



CITY OF PORTLAND, OREGON
BUREAU OF
Planning

Tom Potter, Mayor

Gil Kelley, Director

1900 S.W. 4th Ave., Ste. 4100
Portland, OR 97201-5380

Phone 503-823-7700

FAX 503-823-7800

TTY 503-823-6868

Email pdxplan@ci.portland.or.us

www.portlandonline.com/planning

June 1, 2006

Dear Business Owner:

The City of Portland Bureau of Planning is conducting a market study for Sandy Boulevard between 57th and 95th Avenue. The purpose of this study is to assess the market along this commercial corridor. As part of the study, surveys are being distributed to area business owners and consumers during the months of June and July 2006.

The Bureau of Planning recognizes the importance of the perspectives of area business owners in order to appropriately evaluate the opportunities and constraints of the corridor. Specifically, the study will help identify products and services that may help improve the business climate and draw more customers to the area.

We would like to ask that you take 5 to 10 minutes to complete the attached survey. Individual responses will be confidential and no personal or business names or information will be used in the final report. **The completed survey will be picked up from your place of business within one week of delivery by Bureau of Planning staff. If you would prefer, however, please feel free to mail or fax it to the address listed at the end of the survey.**

If you have any questions, please contact me by telephone at 503-823-7801 or e-mail at aflores@ci.portland.or.us. Additional information about the Bureau of Planning and the Commercial Corridor Study can be found online at <http://www.portlandonline.com/planning/index.cfm?c=34004>.

Thank you for taking the time to participate in this important research process. We look forward to following up with you once your survey has been completed.

Sincerely,

Alma Flores
Economic Development Planner



Commercial Corridor Study Business Owner Survey

The City of Portland is developing a market study of your business district. We would like your assistance in creating an accurate picture of the business climate. Please take a few minutes to complete this survey. If you have any questions, please contact Alma Flores at 503-823-7801 or aflores@ci.portland.or.us.

Date _____

Name of Business _____

Name of Business Owner _____

Business Address _____

Type of Business (restaurant, dry cleaner, etc.) _____

How long have you been in business? _____

1. Do you rent ☐ or own ☐ the business facility?

2. If you rent, what is your monthly rent? _____

3. What is the size of the business (in square feet)? _____

4. Hours of Operation (Please complete as appropriate.)

| | |
|-----------|--|
| Monday | |
| Tuesday | |
| Wednesday | |
| Thursday | |
| Friday | |
| Saturday | |
| Sunday | |

5. Number of full-time employees _____ Number of part-time employees _____

6. How far from the business district do the majority of your employees live?

1-5 miles ☐ 5-10 miles ☐ 10-15 miles ☐ 15+ miles ☐

7. Where do your employees typically park?

On-site ☐ On the street ☐ Don't need parking ☐ Other ☐

8. How do your employees typically get to work?

Drive ☐ Carpool ☐ Use public transportation ☐ Bike ☐ Walk ☐

9. What is/are the busiest sales day(s) of the week?

Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday ☐ Saturday ☐ Sunday ☐

Commercial Corridor Study

Business Owner Survey

10. What is/are the busiest sales time(s) of the day?

9-11 am ☐ 11 am-1 pm ☐ 1-3 pm ☐ 3-5 pm ☐ 5-7 pm ☐ Other _____

11. What are the THREE busiest sales months of the year?

January ☐ February ☐ March ☐ April ☐ May ☐ June ☐ July ☐ August ☐
September ☐ October ☐ November ☐ December ☐

12. When do you typically plan major sales/specials for your business? (Check all that apply).

January ☐ February ☐ March ☐ April ☐ May ☐ June ☐ July ☐ August ☐
September ☐ October ☐ November ☐ December ☐

13. Of the characteristics listed, which do you feel are the most important for the health and vitality of your corridor (business district)?

| Criteria | | Check all that Apply | |
|--------------------------|--------------------------|---------------------------------|--------------------------|
| Selection of products | <input type="checkbox"/> | Appearance of signs | <input type="checkbox"/> |
| Selection of services | <input type="checkbox"/> | Cleanliness | <input type="checkbox"/> |
| Shopping hours | <input type="checkbox"/> | Safety | <input type="checkbox"/> |
| Quality of businesses | <input type="checkbox"/> | Number of events and promotions | <input type="checkbox"/> |
| Number of parking spaces | <input type="checkbox"/> | Traffic circulation | <input type="checkbox"/> |
| Customer service | <input type="checkbox"/> | Loading zones | <input type="checkbox"/> |
| Places to eat | <input type="checkbox"/> | Entertainment/culture | <input type="checkbox"/> |
| Prices of goods | <input type="checkbox"/> | Appearance of buildings | <input type="checkbox"/> |

14. What improvements would you would like to see along this corridor?

Benches ☐ More trees and landscaping ☐ Improved lighting ☐ Bus kiosks ☐
Crosswalks ☐ Bicycle racks ☐ Trash receptacles ☐ Bicycle lanes ☐
Improved storefronts ☐ More building maintenance ☐ Other _____

15. How satisfied are you with your present location?

Very Satisfied ☐ Satisfied ☐ Neutral ☐ Unsatisfied ☐ Very Unsatisfied ☐
Plan to Move ☐ **Please Explain.** _____

16. Do you have plans to expand, reduce or relocate this business in the future?

☐ Expand
☐ Reduce
☐ Relocate: Within Portland ☐ Outside of Portland ☐ Other _____
☐ None of the above

16a. If you have plans to expand, reduce or relocate, have you encountered any barriers?

