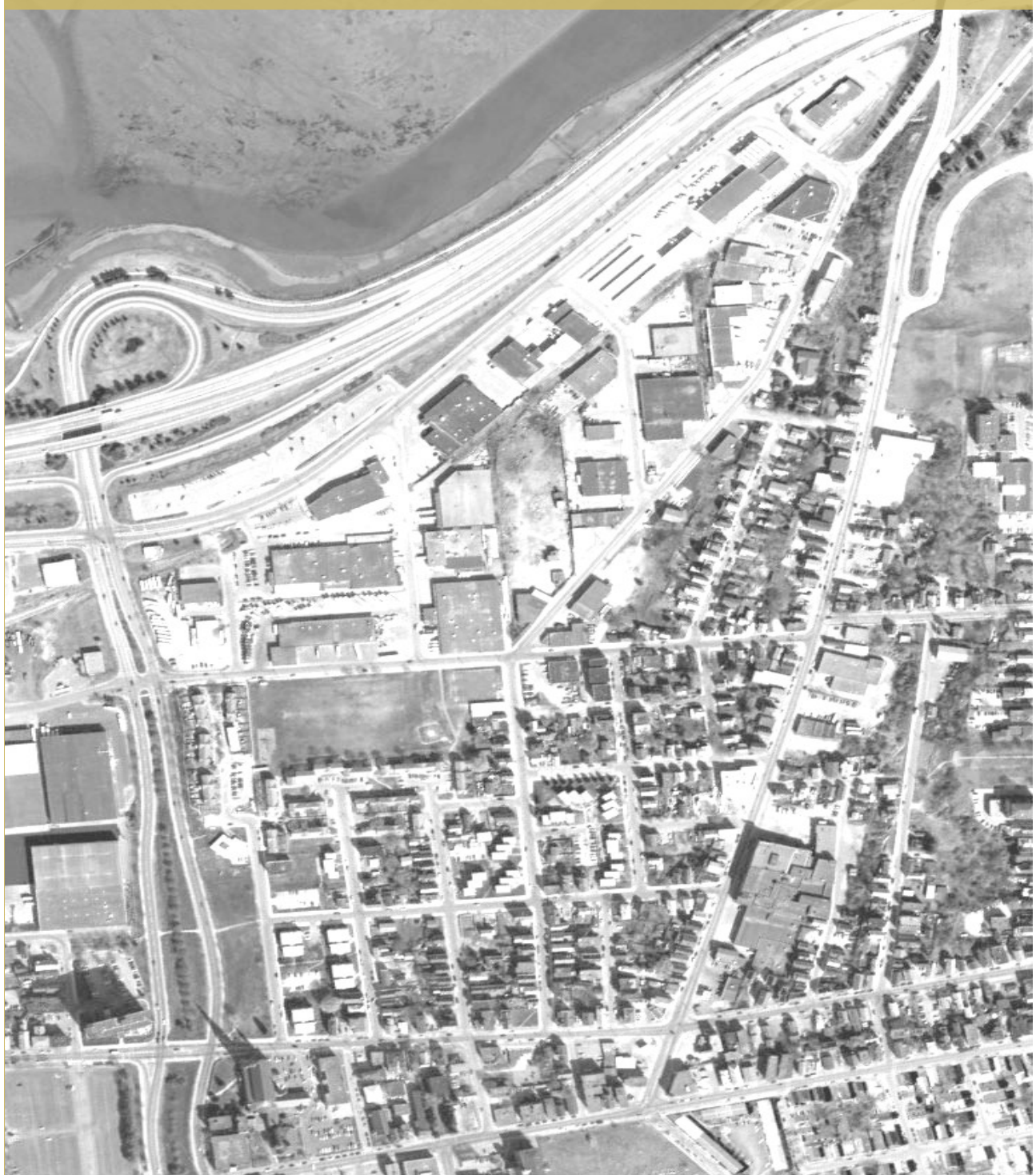


East Bayside: Creating a Sustainable Vision for Maine's Most Diverse Neighborhood

A Proposal to the AIA
2010 Sustainable Design Assessment Team Program



Submitted by:

- East Bayside Neighborhood Organization
- City of Portland, Maine
- Muskie School of Public Service
- East Bayside SDAT Steering Committee

TABLE OF CONTENTS

Project Information	
Summary Page/Abstract	2
Community Description	3
Problem Statement & Issues Analysis	6
Scope of Issues	9
Objectives of the SDAT Process	12
Project Organization	13
Steering Committee	13
Budget & Funding	14
Educational Partners	15
Communications & Outreach Plan	16
Timetable	17
Community Partnership & Support	17
List of Supplemental Documents & Attachments	18
Appendix 1: Letters of Support	
Appendix 2: Maps & Aerials: Current Conditions	
Appendix 3: Mapping Analysis: Historic Evolution & Patterns of Development	
Appendix 4: Photographs from the Neighborhood	
Appendix 5: Zoning Excerpts	
Appendix 6: Reclaiming Franklin Arterial, 10/2009 <i>(A report of the Franklin Street Arterial Committee)</i>	
Appendix 7: East Bayside Neighborhood Study, 6/2009 <i>(produced by the Planning Workshop, Muskie School of Public Service, in conjunction with the East Bayside Neighborhood Organization)</i>	
Appendix 8: Current Projects in East Bayside	
Appendix 9: Miscellaneous Documents	

PROJECT INFORMATION: SUMMARY PAGE

TITLE: East Bayside: Creating a Sustainable Vision for Maine's Most Diverse Neighborhood

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ABSTRACT

East Bayside in Portland, Maine is the city's most diverse and urban neighborhood in the State's most diverse and urban city. While Portland has been lauded widely for an enviable quality of life, unfortunately the East Bayside neighborhood has faced persistent environmental, social, and economic challenges, and until recently, has largely been neglected. Fortunately, East Bayside does have strengths to build upon and has recently seen many positive initiatives. The SDAT will play a pivotal role in cross-referencing these initiatives and opportunities, convening stakeholders, and catalyzing a holistic vision of how East Bayside can become a model of a sustainable urban neighborhood.

