



NE BROADWAY

Pave & Paint Project



Community Engagement Summary

July 2024 - January 2025

This summary highlights NE Broadway Pave and Paint community engagement activities and public input received between the project kick-off in July 2024 and end of the online open house in January 2025.

During this six-month engagement phase, PBOT connected with neighbors, business owners, and stakeholders throughout the area to understand how this project could address long-standing community desires for a safer, more welcoming streetscape. In the fall of 2024, PBOT shared a recommended design and received feedback and input from community members that informed final decisions for the corridor.

What is NE Broadway Pave and Paint? In the summer of 2025, PBOT will repave NE Broadway as part of a citywide commitment to maintaining our transportation system. Ahead of this scheduled maintenance project, PBOT is exploring ways to change the layout of the street to be a safer, more vibrant, and more welcoming streetscape.

OUTREACH BY THE NUMBERS

- 1 ONLINE OPEN HOUSE**
- 1 COMMUNITY WALK**
- 10 PRESENTATIONS AND PUBLIC MEETINGS**
- 6,000+ MAILERS SENT**
- 540+ VISITORS TO ONLINE OPEN HOUSE**
- 250+ SURVEY RESPONSES ON PROJECT IDEAS**

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Visit the project website and sign up for email updates at:

portland.gov/BroadwayPave



PBOT
PORTLAND BUREAU OF TRANSPORTATION

Listening and Learning | Workshops & Presentations

In the summer and fall of 2024, PBOT staff worked closely with business owners on Broadway and neighborhood community members to understand key issues and desires for improvements to be realized through the Broadway Pave and Paint Project.

During ten presentation and discussion sessions, PBOT staff listened to the community and presented preliminary designs. Feedback was positive overall with strong interest in making the corridor less auto-oriented and prioritizing space for pedestrians, business use, parking, and improved space for people biking.



PBOT staff review initial design recommendation with members of the NE Broadway Business Association board.

TEN PRESENTATIONS AND DISCUSSION SESSIONS WITH KEY GROUPS, INCLUDING:

- **Northeast Broadway Business Association** | July 17th, 2024 & November 19th, 2024
- **Irvington Community Association** | September 12th, 2024 & January 9th, 2025
- **Sullivan's Gulch Neighborhood Association** | August 19th, 2024 & November 18th, 2024
- **City of Portland Bicycle Advisory Committee** | September 10th, 2024 & January 14th, 2025
- **Community Walk held in partnership with Oregon Walks** | September 23rd, 2024
- **Go Lloyd Presentation and Discussion** | November 7th, 2024

Key Takeaways We Heard

Vehicle speeds are too fast and there is too much space dedicated to automobiles on the street today.

The **public realm on the sidewalk is not an inviting place today** for outdoor dining or other business activity.

The number of travel lanes should be reduced in favor of **a safer and more welcoming main street.**

Broadway should have a bike lane with more space for riding and **greater separation from vehicle traffic.**

Broadway should have **more frequent and safer pedestrian crossings**, especially at unsignalized intersections.

Traveling on Broadway on foot or by bicycle is a **stressful and unpleasant experience today.**

Neighbors want to walk to a neighborhood main street on Broadway, but don't feel safe or comfortable doing so.

Well-managed **on-street parking is important** for business and main street vitality.



Neighbors, business owners, and other interested stakeholders participated in a walk on NE Broadway in the fall of 2024 to highlight issues and opportunities, as well as provide input on early design ideas for the corridor.

Listening and Learning | Community Walk

In September of 2024, PBOT staff led a community walk to tour the corridor, provide information about the project, and gather input on priorities and needs. The walk was attended by dozens of neighbors, business owners, and stakeholder groups like Oregon Walks.

The walk traversed the project extent from NE 12th Ave to NE 24th Ave and visited important neighborhood destinations while sharing stories and insights about NE Broadway.

The walk included multiple stops along the way where the project team and interested stakeholders were able to discuss existing issues with the corridor and provide initial feedback on early concepts that could be made through the Pave and Paint project.

Some of the changes discussed included a travel lane reduction, new pedestrian crossings at unsignalized intersections (specifically NE 17th Ave, NE 19th Ave, and NE 22nd Ave), angled-in parking in the wider section of NE Broadway between NE 17th Ave and NE 24th Ave, and different options for improving the comfort and safety of bicyclists traveling along the corridor.



