

## Division Green Street / Main Street



Putting People in the Process

## Division Street in Portland



## Division Corridor Concept

Emphasis on Sustainability and "Green" development



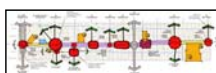
Green Infrastructure



Landscaping

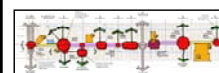


Eco-roofs



## Division Corridor Concept

Reuniting the Divide: Easy movement to, along, and across Division



## Community Roles

- Catalyst/Visionary
- Advocate
- Creative Consultant
- Advisor/Sounding Board
- Priority Setter
- Resource Generator
- Party Planner

## Catalyst/Visionary

- Creating a Vision
- Identifying Outside Resources
- Building Relationships
- Creating Allies

### Advocate

- Transportation System Plan
- Regional Transportation Funds
- Transportation Growth Management
- Adoption of Plan by City Council
- Restart of Stalled Process
- 60% and Beyond

### Creative Consultant

- Re-envision Division Street
- Green Street Meets Main Street
- Water and Art -- Unifying Themes
- Community Workshop Teams
- Capturing Community Values



### Advisor/Sounding Board

- Choosing Consultants
- Recruiting TAG and CAC Members
- Outreach Strategies
- Timing of Community Events
- Selection of Artists/Public Art
- Connecting with the Preservation Community

### Priority Setter

- The Play Money Approach
- Making It Safer and Getting It All to Fit
- Negotiate When Necessary
- Sometimes It's Nice to Let the City Decide

### Resource Enhancer

- Oregon Solutions
- Support for Sustainability--PSU Students
- MANY VOLUNTEER HOURS
- "Keep Division Street Alive During Construction" Grant

## **Zoning:** Nonconforming Uses

The use of a property is not allowed in the applied zone



QuickTime™ and a  
decompressor  
are needed to see this picture.



#### WHY?

- COMPETITION FOR SPACE AND FUNDING
- CHANGING PRIORITIES
- MORE UTILITIES
- COMMUNITY SPACE
- GREEN

#### HOW?

- UNUSED/UNDERUSED /LEFTOVER SPACE
- ADAPTED PARKING SPACES
- ROAD DIETS



#### FLEXIBILITY IN DESIGN

FLEXIBLE PROCESS • FLEXIBILITY IN DESIGN STANDARDS • COMMUNICATION

#### TEMPORAL FLEXIBILITY

CYCLICAL • ADAPTABLE • ANTICIPATE FUTURE • CONNECTED TO PAST

### **FLEXIBILITY**



#### UNDERUSED AND LEFTOVER SPACES

- PEDESTRIAN SPACE
- GREEN SPACE
- BIKE AMENITIES
- GATHERING SPACES
- FOR STORMWATER

*Sandy Boulevard – Rain garden @ NE Davis*



#### UNDERUSED AND LEFTOVER SPACES

- PEDESTRIAN SPACE
- GREEN SPACE
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- GATHERING SPACES
- FOR STORMWATER

*Sandy Boulevard – Rain garden @ NE Davis*



*Sandy Boulevard Resurfacing and Streetscape Project*





*Sandy Boulevard – Rain garden @ NE 21<sup>st</sup> & 22<sup>nd</sup>*



*Sandy Boulevard – Rain garden @ NE 21<sup>st</sup> & 22<sup>nd</sup>*



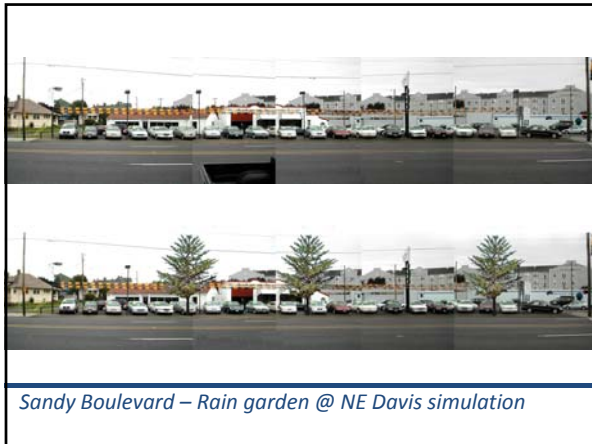
*Sandy Boulevard – NE 21st & 22nd (before)*



