

PDC

PORTLAND DEVELOPMENT COMMISSION

DATE: March 26, 2008

TO: Board of Commissioners

FROM: Bruce A. Warner, Executive Director

SUBJECT: Report Number 08-37
Implementation Report & Proposed Updates to the Martin Luther King, Jr. Blvd. Action Plan

EXECUTIVE SUMMARY

BOARD ACTION REQUESTED

None – information only.

SUMMARY

This is a progress report on the implementation of the *Martin Luther King, Jr. Blvd. Strategy and Action Plan* (Action Plan) since staff's last report in August 2007. Since August, a number of major milestones have been achieved, including the Vanport Project Phase I construction completion and opening, completion of the Martin Luther King, Jr. Blvd. Economic Development Study, significant progress on the Gateway and Heritage Markers Concept Plan, and an amendment to the Oregon Convention Center (OCC) Urban Renewal Area (URA) boundary to include the site for the Miracles Club redevelopment project.

This report also highlights proposed updates to the Action Plan based on feedback from the community and changes on Martin Luther King, Jr. Blvd. over the last two years. In February and March, staff went back to the organizations and stakeholders that they met with to develop the original 2006 Action Plan, to update them on progress in the area and to discuss ongoing opportunities and challenges. Staff put together a video presentation on the Action Plan that was shared at each meeting and which will be shared with the Board. A simplified, colorful flyer highlighting the updated Action Plan was also handed out at these meetings and is attached (Attachment A).

This briefing will be an opportunity for the Portland Development Commission (PDC) Board of Commissioners (Board) to add their input and ideas for furthering development along NE Martin Luther King, Jr. Blvd., and to hear the feedback and concerns voiced from recent community meetings.

BACKGROUND

On June 28, 2006, the PDC Board adopted Resolution No. 6374 approving the Action Plan to focus limited remaining public resources on implementing long-standing goals and furthering revitalization on Martin Luther King, Jr. Blvd. over the next five years. The Action Plan encompasses an overarching goal, 6 strategies, and 35 specific action items for implementation.

The Martin Luther King, Jr. Blvd. Team, made up of staff from City of Portland partner bureaus and PDC staff, meets quarterly to collaborate and coordinate the implementation. The Martin Luther King, Jr. Blvd. Team reports progress to the citizen-based Martin Luther King, Jr. Blvd. Advisory Committee through electronic project summaries and quarterly meetings.

Staff has presented two progress updates to the Board since the Action Plan was approved, in January and August 2007.

Action Plan Progress Report

The information that follows highlights the Action Plan accomplishments since the last report to the Board in August 2006.

Phase I of the Vanport Project was completed this winter, and the grand opening held in January 2008 (**Strategy 4, Action Item 1**). This project is a significant milestone for PDC as it is the largest and most prominent of PDC's seven catalyst, mixed-use projects on Martin Luther King, Jr. Blvd. The project created space for sixteen retail, restaurant and professional service businesses to locate and own their space on Martin Luther King, Jr. Blvd. Nine of the businesses at Vanport are women or minority-owned and between 50 and 70 jobs will be retained or generated for the project. This aligns closely with wealth and job creation goals in the Action Plan.

Since August 2007, significant progress has been made on the NE Martin Luther King, Jr. Blvd. **Gateway and Heritage Marker Concept Master Plan Project (Strategy 3, Action Item 1)**. The Stakeholder Advisory Group has met monthly with the consultant team to come up with ideas and concepts for the project. In January, the team hosted an Open House for the community to come learn and share ideas regarding the project. Over forty community members attended the Open House and are engaged in the discussion. Another Open House is scheduled for March 8, 2008. The design team is also working with the mentorship program at Jefferson High School to involve students in a number of aspects of this project.

The Oregon Convention Center Urban Renewal Area Boundary was amended in October 2007 to include 18,500 square feet of property on which the **Miracles Club** will develop a new meeting center and rental housing (**Strategy 5, Action Item 4**). PDC staff worked closely with staff from Commissioner Saltzman's office to coordinate and communicate to community stakeholders the reason for the extension and the nature of this project. It is expected that approximately \$3 million will be requested from the developer for this project from the OCC URA affordable housing set-aside allocation.

The NE Martin Luther King, Jr. Blvd. **Economic Development Study** was completed by the Rural Urban Development League in December 2007 (**Strategy 2, Action Item 1**) and presents a list of recommendations to improve the business environment on Martin Luther King, Jr. Blvd. The purpose of the study was to assess the challenges and opportunities for businesses located on the street or considering locating on the street. Emphasis was placed on reaching out to minority, women and emerging small businesses, to get their input to include in the study. Recommendations from the study have recently been aligned with the Action Plan and the next step is for staff to discuss the recommendations with the soon-to-be formed, PDC Community Economic Development team to develop an implementation strategy.

In fall 2007, PDC assisted **Portland Community College in locating two community classrooms** at the Heritage Building on Martin Luther King, Jr. Blvd. (**Strategy 2, Action Item 4**). A grant from PDC assisted with build out of the classrooms where PCC offers an array of community education classes – from photography to ballroom dancing for youth.

An inter-departmental, inter-bureau team of staff have been working with a consultant to assess development **options for high-density residentially zoned land (RH)** on Martin Luther King, Jr. Blvd. (**Strategy 5, Action Item 3**). Development in this zone has been especially challenging and slow, due to both the stringent requirements of the zoning code and the market for this type of housing on Martin Luther King, Jr. Blvd. Staff anticipates that this study will assist both PDC and private property owners in determining feasible projects that can be successfully built in this zone, including on the Grant Warehouse site.

