

LIVABLE STREETS STRATEGY



Portland City Council



PBOT
PORTLAND BUREAU OF TRANSPORTATION

October 25, 2017

The Livable Streets Strategy is

Portland's roadmap to encouraging and implementing

placemaking and community uses in the public right-of-way.





The **Portland Plan** and the **2035 Comprehensive Plan** call on **PBOT** to further support community placemaking activities the public right-of-way.



PARTNERSHIPS

A 12-member stakeholder advisory committee shaped the goals, policy statement, and actions in the Strategy.



Stakeholder Advisory Committee Goals

1. **REDUCE BARRIERS** for community led placemaking projects
2. Encourage placemaking projects that **REFLECT COMMUNITY NEEDS** and **CHARACTER**
3. Ensure **CITY WIDE ACCESS** to programs and equitable geographic distribution of placemaking projects
4. Encourage **EXPERIMENTATION** and **INNOVATION**

A Bureau Policy That Prioritizes People

***PBOT prioritizes people** by encouraging the use of the right-of-way for community gathering spaces, placemaking and programming.*



What is Community Placemaking?



Placemaking is **COMMUNITY DRIVEN**

- Develops space for community gathering
- Promotes healthy and active lifestyles
- Builds community identity
- Re-imagines the potential for city streets
- Activates underutilized space
- Generates local business activity



Block Parties



Community Events



Street Paintings



Pedestrian Plazas



Demonstration Projects



Community Uses of Underutilized Right-of-Ways



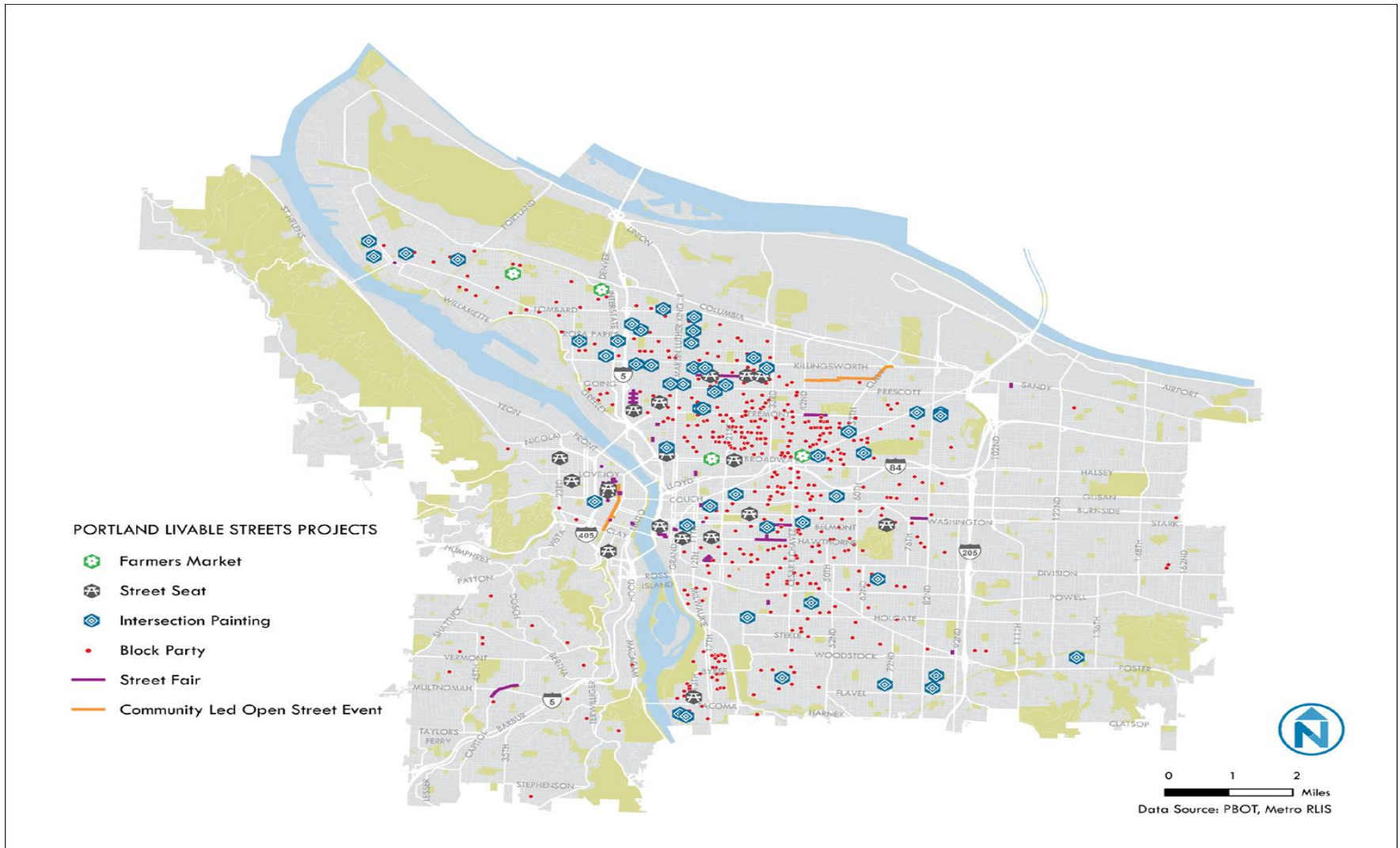
...and so
much more...



