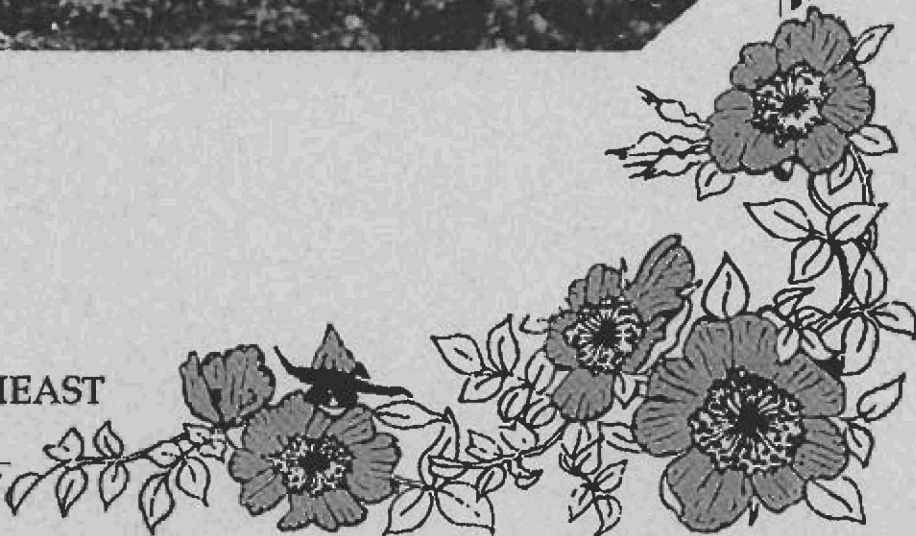


**ADOPTED
MONTAVILLA
NEIGHBORHOOD PLAN**



**OUTER SOUTHEAST
COMMUNITY**



**City of Portland
Bureau of Planning
Portland, Oregon
March, 1996**

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-Adopted-

MONTAVILLA NEIGHBORHOOD PLAN

Adopted on January 31, 1996
by Ordinance No. 169763 and
Resolution No. 35491

March, 1996
Bureau of Planning
Portland, Oregon

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Charlie Hales, Commissioner of Public Safety
Earl Blumenauer, Commissioner of Public Works
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The Bureau of Planning appreciates the time given to this Plan by each member of the Committee.

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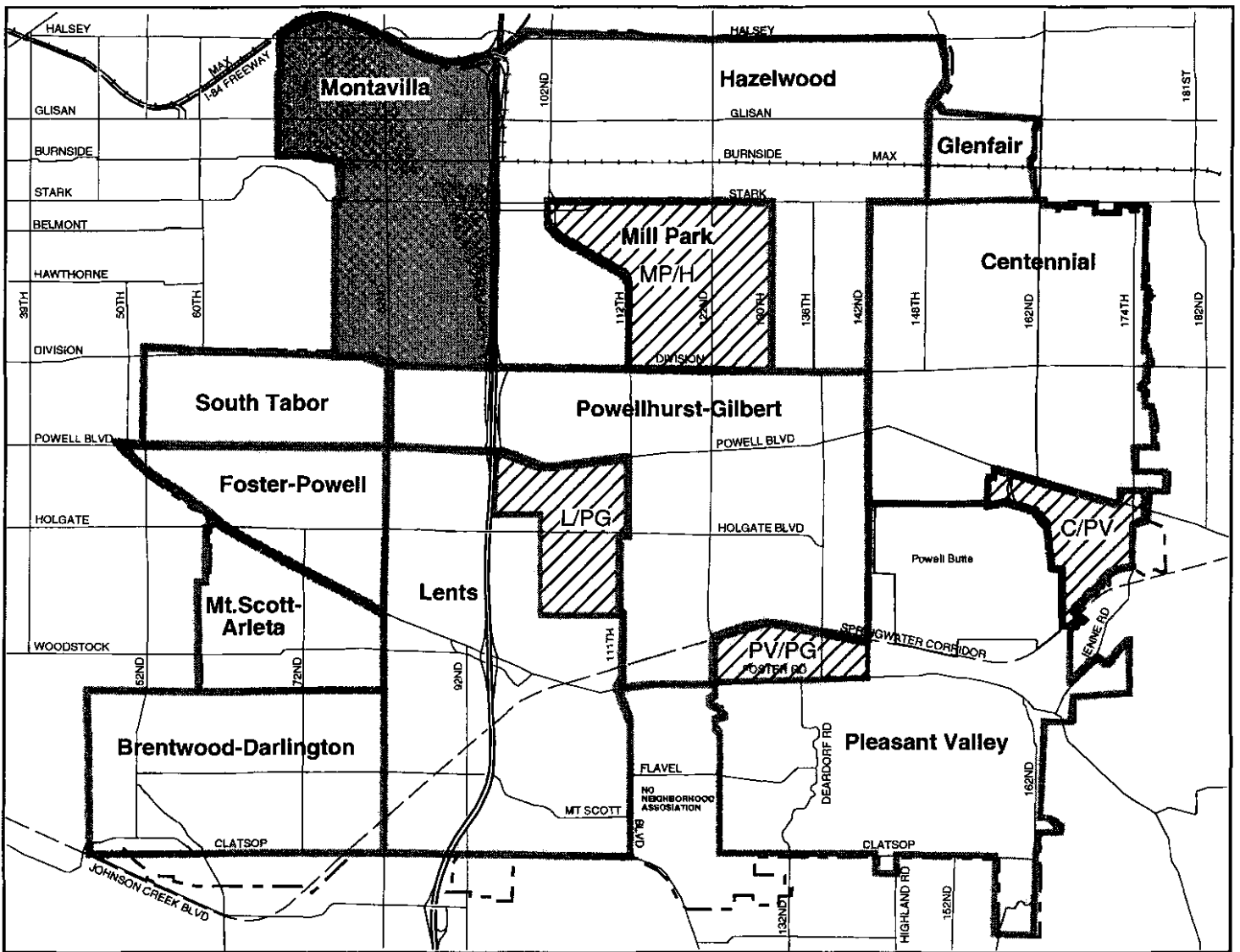
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NORTH

ONE MILE

Outer Southeast Community Plan March, 1996

ADOPTED

MONTAVILLA NEIGHBORHOOD PLAN

MAP 1

Montavilla Neighborhood

Legend

- Outer Southeast Community Plan Boundary
- Neighborhood Boundaries within Outer Southeast Community Plan Boundary
- Montavilla Neighborhood
- ▨ Neighborhood Overlap Areas

Introduction

Purpose

The Montavilla Neighborhood Plan provides guidance on matters of land use, social and economic development programs and capital expenditures for the Montavilla Neighborhood. The plan will be used by the neighborhood association in determining if land use changes are in accordance with the neighborhood's vision for its future. The Neighborhood Plan will also be used to provide information to those interested in living and/or investing in the Montavilla Neighborhood.

Relationship of the Montavilla Neighborhood Plan to the Outer Southeast Community Plan

The Montavilla Neighborhood Plan was developed as part of the Outer Southeast Community Plan. The Montavilla Neighborhood Plan and the Outer Southeast Community Plan were adopted as part of the City of Portland's Comprehensive Plan on January 31, 1996 by Ordinance No. 169763. The Outer Southeast Community Plan creates an overall framework for the entire plan area. This framework establishes zoning, programs, policies, regulations and identifies actions which are applicable to specific areas or are needed to benefit the entire outer southeast community. Specific policies, projects, programs, and regulatory provisions which are special to the neighborhood are contained in the Montavilla Neighborhood Plan. The Montavilla Neighborhood Plan also reinforces those parts of the Outer Southeast Community Plan which directly apply to the neighborhood.

