EAST PORTLAND LEGACY CHARRETTE SUMMARY

OVERVIEW

March 7, 2019

In March 2019 Street Plans held a two day charrette in East Portland, Louisville as part of the CNU legacy charrettes in anticipation of the 27th Congress for the New Urbanism.

The purpose of the charrette was to find ways to accelerate improved connectivity to and within the East Portland neighborhood, with a strong focus on making meaningful connections to Waterfront Park Phase IV".

Street Plans met with a variety of stakeholders, including the East Portland Neighborhood Association, the Downtown Association, Louisville Art Center, and Mercer Shipping. Among the main challenges identified were the abundance of surface parking lots, lack of food options within walking distance, and lack of connections to the Louisville Loop and the future Waterfront Park.

Five main projects and a handful of smaller interventions have been identified to address these challenges using low cost, interim design materials. These projects are detailed in the pages that follow.

PROJECT CRITERIA

The projects identified on the following pages were chosen based on the following broad criteria. The overriding ethos behind these criteria is practicality: can the project be implemented in the short term due to one or more of the following.

CONNECTIVITY
How well does the project enable pedestrian and non-motorized connectivity to the site?

VISIBILITY
How well does the project create visual recognition from passersby?

SAFETY
How much does the project improve the pedestrian safety within and surrounding the site?

RETAIL POTENTIAL
How well does the project support existing retail, or attract new tenants, to the site?

COST
How much of an investment will the project be in labor, design, installation, and operation?

MATERIALS
What kind of fabrication, if any, does the project require?

COMPLEXITY OF INSTALLATION
How complex are the logistics to installation?

PUBLIC ENTHUSIASM
Does the project relate to a master plan, or has the public voiced support for the project?
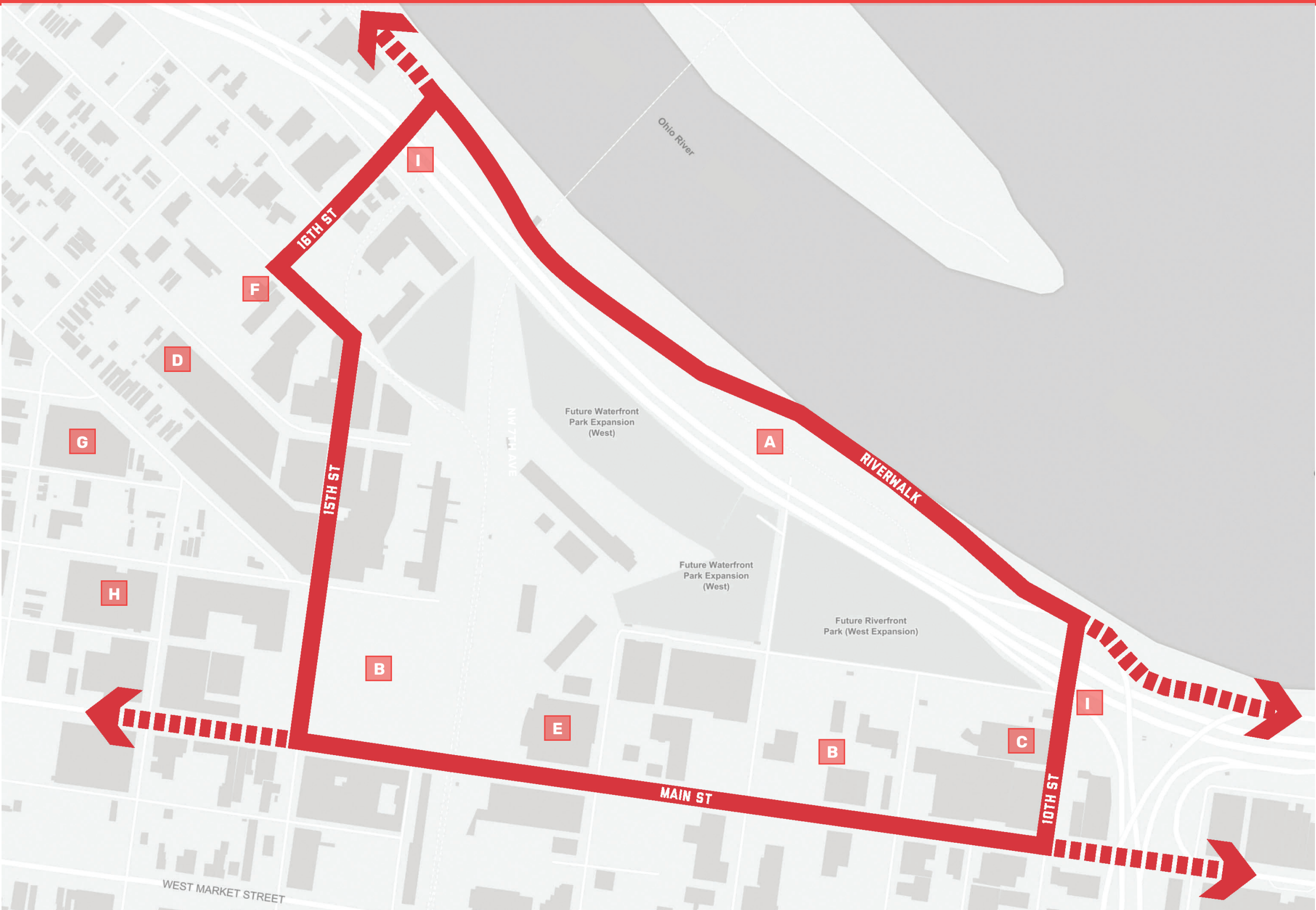
PARTNERSHIP IDENTIFICATION
Have possible partners been identified, and conversations about the project been advanced?

