

Proposed Changes to Entertainment Area

Old Town, Fall 2012

Proposal

Based on volume of calls for police service and the ongoing concern for public safety, expand weekend closures of NW Couch St. to include two additional streets. Restrict the area to pedestrian-only traffic during specific evening hours. Establish the area as a no-parking zone during pedestrian-only hours. Define transportation zones for the use of taxi and limo services in order to ensure safe entry into and exit from the area.

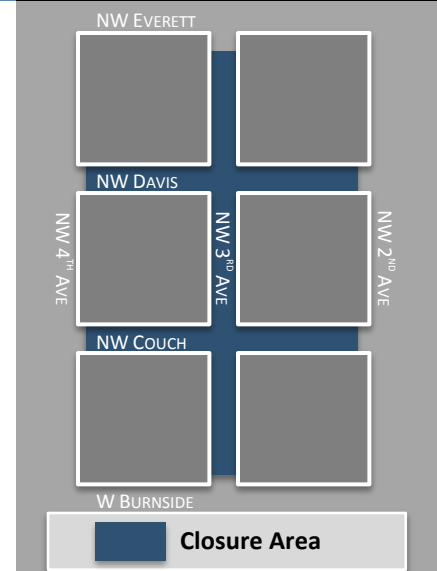
Closure Area

Between 9:00 PM and 3:00 AM on Fridays, Saturdays, and specific major holidays, the following streets will be closed to all vehicular traffic, including bicycles and skateboards:

- NW 3rd Ave from W Burnside to NW Everett
- NW Couch from NW 2nd Ave to NW 4th Ave
- NW Davis from NW 2nd Ave to NW 4th Ave

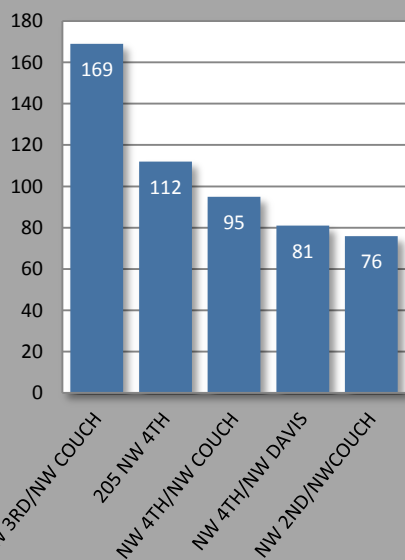
Streets adjacent to the area will be open to normal traffic. NW 2nd Avenue and NW 4th Avenue will not be closed.

Closure Map



Safety

Calls for Service Top Five Locations



03/01/2012 through 08/31/2012

Police receive a high volume of calls for service within the proposed closure area. Bureau statistics collected between March and August 2012 place top locations for calls within or nearby the proposed closure area. Many of these calls are to address pedestrians struck by, or in conflict with, a vehicle. Adding NW 3rd Ave and NW Davis St. to the current pedestrian area on NW Couch will foster public safety by reducing the potential for such incidences

In order to facilitate safe transportation into and out of the area, the proposal includes dedicated taxi, limo and pedi-cab zones. These zones will help maintain safe and orderly pedestrian traffic flow and allow officers to address concerns of illegal taxi activity.

Expansion of the pedestrian area provides enhanced visibility by removing vehicles obstructing lines-of-sight. Intersections of NW 3rd Ave/NW Davis St. and NW 3rd Ave/NW Couch St. will provide points at which officers can take assessments of the overall area and be accessible by citizens and security.

Parking

The Entertainment Area will be designed to be open to pedestrian traffic only. In order to achieve this goal, no vehicles will be allowed to park on the streets within the closure area. "No Parking" signs will be posted in advance of the start date and a public information release will be sent out to the media to help educate the public about the changes. This will greatly reduce potential for vehicle-pedestrian conflict and damage to parked vehicles during the late evening hours.

Impact

The pilot program to establish an expanded pedestrian-only Entertainment Area is a vital first step in moving forward to a dedicated Entertainment District for the City of Portland. In addition to enhancing public safety by establishing formal boundaries and reducing incidents, establishing a true Entertainment District has the potential to increase patronage, draw new business, and act as a catalyst to revitalize Portland's Old Town/Chinatown neighborhood. Businesses within and nearby the pedestrian area will benefit from increased visibility by pedestrian traffic and additional draw of out-of-town visitors to the area.

A number of cities across the nation have established permanent Entertainment/Nightlife Districts. Economic impact analyses of these areas have shown benefits both for individual businesses and the city at large:

- **San Francisco** [2012, The Economic Impact of San Francisco's Nightlife Businesses](#)
- **Maryland, Multiple Cities** [2011, Maryland A&E Districts Economic and Fiscal Impact Analysis](#)
- **New York** [2004, Economic Impact of the Nightlife Industry on New York City](#)
- **City of Dallas** [2003, South Dallas/Fair Park Entertainment District Study](#)

Community


Historically, the area between SW Oak and NW Glisan, from Naito Parkway to Broadway has been considered by the community's Old Town/Chinatown Vision-Development Plan as the "Old Town Nightlife District." The vision of this area is one that is clean, safe, lively, and pedestrian-friendly. The proposal to expand the evening pedestrian-only area is perfectly aligned with the goals of the Vision-Development Plan.

This overview is one of the first steps in a concerted outreach effort to the Old Town/Chinatown neighborhood community. It is essential to receive input and feedback from area stakeholders in order to ensure stakeholder interests are properly addressed. In keeping with this spirit of partnership, the Office of Neighborhood Involvement wishes to keep an open line of communication. To provide feedback or concerns, please contact:

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Vision Plan Boundaries



-  Old Town Nightlife District
-  Proposed Street Closures