Online Outreach | Online Open House

In December 2024 and January 2025, PBOT shared findings from the technical analysis and invited community members to provide feedback on the design. The online open house was divided into five sections: 1) a project overview, 2) a review of existing conditions on the corridor, 3) what PBOT has heard so far through public engagement, 4) the recommended design, and 5) a link to a survey.

To increase open house and survey participation PBOT mailed over 6,000 mailers to residents living within or near the project area.

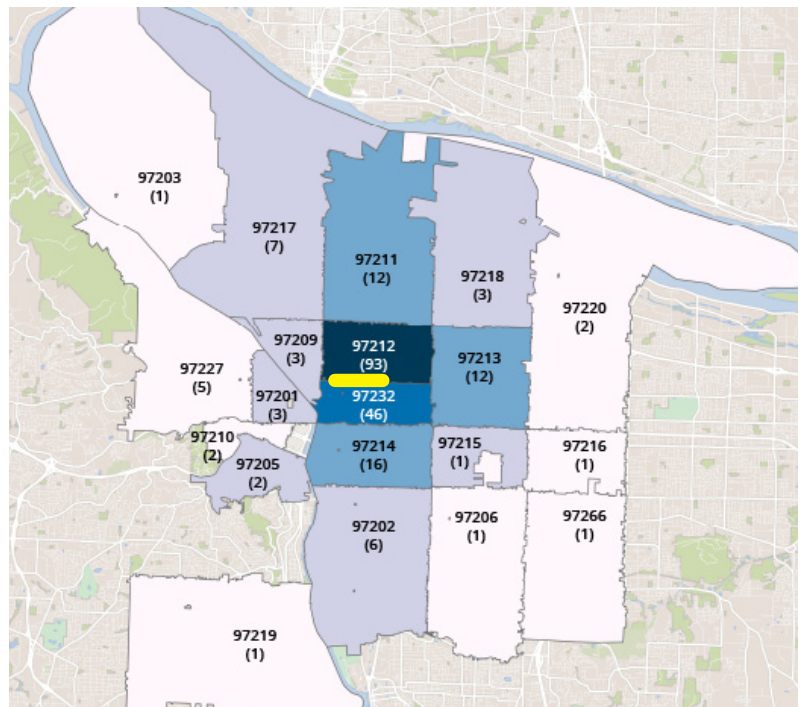


Online Outreach | Online Survey

The online public survey launched in the fall of 2024 and collected 253 responses, closing in January 2025. The project team analyzed community input with the project's current drafted design concepts to better understand if plans align with the community's interests and needs.

We asked community members about:

1. Their typical travel experience to, from, and along NE Broadway.
2. How they felt about their time spent on NE Broadway, with a focus on the experience of walking, biking, and using public transportation.
3. What kinds of safety and improvements people would like to see made to NE Broadway.
4. What people thought of the project design concepts for NE Broadway between NE 7th and NE 26th Avenues.



A heat map of project respondents by ZIP code

Most of the survey respondents live in zip codes within the project area with more than half of the respondents (139 of 253 total) living in the two ZIP codes straddling project area (97212 and 97232).

Online Outreach | Online Survey

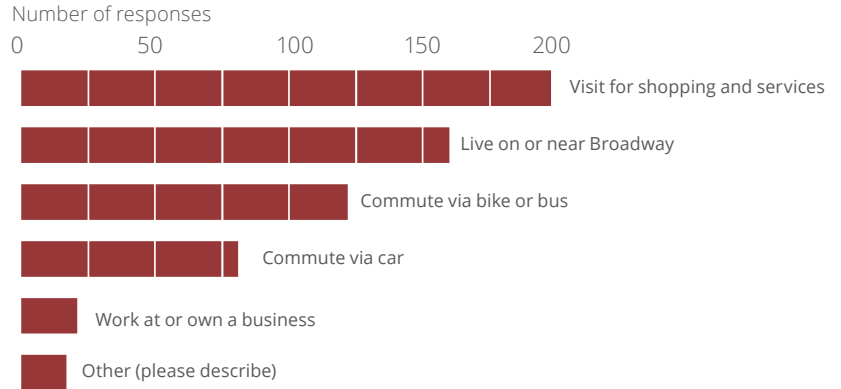
CONNECTION TO BROADWAY

To understand which perspectives were represented by survey responses, the first questions asked survey respondents about their relationship to NE Broadway.

