

*Online Business  
Survey Results*  
Spring 2014

District



# About the Creekside Business Survey

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- Online survey, available in English, Spanish and Korean
- Survey open Nov 2013 – Jan 2014
- Publicized to area businesses via email and postcard mailing
- Received 11 responses

# What kind of business do you own?

- Art Gallery
- Auto Parts Retail & Wholesale business
- Business Consulting
- Counseling
- Financial Services
- Investment Advisor
- Lumber & Plywood Wholesale/Distribution
- Mediation
- Professional Services
- Services, Selling Manufacturing Signs
- Computer Software

# What is the size of your current location?

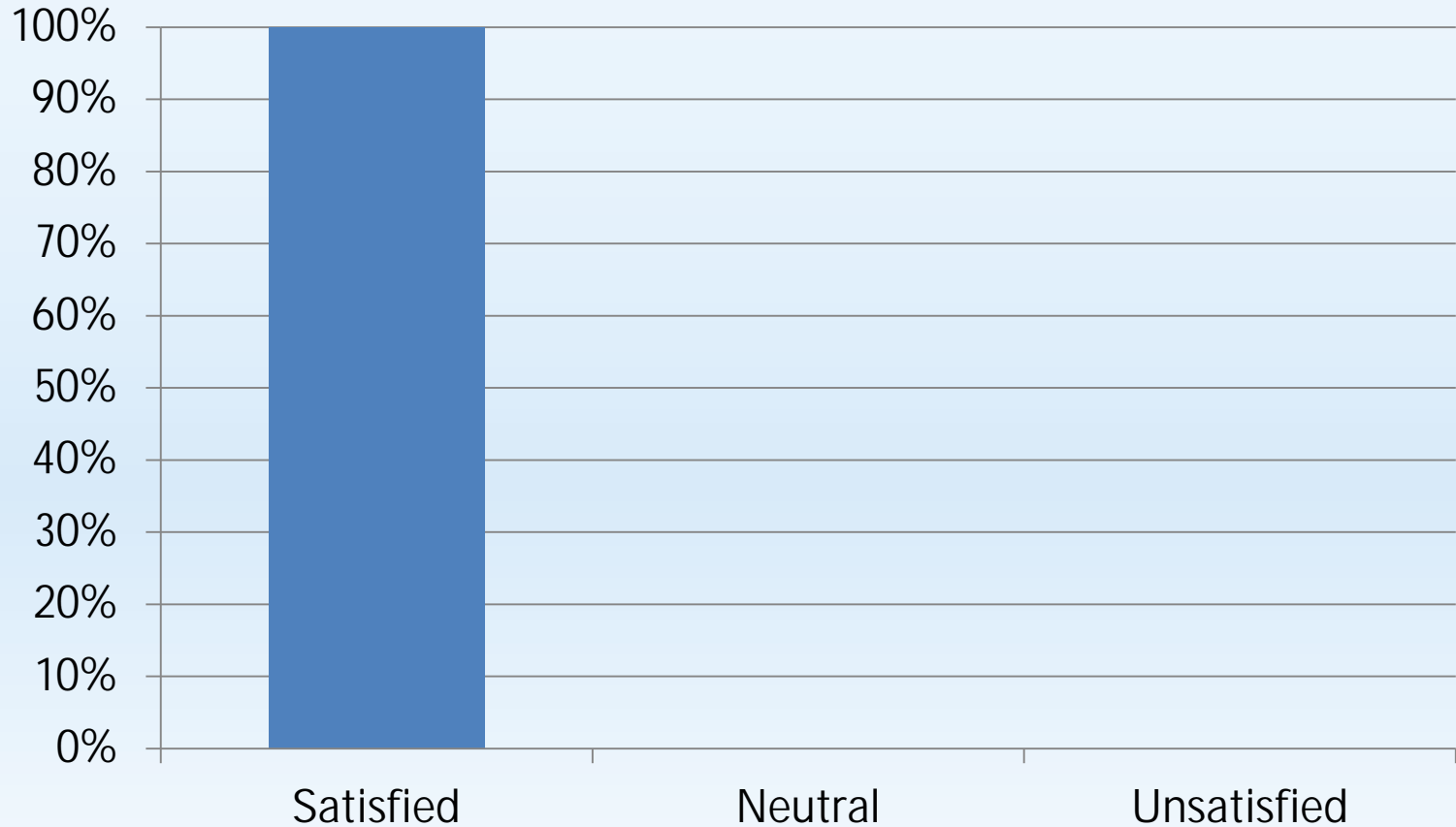
## Less than 1,000 SF

- 125 sf
