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Sustainable Options for Division Street

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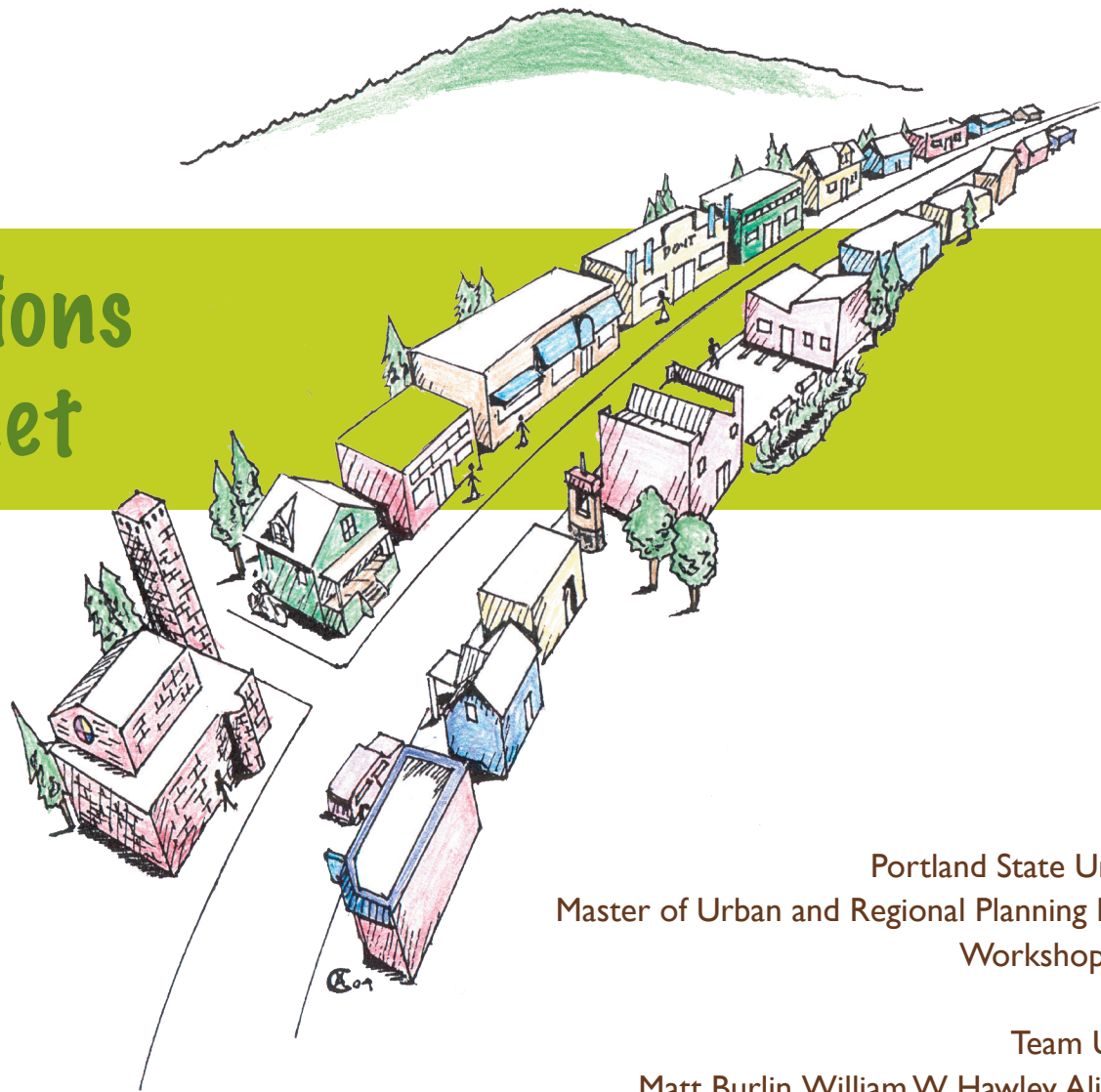
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Sustainable Options for Division Street



Portland State University
Master of Urban and Regional Planning Program
Workshop Project

Team Urbanics
Matt Burlin, William W. Hawley, Alisa Kane,
David Moser, & Dana Visse