*Sandy Boulevard – Rain garden @ NE 21st & 22nd*



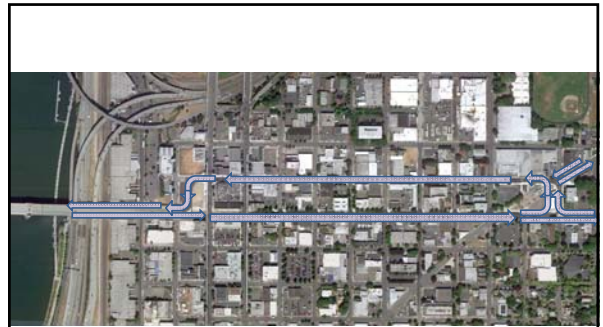
*Sandy Boulevard – Rain garden @ NE Davis*







1930 EAST BURNSIDE EXPANSION – DURING CONSTRUCTION



EAST BURNSIDE COUCH COUPLET



EAST BURNSIDE COUCH COUPLET - AFTER



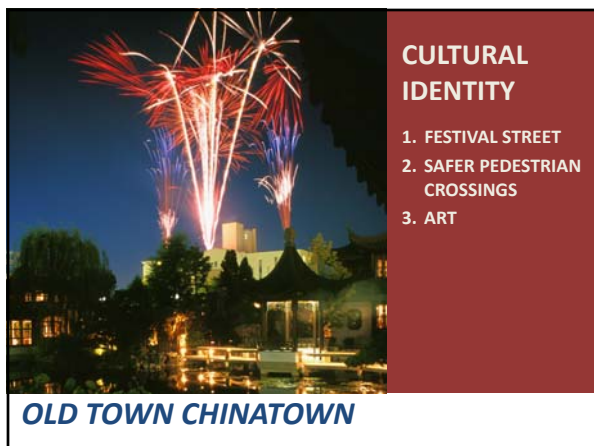
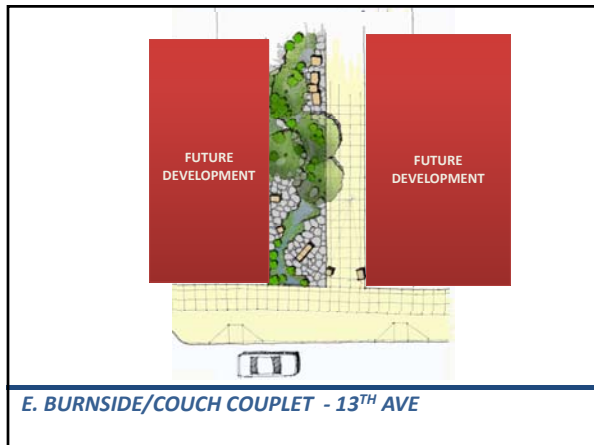
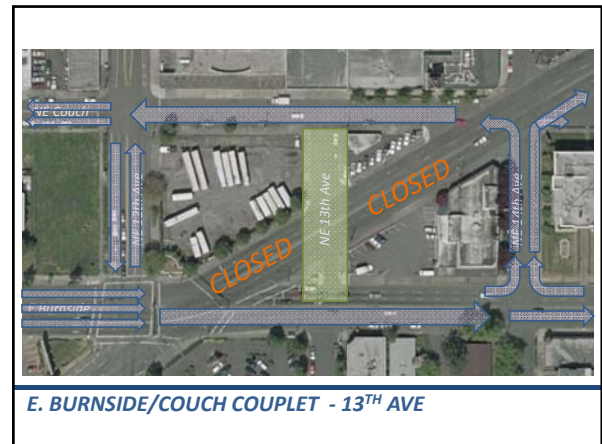
EAST BURNSIDE COUCH COUPLET - STREET TREES



"WHAT HAPPENED?"



