



I-5 ROSE QUARTER

IMPROVEMENT PROJECT

SUMMER DESIGN ELEMENTS SURVEY RESULTS

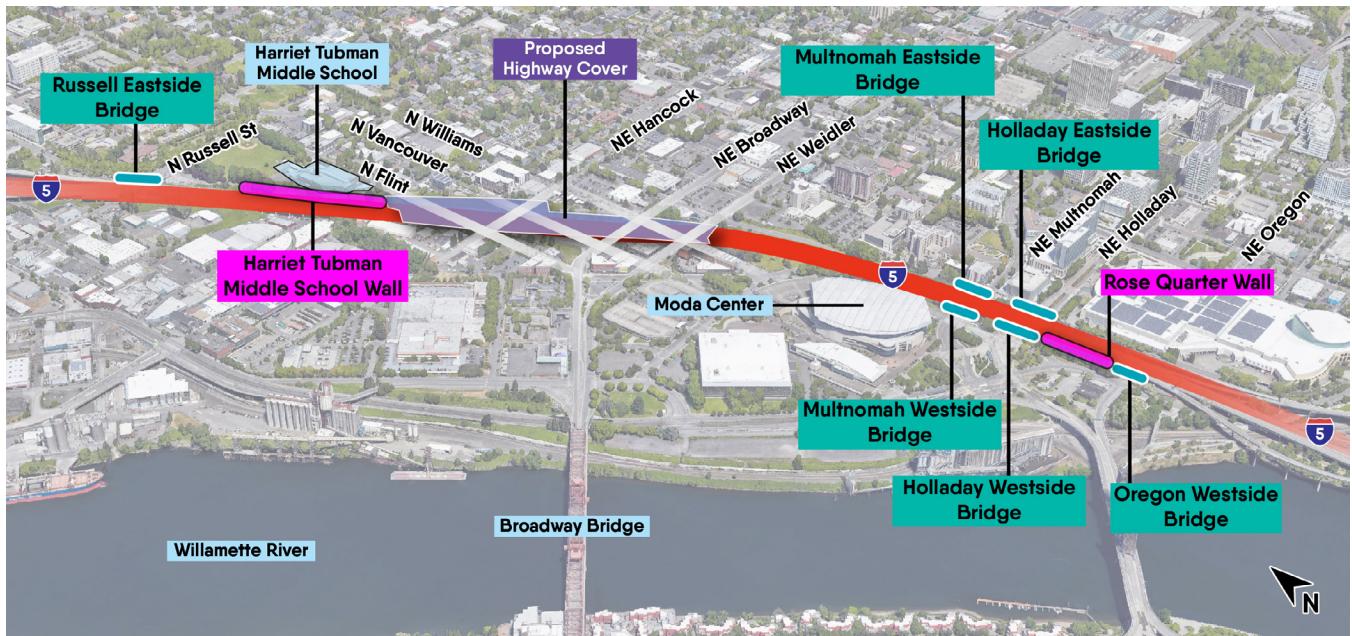
WALLS AND BRIDGES

JULY 7 – SEPTEMBER 5, 2022

ROSE QUARTER SUMMER DESIGN ELEMENTS SURVEY

Welcome

ODOT is committed to elevating and centering Black voices and people with ties to the historic Albina community in the decision-making process for the I-5 Rose Quarter Improvement Project. As such, we asked for community input to help inform the design details at two walls and six bridge locations within the project area. These urban design elements are intended to honor the historic Albina community and make the project area feel more cohesive and reflective of the neighborhood's history. The designs were identified by the Historic Albina Advisory Board (HAAB) as desirable elements to include on the bridges and walls. This is the second of several short surveys we're conducting to obtain input on project design details.



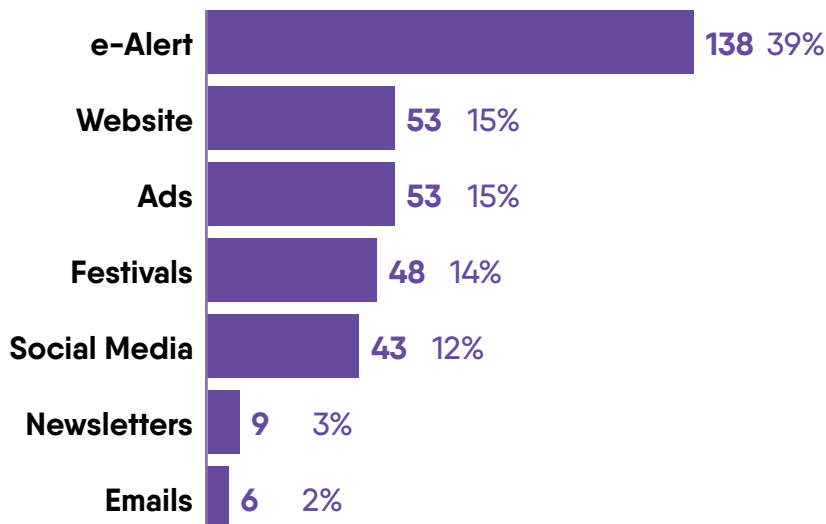
i If you'd like to see the results of the first survey, which gathered community feedback on the design of crash barriers and columns, click [here](#).

