

# Martin Luther King, Jr. Blvd. Action Plan

(proposed updates - March 2008)



Spiffin' Up Martin Luther King, Jr. Blvd.



Streetscape Improvements



New business owners at Vanport Square

## STRATEGY #1: Practice broad, inclusive public involvement

### ACTION ITEMS

1. Attend and participate in regular meetings of existing northeast Portland community organizations and associations.
2. Continue to coordinate and staff quarterly meetings of the Martin Luther King, Jr. Advisory Committee.
3. Create and support a 'Martin Luther King, Jr. Blvd. Business Ambassador Network' of existing business owners and developers on Martin Luther King, Jr. Blvd.
4. Issue media releases tied to significant events or project progress and completions on Martin Luther King, Jr. Blvd.
5. Identify opportunities for youth (students and young adults) to be involved with the implementation of Martin Luther King, Jr. Blvd. Action Plan.

### STATUS

Ongoing/Monthly

Ongoing/Quarterly  
Go to: [www.pdc.us/mlk](http://www.pdc.us/mlk)

Network in Place

Ongoing/Quarterly

Underway

**ACTION PLAN GOAL:** 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 Portland Development Commission (PDC) is committed to the revitalization of Martin Luther King, Jr. Boulevard, located in the north section of the Oregon Convention Center Urban Renewal Area (OCC URA). In 2006, the PDC Board of Commissioners directed PDC staff, in partnership with staff from the Bureau of Planning (BOP), Bureau of Development Services (BDS) and Portland Office of Transportation (PDOT), to develop a 5-year Action Plan to refocus limited public resources to further revitalization on Martin Luther King, Jr. Blvd. through 2011.

This Action Plan intends to focus on and implement long standing goals set forth in the Albina Community Plan and the Oregon Convention Center Urban Renewal Area Plan. In spring 2006 city staff attended ten meetings with community groups and seven one-on-one meetings with community leaders to gather input for the Action Plan. The Action Plan identifies 35 action items for public and private partners to accomplish.

This document presents the Action Plan in an updated format with information on the status of each action item since it was approved by the PDC Board in June 2006. Staff is in the process of gathering additional input from the community to update the Action Plan to better reflect revitalization goals and realities on Martin Luther King, Jr. Blvd. Through meetings, a presentation, and this document, staff is gathering input for the update, which will be presented to the PDC Board in late March 2008.

**Your input is important to this project! Please fill out the enclosed questionnaire and/or contact Estee Segal, PDC Project Manager at 503.823.3317 or [segale@pdc.us](mailto:segale@pdc.us) to further discuss your ideas for improving Martin Luther King, Jr. Blvd. You can also fill out the questionnaire on-line at [www.pdc.us/mlk-alberta/questionnaire](http://www.pdc.us/mlk-alberta/questionnaire).**

## STRATEGY #2: Support business development, especially minority-owned businesses, in the Martin Luther King, Jr. Blvd. Corridor

### ACTION ITEMS

1. Complete an expanded qualitative analysis of the business environment on Martin Luther King, Jr. Blvd.; analyze recommendations and implement key items.
2. Support existing businesses on Martin Luther King, Jr. Blvd. by expanding the marketing of current PDC programs and sharing information to connect businesses to technical assistance and financing.
3. Direct efforts towards recruiting businesses to Martin Luther King, Jr. Blvd. that pay living wages, with particular emphasis on recruiting PDC's target industry businesses.
4. Connect colleges and industry organizations with residents near Martin Luther King, Jr. Blvd. to expand workforce training opportunities.
5. Continue and expand the use of funds for technical assistance for small business development through certified training organizations and colleges.
6. Assist with establishing a business resource center on Martin Luther King, Jr. Blvd. through strategic partnerships.

