

Urban Design Strategy

Creating a Sense of Place on Portland's Division Street Creating a Green Street, Main Street on Portland's Division Street



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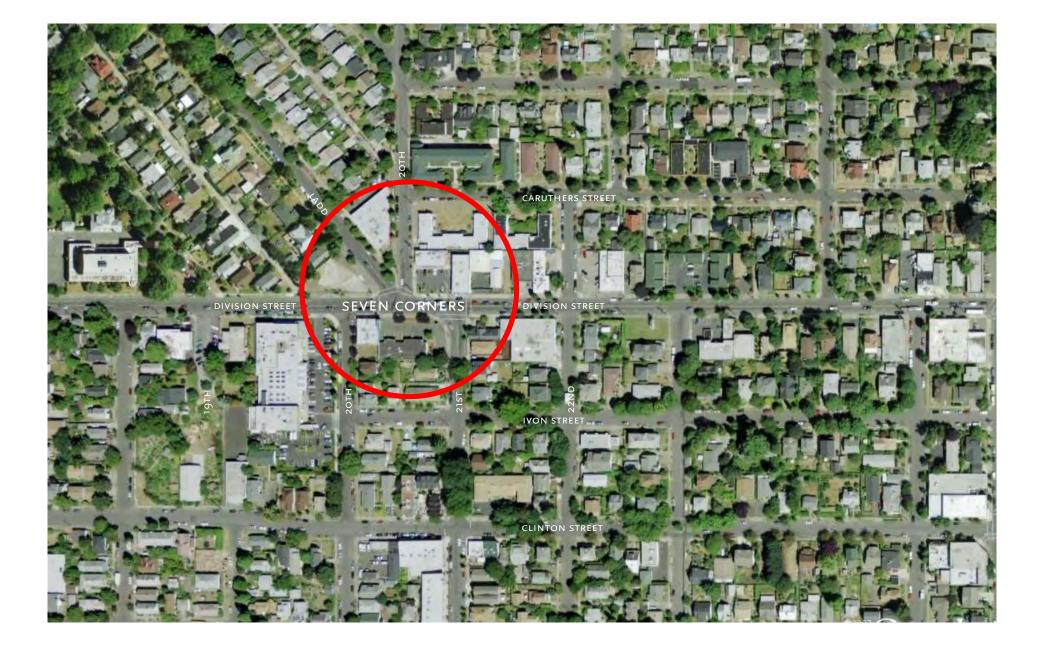
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The Seven Corners Urban Design Strategy was a collaborative effort between the City of Portland's Bureau of Planning and Sustainability, Bureau of Transportation, and the community to explore strategies and opportunities around the Seven Corners intersection on SE Division Street. The purpose of the strategy was to resolve outstanding issues identified in the Division Green Street Main Street Plan in advance of the design process for the Division Street reconstruction project that will repave the street and provide streetscape improvements from SE 6th to SE 39th Avenue.

The Seven Corners area (from SE 19th to SE 22nd Avenue) is at the geographic center of the Hosford Abernethy neighborhood. With a full service grocery store and other shops and restaurants, the area has the potential to be a vibrant pedestrian-friendly neighborhood center, as envisioned in the Division Green Street Main Street Plan. Yet that potential is challenged by the transportation demands placed on the Division Street corridor as a major east-west route through Inner Southeast Portland.

The challenge lies in that Division Street is a high volume traffic corridor with a relatively narrow right-of-way width. Currently, peak hour traffic demand is accommodated by part-time "pro-time" parking lanes that eliminate the on-street parking to provide a second travel lane in the peak direction. The pro-time lanes not only reduce the parking available to support businesses, but also degrade the pedestrian environment by eliminating the buffer that parked cars can provide by allowing cars and buses to travel at the curb. At the same time, eliminating the pro-time lanes could increase congestion with significant back-ups that could cause delays in the transit service and increase traffic diversion onto local streets, which could increase conflicts on Clinton Street, a major bicycle route.

The goal of this Urban Design Strategy is to identify ways to enhance and support the sense of place of the Seven Corners area in order to realize its potential as a neighborhood center. It also identifies opportunities for infrastructure improvements and private development that will make the area and corridor stand out as a sustainable place in Portland.



Context Community



Context
Places in the
Neighborhood

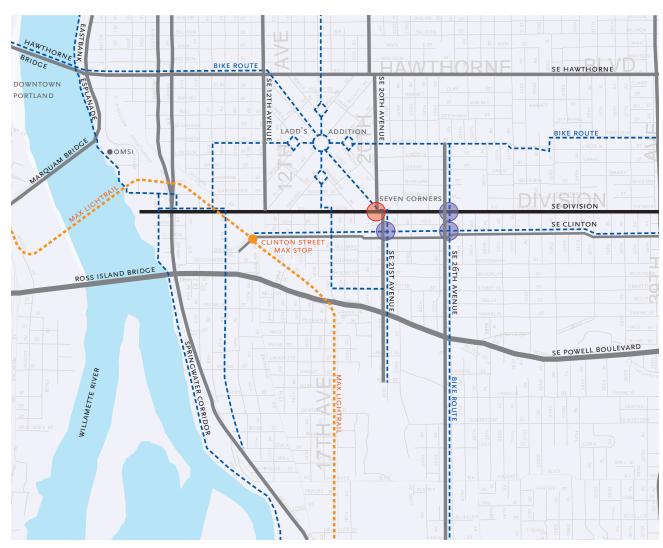
Seven Corners is part of a group of four neighborhood places that provide a rich selection of goods and services to the community. SE Clinton and 21st Avenue, with its mix of cafes, pubs, retail and restaurants is the closest to Seven Corners. SE 21st Avenue provides an opportunity to enhance the connection between Seven Corners and this neighborhood place. SE Clinton and 26th is the most active intersection in the district and has the Clinton Street movie theatre as well as a good mix of retail, cafes, pubs, and restaurants. It is a neighborhood center that is enjoyable to walk to and visit, in part because of traffic calming, facilitated by a 4-way stop. SE Division and 26th is an emerging place, with new life brought to it by a new development, including a cafe, on its southeast corner.



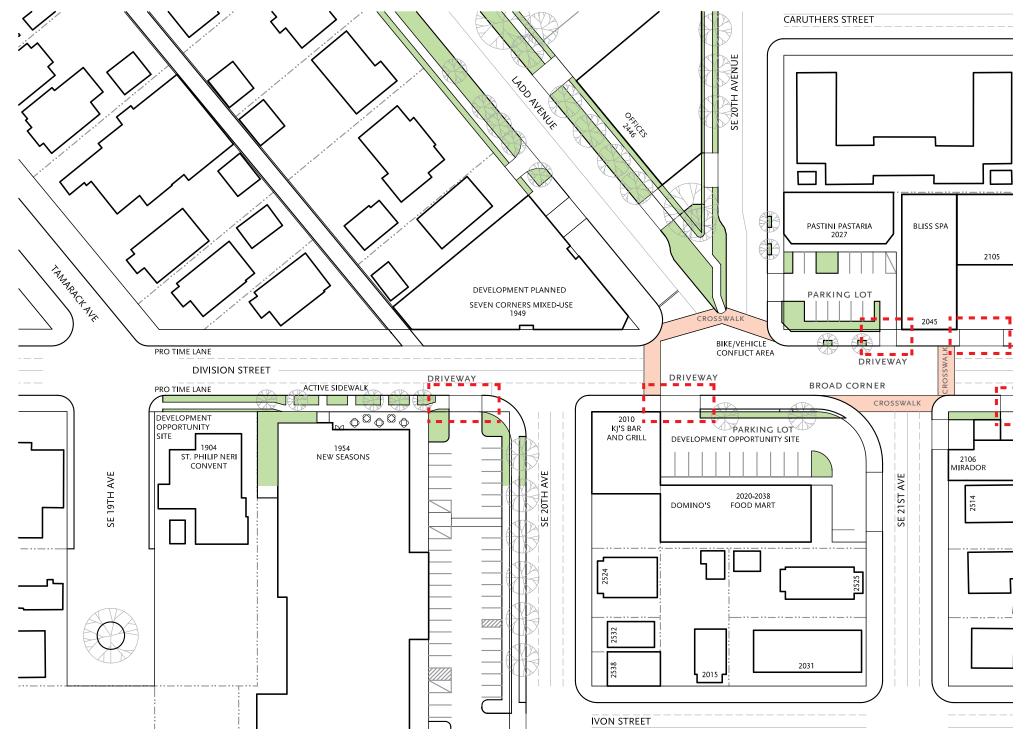


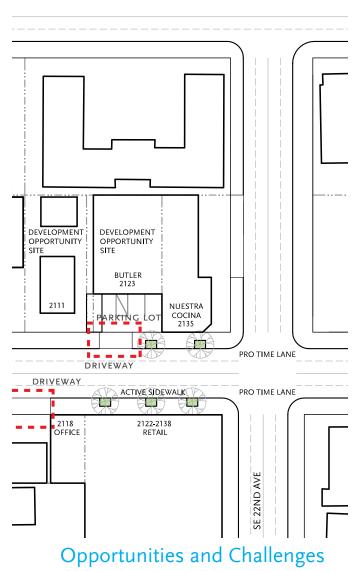


Context Place in the City



Seven Corners lies at the center of a multi-modal transportation network. While it provides a wide-range of transportation options, it also creates its own unique challenges. Division Street is one of a series of major east-west routes (which also includes Hawthorne and Powell) through Inner Southeast Portland that provides convenient access into Downtown Portland. SE 20th and 21st Streets form the only north-south route between SE 11th/12th and SE 39th Avenue that extends south of Powell Boulevard and north to the Lloyd District. At the same time, Seven Corners is a crossroad for bicycle routes that link many parts of SE Portland to Downtown Portland through Ladd's Addition. Seven Corners is served by two bus lines, and in the future, will be a ten minute walk from the Clinton Street Station on the future Portland-Milwaukie MAX light rail transit line.





The challenge of this strategy is to design a transportation system that is responsive to peak hour demands, while providing opportunities to create a sense of place during all times of the day.

Green Street Design. There is too much concrete and asphalt in the area, with minimal landscaping. There are notable exceptions: New Seasons Market, Pastini and Butler Promotions. Sustainability is a key goal of the Division Green Street Main Street Plan, and the Bureau of Environmental Services' Tabor to the River program. The Division Street Reconstruction and Streetscape project is an opportunity to implement additional green stormwater management improvements in the area.

