IMAGINE 82ND

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EXECUTIVE SUMMARY

IMAGINE 82ND is a corridor vision plan for NE 82nd Avenue of Roses between the Banfield Expressway and Sandy Boulevard in Portland, Oregon. Based on a community-driven process, it describes and illustrates what the avenue can be, envisioned by those who live, work and go to school here.

IMAGINE 82ND was a collaboration between InSight Visioning & Planning - a team of five Master of Urban and Regional Planning students at Portland State University - and the neighborhoods of Madison South and Roseway.

The foundation for IMAGINE 82ND was two community visioning workshops, one with 125 neighborhood residents, and another with 60 Madison High School students. Participants in both workshops engaged in an interactive process to identify the corridor’s assets and constraints, as well as preferential building and streetscape styles for the future. InSight also received valuable guidance from Central Northeast Neighbors, city agencies and an advisory committee of community leaders.

The results of this input are three vision concepts that offer snapshots of how of NE 82nd Avenue of Roses could potentially look and function in the future. All three concepts share the common themes of an improved pedestrian environment, land uses that interact with the community, and a balance of well-designed buildings and green spaces. The vision concepts also provide guidelines for the redevelopment of the vacant 26-acre site at NE 82nd Avenue and Siskiyou Street, emphasizing neighborhood compatibility and quality job creation.

The vision concepts portray three different levels of intensity based on increasingly favorable market conditions. Vision 1 accommodates many of the land uses seen today, but with increased emphasis on design quality and community compatibility; Vision 2 focuses on professional office development and significant streetscape improvements; Vision 3 most fully meets the community’s vision of a vibrant, mixed-use main street.

IMAGINE 82ND presents these vision concepts first, then details past and current conditions along the corridor. It concludes with an implementation strategy spelling out how the community can reach its goals for a great main street.

By helping craft IMAGINE 82ND, the community along NE 82nd Avenue of Roses has set the stage for an exciting future. How it will unfold is now in their hands.

VISION 1: THE COMMERCIAL CORRIDOR

- Professional employment corridor focused on international business and health
- Offices in 2-4 story buildings, many with ground-floor retail
- New hotels focused on professional business guests
- Mid-rise apartment buildings at north end
- Increased development intensity at transit nodes
- Siskiyou Square: light industrial green businesses within; retail, office and plaza along NE 82nd Avenue
- No zoning changes
- New pedestrian crossings with median islands at four non-signalized intersections
- 12’ sidewalk with 8’ through-zone and 4’ planter strip with trees
- Landscaped median throughout, giving way to left turn lanes at critical locations
- Decorative Madison South and Roseway banners highlighting neighborhood businesses
- Comparable corridors: SW Macadam Avenue in Portland, ‘A’ Avenue in Lake Oswego, Cornell Road in Hillsboro

VISION 2: THE PROFESSIONAL CORRIDOR

- Professional employment corridor focused on international business and health
- Offices in 2-4 story buildings, many with ground-floor retail
- New hotels focused on professional business guests
- Mid-rise apartment buildings at north end
- Increased development intensity at transit nodes
- Siskiyou Square: light industrial green businesses within; retail, office and plaza along NE 82nd Avenue
- No zoning changes
- New pedestrian crossings with median islands at four non-signalized intersections
- 12’ sidewalk with 8’ through-zone and 4’ planter strip with trees
- Landscaped median throughout, giving way to left turn lanes at critical locations
- Decorative Madison South and Roseway banners highlighting neighborhood businesses
- Comparable corridors: SW Macadam Avenue in Portland, ‘A’ Avenue in Lake Oswego, Cornell Road in Hillsboro

VISION 3: THE TRULY MAIN STREET

- Full-service main street destination flourishing under strong market conditions
- Diverse mix of retail, restaurants, services, offices, lodging, and multi-family residential in pedestrian-oriented 3-5 story buildings
- Highest development intensities at transit nodes and Siskiyou Square
- Siskiyou Square: mini-town center with office, retail, compatible light industrial, residential, community center and open space.
- Zoning change to CS, CM, CX or EX
- High-frequency streetcar route replaces #72 bus with faster travel times
- One automobile travel lane in each direction, streetcars in the median, choice between on-street parking or bike lanes
- Pedestrian crossings at every intersection
- 12’ sidewalk with 8’ through-zone and 4’ bioswale
- Madison South and Roseway banners throughout
- Prominent gateway features at Sandy Blvd and MAX station
- Comparable corridors: SE Hawthorne Boulevard, SE Belmont Street and E Burnside Street in Portland, Market Street in San Francisco

The Common Vision

- High-quality, pedestrian-oriented, green development and redevelopment
- A marketplace for all, and especially for the neighborhood
- Homes and storefronts still affordable
- Safer pedestrian environment with wider sidewalks, more crosswalks and street trees
- Siskiyou Square site provides quality jobs, is compatible with neighborhood
- East-west greenway, north-south bikeway through Siskiyou Square
- Desired businesses have arrived, undesired ones have left
- Parks and schools are well used and well maintained
- Transit is convenient and safe
- Everyone feels safe and is safe at all hours
THE COMMUNITY’S VISION
Based on vision statements written by community members, this declaration describes in three simple sentences what the community imagines NE 82nd Avenue of Roses can become.

INTRODUCTION - 6
Explains what IMAGINE 82ND is, why it was created, and how the community collaborated to make it their own.

VISION CONCEPTS:
NE 82ND AVENUE OF ROSES TOMORROW - 8
The concepts provide snapshots of three potential futures for NE 82nd Avenue of Roses, all based on the community’s input through various activities in the spring of 2008. These vision concepts contain multiple elements that could be mixed and matched in alternative ways. The vision concepts portray development in three different intensities – Vision 1 accommodates many of the land uses seen today, but with increased emphasis on design quality and neighborhood compatibility; Vision 2 focuses on professional office development and significant streetscape improvements; Vision 3 most fully meets the community’s vision of a vibrant, mixed-use main street.

HISTORIC OVERVIEW:
NE 82ND AVENUE OF ROSES YESTERDAY - 16
Realizing the community’s vision for what NE 82nd Avenue of Roses can become necessitates an understanding of what it has been through the years. This section tells the story of how NE 82nd Avenue of Roses evolved from a rural byway to a major commercial thoroughfare.

ASSETS AND CONSTRAINTS:
NE 82ND AVENUE OF ROSES TODAY - 17
This section summarizes the findings of the project team’s research, community input, technical advice, and field observations of how NE 82nd Avenue of Roses functions today. It distills that information into assets and constraints - elements that can contribute to or detract from accomplishing the community’s hopes for the avenue.

GOALS AND IMPLEMENTATION:
GETTING NE 82ND AVENUE OF ROSES FROM TODAY TO TOMORROW - 35
After reiterating the general goals that the community hopes to see realized along NE 82nd Avenue of Roses, this section provides strategies for how to achieve them. Goal statements are provided for each of the seven topics studied in the Assets and Constraints section, followed by a detailed matrix of recommendations that includes specific actions, time frames, responsible stakeholders and potential funding sources. The section concludes with some words of encouragement for the community.

APPENDIX A: THE INSIGHT TEAM
APPENDIX B: PAST AND CURRENT RELATED PLANNING EFFORTS
APPENDIX C: EXISTING CONDITIONS RESEARCH
APPENDIX D: SURVEY OF COMPARABLE CORRIDORS
APPENDIX E: COMMUNITY OPINION SURVEY
APPENDIX F: VISUAL PREFERENCE SURVEY
APPENDIX G: COMMENT MAPPING
APPENDIX H: VISION STATEMENT EXERCISE
APPENDIX I: STUDENT WORKSHOP
APPENDIX J: BUSINESS SURVEY
NE 82nd Avenue of Roses connects surrounding neighborhoods and improves livability as a walkable, safe, green, attractive mixed-use destination that nearby residents are proud of. NE 82nd Avenue of Roses attracts a diversity of people, including families and artists. The corridor provides access to parks, open spaces, community gathering spots, healthful local food, and a variety of interesting local businesses.

The above statement is a synthesis of the vision statements written by participants in the April 10, 2008 Imagine 82nd Open House. Participants in this exercise were asked to complete the open-ended sentence, “In 20 years NE 82nd Avenue of Roses will be . . .” For more a complete list of the community’s responses, please see Appendix H.
InSight Visioning and Planning, a group of five students in Portland State University’s Master of Urban and Regional Planning program, cooperated with the Portland neighborhoods of Madison South and Roseway to develop a vision plan for NE 82nd Avenue of Roses between the Banfield Freeway and NE Sandy Boulevard. Entitled Imagine 82nd, the plan was a close collaboration with neighborhood coalition group Central Northeast Neighbors and a dedicated community advisory committee, as well as neighborhood residents, students and business owners whose daily lives are closely tied to the thoroughfare. Imagine 82nd describes and illustrates the community’s hopes for the future of NE 82nd Avenue of Roses through three vision concepts – snapshots of how the corridor could potentially look and function in the future. Each of the vision concepts portray a unique set of features based on different circumstances, but all of them encompass community goals, can be feasibly implemented, and support city, regional and state planning goals.

THE CORRIDOR

This segment of NE 82nd Avenue of Roses, 1.3 miles in length, divides the adjacent neighborhoods of Roseway and Madison South in the Northeast quadrant of the City of Portland. The road itself is a 55-foot-wide, five-lane arterial thoroughfare that accommodates 24,000 vehicles daily; the land uses that line it are largely commercial and automobile-oriented in nature. The surrounding neighborhoods are established and strong, yet still relatively affordable for the families, young professionals, retirees, longtime Portlanders and newly-arrived immigrants that call them home. Madison High School provides a major human presence at the center of the corridor, while a vacant 26-acre site across the street awaits investment. The corridor is located four miles northeast of Downtown Portland, and one mile south of Portland International Airport.

Residents and business owners in and around the NE 82nd Avenue of Roses corridor have stated a need for comprehensive visioning and planning. While other portions of 82nd Avenue have received attention in the form of market studies, safety improvements and urban renewal, the fate of this particular segment has been left to neighborhood residents, business owners, property owners, and market forces. The efforts of these parties should not be understated - they have been working together to positively shape key development sites, including the vacant 26-acre site at NE Siskiyou Street and multi-family housing developments at both ends of the corridor. But such painstaking diligence, combined with a shortage of additional resources, has yielded a largely agreed-upon desire for further planning assistance in the corridor.
COMMUNITY PROCESS

On the evening of April 10, 2008, over 125 neighborhood residents and business owners came to the Banfield Pet Hospital Glenhaven Corporate Headquarters to share their thoughts about NE 82nd Avenue of Roses. They placed sticky dots on maps, indicating what land uses they truly appreciate, which ones they could do without, and where they feel safe or unsafe as pedestrians, bicyclists, transit riders or motorists. They answered questions in an opinion survey, chose their favorite buildings and streetscapes in a visual preference survey, and wrote vision statements that describe how they would like NE 82nd Avenue of Roses to be in twenty years.

During that same week, the InSight team visited with 60 students in Mr. Matt Sten’s junior and senior classes at Madison High School. Students voiced what they like about NE 82nd Avenue of Roses, and also what they find frustrating or downright frightening.

In the month of May, InSight enlisted the help of fellow graduate students to talk with business owners along the corridor, asking them what makes NE 82nd Avenue of Roses a great place to do business, and how it could become even better. Also that month, InSight shared some of their interim results and elicited further comments about the corridor at the first annual Base-to-Butte community fair at Hancock Park.

In addition to this wealth of public input, InSight interviewed key technical stakeholders at the Portland Office of Transportation, Oregon Department of Transportation, Portland Bureau of Planning, Portland Bureau of Environmental Services, Portland Parks and Recreation, and Portland Public Schools. These interviews helped to coordinate with those agencies’ planning efforts and to understand the feasibility and challenges of ideas originating from the community.

All the while, InSight received the feedback, advice and support of a dedicated community advisory committee of neighborhood residents, and the valuable guidance of project client Central Northeast Neighbors. By all accounts, the work that went into answering the question “Imagine 82nd - what can it be?” was truly a community effort. The members of that community should be not only proud of the successful collaboration they facilitated, but also inspired to continue and expand that collaboration to help NE 82nd Avenue of Roses reach its full potential.
The following concepts are illustrative and descriptive “snapshots” of the future of NE 82nd Avenue of Roses, all based on what the community hopes it can be. The vision concepts are presented in three cohesive modules, although their constituent elements could be mixed and matched in alternative ways. The concepts portray development in three different intensities – Vision 1 accommodates many of the land uses and modest densities seen today, but with increased emphasis on design quality and neighborhood compatibility; Vision 2 focuses on professional office development and significant streetscape improvements; Vision 3 most fully meets the community’s vision of a vibrant, mixed-use main street. All of the concepts advance NE 82nd Avenue of Roses to a place that instills pride and improves quality of life for all community members.

This section begins with “The Common Vision” – a description of elements that are included in all three vision concepts. It then proceeds to those unique vision concepts, each accompanied by a photo simulation, road cross section diagram, building massing drawing, concept plan for the 26-acre site at NE Siskiyou Street, and photographs of similar types of development.

The Common Vision

NE 82nd Avenue of Roses has improved and gets better every year. High quality development and redevelopment are held to the highest standards of design and performance, are compatible with surrounding neighborhoods, and make overall positive contributions to the corridor. Businesses – from the smallest entrepreneurial start-ups to well-respected international corporations – have invested in the corridor because of its advantageous transportation location, its pool of diversified workers, and because rents have risen in parts of Portland closer to Downtown. As a result, all of the corridor’s vacant lots and buildings have been redeveloped, but with just enough balance to keep rents affordable and storefronts continually available for new businesses and creative space. Similarly, the surrounding residential neighborhoods are stable but still affordable, containing housing options for families and individuals of all economic means.

New buildings directly along NE 82nd Avenue of Roses, regardless of their function, are pedestrian-oriented with minimal setbacks, ample windows to promote transparency, and design interest in their facades. A nearly continuous street wall of buildings eliminates the “nook and cranny” effect while also calming traffic speeds. Development sites are designed to reduce impervious surface coverage, maximize vegetation, minimize energy use, and provide bicycle parking – an overall “greening” of the corridor. NE 82nd Avenue of Roses is much safer and more pleasant for pedestrians. At twelve feet, sidewalks are wider and better maintained than before. Ample street trees provide shade and psychological separation from the roadway. Though the street still measures 55 feet from curb to curb, crossing it is a safer venture now thanks to additional crosswalks. Driveways entering directly onto NE 82nd Avenue (and the associated pedestrian conflicts) have been kept to a minimum. Instead, motorists access consolidated parking lots using driveways off of perpendicular side streets.

The collection of businesses along NE 82nd Avenue of Roses continues to be diverse and eclectic, but with an increased focus on serving the residents of surrounding neighborhoods, not just those passing through in cars. Previously unrepresented sectors of the retail market have been filled, including a grocery store and coffee shop. NE 82nd Avenue of Roses is a marketplace for people from all economic, ethnic and racial backgrounds, and the corridor’s international flavor is celebrated. The success of NE 82nd Avenue of Roses...
Roses has driven out many marginal businesses, such as strip clubs and lingerie shops. Low-rent motels have either cleaned up their properties or redeveloped into other uses.

The once vacant 26-acre site at NE Siskiyou Street, now known as “Siskiyou Square,” has been redeveloped into a place that provides quality jobs. The development is significant enough in scale to attract further interest and investment in the corridor, but designed and built in way that is sensitive to surrounding homes and the environment. A considerable portion of the site is maintained in a natural state, including a continuous east-west greenway that connects Glenhaven Park with the foot of Rocky Butte while also accommodating wildlife habitat. A north-south bicycle route – either a street or path – is established along the alignment of NE 84th Avenue through the site. Combined with pre-existing sections of that street, it provides a safe, convenient alternative to bicycling on 82nd Avenue.

Madison High School continues to successfully educate and graduate diverse student populations every year. The building is well used and in superb condition. Glenhaven, Hancock and Rocky Butte parks continue to provide respite from the urban environment. These properties are well used, well maintained, and are safe places to play and relax during the appropriate hours.

Transit service continues to be frequent and convenient, with significant improvements in perceived and actual safety during all service hours. Bus shelters have been added at some bus stops. The NE 82nd Avenue MAX station is a safe place to wait for Red, Blue and Green line trains in the predawn darkness. It is equally safe to disembark a train late at night, walk up the steps and catch the #72 bus. Those who prefer bicycling can now use the Sullivan’s Gulch multi-use trail paralleling the MAX line to reach Downtown and Gateway Regional Center.

The entire NE 82nd Avenue of Roses corridor has improved from a pedestrian and personal safety perspective. People of all ages, genders, races and ethnicities can walk or wheel along the street at any hour while feeling safe and being safe. As a result, pedestrian presence along NE 82nd Avenue of Roses is at a level once considered unattainable.
NE 82nd Avenue of Roses continues to be a proving ground for small, start-up businesses, accommodated primarily in one-story commercial buildings. Zoning remains the same as it was in 2008 – primarily General Commercial. Unlike some of the buildings from the mid-20th century, new buildings have attractive facades with ample windows close to the sidewalk. The Asian-American Shopping Center of 2007 was a pioneer in this type of development, and developers have followed suit with other similar forms of attractive, one-story buildings. As an eclectic corridor of small retail and service businesses, NE 82nd Avenue of Roses serves the needs of the community and attracts outside visitors looking for authentic ethnic food or niche goods and services.

Many of the 1970’s era apartment houses along the north end of the corridor have been updated or replaced with garden apartments featuring contemporary design, better landscaping and more solid construction.

The Siskiyou Square site has been redeveloped into a tastefully designed light industrial business park. Several different companies have located here, adding living-wage jobs to the neighborhood and region. Most of the companies have a “green” bent to them – such as sustainable energy or bicycle components. A few of them perform light manufacturing, but not at a level that bothers surrounding homes with noise, fumes or unreasonable truck traffic. Ample landscaped buffers separate medium-sized one and two-story buildings from the surrounding neighborhood, and community members enjoy walking and bicycling on the new greenway trail through the site. As a whole, the Siskiyou Square business park anchors economic activity in the corridor, and its employees populate the avenue’s businesses.

Pedestrian and streetscape improvements are modest but quite helpful. As properties redeveloped, they triggered the long-standing code for 12-foot-wide sidewalks with street trees in individual planters. Following the recommendations of the 82nd Avenue of Roses High Crash Corridor Safety Plan, a crosswalk and pedestrian refuge island have been installed at NE Brazee Street, offering a second safe crossing for Madison High School students. More such crossings are planned, including at NE Schuyler Street, where Banfield Pet Hospital employees often cross. Push-button activated crosswalks at traffic signals now have shorter wait times. The sum of these improvements has worked to create a pedestrian environment comfortable enough for outdoor sidewalk seating. Otherwise, the roadway between the curbs remains largely as it did in 2008 – four lanes with a continuous center turn lane.

Reinforcing the corridor’s improved identity, new gateway signs at the MAX station and NE Sandy Boulevard welcome residents to the Madison South and Roseway neighborhoods.
VISION TWO:
THE PROFESSIONAL CORRIDOR

With close proximity to frequent light rail service, interstate freeways and Portland International Airport, NE 82nd Avenue of Roses has developed a strong pull for professional office space and employment. Companies that do international business have been particularly active in establishing offices here, just minutes from the airport. The Banfield Pet Hospital, who pioneered a new level of professional office development in the neighborhood in 2005, has stimulated an economic cluster of pet health businesses. Human health is also represented here, as medical offices related to Providence Portland Medical Center have run into space constraints closer to the hospital. Although the focus of NE 82nd Avenue of Roses has shifted to office commercial uses, no zoning changes have been necessary.

The corridor is lined with attractive, two to four story office buildings along the sidewalk, often with retail uses on the ground floor. Many of these ground floor uses are wonderful ethnic restaurants that serve great food to residents and employees of the corridor. The tallest buildings are clustered in nodes where transit lines cross – at the MAX station, NE Fremont Street and NE Sandy Boulevard. The Siskiyou Square site and Madison High School together serve as another node of higher-intensity development.

The hotels along NE 82nd Avenue of Roses have taken advantage of the influx of professional business to update or completely rebuild their properties. Instead of low-rent motels, the avenue hosts a number of nice looking hotels with professional suites for business travelers. These hotels also attract other travelers who wish to stay close to the airport before catching an early flight.

At the north end of the corridor, proximity to employment has allowed the market to redevelop many of the 1970’s apartment houses. They have been replaced with well-designed mid-rise apartment buildings, mimicking the Columbia Knoll buildings across the street, but usually charging market rents.

As a central place and catalyst for the corridor, the Siskiyou Square site features a successful light industrial, green business enterprise. Its buildings occupy the central and eastern portions of the site, and are amply buffered from surrounding homes. The western portion of the site, fronting NE 82nd Avenue of Roses, features commercial buildings with ground-floor retail uses and upper-floor office space. The retail spaces are moderate in size, attracting local businesses, restaurants and a grocery store, but discouraging the development of a large format wholesale store. The commercial buildings face an attractively landscaped pedestrian main street that aligns with the entrance to Madison High School and Glenhaven Park across the street. This east-west corridor opens into a grand plaza at NE 82nd Avenue of Roses, inviting passers-by and serving as a central landmark for the corridor.

The pedestrian and aesthetic environment along NE 82nd Avenue of Roses itself has been enhanced tremendously. Lushly landscaped median islands with trees grace the avenue, giving way to left turn lanes at critical locations. In addition to improving aesthetics, these medians help to calm traffic speeds on the avenue’s four through-lanes. New pedestrian crossings utilize the medians as refuge islands, allowing people
to navigate across one direction of traffic at a time. Crossings are established at NE Schuyler, Brazee, Klickitat and Beech streets, meaning that no one has to walk a quarter mile to safely cross the street. With redevelopment, sidewalks have been upgraded to a 12-foot width, including an 8-foot through-zone and a 4-foot planter strip with trees. These continuous stretches of vegetation insulate pedestrians from the traffic lanes, but occasionally break into individual tree planters to provide better visibility near business entrances. Banners, placed proudly by businesses, line both sides of the corridor letting people know they are on the NE 82nd Avenue of Roses and in the Madison South or Roseway neighborhoods.
VISION THREE:
THE TRUE MAIN STREET

NE 82nd Avenue of Roses is no longer a pass-through corridor on the way to some place else. Under strong regional market conditions, private and public sectors have invested heavily in the area and transformed it into a full-service main street destination – a place to live, work, shop and have fun. City planners reflected this transformation by changing the zoning to a more locally-oriented, pedestrian-friendly commercial designation.

Development on the street is multi-faceted. Buildings fronting the street are in the range of three to five stories, with the tallest buildings at major transit nodes. A variety of active commercial spaces fill the ground floors of these buildings – locally-owned retail and service businesses, restaurants, cafés, art galleries, a grocery store, a bookstore, and a movie theater among them. The upper floors contain offices, hotels, creative spaces for artists, and apartments. Years ago, it seemed unlikely that people would want to live directly along 82nd Avenue. But now, with a more urbane street environment and rising rents elsewhere, NE 82nd Avenue of Roses is a great place to find a newly-built apartment in a walkable neighborhood. Meanwhile, well-kept, owner-occupied, single-family homes continue to dominate the surrounding neighborhoods.

