



*a* GREAT CITY  
*needs a* GREAT UNIVERSITY

# A GREAT CITY NEEDS

## What is urban renewal?

Urban renewal is a state-authorized tool to invest property tax revenues in projects that ultimately result in higher property values in a designated urban renewal area, and which draw private investment that stimulates economic growth, job creation, and broader prosperity throughout the city. In the proposed Education Urban Renewal Area, public and private partnerships will leverage resources to accelerate the growth of Portland State University, create jobs, attract investment, and bring long lasting benefit to the entire region.



For more info: [pdc.us/edura](http://pdc.us/edura)

# A GREAT UNIVERSITY

**Portland State University (PSU)** is Oregon's most diverse urban research university, located in the heart of one of America's most progressive cities. PSU's current 50-acre downtown campus places 30,000 students in the city center, providing close access to the city's business, technology, and cultural resources.

It is PSU's job to not only "let knowledge serve the city," but also to serve our greater community and region. PSU does this by generating a significant economic impact, which exceeded \$1.4 billion in 2010 and will continue to grow with PSU's expanding role as an employer, purchaser, researcher, real estate developer, and community partner.

Portland State worked closely with the city of Portland to develop the University District Framework Plan, a blueprint for the physical growth that is needed to meet our goals and commitments over the next 25 years. As state and federal funding continue to decrease, PSU will need the help of its partners to implement this plan.

The Education Urban Renewal Area (URA) is one of many long-term funding tools that will help PSU continue to accelerate the region's growth and excellence, partner with the city and business community, attract investment, and educate the region's workforce. It is projected to provide up to \$134 million for investment in educational facilities, affordable housing, and private taxable development, over a 25 year period.

This is a timely, unique opportunity for urban renewal to help grow a great urban university that will serve a great city. We hope you will take the time to consider the mutual benefits of the proposed URA.

Handwritten signature of Wim Wiewel in blue ink.

Wim Wiewel, President  
Portland State University

Handwritten signature of Sam Adams in blue ink.

Sam Adams, Mayor  
City of Portland

# Accelerating the region's growth and excellence

PSU is experiencing a period of unparalleled growth. Since 1998, enrollment has increased more than 80% from 18,000 to 30,000. In the past five years, PSU has almost doubled sponsored research to \$65 million and positioned itself to be a national leader in urban sustainability with new research centers in green building technology and sustainable solutions.

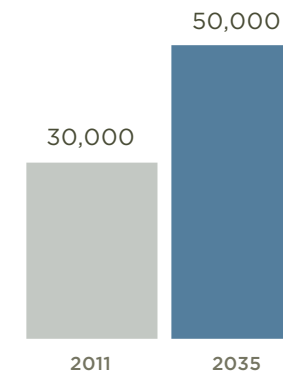
And yet, to maintain and accelerate the university's growth and excellence, PSU must

expand the campus and provide world class facilities that will attract top students and faculty. In the face of decreasing state support for the foreseeable future, this expansion will require investment from the city, county, and community. An urban renewal area will provide the funding necessary to help catalyze the growth of PSU.

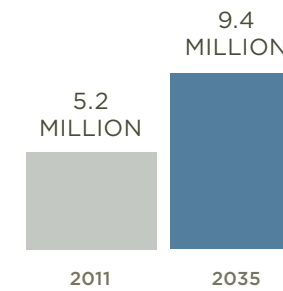
PSU's 25-year Framework Plan calls for an expansion of 4.2 million square feet—an anticipated investment of more than \$1.26 billion.

## DEMAND EXCEEDS SUPPLY

With 30,000 students, PSU is already exceeding available space.



PSU ENROLLMENT  
Based on Governor's 40/40/20 plan



PSU SQUARE FOOTAGE



Over the next 10 years, enrollment will expand more than 28% in the School of Business, and 30% in the Maseeh College of Engineering and Computer Science.

# Partnering with the city and business community

Civic leadership and strong community collaboration are central to Portland State's mission. PSU's Economic Development Strategy was developed to create synergies with regional businesses and overlap with the city's economic development goals.

Significant benefits result from these partnerships, including technology transfer, business development, social service workforce, and volunteer labor. An urban renewal area will help PSU expand these benefits and opportunities to the city, business community, and the region.



▲ Portland State business students worked with Portland Roasting Co. on a strategy to market the company as the top sustainable choice for socially and environmentally responsible consumers.

## PSU PARTNERSHIPS

Students have volunteered 1.54 million hours to more than 600 regional organizations annually, valued at \$29 million.

The School of Social Work has graduated more than 5,000 students who are integral to the state's social service infrastructure.

Business Outreach Program has helped 169 local businesses succeed over the last three years while providing opportunities for students to learn in real-world business environments.

Senior Capstone students have teamed up with 140 local organizations to tackle civic challenges. This program is one reason *U.S News & World Report* and *The Princeton Review* rank PSU among the nation's most engaged universities.



Design Medix is an early stage drug development company, initiated at PSU, focusing primarily on developing a cure for malaria. They have three drugs in preclinical studies with potential for low-cost production and have received extensive grant funding.

