

Gladstone Downtown Revitalization Plan Community Survey Recap

Total respondents: 188 (173 online, 15 paper)
 Dates active: 10/11/16 to 10/31/16

Respondents split between those that live/work/own property and others with general interest.

- 57% are interested community member or stakeholder
- 42% live, work or own property within half block or Portland Avenue
 - 18% own or run a business on Portland Avenue

Almost all respondents want to see some change, most think it needs a lot of work

- 75% think it has potential but needs a lot of work
- 23% like it as it is but think there is room for improvement

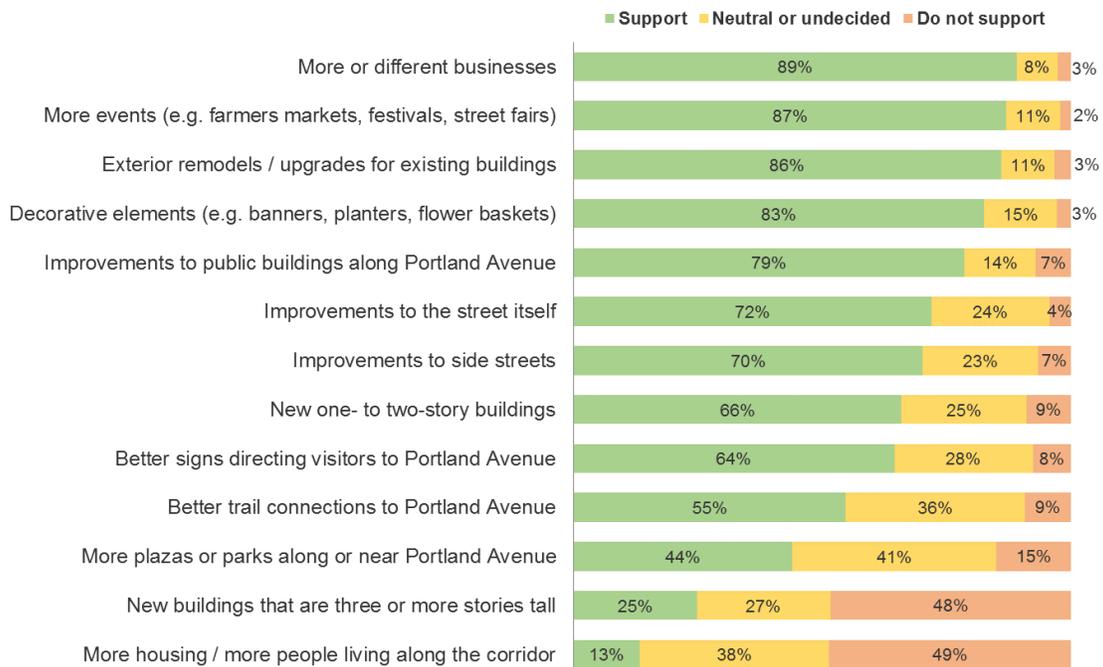
Reasons for visiting

Respondents visit downtown regularly because it has useful services and destinations like the Post Office, library, high school, restaurants, coffee shops and bars.

Support for improvements/changes (Figure 1)

- Incremental improvements such as more events, more/different businesses, exterior upgrades and decorative elements were most supported.
- Street improvements and public spaces are generally well-supported.
- New buildings over three stories and/or new housing are not well supported.

Figure 1: Level of support for specific improvements



Residents and general respondents

- People generally access the corridor by car, but about 90% of respondents report they sometimes or usually walk to the corridor and 7% said they usually bike.
- Most respondents (60%) have lived/owned a business in the area for more than 10 years, but 20% moved to the area less than 3 years ago.
- 95% of respondents live within a ½ mile from Portland Ave.
- The great majority of respondents took a general interest in the area, lived nearby, patronized businesses, or used public buildings.

Business owners

- Business owners see their customer base as Gladstone and surrounding communities or the entire region, not only the local neighborhood.
- Business owners estimate that 90% of customers and employees drive to the corridor. About 60-70% of customers/employees walked or bike sometimes, however.
- 55% of business owners feel the business climate is stagnant, another 36% characterize it as low-growth/stable.

Residents and business owners like the area for similar reasons, but have slightly different concerns

Figure 2: Resident vs. Business Owner Perceptions of Strengths/Challenges

| | Like best... | Concerned about... |
|------------------------|---|--|
| Residents | <ul style="list-style-type: none">• Neighborhood feel• Proximity to community facilities, parks and Clackamas River• Main Street atmosphere | <ul style="list-style-type: none">• On-street parking• Property maintenance• Traffic safety• Crime or vandalism |
| Business owners | <ul style="list-style-type: none">• Small-town atmosphere• Convenient location for customers | <ul style="list-style-type: none">• Lack of awareness and visibility/through traffic• Not enough complimentary businesses to attract people |

Property owners

- About 91% of respondents were homeowners, 87% live in a single-family home.
- About 30% have performed expansions/remodels in the last 5 to 10 years.
- 20% of property owners said zoning was an obstacle to investing in property, but most were constrained by cost vs. return considerations.
- Property owners are most likely to renovate or remodel the property in the next 5-10 years rather than completely redevelop the property.
- About 22% of property owners are likely to sell their property in the next 5-10 years.