

West Portland Town Center Plan

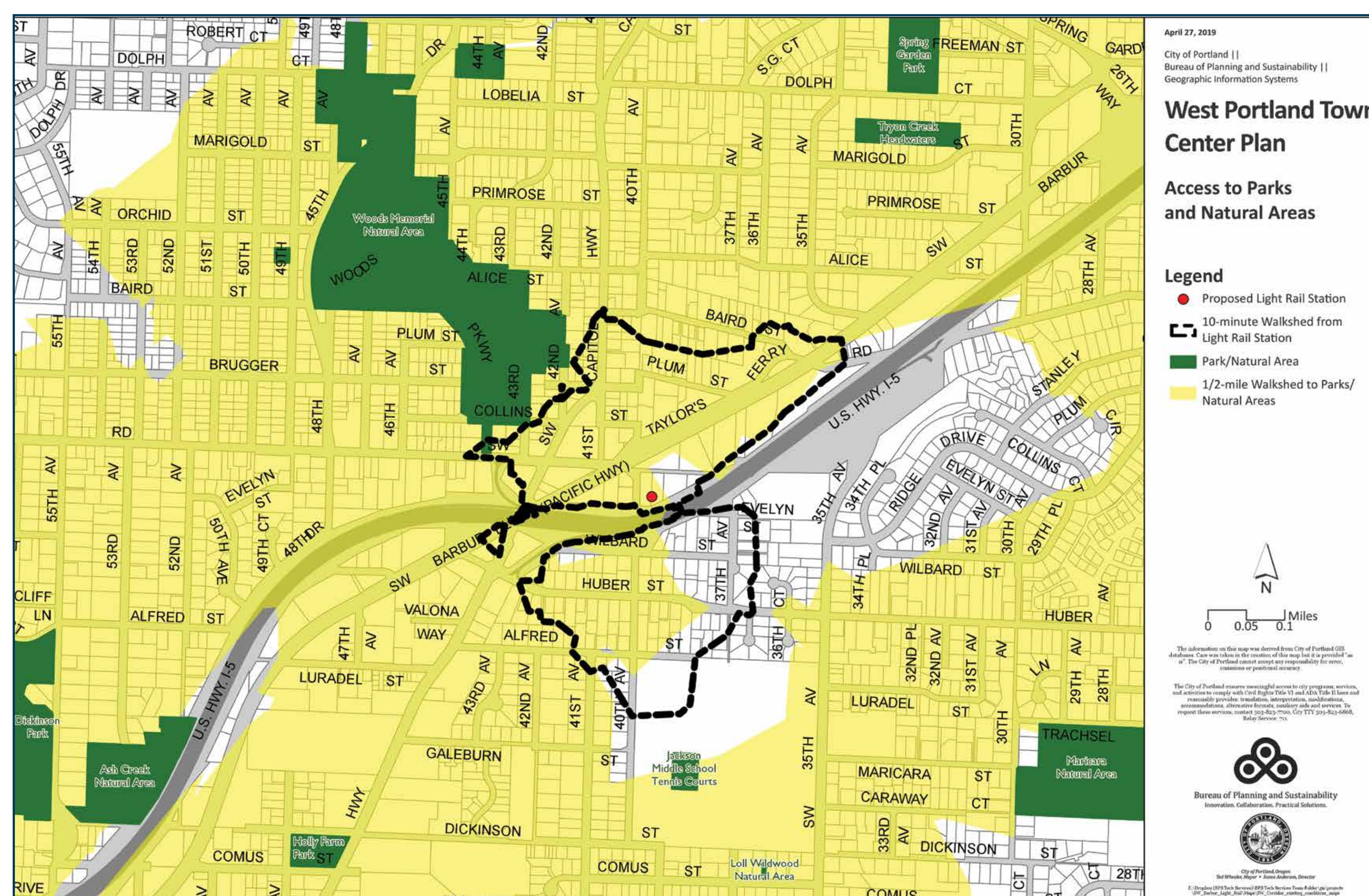
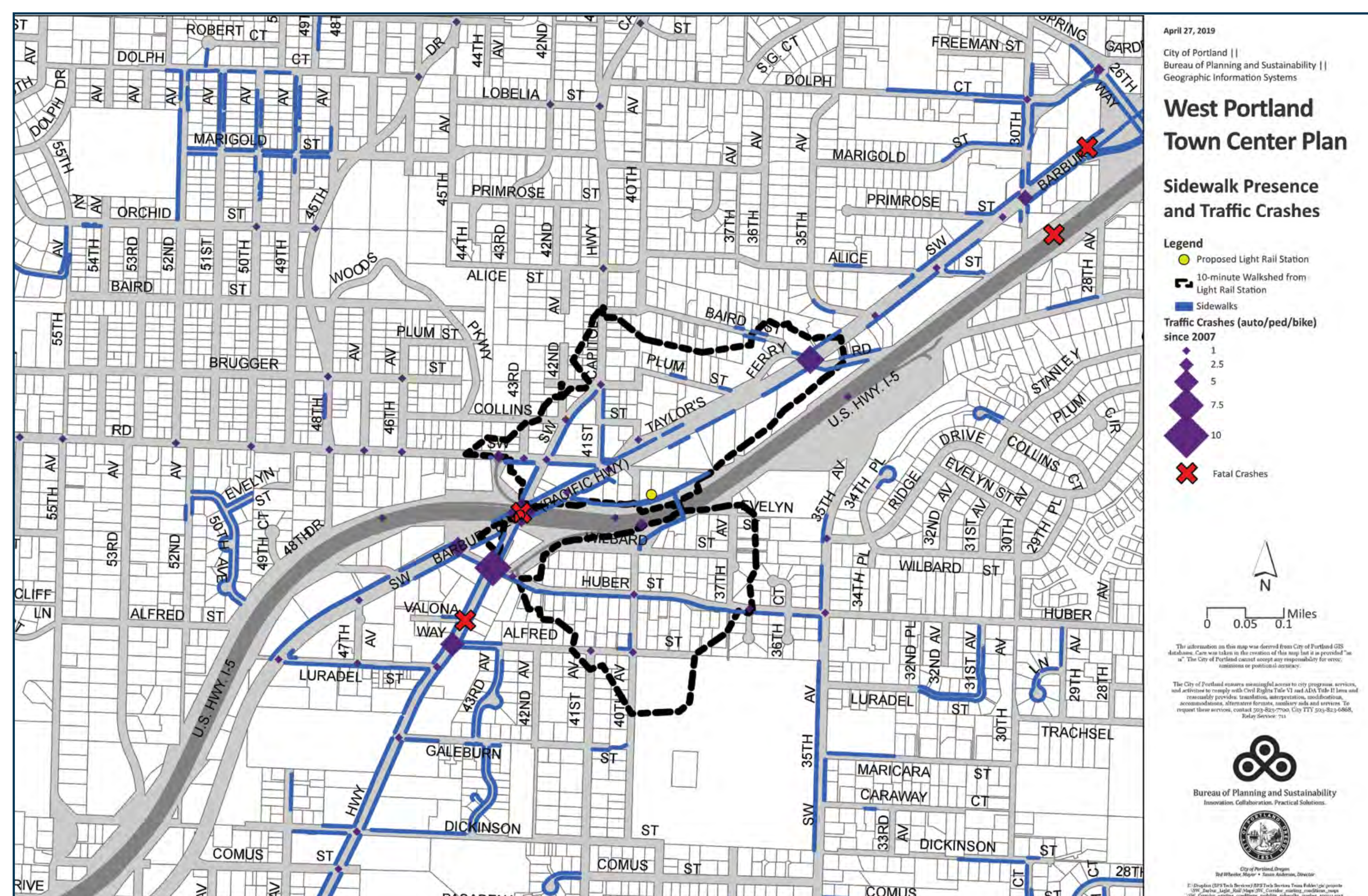
A PLAN FOR “THE CROSSROADS” THAT BENEFITS THE ENTIRE COMMUNITY

