

APPENDIX H: VISION STATEMENT EXERCISE

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.

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 safe, 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

- 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 Count 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.