

THE ST. JOHNS TOWN CENTER CONNECTIVITY STUDY

*ASSESSING THE NEEDS
OF PEDESTRIANS,
BICYCLISTS AND
TRANSIT USERS IN THE
ST. JOHNS
TOWN CENTER*

PROJECT CONTRACT

PREPARED FOR
THE ST. JOHNS CONNECTIVITY STUDY
ADVISORY COMMITTEE

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1

INTRODUCTION

PROJECT LOCATION

The St. Johns Town Center is located within the boundaries of the St. Johns neighborhood in North Portland. Designated as a Town Center by the *Region 2040 Plan*, its location is ideal. The central business district is generally accessible from all directions, uninhibited by any major human or natural barriers. Consequently, its patronage is drawn from a large and diverse population base, with the St. Johns neighborhood to the north, and the Cathedral Park Neighborhood to the south.

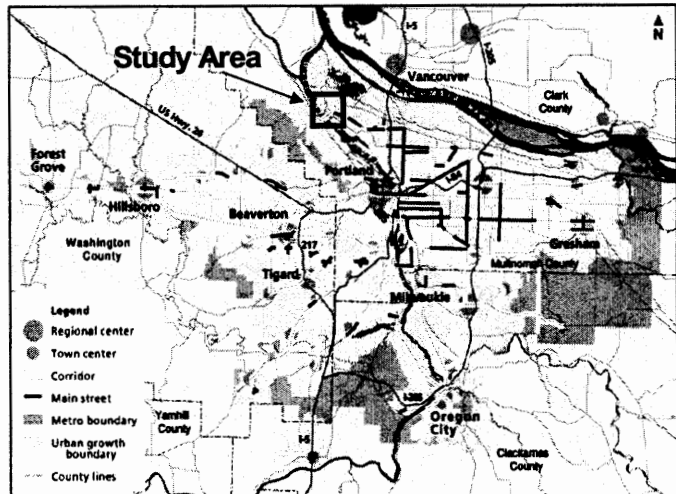


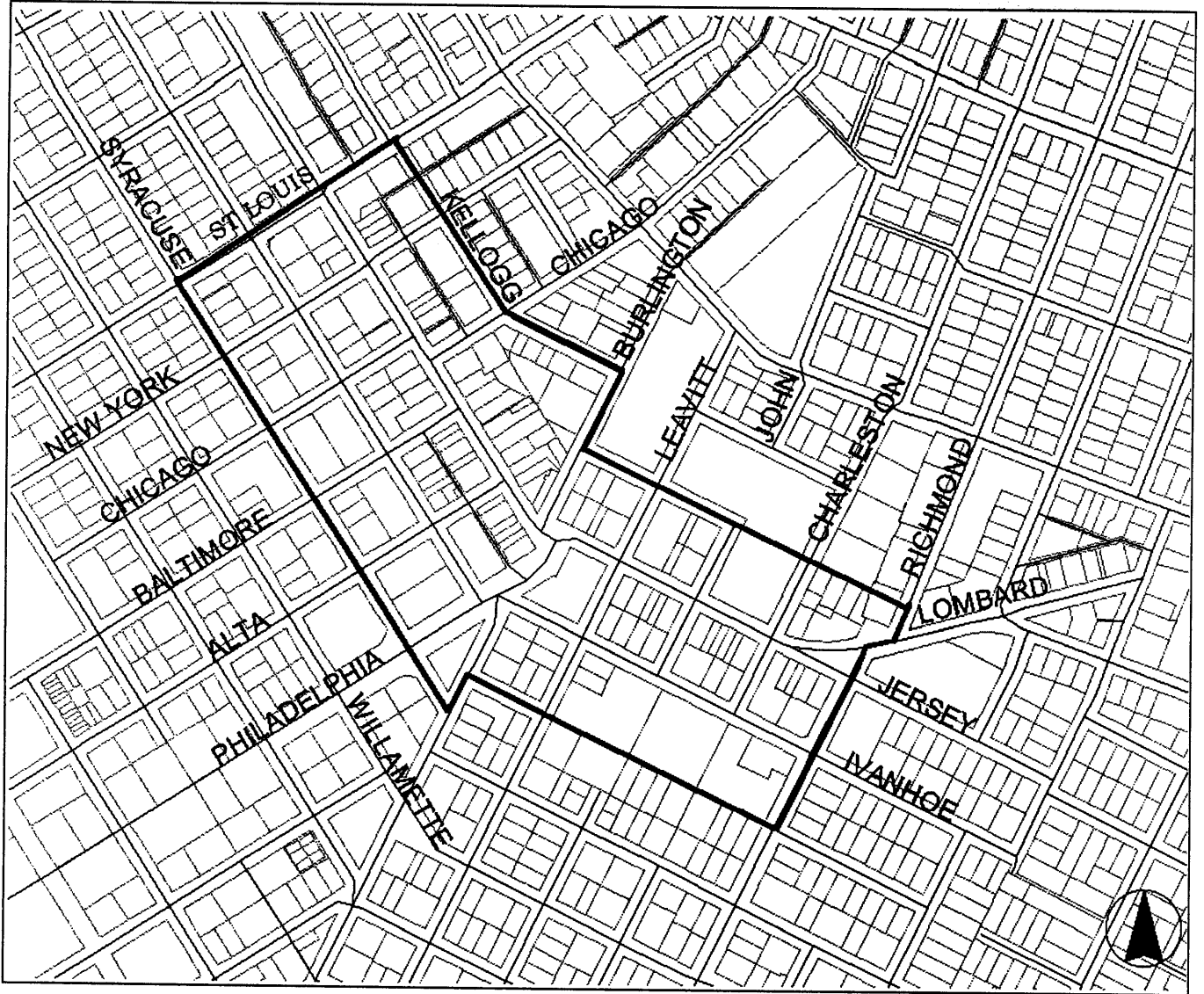
Figure 1. Study Area Location on 2040 Growth Concept Map (courtesy of Metro)

