



MAIN STREETS ON HALSEY

FAIRVIEW • WOOD VILLAGE • TROUTDALE

SITE READINESS AND CODE UPDATE PROJECT

Community Engagement Summary Report

September 2020



WALKER | MACY



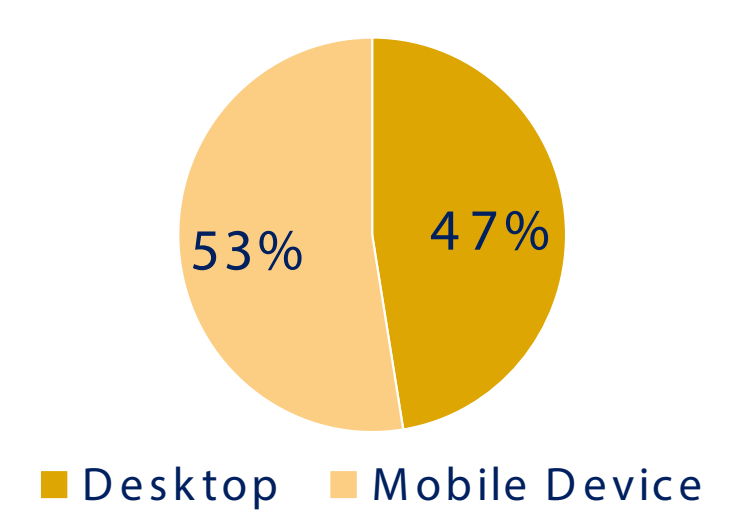
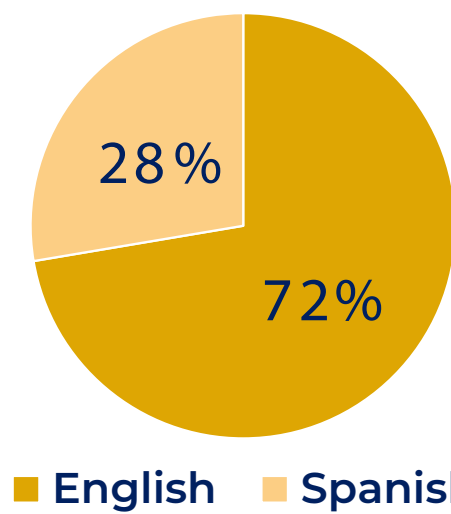
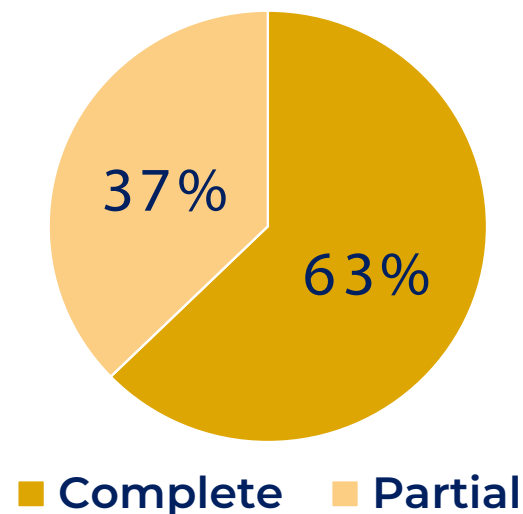
SWCA
ENVIRONMENTAL CONSULTANTS



FREGONESE
ASSOCIATES

SURVEY OUTREACH OVERVIEW

500
Total Responses



**General Public:
English/Spanish
Speakers**
May 15 - June 7
330
Responses

**Targeted Outreach:
Latinx
Community**
June 7 - September 21
161
Responses

**Targeted Outreach:
Slavic
Community**
August 12- September 21
9
Responses

TARGETED OUTREACH

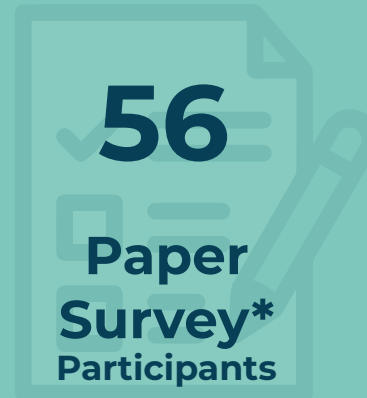
Latinx Community

June 7 - September 21

Liaison Support:
Natural Leaders

13

Stipended
liaisons



*Paper survey responses are included in the online results summary

Slavic Community

August 12- September 21

Liaison Support:
Community
Engagement Liaisons
Program (CELs)

1

Stipended
liaison

Social Media
Outreach



KEY TAKEAWAYS



Most of participants **live in Fairview** (49%)



73% of participants work outside Fairview, Wood Village and Troutdale



Most of participants use Halsey to **go shopping, eat or order food**

Biggest issues



Not enough places to **eat, shop, hang out**



Not enough parks and open space. More parks and open space to safely gather with family and friends was a **strong desire among Hispanic participants.**



Unsafe intersections or pedestrian crossings



Nearly twice as many **Hispanic participants** identified **lack of job opportunities and transit service** as one of the biggest issues on Halsey compared to non-Hispanic participants.



KEY TAKEAWAYS



The **majority** of participants **support** having **5-7 story buildings** to maximize community open space



79% of participants prefer **keeping housing above ground floor retail** if it meant having more opportunities for **business and community**



General agreement that **auto-oriented uses** such as vehicles sales, vehicle repair, self storage and **in particular, drive-thrus should meet certain design requirements.**



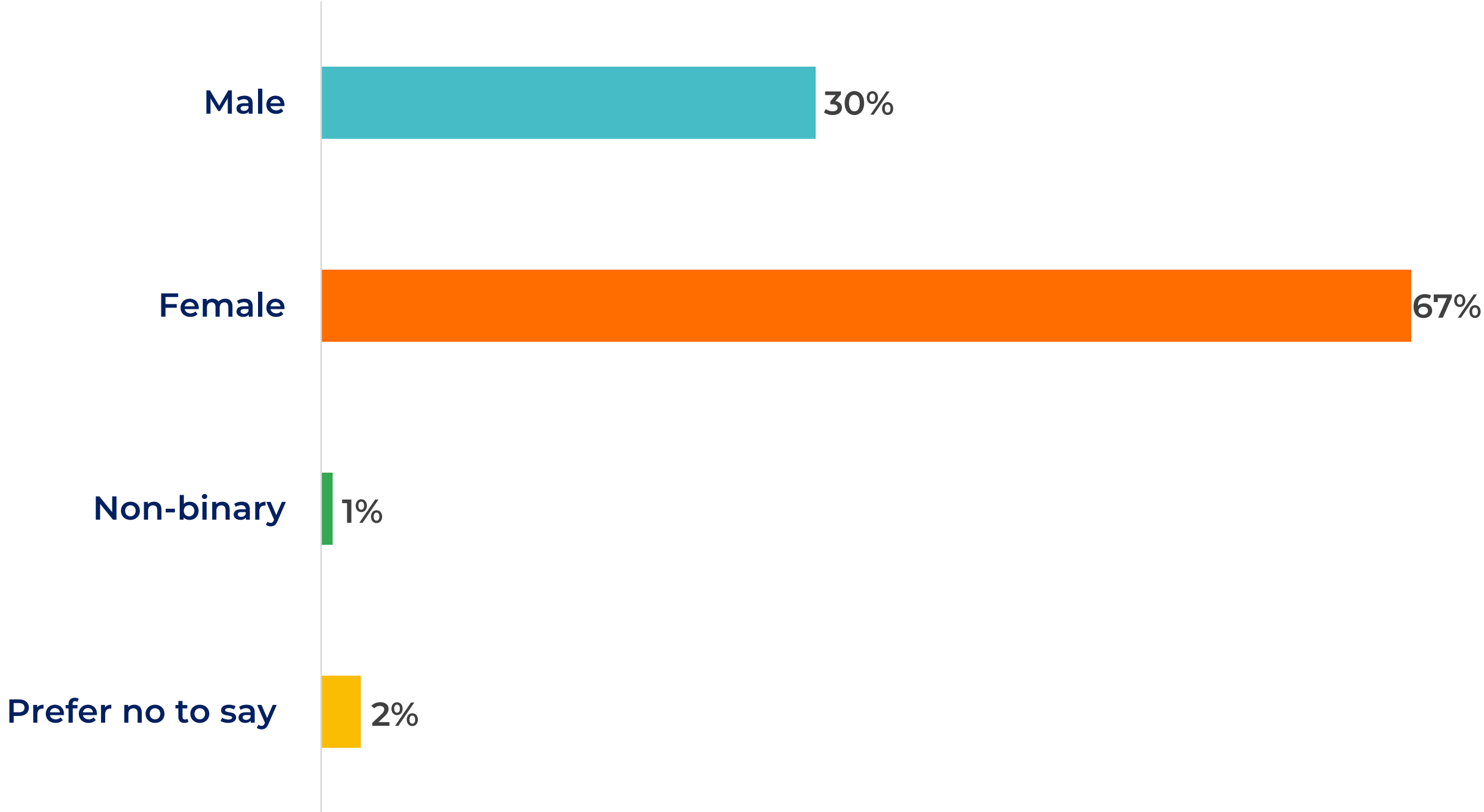
Street and storefront amenities such as awnings, seating, street lighting and safer ped crossings are **very important to most participants** whereas on-street parking and slowing down traffic speeds had mixed results.

