



Division/Clinton Business Association
Resident Survey Report
January 14, 2014

Summary

There is a saying in Chinese that every crisis presents an opportunity. As part of Division/Clinton's effort to grasp this opportunity, we asked both the residents and businesses for their perceptions of the district and what they want in its future. We will use the information collected from our two surveys to identify the opportunities within what does rather appear to be a crisis, and make best use of the data to make improvements and to guide our growth.

Overall, the neighbors like the whole district. They like their dining choices; they like the walkability; they like local businesses; they are happy with neighborhood pubs; they like the hardware store; they like the street fair and parade; they like the district's shift from blue collar to middle class; and they are looking forward, cautiously, to change and diversity. While they like the restaurants and the traffic they bring, they would like more shops open during the day, small niche businesses such as green cleaners, men's clothing, a post office branch, specialty shops like a fishmonger or green grocer, and a credit union branch.

The majority of their concern is based on transportation. Transportation is perceived as a large and growing problem; in getting around in the district and finding a place to park. They are very concerned about crossing the streets in safety, and walking on the narrow sidewalks. They want more parking and more signaled crosswalks.

As a result of the responses from the residents and businesses, Division/Clinton is planning the following actions:

- Redefine its role in the district and its relationships with neighbors.
- Market the district city-wide to attract new customers.
- Revise and reconsider annual events
- Recruit more retail businesses

There is little we can do to change or influence the problems caused by lack of parking, narrowed sidewalks or bicycle use on Division and auto use on Clinton. We can help bring in the type of business they say they want to bring people to the street during the day, small niche shops, mid priced restaurants, clothing, and entertainment.

Background

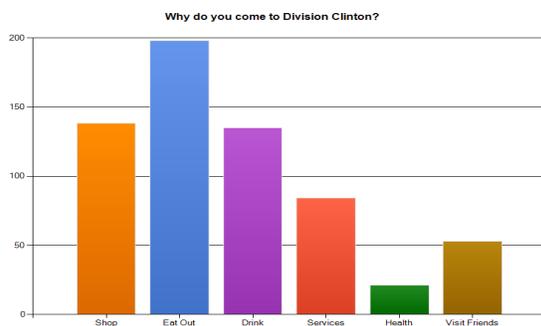
If you live in the Division Clinton area you are aware of the immense changes taking place from the new light rail at 11th/12th to proposed bike streets at 52nd. The Inner Southeast has become a “desirable residence.” Multiple developers are constructing mixed use buildings along Division between 12th and 50th. When they are finished and fully occupied, they will add up to 300 apartments and 30 – 50 new commercial spaces. While living and working spaces are becoming more abundant, parking space is becoming scarcer. The Gideon Street light rail station removed blocks of commercial land and adjacent parking. Current streetscape redevelopment is adding bioswales, which replace on-street parking. The City’s new plan for the future includes creating a Town Center to include Belmont, Hawthorne, and Division and Division remains a major east-west conduit to downtown Portland, and Clinton serves the same purpose for bicyclists.

Scope

This report covers the neighbor’s opinions and descriptions of Division/Clinton, their current concerns and hopes for the future of the district. The survey was heavily marketed to the four neighborhoods that border Division/Clinton. The majority of responses came from Richmond followed by Hosford Abernethy, South Tabor and Mt Tabor. The survey was available between June and September 2013.

What did the neighbors have to say?

Why do you come to the district and when?

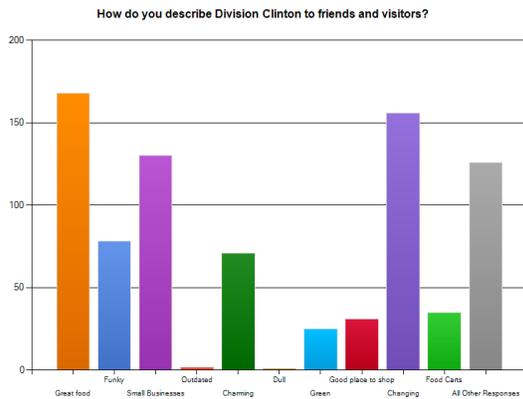


People come to Division/Clinton to eat, then to shop, have a drink, use the services, and because they are residents. They come several times a day, daily or weekly in equal numbers. They catch a bus, they shop, eat a meal, have a drink with friends, or come and go from home. They come during the day, in the evening and on weekends.

What’s your favorite place?

Neighbors named 362 favorite places. Division Hardware received the most mention, followed by New Seasons and the generic “whole district”. Restaurants received 160 votes, bars 33, retail 18, and bakeries 13. The two intersections, 21st and 26th on Clinton, received 27, while 35 mentioned specific businesses between 19th and 27th.

