

Neighborhood Plan Updates & Action Plans

North Beacon Hill, North Rainier, Othello



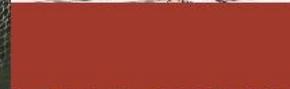
Department of Planning and Development
Department of Neighborhoods

January 2010

Nora Liu/NI
DCD – Neighborhood Plan Updates and Action Plans Othello - ATT 1
September 16, 2010
Version #1

Othello

NEIGHBORHOOD PLAN UPDATE



Recommendations to City Council



**Goals, Policies and Strategies
to Achieve the Othello
Neighborhood Vision**

Attachment 1 to the Neighborhood Plan
Updates and Action Plans Othello Resolution



Othello Neighborhood Plan Prioritization

Access to education and employment training for its multicultural community

Place dots in this column

Strategy 6.1: Expand job training programs at New Holly Learning Center	
Provide funding for early learning and elementary after school programs	
Provide funding to Denise Louise Education Center for early learning programs	
Provide funding for citizen services	
Strategy 6.2: Improve transit connections to Seattle Community Colleges.	
Incorporate in Urban Design Framework	

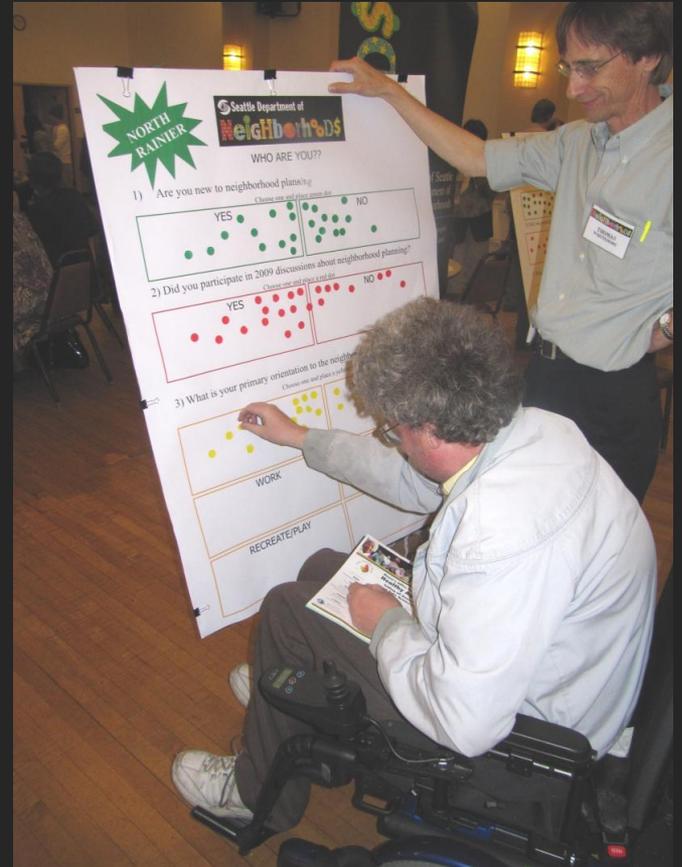
A neighborhood with a shared multicultural community center

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Strategy 9.1: Acquire land and resources for a multicultural gathering space	
Support a site search and project feasibility study to accommodate building program and project budget when community leadership group is ready	
Strategy 9.2: Create design and development guidelines for multicultural gathering space	
Communities designate leadership group to explore feasibility of long-term partnership, building operations and maintenance for a privately owned community center	
Leadership group to develop partnership structure, building needs, building operations, maintenance plan and fundraising plan. Group to hire consultant if needed	