The St. Johns Connectivity Study is confined to a much smaller geographic area than that defined by the *Region 2040 Plan*. For the purposes of this project, the study area is confined to the Town Center's central business district, and is generally bounded on the north by Kellogg Street, the south by Syracuse Street, the east by Richmond Avenue, and the west by St. Louis Avenue. See Figure 2 for a map of the study area.

PROBLEM STATEMENT

In the past, transportation related planning efforts in the St. Johns Town Center have maintained a primary emphasis on improving automobile circulation and access to the central business district. While these past efforts attempted to plan for accessibility by alternative modes, including pedestrian, bicycle, and mass transit, a number of shortcomings remain. Consequently, residents choosing to access the Town Center via alternative modes are faced with inadequate circulation infrastructure

Figure 2. Project Study Area



and related facilities. As a Metro designated Town Center, the central business district provides local opportunities for shopping and employment, increasing the likelihood of multi-modal trips. Primary importance must be given to planning for the accessibility of alternative modes to, from, and within the St. Johns Town Center, and the existing shortcomings must be addressed.

PROJECT SCOPE

As stated, the focus of this project will be assessing the needs of pedestrians, bicyclists, and transit users in the St. Johns Town Center. This is best accomplished by conducting a connectivity study that addresses both the connections to the Town Center from the adjoining residential areas, and between destinations within the Town Center.

The process and final product are designed to replicate the early stages of a neighborhood planning project, wherein extensive information is compiled regarding the study area's existing conditions. In such a city planning effort, information would be collected on relatively large scale, with regard to both geography and substance. In order to make the St. Johns Connectivity Study manageable, the geographic focus was narrowed to include only the central business district, and the substance to be addressed includes only those existing conditions affecting pedestrians, bicyclists, and transit users. The project team's ultimate intent is to produce a product that will be useful to future planning efforts in the St. Johns area, as well as the citizens who will participate in them.

REGIONAL SIGNIFICANCE

St. Johns is designated as a Town Center in Metro's 2040 Growth Concept. Town Centers serve surrounding communities' needs for goods and services and in some areas as employment centers. The isolated location of St. Johns, on the peninsula between the Willamette and Columbia Rivers, makes the Town Center's functionality vital to its surrounding neighborhoods. As a central business district, the primary purpose of the St. Johns Town Center is to serve local needs, ultimately increasing the likelihood of multi-modal trips, and ideally reducing the residents' regional impacts on traffic congestion.

The St. Johns Connectivity Study will examine pedestrian, bicycle and transit elements that contribute to the Town Center's ability to function in a manner that serves its surrounding community. These connectivity elements are vital to the success of any Metro designated town center.

CLIENT

Introduction

The project team formed the St. Johns Connectivity Study Advisory Committee (the Committee) to serve as the client. Members of the Committee include stakeholders with an interest in the St. John's community and "experts" in local issues. The careful selection of the Committee members ensures that the project team will adequately address the specific needs of the St. Johns community.

A list of potential Committee members was created during team brainstorming sessions, and was further refined with the assistance of neighborhood groups and contacts at several city bureaus familiar with the St. Johns neighborhood. Upon initial contact with the potential Committee members, team members presented them with a handout explaining the project's objectives, work plan, and client expectations (see Appendix A). In most instances, this was done during an initial meeting/proposal session, and potential members demonstrating interest in the project were presented with a draft copy of this contract for their review. Their comments and impressions during and after this initial meeting served as a scoping process for the project team, in which the problem statement and methodology were further defined.

