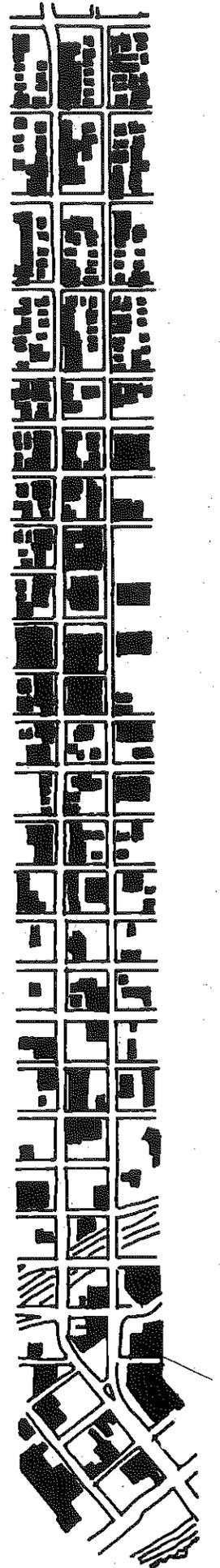
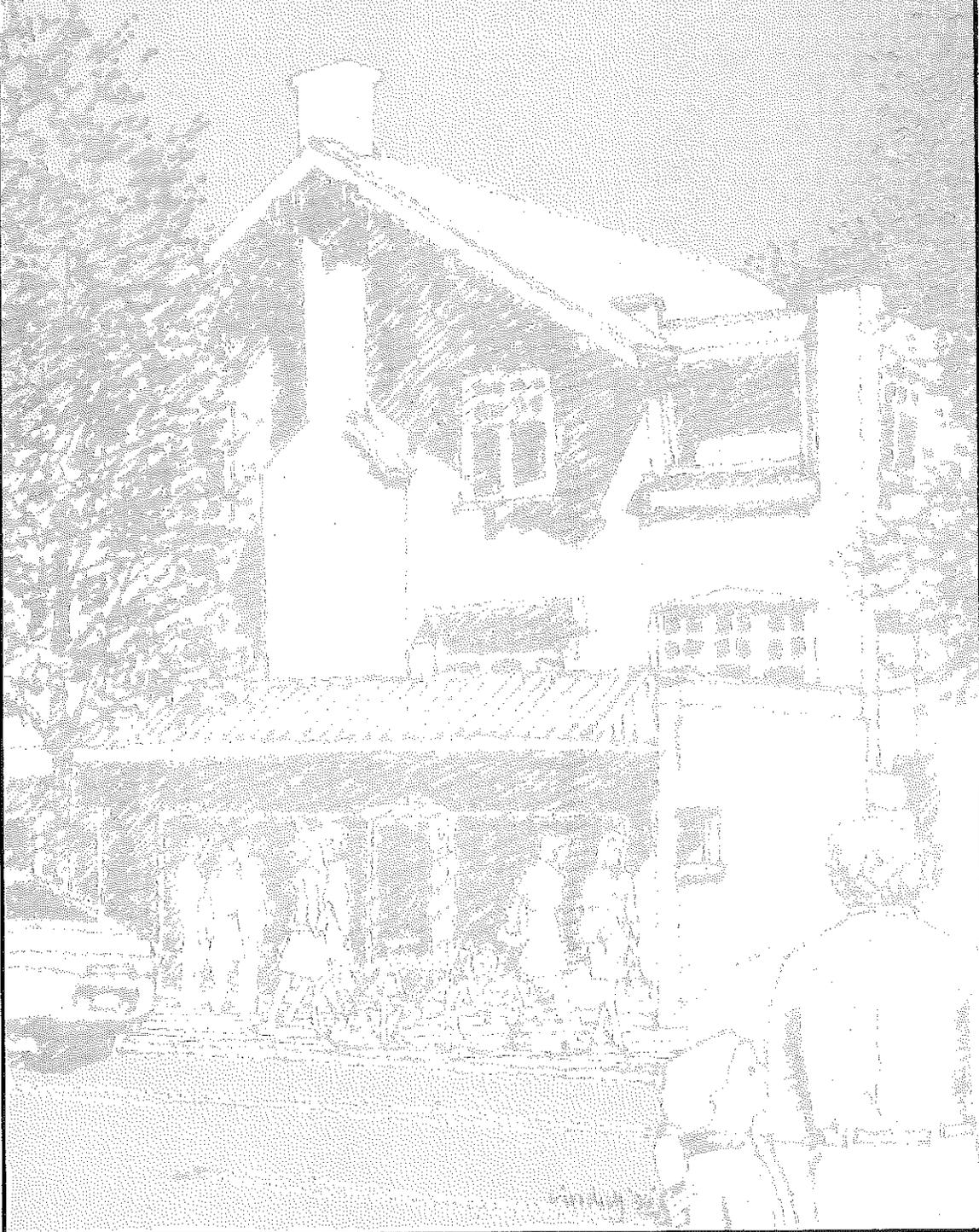


Broadway Weidler Corridor Plan

City of Portland
Office of Transportation
Adopted April 1996





April 1, 1996

TO: Mayor Vera Katz
Commissioner Earl Blumenauer
Commissioner Charlie Hales
Commissioner Gretchen Kafoury
Commissioner Mike Lindberg

FROM: Project Advisory Committee
Broadway-Weidler Corridor Study

SUBJECT: RECOMMENDATION OF PREFERRED ALTERNATIVE

The purpose of this memorandum is to convey the support of the Broadway-Weidler Corridor Study Project Advisory Committee (PAC) for the preferred alternative described in this report, and to describe the considerations and process over the past six months that lead us to our recommendation.

First, we would like to emphasize that this planning process and our final recommendations are based upon a significant amount of broad public input. This was gathered through mass mailings to the general public, three open house workshops, a widely circulated "perceptionnaire" survey, numerous meetings with interested organizations, and monthly public meetings of the PAC, a 27-member committee that represents all of the relevant neighborhood, business and community interests. We believe the process supports and documents strong support for the preferred alternative we recommend to the City Council.

We also would like to express our appreciation for the quality technical work performed by City staff and consultants. Through the work of these talented professionals, we were able to thoroughly examine traffic, transit, bicycle, pedestrian, economic and other considerations of great importance to the businesses and neighborhoods in the area as well as to the broader community.

Our objective, as reflected in our Vision Statement and the preponderance of public comment, was to develop a plan that would support the long-term development of the Broadway-Weidler Corridor as our "Main Street" -- a vital, pedestrian-oriented mixed-use district -- while protecting the interests of businesses and residents in the area. We saw our charge to help achieve the public policy objectives of the Central City Plan, Central City Transportation Management Plan and other adopted policies of the city, including neighborhood plans of the surrounding areas. Accordingly, we developed a Vision that we believe is consistent with these policies and measured each alternative developed during the process against this Vision.

As described in our report, we examined numerous options for Broadway and Weidler, including a series of de-coupling alternatives. We recognize that de-coupling of Broadway and Weidler east of 16th/17th has been a long-standing objective of the Sullivan's Gulch neighborhood, and is an action item in its neighborhood plan. In that regard, during the planning process we carefully considered many comments and recommendations from residents of Sullivan's Gulch. Although we are not able to support a de-coupling alternative, we worked very hard to incorporate as many of their recommendations as possible into our preferred alternative, and we believe our preferred alternative will result in a significant improvement to neighborhood livability for Sullivan's Gulch.

Our preferred alternative retains the one-way couplet of Broadway and Weidler between NE 24th Avenue and the Broadway Bridge approach. We believe that this alternative -- Alternative I -- best serves the interests of the entire community. It reduces the number of travel lanes on both Weidler and Broadway, increases the net amount of on-street parking available for businesses, widens sidewalks and improves pedestrian crossings all along the corridor, adds a striped bicycle lane on both streets, and adds such important amenities as street trees, twin-ornamental lighting fixtures, bicycle racks and bus stop curb extensions. We believe this alternative not only improves conditions for pedestrians, bicyclists and transit, but it also allows for a smooth, slower and safer -- yet efficient -- flow of traffic along both streets and in north/south directions.

Accordingly, the Broadway-Weidler Project Advisory Committee recommends City Council adoption of Alternative I, the *Broadway-Weidler Corridor Plan Final Report* and the accompanying Resolution.

Furthermore, we would like to express our strong support for funding in the 1996-1998 City of Portland budget of Phase I of implementation, NE 9th to NE 15th, for the following reasons:

- Several major private developments are now planned for this section of the Corridor.
- There is considerable support from the developers and existing small businesses in the vicinity to pay for their share of the cost of improvements in the public right-of-way (through a Local Improvement District).
- This is a major opportunity to leverage public dollars and achieve the goals of the Broadway-Weidler Corridor Study that should not be missed.
- This is a unique situation where the public benefits from early private participation.

Similarly, we support the need for the Bureau of Planning to undertake a land use and urban design planning process focused *specifically* on the Broadway-Weidler Corridor. While the current plan will do much to begin achieving our Vision for Broadway-Weidler, clearly an additional planning step needs to be taken in order for the Corridor to realize its full potential and to properly link transportation with land use. This step should include the urban design, economic development and land use planning envisioned by the sponsoring community organization, the Broadway-Weidler Corridor Coalition. We believe it should be undertaken now to continue the momentum created by the present work and to be a model for implementing regional objectives for more compact, pedestrian-friendly urban development.

We also urge the City to continue the PAC as an ongoing citizen advisory body for elements of the study elements that are not yet completed (*e.g.*, delineation of street trees, gateways, angle parking and special design features), as well as continued funding procurement and design/construction of each phase of the project. The PAC also may be an appropriate citizen committee to support the Planning Bureau's work.

Finally, we would like to express our appreciation to the City for allowing us to serve on this important committee. We believe that this plan will do a great deal to improve the economic vitality of the corridor as well as the quality of life for those who live near it. We look forward to being of service to the city in the future.

Broadway-Weidler Corridor Study Project Advisory Committee

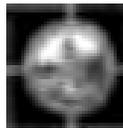
Pamela Alegria, Willamette Pedestrian Coalition
Steve Barnhouse, Manager, Lloyd Center
Barbara Scott-Brier, Irvington Community Association
W. Earl Downs, Enterprise Development
Reuel Fish, Bishop Creek Development
Tom Gainer, Bicycle Transportation Alliance
Dave Hancock, PIP Printing/NE Broadway Business Association
Jake Jacobsen, President, Residents Association, Calaroga Terrace
Vince Kelly, Assistant Manager, Safeway
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Steve Rogers, Eliot Neighborhood Association
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Stanley Selland, Coffee People
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Meredith Wood Smith, NE Broadway Business Association
Ron Steen, Steen's Coffeehouse
Rob Swortfiguer, Out On Broadway
Charlotte Uris, Broadway-Weidler Corridor Coalition
Joe Walsh, Tri-Met
Mary Weber, Metro

Broadway-Weidler Corridor Plan



City of Portland

Office of Transportation



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Otak, Inc.

Acknowledgments

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Joe Walsh, Tri-Met

TECHNICAL ADVISORY COMMITTEE

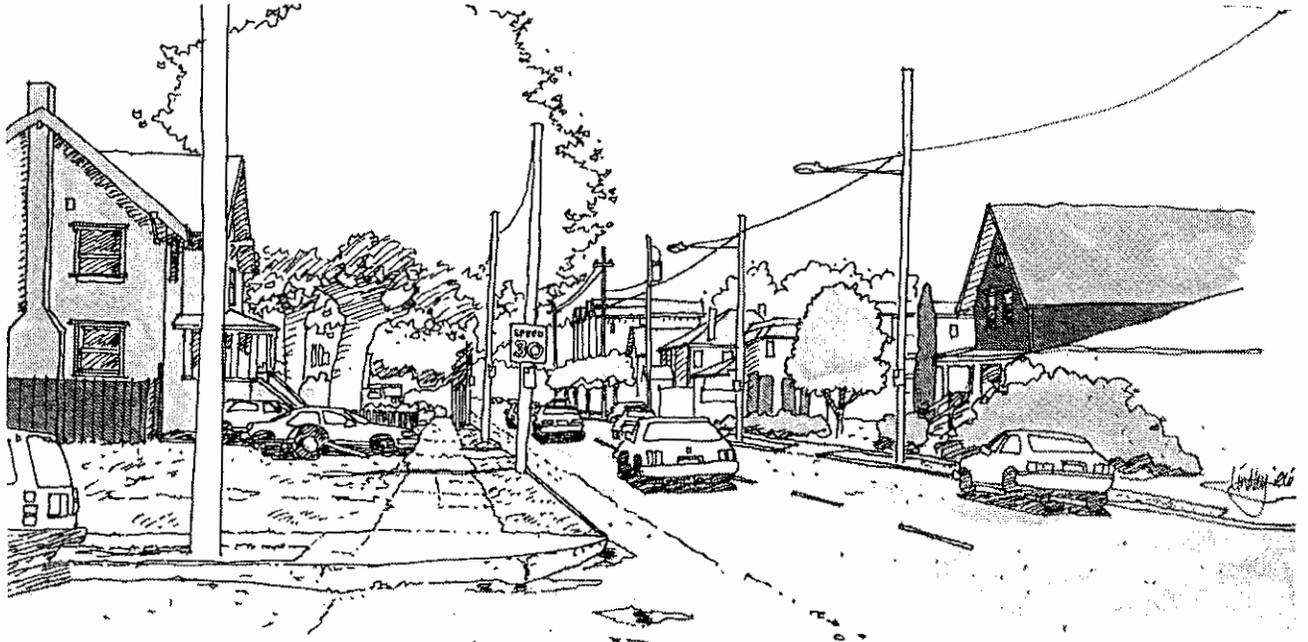
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**A Capital Improvement Project for the
Bureau of Transportation Engineering and Development
Ron Kleinschmit, Project Manager**

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BROADWAY WEIDLER CORRIDOR PLAN



Introduction

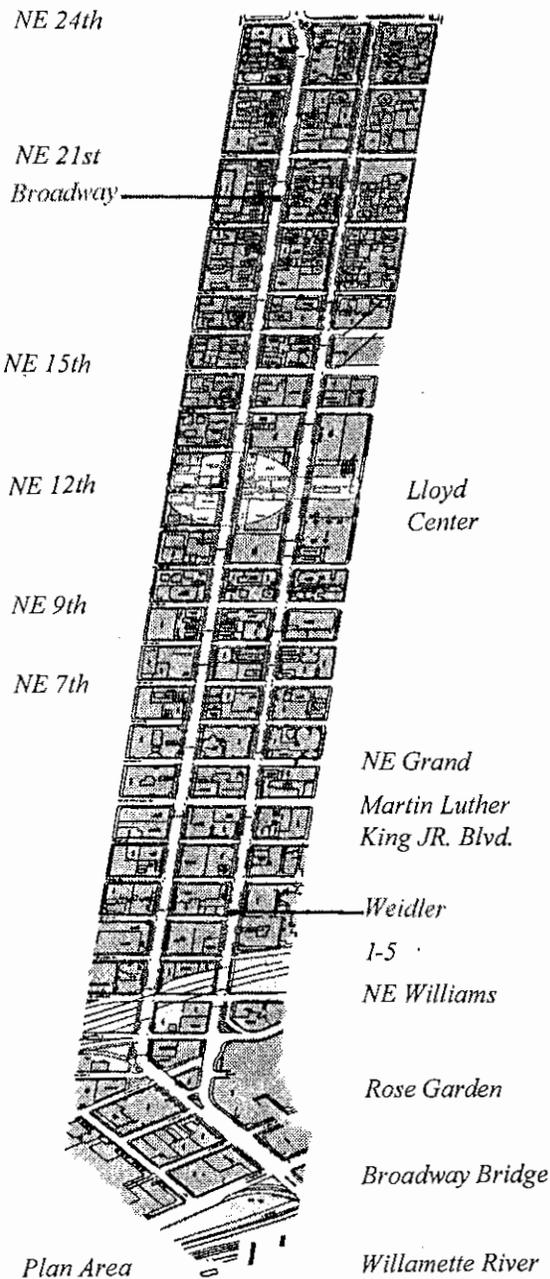
The purpose of the Broadway Weidler Corridor Plan is to improve the livability and function of this predominately commercial and retail corridor from the Willamette River to NE 24th Avenue. Improved livability and function is achieved by carrying forward the values and vision of the majority of the community as indicated through an extensive and inclusive public involvement process.

Through the process it was determined that decoupling Broadway and Weidler was not feasible. The recommendation is to enhance the existing one-way couplet.

Over the past decade, business and neighborhood representatives have pressed for a City of Portland sponsored study of the Broadway Weidler Corridor. As the Central City Plan is fulfilled, there becomes a greater need to understand the role that the Corridor plays in creating an appropriate transition

between higher intensity business district activities and bordering neighborhoods. The City has a number of policy documents and studies that call for the development of a plan that would provide a vision for the development of the Corridor. The Central City Plan (1988) and the Central City Transportation Management Plan (CCTMP) specifically outline the contents and strategies for the Broadway Weidler Corridor Plan.

The CCTMP calls for an examination of *the character and transportation functions for parking, traffic, transit, pedestrians and bicycles on Broadway and Weidler, from the Broadway Bridge to NE 24th, including the relationship of land uses, economic development, residential uses, and urban design. This study should include as the initial phase, the development of a vision for Broadway and Weidler.*



This plan is also called for in the Lloyd District Central City Design Guidelines and Albina Community Plan. The Transportation Element and the Sullivan's Gulch Community Plan also recommend a study to determine the feasibility of de-coupling Broadway and Weidler. Numerous policies and actions in the Albina and Sullivan's Gulch Community Plans, as well as the Irvington and Eliot Neighborhood Plans, support improvements to the Corridor. This plan recognizes all these efforts and presents a workable implementation strategy.

Broadway Weidler Corridor Plan

In October 1995, the City of Portland appointed a Project Advisory Committee (PAC) composed of business and neighborhood representatives and stakeholders to guide the planning process. Since then, the PAC and an *ad hoc* subcommittee of the PAC drafted a Vision for the Corridor and evaluated technical information about two alternatives that would retain the one-way couplet configuration and five de-couple alternatives. They selected a preferred alternative in March of 1996.

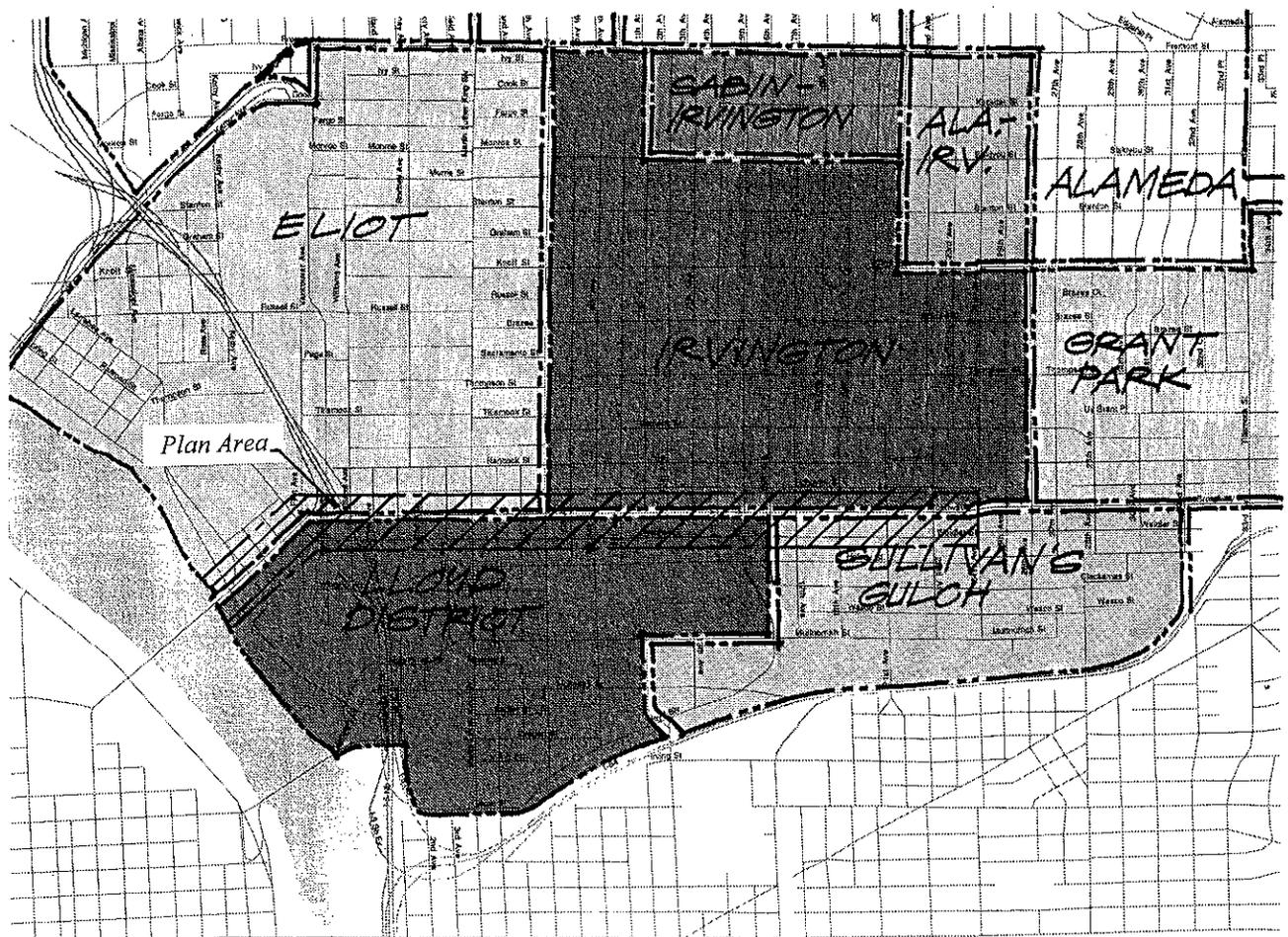
Public workshops, open houses and numerous meetings with neighborhood and business organizations helped the PAC affirm the vision and its selection of the preferred alternative.

A summary of the public involvement process follows:

- Three announcements mailed to over 11,000 project area addresses
- Three open houses/workshops attended by 250-300 people
- A "perceptionnaire" distributed throughout the community; over 600 written comments received and tabulated
- Meetings with:
 - Eliot Neighborhood Association
 - Irvington Community Association
 - Sullivan's Gulch Neighborhood Association
 - Lloyd District Community Association
 - Northeast Broadway Business Association
 - Broadway Weidler Coalition
 - Northeast Coalition of Neighborhoods
 - Hollywood Boosters
 - Irvington Elementary School
 - City of Portland Design Commission
 - Lloyd Center
 - Albert B. Ashforth of Oregon, Inc.
- Business outreach efforts contacted over 35 business and property owners by questionnaire and one-on-one interviews
- Visioning exercise with second and third graders at Irvington Elementary School whose work was exhibited at public meetings
- Monthly Technical Advisory and Project Advisory Committee meetings

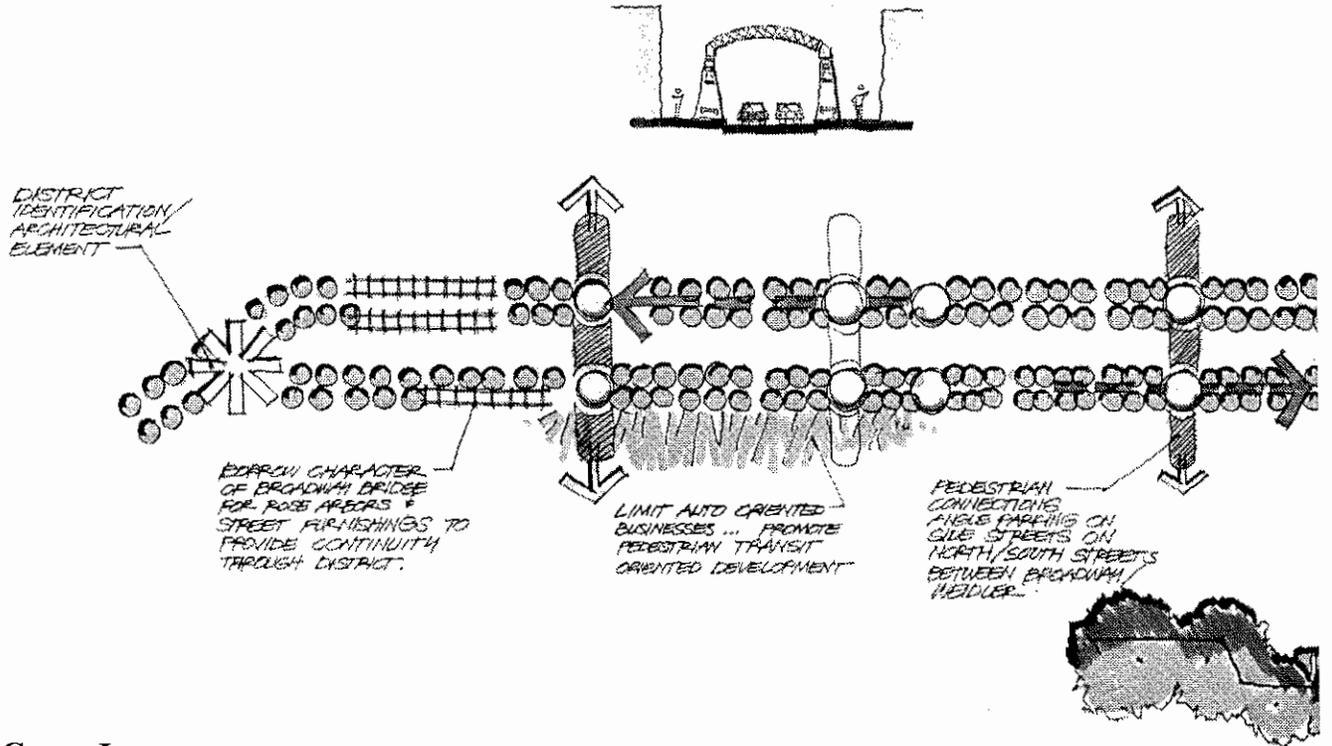
Public comments from all these efforts were considered as the consultant team and PAC developed and analyzed numerous options for transportation improvements along the Corridor. There was overwhelming public support for developing a pedestrian friendly, multi-modal corridor. There also was thorough discussion regarding whether to de-couple Broadway and Weidler.

After carefully evaluating how well the alternatives support the Broadway Weidler vision and technical criteria, the PAC, design team and City determined that de-coupling Broadway and Weidler is not feasible. Therefore, the PAC recommends that the preferred alternative enhance the existing two-way couplet by creating pedestrian, bicycle, street and identity improvements. A phasing and funding strategy outlines the sequence and financial resources for completing the planned improvements.

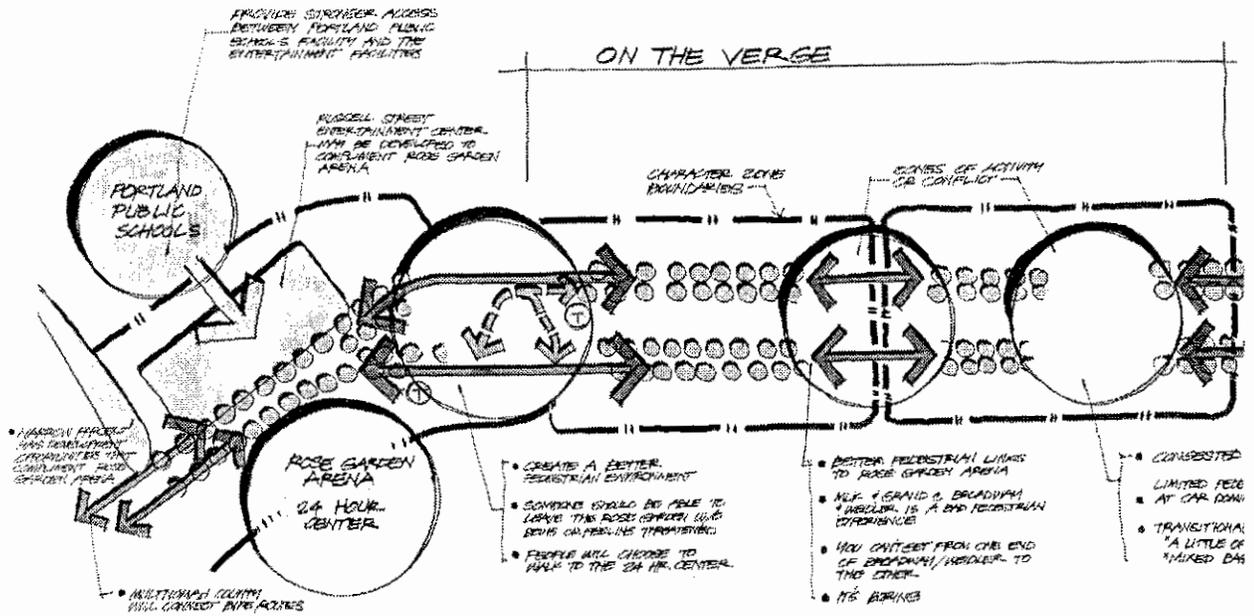


The Broadway Weidler Corridor connects the Lloyd District and Eliot, Irvington, and Sullivan's Gulch Neighborhoods.

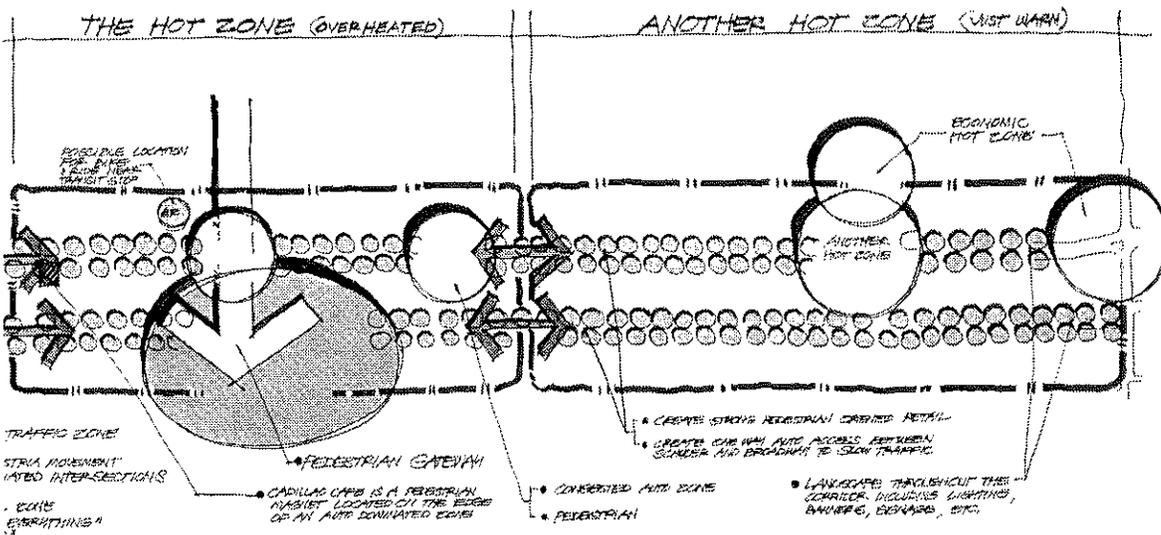
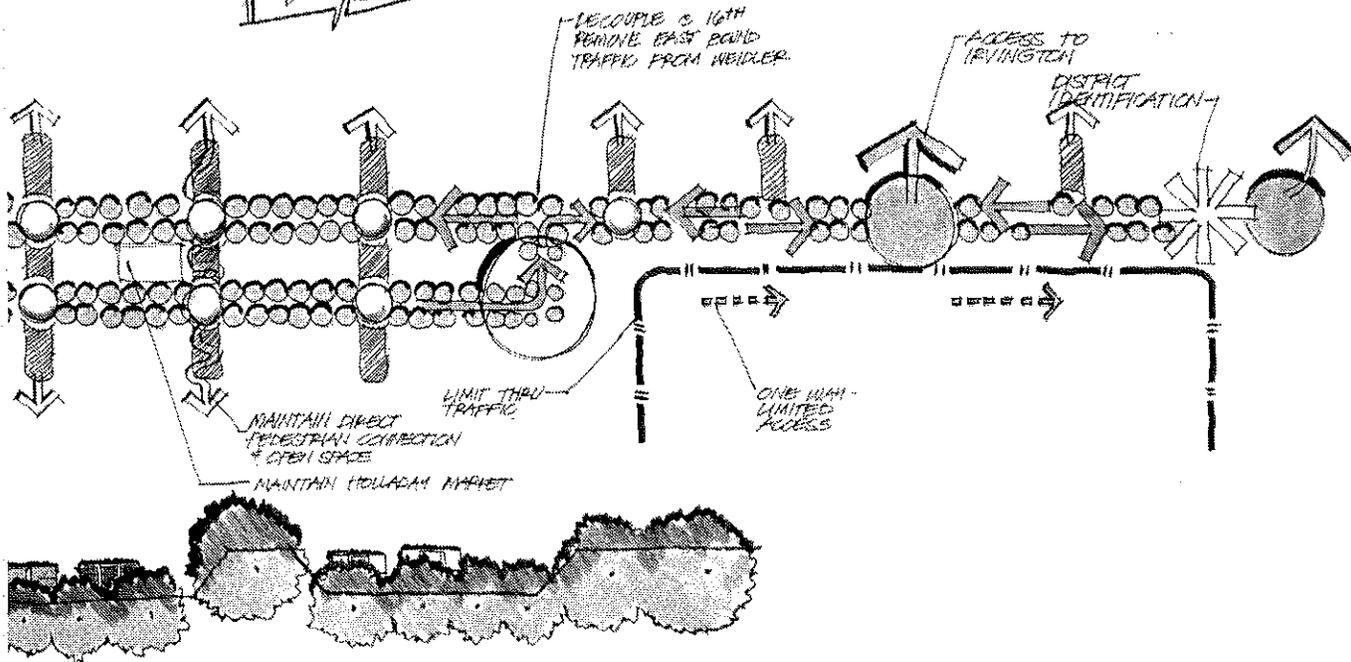
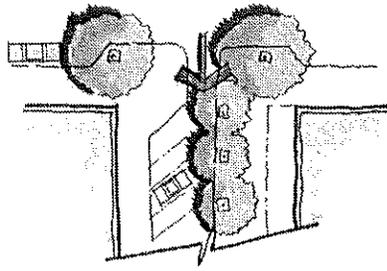
**Project Advisory Committee
Charrette Concepts**



Group I



Group II





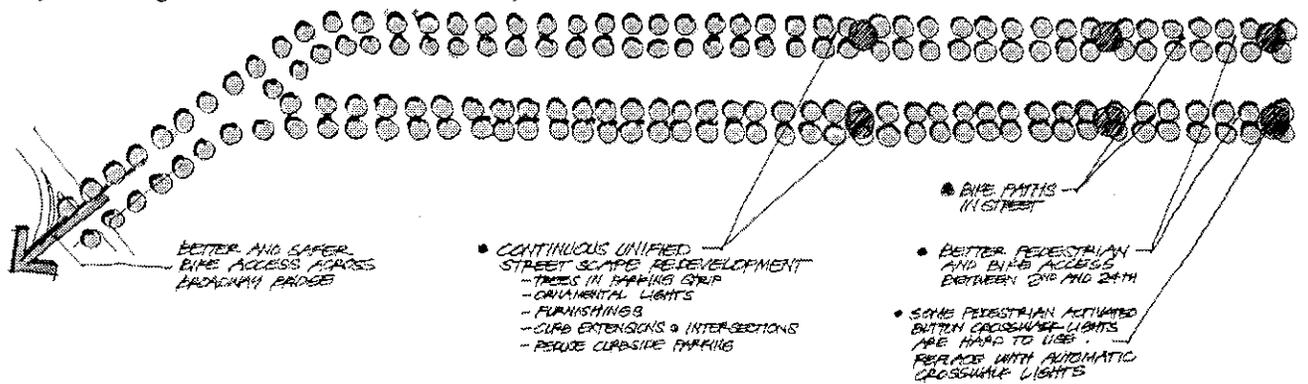
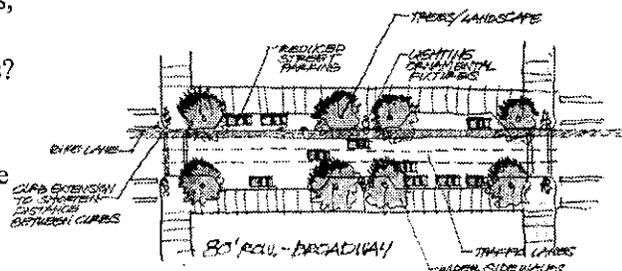
The Vision

How can we improve livability? Should Broadway and Weidler be de-coupled? Are there enough travel lanes on Broadway and Weidler today? Where will traffic go if traffic becomes two-way with fewer lanes? How will street and pedestrian improvements affect the neighborhoods and businesses in the short and long term? How would traffic changes impact transit? How can we accommodate pedestrians, parking, bicycles, and travel lanes in a limited right-of-way? Who will pay for improvements?