The Planning Process

Start of the process: The community planning process for the Outer Southeast District began in early 1992. A Neighborhood Steering Committee was formed in November 1992 to develop the Montavilla Neighborhood Plan. Numerous meetings were held over a two year period to discuss, compile and hash-out ideas and solutions to aid in improving the economic viability, safety and livability of the neighborhood.

Neighborhood residents, businesses and the Outer Southeast Community Plan Technical Advisory Committee (TAC) reviewed the Neighborhood Plan over the summer and fall of 1994. The Neighborhood Plan Steering Committee voted in January 1995 to endorse the Plan and have it be reviewed by the Planning Commission for recommendation for adoption by City Council.

Planning Commission: The Planning Commission held public hearings in March and June 1995 on the Proposed Outer Southeast Community Plan, Business Plan and Neighborhood Plans. Many people testified or wrote the Planning Commission asking for changes to these Plans. The result of the Commission's decisions was incorporated into the Recommended Plans, which included the Recommended Montavilla Neighborhood Plan.

City Council: City Council held public hearings in November 1995 and January 1996 on these Plans, as well as on the Recommended Comprehensive Plan Designations and Zoning for outer southeast. City Council adopted Ordinance No. 169763, which makes the Montavilla Neighborhood Plan part of the Portland Comprehensive Plan. On the same date City Council also adopted the Plan's Action Charts by Resolution No. 35491.

Plan Organization

The Montavilla Neighborhood Plan contains a brief history about the neighborhood and the development of its neighborhood association, a short summary of demographic and geographic information about the neighborhood, a vision statement, a neighborhood goal, and six policies with associated objectives and action items. The vision statement, policies and objectives were adopted by Ordinance No. 169763. Action charts were adopted by Resolution No. 35491. Resolutions are advisory to decision makers and do not have the force of law.

The **Vision Statement** illustrates where the neighborhood is heading. It emphasizes the kind of community that the neighborhood aspires to be in the future.

The **Neighborhood Goal** ties the Neighborhood Plan to the Outer Southeast Community Plan and Portland's adopted Comprehensive Plan. It was adopted as an objective in the City's Comprehensive Plan. It sets the stage for the Policies and Plan Map changes and summarizes the Plan's Vision Statement.

The Neighborhood Plan's **Policies and Objectives** provide guidance to decision makers on issues and concerns that are important to the neighborhood. The policies state the neighborhood's desires for housing and neighborhood livability, historic preservation and urban design, transportation, economic development, public safety and parks, open space and environment. The objectives detail ways in which to carry out the policies.

The **Action Charts** specify projects, programs and regulatory measures that carry out the Neighborhood Plan's policies and objectives. They are assigned a time frame and possible champion, or implementor, to carry them out. Items listed under the regulations section are governed by the zoning code.

History of Montavilla

Montavilla became a separate community in the early 1890s. Prior to that time the neighborhood was an unnamed sprawling tract of land located east of Portland and Mt. Tabor and was mainly a farming community. Its original acres were located between Rocky Butte, Kelly Butte and Mt. Tabor. In addition to large farm sites, a small business district had developed near the landmark survey marker P5. The marker had been erected in 1854 on Baseline Road, now known as Stark Street, at SE 78th Avenue and served as a mile post for visitors to Portland.

In 1881 the first church was established in the community. The Seventh Day Adventist Church was established in citizens' homes until 1892 when a church was built at NE 81st and NE Flanders and later relocated to NE 80th and NE Everett in 1894.

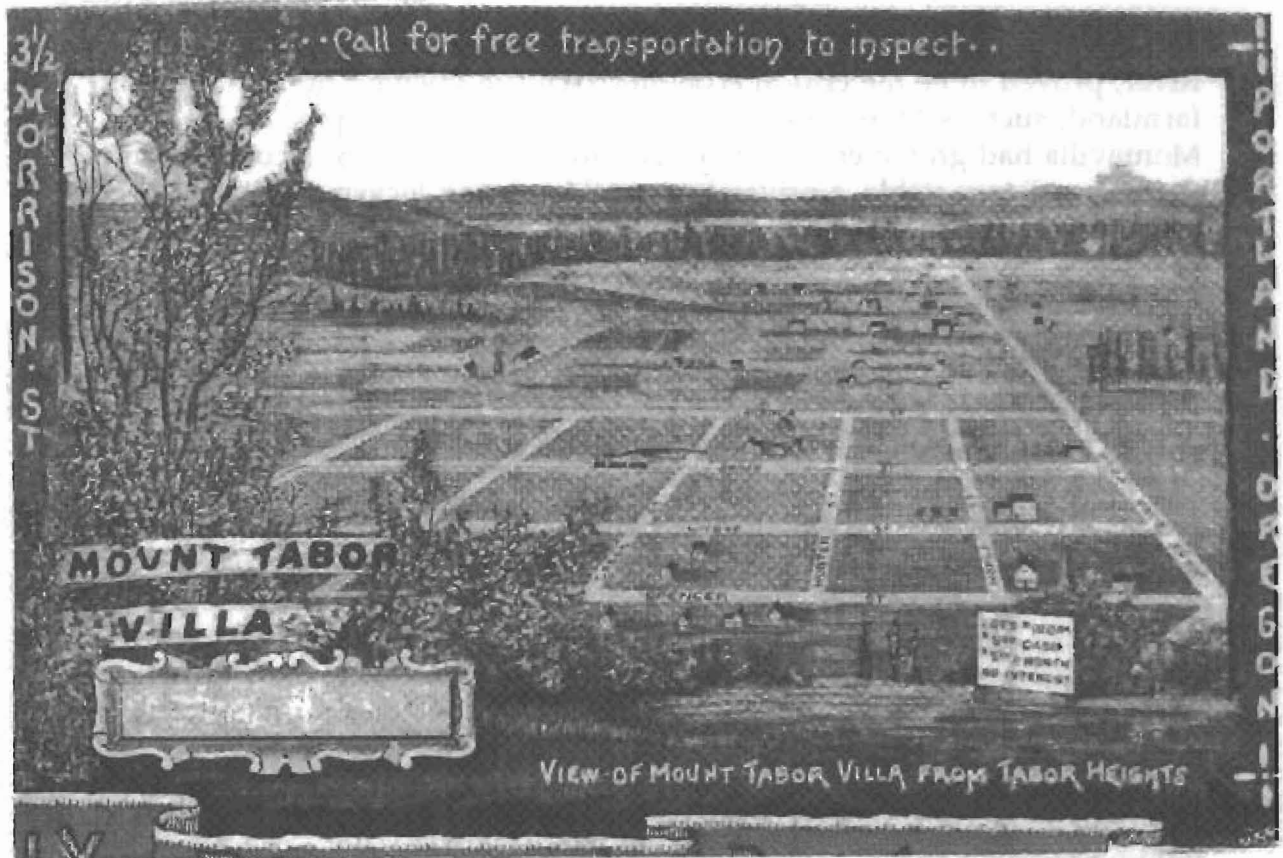
The opening of the Morrison Bridge in 1887, the first to span the Willamette River, proved to be the critical economic factor in opening up East Portland farmland, such as Montavilla for future residential development. By 1890 Montavilla had grown enough to boast three grocery stores, a couple of meat markets, a livery stable, a privately owned bank and locksmith shops. A post office was established around 1891 in the neighborhood.

