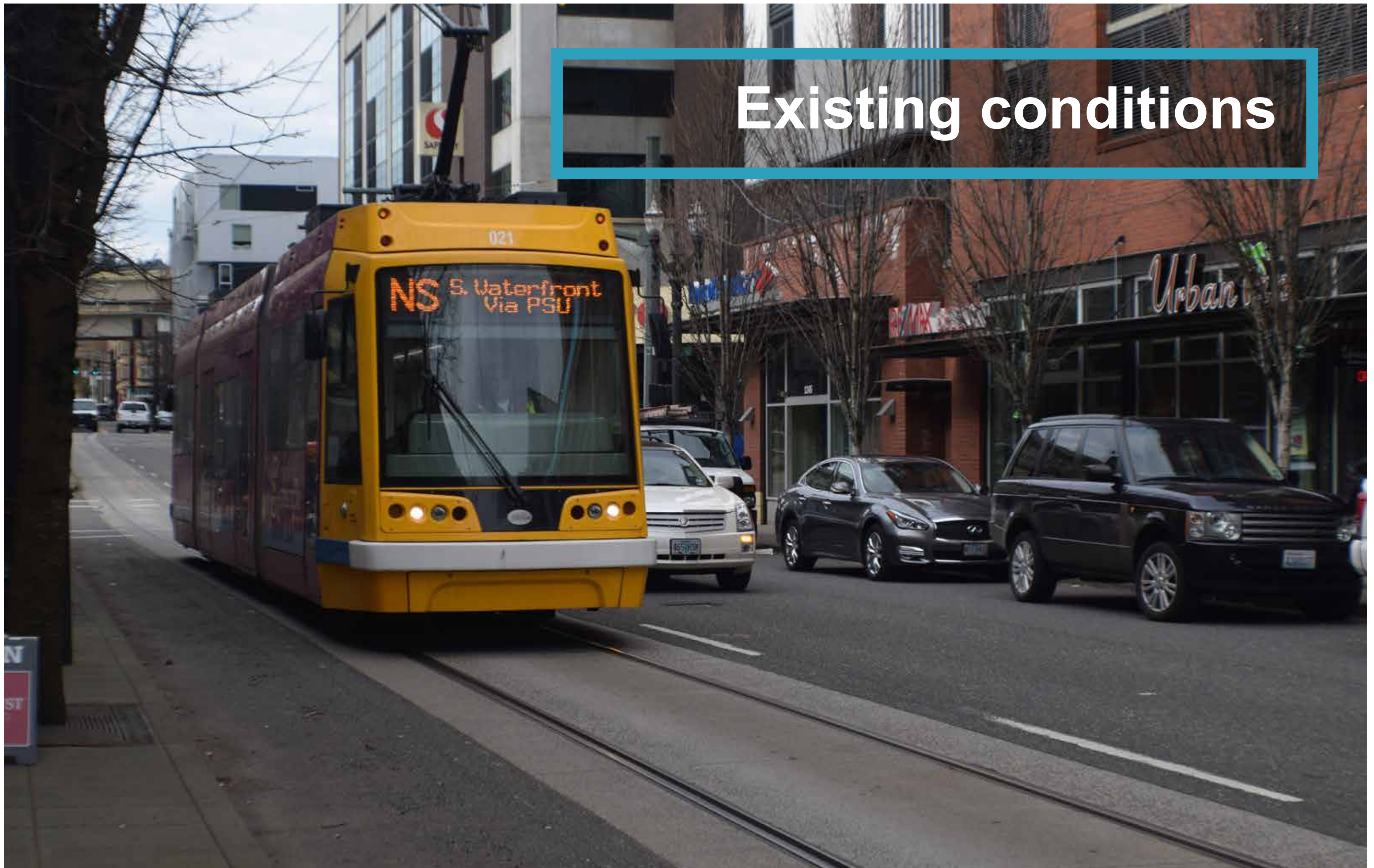


Existing conditions



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.

