11-21-1994

Neighborhood Livability in Northwest Portland: A Case Study of Portland's Northwest District

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NEIGHBORHOOD LIVABILITY IN NORTHWEST PORTLAND

A Case Study of Portland's Northwest District

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Final Report
November 21, 1994

for the City of Portland
Bureau of Licenses

Table of Contents

Tables

Figures

Executive Summary

Neighborhood Livability in Northwest Portland: A Case Study of Portland's Northwest District

Portland's Northwest Neighborhood District ("the District") has a unique character, reflecting its special role in Portland's economic history and its geographical location relative to the downtown area, the Willamette River and the West Hills. Current tensions between the District's function as a close-in, high-density residential area and its commercial activities are the most recent iteration of tensions that have existed from the time the area was first settled.

The bulk of what is now called the Northwest District was part of Captain John Couch's 1845 land claim. Commercial development of this claim along the Willamette River was so rapid that early residential establishments were already being forced westward away from the river by the 1860s. The original Nob Hill area -- roughly between NW 17th and 22nd Avenues, from Davis to Kearney -- "was perhaps the most elegant and fashionable place to live in Portland" from the 1870s through the early part of the 1900s.[1] Residential construction in the hills at the western edge of the District began in the 1880s, and businesses began dominating the southern and western borders of Couch's claim, along NW 21st Avenue and Burnside Street.

From the beginning, this area had a mix of residential and commercial activities, which has nurtured evolution of an unusual "personality":

> Due to the area's relative isolation from the rest of the city, and since the residences had the majority of their physical and social needs fulfilled within the neighborhood, a profound introspective attitude developed (PHLC/PBP 1978, 130).

Construction of a streetcar system that connected the area with downtown businesses led to expansion of multifamily housing in the neighborhood, which was simultaneously encouraged by the fact that rising property values made single-family homes too expensive for many people who wanted to live in the neighborhood. As other, more distant parts of the growing Portland area became more attractive to the wealthy, descendants of the several founding families who had lived for generations in the neighborhood began to move out, and their large homes were frequently

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[1] The Portland Historical Landmarks Commission and the Portland Bureau of Planning (1978, 129). The historical information in this Executive Summary is drawn from that report and from MacColl (1979).

divided into multifamily dwellings. This process was repeated when creation of an automobile-based infrastructure system opened up still other upper-class residential areas.

As the more well-to-do residents relocated and as commercial interests became more influential in determining the neighborhood's character during the middle decades of the century, the neighborhood fell into decay. According to the PHLC/PBP:

> The entire area took upon itself all the problems of inner city neighborhoods during the 1950's. Transiency, traffic problems, and deterioration of the area's once proud structures seemed inevitable. The neighborhood was becoming the province of the young and old, most of whom were visibly poor (1978, 132).

In the 1960s, neighborhood feelings about quality of life and the neighborhood's path of development coalesced. Residents became active in trying to direct the neighborhood's commercial activities and in preserving historic buildings. Now, "with a mix of the elderly, students, second generation immigrants, and younger professionals, it is Portland's most cosmopolitan neighborhood" (Abbott 1987, 82).

Both Portland's Livable City Program and Metro's Regional Urban Growth Goals and Objectives encourage the development of mixed-use urban centers similar to the Northwest Neighborhood District, where residential and nonresidential land uses are combined at higher densities than are typical for Portland neighborhoods. In anticipating this development, government officials are interested in evaluating the successes and problems experienced by residents and business owners in the District.

In particular, commercial and residential growth in the District in recent years has exacerbated some issues that are also affected by the use of alcohol in public places, such as late-night noise, loss of residential parking and increased traffic. A major impetus for this study was the desire to assess the extent, strength and particulars of residents' and business owners' feelings about these alcohol-related issues, and, as much as possible, to separate out that part of these problems that is tied to alcohol use. The City has devised a Liquor License Recommendation Process that is intended in part to "ensure . . . that all [liquor outlets] are conducted in a lawful manner that does not unreasonably disturb the peace and tranquillity of this City and its neighborhoods" (Bureau of Licenses 1994, 1). One feature of the recommendation process involves creation of Liquor Impact Areas where the Bureau of Licenses finds "clear evidence that excessive criminal acts, liquor law violations, alcohol related litter, or noise and disturbances are present and can be attributed to certain types of liquor outlets and/or liquor operations in a specific geographic area" (Bureau of Licenses 1994, 10). Development of the recommendation procedure and defini-

tion of liquor impact areas reflects the City's awareness that alcohol use may have a number of ramifications on a neighborhood beyond the more obvious behavioral annoyances.

The "Neighborhood Livability in Northwest Portland" survey and this report were initiated by local businesses, residents, and the Northwest District Association in a voluntary cooperative effort with the City of Portland and the Oregon Liqour Control Commission (OLCC). The survey was funded by the City of Portland's Bureau of Licenses. Funding for a series of focus group discussions that led to development of the survey instrument was provided through voluntary contributions from a select group of bars and restaurants in the District.

The study's methodology

For purposes of this study, the section of the District with the highest concentration of commercial businesses was defined as an "Impact Area." Problems caused by the mixture of retail and residential land uses were expected to be the most intense in this part of the District. In addition, commercial redevelopment in this area in the last first years is widely perceived as affecting the nature and extent of problems experienced by residents in various locations within the District. For instance, increasing the volume of retail business activity leads to more traffic congestion and more competition for limited parking, as more people drive to the commercial district to shop. More traffic leads to more noise overall, and more commercial activity at night from patronage of bars and restaurants causes noise at times that may conflict most with livability from residents' perspectives. Increased business is also accompanied by increased numbers of deliveries and garbage collections, which may similarly impact residential livability.

The Impact Area is an ad hoc concept. Although it is a major unit of analysis for this study, its borders were informally defined and should not be interpreted as marking clear boundaries between completely different or unrelated District areas. For this study's analysis, the Impact Area encompasses the area bounded by NW Flanders, NW Lovejoy, NW 20th and NW 24th.

Two similar questionnaires were developed to obtain information separately from District business owners and residents about their attitudes, interests, concerns and lifestyles. The issues to be addressed in the questionnaires were identified through a series of small group discussions facilitated by Dr. David Morgan and Dr. Kerth O'Brien of Portland State University. Each of the five focus group sessions was attended by representatives of a different targeted group within the District, including residents of the Impact Area, business owners and residents of the District in general. The focus group discussions elicited a detailed and wide-ranging view of the District's

most positive and most problematic features, from the disparate perspectives of the several groups represented.

The specific questionnaire items were designed in collaboration with Portland's Bureau of Licenses (the agency responsible for city alcohol regulation and liquor licensing), the local neighborhood association (the Northwest District Association) and area residents attending its meetings, business owners and the Oregon Liquor Control Commission. The survey version aimed at residents was mailed to 500 randomly selected residential addresses, with a sampling rate within the Impact Area of about double that of the remainder of the District's geographic area. The commercially oriented survey version was mailed to 100 businesses, most of which were located within the Impact Area. Because one specific aim of the study was to examine the effects of commercial enterprises that draw non-residential retail customers into the District, professional offices, banks, a hospital in the District and corporate offices were not included in the sampling frame from which business addresses were chosen.

Weaknesses of the study

Respondents who completed and returned the surveys may have stronger opinions than those who did not; they may feel more comfortable with survey research techniques; they may have more time to fill out questionnaires; or they may in other ways differ from the general group that did not participate in the study. Thus, it cannot be assumed that the opinions expressed by the people who returned the surveys give an accurate picture of how residents and/or business owners in the District as a whole view these issues. The surveys gathered quite a bit of information from those who were sent surveys and who chose to complete them, but the results cannot be accurately generalized to the entire District.

Residents who responded to the survey differ from the typical District resident in several ways: they are more likely to be homeowners, are better educated, have higher incomes, and tend to be employed in managerial or professional occupations. While it is reasonable to conclude that the information in the surveys that were returned represents the opinions of people in the District who are socioeconomically similar to the respondents, it is not necessarily the case that these opinions represent those of all residents.

Some items on the survey used "semantic differential scales," such as one asking whether a particular issue is considered to be "a very big problem," "a big problem," "a problem," "an inconvenience," or "not a problem." This kind of scale is intended to capture a relatively fine level of

subjective feeling -- respondents should be able to indicate at a fairly accurate level how strongly they feel about the issue. However, respondents will interpret the response categories in relation to their own general perceptions about how annoying environmental factors are. Two people faced with identical situations may feel very differently about how problematic they are. Information captured with these scales will reflect to some degree the strength of respondents' feelings, but it cannot be assumed that each respondent defines "a problem" or "an inconvenience" in the same way.

Strengths of the study

The questionnaire was developed as a result of focus group interviews that identified residents' and business owners' specific concerns about the District. As a result, the surveys incorporated a very comprehensive range of issues. Among the first items were two lists of District features that had been mentioned in the focus group discussions as being either good things about the District or District problems. Some of these features may be related to the three central topics of the survey (noise, traffic and parking, and alcohol use), but many go beyond these themes. General items that capture overall attitudes about life in the District were included, as well as many specific sets of questions about the focal topics.

Most of the questions were answered by selecting one response from a list, but open-ended questions were included for each of the three major topic areas. Respondents were provided with an opportunity to suggest policy changes that might ameliorate District problems. Many respondents took advantage of the chance to make comments either about specific issues or about their experiences in living in the District.

In addition to its comprehensiveness, this study may serve as an important tool for designing further studies to assess factors that define an impact area in terms of alcohol licensing concerns. Its function as a pilot study may also be extended to further research assessing neighborhood livability in general, particularly in light of the recent emphasis on mixed-use neighborhood development.

Thus, the information in this report may be used not only to inform current policy decision-making but also as a point of departure for future studies in other areas of the city.

The respondents

Residents returned 205 surveys, reflecting a 41% return rate. Forty-three percent of the returned surveys were completed by people living in the Impact Area (bounded by NW Flanders, NW 24th, NW Lovejoy and NW 20th). Fifty-seven percent were completed by people living in the District but outside that central area.

Residents who responded to the survey differed from District residents described in the 1993 Neighborhood Profiles and 1990 Census in several respects, as noted above. Residents who responded to the survey also tend to be much better educated than the 1990 Census reported as reflective of Portland as a whole. Seventy-three percent terminated their education with a college degree or a graduate or professional degree, which only 25% of all Portland residents have done. Their income is skewed toward the high end -- percentages similar to those in the Census earn between $10,000 and $49,999, but fewer respondents earn less than $10,000 a year and more earn $50,000 or more than Portlanders overall do. The respondents are much less likely to be homeowners: 26% of the respondents are, compared to 50% of Portland residents as a whole.

Most resident respondents are employed or self-employed (78%), and 13% are retired. They are heavily concentrated in managerial and professional occupations compared to the general Portland workforce: 51% are in the "managerial and professional specialty" category, while 29% of Portland workers are. The respondents are employed in service occupations in slightly higher proportions that are Portland employees overall (20% of respondents, compared to 14% of Portland employees).

The respondents living in the Impact Area have lived in the District for an average of 7.6 years, and those living outside the Impact Area have been in the District an average of 9.5 years. Impact Area residents are less sure they will remain in the District than are other residents; 60% of respondents living outside the Impact Area plan to be in the District a couple of years from now, but only 36% of Impact Area respondents feel that sure they will remain in the District.

Fifty-six surveys were completed by District business owners, representing a 56% return rate from businesses. Sixty-one percent were from business owners in the Impact Area.

Respondents who are business owners in the District have somewhat stronger neighborhood ties in some respects than do residents. Nearly one-third of them are District

residents, and they have been involved in the District as businesspeople for an average of almost 10 years. Ninety percent expect to be in business in their current location next year.

Most business respondents are in the retail business (57%). Of these, 23% are food-retail businesses that may also sell alcohol products. An additional 22% own a bar, pub or restaurant, and 17% own a service-oriented business. Thirty-one percent have a liquor license (26% of Impact Area business respondents and 36% of others). That is, nine businesses within the 36-square-block Impact Area reported having a liquor license, while eight businesses in the entire area outside the Impact Area reported having one.

Findings

Attitudes and Lifestyles

Residents and business owners have remarkably similar views of the Northwest District. There is strong consensus among both groups that the District is a good place for them. The two groups identify the same features of District life as being particularly important -- four of the five highest-scored features for the two groups are the same (people can walk to different activities; people can live and work in the District; it's close to downtown; and it has a good mix of residents), and they both believe that the single most significant District amenity is its pedestrian-friendly geography. They generally agree about what features are not important in creating the environment they like in the District. For example, neither group rates affordable rents as a positive aspect of District life.

The mixed-use, walkable nature of the District is the primary reason given by both residents and businesses for wanting to stay in the District.

Turning to District problems, the two groups are again in agreement. Too little parking and auto theft were scored highest by both residents and business owners, and vandalism and the rising cost of living were two of the next four most noticeable problems for both groups. Too many bars, too much noise, difficulty finding basic goods, and the presence of too many people who do not live in the District all ranked near the bottom of the list of District problems.

The subject of greatest disagreement between residents and business owners is the impact of recent changes in the District's commercial and residential character. While 87% of business owners feel recent commercial redevelopment makes the District better, only 66% of residents

concur. Recent changes in the District's residents are considered to be making the District worse by 25% of residents, but by only 6% of business owners.

Responses to open-ended questions about things that could potentially cause the respondents to move out of the District revealed similar fears among residents and business owners. Rising real estate prices are seen as a factor that could make the District unaffordable, and increases in urban problems such as congestion, inadequate parking, crime and street people are worrisome to some members of both respondent groups. Some respondents fear that if current trends continue, the District will no longer be a pleasant place to live or work.

Noise, Traffic and Parking, and Alcohol

Of the three major issues studied in this survey, the one that residents and business owners both inside and outside the Impact Area agree on most is traffic and parking, with parking being particularly problematic for all respondents. Business owners feel the lack of easily available parking is detrimental to their business operations, and residents feel it is a big problem for both them and their guests.

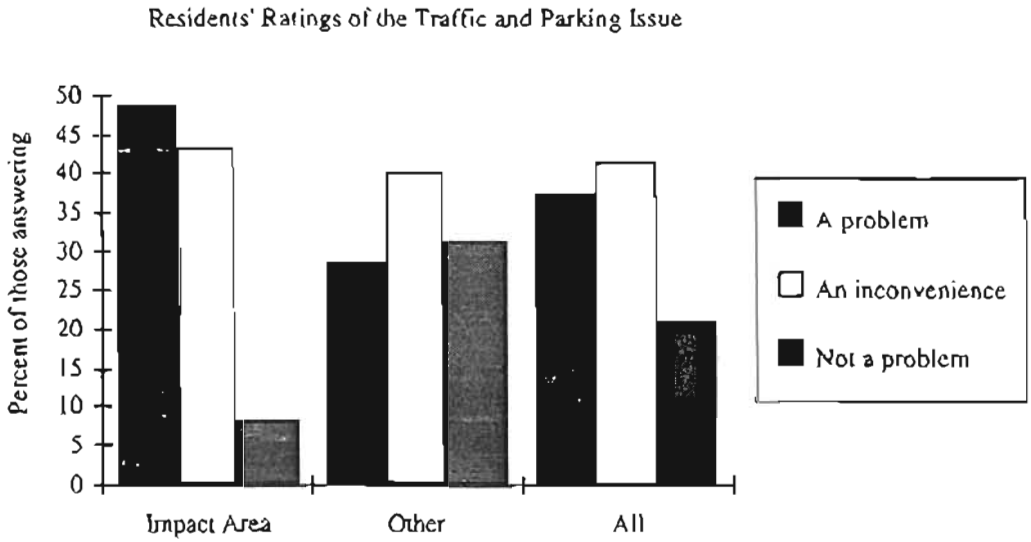

Figure A: How residents rate traffic and parking issues in the District: within the Impact Area, outside of the Impact Area, and throughout the entire District

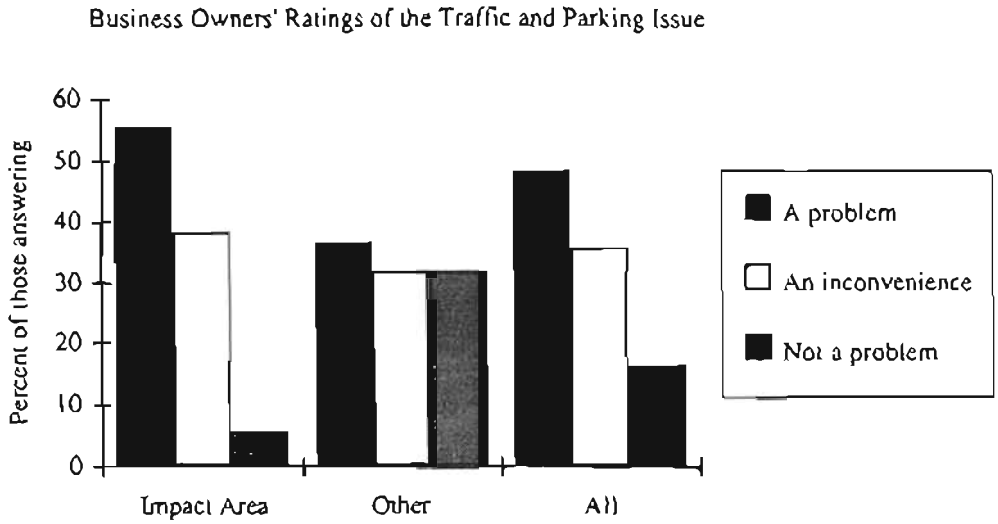

Figure B: How business owners rate traffic and parking issues in the District: within the Impact Area, outside of the Impact Area, and throughout the entire District

Noise and alcohol-related issues are of little functional significance to business owners, and their impact on residents is largely dependent on how close the resident lives to the commercial areas on NW 21st and NW 23rd Avenues. Noise issues are widely experienced throughout the District, although they are much more serious in the Impact Area. Problems with alcohol-related issues that relate to homeless people are felt by all residents, although they are felt more strongly by Impact Area residents. Problems associated with bars and restaurants are predominantly imposed on Impact Area residents.

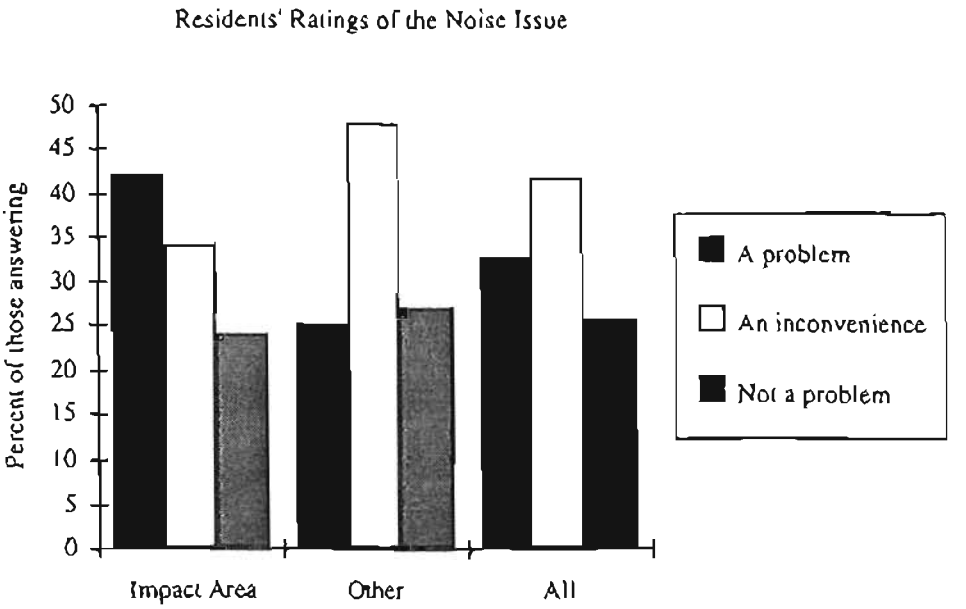

Figure C: How residents rate noise issues in the District: within the Impact Area, outside of the Impact Area, and throughout the entire District

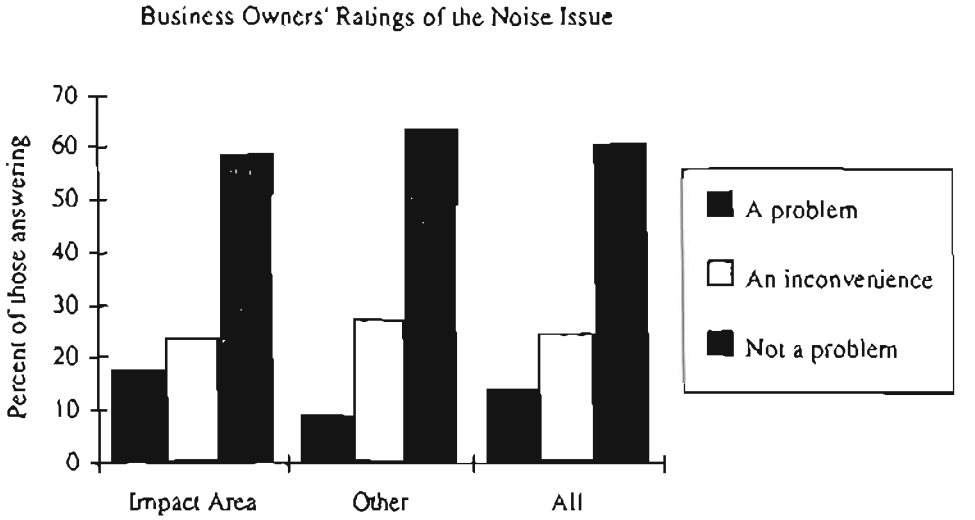

Figure D: How business owners rate noise issues in the District: within the Impact Area, outside of the Impact Area, and throughout the entire District

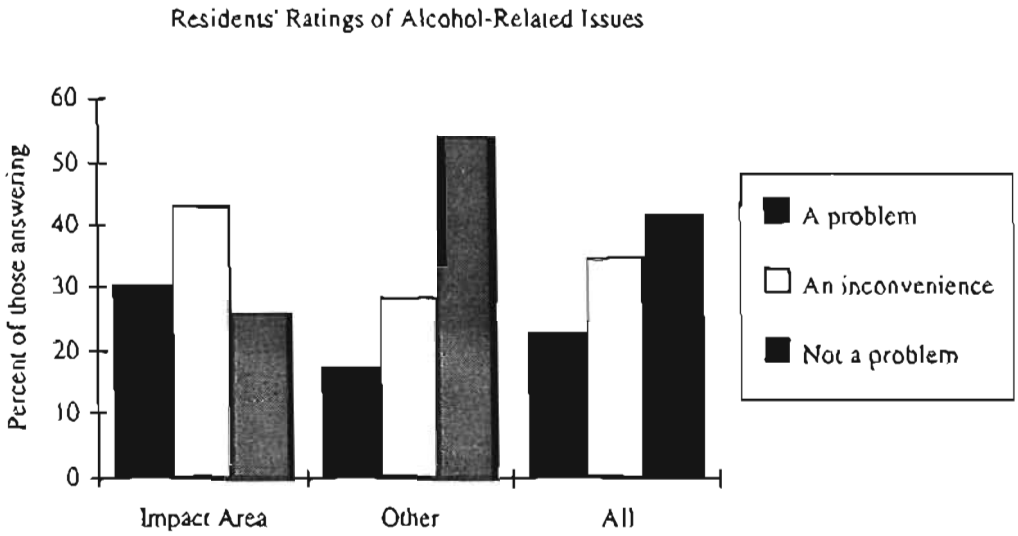

Figure E: How residents rate alcohol-related issues in the District: within the Impact Area, outside of the Impact Area, and throughout the entire District

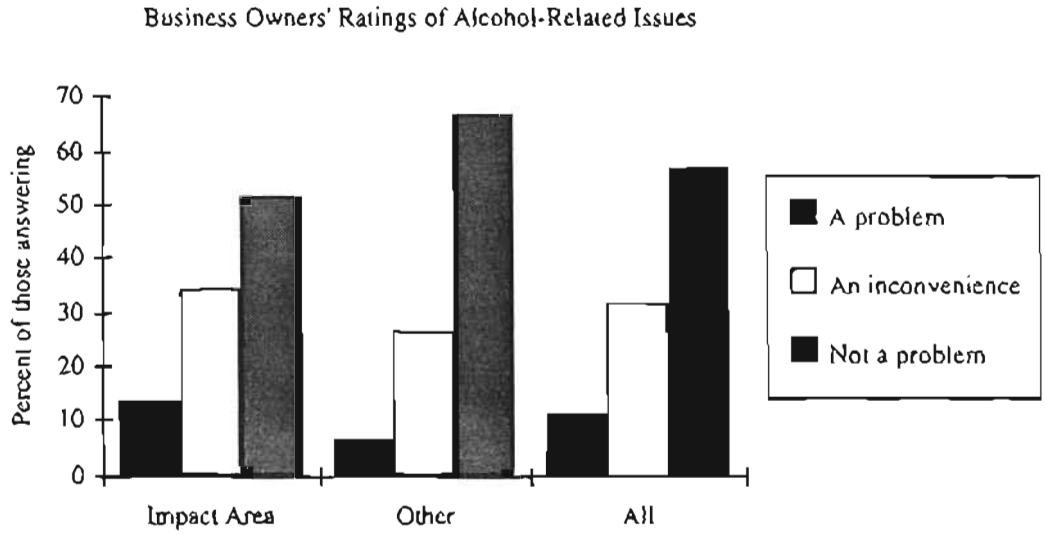

Figure F: How business owners rate alcohol-related issues in the District: within the Impact Area, outside of the Impact Area, and throughout the entire District

Respondents' policy suggestions

The most frequent policy suggestion from residents is to manage garbage collection in such a way that it is not so noisy so early in the morning. Restricting the presence of trucks and buses in the neighborhood or trying to use quieter vehicles is another idea. Many residents seem quite accepting of the noise level they experience, however, and believe it is an inherent feature of life in

an urban neighborhood, which many feel is more than compensated for by other attractive aspects of the Northwest Neighborhood District.

Business owners as a group appear to be unaffected by noise issues and had few suggestions for changes.

Parking suggestions from residents were concentrated on the idea of a resident parking permit system that would give District residents priority in access to on-street parking. Several refer to the system in Goose Hollow as one that could be duplicated in the District. Allowing parking in businesses' parking lots during off-hours was also mentioned frequently. Changing traffic flow (e.g., through the implementation of one-way streets) to reduce congestion was the most common suggestion to reduce traffic problems.

Business owners, however, were more likely to suggest construction of parking garages than to suggest a residential parking permit system. A few also supported the idea of changing some two-way streets to one-way, although others mentioned the importance of continued exposure to two-way street traffic for their business success.

Residents had numerous suggestions about changing ordinances regulating liquor licensees, such as reducing the hours during which alcohol may be served, limiting the number of liquor licenses, and requiring the owners of alcohol-dispensing establishments to be responsible for their patrons' behavior. Making the police presence more visible was also presented as an option for getting bar and restaurant patrons to exhibit more orderly behavior.

Business owners mirrored these same suggestions, although at a greatly reduced level of frequency, reflecting the fact that alcohol-related behaviors are relatively unproblematic for them.

Conclusions

The Northwest Neighborhood District has been characterized by mixed land uses for most of its history. As a consequence, residents and commerce have coexisted in a fairly high-density location. Historically, the District has experienced many of the potential problems associated with high density and mixed land uses: crowded conditions, noise and air pollution, traffic congestion, unlawful behavior. In the past, more affluent residents have responded to such conditions by moving out of the District; at one time, upper income flight left the District as the enclave of the poor and elderly.

As social and employment patterns have changed, however, residents are returning to neighborhoods like the Northwest because of the many benefits they see available to them. These include mixed land uses and close proximity to both District and downtown business and cultural activities. The District, however, is more than just home to its residents. Its businesses serve people from all parts of the city. In this regard, many of the commercial uses of the District attract nonresidents as well as residents, greatly exacerbating issues related to traffic and congestion, such as noise and lack of parking.

Many of these businesses are concentrated within a 36-square-block area. The density of type of businesses should be kept in mind in considering the various issues raised by this study. For instance, there appears to be a concentration of establishments with liquor licenses in the Impact Area (nine reported within the 36-square-block area). This is more than the number reported for the entire remaining Northwest District. The same holds for other types of businesses: there are 16 nonfood retail businesses within the 36-square-block Impact Area and only eight throughout the rest of the District.

The mix of activities in the District, combined with the fact that the District serves both residents and nonresidents, makes it difficult to analyze the full impact of any one activity. It also makes it difficult to separate impacts and analyze them individually. For instance, it is clear that problems related to traffic and transportation are ranked as primary concerns among both residents and business owners. It is not, however, clear to what extent increased traffic increases the level to which noise is perceived as a problem. Nor is it clear the extent to which either noise or traffic is impacted by increased business activity, including the consumption of alcohol in public places.

Many of the questions in this study asked respondents to rank the degree to which certain issues were perceived as problems. Traffic and transportation issues are generally ranked as the most significant issues by residents of any neighborhood, not just the Northwest. Once traffic and transportation issues are taken into consideration, other concerns begin to emerge: auto theft and vandalism, high rents, noise, alcohol-related problems. It is important to note that those problems that seem minor now may be minor *only in comparison to traffic concerns*. It also should be kept in mind that problems that are ranked as minor now *may become* more significant in the future if not addressed proactively through present policy decisions.

Policy responses that address traffic and transportation issues will necessarily have an effect on many of the other problems in the District. Noise, in particular, would likely be lessened. But addressing traffic and transportation through direct controls such as implementing parking

permits or one-way streets is not the only means of ameliorating those problems. Stricter licensing of businesses, for example, can have the effect of limiting traffic and, consequently, noise.

On the other hand, it must be remembered that easy automobile access and generous licensing standards help stimulate business. If traffic and businesses are regulated too heavily, the commercial segments of the District may suffer and may consequently relocate. If this occurred on a wide scale, the mixed-use nature of the District would be eliminated and the area would lose some of its most attractive features. By the same token, if the District is to survive as a thriving residential area, residents' interests should not be eclipsed by those of the businesses. The interdependency among the parts of the District makes policy formulation especially difficult.

The nature of the problems in Northwest is multifaceted; there are complex interrelationships among the various elements highlighted in this study -- traffic, noise, and alcohol use. Policy responses to these problems should be equally multifaceted and interrelated. For instance, a policy response seeking to alleviate traffic problems should be formulated with the other problem areas in mind. By the same token, it should be remembered that the District is an urban ecosystem whose various parts are interdependent. Policy responses should be formulated with ideas of balance and compromise in mind, because a policy aimed at one aspect of the District will affect all others.

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Introduction

Background

People who live and work in Portland's Northwest Neighborhood District ("the District") are concerned about problems related to the availability and consumption of alcohol, including late-night noise, loss of residential parking and public inebriation. The neighborhood association, restaurant and bar owners, and representatives of the Oregon Liquor Control Commission (OLCC) and the Portland Bureau of Licenses have also been meeting to discuss mutual concerns. A major impetus for this study was the desire to assess the extent, strength and particulars of residents' and business owners' feelings about these alcohol-related issues. Information gathered through this study may inform policies that can enhance the District's desirable features and minimize its problems. In addition, the information collected through this survey may contribute to future definition of an Alcohol Impact Area Rule for the Northwest Neighborhood District, should the OLCC decide that limiting liquor licensing in specific areas of the District is appropriate.

Both Portland's Livable City Program and Metro's Regional Urban Growth Goals and Objectives encourage the development of mixed-use urban centers similar to the Northwest Neighborhood District, where residential and nonresidential land uses are combined at higher densities than are typical for the region. Commercial and residential growth in the District in recent years has exacerbated some issues that are also affected by the use of alcohol, such as noise and traffic. The success of designs of additional mixed-use urban centers in the Portland area may be enhanced by understanding how, and how well, this concept is working in the Northwest Neighborhood District, from both residential and business perspectives.

In particular, commercial and residential growth in the District in recent years has exacerbated some issues that are also affected by the use of alcohol, such as late-night noise, loss of residential parking and increased traffic. A major impetus for this study was the desire to assess the extent, strength and particulars of residents' and business owners' feelings about these alcohol-related issues, and, as much as possible, to separate out that part of these problems that is tied to alcohol use. The City has devised a Liquor License Recommendation Process that is intended in part to "ensure . . . that all [l]iquor outlets] are conducted in a lawful manner that does not unreasonably disturb the peace and tranquillity of this City and its neighborhoods" (Bureau of Licenses 1994, 1). One feature of the recommendation process involves creation of Liquor Impact Areas where the Bureau of Licenses finds "clear evidence that excessive criminal acts, liquor law violations, alcohol related litter, or noise and disturbances are present and can be attributed to certain

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The Northwest Neighborhood District

The Northwest Neighborhood District has a unique character, reflecting its special role in Portland's economic history and its geographical location relative to the downtown area, the Willamette River and the West Hills. Current tensions between the District's function as a close-in, high-density residential area and its commercial activities are the most recent iteration of tensions that have existed from the time the area was first settled.

The bulk of what is now called the Northwest District was part of Captain John Couch's 1845 land claim. Commercial development of this claim along the Willamette River was so rapid that early residential establishments were already being forced westward away from the river by the 1860s. Construction of a streetcar system that connected the area with downtown businesses led to expansion of multifamily housing in the neighborhood, which was simultaneously encouraged by the fact that rising property values made single-family homes too expensive for many people who wanted to live in the neighborhood.

As the more well-to-do residents relocated and as commercial interests became more influential in determining the District's character during the middle decades of the century, the District fell into decay. According to the PHLC/PBP:

> The entire area took upon itself all the problems of inner city neighborhoods during the 1950's. Transiency, traffic problems, and deterioration of the area's once proud structures seemed inevitable. The neighborhood was becoming the province of the young and old, most of whom were visibly poor (1978, 132).

In the 1960s, feelings about quality of life and the District's path of development coalesced. Residents became active in trying to direct the neighborhood's commercial activities and in preserving historic buildings. Now, "with a mix of the elderly, students, second generation immigrants, and younger professionals, it is Portland's most cosmopolitan neighborhood" (Abbott 1987, 82).