The corridor has evolved into a sustainable community where walking, biking and public transit are the preferred modes of transportation. Because the neighborhood provides all of the ingredients for daily life, there is little need to drive. With the help of record high gas prices, average daily traffic volumes have dropped from 24,000 to near 15,000.

As automobile volumes dropped and density increased, the community collaborated with the Portland Office of Transportation to eliminate two lanes of through traffic and establish a streetcar line along NE 82nd Avenue of Roses. The streetcar replaced the #72 bus, has the same high frequency of service, but offers faster travel times and zero emissions.

The streetcar line begins at SE Woodstock Boulevard, travels northward on 82nd Avenue of Roses through Lents, Montavilla and Madison South, then turns westward on Sandy Boulevard, heading toward the Inner Eastside. The double-track streetcar line runs in a dedicated center median, occasionally sharing space with left turn lanes. Space remains on both sides of the 55-foot-wide street for on-street parallel parking, though many neighborhoods residents are lobbying to replace the parking lane with bike lanes.

Sidewalks along NE 82nd Avenue of Roses are 12 feet wide, with an 8-foot through zone and 4-foot stormwater treatment bioswales. The vegetated swales contain distinctive street trees that differentiate the corridor from other parts of 82nd Avenue. Pedestrians can use crosswalks at every intersection, making it easy and safe to cross between the corridor’s many destinations. The street is now a lively location that is pleasant and safe for taking an evening stroll, walking the dog, or bicycling to a favorite restaurant. At the north and south ends of the corridor, prominent gateways announce the entrances into this unique, vibrant community. All along the avenue, banners designed by local students join the neighboring communities and provide a sense of place and identity.

The Siskiyou Square site is now a “mini-town center” along NE 82nd Avenue of Roses. Office, retail and compatible light industrial uses occupy mixed-use, multi-level buildings. With a successful public-private partnership, the site’s environmental issues were remedied to a high enough standard to allow residential
uses on the site. Multi-family housing now occupies the upper floors of buildings on the site, draped with rooftop gardens. Townhomes line the edge of the site, providing a transition into the surrounding single-family neighborhoods. A weekly farmer’s market is held in the landscaped plaza across the street from Madison High School. Deeper within the site, a community center provides facilities for a variety of athletic, artistic and cultural pursuits. The east-west greenway and north-south bikeway are well-used, and have been integrated into the annual Base-to-Butte walk/run/bike event. As a whole, the offering of places and activities found at Siskiyou Square reflects the diversity and harmony of the Madison South and Roseway neighborhoods.
Realizing the community’s vision for what NE 82nd Avenue of Roses can become necessitates an understanding of what it has been through the years. This section tells a brief story of how NE 82nd Avenue of Roses evolved from a rural byway to a major commercial thoroughfare.

NE 82nd Avenue of Roses occupies an area long inhabited by native peoples because of its natural bounty. As settlers of European descent arrived, what is now NE 82nd Avenue of Roses became an important north-south corridor. Even in the 19th century it was a major route for travelers arriving by boat on the Columbia River to get to Oregon City and the burgeoning farms of the Willamette Valley beyond. Most of the areas on either side of the corridor were annexed to the City of Portland between 1901 and 1910. As the age of the automobile dawned numerous gas stations and other auto-oriented businesses appeared along the corridor. With the road name standardization efforts of 1933 the route officially became 82nd Avenue. Four years later the city zoned the entire length of 82nd Avenue for commercial or industrial uses – a decision that is strongly reflected in current land uses along the corridor.

The aerial photograph from 1936 (top right), from just before the rezoning, shows residential development along NE 82nd Avenue from NE Sandy Boulevard to NE Siskiyou Street. Several homes from the 1920’s remain on this portion of NE 82nd, with many other homes from this era in the Roseway neighborhood to the west. Sitting at the southeast corner of NE 82nd Avenue of Roses and Sandy Boulevard was the Shriner’s Hospital for Crippled Children. This 20th century Georgian structure stood for 80 years from 1924 until its demolition in 2004 for the construction of the Columbia Knoll multi-family housing development. Prior to demolition the building was listed on the National Register of Historic Places. Adjacent to that site is the wooded Grotto which features the 1924 Early-Modern Sanctuary of Our Sorrowful Mother. To the east of NE 82nd Avenue at 9201 NE Fremont Street, the 1931 Castellated Trinity School can be seen.

Change accelerated along the corridor and in surrounding neighborhoods from the late 1930’s through the 1940’s and 1950’s. Most homes in the area, especially in the Madison South neighborhood, were built during this time as can be seen comparing the 1936 and 1960 aerial photos. The 1950’s brought public facilities to the heart of the corridor. Glenhaven Park was completed in 1952. Madison High School was constructed in the mid-1950’s in the Modern style, opening to students for the 1957-58 School Year. A number of the structures that continue to house today’s prominent auto-oriented businesses were built in the 1950’s: Travelodge in 1951, Days Inn in 1959, and the Original Taco House in 1951. Many additional hotels and restaurants would take similar forms in subsequent decades. Also noticeable in both aerial photos is the Siskiyou Square site – serving as a gravel quarry in 1936 and a landfill in 1960.

As automobile usage increased so did the associated types of development on 82nd Avenue. Prior to the completion of I-205 in the early 1980’s, 82nd Avenue continued as the primary north-south route in the area and one of the most common ways of accessing Portland International Airport. Today NE 82nd Avenue of Roses lives on as a high-traffic corridor with a variety of services following the patterns well-established by 1960.

Acknowledgement and note: The primary source of information for this section is the East Portland Historic Overview and Historic Preservation Study prepared by the Portland Bureau of Planning in 2007. Project staff included Liza Mickle, Daniel Pauly, Carmen Piekarski, and Nicholas Starin.
ASSSETS AND CONSTRAINTS:
NE AVENUE OF ROSES TODAY

Today NE 82nd Avenue of Roses is a busy commercial corridor whose travel lanes and surrounding development serve both local and regional needs. The 1.3 miles between the Banfield Expressway and Sandy Boulevard can be described in many ways. IMAGINE 82ND does so by analyzing NE 82nd Avenue of Roses through the lenses of seven different planning elements: land use, community facilities, transportation, urban design, environment, economic development and demographics. The InSight team collected a wealth of information on these topics from community input, technical interviews, field visits, mapping and other research. This section distills that information into assets and constraints – how existing conditions along NE 82nd Avenue of Roses can either contribute to or detract from accomplishing what the community hopes it can become.

1. LAND USE

LAND USE ASSETS

- **The NE 82nd Avenue of Roses Corridor offers a variety of places to live, work, shop and play within a short distance.** Within a mere block of NE 82nd is a diverse collection of land uses, including single-family homes, affordable apartments, retail stores, restaurants, services, professional offices, parks, a high school, and much more (see Existing Land Use map). According to comment mapping exercises at the community visioning Open House, neighborhood residents make ample use of these nearby conveniences. While land uses are not arranged in the most pedestrian-friendly format, most are within a comfortable walking distance of nearby neighborhoods.

- **Siskiyou Square is one of Portland’s largest infill/redevelopment sites.** The sheer size of the vacant site – 26 acres – is virtually unmatched elsewhere within city limits, and allows significant flexibility in future redevelopment scenarios. In addition to obvious economic benefits, redeveloping the site will embody a key planning principle embodied by the city, region and state – reusing land within existing urban areas instead of sprawling outward.

- **Newest development is attractive to many residents.** The newest investments in NE 82nd Avenue of Roses, including the Asian American Shopping Center, Banfield Pet Hospital Glenhaven Corporate Headquarters, and Columbia Knoll, received high marks at the community visioning open house. People chose these places as “good examples of good development” in terms of visual appeal and overall contribution to the corridor.

- **Central location of Madison High School contributes positively to the corridor.** During morning, lunch and afternoon hours, the students of Madison High School populate the sidewalks, buses and businesses of NE 82nd Avenue of Roses, providing a pedestrian presence and vibrancy that commercial districts strive to attract.

- **Zoning along NE 82nd Avenue of Roses allows for flexible commercial development.** A majority of the corridor is zoned General Commercial – among the most flexible commercial zones in Portland (see Existing Zoning map). It allows for a variety of retail, service, office, lodging, entertainment and other uses, to the extent that the market can respond creatively to meet demand.¹

Opportunity for transit-oriented development. NE 82nd Avenue of Roses is well-served by transit, including three light rail lines at the MAX station, and the high-frequency #72 and #12 buses. Regional and city policies call for increased densities at high-capacity transit stations to support transit use and reduce automobile reliance. Underutilized properties along NE 82nd Avenue could potentially heed this call by hosting transit-oriented development - Innovative Housing at NE Broadway has recently done so. Although mixed-use projects with residential are the most desirable, market forces will largely decide which future uses are most feasible. The city's Eastside Station Area planning effort will aid these decisions.

Land Use Constraints

- Adult businesses are abundant; community largely opposed to them. Five strip clubs or lingerie shops are located in just a quarter-mile stretch of NE 82nd Avenue of Roses near Fremont Street. Residents in the surrounding neighborhood, as well as Madison High School students, made it known that these land uses detract from the livability and future potential for the corridor.

- Many motels are underused or misused. The corridor is host to several motels built in the mid 20th century. At best, many residents find the motels to be underused or dated. At worst, some residents find them to be not just "seedy," but also used for prostitution and drug transactions. The InSight team can neither confirm nor deny these claims, which come directly from the community visioning open house.

- Corridor's auto-oriented role not entirely popular. While many residents recognize and take part in the utilitarian role that NE 82nd Avenue of Roses fills, just as many (or perhaps more) residents wish for something more. Participants in the community visioning open house often commented on the negative visual and safety impacts that the corridor’s auto-oriented development brings.

- Size and configuration of most commercial lots pose challenges to development. Lot sizes along NE 82nd Avenue of Roses are small and shallow by suburban arterial standards. This is because NE 82nd was originally platted with 50-by-100-foot lot sizes typical of Portland’s older neighborhoods. Combined with the need for parking, this limits the size and flexibility of future development. Furthermore, single-family homes surround most of the commercial lots along 82nd Avenue, bringing forth compatibility issues.
EXISTING LAND USE
MAY 2008

- Single-Family Residential
- Multi-Family Residential
- Office
- Lodging
- Service - General
- Adult Businesses
- Retail - General
- Food/Drink/Convenience
- Automotive
- Building Trades
- Industrial
- Government
- School
- Religious
- Open Space
- Indoor Recreation
- Parking
- Vacant Lot/Building

Stripes indicate mixed uses.

GIS Data provided by Metro Regional Land Information System and Insight, 2008.
2. COMMUNITY FACILITIES

COMMUNITY FACILITIES ASSETS

• **Glenhaven Park.** The 16-acre park has an advantageous location close to Madison High School and neighborhoods. It is well used and accommodates a variety of recreation activities, from baseball and tennis to skateboarding and dog walking. Portland Public Schools and Portland Parks and Recreation have a long-standing partnership to share the park facilities. Feedback from the community visioning open house reveals that the park is a positive land use, and that grassy expanses such as this have a strong visual appeal.

• **Madison High School.** The high school has a strong history that is valuable to the community. Educational and supporting offerings at the school are flexible – a variety of new programs aid students with diverse backgrounds and challenges. The school’s location is central, close to a lot of families, convenient to businesses, and served by high-frequency transit. The building is in usable condition, with fewer maintenance needs than many other PPS schools.

• **Opportunity for additional parkland at Siskiyou Square.** If environmental issues preclude the Siskiyou Square site from major development, a new park could theoretically be sited here. Many neighbors hope this will be the case. In addition, both Metro 2040 and the Portland Comprehensive Plan call for open space for a portion of Siskiyou Square. In effect this would create a continuous greenway from Rose City Park to Rocky Butte.

• **Opportunity for community center.** The community, including Madison High School students, stated a need for indoor recreation space. Community centers are in relative short supply in Northeast Portland, with the nearest one in Montavilla. Funding for a community center could come with a proposed 2010 ballot initiative. The strong partnership between Parks and Recreation and PPS provides potential to use portion of Madison High as a community recreation center if the school continues to shrink.

COMMUNITY FACILITIES CONSTRAINTS

• **Glenhaven Park faces some challenges.** The park has no room to expand, and nearby residents report that fields are overused due to high demand. Minor crimes occur here, including frequent graffiti. Some Madison High School students hide here when truant from school. Despite the skate park’s positive contributions, some negative perceptions unfortunately remain about the park and its users.

• **Madison High School exhibiting some declining trends.** The structure itself, built in 1955, is aging. Enrollment is declining, and test scores are below satisfactory.

• **Siskiyou Square site may not provide for additional community facilities.** The economic viability of other land uses and hence higher property value may prevent a community center from being feasible on Siskiyou Square site. Even if technically feasible, Portland Parks and Recreation would need to secure funding to expand parkland or build a community recreation center here.
3. TRANSPORTATION

TRANSPORTATION ASSETS

- **Traffic volume is lower and congestion rarer than the rest of 82nd Avenue of Roses.** Average daily traffic is about 5,000 vehicles lower than portions of 82nd Avenue further south. Traffic that once used 82nd to travel to the airport now uses Interstate 205. Congestion is rare, and free flow conditions prevail.

- **82nd Avenue of Roses High Crash Corridor Safety Plan recommends improvements.** In the near term, the plan calls for a crosswalk and pedestrian refuge island at NE Brazee Street, a spot that students identified as dangerous but necessary in order to connect the northbound bus stop with the school’s athletic fields. The plan recommends additional improvements for later in the future, and also emphasizes enforcement of traffic violations.

- **Access easy for automobiles.** Often at the expense of other modes, automobile access to destinations along NE 82nd Avenue of Roses is nevertheless easy. Parking is plentiful, traffic is uncongested, and Interstate 84 provides quick access to the rest of the region.

- **Bus service is frequent, well used.** The #72 bus along NE 82nd Avenue of Roses is a frequent service line, with headways as little as six minutes during peak hours. It is also the bus line with the highest ridership in the region — it accommodates over 35,000 transit trips daily, nearly 4,000 of them involving a transfer at the MAX station. The #12, 19 and 33 buses also intersect the corridor, at Sandy, Fremont and Halsey, respectively.

- **Connections to MAX maximize mobility.** The southern portion of the corridor is close to the NE 82nd Avenue MAX light rail station, providing access to Downtown Portland and many other regional destinations. This advantageous access is also encouraging redevelopment of nearby properties, including Innovative Housing at NE Broadway.

- **Corridor has complete sidewalk coverage.** Unlike many suburban commercial strips in the region, NE 82nd Avenue of Roses has sidewalks on both sides for the entire 1.3 miles of the study corridor. While not in the best condition, the street’s sidewalks facilitate a considerable pedestrian presence.

- **City code and development review prompts streetscape upgrades.** The avenue’s streetscape amenities will be slowly improved as property redevelopment takes place. Per city code, developers must reconstruct the sidewalks to a 12-foot width and plant street trees. Together, these improvements will increase pedestrian safety and provide a more pleasant walking experience along NE 82nd Avenue of Roses.

- **Perpendicular bicycle routes connect surrounding neighborhoods.** Designated bicycle routes on Siskiyou and Tillamook streets connect Roseway and the Hollywood District with Madison South and Rocky Butte. Traffic signals facilitate bicycle crossings of NE 82nd Avenue of Roses.

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2 **TriMet Ridership Census, 2007.**
Transportation Constraints

• Overlapping jurisdictions cause conflict. ODOT and PDOT have overlapping roles, responsibilities and ownership of the features within the right-of-way of NE 82nd Avenue of Roses. In addition to causing conflicting priorities, city land use and design goals are more difficult to achieve when dealing with a state highway.

• Lane configuration leaves little room for error. NE 82nd Avenue of Roses has no shoulder, placing vehicles immediately next to a concrete curb, with no room for avoiding road hazards, preventing rear-end collisions, or attending to vehicle breakdowns. In most places, this curb is also the inside edge of a narrow sidewalk with pedestrians. The center turn lane is also problematic, with dual-direction use posing the risk for head-on collisions.

• Crash incidents still high. While not as dangerous as segments further south, NE 82nd Avenue of Roses north of the Banfield Expressway saw 647 crashes in a ten-year period, 60 of them at the Fremont Street intersection.

• Density of driveways threatens drivers, pedestrians. Numerous access points entering and exiting NE 82nd Avenue of Roses create path conflicts. Left-turning vehicles have the potential to hit other left-turning vehicles. Any motorist using a driveway has the potential to hit a pedestrian that he/she fails to see.

• Parking difficult to accommodate in small properties. The small size and shallow depth of most properties along NE 82nd pose challenges in accommodating parking for new buildings. While parking along transit streets is not required, developers may choose to purchase adjacent land and demolish buildings to make room for parking. The end result is a continued suburban feel with gaps between commercial buildings.

• Many feel unsafe using non-automobile modes. According to the Imagine 82nd Community Opinion Survey, 72% of neighborhood residents and 41% of Madison High School students affirm that traffic safety concerns limit their willingness to walk, bike or take transit along NE 82nd Avenue of Roses during the day. For nighttime, these percentages rise to 92% and 59%, respectively.

• Sidewalks have many deficiencies. In most places along the corridor, sidewalks are narrow (as little as four feet), impeded by utility poles, interrupted by driveways, and directly adjacent to the busy, fast-moving travel lanes of the street. Curb ramps are missing at some intersections, and others flood during rain.

• Streetscape improvements slow, sometimes difficult. Piecemeal upgrades of the corridor’s sidewalks will take a long time. In some cases, structures are immediately adjacent to the sidewalk, which in turn are narrow and directly adjacent to the curb lane. In these cases, minimal space is available for sidewalk widening or other improvements, without major demolition.

• Crosswalks are few and far between. The infrequency of signalized crossings (six of them, some more than a quarter mile apart) forces pedestrians to walk an unreasonable distance to access a signalized, protected pedestrian crossing, or else cross the busy five-lane highway unattended.

• Difficult to bike to destinations along 82nd. Bicycle lanes are not provided on NE 82nd, nor is there any room to provide them. At 12 feet, the curb lane is slightly wider than standard lanes, but not nearly enough to safely accommodate cyclists. Instead, many people ride on the sidewalk, putting themselves at risk from collisions with cars at intersections and driveways. Parallel, low-traffic streets do not provide continuous connections. Bicycle racks are also largely missing at destinations.

• Skaters also at risk. The same sidewalk, crosswalk and driveway problems mentioned above put skateboard users at risk. Many skaters travel to and from the Glenhaven Park skate park on their boards, rather than walking or being dropped off.
EXISTING CROSS SECTION
MAY 2008
4. Urban Design

Urban Design Assets

- Many enjoy corridor’s eclectic style. The chaotic blend of buildings and signs of various styles and eras are endearing to some. The mix of mid-century Americana and Asian architectural details results in an interesting amalgamation. While this stance is a value judgment, it is nevertheless present, and is often pitted against planners’ encouragements for more traditional urban settings.

- Newest buildings attractive to many residents. As mentioned earlier, many community members find the newest buildings along NE 82nd Avenue of Roses to be well-designed, attractive, and good models for future development. These include the Asian American Shopping Center, Banfield Pet Hospital Glenhaven Corporate Headquarters and Columbia Knoll.

- Residents, students populate corridor. Human presence is a key ingredient in successful urban spaces, and the study corridor has more pedestrian presence than one might expect along a suburban commercial strip. This is due to the close proximity of residential neighborhoods, availability of high-frequency transit, students walking to and from school, students taking advantage of their open lunch break, and a sizeable population that does not own cars.

- 26-acre Siskiyou Square site a blank slate. The site owner has the opportunity to collaborate with developers, architects, planners and the community in creating an inviting, imaginative design for whatever land uses are programmed there.

- Open spaces are prevalent. Quality urban design is an exercise in balancing structures and spaces. Open space is a crucial ingredient to a livable neighborhood, providing visual relief to the built-up environment. The community has access to Glenhaven Park, Rose City Golf Course, Hancock Park and Rocky Butte nearby.

- Zoning along NE 82nd Avenue of Roses calls for pedestrian-oriented design. Because NE 82nd Avenue of Roses is a high-frequency transit street, city zoning specifically calls for new buildings to have no more than ten feet of setback from the front lot line, no minimum setback, and ample windows that face the sidewalk. In addition, minimum parking requirements are waived to allow development that encourages walking and transit use over driving.3

- Community largely agrees with city and regional design goals. Results from the visual preference survey show that the community favors human-scale urban development. They gave high marks to buildings that face the street with minimal setbacks, ample glazing and facade interest. These preferences mirror the type of development called for under Metro’s “Main Street” designation for the corridor.

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Urban Design Constraints

- **Many buildings lack character; some are blighted.** Many of the corridor’s buildings are simple and utilitarian, designed purely for function. Convenience stores, gas stations, fast food restaurants and industrial buildings contribute little to the overall design of the avenue. In worse cases, some buildings sit dilapidated and vacant – eyesores that drain the vibrancy from the corridor. Many community members also do not like the look of the small apartment “plexes” on the west side of NE 82nd Avenue of Roses between Fremont and Sandy.

- **NE 82nd Avenue of Roses lacks legibility and identity.** Memorable places usually have unifying characteristics or at least major landmarks that create a cohesive image of the place in people’s minds. No unifying theme brands the corridor – except for suburban eclectic. Other than perhaps Madison High School, no major landmarks or gateways tell the visitor, either explicitly or implicitly, that they have arrived in Madison South or Roseway.

- **Accommodation of parking may compromise urban design.** In this recurring theme, small and shallow lot sizes pose challenges in siting parking. The resulting efforts, including side parking lots and driveways, compromise the pedestrian experience, and preclude the development of a continuous “street wall” of buildings along NE 82nd Avenue of Roses. However, front parking lots are now illegal.

- **Billboards and celltowers add visual blight.** When other development has not been feasible, some owners of vacant land along NE 82nd have leased their properties for the construction of cell towers and billboards. While perfectly legal, these structures detract from the aesthetics of the corridor.

- **Automobile traffic and streetscape deficiencies detract from quality urban design.** The volume, speed, noise and exhaust of automobile traffic detract from the pleasantness of walking along NE 82nd Avenue of Roses. Likewise, minimal street trees, an abundance of large signs, narrow sidewalks and automobile-oriented lighting do not contribute positively to the overall experience of the pedestrian.
5. ENVIRONMENT

ENVIRONMENTAL ASSETS

- **Ample green spaces serve environmental functions.** The neighborhood’s numerous parks and open spaces help the environment in addition to pleasing the human psyche. They provide pervious surfaces that allow for stormwater infiltration; they contain trees and other vegetation that sequester carbon and reduce the urban heat island effect; and they provide wildlife habitat.

- **Corridor enjoys vistas.** NE 82nd Avenue of Roses traverses gently rolling terrain that offers unique views of the surrounding landscape. The twin humps of Rocky Butte fill the eastern horizon, and are especially visible from Glenhaven Park and the Siskiyou Square site. Mount Hood and Mount St. Helens also tower above the horizon, depending on where one is standing. North of Beech Street, 82nd Avenue provides straight-line views of the Columbia River and the Washington foothills beyond.