Why a Livable Streets Strategy?



Geographic Distribution

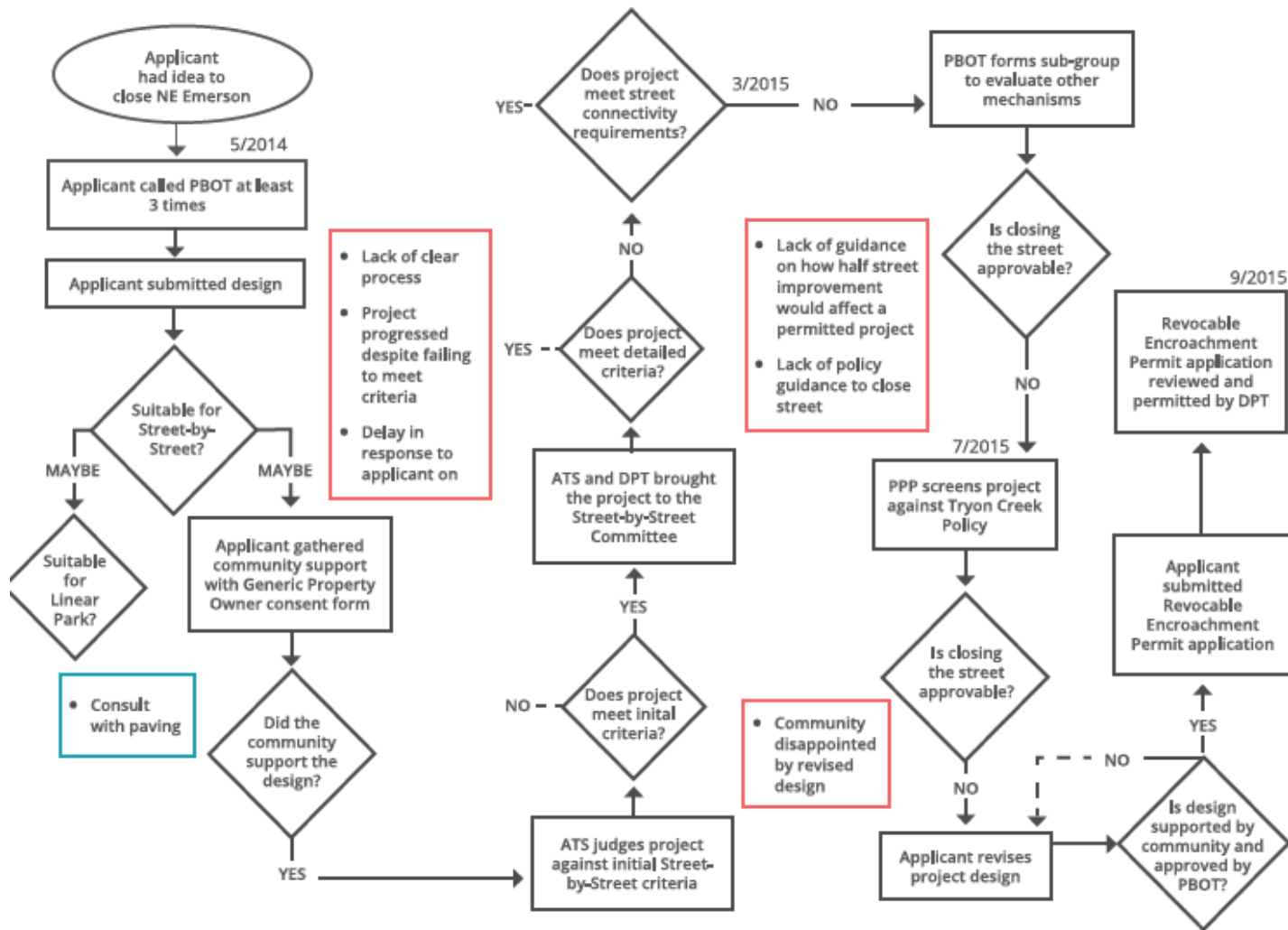


Need for Policy and Process

1. Formal Bureau direction to support the prioritization of placemaking in the ROW
2. Clarity on roles and responsibilities
3. Coordination amongst City Bureaus and stakeholders involved in implementation



Barriers for Applicants



Placemaking in Action



A few Livable Streets Actions

ENHANCE CUSTOMER EXPERIENCE: Commit to providing a project liaison to provide on-going technical support to applicants.

INCREASE PARTNER CAPACITY: Identify ways to support partners' placemaking project efforts with capacity building resources.

IMPROVE AWARENESS & PARTICIPATION: Standardize the community support and notification process across program areas.

EVALUATE & REPORT: Adopt data collection recommendations and requirements that are clearly defined during scoping and tied to performance metrics.

What's Next?

