

LIVABLE STREETS STRATEGY | 2016-2017

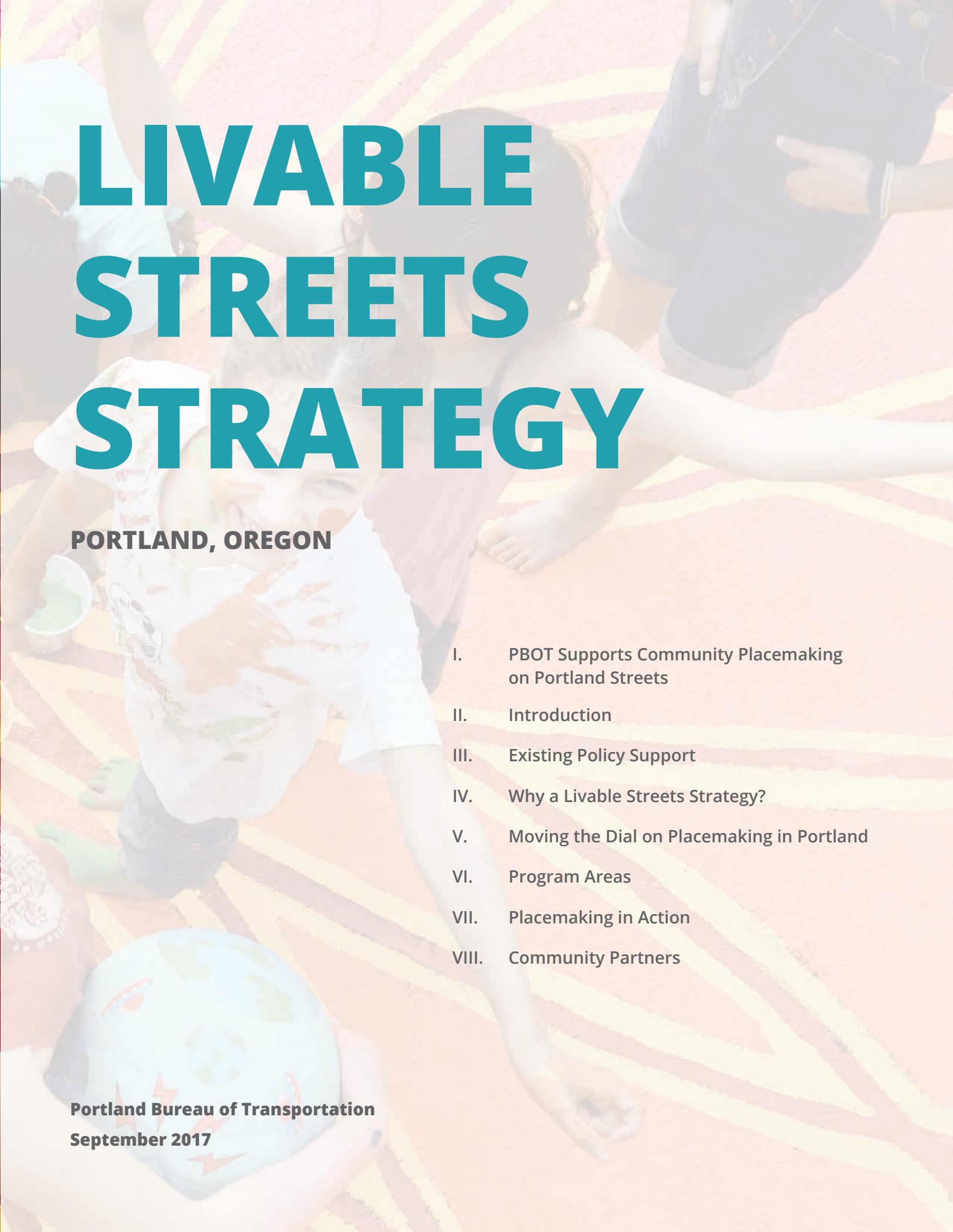




PBOT

PORTLAND BUREAU OF TRANSPORTATION
Commissioner: DAN SALTZMAN | Director: LEAH TREAT

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A group of children are painting a globe on a sidewalk. The sidewalk is marked with yellow and orange stripes. One child is holding a paintbrush and painting the globe. Another child is holding a bowl of green paint. The globe is painted with green continents and blue oceans. The children are wearing casual clothing, including t-shirts and shorts. The background is a soft, out-of-focus image of the children and their activity.

LIVABLE STREETS STRATEGY

PORTLAND, OREGON

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**Portland Bureau of Transportation
September 2017**

2014 Street Seat Design

Competition Finalist



'Dialogue' Street Seat currently Location at NE 31st & NW Alberta. Photo by Scott Edwards Architecture.



PBOT Supports Community Placemaking on Portland Streets

PBOT prioritizes people by encouraging the use of the right-of-way for community gathering spaces, placemaking and programming.

PORTLAND IN THE STREETS GOALS

The Stakeholder Advisory Committee developed the following goals that will guide PBOT's work to encourage community placemaking:

1 REDUCE BARRIERS FOR COMMUNITY-LED PLACEMAKING PROJECTS:

- Policy and decision-making tools exist and support staff decisions.
- Applicants have online resources, and staff support in project development and through the application process.
- PBOT's project application is simple and affordable.
- Requirements are reasonable and reflect project's level of complexity.
- The timeline and process is clear and predictable.

2 ENSURE CITYWIDE ACCESS TO PROGRAMS AND EQUITABLE GEOGRAPHIC DISTRIBUTION OF PLACEMAKING PROJECTS:

- Community groups have adequate tools and resources to participate.
- Diverse groups know about opportunities and can participate equally.
- Engagement is meaningful, and outreach increases the reach of placemaking permits.
- Information is accessible and understandable for all community members.



SE Insley Street Block Party.
Photo by Kristin Clark.

3 ENCOURAGE PLACEMAKING PROJECTS THAT REFLECT COMMUNITY NEEDS AND CHARACTER:

- Projects support local businesses and neighbors.
- Completed projects are active and attractive spaces that enhance the neighborhood.
- Communities have ownership over the project from idea to implementation.
- There are opportunities for community input and participation in design, implementation and ongoing maintenance.

4 ENCOURAGE EXPERIMENTATION AND INNOVATION:

- Support innovation and pilot projects through a culture of testing, evaluation and reporting.
- Monitor and report on placemaking projects, program processes and their ability to meet program goals.
- Support a culture of experimentation and a tolerance for risk in pilot projects.



N Concord Ave. and N Overlook

Bld. Street Painting, 2013



Introduction

Introduction

PLACEMAKING

The Livable Streets Strategy project is meant to inform and help develop a more formalized Portland in the Streets Program, that will oversee the implementation of all placemaking and community use projects in the public right-of-way.

The City of Portland's 2035 Comprehensive Plan calls for designing, managing and repurposing Portland's streets to create opportunities for a variety of community uses. The Portland Bureau of Transportation (PBOT) responded to this call by developing the Livable Streets Strategy to provide greater opportunities for placemaking and community uses of the public right-of-way.

The Livable Streets Strategy supports innovation by opening Portland's streets, parking spaces, plazas and alleys to a range of events, programming and physical structures that reinforce the idea that public streets are public spaces, for people of all ages and abilities to enjoy.

Portland residents and businesses have a long history of initiating projects that use the right-of-way in new and creative ways. PBOT has been flexible in accommodating these projects using variations of existing permits, however this work has highlighted the need for clear Bureau policy on using streets for community placemaking, simpler internal processes, and proactive efforts to make these projects easier for community members.



Creating community play space on NE Emerson Street. Photo by Chris Anderson.

What is the difference between the Livable Streets Strategy and the Portland in the Streets Program?

This Livable Streets Strategy is the discrete project focused on the changes to Bureau policy, management tools and processes. The Livable Streets Strategy process was guided by a Stakeholder Advisory Committee charged with making recommendations to the PBOT project team.

