


Not in Cully

An Anti-Displacement Strategy for the Cully Neighborhood



Work Plan

Alderwood Community Planning

Ricardo Banuelos, Brooke Jordan, Rebecca Kennedy,
Danell Norby, Erik Olson & Cary Watters



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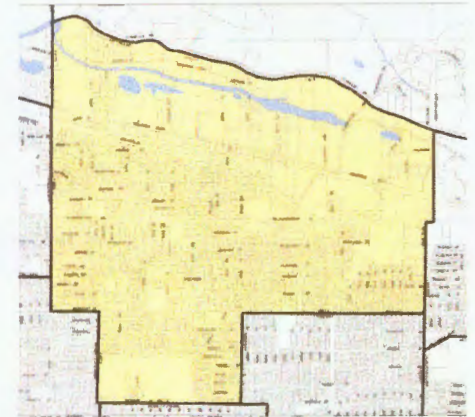


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Overview

The Cully Neighborhood is a large, culturally diverse community with many low-income households in Northeast Portland. In recent years the neighborhood has been host to a variety of public planning and policy efforts aimed at increased infrastructure and development. When combined with private market forces and other regional factors, this attention could result in the involuntary displacement of low-income residents and communities of color. Alderwood Community Planning (ACP) will work with Living Cully, a partnership of community organizations based in Cully, to develop a strategy to prevent displacement and capitalize on opportunities from new development. A series of workshops with neighborhood residents will provide insight about how the community will be affected by current and future changes. ACP will inventory Living Cully's current programs and resources, and conduct research on anti-displacement strategies. This will inform a set of recommended actions that Living Cully can take to reduce involuntary displacement, including where to target existing programming, areas where new resources should be directed, and strategic partnerships that can be fostered.



Source: TERRA fluxus LLC

Cully neighborhood boundaries

Problem statement

Gentrification, in general terms, is the process of neighborhood change that occurs when an undervalued neighborhood becomes more desirable.

Types of displacement:

1. Forced physical
2. Unforced physical
3. Community

The Cully Neighborhood is a diverse community with rich cultural assets and many low-income households. In recent years, Cully has been experiencing gentrification and is at risk of displacement. Alderwood Community Planning will work with the Living Cully Partners to develop a strategy that prevents the various types of displacement that could occur in Cully.

Market forces, recent public investments and policy changes are causing gentrification and the potential for involuntary displacement in the Cully Neighborhood. Gentrification, in general terms, is the process of neighborhood change that occurs when an undervalued neighborhood becomes more desirable.¹ This process generally includes an influx of more affluent households and increased investment in housing and the built environment. Displacement can manifest itself in different ways. Forced physical displacement causes people to sell their property or leave their rental housing because it is no longer affordable. Unforced physical displacement occurs when people would like to stay but sell their property because it is lucrative. Community displacement occurs when residents feel a loss of community cohesion, causing them to leave the neighborhood.²

In the past, investment in Portland neighborhoods with historically disadvantaged populations has resulted in the displacement of communities of color and low-income households at the same time that it improves conditions in the neighborhood. The 2011 Portland Plan cites the displacement that occurred in some of Portland's inner neighborhoods as a key challenge impeding a vibrant future for the City. It recognizes that other neighborhoods in Portland with "a high percentage of renters who

¹ Source: Bates' Presentation, City of Portland PEG - <http://www.portlandoregon.gov/bps/article/414464>

² Source: Interview with Bob Granger, February 2013

are people of color and/or are low income” might be at risk.³

City officials and Cully community leaders voice concerns over the potential risk for negative effects of recent rezoning legislation along a stretch of Cully Boulevard in an August 29, 2012 article by the Daily Journal of Commerce⁴. The Executive Director of Verde points out how displacement in Portland’s gentrified neighborhoods has often been accompanied by published City Plans similar to the Cully Commercial Corridor and Local Streets Plan adopted by Portland City Council in August 2012. He cautions that this same pattern will unfold in Cully, especially in the context of a competitive Portland rental market and Cully’s desirable location near downtown and other popular Portland neighborhoods.

The Portland Plan and the Portland Planning & Sustainability Commission recognize the critical role of community organizations like the Living Cully Ecodistrict Partners in shaping neighborhood change. Verde, Hacienda, and NAYA work towards improving the quality of life of Cully residents in their everyday work. However, they lack a coordinated strategy for maximizing their current and future investments, clarity on what actions to take, and a process for identifying the opportunities and threats of future development projects.



Source: Our 42nd Ave

A community meeting for the 42nd Avenue Neighborhood Prosperity Initiative

3 Source: Portland Plan, pg. 12 - <http://www.portlandonline.com/portlandplan/index.cfm?c=45722>

4 Source: Daily Journal of Commerce - <http://djcoregon.com/news/2012/08/29/cully-residents-take-stand-against-gentrification/>

Methodology

The triangulation methodology schematic diagram (see pg. 7) represents Alderwood Community Planning's methodology in the production of an anti-displacement strategy for Living Cully. During this iterative process, research and data collection will be both informed by and tested against community perspectives.

