



JOBFIELDS: Planning for employment land supply and brownfields

Oregon Brownfields Conference, April 6, 2010



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TAKE HOME MESSAGES

- 1. Brownfields through the lens of comprehensive planning:** Oregon's Planning Goal 9 (employment lands) is a good tool for understanding the long-term market context and choices for brownfield redevelopment
- 2. Aha's about brownfields in Portland:** Only 1/3 of our extensive brownfield inventory appears likely to develop by 2035 under current conditions.
- 3. Long-term policy choices:** What would it take to approach full redevelopment of a city's brownfields in 25 years?



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1. BROWNFIELDS THROUGH THE LENS OF COMPREHENSIVE PLANNING



Goal 9 Methodology

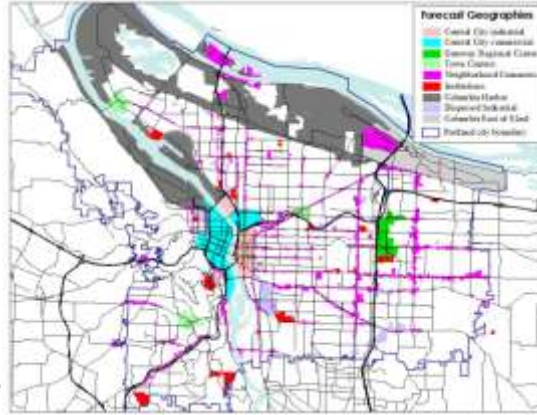
- Study tasks: growth trends; demand forecast; supply inventory; policy choices
- The economy divides roughly into 4 employment geographies: office; neighborhood commercial; campus institutional; and industrial
- Multi-disciplinary approach: land use; economic; infrastructure; environmental



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LAND-LOCKED GROWTH OPTIONS

- Lagging job growth
- Demand to 2035:
150,000 new jobs =
3,200 acres
- Development without
greenfields
- Shortfalls:
650 industrial acres;
350 institutional acres



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2. AHA'S ON BROWNFIELDS IN PORTLAND

An inventory that defines potential brownfields: start with vacant and less improved sites, then intersect DEQ data on potential site contamination



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EXTENSIVE BROWNFIELDS

- About 1,400 acres in draft inventory
- 20-40% of developable land supply in all employment geographies

Potential Brownfields in Portland Employment Areas, 2008

	Acres by (Vacant) Parcel Size							Total
	<1	1 - 3	3-6	6-10	10-20	20-50	50+	
Central City	21	35	24	16	25	-	-	121
Regional/Town Centers	5	6	6	-	-	-	-	16
Neighborhood Corridors	29	24	37	27	66	27	65	276
Institutional Campuses	1	3	6	17	15	28	-	69
Harbor/Airport Industrial	2	39	80	127	121	383	123	877
Other Industrial Areas	-	14	15	-	-	20	-	49
Total	58	121	168	186	227	458	188	1,407



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A BROKEN REDEVELOPMENT MODEL FOR MOST BROWNFIELDS

Estimated likely share of potential brownfields that will be made available for redevelopment by 2035 under current conditions

Portland Employment Areas	Supply Available by Demand Scenario		
	Low	Mid	High
Central City Commercial	60%	85%	100%
Neighborhood Commercial	40%	50%	60%
Campus Institutional	55%	65%	80%
Industrial	20%	30%	45%
Citywide Total	23%	33%	48%



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3. RETHINKING LONG-TERM POLICY CHOICES

- Great existing programs: Portland Brownfield Program; Harbor ReDI; urban renewal; Business Oregon
- Matching interventions to the scale of the long-term need
- Weighing the fairness intent of the “polluter pays” concept with foregone redevelopment and tax revenues
- Comparing investments in brownfields with new infrastructure to greenfields



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PROPOSAL: A CITYWIDE BROWNFIELDS REDEVELOPMENT ASSESSMENT

- What would it take to approach full redevelopment of a city’s brownfields?
- More information is needed:
 - a “brownness” inventory;
 - modeling the financial feasibility gap;
 - comparing the public payback of intervention

SUPPORTABLE LAND VALUE
UNDER USE CONCEPT

LESS

ENVIRONMENTAL &
SITE DEVELOPMENT COSTS



RESIDUAL PROPERTY VALUE



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LEGISLATIVE OPTIONS FOR LONG-TERM SUCCESS

What would it take to approach full redevelopment of a city's brownfields in 25 years?

- State tax credits/incentives for brownfield redevelopment
- Broader urban renewal tools for brownfields
- Local job growth targets



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Take a closer look at the Portland Economic Opportunities Analysis: www.pdxplan.com
(see background reports)



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