



Division Perceptions Survey: Initial finding and insights



November 2015

Background and Purpose

Who

Initiated & designed by Portland State University student

Results later managed by Division Design Initiative

When

April 2014 - February 2015

Study Area

Division Street between
11th – 60th Streets

Target audience

Residents and business owners
on and near Division

Purpose

To understand perceptions of
participants about:

- Recent development;
- Building and street design preferences;
and
- Vision for the future of Division

Goal

Inform the Division Design Guidelines

Methods

How to connect the range of responses for collective impact?

Format of the survey

A public opinion survey w/
open-ended responses:
provide insights & articulate
perceptions of respondents

Respondents:
volunteers rather than a
random sample

Survey interpretation

Coding by themes including:

- Content analysis
- Socio-cultural context analysis
- Quasi-statistics
- Creating quantitative translation of qualitative data

Demographics of Survey Respondents

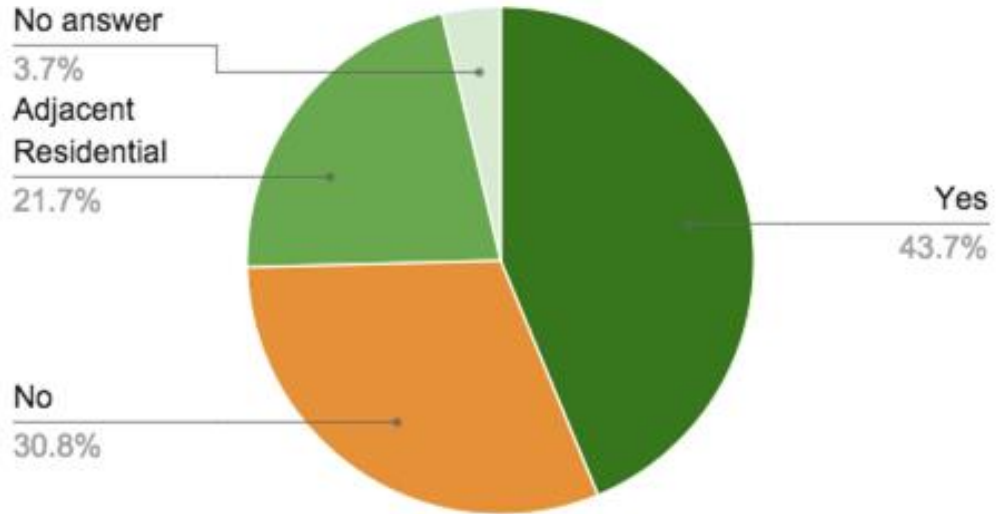
Location of Respondents

278 survey respondents (94%) were residents of southeast Portland

11 respondents (4%) did not live in the southeast and 9 (2%) did not answer the question.

129 respondents (44%) reside within the study area (Division Street and 11th-60th), 91 (31%) do not live within or adjacent to the study area, 64 (22%) live adjacent to the study area (10 or less blocks parallel to Division) and 11 respondents (4%) did not answer the question.

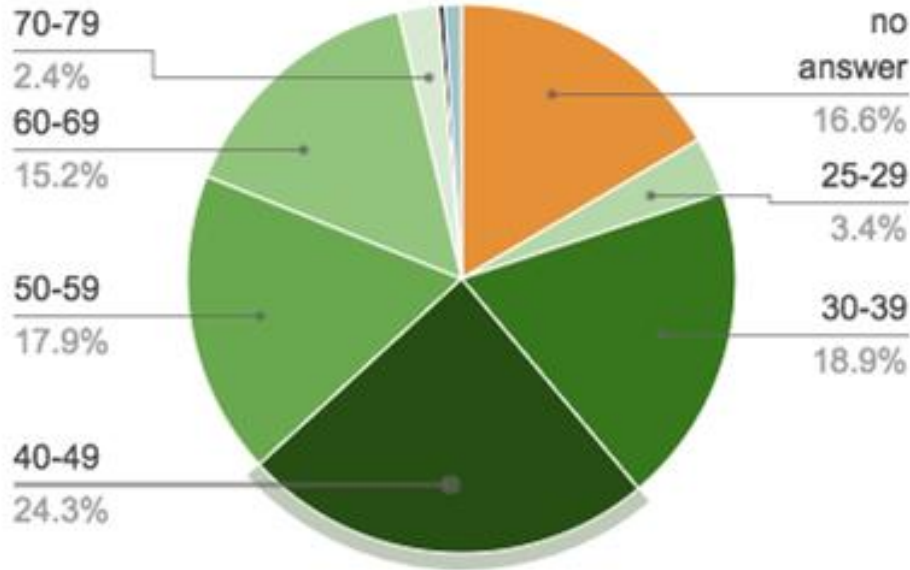
DO YOU LIVE IN THE STUDY AREA SHOWN ON THE MAP (DIVISION BETWEEN 11TH-60TH)?



