

Minutes
Union Avenue Redevelopment Steering Committee
February 5, 1974

The Union Avenue Redevelopment Steering Committee meeting was called to order at 4:00 p.m. The meeting was held in the Model Cities Conference Room #226 at 5329 N.E. Union Avenue.

Members present at the meeting were as follows:

Warren Nunn	Viviane Barnett	Bob Walsh	Angelo Lampus
Warren Chung	Robert Bothman	Steve McCarthy	Nate Nickerson
Opal Strong	Charles Ford	Louis Scherzer	Jack Mills
Mayor Goldschmidt	Mike Lindberg	Gary E. Stout	

Staff consultants: Dennis Wilde, Herman Brame, Tim Nolan and Michael Lyons
Staff support from Model Cities: Walt Kuust and Neva VerMeer
Staff support from the Bureau of Human Resources: Faye LyDay and Beth Hoover

After members had introduced themselves, Mayor Goldschmidt spoke briefly on the initial actions taken by the committee, our commitment from the Portland Economic Development Committee (PEDCO), and the contribution of staff from the Planning Department, Bureau of Human Resources, and others, as the need and assistance is required. While introducing Gary Stout, Mr. Goldschmidt stated he thinks it is important that this committee understand its role in relation to the others involved. Mr. Stout is the Director for the Office of Planning and Development.

Mr. Wilde added that the Economic Consultant has been selected and is presently initiating his work program. Mr. Nickerson is here from the Urban League. In the formation of the Steering Committee we have attempted to represent as many factors as possible. Herman Brame is devoting all of his time to involve the eight adjacent neighborhoods so that they will have a role in the project as well as Model Cities. There will be some special sub-committees, one on affirmative action and one on economic development who will report directly back to the Steering Committee. We have a deadline of June 30 to make recommendations to the City. The Steering Committee will meet at least five times during key points in the development of the planning. This first meeting is an introductory meeting and will set preliminary guidance in goals and objectives.

Mr. Wilde distributed a packet listing seven (7) goals and objectives, as follows:

1. Model Cities residents and businesses shall participate in the economic benefits of new construction, new jobs and new business.
2. Improve Union Avenue as a highway and mass transit facility with emphasis on facilitating local neighborhood access and movement.
3. Provide redevelopment opportunities for new housing.
4. Utilization of the Union Avenue program to enhance the social welfare of the Community.
5. Enlistment of the commitment of the private sector in the residential and commercial redevelopment of the Union Avenue Corridor.
6. Enhance the physical (visual) characteristics of Union Avenue.
7. Promote the orderly redevelopment of land use activity in the corridor.

Mr. Wilde stated the three original goals which went before City Council were Goals 1, 2 and 5. Mr. Wilde suggested that committee members rank the goals and set priorities as some of them might be conflicting. Mr. Goldschmidt said he would be very reluctant to set priorities and would be willing to work for the goals as they are listed.

Mr. Chung commented that most of Union Avenue is not deep enough for any kind of development as far as business is concerned. Ms. Barnett asked what the plans were for the existing structures. Mr. Wilde answered that the emphasis will be to rehab those structures which are sound and to remove those which have deteriorated to the point where rehab would not be conducive to the overall plan.

Discussion followed on the specific objectives listed under each of the seven goals. Ms. Strong recommended that under Goal No. 1, Objective (C) should be placed before Objective (A). The first objective then would read: "Establish requirements for affirmative action programs for all construction and associated activities."

Objectives under Goals 2 and 3 were read and approved. Under Goal 4, Objectives B and D were deleted. Objectives under Goals 5 and 6 were approved.

The Mayor stated it will be worthwhile to follow the Council's recommendation. This is not a planning project. There are many things related to Union we can do without years of planning.

Mr. Herman Brame, Community Involvement Coordinator, reported on his activities and stated he has made preliminary contacts with the Neighborhood Organizations in an effort to encourage them to participate in the Model Cities Working Committee meetings. Information on the project has been made available to the Third World, Portland Observer, major Portland newspapers, and with the citizen participation portion of PDC. He is also working with the Union Avenue Boosters.

CH²M/Hill has been selected by the City to develop a long range connection between the Fremont Bridge and Union Avenue. We are submitting a request for a grant to LEAA for \$500,000 for additional street lighting on Union, and also pedestrian links between the neighborhoods and Union Avenue. We are trying through State and Federal Highway funds to initiate a preliminary engineering study on Union Avenue. The total improvement of the project in the corridor, including right of way acquisition, will probably run approximately \$8,000,000. The program would also include specific provisions for transit.

Mr. Wilde mentioned that they had been talking to the National Guard about their participation in a clean-up campaign that would be carried out this spring. It would be strictly a volunteer program. Those property owners with old structures could get their properties cleaned up.

Mayor Goldschmidt said every one of the Bureaus has to contribute people over the long haul. The Human Resources Bureau has volunteered the services of Beth Hoover and Faye LyDay. Mr. Walt Kuust from Model Cities will also contribute to the social planning component. We have gone to the Bureau chiefs and asked them to reorganize their priorities along Union Avenue.