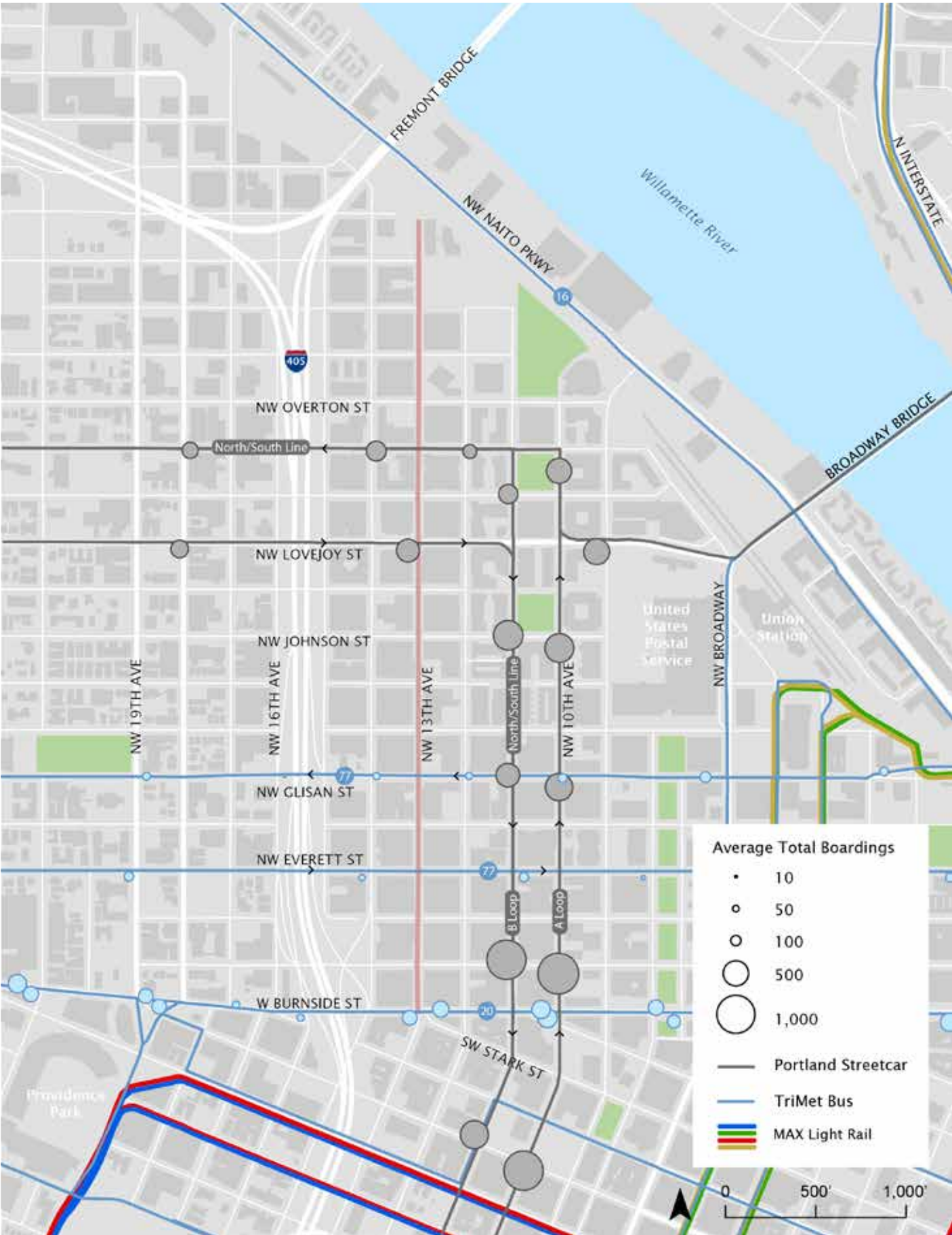
Table 1: Average daily on and off boardings for Portland Streetcar in the Pearl District

Streetcar Stop	Average Total On and Off Boardings
1 NW 10th and Couch	1,177
2 NW 11th and Couch	1,089
3 NW 11th and Johnson	673
4 NW 10th and Johnson	646
5 NW 10th and Glisan	564
6 NW 10th and Northrup	486
7 NW 11th and Glisan	457
8 NW 13th and Lovejoy	413
9 NW 14th and Northrup	341
10 NW 11th and Marshall	316
11 NW 12th and Northrup	173

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

Route Number	Direction	Stop Location	Total Ons and Offs
1 20	Gresham TC	W Burnside and SW 10th	312
2 20	Beaverton TC	W Burnside and NW 10th	284
3 20	Beaverton TC	W Burnside and NW 12th	222
4 20	Beaverton TC	W Burnside and NW Park	209
5 20	Gresham TC	W Burnside and SW 13th	199
6 20	Gresham TC	W Burnside and SW 8th	159
7 77	Montgomery Park	NW Glisan and Broadway	111
8 77	Troutdale	NW Everett and 11th	93
9 77	Montgomery Park	NW Glisan and 10th	79
10 77	Montgomery Park	NW Glisan and 14th	60
11 77	Montgomery Park	NW Glisan and 12th	55
12 77	Troutdale	NW Everett and Broadway	54
13 77	Troutdale	NW Everett and 14th	48
14 77	Troutdale	NW Everett and Park	25

Transit map



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.