Demographics of Survey Respondents

Age & Gender

AGE OF THE SURVEY RESPONDENTS



Gender

47% Female
38% Male

Demographics of Survey Respondents

Occupations

OCCUPATIONS OF SURVEY RESPONDENTS



**Other includes: Student, self-employed, homemaker, urban farmer/beekeeper, truck driver, food service worker, technologist, student (2), research analyst, consumer advocate, folklorist, space developer*

Demographics of Survey Respondents

Business ownership

60 respondents (20%) small business owners

21 business owners have their business on the Division Street

35 business owners have home-based businesses

On average, the businesses have existed for approximately 11 years

Sample of Survey Interpretation Results

Division Perceptions Survey Key Questions

295+ Respondents

Analyzed responses on the following to inform draft Division Design Guidelines


- Positive/Negative Opinions of new development and specifics on why
- Design Preferences for Division including size, massing, materials, and desired uses.
- Vision for future evolution of Division
- Priorities of important uses and needs, identification of areas for improvement
- Special places & buildings for preservation





Perception

Do you feel positively or negatively about recent development on Division? If positive, what are the elements you like? If negative, what are the biggest issues or problems?

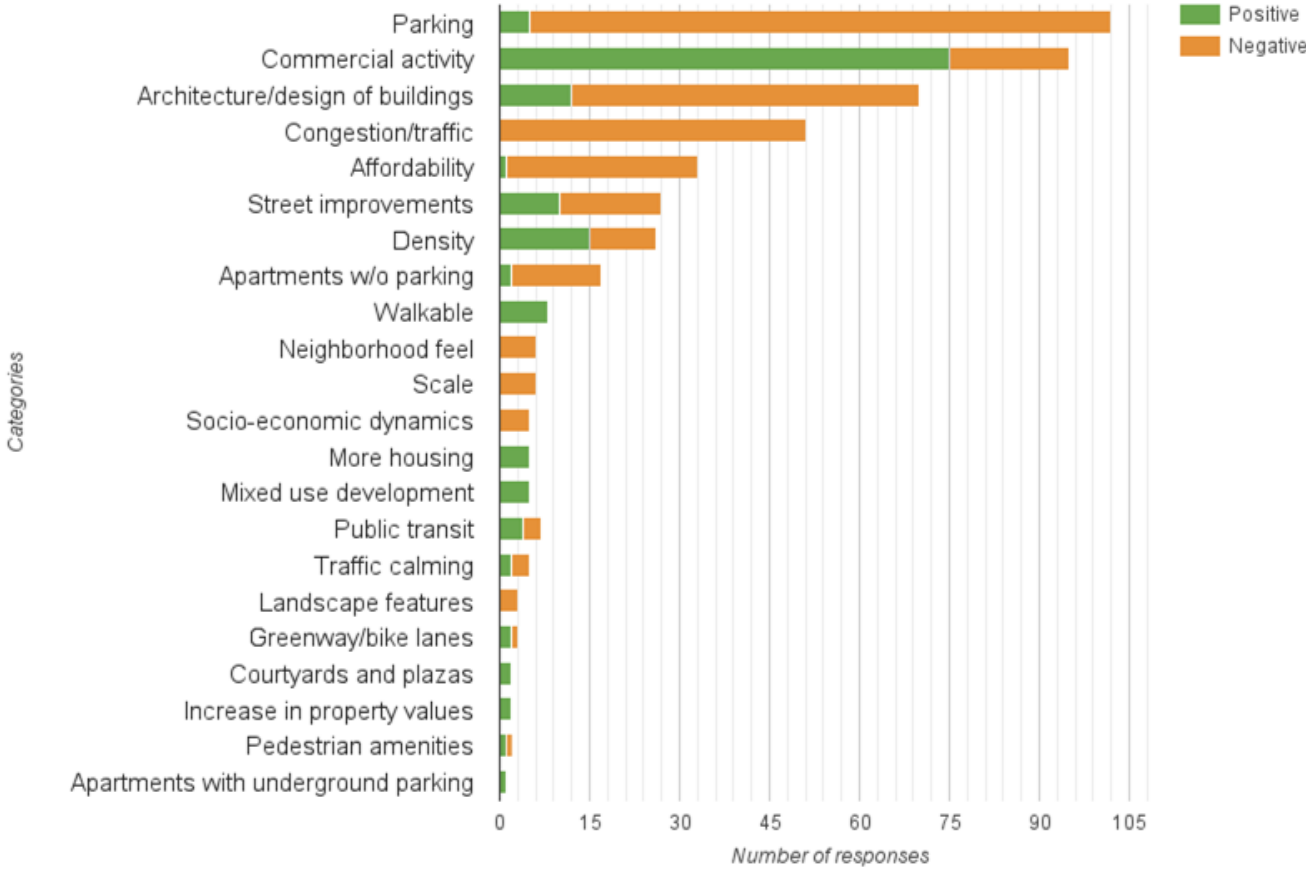


Response rate

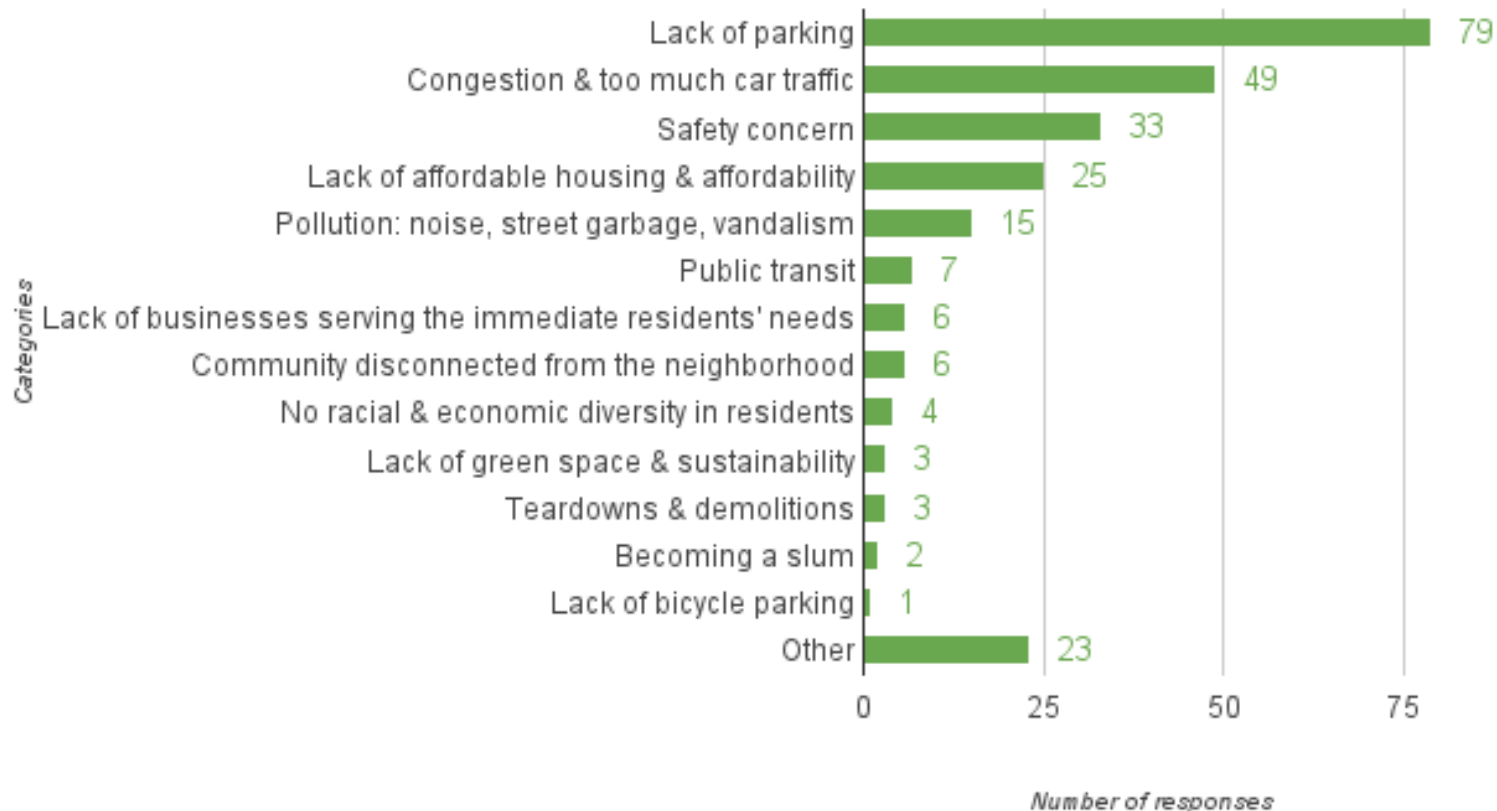
277 answered

18 no answer

PERCEPTION: POSITIVE OR NEGATIVE




PERCEPTION: CONCERNS





Design Preferences

What are your design preferences for future mixed-use development (Residential and Commercial uses in the same building) on Division? For example, size, scale, style, building form, facade, street frontage, etc.?

