



WORLD
RESOURCES
INSTITUTE

TRANSIT ORIENTED DEVELOPMENT LESSONS LEARNED IN PORTLAND, OREGON CASE STUDY: PEARL DISTRICT

Prepared for the 2016 Livable Cities Summit

FIVE KEY ELEMENTS OF SUCCESS

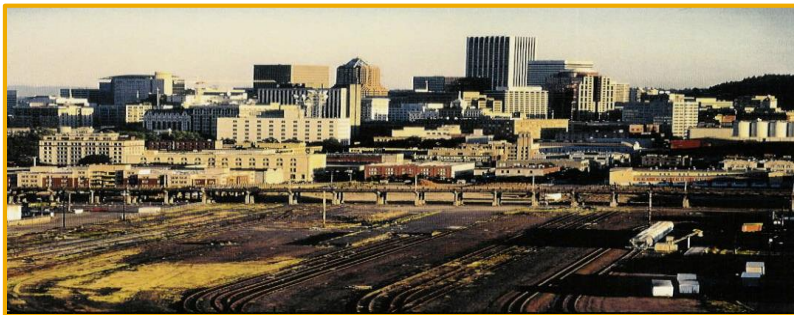


- Vision and strategy embraced by risk taking builders
- Robust public tool kit – infrastructure/leverage
- Trust and Relationships
- Holistic approach
- Team of public/private players for long haul



CASE STUDY: THE PEARL DISTRICT

- Before there was Smart Growth
 - Abandoned rail yards/Brownfields
 - Fading warehouses
 - Crime
 - Potentially historic buildings
 - Proximity to downtown and river
 - ‘Urban Pioneers’

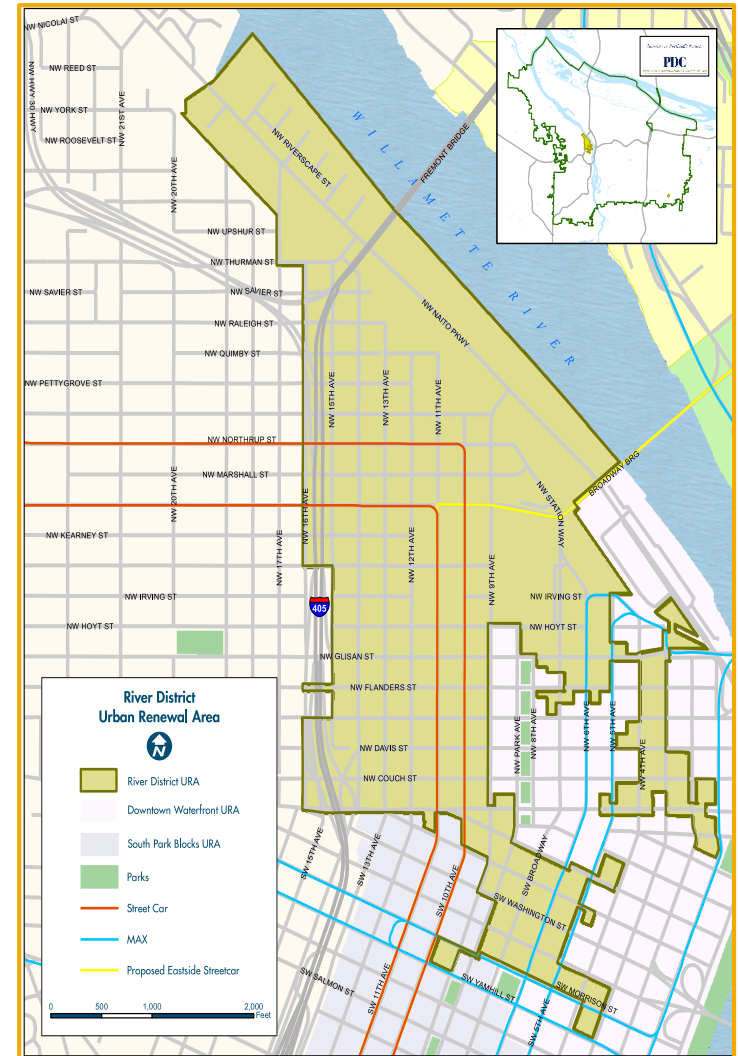


KEY ISSUES

- 
- Mixed Uses/Density
 - Connectivity
 - Transit Quality and Accessibility
 - Parking Supply and Mgmt.
 - Site Design
 - Tax Base
 - Job Creation and Retention
 - Economic Resilience
 - Community branding
 - Affordable and Attainable Housing
 - Retail Attraction and Revitalization
 - Environmental Conservation
 - Parks/open space
 - Increased Housing Diversity
 - Historic Preservation
 - Enhanced Walking and Biking
 - Green buildings and Infrastructure