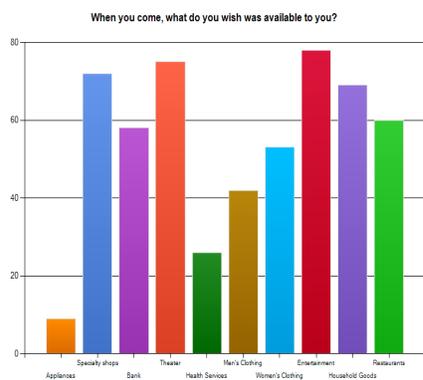
How do you describe Division to people?



Asked to describe Division, the neighbors chose great food, changing, small businesses, funky, and charming. They describe the district as bike friendly, with potential. Many of the neighbors wrote that they were upset by the mess caused by construction, worried about overcrowding, congestion and poor parking availability. Of the 41 who mentioned bikes, more than half were in favor of finding a safe way to bike through the district. One neighbor commented, "Little of Everything" is a good descriptor (for the district). I quite like that as Division/Clinton is growing, it

is becoming more diverse." Another said "Trying hard but not there yet."

What would you like to see in Division?



"More shops to create a daytime pedestrian presence."

"More parking and more signaled crosswalks." Residents want non-chain retail stores such as a card and gift shop, men's clothing, men's shoes, a green dry cleaner, a yarn store, children's clothing, and a craft store. A gym with a pool, a credit union or a credit union ATM, a library branch, art galleries, (no public art please). Residents miss the food carts at 30th for the variety as well as for price and convenience. They would enjoy a theater with food and drink. They mentioned a grocery store between 30th and 39th, specialty shops like the fishmonger, green grocer and butcher found in Europe. A small used book store.

What's your favorite non-Division business?

Powells Books was the strong favorite followed by Fred Meyer and the kind of businesses that residents want on Division; a grocery store, a book store, a family friendly theater, a card and gift shop, green cleaners, credit union, etc.

What are your top three suggestions for improving the district?

Parking. Parking for residents, customers and delivery vehicles. They asked; Should parking be metered? What about a multistory parking garage? What about residential parking permits?

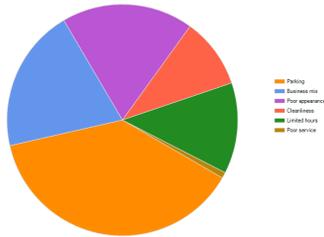
Bicycle Use. Comments on bicycles use were divided between those who advocated for removing parking on Division and replacing with bike lanes and those who advocated for restricting bicycle use to Clinton and Lincoln, which are both designated bicycle boulevards. Both sides agreed the street was too narrow for both automobiles and bicycles.

Wider sidewalks. Residents also asked for wider, more pedestrian friendly, safer sidewalks.

When the new apartments on the street are occupied and the small businesses open, better, safer crossings or marked crosswalks were considered a necessity.

What are your top reasons for not coming to the district?

What are the top three negative impact things that prevent you from coming to the district?



Too much fast, noisy traffic.

Sidewalks are too narrow to entice strolling, window shopping, and street side seating.

Difficulty crossing Division safely - too many cars and not enough crosswalks.

The massive apartment buildings will overshadow the street and block the sunlight.

Restaurant Row” has NO mid-priced casual dining options.

Although they were not asked about the business association, comments including “Division/Clinton is very separated from Woodsman Tavern at 48th down to Apex at 12th. It lacks a common connection. It is very spread out and doesn’t seem to have a common identity.” “It is starting to look like any other neighborhood.” “There are gaps in between the commercially developed segments.”

The Neighbors

Over three quarters of the neighbors are 31 – 50 and live less than a mile from 37th and Division, the center of the district. They are home owners with at least one car and no school aged children. They own and regularly use bicycles. Eighty percent of those surveyed say they attend the Annual Street Fair while an equal number do not participate in Dining on Division.

Overall, the neighbors like the whole district. They like their dining choices; they like the walkability; they like local businesses; they are happy with neighborhood pubs; they like the hardware store; they like the street fair and parade; they like the district’s shift from blue collar to middle class; and they are looking forward, cautiously, to change and diversity. They like the idea of small, niche businesses, the green grocer, the craft shop, children’s clothing and men’s shoes. They want the conveniences of a small town, walkable and friendly without the traffic and parking issues.

The majority of their concerns are based on transportation. Transportation is perceived as a large and growing problem; getting around in the district, finding a place to park, crossing the streets in safety, and even walking on the narrow sidewalks.