outer Southeast
Acquisition/Rehab of 24 units of existing multi-family complex for Alcohol and Drug Free housing with a mix of 1-Bedroom (BR), 2-BR, 3-BR.
Income Level Served: 0-30% six units; 31-50% 17 units; 51-60% 1 unit.

2) Plaza de Cedro

Location: Outer Northeast
New construction of six units in two, three-unit buildings for large families with mix of 3-BR and 4-BR units.
Income Level Served: 0-30% 2 units; 31-50% 2 units; 51-60% 2 units.

3) Douglas Meadows

Location: Outer Southeast
New construction of eight large family homes with a mix of 3-BR and 4-BR units.
Income Level Served: 0-30% 2 units; 31-50% 6 units.

4) Los Jardines

Location: Northeast
New construction of nine buildings consisting of 43 3-BR and 4-BR family units.
Income Level Served: 0-30% 2 units; 31-50% 35 units; 51-60% 6 units.

5) Scattered Sites Phase II

Location: Northeast
Rehabilitation of a single-family 4-BR dwelling.
Income Level Served: 31-50% 1 unit.

6) HAP Housing

Location: Southwest
New construction of three special needs housing units, providing 2-BR and 3-BR.
Income Level Served: 31-50% 3 units.

Housing Revenue Bonds:

With the decline in available funding for housing from the city's general fund, efforts have intensified to develop other funding mechanisms for housing development in the city. The concept of using the city's credit enhancement to access very low interest rates to finance affordable and moderate-income housing development was identified by City Council. As a result, PDC Housing staff is in the process of developing the Housing Revenue Bond Program.

The purpose of the program is to stimulate production of new housing units that are not currently being built due to market financial constraints and to generate revenue for the Housing Investment Fund. It will be used to produce moderate-income housing development in areas of the city that have a gap in this income range, and/or to produce housing which contributes to public purposes such as commercial revitalization, job creation, and transit-oriented development.

Types of projects developed with the program may include mixed-use development that is difficult to finance because few comparable projects exist; housing development in parts of the City where it has been slow to occur; and middle and moderate income housing. The program will be focused in the urban renewal areas, and no competitive city-wide housing funds will be used in the financing of these projects.

Homeownership Program

RFP Results: PDC staff recently issued a request for proposals for affordable homeownership projects.

Projects selected include:

- ◆ Franciscan/Rodney Street Townhomes—a two-unit land trust project at \$30,000 per unit;
- ◆ Rose/Woodstock/Community Vision—a shared appreciation mortgage project at \$25,000;
- ◆ Kassebaum/Mallory Park Rowhouses—\$60,000 to provide funding for two to four units utilizing shared appreciation mortgages; and
- ◆ Hacienda/ 10809 NE Fremont—a new construction homeownership unit at \$28,000.

Project Openings

- ◆ November 7 marked the opening of the **333 Oak Building**, 90-units of rehabilitated housing for very low-income individuals, primarily elderly and disabled, receiving Section 8 assistance. The residents who live at the Oak form a very special community and they have been very pleased with the building improvements.

In 1998, the City purchased the building under the City's Housing Preservation Ordinance to ensure preservation of the units as affordable housing. After issuing a Request for Proposals, Northwest Housing Alternatives and Columbia Housing were selected to acquire, rehabilitate and operate the building.

The 333 Oak Building was built in 1908 and has enjoyed an interesting history. The building was formerly the World Trade Center and was also known as the Lewis Building. The building was used primarily as office and retail space until 1978 when the second to tenth floors

were converted to low-income housing. The 10-story building also features two retail spaces and a basement community room with laundry facilities.

PDC joined Oregon Housing and Community Services Department in financing the project.

- ◆ The **Park Vista Apartments**, at 10914 SE Stark Street, will celebrate a grand opening February 6. The project is one of the newest additions to East Portland's growing

room will be used for resident meetings, Human Solutions' Options and Family Financial Services classes, and the occasional birthday party. PDC helped finance the project along with KeyBank NA, Oregon Housing & Community Services, Multnomah County, U.S. Bank, and The Enterprise Foundation.