Research on anti-displacement strategies, neighborhood trends and Cully's existing conditions will be synthesized with information gathered from community events and interviews with Living Cully partners. The resulting opportunities and constraints analysis will inform a list of possible alternatives for Living Cully, which Alderwood Community Planning will present to the community for feedback. The final report will provide a set of recommended strategies and related actions for Living Cully to capitalize on opportunities and reduce displacement resulting from increased investment.

The final report will provide a set of strategies and related actions for Living Cully to capitalize on opportunities and reduce displacement resulting from increased investment.

Figure 1: Triangulation methodology schematic diagram



Community engagement



Source: The Native American Youth and Family Center

Some of Cully's younger community members, as photographed by other youth in Cully for a photovoice project coordinated by the Native American Youth and Family Center.

Alderwood Community Planning interviewed several community engagement practitioners and community leaders from Cully to develop this strategy. ACP maintains underlying values as we approach residents and community leaders throughout the engagement process, including: 1) engage all residents with respect and appreciation; 2) make engagement easy and convenient whenever possible; 3) acknowledge historical institutionalized racism inherent in land use regulations and policies at all governance levels.

There are four primary objectives of the Community Engagement Strategy: 1) gain an understanding of the values and concerns of various community groups within the Cully neighborhood; 2) conduct targeted outreach to underserved groups; 3) inform residents of the potential changes in the community; and 4) develop an understanding of the potential effects of gentrification for Cully residents. The Community Engagement Strategy will include:

- Informational interviews with community-identified leaders and key informants
- Best practices interviews with community engagement practitioners
- Walking tours of the Cully neighborhood with residents
- Focus groups with typically underrepresented groups
- Community workshops

All information and data gathered through these activities will inform the development of the Existing Conditions Assessment, the Community Impact Assessment tool, and the final recommendations to the Living Cully Ecodistrict partners.

Informational and Best Practice Interviews

Informational interviews provide information on the existing conditions within the Cully Neighborhood and vet information gathered from previous planning efforts. Best practices interviews with leaders from typically underrepresented groups will help us better understand how Alderwood Community Planning can most appropriately and effectively engage members of these respective groups. All members of ACP will conduct two or more informational and best practices interviews each and are to be completed by the last week of March 2013. The information gathered will inform our community workshops and focus groups.

Walking Tours

ACP will conduct three walking tours with residents and community leaders to gain an on-the-ground perspective of the issues and values of neighborhood residents throughout late February and March. Each tour will consist of one tour guide, either a resident or community leader, who leads ACP through the neighborhood identifying the on-the-ground conditions. Potential tour guides will include Tony DeFalco, Bob Granger, Pedro Moreno, and Matt Gordon. There is another opportunity for a walking tour in mid-March with the Cully Litter Patrol, which would differ from the other walking tours in that the participants of the litter patrol would lead ACP through the neighborhood while collecting litter.



Source: East PDX News

Scott School on NE Fremont Street.

Focus Groups

ACP will facilitate two focus groups to engage with Somali and Hispanic/Latino residents of Cully. The purpose of the focus groups is to engage with hard to reach groups that have been underrepresented in the past. Somali and Hispanic and Latino residents have been difficult to engage with due to language and cultural barriers. ACP will design focus groups specific to the needs of each community, including providing translation services, child care and food, as well as selecting locations easily accessed by community members. Focus groups will occur during April 2013, in between the first and second community workshops.

Community Workshops

Two community workshops will occur: the first at Scott School on Thursday, April 4 and the second at Rigler School on Thursday, May 2. The first community workshop will triangulate information based on existing conditions of Cully and potential effects of gentrification and displacement gathered from informational interviews with participants. Alderwood Community Planning will present alternative strategies and actions to prevent displacement to participants and ask for feedback on their relevance and efficacy at the second community workshop.

Community Outreach

Alderwood Community Planning will conduct outreach in the community to promote the project and our events through the following methods:

- Website
- Social media
- Attendance at existing community meetings
- Fliers and posters
- Announcements in local online and print media

These methods are an important component of ACP's community outreach strategy. However, the primary strategy for both promoting the project and engaging with the community is through face-to-face interactions and a consistent presence in the community. We anticipate that most residents will hear about this project from friends and family members.



Source: ACP

Alderwood Community Planning outreach at one of the City of Portland's Comprehensive Plan Workshops, held at Beaumont Middle School.

Timeline

A work breakdown structure includes the start and finish dates of the terminal and summary elements of this project. Narratives and general timeline guides below reflect a broad overview. Please refer to the Gantt Chart (Appendix B) for details on task leads and specific dates.

Project Administration Meetings. To help ensure steady and clear communication, we will hold regular internal and external meetings in order to assess progress and update or adjust Work Plan as needed.

Timeline Guide: entire project duration (January – June 2013).

Communication & Promotion. Consultant will prepare monthly progress reports and occasional reimbursement invoices, identifying work completed, work underway and any issues to be discussed. External communications materials will be developed for outreach purposes.

Timeline Guide: Early February – June 2013.

Work Plan & MOU. In order to identify scope of work, we will work closely with client and Planning Workshop faculty to ensure accurate representation of the problem and planning process.

Timeline Guide: January – February 2013.

Existing Conditions Assessment. This component provides an opportunity to review available data, confirm and reflect information back to client to identify gaps and synergies. An initial review of documents took place prior to development of Work Plan and will be presented in a formal report to be submitted to client.