These are among the many issues the PAC discussed as members prepared a Vision for the future of the Corridor. An *ad hoc* committee was formed by the PAC to craft detailed language and to focus on aspects that define the quality and image of the Corridor. The Vision,

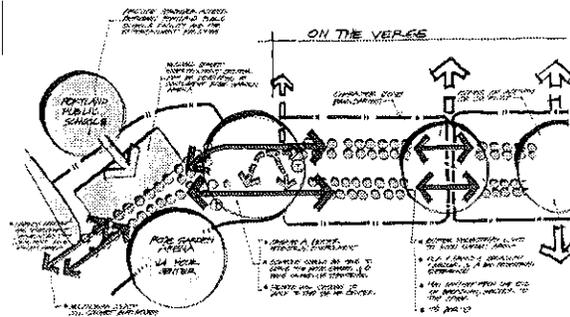
combined with technical analysis guided the evaluation of each alternative. The Vision is the corner stone that supports the proposed enhancements in this plan and will be the basis for evaluating future planning, design and development proposals within the Broadway Weidler Corridor. The vision is as follows:

- Overall Vision: The Corridor is people-oriented, lively, inviting and safe for all who use it, with a healthy mix of residential uses, retail and services at a comfortable human scale. It is the "Main Street," with gathering places, for adjacent neighborhoods. It serves as an important transition and buffer between higher density development and adjacent neighborhoods. Building height and bulk are low to moderate. Open areas and public spaces are encouraged. Transportation services enhance the unique identity and function of the Corridor.**

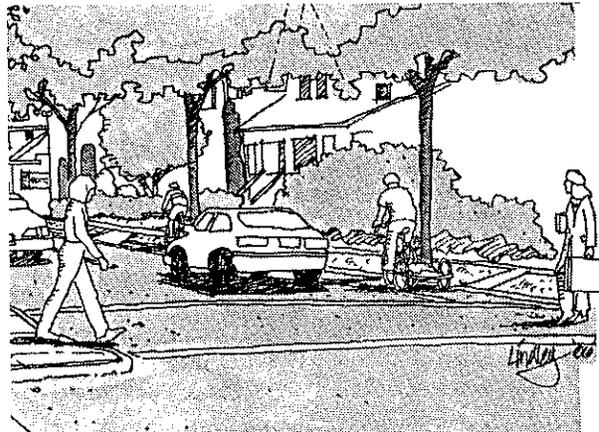


Group III

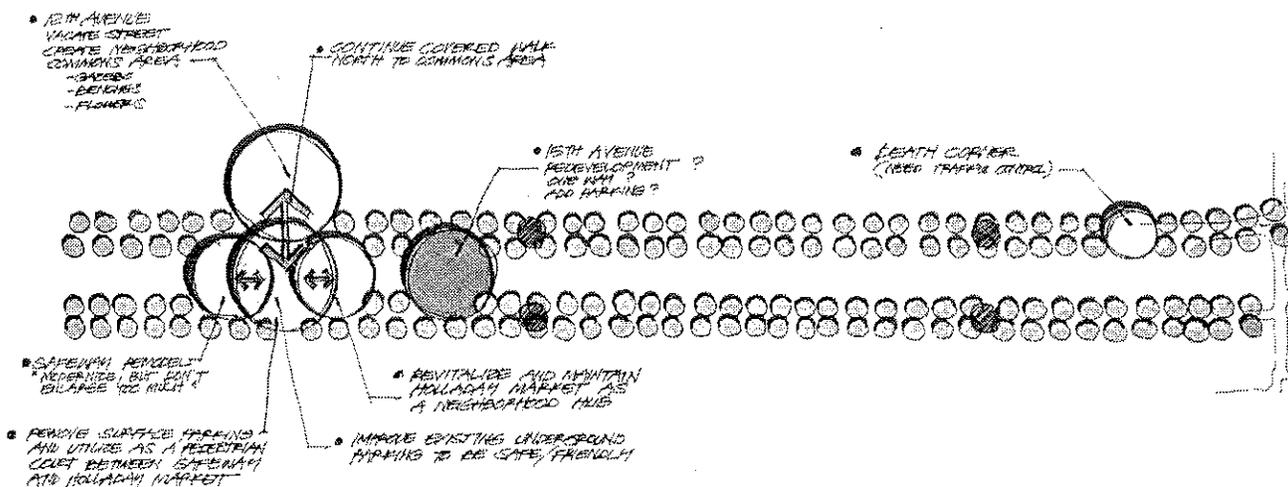
- **Connectivity:** The Corridor enables convenient passage throughout. It is the seam that binds the neighborhoods and commercial areas to the north and to the south. It also is a connector between east and west Portland with a transportation system that adequately accommodates multiple modes.
- **Community Identity:** The Corridor is identifiable by the diversity of its people, the quality of its architecture and its lively streets. Common elements, landmarks and features specific to the area provide continuity, bind the Corridor, and remind the public and future generations of our heritage and community spirit.
- **Pedestrian and Bicycle Access:** Pedestrian and bicycle uses are an integral part of the transportation system in and adjacent to the Corridor. The street system enables people to walk, shop, and dine. Traffic moves at a rate that supports the pedestrian-oriented retail and residential environment.



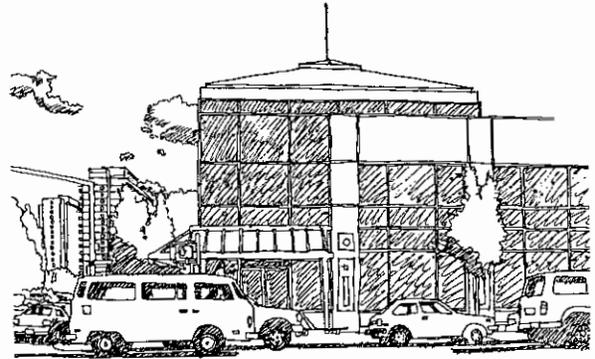
The Corridor is a seam that binds the neighborhoods and commercial areas together



Plan improvements include bicycle lanes and improved pedestrian crossings.



- **Economically Viable Corridor Business:** *A healthy, diverse, pedestrian-oriented business environment is essential to the Corridor's vitality. Various types and sizes of businesses serve the needs for goods, services and employment of the neighboring communities and the general metropolitan area. These businesses invite and stimulate complementary development. Access, parking and development are integrated into and balanced with the other needs in the Corridor.*



Healthy established businesses help invite new development and redevelopment.

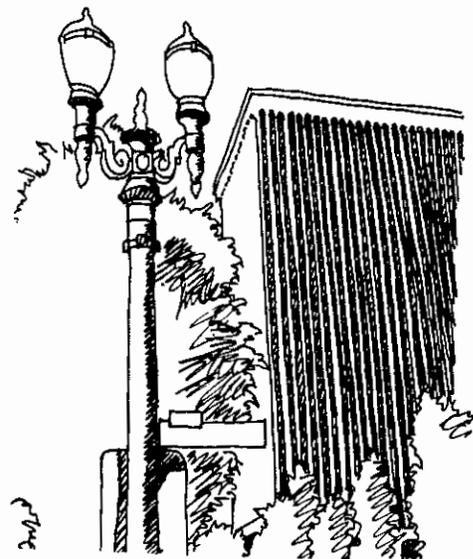
- **Mixed Use Corridor Residential:** *Mixed use and mixed income housing opportunities provide greater safety, support neighborhood retail, and encourage people to live and work in the Corridor. They are enhanced by diverse modes of transportation.*



The Corridor is a buffer between the high intensity activities of the Lloyd district and residential neighborhoods.

- **Stable and Sustainable Residential Neighborhoods:** *The cohesiveness, livability and safety of the Corridor are enhanced by maintaining adjacent residential neighborhoods that are appealing to long-term residents and are walkable, diverse and attractive.*

- **High Density Adjacent Businesses:** *The Lloyd Central City Business District is healthy and vital. The Corridor is the buffer protected from encroachment from the adjacent Business District with its different needs and functions. The relationship between the Corridor and these businesses is interdependent and mutually supportive.*



Preferred Alternative: Enhancement of the One-way Couplet

Summary

Enhancing the one-way couplet balances the Vision of Broadway and Weidler as a “Main Street” with the requirements of a Major City Traffic Street. The one-way couplet is enhanced with wider sidewalks, bike lanes, curb extensions at intersections, more traffic signals and a continuous and consistent streetscape.

The character shifts from commercial to residential from 16th to 24th in Sullivan’s Gulch. Beginning with a gateway at 16th the street is lined with broad round-headed street trees with a mix of single ornamental and cobra head street lights. The traditional mowing strip is retained along the curb line; parking is added to the north side of the street.

Historical Background

Just twenty years ago, communities generally solved traffic and transportation problems by eliminating sidewalks and parking and adding more travel lanes. In many cases, such as on NE Weidler, sidewalks were reduced to six feet, parking disappeared and the street became a conduit of three and four lanes of fast-moving traffic. As many storefront businesses were eliminated, automobile-oriented businesses filled in the many vacant lots. Land values in surrounding neighborhoods declined. In the mid-1980s, streets were lined with empty or run-down buildings. Since the beginning of this decade, a renaissance has occurred and vibrant restaurants, street side cafes, businesses and freshly painted residences line both sides of the Corridor.



Not long ago the Corridor was lined with numerous vacant buildings.

Urban Form

The Broadway Weidler Corridor is a transition between the higher density commercial and retail center of the Lloyd District and medium and lower density development to the north. Density, building height and bulk gradually step down from the high-rise buildings south of Weidler and west of 15th to the single-family residences of the surrounding neighborhoods. This transition provides a buffer between active commercial and retail businesses and neighborhood homes.

General Commercial and Storefront Commercial land use zones within the Corridor support the gradual transition from high-density to single-family development. Building heights on Broadway and Weidler from Williams to 7th Avenue are 100 feet. From 7th to 24th, they are set at 50 feet. In many respects, Portland's urban form steps down from the heart of the Central City to the east along the Corridor. This is consistent with current planning goals that encourage higher density development within the Central City and near light rail transit stations.

Tri-Met is evaluating alternative locations for a light rail transit station at the intersection of Interstate 5 and the Corridor where the highest densities and building heights are found. Metro, Tri-Met and the City are expected to conduct station area planning around the Broadway Weidler light rail station once a preferred location is selected.

Housing is allowed and encouraged throughout the Corridor with densities far in excess of those recommended by the Metro 2040 guidelines for "Main Streets" designation. The Broadway Weidler Corridor is designated a "Main Street" in Metro's plan which recommends that density increase by two percent of growth from 1990 levels. This is an increase of 36 people per acre to 39 per acre.

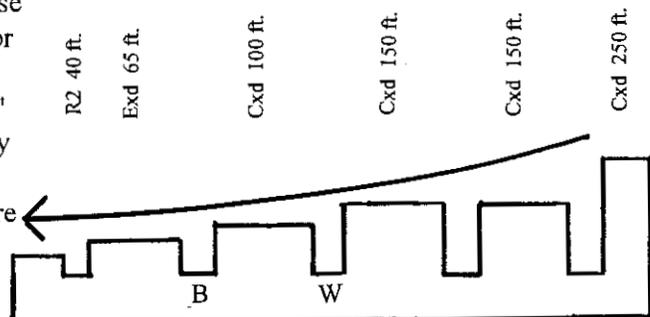


Building heights step down from the center of the Lloyd District.....



toward one, two and three story buildings along the Corridor. Building heights continue to descend into the neighborhoods to the north and east.

Below, from right to left, building heights step down to the Corridor and adjacent residential neighborhoods. This section shows descending building heights in the area west of 6th Avenue.



Throughout the Broadway Weidler Corridor there are opportunities for high density housing that meet or exceed Metro 2015 and 2040 guidelines. Housing is allowed under the base commercial zones and specifically called for under the residential zoning designations. All zones described in more detail below are present within one block of Broadway and Weidler. The following table shows maximum people per acre allowed under the current zoning designations.

appropriate sidewalk width. On the other hand, 12 to 14 foot sidewalks are achieved by dropping a lane of traffic east of 6th Avenue on Broadway and on Weidler from Williams to 21st Avenue.

This basic framework of land use, urban form and public right-of-way enables development and redevelopment to advance the goals of the City and Metro's 2040 Plan.

Table 1: Potential Development Density

Zone	FAR	Building Height	GSF	Dwellings/Acre	People/Acre*
Metro 2040					39
CS	3:1	45'	60,000		120
CS/Residential		45'	20,000****	40	80
Cxd	4:1	varies 50'-150'	160,000		320
Cxd/Residential	4:1	100'-150'		120-240	240-480**
I					
Cxd	6:1	150'	240,000		480
Cxd/Residential	6:1	150'		160	320***
I					
R-2				20	40
R-1				40	80
R-H	2:1			80	160
R-H	4:1			160	320
R-2.5				8.7-Detached	17.40
R-2.5				17.4-Attached	34.80

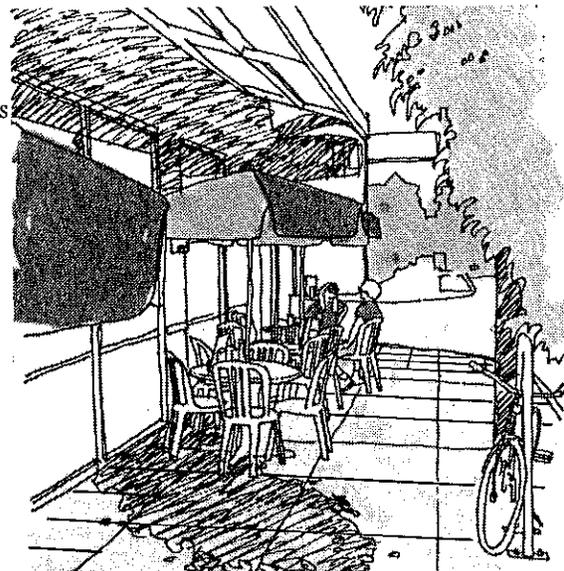
* Assumes 500 square feet per employee and 2 people per dwelling unit (1000 square feet per dwelling unit). Source: Metro

** Assumes 1 level of structured parking.

*** Assumes 2 levels of structured parking.

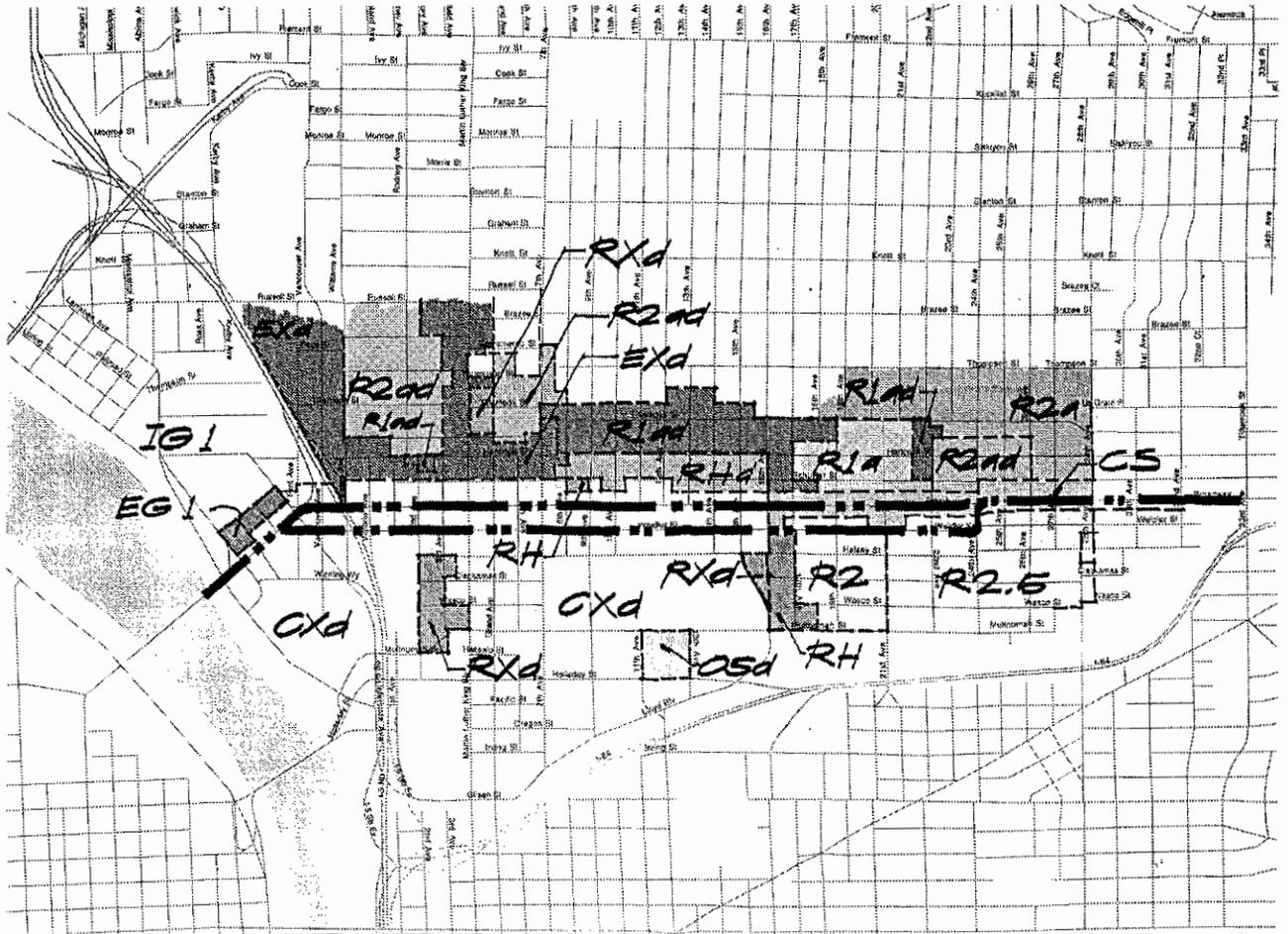
**** Assumes 1 floor of retail/commercial with 2 levels of housing.

The street environment within the public right-of-way is designed to accommodate urban development consistent with the densities allowed within the various zones. Sidewalk widths of 12 to 14 feet wide are consistent with the draft Pedestrian Master Plan which provides space for pedestrians, furnishings, street trees and activities such as outdoor cafes and sales. As a comparison, pedestrians are allotted the same amount of space as found in Downtown Portland. In some cases, such as on Broadway between Williams and 6th and on Weidler, a setback is required to achieve the

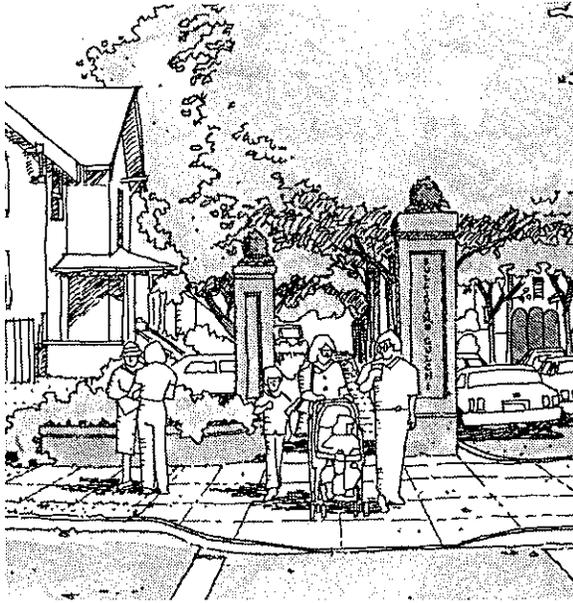


Lively sidewalks need to accommodate cafe tables, walking space and places for trees, bikes, street lights and furnishings.

Existing Land Use



The existing zoning designations allow a mix of commercial, retail, office and residential uses.



A new gateway at 16th and Weidler would announce the transition from the commercial and retail areas of the Corridor into the exclusive residential area of Sullivan's Gulch. On the left is an early drawing of a gateway concept for 17th and Weidler.

Sense of Place

The Corridor is people-oriented, lively, inviting and safe for all who use it, with a healthy mix of residential uses, retail and services at a comfortable human scale. It is the "Main Street," with gathering places, for adjacent neighborhoods. It serves as an important transition and buffer between higher density development and adjacent neighborhoods. Building height and bulk are low to moderate. Open areas and public spaces are encouraged. Transportation services enhance the unique identity and function of the Corridor.

Overall Broadway Weidler Corridor Vision

What is the sense of place within the Broadway Weidler Corridor? What makes Broadway and Weidler streets special? Why are these streets important to the surrounding neighborhoods and community? These and many other questions were considered by the PAC and general public. The sense of a place is different to each individual who interacts with it. To it is good coffee shops and places to sit. Others contend that the architecture and history of a place makes it unique. Yet others may suggest that it is the people who go there that give a place its heart, personality and character.

Broadway Weidler Corridor Plan



Architecture contributes to the identity of the Corridor.

The Lloyd District Design Criteria and Standards is a system for developing the public right-of-way that accounts for the technical aspects of street maintenance and operation within an enduring character that accommodates a variety of architectural types. The Broadway Corridor Plan provides for continuity with the Lloyd District and the Central City while allowing special features such as the color of the light and signal poles, signage, banners and features imbedded in the sidewalks that provide identity for the Corridor.

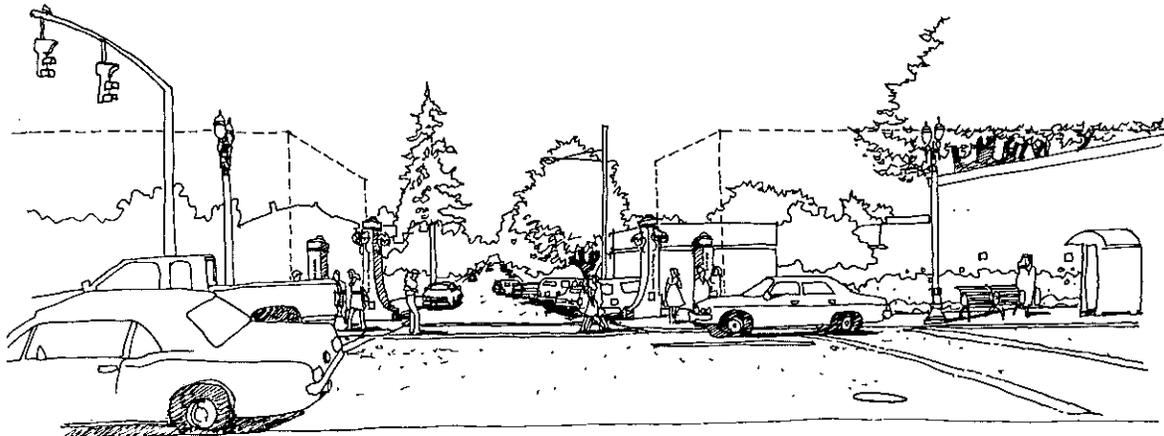
More importantly, the people, businesses and architecture that abut Broadway and Weidler ultimately create the sense of place.



The Lloyd District Design Criteria and Standards provide a system of paving, street trees, lighting and furnishings that define sidewalk zones and uses.



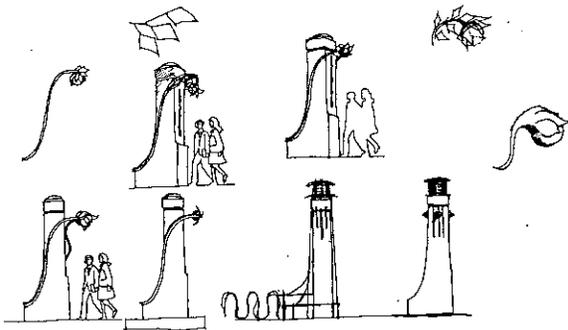
Architecture provides a distinctive backdrop for pedestrian activities.



A gateway on the north side of Broadway at 12th would help provide connectivity between the Irvington neighborhood and the Corridor.



People provide the action and liveliness that creates vitality and a strong sense of place.



Concept sketches for gateway pylons at 12th and Broadway.

Most of us, I suspect, without giving much thought to the matter, would say that a sense of place, a sense of being at home in a town or city, grows as we become accustomed to it and learn to know its peculiarities. It is my own belief that a sense of place is something that we ourselves create in the course of time. It is a result of habit and custom. But others disagree. They believe that a sense of place comes from our response to features which are already there—either a beautiful natural setting or well designed - architecture. They believe that a sense of place comes from being in an unusual composition of spaces and forms - natural or man-made.

In many cities around the country there are concerts of Baroque music in a new minipark and ethnic pageants, each of them featuring the customs and dances and food specialties of a group.

On such occasions the whole area is brought to life. A kind of invisible confetti fills the air, and we feel that the central city has at last become an exciting and stylish part of town, the old monotony banished forever. The sense of place is reinforced by what might be called a sense of recurring events.

John Brinkerhoff Jackson; from "A Sense of PLACE, a Sense of TIME"(Yale University Press 1994)

Market

The Corridor's location in proximity to the Rose Garden, Oregon Convention Center, Lloyd District offices, Lloyd Center and Downtown Portland provide continued stimulus for development.

Moreover, as the surrounding older, established neighborhoods survive and thrive, there will continue to be a trade area population with high disposable income. Trends in commercial investment that capture a greater share of local expenditures show no sign of slowing. It is likely that future commercial investment may include larger scale projects with a mix of local and regional tenants.

At least to the end of the century, the western segment of the Corridor, from the Willamette River to NE 7th, is likely to remain a viable location for auto-oriented uses until the NE Greeley Ramps and the South/North Corridor projects are completed.

The central segment, from NE 7th to NE 16th, benefits from the influence of the Lloyd Center and may attract local and national tenants. The balance of this area is expected to be developed with convenience and specialty retail businesses.

The eastern segment, from NE 16th to NE 24th, may tip in the direction of specialty retail as the area gains identity. Multi-family housing is expected to be a significant component of future development for the central and eastern segments of the Corridor.



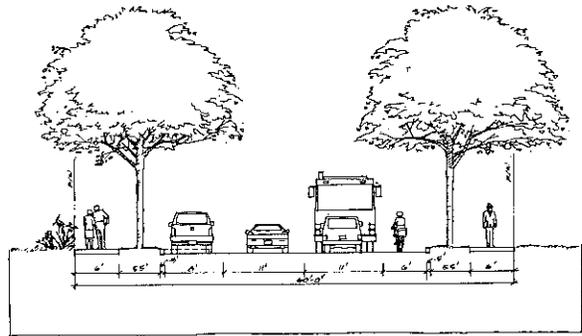
The new Irvington Market at 15th and Weidler.



Lloyd Place is a mixed use development now under construction. When completed it will feature 202 residences over ground floor retail businesses.

Bicycles

It is a statewide, metropolitan area and City goal to provide designated bicycle lanes on major city traffic streets, such as Broadway and Weidler. This encourages bicycle use as an alternative to automobile travel. At the same time it also provides safe bicycle access to work and shopping within the corridor and destinations linked by Broadway and Weidler. This plan creates bicycle lanes the length of the project from the Broadway Bridge to NE 24th Avenue. Each leg of the couplet contains one bicycle lane in the direction of traffic flow.



Bicycles will have striped lanes from the Broadway Bridge to NE 24th Avenue.

Pedestrians

According to current research, and consistent with the City's preliminary discussion draft of the Pedestrian Master Plan, dated October 1995, a 15 foot-wide sidewalk best supports lively retail and commercial streets, providing space for street trees, lighting, bicycle parking, strolling, window shopping and cafe tables. In this plan, sidewalks will be 14 feet wide along Broadway. However, some sidewalks on Broadway between NE 6th and Williams, which is 10 feet narrower than the balance of the right-of-way, will remain 6 to 10 feet in width. As the 6th to Williams segment of the Corridor develops or redevelops, a setback will be required to increase sidewalks to a minimum of 12 feet. However, wider sidewalks are encouraged in this area of the Corridor because land use designations allow much higher density (100 foot building heights with Floor Area Ratios of 4:1 and 6:1) than in areas to the east.

The same principles apply to NE Weidler, where sidewalks will also range from 12 to 14 feet wide. Weidler has rights-of-way of 60, 70 and 80 feet, which is narrower than Broadway. A setback will be required wherever sidewalks are narrower than 12 feet, except from 16th to 24th. From 16th to 24th Weidler will continue to be more residential in character with 6 foot-wide concrete sidewalks paralleled by curb-side planting strips.



Concrete score lines define the use zones on sidewalks.

New traffic signals are installed at 2nd, 10th, 14th, 19th and 22nd. Push buttons are removed from all intersections except Larabee and Benton Streets. Pedestrian crossing signals are sequenced with the traffic progression to help maintain proper groupings of vehicles, regulate traffic speed and improve pedestrian access across the Corridor.

The intersections of 24th at Broadway and Weidler are reconfigured to better indicate the line of travel.

On-street Parking

This plan recommends increasing parking on Broadway by 28 spaces and on Weidler by 39 spaces. The greatest increases occur on Weidler between Martin Luther King Jr. Boulevard and Williams, and between NE 16th and NE 24th Avenues.

Heavy Vehicles

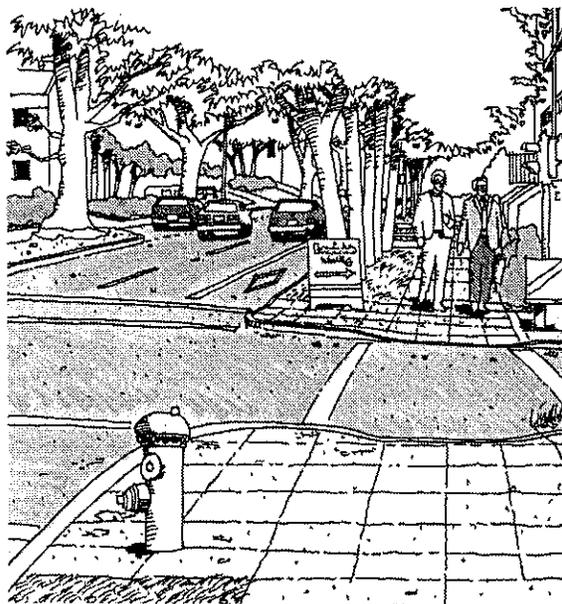
It is expected that heavy vehicle traffic will move slower through the Corridor. Circulation patterns will remain similar to today.

Neighborhood Access

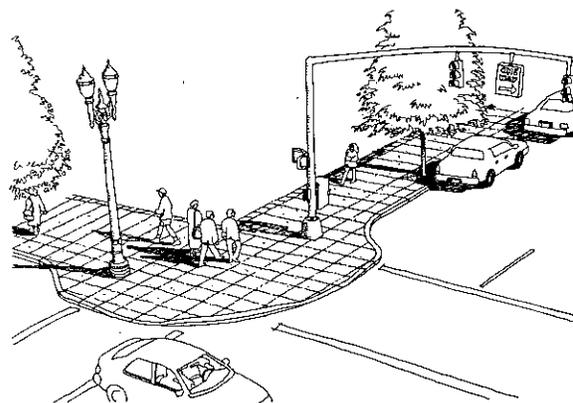
New signals improve neighborhood and pedestrian access across the Corridor and are a good link between neighborhoods and retail areas.

Streetscape

The overall appearance of the Corridor is improved with more space for bus stops, pedestrians and street furnishings, including ornamental lighting. Wider sidewalks provide more space for street trees, awnings, sidewalk cafes and storefront displays. Large round-headed trees between NE 16th and NE 24th provide shade and scale to Weidler throughout Sullivan's Gulch. More upright trees on Broadway and Weidler in the commercial and retail areas of the Corridor provide protection for pedestrians while allowing clear visibility of storefronts. A description of the Broadway Weidler Corridor Plan improvements follows.



Parking would be located on the north side of Weidler wherever possible.



Improvements to the street would include ornamental street lights, street trees, tree grates, special concrete scoring and curb extensions that reduce pedestrian crossing distance.

Characteristics of the Preferred Alternative: Enhancement of the Existing One-way Couplet

Bicycles

- Striped bicycle lanes westbound on Broadway and eastbound on Weidler from the river to 24th
- A minimum of two bike racks per block centered in the furnishing zone parallel to the building line.

Pedestrians

- Pedestrian access on both sides of Broadway and Weidler from the river to 24th
- Provision for a setback on the north and south sides of Broadway from Williams to 6th Avenue to attain a minimum walk width of 12 feet
- Improved pedestrian environment on Broadway and Weidler by widening sidewalks to 12-14 feet
- Existing narrow (6-8 feet) sidewalks from Williams to Martin Luther King Jr. Blvd. on Broadway remain until new development or redevelopment occurs
- Corners where new curb extensions are added reduce pedestrian crossing distance.
- New traffic signals at 2nd, 10th, 14th, 19th and 22nd Avenues
- Pedestrian gateway to Sullivan's Gulch at 16th and Weidler
- Pedestrian gateway to Irvington on the north side of Broadway at 12th Avenue

Transit

- No changes to bus routes
- Bus stop curb extensions provide convenient and more comfortable waiting while preserving the sidewalk area for pedestrians
- Safety, visibility and accessibility to transit are enhanced
- Improved sidewalk connections and additional traffic signals benefit transit

- Right-turn lanes at Larabee and Broadway are consolidated to improve the bus stop
- Buses stop in travel lanes, improve bus operations

Traffic

- Right-turn lanes are consolidated at Larabee and Broadway to provide a potential open space or development site
- Maintaining the existing one-way couplet on Broadway and Weidler avoids significant traffic diversion to other routes
- Eliminates one lane on Broadway from 6th to 24th
- Eliminates one lane on Weidler from Victoria to 21st
- New traffic signals at 2nd, 10th, 14th, 19th and 22nd improve pedestrian crossings and encourage slower traffic speeds
- Pedestrian crossing signals are sequenced with traffic progression
- Maintains a 250 foot left turn lane on Weidler at 21st
- Right-turn off-ramp from I-5 southbound is consolidated with Vancouver intersection, providing a potential open space or development site
- Improves the intersection at Weidler and 24th to enhance safety
- Improves the intersection at Broadway and 24th to enhance safety

On-street Parking

- Parking removed along the north side of Broadway between Williams and NE 6th; replacement with angled parking on side-streets is being studied
- Parking added to Weidler on the north side between 16th and up to 250 feet from the 21st Avenue intersection

Streetscape

- Twin Ornamental street lights at corners with Cobra Head fixtures at mid-block
- Single Ornamental street lights mixed with Cobra Head fixtures on both sides of Weidler from 16th to 24th
- New street lighting, street trees, tree grates, bike racks placed on both streets

Implementation Strategy

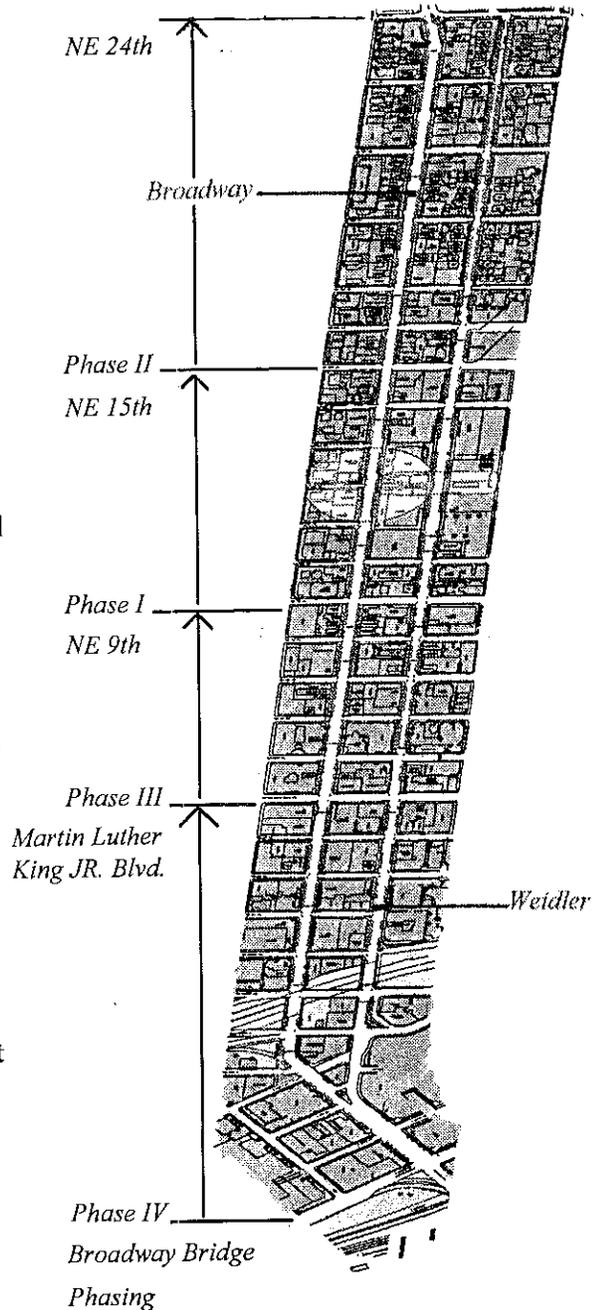
The preferred alternative is strongly supported by neighborhoods and business organizations who were long standing advocates for this planning process. It is important to the vitality of inner Northeast Portland and essential to the continued and revitalization of the area. The business community along Broadway and Weidler competes with the greater metropolitan region for a share of retail spending. Though surrounding neighborhoods have significant retail spending capacity, they do not purchase goods and services only from the Corridor. Consequently, successful commercial enterprises must attract consumers from throughout the region, in addition to serving neighborhood residents. Pedestrian improvements that create a comfortable, convenient and safe increase the Corridor's ability to compete in the regional market as well as attract more local shoppers.