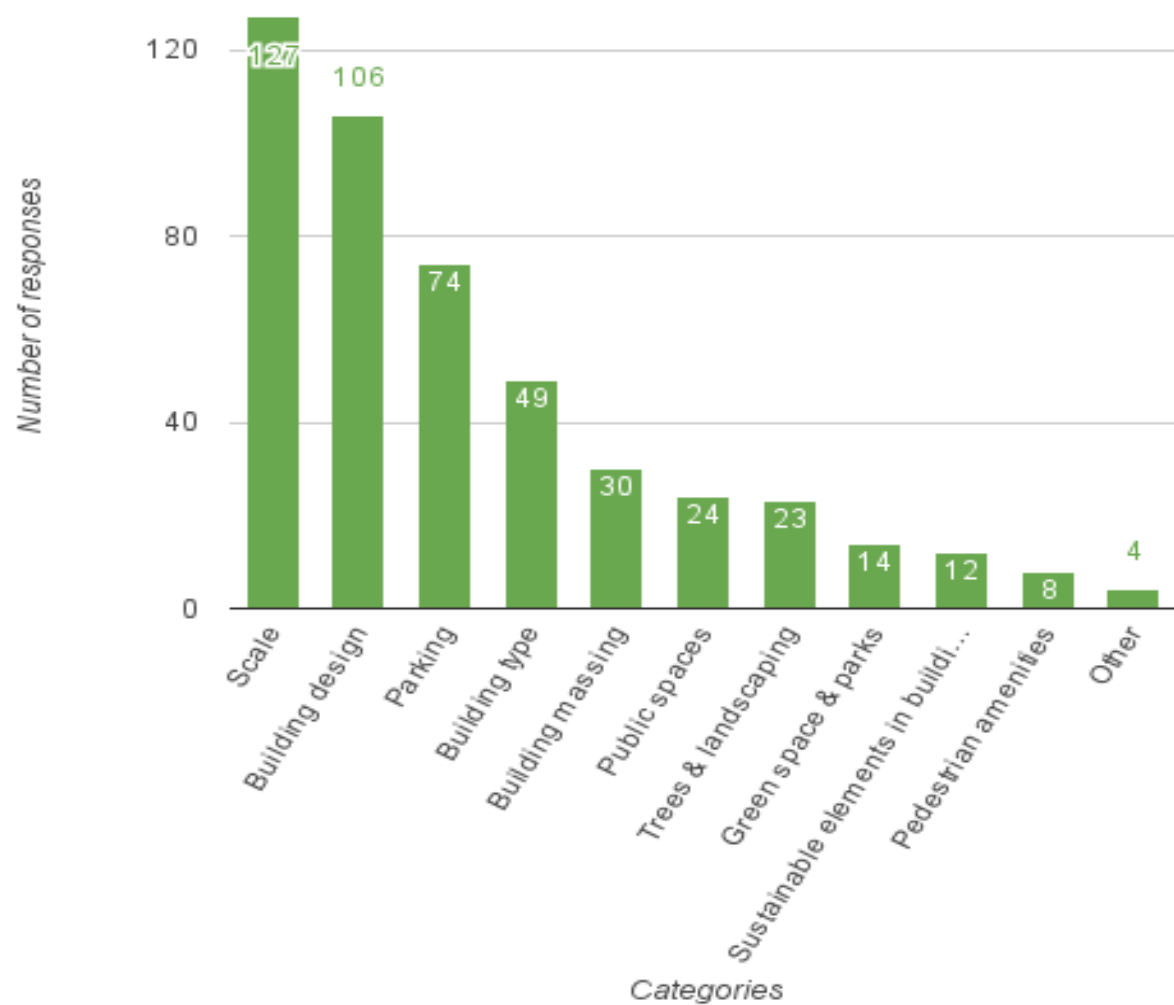


Response rate

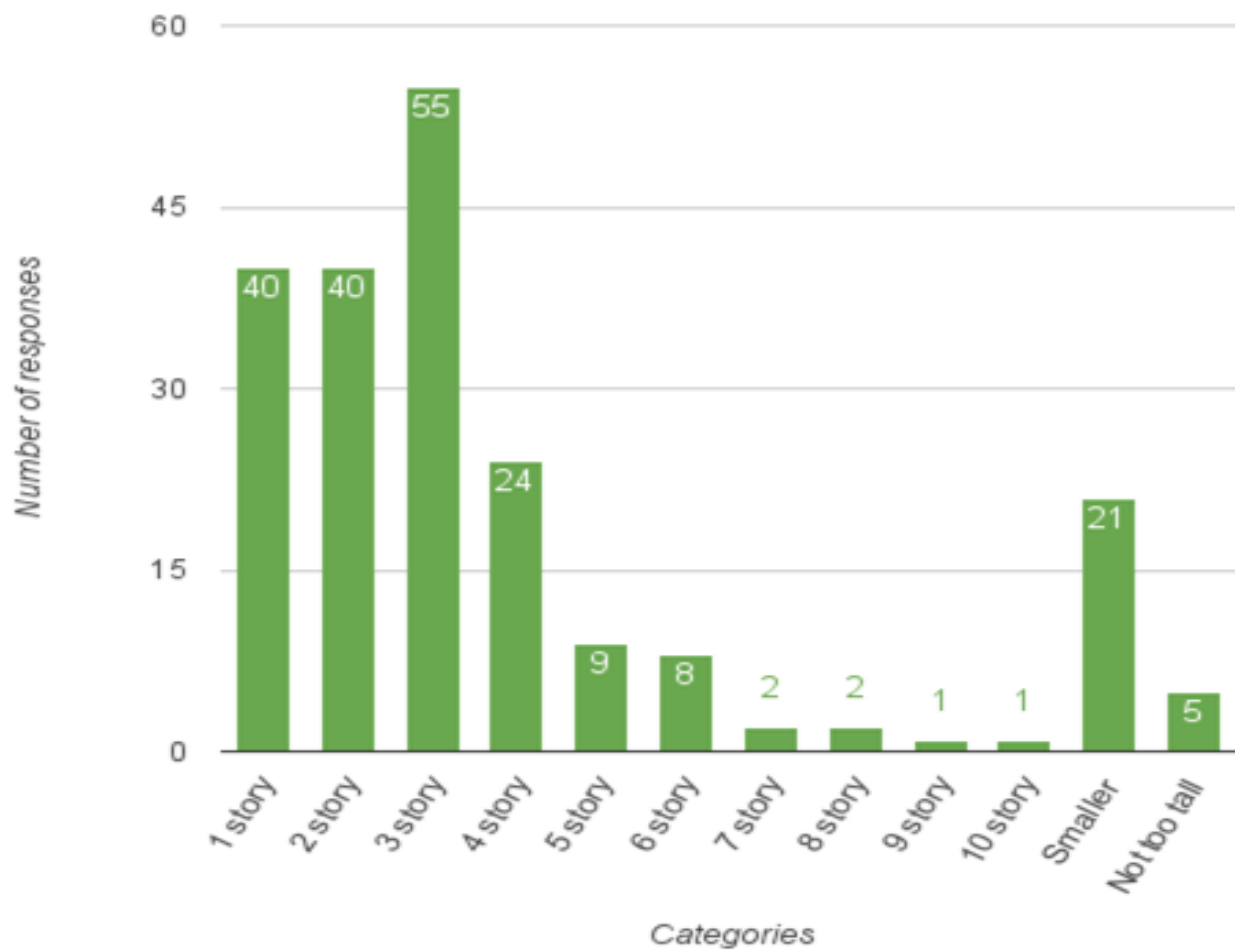
254 answered

44 no answer

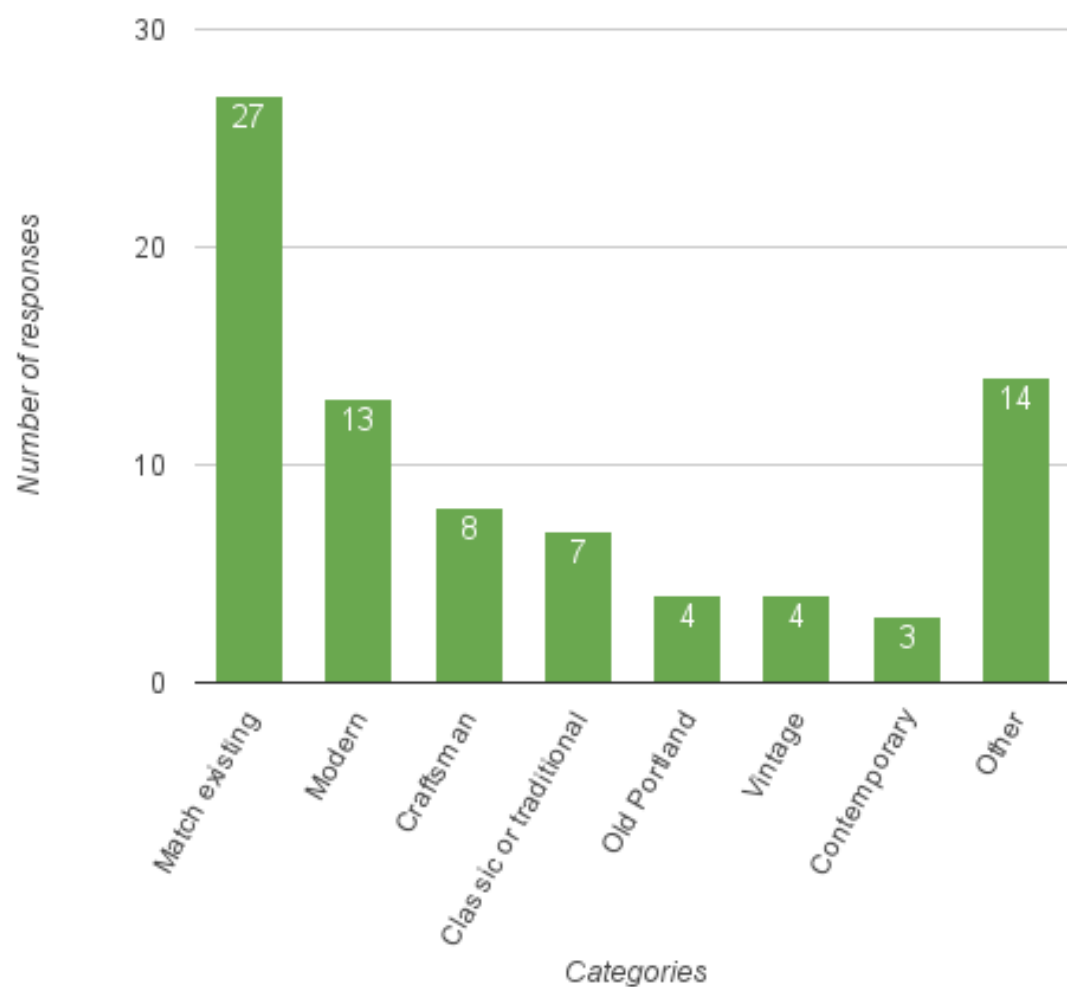
DESIGN PREFERENCES: THEMES



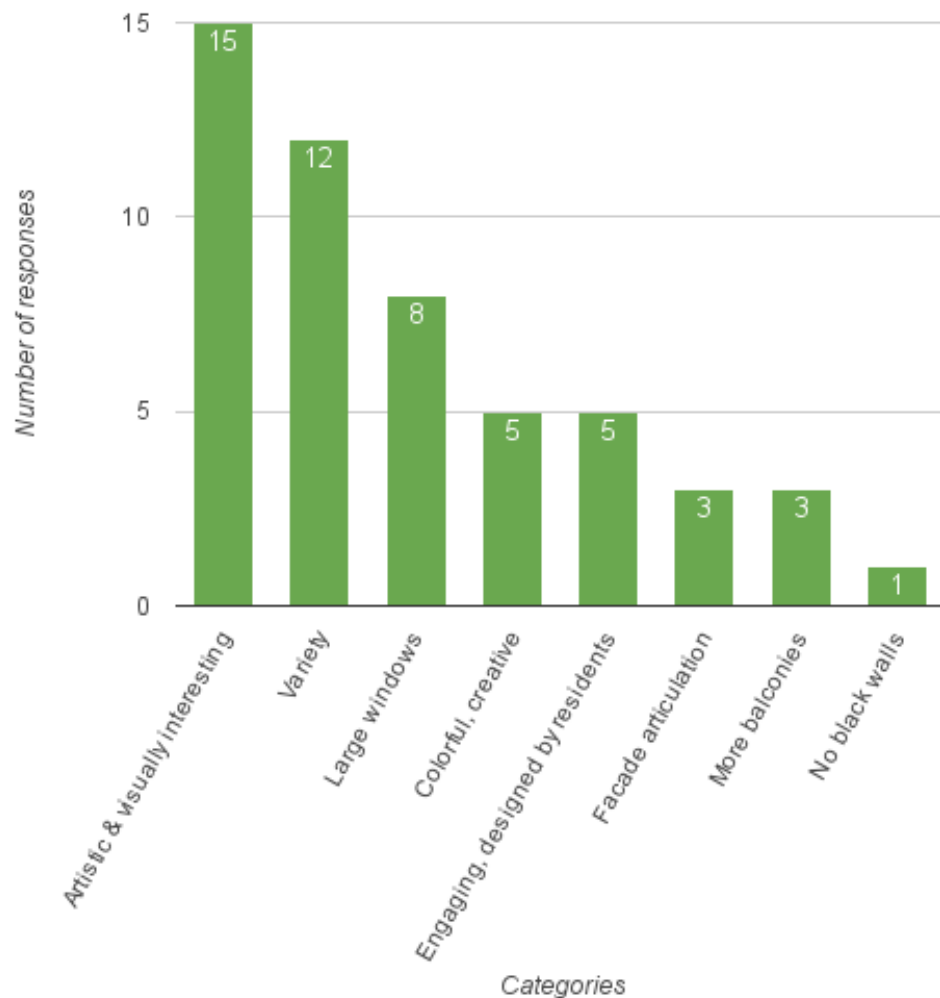
DESIGN PREFERENCES: SCALE



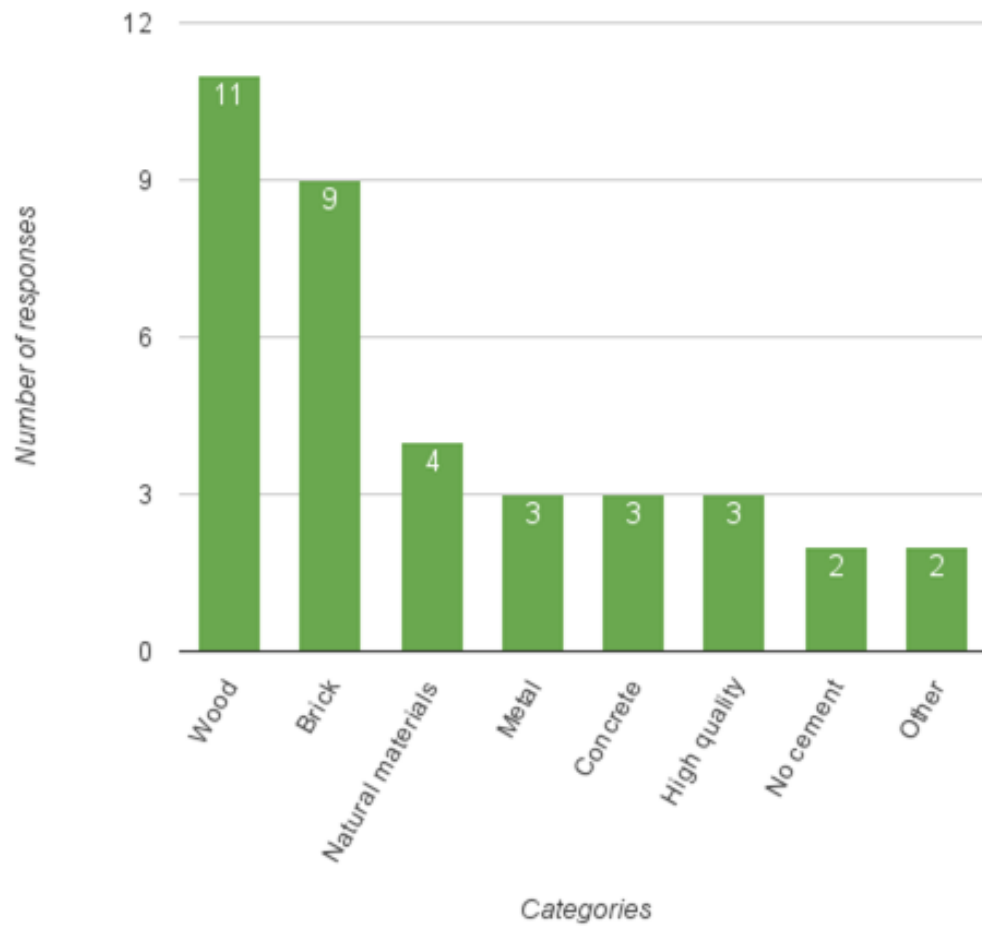
DESIGN PREFERENCES: ARCHITECTURAL STYLE



DESIGN PREFERENCES: FACADE DESIGN



DESIGN PREFERENCES: DESIRED & UNDESIRED BUILDING MATERIALS