Timeline Guide: January – Early April 2013.

Research & Case Studies Analysis. In order to provide an informed community impact analysis and recommendations, we will review displacement literature, similar projects, and templates.

Timeline Guide: February – April 2013.

Key Informant & Informational Interviews. In order to begin building trust within the community, interviews will provide insight into how to engage the community effectively.

Timeline Guide: February – March 2013.

Community Engagement. A broad range of community engagement tools will be developed to be used in a community engagement strategy in order to understand the values and concerns of various community groups and Cully residents.

Timeline Guide: Early February – May 2013.



Source: ACP

The Whitaker Ponds, a vital community asset slated to be restored through a Living Cully signature project.

Opportunities & Constraints. This analysis will provide a foundation for the development of an impact assessment tool.

Timeline Guide: April – Early May 2013.

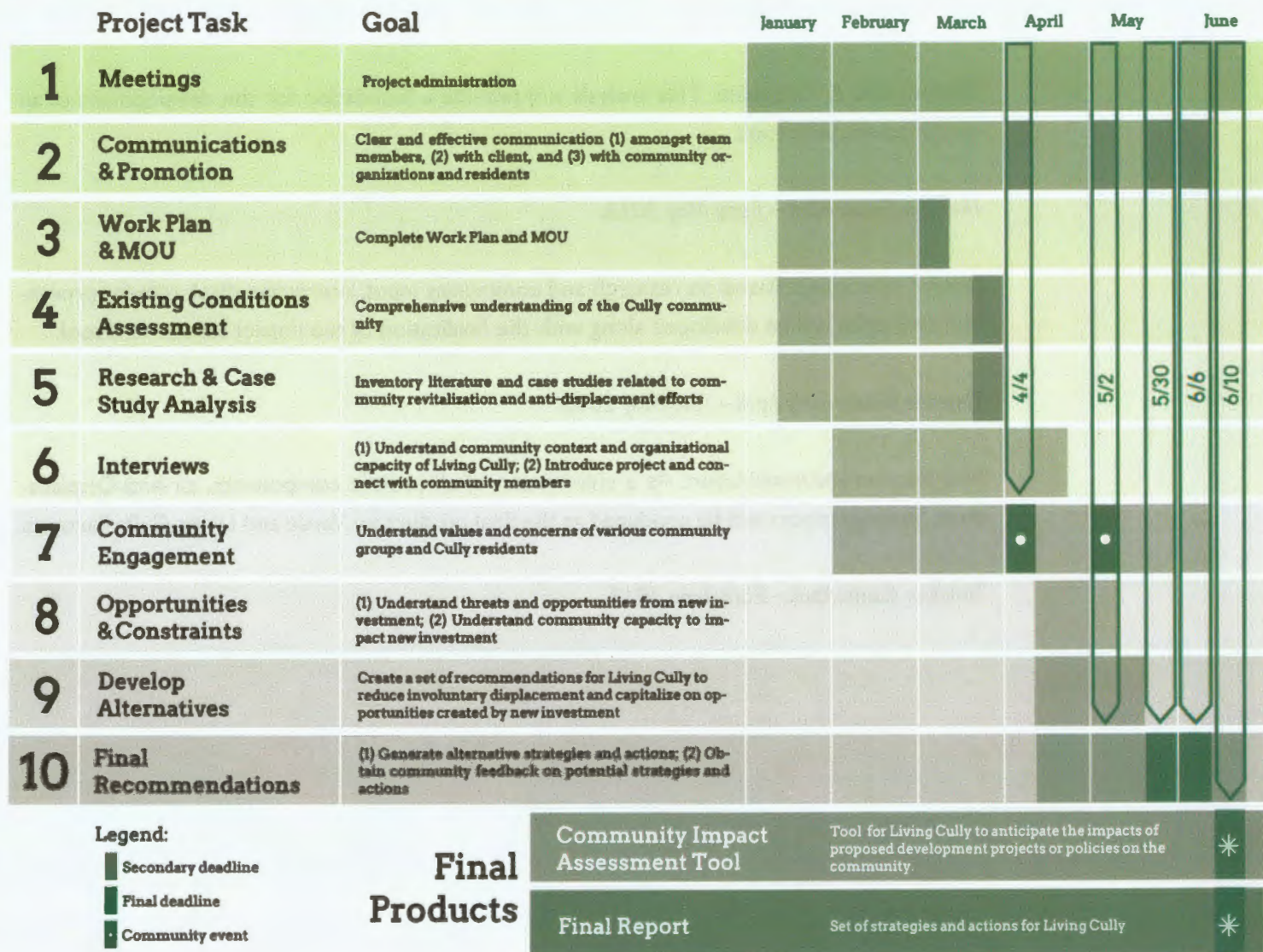
Develop Alternatives. Based on research and community input, alternative displacement prevention strategies will be developed along with the finalization of the impact assessment tool.

Timeline Guide: Early April – Mid May 2013.

Final Recommendations/Report. As a culmination of all project components, an Anti-Displacement Strategy report will be produced as the final product for Verde and Living Cully Partners.

Timeline Guide: April – Early June 2013.

