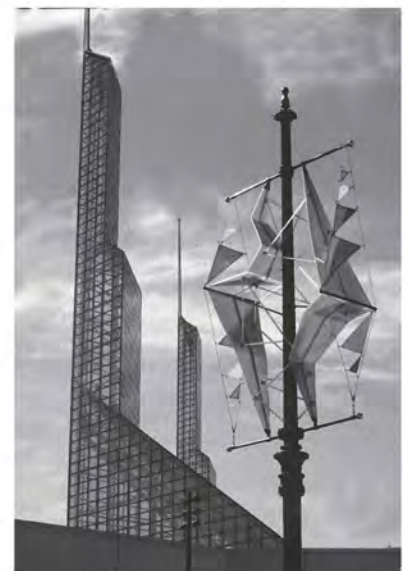
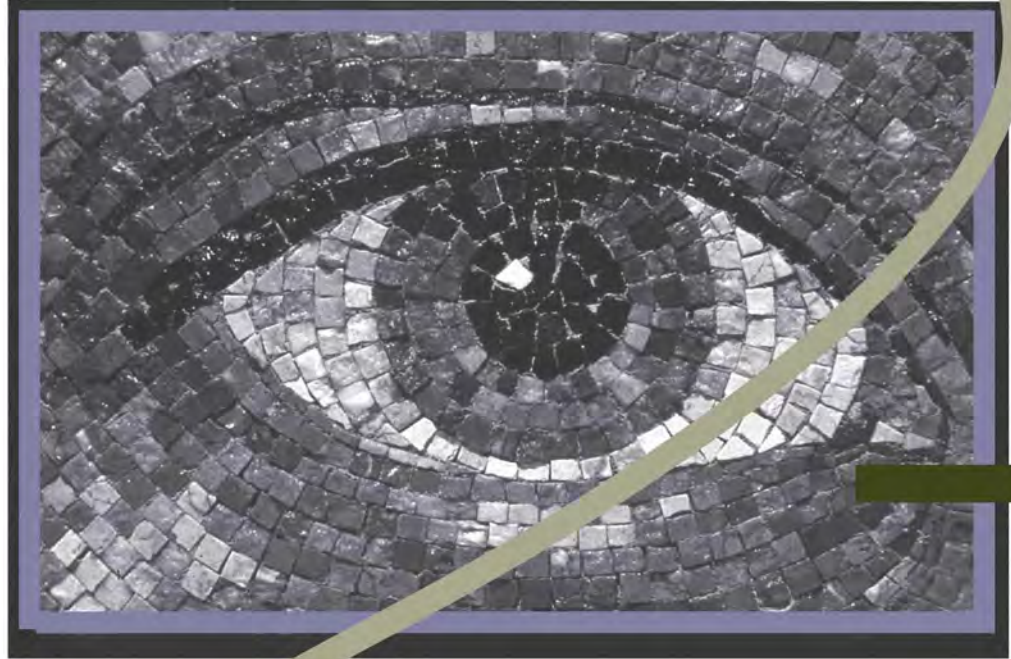




WAYFINDING & PUBLIC ART

Handbook for the Lloyd District



January 2003

Wayfinding and Public Art

A Handbook for the Lloyd District

The Lloyd District Wayfinding and Public Art Working Group

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January 2003

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Art at the Lloyd Center acts as a sign. Liz Mapelli, Artist.

Introduction

In 2001, Portland Development Commission (PDC) issued the *Lloyd District Development Strategy*, a vision and guide for new development in the District for the next 10 to 20 years. This strategy envisions a Lloyd District that has new urban mixed use development with thriving specialty spots, diverse dining and entertainment options and a robust tourist economy, all linked by pedestrian friendly walkways and a vibrant public realm. However, many challenges to this vision were identified: attractions are isolated from one another, large surface parking lots inhibit pedestrian movement between them and lack of a “sense of place.” To help overcome these challenges, the Lloyd District community identified public art and wayfinding as high priorities in the *Development Strategy* for enhancing the District’s identity and fostering pedestrian activity.

In response, PDC initiated a Public Art and Wayfinding planning project in early 2002. An arts consultant, Rebecca Banyas, was hired, and as a first step, she and PDC staff conducted numerous one-on-one interviews to gather input about community priorities for public art and wayfinding.



