



Project History

2013 | Parking Day



2014 | Popcorn Plaza



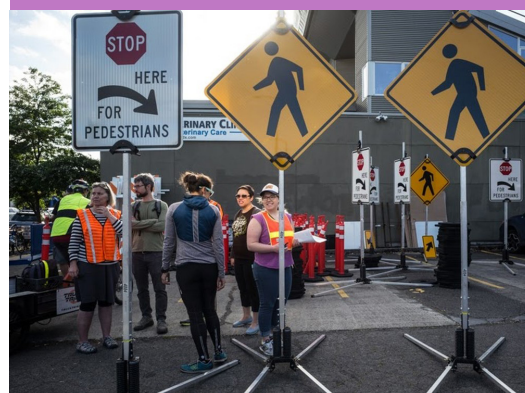
2014 | Better Old Town



2015 | Better Naito



2016 | Better Broadway



2016 | Connect the Park Blocks



2017 | PSU Student Projects

Willamette Corridor Safety Project

ANKENY N Willamette BLOCKS
Active Transportation and Activity Analysis
ACTIVATING PEDESTRIAN SPACE

St. Johns Bridge
BICYCLE AND PEDESTRIAN PLAN

Better St. Johns Bridge



2018 | PSU Student Projects

Connecting Gateway Proposed Projects

grand mlk
pedestrian project

Living Cully Plaza Project

DESIGN REPORT

BETTER MADISON BUS LANE PROJECT
(Cha Cha Cha)



Parking Day: September 20, 2013

Project Design

PARK(ing) Day is an open-source global event of activism, where community members collaborate to transform parking spaces into temporary public places.

Benefits of Parking Days

Civic Engagement

Social Interaction

Creativity and Play

Temporary Safe Public Space

Spark Discussion on Local Issues

On September 20th, 2013 one of Portland's largest PARK(ing) Day events occurred. The goal of the project was to showcase the potential for more pedestrian space in Portland. A downtown blockface was devoted to the PARK(ing) day demonstration, on SW Stark (now named Harvey Milk) between 10th and 11th, parking spots on both side of the street were fenced off.



The Investment

\$400
Parking
Reallocation

\$50
Community
Use Permit

20
Volunteers

Tables,
Seats,
Umbrellas

Partners



In the parking spaces, several business owners got involved and created their own displays for people to enjoy. Pips and Bounce, a local business that rents ping pong tables for parties and other functions, had several tables out for people to play on. The Ace Hotel had a few couches, a table, and some popcorn in front of their entrance, and near the new Union Way shops, volunteers had set up several seating areas for people to eat, lounge, and take part in various activities. Extra bike parking was brought in and there was even a hammock available if you wanted to chill out.

The Outcome

100's of
Participants

35
Bicyclist

Live band, art,
and fun!



Source: Survey conducted by Katrina Johnston Zimmerman

Press Coverage

Park(ing) Day Creates Tiny Green Spaces Throughout The Asphalt Jungle

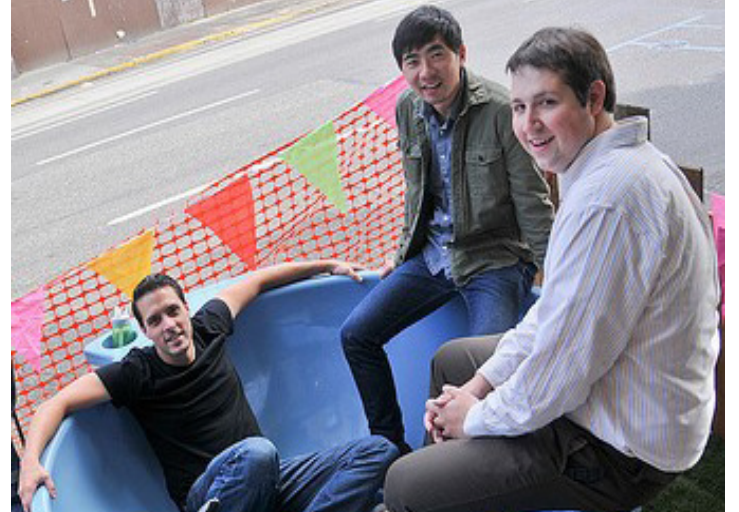
'Parking Day' offers glimpse of what Portland streets could look like