EAST BURNSIDE COUCH COUPLET - AFTER







OLD TOWN CHINATOWN – PLANTS



OLD TOWN CHINATOWN – AUTUMN MOON FESTIVAL



OLD TOWN CHINATOWN – AFTER



OLD TOWN CHINATOWN • FESTIVAL STREET • BEFORE



OLD TOWN CHINATOWN • FESTIVAL STREET • DAILY



OLD TOWN CHINATOWN • AUTUMN MOON FESTIVAL



OLD TOWN CHINATOWN – AUTUMN MOON FESTIVAL



OLD TOWN CHINATOWN – AFTER




## MAIN STREET

1. TRAFFIC CALMING
2. SAFER PEDESTRIAN CROSSINGS
3. BIKE AMENITIES
4. FLEXIBLE PARKING SPACES

SE DIVISION GREEN STREET/ MAINSTREET

### Goals

The following vision statement, goals, and objectives were developed by the Community Working Group in December 2004 and were embraced by the larger community at the January workshop. The project goals and objectives guided the development of the transportation and land use alternatives and are intended to guide future decisions in the study area.



Over the next twenty years, Division Street between 11th and 20th will become a more pedestrian-friendly, economically vibrant, and environmentally sustainable corridor. The street will evolve into a series of building footprints, multi-modal transportation, and a vibrant local business district – all the while providing easy movement by all modes of transportation to, from, across, and along Division.

February 2006

### Goals

**SHARED ECONOMY**

- Encourage commercial activity in a series of villages.
- Support a mix of uses, including residential, commercial, and public uses.
- Support a mix of building types, including single-family, multi-family, and commercial.
- Support a mix of building heights, including single-story, two-story, and multi-story.
- Support a mix of building styles, including traditional, modern, and eclectic.

**CLEAN AND GREEN ENVIRONMENT**

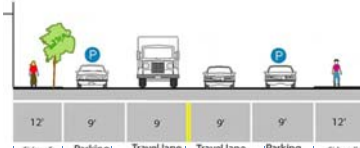
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**HEALTHY COMMUNITY**

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**MAKING A PLACE**

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12'	9'	9'	9'	9'	12'
Sidewalk	Parking (Travel lane in peak direction from 11th - 20th P)	Travel lane	Travel lane	Parking (Travel lane in peak direction from 11th - 20th P)	Sidewalk
12' WALK		10' DRIVING	10' DRIVING		12' WALK
	8' PARKING OR STORMWATER OR PEDESTRIAN CROSSING		8' PARKING OR STORMWATER OR PEDESTRIAN CROSSING		