East Bayside, which comprises approximately 130 acres, is bounded to the north by an interstate highway (I-295). The interchange of I-295 with Franklin Arterial, built in the 1970's and now forming the western boundary of East Bayside, creates a major gateway to the downtown and Portland Harbor. East Bayside is home to the most diverse census tract population in Maine (according to the 2000 census, 63% of the residents identified themselves as white; the mean for the state is 98% white). Furthermore, East Bayside has perhaps the most diverse spectrum of land uses of any neighborhood in Portland, including a range of residential property types, light industrial uses, open space and parks, and retail and commercial businesses. Increasingly, the neighborhood has become home to startup arts venues, artists' studios, ethnic businesses, and new home ownership.

East Bayside is now poised to move forward by taking advantage of a convergence of opportunities. Two years ago the community formed the East Bayside Neighborhood Organization (EBNO) which has secured Community Development Block Grants (CDBG) for community policing, sidewalk improvements, a Neighborhood Watch program, youth and community outreach, and the redesign/refurbishment of a pocket park. Working with EBNO, the City of Portland has increased services to the East Bayside neighborhood, including: a public information campaign regarding lead safe programs, inspections of blighted properties, and focused planning efforts for potential streetscape and park improvements. The Planning Workshop of Muskie School of Public Service (University of Southern Maine) worked with EBNO this past year to conduct a series of forums and surveys to sample community concerns and trends. The regional transportation agency has funded a study to develop alternative design concepts for reconstruction of the Franklin Arterial to repair severed street connections and to create a contextually sensitive transportation solution. Federal stimulus funds are now constructing a rail/trail conversion project that will connect East Bayside with the Eastern Prom Trail and East End Beach.

East Bayside's prime location, physical parameters, diversity of people, mixture of land uses, and the unprecedented flurry of positive planning initiatives not only make this neighborhood unique in Portland, but present a unique opportunity for the future. The SDAT will make a major contribution to ensuring that the neighborhood can take advantage of this rare opportunity.

PROJECT INFORMATION: COMMUNITY DESCRIPTION

HISTORY

Portland was originally called Machigonne (Great Neck) by the native people. It was settled by the British in 1632 and renamed Casco. In 1658 its name was changed again, to Falmouth. In 1675 the village was destroyed by the Wampanoag people. The city was rebuilt, to be destroyed by the Wampanoag again several years later. In 1775 the city was destroyed again, bombarded by the Royal Navy during the American Revolution. Following the war, a section of Falmouth called "The Neck" developed as a commercial port and began to grow as a shipping center. In 1786 the citizens of Falmouth formed a separate town in Falmouth Neck and named it Portland. In 1820 Maine became a state and Portland served as the state capital until 1832 when the capital was moved to Augusta.

In 1866 a fire ignited during the 4th of July celebration, destroyed most of the commercial buildings in the city, half the churches, and hundreds of homes. More than 10,000 people were left homeless. After this fire, Portland was almost completely rebuilt in accord with the prevailing Victorian architectural style, and the peninsula has maintained much of its 19th century architecture due to landmark preservation.

The Grand Trunk Railway was completed in 1853, making Portland the primary seaport for Canadian exports. The city became a major rail hub and several rail lines were established in the mid-century, including the Union Rail branch into East Bayside.

East Bayside first developed a street network in the early 19th century. By the 1820's the area was Portland's second seaport via the Back Cove's ship channel. In 1840 the Union Railroad ran along the then shoreline of Back Cove, following approximately where Oxford Street is today. Much of the debris from the great Portland fire of 1866 was deposited into Back Cove, significantly increasing the size of East Bayside. Maps produced around 1900 show an extension of the shoreline out to Marginal Way. The shoreline would not change again until the construction of the Interstate in 1974.

In the 19th century the Bayside/East Bayside neighborhood was a mix of residential, commercial, and industrial uses. Manufacturing, including a foundry and a rope factory, was served, first by ship traffic on Back Cove and later, when the Cove channel was abandoned, by rail. The original rail line roughly forms the demarcation between the industrial zone, now located to the north of Fox Street, and the residential uses to the south.

In the early 1950's the newly created Slum Clearance and Redevelopment Authority highlighted Bayside as a target neighborhood. In 1958 the Authority demolished the Little Italy neighborhood, a portion of which was in what we now call East Bayside, razing 92 dwellings and 27 small businesses. Another 54 dwelling units were razed for the Bayside Park urban renewal project, an area that now includes Fox Field and Kennedy Park public housing. The first phase of the Kennedy Park was built in 1965. Several streets were truncated in an attempt to limit access to outside traffic. The razing of Franklin Street began in 1967; 100 structures were demolished and an unknown number of families relocated or were displaced.

The neighborhood has historically provided a home for recent immigrants with large population of Irish, Scandinavians, and Italians in the late 19th century. During the early 20th century over 250 Armenian families settled in the neighborhood. More recently East Bayside has become home to new immigrants including Cambodians, Vietnamese, and, most recently, Sudanese, Somalis, and Iraqis.

PROJECT INFORMATION: COMMUNITY DESCRIPTION (CONTINUED)

POPULATION & DEMOGRAPHICS

With a metro population of 230,000, the Greater Portland area is home to almost one quarter of Maine's total population. The population of the City proper is 64,358.

