



MAIN STREETS ON HALSEY

FAIRVIEW • WOOD VILLAGE • TROUTDALE

SITE READINESS AND CODE UPDATE PROJECT

Community Engagement Summary Report

September 2020



WALKER | MACY



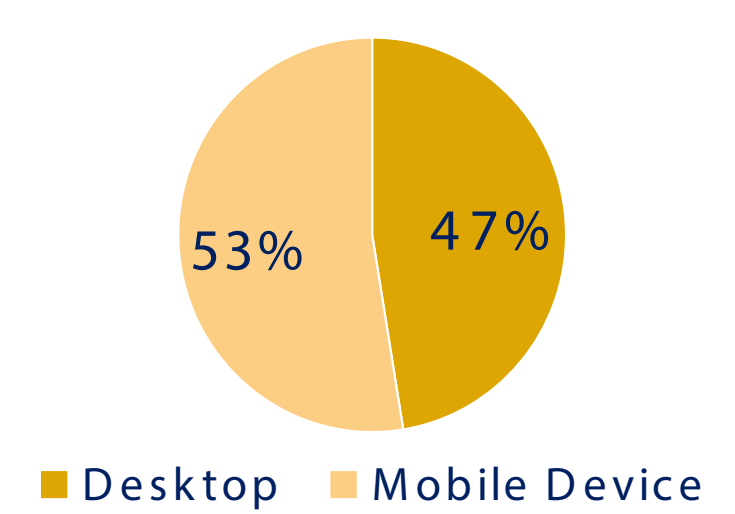
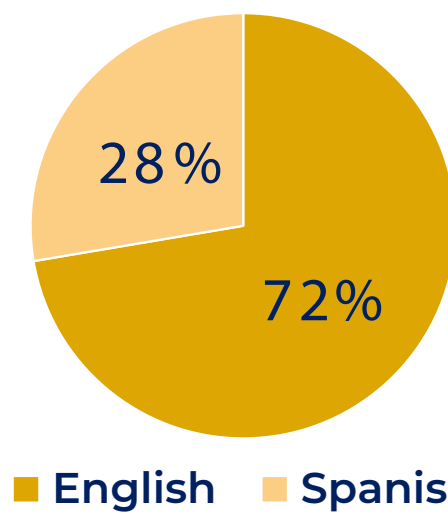
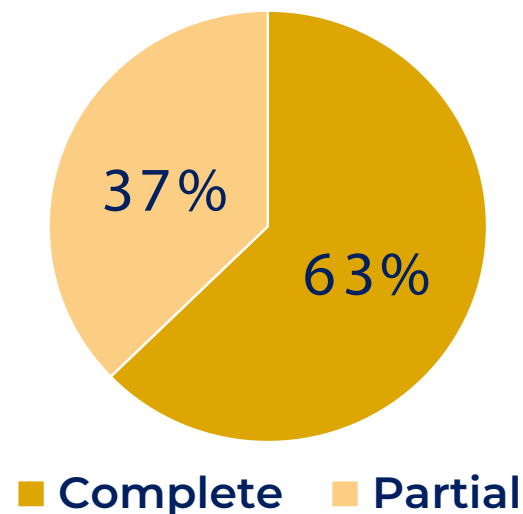
SWCA
ENVIRONMENTAL CONSULTANTS