ONLINE SURVEY RESULTS

Demographics

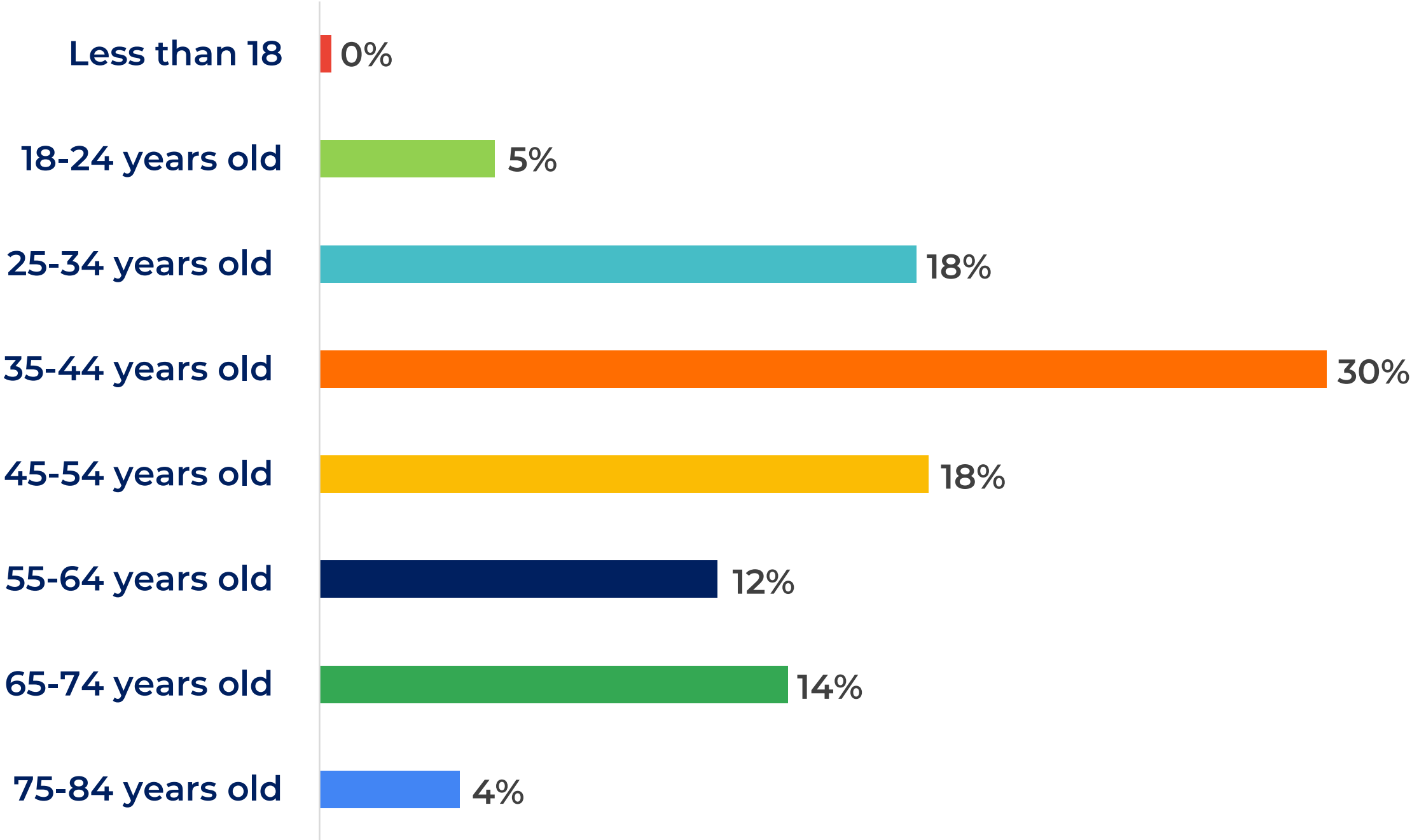
DEMOGRAPHICS - Gender

n=291



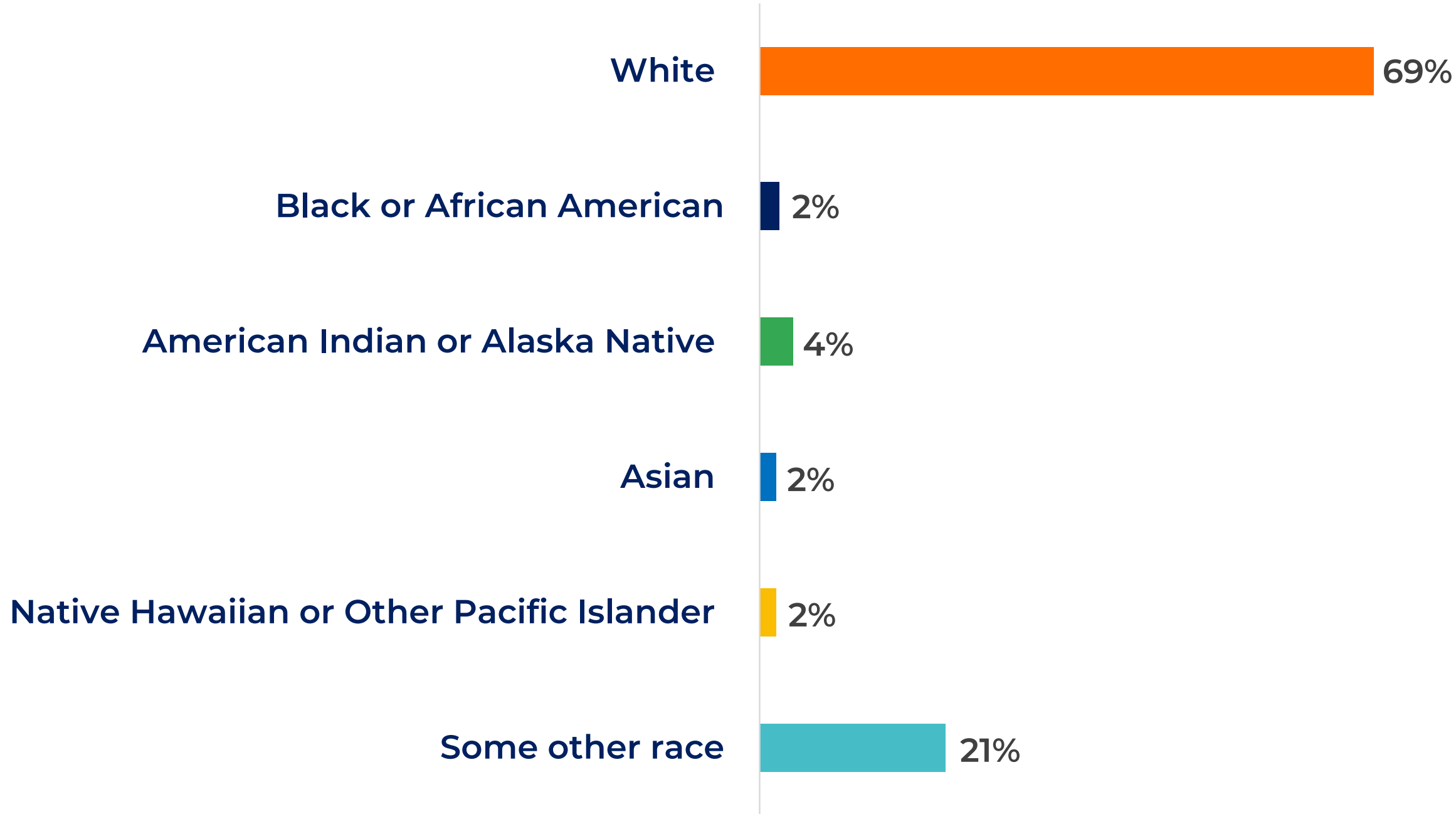
DEMOGRAPHICS - Age

n=291



DEMOGRAPHICS - Race

n=267



Origin

Hispanic, Latino, or of Spanish origin

34%

(279 Responses)

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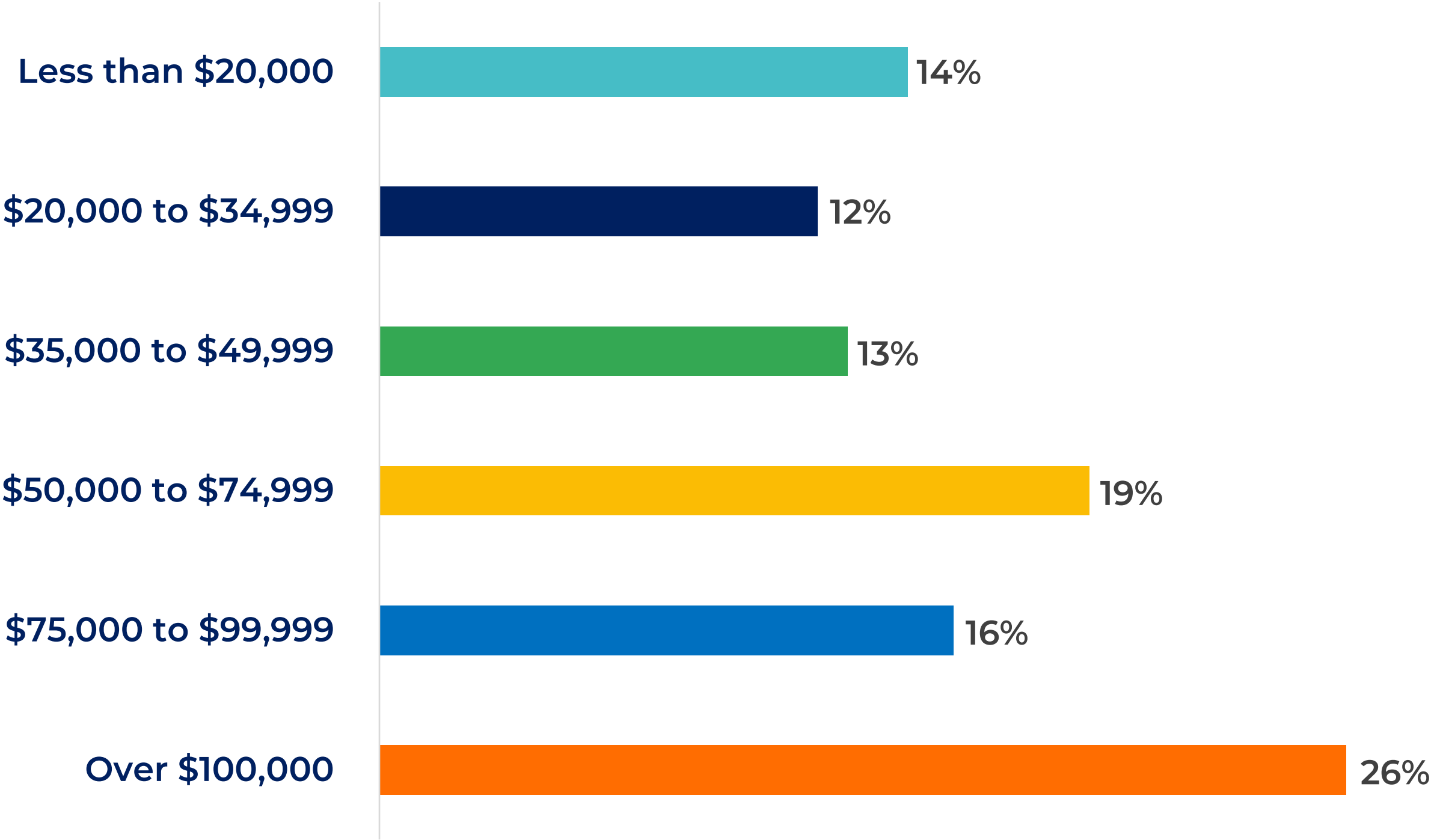
Eastern European or Slavic origin