Committee Members

Local Business Owner

Representation of business interests in the Town Center is a vital part of a well-balanced advisory committee. Therefore, the project team has identified a potential long-time business owner, Bob Leveton of The Man's Shop, as a representative of the business community in the St. Johns Town Center. Mr. Leveton not only owns a business in the study area, but his primary residence is located there as well. He will provide the team with knowledge and guidance of business interests in the St. Johns Town Center, both currently and historically.

St. Johns and Friends of Cathedral Park Neighborhood Associations

The neighborhoods surrounding the St. Johns Town Center are the immediate source of its patronage, and the greatest determinant in its success or failure. It is therefore necessary to have representatives from each of the respective neighborhood associations represented on the committee

Carola Fitzhugh, Resident

Carola Fitzhugh is currently a resident of the Shrunk Towers, which is operated by the Housing Authority of Portland and home to approximately 120 seniors and disabled individuals. Demographic data for the St. Johns neighborhood indicates that a large elderly population is present, elevating the need for their representation and feedback in this study. Carola will help bring this

perspective, as well as acting as a link to the specific needs of Shrunk Towers residents.

Steve Gerber, Portland Department of Transportation

Steve Gerber is a transportation planner with Portland Department of Transportation. He brings technical transportation and planning expertise to the Committee. He is currently in charge of coordinating the St. Johns Truck Study that is accessing the truck routes from the Rivergate District through the St. Johns area. He also has ten years of experience with the City of Portland, Bureau of Planning.

Mike Verbout, James John School

Mike Verbout is the principal of James John Elementary School, which is located within to the Town Center. He brings the important perspective of children's pedestrian and bicycle safety and satisfaction issues to the committee. He also has a history in the community and has connections with many other community members.

Client Expectations

The committee will be required to meet at least three times during the duration of the project, with informal meetings more frequently. Committee members have agreed to maintain open lines of communication with team members, responding to their requests for information or input as timely as possible. Conversely, the team will provide Committee members with the minutes of each week's meetings, progress reports associated with attaining benchmarks, and the final product. The careful selection of the Committee members ensures that that the project team will receive constructive feedback and guidance throughout the life of the project.

AREA HISTORY

Located on a rise overlooking one of the earliest settlement sites on the Portland peninsula, the St. Johns Town Center still retains a considerable amount of its character as a turn of the century commercial district.

Named for its pioneering settler, James John, St Johns was founded in 1852 approximately six miles downstream from Portland. Like many early Oregon pioneers, John envisioned the region’s great commercial potential. The original town site was located at the river’s edge and is the general area presently bounded by the river to the west, Decatur Street to the east, John Street to the south, and Burlington to the north.

As more settlers arrived, home sites began moving up the hillside away from the flood plagued edge of the river. Gradually enough settlers arrived and the City of St. Johns was incorporated in 1865.

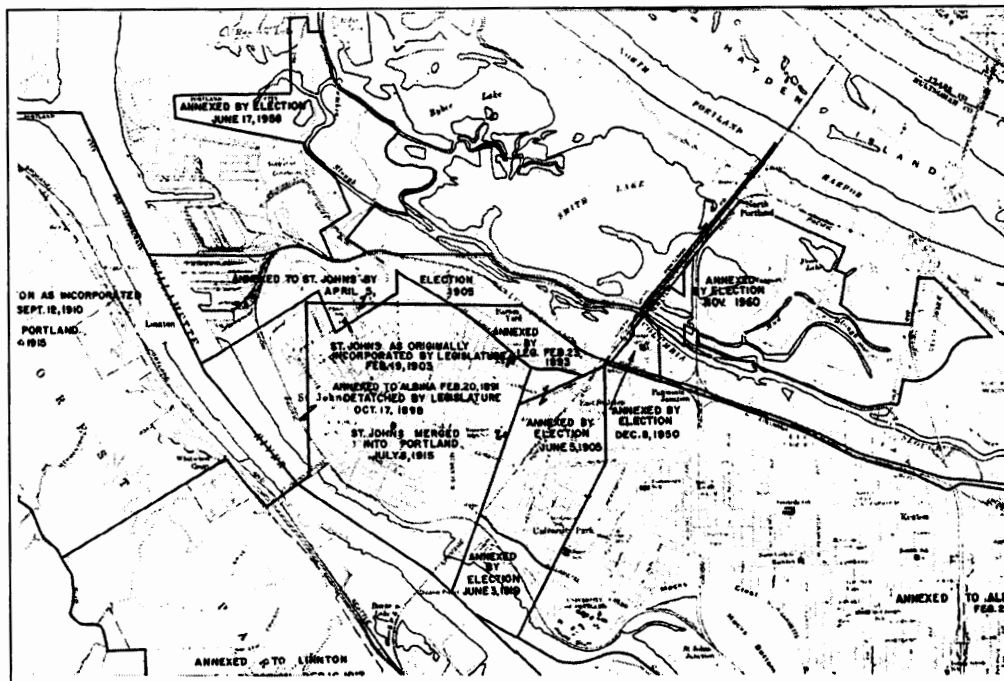


Figure 3. St. Johns Annexation Map

Encouraged by liberal annexation laws, the City of Albina annexed nearly all of the north peninsula in February 1891. Later, in July 1891, Albina was consolidated with East Portland and Portland into one city, Portland [Figure 3]. Due to the lack of adequate city services and dissatisfaction of higher taxes levied by Portland led the residents of St. Johns to secede in 1895. The city was later incorporated in February 1903 and once again St. Johns was a separate city.