SE DIVISION GREEN STREET/ MAINSTREET

### From the Division Main Street Green Street Plan...

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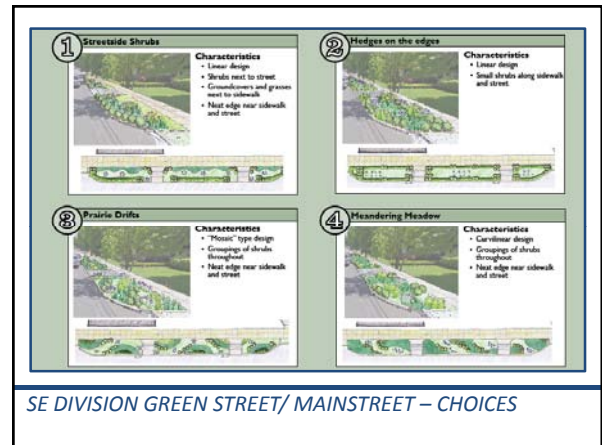
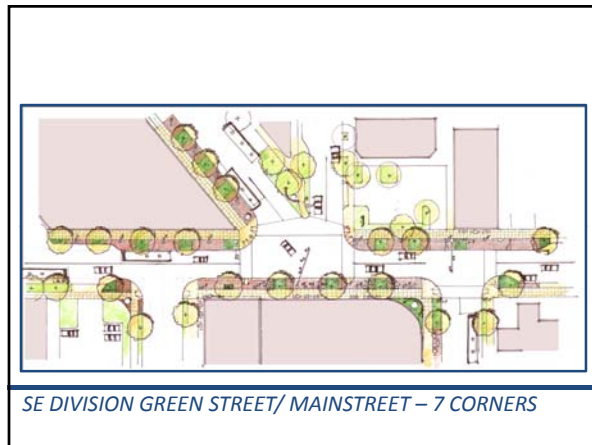
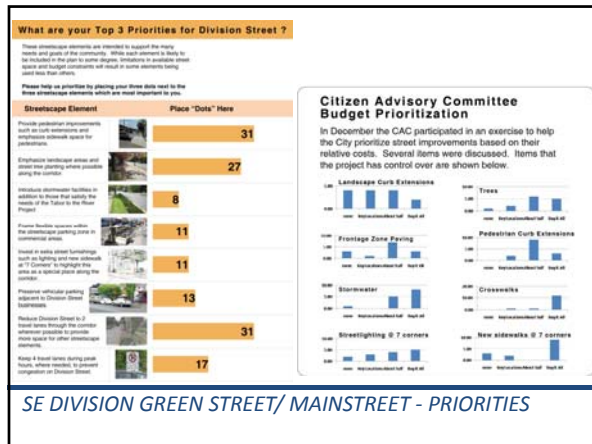
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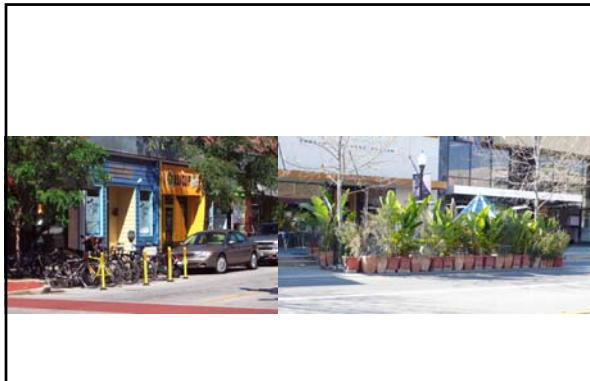
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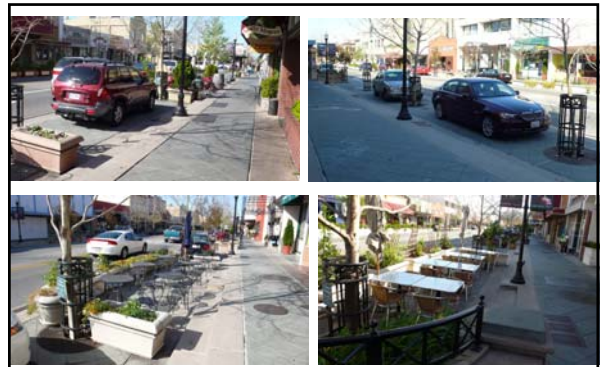








*SE DIVISION GREEN STREET/ MAINSTREET –  
FLEXIBLE SPACE DESIGN*



*SE DIVISION GREEN STREET/ MAINSTREET –  
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## Flexible Streetscape Design Panel Discussion

Moderator: Michael Harrison, Parametrix

- Ross Swanson, Capital Projects Manager City of Portland Bureau of Transportation
- Linda Nettekoven, Community Activist
- Olena Turula, Landscape Architect, Nevue Ngan Associates.



Cascadia Collaborative Conference  
APA - Oregon / Washington Chapters  
October 19 – 21, 2011  
Convention Center Portland, Oregon

## Complexity and the Experts



## Re-purposing RIGHT OF WAY

### WHAT WAS IT ORIGINALLY BUILT FOR?

AUTOMOBILES, UTILITIES  
PEDESTRIANS, TRANSIT



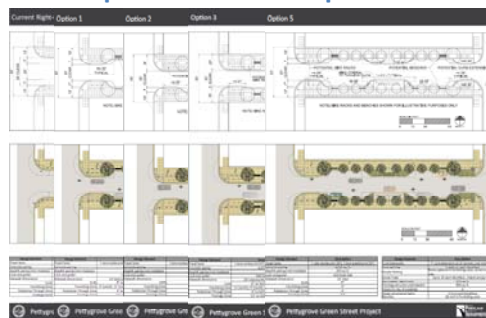
### TODAY: ADDING TO THE PURPOSE

MULTI-MODES, PLACEMAKING, UTILITIES AND SERVICES



## Re-purposing RIGHT OF WAY

### Finite Space and the Competition for it.



## Considerations (or competition) for Space in the R.O.W.

- TRANSPORTATION MODES
- ENVIRONMENTAL
- LAND USE /CONTEXT
- SERVICES / UTILITIES
- GATHERING / PUBLIC SPACE

## Considerations (or competition) for Space in the R.O.W.

**TRANSPORTATION MODES**  
**ENVIRONMENTAL**  
**LAND USE /CONTEXT**  
**SERVICES / UTILITIES**  
**PROJECT FUNDING SOURCE**  
**GATHERING / PUBLIC SPACE**

- Vehicular Traffic (commuter)
- Vehicular Traffic (local)
- Pedestrian
- Bicycles
- Transit
- Freight (regional)
- Freight (local)

....which mode gets priority to  
move where and how fast....