SURVEY DATA INSIGHT

African American/Black & African Respondents	All Respondents
TOTAL RESPONSES	
86*	350
RESPONDENT COMPLETION RATE	
72%	69%
TYPICAL TIME SPENT	
8m:10s	6m:52s

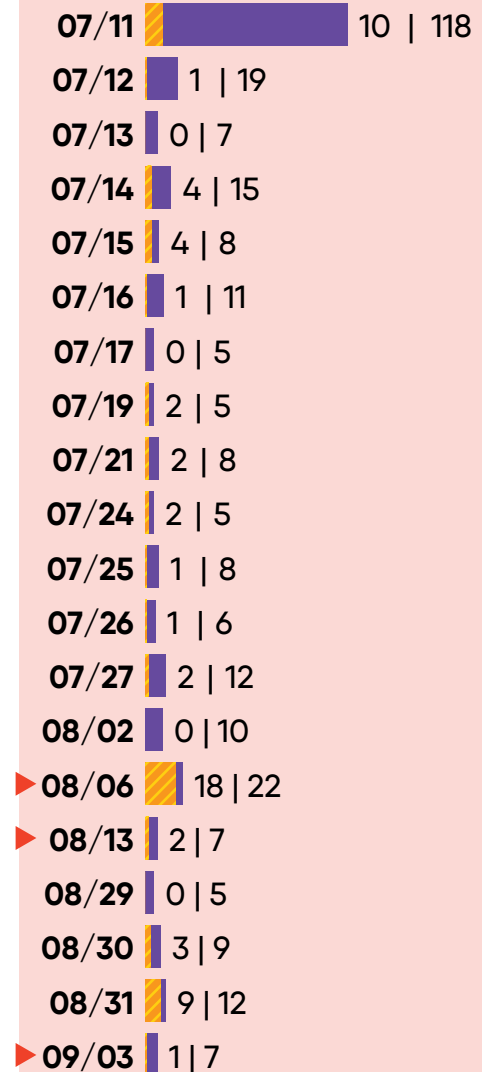
*African American/Black & African Respondents made up 25% of the survey.

RESPONSE COLLECTION METHOD



TRENDS

Responses by day*



▶ Indicates festivals/events

*Days that had fewer than five responses each have been omitted.