Bicycle network map

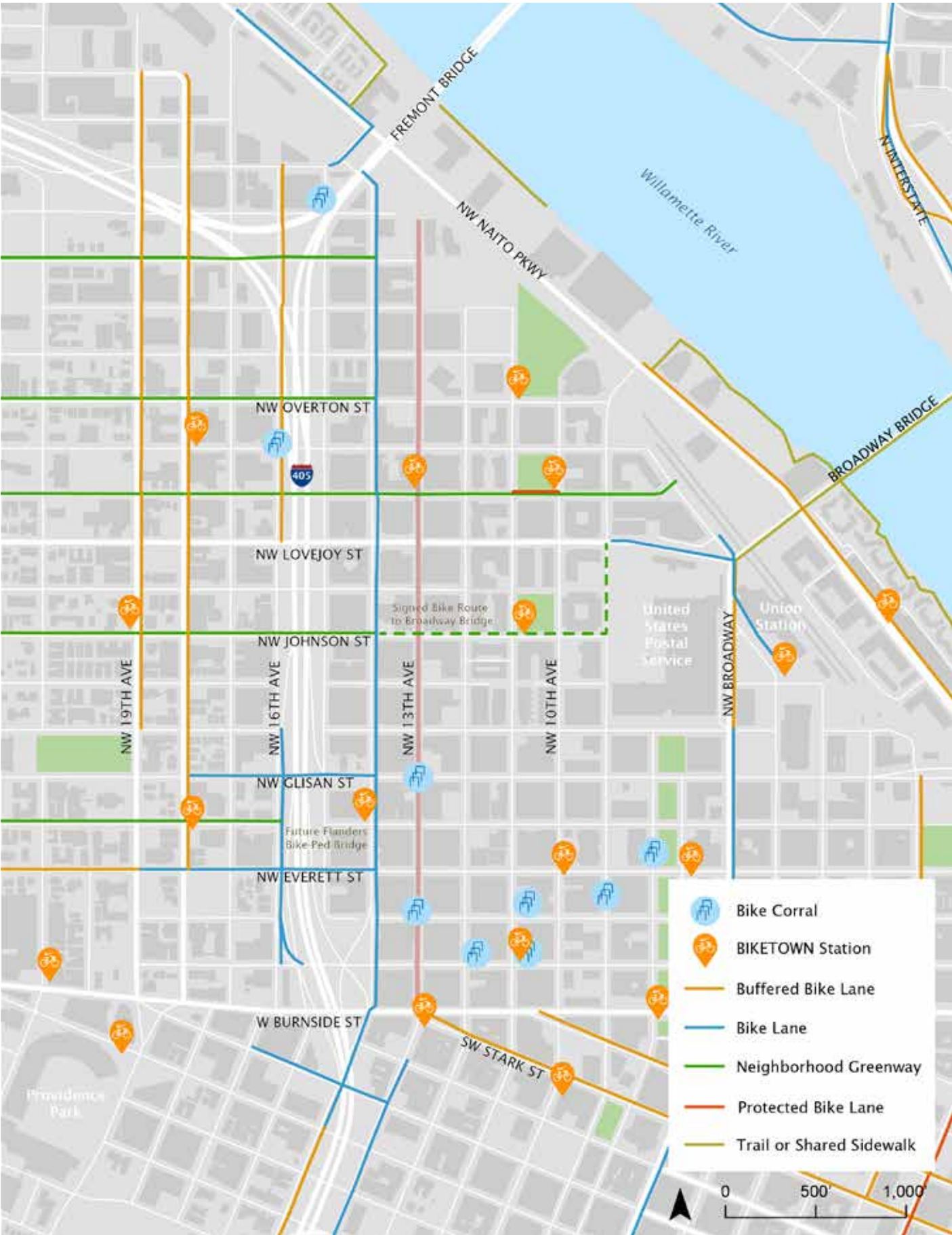
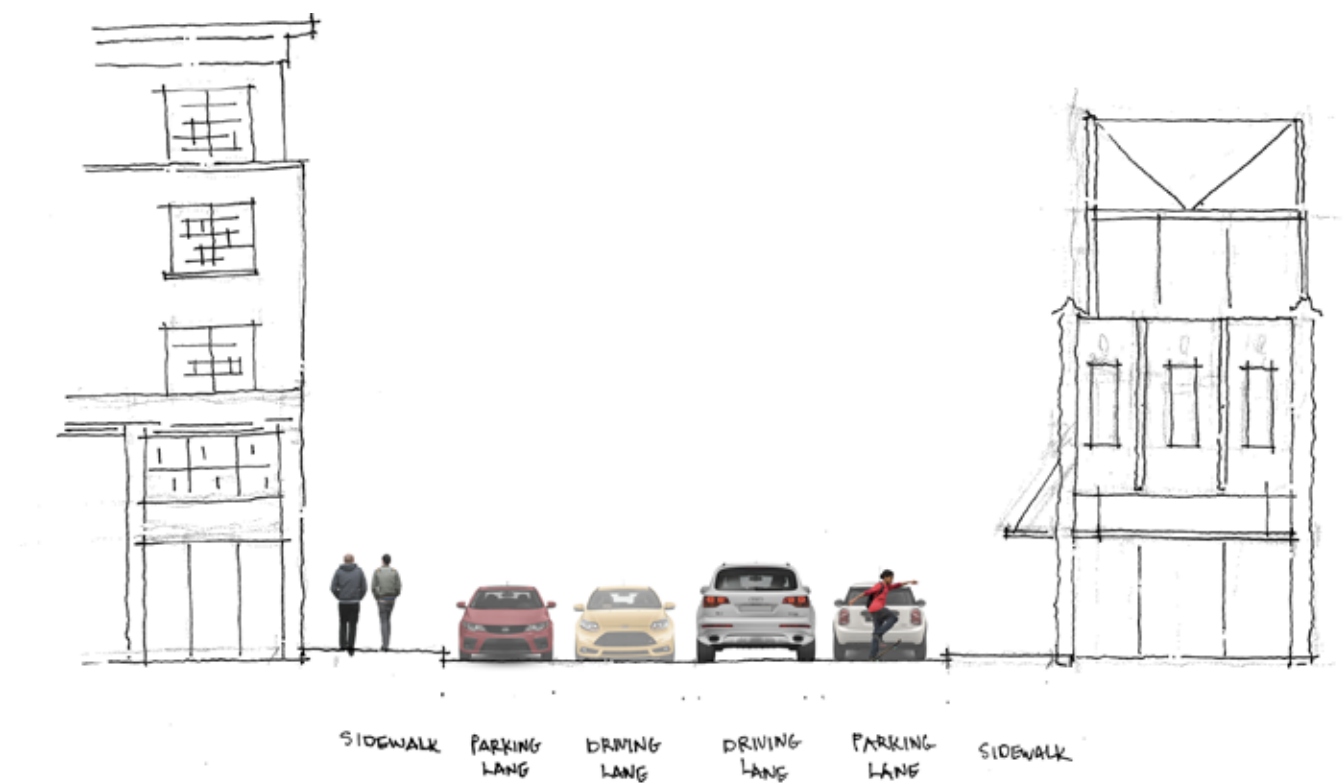