The Strategy project is meant to inform and develop a more formalized Portland in the Streets Program that will oversee the implementation of all placemaking and community use projects in the public right-of-way. Therefore, throughout this Strategy document there will be references to the Portland in the Streets Program and projects.

This Livable Streets Strategy formalizes the authorizing policies and organizes internal and public-facing processes to smooth the permitting and implementation of placemaking projects. It enables PBOT staff to work directly with applicants and community partners to activate the right-of-way and it encourages people to enjoy and embrace public spaces that reflect their neighborhood.

A mix of inspiration and aspiration fueled the Livable Streets Strategy. Community partners on the Stakeholder Advisory Committee (SAC) sought a flexible program that encourages experimentation and focuses on innovation. Through policy and management tools, they ensured that this initiative is flexible, approachable and equitable.

IN DEVELOPING THIS STRATEGY, THREE PRIMARY QUESTIONS WERE CONSIDERED:

1. How can the Bureau make it easier for community members to initiate projects on their streets, particularly in communities historically underrepresented or underserved by PBOT programming?
2. How does the Bureau ensure projects are safe, successful and supported by the larger community?
3. What internal Bureau policies and processes are needed to facilitate future placemaking projects?

THIS STRATEGY:

- Formalizes supportive Bureau policy on placemaking in the right-of-way;
- Establishes the goals, related objectives and actions for placemaking;
- Creates new, streamlined processes and tools to allow staff to approve projects; and
- Introduces a PBOT work plan with future actions recommended to achieve Portland in the Streets Program goals.

What is Placemaking?

COMMUNITY DRIVEN

Placemaking is community driven. It is the rethinking of public space to promote community activities and social connections in ways that reflect the character and needs of our diverse population and diverse locations.

Community placemaking projects range from events that gather neighbors for one afternoon to the creation of a public plaza that becomes a permanent feature in the City.

COMMUNITY PLACEMAKING:

- **Develops space for community gathering** by encouraging people to engage with one another in a public space.
- **Promotes healthy and active lifestyles** by supporting active modes of transportation, such as walking, biking and taking transit.
- **Builds community identity** by providing a process and space for community members to express a shared vision.
- **Re-imagines the potential for city streets** by providing an opportunity for people to re-imagine their streets for other uses beyond vehicular traffic.
- **Activates underutilized space** by bringing activity and programming to spaces in the right-of-way.
- **Generates local business activity** by including opportunities for local vendors to participate or encouraging people to visit nearby businesses.

North Portland Sunday Parkways
Putt Putt course, 2017. Photo by Greg
Raisman.

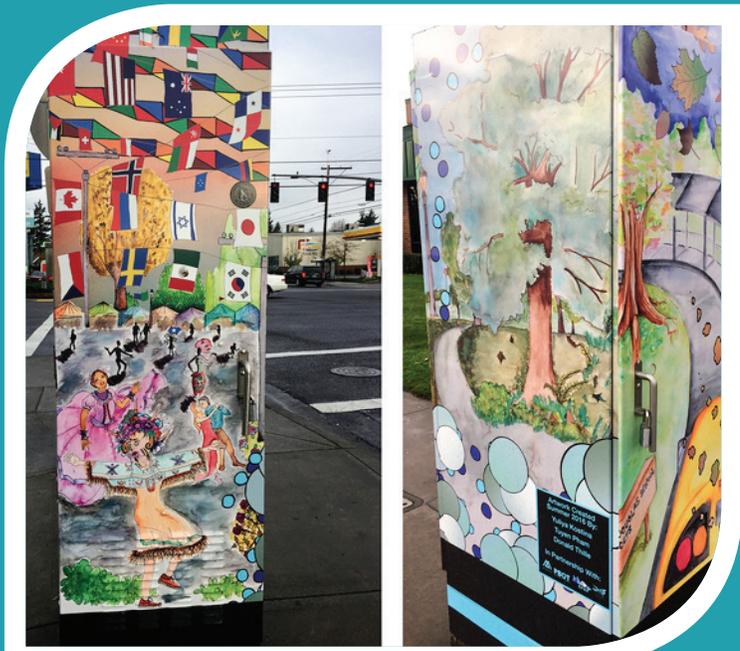




PROJECT HIGHLIGHT:

Public Art in the Right-of-Way

Public art is used as a tool to create a sense of identity in a community. The Division Midway's Art on the Box project was an innovative project where a mural, created by three David Douglas students, was transferred to a utility box at 122nd and Division. This project was a partnership with Division Midway Alliance, the Morpheus Youth Project, PBOT and the Regional Arts & Culture Council (RACC). Among other programs and services, RACC manages a nationally-acclaimed public art program, which integrates art in public spaces and in the public right-of-way. For these art projects, RACC oversees and approves the initial proposal, and then works with PBOT and traffic engineers on final approval and permitting for the installation.



Utility box art project, SE 122nd Ave. and SE Division St.
Photo by Portland Bureau of Transportation.



SW 3rd Avenue Pedestrian Plaza

Demonstration Project,

Old Town Chinatown, 2014.



Existing Policy Support

Existing Policy Support

PORTLAND'S POLICY GOALS

There is considerable policy support for community placemaking activities in the City's existing planning and policy documents. The goals and policies outlined in these plans will provide critical implementation direction to make Portland in the Streets projects come to life.



SE Portland Sunday Parkways, 2014.
Photo by Greg Raisman.



Comprehensive Plan

The 2035 Comprehensive Plan sets the framework for the physical development of the city and will help implement the Portland Plan. The 2035 Plan calls for designing a city for people that encourages community uses and public functions in the right-of-way. Relevant goals and policies that support the Livable Streets Strategy include:

PUBLIC RIGHTS-OF-WAY

- Public rights-of-way enhance the public realm and provide a multi-purpose, connected, safe and healthy physical space for movement and travel, public and private utilities, and other appropriate public functions and uses. (Goal 8.D)

COMMUNITY USES

- Allow community use of rights-of-way for purposes such as public gathering space, events, food production or temporary festivals, as long as the community uses are integrated in ways that balance and minimize conflict with the designated through movement and access roles of rights-of-ways. (Policy 8.44)

COMMERCIAL USES

- Accommodate allowable commercial uses of the rights-of-way for the purpose of enhancing commercial vitality, if the commercial uses can be integrated in ways that balance and minimize conflict with the other functions of the right-of-way. Restrict the size of signage in the right-of-way. (Policy 8.46)

FLEXIBLE DESIGN

- Allow flexibility in right-of-way design and development standards to appropriately reflect the pattern area and other relevant physical, community and environmental contexts and local needs. (Policy 8.47)

STREET FOR TRANSPORTATION AND PUBLIC SPACES

- Integrate both placemaking and transportation functions when designing and managing streets by encouraging design, development and operation of streets to enhance opportunities for them to serve as places for community interaction, environmental function, open space, tree canopy, recreation and other community purposes. (Policy 9.14)

REPURPOSING STREET SPACE

- Encourage repurposing street segments that are not critical for transportation connectivity to other community purposes. (Policy 9.15)

DESIGN WITH NATURE

- Promote street and trail alignments and designs that respond to topography and natural features, when feasible, and protect streams, wildlife habitat and native trees. (Policy 9.16)

Portland
Plan



Portland Plan

The Healthy Connected City strategy of the Portland Plan aims to create safe and complete neighborhood centers.

- Integrate parks, plazas or other gathering places into neighborhood centers to provide places for community activity and social connections. (Policy H-19)
- Design civic spaces to include public art and to highlight the culture of neighborhoods and diverse communities. (Policy H-12)

Central
City
Plan



Central City Plan

The Central City 2035 Proposed Draft Plan calls on the City to leverage the right-of-way for the creation of great public spaces.

