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Outer Southeast Business Plan Action Charts: Adopted by Resolution Number 35491

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**Outer Southeast Business Plan
Action Charts
Adopted by Resolution No. 35491**

RESOLUTION No. 35491

Adopt the Vision Plan Map and Action Charts for the Outer Southeast Community Plan and Neighborhood and Business Plans developed with and as part of the Outer Southeast Community Plan. (Resolution).

WHEREAS, the Comprehensive Plan Map of the Outer Southeast Community Plan is a part of the Comprehensive Plan, the Vision Plan Map is not part of the Comprehensive Plan.

WHEREAS, the Vision Plan Map is attached as Exhibit O and is intended as an illustrative diagram to show how the various themes of the Outer Southeast Community relate to each other. Plan features and elements support policies and objectives and are referred to in the Action Charts (Exhibit A). While realization of the Outer southeast community Plan would be enhanced through development of these features and elements, there may be other ways than those proposed to achieve the desired ends.

WHEREAS, the policy elements of the Outer Southeast Community Plan are adopted by ordinance as a part of the Comprehensive Plan, the Action Charts are not part of the Comprehensive Plan.

WHEREAS, the Outer Southeast Community Plan, is attached as Exhibit A and the following Neighborhood and Business Plans are attached as Exhibits B through L. (Exhibit B. Centennial; Exhibit C. Foster-Powell; Exhibit D. Hazelwood; Exhibit E. Lents; Exhibit F. Mill Park; Exhibit G. Montavilla; Exhibit H. Mt. Scott-Arleta; Exhibit I. Pleasant Valley; Exhibit J. Powellhurst-Gilbert; Exhibit K. South Tabor; Exhibit L. Outer Southeast Business Plan).

WHEREAS, the Action Charts consist of lists of ideas for capital projects and ongoing programs.

WHEREAS, the Action Charts describe the proposed projects, programs and regulatory actions. They identify an appropriate time frame for implementation and identify public, non-profit and private agencies and partnerships to lead or oversee the implementation of the item.

WHEREAS, the Action Charts also suggest changes in the City's land use regulations and zoning map. These changes in the City's land use regulations are adopted separately by ordinance.

WHEREAS, the City Council has adopted the Recommended Outer Southeast Community Plan vision, policies, and objectives, as amended by Council in Exhibit U, as part of the City of Portland Comprehensive Plan.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Portland, a municipal corporation of the State of Oregon, that the City Council of the City

of Portland adopt the Vision Plan Map (Exhibit O) and the Action Charts of the Recommended Outer Southeast Community Plan, Neighborhood and Business Plan, as amended by Council (as shown in Exhibits A through L), and that:

- a. The Vision Plan Map (Exhibit O) is adopted by Council as an illustrative diagram to show how the various themes of the Outer Southeast Community relate to each other.
- b. The implementation actions associated with the Recommended Outer Southeast Community Plan Action Charts are approved by Council as a starting place for the revitalization of the Outer Southeast Community.
- c. Proposals for projects and programs approved by this resolution are understood to be a starting place. All actions have an identified implementor. They will be adopted with the understanding that some will need to be adjusted and others replaced with more feasible proposals. Identification of an implementor for an action is an expression of interest and support with the understanding that circumstances will affect the implementation leader's ability to take action.
- d. The City Council authorizes the City agencies identified on the action charts as Implementors, to engage in activities aimed at implementing the projects and programs called for on the Outer Southeast Community, Neighborhood, and Business Plan action charts.

BE IT FURTHER RESOLVED by the Council of the City of Portland, a municipal corporation of the State of Oregon that the City Council authorizes and directs the Bureau of Planning to make corrections to the action charts of the Outer Southeast Community Plan, Neighborhood and Business Plans in order to correct typographical errors and to ensure parallel construction.