Around that time local sources began producing significant amounts of electricity and natural gas, consequently, the Oregon Railroad and Navigation Company extended their freight line to St. Johns from Portland. These events resulted in an industrial boom. By 1904, the town's population numbered almost 2000 and ranked second in the state in number of industries.

Efforts for annexation back to Portland surfaced occasionally from 1895 to 1911, but it was not until 1915 that it was finally accomplished through an amendment to the Oregon State constitution.

The industrial district of St. Johns experienced its most prosperous period in the years immediately following annexation. To commercially support an escalating industrial workforce, a business district sprouted up along the Lombard streetcar line. Evidence of this once busy commercial district is still apparent today with the concentration of the original commercial store fronts located along Lombard between St. Louis and Richmond Streets [Figure 2].

The largest single construction project to affect the district was the construction of the St. Johns Bridge in 1931. This was the first suspension bridge to be built west of the Mississippi River and its grace and simplicity of design led to its designation as a Portland landmark.

The bridge provided direct access to downtown Portland and to the west side of the Willamette. However, improved circulation brought about significant changes in the district. In addition to easing traffic across the river and through the district, the bridge enabled residents to go into Portland to shop. As a result, the once bustling business district began to lose some of its attraction.

Over the years St. Johns has experienced an economic roller coaster trend, its prosperity rising and falling, often times mimicking the national economy. Since the formation of Metro, the St. Johns Town Center has been designated as a town center, effectively drawing on not only Portland residents, but people throughout the metro area. Currently, St. Johns has seen an increase in service-based businesses and has a steadily growing population base.

PLANNING BACKGROUND

The St. Johns community has been recognized as a strategic location for trade and business, primarily due to its proximity to a large residential population "isolated" on the peninsula. The Town Center has long been perceived as an amenity to the city, both for the local residents and those beyond, who are all drawn by its array of services and facilities. The desire to support and encourage the area's long-term economic vitality has resulted in public investments and planning efforts by the city on several occasions. This section describes previous planning studies of the St. Johns area that have been conducted since 1960. These planning efforts have undoubtedly influenced all forms of connectivity in the Town Center. Understanding their motives and methods provides a direct link to understanding the connectivity issues the Town Center faces today.

Portland Comprehensive Development Plan, St. Johns Area: A Plan for the Development of a North Portland Community

St. Johns was the first sub-area of Portland to complete a comprehensive development plan. Initiated in May 1957, the purpose of the study was identifying actions to guide the future physical development and increase the economic potential of St. Johns. The study investigated the area's past trends, existing land use patterns, zoning, housing, school, parks, traffic circulation, population, and utilities.

This plan had a substantial affect the St. Johns neighborhood and the Town Center itself. It developed a physical division between industrial and residential uses in the area. It acknowledged the beginning decline of the Town Center and attempted to address those concerns by improving traffic congestion in the Town Center. It also attempted to address pedestrian safety concerns. This was the first plan that attempted to use one-way streets as a connectivity solution. This project, more than forty years later, is attempting to address some of the same issues. This illustrates that the issues the project team is trying to address have been important concerns of the region and St. Johns for a long time. The continuation of connectivity problems illustrates that there are no easy solutions for revitalizing the Town Center.

St. Johns Business District Improvement Program

The Business District Improvement Program was initiated in 1976 as part of a comprehensive neighborhood preservation program. It was the City's first significant effort to upgrade a neighborhood commercial district. The purpose of the study was to identify specific actions, projects and policies for improving the business district. The project was carried out in three phases: 1) inventory of physical and economic conditions, 2) selection of alternative actions, and 3) development of a detailed action program.

An analysis of the inventory data showed that with the exception of two major supermarkets, very few changes had occurred in the district's commercial development pattern since the 1920s. Two significant events at that time were the development of the Rivergate North Shopping Center (located on N. Ivanhoe) and the growth in multi-family residential buildings. The study also identified a number of historic resources that were considered opportunities for enhancing the business district. However, significant barriers to improving the district were the volume of industrial truck traffic and traffic congestion. Among the transportation projects attempted or completed as a result of the program are: Improvements along Lombard in order to slow traffic in the Town Center, vacating several streets at key locations in order to improve pedestrian connections, the development of a transit station, and the redesign of several key intersections to improve traffic circulation and create a sense of entry into the business district.

