LENTS TOWN CENTER
URBAN RENEWAL AREA

Lents Five-Year Action Plan

May 2014
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Neighborhood Economic Development Leadership Group
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Charley Zheng Photography, charleyzheng.com
INTRODUCTION:

Getting to Success in 2020

The Lents Town Center Urban Renewal Area is the second largest URA in Portland at 2,800 acres. It includes six distinct neighborhoods, three unique business districts, a highly accessible town center, and residents who are more ethnically diverse than Portland as a whole.

While the actions defined in the Lents Town Center URA Plan (1998) are being implemented, many of the hoped-for retail amenities, residential density, job growth, and private investment have yet to materialize. But the $90 million of public investments in city infrastructure and facilities, redevelopment, business development, transportation, and affordable housing and hours of dedicated public participation on advisory committees have laid solid groundwork on which to realize this vision.

So, what comes next? We’re doubling down. The Lents Action Plan lays out a strategy for the next five years that focuses investments where they will have the most impact, ensures existing residents and businesses benefit, and takes some calculated risks. We’re looking to change the game, and it’s going to take a team effort.

Are you in?
PLAN PROCESS & PUBLIC PARTICIPATION

How did we get to the Lents Five-Year Action Plan?

Background research, outreach, and Foster Lents Integration Partnership (FLIP) findings

Neighborhood Economic Development Leadership Group Redevelopment Sub-Committee and City of Portland Bureau staff

Lents Stakeholders

PDC Board and City Council

ACTION!

What did we learn along the way?

2010
Lents Town Center Business District Strategy
- Build local capacity
- Tenant vacant storefronts

Neighborhood Economic Development Strategy
- Focus work on commercial corridors
- Partner with community groups

Portland Plan
- People and place-based equity

Portland Housing Opportunity Analysis
- Housing markets in SE are dynamic
- Gentrification pressures to west

Lents Five-Year Action Plan
- Focus on SE 92nd as Main St
- Opportunities for mixed-use and place-making
- Allocate budget to priority projects

2011

6/2010: FLIP project initiated
- How to align City and community priorities?

2012

FLIP Project Work
Open Houses:
January 27, 2012: 70 attendees
October 10, 2012: 70 attendees
February 28, 2013: 75 attendees
June 4, 2013: 112 attendees

2013

6/2013: FLIP Final Open House
- Address floodplain challenges
- Focus on nodes along SE Foster

2014

GOALS & OBJECTIVES

LENTS TOWN CENTER
Stimulate development that positively changes the reputation and increases the vitality of the Lents Town Center.
1. Concentrate investment along 92nd Avenue and initiate “game changing” redevelopment
2. Promote redevelopment and/or occupancy of PDC-owned properties.
3. Invest in planned infrastructure
4. Promote business development

WEST FOSTER NODE
Leverage infrastructure improvements to facilitate placemaking along the West Foster Node by tenanting and redeveloping PDC-owned properties, promoting private investment, and supporting businesses.
5. Promote redevelopment and/or occupancy of PDC-owned properties.
6. Facilitate redevelopment and occupancy of privately-owned properties
7. Invest in planned infrastructure
8. Promote business development

NEIGHBORHOOD CENTERS
PDC - $25.7 Million*
PBOT - $5.2 Million*

COMMERCIAL CORRIDORS
PDC - $6.8 Million*
PBOT - $1.7 Million*

INDUSTRIAL AND OPEN SPACE
PDC - $3.5 Million*
BES - $2.4 Million*

AFFORDABLE HOUSING
PHB - $9.1 Million*

82ND, POWELL BLVD, 122ND, FOSTER WEST & FOSTER EAST
Increase safety and vitality of Lents commercial corridors.
9. Invest in commercial corridor safety
10. Promote commercial corridor vitality & business development

FOSTER-POWELL, CRESTON-KENILWORTH, MOUNT SCOTT-ARLETA, LENTS, PLEASANT VALLEY & POWELLHURST-GILBERT
Encourage construction and rehabilitation of units and preserve housing affordability for homeowners and renters
11. Encourage construction of additional housing units through the use of non-tax increment financing programs
12. Preserve housing affordability for homeowners and renters
13. Take advantage of opportunities to construct new multifamily housing units

EAST FOSTER
Intensify industrial uses and plan for mitigation of 100-year flooding.
14. Promote traded sector business development
15. Facilitate redevelopment and expansion of privately-owned properties
16. Prepare for the future of regionally significant industrial lands and natural amenities

*Estimated investments, subject to availability of resources, PDC Board and/or City Council budget approvals.
1. Concentrate investment along 92nd Avenue and initiate “game changing” redevelopment (PDC)

Phase I (FY13/14 – FY15/16): Implement Options 1A and 1B in tandem:

**OPTION 1A: Grocery Anchor**
Action 1.1: Grocery Anchor
- Facilitate development of mixed-use project with grocery anchor.