STEWARDSHIP / MAINTENANCE
How complex is the maintenance of the project? Has a possible steward been identified?
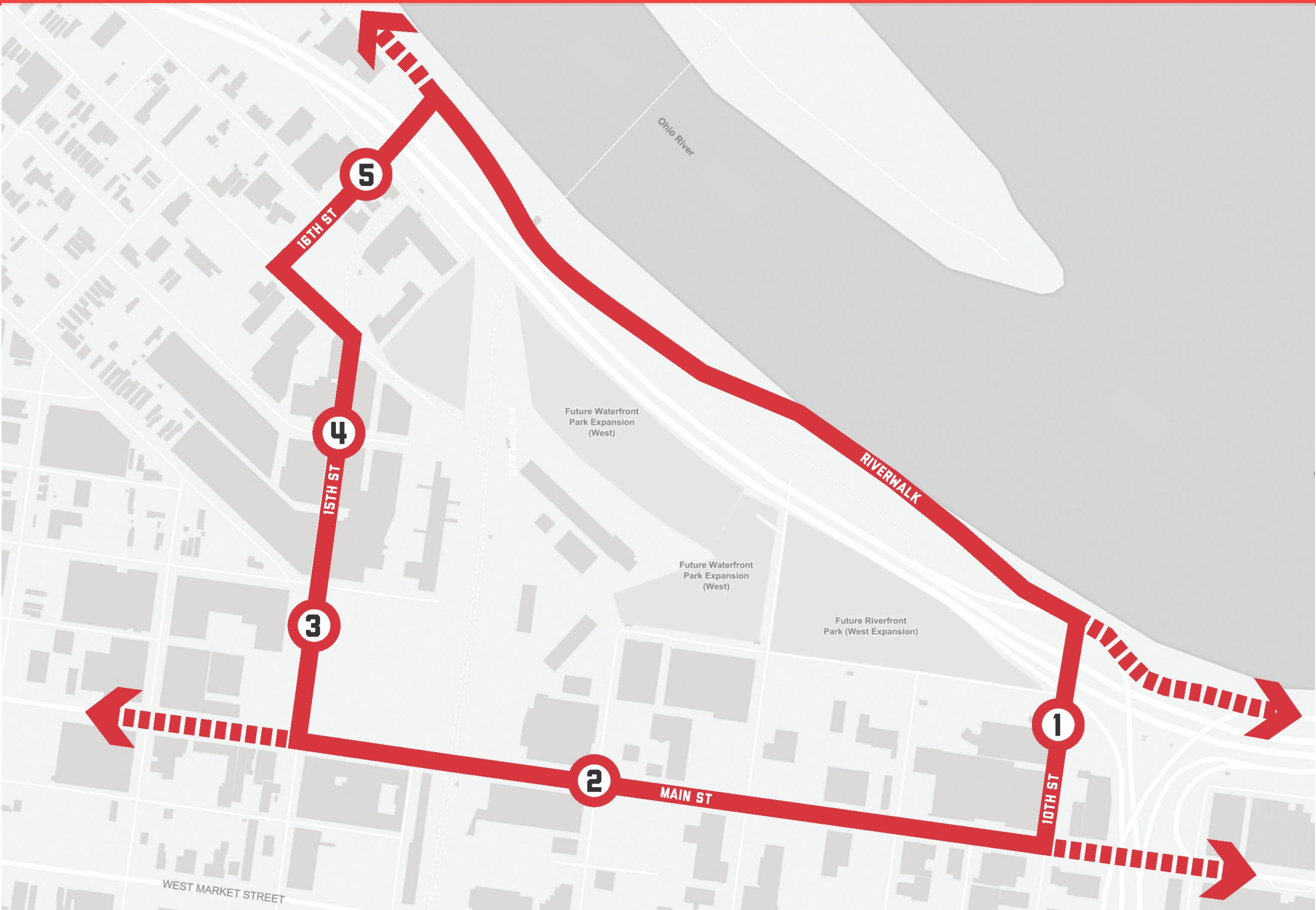
EAST PORTLAND LOOP - POINTS OF INTEREST