STREET DIVERSITY

- Differentiate the character of key streets to offer a diversity of urban experiences and connections, reflect the character of unique districts and expand open space and recreation functions in the right-of-way where possible. (Transportation Policy 3.6)

STREETSCAPE

- Improve the street environment and pedestrian experience by providing urban greenery and community uses of the right-of-way and by integrating high-density uses. (Transportation Policy 3.7)

PUBLIC REALM

- Enhance the character and function of the public realm through design standards, guidelines, amenities and land uses that activate the pedestrian environment and encourage community gathering. (Urban Design Policy 5.8)



LIVABLE STREETS STRATEGY IN ACTION:

PBOT Community Grant

In addition to policy changes, PBOT has made a significant step in addressing community-identified barriers by offering financial support to community-driven projects. In 2017, a total of \$100,000 was made available to community-based organizations in the City of Portland to support community placemaking, urban trails and community safety projects.



Portland Parking Day, 2017.

Transportation System Plan

The Transportation System Plan (TSP) represents the long-range plan guiding transportation investments in the city. Stage Two of the TSP Update outlines a few placemaking objectives:

CIVIC MAIN STREETS AND NEIGHBORHOOD MAIN STREETS

- The curb zone along Civic Main Streets should emphasize access and placemaking functions (such as parking, loading, transit stops, street trees, curb extensions and street seats) to support adjacent land use and improve the pedestrian realm. (Objective 9.9a and 9.9b)

ENHANCED GREENWAY CORRIDORS

- Enhanced Greenway Corridors are designed to provide a network of scenic low-stress connections that prioritize walking and/or bicycling and often include natural features as well as innovative urban design and placemaking elements. (Objective 9.9i)

STREET DESIGN AND RIGHT-OF-WAY

- Encourages the beautification of the city by incorporating appropriate streetscape elements along regionally designated streets and along other city-designated arterials, in conjunction with the Urban Forestry Program. (Objective 8.1k)
- Consider the desired character of the area, including neighborhood livability, in the design and development of transportation projects. (Objective 8.10)

TRANSPORTATION STRATEGY FOR PEOPLE MOVEMENT

- Implement a prioritization of modes for people movement by making transportation system decisions according to the following ordered list, as seen in figure 1 below. (Policy 9.6)

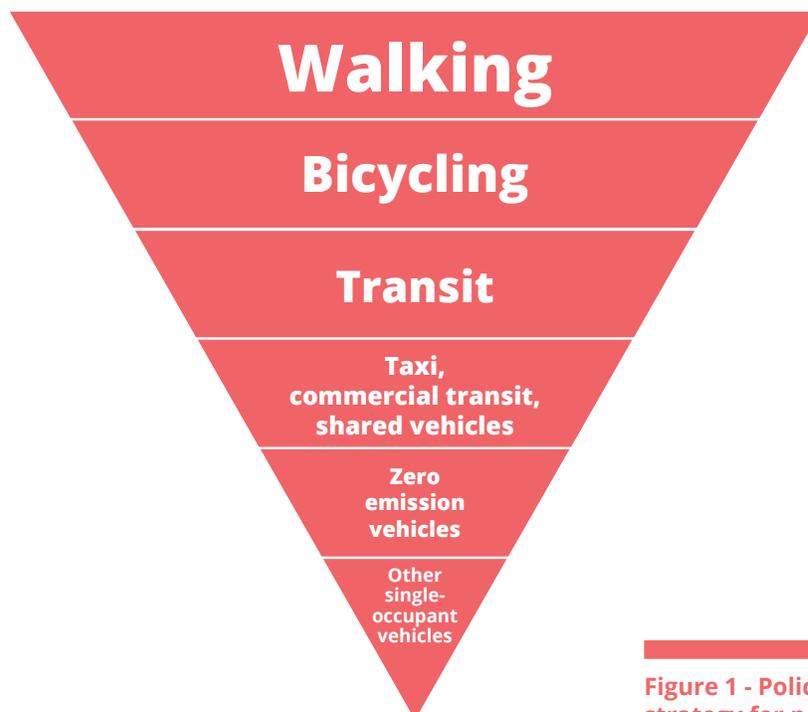


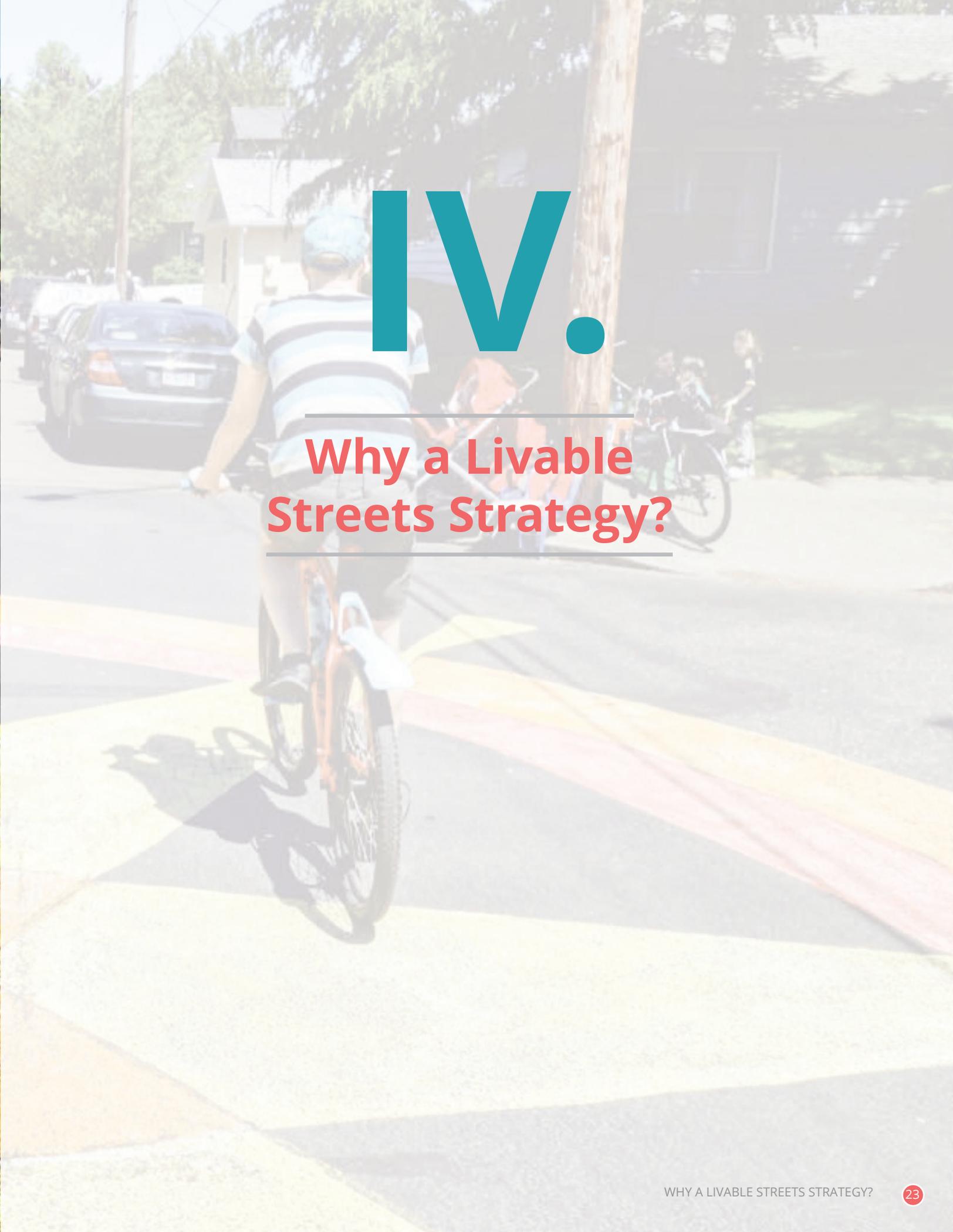
Figure 1 - Policy 9.6 Transportation strategy for people movement.



