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The heart of Portland

Adopted

Richmond Neighborhood Plan

December 1994

Bureau of Planning
Portland, Oregon

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Adopted
Richmond Neighborhood Plan

Adopted by the Richmond Neighborhood Association
November 9, 1992
Action Charts approved on September 15, 1994

Adopted by the Portland City Council
November 9, 1994 by
Ordinance No. 168280 and Resolution No. 35332

December 1994
Bureau of Planning
Portland, Oregon

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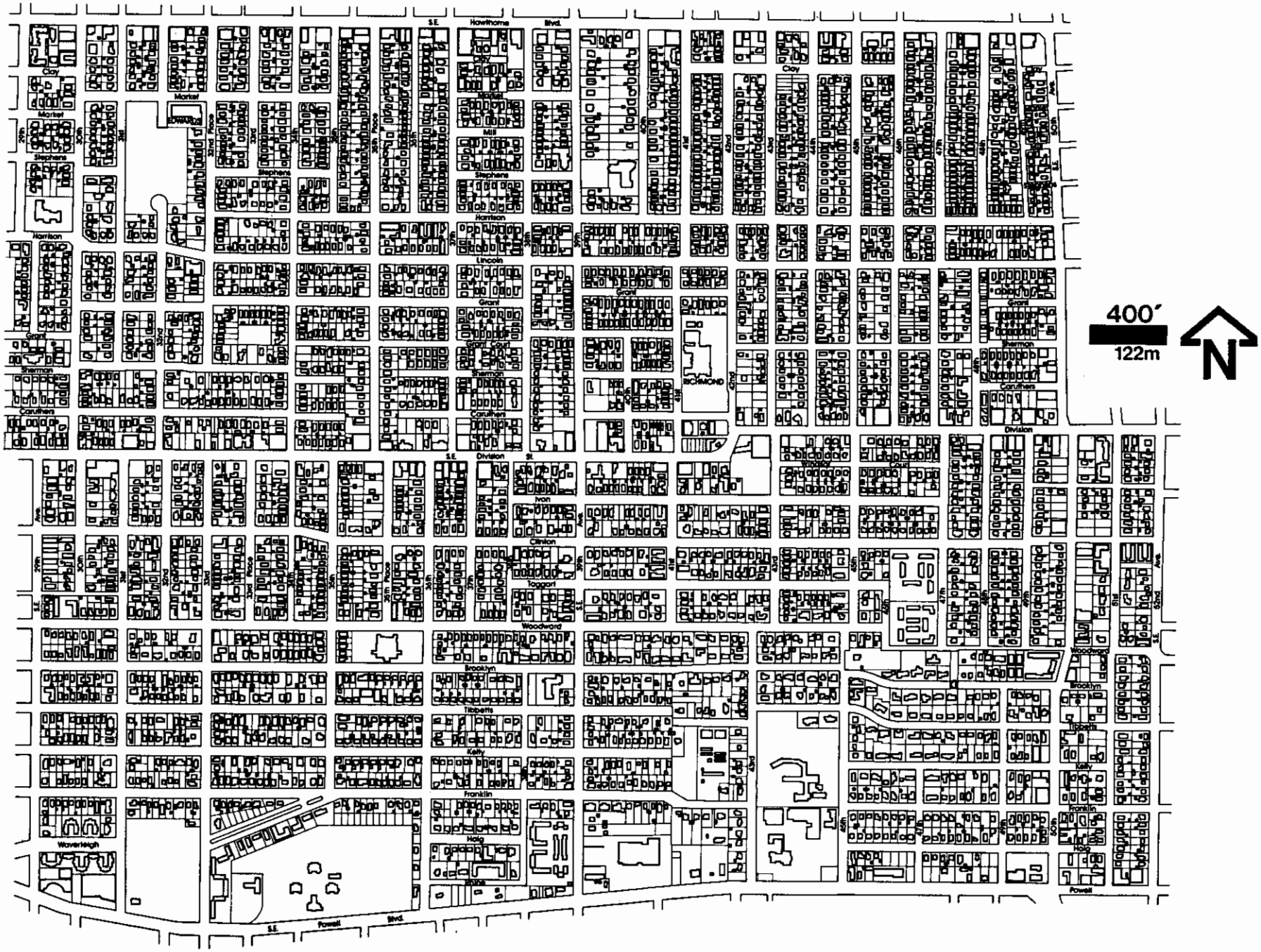
Introduction

Portland Neighborhood Planning

The Richmond Neighborhood Plan was developed through a community-driven process by neighborhood residents and area businesses, institutions and community service providers. The neighborhood plan identifies issues that the neighborhood feels are important and establishes priorities for actions to accomplish the neighborhood's goals. The City of Portland supports and facilitates the development of neighborhood plans, such as the Richmond Neighborhood Plan, for the following reasons;

- A neighborhood plan provides guidance to decision-makers on matters of land use, social programs, capital expenditures and environmental issues.
- A neighborhood plan establishes a policy framework which will help guide the community planning process. A neighborhood plan can set priorities for projects and studies to be accomplished as part of the community planning process.
- A neighborhood plan provides guidance to the neighborhood association by establishing a policy framework to base future decisions and sets priorities for projects and programs.
- A neighborhood plan stimulates a partnership between public and private interests to stabilize and improve neighborhood conditions. The process of developing a neighborhood plan brings neighborhood residents together with private, public, and non-profit groups to identify ways to accomplish neighborhood goals.
- A neighborhood plan involves Portland's citizens in the City governmental process of decision-making. Neighborhood plans improve understanding and communication between citizens, city bureaus and decision-makers.

RICHMOND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Clinton
Woodward
Brooklyn
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Kelly
Franklin
Holg
Powell
Waverleigh
RICHMOND

The Richmond Neighborhood Planning Process

The Richmond Neighborhood is in Inner Southeast Portland, bounded by SE Hawthorne Boulevard on the north and SE Powell Boulevard on the south. Southeast 29th Avenue marks the neighborhood's western edge. The neighborhood is bounded on the east by SE 50th Avenue from SE Hawthorne to SE Division and SE 52nd Avenue from SE Division to SE Powell. **(See neighborhood map opposite page)**

The Richmond Neighborhood Plan is a neighborhood-initiated plan. The Richmond Neighborhood Association began their neighborhood planning process during the summer of 1991. The neighborhood plan is the product of more than three years of discussions, workshops, and study groups by the Richmond neighborhood residents and area business associations, institutions, churches, and community service providers. The content of the policies of the neighborhood plan is based on these citizen outreach efforts as well as information derived from a neighborhood-wide survey conducted early in the planning process.

The Richmond Neighborhood Association approved their plan on November 9, 1992 and submitted it to the City in February 1993. The Neighborhood Association asked the city to consider adoption of the plan's vision statement, goals, objectives, and strategies. There are no zoning changes recommended as part of the plan. As part of the neighborhood planning process the Richmond Neighborhood identified areas that they would like to see considered for zoning changes. The Richmond Neighborhood will be included in the Inner Southeast Community Plan, tentatively scheduled to begin July 1996. The community planning process, which looks at district-wide zoning patterns, will be able to address the Richmond Neighborhood's zoning concerns.

Portland Planning Commission Review

The Portland Planning Commission public hearing on May 24, 1994 began the City's official review of the Richmond Neighborhood Plan. At this hearing the Planning Commission approved the following actions:

- Tentative approval of the Richmond Neighborhood Plan Vision Statement, Policies and Objectives with minor modifications.

- Defer consideration of the plan strategies until Fall of 1994. The Planning Commission directed planning staff to facilitate discussions between the Richmond Neighborhood and potential implementors and develop action charts that replace the plan's original strategies as the plan's implementation agenda. The Commission felt the plan would be a stronger document if the implementation element of the plan had the support of identified implementors. **(See page 6 for further discussion of action charts)**

Throughout the summer of 1994 the Richmond Neighborhood Plan Steering Committee met with potential implementors to discuss the feasibility of implementing specific plan strategies. During this process the strategies, called action items in the action charts, evolved to reflect discussions with potential implementors.

Meetings were held with representatives from the following City of Portland agencies: Parks and Recreation, Office of Transportation, Police Bureau, Fire Bureau, Bureau of Environmental Services, Portland Development Commission, Office of Neighborhood Associations, Building Bureau, and Multnomah Human Rights Commission.

Other public, private, and non-profit groups contacted included: Portland Public Schools, Tri-Met, Multnomah County, Southeast Uplift, Hawthorne Boulevard Business Association, Division Street Merchants Association, Portland Impact, Bicycle Transportation Alliance, Friends of Trees, and the Portland Housing Center. On September 9th, a final review by the Neighborhood Plan Technical Advisory Committee included representatives from many of these groups.

A second public hearing on the Richmond Neighborhood Plan was held on September 27, 1994. At this hearing the Planning Commission approved the following recommendations to the City Council;

- Adopt the Richmond Neighborhood Plan's Vision Statement, Policies, and Revised Objectives and amend the Portland Comprehensive Plan to reflect adoption of the Richmond Neighborhood Plan.
- Approve, by resolution, the amended Richmond Neighborhood Plan Action Charts.

Portland City Council Adoption

The Portland City Council unanimously approved the Richmond Neighborhood Plan on November 2, 1994, with final adoption of the plan on November 9, 1994. The implementing ordinance to adopt the Richmond Neighborhood Plan's Vision Statement, Policies and Objectives, and the resolution approving the plan's action charts are located in appendix A of this document.

Revisions to the 1992 RNA approved Richmond Neighborhood Plan

The 1992 RNA approved Richmond Neighborhood Plan can be found in Appendix B of this document. Through the City's review process many changes were made to the original 1992 plan. Appendix B provides documentation of the development of the approved Richmond Neighborhood Plan.

The City adopted the vision statement and policies of the RNA approved Richmond Neighborhood Plan as they were submitted to the City. However, the following changes have been made to the 1992 plan's objectives and strategies. In cases where the original wording differs from the city adopted Richmond Neighborhood Plan the city approved wording supersedes.

- The objectives have been adopted with the following minor revisions. **Bold lettering** indicates new language adopted by the City;

  Objective 1.6: *Improve access to businesses **by all modes***

  Objective 6.4: *Promote the eventual creation of a major transit corridor connecting outer SE Portland with Downtown* was revised to ***Increase and improve transportation options through and around the Richmond Neighborhood.***

- The 1992 RNA approved Richmond Neighborhood Plan contains a list of strategies that accompany the plan's objectives. The City deferred consideration of these strategies until they were incorporated into action charts as individual action items. Through this process there were many revisions to the original language of the strategies.

The Richmond Neighborhood was concerned that each action item could be traced back to its original strategy in order to keep track of the implementation of the plan. An additional column was added to the action charts that lists the number of the original strategy from which the action item was derived. In many cases the wording remains unchanged.

- The Street Specific Objectives, page 38 of the RNA approved Richmond Neighborhood Plan, were not considered by the City.

Background Information of the RNA approved Richmond Neighborhood Plan

Background information that is normally included in a neighborhood plan is contained in Appendix B: The 1992 RNA approved Richmond Neighborhood Plan. The following sections of the 1992 plan discuss the neighborhood planning process, historical development of the neighborhood, and demographic and physical characteristics of the area. Together, these sections provide an understanding of the neighborhood and provide a foundation for the content of the neighborhood vision statement and policies.

I. Introduction to the Neighborhood Plan

(Appendix B: page 1)

This section outlines the Richmond Neighborhood's purpose for developing a neighborhood plan and describes how the plan can be used by RNA, Division Street Merchants Association, Hawthorne Boulevard Businesses Association, neighborhood social service organizations, schools, churches, and city bureaus to accomplish the plan's policies and objectives. The section also contains the neighborhood vision statement that has been adopted by the city and a general discussion of policies, objectives, and strategies. Finally, this section describes the neighborhood's strategy for considering zone changes in areas where zoning/use conflicts were identified through the neighborhood planning process.

II. Richmond Statistics and Survey

(Appendix B: page 5)

This section contains 1990 Census Data on the Richmond Neighborhood. It also shows the results of the neighborhood's 1992 Neighborhood Survey conducted at the beginning of the neighborhood planning process. The information from this survey provided the foundation for much of the content of the plan. Finally, this section provides a map of the Richmond Neighborhood and identifies adjacent neighborhood associations.

III. Historic Discussion of Richmond

(Appendix B: page 9)

This section gives the historical overview of the Richmond Neighborhood and includes many historical photographs that help the reader visualize the early days of the Richmond Neighborhood. The section also includes a description of Richmond's most historic and architecturally significant buildings. The section ends with a summary of the development of the Richmond Neighborhood Association.

Appendices

(Appendix B: page 39)

The Appendices of the 1992 Richmond Neighborhood Plan include census data of the neighborhood, the RNA Neighborhood Plan Development Time Line, a Richmond Neighborhood Resource Guide, Acknowledgments, and a note of special thanks from the Richmond Neighborhood Plan Steering Committee Chair.

City Adopted Elements of the Richmond Neighborhood Plan

Vision Statement

The plan's vision statement describes the neighborhood as community members would like it to develop over the next twenty years. The Richmond Neighborhood Plan Vision Statement has been adopted by ordinance as part of the Portland Comprehensive Plan. The Portland Comprehensive Plan Vision Statement has been augmented by the vision statements of other planning projects, such as the Central City Plan, the Albina Community Plan, and various neighborhood plans. These vision statements add detail to the Comprehensive Plan Vision and provide more specific guidance for the sub-areas of Portland. Vision statements are considered when plans are amended or updated in the future.

Policies and Objectives

The plan's five policy areas address long standing neighborhood issues, assets, and opportunities identified through the neighborhood planning process. The Richmond Neighborhood Plan includes business, cultural environment, housing, safety and crime prevention, and transportation policies. These policies set the directions for community action that is consistent with the neighborhood's vision statement.

Accompanying each of the policies is a set of objectives which provide specifics about how the policies are to be understood, applied and implemented. The policies and objectives have been included in the Portland Comprehensive Plan Policy 3.6 (Neighborhood Plan). As part of the Comprehensive Plan a project or program in a neighborhood that must meet the policies and objectives of the city-wide Comprehensive Plan must also comply with adopted neighborhood plan policies and objectives.

Action Charts

Action charts are the implementation tool of the neighborhood plan. Each policy is accompanied by an action chart that implements the policy and its objectives. The action charts contain a list of action items which are divided into study issues, projects, programs, and regulations. Each action item has been assigned a time frame for completion; on-going, next 5 years, 6-20 years. Through the planning process potential implementors are identified who are interested in helping the neighborhood accomplish one or more of the action items. The neighborhood must receive commitment from all the potential implementors that are listed on the plan's action charts. Identification of an implementor for an action item is an expression of interest and support with the understanding that circumstances will affect the implementation leader's timing and ability to take action.

The Adopted
Richmond Neighborhood Plan

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The Richmond Neighborhood Plan Vision Statement

(Adopted as part of the Vision Statement of the Portland Comprehensive Plan)

The Richmond Neighborhood is a village community in which businesses, churches, schools and residents flourish. It is a place where everyone can be safe and secure living, working and doing business. Services are within walking distance. Neighbors are concerned and involved with each other. Green spaces and native vegetation are protected and public facilities such as parks are accessible throughout the neighborhood. Richmond is a place where diversity is welcome and all community members are honored, included, and protected.

The Richmond Neighborhood supports growth in density along the arterial and transit streets while maintaining the current single family zoning in its core. The neighborhood's vision will be developed through the implementation of this plan's objectives and strategies.

Policy 1: Business

The Richmond Neighborhood acknowledges the importance of a healthy business community to the vitality of the neighborhood. We therefore support compatible businesses, both new and existing, which foster neighborhood self-sufficiency.
(Policy adopted as part of Portland's Comprehensive Plan)

Objective 1.1

Define, develop and promote a clear identity for each business district.

Objective 1.2

Recruit businesses that enhance the neighborhood and promote neighborhood self-sufficiency.

Objective 1.3

Encourage complete utilization of all commercial property in Richmond when such development is compatible with the Richmond Neighborhood Plan.

Objective 1.4

Promote neighborhood pride through maintaining attractive commercial buildings and property.

Objective 1.5

Develop working relationships between the business and residential communities.

Objective 1.6

Improve access to businesses by all modes.