Guest Article: PARK(ing) Day and Portland's future for public space

Citizen urbanists launch 'Better Block PDX' to perk up public spaces

Source: BikePortland.org and FastCompany.com

Photos



Before



The Problem

Clinton St. is heavily used by cars. It is also both a designated Bicycle Greenway and a bus route. The average number of bikes on Clinton and 26th is twice as high as the target for greenways. The vehicle traffic is over 1500 for the current goal for traffic congestion on Clinton St. This traffic data shows this location is a prime area for a potential street redesign.

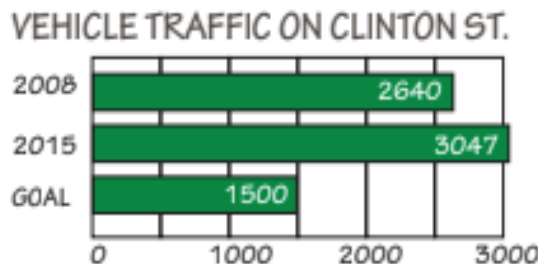
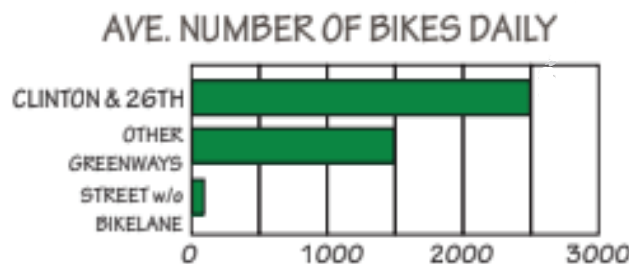
After



The Solution

Better Block PDX secured city permits and received a green light from nearby business owners to install two temporary pop-up public plazas at the intersection of Southeast 26th and Clinton. The "Popcorn" plaza provided pedestrian improvements, seating areas, landscaping and street furniture. The Popcorn Plaza project's goal was to demonstrate a reuse of a turn lane that could lead to decreased car traffic and promote bicycling and public transit use.

Traffic Analysis of Intersection



Project Location



We've come together to showcase ways of transforming our built world into inviting places in little time and with little money. Join us to experience our city in new engaging ways long thought impossible.

HOTET

Project Design



Design Elements

Resdesigned Turn Lane

Seating Areas

Landscaping

Street Furniture

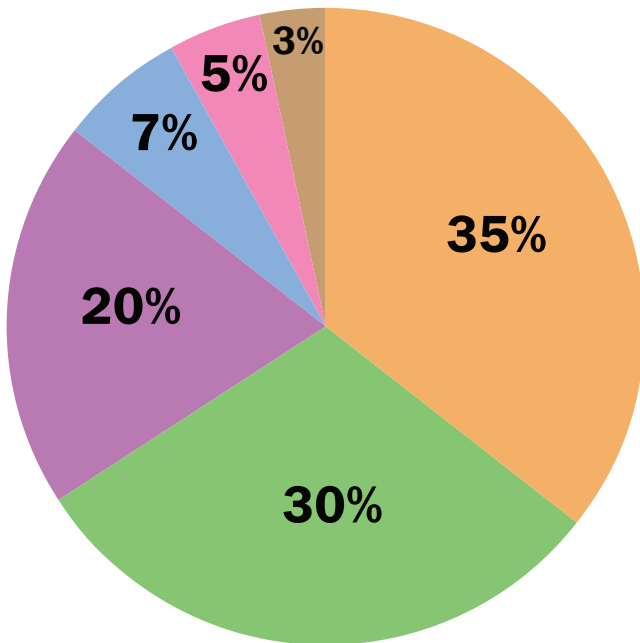
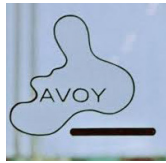