It was in this year that the streetcar service came to the Mt. Tabor Villa area and began operating in March of 1892 as an extension of the Ankeny streetcar line. Union Pacific Railway had served to develop the area with a terminal located at NE 90th and NE Glisan for many years - it was their trunk lines that fueled the streetcars which eventually changed over to electricity.

It was, however, the trolleys that brought investors to the area which created the retail link that directed the growth of Montavilla in the early 1900s. The streetcars carried Montavilla residents to downtown Portland where jobs existed and back to their neighborhood with its newly built homes. A streetcar ran from Portland to Fowler's drugstore at NE Glisan and 80th Avenue. It then turned south and ended at SE Stark and 80th in front of another pharmacy, Dickson Drug Store. The streetcar then back tracked along the same route to Portland.

Montavilla was in dire need of sewers, street improvements and improved lighting for their roads. Annexation would provide badly needed monies but would also take away Multnomah unincorporated community status. In 1906, 80% of Montavilla residents voted for annexation which ultimately stabilized and encouraged economic growth in the district. The vote allowed for sewers, better street lighting, paved streets and access to Bull Run Waters.

The Oregonian reported in March of 1914, "Montavilla is considered one of the most prosperous suburbs on the east side of the river, and one of the first pioneer settlements. Nearly all the streets have been improved by grading and laying cement sidewalks." Montavilla residents continue to carve out their neighborhood history. Thanks to the families for establishing the neighborhood traditions and for the streetcars which allowed for commercial expansions. The neighborhood's convenient location allows for quick and efficient access to downtown Portland and other parts of the Metropolitan area. Montavilla is a neighborhood enriched with a variety of people, places and resources that make it an attractive place for people to live, play and conduct business.



Montavilla around 1890 as it was illustrated in a Real Estate Hand Bill

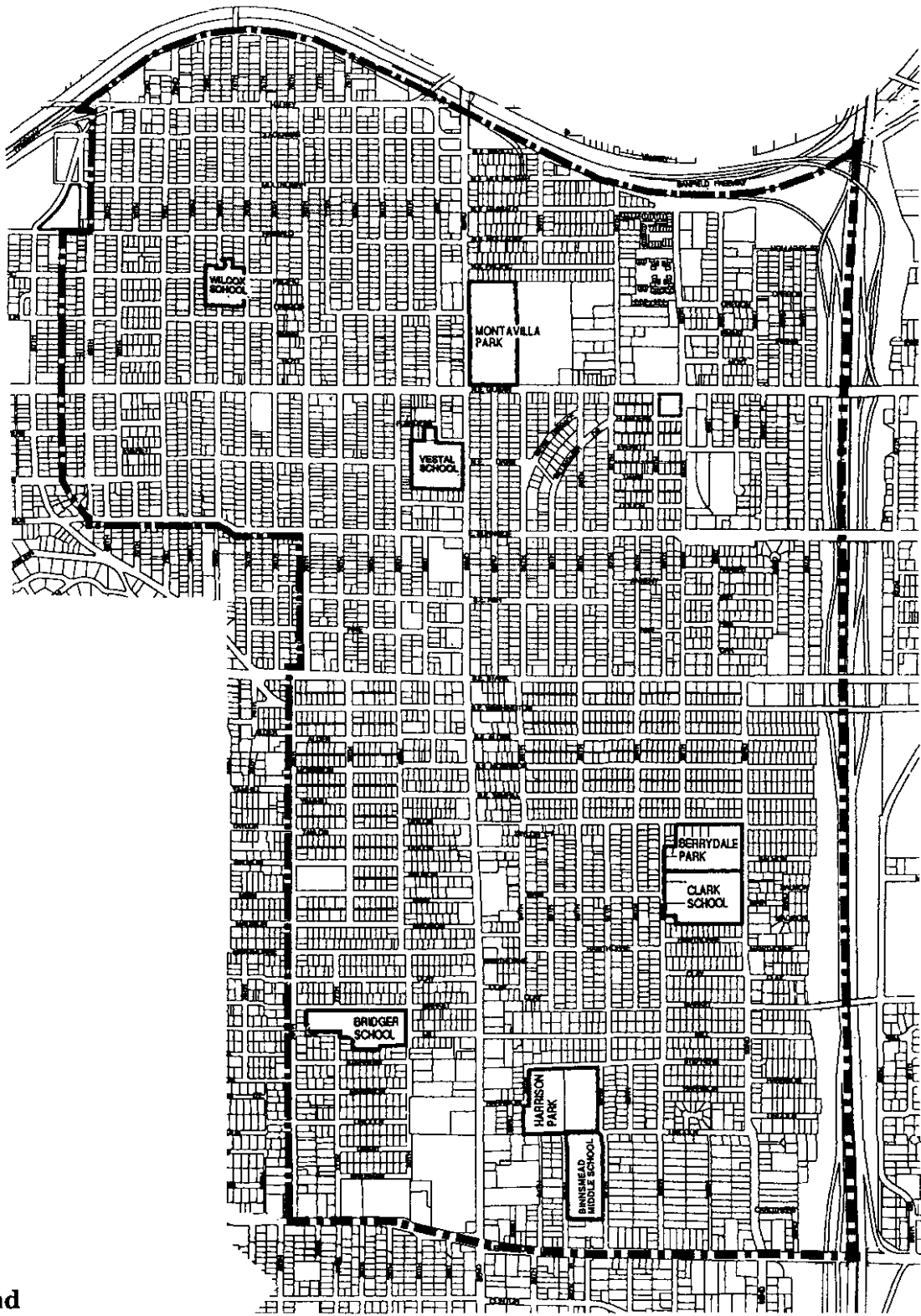
History of Montavilla Neighborhood Association

The Montavilla Community Association was one of the first associations to be organized with the "new concept" of neighborhoods in Portland. It started in the mid-summer of 1968. Mr. Frank Ivancie and Mayor Terry Shrunck brought together Mt. Tabor and Montavilla residents and business people to begin the formation of their neighborhood associations.

The Charter Board of the Montavilla Community Association was able to develop parliamentary rules and regulations and by-laws to assist them in establishing boundaries for the newly-formed Association. The association was able to take positions on issues such as: proposed land-use changes, land-use permits, one-way traffic on SE Stark and Washington Streets. They were also able to get Montavilla Park to open swimming season several weeks earlier than in previous years, help the Foster-Powell Neighborhood Association work out mistakes made by the State Highway Department and work with City Hall on the Mt. Hood Freeway Project. Another accomplishment by the association involves resolving used car lot disputes on 82nd Avenue.

In recent years, the association planned the Montavilla Centennial that was celebrated in 1989. The neighborhood has been having annual spring clean-up for several years. The association addresses issues that are important to all residents such as: speeding cars, unimproved streets, drug houses, gangs, development of Block home and park patrols, encouraging community policing, and taking stands on land use issues as they come to our attention.

Meetings are on the second Monday of the month at the Oregon State University Extension Center at 211 SE 80th Avenue. All meetings are open to the public.



Legend

— · — · — Montavilla Neighborhood Boundary



Not to Scale

MAP 2

Montavilla Neighborhood

Neighborhood Description

The Montavilla Neighborhood is located in the northwest portion of the Outer Southeast Community Plan study area. The neighborhood is bordered by the I-84 Freeway to the north, I-205 Freeway to the east and Division to the south. The western boundary runs along SE 68th Avenue between Halsey and Burnside then east along Burnside to 76th Avenue where it then turns south and runs along SE 76th between Burnside and Division.