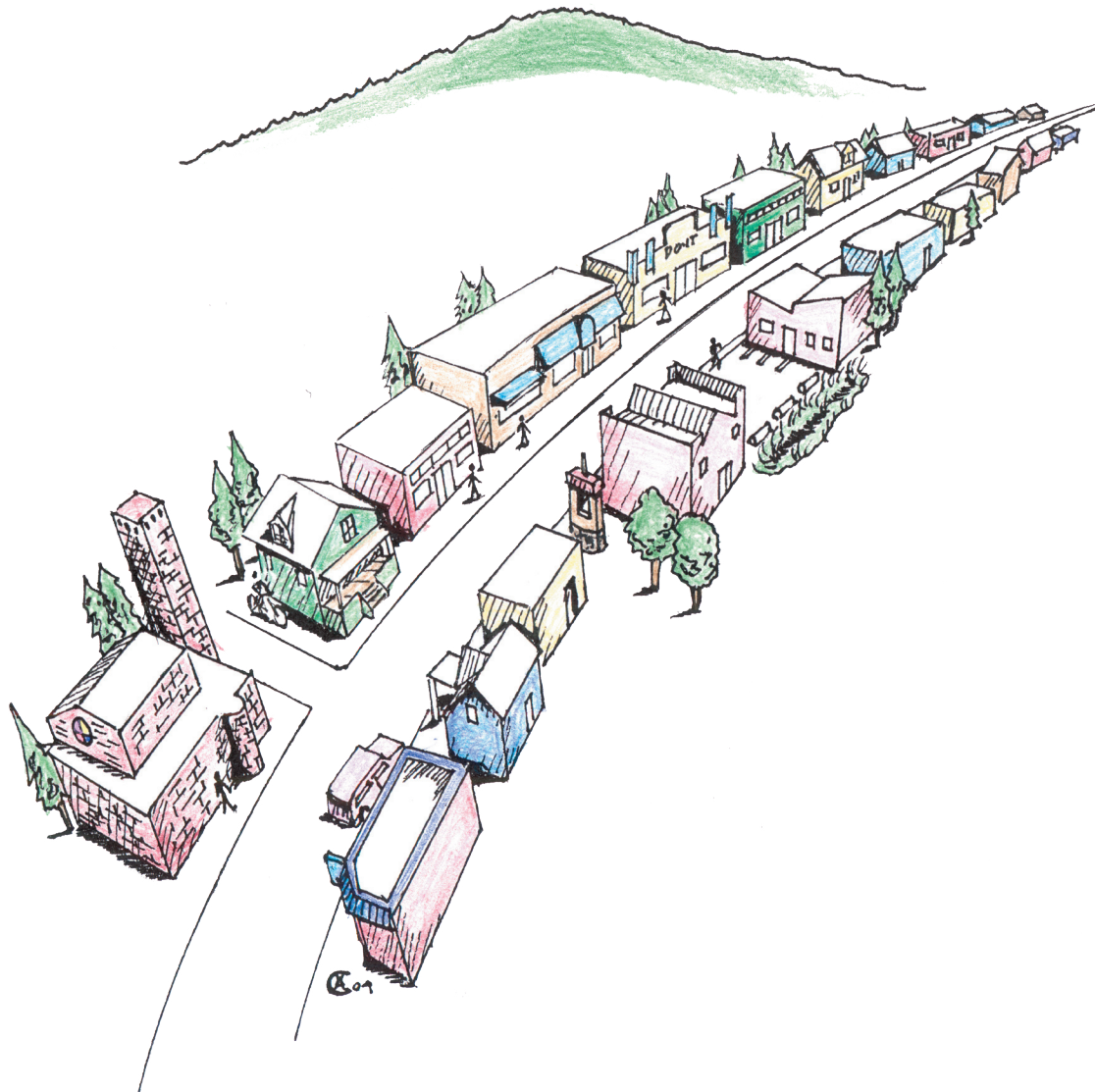
June 2004

overview

Planning Workshop, the capstone course for Portland State University's Master of Urban and Regional Planning program, provides graduate students with professional planning experience. Student teams develop consulting contracts with clients for planning services that address local and regional issues and the students' personal and professional interests. The Workshop provides experience in planning for constructive social and environmental change, while considering the planner's ethical responsibility to serve the public interest.

who we are

The name "Urbanics" refers to the junction where the organic nature of life meets the structured form of the urban environment. As a group, Team Urbanics seeks to create a more organic planning process that aligns community empowerment with collaborative decision-making. In addition, Team Urbanics believes in fostering practices that support the environmental, social, and economic health of the urban setting.



Sustainable Options for Division Street

Portland State University
Master of Urban and Regional Planning
Program Workshop

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William W. Hawley
Alisa Kane
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Illustration by Walter Cahall 2004

June 2004



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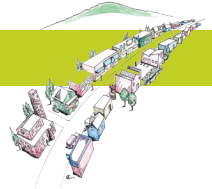
Team Urbanics would like to thank the following people, businesses and agencies for their support of this project:

- DivisionVision Coalition, specifically Kelley Webb, Linda Nettekoven, Kathryn Notson, and Charles Kingsley for their leadership and dedication to the Division Street community.
- Jeanne Harrison at the City of Portland Office of Transportation for her invaluable advice, institutional knowledge, collaboration, encouragement, and for access to printing services.
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- Mike O'Brien at the City of Portland's Office of Sustainable Development for supporting this project.
- People's Food Co-op, the Emerson House, and Haven Coffee Shop for championing this project by providing welcoming spaces for the workshops and open house.
- Walter Cahall for his artistic rendition of Division Street, which provided a signature look for our outreach and project materials, and appears throughout this document.
- The enthusiastic workshop participants.
- Noah's Bagels for donating food for the workshops.
- Our families and friends.
- The Hedge House for their "only 13 hours in the week that are not happy hour."



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Executive Summary

In the summer of 2004, the City of Portland will begin planning for a \$2.5 million dollar streetscape improvement project along Division Street in Southeast Portland. DivisionVision Coalition (DVC), a consortium of community activists and neighbors representing four local neighborhood associations, a business organization, and coalition groups has stepped forward in a leadership role to represent the community and facilitate greater public participation throughout the planning and redevelopment process.

To reflect DVC's desire to promote neighborhood livability through sustainable development, Team Urbanics offered a series of community workshops in May 2004 that explored the concepts of sustainable development. The goals of the "Sustainable Options for Division Street" workshops were to:

- Provide DVC with an educational tool that enhances the public's awareness of sustainable development options,
- Encourage public participation in upcoming redevelopment planning efforts,
- Promote sustainable practices, including environmental protection, economic development, and social equity, and
- Create a forum for civil discourse, for neighbors to meet neighbors, and for people to learn new things about their community.

The community workshops included an educational component, designed to inform the attendees about sustainable terminology and the planning process; and an intersection design exercise, which challenged the

attendees to improve the livability of Division Street intersections. Team Urbanics conducted exit surveys with workshop attendees, and presented the collective intersection design results by means of an open house at a neighborhood business.

Nearly 60 residents of the Division Street community attended the workshops including homeowners, business owners, and visitors who varied in age, ethnicity, and affiliation. Additionally, representatives from the City of Portland attended the workshops to participate and answer questions.

The results from the exit surveys indicate that nearly all of the attendees felt the workshop would activate them to get more involved in their community and the planning process. Survey responses were overwhelmingly positive to the experience, and participants found the topic important and relevant to their community.