Functional art celebrates Los Angeles' garment district; “A Tribute to Industry”, Horace Washington, artist

Following the interviews, a group of stakeholders – The Lloyd District Wayfinding and Public Art Working Group (Working Group) was convened to focus on the goals of enhancing the District’s identity and fostering pedestrian activity, with these tasks:

They talked with residents, business and property owners, arts advocates, transportation planners and employees about the distinguishing physical and social characteristics, existing landmarks, assets and problems of the District. A list of interviewees and a summary of their input is found in the Appendix.

- ▶ **Foster and increase public art in the District**
- ▶ **Recommend an implementation plan for public art**
- ▶ **Determine the scope, phasing and funding for a wayfinding project**

This handbook contains their recommendations. Endorsement and support for these recommendations have been sought from public agencies, and neighborhood and business associations in the Lloyd District and is meant to inform private developers, artists, schools, and other civic or community groups about Lloyd District’s efforts to foster good design, art, signage and pedestrian activity.



Philadelphia’s signage system includes both directional signs to destinations and maps for orientation.

Recommendations

1. Establish an ongoing, community-based Wayfinding and Public Art Committee, under the auspices of the Lloyd District Transportation Management Association, to oversee the development and implementation of wayfinding and public art in Lloyd District.
2. Implement a District-wide wayfinding project, which is designed to be installed in phases.
3. Establish an ongoing public art program, under the direction of the Wayfinding and Public Art Committee, to foster a diverse and high quality public art collection in the District.
4. Kick-off the public art program with a project at the intersection of NE 8th and NE Multnomah; identify other sites for public art.
5. Pursue a partnership with the Regional Arts and Culture Council to sponsor ongoing temporary art projects throughout the District.
6. Create a walking map highlighting public art, retail/restaurant zones, the bridges, and historic and architectural landmarks.

Oversight: The Lloyd District Wayfinding and Public Art Committee

A community-based committee, the Lloyd District Wayfinding and Public Art Committee (Committee), has been established to implement wayfinding and public art programs in the Lloyd District. It functions as a standing committee of the Lloyd District Transportation Management Association (LDTMA) Board of Directors. Committee decisions are reported regularly to the LDTMA Board for review and input.

Committee Tasks

- Promote the mission and goals for public art and wayfinding
- Implement a wayfinding system
- Establish funding for wayfinding and public art
- Designate an Arts Subcommittee for art program development and art projects
- Promote the integration of art and wayfinding with urban, landscaping and architectural design
- Foster opportunities for community involvement and partnerships with schools, churches, youth groups and civic organizations

Committee Membership

The initial roster of members was recommended by the Lloyd District Wayfinding and Public Art Working Group, the LDTMA and PDC, and appointed by the LDTMA Board. Committee members can nominate new members. Members serve three-year terms, with one-third rotating off each year. Members should understand and have strong ties to the District.

Membership (about 15) should include balanced representation from:

- Businesses
- Adjacent Neighborhoods
- Artists/Design Professionals
- Public-Sector Partners



The Lloyd District TMA has worked with building owners to place decorative bicycle racks around the Lloyd District.

- Interested/Related Organizations

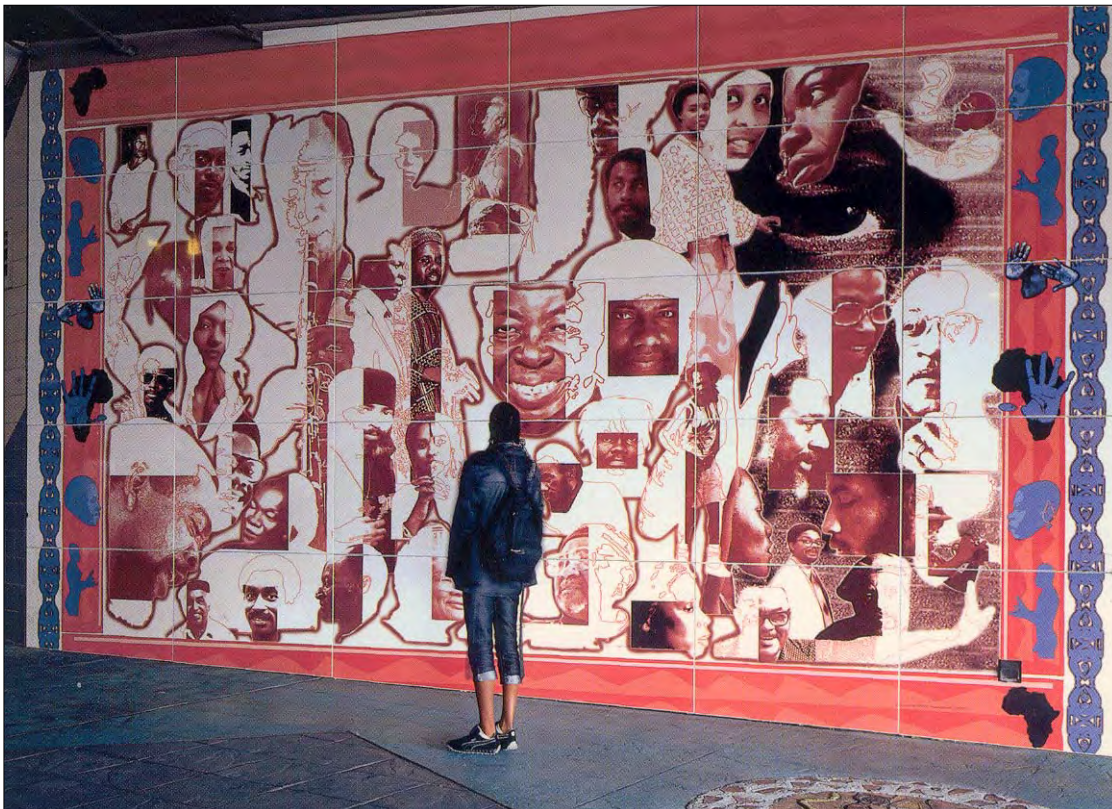
Adjunct members can join the committee for specific projects.