Montavilla is 1,403 acres in size with approximately 15,000 people and about 6,000 households. The 1990 census shows that the Montavilla neighborhood has experienced the greatest increase in median household income, compared with the rest of the outer southeast community.

The neighborhood is made up predominantly of single dwelling housing, most of which are in good condition. There are some industrial uses and multi-development in the northeast portion of the neighborhood. There are also a few other multi-dwelling developments interspersed throughout the rest of the neighborhood.

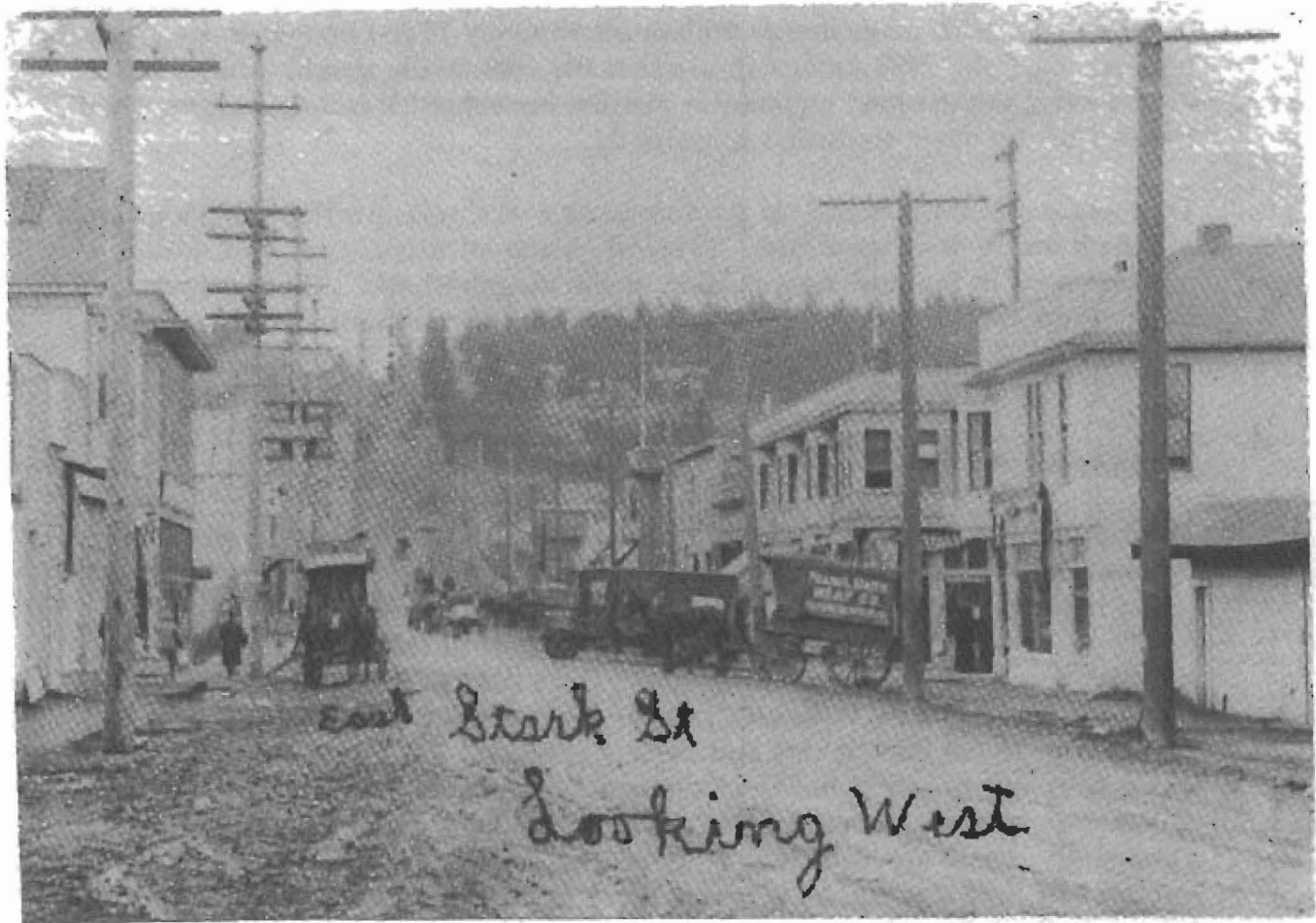
Commercial Areas:

The neighborhood has several commercial areas. The most viable are: 82nd Avenue, NE Glisan, SE Division and the SE Washington and SE Stark couplet located between 76th and 82nd Avenues. Eighty-second Avenue, the most developed arterial in the district, runs north-south through the entire neighborhood. The General Commercial (CG) zone is the predominant zone found along this street, with uses ranging from restaurants, grocery stores and gas stations to car dealerships and vehicle services. The Stark/Washington Street couplet consists mainly of storefront commercial zoning. The area has several neighborhood businesses such as coffee shops, delis, a drug store and a pizza shop. There are also other types of uses in this area such as two large lumber and hardware stores, a newspaper publishing company and a First Interstate Bank branch.

Recreational Areas and Institutions:

The neighborhood has a number of accessible and attractive parks and schools. Harrison, Berrydale and Montavilla Park offer great recreational opportunities for both youth and adults. Montavilla Park has tennis courts, a swimming pool, softball and soccer playing fields and a Community Center which offers social and recreational opportunities such as volleyball and day care. There are four public elementary schools in the neighborhood: Wilcox, Bridger, Clark and

Vestal School. Binnsmead is the only middle school in Montavilla. Columbia Christian School is a private K-12 school located at NE Glisan and 91st Avenue. Montavilla also has two accredited Senior Bible Colleges. They are Multnomah Bible College, located at 84th and Glisan, and Cascade College (formerly known as Columbia Christian College), located at 91st and Burnside.



Montavilla's Business District, Past and Present:
Stark Street between 76th and 82nd Avenues

Montavilla In 2015: A Vision Statement

Welcoming all to the Montavilla Neighborhood in 2015 is a Neighborhood Gateway at SE 74th Avenue and Thorburn Street. The first platted streets such as Baseline and Meridian Roads, Hibbard, Spencer and Hunter are noted above street names. Historical signs are attached to historical homes and commercial establishments to highlight their importance. Eighty Second Avenue is a viable arterial lined with a combination of apartments, mixed-use and commercial and office spaces. Street trees and pleasant landscaping and flowers line 82nd and 80th Avenues from Halsey to Division Street. The same can be found on E. Burnside between NE 69th and 92nd Avenues.

A Historic and Pedestrian District was created in the Stark/Washington couplet between SE 76th and 82nd Avenues. This area is an attractive business center reflecting the historic character of the neighborhood that draws people from all over to shop, walk and browse.

Transit service has been improved in the I-205 and 82nd Avenue Corridor. New transit supportive developments and mixed-use developments make it possible to have 10 minute corridors along 82nd and 92nd Avenues, as well as major east-west streets throughout the neighborhood.

The businesses and residents in the neighborhood have joined to create a local Design Advisory Group to revitalize and bring new life to commercial and residential buildings. Mixed-use developments and commercial nodes are located along transit streets and strip commercial development is located along other major streets.

The level of safety in the neighborhood has been improved through Community Policing. A new neighborhood Branch library was built for all to enjoy. Part of the library also serves as a social service center.

Neighborhood businesses have created living wage jobs. Many of these jobs are held by neighborhood residents. A partnership with area schools has been developed to teach job skills to students as part of the school's curriculum.

All major streets in the neighborhood are now improved and complete with sidewalks and adequate lighting. The Montavilla Community Center was improved and expanded to include a covered swimming pool.