Table 3: Automobile traffic counts in the Pearl District near NW 13th

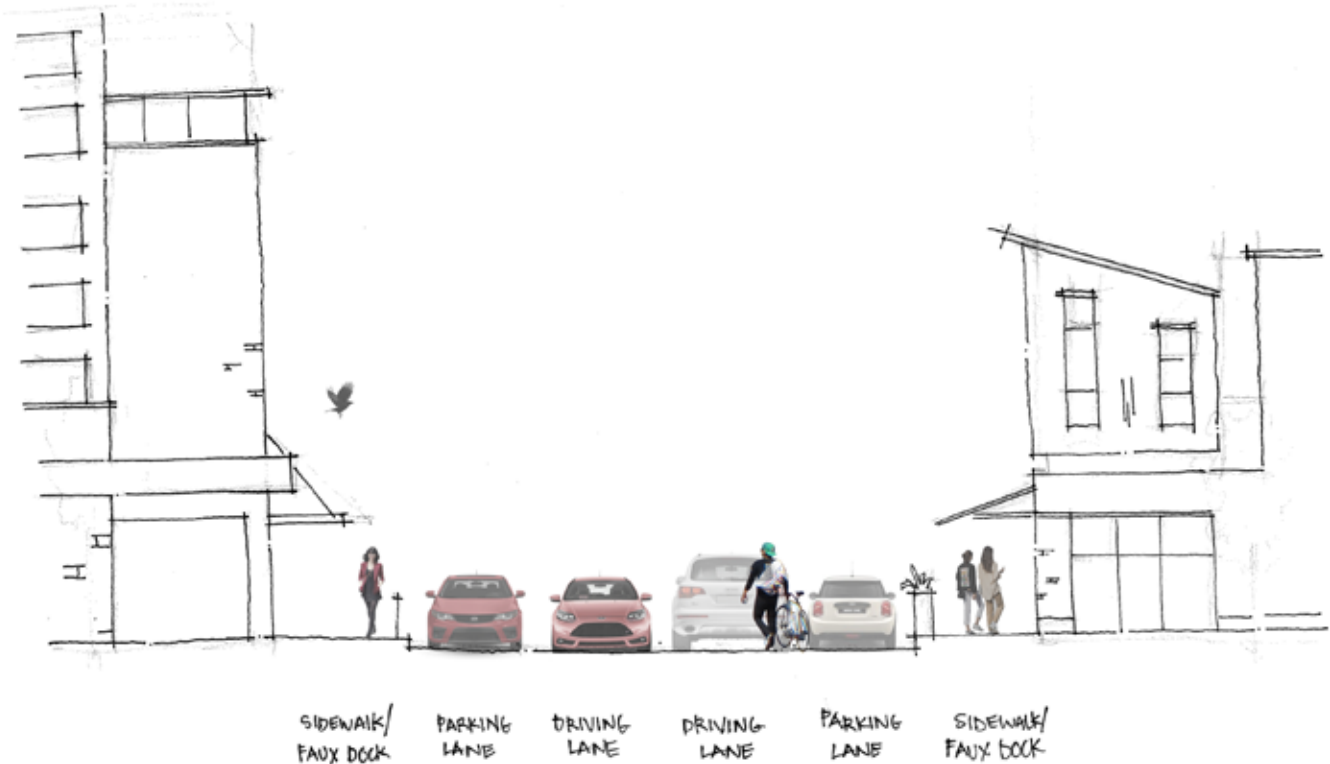
Street	Cross-Street	Mode	ADT	AM Peak Hour Volumes	PM Peak Hour Volumes	Count Taken
NW 14th	I-405 Fwy Ramp/Davis	Auto	13,615	1,027	912	19-Jan-12
NW Everett	16th	Auto	10,539	780	813	11-Feb-16
NW Glisan	17th	Auto	8,902	674	783	10-Dec-12
NW 14th	Irving	Auto	8,600	733	683	21-Feb-12
NW Marshall	13th	Auto	4,740	314	429	16-May-12
NW 12th	Davis	Auto	4,107	276	386	12-Dec-16
NW Couch	12th	Auto	3,493	251	280	11-Dec-16
NW Johnson	12th	Auto	3,089	166	383	1-Oct-15
NW Overton	11th	Auto	2,945	225	289	21-Sep-16
NW Davis	12th	Auto	2,625	166	270	12-Dec-16
NW 14th	Quimby	Auto	1,973	217	142	1-Dec-16
NW 14th	Raleigh	Auto	1,670	182	132	22-Feb-12
NW Flanders	14th	Auto	1,025	70	139	19-Nov-15
NW Overton	11th	Bike	1,006	79	128	21-Sep-16
NW Johnson	12th	Bike	796	36	103	1-Oct-15