The Investment

25
Volunteers

11
Business
Supporters

Business Supporters



Signage	35%	\$274
Paints & Brushes Signs Primer Duct Tape		
Landscaping	30%	\$235
Lumber Lights Plants		
Materials	7%	\$50
Folders Chalk Spray Paint		
Truck Rental	20%	\$150
City Permit	5%	\$36
Website	3%	\$25

Total \$770

The Outcome

This weekend, 'Popcorn plazas' will add tiny parks to the street outside Clinton Street Theater

'Popcorn plaza' video shows off benefits of reusing underused street space

Source: BikePortland.org



Before



The Problem

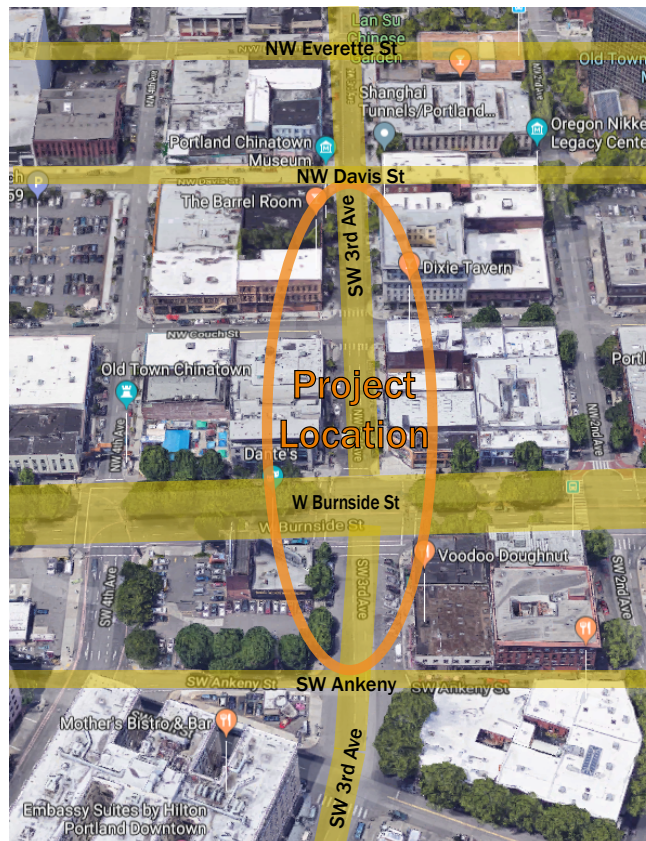
In Old Town Portland, City officials closed three blocks of N.W. 3rd Ave. between W. Burnside and N.W. Everett, to traffic from 10 p.m. to 3 a.m., every Friday through Sunday. The plan worked to keep weekend visitors safe, without harming business, bars and restaurants in the Entertainment District. The closures, while successful in curbing the number of late-night accidents, received harsh criticism from business owners who disliked the construction zone atmosphere of the constant closures.