- ◆ **Sequoia Square** will officially open on February 22. Located at 247 SE 160th Avenue, Sequoia Square furthers a



◆ **Park Vista Apartments**

Gateway Community. Park Vista is the fourth project developed by Human Solutions, Inc. under the Low Income Housing Tax Credit Program, and, with 59 units, is its largest to date. The unit mix includes studio through four-bedroom apartments and townhouses, with an emphasis on family-sized units. Designed by William Wilson Architects, the complex surrounds a children's playground and comfortable courtyard. Tuck-under parking in two of the three buildings makes the best use of a rectangular lot, maximizing the "people space" on the site. A central community

community commitment to blend affordable and special needs housing within a single campus. The \$6 million, 62-unit apartment community will provide housing for families earning between 30% and 60% of area median income. It will also provide housing for ten adults in recovery. These special needs units will be managed by Network Behavioral HealthCare, Inc., which will also provide support services.

An important goal of Sequoia Square's blend of housing is to demonstrate that people with special needs can become active and productive participants in an

apartment community. Constructed on an infill site in east Portland's Glenfair neighborhood, Sequoia Square has been designed to enhance a sense of community. Individual apartments include front porches, balconies, and patios. There is a center courtyard with picnic tables and a children's play area. Residents at Sequoia Square will have access to supportive services and life skills classes provided by the owner, the Housing Authority of Portland, some of which will be offered on-site at the community center.

PDC was one of the financing partners in the project.

Revitalization Update

Gateway: The Opportunity Gateway Public Advisory Committee voted 23 to two (with one abstention) on November 15, 2000 to commence the urban renewal planning process in Gateway. Following Commission endorsement of the decision on December 13, PDC staff began an extensive public outreach program to inform citizens about the urban renewal process and are gathering the information for the plan. Public outreach plans include numerous meetings, workshops and open houses, the first of which was held January 24, 2001.

North Macadam: PDC staff is working with the Planning Bureau on the next draft of the zoning code amendments for North Macadam. The goal is to have the work completed by the end of the fiscal year. The

team is working with the City bureaus as part of a coordinated, Citywide approach for the River Renaissance initiative and Endangered Species Act response. Work is underway with the Portland Office of Transportation to begin design and engineering for Bond Avenue and the Harrison StreetConnector.

MLK Marketing: The New Market Group, a consulting team working with PDC, completed development of a marketing tool kit for Northeast businesses as part of the MLK Marketing Strategy project. The goal of the project was to assess the business community's marketing needs, develop new marketing initiatives and promote a new image the businesses could embrace. The marketing tool kit provides business owners with "how-to" information on writing and implementing marketing plans, improving customer service and evaluating marketing and other business practices. The kit was distributed to more than 450 businesses in Inner Northeast Portland in December. The group also sponsored a "shopping tour of MLK" event with Mayor Katz to highlight the unique products and gifts available on the boulevard and on Alberta Street.

Interstate Update: PDC and its partners in the Interstate community are in the midst of an effort to create strategies around key topics—housing, economic development/wealth creation, transportation, community livability and revitalization. These strategies are intended to direct funding for the life of the urban renewal area (URA). As always, PDC is making every effort to engage

the broader community in key decisions affecting the URA, for instance, a major community event is being planned for early spring at which draft

strategies will be presented for input. Special community events are also being planned for the station area revitalization strategy in connection with Interstate light rail.

Central Eastside Development Opportunity Strategy:

A Development Opportunity Strategy for the Central Eastside is scheduled to be completed in February 2001. The document outlines a strategy for the underutilized Inner Eastside area bounded by the Morrison Bridge and Belmont Avenue on the north, the railroad tracks (along Southeast 1st Avenue) on the east, Southeast Caruthers Street on the south and the Willamette River on the west. This includes about 30 acres of developable land, of which about half is vacant or existing surface parking. Market research indicates the area can be particularly attractive to employment intensive, cutting-edge businesses (e.g., software developers, dot-coms) due to plentiful fiber optic lines and reasonable rents, but planned transportation and amenity improvements are vital for the area's growth.

