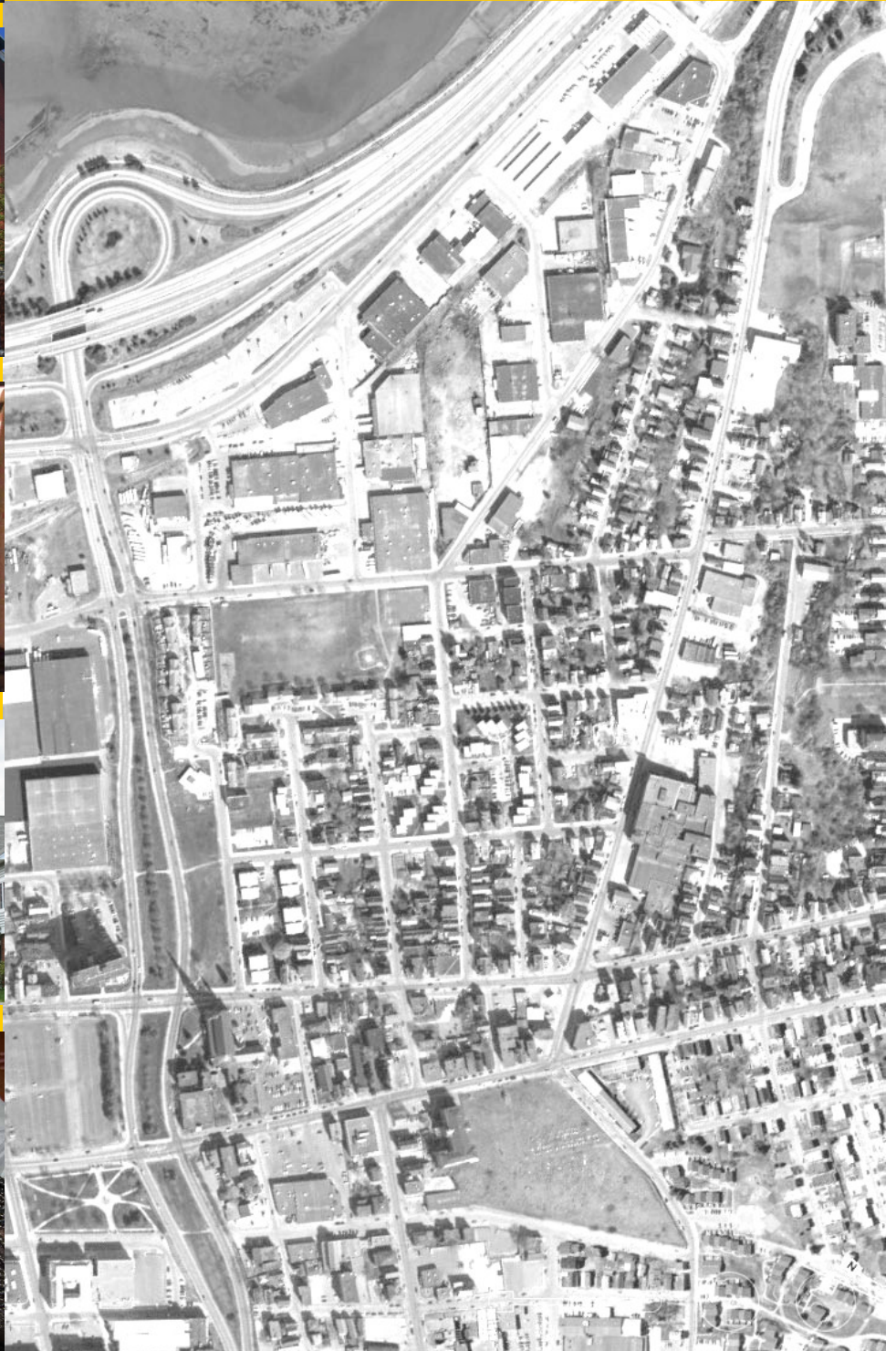
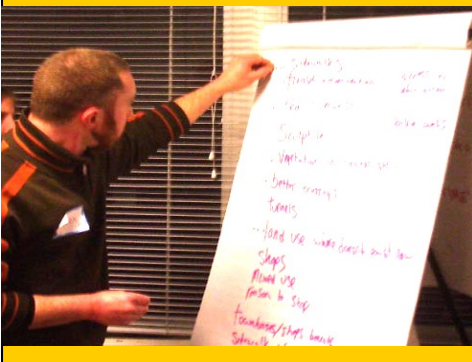


# East Bayside Neighborhood Study

Prepared by the **Planning Workshop, 2009**  
Muskie School of Public Service  
**Community Planning & Development Program**



# East Bayside Neighborhood Study

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## Planning Workshop 2009

Community Planning & Development Program, Muskie School of Public Service

### Community Client:

East Bayside Neighborhood Organization  
Belinda Ray, president  
Ward Willis, liaison to Planning Workshop

### Community Partners:

Kevin Donoghue, Portland City Councilor (District 1)

Portland Housing Authority  
Mark Adelson, Assistant Director

City of Portland Public Services  
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### Planning Workshop 2009:

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Spring 2009

Since its establishment in 2002, the Planning Workshop has been an annual course offering in the Muskie's Community Planning and Development program that provides students with an opportunity to work directly with a client on a community planning issue. The students essentially form a consulting group that works with a community client to identify issues and execute a work plan. The Workshop aims to provide students with an opportunity to apply their planning studies to a real world situation, as well as to offer a community service.

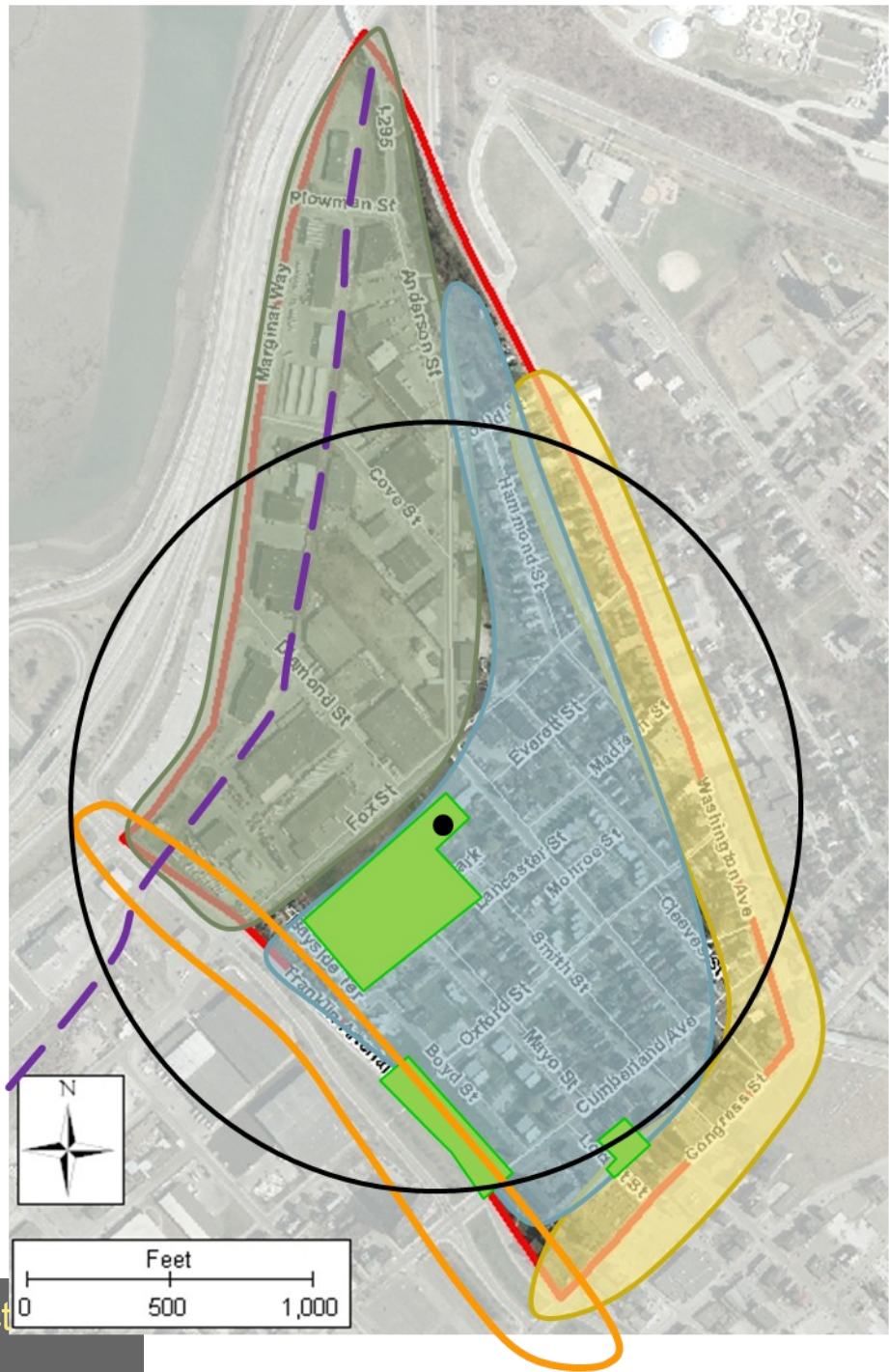
Last fall, just about the time that I needed to find a class project for the Workshop, I wound up in a carpool with Belinda Ray, president of the East Bayside Neighborhood Organization. As we were driving upstate to canvas for a presidential campaign, a sense of hope and expectation infused our conversation as we talked about the possibility for a better country and world. I was even more inspired though by the sense of mission and passion that Belinda conveyed in talking about her own neighborhood. If ever there were a champion of town planner/activist Patrick Geddes's injunction to "Think Global, Act Local," (Evolution of Cities; 1905), Belinda was it.