An Arts Subcommittee

The Committee may appoint an Arts Subcommittee to oversee specific projects. Membership will be made up of representatives of the committee, artists or arts professionals, and technical advisors, such as staff from the Portland Department of Transportation.

Committee Management

The LDTMA provides staff support for committee meetings. Contracted management for art projects will be determined by the Committee.



Wall mural in Los Angeles; Portrait of My People #619, Willie Middlebrook, artist.

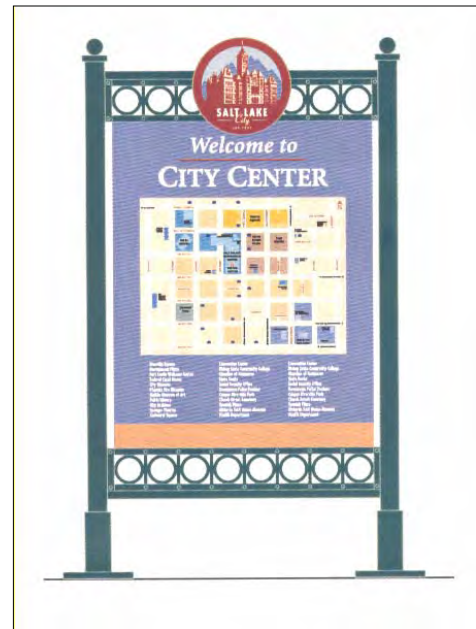
District-Wide Wayfinding

Mission

Create a wayfinding system that merges functional wayfinding information with creativity and visual innovation, enhances pedestrian circulation throughout the District and lends a stronger identity to the District. Design a system that can be implemented in stages and easily adapted for use in other areas of the city.

Goals for the Wayfinding System

- Include an artist in the design of the wayfinding system
- Integrate art into the system
- Bring color and life to the sidewalks and streets
- Promote the name LLOYD DISTRICT
- Foster wandering through the District
- Direct people to a few sites for detailed information
- Partner with other public or private organizations with an interest in the wayfinding system
- Promote the integration of wayfinding with urban, landscaping and architectural design
- Foster opportunities for community involvement and partnerships with schools, churches, youth groups and civic organizations
- Direct visitors to destinations, points of interest in and near the Lloyd District



Pedestrian signage in Salt Lake City, Utah.

Tasks for the Wayfinding and Public Art Committee

- Promote the mission and goals for wayfinding
- Establish funding
- Participate in the selection of wayfinding consultants
- Guide the development of the wayfinding system
- Develop a walking map



Kiosk in Europe. Photo by JC Decaux

The Lloyd District Wayfinding and Public Art Working Group identified wayfinding as its first priority, and believes that the system will set the tone for future urban design projects. Therefore, the aesthetic character and quality of the wayfinding project is equally important to function. For that reason, an artist should be included on a collaborative wayfinding design team that blends the functional aspects of wayfinding with distinct and energetic aesthetic elements, either through actual art elements, or through collaboratively created graphic elements.

The wayfinding system will be designed so that it can be implemented in phases, as funding becomes available.

Recognizing that the City of Portland lacks a cohesive wayfinding system, this project will be coordinated with the

Portland Department of Transportation, the Portland Business Alliance and others, so that the Lloyd District system can serve as a prototype for Portland's Central City.