Traffic Flow is a challenge to balance mobility through the intersection, while improving the pedestrian and bicycle environment. The Division Street reconstruction project is an opportunity to adjust traffic flow to allow pedestrians and bikes to share the road more equitably and safely.

Pedestrian Environment. Pedestrian Safety is one of the most important issues identified by the community. Crossing through the intersection is a challenge due to length of crossings, number of crossings, signal timing, and lack of visibility, which causes conflicts with turning vehicles. Driveways on Division increase pedestrian and vehicle conflicts. Pro-time lanes bring fast moving traffic next to sidewalks during peak times.

Bicycle Facilities. SE Clinton/21st/Ladd Avenue is one of the most heavily used bike routes in Portland. And, the volume of bikes continues to increase. There are several conflict areas between bikes and vehicles, with the most hazardous being for northbound traffic and bikes on 21st Avenue. As they both go north through the Seven Corners intersection, most bicyclists go to Ladd Avenue, while most cars cut across the bike route and turn right onto 20th Avenue. More bicycle parking can encourage bike use.

Active Sidewalks, Open Space. Most sidewalks in the area are uninviting and inactive due to intermittent retail, pro-time lanes, and unattractive concrete sidewalks. There a few exceptions: in front of New Seasons, in front of the new retail at Division and 22nd, and in front of Nuestra Cocina. With the PBOT and BES projects, and perhaps new development standards, there is an opportunity to improve the activity of the Seven Corners sidewalks and provide open space. 19th Avenue is an opportunity to reclaim underutilized Right of Way as open space for the neighborhood.

Development Opportunities. Urban form will be as important as the public right of way in determining the sense of place. Today, the area suffers due to the underutilized lots and parking lots that occupy key frontage locations. There are many good sites that provide opportunities for multi-story buildings, with active ground floor retail and housing above. These types of buildings will enhance Seven Corners.

Public Art also will help to define the sense of place. There are opportunities to build on existing elements and incorporate art into the design of the streetscape improvements.

Street Design should contribute to making the Seven Corners area a Main Street as well as a Green Street, and to enhance the sense of place. Street design should calm traffic on Division through the Seven Corners area. There are opportunities to create gateways at both ends of the Seven Corners area at 19th and 22nd to send visual indicators that one is arriving at a special place. Speed tables or special pavement treatments can also help reduce speed. Reduce concrete and asphalt and replace with more street trees and landscape areas with bioswales to help make a Green Street. With this in mind, design the street to be pedestrian friendly with safe sidewalks protected by parked cars and landscape strips, as well as safe street crossings. See pages 24 and 25 for more detail.

Pedestrian Environment. Pedestrian Safety can be improved with the addition of crosswalks, improved visibility of crosswalks, and the shortening of crosswalks. Also, reduction of driveways crossing sidewalks will improve pedestrian safety. Signalization should support pedestrian safety and be coordinated with bicycle crossings. See pages 26 and 27 for more detail.

Bicycle Facilities. Bicycle Safety can be improved with the addition of bike boxes, better crossings, the removal of on-street parking to make more room for moving bicycles and reduce conflicts. Bike safety can also be improved by the reduction of driveways and signalization that gives bikes consideration in addition to vehicles and pedestrians. Bike Parking should be increased and improved in the area to encourage bike use. See pages 28 and 29 for more detail.

Sustainable Design is a key goal of this project. The goal should be to minimize stormwater in the sewer system, reduces heat islands, and encourages mass transit, bicycles, and walking, over automobile use. These goals can be achieved by reducing impervious surfaces, maximizing shade trees, increasing pedestrian activity and encouraging bicycle use. See pages 30 and 31 for more detail.

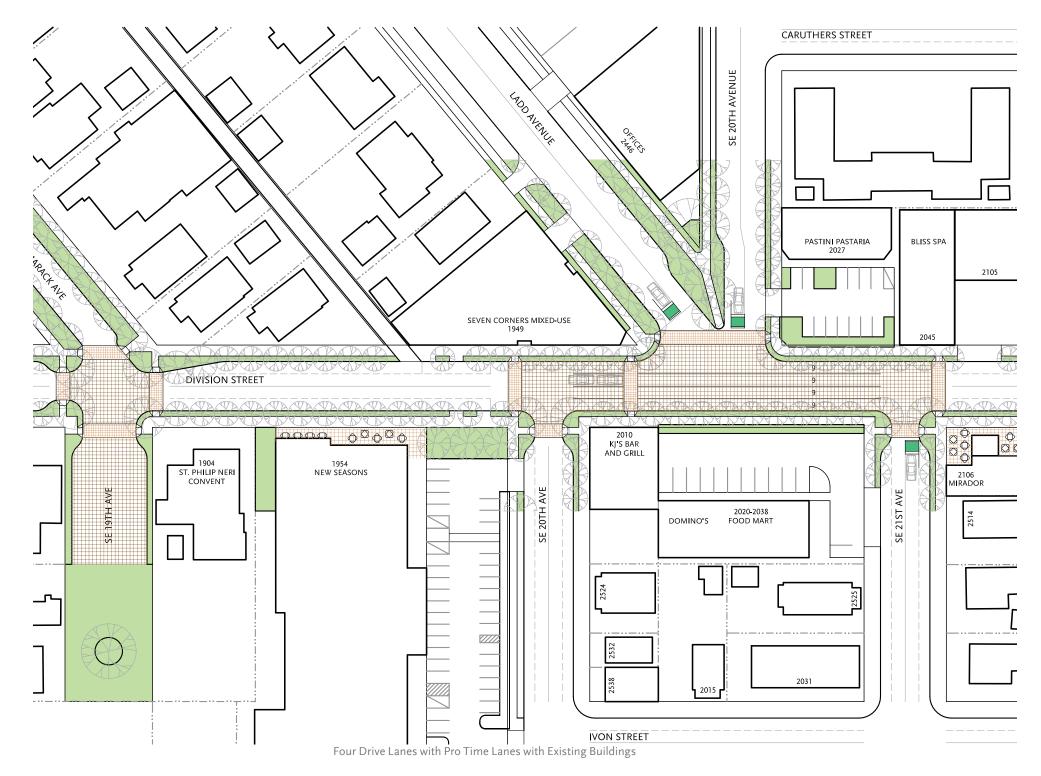
Findings

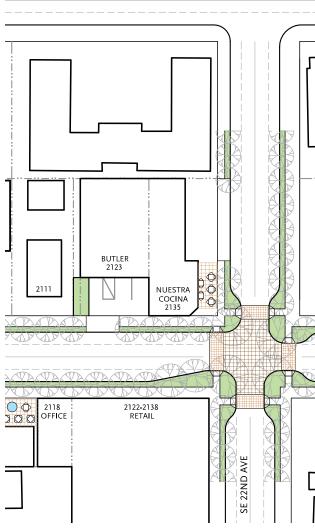
Creating a Sense of Place Creating a Green Street Creating a Main Street Active Sidewalks, Open Space. A successful Main Street that is pedestrian friendly is the goal. Pedestrian friendly design starts with active sidewalks that build community. Active sidewalks need to be pleasant to walk on, with destination points to draw people along. For the public realm, this includes: sidewalk safety and ambiance, working with current business owners and providing open spaces in the form of plazas and a community park at 19th. For the private realm this includes: a good retail mix in the district, reducing driveways that cross sidewalks, and more housing in mixed use, multi-story buildings. See pages 32 and 33 for more detail.

Development Opportunities Buildings in the Seven Corners area are a key component in creating a Sense of Place. There are many sites in the area that have good development potential. New buildings should be oriented to the corners, should be 3 to 4 stories with housing over retail, should have varied building edges along Division, should provide 'eyes on the street' to enhance public safety. Vehicle access should be from side streets where possible. See pages 3 and 33 for more detail.

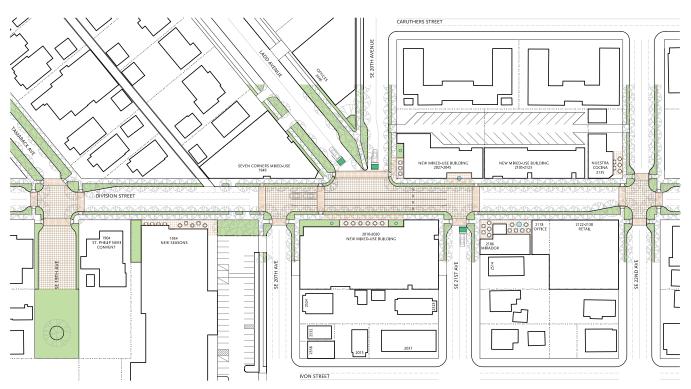
Zoning Changes should be considered if they benefit the goals of this strategy and enhance the pedestrian environment. Zoning modifications could make parcels more flexible for development, and thus could bring on more retail space on Division and make open spaces more feasible. Zoning changes could also allow a commercial connection along 21st Avenue from Division to Clinton. See pages 36 and 37 for more detail.

Public Art should build on existing elements, tap into and showcase local artistic talent, and the reflect the results of the Clinton Street Bike Boulevard Enhancement Project. See pages 38 and 39 for more detail.