As evident from the success of the workshops, there is a constituency of people who are willing to explore sustainable options for Division Street. To build on this interest and to create momentum for the public participation component of the upcoming redevelopment project, DVC should:

- Sponsor more community outreach activities in the form of workshops,

"I already was interested in the process but was encouraged by the way we all worked together to address specific needs and wants."

-Workshop participant



The workshop flyer was distributed to over 60 businesses on SE Division St.



Community workshop participants tackle the design exercise



- neighborhood walks, and invited speakers,
- Distribute a community-wide reference sheet that provides information on the concepts of sustainability, the planning process, and the timeline for redevelopment along Division Street,
- Target populations like the business community with information about sustainability that is specific to their interests and priorities,
- Increase publicity about the participation opportunities (Community Working Groups, neighborhood walks, etc.) for the redevelopment project,
- Continue working with students from area schools and universities to promote the future generation's investment in the community, and
- Host outreach events to invite residents and business owners who are not already involved to become part of DVC and other community groups.

“It was fun. Most planning is associated with conflict, dry process. Sustainability is exciting!”
-Workshop participant

free community workshop

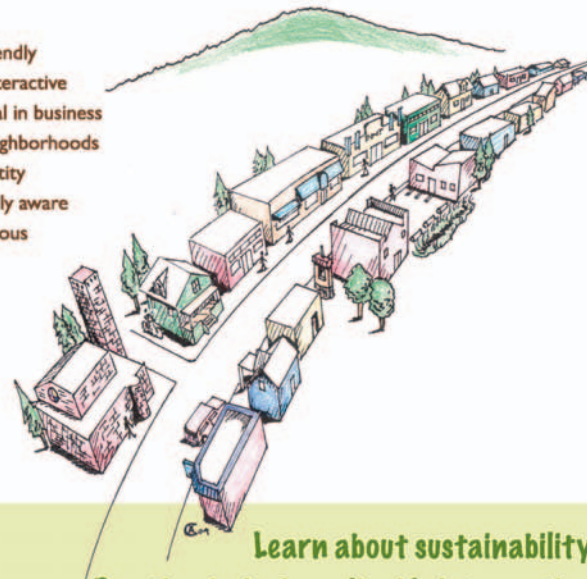
Sustainable Options for Division Street

Presented by:
PSU graduate students
& Division Vision Coalition

in preparation for the Division Streetscape and Reconstruction Project planning process to begin July 2004

Help make the Division Street community more:

- livable
- pedestrian-friendly
- community interactive
- viable and local in business
- safe in our neighborhoods
- unique in identity
- environmentally aware
- socially conscious



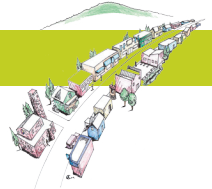
Learn about sustainability
Practice designing a livable intersection
Enhance your understanding of local planning efforts
Meet your neighbors

Sign-ups encouraged as space is limited. All ages invited.
To sign up, get directions, and/or learn more please contact:

Matt Burlin at 503.249.0066 or email: mburlin@pdx.edu

Thursday, May 13 Emerson House 3577 SE Division St. 6:00 - 8:30 pm	Saturday, May 15 People's Co-op 3029 SE 21st. Ave. 9:00 - 11:30 am	Monday, May 17 Emerson House 3577 SE Division St. 6:00 - 8:30 pm
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Flyer created to advertise the community workshops.



Introduction

Walk, bike, bus or drive along Division Street in inner southeast Portland and the casual observer will notice development activities contributing to the environmental, economic, and social health of this community. For example, the Full Health Spectrum property at Division and SE 33rd Avenue features a combination of stormwater treatments that manage the runoff from adjacent buildings and the parking lot. Just down the block is Village Merchants, a house wares and clothing consignment shop that is just one of the many businesses along Division Street that divert reusable materials from the waste stream. Further west, at the locally owned store called Mirador on SE 21st Avenue and Division, a pair of community designed earthen benches provide a gathering spot for residents and visitors to connect and build important social networks.

These examples illustrate the community's dedication to development that enhances the local economy, minimizes damage to the natural environment, and preserves social capital and equity. On a larger scale, however, there are many opportunities to further integrate sustainable development practices. The existing Division streetscape includes a number of underutilized lots, conflicts between automobile and pedestrian traffic, vacant buildings, and an overall lack of green space. As the community becomes more engaged in the redevelopment of their street, these opportunities will allow residents and business owners to turn neighborhood liabilities into community assets.

Although the notion of sustainable development has become an important part of Division Street's reemergence as a thriving main street, an upcoming major public works project will further shape the Division Street community for years to come. In July 2004, planning for the "Division Main Street/Green Street Project" will begin using Transportation Growth Management (TGM) funds awarded by the State of Oregon to the City of Portland's Bureau of Planning (BOP) and Office of Transportation (PDOT). Once planning is complete in the summer of 2005, approximately \$2.5 million dollars from the federally funded Metropolitan Transportation Improvement Program (MTIP) will finance the physical reconstruction of Division's streetscape. The goals of this five-year long project are:

- To make Division street from SE 11th to SE 60th Avenue a more transit-oriented, economically vibrant and an environmentally sustainable main street,
- To balance different transportation demands such as local and through traffic, transit, automobiles, trucks, pedestrians and cyclists,
- To plan for a safe, convenient and attractive pedestrian streetscape,
- To apply green street improvements along Division Street,
- To create a transferable and collaborative planning process along Division Street, and



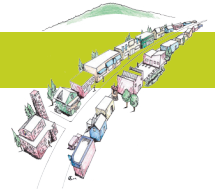
Stormwater planters and porous pavement at Full Health Spectrum, located at SE 32nd and Division



Village Merchants at SE 33rd and Division sells used clothing and house wares



Mirador cob benches at SE 21st and Division



- To improve amenities at commercial nodes and create an active “Main Street” along Division Street.