- 200 sf (x2)
- 300 sf
- 600 sf
- 760 sf
- 800 sf

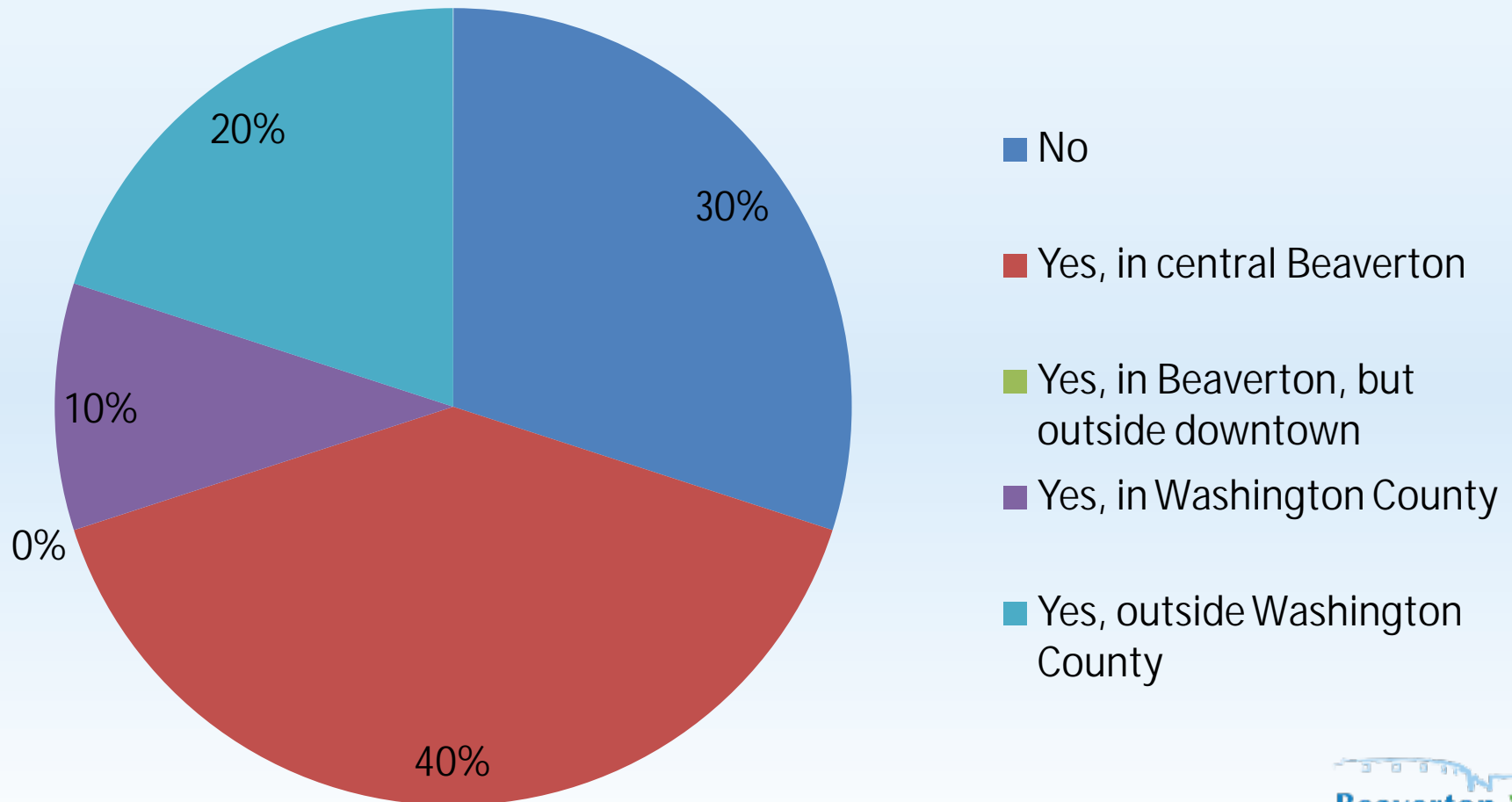
## Greater than 3,000 SF

- 3,200 sf
- 6,700 sf
- 14,000 sf
- 22,000 sf

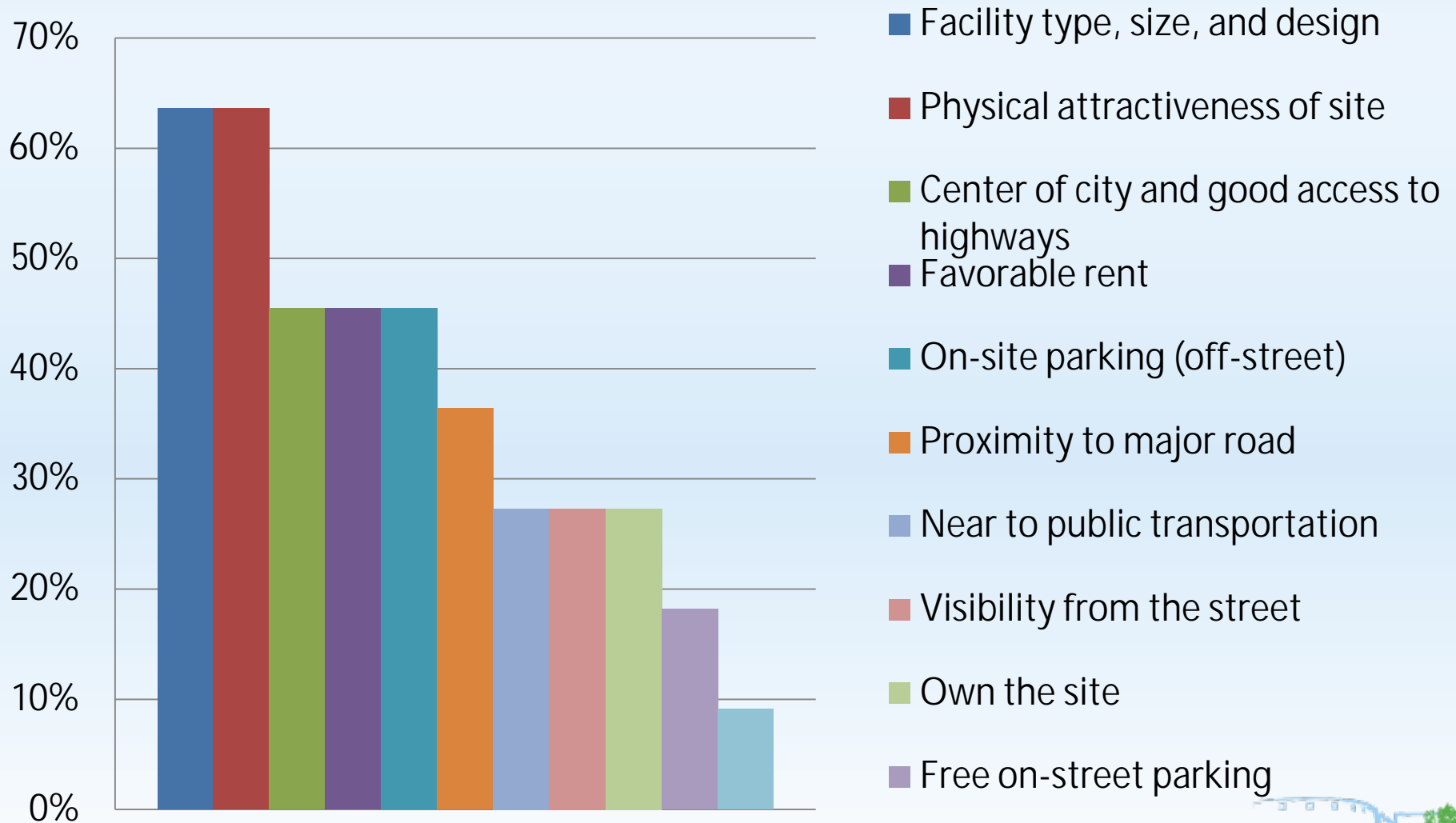
# How satisfied are you with your current location?



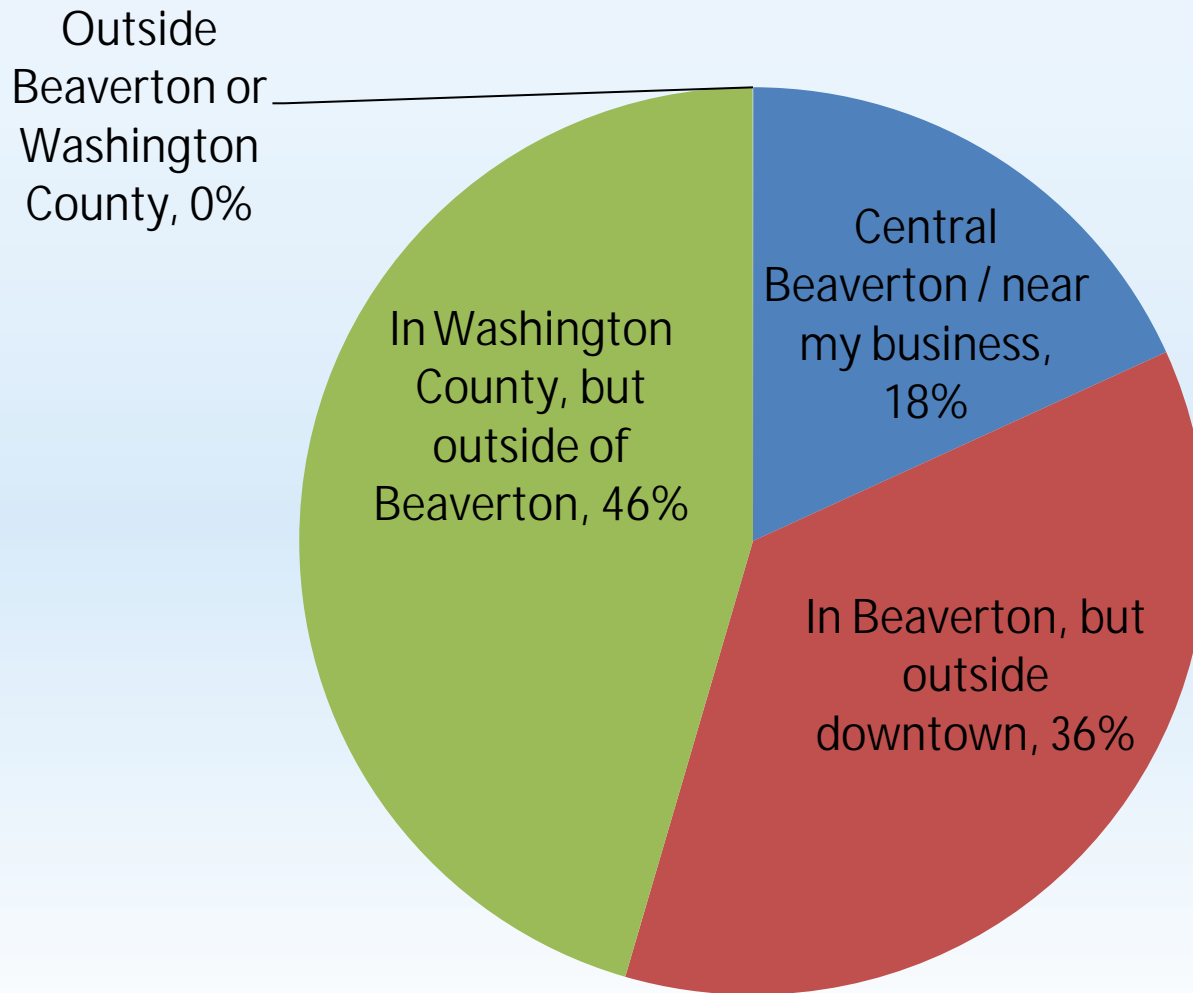
# In the past, have you operated this business at another location?