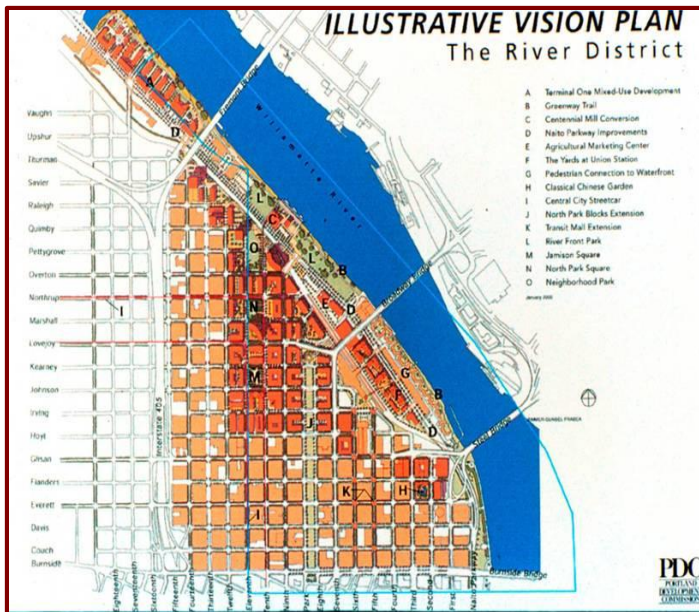
SMART GROWTH DEVELOPMENT TOOLS

- Urban Renewal/Tax Increment Financing (TIF)
- Private equity/debt
- Local Improvement District (LID)
- Parking Funds
- New Markets Tax Credit (NMTC)
- Low Income Housing Tax Credits
- Historic Tax Credits and Freezes
- Development agreements



PEARL DISTRICT VISION

- Vision and Goals
 - Develop a vibrant urban neighborhood
 - Connect area to river, downtown
 - Provide diverse housing
 - Create open space system
 - Enhance economy of City
 - Balance new development with preservation of existing fabric

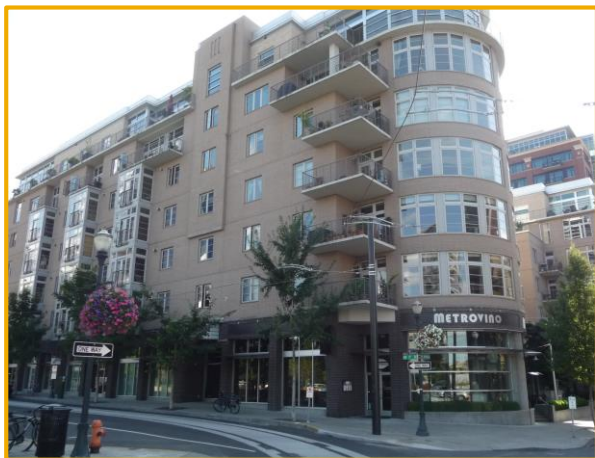
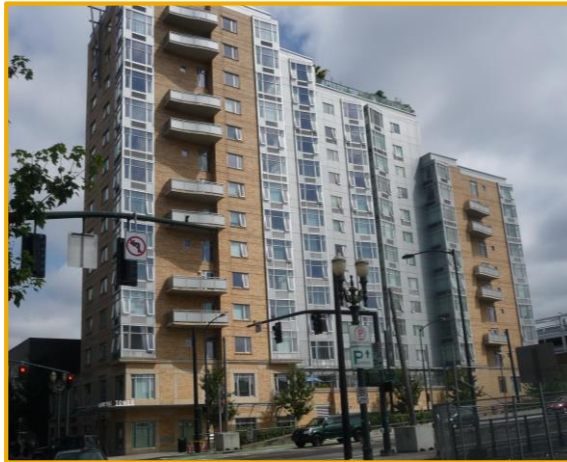