Study Methods

For purposes of this study, the Northwest Neighborhood District encompasses an area running northwest from the section of Burnside Street between Cornell Road on the west and I-405 on the east, to NW Vaughn Ave. (see Figure 1). It includes blocks with dense residential populations that also sustain active and expanding commercial activities -- retail, entertainment and food service -- as well as very quiet, lightly populated residential areas abutting Forest Park.

For purposes of this study, the section of the District with the highest concentration of commercial businesses was defined as an "Impact Area." Problems caused by the mixture of retail and residential land uses were expected to be the most intense in this part of the District. In addition, commercial redevelopment in this area in the last first years is widely perceived as affecting the nature and extent of problems experienced by residents in various locations within the District. For instance, increasing the volume of retail business activity leads to more traffic congestion and more competition for limited parking, as more people drive to the commercial district to shop. More traffic leads to more noise overall, and more commercial activity at night from patronage of bars and restaurants causes noise at times that may conflict most with livability from residents' perspectives. Increased business is also accompanied by increased numbers of deliveries and garbage collections, which may similarly impact residential livability.

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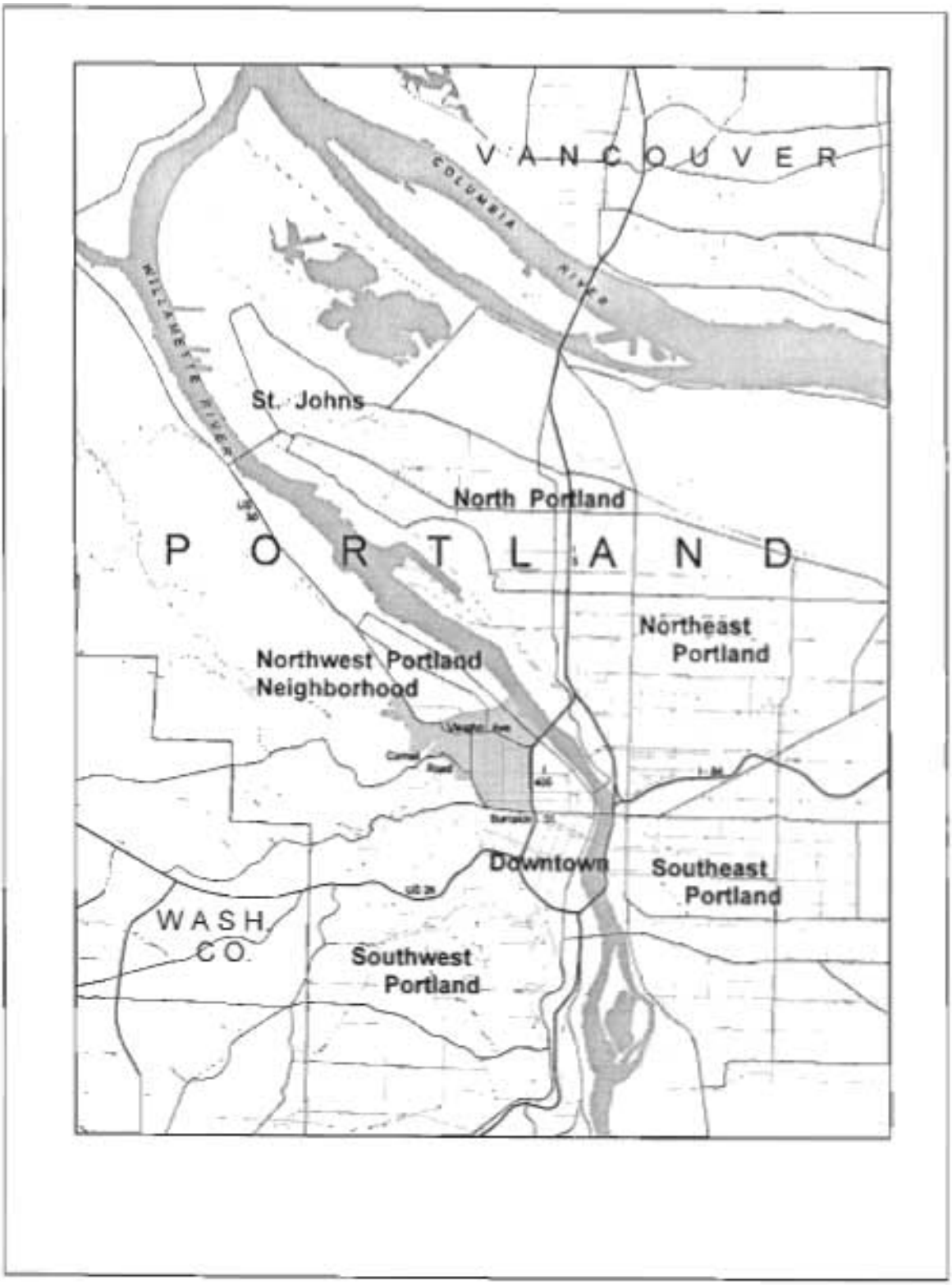

Figure 1: The Northwest Portland Neighborhood

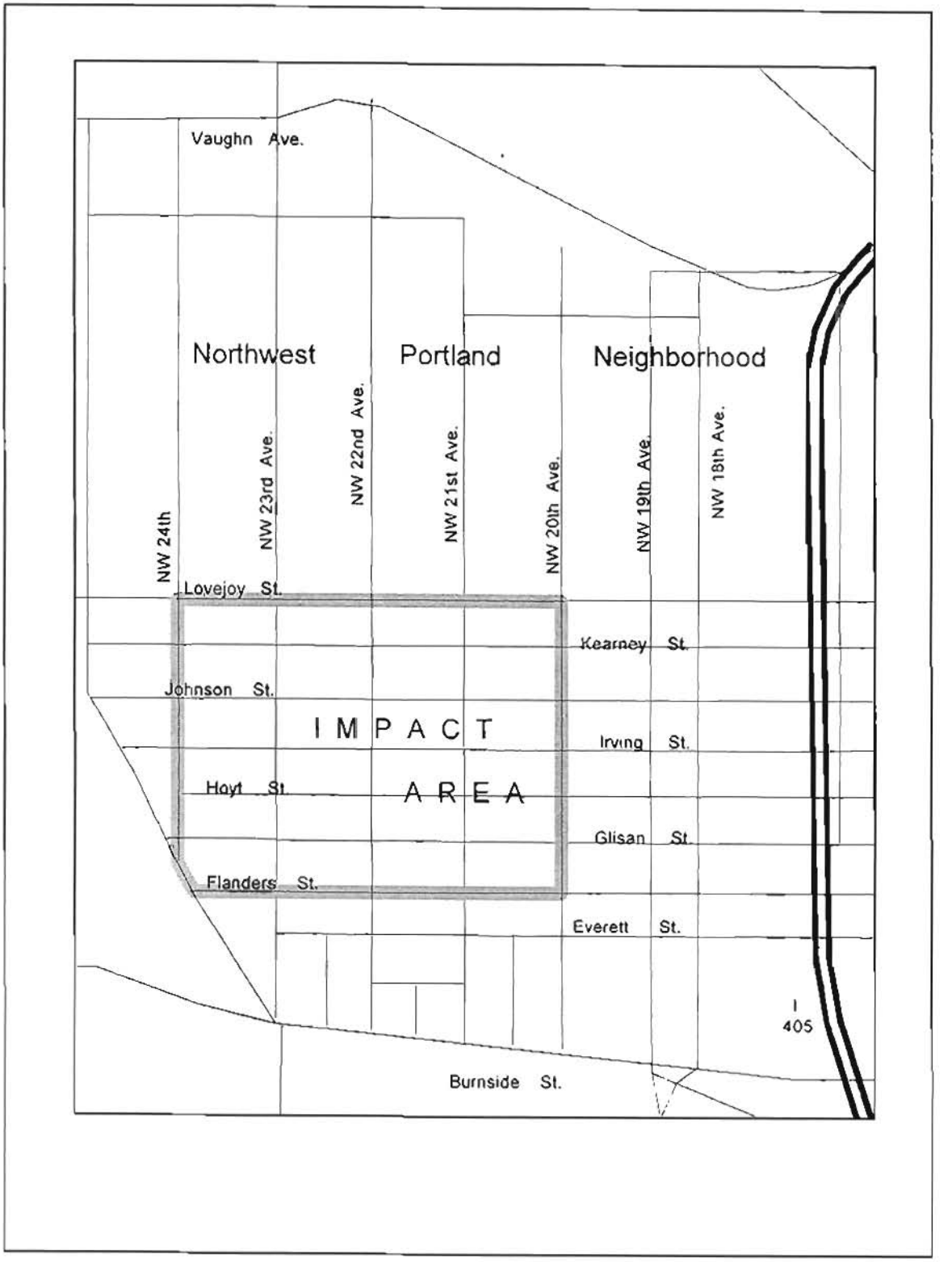

Figure 2: The Impact Area

Two similar questionnaires were developed to obtain information separately from District business owners and residents about their attitudes, interests, concerns and lifestyles. The issues to be addressed in the questionnaires were identified through a series of small group discussions facilitated by Dr. David Morgan and Dr. Kerth O'Brien of Portland State University. Each of the five focus group sessions was attended by representatives of a different targeted group within the District, including residents of the Impact Area, business owners and residents of the District in general. The focus group discussions elicited a detailed and wide-ranging view of the District's most positive and most problematic features, from the disparate perspectives of the several groups represented. (For more information about these discussions, please refer to Appendix A.)

The specific questionnaire items were designed in collaboration with Portland's Bureau of Licenses (the agency responsible for city alcohol regulation and liquor licensing), the local neighborhood association (the Northwest District Association) and area residents attending its meetings, business owners and the Oregon Liquor Control Commission. The survey version aimed at residents was mailed to 500 randomly selected residential addresses, with a sampling rate within the Impact Area of about double that of the remainder of the District's geographic area. The commercially oriented survey version was mailed to 100 businesses, most of which were located within the Impact Area. Because one specific aim of the study was to examine the effects of commercial enterprises that draw nonresidential retail customers into the District, professional offices, banks, a hospital in the District and corporate offices were not included in the sampling frame from which business addresses were chosen.

(For additional information about the survey method, please see Appendix B.)

Report Organization

This report begins with a description of the survey's respondents, based on demographic and other information collected through the questionnaire. For comparison purposes, information on similar resident characteristics is also provided for the District as a whole and for Portland overall, as reported in the January 1993 Portland Neighborhood Information Profiles compiled by the Office of Neighborhood Associations (City of Portland) and Center for Urban Studies (Portland State University) from 1990 U.S. Census data.

Next, the respondents' attitudes about life and business in the District are discussed.

The livability issues that were the primary focus of the study are examined in the report's third section.

Finally, respondents' suggestions for improving District livability are presented and discussed in the last part of the report.

Information about respondents that is presented as a percentage shows what percentage of those respondents who answered the particular question gave the specified answer. For example, of the 88 Impact Area residents who returned surveys, if 82 marked an answer to an item, with 4 of those selecting "don't know" and 39 responding "strongly agree," the results would be reported as 50% strongly agree [39 / (82 - 4)].

I. The Respondents

Residents

District residents returned a total of 205 surveys. Eighty-eight were from residents living in the Impact Area (a 43% response rate), and 117 were from residents living beyond the perimeter of the most commercially active part of the District (46%).

Demographic information. Data from the 1990 U.S. Census shows that the population of the Northwest Neighborhood District differs from that of the Portland area as a whole in a number of ways. In general, District residents are more likely to rent rather than own their residence; their average household size is smaller; there is a smaller percentage of people under 18 years old and a greater percentage between the ages of 18 and 34; they have more education; and their annual household income is lower.[1]

Respondents to the survey were unlike the neighborhood averages found in the 1990 Census in many respects. This may reflect changes in the District's residents between the time the 1990 Census was conducted and the completion of this survey. Although respondents report having lived in the District for an average of 8.7 years, 41.5% did not live in the District four years ago. The disparity may also reflect a tendency for people with stronger ties to the District, such as homeowners, to respond.

Housing. Twenty-six percent of District respondents own their residence. This is a considerably higher rate than was reported in the 1990 Census, which showed a 13% home ownership rate in the District. Sixteen percent of Impact Area respondents are homeowners.

Table 1: Home ownership

Home ownership	Respondents		Census[2]	
	All	Impact area	District	Portland
Renters	74.1%	84.1%	80.0%	44.1%
Homeowners	25.9	15.9	13.2	50.4

[1] This statistic may be confounded by variations in response to the household size question, as explained in Footnote 4 below.

[2] Census data is taken from Portland Neighborhood Information Profiles , January 1993, Office of Neighborhood Associations (City of Portland) and Center for Urban Studies (Portland State University), which compiled data from the 1990 U.S. Census.

Housing in the District includes much higher rates of multi-family buildings than does the general Portland area. While 64% of city residents overall live in single-family homes, the 1990 Census counted only 14% of District residents in such homes. Survey respondents were different: 19% of the complete respondent group live in single-family homes, but only 11% of Impact Area residents do. This reflects the characteristics of the District, which has more apartment buildings in the Impact Area than in the rest of the District.

Respondents who live in multi-family housing tend to be in smaller complexes than the Census found for the District in 1990. Twenty-four percent are in buildings with three to nine units, compared to 13% in buildings of that size for the District according to the Census. Fifty percent live in buildings with 10 or more units, versus the 68% reported in the Census.

Table 2: Type of residence

Type of residence[3]	Respondents		Census	
	All	Impact Area	District	Portland
Single-family residence	19.1%	11.4%	14.1%	64.4%
Duplex	6.9	6.8	3.5	4.5
Building with 3-9 units	24.0	27.3	13.4	9.6
Building with 10 or more units	50.0	54.5	68.3	19.8
Building with 3 or more units	74.0	81.8	81.7	29.4
Total	100.0	100.0	99.3	98.3

Household size of respondents overall and in the Impact Area is similar to the Census findings, at a little over 1.5 persons per household. Portland averages 2.35 persons per household.

Table 3: Household size

Average number of people in the household[4]	Respondents		Census	
	All	Impact Area	District	Portland
Under 18	0.17	0.18	--	--
18 and over	1.50	1.50	--	--
Total	1.67	1.68	1.55	2.35

[3] For the Census data, "single-family residence" is a combination of the Census categories "percents 1, detached" and "percents 1, attached"; "duplex" is "percents 2"; and "building with 10 or more units" is "percents 10 to 49" combined with "percents 50 or more." The census categories "percents mobile home or trailer" and "percents other" are not represented.

[4] There may have been some underreporting of household size. Some respondents wrote there were no people 18 or older living in their home and also no one under 18. In some cases where at least one person was identified as living in the home, it is possible that there are two or more residents and the respondent's own presence was not reported.

Socioeconomic information. Information about respondents' age is not directly comparable to the Census data, since respondents were asked their own age only while the Census reports the ages of all household members. Impact Area residents are a little younger overall than the average for all District respondents: 47% are between 18 and 34 years old, versus 42% of all respondents; 45% of both Impact Area respondents and the total respondent group are between 35 and 64 years old; and 8% of Impact Area respondents are 65 or older, as are 13% of the respondent group overall.

Table 4: Age

	Respondents		Census	
Age	All	Impact Area	District	Portland
Under 18	0.0%	0.0%	7.2%	20.9%
18-24	5.0	3.5	--	--
25-34	37.2	43.5	--	--
18-34	42.2	47.0	41.8	28.7
35-44	23.6	25.9	--	--
45-54	14.6	12.9	--	--
55-64	7.0	5.9	--	--
35-64	45.2	44.7	36.4	34.7
65 or older	12.6	8.2	14.1	14.4
Total	100.0	99.9	99.5	98.7

A slightly higher percentage of men than women answered the survey, although the Census found the District to be almost exactly half male and half female. Forty-seven percent of respondents are female, and 53% are male.

Table 5: Gender

Gender	Respondents		Census	
	All	Impact Area	District	Portland
Female	47.4%	50.0%	49.9%	51.5%
Male	52.6	50.0	50.1	48.5

Respondents are much better educated than the 1990 Census reflected the neighborhood as being. For almost half, the highest level of educational achievement is a college degree, and an additional 28% have a graduate or professional degree. The Census reported that only 29% had finished their education with a college degree, with another 14% having completed a graduate or professional degree.

Table 6: Education

Highest level of educational attainment	Respondents		Census	
	All	Impact Area	District	Portland
Less than 9th grade	0.0%	0.0%	5.1%	5.7%
Some high school, but didn't finish	1.0	1.3	6.6	11.8
Completed high school or high school equivalency program	5.0	5.9	14.3	25.5
Some college, vocational or other post-high school education	20.6	16.5	31.0	31.9
Completed a 4-year college degree	45.2	49.4	28.7	16.5
Completed a graduate or professional degree	28.1	27.1	14.4	8.8
Total	99.9	100.2	100.1	100.2

Annual household income of the respondents is much higher than the Census findings for the District. Nine percent have incomes under $10,000 a year, but the Census reported 31% of District residents with incomes under $10,000. Thirty-five percent report incomes between $25,000 and $49,999, while the Census found only 21% of households in that income range. Twenty-six percent have an annual income of $50,000 or more, compared to Census reports of 14% of District residents in that income bracket.

Table 7: Annual household income

Annual household income	Respondents		Census	
	All residents	Impact Area residents	District	Portland
Less than $5,000	1.6%	2.5%	11.9%	6.6%
$5,000 to $9,999	6.9	8.6	18.6	10.7
Under $10,000	8.5	11.1	30.5	17.3
$10,000 to $14,999	13.3	13.6	15.5	10.5
$15,000 to $24,999	17.0	17.3	21.1	20.1
$25,000 to $49,999	35.1	33.3	20.8	33.9
$10,000 to $49,999	65.4	64.2	57.4	64.5
$50,000 to $74,999	10.6	13.6	6.2	11.2
$75,000 to $99,999	7.4	3.7	2.7	3.2
$100,000 or more	8.0	7.4	3.4	3.1
$50,000 or more	26.0	24.7	12.3	17.5
Total	99.0	100.0	100.2	99.3

Employment. Seventy-eight percent of the respondents are employed or self-employed, 13% are retired and 4% are students. Residents of the Impact Area and those living outside the Impact Area are similar in terms of employment status except for the number of retirees. Seven

percent of Impact Area respondents are retired, but 18% of other residents are. (This data reinforces the age information discussed above, which shows a relative skewing of the Impact Area population toward the 18-34-year-old age bracket compared to other District residents; see Table 4.)

As one would expect from the data about respondents' educational achievement, respondents are concentrated in managerial and professional occupations as compared to the Census data and to the overall Portland population. The survey found that half of the respondents work in this occupational category, but only 39% of the Census respondents do. The respondent group has a smaller proportion of workers in technical, sales and administrative support occupations: 20% of respondents marked this as their occupation, while the Census identified 32% of the District's residents as being so employed. Slightly more respondents are employed in service occupations than was true of the Census findings: 20% of the survey respondents, versus 16% of the Census population. Six percent of respondents work in precision production, craft and repair occupations, and an additional 3% are operators, fabricators or laborers.

A third of employed and self-employed respondents work at home or elsewhere in the District. Fifty-seven percent work in Portland beyond the District's boundaries, and 10% work outside the Portland area.

Forty-two percent of employed and self-employed respondents drive to work alone. Fifteen percent use public transportation or carpool, and 34% walk or bicycle to work. Six percent work at home.[5]

Please refer to Appendix C for complete tables of respondents' employment information.

Neighborhood ties. Impact Area residents in general have lived both at their current residence and in the District for shorter periods of time than have those living outside the Impact Area. The average length of time at the current residence is 4.7 years for respondents living in the Impact Area and 7.8 years for other residents. Impact Area residents on average have lived in the District for 7.6 years, while the rest of the District's residents average 9.5 years in the District.

[5] The percent working at home according to the "where do you work" question does not equal the percent working at home according to the commuting question, due to different numbers of respondents answering each question.

Residents of the Impact Area are considerably less certain they will remain in the District than are other residents. Thirty-six percent of Impact Area respondents report that they will either definitely or probably be living in the District a couple years from now, but 60% of those living outside the Impact Area gave this response. Thirty-three percent of Impact Area residents say they will either probably or definitely not be living in the District in a couple years, while only 15% of other residents indicate they plan to leave. These facts may reflect the younger age and decreased rates of home ownership among Impact Area residents, compared with those outside the Impact Area.

Appendix C includes a table of information about respondents' tenure in the District and their plans to stay or leave.

Business owners

Fifty-six completed business surveys were returned, 34 from businesses located in the Impact Area (a 62% response rate) and 22 from businesses situated elsewhere in the District (60%).

Neighborhood ties. Nearly one-third of the business respondents live in the District. Overall, they demonstrate a very strong attachment to the District in terms of the length of their business affiliation within the District and their intentions to maintain their current District businesses. The average length of their involvement with the District as businesspeople is almost 10 years, with actual involvement ranging from one to 40 years, and their average tenure operating a business at their current location is 7.3 years, with an actual time range of 0.9 years to 40 years. Impact Area business owners have somewhat shorter tenures both at their current business location and in the District in general, perhaps reflecting that relatively more commercial expansion has occurred in that part of the District in recent years.

Seventy percent report that they "definitely will be" doing business in the same location a year from now, and an additional 20% say they "probably will be." Only one out of 56 respondents "probably will not be," and only one reported definite plans to close or relocate their District business.

Appendix C includes a table of information about respondents' tenure in the District and their plans to stay or leave.

Business information. Eighteen percent of business respondents own their business location. Property ownership rates are somewhat higher in the Impact Area (21%) than in the rest of the District (13%).

Most respondents are in the retail business (57%). Of these, 23% own food-retail businesses that may also sell alcohol products. Twenty-two percent own a bar, pub or restaurant. Seventeen percent of the businesses are services. Thirty-one percent have a liquor license (26% [N = 9] of Impact Area business respondents and 36% [N = 8] of respondents outside the Impact Area). The average business has 10 employees; 41% have between 1 and 5 employees, 35% have 6 to 20 employees, and 11% have more than 20 employees.

Appendix C includes tables of information about the business respondents.

Summary

Residents returned 205 surveys. Forty-three percent of the completed surveys were done by people living in the Impact Area (bounded by NW Flanders, NW 24th, NW Lovejoy and NW 20th). Fifty-seven percent were done by people living in the District but outside that central area.

Residents who responded to the survey tend to be much better educated than the 1990 Census reported as reflective of Portland as a whole. Seventy-three percent terminated their education with a college degree or a graduate or professional degree, which only 25% of all Portland residents have done. Their income is skewed toward the high end -- similar percentages earn between $10,000 and $49,999, but fewer respondents earn less than $10,000 a year and more earn $50,000 or more than Portlanders overall do. The respondents are much less likely to be homeowners: 26% of the respondents are, compared to 50% of Portland residents as a whole.

Most resident respondents are employed or self-employed (78%), and 13% are retired. They are heavily concentrated in managerial and professional occupations compared to the general Portland workforce: 51% are in the "managerial and professional specialty" category, while 29% of Portland workers are. The respondents are employed in service occupations in slightly higher proportions that are Portland employees overall (20% of respondents, compared to 14% of Portland employees).

The respondents living in the Impact Area have lived in the District for an average of 7.6 years, and those living outside the Impact Area have been in the District an average of 9.5 years. Impact Area residents are less sure they will remain in the District than are other residents; 60% of respondents living outside the Impact Area plan to be in the District a couple of years from now, but only 36% of Impact Area respondents feel that sure they will remain in the District.

Fifty-six surveys were completed by District business owners. Sixty-one percent were from business owners in the Impact Area.

Respondents who are business owners in the District have somewhat stronger neighborhood ties in some respects than do residents. Nearly one-third of them are District residents, and they have been involved in the District as businesspeople for an average of almost 10 years. Ninety percent expect to be in business in their current location next year.

Most business respondents are in the retail business (57%). Of these, 23% are food-retail businesses that may also sell alcohol products. An additional 22% own a bar, pub or restaurant, and 17% own a service-oriented business. Thirty-one percent have a liquor license (26% [N = 9] of Impact Area business respondents and 36% [N = 8] of others).

II. Attitudes and Lifestyles

Residents

Residents of the Northwest Neighborhood District overwhelmingly feel it is the part of Portland they would most like to live in. Eighty-six percent consider it to be better for them than other neighborhoods, and only 6% think it is worse than other neighborhoods. Residents living within and outside the Impact Area are quite similar in their view of how the District compares to others in the city, with those living in the Impact Area viewing the District a little more as "somewhat" than as "much" better.

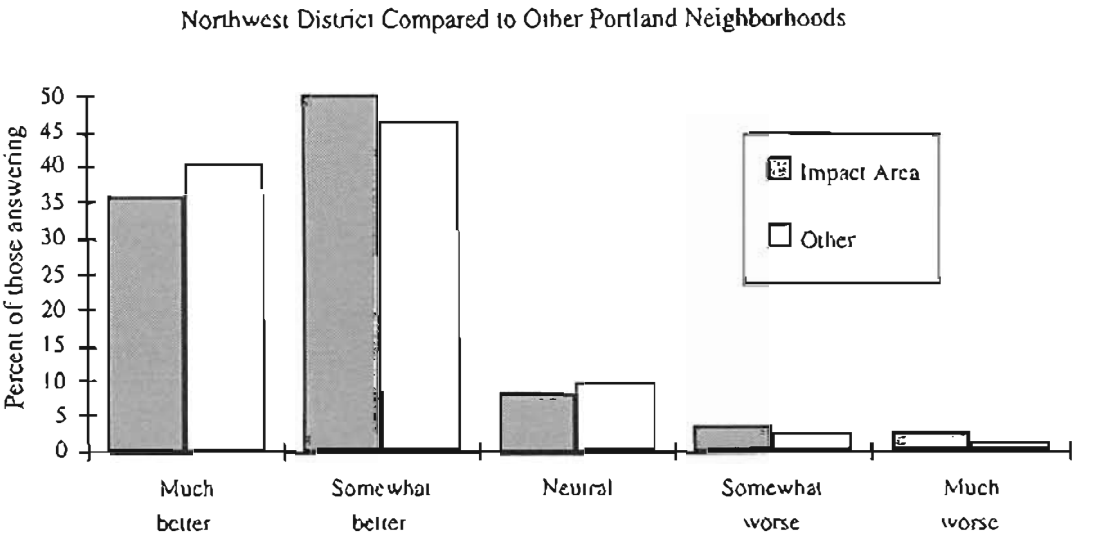

Figure 3: How residential respondents rate the District as a place for them to live, compared to other Portland neighborhoods

Recent changes. Residents are less enthused about the impact of commercial redevelopment along NW 21st and NW 23rd Avenues, but overall these changes are perceived as being good. Two-thirds rate the effect of this redevelopment as making the District either much better or somewhat better, while roughly one-quarter rate them as making the District worse. Residents living in the Impact Area rate these changes more negatively than do residents living outside the area of most intense change.

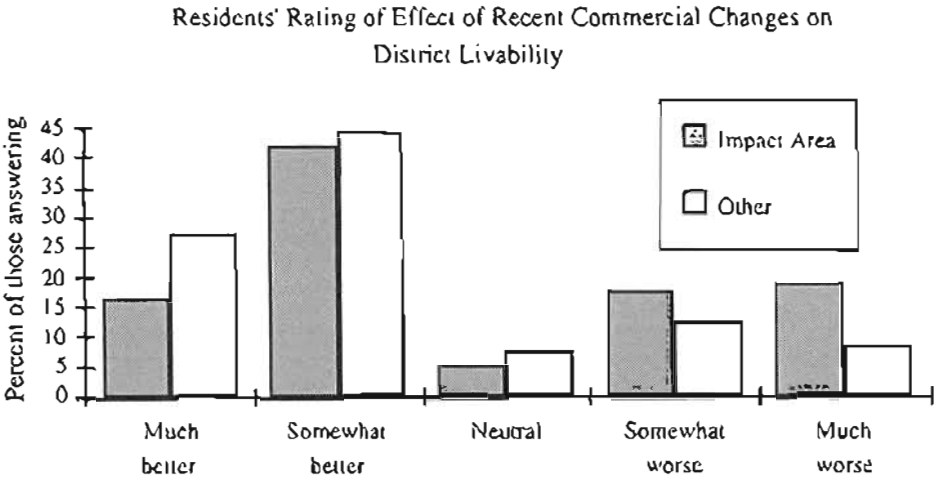

Figure 4: How residential respondents rate the effect of recent commercial development along NW 21st and NW 23rd Avenues on District livability

Residents are less positive about recent changes in the kind of people who live in the District.[6] One-fifth of the respondents felt they couldn't rate the impact of these changes. Of those who did rate the changes, a third are neutral about recent changes; 40% see the changes as making the District better, and 25% think they make the District worse.

[6] The question asked about changes in the last 5 years (the same period referred to in the question about commercial redevelopment). Short-term District residents often replied that they didn't know what effect these changes had had, because they had not lived in the District for most of the specified period of time. However, only 9% answered "don't know" to the question about the effect of commercial change in the District in the last five years.

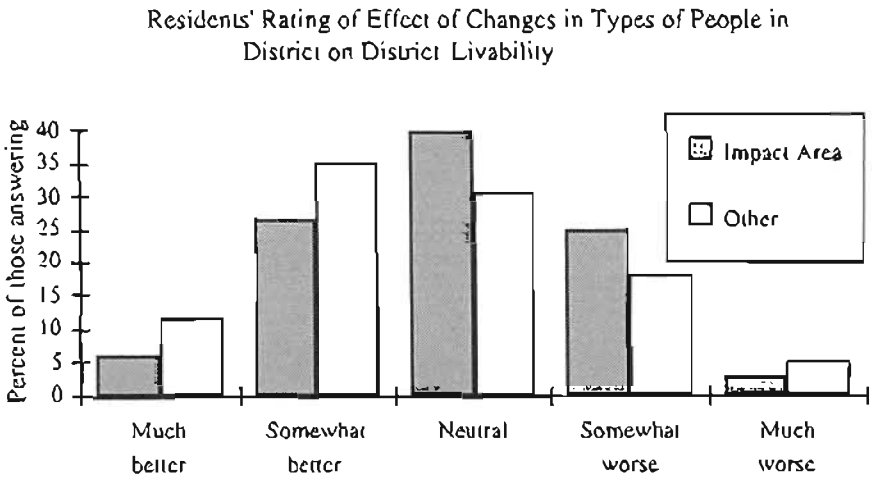

Figure 5: How residential respondents rate the effect of recent changes in the kinds of people living in the District on District livability

Good things about the District. Residents were asked to score a series of District features in terms of whether they make the District "a good place to be," on a scale ranging from "strongly agree" to "strongly disagree." When points are assigned to these scores according to the strength of the reply, with 2.0 meaning "strongly agree" and -2.0 meaning "strongly disagree," residents overall and the two groups of residents -- those living within and those living outside the Impact Area -- all rate the ability to walk to activities and the District's proximity to downtown Portland as the most and second-most important aspects of the District's quality of life.

Table 8: Residential respondents' rankings of selected factors that make the District a good place to be

Things that make the District a good place to be	Score (all residents)[7]	Rank	
		Impact Area Residents	Other Residents
Ability to walk to activities	1.62	1	1
Close to downtown	1.49	2	2
Attractive architecture	1.23	3	4-5
Mix of people who live here	1.18	6	3
People can live and work here	1.17	4	4-5
The range of activities	1.09	5	7
Close to Forest Park	1.07	8	6
Economically healthy area	1.03	7	8

[7] A score of 2.0 means all respondents strongly agree that the factor makes the District a good place to be; 1.0 means they all agree; 0 means they are all neutral; -1.0 means they all disagree; and -2.0 means they all disagree strongly.

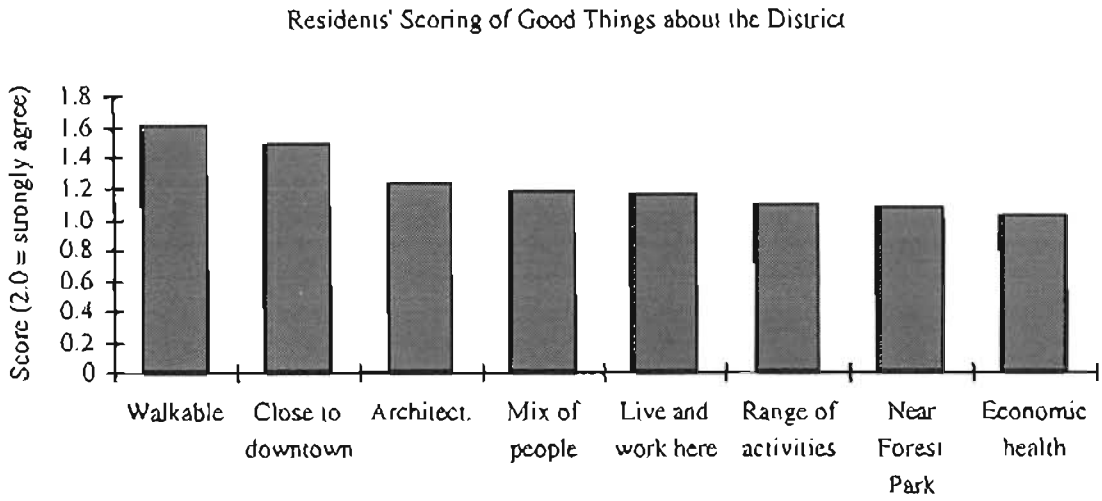

Figure 6: How resident respondents score good things about the District

The District feature that received the lowest rating is "affordable rents," which was scored 0.05 (-0.01 within the Impact Area and 0.09 outside the Impact Area). Twenty-eight percent of the respondents who scored this item are neutral about its importance in making the District a good place to be, and nearly equal percentages agreed as disagreed that it contributes to the District's quality. This disparity of opinions probably reflects different experiences and different contexts -- depending on where a resident previously lived, how long they have lived in the District, and what their income is, their current rent may or may not seem relatively affordable.

See Appendix D for the complete list of scores and rankings.