9

respondants

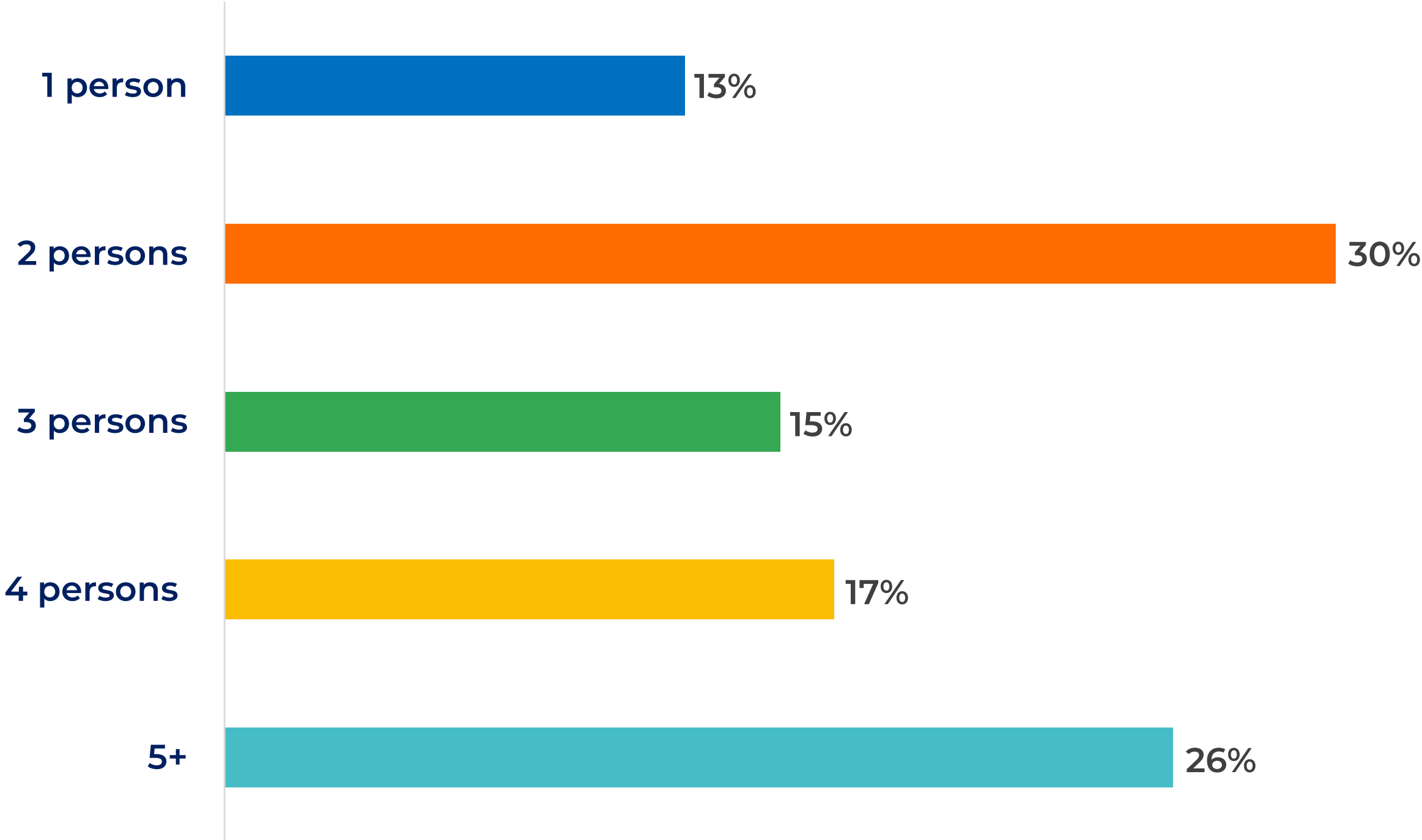
DEMOGRAPHICS - Income

n=244



DEMOGRAPHICS - Household

n=272

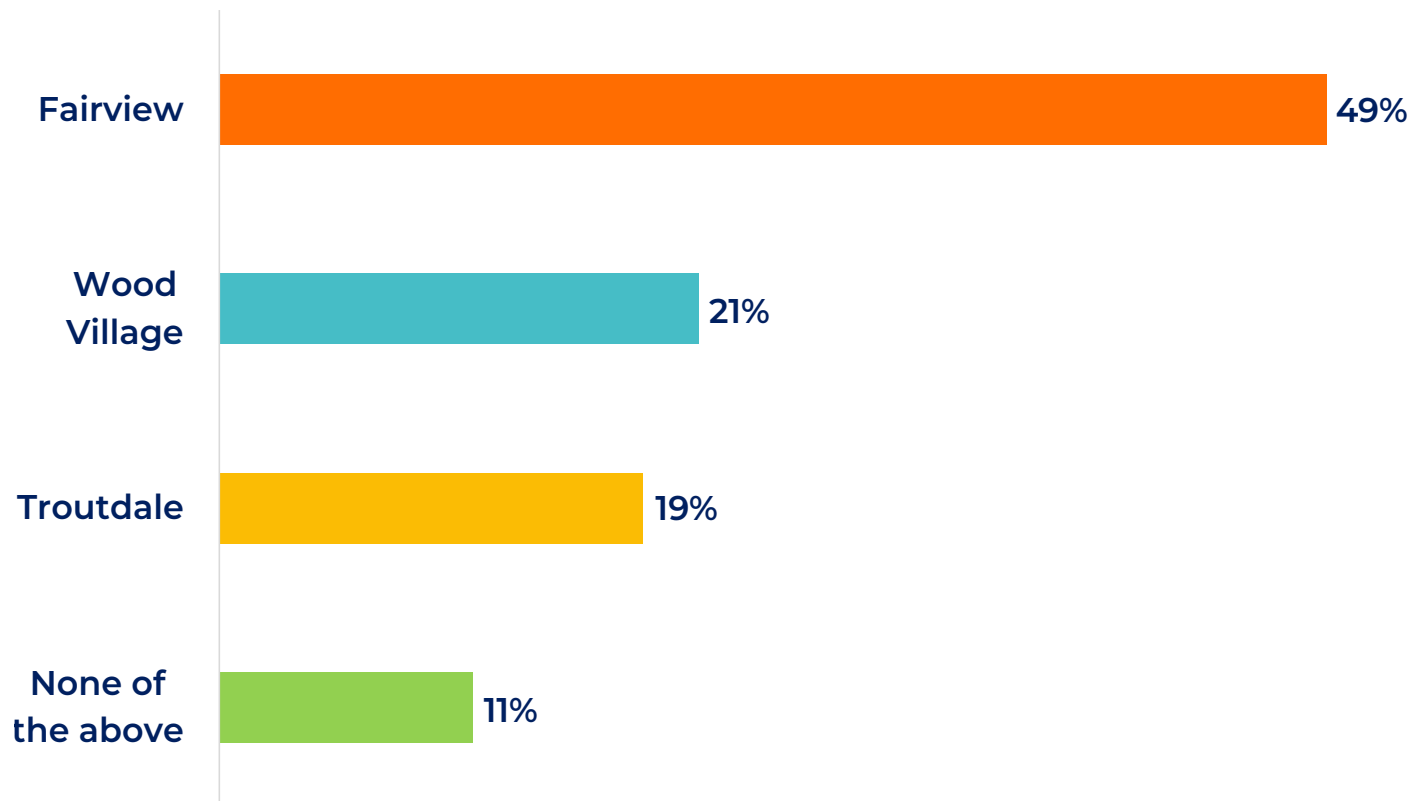


ONLINE SURVEY RESULTS

All Responses

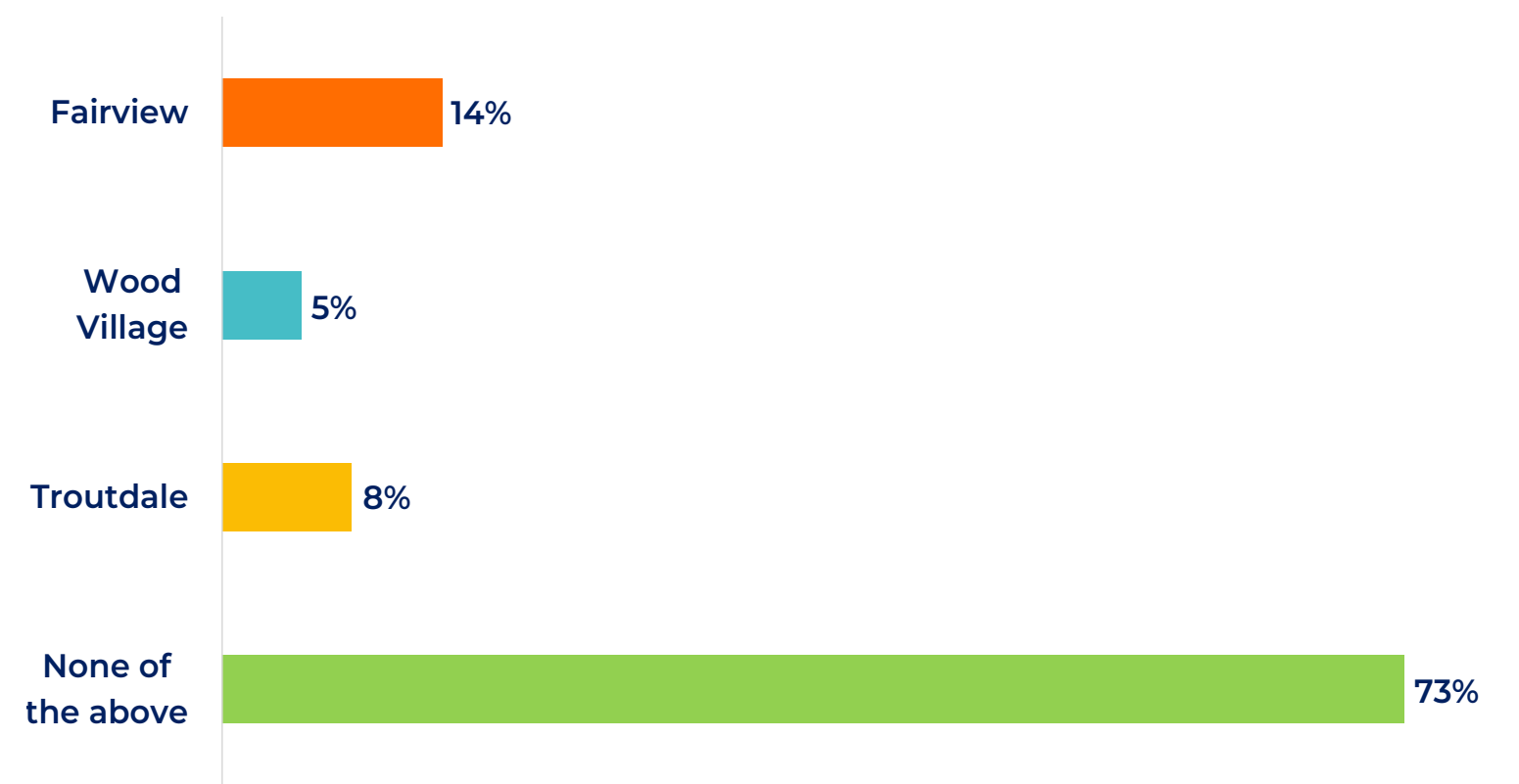
1. Where do you live and work?

Live



n=321

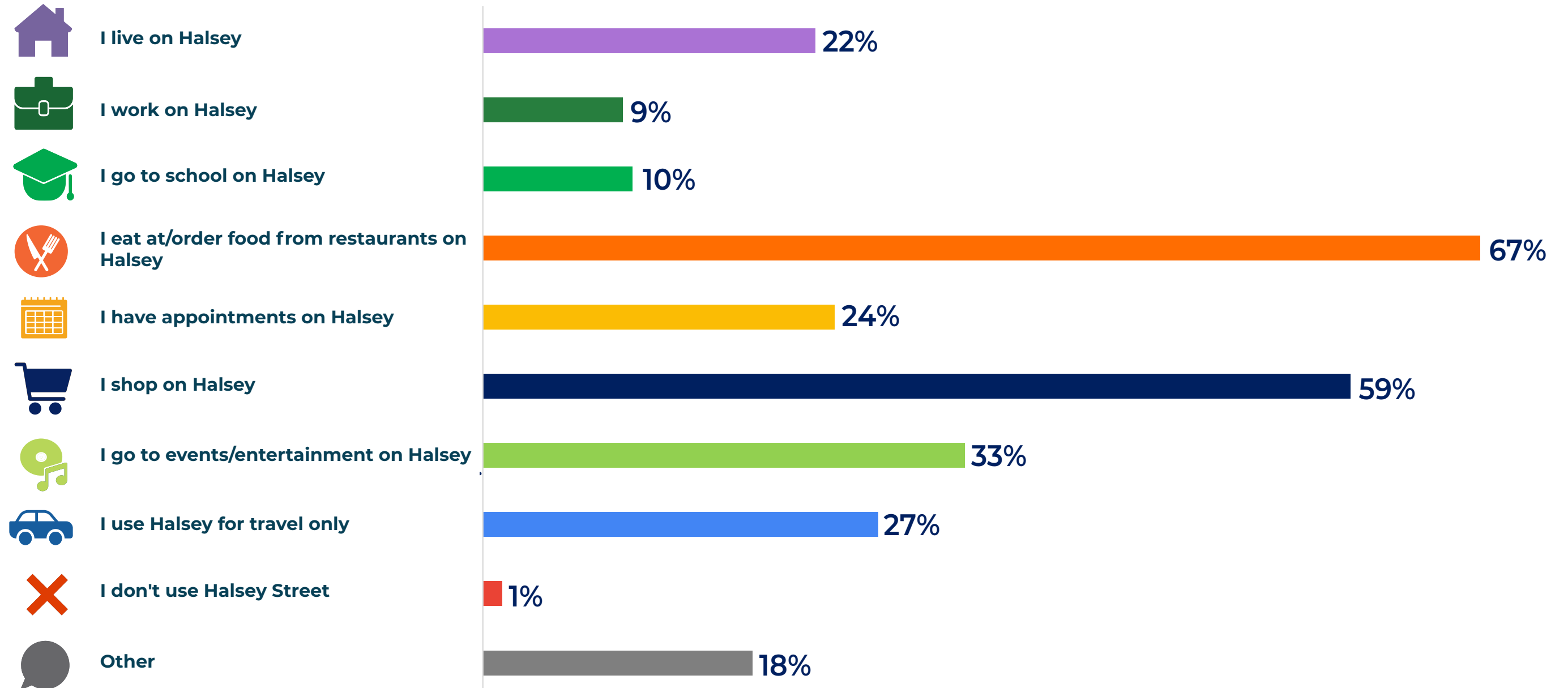
Work



n=263

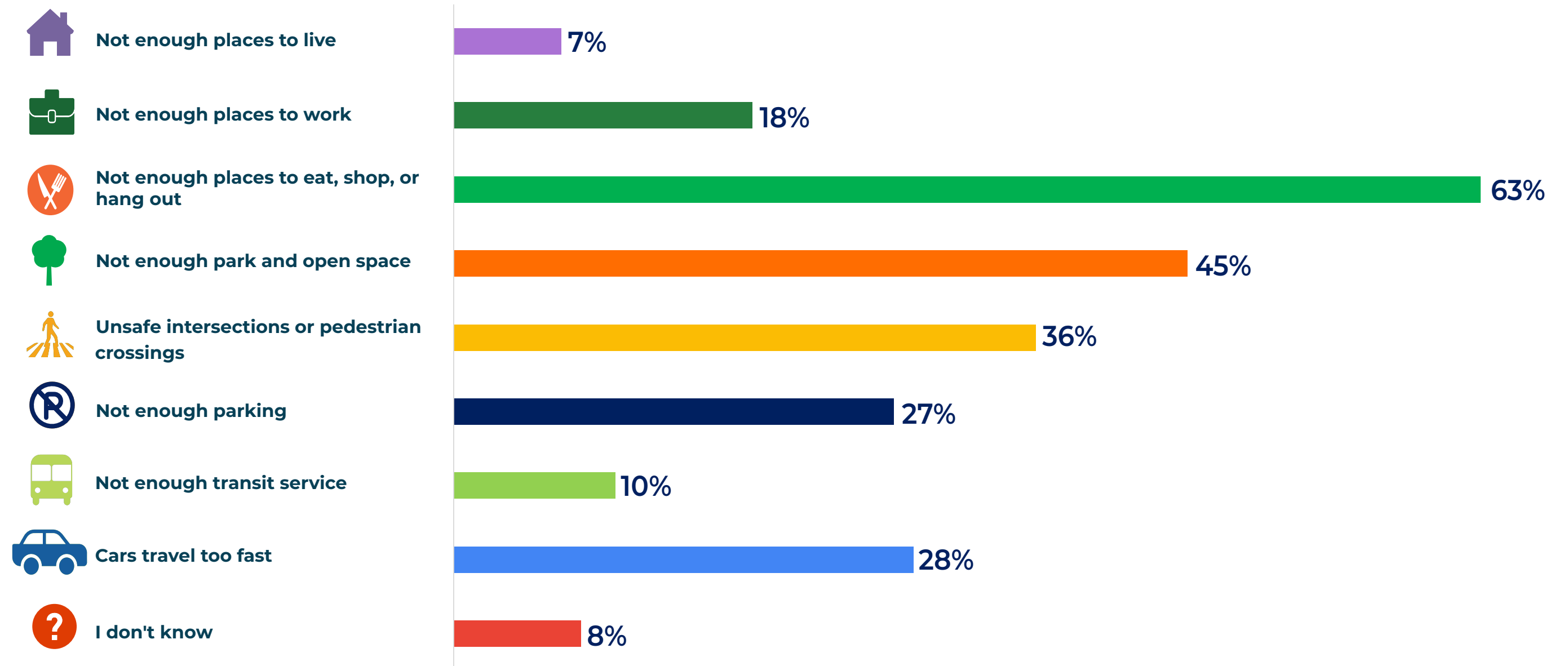
2. How do you use Halsey Street? *(Choose all that apply)*

