Existing conditions
Transportation

NW 13th is a level surface street with a 60-foot wide right-of-way, including the loading docks. The roadway width is 22 feet with two-way traffic and no centerlines, except at the new signalized intersections at NW Glisan and NW Everett.

Loading docks, pedestrian stairs, and ramps are allowed in lieu of sidewalks for a maximum projection of 11 feet into the right-of-way. Depending on loading zones, on-street parking is available on one or both sides of NW 13th with certain time restrictions (generally two-hour time limits). Parallel parking is allowed adjacent to docks and 90-degree head-in parking is allowed where there are no docks.

Similar to the urban form and street grid of the Pearl District, NW 13th adheres to the 200-foot by 200-foot block grid with dense mixed commercial and residential development. NW 13th functions informally as a shared street.

Transit

The Pearl District is well-served by the Portland Streetcar - all three streetcar lines lie within three blocks of NW 13th. Of these three, the NS Line is the only line to intersect NW 13th, and the stop at NW 13th and Lovejoy is the only transit stop along the entire length of NW 13th.

The streetcar stops in the Pearl District are some of the busiest in the entire Portland Streetcar system. Out of 72 overall stops, the stops at NW Couch on NW 10th and NW 11th have an average of 1,177 and 1,089 on and off boardings each day, making them the third and seventh busiest stops in the system. The stop at NW 13th and Lovejoy is the 28th busiest station in the system with 413 on and off boardings each day on average.

There are three TriMet bus lines in the Pearl District. Two of these bus lines, the 16 and 20, run along the northeastern and southern edges of the Pearl District, respectively. Only the 77 runs through the neighborhood - heading eastbound on NW Glisan and westbound on NW Everett. None of these three bus lines are frequent service lines. As recently as 2012, TriMet buses 9 and 17 also ran through the Pearl District, but those have since been rerouted.

Table 1: Average daily on and off boardings for Portland Streetcar in the Pearl District

<table>
<thead>
<tr>
<th>Streetcar Stop</th>
<th>Average Total On and Off Boardings</th>
</tr>
</thead>
<tbody>
<tr>
<td>NW 10th and Couch</td>
<td>1,177</td>
</tr>
<tr>
<td>NW 11th and Couch</td>
<td>1,089</td>
</tr>
<tr>
<td>NW 11th and Johnson</td>
<td>873</td>
</tr>
<tr>
<td>NW 10th and Johnson</td>
<td>626</td>
</tr>
<tr>
<td>NW 13th and Lovejoy</td>
<td>457</td>
</tr>
<tr>
<td>NW 14th and Northrup</td>
<td>341</td>
</tr>
<tr>
<td>NW 11th and Marshall</td>
<td>316</td>
</tr>
<tr>
<td>NW 12th and Northrup</td>
<td>173</td>
</tr>
</tbody>
</table>

Table 2: Average daily on and off boardings for TriMet bus stops in the Pearl District

<table>
<thead>
<tr>
<th>Route Number</th>
<th>Direction</th>
<th>Stop Location</th>
<th>Total Ons and Offs</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>W Burnside and SW 10th</td>
<td>312</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>W Burnside and NW 10th</td>
<td>284</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>W Burnside and NW 12th</td>
<td>222</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>W Burnside and NW Park</td>
<td>209</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>W Burnside and SW 12th</td>
<td>199</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>W Burnside and NW 8th</td>
<td>159</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>NW Glisan and Broadway</td>
<td>111</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>NW Everett and 11th</td>
<td>93</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>NW Glisan and 13th</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>NW Glisan and 14th</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>NW Glisan and 12th</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>NW Everett and Broadway</td>
<td>54</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>NW Everett and 14th</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>77</td>
<td>NW Everett and Park</td>
<td>25</td>
<td></td>
</tr>
</tbody>
</table>
Parking usage

There are a total of 229 on-street parking spaces along 34 block faces on NW 13th. The Central City Parking Occupancy and Turnover Analysis found that occupancy on NW 13th and surrounding areas in the North Pearl and South Pearl in general was highest during peak periods at 1pm and 7pm, pushing close to 90 percent.

In the Pearl District, off-street parking construction is regulated by maximum ratios that are calculated by square footage for varying land use types. On NW 13th there are two parking garage entrances between NW Couch and W Burnside, and one off-street parking surface lot at NW Glisan and 13th, which is set to be redeveloped with a parking garage that will face NW Glisan.

