



A Legacy of Portland Culture

Table set for Vanport Jazz Festival

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Penson Takes Oath

Begins term on Portland Community College board

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Committed to Cultural Diversity

New Roots on MLK



PHOTO BY JOSHUA JAMES HUFF PHOTOGRAPHY

Alberta Commons businesses owners (pictured from left) Dayna Reed, Theotis “Uncle Theo” Cason, Cole Reed, and Jamaal and Christina Lane, and Phillip Read of Majestic Realty, celebrate the replanting of roots in historic heart of Portland’s black community during Saturday’s grand opening celebration. The new shopping plaza at 5015 N.E. Martin Luther King Jr. Blvd. cultivates African American culture and prosperity by making affordable commercial space available for local businesses owned by people of color and promoting a local hiring program.

Alberta Commons business owners celebrate

BY DANNY PETERSON
THE PORTLAND OBSERVER

The importance of cultivating African American culture and prosperity and replanting roots in the historic heart of Portland’s black community was the theme of Saturday’s public grand opening celebration for the Alberta Commons project, “Dream Street” located at 5015 N.E. Martin Luther King Jr. Blvd.

Especially honored were the project’s three newest person-of-color-owned businesses: Cason’s Fine Meats, Champions Barbershop, and greenHAUS Gallery + Boutique. The retailers have relocated to the new shopping plaza

with the understanding they are lifting up other members of their communities and inspiring them to recognize and pursue their dreams.

The day included a festive and lively community market, abuzz with food, art music, crafts, and live music from the local community. Cole Reed, co-owner of greenHAUS, welcomed the attendees, calling the new super block of businesses, the new “Dream Street District,” a place where equity, reconciliation and commerce can collide.

“Together we build a strong network of small business owners that self-define our district, our identity, and our path forward,” Reed said. “We are hatching a much broader and

inclusive neighborhood plan. We are our ancestors’ wildest dreams come true, and we want this area to be a place where all people can be inspired to realize their dreams, too.”

Special guest speakers included supporters of the project: Jamal Fox, deputy chief-of-staff for Mayor Ted Wheeler; Kimberly Branam, executive director of Prosper Portland; and Phillip Brown, executive vice President of Majestic Realty.

Theotis “Uncle Theo” Cason, and Jamaal & Christina Lane, were among the black business owners finding that a shared purpose is what brought them to open shop at Alberta Commons.

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