East Bayside boundaries generally correspond to Census Tract 5 in Portland. According to 2000 Census data, the neighborhood has 2,167 residents, 63% of whom consider themselves white (the mean for the whole state is 98% white). The Portland Housing Authority's properties in the neighborhood provide 197 dwellings, and residents represent 21 countries of origin. Of these residents, 19.1% live in owner-occupied housing, and 80.9% in rental units. Home-ownership is trending upward because East Bayside is one of the few remaining affordable neighborhoods. According to the 2000 Census, a significant portion of residents over the age of 25 do not hold a high school degree or GED equivalency (39% for female and 35% for male). East Bayside is also a young neighborhood, with 42% of the population under the age of 24 years.

ECONOMICS

Portland is Maine's business, financial and retail capital. Portland is the banking capital of northern New England, home to major international law firms and import/export companies. Portland stands as one of the few working waterfronts left in the United States, acting as New England's largest tonnage seaport, second largest fishing port, and the second largest oil port on the East Coast.

East Bayside is the poorest Census track in Portland. The median household income in 2000 was \$22,010 (compared to \$41,412 for Portland as a whole), with 19% of East Bayside households receiving public assistance. In regard to work schedules and commute times, 40% of East Bayside residents leave home to go to work between 6:30 am and 8:00 am, with the majority having less than a five minute commute to work; the state average is over 40 minutes commute time daily.

East Bayside is bordered on two sides by a commercial district with many neighborhood-based businesses. Merchants have recently organized the East End Shops organization. Surveys by last year indicated that 60% of businesses are less than 5 years old. 40% of the businesses self identified as "arts related," and include several ethnically oriented shops and restaurants.

About a third of **East Bayside** is zoned for light industrial or mixed-use industrial uses. Surveys last year of 40 businesses revealed an impressive diversity of commercial activity including retail, arts related studios, non-profit organizations, manufacturing, distribution, storage, repair services and more. Businesses varied in size from one employee to 70 employees, with the median count at 8 employees. Roughly a quarter of businesses are less than two years old, and another quarter have been at their East Bayside location for more than 15 years.

FORM OF GOVERNMENT

The City of Portland operates under a Council-Manager form of government with a nine-member City Council. Each of the City's five voting districts elects one Council member, with four members being elected from the entire City at-large. Each year following the municipal election, the City Council elects one of its members as Mayor for the ensuing year. The City Manager is the administrative head of the City and is responsible to the City Council for the administration of all departments. **East Bayside** is part of District 1 in Portland, represented by City Councilor Kevin Donoghue.

PROJECT INFORMATION: COMMUNITY DESCRIPTION (CONTINUED)

GEOGRAPHY/TOPOGRAPHY

The study area, approximately 130 acres, is located on the Portland peninsula. Nearly half of this area is landfill into the Back Cove tidal flats that was accomplished in several phases over the past 200 years. The filled area roughly corresponds to the light industrial zones, and by virtue of their creation, this area is basically flat and just a few feet above sea level. The remaining area in East Bayside (non-filled) is primarily where the historical residential neighborhood sits; it rises steeply to Congress Street, which is the spinal ridge of the Portland peninsula. Congress Street is, essentially, the Main Street for the City.

CONTEXTUAL INFORMATION

The northwest corner of East Bayside is located at Exit 7 off of I-295. This is a major entry point to the Portland peninsula, the downtown, and Portland Harbor. Approximately a quarter-million vehicle trips pass the interstate at this location. East Bayside is adjacent to the Munjoy Hill neighborhood to the east (largely residential), the India Street neighborhood to the north (mixed-use extending to the harbor), and West Bayside to the west of the Franklin Arterial. East Bayside is a five minute walk to City Hall, the downtown, and the Old Port district of the Portland Harbor.

REGIONAL SETTING/CONSIDERATIONS

The Maine Department of Transportation (MDOT) is currently studying how to improve traffic service at Exit 7 off I-295. The Portland Area Comprehensive Transportation System (PACTS), the metropolitan planning organization for the Portland region, is involved with MDOT in reviewing options for the Exit 7 improvements. Careful coordination is needed to ensure that highway improvements do not further compromise pedestrian safety for the East Bayside neighborhood.

Portland is designated as a refugee resettlement community, and Catholic Charities, an important social services agency that assists recent immigrants, is headquartered in East Bayside. The Portland Public Housing units in East Bayside largely serve the new immigrant population. These factors have encouraged Portland, and particularly East Bayside, to become the regional service center for new immigrants. The public schools that serve East Bayside have students representing 42 languages of origin.

PLANNING EFFORTS & REPORTS

The City of Portland's Comprehensive Plan (www.portlandmaine.gov/planning/complan.aspx) has several sections that relate to issues relevant to East Bayside, including: *Housing: Sustaining Portland's Future; Sustainable Portland; The Portland Transportation Plan; and the Community Cultural Plan.*

Recent planning reports that relate directly to East Bayside include:

- *A Report of the Franklin Street Arterial Committee* (Oct 2009) – see appendix
- *East Bayside Neighborhood Study* (Muskie School: Planning Workshop, 2009) – see appendix

Recent specific initiatives in East Bayside include:

- Phase-One construction of the Bayside Trail now underway – see appendix
- Peppermint Park improvements, construction planning for 2010 – see appendix
- Concept planning for Fox Field improvements (Portland Planning & EBNO) – see appendix