A — Louisville Riverwalk Park

B — Mercer Shipping

C — Peerless Distillery

D — Louisville Visual Arts

E — Heine Brothers Coffee Headquarters

F — McQuixote Books and Coffee

G — Habitat for Humanity

H — Habitat for Humanity

I — Levee Gate

EAST PORTLAND LOOP - MAIN PROJECTS

1 N 10 SHARED STREET

2 W MAIN LINEAR PARK

3 W 15TH ST FRONTAGE

4 W 15 ST PATH / MURAL
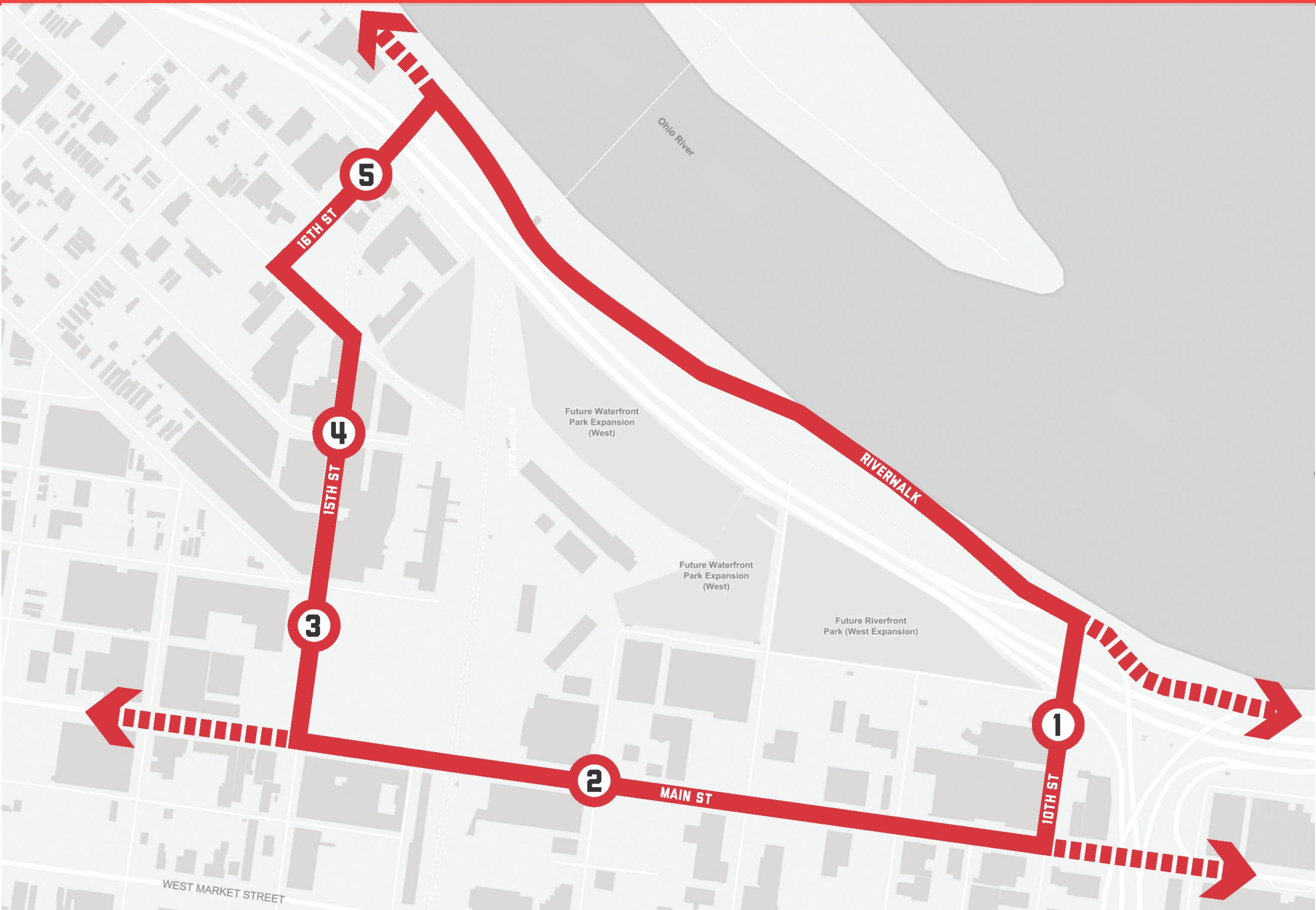
5 16 ST GATEWAY

Ohio River

Future Waterfront Park Expansion (West)

Future Waterfront Park Expansion (West)

Future Riverfront Park (West Expansion)

RIVERWALK

16TH ST

15TH ST

NW 7th AVE

MAIN ST

10TH ST

WEST MARKET STREET

EAST PORTLAND LOOP – OTHER PROJECTS

ART PARK

ADAPTIVE REUSE

TRIANGLE PARK

INTERSECTION FIX

FRONTAGE

UNDERPASS ART

Ohio River

Future Waterfront Park Expansion (West)

Future Waterfront Park Expansion (West)

Future Riverfront Park (West Expansion)

RIVERWALK

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MAIN ST

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WEST MARKET STREET

1 / N 10 STREET SHARED STREET

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15TH ST

NW 7TH AVE

RIVERWALK

MAIN ST

10TH ST

WEST MARKET STREET

5

4

3

2

1

1	N 10 SHARED STREET
2	W MAIN STREET PATH
3	W 15TH ST FRONTAGE
4	W 15 ST PATH / MURAL
5	16 ST GATEWAY

1 / N 10 SHARED STREET

N 10th Street, facing south

Plaza 98 by Street Plans, Miami

Here East, London

Biscayne Green, Miami, FL

THE BASICS

- The 'gateway' to the riverfront.
- A shared street can help people conceive of the street as both transportation and public space.
- Carry the energy from downtown west into East Portland.
- Potential to program street and adjacent parking lot.

Partners: Peerless Distillery, Metro Public Works

Strengths:

- Brings new street type concept to Louisville.
- Carry the design language of "The Knot" into the site and around the district
- Increase accessibility to, and visibility of, Waterfront Park.
- Create energy at Main Street corner, and create synergy between future activations.
- Adjacency to distillery allows for regular programming.

