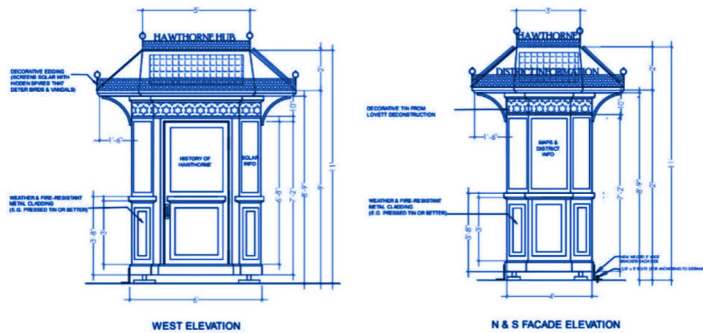


# Hawthorne Sustainability Plaza & Kiosk Project at SE 37th Ave

The Hawthorne Pilot Plaza and Kiosk project is a community-driven initiative aimed at enhancing the Hawthorne District by creating a seasonal public plaza located on the north side of Hawthorne Blvd at SE 37th Avenue. The plaza will include an active gathering space, seating, street mural, landscaping, and a solar kiosk offering wayfinding maps and information.

This location was selected as a pilot in August 2024 because it has the right ingredients for success including active restaurants, frequent pedestrian and bike traffic, adjacency of a bus line and proximity to the iconic Bagdad Theater. PBOT's traffic engineering shows this area would work to close the street and piloting a seasonal plaza in Spring of 2025 is in the planning stages.



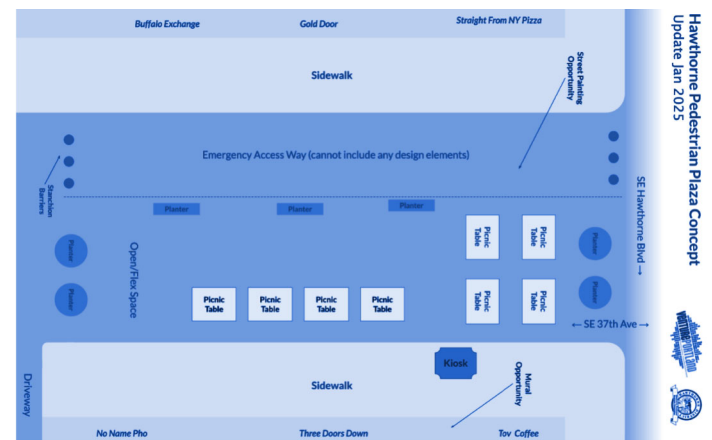
## What amenities will the plaza offer?

- **Seating:** Picnic tables with attached benches made from durable, weather-resistant materials.
- **Landscape Planters:** Large planters will border the plaza, providing greenery and separating the gathering area from the street to ensure safety.
- **Public Art:** Street murals and cultural displays will be integrated into the plaza's design.
- **Solar-Powered Kiosk:** A compact 4x6-foot kiosk adds phone charging, maps, and district info.
- **Lighting:** Ambient decorative lighting will be used to enhance safety and vibrancy.

## How will this project benefit the community?

- **Central Gathering Space:** The plaza will create a welcoming, car-free area for residents and visitors to meet, relax, and socialize, and a place for community events without special permits for street closures.
- **Business Boost:** By activating the street, the plaza will increase more foot traffic to the area, attracting more customers to local businesses and expanding opportunities for outdoor dining and vending, allowing adjacent businesses to expand their operations.
- **Inclusive & Welcoming Space:** The plaza will be designed to serve people of all ages and incomes
- **District Beautification:** Enhances the streetscape with greenery, public art, and attractive amenities.
- **Sustainability:** Solar kiosk adds access to power that helps with emergency response & climate education.

The project is funded by a \$46,000 grant from Venture Portland to the Hawthorne Boulevard Business Association (HBBA) to create a solar kiosk mini-resiliency hub. This became a catalyst to create a community plaza at SE 37th Avenue. With PBOT developing a new Plaza Pilot Program, this grant has allowed us to participate - a unique opportunity to enhance our business district and add amenities for all.



Sample Concept Plan for Plaza

## How will the plaza and kiosk be maintained?

HBBA intends to use part of the grant funds to secure a maintenance and management contract for ongoing care and cleaning of the plaza. This includes: bi-weekly trash pick-up, sweeping and maintaining landscape planters, graffiti removal, and general upkeep to ensure the plaza remains clean, safe, and welcoming.

## How has the community been involved in the project?

This site was selected after careful consultation with community members and organizations, including the Sunnyside Neighborhood Association (SNA) and the Portland Bureau of Transportation (PBOT). Key outreach efforts included:

- **Hawthorne Street Fair (2023 & 2024):** Community members participated in voting and feedback sessions about kiosk locations and plaza amenities.
- **Pop-Up Plazas:** Temporary installations and events, like the PARK(ing) Day event in September 2023 and other community pop-ups, provided residents with opportunities to experience the concept.
- **Surveys & Focus Groups:** In 2023, a community survey was sent to Hawthorne business district and neighborhood to gather input on desired amenities.
- **Business Meetings:** HBBA hosted multiple meetings with local businesses to share updates and collect feedback.
- **Neighborhood Association Presentations:** HBBA has presented the project at various neighborhood meetings to keep residents informed.



## How will the plaza affect traffic and parking in the area?

- **Traffic Barriers:** To create a safe pedestrian area and separate the plaza from street traffic, large landscape planters will be placed on all sides to green the space and protect users in the plaza.
- **Loading Zones:** A new short-term delivery zone will be established on Hawthorne near SE 37th to ensure businesses can continue receiving deliveries without disruption.
- **Fire Safety:** A dedicated 12' access lane will be maintained for fire truck access.



## What is the timeline & next steps for the project?

- **March 2025:** Plaza maintenance/stewardship planning, form committee for plaza naming/mural contest
- **March/April 2025:** Kiosk permits and structural review, mural design competition
- **May/June 2025:** Kiosk installation and mural painting, pilot plaza officially opens (seasonal through Oct.)

## How can businesses and community members be involved or learn more?

- Volunteer to join a “Friends of the Plaza” community group
- Participate in the plaza naming contest or street mural design calls.
- Sign up for updates through the HBBA or Sunnyside Neighborhood Association newsletters.

### For more information, or questions, contact

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### Learn more about Portland's Plaza Program

[www.portland.gov/transportation/planning/plazas/plazas](http://www.portland.gov/transportation/planning/plazas/plazas)