Soon after, the East Bayside Neighborhood Organization and Portland City Councilor Kevin Donoghue (and Planning Workshop alum '05) formally invited the Planning Workshop to assist EBNO in their on-going capacity building, and to help empower the neighborhood's voice with a number of on-going initiatives. East Bayside, the most diversely populated census tract in the State, proved a perfect laboratory for the class, providing a textbook example of the physical elements (positive and negative) that influence neighborhood functions. Better yet, the people we met through the neighborhood organization, the Kennedy Park tenants' association, area businesses, non-profit groups, the Portland Housing Authority, and the City of Portland Public Services were ever generous to the class. So many people helped that there's not room to name everyone, though I'd be remiss not to extend special thanks to EBNO member Ward Willis who attended so many classes that he should be getting a grade along with the students (A+).

Finally I want to extend my appreciation to the students of this year's Planning Workshop. Every student fully embraced the assignment and the neighborhood, and all went beyond the call of class duty. This year's Workshop convinced me once again that the future of the planning profession in Maine is in good hands.

Alan Holt  
*Adjunct professor; Planning Workshop, Muskie CPD*





## East Bayside Neighborhood

- Commercial District
- Residential District
- Lower Bayside District
- Franklin Arterial
- Bayside Trail
- Parks
- 5-Minute Walk

# East Bayside Neighborhood Study Planning Workshop 2009

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## I. Overview

Defined by I-295, Franklin Arterial, Congress Street and Washington Avenue, East Bayside constitutes a significant and very distinct neighborhood within Portland. This shape of this neighborhood has undergone tremendous physical change over the past 200 years through human intervention— with a series of filling project of Back Cove that has expanded the northern boundary periodically, nearly doubling the size of the neighborhood. The last major physical intervention came with the construction of the Franklin Arterial which effectively segregated this neighborhood from what is now referred to simply as Bayside, the area to the west of the arterial.

Besides its strong physical boundaries, East Bayside is also home to the most diverse population in the State. The Portland Housing Authority's properties in this neighborhood, comprising 197 dwellings, represent 21 countries of origin. Furthermore, East Bayside has perhaps the most diverse spectrum of land uses of any neighborhood in Portland; the neighborhood includes a range of residential property types; light industrial uses; open space and parks; and retail & commercial businesses.

The neighborhood is located within a short walk to downtown, and is a prime gateway neighborhood by virtue of its adjacency to Franklin Arterial. In short, East Bayside's location, physical parameters, diversity of people and land uses not only make the neighborhood unique in Portland, but presents unique opportunities for the future.

The East Bayside Neighborhood Organization (EBNO) was formed in 2007 to represent and promote the community's interests. In spring of 2009 the Muskie School's Planning Workshop assisted EBNO's efforts by analyzing the neighborhood from historical and planning perspectives, and assessing how future planning – locally and within the greater context of Portland-- can benefit East Bayside. The recommendations included in this report are products of the classes' analysis of East Bayside to date, and are accompanied by the hope for continued research and collaboration with EBNO in the future.

Section II of this report summarizes several background studies conducted by the Planning Workshop including historical, demographic and geographic information about East Bayside. This information was collected during the initial stages of the Planning Workshop in an effort to familiarize students with the character of East Bayside and establish a lens through which to assess and direct future research. Findings were supplemented by academic readings that focused on elements of functional neighborhoods. Readings included seminal works such as "The Image of the City" by Kevin Lynch, 1960, "The Death and Life of Great American Cities" by Jane Jacobs, 1961, "A Pattern Language" by Christopher Alexander, 1977, and "The Next American Metropolis" by Peter Calthorpe, 1993.

Section III, IV and V report on the classes' subsequent efforts to tap the community's opinions about their physical surroundings and ideas for improvement. In order to access the business sector of East Bayside, the Planning Workshop devised and administered 55 surveys in person, to business owners in the "Commercial" and "Lower East Bayside" districts of East Bayside. Analyses of these surveys is presented in Section III, followed by the raw data and details of the surveys in Appendices B and C.

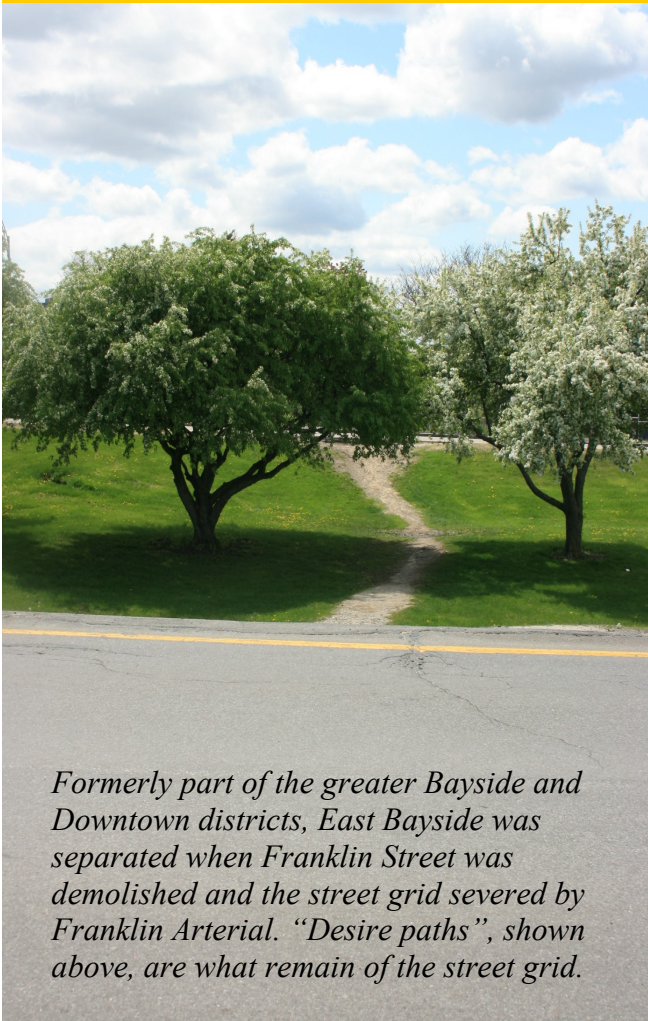
Community outreach efforts also took form in two workshops in which East Bayside residents were invited to share their opinions and brainstorm improvements to the neighborhood. Each workshop catered to different audiences, focusing on specific issues within East Bayside. The first workshop was open to everyone in the neighborhood, and hosted in collaboration with EBNO and the Portland Housing Authority. The second forum was held at Portland High School and was directed toward East Bayside youth and focused on potential improvements for Fox Field. Sections IV and V report on the workshop process and findings, followed by the entire results in Appendix A.