- **Intact wildlife habitat.** The Siskiyou Square site, despite its environmental issues, offers a plentitude of habitat for wildlife. Deer and coyote reportedly visit the stormwater treatment pond and surrounding woods at the rear of the site. Waterfowl also make use of the pond, as well as the water-filled depression where the landfill once was. Even larger habitat is found nearby on the wooded slopes of Rocky Butte.

ENVIRONMENTAL CONSTRAINTS

- **Air pollution from vehicles.** Motor vehicles emit carbon monoxide, carbon dioxide, particulate matter and volatile organic compounds, among other pollutants. These compounds originate from cars, diesel buses and heavy trucks along NE 82nd Avenue of Roses and from the Banfield Expressway. Aircraft landing at Portland International Airport may contribute to the mix, depending on wind patterns. As shown on the Existing Environmental Features map, researchers at Portland State University find the relative concentration of airborne carcinogens to be high in the Madison South neighborhood.

- **Abundance of surface parking lots.** The impervious surfaces of parking lots, roadways and roofs shed stormwater runoff, washing oil, tire and exhaust particulates into area waterways. These same surfaces also absorb and radiate heat from the sun, contributing to the urban heat island effect.

- **Minimal tree canopy.** Trees sequester carbon, provide shade, reduce urban heating, and provide a pleasing visual setting. As seen on the Existing Environmental Features map, street trees are largely absent along the corridor, especially along the east side of NE 82nd Avenue of Roses, south of Siskiyou Square.

- **Noise and vibration.** Traffic produces noise that reduces the potential for an enjoyable environment. Buses and heavy trucks are especially noisy when accelerating from stops. The heaviest of trucks can also shake the ground and surrounding buildings. The InSight team recorded ambient sound levels ranging from 64 to 72 decibels along NE 82nd Avenue of Roses at the end of an evening peak traffic period. The highest levels were measured at the Banfield corridor, where vehicle tires on the freeway surface, freight trains and light rail trains add sonic nuisances. Aircraft taking off from nearby Portland International Airport also add to the ambient noise of NE 82nd Avenue of Roses.

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• Contamination and geologic hazards at the Siskiyou Square site. The 26-acre site was first a gravel quarry, then a landfill. The legacy of these uses is soil subsidence, methane off-gassing, and potentially soil contamination. Any use of the site will require costly remediation, which could potentially include removing contaminated soil, installing a proper “cap” of the landfill area, and upgrading the existing methane venting system. New buildings would have to be placed on geopiers extending underground about 60 feet.
6. Economic Development

Economic Assets

- **Active business district with low vacancy rates.** NE 82nd Avenue of Roses is teeming with activity. A combination of permissive zoning, flexible space, high visibility and affordable leases keeps retail and office vacancy rates low, which in turn stimulates market confidence and further investment.

- **Affordable space.** As other areas of Portland gentrify, the stores and creative spaces that originally made those places “cool” get priced out. Shop owners and artists then seek out a key ingredient to their success – cheap space. NE 82nd Avenue of Roses is becoming a new destination for upstart businesses and creative spaces (such as Milepost 5 a few blocks south of the study corridor). Affordable space is a boon not just for creative class refugees, but also for entrepreneurs of all backgrounds and ambitions.

- **Ethnic entrepreneurship.** 82nd Avenue of Roses has emerged as the true heart of the Asian community in Portland, and a place of business for many other ethnic minority groups. This portion of 82nd is no exception, with a number of Vietnamese entrepreneurs redeveloping property into vibrant marketplaces such as the Asian American Shopping Center, Saigon Plaza and Portland Close-Out. Smaller minority enterprises are also thriving, from the authentic El Burrito Loco to vegan Vietnamese food. These ethnic niche markets serve not just their own communities, they also serve as unique destinations for other Portlanders.

- **Siskiyou Square a “lynchpin” site.** There are very few large expanses of vacant land available for development inside the I-205 beltway in Portland. Siskiyou Square is potentially the largest one, and it is located at the very center of the NE 82nd Avenue of Roses corridor. It is therefore a keystone site that has the potential to make or break this portion of the corridor.

- **Other vacant sites are prime for redevelopment.** A number of smaller vacant sites and buildings offer redevelopment potential, including vacant land at Klickitat and Milton streets, and vacant buildings at Eugene and Schuyler streets (see Existing Land Use map).

- **Nearby residential and high school provide captive market.** Perhaps more than other sections of 82nd Avenue, the study corridor is filled with people. Single-family homes and apartments immediately surround the corridor, providing a proximate market for businesses. Students at Madison High School are an added bonus, filling the sidewalks before and after school, and during their open lunch period.

- **Easy automobile access, high drive-by volume, little congestion.** With as many as 24,000 vehicles driving by per day and immediate access to Interstate 84, businesses along NE 82nd Avenue of Roses have high visibility and superb regional access. Fortunately, the traffic volume is not so much that it causes congestion, which could deter investors. Overall, the corridor is not density-constrained – parking is generally available, and nuisance complaints are few.

- **Banfield an office pioneer.** The Banfield Pet Hospital Corporate Headquarters is the first large-scale office development along NE 82nd Avenue of Roses. It could pave the way for additional development of its type, which brings jobs, and is generally a good neighbor to surrounding land uses, including single-family homes.

- **Auto-oriented businesses fulfill a role.** Portland State University professor/historian Carl Abbott writes that 82nd

Saigon Plaza is a hub of family-owned Vietnamese businesses, including Pho Oregon.

Automobile-oriented businesses continue to open along NE 82nd Avenue, including Moto Pizza of 2008.
Avenue, “reminds us that our economy still requires things,” and that the corridor’s used car lots and discount stores fill a necessary role in the economy of the region. Residents confirm his statement that this type of development “may not be pretty,” while also admitting that they frequently visit the gas stations, tire stores and fast food joints that line the corridor.

- **Proximity to Portland International Airport.** NE 82nd Avenue of Roses could potentially market its proximity to the airport. Firms with offices and clients throughout the nation and world could potentially find value in affordable office space just one mile from the airport. The avenue has already capitalized on the potential for airport-related lodging, with additional opportunity to host newer, updated hotels.

### Economic Constraints

- **Stigma of vice and crime.** NE 82nd Avenue of Roses has yet to shed its long held image as a place for vice and crime. High incidence of prostitution and the continued operation of adult businesses add to the perception of 82nd Avenue as a corridor of vice. The combination of perceptions and realities may detract some potential investors.

- **Suburban strip is not for every firm.** While the corridor’s flexible zoning and vacant sites make many types of development possible, some markets will simply not respond. Retailers that favor upscale, urban locations such as the Pearl District or Nob Hill will not likely locate along NE 82nd Avenue of Roses, simply based on style preference, in addition to economics and demographics.

- **Disconnect between neighborhood and business district.** Residents of the stable neighborhoods on either side of NE 82nd Avenue of Roses lament that they are not rewarded with a walkable, desirable business district like SE Hawthorne or N Mississippi. According to the *Imagine 82nd Community Opinion Survey*, only 20% of nearby residents feel that the current mix of businesses along NE 82nd Avenue is a good fit for the neighborhood. This disparity may be hard to change – market consultants and investors often use rigid demographic formulas to determine the market feasibility of certain businesses. Some of the businesses that the neighborhood desires – organic grocers and independent bookstores, for example – may not be deemed economically viable, regardless of whether or not this is actually true.

- **Small property sizes may deter some developers.** Some commercial property developers demand large lot dimensions in order to consider sites for development. The corridor’s small lot sizes, shallow lot depths, and code requirements for pedestrian-oriented design may deter some developers who need more space or design flexibility.

- **Corridor lacks a retail anchor to drive further economic activity.** Medium to large-size retail operations generate enough trips to make additional economic development possible on smaller, nearby sites. NE 82nd Avenue of Roses lacks a large retail destination to bring more business to the corridor. While the neighborhood has made it clear that big-box retail is not welcome here, a more appropriately-designed and scaled retail presence, such as grocery store, could stimulate further economic activity along the corridor.

- **Job opportunities needed.** The Madison South neighborhood had an 18% poverty rate and a lower median household income than the Portland average in the 2000 U.S. Census. Perhaps because of these and other conditions, many community members stated a need for more job opportunities in the corridor.

### Demographics

#### Demographic Assets

- **Strong sense of community and livability.** According to the *Imagine 82nd Community Opinion Survey*, most residents agree with the statements, “my neighborhood is a good place to live,” “I know other people in my neighborhood,” and “my neighborhood is a good place to raise a family.” The survey findings reinforce similar results from the City Auditor’s Office’s residential survey. Additionally, people are active in their neighborhood and well aware of local public involvement groups, including the two neighborhood associations and Save NE 82nd (formerly Save Madison South).

5 Abbott, Carl, “THANKS, 82ND AVE.” The Oregonian, August 20, 2006.
Growing diversity: The study corridor’s racial and ethnic diversity is growing. The neighborhood can embrace its multiculturalism to become a strong, cohesive community. By recognizing and celebrating difference, communities can promote social cohesion and break cultural barriers. Madison South has seen a 35% increase in people of color, while Roseway has seen an increase of 18.8%, between 1990 and 2000.

Demographic Constraints

Housing is becoming less affordable: Housing values increased by over 50% between 1995 and 2007. Housing values are still below those of the region, but catching up fast. Median sale price for homes in 2007, before the recent market downturn, was $237,000 in Madison South, $266,400 in Roseway, and $290,000 regionally. The corridor is located not far from the edge of neighborhoods that fetch premiums, such as Alameda and Mount Tabor. As people are priced out of those places, demand will raise home prices in the next outward layer of neighborhoods – Roseway and Madison South included.

Increasing poverty: In the Portland/Vancouver region, the percentage of families in poverty is 9.9%. While Roseway has seen a decrease in poverty between 1990 and 2000, Madison South’s poverty population increased by 660 families, bringing the percentage of families in poverty to 17.1%.

Quality of life issues jeopardized by adult businesses, drug use and prostitution: Many respondents of the Imagine 82nd Community Opinion Survey report that livability is at risk because of drug use and prostitution, and that these issues are particularly troublesome after dark. In 2007 Madison South neighborhood had the third highest reported incidence of prostitution, behind Downtown and Montavilla, but ahead of Lents.

Few Activities for youth: In the Community Opinion Survey, most people disagreed with the statement, “NE 82nd offers a wide variety of activities for youth.” Similarly, students themselves indicated that there are few things to do after school.

Teenagers of various backgrounds skate together at Glenhaven Park.
GOALS AND IMPLEMENTATION:
NE 82ND AVENUE OF ROSES FROM TODAY TO TOMORROW

So far, IMAGINE 82ND has presented three visions for the future of NE 82nd Avenue of Roses, explained how the avenue came to be, and detailed the positive and negative aspects of its current state. The rest of the story unfolds as follows. First, a list of goal statements provides overarching direction for the seven topics of IMAGINE 82ND based on the vision concepts. Second, an implementation matrix spells out ways to achieve those goals. Lastly, the InSight team provides a brief conclusion on how IMAGINE 82ND can be used.

1. Goal Statements

LAND USE: NE 82nd Avenue of Roses will become a true main street, offering a variety of places to shop, dine, work, live, and have fun. It will continue to host a diverse array of retail, service, office, residential and community land uses, with increased emphasis on compatibility with surrounding neighborhoods, high quality design and respect for the pedestrian.

COMMUNITY FACILITIES: NE 82nd Avenue of Roses will be home to parks, schools and other public facilities that nourish community vitality. Madison High School will continue to be managed and operated in a manner sensitive to the past, present and future of surrounding neighborhoods while providing a quality education to a diverse student body. Development at Siskiyou Square will include open space that becomes a cherished community resource.

TRANSPORTATION: NE 82nd Avenue of Roses will be a multi-modal corridor where people can walk, bicycle, skateboard, wheelchair, drive and take transit while feeling and being safe. Overall traffic safety will improve and crashes will become less common, while maintaining an operational capacity that is appropriate to the corridor’s demand for travel. Improvements in the pedestrian environment, including better sidewalks and more crosswalks, will facilitate a safer stroll along and across NE 82nd Avenue of Roses.

URBAN DESIGN: The quality of the built environment along NE 82nd Avenue of Roses will make it an inviting, distinctive place. New and redeveloped buildings along NE 82nd will contribute to the pedestrian environment by facing the sidewalk, having minimal building setbacks, and providing transparency and interest along their facades. New development at Siskiyou Square will be carefully crafted to provide a quality human environment, to serve as a central landmark along the corridor, and to respect the natural features, terrain and views found on the site.

ENVIRONMENT: NE 82nd Avenue of Roses will be a healthy environment with clean air, clean water, and natural features that soften the visual and sonic burdens of the urban setting. Water quality and infiltration will improve along the corridor through mindful stormwater practices in new and existing development, including a minimization of impervious surfaces.
ECONOMIC DEVELOPMENT: NE 82nd Avenue of Roses will be a successful place for many types and sizes of businesses – a quality workplace offering employment for any who seek it, and a marketplace where the surrounding neighborhoods can meet nearly all of their needs for goods and services. Minority and immigrant populations will be encouraged and supported in their efforts to establish and maintain small businesses that bring diversity and vibrancy to the corridor.

DEMOGRAPHICS: People of all ages, backgrounds, lifestyles and economic tiers will be able and welcome to live along and near NE 82nd Avenue of Roses. It will be a place where children and teens can find healthy things to do after school, and where everyone can become involved and engaged in decision-making about their community.
## 2. Implementation Strategy

The following matrix deconstructs the three vision concepts into specific recommendations, shown in the leftmost column. They are organized into six topics similar to those treated in the Assets and Constraints and Goals sections, and indicated with color coding. For each recommendation, the matrix shows the associated vision concept being treated (1, 2 or 3), a description of associated actions, time frame, responsible stakeholders and potential funding sources. Timewise, short term recommendations are to be undertaken within 2 to 5 years; medium term in 5 to 10 years; long term in 10 or more years. Imagine 82nd is considered to be a living document, and the matrix below serves as the action plan for implementing the vision concepts. One possible funding source that could apply to many of the recommendations is making NE 82nd Avenue of Roses eligible to receive City of Portland System Development Charge (SDC) funds.

**Acronyms:** BES = Portland Bureau of Environmental Services; BDS = Portland Bureau of Development Services; BOP = Portland Bureau of Planning; BTA = Bicycle Transportation Alliance; CNN = Central Northeast Neighbors; DEQ = Oregon Department of Environmental Quality; MTIP = Metropolitan Transportation Improvement Program; ONI = Office of Neighborhood Involvement; ODOT = Oregon Department of Transportation; OSD = Portland Office of Sustainable Development; PDC = Portland Development Commission; PDOT = Portland Office of Transportation; PPB = Portland Police Bureau; PPR = Portland Parks and Recreation; PPS = Portland Public Schools; SNE82 = Save NE 82nd; TGM = Transportation Growth Management; USEPA = U.S. Environmental Protection Agency.

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<tr>
<th>Recommendation</th>
<th>Vision Concepts</th>
<th>Associated Actions</th>
<th>Time Frame</th>
<th>Responsible Stakeholders</th>
<th>Possible Funding Sources</th>
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<td>Participate in all public and private planning efforts.</td>
<td>1,2,3</td>
<td>Stay informed and participate in events associated with Portland Plan, Eastside Station Area Planning, future agency planning projects. Be aware of private development applications, comment at public hearings if needed.</td>
<td>Ongoing</td>
<td>Neighborhood residents, business owners, neighborhood associations, business associations, SNE82, CNN, ONI, BOP</td>
<td>BOP</td>
</tr>
<tr>
<td>Encourage participation in Save NE82nd</td>
<td>1,2,3</td>
<td>Maintain community involvement and discussion of the community’s future. Keep the community updated on possible Siskiyou Square site uses. Encourage wider participation, including minority communities.</td>
<td>Ongoing</td>
<td>SNE82, CNN, business/commercial owners, neighborhood residents, neighborhood associations</td>
<td>CNN Small Grant Program, Vision into Action grants</td>
</tr>
<tr>
<td>Explore green light industrial enterprise options for Siskiyou Square</td>
<td>1,2</td>
<td>Help Siskiyou Square owner seek out desirable firms to locate on site. Emphasize sustainability-oriented firms, ensure compatibility with surrounding neighborhoods.</td>
<td>Short term</td>
<td>Siskiyou Square owner, SNE82, CNN, neighborhood residents, BOP, BDS, OSD</td>
<td>PDC</td>
</tr>
<tr>
<td>Consider compatible retail uses on western portion of Siskiyou Square site</td>
<td>2,3</td>
<td>Work with Siskiyou Square owner/developer to establish neighborhood retail along NE 82nd Avenue. Emphasize type and scale of retail that community desires. Explore opportunity for “plaza” described in Vision 2 of this plan.</td>
<td>Short term</td>
<td>Siskiyou Square owner, SNE82, CNN, neighborhood residents, business associations, BOP, BDS</td>
<td>PDC</td>
</tr>
<tr>
<td>Explore zoning changes to CS, CM, CX or EX</td>
<td>3</td>
<td>Promote mixed-use residential and commercial development to promote a true main street corridor, encourage transit-oriented development near MAX station.</td>
<td>Medium to long term</td>
<td>BOP, BDS, commercial/retail/residential property owners, CNN</td>
<td>BOP</td>
</tr>
<tr>
<td>Retain and maximize Madison High School</td>
<td>2,3</td>
<td>Remain aware of, take part in PPS decision-making processes regarding high school closures and realignments.</td>
<td>Ongoing</td>
<td>PPS, neighborhood residents, CNN</td>
<td>Schools/Family Housing</td>
</tr>
<tr>
<td>Recommendation</td>
<td>Vision Concepts</td>
<td>Associated Actions</td>
<td>Time Frame</td>
<td>Responsible Stakeholders</td>
<td>Possible Funding Sources</td>
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<tr>
<td>Greenway connection through Siskiyou Square site</td>
<td>1,2,3</td>
<td>Work with Siskiyou Square owner/developer to dedicate east-west greenway corridor through site, connecting Glenhaven Park / Madison High School with Rocky Butte and proposed Gateway Green.</td>
<td>Short term</td>
<td>Siskiyou Square owner, CNN, SNE82, neighborhood associations, neighborhood residents, PPR, BOP, BDS</td>
<td>Portland Parks, Metro Parks</td>
</tr>
<tr>
<td>Explore feasibility of community center</td>
<td>3</td>
<td>Work with Portland Parks and Recreation in locating a community center in Madison South or Roseway. Consider Siskiyou Square site. Utilize unused space at Madison High School if it becomes available.</td>
<td>Medium to long term</td>
<td>PPR, PPS, neighborhood residents, neighborhood associations, SNE82, CNN, Siskiyou Square owner</td>
<td>PPR, 2010 Bond Measure</td>
</tr>
<tr>
<td>Continue city and state collaboration on safety and design issues along 82nd Avenue</td>
<td>1,2,3</td>
<td>The joint agency design corridor strategy is addressing jurisdictional and design issues regarding 82nd Avenue in order to enable the community to pursue its goals for the area.</td>
<td>Ongoing</td>
<td>PDR, ODOT, BOP, CNN</td>
<td>PDOT, ODOT, MTIP, TGM</td>
</tr>
<tr>
<td>Develop streetscape plan for NE 82nd</td>
<td>1,2,3</td>
<td>Develop a plan that coordinates private sector streetscape improvements into a cohesive design and recommends public sector improvements. Overall goals: aesthetic improvement, pedestrian safety, traffic calming and economic development.</td>
<td>Short to medium term</td>
<td>BOP, BES, PDOT, ODOT, SNE82, CNN, business/commercial owners, residential property owners, neighborhood residents</td>
<td>Metro’s Nature in Neighborhoods, MTIP, PDOT</td>
</tr>
<tr>
<td>Implement CPTED principles: police kiosk, improved lighting, pedestrian crossing improvements</td>
<td>1,2,3</td>
<td>Provide an avenue for emergency access to police service. Create more visibility for safety and deter crime. Assess ways to make the area safer for pedestrians using transit.</td>
<td>Ongoing</td>
<td>Tri-Met, Metro, PPB, ONT, PDOT, ODOT</td>
<td>TriMet, Metro, PPB, ODOT, PDOT</td>
</tr>
<tr>
<td>Implement pedestrian islands, consider full medians.</td>
<td>1,2</td>
<td>82nd Avenue of Roses High Crash Corridor Safety Plan recommends pedestrian islands – firstly at NE Brazee Street. Lobby for additional islands. Explore idea of full medians as described in Vision 2 of this plan.</td>
<td>Short to medium term</td>
<td>PDOT, ODOT, business/commercial owners</td>
<td>MTIP, ODOT, PDOT</td>
</tr>
<tr>
<td>Encourage consolidated parking and access</td>
<td>1,2,3</td>
<td>Development review process should consider opportunities for shared access and parking along the corridor.</td>
<td>Ongoing</td>
<td>PDOT, ODOT, BDS</td>
<td>ODOT, PDOT</td>
</tr>
<tr>
<td>Develop alternate parallel bike boulevard, including portion through Siskiyou Square</td>
<td>1,2,3</td>
<td>Work with Siskiyou Square owner/developer to establish street or bikeway along NE 84th Avenue alignment. Examine other parallel options. Make bicycle/pedestrian maps available.</td>
<td>Short to medium term</td>
<td>Siskiyou Square owner, PDOT, neighborhoods residents, SNE82, CNN, BTA</td>
<td>MTIP, PDOT, ODOT</td>
</tr>
<tr>
<td>Develop trail along Sullivan’s Gulch from Gateway to Portland</td>
<td>1,2,3</td>
<td>Work with Metro and Portland Parks and Recreation to speed up feasibility and planning process for Sullivan’s Gulch Trail.</td>
<td>Medium term</td>
<td>Metro, PPR, BOP, BDS, Sullivan’s Gulch property owners, neighborhood residents, neighborhood associations, CNN</td>
<td>Metro’s Nature in the Neighborhood Capital Grants, Rails to Trails</td>
</tr>
<tr>
<td>Increase bicycle parking facilities</td>
<td>1,2,3</td>
<td>Add bicycle rack requirements for General Commercial zone along NE 82nd.</td>
<td>Short term</td>
<td>BDS, BOP, PDOT</td>
<td>BOP, BDS</td>
</tr>
<tr>
<td>Explore viability of streetcar along corridor</td>
<td>3</td>
<td>Take part in city’s streetcar planning efforts. Consider as economic development tool. Encourage safe, multi-modal design, reasonable travel times.</td>
<td>Long term</td>
<td>TriMet, PDOT, ODOT, CNN</td>
<td>MTIP</td>
</tr>
<tr>
<td>Recommendation</td>
<td>Vision Concepts</td>
<td>Associated Actions</td>
<td>Time Frame</td>
<td>Responsible Stakeholders</td>
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</tr>
<tr>
<td>Put NE 82nd on a “road diet”</td>
<td>3</td>
<td>Monitor NE 82nd Avenue volumes to see if road diet is feasible. Various options for implementation include elimination of one travel lane in each direction, establishing bike lanes, installing landscaped median, allowing on-street parking.</td>
<td>Long term</td>
<td>PDOT, ODOT, CNN, commercial/retail owners, neighborhood residents</td>
<td>PDOT, ODOT</td>
</tr>
<tr>
<td>Improve and increase awareness of environmental conditions</td>
<td>1, 2, 3</td>
<td>Standardize monitoring and reporting of water, air and sound pollution along the corridor.</td>
<td>Ongoing</td>
<td>SNE82, BDS, BES, DEQ</td>
<td>BES, DEQ</td>
</tr>
<tr>
<td>Reduce impervious surfaces</td>
<td></td>
<td>Ensure minimization of impervious coverage in new development. Consider bioswales and other green street features in NE 82nd Avenue right-of-way.</td>
<td>Ongoing</td>
<td>BES, BDS, OSD, PDOT, ODOT</td>
<td>BES</td>
</tr>
<tr>
<td>Business incentive programs</td>
<td>1, 2</td>
<td>Attract businesses to NE 82nd Avenue of Roses. Promote advantageous proximity to Portland International Airport, Interstates 84 and 205 and MAX light rail. Establish a Business Improvement District. Establish inventory of vacant lots, buildings and spaces.</td>
<td>Short term</td>
<td>82nd Avenue of Roses Business Association, Portland International District Business Association, Association of Portland Neighborhood Business Associations (APNBA), PDC</td>
<td>PDC, APNBA grants</td>
</tr>
<tr>
<td>Expansion of PDC programs</td>
<td>1, 2, 3</td>
<td>Consider expanding geographic eligibility for PDC programs either through exception or the creation/expansion of an urban renewal area. Storefront improvement grant program would be a top priority.</td>
<td>Medium term</td>
<td>PDC, 82nd Avenue of Roses Business Association, Portland International District Business Association, CNN</td>
<td>PDC</td>
</tr>
<tr>
<td>Find a niche/brand to market the area</td>
<td>2, 3</td>
<td>Establish a unique and inviting community identifier, install banners.</td>
<td>Medium term</td>
<td>Community members, with support from PDOT, ODOT, CNN</td>
<td>PDC</td>
</tr>
<tr>
<td>Design and install gateway features</td>
<td>3</td>
<td>Design and construct gateways to announce entrance into Madison South and Roseway neighborhoods – similar to Laurelhurst.</td>
<td>Long term</td>
<td>Neighborhood and business Associations, PDOT, ODOT, CNN</td>
<td>AP NBA Grant</td>
</tr>
</tbody>
</table>
The community is encouraged to use **IMAGINE 82ND** in whatever ways are most helpful and effective to make NE 82nd Avenue of Roses a great place. Hard copies and digital versions of **IMAGINE 82ND** should remain available at Central Northeast Neighbors, Portland Bureau of Planning, Portland Office of Transportation, Madison High School, and with the chairpersons of Madison South Neighborhood Association, Roseway Neighborhood Association and Save NE 82nd. Members of these organizations and agencies are encouraged to share the document with the community, and to use it whenever major decisions are being made. For example, as the Bureau of Planning proceeds with the Portland Plan and Eastside Station Area planning, **IMAGINE 82ND** can serve as a synthesis of community opinion to help shape those efforts. Similarly, community members can use **IMAGINE 82ND** to help private property owners understand what types of development are desired by the community, and which ones may not be welcome. The appendices of **IMAGINE 82ND** are also a great resource for looking up facts and community opinion about NE 82nd Avenue of Roses.