Community advisory committee meetings were held for both the **Grant Warehouse Project** and **Piedmont Place, Phase II Project** over the winter months (**Strategy 5, Action Item 1**). These meetings garnered important input that will be used in issuing the Request for Proposals for the Grant Warehouse Project (expected to be released March 11, 2008) and in the design of the Piedmont Place, Phase II Project (development agreement expected in summer 2008).

In December, PDC staff hosted a **development workshop** for a dozen African American property owners who are in the middle of, or who have recently completed, PDC's Development Opportunity Services (DOS) Program (**Strategy 4, Action Item 3**). This workshop was in response to requests from owners who were uncertain of their next steps in moving forward with their projects. The intent was to provide high-level information to participants about the development process and move them closer to determining a feasible project. Staff is planning a series of development forums over the spring and summer to continue to develop topics introduced at this initial workshop. This is part of the Action Plan's approach to providing technical assistance to individual property owners along Martin Luther King, Jr. Blvd.

Since July 2007, PDC staff has made two **storefront grants** for a total of \$8,000 and received one new **business loan** application for a business in the Martin Luther King, Jr. Blvd. Corridor. Staff has made six **BRE visits** and is currently working on six **DOS grants** on the Blvd. (**Strategy 2, Action Item 2**).

In addition to the items highlighted above, staff has also been involved in the planning committee for the 2008 Spiffin' Up the Boulevard event (April 19, 2008), working to move the Beech Street Project forward, and reviewing applications that have been submitted for funds from PDC's new Redevelopment Loan Program. Significant progress has been made on a number of private development projects on Martin Luther King, Jr. Blvd. including the Graham Street Lofts residential condo project, purchase and redevelopment of the American State Bank building which will be renovated to create new commercial space, the new multi-story commercial building at NE Failing, and demolition of two derelict buildings (at NE Shaver and NE Sacramento).

In the next six months, staff anticipates the following action item milestones:

- Sell and transfer the Beech Street property for development of Planned Parenthood Headquarters
- Secure anchor tenant for Vanport Project, Phase III
- Fremont Residential Project completed, with one home sold to a Portland Community Land Trust qualified-buyer
- Developer selected for the Grant Warehouse Project
- Disposition and Development Agreement signed for Piedmont Place, Phase II Project
- Significant progress in leasing-up the Heritage Project and King's Crossing (Fremont Project)
- Completion of Concept Plan for the Gateway and Heritage Markers Project
- Determination of how PDC's new Community Economic Development approach can be applied to benefit the MLK Corridor
- Begin monthly series of "Development Workshops" (to be held April – November) open to property owners in the OCC and Interstate URAs
- Determine boundary expansion criteria/process for OCC URA

Proposed Updates to the Action Plan

Since the start of the implementation of the Action Plan in 2006, staff has been working together across PDC departments, city bureaus and with community members to move forward on action items. While staff has made significant progress on many of the action items, there are some that need to be changed, amended or simplified to be more realistic, and others that need to be added based on changing community needs.

Staff has taken the last few months to re-examine the Action Plan, discuss it with the Martin Luther King, Jr. Blvd. Team and the Martin Luther King, Jr. Blvd. Advisory Committee and come up with a number of proposed updates. Attachment B shows all the changes made to the Action Plan since it was approved in 2006, a few highlights follow:

- Added an action item related to involving students and young adults in implementation of the Action Plan;
- Identified the business association (NNEBA) as a strategic partner in a number of action items;
- Deleted the item calling for the development of a housing study, since this does not seem appropriate given the zoning, goals and expiration date of the OCC URA;
- More directly called for the development of homeownership options (vs. rental) in PDC upcoming high-density housing projects

The original version of the Action Plan was text-heavy and more of a working-document for staff, rather than something easily digestible for community stakeholders. To this end, staff has created a colorful, eye-catching flyer version of the updated Action Plan for handing out to the community, and has kept the original format (redlined) to be used as a working document for the Martin Luther King, Jr. Blvd. Team (Attachment B). This more detailed document can also be handed out to the community, upon request.

In addition, staff created a video presentation to take out to the same community groups that were originally approached for input on the creation of the Action Plan, to update them on progress and start a discussion on ongoing opportunities and challenges to development on Martin Luther King, Jr. Blvd. The idea behind this video is to update stakeholders - using a new, creative medium (video) - on accomplishments over the last two years, but to also entice greater participation from community members on current and future projects in the area. The hope is that the video elicits comments and new ideas to incorporate in staff's approach to their work on Martin Luther King, Jr. Blvd.

At the time of this meeting, staff has taken the video out to four groups and plans to visit another 5- 10 groups in the month of April (meetings listed in Attachment C) to solicit input on the Action Plan and the direction of development on Martin Luther King, Jr. Blvd.. So far two main concerns have been discussed at the meetings: 1) the issue that rising commercial rents make it difficult to preserve existing or attract new minority, women and emerging small businesses to the area, and 2) frustration that tax increment financing cannot be used to fund rent subsidies or a business resource center, two recent requests from the community.

Staff is exploring how we might respond to these issues and would like to discuss them with you at the briefing.

Staff intends to incorporate feedback from the remaining public meetings and from the Board briefing in a "final draft" version of the Action Plan, to be submitted to the Board for approval in June 2008 (consent agenda).

The Action Plan has clearly made a difference in coordinating and communicating the city's approach to revitalization on Martin Luther King, Jr. Blvd. It has provided a framework for staff's work in the area and a way to measure our accomplishments. It is an example of cross-departmental and cross-bureaus working together on common goals. One of its strengths is that it is a "living document" and that staff and the

community have the ability to change it and add to it as the reality on Martin Luther King, Jr. Blvd. changes, as projects are completed and as new challenges arise.

ATTACHMENTS:

- A. Martin Luther King, Jr. Blvd. Action Plan Proposed Updates flyer
- B. Original Martin Luther King, Jr. Blvd. Action Plan with updates redlined (staff working document)
- C. List of recent community meetings to discuss Action Plan
- D. Map of Development Projects on Martin Luther King, Jr. Blvd.