Urban Design Strategy 1 with Four Drive Lanes 'Pro Time Lanes'



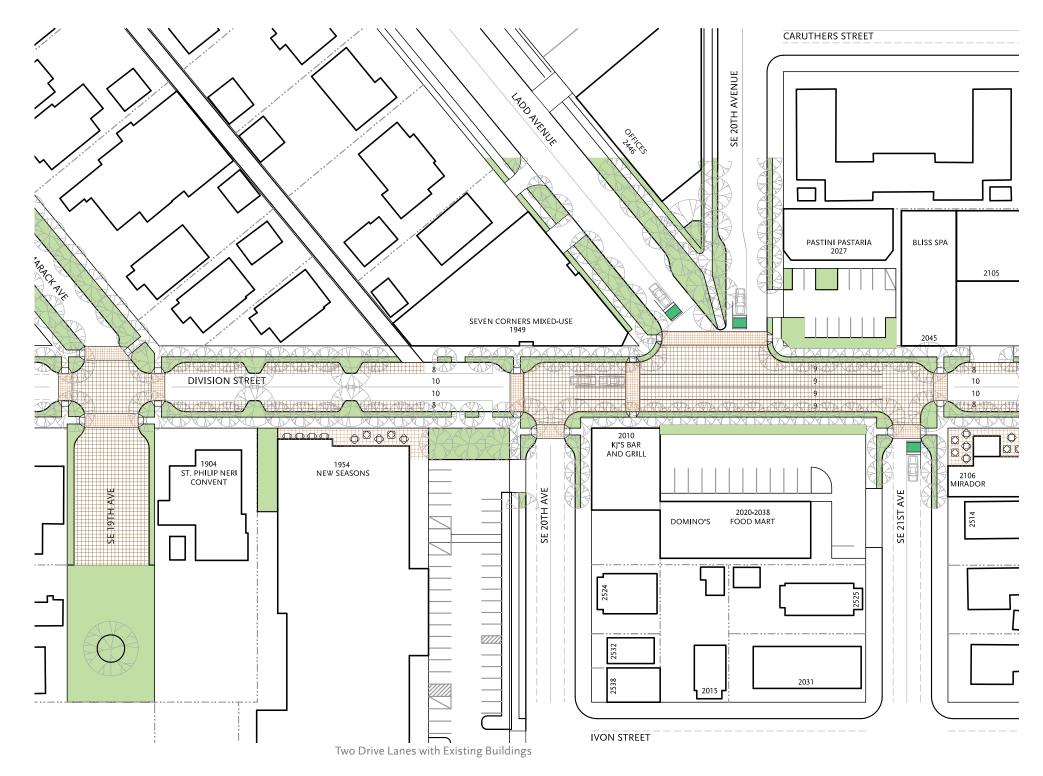
Four Drive Lanes - 'Pro Time Lanes' with Possible Future Buildings

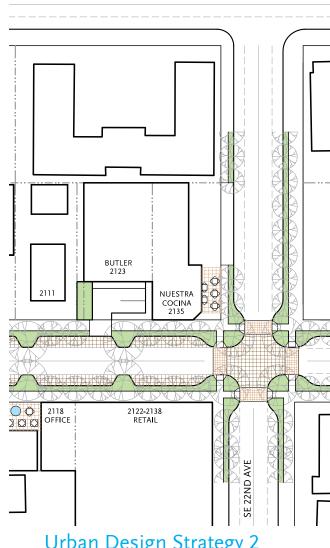
This is a strategy that assumes four through lanes during peak times between 19th and 22nd. Pro-time lanes are present in the Seven Corners area.

Framed by gateways on 19th and 22nd, speed tables of special paving alert drivers to slow down. Drivers sense they are entering a special district. Between 19th and SE 20th (S. of Division) and SE 21st and 22nd, Division is four lanes with parking on both sides except during peak periods. Between 20th and 21st, Division is four lanes, with four through lanes. Traffic flows as smoothly as possible, with left and right turns taking place within the drive lanes.

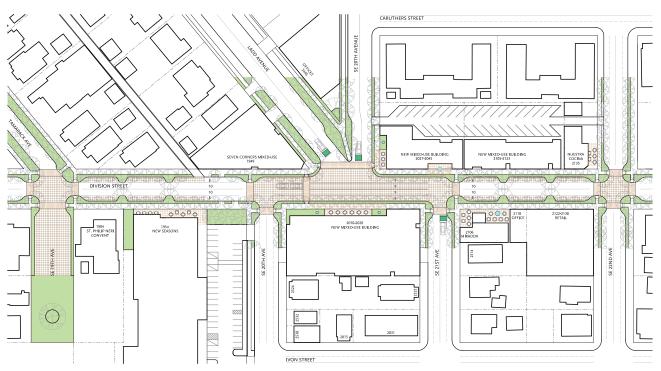
The Seven Corners area has a few more green areas. There is another large area of special paving at the Seven Corners intersection to help make a sense of place. The sidewalk feel is slightly improved from existing conditions. Bike safety is improved with bike boxes and less conflicts within the intersection. A new pocket park is on 19th.

The image above shows a future buildout of the area, with mixed-use buildings with retail below housing in many locations. The public infrastructure sets the stage and catalyzes future development. On-going, the community and the City advise and encourage development in the private realm that supports the strategy.





Urban Design Strategy 2
with Two Drive Lanes Lanes



Two through Drive Lanes with Possible Future Buildings

This is a strategy that assumes two through lanes with no pro-time lanes in the Seven Corners area.

Framed by gateways on 19th and 22nd, speed tables of special paving alert drivers to slow down. Drivers sense they are entering a special district. Between 19th and SE 20th (S. of Division) and SE 21st and 22nd, Division is two lane with parking on both sides over pervious pavers. Between 20th and 21st, Division is four lanes, with two through lanes and two other lanes for a variety of left turn, right turn and blending. Traffic flows as smoothly as possible, with left and right turns and incoming traffic managed to keep things moving, albeit a bit more slowly to help make the area comfortable for pedestrians.

The Seven Corners area is far greener and far more pedestrian focused. Much less concrete and asphalt than before, replaced with pervious pavers, generous landscape areas, trees that will grow and shade the street. There is another large area of special paving at the Seven Corners intersection to make a sense of place. This is more about place than just streets. Sidewalks are pleasant places to walk as they feel safe, are protected from cars, and have much landscape. Bikes have a new priority with bike boxes and less conflicts within the intersection. A new pocket park is on 19th.

The image above shows a future buildout of the area, with mixed-use buildings with retail below housing in many locations. The public infrastructure sets the stage and catalyzes future development. On-going, the community and the City should encourage development in the private realm that supports the strategy. A new Sense of Place is here.



Future Possibilities
Overview

As part of the collaborative process for this project, three different future possibilities were created to examine how the Seven Corners area could be redesigned or transformed with more significant changes. These alternatives were presented at a community meeting to gauge interest or support for the concepts.

Overall, people were intrigued by the creation of a Ladd Square, but this possibility also raised the most questions about potential traffic diversion onto other local residential streets and the imact to the Ladd's Addition Historic District.





Description

Ladd Avenue has restricted access to vehicles and the right-of-way is reclaimed as a public square. Pedestrian and bicycle access is maintained and enhanced through Ladd Avenue.

Opportunities

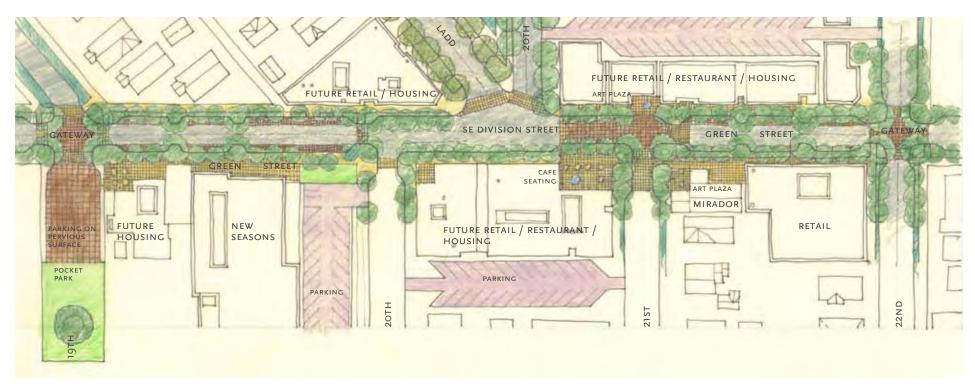
- Creates public place not dependent on private redevelopment
- Restricting vehicle access to Ladd Avenue allows more "green time" on Division, which could reduce congestion.

Future Possibility 1



Challenges

- Design is inconsistent with historic Ladd's Addition plan
- Public square is separated from adjacent uses and may be too small to be an effective space
- Mixes bikes and peds in the square to allow for through bike route
- •#10 Bus needs to be rerouted down Division or 20th Avenue
- Some Ladd's Addition residents lose direct access to bus
- Ladd's Addition residents have more out-of-direction travel on local streets
- Traffic from Ladd Avenue could be diverted onto other local streets that are too narrow to accommodate increased traffic.





Future Possibility 2



Description

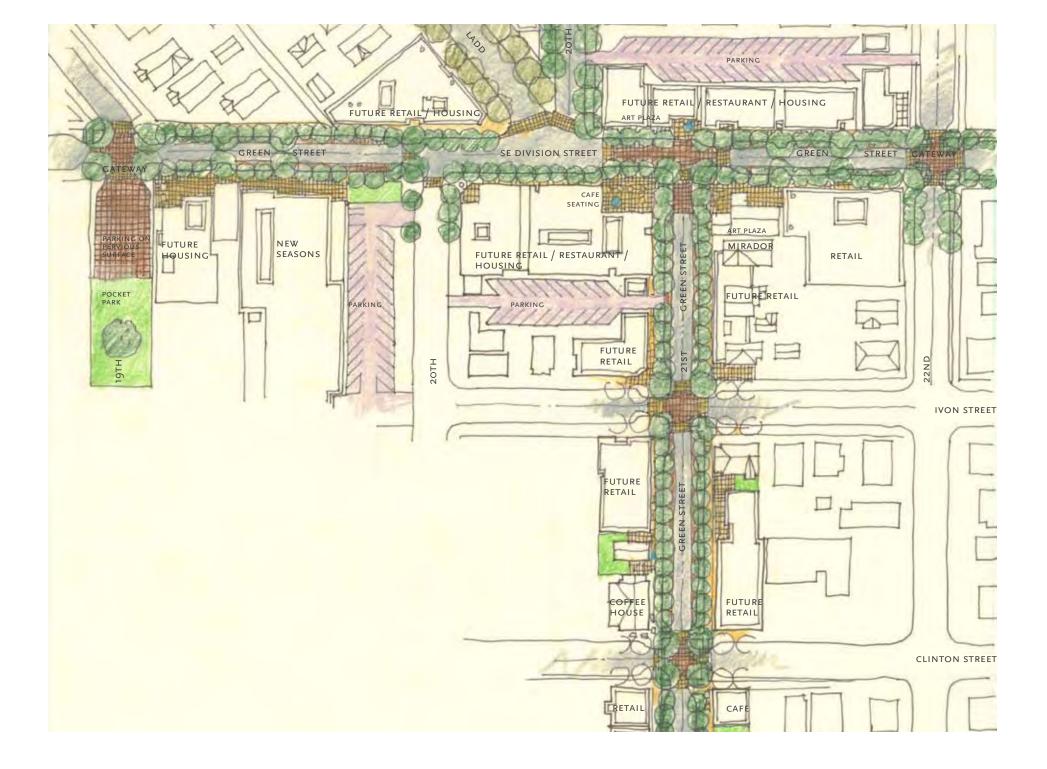
Focal point of intersection is shifted to 21st and Division intersection with semi-public plazas, creating community space at each corner.