Obviously what the community desires will not always fit the mold of this document. Regardless of how well **IMAGINE 82ND** continues to match community opinion and future conditions, community members should always remain engaged in public decisions about planning and development. The InSight team was pleased to assist the friendly neighborhoods of Madison South and Roseway, to collaborate and converse with its residents, students and business owners, and to craft those experiences into a vision plan that inspires people to...
APPENDIX A: The InSight Team
APPENDIX B: Past and Current Related Planning Efforts
APPENDIX C: Existing Conditions Research
APPENDIX D: Survey of Comparable Corridors
APPENDIX E: Community Opinion Survey
APPENDIX F: Visual Preference Survey
APPENDIX G: Comment Mapping
APPENDIX H: Vision Statement Exercise
APPENDIX I: Student Workshop
APPENDIX J: Business Survey
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APPENDIX A:
THE INSIGHT TEAM

Jamison Kelleher
Jamison was raised in Vaughn, Washington but since dropping out of college and joining the Army in 1995, he has lived in Colorado, Oklahoma, Korea, Ellensburg, Spokane, China, and San Diego. After the Army Jamison attended Central Washington University where he received Bachelor’s degrees in Political Science, Asian/Pacific Studies and Chinese and did a year abroad at Anhui University in Anhui province, China. Jamison Then received a Master’s of Pacific International Affairs from the Graduate School of International Relations and Pacific Studies at UCSD. Fleeing from San Diego Housing prices Jamison returned to the Northwest in 2005 and entered the MURP program in 2006. Jamison previously worked as an intern on Metro’s regional freight mobility plan and is currently a research assistant in the Civil Engineering department attempting to model freight delivery patterns sensitivity to congestion.

Sue Lewis
Sue Lewis was born and raised in Rainier, Washington, and moved to Portland in 1998. Sue worked in the banking industry for ten years prior to pursuing an academic degree. She received her Bachelor of Arts, emphasis in public policy and political economy, from The Evergreen State College in 1998. While attending undergraduate school, Sue worked with Thurston County Animal Shelter coordinating a successful capital campaign that raised a half-million dollars matching funds to build a new state-of-the-art animal shelter. Prior to moving to Oregon, Sue interned with the Washington State Legislature in the Senate gaining knowledge into the intricacies of passing legislation. Upon moving to Portland, Sue worked for Liberty Northwest Insurance for two years coordinating workshops, trade shows and other events before working six years for the Department of Community Justice as assistant to the director. Sue is pursuing her Masters in Urban and Regional Planning at Portland State University. Because of her extensive experience working with the public, Sue is specializing in community development. She currently is employed by the Portland Development Commission in the development department coordinating public participation and projects for the Lents and Gateway Urban Renewal Areas.

Daniel Pauly
Daniel, an Oregon native, moved to the Portland area in August 2005 from Boise, Idaho. He earned a Bachelor Degree in History, Secondary Education from Boise State University. Dan moved to Portland to earn his Master of Urban and Regional Planning degree at Portland State. He graduated in June 2008 with a specialization in land use. Daniel worked for the Portland Bureau of Planning from April 2007 to March 2008. There he helped create a report on the history of East Portland, including the Imagine 82nd project area. He has also worked with visionPDX, Portland’s 20-year vision and has been part of the staff working with the community to move the vision into action. Daniel currently works as an Assistant Planner for the City of Wilsonville, Oregon.

Steven L. Szigethy
Steve is a native of New Jersey, but has also lived in Indiana and Pennsylvania. He received his Bachelors degree in Geography at Indiana University in 2001. After a yearlong stint in the land surveying profession, Steve joined URDC, a planning consulting firm based in Bethlehem, Pennsylvania. There he helped craft park and open space plans, downtown revitalization plans and comprehensive plans for communities throughout Eastern Pennsylvania and Maryland. Steve moved to Portland in 2006 to pursue the MURP degree at Portland State University and to enjoy the excellent quality of life that the Northwest offers. In addition to class work, Steve assisted PSU Professor John Gliebe with transportation modeling projects. Steve also spent much of 2007 working for the Portland Development Commission, assisting with program evaluations, public presentations and GIS mapping. Steve graduated from the MURP program in June 2008 with a concentration in Land Use.

Kenya D. Williams
Kenya is a Georgia native who received his Bachelor of Fine Arts degree in film production and sound design from the Savannah College of Art and Design (SCAD). During his matriculation at SCAD, he was a Frances Larkin McCommon Scholar and winner of the International Competition for Student Artist. After graduating from the Savannah College of Art and Design, Kenya worked for Clear Channel Communications as the Director of New Media. After five years at Clear Channel, he founded his own sound design and recording firm, Adore Recordings. Kenya is a founding partner of the Electronic Music Foundation Institute and volunteers as a co-coordinator for the Mississippi Studios After-School Music Program. He is also a member of the American Planning Association – Planning in the Black Community Division and Young Environmental Professionals of Color (YEPOC). Kenya received the Master of Urban and Regional Planning (MURP) degree in June 2008. His specialization was Environment with a research focus in Acoustic Ecology and Soundscape Management. He also completed a graduate certificate in Urban Design. Kenya hopes to continue pioneering the mergence of Acoustic Ecology and Urban Planning and Design in an effort to preserve and enhance our sonic environment and racially diversify these disciplines.
APPENDIX B: PAST AND CURRENT RELATED PLANNING EFFORTS

The following is a review of public agency planning efforts that have affected NE 82nd Avenue, as well as planning projects that are currently underway in the area. This project team performed this review to ensure that the vision concepts presented in this document are consistent with local and regional planning goals. Planning processes that are currently underway offer the opportunity for the community to use this vision plan when providing input to planners.

City of Portland Comprehensive Plan (1980)

The current zoning reflects this plan. Most of the corridor is zoned General Commercial, some residential, and the site known as Siskiyou Square, General Employment. The Comprehensive Plan is currently being updated as part of the Portland Plan.

Metro 2040 Plan (1995)

The plan identifies ten “building blocks” of the regional strategy for managing growth. Two of these are “main street” and “corridor.” NE 82nd between Interstate 84 and Sandy Boulevard is identified as both. According to the plan, a main street is a center of a localized service area that has a traditional commercial identity and a strong sense of the immediate neighborhood. A corridor is defined as a key transportation route for both people and goods and is served by frequent transit. The southern portion of the study area of NE 82nd is part of a designated station community around the 82nd Avenue Max Station. Metro 2040 defines station communities as areas of development centered around light-rail or high-capacity-transit stations, featuring a variety of shops and services accessible to bicyclists, pedestrians and transit users as well as cars. Metro 2040 also shows future land uses, which follow the current zoning along the corridor - mostly commercial, with some residential. The site known as Siskiyou Square is designated for employment with some open space or parks.

Under the 2040 Growth Concept, most existing neighborhoods will remain largely the same. Some redevelopment can occur so that vacant land or under-used buildings could be put to better use. New neighborhoods are likely to have an emphasis on smaller single-family lots, mixed uses and a mix of housing types including row houses and accessory dwelling units.

More recently, Metro has hosted discussions about the relative merits of accommodating additional growth along corridors versus in high-density centers. Proponents of corridor-based growth note that development can occur incrementally and organically, with little need for public subsidy. Corridor development is typically less expensive, with buildings typically under five stories, and parking in surface lots. High density centers such as South Waterfront require formalized public-private partnerships to assemble land and pay for steel construction and structured parking. Advocates for centers point out the shortcomings of corridors for residential development – heavy traffic and lower air quality.

Portland Bicycle Master Plan (1996)

The plan aims to “make the bicycle an integral part of daily life in Portland, particularly for trips of less than five miles, by implementing a bikeway network, providing end-of-trip facilities, improving bicycle/transit integration, encouraging bicycle use, and making bicycling safer.” The plan says the following about state highways within Portland City limits, including NE 82nd, “It is Oregon Department of Transportation (ODOT) policy that all their roads should have bicycle lanes, and most state-owned roads are considered bikeways on the City’s bikeway network. The City will work with ODOT to retrofit state roadways, and include and rank these roads on the Bicycle Master Plan proposed projects list”.

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**Portland Pedestrian Master Plan (1998)**

The plan identifies a number of high pedestrian accident intersections along NE 82nd Avenue of Roses. It offers ten design principles that “represent a set of ideals which should be incorporated, to some degree, into every pedestrian improvement”.

1. The pedestrian environment should be safe.
2. The pedestrian network should be accessible to all.
3. The pedestrian network should connect to places people want to go.
4. The pedestrian environment should be easy to use.
5. The pedestrian environment should provide good places.
6. The pedestrian environment should be used for many things.
7. Pedestrian improvements should be economical.

**Roseway Vision Plan (2002)**

The neighborhood driven process created a vision for the Roseway Neighborhood, including a vision for five focus areas. One focus area is the intersection of NE 82nd Avenue of Roses and NE Siskiyou which is envisioned as “a neighborhood gateway that provides a sense of arrival to Roseway neighborhood and Northeast Portland.”

**82nd Avenue of Roses Market Study (2007)**

A study by the City of Portland to identify market trends and opportunities along 5 commercial corridors that have not been the subject of any planning or economic development efforts, the study area was SE 82nd Ave. between Glisan and Powell. The efforts consisted of a detailed catalogue of existing socio-economic trends and then an analysis using ESRI market analyst software.

**Portland 2030: a vision for our future (2007)**

“Shaped by the Willamette and Columbia Rivers, Portland connects people and nature to create an international model of equity and sustainability. We are city of communities. Our distinct neighborhoods and vibrant downtown are safe, energizing civic and cultural spaces. Our diverse population, innovative businesses and forward-thinking leaders work together to ensure livability for all.” This vision came from a huge outreach effort that reached over 14,000 Portlanders. Besides the vision it expresses many values of Portlanders including the top 3: “Community Connectedness and Distinctiveness, Equity and Accessibility, and Sustainability.” The vision and these values serve as the foundation of the current Portland Plan process that will guide the future development of the City as well as the community-based Vision Into Action Coalition.

**82nd Avenue of Roses High Crash Corridor Safety Plan (2008)**

NE 82nd Avenue of Roses, along with a longer section of 82nd Avenue of Roses was designated as a high crash corridor by the Oregon Department of Transportation, a designation usually reserved for rural stretches of highway. Among the top intersection crash locations are NE 82nd Avenue of Roses and NE Fremont, NE 82nd Avenue of Roses and NE Tillamook, and NE 82nd Avenue of Roses and NE Halsey. Suggested actions follow the “Three E” model, increased traffic enforcement, low cost engineering improvements, and increased education efforts.

**82nd Avenue MAX Station Area CPTED Project (under development)**

The CPTED (crime prevention through environmental design) project is an ongoing multi agency committee that includes Portland Police Bureau, Tri-met, PDOT, ODOT and others in a planning effort to alleviate crime and the perception of the 82nd Avenue max station as being unsafe through changes in the built structure.

**Eastside Station Area Plan (under development)**

“The purpose of the Eastside MAX Station Communities Project is to take a comprehensive look at station community areas within one-half mile of MAX light rail stations in Northeast and Southeast Portland. The basic question is: How can these communities become better places? The project will evaluate and recommend changes to land use/zoning, building and station design, transit and transportation facilities surrounding six stations.” One of the stations is 82nd Avenue. The project will help shape the southern section of the study area closest to the MAX Station.
Portland Plan (under development)

The plan is updating the City’s comprehensive plan along with other planning efforts. The plan will be based on community input surrounding a number of critical issues including:

- Climate Change
- Affordability and Accessibility
- Human Health and Safety
- Economic Prosperity and Creative Vitality
- Distinctive and Well-designed Places
- High-performing Natural Systems
- New Ways and Means
APPENDIX C: EXISTING CONDITIONS RESEARCH

Seven different elements or perspectives serve to understand NE 82nd Avenue of Roses of Roses today. These include land use, community facilities, transportation, urban design, environment, economic development and socio-demographics. These seven elements or perspectives are treated in subsequent sections.

1. Land Use

This sub-section looks at (a) existing and proposed land uses along NE 82nd Avenue of Roses, (b) city zoning and its effect on the built environment along NE 82\textsuperscript{nd}, and (c) how the local community feels about the current uses of their main street.

a. Existing and Proposed Land Uses

While often labeled as a “commercial strip,” this particular portion of NE 82nd Avenue of Roses is home to a variety of other land uses, from a major public high school and multi-family housing to a popular dog park and Catholic grotto. Commercial uses do, however, dominate. Land uses along NE 82\textsuperscript{nd} between the Banfield Expressway and Sandy Boulevard are shown in the accompanying map, and include the following:

- **Single-Family Residential**: Eight single-family homes remain directly along the northern portion of NE 82\textsuperscript{nd}, mostly built before the 1950’s in bungalow style. More significantly, a majority of the corridor is immediately surrounded by single-family neighborhoods. Roseway, to the west of 82\textsuperscript{nd}, developed largely in the 1920’s, while Madison South, to the east, developed in the late 1940’s and 1950’s. Both neighborhoods consist primarily of modest but well-kept homes on 5,000 square foot lots. In 2007, the median sales price of homes was $266,427 in Roseway and $237,000 in Madison South,\(^1\) compared to $290,000 regionally.\(^2\)

- **Multi-Family Residential**: Major multi-family housing developments anchor each end of the corridor. On the north, at Sandy Boulevard, is The Heights at Columbia Knoll, a moderate-income retirement and family housing community completed in 2005. On the south, along NE Broadway, non-profit Innovative Housing is constructing 58 subsidized apartments close to the MAX station. In the center of the corridor, the Madison Heights duplex townhomes offer additional, relatively new multi-family units. Further north, between Milton Street and Sandy Boulevard, are several 1970’s-era one and two-story apartment buildings.

- **Retail**: Retail business is a dominant economic activity along NE 82nd Avenue of Roses, most notably in restaurants. For the purposes of this inventory and map, food and drink providers are separated into their own category. Other retail uses include the Portland Close-Out discount store and Cricket Wireless store.

- **Food/Drink/Convenience**: Land uses related to food and drink are well represented along NE 82nd. Ethnic food is in abundance, from the Mexican fare at the Original Taco House and El Burrito Loco, to numerous Asian offerings. Saigon Plaza is a culinary hot spot for Vietnamese cuisine, while the Asian-American Plaza offers primarily Chinese. Chain stores include McDonald’s, Popeye’s and Domino’s, as well as Plaid Pantry and 7-11 convenience stores.

- **Service**: Automotive service and lodging, two of the most prevalent services, are described in their own categories below. Many of the remaining services along NE 82\textsuperscript{nd} pertain to animal wellness. This includes Banfield Pet Hospital, Animal Wellness Clinic and Companion Pet.

- **Automotive**: 82\textsuperscript{nd} Avenue is often associated with automotive service and sales. This portion of 82nd hosts several such uses, but not to the extent of segments further south. Automotive uses include Quality Tire and Les Schwab Tire, 76 and Shell gas stations, VIP and Alternative auto repair, and notably, only one car dealer – Swede Volvo.

\(^1\) RMLS GIS point layer

- **Lodging**: The corridor’s numerous mid-century motels hark back to a time when NE 82nd was the primary route to Portland Airport. Since I-205 has usurped that role, many of the motels have not been updated. National chain motels include Days Inn and Travelodge; smaller enterprises include Kings Row Motel, Madison Suites Extended Stay, States Motel and Motel Cabana.

- **Building Trades**: Contractors can find wholesale carpet and flooring at Great Floors, while Chase Heating and Cooling bases their operations at Sacramento Street.

- **Industrial**: Industrial, warehousing and distribution uses are largely absent from the corridor. Nearby at 84th and Halsey, however, sits a distribution facility for Sunshine Dairy.

- **Office**: The largest office use in the corridor is the Banfield Pet Hospital Glenhaven Corporate Headquarters between Schuyler and Tillamook streets. Completed in 2005, the building and its accompanying dog park are a major presence in the corridor. Other office uses are found in smaller buildings, including one at NE Broadway, and on the upper floors of two-story mixed-use buildings – Saigon Plaza and Portland Close-Out.

- **Government**: An Oregon DMV office is located at Hancock Street. Three blocks west of NE 82nd Avenue of Roses, on Sandy Boulevard, is the Gregory Heights Branch of the Multnomah County Public Library.

- **Schools**: Arguably the most prominent land use along NE 82nd, Madison High School sits atop a hill near the midpoint of the corridor, populating the avenue with students during the lunch hour and after school.

- **Religious**: The National Sanctuary of Our Sorrowful Mother, also known as The Grotto, occupies the dense woodland on the east edge of 82nd north of Beech Street. The First Orthodox Presbyterian Church is active on Fremont Street, while the former Glenhaven Baptist Church is soon to be demolished, likely to be replaced by a Taco Bell.

- **Indoor Recreation/Leisure**: At Russell Street sit two attached but unrelated uses – AMF Cascade Lanes bowling alley and Nelson’s Nautilus health club. Not far to the south is Quan Vu Billiards and Karaoke.

- **Adult Businesses**: 82nd Avenue tends to host a disproportionate share of sex-related businesses, and this portion is no exception. Five adult businesses, one of them closed, are interspersed along the east side of NE 82nd Avenue of Roses from Siskiyou northward to Milton Street.

- **Parking**: As many as 17 tax parcels are used solely for parking. This is due largely to the historical transition from residential lots to businesses that needed more room for parking. The block between Siskiyou and Klickitat is an example of how landowners have chosen to demolish or refrain from building structures on neighboring lots in order to add parking spaces.

- **Open Space**: Near the midpoint of the corridor, Glenhaven Park provides athletic fields and a skate park adjacent to Madison High School. Not far away are the Rose City Golf Course, Hancock Park and Rocky Butte. Banfield Pet Hospital operates a popular dog park at its Glenhaven Corporate Headquarters.

- **Vacant**: NE 82nd Avenue of Roses contains both vacant lots and vacant buildings. The most obvious example is a 26-acre brownfield referred to in this document as the Siskiyou Square site, located between Siskiyou and Knott streets. Once a gravel quarry, then a landfill and most recently a golf driving range, the site now sits vacant, with lingering environmental contamination issues. Smaller vacant lots are found at Klickitat and Milton Streets, both with billboards. Additionally, four small commercial buildings remain vacant along NE 82nd.

- **Mixed Uses**: Some of the above land uses exist together in singular structures. Saigon Plaza contains a restaurant on the ground floor, with retail and office uses on the second floor. Likewise, the Portland Close-Out building contains the namesake bazaar on the ground floor, with professional offices on the second floor. Land uses are also horizontally mixed in the Asian American and Madison Heights shopping centers.
b. Zoning

Zoning has a profound effect on the current and future form of a neighborhood. While some land uses along 82nd Avenue predate city zoning, many were likely inspiration for classifying the corridor and its surrounding neighborhoods with various prescriptions for use, intensity and form. The City of Portland Title 33 Zoning Code regulates seven different zoning districts along NE 82nd Avenue of Roses between the Banfield Expressway and Sandy Boulevard. They are as follows:

- **General Commercial (CG)**: Found along a majority of NE 82nd Avenue of Roses, the General Commercial zone, “is intended to allow auto-accommodating commercial development in areas already predominantly built in this manner...The zone allows a full range of retail and service businesses with a local or regional market... Development is expected to be generally auto-accommodating, except where the site is adjacent to a transit street or in a Pedestrian District.”[^3] As a result of the last condition, the most recent commercial development along NE 82nd exhibits structures built directly along the sidewalk with parking to the side or in the back.