Traffic operations and counts

The Pearl District has a system of traffic access and local service streets. Traffic access streets act as portals into the Pearl District for transit (buses and streetcar), motor vehicles, and emergency vehicles. Traffic access streets include W Burnside, NW Everett, NW Glisan, NW Lovejoy, and NW 14th, all of which have higher automobile traffic volumes. Local service streets carry lower traffic volumes and serve to circulate people within the district. NW 13th is designated as a local service street.

Bicycling

The Pearl District has a plethora of low-stress east-west bicycle routes. There are three neighborhood greenways and two shared roadways. NW Flanders will soon have a pedestrian- and bicycle-only bridge over I-405 and will then be designated as a neighborhood greenway.

There is a dearth of north-south bicycle routes through the Pearl District, and those that do exist are on higher-traffic streets. A northbound bike lane on NW 14th and a southbound bike lane on NW Broadway are the most prominent routes. PBOT has designated NW 13th as a shared roadway bicycle street. The North Park Blocks also have bicycle infrastructure, but this only stretches from W Burnside to NW Hoyt. The streetcar tracks on NW 10th and NW 11th limit the number of potential streets for north-south bicycle travel.

BIKETOWN has a strong presence on and around NW 13th with eight stations in the Pearl District. While PBOT does not yet have a data-sharing agreement, PBOT has told Rethink Streets that NW 13th and Marshall is one of the highest-performing stations in the system. And of the remaining seven stations, four are located within two blocks of NW 13th.

Table 3: Automobile traffic counts in the Pearl District near NW 13th

<table>
<thead>
<tr>
<th>Street</th>
<th>Cross-Street</th>
<th>Mode</th>
<th>ADT Hour Volumes</th>
<th>AM Peak Hour</th>
<th>PM Peak Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>NW 14th</td>
<td>I-405 Pwy Ramp/Davis</td>
<td>Auto</td>
<td>13,615</td>
<td>1,087</td>
<td>912</td>
</tr>
<tr>
<td>NW Everett</td>
<td>16th</td>
<td>Auto</td>
<td>10,630</td>
<td>780</td>
<td>613</td>
</tr>
<tr>
<td>NW Glisan</td>
<td>17th</td>
<td>Auto</td>
<td>8,902</td>
<td>674</td>
<td>583</td>
</tr>
<tr>
<td>NW 14th</td>
<td>Irving</td>
<td>Auto</td>
<td>8,600</td>
<td>733</td>
<td>683</td>
</tr>
<tr>
<td>NW Marshall</td>
<td>13th</td>
<td>Auto</td>
<td>4,740</td>
<td>314</td>
<td>429</td>
</tr>
<tr>
<td>NW 12th</td>
<td>Davis</td>
<td>Auto</td>
<td>4,107</td>
<td>276</td>
<td>386</td>
</tr>
<tr>
<td>NW Couch</td>
<td>12th</td>
<td>Auto</td>
<td>3,490</td>
<td>251</td>
<td>380</td>
</tr>
<tr>
<td>NW Johnson</td>
<td>12th</td>
<td>Auto</td>
<td>3,069</td>
<td>166</td>
<td>383</td>
</tr>
<tr>
<td>NW Overton</td>
<td>11th</td>
<td>Auto</td>
<td>2,945</td>
<td>225</td>
<td>289</td>
</tr>
<tr>
<td>NW 12th</td>
<td>Davis</td>
<td>Auto</td>
<td>2,635</td>
<td>166</td>
<td>270</td>
</tr>
<tr>
<td>NW 14th</td>
<td>Quinby</td>
<td>Auto</td>
<td>1,573</td>
<td>217</td>
<td>142</td>
</tr>
<tr>
<td>NW 14th</td>
<td>Raleigh</td>
<td>Auto</td>
<td>1,670</td>
<td>182</td>
<td>142</td>
</tr>
<tr>
<td>NW Flanders</td>
<td>14th</td>
<td>Bike</td>
<td>1,025</td>
<td>70</td>
<td>139</td>
</tr>
<tr>
<td>NW Overton</td>
<td>11th</td>
<td>Bike</td>
<td>1,006</td>
<td>79</td>
<td>128</td>
</tr>
<tr>
<td>NW Johnson</td>
<td>12th</td>
<td>Bike</td>
<td>796</td>
<td>36</td>
<td>103</td>
</tr>
</tbody>
</table>

Source: PBOT Traffic Counts, 2012-2016
Street cross sections
Activity scans

An activity scan is not the same as a screen-line count - instead, an activity scan is designed to capture activity of those who are spending time in a space, not simply moving through it. An activity scan also captures data on parked cars and bicycles. The Rethink Streets team completed three activity scans along the full length of NW 13th - during weekday off-peak, weekday evening peak period, and a weekend. Note: these scans were conducted in February, 2017. Normally activity scans are conducted in the summer months.