n=307



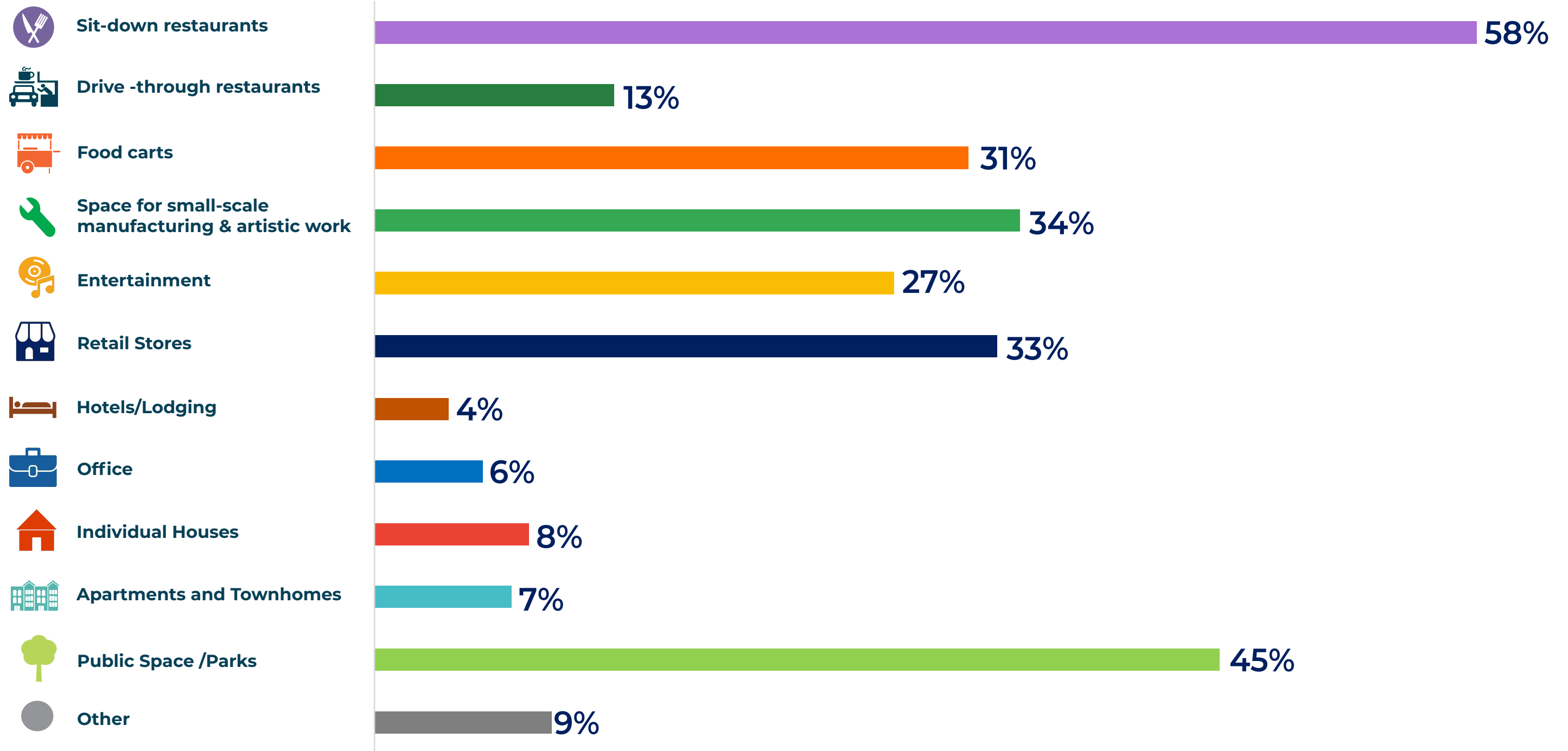
3. What are the biggest issues on Halsey? (Choose top 3)

n=332



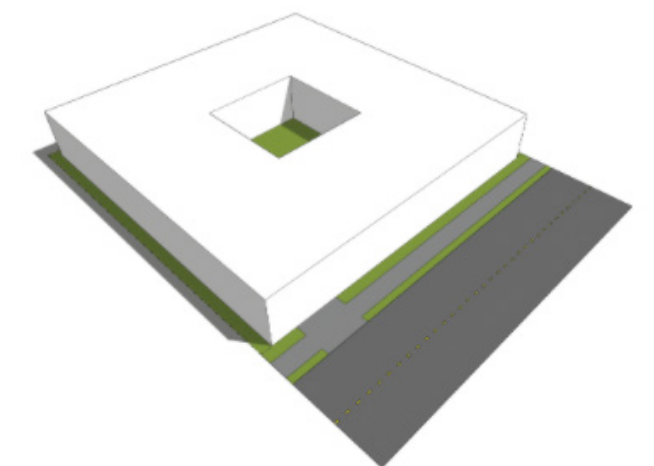
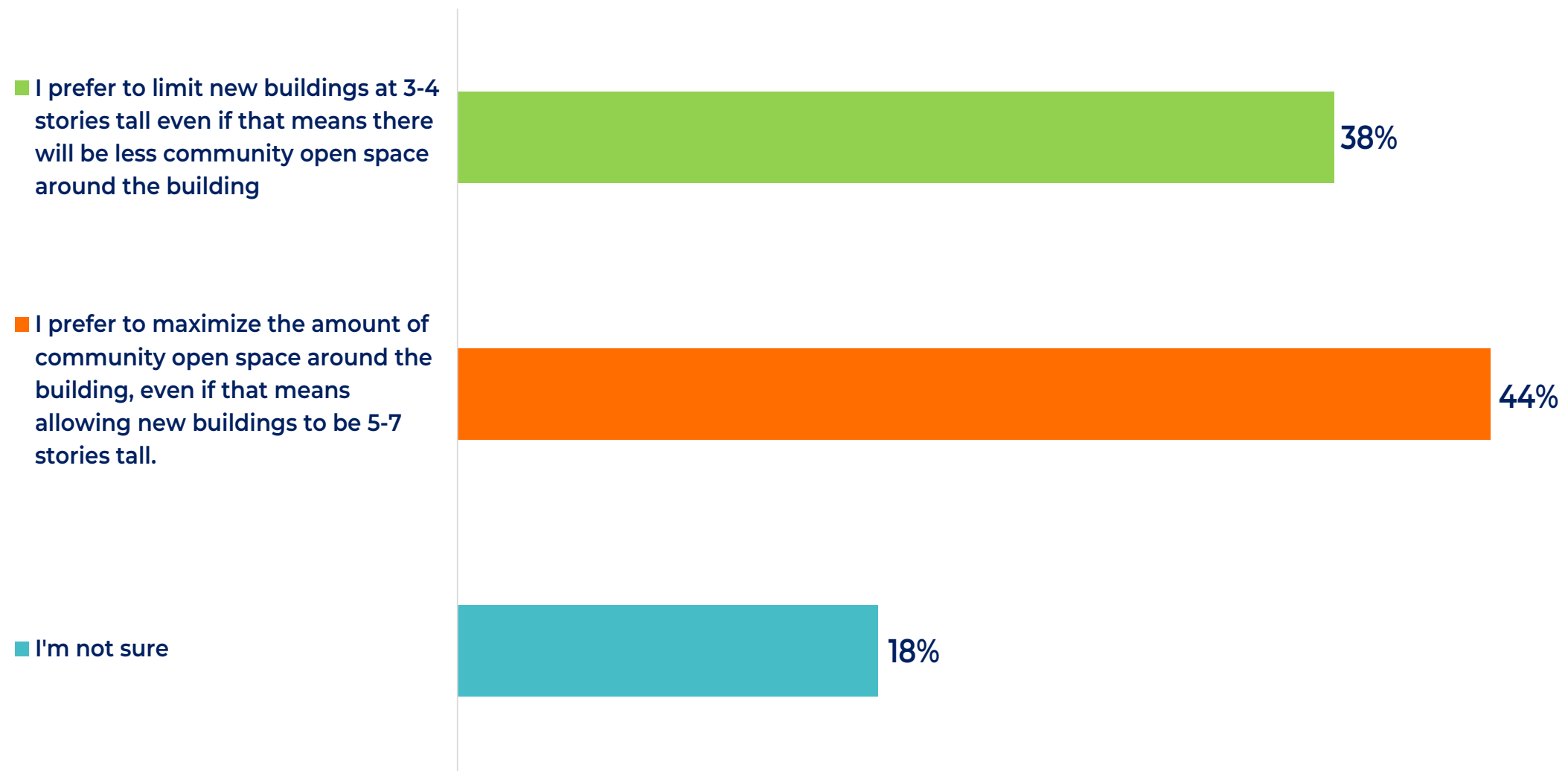
4. What types of uses would you like to see more of along Halsey? (Choose top 3)

n=332

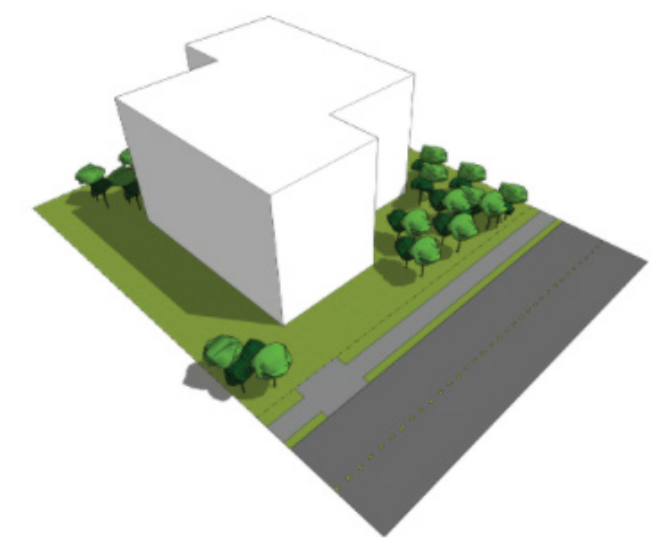


5. Which would you prefer among these tradeoffs between building height and area available for open space?

n=327



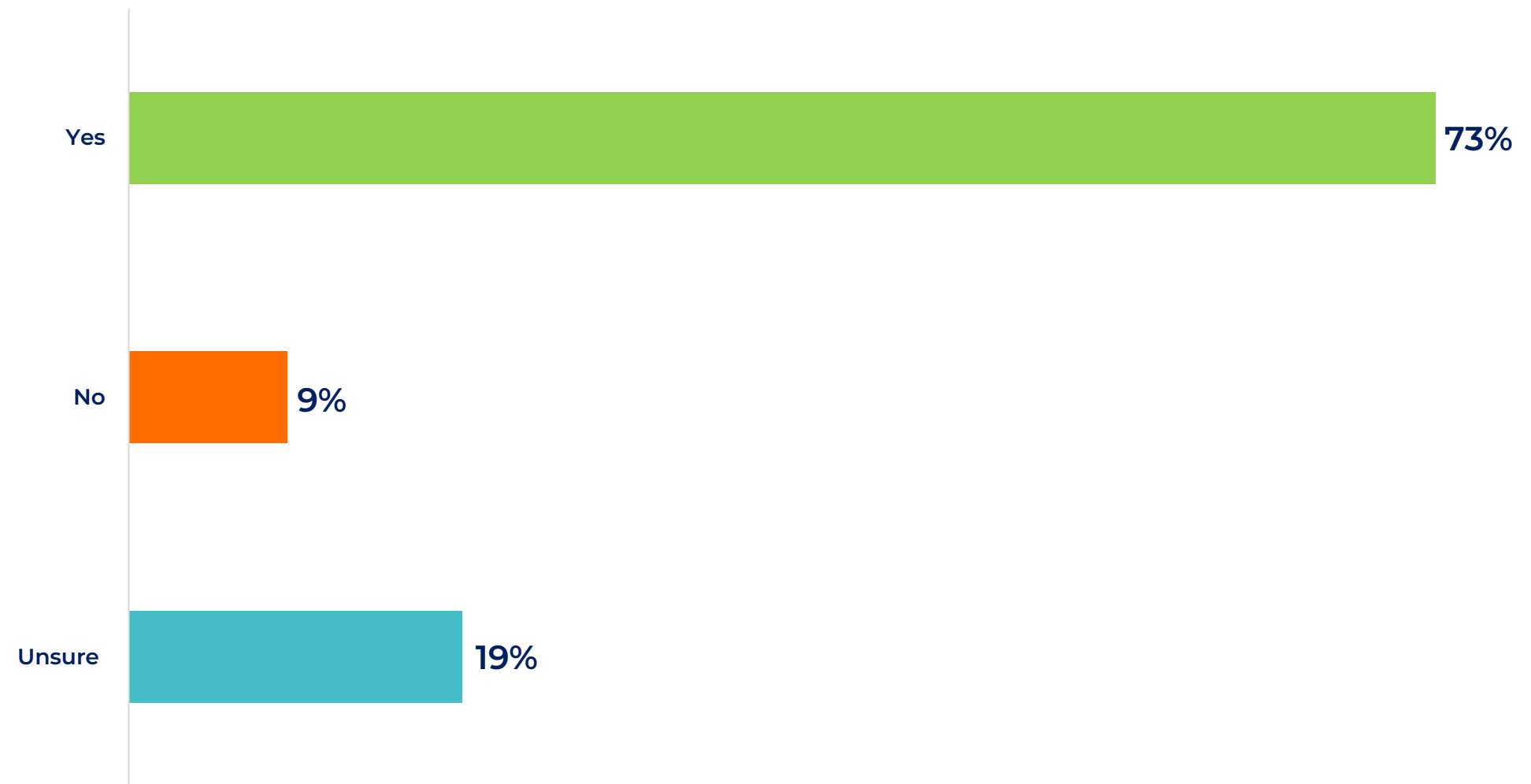
Example of a shorter building with less room for green/open space around it