District problems. Residents living inside and outside the Impact Area differed more about what constitutes a neighborhood problem. For respondents living in the Impact Area, by far the biggest problem is too little parking. Using a scoring system that assigns a value of 2.0 to a factor that everyone strongly agrees is a neighborhood problem and -2.0 to one that everyone strongly disagrees is a problem, the parking situation was scored by Impact Area residents at 1.52. Eighty-seven percent of Impact Area respondents agreed that too little parking is a problem. The next three most significant problems for people living in the most commercially active area of the District are auto theft and break-ins (scored at 1.13, with 81% of respondents agreeing), too much traffic (1.12; 79% agreed) and the rising cost of living (1.07; 80% agreed).

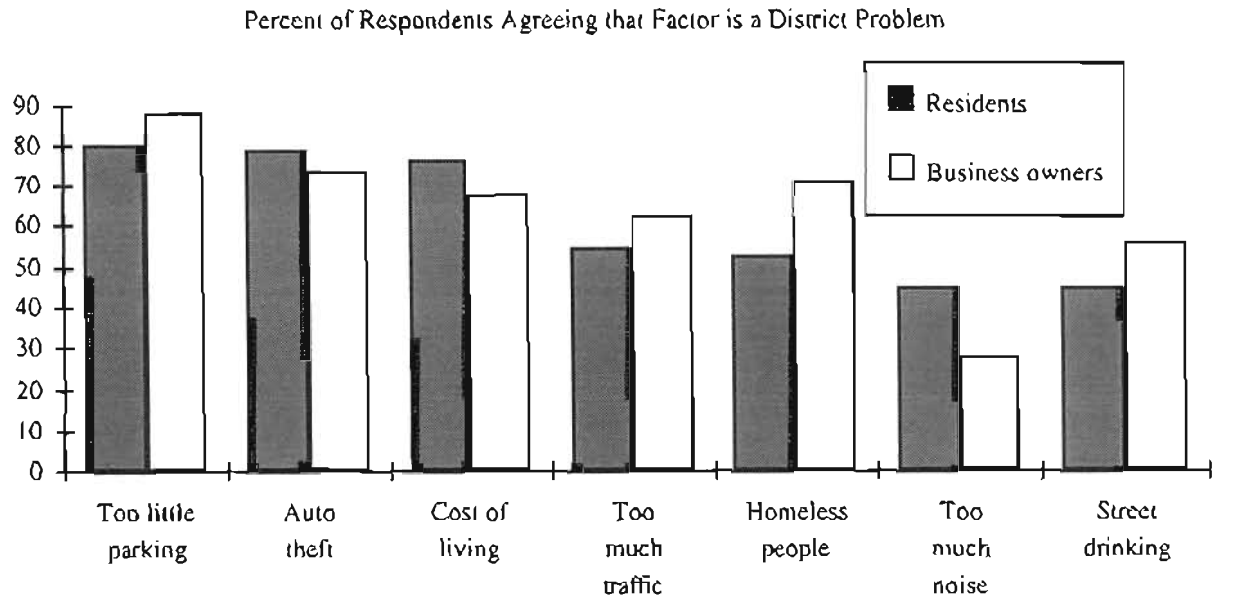

Figure 7: Percent of resident and business respondents agreeing that selected factors are District problems

Respondents living outside the Impact Area have much milder opinions of the problematic aspects of the District. Their highest-scored problem is auto theft and break-ins, scored at 1.09, closely followed by too much traffic (1.07). The rising cost of living is the third most important problem for them (1.04), with the lack of parking coming fourth (0.95). These people are more likely to live in single-family residences with garages than are Impact Area residents.

Late-night noise is a greater problem for Impact Area residents than for others, but even for them it was scored only 0.79 (on a scale of -2.0 to 2.0). Sixty-one percent strongly agreed or agreed that it is a problem, but 25% were neutral and 14% felt it was not a problem. Too much noise in general received a still lower score (0.38), and 45% of all respondents agreed that it is a District problem. Street drinking was scored 0.44, and 44% of respondents indicated that it is a problem.

Table 9: Residential respondents' rankings of selected factors that are District problems

District problems	Score (all residents)[8]	Rank	
		Impact Area Residents	Other Residents
Too little parking	1.17	1	4
Auto theft and break-ins	1.14	2	1
Too much traffic	1.10	3	2
Rising cost of living	1.05	4	3
Late night noise	0.48	5	11
Street drinking	0.42	11	8
Too much noise	0.40	10	10

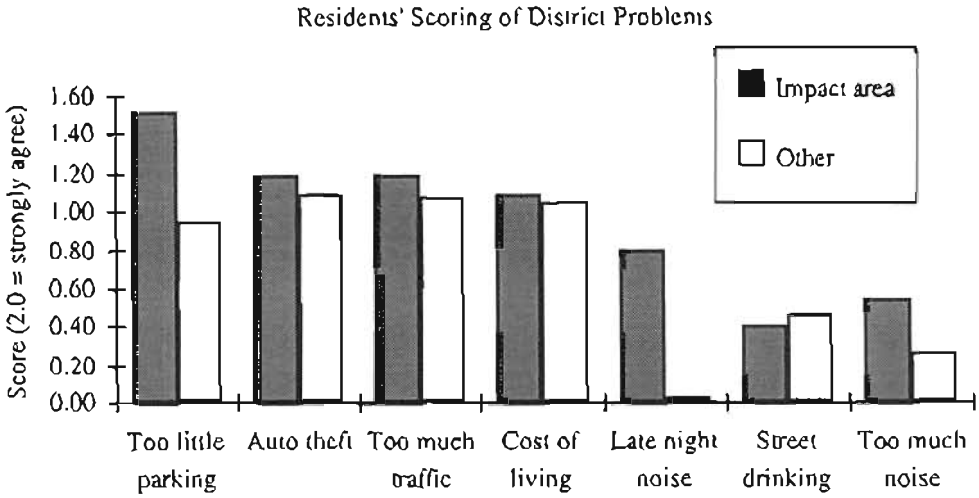

Figure 8: How resident respondents score selected District problems

Residents of the Impact Area, those outside the Impact Area and residents of the District as a whole agreed on the low ranking of three factors: "too many outsiders using the area" was twelfth, "too many bars" thirteenth and "hard to find basic goods" fourteenth.

A complete list of scores and rankings is provided in Appendix D.

Recreation. Residents living within and outside the Impact Area report that they often take advantage of the District's commercial recreational opportunities. Ninety-one percent eat in restaurants at least two or three times a month, and 88% dine in District restaurants at least once a

[8] A score of 2.0 means all respondents strongly agree that the factor is a District problem; 1.0 means they all agree; 0 means they are all neutral; -1.0 means they all disagree; and -2.0 means they all disagree strongly.

month. Fifty-eight percent go to a coffee house several times a month, and 62% visit a coffee house in the District at least once a month. Half visit a bar or pub at least two or three times a month, and slightly more than half patronize a District bar or pub at least monthly. A little more than half the respondents window shop regularly (at least once a month) in the District.

Table 10: Activities engaged in most regularly by resident respondents

Activity	Done at least 2-3 times a month			Done at least once a month **in the District**		
	Impact Area residents	Other residents	All residents	Impact Area residents	Other residents	All residents
Eat a meal in a restaurant	89%	91%	91%	91%	87%	88%
Go to a coffee house	58	59	58	66	59	62
Window shop, shop as recreation	58	54	56	60	52	56
Go to a pub or bar	51	50	51	51	54	53

Sixty-seven percent hike, bike or run several times a month, and 60% undertake this kind of activity at least once a month in the District. A small number of District residents attend religious services regularly (16%), and 12% do so at least once a month in the District.

Fifty-eight percent go to a movie at least a couple times a month, but only 35% do so in the District. Forty percent of resident respondents attend a sports event, concert, play or lecture at least two or three times a month. The fact that only 14% engage in these activities in the District reflects the fact that these events are not commonly staged within the District's boundaries.

Table 11: Other activities of resident respondents

Activity	Done at least 2-3 times a month			Done at least once a month in the District		
	Impact Area residents	Other residents	All residents	Impact Area residents	Other residents	All residents
Go hiking, biking or running	66	68	67	60	60	60
Go out to a movie	64%	54%	58%	40%	31%	35%
Attend a sports event, concert, play or lecture	41	40	40	14	14	14
Attend religious services or activities	21	13	16	13	11	12

Residents of the Impact Area are quite similar to the rest of the District in overall recreational pursuits, although they go to movies more often (64% of Impact Area residents see a movie at least two or three times a month, while 54% of the other residents do), and they attend religious services more frequently (21% of Impact Area respondents do, compared to 13% of respondents living elsewhere in the District). In terms of engagement with District businesses, Impact Area residents are quite a bit more likely to frequent a District coffee house, go to a District movie theater or window shop in the District.

Reasons to stay or leave. As a final gauge of feelings about the District, residents were asked to hypothesize about both staying in and leaving the District and to write in the primary thing that could cause them to choose each action. Overwhelmingly, the District's location in regard to downtown Portland and the wealth of its activities, all within walking distance, were the most common reasons given for choosing to stay. Many respondents mentioned how fun and diverse the District is. Being part of an urban neighborhood is clearly a major positive feature for most respondents. Thus, it appears that the concept of a mixed-use neighborhood has been very enthusiastically embraced by the majority of the survey's respondents.

A wider variety of potential reasons to leave were given. The most common concerned the expense of real estate in the District, as reflected in rents, property taxes and the cost of buying houses. Many respondents feel they will have to move out of the District when they decide to buy a home. In addition, many fear that rent increases will eventually force them out.

Dissatisfaction with a number of aspects of the District's activity level were cited as factors that might motivate respondents to leave. Parking problems, noise, crime, air pollution, "yuppies," street people and gentrification were among specific annoyances listed. Some respondents anticipate that the trends currently being experienced in the way the District is changing will continue until the area is no longer a pleasant residential environment for them.

Business owners

Business respondents generally feel quite positive about the District as a place to do business, with owners of businesses in the Impact Area being particularly enthusiastic.[9] Eighty-seven percent of all business respondents (94% of Impact Area respondents) report that the District is better than other Portland neighborhoods as a place to do business, and 33% find it to be much better than others. No respondents view the District as somewhat worse for them. One Impact Area respondent and one other respondent report that the District is much worse than others in Portland as a place for them to do business.

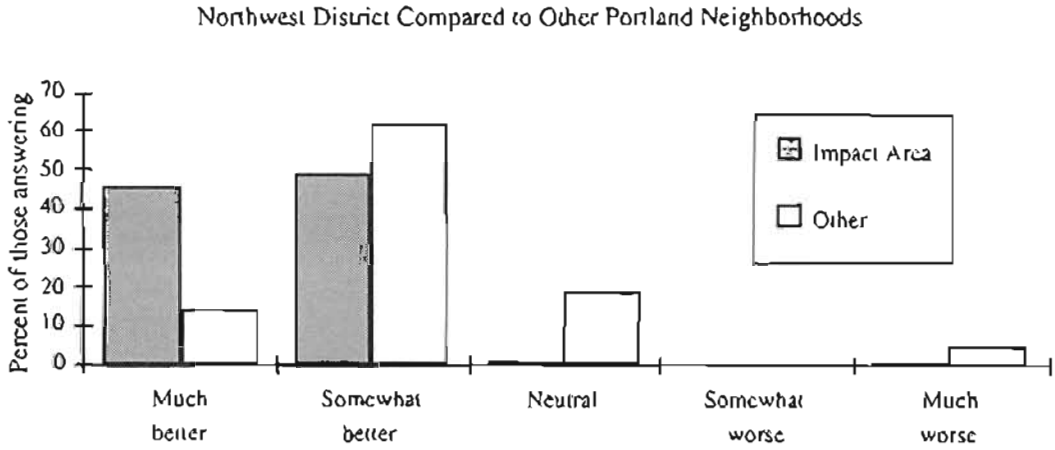

Figure 9: How business respondents rate the District as a place for them to do business, compared to other Portland neighborhoods

Recent changes. Commercial redevelopment along Northwest 21st and Northwest 23rd Avenues is also viewed positively; 42% of business respondents feel this redevelopment makes the District a much better place to do business, and an additional 44% feel it makes the District somewhat better. Owners in the Impact Area, where business activity in general and

[9] Surveys were sent to owners of businesses; thus, the terms "business owners" and "business respondents" in this report refer to the same group. For information about the ownership of the real estate where the surveyed businesses are located, see Ch. II.

redevelopment are both more intense, are more uniform in their approval of District redevelopment: 94% see redevelopment as improving the District (as do 75% of owners of businesses outside the Impact Area).

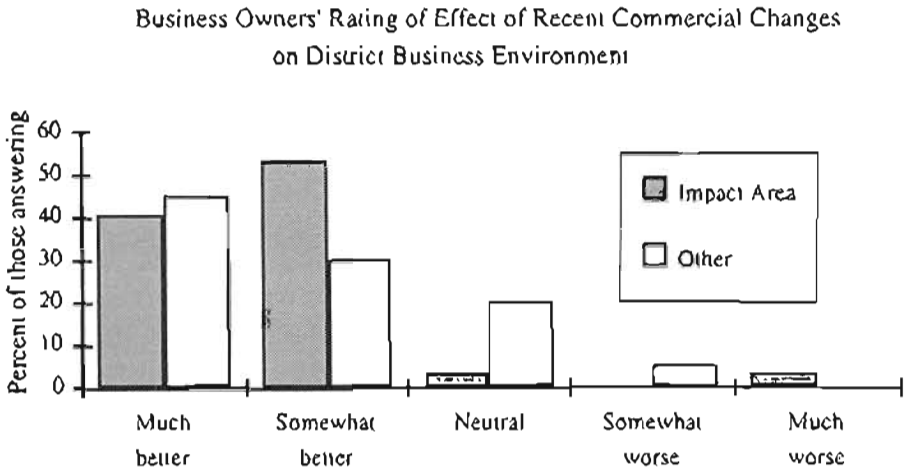

Figure 10: How business respondents rate the effect of recent commercial development along NW 21st and NW 23rd Avenues on the District's business environment

Changes in recent years in the kind of people living in the District are viewed more neutrally by business owners than are commercial changes. Only 14% replied that changes in the residents have made the District a much better place to do business, while 41% feel these changes have made the District somewhat better and 39% say they have had no effect. Six percent perceive these changes to have made the District somewhat worse. Impact Area business owners and those from the rest of the District are similar in these views.

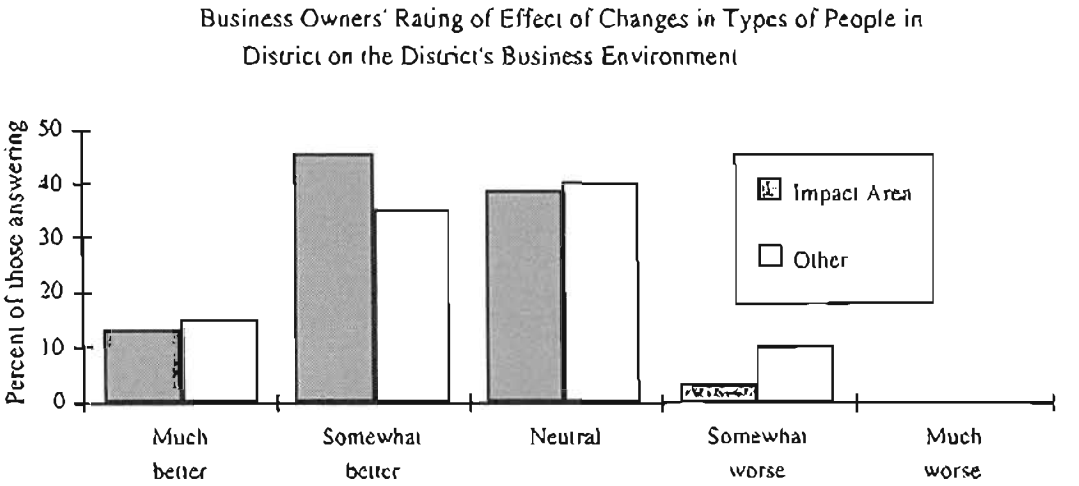

Figure 11: How business respondents rate the effect of recent changes in the kinds of people living in the District on the District's business environment

Good things about the District. Replies to a series of questions about what features make the District "a good place to be" showed business owners to strongly value the pedestrian-friendly nature of the District. No owners disagreed that that feature is important; 67% reported themselves to strongly agree, and an additional 27% agreed (for a total of 94%); only 3 (5%) were neutral. Assigning points to owners' responses based on the strength of their agreement (or disagreement) that factors are important to the District's quality, and dividing by the total number of responses, generated a score for that factor of 1.62.[10]

The fact that people can live and work in one neighborhood was the second strongest positive feature of the District, with a score of 1.44. Proximity to downtown, the economic health of the District and the mix of residents are also widely perceived to be good aspects of the District, with scores between 1.28 and 1.31. The quality of stores and the range of activities in the District were also seen as important, with scores of 1.22 and 1.20, respectively. There was less agreement about the contribution made by the District's soundness as a real estate investment, the District's community feeling and its architecture, all which received a score of 1.09.

[10] If all respondents agreed strongly, the score would be 2.0.

Table 12: Business respondents' rankings of selected factors that make the District a good place to be

Things that make the District a good place to be	Score[11]	Rank	
		Impact Area	Other
Ability to walk to activities	1.62	1	1
People can live and work here	1.44	2	3
Close to downtown	1.31	5	2
Economically healthy area	1.31	4	7
Mix of people who live here	1.28	3	8-9-10
The quality of stores	1.22	8	4
The range of activities	1.20	6-7	5-6

Many business owners felt neutral about several factors reflecting the District's character as a residential community. The fact that the District is safe at night, is near Forest Park, offers night life activities and is home to "people like me" seemed insignificant to between 25% and 41% of the business respondents (they were neutral on the issue) and were scored between 0.61 and 0.93.

The lowest total score, 0.14, was received by the item "affordable rents": more owners disagreed (43%) that this factor contributes to the District's being a good place than agreed (41%), and 16% had no opinion. This disagreement about the importance of affordable rents as a good point about the District may indicate that the respondents feel rents are not affordable, not that they feel rent levels are unimportant. Worry about rents being raised to the point that business would be unprofitable was reflected in responses to an open-ended question elsewhere in the survey about hypothetical reasons for leaving the District. Nearly half of those answering that question mentioned too-high rent as a reason they anticipate might cause them to leave.

The complete list of scores is given in Appendix D.

District problems. A similar set of questions about problems in the District showed a strong consensus that the lack of adequate parking is a problem -- 86% of owners agreed with that statement, and it was scored overall at 1.36 (using a system of assigning points to responses according to the strength of agreement or disagreement and then dividing by the number of responses, as was done with the District's positive features). Auto theft and break-ins was the next most strongly perceived problem, with a score of 1.02. The three next-highest-scored factors

[11] A score of 2.0 means all respondents strongly agree that the factor is a District problem; 1.0 means they all agree; 0 means they are all neutral; -1.0 means they all disagree; and -2.0 means they all disagree strongly.

were homeless people, vandalism and the rising cost of living, which were scored at 0.85, 0.84 and 0.82.

Table 13: Business respondents' rankings of selected factors that are District problems

District problems	Score[12]	Rank	
		Impact Area	Other
Too little parking	1.36	1	1
Auto theft and break-ins	1.02	2	5
Presence of homeless people	0.85	5	2-3
Vandalism	0.84	3	4
Rising cost of living	0.82	7	2-3

Business owners inside and outside the Impact Area disagreed about two significant issues: noise and the number of bars. Impact Area business owners gave noise a score of -0.18 and too many bars -0.15, indicating some disagreement that those are problems, while those outside the Impact Area scored them 0.29 and 0.32, respectively. On both issues, a large portion of the respondents were neutral (42%), neither agreeing nor disagreeing that they were problems. Taken as a whole, the business respondents scored noise problems at 0.00 and "too many bars" at 0.04.

See Appendix D for the entire list of problem choices and scores.

Reasons to stay or leave. Business respondents were asked to imagine that they had decided first to stay in the District and then to leave, and then to name the main thing that would induce them to make either choice. The most popular reasons given for deciding to remain were the healthy business environment in the District; the attractiveness of the diversity of people, customers and activities in the District; and being tied to a long-term lease. In general, the sense given by these comments was that the business environment of the District is viewed quite positively by these respondents.

Like the resident respondents, business respondents are concerned that real estate cost increases may eventually price them out of the District. The most common reason listed for (hypothetically) needing to leave the District was rent increases. Lack of adequate parking for customers was the next most frequently mentioned problem. A variety of other concerns about possible degeneration of the District were also mentioned.

[12] A score of 2.0 means all respondents strongly agree that the factor is a District problem; 1.0 means they all agree; 0 means they are all neutral; -1.0 means they all disagree; and -2.0 means they all disagree strongly.

Summary

Residents and business owners have remarkably similar views of the Northwest Neighborhood District. There is strong consensus among both groups that the District is a good place for them. The two groups identify the same features of District life as being particularly important -- four of the five highest-scored features for the two groups are the same (people can walk to different activities; people can live and work in the District; it's close to downtown; and it has a good mix of residents), and they both believe that the single most significant District amenity is its pedestrian-friendly geography. They generally agree about what features are not important in creating the environment they like in the District. For example, neither group rates affordable rents as a positive aspect of District life.

The mixed-use, walkable nature of the District is the primary reason given by both residents and business owners for wanting to stay in the District.

Turning to District problems, the two groups are again in agreement. Too little parking and auto theft were scored highest by both residents and business owners, and vandalism and the rising cost of living were two of the next four most noticeable problems for both groups. Too many bars, too much noise, difficulty finding basic goods, and the presence of too many people who do not live in the District all ranked near the bottom of the list of District problems.

The subject of greatest disagreement between residents and business owners is the impact of recent changes in the District's commercial and residential character. While 87% of business owners feel recent commercial redevelopment makes the District better, only 66% of residents concur. Recent changes in the District's residents are considered to be making the District worse by 25% of residents, but by only 6% of business owners.

Responses to open-ended questions about things that could potentially cause the respondents to move out of the District revealed similar fears among residents and business owners. Rising real estate prices are seen as a factor that could make the District unaffordable, and increases in urban problems such as congestion, inadequate parking, crime and street people are worrisome to some members of both respondent groups. Some respondents fear that if current trends continue, the District will no longer be a pleasant place to live or work.

III. Issues

Introduction

Three critical issues of concern to both residents and business owners in the District were clearly identified in the focus group sessions, as well as in discussions with representatives of the Northwest District Association, the OLCC and the Portland Bureau of Licenses: noise; traffic and parking; and a number of facets of alcohol use. The importance of traffic and parking problems to District residents and business owners was supported by the respondents' replies to questions about District problems (discussed in Chapter II).

The survey included a set of several specific questions on each of these topics, followed by a general item asking for the respondents' evaluation of the severity of each problem for them personally. That is, for each issue the survey gathered detailed information about the respondents' experiences, as well as their overall rating of the problem. The overall rating item asked if the issue is "a very big problem" for the respondent personally, "a big problem," "a problem," "an inconvenience" or "not a problem." Semantic differential scales of this sort, which are designed to reflect a very subjective concept, can be difficult to interpret. Respondents will interpret the response categories in relation to their own general perceptions about how annoying environmental factors are. Two people faced with identical situations may feel very differently about how problematic they are. Information captured with these scales will reflect to some degree the strength of respondents' feelings, but it cannot be assumed that each respondent defines "a problem" or "an inconvenience" in the same way.

From a policy-making perspective, the main ambiguity with the overall ratings items stems from the response category "an inconvenience." In a static situation, what is an inconvenience today will still be just an inconvenience tomorrow. However, if a situation is dynamic, and especially if problems are escalating or the root causes of problems are growing, today's inconvenience may be tomorrow's problem. Thus, these overall ratings may be most helpful in comparing attitudes between groups of respondents or in attempting to identify future problems, rather than in determining whether a policy change is appropriate.

Both residents and business owners scored the traffic and parking issue as a problem. Impact Area residents and business owners rate the problem most severely; 49% and 56%, respectively, rate it as a problem, and only 8% and 6%, respectively, call it "not a problem." Residents and business owners from outside the Impact Area are more sanguine about these issues, but still

concerned; both groups divide roughly into thirds, with one-third finding it a problem, one-third an inconvenience, and one-third not a problem.

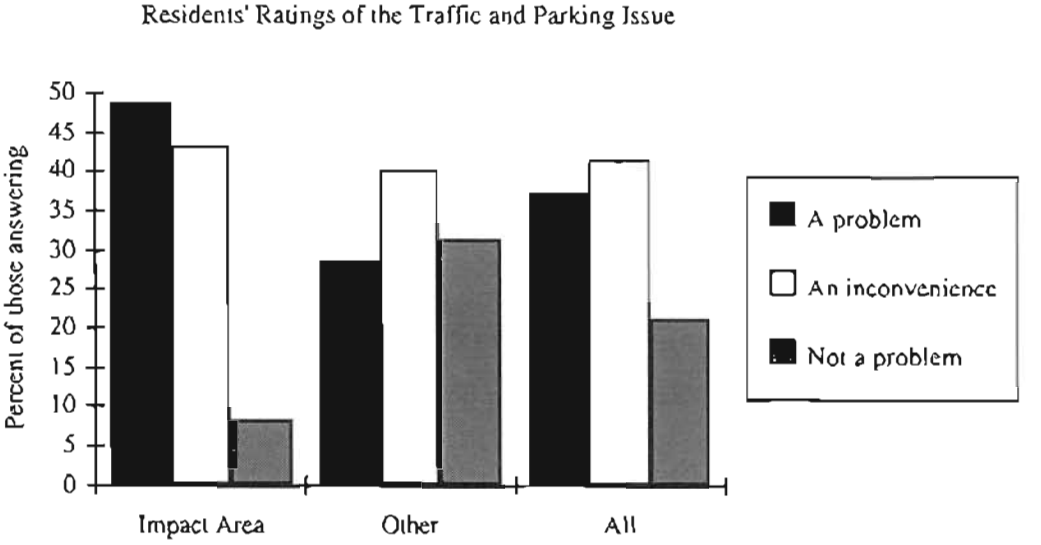

Figure 12: What percent of Impact Area, Other and All resident respondents say traffic and parking are a problem for them personally

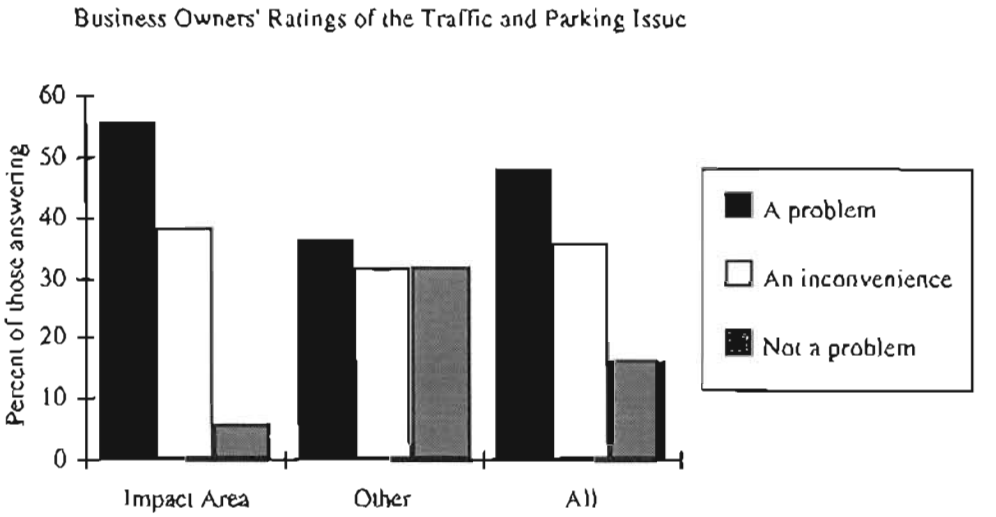

Figure 13: What percent of Impact Area, Other and All business owner respondents say traffic and parking are a problem for their business

Typically, traffic-related issues are the most critical for urban dwellers. According to the 1982 Neighborhood Information Profiles, 43% of the West/Northwest's "needs reports" in 1982

concerned traffic engineering issues (Office of Fiscal Administration 1982, 9),[13] and 27% of West/Northwest residents surveyed for that profiles report said they were dissatisfied with parking availability in the District (1982, 19), a much higher level of dissatisfaction that any other neighborhood except Downtown. And in 1986, 40% of neighborhood needs reports city-wide had to do with transportation issues.[14] The ratings given for the current study should be interpreted in the context of this common emphasis on traffic and parking problems.

See Appendix E for detailed tables of responses to these questions.

Residents and business owners diverge substantially in their perceptions of noise and alcohol issues, with residents seeing these aspects of District life as more bothersome than business owners. Just as with traffic and parking, for both these issues, Impact Area residents feel somewhat stronger than other residents about the problem's severity.

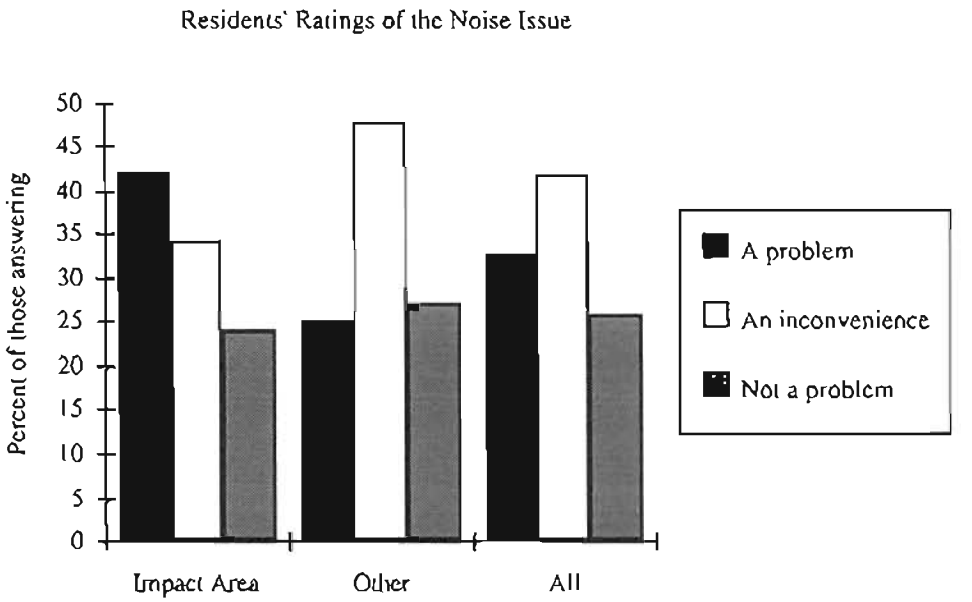

Figure 14: What percent of Impact Area, Other and All resident respondents say noise is a problem for them personally

[13] Office of Fiscal Administration, Services Research Division, Portland, Oregon. 1982. "Needs reports" are requests from citizens to neighborhood associations for action or service from a government agency.

[14] Neighborhood Information Profiles, Office of Fiscal Administration, Revenue and Policy Analysis Division, Portland, Oregon, 1986.

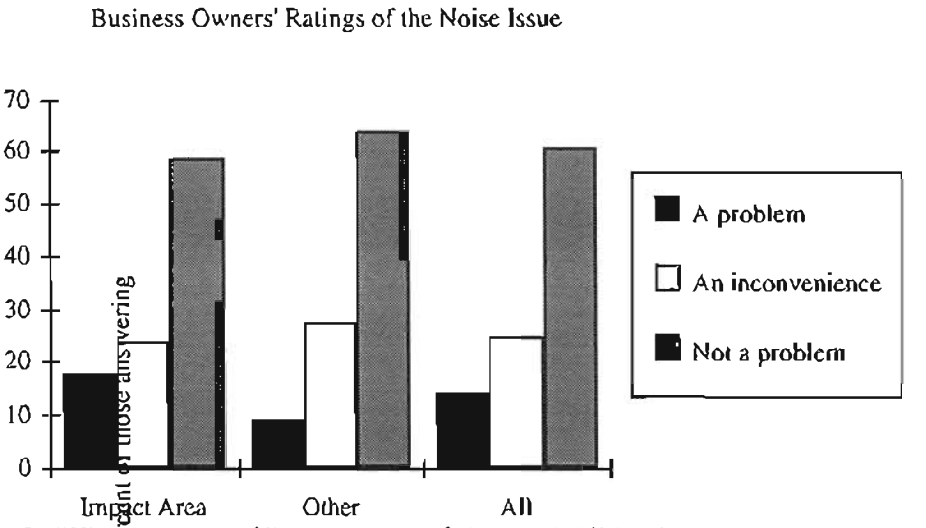

Figure 15: What percent of Impact Area, Other and All business owner respondents say noise is a problem for their business

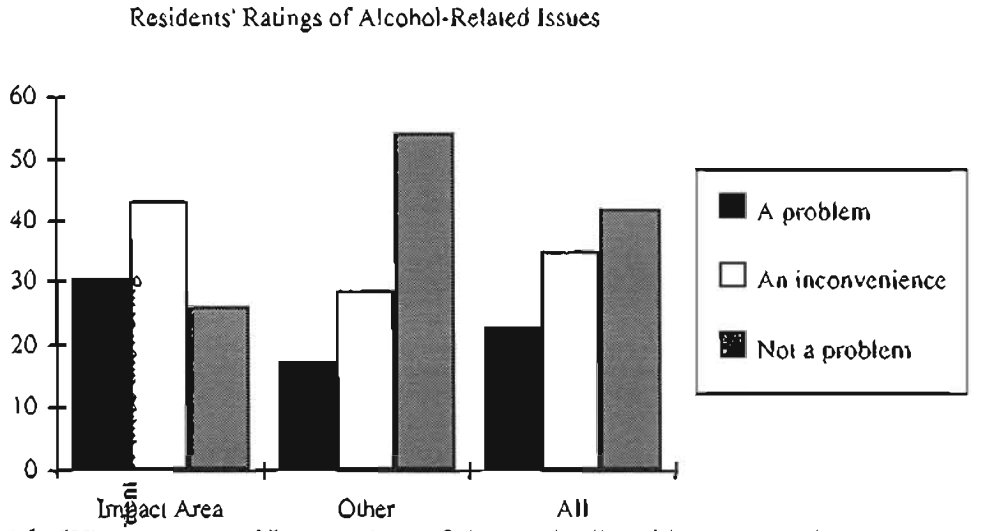

Figure 16: What percent of Impact Area, Other and All resident respondents say alcohol-related issues are a problem for them personally

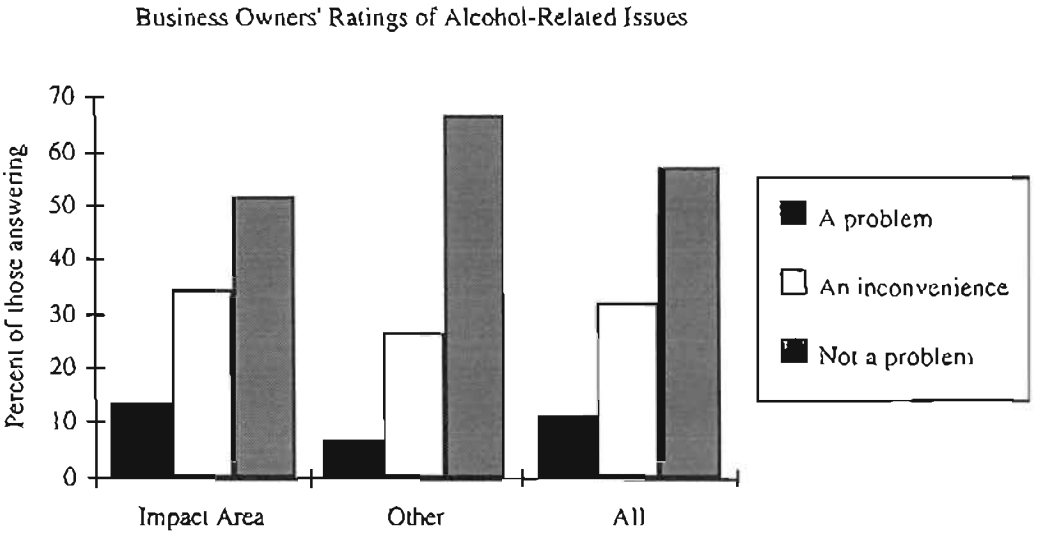

Figure 17: What percent of Impact Area, Other and All business owner respondents say alcohol-related issues are a problem for their business

Twenty-six percent of the complete resident respondent group see noise as not a problem, 42% rate it as an inconvenience, and 33% see it as a problem. Sixty-one percent of all business respondents see noise as not a problem, 25% rate it as an inconvenience, and 14% see it as a problem. Forty-two percent of all resident respondents rate alcohol-related issues as not a problem, 35% see them as an inconvenience, and 23% rate them as a problem. Fifty-seven percent of the complete business owner respondent group see alcohol-related issues as not a problem, 32% find them to be an inconvenience, and 11% rate them as a problem.