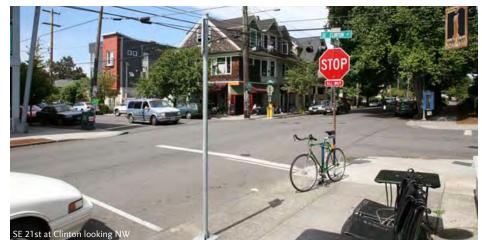
Opportunities

- Creates a place that helps catalyze new mixed-use active buildings
- Plazas have closer connection to active uses
- Less disruption to existing traffic flows

Challenges

• Plazas are dependent on private redevelopment of key corner sites











Description

Focal point shifts to 21st Avenue between Division and Clinton with a zoning change to enable storefront commercial development along the street. It would be similar to 28th and Burnside or 13th and Tacoma.

Opportunities

- Opportunity for pedestrian shopping street with less vehicle traffic
- Dependent on private redevelopment
- Requires some rezoning from Residential to Commercial
- Less disruption to existing traffic flows

Challenges

- May draw some activity away from Division
- 21st Avenue is a narrow street and bicycle route that may create conflicts with parked cars
- May require re-routing of #10 bus

Future Possibility 3





















Street Design should contribute to making the Seven Corners area a Main Street as well as a Green Street, and too make a Sense of Place here. Unfortunately, peak rush hour times are just the times when the area needs to be most pedestrian friendly.

Gateways, Speed Tables, traffic slowing Vehicle slowing can be achieved by creating gateways at 19th and 22nd. Preferably speed tables and/or special paving would occur in these two locations to alert drivers that they are entering a special area and need to slow down. Another large speed table and/or special paving area should occur at the Seven Corners intersection itself. Speed limits should also be reduced.

Street Trees maximized along Division between 19th and 22nd between the gateways will also make this area special and create an ambiance that slows traffic. Trees should be considered in parking aisles if pro-time lanes are taken away, as this would eventually create a shade canopy over much of the street (tree spacing reduced to every 25 feet).

Landscape Strips along the curbs should be maximized and as continuous as possible. An extra wide curb (10 - 12") should be considered to allow passengers to get into cars more easily. Tree wells should be eliminated and replaced by the continuous landscape strips wherever possible that can serve as green street planters.

Pedestrian friendly. Seven Corners should be pedestrian friendly to achieve Main Street goals. This can be achieved by maximizing the amount of on-street parking (and limiting use of pro-time lanes), minimizing driveways onto Division, providing more and safer pedestrian street crossings (see page 25 for further detail) and providing a consistent retail frontage on Division (see pages 33, 35). When there is a critical mass of pedestrian and retail activity, traffic tends to slow down as can be seen on SE Belmont and SE Hawthorne.

Green Street means less pervious surfaces. If pro time lanes are taken away, street parking areas should be considered for pervious pavers, for both sustainable stormwater treatment and to improve the look of the street.

Potential Actions Street Design













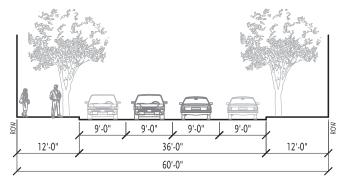


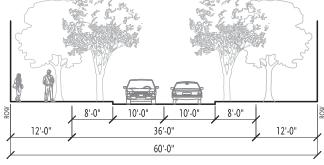




N. Mississippi Avenue and NE Alberta Street are examples of two lanes with parking streets with thriving business districts, but these streets have lower traffic volumes than SE Division.

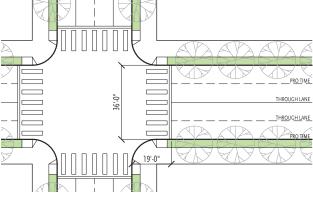
NE Martin Luther King, Jr. Boulevard is usually four drive lanes with islands/left turn lanes and no parking. Retail is very challenging on this street. NE Glisan Street near 60th has pro-time lanes and has a less than successful commercial district. SE Belmont Street has two lanes with parking and has a successful retail district. SE Hawthorne Boulevard, with a wider right of way than Division, has four lanes with parking, and has successful retail, except near intersections such as 39th, where on-street parking has been eliminated. SE Tacoma Street near 13th has pro-time lanes, but it is 13th, with its lower traffic volume and two lane with on-street parking, that is thriving as a pedestrian-friendly street.

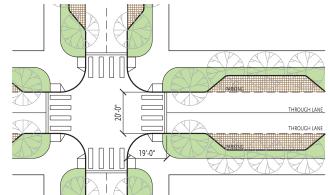




Four Drive Lanes "Pro Time Lanes" result in 36 foot pedestrian crosswalks. At peak hours, moving vehicles are at the curb lane, making the sidewalk feel less safe. Opportunities for some sustainable street design exist.

Two Drive Lanes result in 20 foot pedestrian crosswalks. Street parking is available at all times, sidewalks are buffered by parked cars and landscape. Opportunities for sustainable street design are improved from four lanes.





Keeping traffic flowing as smoothly as possible during rush hour, and, giving Seven Corners a Sense of Place that is comfortable for pedestrians and bicycles, is the challenge. Designing the whole area for a few hours during weekdays should be balanced with how the place is during all times of day, weekdays and weekends.

Pro Time Lanes have a significant impact on the character of a street. They eliminate the ability to have curb extensions, and they result in fast moving cars at the curb during peak hours, which degrades the pedestrian environment. Pro-time Lanes are currently being utilized on Division to move larger volumes of traffic during morning and afternoon rush hours.

Intersections and Driveways that bring additional traffic onto Division, and slow traffic on Division as traffic turns into them, should be analyzed to reduce delays. Driveways on Division should be reduced in the Seven Corners area - especially near intersections. Left turn lanes should be considered. Restricting left turns during peak hours with electronic no left turn signs would aid in rush hour traffic flow, with consideration of impacts on other streets. Right turn lanes should be considered in several locations to help traffic flow.

Potential Actions Traffic Flow





















Pedestrian safety and design will contribute to making the Seven Corners area a Main Street as well as a Green Street. A Main Street is pedestrian friendly: pleasant and safe place for pedestrians. A successful main street has a consistent edge of sidewalk adjacent retail that is interesting, diverse, and uninterrupted. A successful main street has pedestrians at all times of day on weekdays as well as weekends, and has housing above the retail and close by, so people can walk to retail.

Increase and Improve Crosswalks Crosswalks are long, few, and poorly marked in Seven Corners. Increasing the number of crosswalks with enhancements, to make them far more visible to vehicles, is recommended. Raised crossings with special paving (speed tables), or street grade crossings with special paving, are desired. Signage, or even lights, should be considered to further mark these crossings clearly. Making crosswalks shorter is also very positive for pedestrian safety and, pro time lane removal would allow for an approximate 50% reduction in crosswalk length.

Minimizing Driveways on Division will reduce pedestrian/vehicle conflicts making the sidewalks much safer. Removing some driveways will also increase street parking, which will lead to an improved retail environment. Vehicle access to sites should be from side streets wherever possible. The City should work with property owners to help reduce driveways.

Pedestrian Scramble is a concept that was mentioned by the community for the Seven Corners intersection. During the scramble signal phase, all cars would have a stop light, and pedestrians would be free to cross in all directions at once. This has been employed in urban places before successfully. A scramble would add more time to the signal cycle and would need to be considered with traffic flow, but could be an enhancement in off-peak hours when there are lower traffic volumes.

Remove Parking on Division at 20th Avenue to increase visibility of pedestrians crossing.

Potential Actions
Pedestrian Environment

























Seven Corners is on a major bike route and the current conditions are not terribly safe for bicycles. Most bicyclists using the Seven Corners intersection have voiced concerns about safety. In addition, aside from a few retail places, bike parking could be increased to encourage bike use to the area.

Bike boxes. Bicycle boxes should be incorporated with the design of pedestrian crossings and intersections with special paving and speed tables. Bike boxes should be added to several locations to reduce bike/vehicle conflicts and improve bike visibility at intersections.

Bike/vehicle conflicts. There are several conflict areas between bikes and vehicles, with the most hazardous being northbound traffic on 21st Avenue. As both bicycles and cars go north across Division and turn left, most bicyclists go right to northbound Ladd Avenue, while many cars cut across the bike route and turn right onto 20th Avenue, creating a criss-crossing movement. The removal of on-street parking east of 20th Avenue on the north side of Division is recommended to make this lane a combination bike lane and right turn vehicle lane.

Driveways, especially those in the Seven Corners intersection, increase safety concerns for vehicles and bicycles. Closing as many driveways as possible on Division, especially between 20th and 21st is recommended to improve bicycle safety.

Bike parking. More bike parking would encourage more bike use and reduce vehicle use. Bike parking could be a few racks by a retail entry, a bike corral on the street, or a covered bike oasis.

Potential Actions Bicycle Facilities























Potential Actions
Sustainable Design

A Green Street, a Sustainable Street, is a street that minimizes or eliminates the need for stormwater management in the sewer system, reduces heat islands, and encourages mass transit, bicycles, and walking over automobile use. Seven Corners is an opportunity to meet or exceed the sustainability goals of current Portland street design.

The sustainability goals of this project are therefore to:

Reduce impervious surfaces wherever possible functionally and economically, replaced by bioswales and landscape areas, and pervious pavers in parking areas where possible.

Maximize Shade Trees to shade the ground as much as possible with greatly increased plantings of shade trees along Division and tree locations that build as dense a canopy over the street and sidewalks as possible. Increase pedestrian activity and decrease automobile use by catalyzing mixed use development on the many underdeveloped Seven Corners sites that include housing and retail that is pedestrian focused.

Encourage bicycle use by making the Ladd/20th, north/south bicycle route safer through Seven Corners, and making it more convenient to bike to Seven Corners to shop through increased bike parking.





























A successful Main Street that is pedestrian friendly is the goal. Pedestrian friendly design starts with active sidewalks that build community. Active sidewalks need to be pleasant spaces, with destination points to draw people along. A sidewalk that is designed for a pedestrian's travel speed, with diverse things to look at, creates a successful urban sidewalk. Opportunities to gather, linger, or people watch are also components of a successful place. Active sidewalks are part public realm, part private, so both realms should be considered. Active sidewalks need to be active as many hours of the day as possible. Public realm.

Sidewalk safety and ambiance. Not having fast moving vehicles at the curb is very important. Parked cars create a buffer, and continuous landscape strips make for additional buffer and attractiveness. Interesting sidewalk ambiance can also be enhanced by public art, street lights, benches, tables and other features.