Example of a taller building allowing more green/open space around it

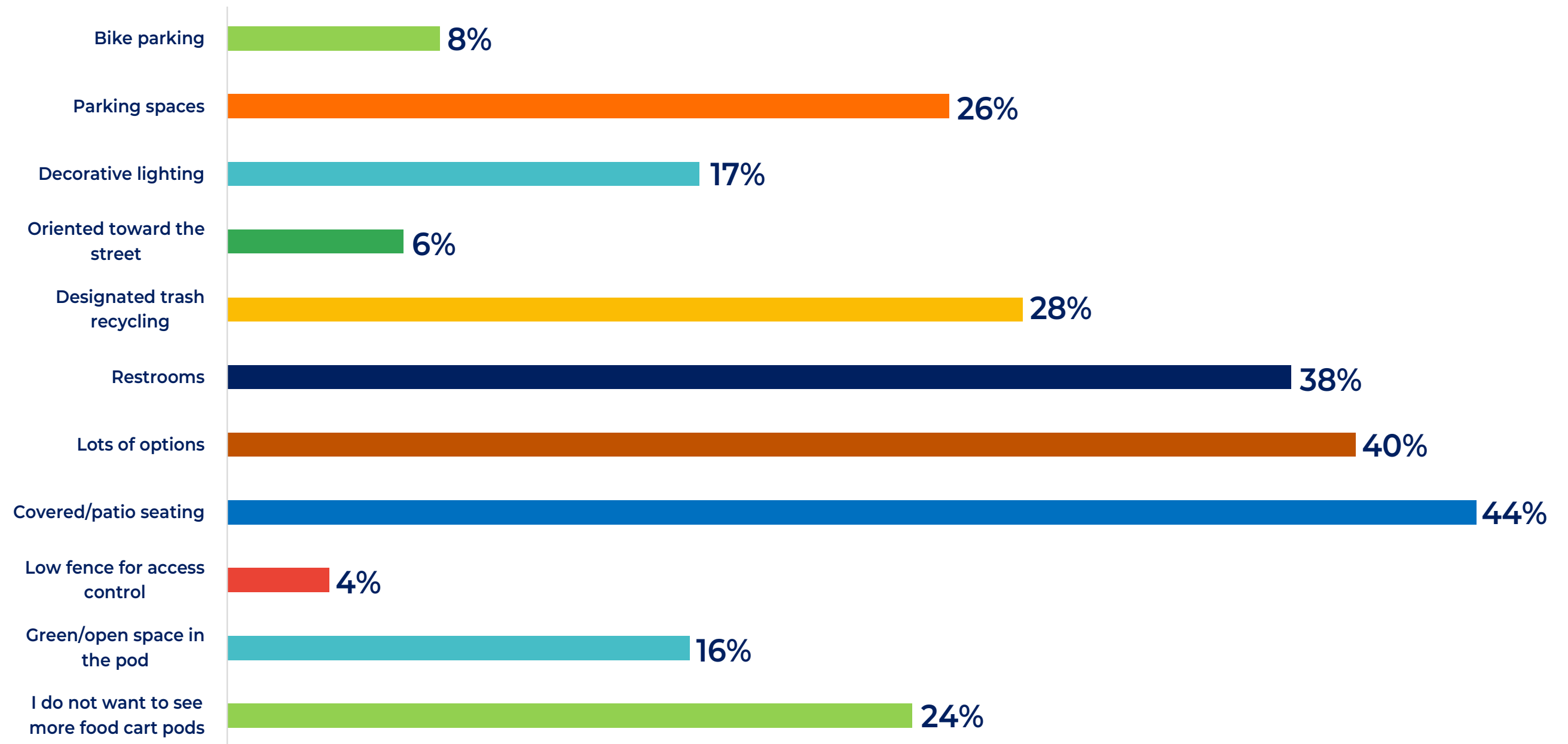
6. Should active open space be required in buildings if it meant less space for a building?

n=329

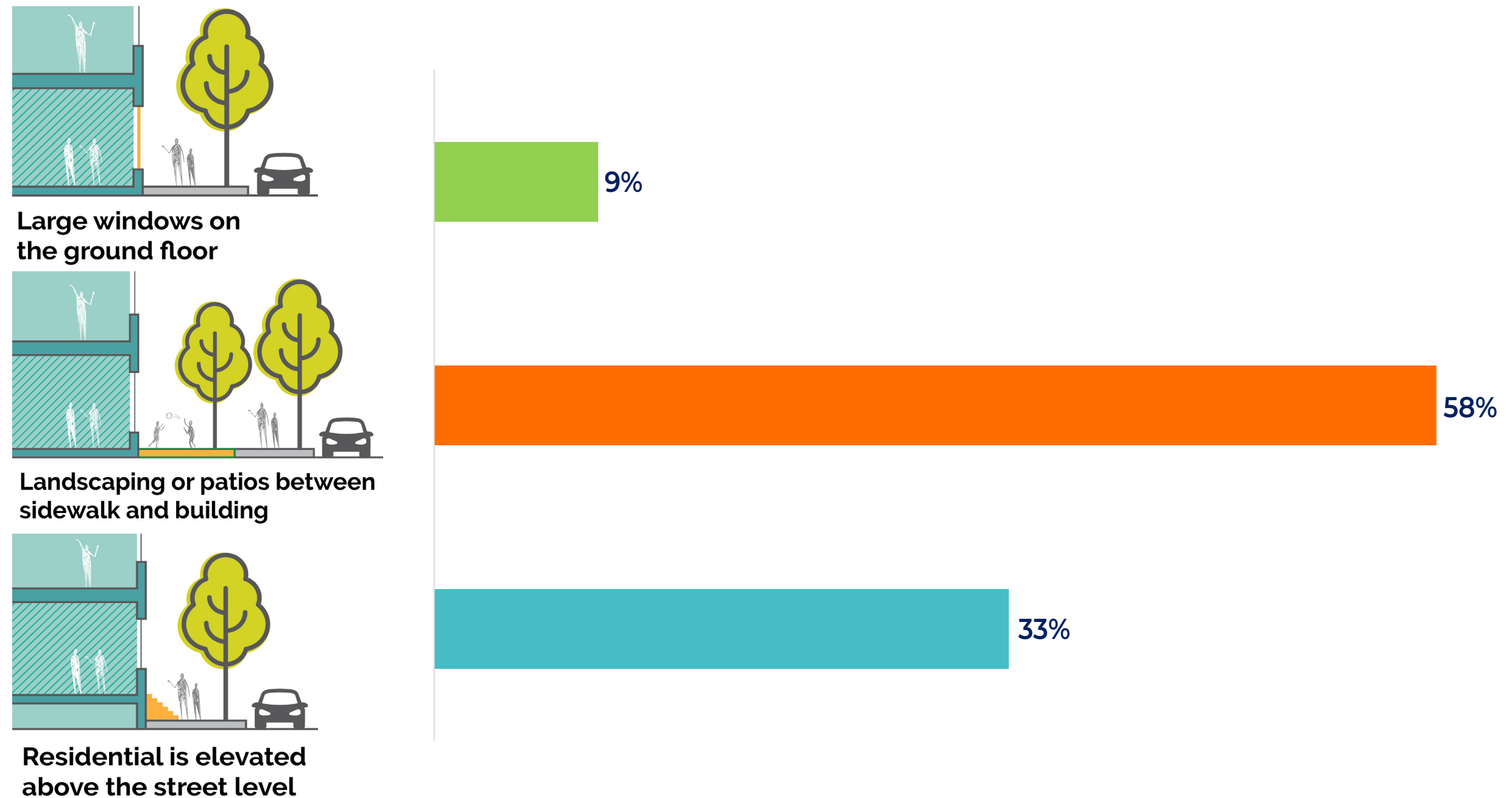


7. Food cart pods are an inexpensive way to bring more activity to the street. Which elements of a food cart pod are most important to be required? *(Choose top 3)*

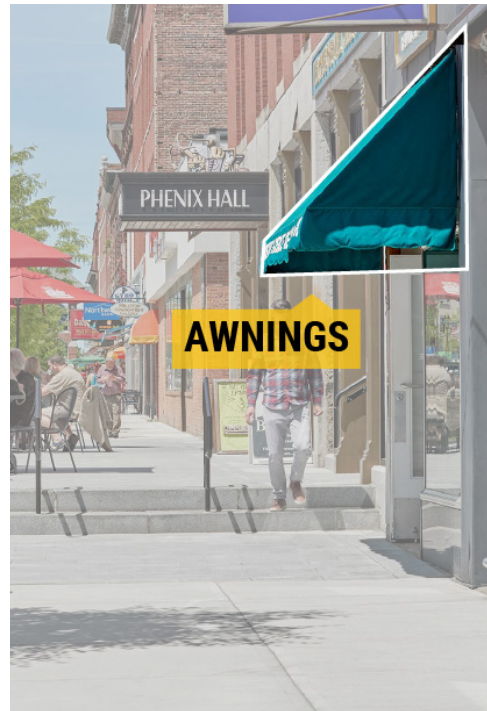
n=304



8. It is important that new apartments and townhomes help create a pedestrian-friendly, active Main Street. Which of these would you prefer to see on buildings with residential on the ground floor?

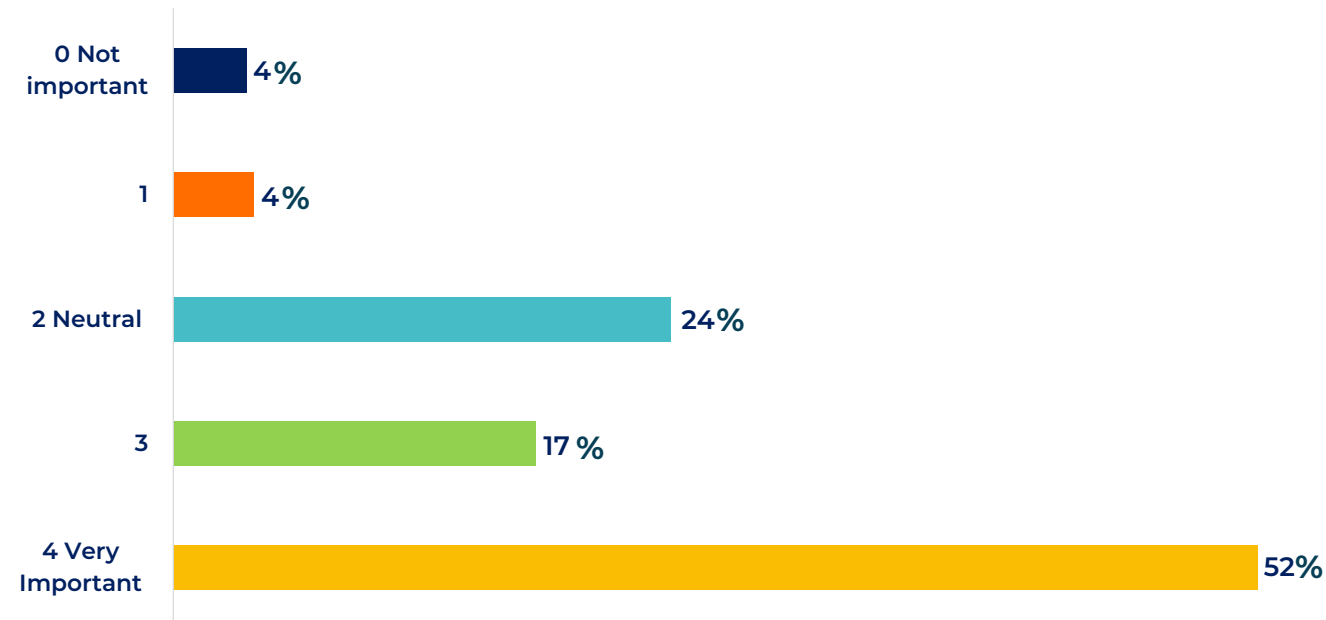


9. For commercial/retail buildings, how important is it to require each of the following:



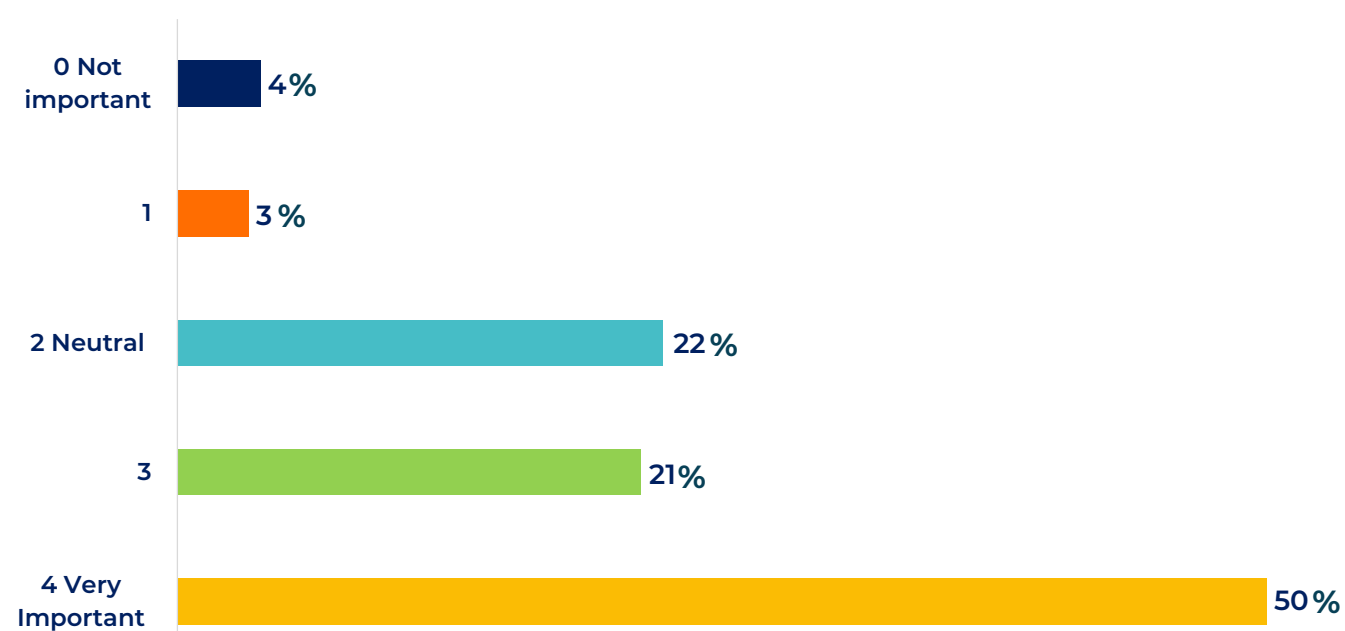
Awnings or canopies to provide protection from sun and rain

