A Downtown Transformed Through Partnerships: the Portland Mall Story

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In the beginning
Lovejoy/Pettygrove Plan established block size, parks, church site
20th century: the backbone is defined
After Lewis and Clark Expo, Fifth and Sixth become the core
We lost our way

- Two decades of erosion - 1950’s and 1960’s
- Lovejoy/Pettygrove plan was compromised
- Mobility was compromised
1972 Downtown Plan
• Funded by private sector
• Redefined original vision
• Framework plans, goals, guidelines
• Mall is the first large public project
The Portland Mall set precedents for quality of design rarely matched in the years to follow
Over time, the Mall was deteriorating physically, socially and economically.
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Design
Project Goals

- enliven
- expand access
- renovate
- strengthen the retail and office core
Building Livable Communities with Transit

Public open houses, website

District design workshops

Citizens Advisory Committee

Field mockups
Great Streets: design, operations programming and management

Fifth Avenue
New York City

State Street
Chicago

16th Street Mall
Denver

Market Street
San Francisco

Nicollett Mall
Minneapolis

Transit Mall
Portland
The Mall Revitalization Plan: Seven stations, five districts, one pair of unifying streets
Designing the complete environment
Continuity

Pedestrian paving system
Continuity

Poles, Lights, Signals, Shelters and Sign Families
Building Livable Communities with Transit

Continuity

Furnishings Families
Continuity

Trees
Distinction

Public art
Distinction

Station as Place: station in a garden
Distinction

Station as Place: Pioneer Courthouse Square Station
Open view to building from square; extend the plaza
Open view to building from square; extend the plaza
Distinction

University District: Green Streets
Distinction

Campus meets City at the Transit Crossroads
Distinction

PSU/South Terminus Station
September, 2009: Opening Celebration
Building Livable Communities with Transit

The spine is renewed
Building Livable Communities with Transit Stations as the center of districts
Building Livable Communities with Transit

Transit and street life merged
Mobility, civic life and commerce - together in a great street
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Operations
Transit Choreography

Making trains and buses dance on the Portland Mall
Operational Challenges

• “You can’t do that”
• “I’d better retire before that opens”
Why retire early?

• Before – two bus lanes
• After – add light rail *in the same lanes*
Operations Before

- Two bus stops per block
- Pattern repeats every two blocks

Through bus yields to curb bus if turn signal is on
Building Livable Communities with Transit
Train length and train “forward shadow”

- Trains are one full block long
- Blocks cross-streets if anything impedes full progress into block
Too Many Conflict Points

Multiple locations of potential conflict with varying levels of control if no changes in bus stop operations.
## What’s the Solution?

<table>
<thead>
<tr>
<th></th>
<th>Left</th>
<th>Left with Off-Peak Auto</th>
<th>Shared Left - Option A (no curb)</th>
<th>Shared Left - Option B (with curb)</th>
<th>&quot;Flipped&quot; Island</th>
<th>&quot;Original&quot; Island</th>
<th>Wide Right with Transit Priority</th>
<th>Wide Right</th>
<th>Just Right</th>
<th>Right Side &quot;Weave&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base Case Left</strong></td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>2</td>
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<tr>
<td><strong>Left</strong></td>
<td>5</td>
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<td>5</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3.5</td>
</tr>
<tr>
<td><strong>Shared Left</strong></td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Is between stations</strong></td>
<td>15.5'</td>
<td>15.5'</td>
<td>12-15.5' (2)</td>
<td>12-15.5'</td>
<td>15.5'</td>
<td>15.5'</td>
<td>15.5'</td>
<td>15.5'</td>
<td>15.5'</td>
<td>15.5'</td>
</tr>
<tr>
<td><strong>Bus lanes?</strong></td>
<td>Yes</td>
<td>Yes (1)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Bus Widths</strong></td>
<td>15'</td>
<td>15'</td>
<td>12-15' (5)</td>
<td>12-15' (5)</td>
<td>15' (5)</td>
<td>15' (5)</td>
<td>22.5'</td>
<td>22.5'</td>
<td>12'</td>
<td>15'</td>
</tr>
<tr>
<td><strong>Bus Hour (Projected)</strong></td>
<td>134</td>
<td>134</td>
<td>134</td>
<td>134</td>
<td>134</td>
<td>122</td>
<td>118 (3)</td>
<td>113 (3)</td>
<td>121 (3)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Bus (Low-High)</strong></td>
<td>126-144</td>
<td>126-144</td>
<td>126-144</td>
<td>126-144</td>
<td>126-144</td>
<td>116-131</td>
<td>108-125 (3)</td>
<td>100-120 (3)</td>
<td>113-128 (3)</td>
<td>90-106</td>
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<tr>
<td><strong>Bus interaction</strong></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
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<td>Yes (1)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### SUMMARY DESCRIPTION OF OPTIONS:

- **Station:**
  - 2
  - 3
  - 4
- **Is between stations:**
  - 15.5'
  - 15.5'
  - 12-15.5'
- **Bus lanes?**
  - Yes
  - Yes (1)
- **Bus Widths**
  - 15'
  - 15'
  - 12-15' (5)
- **Bus Hour (Projected)**
  - 134
  - 134
- **Bus (Low-High)**
  - 126-144
  - 126-144
- **Bus interaction**
  - Yes
  - Yes (1)

### SUMMARY ANALYSIS OF OPTIONS BASED ON KEY CONSIDERATIONS:

- **Passenger Experience:**
  - Most Preferred
  - Medium or Neutral
  - Least Preferred
  - Comfort
  - Passenger Safety
  - Pedestrian Zone Width

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**Key:**
- Green = Most Preferred
- Yellow = Medium or Neutral
- Red = Least Preferred
Field Tests
Transit Operations & Transportation Strategy
How it works

- Light rail and bus movements are separated by lane, by time, and by standard traffic and train signals.
- Buses only allowed to merge onto rail lane when signal is green.
- Autos stay in left lane with positive separation from transit lanes.
THROUGH PEDESTRIANS

FURNISHINGS

MULTIMODAL CAR/BIKE LANE

BUS/LIGHT TRANSIT LANES

11'  7'  11'  25'  12'  14'

FURNISHINGS/TRANSIT BOARDING
Video simulation
We didn’t have to retire

Portland-Milwaukie Light Rail
Multi-modal Bridge Opens 2015
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Construction
1970’s Transit Mall
1980’s First LRT Construction
There must be a better way!
Moved the buses
Early utility relocations
Concurrent work zones

Eight Zones  Six Zones  Four Zones
Double shifts/night work
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Leveraging Private Investment
The Block By Block Project (BBB) broke up a 7.2 mile urban LRT alignment down into 1,872 twenty foot redevelopment strategies.
$1.5 million in public grants leveraged $9 million of private investment

Every $1 of public funds leveraged $5 to $30 of private sector investment
(during 24 months of a recession)
Building Livable Communities with Transit

Caffe Viale
Building Livable Communities with Transit

$35,000 Private Investment
Building Livable Communities with Transit

$600,000 Private Investment
$315,000 Private Investment
$288,000 Private Investment
Building Livable Communities with Transit

$80,100 Private Investment
Ongoing private investment
Portland Mall Management, Inc.