PROBLEM STATEMENT & ISSUES ANALYSIS

STUDY AREA: EAST BAYSIDE



Portland's East Bayside Neighborhood



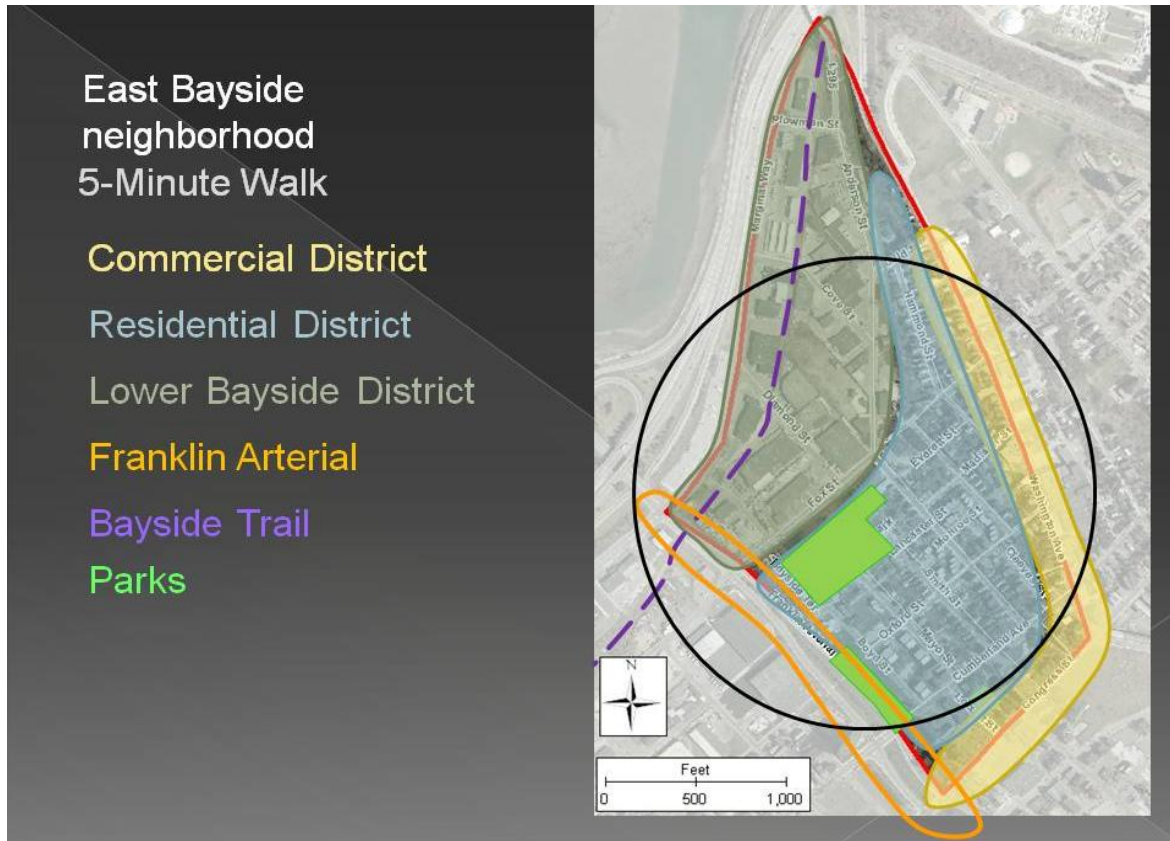
STAFF GRAPHIC | MICHAEL FISHER

The SDAT will focus on the East Bayside neighborhood of Portland, Maine.

East Bayside is approximately 130 acres, located on the Portland peninsula.

East Bayside, home to approximately 2,100 people, has the most diverse population of any census tract in Maine. It is also the poorest Census tract in Portland.

The neighborhood has a diversity of land uses including light industrial, residential, retail/commercial, and open space/parks.



East Bayside is defined by I-295 (to the north, adjacent to Back Cove), Franklin Arterial to the west, Congress Street to the south, and Washington Avenue to the east.

As illustrated in the map to above, the area shaded in the gray is the light industrial district (zoned ILB and B5), and is referred to as Lower East Bayside. This area is about 40 acres.

The whitish shading is primarily the residential district. This area includes a mix of housing types (single family, two family, triple-deckers, small multi-family), as well as 197 units of public housing. This district has an approximate residential density of 15 dwellings/acre, net.

The yellow shading indicates the retail/commercial district along the Congress Street and Washington Avenue corridors, with 30+ diverse small businesses.

The circle indicates a quarter-mile radius, or about a 5 minute walks. The center of the circle is placed in Fox Field, the major recreation space for East Bayside.

The yellow ellipse outlines the general vicinity of the Franklin Arterial. The construction of the Arterial in the 1970's interrupted the historic street grid and removed about 100 structures from the neighborhood.

The purple line indicates the location of the rail/trail conversion now under construction. This first phase of the Bayside Trail will be completed in 2010.

BARRIERS TO SUCCESS

▪ PHYSICAL

- **Disrupted Street Patterns & Pedestrian Disconnections:** The historic street grid and inherent walkability and pedestrian connectivity of East Bayside has been eroded over the past 50 years through a series of human interventions, including slum clearance of the 1950's and urban renewal projects of the 1960-70's (the Arterial and site planning of much needed public housing).
- **Edginess of the Industrial Edge:** East Bayside's industrial district served as a "back door" to Portland for 150 years, (first with the Back Cove ship channel, then with the Union Rail Line) but it is now a "front door," a major gateway to the City. Much of the land connected with this industrial heritage is now underutilized, vacant, and blighted, and presents an intimidating image of the neighborhood. The physical layout of the district (super blocks, dead-end streets, etc), form further barriers to walkability and may threaten the success of the new trail and may also threaten the integration of the district into the broader neighborhood.

