whichever you are, be a good one.
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.
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 - OTHER PROJECTS

- ART PARK
- ADAPTIVE REUSE
- TRIANGLE PARK
- INTERSECTION FIX
- FRONTAGE
- UNDERPASS ART
1 / N 10 SHARED STREET

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.
1 / N 10 SHARED STREET (PROPOSED)
**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.
3 / N 15TH ST FRONTAGE IMPROVEMENTS

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.
4 / N 15 STREET PATH / INTERSECTION MURAL
4 / N 15 STREET PATH / INTERSECTION MURAL

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.
4 / N 15 STREET PATH / INTERSECTION MURAL (EXISTING)
ADDITIONAL PROJECTS

- ART PARK
- ADAPTIVE REUSE
- TRIANGLE PARK
- INTERSECTION FIX
- FRONTAGE
- UNDERPASS ART
ADDITIONAL PROJECTS

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

Adeleide, Australia

Brooklyn, NY

LightRails by Bill FitzGibbons, Birmingham, AL

Brooklyn, NY

Lindsey Hopkins wall along NW 7th Ave

Adelaide, Australia

Brooklyn, NY

The GrowUp Box

Brooklyn, NY
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
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.