

**To: Lake McTighe  
Metro, Active Transportation Partnership**  
**From: The Lloyd Transportation Management Association**  
**Date: August 14, 2009**  
**Re: Holladay Green Street Active Transportation Demonstration Project**

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### **Project Description**

The Lloyd Transportation Management Association (TMA) is an action-oriented non-profit business association that works to improve access and mobility for those who work, live, or shop in the Lloyd District. As part of a continued effort to create a comprehensive transportation network, the Lloyd TMA would like to explore the possibility of creating a green street on the section of NE Holladay St. that runs between the Rose Quarter and NE 13<sup>th</sup> Ave. (Map 1), The Holladay Green Street Project would open NE Holladay Street in the Lloyd District to two-way bike traffic, encourage pedestrian activity, and link bike and pedestrian traffic to transit stations.

The Lloyd TMA would like to explore the feasibility of such a project by examining the street's current conditions, potential changes that would be made for the project and the potential effects of these changes. The Lloyd TMA proposes an extensive stakeholder process to ensure adequate input from civic and business leaders in the area. This proposal gives an overview of the project, the populations served by the project, the estimated cost of the project, and how the project fits into a regional commute shed.

### Proposed Project

Create a green street on NE Holladay Street between the Rose Quarter Transit Center and Holladay Park. The project would link Holladay Park, Oregon Square, Kaiser Plaza and the Eastbank Esplanade into an urban park system. The proposed corridor will accommodate both east and westbound bicycles, as well as increase pedestrian mobility. The corridor will require closing NE Holladay St. in the Lloyd District to car traffic and installing bike activated signals at all signal crossings. Other project elements could include increased TriMet bike parking at the four MAX stops located on Holladay and the creation of a "festival" street with electrical and water hook-ups for vendors. Destinations served by the project include the Rose Garden Arena, Oregon Convention Center, Lloyd District hotels, the over 650 businesses located in the Lloyd District, Lloyd Center Mall, Benson High School, the Eastbank Esplanade and the downtown core.

### Project Goals and Objectives

The objectives of the NE Holladay Green Street Project support the Active Transportation Principles and are as follows:

- Enhance the City's bicycle and pedestrian network by improving east/west pedestrian and bicycle access from Portland's eastside to downtown.
- Improve the health and quality of life for those traveling to, from, or through the Lloyd District by providing safe and effective transportation options to regional destinations.
- Capture a portion of the "interested but concerned" cyclists in order to increase Portland's bike mode split.
- Create a vibrant, sustainable and livable urban neighborhood that encourages commercial activity at the pedestrian scale.

- Create infrastructure that adds commercial, economic, business and civic value to Portland's Central City.
- Facilitate attainment of a 10% bike commute mode split in the Lloyd District.

### NE Holladay Commute Shed

NE Holladay is part of multi-modal regional transportation system that includes TriMet buses, the Eastside Streetcar, automobiles, pedestrians and bicyclists. Northeast 12<sup>th</sup> Avenue, which intersects with Lloyd Boulevard just south of NE Holladay, serves as a main north/south connector for bicyclists traveling from Southeast Portland to Northeast and North Portland. The Eastbank Esplanade, which is easily accessed from NE Holladay through the Rose Quarter, links bicyclists and pedestrians to Portland's Westside via the Steel and Hawthorne Bridges. It also acts as a connection to the Springwater Corridor trail, allowing commuters to travel on an off-street path from Portland to Milwaukie, Gresham and, in the future, Boring. Other potential bicycle infrastructure that will connect to Holladay is the proposed Sullivan's Gulch Trail, the proposed 7<sup>th</sup> Avenue bike/pedestrian bridge across I-84, and the proposed cycle-track on NE 7<sup>th</sup>.

The existing TriMet bus and MAX stops along NE Holladay link the Lloyd District and surrounding areas to the greater Portland metropolitan region. The proposed Eastside Streetcar will be easily accessed from NE Holladay; the northbound streetcar will cross NE Holladay on NE Grand Avenue and the southbound streetcar will cross at NE 7<sup>th</sup> Avenue. These efficient transit connections encourage multi-modal trip chaining and allow access to regional destinations.