SE Portland Sunday

Parkways, 2017

Photo by Greg Raisman

A person wearing a striped shirt and a cap is riding a bicycle away from the camera on a street. The street has a colorful crosswalk with yellow, orange, and red stripes. In the background, there are trees, a car, and other people, including a person pushing a stroller and another person on a bicycle. The scene is bright and sunny.

IV.

Why a Livable Streets Strategy?

Why a Livable Streets Strategy?

OPPORTUNITIES

PBOT supports placemaking in the right-of-way and has usually found a way to approve most community project ideas. However, “getting to yes” hasn’t been simple or straightforward.

The Livable Streets Strategy work has identified a number of barriers for both community members and PBOT staff, including, the absence of formal permit processes for some project types; inconsistencies in the permit requirements and review procedures; the lack of clear information for the public; and inconsistent outreach and engagement to encourage applications.

GEOGRAPHIC EQUITY:

The map of past permits (shown in figure 2) issued in 2016 demonstrates where projects are taking place, and where they are not.

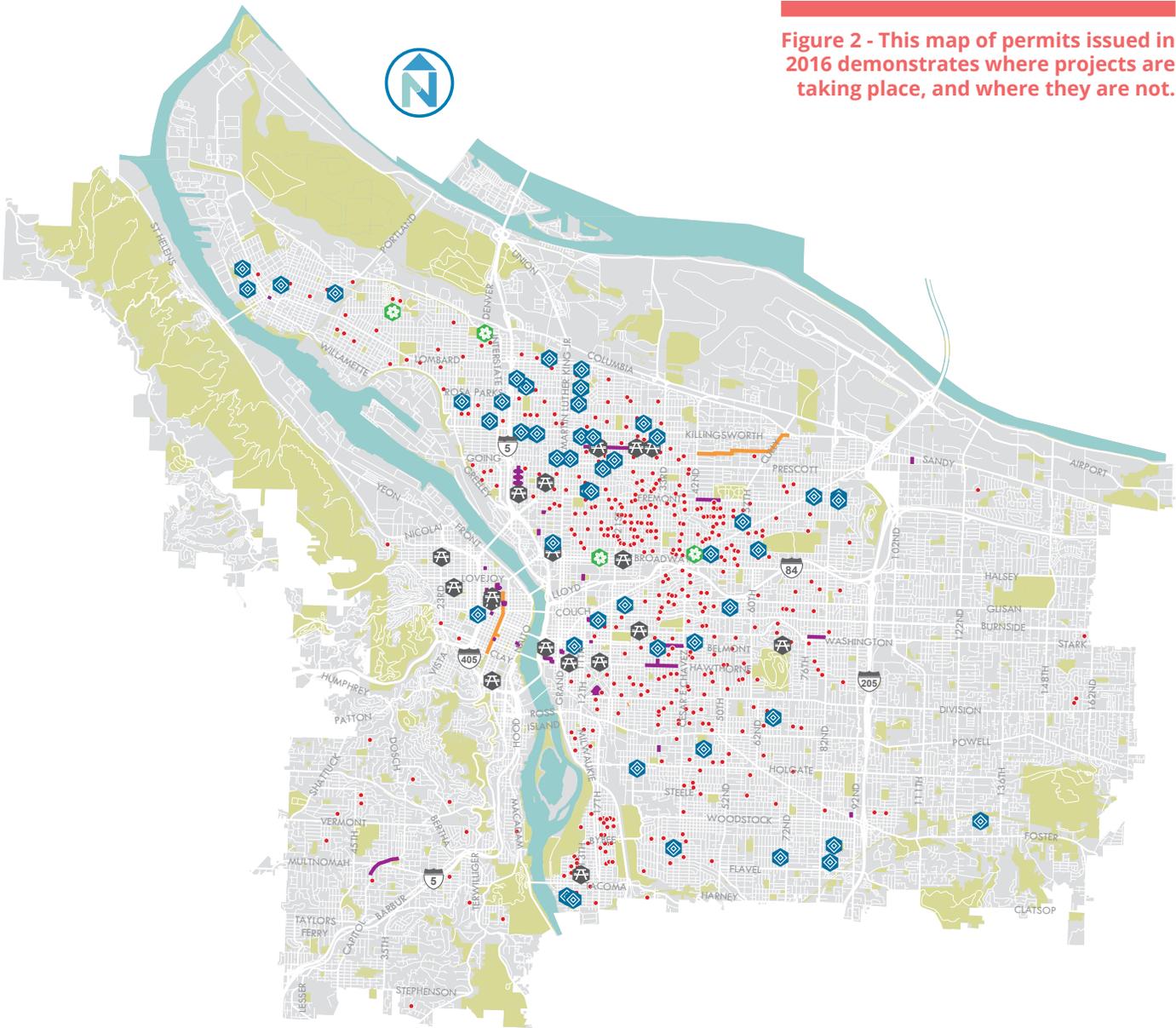
This visually highlights geographic areas of Portland, where PBOT will focus on proactive outreach and partnerships with community organizations to identify potential projects and eliminate barriers to project permitting.

NEED FOR CHANGE WITHIN PBOT:

PBOT has a history of supporting placemaking projects despite lack of policy and processes. Internal discussions have identified a need for the following:

- Policy support to ensure authority of Livable Streets permits.
- Formal Bureau direction to support the prioritization of placemaking in the right-of-way.
- Clarity on roles and responsibilities for PBOT work groups and other city agencies with a reduced reliance on individual staff expertise and experience.
- Strategies for early coordination amongst City bureaus and stakeholders.

Figure 2 - This map of permits issued in 2016 demonstrates where projects are taking place, and where they are not.



PORTLAND LIVABLE STREETS PROJECTS

-  Farmers Market
-  Street Seat
-  Intersection Painting
-  Block Party
-  Street Fair
-  Community Led Open Street Event

0 1 2 Miles
 Data Source: PBOT, Metro RLIS

BARRIERS FOR APPLICANTS:

Real and perceived placemaking project barriers were identified through work sessions, interviews, and a community survey. The input identified the need to enhance community engagement, to provide technical assistance and to simplify requirements, such as collecting signatures and procuring barricades.

Respondents also offered their suggestions to make the application process easier, including:

- A one-stop shop for all necessary permits
- Electronic Neighborhood Association notification
- Online application and electronic submittal
- Less time to issue permits
- Low/ no cost street barricades
- Assistance with notification and gathering signatures



PROJECT HIGHLIGHT: Street Painting

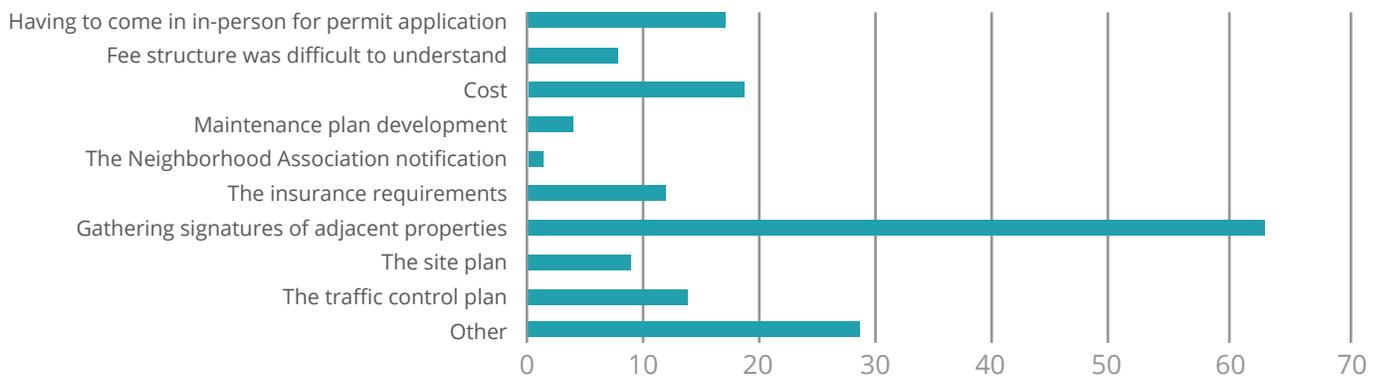
The City Repair Project facilitates placemaking while aiming to educate and inspire communities to creatively transform the places where they live. One of the types of projects supported by City Repair is Street Paintings, where community members come together to design and paint local streets that show neighborhood character.