St Johns Building Improvement Handbook

The St. Johns Building Improvement Handbook was prepared as part of the implementation phase of the St. Johns District Improvement Program: A Five-Year Action Plan. Funded by a grant from the National Endowment for the Arts, the Handbook was used to establish an overall business district design theme and guide building improvements and new development in the business district. In doing so, the pedestrian realm would see significant improvements. Steps for implementing a parking program, street tree program, and security program for the district, as well as remodeling tips and financing information, are contained in the Handbook.

St. Johns Business District Improvement Program: A Case Study

In 1982, a study was conducted to determine the impact of the St. Johns Business District Improvement Program. The aforementioned report discussed key findings, project elements that were implemented, and the effectiveness of these actions. The St. Johns Business District Improvement Program was carried out in connection with neighborhood preservation effort. This joint effort was important to the overall success of both projects. The “simultaneous improvements in the business and residential areas prevented a split within the community that would have undermined the planning efforts.”

The case study ultimately determined that the implemented actions have had mixed results in improving the access and visibility of the business district, for all modes of travel. A number of local merchants felt that the major redesign of several key intersections had a negative impact on their business, while others felt that it had the intended effect of slowing down incoming auto traffic, and enhancing the pedestrian experience.

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METHODOLOGY

PROJECT APPROACH

Parking

- *Parking in the Town Center*- The project team will conduct an analysis of existing public parking facilities within the study boundaries. The assessment will include: basic count of available spaces, turnovers, and enforcement standards. Statistical analysis of the data will indicate capacity and turnover rate, revealing the presence or absence of a parking problem. A basic count of total private spaces will also be included.
- *Signage* – The Town Center will be analyzed to determine if parking signs are placed in appropriate locations and provide adequate information to motorists.

Transit

- *Services* – Public transportation services will be analyzed to determine if there is adequate public transportation available to and from the Town Center.
- *Location of Stops* – The project team will conduct an evaluation of bus stops to determine if they are in appropriate and accessible areas in relationship to community destinations. (i.e. community center, shopping, library, schools)
- *Safety* – The Town Center will be evaluated to determine if there is adequate lighting, shelter, and pedestrian access, including the special concerns of disabled and elderly citizens.

Pedestrian/Bicycle

- *Safety* – The Town Center will be evaluated to determine if there is necessary lighting, crosswalk demarcation, and bike paths.
- *Disabled Access* – The Town Center will be evaluated to determine if there is necessary access for the elderly and disabled in the Town Center.

- *Sidewalk Connections* – An inventory and assessment of the consistency and adequacy of sidewalks will be conducted.
- *Connections to Facilities and Amenities* – Determine if there is adequate signage and infrastructure connecting the Town Center with community facilities and amenities, such as Cathedral Park, the community center, and James John Elementary School.

WORK PROGRAM

Please note: The project timeline can be found in Appendix B.

1. Secondary Data Collection

Task: The project team will conduct an extensive search and collection of secondary data sources. Doing so ensures that the information collected during the existing conditions inventory and qualitative analysis will be unique, and unavailable elsewhere. The information collected from secondary data sources will also be used in the formation of the community survey, and it will be presented in its entirety in the final product. Topic areas to be collected are numerous, and include: Demographic data, transit facilities (ridership and route data), previous planning efforts, area history, existing parking inventories, signage standards, Metro 2040 Town Center guidelines and bikeway information, and study area base maps.

Task Lead: All (see project timeline)
Hours: 20

2. Existing Conditions Inventory

2.1 Parking and Signage

Task: Team members will conduct a walk through of the study area, in order to plot available parking spaces on a base map.

Task Lead: Owen Ronchelli
Hours: 10

Task: Team members will conduct hourly inventory walks on a regular¹ workday. Two team members will walk predetermined routes through the study area, taking note of what spaces are in use at that particular time.

Task Lead: Owen Ronchelli
Hours: 20

¹ Regular work day is a Tuesday, Wednesday, or Thursday, also taking into consideration the proximity of time before and after federal holidays. Source: National Parking Association

Task: The information gathered during the survey will be put into a spreadsheet and compiled for evaluation. Once in the spreadsheet, the peak hour use of on-street spaces will be determined. In order to determine the adequacy of parking in the Town Center, the project team will compare the rate of occupancy to availability and get a percentage figure. The task lead will compare this percentage to the accepted city standard of 85 percent occupancy² (considered to be at capacity). The team will also consult the City of Portland's *Design and Policy Code* to compare existing conditions, determine if parking signs are placed in appropriate locations, and if they provide adequate information to motorists. An assessment of peak usage and availability among private parking spaces is beyond the scope of this project, and therefore will not be conducted.

