CITY OF
GRESHAM
OREGON

Civic Neighborhood Vision and Design District Update

Preferences Survey #2 Results

April 4, 2017

This page intentionally left blank

I. Introduction

This summary provides the results of the City of Gresham Civic Neighborhood Preferences Survey. Based on questions posed at the second community workshop for the Civic Neighborhood Vision project, the intent of the Neighborhood Preferences Survey was to test the emerging vision update and identify design preferences for future development in Civic. Most survey questions used photo examples which are included in this summary. A separate document includes open ended responses for questions that offered a write-in option.

Due to the large number of responses, MIG compared results among unique variables to determine different preferences among selected demographic characteristics. The variables included comparisons of different age groups (those 34 and younger with those 35 and older) as well as place of residence (respondents who live in Civic or Downtown with respondents who live elsewhere). In general, nearly all results show commonalities in question responses regardless of these variables. This summary includes observations in noticeable differences where they occurred.

The survey was administered online from November 23, 2016 until January 4, 2017. A total of 993 individuals responded to the open access online survey, including 696 fully completed and 297 partially completed questionnaires. MIG will use results from this survey with other outreach results to inform the design concepts of the Civic Neighborhood Framework Plan.

Percentages

This survey is self-selecting and therefore respondents are not required to respond to each question. In some cases, respondents dropped out of the survey early and some respondents chose to skip individual questions. The percentages calculated in the tables that follow are based on the number of respondents who answered each specific question.

II. Vision Elements

1. More places for working, shopping and entertainment

Answer	Count	Percentage
Very important	281	35.6
Important	334	42.3
Neither important nor unimportant	72	9.1
Not important	39	4.9
Not sure	14	1.8
No answer	49	6.2
Very Important and Important Total	615	77.9

2. Housing opportunities close to transit

Answer	Count	Percentage
Very important	115	14.6
Important	236	29.9
Neither important nor unimportant	150	19.0
Not important	204	25.9
Not sure	25	3.2
No answer	59	7.5
Very Important and Important Total	351	44.5

When comparing respondents that live in Civic or Downtown Gresham with respondents that live elsewhere, a higher percentage of those living in Civic or Downtown feel that housing opportunities close to transit is important/very important (57.5% compared to 45.2%).

3. A unique and authentic district identity

Answer	Count	Percentage
Very important	130	16.5
Important	195	24.7
Neither important nor unimportant	184	23.3
Not important	202	25.6
Not sure	21	2.7
No answer	57	7.2
Very Important and Important Total	325	41.2

When comparing respondents that live in Civic or Downtown Gresham with respondents that live elsewhere, those living in Civic or Downtown felt that a unique and authentic district identify is important/very important (49% compared to 41.7%).

4. Integrated public areas and green spaces

Answer	Count	Percentage
Very important	307	38.9
Important	298	37.8
Neither important nor unimportant	87	11.0
Not important	39	4.9
Not sure	10	1.3
No answer	48	6.1
Very Important and Important Total	605	76.7

5. High quality and thoughtful design

Answer	Count	Percentage
Very important	297	37.6
Important	308	39.0
Neither important nor unimportant	103	13.1
Not important	27	3.4
Not sure	4	.5
No answer	50	6.3
Very Important and Important Total	605	76.7

6. Safe, connected and walkable streets and trails

Answer	Count	Percentage
Very important	454	57.5
Important	244	30.9
Neither important nor unimportant	28	3.6
Not important	12	1.5
Not sure	2	.3
No answer	49	6.2
Very Important and Important Total	698	88.5

7. What other elements are important to your vision of Civic Neighborhood?
Common write-in responses included the following:
- Trader Joes or other grocery options
- Adequate parking
- Park, green spaces and/or outdoor community gathering spaces
- Accessible and family friendly for people of all ages
- Community-oriented with events, activities and other entertainment options
- More dining options
- More small and/or locally owned businesses
- Housing (mixed opposition and support for affordable housing)
- Concerns about safety and homeless populations

The appendix provides the complete list of open-ended responses to this question.

III. Design Preferences - Building Design

8. Which do you prefer for Civic Neighborhood?

Answer	Count	Percentage
A. Single-story retail with wide sidewalks and some outdoor seating	203	27.6
B. Multi-story retail with wide sidewalks and more extensive outdoor seating	483	65.6
No answer	50	6.8

9. Which do you prefer for Civic Neighborhood?

Answer	Count	Percentage
A. A multi-story residential building	201	27.3
B. A single-story retail/commercial building	455	61.8
No answer	80	10.9

10. Which do you prefer for Civic Neighborhood?

Answer	Count	Percentage
A. Ground floor parking, offices on upper floors, simple building design	68	9.2
B. Ground floor retail, residences on upper floors, detailed building design	614	83.4
No answer	54	7.3

11. Which do you prefer for Civic Neighborhood?

Answer	Count	Percentage
A. Ground floor retail, stepped back upper story residential	355	48.2
B. Ground floor retail, articulated upper story residential	285	38.7
No answer	96	13.0

12. Which do you prefer for Civic Neighborhood?

Answer	Count	Percentage
A. Small scale shopping on the ground floor	440	59.8
B. Stand-alone retail shopping	228	31.0
No answer	68	9.2

13. Which of the following is most important when thinking about future building design in Civic Neighborhood? Select one.