NE Emerson & NE 70th Ave. street painting.
Photo by Greg Raisman.

Figure 3 - Past permit applicants were asked about their application process.

What is the most difficult part of the application process?



A WINDING ROAD TO YES:

Project mapping sessions with past applicants revealed opportunities for processes, communication and coordination improvements; both internally and externally to the Bureau. The workshops demonstrated how committed PBOT and partner Bureau staff are to working with community members to develop an approvable project, despite constrained timelines, a lack of clear policy support and limited decision support guidance.

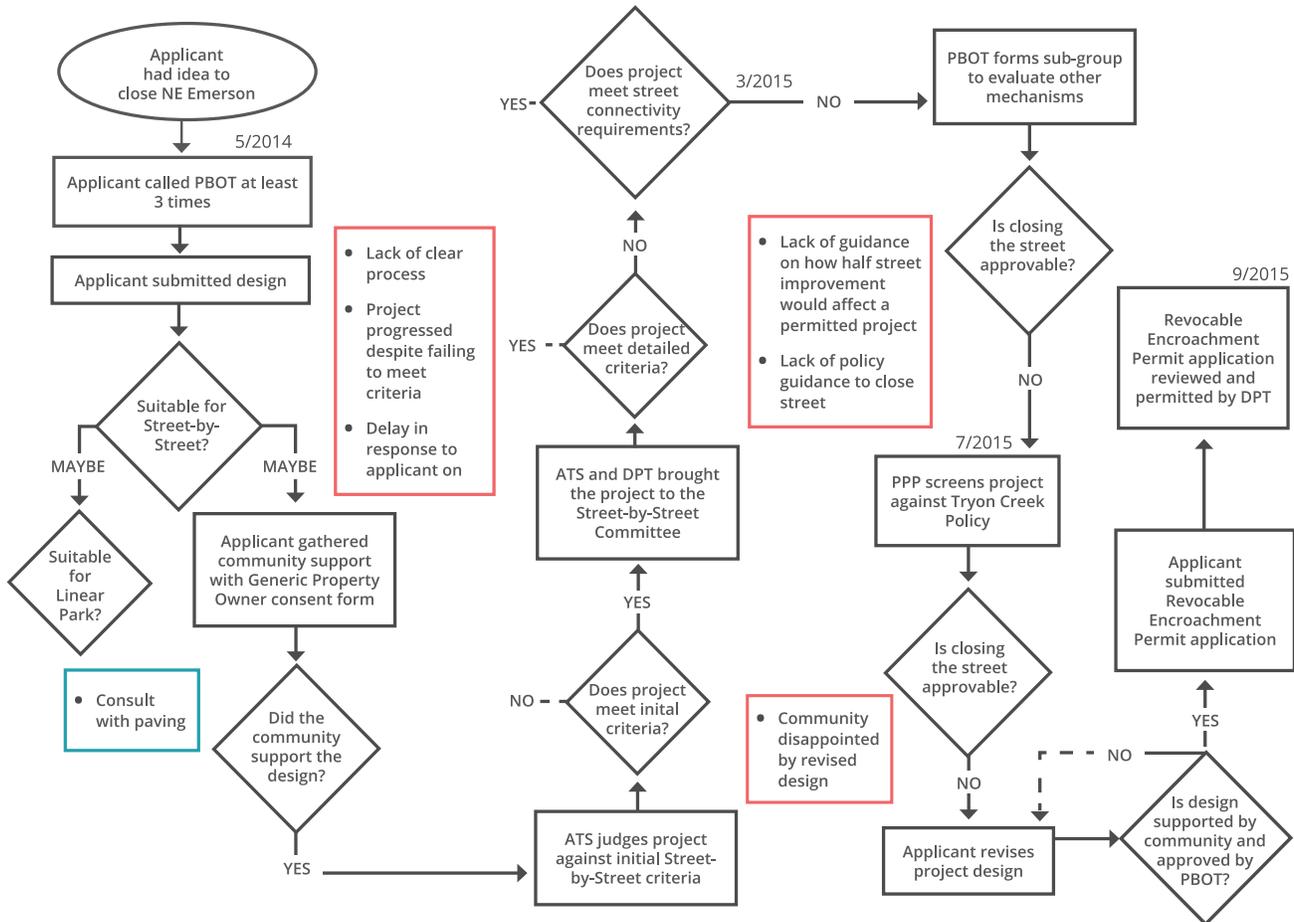


Figure 4 - Current process example from Secret Lives of Permit Work Session: Community Uses in Unimproved ROW.

SW 3rd Avenue Pedestrian Plaza

Demonstration Project,

Old Town Chinatown, 2014



V.

Moving the Dial on Placemaking in Portland

Moving the Dial on Placemaking in Portland

KEY RECOMMENDATIONS

The Livable Streets Strategy recommends three immediate PBOT changes to set the foundation for the Portland in the Streets Program:

1. Focus on putting the applicant first;
2. Establish a Bureau policy that prioritizes people; and
3. Simplify the permitting process.



Nikki Brown Clown Block Party, King Neighborhood, 2017. Photo by Nico Lim.

1 Putting the applicant first

A key element in the PBOT's effort to encourage placemaking is to identify meaningful ways to support applicants from start to finish, with a focus on individuals and groups that do not have experience with PBOT's application and traffic safety requirements.

From project scoping to traffic control plan submittal, PBOT is committing to provide greater hands-on assistance to applicants throughout the permit application and permitting process, including:

PROACTIVE OUTREACH:

- Conducting targeted outreach and partnership opportunities to encourage the participation of all Portlanders, particularly in communities historically underrepresented or underserved by PBOT programming.

COMMUNITY TOOLKIT:

- Launching an online, simple proposal form to initiate a project, offering a single point of entry for all types of project ideas. This will allow applicants with varying levels of experience with PBOT's permitting processes to initiate their placemaking idea.

- Providing step-by-step implementation guides that include the specific project requirements and applicant checklists to ensure project success from idea to implementation.
- Providing an online community toolkit that goes beyond the permit process and provides applicant resources on potential funding sources and inspiration, using case studies from previously approved community placemaking projects.

TECHNICAL ASSISTANCE:

- Assigning a single project liaison to each application to simplify communications and serve as a single point of contact.
- Providing technical assistance in project scoping through permit approval that assists with application requirements such as developing the traffic control plan, identifying financial assistance opportunities, or identifying additional applicant resources.
- Liaising with other bureaus to assist with navigating the requirements of additional permits (noise, alcohol, fire, etc.) that are typically required for placemaking projects.

2 Bureau policy that prioritizes people

While there is considerable citywide policy support for Portland in the Streets activities, PBOT lacked clear and direct bureau level direction to support project level decisions. This Livable

Streets Strategy, confirms PBOT's position that placemaking is an appropriate and prioritized use of the public right-of-way.

NEW BUREAU POLICY STATEMENT:
PBOT prioritizes people by encouraging the use of the right-of-way for community gathering spaces, placemaking and programming.

3 Simplifying the permitting process

The bulk of the Livable Streets Strategy development work focused on evaluating challenges PBOT must work through when reviewing community project ideas, specifically in light of the complex layers of users and rules that govern the public right-of-way.

This work will result in project scoping and approval process recommendations that will provide consistency and clarity for PBOT staff. A simplified program framework (see figure 5) will support Portland in the Streets community placemaking projects, even if they fall outside of a standard project type.