While qualitative observations reveal a healthy amount of pedestrians on NW 13th, few of these are picked up in an activity scan. Therefore, it appears that most of these pedestrians are moving through NW 13th, not staying on the street or lingering between the different businesses.

There were notable differences between the weekday activity scans and the weekend activity scan. Unsurprisingly, there was many more pedestrians on the weekend - 106 pedestrians were tallied on the weekend scan, while the two weekday scans tallied 53 and 39 pedestrians. The different days of the week also seemed to influence the gender balance of pedestrians on NW 13th. The weekend scan recorded nearly equal numbers of males and females on the street, but the two weekday scans found that males outnumbered females at a rate approaching three to one.

There was much more pedestrian activity on the west side of NW 13th. This shouldn't be surprising since there are two large construction projects between NW Everett/NW Flanders block and the NW Johnson/NW Kearney block that have closed access to the east side of the street. However, the weekday peak period close to three times as many people on the east side of NW 13th. This may be due to the large amount of southbound automobile traffic on NW 13th around rush hour, which could make the west side of the street less attractive to pedestrians.

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Events and businesses

Events are quite common along NW 13th given its unique nature within the heart of the city. As such, we wanted to make sure that whatever we were recommending in the final report actively represented the kinds of events that claim NW 13th as their home. The specific events we researched were:

- **Pearl District Block Party**: Hosted by the Pearl District Neighborhood Association, every year this annual fundraiser and block party is an opportunity to raise funds for neighborhood upkeep. It includes closing down NW 13th between NW Irving and NW Hoyt. Many restaurants around the neighborhood contribute food at no charge and turn the street into a mini ‘taste of the Pearl’. In addition to live music and great food while mingling with your neighbors, the PDNA hosts a raffle.

- **First Thursday**: The Downtown and Pearl District art galleries open up on the “First Thursday” of every month for an evening of art, wine and music. Locals and visitors walk from gallery to gallery to view all of the new art exhibits.

- **Pints in the Pearl (June)**: Portland’s newest beer festival, Pints in the Pearl, is free and open to all ages, with food, music, family friendly entertainment, and exclusive beers from breweries in the Pearl District.

- **Portland Fashion Week (September)**: Hosted in Pure Space, Portland Fashion Week has a focus on sustainable and philanthropic designers, with shows each night towards the end of September. According to their website, “Portland Fashion Week is committed to reducing our carbon footprint by producing fashion shows which embrace sustainable practices, and dedicated to providing a continuing innovative platform supporting creative minds and building connections to the world fashion community.”

- **Urban Air Market (September)**: Urban Air Market, a curated outdoor marketplace for sustainable design, is back for a fourth year in the Pearl District. Urban Air Market invites attendees to discover and shop all things local, from apparel and accessories, to home goods and body products.

**Events in Pearl near NW 13th**

Art in the Pearl (September): Portland Oregon’s annual Fine Arts & Crafts Festival, occurs every year on Labor Day weekend. Over one hundred artists show and sell work ranging from fine wooden furniture to beautiful paintings to photography, glass, clay, metal, jewelry, and more.

**Business hubs on 13th**

Hubs of businesses were observed along the street. While we recognize that residents live all along the street and therefore are an important part of the street, the businesses often define the area.

**Local Service Hub**

The collection of businesses between NW Northrup and NW Johnson that serve foot traffic can be seen as serving locals. All different kinds of services are included in this stretch of NW 13th: groceries (e.g., Safeway), bars and breweries (e.g., BridgePort Brewing), fitness (e.g. Pure Barre), health (e.g., Legacy GoHealth Urgent Care), and coffee shops (e.g., Sisters Coffee Company).

The NS Line for the streetcar runs through the local service hub, connecting residents to other services in the Pearl District and in downtown Portland.

**Employment and Visitors Hub**

A second hub, to the south of NW Johnson, is a collection of retail stores and restaurants that serve both visitors and nearby locals, and is also home to large employers and offices.