n=270



Small plazas or spaces with seating for pedestrians

n=281

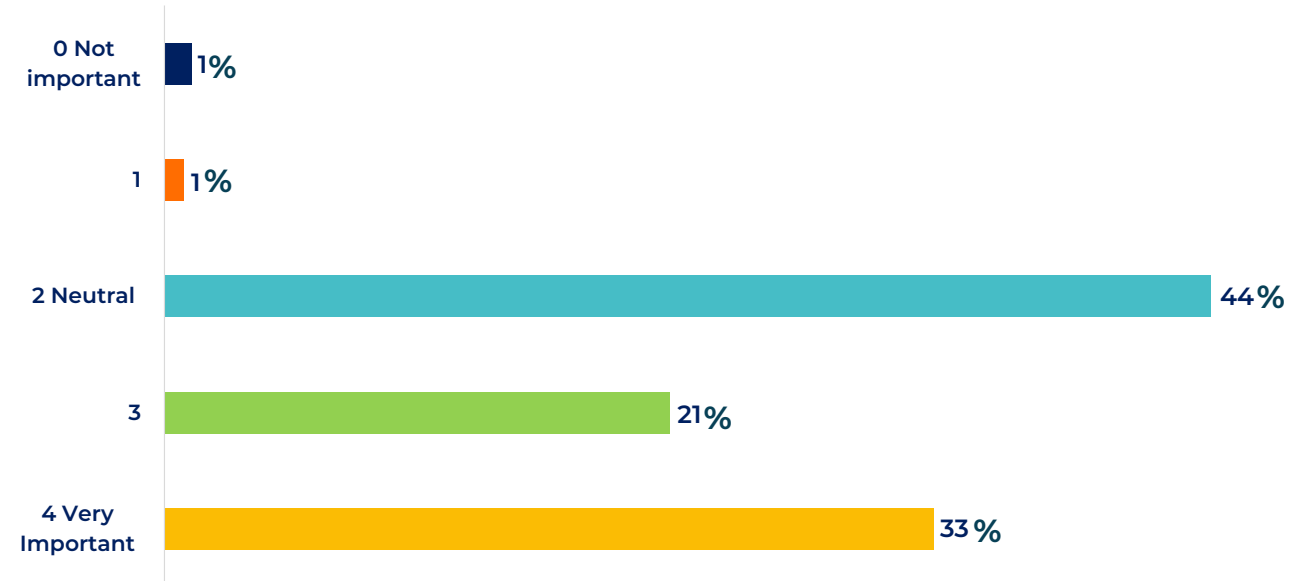


10. For commercial/retail buildings, how important is it to require each of the following on the ground floor:



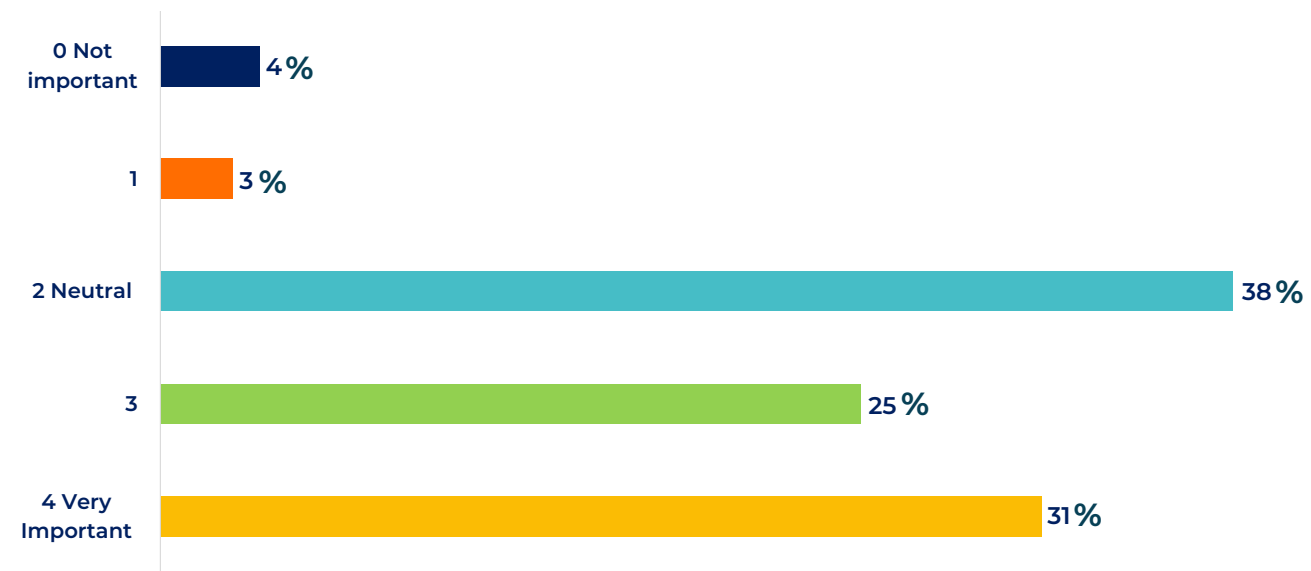
Large windows to provide views into shops and activity

n=283



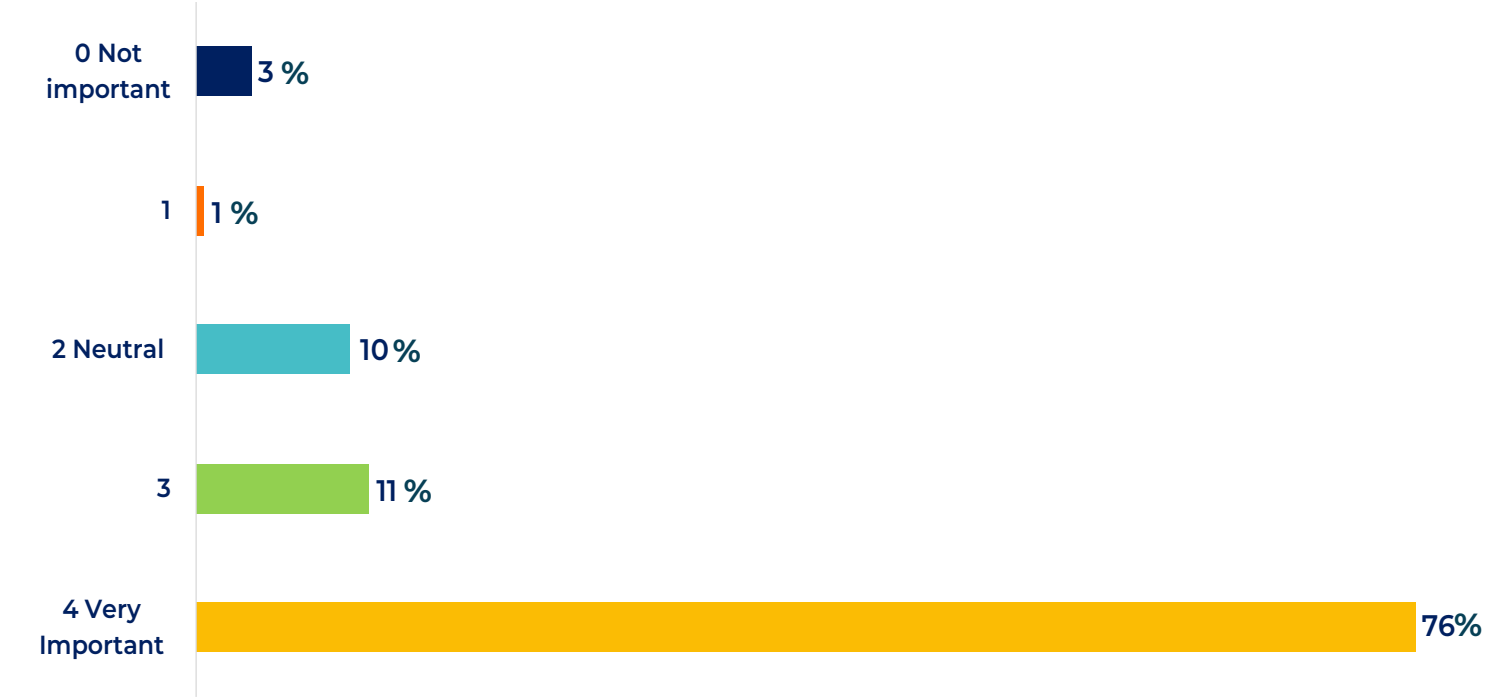
Taller ceilings to create a more inviting retail space