Possible Wayfinding Elements

- Directional signs to destinations
- Kiosks
- Vicinity Maps/Directories at key locations
- "Stamps" or icons in the pavement; points of reference always in the same place on corners
- Sign caps
- Functional art
- Historic/Cultural Markers
 - ◇ Jazz District



After World War II, Portland's vibrant jazz clubs clustered along NE Williams Avenue.

- Banners or flags along Holladay Street
- Lighting

Key Destinations within the District (not inclusive)

- Rose Quarter
- Convention Center
- Lloyd Center and cinemas
- Broadway/Weidler Corridor
- Holladay Park
- Transit hubs/stations
- Auto/Bike parking
- Bonneville Power Administration
- State of Oregon office building
- Metro
- Eastbank Esplanade



Map in Paris, France.

Key Destinations outside the District (not inclusive)

- Downtown
- Nearby neighborhoods
- Oregon Museum of Science and Industry (OMSI)

Next Steps

The first phase of the wayfinding system includes hiring a graphic design consultant team to master plan the system, and design and implement its first phase. The Lloyd District Wayfinding and Art Committee will help select and work closely with the consultant(s).

Funding

Portland Development Commission has provided funding for the first phase. Beyond that, the Wayfinding and Public Art Committee will seek funding. Funding partnerships will be fostered

with businesses, business associations, public agencies (Portland Development Commission, Metro, PDOT, Tri-Met, and RACC) and civic organizations and foundations.



Decorative lighting with street signage and historic story markers on the Eastbank Esplanade marry wayfinding and functional art.

Public Art



Seattle's "Dancer's Series: Steps"; Jack Mackie, artist. Photo by Jack Mackie.

Mission

Create a diverse and high quality collection of temporary and permanent publicly accessible art sited throughout the District that fosters a sense of identity and encourages exploration of the District. Include artists in the planning and design of urban design projects, and integrate art into those projects.

Goals for the program

- Encourage innovation and artistic excellence in public art
- Present a diversity and density of permanent and temporary public art
- Provide a wide variety of opportunities for artists
- Encourage strong connections between art and neighborhood history
- Encourage artworks that can be landmarks, meeting places, or part of the wayfinding system
- Devise strategies for encouraging public art in private development
- Promote the involvement of artists in planning and urban design, both public and private
- Promote the integration of art with urban, landscaping and architectural design in the District
- Foster opportunities for community involvement and partnerships with schools, churches, youth groups and civic organizations.

Tasks for the Wayfinding and Public Art Committee

- Clarify the vision and goals for public art
- Establish funding
- Initiate the public art program with a project at 8th and Multnomah
- Partner with the Regional Arts and Culture Council on a program of temporary artworks

- Contract for management, maintenance and conservation services
- Determine commissions and sites for art
- Select artists
- Establish a donations policy
- Provide technical assistance to private, civic and public groups interested in commissioning art
- Promote artworks in a walking tour map

An Art Collection for Lloyd District

The District can distinguish itself and strengthen its identity with a diverse collection of public art. Such a collection would attract people to the District and foster pedestrian activity.

Diversity in the collection refers to a mix of:

- Local, regional and national artists
- Sizes and scales of artwork, from monumental to small
- Types of art
 - Integrated art (art which is part of the landscaping or architecture)
 - Functional art (artist-designed benches, lighting, drinking fountains, tree grates)
 - Sculpture or stand-alone art
 - Interactive or kinetic works
 - Environmental/landscaping works
 - Diverse materials



Tad Savinar's "Constellation" in Holladay Park.

There is strong interest in artworks that acknowledge the history and diverse cultural characteristics of the District, particularly the large ethnic neighborhood that was displaced by urban renewal in the mid-20th century. Artists who undertake projects in Lloyd District should be cognizant of the community's interest in the local history and cultural diversity.

There is also strong interest in community participation in art projects. The Committee may develop art projects for community participation, such as with schools or civic groups.

Kick-Off Project

The working group recommends that the first permanent public art project be undertaken at the intersection of NE 8th and NE Multnomah, under the direction of the Wayfinding and Public Art Committee.

Opportunities for Artists

Artists can profoundly affect the look and feel of the District by being involved as creative team members in urban planning and architectural design for projects such as housing, retail/office developments, parks, streetscapes and transportation corridors and facilities. Opportunities for artists' involvement in planning and design must be promoted to public agencies, private developers and public/private partnerships. Collaboration among artists, architects, landscape architects, engineers and urban designers for development projects is strongly encouraged.