▪ SOCIAL

- **Crime and Safety:** The East Bayside Neighborhood Organization, formed in 2007, was largely galvanized by neighborhood apprehension regarding crime and public safety, drug use and trafficking, vandalism, and violence in the community. A series of violent, high profile crimes has augmented these concerns and left residents of East Bayside wary. Additionally, the numerous blighted and rundown buildings in the area have increased the perception that East Bayside is a forgotten, neglected, and dangerous community.
- **Challenges of multiculturalism:** Residents of East Bayside express pride that they live in the most diverse neighborhood in Maine, and this asset has been celebrated with new ethnic businesses, neighborhood block parties, and participatory public mural making. The influx of new cultures is not always easy, and tensions emerge within and between populations.
- **Poverty:** East Bayside is the poorest Census tract in Portland. Indeed, using data from this Census tract, Portland Public Health was able to secure \$1.3 million in funding through the American Recovery and Investment Act for the next two years to establish the new Portland Community Health Center, which offers medical services for people with insurance, MaineCare, and Medicare, and for those with no insurance on a sliding fee scale based upon income level and family size.

▪ ECONOMIC

- **Industrial Transformation:** The industrial district is much diminished in importance compared to his historic importance to the local economy, and presents physical challenges to the image and functionality of the overall neighborhood. Current zoning has been in effect for the past 40 years without a reassessment of current realities or a vision for the future of this area.
- **Loss of Nonprofits:** Many excellent local organizations have made contributions to East Bayside, though several have closed their doors lately due to lack of funding or inadequate space. Recent losses include: *A Company of Girls* (providing after-school programs to pre-teens); *PROP Peer Leader* (providing after-school tutoring to neighborhood students); and *The Bike Shop* (providing youth with an opportunity for bike ownership, group rides, outings, and competitions, while teaching youth of all ages bike maintenance and repair using donated bikes and materials). While funding is always an issue for nonprofits and social service providers, inadequate space in which to operate was the primary reason *The Bike Shop* shut down and *A Company of Girls* relocated.

SCOPE OF ISSUES

The list of issues identified below is not exhaustive, and they often overlap with other concerns not named. However, this list is useful as a beginning point for consideration:

■ ENVIRONMENTAL

- **Open Spaces:** East Bayside has two key open spaces: Fox Field (from the “slum clearance” campaign of the 1950’s), an underdeveloped recreational facility including a soccer field, small playground, and three basketball keys; and an unnamed City park (a wide, grassy strip resulting from the Franklin Arterial construction), a portion of which has recently become home to an urban organic garden maintained by *Cultivating Community*, a local nonprofit. Additionally, there is a rail/trail conversion (The Bayside Trail) now under construction in the industrial district. These disparate spaces, seemingly plunked down in the neighborhood without meaningful connections to their surroundings, raise the important questions: How can these open spaces work together to provide maximum community value?

Some key considerations regarding these open spaces include:

- In order for the new Bayside Trail to be accessible to residents of East Bayside, better pedestrian connections will be needed from the residential district through the industrial district. How will these connections be made?
- The Bayside Trail runs internal to the industrial zone. How can we engage property owners to find ways to make the trail feel safe and welcoming?
- The Bayside Trail is broken by the Franklin Arterial. How can we provide safe, attractive pedestrian crossings? What are the possible opportunities given that the State is contemplating highway improvements at Exit 7, and given the redesign concepts now being considered by the Franklin Street study?
- How can Fox Field be improved to provide better recreational opportunities, and be upgraded to provide for better safety and security?
- How might the city property at Cumberland Avenue and Franklin Street be better utilized for neighborhood benefit? How does this parcel fit into potential new alignments of Franklin Street?

- **Transit & Land Use:** A new study has now conceived alternative futures for the Franklin Arterial, and all alternative concepts have implications on the future of transit for the Portland peninsula and for land use in East Bayside. Additionally, the industrial district of East Bayside is in transition from its historic role, though a new vision for the district is not yet articulated.

Some key considerations regarding transit & land use include:

- Are current zoning and land use policy for the industrial district still valid? What are the emerging uses and opportunities? What new land uses should be encouraged? How might the industrial district become a model for sustainable development?
- What are the implications to land use for potential new develop areas that are created by the new Franklin Street concepts? How can the new Franklin Street models coordinate with the needed improvements at Exit 7? How can the new models encourage alternative modes of transportation?
- How can pedestrian connectivity be encouraged into the industrial district in order to ensure the success of the new Bayside Trail?
- How can new housing opportunities be encouraged to develop at appropriate urban densities and in ways to promote a strong public realm?

SCOPE OF ISSUES (CONTINUED)

▪ SOCIAL

- **Public Spaces:** A local non-profit, Cultivating Community, uses a portion of the unnamed City parcel to provide community gardens, though most of this open parcel is unstructured and underutilized. In contrast, Fox Field is heavily used with soccer fields, a basket ball court, and a tot lot. The community identified Fox Field as both an asset and a liability for the neighborhood. Some initial public art projects have been installed in East Bayside (the Armenian Memorial at Cumberland Avenue and Boyd Street, and the community mural project at Fox Field), and a mosaic project is planned as part of an art installation in the Peppermint Park renovation scheduled for spring 2010.

Some key considerations concerning public spaces include:

- How can efforts like the community gardens be encouraged and expanded to engage new immigrants, long-time residents, and businesses in coming together?
- How can the central location of Fox Field be better developed at the hub for the neighborhood?
- How can the redesign of the pocket park (Peppermint Park) be accomplished to facilitate social interaction and “eyes on the street” in a public-safety “hot spot”?
- How might the recent influx of artists, craftspersons, and creative entrepreneurs be engaged to work with the neighborhood to create community-based public art to celebrate the diversity and cultures of East Bayside?
- How can the streetscape throughout East Bayside, especially along the commercial corridors, be enhanced to improve the public realm?