After

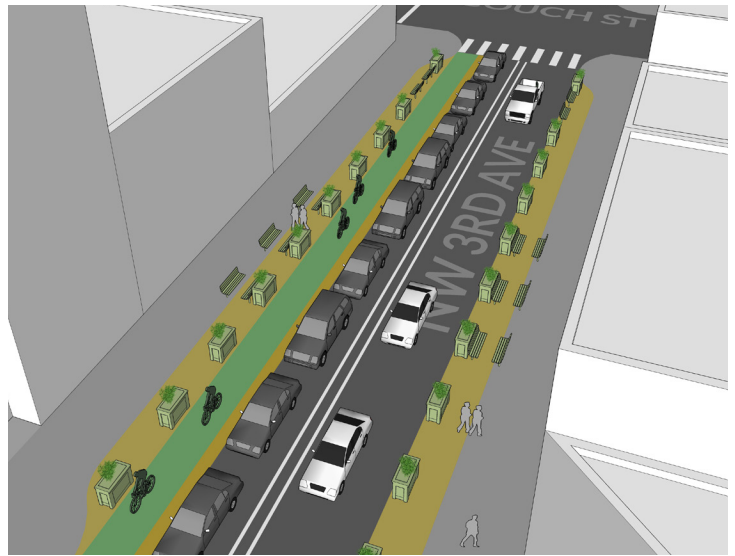


The Solution

Old Town business owners took the matter into their own hands and partnered with Better Block PDX and the Old Town Hospitality Group, to redesign the district how they wanted, implementing the design as a three-day pop-up plaza from Oct. 3 to 5 in 2014. They called it the Old Town/Chinatown Re-Imagination.



Project Design



Design Elements

Informed by Community Input

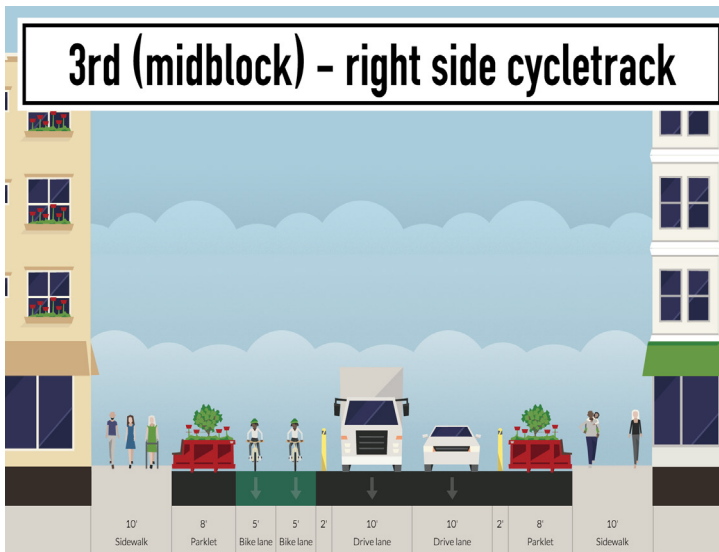
Resigned two and three-lane roads into a single lane of traffic

