



MEMORANDUM

TO: McLOUGHLIN AREA PLAN (MAP) COMMITTEE

FROM: FREGONESE ASSOCIATES

SUBJECT: TOP PRIORITY PROJECTS FROM MAP COMMITTEE AND PUBLIC INPUT

DATE: AUGUST 29, 2011 11

Starting with the Values, Vision and Guiding Principals from the McLoughlin Area Plan Phase 1, and on through the two public workshops of MAP Phase 2, the MAP committee and public have been working to identify projects and programs for the betterment of the area.

During July and August, the MAP committee, the public, a business focus group and technical advisors have weighed in on a series of potential actions that focus on implementation of the needs and desires the public has brought forth.

Following is a series of top priority projects and programs. These projects and programs have earned the designation of “top priorities” because they represent the convergence of the input gathered to date as having unified support. For the purpose of clarity they have been separated into Capital Projects, relating to expenditures on physical improvements, and Programs, that will involve an ongoing commitment in terms of staffing, or initiating additional study that is required prior to the actions of a capital project.

The following 16 items are listed by category, not in order of ranking or support received.

Capital Projects:

Public Parks, Open Spaces and Habitat Restoration:

1. Acquire property and/or develop new parks and open spaces.
2. Improve pedestrian connections to the Trolley Trail

McLoughlin Boulevard Improvements:

3. Construct pedestrian crossing facilities on McLoughlin Blvd. that may utilize medians, refuges, signals or grade separated facilities.
4. Construct streetscape improvements along McLoughlin Blvd., i.e., signage, sidewalks, lighting, landscaping, street furnishings and bike lanes.

Neighborhood Street Improvements:



5. Construct street improvements on existing significant transportation routes such as paving, signage, sidewalks or pathways, lighting, landscaping, drainage, and bike lanes. Example streets include Courtney, Concord and others with similar function or in need of safety enhancements. Local neighborhood streets would be left unchanged.

Development and Redevelopment:

6. Develop commercial or mixed-use nodes at targeted locations within the plan area. Funding can be used for planning, design and infrastructure improvements.

Business and Job Recruitment and Retention:

7. Provide incentives for businesses that provide family wage jobs.

Programs:

Environment:

8. Identify strategies to protect and enhance existing natural habitat.

Code Enforcement

9. Provide stricter enforcement of existing sign ordinances.
10. Coordinate enforcement among sheriff, health department, land use and OLCC to lessen negative impacts of adult oriented businesses and offender treatment facilities on the family-friendly character of surrounding neighborhoods.
11. Enforce proper property maintenance.

Zoning:

12. Modify the existing Zoning and Design Ordinance to better protect neighborhoods from up-zoning.
13. Develop a community design plan for McLoughlin Boulevard. This might include new design standards, zoning modifications, form based code and revised street sections.

Business and Job Recruitment and Retention:

14. Develop a program that promotes new business and expansion of existing businesses. Streamline permitting processes and minimize permitting costs.

Community:



15. Encourage community-wide events and cultural celebrations.

Development and Redevelopment:

16. Develop a vacant and underused land inventory to assist the private sector.