CC: C. Twete, Development Director
E. Segal, Sr. Project Coordinator
M. Baines, General Counsel
J. Jackley, Executive Operations Manager

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
 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 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.

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	STATUS
1. Create a series of heritage markers and a gateway into inner northeast neighborhoods north of Broadway on Martin Luther King, Jr. Blvd.	Underway <i>Go to: www.pdc.us/heritagemarkers</i>
2. Promote distinct sections and sub-markets along the Martin Luther King, Jr. Blvd. Corridor.	Planning
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.	Ongoing
4. Sponsor events that celebrate and market Martin Luther King, Jr. Blvd.	Ongoing
5. Assist business association in finding a private sponsor to be an advocate for Martin Luther King, Jr. Blvd.	Not started
6. Use PDC project progress, completions and successes as opportunities to market and showcase Martin Luther King, Jr. Blvd.	Ongoing
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.	Not started

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

ACTION ITEMS	STATUS
1. Develop PDC owned properties – Grant Warehouse, Piedmont Place - with mixed-income, mixed-tenure residential uses and ground floor commercial.	Underway
2. Facilitate homeownership in PDC initiated high-density housing projects including Fremont Residential, Vanport Residential, Piedmont Place and Grant Warehouse.	Underway
3. Develop a design and financial feasibility model for small lot high density housing along Martin Luther King, Jr. Blvd.	Underway
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.	Underway
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.	Completed 6/2007 <i>Go to: www.pdc.us/mlkcontacts</i>

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

ACTION ITEMS	STATUS
1. Ensure the implementation of four commercial and mixed-use projects at key nodes along Martin Luther King, Jr. Blvd. - Fremont, Beech, Heritage, Vanport.	Underway
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.	Underway
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.	Ongoing
4. Establish criteria for expanding the OCC URA boundary to encompass key sites on Martin Luther King, Jr. Blvd. and Alberta Street.	Underway
5. Explore new models for commercial and business development.	Two studies completed 6/2007
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.	Underway
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.	Completed 6/2007 <i>Go to: www.pdc.us/mlkcontacts</i>

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

ACTION ITEMS	STATUS
1. Develop a comprehensive study of traffic and pedestrian conditions on Martin Luther King, Jr. Blvd.	Completed 8/2007
2. Develop a parking management strategy to better manage existing on -street parking resources and develop an off-street parking program.	Underway
3. Review and discuss transit enhancements on Martin Luther King, Jr. Blvd. regularly with Tri-Met.	Ongoing
4. Identify areas and projects for implementation of street improvements consistent with the Martin Luther King, Jr. Blvd. Streetscape Plan.	Completed 7/2007
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.	Underway



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 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.

** This document compares the original, approved Action Plan (June 2006) with proposed updates to the Action Plan (March 2008). All proposed updates are shaded grey in this document.*

Martin Luther King Jr. Boulevard Strategy Update and Action Plan

Action Plan as Approved - June 2006

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). 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 MLK Blvd. Strategy Update and Action Plan (Action Plan).

This Action Plan intends to focus in on and implement long standing goals set forth in the Albina Community Plan and the Oregon Convention Center Urban Renewal Area Plan. It is an effort to refocus limited public resources to further revitalization on MLK Blvd. over the next five years. It identifies 35 action items for public and private partners to implement and identifies the specific agencies and organizations (“Implementers”) that will be expected to move these items forward. Each action item has a set of associated measurables by which to guide and track implementation, as well as an estimated budget amount. It is critical to note that the success of this Action Plan relies on identifying and allocating additional tax-increment financing resources (noted in the 5yr. Budget column), as well as leveraging other public and private resources, to implement the actions to improve MLK Blvd.

The action items represent ideas developed by city staff with input from a wide array of community stakeholders. During the months of April and May 2006 city staff attended ten meetings with community groups and seven individual one-on-one meetings with community leaders. Action Items also incorporate recommendations made by ECONorthwest in their March 2006 MLK Blvd. Development Study.

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.**

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

STRATEGY #2: **Support business development, especially minority-owned businesses, in the MLK Corridor**

STRATEGY #3: **Highlight the image and market on MLK Blvd.**

STRATEGY #4: **Facilitate commercial, mixed-use development**

STRATEGY #5: **Facilitate housing development**

STRATEGY #6: **Improve the function of MLK Blvd. for people and transit**

** Strategies are not listed in order of importance*

Action Plan Proposed Updates – March 2008

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). 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 MLK 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 individual one-on-one meetings with community leaders to gather input to create the Action Plan. The Action Plan identifies 35 action items for public and private partners to accomplish.

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 to further discuss your ideas for improving Martin Luther King, Jr. Blvd.

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.**

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

STRATEGY #2: **Support business development, especially minority-owned businesses, in the MLK Corridor**