Answer	Count	Percentage
Focusing design around streets and public spaces	189	25.7
Designing for a mixture of uses in a single building	185	25.1
Making ground floors more welcoming for people	148	20.1
Encouraging unique or interesting architecture	71	9.7
Regulating building size and scale	35	4.8
Other	51	6.9
No answer	57	7.7

Some of the most common write-in responses included the following:
- Adequate parking
- Trader Joes or other grocery options
- Affordable housing
- Outdoor seating areas
- Concerns about safety and homeless populations

The appendix provides the complete list of open-ended responses to this question.

IV. Design Preferences - Public Spaces

14. How appropriate are the following types of spaces for Civic Neighborhood - Urban plaza surrounded by shopping

Answer	Count	Percentage
I really like it for Civic Neighborhood	336	47.7
I would consider it for Civic Neighborhood	247	35.0
No way	44	6.2
Not sure	51	7.2
No answer	27	3.8

15. How appropriate are the following types of spaces for Civic Neighborhood - Areas for play and exploration that are integrated with the natural environment

Answer	Count	Percentage
I really like it for Civic Neighborhood	432	61.3
I would consider it for Civic Neighborhood	164	23.3
No way	41	5.8
Not sure	44	6.2
No answer	24	3.4

16. How appropriate are the following types of spaces for Civic Neighborhood - Covered plazas or seating areas for gathering

Answer	Count	Percentage
I really like it for Civic Neighborhood	423	60.0
I would consider it for Civic Neighborhood	191	27.1
No way	29	4.1
Not sure	38	5.4
No answer	24	3.4

17. Which do you prefer for Civic Neighborhood?

Answer	Count	Percentage
A. Stairs used for connections and informal gathering spaces	38	5.4
B. Steps with landscaping and gathering spaces	635	90.1
No answer	32	4.5

18. Which of the following is most important when thinking about future public spaces in Civic Neighborhood? Select one.

Answer	Count	Percentage
Creating more places for kids and families	283	40.1
Adding more green space and nature	187	26.5
Increasing public art and culture	75	10.6
Adding larger public spaces	36	5.1
Adding smaller public spaces	30	4.3
Other	44	6.2
No answer	50	7.1

Common write-in responses included the following:
- Accessible and family friendly for people of all ages
- Integrated green spaces
- Concerns about safety and homeless populations

The appendix provides the complete list of open-ended responses to this question.

V. Design Preferences - Streets and Trails

19. How appropriate are the following types of improvements for Civic Neighborhood - Dedicated bike lanes along busy streets (such as Division, Burnside, Eastman and Wallula)

Answer	Count	Percentage
I really like it for Civic Neighborhood	235	34.3
I would consider it for Civic Neighborhood	215	31.3
No way	133	19.4
Not sure	69	10.1
No answer	34	5.0

20. How appropriate are the following types of improvements for Civic Neighborhood - Separated lanes for each mode of travel (walking, biking, driving)

Answer	Count	Percentage
I really like it for Civic Neighborhood	361	52.6
I would consider it for Civic Neighborhood	179	26.1
No way	60	8.8
Not sure	57	8.3
No answer	29	4.2

21. How appropriate are the following types of improvements for Civic Neighborhood - Pedestrian crossings with wide landscaped medians

Answer	Count	Percentage
I really like it for Civic Neighborhood	336	49.0
I would consider it for Civic Neighborhood	210	30.6
No way	59	8.6
Not sure	56	8.2
No answer	25	3.6

22. How appropriate are the following types of improvements for Civic Neighborhood - Wide sidewalks that also manage stormwater runoff

Answer	Count	Percentage
I really like it for Civic Neighborhood	454	66.2
I would consider it for Civic Neighborhood	171	24.9
No way	13	1.9
Not sure	14	2.0
No answer	34	5.0

23. How appropriate are the following types of improvements for Civic Neighborhood - Off-street trails for walking and biking

Answer	Count	Percentage
I really like it for Civic Neighborhood	391	57.0
I would consider it for Civic Neighborhood	177	25.8
No way	43	6.3
Not sure	43	6.3
No answer	32	4.7

24. How appropriate are the following types of improvements for Civic Neighborhood - Streets that can be temporarily closed to motorists for special events

Answer	Count	Percentage
I really like it for Civic Neighborhood	341	49.7
I would consider it for Civic Neighborhood	209	30.5
No way	67	9.8
Not sure	42	6.1
No answer	27	3.9

25. Which of the following is most important when thinking about future streets and trails in Civic Neighborhood? Select one.

Answer	Count	Percentage
Creating separate spaces on streets for different modes (motorists, bikes and pedestrians)	196	28.6
Adding more landscaping, signage and amenities	159	23.2
Improving street crossings and connections	154	22.5
Adding more off-street trails	57	8.3
Slowing traffic	30	4.4
Other	36	5.3
No answer	54	7.9

Common write-in responses included the following:
- Need for improved traffic flow
- Desire for safety improvements
- Concerns about homeless populations

The appendix provides the complete list of open-ended responses to this question.