Figure 2: Critical path diagram



Deliverables

Alderwood Community Planning will help Living Cully prevent involuntary displacement in the Cully Neighborhood by creating a strategy that includes:

1) *An Anti-Displacement Strategy for the Cully Neighborhood* comprised of broad strategies to prevent displacement and related actions that Living Cully can pursue to implement each strategy. Strategies will respond to community needs identified during interviews and community engagement events; actions will be concrete programmatic steps that the Living Cully partners can take based on their organizational missions and capacities.

2) *A Community Impact Assessment tool* that is specific to identified vulnerabilities and opportunities in Cully, which Living Cully can use to consider the impacts of proposed development projects or policies on the community. A completed Community Impact Assessment report could be used to guide Living Cully's investment decisions in order to mitigate negative impacts and capitalize on positive impacts, and/or serve as a starting point for a community benefits negotiation between Living Cully and a developer.

Appendix A: Memorandum of Understanding

Memorandum of Understanding Between Verde and Alderwood Community Planning

3/1/2013

I. Purpose

Authorize the commitment between Verde and Alderwood Community Planning (ACP) for a community planning effort whose goal is to prevent involuntary displacement of low income people and people of color from the Cully neighborhood while capitalizing on opportunities from new development.

II. Scope

Alderwood Community Planning will work closely with Verde to execute the attached work plan in order to:

- Develop a professional document explaining the project's process, articulating alternative actions to prevent involuntary displacement, and recommending a best alternative
- Engage the Cully community in a dialogue about gentrification and involuntary displacement
- Specifically engage low income people, people of color, and other hard to reach groups within Portland's Cully neighborhood
- Identify action areas and strategies for Living Cully partners to anticipate and address displacement
- Explore and, if it will be useful, develop a Community Impact Assessment tool to assist in evaluating the impacts of proposed development projects as they arise

III. Milestones

March 29, 2013	Draft Existing Conditions Report
April 4, 2013	First Community Workshop
May 2, 2013	Second Community Workshop
May 30, 2013	Presentation to Public at PSU
June 6, 2013	Presentation to client and community; Final Report Published

IV. Alderwood Community Planning Responsibilities

- Maintain prompt communication with Verde, through a combination of meetings, e-mails, and monthly progress reports on the first Friday of the month
- Honor project deadlines and keep Verde notified of changes
- Provide timely, clear, and accurate information, including minutes of client meetings
- Develop and implement a community engagement program
- Manage community expectations about the planning process; be explicit about what will be accomplished so as to safeguard the trust that Verde and other Living Cully partners have fostered in Cully

- Provide financial or in-kind resources for products not covered by Verde
- Develop and deliver a professional document as defined in the project scope, Section II

V. Verde Responsibilities

- Maintain prompt communication with Alderwood Community Planning through a combination of bi-weekly meetings and regular e-mails as detailed in the work plan
- Update Living Cully Coalition partners about project progress at partner meetings
- Promote community engagement events
- Provide leads to key community contacts
- Provide financial assistance for printing project posters, outreach materials, office supplies, and costs for community engagement activities. This includes snacks and refreshments, pens, markers, sticky notes, easel pads
- Provide guidance to ACP staff on how to coordinate our outreach efforts with those of Verde's partner organizations

VI. Project Budget

Verde provides up to \$500.00 in costs in addition to in-kind contribution for printing.

Printing and Office Supplies	Community Engagement Materials	Engagement Room, Snacks, Services	Total
\$80.00	\$100.00	\$320.00	\$500.00

VII. Effective Period

This agreement will be in effect upon signature by both parties until June 30th, 2013.

