



**Civic Neighborhood  
Vision and Design District Update  
Visual Goals Survey Summary**

## What is the Visual Goals Survey?

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In 2016, the City began revisiting the 1995 vision for Civic Neighborhood, working to create updated, community-supported goals and policies for the neighborhood's future. This Visual Goals Survey, open from May 10 to June 7, 2017, provided an opportunity for the community to review the new neighborhood vision and development goals in order to ensure they represent what the community wants to see.






Feedback from this survey will help implement the new vision by guiding the creation of new and updated development policies for the neighborhood. Thank you to everyone who participated in helping shape the future of our Civic Neighborhood!

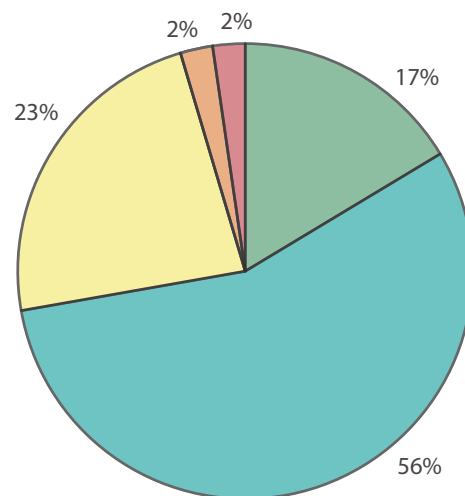
## Neighborhood Vision

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The updated Neighborhood Vision is meant to reflect the values of the community and describe how Civic Neighborhood will look and feel in the future. Most participants (73%) agreed that this statement accurately conveys the vision for the future of Civic Neighborhood.

*"Gresham's Civic Neighborhood is a distinctively urban mixture of uses and people. Inviting, tree-lined streets lead you past lively storefronts and high quality buildings with convenient places to live, work, and shop. The neighborhood's parks and plazas provide great places to gather, while its active transportation network provides easy access to regional trails, Downtown, surrounding neighborhoods, and the greater metro area."*

-  The statement perfectly reflects the vision for Civic
-  The statement is a good reflection of the vision for Civic
-  The statement somewhat reflects the vision for Civic
-  The statement is a poor reflection of the vision for Civic
-  The statement does not reflect the vision for Civic at all



## Goals

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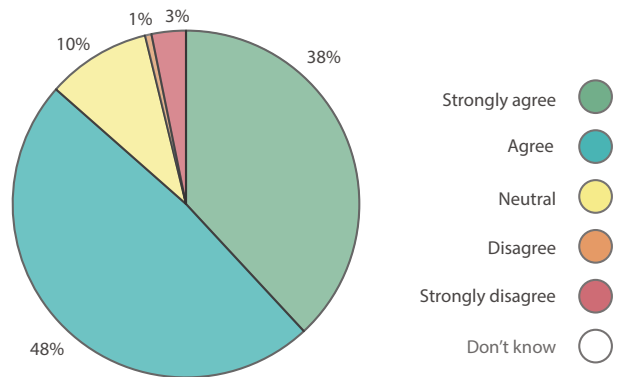
Survey participants were asked if a series of 9 goals represented what they want to see in Civic Neighborhood.

### Neighborhood Identity

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Goal: *Natural features, public spaces, active streetscapes, and high-quality developments create a strong neighborhood identity and sense of place.*

The majority of participants (86%) strongly agree or agree that the goal for Neighborhood Identity represents what they would like to see in Civic Neighborhood.

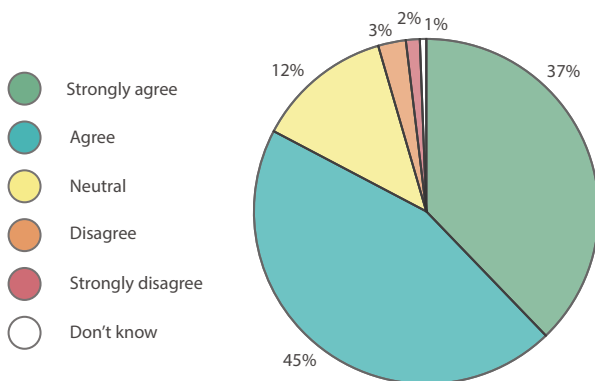


### Connectivity

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Goal: *Interconnected streets, sidewalks, transit routes, and trails form a transportation network to and within the neighborhood, which is convenient, safe, and accessible by multiple modes of travel.*

The majority of participants (82%) strongly agree or agree that the goal for Connectivity represents what they would like to see in Civic Neighborhood.