Policy 1: Business Action Chart

#	Business Action Items	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
	STUDY ISSUES					
B1	Identify potential businesses and unsatisfied needs in the neighborhood and develop market strategies to attract desired businesses that promote the business districts and their identities.	X			HBBA, DSMA, RNA, PDC	1.2.1
B2	As part of the future Inner Southeast Community Plan evaluate the existing land use pattern as it relates to zoning, identify inappropriate designations, and propose appropriate changes.		X		BOP, RNA, HBBA, DSMA	1.3.1
B3	As part of the Inner Southeast Community Plan examine the impacts of drive-through facilities and other auto-oriented uses on the neighborhood.		X		BOP	1.3.6A
B4	Explore ways to improve landscaping buffers between existing businesses and residences.		X		HBBA, DSMA, RNA	1.4.4
B5	Request a city study to identify methods for combining uses of and restrictions to parking lanes to increase vehicle parking areas.		X		RNA	1.6.3 6.6.3
B6	Recognizing that parking in the commercial districts is an area of great concern, advocate for an independent study of parking issues in the Hawthorne and Division business districts.		X		RNA, HBBA, DSMA, PDC, (College Project)	1.6.5
	PROJECTS					
B7	Work with existing business associations to develop individual business district identities.	X			HBBA, DSMA, RNA	1.1.1
B8	Work with business associations and districts to develop and display logos, symbols, welcome signs, etc. in order to encourage residents to shop locally.	X			HBBA, DSMA, RNA	1.1.2
B9	Use artist renderings to help visualize proposed themes involving neighborhood businesses, artists, and printers.		X		HBBA, DSMA, RNA	1.1.4
B10	Request the placement of an ATM machine to serve Division Street.	X			DSMA, RNA	1.2.3
B11	Advocate that drive-through facilities in the Richmond Neighborhood be located only on Powell Boulevard.	X			RNA	1.3.6B
B12	Create private pocket parks, sitting areas, and provide trash receptacles in convenient locations.		X		BAs, RNA	1.4.7
B13	Support increased bus frequency.	X			RNA	1.6.2
	PROGRAMS					
B14	Market business district identities outside of the Richmond area through mass media, newsletters, etc.	X			HBBA, DSMA	1.1.3
B15	Support home occupation businesses in Richmond that wish to relocate to neighborhood commercially zoned locations.	X			PDC, RNA, Realtors	1.2.2

#	Business (Continued) Action Items	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
B16	Inventory vacant commercial land and buildings, promote their appropriate use when possible, and provide this information to real estate agents and developers.		X		RNA, HBBA, DSMA, PDC	1.3.3
B17	Investigate various programs such as Local Investment Corporations, Community Development Corporations, tax credit opportunities, and credit unions. Make this information available to businesses and when appropriate, make recommendations to the RNA board.	X			HBBA, DSMA, PDC, RNA, Pvt, Banks	1.3.4
B18	Identify and attract public and private funds available for business investment in the Richmond Neighborhood.	X			HBBA, DSMA, PDC, RNA, Pvt, Banks	1.3.5
B19	Promptly remove graffiti in business districts. (See SCP16 and SCP17)	X			RNA, HBBA, DSMA	1.4.1
B20	Keep sidewalks, parking areas, and streets free of litter. Encourage more frequent street cleaning by the city and businesses.	X			HBBA, DSMA, RNA, BES	1.4.2
B21	Encourage screening exterior storage areas with fencing and landscaping.		X		HBBA, DSMA, RNA	1.4.3
B22	Maintain and landscape parking lots.		X		HBBA, DSMA	1.4.5
B23	Encourage painting, cleanup and repair projects such as an "Adopt a Block" program.	X			HBBA, DSMA, RNA	1.4.6
B24	Create liaisons among businesses, real estate brokers, city agencies, and RNA to discuss possible conflicts and problems.	X			RNA	1.5.1
B25	Organize regular joint meetings of the RNA board or executive committee with local merchants' associations.	X			RNA, HBBA, DSMA	1.5.2
B26	Encourage local business people to serve on the Richmond Neighborhood Association board and neighborhood residents to become members of the business associations.	X			RNA, HBBA, DSMA	1.5.3
B27	Identify and develop cooperative projects that businesses and residents can work on together, such as National Night Out and neighborhood cleanups.	X			RNA, HBBA, DSMA, BES	1.5.4
B28	Recognize merchants for outstanding achievements that enhance the business district.	X			RNA, HBBA, DSMA	1.5.5
B29	Promote a community resource program that will provide existing and prospective businesses with information such as: available government loans and programs, land use and building codes, training opportunities, and neighborhood job openings.		X		RNA, HBBA, DSMA, PDC , BES	1.5.6
B30	Encourage businesses to help in neighborhood promotion, to become involved in the neighborhood schools, and to recruit and hire Richmond residents whenever possible.		X		HBBA, DSMA, RNA, PPS, (Service Clubs)	1.5.7
B31	Conduct marketing campaigns to encourage residents to shop locally.	X			HBBA, DSMA	1.5.8

#	Business (Continued) Action Items	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
B32	Develop Good Neighbor Plans between businesses and the Richmond Neighborhood Association and encourage the use of mediation when needed.	X			RNA, ONA	1.5.9
B33	Encourage the provision of bike racks on every block in the Division and Hawthorne commercial districts.		X		BTC, HBBA, DSMA, NAs	1.6.1 6.1.6
B34	Facilitate an agreement to maximize the sharing of private parking between businesses with different business hours.	X			HBBA, DSMA	1.6.4 6.6.2
	REGULATIONS					
B35	Discourage illegal activities in parking lots of businesses closed at night through increased lighting and police patrols. Encourage businesses to effect trespass agreements with the Police Bureau to facilitate actions on private property.	X			PPB, HBBA, DSMA	1.2.4
B36	Support businesses at zone change hearings when the request is compatible with this plan.	X			RNA	1.3.2
B37	Encourage accessibility for people with disabilities and continued compliance with the Americans with Disabilities Act.	X			HBBA, DSMA	1.6.6

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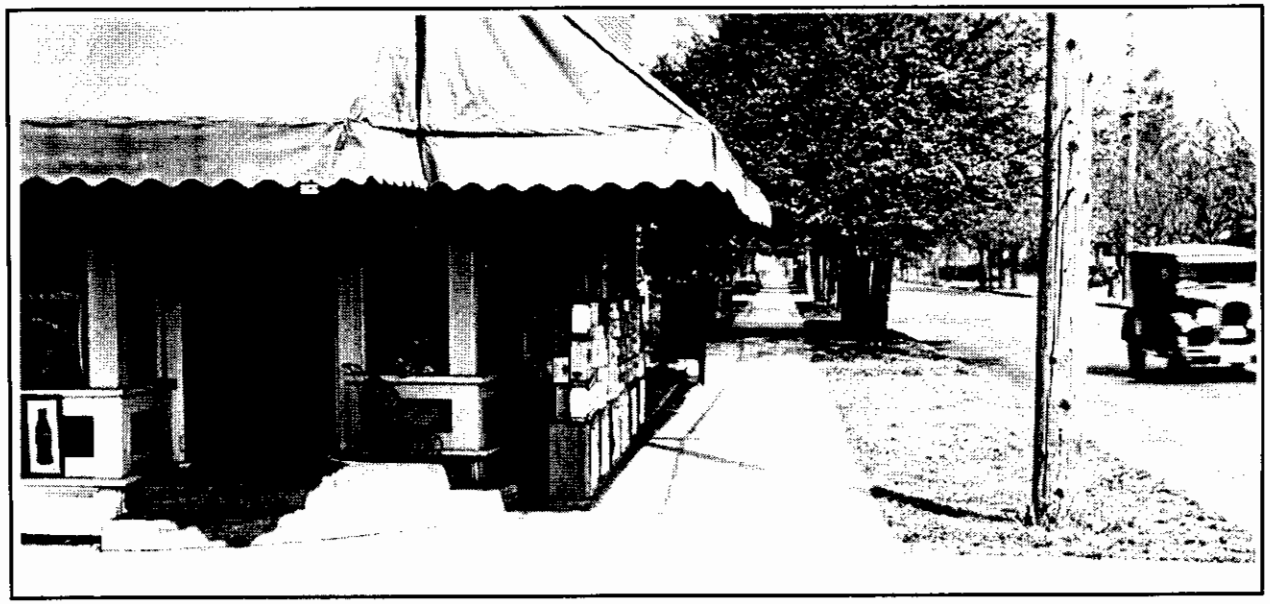

The northwest corner of the intersection at 39th Avenue and Lincoln Street, April 12, 1934.

The Richmond Neighborhood Plan calls for pedestrian oriented commercial development with characteristics similar to earlier commercial areas in the neighborhood. (COP 00258)

Policies 2 and 3: Cultural Environment

Policy 2:

Encourage and create recreational and educational opportunities and facilities for all ages and income levels.
(Policy adopted as part of Portland's Comprehensive Plan)

Policy 3:

Encourage the development and preservation of a variety of green and open spaces in and around the Richmond Neighborhood.
(Policy adopted as part of Portland's Comprehensive Plan)

Objective 2.1

Promote the development of a community activities program.

Objective 2.2

Promote the establishment of quality care options for parents, grandparents and others who are responsible for children and adults needing them.

Objective 2.3

Promote positive interactions among Richmond Neighborhood residents through activities and events that include the diverse cultures, ages, and physical and mental capabilities represented.

Objective 3.1

Plant and protect native trees and other vegetation.

Objective 3.2

Support the development and use of vacant lots and other small areas of land to create more public green spaces, community gardens and mini parks to enhance businesses, residences, and parking areas.

Policies 2 and 3: Cultural Environment Action Chart

#	Cultural Environment Action Items	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
	STUDY ISSUES					
CE1	Survey the neighborhood, as needed, to determine adult and school age residents' needs and desires regarding possible community activities and facilities.	X			RNA	2.1.1
CE2	Identify social service gaps and develop strategies to obtain services.		X		MC, RNA, PI	New
CE3	Explore the development of nontraditional parks, including such things as an Art (Graffiti) Park, a skateboard park, exercise parks, a Soapbox or Stage park, dog parks, and bicycle-free places for pedestrians.	X			RNA	3.2.6
	PROJECTS					
CE4	Support year-round access to neighborhood school and church facilities for use of the gymnasium by neighborhood youth and use of the classrooms or cafeteria for specialized programs, activities, and meetings of all age groups.	X			PPS, PTA, MC, RNA, Parks, RIs	2.1.3
CE5	Build an Inner Southeast multi-use community center with an Olympic-sized, covered year-round swimming pool. RNA will advocate its location within the Richmond Neighborhood. Investigate the possibility of a joint public/private venture with corporations whose employees could benefit from the facility.			X	Parks, RNA, NAs, PI, Pvt.	2.1.4 2.1.5
CE6	Actively promote cultural festivals to include a broad range of the community, i.e. businesses, schools, ethnic groups, etc.		X		PPS, HBBA, DSMA, RNA, PI	2.3.2
CE7	Advertise and participate in activities that celebrate neighborhood diversity.	X			RNA, HBBA, DSMA, SEUL	2.3.4
CE8	Establish a new resident resource guide and welcome packet printed in several languages and investigate the possibility of translating the newsletter.		X		RNA, HBBA, DSMA, Realtors	2.3.6
CE9	Encourage the continuation and enhancement of academic excellence by supporting parents and business involvement in the local schools.	X			RNA, PPS, PTA, BAs, Pvt.	2.3.9
CE10	Work with agencies and programs that are available to help Richmond achieve its goal of participation in the neighborhood association by the diverse populations represented in the neighborhood. Continue to have wide spread open invitations to participate in the neighborhood association.	X			RNA, PI	2.3.10
CE11	Develop local workshops to instruct in the planting and maintenance of vegetation and trees.	X			FT, OSU, LNs	3.1.1
CE12	Sponsor organic gardening through workshops.		X		RNA, OSU, LNs	3.1.2
CE13	Offer opportunities for street tree planting.	X			FT, RNA	3.1.3

Children gather in a neighborhood street. The Richmond Neighborhood Plan calls for streets that are safe for all Richmond residents. (Photo by Andrew Migliore)

#	Cultural Environment (Continued) Action Items	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
CE14	Use the neighborhood newsletter to share regulations regarding the planting and cutting of trees.	X			RNA	3.1.4
CE15	Establish a "Friends of Parks" group.		X		RNA	3.2.1
CE16	Raise funds to develop/complete the approved Ivon Park on SE 47th and Ivon.		X		Parks, RNA, Pvt.	3.2.2
CE17	Inventory existing empty lots and other spaces in the Richmond Neighborhood and encourage mini-park development.	X			RNA, Parks	3.2.3
CE18	Post "scoop law" signs in parks, school playgrounds, and other public green spaces to educate pet owners and encourage observance of pet leash laws.	X			Parks, PPS, RNA	3.2.4
	PROGRAMS					
CE19	Work with the Portland Public School District and the Portland Park Bureau towards placing a community school program in the Richmond School. Activities for residents of all ages could include athletic programs, classes, workshops, art programs, meeting areas, and bulletin boards.			X	RNA, Parks, PI, MC, PPS	2.1.2 2.1.3
CE20	Advocate for affordable care for infants, toddlers, preschool children, school-age children, and the elderly.		X		MC, PPS, PI, Pvt.	2.2.1
CE21	Publicize child care resource and referral programs, resource rooms, and opportunities to obtain training for both home and center care providers, particularly those who can provide cross-cultural care.		X		RNA, PPS, PI, Pvt.	2.2.2
CE22	Support block parties that are consistent with neighborhood goals by making city requirements and procedures readily available to all residents.	X			RNA, SEUL	2.3.1
CE23	Establish an adopt-a-grandparent program and create opportunities for young and old to interact socially and become involved in projects such as yard work and home maintenance.		X		RNA, MC, PI, RIs	2.3.3
CE24	Sponsor workshops for "Unlearning Racism" which are open to residents of other neighborhoods.	X			MHRC	2.3.5
CE25	Distribute a new residents' resource guide and, if possible, facilitate a contact with the neighborhood association or nearby neighborhood watch group.		X		RNA, RIs, HBBA, DSMA	2.3.7
CE26	Develop programs and projects with neighborhood schools that draw the neighborhood together and use the talents of the neighborhood residents.	X			RNA, PPS, PTA	2.3.8
	REGULATIONS					
CE27	Inventory and pursue the designation of historic trees under the city's historic tree ordinance.		X		RNA	3.1.5

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Policy 4: Housing

Preserve and improve existing housing while providing opportunities for new housing for people of all ages and income levels.
(Policy adopted as part of Portland's Comprehensive Plan)

Objective 4.1

Encourage restoration, rehabilitation and maintenance of existing owner occupied and rental housing stock.

Objective 4.2

Identify, recognize, and celebrate historic resources in the neighborhood.

Objective 4.3

Support housing opportunities for people of all ages, backgrounds, and economic levels.

Objective 4.4

Accommodate anticipated population growth through "main street" development (mixed residential/commercial uses along major transit streets) or other construction methods that retain or enhance existing neighborhood character.

Objective 4.5

Protect residential areas from commercial encroachment.

Policy 4: Housing Action Chart

#	Housing Action Items	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
	STUDY ISSUES					
H1	Study the issue of preserving affordable housing that meets the needs of Richmond residents including the special needs of seniors, disabled adults, etc.		X		RNA, HAP, PHC, CDCs	4.3.3
H2	As part of the future Inner Southeast Community Plan investigate the feasibility of "main street" style development (mixed residential/commercial uses along major transit streets) in targeted areas along Hawthorne, Division, and 50th. Encourage studies similar to the Division Street Main Street Project.		X		BOP, RNA	4.4.1 6.3.1
H3	Study to determine how neighborhoods and district coalitions can support projects and programs that maintain neighborhood compatibility and character.		X		SEUL, RNA	4.4.2
H4	As part of the future Inner Southeast Plan investigate zoning and housing development options along 39th Avenue that *enhance* the residential character of the area.		X		BOP	4.5.1
	PROJECTS					
H5	Create public awareness of Richmond's historic houses by showcasing examples in the RNA newsletter.		X		RNA	4.2.2
H6	Create design recommendations for compatible new development in the Richmond residential areas. Encourage new housing designs that are pedestrian friendly (i.e. front porches, front not dominated by garage and driveway)		X		RNA, (College Project)	4.3.3 4.4.2 4.4.3 6.2.8
H7	Inform Richmond Neighborhood residents about housing design options that maintain the architectural integrity of the neighborhood.		X		RNA	4.4.3
H8	Advocate to retain the residential zoning along SE 39th between Hawthorne and Powell Boulevards.	X			RNA	4.5.1
	PROGRAMS					
H9	Continue to inform property owners of the existence of residential rehabilitation programs.	X			RNA, PHC, PDC, SEUL	4.1.1
H10	Continue to offer landlord/tenant educational programs through community policing program.	X			PPB, PHC	4.1.2
H11	Support the availability of low cost housing that maintains neighborhood compatibility and character.		X		HAP, CDCs, PDC	4.3.1
H12	Provide residents with information about programs that support home improvement and property purchases.		X		RNA, SEUL, PHC, PDC, Banks, Utilities	4.3.2

New housing located on 37th Avenue, just off of Hawthorne Boulevard, is compatible with existing neighborhood housing built during the early 1900s. The Richmond Neighborhood Plan calls for increasing housing potential along transit streets. (Photo by Steve Jones)

#	Housing (Continued)	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
	REGULATIONS					
H13	Continue to require landlords to maintain rental housing.	X			BOB	4.1.2
H14	Identify and report to the City violations to the housing and nuisance codes, including derelict housing and substandard rental housing.	X			RNA	4.1.2 4.1.3 4.1.4
H15	Aggressively enforce the housing and nuisance codes and regulations regarding derelict housing.	X			BOB	4.1.3 4.1.4
H16	Support adjustments for existing nonconforming multifamily dwellings that are in accordance with the goals of this plan and that are supported by the immediate neighbors.	X			RNA	4.1.5
H17	As part of the future Inner Southeast Community Plan update the Historic Resources Inventory for the Richmond Neighborhood and determine properties eligible for historic designation.		X		BOP, RNA	4.2.1
H18	Protect residential areas from the negative impacts of auto-oriented businesses, such as drive-throughs, by enforcing the applicable regulations and conditions of approval on existing establishments.	X			BOB	4.5.2
H19	Continue to enforce the regulations regarding visual, audio, and olfactory buffers between businesses and residential properties.	X			BOB	4.5.3

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Policy 5: Safety and Crime Prevention

To establish and maintain a safe, stable and diverse community.

(Policy adopted as part of Portland's Comprehensive Plan)

Objective 5.1

Reduce crime and its effects through community awareness, participation and cooperation, toward developing a crime-free environment in our homes, schools, work places, parks and streets.

Objective 5.2

Promote car, bicycle, and pedestrian safety.

Objective 5.3

Protect our neighborhood and regional environment by promoting appropriate waste disposal and maintaining a clean neighborhood.

Objective 5.4

Increase neighborhood stability through community building activities.

Objective 5.5

Create an environment that actively promotes the peaceful coexistence of all lifestyles, ages, genders, ethnic groups, races, etc. and presents a united front against intolerance and prejudice.