Although the project will mostly affect the physical profile of the street itself, PDOT is creating a Citizen Working Group to integrate the values of the Division Street community in the reconstruction of the streetscape. DivisionVision Coalition (DVC), a consortium of community activists and neighbors representing four local neighborhood associations, a business organization, and coalition groups has stepped forward in a leadership role to represent the community and facilitate greater public awareness and participation throughout the planning and redevelopment process.

DVC formed in 2001 to “cultivate a more vibrant Division Street” and was instrumental in securing funding through the TGM and MTIP channels. To win support for this project, DVC hosted meetings, organized letter-writing campaigns, collaborated on an intersection design charrette, and testified before the Metro Commission. Through the auspices of this reconstruction project, DVC would like to make Division Street a more transit-oriented, economically vibrant, and environmentally sustainable main street.

In seeking a project for the PSU Planning Workshop, Team Urbanics identified DVC as a community group that could benefit from an educational outreach campaign centered on sustainable options for Division Street. Team Urbanics proposed a series of workshops that would:

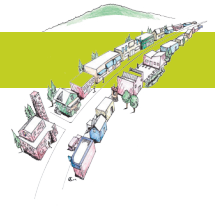
- Provide DVC with an educational tool that enhances the public’s awareness of sustainable development options,
- Encourage public participation in upcoming redevelopment planning efforts,
- Promote sustainable practices, including environmental protection, economic development, and social equity, and
- Offer a forum for civic discourse, for neighbors to meet neighbors, and for people to learn new things about their community.

This document begins with a conceptual framework for sustainability and what sustainability could look like on Division Street using existing examples and an exploration of potential opportunities. The section following describes the content, format, and results of the community workshops. Finally, the document concludes with some recommendations to DVC on how to further advance notions of sustainability along Division Street. The Appendix includes a glossary of sustainable options terminology, results from the workshop exit surveys, supporting documentation of the workshop process, and a compact disc with the workshop presentation, intersection results and the design treatment sticker sheets.

A sustainable community is one that:

- *Acknowledges that economic, environmental and social issues are interrelated and that these issues should be addressed “holistically,”*
- *Recognizes the sensitive interface between the natural and built environments,*
- *Understands and begins to shift away from polluting and wasteful practices,*
- *Considers the full environmental, economic and social impacts/costs of development and community operations,*
- *Understands its natural, cultural, historical and human assets and resources and acts to protect and enhance them,*
- *Fosters multi-stakeholder collaboration and citizen participation,*
- *Promotes resource conservation and pollution prevention,*
- *Focuses on improving community health and quality of life, and*
- *Acts to create value-added products and services in the local economy.*

Source: The Minnesota Office of Environment web site



Conceptual Framework for Sustainability and Sustainable Development

Urban centers are increasingly dependent upon the natural environment for sustenance in the form of food, water, energy, and beauty. People don't just depend on the environment for life-giving nourishment, but derive pleasure from having a connection to the natural world through gardens, parks, green spaces, and wildlife. The relationship between the natural and the built environment impacts the quality of life for urban inhabitants, as well as the ability for natural resources to replenish and provide for future generations. At the heart of living in Portland is the fortuitous ability to enjoy both a thriving urban community and an intact and healthy natural environment. The struggle then, is how to continue to provide a high quality of life for Portland residents without compromising the integrity and viability of natural resources.

Sustainable development refers to “development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Brundtland Commission, 1987). Sustainable development is an approach that attempts to balance three fundamental principles, often referred to as the three “E’s:” environmental protection, social equity, and economic growth. As depicted in the diagram above, sustainability occurs when the three E’s mutually engage, providing a foundation for a community to preserve its environmental, social,

and economic longevity. To this end, sustainable development incorporates disciplines such as urban ecology, growth management, bioregionalism, environmental planning, community self-reliance, and appropriate technology (Mazmanian and Kraft, 2001).

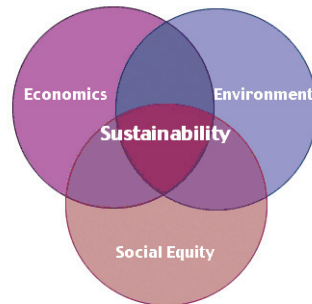
The City of Portland’s governmental agencies reflect the desire to balance Portland’s environmental health, community livability, and economic vitality.

The challenge is meeting all of these objectives through public investment. Within the various missions (see sidebar) of each agency, the language of sustainability includes multiple interpretations. Consequentially, public investment projects can present conflicting messages about what sustainability is and what it means for a community. Without clear definition, engaging in conversations about sustainability between citizens and public agencies becomes difficult.

For example, while PDOT focuses on mobility and accessibility in their transportation planning, BES centers on increasing the amount of permeable surfaces to alleviate the pressure on storm drains. Although not mutually exclusive, each action must address the other, while incorporating sustainability may further confuse the vision for the street.

“The Three Es”

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City of Portland’s governmental agencies involved in Division Street planning and their missions:

Bureau of Environmental Services

“To reduce stormwater pollution, restore native vegetation, and improve the quality of water in our rivers and streams.”

Portland Office of Transportation

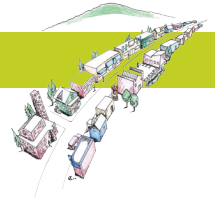
“To plan, build, manage and maintain an effective and safe transportation system that provides people and businesses access and mobility.”

Bureau of Planning

“To plan for neighborhood livability and central city vitality...smart development and to prevent urban sprawl and to create the long range goals, plans, and strategies that guide Portland’s future.”

Office of Sustainable Development

“To research, promote and integrate environmental, social and economic health.”