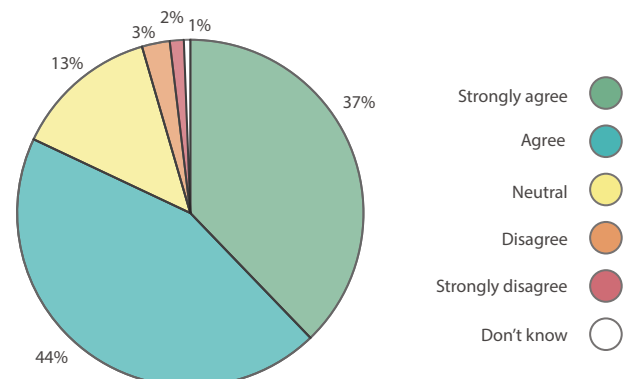


### Streetscape Design

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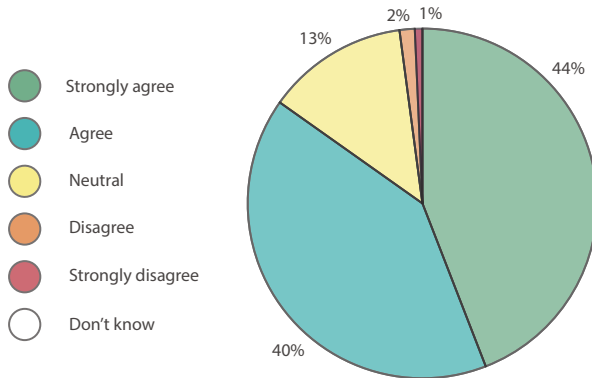
Goal: *Streets support multi-modal users, are scaled appropriately for their location, and include frontage designs which support active and engaging public spaces at the pedestrian level.*

The majority of participants (81%) strongly agree or agree that the goal for Streetscape Design represents what they would like to see in Civic Neighborhood.



## Natural Features and Sustainability

Goal: *Best practices for sustainable urban development are thoroughly integrated throughout the neighborhood, with the area's natural features preserved and highlighted as part of its character and identity.*

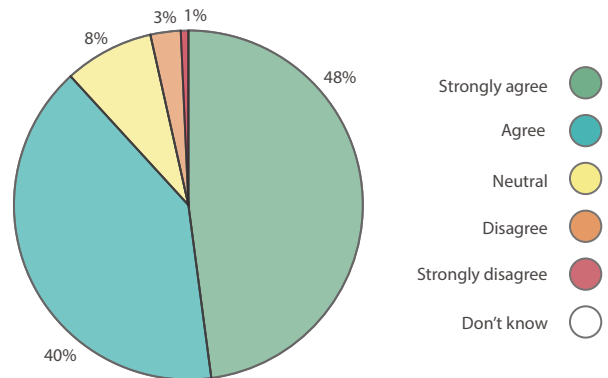


The majority of participants (84%) strongly agree or agree that the goal for Natural Features and Sustainability represents what they would like to see in Civic Neighborhood.

## Public Spaces, Green Spaces, and Landscaping

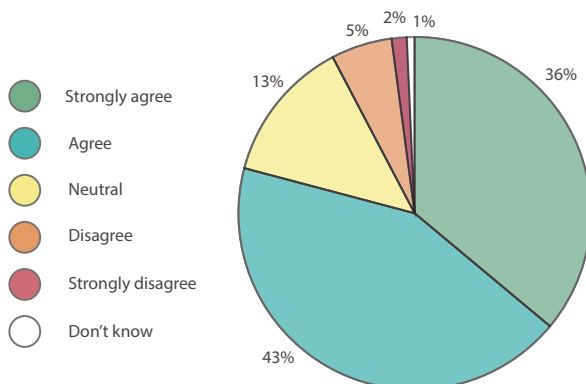
Goal: *Parks, plazas, open spaces, paths, and other landscaping features form interconnected public spaces and support an urban tree canopy, enhance recreation opportunities, community health, and social interaction throughout the neighborhood.*

The majority of participants (88%) strongly agree or agree that the goal for Public Spaces, Green Spaces, and Landscaping represents what they would like to see in Civic Neighborhood.