Section VI presents the Planning Workshop's recommendations to the East Bayside Neighborhood Organization which are premised on the classes' research and valuable input from the community. East Bayside neighborhood requires both holistic design improvements as well as itemized material upgrades in order to preserve and enhance the quality of life here. The public concern over safety often relates to physical problems, like dead-end streets and a lack of amenities like sidewalks and lighting. The neighborhood is also in dire need of improved connectivity– both to the city, and within East Bayside. The issue of connections is especially pertinent today, in light of the Franklin Arterial redesign and Bayside Trail.

This report highlights many reasons why East Bayside neighborhood is an asset to Portland, yet also underscores many challenges facing its residents. The Planning Workshop hopes that this report can assist with the ongoing efforts of EBNO, the City of Portland, the Portland Housing Authority, and the Franklin Street Study in their ongoing efforts to improve the lives of neighborhood residents, and the beauty, safety and vitality of the neighborhood for the benefit of all of Portland.



## II. Preliminary Neighborhood Studies



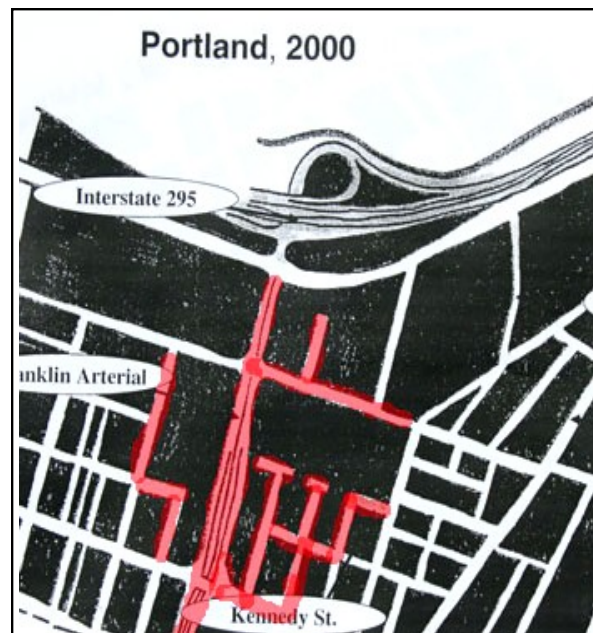
East Bayside is physically defined by major thoroughways like Congress Street and Rt. 295. Franklin Arterial also serves as a boundary, as well as a harsh edge to the neighborhood. The Arterial is the most identifiable culprit for the sense of isolation from the rest of the city that one experiences here.

Urbanists concur that human-scaled streets arranged in small street blocks with ample “connector streets” are critical to vital neighborhoods. Historically, the neighborhood was built on a grid of small, interconnected blocks that exemplify this principle of good neighborhood design. However, the building of the Franklin Arterial disrupted this block pattern. The resulting dead-end streets, superblocks, and broken pedestrian & vehicular connections present an ongoing challenge to the neighborhood.

The Planning Workshop observed and participated in the Franklin Street Reclamation Authority Study. More than any other Portland neighborhood, the outcome of this Study will affect East Bayside for generations.



*Historic street grid in Bayside*

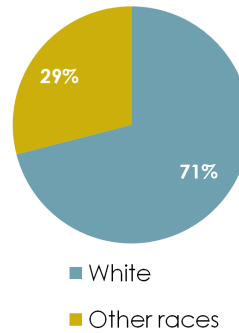


*Reminiscence of the street grid after the Arterial*

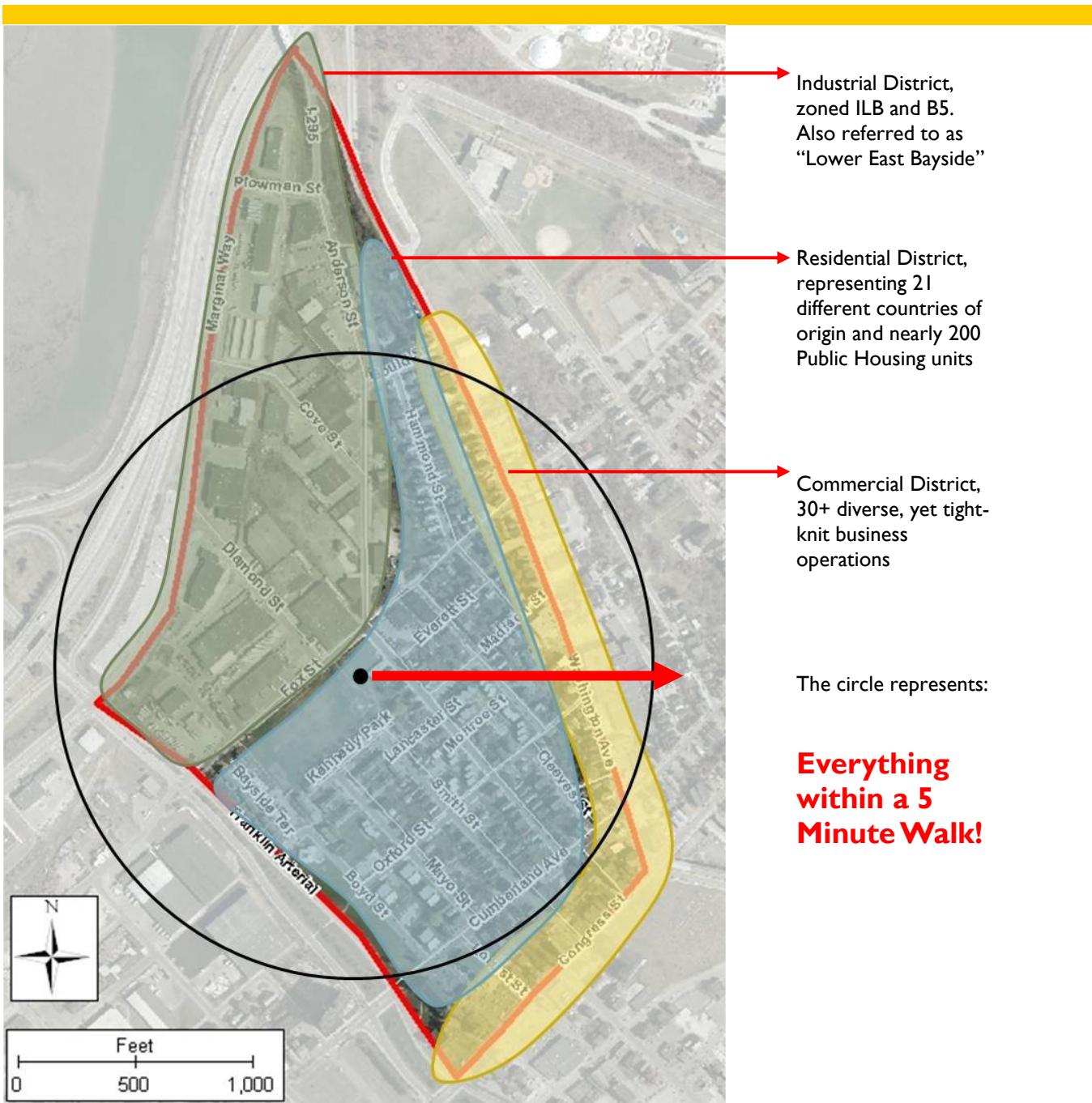
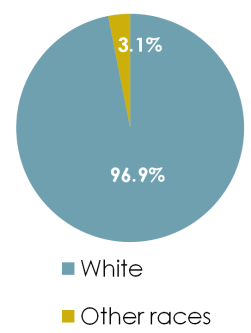


East Bayside is also characterized by an impressive diversity of ethnicity, culture, land-use and commercial activity. Jane Jacobs, Kevin Lynch, and Peter Calthorpe all describe diversity of land uses and of populations as fundamental ingredients to a vibrant and self-sustaining neighborhood or city. East Bayside benefits from the proximity of residential, commercial and industrial districts, as well as having representation from many different ethnic influences, all within the perimeter of a 5-minute walk. Its diversity distinguishes East Bayside from the rest of Maine, making it an asset to the City of Portland.