What does a sustainable community look like?

Through the lens of the three “E’s,” a sustainable Division Street would include businesses that:

- Provide services to the neighborhood (grocery stores, cafes, accountants, etc.),
- Employ people at livable wages (see sidebar),
- Reflect local ownership opportunities,
- Contribute money to the local economy in the form of wages, tax revenues, and donations to service organizations, and
- Conserve natural resources through green building, waste minimization, recycling, and environmentally sensitive production practices.

Stumptown Coffee, a café located at SE 45th and Division supports many of these notions. Owned and operated by local residents, Stumptown Coffee:

- Roasts coffee by hand in small batches, preserving energy and resources,
- Buys coffee beans directly from farmers who practice sustainable farming techniques,
- Provides health insurance to workers, and
- Donates fresh coffee to the Oregon Food Bank.



A local’s favorite, Stumptown Coffee at SE 45th and Division

In the environmental arena, a sustainable Division Street would:

- Manage stormwater on-site through the use of bioswales, permeable pavement, stormwater planters, and ecoroofs (see Appendix for the definition of these terms),
- Reduce air pollution and the production of harmful carbon dioxide by promoting the use of mass transit, providing bike and pedestrian friendly pathways, planting trees, and decreasing travel distances by offering services within closer proximity,
- Remediate environmental damage to natural habitat caused by development, sprawl, and growth, and
- Bring habitat back into the built environment through parks, gardens, naturescaping, and habitat restoration.

The newly completed bioswale at the St. Philip Neri church complex on SE 17th and Division demonstrates many environmentally sustainable treatments.

- Collects and manages the 800,000 gallons of stormwater runoff produced by the 33,000 square foot parking lot each year;
- Neutralizes much of the pollutants and toxins that are washed off the parking lot in heavy rains,
- Built by hundreds of volunteers from the community
- Funded in part with in-kind donations and grant funds from Bureau of Environmental Services and Meyer Memorial Trust,
- Will reduce the church’s monthly sewer bill, and
- Creates a natural habitat for birds and wildlife.

“Sustain: to keep in existence; maintain.”

- American Heritage Dictionary

Livable wages

“A livable wage is the hourly wage or annual income sufficient to meet a family’s basic needs plus all applicable Federal and State taxes. Basic needs include food, housing, child care, transportation, health care, clothing, household and personal expenses, insurance, and 5% savings.”

- Vermont Livable Wage Campaign



The St. Philip Neri bioswale manages all stormwater runoff from adjacent surface parking lot



In order to promote social equity, a sustainable Division Street would:

- Accommodate the physical needs of people with all different abilities,
- Maintain a portfolio of affordable housing opportunities,
- Include and empower people with culturally and ethnically diverse backgrounds in decision-making activities,
- Provide opportunities for civic engagement, community empowerment, and expression through coalitions, community meetings, educational forums, gatherings and festivals,
- Encourage and support civic discourse and political involvement by all community members,
- Capture and share the history of previous and current residents to help inform and enrich future development and planning processes (see storytelling sidebar next page), and
- Provide avenues for people to meet and learn from each other and to solve community issues together.



The Red and Black Café kiosk, built by volunteers at the 2003 Village Building Convergence

An existing example of a development that promotes social equity is the “eco-kiosk” on SE 22nd and Division.

- Built with natural materials including clay, straw, and reclaimed building materials,
- Constructed by volunteers working together during a community building day,
- Provides an outlet for community members to learn about what is going on in their community,
- Adds distinct character to the street and builds community identity,
- Affordable way to share information, and
- Features a small demonstration ecoroof.

On the same lot as the eco-kiosk is the Red and Black Café, another example of socially equitable development.

- Operates as a worker-owned cooperative where employees share profits and guide business decisions collectively,
- Hosts community events including open mic nights and neighborhood meetings,
- Provides a central gathering place for labor unions, and
- Offers free computer usage and internet access to customers.

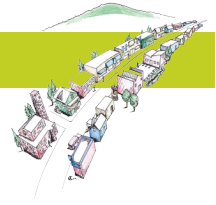


The Red and Black Café at SE 22nd and Division

Indicators for assessing the sustainability of a community:

- Percent of workforce concentrated in largest five employers
- Greenhouse gas emissions per capita
- Number of domestic violence calls to police
- Number of community gardens
- Landfilled solid waste (tons per year)
- Percent of households that can afford median-priced house
- Water use and wastewater flows (gallons/day/person)
- Net growth in livable wage jobs
- Graduation rates by race and ethnicity
- Energy consumption (BTU per capita)
- Voter turnout in municipal elections
- Toxics produced and released per year
- Dollar value of repairs or replacement needed in infrastructure investment
- Homeownership rate
- Number of endangered and threatened species
- Community volunteerism by age group

Source: *Toward Sustainable Communities: Transition and Transformations in Environmental Policy*, Mazmanian and Michael E. Kraft, 2001



Although these examples demonstrate a concerted effort to address the environmental, economic, and social health of Division Street, there is still potential to extend sustainable development along the corridor. For example, there are several large parking lots on business and residential properties that would benefit from the addition of bioswales that manage stormwater on-site. Boarded-up buildings and empty lots present another opportunity to increase sustainability on Division Street. Residents and business owners could create an economic development plan to bring sustainable businesses to the area. As the success of the recently redeveloped “Urban Grounds” building on SE 12th indicates, there are locally-owned and sustainably-minded businesses that are willing to locate in the neighborhood, and contribute to the overall social and economic vitality of the street. Finally, there are numerous intersections along Division Street that could be redesigned to balance transportation modes, increase personal safety, and create better access for people of all abilities.