Within the Corridor there are opportunities for expanded commercial, retail and residential developments. A current example is Lloyd Place, a mixed-use development of 202 housing units over ground-floor retail businesses under construction at 15th and Weidler. It is. Other private development plans and on Broadway and Weidler projects are evolving. The improvements envisioned in this plan are necessary not only to maintain this upward economic trend but are fundamental to increasing jobs, new housing and enhanced livability in the Corridor and in inner Northeast Portland.

For convenience this implementation plan is divided into four segments. Although an order of phasing is suggested, no single phase should preclude another from occurring. Funding efforts will be applied to each phase.

This strategy is based on an assumption that each phase will be implemented through investment of public and private funds. This does not preclude a phase from proceeding if

full (public) funding becomes available. Table 2 illustrates the preferred phasing and funding strategy.



There is strong support from large and small businesses between NE 10th and NE 15th to form a public/private partnership through a Local Improvement District (LID). This is significant to achieving the “Main Street” objectives of Metro 2040 such as nurturing higher density development and providing better transit access and more convenient shopping within walking distance of surrounding neighborhoods. It is significant that a large percentage of small property owners on the Corridor who are interested in participating in an LID.

Upon adoption of this plan, a significant number of local businesses are willing to explore immediately proceeding with an LID and a public/private partnership for the first phase of this plan. This public/private partnership requires a matching funds from the City to leverage the significant private investments needed to implement the first phase of the Broadway Weidler Corridor Plan.

The public/private partnership and LID may be modified to accommodate and gain support from the residential areas.

Detailed public right-of-way improvements in the Plan are based on the Lloyd District Design Standards and Criteria and applied from the Willamette River to 24th Avenue on Broadway and Weidler. Please refer to Table 2: Phasing and Funding Strategy.

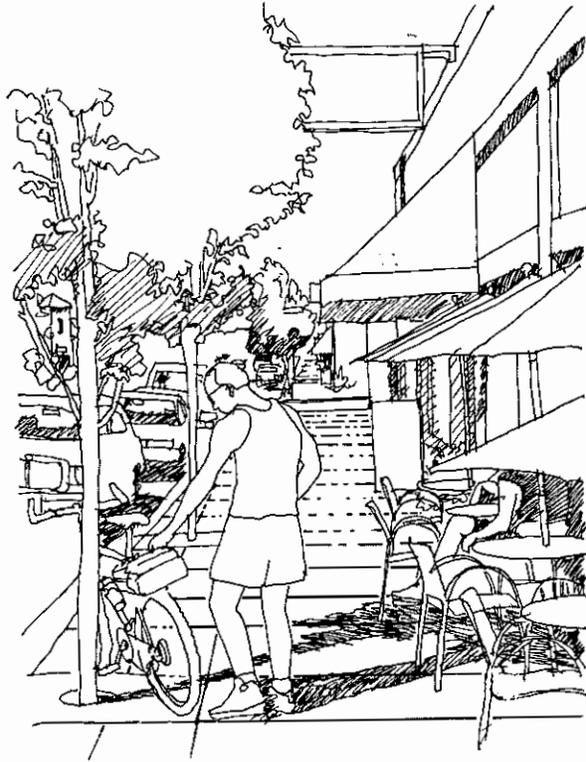


Table 2: Draft Phasing and Funding Strategy*

Phase I:	Phase II:	Phase III:	Phase IV:
Broadway Weidler NE 9th to NE 15th \$4.30+	Broadway Weidler NE 15th to NE 24th \$4.20+	Broadway Weidler MLK to NE 9th \$3.85+	Broadway Weidler River to MLK \$5.20 +
Elements	Elements	Elements	Elements
Bike Lanes	Bike Lanes	Bike Lanes	Bike Lanes
Sidewalks	Sidewalks	Sidewalks	Sidewalks
Street Trees	Street Trees	Street Trees	Street Trees
Furnishings	Furnishings	Furnishings	Furnishings
Street Lights Cobra	Street Lights Cobra	Street Lights Cobra	Street Lights Cobra
Street Lights Twins	Street Lights Twins	Street Lights Twins	Street Lights Twins
Traffic Signals	Street Lights Singles	Traffic Signals	Traffic Signals
Street Work	Traffic Signals Street Work	Street Work	Street Work
Enhancements	Enhancements	Enhancements	Enhancements
12th Ave Gateway	16th Ave Gateway	None	Open Spaces
Funding	Funding	Funding	Funding
Public	Public	Public	Public
Private: LID	Private	Private	Private

* Dollars are in millions.

STAFF REPORT
BROADWAY WEIDLER CORRIDOR PLAN
COMPREHENSIVE PLAN POLICY ANALYSIS

INTRODUCTION

This report presents the results of the policy analysis of the Broadway Weidler Corridor Plan. The study area extends along the Broadway Weidler couplet in northeast Portland from the Broadway Bridge to 24th Avenue and includes portions of the Lloyd District/Coliseum area. The purpose of the project is to improve the livability and function of the predominately commercial and retail corridor by recommending transportation and urban design improvements that meet the needs of those who use the Corridor.

The Broadway Weidler Corridor is a critical link in the City of Portland's transportation system. It carries over 40,000 vehicles daily and serves the Lloyd Center/Rose Garden area as well as connecting the surrounding neighborhood. The Corridor is intended to serve a variety of transportation modes, including bicycles, pedestrians, transit, automobiles, and trucks.

Through an extensive public involvement process, which included public open houses, workshops and design charret sessions, five alternatives were developed. All five alternatives are the same from the Broadway Bridge to 16th Avenue and 24th Avenue. The alternatives included two alternatives that would retain the existing couplet; these were combined early in the process. In addition, four decoupling alternatives were developed. The alternatives include improvements to the pedestrian and bicycle facilities with the following modifications to the roadway circulation system:

- Alternative 1 - Enhancement of One-way Couplet
- Alternative 2 - Full De-couple at 17th Avenue
- Alternative 2A - Partial De-couple at 17th Avenue
- Alternative 2B - Partial De-couple at 17th Avenue (two-way Weidler Street)
- Alternative 2D - Partial De-couple at 16th Avenue

The advantages and disadvantages of each alternative were analyzed, summarized and presented to the Project Advisory Committee (PAC) and the public throughout the public process (See the Broadway-Weidler Corridor Plan Technical Memoranda "Broadway Weidler Corridor Transportation Analysis"). Based upon traffic, design and market analysis, and public input, the PAC recommended Alternative 1.

CONFORMANCE WITH RELEVANT CITY POLICIES

The preferred alternative of the Broadway Weidler Corridor Plan were reviewed for compliance with adopted City policies as detailed in the following documents:

- Comprehensive Plan Goals and Policies, 1980
 - Transportation Element of the Comprehensive Plan, 1992
 - Arterial Streets Classifications and Policies (ASCP), 1992
- Interim Federal Regional Transportation Plan (RTP), 1995
- Central City Plan, 1988
- Central City Transportation Management Plan (CCTMP), 1995
- Albina Community Plan, 1993
- Irvington Neighborhood Plan, 1992
- Eliot Neighborhood Plan, 1993
- Sullivan's Gulch Neighborhood Action Plan, 1987

ARTERIAL STREETS CLASSIFICATIONS AND POLICIES

Contained within Goal 6 Transportation of the *Comprehensive Plan* is the *Arterial Street Classifications and Policies (ASCP)*, a document that classifies the optimal function of individual City streets in relation to each mode of travel. The classification also generally dictates the appropriate type of improvements needed to accommodate the modes. Policy 11.10 of the *Comprehensive Plan* directs that all improvements within the public right-of-way be consistent with the classifications found within the *ASCP*.

In the Central City, an equivalent set of classifications is established in the *Central City Transportation Management Plan*. This addresses the special circumstances and needs of the Central City's transportation system.

The portion of NE Broadway east of NE 16th Avenue that is outside the Central City is classified as a Major City Traffic Street, Major City Transit Street, Pedestrian Path with Crossings, a Minor Truck Route. NE Weidler along this portion of the corridor is classified as a Major City Traffic Street and Major City Transit Street.

Within the Central City, Broadway and Weidler are also classified as a Major City Traffic Streets. Broadway and Wiedler are also classified as Transit Access Streets, Central City Bikeways, Central City Walkways, and Minor Truck Streets. The entire Lloyd District is classified as a Pedestrian District.

The conformance of this Broadway Weidler Corridor Plan with each modal, along with all other policies related to each mode, are discussed below.

TRAFFIC AND PARKING POLICIES

Traffic:

To be consistent with the Major City Traffic Street classification, improvements to Broadway and Weidler must serve district-wide automobile traffic in need of connections to the regional freeway system and major activity centers, as well as concentrated traffic access to adjacent commercial development. The same is true for the corridor's functional classification in Metro's *Regional Transportation Plan* as a Major Arterial.

In terms of its through traffic function, the existing corridor is a major automobile route between Northeast Portland neighborhoods and Interstate 5, the Central City and the Oregon Convention Center. The corridor was established as a couplet in 1960, to serve auto trips destined for the Coliseum, Lloyd Center, and Banfield freeway. Policy 6.2 Regional and City Travel Patterns of the *Comprehensive Plan* reinforces the relative role of Major City Traffic Streets within the hierarchy of the functional classification system. These streets are intended to serve as the principal route for traffic which have at least one trip end within a transportation district. They are not to be designed or managed as alternative routes for regional trips. The policy also directs that the removal of on-street parking to facilitate through movement within the district is acceptable, but that impacts to adjacent land uses must be studied prior to implementation. For local access, the corridor serves such major attractors as the Rose Garden Arena and the Lloyd Center Shopping Mall. Smaller scale commercial and retail development extends the length of Broadway Weidler Corridor.

In addition to the policy regarding the automobile function of the corridor are policies which provide specific direction that the City study the decoupling of Broadway and Weidler east of 16th Avenue. The *Transportation Element's* Northeast District Policy No. 9 Broadway/Weidler Decouple, calls for a feasibility study of decoupling, and if found feasible, reclassification of Weidler as a Local Service Street. The policy is supported in the *Central City Transportation Management Plan* under action item 2 Projects, e., and in the *Oregon Convention Center Policies and Procedures Guide* Transportation and Circulation Systems Procedures No. 18. The basis for this policy directive is found in the *Sullivan's Gulch Neighborhood Action Plan*, under Policy 1 Broadway Business District, Objective 1B, Policy 4 Neighborhood Core, Objective 9B, and Policy 9 Traffic, Objective 9B. The basic purpose of the decouple proposal is to shift

shift the currently large volume of non local traffic from Weidler to Broadway so that Weidler from NE 16th Avenue to 24th Avenue may function more as a residential street within the Sullivan's Gulch neighborhood.

The feasibility of decoupling Broadway and Weidler was incorporated into plan's study process via the inclusion of two full decoupling alternatives and three partial decoupling alternatives. The feasibility of each alternative was studied in relation to traffic operations, pedestrian and bicycle facilities, transit operations, safety, truck movement, and neighborhood access.

Decoupling Broadway and Weidler would result in the reduction of 6500-12,000 vehicles per day on Weidler from the current 26,000 vehicles per day, depending upon which decoupling alternative is under consideration. These volumes would be diverted to Broadway at 16th or 17th Avenue. The impact of diverting 6500-12,000 vehicles per day to Broadway results in traffic, pedestrian, bicycle and transit impacts that are unacceptable to the Project Advisory Committee, contrary to the vision/goals of this project, and not supported by public policy.

In summary, the analysis indicates that there are a number of negative impacts associated with the decoupling alternatives that cumulatively demonstrate that decoupling is not feasible. These impacts include unacceptable levels of service at certain key intersections, potential traffic diversion to neighborhood streets, reduced on-street parking, reduced neighborhood access, increased traffic and pedestrian safety concerns, and reduced truck loading/unloading access. *The Broadway Weidler Corridor Transportation Analysis* details the technical findings that support this.

In addressing the alternatives with Broadway and Weidler's existing traffic functional classification as a Major City Traffic Street, retaining the existing on-way couplet was found to provide the best operational balance between the corridor's intended functions as a district level through route that also provides local access to the adjacent businesses and neighborhoods. The primary reason is that the one-way operation of the corridor provides a better level of service at intersections compared to the decoupling alternatives. Capacity within the corridor is better maintained because one-way couplet reduces the number of vehicular turning movements and improves signal progression. Other reasons include the desire on the part of the community and the Project Advisory Committee (PAC), consisting of businesses and adjacent neighborhoods, to develop a more pedestrian friendly business corridor with wider sidewalks, improved opportunities to cross the streets and better multi-modal opportunities, specifically for bicycles and transit.

Moreover, maintaining adequate capacity allows the corridor's through traffic function to operate efficiently without traffic diversion onto inappropriate streets. The potential for traffic diversion to lower classification street is inconsistent not only with the *Arterial Streets Classification and Policies*, but *Central City Transportation Management Plan* Policy 2.9 Central City Edges, *Albina Community Plan* Policy II Transportation, Objective 4, *Eliot Neighborhood Plan* Policy 16 Broadway Corridor, Objective c, *Irvington Neighborhood Plan* Policy V Transportation and *Sullivan's Gulch Neighborhood Action Plan* Policy 9 Traffic , Objective 9C, all of which call for the protection of residential areas from the impacts of non-local traffic. Levels of service (LOS) are diminished at 21st/Broadway and 21st /Weidler with the decoupling alternatives as a result of increased congestion at these key intersections.

NE Broadway's function as a local access street to adjacent land uses also is supported more adequately by the preferred alternative relative to the decoupling alternatives primarily because the preferred alternative retains more on-street parking vital to the storefront commercial character of the current land use pattern. With each of the decoupling alternatives, up to 40 on-street parking spaces east of 17th Avenue would have to be removed to accommodate left turn lanes within the existing right-of-way. While the parking loss is partially mitigated through an increase of on-street parking on Weidler, the supply is shifted further away from Broadway where the primary demand is. Increased parking associated with the preferred alternative appropriately places additional parking in the retail and commercial areas of the corridor where the increased supply is needed. The preferred alternative also supports Broadway's local commercial and neighborhood access function due to the left turn prohibitions and increased congestion associated with the decoupling alternatives.

In terms of traffic safety, the preferred alternative provides important benefits over the decoupling alternatives. The two way operation proposed for Broadway in the decoupling alternatives increases the volume of traffic on Broadway as well as the likelihood of an increased rate and severity of automobile related accidents. Fewer turning movements associated with one-way operation reduce the potential for accidents, while the lack of opposing travel removes the cause of the worst kind of automobile accident, head-on collisions. Pedestrian safety is also improved.

Parking:

The *Comprehensive Plan* contains two parking policies applicable to this plan, 6.14 Parking Management and 6.15 On-Street Parking Management. Policy 6.14, Parking Management, directs the management of parking supply to take into account the parking spaces per capita reduction mandated by the State Transportation Planning Rule to encourage efficient use of alternative modes of travel. Policy 6.15, On-Street Parking

Management, outlines management guidelines for balancing the use of on-street parking between commercial activity and neighborhood livability. The *Sullivan's Gulch Neighborhood Action Plan* contains two policy objectives related to on-street parking, Objectives 1C and 9G. Both objectives call for the retention of on-street parking on Broadway to support adjacent businesses and reduce the impact to neighborhoods.

The preferred alternative supports the above policies through measures that preserve on-street parking within the corridor to the greatest extent possible, while not increasing the supply to a degree that discourages use of alternative modes of travel. In the storefront commercial section of the corridor east of 16th Avenue which relies on on-street parking for economic vitality, on-street parking is increased on both Broadway and Weidler. While on-street parking for all alternatives is decreased on Broadway west of Martin Luther King Jr. Blvd., the majority of land uses in this section have existing off-street parking. The impact to those uses that do not currently have access to off-street parking is largely mitigated through an increase in the on-street parking supply on Weidler west of Martin Luther King Jr. Blvd. In addition, the City has undertaken a study to examine the technical feasibility of angle parking on side streets throughout the City. Based on the results of this study, angle parking may be used in the corridor..

TRANSIT POLICIES

Comprehensive Plan Policy 6.7 Transit First also is applicable. Major City Transit Streets are intended to provide concentrated transit service to reinforce the connection between major activity centers and residential areas. This is the highest priority transit classification for intra- district service, and, as such, intended to be the primary means of providing additional transportation capacity within the corridor as needed. Transit Access Streets are intended to provide transit service in a more mixed traffic situation. The intent of Policy 6.7 Transit First is to develop transit as the preferred mode of person trips to and from downtown and all regional activity centers by improving the performance of transit travel times relative to automobile travel.

This plan generally supports the above policy and functional classifications as the proposed improvements enhance the ability of transit service to carry a greater share of transportation demand within the corridor. Wider sidewalks and an improved pedestrian environment enhance pedestrian access to transit service. The curb extensions which enhance the pedestrian environment and crossings also are designed to facilitate transit loading and unloading at bus stops. The ability of buses to stop within the travel lane eliminates the time loss associated with re-merging with traffic and improves the transit travel times.

The improvements to transit travel times within the corridor also provide support for *Transportation Element* Northeast District policies No. 2 District Commercial Centers and No. 4 Transit Service, which specifically call for the improvement of transit service between the Central City and Hollywood. The same is true for *Central City Transportation Management Plan* Policy 2.10 which directs transportation improvements within the corridor to reduce overall vehicle miles traveled through increased opportunities for transit, and Policy 3.1 Transit, which calls for support of district mode split goals..

The present level of transit service provided on the Corridor is consistent with the design criteria for its transit classification in the *Regional Arterial Plan* as a Primary Bus Line.

BICYCLE POLICIES

The Broadway-Weidler Corridor is classified in the *Central City Transportation Management Plan* as a Central City Bikeway. These are intended to provide safe, direct, and convenient bicycle access. As the volume of automobile traffic within the corridor is high, it is an important bicycle route from Northeast neighborhoods to the Lloyd District and Downtown via the Broadway Bridge and it is City policy to encourage bicycle usage. This is consistent with the Central City Bikeway classification and design standards proposed as part of the *Draft Bicycle Master Plan* and Policy 11.13 Bicycle Improvements in the *Comprehensive Plan*, in addition to the Bicycle Bill (State law ORS 366.514) that requires bicycle facilities for all road reconstruction projects. Compared to the decoupling alternatives, retaining the one-way couplet in the preferred alternative provides for better bicycle progression. Improvements to corridor pedestrian facilities discussed below enhance access to transit service.

The above findings are also consistent with Policy 6.12 Bicycle Network of the *Transportation Element*, Northeast District Policy No. 6 Bicycle Access as the improvements are part of a comprehensive bicycle network designed to increase the modal share of bicycle travel citywide. The same is true for Policy 2.10 Broadway-Weidler Corridor, Policy 3.2 Walk/Bike, 8.4 Bicycle Network, and 8.5 Bicycle Connections in the *Central City Transportation Management Plan* and Policy II Transportation, Objective 2 in the *Albina Community Plan*.

PEDESTRIAN POLICIES

All the policy documents relevant to the Broadway Weidler Corridor Plan include policies to specifically address pedestrian issues. *Comprehensive Plan* Goal 6 Transportation and 11B Public Facilities contain two general pedestrian policies with which the plan is consistent. Policy 6.11 Pedestrian Network and Policy 11.15 Pedestrian Improvements that direct public improvement projects to provide for safe and convenient pedestrian

travel to activity center. The plan includes improved pedestrian facilities that meet or exceed minimum City standards for sidewalks and is consistent with these policies. The decoupling alternatives call for reduced sidewalk widths.

The corridor also has specific pedestrian classifications within the *Arterial Streets Classification and Policies*. In the portion of the corridor outside of the Central City, east of 16th Avenue, Broadway is classified as a Pedestrian Path with Crossings. Pedestrian Paths with Crossings are intended to provide special pedestrian environment enhancements which buffer pedestrian travel from motorized traffic and bicycles along and across the street.

West of 16th Avenue, the Corridor is classified in the *Central City Transportation Management Plan* as a Central City Walkway and part of the entire Lloyd District Pedestrian District designation. Central City Walkways are intended to serve functionally in a similar manner as Pedestrian Paths, but they also are intended to receive priority urban design treatment under the Central City street network. Pedestrian Districts are intended to provide a comprehensive design treatment through right-of-way management and improvements that reinforce a pedestrian-friendly environment. The corridor's intended pedestrian function has also been specifically recognized in the *Special Guidelines for the Design Zone of the Lloyd District* as a pedestrian oriented sub-district and buffer between the high density commercial district to the south and low density residential areas to the north. *The Central City Transportation Management Plan* of the Lloyd District Task Force identified the need for a master plan for the corridor that enhances the corridor's pedestrian environment.

The plan supports Broadway's function within these classifications and policies through design elements which significantly enhance safe and convenient pedestrian movement along both sides of the street over and above existing conditions. Pedestrian improvements include a widening of the sidewalks from 8.5' to 14', which is more consistent with the type of land uses currently adjacent to the street and envisioned within the *Comprehensive Plan*, *Central City Plan*, and the regional *2040 Growth Concept*. As Broadway also functions as multi-modal corridor, the plan includes elements which protect and buffer the pedestrian environment from traffic within the roadway. The plan includes buffering in the form of retained on-street parking, bike lanes, and street trees.

Pedestrian crossings are enhanced through curb extensions at most street corners and a reduction in the number of travel lanes from four to three east of 6th Avenue to minimize crossing distances, and also the addition of ten new signalized intersections on Broadway and Weidler, at 2nd, 10th, 14th, 19th and 22nd Avenues to provide protected pedestrian crossings and better signal progression. Other existing signalized intersections, such as

NE 12th Avenue, will be upgraded. Retention of the existing couplet allows for easier and safer pedestrian crossings at non-signalized intersections due to the increased opportunity for sufficient gaps in traffic to and the fact that only one direction of traffic needs to be considered by pedestrians. These improvements specifically address Policy 7.7 Pedestrian Crossing in the *Central City Transportation Management Plan*.

NE Weidler St. east of 16th Avenue has a Local Service Street pedestrian classification. The plan calls for retaining the current sidewalk configuration, generally 6 foot sidewalks with planter strips along both sides of the street. The addition of curb extensions and the removal of a traffic lane between NE Victoria and 21st Avenue to improve crossing distances, is consistent with this designation. The same reasons stated above which support Broadway's compliance with the Central City Walkway classification are applicable to Weidler.

Overall, the plan's pedestrian improvements support the Pedestrian District classification through their comprehensive design approach and compliance with adopted district urban design criteria found in the *Special Design Guidelines for the Lloyd District*. The above findings for the east of 16th Avenue section also apply to the Central City Walkway classification and demonstrate consistency. The sidewalk widening on Broadway east of 6th Avenue, curb extensions, retention of on-street parking, and landscaping significantly enhance the function of Broadway as a pedestrian corridor into the Central City and its activity centers.

From Martin Luther King Jr. Blvd. to Williams, the sidewalks on the north side of Broadway are unchanged to accommodate the transition from three to four traffic lanes and the addition of bike lanes. The loss of pedestrian space is intended to be compensated for over time through the provision a 4 foot setback between Williams to 6th Avenue on both sides of Broadway. These setbacks are necessary to provide a minimum sidewalk width of 12 feet, will be required in future development plans.

Various sub-area policy plans and neighborhood plans also contain policies specific to pedestrian access and circulation along the corridor which provide support for the preferred alternative. Northeast District Policy No. 2 District Commercial Centers of the *Transportation Element*, in part, calls for enhanced pedestrian access to district commercial areas such as the Lloyd Center and Oregon Convention Center. Policy 2.10: Broadway-Weidler Corridor of the *Central City Transportation Management Plan* calls for improvements which increase opportunities for alternative modes, including pedestrians. Lloyd District Strategy 6.1: Pedestrian and Bicycle Improvements, calls for crossing improvements at 15th Avenue and from 16th Avenue to NE Grand Avenue. The addition of curb extensions and a reduction in the number of travel lanes on Broadway

specifically support this policy. The Objective 1 of Policy II Transportation in the *Albina Community Plan* which calls for a pedestrian friendly community is also supported by the plan.

Based on the above findings, the following policies from the three neighborhood plans support the plan's pedestrian oriented improvements. Policy 16, Broadway Corridor, Objective b of the *Eliot Neighborhood Plan* is directed at reducing the degree to which Broadway acts as a barrier to pedestrians. Increased signalization, upgrading at existing signalized intersections, widened sidewalks, curb extensions, and the reduction in number of travel lanes east of 6th Avenue also support this policy. Policy 1, Broadway Business District, Objective 1A of the *Sullivan's Gulch Neighborhood Action Plan* instructs public improvements to create and enhance a more pleasant environment for pedestrians along Broadway. Policy 9, Traffic, Objective 9F calls for improved pedestrian crossings and access to Broadway. The *Irvington Neighborhood Plan's* Policy V Transportation directs, in part, the creation of a safe pedestrian friendly environment within the neighborhood.

TRUCK POLICIES

The improvements recommended in this plan demonstrate consistency with the corridor's Minor Truck route classification in both the *Transportation Element* and the *Central City Transportation Management Plan*. Minor Truck Routes are intended to distribute truck trips to district level truck destinations and provide access to adjacent land uses. This functional purpose is preserved by the preferred alternative through a design which specifically addresses the needs of truck traffic for through movement in the form of sufficient lane widths and minimized congestion. The local access function is supported while additional restrictions to truck circulation associated with the decoupling alternatives do not. Truck access on Broadway is impacted by the decoupling alternatives because of restrictions to stopping in the travel lanes for loading and unloading operations.

LAND USE /URBAN FORM POLICIES

Policy 6.4 Land Use/Transportation of the *Comprehensive Plan* acknowledges the inseparable connection between land use planning and transportation planning. Changes to the City's transportation network affect land use planning goals and thus should be reviewed in relation to relevant land use policy as well as to transportation policies. The *Broadway Weidler Corridor Plan* supports both the regional land use policy in the 2040 Growth Concept and City Policy in the *Comprehensive Plan*.

2040 Growth Concept which provides the regional context for local land use and transportation planning identifies the Broadway Weidler Corridor as a Main Street. Main Streets are medium density mixed-use areas that emphasize storefront style neighborhood

and non-neighborhood oriented shopping. The corresponding transportation infrastructure is intended to emphasize pedestrian, transit and bicycle travel.

The existing land use development pattern along the corridor is already taking on many of the characteristics of the Main Street land use concept. Older storefront commercial and retail buildings are being renovated while family residential development is beginning to move into areas close to the corridor. However, the existing transportation infrastructure does not adequately reflect the multi-modal character intended to support the continued emergence of the Main Street land use pattern. In particular, facilities for pedestrians and bicyclists are substandard.

The plan and preferred alternative strongly support the Main Street land use concept by supporting transportation facilities. Findings identified above for applicable pedestrian and bicycle policies also support the high quality pedestrian, transit, and bicycle environment envisioned for Main Streets. The upgrading of these facilities helps ensure that new and existing land use development within the corridor is consistent with the *2040 Growth Concept*. Infrastructure that supports transit oriented land development is consistent with *Transportation Element Policy 6.9 Transit Oriented Development*.

Goal 2 Urban Development, Goal 3 Neighborhoods, and Policy 5.2 Economic Environment are all generally supported by the plan through the transportation infrastructure intended to balance the needs of growing commercial activity within the corridor and the areas it accesses while maintaining livability in established residential neighborhoods. The preferred alternative enhances transportation alternatives for access to the Central City. The ability of the corridor to efficiently service the expanding needs of both people and freight movement is an important ingredient to achieving regional and City land use objectives. At the same time, the corridor must relate to the needs of the adjacent neighborhoods, which also rely on the corridor as an important element of their land use objectives. The ability of neighborhood residents to use the streets safely and to conveniently access the street by foot and cross the corridor through an improved pedestrian environment, while at the same time maintaining adequate capacity for the corridor's through traffic function is key to maintaining this relationship. The improved orientation of the corridor to the neighborhoods is envisioned by the corridor's Main Street designation in the regional *2040 Growth Concept* and Policy VI Retail and Commercial in the *Irvington Neighborhood Plan*.

Within the Transportation's Beautification Policy, the corridor is designated as a Formal Design Boulevard. The policy and classification are intended to encourage a comprehensive beautification of the streetscape through landscaping. The plan incorporates a comprehensive landscape design treatment through conformance with

established district design criteria found in the *Special Design Guidelines for the Lloyd District*, and thus supports this policy.

Consistency with the transportation improvements identified as part of the *Oregon Convention Center Urban Renewal Plan* support the urban renewal plan's economic development and urban design policies. Support and assistance of the corridor study by the Portland Development Commission is an identified activity in PDC's *Five Year Business Plan*.

Sullivan's Gulch Neighborhood Action Plan Policy 12 Neighborhood Identity, is intended to foster the positive image of the neighborhood through interaction and identification that reflect the unique character of the neighborhood. This plan supports this intent through the inclusion of a pedestrian gateway on Weidler as generally proposed in the policy's Action Item 5. In addition, the recommended alternative includes a number of improvements designed specifically with the Sullivan's Gulch Neighborhood Association to identify that portion of Weidler between 16-24th as a residential area. These improvements are contained in the report "Broadway Weidler Corridor Plan Sullivan's Gulch Neighborhood Association Additions to the Preferred Alternative (See enclosed).

OTHER RELATED POLICIES

Comprehensive Plan Policy 6.1 Intergovernmental Coordination

This policy is addressed through a project development process which included technical advisory committee representation from various departments within the City of Portland, as well as, Tri-Met and Metro. This policy is further addressed through the plan's conformance with the *Regional Transportation Plan* and *2040 Growth Concept*. Funding for this project is provided, in part, by Metro in support of Main Street development projects.

Comprehensive Plan Policy 6.10 Barrier Free Design

This policy directs all project development for improvements within the City's public right-of-way to be in conformance with Americans with Disabilities Act of 1990. The plan complies with this policy through improvements which meet the design guidelines set forth in the Act.

Comprehensive Plan Policy 9.1 Citizen Involvement Coordination

This policy has been addressed and supported throughout the project by a citizen involvement process which has included the following: three open house workshops which were cumulatively attended by hundreds of people; distribution of a 'preconceptionnaire' survey throughout the community that generated over 600 written comments; establishment and monthly meetings of a Project Advisory Committee, composed of representative members of the community; and separate presentations and

meetings with all interested citizen groups and associations within the study area. These included: the Eliot Neighborhood Association, Irvington Community Association, Sullivan's Gulch Neighborhood Association, Lloyd District Community Association, Broadway Weidler Corridor Coalition, Northeast Coalition of Neighborhoods, Northeast Broadway Business Association, Hollywood Boosters, Irvington Elementary School, and the City of Portland Design Commission.

The following policy documents also were reviewed but found not to be applicable to the Broadway Weidler Corridor Plan

The Transportation Planning Rule (ORS 660-12-000)

The purpose of the State's Transportation Planning Rule is to ensure implementation of Goal 12 Transportation, reducing reliance on automobile travel. Section 660-12-050 Transportation Project Development allows for project development to proceed without findings of compliance with the Transportation Planning Rule if the project does not involve land use decision making or amendments to the Comprehensive Plan. Project development for the plan has complied with the Comprehensive Plan policies and street classifications without the need for Comprehensive Plan amendments, improvements outside of existing right-of-way, or land use decision making.

RECOMMENDATION

As stated in this Report, the preferred alternative to retain and enhance the existing couplet complies with City-wide and region-wide policies that encourage a balanced transportation system that facilitates all modes of transportation on the arterial street system. The preferred alternative also complies with plans for higher density, pedestrian friendly Main Street development.

As previously stated, the policy and traffic analysis conducted for the Broadway Weidler Corridor Plan indicates that there are a number of negative impacts associated with the decoupling alternatives that cumulatively demonstrate that decoupling is not feasible. These impacts include unacceptable levels of service at certain key intersections, potential traffic diversion to neighborhood streets, reduced on-street parking, reduced neighborhood access, increased traffic and pedestrian safety concerns, and reduced truck loading/unloading access. *The Broadway Weidler Corridor Transportation Analysis* prepared for the project details the technical findings that support this.

Based on the above findings, staff recommends adoption of Alternative 1 - Enhancement of the One-way Couplet.

NEXT STEPS

This section contains a variety of studies, and areas of concern that were identified during the development of the Broadway Weidler Corridor Plan. These will be undertaken in the next phase of this project.