### Considerations (or competition) for Space in the R.O.W.

TRANSPORTATION MODES  
ENVIRONMENTAL  
LAND USE /CONTEXT  
SERVICES / UTILITIES  
PROJECT FUNDING SOURCE  
GATHERING / PUBLIC SPACE

- Stormwater
- Urban Forest
- Environmental Zoning
- Specific Species



### Considerations (or competition) for Space in the R.O.W.

TRANSPORTATION MODES  
ENVIRONMENTAL  
LAND USE /CONTEXT  
SERVICES / UTILITIES  
GATHERING / PUBLIC SPACE

- Neighborhood Association
- Master Plans
- Business Association
- Schools / Institutions
- Adjacent corridor Resident
- Regional connections
- Parks

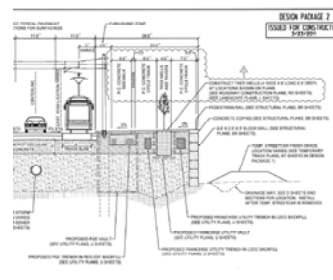
### Considerations (or competition) for Space in the R.O.W.

TRANSPORTATION MODES  
ENVIRONMENTAL  
LAND USE /CONTEXT  
SERVICES / UTILITIES  
GATHERING / PUBLIC SPACE

- Lighting
- Signalization
- Utilities (under /above ground)
- Above ground utilities
- Vehicular storage (Parking)
- Bike Parking
- ADA Compliance

### Considerations (or competition) for Space in the R.O.W.

#### EXAMPLE: SW Moody Project



### Considerations (or competition) for Space in the R.O.W.

TRANSPORTATION MODES  
ENVIRONMENTAL  
LAND USE /CONTEXT  
SERVICES / UTILITIES  
GATHERING / PUBLIC SPACE

- Plazas
- Seating
- Pedestrian Storage
- Tables
- Loitering



### The Intangibles

TRANSPORTATION MODES  
ENVIRONMENTAL  
LAND USE /CONTEXT  
SERVICES / UTILITIES  
GATHERING / PUBLIC SPACES

PROJECT FUNDING SOURCE  
STREETSCAPE CHARACTER  
POLITICS  
NIMBY ism



### The Intangibles

TRANSPORTATION MODES  
ENVIRONMENTAL  
LAND USE /CONTEXT  
SERVICES / UTILITIES  
GATHERING / PUBLIC SPACES

PROJECT FUNDING SOURCE  
STREETSCAPE CHARACTER  
POLITICS  
NIMBY ism

–Federal Money (FHWA /  
FTA / etc..)  
–Local Funding Sources  
–Local Improvement Tax  
Districts  
–Development Agencies  
–Environmental Partners  
–Etc...

Funding Considerations.....who writes the  
check often dictates the level of flexibility  
allowed....

### The Intangibles

TRANSPORTATION MODES  
ENVIRONMENTAL  
LAND USE /CONTEXT  
SERVICES / UTILITIES  
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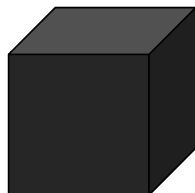
PROJECT FUNDING SOURCE  
**STREETSCAPE CHARACTER**  
POLITICS  
NIMBY ism

– Historic  
– Public Art  
– Urban  
– 'Rural Feel'  
– 'Green' / Sustainable  
– Modern  
– Cultural Amenities  
– Etc...

### The Intangibles

TRANSPORTATION MODES  
ENVIRONMENTAL  
LAND USE /CONTEXT  
SERVICES / UTILITIES  
GATHERING / PUBLIC SPACES

PROJECT FUNDING SOURCE  
STREETSCAPE CHARACTER  
**POLITICS**  
NIMBY ism



### The Intangibles

TRANSPORTATION MODES  
ENVIRONMENTAL  
LAND USE /CONTEXT  
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PROJECT FUNDING SOURCE  
STREETSCAPE CHARACTER  
POLITICS  
**NIMBY ism**



Front Yard.