In speaking of the economic component, Mr. Wilde said the Economic Development Administration hasn't formally approved it. Marlette and Associates have initiated their effort. In addition, we have been working with the businessmen on Union Avenue to get them established and incorporated through the State.

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Mayor Goldschmidt said we will try to go before Council with concrete projects and get them passed as soon as possible. The first one is Highway Transit Project and if that is successful then we will pull in others.

The date of Tuesday, March 26, was set as the time for the next scheduled meeting. With no further business, the meeting adjourned at 5:30 p.m.

Neva VerMeer
Transaction Secretary

A G E N D A

AFFIRMATIVE ACTION SUB-COMMITTEE

FEBRUARY 14, 1974

- I. Description of background and objectives of Union Avenue Program
- II. Explanation of the affirmative action concept for the City of Portland.
- III. Introduction of members and assessment of their potential contributions.
- IV. Assign tasks (i.e., affirmative action program survey -- City, State, Federal)
- V. Adjourn and set next meeting time.

UNION Avenue
PROJECT MANAGEMENT
-FACT SHEET-

- A. Operating Agency - The City of Portland, Office of Planning and Development.
- B. Office of Planning and Development Director - Gary E. Stout, Administrator, 1220 S.W. 5th Avenue.
- C. Field Office - Model Cities, 5329 N.E. Union Avenue, Room #224 (Physical Program Office) telephone 288-8261.
- D. Funding Sources - Model Cities Planning Board, Portland Economic Development Committee, Portland Planning Bureau, (In-kind) Portland Development Commission (In-kind), Bureau of Human Resources (In-kind).
- E. Project Time Line - (December 1973-Early June, 1974)
- F. Project Staff -
 - 1) Dennis Wilde - Project Coordinator
 - 2) Herman Brame - Community Involvement Coordinator
 - 3) Tim Nolan - Economic Component
 - 4) Mike Lyons - Physical/Social Component
- G. Professional Consulting - Firm to be selected for the economic study.
- H. Staff Support - Portland Development Commission - Bureau of Human Resources.
- I. Steering Committee Membership -
 - 1) Metropolitan Economic Development and Industrialization Alliance, Inc.
 - 2) Portland Economic Development Committee
 - 3) Oregon State Highway Commission
 - 4) Portland Development Commission
 - 5) Portland Planning Commission
 - 6) Model Cities Program
 - 7) Oregon State Highway Commission
 - 8) Union Avenue Businessmen and Property owners
 - 9) Urban League/National Association for the Advancement of Colored People/Albina Ministerial Alliance
 - 10) Tri-Met
 - 11) Lloyd Corporation
 - 12) Corporate & Financial

UNION AVENUE REDEVELOPMENT

In the past two years, considerable attention has been focused on Union Avenue. Three independent studies, one on transportation, one on traffic circulation, and one on economic development, have all identified Union Avenue as a central factor in the solution of a whole series of physical, economic and social problems. Neighborhood Plans have also recognized the importance of Union Avenue and its impact on surrounding Neighborhoods. In August of 1972, each Neighborhood Association and the Citizens' Planning Board adopted 11 transportation policies which included Union Avenue as the highest priority project for transportation improvements.

Union Avenue is the major corridor for traffic circulation through the Model Neighborhood. It is the visual focus of this neighborhood, both for residents and for those traveling through Model Cities. Its blighted conditions and continuing deterioration have an economically frustrating and psychologically demoralizing effect on the Model Cities area and its people, yet Union Avenue has been excluded from virtually all of the planning and project development underway in Model Cities. There is little relationship between the improvement programs underway in the planning areas in Model Cities and any existing efforts to improve the conditions of Union Avenue.

Model Cities sees Union Avenue redevelopment as essential because it is central to the success of many of the improvement programs

already underway in Model Cities, the success of the neighborhood efforts to reduce thru-traffic through the residential areas, the success of commercial and economic redevelopment in the Model Neighborhood and the success of a coordinated well-functioning system of community and social services that will bridge Union Avenue and link neighborhoods. These and other issues seem to hinge on an aggressive and successful redevelopment program for Union Avenue.

In October of 1972, Mayor Neil Goldschmidt met with representatives of Model Cities and various bureaus of the City to discuss the status of Model Cities planning and of need for long-term commitment on the part of the City to this area. He personally felt that Union Avenue represented the key to the long-term physical and economic improvement of the community. With the Mayor's endorsement in October of 1972, there began a concerted effort to initiate a redevelopment program for Union Avenue and to gain the necessary support for such a program to succeed. In February, 1973, the Model Cities Citizens' Planning Board approved the concept of a redevelopment program for Union Avenue and allocated \$50,000 to initiate such a program. However, at the same time they placed certain conditions on the release of those funds - specifically, that financial commitments be garnered from other agencies and interested parties that would be involved in such a project. That commitment had to match the dollar contribution that Model Cities was willing to make. Over the summer, a detailed work program was developed and commitments were received

from the Portland Economic Development Committee for \$15,000, from the Portland Planning Bureau for staff contribution of \$8,000, from the Portland Development Commission for a staff contribution of \$8,000, from the Bureau of Human Resources for a staff contribution of \$2,500 to \$5,000. In October of 1973, Model Cities gave final approval to the program and approved the release of the funds. On November 1, the Portland City Council approved the program and established the project and the staff to carry it out.