VIII. Signatures

Alderwood Community Planning Team

Verde

Ricardo Banuelos

Brooke Jordan

Tony Defalco

3-1-13

Date

Rebecca Kennedy

Danell Norby

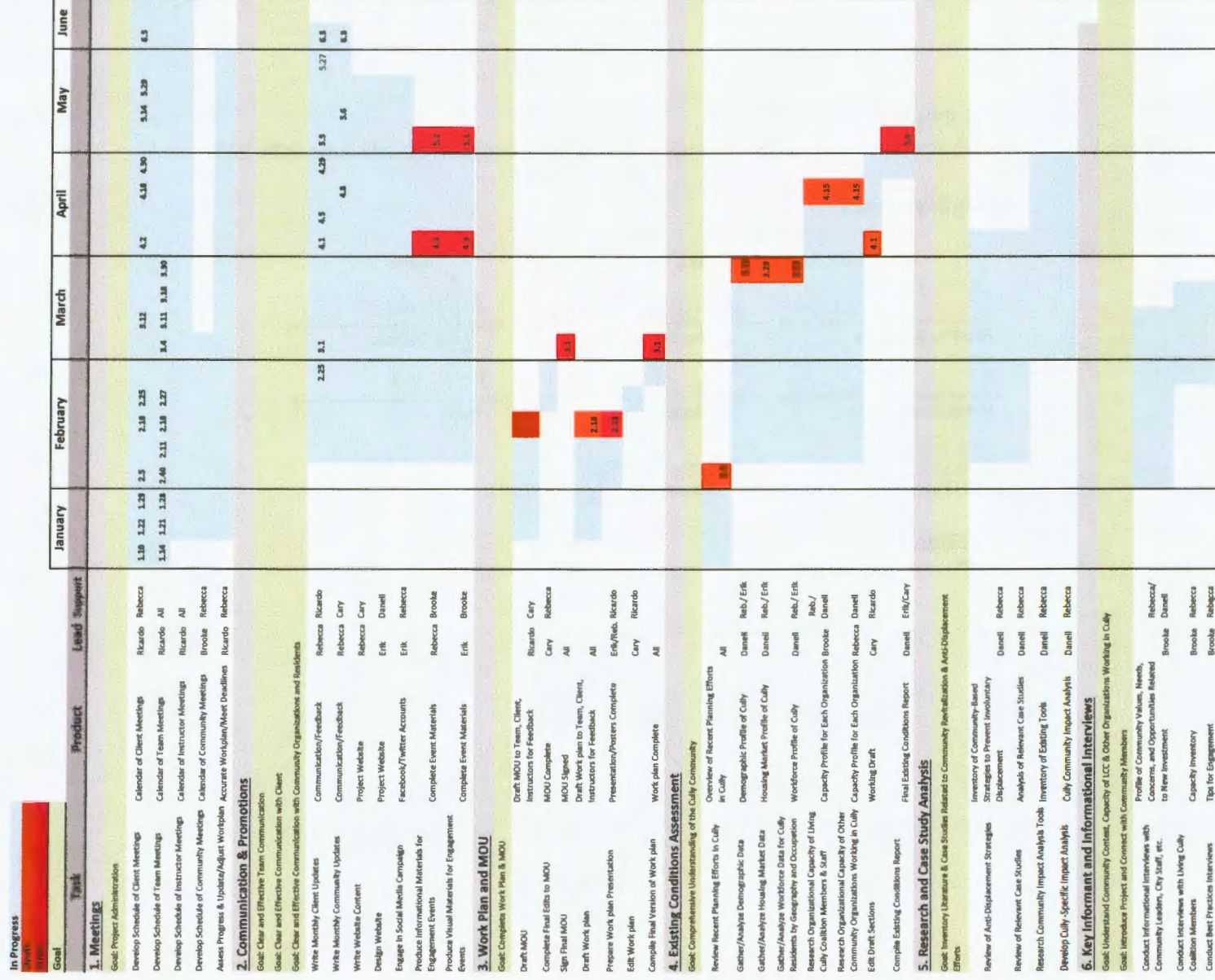
Erik Olson

Cary Watters

3/1/2013

Date

Appendix B: Gantt chart



Task	Lead	Support	January	February	March	April	May	June
7. Community Engagement								
Goal: Understand Values & Concerns of Various Community Groups & Cully Residents								
Organize Walking Tours of Cully	Brooke	Cary						
Identify/Attend Community Outreach Opportunities	Awareness of Alderwood; Understanding of Community Needs & Values; Feedback on Alternatives	Brooke						
Plan Community Engagement Events	↓	Brooke						
Promote Community Engagement Events	↓	Brooke						
Produce Informational Materials for Engagement Events	Complete Event Materials	Rebecca						
Community Workshop #1	Hear from Community	Brooke						
Conduct Targeted Focus Groups/Interviews	Engage Community							
Community Workshop #2	Hear from Community	Brooke						
8. Opportunities & Constraints Analysis								
Goal: Understand Threats and Opportunities from New Investment								
Goal: Understand Community Capacity to Affect Impacts of New Investment								
Compile & Review Community Engagement Findings	Narrative/Graphic Representation of Findings	Brooke						
Conduct Opportunities & Constraints Analysis	Opportunities & Constraints Report	Cary						
Synthesize OLP with Research to Inform Impact Assessment	Introduction to Impact Assessment	Daniell						
9. Develop Alternatives								
Goal: Alternative Strategies and Actions Using Cully Can Take to Prevent Involuntary Displacement								
Goal: Community Feedback on Potential Strategies and Actions								
Develop List of Possible Strategies & Actions List		All						
Present to Community for Feedback	Feedback on Alternatives	All						
Develop Cully-Specific Impact Assessment	CIA Complete	Daniell						
10. Final Recommendations/Report								
Goal: A set of Recommendations for Living Cully to Reduce Involuntary Displacement and Capitalize of Opportunities Created by New Investment								
Finalize Strategy to Prevent Involuntary Displacement in Cully	Strategy, with Final Recommendations, Complete	Ricardo						
Prepare Presentation at Portland State University	Presentation Complete	Ricardo						
Present at PSU	Public Presentation	All						
Prepare Presentation to Clients & Community	Presentation Complete	Ricardo						
Present to Client and Community	Client & Community Presentation	All						
Assemble Draft Final Report	Draft Final Report Complete	Erik						
Solicit Feedback on Draft Sections from Client & Other Community Organizations	Revisions for Final Report	Ricardo						
Give Draft Final Report to Instructors & Client	Draft Report Complete	Ricardo						
Final Edit of All Report Sections	Final Report Complete	Cary						
Give Final Report to Client and Instructors	Finish Workshop	All						

Appendix C: Consultant & client

Consultant: Alderwood Community Planning

Mission

Alderwood Community Planning (ACP) is a group of six students in the Master of Urban and Regional Planning program at Portland State University's Toulan School of Urban Studies & Planning: Ricardo Banuelos, Brooke Jordan, Rebecca Kennedy, Danell Norby, Erik Olson & Cary Watters. We engage people to advance economic and social equity through the interpretation of sustainability that works toward a net gain in community and environmental health and wealth. We believe that solutions are developed best through culturally appropriate community engagement strategies that build community capacity. We stand strongly in the conviction that all planning decisions must be driven first and foremost by the promotion of equity and reduction of disparities.