The public funds for the streetscape redevelopment will address some of these issues, especially those involving transportation concerns. However, other sustainable development options require the private

sector to make long-term physical and financial investments. The challenge for these businesses and residents is real. For example, in the summer of 2003, DVC surveyed people in the neighborhood about what would help make Division Street become a more vital “Main Street.” While the responses suggest that residents desire more street trees on Division Street, some business owners complain that street trees block their signs, are costly to maintain, and make parking more difficult because they obstruct visibility. Even when these challenges exist, sustainable development is possible when people work together to balance the environmental, economic, and social impacts of their actions.

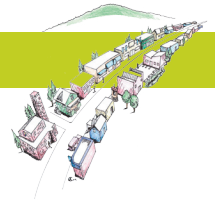


A run-down building on Division Street soon to turn into a sculpture studio



Young bicyclists wait patiently to cross SE 26th and Division where there is no designated bike path

Preserving History: Storytelling
The Neighborhood Story Project is a collaborative effort between the Abernethy School students and DivisionVision Coalition to record information on long-term residents. Students and volunteers are interviewing residents to gather their recollections of early land use patterns on Division and more history about the street.



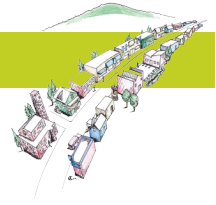
Tenants at the former linoleum warehouse at SE 12th and Division include Urban Grounds, a café that sells organic coffees, Artemis Foods, a catering company that features locally grown food, and several dance studios

Why care about sustainability?

Existing conditions in Oregon:

- The Lower Willamette Superfund site
- 8 acres developed per day in Portland during 1989-1999
- CO₂ emissions 116% of 1990 levels and increasing steadily
- 11 listings of threatened salmon and 2 threatened trout species
- Only 24% of streams with adequate water levels year round
- 10 year trend increase in solid waste disposal
- 12% of population lives in poverty
- Worst hunger rate in the nation
- Rising homelessness rate
- Among the ten worst states in arts funding
- Declining teacher salaries
- (43rd of 50) for number of students per teacher
- Income gap doubled in the past 10 years
- Portland unemployment rate is 7.6%
- Clear cutting of forests occurs at one acre every 5 minutes

Sources: National Center for Education Statistics, National Education Association, Northwest Environment Watch 2002, Oregon Progress Board 2003 Report



Community Workshops

To reflect DVC's desire to promote sustainability in the Division Street community, Team Urbanics chose to offer three separate, but identical, community workshops in May of 2004 titled, "Sustainable Options for Division Street." Workshops are hands-on events that allow people to use or develop skills, provide an arena for people to work together, and generate creative solutions to a variety of scenarios. The intention of the workshops was not to prescribe a course of action for achieving sustainability along Division Street, but to engage the community in a dialogue about the concepts and implications of sustainability. The content of the workshops was designed to:

- Help community members learn about events leading up to the TGM grant,
- Outline upcoming planning processes,
- Introduce the conceptual framework of sustainability,
- Provide some of the language used to describe sustainability in regards to transportation, business, the public realm, stormwater management, and civic engagement,
- Describe specific sustainable options for Division Street,
- Provide community members the opportunity to meet each other, and
- Practice the implementation of sustainable options on Division Street through a design exercise.

Workshop Activities

The workshop had two main components: an educational presentation and an interactive design exercise. Utilizing both formats provided the opportunity to disseminate information **and** offer an experience in applying concepts to real community problems. To jumpstart the workshops with an informal icebreaker, attendees and presenters announced their name, neighborhood affiliation, and the answer to the question, "what is your favorite place on Division Street?" Next, a PowerPoint presentation introduced the upcoming planning process, reviewed the concepts of sustainability, and offered examples of sustainable options on Division Street. Although the presentation was conducted in lecture style, participants were able to ask questions and engage with each other throughout the program. Following a short break, the group broke up into small teams of four or five people to begin the design exercise.

Intersection Design Exercise

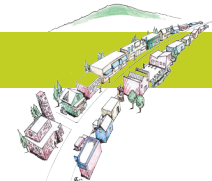
The design exercise provided an engaging template for participants to test ideas discussed in the presentation. To ground the concepts of sustainability to the physical realm, the exercise focused on five specific intersections along Division Street including: SE 22nd, SE 26th, SE 30th, SE 33rd, and SE 35th Place. These intersections were selected because they had not been studied extensively in the past (such as Seven Corners),



Workshop PowerPoint presentation at the Emerson House on 35th and Division, where two workshops were held



Workshop participants from DVC, the Division/Clinton Business Association, and the Bureau of Planning talk strategy



fall slightly outside the planning agencies immediate purview, and present opportunities for significant functional and aesthetic improvement. Each team received a 3-foot by 5-foot poster with enlarged panoramic photos of an intersection. From this vantage, participants could immediately identify the buildings, public rights-of-way, and function of each intersection. Each team also received a toolkit with stickers of customized photographic images including: street furniture, bioswales, street trees, potted plants, pervious pavement, light posts, signage, curb extensions, and other treatments (images included on compact disc insert). Colored pencils, scissors, and blank sticker sheets for original drawings completed the packet.



Flower barrel sticker example

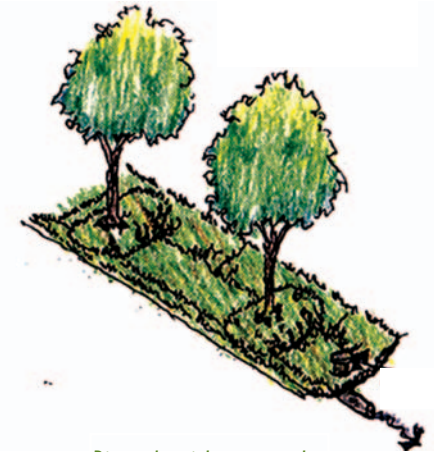
The design exercise began with each group deciding three primary goals for the intersection and writing those goals directly on the poster. Then, each team was challenged to “design” their intersection with sustainable treatments that addressed the three goals. Through collaboration and group negotiation, participants could use any implement to improve the intersection. Participants were given approximately 40 minutes to work together to redesign the intersection. The exercise culminated when all the teams presented their posters to each other; highlighting their established goals, the treatments they used, and their process for making decisions. Other participants asked questions of the



Flowering basket sticker example

presenting group, generating lively discussion about the design ideas.