Community Health Data

Our health is affected by many things, including access to parks and open space, safe sidewalks and roads, clean air and water, healthy food, quality healthcare and economic security. The information and maps (right) paint a picture of how the physical environment affects the health of people living in and around the SW Corridor.

Key Points

- The Crossroads is a dangerous place. There have been more than 55 pedestrian, bike and auto crashes in the area since 2007.
- Residents are close to parks, trails and open space. Much of the Crossroads area is within ½ mile of an outdoor recreational opportunity.
- There are few sidewalks in the Southwest, making it harder for residents to walk to the places they want and need to go.
- Daily traffic on Interstate 5 and SW Barbur Boulevard creates some of the region’s worst air quality. This means more people (especially children) are at risk of asthma and other respiratory diseases.



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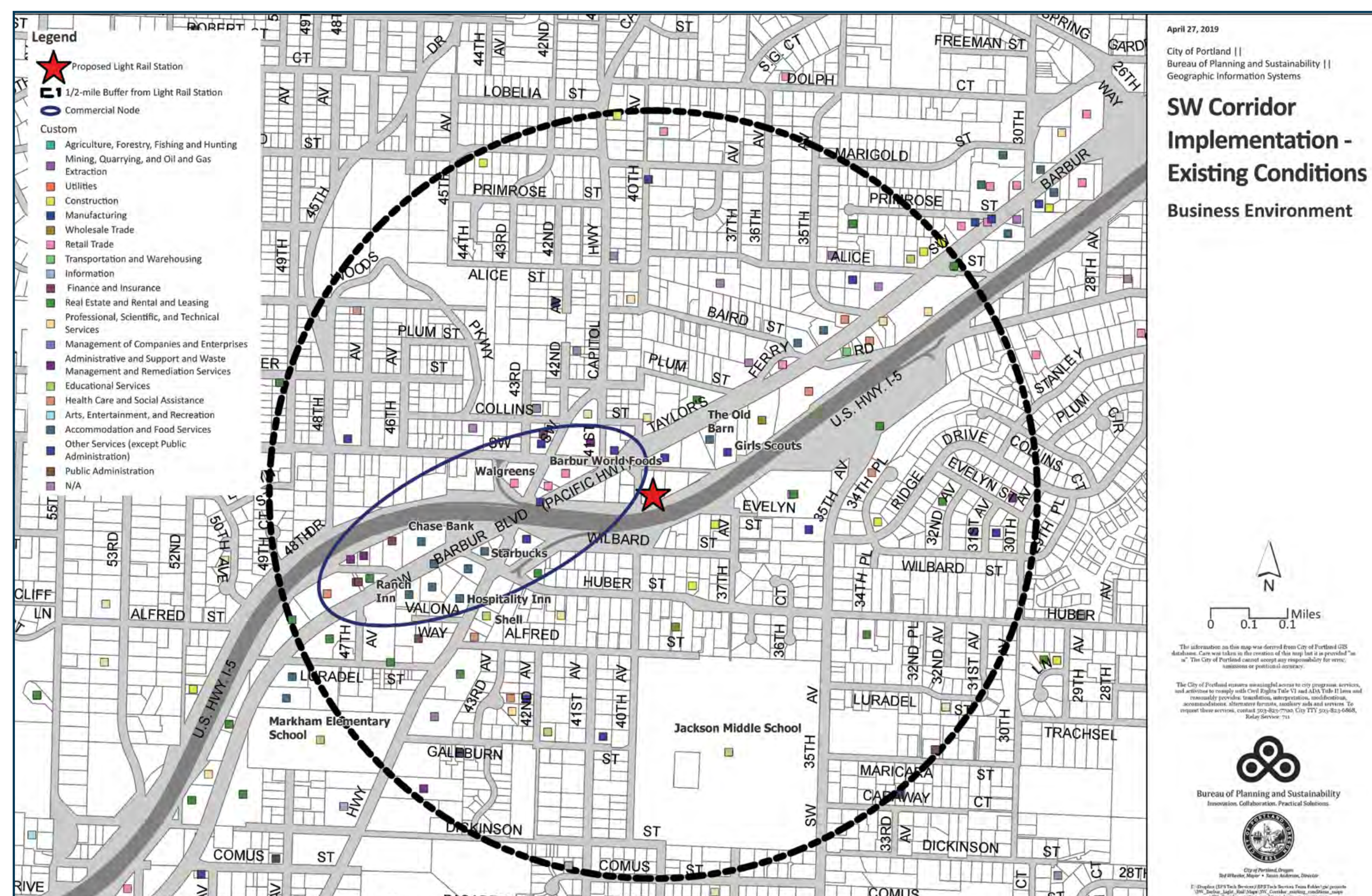
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Businesses and Jobs

A good living wage job and access to nearby businesses and commercial services are essential to household prosperity and neighborhood vitality. The map and graph (right) provide more information about jobs and where stores, restaurants and other amenities are located in the area.