Source: Lindsey Menard

Alderwood Community Planning group members (l-r): Cary Watters, Danell Norby, Brooke Jordan, Rebecca Kennedy, Ricardo Banuelos, Erik Olson.

ACP Core Values

1. **Equity.** The advancement of culturally-specific remedies that redress historical injustices and disparities in order to maximize opportunities for all to achieve a high quality of life.
2. **Diversity.** The recognition and celebration of self-identified differences and exploration of these differences in a safe, positive and nurturing environment.
3. **Sustainability.** The capacity of human and biological communities to survive, adapt and grow in the face of unforeseen changes.
4. **Collaboration.** Communities hold the answers to their unique challenges through their wisdom, voices and experiences in the planning process.
5. **Integrity.** Ethical standards and professional conduct must be upheld in order to build trust through honesty, accountability and independent judgment.
6. **Innovation.** In order to produce high quality services and products, innovative approaches that challenge the status quo are more likely to produce creative and lasting solutions.

Client: Verde, on behalf of Living Cully

Verde acts as representative of the Living Cully Ecodistrict partners, Cully-based nonprofit community organizations: Verde, the Native American Youth & Family Center (NAYA), and Hacienda Community Development Corporation (Hacienda CDC). Their collaborative initiative, Living Cully: A Cully Ecodistrict, seeks to reinterpret sustainability as an anti-poverty strategy, bringing environmental investments to Cully while simultaneously addressing disparities in employment, income, health, and other quality of life measures. Tony DeFalco, Living Cully Liaison at Verde, is the primary point of contact on this project.

Since 2010, Living Cully has invested in projects that build environmental wealth while delivering jobs, educational opportunities, affordable housing, and other benefits to community members. In 2012, the Living Cully organizations developed the Not in Cully campaign, a commitment to finding ways for low-income Cully residents to share in the benefits of neighborhood redevelopment and avoid involuntary displacement caused by gentrification.





Source: Verde

Volunteers help build a new community garden at Cully Park, a Living Cully signature project

As Living Cully partners, the three community organizations bring complementary missions and capacities to the initiative:

- Verde builds environmental wealth and community capacity through social enterprise, outreach and advocacy.
- *The Native American Youth and Family Center* works to enhance the diverse strengths of the Portland Area's Native community through cultural identity and education.
- Hacienda CDC supports Hispanic/Latino families and other communities of color by developing affordable housing and providing homeownership support, educational opportunities, and community economic development services.

Appendix D: Project context

Demographic conditions and trends

Cully is Portland's largest and most diverse neighborhood⁵. At 45 percent, Cully's population share for communities of color is nearly twice that of Portland as a whole, with Hispanic and Latino residents comprising over 20 percent of the total neighborhood population (see Figure 3). Approximately 18 percent of Cully residents are foreign-born, higher than the citywide figure of 13 percent⁶.

After decades of disinvestment, Cully lags behind Portland on many socioeconomic and quality of life indicators. Poverty in the neighborhood exceeds the citywide rate by a full 10 percent. Approximately 33 percent of Cully residents have a bachelor's degree, compared with 41 percent citywide. The median income of all Portland households is almost \$9,000/year higher than that of Cully households⁷. A high proportion of households (61 percent of renters and 42 percent of homeowners) are housing cost-burdened, meaning they spend more than 30 percent of their income on housing expenses⁸. Cully is characterized by high unemployment, few environmental assets, and a lack of infrastructure and amenities associated with urban livability.

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- 5 Source: USA Today Diversity Index via Portland Housing Blog: <http://oregonhousing.blogspot.com/2011/04/census-2010-census-tract-in-cully.html>
 - 6 Source: U.S. Census Bureau 2010 Census and 2006-2010 ACS estimates
 - 7 Source: US Census Bureau 2006-2010 ACS estimates
 - 8 Source: HUD 2005-2009 Comprehensive Housing Affordability Strategy