- **General Employment 2 (EG2)**: The vacant Siskiyou Square site falls under this designation. It allows a variety of employment-based development, with an emphasis on light industrial and supporting commercial uses that can operate without interference from interspersed residential development. The ‘2’ designation specifies larger lots, lesser building coverage and deeper building setbacks than the EG1 zone. Retail uses are allowed in EG zones as long as floor area does not exceed 60,000 square feet.

- **Residential 1,000 (R1)**: The Heights at Columbia Knoll and nearby areas of Sandy Boulevard are zoned R1 for medium-density multi-family residential development. As many as 65 dwelling units per acre are allowed with amenity or design bonuses; 43 units without. Resulting development is primarily apartments or condominiums in one to four story buildings, as Columbia Knoll demonstrates.

- **Residential 2,000 (R2)**: From Beech Street northward to Quality Tire, the west side of 82nd Avenue is zoned R2. This multi-family residential zone prescribes rowhomes, duplexes and garden apartments, with as many as 32 dwelling units per acre with a bonus, 21.8 units without.

- **Residential 5,000 (R5)**: Madison High School falls under this zoning, but it is most applicable to the single-family neighborhoods that surround NE 82nd Avenue of Roses. The designation calls for single-family homes on 5,000 square foot lots, or approximately 8 dwelling units per acre.

- **Residential 7,000 (R7)**: This less dense, single-family residential zone applies to the hilly terrain of the Portland Grotto, which will most likely remain undeveloped. Minimum lot size is 7,000 square feet, resulting in 6 dwelling units per acre.

- **Open Space (OS)**: Glenhaven Park, Rose City Golf Course and most of Rocky Butte are zoned for recreation and open space uses. Some developed uses are allowed conditionally, including retail sales, commercial recreation, and schools.

The Zoning Code provides other types of commercial, residential and employment zones; some of which are considered as options later in this plan. In addition, the city is currently revisiting the more general process of comprehensive planning via the Portland Plan, a complete overhaul of Portland’s 1980 Comprehensive Plan.


__c. Land Use Perceptions__

Neighborhood residents offered their opinions on the land uses along NE 82nd Avenue of Roses at the Imagine 82nd Community Visioning Open House in April 2008. Using a large land use map of the corridor, participants placed stickers on businesses they frequent, places they feel are exemplary forms of development, places they deem undesirable, and open spaces they visit. Residents also provided ideas on potential uses for the Siskiyou Square site. Two days prior to the open house, students at Madison High School offered similar feedback at the Student Visioning Workshop. Major findings from all these exercises include the following:

- Neighborhood residents often visit the retail, service and restaurant offerings along NE 82nd Avenue of Roses. Frequently cited places included ethnic eateries including El Burrito Loco and the Vietnamese offerings at Saigon Plaza, as well as automotive necessities such as Les Schwab Tire and the Oregon DMV.
Many residents find the Asian-American Shopping Center, Banfield Pet Hospital Glenhaven Corporate Headquarters and The Heights at Columbia Knoll to be good examples of development. The neighborhood’s parks also scored well in this category, underpinning a common fondness toward open space.

A large number of residents take issue with the adult businesses found along NE 82nd Avenue of Roses, as well as the numerous motels which some neighbors allege are used by the hour. Many residents also find the 1970’s-era apartment buildings along the northern stretch of NE 82nd to be unattractive. Others tire of the fast food restaurants that proliferate along NE 82nd.

All of the corridor’s nearby open spaces are well visited and liked. Open house attendees mentioned Glenhaven Park the most. More surprisingly, many neighborhood residents visit the vacant Siskiyou Square site, which is contaminated and fenced, but not enough to deter informal recreation.

When asked for ideas for the Siskiyou Square site, open house attendees overwhelmingly asked for a grocery store – specifically, one that is smaller in scale and offers local and/or natural products, such as New Seasons. Another popular idea for the site was to leave it as parkland and wildlife habitat, forming a near-continuous greenway from Rose City Park to Rocky Butte. Other common ideas included a restaurant, coffee shop, farmers’ market, plant nursery, community garden, community center and independent bookstore.

An unscientific sample of Madison High School students is fond of nearby businesses that offer inexpensive food, but laments the lack of a coffee shop, sandwich shop, and ethnic food not currently represented, such as Italian. Students are appreciative of recreation options available nearby, from the athletic fields at Glenhaven Park, to the Cascade Lanes bowling alley and adjacent health club. Students want more of such options, however, including basketball, tennis and indoor soccer. Similar to their older neighbors, students are worried about the adult businesses and questionable motels that exist so close to their high school. Students are also notably bothered by the visual blight of the vacant Siskiyou Square site they see everyday.

More detailed results of the Community Visioning Open House and Student Visioning Workshop are found in the appendix.

2. Community Facilities

Often public schools or parks serve as the centerpiece of a neighborhood or area. NE 82nd Avenue of Roses features one of Portland Public School (PPS) District’s 11 public high schools, James Madison High School. Two grade schools are also nearby. Roseway Heights School, a K-8 school, is on Siskiyou Street ten blocks west of NE 82nd. Ten blocks east of NE 82nd is Jason Lee School, a K-7 school. Adjacent to the high school is Glenhaven Park, providing space for active and passive recreation. A new skate park opened in 2007 in Glenhaven Park directly adjacent to the high school. Not too far to the east of NE 82nd a small neighborhood park, Hancock Park, serves the neighborhood. Parks are also available slightly further east on Rocky Butte. The nearby Rose City Public Golf Course also provides the public with recreation opportunities. Finally, a number of privately-owned open spaces contribute to the corridor’s livability.

a. Schools

- **Madison High School**: Located on NE 82nd Avenue of Roses between NE Siskiyou Street, and NE Thompson St, Madison High has been a landmark on the corridor and integral part of the neighborhood since 1955. School attendance has declined that last decade, the 2004-2005 student population 1063. The school has recreation fields owned by the school district just south of the school building and also has the use of fields in adjacent Glenhaven Park. PPS is currently performing an assessment of its high schools that will eventually result in realignment and closure decisions. The study, to be finished in the coming year, is not expected to have any impacts on Madison High School in the foreseeable future, according to PPS officials.

- **Roseway Heights Middle School**: Located at NE 72nd Avenue and Siskiyou Street and built in 1923, Roseway Heights serves 680 students from Kindergarten through 8th grade. The school was named Gregory Heights Middle School until 2007, when students from the now-closed Rose City Park Elementary School were consolidated into this building.
• **Jason Lee Elementary**: Located at NE 92nd Avenue and NE Thompson, Lee is a K-7 neighborhood school in the Madison South neighborhood. It currently enrolls 380 students in its 1956 building. Lee is also proud to be one of the few PPS schools with increasing test scores.

• **Portland Bible College**: This private, non-denominational Christian college sits on the northern flank of Rocky Butte.

**b. Parks**

• **Glenhaven Park**: The park sits prominently at the southwest corner of NE 82nd and NE Siskiyou Street adjacent to Madison High School. The 15.69 acre park includes a number of sports fields for soccer, baseball, and softball, as well as tennis courts, a playground, and restroom facilities. Most of the park was constructed in the early 1950’s. The park’s newest feature is a skate park. Completed in 2007, it is the first in a series of community-scale skate parks to be built by Portland Parks and Recreation. The skate park has received significant neighborhood support and has added to the vitality of Glenhaven Park.

• **Hancock Park**: This is a neighborhood park located on NE Tillamook Street between NE 88th and 90th Streets. It features grassy space and picnic tables under stately Douglas fir trees.

• **Rocky Butte Parks**: The City of Portland and the State of Oregon share ownership of the north end of this extinct volcano. The state owns the wooded open space on the volcano’s flanks. The city owns Joseph Wood Hill Park, featuring a 1930’s Civilian Conservation Corps stone lookout offering views of the city and Cascade peaks.

• **Rose City Golf Course**: A 150 acre publicly owned golf course bounded roughly by NE 80th, NE Hancock, NE 62nd, and NE Sacramento. The city has owned the property since the 1920’s.

• **Sullivan’s Gulch Trail**: Metro is currently working with city agencies and residents to plan a multi-use trail along the north side of the Banfield Freeway corridor from Eastbank Esplanade to Gateway Regional Center. Once complete, the trail will significantly improve off-street bicycle and walking opportunities in the Madison South neighborhood. It will offer direct bicycle access to Downtown Portland as well as the existing I-205 multi-use path.

**c. Private open space**

• **The National Sanctuary of Our Sorrowful Mother**: Also known as The Grotto, this 62-acre property contains landscaped grounds, botanical gardens, sculptures, as well as a conference center and other buildings affiliated with the Catholic Church. The Grotto is open to the public and offers tours of the grounds.

• **Glenhaven Dog Park**: The Banfield Pet Hospital Corporate Headquarters provides a grass lawn and gathering space for the community’s dogs and their owners. It has become a popular recreation spot for dog owners, though all visitors must register their pets (including their medical history) with the company before using the park.

**d. Other facilities**

• **Gregory Heights Branch Library**: Located within three blocks of NE 82nd on Sandy Boulevard, this branch of the Multnomah County Library system has been serving the surrounding neighborhoods from the current location since 1966. It was recently renovated in 1998-1999. A library first opened in the area in the 1930’s as a reading room. Reflecting the diversity of surrounding neighborhoods, the library houses a special collection of books in Vietnamese.

• **Community center**: Neither Roseway nor Madison South contain an indoor community recreation center. The nearest is Montavilla Community Center and Pool, at NE 82nd and Glisan Street. Portland’s Parks 2020 plan identifies a deficiency of community centers in Northeast Portland. However, the geographic center of this deficiency lies in the Cully and Concordia neighborhoods.
3. Transportation

NE 82nd Avenue of Roses of Roses originally developed as a rural highway on Portland’s eastern edge, providing relatively unimpeded travel from the Columbia River to Oregon City. With the post-World War II suburbanization of the farmland east of Mount Tabor, NE 82nd Avenue of Roses of Roses has since become an urban arterial road. For most of the 20th century, NE 82nd Avenue of Roses of Roses was the primary route to Portland Airport, evident in the numerous mid-century motel courts. The completion of Interstate 205 in the 1980’s removed some of the traffic volume, but the five travel lanes and surrounding strip of auto-oriented businesses remained.

a. Jurisdiction

With the state designation of Oregon Highway 213 – Cascade Highway North, NE 82nd Avenue of Roses is subject to the state’s highway regulations. This has created some conflicts with parallel functions of the City of Portland. The Portland Office of Transportation (PDOT) is responsible for operating traffic signals, maintaining some sidewalks and paying for half of signal operation costs. Oregon Department of Transportation (ODOT) is the owner of the signals and the right of way from curb to curb, is responsible for maintaining the right of way, and pays for half of the signal operation.

b. Volume, Speed and Dimensions

82nd Avenue handles 29,500 vehicles per day, on average. North of the Banfield Expressway, however, numbers drop off slightly, ranging from 20,000 to 24,000. Only about 0.75% of trips are by heavy trucks. The posted speed limit within the study corridor is 35 mph, though actual traffic speeds tend to exceed this. From curb to curb, NE 82nd Avenue of Roses measures 55 feet wide, with one 12-foot curb lane in each direction, one 10-foot passing lane in each direction, and an 11-foot center turn lane. No shoulder or bike lane is provided, and most sidewalks are located immediately adjacent to the travel lanes.

c. Crashes and Safety

The entirety of 82nd Avenue within the City of Portland had 3,747 crashes reported from 1997 to 2006. 647 of these crashes, or 17%, occurred north of the Banfield Expressway, which includes the study corridor as well as the northernmost segment from Sandy Boulevard to Airport Way. Of those, two crashes were fatal, and 23 crashes involved pedestrians. Historically, the most dangerous intersections within the study corridor are at Fremont Street (60 crashes), Halsey Street (46 crashes) and Tillamook Street (38 crashes).

In response to these crash rates, 82nd Avenue has been declared by the Oregon Department of Transportation as a “high crash corridor.” This designation facilitates the planning and implementation of immediate, effective safety improvements until long term engineering solutions can be pursued. NE 82nd Avenue of Roses High Crash Corridor Safety Plan was adopted in January 2008. The plan’s recommendations include simple engineering (such as pedestrian refuge islands), intelligent transportation systems (such as signal timing), as well as public outreach and education. High crash safety corridor implementation is relatively inexpensive and has been shown to have dramatic impacts on crash rates elsewhere.

d. Access and Parking

Automobile-centric land uses, along with highly fragmented land ownership, have resulted in numerous driveways entering and exiting NE 82nd Avenue of Roses. Sometimes entire frontages of properties are used for vehicular access, a condition seen at most of the corridor’s convenience stores. The abundance of access points poses safety problems in two ways. First, it puts pedestrians on the sidewalk in danger of being struck. Second, it spins a web of vehicular path conflicts where vehicles turning left into and out of driveways intersect with forward-moving vehicles or with vehicles turning left from the opposite direction. This situation is exacerbated by the center turn lane, where directional priority is not indicated. Vehicular access points are shown as arrows in the Existing Transportation Features map.

Parking along NE 82nd Avenue of Roses also poses unique challenges, due to access issues and lot dimensions. Most properties are only 100 feet deep, with widths as narrow as 50 feet. While the Portland Zoning Code does not require off-street parking along NE 82nd due to its provision of transit, most commercial property owners

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4 82nd Avenue of Roses High Crash Corridor Safety Plan
5 Portland Office of Transportation, Traffic Count Database
wish to provide parking spaces for their customers. Throughout the years, owners have done so using various strategies – the most common of which has been purchasing adjacent property and demolishing old structures to make way for parking. Others set back buildings to the rear of lots, allowing parking in front. The zoning requirement for minimal building setbacks now precludes the latter practice, so developers have been placing parking lots next to, between, or behind buildings. The Asian American Shopping Center and Madison Heights Plaza exhibit two different ways that parking can be accommodated under current city code.

e. Public Transportation

NE 82nd Avenue of Roses is well served by public transit. The street itself hosts the #72 bus, TriMet’s highest ridership bus route. A ridership census in Winter 2008 counted over 1900 daily boardings on the #72 from the MAX/Banfield overpass, nearly 300 boardings at Madison High School, and about 450 boardings at Sandy Boulevard – all in just the northbound direction. The #72 bus travels southward to Clackamas Town Center, and northward then eastward along Killingsworth Street to the Swan Island Industrial Area. The #72 is a high-frequency bus route, with headways as short as 6 minutes during peak hours and 15 minutes during other times of the day. Many students use the #72 bus to travel to and from Madison High School.

The NE 82nd Avenue of Roses MAX station defines the southern end of the corridor. MAX light rail provides frequent, rapid transit to Downtown Portland, Beaverton and Hillsboro to the west, Gresham to the east, and Portland Airport to the north. Starting in 2009, passengers will be able to board the Green Line MAX to Clackamas Town Center, shaving nearly 15 minutes off the current transit trip there. The NE 82nd Avenue of Roses MAX station is well used, but is also stricken with perceived safety issues and actual crime incidents. In addition, some passengers transferring from MAX to the #72 bus put themselves at risk by jaywalking to the southbound bus stop.

The #33 bus crosses NE 82nd on NE Fremont Street while the #19 bus crosses at NE Halsey Street. Both of these east-west bus routes travel between Downtown and Gateway Transit Center. Neither have high-frequency service, but they offer an alternative route to Downtown, North Portland and Mall 205 for those not within walking distance of the MAX station.

PDOT is currently studying the feasibility of new streetcar lines that would run throughout Portland’s east side. After eliminating a number of unfeasible routes, PDOT has identified 82nd Avenue as a candidate for streetcar service, from NE Sandy Boulevard to SE Woodstock Boulevard. One of the primary ideas behind extending streetcar service is to stimulate investment along Portland’s arterial corridors.

f. Bicycles, Pedestrians and Skateboards

NE 82nd Avenue of Roses is fortunate to have a diverse mix of land uses within reasonable walking and bicycling distance. Executing trips on foot, bike or skateboard poses challenges, however. Continuous sidewalks are present for the entire 1.3-mile stretch, but often they are narrow (as little as 4 feet), impeded by utility poles, interrupted by driveways, and directly adjacent to the busy, fast-moving travel lanes of the street. A greater danger lies in crossing NE 82nd Avenue of Roses on foot. The infrequency of signalized crossings (only six crossings in 1.3 miles) requires pedestrians to walk four or more blocks to access a signalized, protected pedestrian crossing. The lack of pedestrian median islands or other pedestrian enhancements often force pedestrians to cross the busy five-lane highway unprotected. Examples of this include the Madison High School athletic fields, where students cross to and from the northbound bus stop, and at Schuyler Street, where Banfield Pet Hospital employees cross between the medical center and the corporate headquarters. Other pedestrian problems include missing curb cuts at several intersections, and drainage problems that lead to flooding near curb ramps. Despite these drawbacks, NE 82nd Avenue of Roses enjoys an active pedestrian presence, due largely to high school students and lower-income residents who do not own cars.

Bicycling to destinations along NE 82nd Avenue of Roses is considerably more difficult. The street itself has no shoulder or bike lane, so cyclists must either “take the lane” in fast-moving traffic, or ride on the narrow sidewalk, putting themselves at risk of collision with turning vehicles. The alternative, biking along parallel residential streets, is only possible for limited segments. Once arriving at a destination, very few businesses have bike racks. Bicycle travel perpendicular to 82nd Avenue is significantly easier and safer. Both Siskiyou and Tillamook Streets are designated bicycle routes from the Hollywood District to Rocky Butte, the latter with bicycle lanes. Rocky Butte is a major destination for professional cyclists training for endurance.

The skate park at Glenhaven Park attracts skaters from all over the city, adding another mode of human-powered
travel to the corridor. Skaters legally use the sidewalk, and face the same safety problems as pedestrians – narrow sidewalks, obstructions, driveways, and proximity to traffic. Their added speed decreases reaction time to potential hazards. Similarly, crossing the street on skateboard is just as dangerous as walking, even if it may take less time.

g. Transportation Perceptions

Participants in the April 10 visioning open house recorded their travel habits and safety concerns on a transportation map of NE 82nd Avenue of Roses. Findings from this exercise include the following:

- For pedestrians, the most used crosswalks are at the signal at the entrance to Madison High School and Glenhaven Park, and the signal at Siskiyou Street.
- Fremont, Sandy and Tillamook are collectively the second busiest crosswalks with about half as many people using them regularly.
- For cyclists, the most frequently used routes for crossing 82nd are Siskiyou, Tillamook and the signal at the entrance to Madison High School and Glenhaven Park.
- The areas near the intersections of Russell, Siskiyou, Sandy and the Madison High School crossing are where people have the highest level of concern regarding traffic safety.
- The MAX station is overwhelmingly the most used transit stop and also the biggest overall safety concern along the corridor.
- Two points along the corridor have high demand for crossing, but no facilities to do so: NE Brazee Street, where Madison High School students cross from the northbound bus stop to the school's athletic fields, and NE Schuyler Street, where Banfield Pet Hospital employees cross between the pet hospital and corporate headquarters.
- The Madison South neighborhood experiences cut-through traffic, including heavy trucks. Motorists and truckers traveling from East Portland cannot access NE 82nd Avenue of Roses from westbound Interstate 84, so many use Halsey Street, Fremont Drive and Fremont Street to do so, to the ire of residents.

4. Urban Design

In the context of Imagine 82nd, urban design is the physical arrangement and external characteristics of structures, along with the resulting dimensions and qualities of the public spaces in between them. It is concerned not so much with the architectural style of individual buildings or streetscape features, but with the relationships they have with each other, and the overall experience they give a pedestrian. Urban design has much in common with some of the other themes of Imagine 82nd, including land use, transportation and environment.

a. Overall Character and Image

The overall character of NE 82nd Avenue of Roses is difficult for most community members to describe, and rightfully so. The design elements are basic with no dominating architectural style or era of construction. Some portions are accentuated with a retro, mid-century look courtesy of the corridor’s numerous motel courts. Other portions have Asian flair, brought by the rooflines and materials of the Asian American Shopping Center and Saigon Plaza. Yet other sections are purely utilitarian – gas stations, drive-thru fast food, billboards and large signs. Notably absent are the used car lots and big box stores found further south on 82nd.

As a whole, though, it is safe to deem NE 82nd Avenue of Roses an automobile-oriented suburban strip. While the corridor’s constrained street width and shallow lot depths lend the street a more urban scale than other suburban corridors, it is far from the urbanity of streets like SE Hawthorne or Belmont. Next to the Siskiyou Square site, Madison High School, Glenhaven Park and the Banfield Pet Hospital Corporate Headquarters, a more wide-open feel is present, thanks to generous setbacks or a lack of buildings. The cumulative image of NE 82nd is one of incoherency, brought on by the hodge-podge of building forms and styles, the visual domination of signs and billboards, and the deficiency of major landmarks, gateway features or other discerning elements that would otherwise create a strong sense of place. Some, however, find beauty in the chaos.
b. Buildings and Spaces

The buildings of NE 82nd Avenue of Roses are a mix of one and two story edifices, built in various eras, and arranged in various ways with respect to the street. Interestingly, building age is not a determinant of building arrangement or orientation. Some of the oldest buildings have immediate frontage along the sidewalk. These include 1920’s bungalows at the north end, and some mid-century industrial buildings and storefronts at the southern end. 1950’s motel courts, however, typically take a ‘U’ or ‘L’ shape, surrounding parking lots. Some buildings are set back far from the street with parking in front, such as Plaid Pantry, McDonald’s and Cascade Lanes. The newest buildings along NE 82nd have very minimal setbacks and ample windows due to a city zoning requirement for pedestrian-oriented design along high-frequency transit streets — Portland Closeout, the Asian American Shopping Center and the Heights at Columbia Knoll are examples. Banfield Corporate is the big exception to this rule, but it occupies a four-block site and has frontage along NE 80th Avenue.

Building heights along NE 82nd are usually one story, with several notable exceptions. Saigon Plaza and Portland Closeout have two stories, with retail or restaurants on the ground floor and offices above. Columbia Knoll and Banfield Corporate also have multiple stories.

Building orientations are mostly facing the street, but the outliers are obvious. Madison Heights Plaza, despite having a minimal building setback, actually faces a rear parking lot, putting a blank wall to the street. The Asian American Plaza features two buildings facing each other sideways, with parking in between. Windows, however, give ample transparency to the front façade.

The shallow lot depth along most of NE 82nd Avenue of Roses presents challenges to future developers, who must maximize pedestrian orientation of their buildings due to zoning regulations, while also accommodating parking and vehicle access.

c. The Street

The qualities and amenities within the street right-of-way are important elements of urban design. NE 82nd Avenue of Roses is missing many of them, but the city’s progressive development code is prompting new developers to install what has been lacking – ample sidewalks, street trees, and landscaping. But until this happens, many stretches of NE 82nd remain deficient in streetscape amenities. On the east side of NE 82nd Avenue of Roses, for example, there are no street trees for 2/3 of a mile from the MAX station to the Siskiyou Square site. In their place are wooden utility poles and traffic signs. The sidewalk is narrow and worn in many places, with no landscaped buffer to physically or psychologically separate pedestrians from speeding traffic. On-street parking is prohibited, a feature that could otherwise provide the same protecting effect. Crosswalks are few and far between, limiting connectivity between both sides of the street. NE 82nd Avenue of Roses is fortunate to have continuous sidewalks and lesser volume than other portions of 82nd Avenue, but it has a long way to go before becoming a pedestrian-friendly street.

d. Visual Preferences

Community members participated in a visual preference survey at the April 2008 visioning open house. The survey asked participants to rate three examples of 19 different types of development or streetscape features, on a scale of one to five. According to the results, community members have grown weary of the suburban style of development along NE 82nd Avenue of Roses, and favor a more traditional, urban feel for the street. Participants gave high marks to retail, office and mixed-use buildings that face the street with generous glazing, architectural interest, and minimal setbacks. But they also favor an overall “greening” of the corridor, choosing bioswales over concrete, vegetated medians over hardscape ones, and grassy spaces over brick courtyards. They liked the idea of ornamentation, from patterned crosswalks to decorative banners, but favored modest commercial signage over gaudy suburban signs.