Impact Area residents and business owners see all these issues as more significant than do those living or conducting business outside the Impact Area. Twenty-four percent of Impact Area resident respondents report that noise is not a problem, compared to 27% of other resident respondents; 34% of Impact Area residents say noise is an inconvenience, compared to 48% of others; and 42% of Impact Area residents find noise to be a problem, compared to 25% of other residents. Alcohol-related issues are not a problem for 26% of Impact Area residents, and for 54% of other resident respondents; they are an inconvenience for 43% of Impact Area residents, as well as for 29% of other resident respondents; and they are a problem for 31% of Impact Area resident respondents, as they are for 17% of others.

Fifty-nine percent of Impact Area business owner respondents report that noise is not a problem for their business, as do 64% of other business owner respondents; 24% say it is an

inconvenience, and so do 27% of others; and 18% find it to be a problem, along with 9% of other business owner respondents. Alcohol-related issues are not a problem for 52% of Impact Area business owner respondents, and for 67% of others; they are an inconvenience for 35% of Impact Area respondents, along with 27% of others; and 14% of Impact Area business owner respondents state that alcohol-related issues are a problem for their business, as do 7% of business owner respondents whose businesses are located outside the Impact Area.

Noise

Residents

Of the three primary issues targeted by the survey, residents consider noise to be the second biggest problem, after traffic and parking. Nineteen percent of Impact Area residents define noise as either "a very big problem" or "a big problem," and 12% of other residents rank it that highly. An additional 23% of Impact Area residents and 14% of other residents say noise is "a problem." Thirty-four percent of Impact Area and 48% of other resident respondents call noise "an inconvenience," and 24% of Impact Area and 27% of other residents find that noise is "not a problem."

Residents of the Impact Area voiced stronger reactions to noise problems than did those living outside the Impact Area, but the two groups generally agree about the relative annoyance of different sources of noise. Seventy-eight percent of Impact Area residents and 57% of other residents reported being bothered by noise from outside their home in the two weeks before they completed the survey.

People talking loudly outside and anti-theft alarms are the two biggest noise problems, and for both groups they are scored much higher than the next most bothersome noise sources. Valuing a rating of "not a problem" at 0 points, "an inconvenience" at 1 point, "a problem" at 2 points, "a big problem" at 3 points and "a very big problem" at 4 points, Impact Area residents scored people talking loudly outside at 2.22 and alarms at 1.94; non-Impact Area residents had average scores for these noise sources of 1.40 and 1.49, respectively. Seventy-four percent of Impact Area residents find that people talking loudly is at least a problem, as do 46% of the other residents. Sixty-one percent of Impact Area residents and 42% of other residents report that alarms are a problem, a big problem or a very big problem.

Table 14: Residents' scores and ranking of sources of noise

Noise source	Impact Area residents		Other residents	
	Score	Rank	Score	Rank
People outside talking loudly or shouting	2.22	1	1.40	2
Anti-theft alarms on cars or buildings	1.94	2	1.49	1
Garbage collection	1.68	3	0.95	6
Traffic in the neighborhood	1.58	4	1.07	4
Buses or trucks	1.41	5	1.08	3
Homeless people making noise	1.13	6	0.98	5
Noisy neighbors	0.97	7	0.82	7
Noise from employees going to or leaving work	0.23	8	0.35	10
Industrial noise, noise from railyard, etc.	0.15	9	0.51	8
Freeway noise	0.11	10	0.37	9

Traffic, garbage collection, trucks and buses and homeless people all fall into the next most bothersome category of noise sources for both groups of residents. Noise from employees going to or leaving work, from the freeway and from industry were rated "not a problem" by 83% of Impact Area resident respondents (77% of others), 92% of Impact Area residents (80% of others), and 91% of Impact Area residents (70% of others), respectively, and as "an inconvenience" by 12% of Impact Area residents (15% of others), 5% of Impact Area residents (10% of others), and 6% of Impact Area residents (18% of others), respectively. These last three noise sources were the only ones scored higher overall as more serious problems by non-Impact Area resident respondents than by Impact Area ones, reflecting their geographic location nearer the edges rather than the center of the District.

Noise problems are greatest between 10 p.m. and 6 a.m., with no particular time being clearly the most problematic. Of residents reporting having been bothered by noise during the two weeks before they answered the survey, 76% of Impact Area respondents and 59% of other residents mentioned 10 p.m. - 2 a.m. as a time they were botbered. and about half of each group mentioned 2 a.m. - 6 a.m. Weekends are generally more troublesome at night, although weekdays between 2 a.m. and 6 a.m. is one of the worst periods, possibly because of garbage collection schedules. Weekdays from 6 a.m. to 10 a.m. are too noisy for 34% of Impact Area and 29% of other resident respondents.

Over half of non-Impact Area residents and nearly three-fourths of Impact Area residents report having their sleep bothered by noise at least twice in the two-week period prior to their completion of the survey. Impact Area residents have more trouble sleeping because of noise than do residents living farther from the heart of the District's commercial district, although 6% of Impact Area and 9% of other resident respondents either had difficulty getting to sleep or were woken from sleep because of noise more than 5 times in that two-week period.

Table 15: Number of times residents had difficulty getting to sleep or were woken from sleep by noise outside their home, in the last two weeks

Number of times sleep was bothered by noise in the last 2 weeks	Impact Area	Other
Never	7	21
Once	10	13
2 to 3 times	28	26
4 to 5 times	15	11
More than 5 times	4	7
number of responses	64	78

The most bothersome sources of noise that impede residents' sleep are the same ones identified in the scoring of noise problems: people talking or shouting loudly outside, alarms, trucks and buses and garbage collection.

Asked if there had been a period of time during the last year when noise problems were the worst, about 30% of each resident respondent group said yes. The summer months are the noisiest, and many residents reported that even May and September are quite noisy. Some mentioned specific events that had been bothersome for them, like construction projects or a particularly loud party, or extra noise related to a holiday such as St. Patrick's Day or the Fourth of July.

District Noise Scale. One section of the survey involved a District Noise Scale. This scale, running from 0 to 10, defined certain numbers according to how noisy they would be expected to be, as follows:

0	1	2	3	4	5	6	7	8	9	10
A calm, very quiet place		Activity and noise of a quiet residential area		Usually quiet, with some busy times		Lively		A noisy, bustling, active place		Too noisy, too much activity

Figure 18: The District Noise Scale

Respondents were asked to identify where specified areas of the District should be located on the scale. A score of 0 was defined as "a calm, very quiet place"; 2 indicated "activity and noise of a quiet residential area"; 4 represented a place that is "usually quiet, with some busy times"; 6 meant an area is "lively"; 8 showed "a noisy, bustling, active place"; and 10 was "too noisy, too much activity". Residents ranked various parts of the District and the commercial district. The numbers of residents locating each geographic area at each point on the scale are listed in the following table.

Table 16: Percentage of resident respondents locating each area at each point on the District Noise Scale

How noisy is each place?		0	1	2	3	4	5	6	7	8	9	10
The area immediately around your home	Impact	1	2	8	5	13	7	16	7	16	13	13
	Other	10	4	14	9	24	10	10	3	9	1	4
	All	6	3	11	7	19	9	13	5	12	6	8
Where on this scale would you prefer to live?	Impact	4	5	11	15	25	12	25	5	0	0	0
	Other	15	13	19	15	16	11	8	2	1	0	0
	All	10	10	16	15	20	12	15	3	1	0	0
Where on this scale do you think the average person would like to live?	Impact	1	3	15	23	28	19	11	0	0	0	0
	Other	6	6	35	14	23	12	5	0	0	0	0
	All	4	5	27	18	25	15	7	0	0	0	0
The commercial area along NW 21st Ave., on a weekend	Impact	0	0	0	0	4	10	16	10	18	22	21
	Other	0	0	2	3	3	6	24	12	37	8	6
	All	0	0	1	2	3	8	20	11	29	14	13
The commercial area along NW 23rd Ave., on a weekend	Impact	0	0	0	0	3	6	14	15	25	15	23
	Other	0	0	1	2	3	5	13	16	38	13	9
	All	0	0	1	1	3	5	14	16	33	14	15

Impact Area residents generally find the vicinities of their homes to be "lively" (a score of 6), although they reportedly would prefer to live in a place that is "usually quiet, with some busy times" (a score of 4). Other residents think the area around their home is usually quiet, but they would prefer something a little quieter. All residents consider the commercial areas along NW 21st and NW 23rd Avenues to approach "noisy, bustling, active" (a score of 8).

Coping strategies. The most common way of reducing the impact of noise is to keep windows closed; 50% of Impact Area and 41% of other resident respondents do that. Another 36% of Impact Area and 46% of other respondents say they have made no accommodations to noise issues. Some residents wear earplugs or try to mask noise from outside their homes with television, radios, air conditioners and fans.

Business owners

Business owners consistently reported that noise is not a problem for them. Asked whether they agree that noise is a District problem, their overall response was neutral; with responses weighted so that "not a problem" counted for 0 points and "a very big problem" for 4 points, their average score was 0.6 (less than "an inconvenience," which would be scored at 1.0). And presented with a list of sources of noise, only noise created by homeless people was rated higher than "an inconvenience" by the complete group of business owner respondents.

Twenty-seven percent of the business owner respondents report that noise created by homeless people is a problem; 23% say that noise from car and building anti-theft alarms is a problem; and 23% find that noise from buses and trucks is a problem. Only 13% considered traffic noise to be a problem, and 11% rated garbage collection noise as a problem.

Table 17: Business owners' scores and ranking of sources of noise

Noise source	Impact Area		Other	
	Score	Rank	Score	Rank
Homeless people making noise	1.09	1	1.09	1
Anti-theft alarms on cars or buildings	1.06	2	0.59	3-4
Buses or trucks	0.76	3	1.00	2
Traffic in the neighborhood	0.68	4	0.59	3-4

A list of all referenced noise sources and respondent scores is provided in Appendix D.

District Noise Scale. Using the same District Noise Scale as the residents, business owners ranked various parts of the commercial district at different times of the day and week. The numbers of business owner respondents locating each geographic area at each point on the scale are listed in the following table.

Table 18: Percentage of business owner respondents locating each area at each point on the District Noise Scale

How noisy is each place?		0	1	2	3	4	5	6	7	8	9	10
The area immediately around your business, during a weekday	Impact	0	0	4	4	15	19	37	11	7	4	0
	Other	7	7	7	0	29	0	14	7	21	0	7
	All	2	2	5	2	20	12	29	10	12	2	2
Where on this scale is the best place for a business like yours?	Impact	0	0	4	4	4	19	35	23	12	0	0
	Other	14	0	7	7	21	7	36	0	7	0	0
	All	5	0	5	5	10	15	35	15	10	0	0
The area immediately around your business, on weekday evenings	Impact	0	0	8	8	15	19	35	8	4	4	0
	Other	15	8	31	0	23	8	8	8	0	0	0
	All	5	3	15	5	18	15	26	8	3	3	0
The area immediately around your business, on Friday and Saturday evenings	Impact	0	0	4	8	8	8	31	12	27	4	0
	Other	15	8	8	0	23	0	31	0	8	8	0
	All	5	3	5	5	13	5	31	8	21	5	0
The commercial area along NW 21st Ave., on a weekend	Impact	0	0	5	0	16	11	32	11	26	0	0
	Other	11	0	11	0	0	0	11	11	44	0	11
	All	4	0	7	0	11	7	25	11	32	0	4
The commercial area along NW 23rd Ave., on a weekend	Impact	0	0	4	0	7	19	19	11	33	7	0
	Other	9	0	0	0	9	0	9	0	64	9	0
	All	3	0	3	0	8	13	16	8	42	8	0

Only on weekends and along the major commercial areas did the median score rise above "lively," and even then it did not reach the level of "noisy, bustling, active." Only one respondent marked 10 ("too noisy") for any place or time (NW 21st Ave. on weekends). Weekday evenings are perceived as being the quietest.

Overall, business owners seem to find their business locations to be nearly ideal in terms of activity level for their own particular business. Of the 35 respondents answering this section of the survey, 13 rated their actual location and their ideal location at the same score, and 13 others rated them within one point of each other on the scale.

Traffic and Parking

Residents

Of the three main issues explored by the survey, traffic and parking is the most significant problem for Northwest Neighborhood District residents. Impact Area residents are, naturally, more affected by this issue, and 30% of Impact Area respondents classify it as either "a very big problem" or "a big problem." Sixteen percent of other resident respondents rate it that seriously.

Traffic. Congestion in the most commercially active area of the District is a problem for residents throughout the District. Using a scoring system that assigns a value of 1 to an issue that is "an inconvenience," 2 to "a problem," 3 to "a big problem" and 4 to "a very big problem", the amount of traffic on NW 23rd Ave. was rated at 1.90 by the complete resident group and traffic on NW 21st Avenue at 1.48. Impact Area residents consider these traffic situations to be a somewhat greater problem than do other residents, scoring them at 2.03 and 1.67, respectively. Difficulty crossing streets because of heaving traffic was rated 1.65 by residents overall, and again Impact Area residents feel a little more strongly about the issue than do respondents living outside the Impact Area.

Traffic on the street they live on is a much more serious concern for Impact Area residents than for other residents, but it is scored lower than the other three traffic situations the survey inquired about.

Table 19: Residents' scoring of traffic problems

Traffic situation	Score		
	Impact Area	Other	All
Congestion on NW 23rd	2.03	1.80	1.90
Difficulty crossing streets due to traffic	1.73	1.59	1.65
Congestion on NW 21st	1.67	1.35	1.48
Traffic on your street	1.40	0.89	1.11

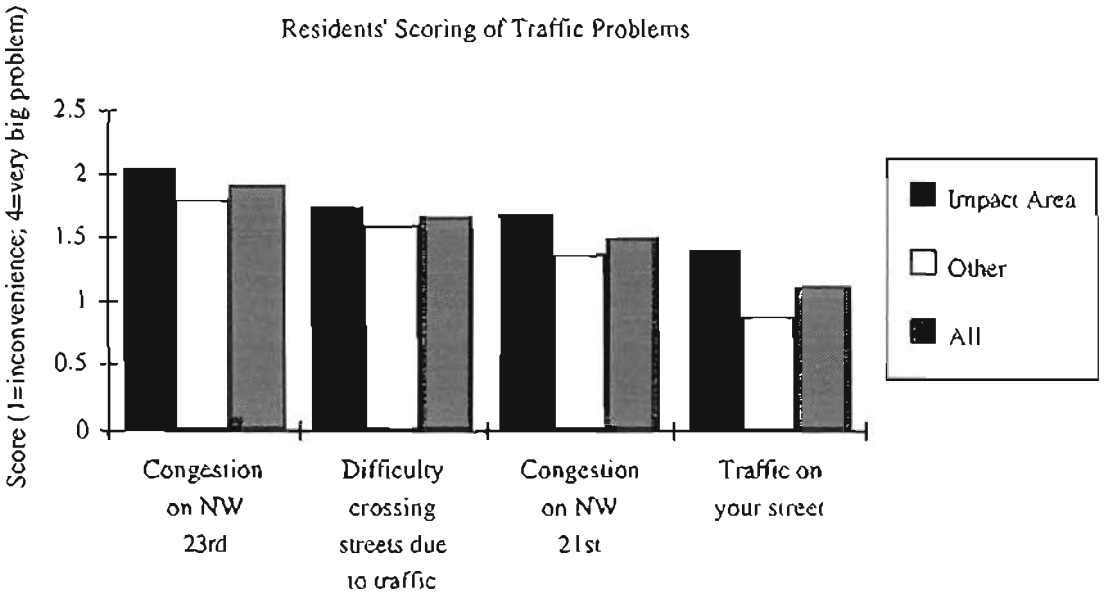

Figure 19: Residents' scoring of traffic problems

Parking. Residents report owning an average of 1.25 vehicles per household. This is approximately the same average as was found for the entire Portland area in the 1990 Census, but is much higher than the 0.78 vehicles per household reported by that census for the Northwest Neighborhood District. Fifteen percent of resident respondents' households own no vehicles, and 54% own one vehicle.

Residents living outside the Impact Area are much more likely to have access to off-street parking of some sort near their residence than are those living in the Impact Area. Forty-one percent of vehicle owners outside the Impact Area park in a garage, driveway or other off-street location, and another 5% sometimes do. Fifty-four percent rely on on-street parking.

Impact Area residents are more dependent on finding a parking space on the street. Thirty-two percent always or sometimes have an off-street parking spot, but 67% rely exclusively on on-street parking places.

Impact Area residents report that they and their guests "usually" or "always" have trouble finding a parking place within a block or two of their home: 64% of the time for the residents themselves, and 74% of the time for their guests. Other District residents are relatively unaffected by on-street parking availability problems: 24% say they "usually" or "always" have difficulty finding a parking spot within a block or two of their home, and 28% of their guests do.

Table 20: Number of respondents who report each specified frequency of having difficulty finding a parking spot within a block or two of their home, for themselves or their guests

Percent of respondents who have difficulty finding parking	Residents		Guests	
	Impact Area	Other	Impact Area	Other
Never	4	35	0	35
Once in a while	33	40	25	37
Usually	42	13	37	15
Always	22	11	38	13
Total	101	99	100	100

Coping strategies. Most residents have made some changes in their lifestyle to reduce the impact of traffic and parking problems. Avoidance of congested areas, especially NW 23rd and NW 21st Avenues, is the most common change; about half the resident respondents say they do that. Many residents decrease their driving so they don't have to deal as frequently with looking for a parking space, and some substitute walking, biking or mass transit. Twenty percent of

Impact Area and 32% of other residents report they have not made any changes in response to traffic and parking difficulties.

Business owners

Traffic. Although potential problems caused by traffic and lack of parking are often discussed together as a single issue, it is clear that business owners see these are two very separate features of business life in the District. Too little parking is by far the biggest concern of business owners, among possible District problems rated on the survey, while too much traffic was ranked eighth. Eighty-eight percent of business respondents agreed that too little parking was a problem, and over half agreed strongly. Sixty-three percent agreed that too much traffic is a problem, but only 18% strongly agreed. Rating various sources of noise in terms of the problems they create, traffic noise scored only 0.64 with the business owners as a group, rating lower than "an inconvenience."

Thirty percent feel that difficulty in crossing streets because of traffic is a serious enough problem to be more than just an inconvenience, but 82% stated that the amount of traffic on the street their business is on is either not a problem at all or is merely an inconvenience. Traffic elsewhere in the District is seen as more problematic. Thirty-six percent think that the amount of congestion on NW 23rd Ave. is a problem, and 25% feel that way about congestion on NW 21st Ave. (Twenty percent reported that they did not know whether congestion on NW 21st Ave. is a problem, but no one answered "don't know" about congestion on NW 23rd.)

Parking. Parking, however, is perceived by business owners to be a problem for them, and they believe that the lack of easily available parking for District residents is a District problem. Impact Area business owners are much more affected by this issue than those outside the Impact Area. Eighty-eight percent of Impact Area business owners and 68% of other business owners believe the lack of easily available parking for customers reduces the amount of business they do, and 50% of Impact Area (27% of others) feel it reduces their business "a lot."

Business owners inside and outside the Impact Area agree equally about the severity of the residents' parking problem. Seventy-nine percent agree that the lack of easily available parking for District residents is "a major problem" for the District; 34% agree strongly.

Employee parking. The average business respondent's business draws 5.0 employees who drive to the District. Excluding the seven respondent businesses with 10 or more employees,

this average drops to 2.9. Employees of 32% of employers park in off-street parking. Employers whose driving employees all park on the street average 4.4 employees.

Alcohol

Introduction

Focus group sessions and discussions with other interested parties illuminated two major components of alcohol-related concerns in the District: the noise and activity of patrons of bars and restaurants, and annoyance caused by homeless people who drink alcohol in public.[15] There is some perception that both components are becoming increasingly problematic, as commercial growth in the District supports expanded entertainment activities, including drinking, and as efforts to address homelessness elsewhere in the city seem to increase the presence of the homeless population in the District. These two facets of the alcohol problem were major factors in the impetus for this study.

Residents

Homeless people. Residents indicated that homeless people's drinking creates a number of problems. Using a scoring system that assigns a value of 1 to an issue that is "an inconvenience," 2 to "a problem," 3 to "a big problem" and 4 to "a very big problem," Impact Area and other residents rated four of these problems as follows:

Table 21: Residents' scoring and ranking of issues related to homeless people drinking

Issue	Impact Area		Other	
	Score	Rank	Score	Rank
Litter, including broken glass	1.91	1	1.85	1
Panhandling	1.56	2	1.37	3
Noise of drinkers	1.54	3	1.20	4
Street drinking	1.51	4	1.43	2

Sixty-one percent of resident respondents believe that the litter created by homeless people drinking is a problem; 37% rank panhandling as a problem; 36% feel the noise of drinkers is at least a

[15] Of course, homeless people are not the only "street drinkers," and drinking in public is not the only troubling aspect of the presence of homeless people in the District. This survey was designed to keep all these issues separate. Many residents are uncomfortable about interacting with homeless people, and many others feel that homeless people are erroneously held responsible for all noisy and annoying public behavior.

problem; and 42% feel street drinking is at least a problem. On the other hand, between 15% and 35% of all residents believe each of these issues is "not a problem."

Table 22: Percent of residents rating aspects of homeless people's drinking at various levels

Issue	Not a problem		An inconvenience		A problem	
	Impact Area	Other	Impact Area	Other	Impact Area	Other
Litter, including broken glass	13%	18%	28%	20%	59%	63%
Panhandling	13	25	49	38	38	37
Noise of drinkers	30	38	29	30	41	33
Street drinking	24	24	33	34	43	41

Bars and restaurants. The two groups of residents -- those living within and those living outside the Impact Area -- showed the strongest differences of perception on any issue on the topic of bars and restaurants. This is a major and multifaceted problem for many Impact Area residents, but overall it is a minor issue for other residents.

Table 23: Percent of resident respondents who rate various aspects of bar and restaurant patronage as "not a problem, "an inconvenience" or "a problem"

Issue	Not a problem		An inconvenience		A problem	
	Impact Area	Other	Impact Area	Other	Impact Area	Other
Competition for parking	13%	39%	19%	32%	69%	29%
Being awakened from sleep by noise related to drinking	29	58	18	22	54	20
Rude behavior from people who having been drinking	33	55	22	24	46	21
Patrons talking or shouting in the street	27	66	27	24	47	10
Traffic noise of patrons	28	59	32	28	40	14
Loud music	42	70	28	20	30	10
Too many people near bars and restaurants	45	72	23	21	32	6
Too many bars along NW 21st	58	70	13	17	29	12
Too many outsiders	47	68	25	15	28	18

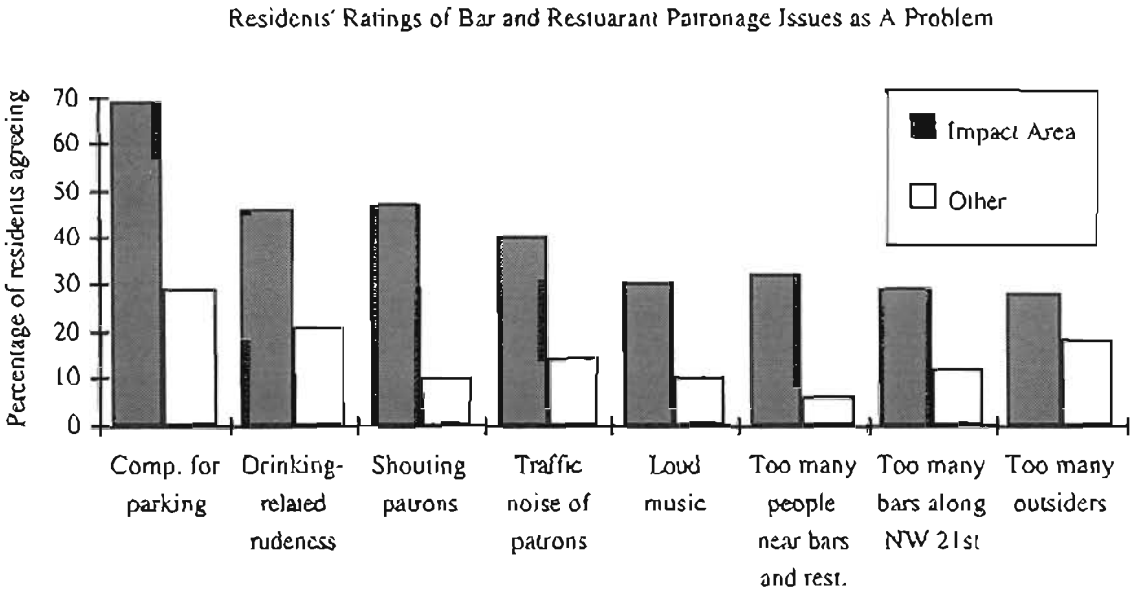

Figure 20: Resident's ratings of bar and restaurant patronage issues as a problem

Two out of three Impact Area residents feel that competition for parking is a problem, with 17% saying it is a big problem and 27% a very big problem. Over half report that being awakened from sleep by noise related to drinking is a problem, with 17% rating it a big problem and 18% a very big problem. Almost half rate talking and shouting in the street by bar and restaurant patrons and rude behavior from people who have been drinking as at least a problem; 13% say talking and shouting is a big problem and 14% say it is a very big problem, while 10% view rude behavior as a big problem and 16% as a very big problem. Every other issue relating to bar and restaurant patrons is a problem for between 28% and 40% of Impact Area residents.

These results regarding bar and restaurant activity are consistent with Impact Area residents' reports from other parts of the survey indicating that parking and traffic issues and noise are their biggest problems.

The only aspect of bar and restaurant patrons' activities that is seen by residents living outside the Impact Area as much of a problem is competition for parking, which is considered to be a problem by 16% of those residents, a big problem by 6% and a very big problem by another 7%. For all the other issues, only between 6% and 20% of non-Impact Area residents report the factor as being a problem.

Business owners

Homeless people. The impact of alcohol use by street people is clearly a concern of District business owners. At least one out of every three owners defined each element of the homeless situation as a problem, and 55% called the litter created by homeless people drinking and their street drinking in general a problem.

Business owners outside the Impact Area saw the homeless drinking issue as a little more of a problem than did those with businesses in the Impact Area.

Table 24: Percent of business respondents who consider issues related to homeless people drinking to be a specified level of problem

Issue	Not a problem		An inconvenience		A problem	
	Impact Area	Outside	Impact Area	Outside	Impact Area	Outside
Panhandling	18%	33%	44%	29%	38%	38%
Street drinking	39	36	18	9	42	55
Litter, including broken glass	24	27	21	18	56	55
Noise of drinkers	44	41	32	18	24	41

Bars and restaurants. Of the numerous potential problems associated with the existence of bars and restaurants in the District, only competition for parking was a concern of business owners. Fifty-five percent of Impact Area and 21% of other business respondents reported that as being a problem. For every other issue, more than half the respondents did not perceive that a problem existed, and in most instances over three-fourths of business respondents saw no problem.

Table 25: Percent of business owner respondents who rate various aspects of bar and restaurant patronage as "not a problem," "an inconvenience" and "a problem"

Issue	Not a problem		An inconvenience		A problem	
	Impact Area	Other	Impact Area	Other	Impact Area	Other
Competition for parking	17%	64%	28%	14%	55%	21%
Rude behavior from people who having been drinking	46	62	46	23	7	15
Patrons talking or shouting in the street	72	86	24	14	3	0
Traffic noise of patrons	59	85	28	15	14	0
Loud music	86	100	7	0	7	0
Too many people near bars and restaurants	69	93	24	7	7	0
Too many bars along NW 21st	88	75	4	17	8	8
Too many outsiders	83	93	17	0	0	7

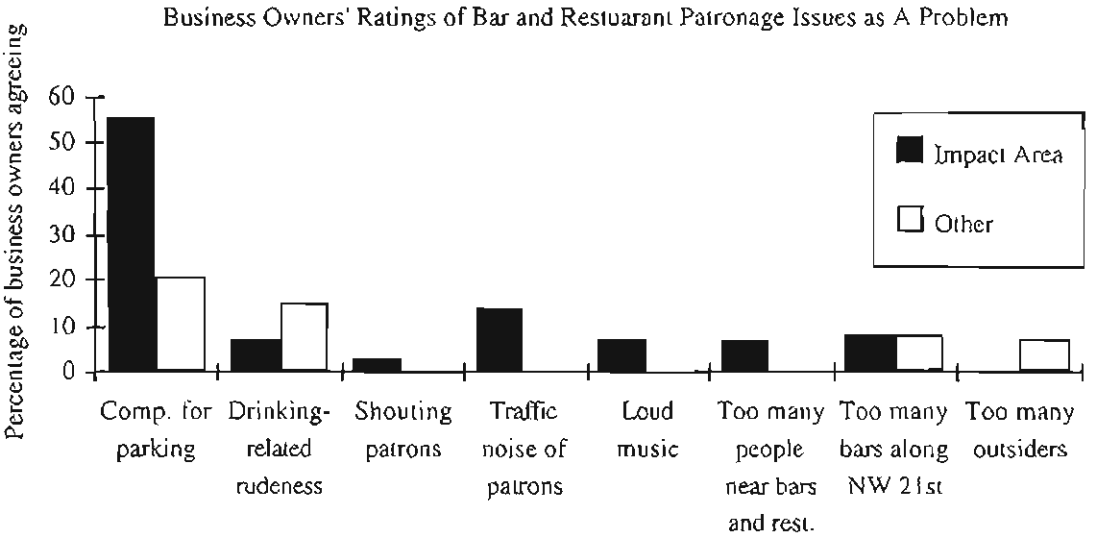

Figure 21: Business owners' ratings of bar and restaurant patronage issues as a problem

Answering an overall question about the significance of alcohol-related concerns, no business owners defined it as a "very big problem", and only one called it a "big problem". The three elements of drinking that are bothersome to business owners are panhandling and litter associated with homeless people and the impact of bar and restaurant patrons on the availability of parking.

Summary

Of the three major issues studied in this survey, the one that residents and business owners both inside and outside the Impact Area agree on most is traffic and parking, with parking being

particularly problematic for all respondents. Business owners feel the lack of easily available parking is detrimental to their business operations, and residents feel it is a big problem for both them and their guests.

Noise and alcohol-related issues are of little functional significance to business owners, and their impact on residents is largely dependent on how close the resident lives to the commercial areas on NW 21st and NW 23 Avenues. Noise issues are more widely experienced throughout the District, although they are much more serious in the Impact Area. Problems with alcohol-related issues that relate to homeless people are felt by all residents, although they are felt more strongly by Impact Area residents, but problems associated with bars and restaurants are predominantly imposed on Impact Area residents.

IV. Policies

Introduction

Respondents were asked open-ended questions to provide an opportunity for them to suggest ways to improve District livability in regard to each of the major issues plumbed in the survey: noise; traffic and parking; and alcohol use. Many took advantage of this chance to mention particular irritations or present potential solutions, even if the issue isn't particularly problematic for the individual respondent.

The complete text of respondents' suggestions for improving the noise, traffic and parking and alcohol use situations is provided in Appendix F.

Noise

Residents

By far the most bothersome source of noise for District residents, as reflected by suggestions for changes, comes from garbage collection. Many residents report being routinely bothered by loud trash collection at 4:00 or 5:00 in the morning. The most common suggestion for reducing noise problems is to change the hours of waste management work or devise quieter collection systems.