Policy 5: Safety and Crime Prevention Action Chart

#	Safety and Crime Prevention Action Items	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
	STUDY ISSUES					
SCP1	Investigate the feasibility of the "Safety Action Team" concept in the Richmond Neighborhood.		X		RNA, PPB, MC	5.1.8B
	PROJECTS					
SCP2	Encourage citizens to light their premises to reduce the opportunity for crime afforded by darkness.	X			RNA, SEUL, PPB	5.1.3
SCP3	Establish and maintain RNA liaisons with SE Uplift, the Portland Police Bureau, Portland Fire Bureau, schools that serve the Richmond Neighborhood, business associations, existing neighborhood watches and abutting neighborhood associations.	X			RNA, SEUL, PPB, PPS, FB, HBBA, DSMA, NAs	5.1.7
SCP4	Create a police contact office in the Richmond Neighborhood.		X		PPB, RNA	5.1.8A
SCP5	Invite existing bike patrols to be present on special occasions such as the Hawthorne Street Fair.	X			RNA, PPB	5.1.8C
SCP6	Work with school/parent groups to provide adult crossing guards at critical intersections.		X		RNA, NAs, PTA	5.2.2 6.2.5
SCP7	Work with neighborhood business groups to maintain safe, theft and vandal-resistant bicycle parking sites.	X			HBBA, DSMA, BTA, RNA	5.2.12
SCP8	Conduct an annual neighborhood cleanup day, perhaps in conjunction with the neighborhood yard sale.		X		RNA, BES, SOLV, HBBA, DSMA	5.3.1
SCP9	Work with Tri-Met, area organizations and businesses to install and maintain trash receptacles at all bus-stops, parks and schools.	X			TM, HBBA, DSMA, RNA, Parks, PPS	5.3.2
SCP10	Establish a Public Relations Committee of the RNA to educate and involve the neighborhood in neighborhood issues and to attract a broader cross-section of neighborhood members to participate in the RNA.		X		RNA	5.4.1
SCP11	Promote community identity and goals through social interaction and cooperation, such as block and neighborhood parties, yard, street and park clean-ups and other service projects.	X			RNA, SEUL, NAs	5.4.2
SCP12	Provide timely notification of all RNA meetings through newsletters, flyers in businesses, door knob hangers or other appropriate communications.	X			RNA, SEUL	5.4.4
SCP13	Hold well-advertised public forums for issues affecting the neighborhood.	X			RNA, SEUL	5.4.5
SCP14	Dedicate at least one RNA meeting per year to diversity and cultural awareness, perhaps the meeting preceding the Hawthorne Street Fair or the National Night Out.		X		RNA	5.5.4
SCP15	Recognize and involve all RNA area schools, churches, and other organizations in efforts to welcome and celebrate diversity.		X		RNA, RIs, PPS	5.5.5

#	Safety and Crime Prevention (Continued)	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
	PROGRAMS					
SCP16	Encourage the prompt removal of graffiti through existing community programs and neighborhood participation.	X			RNA, SEUL, PI HBBA, DSMA, FB	5.1.2
SCP17	Advocate educational programs in the schools discouraging graffiti and explore alternatives to discourage graffiti such as improved lighting, mural projects, graffiti resistant surfaces, restricting paints from minors.		X		PPS, RNA, HBBA, DSMA, SEUL	5.5.1 5.1.2
SCP18	Actively support community policing by encouraging and maintaining neighbor watches, business watches, and Block Homes and by increased police/citizen cooperation and contact.	X			PPB, RNA, SEUL, ONA	5.1.4
SCP19	Create and support programs that promote safety awareness among children including establishing Block Homes, encouraging neighborhood walks/foot patrol, supporting business/home/school collaborations.	X			PPS, PPB, HBBA, DSMA, RNA, SEUL, PI	5.1.5
SCP20	Actively endorse and encourage the use of the mediation services of the Office of Neighborhood Associations in addition to encouraging residents to learn and share mediation skills.	X			ONA, SEUL, RNA, PI	5.1.6
SCP21	Collaborate with Portland Police to create a program through which citizen patrols can trigger a police warning letter to the registered owner of a vehicle observed violating a specific traffic violation at a specific site. The letter would have no legal or enforcement power, but would serve to educate drivers.	X			RNA, PPB	5.2.3
SCP22	Provide information about the appropriate disposal of used motor oil and hazardous wastes and encourage people to report illegal activities.		X		BES, SOLV, RNA	5.3.3
SCP23	Work with Metro to provide a quarterly hazardous waste collection in the inner Southeast area.		X		RNA, SOLV	5.3.4
SCP24	Actively promote adjacent neighbor watches and block homes throughout neighborhoods with a 100% participation goal.	X			RNA, NAs, BAs, SEUL	5.4.3
SCP25	Put protection of targeted/vulnerable groups on the agenda of every neighborhood watch; ensure that all neighborhood residents have access to community support if they are targets of bias-related incidents.		X		SEUL, ABC, MHRC, RNA, PI	5.5.2
SCP26	Increase educational efforts to discourage youth gang involvement and bias/hate crimes through school, church, and youth group liaisons.		X		PPS, PPB, SEUL, PI, ABC, MHRC, MC	5.5.3
SCP27	Develop a proactive partnership with the Fire Bureau and use the Community Emergency Services philosophy to promote personal safety.		X		RNA, FB	New

#	Safety and Crime Prevention (Continued)	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
	REGULATIONS					
SCP28	Encourage improved enforcement of existing regulations concerning fire hazards, abandoned automobiles, illegal dumping, excessive brush, abandoned buildings, pets, etc. through RNA newsletter, neighborhood watches and community policing.		X		RNA, PPB, BES, FB	5.1.1
SCP29	Strictly and visibly enforce existing traffic laws, with "zero tolerance" of infractions in school zones and school transit routes.		X		PPB, RNA	5.2.1

The following Safety and Crime Prevention strategies from the 1992 Richmond Neighborhood Association approved Richmond Neighborhood Plan have been moved to the Transportation Action Chart: 5.2.4, 5.2.5, 5.2.6, 5.2.7, 5.2.8, 5.2.9, 5.2.10, 5.2.11, 5.2.13, 5.2.14.

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Policy 6: Transportation

Increase accessibility to travel destinations and transportation options available to neighborhood residents and visitors. Reduce the negative impact of auto traffic in residential and business areas.

(Policy adopted as part of Portland's Comprehensive Plan)

Objective 6.1

Improve arterial and collector streets to provide safe and convenient bicycle access to neighborhood destinations and to encourage the use of bicycles as a transportation alternative to the automobile. Establish a network of alternative bike routes on local service streets, with particular attention to providing safe bicycle access to schools.

Objective 6.2

Make Richmond a more pedestrian-oriented neighborhood by emphasizing pedestrian safety and convenience.

Objective 6.3

Make Richmond a transit-friendly neighborhood. Encourage the use of public transportation by those who work, live, shop and visit the neighborhood. Support convenient, cost effective public transportation serving Richmond. Work with Tri-Met to improve the transit infrastructure in Richmond.

Objective 6.4

Increase and improve transportation options through and around the Richmond Neighborhood.

Objective 6.5

Minimize the negative impacts of motorized vehicle traffic in the Richmond Neighborhood.

Objective 6.6

Retain existing parking. Add additional parking to meet specific parking needs. New parking should be designed to be pleasing and safe from a pedestrian point of view.

Policy 6: Transportation Action Chart

#	Transportation Action Items	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
	STUDY ISSUES					
T1	Identify, prioritize, and notify PDOT of locations where pedestrian safety is an issue (especially where there are children). RNA supports the use of curb extensions where appropriate. RNA will request assistance from PDOT to define scope and assist in formulation of CIP proposals for inclusion in CIP process.		X		RNA	6.2.4
T2	Support the central city trolley study and other efforts that investigate street trolleys, streetcars and electric rubber-tired trolleys.	X			RNA, TM, Pvt.	6.3.3
T3	Support the establishment of local neighborhood van service connecting residential areas with the main transit corridors and business districts.			X	RNA	6.3.4
T4	Request a PDOT study to identify and implement methods for increasing sidewalk/pedestrian areas along Hawthorne within the commercial district. RNA encourages a study that includes consideration of widening the existing sidewalks from 30th to 39th and adding planter boxes and/or benches, and trees for greater pedestrian comfort. Investigate the removal of one lane of auto traffic to allow for wider sidewalks. RNA will request assistance from PDOT to define scope and assist in formulation of CIP proposals for inclusion in CIP process.		X		RNA, NAs, HBBA	6.2.1
T5	Work toward resolving the parking problem in the residential areas next to the business areas.		X		RNA, HBBA, DSMA, SEUL	6.3.2
T6	Work with Tri-Met and the City to identify and support improvements to the transportation system designed to increase and improve transportation options through and around the Richmond Neighborhood to reduce the number of vehicles passing through the neighborhood.		X		RNA, TM, PDOT, SEUL	6.4.1 6.4.5 6.5.1
T7	Identify locations that will qualify for City programs designed to reduce the negative impact of through traffic on the neighborhood.		X		RNA	6.4.1 6.4.5 6.5.1
T8	Study truck deliveries to determine if changes to truck routes, delivery zones and restrictions on delivery times are needed.		X		RNA, HBBA, DSMA	6.5.8
T9	As part of the future Inner Southeast Community Plan review zoning throughout the neighborhood to consider changes to limit or eliminate impacts from auto-oriented uses.		X		BOP	6.5.2
T10	Request a city study to consider installing one way streets in order to increase on-street parking in specified residential areas.		X		RNA	6.6.6

#	Transportation (Continued)	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
T11	Participate in City efforts to identify and expand the use of tools for neighborhood traffic management and identify locations which qualify for treatment under existing City programs focused on neighborhood traffic management. RNA priorities are Harrison Street east of SE 39th, Clinton Street west of SE 39th, and Lincoln Street east of SE 34th.			X	RNA, PDOT	6.5.9 5.2.14
T12	Support street design and operations which are bicycle friendly. Concepts supported by the RNA include the following:: • Well marked bike lanes or wide (14 feet) outside lanes on designated arterial and collector streets. Mark routes with both signs and roadway paint. • Street surfaces in good repair. • Pedestrian/bicycle traffic signals to ensure bicyclists are given safe passage across busy streets. • Traffic signals with loop detectors that are sensitive to bicycle presence. • Bike paths for recreational purposes such as a path, closed to vehicle traffic, that would connect key commercial areas, green spaces, and the proposed East side waterfront development. • East/West and North/South bike corridors for commuting purposes.			X	PDOT, RNA, BTA	6.1.1 6.1.2 6.1.4
T13	Obtain an evaluation independent of the city by traffic engineers, of existing and planned traffic control devices and their impact on pedestrian and bicycle safety, automobile safety, emergency vehicle access and response time and traffic patterns throughout the neighborhood.		X		RNA, BTA, (College Project- PSU traffic class)	5.2.9
T14	Support local residents' efforts to resolve parking problems. Identify and develop solutions to neighborhood parking needs.		X		RNA, HBBA, DSMA, PDOT, PDC	6.6.6 6.6.7
T15	Request an area wide study from PDOT to identify pedestrian problems within the Richmond Neighborhood and develop a plan to implement solutions. RNA supports the following to be included in this study; a) For problem areas identified: improved visibility of existing pedestrian crossings, evaluation of walk time at pedestrian controlled signals, and improved visibility of and by children. b) Evaluate pedestrian routes, especially those frequented by children, disabled, and elderly to determine if additional pedestrian crossings are needed across Hawthorne, Division, and 39th Avenue. RNA priority areas include, but are not limited to: • Hawthorne Boulevard at 35th Place, 39th, 41st, 47th, and 50th • 39th Avenue at Division, Clinton, Harrison, and Lincoln • Division Street at 30th, 41st, 42nd, and 43rd RNA will request assistance from PDOT to define scope and assist in formulation of CIP proposals for inclusion in CIP process.		X		RNA	6.2.2 6.2.3 5.2.7 5.2.8 5.2.10 5.2.11

#	Transportation (Continued)	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
	PROJECTS					
T16	Participate in Bicycle Master Plan Area-Wide Working Group committees to identify bicycle improvements needed in the Richmond Neighborhood.		X		RNA, PDOT, BTA	6.1.1 6.1.2 6.1.4
T17	Support improvements to the bridges across the Willamette River to provide improved bike and pedestrian access to downtown from Richmond.			X	RNA, PDOT, MC, BTA, WBAP	6.1.3
T18	In conjunction with local business associations and businesses provide "bike and ride" facilities in several areas in the neighborhood including bike racks and/or bike lockers.		X		HBBA, DSMA, BTA, RNA	6.1.5
T19	Continue to encourage use of the public transit bike racks by providing information about the "bikes on transit" program and regulations.	X			RNA, TM	6.1.7
T20	Improve distribution of bike route information and maps, including incorporating route information with bus schedules.		X		BTA, TM	6.1.8
T21	Request a Tri-Met/City project to identify improvements at the intersections of 39th/Hawthorne and 39th/Division (bus route transfers) that will enhance pedestrian safety and provide attractive gateways to adjacent business districts.		X		RNA	6.3.7
T22	Continue to promote the use of lighter, quieter, reduced-pollution buses.	X			RNA, TM	6.3.9
T23	Advocate the rapid completion of the regional light rail system and promote good access to that system by Richmond residents.			X	RNA	6.4.2
T24	Promote increased transit ridership to expand service of bus routes serving the Richmond Neighborhood; 4, 14, 75, 9, 17, and 10.		X		TM, RNA	6.4.3
T25	Work with Tri-Met to establish more express or limited buses serving outer Southeast.		X		RNA, TM	6.4.4
T26	Advocate for the increased funding of public transit.		X		RNA	6.4.7
T27	Promote public education efforts that address neighborhood street and traffic problems, i.e. speeding, rolling stops at stop signs.		X		RNA, PPS, HBBA, DSMA,	6.5.3
T28	Cooperate with local schools to help solve traffic congestion at high drop-off/ pick-up times.		X		RNA, PPS	6.5.4
T29	Urge neighborhood newspapers to carry public service articles that focus on solutions to neighborhood traffic problems and other RNA planning issues.		X		RNA	6.5.6
T30	Encourage transportation improvements, including the use of traffic control devices, that do not compromise pedestrian and bicycle safety.		X		RNA, PDOT	6.2.9 6.5.7
T31	Identify and notify the City of locations where lighting appears to be inadequate for traffic safety.		X		BTA, RNA	5.2.6

#	Transportation (Continued)	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
T32	Support the goal of maintaining current on-street parking in the business districts along Hawthorne Boulevard and Division Street.	X			RNA	6.6.1
T33	Identify places where additional traffic control signs are needed. Contact the appropriate agency.		X		RNA	5.2.13
	PROGRAMS					
T34	Continue programs to improve the comfort, safety, cleanliness and appearance of bus stops: • Provide shelters at more stops • Redesign bus shelters to be more attractive, graffiti-proof, and weather proof, with better protection from the street, more seating, and to be "a better fit" with the neighborhood. • Post bus frequency charts /schedules at stops. • Improve pedestrian access at stops.		X		TM, HBBA, DSMA, RNA	6.3.5
T35	Work with Tri-Met and the City to identify and prioritize locations needing accessibility (ADA) improvements		X		RNA, PDOT, TM	6.2.7 5.2.5
T36	Work with the City to identify and prioritize sidewalks in need of repair.		X		RNA, PDOT	6.2.7 5.2.5
T37	Enhance pedestrian confidence at night by notifying the City of locations where street lighting is inadequate, and encouraging property owners to enhance lighting of parking lots and sidewalks.	X			RNA	6.2.11
T38	Clean up trash, graffiti, and pollution around bus stops. Work with businesses to provide and maintain trash receptacles at bus stops.		X		TM, RNA, HBBA, DSMA	6.3.6
	REGULATIONS					
T39	Enforce traffic regulations that give pedestrians the right-of-way.	X			PPB	6.2.6
T40	Encourage residents and businesses to keep their sidewalks clear of vehicles by notifying the City when violations occur.		X		RNA	6.2.10
T41	Encourage businesses (other than on Powell Boulevard) to become more pedestrian friendly by: • Providing business signs directed toward pedestrians • Discouraging large parking lots in front of businesses • Discouraging drive-throughs • Providing wide sidewalks • Providing street trees and/or planters	X			RNA	6.2.12 6.2.13

#	Transportation (Continued)	Time			Potential Implementors	Original Strategy Number
		On-Going	Next 5 Yrs	6 to 20 Yrs		
T42	Continue to enforce regulations prohibiting on-street parking spaces in residentially zoned areas to be used for overnight storage of applicable commercial vehicles.	X			RNA, PDOT	6.6.4
T43	Continue to enforce regulations prohibiting on-street parking spaces to be used as storage areas for vehicles that are in the temporary care of automobile repair and maintenance businesses.	X			RNA, BOB	6.6.5
T44	Work with local property owners and the City to reduce obstruction of lines of sight and obstruction of sidewalks for safer vehicular movement.		X		RNA	5.2.4

The following Transportation strategies from the 1992 Richmond Neighborhood Association approved Richmond Neighborhood Plan have been moved to the following action charts, strategy 6.2.8 has been moved to the Housing Action Chart, strategy 6.2.5 has been moved to the Safety and Crime Prevention Action Chart, and strategies 6.1.6, 6.6.2, and 6.6.3 have been moved to the Business Action Chart.

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Richmond Neighborhood Plan Potential Implementors

Due to the limited space provided in the action charts, the full name of the potential implementors cannot be provided. This directory provides an alphabetical listing of the abbreviations presented in the action charts and the full name of each potential implementor.

ABC	**Anti-Bigotry Coalition**
BAs	**Business Associations**
BES	**Bureau of Environmental Services**
BOB	**Bureau of Buildings**
BOP	**Bureau of Planning**
BTA	**Bicycle Transportation Alliance**
CDCs	**Community Development Corporation**
DSMA	**Division Street Merchants Association**
FB	**Fire Bureau**
FT	**Friends of Trees**
HAP	**Housing Authority of Portland**
HBBA	**Hawthorne Boulevard Business Association**
Institutions	**Local Institutions**
LNs	**Local Nurseries**
MC	**Multnomah County**
METRO	**Metropolitan Services District**
MHRC	**Metropolitan Human Relations Commission**
NAs	**Neighborhood Associations**
ONA	**Office of Neighborhood Associations**
OSU	**Oregon State University Extension Office**
Parks	**Bureau of Parks and Recreation**
PDC	**Portland Development Commission**
PDOT	**Portland Office of Transportation**
PHC	**Portland Housing Center**
PI	**Portland Impact**
PPB	**Portland Police Bureau**
PPS	**Portland Public Schools**
PTA	**Parents Teachers Association**
Pvt.	**Private Sector (businesses, developers and property owners)**
Realtors	**Local Realtors**
RIs	**Religious Institutions**
RNA	**Richmond Neighborhood Association**
SEUL	**Southeast Uplift**
SHR	**Senior Home Repair**
SOLV	**Stop Oregon Litter and Vandalism**
TM	**Tri-Met**
Utilities	**Local Utilities**
WBAP	**Willamette Bridges Accessibility Project**

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The heart of Portland

Appendices

Appendix A:
Implementing Ordinance and Resolution

ORDINANCE No. 168280

Adopt and implement the Richmond Neighborhood Plan. (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. The Portland Comprehensive Plan was adopted on October 16, 1980, acknowledged for compliance with Statewide Planning Goals on May 3, 1981, and updated as a result of periodic review in June 1988, January 1991, March 1991, and September 1992. Comprehensive Plan Policy 3.6 (Neighborhood Plan) allows for the adoption and incorporation of a local plan into the citywide Comprehensive Plan. Neighborhood plan provisions must be consistent with the Portland Comprehensive Plan and its implementing Ordinances.