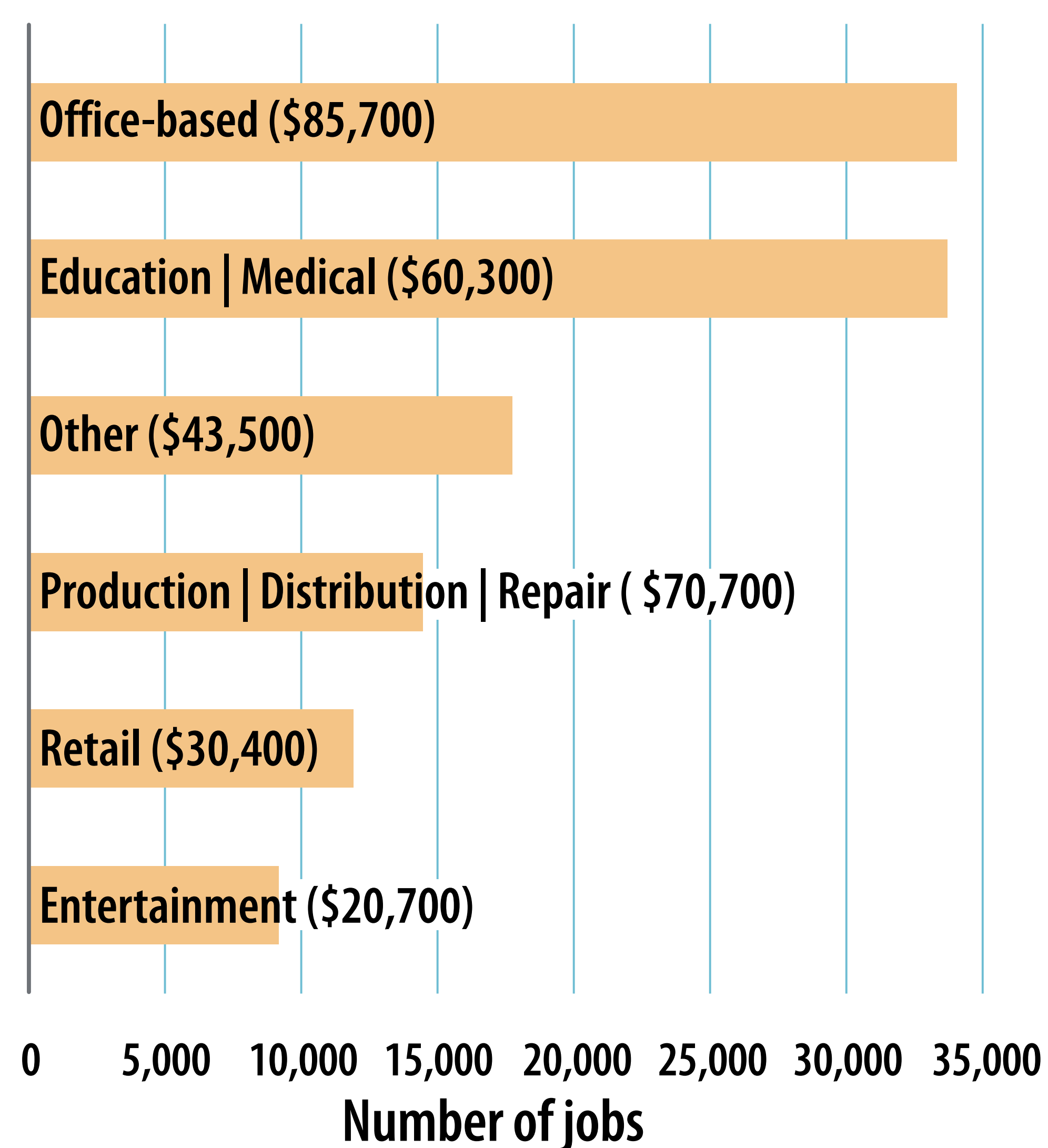
Key Points

- Most businesses rely on customers getting to them by car.
- There is no definable main street for businesses in the West Portland Town Center. The closest one in Portland is in Multnomah Village; in Tigard, the “town square” is 7 miles from the corridor.
- There are more than a dozen food and drink businesses and another 25 general retail businesses within a 10-minute walk of the Barbur Transit Center.
- Residents must go farther away to get to a larger department store.
- Thirty businesses operate out of people’s homes, providing services such as child daycare and certified public accounting.
- Residents in the area have convenient access to some of the highest quality jobs in the region, such as healthcare, education and office work.