Noise caused by traffic and parking was the second most frequently mentioned. In some cases it seemed that the suggestion related to traffic and parking and had been noted in the wrong section of the survey, but many complaints clearly are reactions to how loud traffic itself (including traffic generated by people searching for parking spaces) can be. Buses and trucks were mentioned often as being annoying. Residents suggested reducing their presence in the District or trying to make them quieter.

Among noise sources mentioned, loud bar and restaurant patrons ranked about third in number of comments. A couple respondents suggested reducing the number of bars in the District, and a few proposed some kind of "bar patrol" to get patrons to be quieter. Several residents expressed hopelessness at the prospect of inducing "insensitive people" and "late night revelers" to respect the desire for peace and quiet in residential areas.

A number of people noted philosophically that various kinds of noise are endemic to urban life and may especially be a function of the lifestyle that many residents find attractive about the Northwest Neighborhood District.

NOISE SUGGESTIONS	• change hours or system for garbage collection • reduce presence of trucks and buses • reduce number of bars • institute police patrol at bar closing time • outlaw car alarms

Business owners

As noted in the discussion in Chapter III about noise issues, business owners do not find excessive noise to be much of a problem for them. There were few suggestions about how to improve District livability in this context. Of 56 respondents, only 10 had comments to make under this section, and one of those was reacting as a resident rather than as a business owner. A couple comments related to traffic noise, a couple to bar and restaurant patrons, and one to garbage collection.

Traffic and Parking

Residents

Nearly half of the residents made a suggestion or comment about improving the traffic situation, and many of them presented a number of ideas. The volume of suggestions may be somewhat misleading when looked at in isolation, since only 37% of the resident respondents think traffic and parking is a problem for them personally.

There appears to be widespread support among residents for a residential parking permit system that would give residents priority over visitors for on-street parking. Several respondents mentioned the Goose Hollow permit system as being an appropriate model to follow. Some suggested that the addition of meters along commercial areas should be combined with a residential permit system.

Several residents are particularly bothered by not being able to use businesses' parking lots after business hours. In addition, many called for building more parking lots and for new parking garage structures. However, a couple residents predict that creating more easily available parking

will simply increase the flow of people into the District, which might have further undesirable consequences.

Many residents suggests possible ways of improving the flow of traffic. A couple suggested that NW 21st and NW 23rd Avenues should both become one-way (in opposite directions), while one thinks that currently one-way streets (NW 18th and NW 19th Avenues) should be bi-directional. Traffic-light timing changes were suggested for a couple streets.

Pedestrian and bicycle access could be improved, suggested several residents. Making the commercial area into a pedestrian mall is one idea, and highlighting pedestrian rights is another. Several residents would like to see better bus service to and within the District, and one envisions a MAX stop to serve the district.

TRAFFIC AND PARKING SUGGESTIONS	• institute a residential parking permit system • build new parking structures • allow after-hours parking in business lots • install parking meters along commercial streets • implement one-way streets • create pedestrian malls on commercial streets • improve bus service

Business owners

The most common suggestion from business owners is to create more parking lots or build parking garages. Changing traffic flow by making NW 21st and NW 23rd Avenues one-way was also frequently mentioned. Two business owners suggest a residential parking permit system.

Alcohol

Residents

Alcohol-related problems are the lowest concern to District residents of the three primary issues of the survey, and their suggestions reflected this relative lack of interest. Again, there is no relationship between a respondent's making a suggestion and reporting later that the issue is a problem.

Most suggestions revolve around bars: their number, their hours of operation, and their efforts to control their patrons' behavior. Twelve residents mentioned these ideas, and two more

suggested generally limiting the number of liquor licenses in the District. One respondent, however, commented that the District has always had a relatively large number of bars. Thus, while some residents find this concentration of drinking establishments to be problematic, it may have little to do with the District's recent commercial and entertainment development and change.

Increased police visibility and activity was the second most common suggestion. Third were remarks about homeless people, including references to city policies respondents perceive as forcing transients from the Old Town area, thus increasing their presence in the Northwest Neighborhood.

The call for suggestions about the alcohol situation followed a series of questions on the survey about bars and restaurants. Several residents noted some concerns with restaurant operation that have nothing to do with alcohol. In particular, the use of District sidewalks as eating areas was reported by several residents to be an annoying obstruction for pedestrians and for people in wheelchairs.

ALCOHOL SUGGESTIONS	• reduce number of bars and/or hours of operation • increase police visibility • reduce alcohol sales to street drinkers • restrict alcohol service to sidewalk tables • require business owners to control patrons' behavior

Business owners

Business owners are even more sanguine about alcohol-related issues than residents. Only six out of fifty-two replied to this question. Their ideas included decreasing liquor dispensing outlets, requiring bar owners to control their patrons' behavior, and increasing police presence.

Summary

The most emphatic policy suggestion from residents is to manage garbage collection in such a way that it is not so noisy so early in the morning. Restricting the presence of trucks and buses in the neighborhood or trying to use quieter vehicles is another idea. Many residents seem quite accepting of the noise level they experience, however, and believe it is an inherent feature of life in an urban neighborhood, which many feel is more than compensated for by other attractive aspects of the Northwest Neighborhood District.

Business owners as a group appear to be unaffected by noise issues and had few suggestions for changes.

Parking suggestions from residents were concentrated on the idea of a resident parking permit system that would give District residents priority in access to on-street parking. Several refer to the system in Goose Hollow as one that could be duplicated in the District. Allowing parking in businesses' parking lots during off-hours was also mentioned frequently. Changing traffic flow to reduce congestion was the most common suggestion to reduce traffic problems.

Business owners were more likely to suggest construction of parking garages than to suggest a residential parking permit system.

Residents had numerous suggestions about changing ordinances regulating liquor licensees. Making the police presence more visible was also presented as an option for getting bar and restaurant patrons to exhibit more orderly behavior.

Business owners mirrored these same suggestions, although at a greatly reduced level of frequency, reflecting the fact that alcohol-related behaviors are relatively unproblematic for them.

Appendix A
Focus Groups

Appendix B

Survey Method and Sampling Frame

The official Northwest District neighborhood boundaries were used for this study (see Figure 1). Names and addresses of residents and businesses were taken from Catalist, a reverse directory compiled by U.S. West Marketing Resources. The most recent directory was compiled in 1993.

The names of 500 residents and 100 businesses were randomly selected from a reverse Northwest directory, the Catalist, prepared by U.S. West. There are about 4,540 households and 240 retail, personal services, restaurant or bar businesses listed in the Catalist. The 1990 U.S. Census reported 7,545 households within the District, indicating that only about 60% of the households were in the reverse directory.

For the residential survey, the District was divided into two areas with different sampling rates. The Impact Area was defined as the area bounded by Flanders, Lovejoy, 20th and 24th. This area was identified in the focus groups as the location of the most severe parking problems, and it surrounds the primary commercial areas on 21st and 23rd. Residents on both sides of the boundary streets were included in the Impact Area. About 30% of the residential addresses were in the Impact Area. In order to better understand the range of opinions within the Impact Zone, we decided to sample at twice the rate of the remainder of the District. The final sample contained 234 addresses in the Impact Area (about 1 out of every 6 addresses) and 266 in the remainder of the District (about 1 out of 12 addresses). Because most housing is rental (80% in 1990) and turnover rates are high (only 28% had lived in the same unit 5 years prior to the 1990 census), "or current occupant" was included in the name on all residential mailings. One survey recipient outside the Impact Area reported that the address was for commercial use only, leaving 499 valid addresses in the sample.

The business survey focused on the stores, restaurants, bars, beauty salons and other customer-attracting businesses located mainly in the commercial areas. Professional offices, banks, a hospital, and corporate offices were not surveyed. Most of the businesses are located on or near NW 21st and 23rd; some are on Thurman St., another street with extensive commercial activity; and a few are scattered around the District. The first mailing revealed that seven of the 100 businesses were no longer in operation at the Northwest address, and one address did not exist. The final sample contained 55 businesses in the Impact Area (60%) and 37 (40%) elsewhere in the District. About 2 out of every 5 of the targeted businesses were in the sample.

Surveys were mailed with an identification number so that reminder letters could be sent as appropriate. A first set of reminder postcards was mailed to everyone included in the original survey mailing approximately one week after the surveys were sent out, and a second set of reminder letters, with an additional copy of the survey, was mailed about four weeks later just to those who had not yet responded.

Appendix C

Tables for Chapter I: The Respondents

Residents

Home ownership	Impact Area	Other	All
Rent	74	78	152
Own	14	39	53
Number of responses	88	117	205

Type of residence	Impact Area	Other	All
Single-family residence	10	29	39
Duplex	6	8	14
Building with 3-9 units	24	25	49
Building with 10 or more units	48	54	102
Number of responses	88	116	204

Age	Impact Area	Other	All
Under 18 years	0	0	0
18 to 24 years	3	7	10
25 to 34 years	37	37	74
35 to 44 years	22	25	47
45 to 54 years	11	18	29
55 to 64 years	5	9	14
65 or older	7	18	25
Number of responses	85	114	199

Gender	Impact Area	Other	All
Female	42	51	93
Male	42	61	103
Number of responses	84	112	196

Education	Impact Area	Other	All
Less than 9th grade	0	0	0
Some high school	1	1	2
High school degree	5	5	10
Some post-high school	14	27	41
College degree	42	48	90
Graduate degree	23	33	56
Number of responses	85	114	199

Annual household income	Impact Area	Other	All
Less than $5,000	2	1	3
$5,000 to $9,999	7	6	13
$10,000 to $14,999	11	14	25
$15,000 to $24,999	14	18	32
$25,000 to $49,999	27	39	66
$50,000 to $74,999	11	9	20
$75,000 to $99,999	3	11	14
$100,000 or more	6	9	15
Number of responses	81	107	188

Employment status	Impact Area	Other	All
Employed or self-employed	71	84	155
Status if not employed[16]			
Unemployed	2	2	4
Retired	6	20	26
Full-time student	3	4	7
Homemaker	0	3	3
Other	4	1	5
Number of responses	86	114	200

	Respondents			Census	
Occupation: percent and (number)[17]	All residents	Impact Area residents	Other residents	District	Portland
Managerial and professional specialty	50.6% (78)	54.4% (37)	47.7% (41)	39.4%	28.7%
Technical, sales, and administrative support	20.1 (31)	20.6 (14)	19.8 (17)	31.8	31.9
Service occupations	20.1 (31)	17.9 (12)	22.1 (19)	15.9	14.0
Farming, forestry, and fishing	0.6 (1)	0	1.2 (1)	0.6	1.1
Precision production, craft, and repair	5.8 (9)	5.9 (4)	5.8 (5)	3.8	9.6
Operators, fabricators, laborers	2.6 (4)	1.5 (1)	3.5 (3)	8.4	14.7
Total (Number of responses)	99.8 (154)	100.3 (68)	100.1 (86)	99.9	100.0

[16] Some respondents marked more than one answer. They are included in the percentages as more than one person.

[17] Some respondents marked more than one answer. They are included in the percentages as more than one person.

Where do you do the majority of your work?[18]	Impact Area	Other	All
At home	7	10	17
In the District	15	22	37
Elsewhere in the Portland area	43	53	96
Outside the Portland area	9	8	17
Number of responses	74	93	167

How do you usually get to work?	Impact Area	Other	All
Driving alone	38	40	78
In a carpool	2	6	8
On the bus or MAX	7	12	19
Walking	21	21	42
Bicycling	9	12	21
Work at home	5	7	12
Other	1	3	4
Number of responses	83	101	184

Neighborhood ties	Impact Area	Other	All
Length of time at current address:			
average	4.7 yrs	7.8 yrs	
range	0.2 - 50	0.6 - 18	
Length of time in the District:			
average	7.6 yrs	9.5 yrs	
range	0.3 - 60	0.6 - 54	
Likelihood of being in the District in a couple years:			
Definitely will be	14	32	46
Probably will be	18	38	56
Might be	22	23	45
Probably will not be	23	12	35
Definitely will not be	6	6	12
Don't know	5	6	11
Number of responses	88	117	205

[18] Some respondents marked more than one answer. They are included in the percentages as more than one person.

Business Owners

Neighborhood ties	Impact Area	Other	All	Number of responses
Live in the District	11	7	18	56
Length of time operated business at this location[19]:				43
average	6.6 years	8.1 years	7.1 years	
range	.9 - 35	2 - 40		
Length of time involved in the District as a businessperson:				43
average	8.4 years	11.8 yrs	9.6 yrs	
range	1 - 35	2 - 40		
Likelihood of being in the same business location a year from now:				56
Definitely will be	23	16	39	
Probably will be	7	4	11	
Might be	2	1	3	
Probably will not be	0	1	1	
Definitely will not be	1	0	1	
Don't know	1	0	1	

[19] For a few businesses in the Impact Area, the owners reported the business's tenure in the District, even if the current owner had not been involved with the business for its entire life. If these three unusual businesses are acknowledged for the tenure of the business itself, rather than the current owner, the average tenure in the Impact Area is 10.2 years (with a range of .9 to 103 years) and the average tenure for the whole District is 9.5 years.

Business information	Impact Area	Other	All	Number of re-sponses
Ownership of business location:				44
Rent	23	13	36	
Own	6	2	8	
Type of business (numbers of responses)[20] :				54
Bar or pub	2	0	2	
Restaurant	5	5	10	
Service	4	5	9	
Retail: food	5	2	7	
Retail: other	16	8	24	
Other	2	0	2	
Business has liquor license:				56
Yes	9	8	17	
No	25	14	39	
Average number of employees	10.1	16.6		54
Number of businesses with specified numbers of employees:				
0	4	3	7	
1 to 5	13	10	23	
6 to 20	13	5	18	
More than 20	4	2	6	

[20] Some business owners indicated that their business involves more than one of these types, and these are included in each applicable category. Thus, the total number of business types adds up to more than the total number of completed responses.

Appendix D

Tables for Ch. II: Attitudes and Lifestyles

Residents

General attitudes about the District and District change	Impact Area	Other	All
Comparison of District to other neighborhoods in Portland as a place to live			
Much better	30	45	75
Somewhat better	42	52	94
About the same	7	11	18
Somewhat worse	3	3	6
Much worse	2	1	3
Number of responses	84	112	196
Effect of commercial changes in the District in the last five years			
Much better	13	29	42
Somewhat better	33	47	80
About the same	4	8	12
Somewhat worse	14	13	27
Much worse	15	9	24
Number of responses	79	106	185
Effect of changes in residents in the District in the last five years			
Much better	4	11	15
Somewhat better	18	33	51
About the same	27	29	56
Somewhat worse	17	17	34
Much worse	2	5	7
Number of responses	68	95	163

Activity	Done at least 2-3 times a month			Done at least once a month in the District		
	Impact Area residents	Other residents	All residents	Impact Area residents	Other residents	All residents
Eat a meal in a restaurant	79	104	183	77	96	173
Go to a pub or bar	45	57	102	43	60	103
Go to a coffee house	51	67	118	56	65	121
Window shop, shop as recreation	51	62	113	51	58	109
Go out to a movie	56	62	118	34	34	68
Go hiking, biking or running	58	78	136	51	66	117
Attend religious services or activities	18	15	33	11	12	23
Attend a sports event, concert, play or lecture	36	45	81	12	15	27
Number of responses	88	114	202	85	111	196

Business owners

General attitudes about the District and District change	Impact Area	Other	All
Comparison of District to other neighborhoods in Portland as a place to do business			
Much better	15	3	18
Somewhat better	16	13	29
About the same	1	4	5
Somewhat worse	0	0	0
Much worse	1	1	2
Number of responses	33	21	54
Effect of commercial changes in the District in the last five years			
Much better	13	9	22
Somewhat better	17	6	23
About the same	1	4	5
Somewhat worse	0	1	1
Much worse	1	0	1
Number of responses	32	20	52
Effect of changes in residents in the District in the last five years			
Much better	4	3	7
Somewhat better	14	7	21
About the same	12	8	20
Somewhat worse	1	2	3
Much worse	0	0	0
Number of responses	31	20	51

Things that make the District a good place to be	Score[23]	Rank	
		Impact Area	Other
Ability to walk to activities	1.62	1	1
People can live and work here	1.44	2	3
Close to downtown	1.31	5	2
Economically healthy area	1.31	4	7
Mix of people who live here	1.28	3	8-9-10
The quality of stores	1.22	8	4
The range of activities	1.20	6-7	5-6
Good real estate investment	1.09	10	5-6
Strong community feeling	1.09	6-7	11
Attractive architecture	1.09	9	8-9-10
Safe at night	0.93	11	12
Close to Forest Park	0.81	13	8-9-10
Night life activities	0.71	12	14
People like me live here	0.61	14	13
Affordable rents	0.14	15	15

[23] A score of 2.0 means all respondents strongly agree that the factor is a District problem; 1.0 means they all agree; 0 means they are all neutral; -1.0 means they all disagree; and -2.0 means they all disagree strongly.

District problems	Score[24]	Rank	
		Impact Area	Other
Too little parking	1.36	1	1
Auto theft and break-ins	1.02	2	5
Presence of homeless people	0.85	5	2-3
Vandalism	0.84	3	4
Rising cost of living	0.82	7	2-3
Street drinking	0.63	6	9
Conflict between pedestrians and vehicles	0.67	4	7-8
Too much traffic	0.55	9	6
Litter	0.48	8	7-8
Late night noise	0.17	10	12
Too many bars	0.04	11	10
Too much noise	0.00	12	11
Hard to find basic goods	-0.35	13	13
Too many outsiders using area	-0.72	14	14

[24] A score of 2.0 means all respondents strongly agree that the factor is a District problem; 1.0 means they all agree; 0 means they are all neutral; -1.0 means they all disagree; and -2.0 means they all disagree strongly.

Appendix E

Tables for Ch. III: Issues

Residents

Percent of resident respondents selecting each evaluation of the three critical issues, based on how big a problem each is for them personally

Rating (All residents)	Issue		
	Noise	Traffic and Parking	Alcohol-Related
A very big problem	6%	14	4%
A big problem	9	8	6
A problem	18	16	13
Some level of problem	33	37	23
An inconvenience	42	41	35
Not a problem	26	21	42
	101	100	100

Percent of Impact Area resident respondents selecting each evaluation of the three critical issues, based on how big a problem each is for them personally

Rating (Impact area residents)	Issue		
	Noise	Traffic and Parking	Alcohol-Related
A very big problem	11%	18%	8%
A big problem	8	11	8
A problem	23	19	15
Some level of problem	42	49	31
An inconvenience	34	43	43
Not a problem	24	8	26
	100	99	100

Number who have difficulty finding parking	Residents		Guests	
	Impact Area	Other	Impact Area	Other
Never	2	22	0	39
Once in a while	18	25	22	42
Usually	23	8	32	17
Always	12	7	33	15
number of responses	55	62	87	113

Business owners

Percent of business respondents selecting each evaluation of the three critical issues, based on how big a problem each is for their business

Rating (All business owners)	Issue		
	Noise	Traffic and Parking	Alcohol-Related
A very big problem	0%	14%	0%
A big problem	4	11	2
A problem	11	23	9
Some level of problem	14	48	11
An inconvenience	25	36	32
Not a problem	61	16	57
	101	100	100

Percent of Impact Area business respondents selecting each evaluation of the three critical issues, based on how big a problem each is for their business

Rating (Impact Area business owners)	Issue		
	Noise	Traffic and Parking	Alcohol-Related
A very big problem	0%	18%	0%
A big problem	3	9	0
A problem	15	29	14
Some level of problem	18	56	14
An inconvenience	24	38	35
Not a problem	59	6	52
	101	100	101

Noise source	Impact Area		Other	
	Score	Rank	Score	Rank
Homeless people making noise	1.09	1	1.09	1
Anti-theft alarms on cars or buildings	1.06	2	0.59	3-4
Buses or trucks	0.76	3	1.00	2
Traffic in the neighborhood	0.68	4	0.59	3-4
People outside talking loudly or shouting	0.35	5	0.36	7
Garbage collection	0.33	6	0.45	5-6
Noisy neighbors	0.21	7	0.24	8
Noise from employees going to or leaving work	0.00	8-9-10	0.09	9
Industrial noise, noise from railyard, etc.	0.00	8-9-10	0.45	5-6
Freeway noise	0.00	8-9-10	0.05	10

APPENDIX F

Residents' and Business Owners' Policy Suggestions

Respondents were asked open-ended questions to provide an opportunity for them to suggest ways to improve District livability in regard to each of the major issues plumbed in the survey: noise, traffic and parking, and alcohol use. Many took advantage of this chance to mention particular irritations or present potential solutions, even if the issue isn't particularly problematic for the individual respondent.

The complete text of all respondents' suggestions is given below. Residents' suggestions about each issue are listed first, followed by those on the same subject from business owners. Similar suggestions under each overall topic have been grouped into subcategories. Note: When respondents made more than one suggestion about an issue, their entire comment is repeated under each division of the issue (rather than being divided into separate parts).

NOISE

What suggestions do you have that might improve the noise situation?

RESIDENTS

Garbage collection

Garbage should come later than 6 am.
Homeless people congregate around here and often yell when drunk.

Ticket cars with theft alarm going off (constantly, for no reason).
Restrict garbage/recycle collectors from stopping and chatting outside residential area.

Traffic barriers, speed bumps.
Change garbage collection time.

Garbage collection is much too early at 5:30 am or 6:00 am.
More police enforcement in late evening hours – 1 am to 3 am -- ticketing noisy people.

I don't know what to do about the shouting that goes on.
I believe the neighborhood should have a day set for garbage collection. Not all the different buildings around having different days.

Rubber "contact points" at base of garbage receptacles and trash collection devices.

Have garbage collection/recycling after 8 am (recycling glass [is the] main problem), or do not dump glass into truck so [it] doesn't break.

Quieter garbage machinery! Recyclers are the loudest. Is there any way this can be done without the negative of noise?

I understand garbage collection is broken up by type of dwelling (residential, business and multi-family). Maybe one truck could do it all?

Have all garbage collected by one company on the same day instead of 3 companies on different days and collect after 7 am. Enforce the decibel level on noise and make it even lower, if possible.

Restrict garbage collections and "blowers" to hours after 9 am.

Disallow garbage and recycle trucks to pick up items at 4 am.

Require garbage collection after 8 am and before 5 pm or be quiet.

Get the garbage trucks off the street so early; ban car alarms.

Keep Dumpster companies out until 8 am. Road crews usually dig up streets only after 8 am, but the trucks come several hours earlier to block the area and leave equipment. Delay that till 8 am also. Don't let drums or amplified music on 23rd, or loud business promotions.

Garbage collection and deliveries only after 8 am.

More police response to problems. Definition of times garbage collection can take place keeping it to "early am" times in heavily residential areas!

Cut down on noise from Dumpsters, galvanizers, and other businesses. Slow the buses to speed limit and have quieter buses. Bars around 23rd and 21st create much noise. (What to do?)

Garbage trucks bother me the most -- often arrive at 6 am and spend 10-15 minutes on my street. Particularly bad in summer when I have windows open.

Enforce no garbage collection before 6 am; enforce public nuisance and litter laws so that homeless go elsewhere.

Garbage collection for commercial customers must be done at later hours. I am disturbed at about 4 am <u>every</u> day of the week, except for Sunday, by <u>extremely</u> loud commercial garbage collection.

No garbage collection early in morning.

Garbage collection at different times (not at 5 am, 6 am); more control of homeless.

Talk with nursing home administrator re: employees being quiet when they leave and getting their cars tuned up; rearrange garbage and delivery schedules.

<u>Parking and traffic</u>

Make freeway access streets on main roads (i.e. Burnside -- not Everett).

Traffic barriers, speed bumps.
Change garbage collection time.

Remove cars from 23rd and/or 21st Ave.

Have a limit on the number of businesses without off-street parking within a given area.
Decrease the amount of street people in the area.

Not using the neighborhood to park in and ride bus free to work or to go to stadium for event.

Reduce industrial traffic in residential areas, i.e. trucks, buses.

Eliminate commercial parking on residential streets after 6 pm. Most of the noise comes from nightclubs on 21st (Gypsy).

Permit parking.

Reduce the number of outsiders coming in by car. Increase public transportation with quiet MAX line. More bike-friendly and pedestrian-friendly features like pedestrian malls and bike lanes.

Keep dumpster companies out until 8 am. Road crews usually dig up streets only after 8 am, but the trucks come several hours earlier to block the area and leave equipment. Delay that till 8 am also. Don't let drums or amplified music on 23rd, or loud business promotions.

Speed bumps and more dead ends; parking permits for residents; reduce liquor/wine availability.

Quieter buses.

Speed bumps.

Cut down on noise from Dumpsters, galvanizers, and other businesses. Slow the buses to speed limit and have quieter buses. Bars around 23rd and 21st create much noise. (What to do?)

Fewer trucks; no music in parks; no drinking in parks.

Discourage car alarms; crack down on truck noise violations; dampen noisy bars.

Some auto alarms are habitually going off -- can something be done here? Tickets? Limit truck through traffic; monitor/enforce speed limits.

Diverting truck traffic to major bi-ways; having an on-site apartment manager to keep noise level of tenants down.

Bars and restaurants

Cut down on bars and restaurants in NW; there's too damn many of them. Particularly the Blue Moon and Zefiro's.

Carefully monitoring bar traffic; make bar operators patrol streets; police presence late at night.

11 pm closing hours for the multitude of bars which are now in the neighborhood.

No more bars on NW 21st.

Bicycle police in area when bars close.

Bars be policed at closing hours; bars move away from residential areas.

Less bars in neighborhood. It seems as if young people from out of town or other neighborhoods flock to 21st and 23rd Aves. for [partying]. Obnoxious and noisy.

Cut down on noise from Dumpsters, galvanizers, and other businesses. Slow the buses to speed limit and have quieter buses. Bars around 23rd and 21st create much noise. (What to do?)

Restrict all early morning garbage collection; reduce the number of bars and restaurants in the area.

Bar patrol.

Discourage car alarms; crack down on truck noise violations; dampen noisy bars.

Maybe a mentality check at the door of most bars around NW.

The main problem is late night revelers -- going back to their cars. A large, free (or cheap) (at night) parking area might be good, but it might just move the problem somewhere else . . .

Specific businesses

Cut down on bars and restaurants in NW; there's too damn many of them. Particularly the Blue Moon and Zefiro's.

I think Stone Mill Foods should have a time window in which they can accept deliveries from noisy refrigerated semi-trucks.

Have Alano Club ask their members to please respect neighbors.

Stadium Fred Meyer could do their maintenance in their lower parking level instead of the drive-up directly across from our building while tenants should be entitled to some peace and quiet!

Suggest that stores (Freddy's, for example) install poles on their shopping carts that keep them inside the stores. Shopping carts are very noisy.

Talk with nursing home administrator re: employees being quiet when they leave and getting their cars tuned up; rearrange garbage and delivery schedules.

Consolidated Freightways should be more considerate of their neighbors during the early morning hours.

Eliminate commercial parking on residential streets after 6 pm. Most of the noise comes from nightclubs on 21st (Gypsy).

Close sidewalk restaurants earlier -- especially Coffee People at 23rd and Hoyt.

Car alarms

Discourage car alarms; crack down on truck noise violations; dampen noisy bars.

Ticket cars with theft alarm going off (constantly, for no reason).
Restrict garbage/recycle collectors from stopping and chatting outside residential area.

Lay a fine on car alarms.

Some auto alarms are habitually going off -- can something be done here? Tickets? Limit truck through traffic; monitor/enforce speed limits.

Get the garbage trucks off the street so early; ban car alarms.

Prohibit anti-theft alarms on cars! No, but do something about it! They are too sensitive.
If the noise on the street at night bothers you so much (especially on 21st and 23rd), you should not move here.

Homeless people

Enforce no garbage collection before 6 am; enforce public nuisance and litter laws so that homeless go elsewhere.

Get the street people out of my neighborhood. They are grossly offensive to me.

Garbage should come later than 6 am.
Homeless people congregate around here and often yell when drunk.

Have a limit on the number of businesses without off-street parking within a given area.
Decrease the amount of street people in the area.

Remove the drunken homeless from the area.

Garbage collection at different times (not at 5 am, 6 am); more control of homeless.

Police

Patrol Couch Park more frequently and neighboring areas.

Garbage collection is much too early at 5:30 am or 6 am.
More police enforcement in late evening hours -- 1 am to 3 am -- ticketing noisy people.

Improve police visibility.

Have police patrol issue warnings and/or citations to those who are obnoxiously loud or gauche. Renting some walking "noise stoppers" (like policemen) to monitor 21st and 23rd on weekends also could help keep the drunks in line.

More police response to problems. Definition of times garbage collection can take place keeping it to "early am" times in heavily residential areas!

Police response for late night noise.

Police on foot.

City ordinance against noise after a certain time in the evening

10 pm and after on weeknights, people need to be aware to keep noise level down -- city ordinance.

I don't mind people having a good time -- an occasional outburst -- this is a young neighborhood with lots of energy. But sometimes people will shout or joke or laugh loudly, and getting louder for 30 minutes or more as they are leaving a party, etc. Maybe a noise ordinance for after 11 pm.

There should be an ordinance against shouting and loud partying after 10 pm.

Specific neighbors

For me, the problem is people in my apartment building who like slamming their doors and playing their stereos loudly. The idiot above me actually lifts weights and then drops them on the floor. You can't say anything to them because it will only get worse.

Destroy the noisy motorcycle next door.

Noise is part of urban life/the Northwest District

There is a level of noise that you have to accept if you live in a neighborhood like this. I like it because I don't have to get in a car to go to restaurants or shop, but so do a lot of people -- which means there will be more noise. If I wanted silence, I wouldn't live here.

None -- it seems like an inevitable result of people living near each other.

Prohibit anti-theft alarms on cars! No, but do something about it! They are too sensitive.
If the noise on the street at night bothers you so much (especially on 21st and 23rd), you should not move here.

Other suggestions and comments

Reduce the number of people somehow?

Halt retail development for a good while.
Have resident permit parking and more pay parking.

Get the yuppies who get drunk and disorderly in jail -- impound their BMWs.

Better city government. The city of Portland has the worst city police department I have seen and city government. "More pocket padding" from our fair city.

I do not live near bars and night life on 23rd or 21st. I do know how bothered our family is in the summer when windows are open and late night (12, 1, 2, 3 am) party-goers are carrying on in front of our house on their way into Forest Park.

You can't make basically rude, thoughtless, drunk 20-year-olds polite. They simply don't care.

If I lived in a noisier part of NW it would be a problem. I do not like "noise" -- I don't mind general sound of people but radios, horns, stereos, etc. I find intrusive.

Sound ordinance.

The noise from these "blowers" is absolutely too much. They are used by two adjacent apartment/condo buildings and the (vacant) mall on 21st and Burnside.

Patrons of all establishments open at 10 pm or later should be specifically admonished by shop owners: "Residential area; please be quiet."

Delivery of products: done from 7 am to 10 pm rather than 3 am and 4 am.

Spend probably about 1/1000 of a percent of the annual military budget on research to produce quieter cars (quieter to those outside the car).

Gag people as they enter NW!

We plan to insulate the walls of our older home.

Provide a place for people to go. Maybe a community center.

People must be more concerned about all their neighbors; police can't do it alone.

I'm from New York City -- this doesn't even compare to that.

Keep dumpster companies out until 8 am. Road crews usually dig up streets only after 8 am, but the trucks come several hours earlier to block the area and leave equipment. Delay that till 8 am also. Don't let drums or amplified music on 23rd, or loud business promotions.

You really have your job cut out for you -- I can't think of a single solution.

Educate noisy people that they should be quiet at night in a residential area. This can be done by business owners and police on walking beat.

I would put some sound baffles or poplar trees next to I-405 ramps.

Not much can be done -- industry must go on.

Give information to runners and bikers that shouting is a problem for residents.

Not allow church bells early in the morning.

In my case the incidence of intrusive noise is too infrequent to require any special attention.

Don't see it as a significant problem.

Don't know how you can quiet insensitive people.

BUSINESS OWNERS

Parking and traffic

Perhaps routing commercial traffic to 19th and 18th (major one-way streets)?

Not allow shopping carts on the street; not allow 18-wheel trucks, etc. on this street.

Find quieter buses, especially in a neighborhood like Willamette Heights.

Get Tri-Met to fix their brakes! Keep them from accelerating so hard. Restrict trash collection between 11 pm and 7 am and make them be quieter. Make BUCK/CARE ambulance restrict the use of sirens -- the fire bureau does and so do the police!

Bars and restaurants

Codes to be enforced (specifically restaurants) concerning exhaust vents, both noise and smell. This as a resident of NW Portland between 23rd and 21st on Kearney.

Stricter after-hours street noise regulations for tavern patrons after closing time. I.e., half-hour limit for noise after closing.

Police

Police foot patrol to alleviate car theft/vandalism and enforcement of disturbance of peace/noise nuisance laws, i.e. car alarms.

Have the "Green Hats" that are downtown patrol the neighborhood along 21st and 23rd on weekend nights.

Garbage collection

Get Tri-Met to fix their brakes! Keep them from accelerating so hard. Restrict trash collection between 11 pm and 7 am and make them be quieter. Make BUCK/CARE ambulance restrict the use of sirens -- the fire bureau does and so do the police!

Specific businesses

Get Tri-Met to fix their brakes! Keep them from accelerating so hard. Restrict trash collection between 11 pm and 7 am and make them be quieter. Make BUCK/CARE ambulance restrict the use of sirens -- the fire bureau does and so do the police!

Noise is part of urban life/the Northwest District

None -- not a problem -- this is a city.

Other suggestions and comments

Wider sidewalks!

Not allow shopping carts on the street; not allow 18-wheel trucks, etc. on this street.

Street garbage containers are overflowing on weekends -- this contributes to more litter.

TRAFFIC AND PARKING

What suggestions do you have that might improve the traffic and parking situation?

RESIDENTS

Resident parking permits

For those who live in the NW District, they must have a permit to park. For those who do not live in the NW, limited hours of parking on street, e.g. OHSU parking.

Parking areas for residents; a monthly permit.

Have parking permits for people who live in the area -- ticket and impound vehicles that do not have these. The problem is that these people who visit do not want to pay for parking.