- 11th & Broadway pedestrian crossing
- Work with community and City Forester to determine appropriate street trees and grates
- Reanalyze if there should be safe havens for bicyclists on Broadway west of MLK.
- Gateways at Williams/Broadway and 16th/Weidler
- Angle parking study
- Continued funding procurement
- Planning Study (Planning Bureau)
- Signage
- Amenities: work with businesses and residential areas to design benches, pots, trash receptacles, and other amenities.
- Safety (lighting on side streets)
- Work with Tri-Met and the Lloyd District Transportation Management Association (TMA) to provide transit service improvements

Table 3 - Transportation Summary
Alternative 1 - Enhancements of the One-Way Couplet (The Preferred Alternative)

Transportation Element	Advantages	Disadvantages
Bicycles	<ul style="list-style-type: none"> ● Bike lane westbound on Broadway , eastbound on Weidler ● Bicycle progression more favorable with one-way streets 	
Pedestrian	<ul style="list-style-type: none"> ● Improved pedestrian crossings at new signalized intersections ● Wider sidewalks on Broadway (12-14 feet instead of 5-12 feet) ● Ped crossing easier at unsignalized crossing on one-way streets ● Curb extensions reduce pedestrian crossing distance ● One-way traffic safer for pedestrian crossing 	<ul style="list-style-type: none"> ● Weidler east of 17th continues to carry high traffic volumes ● 24th continues to carry heavy traffic as de-couple street
Transit	<ul style="list-style-type: none"> ● Avoids new turn restrictions at 21st and 24th ● No changes to existing transit operation ● Less impact of bus stops in traffic with one-way ● More efficient operation with buses stopping in travel lanes ● Improved pedestrian environment with wider sidewalks and curb extensions enhances transit access 	
Traffic	<ul style="list-style-type: none"> ● Eliminates one traffic lane on Broadway from 6th-24th ● Eliminates one traffic lane on Weidler from Williams-20th ● Safety of one-way streets is better at the projected volumes than two-way ● Traffic level of service at intersections is improved over two-way ● No new intersection widening to meet traffic de-coupling needs ● Controlling speeds and better signal progression on one-way streets is more effective than two-way streets ● No increased traffic on Broadway east of 17th ● One-way traffic provides minimal turning conflicts 	<ul style="list-style-type: none"> ● Does not reduce traffic on Weidler east of 17th ● Would cause minimal increase in peak hour congestion versus existing operation
On-Street Parking	<ul style="list-style-type: none"> ● Increased parking adjacent to Broadway 9th-16th (+25 spaces) ● Increased parking on Weidler east of 16th (+21 spaces) ● On-street parking would not be removed on 17th and 21st ● On-street parking west of MLK Jr. Boulevard increased by 18 stalls on Weidler Street 	<ul style="list-style-type: none"> ● On-street parking west of MLK Jr. Boulevard decreased by 33 stalls on Broadway (potential angled parking on side streets could replace some spaces)
Heavy Vehicles	<ul style="list-style-type: none"> ● Conditions remain similar to today 	<ul style="list-style-type: none"> ● Narrower lanes in some locations
Neighborhood Access	<ul style="list-style-type: none"> ● No significant traffic diversion into neighborhoods ● New signals improve neighborhood pedestrian access ● Preserves traditional neighborhood access patterns 	<ul style="list-style-type: none"> ● Traffic volumes remain high on Weidler east of 17th

Table 4 - Transportation Summary
Alternative 2 - Full De-Couple at 17th Avenue

Transportation Element	Advantages	Disadvantages
Bicycles	<ul style="list-style-type: none"> ● Bike lanes westbound on Broadway and eastbound on Weidler 	<ul style="list-style-type: none"> ● Increased vehicle congestion with potential for greater vehicle/bicycle conflicts
Pedestrian	<ul style="list-style-type: none"> ● Lower traffic volumes on Weidler east of 17th and on 24th ● Improved pedestrian environment on Weidler east of 17th ● Fewer high volume traffic streets to cross ● Curb extensions reduce pedestrian crossing distance 	<ul style="list-style-type: none"> ● Reduced sidewalk width on Broadway from 10-12 ft to 8.5 ft ● Pedestrian crossing of two-way Broadway more difficult than one-way at unsignalized intersections ● No opportunity for new pedestrian signals on two-way ● Greater traffic on 17th ● Additional traffic on side streets, increasing ped/auto conflicts
Transit	<ul style="list-style-type: none"> ● Avoids turn restrictions on 21st ● Consolidated transit routing on Broadway 	<ul style="list-style-type: none"> ● Bus stopping in traffic on two-way Broadway would delay traffic and impact transit operation ● Traffic congestion at Broadway/21st Avenue would affect bus travel times and operations
Traffic	<ul style="list-style-type: none"> ● Eliminates one traffic lane on Broadway from 6th to 17th ● Eliminates one traffic lane on Weidler from Williams to 17th ● Weidler reduced to one eastbound traffic lane, 17th-24th ● Improved operation at Broadway/Vancouver and Weidler/Vancouver with two-way Williams ● Minimal driveway impacts on 17th ● Significant reduction in traffic volume on Weidler east of 17th (from 18,000 to 6,000 daily vehicles) 	<ul style="list-style-type: none"> ● Number of traffic lanes on Broadway not reduced ● Left turns would be difficult at unsignalized intersections and prohibited on Broadway at 24th, impacting local access into neighborhoods and rerouting left turns to 16th or 21st. ● Increased traffic volumes on Broadway from 18,000 to 30,000 ● Reduced level of service and difficulty crossing two-way Broadway at unsignalized cross streets ● Potential increase in accidents on increased length of two-way Broadway compared to one-way streets ● Signal progression on two-way Broadway less effective than one-way
On-Street Parking	<ul style="list-style-type: none"> ● Increased parking adjacent to Broadway 9th-16th (+25 spaces) ● Increased on-street parking on Weidler, 16th -24th (+58 spaces) ● Increased on-street parking on Weidler west of MLK Jr. Blvd (+ 18 spaces) 	<ul style="list-style-type: none"> ● Removal of approximately 8 on-street spaces on 17th ● Removal of approximately 8 on-street spaces on 21st Avenue ● Removal of 26 stalls on Broadway adjacent to 21st Avenue ● On-street parking west of MLK Jr. Boulevard decreased by 33 stalls on Broadway (angle parking could replace some spaces)
Heavy Vehicles	<ul style="list-style-type: none"> ● Truck movements patterns would be similar to today 	<ul style="list-style-type: none"> ● Turn at 21st is tighter than 24th ● Use of travel lanes for loading would not be possible
Neighborhood Access		<ul style="list-style-type: none"> ● More difficult neighborhood access north and south of Broadway due to left turn constraints. Neighborhood traffic would depend more on signalized access at 16th or 21st. ● 17th becomes one-way northbound between Weidler and Broadway, impacting local circulation.

Table 5 - Transportation Summary
Alternative 2A - Partial De-Couple at 17th Avenue

Transportation Element	Advantages	Disadvantages
Bicycles	<ul style="list-style-type: none"> ● Bike lanes westbound on Broadway and eastbound on Weidler 	<ul style="list-style-type: none"> ● Increased vehicle congestion with potential for greater vehicle/bicycle conflicts
Pedestrian	<ul style="list-style-type: none"> ● Improved pedestrian crossing on Weidler east of 17th due to lower traffic volumes ● Wider sidewalks on Broadway (12-14 feet instead of 5-12 feet) ● Lower traffic volumes on 24th Avenue ● Curb extensions reduce pedestrian crossing distance 	<ul style="list-style-type: none"> ● Weidler continues to carry high traffic volumes east of 17th ● Pedestrian crossing of two-way Broadway more difficult than one-way at unsignalized intersections ● Greater traffic on 17th ● Additional traffic on some side streets increase pedestrian/vehicle conflicts
Transit	<ul style="list-style-type: none"> ● Curb extensions allow buses to stop without pulling out of the traffic stream. ● East and west bound buses both on Broadway 	<ul style="list-style-type: none"> ● No left turns at Broadway/21st Avenue would force a change to current routes ● Bus stops on two-way Broadway would create traffic impact, which would impact transit operation ● Traffic congestion at Broadway/21st Avenue would affect bus travel times and operations
Traffic	<ul style="list-style-type: none"> ● Eliminates one traffic lane on Broadway from 6th-24th ● Eliminates one traffic lane on Weidler from Williams to 17th ● Reduces traffic lanes on Weidler to one lane, 17th-24th (with eastbound turn pocket at 21st) ● Improved operation at Broadway/Vancouver and Weidler/Vancouver with two-way Williams ● Minimal driveway impacts on 17th as opposed to de-coupling at 16th ● Reduction in traffic volume on Weidler east of 17th (from 18,000 to 11,500 vehicles daily) ● Calms traffic on Weidler east of 17th with traffic reduction and addition of signals 	<ul style="list-style-type: none"> ● Broadway/21st and Weidler/21st would operate at level of service E with roadway improvements ● Left turns would be prohibited on eastbound Broadway at 19th, 21st, 22nd and 24th and on westbound Broadway at 21st and 24th ● Increased traffic on Broadway from 18,000 to 24,500 ● Traffic diversion to neighborhood streets ● Unsignalized cross streets would experience reduced level of service and difficulty crossing two-way Broadway ● Potential increase in serious accidents on increased length of two-way Broadway compared to one-way streets ● Signal progression on two-way Broadway less effective than one-way
On-Street Parking	<ul style="list-style-type: none"> ● On-street parking on Weidler between 17th and 20th ● On-street parking on one side of Weidler east of 21st ● On-street parking west of MLK Jr. Boulevard increased by 18 spaces on Weidler Street ● Increased parking adjacent to Broadway 9th-16th (+25 spaces) 	<ul style="list-style-type: none"> ● Eliminates 14 on-street spaces on the south side of Broadway, 22nd-24th ● Removal of 8 spaces on 17th and 8 spaces on 21st Avenue ● On-street parking west of MLK Jr. Boulevard decreased by 33 stalls on Broadway (potential angled parking could replace some lost spaces)
Heavy Vehicles		<ul style="list-style-type: none"> ● Turn at 21st is tighter than 24th ● Use of travel lanes for loading would not be possible
Neighborhood Access		<ul style="list-style-type: none"> ● More difficult neighborhood access north and south of Broadway due to left turn restrictions. ● 17th becomes one-way northbound between Weidler and Broadway, impacting local circulation ● Increased traffic diversion into the neighborhoods north and south of the couplet due to increased congestion on Broadway

Table 6 - Transportation Summary
Alternative 2B - Partial De-Couple at 17th Avenue (Two-Way Weidler Street)

Transportation Element	Advantages	Disadvantages
Bicycles	<ul style="list-style-type: none"> • Bike lanes on both Broadway and Weidler 	<ul style="list-style-type: none"> • Increased vehicle congestion with potential for greater vehicle/bicycle conflicts
Pedestrian	<ul style="list-style-type: none"> • Improved pedestrian environment on Weidler east of 17th due to lower traffic volumes • Wider sidewalks on Broadway (12-14 feet instead of 5-12 feet) • Lower traffic volumes on 24th Avenue • Curb extensions reduce pedestrian crossing distance 	<ul style="list-style-type: none"> • Weidler continues to carry high traffic volumes east of 17th • Pedestrian crossing of two-way Broadway and two-way Weidler more difficult than one-way at unsignalized intersections • Greater traffic on 17th
Transit	<ul style="list-style-type: none"> • Transit routes remain the same as today 	<ul style="list-style-type: none"> • Bus stops on two-way Broadway would create traffic impact, which would impact transit operation • Traffic congestion at Broadway/21st Avenue and Weidler/21st Avenue would affect bus travel times and operations
Traffic	<ul style="list-style-type: none"> • Eliminates one traffic lane on Broadway, 6th-24th • Eliminates one traffic lane on Weidler from Williams to 20th • Improved operation at Broadway/Vancouver and Weidler/Vancouver with two-way Williams • Moderate reduction in traffic volume on Weidler east of 17th (from 18,000 to 10,500 vehicles daily) • Minimal driveway impacts on 17th 	<ul style="list-style-type: none"> • Increased traffic on Broadway from 18,000 to 25,500 • Broadway/21st and Weidler/21st would operate at level of service E with roadway improvements • Left turns would be prohibited on eastbound Broadway at 19th, 22nd and 24th and on westbound Broadway at 24th. Westbound left turns from Broadway would be difficult at unsignalized intersections • Unsignalized cross streets would experience reduced level of service and difficulty crossing two-way Broadway • Potential increase in accidents on increased length of two-way Broadway compared to one-way streets • Signal progression on two-way Broadway and two-way Weidler less effective than one-way
On-Street Parking	<ul style="list-style-type: none"> • On-street parking on Weidler between 17th and 20th • On-street parking west of MLK Jr. Boulevard increased by 18 stalls on Weidler Street • Increased parking adjacent to Broadway 9th-16th (+25 spaces) 	<ul style="list-style-type: none"> • Removal of 8 spaces on 17th and 8 spaces on 21st Avenue • Removal of 26 stalls on Broadway adjacent to 21st Avenue • On-street parking west of MLK Jr. Boulevard decreased by 33 stalls on Broadway • Removal of 14 spaces on Broadway between 22nd Avenue and 24th
Heavy Vehicles		<ul style="list-style-type: none"> • Turn at 21st is tighter than 24th • Use of travel lanes for loading would not be possible
Neighborhood Access		<ul style="list-style-type: none"> • More difficult neighborhood access north of Broadway due to left turn restrictions. All neighborhood traffic would need to rely more on 16th or 21st. • 17th becomes one-way northbound between Weidler and Broadway, impacting local circulation • Increased traffic diversion into the neighborhoods north and south of the couplet due to increased congestion on Broadway

**Table 7 - Transportation Summary
Alternative 2D - Partial De-Couple at 16th Avenue**

Transportation Element	Advantages	Disadvantages
Bicycles	<ul style="list-style-type: none"> ● Bike lane on both Broadway and Weidler between Broadway Bridge and 16th Avenue 	<ul style="list-style-type: none"> ● No bike lanes on Broadway or Weidler street east of 16th Avenue
Pedestrian	<ul style="list-style-type: none"> ● Improved pedestrian environment on Weidler east of 16th due to reduced traffic volumes ● Wider sidewalks on Broadway (12-14 feet instead of 5-12 feet) west of 16th Avenue ● Lower traffic volumes on 24th Avenue ● Curb extensions reduce pedestrian crossing distance 	<ul style="list-style-type: none"> ● Sidewalks on Broadway, 16th-22nd remain approximately 10 ft. ● Sidewalks on Broadway 22nd to 24th Avenue, 5-6 feet wide ● Greater traffic on 16th ● Pedestrian crossing of two-way Broadway and two-way Weidler more difficult than one-way at unsignalized intersections
Transit		<ul style="list-style-type: none"> ● Bus stops on two-way Broadway would create traffic impact, which would impact transit operation ● Traffic congestion at Broadway/16th, Broadway/21st, Weidler/16th and Weidler/21st would affect bus travel times and operations
Traffic	<ul style="list-style-type: none"> ● Eliminates one traffic lane on Broadway, 6th-16th ● Eliminates one traffic lane on Weidler from Williams to 16th ● Reduces traffic lanes on Weidler to one lane, 16th-24th (with eastbound turn pocket at 21st) ● Improved operation at Broadway/Vancouver and Weidler/Vancouver with two-way Williams ● Reduces Weidler traffic east of 17th (from 18,000 to 11,000 vehicles daily) 	<ul style="list-style-type: none"> ● Increased traffic on Broadway from 18,000 to 25,000 vehicles daily ● Broadway/16th and Weidler/16th would operate at level of service F resulting in diversion of approximately 250 pm peak hour vehicles in year 2015. ● Left turns would be difficult to and from Broadway at unsignalized intersections. ● Unsignalized cross streets would experience reduced level of service and difficulty crossing two-way Broadway ● Potential increase in accidents on increased length of two-way Broadway compared to one-way streets ● Signal progression on two-way Broadway and two-way Weidler less effective than one-way
On-Street Parking	<ul style="list-style-type: none"> ● Increased on-street parking on Weidler between 16th and 24th ● On-street parking west of MLK Jr. Boulevard increased by 18 stalls on Weidler Street ● Increased parking adjacent to Broadway 9th-16th (+28 spaces) 	<ul style="list-style-type: none"> ● Removal of 8 spaces on 16th and 8 spaces on 21st Avenue ● On-street parking west of MLK Jr. Boulevard decreased by 33 stalls on Broadway
Heavy Vehicles		<ul style="list-style-type: none"> ● Turn at 21st is tighter than 24th
Neighborhood Access		<ul style="list-style-type: none"> ● Increased traffic diversion into the neighborhoods north and south of the couplet due to significant increase in congestion on Broadway

BROADWAY WEIDLER CORRIDOR PLAN
SULLIVAN'S GULCH NEIGHBORHOOD ASSOCIATION
ADDITIONS TO THE PREFERRED ALTERNATIVE

APRIL 1, 1996

The Sullivan's Gulch Neighborhood Association requested the following items receive consideration by the City of Portland and the Broadway Weidler Corridor Plan's Project Advisory Committee . All items were considered by the Project Advisory Committee on April 1, 1996 and included in the Broadway Weidler Corridor Plan's preferred alternative.

1. Implement a 25 mph zone through Sullivan's Gulch between 16th and 24th.

City's Response: The progression speed along NE Weidler between 16th and 24th Avenues is currently approximately 32 mph. However, with the current signal spacing of approximately 1200 feet, vehicle speeds midway between signals often exceed the progression speed.

As part of the Broadway Weidler Corridor Plan, the City will be installing new traffic signals on Weidler at NE 19th and 22nd Avenues, and rebuilding the traffic signal at NE 21st Avenue. New signal timing will be implemented along the corridor and progression speed will be optimized to balance the Corridor's needs according to adjacent land uses. In recognition of residential uses on Weidler between 16th-24th and the Sullivan's Gulch Neighborhood's request, the City will attempt to reduce speeds to 25 mph along this stretch of Weidler through revised signal timing, particularly at the new signal locations.

Speed zones are set by the State Speed Control Board. Once the progression speed is reduced to 25 mph, the City of Portland will request this Board to conduct a speed zone study with a goal of establishing a 25 mph speed zone on NE Weidler, 16th-24th.

2. Provide a public information campaign to aggressively promote alternate traffic routes and transportation through and from the Broadway Weidler Corridor.

City's Response: The City of Portland is interested in working with Neighborhood Associations and residents in the Broadway Weidler Corridor area to encourage alternate traffic routes and transportation modes through and from the Broadway Weidler Corridor.

Promoting alternate traffic routes is most successful when initiated, designed and implemented by affected neighborhood associations and residents. The City would be interested in working with the associations to develop the appropriate programs and promotions.

Irvington Community Association, Eliot Neighborhood Association and Sullivan's Gulch Neighborhood Association have expressed concerns about local traffic from other neighborhoods cutting through. There is a need for a public awareness campaign for their neighborhood residents that will promote the awareness of the importance of these issues.

The City of Portland has developed a number of programs with neighborhoods to promote alternative transportation modes. For example, the City received federal funds to develop a neighborhood rideshare program with the East Portland District Coalition. While the City typically works with businesses to promote rideshare programs with employees, the purpose of this pilot program is for a selected

Neighborhood Association to work with its members and residents to increase transit, bicycle and other modes of ridership. The goal of the program is to increase awareness of residents for alternate modes of transportation, and ultimately, to reduce trips and congestion. This pilot project could serve as a model for neighborhoods to use in developing rideshare initiatives tailored to the needs of their residents.

The extension of Fareless Square from downtown Portland to the Lloyd District is another City sponsored project designed to reduce traffic and encourage transit ridership to, from and between the Lloyd District and Downtown Portland. With 92% of all trips between downtown and Lloyd District currently made by auto, the extension of Fareless Square is expected to significantly reduce future traffic volumes by the year 2010.

The Lloyd District Transportation Management Association (TMA) is another example of City funded efforts to promote alternate transportation through and from the Lloyd District area. The TMA is currently working with Tri-Met to develop a partnership that will recognize and promote the critical importance of enhanced transit service in the area. The partnership would require actions by both Tri-Met and the TMA to enhance transit service. The Broadway Weidler Corridor Plan enhances the visibility of transit in the Corridor; specifically, curb extensions improve the safety and convenience of this mode of transportation.

The Broadway Weidler Corridor Plan's recommendation to install bicycle lanes on Broadway and Weidler will encourage this mode of transportation to, from and within the area. Traffic reduction can be expected from this effort.

Other programs specifically designed to meet the needs to neighborhoods adjacent to the Broadway Weidler Corridor could be available through the City's Traffic Calming Program which focuses on marketing and promotions and other grass roots efforts to reduce speeds and volumes in residential areas.

3. Repave Weidler for noise reduction and install other vibration reduction measures.

City's Response: NE Weidler from 21-24th is proposed to be ground and resurfaced in Summer 1996. Pending clearance from local utilities and discussions with the City's Bureau of Maintenance, that portion of Weidler from 16th-21st is also proposed for resurfacing. It is our experience that resurfacing substantially addresses concerns of noise and vibration.

In addition to resurfacing, when issues of street vibration are raised, the City's Bureau of Maintenance will examine the roadway (City-owned) to determine if there are visible defects that might be contributing factors to vibration. These factors are corrected if possible.

4. Restrict truck access to Weidler to normal business hours.

City's Response: Based on the street classification and function of NE Weidler, the City will not restrict truck access to Weidler to normal business hours. As per the City's Transportation Element of the Comprehensive Plan, through truck traffic is most appropriately accommodated on Regional Trafficways, Major City Traffic Streets (Weidler) and District Collectors.

The impacts of truck traffic on Weidler are predominately speed and inability to negotiate the curve at 24th/Weidler. The City can be effective in addressing these truck related problems.

As noted in #1, revised signal timing will result in reduced speeds along the Corridor, including Weidler. In addition, the recommended alternative of the Broadway Weidler Corridor Plan includes rechannelizing the intersection of 24th/Weidler to identify this curve more clearly. The intent of this rechannelization is to improve the visibility of the required turning movement and therefore improve the truck and auto negotiation of the curve.

5. Install measures to minimize cut-through traffic on north-south streets between Weidler and Multnomah.

City's Response: Based on traffic modeling and analysis, City traffic engineers do not expect diversion of through traffic to inappropriate routes, such as neighborhood streets with the preferred alternative. While the plan recommends a reduction of one traffic lane on both Broadway and Weidler, capacity at intersections is maintained through improved signalization, improved transit and the option for bicycling as an alternative to the automobile.

To address Sullivan's Gulch Neighborhood Association's concern, the City will take traffic counts on north-south streets in Sullivan's Gulch prior to undertaking the Broadway Weidler Corridor Plan. These before-counts will be used to document increases and to address problems if they arise.

6. Due to anticipated increase of vehicular traffic on NE 21st between Weidler and Multnomah, curb extensions, center medians and other pedestrian crossing aids should be installed.

City's Response: NE 21st from the Banfield to Broadway has been identified as a project in the City's Collector Recovery Program. This means that relative to other neighborhood collector streets, this section of NE 21st will receive consideration for speed bumps, curb extensions and a variety of standard traffic calming devices. Unfortunately, all projects in the Collector Recovery Program that are also Fire Bureau Response Routes are currently on-hold pending the outcome of a study with the Fire Bureau and Bureau of Traffic Management. The concern being addressed is the impact of traffic calming measures on emergency response time.

Traffic diversion to inappropriate routes, such as neighborhood streets, is not expected with the preferred alternative of the Broadway Weidler Corridor Plan. While the plan recommends a reduction of one traffic lane on both Broadway and Weidler, capacity at intersections is maintained through improved signalization, improved transit and the option for bicycling as an alternative to the automobile.

To address the Sullivan's Gulch Neighborhood's concern, the City will commit to undertaking a pedestrian gap study in 1996, to assess the current pedestrian crossing conditions on NE 21st. The information will be shared with the Sullivan's Gulch Neighborhood Association.

Upon completion of the Fire Bureau study, this section of NE 21st will be a candidate for the Collector Recovery Program.

7. Install curb extension and attractively defined crosswalk intersections similar to those found on the transit mall to make drivers cognizant of the residential nature of Weidler between 16th and 24th.

City's Response: As per the Broadway Weidler Corridor Plan, curb extensions will be installed along NE Weidler at intersections where feasible. In addition. Curb extensions are currently planned along Weidler at 16th, 17th and 19th Avenues. The Broadway Weidler Corridor Plan also calls for the design and installation of a gateway to the neighborhood, which includes an attractively defined crosswalk intersection . There are other features called for in the Broadway Weidler Plan that would make drivers cognizant of the residential nature of Weidler. These include the installation of parking along Weidler, a bicycle lane, installation of larger round headed trees and ornamental street lighting.

8. Reconfigure the intersections of Weidler and 24th and Broadway and 24th to effectively control traffic, utilizing strong aesthetic design.

City's Response: The Broadway Weidler Plan calls for the intersection of Weidler/24th to be reconfigured, utilizing strong aesthetic design to better define the required turning movement and protect adjacent residences from traffic. The intersection of NE 24th/Broadway will also be substantially redesigned to improve pedestrian crossing and traffic flow.

9. Automatic crosswalk/traffic signals to be installed at 19th and 22nd on Weidler.

City's Response: These suggestions are called for in the proposed Broadway Weidler Corridor Plan.

10. Install ornamental street lights to illuminate the pedestrian right-of-way on NE Weidler.

City's Response: This is called for in the proposed Broadway Weidler Corridor Plan .

11. Install proposed neighborhood gateway and mature round headed trees on both sides of NE Weidler between 16th and 24th.

City's Response: As per the proposed Broadway Weidler Corridor Plan, a gateway treatment is proposed at NE 16th/Weidler. In addition, the Plan calls for round headed trees on both sides of Weidler between 16th and 24th. The maturity of the trees will depend on the size of root ball and space available in the parking strip.

12. Parking to be inserted on the north side of Weidler where possible, allowing for pedestrian access, curb extension and trees.

City's Response: This is recommended in the proposed Broadway Weidler Corridor Plan.

HISTORIC



IRVINGTON

COMMUNITY ASSOCIATION
PO Box 12102 Portland, Oregon 97212

RESOLUTION

WHEREAS, the City of Portland and the neighborhoods and businesses in and adjoining the N.E. Broadway-Weidler Corridor are working together through a public process and a Project Advisory Committee (PAC) to develop a Vision and Plan for the Corridor;

WHEREAS, the Irvington neighborhood, which includes a significant portion of Broadway and adjoins the Broadway-Weidler Corridor study area, has actively participated in the PAC and in developing a Vision and Plan for the Broadway-Weidler Corridor;

WHEREAS, the Irvington Community Association is committed to the development of the Corridor into a pedestrian and bicycle-friendly Main Street and strongly supports the Broadway-Weidler Corridor Vision and Plan recommended by the PAC, as enhancing the livability of the Corridor and adjoining neighborhoods and the Corridor's mixed-use retail, business, residential character;

WHEREAS, it is essential that the City of Portland take advantage of current development opportunities for the Broadway-Weidler Corridor;

WHEREAS, although the recommended Vision and Plan provide an excellent general blueprint for development of the Corridor, many specific details of the Plan elements (such as, delineation of a Corridor identity, street trees, gateways, and an angle parking study) have not had time to be developed, evaluated, and agreed upon by the affected neighborhoods and businesses;

WHEREAS, the existing PAC has invested many hours in this project and continuing the PAC will provide continuity in public involvement in this complex process and avoid needless duplication of effort;

WHEREAS, although the Plan hopes to avoid negative impacts to the adjoining neighborhoods (such as the relocating of traffic to residential streets), implementation of the Plan will require monitoring of neighborhood impacts and providing for mitigation;

NOW THEREFORE, BE IT RESOLVED, that the Irvington Community Association greatly appreciates the dedication and efforts of City staff and technical consultants and the collaborative process involving City staff, the PAC, and the general public in developing the recommended Vision and Plan;

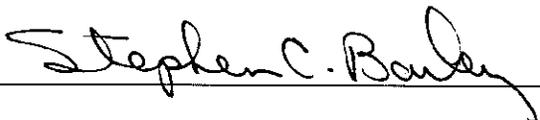
BE IT FURTHER RESOLVED, that the Irvington Community Association urges City Council to adopt the Broadway-Weidler Vision and Plan recommended by the PAC and accompanying resolution;

BE IT FURTHER RESOLVED, that the Irvington Community Association urges City Council to fund immediately the Plan according to the implementation strategy;

BE IT FURTHER RESOLVED, that the Irvington Community Association urges City Council to provide for public and City staff monitoring of Plan implementation for adverse impacts to adjoining neighborhoods and for development of mitigation of any impacts.

AND BE IT FINALLY RESOLVED, that the Irvington Community Association urges City Council to continue the PAC as an ongoing advisory body, with a stakeholder chair, to develop and agree upon details of the Plan elements before further development or implementation of the Plan occurs in the Corridor, and for public oversight of the implementation of the Broadway-Weidler Vision and Plan.

APPROVED this 4th day of April 1996 by unanimous vote of the Irvington Community Association Board of Directors.

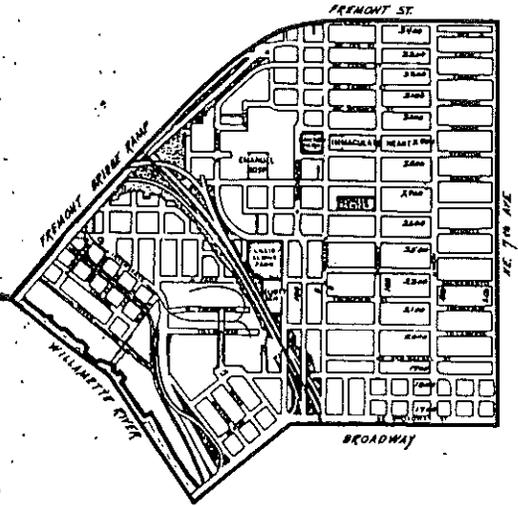


Stephen C. Bailey, President
Irvington Community Association
(ICA)



Barbara Scott-Brier
ICA Transportation Committee Chair
ICA Representative to the PAC

ELIOT NEIGHBORHOOD ASSOCIATION



Portland City Council
c/o Council Clerk
1220 SW 5th.
Portland, Oregon 97204

April 10, 1996

Madame Mayor and Council Members:

Representative from the Board of the Eliot Neighborhood Association have participated in the Broadway-Weidler Corridor Study and the board has endorsed the Study results. We are especially pleased to support the recommended changes in the corridor area that abuts the Eliot neighborhood (the bridge to Northeast Seventh Avenue). We look forward to the day when the study can be implemented.

Sincerely,

W. Michael Warwick
Chair, Eliot Neighborhood Association
535 NE Thompson
Portland, Oregon 97212

cc: Janice Newton, Transportation, 1120 SW 5th., Room 730
Lloyd Lindley, PO Box 9068, Portland OR, 90207

Statement On Behalf Of
Sullivan's Gulch Neighborhood Association

to the

Broadway-Weidler Corridor Study Project Advisory Committee
(March 14, 1996)

My name is Stephen Larson. I am the current chairperson of the Sullivan's Gulch Neighborhood Association. On behalf of the Sullivan's Gulch Neighborhood Association, I would like to make the following brief statement with respect to the Broadway-Weidler Corridor Study and the Preferred Alternative.

It is the responsibility of our neighborhood association to keep Sullivan's Gulch residents informed of proposals which may affect their interests. It is our responsibility to understand and represent those interests. Members of our board have spent a great deal of their personal time walking the neighborhood, phoning, arranging mailings and attending numerous meetings in an attempt to inform, listen and properly represent Sullivan's Gulch in this Corridor Study, and in particular to represent the interests of the residents of Weidler between NE 16 and NE 24th Streets to whom we have a special responsibility in this matter.

Based on these conversations with residents, we continue to support those elements of our Neighborhood Plan which call for the return of Weidler between NE 16th and NE 24th Streets to a residential street and its decoupling from Broadway. We believe that this would be of significant benefit not only to the Sullivan's Gulch neighborhood but also to the entire area. As envisioned in our Neighborhood Plan, decoupling Weidler would provide incentives to upgrade the properties along that street, strengthen the residential character of the entire area and provide easier and safer pedestrian access to and from the neighborhood.

Because we also have a responsibility to consider the interests of others potentially affected by our decisions, members of our board also surveyed the attitudes of business owners on both sides of Broadway between NE 16th and NE 24th. We spent three quite enjoyable hours last Saturday morning listening to those business owners and managers who were available and willing to share their views with us. We don't pretend this was a scientific survey, but a few conclusions stand out: (1) some owners, particularly those located closer to 16th, feel very strongly that a two-way Broadway would adversely affect or kill their businesses; (2) some owners, particularly toward the east end of the corridor, would support a two-way Broadway as a means to increase business and slow traffic; and (3) some owners hadn't given it much thought. We found many owners who were not members of any local business association. We came away from those interviews with a better appreciation of the perspectives and concerns of our Broadway business neighbors and of the complexity of this task. But by no means did we find a clear majority of business owners demanding a one-way Broadway.

We have tried to make the case for our Neighborhood Plan to the consultant, to the City staff, and to you. We have felt hurried, restricted and at a disadvantage with respect to data and information. We don't believe that public comment tonight will change the basic decision you made last month, and we will have to make our own determinations with respect to future communications with the City Council. So, in the absence of any such change on your part, and as representatives of our neighborhood's residents, we strongly urge you to include in your plan high priority recommendations for mitigation of the adverse impacts of continued high-volume commuter traffic on Weidler between NE 16th and NE 24th Streets. These would include reduction of traffic speed, vibration and noise; restriction of large truck traffic to normal business hours; significant aesthetic enhancements; effective and aesthetic traffic control structures at the 24th and Weidler and 24th and Broadway intersections; addition of on-street parking opportunities to reduce lawn and sidewalk parking; pedestrian safety enhancements; effective financial and other support for upgrading Weidler properties; measures to minimize likely increases in cut-through traffic in our neighborhood; and pedestrian crossing aids on NE 21st to mitigate likely increases in traffic on that street.

Finally, our concern about the fairness of this committee's make-up has not eased. Given that eight square blocks of the corridor are within our neighborhood's boundaries, and that these blocks represent the only fully residential portion of the corridor, we really did deserve more representation on this committee, particularly in light of the 10 or so representatives of the business community.

In conclusion, I would like to say that, even with our differences, we appreciate your commitment of your time and effort to this task and your commitment to Northeast Portland. Thank you for your attention.



April 8, 1996

TO The Mayor and City Council
(Vera Katz, Mayor)
(Charlie Hales, Commission of Public Safety)
(Earl Blumenaer, Commissioner of Public Works)
(Mike Lindberg, Commissioner of Public Utilities)
(Gretchen Kafoury, Commissioner of Public Affairs)

1220 SW Fifth Avenue
Portland, OR 97204

RE: Broadway/Weldler Corridor Plan

Dear Mayor Katz:

As a property owner and active developer in the corridor, I would like to take this opportunity to voice my support for adoption of the Corridor Plan and early implementation of its segments.

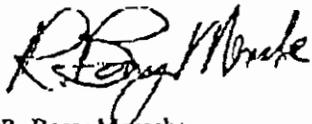
While I did not actively participate in the entire public involvement and development process for the plan and preferred alternative, I am familiar enough with its proposals and the overall support to express strong favor for it. As a property owner, I developed and constructed the Barnes & Noble Retail Store which is a new construction, and renovated "The Irvington Theater." I am now in the process of redeveloping an entire block on NE Broadway at 12th Avenue. All of these efforts are aimed at the Main Street environment of the corridor, and I feel meet the long term vision of the Metro 2040 Plan. I recognize the potential of this area and am willing to continue to invest my resources towards it.

As a developer, it is recognized that I alone can not achieve the greater goals and objectives of the plan to improve and revitalize the Broadway/Weldler Corridor. I also recognize public funds alone can not be anticipated for such a plan and vision. The public/private partnership approach to a phased implementation to me seems to be a rational approach. Given the interest of my company and other business in the area to participate in such a partnership I believe we have a unique opportunity for success.

The Mayor and City Council
April 8, 1996
Page Two

I strongly support your consideration for approval of the Corridor Plan and also public funds to leverage additional private investment to implement it.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Barry Menashe". The signature is written in a cursive style with a large initial "R".

R. Barry Menashe

RBM/cmk

cc: Commissioners...
Ron Kleinschmit

1831 NE Broadway
Portland, OR 97232
281-5335

4-16-96

Earl Blumenauer
Portland City Commissioner
1120 SW 5th
Portland, OR 97204

Dear Mr. Blumenauer:

As a business and property owner on NE Broadway and a resident of Irvington, I've followed the Broadway-Weidler Corridor Study and fully support Alternative 1. After participating in meetings and listening to the various options, this plan best answers many of the objectives we identified as needs for a more community-oriented area. I particularly like the added stoplights, crosswalks and the aesthetic improvements of trees and wider sidewalks.

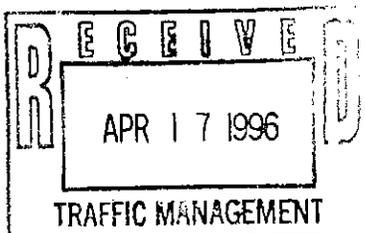
There has been a lot of interest from the south side of the neighborhood in decoupling the thoroughfares. I, and many of my business associates and neighbors, are opposed to this option. We think it negates the gains of Alternative 1, especially the goal of making the area more pedestrian friendly. With decoupling we would have two-way traffic to cross and would lose at least one light and crosswalk. We feel it would unfairly burden Broadway and north of Broadway by doubling its load. In my estimation, it would be a nightmare for those of us located between 17th and 24th on Broadway. It also should be noted that there is a considerable amount of residential use of Broadway between 17th and 24th. For instance there are four apartments in our building alone. This has been overlooked by those interested in rerouting traffic from Weidler to Broadway.

Many of us following this process have been favorably impressed with the process and the individuals who have been planning and overseeing the project including city staff, consultants and community volunteers. They deserve many thanks.

Sincerely,


Paullette Wittwer

cc: Commissioner Charlie Hales
Commissioner Gretchen Kafoury
Commissioner Mike Lindberg
Mayor Vera Katz
Janice Newton, Traffic Mgmt. Staff



DANIEL P. HOGAN, JR.
549 ARROWHEAD DRIVE
LAFAYETTE, CALIFORNIA 94549

TEL 510-283-8870 • FAX 510-283-9294

March 26, 1996

The Honorable Vera Katz
Mayor, City of Portland, Oregon
1220 S.W. 5th Avenue
Portland, Oregon 97204

RE: Albers Broadway Building - 1444 N.E. Broadway - Portland

Dear Ms. Katz:

The owners of the Albers Broadway Building are writing to you in support of the Broadway Weldier Corridor Plan. The Albers Broadway Building built in 1898 has been completely renovated and is located in the heart of the proposed transportation project.