Source: 2017 Info Group USA

SW Corridor Jobs and Pay by Industry Grouping



Source: American Community Survey (ACS), 2011-2015

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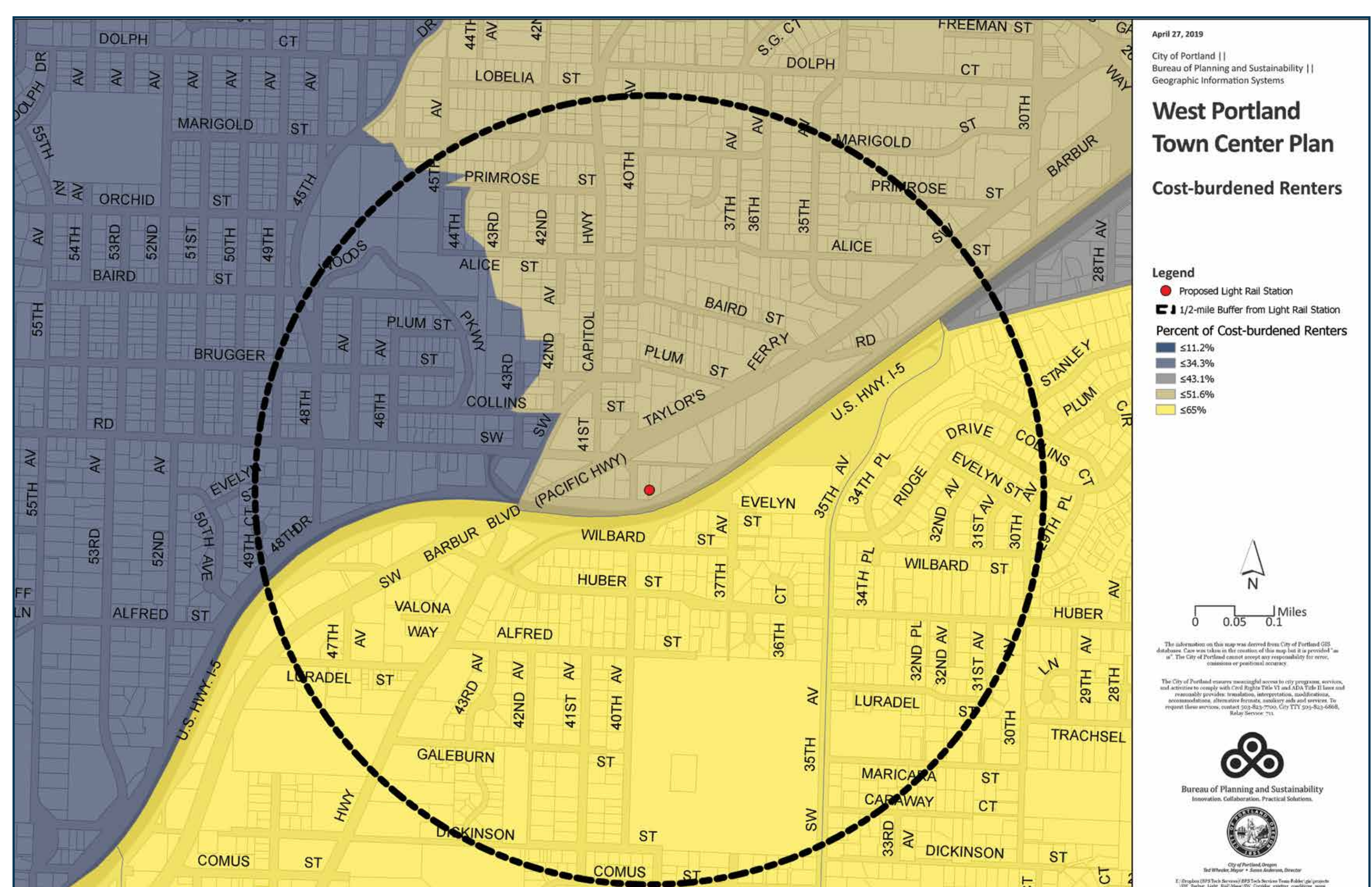
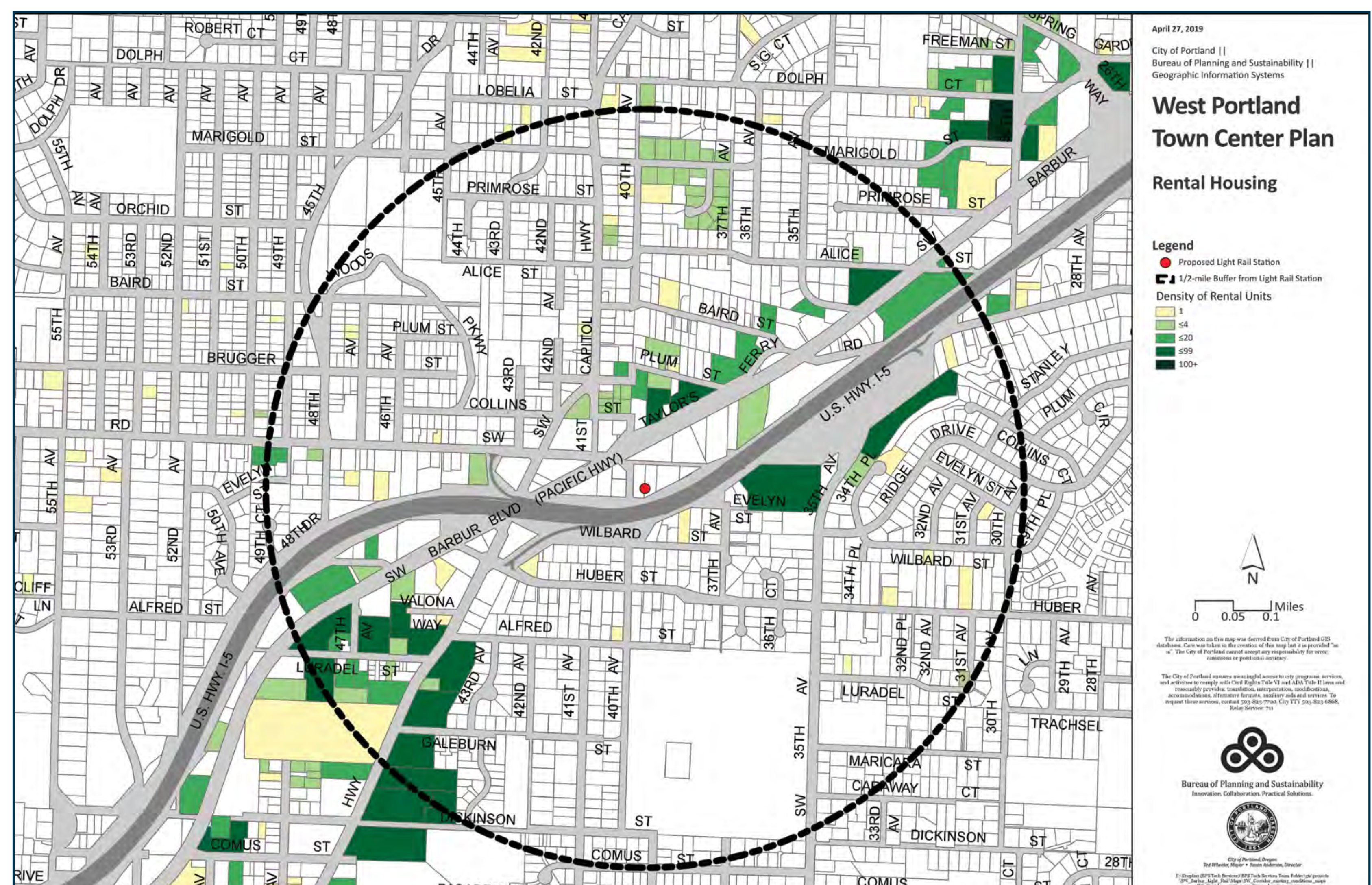
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Affordable Housing