Temporary Artworks

A program of temporary artworks is a good fit for the Lloyd District. There are numerous sites in transition or awaiting development that could house temporary artworks. If the program was extensive enough, the artworks could spawn pedestrian activity.

Temporary art can expand the range of artists who participate in a public art program. Because the investment in temporary artworks is far less than in permanent work, a temporary artwork program can foster innovation and diverse formats, and increase the opportunities for artists who are new to public art, or who work in semi-permanent mediums.



A recent in situ PORTLAND art project; Linda K. Johnson, artist.

The Regional Arts and Culture Council's *in situ* PORTLAND program has successfully placed a variety of temporary artworks throughout the City. The Wayfinding and Public Art Committee should partner with RACC to establish an ongoing program of temporary artworks in the Lloyd District.

Possible Artwork Sites

- Pedestal at NE 7th and Holladay
- Gateways: The junction of Grand and Martin Luther King, Jr. Blvd at Schuyler St.; 16th and Broadway or Weidler; Lloyd Blvd./Grand/MLK
- PDC property at Holladay and MLK (Block 47)
- PDC property at Holladay and First (Block 49)
- Overlook Park entrance to the Eastbank Esplanade
- Rose Quarter Max Station/underpass
- District-wide project that is dispersed: i.e. a “treasure hunt” with clues



PDC's Block 47 temporary landscape includes opportunities for art.

Funding

Portland Development Commission has provided seed money for a project at 8th and Multnomah. Beyond that, the Wayfinding and Public Art Committee will seek funding. Funding partnerships will be fostered with businesses, business associations, public agencies (Portland Development Commission, Metro, PDOT, Tri-Met, and RACC) and civic organizations and foundations.

Artist Selection Process

The Wayfinding and Public Art Committee, or a selection group it designates, will determine the artist selection process for each project. These include:

- Artist selection -- proposals or qualifications. With proposals, artists are paid to prepare and present a proposal for the project, and selection is based on the proposal. With qualifications, an artist is selected based on an application summarizing past work, proposed approach to the project, and an interview. In both cases, the committee reviews slides of the artists' work, resumes and references.
- "Call" or invitation. The two most common types are the "Open Call" which goes to a comprehensive list to artists; and an "Invitational Call," where selected artists are invited, based on their medium or experience.
- Geographic reach: Location of artists to be solicited; i.e. Portland artists; Oregon artists, national, etc. Budget often determines the outreach.



"Dancing Chairs", by Rod Baer, in St. Louis, Missouri.

Regardless of process, the Committee will review applications. Interviews may be held. The Committee will determine how to evaluate proposals and rate interviews so that the evaluation process is fair.

Regional Arts and Culture Council (RACC)

The Public Art Advisory Committee (PAAC) of RACC must review art projects sited on public property. The PAAC will be

informed about the project from the beginning, and will review and approve the commission and the list of finalists. There is no cost for PAAC review.

RACC may provide technical and management assistance for a fee for projects on private or public property.

A capital project in the District funded by the City of Portland, Metro or Multnomah County (for example, the Convention Center expansion) is designated as a “Percent for Art” project, and art affiliated with this project is administered by RACC.

Maintenance and Conservation

RACC provides maintenance and conservation services and is responsible for maintenance and conservation of artworks sited on city and county property. For any Lloyd District project in the public right-of-way, a minimum of 5% of that project’s budget must be directed to RACC as a one-time fee for maintenance.

For all art projects, the Committee should:

- Set aside a portion of the budget for maintenance and conservation
- Require artists to address maintenance and conservation in their applications
- Have a conservator review artists’ proposals prior to fabrication
- Require the artist to submit a conservator-endorsed maintenance/conservation plan, with budget, prior to installation.

Public Art and Private Development

The existing City of Portland public art incentive for private developers (Floor Area Ratio Bonus Program) applies to densities that are not currently realistic in the District. Therefore it is unlikely that they will be utilized in the near term.

Through strategies such as personal outreach, presentations, information packets and incentives, developers should be encouraged to involve artists in



“Slow Rondo” by Don Merket, at the National Academy of Sciences in Washington D.C.

the design of their facilities and undertake public art projects, particularly at the street-level, and to site artworks for public access.

The Wayfinding and Public Art Committee can assist developers by participating in site and artist selections, providing resources about artists and public art, and involving the community in the public art process.

