

Pioneer Courthouse Square

City of Portland
Oregon, USA

550,396 city population

Project significance

Located in the heart of downtown Portland, the Pioneer Courthouse Square has more than 26,000 people passing by each day. It is the single most visited place in Oregon's most visited city.

Site area

1.56 acres (.63 hectares)

Previous use

parking lot

Project period

1980-1984

Project costs

\$6.8 million

Funding sources

\$1,700,000-community
fundraising

\$350,000-City of Portland
\$4,750,000-others, *tbd*

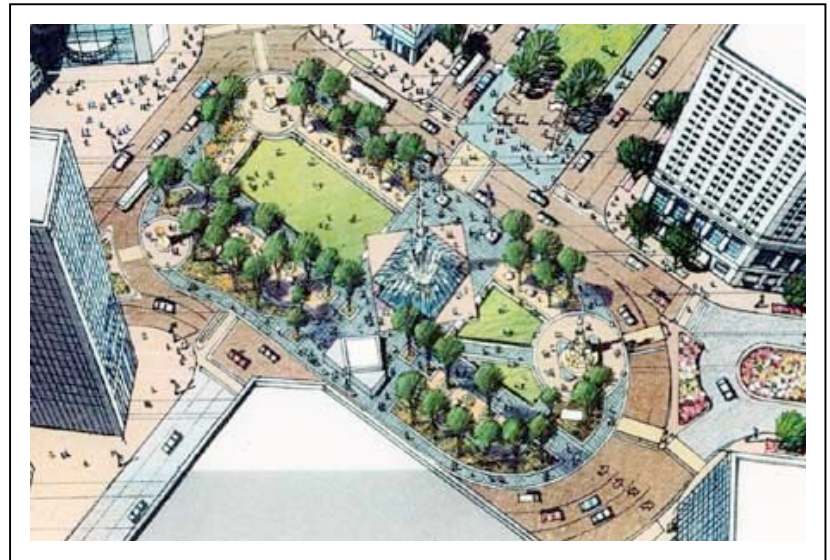
Current operator

City of Portland
Pioneer Courthouse Square Inc.



MARKET
SQUARE
STRATFORD

publication of the:
Market Square
Project Team
Stratford, Ontario



Project Drivers

- Portland's 1972 *Downtown Plan* proposed open space in what is now the Pioneer Courthouse Square
- the need for a downtown focal point
- improved use of prime downtown real estate

Benefits and Economic Impact

- square draws approximately 10 million visitors annually
- improved pedestrianization; pedestrian-friendly quality of downtown areas surrounding square attracts more people with increased accessibility of activities that are less encumbered by vehicles
- contributes to community vitality
- increased programming and monitoring of the square has decreased crime by 69% since 2006
- attraction of large businesses to the space surrounding the square (e.g. KGW TV Channel)

Current Programming and Activities

- festivals (e.g. *Festa Italiana, Holiday Ale Festival, Portland Jazz Festival, Festival of Flowers*)
- concerts
- community activities (e.g. sand castle building, movie nights, snowboarding)
- rallies
- artisan market

Reasons for Success

- served as part of significant downtown revitalization strategy
- strong community support
- diverse programming that brings people to the downtown year-round
- successful partnership with downtown transit authority – TriMet