2. The Portland Comprehensive Plan Policy 3.6 (Neighborhood Plan) encourages the creation of neighborhood plans in order to address issues and opportunities at a scale which is more refined and more responsive to neighborhood needs than can be attained under the broad outlines of the City's Comprehensive Plan. The neighborhood plan will serve as a component of the City's Comprehensive Plan.

3. Neighborhood plans are intended to promote patterns of land use, urban design, circulation, and services which encourage and contribute to the economic, social, and physical health, safety and welfare of the neighborhood and the City.

4. The neighborhood plan is an advisory document for directing and managing change. The adopted Vision Statement, Policies and Objectives of the Richmond Neighborhood Plan will serve as an official guide for decision-makers, particularly in land use reviews, and will also guide public deliberation and investments.

5. The Richmond Neighborhood Plan was developed by the Richmond Neighborhood Plan Steering Committee and subcommittees and partially funded by a self-help grant from the Bureau of Community Development. The Richmond Neighborhood Association initiated a citizen-based planning effort which resulted in the adoption of the Richmond Neighborhood Plan by the Richmond Neighborhood general membership on November 9, 1992. The Richmond Neighborhood Plan was submitted to the City of Portland in July 1993.

6. As part of its budgeting process for FY 94-95, the City Council directed the Bureau of Planning to facilitate the development of citizen-based planning efforts and prepare such projects for City Council consideration.

7. The Richmond Neighborhood Plan provides an opportunity for the City and the neighborhood citizenry to address the future of this vital inner-city neighborhood. The plan is proactive and calls for managing change by strengthening the community network of services and amenities, encouraging new investment and continued vitality of the neighborhood commercial districts and supporting growth in density along the arterial and transit streets in the neighborhood.

8. The data base and community information used for the formulation of the policies and objectives of the Richmond Neighborhood Plan was based on extrapolated 1990 census data, a neighborhood-wide survey and three neighborhood workshops. The neighborhood-wide survey was delivered to all residences and businesses in the Richmond Neighborhood as well as sent to all property owners not living within the neighborhood. The response rate was about 12%. A total of 576 surveys were returned. Responses to the questionnaire provided information on neighborhood attitudes, issues, and expectations.

9. There are no Statewide goals, procedures, or timelines to guide the adoption of neighborhood plans other than those addressing citizen involvement (Oregon Statewide Planning Goal 1: Citizen Involvement). Portland's notification procedures, a neighborhood-wide survey, attendance at and sponsorship of neighborhood meetings and workshops, and the Planning Commission and City Council public hearings maximized opportunities for citizen involvement throughout the plan development process in compliance with Goal 1.

10. All public notification requirements have been met. The Richmond Neighborhood Association sent a notice to all property owners inviting them to the Vision Meeting on March 16, 1992 and the two follow up Issues Workshops on April 1st and 4th. The Richmond Neighborhood Association newsletter was used to announce all meetings reviewing and approving the neighborhood plan. The Planning Bureau satisfied all code requirements for notification for the Planning Commission hearings on May 24, 1994 and September 27, 1994 and the City Council hearing on November 2, 1994.

11. Throughout the process of developing the Richmond Neighborhood Plan other City agencies and governments have participated. Other governments include Multnomah County, Portland Public School District #1, and Tri-Met. Other city agencies that have participated in the development and review of the plan include Portland Office of Transportation, Bureau of Environmental Services, Bureau of Buildings, Fire Bureau, Metropolitan Human Relations Commission, Office of Neighborhood Associations, Bureau of Parks and Recreation, Portland Development Commission, and the Portland Police Bureau. Each of these agencies and governments has recommended adoption of the Richmond Neighborhood Plan.

12. A Planning Bureau staffed Technical Advisory Committee, composed of representatives from affected city agencies and other governments reviewed the Richmond Neighborhood Plan twice. The Richmond Neighborhood Plan, as submitted to the City in July 1993, was sent to members of this committee for comment before the May 24, 1994 Planning Commission public hearing and a committee meeting on September 9, 1994 reviewed the action charts developed over the summer of 1994.

13. Private sector organizations have also been active in participating in the Plan's development. Organizations whose future action agenda is reflected in the Richmond Neighborhood Plan include the Anti-Bigotry Coalition, Hawthorne Boulevard Business Association, Division Street Merchants Association, Bicycle Transportation Alliance, Friends of Trees, Portland Housing Center, Portland Impact, Richmond area Parent Teacher Associations, Southeast Uplift, and SOLV (Stop Oregon Litter and Vandalism).

14. No zoning changes are recommended as part of the adoption of the Richmond Neighborhood Plan. The Richmond Neighborhood will be included in the Inner Southeast Community Plan. The City Council approved the community and neighborhood planning process as the primary tool for updating the Portland Comprehensive Plan and Map on May 11, 1994 (Ordinance 167650). As part of the future Inner Southeast Community planning process zoning issues will be considered and changes proposed that are consistent with the Portland Comprehensive Plan and the Richmond Neighborhood Plan.

15. The Richmond Neighborhood Plan includes implementing action charts which are to be adopted by resolution as part of the Council's adoption of this plan. These action charts represent a commitment from public, private and non-profit groups to help the neighborhood implement the policies and objectives of the Richmond Neighborhood Plan. Every listed implementor has agreed to the assigned action item by verbal consent or by submitting a letter of support. These letters of support are included in Exhibit C of the Report and Recommendation of the Planning Commission on the Richmond Neighborhood Plan and are incorporated by reference as part of this Ordinance.

16. On May 24, 1994, the Planning Commission held a public hearing on the Richmond Neighborhood Plan and recommended tentative approval of the Neighborhood's Vision Statement, Policies, and Objectives with minor modifications, and deferred final consideration until September 1994. The Commission also deferred consideration of Transportation Objective 6.4 and the plan's implementation strategies. Staff was directed to work with the neighborhood and potential implementors to develop action charts that would replace the plan's strategies as the official implementation tool.

17. Throughout the summer of 1994 the Richmond Neighborhood Plan Steering Committee held fifteen meetings including six sub policy meetings which were attended by potential implementors. The Steering Committee presented the draft action charts to the general membership on August 15, 1994 and incorporated their comments. The final action charts were approved by the Richmond Neighborhood Board and general membership on September 15, 1994.

18. The Richmond Neighborhood submitted to the Planning Bureau a revised Transportation Objective 6.4 and a set of five action charts on September 16, 1994. The Portland Office of Transportation requested that their name be removed as potential implementors on four action items; B5, T1, T4, and T14. The Planning Bureau staff report to the Planning Commission on the Richmond Neighborhood Plan supported PDOT's request. It is the policy of the Planning Bureau to list only willing implementors. At the September 27th Planning Commission public hearing the Richmond Neighborhood Association requested an amendment to list PDOT as a potential implementor on the action items from which they had been removed.

19. On September 27, 1994, the Planning Commission approved the Richmond Neighborhood Plan Vision Statement, Policies, and Objectives, including revised Transportation Objective 6.4 and voted to amend the Portland Comprehensive Plan Policy 3.6 (Neighborhood Plan) to reflect adoption of the Richmond Neighborhood Plan. The Planning Commission also approved by resolution the Richmond Neighborhood Plan Action Charts and directed staff to continue facilitating discussions with the Richmond Neighborhood Association and the Portland Office of Transportation to resolve their points of disagreement.

20. The recommendation of the Planning Commission of the Richmond Neighborhood Plan is in conformance with Portland's Comprehensive Plan and with the Statewide Planning Goals as more fully set forth in the Report and Recommendation of the Planning Commission. The findings for the Richmond Neighborhood Plan are contained in Exhibit B and is attached and incorporated by reference as part of this Ordinance.

21. The Notice of Proposed Action and three copies of the recommended Richmond Neighborhood Plan were mailed to the Oregon Department of Land Conservation and Development as required by ORS 197.610 on April 28, 1994. An amendment to the Notice of Proposed Action was sent on September 21, 1994 that reflected the postponed final Council hearing date from June 22, 1994 to November 2, 1994. No objection was received from the Oregon Department of Land Conservation and Development.

22. It is in the public interest that the recommendations on the Richmond Neighborhood Plan be adopted to direct and manage change in the Richmond Neighborhood.

NOW THEREFORE, The Council directs:

a. The Report and Recommendations of the Planning Commission on the Richmond Neighborhood Plan and its attached exhibits are adopted and incorporated by reference.

b. Ordinance 150580 is amended to incorporate as part of the Comprehensive Plan's vision statement, the Richmond Neighborhood Plan Vision Statement, as shown in Exhibit A.

c. Ordinance 150580 is amended to add the Richmond Neighborhood Plan policies 1 through 6 and the objectives associated with each policy, as shown in Exhibit A. Based on the Report and Recommendations of the Planning Commission and the findings of this ordinance, Policy 3.6 (Neighborhood Plan) of the Portland Comprehensive Plan is amended by adding the Richmond Neighborhood Plan to the list of neighborhood plans adopted by City Council.

Passed by the Council, NOV 0 9 1994

Commissioner Hales
J. Gisler
October, 1994

BARBARA CLARK
Auditor of the City of Portland
By Britta Olson Deputy

RESOLUTION No. 35332

Adopt the Action Charts of the Richmond Neighborhood. (Resolution)

WHEREAS, the Richmond Neighborhood Plan is a neighborhood-initiated plan covering the policy areas of business, cultural environment, housing, safety and crime prevention, and transportation; and

WHEREAS, Richmond Neighborhood households, businesses, institutions, public and non-profit corporation service providers, and community-based organizations and associations have participated in the Richmond Neighborhood's three year planning process and worked together to develop a shared vision of the neighborhood's future, identify public and private resources for implementation of the plan's goals and objectives, and coordinate strategies among implementors to achieve the neighborhood's envisioned future; and

WHEREAS, the Richmond Neighborhood Plan was reviewed by the following governmental agencies; Tri-Met, Multnomah County, Portland Public School District #1, as well as the Portland agencies of; Portland Office of Transportation, Bureau of Environmental Services, Bureau of Buildings, Bureau of Planning, Fire Bureau, Metropolitan Human Relations Commission, Office of Neighborhood Associations, Bureau of Parks and Recreation, Police Bureau, and the Portland Development Commission; and

WHEREAS, the following private sector organizations have also been active in participating in the Plan's development and their future action agendas are reflected in the Richmond Neighborhood Plan: the Anti-Bigotry Coalition, Hawthorne Boulevard Business Association, Division Street Merchants Association, Bicycle Transportation Alliance, Friends of Trees, Portland Housing Center, Portland Impact, Richmond area Parent Teacher Associations, Southeast Uplift, and SOLV (Stop Oregon Litter and Vandalism); and

WHEREAS, the Portland Planning Commission directed staff to work with the Richmond Neighborhood to develop action charts that consist of projects, programs, and regulatory actions necessary for the implementation of the policies and objectives of the Richmond Neighborhood Plan, assign time frames for completion of these actions, and identify potential implementors committed to accomplishing the action; and

WHEREAS, the action chart implementation framework of 20 years is timed and phased to take into account the incremental achievement of plan policies and objectives within the limited resources available to identified voluntary plan implementors over time; and

WHEREAS, identification of an implementor for an action item in an action chart is an expression of interest and support with the understanding that circumstances may affect the implementation leader's ability and timing to take action;

WHEREAS, the vision statement, policies, and objectives of the Richmond Neighborhood Plan are consistent with and incorporated into the acknowledged Portland Comprehensive Plan; and

WHEREAS, the attainment of the vision statement, policies and objectives of the Richmond Neighborhood Plan are dependent upon the coordination of independent actions carried out by private interests, non-profit organizations, area institutions, public service providers and community-based associations over the 20 year period of the Richmond Neighborhood Plan;

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Portland, a municipal corporation of the State of Oregon that the City Council adopts the action charts of the Richmond Neighborhood Plan which was adopted by the Council as ordinance number 168280 on November 9, 1994.

BE IT FURTHER RESOLVED by the Council of the City of Portland, a municipal corporation of the State of Oregon that the City Council authorized and directs the Bureau of Planning staff to make minor changes and corrections to the action charts in the Richmond Neighborhood Plan to correct typographical errors and to reflect changes in circumstances since the original drafting of an action such as an action having been completed or the establishment of a program which accomplishes the action but in a slightly different manner than is stated in the plan.

Adopted by the Council, NOV 0 9 1994

Commissioner Hales
J. Gisler
October, 1994

BARBARA CLARK
Auditor of the City of Portland
By Britta Olson Deputy

Appendix B:
The 1992 Richmond Neighborhood Association approved Richmond Neighborhood Plan

The Richmond Neighborhood Plan presented in this appendix is provided as a record of the neighborhood plan which was adopted by the Richmond Neighborhood Association at the end of the neighborhood's planning process. The City of Portland has adopted the vision statement and policies of the 1992 RNA approved Richmond Neighborhood Plan as they were submitted to the City in February 1993. Through the City's review process there were changes made to the 1992 plan's objectives and strategies. In cases where the original RNA approved plan wording differs from the city adopted Richmond Neighborhood Plan the city approved wording supersedes. The objectives and strategies contained in this version of the plan were not adopted by the City and are not a part of the Portland Comprehensive Plan.

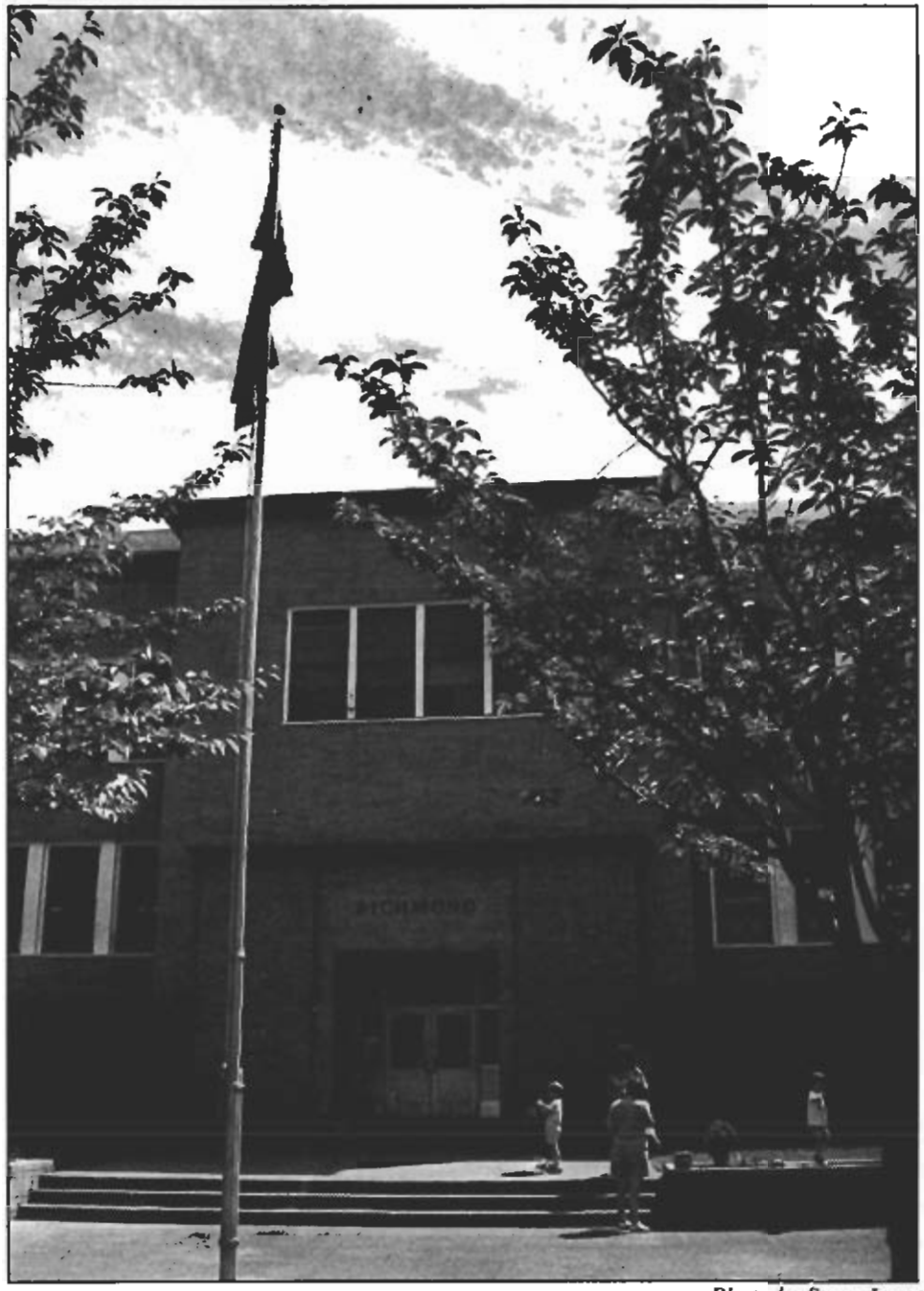

Photo by Steve Jones

The heart of Portland

Richmond Neighborhood Plan

Revision 1.1 July 24, 1993

Adopted by the RNA November 9, 1992

This version of the Plan has not been adopted by the City of Portland. It has been provided here as an appendix for historical context.