These visual preferences help form the basis for the vision concepts found later in this plan. The raw results of the visual preference survey are found in the Appendix.
The NE 82nd Avenue of Roses corridor has a few bright spots of “green infrastructure” that contribute to the overall livability of the area, but faces significant challenges in becoming a more environmentally-friendly and pleasing corridor. Surrounding residential areas contain parks, native vegetation and a small quantity of wildlife. Rocky Butte offers views and recreation opportunities for walkers, runners, and cyclists. Natural hazards are not an immediate factor for the community but due to the high concentration of commercial uses and traffic, air and water pollution are of concern. Major environmental issues are summarized below.

a. Siskiyou Square site

Once a gravel quarry, then a landfill, this 26-acre site faces significant environmental challenges. Although the landfill was fitted with a methane collection system and monitoring wells, it was never “capped” with a non-permeable layer as landfills are currently required to do when they close. The methane collection system is functioning, but not well maintained. To the knowledge of the Portland Bureau of Environmental Services (BES), testing for environmental contaminants has been limited. It is therefore unclear what chemicals, if any, have made their way into surrounding soils, underlying groundwater and the adjacent stormwater treatment pond.

More is known about the geologic implications of the landfill. The fill soil inside the footprint of the landfill remains highly unstable, and continues to subside. This is evident in the centrally-located depression that fills with water every winter and has become somewhat of a habitat for ducks and geese. The foundations of any future buildings would need to sit atop geopiers, vertical supports that reach down to more stable soil or bedrock. The fill depth is estimated at approximately 60 feet.

Funding options for mitigating the site’s environmental problems are limited under private ownership. Portland BES offers grants, and the Oregon Department of Environmental Quality offers low interest loans to clean up privately owned brownfield sites. But the prospects of successfully awarding such funding are hindered by the site’s current list of environmental and zoning violations. Transferring the site to public ownership would open up many avenues of funding and assistance from city, state and federal environmental agencies.

The most economically feasible redevelopment scenario would likely feature employment uses, just as the site is zoned. Improving site conditions to a level sufficient for residential uses would be extremely expensive, but not impossible. Open space is also a viable use, as evidenced elsewhere in Northeast Portland. The former Killingsworth Landfill is being redeveloped into Cully Park, while a smaller brownfield on NE Prescott Street has successfully transformed into a neighborhood park.

b. Air quality

The air quality on NE 82nd Avenue of Roses is hindered by heavy traffic volume, diesel particulate from buses, and close proximity to Portland International Airport. The opportunity to sequester air pollutants is missed due to lack of street trees adjacent to NE 82nd Avenue of Roses. Researchers at Portland State University have extrapolated Oregon Department of Environmental Quality monitoring data to create a region-wide map showing relative concentration of airborne carcinogens. Shown on the Existing Environmental Features map, their research finds significantly poor air quality in the Madison South neighborhood.

c. Water resources

The study corridor is largely devoid of surface water features. North of approximately Klickitat Street, runoff drains into the Columbia Slough, a regionally important tidal estuary that has been the focus of a decades-long clean-up process. South of here, water drains either westward into the long depression that includes Rose City Golf Course, or eastward to a stormwater treatment basin adjacent to the Siskiyou Square site. The latter site is owned and maintained by the city Bureau of Environmental Services and also serves as a neighborhood open space and wildlife habitat. As stated earlier, it is not known whether chemicals from the former landfill on the Siskiyou Square site affect water quality at this pond. A more general threat to water quality is stormwater runoff from the corridor’s large areas of roadways, surface parking and roofs. Water quickly sheds off of these impervious surfaces, carrying oil, fuel and tire particulates and other chemicals originating from vehicles.

No identified floodplains or federally-recognized wetlands are found within the study corridor.

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d. Noise and vibration

Noise and vibration along NE 82nd Avenue of Roses are primarily generated from automobiles, buses and trucks. Sound levels vary depending on the time of day and intensity of traffic. The Banfield corridor adds significantly to ambient noise levels, primarily due to vehicle tires on the freeway surface and secondarily due to freight trains and light rail trains. The proximity of Portland International Airport also contributes to noise levels.

Sound pressure levels were measured on a weekday between the hours of 6pm-7pm. The measuring process mimicked a pedestrian's experience standing at major nodes on NE 82nd Avenue for 3 minutes. A decibel (dBA) meter was used to measure sound pressure levels using an "A" weighting which has A-curve frequency characteristics. Using this setting allows the meter to respond mainly to frequencies in the 500-10,000 Hz range, which is the human ear's most sensitive range. Sound pressure levels are listed below, from south to north.

- NE 82nd Avenue & Banfield Expressway – 72dBA
- NE 82nd Avenue & Tillamook Street – 71dBA
- Madison High School – 64dBA
- NE 82nd Avenue & Siskiyou Street – 67dBA
- NE 82nd Avenue & Fremont Street – 65dBA
- NE 82nd Avenue & Sandy Boulevard – 67dBA

e. Green open spaces

As detailed earlier in this plan, the corridor hosts several green and open areas including Glenhaven Park, Hancock Park, The Grotto, the Banfield Dog Park, and nearby Rocky Butte and Rose City Golf Course. For the time being, the Siskiyou Square site also remains a green open space. Examined together, there is a nearly continuous greenway from Rose City Park to Rocky Butte. These spaces, especially the more heavily vegetated ones such as Rocky Butte, provide habitat for wildlife species. Community members also report that the Siskiyou Square site hosts populations of deer, waterfowl and even coyote.

f. Vegetation

As the Existing Environmental Features map shows, the immediate corridor is severely lacking in tree canopy cover and other vegetation. Many of the auto-oriented uses along NE 82nd Avenue of Roses developed before requirements for trees and landscaping. Street trees are missing along much of the corridor, including a 2/3 mile stretch along the east side of the street between the MAX station and Siskiyou Square site. Trees and plants are much more abundant in the surrounding residential neighborhoods and parks.

g. Climate

On average, Portland's 37 inches of rain occur on 155 days of the year. The climate is temperate, with high temperatures averaging between 48 in January and 80 in August. Between June and September, weather is typically sunny, warm and dry. The rainy season is between November and April, but temperatures typically stay above the freezing point and snow is rare. Prevailing winds are from the northwest during the summer and southwest during the winter. Occasionally, however, high pressure will bring dry easterly winds through the Columbia Gorge. NE 82nd Avenue of Roses is particularly susceptible to these winds, which bring unusually cold air in the winter, and 100-degree temperatures in the summer. Weather and climate come into play here because the lack of a tree canopy and prevalence of pavement can make hot days hotter (the "urban heat island" effect), and windy days windier.

6. Economic Development

NE 82nd Avenue of Roses is an auto-oriented commercial corridor, consisting primarily of hospitality businesses and automobile services. Like the rest of 82nd Avenue, the study corridor has a high concentration of Asian businesses, primarily in the form of restaurants. Vietnamese businesses are in particular abundance here, with Saigon Plaza serving as a hub of Vietnamese entrepreneurship. The corridor lacks any "anchor" businesses that would generate large traffic volumes along the corridor – Cascade Lanes bowling alley is the closest comparison. Instead, NE 82nd Avenue of Roses offers a patchwork of commercial space for small, start-up operations, and for small-footprint chain stores.
a. Business Mix

Major economic sectors represented along NE 82nd Avenue of Roses include the following:

- **Food/Drink/Convenience**: NE 82nd Avenue of Roses is home to both local and chain restaurants. Ethnic food is common, especially Asian fare (Pho Oregon, Blue Sky Café, New Happy Fortune, Nha Hang Chay) and Mexican food (Original Taco House, El Burrito Loco.) Fast food is available at McDonald’s, Popeye’s, Domino’s and the recently opened Moto Pizza. Two Plaid Pantry convenience stores and one 711 store dot the corridor.

- **Pet health**: Banfield Pet Hospital has its corporate headquarters at Tillamook Street, and is the largest employer in the corridor. Their presence formalizes a pre-existing economic cluster of pet wellness businesses. In addition to a stand-alone Banfield Pet Hospital across the street from their headquarters, this includes the Animal Wellness Center of Portland and Companion Pet.

- **Automotive**: This portion of 82nd Avenue is remarkably free of used car lots, but hosts several short and long-term automobile service businesses - Quality Tire and Les Schwab Tire, 76 and Shell gas stations, VIP and Alternative auto repair. The sole car dealer is Swede Volvo. Also in the realm of autos is an Oregon DMV branch.

- **Lodging**: As stated earlier, 82nd Avenue was once a thriving corridor of motels. Many still exist, but without a steady stream of customers, and some with local reputations for prostitution. National chain motels include Days Inn and Travelodge; smaller enterprises include Kings Row Motel, Madison Suites Extended Stay, States Motel and Motel Cabana.

- **Adult Businesses**: Sex-related businesses have a tendency to locate along suburban arterials that developed in the mid-20th century. This section of 82nd Avenue has a disproportionate number of them, clustered in a three-block area near Fremont Street: Honey Suckles Lingerie, Pussy Cats, X-otic Tan for Men, and The Blue Spot.

b. Business Climate

Many of the businesses along NE 82nd Avenue of Roses have been in operation for a long time (such as the Original Taco House), while others are brand new (like Moto Pizza). From a design standpoint, businesses are predominantly auto-oriented. Many restaurants have drive-thrus and only one restaurant offers outside seating. Due to the corridor’s small lot sizes, many businesses have limited parking or have purchased adjoining tax lots for the purposes of parking. Because there are no major retail drivers, the corridor has a high degree of economic leakage, meaning that residents go elsewhere to purchase many goods and services. This is particularly true for groceries and entertainment. The business climate is further hindered by strong perceptions that the street is unsafe at night due to crime, drugs and prostitution.

Nevertheless, NE 82nd Avenue of Roses is increasingly an incubator for start-up enterprises, particularly in the Asian community. The Asian American Shopping Center, completed in 2007, is a prime example – developed by a Vietnamese businessman, and now home to several Chinese restaurants and businesses. The creative class is also seeking out new spaces here - Milepost 5 arts community recently opened just south of the MAX line, and the Red Room has brought live music to the corridor. Space for economic activity and creativity continues to become available – vacant retail spaces in strip malls, office space on the second floors of the corridor’s two mixed-use buildings, and several entire buildings available for renovation.

The Banfield Pet Hospital, in constructing their world headquarters at NE 82nd Avenue of Roses and Tillamook Street, has pioneered the concept of large-format office space along this stretch of the 82nd Avenue. This is a necessary first step for the corridor to attract additional professional employment.

c. Business Perceptions

Community perceptions about the corridor’s business climate became apparent through the community opinion survey, land use comment mapping, the student visioning workshop, and conversations with business owners along the corridor. Major findings include the following:

- While the sample of the business owner survey was extremely small, respondents seem to think that 82nd is a good location for the business. Major reasons cited include high drive-by visibility and close access to Interstate 84.
Respondents in the more general survey (mostly homeowners in the surrounding neighborhoods) are split 50/50 between agreeing and disagreeing that NE 82nd Avenue of Roses is a good place for business.

The majority of survey respondents (70%) felt that the current mix of businesses along NE 82nd Avenue of Roses is a bad mix for the neighborhood, particularly the low income hotels, the methadone clinic and the adult shops.

Because the area is perceived as unfriendly to pedestrians, it is likely that the corridor is losing local trips. Once residents decide to get in a car to go to a business, the area from which they will choose their destination will increase.

When prompted to talk about missing businesses, open house attendees overwhelmingly wished for a small to medium sized grocery store that offers local and organic products, such as New Seasons. Also on the collective wish list were locally-owned restaurant, coffee shop, farmers’ market, plant nursery, and independent bookstore.

For Madison High School students, price point is often the most important factor. They praise nearby businesses that offer inexpensive food, but lament the lack of a coffee shop and sandwich shop. Students also mentioned the need for more activities for their age group, from indoor sports to movie theaters.

7. Socio-Demographics

Socio-demographics refer to various measures of a population and how they live and work. Demographics can be compiled to show statistical characteristics of a given population. Socio-economics study the relationship between economic activity and social life, often focusing on the social impact of economic change. This plan reviews economic characteristics to provide a framework for the neighborhoods adjacent to NE 82nd. Demographics can be very subjective with perception and opinion challenging statistical data. What can be statistically seen as an asset may pose challenges in long held value systems.

a. General

NE 82nd geographically joins two neighborhoods – Madison South and Roseway. These two neighborhoods vary demographically and socio-economically. Madison South is greater in size, covering approximately 1.68 square miles. While Roseway may be half that size, it is by far denser with nearly twice as much population per acre. There is a small section where these two neighborhoods overlap, which consists mostly of land owned by Portland Public Schools and the City of Portland.

- Population: Madison South and Roseway make up 2% of the total population of Portland. The majority of both neighborhoods are female (51%), which is consistent with the city and the nation.

<table>
<thead>
<tr>
<th>Gender Distribution, 2000</th>
<th>Population</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation</td>
<td>6,918</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Madison South</td>
<td>6,185</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Roseway</td>
<td>4,579</td>
<td>49%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

- Age: The neighborhoods are aging with a large proportion that will soon reach retirement age.

<table>
<thead>
<tr>
<th>Age Distribution, 2000</th>
<th>Under 5</th>
<th>5 to 17</th>
<th>18 to 21</th>
<th>22 to 39</th>
<th>40 to 64</th>
<th>64 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation</td>
<td>6.8%</td>
<td>18.9%</td>
<td>5.7%</td>
<td>26.2%</td>
<td>28.9%</td>
<td>12%</td>
</tr>
<tr>
<td>Portland</td>
<td>6.8%</td>
<td>18.9%</td>
<td>14.3%</td>
<td>20.6%</td>
<td>19.5%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Madison South</td>
<td>6.7%</td>
<td>17.6%</td>
<td>6.3%</td>
<td>27.8%</td>
<td>28.6%</td>
<td>13%</td>
</tr>
<tr>
<td>Roseway</td>
<td>6.1%</td>
<td>15.1%</td>
<td>3.9%</td>
<td>31.3%</td>
<td>32.2%</td>
<td>11.4%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

- Race: Consistent with the city and the nation, both neighborhoods are predominantly white. Madison South has a large Asian percentage as compared to Roseway, the city and the nation.

<table>
<thead>
<tr>
<th>Race Distribution, 2000</th>
<th>White</th>
<th>Black</th>
<th>Asian</th>
<th>Hispanic</th>
<th>Native American or Alaskan</th>
<th>Native Hawaiian or Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation</td>
<td>75.1%</td>
<td>14.3%</td>
<td>3.6%</td>
<td>6.8%</td>
<td>.8%</td>
<td>.1%</td>
</tr>
<tr>
<td>Portland</td>
<td>77.9%</td>
<td>6.6%</td>
<td>6.3%</td>
<td>6.8%</td>
<td>1.1%</td>
<td>.4%</td>
</tr>
<tr>
<td>Madison South</td>
<td>65.5%</td>
<td>8.5%</td>
<td>17.8%</td>
<td>6.7%</td>
<td>7%</td>
<td>.2%</td>
</tr>
</tbody>
</table>
• **Household Size**: Madison South and Roseway, in regard to the number of persons that reside in a household, are consistent with the nation and Portland.

<table>
<thead>
<tr>
<th>Household Size Distribution, 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Nation</td>
</tr>
<tr>
<td>Portland</td>
</tr>
<tr>
<td>Madison South</td>
</tr>
<tr>
<td>Roseway</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

b. **Social**

• **Education**: Roseway is highly educated, exceeding national attainment rates, but not those of Portland.

<table>
<thead>
<tr>
<th>Educational Attainment, 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Nation</td>
</tr>
<tr>
<td>Portland</td>
</tr>
<tr>
<td>Madison South</td>
</tr>
<tr>
<td>Roseway</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

• **Immigrant**: Nearly a quarter of Madison South residents immigrated to the United States and a considerable number are either multi-lingual or speak a language other than English.

<table>
<thead>
<tr>
<th>% born outside the U.S., 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation</td>
</tr>
<tr>
<td>Portland</td>
</tr>
<tr>
<td>Madison South</td>
</tr>
<tr>
<td>Roseway</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

<table>
<thead>
<tr>
<th>% speaking language other than English, 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation</td>
</tr>
<tr>
<td>Portland</td>
</tr>
<tr>
<td>Madison South</td>
</tr>
<tr>
<td>Roseway</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

c. **Economic**

• **Median Household Income**: Roseway is considerably more affluent exceeding the median income of the Nation, Portland and Madison South.

<table>
<thead>
<tr>
<th>Median Household Income, 1999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation</td>
</tr>
<tr>
<td>Portland</td>
</tr>
<tr>
<td>Madison South</td>
</tr>
<tr>
<td>Roseway</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

• **Families Below Poverty Level**: Roseway may have a much higher median family income, they still exceed the Nation and Portland in percentage of household who are below poverty levels. Madison South is nearly twice the national percentage.

<table>
<thead>
<tr>
<th>Poverty Rates, 1999</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Below Poverty</td>
</tr>
<tr>
<td>Nation</td>
</tr>
<tr>
<td>Portland</td>
</tr>
<tr>
<td>Madison South</td>
</tr>
<tr>
<td>Roseway</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

• • •

**% of Households With No Car**: Access to public transportation is an important factor for Madison South residents due to the high number of residents who do not have access to a vehicle.
Households without car, 2000

<table>
<thead>
<tr>
<th></th>
<th>% without car</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation</td>
<td>X</td>
</tr>
<tr>
<td>Portland</td>
<td>14%</td>
</tr>
<tr>
<td>Madison South</td>
<td>12.3%</td>
</tr>
<tr>
<td>Roseway</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

d. Housing

- **Housing value**: Portland has seen a rapid increase in home appreciation. In 2000, while Roseway exceeded Madison South in median income, home values were considerably lower than those of Madison South. Conditions have reversed since then. The Regional Multiple Listing Service reports the 2007 median sales price of homes as $266,427 in Roseway and $237,000 in Madison South, compared to $290,000 in the entire Portland region. These values are an all-time peak before home prices began to stagnate or drop in early 2008.

<table>
<thead>
<tr>
<th>Median Housing Value, 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>Portland</td>
</tr>
<tr>
<td>Madison South</td>
</tr>
<tr>
<td>Roseway</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

- **Housing Age**: Housing in Roseway is significantly older than that of Madison South. Roseway developed largely before World War II, and Madison South after the war.

<table>
<thead>
<tr>
<th>Age of structures, 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madison South</td>
</tr>
<tr>
<td>Built 1990’s</td>
</tr>
<tr>
<td>Built 1980’s</td>
</tr>
<tr>
<td>Built 1970’s</td>
</tr>
<tr>
<td>Built 1960’s</td>
</tr>
<tr>
<td>Built 1950’s</td>
</tr>
<tr>
<td>Built 1940’s</td>
</tr>
<tr>
<td>Built 1939 or earlier</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

- **Housing Tenure**: Roseway has a much larger percentage of residents that own their home, but has a significantly larger percentage of vacant houses than Madison South.

<table>
<thead>
<tr>
<th>Housing Tenure Distribution, 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner occupied</td>
</tr>
<tr>
<td>Nation</td>
</tr>
<tr>
<td>Portland</td>
</tr>
<tr>
<td>Madison South</td>
</tr>
<tr>
<td>Roseway</td>
</tr>
</tbody>
</table>

Source: US Census Bureau

The existing conditions in Madison South and Roseway bring up strong issues of equity. Access to housing, education, food and transit are raised in the Regional Equity Atlas (REA) prepared by the Coalition for a Livable Future. According to the REA, Madison South could be considered deficient in food access with only 34% of its population living within a half mile of a grocery store, far below the 65% of Roseway. However, transportation equity is high, with 83% of households living within a quarter mile of a transit stop. Another measure of access equity is distance to public parks. Madison South is high on the public park equity scale with 80% of households being within a quarter mile of a park. Education equity is measured by the percentage of teachers who have master’s degrees. Combined, Madison South and Roseway have only 33% of its teachers with a master’s degree or higher. However, the teachers are very experienced having had an average of 18 years of teaching.

The constraints of assessing existing conditions in the two neighborhoods adjoining NE 82nd, Madison South and Roseway, lie within the age of the data. Obviously, housing values and incomes have risen in the past eight years since the US Census was conducted. The 2010 census will reveal how incomes and home ownership have fared over the decade, how much racial and ethnic diversity has increased, and whether families with children can still afford to live in the area.

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8 RMLS GIS point layer
10 American Community Survey data is available for 2006, but not at the desired neighborhood scale.
One way to imagine the future of NE 82nd Avenue of Roses is to look at corridors that have similar physical properties, but different streetscape or development features. This section examines several comparable corridors to NE 82nd Avenue of Roses in terms of dimensions, traffic volume, streetscape elements, surrounding development, and overall function. Some of the following corridors succeed because of geographic and economic circumstances that are markedly different than those of NE 82nd Avenue of Roses; others are more akin. They all, however, prove that busy arterial roads with four or more lanes can still attract investment and host various types of human-scale development and travel modes. This section begins with the characteristics of NE 82nd Avenue of Roses, then moves on to the comparable corridors.

**NE 82nd Avenue of Roses**

**NE Halsey Street to NE Sandy Boulevard**
Portland, Oregon

**Dimensions**: 55’ curb-to-curb. One 12’ curb lane and one 10’ passing lane in each direction, 11’ center turn lane.

**Volume**: 23,900 ADT at NE Fremont Street. High-frequency #72 bus.

**Ownership**: ODOT/PDOT

**Development**: Automobile-oriented, single-use commercial development, including restaurants, motorist services and some offices. Major community uses at center of corridor, including Madison High School and Glenhaven Park. North end dominated by multi-family residential uses.

**Streetscape features**: Sidewalks directly adjacent to travel lanes, as narrow as 4’ in places, and with very few street trees. New development has prompted 12’ sidewalks with street trees in individual planters.

**Socio-economics**: Surrounded by stable neighborhoods still affordable by Portland standards. Thriving Vietnamese entrepreneurial scene, including restaurants, services and professional offices. Banfield Pet Hospital corporate headquarters serves as pioneer in large-scale office development. Adult businesses and low-rent motels detract from further success.

