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MEMO

May 9, 2012

TO: Planning and Sustainability Commission

FROM: Debbie Bischoff, Senior Planner, NE District Liaison
Denver Igarta, Transportation Planner, PBOT

CC: Deborah Stein, Principal Planner; John Gillam, Supervising Planner, PBOT

SUBJECT: *Cully Main Street and Local Street Plans Implementation Report* - Proposed Draft
(May 2012)

Overview

On May 22, 2012, City staff will present to you the *Cully Main Street and Local Street Plans Implementation Report* at a publicly noticed hearing. The report is the result of a year long planning and public engagement process. The project attempts to improve the vitality of the Cully Blvd. main street area by allowing more opportunities for neighborhood-serving businesses through strategic rezoning proposals. It also offers a local street plan for most of the Cully neighborhood to improve connectivity and a strategy for local street improvements, e.g. sidewalks and paved streets that are lacking in the neighborhood.

Background

This project implements high priority actions in the City Council approved *Cully-Concordia Community Action Plan*, which seeks to improve local economic development and community-serving infrastructure in the under-served Cully neighborhood. This project is also consistent with goals and objectives, guiding policies and actions stated in the *Portland Plan*.

Cully Blvd. area is designated in the Metro *Region 2040 Growth Concept Plan* as a main street. The current zoning along this central corridor area is mostly residential. A number of existing businesses are zoned residential and are considered non-conforming. Overall, Cully is a large and racially/ethnically diverse neighborhood of 13,000 residents. It is also a neighborhood with a lot of children, one in four residents is under 18 years old. Cully has much less land zoned for commercial opportunities than most neighborhoods in the City (2% in Cully



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compared with 10% on average citywide). Of the businesses that do exist in the main street area, many are auto-serving or are alcoholic beverage establishments. The local community desires more family-friendly, local based, neighborhood-serving uses. A study by Marketek undertaken for this project, confirms an existing and future shortage of commercial uses to meet residents daily needs.

The Cully main street rezoning sets the framework for the 2012 Portland City Council approved and community driven Cully Boulevard Alliance Neighborhood Prosperity Initiative. Over the next ten years, business and property owners and community members will work on projects and programs to transform the Cully main street area into a thriving local-serving main street.

The Cully neighborhood suffers from poor street connectivity and a lack of basic infrastructure, with the second highest numbers of unpaved streets in the city. Only 34% of all streets in the study area have a sidewalk. Cully was annexed in Portland in the mid-1980s and lacks the dense street grid system that city neighborhoods to the west and south developed over time, making access through Cully more difficult. The transportation work in this project builds off of Portland Bureau of Transportation Safe Routes to Schools efforts at Harvey Scott and Rigler Schools.

Recommendations

The Bureaus of Planning and Sustainability and Transportation recommend that the Planning and Sustainability Commission take the actions requested in the attached *Cully Main Street and Local Street Plans Implementation Report* (Page 4).

Attachment