All Respondents* African American/Black & African Respondents

*All Respondents include African American/Black & African Respondents

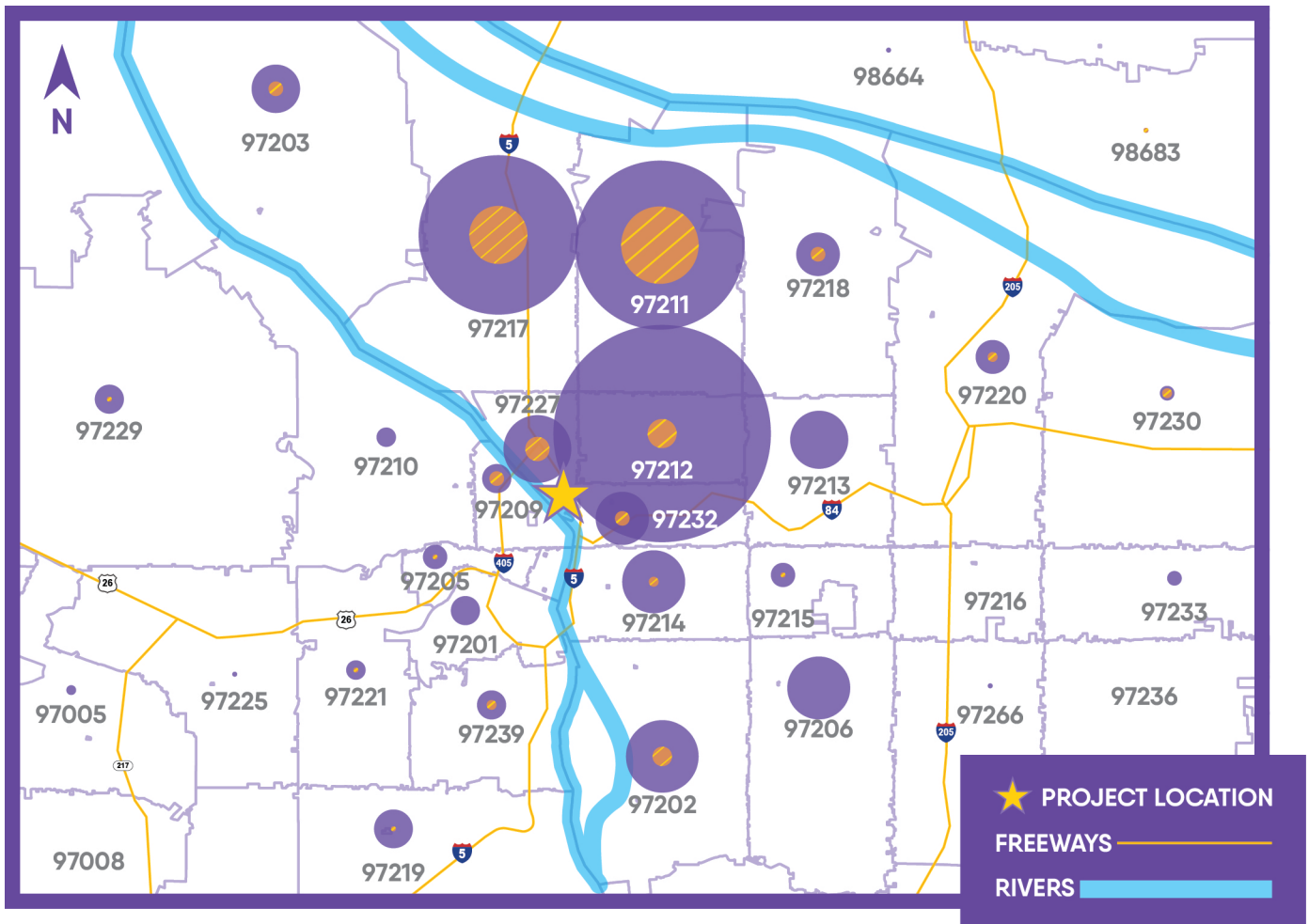
Q1. WHAT IS YOUR ZIP CODE?*

Answered: 350 Skipped: 0

**Mandatory question*

ZIP CODE*	ALL	AABA	ZIP CODE*	ALL	AABA	ZIP CODE*	ALL	AABA	ZIP CODE*	ALL	AABA
97212	45	6	97218	9	3	97034	4	1	97030	2	2
97211	35	16	97219	8	1	97221	4	1	97007	2	1
97217	33	12	97220	7	2	97210	4	0	98662	2	2
97202	15	4	97209	6	3	97230	3	2	98444	2	2
97227	14	5	97229	6	1	97306	3	0	97068	2	0
97214	13	2	97201	6	0	97233	3	1	97124	2	0
97206	13	0	97239	5	2	98682	3	1	97086	2	0
97213	12	0	97215	5	1	97123	3	1	97005	2	0
97232	11	3	97035	5	2	97223	3	0	97045	2	0
97203	10	3	97205	5	1	97222	3	0			

**A total of 36 zip codes that had only one response each have been omitted.*



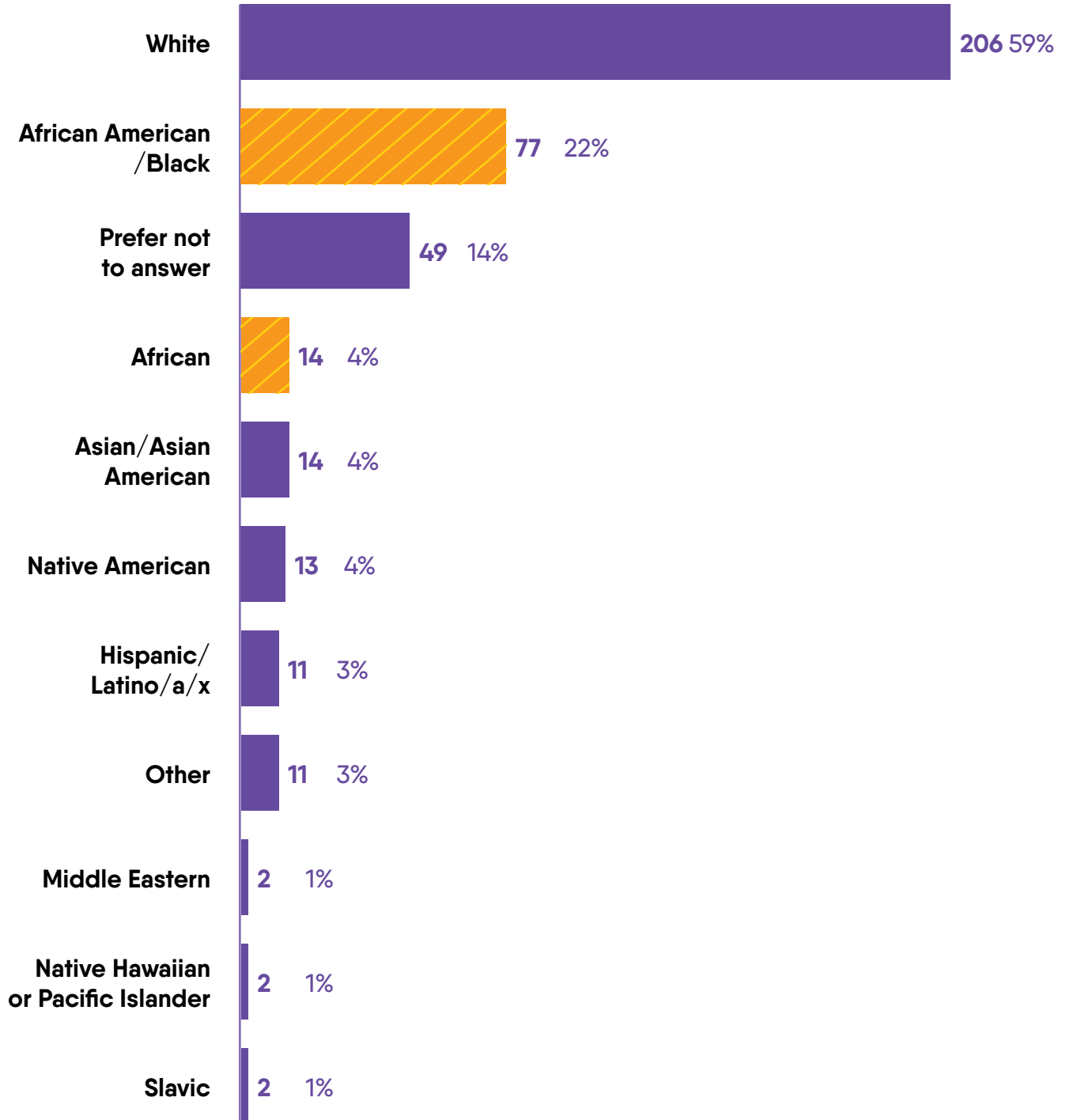
All Respondents* African American/Black & African Respondents