Existing artworks

The Lloyd District Wayfinding and Public Art Working Group reviewed existing public art in the District. The numerous artworks in place should be acknowledged, promoted and maintained. Re-siting of artworks is not a priority at this time. The Lloyd District Wayfinding and Public Art Committee should be consulted about the siting of future artworks in the District.

A walking map to promote the existing collection is highly desired. The map should feature not only art, but also retail/restaurant zones (without noting specific businesses), historic narrative and architectural landmarks. The map should connect the District with downtown, the Eastbank Esplanade, and nearby neighborhoods.



*"In The Tree Tops" by Marguerite Leon;
Lloyd Center Mall*

Implementation: next steps

Late 2002

Complete planning/establish committee

Appoint and Convene the Wayfinding and Public Art Committee
Establish an Arts Subcommittee
Review and prioritize committee tasks

2003

Begin Implementation

Wayfinding

Issue "Request for Qualifications" for first phase of wayfinding
Interview and select wayfinding consultant
Complete wayfinding master planning; implement first phase of system

Public Art

Develop plan for managing first public art project (NE 8th & Multnomah)
Install the first art project
Determine other public art commissions
Foster community involvement and partnerships with schools, churches, youth groups and civic organizations

Develop a walking tour map
Establish funding for next phase of wayfinding and public art

2004

Expand the programs

Wayfinding

Continue design and installation of the wayfinding system

Public Art

Develop strategies for encouraging public art in private development
Promote the involvement of artists in planning and urban design projects, both public and private

Appendix

Lloyd District Public Art and Wayfinding Project Summary of Stakeholder Interviews

May 31, 2002

Interviewees

Hank Ashforth, Ashforth-Pacific, April 2, 2002
Jeff Blosser, Oregon Convention Center, April 8, 2002
Pauline Bradford, resident, Eliot neighborhood resident, April 9, 2002
Mia Burk, Alta Transportation Planning, April 2, 2002
Eloise Damrosch, Regional Arts and Culture Council, January 16, 2002
Lloyd Lindley, landscape architect, Irvington neighborhood resident, January 9, 2002
Carol Mayer-Reed, Mayer-Reed, April 8, 2002
PDC Economic Development and Housing staff, January 3, 2002
Wanda Rosenbarger, Lloyd Center Mall, May 7, 2002
Phil Selinger, Tri-Met, April 9, 2002
Lloyd District Transportation Management Association: Rick Williams, Louise Tippens, and Owen Ronchelli, April 9, 2002
Joe Vaughn and J Issac, Oregon Arena Corporation , April 10, 2002
Barbara Verchot, Pearl Arts Foundation, April 10, 2002

Distinguishing Physical Characteristics of Lloyd District

- Four “hubs” (quadrants) in the District
The Arena/Convention Center; waterfront/Esplanade
District heart/transit hub/Lloyd Mall
Broadway/Weidler
Government district
- Heart of the District: Multnomah between 7th and 9th (transit hub)
- Street grid
(some like the wide streets; some don't)
- Mass Transit
- Mix of eras represented in housing types and architecture
- A suburban model in the city
- Trees
- Tall buildings

Distinguishing Social Characteristics

- Attracts tens of thousands of visitors
- Primarily a daytime and weekday district
- Hub for entertainment
- Business center; lots of workers
- Easy access: transit
- Layering of history
- A re-development of an old neighborhoods



Manhole covers in Seattle contribute towards urban identity.

- The history of heartbreak

Identifiers

- Convention Center towers: the symbol of the district
- Rose Quarter
- The Mall (“the soul of the District,” biggest draw into the District)
- Broadway/Weidler (not a draw; serves the neighborhood)
- Bridges
- Office towers (“tall crisp high rises”)
- Light rail/mass transit
- Glass as an architectural material

What distinguishes the Lloyd District?

- Views to downtown (high elevation) and the mountains
- Proximity to downtown
- Distinction of NOT being downtown, or being like downtown; more suburban in feel
- New, clean, modern look (“this is its identity”)
- A distinct, independent culture
- Best of downtown/best of the suburbs
- The Esplanade
- The Mall
- Convention Center
- Rose Quarter
- It’s a regional destination
- Entertainment center
- Suburban quality of development

What characterizes the spirit of the District?

- A family-like business community; no turf battles or competition, committed businesses
- Entertainment destination, local and out of town
- Workers like it here
- Diversity
- Big venues
- “amazing potential”
- Diversity of ages of its population

Assets

- Safe
- Clean, bright
- Easy access: transit
- Greenspaces, pocket parks, trees
- Graffiti is not a big problem



Fountain in Los Angeles; Roberto Gil de Montes, artist.