People park on my residential block and ride the bus to work downtown -- maybe an area restricted sticker like Goose Hollow.

Employees of Cody's park their cars on the street instead of their own lot. City should force them to use Cody's space as is required.

Neighborhood parking permits; parking areas built by stadium.

Either resident parking stickers as in Nob Hill area or designated areas (such as all east/west streets) for residents only; also, limit the number of businesses without off-street parking in a given area.

Permit parking for residents between 23rd and 25th, Glisan to Marshall; possibly other places as well.

Designated parking permits for people that own their residence.

Certain number of parking spaces changed to resident permit parking only. Metered on NW 21st and NW 23rd.

Having sticker like Goose Hollow for residents -- short-term for businesses and stadium events.

Provide more residential parking spaces on the streets. Perhaps issuing residential parking permits. There are too many commercial parking places!

Provide reserved parking areas for tenants of NW.

Issue parking permits to residents so that people coming into the neighborhood will use the parking lot[s] and leave some parking spaces for residents.

Parking permits.

Cheap parking permits for residents.

Provide parking for cars, and people would walk into NW Portland. Parking permits for residents only.

Paint crosswalks at all intersections; reserve parking for residents; better public transportation.

Maybe free public parking and a shuttle for visitors. Maybe a resident sticker system like in Goose Hollow. Maybe rewards for employees who don't drive. A bike path painted to downtown.

Parking permits.

Parking permits for 10 pm - 6 am.

Residential parking permits; more traffic lights on 21st and 23rd.

We probably need some sort of parking permits for residents so that patrons of restaurants, etc. don't get all the on-street parking.

Residential parking permits are a must! In every major city that we have lived in, permits have greatly alleviated the parking problem for the residents.

Permit parking for residents so others must use lots; and/or no-pay parking lots and no towing -- often lots sit empty, which is a scandalous waste of space; and/or stores should validate parking to encourage shoppers to use pay lots.

Commercial businesses must have off-street parking; shuttle buses to commercial areas on 21st and 23rd; parking permits for area residents.

Residential parking stickers a la Goose Hollow; place a cap on parking spaces.

Parking permits; increase number of parking lots.

Permit parking for residents; make parking available for business employees, restaurants and bars.

Parking permits; too many businesses serving the interests of too many outsiders -- not really neighborhood-friendly. Does this neighborhood really demand this much business -- especially restaurants/bars?

Resident stickers for parking on street.

Require parking permits for the residential streets and meter 21st and 23rd.

Parking stickers like Goose Hollow.

Resident parking permits; use of church parking lots without fear of being towed.

Parking lots; permit parking for residents.

If we have less parking, we may have less traffic -- don't add more parking for visitors -- do permits for neighbors.

Permits for residents.

A better mix of businesses that offer necessary services/goods but tend to be closed nights and Sundays; metered street parking on 21st and 23rd with neighborhood parking stickers for locals; close off 23rd or 21st to auto traffic.

Residential parking permits; meters on 21st and 23rd; angled parking on 21st and 23rd to avoid stoppages due to parallel parking.

Parking lots and garages

Neighborhood parking permits; parking areas built by stadium.

Make all lots free and open during night hours (i.e., behind Coffee People on Hoyt).

Multiple level parking to get cars off the street, which would allow delivery vans, etc. room to load and unload.

Inexpensive parking lots. Business lots could be used from 6 pm to 8:30 am (since they're usually empty). One could purchase a parking pass monthly to assure one will not get towed overnight. I would pay up to $20/month to be able to park overnight and on weekends in these lots.

A discrete parking structure.

I know of one place -- that old bakery place on 23rd across from the Emergency Room of Good Samaritan -- knock this building down and make a parking lot one level or two, with one underground).

Have employers provide off-street parking for employees; shuttle service on 23rd and 21st.

Parking permits; increase number of parking lots.

Resident parking permits; use of church parking lots without fear of being towed.

Parking lots; permit parking for residents.

Traffic lights at 23rd; light rail to NW; parking structure.

Businesses should allow residents to use their parking lots from 5:30 pm - 7:30 am and not tow!

Building a few parking structures.

Underground guest parking.

We have recently had the addition of a parking lot in my immediate area (23rd and Hoyt) because it is a pay-all-hours lot. There are rarely more than 4 or 5 cars in it, while all street parking is packed. If it was shopkeepers' parking or free at night it would probably help tremendously.

A parking lot on 23rd for shoppers.

We need a huge parking garage behind 23rd Ave., and maybe one off 21st Ave.

Put in a parking garage to create more spaces to park cars.

Limit business and church parking lots to business hours only. Make parking lots [available for] public parking after hours.

Permit parking for residents so others must use lots; and/or no-pay parking lots and no towing -- often lots sit empty, which is a scandalous waste of space; and/or stores should validate parking to encourage shoppers to use pay lots.

Commercial businesses must have off-street parking; shuttle buses to commercial areas on 21st and 23rd; parking permits for area residents.

A parking lot tiered for those using the stores and restaurants on 23rd. (The old Rose's flat parking lot made into 4 or 5 stories.)

Need a parking garage. Businesses need to provide patrons with parking, i.e. like Galleria and downtown malls. Do with a voucher system.

It irritates me that they build more stores without providing parking for out-of-neighborhood folks. One parking garage would make all the difference. Look at a neighborhood like Georgetown.

Get a parking lot for people using Forest Park.

Require more off-street parking. Build public parking garages; do not allow any further commercial or residential development unless off-street parking is adequate.

More off-street parking.

Allow free use of parking lots; eliminate some one-hour and two-hour parking areas.

Meters, striping, other parking technicalities

A better mix of businesses that offer necessary services/goods but tend to be closed nights and Sundays; metered street parking on 21st and 23rd with neighborhood parking stickers for locals; close off 23rd or 21st to auto traffic.

Make parking available on only one side of the street on 21st and 23rd and make each street one-way only.

More parking meters; better bus stops (benches, shelters).

Residential parking permits; meters on 21st and 23rd; angled parking on 21st and 23rd to avoid stoppages due to parallel parking.

Paint crosswalks at all intersections; reserve parking for residents; better public transportation.

Require parking permits for the residential streets and meter 21st and 23rd.

Allow free use of parking lots; eliminate some one-hour and two-hour parking areas.

Paint stripes on neighborhood streets would make for more efficient parking spaces.

Parking lines on side streets, but not with wide spaces in between.

Change traffic flow

For 21st Ave. southbound from Everett to Burnside: establish no parking from 3 pm to 6 pm so that two lanes could approach Burnside -- one left-turn and one right-turn and through.

Discourage the use of NW 23rd and 21st Streets as main roads through NW, possibly closing a segment of each to cars -- or maybe using speed islands at intersections.

Make 23rd and 21st one-way streets.

Remove cars from 23rd and/or 21st Ave.

Make some sections of 23rd and 21st pedestrian only, re-route some cars through side streets, but not so much as to cause new problems.

Block off 23rd from Glisan to Lovejoy and make it a pedestrian street with benches, etc.

Better traffic light timing; ban unnecessary truck traffic.

Continue to work on traffic flow issues, remembering potential parking difficulties, stressing mass transit, pedestrians and bicycle-friendly options.

One-way traffic on 23rd and 21st.

Change 18th and 19th to two-way streets.

Make 23rd and 21st one-way.

I live on 19th -- it serves as a primary through-route since it's the first street below 23rd that doesn't dead-end and that connects easily to other main streets/highways. The lack of traffic signs and signals allows people to speed too easily. Enforce the laws.

Change signal timing on Burnside to give equal access to city residents vs. suburban commuters.

More one-way streets.

<u>Encourage walking and bicycling</u>

Require new row houses to pair driveways to leave some spaces in front at the curb. Improve public transit and bicycling amenities.

Continue to work on traffic flow issues, remembering potential parking difficulties, stressing mass transit, pedestrians and bicycle-friendly options.

Turn 23rd Ave. into pedestrian street closed to traffic (this would improve noise) and better public transportation, like European cities.

A better mix of businesses that offer necessary services/goods but tend to be closed nights and Sundays; metered street parking on 21st and 23rd with neighborhood parking stickers for locals; close off 23rd or 21st to auto traffic.

Make more bike- and pedestrian-friendly. Pedestrian walkways. Get rid of parking on south and west sides of streets. Open to bikes, people, street vendors.

Close off 23rd and 24th and put in buses only (make it a free ride area).

Give pedestrians the right-of-way on 21st and 23rd.

People should ride bicycles.

Maybe free public parking and a shuttle for visitors. Maybe a resident sticker system like in Goose Hollow. Maybe rewards for employees who don't drive. A bike path painted to downtown.

Mark crosswalks; ticket drivers that block crosswalks. -- Improving traffic and parking will only bring more people!

Public transportation

Require new row houses to pair driveways to leave some spaces in front at the curb. Improve public transit and bicycling amenities.

Have employers provide off-street parking for employees; shuttle service on 23rd and 21st.

The #15 bus is about the slowest bus I've been on. If there was a way to improve this mode of mass transit it would be great.

Stricter enforcement of residential speed limits. Get more people into buses.

Explain to all the nimrods here in the N.W. what the words "mass transit" mean.

Turn 23rd Ave. into pedestrian street closed to traffic (this would improve noise) and better public transportation, like European cities.

Paint crosswalks at all intersections; reserve parking for residents; better public transportation.

Have more bus routes to area; discourage the use of cars into the neighborhood.

Better, more frequent bus service -- including return of 23rd Ave. bus route. For last 40-50 years -- end of line Gordon and Thurman – change made recent years to Montgomery Park or 27th/Thurman is absolutely absurd!

Traffic lights at 23rd; light rail to NW; parking structure.

Specific businesses

The parking lot behind Coffee People at NW 23rd and Hoyt should never have been allowed to go to a paid lot. The volume of customers who patronize the shops on this corner are asked to pay exorbitant rates to have the privilege of paying premium retail boutique and food and beverage prices. As I regularly patronize these establishments (daily) I'm forced to park in the local residential area. Sometimes quite far away (1-2 blocks) -- a great disservice to the local residents -- city should force this lot to be free to patrons or at least a validated parking situation -- bad situation!

People park on my residential block and ride the bus to work downtown -- maybe an area restricted sticker like Goose Hollow.

Employees of Cody's park their cars on the street instead of their own lot. City should force them to use Cody's space as is required.

Unnecessary stores (Wm. Temple, etc.) should not be allowed to extend hours. The majority of trade live elsewhere -- employees ditto -- they take up to 10-12 spaces at least. When we come home there is no space. Then they report us and our cars are towed away.

Until 3 months ago we could park in the Flanders Professional Building lot at night. It took the pressure off. Now we can't park there, period. We can no longer have our church group here because there is no parking there.

Convince owners of my building not to charge us $50 a month parking. We never paid in the past; now the dozen or so spaces are 90% unoccupied. No one wants to pay that much!

The Flanders Professional Building should not charge $30.00/month for parking. This situation started in March and I refuse to pay this fee. Prior to that I always had space to park.

Other suggestions and comments

People not crossing middle of block.

Encourage new business to submit parking plans before opening (i.e. valet parking, shuttle buses).

Have employers provide off-street parking for employees; shuttle service on 23rd and 21st.

Make a mall of 23rd Ave.?

11 pm closing hours for bars.

We simply need more parking.

Again, halt or severely curtail retail development for a while -- no more restaurants and bars!

Like I said before, cut down on bars and restaurants in neighborhood, there are too many outsiders parking and driving over here, too many are drunk.

Strictly enforce parking restrictions.

Enforce laws.

Stop imbalance of commercial development to balance with requirements of a neighborhood.

Limit density.

Put in parking or use existing parking from businesses and run shuttle down to 23rd and 21st.

The last thing we need are more parking spaces available in the Northwest. It only encourages more people to drive in this area.

It's a reality of living in an urban area.

Require new row houses to pair driveways to leave some spaces in front at the curb. Improve public transit and bicycling amenities.

Strict enforcement of signs: 10 min., 30 min., 1 hour zones, fire hydrants. Police on foot or bikes. (This would make NW safer in general.)

Provide parking for cars, and people would walk into NW Portland. Parking permits for residents only.

Hire an urban planner.

Make (at least) 23rd Ave. closed to all car traffic and install shuttle bus up and down.

I know parking is a real problem -- luckily I have a parking space and I can walk any place I want around here.

Don't give business zoning variances. They are supposed to provide parking. Singer seems to control City Hall and he has ruined this neighborhood. In essence, we are supporting his profits.

Fire and ambulance routes are not clear enough.

Too many park & ride cars during day and some commercial overnight (Rug & Flooring Co.)

Encourage more urban housing; this will actually create less need for <u>everyone</u> to have a car, therefore less noise, cars, pollution.

<u>Enforcement!</u> -- abandoned cars; stored extra cars. Lower time limits (two-week maximum parking limit); expired plates = immediate tow.

BUSINESS OWNERS

<u>Parking lots and garages</u>

Some high rise lots may help!

Turn 21st and 23rd into one-ways opposing each other; 2 major parking buildings.

Perhaps 1 or 2 underground lots or low (21st/23rd Ave.) parking ramp; routing main traffic to one-way streets.

More off-street parking for both residents and visitors would relieve some of the stress. I don't think it would take a lot more. And using parking lots by both residents and visitors at night.

Perhaps set up a paid parking area for customers and business people. We've all gotten at least 2 parking tickets a month in NW and it's the worst.

Make 21st and 23rd one-way streets; public parking lots/garages; more 2-hour + parking spaces.

Provide metered parking lots.

We need off-street parking! The neighborhood association discourages this, but should not.

Either tear down unused buildings to create parking lots, or don't open new businesses unless accompanied by parking area.

Can large, multi-level parking facilities be build to accommodate <u>large</u> numbers of cars for long-term parking? -- We <u>need</u> traffic for exposure to our store front. It's a Catch-22 situation, because it causes noise problems.

<u>A PARKING GARAGE!</u>

I think there should be more traffic lights on 23rd -- or close 23rd (part of) to traffic and make pedestrian mall. More parking buildings nearby. It's dangerous trying to get through it on a weekend.

Building a parking structure (one or more) for 23rd and another (or more) for 21st Ave.

Change traffic flow

Painted and striped and signposted pedestrian crossings -- "pedestrians have the right-of-way"' reinstate full and complete service to bus #15 to Gordon and Thurman. I, and many others, stopped riding the bus 4-5 years ago when Tri-Met caved in to a few whining complainers; make 23rd one-way, 21st one-way opposite direction; enforce and educate motorists; pedestrians have right-of-way and it's illegal to enter a blocked intersection!!; encourage and reward pedestrian, bike and bus use by getting signs, tables and loiterers OFF sidewalks, metering on-street parking, enforcing pedestrian laws, striping crosswalks, etc.; discourage "drive-through" auto usage on 21st, 23rd, 25th.

I think there should be more traffic lights on 23rd -- or close 23rd (part of) to traffic and make pedestrian mall. More parking buildings nearby. It's dangerous trying to get through it on a weekend.

One-way south on 23rd, one-way north on 21st.

I believe it has been suggested that 21st Ave. and 23rd Ave. become one-way streets. I believe this can solve major issues -- cross-trafficking, parking, pedestrian crossings. Also, shuttle buses from designated parking areas or designated parking near Tri-Met bus stops so that people can just hop the bus.

Make 23rd and 21st one-way in opposite directions.

More one-way streets, possibly.

One-way streets -- 23rd Ave. going to south, 21st Ave. to north.

Turn 21st and 23rd into one-ways opposing each other; 2 major parking buildings.

Make 23rd one-way going south, 21st one-way going north.

Make 21st and 23rd one-way streets; public parking lots/garages; more 2-hour + parking spaces.

Resident parking permits

Use of neighborhood parking permit as in the Goose Hollow area.

Permit parking for people that live in the area so they are able to find parking.

Striping, meters, other parking technicalities

Painted and striped and signposted pedestrian crossings -- "pedestrians have the right-of-way"' reinstate full and complete service to bus #15 to Gordon and Thurman. I, and many others, stopped riding the bus 4-5 years ago when Tri-Met caved in to a few whining complainers; make 23rd one-way, 21st one-way opposite direction; enforce and educate motorists; pedestrians have right-of-way and it's illegal to enter a blocked intersection!!; encourage and reward pedestrian, bike and bus use by getting signs, tables and loiterers OFF sidewalks, metering on-street parking, enforcing pedestrian laws, striping crosswalks, etc.; discourage "drive-through" auto usage on 21st, 23rd, 25th.

Shuttle system

A motorized "trolley type" passenger transport vehicle that would shuttle people around the neighborhood and the Pearl District where parking is more readily available. Tokens could be given out in restaurants with meals, or with purchases over a certain amount at business.

On weekends cars could be parked at Consolidated's parking lots and people could walk or be shuttled up and down 23rd and 21st Streets.

Public transportation

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Encourage walking and bicycling

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Other suggestions and comments

Ticket and tow abandoned cars or cars that have parking too long.

Parking -- free; no charge for customers/shoppers.

Cut back trees from stop signs (all over NW); more pedestrian crosswalks.

More affordable parking options for employees of the businesses in NW; reduced bus rates for those who work in the area but come from other areas.

Require vendors and employees to park in designated lots or at least out of main traffic area.

"Piazza" concept on 23rd Ave. Delivery access to 23rd until 10 am. Poles (portable) installed at 10 am to deny access onto or across 23rd through day. Halts at 9 pm. Pedestrian sidewalks and street. Regional low-cost parking that is safe, cheap, and serviced by transportation to and from main area.

I'm not a traffic engineer -- I don't know. But people driving around block after block looking for parking or crawling through traffic, sitting through multiple light cycles wastes fuel, time and

pollutes the air. If the politicians got their noses out of the issue and let traffic engineers work on solutions, I'm sure things could be improved.

Congestion on NW 23rd occurs in the south-bound lane at Everett and then backs up down the rest of the street. This problem is caused by people turning left who sit through an entire signal change to make their turn. If there were a sign posted stating that a left turn on the red light is legal, that may help. Most people I have asked do not know it is legal to make a left turn from a two-way street onto a one-way street after stopping at a red light.

Allow roof-top parking in situations such as new development on 23rd between Hoyt and Glisan.

ALCOHOL

What possible changes can you suggest that might improve the situation in the Northwest Neighborhood District that relate to alcohol use?

RESIDENTS

Bars and restaurants: alcohol

Cut down the number of neighborhood bars.

Earlier bar time.

Cut down on bars and restaurants that bring in outsiders with their cars.

Close all bars by 11 pm weekdays and midnight weekends.

Stop selling it.

Close them down! No, I don't know -- get rid of hard alcohol -- beer and wine taverns only.

Bars/restaurants to watch drunk customers -- they should provide parking (any new bar/restaurant).

11 pm closing for all bars.

A little more consideration from the restaurants and bars.

More checking for drunk driving; no drinking at tables along the street (not everyone believes it's okay).

Last call 1 hour before closing.

Earlier closing times for bars adjacent to residential areas.

Enforce ban on fortified wine sales to the indigent. Reduce numbers of bars.

I'm concerned about homeless being pushed out of downtown to N.W.!! We need to look to creatively deal with this problem so that they aren't living in Forest Park, Inner N.W. Also control number of bars and hours open to protect residents.

Shut down the Gypsy. Close bars earlier.

Reduce hours -- it can be done from 2 am to 11 pm.

Let bar owners know renewal of their liquor license will depend on their controlling their patrons' noise.

Serve alcohol only with meals. Limit the amount of alcohol served. Bars should be responsible for the actions of their customers, when alcohol is the factor.

Limit the number of bars and nightclubs; encourage club owners to be more responsible with respect for residents in the District.

Close bars at 11 pm weeknights, 12 am weekends; close taverns at 12 am weeknights, 1 am weekends.

A limit to future bars opening.

Police

More checking for drunk driving; no drinking at tables along the street (not everyone believes it's okay).

Walking/bike police patrols -- not speeding patrol cars!

Have police pick up panhandlers and drunks. I am sympathetic for some of them (mentally incompetent) but most are healthy men who could work if it wasn't so easy for them to satisfy their alcohol habit by panhandling.

Better visibility of police.

Remove problem drinkers by arrest and/or treatment if person really wants to stop. Other: banish from entire area!

More police checking for drinking drivers; better I.D. checks for under 21.

Enforce laws.

More police patrols in Couch Park; ban beer and wine sales in grocery stores near Couch Park.

Police on foot patrol, get to know neighborhoods/people who live there vs. patrons of businesses.

Police enforcement on 21st during weekend nights, for everyone's safety.

Bicycle police at bar closing times.

Stricter laws re noise, drinking.

Report it to the police, the way we do.

Homeless people

Kick out Willy the Wino.

Have police pick up panhandlers and drunks. I am sympathetic for some of them (mentally incompetent) but most are healthy men who could work if it wasn't so easy for them to satisfy their alcohol habit by panhandling.

Enforce ban on fortified wine sales to the indigent. Reduce numbers of bars.

I'm concerned about homeless being pushed out of downtown to N.W.!! We need to look to creatively deal with this problem so that they aren't living in Forest Park, Inner N.W. Also control number of bars and hours open to protect residents.

The tables on the sidewalks (e.g., Tribecca and Zefiro's) are a real pain to get by. My husband was in a wheelchair and patrons had to move for him. Sidewalks should be for pedestrians

and outside dining should be like Seafood Mama or the Chinese restaurant on 21st and Johnson -- on their own property.
No alcohol to transients.

Close the bars on Burnside; try to stop the homeless from leaving Old Town at night (because of the "drug-free law") and coming up to N.W.

Restaurants: other

Who allowed outdoor cafes to serve Margaritas on the sidewalks? I think Santa Fe Taqueria owners are very nice and responsible. But I don't think this should be allowed. The tables and traffic of people is excessive. Businesses have had promos outside with music. Give the small grocers a break; it's not illegal to sell beer.

One thing to note: NW Portland always had lots of bars on 21st and 23rd. There used to be more (15-20 years ago). [from 25-year District resident]

Sidewalks get clogged -- put tables between trees along street and move newspaper boxes -- thereby creating a clear path for wheelchairs and pedestrians.

Bring the tables inside the establishment -- not on the sidewalk.

The tables on the sidewalks (e.g., Tribecca and Zefiro's) are a real pain to get by. My husband was in a wheelchair and patrons had to move for him. Sidewalks should be for pedestrians and outside dining should be like Seafood Mama or the Chinese restaurant on 21st and Johnson -- on their own property.
No alcohol to transients.

Package sales of alcohol

More police patrols in Couch Park; ban beer and wine sales in grocery stores near Couch Park.

Do not allow people to loiter around stores drinking alcohol.

Outlaw cheap, fortified wines.

Liquor licensing

Limit number of liquor licenses; regular Chiers van pickups.

Reduce the number of liquor licenses.

Quit giving new liquor permits!

Specific businesses

Shut down the Gypsy. Close bars earlier.

Other suggestions and comments

Legalize marijuana.

Try to balance quality of life for residents with commercial development.

More parking, so people don't have to park far from the bars. If they park close they won't be driving around causing traffic and they won't be making pedestrian (drunken) noise (talking/yelling) all over.

Ha! Reduce the impetus to get drunk provided by an overly materialistic, short-sighted culture. Lots of luck!

Other than banning alcohol use to everyone, there will always be those whose behavior presents a problem to others.

Continued enforcement; Chiers awareness for use in marital or partnership disputes where alcohol is involved.

Keep Beaverton drinkers out.

Permit parking for residents; shorter bar hours.

Slip sleeping pills into the drinks.

Garbage cans on street corners. Can't throw garbage anywhere except street currently.

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One thing to note: NW Portland always had lots of bars on 21st and 23rd. There used to be more (15-20 years ago). [from 25-year District resident]

I don't know, but I do know that it is the type of people who generally frequent the bars down here. They are the arrogant yuppies from the West Hills/Beaverton. They get obnoxious and loud when drunk. They have the car alarms. They are not your more mature and reserved clientele of, for instance, Dot's Cafe, although they are of basically the same age. Then again, they have the dollars that make NW "economically healthy".

Because we live away from 21st and 23rd, we do not have alcohol-related disturbances.

Drunks acting up is typical of people drinking; they usually get louder. Short of giving them a cork with their drink, I don't know what you would do.

Unfortunately, drinkers have right too. Just educate and pray.

That is the way urban areas are -- it may be an inconvenience at times, but live elsewhere if it's too bad.

Limit number of liquor licenses; regular Chiers van pickups.

BUSINESS OWNERS

<u>Bars and restaurants</u>

Bars should pay to have security on street on weekend nights.

Although "not a problem", I believe that there <u>are too many</u> bars on 21st. Fewer taverns/bars, earlier closing hours, fewer convenience store outlets for beer and wine -- really, how many

beer sellers do we need? Greater police presence on 21st and other problem areas with stricter enforcement against noise violators.

Bars enforce consumption limits so people stay in control.

Package sales of alcohol

Regulate small stores that sell alcohol, and be tough with them, do not allow fortified alcohol.

Although "not a problem", I believe that there are too many bars on 21st. Fewer taverns/bars, earlier closing hours, fewer convenience store outlets for beer and wine -- really, how many beer sellers do we need? Greater police presence on 21st and other problem areas with stricter enforcement against noise violators.

Police

Although "not a problem", I believe that there are too many bars on 21st. Fewer taverns/bars, earlier closing hours, fewer convenience store outlets for beer and wine -- really, how many beer sellers do we need? Greater police presence on 21st and other problem areas with stricter enforcement against noise violators.

More police.

Liquor licensing

Limit concentration of liquor licenses in an area.

Appendix G

Other comments from respondents

Residents

Make it difficult for people to drive their car to work or shop in this neighborhood. Encourage public transport, walking and bicycles.

It seems as if the transition of rental property to condos, etc. has pushed rents above the line for most retired or fixed-income persons. That factor plus the traffic and parking problems are paramount for many of us. But -- all in all, I'll take Portland!

I'm glad someone is studying this. I've studied it myself in a completely random, amateur fashion for some time. Some thoughts on why NW Portland "works": -- Interesting, diverse architecture with a less than usual for the U.S. car focus. Well-defined boundaries. "Close in". A centralized commercial area that doesn't much intrude. In some ludicrously "Jungian" way, a sense that NW Portland is good so let's not foul it up. An active and fairly effective neighborhood association. Wide cross-section of people. Somewhat jokingly -- abundant good coffee.

This is no longer an activist neighborhood. It has become a business community with no regard for its residents. I pay a mortgage, and plan to leave within a year.
-- The new restaurant on 21st and Irving recently put out on the sidewalk 4 tables (seating 4 each), blocking my ability to walk on Irving. This is not acceptable.

I believe NW Portland has been too commercially successful for its own good. This commercial success, particularly of new, trendy bars, has (in my opinion) seriously eroded livability in this neighborhood.

In 16 years it's a different place -- worse, better -- things change here thank God!

I have lived in NW for years and have only thought of moving since the influx of yuppies has turned the neighborhood into their own little shopping mall. Half of the shops would look to be tax write-offs. The interesting cross-section of residents has been replaced by money-minded, shallow folks -- a pity.

[In] August at night I was followed to my apartment building -- the man got inside the building (he walked in the same time I did -- I neglected to check for a security key). Anyway, he somehow saw what apartment I went to -- anyway, he got in and tried to rape me. I escaped, getting a black eye in the process. The police were called and the case is still being investigated at this time. I believe the bars in the area are bringing in a different element.

My husband and I have really enjoyed living in this area. We moved here from Charleston, SC and were very pleased to find a place to rent in this neighborhood for our introduction to the Northwest. We enjoy the very laid back/casual atmosphere. Although people I know who grew up in Portland tell me they think of this neighborhood as "snobby", friends of our from the East Coast agree with our assessment.

I really love living in NW Portland, but I feel that the city gives preference to the business owner over the people who live here. It is time to stop the over-commercialization of the area.

I think it should be considered to close off part of 23rd Ave. to cars (maybe with the exception of buses?). In Boulder, Colorado, there is the Pearl Street Mall. Part of this street has been closed off to traffic with the exception of some cross streets. The street has been "re-

decorated" so to say and welcomes people, music, activities, etc. with open hands. I think planners of the NW section should look at what Boulder has done and apply it to 23rd Ave. I think it would enhance the NW area. Think about it!
Good luck with everything!

The NW area is a cool place to be. It's beautiful, and all my needs can be met here (living, shopping, recreating). This is exactly why so many people are drawn to NW in the evenings and on weekends. The problem is, these same people don't seem to respect the fact that many people live here. There is too much traffic and noise around my apartment. So much that I am considering moving to a quieter spot in NW. I do want to stay in NW, but the noise is becoming an ever-growing problem.

I stay in [my] present apartment in spite of the noise because I'm comfortable and rent is reasonable. I'm close to good bus service and shops -- the neighborhood is interesting and alive! Eventually I'd like to share a roomy house with 3-4 other women who were congenial and helpful. But I don't know how to implement this living arrangement, do you?
[Re severity of alcohol-related matters:] My daughter's marriage has just broken up because of alcoholism. It's the #1 problem in society! And we encourage social drinking when some people can't handle it.

Please save the old houses!

Probably our biggest concern is the traffic situation on 23rd and 21st during 11 am - 7 pm. It's awful!

The gentrification of NW 21st and 23rd should be confined to the present limits (along the avenues and depth into adjoining blocks).

There are a lot of things that make this place great. The best one is the sense of safety -- north and west of 23rd. It's a neighborhood up here, children can be safe, there are parks [?] to be in -- it's a haven from the downtown area. Keep businesses away from these blocks.

Have seen many changes, but have always loved the NW area. Good neighbors and the shops etc. have a very warm, cosmopolitan atmosphere.

The City of Portland can mainly help the Northwest area by providing basic services, police and fire protection and water and sewer service and leave it alone otherwise.
We sure don't need a lot of studies and do-gooder projects. Sure parking is a problem on 21st and 23rd, but mainly because the streets are a success. Fool around with it and you'll destroy the streets as active business areas. Some years ago we re-did Union Avenue (MLK Blvd.) and, from personal experience, damn near killed it.
As for our vaunted neighborhood associations, who votes for them? They must have the lowest voter turnout in any democracy. THEY DO NOT SPEAK FOR THE NEIGHBORHOOD!

Some streets (as is the case where I live) are much quieter and more residential than those closer to 21st and 23rd, so I'm not sure how accurate this survey is. A few blocks in this neighborhood can make a big difference in terms of noise, parking and traffic.

Living in the NW is great except for the traffic. I also feel that most of the shops and coffee houses close entirely too early. It would be great if there were more 24-hour or really late night eateries in the NW area.

Drug dealing has increased dramatically in this area. The police should be patrolling more. I live near Wallace Park and have seen drugs being sold at least 3 times in the last couple of months, but the police ignore the situation.

I like the good restaurants, activity on the streets, convenience of good groceries (Durst's, Food Front, City Market).

Could use wider ethnic, racial mix.

I like the liberal politics.

I think the neighborhood association goes too far sometimes -- opposing parking lot, opposing mixed housing on vacant lots, putting planters in middle of 25th, opposing Costco in industrial area.

Good bus service.

Livability in the Northwest is guarded by NWDA, supposedly. For 4 months I have been involved in a neighborhood protest against the building of a cluster development between Gordon and Thurman -- the developer, Rob Phillips, has been uncooperative in an issue of abusing the Planning code -- that is, over 100 neighbors have signed a petition to enforce the Zoning Code. That's all -- just keep the project to Code. Rather than drop one house (some of these rinky-dink houses are on 2200 square feet), Rob will continue to bully the neighbors with the help of the NWDA Planning Committee. The NWDA, in its mission statement, claims to have the neighborhood as its primary concern, but actually it has supported 2 people (Phillips and Michaelson) and turned its back on 100 neighbors. This is a total disappointment -- personal greed -- one man's finances -- wins over 100 families' life's investment. A look at a cluster development at Vaughn and about 35th -- the end of Vaughn -- tells all. Rob should apologize to Portland for that project.

Rob Phillips, developer, is a big problem.

Much of the change in the last 10 or 15 years has been driven by a profit motive on the part of development "folks". The NWDA board has really ceased to represent a broad spectrum of the neighbors; many who have lived here a long time have realized that it is impossible to out-maneuver the paid representatives of and the developers themselves who people the board. When it has been a question of livability vs. profit -- profit has almost always won. Gentrification has also changed the unique diversity of the neighbors. As the mix of people has changed, the values have changed.

My immediate neighborhood (Willamette Heights) is an excellent area, especially when you pay reasonable rent as I do. Outside of this area I would not live in NW.

The parking availability needs to be addressed. In addition, the rents have to be kept low.

Living in NW is great despite the "problems" it has. I love it anyway. It is great to be able to walk out of my door and go to work, the gym, downtown, to eat, without driving anywhere. However, there should be some kind of rent control.

The Northwest Portland neighborhood is well served by two competing newspapers, which have sustained my interest in the history of the neighborhood and its historic buildings -- as well as in current events and concerns.

Very aesthetically pleasing environment. Great blend of old architecture and careful commercial development. Area has a vibrant, alive sort of feel and people are very friendly and pleasant. Many people seem to linger in the NW 21st and 23rd Aves. area and enjoy (and contribute) to the ambiance. People seem happy and well behaved. Nice and interesting mix/blend of areas

of residential/commercial and light industrial (Bridgeport Brewpub is an example); minimal worries of crime or personal safety.

I live between 20th and 21st so am spared the problems I understand they have on 21st and 23rd.

I think our situation is unique because we live closer to the industrial part of NW.

If I lived close to 21st or 23rd my answers would probably be different re: noise/alcohol/traffic. I hope you will correlate responses based on location of respondents. That may point up specific problem areas.

I live at NW 19th and Hoyt. I never see police on foot -- only in cars. Too many homeless in parks drinking and being threatening. Car alarms going off for too long.

We would like the city to ban the use of wood stoves for heating in the city. Our neighbor banks a wood stove and the resulting smoke pollutes the neighborhood day and night during the heating season. Fireplaces and barbecues are bad enough.

Instead of more shopping centers and shops in the area, how about a parking garage or parking lots?

Ban leaf blowers and make them use brooms or quieter equipment.

Keep the homeless from hanging out around the area.

