

Othello Work Plan: Goals, Policies, Strategies and Additional Details

*This framework structures future discussion between the community and City departments to create the shared Work Plan

Vision	Goals	Policies	Strategies	Additional Details*					
"We the Residents, Merchants, and Friends of the MLK at Holly 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 social, educational, and business community. We visualize: 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."	Creating Choice for Living, Working and Play								
	1	The ethnic diversity of Othello residents and merchants, a key asset of this neighborhood, is supported and maintained over the years.	1A Support a vibrant and attractive multi-cultural town center that provides a range of goods for those who live, work and shop in the neighborhood	1	Better communicate to the neighborhood the great resource of having such a variety of small businesses in the town center.	Business district communication/marketing materials to target current as well as future residents			
				2	In partnership with local business associations, implement recommendations of the Southeast Retail Study	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 amongst the business owners as well as among the broader community; Explore new and existing models of financing mixed-use development projects that provide 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.			
				3	Encourage property and business owners to enhance and maintain the cleanliness and appearance of residential and commercial areas. (MLK-P22)				
			1B	Support implementation of coordinated long-term strategies for commercial district improvement including support for existing small businesses and ethnically based businesses to maintain the multi-cultural character.	4	Support existing small businesses to maintain the multi-cultural character.	Potential partners including: SCORE/Small Business Dev. Center; UW Entrepreneurial Law Clinic; Rainier Valley Community Development Fund; HomeSight		
					1C	Develop strategies that keep commercial space affordable for small businesses, especially culturally based businesses.		5	Explore strategies to retain or add affordable commercial space to support multi-cultural character.
								6	Modify station area overlay zoning to retain or add affordable commercial space.
								7	Explore legislative changes needed to remove structural barriers to supporting affordable commercial space
			1D	Encourage retail and services that are destination businesses for customers from the Valley and beyond, as well as those that support the daily needs of the diverse community	8	Explore means to allow home-based businesses in some parts of the urban village			
					9	Support the continued presence of a grocery store.			
			1E	Strengthen culturally inclusive local business associations that support the vitality of a business district that serves the community	10	Work with new and existing organizations who can support and recruit new businesses that are reflective of the cultural groups in Rainier Valley.			
					11	Encourage new small businesses that add to the multi-cultural character			
			1F	Support key cultural assets such as the Filipino Community Center.	12	Support the MLK Business Association and the African Business Association to be a venue for business owners to work together and for its members to raise its concerns to the City as well as pursue grants and technical assistance.			
			2	This neighborhood is, and feels safe for people and businesses – from crime as well as from collisions while walking, biking and driving.	2A Create a secure environment for people to walk and gather.	13	Consider re-zone from single-family to commercial mixed use for Filipino Community Center.		
	2B Create a secure environment for people and businesses	1				Encourage more pedestrian traffic and "eyes on the street" in both the commercial and residential portions of new developments by encouraging dense development in the Town Center.	There are safe and convenient pedestrian and bicycle transportation alternatives to and from residential areas, parks, schools, civic buildings, and commercial and employment areas. (MLK-G10)		
		2				Use Crime Prevention through Environmental Design (CPTED) principles to help create a more secure environment for people to walk and gather.			
	2C Encourage partnerships among businesses to create a safe and active commercial district	3			Provide pedestrian lighting on all streets in multifamily and mixed use areas and on some walkways through parks, especially the Chief Sealth trail.	Encourage property and business owners to enhance and maintain the cleanliness and appearance of residential and commercial areas. (MLK-P22)			
		2D Seek opportunities for the community and the Seattle Police Department to strengthen partnerships			4		Activate public spaces with vendors.		
					5		Enliven temporarily vacant sites with local artwork or other activities.		
	3	Support the broad economic, cultural and family-size diversity of this neighborhood by keeping this an affordable neighborhood to rent and own homes			3A Maintain as well as augment affordable housing to keep a range of housing prices and unit sizes in both rental and owner-occupied housing	6	Explore the formation of a Business Improvement Area (BIA).	Establish a cross-cultural training program to educate police officers on the various cultures and develop protocol and awareness necessary when assisting members of Othello's diverse community. Educate the various cultural groups on police procedures, duties, etc.	
						3B Encourage development of housing available in a range of prices and sizes.	7		Encourage positive relationships between the community and the Police Department
			8	Provide interpretation and translation services for grassroots and resident-led community groups.					
			3C Encourage affordable, family-sized homes with amenities for families.	3D Achieve a balance of rental and owner-occupied housing.	1	Encourage and require a mix of home prices and sizes through the active use of incentive, direct City funding, and surplus property programs.			