**OPTION 1B: 92nd Main Street Approach**
Action 1.2: Bakery Blocks
- Re-tenant the PDC-owned building with active retail uses.
Action 1.3: 92H- 92nd Avenue frontage
- Facilitate development of portion of the PDC-owned 92H property that fronts 92nd Avenue with a mixed-use commercial and housing project that supports retail focus on 92nd Avenue.
Action 1.4: 92H-East portion
- Facilitate development of Innovation Park in partnership with Building Research Establishment (BRE) and leverage private investments.
Action 1.5: 92H-Southwest corner
- Facilitate development of a public plaza on the 92H site
Action 1.6: McGalliard/Foster Rd/Crossroads Plaza
- Facilitate redevelopment of PDC-owned parcel with a mixed-use project that supports retail focus on 92nd Avenue.

2. Promote redevelopment and/or occupancy of PDC-owned properties (PDC)

Phase I (FY13/14 – FY15/16): Facilitate redevelopment of the following sites:

**Action 2.1: 93rd & Woodstock**
- Facilitate redevelopment of PDC-owned parcel with mixed-use commercial and housing project.

**Action 2.2: Architectural Iron Products building**
- Facilitate redevelopment of PDC-owned building through re-tenanting or sale of property.

**Action 2.3: Tate**
- Facilitate redevelopment of PDC-owned parcel in a way that interacts appropriately with Lents Town Center/SE Foster Rd MAX station.

*Estimated investments, subject to availability of resources, PDC Board and/or City Council budget approvals.
NEIGHBORHOOD CENTER - LENTS TOWN CENTER

Stimulate development that positively changes the reputation and increases the vitality of the Lents Town Center.

**Leads:** Portland Development Commission & Portland Bureau of Transportation

**Potential Partners:** Lents Grown, property owners, developers

### Estimated investments*:
- **PDC:** $20,222,500
- **PBOT:** $1,900,000

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### Lents Town Center Potential Future Uses

#### Existing conditions

- **Mixed Use Residential w/ Ground Floor Retail**
- **Mixed Use Development w/ Office and Ground Floor Retail**
- **Mixed Use Development w/ Housing or Office and Ground Floor Retail**
- **Mixed Use Development w/ Grocery Anchor**
- **Interim Projects**
- **PDC-owned Property**

#### All development

- **Potential Innovation Park**
- **Parking Lots**
- **Parks and Open Spaces**
- **Retenanted Building and Storefront Improvements**
- **Retenant or Sale of Property**
- **Private Property Owner Opportunity Redevelopment Sites**

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### 2. Promote redevelopment and/or occupancy of PDC-owned properties (PDC)

**Phase II (FY16/17 – FY18/19):** Facilitate development of the following sites:

- **Action 2.4:** Sullivans/Church Lots
  - Facilitate redevelopment of PDC-owned parcel with housing project.
- **Action 2.5:** LTC II
  - Facilitate redevelopment of PDC-owned parcel with commercial project.
- **Action 2.6:** Bauske
  - Facilitate redevelopment of PDC-owned parcel with commercial project.
- **Action 2.7:** Edmondson
  - Facilitate redevelopment of PDC-owned parcel with mixed-use project that supports retail focus on 92nd Avenue.
- **Action 2.8:** Dagel
  - Facilitate redevelopment of PDC-owned parcel with commercial project.

### 3. Invest in planned infrastructure (PBOT)

- **Action 3.1:** Implement Lents Entryways and Foster/Woodstock streetscape improvements.
  - Implement the Lents Entryways and Foster/Woodstock Streetscape Project at the Foster/Woodstock couplet from SE 88th – SE 97th from design through construction.

### 4. Promote business development (PDC & Lents Grown)

- **Action 4.1:** PDC business assistance in the form of outreach, financial and technical assistance programs.
  - Support businesses and property owners with direct outreach from PDC staff, by connecting to technical assistance programs, and through PDC grants programs including the Storefront Improvement Program, Green Features Grant, Development Opportunity Services Grant Program, and the Business Finance Program.
- **Action 4.2:** Support new business district formation.
  - Support the creation of the new Lents Grown business district through capacity building and training.
- **Action 4.3:** Facilitate redevelopment and occupancy for private property owners
  - Work with property owners through the Development Opportunity Services Grant Program to explore opportunities for development or building improvements. If appropriate, utilize the PDC Commercial Property Redevelopment Loan Program to facilitate a real estate development deal.