What would a redevelopment program involve?

The primary tasks will be the construction of new highway and mass transit facilities, the construction of new commercial and industrial outlets and new housing, the development of manpower training and employment programs, the development of new community and social services and facilities for those services, and the commitment of the private sector to re-invest in the Union Avenue Corridor. Particularly with Eliot and some of the other "soft" areas in Model Cities, the hoped-for impact of the Union Avenue redevelopment program would be in the generation of programs and other projects reaching out into the community, such as new housing construction, community facilities, traffic circulation improvements, etc. Union Avenue can serve as the impetus for new programs beyond the boundaries of the immediate redevelopment program.

A good indication of the interest and potential for Union Avenue are the programs and projects already underway or being worked on.

These include a highway engineering project on Fremont Street between the bridge and Union Avenue. This project is for preliminary engineering studies and environmental impact studies of the alternatives. There is reservation of approximately \$500,000 in LEAA funds for street lighting improvements in the Union Avenue Corridor. MEDIA is in the process of putting together a Small Business Investment Corporation that could help fund business enterprise along Union Avenue. These are only the first of many actions that will be needed to carry out the full development of the Union Avenue Corridor.

UNION AVENUE REDEVELOPMENT PROGRAM
(Rough Draft)
Feb. 5, 1975

GOALS AND OBJECTIVES

To ensure that all plans and programs related to the development of Union Avenue shall be in harmony with the existing social, physical and economic goals and programs of Model Cities and that they satisfy the needs of community residents.

1. Model Cities residents and business shall participate in the economic benefits of new construction, new jobs and new business.
 - A. Establish requirements for affirmative action programs for all construction and associated activities.
 - B. Develop means for encouraging minority entrepreneurship.
 - C. Coordinate manpower training and employment programs with all redevelopment activity.
 - D. Ensure that existing property owners and businessmen participate in redevelopment activity in the corridor.
2. Enhance the physical (visual) characteristics of Union Avenue.
 - A. Create a more pleasing environment for pedestrian activity.
 - B. Create a positive visual image.
 - C. Improve the environmental quality of the corridor and surrounding neighborhoods.
3. Provide redevelopment opportunities for new housing:
 - A. Encourage a variety of housing types and rent levels compatible with the community.
 - B. Develop quality new housing compatible with neighborhood plans.
 - C. Establish a high design standard to ensure a quality environment for the occupants.
 - D. Reduce constraints to new residential development.
4. Utilization of the Union Avenue program to enhance the social welfare of the Community.
 - A. Aid existing community social services in providing better service.

- B. Determine the interrelationships and needs between Union Avenue and the various educational facilities and institutions in the Community.
 - C. Address the problems of vandalism, pilferage, and stranger to stranger crime.
 - D. Encourage physical improvements that will reduce the incidence of crime.
 - E. Establish programs and projects which will create a positive attitude on the part of the community toward the Avenue.
5. Enlistment of the commitment of the private sector in the residential and commercial redevelopment of the Union Avenue corridor.
- A. Identify potential investment opportunity.
 - B. Create a positive financial environment.
 - C. Strengthen Union Avenue as a viable commercial center for the community.
 - D. Attract more capital into the community for investment in and expansion of commercial enterprises.
 - E. Reduce the constraints to the development of physical and economic activities.
 - F. Establish rehabilitation programs to encourage reinvestment in the corridor.
6. Improve Union Avenue as a highway and mass transit facility with emphasis on facilitating local neighborhood access and movement.
- A. Reduce through traffic on local residential streets as well as improvement of Union Avenue for improved traffic and turning movements.
 - B. Explore transit (including exclusive transit lanes) as an alternative to automobile oriented improvements.
 - C. Utilize highway improvements as a means of carrying out redevelopment activity.
 - D. Provide for off street parking and regulation of on street parking along the Avenue.

7. Promote the orderly redevelopment of land use activity in the corridor.
 - A. Establish the most desirable land use pattern:
 1. In light of district and neighborhood plans.
 2. Recognize Union Avenue as a commercial/industrial corridor.
 3. Recognize Union Avenue as a major transit corridor.
 - B. Provide for appropriate transitions and buffers between potentially conflicting land use.
 - C. Establish guidelines and standards to ensure quality development.
 - D. Protection of State facilities which are sound or have rehabilitation potential.

-UNION AVENUE REDEVELOPMENT PROGRAM STATUS REPORT-
January 31, 1974

I. Administrative-

All staff positions have been filled.

II. Community Involvement Component-

The community involvement structure has been developed. Contacts have been made with Neighborhood Organizations. An inventory of community groups and agencies has been completed.

The Steering Committee for the program has been selected.