The neighborhood in 2015, provides a rich and diverse experience for all residents and visitors. There is a strong sense of place, well being and prosperity among all residents as they continue to work together to ensure that their neighborhood is a safe and livable place for all to enjoy.



Citizen Involvement

Policies, Objectives &
Implementation Actions

Policies, Objectives & Implementation Actions

The following statements are policies and objectives which are included in Portland's Comprehensive Plan. Inclusion of these statements in the Comprehensive Plan makes the Montavilla Neighborhood Plan a part of Portland's Comprehensive Plan. Future land use changes in the Outer Southeast Community Plan area will be required to conform with the city-wide Comprehensive Plan, Outer Southeast Community Plan, and Montavilla Neighborhood Plan. These policies and objectives read:

Comprehensive Plan Policies 2.26 and 3.9

2.26 *Outer Southeast Community Plan*

Promote the economic vitality, diverse residential character, unique environmental quality, and livability of outer southeast Portland by including the Outer Southeast Community Plan as a part of this Comprehensive Plan.

3.9 *Outer Southeast Community Plan Neighborhoods and Business Plan*

Include as part of the Comprehensive Plan neighborhood and business plans developed as part of the Outer Southeast Community Plan. Neighborhood and business plans developed as part of the Outer Southeast Community Plan are those for Centennial, Foster-Powell, Hazelwood, Lents, Mt. Scott-Arleta, Mill Park, Montavilla, Outer Southeast Business Coalition, Pleasant Valley, Powellhurst-Gilbert, and South Tabor.

Objectives:*

F. *Strengthen Montavilla as a historic, commercially viable neighborhood with a wide variety of historic structures and accessible open space.*

* The other objectives associated with Policy 3.9 pertain to other neighborhoods within the Outer Southeast Community Plan study area which developed neighborhood plans as part of the community planning process.

The Urban Puzzle:



PIECING IT TOGETHER

Courtesy of the Portland Office of Transportation

Policy 1: Housing and Neighborhood Livability

Preserve and improve Montavilla's existing housing stock and build new housing for people of all ages, income levels and physical abilities.

(Adopted as part of Portland's Comprehensive Plan)

Objectives:

1. Build at least 500 new housing units in the Montavilla Neighborhood by the year 2015.
2. Rehabilitate partially dilapidated houses and replace uninhabitable structures with new housing units.
3. Support enforcement of zoning, building, and noise codes to eliminate illegal developments and nuisances and make the neighborhood a more enjoyable place to live and conduct business.
4. Preserve Montavilla's single dwelling structures and work to increase the percentage of owner occupied units in the neighborhood.
5. Protect residential areas from nuisances caused by commercial and industrial uses. Ways to mitigate negative impacts include landscaping and setbacks.
6. Encourage neighborhood businesses to maintain and improve their property and the immediate surroundings.
7. Encourage owners of rental properties to properly maintain, landscape and manage their property to ensure safety and long term residency.
8. Apply the Institutional Residential (IR) designation on the Cascade College located at NE 91st and Burnside and the Multnomah Bible College located at NE 84th and Glisan. This designation would ensure that future expansions or changes to these colleges will be guided by a Master Plan and also help in reducing adverse impacts on the adjacent surroundings.

Action Chart 1: Housing and Neighborhood Livability

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
H1	Build porches on new and existing homes to enhance the architectural and public safety qualities of the housing stock in Montavilla.	X				BOP/MNA
H2	Rehabilitate dilapidated residential structures as well as build new housing.	X				ROSE
	PROGRAMS					
H3	Organize a non-profit housing corporation to assist in the provision of housing for low and medium income residents.			X		BOP/MNA/HAP
H4	Designate eligible areas of Montavilla as distress areas and seek funding to rehabilitate the structures within these designations.			X		BHCD
H5	Form a neighborhood code enforcement team to monitor nuisances, zoning and building code violations.			X		BOP/BOB/MNA
	REGULATIONS					
H6	Apply the Institutional Residential (IR) Zoning Designation to the Cascade College and Multnomah Bible College.	X				BOP

Note: Action Charts were approved by Portland City Council by resolution. They are a starting place. All actions have an identified implementor. They were 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.

Policy 2: Historic Preservation and Urban Design

Protect and maintain the historic structures and resources in Montavilla while promoting and building on the storefront character of Montavilla's business district on SE Stark/Washington between 76th and 82nd Avenues.

(Adopted as part of Portland's Comprehensive Plan)

Objectives:

1. Encourage business owners to provide street furniture in front of their businesses to enhance the appearance and friendliness of their property and the neighborhood.
2. Encourage property owners to make improvements to their property which will add to the livability of the neighborhood.
3. Pursue the development of an identifiable theme for Montavilla's business district.
4. Encourage developers to construct new buildings that are compatible with nearby buildings in the neighborhood.
5. Encourage Montavilla residents and the Montavilla Neighborhood Association to provide voluntary design review and technical support for new developments and renovations in the neighborhood.
6. Create a Neighborhood Gateway to identify and promote the importance and character of the Montavilla Neighborhood within the Outer Southeast District and the City of Portland.