STRATEGY #3: **Highlight the image and market on MLK Blvd.**

STRATEGY #4: **Facilitate commercial, mixed-use development**

STRATEGY #5: **Facilitate housing development**

STRATEGY #6: **Improve the function of MLK Blvd. for people and transit**

** Strategies are not listed in order of importance*

STRATEGY #1: Practice broad, inclusive public involvement

Action Items	Implementers	5yr. Budget	Measurable
1) Attend and participate in regular meetings of existing northeast Portland community organizations and associations that are active and representative of the diverse residents and businesses on MLK Blvd.	<ul style="list-style-type: none"> • PDC EcDev, BOP (NNEBA) • PDC Hsg, BOP (NECN) • PDC Dev (OAME) • PDC, BOP, PDOT (minority chambers of commerce, NE neighborhood associations) 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Attend NNEBA, NECN, OAME meetings quarterly • Attend minority chamber of commerce meetings and NE neighborhood association meetings at least once per year
Attend and participate in regular meetings of existing northeast Portland community organizations and associations that are active and representative of the diverse residents and businesses on MLK Blvd.	<ul style="list-style-type: none"> • PDC EcDev, BOP (NNEBA) • PDC Dev (OAME, NECN, minority chambers of commerce, NE neighborhood associations) 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Attend NNEBA, NECN, OAME meetings quarterly • Attend minority chamber of commerce meetings and NE neighborhood association meetings at least once per year
2) Continue to coordinate and staff quarterly meetings of the MLK Advisory Committee.	<ul style="list-style-type: none"> • PDC Dev, PA (organize) • PDC EcDev, Hsg, BOP, PDOT (participate) 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Hold quarterly meetings • Increase participation by members and the general public by 20%
Continue to coordinate and staff quarterly meetings of the MLK Advisory Committee.	<ul style="list-style-type: none"> • PDC Dev, PA (organize) • PDC EcDev, Hsg, BOP, PDOT (participate) 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Hold quarterly meetings • Increase participation by members and the general public by 20%
3) Create and support a ‘MLK Business Ambassador Network’ of existing business owners and developers on MLK Blvd. who can speak about and market the boulevard as a good place to locate.	<ul style="list-style-type: none"> • PDC PA (organize) • PDC Dev, EcDev (participate) 	<ul style="list-style-type: none"> • Staff time • VISTA 	<ul style="list-style-type: none"> • Create the MLK Business Ambassador Network • Initiate five contacts with businesses who have expressed interested in locating on MLK Blvd.
Create and support a ‘MLK Business Ambassador Network’ of existing business owners and developers on MLK Blvd.	<ul style="list-style-type: none"> • PDC Public Affairs, Development, Ec Dev 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Hold a yearly event for ambassadors • Do yearly mailing to real estate brokers • Inform five businesses about the network each year
4) Issue media releases to community based newspapers and publications tied to significant events or project progress/completions on MLK Blvd. to highlight development successes.	<ul style="list-style-type: none"> • PDC PA 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Issue media releases and other information about activities on MLK Blvd. on a quarterly basis
Issue media releases tied to significant events or project progress/completions on MLK Blvd.	<ul style="list-style-type: none"> • PDC Public Affairs 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Issue media releases and other information about activities on

			MLK Blvd. on a quarterly basis
NEW: 5) Identify opportunities for youth (students and young adults) to be involved with the implementation of MLK Action Plan action items.	<ul style="list-style-type: none"> • PDC Dev 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Make at least 4 outreach attempts per year to schools to invite participation of youth/young adults

STRATEGY #2: Support businesses development, especially minority-owned businesses, in the MLK Corridor

Action Items	Implementers	5yr. Budget	Measurable
1) Complete an expanded qualitative analysis of the business environment on MLK Blvd. to identify major barriers to business' success. (See Scope of Work, Economic Development Study 2006)	<ul style="list-style-type: none"> • PDC EcDev, private consultant 	<ul style="list-style-type: none"> • \$10,000 (within EcDev budget) • Staff time • VISTA 	<ul style="list-style-type: none"> • Completed study by 12/06 • Evaluate whether existing PDC business programs address barriers determined in study; develop/revise programs as necessary
Complete an expanded qualitative analysis of the business environment on MLK Blvd.; analyze recommendations and implement key items.	<ul style="list-style-type: none"> • PDC Ec Dev, Dev • City Bureaus 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Study completed 12/07 • Integrate recommendations with Community Economic Development work plan
2) Support existing businesses on MLK Blvd. by expanding the marketing of current PDC small business and property revitalization programs - DOS, Storefront, Business Finance tools (including the NMTC Small Business Loan Fund), Business Retention & Expansion services – as well connecting businesses to other technical assistance and financing.	<ul style="list-style-type: none"> • PDC EcDev, Dev, PA, BOP, BDS 	<ul style="list-style-type: none"> • Within 5yr. budget forecast • Staff time 	<ul style="list-style-type: none"> • 1 marketing mailing per year • 1 presentation to Portland Business Association (or other professional organization) per year • Create an inter-bureau “assistance team” to go door-to-door to offer technical assistance to businesses; conduct 4 visits per year • Partner with Small Business Administration to host a MLK walk with lenders, leaders and media on business visits
Support existing businesses on MLK Blvd. by expanding the marketing of current PDC programs and sharing information to connect businesses to technical assistance and financing.	<ul style="list-style-type: none"> • PDC EcDev, Dev, PA, CRBE • BOP, BDS 	<ul style="list-style-type: none"> • Staff time • DOS \$650,000 • Storefront \$1.25M • Business Loans \$3M (need additional \$2M) 	<ul style="list-style-type: none"> • 1 marketing mailing per year • 1 presentation to a professional business organization per year
3) Recruit new businesses to MLK Blvd. (that fit business industry niches identified in Economic Development Study) by strengthening the role of PDC Business Recruitment, Retention, Expansion staff and connecting with real estate brokers and lenders.	<ul style="list-style-type: none"> • PDC EcDev, Dev 	<ul style="list-style-type: none"> • Within 5yr. budget forecast • Staff time 	<ul style="list-style-type: none"> • Identify group of active real estate brokers and lenders to assist in recruitment; meet twice per year in a roundtable discussion • Develop and maintain a listing of available properties on MLK Blvd.
Direct efforts towards recruiting businesses to MLK Blvd. that fill neighborhood needs and create a revitalized boulevard.	<ul style="list-style-type: none"> • PDC EcDev, Dev 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Identify group of active real estate brokers and lenders to assist in recruitment; meet annually with real estate professionals