Richmond Neighborhood Association
1992-93 Board of Directors

Arturo Aquillion–Peraza
Bill Boyd
Bryan Crawford
Linda D'Onofrio
Ky Holland
Sharon Holland
David Krogh
Jim Lodwick
Dave Luke
Carole Martin
Steve Martin
Gayle Preston
Sue Rose
Marna Tisdel
Margaret Trimieu

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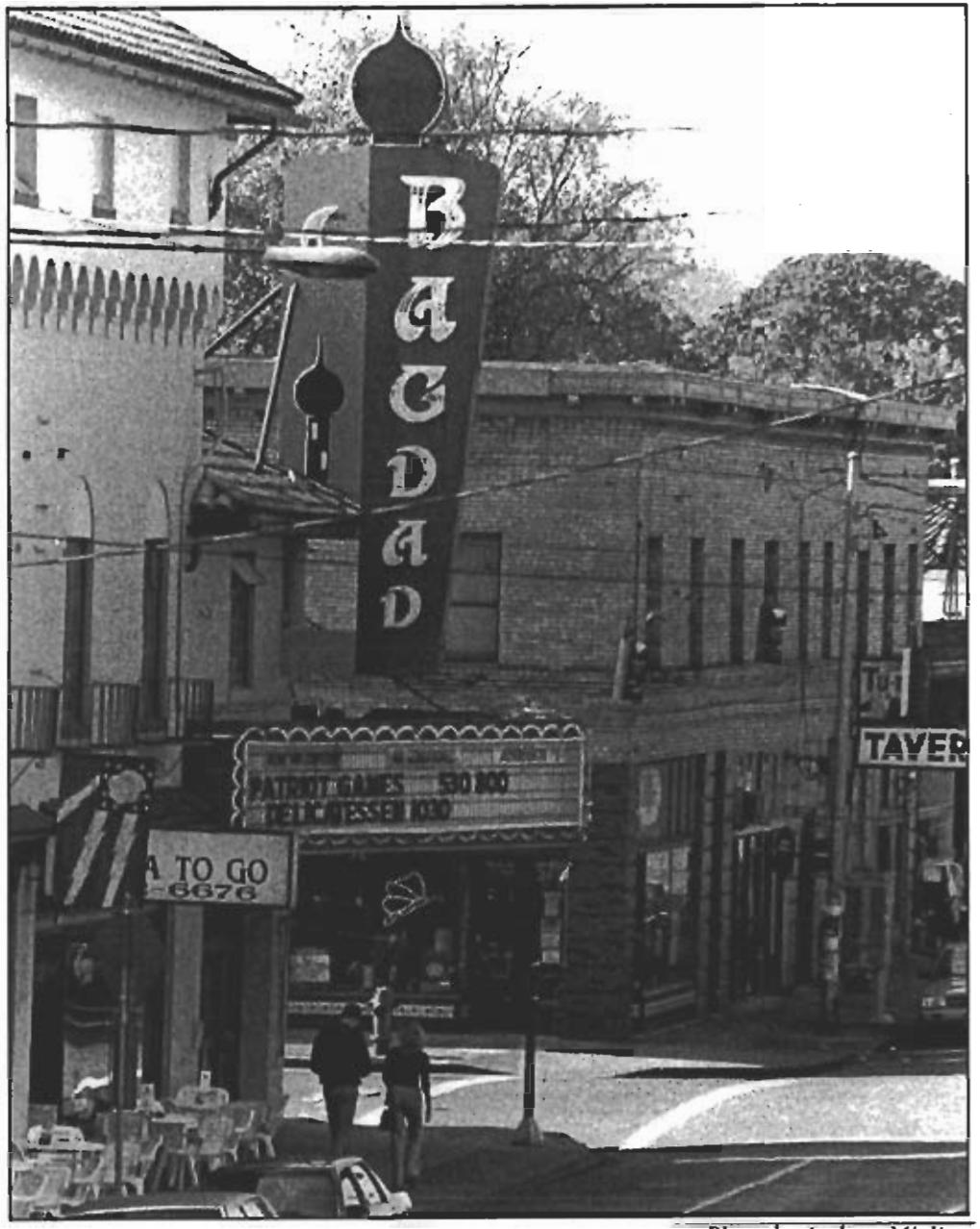


Photo by Andrew Migliore

SECTION I: Introduction to the Neighborhood Plan

SE Hawthorne Boulevard at the corner of SE 37th looking west. The Bagdad Theatre built in 1927 was renovated in 1991 by the McMenamin Brothers into a combination pub and theatre.

Introduction to the Neighborhood Plan

Statement of Purpose

The Richmond Neighborhood Plan is intended to create a picture of the neighborhood as we would like to see it develop during the next ten years. In the interest of fluidity, we have not included specific action plans. There is, however, an underlying assumption that the Richmond Neighborhood Association (RNA) Board of Directors, its members and standing committees will, by approving the submission of the plan to the City of Portland, be using it as the basis of the annual RNA work plan.

In addition, the hope is that others, such as the Division Street Merchants' Association, the Hawthorne Boulevard Business Association, neighborhood social service organizations, schools, churches and city bureaus will use our vision and dreams to plan what they do with and for our neighborhood, the adjoining neighborhoods, the southeast community, and the City of Portland. We recognize that the actions and travel habits of our neighbors, available services (or lack of them), the types of housing that are developed, the health of our business districts, the sense of safety and control over crime, the effectiveness of our schools and the nearby availability of meaningful activities for all of our citizens affect the quality of our daily lives.

Neighborhood Vision

The Richmond Neighborhood is a village community in which businesses, churches, schools and residents flourish. It is a place where everyone can be safe and secure living, working and doing business. Services are within walking distance. Neighbors are concerned and involved with each other. Green spaces and native vegetation are protected and public facilities such as parks are accessible throughout the neighborhood. Richmond is a place where diversity is welcome and all community members are honored, included and protected.

The Richmond Neighborhood supports growth in density along the arterial and transit streets while maintaining the current single family zoning in its core. The neighborhood's vision will be developed through the implementation of this plan's objectives and strategies.

Policies, Objectives, & Strategies

The RNA Neighborhood Plan includes discussions of five issue areas and related policies, objectives and strategies. These areas are: Business, Cultural Environment, Housing, Safety & Crime Prevention and Transportation.

The policies, objectives, and strategies of the plan, along with the vision statement, will be submitted for adoption by the City Council. Once adopted, this plan will be embodied and encompassed by the City Comprehensive Plan. This plan will provide guidance to the city and the neighborhood in setting priorities and making decisions that affect Richmond.

The policies herein are broad statements that reflect the neighborhood's vision for itself. The policies are structured to address major issues that were discussed either at the several plan work sessions held or from survey responses. The objectives are more specific statements that the neighborhood hopes to accomplish in response to

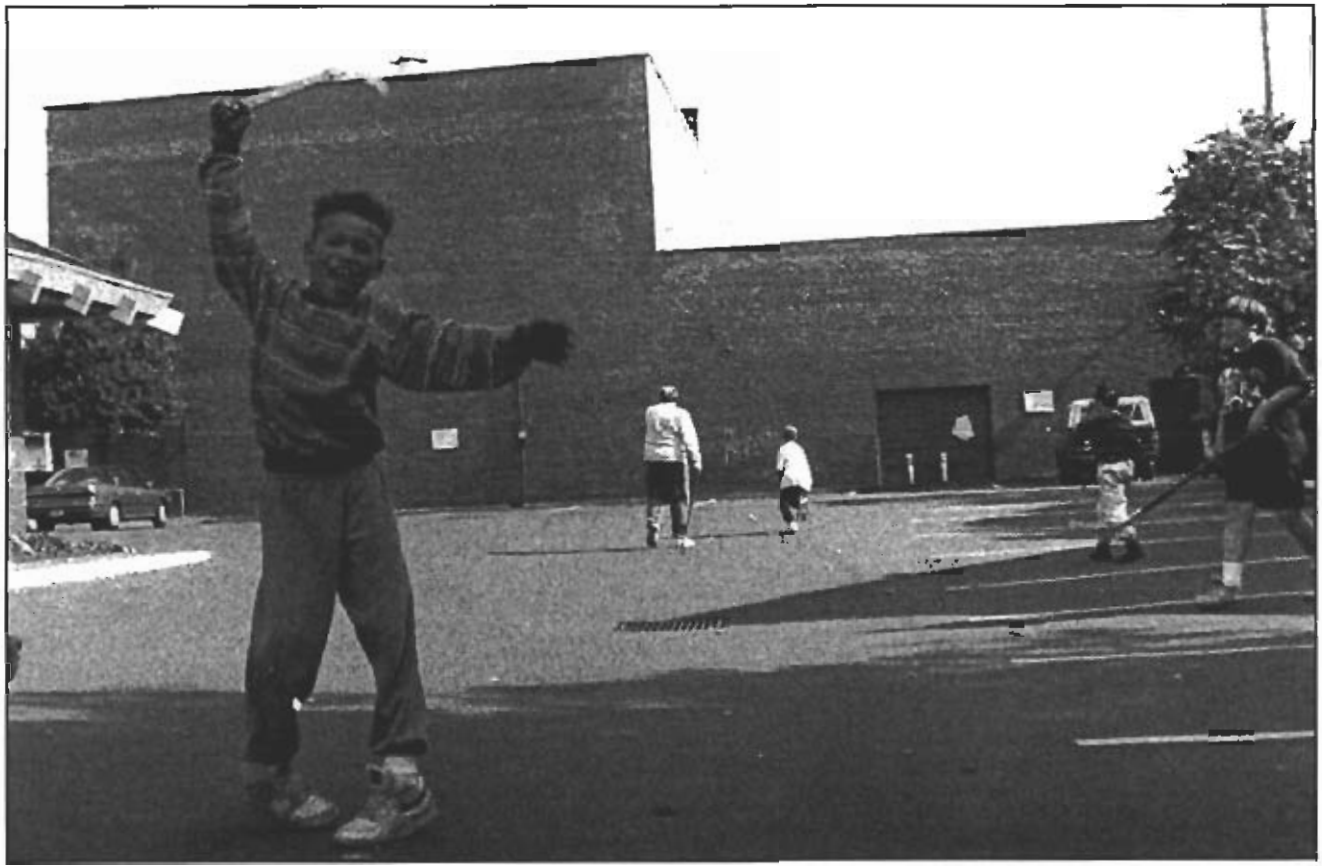


Photo by Steve Jones

Several neighborhood boys play street hockey in the parking lot next to the Masonic Lodge off Hawthorne Boulevard.

the policy statements. The strategies are general action oriented statements intended to provide guidance for the city and neighborhood to fulfill the objectives and policies of this plan. Such actions will put the plan's policies and objectives into effect and create a stimulus for future projects and activities.

The neighborhood association will follow-up this plan with an action plan that will not be adopted by the City Council. The action plan will establish specific actions to be taken by the neighborhood to carry out strategies that require neighborhood action.

This plan will be reviewed by the neighborhood association on an annual basis for consistency with neighborhood needs and city policies. Formal updates of the plan should take place at intervals of no more than five years apart. The first formal update of this plan should occur in 1998, or at the time of development of the Inner Southeast District Plan, whichever occurs first.

Zoning Changes

No zone changes are being recommended as part of the adoption of this neighborhood plan. This does not mean that all areas within the neighborhood are appropriately zoned and/or have no identified zoning conflicts. On the contrary, several sites have been identified in locations along Division, SE 50th, Hawthorne, and on SE 39th near Hawthorne where zone/use conflicts are evident. Map locations of selected areas will be kept on file by the Richmond Neighborhood Association, Southeast Uplift, and the City of Portland Bureau of Planning.

The neighborhood association feels separate evaluations should be accomplished for these areas (see Section IV, Strategy 1.3.1), however, the association does not believe it has the mechanism to complete such evaluations itself at this time. Such studies should ideally occur before land use changes are proposed for these sites so as to avoid exacerbation of potential conflicts. The City of Portland will be encouraged to assist the neighborhood association in the analysis of these sites.

Photo by Steve Jones

SECTION II: Richmond Neighborhood Statistics & Survey

A family poses in front of their home near SE 36th.

Richmond Neighborhood Statistics & Survey

1990 Census Data

Official results are not completely developed for the Richmond Neighborhood at the time of this printing. Richmond is defined by census tracks 8.01, 9.01, 13.02, 14, and 15. Estimates of the portion of Richmond in these tracks have been estimated and weighted to arrive at the following general picture of the Richmond Neighborhood (see Appendices for more details).

	Richmond Neighborhood	Multnomah County
Population	12,404 est.	583,887
Families	3,205 est.	144,503
Households	5,284 est.	242,320
Median income		
Household	$27,012	$26,928
Family	$31,201	$33,502
Non-family	$18,282	$17,435
Per Capita Income	$12,598	$14,462
Median Contract Rent	$398	$407
Median House Value	$54,680	$61,100

1992 Neighborhood Survey Results

Surveys were delivered to all residences and businesses in the Richmond Neighborhood boundaries. In addition, surveys were sent to all property owners not living within the neighborhood. The response rate was about 12%. A total of 576 surveys were used for the statistical analysis. Insufficient census data exists to correlate with the neighborhood survey to estimate accuracy. What follows are the results from the surveys returned.

General Information

Affordable housing and convenience to work were the primary reasons why people originally chose to live in the Richmond Neighborhood. Convenience to work, shopping, local services and the other residents of Richmond were the primary reasons why people continued to live or work here. Crime, traffic, and poorly maintained properties were the primary problems sited about the neighborhood. When asked what could be done to improve the neighborhood, reducing crime was considered the most important step followed by cleaning up the neighborhood and businesses.

Facts & Figures

- 7.6% of those responding did not live in the neighborhood.
- 9% owned businesses in the neighborhood.

How long have we lived here?

Less than 2 years	16%
2-5 years	24%
5-10 years	20%
10-20 years	19%
20-81 years	22%

How many live in the reporting home?

1 person	22%
2 people	39%
3 people	18%
4 or more	20%

Number of children less than 18 years old in the reporting home:

No children	70%
1 child	15%
2 children	11%
3 children	4%
4-5 children	1%

How long are we planning to stay in Richmond?

Less than one year	3%
1-5 years	21%
5-10 years	16%
Over 10 years	27%
Not Sure	33%

Do we own or rent?

Own home	80%
Rent	20%

What do we live in?

Single family home	90%
Duplex	4%
3 or more unit building	6%

Income for the family:

Less than $15,000	7%
$15-30,000	37%
$30-60,000	44%
Over $60,000	12%

Renters - would you buy a home in Richmond?

Yes	83%

What reporting businesses own in the neighborhood:

Commercial property	4%
Residential rental property	41%
Commercial business	45%

Do we belong to a Block Watch?

Yes	28%

How do we get to work?

Drive	50%
Drive & bus	10%
Bus	6%
Walk	3%
Carpool	2%
Bike	2%
Other Combinations	13%
Do not travel to work	14%

How far do we travel to get to work?

Less than one mile	5%
1-5 miles	53%
6-10 miles	26%
more than 10 miles	16%

Would you use bike lanes?

Yes	30%
No	40%
If at a specific location	30%

Is transit accessible?

Yes	96%

Is it safe during the day?

Yes	76%
No	6%
Neutral	18%

Is it safe at night?

Yes	30%
No	26%
Neutral	44%

Neighborhood Boundaries and Map

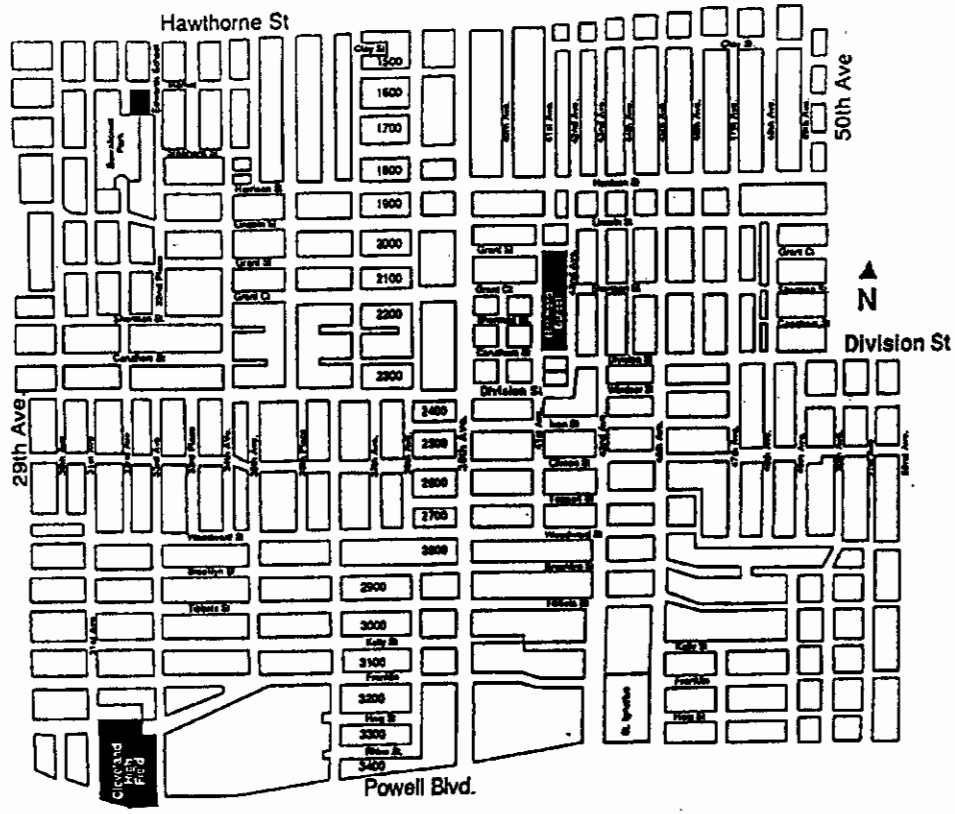
The boundaries of the Richmond Neighborhood are defined by the following streets:

- SE Hawthorne Boulevard to the North
- SE Powell Boulevard to the South
- SE 29th Avenue to the West
- SE 50th Avenue (from Hawthorne to Division) & SE 52nd Avenue (from Division to Powell) to the East

Adjacent with the Richmond Neighborhood are the neighborhoods of:

- Sunnyside to the North
- H.A.N.D. (Hosford-Abernathy) to the West
- Mt.. Tabor & South Tabor to the East
- Creston Kennilworth to the South

All people who live, work or who own property within the boundaries of the neighborhood may be members of the Richmond Neighborhood Association. The association is comprised of those who participate in projects that promote and improve Richmond Neighborhood. No dues or other qualifications are necessary to participate.



"People can be divided into three groups:
those who make things happen,
those who watch things happen,
and those who wonder what happened."
-John W. Newbern (P.D.C.)

Section III:
Historic Discussion of the Richmond Neighborhood

OrHi 25158

The Clinton Kelly farm near what is today SE 30th & SE Powell looking north. The family poses near the fence below the house located on the hill.

Historic Discussion of the Richmond Neighborhood

Background

In 1842 the first wagon train arrived in the Oregon Territory after crossing the Great Plains and the Rocky Mountains from Missouri. In 1844, William Overton and Asa Lovejoy paid 25 cents to file a claim for the area surrounding a camp site on the canoe route between Fort Vancouver and Oregon City. Overton subsequently sold his interest to F.W. Pettygrove for $50.

Lovejoy and Pettygrove decided to create a town site within the area of the claim and drew up a plat in 1845 for 16 square blocks containing 50 by 100 foot lots. Pettygrove won a coin flip for the right to name the town. He named it Portland, after Portland, Maine. Soon after, Lovejoy sold his share of the town site to Benjamin Stark for $390.

Portland began its early development on the west bank of the Willamette River as a trading and shipping town. Economic growth soared in 1849 due to the California Gold Rush with its heavy demand for timber and foodstuffs. A secondary town took form on the east side of the Willamette River in the 1850s, aptly named East Portland. East Portland subsequently incorporated in 1870 and for several years Portland and East Portland were separate communities.