Source: PBOT Traffic Counts, 2012-2016

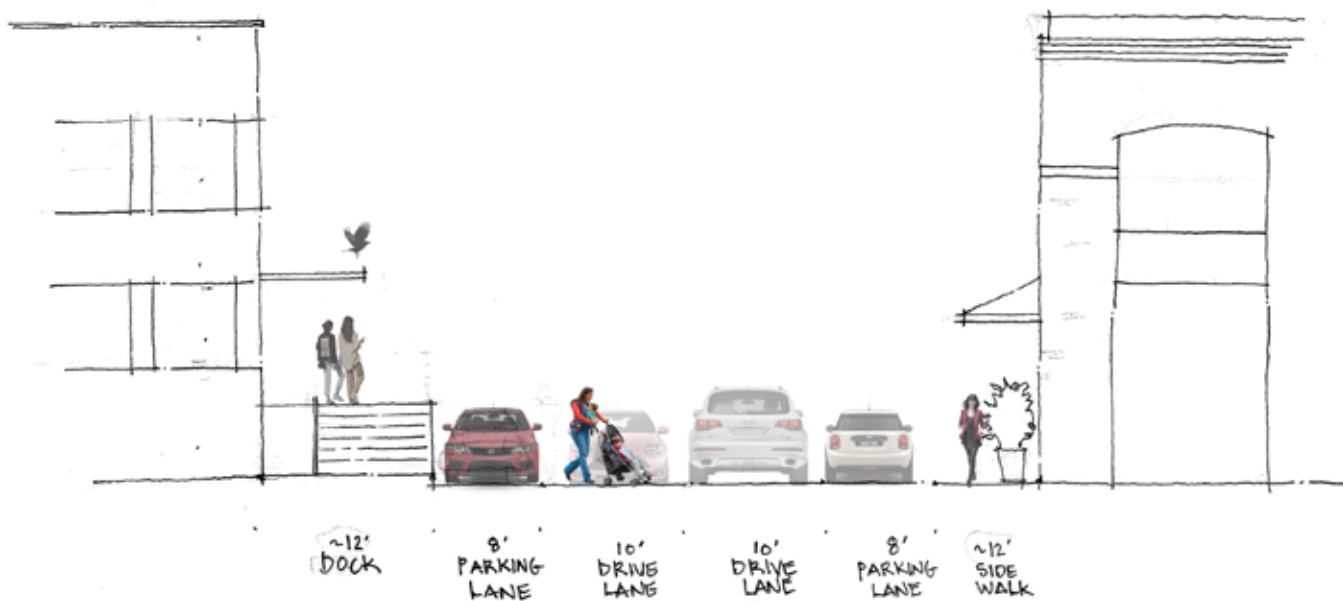
Street cross sections



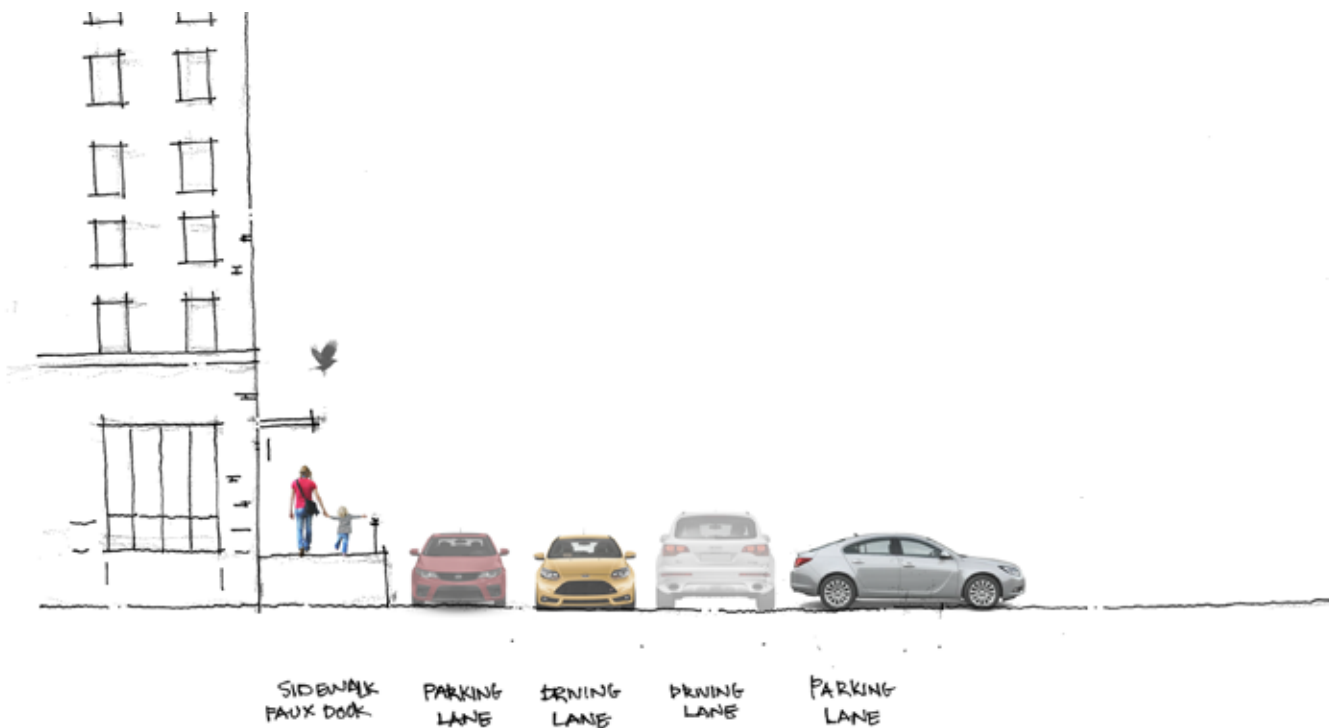
EXISTING STREET SECTION
NW 13TH + BURNSIDE



EXISTING STREET SECTION
NW 13TH + NW LOVEJOY



EXISTING STREET SECTION
NW 13TH + NW EVERETT



EXISTING STREET SECTION
NW 13TH + NW QUIMBY

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.

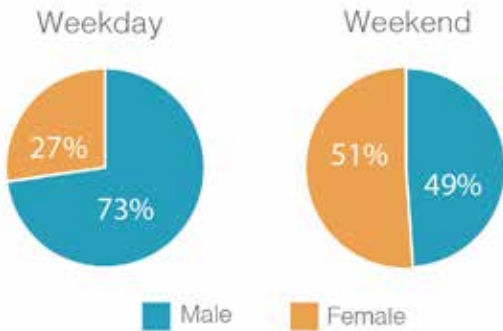
Fig. 1: Percentage of average total people on weekdays vs. weekend



Fig. 2: Percentage of people on west side vs. east side



Fig. 3: Percentage of people on weekdays vs. weekend by gender



Activity scan sample used on NW 13th

People St

Activity Scan of Block (type 2)

Date

20

DAY

MONTH

YEAR

Location

STREET PATH

BETWEEN

AND

This Page

FROM

TO

Count Period

START

END

Pages

PAGE

OF

TOTAL

Rain

YES

NO

West or North Sidewalk

East or South Sidewalk

GENDER

Male

Female

TOTAL

POSTURE

Standing

Leaning

Sitting Formal

Sitting Informal

AGE

< 16 yrs

> 65 yrs

WAITING

for Transit

to Cross Street

SIZE

Pair =2

Group ≥3

ACTIVITIES

Mobile Device

Cultural

Shopping

Vending

'NUISANCE' BEHAVIORS

Smoking

Intoxicated

Sleeping

Panhandling

Urine / Defecation / Pet Waste

CARS

parked

loading

BIKES

on rack

on other fixture

GENDER

Male

Female

TOTAL

POSTURE

Standing

Leaning

Sitting Formal

Sitting Informal

AGE

< 16 yrs

> 65 yrs

WAITING

for Transit

to Cross Street

SIZE

Pair =2

Group ≥3

ACTIVITIES

Mobile Device

Cultural

Shopping

Vending

'NUISANCE' BEHAVIORS

Smoking

Intoxicated

Sleeping

Panhandling

Urine / Defecation / Pet Waste

CARS

parked

loading

BIKES

on rack

on other fixture

LADOT

Parklet Studies for LADOT / People St / Project Evaluation Manual / Fieldwork Toolset v1.1