Working with current business owners to develop strategies to help activate sidewalks is advisable. Storefront window enhancements and sidewalk shading and rain protection are a few possibilities.

Open spaces are good for building community and creating a sense of place. An open space in the heart of Seven Corners, on the south side of Division between 20th and 21st, would be beneficial for Seven Corners. Other smaller open spaces could break the continuous wall of retail and create interesting spots for seating and/or art. An open space at 19th Avenue, a pocket park, is an opportunity to reclaim underutilized Right of Way, and is desired by the community. The north part of 19th near Division could be pervious pavers to provide vehicles access to adjacent lots, with the south half landscaped with benches and gardens around the fig tree, to create a place for the community to gather.

Private realm.

Mixed use buildings with ground floor retail should be encouraged at the sidewalk edge, so residents have desired services within walking distance, and to create retail diversity. Seven Corners is lucky to have a major magnet in New Seasons to attract people to the area, and adding other magnets in the future would be beneficial. A good retail mix, coupled with cafes, coffee houses, bars and restaurants will bring people to Seven Corners and activate the sidewalks. The stores in Seven Corners should be small scale and locally owned.

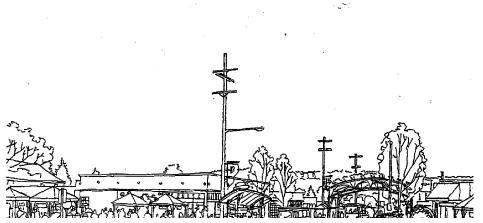
Driveways. The fewer driveways, the better for a successful pedestrian environment.

Housing above retail puts more people on the sidewalks at all times of day.

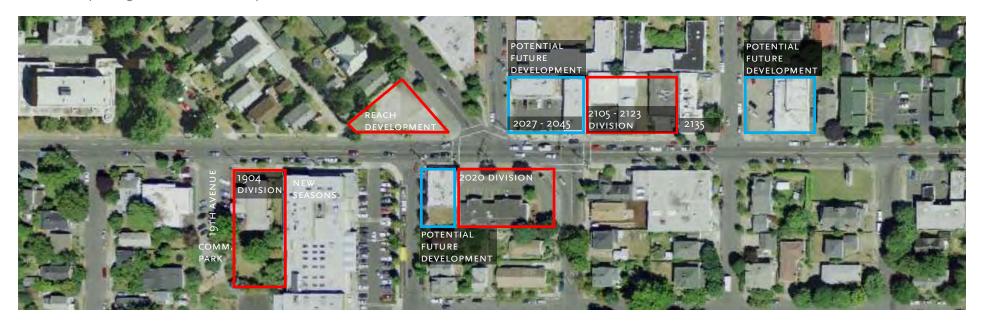
Potential Actions
Active Sidewalks, Open Space



2105 - 2123 Division is a series of three lots owned by two owners. They could be developed separately, or combined. Ideally they would be multistory building(s) - retail on ground floor with housing above. Combining sites would allow for better efficiency and economics and parking options, if both owners could agree. Minimizing driveways to these sites will greatly benefit Division. These sites, coupled with the 2135 and/or 2027-2045 sites, could allow parking access via a rear alley from 20th to 21st Avenues.



1904 Division is a good site for a mixed-use, retail/housing redevelopment. It would connect the 19th Avenue community park and the New Seasons with active street front. Parking access to this site should be from the most northerly part of 19th possible, to allow for as much green space as possible for the community park, while allowing sufficient ground floor space for retail on Division.





2020 SE Division is the key site that will define Seven Corners into the future. Currently, a strip mall configuration with parking in front and one story retail behind, it should be redeveloped into a mixed use project with housing above retail and parking behind. For better flexibility and layout, the site can be combined with other adjacent sites to improve housing counts, parking possibilities, and potentially the economics of the project. Vehicle access to this site should be from 21st Avenue only. There is an opportunity for semi-public plaza on corner or mid block. The building orientation should take advantage of its location as a terminal vista down Ladd Avenue.

Buildings in the Seven Corners area are a key component in creating a Sense of Place. Currently, most buildings and sites do not contribute very well, if at all. Exceptions would be New Seasons, the new retail at 2118 - 2138 Division (at 22nd) and Nuestra Cocina at 22nd and Division as well. Another positive addition will be the future REACH development project at Ladd and Division, which is approved for a multi-story, mixed use building with ground floor retail space. Even some of these sites could be improved with the addition of housing above.

Building orientation. New buildings should face the street and come up to the sidewalk with retail. They should be 3 to 4 stories (45 feet allowable height) and the upper floors should be housing or offices to help activate sidewalks at all times of day and help make retail successful.

Building edges along Division should be varied, with open spaces, plazas, and diversity to enhance the walking experience along the sidewalk.

Eyes on the Street. Both retail and housing would also put more 'eyes on the street, to enhance public safety. Vehicle access to sites should be from side streets, not Division, unless there is no choice.

Potential Actions Development Opportunities











Potential Actions
Zoning Modifications

Rezoning of areas south of Division along SE 20th and 21st Streets should be considered to create neighborhood retail streets between Division and Clinton and connect neighborhood nodes.

Rezone Zone 1. (SE 21st between Division and Clinton) Goal: strengthen connection between nodes. Consider change from R2.5 to CN1 or CS.

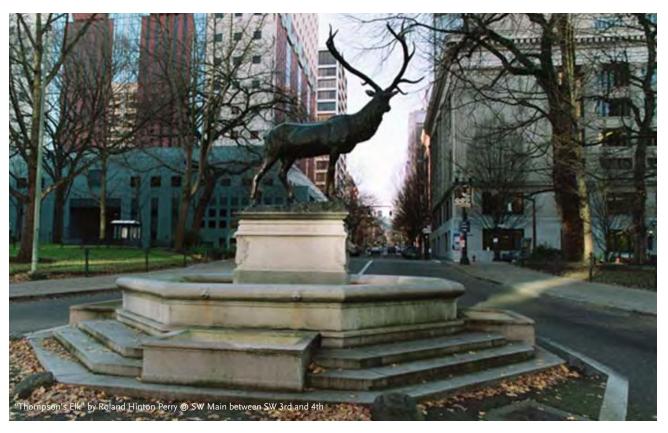
Rezone Zone 2. (SE 20th between Division and Clinton) Goal: to recognize the impact traffic related to New Seasons has made to the character of the neighborhood. Consider change from R2.5 to CN1 or CS or R1.







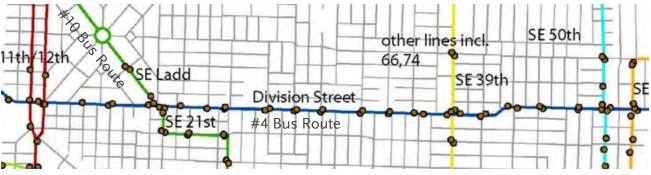
Potential Actions
Public Art



There are many artists residing near the Seven Corners area and many community members have commented that adding Public Art to the Seven Corners area is appropriate and desirable. Public Art will improve the sense of place in the area and enhance the walk experience. Art can potentially be located in planting strips and can evolve over time. There are various ways to fund public art; from a single private donation, to a group of private donations, to a percent for art program for public projects, to public funding, to grants.

ир	ollowing pages are background material for this report. The ming transportation projects, transportation links, history	, previous
	rts, upcoming related parallel projects, zoning, existing but mation and community outreach.	ilding









Bicycles. The Seven Corners intersection is on a major North/South bike route that connects SE 21st with SE Ladd, through to the Hawthorne Bridge and onto Downtown Portland. The Seven Corners intersection is considered a 'difficult intersection" for bicycles due to vehicle and bicycle conflict areas and no defined bike lanes. Two Blocks south of Division is a major East/West bike route along Clinton Street, and five blocks north is Harrison Street, another bike roadway. Division Street is not a designated bike roadway.

Bus. Seven Corners is served by the #10 and #4 bus routes.



Transportation Links to the City



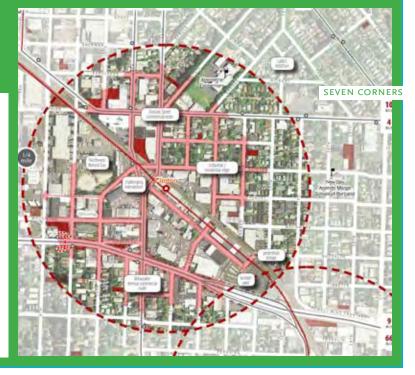
Portland-Milwaukie Light Rail Project
Draft Locally Preferred Alternative Report

Recommendations of the South Corridor
Steering Committee

June 26, 2008

Metro I Prove plant. Open pages.

The preparation of this report was financed in part by the U.S. Department of Transportation. Federal
Transit Administration (FTA). The opinions, findings and conclusions expressed in this report are not
necessarily those of the FTA.



Lightrail. The Portland-Milwaukie Light Rail Project (South Corridor, Lightrail Phase II) will have a stop at SE Clinton Street and 12th Street, 10 blocks from Seven Corners and a 10 minute walk. Tri Met busses will also connect Seven Corners to this stop.

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LADD'S ADDITION

TO THE CITY OF PORTLAND

SITUATED IN THE S.E. QUAR. OF THE

JAS. B STEPHENS, D.L.C.

SECTION, 2, T.I S., R.I.E., W.M.

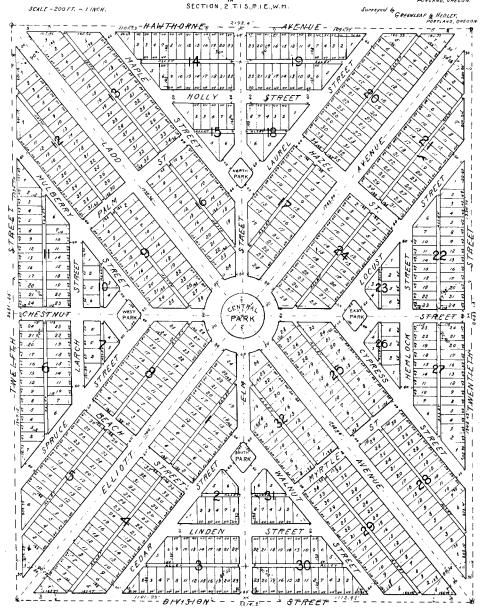
TRUN THE OFFICE OF

THE TITLE GUNRANTEE

AND TRUST COMPANY,

WORCESTER BLOCK,

POFLAND, OPEGON.