These employers include companies such as Keen (who are headquartered at NW 13th and Glisan), Aveda Institute, Wieden+Kennedy, real estate companies, other professional services, and creative space offices that lease out space to start-up companies. This hub is also home to many restaurants (e.g., Till, Andina, Irving St Kitchen), and specialty shops (e.g., Filson, Hunt and Gather).

**Ground floor land use along NW 13th**

*Local Services Hub*

*Visitor and Employment Hub*
Demographics

Demographically, the Pearl District, especially the area around our study area, has experienced tremendous change over the past twenty years.

Whereas in 1990 the area had very few residents, the population has grown almost five times in only 25 years. This population is homogeneous, with a racial makeup of mostly Non-Hispanic White and Asian people of working age, more than Portland as a whole. In addition, the Pearl District has many fewer families than Portland overall, but that statistic is changing.

As density and population have increased, there has been an increase in both household and per capita income. These are smaller households, meaning individuals are wealthier overall, with high education levels and a large share of professional jobs.

While there is a high population density, which includes many affordable housing units, the share of population below the poverty level dropped from 44 percent of 617 in 1990 (about 270 people) to 8 percent of 2,908 in 2015 (about 230 people). This, as well as the decreasing number of people of color (aside from Asians) over time shows that there has been at least some displacement over the past 25 years, despite efforts from the city.

### Table 1: General information and age distribution, census block 50 and City of Portland

<table>
<thead>
<tr>
<th></th>
<th>Census Block 50 (NW 13th)</th>
<th>City of Portland</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Information</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population</td>
<td>617</td>
<td>437,319</td>
</tr>
<tr>
<td>Population Density</td>
<td>2,139</td>
<td>3,508</td>
</tr>
<tr>
<td>Households that are Families</td>
<td>18%</td>
<td>56%</td>
</tr>
<tr>
<td>Average household size</td>
<td>-</td>
<td>1.5</td>
</tr>
<tr>
<td>Age distribution (%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;18</td>
<td>5%</td>
<td>22%</td>
</tr>
<tr>
<td>65&lt;</td>
<td>5%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: ACS 2015 data

### Table 2: Income, education and profession & race and ethnicity, census block 50 and City of Portland

<table>
<thead>
<tr>
<th></th>
<th>Census Block 50 (NW 13th)</th>
<th>City of Portland</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income (in $2015 Dollars), Education, and Profession</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median household</td>
<td>$25,633</td>
<td>$47,249</td>
</tr>
<tr>
<td>Per capita</td>
<td>$27,382</td>
<td>$26,730</td>
</tr>
<tr>
<td>College Degree or Higher</td>
<td>79%</td>
<td>26%</td>
</tr>
<tr>
<td>Professional/Managerial/Technical</td>
<td>71%</td>
<td>61%</td>
</tr>
<tr>
<td>Population Below Poverty</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>Median Gross Rent</td>
<td>$640</td>
<td>$698</td>
</tr>
<tr>
<td>Race and Ethnicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White/Non-Hispanic</td>
<td>86%</td>
<td>85%</td>
</tr>
<tr>
<td>Black/Non-Hispanic</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Asian</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Other race/two races or more</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Not Hispanic/Latino</td>
<td>96%</td>
<td>97%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: ACS 2015 data
In order to better understand the different types of users of NW 13th, Rethink Streets has conducted site visits while keeping an observation diary. Inspired by landscape architect Walter Hood's approach towards understanding context through observation, these visits allowed us to understand how different users use NW 13th.

The following images and diary pages were taken at various times and days of the week. They capture the diversity of some of its users and shed light into their activities on the street. This information is useful for capturing qualitative data that is otherwise not available.

The people captured in this series of site visits include:

- A group of skateboarders doing tricks on handrails
- An architect collecting paint samples on a raised platform
- A couple walking together on the street
- An older adult walking on the street with her stroller
- A café-goer working on her laptop inside a coffee shop
- A mom with her baby in a stroller walking on the street

Each story is accompanied with a photo that speaks to the experience of each user. All of the user-stories take place outdoors, except for the café-goer. While there are many other types of users in the area, this collection shows that people use this street different than many other streets in Portland. For the skaters, the raised platform and street are a place for sports and recreation. For the architect, the raised platform is an extension of her workspace. For the couple, the street is a place to walk and hold hands. For the older adult, the street is perhaps the easiest way to move along NW 13th. For the café-goer, the coffee shop is her temporary workspace. For the mom and her baby, the street is the best place to move with a stroller.