**All Respondents include African American/Black & African Respondents*

Q2. WHAT IS YOUR RACE/ETHNICITY? [CHOOSE ALL THAT APPLY]*

Answered: 350 Skipped: 0

**Mandatory question*



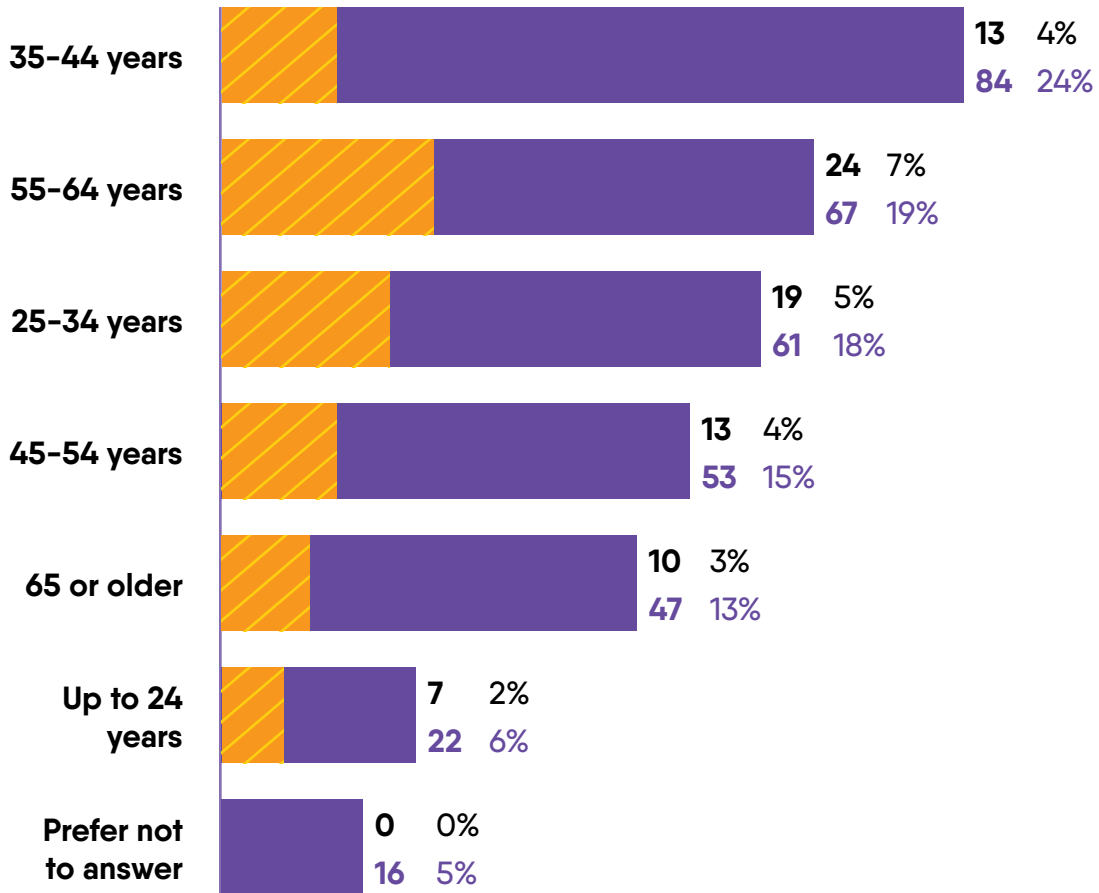
All Respondents*  **African American/Black & African Respondents**