			<ul style="list-style-type: none"> • Make information available on properties on MLK Blvd., such as flyers on key redevelopment projects
4) Strengthen relationships with organizations and colleges that do workforce training to help connect community residents with living-wage jobs in local area (e.g. Swan Island, Rivergate, NW Industrial Area, etc.).	<ul style="list-style-type: none"> • PDC EcDev, Dev, PA, local workforce organizations 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Establish networking group with Worksystems Inc., PCC, PSU, Sabin CDC and other organizations • Co-host one community event for MLK businesses with a workforce training organization
Connect colleges and industry organizations with residents of MLK Blvd to expand workforce training opportunities.	<ul style="list-style-type: none"> • PDC EcDev, CRBE • local workforce organizations 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Establish networking group with Worksystems Inc., PCC, PSU, Sabin CDC and other organizations
5) Continue and expand funding for technical assistance for small business development through certified training organizations and colleges, such as Portland Community College's Small Business Development Center (SBDC), Oregon Manufacturing Extension Partnership (OMEP), and the Zero Waste Alliance.	<ul style="list-style-type: none"> • PDC EcDev, technical assistance providers 	<ul style="list-style-type: none"> • Staff time • Within 5yr. budget forecast • + \$200,000 for additional assist 	<ul style="list-style-type: none"> • Execute additional agreements with technical assistance providers such as PSU Business Outreach Program, the Hispanic Chamber, and the Black United Fund. • Five referrals per year to technical assistance programs each year
Continue and expand the use of funds for technical assistance for small business development through certified training organizations and colleges.	<ul style="list-style-type: none"> • PDC EcDev, technical assistance providers 	<ul style="list-style-type: none"> • Staff time • TBD based on Community Economic Development approach 	<ul style="list-style-type: none"> • Work to develop programs with technical service providers such as the PSU Business Outreach Program, the Hispanic Chamber, and the Black United Fund. • Five business referrals to technical assistance providers each year
6) Explore feasibility of establishing business resource center on MLK Blvd. through strategic partnerships.	<ul style="list-style-type: none"> • PDC EcDev, Dev, PCC 	<ul style="list-style-type: none"> • Staff time • + \$500,000 for potential subsidy 	<ul style="list-style-type: none"> • Convene meetings with key stakeholders to draft plan and identify potential sources of funding • Draft concept paper
Assist with establishing a business resource center on MLK Blvd. through strategic partnerships.	<ul style="list-style-type: none"> • PDC EcDev, Dev, PCC 	<ul style="list-style-type: none"> • Consultant \$100,000 • TBD based on Community Economic Development approach 	<ul style="list-style-type: none"> • Complete analysis of all technical assistance available to area businesses

STRATEGY #3: Highlight the image and market on MLK

Action Items	Implementers	5yr. Budget	Measurable
1) Focus on implementing a long standing goal in the Albina Community Plan, creating a gateway into inner northeast neighborhoods north of Broadway on MLK Blvd., that celebrates and pays tribute to Dr. Martin Luther King Jr.	<ul style="list-style-type: none"> • PDC Dev, PDOT, BOP 	<ul style="list-style-type: none"> • Staff time • + \$500,000 to leverage other 	<ul style="list-style-type: none"> • Identify a team of business and community leaders to gain support, momentum for this action item • Apply for appropriate grants and resources,

		resources	such as ODOT Transit Enhancement grant
Create a series of heritage markers and a gateway into inner northeast neighborhoods north of Broadway on MLK Blvd.	<ul style="list-style-type: none"> • PDC Dev, PDOT, consultant 	<ul style="list-style-type: none"> • \$750,000 (\$1.5M needed) 	<ul style="list-style-type: none"> • Complete Concept Plan • Find resources for construction, maintenance
2) Characterize a set of “sub-districts” along MLK Blvd. to promote distinct sections and sub-markets along the Corridor (and east-west connector streets) to raise the image and attract more businesses, shoppers and development.	<ul style="list-style-type: none"> • PDC Dev, EcDev, Hsg, PDOT, BOP 	<ul style="list-style-type: none"> • + \$50,000 	<ul style="list-style-type: none"> • Organize a meeting with stakeholders (including real estate brokers) to brainstorm concept and develop method of implementation
Promote distinct sections and sub-markets along the Corridor.	<ul style="list-style-type: none"> • PDC Dev, BOP 	<ul style="list-style-type: none"> • \$50,000 	<ul style="list-style-type: none"> • Organize a meeting with stakeholders (including real estate brokers) to brainstorm concept and develop method of implementation
3) Work with property owners and businesses on MLK Blvd. to ensure their properties are in compliance with Title 29, Property Maintenance Regulation.	<ul style="list-style-type: none"> • BDS Neighborhood Inspection, Compliance Services, PDC Dev, PDC EcDev 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Establish a mini-target area along MLK Blvd. to identify and assist properties with property maintenance code issues • Inform community of BDS Compliance Services enforcement scope and processes
Work with property owners and businesses on MLK Blvd. to ensure their properties are in compliance with Title 29, Property Maintenance Regulation.	BDS Neighborhood Inspection, Compliance Services, MLK Team	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Ongoing contact with property owners, NNEBA, BDS Compliance Services on enforcement
4) Sponsor events that celebrate and market MLK Blvd. such as the MLK Day Run, Good in the Neighborhood	<ul style="list-style-type: none"> • PDC Dev, PA 	<ul style="list-style-type: none"> • + \$10,000 	<ul style="list-style-type: none"> • Sponsor 2 MLK Blvd. related events each year
Sponsor events that celebrate and market MLK Blvd.	<ul style="list-style-type: none"> • PDC Dev, Ec Dev, Hsg, PA 	<ul style="list-style-type: none"> • \$15,000 	<ul style="list-style-type: none"> • Sponsor 2 MLK Blvd. related events each year (SOLV, Good in the Neighborhood)
5) Find a private sponsor to be an advocate for MLK Blvd. to network with businesses, build organizational capacity and market the opportunities on the street (i.e. LISC Program, Main Street Manager Program, or a private business sponsor)	<ul style="list-style-type: none"> • PDC Dev, EcDev, BOP, NNEBA 	<ul style="list-style-type: none"> • Staff time • VISTA • + \$20,000 	<ul style="list-style-type: none"> • Investigate programs to support private sponsor such as LISC Program, Main Street Manager Program • Approach private sector for potential sponsorship; if necessary budget public resources to leverage private resources for such a sponsor
Assist business association in obtaining paid staff for marketing and advocacy on MLK Blvd.	<ul style="list-style-type: none"> • PDC Dev, Ec Dev, NNEBA 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Investigate programs to support salary for marketing and advocacy staff
6) Use PDC project progress, completions and successes as opportunities to market and showcase MLK Blvd.	<ul style="list-style-type: none"> • PDC PA, Dev, EcDev, Hsg 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Issue press releases related to project/program successes as appropriate • Develop marketing piece on the fiber optic line that runs below MLK Blvd. as an attractor for business location
Use PDC project progress, completions and successes as	<ul style="list-style-type: none"> • PDC PA, Dev, 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Issue press releases related to project/program