Action Chart 2: Historic Preservation and Urban Design

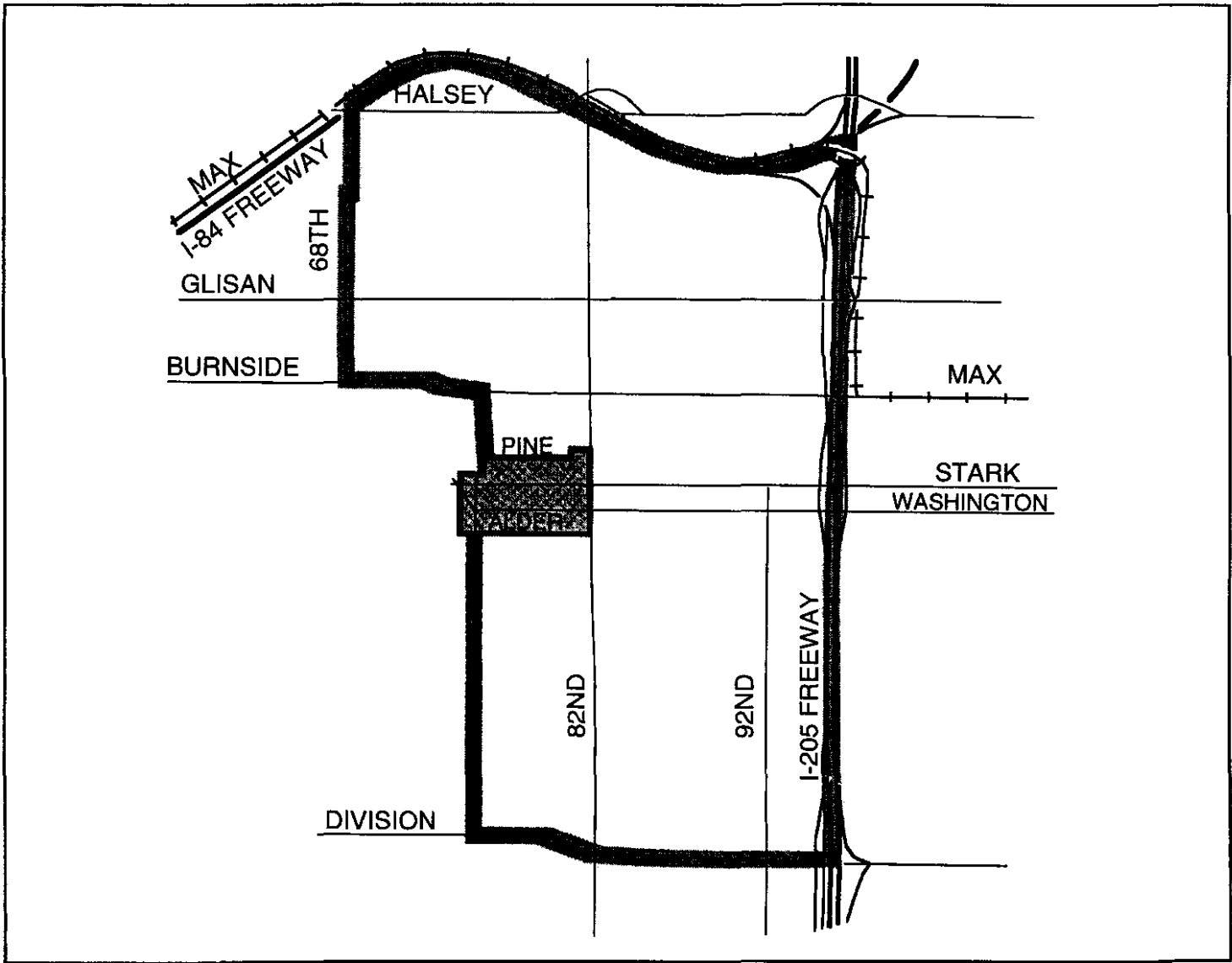
#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
HP1	Locate a building to display historical photos of places and past residents of the Montavilla neighborhood. This building could also store the P5 Marker which is now at 76th and Stark.				X	TM
HP2	Inventory historic structures, sites and resources and pursue appropriate measures to preserve and protect these resources.	X				MNA/BOP
HP3	Organize a committee to gather neighborhood materials for a time capsule which will be buried in Montavilla Park upon adoption of the Neighborhood Plan. The capsule would be buried for 50 years and be reopened by the Chair of the neighborhood association at that time.	X				Parks/MNA
HP4	Continue to maintain the Pioneer Cemetery located at the southwest corner of SE 90th and Glisan by keeping the grounds, headstones and signs clean and visible.	X				MC/MNA
HP5	Develop a neighborhood gateway at the triangular asphalt island located at SE 74 and Thorburn Avenue. Possibly a planted area with wild flowers and a sign indicating the entering and departing from Montavilla. This site is two blocks west of Montavilla's official western boundary, but because of the physical nature of the area it would be the most appropriate location for a neighborhood gateway. Pursue annexing this area into the Montavilla Neighborhood.			X		MNA
HP6	Develop a written history and a walking tour map of special places in Montavilla.			X		MNA
UD 1	Improve the Montavilla Business District located along the Stark/Washington couplet between SE 76th and 82nd Avenues. The neighborhood priorities are: burying all utility lines, planting street trees and providing street furniture.				X	BOP/MBA
UD 2	Establish a business district theme and identity by painting all the buildings in a coordinated and consistent color and design.				X	MBA


#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROGRAMS					
UD 3	Encourage businesses to plant street trees and provide benches in front of their businesses to enhance the look and feel of their businesses and the surrounding area.			X		BOP/MNA

Note: Action Charts were approved by Portland City Council by resolution. They are a starting place. All actions have an identified implementor. They were 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.



Maintaining older homes in good condition



 NORTH
 Not to Scale

Outer Southeast Community Plan March, 1996



ADOPTED

**MONTAVILLA
NEIGHBORHOOD
PLAN**

MAP 3

Montavilla Neighborhood

Legend

-  Neighborhood Boundary
-  Pedestrian District

Policy 3: Transportation

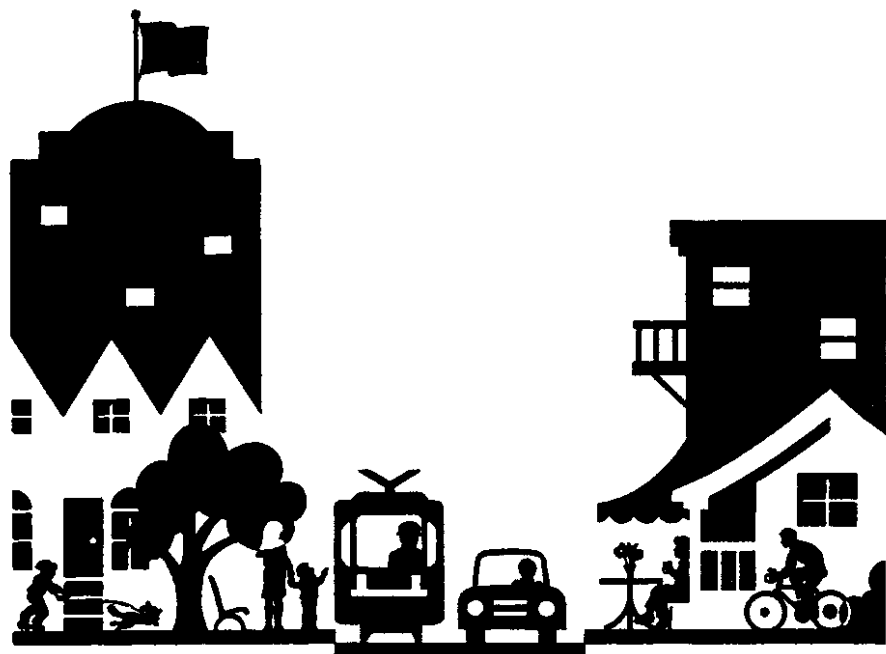
Improve the accessibility of the neighborhood and expand the choices of transportation modes available to Montavilla residents. Encourage the development of commercial and higher density residential developments along transit streets throughout the neighborhood.

(Adopted as part of Portland's Comprehensive Plan)

Objectives:

1. Improve access and mobility for pedestrians, public transit and automobiles traveling in and through the neighborhood.
2. Ensure that public transportation is accessible and available to all neighborhood residents.
3. Support an increase in the number of buses serving Montavilla by encouraging the development of transit supportive uses and housing densities along transit streets in the neighborhoods.
4. Consider the use of mini-buses as a source of alternative transportation for short trips throughout the neighborhood.
5. Consider "curb extensions" at bus stops to slow traffic and improve the environment for transit patrons and pedestrians.
6. Improve the pedestrian experience for residents and visitors to Montavilla by ensuring there are crosswalks, curb cuts and sidewalks along major streets throughout the neighborhood.
7. Identify appropriate areas where traffic calming devices such as speed bumps and traffic circles should be placed to help reduce traffic speed and make the neighborhood a safer place to live and conduct business.
8. Develop and maintain safe bikeways and pedestrian routes for residents commuting to work, school and recreational areas.
9. Encourage businesses to provide their employees with bus tickets or passes as a way of promoting the use of public transit, reducing congestion and parking conflicts.
10. Encourage the Bureau of Maintenance to provide street cleaning schedules to area residents and businesses so people can move their vehicles before the streets are swept.

11. Improve the appearance and safety of the bus shelters and bus stops in the neighborhood.
12. Encourage "Main Street" type developments along portions of NE Glisan, SE Division, 82nd and SE Stark as a means of accommodating more people and businesses along transit streets.
13. Pursue the creation of a pedestrian district that would offer an attractive and safe experience for pedestrians in Montavilla's business district. The district would roughly cover the area between Pine and Alder Streets and between 76th and 82nd Avenues with the focus being on the business district along the Stark/Washington Couplet.