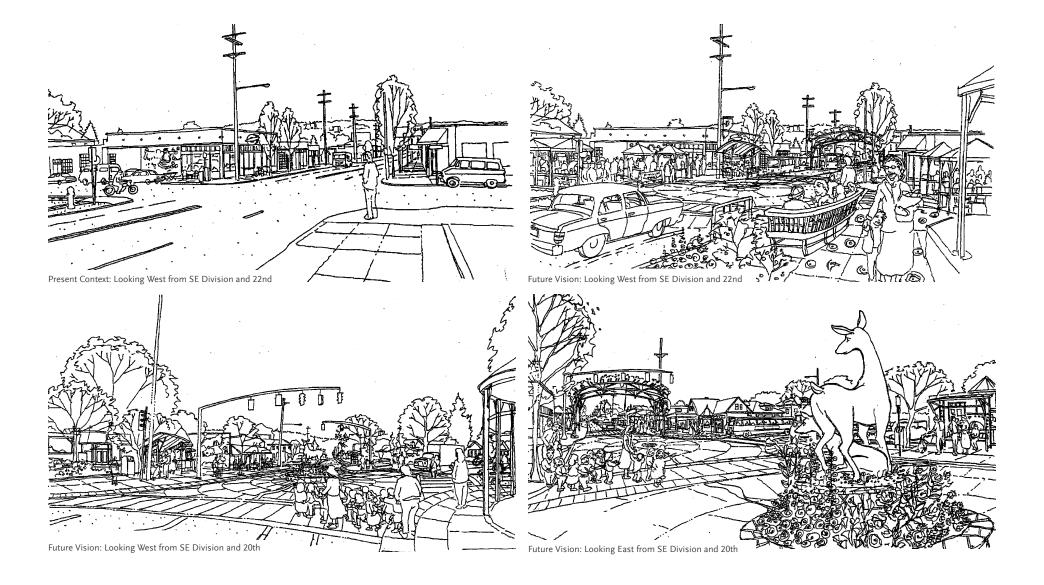
SEVEN CORNERS

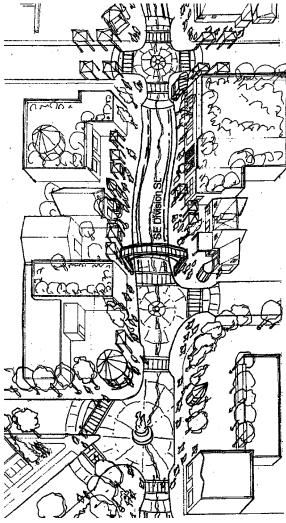


History
Ladds Addition



Ladd's Addition was designated a historic district by the National Register of Historic Places in 1988. The historic district of houses, parks, and commercial buildings has a unique street layout with angled streets leading to a center. The primary angled streets, Ladd and Elliott, create unique street intersections at SE Division and 12th and 20th, and SE Hawthorne and 12th and 20th. The intersection on SE Division and 20th is Seven Corners, and is the only corner that is still very close to the original design of the Ladd's Addition plan. It is a goal of this project to respect the intent of the Historic District at the Seven Corners intersection, and comply with the 1986 Ladd's Addition Conservation District Guidelines.





Future Vision: Aerial view of SE Division Street between 20th and 22nd

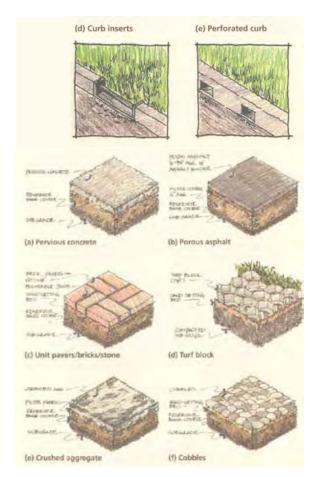
Previous Reports

'Creating a Sense of Place on SE Division Street' February 27, 2001

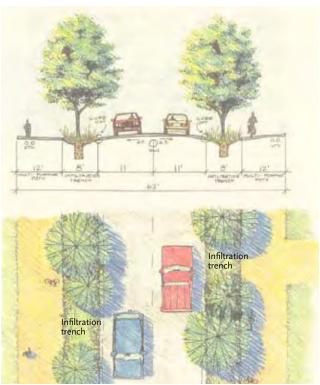


In February 2001, the Division - Clinton Business Association sponsored a community workshop to craft a vision for giving a sense of Place to SE Division. To address the term 'Sense of Place', the workshop focused on the issues that make up a street's identity, such as its economic environment, its relationship to the surrounding community and the experience of its users.

The community members preferred to see less automobile traffic, less paved surfaces, more pedestrian and bicycle friendly environments, more vegetation and green space, and more public space. Community members also favored keeping and supporting small, locally owned businesses along SE Division.



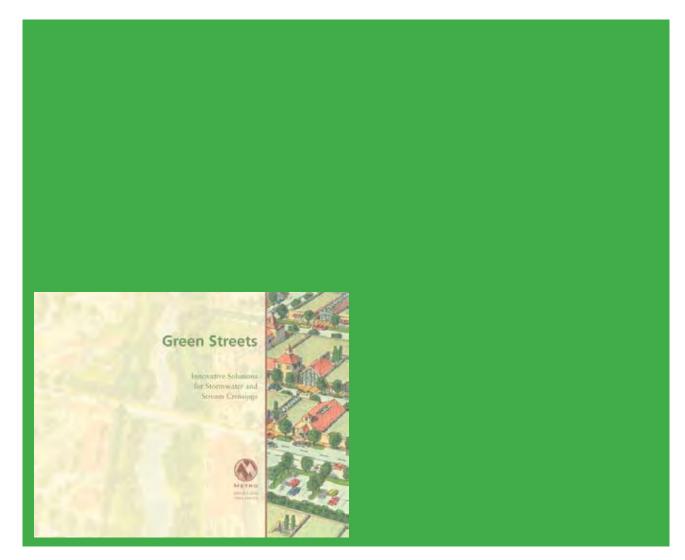
Curb inserts and perforated curbs allow stormwater from the street to enter infiltration trenches, reducing or eliminating the need for stormwater sewers. Pervious pavers and materials also help to manage stormwater sustainably.



Infiltration trenches between sidewalks and roads for sustainable stormwater runoff management.



Tree wells between selected on-street parking spaces improve street tree shading, reduce heat islands, and increase stormwater infiltration areas. In addition, they are a positive addition aesthetically.



Previous Reports
Green Streets

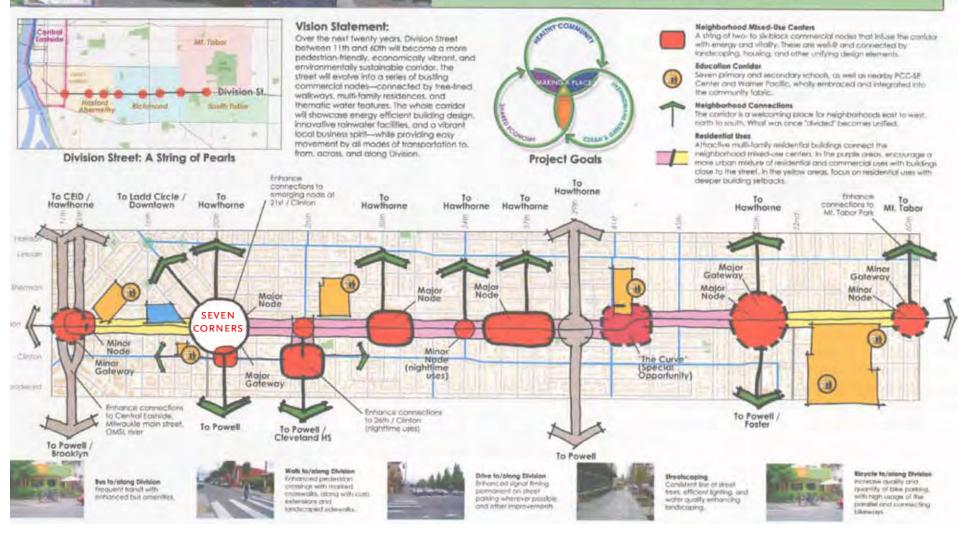
Green Streets Metro, 2002 In June 2002, Metro developed the 'Green Streets' handbook which builds upon the ideas and work completed in Metro's 1997 handbook 'Creating Livable Streets'. 'Green Streets' describes the strategies for designing and implementing environmentally sound streets in the Portland metro area.

The 'Green Streets' handbook describes and illustrates street designs (selected images shown on page 48) with features such as landscape swales for sustainable stormwater management, street trees to reduce heat islands and pervious paving materials that allow infiltration and limit runoff. In short, the goal of these street designs is to greatly reduce the impervious surfaces of concrete and asphalt and replace them with surfaces that allow water to filter naturally through to the soil below the street.

Corridor Concept Plan

Re - envision Division

Making a Place on Division Street





Previous Reports

Division Green Street/ Main Street Plan February 2006 In February 2006 the City of Portland adopted the Division Green Street/Main Street Plan. The plan focused on improving the livability and economic vitality of the Division Street corridor between SE 11th and SE 60th.

The plan includes goals, objectives, and implementation strategies that improve safety for pedestrians, bicyclists, and drivers and improves the quality of the environment of Division Street. Recommendations included: improving traffic signalization; improving access to transit; examining alternative vehicle lane and on street parking configurations; examining sustainable rainwater management techniques; examining land use patterns in relation to existing zoning; and examining zoning changes that support the plan's goals.



The Division Street Reconstruction project is a City of Portland Transportation Project that will run through Seven Corners. This project is currently in the design stage and will be in construction in the next few years. The Repave project extends from SE 12th to SE 60th and will include pavement, curbs, utility work, improved pedestrian crossings, improved sustainable street design. and other features.

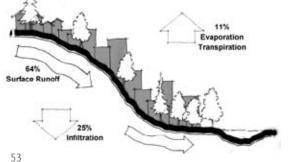


The Hawthorne Slough running into the Willamette prior to urbanization Stormwater naturally flowed into the water table and river system.