opportunities to market and showcase MLK Blvd.	EcDev, Hsg		<ul style="list-style-type: none"> successes as appropriate Use MLK Action Plan update video as a communication tool
7) Make demographic, employment data on inner-northeast broadly available to business, tenants, and brokers to help facilitate opportunities for business location and development on MLK Blvd.	<ul style="list-style-type: none"> PDC Dev, EcDev, flexible services consultant 	<ul style="list-style-type: none"> + \$10,000 	<ul style="list-style-type: none"> Develop scope of work to hire consultant(s) to research and present data
Create a resource list of demographic, employment data to help facilitate opportunities for business location and development on MLK Blvd.	<ul style="list-style-type: none"> PDC Dev, Ec Dev, consultant 	<ul style="list-style-type: none"> \$20,000 	<ul style="list-style-type: none"> Develop template for data Update 2x each year

STRATEGY #4: Facilitate commercial, mixed-use development

Action Items	Implementers	5yr. Budget	Measurable
1) Ensure the implementation of four commercial and mixed-use projects at key nodes along MLK Blvd. - Fremont, Beech, Heritage, Vanport – by executing development agreements and transferring land.	<ul style="list-style-type: none"> PDC Dev, EcDev, Hsg, BDS 	<ul style="list-style-type: none"> Staff time Within 5yr. budget forecast 	<ul style="list-style-type: none"> Land sales and construction start on Heritage, Fremont in 2006 Development Agreements executed for Vanport Phase I, Beech in 2006
Ensure the implementation of four commercial and mixed-use projects at key nodes along MLK Blvd. - Fremont, Beech, Heritage, Vanport.	<ul style="list-style-type: none"> PDC Dev, EcDev, Hsg, BDS 	<ul style="list-style-type: none"> Staff time Within 5 year budget forecast 	<ul style="list-style-type: none"> Construction of Beech, Vanport Phase II & III by 2009
2) Ensure that the 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.	<ul style="list-style-type: none"> PDC Dev, EcDev 	<ul style="list-style-type: none"> Staff time Within 5yr. budget forecast + \$1,000,000 for leverage 	<ul style="list-style-type: none"> Negotiate Development Agreements with these elements in 2006
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.	<ul style="list-style-type: none"> PDC Dev, EcDev 	<ul style="list-style-type: none"> Staff time Within 5 year budget forecast 	<ul style="list-style-type: none"> Manage Development Agreements through construction
3) Encourage new commercial, mixed-use development by creating a ‘Development Opportunity Fund’ for construction gap financing for private projects on MLK Blvd. that meet URA goals.	<ul style="list-style-type: none"> PDC Dev 	<ul style="list-style-type: none"> Staff time + \$2,000,000 for gap financing 	<ul style="list-style-type: none"> Include budget for fund in 2008/09 OCC URA budget Develop criteria, evaluation methodology to receive funding
Market PDC’s new Redevelopment Loan Program to encourage commercial, mixed-use development on MLK	<ul style="list-style-type: none"> PDC Dev 	<ul style="list-style-type: none"> \$3.7M (\$5M needed) 	<ul style="list-style-type: none"> One program marketing effort per year Close 2-4 applications per year