## Mixed Uses and Density

Goal: *Commercial, residential, institutional, and office uses all fit together at different scales and development intensities to support a diverse population and provide multiple options for jobs, housing, shopping, and services.*

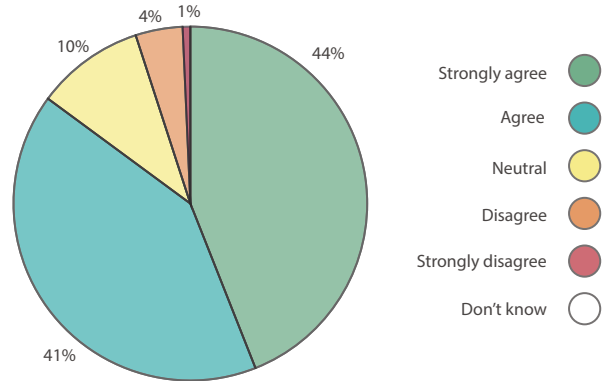


The majority of participants (79%) strongly agree or agree that the goal for Connectivity represents what they would like to see in Civic Neighborhood.

## High-Quality Design

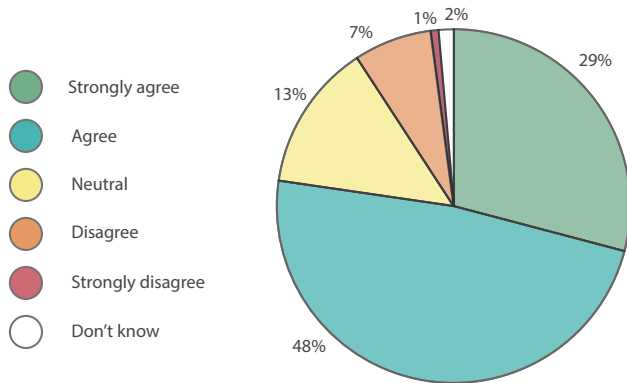
Goal: *Site and building designs create aesthetically pleasing, durable architecture with diverse, innovative designs that enliven the public realm and contribute to a sense of place, neighborhood character, and pride in the city.*

The majority of participants (85%) strongly agree or agree that the goal for High-Quality Design represents what they would like to see in Civic Neighborhood.



## Building Height and Setbacks

Goal: *Building heights and setbacks support a wide variety of building types, reinforce the urban character of the neighborhood, and provide for active, pedestrian-scaled streetscapes.*

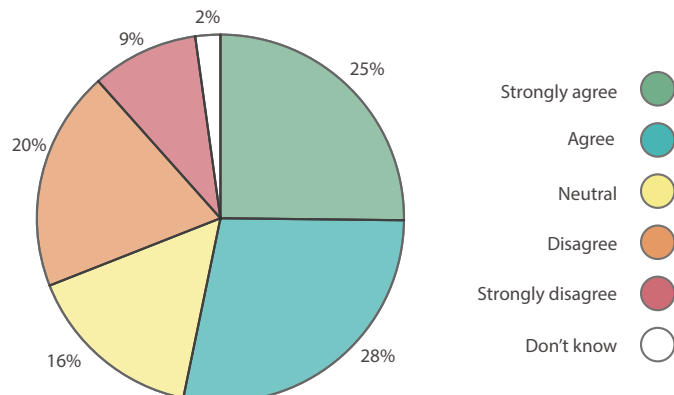


The majority of participants (77%) strongly agree or agree that the goal for Building Height and Setbacks represents what they would like to see in Civic Neighborhood.

## Parking

Goal: *The presence of parking is minimized, with its location secondary to that of buildings and public spaces. Parking area designs are focused on pedestrian safety, connectivity, and landscaping.*