To conclude the workshops, participants were invited to an open house at Haven coffee shop at the end of May to view the design ideas generated by all three workshops. In addition, participants were encouraged to get involved with the upcoming redevelopment planning efforts by joining the Community Working Group or by attending neighborhood walks and community meetings over the summer. Finally, participants were asked to describe their experience on a workshop evaluation form.



Bioswale sticker example



Example of completed intersection design for SE 30th Avenue

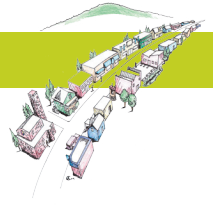
Workshops Results

During the workshop events it became clear that the product was not just presenting content to participants, but providing a process and space—for learning, problem solving, sharing ideas, and talking with other community members. Participants seemed hungry to learn what was going on in their neighborhood, to share what they personally know, and engage in robust conversation with other community members. The workshops allowed citizens to increase their vocabulary and work collectively to solve problems, skills that will be useful for the upcoming planning process. By raising questions during the presentation, negotiating in the design exercise, and discussing issues as a large group, participants worked together to generate ideas to enhance the economic, environmental, and social health of their community.

The workshops were successful in engaging community members to generate and facilitate conversation based on what was important to them, without skirting difficult topics such as the recent opening of Starbucks or constraints caused by the need to maintain emergency vehicle access. While there wasn't always agreement on certain issues, participants readily assumed the task of redesigning their intersection with vigor and determination. Some groups actually became competitive with each other in a friendly way. For example, one group noticed that another group had put a second story on a building and decided to do the same. The unfolding of the design process was quite stimulating and charismatic for all involved.

The workshops allowed participants to learn about their community, share information, and work together in a meaningful way. Several participants noted during the design exercise that they learned something new about the place they live. For example, one person remarked that she never noticed that a certain intersection had no street trees. Throughout the workshops participants relayed their institutional knowledge regarding building and business ownership, redevelopment plans, city ordinances, and possible new businesses. Finally, in the spirit of the workshops, participants self-monitored each other, creating an atmosphere of collaboration and conviviality. In one workshop, for example, a participant asked a fellow audience member to save their questions until the break, while later another participant delegated tasks to a willing volunteer during the design exercise.

The workshops produced a total of 13 posters demonstrating ideas for how intersections could be redesigned in a more sustainable way. While each completed poster has specific design treatments that reflect the interests of a group of four or five residents, **what** the designs communicate is most relevant to the outcome of this exercise. The table on the following page describes the themes extrapolated from the total collection of intersection posters.



“The posters were very well produced and allowed everyone to “build” a new intersection together in an intuitive and free form way. Very fun.”

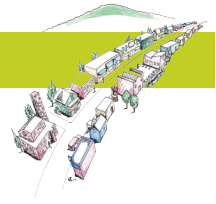
-Workshop participant



Team working together during design exercise

“The stickers were great! Made participation easier and faster. Best idea the city could use in such planning projects.”

-Workshop participant



Overall Workshop Design Exercise Goals	
General Design Exercise Goal Classification	Number of Responses
Improve Artistic/Aesthetic Nature of the Community and Street	13
Improve Pedestrian and Biking Environment (Street Amenities)	10
Improve Traffic and Transit Management	8
Improve Pedestrian and Biking Safety	7
Improve Stormwater Management	6
Improve Community and Business Identity	3
Increase Open Space/Green Space	3
Redevelopment and Infill	2

Note: Includes general classifications for all goals identified by 13 workshop design exercise groups



A member of DVC presents his group's intersection design

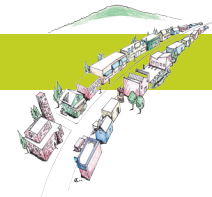
In reference to the chart above, it is not surprising that all thirteen posters sought to improve the artistic and aesthetic nature of Division Street. The intersections represented in the design exercise were chosen in part because they included significant opportunities for improvement—whether needing safer crossings or exhibiting run-down building facades. The participants may also be responding to the idea that artistic and aesthetic improvements can be made without significant cost or without changing the infrastructure of the intersection. The prominence of increasing bicycle and pedestrian mobility can be explained because several of the intersections such as SE 35th Place, 33rd and 22nd Avenues have no designated crosswalks, but have a high volume of pedestrian and bicyclist activity. Not surprisingly,

stormwater management showed up on six of the 13 posters because it was a key focus of the presentation. More interestingly, infill and affordable housing were noted on only two of the posters, even though discussions of these topics dominated two of the workshops. Overall, the findings suggest residents are very interested in creating a main street that is attractive, accessible, and vibrant.

A survey conducted at the end of the workshop (see Appendix) provides insight into the participant demographics, how they heard about the workshops, what they learned, and their recommendations for future workshops. A total of 57 people from 7 different neighborhoods



Information sharing and a multi-generational exchange



and associations attended the three workshops (see Appendix). The participant's ages ranged from 24 to 76 years old, with an average age of 41. Responses to the survey question, "Are you more likely to participate in upcoming planning efforts after attending this workshop," indicate that an overwhelming majority of the participants expressed a strong interest in becoming more involved in the planning process after attending the workshops.