*Estimated investments, subject to availability of resources, PDC Board and/or City Council budget approvals.*
NEIGHBORHOOD CENTER - WEST FOSTER NODE
Leverage infrastructure improvements to facilitate placemaking along the West Foster Node (64th – 72nd) by tenanting and redeveloping PDC-owned properties, promoting private investment, and supporting businesses.

**Leads:** Portland Development Commission & Portland Bureau of Transportation

**Potential Partners:** Foster Area Business Association, property owners, developers, Bureau of Environmental Services

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**FACT:**
**NEIGHBORHOOD CENTERS**

**NEIGHBORHOOD CENTER - WEST FOSTER NODE**

5. Promote redevelopment and/or occupancy of PDC-owned properties (PDC)

**Action 5.1:** Facilitate redevelopment of 72nd & Foster – East site (Portland Mercado)
- Lease the PDC-owned parcel to Hacienda Community Development Corporation to renovate the existing onsite structure and develop the Portland Mercado.

**Action 5.2:** Facilitate redevelopment of 72nd & Foster - West site
- Facilitate redevelopment of PDC-owned parcel with a commercial or mixed-use project.

6. Facilitate redevelopment and occupancy of privately-owned properties (Property Owners & PDC)

**Action 6.1:** Mt. Scott Fuel
- Work with property owners through the Development Opportunity Services Grant Program to explore opportunities for redevelopment. If appropriate, utilize the PDC Commercial Property Redevelopment Loan Program to facilitate a real estate development deal.

**Action 6.2:** Phoenix Pharmacy
- Work with property owners through the Development Opportunity Services Grant Program to explore opportunities for redevelopment. If appropriate, utilize the PDC Commercial Property Redevelopment Loan Program to facilitate a real estate development deal.

7. Invest in planned infrastructure (PBOT)

**Action 7.1:** Foster Road Streetscape improvements from 52nd to 89th
- Implement the Foster Road Streetscape Plan through design and construction for SE Foster Road from SE 52nd to SE 89th.

8. Promote business development (PDC)

**Action 8.1:** PDC business assistance in the form of outreach, financial and technical assistance programs.
- Support businesses and property owners with direct outreach from PDC staff, by connecting to technical assistance programs, and through PDC grant programs including the Storefront Improvement Program, Green Features Grant, Development Opportunity Services Grant Program, and the Business Finance Program.

*Estimated investments, subject to availability of resources, PDC Board and/or City Council budget approvals.*
COMMERCIAL CORRIDORS
Increase safety and vitality of Lents commercial corridors.

Leads: Portland Development Commission, Portland Bureau of Transportation, Metro & Bureau of Planning & Sustainability
Potential Partners: Foster Area Business Association, 82nd Avenue Coalition, Lents Grown, business owners, property owners, Portland Housing Bureau, ODOT

Estimated investments*:
PDC - $6,785,000
PBOT - $1,700,000

9. Invest in commercial corridor safety (PBOT & Metro)

Action 9.1: Implement streetscape improvements on 122nd Avenue from SE Holgate to SE Ramona.
- Implement the SE 122nd: Ramona to Holgate Sidewalk Infill Project from design to construction.

Action 9.2: Improve transit service along Division and Powell
- Through the Metro-led Powell-Division Transit Development Project, develop a transit solution that effectively serves the high demand along Division and Powell in the near term. Plan, design, and prepare for construction of new transit line and station areas.

10. Promote commercial corridor vitality & business development (PDC & Community Organizations)

Action 10.1: Invest in affordable and/or workforce mixed-use projects, with high-density housing.
- Support mixed-use projects that include high-density affordable and/or workforce housing along commercial corridors.

Action 10.2: PDC business assistance in the form of outreach, financial and technical assistance programs.
- Support businesses and property owners with direct outreach from PDC staff, by connecting to technical assistance programs, and through PDC grant programs including the Storefront Improvement Program, Green Features Grant, Development Opportunity Services Grant Program, and the Business Finance Program.

Action 10.3: Support local community organizations
- Partner with local community organizations as project opportunities arise, such as implementing the Laurelwood Park Master Plan or the Alley Allies project with Foster Green EcoDistrict.