**NE Martin Luther King, Jr. Boulevard**

**NE Russell Street to NE Alberta Street**
Portland, Oregon

**Dimensions**: 56’ curb-to-curb. Two 12’ travel lanes in each direction, 8’ median.

**Volume**: 31,000 ADT at NE Graham Street. High-frequency #6 bus.

**Ownership**: PDOT

**Development**: Traditional mixed-use buildings with ground-floor retail and office or housing above, mid-rise multi-family housing buildings.

**Streetscape features**: Landscaped median and pedestrian refuge islands with mature trees, street trees in individual wells in sidewalk.

**Socio-economics**: Serves as a main street for several neighborhoods in transition. Public subsidy of some development through Oregon Convention Center Urban Renewal Area. Growing restaurant scene. Established African-American neighborhoods mixing with East African immigrants and white creative class. Public housing and senior living common, but new market condos coming on line.
NE Sandy Boulevard  
NE 40th Avenue to NE 49th Avenue  
Portland, Oregon

**Dimensions:** 60’ curb-to-curb. 8’ parking lane on each side, two 11’ travel lanes in each direction.

**Volume:** 31,000 ADT at NE 45th Avenue. High-frequency #12 bus.

**Ownership:** PDOT

**Development:** Traditional mixed-use buildings with ground-floor retail and offices above, single-story retail and service buildings. New mixed-use building with Whole Foods and condos to be completed in 2009.

**Streetscape features:** Street trees in individual wells, curb bulb-outs, zebra crossings. Hollywood theme with palm trees and art deco bike racks.

**Socio-economics:** Main street of Hollywood District, a growing town center. Several major destinations anchor corridor: Hollywood Theater, Trader Joe’s, Laurelwood Pub. Several mixed-use developments with housing completed or underway. Surrounded by wealthy Alameda and Laurelhurst neighborhoods.

---

E Burnside Street  
NE/SE MLK, Jr. Boulevard to NE/SE 12th Avenue  
Portland, Oregon

**Dimensions:** 60’ curb-to-curb. Three 10’ travel lanes in each direction. Parking allowed in curb lanes during off-peak.

**Volume:** 28,000 ADT at NE/SE 7th Avenue. Three bus lines.

**Ownership:** PDOT

**Development:** Historic mixed-use buildings with ground-floor restaurants; apartments or other uses above. Many buildings with arcades over sidewalk. Some low-rise mid-century buildings.

**Streetscape features:** 13’ sidewalks, street trees in individual wells, Portland historic lampposts, building arcades. Limited pedestrian crossings.

**Socio-economics:** Once downtrodden corridor now a destination for restaurants and the arts - Le Pigeon, The Doug Fir Lounge, Imago Theatre. Newly-constructed Rocket Building hosts restaurant, art gallery, indoor rock-climbing. Several mixed-use projects under construction. Surrounding development remains largely industrial or automotive. Some public leverage through Urban Renewal Area.

---

W Burnside Street  
NW/SW 15th Avenue to NW 23rd Avenue  
Portland, Oregon

**Dimensions:** 44’ curb-to-curb. Two 11’ travel lanes in each direction.

**Volume:** 34,000 ADT at NW 19th Avenue. One bus line.

**Ownership:** PDOT

**Development:** Historic mixed-use buildings with ground-floor retail or restaurants; apartments or other uses above. Stand-alone, mid-rise apartment buildings from early 20th century. Isolated single-use commercial development (Taco Bell, Fred Meyer).

**Streetscape features:** 8’ sidewalks, limited street trees, cobra-head street lights.

**Socio-economics:** High-density, 24-hour neighborhood with market-rate and some
affordable apartments, numerous restaurants and bars, some chain stores, gas stations. Still “edgy” but successful due to proximity to Downtown and NW 23rd boutique business district.

**SW Macadam Avenue**
SW Bancroft Street to SW Taylors Ferry Road
Portland, Oregon

**Dimensions:** 58’ curb-to-curb. One 12’ curb lane and 13’ passing lane in each direction, 8’ median.

**Volume:** 29,000 ADT at SW Hamilton Court. Two bus lines.

**Ownership:** ODOT (State Highway 43)

**Development:** Corporate office buildings, 3 to 5 stories in height, some with minimal setbacks, others in office parks. Interspersed with suburban-format shopping centers. Occasional mixed-use buildings with ground floor retail, offices above.

**Streetscape features:** 5’ sidewalks, 3’ planter strip, abundant mature locust trees in planter strip and median, cobra-head street lights.

**Socio-economics:** Heavily-traveled commuter route from Lake Oswego to Portland developed into corporate office corridor starting in 1980’s. Restaurants and retail shops cater to large office population, as well as adjacent, upper-middle class John’s Landing and Corbett neighborhoods.

**N Interstate Avenue**
N Overlook Boulevard to N Ainsworth Street
Portland, Oregon

**Dimensions:** 78’ curb-to-curb. One 7’ parking lane, 5’ bike lane, 13’ travel lane in each direction, 28’ median containing two light rail tracks. Redesigned in 2004 from four-lane highway to light rail corridor.

**Volume:** 13,000 ADT at N Going Street. High-frequency light rail transit.

**Ownership:** PDOT

**Development:** Low-rise motels, automotive services, bars from mid-century era, newer fast food restaurants, recent mid-rise, mixed-use retail/residential buildings.

**Streetscape features:** 6’ sidewalks, 4’ planter strip with young street trees, occasional landscaped islands attached to light rail median. Twin cobra head lighting painted black, integrated into light rail catenary wire mast arms.

**Socio-economics:** Originally Portland’s foremost motel strip of the 1950’s due to street’s original function as main highway to Washington. “Retro” vibe of mid-century bars such as The Alibi and Nite Hawk have drawn young hipster crowd to mix in with established African-American and Polish neighborhoods. New mixed-use projects take advantage of transit market, some with assistance from Interstate Corridor Urban Renewal Area.
SE Hawthorne Boulevard
SE 30th Avenue to SE 49th Avenue
Portland, Oregon

**Dimensions:** 52’ curb-to-curb. One 7’ parking lane, 10’ curb lane and 9’ passing lane in each direction.

**Volume:** 17,000 ADT at SE 39th Avenue

**Ownership:** PDOT

**Development:** Streetcar era, one to three story buildings with storefronts. New condominiums in mixed-use buildings, two large-format grocery stores.

**Streetscape features:** 9’ sidewalks, miscellaneous street trees in individual wells, curb bulb-outs at pedestrian crossings. Cobra head street lights mounted on wooden utility poles.

**Socio-economics:** Portland’s long-time counterculture main street and the east side’s largest locally-oriented business district, including cafés, restaurants, bars, clothing stores and many other small shops. Hawthorne’s popularity has brought market-rate condo development and upscale chain retailers. Many longtime, locally-owned stores are closing as a result of premium commercial rents. Surrounded by highly desirable neighborhoods with renovated, century-old homes.

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A Avenue
N State Street to 4th Street
Lake Oswego, Oregon

**Dimensions:** 74’ curb-to-curb. One 8’ parking lane in each direction, two 11.5’ travel lanes in each direction, 12’ median giving way to left turn lanes.

**Volume:** N/A

**Ownership:** City of Lake Oswego

**Development:** Mixed-use development with condominiums above storefronts.

**Streetscape features:** 12’ sidewalks, mixed-age street trees in individual wells and in median, landscaped curb bulb-outs, decorative pavers in parking lanes. Historic street lighting with seasonal flower baskets, matching traffic light mast arms painted black. Ornamental concrete crosswalks contrast with asphalt.

**Socio-economics:** Lake Oswego is Oregon’s wealthiest city, but its downtown did not always reflect this fact. Within the past five years, catalyst retail developments such as Lake View Village spurred additional development of townhomes, condominiums and mixed-use buildings, while the city invested heavily in streetscape amenities and public plazas. A Avenue runs through the heart of this thriving community, while carrying heavy regional traffic volume.

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Cornell Road
NW 229th Avenue to NE Ray Circle
Hillsboro, Oregon

**Dimensions:** 71’ curb-to-curb. One 6’ bike lane in each direction, two 11’ travel lanes in each direction, 15’ median.

**Volume:** N/A

**Ownership:** Washington County

**Development:** Condominiums above ground-floor retail, stand-alone condominium buildings, garden apartments, medium-size grocery store. North side is Orenco Station, an award-winning New Urbanist development.
Streetscape features: 6’ sidewalks, 15’ planter strip with fairly mature street trees.

Socio-economics: Cornell Road is within the “Silicon Forest,” an area northeast of Downtown Hillsboro dominated by high-tech companies such as Intel. While no such companies are located along this stretch, they likely employ many of the residents of the medium-density housing units found here. Proximity to MAX light rail is another draw to this corridor. The retail uses at Orenco Station compose a functional town center that serves the surrounding collection of new, largely upscale residential neighborhoods.

Other Comparable Corridors

The following street corridors outside of Oregon exhibit heavy traffic volumes and profitable, urban scale, mixed-use development, but are located outside their region’s central business district.

Granville Street
W 5th Avenue to W 16th Avenue
Vancouver, British Columbia

Market Street
Van Ness Avenue to Castro Street
San Francisco, California

Octavia Boulevard
Market Street to Fell Street
San Francisco, California

Wilshire Boulevard
Santa Monica Boulevard to San Vicente Boulevard
Beverly Hills, California

Hollywood Boulevard
La Brea Avenue to Vine Street
Los Angeles, California

S Broad Street
South Street to Oregon Avenue
Philadelphia, Pennsylvania

Huntington Avenue
Massachusetts Avenue to Francis Street
Boston, Massachusetts

Connecticut Ave NW
DuPont Circle to Kalorama Road NW
Washington, D.C.

Hollywood Boulevard, Los Angeles, California. Photo: Wikimedia Commons
The following opinion survey was administered at the Imagine 82nd Community Visioning Open House on April 10th, 2008. InSight received 84 completed surveys. Responses are in red type.

1) Do traffic safety concerns limit your ability or willingness to walk, bike, or take public transit along NE 82nd?

During the day: Yes 71.9%  No 28.1%  At Night: Yes 91.6%  No 8.4%

Comments:
- not bike friendly (17)
- speeders (12)
- Max station pedestrian safety (2)
- sidewalks (2)
- pedestrian safety (11)
- too car oriented (2)
- crime (9)
- dangerous bike riders (1)
- personal safety (8)
- driveway access (1)
- congestion (5)
- jay-walkers (1)
- Max station crime (4)
- red light runners (1)
- lighting (3)
- transit safety (1)

2) Would you feel safe taking public transit along, or near, NE 82nd?

During the day: Yes 81.9%  No 19.1%  At Night: Yes 33.3%  No 66.7%

Comments:
- personal safety (14)
- good trans service (1)
- crime (3)
- keep streetcars off of 82nd (1)
- not friendly for pedestrians (3)
- Max station lighting (1)
- lighting (2)
- no business close to the street (1)
- Max station safety (2)

3) Would you feel safe driving along/across NE 82nd?

During the day: Yes 92%  No 8%  At Night: Yes 82.6%  No 17.4%

Comments:
- jay-walkers (5)
- need bus turnouts (1)
- traffic safety (4)
- not enough signalized intersections (1)
- access issues (2)
- personal safety (1)
- crime (2)
- speeders (1)
- good signals (1)
- uncomfortable driving environment (1)
- lack of crosswalks (1)

4) Would you feel safe walking along/across NE 82nd?

During the day: Yes 74.8%  No 35.2%  At Night: Yes 13.6%  No 84.4%

Comments:
- not pedestrian friendly (13)
- crime (1)
- personal safety (8)
- jay-walkers (1)
- businesses not attractive (2)
- lack of signage (1)
- dirty/pollution (2)
- lighting (1)

5) Would you feel safe riding a bicycle along/across NE 82nd?

During the day: Yes 16.7%  No 83.3%  At Night: Yes 3.5%  No 96.5%

Comments:
- unsafe riding environment (25)
- bicycles should use other streets (2)
- traffic/speeding (7)
- obstacle for bicyclists (1)
- access issues (2)
6) Is your neighborhood better now than when you first moved here?

**Yes 59%  No 41%**

Comments:
- crime increase (12)
- increased community involvement (8)
- good new development (4)
- new good development (4)
- know neighbors better (3)
- like skate park (3)
- No big box (3)
- crime decrease (2)
- increased community involvement (2)
- more adult businesses (2)
- need more police (2)
- noisy (2)
- better housing (1)
- better infrastructure (1)
- better police presence (1)
- cleaner (1)
- congestion (1)
- decreased bus service (1)
- good new development (1)
- good diversity (1)
- good neighbors (1)
- high property taxes (1)
- less adult businesses (1)
- less homeless (1)
- more businesses (1)
- more homeowners (1)
- more traffic (1)
- need more police (1)
- need design standards (1)
- neighborhood has a better feel (1)
- new neighborhood watch (1)
- park improvements (1)
- too much fast food (1)
- unfriendly neighbors (1)
- vandalism (1)
- dirty/pollution (1)

7) Do you feel that NE 82nd is a successful place for business?

**Yes 50%  No 50%**

Comments:
- good for adult businesses (12)
- lots of through traffic (6)
- too auto oriented (6)
- poor environment (5)
- poor mix (5)
- has potential (4)
- crime (2)
- low vacancy (2)
- no big box (2)
- not neighborhood oriented (2)
- poor development (2)
- accessible (1)
- better businesses (1)
- dirty/pollution (1)
- good transit access (1)
- lack of parking (1)
- not enough locally owned bus. (1)
- no anchor (2)

8) Do you feel that the current mix of businesses is a good fit for NE 82nd and the surrounding neighborhoods?

**Yes 20.1%  No 79.1%**

Comments:
- too many adult businesses (25)
- need community business/coffee shop (21)
- pedestrian unfriendly (4)
- need grocery (2)
- lack of parking (1)
- less congestion than SE 82nd (1)
- low quality (1)
- more health and wellness (1)
- no anchor (1)
- no variety (1)
- too many pagodas (1)
- too many asian restaraunts (1)

9) What is the name and location of the grocery store where your family does the majority of its food shopping?

**Name:**
- New Seasons (29)
- Safeway (25)
- Fred Meyer (23)
- Trader Joes (17)
- Winco (9)
- Whole Foods (2)
- Costco (1)
- Food 4 Less (1)
- QFC (1)
- Walmart (1)

10) On average, how often do you visit a business on NE 82nd?

- In a week: **Avg. = 1.38  Median = .25  Most common answer = 0**
- In a month: **Avg. = 4.82  Median = 2  Most common answer = 2**

11) Have you ever used a local community or recreation center?

**Yes 58.9%  No 41.1%**

12) How many times in the last year did you use a community or recreation center?

- Avg. = 7.7  Median = 2  Most common answer = 0

13) On average, how many days a week do you walk along/across NE 82nd?

- **Avg. = 1.51  Median = .75  Most common answer = 0**

14) On average, how many days a week do you take transit along/near NE 82nd?
15) On average, how many days a week do you ride a bike along/across NE 82nd?

Avg. = .72 Median = 0 Most common answer = 0

16) Is NE 82nd within convenient walking distance of your residence?

Yes 96.7% No 3.3%

How many minutes: Avg. = 6.26 Median = 5 Most common answer = 5

17) Which of the following would you like to see more of along NE 82nd? (Check all that apply.)

- Housing 30.2%
- Restaurants 70.9%
- Grocery 85.9%
- Retail (small) 83.7%
- Retail (large) 8.1%
- Job Opportunities 38.4%
- Public Transit 33.7%
- Community/Recreation Center 66.3%
- Medical Services 37.2%
- Social/Government Services 20.9%
- Parks/Open Space 80.2%
- Other:
  - coffee shop (4)
  - grocery (3)
  - mixed use (2)
  - Athletic field/park (2)
  - hardware store (2)
  - restaurant/pub (2)
  - artisan works (1)
  - bike lanes (1)
  - transit improvements (1)
  - community garden (1)
  - education (1)
  - not Chinese or Vietnamese restaurants (1)
  - police station (1)
  - child care (1)
  - retirement homes (1)
  - coffee shops (1)
  - housing (1)
  - widen the streets (1)

18) Which of the following along NE 82nd do you feel would be the most beneficial to your neighborhood? (Check all that apply.)

- Housing 24.7%
- Restaurants 51.8%
- Grocery 70.2%
- Retail (small) 67.1%
- Retail (large) 7.1%
- Job Opportunities 40%
- Public Transit 25.9%
- Community/Recreation Center 61.2%
- Medical Services 24.7%
- Social/Government Services 16.5%
- Parks/Open Space 65.5%
- Other:
  - coffee shop (2)
  - quality housing (2)
  - hardware store (1)
  - transit center (1)
  - restaurants (1)
  - grocery (1)

19) What are your biggest traffic safety concerns along the NE 82nd? (Check all that apply.)

- Car Crashes 34.9%
- Pedestrian Safety 84.9%
- Bike Safety 69.8%
- Speeders 72.1%
- Left Turns 29.1%
- Jaywalking 53.5%
- Pedestrian Crossing Signals 37.2%
- Bike Access 40.7%
- Red Light Running 52.9%
- Other:
Please indicate whether or not you agree or disagree with the following statements:

1= Strongly Disagree  2=Disagree  3=Neither agree/disagree  4=Agree  5=Strongly Agree  9=Not applicable/don’t know

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30) Which neighborhood do you live in?

Madison South 41
Roseway 36

Others
Rose City Park 3
Montavilla 2
Sumner 1
Boise 1
Attendees of the April 10, 2008 Community Visioning Open House completed a Visual Preference Survey to indicate what forms of buildings, streetscapes and open spaces they find most desirable. Using photographs of real places, the survey presents three different versions of 19 different features. Respondents were asked to rate each image on a scale from 1 to 5, and fill in their answers on a separate answer sheet. A score of 1 represents features that people find totally inappropriate for NE 82nd Avenue; a score of 5 represents features that people find highly desirable. The answers helped InSight determine what types of urban design features to include in the Imagine 82nd vision concepts.

A total of 81 community members completed the Visual Preference Survey. Their answers are aggregated below using mean scores based on the 1-to-5 scale explained above. The “winner” of each feature type is highlighted with a red box. Pictures with yellow boxes are not statistically different from the winner. Overall it is evident that many respondents favor traditional urban features over suburban ones.

### 1. Retail/restaurant building

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<td>B.</td>
<td>Part of shopping center</td>
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<td>C.</td>
<td>Facing the street</td>
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### 2. Grocery store

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<tr>
<td>B.</td>
<td>Suburban format</td>
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<tr>
<td>C.</td>
<td>Facing the street</td>
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### 3. Hotel/motel

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<td>B.</td>
<td>Contemporary suburban</td>
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<tr>
<td>C.</td>
<td>Traditional urban</td>
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### 4. Office building

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<td>B.</td>
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<tr>
<td>C.</td>
<td>Office park</td>
<td>3.31</td>
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</table>
5. Mixed-use retail/office
   A. Offices above retail 4.46
   B. Mixed with shopping center 2.07
   C. Mixed together in plaza 3.72

6. Mixed-use retail/residential
   A. Apartments above retail - traditional 4.19
   B. Condos above retail - modern 4.14
   C. Separated but adjacent 2.06

7. Medium-density residential
   A. Townhomes - front-loaded 3.21
   B. Townhomes - rear-loaded 2.30
   C. Cottage cluster 4.28

8. Multi-family residential
   A. Urban contemporary 3.48
   B. Urban traditional 3.70
   C. Garden apartments 3.80

9. Building orientation
   A. Facing the street 4.50
   B. Facing side parking lot 2.29
   C. Facing rear parking lot 1.86
10. Store windows

A. Generous windows 4.65  
B. Limited windows 1.59  
C. Unregulated advertising 1.45

11. Commercial signage

A. Modest 4.54  
B. Prominent contemporary 2.64  
C. Prominent mid-century 2.30

12. Sidewalks

A. Individual tree planters 3.16  
B. Continuous planter strip 4.22  
C. Bioswale 4.62

13. Crosswalks

A. Patterned 4.42  
B. Striped 3.20  
C. Different material 4.15

14. Bicycle facilities

A. Bike lane on 82nd 2.50  
B. Bike path next to 82nd 3.87  
C. Bike route on parallel street 3.95
15. Median
A. No median 1.79
B. Hardscape median 3.54
C. Vegetated median 4.35

16. Lighting
A. Portland historic 3.93
B. ODOT standard 2.78
C. Modern 3.14

17. Branding
A. Overhead gateway feature 3.11
B. Banners 3.85
C. Welcome sign 3.68

18. Small park
A. Hardscape plaza 3.98
B. Playground 3.86
C. Grassy space 4.43

19. Large park
A. Grassy expanse 4.44
B. Natural area 4.44
C. Athletic fields 3.68
Land Use Comment Mapping

Attendees of the Imagine 82\textsuperscript{nd} Community Visioning Open House offered their thoughts on the current assortment of land uses found along NE 82\textsuperscript{nd} Avenue. Participants in this exercise placed colored sticky dots on a large land use map of the NE 82\textsuperscript{nd} corridor. Red dots signified businesses that people enjoy or often visit; yellow dots stood for places that people think are good examples of quality development; green dots were for parks and open spaces that people visit; blue dots signified land uses that people find undesirable. Participants were asked to limit themselves to two dots of each color.

This summary tallies the different colors of sticky dots placed on land uses shown on the map. The land uses (often in the form of businesses) are listed in descending order of dot quantity, with the number of dots listed in parentheses.

In addition, participants were asked to give their thoughts on potential uses for the vacant Siskiyou Square site. Their ideas are tallied in the fifth list below, followed by a sixth list of more general comments applying to other portions of the study corridor. A photograph of the completed land use comment map can be found on the next page.