Everyone needs a healthy and affordable home. Supporting neighbors who are most vulnerable to displacement pressures and planning for more housing options is part of West Portland Town Center Plan. The maps and information (right) show where the need is greatest in the area.

Key Points

- There are nearly 800 homes within a 10-minute walk of Barbur Transit Center. Another 800 homes are forecasted to be built by 2035. Most of them will be multi-family housing (apartments, duplexes, triplexes and multiplexes).
- There are no regulated affordable homes in the area. Regulated housing is generally subsidized by the government.
- The most affordable housing is in older apartment buildings that have not been updated. This type of housing is referred to as unregulated affordable housing.
- There are more than two dozen apartment buildings in the area that provide unregulated affordable housing for hundreds of families.
- More renter households in the southern part of the town center are paying more than 30% of their income on rent. This is also true for cost-burdened homeowners.
- Monthly rents have risen from an average of \$890 in 2014 to \$1,150 today. That is a 30% increase in five years.



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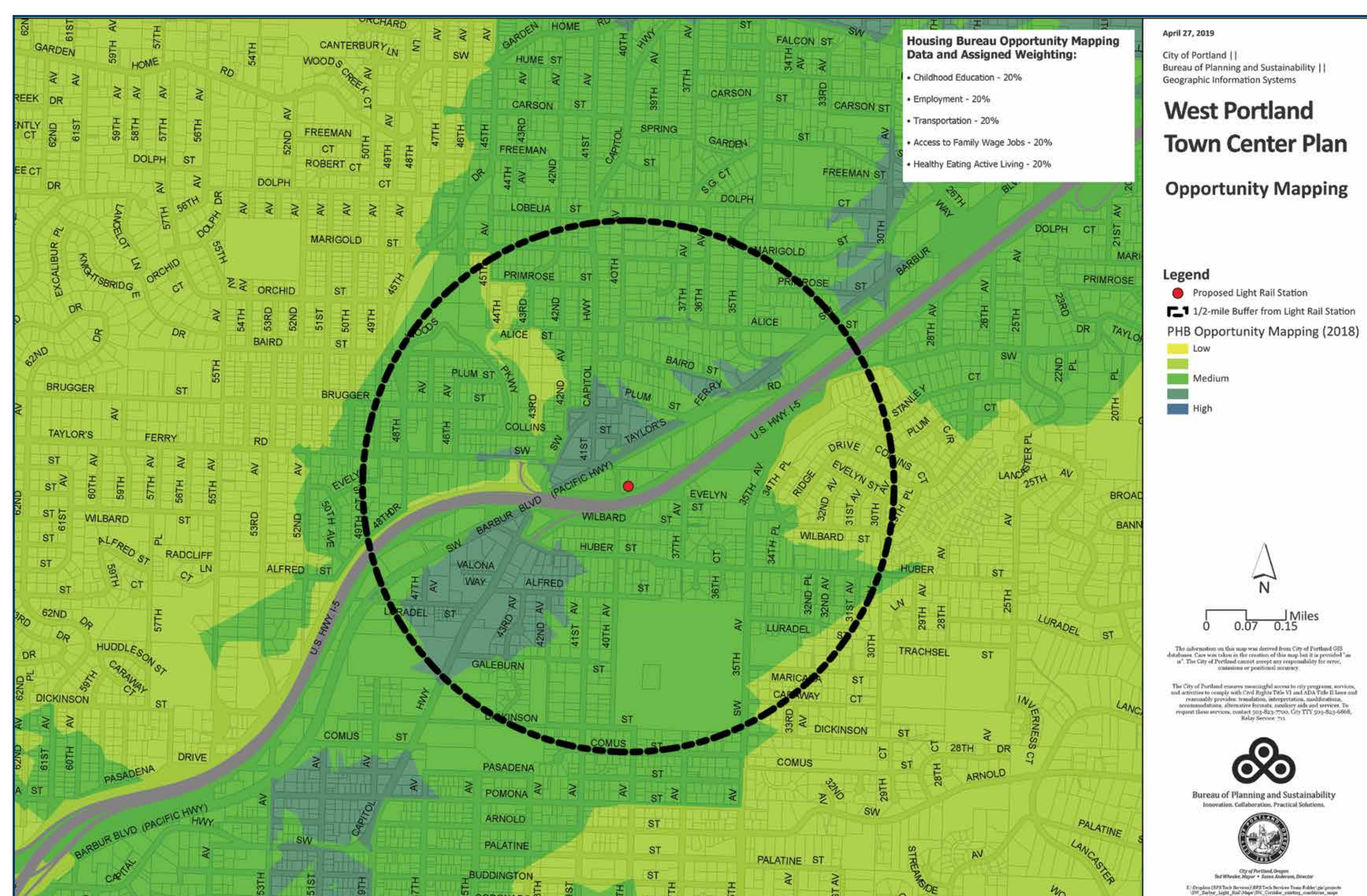
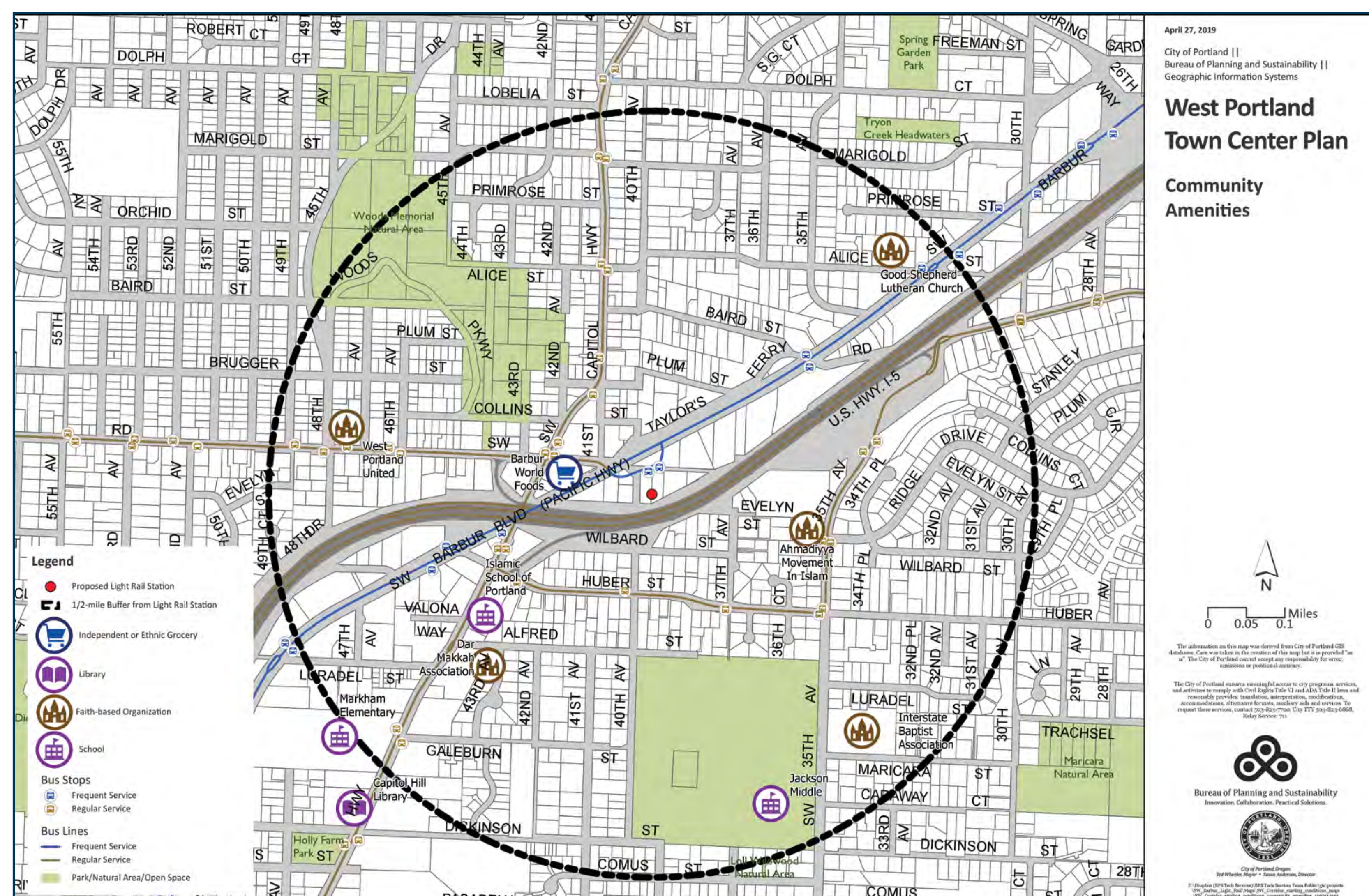
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Community and Cultural Life