East Bayside



Maine



### III. Business Districts Surveys

In April, 2009 the Planning Workshop conducted 55 surveys among businesses in the Lower East Bayside District and Washington/Congress Commercial Districts (see map to left) in an effort to better understand the nature of commercial activity in the area as well as the businesses' concerns and desires for the future of East Bayside.

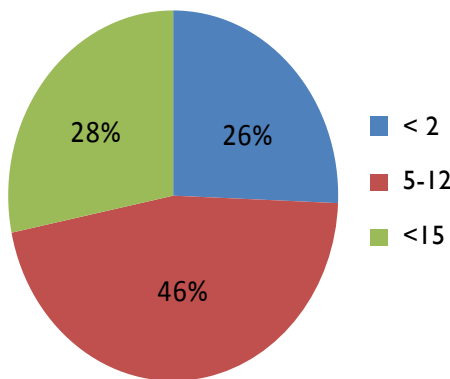
Two surveys were designed, tailoring to the particularities of each district. Common questions included background information on the businesses, as well as subjective questions regarding the businesses' physical location and connection to the larger East Bayside community.

The surveys were conducted in person with business owners, (with few exceptions for telephone interviews due to limited business hours). The raw data and surveys samples for Lower East Bayside and Commercial districts can be found in Appendices B and C.



#### Lower East Bayside District

Lower East Bayside: Years in Business



The 40 surveys from Lower East Bayside revealed an impressive amount and diversity of commercial activity. Businesses here range from retail, arts and crafts, non-profit, manufacturing, distribution, storage, and repair services, and more. Business size varies between one and 70 employees; the median employee count was eight. The range of business life spans also attests to the diverse commercial environment and healthy mix of new and old industry here. Roughly one-quarter of businesses are younger than two years (in their East Bayside location), and another quarter of the businesses are 15 years old or more.

The most popular reasons for locating in the district included inexpensive rent, availability of industrial-scale space, and proximity to Rt. 295 and Portland. Most customers here use vehicles, although there were several exceptions for charity services and arts related businesses that attract local pedestrians and bikers.



The majority of businesses in this area were content with current zoning, traffic and parking, and transportation in the area. The few noteworthy exceptions included: desire for permitted retail in the I-Lb (Low-Impact Industrial zone), safety concerns about overnight parking, road disrepair and traffic along Fox Street. Business owners were also discontented by inadequate or nonexistent sidewalks and lack of safety measures for bikers (particularly along Fox Street).

66% of businesses anticipate that the impending Bayside Trail will be a positive for the district. There is also considerable anxiety that the trail will diminish commercial properties by way of its physical construction, and by inviting vandalism and rent inflation. Although realty pricing was not formally addressed in the survey, many business owners in Lower East Bayside related a strong interest in maintaining affordable rent in light of future developments such as the Bayside Trail and re-design of Franklin Arterial.

65% of businesses also indicated strong interests in supporting community projects; particularly ones directed toward cleanup, youth, safety and public art.



### **Washington/Congress Commercial District**

15 businesses were surveyed along Commercial Street, Cumberland Avenue and Washington Avenue. Compared to Lower East Bayside, these Commercial District businesses are younger (60% under five years old), and cater more frequently toward the immediate neighborhood including Munjoy Hill. Over 50% of the customer bases for the businesses surveyed are primarily pedestrians or bikers. This Commercial District is also unique because of the high concentration of arts-related businesses (40%), and ethnically oriented shops and restaurants.

The survey data indicated general consensus among business owners about their concerns related to the area and desires for improvement. Street litter is a major concern among business owners here. 80% of owners identified trash as one of the foremost issues, and several specifically identified the 7-11 gas station as the source point. Remedial suggestions included simply adding more trash cans on the streets, and potentially devising a trash removal system with help from the City of Portland. Several people also suggested neighborhood-based environmental education programs.

Trees were another popular priority for streetscape improvement (75% of votes). A few business owners suggested that trees are a good option for beautifying the street because window boxes tend to invite vandalism. General streetcaping and landscaping, especially adding bike racks, were also identified by roughly 60% of business owners as desirable means of district improvement. The idea of park benches, however, was unpopular for the same reason as window boxes. People expressed general skepticism about any amenity that may facilitate vandalism or loitering at night.





#### **IV. The Neighborhood Forum: Process & Findings**

*Participants at the April forum huddle around a map to sketch potential connections between the neighborhood and the impending Bayside Trail.*

Public outreach and engagement were major components of the Planning Workshop. To understand the community's likes, dislikes, hopes and fears about their local environment, students designed and conducted two planning forums. The first, outlined in the following section of this report, was open to the East Bayside public. Appendix A includes all the maps, notes and raw data produced in this forum.

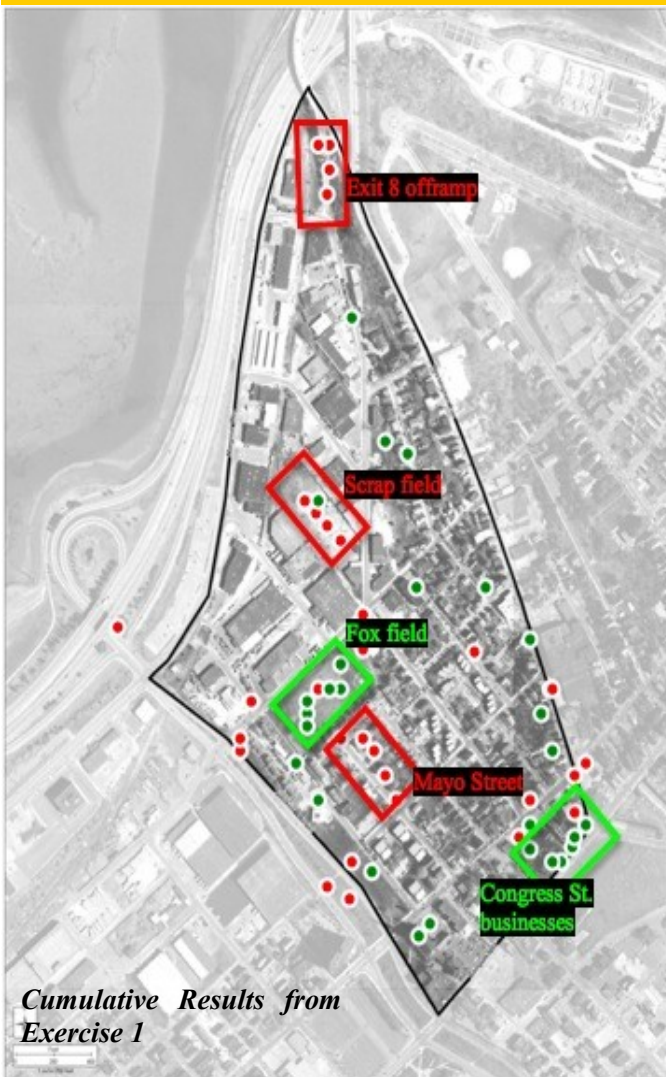
The first workshop took place on April 21st, in lieu of the monthly EBNO meeting. The Planning Workshop also coordinated with the Portland Housing Authority to plan this meeting, and used the community room of a PROP apartment building on Mayo Street to host the event. The workshop consisted of a brief introductory presentation by the Planning Workshop, followed by three brainstorming and mapping exercises. Participants were divided into three work groups and the students acted as facilitators and moderators for the forum. The data produced from the workshop is entirely a reflection of the participants' involvement. All participant's names are listed in Appendix A.1

## Exercise 1: Asset and Liability Mapping

The purpose of this exercise was for community members to identify assets and liabilities within East Bayside. In three groups of six to seven people each, participants were shown a map, (below), and prompted to consider assets and liabilities within the neighborhood that could be attributed to a physical location. Participants placed two green dots each, representing places they enjoy spending time, views they like, landmarks, etcetera. Next, they placed two red dots each, which represent just the opposite; unsafe places, eyesores, etc.

The moderators then facilitated a follow-up discussion to clarify what each dot represented. The groups' maps and discussion notes are located in Appendix A.1– A.2.

Below is the map compiled from all three group, and summary list of the most commonly identified assets and liabilities.



### ASSETS

- Businesses along Congress Street, such as the Snug, The North Star Café, and Knit Wit, because they bring vitality and interface with the rest of Portland
- Fox Field, because it is open, green space and provides activities for the youth. However, improvements and repairs are desired here as well.