- **Ethnic/racial Issues:** East Bayside is a uniquely diverse neighborhood for Maine. No other community has the rich variety of people, cultures, religions, and backgrounds. This is seen as an asset for the neighborhood, but it is also a challenge. Recent immigrants often are isolated and have difficulty integrating into the community while retaining their own identity. Tensions sometimes occur between cultures as has happened recently in a high-profile, violent conflict between differing African nations. Additionally, as the children of many immigrants and refugees become “Americanized” through education, language, and social interactions, cultural gaps can develop within individual families.

Some key considerations concerning ethnic/racial issues include:

- How can East Bayside Neighborhood Organization better involve and serve recent immigrants?
- How can new initiatives from the Portland Police (community policing and neighborhood liaisons) be coordinated with the efforts of the Portland Housing Authority, neighborhood nonprofits and religious organizations, and the EBNO crime watch program to ease tensions and conflicts?
- How can East Bayside stem the loss of nonprofits and find ways to promote and synergize efforts (such as the Cultivating Community, the Compass Project, and The Bike Shop) promote greater harmony in East Bayside?

SCOPE OF ISSUES (CONTINUED)

▪ **ECONOMIC**

- **Revitalization:** Much of East Bayside is characterized by underutilized land use, blighted properties, and vacant properties, especially in the industrial district. There are emerging trends and initiative that also provide the potential of new investment (public, private, and nonprofit). To take advantage of this opening, East Bayside needs a holistic vision that can coordinate, amplify, and attract new investment.

Some key considerations include:

- How can the industrial district encourage the emerging trends and attract further investment in new creative economy endeavors? How else might the industrial district be envisioned to provide a more attractive gateway to Portland?
- How can the commercial districts along Washington Avenue, Congress Street (and to a less extent, Cumberland Street) be strengthened?
- How can CDGB funds be used strategically to address blight, inadequate streetscapes, and public realm amenities to the best advantage?
- How could the new development opportunities that are envisioned in the Franklin Street redesign be best positioned to revitalize the overall economy of Portland and East Bayside?

- **Diversity:** No other community in Maine has the diversity of people, cultures and land uses in a single neighborhood. How can East Bayside use this unique asset to promote economic vitality?

Key questions include:

- Several new ethnically-oriented businesses have recently emerged in the commercial corridors of East Bayside. How can this trend be encouraged and promoted? What opportunities exist to create compatible industries or manufacturing to take advantage of the diverse workforce?
- How can East Bayside take advantage of the diversity of land uses (industrial, residential, commercial/retail) to create economic opportunity for residents? How can this diversity of uses be marketed to attract new investment into the neighborhood?
- How can East Bayside incorporate more community spaces into existing buildings and/or new development to ensure that its unique and diverse populations have access to spaces that allow them to come together for the dual purposes of preserving and celebrating their own heritage while meeting and learning about neighbors from other cultures?
- The new Portland Community Health Center opened in November 2009 with funds received through a grant from the American Recovery and Reinvestment Act. While data from Portland's poorest Census tract (Track 5, East Bayside) was used to secure the funding, there was not adequate infrastructure in place to locate the facility within the area. Instead, the facility is being opened across town. How can East Bayside improve its overall infrastructure to be prepared for such opportunities and developments in the future?

OBJECTIVES OF THE SDAT PROCESS

The Mission of the SDAT process is to coordinate and leverage the unique characteristics and the unparalleled opportunities now emerging to envision how East Bayside can be a model for creating a sustainable, urban neighborhood for the 21st century.

The SDAT process will achieve this Mission by accomplishing the following Objectives:

- ✓ Convene the many stakeholders who are now working in East Bayside to coordinate the various efforts and positive trends to achieve the maximum benefit for the neighborhood and City
 - Some of these efforts/trends include:
 - For the first time in its history, the emergence of a strong neighborhood organization
 - The Franklin Street study
 - MDOT studies for Exit 7
 - New and pending CDGB investments in streetscapes and open space improvements
 - Federal stimulus funds now at work for phase one, Bayside Trail
 - Involvement of the Muskie School of Public Service in building capacity for the neighborhood organization
 - Emerging merchants' organization for the East End Shops in East Bayside
 - Emerging new businesses (including arts related businesses in the industrial district and ethnic related businesses in the commercial district)
 - Leveraging the Community Cultural Plan (City's comprehensive plan) that recognizes the value of diversity
- ✓ Coordinate the many efforts to create a holistic vision for the neighborhood
- ✓ Utilize the SDAT process to forge stronger relationships between the neighborhood, City, educational partners, local design community, nonprofits, businesses and other agencies now involved in East Bayside
- ✓ Use the City's new Sustainable Portland comprehensive plan element as a guideline document to provide a model of how policies of sustainability can work at the neighborhood level

PROJECT ORGANIZATION: LOCAL CAPACITY & RESOURCES

STEERING COMMITTEE

THE EXECUTIVE COMMITTEE, listed below, has representatives from the key community partners: The East Bayside Neighborhood Organization, the Muskie School of Public Service, the City of Portland, and the AIA/local design community. The Executive Committee will plan and coordinate support activities before, during and after SDAT team visits:

<p>Alan Holt, Contact & Co-Chair of SDAT Steering Committee Muskie School of Public Service, Planning Workshop c/o Community Design Studio 145 Newbury Street, 3rd floor, Portland, ME 04101 (207) 761-4232 alan@communitydesignstudio.com</p>	<p>Richard Barringer, Professor Muskie School of Public Service PO Box 9300 34 Bedford Street, Portland, ME 04104-9300 (207) 780-4418 barringer@usm.maine.edu</p>
<p>Belinda Ray, Co-Chair of SDAT Steering Committee East Bayside Neighborhood Organization 65 East Oxford Street, Portland, ME 04101 (207) 408-2431 belinda@eastbayside.org</p>	<p>Alex Endy, President East Bayside Neighborhood Organization 65 East Oxford Street, Portland, ME 04101 (207) 408-2431 alexendy@eastbayside.org</p>
<p>Penny St. Louis Littell, Director City of Portland Department of Planning & Development 389 Congress Street, Portland, ME 04101 (207) 874-8430 pl@portlandmaine.org</p>	<p>Kevin Donoghue, City Councilor, district 1 City of Portland 389 Congress Street, Portland, ME 04101 (207) 409-2807 kidonoghue@gmail.com</p>
<p>Mac Collins, Maine AIA Executive Board c/o WBRC Architects 141 Preble Street, Portland, ME 04101 (207) 828-4511 Mac.collins@wbrciae.com</p>	<p>Eric Stark, Professor of Architecture @ U Maine/Augusta Portland Society of Architects board representative 71 Beckett Street, Portland, ME 04101 (207) 621-3249 Eric.stark@maine.edu</p>

THE PROJECT COMMITTEE, listed below, in addition to the Executive Committee, comprises the full Steering Committee. We anticipate that the full Steering Committee will meet periodically between SDAT team visits to review and guide the overall process, and the full Steering Committee will be available to meet with SDAT teams during visits. Project Committee members will be called on for support by the Executive Committee as needed.

<p>Joseph Gray, City Manager City of Portland (207) 874-8685 jeg@portlandmaine.gov</p>	<p>Officer Gayle Petty, Senior Lead Officer for East Bayside City of Portland Police Department gaylep@portlandmaine.gov</p>
<p>Markos Miller, Co-Chair of Franklin Reclamation Authority 17 Atlantic Street, Portland, ME 04101 (207) 807-2681 markosmiller@hotmail.com</p>	<p>Dana Totman, President, Avesta Housing 307 Cumberland Avenue, Portland, ME 04101 (207) 553-7777 dtotman@avestahousing.org</p>
<p>Greg Martin, East Bayside Neighborhood Organization 65 Oxford Street, Portland, ME 04101 (207) 408-2431 www.eastbayside.org</p>	<p>Kurt Holmgren, Portland Director, The Root Cellar 94 Washington Avenue, Portland, ME 04101 (207) 774-3197 kurt@therootcellar.org</p>
<p>Craig Lapine, Executive Director, Cultivating Community 52 Mayo Street, Portland, ME 04101 (207) 761-4769 craig@cultivatingcommunity.org</p>	<p>Sally Struever, Co-Chair of East End Shops & owner of Eli Phant 253 Congress Street, Portland, ME 04101 (207) 253-8000 www.eli-phant.com</p>
<p>Steven Earley, Operations Manager City of Portland Department of Public Services sge@portlandmaine.gov</p>	<p>Nan Cumming, Executive Director, Portland Trails 305 Commercial Street, Portland, ME 04101 (207) 775-2411 nan@trails.org</p>

BUDGET & FUNDING

We anticipate working with AIA to cover team expenses (travel and lodging) within the \$15,000 grant allowance from the AIA. The information in Tables 1, 2, and 3 below represents local commitments secured at the time of grant submission, and includes an estimate of how the local contribution might be used. We are confident that we can raise additional funds and in-kind support upon securing the grant.

Table 1: Income Sponsors	
Source	Amount
AIA SDAT Program grant	\$15,000
City of Portland	\$2,500
Muskie School of Public Service	\$2,500
Avesta Housing	\$500
Total Income	\$20,500

Table 2: In-Kind Support	
Source	Type of Support
City of Portland	GIS mapping, copies, meeting space, staff support from Planning, Police, Public Services
Muskie School of Public Service	Planning Workshop support, meeting/conferencing space
Zero Station Gallery	Meeting/conference space, local headquarters

Table 3: Local Expenses		
Type of Expense	Source Covering Expense	Type of Payment
Advance Team Visit		
Meeting Space	City, Muskie, Zero Station	In-Kind
Conferencing	Muskie	In-Kind
Supplies, Maps, Copies	City and Local Match	In-Kind and \$250
Local Transportation	Steering Committee	In-Kind
Meals	Local Match	In-Kind
SDAT Workshop		
Meeting Space	City, Muskie, Zero Station	In-Kind
Conferencing	Muskie	In-Kind
Supplies, Maps, Copies	City and Local Match	In-Kind and \$250
Outreach	Local Match	\$750
Local Transportation	Steering Committee	
Meals	Local Match	\$2,500
Post Workshop Visit		
Meeting Space	City, Muskie	In-Kind
Conferencing	Muskie	In-Kind
Supplies, Copies	City and Local Match	In-Kind and \$250
Local Transportation	Steering Committee	
Meals	Local Match	\$1,500

EDUCATIONAL PARTNERS

The Muskie School of Public Service at the University of Southern Maine is the Educational Partner for this grant, and as such, is pledging a \$2,500 cash contribution toward the local cash match, and will provide meeting and conference space at their state-of-the-art facility in the Wishcamper Center, located one mile from the study area.

This is a continuing commitment from the Muskie School. The Planning Workshop, an outreach program from the Community Planning and Development master's program, has worked with the East Bayside Neighborhood Organization and the City of Portland over the past year to accomplish preliminary neighborhood analysis and assist the EBNO with capacity-building. The results of the spring 2009 Planning Workshop are attached in the appendix section. Much of the work from the Planning Workshop provides the basis of this grant application. Urban designer/planner Alan Holt, adjunct professor and director for the Planning Workshop, is serving as co-chair for the Steering Committee and will be the local project coordinator for the SDAT process. Professor Richard Barringer of the Muskie School is also serving on the Steering Committee.