STREAMLINE:

- Application requirements reflect the complexity of the project. For example, minimum community notification and support requirements for low-risk projects such as block parties.
- Project complexity evaluation tool to determine when project elements may warrant higher-level review.

INTERNAL COORDINATION:

- Mapping at project initiation phase using geographic information system (GIS) data shared with utility and street permit jobs.
- Establishing a Portland in the Streets Review Committee to provide consistent and transparent approval advice for complex projects.
- Identifying clear staff roles, responsibilities and points of contact.

CONSISTENCY ACROSS PROJECTS:

- Application submittals, community notification and support requirements, permit documents, mapping, inspections, and project reporting are being standardized.
- Decision support tools will be applied to all placemaking ideas.



Better Naito sign installation, 2017
Photo by Sarah Petersen.



PROJECT HIGHLIGHT:

Open Streets Community Events

Oregon Walks, a nonprofit dedicated to advocating for safe and convenient walking conditions, began hosting community events, known as Oregon Walkways in Summer, 2016.

For their first event, Cully Camina, Oregon Walks applied to PBOT for a street permit that would open the streets to people for walking, rolling or strolling; encourage people to explore the Cully neighborhood; and use the streets for play. The 1.5-mile route ran along Living Cully Plaza, 42nd Ave Plaza, and K'unamokwst Park. Over 1,000 people attended the event, which included 42 volunteers, 50 vendors, six activities, two music acts, one dance group, and one fashion show.



Cully Camina street activities.
Photo by Sierra Stringfield.

PORTLAND IN THE STREETS PROGRAM FRAMEWORK

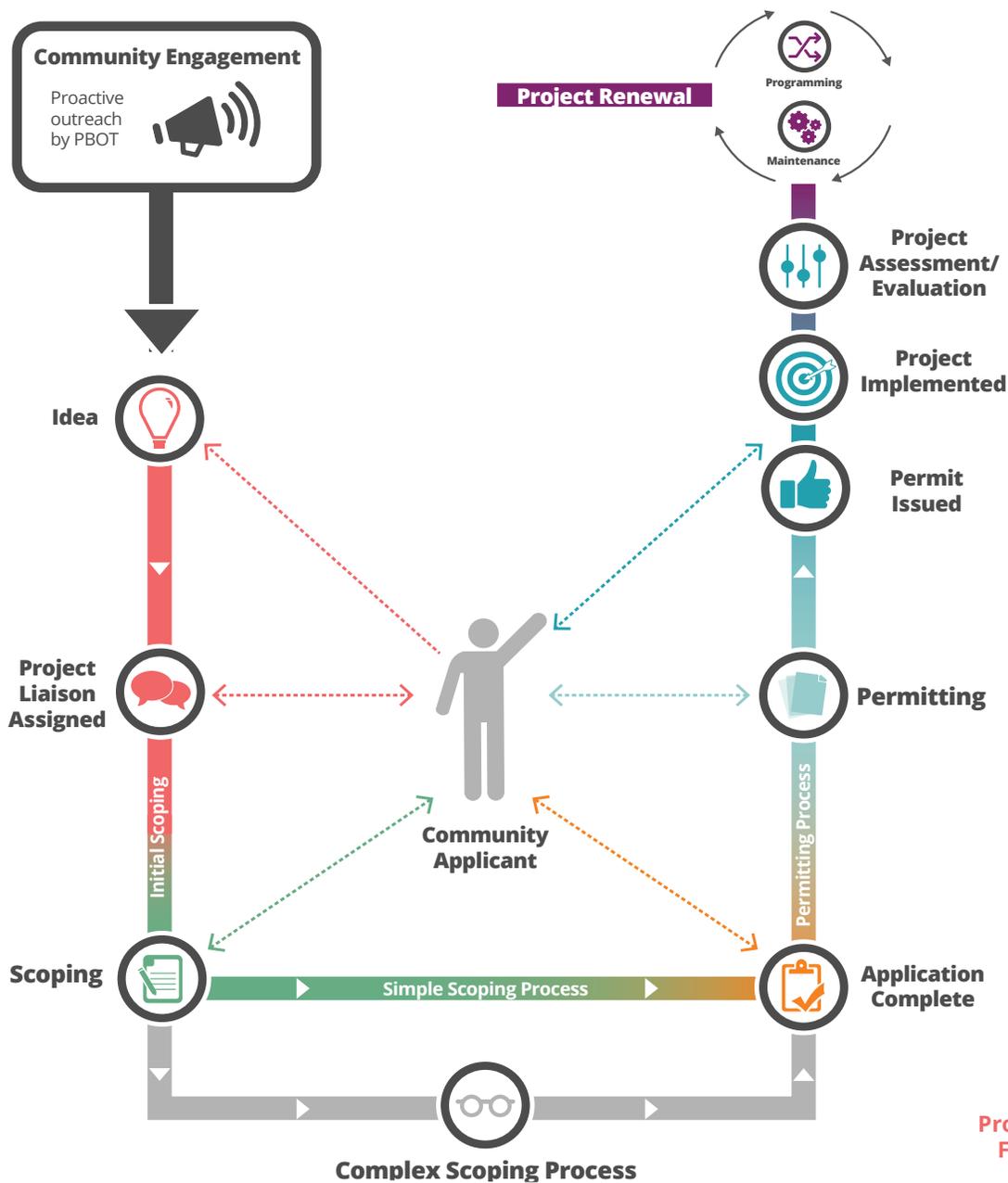
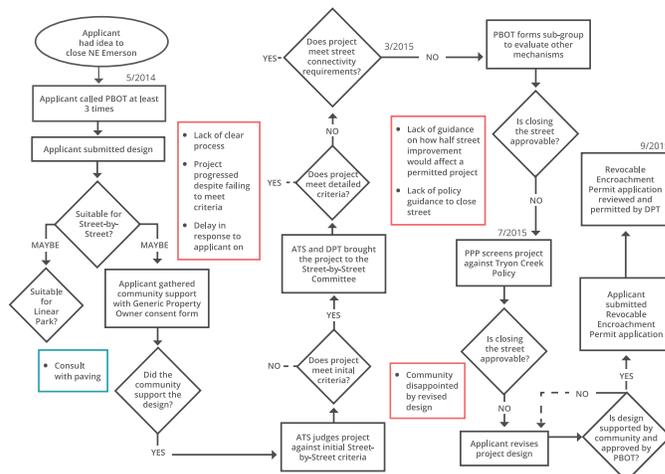


Figure 5 - Program Area Framework.

Figure 4 - Previous process example from Secret Lives of Permit Work Session: Community Uses in Unimproved ROW. See page 27 for larger graphic.





COMMUNITY ENGAGEMENT

PBOT staff will partner with community organizations and business associations to encourage citywide access and equitable geographic distribution of community placemaking projects.



IDEA:

Potential applicants submit a general project idea form online:

- Who, What, Where, Duration, Community Enthusiasm

Early mapping facilitates internal and external coordination and assists in understanding community interests and geographic inequities.



SCOPING:

A Project Liaison can assist applicants as they further develop a project idea to meet city requirements. This could include technical assistance for the applicant on elements such as:

- Application
- Traffic control plan
- Grant funding or other financial resources
- Design criteria
- Community support and notification
- Coordination with other bureaus and agencies for additional permits
- Maintenance, operations and programming requirements

As part of the implementation guidelines, PBOT will develop a comprehensive checklist for the applicant.



COMPLEX SCOPING PROCESS:

Some projects may need extra time and assistance during scoping. For these more complex projects, some of the following support may be included:

- A site visit
- Review and input from the Portland in the Streets Committee
- More detailed maintenance, operation and programming agreements
- A data collection plan for the project



PERMITTING:

All projects will follow a similar permitting process, ensuring consistency across project types. Standard permitting documentation and processes typically include:

- Liability insurance recording
- County recording
- Mapping
- Permit fee billing
- Inspections



PROJECT IMPLEMENTATION:

Project implementation is the fun part – where a community applicant (and their partners) will bring their idea to life. Depending on the project type and complexity, there may be a PBOT inspection of the set-up/ installation and subsequent site visits throughout the project.