More Project Awards:

PDC received another national award. South Waterfront Park recently received an Honor



Mayor Vera Katz and Commissioner Jim Francesconi tour the new Eastbank Riverfront.

Award from The Waterfront Center. The Waterfront Center is a national advocacy and funding organization for improvements to waterfronts throughout the country. In addition, PDC recently received recognition on a local basis. Five projects won awards at the October 20th American Society of Landscape Architects, Oregon Chapter Awards Ceremony.

- ◆ The South Waterfront Park extension won an award of honor. Walker-Macy was the Landscape Architect and PDC the client.
- ◆ Center Commons at 60th & Glisan won a merit award. Landscape Architect was OTAK and Lennar Affordable Housing was the client. PDC helped with project financing.
- ◆ The Eastbank Riverfront Floating Walkway won an award of honor. Landscape Architects were Mayer-Reed and Hargreaves Associates. Clients were PDC and Portland Parks and Recreation. The Eastbank project also won a merit award for the Willamette Riverbank Design Notebook. The notebook was done by GreenWorks for PDC and the Bureau of Environmental Services.

◆ The 25th Anniversary Celebration of the Downtown Plan took an award of honor. Landscape Architect was Lloyd Lindley working for PDC and the Portland Office of Transportation.

Jobs Update ◆

Sumitomo: Sumitomo Electric Industries, Ltd. of Japan recently announced plans for the construction of its first U.S. factory to produce compound semiconductor materials in Hillsboro. The operation will be a joint venture with Mitsui & Co., Ltd., the Japan based trading company. The company will locate in the Panattoni Development Company's Cornelius Pass Corporate Center in Hillsboro.

Construction began in December 2000 and the facility is projected to be in production by August 2001. The facility is expected to provide 150 new jobs for the local economy as it expands over the next three years. Production will initially focus on Gallium Arsenide 150mm (six-inch) wafers used in the manufacturing of chips for wireless communication. A second phase expansion into the production of large diameter Indium Phosphide wafers is also planned. The total investment for the first phase of the project will be \$20 million, with the potential for an additional \$70 million expansion as demand in wireless markets grow.

According to company officials, Sumitomo's decision to locate in Hillsboro was based upon the strong support from the City of Hillsboro, the Portland Development Commission staff, the State of Oregon, its

Tokyo office, and other members of the community. Sumitomo Electric Industries is a diversified manufacturer with sales of over \$13 billion in 1999. The Hillsboro facility will be part of Sumitomo Electric's

Semiconductor Division. This will be Sumitomo Electric Industries' first production facility in the

United States and will serve as the U.S. headquarters for the division. The division has sales offices in New York and San Francisco, which will be merged into the new Hillsboro facility.

New Economic Development Tracking:

The PDC Economic Development Department began a new tracking process for business expansion, recruitment and retention work. Calls, site visits, information requests, loans and other activities are now tracked on a monthly basis. The following are totals for PDC's Economic Development activities in 2000:

New clients added	823
Proposals sent	76
General info sent	246
Information requests	288

Lents Tech Center: On November 29, PDC staff, education and business leaders, city officials, Lents residents and students celebrated the completion of the new manufacturing and technology training center in Lents offering local residents a chance to gain new skills for today's jobs.

Located in a renovated space in the lower level of Marshall High School, the Lents Tech Center offers education and training to high school students and adults in welding/metals manufacturing and computer technology. The Center is one

of the critical education and workforce development strategies outlined in the Lents Town Center Urban Renewal Plan and is one of the first projects to be completed under the plan.

The Center is the result of a number of public and private entities coming together to reach a set of common goals. Partners in the Center include Portland Community College (PCC), PCC-Oregon Manufacturing Extension Partnership, Mt. Hood Community College, Marshall High School/Portland Public Schools, City of Portland, the Portland Development Commission, SE

much of the equipment utilized in the center, as well as much of the staff time necessary to develop the curriculum and recruitment strategies. Gunderson, Inc. donated over \$60,000 worth of equipment to help construct a modern welding lab. The Center also houses a state-of-the-art high tech computer technology lab. Renovation included a new Cisco networking lab, a new CAD/ CAM lab, and Center offices.