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.**



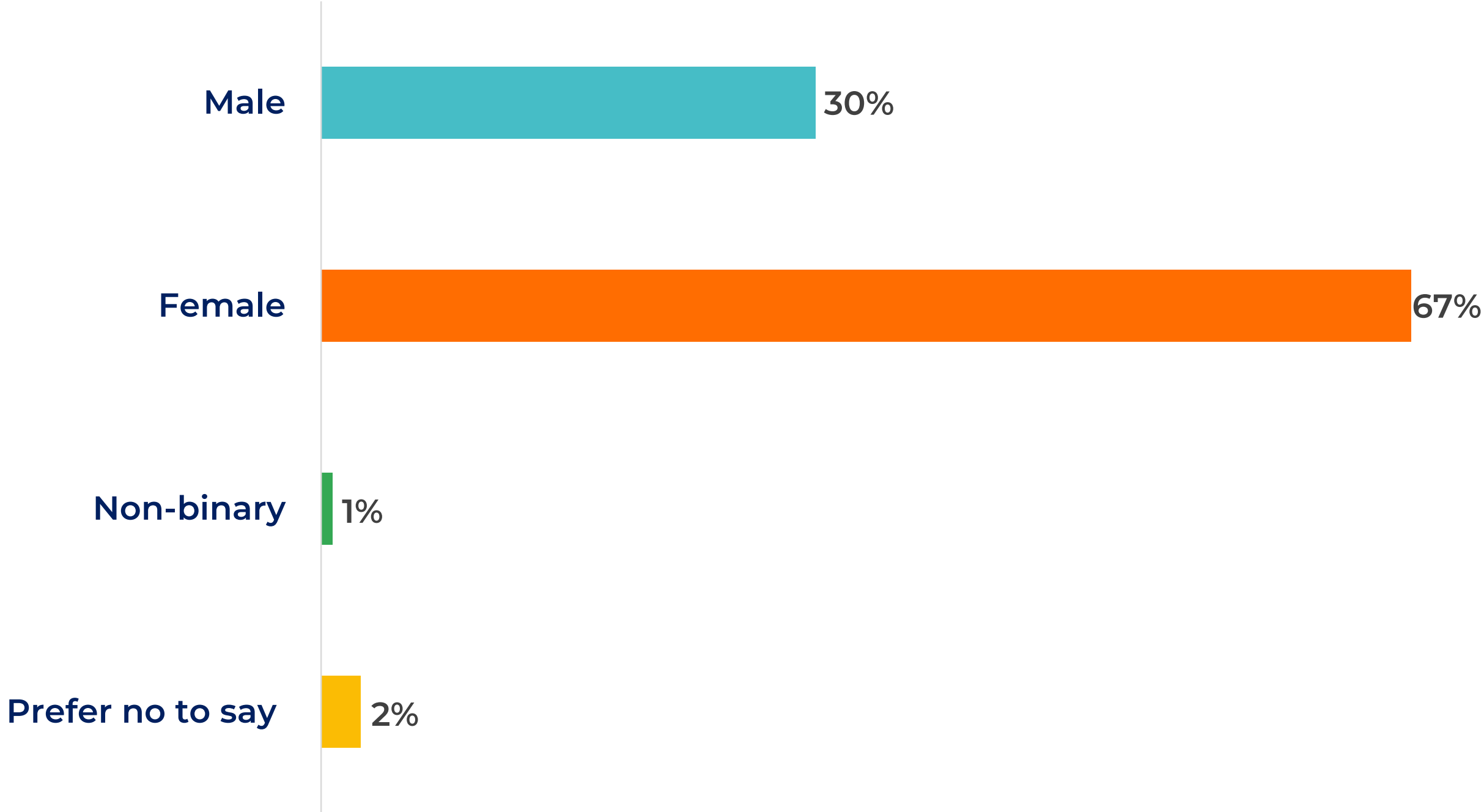
Street and storefront amenities such as awnings, seating, street lighting and safer ped crossings are **very important to most participants** whereas on-street parking and slowing down traffic speeds had mixed results.