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

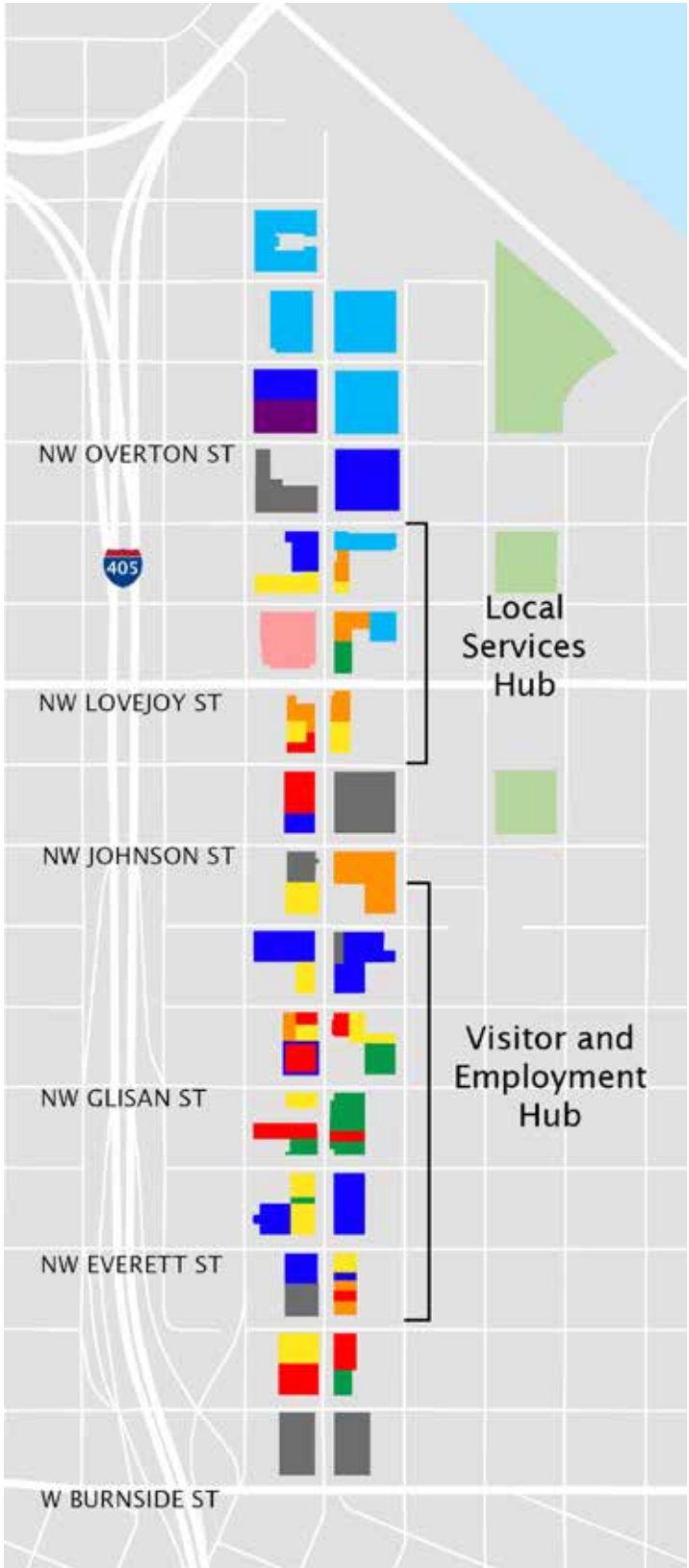
A second hub, to the south of NW Johnson, is a collection of retail stores and restaurants that serve both visitors and nearby locals, and is also home to large employers and offices.

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., Tilt, Andina, Irving St Kitchen), and specialty shops (e.g., Filson, Hunt and Gather).

Ground floor land use along NW 13th



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.

Fig. 4: Household income % of households, in \$2015

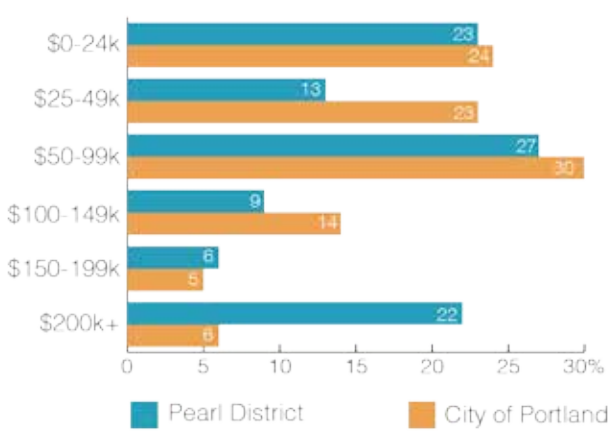


Fig. 3: Population density in 1,000 persons per sq. mile

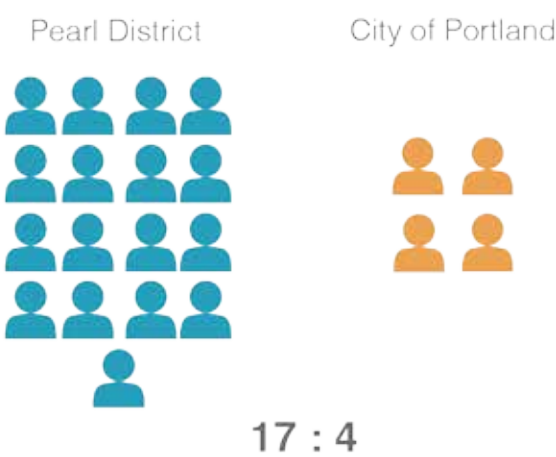


Fig. 4: Average household size in persons



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

General Information	Census Block 50 (NW 13th)			City of Portland		
	1990	2015	% Change	1990	2015	% Change
Population	617	2,908	371%	437,319	612,206	40%
Population Density	2,139	10,152	375%	3,508	4,588	31%
Households that are Families	18%	31%	72%	56%	51%	-9%
Average household size	-	1.5		-	2.3	
Age distribution (%)						
<18	5%	5%	0%	22%	19%	-14%
65<	5%	7%	40%	15%	11%	-27%