PROJECT ASSESSMENT AND EVALUATION:

Pre- and post-project data collection and summary reports will be required for certain types of projects. These will range from a simple, fillable report template for the community applicant, to more detailed data collection for complex demonstration or permanent pedestrian plaza projects.



PROGRAMMING AND MAINTENANCE:

More permanent or longer duration projects like pedestrian plazas, street seats, demonstration projects, or community use projects will require ongoing maintenance, operations and programming agreements. A PBOT project liaison will work with the applicant to ensure these ongoing needs are addressed early in the project planning.



PROJECT RENEWAL:

Depending on the project type, there may be a permit renewal process or the applicant will be required to submit a new application every year. Typically, renewal processes are put in place for more permanent project types like pedestrian plazas or community use projects. Note, since the more permanent placemaking project installations are authorized with a revocable encroachment permit, these installations may be required to be removed or moved to accommodate access for future development.

NE 70th Ave. & Emerson St.

Street Painting



Photo by Greg Raisman

VII.

Program Areas



Program Areas

ACTIVATING PORTLAND STREETS

There are endless creative ideas about what kinds of community placemaking projects should be encouraged and fostered in Portland's rights-of-way.

One component of the Livable Streets Strategy work is the development and trialing of six detailed permitting and implementation guidelines to support PBOT staff and applicants in three continuing and three new program areas.

PBOT staff anticipate including additional guidelines for other program areas as resources become available. Further, it is a goal of the Portland in the Streets program that the general review framework is sufficiently flexible to accommodate both known and future innovative community use projects, while being prescriptive enough that the application and approval processes are consistent and straightforward.

The Livable Streets Strategy work focused on projects in six program areas. The following pages offer a flavor of the placemaking projects that are possible.

PEDESTRIAN PLAZAS

Pedestrian Plazas create open space out of underutilized streets, alleys, or other roadways for the public to use and activate typically with tables, chairs and regular programmed activities or events.

Key elements for successful projects:

- One-day plaza events to demonstrate community support and test-run the location prior to interim plaza installation.
- Project liaison assistance in developing a plaza programming plan that features ongoing public events and activities.
- Standardized project evaluation based on pedestrian and traffic counts, and targeted business and user surveys that relate back to project goals.
- Materials and site furnishings that promote quality design and a sense of place.



SE Belmont Street Fair.
Photo by Venture Portland.



Better Naito Demonstration Project, 2014.
Photo by Greg Raisman.

DEMONSTRATION PROJECTS

Demonstration projects test new street or intersection designs, collect data, and use the experience to inform future design decisions.

A key component of demonstration projects is experimentation with new facility and project designs as well as data collection and monitoring to inform future design decisions. Demonstration projects can range from short to long duration, and are a cost-effective way to test community and PBOT supported projects.

Key elements for successful projects:

- Provide technical assistance, such as traffic control plan development, to community organizations unfamiliar with PBOT's technical requirements.
- Community notification and support requirements that relate to the complexity and size of the project.
- A lending library of pre-approved temporary and low cost materials appropriate for demonstration projects.
- Implementation resources, that include single PBOT liaison, volunteer training suggestions, and clear process for project inspection, evaluation, and monitoring.
- Standardized data collection and evaluation metrics.

STREET PAINTINGS

Street paintings are giant works of art, designed and painted on local streets by the community to share neighborhood character.

Key elements for successful projects:

- Pilots of artistic crosswalks, sidewalks, and paintings in underutilized rights-of-way that expand the program reach.
- Clear project application and implementation guides.
- Clearly identified roles of applicant, PBOT, and partner organizations, such as City Repair.

Overlook Neighborhood street painting, N Concord Ave. and N Overlook Blvd, 2012. Photo by Greg Raisman.



COMMUNITY EVENTS

Community events are larger scale events that allow people from the entire neighborhood or region to close Portland streets in ways that support the community.

Key elements for successful projects:

- Technical assistance that helps applicants understand and comply with requirements from partner agencies such as Fire, OLCC, and Police.
- An online application and staff review system that documents complex traffic control requirements from various agencies.
- Provide technical assistance, such as traffic control plan development, to community organizations unfamiliar with PBOT's technical requirements.
- Store barricades at local community centers and provide them free of charge.

SE Belmont Street Fair. Photo by Greg Raisman



BLOCK PARTIES

Block parties are small scale parties held on residential streets that strengthen neighbors' connections.

Key elements for successful projects:

- Simple application requirements that eliminate the need to gather signatures to demonstrate neighbor notification.
- An online application and payment system.
- Eliminate permit fee for communities with demonstrated low participation in program.
- Store barricades at local community centers and provide them free of charge.

Neighborhood Block Party. Photo by Nico Lim.



COMMUNITY USES IN THE ROW

Community uses in the right-of-way turn gravel, dirt and underdeveloped low volume streets or alleyways into places where people want to gather and install amenities desirable to the community such as, benches, play or gathering space, or garden boxes.

Key elements for successful projects:

- Clear design, permitting, and implementation guidance for community members (based on the work already completed in the Alley Allies and Roadway Not Improved Toolkits).
- Information about grant and match financial resources for interested community members and groups.
- PBOT project liaison to assist with technical questions during scoping and review.

NE Alberta Street Alley Project. Photo by Derek Dauphin.



SW Portland Sunday

Parkways, 2014



Photo by Portland Bureau of Transportation



VII.

Placemaking in Action

Placemaking in Action

ACTION PLAN

As PBOT developed the Livable Streets Strategy action items, the Stakeholder Advisory Committee felt strongly that the focus over the next few years should be on growing partnerships with community organizations and local businesses; building capacity within the community to implement placemaking activities; and testing out new and innovative placemaking ideas. The strategy is a launching point for PBOT to advance program goals by incorporating the actions listed below in the Portland in the Streets PBOT work plan.

Nikki Brown Clown Block Party, King Neighborhood. Photo by Nico Lim.



1 Actions to reduce barriers for community-led placemaking projects

These actions address the establishment of clear policy and decision-making tools, the streamlining of internal approval and review processes, and the development of usable and understandable applicant tools and information.

CLEAR AUTHORITY:

- Adopt the Portland in the Streets Goals as the Bureau's placemaking goals.
- Modify and update City regulatory and code language to support community placemaking activities.
- Review and adjust fee schedules to make permit costs consistent and equitable.

STREAMLINE PROCESSES:

- Develop and publish online, Portland in the Streets, implementation guides for new and revised program areas.
- Encourage efficient decision-making through the creation of a new Portland in the Streets Review Committee.
- Utilize a transparent online project management system to assist in documenting comments and improving awareness of project status.

ENHANCE CUSTOMER EXPERIENCE:

- Commit to providing a project liaison to provide on-going technical support to applicants.
- Provide templates for applicant submittal materials, including notification, traffic control, insurance, etc.
- Offer and disseminate information about grant and match opportunities.
- Provide illustrative project brochures with implementation information.
- Expand PBOT's community placemaking resources with implementation and materials assistance such as detailed material approval lists and 'kit of parts' packages to facilitate project and event installations.

Overlook Neighborhood Street Painting and Planters, N Concord Ave. and N Overlook Blvd. 2013. Photo by Greg Raisman.



2 Actions to ensure citywide access to programs and equitable geographic distribution of projects

These actions address proactive community engagement and outreach, resources for community groups, and building partnerships with underrepresented communities in Portland.

RAISE PROGRAM VISIBILITY:

- Expand the Portland in the Streets website to be a comprehensive online community tool.
- Distribute program information through community partners' networks and at public events.
- Publicize and solicit applications for PBOT community grants program.
- Showcase example placemaking projects from a diverse sample of neighborhoods.
- Encourage partnerships between community organizations and others, where groups can share the burden of certain project requirements like insurance, programming and maintenance needs.
- Explore providing grant programs or other types of resources to organizations, particularly those in communities historically underrepresented or underserved by PBOT programming.