# Why is your business in its current location?

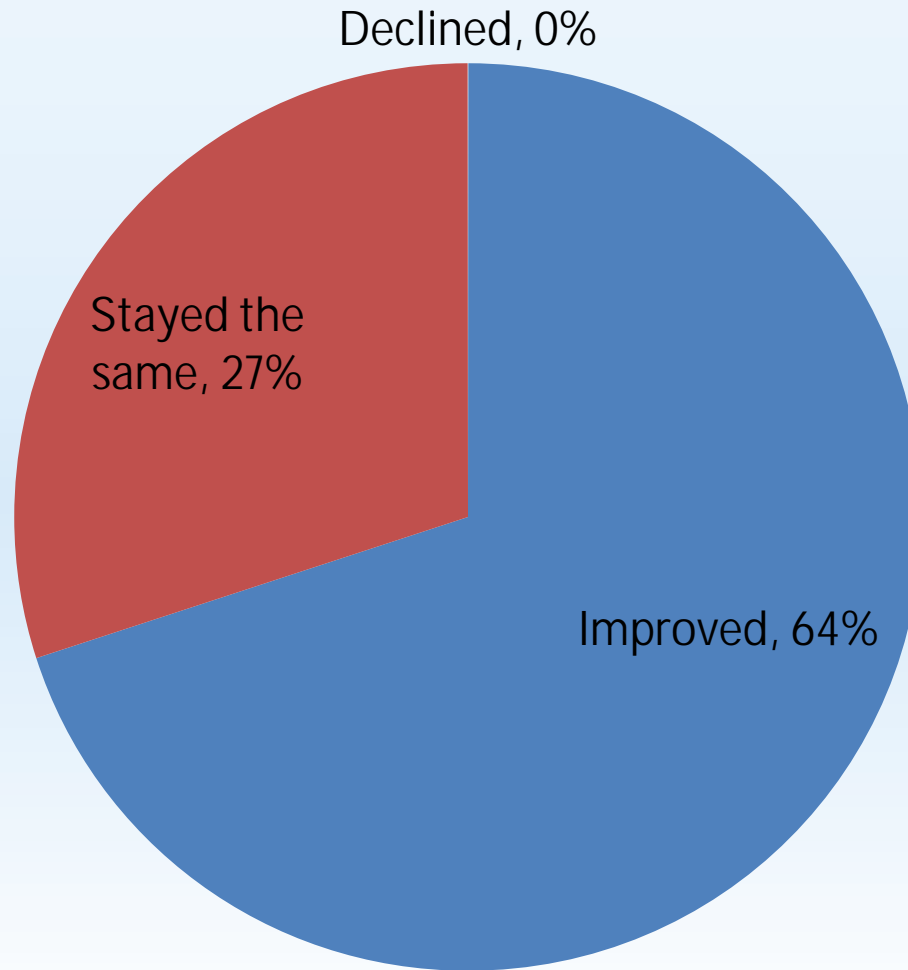


# As an owner/manager, where do you live?





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



# What changes have you seen since your business began at its current location?

- Sales and inventory growth. But most importantly we've grown to 29 employees
- New development and other property improvements
- Some construction around the building
- Improvements in tenant mix, storefronts
- First Friday has increased awareness of district

# What changes would you like to see in the District area that would improve your business?

- Better access to Highway 217
- Better signage for my building
- More parking spaces
- For the area to become a hub of Class A facilities, the center of business in Beaverton, especially office and small retail
- Better signage to direct people to the businesses and directional signage for parking and to identify downtown

# What changes would you like to see in the District area that would improve your business?

- Make the natural environment more pleasant to draw people to the area
- Improve creekside walkways
- Attract restaurants to face the creek, rather than back onto it
- Parking improvements
- Safety improvements to Canyon Road and Farmington for pedestrians
- Safer intersections for cars along Watson