Logging in the 1850s resulted in large cleared areas surrounding Portland and East Portland, thus the nickname "Stumptown." The timber was shipped out of Portland as a major export and used locally for building construction.

In 1868, the Oregon Central Railroad broke ground at the east end of Division Street for an eastside rail line to the south. By 1883, East Portland had become the western terminus of the Northern Pacific Railroad and boasted a population of 30,000.

Bridge construction across the Willamette River began in 1887 both to alleviate ferry traffic capacity problems and to facilitate eastside housing opportunities for westside workers. Portland and East Portland subsequently united as one city in 1889.

In the 1890s mass transit, in the form of trolley cars, was heavily promoted and expanded. The Richmond area saw trolleys on both Hawthorne and Clinton. With an effective trolley system in place by about 1910, housing expansion rapidly infiltrated the area.

Richmond's Namesake

The present day Richmond Neighborhood encompasses approximately 600 acres of land from Hawthorne to Powell between SE 29th and 52nd Avenues. This area sits on a portion of four donation land claims formerly held by Seldon Murray, Clinton Kelly, Perry Prettyman, and Hampton Kelly. Although all four men played significant roles in settling East Portland, Clinton Kelly is most remembered for his efforts in the community.

Clinton Kelly was a Methodist minister from Kentucky. A powerful speaker and tall in stature, the Reverend Kelly was a commanding figure in his full length homespun coat and high beaver white hat. He always carried a Kentucky hickory stick and spoke with a slight southern drawl.

In the summer of 1847, Clinton and his third wife, Moriah Malden Crain, and his two brothers, Thomas and Albert, constructed wagons and gathered equipment needed for the long trip to Oregon. That fall, they left Kentucky and spent the winter at Independence, Missouri.

OrHi 5110

Looking east down Division Street near the corner of Margarite St. (SE 35th Place) circa 1926.

In the spring of 1848, the Kelly's left Missouri in a group of 12 wagons pulled by oxen and milk cows headed for the Oregon Territory. By September, they arrived at the Dalles. Household materials were shipped on a raft down the Columbia River while the cattle and wagons went by the Barlow pass to Oregon City. After wintering in Oregon City and constructing barrel staves for George Abernathy, the provisional governor, the Kelly's came to Portland. Kelly bought homestead rights for $50 for a claim of one square mile running from Division Street (then known as Section Line Road) south to Holgate, and east/west from SE 26th to 42nd Avenues.

The claim was settled in April of 1849 and the Kelly's commenced work on a huge two story log home located on the knoll at SE 29th and Powell.

Clinton Kelly returned to preaching and helped to organize the first church in East Portland in 1854, the Mt. Tabor Church. In the years that followed, Kelly preached, operated a ferry with his son Plympton, raised apples and other produce for sale, and helped to start one of the first area schools (1850). In 1858, Kelly donated lots on the present site of Cleveland High School for construction of a permanent school. This two-room school was replaced in the 1890's by an eight-room building and named Clinton Kelly School.

Kelly platted some of his property for housing in 1872 (Kelly's Addition). He subsequently died in 1875 with city banks closing on the day of his funeral in honor of his achievements in Portland.

Several of Kelly's sons held property in the area also, and many of these properties were platted for additional housing in 1910. Kelly's son Richmond continued to live in the area and became a local doctor. It is he who the Richmond Neighborhood and Richmond School are named after. Kelly Butte was named for his brother Plympton Kelly and Clinton Street was named after Clinton Kelly.

Early Richmond

When the Kelly's first located in the area in 1849, Richmond was largely wooded. The area was subsequently cleared for purposes of farming (for produce) and timber. The timber supported local building construction needs and was a valuable export item. By the 1880s, the large land claims were being platted for residential development with most of the platting completed by 1910. Hawthorne was the primary east/west street in Richmond and saw a variety of commercial development. Small grocery stores were also common throughout the neighborhood although most of these, by now, have been replaced or converted into residences. The Richmond School was a focus for the residents of the neighborhood and maintained an active PTA group that supported many neighborhood assistance programs such as a community meals program during the 1930's depression era.

Richmond's Landmarks

Richmond School has been the focal point of the Richmond Neighborhood since its construction in 1907. At the time, the school grounds bore a strong appearance to farmland with surrounding housing generally occupying up to an acre of land per unit. The PTA was founded in 1912 and has actively supported school and community functions since that date. The school was subsequently enlarged in 1956 to its present appearance at 2276 SE 41st Avenue.

Grover Cleveland High School at 3400 SE 26th Avenue originally was a two-room school house built in 1858 at the same site. Expanded to eight-rooms in the 1890s, the site was almost abandoned in 1929 until the school district discovered that nonschool use of the site would cause it to revert to the ownership of the Kelly Estate. Therefore, a new school was constructed in 1929 and named the Clinton Kelly High School of Commerce. The name was changed in 1948 to Grover Cleveland High.

OrHi 74885

Hawthorne Boulevard at the corner of SE 39th Ave. looking west. Trolley tracks can be seen in the middle of the street. The Masonic Lodge is on the left.

Other buildings of interest in Richmond include:

- The former Kendall residence (at the SE corner of 39th and Taggart) built in 1889 by Architect Joseph Kendall is uniquely constructed in brick.

- Garden Manor located at the SW corner of 39th and Clinton was built in 1909 as the home for E.L. Steele of the American Pansy Seed Company and has a history as a rental hall for wedding receptions.

- The Masonic Lodge at the SW corner of 39th and Hawthorne was constructed in 1919 and is an imposing example of early 20th Century Classical construction.

- The Bagdad Theatre at the SE corner of 37th and Hawthorne was built in the Mediterranean style in 1927. It was the last theatre in Portland to offer vaudeville and was renovated in 1991 by the McMenamin brothers into a combination pub and theatre similar to how it appeared in the late 1920s.

- The Church of Jesus Christ of Latter Day Saints at 2931 SE Harrison Street is an imposing Tudor Gothic style, constructed in 1929.

The Richmond Neighborhood Association

The Richmond Neighborhood Association is one of the most active neighborhood coalitions within the entire City of Portland. This group originated in response to concerns over Portland's Model Cities program participation in 1968. In 1974, the group organized considerable citizen input as part of the proposed Mt. Hood Freeway fiasco. At the time, the State of Oregon had plans to construct a four-lane freeway connecting Highway 26 to Interstate 5 roughly following Division Street through the heart of Richmond. The plans were ultimately dropped due to public opposition and budget concerns.

In recent times, the association has actively participated in the City's Division Corridor and Code Update Projects. The group also successfully fought all the way to the Court of Appeals a proposal by a local fast food operator to demolish housing on SE 39th for a drive through fast food restaurant near the already over capacity intersection of 39th and Hawthorne.

The Richmond Neighborhood Association is a leader in the City for supporting antibias and anticrime activities, and, is an active participant on the SE Uplift Board of Directors.

RNA initiated this neighborhood plan on its own after years of not being included in the City of Portland's neighborhood plan scheduling. With the City now supporting district plan concepts, RNA's neighborhood plan promises to be the last true neighborhood plan developed within the City.

OrHi 74183

SECTION IV: Business Policies, Objectives & Strategies

The Hawthorne Boosters show their support for that radical new concept called "daylight saving time" circa 1952.

Business Policies, Objectives & Strategies

Business District Identities

The Richmond Neighborhood is fortunate to have three thriving business districts, each with a different image and serving a different function for the immediate area and the city as a whole. Hawthorne, Division, and Powell are the most visible streets in our neighborhood; reinforcing their specialties will ensure both commercial success and a distinct and positive image for the neighborhood.

Division Street (From SE 29th Avenue to SE 52nd Avenue)

Division Street is a street in transition. What was once a hodge-podge of old "junk" shops and abandoned buildings is now in a metamorphosis of new growth. Over the years it has attracted a wide array of services and specialty retailers. Within the boundaries of Richmond, Division Street provides the neighborhood with almost everything it needs. There are grocery, hardware, appliance, garden supply and numerous specialty stores. There are also many service providers such as doctors, automobile repair, accounting and beauty shops. New cafes and delicatessens are also becoming popular along with some light industry that includes fence manufacturing, wholesale food distribution, survey equipment and screen printing.

These shops and services are adding to Division's draw for the "do-it-your-selfer" and others who live and work in the neighborhood. The active business group is the Division Street Merchants' Association (c/o SEUL, 3534 SE Main Street, Portland OR, 97214. Phone 232-0010).

Hawthorne Boulevard (South side of the street from SE 29th Avenue to SE 52nd Avenue)

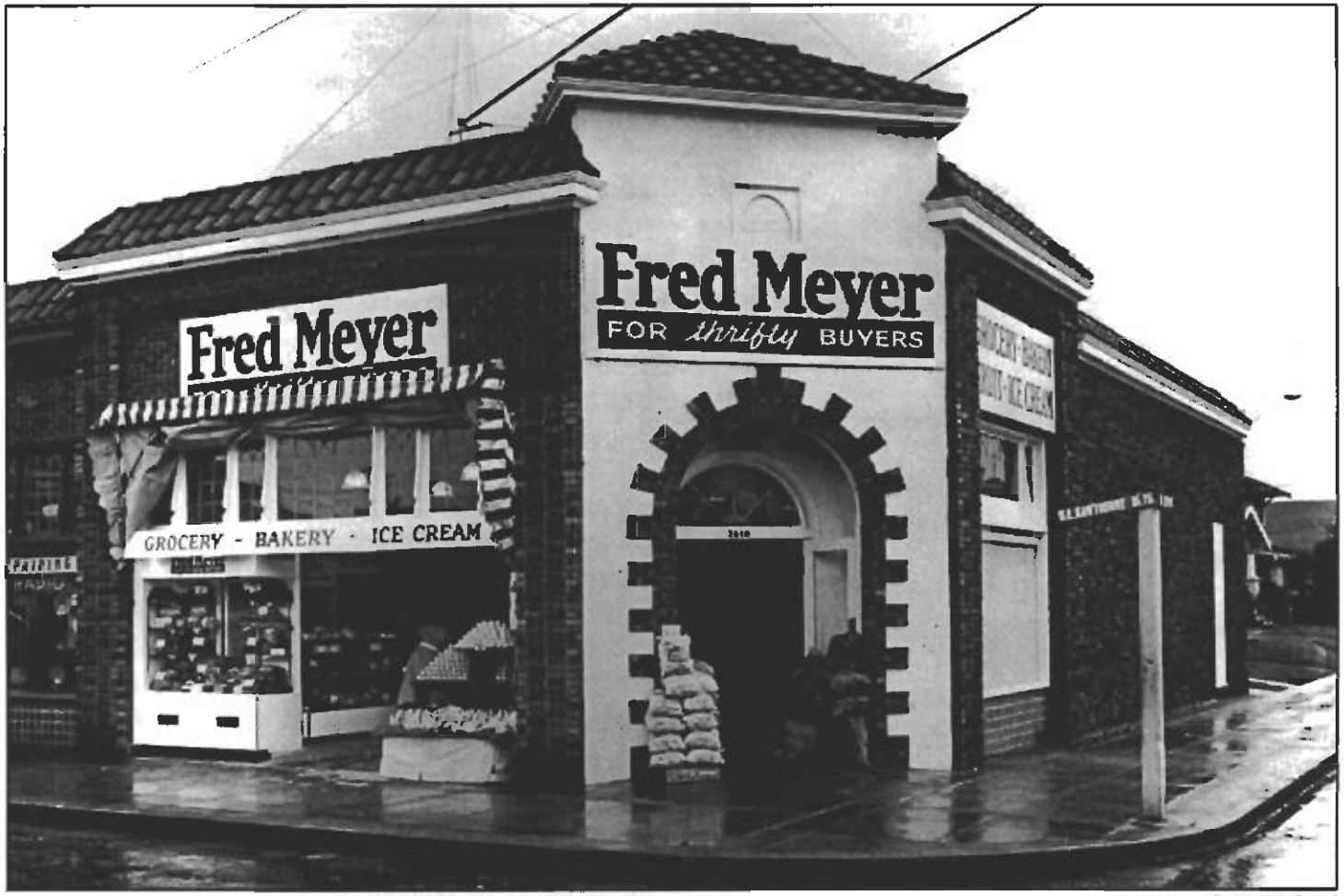
Hawthorne has a citywide reputation as a distinctive shopping and restaurant district. It's success stems from its architectural heritage and its independently-owned, pedestrian-oriented shops. Attractive store-fronts enhance the street's appeal and draw a diverse range of people to the neighborhood. Hawthorne is the banking district for the Richmond neighborhood, which supports the Boulevard's continued efforts to upgrade both physically and economically. The neighborhood encourages the continued promotion of Hawthorne as a focus for specialty retailing in inner southeast Portland. Such a reputation can only work in the neighborhood's favor. The active business group is the Hawthorne Boulevard Business Association (P.O. Box 15271, Portland OR, 97215. Phone 233-7633).

Powell Boulevard (North side of the Street from SE 29th Ave to SE 52nd Ave)

Powell Boulevard is a state highway and, as such, caters to automobile traffic rather than the neighborhood, per se. Large scale businesses and drive-throughs dependent on a heavy flow of traffic characterize this street. Future development is expected to be in keeping with the current "auto-oriented" commercial character.

SE 39th Avenue (From Hawthorne Boulevard to Powell Boulevard)

SE 39th Street is a residential street with commercial nodes. Although it is also a high traffic street, development is expected to be of a residential nature rather than commercial.



OrHi 005936

Fred Meyer Grocery Store at SE 36th and Hawthorne circa 1936. Building now houses the Bread & Ink Cafe (since 1984).

SE 50th (From Hawthorne Boulevard to Powell Boulevard) & SE 52nd (From Division Street to Powell Boulevard)

These two streets are primarily commercial mingled with residential.

POLICY 1:

The Richmond Neighborhood acknowledges the importance of a healthy business community to the vitality of the neighborhood. We therefore support compatible businesses, both new and existing, which foster neighborhood self-sufficiency.

OBJECTIVE 1.1:
Define, develop and promote a clear identity for each business district.

STRATEGIES:

1.1.1 Work with existing business associations to develop individual business district themes.

1.1.2 Work with business associations and districts to develop and display logos, symbols, welcome signs, etc. in order to encourage residents to shop locally.

1.1.3 Market business district identities outside of the Richmond area through mass media, newsletters, Southeast Uplift, etc.

1.1.4 Use artist renderings to help visualize proposed themes involving neighborhood businesses, artists, and printers.

OBJECTIVE 1.2:
Recruit businesses that enhance the neighborhood and promote neighborhood self-sufficiency.

STRATEGIES:

1.2.1 Identify successful businesses and unsatisfied needs in the neighborhood and develop market strategies to attract desired businesses that promote the business districts and their identities.

1.2.2 Support home-born businesses that wish to relocate to Richmond neighborhood's commercially zoned locations.

1.2.3 Request the placement of additional ATM machines in the neighborhood.

1.2.4 Discourage drive-through businesses and those that facilitate illegal activities.

OBJECTIVE 1.3:
Encourage complete utilization of all commercial property in Richmond when such development is compatible with the Richmond Neighborhood Plan.

STRATEGIES:

1.3.1 Evaluate existing uses as they relate to zoning, identify inappropriate designations, and advocate for desired changes.

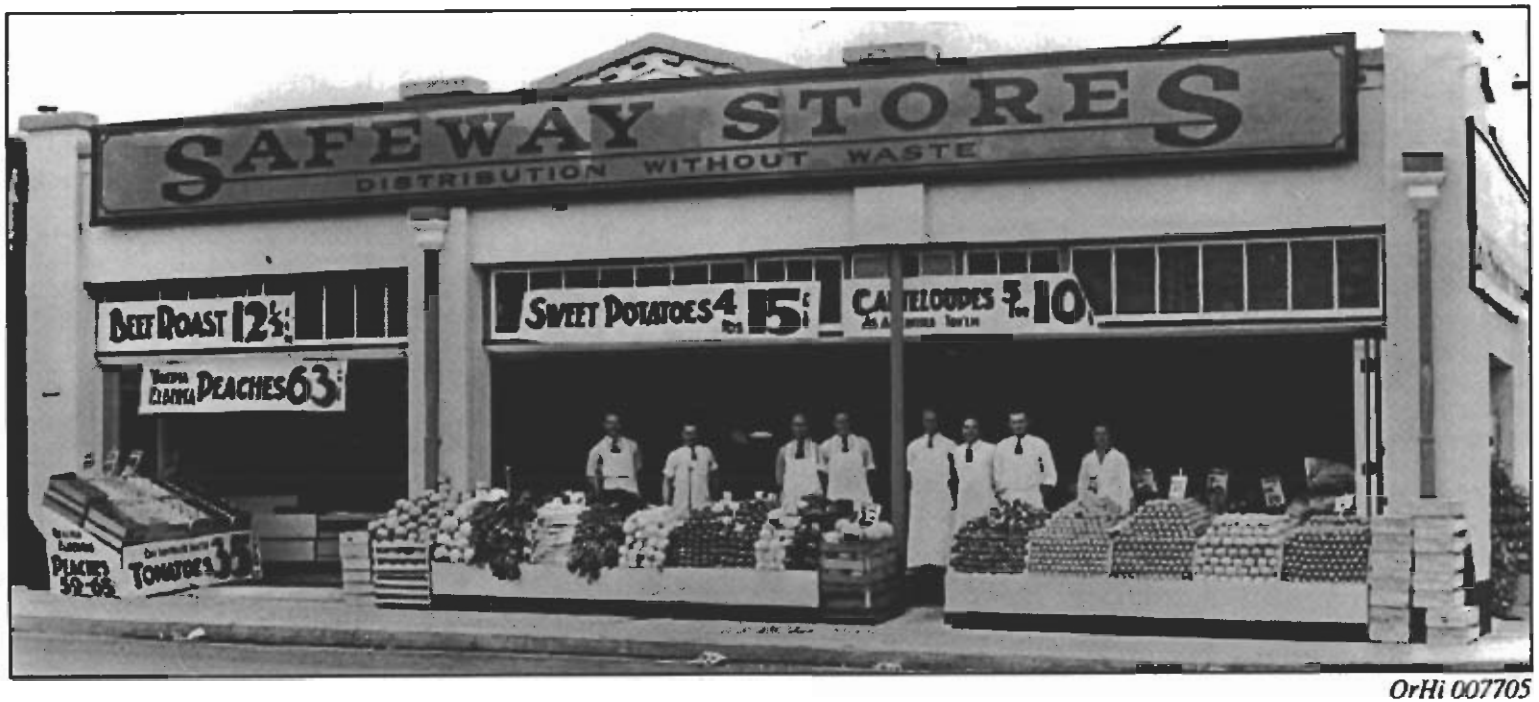
1.3.2 Support businesses at zoning change hearings where the request is compatible with this plan.

