

McLoughlin Area Plan – Phase II  
Strategic Plan Draft Outline  
August 9, 2011

1. Executive Summary
2. Introduction
  - a. What the Plan is
    - i. Phase I – reference the doc
    - ii. Vision, Values and Guiding Principles – list these
    - iii. Phase II
  - b. How the Plan is used
    - i. Guidebook for how to take advantage of opportunities
      1. Includes range of options, weighed preliminary costs/benefits
      2. Short list of projects/programs to be ready to move on
      3. What the public has said they want
  - c. Study Area – What defines the McLoughlin Area
  - d. The planning process - brief overview of milestones, engagement and those involved
    - i. MAP Committee
    - ii. Workshops
    - iii. TAC/Business Focus Group
    - iv. Surveys
    - v. Website
    - vi. Interviews
3. Building the plan
  - a. What we want – Vision for the Area
    - i. Vision map/diagram
    - ii. McLoughlin Blvd
    - iii. Activity Clusters (Visualizations)
    - iv. Preserving the neighborhoods
    - v. Strengthening Connections
      1. Description of street types
      2. Cross sections?
      3. Bike and pedestrian connections
    - vi. Open Space/Habitat/Recreation

4. Analysis and findings – past and present
  - a. Market Conditions & Factors –  
Sidebar: Reference report from Phase 1
    - i. Top findings
      1. Retail leakage report (full in appendix)
      2. Interview results (full in appendix)
      3. Description of uses and intensities that could be supported in the area
    - ii. Identifying feasible uses/projects and opportunity areas
      1. Testing desired uses/intensities with Building Prototypes
        - a. Prototypes feasible today
        - b. Prototypes which are not feasible today
        - c. What is the gap? What uses appear better suited? What scale of development tips? Where?
  - b. Connection to other planning initiatives
    - i. Park Ave Station Area Plan
    - ii. Nature in Neighborhoods
    - iii. Portland-Milwaukie Light Rail
    - iv. Trolley Trail
    - v. Others?
  - c. Phasing of Development/Catalyst development
    - i. How to think about this – what the major findings of market analysis & interviews have said
      1. Focus one or two spots
      2. Don't be too rigid/be opportunistic
      3. These are those likely two spots
5. Funding Mechanisms (description of sources, applicability and funding levels)
  - a. Overview
  - b. County General Fund
  - c. Business Improvement Districts
  - d. Local Improvement Districts
  - e. Urban Renewal
  - f. Regional Grants
  - g. Other
6. Programs and Projects to Achieve the Vision
  - a. Program vs. Project (align w/ County definitions)
  - b. Short term vs. long term strategies
    - i. Short term -- Example & description
    - ii. Long term -- Example & description
  - c. Major Projects & Initiatives (description/picture/visualization )
    - i. McLoughlin Boulevard Improvements

- ii. Oak Grove Area
      - 1. Historic Downtown
      - 2. Oak Grove Blvd & McLoughlin Intersection
    - iii. Enforcement Programs
      - 1. Neighborhoods area-wide
      - 2. McLoughlin Boulevard
  - d. All Project Types & Details
    - i. Transportation
      - 1. Recommended programs and projects
      - 2. Funding and financing options for each
      - 3. Priority implementation matrix (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> priority, or short/medium/long term, timeframes in years)- with selection criteria
    - ii. Parks, Open Space, and Habitat
      - 1. Recommended programs and projects
      - 2. Funding and financing options for each
      - 3. Priority implementation matrix- with selection criteria
    - iii. Development/Redevelopment
      - 1. Recommended programs and projects
      - 2. Funding and financing options for each
      - 3. Priority implementation matrix- with selection criteria
    - iv. Housing Affordability
      - 1. Recommended programs and projects
      - 2. Funding and financing options for each
      - 3. Priority implementation matrix- with selection criteria
    - v. Economic Development Programs
      - 1. Recommended programs and projects
      - 2. Funding and financing options for each
      - 3. Priority implementation matrix- with selection criteria
    - vi. Planning Studies, Code Enforcement and Other Programming
      - 1. Recommended programs and projects
      - 2. Funding and financing options for each
      - 3. Priority implementation matrix- with selection criteria

## 7. Conclusion