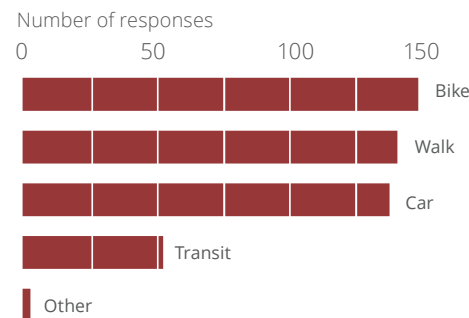
The most common relationship to NE Broadway among survey respondents was that they were regular visitors of the main street to access shopping and other available services. The second most common relationship was that survey respondents lived nearby. Less than ten percent of respondents highlighted working or owning a business as their connection to NE Broadway.

When asked “How do you get to NE Broadway?”, riding a bike, walking, and driving were the most frequent responses with only ~20% of respondents using transit to reach NE Broadway.

“What is your connection to Broadway?”



“How do you get to Broadway?”



Aspirations for the Future Broadway

Before making changes to a street, understanding what users value about and want for it is important in order to align our short term actions with long term aspirations. When survey takers were asked what they want for a future NE Broadway, there were over 220 responses. A summary of responses:

- **Support for Local Businesses:** Add more multi-modal parking to provide accessibility.
- **Improved Bike Infrastructure:** People currently feel uneasy biking on NE Broadway. Suggestions include creating better bike crossings, converting the current bike lane into a protected bike lane, and bringing the bike lanes up to the sidewalk level and creating multi-use paths.
- **Wider Sidewalks:** Many people described the sidewalks being too narrow, uncomfortable, and poorly lit at night. Suggestions to widen the sidewalk to allow for more accessibility to businesses and opportunity for outdoor seating.
- **Traffic Calming:** The street could benefit from more measures to slow down traffic. Suggestions for fewer lanes and reducing the speed limit.
- **Greening NE Broadway:** There was a robust amount of community response for increasing green space for shade in the summer and a more welcoming public realm.
- **Safer Pedestrian Crossings:** Many people highlighted the need for improved crosswalks and more pedestrian islands to make it easier and safer to get from one side of Broadway to the other.

Online Outreach | Online Survey

IDENTIFIED ISSUES ON BROADWAY TODAY

When respondents were asked what they do not like about NE Broadway today, **there were 237 responses**. A summary of those responses:

Vehicle Speeds & Traffic: The majority of respondents were concerned with high vehicle speeds and traffic volumes decreasing one's sense of safety while increasing pollution, especially for those traveling outside of a car. Suggestions included adding traffic calming measures like narrower lanes, reduced speeds, fewer travel lanes, and enhanced pedestrian-focused safety improvements near intersections and crosswalks.

Needed Pedestrian & Safety Investments: Respondents mentioned feeling unsafe crossing wide, multi-lane roads with high-speed traffic. Those responding with a physical disability mentioned how unsafe and inaccessible sidewalk conditions are with poor ADA compliance and maintenance and patchy, inadequate lighting.

Transit and Mobility Concerns: Several respondents would enjoy seeing public transit improved on NE Broadway, though others were concerned about the city prioritizing improvements for public transit over a more protected bike lane or crosswalks. Dedicated lanes, such as BAT lanes, were suggested as a way to improve transit speeds, reduce car traffic, and improve safety.

Unprotected / Narrow Bike Lanes: Respondents mentioned the many conflict points between cyclists and right-turning vehicles. Some mentioned vehicles are prone to park illegally in the bike lane making the lack of physical separation from vehicles even more challenging.

A Desired Better Main Street: Some survey respondents suggested high-speed vehicles discourage a vibrant, walkable main street. Many residents within walking and biking distance experience difficulty accessing shops, restaurants, and other destinations. This challenge has some respondents to spend time in other main street-type destinations - mentioning NE Alberta and N Mississippi Streets - because they feel more pedestrian friendly.

Respondents suggested creating a **more neighborhood- and local business-focused street design** to increase foot traffic and accessibility to locals. Some referenced Portland's outdoor dining program and suggested increasing pedestrian-friendly designs catering to local business will result in more business participation.

Environmental and Health Concerns: Several people mentioned it's unpleasant being on NE Broadway due to air and noise pollution produced by today's traffic environment. Suggestions varied on ways to green the area to make it more shaded, quieter, and safer.