NW Portland would be better served to discourage parking lots. NW 23rd has no parking lots (well, almost); Burnside has parking lots. Which street do you like better? Portland should follow more of NW Portland's development patterns.

More housing would be a plus!

Increase the off-street parking; limit the commercial development.

The homeless situation near my home/apartment has gotten much worse in the last two years. The homeless people who drink and wander in groups are very intimidating.

I do find Northwest to be an interesting neighborhood. It is too crowded. Streets are not designed to handle the outside traffic. Business needs more neighborhood awareness -- many do not serve the needs of the neighborhood, but serve mostly "the outsiders". I actually do prefer stores and restaurants located downtown or elsewhere.

NW has a fun, relaxed feel. You can always see people socializing, sipping coffee, going to a movie, or out for food or drink. It attracts youths and I think that [contributes] a nice vitality. I would love to live here if I could afford a home here. So instead I'm moving to NE.

Overall, I like this area -- the noise, traffic, difficulty finding a parking place are just the price we pay to live in a fun neighborhood near shops, downtown, etc.

I love NW Portland, but have seriously considered moving in the last few months. Between being woken up nearly every night at midnight or so by rowdy people and then again at 4 am by garbage collection, my sanity is fast waning. Please help do something about the noise problems! [prob. will not be in NW in a couple years; noise is a very big problem]

We need police officers on foot, bike or horseback. (I see them rarely.) We need to take car break-ins seriously enough for an officer to respond and make an attempt to find the criminal. Car thieves are those who break into cars have a free hand to commit crimes. Panhandlers are rude and they use foul language -- they are aggressive and ought to be cited (removed) when they harass those of us who walk by them. Store owners ought to clean up the sidewalks and

gutters outside their establishments -- some do, many don't. Some restaurants -- e.g., Ginza -- do nothing to beautify the front of their stores -- others -- e.g. Durst's -- are good neighbors.

The Realtors at 20th and Johnson (Cronin & Caplan, Realty Group) keep the front of their place attractive but they ignore the transients who camp behind their parking lot and create noise (and a mess) for the rest of us who border their parking lot.

I appreciate Good Sam. Although many do not. Their grounds always look wonderful, they share their parking, and my family has had wonderful medical help from them.

When I retire (1-2 years), I hope to be a more active person politically to help solve problems in NW Portland.

Please change the times of garbage and recycle vehicles. #1 problem in NW is this. The vehicles are so loud.

I have been actively looking for another place to live for the last several months. I will be gone soon.

I'd like to continue to see green spaces in NW. In particular, we should turn the viewsite on NW Westover (old St. Vincent's site, on the east side of Westover) into a park.

Need handicap parking; ALL ramps should be level with street. Tow vehicles in front of ramp. Give ticket to vehicles blocking sidewalk. Issue more driveway permits.

This neighborhood was more pleasant when there was less development on 23rd. With the increase in restaurant take-outs we get a lot more trash littering our street. And the parking lot behind Singer's building on 23rd at Glisan usually sits empty because no one wants to pay to park, which just causes more parking problems in the streets.

It is getting to be like living in a shopping mall around here, but most of the new shops don't sell anything useful to the people who live here. But if you want coffee, we got it.

We are both very glad that PSU is conducting this survey. We love living in the NW and hope that you will be able to make our life here even more pleasant. Please keep up the good work! Thank you!

While I like sidewalk dining, some places (e.g. coffee houses) don't have much control over their patrons. Which is to say people (and dogs!) sprawling all over the place, moving tables and generally taking up most of the sidewalk. Let's keep the "walk" in sidewalk please.

A lot of my problems would be solved if the builders had made the place more soundproof and if landlords and apartment managers would crack down on noisy tenants.

I don't care what gender, race, religion, political philosophy, sexual orientation, creed, manner of dressing, hairstyle, anything. If you're quiet, I can find a way to live with you. I you're noisy, I already hate your guts.

I was walking up 23rd one day and there was a homeless man passed out on a bench at the bus stop at Lovejoy. He was face down with his pants pulled down past his butt with fecal matter smeared all over. I saw a couple walking toward me with a young child and I had to tell them that they might prefer to walk on the other side of the street.

Also, since I've moved to Portland I've seen more feces and vomit on the sidewalks than I've seen in 28 years of life. Is there no leash or scoop law in Portland? Why not?

The N.W. "Flats" where I live used to have a healthy mix of rich and poor and elderly. Shopping locally was vital to the elderly. We had more alcoholics and half-way houses (those were problems), but the basic mix worked. The only elderly left are in care centers. To me, that's

not a small problem, that's tragic. There simply are no poor elderly in N.W. Flats able to walk to shopping.

What replaced them? John Singer and a few architects and builders who cater to his ilk and have tended to control the N.W. District Association. We have lots of quiche, tons of crystal and desserts. The hegemony of one commercial family that can control the mix of shopping to create a kind of profitable ambiance is inherently unfair. The city did not protect low-income housing in NW Portland.

Good survey!

I se part of the problem with this neighborhood is a common one: gentrification of a popular neighborhood. The more wealth and its connections, the more noise, crime and homeless that go with it. It's unfortunate that the NW neighborhood is heading that way.

Too many people are moving into the so-called 3rd and Burnside area from states all over this country because they like the services we offer them! Unlike Oregonians who come here for a job (i.e. lumbermen, fishermen), these persons know al the angles and how to work the system for all it's worth. They acquire subsidized housing by passing long waiting lists by using organization like Northwest Pilot Project to house them and make every service open to these people, while the long lists of legitimate people stay the same = "long".

Many people in Portland do not even know how to apply for help and suffer while others less needy look down on them and laugh.

P.S. (extra) Now we have the "Oregon Health Plan" for Medicaid. This "great" program takes health care from one group of poor people and gives help to other poor people. No poor people hurt by this complain -- they fear they will lose more unless they stay silent.

I love 23rd Ave. The NW neighborhood is wonderful but it has problems. Traffic noise is #1 issue for me.

Those street/homeless people and their shopping carts are bothersome -- really, it's not the people, it's those damned carts.

Enforce speed limits on 18th and 19th and other through streets and install more traffic controls.

And, why not enforce the littering laws -- especially target those who throw/extinguish cigarettes on the street and sidewalk?

Also, pollution is a problem. After just one day of leaving my windows open there is soot al over the window sill and counter tops. I also notice a difference in my ability to breathe/congestion after sleeping with the windows open. I am a young, athletic non-smoker.

Runaways, drug abuse, vandalism are also problems and probably on the increase.

If free-zone for buses were extended to 23rd, Morrison and Lovejoy, the traffic, parking, noise, etc. problems would become negligible. Stadium would be used more, and even downtown economy would be improved.

I find NW a nice place to live, though I seldom go out at night. I walk in the neighborhood and may run across some alcoholics but they usually do not bother me.

Noise of garbage trucks and trucks are a necessity and if it bothers too much I can close my window until it's gone. Of course I'm lucky as our retirement home is quiet.

I watched Seattle destroy itself. The Port of Seattle hires 14 publicity people to make people believe it has greatly benefited the area.

In reality smaller cities (Burien/Federal Way etc.) formed to try and fight the Port's power. They lost.

The people with money moved out -- went to the east side, Bellevue or Renton or Kent. The south end of greater Seattle is becoming a ghetto.

Washington State has the weakest environment and planning laws of many states. The developers have moved in. Trees are disappearing and they leave projects behind. They start out looking nice and within 10 years look like housing projects!

I sacrifice a lot to enjoy the benefits of the NW neighborhood. It is a lively, bustling, romantic area, but because of this it is also noisy and full of exhaust fumes. I enjoy the bars, the cinema, the convenient Thriftway, but the masses of people using these also will create noise. I love sitting out on my balcony, but during rush hour it is too unbearable. The type of people who have the beautiful homes and run the expensive stores are generally more aggressive, uptight and hung up in their game of money and success than, for instance, their SE counterparts. But my artwork sells here in NW more than it would in SE. It is the commercial activity which binds the community here, while SE communities rely more on genuine social contact. The NW is cramped for space and charges higher rent.

My point is that everything is a trade off, and to a large extent, the negatives are inevitable consequences of the positive. Nevertheless, I believe that some measures could be taken to lessen the negatives discussed in this survey.

Real estate is quickly outpricing all the but affluent; not good in the long run.

Narrow streets (21st and 23rd) and congestion actually slow down the car traffic, which is good -- unlike Hawthorne Blvd. in Southeast.

The character of the neighborhood has deteriorated markedly over the past 5 years due to: high realty/rental costs; loss of natives and ordinary folks; influx of materially oriented people; more traffic and pedestrians; we're becoming more like California every month. This is happening throughout the metro area. I wish Gov. McCall was still around asking Californians not to move here. Seattle's lost the war. Portland is next.

Generally I find my neighborhood safe, except our block is very dark in the middle of the block. Lights at 23rd and 22nd -- no light at all in the middle and very dense trees. We need a light. [I] do not go out at night.

Northwest Portland is one of the most charming, desirable neighborhoods I have every known or visited. I think most people who live here would agree. I also believe we should do whatever possible to maintain the degree of livability and neighborliness that exists here. My immediate neighborhood, Willamette Heights, is like a small village. I see the rest of NW as the larger community. I feel very strongly we should retain the neighborhood feel and not become a destination of chic restaurants and shops.

These problems [listed in the table about bar and restaurant concerns] have been worse in the summer.

We must at all costs protect Forest Park.

I love the feel of the area, though it does seem to be too congested.

I love to see old, beautiful homes renovated.

My primary complaint is the poor bus service beyond 23rd. My house is 5 blocks from the bus stop but a 35 minute frequency is ridiculous. NW Portland is the most densely populated part of the city. Buses should be at 7-10 minute intervals. I would commute on the bus if service to town were better. Once downtown, buses are pretty good, but getting there is a pain. I can drive and park in 10-12 minutes at a lot costing $0.75 an hour. Yesterday it took me 2 hours and 20 minutes at $0.85 to go downtown on the bus, pick up a parcel and return. I had to walk 45 blocks total instead of the 10 (home to stop) and 5 to store.

Priorities. One must decide what is important and what is not. A lively, pedestrian environment is important and desirable to me. If I must sacrifice a little quiet and suffer a little congestion for what I want, so be it. No one is forcing me or anyone else to live here.

I love living in this area but hate weekend yuppie housewives who come and act like they run the neighborhood. I realize that sounds really discriminatory but when people come to a neighborhood not their own they should be polite and respectful of people who do live there.

Something has got to be done about the traffic getting out of N.W. Via 25th -- construction ([and] the end result won't be successful). 23rd -- doesn't move. 21st -- only one lane was getting out and in but there's no turning lane so only 2-3 cars get out per light. 19th -- out of the way, shouldn't have to go that far. (I usually end up taking the highway from Vaughn to get anywhere.)

I love NW Portland, and now that I have my own parking space it's great. The only times I get upset is walking down the sidewalk on 23rd during Christmas and going to the local bus when college is out for vacation. And the street in front of the Marsee Bakery is awful.

Having traveled 5 continents outside the U.S., and at least 40 of 50 states: Portland is a paradise and NW Portland is a good place to live if you like a busy atmosphere with a lot of access. You must take a few of the problems along with the advantages.

I love Northwest Portland. I hate to see it ruined, just so certain people can get rich. When I first moved to Northwest there were too many homeless people here [15 years ago]. But now there are too many rich people. And they're trying to drive the poor people out.

Many of the people who visit NW are well-to-do professionals. They can afford to pay for parking but refuse; to save a dollar or two. When they drive through towns in their Mercedes, Porsche and BMW they act as through no one else exists -- especially pedestrians.

My car window was broken on two different occasions by bums who wanted a place to sleep.

My roommate was physically attacked by one of the local drunks one evening because she refused him money.

The cultural diversity that made NW such a nice place has left the area for less chaotic territory in the SE area. The only thing left in NW is yuppies, bums and businesses.

The two major concerns I have for the NW District are (1) auto-theft and vandalism; (2) senior housing income is far too high. Actually I have one more: (3) parking. I think the parking permits for individuals that live in the area would cut down the gridlock.

Business owners

Less rowhouses -- they look out of place.

Restoration is a good idea for homeowners. Co-ops are good, too.

Restaurants/bars, etc. should be encouraged; they only add to the area.

[Noise is] just a part of doing business. Not something that can be changed!

I'm aware that the traffic and parking issue has been around for some time in NW. I'm not sure why the issue has not been dealt with yet and I'm skeptical about this survey producing any results as I don't believe anyone wants to pursue the changes that are necessary -- just talk about it, not solve the problem. Typical!

This survey only points out what the merchants, residents and visitors in the area have known for years -- kind of behind the times I would say.

The area I live in is industrial zoned. The city talks of more housing units in the downtown area, and this area, between 21st and I-405, has a lot of empty land and lots that could be so developed. At the present time there appears to be no development plan for this area. Consolidated Freightways owns at least 10 square blocks and is holding a lot of vacant land, I would be curious as to what the city has in mind for this area.

I don't like it any more; efforts to exceed density zoning threatens livability here.

My business shares a parking lot with 3 restaurants. It often is full of cars that are not frequenting any of us, especially on weekends. Very hard to control. My clients complain they can't park.

I think the city of Portland was a great example of "High Density Population" living going on in the NW area neighborhoods. The City and Metro should pay more attention, this works! The 2040 plan is essentially what we've got here. Now if people would learn to walk or use public transportation more, it would be even better. A trolley line from downtown to NW 23rd would be brilliant. It would be a win/win situation for everyone, with guaranteed development along the route.

Something needs to be done about impending over-use of close-in Forest Park/McCleay Park. This is a precious resource and it's in jeopardy. The traffic on NW Thurman generated by out-of-the-neighborhood park-users and the attendant parking congestion at Lief Erickson/Thurman is a BIG PROBLEM! Forest Park is HUGE. Other close-in access should be developed and promoted off Cornell, Skyline, 53rd Dr., Thompson, St. Helen's, etc. in order to relieve the pressure on Thurman and Aspen.

The city has developed and marketed publicly owned parking garages downtown -- they ought to consider the same for NW 23rd.

The use of 18th and 19th as through-traffic-crosstown routes should be encouraged through the use of traffic control devices, incentives, re-routing and further disincentives for the use of 21st, 23rd, and 25th. (The "traffic engineers" that redesigned the west end of the Fremont Bridge/Yeon/Vaughn project ought to be taken out and shot!

Fewer taverns and bars and especially fewer outlets for cheap wine and six-packs NOW!

Reconnect Thurman and Savier as through streets through C.F.'s parking lots -- this gift to a private corporation of city-owned streets is unconscionable!

If the Fire Bureau has an action plan for a large fire in Forest Park they ought to communicate it to the residents of Willamette Heights -- if they don't have a plan they'd better get their act together! Their poor performance a year or two ago with a small fire off Holmes Lane makes it look like they don't know what to do and this concerns a lot of neighbors.

For retail business to thrive, we do need traffic and exposure. Along with this does come noise problems. Large trucks and large delivery vehicles seem to be the loudest!! Cars are not so bad. It would appear that multi-level parking garages could be built to accommodate the large numbers of cars and help on long-term parking!

It is my impression that creating a major portion of 23rd Ave. from Everett to Lovejoy into a small mall, if you will, for only pedestrian traffic would create more livability for the neighborhood and less congestion for those of us who have outdoor cafe seating. It would allow a more Saturday Market kind of feel, similar to Eugene.

I believe that NW Portland is a wonderful neighborhood in which to live and do business. I think that all neighborhoods have their own problems, but those who choose to live in NW Portland do so for what this neighborhood has to offer – a lively mix (of commercial and residential areas) that is pedestrian-friendly with everything within walking distance. Those that are experiencing problems have valid concerns for the neighborhood, but plenty of use know exactly what kind of a neighborhood NW Portland is, and that's why we choose to

live/work/locate businesses here. NW offers much more "GOOD" and "BAD" -- you just have to learn to accept both or relocate to a less dense neighborhood!

Suggestions: close street traffic on Sundays and create a giant pedestrian mall; add crosswalks and signage to make drivers more aware of pedestrians; use smaller and quieter satellite buses that hook up with larger buses along Burnside.

The addition of off-street parking would be a large improvement in the area for both businesses and residents. Although I do not currently live in NW Portland, I did live here most of the time from 1967 through 1979. There have been changes since that time, but to call them bad or good is a largely subjective value judgment. Many of the "problems" brought up in this questionnaire are either not very different or they seem improved since I lived here. When I lived here, I realized I was living in a high density part of the city with all the trade-offs that go with it. In this part of town it is not realistic to own more than one vehicle and expect to find easy on-street parking as several people I'm aware of do. Noise and activity are always going to be a part of any high-density area and one should have a reasonable tolerance for this if one is going to live in such an area. Crime and threatening types of behavior seem to be less than I recall. There are "homeless" people in the area but they appear to me to be non-threatening and not a problem. Because the sight and smell of "homeless" people is offensive to most people ("residents" and "outsiders" alike) I have politely asked some not to come into my business. They have always cooperated without any problem.

I believe the livability of NW Portland is good at this time, but to keep a balance of a lively and livable area steps must be taken to control the traffic and parking situation. More parking lots and (something) to help with the traffic light at 23rd and Burnside. That seems to be the spot where traffic starts backing up.

Portland State University

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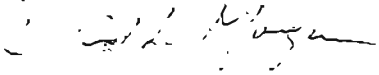
This appendix provides summary materials from the focus groups research that preceded the actual survey. These focus groups were a separate project that was conducted outside the city contract, through arrangements made by the Northwest District Association.

The purpose of the focus groups was to assist in developing the survey questionnaire. By talking to local residents and business owners, we were able to write questions that tapped the concerns of those who are most affected by alcohol sales and serving in Northwest Portland. The questions for the focus groups (see the attached interview "guides") covered relatively broad areas of concern so we could capture the full range of the participants' experiences and opinions. Hearing from those who live and work in the neighborhood not only made sure that we asked the about the issues that mattered most to them, but also helped us to ask the questions in ways that were meaningful to them.

We conducted a total of five focus groups, two with business owners and managers and three with local residents. The two business groups were divided such that one consisted entirely of businesses connected with alcohol sales and serving, while the other included participants associated with a variety of businesses in Northwest Portland. The residents' groups were divided such that one consisted of residents with an expressed interest in alcohol impacts who we recruited through their contacts with the neighborhood association, another consisted of residents from the highest impact area of the neighborhood who we located through telephone recruitment, and, the third consisted of residents from others areas of the neighborhood who were also located through telephone recruitment. All of the groups were held in Northwest Portland, and were moderated by either Dr. Morgan or Dr. Kerth O'Brien, a professor in Portland State's Department of Psychology.

We accomplished the linkage between the focus groups and the surveys in three ways. First, the research assistant on the survey project, Vicky Lovell, sat in on the focus groups, and was thus able to use this experience in helping Dr. Davis during the writing of the questionnaire. Second, Dr.'s Morgan and O'Brien provided Dr. Davis and Ms. Lovell with written summaries of the discussions in the five groups (see attached) prior to the construction of the questionnaire. Finally, Dr.'s Morgan and O'Brien met with Dr. Davis and Ms. Lovell to review early drafts of the questionnaire.

Overall, the combination of focus groups and surveys helped ensure that the voices of those who live and work in Northwest Portland would be heard throughout the research project. Both Dr. O'Brien and I would like to thank the officers of NWDA for the special efforts that they took to make this happen.



David L. Morgan, Ph.D.
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Guide for Alcohol Sales and Serving

Brief Introduction

— Explain who we are, our general objectives (input from everyone for survey), multiple sponsors, etc.

— Explain that we expect lots of different opinions, and that is what we want. At the same time, we want everyone to feel comfortable, so "no put downs."

— Go around table and get names, find out how long everyone has been doing business in Portland and in NW.

General Views

1. (10 minutes)

   We're interested in finding out as much as we can about how people who do business here feel about NW, both the good and the bad things about doing business here.We have given you each some cards to write on, so would you please make a line down the middle of your card, and on one side write down some of the good things about doing business in NW and on the other side write down some of the not so good things about doing business in NW.

   — OK, lets start on a positive note, what are some good things about doing business here?

   — What about the bad things, the less than positive aspects of doing business here?

   — Some people think that NW has changed a lot in the last 5 years or so, what about you, how much do you think it has changed?

2. (10 minutes)

   One area we're especially interested in is the whole issue of having businesses and residences and entertainment here in one area. How well does that work?

   — Probe both advantages and disadvantages

Alcohol Impacts

3. (20 minutes)

   There's been a lot of discussion among at least some of the residents who live in NW about the availability of alcohol being a problem in NW Portland. What are some of the things that you've heard residents say are a problem? Let's try to make as long as a list of their complaints as we can.

4. (10 minutes)

   Some of these problems are undoubtedly more serious than others. From your point of view, which of these problems are the most serious?

   — Which ones are less serious?

   — Which parts of the neighborhood have the worst problems due to alcohol?

   — (For police:) What kinds of calls are you most likely to get related to alcohol problems here in NW? (How does that compare to other parts of Portland?)

Solutions

5. (30 minutes)

We're especially interested in your opinions about the possible solutions to some of these problems. What are some of the suggestions that you've heard about for dealing with the problems related to both selling and serving alcohol in NW?

PROBE: One solution we've heard about sometimes is **[blank]**.What would your response be to a possibility like that?

— Early closing times, especially on weekends

— Limiting either the number or types of licenses

— Increased enforcement (including private security)

— Noise issues in general

— Parking issues in general (parking permits for residents,Valet parking?)

5a. Out of all the *different* solutions that people have suggested, which ones would be most acceptable? Which ones would give you the most trouble?

[Response for questions concerning the state's proposed "Alcohol Impact Area."]

From my understanding, if there is a ruling to create an Alcohol Impact Area here in NW, the specifics of what that amounts to are going to depend a lot on the voluntary solutions that you and people who live come up with. So that's why we'd like to hear as much as we can from you concerning the possible solutions for some of these problems, and how you feel about those suggested solutions.

Wrap-up

6. (10 minutes)

We've been talking a lot about specific problems, but let's finish by coming back to the big picture. Ultimately, part of this report will be going to the city council, and we want to be sure they know how you feel. If you could make one recommendation to the council about how to deal with issues related to alcohol sales and serving here in NW, what would it be?

Alcohol Impacts: Residents' Guide

Brief Introduction

— Explain who we are, our general objectives (inputs from everyone for survey), multiple sponsors, etc.

— Explain that we expect lots of different opinions, and that is what we want. At the same time, we want everyone to feel comfortable, so "no put downs."

— Go around table and get names, find out how long everyone has lived in Portland and in NW.

General Views on NW (25 minutes)

1. We're interested in finding out as much as we can about how people who live here feel about NW, both the good and the bad things about living here. We've given you each some cards to write on, so would you please make a line down the middle of your card, and on one side write down some of the good things about living in NW, and on the other side write down some of the not so good things about living in NW.

   — OK, lets start on a positive note, what are some good things about living here?

   — What about the bad things, the less than positive aspects of living here?

2. Some people think that NW has changed a lot in the last 5 years or so, what about you, how much do you think it has changed?

   — What are the most important changes?

   — [If they only mention changes for the worse:] What about good changes, are there some ways that the neighbor has gotten better? [And vice versa if they only mention changes for the better.]

   — Have these changes made NW more attractive to some people—what kinds of people want to move here?

   — What about whether or not you you might move, who feels like they'll stay here and who might move?

Specific Problems in NW (15 minutes)

3. One area we're especially interested in is the whole issue of having businesses and residences and entertainment altogether here in one area. How well does that work?

   — Probe both advantages and disadvantages

4. Noise is one area that (has come up tonight)/(sometimes comes up), when is noise really a problem?

   — What are the different sources of noise?

   — What part of the neighborhood has the worst problems with noise?

5. Traffic and parking are another area that (has come up tonight)/(sometimes comes up), when are traffic and parking that really a problem?

   — What are the different sources of traffic and parking problems?

   — What part of the neighborhood has the worst problems with traffic & parking?

Alcohol Impacts (40 minutes)

Let's stop for a minute and do something a little different. Here are some new cards, and I want you to take a minute and just *briefly* write down what you think are the two three most serious problems facing NW today. (Collect cards.)

6. OK, we've already talked about several possible problem areas, now I want to find out how many of you included a problem related to alcohol on your list?
   - —What are the different kinds of problems that are related to alcohol here in NW—let's try and make as long a list as we can.
   - —Which of these problems are the most serious?
   - —Which parts of the neighborhood have the worst problems due to alcohol?
   - —Compared to all the other problems you mentioned on your cards, just how serious are problems related to alcohol?
7. We're especially interested in how you feel about some of the solutions that have been proposed for alcohol-related problems. What are some of the suggestions that you've heard about for dealing with this problem?
   - —Introduce and probe any solutions that are not discussed spontaneously.
   - —Closing hours
   - —Parking arrangements
   - —Increased enforcement
   - —Limiting the number and type of licenses

Wrap-up (10 minutes)

8. We've been talking a lot about specific problems, but let's finish by thinking about the big picture. Ultimately, part of this report will be going to the city council, and we want to be sure they know how you feel. If you could make one recommendation to the council about how to improve things here in NW, what would it be?

Business owners' Group #1
Summary

This group met 3/9/94.

1) *We're interested in finding out as much as we can about how people who live here feel about NW, both the good and the bad things about conducting business here. We've given you each some cards to write on, so would you please make a line down the middle of your card, and on one side write down some of the good things about conducting business in NW Portland, and on the other side write down some of the not so good things about conducting business here.*
OK, to start on a positive note, what are some of the good things?

People are pleasant; interesting; fun; talented X X
Diversity of neighborhood--"the rich of the rich and the poor of the poor"

2) *What are some of the not so good things about doing business here in NW?*

Noise
Parking "is god-awful" X
[later in tape:] transients, vandalism

3) *One area we're especially interested in is the whole issue of having businesses and residences and entertainment here in one area. How well does that work?*

Positive:
- A lot of employees live in NW & walk to work.
- 21st is now exciting, "restaurant row"
- Accessibility--Don't need a car; close to downtown; retail gets walk-in traffic X

Neutral:
- We experience problems because of our successes, because of the demand for what we have
- A large # of customers come from outside the neighborhood

Negative:
- Tri-Met busses, garbage trucks

4) *Some people think that NW Portland has changed a lot in the past 5 years or so. What about you? How much do you think it has changed, and what are some of the changes?*

Problems with street people
Business has created a place for people to come
"It's ferocious, it's changing, it's going to go more and more in that direction"
People who've lived here a long time don't like the changes, but it's a beautiful place now

5) *What are some of the problems associated with noise in NW?*

The noise used to be as bad as it is now.
Locations have changed over the years. Recently, 21st and Glisan, Hoyt, Irving.
Indirect connection between noises and businesses.
NW is a street friendly place
Garbage cans emptying, businesses opening early or late

6) *How about parking problems--you've mentioned parking and we understand that residents sometimes complain about parking too.*

a) Could you tell us more about that?

1.5 cars per living unit
major problem
The ones who complain are not the patrons of your establishment. They don't even live in the central area.
Spreads the noise throughout the neighborhood [because people walk a long way to and from their cars]

b) What are some of the parking problems that residents complain about?

Blocked driveways
Employees' cars make up 2000 parking spaces on 23rd

7) *There's been a lot of discussion among at least some of the residents who live in NW about the availability of alcohol being a problem in NW Portland. We'd like to hear your views. From your point of view are there problems involved related to alcohol in NW Portland?*

Former Old Town transients come up to NW
younger clientele
fights re: parking, boyfriend/girlfriend
non-alcohol-serving places also bring in traffic, noise
density is because of many apartments, problems are not just due to business.

8) *We have heard that sometimes residents complain about alcohol related problems. In your opinion, what are some of the things residents are complaining about when they complain about alcohol?*

There used to be more taverns than now. Now, a younger and more moving crowd.
People leave the neighborhood at night and residents complain about the noise they make as they leave--but people come back into it too, and that's noisy too.
40% of my employees live in NW [i.e. my business does include residents]
Who is it that's complaining? It's a small proportion of people.
OLCC is complaint driven.
transients; panhandling
vandalism

"overserving" is not true
It's a night life neighborhood, but residents tag it on alcohol
Residents want amenities without the noise
vs- residents are generally forgiving

9) *Are there certain parts of NW that have more alcohol-related problems than others? If so, what would those areas be?*

Once I tried to track where the noisiest areas were. At that time it turned out to be a house having a party.
Residents are concerned re: certain drinking establishments

10) *We're especially interested in your opinions about the possible solutions to some of these problems. What are some of the suggestions that you've heard about for dealing with the problems related to both selling and serving alcohol in NW?*

a) *How about closing early, for instance--what are your views on that as a possible solution?*

Closing early will destroy night life
neighborhood will revert to what it was before
OLCC has to target one place at a time, so, not equitable
Limiting the hours to sell alcohol from pkg stores just means people drink in the lot
Closing early changes the time of when the problem will be--but same problem remains.

b) *Are there other ideas that come to mind as possible solutions, to parking or other problems?*

security at the door vs-- but big liability
education
police on bikes
Green Guides? --expense. cellular phones for them? but a uniformed person is more effective
peer pressure from other businesses

c) *What about the possibility of help from police?*

Can there be more police? [i.e., this person would like more]
Don't see ticketing people for noise as a solution.
Businesses can call police more, but are very reluctant to.

d) *What about solutions to the parking problems?*

I dislike the Consolidated Freightway shuttle idea [vs. other people in the group like it]
Valet parking-- yes and no
Permit or validation wouldn't work.

e) *Regarding parking, what do you think about the idea of a residential permit?*

Don't like it
Makes it more accessible to NW people
gets rid of abandoned cars
but a negative for businesses
one way streets
residents complain but then they resist parking solutions.

9) *We've been talking a lot about specific problems, but let's finish by thinking about the big picture. Ultimately, part of this report will go to City Council. We want to be sure they know how you feel. If you could make one recommendation to City Council about how to improve things in NW Portland, what would that be?*

Have a more cooperative effort. We don't get a positive feeling from NWDA. They don't care about the livelihood of businesses.
We have ideas--security firms' guards on bicycles--but NWDA doesn't have ideas.
We don't know what to address.

(Morgan & O'Brien)

Business owners' Group #2
Summary

This group met 3/31/94.

1) *We're interested in finding out as much as we can about how people who live here feel about NW, both the good and the bad things about conducting business here. We've given you each some cards to write on, so would you please make a line down the middle of your card, and on one side write down some of the good things about conducting business in NW Portland, and on the other side write down some of the not so good things about conducting business here.*
OK, to start on a positive note, what are some of the good things?

Variety, diversity X
foot traffic
architecturally pleasing
accessible
good access to policy makers due to small size

2) *What are some of the not so good things about doing business here in NW?*

Parking X
vs parking's not too bad
NWDA
Traffic (Strong agreement, many examples)
too fast
bureaucratic obstacles to traffic control devices
Debris in streets
Abandoned cars
Political issues--NWDA wants you to participate but they don't want to listen. X
Alcohol

3) *Some people think that NW Portland has changed a lot in the past 5 years or so. What about you? How much do you think it has changed, and what are some of the changes?*

More people moving into the neighborhood from outside of it--rather than moving within the neighborhood. Most renters are not from Portland.
Age range has converged in the middle.
Income has moved up.
Buildings have been renovated.
Rents have gone up; some tenants have been displaced.
Businesses get blamed for gentrification, but it's just supply and demand.
Tenant mix has been upgraded.
Clientele for businesses have been upgraded too.

Newer businesses.
More people come into the neighborhood now.
Upgrading of single family dwellings.
Transients X X;

- shopping cart noise
- because of their move out of Old Town
- because of the foot traffic

There'll always be a diverse mix because of subsidized housing.
High concentration of social service housing--it's absorbed pretty well.

4) *Now that we've talked about these things, what would you say are the top 2 or 3 problems facing NW Portland today?*

The mindset of policy makers is not balanced. X
NWDA wants solutions, but won't work with us. X X
Lack of reasonable dialogue between business and residents.
Politically influential people try to find something wrong with specific businesses they target.
Transients are bad for business X X; Panhandling X; transients look through dumpsters and leave litter behind; mentally ill people.
Traffic X X X
Parking
Tri-Met noise and pollution
Litter on the streets
People going door to door to businesses, to make sales.
Vandalism.

5) *One area we're especially interested in is the whole issue of having businesses and residences and entertainment here in one area. How well does that work?*

Exciting. I like it.
Unique.
Low crime X
It's difficult to live with a family here
Different uses abutting create friction; balance of residential rights and businesses.
Noise -- Garbage trucks 5 a.m.; schools letting out; tenants; Alano; Tri-Met; people don't understand echo; drinking; restaurants; apartment buildings; tenants.
Ambivalent about the mix because you don't get to know your neighbor; high turnover in neighborhood
Any urban neighborhood has these problems X
Apartments were built in an era when people didn't drive, therefore, they are high density. E.g., "75 units on one block and only two driveways."
Some residents like NW, but don't want accompanying problems.
This is the most urban area between Seattle and San Francisco.
Parking problems [many agree]

6) *We'd like to know more about what you think about some of the problems in NW.*

a) Are there certain areas where the noise is especially a problem?

23rd and 21st

b) Are there certain areas where traffic and parking are especially problems?

On both 21st and 23rd, 20th up to 24th, Flanders to Overton
Gets better 24th up to Westover
Parking is a widespread problem
Mixed feelings about the widened sidewalks
Hard for pedestrians to cross the street

c) Are there certain times when parking is a problem?

Residents have trouble parking in the evening. Varies by time of day.

7) *There's been a lot of discussion among at least some of the residents who live in NW about the availability of alcohol being a problem in NW Portland. We'd like to hear your views. From your point of view are there problems involved related to alcohol in NW Portland?*

The problem of a "politically correct" restaurant versus one that is not--the NWDA allows more at the places where their members drink.
Late night noise--but it's not just because of alcohol.
Transients come up to NW and buy fortified wine. X
Alcohol, overall, is a positive; it creates a lot of jobs and interest in the neighborhood.
Alcohol itself is not the problem--it's a matter of conflicting time schedules.