III. Physical Plan Component-

The Firm of CH2M has been selected to develop the Long-Range Plan for Fremont Street from the Fremont Bridge ramps up to Union Avenue. The plan will include studies along Union Avenue relating to traffic patterns, air quality, and noise pollution, etc.

A grant application is being prepared to be submitted to I.E.A.A. for additional lighting along Union as a deterrent to crime. The funding for the lighting program is expected to total about \$500,000.

Also a grant application is being prepared to fund a \$400,000-\$800,000 preliminary engineering study along Union Avenue. The application will be submitted to the State Highway Division.

The Portland Development Commission has agreed to provide staff assistance to the program.

IV. Social Plan Component-

An agreement has been made with Mr. Andy Raubison, Director of Planning and Program Development for the Bureau of Human Resources to provide staff time for the social component of the project. The Manpower Coordinator for the City of Portland has agreed to contribute staff time to the project.

V. Economic Plan Component-

The listing of ownership and assessed value of property in the project area has been completed. Base maps for the project area have been completed.

Marlett & Assoc. has been selected as the consulting firm for the Economic Study.

The former Union Avenue Boosters Club has been rejuvenated and formally organized with the Redevelopment of Union Avenue as one of their primary goals.

-UNION AVENUE REDEVELOPMENT PROJECT-
-STEERING COMMITTEE-
1/25/74

1. Warren Nunn
(Portland Economic Development Committee)
c/o Pacific Power & Light Co.
920 S.W. 6th Avenue, Portland 97204
226-7411
2. Viviane Barnett
(Metropolitan Economic & Industrialization Alliance, Inc.)
Barnett Real Estate
27 N. Killingsworth, Portland 97211
289-7354
3. Bob Walsh
(Portland Development Commission)
Tom Walsh & Co.
2839 S.W. 2nd Avenue, Portland 97201
222-4375
4. Ocie Trotter
(Portland Planning Commission)
Albina Family & Community Services
73 N.E. Morris, Portland 97212
288-9145
5. Robert Cameron, Vice-President
Lloyd Corporation Ltd.
700 N.E. Multnomah, Portland 97232
233-5871
6. Angelo Lampus
Lampus Company
6908 S.W. Beaverton-Hillsdale Highway, Beaverton
292-6608
7. Warren Chung (Union Ave. Businessmen Assoc.)
Woodlawn Pharmacy
6728 N.E. Union Avenue, Portland 97211
289-3312
8. Robert Bothman
Oregon State Highway Commission
5821 N.E. Glisan, Portland 97213
238-8226
9. Steve McCarthy
Tri-DET
4314 S.E. 17th Avenue, Portland 97202
233-8373

10. Nate Rickerson
(Urban League)
5329 N.E. Union Ave., Portland 97211
288-6517
11. Opal Strong
Model Cities Planning Board
5021 N. Williams Ave., Portland 97217
287-9717
12. Martha Warren
Model Cities Planning Board
4756 N.E. 14th Ave., Portland 97211, 281-3121
13. Charles Ford
Model Cities Planning Board
4012 N. Commercial, Portland 97227, 288-6604
14. Louis Scherzer, Senior Vice President
Benjamin Franklin Federal Savings & Loan Association
517 S.W. Stark, Portland 97204
248-1234
15. Jack Mills, Vice President
United States National Bank
321 S.W. 6th Avenue, Portland 97204
225-6111
16. Mayor Neil Goldschmidt
City Hall
1220 S.W. 5th Ave.
Portland OR 97204, 248-4120
17. Lloyd Anderson, Commissioner of Public Works
City Hall
1220 S.W. 5th Ave.
Portland OR 97204, 248-4141

Agencies hope to revitalize

State and local agencies are seeking to revive NE Union Avenue, the deteriorated backbone of the Portland Model Cities area.

For 40 blocks north from NE Broadway to Columbia Boulevard, business survives with fitful inconsistency, a residual mish-mash not knowing which way to go.

"That's why now is a good time to start moving," says Harvey L. Rice, executive director of the Metropolitan Economic Development Industrial Alliance, Inc. (MEDIA).

"Things have leveled off now, though, I think," Rice said. "Last year was one of our quietest summers ever. It can only start looking up."

MEDIA is one of the principal participants in the Union Avenue Redevelopment Program, a study to encourage businessmen to help themselves and fill an economic void left after the demise of federal funding programs.

With strong backing by Mayor Neil Goldschmidt and coordination by Dennis Wilde, a Model Cities veteran, the program calls together private and

public agencies hoping to take the avenue apart and rebuild it.

In addition to MEDIA, the program involves the Portland Economic Development Committee, Inc. (PEDCO); the Portland Development Commission; the Oregon State Highway Commission and the Bureau of Community Development.

Most important, the study calls for active participation by residents of Model Cities, whose planning board last week approved release of \$50,000 as its share of the \$264,000 study cost.

The board stipulated, however, funds are not to be used unless a training program for Model Cities' residents is included, one of the two administrative positions is filled by a Model Cities resident and adequate relocation benefits are made available for anyone affected.