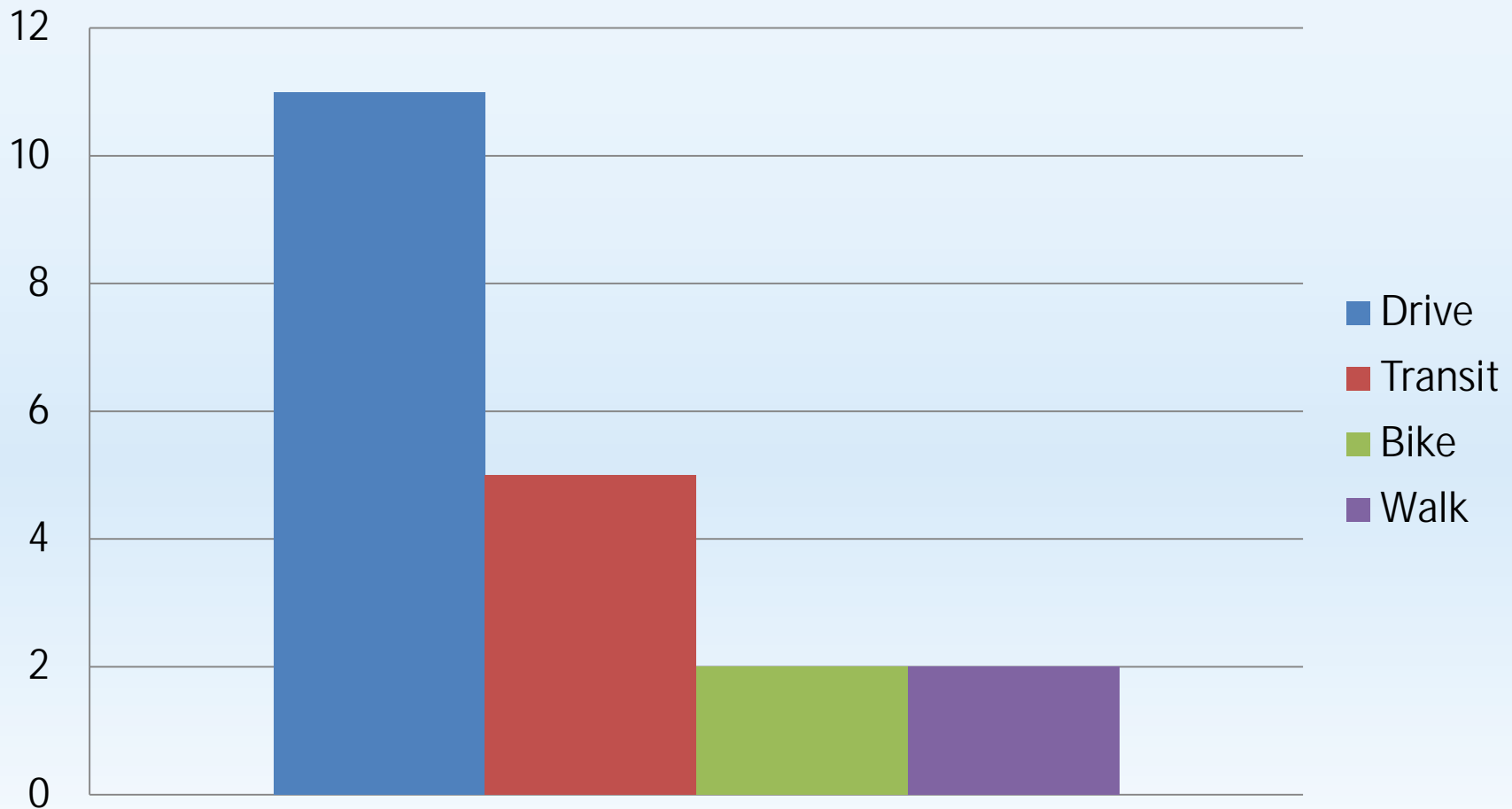
# What do you consider as possible barriers that could affect your profitability or ability to expand your business?

- General appearance of the area (litter, lack of landscaping, poorly maintained buildings, roads and sidewalks) 50%
- Lack of parking, 50%
- Nearby vacant buildings or empty lots, 30%
- Cost of rent, 30%
- Access, difficult to get to, 20%
- Lack of street visibility, 10%
- Surrounding low income rentals, 10%

# Where are your customers located?

- National (1)
- Portland Metro Region (3)
- Beaverton and Washington County (5)
- Mostly Beaverton, within 3-5 miles (1)