ONLINE SURVEY RESULTS

Demographics

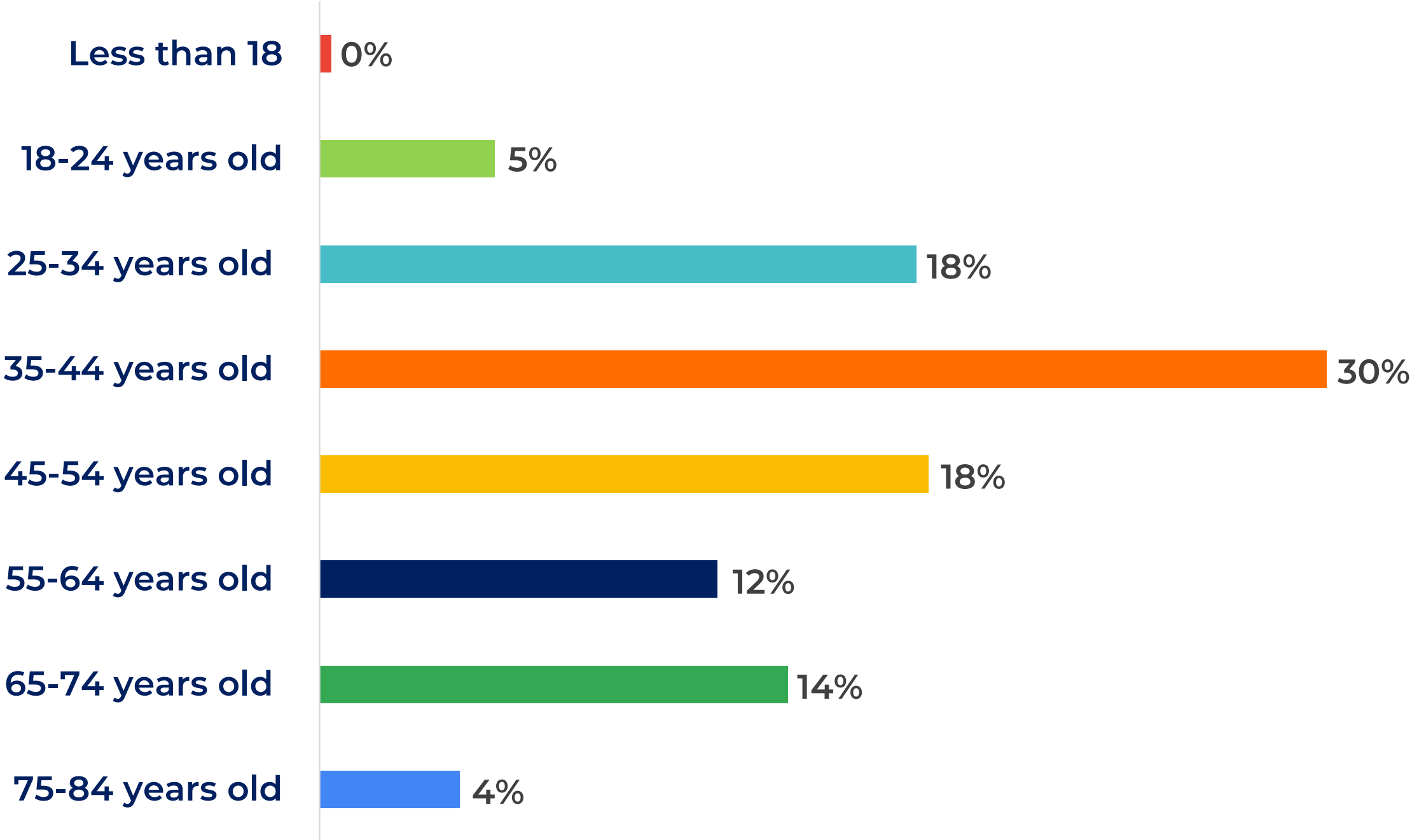
DEMOGRAPHICS - Gender

n=291

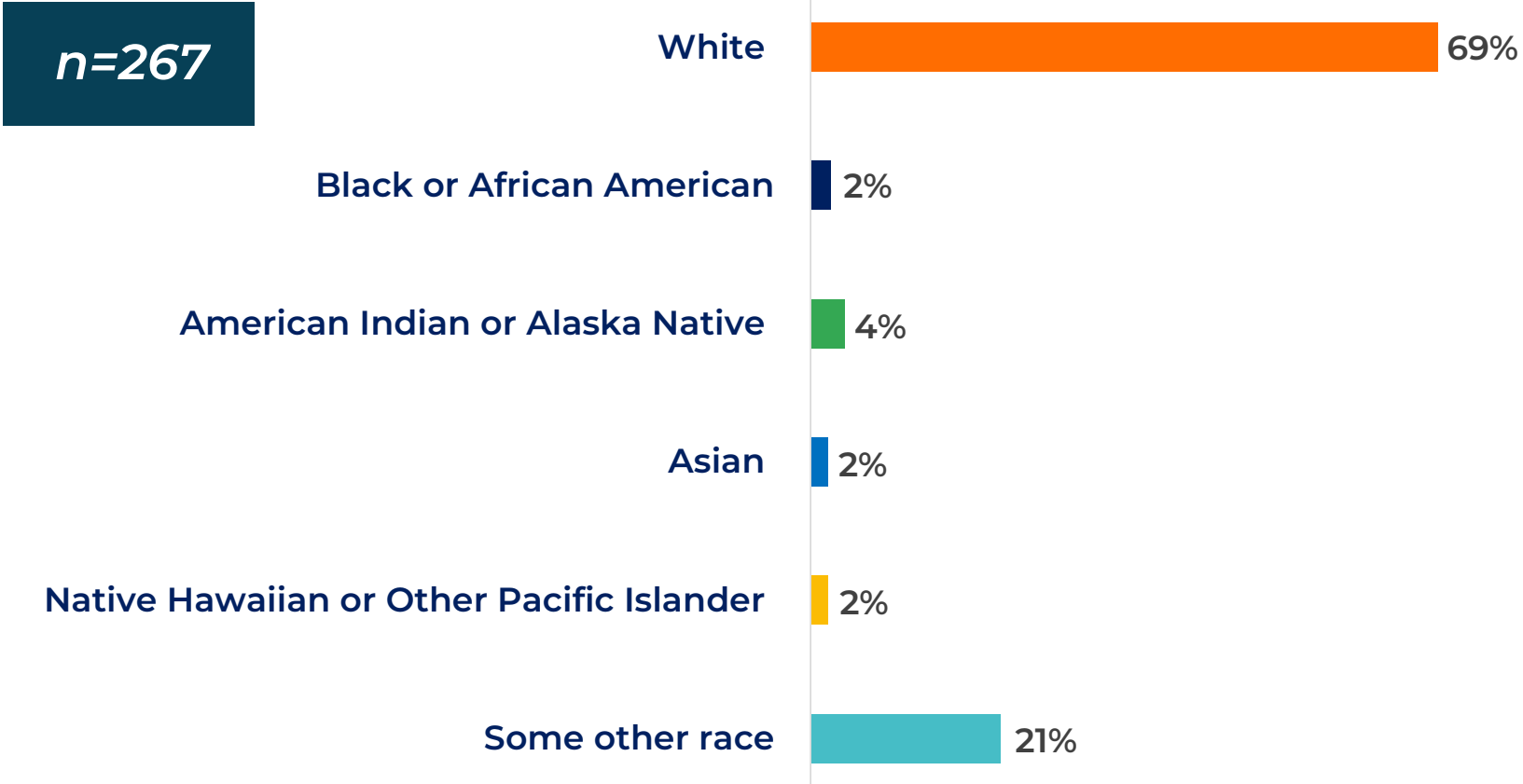