Problems

- All the buildings are the same color
- Cold, corporate, no warmth
- Needs texture
- Streets are too wide
- Under 1-5 (Rose Quarter LRT station) is dirty, unsafe, creepy

Public art

Audience

- People who work or reside in the District – repeat viewers
- Visitors

Qualities

- Interactive
- Entertaining
- Engaging
- Urban
- Colorful
- Big

Emerging themes

- Environmental or “green” art: highlight Portland’s role in environmental issues (i.e., OCC Rain Garden)
- Art that is related, sprinkled around and discovered throughout the District (“a theme that is interspersed around”)
- Community-based (character of locale, diversity)

Sites

- Any new construction should be required to include art, especially at the street level
- Connecting Broadway and Weidler with the District
- Overlook Park Entrance to Esplanade: big tower/landmark
- Both pedestals (7th and Holladay; 8th and Multnomah)
 - Is there existing art that could be used?
 - Should the pedestal at 7th and Holladay be moved?
- Streetscapes, sidewalks
- The sides of buildings (i.e., the Doubletree)

Signage/Graphics: Wayfinding

Audience

Visitors and tourists (local, regional, national and international)
Pedestrians

Qualities

- Simple
- Whimsical, fun
- Creative
- Sophisticated
- Timeless
- landmark-based
- flexible, changeable

Partners

Oregon Convention Center: adding an info kiosk at First and Holladay
Tri-Met

Info kiosks at the LRT stations could contain area maps, wayfinding info
Add “Lloyd District” to TM signage

Sites/Paths

North Gateway: between MLK Blvd and Grand Avenue at Schuyler Street

South Gateway: Lloyd Blvd at Grand and MLK

NE Multnomah and 7th Ave: the heart of the District

Entrance at 12th - 1201 Building

Multnomah from the Rose Quarter to 7th; 7th to Multnomah

Signage needs

Visitor parking

Bike parking

“Park and Walk”

Transit: buses and trains

Places outside the District

Neighborhoods: walking tours

Downtown

Eastbank Esplanade

Ideas

Color-code the quadrants or “hubs” of the District

Use international symbols, not text

Use an icon: the towers

Include how to get there; how long it takes to get there

Use banners as wayfinding – could change every two to three years; be a new commission

Advertising can be incorporated into the design of a sign (i.e., Blazers marquee)



Art along the Eastbank Esplanade provides additional visual interest and a unique sense of place. Art by RIGGA.

Resources

The following resources include documents, individuals and organizations that can provide information about the history of the Lloyd District for art and wayfinding projects located therein.

Publications

Alberta Streetscape Plan: Recommendations for Public Art, City of Portland Office of Transportation, November 2000.

Albina Community Plan and *The History of Portland's African-American Community*, City of Portland, Bureau of Planning, 1993. 503-823-7700; ww.planning.ci.portland.or.us

Cornerstones of Community: Buildings of Portland's African American History, Bosco-Milligan Foundation Architectural Heritage Center, 1997. 503-231-7264.

Eastbank Esplanade Connections: Recommendations for improving eastside access to the Esplanade, a report by Alta Transportation Consulting (Mia Burk) for Portland Development Commission, February 2002.

The Growth of a City: Power and Politics in Portland, Oregon 1915-1950. E. Kimbark MacColl, 1979.

Lloyd District Development Strategy, Portland Development Commission, July 2001.

Public Art: Walking Tour, Regional Arts and Culture Council.

Public Agencies

Portland Development Commission, Sara King, Project Manager, 503-823-3468

City of Portland Office of Transportation, Louise Tippens, 503-823-5345

Regional Arts and Culture Council, Eloise Damrosch, Director of Public Art, 503-823-5400

TriMet, Phil Selinger, Project Planning Director, 503-962-2137

Organizations, Individuals and Businesses

Ashforth Pacific, keepers of archives from previous land owners Portland Development Inc. and Lloyd Corporation; Lisa Miles, 503-223-4048

Bob Dietsche, Portland jazz historian, 503-227-4839

Lloyd District Transportation Management Association, Rick Williams, Director; Owen Ronchelli, project coordinator; 503-236-6441

Lloyd District Community Association, Wade Lange, President; 503-233-4048

Oregon Convention Center, Jeff Blosser, Manager; 503-235-7575

Blazers, Joe Vaughn, Director of Business Development; 503-797-9733

Lloyd Center, Wanda Rosenbarger, Manager; 503-528-8515

North-Northeast Business Association, Edwina Wilson, President; 503-289-8118

Adjacent Neighborhood Associations

Contacts for all Portland neighborhood and business associations can be found at www.myportlandneighborhood.com