INCREASE OPPORTUNITIES – EQUITABLE PROGRAM DELIVERY:

- Identify and translate key documents, including application and outreach materials.
- Provide multi-lingual and culturally responsive project liaisons.
- Introduce demonstration campaigns such as travelling block party events, which can serve as platforms for outreach.
- Commit to targeted outreach and partnerships with community organizations in communities historically underrepresented or underserved by PBOT programming.

INCREASE CAPACITY:

- Identify ways to support partners' placemaking project efforts with capacity building resources such as application development, project implementation ideas and future project funding strategies.

SE Insley Street Block Party
Photo by Kristen Clark.





**Nikki Brown Clown Block Party, King
Neighborhood. Photo by Greg Raisman.**



Street Painting at NE 85th Ave. and NE Milton St. Photo by Greg Raisman.

3 Actions to encourage projects that reflect community needs and character

These actions address the design and maintenance of active, attractive spaces that reflect neighborhood character through community and local business input, participation and ownership.

IMPROVE AWARENESS & PARTICIPATION:

- Standardize the community support and notification process across program areas. Develop a template of required support and notification processes that is proportional to the anticipated complexity of the project.
- Require public outreach for all projects.
- In conjunction with community partners, develop a strategy for soliciting and supporting community placemaking ideas that addresses community needs and builds on existing and new partnership opportunities.

SUPPORT LOCAL BUSINESSES:

- Partner with business associations to develop annual project lists that supports the local economy.
- In conjunction with Portland's business associations and small business leaders, develop project ideas that can encourage street activity year-round.

ENSURE CLEAN, SAFE, WELL-DESIGNED AND ACTIVATED SPACES:

- Develop short-term and long-term sample maintenance agreements that clearly identify and define maintenance responsibilities and responsible parties.
- Adopt new Pedestrian Plaza prohibited conduct rules.
- Develop sample programming and operations plans for applicable projects.
- Offer design review advice for applicable projects.



NE Portland Sunday Parkways Putt Putt, 2017. Photo by Greg Raisman.

4 Actions to encourage experimentation and innovation

These actions address proactive community engagement and outreach, resources for community groups, and building partnerships with underrepresented communities in Portland.

PILOT INNOVATIVE IDEAS:

- Design the Portland in the Streets Framework to accommodate requests for activities that have not yet been anticipated.
- Encourage experimentation by setting annual pilot project targets.
- Work with PBOT capital projects team to pilot the use of demonstration projects as a means of evaluating design elements and engaging the community.
- Trial unique project types, designs and activities that can be revised in place.
- Explore and formalize relationships with Portland’s design community, horticulture networks, local universities, and other creative and enterprising initiatives, to pilot new ideas in project design, operations and evaluation.
- Explore feasibility and scope of an integrated artist-in-residency program

EVALUATE & REPORT

- Adopt data collection recommendations and requirements that are clearly defined during scoping and tied to performance metrics.
- Provide data collection templates for applicants to submit post-project reports.
- Host website with mapped projects and case studies to illustrate project stories.



LIVABLE STREETS STRATEGY IN ACTION:

Enforcement Program

PBOT’s new right-of-way enforcement program helps resolve construction, utility and community use permitting violations. While some enforcement of construction permits has occurred, more on an ad hoc basis, this new program formalizes permit enforcement through regulatory changes and new procedures guidelines. The objective is to promote permit compliance and enhance public safety. This enforcement program will allow PBOT to confirm that community placemaking projects and events are implemented in a safe manner and are compliant with the permit application, thus ensuring these projects are successful, safe and enjoyed by all.



Photo by PBOT.

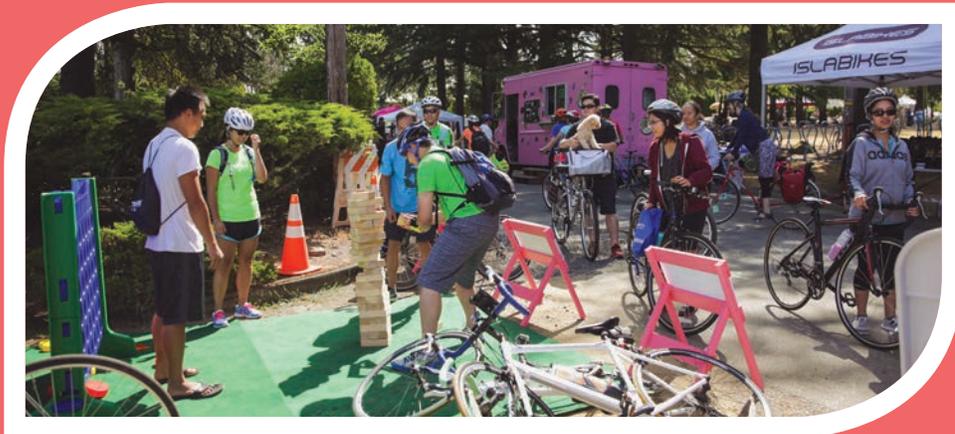


LIVABLE STREETS STRATEGY IN ACTION: Block Party Program

PBOT has already incorporated some feedback from the Livable Streets Strategy process into the Block Party Program. Analysis of the Livable Streets Strategy raised awareness of a lack of permitted livable streets activities east of 82nd Avenue. With the help of East Portland Neighborhood Office (EPNO) Crime Prevention Specialists, PBOT staff identified barriers that contributed to this lack of participation for block parties. They included cost of barricade rentals, the formal application process, cultural alienation between neighbors and multi-housing complexes. A PBOT pilot project relieved some of these barriers because it:

- Created an online application and payment system.
- Translated application documents into Spanish, Mandarin, Vietnamese, Somali and Russian.
- Eliminated permit fees and made new branded barricades available, free of charge, through local community centers in the East Portland study area.
- Promoted participation at public outreach events, such as Sunday Parkways, Oregon Walks and Asian Pacific American Network of Oregon (APANO).

In the pilot project area, PBOT has already seen four times as many permits issued in 2017 than in the previous year. PBOT is conducting a follow-up survey with permittees in the pilot area.



Block Party Demonstration Event.
Photo by Nico Lim.

SE 82nd Avenue Parade, 2017



Photo by Venture Portland.

VIII.

Community Partners



Community Partners

ADVISORY COMMITTEES

The Livable Streets Strategy was developed with the guidance of a Stakeholder Advisory Committee and a Technical Advisory Committee. These committees met over the course of a year and oversaw the content of this strategy.

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PROJECT HIGHLIGHT: Demonstration Project

Better Block PDX, an organization that aims to re-imagine public space and improve the city for all modes of travel, has hosted demonstration projects throughout the city, including NE Broadway, Naito Parkway, and SW/NW 3rd Avenue. For these projects, Better Block has typically requested street permits from PBOT to convert a lane of vehicular traffic and temporarily repurpose it for people on bikes, people walking, and public gathering places.

In 2014, Better Block PDX and the Old Town Chinatown Business Association partnered to request a three-day demonstration project to show what reconfiguring a portion of the adjacent SW 3rd Avenue into a public plaza and bike lane could do for the area.

The success of the demonstration prompted greater business support and community desire. The Ankeny Alley Association won \$80K from the Portland Development Commission (now Prosper Portland) to make the plaza permanent.

Ankeny Plaza provides 20,000 square feet of public space. To create the Plaza, angled parking was removed and new parallel parking spaces were installed west of the curb. This opened up the space for a walking zone, a new bike corral, a bike share station, dozens of large planter boxes, and cafe tables and chairs along the edges of the street.



SW 3rd Avenue Demonstration Bike Lane. Photo by Greg Raisman.



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Sunnyside Piazza Street Painting.
Photo by Greg Raisman.