Other money, Wilde said, is promised by PEDCO (\$15,000); PDC (\$8,000), BCD (\$5,000) and \$186,000 from Federal Aid to Urban Arterial Funds.

"It will take about seven months to develop the plan," Wilde said, "another two years before implementation

can begin and we're looking to three to five years for completion."

Eventually, he said, the total budget could grow to \$6 to \$8 million, with actual redevelopment costs of from \$10 to \$20 million over the next seven to 10 years.

Keeping in mind that Union Avenue is considered a tremendous resource, an urban umbilical nourishing adjacent Model Cities neighborhoods, study goals are realistic.

Things have to be cleaned up, vacant lots filled, buildings torn down or improved, and traffic congestion relieved by street improvements and more mass transit.

The study will also look at proposed improvements along NE Fremont Street; perhaps a widening to relieve traffic through neighborhoods after the opening of the Fremont Bridge in November.

Consultants to the PDC had studied the area two years ago, at a cost of \$40,000, but, according to Wilde, provided only a general concept for all of Model Cities.

Bureau seeks strong support for rebuilding Union Avenue

Phrases like "action oriented," "high priority" and "not just another study" are used by Garry Stout, director of the Bureau of Community Development, to support his optimism about redevelopment of NE Union Avenue.

The Bureau, which will manage the program in the future, needs strong local support, Stout said.

"The federal urban renewal bill is rather dry. If people see an interest there, it will go. If it does, the city will bring its resources to bear."

Phil McLaurin, a Goldschmidt assistant, said, "Neil wants it to work. Jobs are needed, opportunity must be the focal point. The people have a lot of reluctance and this has been expressed at Model Cities meetings. But since the board put money in, it means something. The interest is there."

MEDIA this week sent out its own inventory to 175 busi-

nessmen as part of a preliminary market study. Local business has paid the bill and students from Portland State University's Urban Studies Center are involved.

Gretchen Kafoury, MEDIA's new community organizer, coordinates the survey and will circulate a monthly newsletter to 300 businessmen on the avenue, acting as liaison between MEDIA and citizen planning groups.

"We've already sent six test surveys to places we knew and those we knew would respond negatively. We found that, most of all, there was a concern for how the street looked. Then it was crime. The other problems, traffic, lighting, transit, were lumped together as equally important. There's a lot of interest in getting rid of unused buildings and cleaning up vacant lots."

Rice, working on the avenue, sees many of the business people everyday. He contemplates a beer party

following the survey, "so we can get everybody together and talk things over."

"We must find out where the cliques are," he said, "what the businessmen are talking about. We need to find out what kinds of goods and services we need, those who are willing to get involved."

"We want those with money to participate and those who are absentee landowners to fix up their property," Rice added. "There's cheap land here now and that's an incentive. We're saying 'do it now' and anticipate revived growth later."

Catalyst for renewal could be PEDCO's planned Portland Industrial Center, a 100-acre industrial development planned along NE Columbia Boulevard, already widened to 44-feet to facilitate the project.

Frank Cox, PEDCO executive director, said, "we're looking for a 'fast' project. It's got to make sense, not