### Considerations (or competition) for Space in the R.O.W.

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#### The Intangibles

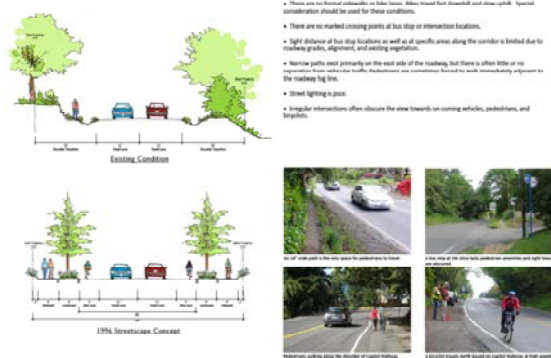
- PROJECT FUNDING SOURCE
- STREETSCAPE CHARACTER
- POLITICS
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### Case Study: 2011 Capitol Highway Refinement Plan - Portland, Oregon

- 1996 – Pedestrian Corridor Plan
- 2008 C.O.P Stormwater Manual
- 2011 Portland Bicycle Plan for 2030

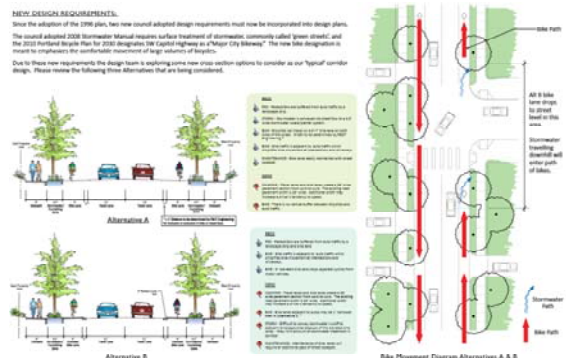


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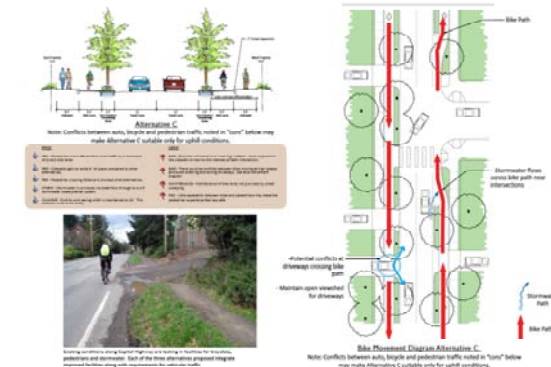
SW Capitol Highway Streetscape Project - July 2010

## Case Study: 2011 Capitol Highway Refinement Plan



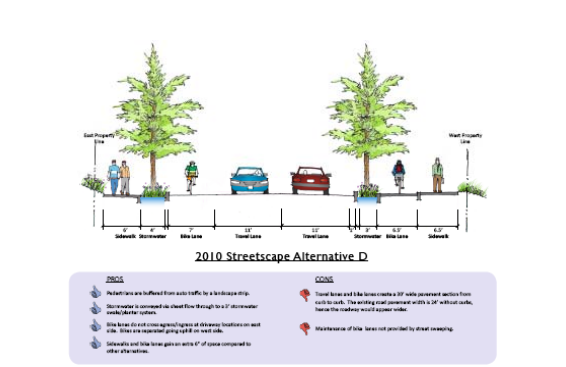
SW Capitol Highway Streetscape Project - July 2010

## Case Study: 2011 Capitol Highway Refinement Plan



SW Capitol Highway Streetscape Project - July 2010

## Case Study: 2011 Capitol Highway Refinement Plan



## Conclusions? Plan on Flexibility...

## Stages of Ross' mental picture during project design

Project Milestone: Grant Writing	60% Engineering	Bid Documents
Design Status: Balanced Design	Compromised Goals	Constrained Design
Attitude: Pure Optimism / "HERO COMPLEX"	Just Business / "measured responses"	Pure Cynicism / guarded humility and Relief

1. Context, context, and context...

2. Plan for Flexibility