



Commissioner Chloe Eudaly  
1221 SW 4th Avenue, Room 210  
Portland, OR97204

July 20, 2020

RE: Better Broadway Now

Dear Commissioner Eudaly:

The coronavirus (COVID-19) pandemic has put many city-planning projects on hold, including the future planning for NE Broadway St. — our neighborhood main street. NE Broadway has been the subject of many planning efforts and all have emphasized the need to improve pedestrian safety and business accessibility. We request implementation of some of the low-cost and widely supported ideas now, even if on a trial basis, to enhance business viability and pedestrian safety on NE Broadway

It is worth noting why conditions on NE Broadway are especially challenging. It's because the corridor, currently designated as both a *Major Traffic Street* (the result of the Broadway-Weidler couplet instituted in the 1960s in anticipation of the opening of Lloyd Center) and as a *Civic Main Street* (a much more pedestrian-and merchant-friendly designation), has a split personality. The approaches used to manage a corridor for traffic inherently conflict with approaches that support a main street, which, in part, may explain why NE Broadway is one of the City's most dangerous streets.

For now, however, the businesses and residents along NE Broadway request enactment of some simple, very low-cost improvements immediately, from NE 13th to NE 37<sup>th</sup> to enhance bicycle and pedestrian safety. The adopted 1996 Broadway-Weidler Corridor Study called for many of these actions and they continue to have broad support in the community. The upcoming main street planning process will likely recommend them as well. So why wait? Let's do them now!

Specifically, we request that the City:

- Use its recently acquired regulatory authority to reduce the speed limit to 25 mph.
- Remove all pedestrian crossing "beg" buttons and program all signals to automatically announce when it is safe for pedestrians to cross. \*
- Re-time traffic and pedestrian signals to provide a 5-second pedestrian head start.\*
- "Daylight" parking spaces at intersection corners to provide better sightlines for vehicles and pedestrians entering or crossing Broadway.

\* - *these measures also should apply to signals on NE Weidler between NE 13th and NE 24th.*

We applaud PBOT's efforts to promote local merchants through the Safe Streets/Healthy Business program and believe these simple steps can enhance the livability, viability, and usability of our Broadway main street. We look forward to working with you and the Bureau on this matter.

Sincerely,

Dave Brook,  
Chair, Sullivan's Gulch Neighborhood Association

Ken Peterson  
President, Grant Park Neighborhood Association

Cc: Nick Falbo, PBOT



Sullivan's Gulch Neighborhood Association, c/o Holladay Park Plaza, 1300 NE 16<sup>th</sup> Ave., Portland, Oregon 97232  
<http://www.sullivansgulch.org>

## **SGNA Board Meeting Minutes**

*June 2020; email*

Participating: Kathy Hansen, Mike Purvis, Brian Hoyt, DJ Heffernan, Dan Lerch-Walters, Dave Brook

**Letter requesting pedestrian improvements on Broadway-Weidler to Commissioner Chloe Eudaly. (Transportation). Sent jointly with Grant Park Neighborhood Association. See next page.**

**Email vote on June 24, 2020: Approved**

**In favor: Kathy, Mike, Brian, DJ, Dan L-W, Dave**

**No response: Michael Brown**

**(Due to an oversight by Dave, the letter was not sent until July 20, 2020.)**