The owners are involved in the process through Commonwealth Real Estate Services our management company. We support the the preferred alternate for the following reasons.

*Decreasing the number of lanes from four (4) to three (3) lanes will allow for slower traffic thus providing a safer environment for pedestrians to shop, walk and dine. Further, it will contribute to the attractiveness of the residential community surrounding the area.

*The planting and postioning of trees along the sidewalk will provide shade, aesthetic improvement and help insulate pedestrians from the traffic flow.

*Wider sidewalks will allow for greater access and more comfortable pedestrian traffic to shops and resturants, a fine benifit for our tenants and thear patrons.

*Lastly the project will improve the identity of the corridor and will be benificial to businesses and residents alike.

The owners of the Albers Broadway building, Albers Associates L.L.C. support the corridor plans and are anxious to evaluate the project's financial plans as soon as they are available.

Sincerely

Daniel P. Hogan, Jr
Representative,
Albers Associates L.L.C.

✓ cc: Kimberly Spongberg
Commonwealth Real Estate Services
Portland, Oregon



RECEIVED
MAR 27 1996
MAYORS OFFICE

March 26, 1996

Vera Katz, Mayor
City of Portland
1220 SW Fifth Avenue, Room 303
Portland, Oregon 97204

RE: Broadway/Weidler Corridor Concept Plan

Dear Mayor and Commissioners:

As a participant on the Project Advisory Committee for the Broadway/Weidler Corridor Concept Plan and also as a property owner-developer of the mixed use retail/residential project known as Lloyd Place, I would like to take this opportunity to voice my support for adoption of the Corridor Plan and early implementation of its segments.

The project's public involvement process recommendation final report reflects a significant effort provided by the corridor property owners, businesses and residents. Selection of the preferred alternative included important involvement from the adjacent neighborhoods and representative business groups that will benefit from it. Identification of issues and approaches answer many of the concerns. The process was very thorough and the conclusions to me are supportive of our mutual goals and objectives.

In addition to supporting adoption of the preferred alternative, I would like to lend my voice in support of the continuation of the public/private partnership in its implementation. As I expressed at the ground breaking of the Lloyd Place, such improvements to the City would not be feasible or viable without joint leadership and funding. As with the original partnership formed for the Lloyd District Program, none of the participants could have accomplished the program as individuals. As a business person and owner in the area, I feel such unique partnerships will continue to foster important growth while maintaining and improving livability. Pedestrian, bicycle and transit related improvements for our area carry forward the spirit of the City of Portland and Metro 2040 plan.

Thank you for the opportunity to participate in the process.

Sincerely,

A handwritten signature in cursive script that reads "Earl".

W. Earl Downs
Enterprise Development

cc

Charlie Hales, Commissioner of Public Safety
Earl Blumenauer, Commissioner of Public Works
Gretchen Kafoury, Commissioner of Public Affairs
Mike Lindberg, Commissioner of Public Utilities



CITY OF

PORTLAND, OREGON

OFFICE OF TRANSPORTATION

Earl Blumenauer, Commissioner
Engineering & Development
1120 S.W. Fifth Avenue
Room 802
Portland, Oregon 97204-1971
(503) 823-7004
FAX: (503) 823-7371

April 1, 1996

Mr Ray Ashmun
3018 NE 15th Avenue
Portland, Oregon 97212

RE: Broadway/Weidler Corridor Plan

Dear Mr. Ashmun:

Thank you for your letter of March 18, 1996 regarding the preferred alternative for Broadway-Weidler that will be presented to City Council on April 17. Your concerns for the City and corridor are appreciated, and testimony at Council welcomed.

The purpose of the project is to return this corridor to a more pedestrian, transit, bicycle and business oriented environment. It is the predominant feeling of the adjacent neighborhoods and local businesses that this corridor accommodates primarily the through traffic that you speak of. With this new plan, "the needs of those who travel through this area because of where they live or because of their work" will be balanced with the needs of those who live, work and shop along it. The traffic will be slower, volumes will not be reduced, crossing the street will be safer, walking and shopping along the corridor will be improved.

We have developed policies and objectives to re-direct our transportation system with a balanced emphasis on accommodating through traffic as well as increased reliance on transit, pedestrian and bicycle modes. Recent State laws also regulate jurisdictions and businesses to reduce automobile trips. We are no longer capable of financially or otherwise to continue building larger streets to accommodate increased automobile traffic. It is critical that we take steps to enhance such important corridors, such as the Broadway and Weidler Corridor, for the benefit of the inner City. Making these corridors more pedestrian friendly, with access to multiple modes of travel, will prevent the decline of these neighborhood commercial environments.

Mr. Ray Ashmun
April 2, 1996

Since you expressed most concern relative to the traffic flow aspects of the proposal, if you would like to further review the technical information, please contact Doug Mc Collum, 823-5180. Again, thank you for expressing your concerns and interest in this project.

Sincerely,

A handwritten signature in black ink, appearing to read 'Vic Rhodes', written in a cursive style.

Vic Rhodes

C. Janice Newton
Doug Mc Collum
Laurel Wentworth
Ron Kleinschmit

gppSoccc\ashmun.wp

March 18, 1996

Mr. Vic Rhoades
City Engineer
1220 SW 5th Avenue
Portland, OR 97204

RECEIVED
Transportation Engineering
& Development

MAR 20 1996

RE: Broadway-Weidler Corridor Plan

Dear Mr. Rhoades:

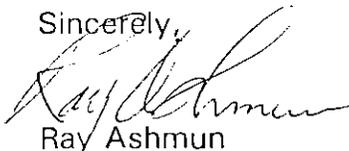
I know that I'm shouting into the wind in writing this because the fundamental decisions regarding this project have been made, but it will make me feel better to speak out.

I believe the Broadway-Weidler Plan continues an unfortunate trend of traffic inhibition that has become the city's policy over the past several years. The intention to install curb extensions, remove lanes and increase the number of traffic lights will indeed slow traffic, but that will not solve the "problem" which is that traffic must flow somewhere. Slowing traffic won't remove it, just keep it around longer, and concurrently increase the frustration of the drivers.

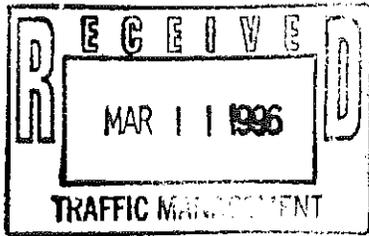
Society through its policies is constantly balancing the needs/wants of the few against the many, and the pendulum is favoring the NIMBY attitude of the few these days. The Broadway-Weidler plan was clearly favored by those at the 3-7-96 public meeting, but I feel it fails to meet the larger need of those who travel through this area because of where they live or because of their work. The plan reflects the wants of those who participated in the public meeting process, but is anyone speaking for the larger community? Striking the appropriate balance is difficult, but the city seems to be the only voice for the larger perspective, and from the way things are going, that voice appears to be very soft, or just ignored.

I'm a lot more depressed about the practices constricting north-south traffic, but now that the east-west inhibition philosophy has gained the upper hand, I believe the system is getting way out of balance. I think the outcome of the plan will be a real mess in the Lloyd Center area; there's not enough parking now for the businesses on the Broadway-Weidler Corridor to flourish, and the desire to grow that aspect of the "community" will result in a Frankenstein's monster.

Sincerely,



Ray Ashmun
3018 NE 15th Avenue
Portland, OR 97212



3105 NE 25th

Portland, OR 97212

3/8/96

Project Advisory Committee
Broadway/Wendover Renewal Project
Office of Transportation
City of Portland, OR

Dear PAC:

I attended the workshop yesterday evening at Grace Memorial Church.

I like "the vision" and the general outline of implementation. It is exciting and encouraging!

Please be bold, imaginative and aggressive in incorporating features designed to "calm" traffic and indeed to discourage use of the two main streets by commuters.

I very much agree with the person who stood to urge the above approach, and the sound of applause indicates he spoke for many in the gathering.

One element is I think critical in achieving the person (shopper, pedestrian, transit-rider) - friendly environment. Not only more traffic lights, but time the lights to insure average traffic speeds of 15-20 mph

Thanks, and sincerely,
John Hammond

C.E. John Company, Inc.

April 3, 1996

Earl Blumenauer
Commissioner of Public Works
1220 S.W. Fifth Avenue
Portland, OR 97204

RE: Broadway/Weidler Corridor Plan

Dear Commissioner Blumenauer:

As a representative of the C.E. John Company who is a property owner and active developer in the corridor, I would like to take this opportunity to voice my support for adoption of the Corridor Plan and early implementation of its segments.

While I did not actively participate in the entire public involvement and development process for the plan and preferred alternative, I am familiar enough with its proposals and overall goals to express strong favor for it. Our company just completed a Main Street scale retail facility on N.E. Weidler at N.E. 15th (the Irvington Market) and we are days away from breaking ground on a similar retail project across the street. We recognize the potential of this area and are willing to continue to invest our resources towards it.

As a developer, we recognize that we cannot achieve the greater goals and objectives of the plan to improve and revitalize the Broadway/Weidler Corridor on our own. We also recognize that it is not reasonable to expect only public funding for the plan. The public/private partnership approach to a phased implementation of its elements is crucial to success. Given the interest of our company and other businesses in the area to participate in such a partnership, I believe that we have a unique opportunity for success.

We strongly support your consideration for approval of the Corridor Plan and also public funds to encourage additional private investment to implement it.

Sincerely,



Michael G. Heston
Vice President, Development

CORPORATE OFFICE:

1701 S.E. Columbia River Dr.
Vancouver, Washington 98661
(360) 696-0837
(503) 283-5365
(360) 696-1007 FAX



BROADWAY
BOOKS

1714 N.E. BROADWAY
PORTLAND, OR 97232
284-1726

RECEIVED
APR 11 1996
MAYORS OFFICE

April 8, 1996

Mayor Vera Katz
City of Portland, Oregon

Dear Mayor Katz,

I would like to voice my support for the preferred alternative of the Broadway-Weidler Corridor Plan (i.e. leaving Broadway and Weidler coupled, with major changes/improvements along the length of the corridor).

I was asked to be a member of the Broadway-Weidler PAC as a small business owner. I am co-owner of Broadway Books, a small, independent bookstore in operation since May 1992 at NE 17th and Broadway. (Incidentally, because I live in Northwest Portland and commute to work via auto daily, I personally represented the interests of automobile commuters who use Broadway and Weidler).

I would like to comment a little on the process of arriving at the final recommendation before I advocate for it. I have served on many boards and committees over the last twenty years, but this is the first time I have served on a citizens advisory committee dealing with city concerns. I was exceedingly impressed with the thought given to the composition of representatives on the PAC; the amazing willingness of those individuals to put in a lot of time and energy working to find the best recommendations; the obviously high caliber and creativity of literally all the professionals involved; and the openness of the process. The regular public information meetings were impressively well attended and very conducive to public expression of opinion. I was furthermore impressed by the number of channels PAC members and the public had to express opinions. I also feel that all opinions and concerns were taken seriously, both by professionals and PAC members.



BROADWAY
BOOKS

1714 N.E. BROADWAY
PORTLAND, OR 97232
284-1726

page two

When committee work began I had several major concerns: safety for our staff; pedestrian and automotive accessibility to our store; the economic health and growth of our retail area. Like everyone, literally everyone, who owns a retail shop on Broadway near us, I was and am outraged continuously by the speed of traffic in front of our store. The only things it is conducive to now are potential tragedy at worst, and major inconvenience at best. From a small business person's point of view, I **feel** strongly that the preferred alternative being recommended to you by the Broadway-Weidler PAC is the best alternative available and that the resolution before the Council deserves careful consideration and acceptance. Particularly because of the early vocal displeasure of some of the Sullivan's Gulch folks, I gave very serious thought to what was best suited as a plan for the entire Portland community, not just my own interest, and not just the interests of Northeast Portland. I feel the current recommendation before the Council accomodates all of a large and diverse group of interests, and does so well.

One of the exciting aspects of this process has been the degree to which involved larger business concerns have been willing to participate in a public/ private partnership. We too are willing to play our part. We feel this plan will obviously increase the desirability and overall safety of our retail environment and the liveability of surrounding neighborhoods. My business partner and I envisioned this store as a neighborhood center and to our great delight and satisfaction it has become that. Changes that enhance that aspect of our business can only help us. Yet we would be remiss if we did not make it very clear to you that we are a *small* business, and any added costs of doing business present a very large burden to us currently. We hope, therefore, when you get to this phase of planning for the Broadway-Weidler re-do, those assessments will be done equitably, and that we will be allowed to be part of that planning process also.



BROADWAY
BOOKS

1714 N.E. BROADWAY
PORTLAND, OR 97232
284-1726

page three

We hope not only that the Council will adopt the Broadway-Weidler resolution, but that you will begin to implement phase one of the plan with a sense of urgency. There is a good deal of positive energy that has been generated by this process and many expectations raised for the potential of genuinely improving this corridor.

I moved to Portland in 1971 from having lived in Jerusalem for two years. It took me years to appreciate the oft-asked, "Isn't this city beautiful?". I am familiar with a different standard of planning and workable public transportation and frankly, 82nd Street, the entire strip-malled suburban Southwest and in fact the NE Broadway-Weidler corridor are not my idea of beautiful. But you do have a wonderful opportunity now to make this area a better place to live, shop, commute, and work and I hope sincerely that you will seize it.

Thanks for listening!

Sincerely,

Gloria Borg Olds
Co-Owner

BROADWAY WEIDLER CORRIDOR COALITION

POB 12735

Portland, OR 97212

A State of Oregon Nonprofit Corporation

Representatives from: Eliot Neighborhood Association
Irvington Community Association
Lloyd District Community Association
NE Broadway Business Association
Sullivan's Gulch Neighborhood Association

January 6, 1996

Mr. David Knowles, Director
Bureau of Planning
City of Portland
1120 SW Fifth Avenue
Portland, OR 97204

Dear David:

As you know, the Broadway-Weidler Corridor Coalition (BWCC) helped to initiate and has been participating in the Broadway-Weidler Corridor Study being done through Portland's Office of Transportation. We have a keen interest in seeing this study produce a long-range vision for the Corridor's continued development as a vital, pedestrian-oriented retail area as called for in the Central City Plan.

While we applaud the direction of the present study, we recognize that it is a transportation-oriented project that concentrates on actions that can occur within the public right-of-way. Clearly, an additional planning step needs to be taken in order for the Broadway-Weidler Corridor to realize its full potential and to avoid any mismatching of transportation and land uses. The purpose of this letter is to outline what that next step might be, and what role the Bureau of Planning and other agencies of the city and the region might take in it.

Our interest in this additional work is stimulated by the recognition that the Broadway-Weidler Corridor is not only vital to our neighborhoods and businesses, it can be an important model for how mixed use development occurs in an urbanized area. In this sense, the Corridor serves as an opportunity to showcase urban planning approaches that can have application in other areas of the city, and to build upon Portland's national reputation for planning. It is also in accordance the city's livable city goals.

Moreover, it affords the city an important opportunity to illustrate how to achieve the objectives of Metro's Interim Measure #2, which will require cities to "change zoning text to provide for mixed uses and compact urban designs in station areas, regional and town centers, mainstreets and corridors [emphasis added]." As you know, the goal of Interim Measure #2 is the "development and redevelopment in the region will be much more compact and pedestrian and transit friendly." The Broadway-Weidler Corridor is an ideal laboratory for implementing such planning concepts.

The challenge is significant: over the next 20 years, the Lloyd District will develop to densities that rival downtown Portland and continue to draw multitudes of people to the area because of its major public

attractors and retail activities. All the while, the neighborhoods to the north and east must be protected and enhanced as residential areas with a high quality of life. Between these two starkly different land use areas lies the Broadway-Weidler Corridor, which presently is enjoying something of a Renaissance of new investment and development activity.

The time to lay down a vision and direction for future development is now. Therefore, we recommend that the Bureau of Planning be the lead agency for developing a comprehensive urban design plan for the Broadway-Weidler Corridor that builds from the work presently being performed by the Office of Transportation, its consultants and citizen advisors. We envision that this plan as a second phase of the current effort that produces implementing strategies and actions that deal with such issues as:

- ◆ design (including special design guidelines for the Broadway-Weidler Corridor that deal with signage, built form and corridor identity);
- ◆ density (including building height and orientation, set-backs, FARs);
- ◆ land use (including refinements in the underlying zoning, required building lines, and buffering for nearby neighborhoods)
- ◆ open space (parks and plazas, including concepts for privately owned open areas);
- ◆ pedestrian and bicycle connections;
- ◆ integrating housing into the mixed retail area;
- ◆ preserving the Corridor's historic values; and
- ◆ retail development (including marketing, promotion and other economic development activities).

We believe this plan should begin with a comprehensive inventory of existing conditions and uses, including an assessment of "opportunity blocks." Of particular interest to us is the identification of some sort of central development or focal point--perhaps on the order of a Pioneer Place or expansion of the present Holladay market type of use--that would serve as a gathering place and marketplace. We also would support an historic inventory with particular attention to understanding architectural elements upon which an identity for the corridor can be centered.

It is important that the plan include specific implementing actions. Some of the implementation may require additional steps or study, but it would be our hope that most implementation would accompany the plan. Accordingly, we believe the Broadway-Corridor Urban Design Plan should include detailed plans for:

- ◆ encouraging appropriate land uses (including consideration of special overlays or reconsideration of underlying zoning to achieve the vision);
- ◆ development standards and/or strengthened design guidelines (to deal with issues such as configuration of parking, restricted access line, parking frontage, signage and building attributes);
- ◆ historic preservation (including possibly designation of portions of the corridor as an historic area); and
- ◆ a business development plan (including potential funding mechanisms or incentives to achieve retail development objectives in the corridor).

Another issue that concerns us is the physical scope of the plan. The present Broadway-Weidler Corridor study focuses on the area from NE 24th west to the Willamette River. We believe there is significant merit, however, in including at least the stretch of NE Broadway between NE 24th and NE 33rd, and possibly all the way to the Hollywood district (approximately NE 39th).

As for participating agencies and budget, we are less well prepared to offer you advice. However, we believe this plan should be sufficiently funded to achieve its objectives, one of which is to have full

citizen participation as well as a Technical Advisory Committee (TAC). We also would hope that this study could be concentrated in a period of one fiscal year, allowing for additional time for approval by Council and the appropriate commissions.

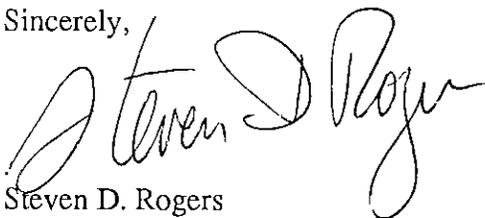
We envision, then, participation by the Bureau of Planning, Portland Development Commission, Office of Transportation, Bureau of Parks and Recreation, Bureau of Housing and Community Development in the following degrees and roles. We presume that, in some or all cases, current staffing can be utilized. (Our budget estimates are best guesses on our part, presuming the involvement of senior planning staff with some additional resources available for consulting help.)

Agency	Role	Personnel	Budget
Bureau of Planning	Lead Agency	1.5 FTEs + consulting	\$125,000
PDC	Study/TAC	.5 FTE	\$35,000
Office of Trans.	TAC	---	---
Bureau of Parks	TAC	---	---
Bureau of Housing & CD	TAC	---	---
Other Bureaus	TAC	---	---
TOTAL			160,000

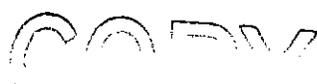
We also certain that there will be a role in the project for Tri-Met and Metro.

We appreciate your consideration of this project as you approach your 1996-1997 budget process. We would be happy to meet with you to discuss our ideas for the plan; we certainly are not locked in to any one approach. But we believe it is critical that the city complete the planning work necessary. Without this additional work, we fear that many opportunities to create a distinctive, vital retail corridor will be missed, that much of the energy of the present study effort will be lost, and that the potential for mismatches among transportation use, land use and urban will increase.

Sincerely,



Steven D. Rogers
 President, BWCC
 503-281-1799



- c: City Council, c/o Council Clerk
- Elsa Coleman, PDOT
- Jan Burreson, PDC
- Steve Rudman, BHCD
- Charles Jordan, Parks
- Tom Walsh, Tri-Met
- Mike Burton, METRO



CITY OF
PORTLAND, OREGON
BUREAU OF PLANNING

Charlie Hales, Commissioner
David C. Knowles, Director
1120 S.W. 5th, Room 1002
Portland, Oregon 97204-1966
Telephone: (503) 823-7700
FAX (503) 823-7800

February 14, 1996

Steven Rogers, President
Broadway Weidler Corridor Coalition
P.O. Box 12735
Portland, OR 97212

Dear Mr. Rogers:

Thank you for your letter of January 6, 1996, conveying the Broadway Weidler Corridor Coalition's (BWCC) concerns and issues. Your letter presents a comprehensive plan for a future land use and urban design study. The Bureau of Planning has included in its budget for 1996-97, an add package proposal titled, Metro 2040 Broadway-Weidler Corridor Planning. This proposal addresses the issues outlined by the Coalition. A copy of this proposal is attached with this letter.

The Planning Bureau has the following comments regarding the study proposed by the Coalition.

Study Area: The area east of NE 33rd Avenue may be included in the scope of the Hollywood Town Center project, which is in the Bureau's add package for the 1996-97 budget. Alternatively, we could include it as part of the Inner SE Community Plan as an extension of the Hollywood Town Center. Also, there is a need to define the width of the study area along the Corridor. We suggest the area from NE Brazee to NE Glisan as a possible width for the study.

Time line: The time line of 12 months for the study may be short for this scope of work. We have proposed a project of 24 months. This will provide time for public review and Planning Commission and Council hearings.

Budget: Although the budget proposed by the BWCC for this project is generous, administrative costs need to be included. It does not include funding of the public review and adoption phase. There is some question about whether 0.5 FTE of PDC staff is necessary and the role of the consultant. Some of the work proposed for PDC may be covered in the current PDOT study.

We hope that the add package will be received favorably at the up-coming Council budget hearings in March. You may wish to participate in the hearings at that time. However, we will be happy to discuss the above issues when the opportunity arrives.

Sincerely,

A handwritten signature in cursive script that reads "David".

David C. Knowles

cc: Jan Burreson, PDC
Steve Dotterrer, Portland Office of Transportation
Janice Newton, Portland Office of Transportation (PDOT)
Bob Clay, Bureau of Planning
Michael Harrison, Bureau of Planning

The coalition has requested the City initiate a companion planning process aimed at considering land use, urban design, and economic development issues affecting the properties in the corridor. This work would primarily be done within the Bureau of Planning. However the requested amount includes \$35,000 for an interagency agreement with PDC to involve that agency in consideration of economic development issues considered as part of the project. The coalition perceives this work as needed to meet Metro's interim requirements. Metro's 2040 Concept Plan identifies this segment of Broadway as a Main Street.

This project is seen by the Coalition as the second phase of the project they are presently involved with. More specifically they wish the project to address the following:

- Design issues, including potential creation and application of special district design guidelines and expansion of the area presently subject to design review. Today's design review district runs from the Willamette to NE 16th Avenue;
- Land use, consider changes in zoning regulations that may be necessary to protect and enhance the areas character and economy. Include considerations of measures necessary to ensure development of mixed use projects and housing developments within the corridor;
- Examination of density issues, including height, bulk, setback and building orientation issues;
- Special requirements, consider whether additional design standards related to building placement, landscaping, buffering and provision of private open spaces are appropriate for the area;
- Identify and consider the protection of historic resources within the corridor and consider the area's historic character as part of the projects urban design component; and
- Business Development Plan, include such a plan in the study's products, aimed at identification of funding and other mechanisms and incentives to encourage the realization of retail and business objectives for the corridor.

This project is tied to implementation of Metro's 2040 Plan and is important for the short term realization of that plan. Presently the segment of the corridor between 16th Avenue and 33rd Avenue is not scheduled for consideration through a community plan to start for at least five years.

For Budget Fiscal Years:

Year 1: 1996-97

Year 2: 1997-98

Title of Package: Metro 2040: Broadway/Weidler Corridor Planning

Appropriation Unit: Bureau of Planning _____ CSL Add (Priority _____)

Fund: General _____ Add New Funding (Priority 12)

Program: City Planning _____ Cut (Priority _____)

Amount to be Added/(Cut)

	FY <u>1996-97</u> (Yr. 1)		FY <u>1997-98</u> (Yr. 2)	
	Total	Gen. Fund	Total	Gen. Fund
Appropriations	\$ <u>175,204</u>	<u>175,204</u>	\$ <u>120,200</u>	<u>120,200</u>
Full-Time Positions	<u>1.0</u>	<u>1.0</u>	<u>1.0</u>	<u>1.0</u>
Revenue	_____	_____	_____	_____

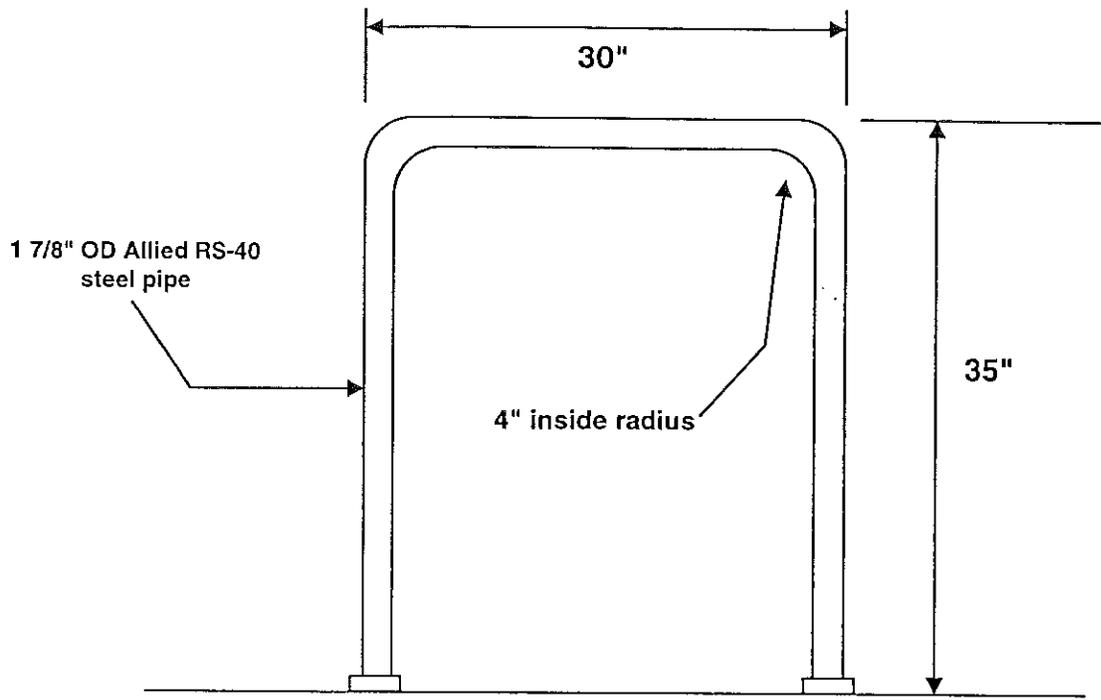
Workload Indicators/Performance Measurements

Change in Number of Units

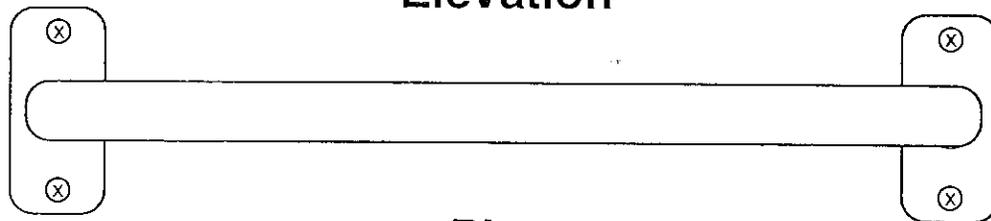
<u>Key Results</u>	Units of Measure	FY <u>1996-97</u> FY <u>1997-98</u>	
		<u>(1st Year)</u>	<u>(2nd Year)</u>
• Draft proposal including a urban design plan, business plan, and land use plan	1	1	0
• Revised proposal	1	1	
• Proposed corridor plan	1	0	1
• Planning Commission hearings on Plan	1 set	0	1 set
• City Council hearings and action on plan	1 process	0	1 process

Describe the services to be added or cut by this package, its impact on the program, and the source of funding.

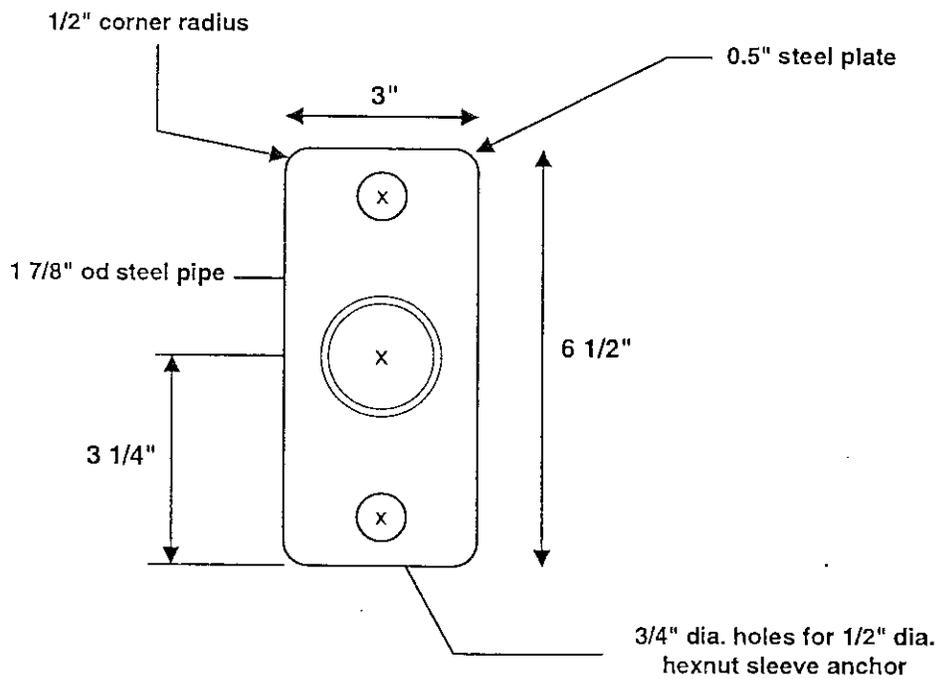
These resources are requested in response to a request from the Broadway Weidler Corridor Coalition. The Coalition has been working with the Office of Transportation to address issues associated with the Public right-of-way on these two streets in inner northeast Portland. Recently the Coalition has requested that a new effort be undertaken to complement the work that they are doing with PDOT. The Coalition is made up of representatives from the Eliot Neighborhood Association, Irvington Community Association, Lloyd District Community Association, NE Broadway Business Association, and the Sullivan's Gulch Neighborhood Association.



Elevation



Plan



Base Plate Detail

Hitching Post Bicycle Rack

HISTORIC



IRVINGTON

COMMUNITY ASSOCIATION
PO Box 12102 Portland, Oregon 97212
December 20, 1995

Janice Newton
City of Portland Office of Transportation
1120 S.W. 5th Avenue
Portland, OR 97204

Lloyd D. Lindley, ASLA
P.O. Box 9068
Portland, OR 97207

RE: Broadway-Weidler Corridor Study

Dear Mr. Lindley and Ms. Newton:

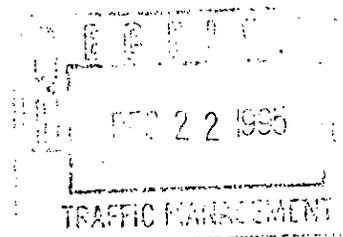
The Irvington Community Association has developed a neighborhood Vision for the Broadway-Weidler Corridor. Enclosed is our Vision Statement which we recommend be incorporated into the Vision and Plan for the Broadway-Weidler Corridor. We also request that you distribute copies of this Vision Statement to the members of the Project Advisory Committee for the Broadway-Weidler Corridor Study.

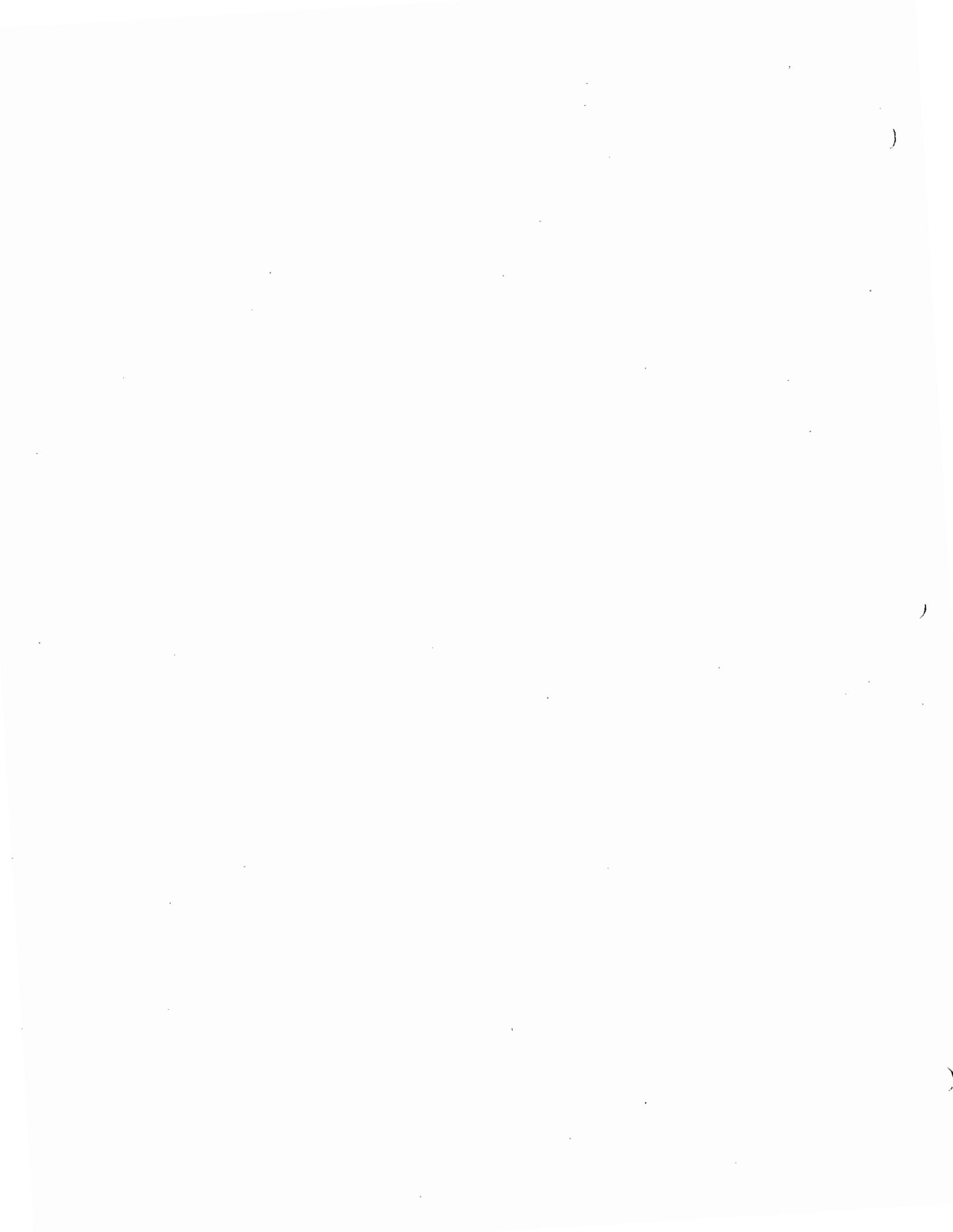
If you have any questions or concerns, I would be happy to discuss them with you.