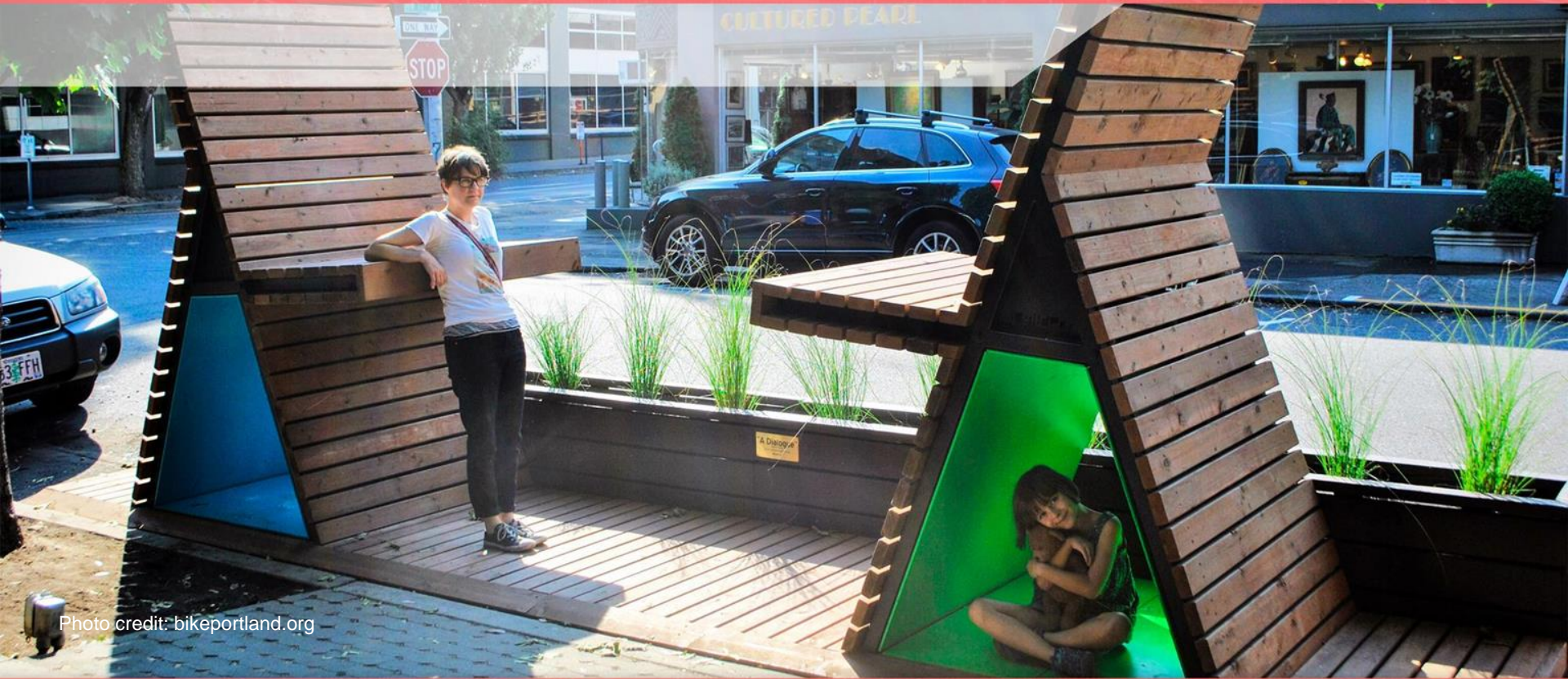


Photo credit: bikeportland.org



Portland in the Streets Development

Block Party Pilot Project



Portland in the Streets Outreach

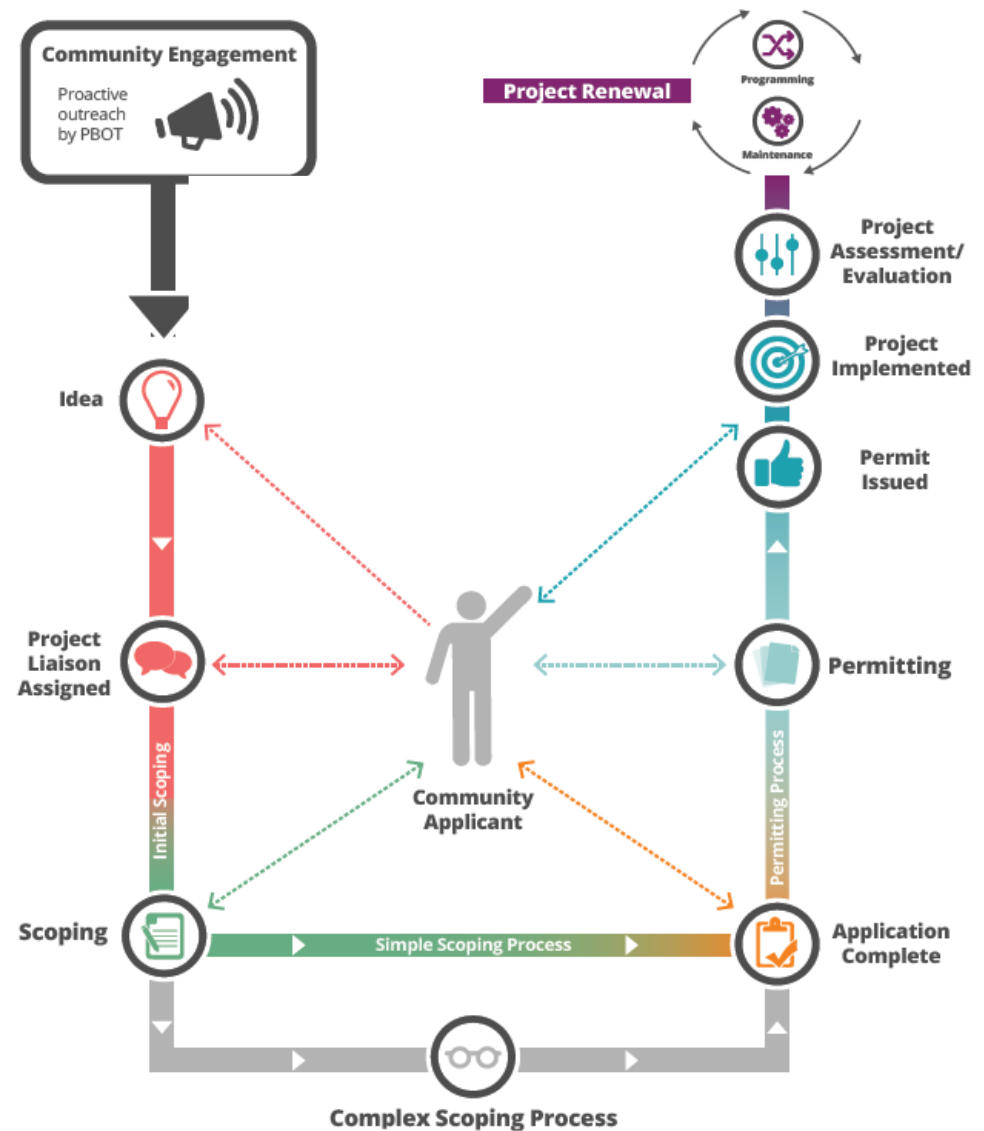


PBOT Community Grant



Predictable Process

- Streamline
- Internal Coordination
- Consistency Across Projects



Putting the Applicant First



Proactive Outreach



Community Toolkit



Technical Assistance

What's Next?



PORTLAND IN THE STREETS

Online Community
Toolkit

Internal Procedure

Regulatory Updates

Thank You.



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