VI. Off-Street Parking

26. How appropriate are the following types of spaces for Civic Neighborhood - Landscaped pedestrian connections through parking areas

Answer	Count	Percentage
I really like it for Civic Neighborhood	279	41.5
I would consider it for Civic Neighborhood	250	37.2
No way	41	6.1
Not sure	64	9.5
No answer	38	5.7

27. How appropriate are the following types of spaces for Civic Neighborhood - Parking area landscaping that manages stormwater runoff

Answer	Count	Percentage
I really like it for Civic Neighborhood	364	54.2
I would consider it for Civic Neighborhood	217	32.3
No way	19	2.8
Not sure	37	5.5
No answer	35	5.2

28. How appropriate are the following types of spaces for Civic Neighborhood - Smaller parking areas located behind or beside buildings

Answer	Count	Percentage
I really like it for Civic Neighborhood	140	20.8
I would consider it for Civic Neighborhood	231	34.4
No way	126	18.8
Not sure	139	20.7
No answer	36	5.4

29. Which do you prefer for Civic Neighborhood?

Answer	Count	Percentage
A. On-street bicycle parking	78	11.6
B. Off-street bicycle parking	511	76.0
No answer	83	12.4

VII. District Identity

30. How appropriate are the following types of installations for Civic Neighborhood - Navigational signage

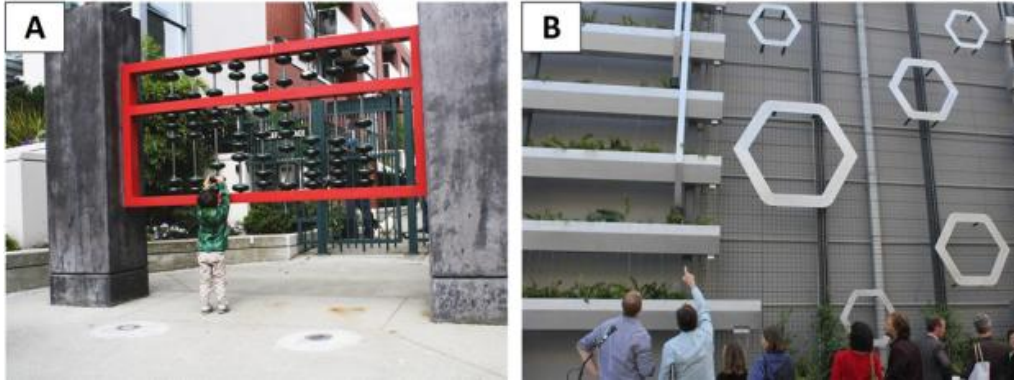| Answer	Count	Percentage
I really like it for Civic Neighborhood	309	46.3
I would consider it for Civic Neighborhood	238	35.6
No way	38	5.7
Not sure	52	7.8
No answer	31	4.6

31. How appropriate are the following types of installations for Civic Neighborhood - Temporary art installations

Answer	Count	Percentage
I really like it for Civic Neighborhood	231	34.6
I would consider it for Civic Neighborhood	224	33.53
No way	90	13.5
Not sure	95	14.2
No answer	28	4.2

32. Which do you prefer for Civic Neighborhood?

Answer	Count	Percentage
A. Permanent, interactive art features	403	60.3
B. Permanent, non-interactive art features	160	24.0
No answer	105	15.7

33. Which do you prefer for Civic Neighborhood?

Answer	Count	Percentage
A. Building and sidewalk designs used to create a 'gateway' and convey to visitors they're entering a distinctive neighborhood	394	59.0
B. Building and sidewalk designs used to create a 'gateway' and convey to visitors they're entering a distinctive neighborhood	67	10.0
C. Building and sidewalk designs used to create a 'gateway' and convey to visitors they're entering a distinctive neighborhood	135	20.2
No answer	72	10.8

VIII. Demographics

34. Where do you live?

Answer	Count	Percentage
I live in Civic Neighborhood in Gresham	97	14.7
I live in downtown Gresham	42	6.4
I live in another part of Gresham	423	64.3
I live outside of Gresham	83	12.6
No answer	13	2.0

35. What is your age?

Answer	Count	Percentage
Under 18	3	0.5
18-24	50	7.6
25-34	148	22.5
35-44	183	27.8
45-54	111	16.9
55-64	92	14.0
65-74	47	7.1
75+	10	1.5
No answer	14	2.1

36. What is your gender?

Answer	Count	Percentage
Female	511	77.7
Male	121	18.4
No answer	26	4.0

37. Do you have children living with you?

Answer	Count	Percentage
Yes	360	54.7
No	261	39.7
No answer	37	5.6

38. How do you identify yourself? Choose all that apply.

Answer	Count	Percentage
American Indian or Alaskan Native	19	2.9
Asian, Asian Indian or Pacific Islander	17	2.6
Black or African American	4	.6
Hispanic/ Latino	29	4.4
White/ Caucasian	550	83.6
Biracial/multiracial	12	1.8
Prefer not to answer	45	6.8
Other	14	2.1