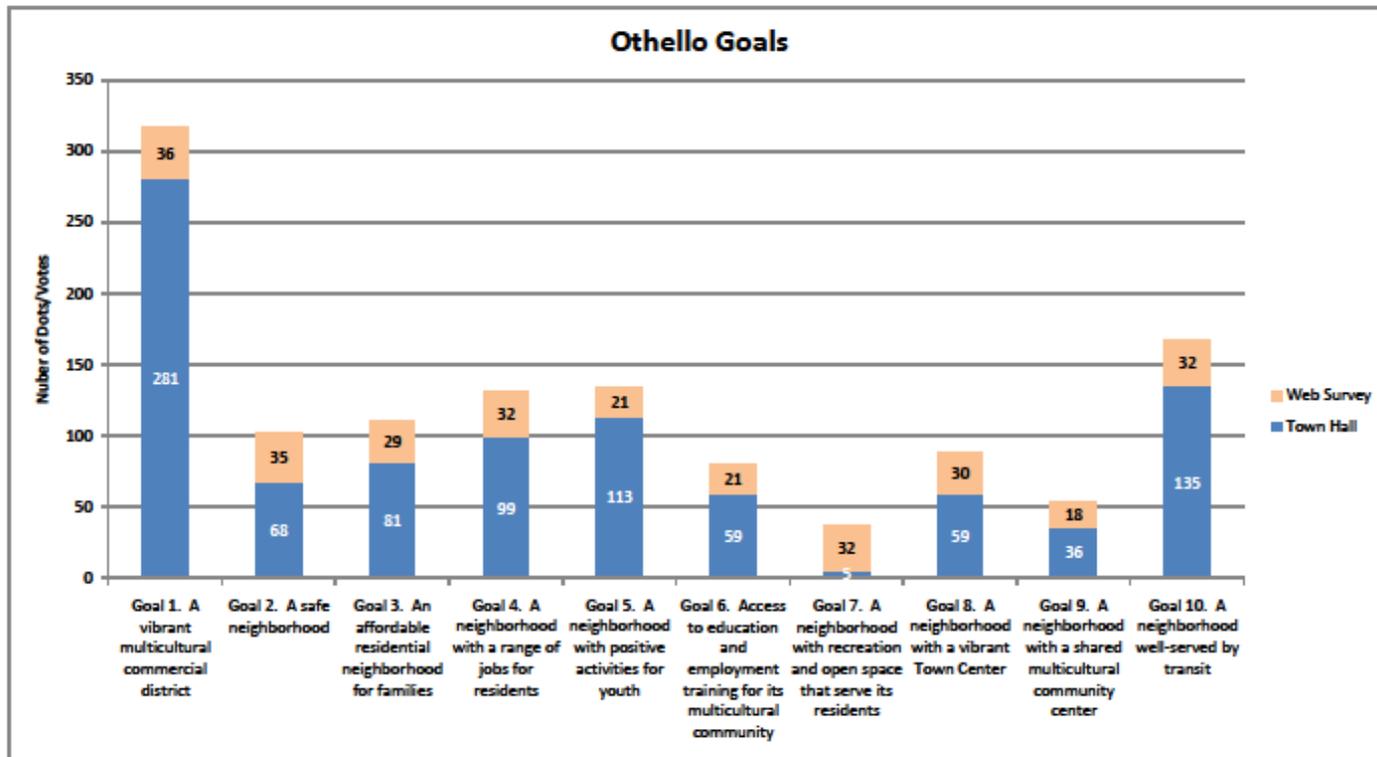


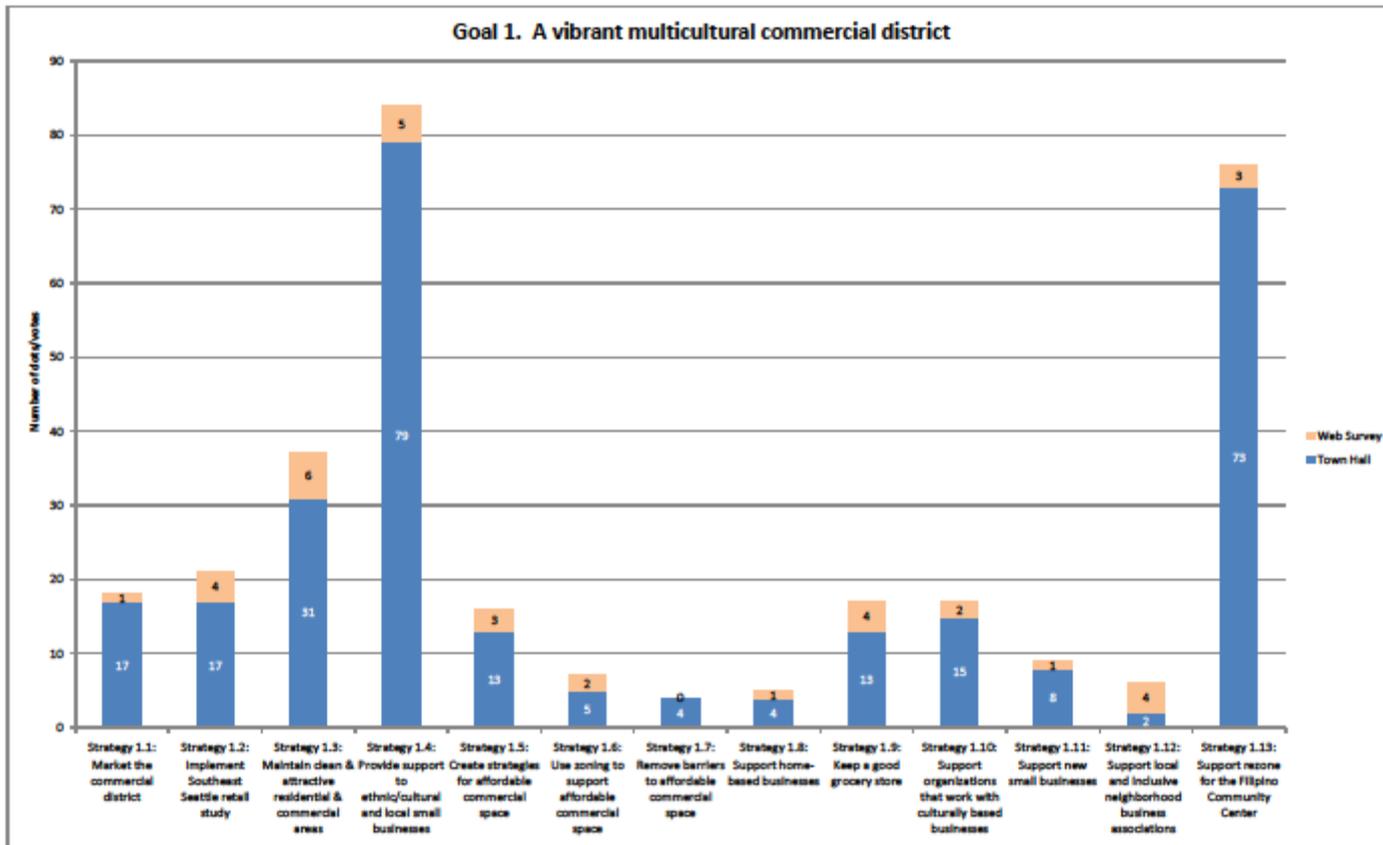
Othello

NEIGHBORHOOD PLAN UPDATE
Town Hall and Web Survey Results

At the May 18th, 2010 Town Hall meeting and through the Neighborhood Planning web survey that ran through May 2010, 83 community members indicated their priorities of the Strategies and Action Steps included in the Othello Neighborhood Plan Updates. The charts in this document are the compiled results of both the Town Hall meeting and the web survey.

In addition, community members demonstrated a deep commitment to their neighborhoods by signing up to work on Action Teams. The last chart shows the goal breakdown of the 151 Othello Action Team members signed up to help implement those goals most important to them.





Nora LM/ML
DPD -- Neighborhood Plan Updates and Action Plans Othello - ATT 2
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Othello

NEIGHBORHOOD ACTION PLAN

Strategies and action steps to achieve the community's vision and goals.



