Strategic Plan 2019-2020

INTRODUCTION TO THE OLD TOWN COMMUNITY ASSOCIATION

The Old Town Community Association was founded in 2012 consolidating three organizations, the Old Town Chinatown Neighborhood Association, Business Association and Visions Committee into one point of contact to educate, promote and advocate for the Old Town neighborhood. The Old Town Community Association and its annual work plan operates with a contracted community director and an all-volunteer dedicated Board of Directors and committee members, and advised by the community that meets monthly that is dedicated to developing and maintaining of the neighborhood’s quality of life. Old Town Community Association reviews this work plan at an annual planning meeting and updated as needed. The plan is used as the annual work plans for the board and committees. Additionally, complementary fundraising and plans will be developed based on the goals and strategies contained herein.

VISION STATEMENT

Old Town is a vibrant, resilient, 24-hour neighborhood rooted in a rich historical past. The district’s residents, two historic districts, numerous multi-cultural attractions, social services and higher education institutions foster a thriving mix of office employers, creative industry start-ups, retail shops and a range of entertainment venues, restaurants and special events. The district has a balanced mix of market rate, student and affordable housing. The social service agencies in the district continue to play a critical public health role within the Portland region. The district has a mix of human-scaled, restored historic buildings and contextually sensitive infill development. It is well connected to the rest of the Central City and the region through excellent multi-modal transportation facilities and safe and attractive street connections to adjacent neighborhoods and an active riverfront. Old Town’s safe and respectful environment and its success as a socially and economically diverse urban neighborhood are supported by the active engagement of its businesses, institutions, property owners and residents in the management and improvement of the district.
MISSION STATEMENT

The Old Town Community Association recognizes all of the diverse components of the community, and seeks to facilitate communication and collaborative work between these stakeholders. OTCA exists to enhance the wellbeing and improve opportunities for all of its residents and business and organizational members.

VALUES OF THE OLD TOWN COMMUNITY ASSOCIATION

EDUCATE: To promote education and an exchange of information for everyone within Old Town so that they may fully participate in the governance and future direction of the neighborhood.

TRANSPARENCY: To broaden channels of communication between residents, property owners, business owners, employees, and other stakeholders within Old Town, and with City Officials in matters affecting neighborhood livability.

COLLABORATION: To work in concert with area residents, for-profit, non-profit and governmental entities, including the City of Portland and Multnomah County, so that Old Town is recognized as a united community.

ACTIVATE: To further activities and development that will raise the level of residential, commercial, and industrial activity consistent with the interests of community stakeholders, the neighborhood’s development plan, and sound economic practices, in order to achieve a better environment in which residents, businesses and non-profit organizations can prosper.

COMMUNITY INPUT: AREAS OF PRIORITIZATION

Safety & Livability
Housing
Historic preservation & redevelopment
Internal Neighborhood Communication
External Marketing
Business Vitality

Long Term Goals and STRATEGIES

1. Create and maintain a safe, clean and accessible neighborhood:
   a. Take active roles in addressing homelessness by working with PDNA-OTCA Joint Homeless Task Force Implementation Committee to implement the Task Force recommendations
   b. Advance new circulation/traffic plans to increase access and long term parking solutions;
   c. Continue biannual street clean ups and work with clean and safe to enhance neighborhood cleanliness and aesthetics;
   d. Advocate for public safety on the streets and throughout the neighborhood;
   e. Mobilize residents, retailers and upper-floor commercial businesses to actively participate in maintaining the neighborhood streetscape .
   f. Provide information to help activate vacant storefronts.
g. Become the information distributor for Old Town businesses to take advantage of and/or participate in programs that can help them succeed.

2. Establish a sustainable district management plan and revenue model:
   a. Establish 501(c) (3) status
   b. Create a Revenue Generation Model Strategy based on the value of comprehensive district management

3. Support and advocate for a vibrant neighborhood with a diversity of businesses and cultural attractions and an increase in housing units:
   a. Develop and implement a marketing plan to grow existing and emerging businesses and cultural attractions.
   b. Take role in solution to homelessness.
   c. Act as conduit extended 5-Year Action Plan, support appropriate redevelopment within context of plans/zoning, and neighborhood priorities.
   d. Reconcile developers’ goals with historic preservation goals in New Chinatown/Japantown.
   e. Support New Housing

4. Facilitate public and private partnership interests to achieve established vision for the neighborhood:
   a. Actively partner with Prosper Portland/ City Bureaus on all development and transportation;
   b. Actively partner with PBA and Clean & Safe
   c. Actively partner with local Social Services, Office of Community & Civic Life (OCCL), Joint Office on Homeless Services (JOHS).

5. Support efforts to enhance and celebrate the multi-ethnic history and culture of Old Town through the preservation of the historic and cultural resources that increase economic activity in the district:
   a. Encourage collaboration on initiatives that would further viable historic place making in Old Town.
   b. Encourage historically relevant and culturally sensitive public art and public history projects.