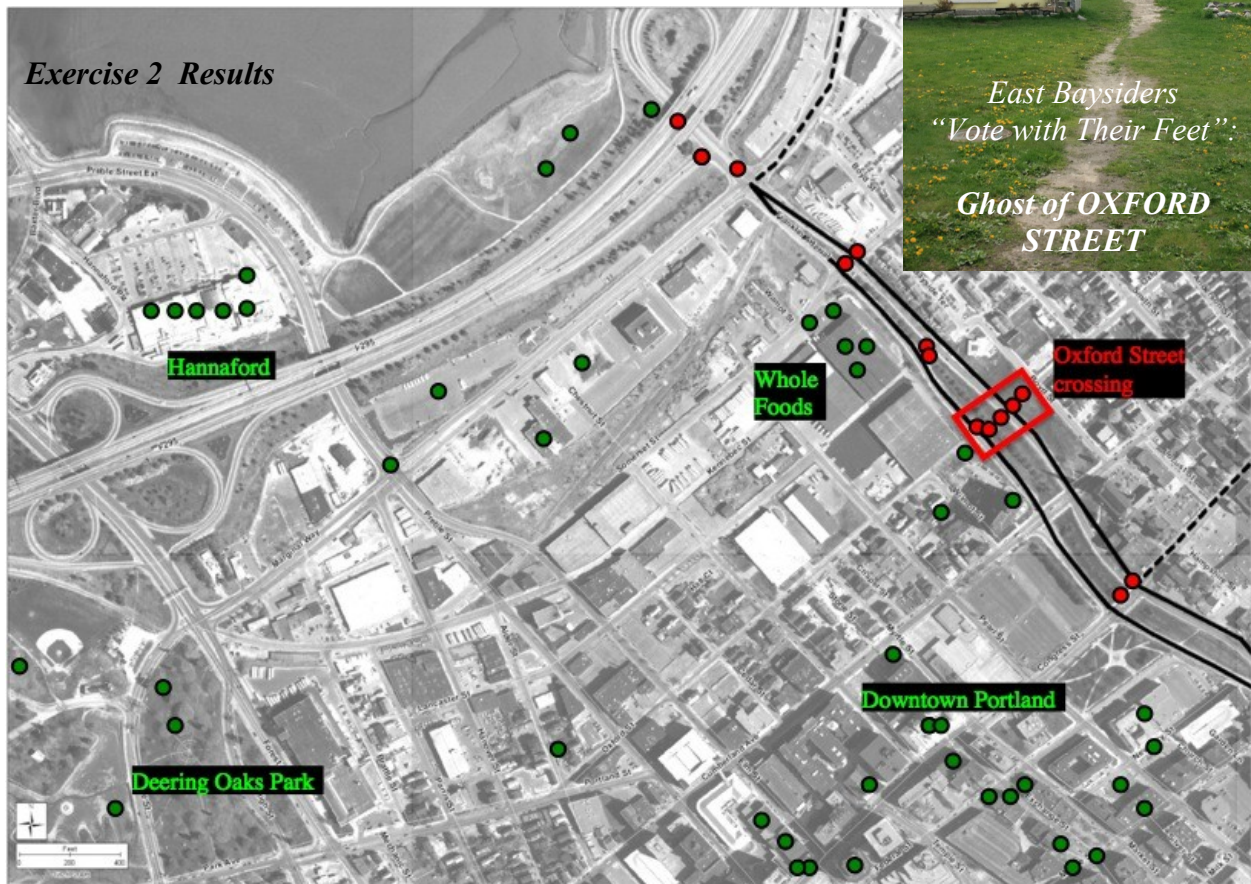
### LIABILITIES

- The Exit 8 off ramp is considered very dangerous
- The scrap yard is an eye sore
- Mayo Street traffic and safety concerns, as well as complaints of unruly behavior around the area.





## Exercise 2: Franklin Arterial Map and Visioning



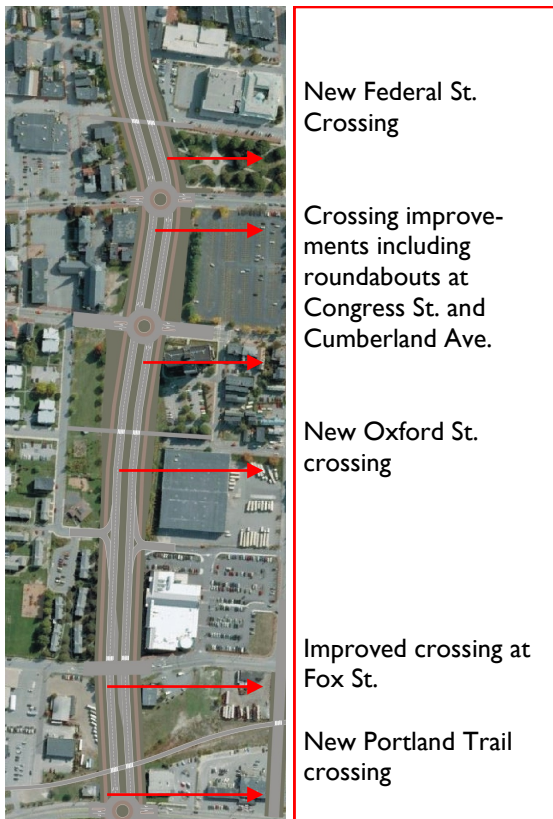
Looking at a new map of Franklin Arterial, participants were given three green and one red dot each. The green dots in this exercise represent frequent destinations, via foot, across Franklin Arterial from East Bayside. The red dots were placed to indicate desired pedestrian crossings along the arterial, whether they be improvements to existing crossings, new pedestrian-only crossings or new roads that also accommodate walkers. The groups' individual maps and additional comments about Franklin Arterial are located in Appendix A.4–A.7.

The most common destinations among participants were Whole Foods and Hannaford supermarkets, and downtown. The spread between common destinations, and distance between these destination and East Bayside (up to approximately .75 miles), suggests that East Bayside residents travel further on foot than most people are willing to. (Studies indicate that most people will drive versus walk to destinations further than .5 miles)



A subsequent, more in depth study on walking and biking patterns in the Franklin vicinity would lend valuable insight to the most apt locations for future crossing development. Illustrated by the cluster of red dots, participants identified Oxford Street as the most desired route across Franklin Arterial. East Bayside has been “voting with its feet”, as one resident explained, for a long time; the foot paths that extend between Oxford and Lancaster streets, between East and West Bayside, bear testimony. The safety benefits of reconnecting the street grid at Oxford Street were discussed at length. Participants voiced particular concern for children who currently frequent this shortcut to school. Many voiced support for the idea of a pedestrian bridge which could reconnect Oxford Street by foot.

There was also strong consensus about the need for more and improved sidewalks along Franklin Arterial. Existing crossings also need improvement, like the intersection between Franklin Arterial and Congress Street, as well as Marginal Way and Fox Street.



*Left: One of the visions for Franklin Arterial generated by participants of a different public workshop, held by the Franklin Street Reclamation Authority in late April, 2009.*

*There is definitive desire among East Bayside residents and the broader Portland public alike to reconnect the street grid for pedestrian access.*



### **Exercise 3: Fox Field and the Bayside Trail**

In the first part of this exercise, participants shared their opinions of Fox Field area and suggestions for its improvement. The ideas were thoroughly recorded and later compared, revealing common concerns about the safety and aesthetics of the area. The main ideas are presented below. The lists produced by each group and maps from the later portion of this exercise are located in Appendices A.8– A.11.

The lack of lighting was considered the foremost safety hazard at Fox Field. Currently the only light here at night comes from the street lights on Fox Street and in Kennedy Park, creating a dark pocket across the field, courts and playground. The vast majority of residents supported the idea of lights, especially along the paved walking path that separates the field from the basketball courts. Some participants also suggested that lights may aid the police, because there would be fewer dark hiding places at night.

Fox Street was also considered a danger for pedestrians and drivers, particularly at the intersection with Anderson Street. Residents suggested adding more sidewalks along Fox Street, and crosswalks at intersections. They also discussed the merits of converting the three way stop sign at the Anderson/Fox intersection into a four way to slow traffic.