In FY 12/13, PDC served 23 business owners, property owners, and community organizations in Lents through PDC’s Storefront Improvement, Green Features Grant, Development Opportunity Services, and the Community Livability Grant Programs.

*Estimated investments, subject to availability of resources, PDC Board and/or City Council budget approvals.
AFFORDABLE HOUSING
Encourage construction and rehabilitation of units and preserve housing affordability for homeowners and renters

**Lead:** Portland Housing Bureau
**Potential Partners:** PDC, Community Based Organizations (ROSE Community Development, NAYA, REACH, Rebuilding Together, Unlimited Choices, Community Energy Project)

11. Encourage construction of additional housing units through the use of non-tax increment financing programs (PHB)

**Action 11.1:** Provide System Development Charges and limited tax exemptions
- Assist developers of affordable residential housing through the PHB System Development Charges Exemption, and Multi-Family Limited Tax Exemption programs

12. Preserve housing affordability for homeowners and renters (PHB)

**Action 12.1:** Invest in home repair loans and grants
- Offer low-income households low or no-interest rate loans to fund critical repairs through PHB Home Repair Loan Program.

**Action 12.2:** Create new homebuyer opportunities, particularly in communities of color.
- Help homebuyers purchase a home through the PHB Homebuyer Limited Tax Exemption program and Down Payment Assistance Loan.

**Action 12.3:** Provide fair housing education and advocacy
- Provide fair housing education for tenants and landlords, and continue to support the Fair Housing Advocacy Committee and the implementation of the Fair Housing Action Plan.

13. Take advantage of opportunities to construct new multifamily housing units (PHB)

**Action 13.1:** Leverage private sector (for-profit and non-profit) investments in multifamily housing when public resources are available.
- Provide direct financial assistance for rental housing development in the form of favorable-term loans. Loan products are subject to resource availability, and are generally advertised annually in the form of Notices of Funding Availability or Requests for Proposals.

**FACTS:**

PHB and ROSE CDC have purchased and renovated several rundown private-market apartment buildings in Lents, preserving affordable, healthy and attractive housing.

The 2013 BPS Gentrification & Displacement Study by Dr. Lisa K. Bates identified the Lents area as vulnerable to displacement. Home sale prices and number of transactions are on the rise and tracking with pre-recession values.

*Estimated investments, subject to availability of resources, PDC Board and/or City Council budget approvals.*
INDUSTRIAL AND OPEN SPACE
Intensify industrial uses and plan for mitigation of 100-year flooding.

Leads: Bureau of Planning & Sustainability, Portland Development Commission, Bureau of Environmental Services, Portland Bureau of Transportation, Portland Parks and Recreation

Potential Partners: Army Corps of Engineers

14. Promote traded sector business development (PDC)

- Assist industrial traded-sector businesses to expand or intensify their employment capacity by offering value added services. (PDC)
- Promote vacancies and development opportunities in the industrial area to local, regional, or other traded-sector industrial businesses looking to relocate. (PDC)

15. Facilitate redevelopment and expansion of privately-owned properties (various)

Action 15.1: Facilitate development and expansion of privately-owned industrial properties. (Property Owners & PDC)
- Work with industrial property owners through city programs including the PDC Development Opportunity Services Grant Program, the PDC Commercial Property Redevelopment Loan Program, and the BES Brownfield Program. For properties outside of the 100-year floodplain, work with owners to intensify the industrial uses on the sites. For those in the 100-year floodplain, assist by identifying capital improvements that don’t require footprint expansion but add jobs.

Action 15.2: Facilitate development and expansion of regional destinations and a connected open space network - Leach Botanical Gardens, Zenger Farms, and Springwater Wetlands. (Leach Botanical Gardens, Zenger Farm & BES)
- Develop the six-acre Upper Garden at Leach Botanical Garden to enhance cultural, educational, and botanical offerings of the garden.
- Build the Urban Grange at Zenger Farm to expand the farm’s educational offerings and strengthen its long-term financial viability while serving as a hub for healthy food, environmental education and community connection.
- Restore and reconnect wetland and other natural areas along the Springwater Corridor Trail between Beggars Tick and Zenger Farms to enhance flood mitigation.

16. Prepare for the future of regionally significant industrial lands and natural amenities (various)

Action 16.1: Explore ways to initiate planning to mitigate for 100-year flood impacts (TBD)
- Identify lead to initiate project development for mitigation of 100-year flood impacts on homes and businesses.

Action 16.2: Initiate planning for improvements for bicycle and pedestrian connections east of I-205. (Parks & PBOT)
- Plan to connect natural areas, Leach Botanical Gardens, and key SE Portland destinations with trails and bikeway connections included in the Portland Bicycle Plan for 2030, sidewalk networks, and off-street trail systems.