**All Respondents include African American/Black & African Respondents*

Q3. WHAT IS YOUR AGE?*

Answered: 350 Skipped: 0

**Mandatory question*



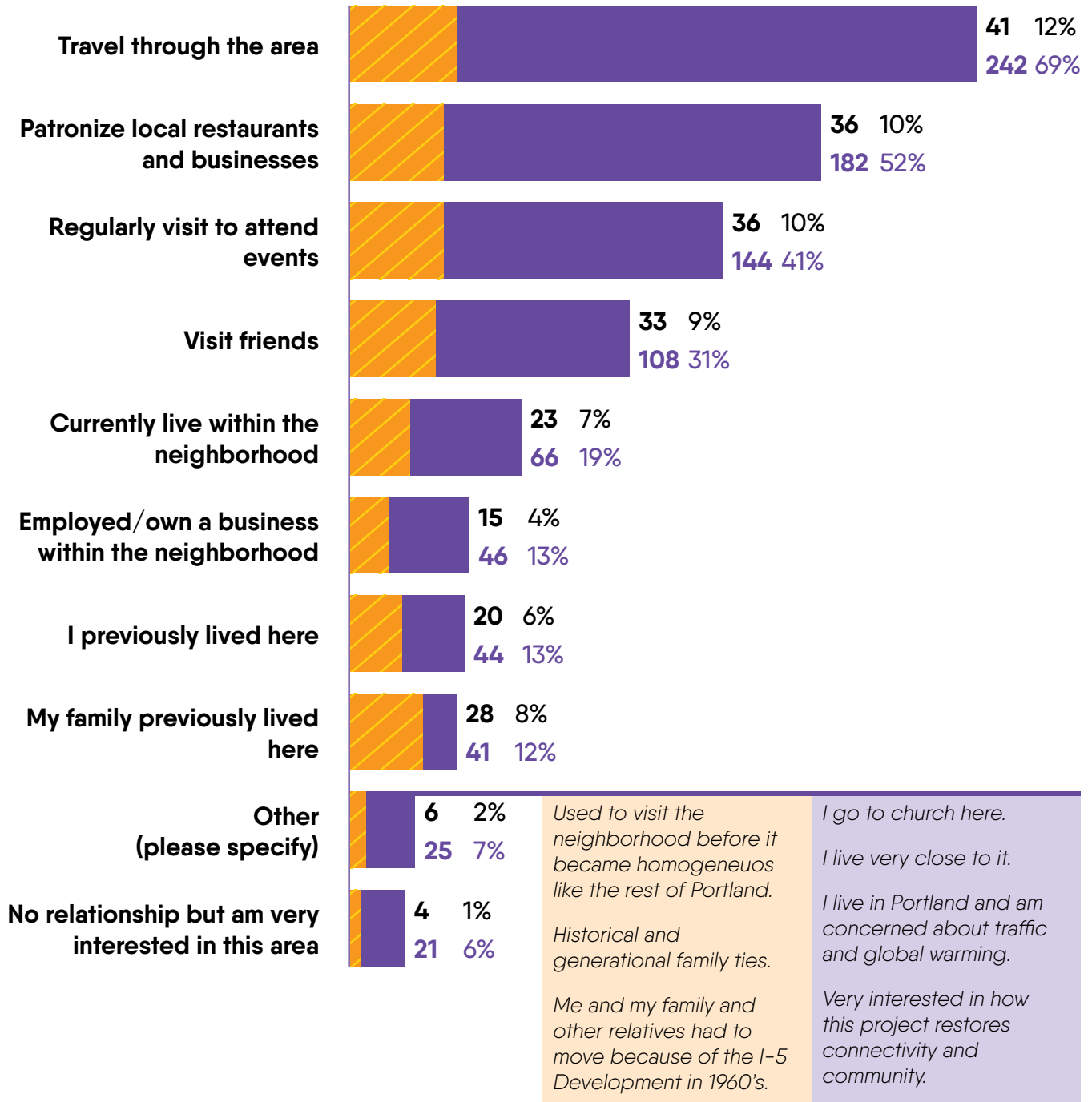
All Respondents*  **African American/Black & African Respondents**