NEXT STEPS

1 Engage in discussion with Peerless management.

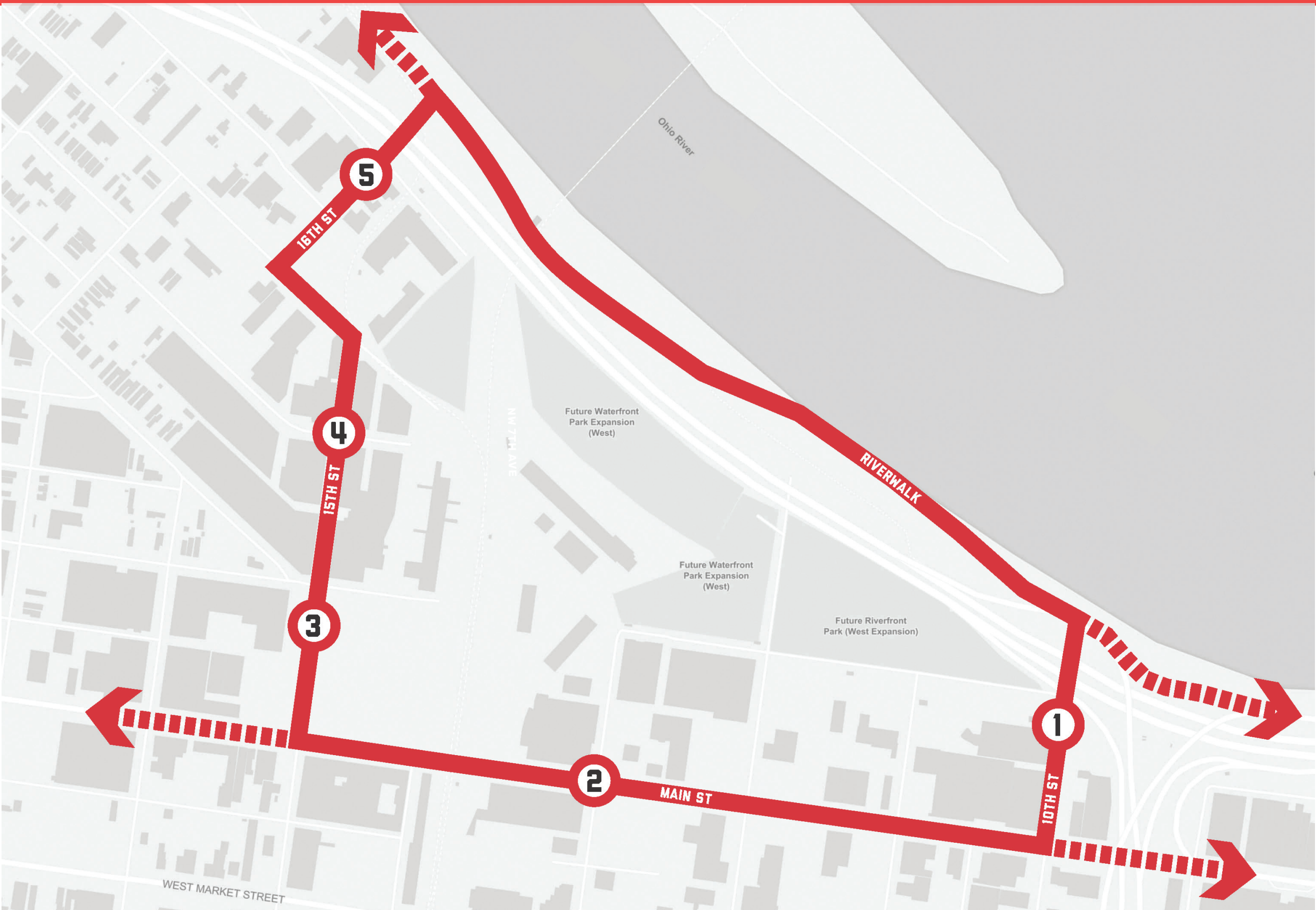**2** Identify necessary permitting procedure, begin site planning process.