Key Takeaways...

Preference for **smaller buildings** on Division

Many respondents noted a desire for **preservation of buildings** with special architectural, historical or cultural value


Many respondents noted a **parking issues, safety** and **loss of local businesses**

Respondents also frequently noted concern for the **lack of affordable housing** and a **desire for more diversity** of unit types and family-friendly housing and amenities


Many comments noted that recent new construction on Division is perceived to be too “box-like” in design and many cited a **desire for more articulated architectural character and materials** to match that of the existing neighborhood character

Also commonly expressed was a **desire for more open space, landscaping/green spaces** and a desire for **more public gathering spaces** on Division

Concerns over **gentrification, socio-economic changes** and **displacement** of long time residents



“I want to see Division become a vibrant community, sustainably focused, grounded in the history of the neighborhood.”




“If it keeps growing at the current
pace, I’m afraid long time
homeowners that bring stability to an
area may begin to seek quieter
pastures.”

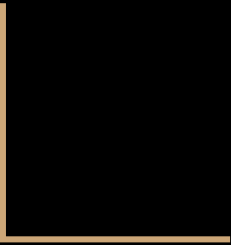


“Built for the existing community that surrounds it -
rather than for the visitors”





“if we...continue to allow large, lifeless buildings with solid walls that run for blocks at a time then we will have a dark, vacant and lifeless street that is only used for commuting to and from other smaller/richer nodes.”



Further analysis of all survey questions
needed for a complete interpretation
of full set of questions.

All data is now online and available at:

<http://divisiondesigninitiative.org/division-perceptions-survey/>