Task Lead: Owen Ronchelli
Hours: 10

Task: The project team will conduct a site assessment of parking signs, sidewalk demarcations, and their proximity to available on-street parking spaces. The findings of this assessment will be compared with City standards outlined under Title 32 of the City Code. The data collected from the assessment will be compiled and displayed graphically on a color-coded map. This analysis will identify areas in the Town Center that are deficient in parking signage, allowing the team to make recommendations for changes to the existing infrastructure.

Task Lead: Owen Ronchelli
Hours: 20

2.2 Pedestrian and Bicycle Infrastructure

Task: A walk-through before conducting the study will refine the specific objects and manner of documentation. This walk-through will establish a common means of data collection with all team members and produce more consistent data.

Task Lead: Kim Miller
Hours: 10

Task: The project team will conduct an inventory of facilities in the bicycle and pedestrian environment. All amenities and permanent objects in the streetscape will be inventoried. Items to be inventoried include: street furniture; such as bicycle parking, trash cans, benches, bus stops, and signage; pedestrian crossing devices, such as signage and striped/signalized crosswalks; and

² Source: Industry parking benchmark established by International Municipal Parking Congress (IMPC) and the National Parking Association. Portland also upholds this industry standard in accordance with the Central City Transportation Management Plan.

bicycle lanes. Special attention will be paid to the pedestrian facilities that aid in pedestrian movements, like signalization and signage at crosswalks. The actual data collection will occur during one day.

Task Lead: Kim Miller

Hours: 15

Task: This data will be compiled on a master map of the study area and entered by intersection into an Excel worksheet. The data will then be analyzed to determine trends, lack of facilities and where concentrations of facilities are currently. Results will be compared with connections to community destinations within and outside of our study area. These destinations will be identified prior to the data collection.

Task Lead: Kim Miller

Hours: 15

3. Qualitative Analysis

3.1 Community Survey

Task: Develop a survey to be administered to community residents, assessing their level of satisfaction with transit, pedestrian, and bicycle facilities in the Town Center. Each individual survey will take no more than 5 minutes to administer. Surveys will be developed primarily through the use of secondary data, the existing conditions inventory, and assistance from the advisory committee.

Task Lead: Kate Bowie

Hours: 40

Task: Administer intercept survey to 100 community residents in the Town Center. Outreach will be made to communities including the aging and disabled, and low-income households to ensure a that the survey captures a representative sample of people who use the Town Center. Surveys will not be limited to people who live near the Town Center, but will be open to all users of the area. The intercept survey will capture people that use the Town Center for a variety of reasons, including work, entertainment, and shopping. A comprehensive outreach effort will ensure that all walks of people who use the Town Center will be captured in the survey data.

Task Lead: Kate Bowie

Hours: 25

Task: The data from the survey will be compiled and analyzed to identify problems and common areas of concern among community residents. This information will be the main resource used to identify connectivity assets and problems within the Town Center. The survey will be the basis of our analysis and will guide our recommendations in the final product.

Task Lead: Kate Bowie
Hours: 40

3.2 Key Informant Interviews and Focus Groups

Task: Develop a list of 5 to 10 people to interview that have a particular interest in the Town Center and who may have a unique perspective of connectivity issues in the Town Center. The key informant interviews are intended to capture the perspective of groups not reached during intercept surveys (e.g. business owners, minorities, and children). Identify at least three existing community organizations to act as focus groups. Focus group discussions will occur during the regularly scheduled meetings of these organizations.

Task Lead: Kate Bowie
Hours: 5

Task: Execute key informant interviews and focus group discussions. This information will enrich the survey data collected by providing information that is more detailed and provides unique perspectives. It will also enable a group of people and/or individuals to discuss the topic in depth. Focus group discussions will occur during the regularly scheduled meetings of established neighborhood groups.

Task Lead: Kate Bowie
Hours: 30

4. Final Product

4.1 Create Document Template

Task: Create a document template, with all formatting, to streamline the production of the final product.

Task Lead: Sloan Schang
Hours: 10

4.2 Insertion of Individual Sections

Task: All team members will be responsible for providing written documentation of their individual tasks, throughout the life of the project. At the conclusion of the secondary data collection, existing conditions inventory, and qualitative analysis, one team member (see Project Timeline) will be responsible for the synthesis of all information generated by individual tasks. As this synthesis occurs, it will be inserted into the aforementioned template.

Task Lead: Sloan Schang
Hours: Ongoing.

4.3 Internal and External Review

Task: For quality control purposes, two types of reviews will be conducted of the draft final product. First, team members will review the draft internally, and necessary changes will be incorporated. Once the internal review is complete, the Advisory Committee and faculty advisors will be asked to review the draft.

Task Lead: Sloan Schang
Hours: 20

4.4 Refine and Complete Product

Task: The project team will carefully consider all of the input received during the review process. The comments will be discussed as a group, and necessary changes will be made to the product, resulting in its completion.