Sincerely,

Barbara Scott-Brier
Irvington Community Association's
Representative to the Project Advisory
Committee - Broadway-Weidler Corridor Study
(home telephone - 288-4163
work telephone - 231-2139)

cc: ICA President
ICA Transportation Committee
ICA Land Use Committee





HISTORIC



IRVINGTON

COMMUNITY ASSOCIATION
PO Box 12102 Portland, Oregon 97212

RESOLUTION OF THE BOARD OF DIRECTORS IRVINGTON COMMUNITY ASSOCIATION

WHEREAS, the City of Portland with the affected neighborhoods and businesses is conducting a Study of the NE Broadway-Weidler Corridor and preparing a Vision and implementation Plan for the Corridor;

WHEREAS, the Irvington neighborhood is a neighborhood affected by the Broadway-Weidler Corridor and the Irvington Community Association is participating in the Broadway-Weidler study process;

WHEREAS, the Board of Directors of the Irvington Community Association held a neighborhood "Visioning" process for the Broadway-Weidler Corridor and has received the review and recommendations of the Transportation and Land Use Committees;

BE IT HEREBY RESOLVED, that the Board of Directors of the Irvington Community Association (ICA) hereby adopts the following Vision Statement for the Broadway-Weidler Corridor for the development of the Broadway-Weidler Corridor Plan and urges the City to incorporate the Irvington Community Association's Broadway-Weidler Corridor Vision into the Plan.

VISION STATEMENT FOR THE BROADWAY-WEIDLER CORRIDOR

GENERAL VISION FOR THE BROADWAY-WEIDLER CORRIDOR:

The Broadway-Weidler Corridor is our neighborhood's "Main Street" -- an economically healthy and diverse mix of small retail shops and stores in a pedestrian-oriented corridor of tree-lined streets, wide sidewalks, convenient cross-walks and other pedestrian and bicycle amenities, attractive storefronts, and developed on an inviting and human scale. The Corridor is a "people place" that is not dominated by automobiles or traffic. Pedestrian, bicycle, and public transit use are fostered by the design and function of the Corridor. It is a safe and lively area that is active at night and that serves the needs of people of all ages and diversity who live in or near

the Corridor. It is a multipurpose, walkable district that has its own unique identity and that serves as an important transition from the higher density Lloyd District to the lower density neighborhoods to the north and east. The neighborhoods adjoining the Corridor provide a stable, liveable environment that fosters the well-being of the Corridor and those neighborhoods are protected from any adverse impacts from the Corridor, such as, increases in traffic, parking, crime, or other problems. Traffic calming techniques that slow vehicular speed along the Corridor have been implemented to foster a sense of comfort and safety to pedestrians and other street travellers without impacting the adjacent neighborhoods.

SPECIFIC VISION FOR THE BROADWAY-WEIDLER CORRIDOR:

- **The Broadway-Weidler Corridor should be a "Main Street" with architectural styles that relate to the existing character of the district, development that reflects a sense of small-town storefronts, and a mixed retail district that supports smaller-scale businesses serving the "daily needs" of the surrounding areas.**
 - The Corridor should include buildings of mixed use (office, retail and residential).
 - To maintain a livable scale, the buildings should be limited to 1- to 3-stories.
 - The Corridor should have increased wholesome nighttime activities to create a lively, safe area.
- **The Broadway-Weidler Corridor should have an identity that reflects the historic qualities of the corridor and the charm and historic heritage of its bordering neighborhoods.**
 - The Corridor should have ornamental lighting of an historic theme that picks up on the architectural identity and historic values within the Corridor. Historic ornamental lighting should direct its light downward so as not to be too bright for neighboring residential areas, but well-illuminated for the pedestrian user of the district.
 - New development or remodeled buildings should preserve the architectural heritage of the area, but creativity should be encouraged not stifled. Buildings should emphasize stucco, brick, wood and stone as exterior materials.
- **The Broadway-Weidler Corridor should have a unique identity that is enhanced by both public and private development activities.**
 - The Corridor should contain big-canopy trees that help create a distinct image and identity for the corridor, and that increase the Corridor's relationship with the neighborhoods.

- Streets, sidewalks, street lighting, signage and other amenities should build upon the Corridor's existing strengths and identity.
- **The Broadway-Weidler Corridor should contain public open spaces and other types of gathering spots that encourage people of all ages to use and enjoy the stores and other amenities of the district.**
 - A plaza or other open space should be developed in the vicinity of NE 12th and Broadway, to function as a public "living room" and gathering spot.
 - Developments such as Holladay Market should be preserved and emulated to create "town square" types of activity centers and "one-stop marketplaces" that serve multiple generations.
- **Commercial and residential development in the Broadway-Weidler Corridor should serve as a transition and buffer to the neighborhood areas to the north and east.**
- **The Broadway-Weidler Corridor should promote the mixed residential-small retail use of the area, support the Corridor's small businesses, and assure the liveability of the Corridor and adjoining neighborhoods by slowing traffic in the Corridor without allowing any traffic to be displaced to the adjoining neighborhoods and thus negatively affect the liveability of the neighborhoods.**
 - Broadway and Weidler should remain one-way streets so as to continue to carry the major traffic and to avoid any traffic being displaced to adjoining neighborhoods.
 - Access between the Corridor and the Lloyd District and I-84 should be improved so that appropriate traffic uses the highway instead of city streets.
 - The Corridor should implement visual or actual street-narrowing measures including, at least, curb extensions (or "bump outs") at every corner, large canopy trees planted in the parking strips on both sides of the street throughout the Corridor, wider sidewalks throughout the Corridor, parallel parking on both sides of the street, narrower traffic lanes, fewer traffic lanes where feasible, and a bicycle lane along the street parking.
 - The average speed of traffic in the Corridor should not exceed 25 m.p.h.

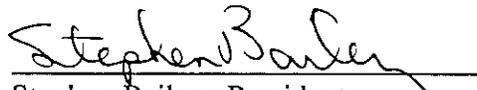
- **The Broadway-Weidler Corridor should be a pedestrian-friendly district developed to accentuate business and other activities that are not automobile-oriented.**
 - Improvements should be made to the Broadway-Weidler Corridor to create better pedestrian access and linkages to and from the surrounding neighborhoods, as well as to and from the Lloyd District core.
 - Sidewalks in the Corridor should be wider with curb "bump outs" at every corner and crosswalk locations. In some areas, buildings should be set back to allow for wider sidewalks or sidewalk seating, but not for vehicle parking.
 - The Corridor should have frequent, well-defined, and marked crosswalks to improve pedestrian access and circulation.
 - The Corridor should have more traffic signals, with automatic - not hand-activated - walk buttons, and narrower or "visually narrowed" streets to slow traffic and promote pedestrian and bicycle access and transportation within the Corridor.
- **Pedestrian/bicycle/public transit improvements should be made throughout the Corridor, from the Willamette River to NE 24th Avenue, to improve pedestrian, bicycle, and public transit access, circulation, and amenities within the Corridor.**
 - Pedestrian and bicycle access to the Lloyd Center and the Rose Quarter should be improved, as should pedestrian-bicycle linkage between the Corridor and Downtown Portland, particularly along the Broadway Bridge.
 - Transit access along the Corridor should be improved by implementing a shuttle along the Corridor from the Willamette River to NE 33rd Avenue, by posting schedules at every transit stop, informational signage directing to bus and MAX stops and routes, and improved pedestrian access to MAX, throughout the Corridor.
 - Pedestrian and bicycle access through the Super-Blocks must be enhanced by installing direct pedestrian-bicycle access at street-level at every site where the street grid would be, but for the Super-Block.
 - Pedestrian/bicycle/transit-oriented amenities throughout the Corridor should include wide sidewalks, street furniture, attractive windows, rain-protection (such as awnings on buildings), building orientation, bicycle lanes, covered and open bicycle racks, safer MAX and bus stops, sculptured bus shelters, pocket parks, trees, and sidewalk cafes.

- **The liveability and safety of our neighborhoods must be protected from nonresident traffic and parking in the neighborhoods. Measures should be implemented to prevent non-resident traffic from cutting through neighborhood side streets to enter or leave the Corridor or the Lloyd District and from parking in the neighborhood.**
 - Through traffic may need to be precluded North of Broadway on North-South streets between NE 7th and 15th Streets, and NE 18th and 19th Streets to provide public spaces and prevent traffic from cutting through neighborhood side streets. Measures should be implemented on these streets such as closing the streets at different points or installing traffic diverters, in a pattern to be devised in consultation with and the approval of the Irvington neighborhood.
 - Commercial traffic should be prevented from using any unauthorized neighborhood street.
 - Nonresident cars should be deterred from parking in the neighborhoods for uses in the Corridor or Lloyd District.
- **The design and management of automobile parking within the Corridor should enhance access to the Corridor's small retail stores and provide for safe pedestrian and bicycle use of the Corridor while promoting the liveability of the neighborhoods**
 - As part of the Main Street look of the Corridor and to support the Corridor's small businesses, automobile parking must occur on both sides of Broadway.
 - Parallel parking - not angled parking - should be in place on Broadway and Weidler to avoid a dangerous situation for bicyclists, assure parking on both sides of the street for small businesses, and avoid spilling over traffic to the neighborhoods due to lack of adequate carrying capacity in the Corridor.
 - Short-term parking in the Corridor should be inexpensive so as not to impact small retail business in the Corridor.
 - Underground parking (Safeway, Newberry's, Holladay Market) should be enhanced to improve and better utilize available parking. Underground parking should be safe, accessible, attractive, and well-signed, and used on a shared use basis by multiple neighboring businesses rather than a single business.
 - Curb-side bicycle lanes should not be installed on Broadway or Weidler, to avoid the negative impact on small businesses that would result from removing parking on one side of the street to install curb-side bicycle lanes.

- o **The Rose Garden Arena and Rose Quarter should be improved for pedestrian and bicycle access and amenities.**
 - o Pedestrian access should be improved to the Rose Garden Arena and Rose Quarter from the nearby neighborhoods and from the east side of the Corridor.
 - o The pavement look of the Rose Quarter should be de-emphasized by planting large canopy trees in the Rose Quarter area and along adjacent streets, and by adding greenspaces and a rose garden.

This Resolution was approved by vote of the Board of Directors of the Irvington Community Association at its regular meeting on December 8, 1995.

Date: 12-20-95



Stephen Bailey, President
Irvington Community Association

Date: 12/20/95

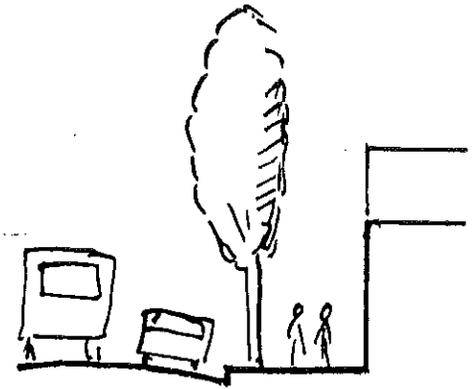
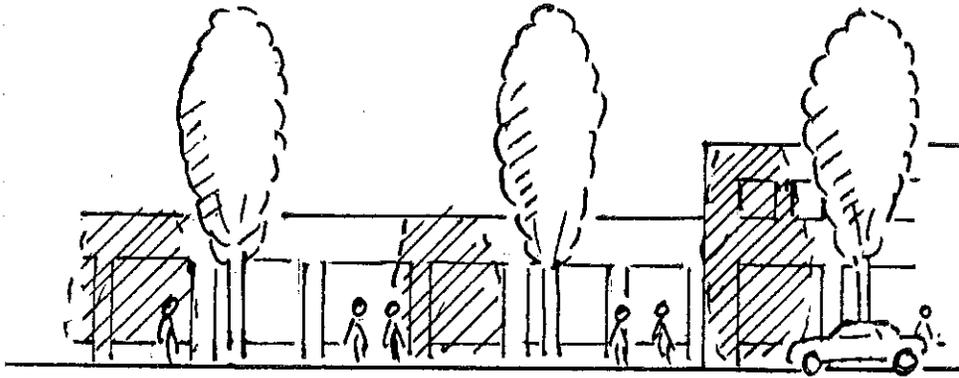


Richard Levy, Acting Secretary
Irvington Community Association

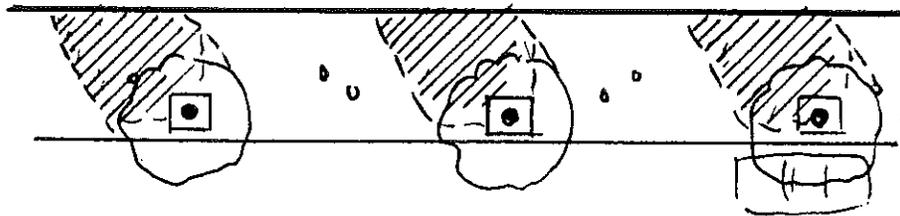
DOUG KLOTZ
3-14-96

TREE CHOICES FOR NE BROADWAY:

1. COLUMNAR OR PYRAMIDAL

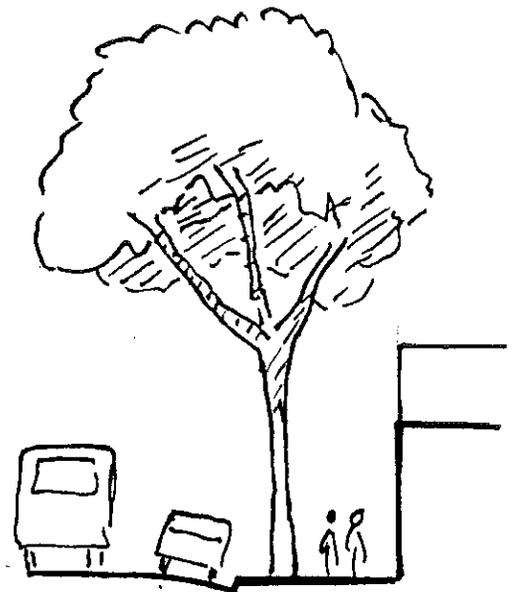
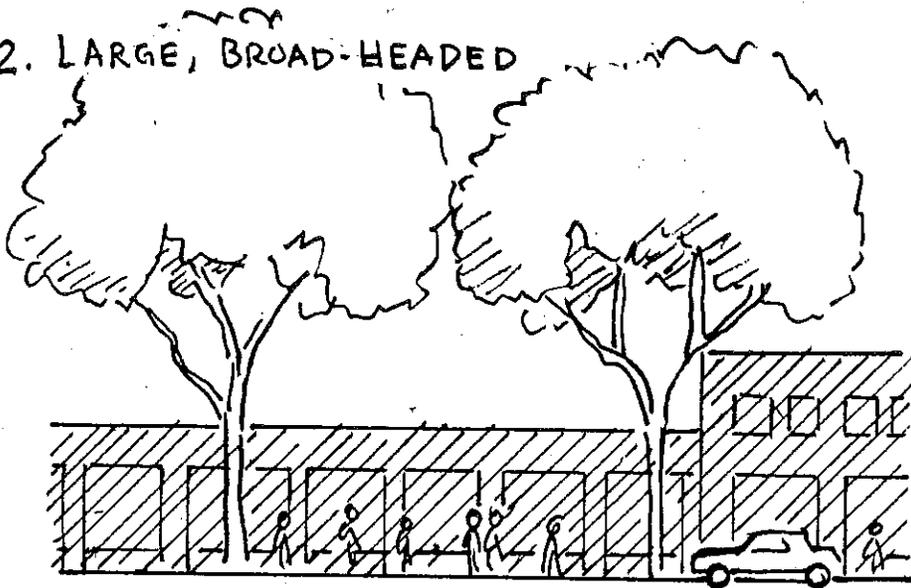


SECTION

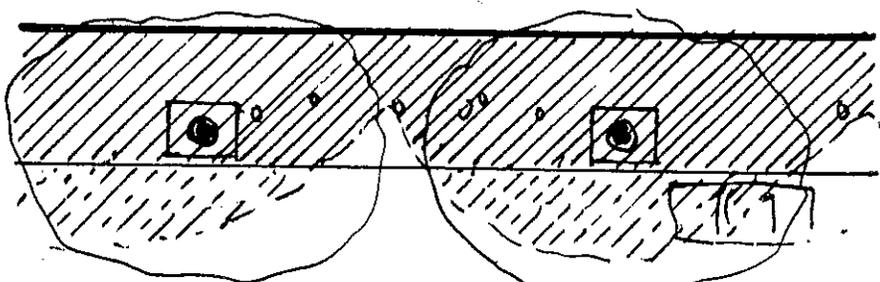


PLAN

2. LARGE, BROAD-HEADED



SECTION



PLAN

BUILDING & SIGN VISIBILITY

1. COLUMNAR OR PYRAMIDAL TREES

EXAMPLE: NE MULTNOMAH



2. LARGE, BROAD-HEADED TREES

EXAMPLE: SW FIFTH
NW 23RD





CITY OF
PORTLAND, OREGON
OFFICE OF TRANSPORTATION

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January 30, 1996

Irvington School Presentation - January 12, 1996

Lloyd D. Lindley, consultant for the Broadway Weidler Corridor Plan, presented information on this plan to several classes of second and third grade students at Irvington Elementary School in northeast Portland. Students were primarily from the Irvington and Eliot neighborhoods.

Students were familiar with a variety of shops and restaurants along the Broadway Weidler Corridor and expressed their opinions about what they liked and disliked.

Students were asked to talk about what changes they would like to see along this Corridor. The following responses were given:

- A museum
- To clean up existing buildings
- Sidewalks should be smoother because elder people trip and fall
- Vacant lots should be used for something
- Casa U Betcha - should not have any graffiti
- Should create a neighborhood watch
- Less road construction
- Need more places to go
- Too much traffic - cannot cross the street
- Need playgrounds and parks instead of weedy old lots
- Directional signage should be more clear (Avenue instead of Av)
- More video rentals
- Need health center, exercise center
- Barber shop
- Decent crosswalks
- City garden with flowers and vegetables
- Put stuff back in Holladay Market
- Bus stops should be safer, gangs make them unsafe
- Need graffiti patrol
- Need art museum with children's work
- No more littering
- Sidewalks
- More ramps for wheelchairs and bikes
- Library
- Speed bumps
- Drinking fountain for pedestrians
- More RR bumps
- Community garden
- Home for homeless

Irvington School Presentation – January 12, 1996

January 30, 1996

Page 2

- Underground parking so more land is left to work with
- Expand Broadway Coffee merchant
- More tables to eat on
- Need kids to pick up litter
- <pre activities like Art quake
- More parks
- Need more services for the homeless, like bring food to movie theaters
- More community plays
- Better places to go
- More help places for poor people
- Raise money to make improvements we want
- Broadway Books - needs to be bigger with more picture books
- More open lots, more trees; transform areas into parks

My Vision of the Broadway /Weidler Corridor Project

By Julia Rachel Guariglia

I am writing this because it is a good chance for me to tell people my ideas about the Broadway /Weidler Corridor project.

The things that I like about the Broadway/ Weidler area are all the little shops, stores and restaurants. They are nice places to go. I like window shopping there.

I think people should plant many more trees, make more cross walks so people can walk more safely, and more bicycle routes so bicycle riders can ride more safely. Dogs should be on leashes because kids could get very scared or hurt. There should be fewer cars so it won't be so crowded and noisy. All of the houses that are very old should be painted so they look nice. The neighborhood people should help with some of the work.

BROADWAY - WEIDLER CORRIDOR

I like Broadway because there is a good variety of restaurants and the book stores, but I would like to have some improvements made. Here they are:

1. A mural
2. Smoother sidewalks
3. Narrower streets
4. Public Park or fountain

I hope you can make at least one of these improvements.

by Katie

Age 8

By Lauren
Kate
Hobson

1-22-96

1-31-95

What I want to change 
And what I want to keep 

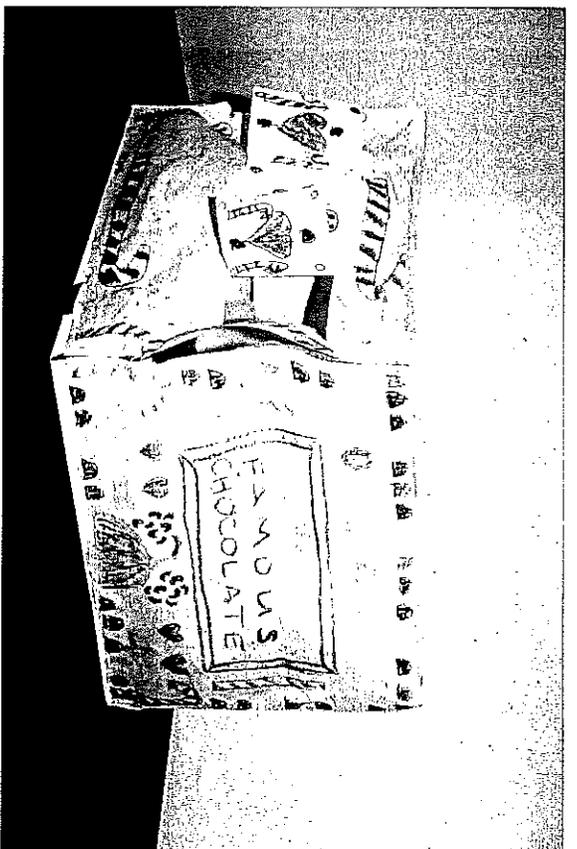
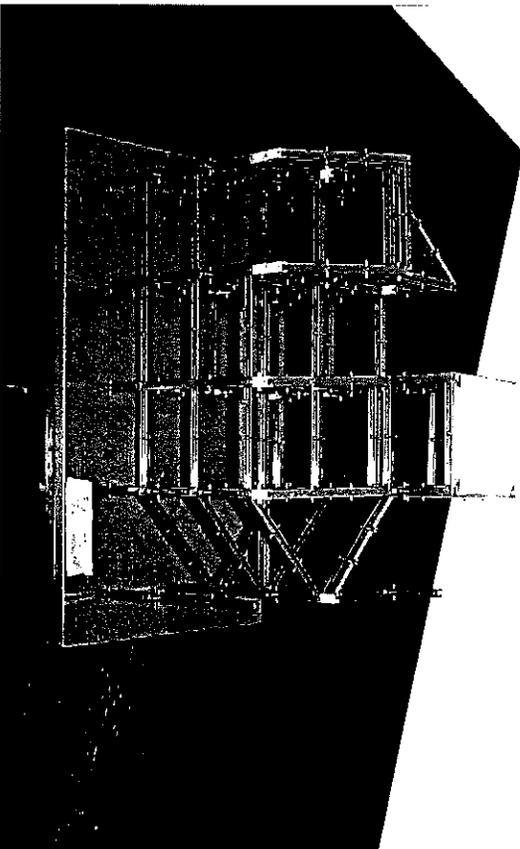
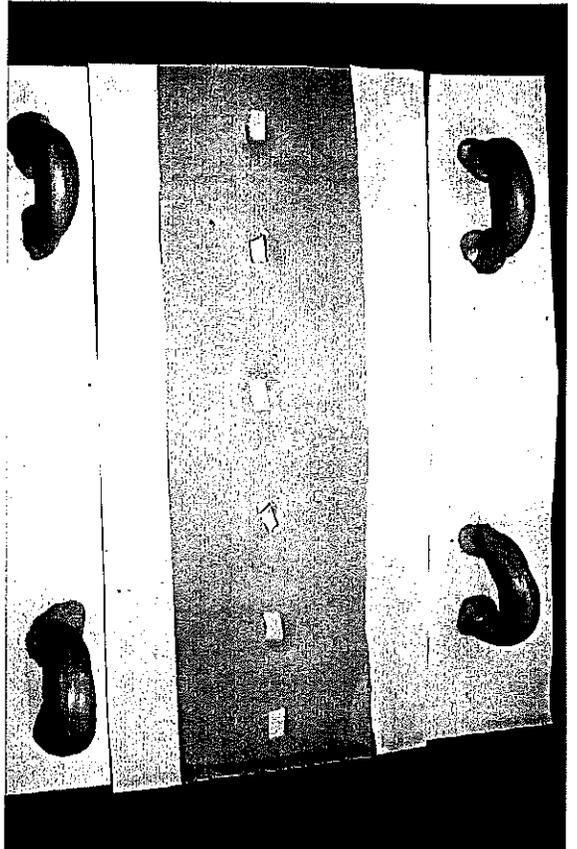
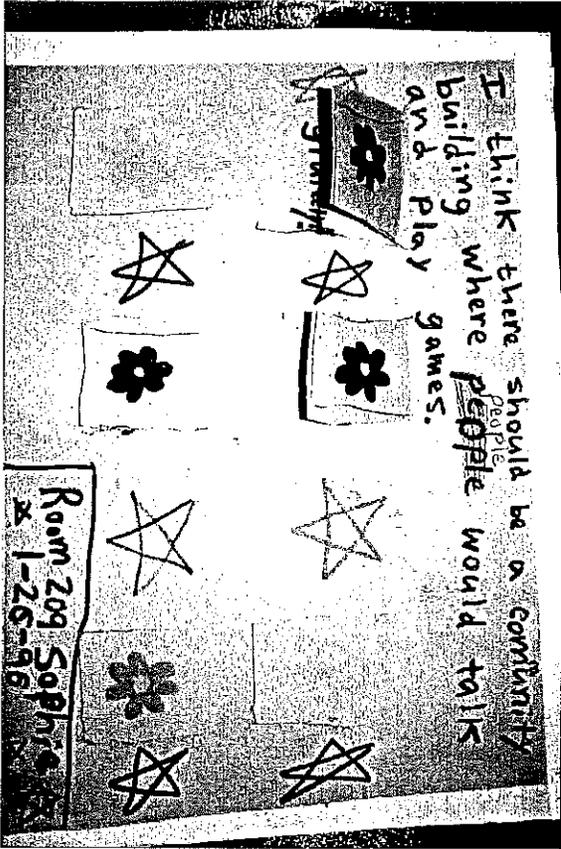
I want to change the Rose Garden stadium. I think that it would be nicer if we made it more attractive. It looks like a space ship! We don't have to make it look like the old one, but I think it should look different.

I read in the newspaper that they were thinking about expanding the Lloyd Center. I think it's already big enough. I also want there to be more children's clothing stores in Lloyd Center. I want there to be more homeless shelters. There could be homeless shelters in parks where homeless people could spend the night sometimes. For instance, you could put a shelter that has a soup kitchen in Holiday Park.

 Please
turn to
back

I think there should either be one or two weeks in each month where at some movie theaters if you brought a certain amount of canned food you could get in free and it would be for homeless people. For instance they could do it at the Lloyd Cinema and at the one at Lloyd Center. Maybe there could be a group of volunteers that go around and pick up garbage around the Broadway Weidle Corridor and different people could go at different times.





IDEAS

1. Checker tables to play on
2. More trees
3. More benches
4. A playground

by Ben

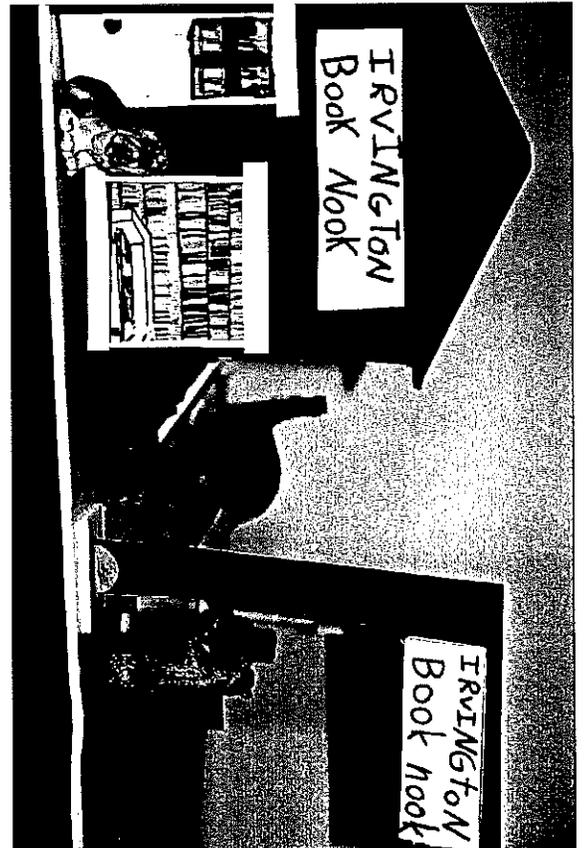
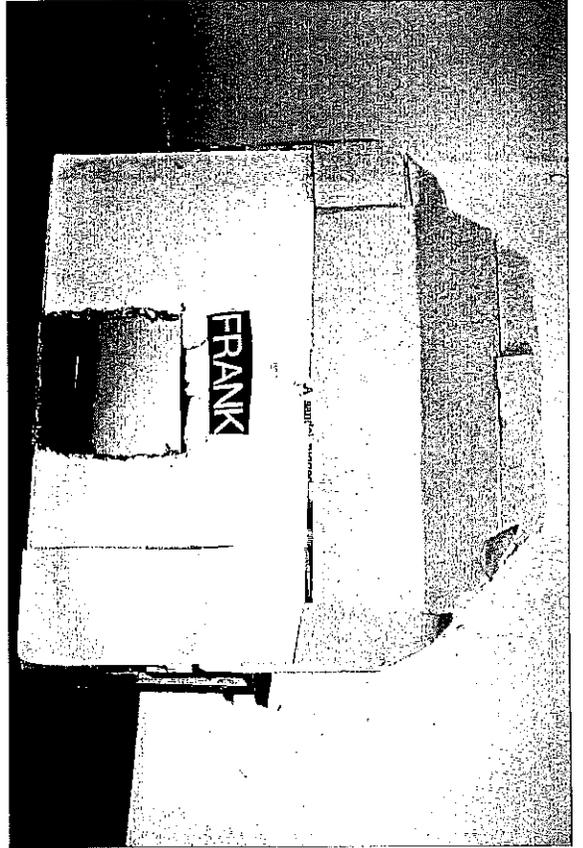
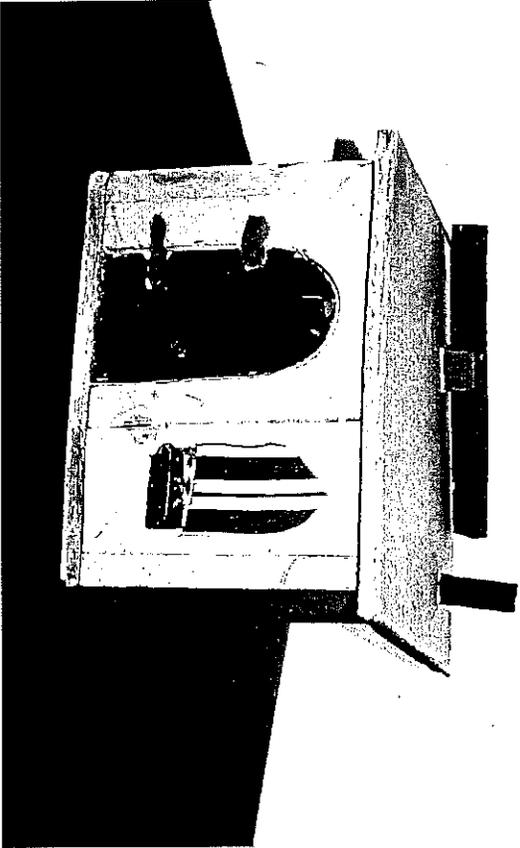
Age 7

VUJH 4/9/96
Rm 211
Irvington

Things that need to be fix.

I think the roads need to be
even. AND I think the cars
need to go slower.

a places were I like to go
I like to go to Barnes,
Nobles.



11/20/2020

chez Jose'

I like this area but it needs more parking because people like to go there. More crosswalks and stop lights so people can cross the street. I like to eat at chez Jose'

because its nice and they have stuff for kids to do. Then I like to look at yard bird store because theres all kinds of fun stuff and its a little store, and there are nice stachis.

Megan Russell

ROOM
210

1

places I like to go on

Broadway and Weidler are the coffee

Merchant, The book store, the bakery.

Good thing to eat, good books to read,

The man that works there is so

Nice because when they have a drink

that kids can have. He says come on

in I have something for you.

problems I see are not enough

places to cross the street. and too

Much traffic. Not enough places

for people to cross the street.

ways to make it better are more

cross walks so we can cross safely

Elegan Russell

ROOM
210

2

in door parks too. We should

take the coffee merchant and the

Bakery and shut down the street

and hook them together

Bike Things

I like to ride my bike, but it is hard to ride your bike with no bike paths. It's also hard to lock up your bike with no bike racks. So, it would be nice if there were more bike paths to ride on and more bike racks to use to lock up your bike. More bike paths and bike racks would encourage people to ride their bikes more and they wouldn't have to worry about going in the street, or having there bikes stolen.