1.3.3 Inventory all vacant commercial land and buildings, promote their appropriate use where possible, and provide this information to real estate agents and developers.

1.3.4 Investigate various programs such as Local Investment Corporations, Community Development Corporations, tax credit opportunities, and credit unions and make the information available to businesses and, when appropriate, make recommendations to the RNA board.

1.3.5 Identify and attract public and private funds available for business investment in the Richmond Neighborhood.

1.3.6 Prohibit new drive-throughs in the Richmond Neighborhood, except on Powell.



OrHi 007705

Workers stand proudly by the produce display in front of the new Safeway store at SE 49th and Hawthorne circa 1935.

OBJECTIVE 1.4:
Promote neighborhood pride through maintaining attractive commercial buildings and property.

STRATEGIES:

1.4.1 Encourage businesses to remove graffiti immediately.

1.4.2 Keep sidewalks, parking areas, and streets free of litter. Encourage more frequent street cleaning by the city.

1.4.3 Hide unattractive exterior storage areas with fencing and landscaping.

1.4.4 Explore ways to improve landscaping buffers between existing businesses and residences.

1.4.5 Maintain and landscape parking lots.

1.4.6 Encourage painting, cleanup and repair projects such as an "Adopt a Block" program.

1.4.7 Create private pocket parks, sitting areas, attractive bus shelters, and provide trash receptacles in convenient locations.

OBJECTIVE 1.5:
Develop working relationships between the business and residential communities.

STRATEGIES:

1.5.1 Create liaisons among businesses, real estate brokers, city agencies, and RNA to discuss possible conflicts and problems.

1.5.2 Organize regular joint meetings of the RNA board or executive committee with local merchants' associations.

1.5.3 Encourage local business people to serve on the Richmond Neighborhood Association board and neighborhood residents to become members of the business associations.

1.5.4 Identify and develop cooperative projects that businesses and residents can work on together, such as National Night Out and neighborhood cleanups.

1.5.5 Recognize merchants for outstanding achievements.

1.5.6 Promote a community resource program that will provide existing and prospective businesses with information such as: available government loans and programs, land use and building codes, training opportunities, and neighborhood job openings.

1.5.7 Encourage businesses to help in neighborhood promotion, to become involved in the neighborhood schools, and to recruit and hire Richmond residents whenever possible.

1.5.8 Promote campaigns to encourage residents to shop locally.

1.5.9 Develop Good Neighbor Plans between businesses and the Richmond Neighborhood Association and encourage the use of mediation when needed.

OBJECTIVE 1.6:
Improve access to businesses.

STRATEGIES:

1.6.1 Encourage the provision of bike racks on every block in the Division and Hawthorne commercial districts.

1.6.2 Support increased bus frequency.

1.6.3 Reduce the length of "bus only" curb zones through the use of curb extensions in order to increase space for on-street parking in the commercial districts.

1.6.4 Support shared parking arrangements in business parking lots.

1.6.5 Recognize that parking in the commercial districts is an area of great concern and advocate for an independent study of parking issues including the installation of parking meters in the Hawthorne and Division Street business districts.

1.6.6 Encourage accessibility for people with disabilities and compliance with the Americans With Disabilities Act.

SECTION V:
Cultural Environment Policies, Objectives & Strategies

Oregon Historical Society CN# 009902

Past Presidents of the Richmond PTA circa 1925.

Front row:

Mrs. C.H. Freeman,
Mrs. G.J. Chapman,
Mrs. W.T. Brice,
Mrs. H.E. Brown,
Mrs. Clara M. Bates.

Back row:

Mrs. H.V. —,
Mrs. Olivea Wic—,
Mrs. Saylor Swit—,
Mrs. W.A. Ru—.

Cultural Environment Policies, Objectives & Strategies

Our neighborhood is a village community where neighbors are concerned and involved with each other; where green spaces and native vegetation are nurtured, and where parks and public facilities are accessible throughout.

POLICY 2:

Encourage and create recreational and educational opportunities and facilities for all ages and income levels.

OBJECTIVE 2.1:
Promote the development of a community activities program.

STRATEGIES:

2.1.1 Survey the neighborhood to determine adult and school age residents' needs and desires regarding community activities & facilities.

2.1.2 Investigate funding sources for a community center coordinator to operate community programs in existing facilities for residents of all ages. Activities could include athletic programs, classes, workshops, art programs, meeting areas, and bulletin boards.

2.1.3 Support year-round access to neighborhood school and church facilities for use of the gymnasium by neighborhood youth and of the classrooms or cafeterias for specialized programs, activities, and meetings of all age groups. Work with the Portland Public School district towards placing a community school program in Richmond School.

2.1.4 Develop a strategic plan with other neighborhoods for obtaining and operating a community center (possibly the former Carnation building on Belmont Street). Investigate the possibility of a joint public/private venture with corporations whose employees could benefit from the facility.

2.1.5 Support the establishment of an Olympic-sized, covered year-round swimming pool in the inner southeast area.

OBJECTIVE 2.2:
Promote the establishment of quality care options for parents, grandparents and others who are responsible for children and adults needing them.

STRATEGIES:

2.2.1 Support affordable care for infants, toddlers, preschool children, school-age children, and the elderly.

2.2.2 Publicize child care resource and referral programs, resource rooms, and opportunities to obtain training for both home and center care providers, particularly those who can provide cross-cultural care.

OBJECTIVE 2.3:
Promote positive interactions among Richmond Neighborhood residents through activities and events that include the diverse cultures, ages, and physical and mental capabilities represented.

STRATEGIES:

2.3.1 Support block parties that are consistent with neighborhood goals by making city requirements and procedures readily available to all residents.

Photo by Andrew Migliore

Mother and daughter take care of their lawn in the Richmond Neighborhood.

2.3.2 Investigate possibilities for cultural festivals with opportunities for coordinating and involving local schools and restaurants.

2.3.3 Establish an adopt-a-grandparent program and create opportunities for young and old to interact socially and become involved in projects such as yard work and home maintenance.

2.3.4 Promote activities that celebrate neighborhood diversity.

2.3.5 Sponsor workshops for "Unlearning Racism" which are open to residents of other neighborhoods.

2.3.6 Establish a new resident resource guide & welcome packet printed in several languages and investigate the possibility of translating the newsletter.

2.3.7 Welcome new residents with a resource guide and, if possible, facilitate a contact with the neighborhood association or nearby neighborhood watch group.

2.3.8 Encourage the neighborhood schools to develop programs and be involved in projects that draw the neighborhood together and use the talents of the neighborhood residents.

2.3.9 Encourage the continuation and enhancement of academic excellence by supporting parents and business involvement in the local schools.

2.3.10 Encourage participation in the Richmond Neighborhood Association by the diverse populations represented the neighborhood.

POLICY 3:

Encourage the development and preservation of a variety of green and open spaces in and around the Richmond Neighborhood.

OBJECTIVE 3.1:
Plant and protect native trees and other vegetation.

STRATEGIES:

3.1.1 Develop local workshops to instruct in the planting and maintenance of vegetation and trees.

3.1.2 Encourage organic gardening through workshops (OSU extension, local nurseries).

3.1.3 Offer opportunities for street tree planting through Friends of Trees.

3.1.4 Use the neighborhood newsletter to share regulations regarding the planting and cutting of trees.

3.1.5 Inventory and support the designation of historic trees under the city's historic tree ordinance and publicize their location.

OBJECTIVE 3.2:
Support the development and use of vacant lots and other small areas of land to create more public green spaces, community gardens and miniparks to enhance businesses, residences, and parking areas.

STRATEGIES:

3.2.1 Establish a "Friends of Parks" group.

3.2.2 Raise funds to develop/complete the approved Ivon Park on SE 47th and Ivon.

3.2.3 Inventory existing empty lots and other spaces in the Richmond Neighborhood and encourage minipark development.

3.2.4 Post "scoop law" signs in parks, school playgrounds, and other public green spaces to educate pet owners and encourage observance of pet leash laws.

3.2.5 Coordinate with surrounding Southeast neighborhoods for inclusion in the Portland Park Futures pilot project.

3.2.6 Explore the development of nontraditional parks, including such things as an Art (Graffiti) Park, a skateboard park, exercise parks, a Soapbox or Stage park, dog parks, and bicycle-free places for pedestrians.

SECTION VI:
Housing Policies, Objectivies & Strategies

New houses for a new neighborhood near SE 28th & Clinton circa 1910. The street and sidewalks have yet to be paved.

Oregon Historical Society POPE 648

Housing Policies, Objectives & Strategies

The Richmond Neighborhood Association recognizes the changing needs of the Richmond residents related to housing. We believe it is essential to plan for population growth and to plan for the maintenance and improvement of current housing stock. All planning must preserve the intrinsic character of the neighborhood and should, whenever possible, improve the nature and livability of the neighborhood as a whole. Care must be taken to work in conjunction with the business and commercial interests in our area, however, housing must not assume a secondary role to those interests because of the predominantly residential nature of the neighborhood. Finally, it is important to recognize that the Richmond neighborhood is made up of people of all ages, many of whom live on fixed incomes and may be unable to adjust to substantial cost-of-living increases.

POLICY 4:

Preserve and improve existing housing while providing opportunities for new housing for people of all ages and income levels.

OBJECTIVE 4.1:
Encourage restoration, rehabilitation and maintenance of existing owner occupied and rental housing stock.

STRATEGIES

4.1.1 Inform owners of the existence of residential rehabilitation programs.

4.1.2 Support incentives to landlords to improve and maintain rental housing.

4.1.3 Identify and report abandoned housing.

4.1.4 Encourage improved city enforcement of building and nuisance codes. Use the good neighbor plan, when appropriate.

4.1.5 Support variances for existing nonconforming multifamily dwellings that are in accordance with the goals of this plan and that are supported by the immediate neighbors.

OBJECTIVE 4.2:
Identify, recognize, and celebrate historic resources in the neighborhood.

STRATEGIES

4.2.1 Inventory sites and determine potential for Historic Designation.

4.2.2 Create public awareness of Richmond' historic houses.

OBJECTIVE 4.3:
Support housing opportunities for people of all ages, backgrounds, and economic levels.

STRATEGIES

4.3.1 Support the availability of low cost housing that maintains neighborhood integrity.

4.3.2 Provide residents with information about programs that support home improvements and property purchases.

4.3.3 Assess the special housing needs of seniors, disabled adults, etc., and support projects and programs that meet those needs while maintaining neighborhood integrity.

Photo by Steve Jones

The old and the new side by side shows the change Richmond is undergoing. The "bunga-rows" (to the right) were finished in 1992.

OBJECTIVE 4.4:
Accommodate anticipated population growth through "main street" development (mixed residential/commercial uses along major transit streets) or other construction methods that retain or enhance existing neighborhood character.

STRATEGIES

4.4.1 Investigate the feasibility of "main street" style development along targeted mass-transit routes such as Hawthorne, Division, SE 39th and SE 50th.

4.4.2 Develop housing options that meet housing needs while maintaining neighborhood compatibility and character.

4.4.3 Inform Richmond Neighborhood residents about housing options, stressing the importance of maintaining the architectural integrity of the neighborhood.

OBJECTIVE 4.5:
Protect residential areas from commercial encroachment.

STRATEGIES

4.5.1 Preserve and encourage the residential use of property along SE 39th Avenue between Hawthorne and Powell.

4.5.2 Discourage or prohibit new drive-through restaurants in the Richmond neighborhood, except on Powell Boulevard.

4.5.3 Require the use of effective olfactory, visual, and audio buffers in order to maintain compatibility between businesses and residential properties.

SECTION VII:
Safety and Crime Prevention Policies, Objectives & Strategies

Photo by Andrew Migliore

Residents feel safer in the Richmond Neighborhood when they know their neighbors.

Safety and Crime Prevention Policies, Objectives & Strategies

The livability of the Richmond Neighborhood is based on its diverse population and strong sense of community. To ensure its continued livability our neighborhood must be free of crime and the fear of crime.

POLICY 5:

To establish and maintain a safe, stable and diverse community.

OBJECTIVE 5.1:
Reduce crime and its effects through community awareness, participation and cooperation, toward developing a crime-free environment in our homes, schools, work places, parks and streets.

STRATEGIES:

5.1.1 Encourage improved city enforcement of existing nuisance laws concerning fireworks, pets, automobiles, trash, etc. through RNA newsletter, neighbor watches and community policing.

5.1.2 Promptly remove existing graffiti and discourage future graffiti.

5.1.3 Provide adequate street lighting and encourage citizens to light their premises to reduce the opportunity for crime afforded by darkness.

5.1.4 Actively support community policing by encouraging and maintaining neighbor watches, business watches and Block Homes and by increased police/citizen cooperation and contact.

5.1.5 Protect our children from crime through: establishing Block Homes, encouraging neighborhood walks/foot patrols, supporting business/home/school collaborations, and creating and supporting programs to promote safety awareness among children.

5.1.6 Actively endorse and encourage the use of the mediation services of the Office of Neighborhood Associations in addition to encouraging residents to learn and share mediation skills.

5.1.7 Establish and maintain RNA liaisons with SE Uplift, the Portland Police Bureau, schools that serve the Richmond Neighborhood, business associations, existing neighbor watches and abutting neighborhood associations.

5.1.8 Encourage police to create a mini precinct in the Richmond neighborhood. Encourage the establishment of police bike patrols and look into establishing a "Safety Action Team." Invite existing bike patrols to be present on special occasions such as the Hawthorne Street Fair.

OBJECTIVE 5.2:
Promote car, bicycle, and pedestrian safety.

STRATEGIES:

5.2.1 Strictly and visibly enforce existing traffic laws, with "zero tolerance" of infractions in school zones and school transit routes.

Photo by Andrew Migliore

A little girl rides her bike down SE Harrison as her father takes a break from raking to watch.

5.2.2 Work with school/parent groups to provide adult crossing guards at school crossings.

5.2.3 Collaborate with Portland Police to create a program through which citizen patrols can trigger a police warning letter to the registered owner of a vehicle observed violating a specific traffic violation at a specific site. (The letter would have no legal or enforcement power, but would serve to educate drivers.)

5.2.4 Strictly enforce parking and nuisance laws regarding obstruction of lines of sight and obstruction of sidewalks.

5.2.5 Inventory needs for sidewalk maintenance and cuts for disabled and stroller access; create a schedule for additions.

5.2.6 Evaluate street lighting for car, bicycle and pedestrian safety; inventory problem sites; add lighting where needed.

5.2.7 Evaluate pedestrian routes, especially those frequented by children, disabled and elderly, to assess safety conditions such as traffic light duration, visibility, crossing access.

5.2.8 Evaluate pedestrian crossings of busy streets such as 39th and Lincoln, 39th and Clinton, 42nd, 43rd and Division for installation of pedestrian-controlled signals. (See also 6.2.3)

5.2.9 Obtain an evaluation (independent of the city) by traffic engineers, of existing and planned traffic control devices and their impact on pedestrian and bicycle safety, automobile safety, emergency vehicle access and response time and traffic patterns throughout the neighborhood.

5.2.10 Evaluate intersections such as at 39th and Hawthorne with pedestrian crossing safety problems for the purpose of lengthening the walk time.

5.2.11 Install signs, flashers, "zebra stripes" and other devices to indicate pedestrian and bicycle lanes and rights-of-way.

5.2.12 Work with neighborhood business groups (Division, Hawthorne and Powell) to maintain safe, theft and vandal-resistant bicycle parking sites.

5.2.13 Increase posting of traffic control signs.

5.2.14 Install speed bumps when feasible on neighborhood streets experiencing excessive speed problems such as Harrison east of SE 39th, Clinton west of SE 39th and Lincoln St. east of SE 34th (see also 6.5.9).

OBJECTIVE 5.3:
Protect our neighborhood and regional environment by promoting appropriate waste disposal and maintaining a clean neighborhood.

STRATEGIES:

5.3.1 Conduct an annual neighborhood cleanup day, perhaps in conjunction with the neighborhood yard sale.

5.3.2 Work with Tri-Met and area organizations and businesses, to install and maintain litter and cigarette receptacles at all bus-stops, parks and schools.

5.3.3 Promote appropriate disposal of used motor oil and hazardous wastes.

5.3.4 Work with Metro to provide a quarterly hazardous waste collection in the inner Southeast area.

5.3.5 Encourage improved city enforcement of nuisance laws regarding excessive brush, abandoned buildings, fire hazards, illegal dumping, and abandoned vehicles.

OBJECTIVE 5.4:
Increase neighborhood stability through community building activities.

5.4.1 Establish a Public Relations Committee of the RNA to educate and involve the neighborhood in neighborhood issues and to attract a broader cross-section of neighborhood members to participate in the RNA.

5.4.2 Promote community identity and goals through social interaction and cooperation, such as block and neighborhood parties, yard, street and park clean-ups and other service projects.

5.4.3 Actively promote adjacent neighbor watches and block homes throughout neighborhoods with a 100% participation goal.

5.4.4 Provide timely notification of all RNA meetings through newsletters, flyers in businesses, door knob hangers or other appropriate communications.

5.4.5 Hold well-advertised public forums for issues affecting the neighborhood.

OBJECTIVE 5.5:
Create an environment that actively promotes the peaceful coexistence of all lifestyles, ages, genders, ethnic groups, races, etc. and presents a united front against intolerance and prejudice.

STRATEGIES:

5.5.1 Control graffiti through prompt removal and provide educational programs in the schools to discourage graffiti.

5.5.2 Put protection of targeted/vulnerable groups on the agenda of every neighbor watch; ensure that all neighborhood residents have access to community support if they are targets of bias-related incidents.

5.5.3 Increase educational efforts to discourage youth gang involvement and bias/hate crimes through school, church, and youth group liaisons.

5.5.4 Dedicate at least one RNA meeting per year to diversity and cultural awareness, perhaps the meeting preceding the Hawthorne Street Fair or the National Night Out.