## PORTLAND STATE BUSINESS ACCELERATOR (PSBA)

The PSBA provides office and lab space to companies in key industries such as software, biotech/bioscience, and clean technology. It is currently at capacity, housing 30 businesses, and has a consistent waiting list. Expansion of the PSBA would provide additional space, stronger support for Portland startups, and more opportunities for tech transfer of university initiated research.

### IN 2010, THE PSBA...

Provided local jobs for about 160 people.

Drew 60% of the venture capital in Oregon, totaling \$68.5 million in private capital.

Developed a \$1.5 million bioscience facility through a partnership with the PDC and OHSU.

Secured \$6 million in grant money and \$5.2 million in sales.

# Attracting investment

PSU has become a regional anchor for attracting investment over the past 60 years and now encompasses 50 acres at the southern end of downtown Portland. PSU's 25-year Framework Plan calls for an expansion of 4.2 million square feet—an anticipated investment of more than \$1.26 billion.

The URA will accelerate PSU's growth by leveraging public and private investment to expand residential, commercial, classroom, and research space within and surrounding the campus. It will help make PSU an increasingly attractive destination for talented students, faculty, and knowledge-based companies that want to be close to the source of innovation and ideas. Additionally, the investment that the URA will stimulate will nearly triple the size of the tax base from \$608 million to \$1.7 billion in 31 years.



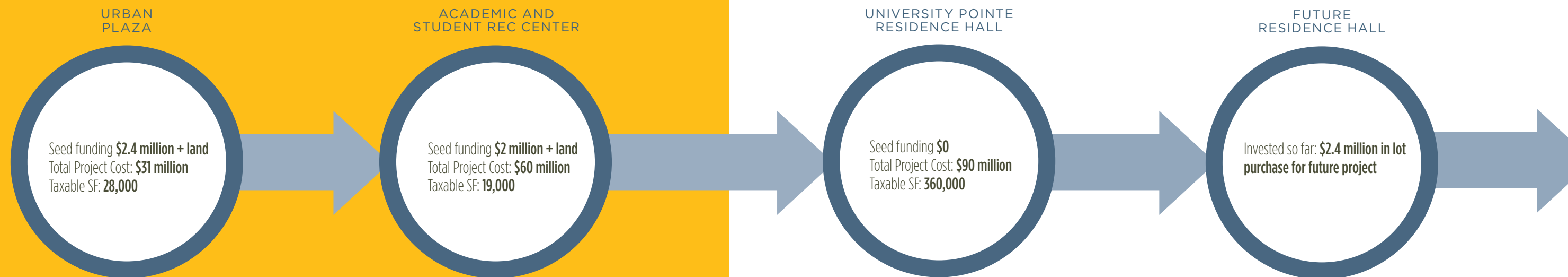
**Top:** The Academic and Student Rec Center also houses the city's archives. **Bottom:** The Urban Plaza is a transportation hub for the city.



▲ University Pointe, PSU's newest residence Hall, is being built with \$90 million in private money.

## DEVELOPMENT IMPACT

Replacing an under-developed block with a mixed-use project incorporating residential and commercial uses could increase annual property tax revenue for the site from \$50,000 to \$740,000.



**1993** PSU approached the city to plan the Urban Center Plaza that incorporated the Portland Streetcar and bus mall.

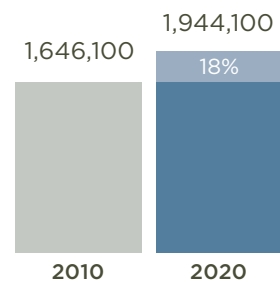
**2003** students voted for a new Rec Center. PSU couldn't fund it alone and partnered with the city, TriMet and others.

**2010** the Rec Center opening drew the attention of American Campus Communities (ACC) from Austin, TX, who chose to partner with PSU and invest private dollars in a new student residence hall.

ACC has already purchased a quarter block for a future project.

# Educating the region's workforce

The benefits of PSU's growth extend well beyond neighborhood investments. In the long term, the University's growth will lead to a regional population with higher levels of educational attainment in much needed industries. Oregon employment is expected to grow 18 percent by 2020, and PSU is integral in providing a qualified work force to meet this new demand.



STATE EMPLOYMENT FORECAST

66% of PSU graduates stay in the Portland metro area. To meet the Governor's 40/40/20 plan, PSU would have as many as 50,000 students by 2035.

PSU employs almost 4,000 people and has a total annual payroll of \$240 million. 2,000 new jobs will be needed over the next 25 years to accommodate PSU's projected growth, increasing the annual payroll to almost \$350 million.

The Lincoln Hall renovation, an extensive upgrade of PSU's public performance space, represents an investment of \$30.7 million and more than 100 construction jobs.

For the past seven years, every single graduate from the PSU Food Industry Leadership Center got a job after graduation. That's a 100% job placement rate in the retail/food industry.

"We all benefit by having Portland State ascend into the ranks of being a world class university. Accelerating that rise through a partnership with the Portland Development Commission will bring the dream of premier educational opportunities to all Portlanders."

VERA KATZ, FORMER MAYOR OF PORTLAND

"As a Portland State University graduate, I understand the essential role education plays in empowering diverse communities."

NICHOLE JUNE MAHER, EXECUTIVE DIRECTOR, NAYA; MPH, MARK HATFIELD SCHOOL OF GOVERNMENT



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