Marcy Johnstone

Age 9

That's all!

idehos

1 cekar taps to

play on

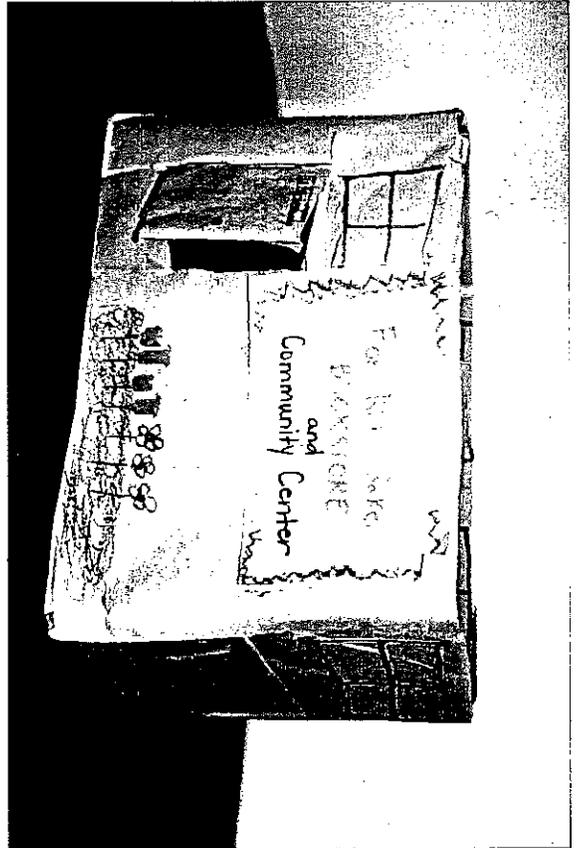
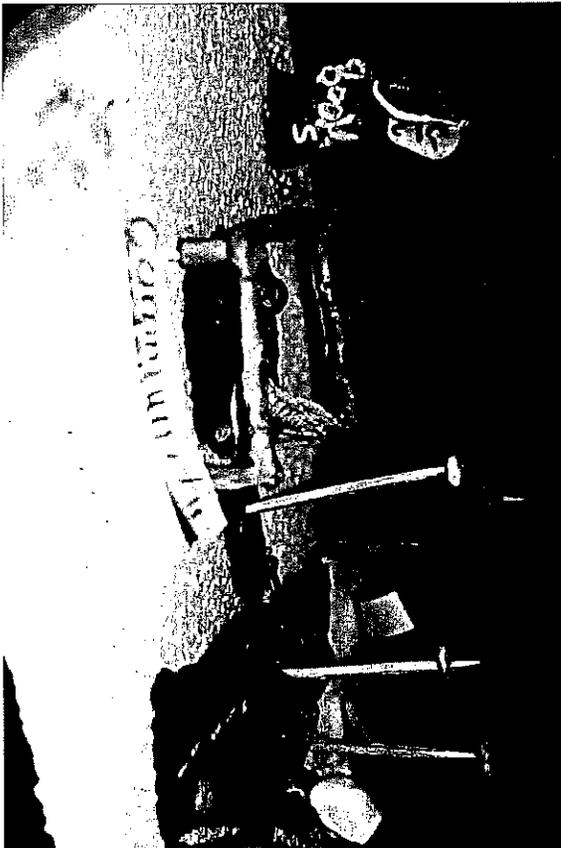
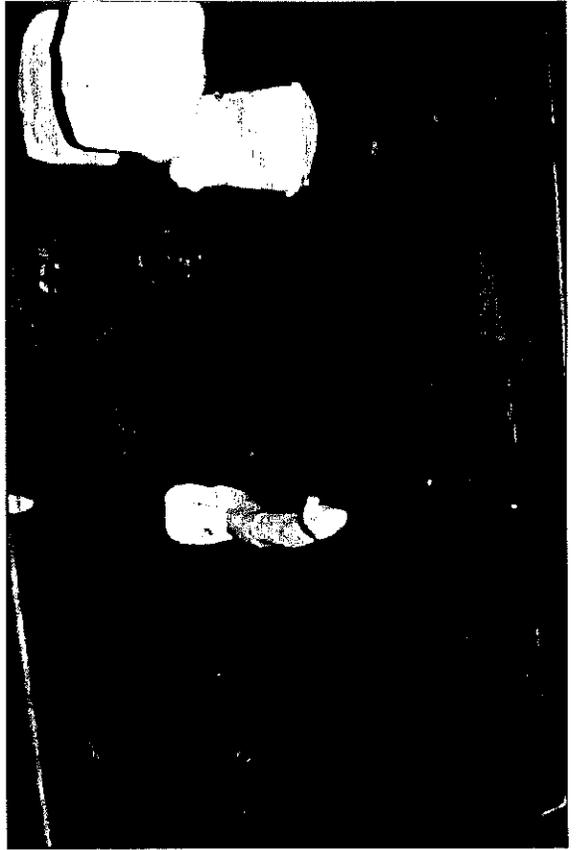
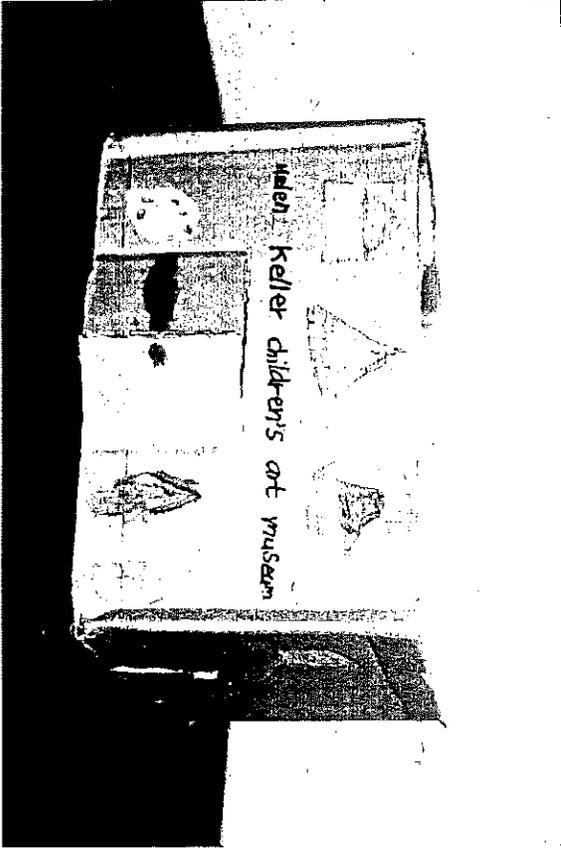
2 more trees

3 more benches

to  on

4 a play ground

BENCH



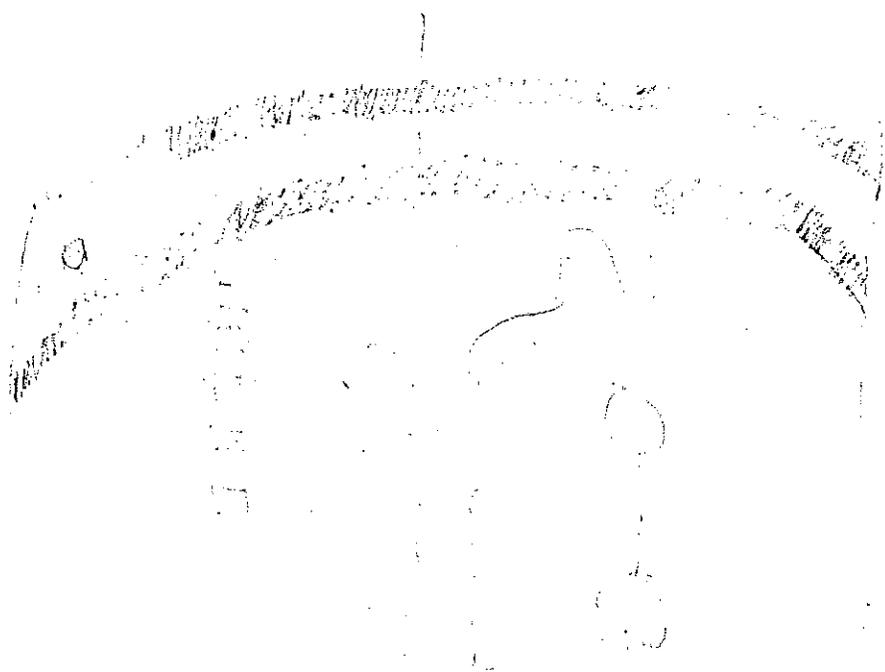
Handwritten: M. Anelle

Here are some things that I like about Broadway/Weidler. It's near our house. It has lots of shops to look in. It has book stores (lots of them.) It has some good ice cream shops. That is what I like about Broadway/Weidler.

Here are some of the places that I like to visit on Broadway/Weidler. I like to visit Portland's Original Ice Cream Parlour Resturant, Barnes and Noble Bookstore, Lloyd Center (ice skating), and the Rose Garden. Those are the places that I like to visit on Broadway/Weidler.

Here are some problems that I see. Houses are falling down. There aren't any playgrounds for kids to play in. The streets are really busy which makes it hard for kids and older people to cross the street. The signal lights change too quickly. Those are the problems that I see on Broadway/Weidler.

Here are my ideas for Broadway/Weidler. We should plant a community garden, so that people who don't have money to buy food with will still be able to get food. We should build houses that won't fall apart but aren't real fancy (just something simple) and sell them for a cheaper price or rent them out to people for a cheap price so that homeless people can at least have a home for a little while. We should build a bridge over the streets so that people can walk over the streets. The community could build a playground. The kids can decide what they want it to look like and then everybody helps build it. Those are my ideas for Broadway/Weidler.



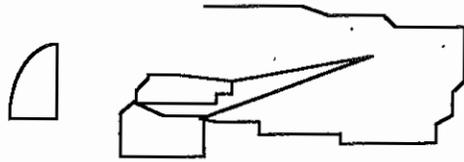
I think there should be a children's art museum on the Broadway-Weidler corridor because I think children should get to have the experience to have their art showed in public. There could be a mural painted by children on the front of the building. Every week-end there could be an art event there where children

2

could do projects. The
children could paint an
"open" sign to go on the
door. I think a childr
ers art museum would
make the community more
friendly.

David M.

I think that people should wreck an old condemned building and build a homeless shelter. That way people won't be living on the bus stop benches. I also think people should clean up thier business and buildings. People don't come because the paint on the sides of the shops are peeled and cracked. There are many places besides the "BROWDWAY-WEIDLER



CORRIDOR." THIS IS WHAT I MEAN

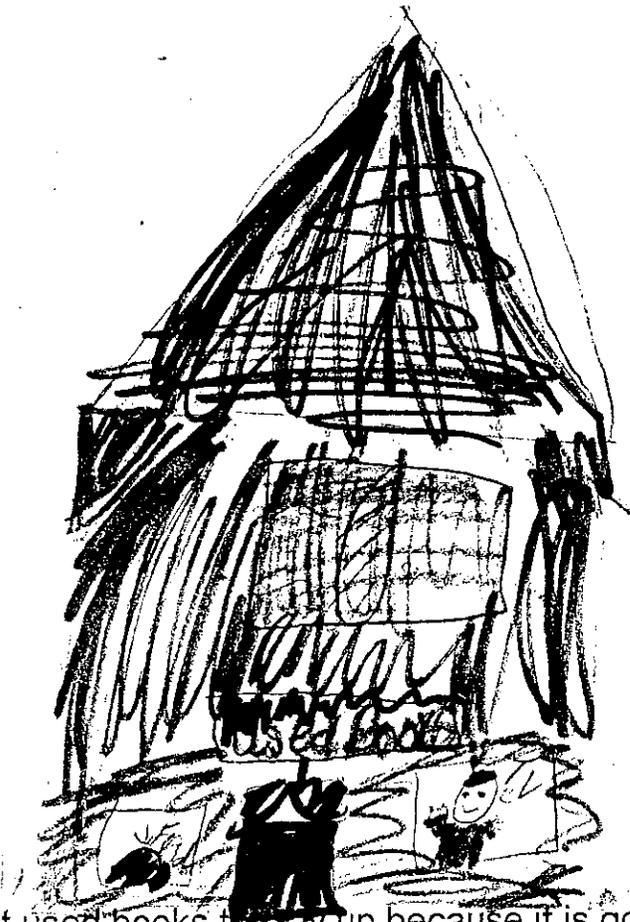
Helping the Abigail
Broadway/Weisler Corridor Emily
Crain

There is a rundown lot right on Union AVE. I think that we should clean it up then build a soccer field. We should keep the fence, but make a door. We could make 2 metal goals and have a bag with soccer balls and the balls would say "Union Soccer Ball" that way nobody could take them because it would say that.

I think this would make a nice improvement to our neighborhood. Plus a lot more people could enjoy soccer without losing a ball. This is what I think we should do to help our neighborhood.

THANK
YOU!

Abigail
Emily
Crain

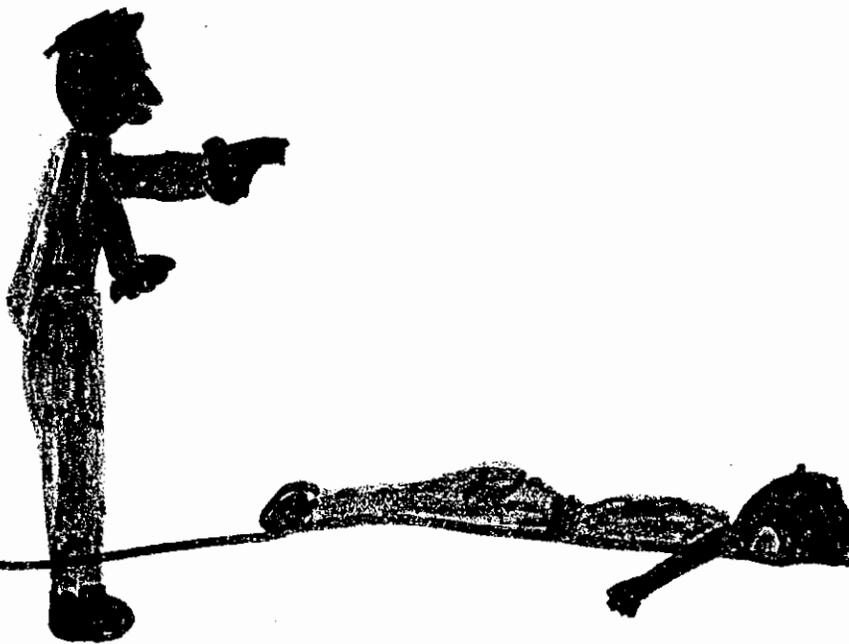


I want used books to stay up because it is going to be a parking lot. I don't get why, because people like to read books and I don't know why people would want more parking lots. There are lots of books at the used book store, almost 8,000! They are a lot cheaper than regular book stores. For people that don't have enough money they can buy at least one book. Books are important so you can learn how to read and they're also a lot of fun to read.

by Devin

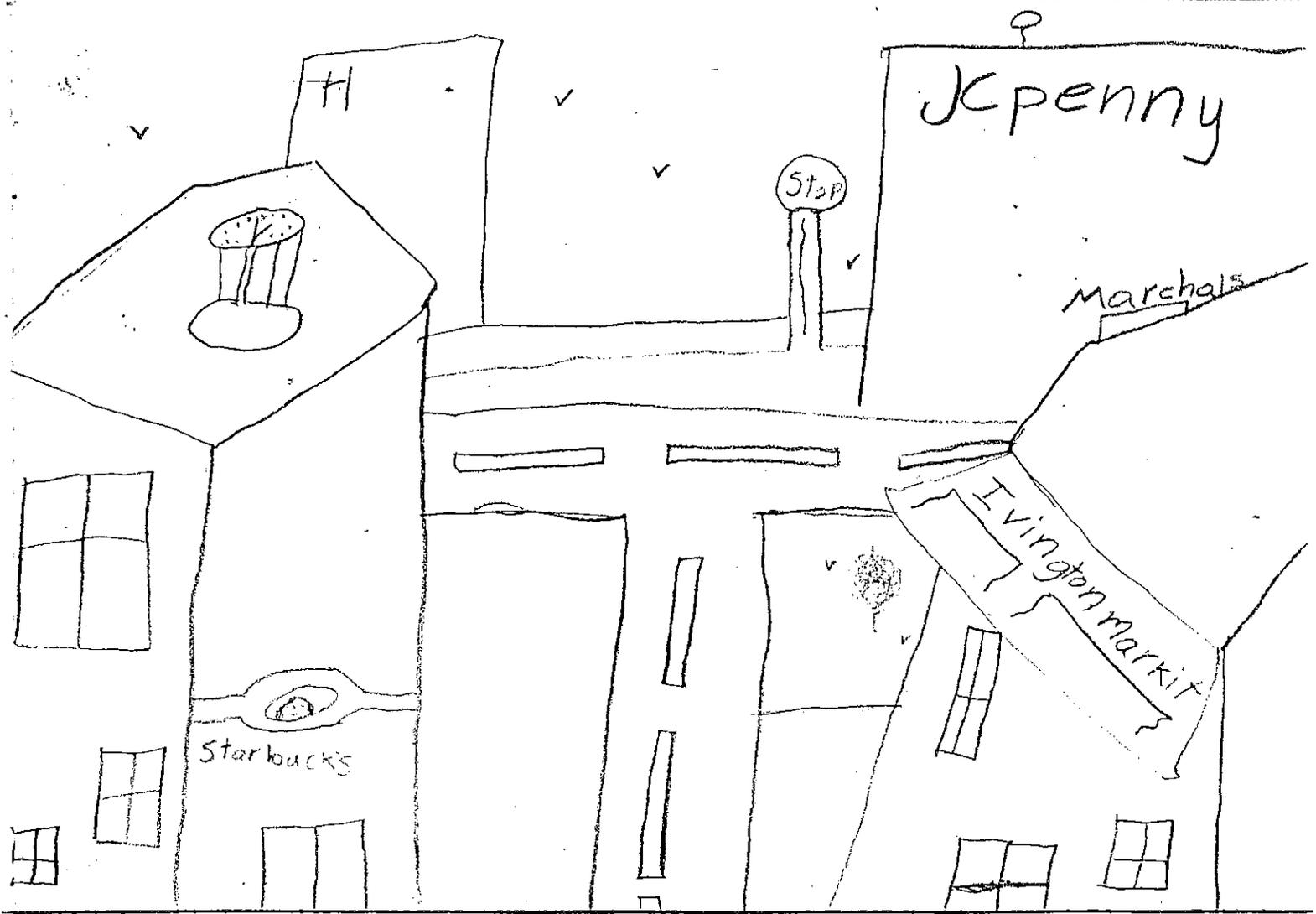
Age 8

We don't want this



I think the Broadway/Weidler Corridor Project is a very good idea because it's giving more places for kids to go and play. It is especially good because it will keep kids off the streets and alive, and it will make the streets safer and prettier.

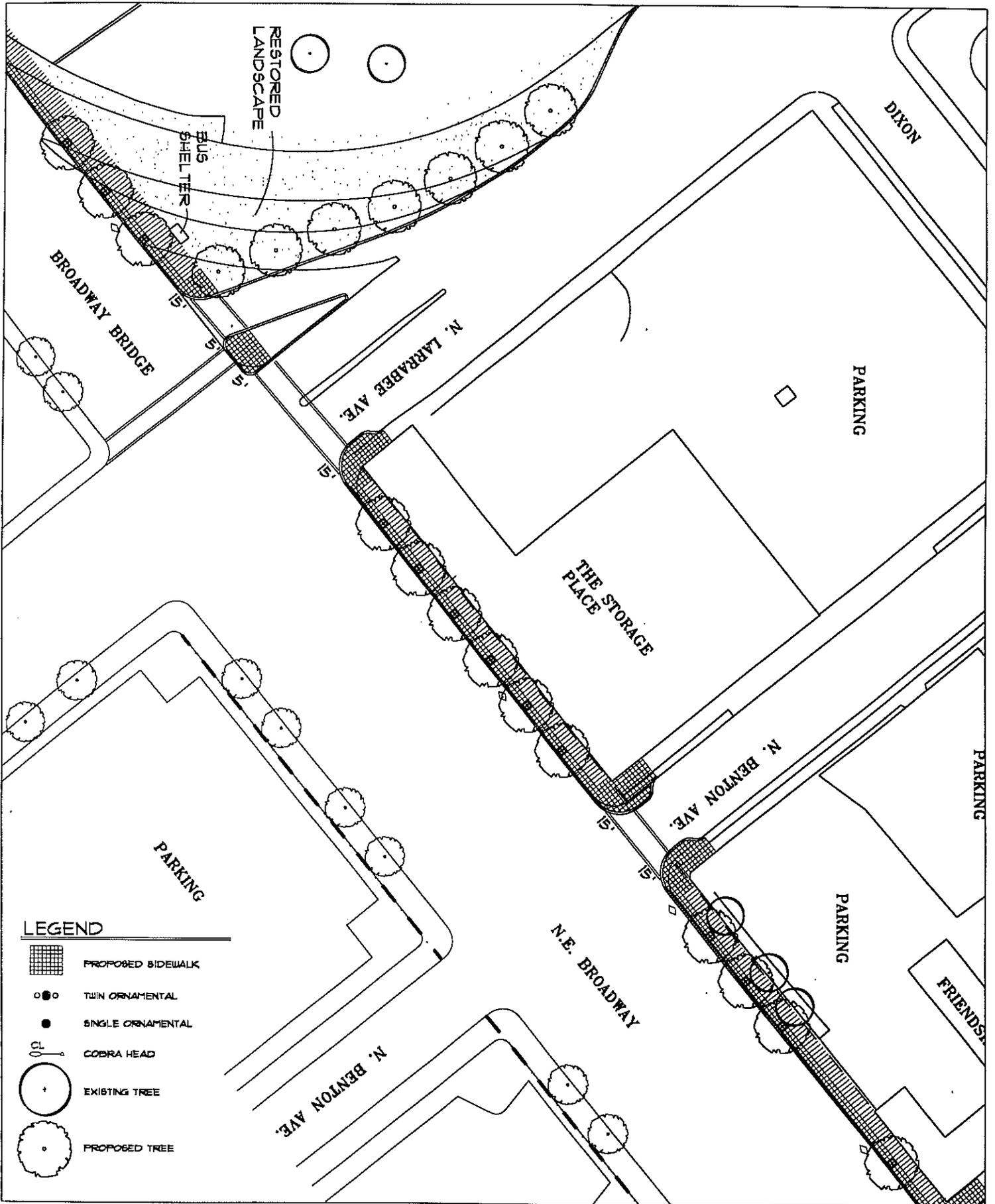
by Camille



I like the Starbucks on Broadway.

and I like the max stor. I wood like it if

they wood put a chuckee cheese and a IZZY'S



LEGEND

-  PROPOSED SIDEWALK
-  TWIN ORNAMENTAL
-  SINGLE ORNAMENTAL
-  COBRA HEAD
-  EXISTING TREE
-  PROPOSED TREE

**BROADWAY WEIDLER
CORRIDOR PLAN**

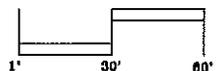
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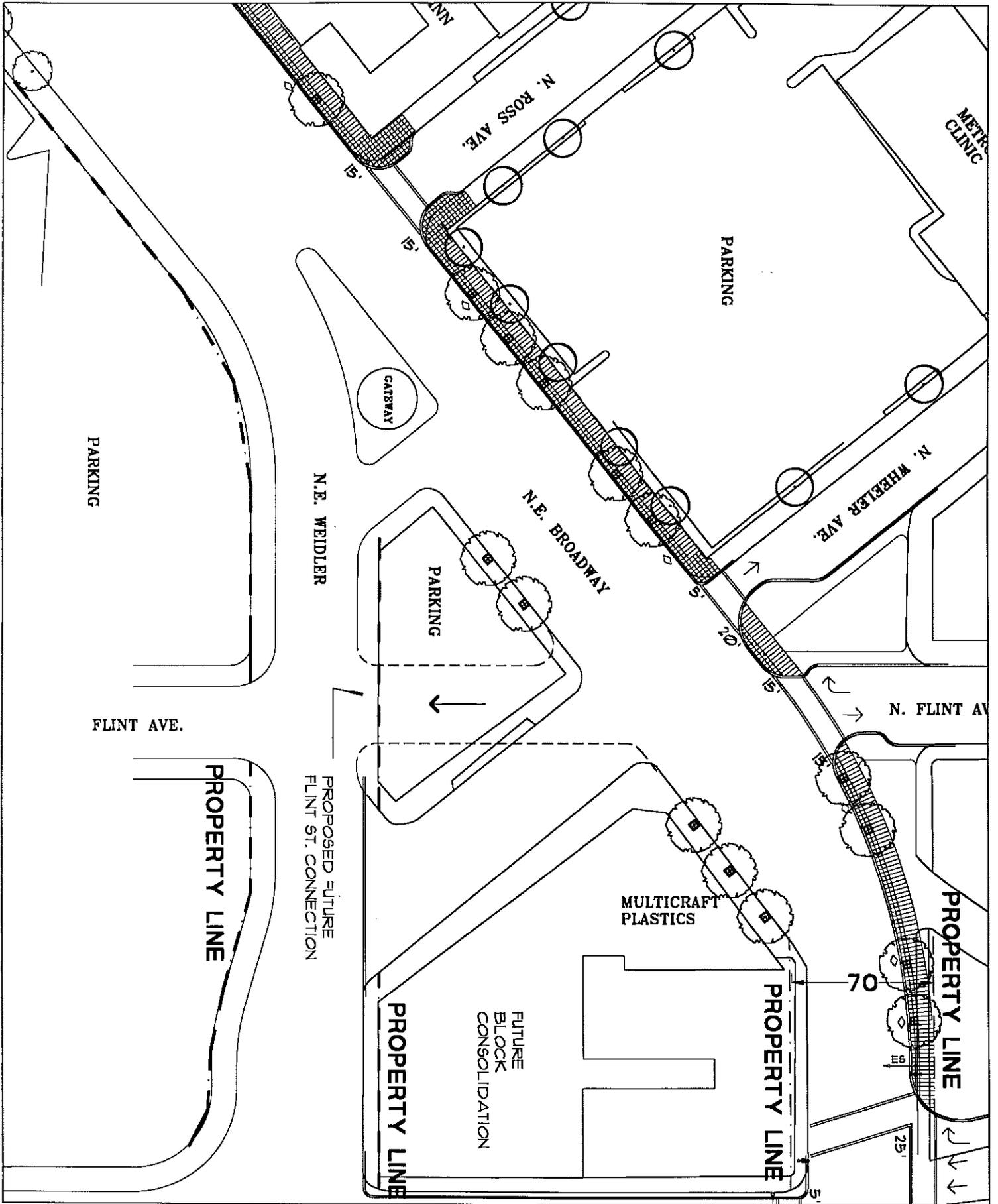
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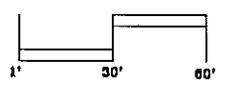


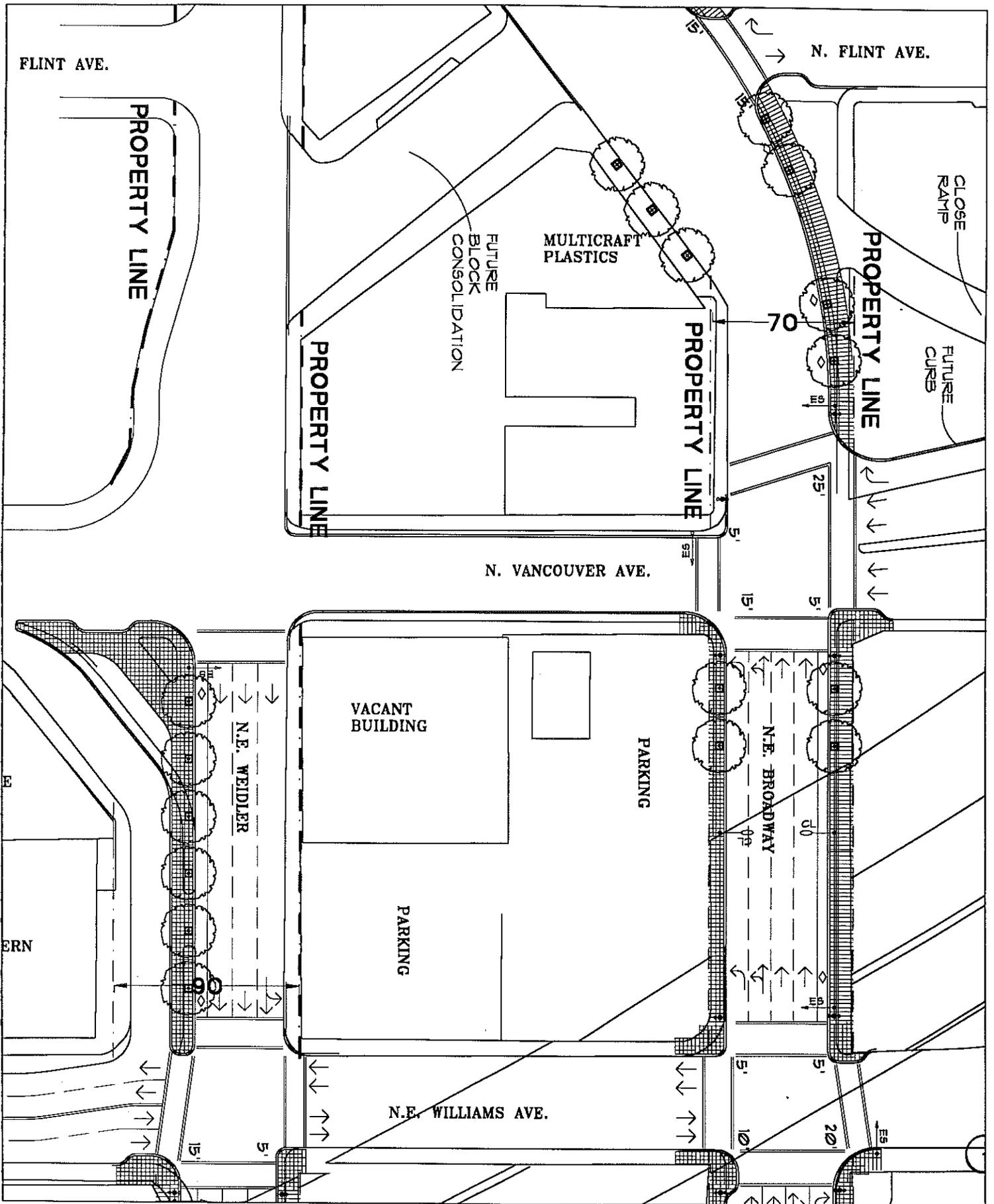


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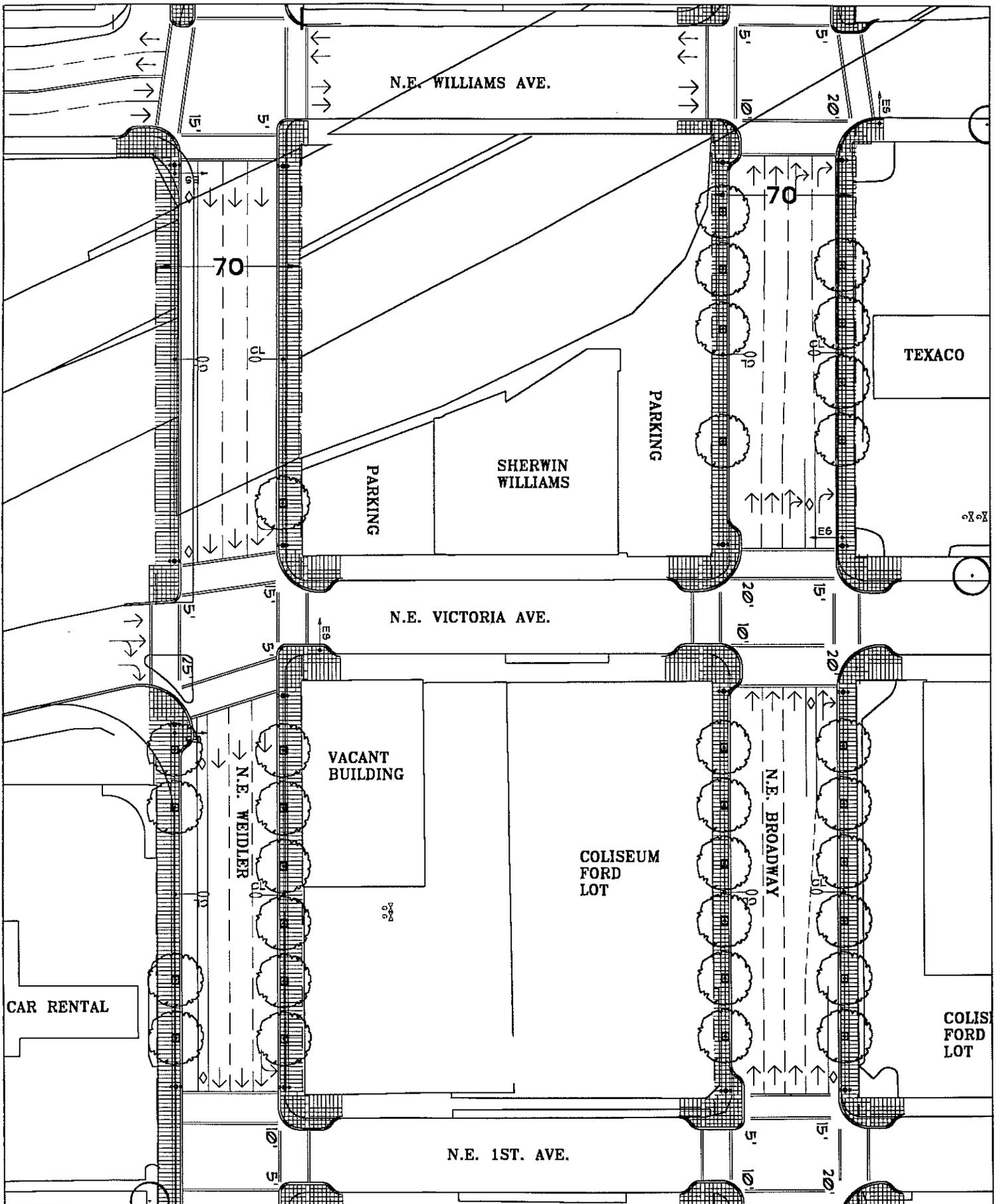
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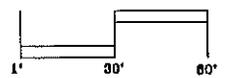
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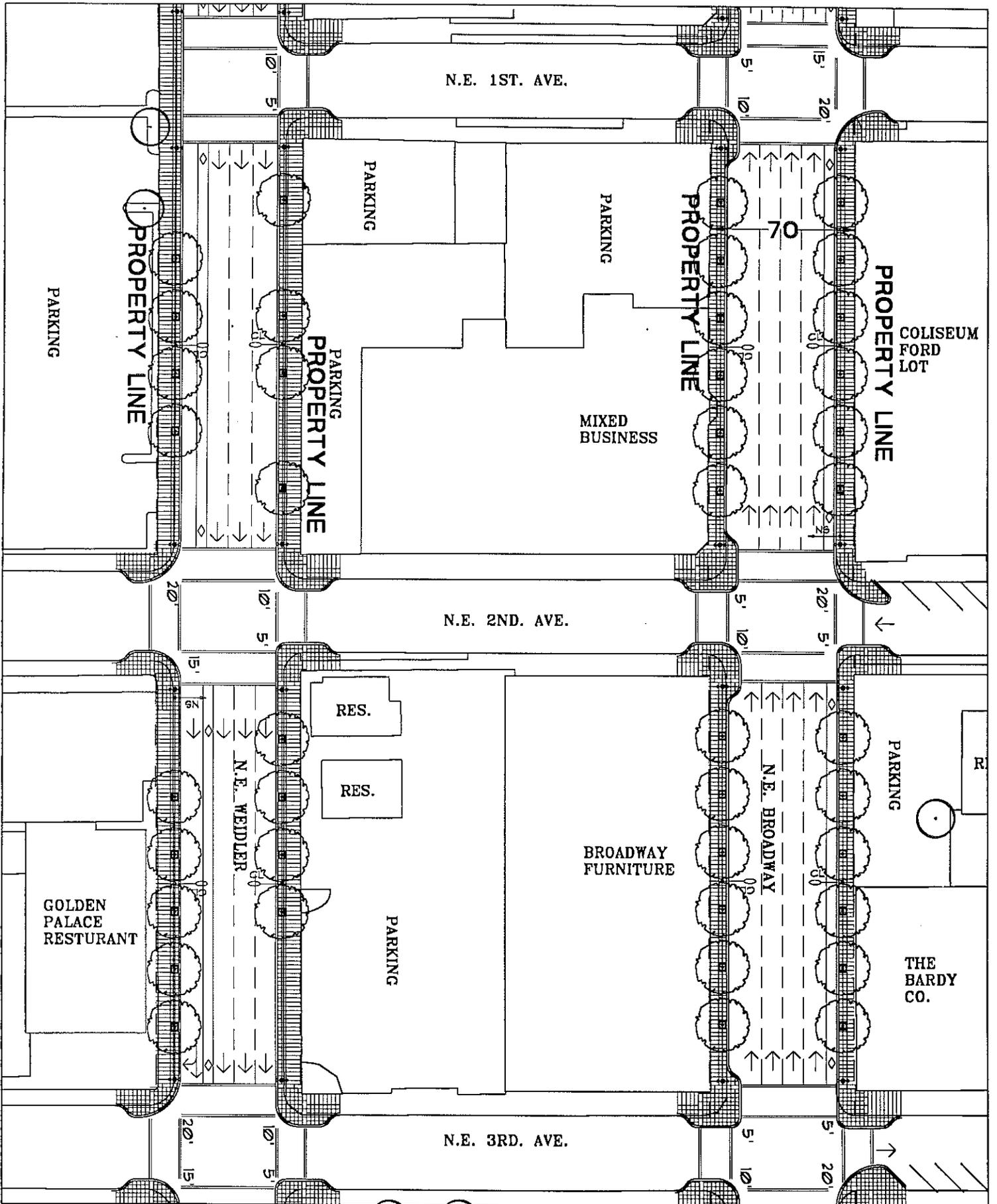