### STATUS

Completed 12/2007

Ongoing/Yearly Mailings

Underway

Underway

Underway

Underway

### STRATEGY #3: Highlight the image and market on Martin Luther King, Jr. Blvd.

#### ACTION ITEMS

1. Create a series of heritage markers and a gateway into inner northeast neighborhoods north of Broadway on Martin Luther King, Jr. Blvd.
2. Promote distinct sections and sub-markets along the Martin Luther King, Jr. Blvd. Corridor.
3. Work with property owners and businesses on Martin Luther King, Jr. Blvd. to ensure their properties are in compliance with Title 29, Property Maintenance Regulation.
4. Sponsor events that celebrate and market Martin Luther King, Jr. Blvd.
5. Assist business association in finding a private sponsor to be an advocate for Martin Luther King, Jr. Blvd.
6. Use PDC project progress, completions and successes as opportunities to market and showcase Martin Luther King, Jr. Blvd.
7. Create a resource list of demographic and employment data to help facilitate opportunities for business location and development on Martin Luther King, Jr. Blvd.

#### STATUS

- Underway  
*Go to: [www.pdc.us/heritagemarkers](http://www.pdc.us/heritagemarkers)*
- Planning
- Ongoing
- Ongoing
- Not started
- Ongoing
- Not started

### STRATEGY #5: Facilitate housing development on Martin Luther King, Jr. Blvd.

#### ACTION ITEMS

1. Develop PDC owned properties – Grant Warehouse, Piedmont Place - with mixed-income, mixed-tenure residential uses and ground floor commercial.
2. Facilitate homeownership in PDC initiated high-density housing projects including Fremont Residential, Vanport Residential, Piedmont Place and Grant Warehouse.
3. Develop a design and financial feasibility model for small lot high density housing along Martin Luther King, Jr. Blvd.
4. Promote new housing development on Martin Luther King, Jr. Blvd. by connecting with existing property owners of residentially zoned parcels on Martin Luther King, Jr. Blvd. to resolve development difficulties related to site planning, building design and financial feasibility.
5. Create a resource brochure to refer housing developers to appropriate BDS staff who can assist them with zoning, design review and permitting questions and processes.

#### STATUS

- Underway
- Underway
- Underway
- Underway
- Completed 6/2007  
*Go to: [www.pdc.us/mlkcontacts](http://www.pdc.us/mlkcontacts)*

### STRATEGY #4: Facilitate commercial, mixed-use development on Martin Luther King, Jr. Blvd.

#### ACTION ITEMS

1. Ensure the implementation of four commercial and mixed-use projects at key nodes along Martin Luther King, Jr. Blvd. - Fremont, Beech, Heritage, Vanport.
2. Ensure that Development Agreements for Beech and Vanport Phase II, III include provisions for high quality projects that provide new job creation, involve local developers, leverage private sector investment and provide opportunities for minority contractors.
3. Market PDC's new Redevelopment Loan Program and Development Forums to encourage commercial, mixed-use development on Martin Luther King, Jr. Blvd. that meets OCC URA goals.
4. Establish criteria for expanding the OCC URA boundary to encompass key sites on Martin Luther King, Jr. Blvd. and Alberta Street.
5. Explore new models for commercial and business development.
6. Further implement the Fremont/Martin Luther King, Jr. Vision Study in the 12-block section of Martin Luther King, Jr. Blvd. between Fremont and Alberta Streets.
7. Create a resource brochure to refer developers of commercial, mixed-use projects to appropriate BDS staff who can assist with zoning, design review and permitting questions and processes.

#### STATUS

- Underway
- Underway
- Ongoing
- Underway
- Two studies completed 6/2007
- Underway
- Completed 6/2007  
*Go to: [www.pdc.us/mlkcontacts](http://www.pdc.us/mlkcontacts)*

### STRATEGY #6: Improve the function of Martin Luther King, Jr. Blvd. for people and transit

#### ACTION ITEMS

1. Develop a comprehensive study of traffic and pedestrian conditions on Martin Luther King, Jr. Blvd.
2. Develop a parking management strategy to better manage existing on-street parking resources and develop an off-street parking program.
3. Review and discuss transit enhancements on Martin Luther King, Jr. Blvd. regularly with Tri-Met.
4. Identify areas and projects for implementation of street improvements consistent with the Martin Luther King, Jr. Blvd. Streetscape Plan.
5. Identify a series of art pieces, historic signs or markers (in conjunction with RACC) that could enhance the corridor at gateways and major intersections.

#### STATUS

- Completed 8/2007
- Underway
- Ongoing
- Completed 7/2007
- Underway



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