# How do your customers typically get to your business?



# Where do your customers typically park?

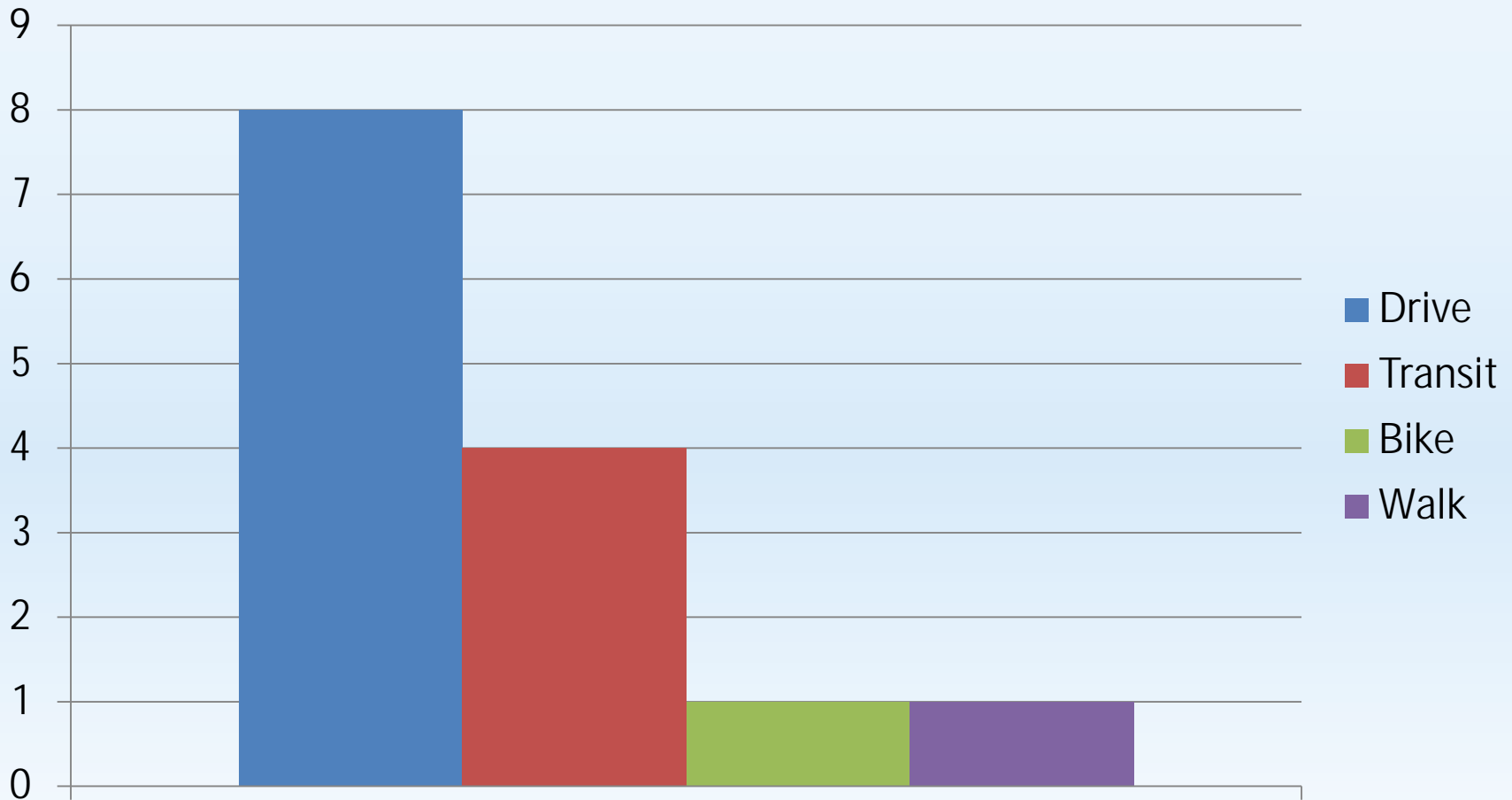
- On site, off-street (x4)
- Street, if there is space (x4)
- Nearby parking structure (x3)

## *Comments*

- Most must park illegally on Watson and Broadway because of the short time allowed
- This is a major challenge – limited visitor parking; forced to circle to find a spot; customers have gotten towed



# How do your employees typically get to work?



# Where do your employees typically park?

- Nearby parking lot (Fred Meyer)
- Nearby, on street, often illegally because of 1-hr limit
- Off-street dedicated space (x3)
- Nearby parking structure

## *Comments*

- Employees must park illegally because of 1-hr limit
- Employees have dedicated spaces; it's visitor spots that are scarce and needed

# Do you have any specific concerns about how construction may affect your business?

- None, so long as parking is not affected
- Yes - street closures in the past have occupied my parking, making it difficult for customers and employees to park.
- Yes – past construction for Tri-met has changed the driveways and access, making it difficult to pull into our lot
- People will tolerate construction if you communicate clearly and often!

# Tell us about any problem areas in the district that affect business...

- In all areas surrounding the Round, parking is predatory and not customer-friendly
- West of Cedar Hills between Canyon and Millikan, there is a concentration of low income housing – there should be a better mix of incomes
- Need 4-way stop signs near MAX crossing at Round (currently only 2 of 4 installed)

# Tell us about any problem areas in the district that affect business...

- Need sidewalk access at McDonalds located at Cedar Hills and Hall – one of many awkward pedestrian crossings
- Curbs on Westgate bridge across Beaverton Creek are a major hazard to pedestrians and cyclists

# Business association memberships

- Beaverton Chamber of Commerce (3)
- Beaverton Downtown Association (2)
- Other (*not provided*) (2)
- Hispanic Chamber (0)
- None (3)

# Final comments...

- Communication is crucial. Please reach out to your business community! Knock on doors, often, ask our opinion and be willing to listen. After initial contact, we are told there will be additional communication, but never hear back directly.

# Final comments...

- The former Westgate site should be a hotel. There is no where nice for customers to stay nearby and not have to rent a car. With the MAX station so close connecting us to the airport, they should not need to.