Ohio River

16TH ST

15TH ST

NW 7TH AVE

Future Waterfront
Park Expansion
(West)

Future Waterfront
Park Expansion
(West)

Future Riverfront
Park (West Expansion)

RIVERWALK

10TH ST

MAIN ST

WEST MARKET STREET

5

4

3

2

1

1 N 10 STREET WOONERF

2 W MAIN STREET
   LINEAR PARK

3 W 15TH ST FRONTAGE

4 W 15 ST PATH / MURAL
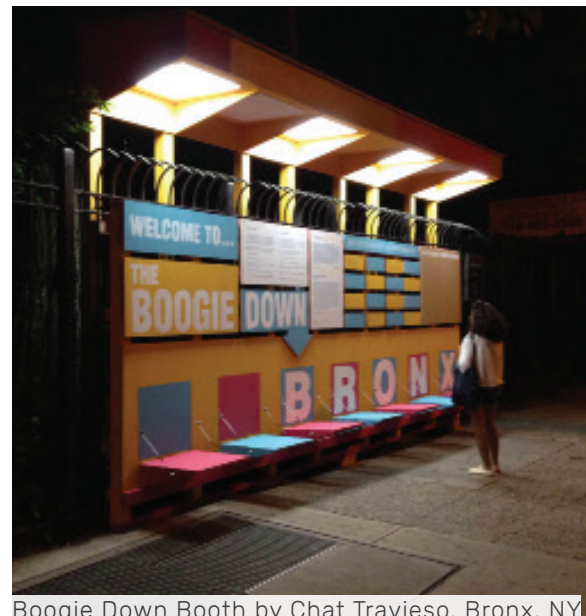
5 16 ST GATEWAY

2 / W MAIN STREET LINEAR PARK

W Main St. looking west

LightRails by Bill FitzGibbons, Birmingham, AL

Coxe Avenue, Asheville, NC

Boogie Down Booth by Chat Travieso, Bronx, NY

THE BASICS

- Retrofit Main Street with a shared path, public space, enhanced bus stops.
- Use a consistent visual datum as both public art and wayfinding.
- Tie design back to "The Knot"

Partner(s): Metro Public Works, Kentucky Transportation Cabinet

Strengths:

- Low traffic volumes allow for reallocation of roadway.
- Opportunity to create a meaningful connection to park.
- Linear Park serves as public space and transportation.
- Additional amenities include railroad underpass lighting, and improved bus stops.

NEXT STEPS

1 Work with Metro Public Works to begin conversations with Kentucky Transportation Cabinet.

2 Begin striping plans for temporary installation.

Ohio River

16TH ST

15TH ST

NW 7TH AVE

RIVERWALK

Future Waterfront Park Expansion (West)

Future Waterfront Park Expansion (West)

Future Riverfront Park (West Expansion)

10TH ST

MAIN ST

WEST MARKET STREET

1. N 10 STREET WOONERF
2. W MAIN STREET PATH
3. W 15TH ST FRONTAGE
4. W 15 ST PATH / MURAL
5. 16 ST GATEWAY

3 / N 15TH ST FRONTAGE IMPROVEMENTS

South side of N 15th St at Rowan Street

Cartlandia, Portland, OR

Cleveland Warehouse District

WE ALL by Harvard GSD, Boston, MA

THE BASICS

- Temporary retail pilot, one day a week for six months, at the corner of N 15th St and Rowan Street either inside or outside existing fences.
- Rotate operators/vendors for variety.
- Based on pilot results, more robust structures could be erected, and more frequent activations pursued.