Task Lead: Sloan Schang
Hours: 20

3

PROJECT TEAM

TEAM MEMBER PROFILES

Kate Bowie

Kate brings a diverse background in public sector work to the project team. Her specialization in the M.U.R.P. program is Community Development, with a primary interest in housing and poverty issues. This project parallels Kate's interest in neighborhood planning and qualitative research. After receiving a B.A. in Sociology from Trinity University, Kate worked as a VISTA Volunteer writing grants for the City of San Antonio's, Department of Community Initiatives, where she helped raise money for local homeless agencies. She has three years experience as a social worker, working with homeless and low-income families in Southwest Portland. She also has a history as an affordable housing advocate in the Portland area, and she has served on a Speaker's Bureau with the Coalition for a Livable Future to present affordable housing issues to local communities. Kate is currently an intern with Portland's Bureau of Housing and Community Development, where she has gained experience in needs assessments for a variety of planning processes. This experience has included surveying, focus groups, and key informant interviews.

Kimberly Miller

With a Bachelor's degree from Willamette University in Environmental Science and an interest in downtown revitalization, Kim brings a broad range of experience and knowledge to the project. Kim has worked with the New York City Department of Transportation in the Bike/Pedestrian Unit. This experience brings knowledge and experience in siting bike lanes and examining pedestrian issues associated with activity centers. Additionally, Kim is working for two local jurisdictions, the City of Milwaukie and the City of Happy Valley, as a planning intern. In Happy Valley, Kim has been working on developing an Adopt-A-Street program that directly lends itself to the community development aspects of this project.

Owen Ronchelli

As a graduate of California State University, Chico, Owen received his Bachelor of Arts degree in Urban and Economic Geography. Owen is furthering his

educational experience in the field of Urban and Regional Planning as a graduate student at Portland State University. His areas of interest are land use and transportation planning which will fit well with the focus of the St. Johns Town Center Project. Owen has had previous experience working for a private, environmental consulting firm based in Oakland, California. While there, he helped assemble environmental impact reports, prepared initial studies on specific projects, and provided technical assistance on research projects and information gathering. Currently, Owen is working for the Lloyd District Transportation Management Association (TMA), a non-profit organization dedicated to fostering economic vitality in the Lloyd District by reducing traffic congestion through transportation demand management (TDM) measures. Owen's experience with promoting and educating people on alternative modes of transportation and coordinating focus groups with District employee representatives on transportation issues will be an asset to this project.

Sloan Schang

With a Bachelor of Arts in Applied Anthropology, from the University of South Florida, Sloan brings a variety of public and private sector experiences to the project team. This project parallels Sloan's primary planning interest, which is the development and vitality of all forms of central business districts, including downtowns, main streets, and Town Centers. Sloan's past experience includes work done for the Florida based Center for Urban Transportation Research. During that time, he worked on a variety of state funded transportation safety projects, with a special emphasis on addressing local and statewide pedestrian and bicycle safety. Specific tasks in this setting centered around various types of survey creation, implementation, and analysis. More recently, Sloan has been working in the Portland Bureau of Planning as a member of the Hollywood and Sandy Project team. During this time, he has been a participant in planning for the Sandy Boulevard Main Street and Hollywood Town Center. A similar city planning effort is expected to occur for the Lombard Main Street and St. Johns Town Center, and Sloan is able to offer a link that connects this project with such future city planning efforts.

AICP CODE OF ETHICS

The Planner has a Responsibility to the Public, Client and Employers, Profession and Colleagues, and to Themselves.

As MURP students and future practicing planners, following the APA and AICP Code of Ethics is an important guide to this project and the project team's conduct. The St. Johns Connectivity Study will adhere to and follow the APA and AICP Code of Ethics. Both stress a responsibility to the public by serving in their best interest. In order to address this, the project team will stress outreach and public involvement in the project. The composition of the Advisory Committee is a necessary first step in achieving this. The Committee, which consists of residents and area experts will guide and advise the project team to produce an end product that is useful and relevant to the St. Johns' community.

The project team will strive to create and conduct the project with the utmost professionalism and ethical judgement. Responsibility to the Client and Employer is another high priority. The project team will strive to treat the Advisory Committee and the PSU advisors with respect and esteem. Preparation for meetings, thoughtful responses to questions and feedback, and open-minds will be important tools to remember.

Respect of and interest in fellow student projects will contribute to this project, as well as to theirs. An active interest in incorporating colleague feedback and suggests will improve the project and the team's work as planners. The team will actively seek input and discussion with its colleagues.

Lastly, a commitment to improving the team's work as ethical planners will be facilitated by following the above ideas.

Appendix A: Client Recruitment Handout

St. John's Town Center Connectivity Study

Planning Workshop

The Master's of Urban and Regional Planning (MURP) degree requires participation in Planning Workshop. Workshop is an opportunity for students to form groups of four to seven people and develop a planning project. This process is designed to examine a specific problem using the multidisciplinary field of planning. Each group is responsible for finding a client to provide feedback and guidance for their project.