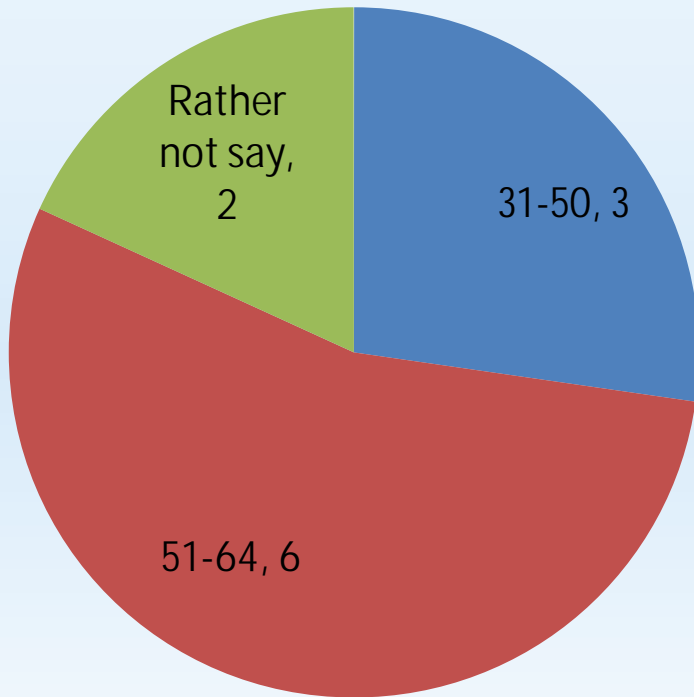


# Final comments...

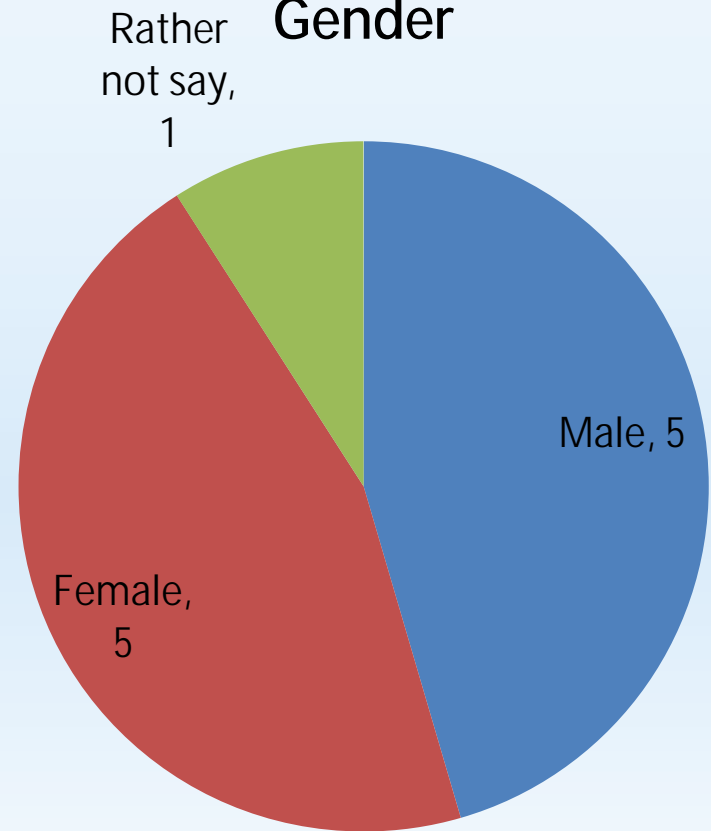
- It would be wonderful if the District were able to attract businesses to this area.
- It would also be nice if current property owners would invest in improving exteriors and landscaping on their properties.