Based on the attendance, quality of experience, and the responses to the survey, the "Sustainable Options for Division Street" workshops met all the project's objectives. As the survey responses and attitudes of the participants signify, the workshops provided DVC with a useful and effective educational tool to explore what sustainability could mean for the community of Division Street. The participants' overall willingness to become more involved in the planning process indicates that the project's second objective, to encourage public participation in upcoming redevelopment planning, was successfully attained. By giving people an opportunity to learn about sustainable concepts, the workshops effectively promoted sustainable practices, including environmental protection, economic development, and social equity. Finally, the workshops provided a forum for 57 community members and representatives of public agencies to begin a conversation that is likely to mature and develop for the benefit of advancing sustainability along Division Street.



SE 33rd Avenue

Close-ups of design ideas generated by workshop participants



SE 35th Place



SE 26th Avenue

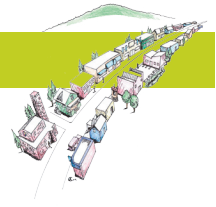


SE 22nd Avenue



Open House

On May 30th an open house at Haven coffee shop was held to recognize and present the intersection posters created throughout the course of the workshop series to the larger Division Street community. Eleven of the thirteen posters were hung from the walls in an art installation format along with additional posters describing the workshop series and results. With bluegrass music from a local band playing in the background, approximately 25 people—including workshop participants and public agency representatives—attended.



Recommendations

As evident from the success of the workshops, there is a community willing to explore options for how to advance sustainability on Division Street. To build on this interest and to create momentum for the public participation component of the upcoming redevelopment project, DVC should:

- Sponsor more community outreach activities in the form of workshops, neighborhood walks, and invited speakers,
- Distribute a community-wide reference sheet that provides information on the concepts of sustainability, the planning process, and the timeline for redevelopment along Division Street,
- Target populations like the business community with information about sustainability that is specific to their interests and priorities,
- Increase publicity about public participation opportunities (Community Working Group, neighborhood walks, etc.) for the redevelopment project,
- Continue working with students from area schools and universities to promote the future generation's investment in the community, and
- Host outreach events to invite residents and business owners who are not already involved to become part of DVC and other community groups.



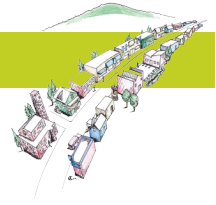
Open House at Haven, SE 35th and Division



A property owner and resident work on SE 22nd Avenue



Participants negotiate treatments for SE 33rd Avenue at the Saturday morning workshop at People's Co-op



Conclusion

This project has approached the nebulous concept of sustainability and attempted to simplify its complexities to align the various desires of a community. Of the many possible frameworks that can direct the development and planning process, the members of the DivisionVision Coalition have promoted sustainability to address burgeoning issues within a community destined for change.

The concept of building a sustainable community is not a destination, but a journey that challenges citizens to make decisions that benefit economic, environmental, and social health. The “Sustainable Options for Division Street” workshops allowed citizens to envision their own version of how their community could be enhanced with sustainable features. By engaging the community in this exercise, the workshops generated discussion between neighbors, business owners, and public agents. Together, they will have to work to understand the possibilities and limitations of sustainability, and ultimately gain the capacity to decide what is best for their community. For Division Street to truly evolve in a sustainable way, this conversation may be the first step.

The most rewarding aspect of this project is the confirmation that sustainable development options are fundamentally understood, and that community members are eager to discuss the conflicts and synergies that arise from their inclusion in the planning process. The diversity of workshop attendees, including the many perspectives represented, convey that the value of the workshops stretched beyond the study

of the process. Team Urbanics hopes that “Sustainable Options for Division Street” will serve as a foundation to connect the Division Street community with a common vision, an attainable identity, and a viable future that celebrates not only its sense of place, but the realization of its unity.



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Sustainable Options Terminology

Sustainability:

A balance of economic, social, and environmental concerns to maximize the resources of the present, while maintaining the resources of the future.

Stormwater

Ecoroofs—vegetated roof systems that absorb stormwater and slow runoff



Bioswales—vegetated ditches that collect stormwater runoff from streets and parking lots



Stormwater planters use stormwater to irrigate plants that will filter out pollutants

Downspout disconnection—an easy way to direct runoff away from the sewer system



Porous pavement—a substitute for conventional concrete that allows water to be absorbed by the soil underneath

Transportation

Curb extensions provide easy pedestrian access to bus transit, calm traffic by narrowing the width of the street, and shorten crossing distances



Crosswalks help provide a safe and accessible pedestrian environment



Bike lanes and accommodations

promote alternative transportation options to automobiles attributing to less traffic and more shoppers for area businesses

Business

Business associations provide a forum for businesses, enhance the power of the local market, and unify the business community

Gateways indicate a **sense of place** to the visitor, and convey an identity of a district or destination



A **unifying theme** can also create a destination feel, and connect the many businesses along a commercial corridor

Ordinance variations allow flexibility within businesses to create, preserve, and celebrate local character

A **local green economy** can preserve the necessary connection between the businesses, residential communities, and natural environment

Civic Engagement

Envision a community that represents you and your neighbors

Education and storytelling—teach your experience, and learn from the experiences of others

Get involved with the many groups and organizations that make your community unique!

Stay informed with your community's development and activities

Public Realm

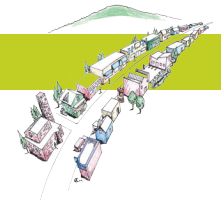
Aesthetics can be simple additions and finishing touches that connect people with a sense of place

Identity represents what is unique about your community

Accommodations invite residents, business owners, and visitors to stay and enjoy the street and place



Community character communicates the vision and voice of those involved in the community development process



Workshop Exit Survey Results





Sustainable Options Terminology

Community Workshop Exit Survey Results

Community Workshop Publicity Flyer

Compass Disc Insert:

Intersection Designs

Treatment Sticker Sheets

Workshop Exit Survey Results