Othello Action Plan

Vision Goals Policies Strategies Action Steps	WHAT	WHEN		WHO		
		Priority (Critical, High, Medium, Low)	Timeframe (1-2 yrs, 3-5 yrs, 6-10 yrs)	Community Partners	City Dept.	Agency Partners (Organic, Non-Organic, Other)
<p><i>"We the Residents, Merchants, and Friends of the MIX at Holy Street Neighborhood pledge to build and maintain a healthy, safe, and sustainable community. Through our diversity, strength, and cooperation, we will realize our full potential as a thriving, educational, and business community. We envision the successful integration of open space with residential and commercial development; partnerships to encourage the location of retail and service outlets within the community; a neighborhood that provides education and social resources for youth and adults; mixed use housing with opportunities for affordable private ownership; a coalition of merchants and residents who actively promote a safe and secure environment; an accessible transit system that will adequately serve a diverse, growing community."</i></p>						
<p>Goal 1. A vibrant multi-cultural commercial district <i>Essic diversity of Othello merchants, a key asset of the neighborhood, is supported and maintained over the years.</i></p>						
<p>Policy 1.A. Vibrant, multi-cultural commercial center Support a vibrant and attractive multi-cultural Town Center in providing a range of goods for those who live, work and shop in the neighborhood.</p>						
<p>Policy 1.B. Commercial district improvement including small ethnically based businesses. Support implementation of coordinated long term strategies for commercial district improvement including support for existing or expanding small businesses and ethnically based businesses to maintain the multi-cultural character.</p>						
<p>Policy 1.C. Affordable commercial space Develop strategies that keep commercial space affordable for small businesses, especially culturally based businesses.</p>						
<p>Policy 1.D. Destination retail center Encourage retail and services that are destination businesses for customers from the Rainier Valley and beyond, as well as those that support the culturally specific daily needs of the community.</p>						
<p>Policy 1.E. Strong multi-cultural business associations Support culturally inclusive local business associations that support the vitality of a business district that serves the entire community.</p>						
<p>Policy 1.F. Strong cultural assets Support key cultural assets such as the Filipino Community Center, Leo Highland Community Center, and cultural media.</p>						
<p>Strategy 1.1: Market the commercial district</p>						
<p>Better communicate to the neighborhood the great resource of having such a variety of small businesses in the Town Center. Develop business district communication/marketing materials to target current as well as future residents.</p>						
	Market local businesses		WY 14	MIX BA, WDCD, WDCD	000	11
	MIX BA to reach four resident teams of MIX businesses in 2015 – CED funds		WY 14	MIX BA, WDCD, WDCD	000, 020	11
	MIX businesses start using social media for marketing. Tidy campaign, short promotional videos; Facebook for Four businesses – CED funds		WY 14	MIX BA, WDCD, WDCD	000	11
	Implement a MIX promotional shopping card – CED funds		WY 14	MIX BA, WDCD, WDCD	000, 020	11
	Implementing small study and buy local program to bring customers to the district.		WY 14	MIX BA, WDCD	000	11
<p>Strategy 1.2: Implement Southeast Seattle retail study</p>						
<p>In partnership with local business associations, implement recommendations of the Southeast Retail Study.</p>						
	Help local businesses thrive through technical assistance and business organizational development		WY 14	MIX BA, WDCD, WDCD, WDCD, WDCD	000	11
	Market local businesses		WY 14	MIX BA, WDCD, WDCD	000	11
	Improve the appearance and pedestrian experience of the Othello business node		WY 14	MIX BA, WDCD, WDCD	000, 040	11
	Develop infrastructure to coordinate implementation efforts		WY 14	MIX BA, WDCD, WDCD	000	11
	Help independent businesses buy commercial property, or a share in commercial property					
<p>Strategy 1.3: Maintain clean & attractive residential & commercial areas</p>						