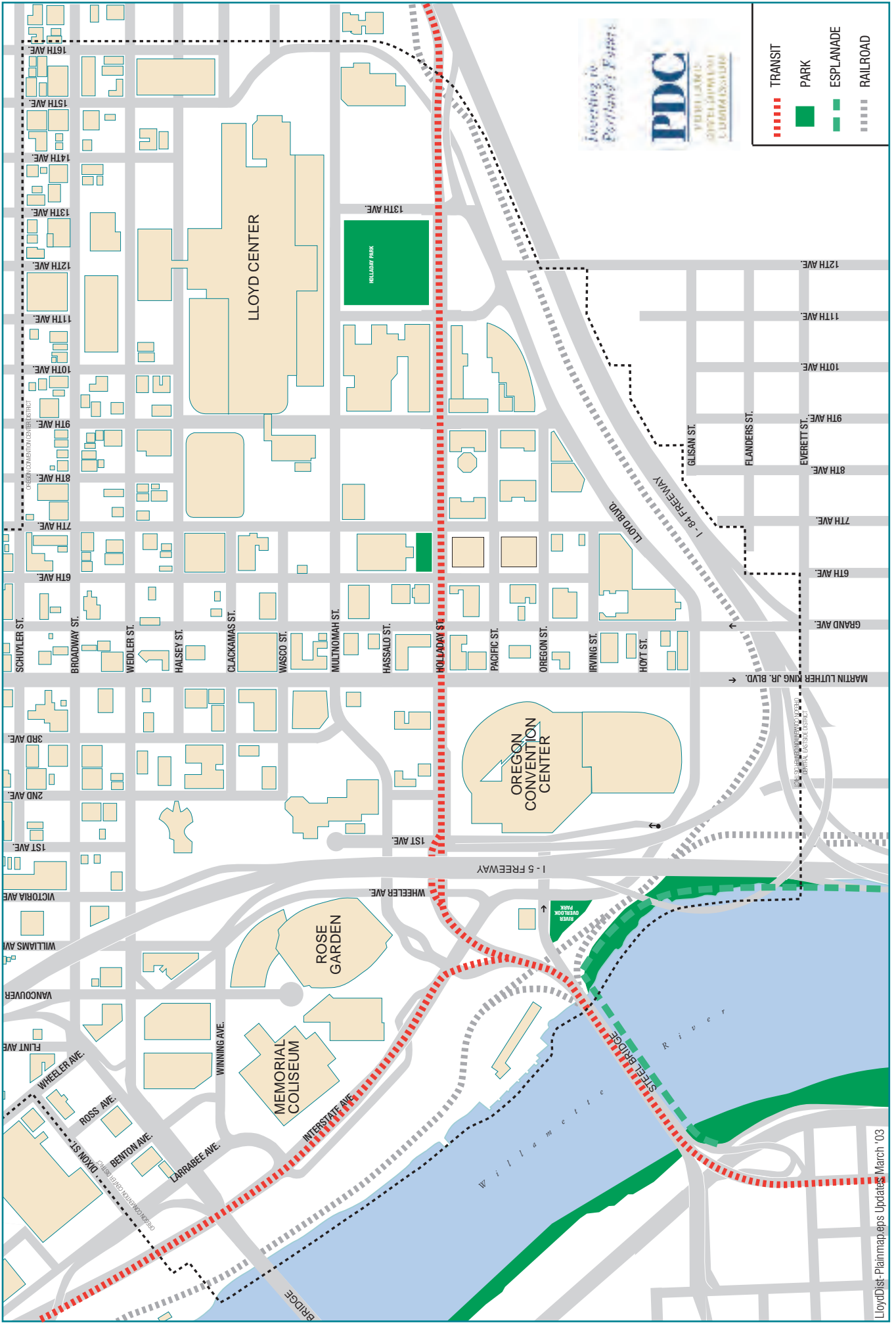
Northeast Coalition of Neighborhoods, 4815 NE 7th, Portland, OR 97211, 503-823-4575; necn123@teleport.com

Sullivan's Gulch Neighborhood Association, www.sullivansgulch.org

Eliot Neighborhood Association, Sarah Cloud, President; 503-282-6243

Irvington Community Association, www.irvingtonpdx.com

LLOYD DISTRICT



	TRANSIT
	PARK
	ESPLANADE
	RAILROAD