Partner(s): Mercer Transportation
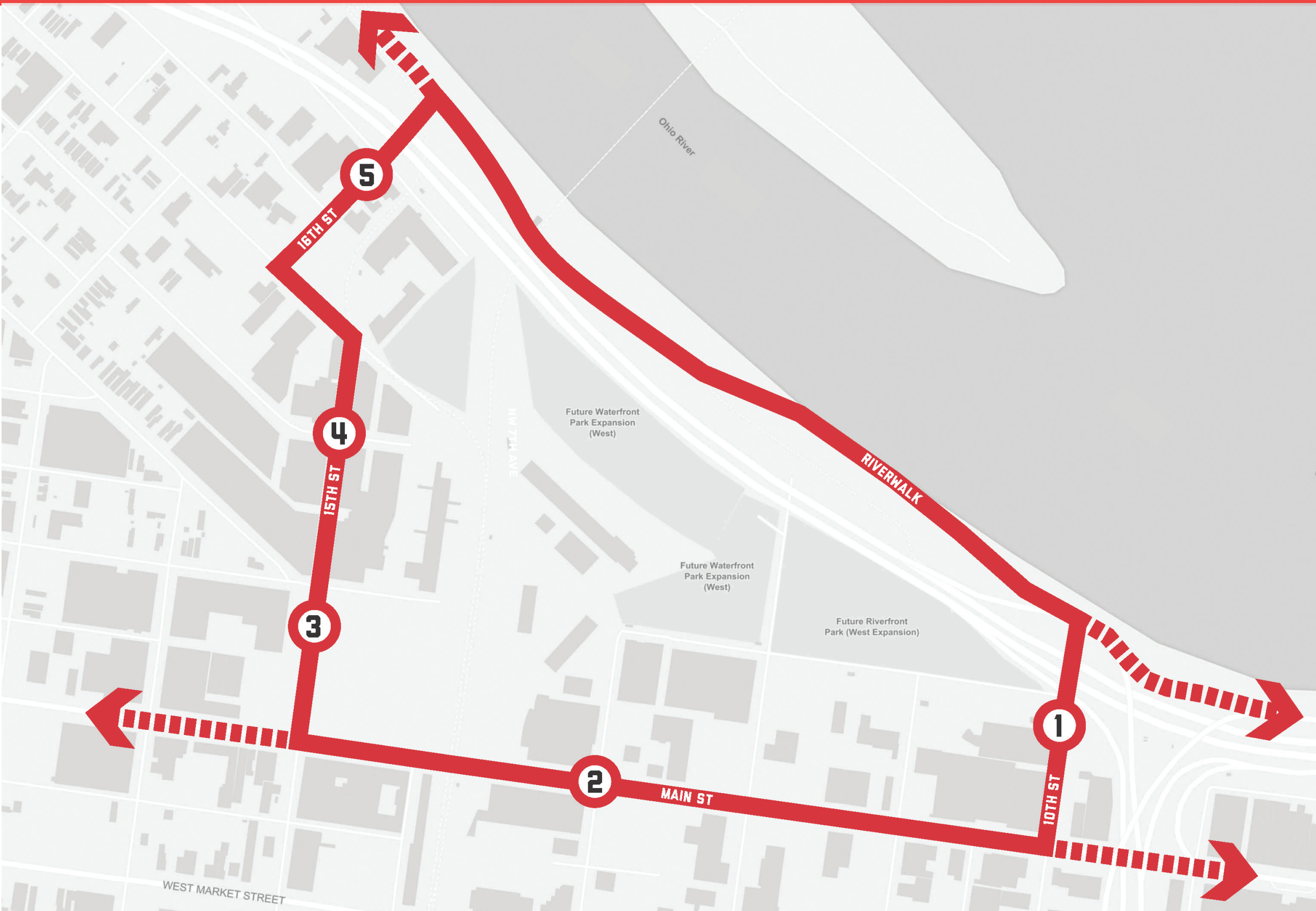
Strengths:

- Activates a direct connection around East Portland Loop.
- Encourages pedestrians to use thoroughfare, changing perception of the street and vacant blocks.
- Provides more quick grab-and-go food options for Mercer employees and others.

NEXT STEPS

1 Engage Mercer Transportation regarding the use of their property for the pop-up activations, find exact locations, and retrofit fence as necessary.

2 Draft and sign agreements with 3-5 diverse operators, who will each commit to five weeks of selling their goods along NW 15th Street.

