

## **Martin Luther King Jr. Blvd. Strategy Update and Action Plan (Action Plan) Overview Description**

The Portland Development Commission (PDC) is committed to the revitalization of Martin Luther King Jr. Boulevard (MLK Blvd.) in the north section of the Oregon Convention Center Urban Renewal Area (OCC URA). PDC, in partnership with the Bureau of Planning and Portland Department of Transportation, is developing the **MLK Blvd. Strategy Update and Action Plan (Action Plan)**.

The proposed Goal of the Draft Action Plan is to **“coordinate public and private efforts to refocus on the revitalization of Martin Luther King Jr. Blvd. to develop a corridor that promotes local wealth creation, engages and benefits a diverse group of stakeholders, and creates a livable and functional main street.”**

The Action Plan will be structured around six proposed Strategies:

- **Practice broad, inclusive public involvement**
- **Support small businesses, especially minority-owned, in the MLK Corridor**
- **Highlight the image and market on MLK Blvd.**
- **Facilitate commercial, mixed use development**
- **Facilitate housing development**
- **Improve the function of MLK Blvd. for people and transit**

Each Strategy will have 4 – 7 Action Items for City staff and our partners to implement to further revitalization efforts on MLK Blvd. The Action Plan will guide the work of City staff over the next 5 years. Staff seeks input from a broad range of stakeholders to ensure we are moving in the right direction. To this end, we have scheduled a series of outreach meetings with neighbors and stakeholders to solicit input. The Action Plan will be presented to the PDC Board for final approval in early summer of 2006.

Estee Segal, PDC Sr. Project Coordinator ([segale@pdc.us](mailto:segale@pdc.us), 503.823.3317) is the lead staff for the project. Joleen Jensen-Classen, PDC Public Affairs Coordinator ([jensen-classenj@pdc.us](mailto:jensen-classenj@pdc.us), 503.823.3352) is leading the public outreach portion of the project.

To review and comment on the Draft Action Plan, please go to: <http://www.pdc.us/mlk-actionplan>