8) *We have heard that sometimes residents complain about alcohol related problems. In your opinion, what are some of the things residents are complaining about when they complain about alcohol?*

Some residents believe that businesses are not supposed to serve too many patrons from outside the neighborhood.

9) *We're especially interested in your opinions about the possible solutions to some of these problems. What are some of the suggestions that you'd like for dealing with the problems in NW?*

Would like to see Tri-Met run on electric lines in the inner city.
Ban fortified wines; ban 40-oz. alcohol sales.
Have more waste receptacles and have them emptied daily.
Have more stop signs and cross walks.
Let's all work together in one direction, business and residential; let's have a balance of business and residential rights.
Regarding S8-126 -- I don't think the neighborhood associations should have the right to do that.

10) *We've been talking a lot about specific problems, but let's finish by thinking about the big picture. Ultimately, part of this report will go to City Council We want to be sure they know how you feel. If you could make one recommendation to City Council aoout how to improve things in NW Portland, what would that be?*

It's important to balance the residential and the business interests. X

Either elevate the business associations, or let neighborhood associations be totally grassroots (i.e. run solely on a volunteer basis, like the business associations).

City should put term limits on neighborhood association officers.

Traffic suggestions:

- Put a stop sign and cross-walk at every corner on 23rd, or at every 3rd corner (more pollution though if cars stop and go at stop signs).
- Anything to facilitate the foot traffic.

(Morgan & O'Brien)

Residents' Group #1
Activists, Recruited through Contacts with NWDA

1. *We're interested in finding out as much as we can about how people who live here feel about NW, both the good and the bad things about living here. We've given you each some cards to write on, so would you please make a line down the middle of your card, and on one side write down some of the good things about living in NW, and on the other side write down some of the not so good things about living in NW.*

   —*OK, lets start on a positive note, what are some good things about living here?*

   - Range of services that are available in walking distance.
   - Architecturally interesting mix of older buildings.
   - Pleasant interactions on street, open social atmosphere. Places to get together with friends, e.g., book stores
   - Proximity to downtown.

   —*What about the bad things, the less than positive aspects of living here?*

   - First area that came up was the amount of traffic–congestion, and the noise generated by that traffic.
   - That kind of noise was different from sidewalk noise. Lively aspect of people being out and around is a positive aspect of the neighborhood, but if it turns into people being out late at night, it turns into a negative.
   - Loss of affordable housing, leads to a loss of diversity in the neighborhood, with many types of people no longer able to afford to live in NW.
   - 23rd becoming a shopping mall, generating lots of litter and overflowing garbage can. Brings lot of outside people into the neighborhood.
   - Loss of neighborhood-oriented businesses and services, as what is there now is oriented to people who don't live in NW.
   - Adds up to a loss of a neighborhood feeling–too much turn-over–doesn't feel like a neighborhood any more.
   - Rents are going up, it is becoming a more expensive place to live. Students and artists are moving out, area is becoming a "yuppie mono-culture."
   - General difficulty of sleeping at night, especially bar noise, especially late-night noise, especially on weekends–but in summer it goes on continually, also on holidays.
   - Late-night business also generate sleep problems with lights on and noise.
   - Too much emphasis on the commercial aspect of the neighborhood and the residents are losing out, especially with regard to parking problems. The commercial activity makes it more difficult for residents to park.
   - What is going on 21st and 23rd? "Who are these people? Give me back my street!"

- Garbage trucks as a specific source of noise, especially early-morning pick-ups in the commercial areas wake people up, so this is a negative impact of having commercial mixed with residential.
- Too many bars as a neighborhood problem.
- The commercial areas are expanding further and further into what used to be purely residential areas.
- The area has basically become a "destination resort."
- "Powers that be" favor the commercial side of things over the residential.
- Complaints about lack of OLCC enforcement. Too many liquor-serving establishments in the area. OLCC and, until recently NWDA , approve any new place that comes in. Liquor licenses should have more to do with "necessity and convenience in the neighborhood;" OLCC systematically ignores issues in the neighborhood in examining licenses that they routinely approve.
- Crime is a problem, especially car thefts and break-ins.
- Apathy in the neighborhood was seen as a larger problem: if there is so much agreement about the nature of the problems, why aren't the majority of the people out there doing something about it?

2. *Some people think that NW has changed a lot in the last 5 years or so, what about you, how much do you think it has changed?*

   —What are the most important changes?

   - The big change is the trend toward the commercialization of the area and the loss for the residential aspects of the neighborhood: "The residential quality of life is losing out to the commercial development."
   - Parking and transportation are a particular area where the residents' needs are being displaced by all the activity generated in the commercial center.
   - The commercial activity is profiting on the backs of the residents who worked to make this neighborhood a desirable place to live—that is what brought the businesses in, but that change has happened at the expense of those residents who created a way of life that they liked in their neighborhood.
   - Several of these people are thinking about moving out, but are upset about this: "We're the kind of people this neighborhood wants, and now we're all going to leave." Connected to the need to preserve the diversity of the neighborhood.
   - Older residents were seen as having special problems contending with the changes in the neighborhood.
   - Another change is the increasing number of homeless in the area.
   - General theme was changes in the overall character of the neighborhood, under the heading of gentrification. Major concern here was not so much housing stock directly but loss of more varied mix of residents—upper-middle class yuppies, instead of artists and intellectuals.

3. *One area we're especially interested in is the whole issue of having businesses and*

residences and entertainment altogether here in one area. How well does that work?

- This isn't necessarily an inherently bad idea, but to the extent that it puts a strip mall into the residential areas, that is a problem.
- If it displaces the neighborhood-oriented, service-providing businesses, that is a problem.
- Major distinction was between bars versus commercial establishments, with 21st different than 23rd.
- On 21st, too many liquor licenses get approved, unless the person applying is a known criminal.
- On 23rd, those shops don't really serve the people in the neighborhood. They suggested a survey item: "Do you shop that much on 23rd?" (Same would apply to how often local residents use the bars and restaurants.)
- Why set this area up so that it is so attractive to outsiders? Why should we be a "regional attraction?"
- Each neighborhood should be able to define its own plan, set its own goals, and work within the limits of the directions that the people live there and work there want to take things.
- If this is drawing in people from the outside, this creates a competition with the things that the neighbors need, especially parking. This is a real problem when the businesses are designed to serve the needs of outsiders rather than local residents. Noise is another specific problem in this regard–the outsiders just don't care about the people who live there.
- "Carrying capacity" issue for alcohol-related businesses. The number of establishments should be tied to the capacity of the local residents to deal with the issues that these businesses generated. The number of liquor licenses bears no connection to issues of neighborhood livability, and this should be taken into account in doing planning around alcohol-related issues, specifically license approvals.
- General agreement that mixing business and residential is a strength of NW, but the issue is what kind of business and how many of certain kinds of businesses. How do you establish the mix? What do you do if things become unbalance in that mix?
- Are things better in NW now? Compared to 10 years ago, things are better. But over the past 5 years, that is a different set of changes.
- Need to think of this area in terms of how density, lots of apartments. Low proportion of people with children.

4. *Noise is one area that (has come up tonight)/(sometimes comes up), when is noise really a problem?*
    - The whole area is noise. Drunks are a specific problem, but other sources of noise mentioned including sirens and dogs.
    - Worst noise problem is that area is like "Fort Lauderdale at spring break,"

there is a continual party atmosphere. "It's people who don't live here." "You know it's not their home."

- Outsiders who come for the bars and entertainment are completely insensitive to the people who live there and their point of view. They are there to be happy and party, so they have no need to show any concerns for the needs of people who live in the area.

5. *Traffic and parking are another area that (has come up tonight)/(sometimes comes up), when are traffic and parking that really a problem?*

   - Specific problem that visitors have a hard time finding parking.

   [Most of the discussion of these issues occurred at a later point in this group.]

   - There was a feeling that creating more parking could attract more outside visitors, and just make things worse not better.
   - They were aware of the shuttle study, and liked the idea of concentrating on transporting employees. They felt this would also be attractive to the businesses, because it would also make things easier for their patrons.
   - Parking permits were viewed rather favorably for this kind of commercial-residential mix. City says permit system just moves parkers around, but the feeling was that the permit system would give priority to the local residents who have greater need and less choice about parking. If permits shifted the outsiders around, that's fair, because they have come into the area, so let them go to the effort to find a place to park.
   - Idea on permits was to target the areas where the problems is the worst, rather than applying it to the whole neighborhood.
   - Parking issues were also tied to pedestrian issues, and keeping the area pedestrian friendly for those who didn't have cars was a high priority.
   - What about closing 21st and 23rd? So long as most of the people who are coming to the area are getting there by car, you're just going to move the congestion and parking problems around if you close those streets.

6. *OK, we've already talked about several possible problem areas, now I want to find out how many of you included a problem related to alcohol on your list?*

   — *What are the different kinds of problems that are related to alcohol here in NW—let's try and make as long a list as we can.*

   - Virtually everyone in this group had listed problems related to alcohol.
   - Rudeness and litter are specific problems.
   - People from outside basically don't care, have a lack of courtesy and responsibility. Parking was specifically mentioned in this context.
   - Being awakened in the middle of the night was a very serious problem. It is so aggravating, so upsetting, that it is not something that you can just overlook or adapt to.
   - Drunken driving is also a problem, neighborhood safety concerns.

- Have things reach some kind of a peak? Maybe rental prices in the area around 21st are already too high, that people will not pay that much to live in an area with this many problems. Once people find out how bad it is, especially the late-night noise, they move out, so there is high turnover.
- Things that increase noise are: younger patrons, later closing hours, and businesses that depend on alcohol rather food sales (bars versus restaurants).
- Hours of operation are a general problem, including Thriftway as open 24-hours and that generates noise.
- Having so much concentration of bars all in one place multiplies the problems.
- *Is alcohol the #1 problem in the neighborhood?* Lots feeling that it was, but that it is also a manifestation of an underlying problem related to land-use planning and the process that had allowed the number of bars and the concentration of alcohol-related businesses to get out of hand in the first place.
- On the planning issues: If you're going to have an entertainment district, that would be more appropriate in an area that is isolated from residential use, such as downtown or along the river.

7. *We're especially interested in how you feel about some of the solutions that have been proposed for alcohol-related problems. What are some of the suggestions that you've heard about for dealing with this problem?*
    - Basic support for zoning as a means of a means of dealing with the problem.
    - Shifting the parking away from the residential area, especially at night was also suggested, especially using some of the parking structures that are empty at night. Get the cars out of the immediate neighborhood.
    - There needs to be rationing of the number of alcohol-related businesses, along the lines of defining a "carrying capacity." Licensing needs to look at the incremental impact of each facility.
    - *Alcohol impact area?* Not much response to this, as the group was more interested in the carrying capacity idea. Difference between the two is that the carrying-capacity approach would "meter the number of licenses" and test each request for a new license or renewal against a standard defined in terms of the impact on the local area. Impacts would include: noise, congestion, and crime. Connect the distribution of liquor licenses to these kinds of impacts.
    - Immediate need for more enforcement of drunken-driving regulations. The police aren't doing anything about this now, but increased enforcement would have a deterrent effect.
    - Same kind of argument applies to more towing of cars that illegally parked.
    - The theme here was to find the people that are over in NW misbehaving and make them pay a penalty for their behavior.
    - Zoning and planning were a consistent issue throughout these discussions. The idea was to use this approach to tie together some of specific issues such as closing hours and parking. Need to think more globally in terms of how the impacts on residents would generate limits on commercial and entertainment

activities, so that there would be planning around issues of combining commercial, entertainment, and residential. One specific suggestion was that commercial and entertainment would be more free to operate with fewer restrictions in those parts of town that were less residential, but in places like NW the residents' needs would to be taken into account.

- Enforcement issues also arose with regard to noise, grabbing people for making noise would do more to stop the problem.
- Because the problems related to alcohol are diffused across a number of establishments in a concentrated area. OLCC's regulations are ineffective because they are targeted to problems associated with a single, specific site.
- OLCC's whole orientation is to tracking down specific "bad actors," but that is appropriate to the "aggregation problem" that occurs in this area.
- Complaints and getting people to recognize the nature and extent of the problem might be more effective if targeted at the Portland Police Bureau more than OLCC. When the police open their office in NW, there might be more opportunities for increased enforcement.
- Enforcement is primarily of value if it changes the ways that the businesses operate. But do the police have the resources to commit to enforcement activities, or are they already stretched too thin with all the other crime problems in Portland?
- What is the appropriate target of enforcement activities: the businesses that are involved in the problem, or the individuals who are creating the problems?
- Noise was a primary concern: if a solution doesn't address this central issue, then "Who cares?"
- Speed bumps were seen as one way to eliminate problems related to cars.
- There was a discussion of using local neighborhood patrols as a form of enforcement. But some people objected that this would make it seem as if the residents no longer expected the city to take responsibility for the problem.
- *Green-jacket guides?* Negative response, preference was for police: "I pay for cops, I want cops!"
- Closing hours were a major topic. Earlier closing was preferred, but not just for bars. But how much city government exercise control over local businesses?
- Led to a discussion of where the solutions should come from. If the expectation is that the city will regulate away all these problems, why don't the neighbors have more say in what is going on?

8. *We've been talking a lot about specific problems, but let's finish by thinking about the big picture. Ultimately, part of this report will be going to the city council, and we want to be sure they know how you feel. If you could make one recommendation to the council about how to improve things here in NW, what would it be?*

    - Planning concerns were a dominant topic. There is a need is a need to point more teeth into neighborhood plans. They need to be taken more seriously as guidelines that would limit activities that did not match the desires of residents.

Residents' Group #2
All Areas of NW, Recruited through Phone Calling

1. *We're interested in finding out as much as we can about how people who live here feel about NW, both the good and the bad things about living here. We've given you each some cards to write on, so would you please make a line down the middle of your card, and on one side write down some of the good things about living in NW, and on the other side write down some of the not so good things about living in NW.*

   —OK, lets start on a positive note, what are some good things about living here?

   - Diverse kinds of people living in NW.
   - Easy to get access to downtown.
   - Easy to get access to a number of different places.
   - Easy to get around on foot, do things without driving.
   - Friendly, almost "village-like" feeling to area; you get to know the merchants.
   - Close to Forest Park; even if near downtown and the advantages an urban area has to offer, it is still a relatively quiet and peaceful, self-contained area

   —What about the bad things, the less than positive aspects of living here?

   - Noise level, especially on 21st, especially from Everett to Irving.
   - Too much traffic, especially congestion.
   - Too little on-street parking.
   - The busy commercial aspect of the area brings in people from outside the neighborhood, and this is a major source of the traffic and parking problems
   - People coming in from the outside, going to bars and taverns, partying, getting too rowdy and create a "fraternity-like" atmosphere.
   - Bar crowd leaves too much litter and garbage.
   - Homeless people on the street are disturbing.
   - Townhouse blocks detract from the quality of homes in the area, especially architecturally; they take away from the "neighborhood feeling" in the area.
   - Too much mountain-bike use of Forest Park, especially at Thurman access—show no concern for the safety or privacy of neighbors there.

2. *Some people think that NW has changed a lot in the last 5 years or so, what about you, how much do you think it has changed?*

   —What are the most important changes?

   - Shift away from the older, long-time residents. Younger, newer residents are changing the character of the neighborhood.
   - Restoration of older houses improves the aesthetic quality of the area, even though it does force people from multi-family units to relocate.
   - Increasing prices, especially increasing rents. Basic services along 21st and

23rd have become more expensive due to increases in the merchants' rent.

- Loss of smaller businesses, as increased rents led to more upscale businesses that cater to people from outside the neighborhood, but their is a loss of the more neighborhood-oriented business and basic services.
- Loss of residential areas due to conversion to commercial use.
- Overall sense in the group was that these changes were not necessarily bad, and that these changes were basically intensifications of trends that had been going on for some time. Also a feeling that these changes might have gone about as far as they could go, especially the commercial had reached some kind of "apex" and might now continue its past growth.
- General sense in this discussion that the kinds of things that were happening in NW were being driven more by outsiders and outside interests, rather than being shaped by the residents themselves.

3. *One area we're especially interested in is the whole issue of having businesses and residences and entertainment altogether here in one area. How well does that work?*
    - First response was to see it as positive, due to convenience.
    - Also advantageous to have sources of employment in immediate area.
    - Having services and things to do (especially restaurants) within walking distance makes it easy to get around on foot.
    - In addition, having so many people out walking around creates a sense of safety, especially after dark.
    - Noise was a negative component. Several different sources of noise were mentioned in this connection, including the bars, more industrial businesses, and emptying commercial garbage dumpsters.
    - Parking problems and traffic congestion from people coming into the neighborhood, especially for the alcohol and entertainment-related activities.
    - People coming in in groups was cited as a particular problem, parties of drunks, especially on weekend nights. This was a particular problem with regard to noise in the 21st area: "On weekends, forget sleeping down there."
    - *Do local businesses provide the services that local residents need?* Some inconvenience in this regard, but not that big a deal. Many stores are upscale, and they bring in shoppers who aren't a problem.
    - The shopping crowd was specifically contrasted with the bar crowd—the "day time crowd are like Sunday strollers," the night time crowd are the noisier, party types.
4. *Noise is one area that (has come up tonight)/(sometimes comes up), when is noise really a problem?*
    - General view that this was a problem in NW, but the number of sources mentioned was quite diverse: the freeway, shopping carts at night (associated with homeless and carts full of bottles), businesses with shift changes at night.
    - Bar noise was seen as an especially disruptive problem, however, especially

shouting late at night created a real disturbance.

- Bar closing time created a specific problem, late at night, with everyone pouring out on to the street, laughing, shouting, revving car engines.

5. *Traffic and parking are another area that (has come up tonight)/(sometimes comes up), when are traffic and parking that really a problem?*
    - Most of their attention was to traffic issues, more than parking.
    - Frequent clash between pedestrian and vehicular traffic with so few stop signs and stop lights—this is a problem for both walkers and drivers.
    - Transit and buses are good for getting to downtown, but harder to get to other parts of the area.
    - This same lack of transit routes also promotes the exclusive use of cars as the means for shopper etc. to get to NW, and this contributes to the traffic and parking problems, with so many people driving in.
6. *OK, we've already talked about several possible problem areas, now I want to find out how many of you included a problem related to alcohol on your list?*

    —*What are the different kinds of problems that are related to alcohol here in NW—let's try and make as long a list as we can.*

    - *How many included alcohol-related problems on their lists?* None in this group.
    - *What are the worst problems in this regard?* Late night noise was the big one.
    - Additional problem area was attracting panhandlers and homeless who used to be in Old Town; related to alcohol sales at convenience stores—an undesirably element being attracted into the area.
    - Major problem with homeless was aggressive panhandling, especially when they were drunk.
    - Broken glass on sidewalks due to public drinking was another problem, along with increased litter; a general sense that this degraded the neighborhood.
    - When the bar area is so crowded on weekends, the local residents don't feel like this is an area that they want to be part of—it is basically a college-age, party scene, rather than anything that would appeal to most of the people who actually live in NW.
7. *We're especially interested in how you feel about some of the solutions that have been proposed for alcohol-related problems. What are some of the suggestions that you've heard about for dealing with this problem?*
    - They volunteered the issue of how many bars there should be and how concentrated they were in a given area. They felt there should be some planning around these specific issues.
    - Several different points of view on dividing 21st and 23rd into different uses: some for entertainment, some for commercial, some for residential. One view was that this happening anyway, so better to do it on a planned and coherent basis. Other point of view was that the mix of the neighborhood required more integration of different purposes, rather than setting aside separate zones.

- The impact of changes in the character of the neighborhood around the bars differs between the effects on older (both in length of residence and age) residents, who are losing what attracted them to the area, versus newer, younger residents who are attracted by the lifestyle in the area. Major problem here is that the older, settled residents aren't getting a choice about what is happening to them.
- Concerns about the changing character of the neighborhood went beyond alcohol-related issues to included gentrification and the overall upscale move of the neighborhood and who it was attractive to and provided services for.
- Basic theme that 21st from Everett to Irving is much more appropriate for some kinds of people and some kinds of lifestyle, and to the extent that people are mobile and can make a choice, then it isn't really a problem. Looking at what was the biggest problem, late night noise was the major one, but this was seen in terms of this being an "entertainment district," so that anything that put lots of people out onto the streets created noise problems, specifically including the movie theaters as well as the bars.
- Closing times were thought to be a possible solution to the noise problem, but there was an ambivalence about imposing this, as it would be a loss for those who were attracted to this area because of the night life it provided.
- It should be up to the businesses to reduce the noise problems. Having the bars work with their patrons to reduce noise was seen as unlikely to work, basically due to the nature of the patrons and their reasons for being there. Putting up signs wouldn't affect the patrons, but there was a more positive response to having employees out on the sidewalk to take a more proactive approach to eliminating the noise.
- Anytime you've got something going on in a residential area that generates a lot of people and a lot activity, then there is the potential there to create a noise problem.
- *What about shuttles to move bar patrons out of the area?* Skepticism: Would people really use it? While people were waiting, would that concentrate the noise right there at those corners? If people got tired of waiting, wouldn't they head off to the parking area in larger, rowdier groups?
- *What about limiting number and types of licenses?* Generally positive reaction, including volunteered example of businesses that had been limited with regard to what they could sell and when they could see it.
- Needs to be a recognition that a mixed-use neighborhood can only support so much of any particular kind of business. Points to the need for the neighborhood to have a clear plan about "what kind of a neighborhood are we, anyway," and what can the neighborhood support in terms of different kinds of business and different kinds of activities, and what does that mean in terms of the effects they, things like noise.
- Police and enforcement issues included the preference for police on foot and bicycles, not in cars. Major crime issue in the area was car theft and break-ins.

- Police and alcohol connection included the need to do DUI testing. Police need to recognize that the ability to do this is a priority in NW because of bars.
- *Private enforcement (green-jacket guides)?* Not seen very positively, they would rather have some consistent police presence, making regular, visible rounds.

8. *We've been talking a lot about specific problems, but let's finish by thinking about the big picture. Ultimately, part of this report will be going to the city council, and we want to be sure they know how you feel. If you could make one recommendation to the council about how to improve things here in NW, what would it be?*
   - Recognize that policies in Old Town are having an effect in NW, especially displacing the substance-abuse problems into NW.
   - Provide a mix of housing at across a range of prices in NW.
   - Maintain the diversity of the neighborhood, not let gentrification take over.
   - Need for more planned development in the neighborhood.
   - Problems with overuse of Forest Park, especially at Thurman.
   - Limit tearing down old houses for townhouses, also limit the conversion of older houses into commercial uses.
   - Need to see NW as the prototype for the pedestrian-friendly, mixed use residential and commercial neighborhood. See NW as model of how a close-in neighborhood like this would work, as thus look at both the advantages and pitfalls that it demonstrates for this model.
   - Need for better planning around both pedestrian and vehicular traffic, if the mixed use of the neighborhood promotes high amounts of both—doesn't seem to have been much foresight in this area.

Residents' Group #3
Impact Area, Recruited through Phone Calling

1. *We're interested in finding out as much as we can about how people who live here feel about NW, both the good and the bad things about living here. We've given you each some cards to write on, so would you please make a line down the middle of your card, and on one side write down some of the good things about living in NW, and on the other side write down some of the not so good things about living in NW.*

   — OK, lets start on a positive note, what are some good things about living here?

   - Diversity of the people who live there.
   - Village-like feel, with easy-to-walk-to set of services.
   - Close to downtown, so easy to get to a more urban set of services.
   - Neighborly, people are friendly toward each other.
   - Safe to walk around, especially at night.

   — What about the bad things, the less than positive aspects of living here?

   - Too much traffic.
   - Too much noise, from both traffic and people.
   - Problems with parking.
   - Increasing expense of both rents and services.
   - Litter.
   - Gentrification, the shops on 23rd are cutesy boutiques. Connected to loss of diversity in residents, especially loss of older residents. Not just younger, but also loss of students and others who cannot afford the area.
   - Increased numbers of homeless in the neighborhood.
   - Shops and restaurants are one source of the parking problem.
   - Too many shops and restaurants pull people in just from outside. This doesn't contribute to the diversity of the neighborhood. This businesses are so expensive that aren't really of much use to the people who are living in NW.
   - Some of these businesses are "bad neighbors," generating litter, generating noise, blocking the sidewalks with tables etc.
   - Sidewalk tables can be a real inconvenience for local residents who need to use this space for taking their groceries etc. home.
   - Homeless are a problem, especially in terms of making noise at night, partying, etc.
   - People who don't clean-up after dogs create a mess on the sidewalk.

2. *Some people think that NW has changed a lot in the last 5 years or so, what about you, how much do you think it has changed?*

   — What are the most important changes?

- Increased density, along with a higher volume of activity due to the number of people who move through the neighborhood for shopping, eating, entertainment, etc.
- Increased activity is more of a change of degree, rather than something new, but a definite upswing in the level of commercial activity. This wasn't really seen positively or negatively, but one positive aspect was that fewer of the shops were empty, and the fact that these are upscale businesses does bring money into the area.
- Lots of changes in the residential patterns, with some houses being lost to commercial uses, and some apartments being converted in condos. This last had a mixed discussion because it did make things more expensive than renting, but ownership did give some residents more of a stake in the community. Problem in much of the later logic, however, is that many condos are rented out by their owners, rather than being owner-occupied.
- Parking problems have increased, not enough room for residents to park. A permit system would resolve this, but the problem with that was it would be too much trouble for the businesses in the area.
- Increase in crime was another change.
- Homeless were a problem because of broken glass on the sidewalks. They also make noise when drinking.
- Increased bar noise on Fri. and Sat. nights was another undesirable change.
- Increased business presence generates increased early morning (5 AM) noise from garbage trucks.
- *Positive changes?* The neighborhood does look better now that is more economically healthy. Makes NW look attractive to the rest of Portland, and does provide employment. But this has come at the expense of a change in the character of the neighborhood. "Used to be more bohemian" but this has been replaced by the "yuppification" of the neighborhood.
- *Biggest changes?* Increased parking problems, increased noise problems, increased presence of homeless, with panhandling a specific concern.
- Loss of diversity among residents and loss of neighborhood feeling because many of those are gone were the long-term residents. Less friendly now, very high turnover–people don't stay, they move on.
- *Who might stay? Who might move?* Among those considering moving, expense was the major factor. The major attraction to stay was the convenience of all the facilities, the ease of getting around on foot, ability to do all of ones shopping right there.

3. *One area we're especially interested in is the whole issue of having businesses and residences and entertainment altogether here in one area. How well does that work?*
    - More upscale shopping and entertainment mostly attracts outsiders: "If you don't live here, you love that."
    - Specific problem was that the bars attract a wilder, college-age crowd. Gener-

ates problems with drinking and driving.

- Also positive responses that nice restaurants etc. make this an attractive area to live in.
- Problem is that the area just attracts too many outsiders, and this has impacts on residents. Noise was specifically mentioned in this context.
- One summary was that, "This is urban life." If you want peace and quiet, you go live in a purely residential area.
- But some question of whether this kind of thinking applies to public drunkenness? On the one hand, is this just life in the city? On the other hand, how realistic is it to expect these businesses to control their patrons? Should this be the business' problem, or is it something that residents should just know goes along the lifestyle in this part of town?
- There was the thought that this goes along with living in a more interesting, more urban area. By comparison, suburban life was seen uninteresting, deadly, boring, too car-oriented. Mix is more convenient and interesting.
- But these businesses and bars are a lot more interesting to outsiders, and don't have a lot to offer to residents. Tied to the issue of the loss of smaller scale, neighborhood businesses that did meet the needs of local residents. "Where do you go to buy a pair of underwear around here?"
- Shopping inconvenience isn't so bad, because you can get what you want downtown–use not just the shopping but all the other advantages of being close in to downtown.
- Overall summary: "The good outweighs the bad." There may be problems of living in a mixed, commercial and residential area, but the advantages outweigh the disadvantages.

4. *Noise is one area that (has come up tonight)/(sometimes comes up), when is noise really a problem?*

   [Several issues on this topic came up in #3 above.]

   - Bar noise, especially late Fri. and early Sat. was a special problem. This included noise on the streets and noise from cars revving up. Another problem mentioned here was public urination, so this crowd was seen as basically out of control. All of this is especially disturbing at early morning hours.
   - But there are plenty of other sources of noise. Example of one local business whose employees go out on the sidewalk to smoke and their conversations can be disturbing early in the morning. General sense that the combination of business and residential will make noise that will be a problem for the residents, especially those who prefer a quieter lifestyle.
   - Other noise problems associated with the commercial area included trucks for deliveries, especially if you lived near a loading dock.

   [On noise specifically.]

   - Sources: cars, trucks, buses, car alarms, dogs barking, and garbage trucks.

- Thought that noise on 21st is probably a worse problem than on 23rd because it is late night. Mostly bar related, not restaurants.

5. *Traffic and parking are another area that (has come up tonight)/(sometimes comes up), when are traffic and parking that really a problem?*
    - Timing is a major concern. During the day, business activities makes it hard. AT night, entertainment activity makes it hard. So, have to hunt for a slot during a narrow time slot in the late afternoon, early evening. After that, "Heaven help you."
    - One positive note to all this activity was that it made the area quite safe at night.
    - Basically unfair that businesses are allowed to proliferate to the extent that they create so many parking problems. Points to a larger zoning/planning problem.
6. *OK, we've already talked about several possible problem areas, now I want to find out how many of you included a problem related to alcohol on your list?*

    —*What are the different kinds of problems that are related to alcohol here in NW—let's try and make as long a list as we can.*

    - *How many included an alcohol-related problem on your list?* Only one or two, but others responded that things they had listed were directly tied to alcohol.
    - Noise issues were an example, as late-night noise associated with bar closing is a major aspect of the noise problem.
    - More recently opened facilities cater to a younger crowd that is more active, less responsible, just noisier.
    - Well-constructed nature of older apartments helps to minimize noise, but the attractive features of these apartments is also another factor that keeps people in this area, despite other problems.
    - Convenience stores were another alcohol-related problem, especially around selling cheap alcohol to the homeless.
    - Complaining about businesses and the problems they generate gets you seen as being "anti-business," but that really isn't fair. Residents need to be able to ask, "When are businesses good neighbors?" When do they take responsibility for the problems they cause, and when do they just come in for the money?
    - The bars that do care do everything they can to maintain themselves as good neighbors, such as not serving intoxicated patrons. More of the problem is with places that are just there to attract outsiders, but that kind of business is more appropriate downtown. If a business is going to generate noise and traffic, it should be in the parts of town that are less residential.
    - *Which alcohol problems are most serious?* Panhandlers were seen as generating the most difficult problems. Next issue was too many bars in one area, too much concentration on 21st between Everett and Irving. Another set of

problem bars were targeted up on Burnside, dealing with a lower class clientele.

- *How serious are the alcohol-related problems in NW?* Definitely seen as quite serious. A lot of the other parking and noise problems are connected to alcohol, so dealing with drinking problems would cut back on the other problems in the neighborhood.
- Specific problems related to drinking problems were too many people out on the street too late at night. But it was thought this did create an aura of safety, because most of these people are not dangerous, and having them around makes it safer for others to be out later at night.

7. *We're especially interested in how you feel about some of the solutions that have been proposed for alcohol-related problems. What are some of the suggestions that you've heard about for dealing with this problem?*
    - Limiting the number of licenses came up first, especially how many of them could be placed so close to together.
    - Feeling that package and convenience stores should not be allowed to sell the kinds of products that contribute to problems with the homeless.
    - Earlier closer hours were see as desirable, but not something that would realistically happen. Could you do that just in this area? Would state law allow you to limit hours in just this area?
    - Valet parking was seen as a positive development for parking problems.
    - Very favorable response to permit parking, especially as a way of giving resident priority in the hunt for parking spaces. Basically unanimous on this.
    - *Enforcement issues?* They spontaneously mentioned the idea of the Green Jack patrols and were positive about this approach because it was a way that the business owners could pay for the effort to reduce the problem, seeing as how they were part of the source of the problem.
    - Bicycle patrols were seen quite positively. Horse patrol was also mentioned positively.
    - OLCC enforcement seen as ineffective. No liquor license has been pulled in this area in years, so why should the establishments be that concerned?
    - OLCC should do random visits to facilities to check out situation. Mixed response to this idea–undercover visits were not liked.
    - A little bit of discussion of shuttles and other ways to move bar patrons out of the area as a possible solution.
    - The signs on the Gypsy about keeping quiet were seen negatively, as basically trying to send a message to the neighborhood more than something the patrons would respond to.
    - There was :. more positive response to the Gypsy's having people out on the sidewalk to remind the patrons to be quiet as they left. But how far can you follow those patrons–is one block enough, or will they just be rowdy once they

get around the corner.

- Observation that anything that generates lots of traffic will generate lots of parking problems, especially the movie theaters.

8. *We've been talking a lot about specific problems, but let's finish by thinking about the big picture. Ultimately, part of this report will be going to the city council, and we want to be sure they know how you feel. If you could make one recommendation to the council about how to improve things here in NW, what would it be?*
    - *Image of NW to people from other parts of Portland?* People see it as attractive, but fact that it is getting so crowded limits its attractiveness, especially for shopping.
    - Crime is a problem in NW, especially car thefts and break-ins.
    - Too much homelessness and problems they create, such as broken glass on the sidewalk, limits the attractiveness of the area.
    - On city council question, first suggestion was to limit the number of liquor licenses. General agreement on this one.
    - Second recommendation was permit parking.
    - Need for enforcement, more visible police presence in the area. Green jack guides could also help in this regard.
    - Needs to be something reciprocal here, it shouldn't be up to the residents to solve the problems that the businesses were causing.
    - Important for businesses to be "good neighbors" by making a contribution to solving the problems that come from mixing residential and commercial uses.
    - *What makes a business a "good neighbor?"* They care, they donate to things, they are a presence in the community. "They care about the neighborhood, they're not just here to carry away the dollars." Durst's Thriftway was mentioned quite positively in this regard. This builds up loyalty from their customers. Good neighbors are responsive when the local residents come to them with problems. Businesses that take care of their sites, cleaning up the sidewalks in their block are also seen quite positively.
    - Basic summary of what they like to see happen to the neighborhood in the future basically went back to where they started: diverse group of residents living in a village-like character.