Our sense of community comes from many sources, including libraries and parks, culturally relevant services, community gathering spaces, strong schools, and places of worship, all of which serve as community anchors. The maps (right) show where the community resources are today and where the opportunities for more are in the future.

Key Points

- A “civic campus” exists around Markham Elementary School, including the Markham Library and Holly Farm Park.
- Barbur World Foods is a cherished community business and the only grocer in the area.
- Several faith-based organizations and religious institutions are in the area, including the Islamic Center of Portland. Established in the early 1970s, it is the second oldest mosque in Portland.
- The WPTC area is considered a medium- and high-opportunity area. It has good access to high quality schools, parks and natural areas as well as living wage jobs and transit options, compared to other areas in the city.



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Demographics

West Portland is more diverse than it might appear. More than 50% of the population rents, and the size of families is larger than citywide. People of color make up nearly a third of the population, but they still face more barriers to accessing affordable housing and good jobs than White households.

Key Points

- The population is growing, with strong growth in communities of color.
- The area is forecasted to grow by 800 households by 2035 under current regulations.
- Renters are a majority of households (55%), and projections for multi-family housing construction show this will rise significantly.
- The area’s average family size is slightly higher than the citywide average (3.1 vs 3 citywide) – and the median age is lower, too (35 vs 37 citywide).
- Research shows barriers exist in the region for people of color to buy homes, attain higher education degrees and secure living wage jobs.

2018 Demographics for West Portland Twn Center Area (Source: American Community Survey)

Population	Approximately 3,000
Renters	55%
People of color	31%
Average Family Size	3.1
Average Household Income	\$57,000
Median Age	35
Mobility Challenged	3.5%