Blvd. that meet URA goals.			
4) Establish criteria for expanding the OCC URA boundary to encompass key sites on MLK Blvd., Alberta and Killingsworth Streets that have commercial redevelopment potential and meet URA goals.	<ul style="list-style-type: none"> • PDC Dev, PA 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Study sites outside of boundary and development status • Establish criteria for expansion
Establish criteria for expanding the OCC URA boundary to encompass key sites on MLK Blvd. and Alberta Street.	<ul style="list-style-type: none"> • PDC Dev, PA, Finance 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Map sites on expansion log • Propose criteria for amendment • Make go/no-go decision on amendment
5) Explore new models for commercial and business development such as commercial condominiums, a tenant subsidy program, a lease-to-own program, or a commercial land trust.	<ul style="list-style-type: none"> • PDC Dev, EcDev, BOP, private consultant, non-profits 	<ul style="list-style-type: none"> • Staff time • + \$25,000 to research • + \$2,000,000 assist 	<ul style="list-style-type: none"> • Complete analyses of 2 new models by 6/07 • Aim to incorporate ‘new models’ in RFP for Grant, Piedmont projects
Explore new models for commercial and business development	<ul style="list-style-type: none"> • PDC Dev, EcDev, BOP, private consultant, non-profits 	<ul style="list-style-type: none"> • \$20,000 for analyses (\$2M needed for implementation) 	<ul style="list-style-type: none"> • Complete analyses of 2 new models by 2010
6) Further implement Fremont/MLK Vision Study by creating a team to focus on 12-block section of MLK Blvd. between Fremont and Alberta Streets, offering technical assistance to property owners and businesses.	<ul style="list-style-type: none"> • PDC Dev, EcDev, Hsg • BDS Neighborhood Inspection, Compliance Services 	<ul style="list-style-type: none"> • Staff time • VISTA 	<ul style="list-style-type: none"> • Inventory properties between Fremont and Alberta for ownership, zoning, development status, etc. • Send “assistance team” to work with property owners • Coordinate with BDS to offer assistance with compliance issues
Further implement Fremont/MLK Vision Study in the 12-block section of MLK Blvd. between Fremont and Alberta Streets.	<ul style="list-style-type: none"> • PDC Dev, EcDev, Hsg • BDS Neighborhood Inspection, Compliance Services 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Market programs and resources to property owners in this area • Refer property owners to new Development Workshop series • Coordinate with BDS to offer assistance with compliance issues
7) Refer developers of commercial, mixed-use projects to appropriate BDS staff who can assist them with zoning, design review and permitting questions and processes. This may include assignment of a BDS process manager for complex and/or large development projects.	<ul style="list-style-type: none"> • PDC, BOP (referrals) • BDS Design Review, Permitting (assistance) 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Refer developers as appropriate • Assist developers to project construction • Create a contact sheet with names, numbers, roles of BDS and other City staff available to assist with MLK Blvd. projects
Create 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.	<ul style="list-style-type: none"> • PDC, BOP (referrals) • BDS Design Review, Permitting (assistance) 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Brochure created 6/2007 • Distribute brochure and assist developers with project feasibility/construction

STRATEGY #5: Facilitate housing development

Action Items	Implementers	5yr. Budget	Measurable
1) Produce a housing study that focuses on the MLK Corridor and the surrounding neighborhoods, to inform development of public, private and not-for-profit housing providers. <i>(See Scope of Work, Housing Study 2006)</i>	<ul style="list-style-type: none"> • PDC Housing (Policy & Planning, Development) 	<ul style="list-style-type: none"> • Staff time • \$10,000 (within Housing budget) 	<ul style="list-style-type: none"> • Housing Study by 12/06
DELETE – no longer appropriate			
2) Develop PDC owned properties with mixed-income, mixed-tenure residential uses and ground floor commercial (Piedmont, Grant Warehouse).	<ul style="list-style-type: none"> • PDC Housing (Development), PDC Dev, private developers 	<ul style="list-style-type: none"> • Within 5yr. budget forecast • + \$1,000,000 to assist 	<ul style="list-style-type: none"> • Issue Piedmont RFP in 2006 • Develop Grant RFP in 2006
Develop PDC owned properties – Grant Warehouse, Piedmont - with mixed-income, mixed-tenure residential uses and ground floor commercial.	<ul style="list-style-type: none"> • PDC Housing (Development, Finance), PDC Dev, private developers 	<ul style="list-style-type: none"> • Grant \$2M • Piedmont \$1.75M 	<ul style="list-style-type: none"> • Piedmont DDA by 9/2008 • Grant DDA by 3/2009
3) Facilitate homeownership by developing a variety of home-buying models to assist affordability on MLK.	<ul style="list-style-type: none"> • PDC Neighborhood Housing Program 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Review of existing programs by 12/06 • New or modified programs and partnerships developed as appropriate
Facilitate homeownership in PDC initiated high-density housing projects such as Fremont Residential, Vanport Residential, Piedmont Place and Grant Warehouse.	<ul style="list-style-type: none"> • PDC Neighborhood Housing Program 	<ul style="list-style-type: none"> • Staff time (TBD based on project needs) 	<ul style="list-style-type: none"> • Include request for ownership in negotiations, DDAs • New or modified programs and partnerships developed as appropriate
4) Develop a design and financial feasibility model for small lot high density housing along with other models as needed based on the outcomes of the housing study.	<ul style="list-style-type: none"> • PDC Housing (Policy & Planning, Development and Finance Sections) 	<ul style="list-style-type: none"> • Staff time • + \$25,000 	<ul style="list-style-type: none"> • Model and report by 12/06
Develop a design and financial feasibility model for small lot high density housing along with other models.	<ul style="list-style-type: none"> • PDC Housing (Policy & Planning, Development and Finance Sections), consultant 	<ul style="list-style-type: none"> • Within budget forecast 	<ul style="list-style-type: none"> • Model and report by June 2008
5) Promote new housing development on MLK Blvd. by connecting with existing property owners of residentially zoned parcels on MLK Blvd. to resolve development difficulties related to site planning, building design and financial feasibility.	<ul style="list-style-type: none"> • PDC Housing (Policy & Planning, Development and Finance Sections), private developers 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Four owner contacts by end of 2006 • Create technical assistance product specifically focused on resolving development difficulties

Promote new housing development on MLK Blvd. by connecting with existing property owners of residentially zoned parcels on MLK Blvd. to resolve development difficulties related to site planning, building design and financial feasibility.	<ul style="list-style-type: none"> • PDC Housing (Policy & Planning, Development and Finance Sections), private developers 	<ul style="list-style-type: none"> • Staff time • Within budget forecast 	<ul style="list-style-type: none"> • Four owner contacts by 2010 • Create technical assistance product specifically focused on resolving development difficulties • Refer property owners to new Development Workshop series
6) Refer housing developers to appropriate BDS staff who can assist them with zoning, design review and permitting questions and processes. This may include assignment of a BDS process manager for complex and/or large development projects.	<ul style="list-style-type: none"> • PDC, BOP (referrals) • BDS Design Review, Permitting (assistance) 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Refer developers as appropriate • Assist developers to project construction • Create a contact sheet with names, numbers, roles of BDS and other City staff available to assist with MLK Blvd. projects
Create resource brochure to refer housing developers to appropriate BDS staff who can assist them with zoning, design review and permitting questions and processes.	<ul style="list-style-type: none"> • PDC, BOP (referrals) • BDS Design Review, Permitting (assistance) 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Brochure created 6/2007 • Distribute brochure and assist developers with project feasibility/construction