Project Idea

In the St. Johns Town Center, residents choosing to access the central business district via alternative modes are faced with inadequate circulation infrastructure. In addition, there is a perceived lack of automobile parking in the Town Center (from some business owners), raising questions of auto accessibility.

The focus of this project is identifying circulation elements to and from the central business district of the St. Johns Town Center. The primary emphasis of this project is on alternative mode access (walking, bicycling, and transit) to and from the surrounding neighborhoods, and to destinations within the Town Center boundaries. We will discuss safety issues for pedestrians and cyclists in and around the Town Center. Specific issues to be addressed will be adequate facilities, lighting, signage and connectivity of infrastructure and community destinations.

Objectives

By gaining a thorough understanding of the town center, we will produce a final product that examines the above issues and is useful to the citizens of St. Johns. This final product will be a written report detailing our findings from an on-street parking survey, an existing conditions

survey and a community intercept survey. The report will also contain analysis of these survey results and recommendations for action.

Why we need you!

We must have a client from the community to assist in advising and facilitating our project. An advisory committee filled with interested community members and experts fills this need. We are approaching you because we feel that you would be an enthusiastic addition to this advisory committee. Our goal is to recruit people who will provide constructive guidance and feedback for the project.

You would be committed to attend three or four meetings between November 30 and March 11. Informal contact through email or phone conversations would occur more frequently. One of the above meetings will be a formal presentation of our finished project to the PSU community, which you are invited to attend.

Who we are... Project Team Responsibilities

We are a group of four second year MURP students from Portland State. Two of us live in St. Johns and have a vested interest in the community. Our responsibilities to our client are as follows: provide minutes from each meeting; create progress reports detailing different phases of the project; create a useful and informational product; conduct ourselves with professionalism; and follow the AICP code of ethics.

Contacts

	<u>Work</u>	<u>Home</u>	<u>E-mail</u>
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Sloan Schang	823-5839	285-3233	antplanner@yahoo.com
Group Email			sjconnections@yahoo.com

Appendix B: Project Timeline

Task	Start Date	Finish Date	Task Lead	December 1999					January 2000				February 2000				March 2000				
				28	5	12	19	26	2	9	16	23	30	6	13	20	27	5	12	19	26
I. Secondary Data Collection																					
A. Demographic	11/28/99	12/5/99	SS	■	■																
B. Previous planning efforts	11/28/99	12/5/99	OR	■	■																
C. History	11/1/99	11/28/99	OR																		
D. Existing parking inventory	12/12/99	1/2/00	OR			■	■	■	■	■											
E. Sign standards	11/28/99	12/19/99	OR	■	■	■	■														
F. METRO 2040 TC Guidelines	11/28/99	12/19/99	KM	■	■	■	■														
G. Base maps	12/5/99	12/12/99	KM		■	■															
H. Transit ridership/route data	11/28/99	12/12/99	SS	■	■	■	■														
I. METRO bikeways	11/1/99	11/28/99	OR																		
J. Compile data in narrative format	11/28/99	1/9/00	KB	■	■	■	■	■	■	■	■										
FIRST CLIENT MEETING	1/9/00									◆											
II. Existing Conditions Inventory																					
A. Parking																					
1. Base map preparation and walk through	12/12/99	12/19/99	OR			■	■														
2. Hourly tallies	1/9/00	1/16/00	OR							■	■										
3. Compile and enter data	1/9/00	1/16/00	OR							■	■										
4. Identify peak hours, no. of available spaces, compare with standards	1/16/00	1/23/00	OR								■	■									
5. Produce graphics	1/16/00	1/23/00	OR								■	■									
6. Compile data in narrative format	1/23/00	2/6/00	OR									■	■	■	■						
B. Pedestrian and Bike Infrastructure																					
1. Walk through for base map and category preparation	12/12/99	12/19/99	KM			■	■														
2. Walking inventory	12/19/99	12/26/99	KB				■	■													
3. Compile and enter data	12/19/99	12/26/99	KM				■	■													
4. Identify problem areas, clusters, and amenity location in relation to destinations	1/2/00	1/9/00	KM							■	■										
				28	5	12	19	26	2	9	16	23	30	6	13	20	27	5	12	19	26

APPENDIX C

PROJECT BUDGET

EXPENSE CATEGORIES	COSTS
Paper	
1 Ream	5.75
Copies/Printing	
Survey	15.00
Final Product	
Black/white	60.00
Color	90.00
Map Reproduction	10.00
Business Cards	5.00
Binding	
Final Contract	18.00
Final Product	18.00
Snacks/Food	
\$20/Meeting	
3 Meetings	
Total Food Costs	60.00
Postage	
\$.55 per Mailing	
5 Advisory Committee Members	
3 Meetings	
Total Postage	11.00
Transportation	
	15.00
TOTAL	\$302.75