**All Respondents include African American/Black & African Respondents*

Q4. WHAT IS YOUR TOP RELATIONSHIP TO THE ROSE QUARTER/ ALBINA NEIGHBORHOOD? [CHOOSE ALL THAT APPLY]*

Answered: 350 Skipped: 0

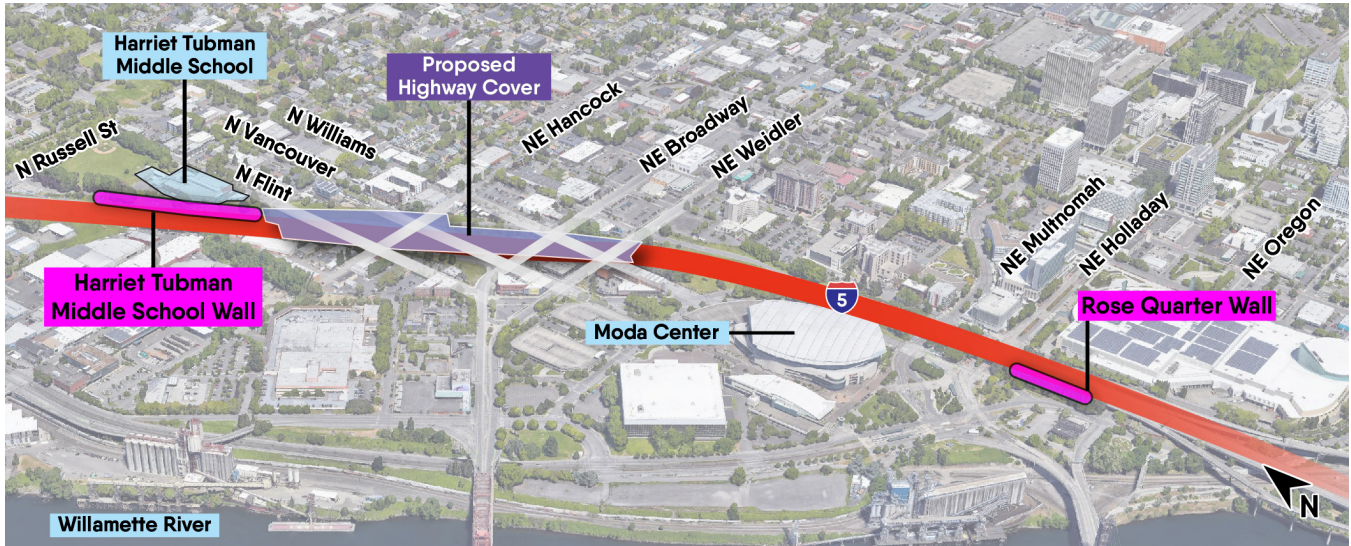
*Mandatory question



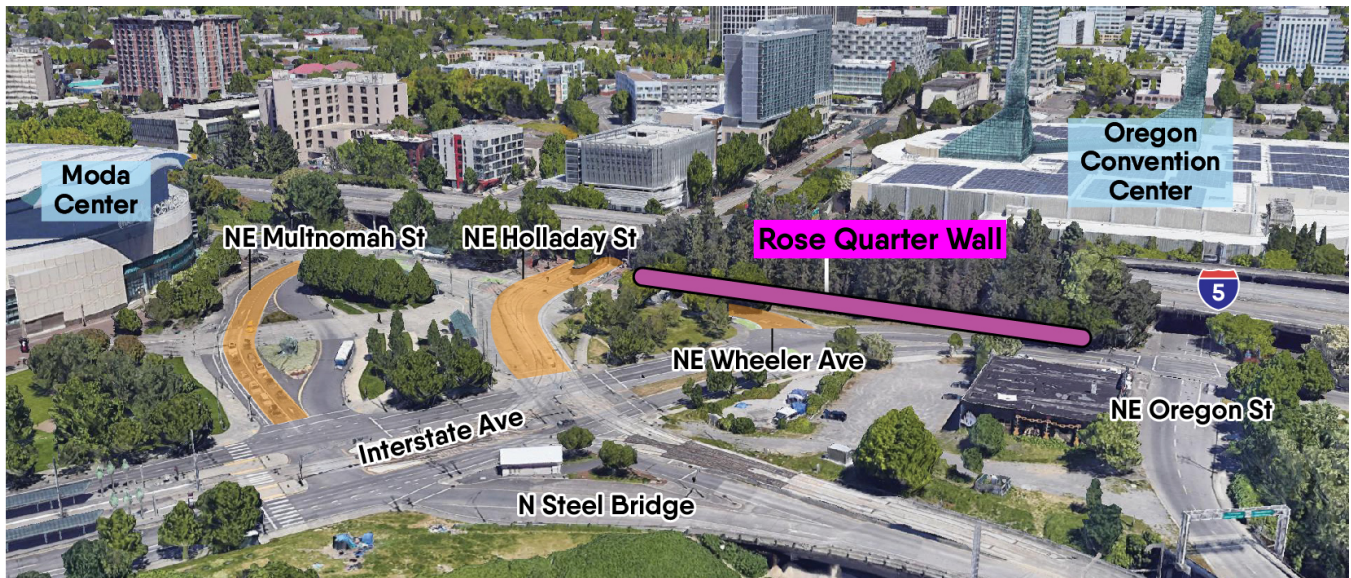
All Respondents* African American/Black & African Respondents

*All Respondents include African American/Black & African Respondents

WALLS



Rose Quarter Wall



Harriet Tubman Middle School Wall



Rose Quarter Wall

Located between NE Holladay Street and NE Oregon Street, this prominent wall is visible to travelers in cars, buses and MAX trains heading east on the Steel Bridge, as well as people walking, biking and rolling through Rose Quarter to the Rose Quarter Transit Center, Moda Center and Oregon Convention Center.