n=262



11. How important are these main street elements?

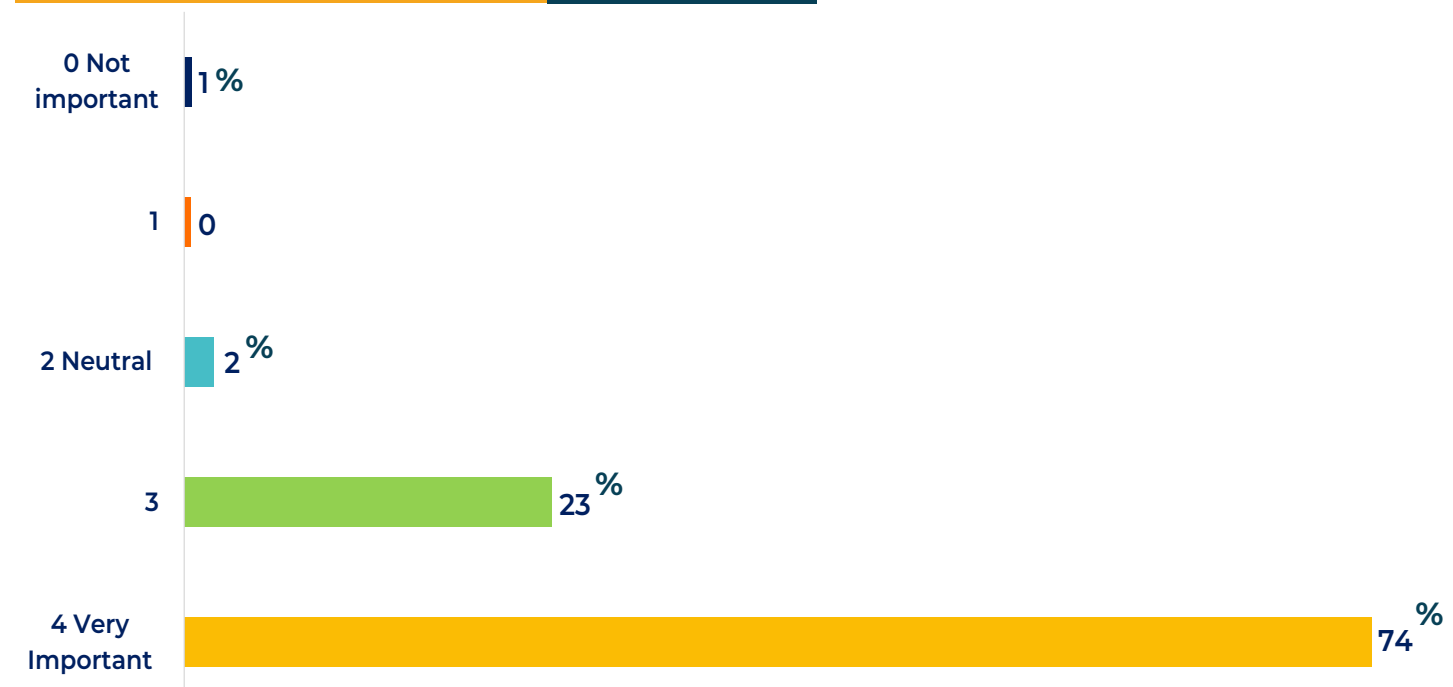
Safer pedestrian crossings *n=292*



On-Street Parking *n=267*

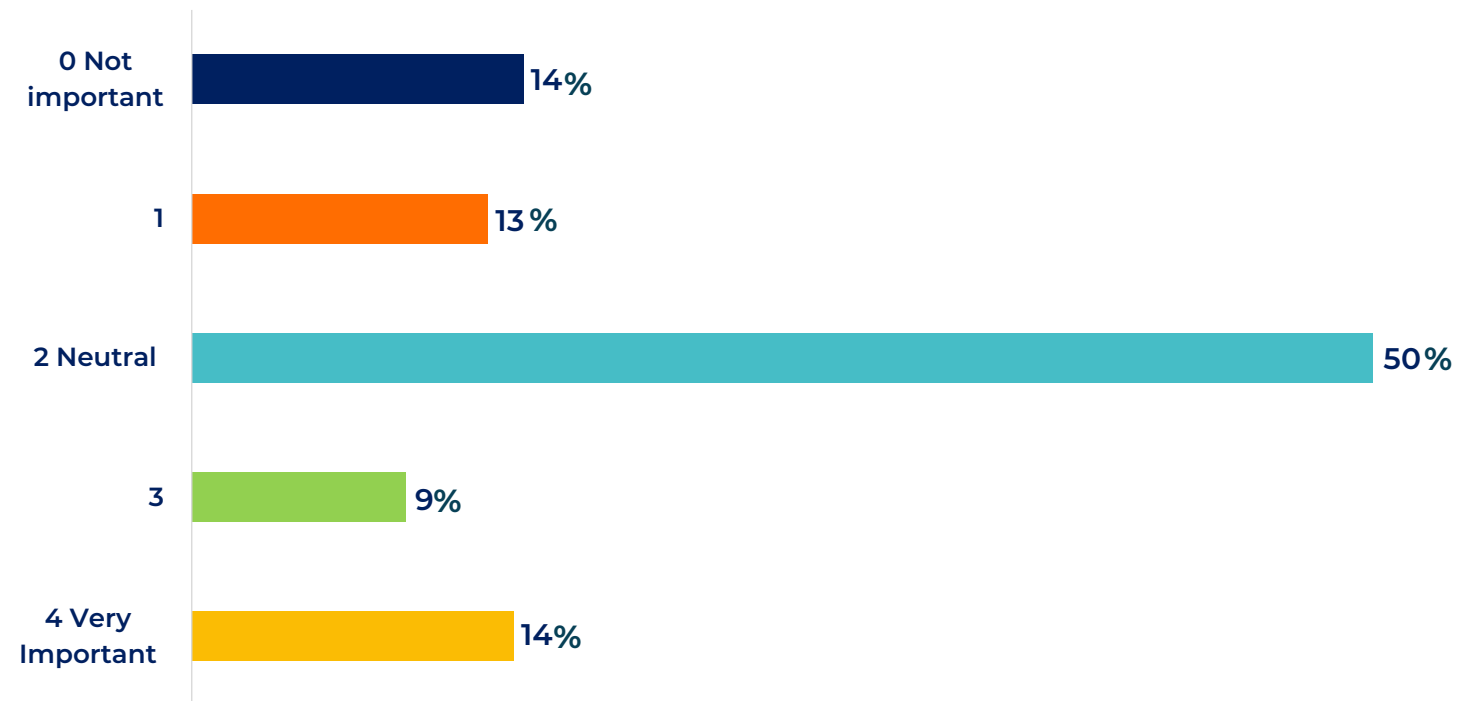


Street Lighting *n=293*

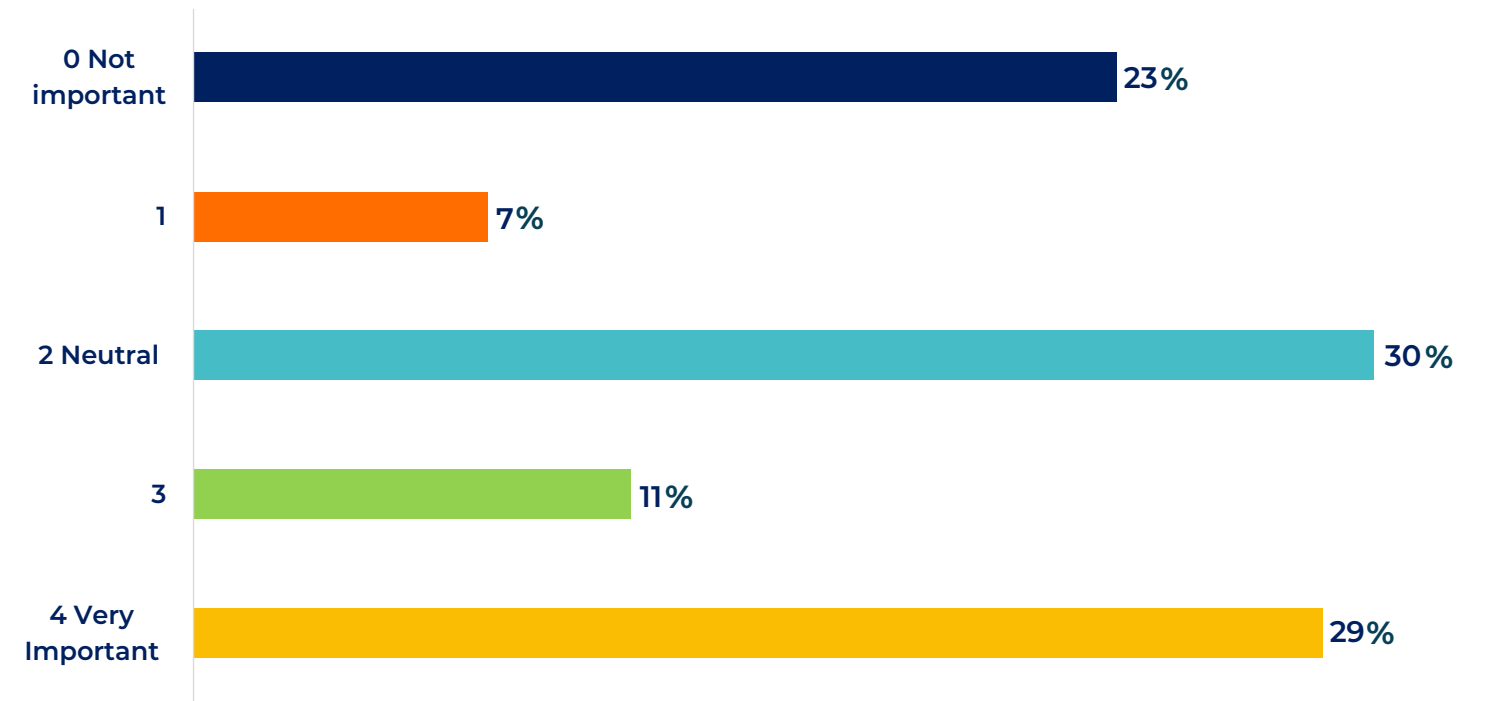


12. How important are these main street elements?

Different Paving Patterns *n=221*



Features to slow traffic like narrow lanes or medians *n=225*

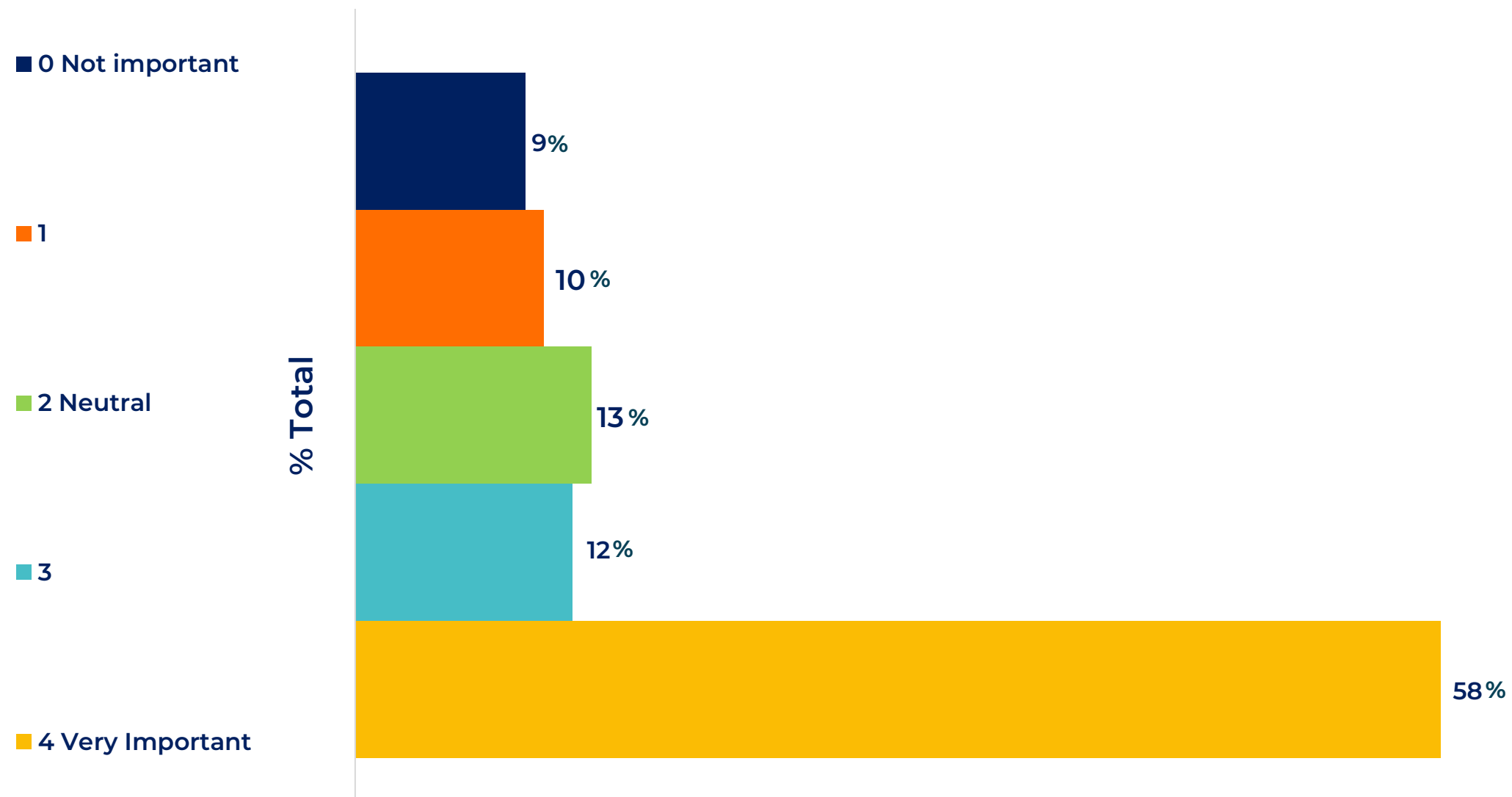


13. How important are these main street elements?

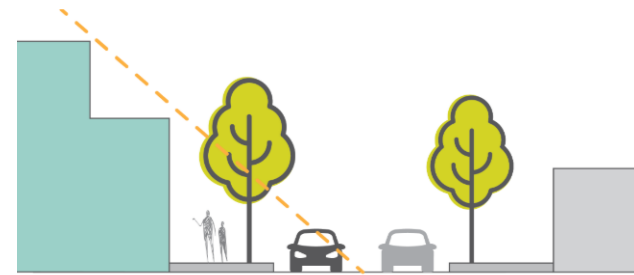
An area for informational boards and/or art that represents the community

n=10

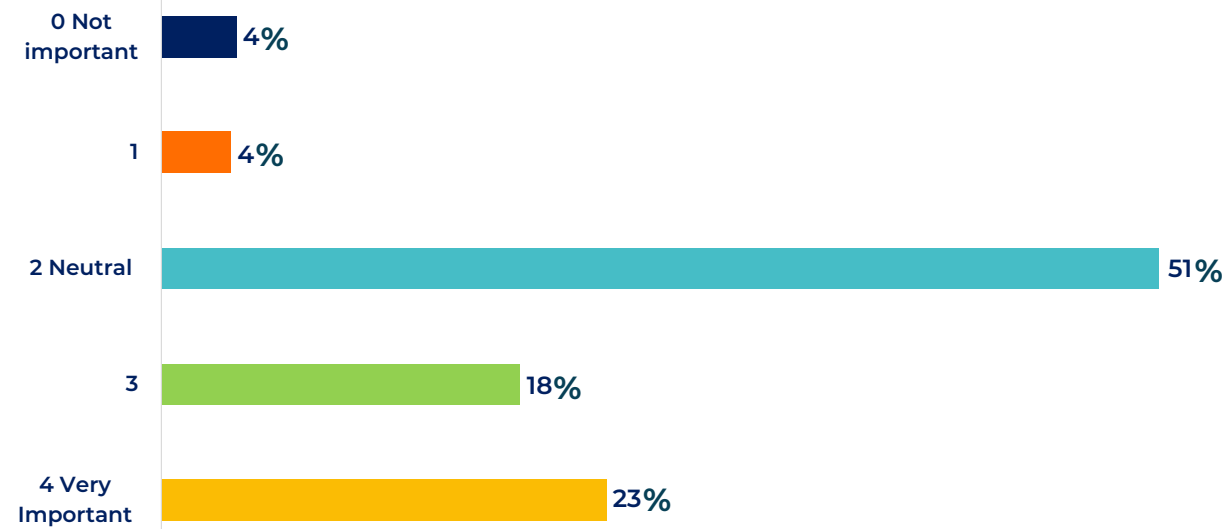
*Question for the Hispanic Community Only



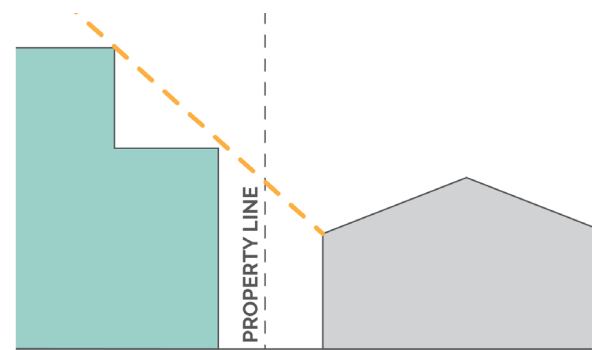
14. How important is it to require each of the following?