STRATEGY #6: Improve the function of MLK Blvd. for people and transit

Action Items	Implementers	5yr. Budget	Measurable
1) Develop a comprehensive study of traffic and pedestrian conditions on MLK Blvd., including exploration of possible speed management strategies and additional pedestrian crossings.	<ul style="list-style-type: none"> • PDOT , private consultant 	<ul style="list-style-type: none"> • + 150,000 	<ul style="list-style-type: none"> • Draft scope of work by 10/06 • Complete study by 12/06
Develop a comprehensive study of traffic and pedestrian conditions on MLK Blvd.	<ul style="list-style-type: none"> • PDOT 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Implement study outcomes as possible • Monitor ongoing MLK Blvd. conditions and operations
2) Develop a parking management strategy to better manage existing on-street parking resources and develop an off-street parking program that encourages the shared-use of parking lots among businesses	<ul style="list-style-type: none"> • PDOT, PDC Dev, TriMet 	<ul style="list-style-type: none"> • Staff time • + \$50,000 	<ul style="list-style-type: none"> • Preliminary assessment completed by 10/06 which identifies possible location for off-street parking • Assess the feasibility of shared parking program by discussing with property owners and stakeholders
Develop a parking management strategy to better manage existing on-street parking resources and develop an off-street parking program.	<ul style="list-style-type: none"> • PDOT, PDC Dev, TriMet, BOP 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Assess the feasibility of shared parking program by discussing with property owners and stakeholders
3) Develop a program or funding mechanism to install and pay for enhanced transit stops including trash cans, shelters and benches.	<ul style="list-style-type: none"> • PDOT, PDC Dev, TriMet 	<ul style="list-style-type: none"> • + \$500,000 	<ul style="list-style-type: none"> • Identify next steps with TriMet by 10/06

Discuss the possibility of enhancing the quality and frequency of transit service on MLK.			
Review and discuss transit enhancements on MLK Blvd. regularly with TriMet.	<ul style="list-style-type: none"> • PDOT, PDC Dev, TriMet 	<ul style="list-style-type: none"> • Staff time 	<ul style="list-style-type: none"> • Meet with TriMet staff at least one time per year
4) Identify areas and projects for implementation of street improvements consistent with the MLK Streetscape Plan.	<ul style="list-style-type: none"> • PDOT, PDC Dev 	<ul style="list-style-type: none"> • + \$1,000,000 	<ul style="list-style-type: none"> • Identify locations by 7/06 • Discuss funding as part of 2008/09 URA budget discussions
Identify areas and projects for implementation of street improvements consistent with the MLK Streetscape Plan.	<ul style="list-style-type: none"> • PDOT, PDC Dev 	<ul style="list-style-type: none"> • \$50,000 	<ul style="list-style-type: none"> • Monitor ongoing MLK Blvd. conditions and operations
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.	<ul style="list-style-type: none"> • PDOT, PDC Dev , BOP, RACC 	<ul style="list-style-type: none"> • + \$250,000 	<ul style="list-style-type: none"> • Meet with stakeholders and RACC to discuss potential funding, ideas for implementation
Identify a series of art pieces, historic signs or markers (in conjunction with RACC) that could enhance the corridor at gateways and major intersections.	<ul style="list-style-type: none"> • PDOT, PDC Dev , BOP, RACC 	<ul style="list-style-type: none"> • (included above) 	<ul style="list-style-type: none"> • Fold into Gateway Heritage Markers Project

Outreach on Martin Luther King, Jr. Blvd. Action Plan Update

Visited:

Martin Luther King, Jr. Blvd. Advisory Committee – February 19, 2008
Northeast Coalition of Neighborhoods Land Use Committee – February 27, 2008
North/Northeast Business Association Board Meeting – March 3, 2008
Oregon Convention Center Urban Renewal Area Advisory Committee – March 5, 2008
Urban League of Portland – March 13, 2008

Planned:

Black Citizen's Coalition – March 27, 2008

Requested:

Albina Ministerial Alliance – TBD
African American Alliance – TBD
Vanport Project Advisory Committee – TBD
Martin Luther King, Jr. Blvd. Gateway Stakeholder Advisory Group – TBD
OAME Coffee & Issues - TBD
Hispanic Chamber - TBD
Sabin Community Development - TBD
Skanner Newspaper - TBD
Observer Newspaper- TBD

DEVELOPMENT PROJECTS ON NE MARTIN LUTHER KING, JR. BLVD.

MARCH 2008



Piedmont Place Phase II
 Design work in progress



Vanport Square Phase I
 Completed 2008



Beech Street
 Design work in progress



Fremont Commercial (King's Crossing)
 Completed 2007



Fremont Residential
 Expected completion
 May 2008

MLK Gateway Triangle
 Design work in progress



Grant Warehouse Site
 RFP issued March 2008



Henry V
 Completed 2005

LEGEND

- PDC Mixed-Use Projects
- Private Recent/Planned Projects
- MLK Gateway
- Storefront Grants
- Development Opportunity Services (DOS)
- Business Grants & Loans
- OCCURA Boundary
- Neighborhoods

MLK Projects March 2008



222 NW Fifth Avenue
 Portland, OR 97209

www.pdc.us