DEVELOPMENT AGREEMENT

- PDC and HSP agree to 40 acres of mixed use development:
 - Urban Renewal District
 - Density minimums
 - Viaduct removal
 - Affordable housing percentage
 - Parks/open space
 - Commitment to streetcar
 - Walkable connectivity (grid)



SUSTAINABLE HOUSING COST DIVERSITY



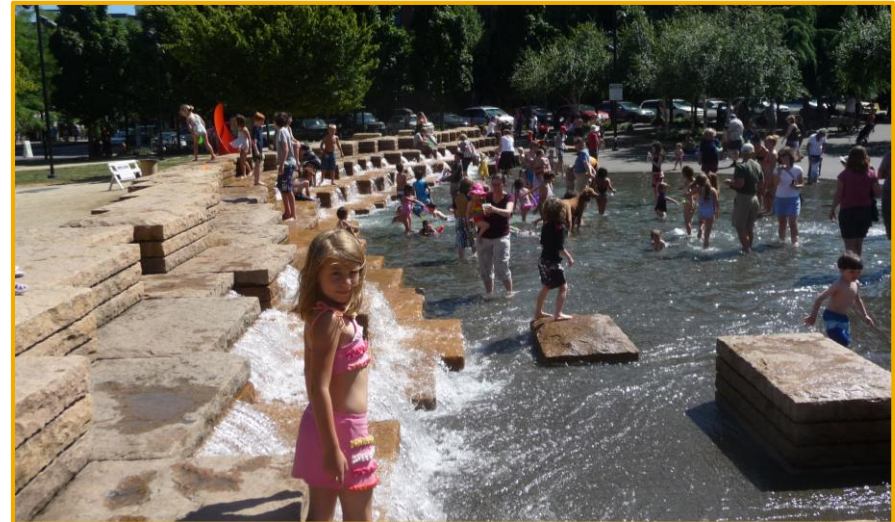
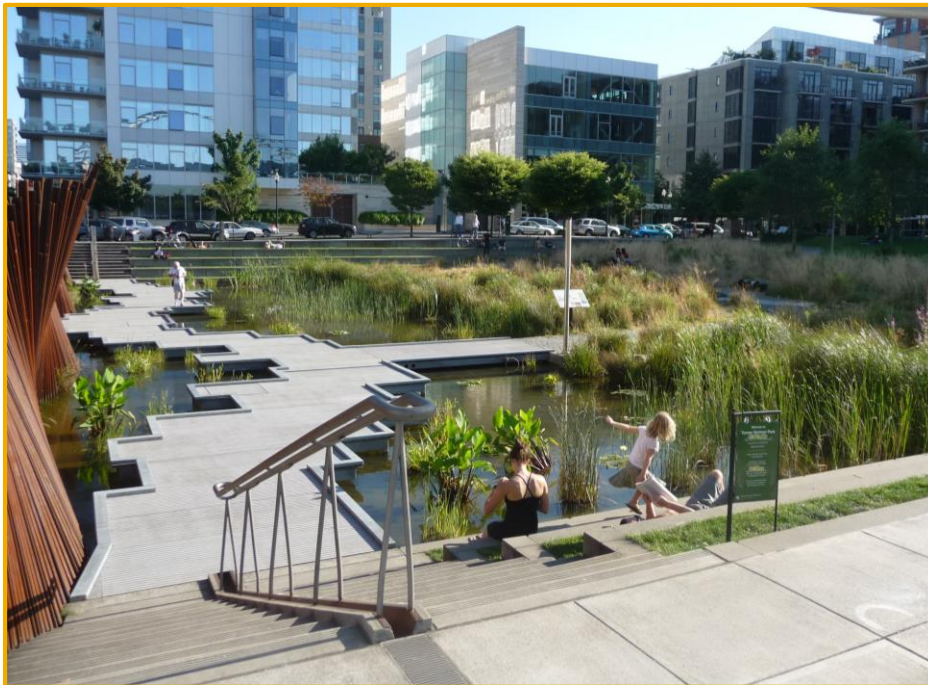
JOBS/ECONOMIC