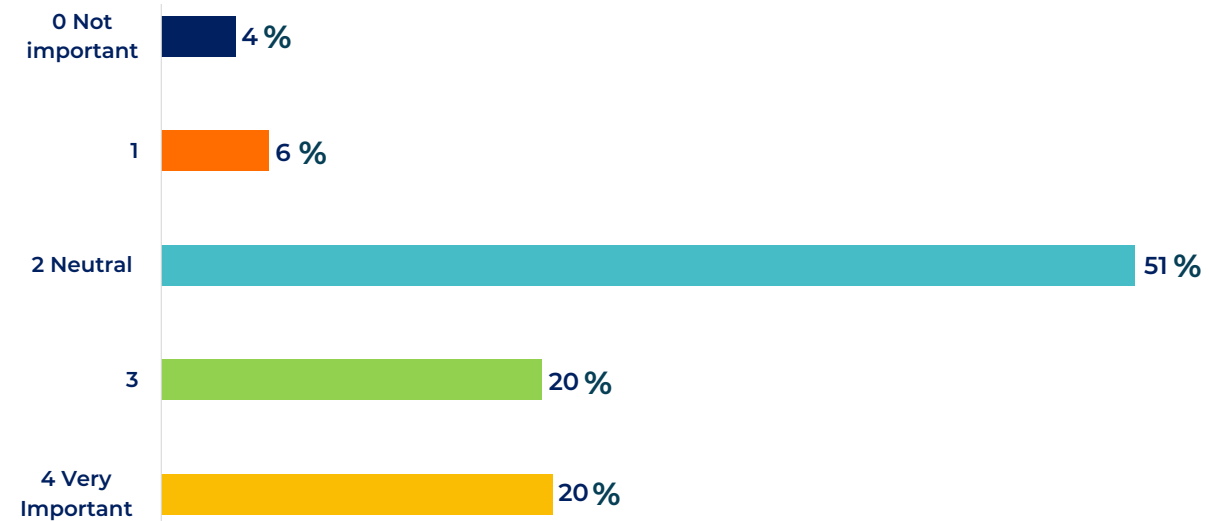
A. Step down building height next to the street



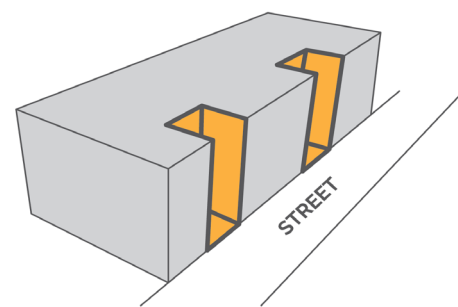
n=233



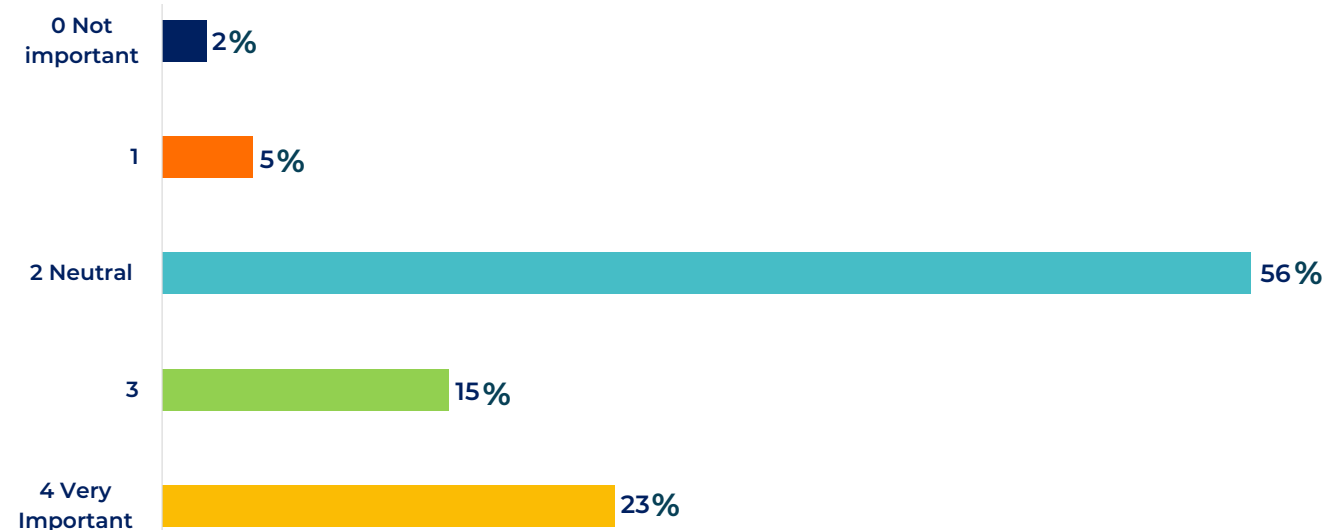
B. Step down building height next to smaller buildings and homes



n=234



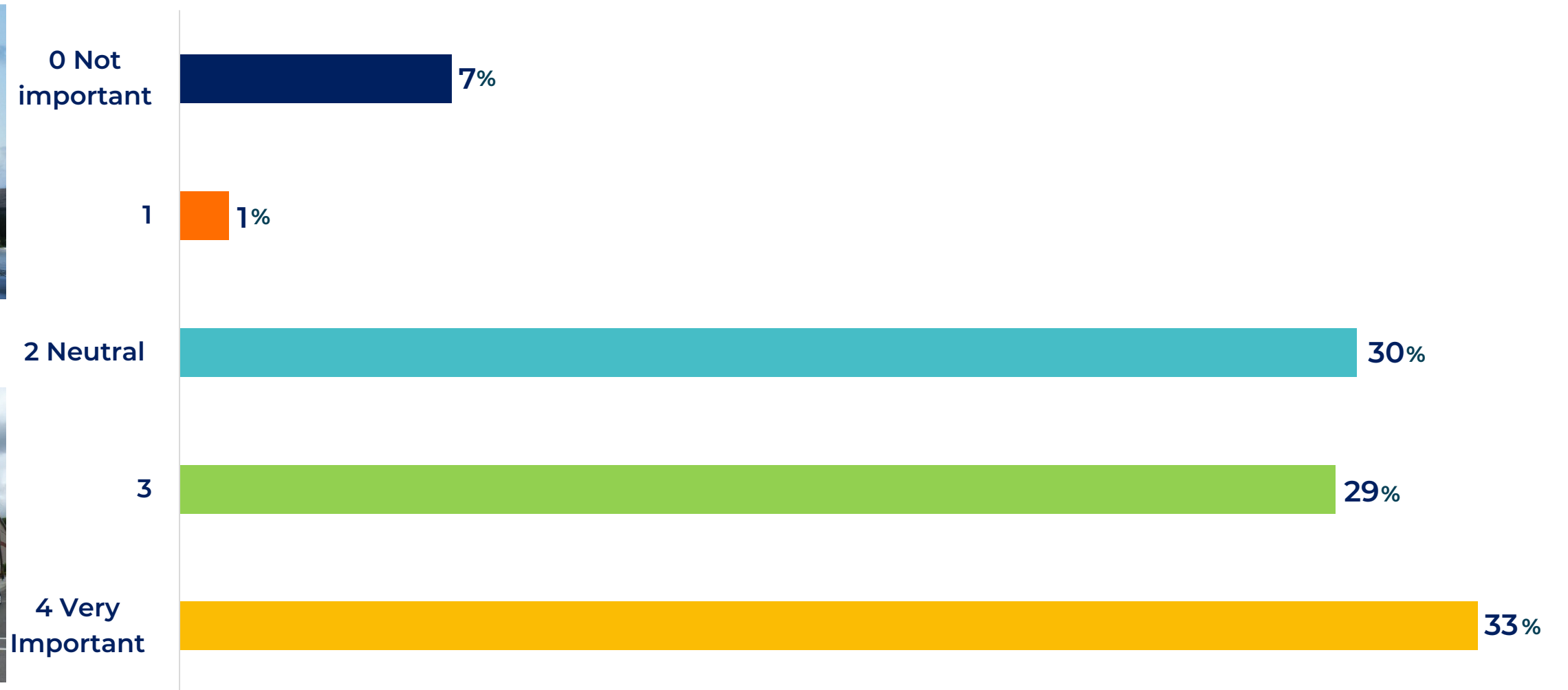
C. Break up the length of the building face



n=241

15. How important is it to require that the corners of sites at key intersections have interesting features like corner plazas, seating, street vendors, and other architectural elements?

n=282



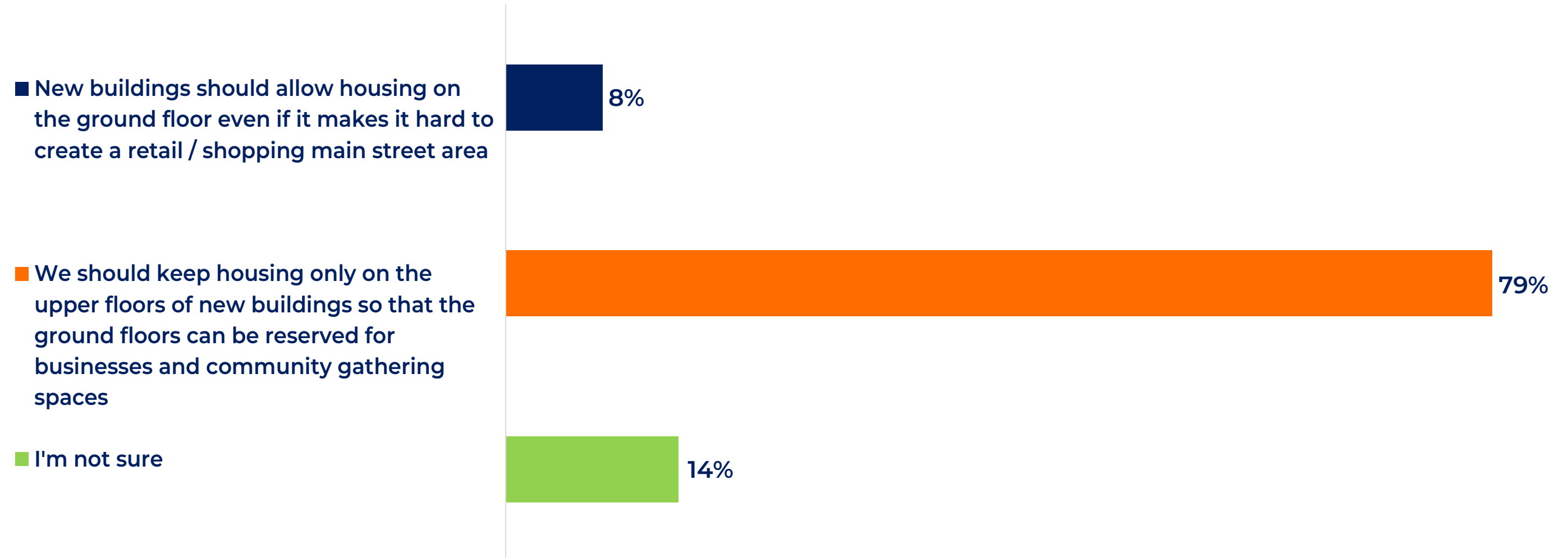
16. Which of these uses should be required to meet certain design requirements on Halsey? *(Choose all that apply)*

n=271



17. Which would you prefer among these tradeoffs?

n=298



GENERAL THOUGHTS & CONCERNS

First round of online survey

May 15 - June 7

Key Takeaways

n=92

DEVELOPMENT

- **More “hip” and vibrant businesses for younger generation** such as restaurants, grocery stores, outdoor areas, entertainment (not offices, antique shops, fast food, and truck stops)
- **No more storage units, drive thrus, auto oriented businesses**
- **Concern about lack of market for more business** due to existing vacant storefronts (ex: Fairview Village)
- **Preserve identity as “Gateway to the Gorge” and prioritize more open space** and single family homes instead of larger buildings

PARKING

- **Not enough parking on Halsey today**
- **Not enough parking for businesses**
- **Not enough parking for multifamily housing** (minimum 1-2 spaces per unit)
- **Desire for on-street parking** along Halsey

TRAFFIC

- **Perception that there will be more congestion on Halsey and overflow traffic** on neighboring streets with more development

Key Takeaways

n=92

SAFETY & ACCESSIBILITY

- **Desire for left turn traffic signals** on major intersections
- **Wider sidewalks and ADA accessibility**
- **Improved pedestrian and bicycle infrastructure** (buffered bike lanes)
- **Walkability and access to essential businesses** such as market, pharmacy, day-to-day needs
- **Better lighting** (McMenamins Edgefield)

CRIME AND HOMELESS ACTIVITY

- **Perception that homeless camps and multifamily / affordable housing will bring crime into the area**

GENERAL THOUGHTS & CONCERNS

Hispanic Community

20-Minutes Conversations

CDBG Survey

KEY TAKEAWAYS - 20-Minute Conversations

n=73



Most of participants live in Wood Village; 30% live on Halsey Avenue

In 10 years, participants would like to see along Halsey



More businesses: restaurants, coffee shops



More parks and family-oriented areas



More safety for pedestrians and more police surveillance

Biggest issues on Halsey



Lack of safety for pedestrians and bikers



Deficient street lighting



Trash and keeping streets clean

Buildings or spaces that represent the community better



Parks, open areas, public gardens, playgrounds



Restaurants (Mexican food), Mexican stores, food carts



Medium-size, mixed-use buildings

Parking importance

**Some business owners expressed concern about not having parking spots for their clients*



Less important: **9%**



More or less important: **17%**



Very important: **45%**

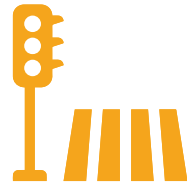
Main Concerns

- **Rent increase, displacement and tax increase** as a result of the zoning code update
- **More traffic** resulting from housing/commercial development

KEY TAKEAWAYS - CDBG Survey

n=39

The City would like to make Halsey Street a safe, vibrant and attractive “main street.”
What is the #1 thing we could do to improve Halsey?



Infrastructure

- Improve/construct sidewalks
- Implement bike lanes
- More crosswalks
- ADA access
- More green areas
- Implement traffic circles
- Fix pot holes
- Widen street



Maintenance

- Street cleaning: remove trash, abandoned shopping carts and trailers, etc.
- Street trees pruning, green areas and hanging flower baskets maintenance
- Cleaning up vacant lots



Pedestrian/bikers safety

- Improve traffic lights for pedestrians and drivers
- Install traffic signs for speed limit
- Install red light cameras



Local businesses

- More restaurants, bars and coffee shops
- Food carts
- Antique shops, boutiques

GENERAL THOUGHTS & CONCERNS

Slavic Community

Interviews with community members

KEY TAKEAWAYS - Interviews

n=6

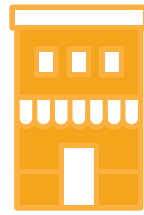


Participants live in Fairview and Troutdale

In 10 years, participants would like to see in the avenue



More businesses:
restaurants, coffee shops



Small-town vibe

Biggest issues on Halsey

- **Too much noise**
- **Not enough places to shop or eat**
- **Traffic**

Parking importance



Having ample parking for residential uses is important, but there's more concern about added congestion with new development

Main Concerns

- **Tax increase** as a result of the zoning code update
- **Crime and more traffic** resulting from housing/commercial development
- **More development will bring more population density** and lose the small town, quiet atmosphere
- People think that **the city will not listen to them**