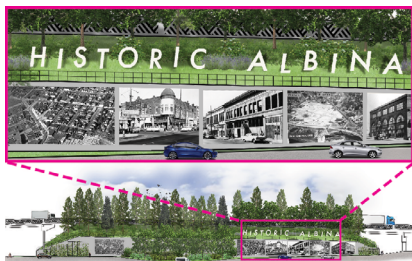
Based on conversations with the HAAB, initial designs for this wall aim to introduce and acknowledge the historic Albina community. Other design elements of this project will center the history and significant leaders of the African American community of historic Albina. We expect that local artists, historians and community groups will be involved in developing the elements of recognition, storytelling, celebration and expression for these elements of the project.

Q5. WHICH WALL PATTERN CONCEPT DO YOU LIKE THE MOST?

Answered: 280 Skipped: 70



Rotating murals



Albina sign with historic photos



Albina sign with plants



Historic Albina sign with photos



All Respondents* African American/Black & African Respondents

*All Respondents include African American/Black & African Respondents

Q6. ARE THERE COMBINATIONS OF THE DESIGNS OR OTHER DESIGNS YOU WOULD LIKE TO SEE ON THE WALL?

Answered: 300 Skipped: 50



REPRESENTATIVE RESPONSES			
Support for one idea presented	A combination of the choices	African American / Black History / people / culture	Other / unrelated
19	76	3	19
<i>Albina sign with rotating pics.</i>	<i>I like Historical Albina with the rotating murals by local artists.</i>	<i>History of how this area progressed from prewar times to now are important.</i>	<i>Why a wall? Why not sculptures?</i>

Open-ended responses collected: 117*

*Of the responses, 24% were African American/Black and African Respondents.

ADDITIONAL REPRESENTATIVE RESPONSES

African American/Black & African Respondents

Also like the rotating murals - want all of it! Historic albina pictures, words, and the murals.

Love them all. Would like for all to rotate through.

The color and it blends with the art in the city.

Historic Albina wall, photos and nice planting to attract eyes and attention to the facts.

Would love the rotating murals, but for it to still say albina or historic albina somewhere.

The soul of portland should be placed on lower portion of the sign.

All Respondents

A combo of historic with rotating murals or rotating historic murals or inspired by the history and current culture by local artists.

Rotating murals and historic photos. Maybe combine a history photo with a mural associated with the photo's content.

Historic photos and murals would be great. Hopefully the rotating murals would limit graffiti on the wall.

Albina text with mural. Art should be done by artists of color.