The area immediately surrounding NE Holladay is zoned CX, Central Commercial, which, according to City of Portland Bureau of Planning, is intended to allow for intense development that emphasizes a pedestrian-oriented, active streetscape. Major regional destinations within a quarter mile of NE Holladay include the Rose Garden Arena, the Oregon Convention Center, The Lloyd Center Mall, and various regional employers such as Metro, the Bonneville Power Administration, Kaiser Permanente, PacifiCorp, and the State of Oregon. All of these regional attractors are serviced by the four MAX stops located on the Holladay within the project.

### **Populations Served**

The Holladay Green Street project will serve all employees, residents, students and visitors of the Lloyd District and surrounding areas, as well pedestrians, cyclists and transit users commuting to and from Downtown Portland. A significant population of employees, Oregon Convention Center conference goers, Lloyd Center Mall visitors, and Rose Garden Arena attendees will have direct access to the Holladay Green Street Project. The Lloyd District is currently home to 23,000 employees and over 650 businesses, including Metro, Bonneville Power Administration, Kaiser Permanente, the Lloyd Center Mall, and PacifiCorp and is projected to grow 20,000 jobs and 4,000 housing units in the next ten years. In addition to the 23,000 current employees, the Oregon Convention Center, located on Holladay Street, hosts over 660 events a year with an average yearly attendance of over 650,000. The Rose Garden Arena, located one block west of the Holladay project, has an annual attendance of 1,828,126 and the Lloyd Center Mall, located one block north of the project, draws over 15 million visitors a year. There are several schools located within ¼ mile of Holladay, as well. Benson High School, the City's only 100% career/technical magnet school, has a yearly attendance of 1,218 students, many of which use the MAX stops located on Holladay.

There are also several colleges located in the District that bring over 400 students to the area. The Holladay Green Street Project will also serve the population of cyclists commuting to and from the Downtown area. This number has seen a significant increase in the past years, with average daily bike trips on the four main bridges totaling 16,711.

### **Partnerships**

The Lloyd TMA is a non-profit business association that works with businesses in the Lloyd District to address transportation needs. As such, the Lloyd TMA Board of Directors consists of both private business leaders and City employees. Board members include individuals from regional employers such as Bonneville Power Administration, Kaiser Permanente, the Lloyd Center Mall, the Oregon Convention Center, and PacifiCorp as well as TriMet, the Portland Development Commission and the Portland Bureau of Transportation. The Lloyd TMA has served as a vital link between private businesses, the City, and regional government on projects ranging from track placement of the Eastside Streetcar to parking meter revenue. The Lloyd TMA Board is aware of the proposed NE Holladay transit corridor project and is open to future conversations regarding the project. As the stakeholder process evolves, the Lloyd TMA has the ability to provide the leadership for public/private partnerships necessary to successfully complete the Holladay Green Street Project.