Adopted by the Council,
Commissioner Charlie Hales
Gerald D. Brock, Ph.D., AIA, AICP: gdb

BARBARA CLARK
Auditor of the City of Portland
By

Deputy

Action Chart: Promotion and Revitalization of Businesses and Institutions

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
PROJECTS						
P1	Prepare a marketing analysis and plan, to include: <ul style="list-style-type: none"> analysis of existing businesses and commercial sites inventory of zoning and land uses determination of the type of businesses desirable to attract to the area identification of distinct business district areas identification of the realistic market area customer survey(s) identification of market incentives 			X		OSEBC, PDC, CC, APNBA
P2	Seek State funds for Economic Development.			X		APNBA, OSEBC
PROGRAMS						
P3	Implement the marketing plan by: <ul style="list-style-type: none"> publishing written materials to advertise the area communicating to the public that business areas are working towards general improvement of the area. marketing to employees to increase feeling of pride of ownership marketing to neighborhoods and their associations to increase feeling of pride in nearby commercial areas 		X			OSEBC, PDC, CC, APNBA Business
P4	Take the leadership role in publicizing opportunity sites in Outer Southeast by: <ul style="list-style-type: none"> identifying other sites inventorying vacant property throughout the area assisting in any environmental cleanup 			X		OSEBC BES, DEQ, EPA
P5	Work with PDC to possibly designate the entire area as an Enterprise Zone and/or Urban Renewal District.			X		OSEBC

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
P6	Establish and hold an annual rotating "special event" in each distinct part of the Outer Southeast area on a rotating basis. a. Determine its logistics and prepare a plan for its implementation: • Look for time of year with good weather. • Identify unused themes of type of attractions. • Consider coordination with Rose Festival. b. Include the following: • Bands in parks • Street festivals • Art shows • Ethnic celebrations • Hot air balloons or other attractions as appropriate c. Request special use of MAX for special events.		X			OSEBC, BA, NA, APNBA
P7	Establish events in parks and in commercial areas which celebrate these areas and the residents.		X			OSEBC, BA, NA
P8	Improve communications between neighborhood and business associations.		X			OSEBC, BA, NA, ONA, SEUL, EPDC
P9	Attract residents to existing affordable housing and encourage improvement of this housing.		X			OSEBC, BA, PDC, HAP, ROSE
P10	Inform neighborhood associations of the needs of businesses.		X			OSEBC, BA, APNBA
P11	Encourage business owners to offer incentives to their employees to live close to work.			X		OSEBC, BA

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Action Chart: Crime and Public Safety

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
PROJECTS						
CPS1	Identify crisis areas and establish safety action teams in those areas.			X		OSEBC, BA, PPB, SEUL, EPDC
CPS2	Promote the location of police precincts, local offices or community contact stations in centralized, heavy traffic areas so as to ensure a rapid response time.			X		OSEBC
CPS3	Consider centralized locations for new police precincts.		X			PPB or OSEBC
CPS4	Approve and create appropriate places to post notices.			X		OSEBC, BA, NA
PROGRAMS						
CPS5	Develop and maintain a strong working relationship between Police Liaison Officers and businesses.		X			OSEBC, BA, PPB
CPS6	Schedule regular meetings between Police Liaison Officers and business associations to determine methods to deal with problems and pose solutions.		X			OSEBC, BA, PPB
CPS7	Regarding street and property lighting: a. Provide street lights in locations which do not meet the city standards. b. Provide information to property owners to encourage upgrade of lighting on their properties. c. Create joint projects between adjacent property owners to provide lighting. d. Use motion detector lights where halogen lights could be in conflict with the neighbors.		X			OSEBC, BA, NA
CPS8	Implement Business Watch within designated areas; strengthen and organize the business community by using Crime Watch.		X			OSEBC, BA, SEUL, EPDC
CPS9	To reduce litter, vandalism, and traffic through adjacent neighborhood streets, negotiate and implement Good Neighbor Agreements between drive-through businesses in proximity to schools, adjacent schools, neighborhood associations, and business associations.		X			OSEBC, BA, NA, SD, EPDC, SEUL, Business
CPS 10	Promote programs to inform property owners to use the principles of CPTED (Crime Prevention Through Environmental Design) to deter crime.		X			OSEBC, BA, PPB, SEUL, EPDC
CPS 11	Encourage removal of visual clutter from utility poles. Include in SOLV campaigns.		X			OSEBC, BA, NA
CPS 12	Increase number of bus stops which are equipped with trash receptacles.		X			TM, BA, NA