Faculty and student support from the Planning Workshop, spring 2010 (January, 2010 – May, 2010) will be dedicated to the East Bayside project. Professor Samuel Merrill has indicated that he will offer additional support from his spring 2010 class on *Sustainable Communities*.

Contact Information for Educational Partner:

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Muskie School of Public Service
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A commitment letter of support from the Dean is included in the appendix.

COMMUNICATIONS & MEDIA OUTREACH PLAN

- **Communication Partners/Personnel:** We will coordinate to effectively use the outreach and public relations departments of the City of Portland, and the University of Southern Maine to disseminate information regarding the SDAT process. Additionally, many of our community partners on the Steering Committee have considerable emails lists, newsletters, websites, and regularly release news items.

- **Media Relations:** The community partners and Steering Committee members have strong, existing relationships with media outlets in Portland. Besides the usual media outlets, East Bayside and the SDAT partners have especially strong relationships to the following grassroots outlets:
 - The University of Southern Maine, our educational partner through the Muskie School of Public Service, operates a community radio station, WMPG. DJ Steve Hirshon who lives in West Bayside has made verbal commitments to use his weekly Thursday morning broadcast of local news and politics to highlight the SDAT/East Bayside project before, during and after the SDAT events. (Steveh@rediffmail.com)
 - Maine Public Radio’s (MPBN) Portland broadcast offices are located in East Bayside in the industrial district. We will work with MPBN to cover the SDAT process that will be taking place in their neighborhood.
 - Local, free newspapers are widely distributed in Portland and do an exception job of covering local politics and community events. We have verbal commitments from the following community newspapers to do feature stories and series for the East Bayside SDAT process:
 - *The Forecaster:* (Portland edition, distribution 19,500. Additional web published) Free distribution every Wednesday) Reporter Kate Bucklin has made verbal commitments to cover the East Bayside SDAT process in features news stories. (kbucklin@theforecaster.net)
 - *The West End News:* (Portland distribution 5,000 free copies distributed every other Wednesday. Additional web published) Editor Ed King has made verbal commitments to cover the SDAT East Bayside process in features and reports. (TheWestEndNEWS@cs.com)

- **Project Spokespersons:** Potential spokespersons for the SDAT communications will include members of the Steering Committee. Most likely the primary spokespersons will be the local co-chairs of the SDAT process: adjunct professor Alan Holt, who will serve as the local project coordinator of the SDAT process, and Belinda Ray, community organizer with the East Bayside Neighborhood Organization.

- **Communication Vehicles:** The community partners will utilize press releases, advisories and press conferences to alert media of key events. Additionally, we will leverage outreach vehicles from our community partners as follows:

Community Partner	Website	List-Serve	Newsletter
East Bayside Neighborhood Organization	Yes	yes	
City of Portland	Yes		
Muskie School of Public Service	Yes		yes
AIA Maine	Yes	Yes	yes
Portland Society of Architects	Yes	yes	
Portland Trails	Yes	Yes	yes
Franklin Reclamation Authority		yes	

SDAT PROJECT TIMELINE

Preliminary Assessment Visit:	February 2010
SDAT Team Visit:	April 2010
Follow-up and Final Report:	August 2010

The timeline is based on taking advantage of the winter/spring semester 2010 of our educational partner. The commitment of the Muskie School of Public Service, through the Planning Workshop in particular, and the Sustainable Communities course, is a key component to executing the project. The 2010 winter/spring semester runs from January 19 – May 5, 2010. The overall timeline also provides for the final report of the SDAT process to be influential with ongoing initiatives including the impending phase-two work of the Franklin Street Study, and the application deadlines for 2011 CDGB funding requests.

COMMUNITY PARTNERSHIP & SUPPORT

Letters of support are included in Appendix 1 from the following individuals and organization:

Government & Public Initiatives

- Joseph E. Gray, City Manager, **City of Portland Maine**
- Kevin Donoghue, District 1 City Councilor, **Portland City Council**
- Marcos Miller, Co-Chair, **Franklin Street Arterial Study**

Design Community

- Carol Gillis, President, **Maine AIA**
- Scott Simons, President, **Portland Society of Architects**

Educational Partner

- William Foster, Dean, **Muskie School of Public Service**

Neighborhood Organization & Neighborhood Businesses

- Alex Endy, President, **East Bayside Neighborhood Organization**
- Keith Fitzgerald, owner, **Zero Station**
- Sally Struever & Peter Eiermann, owners, **Eli Phant**

Community-Oriented Nonprofits/Institutions

- Nan Cummin, Executive Director, **Portland Trails**
- Dana Totman, President, **Avesta Housing**
- Kurt Holmgren, Portland Director, **The Root Cellar**
- Craig Lapine, Executive Director, **Cultivating Community**

SUPPLEMENTAL DOCUMENTS & ATTACHMENTS

- Appendix 1: Letters of Support
- Appendix 2: Maps & Aerial: current conditions
- Appendix 3: Mapping Analysis: historical evolution and patterns
- Appendix 4: Photographs from the neighborhood
- Appendix 5: Zoning Excerpts
- Appendix 6: Reclaiming Franklin Arterial, October 2009 (A report of the Franklin Street Arterial Committee)
- Appendix 7: East Bayside Neighborhood Study, May 2009 (produced by the Planning Workshop, Muskie School of Public Service, in conjunction with the East Bayside Neighborhood Organization)
- Appendix 8: Current Projects in East Bayside
- Appendix 9: Miscellaneous