Source: ACS 2015 data

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

Income (in \$2015 Dollars), Education, and Profession	Census Block 50 (NW 13th)			City of Portland		
	1990	2015	% Change	1990	2015	% Change
Median household	\$25,633	\$91,699	258%	\$47,249	\$55,003	16%
Per capita	\$27,382	\$66,668	143%	\$26,730	\$32,938	23%
College Degree or Higher	40%	79%	98%	26%		-100%
Professional/Managerial/Technical	64%	71%	11%	61%	46%	-25%
Population Below Poverty	44%	8%	-82%	15%	18%	20%
Median Gross Rent	\$640	\$1,663	160%	\$698	\$1,052	51%
Race and Ethnicity						
White/Non-Hispanic	86%	89%	3%	85%	78%	-8%
Black/Non-Hispanic	5%	0.30%	-94%	8%	6%	-25%
Asian	5%	9%	80%	5%	8%	60%
Other race/two races or more	3%	2%	-33%	2%	9%	350%
Not Hispanic/Latino	96%	95%	-1%	97%	90%	-7%
Hispanic/Latino	4%	5%	25%	3%	10%	233%

Source: ACS 2015 data

User profiles

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 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.



The skater



FRIDAY 6:25 PM
DAVIS & NW 13TH

THE SKATEBOARDERS GATHER ABOVE THE RAMP IN FRONT OF A DOWNTOWN STORAGE. THEY TAKE TURNS DOING TRICKS ON THE RAIL OF THE PEDESTRIAN RAMP. IT'S COMMON THAT THEIR SKATEBOARDS ROLL INTO THE STREET WHEN THEY DON'T LAND.

AFTER SNAPPING THE PICTURE, I WALKED NORTH ON 13TH AND HEARD THE SOUND OF MORE BOARDS PASSING BY. A GROUP OF 8 SKATEBOARDERS FLEW BY ON THE STREET, PASSING TRAFFIC LINES AND TURNING HEADS OF NEARBY PEDS.



The architect

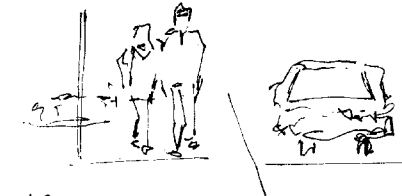


2:30 PM
IRVING & NW 13TH

AS PEOPLE STEP OUT OF THE OFFICE TO RECYCLE OLD PLOT ROLLS, THIS ARCHITECT OR DESIGNER IS OUT ON THE RAISED PLATFORM, COLLECTING PAINT SAMPLES AND MIXING COLORS. SHE'S GOT A PLASTIC BAG OVER HER BODY TO PROTECT FROM PAINT STAINS. THE RAISED PLATFORM IS AN ART SPACE, NEXT TO THE ~~HEAVY~~ FLOW OF PEOPLE AND CARS.



The couple



1:20 PM
GLISAN & NW 13TH

THERE IS A COUPLE HOLDING HANDS, WALKING ON THE STREET. THEY WALK BETWEEN PARKED CARS ON THE WOMAN'S SIDE, AND CAR TRAFFIC ON THE MAN'S SIDE. THE IS ABOUT 5' BETWEEN THE MAN AND THE RUNNING CAR.



The older adult



3:25 PM
FLANDERS & NW 13TH

SHE WALKS WITH A LIMP, BACK CURVED, PUSHING HER STROLLER ON THE STREET. SHE WALKS SLOW, PACING HER SMALL STEPS WHILE DIRECTING HER STROLLER TOWARDS THE SIDEWALK.



The café-goer



2:15 PM
IRVING & NW 13TH
IT'S WARM INSIDE THE COFFEE SHOP OVERLOOKING NW 13TH. STEP INSIDE AND YOU'LL FIND 10-15 PEOPLE, 80% OF THEM ON THEIR LAPTOPS OR MOBILE DEVICE. THERE'S MUSIC PLAYING AND A GROUP OF SPANISH SPEAKERS ON THE BACKGROUND. I GO INSIDE TO WRITE, TAKE A SEAT WITHOUT ORDERING A DRINK. IS THIS PUBLIC OR PRIVATE SPACE? CAN IT BE BOTH?



The mom and her baby



2:35 PM
DAVIS & NW 13TH AVE

OUTSIDE OF THE ART GALLERY, A MOTHER WALKS ON THE STREET. SHE'S NEXT TO PARKED CARS AND THERE'S NO TRAFFIC ON THE STREET. IT'S RAINING OUT AND THERE IS NO SHELTER.