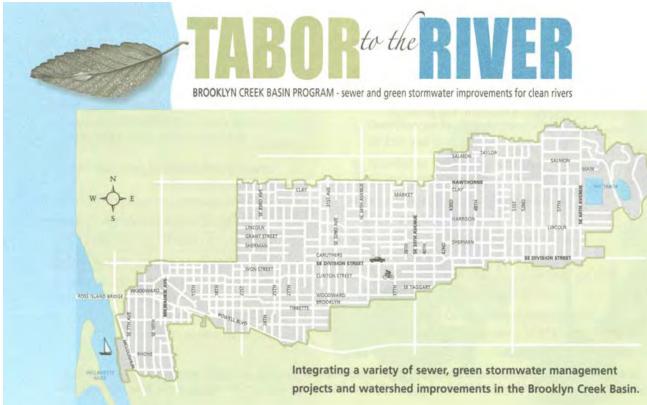


Parallel Projects

Division Street Reconstruction and Tabor to the River







The Tabor to the River project is a City of Portland Sewer Project that will run through Seven Corners. This project is designed to improve sewer system reliability, control combined sewer overflows to the Willamette River, and restore watershed health. The Tabor to the River will increase capacity in the combined sewer system by utilizing green stormwater solutions, repairing of old sewer pipes in danger of failing, replacing pipes that are too small with larger diameter pipes, adding new pipe as necessary, planting trees to slow the flow of rainfall moving over the streets. The city will build the first phase projects in the Mt. Tabor and Richmond neighborhoods. Each area will be designed to fit the unique needs within that area, while meeting basin wide goals. Construction for the first phases of the Tabor to River project will begin in late spring 2009.

	CN1	R1	R2.5	R5
	Neighborhood	Multi Dwelling	Multi Dwelling	Single Dwelling
	Commercial 1	Residential 1000	Residential 2500	Residential 5000
Height Maximum				
Maximum height	30 ft	25/45 ft ³	35 ft	30 ft
Stories	3	4	3	3
Density Maximums FAR ⁵	75.1			
Max. Bldg. Coverage	.75 : 1 85%	60%	20-50%	20-50%
Max. Density	03/0	1 unit/1000 sf	20 30/0	20 30/0
Density Minimums				
Min. Bldg. Coverage				
Min. Density		1 unit/1450 sf		
Setbacks	0.6	2.6	70.6	70 G
Min. Front Setback	0 ft	3 ft	10 ft	10 ft
Min. Side/Rear Setback	0 ft ¹	5 - 14 ft ⁴	5 ft	5 ft
Allowable uses	Residential	Residential	Residential	Residential
selected	Retail, Office Manufacturing ²			
	ivianuracturing			

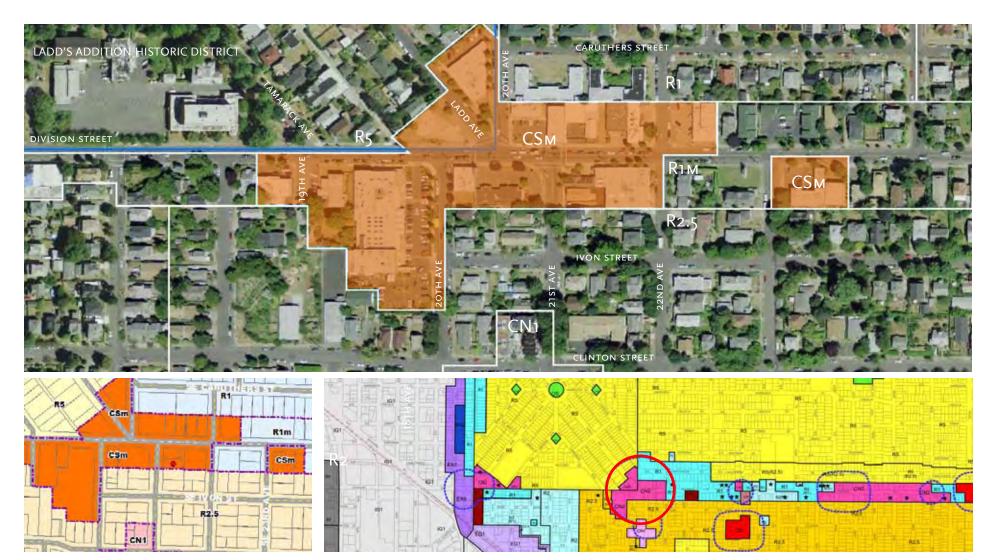
General Notes

- m Main street corridor overlay zone: The main street corridor overlay zone regulations encourage higher density residential uses. See Chapter 33.460.
- I. Ladd's Addition Historic District: Major exterior alterations to historic landmarks and new construction require Historic Design Review, to ensure that historic values are considered and preserved when changes are made.
- II. This chart is a general summary of primary planning and zoning regulations for the predominant zones in the Seven Corners district and is to be used as a preliminary guide only. Consult the City of Portland Title 33 Planning and Zoning Code for detailed and complete planning and zoning regulations.

Notes for above table.

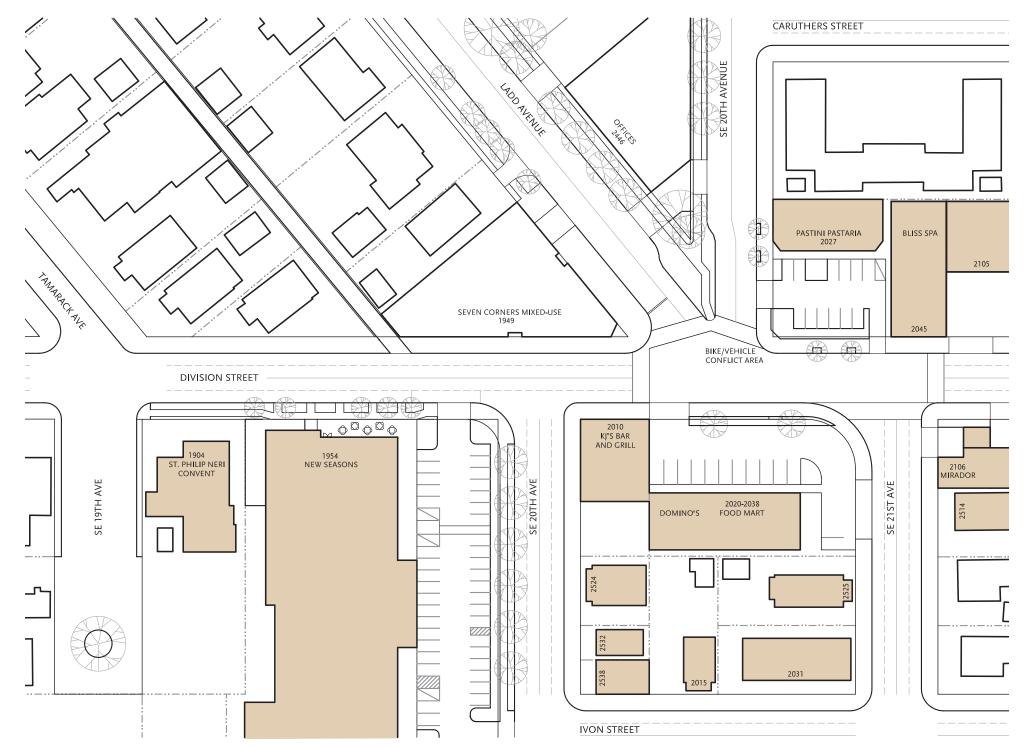
- 1. See table 130-4.
- 2. Limited: See table 130-1
- 3. 25/45: 25 ft. height limit within 10 ft. of front property line, 45 ft. beyond 10 ft. of front property line.
- 4. For variable setbacks (5-14 ft and 0-14 ft), see City of Portland Title 33 Planning and Zoning Code.
- 5. The FAR limits apply to nonresidential development.

 Additional floor area is allowed for residential development. See 33.130.205 and 33.130.253.

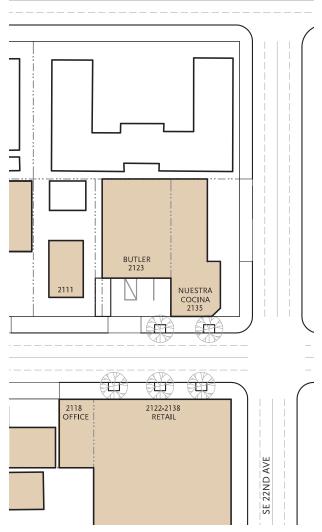


ZoningRegulations and Existing

The Seven Corners area is zoned CSm - Central Storefront with a Main Street corridor overlay. The zoning in this area strives to have an active pedestrian zone with continuous retail frontage with parking behind, above, or below. Parking in front of new buildings with retail, between the sidewalk and building, is not allowable. To the northwest of the CSm zone, in Ladd's Addition, is an R5 zone - single family houses, and to the northeast is an R1 zone - multi family housing. Most of the lots in the R1 zone are single family houses currently. To the south is an R2.5 zone - townhouses allowable, but it is also mostly single family houses.

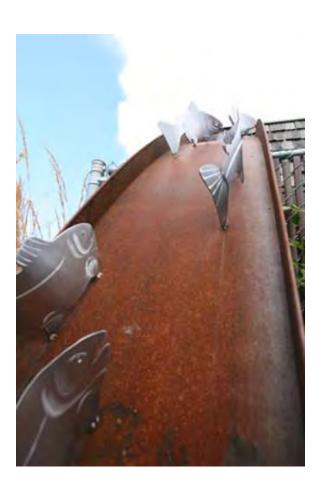


Existing Buildings with Addresses



Street	Address	Tenant	Zone	Site Area (sf)	Current Ownership
SE Division	1904	Saint Philip Neri Convent	CSm	16,830	St Philip Neri Church
	1949	N/A	CSm	9,500	Reach Development
	1954	New Seasons	CSm	56,300	NVG-Seven Corners, LLC
	2010	KJ's Bar and Grill	CSm	5,000	7 Corners Tavern Bldg, LLC
	2020-2038	Domino's / 7 Days Market	CSm	14,689	Belmar Properties, Inc.
	2027-2045	Pastini / Bliss Spa / Vacant	CSm	12,606	Division St, LLC
	2105	Garage / Shop	CSm	5,000	5 Elements NW, LLC
	2106	Mirador	CSm	3,707	Dubrow Dennis TR
	2111	In House Embroidery	CSm	4,500	5 Elements NW, LLC
	2118	Architect office	CSm	1,293	Bob & Jacque Schatz
	2122-2138	Vacant / Tart / Avignon Bar	CSm	10,000	2122 SE Division, LLC
	2123	Butler Promo House	CSm	5,000	Andrew & Jeanelle Butler
	2135	Nuestra Cocina	CSm	5,000	Nuestra Cocina, Inc
SE 20th Ave	2524	Single Family Residence	R2.5m	2,500	Karen Matson
	2532	Single Family Residence	R2.5	1,250	Frances Burger
	2538	Single Family Residence	R2.5	1,250	Sayaka Shibayama
SE 21st Ave	2514	Single Family Residence	CSm	4,800	Dean & Barbara Greiner
	2525	Single Family Residence	R2.5m	5,000	Hau & Joseph Hagedorn
SE Ivon	2015	Single Family Residence	R2.5m	5,000	Paul & Renee Giroux
	2031	Single Family Residence	R2.5	5,000	Roy & Marilyn Carter

A few existing buildings contribute to the pedestrian environment desired for Seven Corners, but there are many opportunities for improvement. New Seasons on the western portion of Seven Corners, at 1954 Division, is a great magnet, an anchor for the district, that brings people to the area to shop and socialize. It also positively contributes to sidewalk activity. On the east of the Seven Corners area, at 22nd Avenue, new retail at 2122-38 Division is a positive addition, and Nuestra Cocina brings people to the area and helps activate the sidewalk. At 1949 Division, at the west corner of Ladd and Division, the area's first mixed use housing and retail project is planned. Retail with parking in front is on both sides of Division at 20th and 21st, and both of these sites are in locations that significantly impact the nature of Seven Corners. All buildings along Division in this area are one story, with no housing above.