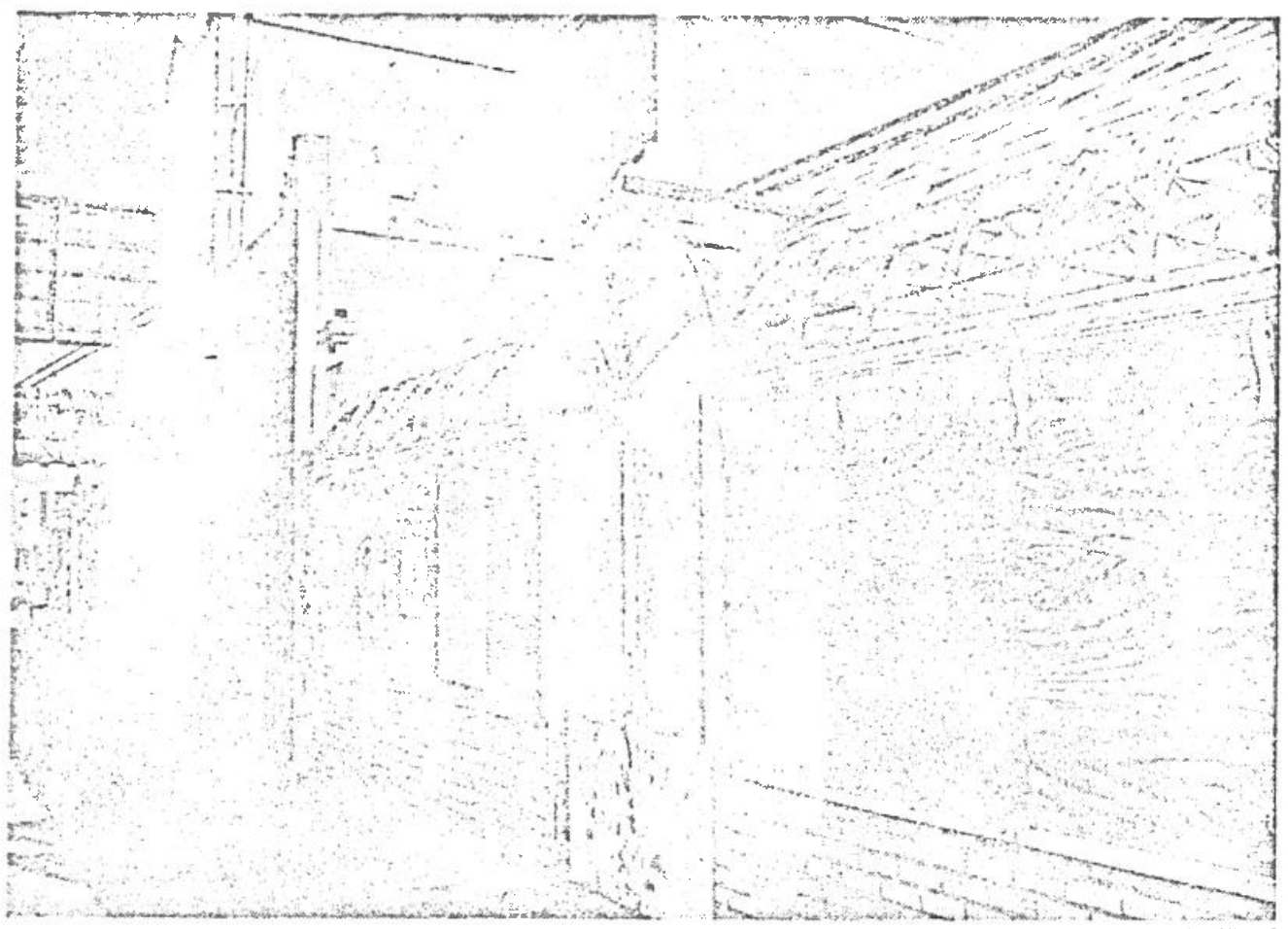
only for business but for the environment. A tie-in with Union Avenue would work very well. There's the chance to utilize unemployed in the area, as well as other workers to retain a work force. PEDCO feels responsible to the entire area. We must put job generating facilities where the people are."

MEDIA is receptive but after years of chronic unemployment in the area Rice is skeptical.

"We must make sure PEDCO hires from the community," he said. "Too many large firms have made promises only to break them later. We don't want people coming to work here from Beaverton and the suburbs while our people are unemployed."

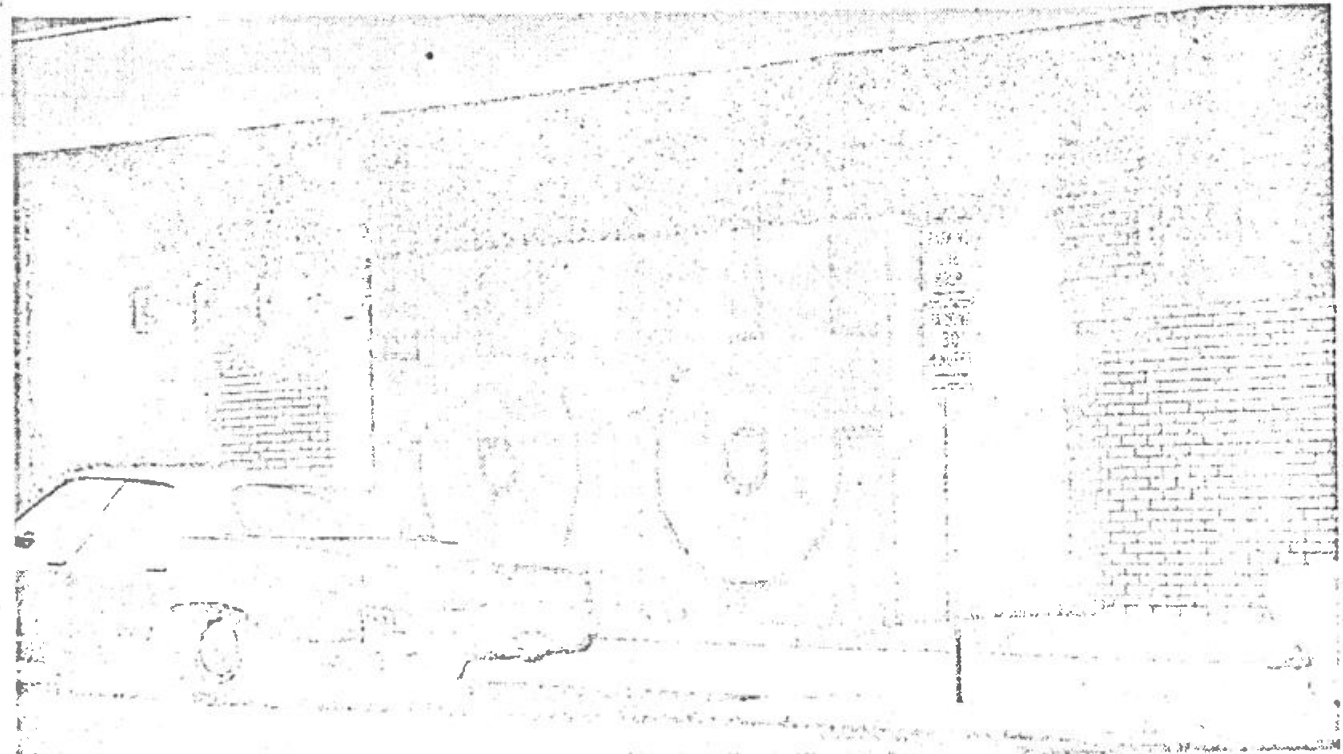
Rice talks about transitions, how the avenue is a conglomerate representing a variety of neighborhoods and people; how it isn't just one long similarity but must be brought together.