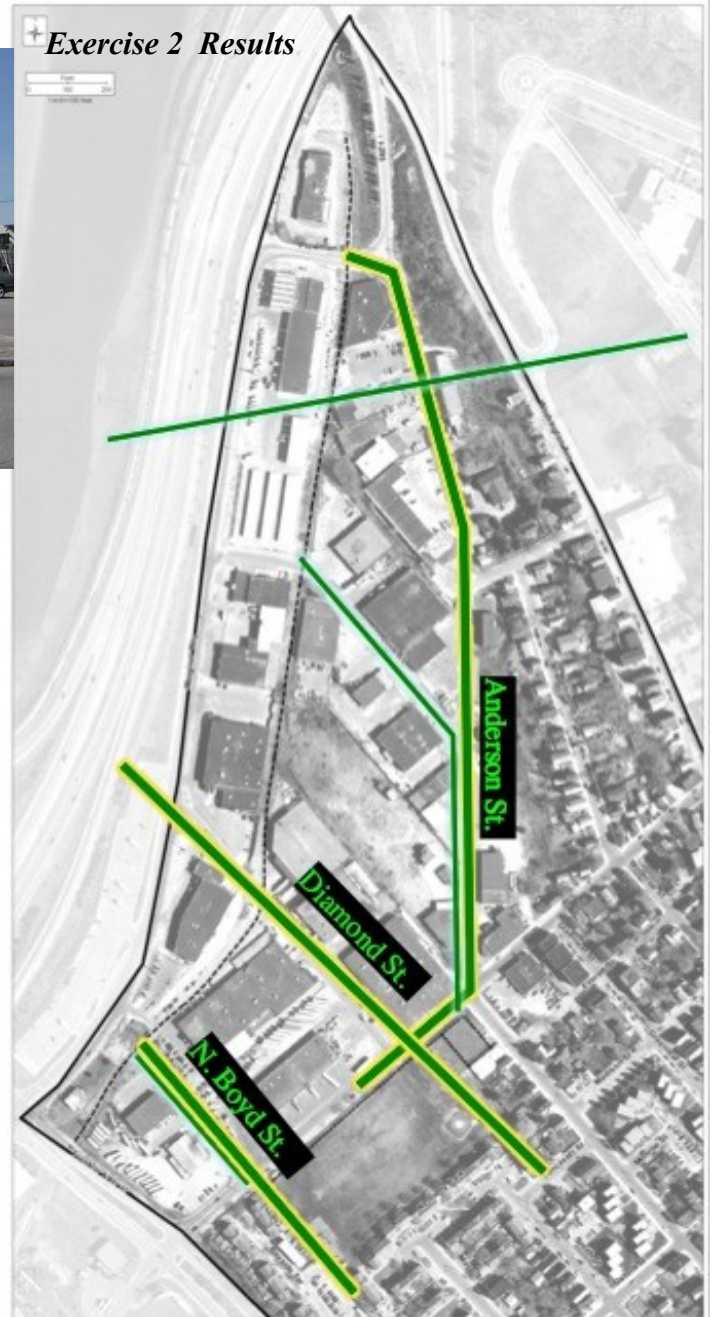
The aesthetic qualities of Fox Field were another main concern brought forth by East Bayside residents. Trash on the field is a major, yet easily remedied problem. One resident explained the cleaning procedures that are sometimes required before beginning a soccer game; the teams line up and sweep the field, collecting trash, needles, broken glass, etc. in trash bags to prevent injuries during the game. Participants felt that the addition of trash cans surrounding the field is the first and most important step in solving this problem.

Participants also expressed a common desire to beautify the park and increase its usage by developing more and diversified recreational opportunities. Additional seating areas, picnic tables, and bleachers around the field would make the field more attractive and conducive to various spontaneous recreation and “hanging out”. Other beautification suggestions included youth-created murals and enhanced landscaping with more plantings.



*Boyd Street, looking north from Fox Street*

The later half of Exercise 3 focused on a future recreational amenity in the area, the Bayside Trail. The trail will be completed by fall of 2009, linking East Bayside to the East End Trail and West Bayside. For the trail to succeed as an amenity and viable transit route for East Bayside, it must be accessible to the neighborhood. Currently, there is no pedestrian-friendly infrastructure for residents to access the trail. Participants discussed and sketched possible locations for pedestrian connections between the neighborhood and the trail. Participants were especially interested in the potential connection of North Boyd Street (seen as a key connection between Fox Field & Kennedy Park. Improving access on Anderson Street was also seen as especially desirable.



Participants were interested in developing an overall connection between Cumberland Street to the trail, via either Boyd, Mayo, or Smith Street. Linking the Washington Street commercial district through the residential district to the trail, would help “open” the neighborhood to the rest of the city. North Boyd and Diamond streets were suggested as the most useful connections to develop in the short-term. Developing these connections with sidewalks and streetscaping, would also serve to enhance the safety and attractiveness of the Fox Field area. Streetscaping along Anderson and Cove Streets was also suggested as a means to strengthen ties between Munjoy Hill and East Bayside.



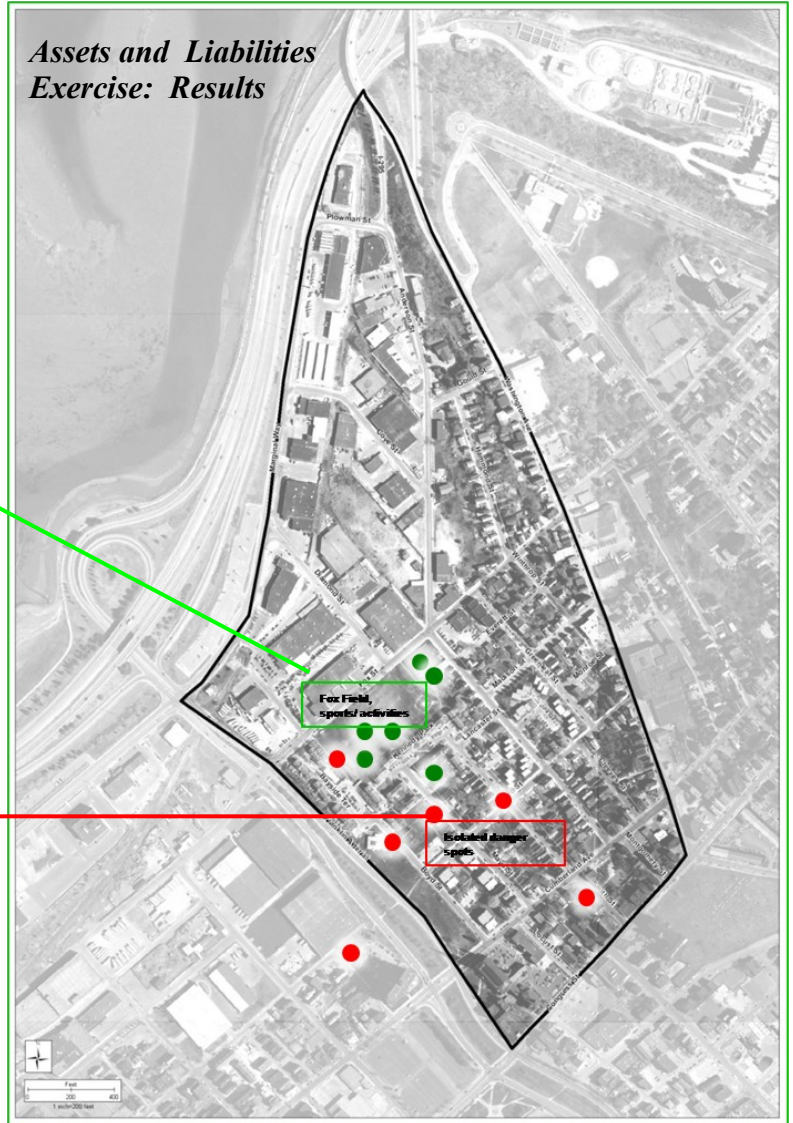




Students were enthusiastic about the current soccer and basketball games, and want to see more space devoted to the courts/ fields, and comfortable space for spectators.