#	Action	Time				Implementors
		Adopted with Plan	Adopt with Plan	Next 5 Yrs	6 to 20 Yrs	
CPS 13	Encourage more citizen involvement with nuisance problems by: a. Informing people about the nuisance codes, programs available, and who to call for help. b. Getting people to report nuisance problems.		X			OSEBC, BA, NA, SEUL, EPDC
CPS 14	Establish cooperative relationships with neighborhood associations and coalitions to work on specific crime prevention techniques.		X			OSEBC, BA, NA, EPDC, SEUL
CPS 15	Work with the City to find a more effective means of dealing with illegal dumping: • Consider a \$2.00 refund on tires. • Consider subsidizing a dumpsite for mattresses and other large, non-garbage items.			X		OSEBC, BA, NA, BES
CPS 16	Continue working with the Marshall-Eastport Task Force. Use the Marshall/Eastport Task Force as a model for other business interrelationships in the Outer Southeast area.		X			OSEBC, BA
CPS 17	Strengthen enforcement of City Code regarding nuisances.		X			BOB, BOP, OSEBC, BA, NA
CPS 18	Ensure that setbacks of commercial buildings adjacent to residences do not become dead spaces and encourage criminal activity.		X			OSEBC, BA
CPS 19	Maintain sidewalks in clean, well-repaired and passable condition.		X			OSEBC, Business

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Action Chart: Traffic and Transportation

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
TT1	Study the feasibility and practicality of separating local traffic from commuter traffic to support business areas.			X		OSEBC, PDC, BA
TT2	Study the creation of transportation facility(ies) which connect Outer Southeast Community Plan business areas. Consider use of such facilities as Light Rail Transit, High Capacity Transit, street cars, and shuttles. Seek PDOT and Tri-Met involvement.			X		OSEBC
	PROGRAMS					
TT3	Regarding new high capacity transit alignments in the Outer Southeast area: <ul style="list-style-type: none"> • Work with decision makers to finalize the I-205 High Capacity Transit alignment. • Identify and support other alignments which could serve Outer Southeast Portland. • Gain information about the alternatives and the assessment process in order to provide input into the alignment decisions. • Develop a working knowledge of official documents regarding a possible I-205 High Capacity Transit alignment in order to provide substantive input into decision-making. 			X		OSEBC, BA
TT4	Work with PDOT and ODOT to address the following transportation issues relative to specific streets: <ul style="list-style-type: none"> • Pursue improvement of all streets south of Holgate to the county line. • Improve the design of Foster Road from 82nd to 92nd Streets (See Appendix B) • Provide traffic improvements to Foster and 82nd intersection. (See Appendix B) 			X		OSEBC, BA
TT5	Work with PDOT and ODOT to address the traffic issues in Appendix B.			X		OSEBC
TT6	Keep abreast of all proposed studies and plans for the I-205/Foster interchange.			X		OSEBC, BA
TT7	Identify geographic areas and possible areas of efficiency where the mass transit system could function better, and transmit to Tri-Met.			X		OSEBC, BA, NA, SEUL, EPDC
TT8	Identify trouble spots where excessive speeding or other traffic problems occur and report to appropriate agencies.			X		OSEBC, BA, NA, SEUL, EPDC
TT9	Encourage Tri-Met to aggressively put and expand bus service on major and minor transit streets.		X			OSEBC, BA