- Initial policy focus was housing
- Employers/employees wanted in (edgy then traditional)
- Day-time use to the area
- Area held own through recessions
- Enhanced tax base > TIF



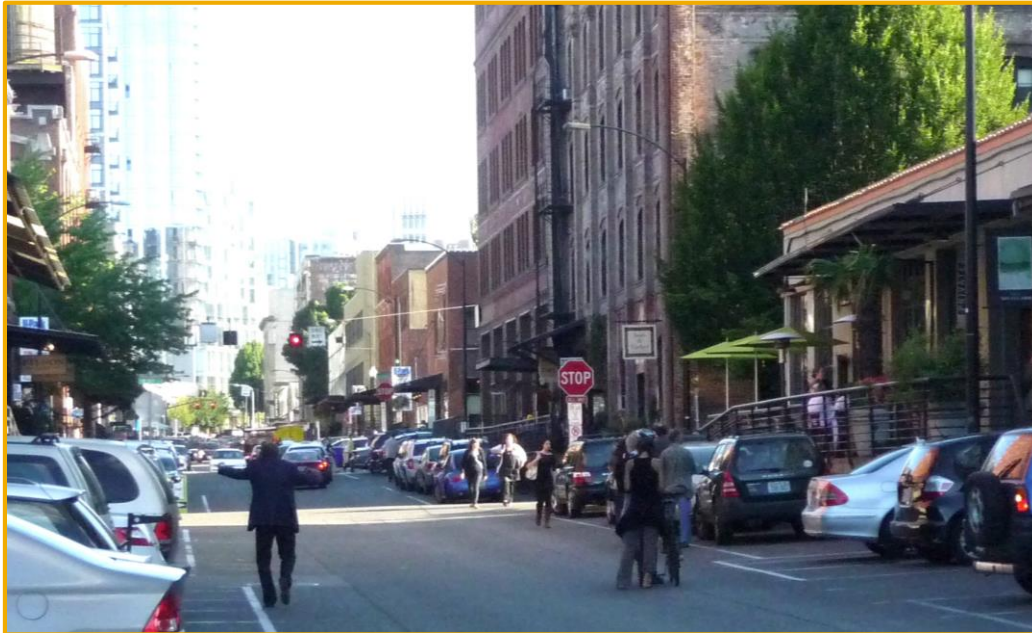
PARKS AND OPEN SPACES

- Open space system
- Active and passive spaces
- Essential for higher densities
- Developed through partnerships



SHARING THE STREETS

- More ways to get around
- Universal street
- Street parking
- Bike lanes



ACTIVE GROUND FLOORS

- Mandated active ground floor uses
- Retail mix with mostly local tenants (distinctiveness)
- Infrastructure qualities contribute
- Density of housing/jobs critical to success



SMART GROWTH OUTCOMES

By the numbers...

- Assessed tax value today: \$1.9 Billion (\$358 Million in 2000)
- TIF invested \$210 Million
- Retail/restaurant space: Over 500,000 SF
- New housing units: Over 8000
 - Affordable housing: 30% (at or below 80% MFI)
- Jobs: Over 9000 (12 firms over 100)
- Streetcar Ridership: 11,800 daily weekday
- Parking ratios: 1.3/condos; .75/apartments
- LEED Buildings: 20 (mostly gold and platinum)
- Schools 3.5
- Grocery Stores 2
- Dog Population: Thousands

OUTCOMES PUT ANOTHER WAY

- Benefits:
 - Productivity - Job Creation, Tax Base, Housing Options/resilience
 - Efficiency – Transportation choices, Jobs/Housing balance, Sustainable Infrastructure, Aging in Place
 - Community Branding – Quality of Life (market appeal for employees), Human Capital (appeal for employers)

FIVE KEY ELEMENTS OF SUCCESS



- Vision and Strategy embraced by risk taking builders
- Robust public tool kit – infrastructure/leverage
- Trust and Relationships
- Holistic approach
- Team of public/private players for long haul



REACH OUT!

Sam Adams

Director, WRI-United States

World Resources Institute

10 G Street, NE, Suite 800

Washington, DC 20002

www.wri.org

Direct: +1 202-729-7934

sadams@wri.org

Twitter: @SamAdamsWRI

LinkedIn: formermayorsamadams