Enhancing Livability through various modes of travel
Courtesy of the Portland Office of Transportation

Action Chart 3: Transportation

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
T1	Identify and implement strategies for paving unimproved streets, adding sidewalks and putting in curb cuts where needed to improve traffic and pedestrian mobility.			X		BHCD/MNA/PVT
T2	Consider providing left turn signals or turning lanes at major intersections along 82nd to improve mobility and safety throughout the neighborhood.				X	ODOT
T3	Provide bus schedules, shelters and trash receptacles at all bus stops in Montavilla.			X		TM
T4	Request improvements to designate bikeways. Priorities are: Burnside Street, SE 72nd and 76th Avenues.			X		PDOT
T5	Connect Montavilla's residents with large employment centers such as the Columbia Southshore, Swan Island and Rivergate industrial areas where there are living wage jobs.			X		PDC/TM
T6	Improve street crossings along the I-205 bikeway and pedestrian path at major streets to make crossing them easier for bicyclist and pedestrians.			X		ODOT
	PROGRAMS					
T7	Request PDOT to study enhancing pedestrian safety and convenience throughout the neighborhood. The neighborhood priorities are at: Washington and 80th, Stark and 81st, Glisan and 80th and 90th. Other locations includes the intersections of NE Davis and Oregon on 82nd Avenue.			X		PDOT
T8	Identify strategies to improve the level of access and convenience for transit passengers at the 82nd Avenue and Banfield MAX Station.				X	PDOT/TM/ODOT
	REGULATIONS					
T9	Request the area between SE Pine and SE Alder Streets and between 76th and 82nd Avenues be designated a pedestrian district.	X				BOP/MNA

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82nd Avenue Light Rail Transit Station

Policy 4: Economic Development

Foster the opportunity for new businesses and the expansion of existing businesses in Montavilla's commercial areas along 82nd Avenue, Stark, Washington, Glisan and Division. Reinforce Montavilla's commercial center (Stark/Washington couplet between SE 76th and 82nd Avenues) by marketing the area as a special place to do business.

(Adopted as part of Portland's Comprehensive Plan)

Objectives:

1. Develop a marketing plan to promote and improve the business community in Montavilla and to attract new businesses to the neighborhood.
2. Encourage new and existing businesses to keep their properties looking clean and attractive to help market the neighborhood and draw people to their stores.
3. Buffer residential areas from businesses to help reduce visual and noise impacts.
4. Encourage businesses and residents to share available parking areas with each other when appropriate to help reduce the need for more parking lots.
5. Enhance commercial nodes at major intersections throughout the neighborhood. Possible intersections for improvements might include: 82nd and Division and 92nd to I-205 between Stark and Washington.
6. Enhance 82nd Avenue to make it a more attractive and viable arterial for shoppers, pedestrians, residents and visitors. Other streets in the neighborhood may include: Glisan, west of 82nd; Division, 82nd to I-205; and Stark Street, 76th to I-205.
7. Encourage developers who build large parking lots to design them so they are attractive and safe for pedestrians and bicyclists.
8. Encourage businesses to implement "Good Neighbor Plans" similar to those required by convenience store owners to reduce negative impacts on nearby residents and businesses and to ensure a good working relationship with the neighborhood at all times.

9. Increase residential developments around Montavilla's commercial areas to foster a market for the development of service businesses which will serve the neighborhood's residents.



Neighborhood-type businesses along Stark Street

Action Chart 4: Economic Development

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
ED1	Develop a marketing plan to promote the Montavilla business community and to attract new businesses to the neighborhood. The Montavilla Business Association will seek monies from its members and others to aid in this project.			X		MBA
ED2	Improve the intersections of 82nd and Division and 92nd to I-205 between Stark and Washington as areas to be developed into viable commercial nodes.				X	MNA/MBA
	PROGRAMS					
ED3	Develop a neighborhood Awards Program to reward neighborhood businesses that maintain and improve the appearance of their property for all to enjoy.			X		MBA/MNA
	REGULATIONS					
ED4	Map the "b" overlay zone to separate and protect residential uses from commercial and industrial uses. The "b" zone is intended to reduce impacts such as noise and sight from adversely affecting residential areas.	X				BOP

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*Wide sidewalks, street trees and benches
make this street more pedestrian-friendly.*

Policy 5: Public Safety

Foster a partnership with the Bureau of Police which supports the Bureau's Community Policing Program with positive neighborhood actions aimed at improving the level of public safety within the Montavilla Neighborhood.

(Adopted as part of Portland's Comprehensive Plan)

Objectives:

1. Reduce crime in the neighborhood through innovative and coordinated use of Police and Montavilla residents.
2. Train landlords on how to recognize and immediately deal with criminal activities and nuisances associated with their property.
3. Encourage the Montavilla Neighborhood Association to actively solicit local businesses, schools, organizations and neighborhood residents to participate in neighborhood crime prevention activities such as: installing lights in areas where it's dark, eliminating unsafe landscaping, installing smoke detectors and alarm systems and removing graffiti from buildings.
4. Encourage residents to initiate block watch programs throughout the neighborhood and to actively help deter crime by reporting, testifying and supporting each other in crime prevention efforts.
5. Discourage youth from being involved in gangs by offering them positive alternative activities in places like schools, churches and community centers.

Action Chart 5: Public Safety

#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
PS1	Establish a mini-police-precinct station in Montavilla.				X	PPB
PS2	Facilitate Community Policing activities to help reduce crime in the neighborhood.			X		PPB/MNA
PS3	Establish neighborhood watch and Blockwatch programs to help fight crime in the neighborhood.			X		MNA/ BHCD
	PROGRAMS					
PS4	Implement police bicycle patrol to assist in fighting crime in the neighborhood.				X	PPB
PS5	Establish training programs for landlords of rental property to assist them in screening bad tenants and preventing criminal activities on their properties.			X		PPB/MNA
PS6	Increase fines and the writing of parking and speeding tickets to reduce traffic violations in the neighborhood.			X		PPB

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Policy 6: Parks, Open Space and Environment

Maintain and enhance Montavilla's Parks and improve connections for Montavilla residents to nearby recreation areas such as Mt. Tabor Park, and the I-205 Bikeway.

(Adopted as part of Portland's Comprehensive Plan)

Objectives:

1. Update neighborhood parks (Montavilla, Berrydale and Harrison Parks) to meet the Americans with Disability Act (ADA) standards for safety and accessibility.
2. Encourage churches and schools to provide recreational opportunities at their facilities for residents and others to utilize and enjoy.
3. Improve and maintain the Montavilla Community Center and Park.
4. Create an Environmental Center to educate Montavilla residents about how to reduce air pollution, debris, noise, energy consumption, and solid waste.



Montavilla Community Center

5. Utilize available vacant areas for community gardens.
6. Encourage residents to obey Scoop and Leash laws in all of the neighborhood parks, public places and in all other parts of the neighborhood. Post appropriate signs throughout the neighborhood.
7. Identify appropriate vacant lots throughout the neighborhood and develop them as nontraditional parks. These parks might be in the form of: Art, graffiti, Skateboard, soapbox and/or dog parks. Other alternative types of parks might include bicycle-free parks and exercise parks.