5.5.5 Recognize and involve all RNA area schools and churches in efforts to welcome and celebrate diversity.

SECTION VIII:
Transportation Policies, Objectives & Strategies

Oregon Historic Society COP 1349

The Hawthorne Bridge looking west toward downtown Portland. The trollies can be seen to the right as automobiles try to pass circa 1920.

Transportation Policies, Objectives & Strategies

The Richmond Neighborhood is served and impacted by several arterial streets. In the east/west direction, these are Powell Boulevard on its southern boundary, Division Street through its center, and Hawthorne Boulevard on its northern boundary. Running in the north/south direction, the neighborhood is served and impacted by SE 39th Avenue passing through its center, and SE 50th/52nd Avenues at the eastern edge of the neighborhood.

The recommended Transportation element of the City of Portland Comprehensive Plan dated June 1992 (Transportation Element) classifies Powell Boulevard and 38th Avenue as Major City Traffic Streets and Hawthorne Boulevard as a District Collector. As such, Powell and 39th Avenue are meant to serve as the principal routes for traffic through the inner southeast area. Hawthorne is meant to serve trips that both start and end in the vicinity of the neighborhood. Regional trips on Hawthorne are to be discouraged.

SE 50th Avenue, Division Street, Harrison Street (between SE 26th and 30th Avenues) and 30th Avenue (from Harrison Street north past Hawthorne Boulevard) are Neighborhood Collectors. They are only intended to distribute traffic from large streets to the local streets in the inner southeast area.

Hawthorne Boulevard, Division Street, SE 38th Avenue and 50th Avenue are classified as Major City Transit Streets. SE 30th Avenue is classified as a Minor transit Street. Major City Transit Streets provide service both through and within the inner southeast area. Minor City Transit Streets service residents primarily within the neighborhood and the district to it.

Bicycle routes are designated in the Transportation Element on Clinton Street, Harrison Street (west of SE 34th Avenue) and Lincoln Street (east of SE 34th Avenue), SE 30th Avenue, SE 34th Avenue, SE 45th Avenue, and SE 52nd Avenue. The routes along the numbered avenues jog south of Clinton Street.

POLICY 6:

Increase accessibility to travel destinations and transportation options available to neighborhood residents and visitors. Reduce the negative impact of auto traffic in residential and business areas.

OBJECTIVE 6.1:
Improve arterial and collector streets to provide safe and convenient bicycle access to neighborhood destinations and to encourage the use of bicycles as a transportation alternative to the automobile. Establish a network of alternative bike routes on local service streets, with particular attention to providing safe bicycle access to schools.

STRATEGIES:

6.1.1 Review street design and operations to insure that: cyclists can travel safely throughout Richmond; designated arterial and collector streets have striped bike lanes or wide (14 feet) outside lanes; street surfaces are in good repair; bicyclists are given safe passage across busy streets through the use of pedestrian/bicycle traffic signals; routes are well-marked with both signs and roadway paint; and all traffic signals with loop detectors that are sensitive to bicycle presence; and routes are well marked with both signs and roadway paint.

6.1.2 Develop and maintain East/West and North/South bike corridors for commuting purposes. Insure that bike routes connect points of interest.

6.1.3 Support changes to existing bridges or a new bridge that would allow improved bike and pedestrian access to Downtown from Richmond.

6.1.4 Bike paths should be present for recreational purposes. Ideally, a path, closed to vehicle traffic, would connect key commercial areas (Hawthorne, Division) as well as green spaces. A bike path or greenbelt connection with the proposed East side waterfront development should be investigated.

6.1.5 In conjunction with local business associations and businesses provide "bike and ride" facilities in several areas in the neighborhood including bike racks and/or bike lockers.

6.1.6 Encourage businesses to provide facilities to lock bicycles.

6.1.7 Encourage the use of bike racks on public transit.

6.1.8 Improve distribution of bike route information and maps, including incorporating route information with bus schedules.

OBJECTIVE 6.2:
Make Richmond a more pedestrian-oriented neighborhood by emphasizing pedestrian safety and convenience.

STRATEGIES:

6.2.1 Widen existing sidewalks on Hawthorne from 30th Ave to 39th. Add planter boxes and/or benches, and trees for greater pedestrian comfort. Investigate the removal of one lane of auto traffic to allow for wider sidewalks.

6.2.2 Establish well-marked crosswalks at more frequent intervals along busy streets, especially in business districts. Consider other types of crosswalks that are more visible than a painted crosswalk.

6.2.3 Review the following locations for better marked crosswalks or pedestrian crossing lights: Hawthorne at 35th Place, 39th, 41st, 47th, and 50th; 39th at Division, Clinton, Harrison, and Lincoln; Division at 41st. Verify that crosswalk signals allow enough time for pedestrians to cross busy streets (especially at 39th and Lincoln/ Harrison and 39th and Hawthorne). (See also 5.2.8.)

6.2.4 Study the possibility of curb extensions where busy streets meet side streets to increase pedestrian visibility near parked cars.

6.2.5 Work with the schools in Richmond to establish adult crossing guards at critical intersections.

6.2.6 Encourage the enforcement of traffic regulations giving pedestrian right-of-way.

6.2.7 Insure wheel chair access to all sidewalks.

6.2.8 Encourage new housing designs in Richmond that are pedestrian friendly (i.e., porches in front, front not dominated by a garage and driveway).

6.2.9 Promote the use of traffic control devices that meet traffic control objectives while maximizing pedestrian and bicycle safety.

6.2.10 Encourage residents and businesses to keep their sidewalks clear of vehicles.

6.2.11 Improve lighting in selected areas to provide for greater pedestrian confidence at night.

6.2.12 Encourage businesses (other than on Powell Boulevard) to become more pedestrian oriented by: providing business signs directed toward pedestrians; discouraging large parking lots in front of businesses; discouraging drive-throughs; providing wide sidewalks, street trees, and/or planters, where appropriate.

6.2.13 Encourage new commercial development be designed to better serve pedestrians such as wider sidewalks and window displays.

OBJECTIVE 6.3:
Make Richmond a Transit-friendly neighborhood. Encourage the use of public transportation by those who work, live, shop and visit the neighborhood. Support convenient, cost effective public transportation serving Richmond. Work with Tri-Met to improve the transit infrastructure in Richmond.

STRATEGIES:

6.3.1 Investigate the feasibility of identifying Hawthorne and Division as "main streets" (streets to be developed with housing above businesses with expanded public transit travel. See also Objective 4.4).

6.3.2 Allow residential units above storefronts as long as adequate off-street parking is provided.

6.3.3 Investigate street trolleys, streetcars or electric rubber-tired trolleys serving East Portland neighborhoods, including Richmond.

6.3.4 Support the establishment of local neighborhood van service connecting residential areas with the main transit corridors and business districts.

6.3.5 Improve the comfort, safety, cleanliness and appearance of bus stops: provide shelters at more stops; redesign bus shelters to be more attractive, graffiti-proof, and weather proof, with better protection from the street, more seating, and to be "a better fit" with the neighborhood. Post bus frequency charts/ schedules at stops; improve pedestrian access at stops (better crosswalks).

6.3.6 Clean up trash, graffiti, and pollution around bus stops. Work with businesses to provide and maintain trash cans at bus stops.

6.3.7 Re-construct bus stops, sidewalks, and crosswalks at the intersections of 39th and Hawthorne and 39th and Division (bus route transfer points) for safety, protection and an attractive entry to the adjacent business districts for transit riders.

6.3.8 Insure wheel chair and stroller access to transit for all bus stops/routes in Richmond through curb extensions and other such devices.

6.3.9 Promote the use of quieter, reduced-pollution buses.

OBJECTIVE 6.4:
Promote the eventual creation of a major transit corridor connecting outer SE Portland with Downtown.

STRATEGIES:

6.4.1 Study the eventual establishment of a light rail corridor to create a direct, efficient transit link from outer Southeast Portland to Downtown. (Possibly using the 2040 planning process).

6.4.2 Support the rapid completion of the regional light rail system and promote good access to that system by Richmond residents.

6.4.3 Promote more frequent bus service on routes 4, 15, 75, 9, 17, 10, especially if housing density is increased.

6.4.4 Work with Tri-Met to establish more express or limited buses serving outer Southeast Portland.

6.4.5 Promote park and ride lots for neighborhoods in outer Southeast Portland in order to decrease vehicular traffic through the Richmond neighborhood.

6.4.6 Work with Tri-Met and OMSI to insure that the new OMSI facility is well served with public transportation to outer southeast Portland.

6.4.7 As a neighborhood, support increased funding for public transit.

OBJECTIVE 6.5:
Minimize the negative impacts of motorized vehicle traffic in the Richmond Neighborhood.

STRATEGIES:

6.5.1 RNA will explore methods to reduce through traffic in Richmond.

6.5.2 Review zoning throughout the neighborhood to identify additional changes to limit or eliminate uses that generate inappropriate traffic and/or inefficient traffic movement.

6.5.3 Promote public education efforts that address neighborhood problems associated with streets and traffic.

6.5.4 Cooperate with local schools to help solve traffic tie-ups at high drop-of/pick-up times.

6.5.5 Monitor the impact of OMSI on Division traffic.

6.5.6 RNA should urge neighborhood newspapers to carry public service articles that focus on solutions to neighborhood traffic problems and other RNA planning issues.

6.5.7 Work with the Bureau of Transportation to insure that improvements for increasing the efficiency of vehicular traffic flow will not be made at the expense of pedestrian safety and convenience.

6.5.8 The RNA will work with the business associations to study truck deliveries to determine if changes to truck routes, delivery zones and restrictions on delivery times are needed.

6.5.9 Promote the continued improvement, expanded use, and types of traffic control devices, including investigation of speed bumps and additional stop signs, to reduce traffic speed and divert traffic from selected streets such as Harrison east of SE 39th, Clinton west of SE 39th and Lincoln St. east of SE 34th (see also 5.2.14).

OBJECTIVE 6.6:
Retain existing parking. Add additional parking to meet specific parking needs. New parking should be designed to be pleasing and safe from a pedestrian point of view.

STRATEGIES:

6.6.1 On-street parking should not be reduced along the streets that serve the business districts in Richmond.

6.6.2 RNA and business associations will make an effort to facilitate an agreement to maximize the sharing of private parking between businesses with different business hours.

6.6.3 Every opportunity shall be taken to combine the various uses of legitimate "no parking areas" (hydrants, delivery areas, bus stops) to increase on-street parking in business districts.

6.6.4 On-street parking spaces in residential neighborhoods shall not be used for overnight storage of commercial vehicles.

6.6.5 On-street parking spaces shall not be used as storage areas for vehicles that are in the temporary care of automobile repair and maintenance businesses.

6.6.6 Support local residents' efforts to resolve parking problems on narrow streets through such methods as making streets one way where appropriate.

6.6.7 RNA will work with business associations to identify and develop solutions to localized parking needs.

Street Specific Objectives

SE Hawthorne Boulevard

Hawthorne should develop mainly as a public transit street. Future commercial development should be located along the street in clusters near main transit stops. Twenty years from now, a person might see several distinct commercial centers, composed of storefront shops with residential apartments above. Any row housing that might be constructed in Richmond should be located near these commercial centers.

If the "Main Street" concept is found to be feasible, other areas directly along Hawthorne might be dominated by apartment buildings with storefronts on the first level. Future street improvements should focus on transit facilities and better bike and pedestrian access. The areas that are currently four lanes might be changed to three lanes, or some other configuration to better accommodate transit vehicles and stops. A streetcar or trolley might someday go from downtown to 39th Avenue.

Hawthorne will continue to carry auto traffic to and from inner southeast Portland neighborhoods, but should not be an auto link between outer SE Portland and downtown.

SE Division Street

Retain the collector designation. No increase in volume or capacity is desired. Maintain or increase parking by consolidating or eliminating non-parking uses of curb areas (such as bus zones, truck zones, fire hydrants, etc.) More off-street parking without negative impacts on residential areas (mini-lots, shared parking, etc.). Provide transit improvements in accordance with its role as a major city transit street as recommended in the Transportation Element of the City's Comprehensive Plan.

SE 39th Avenue

Study 39th Avenue as a whole to improve pedestrian comfort and safety while still recognizing it as a major north-south street in terms of car traffic. Recommend a special zoning restricting land uses such as drive-throughs that generate traffic or exacerbate existing traffic problems in addition to the SE District Policy II which restricts left turns that accommodate auto-oriented land uses.

SE Powell Boulevard

The neighborhood recommends that SE Powell Boulevard serves as the major traffic artery through the neighborhood. We also encourage the continued provision of adequate bus service with no additions to the plan beyond those set out in the Transportation Element of the city's Comprehensive Plan.

SE 50th/52nd Avenue Corridor

The neighborhood recommends the continuation of existing public transit on SE 50th and 52nd Avenues.

SE Lincoln, Harrison and Clinton Street Corridors

These are through streets which attract a level of traffic greater than typical for residential streets. Motorized vehicles should be discouraged from using these streets as a means of quickly cutting through our neighborhood while bicycling should be encouraged. In the past, speeding automobiles and motorcycles have been a problem on these streets and may be a problem in the future as motorists continue to try to avoid the busier arteries such as Hawthorne and Division. An attempt was made to reduce the speed and volume of traffic on Lincoln, Harrison, and Clinton in 1987 through the use of traffic circles and diverters. While these devices have reduced the traffic speed and volume on these streets, they pose a potential safety risk to school children since some of these devices obstruct lines of sight for oncoming traffic. They also pose a potential navigation risk for emergency vehicles as these vehicles try to gain access to our neighborhood. Therefore, an independent safety evaluation of these devices should be made to determine their appropriateness and effectiveness and if found to be defective, the traffic device should be replaced or removed.

Section IX: Appendices

Photo by Andrew Migliore

A couple of people enjoy the end of the day at Third World Coffee on Division Street.

Raw 1992 Census Data

Census Tract	8.01	9.01	13.02	14	15
Population	4550	4043	2839	4800	3452
Families	1155	1010	654	1128	885
Households	1877	1762	1221	2085	1355
Median Income					
Household	25843	24250	28166	23855	32948
Family	30303	27840	32731	28125	37004
Non-Family	19038	16885	18825	14017	22644
Per Capita Income	11606	11334	12773	11910	15367
Median Contract Rent	416	400	408	373	392
Median Owner House Value	53900	54700	50800	48100	65900
Assumed Percent in Richmond	0.75	0.8	1	0.5	0.15

1992 Approximate Richmond Neighborhood Census Data

Census Track	*8.01*	*9.01*	*13.02*	*14*	*15*	***Totals***
Population	3,413	3,234	2,839	2,400	518	12,404
Families	866	808	654	564	133	3,025
Households	1,408	1,410	1,221	1,043	203	5,284
Median Income						
Household	$25,843	$24,250	$28,166	$23,855	$32,948	$27,012
Family	$30,303	$27,840	$32,731	$28,125	$37,004	$31,201
Non-Family	$19,038	$16,885	$18,825	$14,017	$22,644	$18,282
Per Capita Income	$11,606	$11,334	$12,773	$11,910	$15,367	$12,598
Median Contract Rent	$416	$400	$408	$373	$392	$398
Median Owner House Value	$53,900	$54,700	$50,800	$48,100	$65,900	$54,680

Figures are based on full track data, reduced by assuming the percentage of the amount of the track that lies within the RNA boundries

Percentages used:	75%	80%	100%	50%	15%

RNA Neighborhood Plan Development Time Line

Neighborhood Plan Steering Committee (NPSC) Meeting	8/14/91
NPSC Meeting - Planning	9/12/91
NPSC Meeting - Grant Development	10/8/92
NPSC Meeting - Survey Draft	11/5/92
NPSC Meeting - Grant and Meeting Plans	1/7/92
NPSC Meeting - Notice/Survey Preparations	2/13/92
NPSC – Neighborhood Survey/Notice Distribution	3/1/92
NPSC Meeting - Meeting Preparations	3/3/92
Vision Meeting	3/16/92
Issues workshop	4/1/92
Issues workshop	4/4/92
Issue Committee Orientation meeting	4/7/92
Issue Committees	4/92–7/92
Editing Committee	7/92–1/93
NPSC Meeting	7/7/92
Public Notice via Newsletter/Mailing of 9/92 Meeting	8/1/92
NPSC Meeting - Draft Review	9/1/92
RNA Board Meeting - Presentation of First Draft	9/14/92
NPSC Meeting - Draft Review	10/6/92
RNA General Meeting - Approve Final Draft	11/9/92
RNA Board Meeting - Approve Finish Draft	1/11/93
Planned submission to City Council	2/12/93

Richmond Neighborhood Resource Guide

Churches & Community Groups

Central Christian Church
1844 SE 39th Avenue
777-1491

Church of Jesus Christ of Latter Day Saints
1975 SE 30th
238-1850

Colonial Heights Presbyterian Church
2828 SE Stephens
236-2430

Dharma Rain Zen Center
2539 SE Madison
239-4846

Eastside Jewish Community of Portland
P.O. Box 86622
Portland, OR 97286
Jim Hilton 234-6939
Milt Bernstein 234-6848

First Free Methodist Church
5000 SE Lincoln
234-8564

Lincoln Street Baptist Church
3240 SE Lincoln
236-4169

Lincoln Street Methodist
5145 SE Lincoln

Richmond Community Church
3941 SE Division Street
236-6069

St. David's Episcopal Church
2800 SE Harrison
232-8461

St. Ignatius Catholic Church
3400 SE 43rd
777-1491

St. Paul Lutheran Church ELCA
3880 SE Brooklyn
236-2389

Richmond Neighborhood Schools

Academy of Kung Fu
3588 SE Division
238-2795

Central Christian Pre-school
1844 SE 39th
235-2114

Neon Art and Tube Bending School
3130 SE Hawthorne Blvd.
239-5309

St. Ignatius School
3400 SE 43rd
777-1491

Whole Child Montessori Center
5909 SE 40th
771-6366

Acknowledgements

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Steve Jones
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Community Support
Boyd Coffee Company
Boyd Coffee Store (1501 SW Taylor)
Brewed Hot Coffee
Kienow's
Sunnyside Bakery
U.S. Bank
Starbucks Coffee Company
The Hawthorne Coffee Merchant
Richmond School

Project Funding
Neighborhood Self-help Grant Program
Bureau of Community Development
City of Portland
Richmond Neighborhood Association
Southeast Uplift Neighborhood Program
Community Volunteers &
Personal Donations

The Publishing System
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H.R. "Ky" Holland
RNP Steering Committee Chair

The heart of Portland

Richmond Neighborhood Plan 1992–93