Figure 3: Population share by race in Cully Neighborhood and Portland

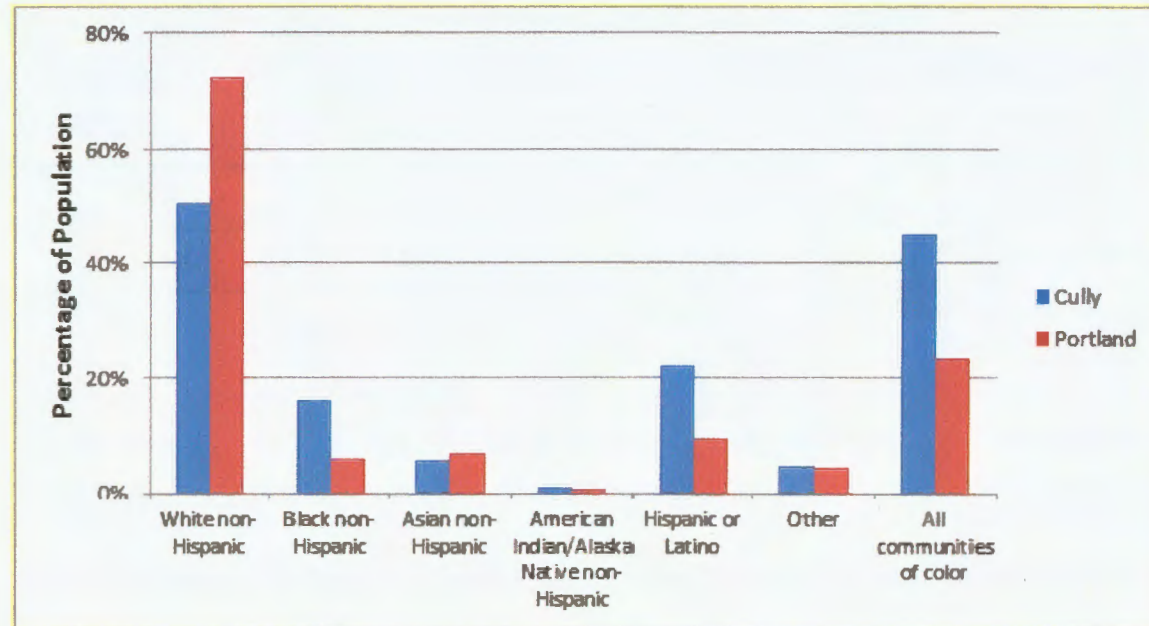


Figure 1: Population share of communities of color in Portland

Source: U.S. Census Bureau 2010 Census.

Table 1: Demographic change in Cully and Portland from 2000 to 2010

	<i>Change in % white</i>	<i>Change in % homeowners</i>	<i>Change in % of population 25+ with bachelor's degree</i>	<i>Change in median household income</i>
Cully	-2.6%	1.2%	13.0%	-14.4%
Portland	-3.0%	-1.2%	7.9%	-8.5%

Source: U.S. Census Bureau 2000 Census and 2006-2010 ACS



Source: ACP

Road construction and property for sale along NE Alberta Street near the intersection with NE 76th Avenue.