#	Actions	Time				Implementors
		Adopted with Plan	Adopt with Plan	Next 5 Yrs	6 to 20 Yrs	
TT10	Seek links for pedestrians and bicyclists to residential and commercial areas on the eastside of the I-205 freeway to 101st.			X		OSEBC, BA, PDOT, BOP
TT11	Provide adequate and appropriate Park and Ride facilities. When Park and Ride facilities are being planned, consider making them multi-level structures.			X		TM, OSEBC, BA
TT12	Encourage public transportation to better serve business areas within Outer Southeast and outside area.		X			OSEBC, BA, TM
TT13	Encourage residents within Outer Southeast and outside of area to use public transportation and other alternative modes of travel.		X			OSEBC, BA, TM, NA, SEUL, EPDC
TT14	Encourage customers and workers from outside of the Outer Southeast area to use transit.		X			OSEBC, BA, TM, PDOT, Metro
TT15	Assist in changing negative perceptions of mass transit through education and marketing.		X			OSEBC, BA, TM, NA, SEUL, EPDC
TT16	Strongly encourage Tri-Met to make all its mass transit facilities and stations safe and user friendly.			X		OSEBC, BA, Metro, PDOT, NA, SEUL, EPDC
TT17	Assure and maintain business input into traffic and street improvement projects.		X			OSEBC, BA, PDOT, ODOT
TT18	Use frontage roads and shared parking where appropriate.			X		OSEBC, BA, BOP
TT19	Seek opportunities to establish public parking and joint public/private parking.			X		OSEBC, BA
TT20	Provide input into the process for prioritizing capital improvements regarding streets.		X			OSEBC, BA
TT21	Provide better transit services for residents who live between Division and Stark east of I-205.			X		OSEBC, BA, BOP
TT22	Maintain commercial centers in a clean, well-repaired and passable condition.		X			OSEBC, BA
TT23	Work with the City and State to arrive at mutually beneficial improvement plans.		X			OSEBC, BA
TT24	Work with the appropriate agencies to improve access, e.g. signalization, at SE Foster and SE 104th to the Freeway Land Company site.			X		OSEBC

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Action Chart: Target Area - Lents/Freeway Land Co.

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
L1	Prepare and implement a master plan for the target area.			X		OSEBC, FLC, ROSE, LNA, PDC, Parks, BOP, BHCD, SEUL
L2	Prepare Business and Marketing plans for the Target Area.			X		OSEBC, PDC, Property Owners
L3	Seek approval for appropriate action to allow consolidation of properties in order to support implementation of the Vision and Business plans.			X		OSEBC, PDC
L4	Seek designation as Urban Renewal District.			X		OSEBC
L5	Establish Economic Development Committee to lead Vision Plan.			X		OSEBC
L6	Contact U.S. Representative's office about possible designation as an Enterprise Zone.			X		OSEBC, PDC
L7	Develop a transportation plan for the Lents Town Center area as shown on the Vision Map, and involve strategic agencies, business owners and residents.			X		OSEBC, BA, PDOT, BOP, ODOT, NA
	PROGRAMS					
L8	Implement the Business and Marketing plans.		X			OSEBC, FLC, ROSE, Business
L9	Take the leadership role in publicizing the many uses of the Target area, especially the Freeway Land Company site.		X			OSEBC
L10	Encourage and support businesses which are employment intensive, thereby bringing a large number of jobs to the area.		X			OSEBC, PDC
L11	Support uses which have low or no off-site impacts such as noise, vibration, or emissions.		X			OSEBC, PDC, BES
L12	Support commercial uses which would enhance other area businesses.		X			OSEBC
L13	Seek citizen input and participation.		X			OSEBC

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
REGULATIONS						
L14	Support transition and rezoning that moves away from heavy and general industrial uses to light industrial.	X				OSEBC, BOP
L15	Designate the Freeway Land Company site in the Comprehensive Plan with the flexibility needed to transition from current zoning to zoning which will encourage increased employment and mixture of uses.	X				BOP
L16	Integrate zoning and map amendments, insofar as possible, to provide solutions to problems identified above under Distinctive Features of the area west of I-205.	X				BOP

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The Freeway Land Company site east of I-205 and south of Foster Road is the largest industrial site in Outer Southeast.