The City of Portland completed work on the Foster Floodplain Natural Area in 2012. Working for more than 15 years through the Willing Seller Acquisition Program, the City purchased the land from 60 families and helped them move out of the 100-year floodplain. Restoration of the 63-acre site transformed a flood-prone neighborhood into a beautiful natural area.

*Estimated investments, subject to availability of resources, PDC Board and/or City Council budget approvals.
WHAT DOES SUCCESS LOOK LIKE IN THE NEXT FIVE YEARS?

LENTS TOWN CENTER
Key Measure:
Five Lents Town Center redevelopment projects are constructed or under construction.

WEST FOSTER NODE
Key Measure:
Two West Foster redevelopment projects are constructed or under construction.

INDUSTRIAL AND OPEN SPACE
Key Measure:
Construction is completed for the Upper Garden at Leach Botanical Gardens, the Urban Grange at Zenger Farm and the Springwater Wetlands.

COMMERCIAL CORRIDORS
Key Measure:
100 businesses and property owners are served through Portland Development Commission grant and loan programs.

AFFORDABLE HOUSING
Key Measure:
75 families receive financial assistance to buy or stay in their homes.

FACTS:
Z HAUS BREWING, the first family-friendly brewpub in East Portland’s recent history, will open on 92nd Avenue in 2014.

THE TOWN OF LENTS was founded in 1892 by Oliver P. Lent. What is now 92nd Avenue was the Town of Lents’ historic Main Street.
<table>
<thead>
<tr>
<th>LENTS FIVE-YEAR ACTION PLAN METRICS</th>
<th>NC</th>
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<tr>
<td><strong>ACTION PLAN METRICS</strong></td>
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<td>Number of Released Request for Interests/Qualifications/Proposals (PDC)</td>
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<td>Number of Development Transactions (loans) and/or Executed Disposition and Development Agreements (PDC)</td>
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<td>Formation and recognition of Lents Grown as new business district association (PDC)</td>
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<td>Number of businesses/property owners that received assistance from a PDC Business Development Officer (PDC)</td>
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<td>Number of businesses/property owners receiving PDC Grants- Storefront Improvement, Development Opportunity Study, and Green Features (PDC)</td>
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<td>Number of businesses/property owners receiving PDC loans (PDC)</td>
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<td>Infrastructure projects completed (PBOT)</td>
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<td>Number of affordable units built/dollars invested (PHB)</td>
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<td>Number of home repair loans/dollar amount (PHB)</td>
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<td>Number of home repair grants/dollar amount (PHB)</td>
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<td>Number of people utilizing HOLTE and DPAL programs (PHB)</td>
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<td>Number of people accessing fair housing resources (PHB)</td>
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<td>Lead assigned for Action 16.1 Planning to mitigate for 100-year flood impacts (Mayor’s Office)</td>
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<td><strong>BASELINE METRICS</strong></td>
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<td>Baseline and tracking of census data (unemployment, poverty, income, minority, &amp; education) over 5 years (PDC)</td>
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<td>Baseline and tracking of Gentrification and Displacement over 5 years (BPS)</td>
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<td>Number of pedestrian fatalities and injuries (PBOT)</td>
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<td>Number of auto accidents, fatalities and injuries (PBOT)</td>
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<td>Number of employees in each commercial corridor (PDC)</td>
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<td>Number of businesses on each commercial corridor (PDC)</td>
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## Lents Five-Year Action Plan - Action Timeline

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<thead>
<tr>
<th>Action</th>
<th>Phase</th>
<th>FY 13/14</th>
<th>FY 14/15</th>
<th>FY 15/16</th>
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<tbody>
<tr>
<td>Action 1.1: Grocery Anchor</td>
<td>Lents Five-Year Action Plan</td>
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<td>Action 1.2: Bakery Blocks</td>
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<td>Action 1.3: 92H-92nd Avenue frontage</td>
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<td>Action 1.4: 92H-East portion</td>
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<td>Action 1.5: 92H-Southwest corner</td>
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<td>Action 2.1: Architectural Iron Product building</td>
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<td>Action 2.2: Sullivans Church Lots</td>
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<td>Action 2.3: Tate</td>
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<td>Action 2.4: McGalliard/Foster Rd/Crossroads Plaza</td>
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<td>Action 3.1: Implement Lents Entryways and Foster/Woodstock streetscape improvements.</td>
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