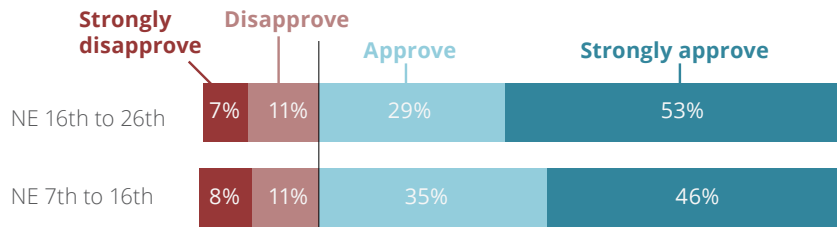


Online Outreach | Online Survey

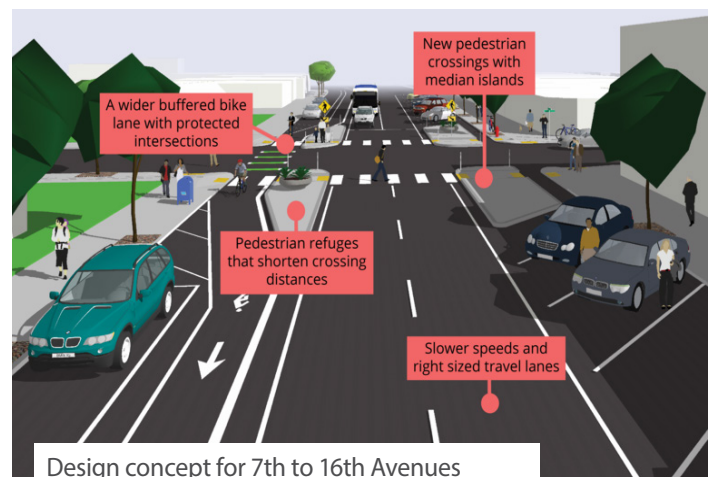
DESIGN RECOMMENDATION FEEDBACK

Survey respondents were then asked to react to the recommended designs for Broadway from 7th Avenue to 26th Avenue, divided into an eastern and western segment. Overall survey respondents were overwhelmingly supportive of the proposed changes. However, many respondents identified areas of concern or ideas for improvements or future investments.

“Do you support the recommended changes?”



More than 80% of survey respondents support the design recommendation for NE Broadway



Pedestrian & Bicycle Safety: Positive feedback was given for improved pedestrian crossings. Several comments strongly advocated for safer bike lanes with parked cars serving as a buffer. Many feel that buffered bike lanes with just paint are not safe enough on this street and urged the project to invest more in the bike lane design to provide parking protected bike lanes.

Truck Loading Zones & Traffic Flow: Respondents mentioned wondered how loading trucks will be accommodated in the new design. Concerns about maintaining traffic flow, especially near freeway ramps in the Rose Quarter or near NE MLK Jr Blvd and NE Grand Ave, were raised, particularly between 7th and 16th Avenues.

Parking & Business Concerns: Respondents expressed concern about a reduction in parking on specific blocks, and other expressed skepticism at the idea of back-in angled parking. Several comments express concern about the conflict between bikes and cars, particularly near driveways. Some wanted stronger enforcement for limited duration parking spaces or make parking paid in areas that are currently free to increase turnover and support local businesses

Intersection & Specific Concerns: The intersections at 7th Ave and at 15th Ave were highlighted as particularly dangerous for pedestrians and cyclists. Requests for better lighting and crosswalks, as well as business impacts during construction. Much concern about traffic speed and noise requesting reducing the speed limit.

Public Feedback that Refined the Final Design

While the recommended design had enthusiastic and broad support from community stakeholders, there were a few, yet substantive changes that were made to the design based on key areas of public input. Those changes are summarized in the table below:

BIKE LANE DESIGN

What we proposed:

The project's recommended design included a wide, buffered bike lane with physical protection at intersections.

What we learned:

Many survey respondents as well as the City's Bicycle Advisory Committee called for the project to be redesigned with a parking protected bike lane.

What changed as a result?

While the project team was unable to accommodate that requested change in scope with this project, we did make important adjustments to striping and concrete island design to be compatible with a redesign if future funding becomes available.

ANGLED-IN PARKING

What we proposed:

The recommended design included back-in angled parking in the wider section of NE Broadway between NE 17th Ave and NE 24th Ave.

What we learned:

Some survey respondents and neighbors at public meetings expressed confusion and concern at this design, expressing a preference for head-in angled parking instead.

What changed as a result?

After consulting with NEBBA leadership and the project's lead engineer, we decided to change the orientation of the angled-in parking to be head-in. This change also allows for a slight increase in the overall supply of parking.

BUS STOP IMPROVEMENTS

What we proposed:

The recommended design included changes to the bus stops at NE 15th Ave and NE 21st Ave. Both concepts relocated the bus stop east of the intersection and included ADA accessible curb-extensions for bus stops.