1. Red dots – “Businesses you go to on a regular basis”

- Les Schwab (19)
- El Burrito Loco #3 (14)
- Oregon DMV (10)
- Saigon Plaza (9)
- Banfield Pet Hospital (8)
- Cameo Steak & Pancake (7)
- Gregory Heights Library (7)
- Fairley’s Pharmacy (Sandy & 72\textsuperscript{nd}) (7)
- The Original Taco House (7)
- Nelson’s Nautilus (6)
- Shell station (6)
- 76 station (5)
- Animal Wellness Center (5)
- McDonald’s (5)
- Moto Pizza (5)
- Popeye’s Chicken (5)
- The Red Room (5)
- Asian American Shopping Center (4)
- AMF Cascade Lanes (4)
- Banfield Pet Hospital Corporate Headquarters (4)
- Siskiyou Square site (4)
- Florist @ Fremont & 85\textsuperscript{th} (3)
- Pho restaurant near Fremont & 77th - 3
- Pizza Hut/Airport Cleaners/Dotty’s (3)
- Companion Pet @ Madison Heights Plaza (2)
- New Happy Fortune (2)
- Nhang Chay Vietnamese Restaurant (2)
- Plaid Pantry (2)
- 711 at Sandy (1)
- Elmer’s (1)
- Great Floors (1)
- Portland Closeout (1)
- Sacred Grounds Espresso (1)
- Swede One Volvo (1)
2. Yellow dots – “What you think are good examples of good development”

- Glenhaven Park (25)
- Asian American Shopping Center (22)
- Gregory Heights Library (17)
- Rose City Golf Course (17)
- Servite Monastery & Portland Grotto (14)
- Banfield Pet Hospital Corporate Headquarters (9)
- Madison High School (9)
- Columbia Knoll (5)
- Saigon Plaza (5)
- Siskiyou Square site (4)
- El Burrito Loco #3 (3)
- Nelson’s Nautilus (3)
- Cameo Steak & Pancake (2)
- Original Taco House (2)
- Plaid Pantry / Dial-a-Pizza (2)
- 76 station (1)
- AMF Cascade Lanes (1)
- Florist at Fremont & 85th (1)
- Innovative Housing (1)
- MAX station (1)
- Milepost 5 arts community (1)
- Nhang Chay Vietnamese Restaurant (1)
- The Red Room (1)
- Sacred Grounds Espresso (1)

3. Green dots – “Parks and open spaces you like to go to”

- Glenhaven Park (33)
- Siskiyou Square site (25)
- Rose City Golf Course (24)
- Dog Park at Banfield Corporate Headquarters (8)
- Portland Grotto (6)
- Hancock Park (3)
- Madison High School Athletic Fields (2)
- Gregory Heights Library (1)
- Rocky Butte (1)

4. Blue dots – “Places you find to be undesirable”

- Pussy Cats Lounge and former G-Spot (45)
- Honeysuckle Lingerie (33)
- Exotic Tan & The Blue Spot at Madison Heights Plaza (18)
- Apartment houses along west side of 82nd from Beech to Sandy (14)
- Ram Clinic (addiction clinic) (8)
- King’s Row Motel (6)
- MAX station (6)
- Motel Cabana (6)
- Popeye’s Chicken (6)
- Portland Closeout (4)
- Days Inn (3)
- Vacant building at Eugene Street (3)
- Clear Channel billboard (2)
- Columbia Knoll (2)
- The G-Spot (new location on Sandy) (2)
- Quality Tire (2)
- States Motel (2)
- Asian American Shopping Center (1)
- Cameo Pancakes & Steak (1)
- El Burrito Loco #3 (1)
- Glenhaven Baptist Church (vacant) (1)
5. Ideas for the Siskiyou Square site

- Grocery store (26)
  - New Seasons (15)
  - Natural grocery store (5)
  - Small grocery store (4)
  - Food co-op (2)
- Park (9)
- Wildlife habitat (9)
- Restaurant – local and healthy, not fast food (6)
- Farmers Market (5)
- Coffee shop (4)
- Plant nursery (4)
- Community garden (3)
- Independent bookstore (3)
- Community center (2)
- Community theater (2)
- Bakery (1)
- Baseball fields (1)
- Building setback with landscaping in front (1)
- Child care (1)
- Indoor pool (1)
- Mixed-use development (1)
- Montessori (1)
- Retirement home (1)
- Something financially self-sustainable that does not require public subsidy (1)
- Something that educates about natural history of site (1)
- Yoga studio (1)

6. Other Comments from the Community

- Adult businesses have the right to exist, but they should at least be required to have nice looking buildings.
- NE 82nd Avenue should be eligible for public money to spruce up storefronts.
- Madison Heights Plaza has poor design because the back of the building faces the street.
- Make the Glenhaven skate park bigger – lots of people use it.
- There is high demand for Little League-age baseball fields. The Glenhaven fields are often used by older kids and adults, leaving few options for younger baseball players.
- There should be signs that say, “you are 1,000 feet from a school” - like those found on MLK – delineating drug and crime free zones.
- NE 82nd needs more activities for teenagers.
- The curved pavilion on the Siskiyou Square site that used to be the driving range should be converted into a farmers’ market.
- The vacant building on the Siskiyou Square site should be converted into a community theater.
- Cascade Lanes bowling alley should be converted into a New Seasons.
- Make sure there is a safe, prominent pedestrian crossing between Madison High School and the Siskiyou Square site.
- Glenhaven Baptist Church is going to be torn down and replaced with a Taco Bell.
- The pedestrian connection from the MAX station to the #72 buses on 82nd Avenue is very dangerous and needs to be fixed.
- It would be great to have a continuous greenway from Rose City Golf Course, through Glenhaven Park and the Siskiyou site, to Rocky Butte.
Participants in the open house recorded their travel habits and safety concerns on a transportation map of NE 82nd Avenue. Findings from this exercise include the following:

- For pedestrians, the most used crosswalks are at the signal at the entrance to Madison High School and Glenhaven Park, and the signal at Siskiyou Street.

- Fremont, Sandy and Tillamook are collectively the second busiest crosswalks with about half as many people using them regularly.

- For cyclists, the most frequently used routes for crossing 82nd are Siskiyou, Tillamook and the signal at the entrance to Madison High School and Glenhaven Park.

- The areas near the intersections of Russell, Siskiyou, Sandy and the Madison High School crossing are where people have the highest level of concern regarding traffic safety.

Other community opinions about transportation issues can be found in the Community Opinion Survey results.
At the Imagine 82nd Community Visioning Open House on April 10, 2008, the InSight team posted a flipchart with the open-ended statement, “In twenty years, NE 82nd Avenue will be...” With Sharpie markers in hand, participants wrote in answers that fit their desired vision of the future. More than five flip chart pages were necessary to accommodate the 45 responses. After the event, InSight typed the responses into a word processor and searched the list for the most common words and phrases. These elements were crafted into a singular vision statement, composed of three sentences:

The vision statement was truly a product of the community, and served as the underlying theme for the vision concepts presented in Imagine 82nd. Listed below are the individual responses people wrote on the flipcharts.

In twenty years, NE 82nd Avenue will be...

- A great place to walk - lively and inviting - seen as an amenity and not a barrier – mixed use center of the neighborhood – place where people can own a business and a home... and walk between them.
- A popular destination for families
- A great avenue to go and hang out by bike for coffee
- A safe, livable neighborhood, known for green parks
- Grocery shopping within walking distance and plenty of green space
- A place to shop locally – on foot!
- Green
- A sky bridge at the Halsey street bus mall by the freeway for pedestrian and motor safety
- It will be an affordable place to live for everyone
- More than an eyesore on the outskirts of Portland. It will be a place we are proud to call home.
- A safe area for adults, teens, children with more spaces for community gatherings indoors and outdoors
- All streets with curbs and paving
- Safe, thriving and a destination supporting wellness and positivity in the community
- A link, not a division, of Roseway and Madison South Neighborhoods
- The center of a vibrant community – a save, livable neighborhood
- A place where you can walk, bike, eat healthy, play in parks and have no prostitution, car dealerships or fast food chains
- A place where we can stay: eat, live, play, drink and feel safe without problems that are present today
- Have decent businesses that we can access beyond Les Schwab and businesses we can proudly support
- Have accessible parks – unlike Banfield’s dog park
- Sidewalks further back from the streets – trees along the street
- Have a high school that has a higher than 60% graduate rate.
- More art and music focus. It will be the new place for artists and families to meld with community art and music programs along with small business center in mixed-use buildings. Parks will be along the roads as well as medians to help slow down traffic. Folks will be proud to say they live in this neighborhood.
- A walking and biking friendly community that has a variety of mixed use developments, wide sidewalks, trees and bike lanes – our own community center
- Visually attractive, with locally owned environmentally conscious businesses where people enjoy walking and biking to. Open spaces, trees, community-building spaces will be abundant. People will be able to do all their “business” in the neighborhood, including shopping, errands, entertainment and social services
- Environmentally conscious, attractive space that provides the community with biking and walking opportunities; local events with local business are honored
- Artist friendly with multiple murals painted by local artists only making the local businesses more pleasing to the eye.
- A place with an array of inviting, attractive amenities for people to walk and/or bike to so that we can get to know people in the area and live as a community with shared interests and goals
- Green and a place I enjoy walking to and along – a place I enjoy visually

NE 82nd Avenue of Roses connects surrounding neighborhoods and improves livability as a walkable, safe, green, attractive mixed-use destination that nearby residents are proud of. NE 82nd Avenue of Roses attracts a diversity of people, including families and artists. The corridor provides access to parks, open spaces, community gathering spots, healthful local food, and a variety of interesting local businesses.
• Community-oriented, environmentally responsible, and scaled for people, not autos. A family friendly environment, people respect the properties and each other… a place with memorable history

• A community center which attracts diverse groups – more grocery stores and crosswalks for safety, lighting and bus shelters

• 82nd should remain an auto street that is a through street connecting the airport to the north with Clackamas County to the South! Businesses should create jobs and attract all kinds of users. Buildings should be set back from the sidewalks to provide a strip of parallel open space on both sides of the street. Housing is better served not located directly on 82nd.

• A more pedestrian environment centered on making connections, not individual plots of land

• A place I can walk to and enjoy the businesses and resources as a community rather than a highway.

• A destination

• A place where I am proud to say, “20 years ago, I bought my first home in a neighborhood, and it was a great decision.”

• A place we can walk, take grandchildren to parks, feel safe, and say, “I’m glad I live here.”

• A corridor with many options for walkable destinations, as well as businesses that sell necessary goods (i.e. truck canopies) – welcoming, comfortable and fresh – coffee shops, restaurants, retail and gathering places

• New Seasons, Traders Joe’s – Holiday Market style food grocery and deli

• Music and theater performance and education space

• A destination

• A home

• Walkable

• Comfortable and fun

• Farmer’s market

• A walkable, accessible, bikable, desirable mixed-use destination where visitors and residents shop, play, and enjoy community-planned development.
On April 8, 2008, InSight engaged Madison High School students in a lively discussion about NE 82nd Avenue of Roses during Mr. Matt Sten’s Civics classes. During two class sessions, a total of nearly 60 students wrote comments on maps, filled out opinion surveys and visual preference surveys, and spoke candidly about the street they pass along five or more days a week. Findings are summarized below.

Comment Mapping

In this activity, groups of five to six students looked at a map of NE 82nd Avenue showing streets, buildings, parks and business names. Students were asked to give feedback on places they think are generally good (such as favorite restaurants or parks), places they deem undesirable, transportation issues, personal safety issues, park issues, and ideas for the Siskiyou Square site that sits vacant across from their school. The results are listed below. Places that students mentioned more than once are listed in descending order of occurrence, with the number of mentions in parentheses.

Good places

- El Burrito Loco #3 (5)
- Popeye’s (5)
- AMF Cascade Lanes (4)
- Moto Pizza (4)
- Oregon DMV (4)
- Banfield Corporate Headquarters & dog park (3)
- New Happy Fortune (3)
- Plaid Pantry (3)
- Saigon Plaza (3)
- 76 station (2)
- Cricket Wireless (2)
- Glenhaven Park (2)
- The Heights at Columbia Knoll (2) “work opportunity”
- Les Schwab Tire (2)
- Madison High School (2)
- Madison High School athletic fields (2)
- McDonald’s (2)
- Nelson’s Nautilus (2)
- Portland Closeout (2)
- 711
- Animal Wellness Center of Portland
- Asian-American Shopping Center
- Banfield Pet Hospital
- Blue Sky Café
- Cameo Pancakes and Steak
- Domino’s Pizza
- MAX station
- Portland Grotto
- Shell station
- Travelodge

Bad places

- Pussycats (5)
- The Red Room (4)
- Siskiyou Square site, including vacant building (4) “ugly”
- Former G-Spot (3)
- McDonald’s (3) “Bad for you”
- Honey Suckles Lingerie (2)
- Kings Row Motel (2)
- Adult businesses at Madison Heights Plaza “Eww.” (2)
- States Motel (2)
- Area underneath Halsey Street overpass by freight railroad tracks – “People
get killed here.”
- Cameo Motel
- Les Schwab Tire
- Loto’s Deli
- Madison Suites Extended Stay
- MAX station – “Crackheads, prostitutes and thugs.”
- Motel Cabana
- Oregon DMV “sucks”
- The Original Taco House
- Quan Vu Billiards & Karoke
- Skate Park

Additional land use comments (See also Siskiyou Square ideas)
- Movie theater wanted
- Papa John’s wanted
- Subway wanted
- Update the Glenhaven Baptist Church
- Update vacant storefront at Eugene Street
- Flowers are friendly and pretty

Transportation comments
- Improve crosswalk at Madison High School. It’s dangerous, and especially scary during morning rush hour. (5)
- Additional crosswalks are needed between Madison High School and Tillamook Street, including from northbound bus stop near The Red Room to MHS athletic fields. (4)
- Crosswalk needed from southbound #72 bus to MAX station stairway; currently dangerous. (3)
- There is a long wait to get the walk signal at NE 82nd and Siskiyou. (2)
- 82nd Avenue / MAX area floods from backed-up storm sewers during heavy rain.
- #72 bus stop spacing is good, but sometimes drivers forget stops.
- Bus stops near Madison High School need shelters.
- “Yay Tri-Met!”
- Add a bike lane to 82nd.
- Siskiyou Street east of 83rd too narrow
- Many side streets have potholes
- Speed limit too low (25 mph) on Tillamook Street.
- Halsey/84th/85th intersection poorly designed.

Personal safety comments
- 82nd is known for prostitution and that’s way many students and parents choose not to go to Madison High School. This puts the school in danger of closing.
- MAX station needs major work – crackheads & prostitutes.
- Men honking horns at young women a problem – pass a no-honking ordinance.
- A young woman cannot walk along NE 82nd Avenue without being assumed to be a prostitute.

Park comments
- Glenhaven Park should be more family-friendly (2)
- Students skip school at Glenhaven Park.
- Parking conflicts at Glenhaven Park due to Madison High School.
- Add a community center to Glenhaven Park.
- Too much underage tobacco smoking and pot smoking at Glenhaven Park
- Glenhaven Park needs soccer fields and basketball courts.
- Underage drinking and partying takes place at Rose City Golf Course.
- Neighborhood needs more tennis courts.

Ideas for the Siskiyou Square site
- Movie theater (2)
- No Wal-Mart (2)
- 24-Hour Fitness
- Ball park
Opinion Survey

Students completed an opinion survey similar to the one administered at the open house two days later. This version has a few more questions about skateboarding.

1) Do traffic safety concerns limit your ability or willingness to walk, bike, or take public transit along NE 82nd?

   During the day: Yes 40.7%  No 59.3%  At Night: Yes 58.5%  No 41.5%
   Comments:

2) Would you feel safe taking public transit along, or near, NE 82nd?

   During the day: Yes 83.1%  No 16.9%  At Night: Yes 35.8%  No 64.15%
   Comments:

3) Would you feel safe driving along/across NE 82nd?

   During the day: Yes 86.5%  No 13.5%  At Night: Yes 46.7%  No 53.3%
   Comments:

4) Would you feel safe walking along/across NE 82nd?

   During the day: Yes 77.8%  No 22.2%  At Night: Yes 26.4%  No 73.6%
   Comments:

5) Would you feel safe riding a bicycle along/across NE 82nd?

   During the day: Yes 32.1%  No 67.9%  At Night: Yes 13.5%  No 86.5%
   Comments:

6) Would you feel safe using the skate park?

   During the day: Yes 26.1%  No 73.9%  At Night: Yes 13.4%  No 86.4%
   Comments:

7) Is your neighborhood better now than when you first moved here?

   Yes 59.1%  No 40.9%
   Comments:

8) On average, how often do you visit a business on NE 82nd?

   In a week: Avg. = 3.3  Median = 2.5  Most common answer = 2
   In a month: Avg. = 12  Median = 8  Most common answer = 8

9) Have you ever used a local community or recreation center?

   Yes 27.8%  No 22.2%

10) On average, how many days a week do you walk along/across NE 82nd?

    Avg. = 3.87  Median = 4  Most common answer = 5

11) On average, how many days a week do you take transit along/near NE 82nd?

    Avg. = 2.58  Median = 1.5  Most common answer = 0

12) On average, how many days a week do you ride a bike along/across NE 82nd?

    Avg. = .07  Median = 0  Most common answer = 0

13) On average, how many days a week do you ride a skateboard along/across NE 82nd?

    Avg. = 0  Median = 0  Most common answer = 0
14) On average how many times a week do you use the skate park?
Avg. = .09 Median = 0 Most common answer = 0

15) Is NE 82\textsuperscript{nd} within convenient walking distance of your residence?
\begin{itemize}
  \item Yes 56.4\%
  \item No 43.4\%
\end{itemize}
How many minutes: Avg. = 17.7 Median = 12.5 Most common answer = 10

16) Which of the following would you like to see more of along NE 82\textsuperscript{nd}? (Check all that apply.)
\begin{itemize}
  \item Housing 46.3\%
  \item Public Transit 51.8\%
  \item Restaurants 75.9\%
  \item Community/Recreation Center 53.7\%
  \item Grocery 57.4\%
  \item Medical Services 46.3\%
  \item Retail (small) 53.7\%
  \item Social/Government Services 14.8\%
  \item Retail (large) 42.6\%
  \item Parks/Open Space 72.2\%
  \item Manufacturing 5.6\%
  \item Other:
\end{itemize}

17) Which of the following along NE 82\textsuperscript{nd} do you feel would be the most beneficial to your neighborhood? (Check all that apply.)
\begin{itemize}
  \item Housing 48.1\%
  \item Public Transit 53.8\%
  \item Restaurants 67.3\%
  \item Community/Recreation Center 65.4\%
  \item Grocery 67.3\%
  \item Medical Services 59.6\%
  \item Retail (small) 40.4\%
  \item Social/Government Services 23.1\%
  \item Retail (large) 26.9\%
  \item Parks/Open Space 63.5\%
  \item Manufacturing 3.8\%
  \item Other:
\end{itemize}

18) What are your biggest traffic safety concerns along the NE 82\textsuperscript{nd}? (Check all that apply.)
\begin{itemize}
  \item Traffic Safety 57.7\%
  \item Jaywalking 53.5\%
  \item Pedestrian Crossing Signals 51.9\%
  \item Bike Safety 32.7\%
  \item Bike Access 25\%
  \item Speeders 61.6\%
  \item Red Light Running 52.9\%
  \item Left Turns 34.6\%
  \item Other:
\end{itemize}

Please indicate whether or not you agree or disagree with the following statements:
1= Strongly Disagree  2=Disagree  3=Neither agree/disagree  4=Agree  5=Strongly Agree  9=Not applicable/don’t know
\begin{itemize}
\item 19) The Skate park is a good addition to the neighborhood
\item Mean 3.21 Median 3 Mode 4
\item 20) I know other people in my neighborhood.
\item Mean 3.73 Median 4 Mode 4
\item 21) My neighborhood is a good place for young people.
\item Mean 3.14 Median 3 Mode 2
\item 22) My neighborhood has sufficient parks and public spaces.
\item Mean 3.00 Median 3 Mode 4
\item 23) I often use my neighborhood parks and open spaces.
\item Mean 2.96 Median 3 Mode 4
\item 24) Parks or open spaces are walking distance from my house.
\item Mean 3.80 Median 4 Mode 5
\item 25) I often use the neighborhoods’ recreation centers
\item Mean 2.14 Median 2 Mode 1
\end{itemize}

26) Which neighborhood do you live in?
Madison South 27\%
Roseway 25\%
Others 48\%
InSight had the opportunity to put their classmates to work. On April 30, 2008, a group of fellow graduate students walked up and down NE 82nd Avenue of Roses, stopping in the corridor’s many businesses. Business owners or managers, if available, were asked to fill out a brief survey about doing business along NE 82nd Avenue. Respondents either filled them out at that time, or mailed them back to the InSight team a few days later. InSight received only six surveys, but they represent a good cross section of the businesses found along the corridor, including several Vietnamese-owned enterprises. Responses are listed in the table below.

<table>
<thead>
<tr>
<th>Business</th>
<th>Successful place for business?</th>
<th>Positive Aspects</th>
<th>Negative Aspects</th>
<th>Good mix?</th>
<th>What is missing?</th>
<th>Customer Base</th>
<th>What can be improved</th>
<th>Distance - mode to work?</th>
<th>Additional Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travelodge</td>
<td>Yes</td>
<td>• Oldest Street • Longest Street • Can find anything to meet shopping needs • Goes to airport</td>
<td>• Lots of open land • Old residential area – not new housing • Sometimes lost value • Traffic, drugs &amp; prostitution • Police not paying attention • Neighbors raised voice, police came in, but now almost gone – people have old impression</td>
<td>Yes</td>
<td>• Better controlled traffic flow – busy street needs to be controlled.</td>
<td>• Anyone who wants to stay the night: visitors, school teams, airport traffic.</td>
<td>• Most drive • PDC could give money for business improvements (up to 50k) – bldg needs new roof</td>
<td>20-25 min. (Lake Oswego) - Drive</td>
<td><a href="mailto:manmohan@integra.net">manmohan@integra.net</a></td>
</tr>
<tr>
<td>Farmers Insurance</td>
<td>Yes</td>
<td>• Visibility/exposure • Access to Public Transportation • Main traffic artery • Cultural mix</td>
<td>• Too many adult businesses • Transient pedestrians – due to methadone clinic • Prostitution • Low-end motel operations</td>
<td>No</td>
<td>• Mini-mall/Retail • Neighbors</td>
<td>• Vehicle traffic • Neighbors</td>
<td>• Eliminate adult businesses • Relocate RAM clinic to other location</td>
<td>5 miles - vehicle</td>
<td></td>
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<td>Moto Pizza</td>
<td>Yes</td>
<td>• High traffic volume • Corner location restricts access • City permitting process is a barrier</td>
<td>• Quality burger place, such as Burgerville or In&amp;Out</td>
<td>Yes – fits in w/Popeyes</td>
<td>• High school students • Surrounding community • Commuter traffic</td>
<td>• City could decrease signage code – code regulations</td>
<td>• Beaverton – drive</td>
<td><a href="mailto:ryanbierly@motopizza.net">ryanbierly@motopizza.net</a></td>
<td></td>
</tr>
<tr>
<td>76 Station</td>
<td>Yes</td>
<td>• Vehicle traffic • Pedestrians • Bus stop • Lack of other businesses • Existing sex oriented enterprise</td>
<td>• More productive businesses, shops, professional centers (such as medical, legal and others) • Motorized community • Local residents with automobile maintenance needs</td>
<td>No</td>
<td></td>
<td></td>
<td>8 miles - car</td>
<td>Some buildings look rundown - parking space is unseen. This does not look inviting</td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>Successful place for business?</td>
<td>Positive Aspects</td>
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<tr>
<td>AGQ Realty, Inc.</td>
<td>Yes</td>
<td>● Busy street</td>
<td>● Too much distraction</td>
<td>Yes</td>
<td>● Vehicle traffic and client referral</td>
<td>● A better way to clear traffic</td>
<td>5 miles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animal Wellness Center of Portland</td>
<td>Yes</td>
<td>● Good traffic flow</td>
<td>● Prostitution – homeless – drug addicts, who use parking lots as hangout and personal use.</td>
<td>No</td>
<td>● too many empty store fronts</td>
<td>● Neighbors - lots of walk-ins</td>
<td>20+ - car</td>
<td>Revitalize 82nd – Businesses need to organize to create a place where people want to come</td>
<td></td>
</tr>
</tbody>
</table>