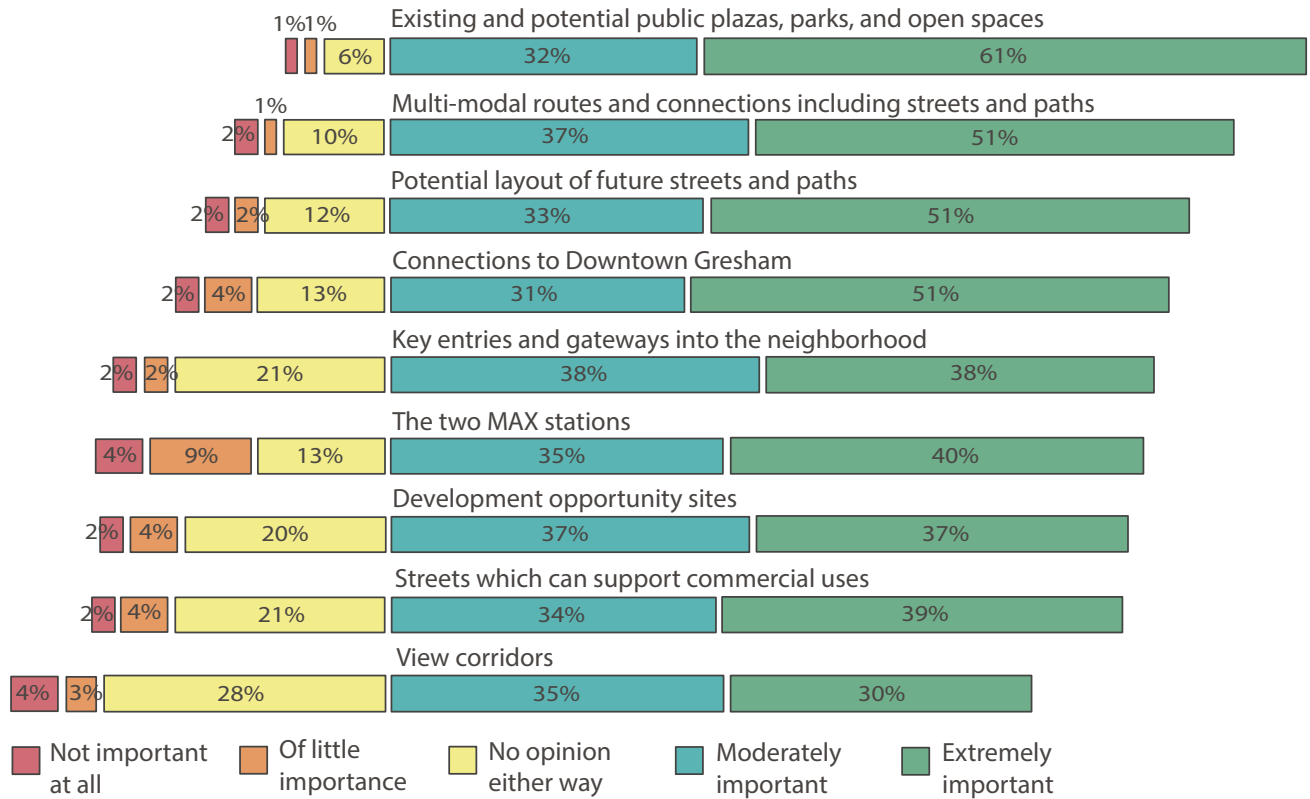
The majority of participants (53%) strongly agree or agree that the goal for Parking represents what they would like to see in Civic Neighborhood.





## Neighborhood Elements

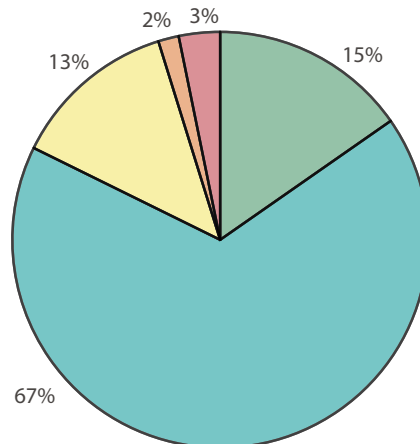
Participants rated elements of the neighborhood in terms of importance, from *extremely important* to *not important at all*. Overall, most participants (61%) identified **existing and potential plazas, parks, and open spaces** as an extremely important neighborhood element.



## Goals and Objectives

Most participants (82%) agreed the goals and objectives are a good or perfect reflection of the vision for Civic Neighborhood.

- The goals and objectives perfectly reflect the vision for Civic
- The goals and objectives are a good reflection of the vision for Civic
- The goals and objectives somewhat reflect the vision for Civic
- The goals and objectives are a poor reflection of the vision for Civic
- The goals and objectives do not reflect the vision for Civic at all



## Who took this survey?

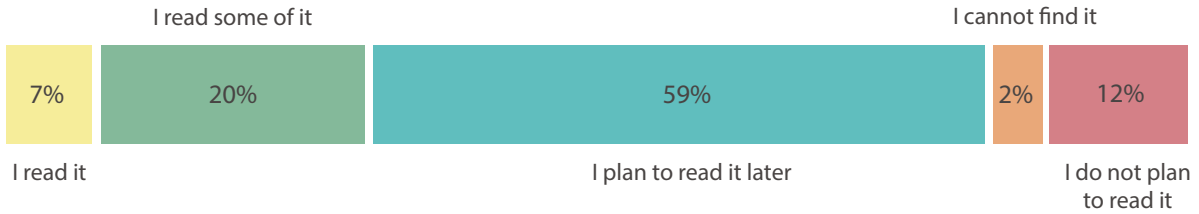
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Participation is essential to the process of creating updated, community-supported goals and policies for the future of Civic Neighborhood. Most individuals (73%) had never participated in or attended a Civic Neighborhood Vision outreach activity.