Lents Boys & Girls Club:

The first shovel of earth was turned January 18 in a symbolic launch of the \$2 million remodel and expansion of the Lents Boys



◆ Mayor Vera Katz and Commissioner Jim Francesconi join community and business leaders in celebrating the start of the remodeling of the Lents Boys & Girls Club.

Works, Inc., worksystems, inc., The U.S. Department of Commerce-Economic Development Administration, The Lents Town Center Urban Renewal Project, Stream International, and Gunderson, Inc.(a Greenbrier Company).

The Center has already trained 75 computer support technicians and 21 welding manufacturers.

Work began in December 1999 on the renovation of a former metal shop in the basement of Marshall High School. PDC provided \$850,000 to the facility through the Lents Town Center Urban Renewal Area funds. Private partners donated

& Girls Club in outer Southeast Portland. Hollywood Video founder Mark Wattles, Mayor Vera Katz, Commissioner Jim Francesconi, Boys & Girls Clubs of Portland representatives and local Lents neighborhood residents gathered to mark the start of the project, made possible by a combination of private and public funding.

The much-needed repairs and expansion of the Club, located at Southeast 92nd and Harold Streets near Foster Road, will make it accessible to as many as 200 more kids per day. The renovation was made possible by a donation of \$1 million

from the Wattles Family Fund of The Oregon Community Foundation and the City of Portland's purchase of land adjacent to the Club as part of PDC's urban redevelopment plan for the Lents neighborhood. Major gifts from U.S. Bank and the Harold and Arlene Schnitzer C.A.R.E. Foundation helped complete the funding.

The Lents Club facility, built in 1954, currently serves over 1000 kids per year with affordable education and recreation programs.

The Lents Club makeover is among the first urban renewal projects to get underway as part of PDC's Lents redevelopment plan. The City purchased three-and-a-half acres of land from Boys & Girls Clubs of Portland and intends to build a new fire station next door to the Club. PDC also hopes to find a developer for the remaining property to bring in a mix of retailers, food venues and affordable housing as part of a "town center" vision.

The Lents Club is scheduled to reopen at the beginning of the next school year. Andersen Construction is handling the project, designed by Robertson Merryman & Barnes Architects, which will include seismic upgrading, addition of approximately 5,000 sq. ft. to the facility and a complete remodel of the interior space. When complete, the Club will feature an expanded "Discovery Center" with state-of-the-art computer technology donated by Intel; a new Arts & Crafts room with pottery wheel, kiln and photography lab; a new games room, kitchen and multi-purpose rooms. The new 1,000 sq.ft. Teen Center will be named

after the Schnitzer C.A.R.E. Foundation, and will include a teen lounge, study area with computers and sound stage for music. The gym will be expanded as well.

CascadeStation Update:

Public and private partners gathered at the \$400 million CascadeStation development in Airport Way to celebrate a milestone December 11. Only 19 months after breaking ground, and with construction on schedule, the infrastructure for the 120-acre site is complete.

The \$28 million infrastructure investment includes underground utilities, roads, a bridge, sidewalks and trees that will support a mixed-use commercial community with more than 10,000 jobs.

Joining in the festivities were Mayor Katz, Mike Thorne from the Port of Portland, Felicia Trader, Fred Hansen of Tri-Met and Neil Goldschmidt.

The event also honored CascadeStation President, Ralph Stanley. Many feel the project would not have happened without Ralph's skill at bringing all the parties together to reach consensus over this difficult project. As a fitting tribute, the new park blocks in the development will be named Stanley Park for Ralph.

Up next for the project will be development of the 40-acre retail site. Shops are on the drawing board with plans to have them open about the same time as the light rail line in the fall of 2001. With retail established, hotels and office development will soon follow. Two potential hotels have already been identified.



PDC's Bob Alexander and Felicia Trader joined CascadeStation President Ralph Stanley and others in celebrating the completion of the CascadeStation infrastructure.