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15TH ST

NW 7TH AVE

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Park Expansion
(West)

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5   16 ST GATEWAY

N 15th St facing north

Adeleide, Australia   CMANUS | PHOTOGRAPHY

Coxe Ave. Demonstration Project, Asheville,NC

West Palm Beach, FL

THE BASICS

- Create a parking protected shared path along N 15 Street.
- Create intersection mural at intersection of Lytle and 15.
- Continue visual path through 'downtown' East Portland with terminating art work on factory smoke stacks at the end of 15th Street, as pictured at left.

Partner(s): Louisville Visual Arts, Metro Public Works

Strengths:

- Provides direct connection between Main Street and Waterfront park access at 16 Street.
- Opportunities for marketing LVA Programs and University of Louisville.
- Opportunity for curated art 'breadcrumbs' with industrial buildings along the loop.

NEXT STEPS

1 Engage LVA in curating call for artists for district-wide art installations.

2 Work with Metro Public Works to think through permitting for intersection mural for this October

ADDITIONAL PROJECTS

ART PARK

ADAPTIVE REUSE

TRIANGLE PARK

INTERSECTION FIX

FRONTAGE

UNDERPASS ART

ADDITIONAL PROJECTS

NE corner of NW 20th St. + NW 7th Ave
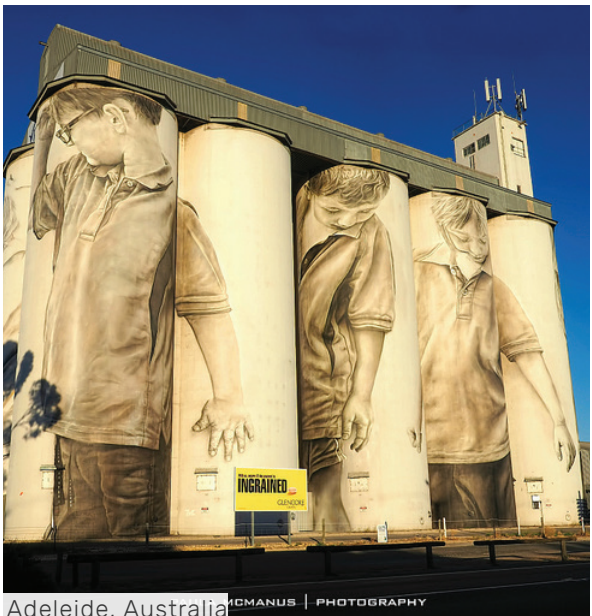

LightRails by Bill FitzGibbons, Birmingham, AL

Brooklyn, NY

Brooklyn, NY

Lindsey Hopkins wall along NW 7th Ave

Adeleide, Australia   MCMANUS | PHOTOGRAPHY

Brooklyn, NY

The GrowUp Box

PARTNERS + PROGRAMMING IDEAS

Food Related

■ Organizations to reach out to for food related programming:
  • Chef's Space (Food Truck Association)
  • EntreePreneurship
  • City led food entrepreneur program
  • City Facilities Management Services
  • Forkland
  • Cup of Joy
  • Taste of Portland
  • Farm to Fork
  • Louisville food literacy program
  • Flea Off Market
  • Apron Inc.
  • Superior Meat
  • Peerless Distillery

Creative Programming

■ • Existing creative programming around arts, housing, and public spaces:
  • Depave Louisville
  • Love City – Urban farming
  • Porkland BBQ
  • Chromatic Housing
  • Louisville Arts District
  • Habitat for Humanity
  • "Love your neighborhood" program involving art projects and minor repairs

Event Related

■ • Existing events to partner with:
  • Portland Heritage festival
  • Portland Festival
  • CicLouvia
  • Baxter Community Festival

MOVING FORWARD

March 7, 2019

- Identify funding sources and additional areas of support for priority projects.

- Facilitate meetings, and plan for June 2019 install of shared street on N 10th Street.

June 2019

- Convene partners to continue the conversation for additional project development.