

## MEMORANDUM

**TO:** Mayor's Steering Committee

**FROM:** Portland Mall Revitalization Project  
Citizens Advisory Committee  
Chris Kopca, Chair

**DATE:** March 5, 2004

**RE:** Preliminary CAC Recommendations on the Conceptual Design for the Portland Mall Revitalization Project

- 1) **Revitalization Plan.** The CAC supports the overall, multi-faceted revitalization strategy consisting of infrastructure improvements, redevelopment strategies, Mall management and transit/traffic/pedestrian management.
  
- 2) **Station Platform Configurations and Station Locations.** The CAC has reviewed the various station platforms configurations and locations. Option A includes 'Left' side platforms in the North and Central Mall and 'Right' side platforms in the South Mall, and Option B includes 'Right' side platforms throughout the Mall. Based on the information available to the CAC to date, the CAC finds that:
  - a) Given the proposed bus service improvements planned by TriMet in conjunction with adding light rail on the Mall, both Options A and B provide sufficient transit capacity to meet expected demand for the next twenty years.
  - b) Compared to other options studied, Option B enhances transit rider safety and convenience by keeping all transit functions on one side of the street, which will require fewer street crossings.
  - c) Both Options A and B generally feature sidewalk widths that will provide for pedestrian and passenger safety and comfort.
  - d) Option B has a clear urban design advantage over all the other alternatives weighed in allowing the central downtown stations to be located to create 'station as place' and to best leverage development opportunities.
  - e) Option B can be designed to provide continuous all-hours through access for automobiles and bicycles for the length of the Mall (Union Station to PSU) without decreasing safety, transit capacity or pedestrian and rider comfort, and thus it allows for a reasoned public discussion of the merits of added vehicle access on the Mall.

- f) Option B will provide the greatest future urban design and multi-modal flexibility on 5th and 6th Avenues to adjust to changes in demand and street use over time.
- g) The added cost of Option B may be justified by the increased opportunities for development, by the advantages of the urban design potential, and by the likelihood of securing support for the project from all the potential funding sources.
- h) Option B provides the opportunity to unify the North Mall with the rest of the Mall south of Burnside by providing improved vehicle access and improving pedestrian connections across Burnside.

Based on the above findings, the CAC respectfully submits a preliminary recommendation to the Steering Committee in favor of Option B.

- 3) **Project Funding.** The CAC supports the local funding concept outlined in the Final Conceptual Design Report, including, the participation by multiple public and private stakeholders.
- 4) **Mall Management Strategy.** The CAC recognizes the need for and benefits of coordinated Mall management. Therefore recommends the formation of a Mall Management Entity to oversee the day-to-day operations, management, security, maintenance, programming and marketing of the Mall.
- 5) **Development Strategy.** The CAC recognizes the importance of a complementary strategy to stimulate private redevelopment along the Mall and at the key station areas. Therefore, the CAC recommends preparation and implementation of a development strategy as part of the design process.
- 6) **Mall Improvement Standards.** The CAC recognizes the overriding budget limitations of the project and the desire for the shortest feasible construction durations. At the same time, the CAC supports a design and construction approach that will result in a comprehensive refurbishment of the North and Central Mall, including the repair of existing brick sidewalks to a “like new” condition.
- 7) **Issues to be resolved in Preliminary Engineering.** During Preliminary and Final Engineering, the CAC recommends that the following issues be addressed, discussed with the public and stakeholders, and resolved:
  - a) Street Trees
  - b) Transit Shelters
  - c) Character of physical improvements
  - d) Intersection design
  - e) Vehicular pull-outs

- f) Public art
- g) Special lightings
- h) Street furnishings
- i) Traffic impacts for off-Mall bus routes
- j) Public safety

These are the Preliminary Recommendations of the CAC. The CAC will be prepared to submit its final recommendations after additional public input, including the Planning Commission public hearing on March 30<sup>th</sup>.

Thank you for the opportunity to provide detailed input on the Conceptual Design for the Portland Mall Revitalization Project.

cc: Portland Mall Revitalization Project Citizens Advisory Committee:

Lew Bowers, Portland Development Commission  
Trond Ingvaldsen, Standard Insurance  
Phil Kalberer, Old Town/Chinatown  
Janice Marquis, Russell Development  
Deborah Murdock, Portland State University  
Ann Niles, Pearl District Neighborhood Association  
Greg Peden, Portland Business Alliance  
Allyson Reed, Pioneer Place  
Ellen Vanderslice, Willamette Pedestrian Coalition  
Dan Zalkow, Downtown Community Association