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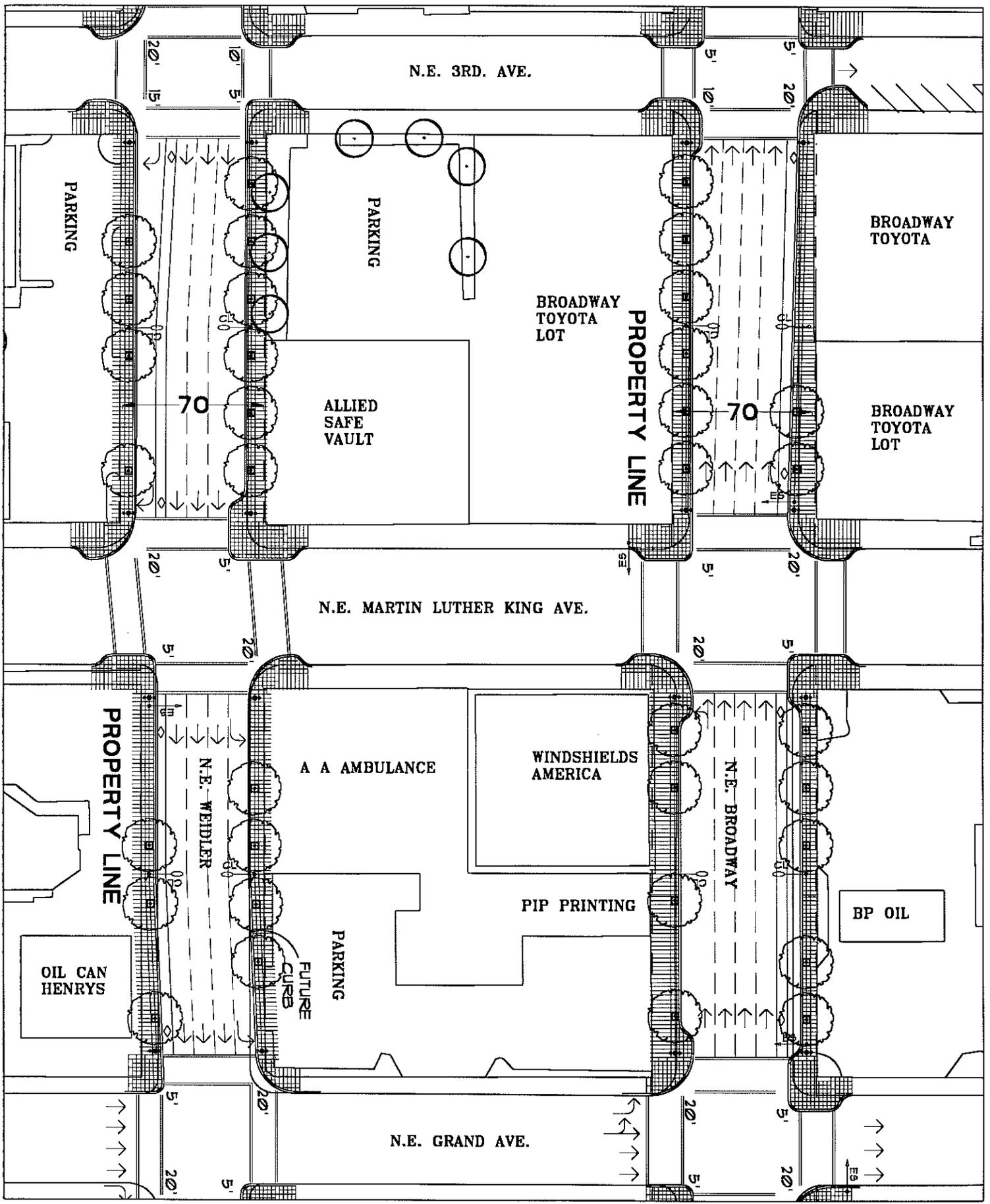
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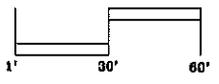


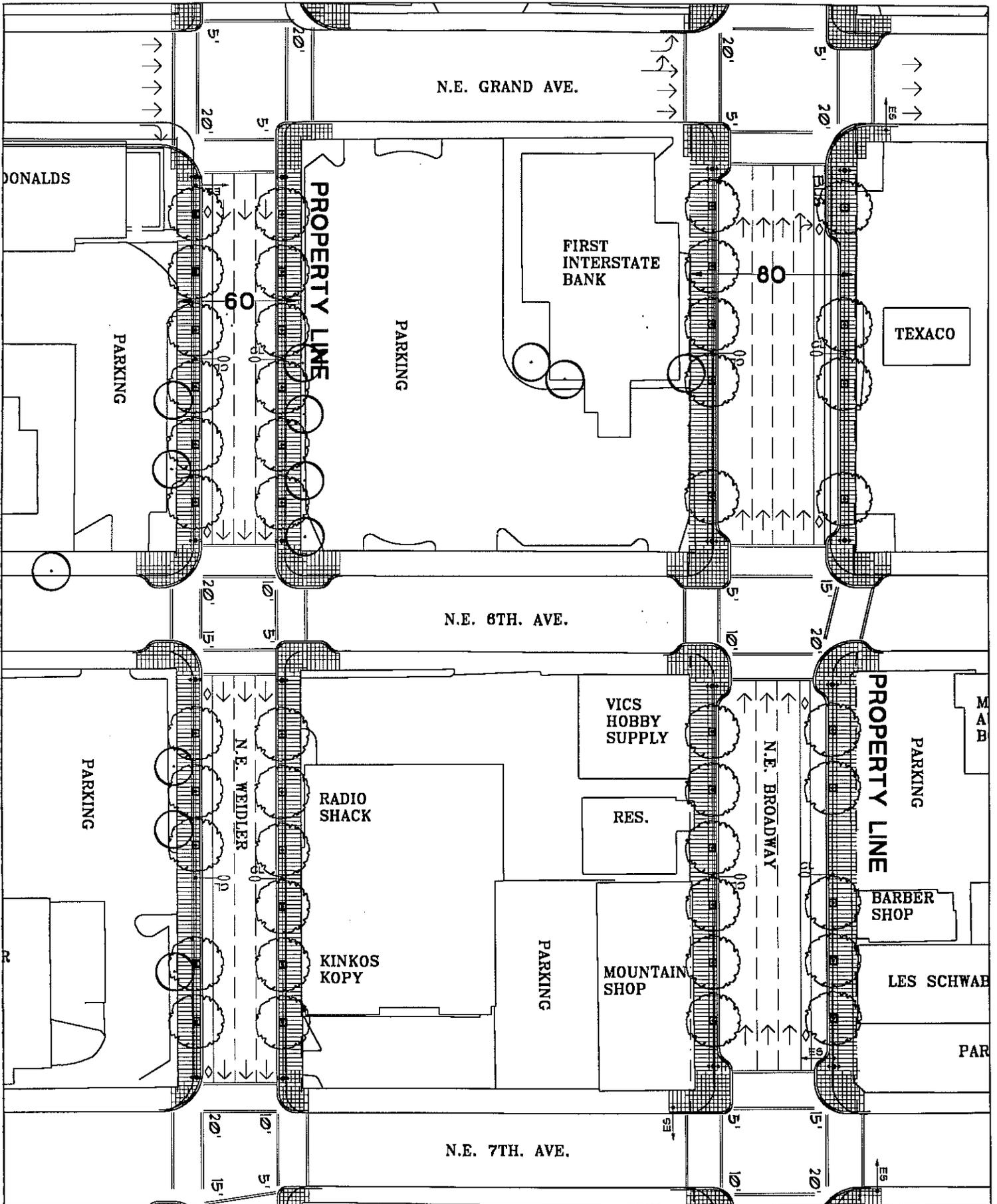


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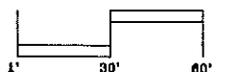
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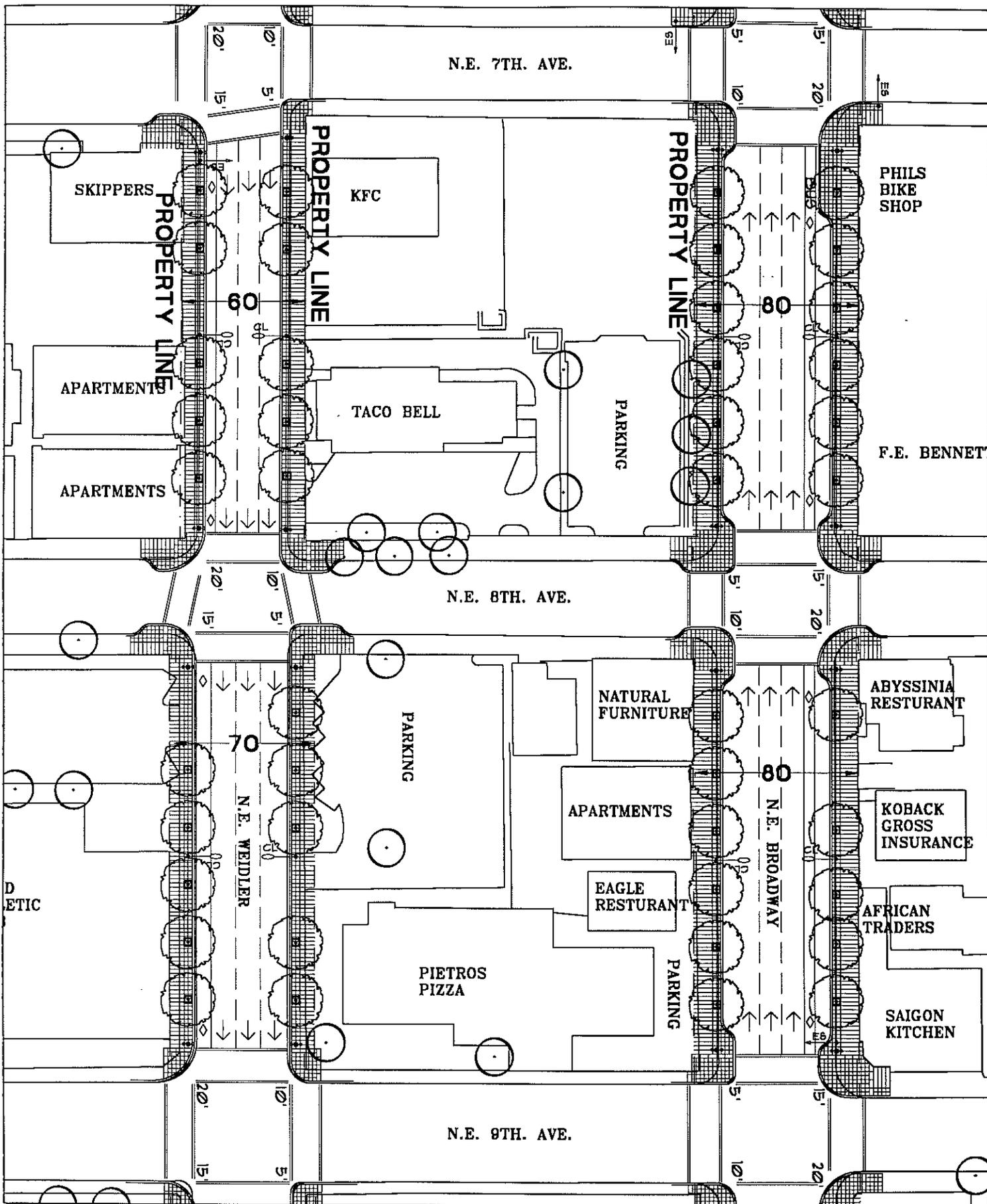




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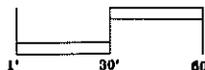


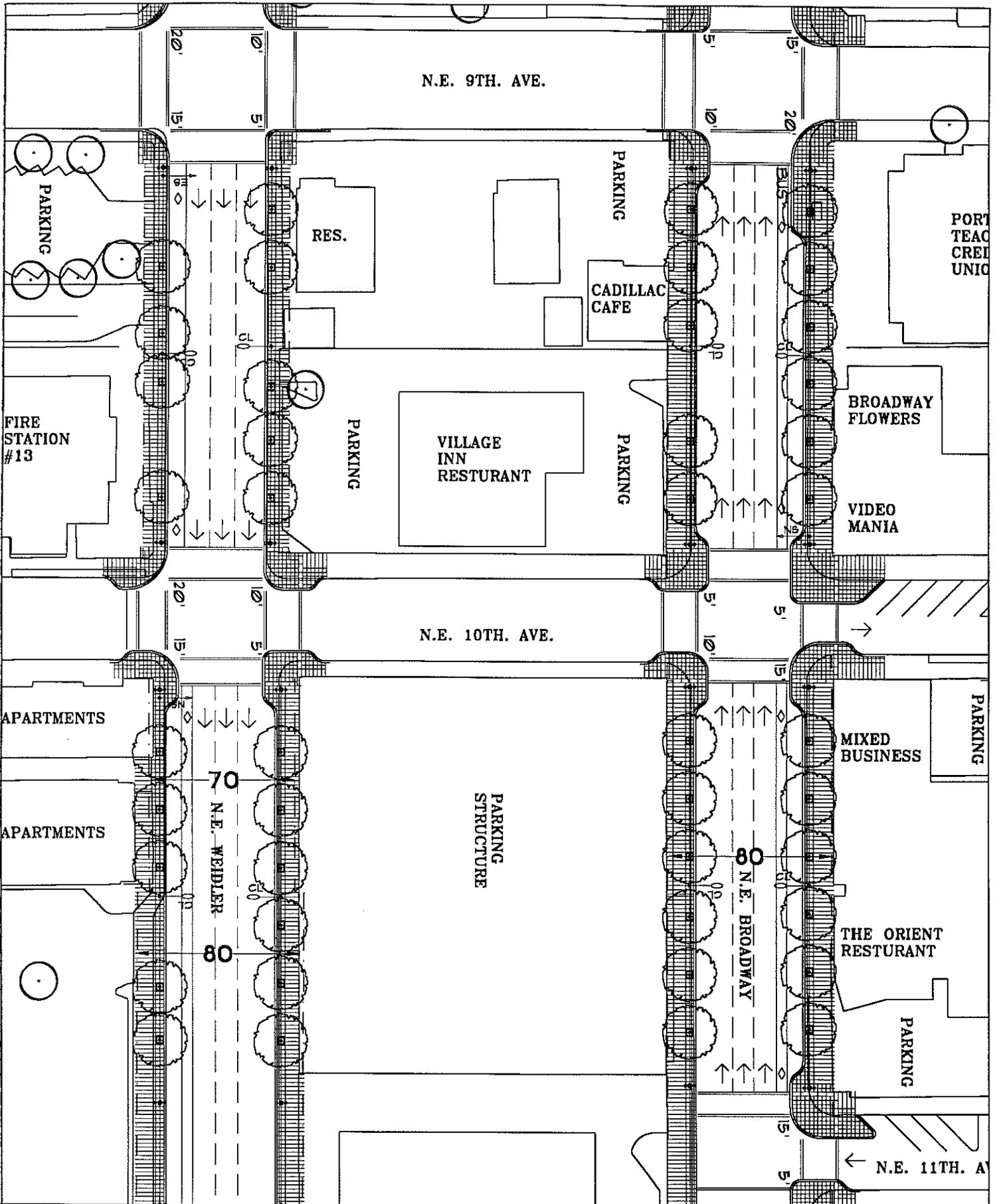


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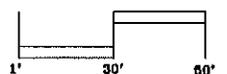


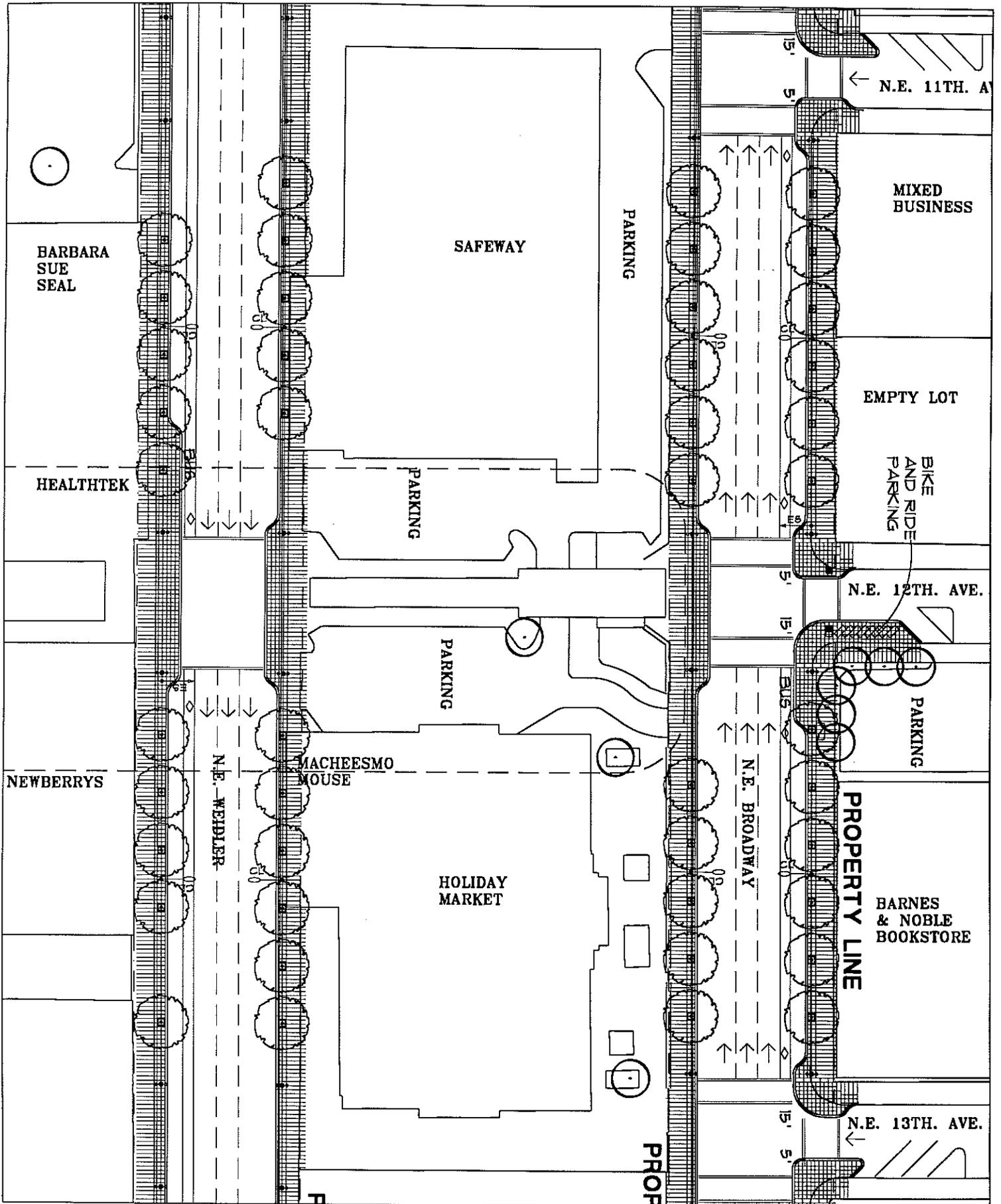
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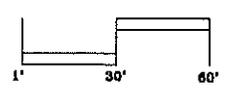


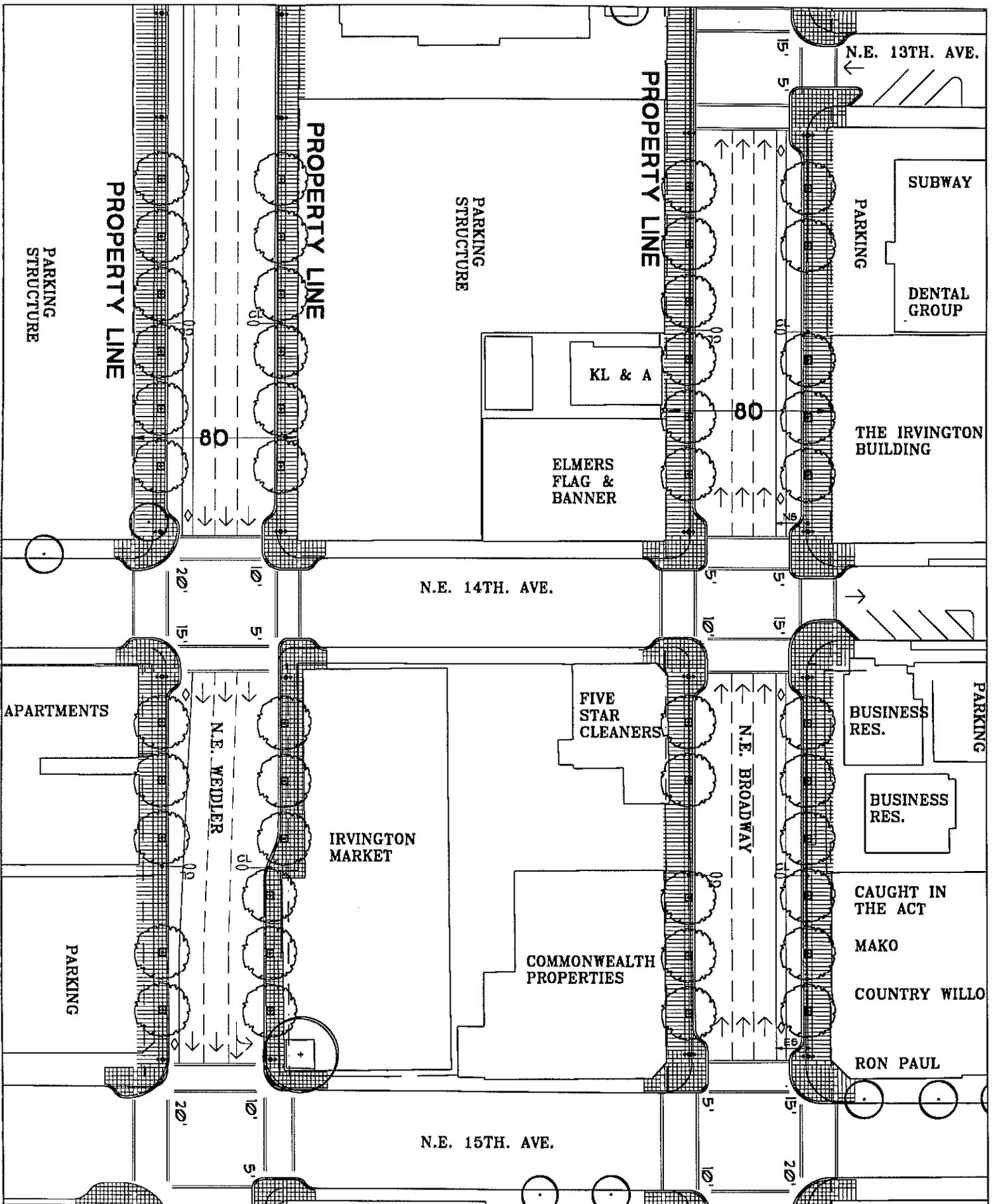


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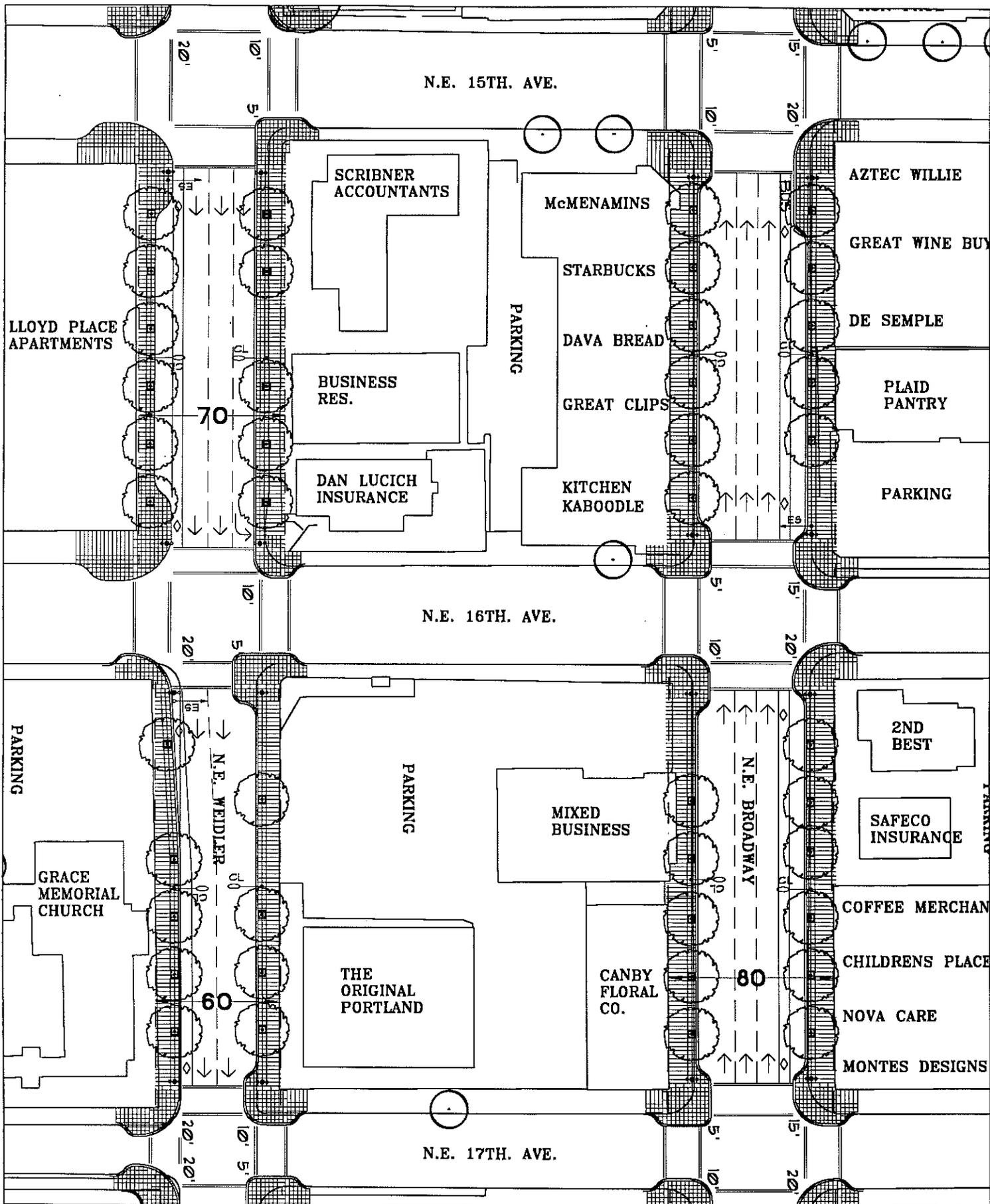
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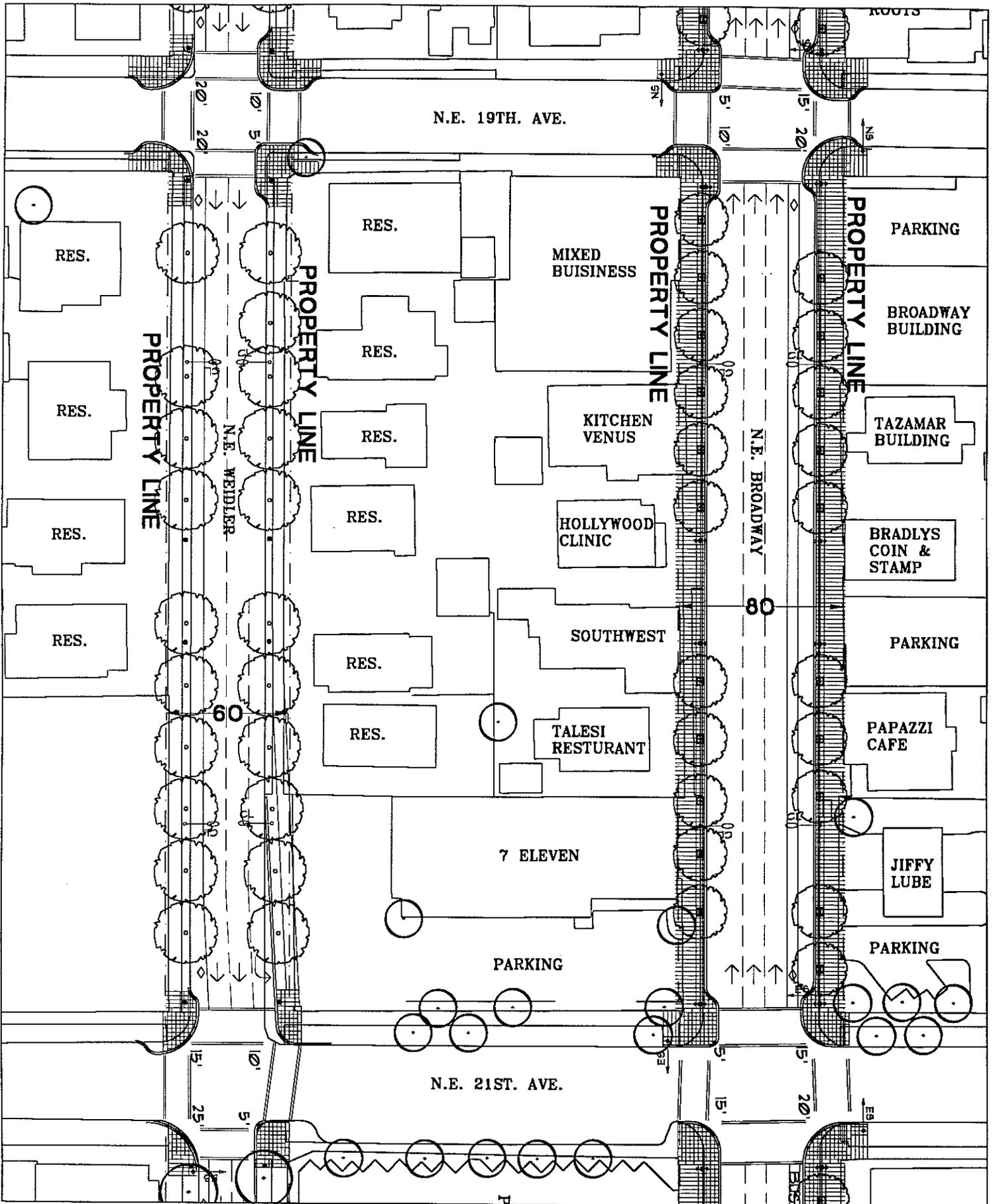


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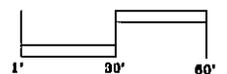


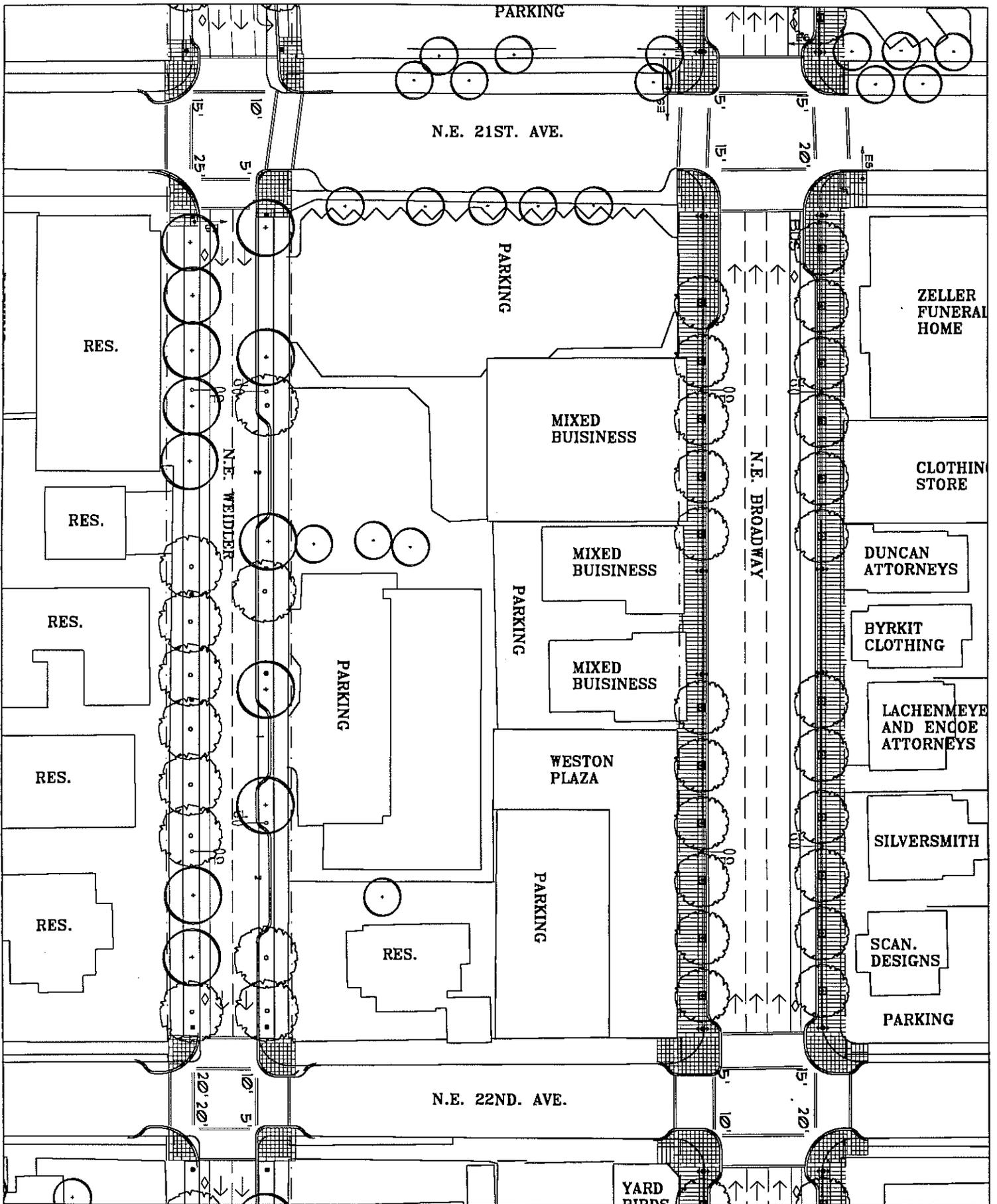
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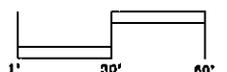


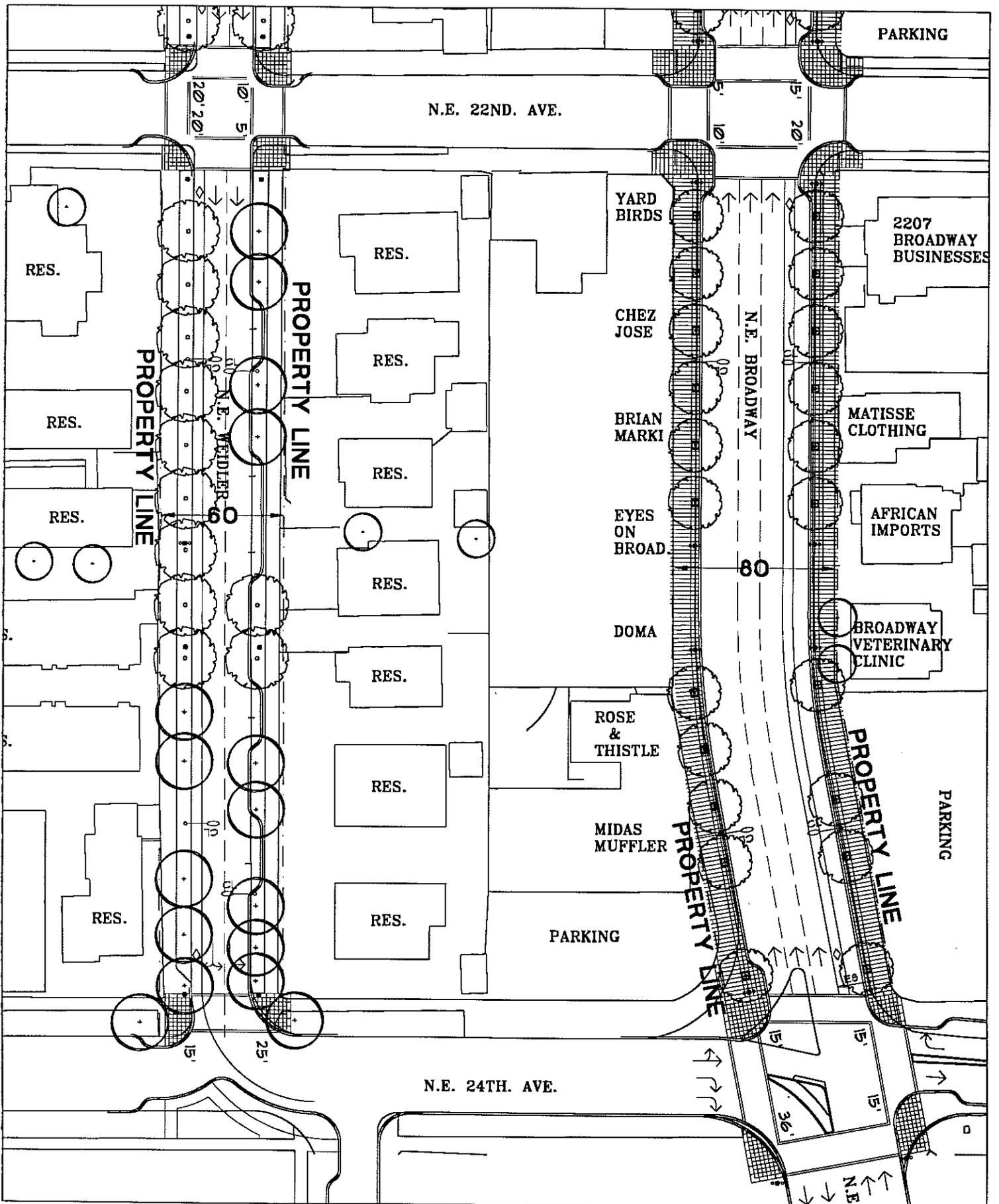
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