The Seven Corners Urban Design Strategy was crafted through a collaboration of Bureau of Planning and Bureau of Transportation staff in conjunction with community members. The collaboration occurred through a number of different means, including a small advisory group, public events, and one-on-one stakeholder meetings. The community advisory group was an informal group of neighborhood representatives and business/property owners that met in between the public events to brainstorm and test concepts before being presented at the larger public events. The major public events included:

Community Outreach Overview

June 26, 2008 – Kick-Off Event – Bureau of Transportation held a public kick-off meeting to explain the design and construction process for the Division Street Reconstruction Project and to launch the Seven Corners Urban Design Strategy.

July 19, 2008 – "Down On The Corner" Event – a community meeting held on-site with a series of walking tours during the afternoon peak rush hour to observe existing conditions first-hand and discuss how people experience the intersection and the area.

October 6, 2008 – Community Meeting – presentation and discussion of three "Future Possibilities".



Community Comments

Transportation Related

- Pro Time lanes are not desirable (parts of SE Tacoma eliminated pro time lanes)
- Pro Time elimination should be considered test not having the lane with temporary paint outs
- Pro Time theme of street coordinated with street configuration
- Left turn lanes should be considered
- Left turns should be prohibited
- Traffic islands or Roundabout with landscape should be considered at intersections
- Crosswalks clearly delineate sidewalk surfaces. Consider raising them slightly
- Reduce amount of impervious surfaces. Other PDOT projects (such as Alberta) have too much concrete
- Permeable pavers in parking lanes.
- Colored permeable pavers to differentiate from the street.
- Street parking desirable to support retail
- Add parking
- Opposed to No Left Turns @ 20th due to access to New Seasons
- Desire to see scramble system for pedestrians and bikes through Seven Corners intersection.

Urban Design Related

- NW 23rd Avenue is a good example for streetscape and should be considered
- Tree Canopy over street is desirable
- Art this neighborhood has many artists this should be reflected in public art
- Art represent history of neighborhood
- Street Lights, Benches, Bike Parking, Tree Canopy
- Gateway to neighborhood
- People feel unsafe at intersections. Consider pedestrian / car buffer at sidewalks
- Create space for streetscapes

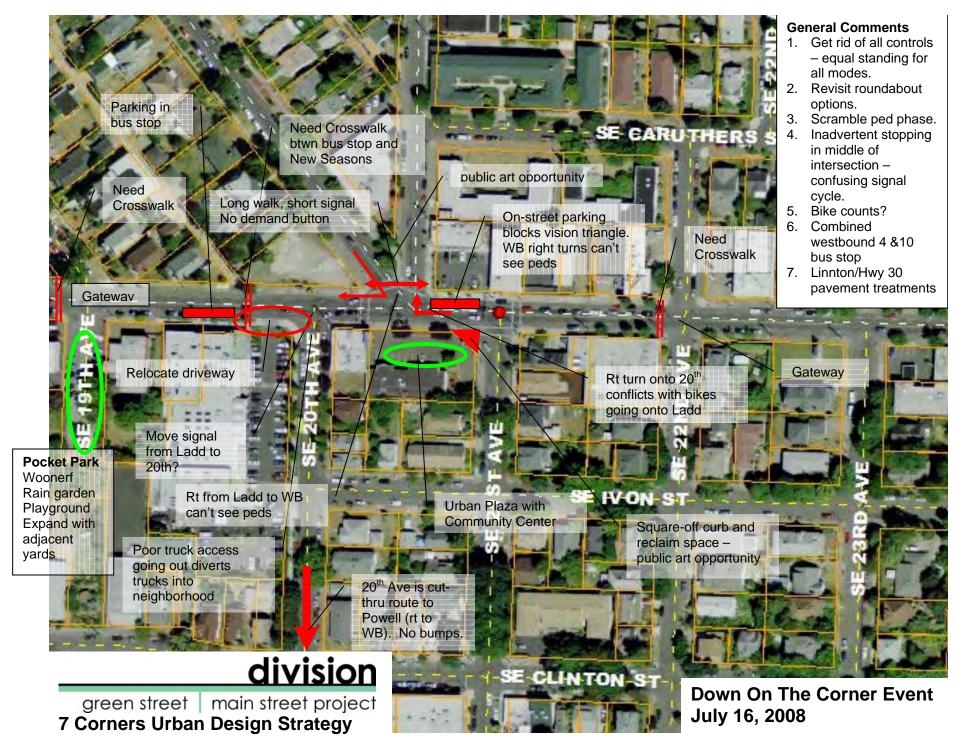
Private

- Building owners/developments to evaluate different building materials
- Owners willing to consider 2nd Floor Residential
- Landscaped Bioswales
- Help business owners

General Concerns and Questions:

- Green Street meets Main Street
- How do we create space for streetscapes?
- 19th owned by city?
- Utility poles and wires ugly

Community Outreach Neighborhood Meeting June 26, 2008 St. Philip Neri





Community Outreach Neighborhood Meeting 'Down on the Corner' July 19, 2008

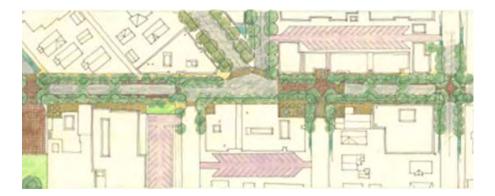
Community Comments

Transportation Related

- Bike / auto conflict at 20th and Division (bikes proceeding straight westbound, potential right hook for cars turning right on 20th or Ladd)
- Bike / auto conflict at 21st and Division (cars cross all lanes to proceed straight into Starbucks parking lot, while bikes are turning left onto Division)
- Need for pedestrian and auto signals to be better synched to avoid conflicts
- Need crosswalk at 22nd and Division
- Resident reported that high volume of cars on SE Caruthers (due to diversion off Division to avoid Seven Corners intersection). Cars also speeding down Caruthers between 22nd and 24th.
- Recommendation to make Caruthers one-way (westbound) between 20th and 22nd + diagonal parking on north side of street (parking restricted south side).
- The "No Right Turn on Red" signs are not visible at night need to be illuminated. Cars still violate.
- Need more stop signs on 24th (from Hawthorne to Division) since cars view the street as quick and easy cut through.
- Desire to see scramble system for pedestrians and bikes through Seven Corners intersection.
- Cars are diverting onto SE Ivon. Request for 4-way stops at intersections along Ivon to increase safety.
- SW Corner of Division and 21st corner is currently cut way back and leaves pedestrians feeling exposed to turning vehicles/bikes. Request to improve corner radius and build-out. Note: corner may be cut back to support bus/freight turning movements. Will need to look into. Resident suggested possible use of mountable curb to improve pedestrian environment but still allow bus/freight to turn.
- Signage needed for bikers to activate signal at Ladd/Division. If not activated and no car queued, then will miss signal cycle.
- Improve pedestrian crossing at 21st. Needs to be more visible and pronounced.

Urban Design Related

- Need to activate space bring buildings to the street, create feeling of dense, active space
- Create public community space at intersection
- Improve pedestrian environment at intersection currently not friendly or safe feeling environment.
- Some elevated/flyover design for pedestrian movement.
- Visibility issues at night at 7C intersection. Report of vehicles not being able to see pedestrians and bikes due to dark street. Request for street lighting



Future Possibility 1 - Ladd Square



Future Possibility 2 - 'T' Intersection at 21st



Future Possibility 3 - 21st Avenue Corridor

Community Outreach Community Meeting October 6, 2008

Community Comments

Future Possibility 1 - Ladd Square

- This scheme is pedestrian friendly
- Ladd Avenue is currently used as a thoroughfare. This option would reroute cars cutting through Ladd Avenue.
- Reduces safety issue of cars and bikes on Ladd Avenue.
- Addresses issue of signals at Seven Corners
- Opportunity to reroute Bus 10 (straight north on 20th rather than through Ladd's Addition)
- Concern for traffic rerouting from Ladd and overloading other streets (Cypress, Tamarack, Caruthers, etc.)
- Changes the historic feature of Ladd's Addition gateway entrance is altered
- REACH project access is limited and will put resident's cars exclusively on Ladd Avenue.

Future Possibility 2 - 'T' Intersection at 21st

- Option involves a "wait and see" notion in terms of rezoning and commercial development
- How does this option help pedestrians and bikes?
- One has to be a participant in the commercial space to be a part of the activity, rather than having a communal public open space.

Future Possibility 3 - 21st Avenue Corridor

- Where do you park?
- Starts to take away from the "local" too much commercial
- Parking on an active commercial street coupled with biking is problematic
- Relies heavily on private development

General Concerns and Questions:

- Top two issues: transportation and urban design
- Seven Corners is a special place when people enter, they should reduce their driving speed
- Right on 20th (northbound) from Division is dangerous
- Are we diverting commuter or neighborhood traffic?
- Skip signal option for existing Ladd and 20th at intersection
- Combine Future Possibility 1 and 3
- Is it possible to separate bike and pedestrian traffic?
- Can bikes and pedestrians move through side streets and alleys?
- 4 lanes vs. 2 lanes: "Can you have your cake and eat it too?"
- As commercial activity increases, traffic increases street should accommodate
- Division needs to be utilized as an E-W through street
- 4 Lanes seems to be feasible, but traffic calming is needed
- Lanes may be used for bio-swales when converting from 4 lanes to 2 lanes.