Action Chart 6: Parks, Open Space and Environment

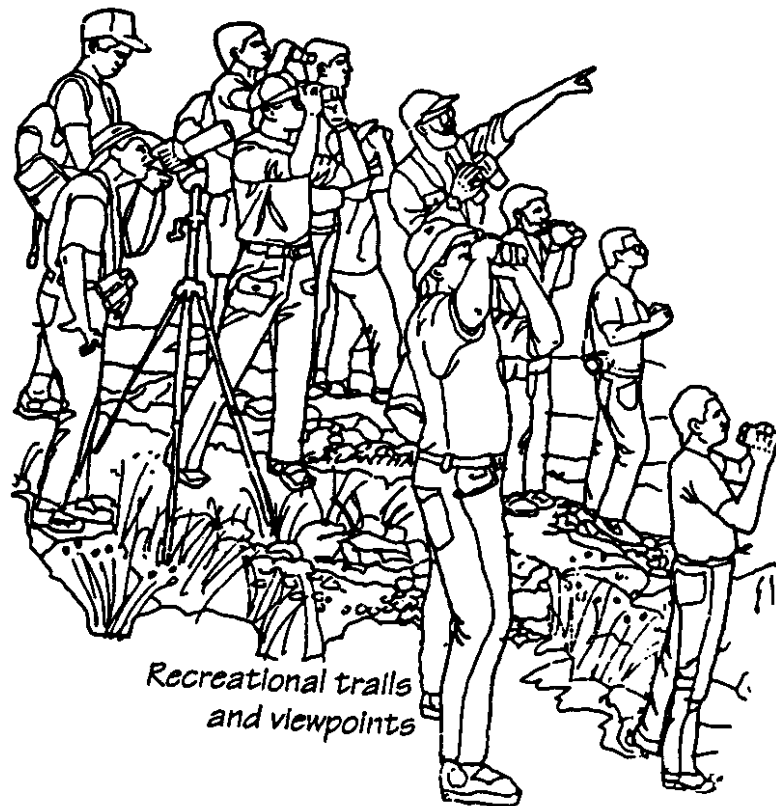
#	Actions	Time				Implementors
		Adopted with Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
P1	Consider building a weight room and establish a weight training program for the Montavilla Community Center.			X		Parks
P2	Request Bureau of Parks and Recreation to consider building a restroom at the north end of Montavilla Park.			X	X	MNA
P3	Request the Bureau of Parks and Recreation to consider covering the swimming pool at the Montavilla Community Center for year-round use.				X	MNA
P4	Update outdoor facilities such as swing sets and ball fields at Montavilla, Berrydale and Harrison Parks to provide a safer and more enjoyable recreational experience for children and adults using these parks.			X		Parks
P5	Build an Environmental center in the neighborhood to educate people about the environment.					MNA
P6	Expand the parking lot at the Montavilla Community Center to provide more parking spaces.			X		Parks

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District Wide Issues

The following are ideas, requests and issues that surfaced during Montavilla Steering Committee meetings which are also being addressed by the Outer Southeast Community Plan. They are listed here in the Neighborhood Plan to acknowledge and give credit to the Montavilla Neighborhood Plan Steering Committee.

- a. Develop a satellite Land Use Permit Center in outer southeast to make it more accessible and convenient for residents and developers living in the area to process land use applications and get information on zoning.
- b. Encourage residents to participate in the regional decision-making process for choosing high capacity transit corridors. Possible sites in outer southeast include: I-205, 82nd Avenue and portions of Powell Boulevard and Foster Road.
- c. Improve public transportation linkage to large industrial and employment areas such as the Columbia Southshore, Swan Island and Rivergate to connect residents of Montavilla with living wage jobs.



Priority Projects to be funded by Bureau of Housing and Community Development

The Montavilla Neighborhood is eligible for funds from the Bureau of Housing and Community Development (BHCD). The following is a list of priority projects the neighborhood would like to see accomplished with the assistance of BHCD funds.

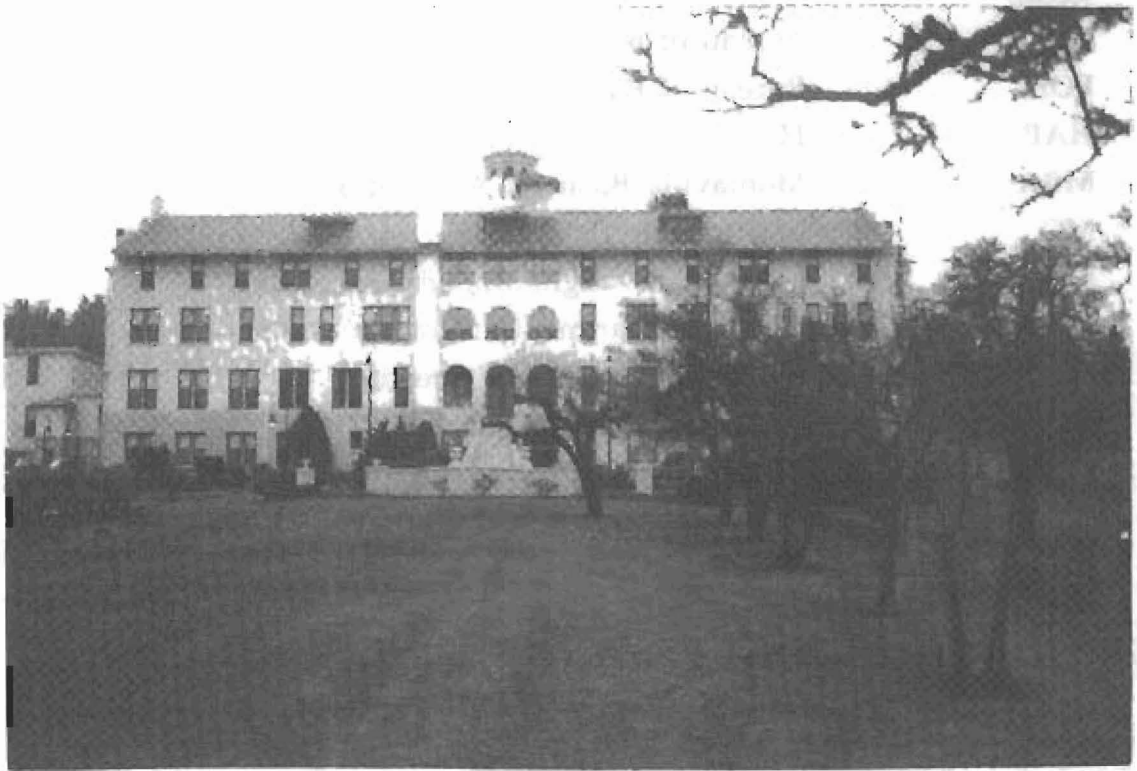
1. Develop a Neighborhood Gateway at SE 74th and Thorburn Avenue.
2. Pave unimproved streets and add sidewalks in areas where there are none.
3. Plant street trees on Stark Street between SE 76th and 82nd Avenue to promote this area as the business and pedestrian district in the neighborhood.
4. Set up Block Watch Programs throughout the neighborhood.



Possible site for a Neighborhood Gateway:
SE 74th Avenue and Stark Street

Key to Implementing Agencies

BES	Bureau of Environmental Services
BHCD	Bureau of Housing and Community Development
BOB	Bureau of Buildings
BOP	Bureau of Planning
HAP	Housing Authority of Portland
MBA	Montavilla Business Association
MC	Multnomah County
MNA	Montavilla Neighborhood Association
ODOT	Oregon Department of Transportation
Parks	Bureau of Parks and Recreation
PPB	Portland Police Bureau
PDC	Portland Development Commission
PDOT	Portland Office of Transportation
PVT	Private
ROSE	Revitalize Outer Southeast
TM	Tri-Met



**Historic Landmark:
St. Andrews Care Center
SE 76th and Main**