“Liabilities” here referred mostly to isolated incidents of crime. The dark alley between east and west Oxford Streets causes apprehension for pedestrians, and could be improved with lighting and landscaping. Better street connectivity in this area would also help create more “eyes on the street” and encourage more legitimate activity on the street.

### Assets and Liabilities Exercise: Results





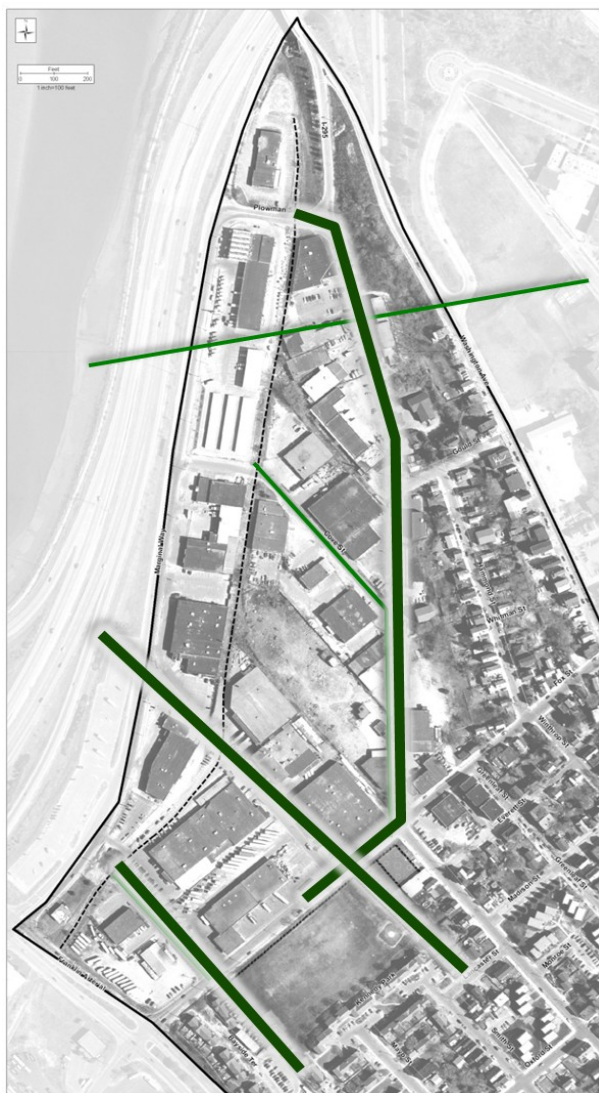
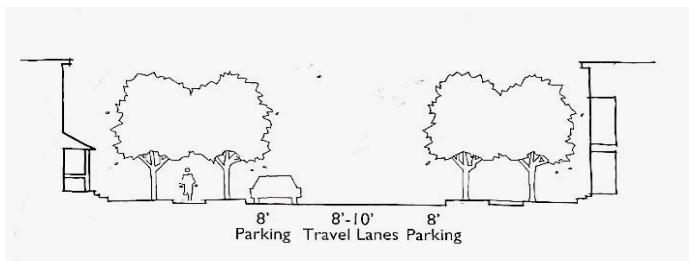
## VI. Conclusions and Recommendations

### Issue: Bayside Trail Connections

The new Bayside Trail will require improved connections to the residential district of East Bayside in order to become useful to residents. Fox Street is currently dangerous for pedestrian and drivers alike, and Lower East Bayside is unwelcoming to potential trail users.



Right: Example of a successful streetscape, including buffers between road and buildings, on-street parking and ample pedestrian/bike routes. (The Next American Metropolis, Peter Calthorpe)



### Physical Improvements:

- Create stronger pedestrian streetscapes on Fox Street and north along Anderson Street, and North Boyd Street.
- Install sidewalks, lights, and street trees where none exist, and improve side walks elsewhere.
- Provide bike lanes where possible, and bike racks at key locations and near the trail.
- Install signage along links to encourage and direct pedestrians. Creative signage by local artists will lend identity to the pedestrian route and neighborhood at large.
- In order to create a stronger sense of place, encourage façade improvements to buildings near the trail, especially to buildings that directly abut the trail.

### For Further Study:

- All recommendations will require design and development. EBNO should cooperate with City of Portland Public Services, the Planning Office, and the Portland Public Art Committee to create a master plan for physical improvements.

### **Issue: Franklin Arterial Divide**

*The arterial is a harsh barrier/edge to the neighborhood that disrupts the historic, fine-grained street block structure. Well-worn desire paths attest to the need for street reconstruction.*

**Unsafe crossing,  
Oxford and Franklin**



### **Physical Improvements:**

- Reconnect the historic street grid along Oxford Street (highest priority) and Lancaster Street. Establish safe pedestrian crossings at a minimum, and full intersections if feasible.
- Recapture territory on the western edge of East Bayside with the redesign of Franklin Arterial. Develop a green buffer for the neighborhood between Cumberland Avenue & Fox Street, and a mixed-use “gateway” for reclaimed land north of Fox Street.
- Incorporate sidewalks and bike trails bordering East Bayside in the Franklin Street redesign.

### **For Further Study:**

- East Bayside residents identified the off-ramps of I-295 at Franklin Street as a major safety concern. As the City and MDOT undertake future studies for potential improvements for this exit, the concerns of the neighborhood should be expressed and considered.



### **Issue: Streetscape & Transit Amenities**

*Businesses on Congress and Washington Streets identified litter, lack of trees and bicycle lanes and racks as primary problems. Lower East Bayside businesses as well as East Bayside Residents also indicated that, although there is public transportation in the neighborhood, it is difficult to navigate. and unpleasant to use.*

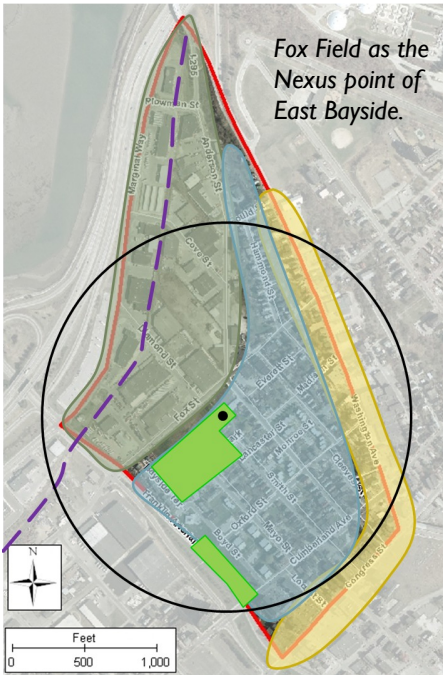
### **Physical Improvements:**

- Provide bike racks along Congress Street and Washington Avenue in the commercial district. Provide bicycle lanes where possible. Provide other streetscape amenities in the commercial district including additional tree wells and trash receptacles.
- Provide benches or transit shelters at bus stops where appropriate, and schedule displays at all bus stops.

### **For Further Study:**

- Work cooperatively with the City of Portland, EBNO and businesses to create a streetscape improvement plan for the commercial district.
- Work with the City to explore ways of funding trash pick-up for commercial streetscape trash receptacles. Potential options might include methods such as a parking improvement district or a business improvement district.





## Issue: Fox Field

*Though Fox Field is widely considered an asset to the community due to the amenities it provides, the field itself and its relationship to the surroundings need improvement. The lack of lighting, seating, connections to surroundings and limited recreational uses undermine the field's potential as a nexus point and gateway to the neighborhood.*

### Physical Improvements:

- Construct a broader diversity of attractive recreational amenities, both active and passive. Install custom benches, water fountains, lighting, and attractive fencing where appropriate. Upgrade the basket-ball court to full-size and consider new uses for other underutilized areas around the field.
- The mural on the Park's Department building has not been "tagged" since its completion in 2004 which speaks to the success of a community-based approach to public art. Provide more opportunities for such community-based art projects at Fox Field and vicinity. Consider:
  - Public mural projects on buildings adjacent to Fox Field. Engage community-based artists to design site-specific benches, fences, and other site amenities.
  - Artist-designed signage for Fox Field and landscaping that will create a gateway identifier for the neighborhood.
  - Devise alternative, attractive and functional fencing devices for field perimeter that enhance connections to the neighborhood and Bayside Trail.