More than 1,000 square feet of newly pedestrianized space

Covered Picnic Tables

Hay Bale Seating and Street Furniture

Buffered Bike Lane and Additional Bike Parking



The Investment

1,500
Volunteers
Hours

50+
Volunteers

13
Business &
Community
Leaders

Donors and Supporters



HanmiGlobal Partner



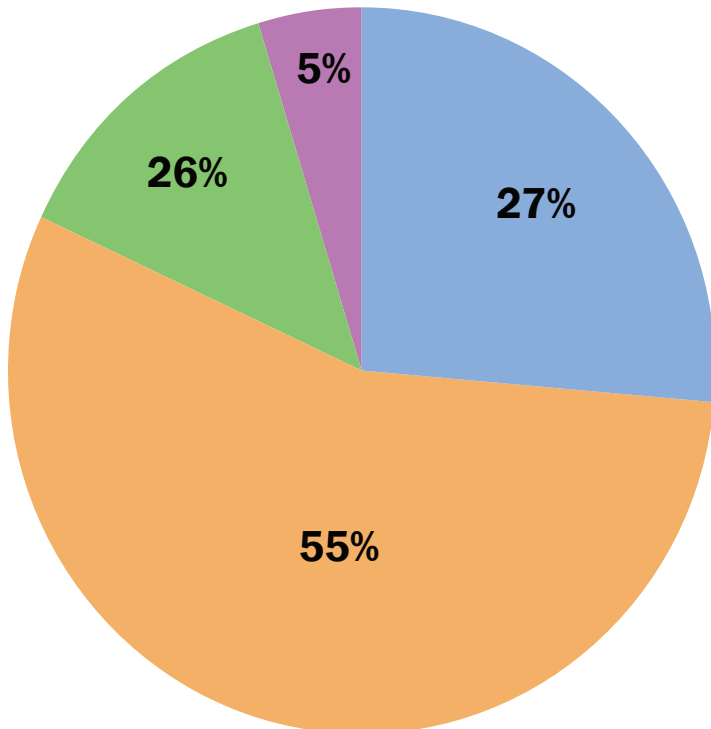
Metro



Ankrom Moisan



Making America a Great Place To Walk



Traffic Control	55%	\$4,440
MUTCD Signs		\$1,073
Physical Planters		\$2,386
On Road (Chalk & Tape)		\$981
Fees	27%	\$2,126
Permit & Insurance		\$200
Parking		\$1,926
Install	26%	\$1,064
Hardware		\$619
Transportation		\$335
Volunteer		\$110
Public Engagement	5%	\$378
Promotional		
Programming		

Total \$8,008

The Outcome

For one weekend, Old Town will test a huge plaza, bike lanes and cafes along 3rd Avenue

What Does A More Walkable, Bikeable Old Town Look Like? Find Out Next Month.

Old Town will test a huge plaza for pedestrians and cyclists, for a single weekend in October

What Old Town Portland looks like, redesigned for pedestrians and cyclists

Rave reviews roll in for temporary 'Better Block' on 3rd Ave

Proposed plaza outside Voodoo Doughnut could be permanent by year's end

Posted by [Michael Andersen \(Contributor\)](#) on March 17th, 2015 at 4:26 pm



Removable bollards would pedestrianize the road bed on 3rd Avenue outside Voodoo Doughnut. (Image: Ankeny Alley Association grant application)

News Release: Portland celebrates its newest public space - Ankeny Plaza

“Ankeny Plaza creates a welcoming public space at a key destination for tourists and locals alike. The idea first came to PBOT’s attention when Better Block PDX and businesses in Old Town Chinatown held a three-day, public space demonstration project in October 2014. The event’s success led to further collaboration between PBOT and the local neighborhood and business associations.”

-Portland Bureau of Transportation

Photos





Source:
Yelena Prusakova & Fat Pencil Studios

Project Milestones

1974 Highway 99W removed to create "Portland's front yard"

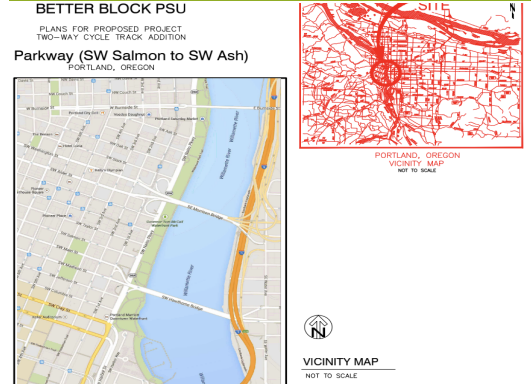
2014 Naito St. becomes over-crowded during festival season



2012 Mayor Hales campaigns for protected bike lanes on Naito St.



2015 PSU students design "Better Naito" Pilot Project



2015 Better Block volunteers implement project during Rose and Brewers Festival



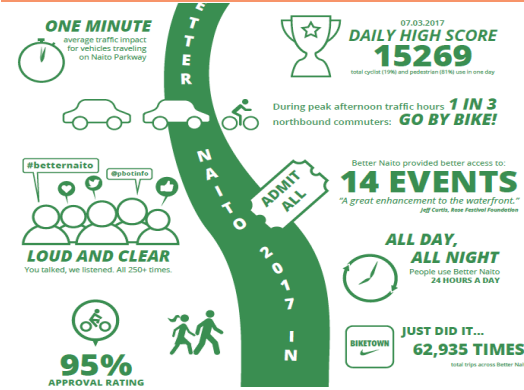
2016 Better Block with the City of Portland's support implement Better Naito throughout festival season



2017 City Council approves \$350,000 for City to fund and implement Better Naito seasonally for 5 years



2017 PBOT collects traffic data on Better Naito project and marks it as another successful year!



2018 Biking advocates City Trust, Bike Loud PDX, and Better Block PDX win support for permanent Better Naito in PBOT's City in Motion Campaign