DEMOGRAPHICS - Age

n=291



DEMOGRAPHICS - Race

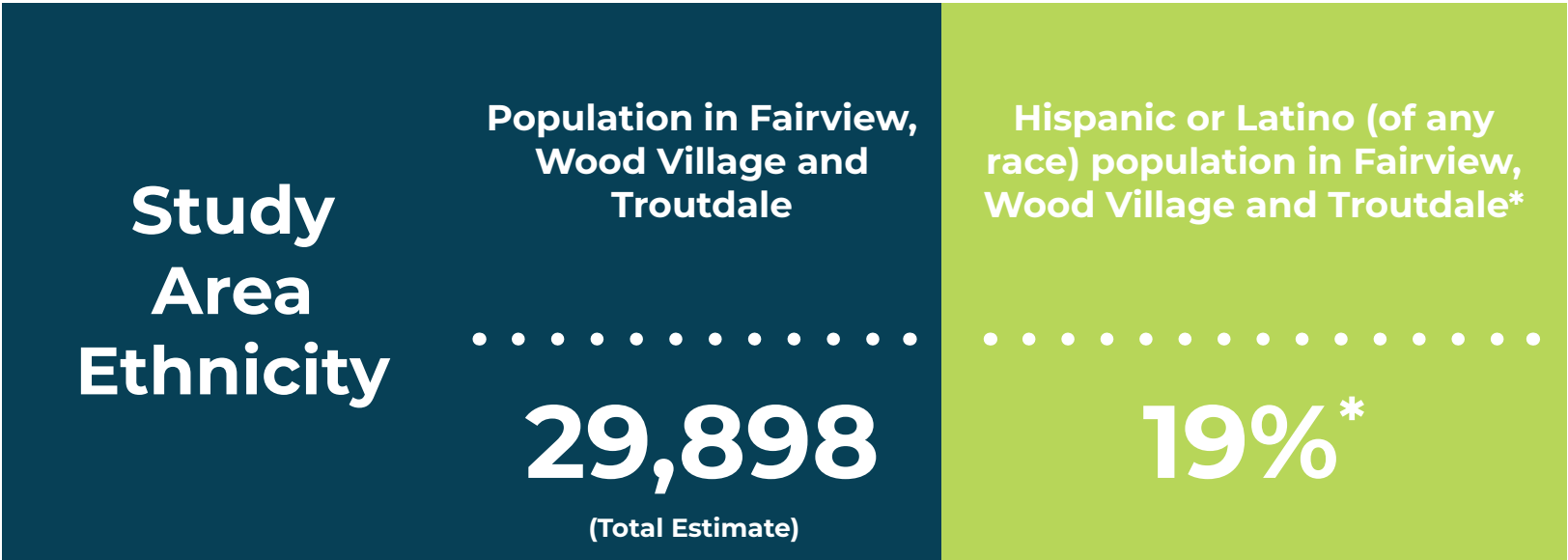


Respondents' Ethnic Origin

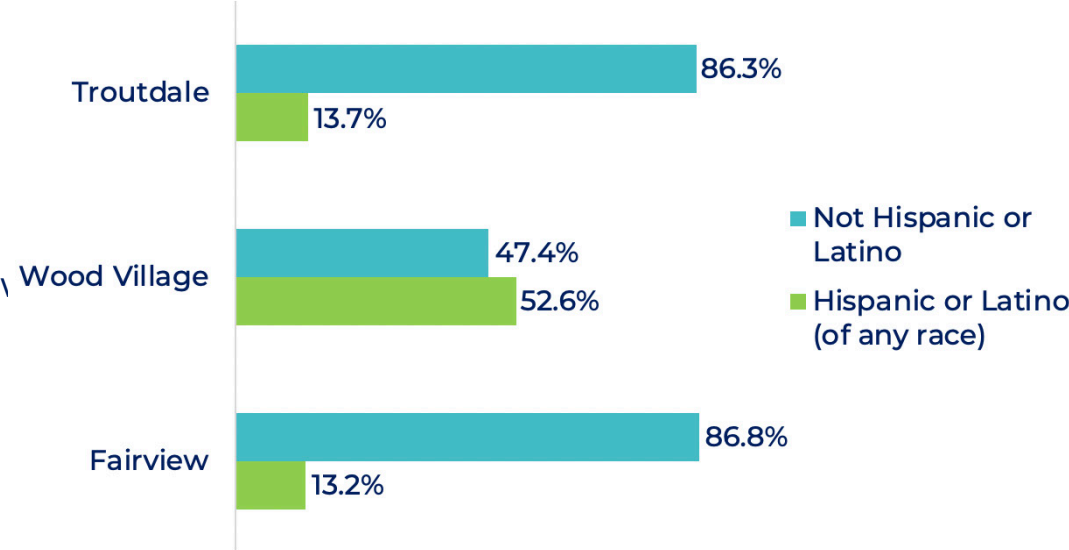


19%
 Identified as
 Hispanic, Latino, or
 of Spanish origin
 (95 Respondents)

1.8%
 Identified as Eastern
 European or Slavic
 origin
 (9 Respondents)