### For Further Study:

- Initiate contact with building owners and the City's Public Art Committee (which provides grants) to explore opportunities for community-based art projects.
  - EBNO, PHA and Kennedy Park residents, the City of Portland (Public Services, Planning, Public Health) and non-profit organizations using Fox Field (e.g., Portland United Soccer League, etc.) should cooperate to develop a cohesive plan for Fox Field improvements.
- Fox Field is bordered to the north by the Lower East Bayside district which is currently zoned for low-impact industrial uses (I-Lb). Surveys of business owners in the area revealed two strains of thought regarding the re-zoning of I-Lb to B-5, which would allow housing. Some business owners thought that housing would improve the area aesthetically and functionally. Others worried that housing would cause gentrification, squeezing out the existing industrial uses in Lower East Bayside. The debate on I-Lb versus B-5 zoning warrants further study with consideration of strategic locations that may be appropriate for a B-5 zoning. For instance, with mixed-use development, North Boyd Street could become a prime pedestrian link from Fox Field, the residential area, and the Bayside Trail.

## The Next Phase: Master Vision and Long-Term Planning

The Recommendations in this report address issues associated with current planning initiatives, and respond to key ideas that surfaced from the community. The redevelopment of Franklin Arterial and the construction of Bayside Trail both pose critical opportunities for design improvements in East Bayside if EBNO can attach a clear community vision to the impetus that is underway. The issues raised by East Bayside citizens and business owners (like streetscape, transit amenities and Fox Field improvements) are also important, and are perhaps more immediate, tangible goals to address.

These topics warrant further study and can become the next steps for securing the future of the neighborhood. EBNO should also devote efforts to go beyond these immediate planning initiatives to develop a long-term, cohesive vision for the future of the neighborhood. A long-range vision should include a master plan for physical improvements (public and private) as well as implementation strategies. Besides the issues already highlighted in this report, a comprehensive long-range vision should address some of the more intractable physical issues in the neighborhood including:

- Reconnecting key components of the historic street grid, including but not necessarily limited to Oxford Street (east-west across Franklin Arterial) and Lancaster Street to the north-south. Reconnecting streets would require imagining how the PHA dwellings in this vicinity could be modified, rebuilt or potentially replaced.
- In conjunction with the above listed recommendation, a long-range vision should consider how other PHA housing development might be modified or reconstructed to be more responsive the street and better integrated with the historic development pattern. This revisioning of the PHA housing stock also provides an opportunity to image new sustainable design solutions and architectural forms that promote safer neighborhoods with “defensible space.” PHA parking lots should be considered as potential redevelopment sites for more valuable community needs including additional housing.
- The industrial district north of Fox Street offered the greatest potential for redevelopment. A long-range vision should explore the potential of strategically modifying allowed uses, and envision the potential of future public and private development in this area to meet community needs. A vision for this area should embrace the City’s Environmental Sustainability Goals, and provide a model for new urban redevelopment for the 21st century.

In creating a long-term vision, EBNO should work cooperatively with the City of Portland and the Portland Public Housing Authority, and should maximize community involvement by engaging residents, businesses, and non-profits in the neighborhood. EBNO should leverage additional community resources for this planning effort by soliciting continued involvement from the Muskie School of Public Service as well as other community partners.



## **VI. About The Community Partners:**

Many Community Partners contributed to the efforts of the Planning Workshop. In particular, we are grateful to the members of the East Bayside Neighborhood Organization, staff at the Portland Housing Authority, City Councilor Kevin Donahue, and most importantly, the residents and citizens of the East Bayside neighborhood. More than those named above and below have made significant contribution to this work, however, and our appreciations go out to them as well.

### ***East Bayside Neighborhood Organization (EBNO)***

EBNO was incorporated in May of 2007. Its mission is to serve the Portland neighborhood of East Bayside, one of the most diverse neighborhoods in Maine. Among EBNO's primary goals are: the creation and maintenance of a safe neighborhood, the leveraging of funding opportunities for neighborhood revitalization, and the provision of assistance to low-income, elderly, and disadvantaged members of the community that they might thrive.

EBNO strives to improve the quality of life for all of its residents, to ensure that East Bayside has adequate representation in all city matters, and to promote a sense of community within the neighborhood while preserving and respecting the cultural and socioeconomic diversity of its population. More information, as well as a mailing list is available from its Yahoo Groups page at: <http://groups.yahoo.com/group/EBNO/>.

### ***The Muskie School – USM's Public Service Program***

The Edmund S. Muskie School of Public Service takes its name from one of Maine's most distinguished senators. The school has set its focus on three ways to meet its namesake's challenge of making "a real difference in the lives of the people of Maine and the nation." These three methods are: educating leaders through its graduate degree programs, informing policy and practice through applied research, and strengthening civic life through publication and involvement with the public. This report and its surrounding activities reside at the intersection of all three.

Through its Community Planning and Development master's degree program, the Muskie School offers a class called "CPD 603 - Planning Workshop." This class offers students the opportunity to take lessons learned in a classroom and apply them to real-world issues such as those faced by EBNO. You are reading the fruits of Spring 2009's Planning Workshop.

## VII. The Planning Workshop - 2009:

**Jessa Berna** – Jessa is currently earning her master's in Community Planning and Development from The Muskie School. She holds a Bachelor's in Environmental Studies from Gettysburg College. As a volunteer on the Coeur d'Alene Reservation in Idaho, she surveyed the effectiveness of various fire treatments, and helped a local community prepare a Wildfire Protection Plan. Professionally she worked as a GIS Technician at an environmental consulting firm in Tempe, AZ.

**Paul Connair** – Paul is a first-year student in the Community Planning and Development program. He works as a full-time Employment Caseworker at the Preble Street Resource Center in Portland. Prior to that, he worked with youth in Boston; San Jose; Philadelphia; Chicago; Lima, Peru; and Portland over a period of eight years. He is a proud Northern New Englander and has resided in the Woodfords neighborhood in Portland for almost 6 years.

**Sophia DeMaio** – Sophie holds a Bachelor's Degree in Environmental Studies from Bates College and an M.S. in Forestry from the University of Maine. She has worked as a potato harvester, as an English teacher in Siberia, more recently as a community support specialist for elders, and a biological science technician for the National Park Service.

**Cotton Estes (Teaching Assistant)** – Cotton graduated from Bowdoin College in 2007 with degrees in Environmental Studies and Visual Arts. She continued on to Eastern Europe on a Thomas J. Watson Fellowship, to explore her interest in adaptive reuse of industrial buildings and urban regeneration strategies in post-Soviet cities. She currently writes for the *Bollard Newspaper*, and stays involved in local planning through opportunities such as the Planning Workshop. In fall of 2009, Cotton will head to Yale University to begin her masters in architecture.

**Shelley Hodges** – Shelley holds a degree in English with minors in Spanish and Speech Pathology from the University of New Hampshire. Originally from Durham, Maine, she has been working since 2004 at a law firm in Portland and also spent time working at a Butterfly Garden, an organic perma-culture farm in Costa Rica, and teaching pilates in Spain.

**Alan Holt (Adjunct Professor)** – Alan has focused his career as an architect & planner on creating healthy, vibrant communities through the power of urban design, and through the empowerment of students, citizens and decision-makers with an understanding of and influence on design decisions. A graduate of Columbia University's Master of Architecture program, he is founder and principal of the consulting firm *Community Design Studio* and since 2001 has been an adjunct professor in the Muskie CPD program where he teaches the Planning Workshop. He was the former Urban Designer for the City of Portland, and before that, served as Director of Design & Construction for the City of New Bedford, Massachusetts. He has been a visiting professor with Ball State University School of Architecture (1996) and the Norwich University School of Architecture (1997).

**Emily Reinholt** – Emily is a first year Community Planning and Development student at the Muskie School. She earned her bachelor's degree in Rehabilitation with a concentration in Mental Health at the University of Maine. Emily spent the past three years working as a case manager for adults with mental illness in Portland and is pursuing her Master's with the CPD program to further a career in public health.

**William Walker III** – William holds a Bachelor's Degree in Political Science from the University of Southern Maine. He is concluding his first year of the CPD program. He works for a recycling company, Corcoran Environmental Services of Kennebunk, as an education coordinator and has conducted research projects on recycling behavior and capture rates.