MAXimizing Downtown Portland
A collaborative approach

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Portland Mall
Building Livable Communities with Transit
Portland Mall Light Rail Project
is downtown worth the trip?
Building Livable Communities with Transit

Downtown Portland held hostage, Day 71

You dip your bailie up head into the wind, seeking to keep your eyes from getting lashed by the viney drizzle, gritting toward the windshield from the low clouds that have smothered the city.

You come to your usual crosswalk, the usual sounds between you and your morning cup of coffee, except today, you can’t cross. There’s a road block in the asphalt, faced by the train’s walls of chain link and a sign that says Destroy. It plunges across the street, a disconnection you don’t want to go.

Meanwhile, the traffic is squeezed into a narrow bottleneck that wasn’t there yesterday.

Downtown delights: livability, character

In response to Don’s column’s list of complaints about doing business, I wrote back on down-town:

Retailers ready for transit mall shake-up

Fred Lebman
The columnist

Shoppers and retailers find several locations in downtown that are not friendly, in the train’s wake.

Light rail, heavy impact

Construction will run through downtown for 24 hours a day, 7 days a week. The city is expected to see a 10% decrease in traffic.

TriMet, PSU and PDC hope a program like one offered during Interstate MAX development will help offset problems caused by a transit mall extension for downtown businesses.

Keeping a region on the move

Federate transit funding will help the Portland area invest in a visionary system to fight congestion.

Lay the rail, and people will come

Traffic change also meets lift area north of burn. Yes, we know.
Revitalizing Portland’s Downtown Mall

January 2003
PROJECT APPROACH

Transit is not just about mobility and access; it is also a tool for accomplishing urban design and development objectives.

A comprehensive approach to revitalize the Mall is needed to achieve multiple objectives and realize the full potential of these signature streets.
Four components of the revitalization strategy:

1. Transit and traffic operations
2. Urban Design and streetscape improvements
3. Development
4. Management
The Next Big Thing: Downtown Miami 2007
Key Objectives

To promote downtown as a viable place to enjoy shopping, entertainment, dining, culture and other recreational activities during the disruption caused by construction of the Portland Mall Project.
3 Key messages across a variety of media

Building a great downtown

A renaissance is right around the corner

Better transit to keep Portland moving
Portland Mall Partnerships

- Project Partner Steering Committee
- Project Management Committee
- Citizens Advisory Committee

- Portland Mall Management, Inc.
- Downtown Marketing Initiative
- Keep Portland Moving
Communicating to Downtown
We’re building a greater downtown

PortlandMall.org
Building Livable Communities with Transit

PORTLAND MALL LIGHT RAIL

Construction Info ➤
Getting Around ➤
Events & Activities ➤
About the Project ➤

Construction Progress
A traffic lane on 5th Avenue between Jefferson and Market is re-opening. Light rail construction begins on 5th Avenue between Harrison and Jackson streets and will last up to 10 weeks. Vehicular access will be restricted in this area during this phase of construction. More

Latest News
- Watch a video about the Portland Mall Light Rail Project
- Watch the Portland Mall Construction Cam
- "Driver's Seat" sculpture reseted
- Portland Mall Info Center now open at SW 5th & Alder

Support Portland Mall merchants

WE'RE LIVE DOWNTOWN. WHY AREN'T YOU?
Find great deals on shopping, dining, entertainment & more at downtownportland.org
WE’RE LIVE
DOWNTOWN.

WHY AREN’T YOU?
Building Livable Communities with Transit
Relating to Downtown
Outreach Collateral
Building Livable Communities with Transit

I-205/Portland Mall Light Rail

Businesses Open Ahead

Starbucks  Rite Aid
Payless Shoes  Kitchen Kaboodle
Cookie Cabana  Quiznos

Opening 2009

• MAX light rail from PSU to Clackamas
• Better shelters, sidewalks & lighting
• New autostop through-lane & auto pullouts

Visit portlandmall.org

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A renaissance is right around the corner.

Get ready for big changes on 5th and 6th avenues from Morrison to槐树街, transforming the area into a vibrant and exciting place for residents, commuters and shoppers.

Opening in 2009, a new MAX light rail line from Clackamas to the east end of the mall, connecting Uptown Station and Portland State University.

And a host of improvements, including

• Autoshelters
• Signage
• Enhanced streetscapes

The I-205/Portland Mall Light Rail Project is bringing renewed energy and vitality to 5th and 6th avenues, for the moving thing downtown.

Visit portlandmall.org

Site Signage
Portland Mall Business Support Program
Portland Mall Information Center
Celebrating Downtown
Come join friends, family and neighbors on First Thursday for a fun-filled neighborhood street fair to celebrate the completion of light rail construction on 5th Avenue in Old Town/Chinatown.

Great food • Beer garden • Kids’ activities • Live music • Belly dancers

Learn more at portlandmell.org
Building Livable Communities with Transit
Red Bull Illume
Planning Downtown
We’re building a greater downtown

Another downtown improvement brought to you by:
Building Livable Communities with Transit

Mayer/Reed conceptual design
Building Livable Communities with Transit

Building a great downtown

The Portland Mall Light Rail Project is at the heart of a major development effort that is transforming downtown Portland.

From 2007 through 2009, public and private developers will invest more than $1.5 billion in the core downtown area, by restoring old buildings, renovating storefronts and creating brand new places to work, live and play.

These investments will help keep downtown Portland accessible and inviting to everyone.

Learn more about downtown development at portlandmall.org/downtown
Building Livable Communities with Transit

The Next Big Thing Downtown

Miami 2007