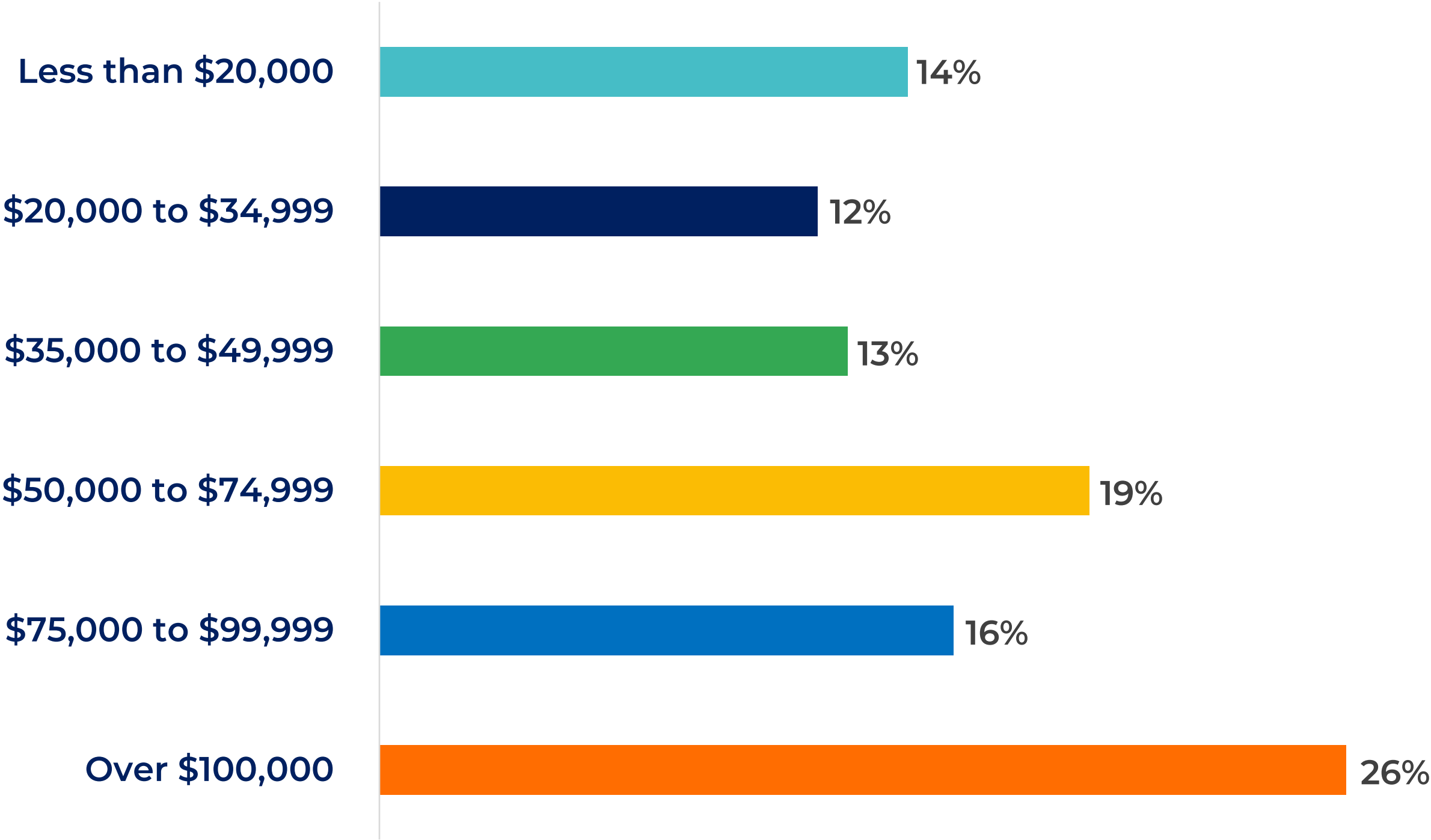
Percentage of Hispanic or Latinos (of any race) by City*



* Source: 2018: ACS 5-Year Estimates Data Profiles (Table DP05)