					2	Leverage public funds to support affordable housing adjacent to light rail station.			
			3E Support low-income, senior and disabled renters and homeowners to allow them to continue to live in the neighborhood.		3	Use City funding to leverage other funding to preserve existing and create new subsidized housing throughout the Urban Village.			
					4	Apply Comprehensive Plan affordable housing targets to the Othello Urban Village and periodically evaluate progress--set affordable housing objectives and use incentive, direct City funding, and surplus property programs to fill gaps.			
					5	Within mixed use zones in the Station Area Overlay District, consider minimum residential densities (related to the zoning designations)			
					6	Use programs such as revolving loan funds and land trusts to keep owner-occupied housing affordable			
					7	Encourage affordable family sized homes through incentive, direct City funding, and surplus property programs.			
					8	Support low-income, senior and disabled homeowners through programs such as the City's Homewise Home Repair and Weatherization programs as well as through the County's property tax exemption program.			
	4	Othello has a diverse economic base with opportunities for area residents, including: family wage jobs; a variety of employment; job training; and apprentice programs.	4A Support increasing the number of family wage jobs in the neighborhood	9	Achieve a balance of affordable rental and homeownership housing through incentive, direct funding, and surplus property programs.	Work with the Rainier Valley Chamber of Commerce, the MLK Business Association and the African Business Association to expand employment opportunities for area residents. Other potential partners include: SEED and Center for Career Alternatives			
				4B Support innovative employment opportunities, including green business opportunities and training programs	10		In partnership with local, state, and federal agencies, ensure the preservation of a supply of subsidized housing units in the neighborhood. (MLK-P7)		
			4C Support programs that help residents be successful in their jobs		11		Encourage lenders to design mortgage programs, products, and educational materials that meet the needs of a diverse neighborhood. (MLK-P5)		
				1	Encourage local hiring by local institutions and community organizations.				
	2	Promote zoning designations that allow home-based businesses as economic opportunities							
	3	Seek site that are appropriate for green business opportunities							
	4	Promote and develop programs through the Office of Education and the Human Services Department.							
	5	Promote job training through the Seattle Vocational Institute.							

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			5B	Support innovative employment opportunities, including green business training programs	2	Support programs such as Seattle Youth Employment Program, a year-round academic support and job training program for youth ages 14-21 that helps youth graduate from high school, move on to college or trade school, and develop job skills.		
			5C	Enhance community pride through multi-cultural community festivals, youth mentoring and other youth programs.				
	6	To support the cultural diversity, there is improved access to education and employment training opportunities for all, including additional support of immigrant and refugee families.	6A	6A	Encourage development of job training programs in the neighborhood	1	Work with South Seattle Community College to expand job training programs at New Holly Learning Center, a community resource for southeast Seattle. This center offers an array of programs and courses for English speaking and non-English speaking adults and youth seeking to improve their literacy and employability skills in order to transition to college or entry-level employment. The South Seattle Community College New Holly Learning Center provides ESL and Family Literacy Programs, Placement Testing, ABE/GED preparation, and limited worker retraining.	
				6B	Work with local institutions to meet the needs of the residents through opportunities for life-long learning in the neighborhood.	2	Improve transit connections to educational opportunities and training programs at Seattle Community Colleges.	
	7	Parks and open space are designed and programmed to accommodate users of diverse ages, interests and cultures; and allow for informal interactions of people from different cultures.	7A	Provide recreational and cultural programs and activities in parks and community centers that are relevant to the neighborhood's diverse population.	1	Increase Seattle Parks and Recreation programming of parks for recreational and cultural activities that are relevant to the diverse population at locations such as John C. Little Sr. Park and Othello Playground.		
					2	Pursue the addition of a play feature at Othello Playground that is attractive to a diversity of ages.		
					3	Hire multi-lingual Parks program staff.		
	Shaping a Transit Oriented Town Center							
	1	The core Town Center, around the light rail station, is vibrant and serves the multi-cultural community who lives, works and shops here.	1A	Support a uniquely identifiable town center that is a destination for international food and cultural experiences	1	Officially rename the neighborhood from MLK at Holly Street to Othello.		
2					Use the City's Neighborhood Business District Fund and Neighborhood Street Funds which are available to neighborhoods through a competitive application process, to establish its identity as the place to go for international shopping	Work with the community to identify projects and initiatives in which the community's effort would be matched by funds from the Neighborhood Matching Fund. Improvements may include: Streetscape amenities, such as benches and banners; Activating public spaces with vendors; Business district marketing map and brochure; Establishing its identity as the place to go for international shopping		
3					Create a civic space in the town center and accentuate the connections to high quality open spaces including Othello Playground, John C. Little Jr. Park, Chief Sealth Trail, Van Asselt Park and Community Center, and the pocket parks and open spaces within New Holly.			