☐ Yes: Employment ☐ Financing ☐ Regulatory ☐ Structural ☐ Zoning ☐ Other _____
☐ No

Commercial Corridor Study

Business Owner Survey

17. During the time you've been in business at this location, has your business:

Improved ☐ Stayed the same ☐ Declined ☐

Please explain. _____

18. How many jobs did this business provide in 2005, including owners that work at the business?

1-2 ☐ 2-5 ☐ 5-10 ☐ 10-25 ☐ 25+ ☐

19. Please select any of the following business challenges you are currently dealing with.

| | | | | | |
|--------------------------|--------------------------|----------------------------|--------------------------|-----------------------------|--------------------------|
| No problems | <input type="checkbox"/> | Utility costs/availability | <input type="checkbox"/> | Difficulty recruiting staff | <input type="checkbox"/> |
| Financing | <input type="checkbox"/> | Product costs/availability | <input type="checkbox"/> | Difficulty retaining staff | <input type="checkbox"/> |
| Shoplifting, theft | <input type="checkbox"/> | In-city competition | <input type="checkbox"/> | Health insurance costs | <input type="checkbox"/> |
| Personnel Costs | <input type="checkbox"/> | Out-of-city competition | <input type="checkbox"/> | Vandalism | <input type="checkbox"/> |
| Shipping/transport costs | <input type="checkbox"/> | Taxes, business fees | <input type="checkbox"/> | Government regulations | <input type="checkbox"/> |
| Other (Please list) | <input type="checkbox"/> | _____ | | | |

20. Please rate your corridor (business district) on the following criteria.

| Criteria | Excellent | Good | Average | Fair | Poor |
|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Selection of products | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Selection of services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Convenient store hours | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Number of parking spaces | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Customer service | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Places to eat | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Entertainment/culture | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Prices of goods | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Appearance of buildings | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Appearance of signs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cleanliness | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Safety/Crime | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Number of events and promotions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Traffic circulation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quality of businesses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

21. Do you feel your *storefront* requires changes to attract more customers?

Yes ☐ No ☐ Maybe ☐ Don't know ☐

21a. If yes, what improvements would you make or like to make?

Clean up ☐ Paint ☐ Signage ☐ Awnings ☐ Remodel ☐ Other _____

22. Do you feel the *interior* of your business requires changes to attract more customers?

Yes ☐ No ☐ Maybe ☐ Don't know ☐

Commercial Corridor Study Business Owner Survey

22a. If yes, what changes would you make or like to make?

Improve Access ☐ Paint ☐ Products ☐ Remodel ☐ Signage ☐ Other _____

23. What changes have you seen since you first arrived in the neighborhood?

24. Did you know there's a Business Association for businesses in this district?

Yes ☐ No ☐

25. What kinds of services would you be interested in from the Business Association?
(Check all that apply.)

Group Promotions/Advertising ☐ Legal Assistance ☐ Window Display Assistance ☐
Translation Services ☐ Tax Advice ☐ Banking Assistance ☐ Financial Planning ☐
Business Planning ☐ Other _____

26. From the following list of businesses, select FIVE that you feel would compliment your business and should be located within the business district.

| | | | | | | | |
|---------------------|--------------------------|----------------------|--------------------------|----------------------|--------------------------|---------------------|--------------------------|
| Toy Store | <input type="checkbox"/> | Coffee/Sandwich Shop | <input type="checkbox"/> | Jeweler | <input type="checkbox"/> | Accountant | <input type="checkbox"/> |
| Bookstore | <input type="checkbox"/> | CD/Record Store | <input type="checkbox"/> | Antique Store | <input type="checkbox"/> | Bike Store | <input type="checkbox"/> |
| Florist | <input type="checkbox"/> | Furniture Store | <input type="checkbox"/> | Health Food Store | <input type="checkbox"/> | Photography Store | <input type="checkbox"/> |
| Attorney | <input type="checkbox"/> | Hardware Store | <input type="checkbox"/> | Dry Cleaner | <input type="checkbox"/> | Hobby Store | <input type="checkbox"/> |
| Greeting Card Store | <input type="checkbox"/> | Shoe Store | <input type="checkbox"/> | Drug Store | <input type="checkbox"/> | Bakery | <input type="checkbox"/> |
| Garden Center | <input type="checkbox"/> | Advertising Firm | <input type="checkbox"/> | Barber | <input type="checkbox"/> | Craft Store | <input type="checkbox"/> |
| Shoe Repair | <input type="checkbox"/> | Sporting Goods Store | <input type="checkbox"/> | Lodging | <input type="checkbox"/> | Discount Store | <input type="checkbox"/> |
| Print Shop | <input type="checkbox"/> | Grocery Store | <input type="checkbox"/> | Fresh Food Market | <input type="checkbox"/> | Optical Goods Store | <input type="checkbox"/> |
| Clothing Store | <input type="checkbox"/> | Leather Goods Store | <input type="checkbox"/> | Musical Supply Store | <input type="checkbox"/> | Office Supply Store | <input type="checkbox"/> |
| Pet Supply Store | <input type="checkbox"/> | Medical Office | <input type="checkbox"/> | Recreation Facility | <input type="checkbox"/> | Other _____ | <input type="checkbox"/> |

Thank you for your time! City of Portland employees will return to your place of business within seven business days to pick up the completed survey. If you wish to return the survey yourself, please mail or fax it to:

City of Portland, Bureau of Planning
Attn: Alma
1900 SW Fourth Avenue, Suite 4100
Portland, OR 97201-5350

Fax: 503-823-7800