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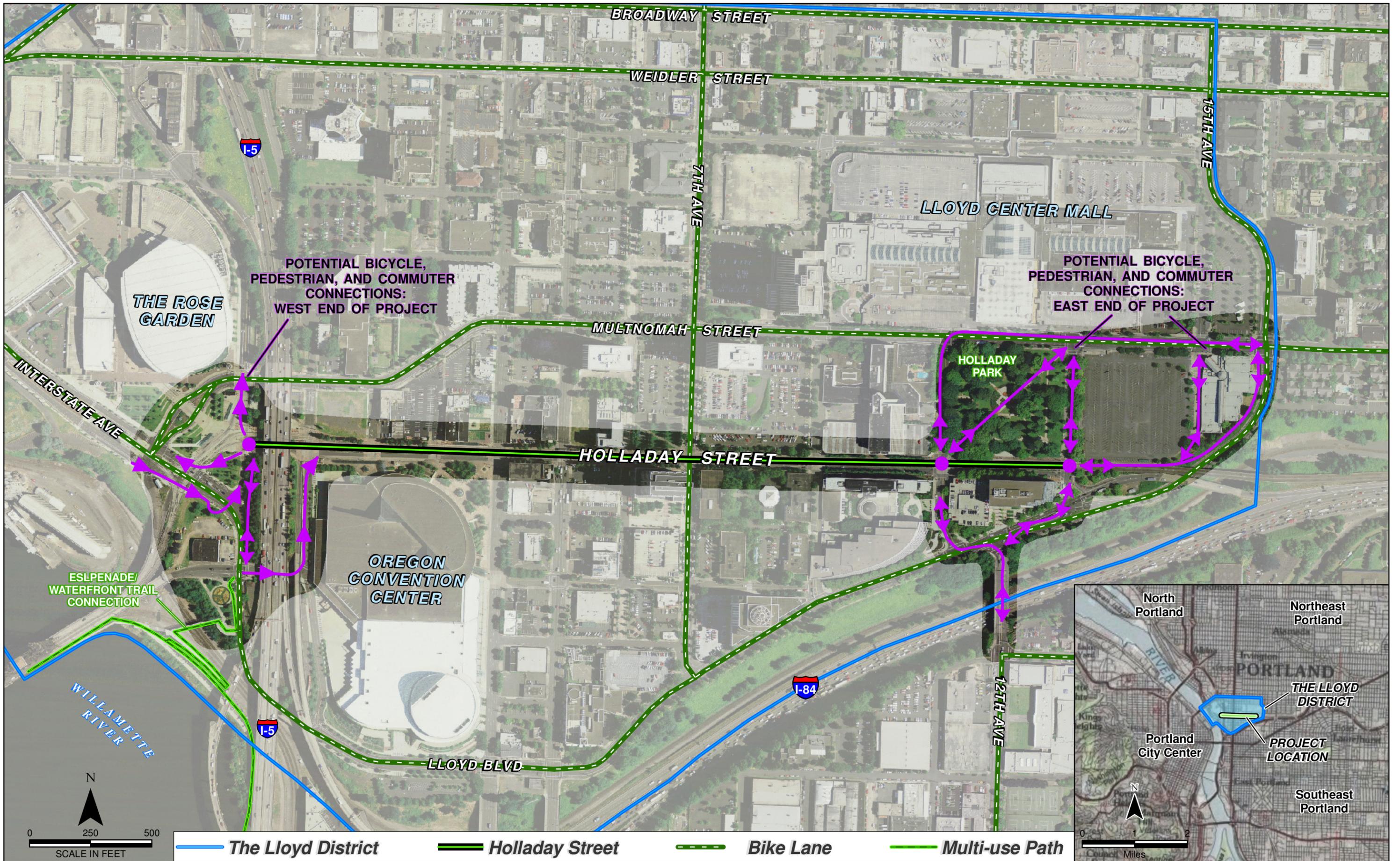
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### **Capital Improvement Costs**

The capital improvement costs of the projects will be relatively low since the path's infrastructure already exists in the form of an auto street. Issues concerning drainage, paving, landscaping, and right of way have already been addressed for NE Holladay. The bulk of the capital costs will be for proper signalization at all NE Holladay intersections. There are currently auto signals for the eastbound traffic but none for westbound travel. Bike and pedestrian activated signals will have to be placed at all major NE Holladay intersections for both east and westbound traffic. Additional costs include proper signage on the corridor, signage on existing bike routes directing commuters to the corridor, and signage for auto users. Bollards or landscaping will need to be installed to prevent automobiles from entering NE Holladay while allowing emergency vehicles access. Additional costs include lighting, additional bike parking and map kiosks.

#### Cost overview

Planning	80,000
Permitting	30,000
Construction	320,000
Engineering (Prelim and Construction)	80,000



**THE ROSE GARDEN**

**POTENTIAL BICYCLE, PEDESTRIAN, AND COMMUTER CONNECTIONS: WEST END OF PROJECT**

**LLOYD CENTER MALL**

**POTENTIAL BICYCLE, PEDESTRIAN, AND COMMUTER CONNECTIONS: EAST END OF PROJECT**

**HOLLADAY PARK**

**OREGON CONVENTION CENTER**

**ESLPENADE/WATERFRONT TRAIL CONNECTION**

**WILLAMETTE RIVER**

- The Lloyd District**
- Holladay Street**
- Bike Lane**
- Multi-use Path**