What we learned:

We received some feedback expressing a preference for far-side stops. Through a closer technical analysis, we discovered that the initial concepts were infeasible due to ADA and stormwater issues.

What changed as a result?

The bus stops will remain in their existing locations, but will both receive ADA accessible curb extensions and potentially other stop amenities. These improvements are funded by TriMet in coordination with service plan updates for lines that serve NE Broadway.

COORDINATED UPDATES TO NE WEIDLER ST

What we proposed:

The recommended design shared during the online open house did not include any specific improvements or discussion of NE Weidler St, despite the fact that the street is also being repaved this summer between NE 15th Ave and NE 24th Ave.

What we learned:

Survey respondents and neighbors - especially from the Sullivan's Gulch Neighborhood - called on PBOT to make complimentary safety improvements on NE Weidler St, including new crossings and interventions to reduce speeding.

What changed as a result?

PBOT is able to accommodate some of these requested changes, including marked crossings at NE 17th Ave, NE 19th Ave, and NE 22nd Ave; narrower travel lanes and a wider bike lane, and a speed limit reduction to 25mph.

Project Endorsements

The Broadway Pave and Paint project has strong support from a big tent of nearby stakeholders including adjacent neighborhoods, the NE Broadway business associations, and transportation advocates with long-standing aspirations to improve the pedestrian, cycling, and overall streetscape environment on NE Broadway.

The ICA [Irvington Community Association] is very excited to see these important changes as the ICA has long advocated for removing a traffic lane and improving the pedestrian and cycling environment. We are confident the redesign will have a major positive impact on the business community as people will feel more inclined to shop and dine in a quieter, safer environment.

Steven Cole,
President, Irvington Community Association



SGNA has long held a goal of a vibrant, human-centered main street for the NE Broadway/Weidler corridor, evident in the neighborhood transportation plans put forward over the decades. This proposed plan helps us move toward that goal, and we are excited at using this rare opportunity to redesign the line painting, roadway usage, and layout. In fact, we hope this low-cost, relatively fast design process will be a model across the city for quickly improving roadway safety with human movement in mind.

Matt Zajack,
Chair, Sullivan's Gulch Neighborhood Association



**Sullivan's Gulch
Neighborhood Association**

From inception of the NE Broadway Pave and Paint project, PBOT has actively engaged with the small business community to address concerns of business owners. Through meetings with project planners, participating in a site walk, reviewing design plans, and providing input on desired changes, business owners were able to ensure their top priority—the preservation of parking—was addressed in the project's final design. This project will slow the speed of traffic on NE Broadway, add new pedestrian crossings, and even increase total parking spots. Creating a safer, more walkable Broadway is an essential step for the business district to thrive as a local destination in Portland. The Northeast Broadway Business Association is excited about the future of NE Broadway.

Board of Directors,
NE Broadway Business Association



PBOT's NE Broadway Paint and Pave project is delivering key safety improvements, like crosswalks at every intersection, on a tight budget. Utilizing this core maintenance project to improve roadway safety for all users is a strategic use of limited City resources, while allowing for future iterations of improvement down the road.

-Ryan Hashagen,
Better Block PDX Managing Director



Next Steps for NE Broadway

Construction activities on NE Broadway and NE Weidler St are currently underway and will continue in phases over the next 6 to 9 months as different elements of the project are completed. Below is a tentative schedule of when you should expect improvements to happen between Spring 2025 and the end of the calendar year. For the most up-to-date information, please visit the project's [construction website](#).

PROJECT IMPLEMENTATION SCHEDULE

SPRING - SUMMER 2025

- ADA curb ramp and accessible push button construction
- Bus stop improvements at NE 16th Ave and NE 21st Ave (funded by TriMet)

SUMMER 2025

- Repaving of NE Weidler St (NE 15th Ave to NE 24th Ave)
- Repaving of NE Broadway (NE 11th Ave to NE 24th Ave)
- Restriping of both NE Broadway and NE Weidler St

SUMMER - FALL 2025

- New pedestrian crossings (NE 11th, NE 13th, NE 17th, NE 19th, NE 22nd Ave)
- Bike lane improvements at intersections
- Speed limit reductions on both NE Broadway and NE Weidler St
- On-street parking regulation updates (2hr parking, loading zones, etc.)

FALL - WINTER 2025

- Street lighting updates
- Signal timing updates to reinforce safer speeds

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