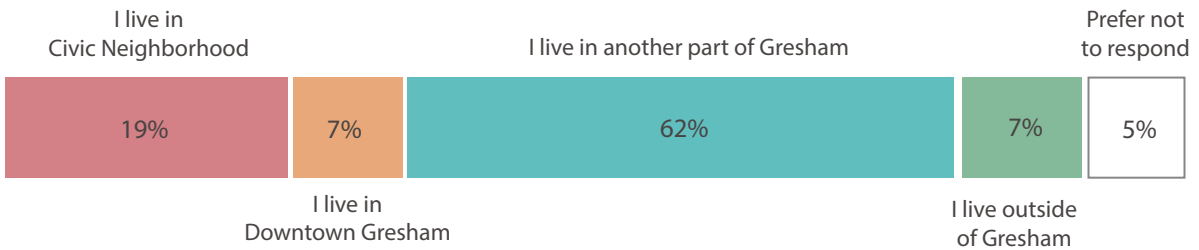
## Did participants read the draft Civic Neighborhood Policy Framework Plan?

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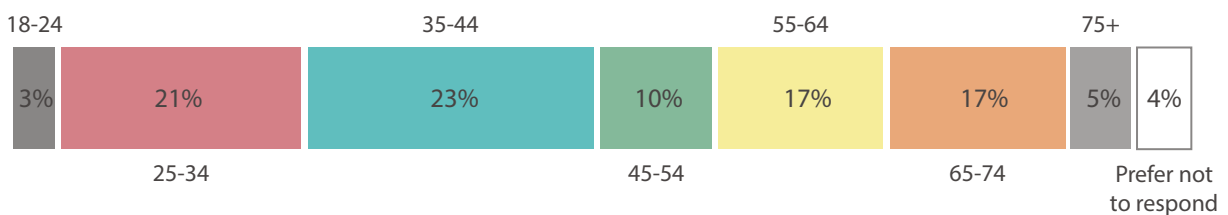
## Where do participants live?

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## Age range

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## Gender

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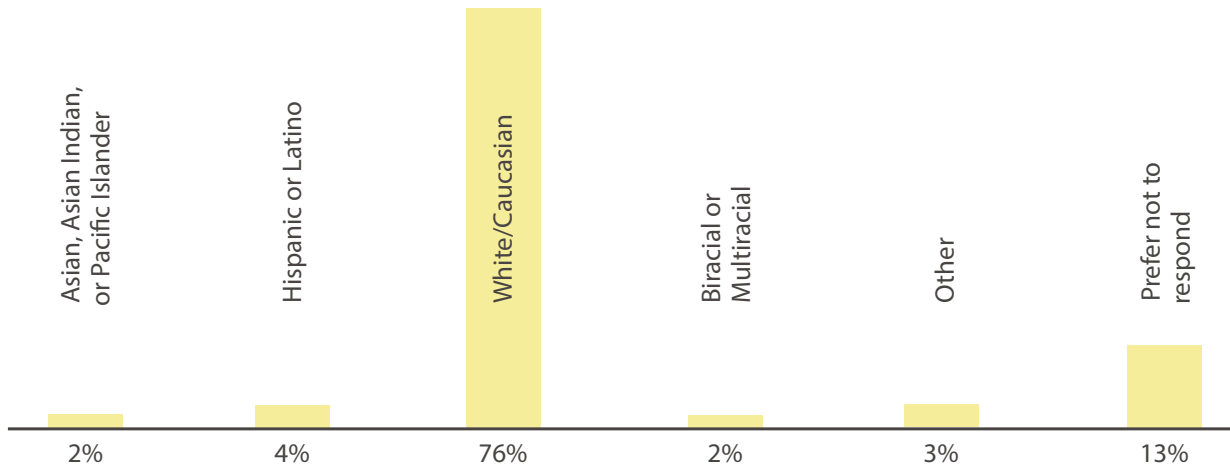
## How many people have one or more children living at home?

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## How do participants identify?

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*Thank you to everyone who participated in the*

***Civic Neighborhood***

*Vision and Design District Update Visual Goals Survey*