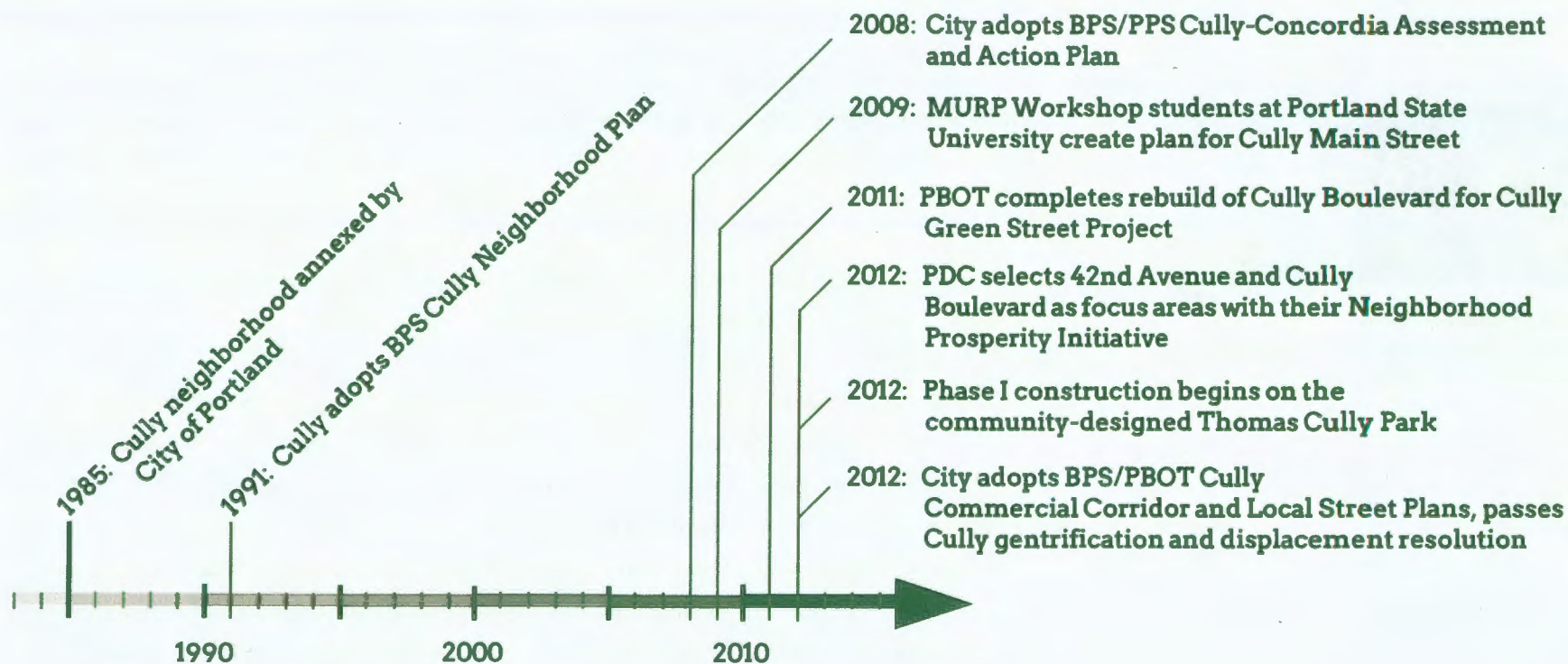
Recent Planning and Investment in Cully

The last half-decade has brought increased public attention and investment to Cully aimed at increasing street connectivity and safety, attracting more neighborhood-serving businesses to Cully's commercial areas, and generally enhancing livability and quality of life in the neighborhood. Recent planning efforts and projects include:

- Cully-Concordia Community Assessment and Action Plan, City of Portland Bureau of Planning and Sustainability and Portland Public Schools, 2008

The Cully-Concordia Community Assessment and related Action Plan represent a joint effort by the Bureau of Planning and Sustainability (BPS) and Portland Public Schools (PPS) to address the educational, social service, economic and public facility needs of children and families in Northeast Portland's diverse Cully and Concordia neighborhoods. The Community Assessment documents existing conditions in Cully-Concordia and leads to an Action Plan aimed at improving area schools' capacities to serve as community centers, increasing community connectedness, expanding economic opportunities, and improving neighborhood infrastructure and amenities.

Figure 4: Timeline of recent planning efforts in Cully



- Cully Main Street: A Plan for Community-Serving Improvements, Portland State University Master of Urban and Regional Planning student workshop project, 2009

The Cully Main Street plan, completed by PSU Master of Urban & Regional Planning (MURP) students for the Bureau of Planning and Sustainability, recommends strategies to encourage more neighborhood-serving businesses to locate along NE Cully Boulevard and NE Killingsworth Street in the Cully neighborhood. The plan includes a set of land use, urban design, and local business development recommendations for the Main Street area.

- Cully Boulevard Green Street Project, City of Portland Bureau of Transportation, 2011

In response to unsafe conditions for pedestrians, cyclists and vehicles, the Bureau of Transportation (PBOT) rebuilt a stretch of Cully Boulevard between NE Prescott Street and NE Killingsworth Street to improve safety and visibility for all users. Updated features include wider sidewalks and travel lanes, cycletracks, planting strips, new street corners and curb cuts, and traffic signals at the five-way intersection of NE Cully Boulevard, NE Prescott Street and NE 60th Avenue.

- Cully Commercial Corridor and Local Street Plans, City of Portland Bureau of Planning and Sustainability and Bureau of Transportation, 2012

The Cully Commercial Corridor and Local Street Plans are the result of a year-long planning effort by the Bureau of Planning and Sustainability (BPS) and Bureau of Transportation (PBOT). The Commercial Corridor Plan includes a set of rezoning recommendations aimed at creating a pedestrian-friendly commercial area with more neighborhood-serving businesses along NE Cully Boulevard. The Local Street Plan is a master street plan that addresses the Cully neighborhood's street connectivity and transportation infrastructure needs. Due to concerns about the potential impacts of changes included in the Commercial Corridor and Local Street Plans, the City Council adopted a resolution designating the Cully neighborhood as a case study for proactively addressing issues of gentrification and displacement.

- Thomas Cully Park, Let Us Build Cully Park! Coalition, 2012-present

The City of Portland purchased the Thomas Cully Park site, a 25-acre former landfill located at the corner of NE 72nd Avenue and NE Killingsworth Avenue, approximately 10 years ago, but was unable to secure funding to develop it. Spearheaded by Verde, the Let Us Build Cully Park! Coalition stepped in to raise funds and lead a community design process for the park in response to Cully's lack of greenspace and recreational



Source: Daily Journal of Commerce

The Cully Boulevard Green Street Project after installation.

facilities. Construction of Phase I began in 2012, which includes a community garden, walking path, native plant gathering area, improvements to 72nd Avenue, and a children's playground. Development of the site will provide educational opportunities for youth, as well as training and employment opportunities for community members.

- Neighborhood Prosperity Initiative, Portland Development Commission, 2012-present

As part of its Neighborhood Economic Development Strategy, the Portland Development Commission (PDC) is implementing the Neighborhood Prosperity Initiative (NPI), which aims to strengthen the economic competitiveness of neighborhood business districts by designating them as small urban renewal areas. Local district managers oversee the use of funds (up to \$1 million) generated by tax-increment financing for neighborhood business development projects. 42nd Avenue and Cully Boulevard, two of the six Neighborhood Prosperity Initiative districts, are located in Cully.

Following years of disinvestment, many residents wholeheartedly welcome these revitalization efforts. However, some community leaders, including members of Living Cully, have raised concerns that gentrification pressures caused by increased public investment and changing neighborhood demographics will lead to the involuntary displacement of Cully's more vulnerable residents.



February 2013

USP 558 - Planning Workshop

**Portland State University
Nohad A. Toulan School of Urban Studies and Planning**

