



Kerns Neighborhood Association

Scope of Work Statement for the

Kerns Pedestrian Gates

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SCOPE STATEMENT

Department/Agency: Kerns Neighborhood Association

Issue Date: December 12, 2020

Project Name: Kerns Pedestrian “Gates”
(28th Ave. Restaurant Row Gate)

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Scope Statement Purpose

The Kerns Neighborhood Pedestrian Gates are part of a multi-pronged approach from the Kerns Neighborhood Association to increase branding and awareness of the neighborhood. As the population of Portland continues to increase, it is our hope to bring attention to the dense, urban, multi-cultural food-wonderland that is the Kerns Neighborhood. By building “gates” within the neighborhood, we hope to promote the neighborhood name and engender a sense of passion for our community amongst visitors and residents alike.

Project Background and Objectives

The Kerns Neighborhood Association (KNA) has decided upon a three-prong approach to building the brand of the neighborhood:

- 1) A neighborhood-wide mailer, informing residents of the neighborhood
- 2) Permanent metal banners that decorate the lamp and telephone polls of the neighborhood, listing the name Kerns as well as an artistic representation of the neighborhood
- 3) And finally, as the largest of the three goals for the neighborhood branding project, the **Kerns Gates** will make a bold statement and draw attention from throughout the metro region, signaling the forward momentum of one of the densest and most visited neighborhoods in the city. The objectives for the gates are:
 - a) Increase awareness of the Kerns Neighborhood throughout the city
 - b) Promote the local retail and restaurants during this difficult economic time. If, for example, the gates are to be placed at the entrance to 28th Ave (off Burnside), this will help further establish NE 28th Ave. as Kerns’ Restaurant Row.
 - c) Become a destination in and of itself for locals and visitors alike: “Meet me at the Kerns Gates!”

Project Description

The Kerns Gates will be located on the sidewalk on each side of the street, signifying an “entrance” to the neighborhood. It will prominently feature the name Kerns in the design and it will be a permanent structure, designed to last for years to come. Communication with PBOT, the various utilities, and the neighborhood residents and businesses will enable a collective confirmation of the project. A local example of a pedestrian gates is below:



The picture above features the Laurelhurst Gates in the neighborhood next to Kerns, Laurelhurst. Built in 1910, the arches have welcomed residents and visitors alike to the Laurelhurst neighborhood for over a hundred years.

Further examples:





Artist & Cost Proposal

The RFP will specify the desire to find a local (Portland) artist(s) to design the Kerns Gates. The RFP will be released by the KNA, and designated members of the KNA will be tasked with overseeing the project.

One option for designing the gates would be to involve the local schools. Students at DaVinci, Benson, or other schools could potentially work together to design the gates. This would, in turn, encourage students and parents alike to participate in the fundraising process. This would also further achieve the KNA goal of informing residents and increasing pride in the Kerns neighborhood.

It is difficult to estimate the cost for each individual gate, as there aren't many examples of gates in Portland, but gates that span the roadway tend to cost between 300-500k. It would be the expectation then that these gates, as they are significantly smaller, could cost as little as 20-30k per gate, depending on design and material. If students are involved in the project, then there are obvious cost savings as well.

Business Environment

As part of the overall goal of branding and marketing the Kerns neighborhood, it is our hope that local businesses will appreciate that a project of this size and scope will increase the visibility of not only the neighborhood name, but also the restaurants and retail within it.

Proposed Locations

There are three areas with the Kerns neighborhood boundaries that have been identified as potential locations for gates. These locations were chosen because

- Both sides of the street are within the Kerns neighborhood boundary
- They are at the entrance to the neighborhood itself or to a unique part of the neighborhood
- They are in highly visible areas.

These proposed areas include:

1) 28th Ave from Burnside onto Restaurant Row:



2) Sandy Blvd, just East of 14th, between the Sandy Hut and the Executive Lodge:



3) Sandy Blvd, just west of 33rd, between Standard TV & Appliance and Jiffy Lube:



Scope and Requirements

In order for the Kerns Arch to be built and implemented, there are a number of requirements that first should be met:

- 1) Approval from the Neighborhood Association, neighboring businesses and residents alike.
- 2) Design approval from the above mentioned groups as well as the City of Portland
- 3) Approval from PBOT
- 4) The necessary funds will need to be raised.

Timetable/Schedule

Phase 1: Planning

February 2020

Vote from Kerns Neighborhood Association to approve the continued research into the project and where the gate should be located

March 2020

Contact local businesses and residents and collect signatures of approval

April 2020

Release a Request for Proposal (RFP) for designs and budget for the Gates

May 2020

Vote in the NA on the proposed design. Reach out to local business and residents for signature of approval.

Phase 2: Fundraising

Based up on the cost projections, the fundraising timeline will need to be developed.

Phase 3: Construction & Installation

The timeline for the construction and installation will be determined based upon the design.

End of Scope Statement