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

2018 | PSU Student Projects

Better Old Town

Living Cully Plaza Project

Design Report

Better Madison Bus Lane Project

Connect the Park Blocks

Parking Day

Popcorn Plaza

Better Naito

Better Broadway

Better Old Town

PSU Student Projects

Willamette Corridor Safety Project

ANKENY BLOCKS

N Willamette

Active Transportation and Activity Analysis

St. Johns Bridge

BICYCLE AND PEDESTRIAN PLAN

SW Corridor Max:
Barbur and 19th Station Integration

grando

grand

mlk

Connecting Gateway Proposed Projects
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.

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!

Community Members Comments

- Safety
- Public Space
- Street Furniture
- People
- Socializing
- Fun!
- Less Traffic
- Community
- Union Way
- No Change
- New Businesses

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 by J. Maus/BikePortland
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.

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’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

<table>
<thead>
<tr>
<th>AVE. NUMBER OF BIKES DAILY</th>
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<tbody>
<tr>
<td>CLINTON &amp; 26TH</td>
</tr>
<tr>
<td>OTHER GREENWAYS</td>
</tr>
<tr>
<td>STREET w/o BIKELANE</td>
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<table>
<thead>
<tr>
<th>VEHICLE TRAFFIC ON CLINTON ST.</th>
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<tbody>
<tr>
<td>2008</td>
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<tr>
<td>2015</td>
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<tr>
<td>GOAL</td>
</tr>
</tbody>
</table>

Source: Yelena Prusakova
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.
Project Design

Design Elements

Resdesigned Turn Lane

Seating Areas

Landscaping

Street Furniture
The Investment

Business Supporters

- PEDAL PT
- off the waffle
- Tastablay
- CLINTON STREET THEATER
- DOT’S CAFE
- Piccolina
- Business Supporters

Volunteers

- 25

Business Supporters

- 11

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
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
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.

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

Resdesigned 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

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


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

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
Project Milestones

1974
Highway 99W removed to create “Portland’s front yard”

2014
Naito St. becomes overcrowded 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