

CENTRAL EASTSIDE DISTRICT

The Central City Plan established the following policy for the Central Eastside District:

"Policy 20: CENTRAL EASTSIDE

Preserve the Central Eastside as an industrial sanctuary while improving freeway access and expanding the area devoted to the Eastbank Esplanade.

FURTHER:

B. Reinforce the district's role as a distribution center.

E. Develop Union [MLK, Jr.] and Grand Avenues as the principal north-south connection and commercial spine in the district for transit and pedestrians."

The Central Eastside Working Group has recommended specific strategies to be included in the Central Eastside Transportation Management Plan. The strategies address specific objectives and include discussion of the approach and criteria for applying the specific objectives.

Related policies, objectives, and actions that have been adopted through previous planning efforts, such as the Transportation Element of the Comprehensive Plan (1992), the Central Eastside Transportation Study (CETS, 1990), and the Central City Plan (1988) are included in an appendix.

The following discussion is taken from the "Central City Transportation Plan: Central Eastside District" (June, 1993) report of the Working Group. Full text of the report is contained in the CCTMP Technical Appendix (under separate cover). Modifications in language and strategies were made as needed to be consistent with the remainder of the CCTMP. Actions specific to the Central Eastside were generated by the Working Group or are derived from other CCTMP policies.

Note: District Strategies are proposed to be adopted through City Council Resolution. These strategies are suggestions on how the Central City can be improved. The District Strategies are a starting place. Additional studies and evaluation are to be undertaken, some will need to be modified, or in some cases, replaced with other proposals found to be better or more feasible for implementation after an appropriate review process.

STRATEGY 1: PARKING

- 1.1 Examine the feasibility of implementing an Area Parking Permit Program for the Central Eastside.
- 1.2 Ensure adequate on-street parking for retail uses in the Central Eastside District commercial corridor by examining alternative parking strategies.

Objectives:

- a) Eliminate free on-street commuter spaces.
- b) Transition on-street parking in certain areas to favor of short-term parking users.

1.3 Establish maximum auto parking ratios in the District for office development.

Objective: Limit the increase in the supply of parking in the District for office uses as the density in the District increases.

1.4 Limit or control primary parking facilities and surface parking lots.

Objectives:

- a) Ensure that existing and new parking is tied to economic uses, such as visitor and shopper parking for retail and commercial uses within the Central Eastside.
- b) Discourage the removal of buildings to provide for surface parking lots.
- c) Do not allow surface parking lots in adjacent industrial areas to be used to service the retail and commercial core.

1.5 Establish area parking permit programs for neighborhoods upon request with approval by affected neighborhood and business associations and the City.

Objective: Protect neighborhoods from overflow parking from high-density development, particularly when other strategies are implemented.

1.6 Manage on-street parking through elimination of illegal signs, increased enforcement of parking regulations and improved City signing of on-street parking.

1.7 Coordinate parking regulation among zones within the Central Eastside.

Objective: Ensure that parking in the EX zone does not spill over and impact parking needed in the IG1 zone.

1.8 Provide additional parking by closing unused curb cuts.

1.9 Balance the needs of industrial businesses for parking and loading with the need for on-street parking and pedestrian safety.

Parking Action

Construct a parking structure to support short-term and accessory parking needs in the MLK, Jr./Grand corridor.

STRATEGY 2: DEMAND MANAGEMENT

- 2.1 Establish a program for employees to use transit, carpool, rideshare, bike and walk, and use other alternatives to the single-occupant vehicle.
- 2.2 Require transportation management programs for all large, new developments.

Objective: Encourage new employers to utilize transit, alternative modes, and alternate work hours.
- 2.3 Establish sectors within the District to enable specific transportation management strategies to be implemented.

Objective: Target transportation strategies for specific needs of the District.

STRATEGY 3: TRANSIT

- 3.1 Improve transit transfer systems in the Central Eastside, including at all bridgeheads and at major transfer points.
- 3.2 Provide transit stop amenities such as shelters, sidewalks, benches, lighting, and other design elements.
- 3.3 Support a Tri-Met study to develop options for a new generation of transit vehicles that are quieter, cleaner, and easier to board.
- 3.4 Support Tri-Met's demand management efforts to target selected markets such as the industrial district market for increased rideshare efforts such as carpools, vanpools, etc.

STRATEGY 4: PEDESTRIANS

- 4.1 Develop pedestrian improvements for the major street crossings in and to the District.
- 4.2 Improve pedestrian safety at the intersection of E. Burnside/Grand and E. Burnside and MLK, Jr..
- 4.3 Investigate the potential for pedestrian connections along the MLK, Jr. and/or Grand Avenue viaducts as part of the East Marquam Project.
- 4.4 Improve the bridges and bridgeheads for safer pedestrian areas by such means as increased illumination and increased surveillance.
- 4.5 Increase pedestrian safety and convenience along and across Major City Traffic Streets, including MLK, Jr. and Grand Avenue.

- 4.6 Prepare and implement a landscaping plan for the riverfront and bridgeheads to reduce the visual prominence of the freeway, ramps, and railroads.
- 4.7 Accommodate and enhance pedestrian activity throughout the area while recognizing that the area is an industrial area with industrial traffic.
- 4.8 Identify and remedy gaps and deficiencies in the pedestrian network and remove barriers that inhibit pedestrian movement.
- 4.9 Examine all "No Pedestrian Crossing" locations and identify appropriate measures to improve pedestrian accessibility in these locations.
- 4.10 Construct pedestrian improvements at the intersections of SE 12th/Sandy/Burnside and SE 11th/12th/Clinton/Division Streets.
- 4.11 Develop a pedestrian connection from the north side of the Ross Island Bridge to the west side of SE McLoughlin Boulevard.
- 4.12 Improve sidewalk connectivity and amenities on bridge viaducts from Grand Avenue to the Hawthorne and Morrison Bridge main span.
- 4.13 Resolve issues related to stairways at the east end of the Burnside Bridge.

STRATEGY 5: BICYCLES

- 5.1 Evaluate new and alternative bicycle routes proposed by the Central City Bicycle Committee.
- 5.2 Consider developing a bicycle classification scheme for the Central Eastside for both bicycle commuter routes and recreational routes.
- 5.3 Examine alternatives to improve the safety and convenience of bicycling on SE Ankeny and SE Clay Streets.
- 5.4 Examine and select a bicycle route between SE Division Place and Clinton Street.

Bicycle Actions

1. In the Central Eastside, the evaluation of bicycle facilities on Martin Luther King, Jr. Boulevard and Grand Avenue shall examine the transportation impacts on transit, pedestrians, and traffic operations. This study should also evaluate the impacts on the future Central City Streetcar project. The planning process should evaluate the need for additional north/south routes on 7th Avenue and 11th/12th Avenues.
2. Identify improvements to connect SE Clinton with the Central Eastside.

STRATEGY 6: CIRCULATION

- 6.1 Re-examine the effectiveness of the Western Edge Project on reducing non-local and industrial traffic infiltrating the residential neighborhoods in the vicinity of SE 12th Avenue. Identify additional measures if needed.
- 6.2 Consider modifying Sandy Boulevard from E Burnside to SE Stark to eliminate excess street area, realign city blocks, and improve routes and street design for pedestrians and bicyclists.
- 6.3 Develop a truck access plan for industrial land uses in the Central Eastside which improves connections to the regional traffic network and reduces conflicts with non-industrial land uses.