<p>Encourage property and business owners to enhance and maintain the cleanliness and appearance of residential and commercial areas. (MIX P22)</p>						
	Improve the appearance and pedestrian experience of the Othello business node		WY 14	MIX BA, WDCD	000, 040	11
	Engage property owners and business owners to engage in recycling to decrease trash, and to clean up dumpster areas		WY 14	MIX BA, WDCD, WDCD	000, 040	11
	Homeight to conduct clean up events through the Bridge to Beach event		WY 14	WDCD	000	11
<p>Strategy 1.4: Provide support to ethnic/cultural and local small businesses</p>						
<p>Support existing small businesses to maintain the multi-cultural character. "Provide technical and financial support to small businesses, especially ethnic or culturally based businesses. "Encourage membership in local business associations. "Encourage peer support and mentoring. "Promote the location of cultural community centers and services in the neighborhood. "Promote opportunities for cross-cultural meetings among the business owners as well as among the broader community. "Encourage new and existing models of financing mixed use development projects that provide long term affordable commercial space as well as affordable housing in City-funded mixed-use projects. "Encourage ability to provide incentives for established businesses to stay in the area. "Promote use of limited-equity commercial condos to maintain affordable commercial space in support of the multi-cultural commercial district.</p>						
	Help local businesses thrive through technical assistance and business organizational development		WY 14	MIX BA, WDCD, WDCD, WDCD, WDCD	000	11
	Assess need of target businesses and connect them to available resources and case management.		WY 14	WDCD	000	11
	Hold 2-3 workshops for ABAO and MIX BA		WY 14	MIX BA, WDCD, WDCD	000	11
	Encourage membership in local business associations.		WY 14	MIX BA, WDCD, WDCD	000	11
	Encourage peer support and mentoring.		WY 14	MIX BA, WDCD, WDCD	000	11
	Promote the location of cultural community centers and services in the neighborhood.		WY 14	WDCD, WDCD	000	11
	Promote opportunities for cross-cultural meetings among the business owners as well as among the broader community.		WY 14	MIX BA, WDCD, WDCD	000	11
	Seek funding to encourage new and existing models of financing mixed use development projects that provide long term affordable commercial space as well as affordable housing in City-funded mixed-use projects.		WY 14	MIX BA, WDCD, WDCD	000, 040	11
	Seek funding to encourage ability to provide incentives for established businesses to stay in the area.		WY 14	WDCD, WDCD	000, 040	11
	Seek funding to promote use of limited-equity commercial condos to maintain affordable commercial space in support of the multi-cultural commercial district.		WY 14	MIX BA, WDCD, WDCD	000, 040	11
	Provide TA that increases sales and enhances the attractiveness and customer experience in one targeted retail area.		WY 14	MIX BA, WDCD, WDCD, WDCD	000	11
<p>Strategy 1.5: Create strategies for affordable commercial space</p>						
<p>Explore strategies to retain or add affordable commercial space to support multi-cultural character. Potential partners include SCONE/Small Business Development Center, UW Entrepreneurial Law Clinic, Rainier Valley Community Development Fund, and HomeLight.</p>						
	Help independent businesses buy commercial property, or a share in commercial property. CED has financing tools in addition to community partners		WY 14	WDCD, WDCD	000	11
	Submit for HUD Sustainable Communities Challenge Grant to fund commercial affordability strategies		WY 14	WDCD, WDCD	000, 040	11
<p>Strategy 1.6: Use zoning to support affordable commercial space</p>						
<p>Modify station area overlay zoning to retain or add affordable commercial space.</p>						
	Explore options for modifying zoning in Urban Design Framework discussion		WY 14	WDCD, WDCD, WDCD, WDCD	000, 040	11
<p>Strategy 1.7: Remove barriers to affordable commercial space</p>						
<p>Explore legislative changes needed to remove structural barriers to supporting affordable commercial space.</p>						
<p>Strategy 1.8: Support home-based businesses</p>						
			WY 14	WDCD	000	11

www.seattle.gov/dpd/Planning/Neighborhood_Planning