B. Target Area. 82nd Avenue South of Foster

This Target Area encompasses both sides of 82nd Avenue between Foster Road and the Multnomah/Clackamas County line. The area is generally considered narrow strip commercial with high traffic volumes and high burglary rates.

Distinctive Features

- Depth of commercial zoning limits the utility of sites.
- Many sites lack parking.
- Vehicle sales predominate.
- Improvement and widening projects on 82nd north of Foster do not extend to this area.
- Overhead utilities create a cluttered image, and billboards detract from a positive image.
- The right-of-way is crossed by Johnson Creek and the Springwater Corridor.
- The area is depressed by competition from Clackamas County.
- Housing stock is in poor condition.

Action Chart: Target Area - 82nd Avenue South of Foster

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
E1	Support the general commercial area at 82nd and Foster, but also seek ways to strengthen its development.			X		OSEBC, FABA, 82ABA, PDC
E2	Support the completion of 82nd Avenue improvements.			X		PDOT, OSEBC
	REGULATIONS					
E3	Apply mixed-use and light industrial zoning in this area.		X			BOP

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Action Chart: Target Area - Foster Road from Powell to 82nd

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
F1	Identify the different business areas and building types along Foster to take advantage of opportunities.			X		OSEBC, PDC
	PROGRAMS					
F2	Continue to encourage both destination businesses and neighborhood businesses.		X			OSEBC, PDC, FABAA
F3	Improve sidewalk environment to attract shoppers.			X		OSEBC, FABAA, Business
F4	Request improved pedestrian crossings.			X		OSEBC
F5	Seek ways to provide additional off-street parking, both for the community and for business customers and employees.			X		OSEBC, PDC, NA, FABAA
F6	Support long term established businesses.		X			OSEBC, PDC
	REGULATIONS					
F7	Expand the depth of commercial property at appropriate locations.	X				BOP

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D. Target Area. Division from 82nd to 122nd

This Target Area comprises a wide variety of uses, although there is a fair bit of multi-family zoning along the entire route. The area also includes a gravel pit at approximately 106th, which is considered to be an opportunity site for a mixture of uses.

Distinctive Features

- The area is characterized by:
 - Limited new development.
 - High traffic volume and speed.
- There is congestion at the freeway interchange.
- Parking is available at most locations.
- Sidewalks exist along most of the street.
- The appearance of the area needs to be upgraded.

Objectives:

1. Emphasize commercial development at 82nd, 92nd, I-205 & 122nd.
2. Emphasize mixed use development near potential transit stations.

Action Chart: Target Area - Division from 82nd to 122nd

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROGRAMS					
D1	Encourage non-traffic intensive uses.		X			OSEBC
D2	Encourage small scale office uses.		X			OSEBC, PDC
D3	Encourage transit supportive uses.		X			OSEBC, TM, Metro

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Appendix A Key to Implementing Organizations

APNBA	Alliance of Portland Neighborhood Business Associations, Inc.
BA	Business Associations
BES	Bureau of Environmental Services
BHCD	Bureau of Housing and Community Development
BOB	Bureau of Buildings
BOP	Bureau of Planning
Business	Individual or collective business(es) involved in a particular situation
CC	Portland Chamber of Commerce
DEQ	Department of Environmental Quality
EPA	U.S. Environmental Protection Agency
EPDC	East Portland District Coalition
FABA	Foster Area Business Association
FLC	Freeway Land Company
HAP	Housing Authority of Portland
LNA	Lents Neighborhood Association
Metro	Metro (formerly Metropolitan Service District)
NA	Neighborhood Associations
ODOT	Oregon Department of Transportation
OSEBC	Outer Southeast Business Coalition
Parks	Bureau of Parks and Recreation
PDC	Portland Development Commission
PDOT	Portland Department of Transportation
PPB	Portland Police Bureau
ROSE	<u>Revitalize Outer South East</u> Community Development Corporation
SD	School Districts
SEUL	Southeast Uplift
TM	Tri-Met
82ABA	82nd Avenue Business Association