

Broadway- Weidler Alliance

Better Block PDX

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### For immediate release

A BETTER NE BROADWAY PRESS EVENT

MONDAY MAY 9<sup>th</sup>, 2016

12noon

NE 15<sup>th</sup> and Broadway

Speakers include representatives from Better Block, Broadway-Weidler Alliance, PBOT, and NE Broadway Business Association.

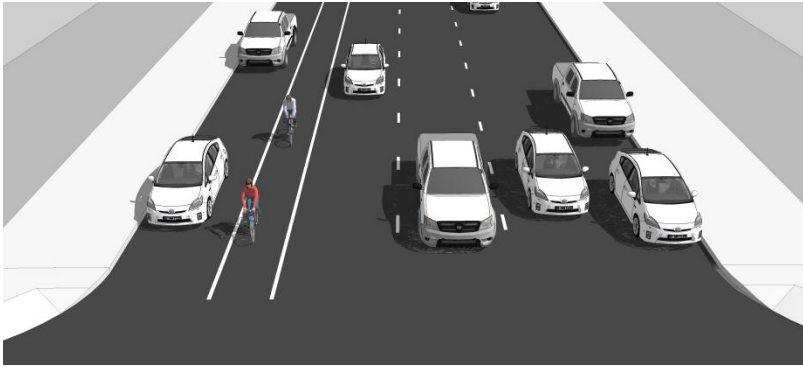


Join us to celebrate a Better NE Broadway! For one week, from May 9<sup>th</sup>-15<sup>th</sup>, NE Broadway will be transformed into a business and pedestrian friendly street. The Broadway-Weidler Alliance, a group of neighborhood associations and business organizations focused on making NE Broadway a more inviting place for people to shop and gather, has partnered with the non-profit Better Block PDX to produce this week long demonstration project.

Better Block PDX has worked with PSU transportation planning and engineering students, the Portland Bureau of Transportation, businesses, and neighborhood groups along NE Broadway to activate the street and create an inclusive new urban space. Better Block PDX has successfully transformed other streets in Portland into places for people, such as the SW 3<sup>rd</sup> Ave and a Better Naito along with waterfront during the Rose Festival. These projects get community event permits which require placemaking and activation activities. One of the main goals of the project is to create a pleasant walkable environment and opening up the street to people to use for placemaking is a key to getting there.

One lane along the north side will be opened up to people from May 9<sup>th</sup> - 15<sup>th</sup> (see graphics below). There will be outdoor seating, music, activities, art, and more. It will be like a street fair but for an entire week. This project came about after asking "How can NE Broadway become a thriving retail destination?" Neighbors and businesses then gathered together to put on this exciting project to show that we can turn a *mean street* into a *main street* where families can walk to meet their daily needs, share a meal, and support their local businesses.

NE BROADWAY ST AT PRESENT



DURING BETTER BROADWAY DEMONSTRATION PROJECT



The project goal of the Better Broadway project is to demonstrate possibilities for a better people- focused business environment by changing the street configuration, and that changing the street won't cause traffic jams. In New York City, returning part of the street to people in the form of street seats, plazas, and bike lanes resulted in significant improvement of adjacent businesses, with increased retail sales of as much as 172% after completion of similar street improvements\*.

On **Monday May 9<sup>th</sup>** from 10:15-12:00 join AARP, Oregon Walks and more for a NeighborWalk, a special preview of the Better Broadway Project.

Meet at Holladay Park Plaza at 1300 NE 16<sup>th</sup> Ave. Ends at Press Event.

We encourage everyone to stop by during this demonstration project to experience the new Main Street, to shop, to dine, to explore. Better Block projects are entirely volunteer run. Contact [BetterBlockPDX@gmail.com](mailto:BetterBlockPDX@gmail.com) if you want to get involved.

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\* Measuring the Street Report NYC DOT, 2012. <http://www.nyc.gov/html/dot/downloads/pdf/2012-10-measuring-the-street.pdf>