Creative Services

Annual Meeting: A celebration of the creative services industry's collaborative efforts and the Oregon Creative Services Alliance's first birthday will take place at the organization's first annual meeting on February 13. The event will begin at 5 p.m. in the atrium at Wieden + Kennedy, 224 NW 13th Avenue and will include an unveiling of the Alliance's new marketing "look" and messages. A progressive party to various creative services firms in the Pearl District will follow the annual meeting.

Telecommunications

Policy: In 1996, the Federal Telecommunications Act was passed, reducing barriers to entry into the competitive telecommunications market. At the time it was assumed that it would take three to five years for companies to organize and enter local markets.

Yet today Portland, like most other cities nationwide, finds itself deluged with requests by private telecommunications companies to enter the city's market. This demand has major ramifications for PDC and several bureaus including Cable Communications & Franchise Management, Transportation, General Services, Planning and others.

PDC is coordinating work with city bureaus on telecommunications policy issues. This industry infrastructure is of critical importance to our economic future, and to target industry clusters, like creative services.

PDC Economic Development staff is currently dealing with three policy issues.

First, PDC is convening bureau representatives to develop recommendations to City Council on how to better manage the City's Rights-of-Way to reduce constant street cuts, yet continue to encourage fiber infrastructure development. This policy recommendation will also address how to proactively develop telecommunications infrastructure in emerging urban renewal areas.

Second, the Planning Bureau is leading efforts, and PDC is providing input about economic development impacts, on regulation of telecommunications "hotels" and data storage centers. These telecommunications uses are of vital importance to our new economy, yet may be inconsistent with the community's desire for vibrant street-level activity, and may cause under-utilization of office space, housing equipment rather than jobs. Zone change recommendations and a proposal to

conduct a long-range study to identify appropriate locations for telco hotels are scheduled to go to Council later this winter.

Third, PDC is working with the Oregon Economic and Community Development Department and private power companies to encourage cooperative planning among electric utilities, cities and other regional agencies to meet the unique electrical system requirements of these new economy facilities.

Partnership with Oregon Entrepreneurs Forum:

PDC signed a Technical Assistance Agreement with the

Oregon Entrepreneurs Forum (OEF) to provide expertise on how to best serve emerging businesses in the Portland region. As a partner with OEF, PDC will gain access to a continuum of services for regional businesses in multiple stages of development and will directly refer PDC prospects and customers to business resources through (OEF). Types of assistance include informal reviews of new venture start-up ideas, educational speakers, workshops for pre-funded companies on how to develop a business plan, access venture capital or angel investments, and networks to learn new business strategies.

Austin Trip: PDC staff will coordinate and Mayor Vera Katz will lead a 20-person delegation to Austin, Texas, a city that consistently tops national "best city" rankings both for quality of life and attractiveness to business. The delegation will examine unique programs and collaborations in Austin, specifically those efforts being undertaken to attract new economy companies to the central city, partnerships between higher education and



Luxury jewelry retailer Tiffany & Company opened their first Portland store on November 16. The 7,500 square foot store occupies the former Copeland's Sports space near Pioneer Place and adds another unique piece to the four-block development.

business and model programs that are serving to bridge the digital divide.

The delegation's itinerary the week of April 4, 2001, will include meetings with the Mayor's Office, Redevelopment Agency, University of Texas, Chamber of Commerce, Downtown Business Association, Software Association and Austin Technology Center.

Enterprise Zone Update:

The Enterprise Zone Model Contract and procedure for distributing the Community Contribution workforce develop-

ment funds were approved 4-1 by the Portland City Council on December 20. This effectively restarts the program, which has been on hold for over a year. PDC currently has two companies that have expressed interest in the program and can now move forward with the application process. The Enterprise Zone Program offers three to five years of property tax exemptions for qualified businesses expanding or relocating within designated geographic area.

PDC Quarterly

is produced by the Portland Development Commission, the city's agency for housing, jobs and revitalization.

Questions, comments, suggestions and mailing list additions should be directed to Martha Richmond, (503) 823-3296.



1900 Southwest
Fourth Avenue
Suite 7000
Portland, OR 97201

www.portlanddev.org