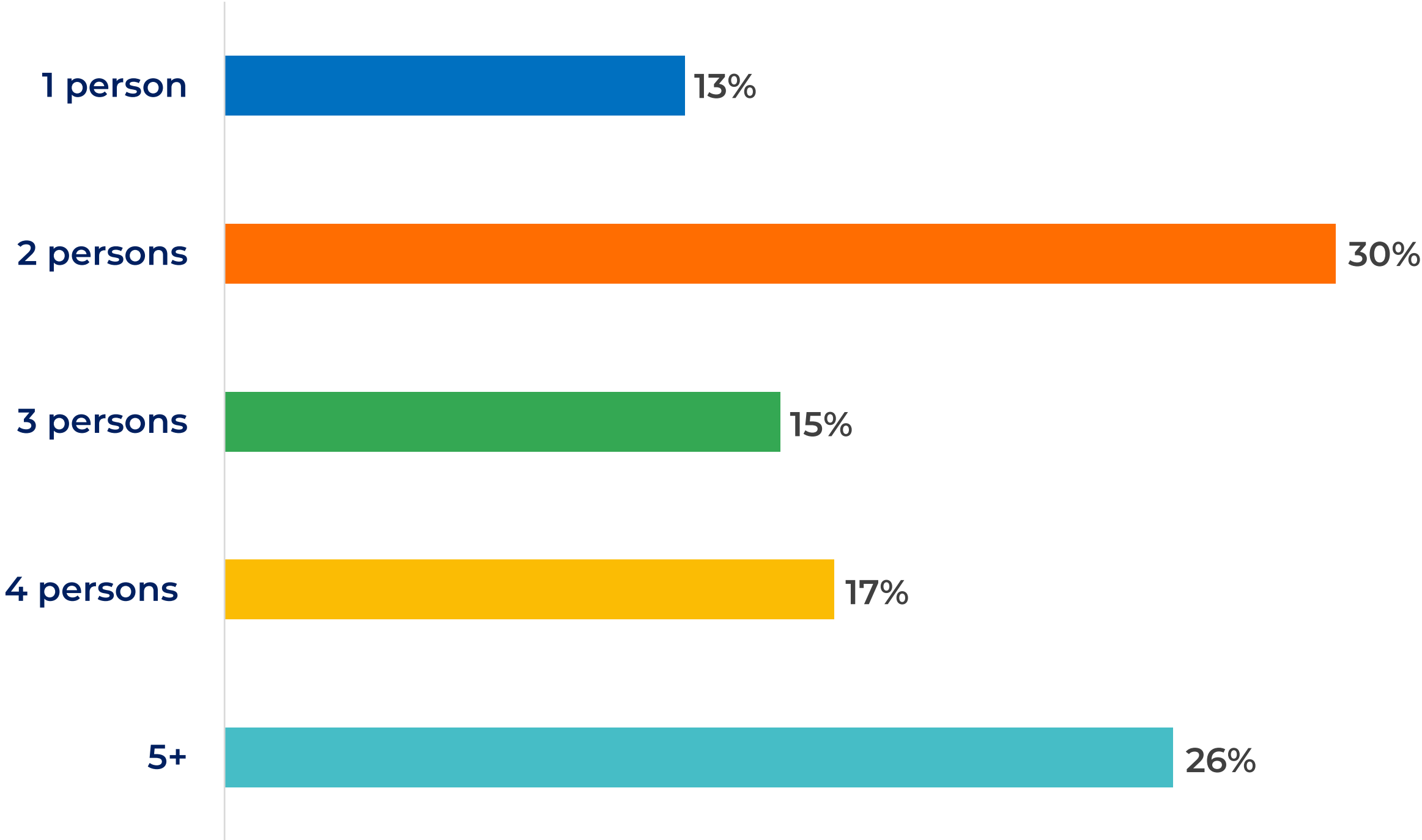
DEMOGRAPHICS - Income

n=244



DEMOGRAPHICS - Household

n=272



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

GENERAL THOUGHTS & CONCERNS

Slavic Community

Interviews with community members

KEY TAKEAWAYS - Interviews

n=6

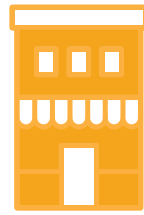


Participants live in Fairview and Troutdale

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

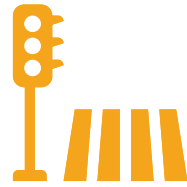
Main Concerns

- **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**

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