neglected N. Portland area



Staff Photo by Jim Vincent

FLORIST NO MORE — Vacant, dilapidated Union Avenue greenhouse once housed stock of prominent florist Ery Lind. Businessmen, Portland Mayor Neil Goldschmidt and others want to see avenue revitalized. Various organizations have been formed or are turning attention to renewal task.



FANCY FACADE — Refurbished building on NE Union Avenue houses public agencies, offices. It is the sort of development being sought for long-time marginal thoroughfare through Northeast Portland.

21/10/73
Oregonian

Businessmen along avenue anxious



GOOD BUSINESS — Jerome Polk, part owner of Fashion Wheel store, said he believes Union Avenue revival will make his good business even better.

By PAUL PINTARICH
of The Oregonian staff

Inside the Fashion Wheel, store of wigs, jewelry and beauty, Jerome Polk, partner with Larry Jackson, said the planned revival of NE Union Avenue would be good for business.

Polk moved the business from NE Killingsworth Street two years ago and said he would very much like to participate in any program that would be constructive.

"This is a good area," he said. "We have banks and stores but things get bad down below, around Fremont. We have to tear down the old buildings and get things cleaned up so the atmosphere will be appetizing. And they should do something about the traffic."

Warren Chung, owner of the Woodlawn Pharmacy, has been on the avenue 17 years. "I've never thought about leaving," he said. "I wish more people would realize how we need small business to serve the people there, especially the old and those who can't get downtown."

Chung operates a methadon program and he is

cheerful to everyone, young and old. He likes them, is proud to serve the Model Cities area.

"The young people need jobs," he said. "With more business we could get them employed and off the streets. The larger firms won't hire them."

He feels people must be educated to care for everyone. "Others are sick and need help too. That's why I'm here."

Early last summer Angelo Lampus removed the plywood panels from the windows of his discount store and gained citywide publicity.

But he has also contributed money to a MEDIA market survey and said, "we have a commitment to the area. The population shops in our store and we have a program of hiring minorities. Sales are up, they're increasing and people feel safe around here now. It'll never be the same as before, of course, but it could come back. Softer, more livable and I'd rather see that than a lot of used car lots."

Robert Youmans is a Californian who two years ago opened his wholesale outfit,



COMMITTED TO REVIVAL — Robert Youmans said he plans to expand his two-year-old shop, Pottery

Sales. He said he would not expand if he were not committed to Union Avenue redevelopment.

for redevelopment to begin

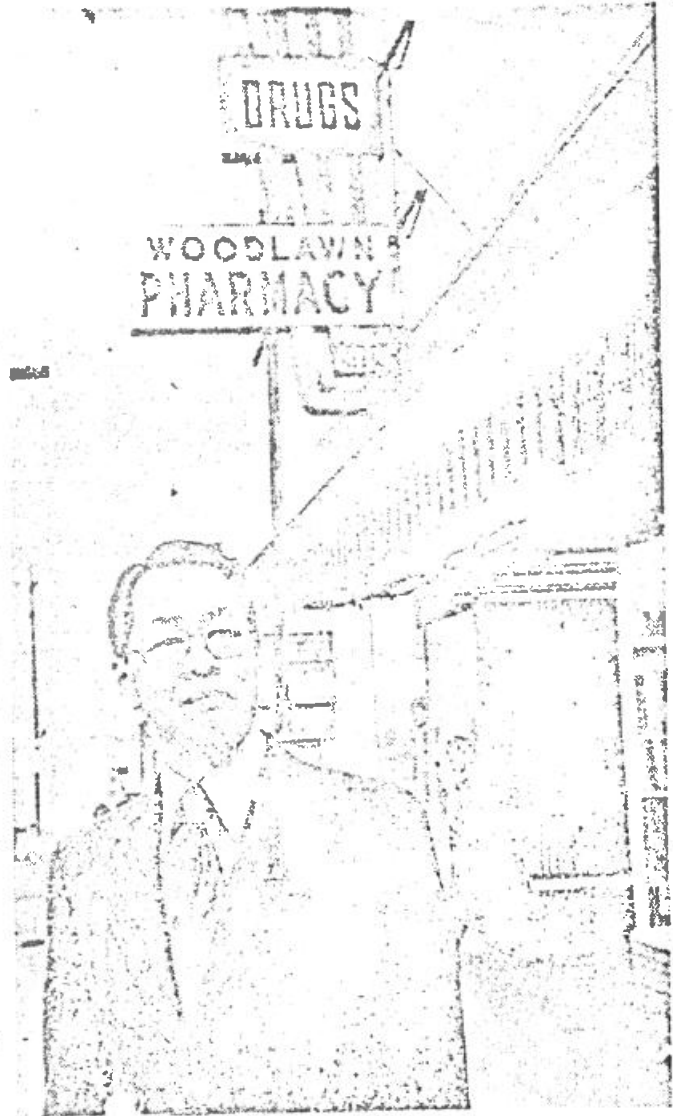
Pottery Sales, and now plans to expand the business which, he says, has been stirred by the ecology boom. "People buy more planters," he said.

