Photos: Jonathan Maus/BikePortland (top left, middle right), Greg Raisman (bottom right), Better Block PDX (others)
What is Better Block PDX?

We are a volunteer-led effort encouraging everyone to imagine what spaces could be when they are designed for people. We partner with community organizations, Portland State University students, Portland Bureau of Transportation, and you to create inviting and interactive places through tactical urbanism “pop-up” projects.

What is a Pop-up project?

Pop-ups are short term demonstrations of improvements to underutilized spaces. They allow community members and city leaders to imagine improvements to the streetscape in the most interactive way possible: by experiencing them! The term “pop-up” refers to how they may be set-up overnight and taken down within a few days later.

We Want your Project Ideas!

Partnership is essential to Better Block PDX pop-up projects. In our first few years of operation, the process for selecting projects was informal. This year we are taking a more democratic approach and are crowdsourcing the search.

We are looking for public places where small changes to the streetscape will make a big difference. This is an opportunity for your community organization to partner with us to plan your pop-up project.

All it takes is an idea to get started!

Regardless of project scale or desired level of assistance, we want to help bring your project to life!

Depending on PSU’s capacity, Two to Four larger-scale projects will be selected to go through the PSU Project Pathway, through which planning and communication students will develop outreach and engagement reports.

One to Two of which will go through an engineering phase to produce a traffic plan.

Better Block PDX does not offer funding and project implementation capacity.

The application template on pages 9-11 is for reference. To submit your application fill out the online form at this link: https://bit.ly/2slose2
The Process

Phase 1
Submission of Proposals
Selection of 2-4 projects for planning and communication

Phase 2
Planning (PSU planning students)
Selection of 1-2 projects for traffic plan

Phase 3
Traffic Plan (PSU engineering students)

Phase 4
Implementation and Analysis

Past Better Block PDX Projects

2013
Park(ing) Day PDX (SW. Stark)

2014
Popcorn Plazas (SE Clinton)

2015
Better Old Town/Chinatown (SW 3rd & Ankeny)

2016
Better Naito (SW/NW Naito)

2017
Connect the Park Blocks (W/ Oregon Walks)
Oregon Walkways Lents Green Ring

Learn about our past projects at betterblockpdx.org/projects/
What Makes a Good Pop-up Project?

**Community Involvement**

A collaborative process brings people together and re-enforces senses of community while simultaneously producing an outcome tailored to a community’s character and needs. In being actively involved in the project, people are more supportive of permanent change.

**Low Risk, High Reward**

While “pop-up” projects are taken down as quickly as they appear, their purpose is to demonstrate value as permanent improvements. There is little to lose if a pop-up project is unsuccessful at achieving its purpose, but there should be potential to spark long-term change.

**Light, Cheap, and Quick**

Giving community members and city leadership a taste of what a place is missing with limited resources raises the question of how a permanent solution can be done even better. A sudden change in the streetscape brings an element of surprise to those who may have taken a place for granted.

**Attention, Curiosity, and Conversation**

A good project does not go unnoticed by a passer-by, and while it is important for a pop-up project to demonstrate a realistic solution, having eye-catching elements can spark curiosity and conversation, and make it more memorable. It should also be inviting to everyone and allow for a variety of different uses.

Photos (top to bottom): Greg Raisman, Jonathan Maus/BikePortland, Better Block PDX, Better Block PDX
Community Events and Markets

A community event is a good situation to debut a “pop-up”. Masses of people who are drawn into such events would be right there to experience the change in streetscape.

Block Parties

You may be surprised to learn just how inexpensive it is to obtain a block party permit through the City of Portland. Like larger community events, block parties are a good way to bring a neighborhood together and build community.

Street Seats & Parklets

The idea for converting parking spaces into short-term or long term parks or seating areas is attributed to San Francisco-based Rebar Group, and has been implemented in cities across the globe.
**Intersection Painting**

Activities as simple as painting an intersection fosters interaction among neighbors and establishes a sense of community pride.

![Intersection Painting](Greg Raisman - Flickr)

Portland, OR

![Intersection Painting](Lisa Cach)

Seattle, WA

**Pedestrian Plazas**

Excess street space where there is a lack of activity are prime for Pedestrian Plazas. They should be designed to promote a variety of activities such as eating or drinking, meeting up, people-watching, as well as to pass through.

![Pedestrian Plazas](Jim Simmons - Living Streets LA)

Los Angeles, CA

![Pedestrian Plazas](Felicity J. Mackay, PBOT)

Portland, OR

**Bicycle Facilities**

Pop-up bicycle facilities attract all types of cyclists, including those who would otherwise feel uncomfortable riding a bicycle in the street. They also give concerned business owners an idea of how it would affect them.

![Bicycle Facilities](Better Block PDX)

Portland, OR

![Bicycle Facilities](Urban Repair Squad Toronto)

Toronto, ON
**Play Streets**

Popularized in New York City and London, Play streets bring organized and supervised play to areas with otherwise limited recreation opportunities for kids.

**Open Streets / People Streets**

Events like Sunday Parkways typically take place on single weekend days. They open up the street to pedestrians and cyclists for a more social environment.

**Pop-up Crosswalks**

Crosswalks are tricky to implement, even as short-term pop-up projects, but hey go a long way in making a street more comfortable and accessible for pedestrians.
Signage

A simple arrow with travel time or distance to destinations highlights walking as a convenient way to get around. Walk [Your City] signs feature QR codes for walking directions on a mobile device.

And more...

A pop-up project doesn’t need to conform to an above category. It can be unprecedented or unusual. Playable pianos, umbrella canopies, interactive art pieces, and a pop-up tea truck are just a few examples of what can come from originality. Your creativity is the limit to what kind of tactical urbanism projects can be done.
Resources

Portland in the Streets

The AARP Pop-up Demonstration Tool Kit

Crosswalk Guidelines for Portland

Lighter, Quicker, Cheaper (Project for Public Spaces)

Pop-Ups for Safe Routes to School

Quick Builds for Better Streets (PeopleForBikes)

Streetmix.net

Tactical Urbanist’s Guide to Materials and Design

Where the Duct Tape Meets The Road (Safe Routes to School)
Application

Contact information

Organization Name:

Contact Name:

Address:

City: State: ZIP:

Telephone: Email:

Initial Idea

Where do you propose a pop-up project?

What is this place like, currently?

What are you hoping to make better?

What Ideas do you have for re-imagining the street or public space?

What date (or time of year) do you have in mind and for how long?
What are some ways to program the space and make it inviting to all?

Is there a public event that could be complemented by a pop-up?

How will volunteers be recruited?

Who are the local leaders and champions for this idea?

How will all community stakeholders be engaged in the process?

Who are the local leaders and champions for this idea?

How will all community stakeholders be engaged in the process?
Please draw a simple map here that demonstrates your idea, or attach a drawing or another visual element if submitting this form electronically. This does not need to look professional.

To submit your application fill out the online form at this link: https://bit.ly/2slose2

For questions email betterblockpdx@gmail.com