# About the respondents...

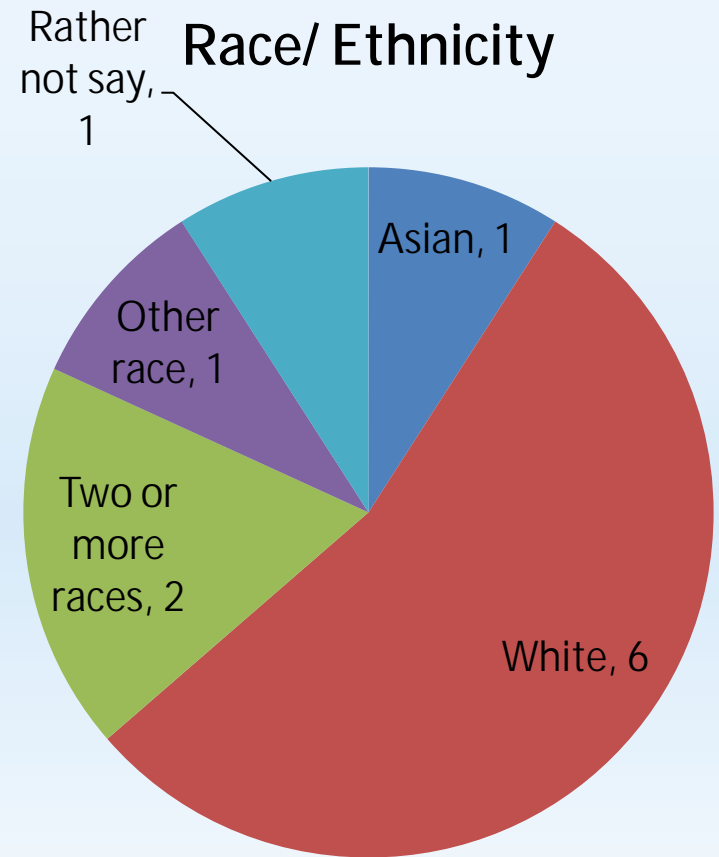
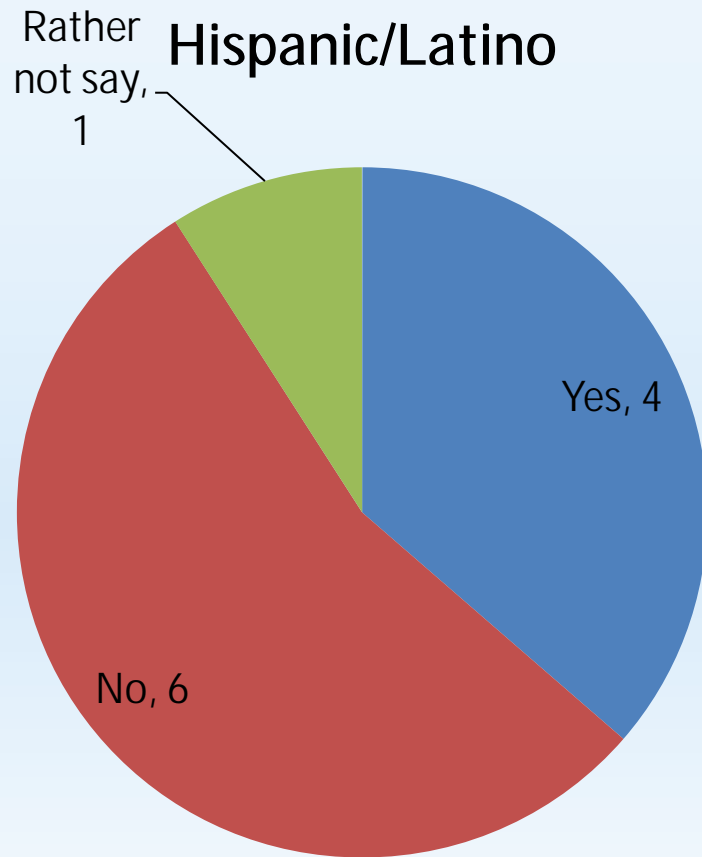
## Age

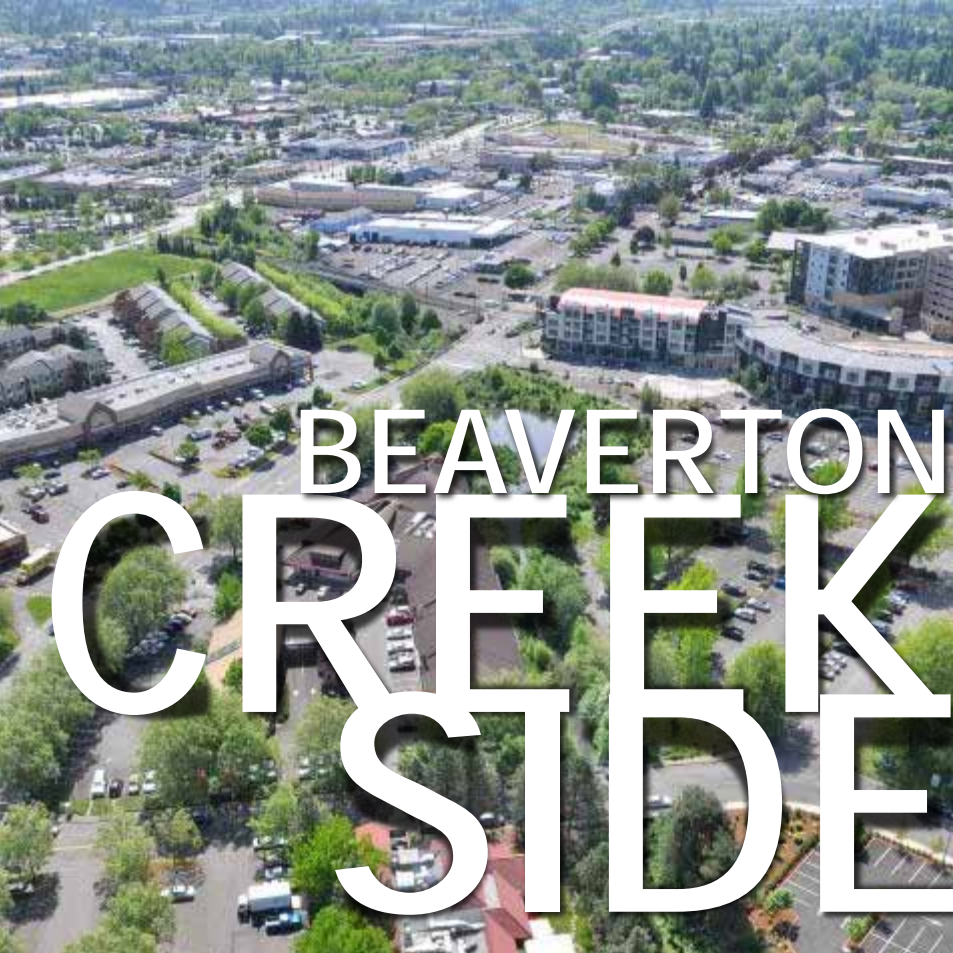


## Gender



# About the respondents...





BEAVERTON

CREEK  
SIDE