Youmans is planning a new building on Union and said, "I wouldn't be interested in expanding unless I was committed. I'm even thinking about a little landscaping outside, some plants on the sidewalk, but some think it's

a little too early."

Youmans' windows are boarded with plywood but painted nicely and he wishes he could fix the building, make it more appealing.

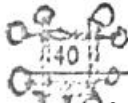
"When things get better maybe I will," he said. "Of course, I have no need for windows but I know it would help. Like anyone else I can do no more than hope for revival. I'm a newcomer, but I'll participate."



PROUD TO SERVE — Warren Chung, owner of the Woodlawn Pharmacy, feels small businesses are important to the Model Cities neighborhood.

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Oregonian



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Union Ave. plan gains panel's OK

The Model Cities Citizens Planning Board Tuesday night approved what is expected to be a multi-million dollar Union Avenue Redevelopment Project.

After two hours of heated debate and an unsuccessful attempt to table the matter, the board adopted 16 to 5 a motion to release \$50,000 in previously appropriated funds for the project and approved the plan on the condition three stipulations are inserted prior to consideration of the project by City Council.

The board stipulated Model Cities funds not be used unless a training program for Model Cities residents is included; one of the two administrative positions be filled by a Model Cities resident; and adequate relocation benefits be available for people relocated.

The \$50,000 in Model Cities money will be combined with \$15,000 from the Portland Economic Development Committee, \$3,000 from the Portland Development Commission, and \$5,000 from the Bureau of Community Development and \$186,000 from Federal Aide to Urban Arterial Funds, for a total of \$264,000 to be used for planning purposes.

The plan was presented to the board by its consultant, Dennis Wilde, who said he expects the total planning budget to grow to \$6 to \$8 million and the actual redevelopment project to cost between \$10 and \$30 million over the next seven to 15 years. Although the Model Cities program will end June 30, 1974, the redevelopment plan is being established as an ongoing project under the Bureau of Community Development.

The board also voted to allocate \$11,000 to a three-year, \$702,000 youth diversion project under the Portland Impact Program for a comprehensive Youth Service Center in the Model Cities area.

In other action, the board responded negatively to a letter from City Commissioner Mildred Schwab concerning the resignation of Model Cities acting director Andrew Raubeson.

In a letter to the board, Miss Schwab indicated a replacement for Raubeson would be chosen by the mayor on the recommendation of a nominating committee that would include personnel from the bureau. However, the board voted to create its own nominating committee of five board members that would suggest three names to the mayor.

"This is how it has been done in the past and this is how it should continue to be done," said board member Harry Ward.

Raubeson's resignation is effective Nov. 13.

turn
Union Avenue under study

Ann Scott
1915 N.E. 6 Ave.
Union Avenue

upgrading slated

*(To Dennis Wilde
in person)*

UNION AVENUE—Members of the Portland City Council gave informal approval last week to initiation of the Union Avenue Redevelopment Projects, which aims at encouraging redevelopment on that north-south corridor in the Model Cities area.

According to Gary Stout, director of the city's office of planning and development, the primary goals of the project is to improve the physical, social and economical environment of the Union corridor.

Model Cities funds are back of the study which is being guided by a planning team, composed of a full-time project coordinator and community organizer and a part-time transportation planner and social planner.

"Union Avenue has been excluded from Model Cities planning because most of these programs focused on residential development," planner Denny Wilde told council members.

Besides establishing a long-range program of redevelopment activity, objectives of the study are to ensure business and employment opportunities for area residents, and to enlist commitments from the private and public sector for revitalization of the avenue, Wilde said.

★ Street and transportation improvements in the area will also be studied.

A steering committee which includes Portland's mayor, and representatives of the Model Cities planning board, the Portland Development Commission, MEDIA, Portland Economic Development Committee, the highway commission, Lloyd Corporation, Tri-Met and Union Avenue business interests, will assist the planners involved.

★ see below

Does this mean that N.E. 7

Ave will have sidewalks (2 blocks)

between Janett + Church sts?

★ Then we could shape on Union Ave.

50 years of mud