1D			Encourage dense urban development in the Town Center in a manner that creates a vibrant and active, pedestrian-friendly center supportive of the community.	1D	Support the creation of a variety of publicly accessible open spaces for informal gathering and recreation, including an open space in the Town Center that can be used for a variety of community functions including a farmers' market and cultural celebrations	4	Use the P-patch program as a means of increasing open space and neighborhood amenities. (MLK-P14)	
						5	Using neighborhood design guidelines, an urban design framework plan, street design plans establish the context for, and characteristics of a dense pedestrian friendly Town Center with a vibrant commercial core that addresses Town Center growth.	The framework may examine issues such as: the location of the retail district, non-commercial areas, home-business areas; multi-family residential areas; building characteristics such as height, and frontage along sidewalks (including upper level setbacks); pedestrian streets, and sidewalk widths; open spaces and parks; key neighborhood assets such as King Plaza, or creating a pedestrian-oriented commercial, or market street, along the 38 th and/or 39 th Ave S corridor between S Myrtle and S Othello Streets. (Note: If along 38 th Ave S, consider impacts to new transit service that will use 38 th Ave S.); gateway features; provisions for public safety
						6	Through processes that engage community members consider and evaluate the application of zoning designations and related development regulations that are most likely to achieve the urban design framework plan. Include evaluation of new regulatory and programmatic tools as they become available.	
						7	Rezone key opportunity sites to encourage redevelopment of parcels around the light rail station in a manner that incorporates housing, commercial services (such as a grocery store and small businesses) and amenities.	
						8	Evaluate proposed height and land use changes within the Town Center.	
						9	Explore re-zone of block between MLK Jr Way S and 43rd Ave S from S Othello to S Webster to 65' height, especially along S Othello to create consistent frontage along Othello Park.	
						10	Maintain ongoing collaboration with Sound Transit, property owners, and community members to pursue re-development opportunities in the station area.	
						11	Proactively assess and monitor utility capacity within the Town Center to ensure that it can support the desired future density.	
						12	Promote retail, restaurant and entertainment uses that are pedestrian oriented and provide a high level of street activity. (MLK-P16)	
						13	Encourage well designed residential infill development to increase the housing supply. (MLK-P1)	
						14	Encourage well designed multifamily development to contribute to the development of a mixed use town center development. (MLK-P2)	
2	A shared gathering space appropriate for the range of cultures living in the neighborhood	2A	Seek opportunities, partnerships and resources to create a shared cultural center that could accommodate offices and gathering/performance space for various multi-cultural and interest groups.	1	Prioritize the acquisition of land and resources for development of a multicultural gathering space.			
				2	Work with ethnic communities to create design and development guidelines for a shared multicultural gathering venue. Include flexibility that can accommodate a variety of gatherings and activities rather than a multitude of separate venues.			
3	The neighborhood has safe and effective access and transit connections to the station so that light rail serves the community	3A	Create safe pedestrian and bicycle access to light rail and bus service, and to the business district, especially from the east and west.	1	Work with King County Metro to restore bus connections along MLK and Renton Ave S between light rail stations and to create new routes making connections, especially east-west, to the stations.	There are safe and convenient pedestrian and bicycle transportation alternatives to and from residential areas, parks, schools, civic buildings, and commercial and employment areas. (MLK-G10)		
				2	Use the Bicycle Master Plan as a tool for prioritizing bicycle improvements.	Priority items may include the following: Project #8: Improve safety at the intersection of S. Othello Street and 43rd Avenue S.; Project #9: Improve safety at intersections of Renton Ave S and 43rd Ave S and S Holden St /43rd Avenue S / S Renton Ave and create a safe pedestrian/bicycle route to the light rail station.		
				3	Implement Southeast Transportation Study (SETS) which serves as the blueprint for programming transportation improvements in Southeast Seattle			
				4	Use the Pedestrian Master Plan as a tool for prioritizing pedestrian improvements and Neighborhood Street Fund projects to improve walkability through sidewalk repair and widening.	Complete the sidewalk network to make better connections between destinations.		
				5	Explore on-street parking alternatives such as non-peak parking on MLK, and parking on one side of the street			
3D	Encourage Metro Transit to provide effective bus service through the neighborhood to the light rail station and surrounding community facilities.	3D	Provide non-motorized connections to open spaces.	6	Improve non-motorized connections to open spaces with lighting and benches.			
				7	Work with community to identify measures for residential streets, such as traffic circles, on-street parking, and street trees to mitigate impacts from nearby arterials. (MLK-P20)			