All Respondents*  **African American/Black & African Respondents**

*All Respondents include African American/Black & African Respondents

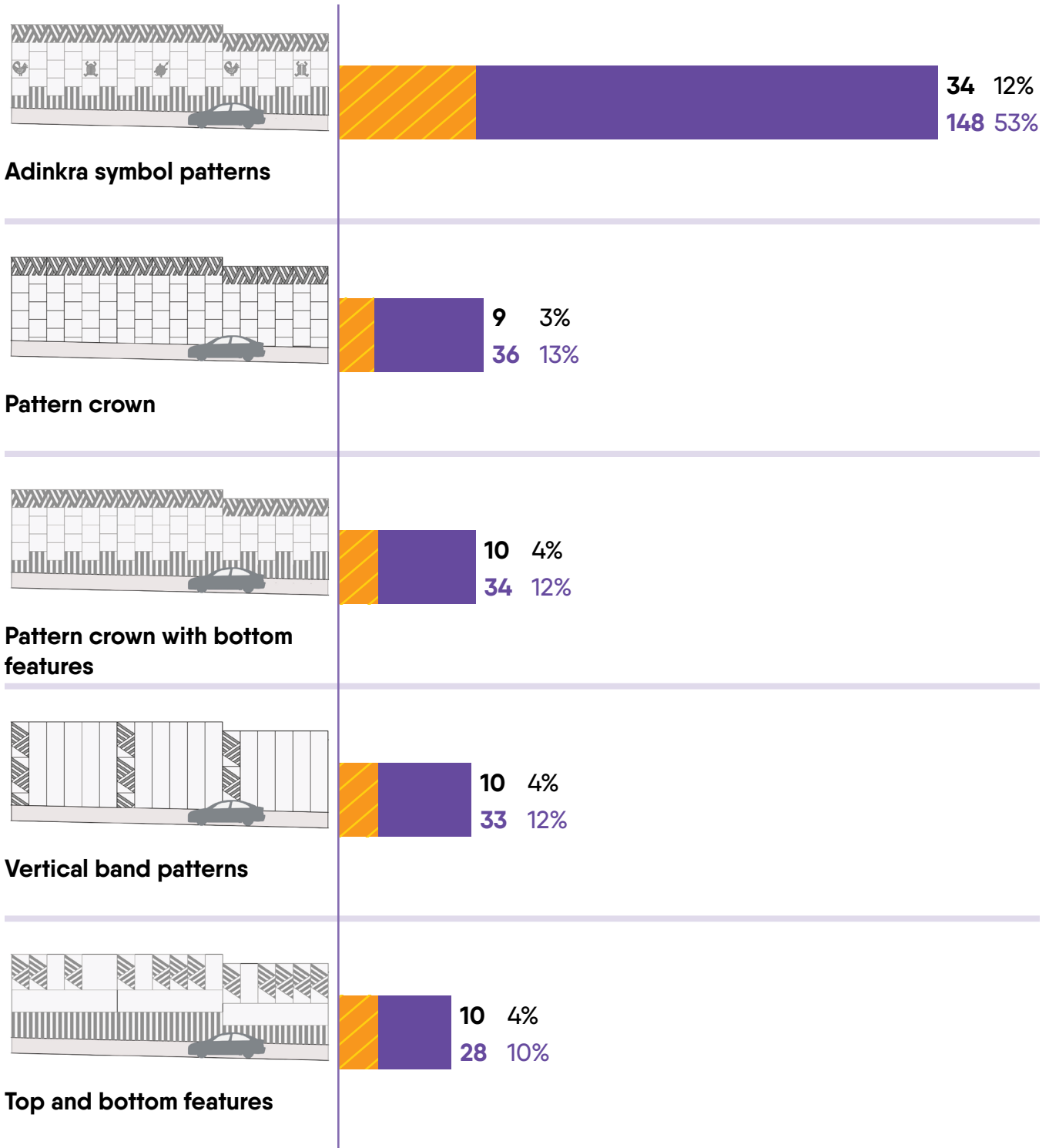
Harriet Tubman Middle School Wall

Located below and adjacent to Harriet Tubman Middle School, this prominent wall is visible to travelers heading north along I-5 and lessens the impacts of sound from the highway. Based on conversations with the HAAB, initial designs for this highway-facing wall include patterns derived from traditional African weaving patterns and [Adinkra symbols](#). We're exploring other design elements for the side of the wall that faces the school. Your feedback on the highway-facing wall here will influence the design of other walls on the project.



Q7. WHICH WALL PATTERN CONCEPT DO YOU LIKE THE MOST?

Answered: 279 Skipped: 71

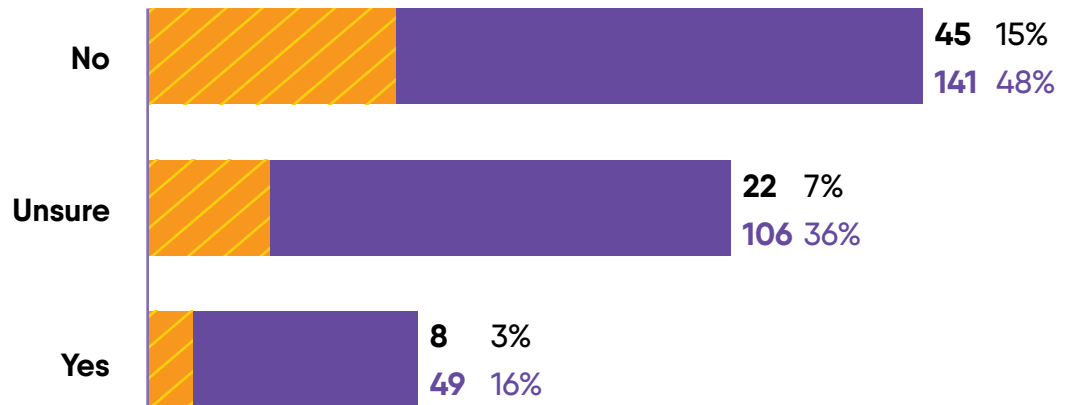


All Respondents* **African American/Black & African Respondents**

**All Respondents include African American/Black & African Respondents*

Q8. ARE THERE COMBINATIONS OF THE DESIGNS OR OTHER DESIGNS YOU WOULD LIKE TO SEE ON THE WALL?

Answered: 296 Skipped: 54



REPRESENTATIVE RESPONSES			
Support for one idea presented	A combination of the choices	African American / Black History / people / culture	Other / unrelated
4	8	3	34
Adinkra symbols pattern with top and bottom features	Vertical pattern with Adinkra symbols.	African American symbols.	Go with the lowest-cost design facing the highway. No reason to expect it will be a lesser graffiti target than existing walls. More design elements for side facing the school would be appropriate.

Open-ended responses collected: 49*

*Of the responses, 16% were African American/Black and African Respondents.

ADDITIONAL REPRESENTATIVE RESPONSES

African American/Black & African Respondents

Curious why I-5 won't be covered at Tubman school to reduce daily exposure to pollution for students; environmental toxins have a disparate impact on developing bodies and brains.

It appears that Adrinka symbols would be combined with top/bottom treatments, but just in case, I wanted to highlight the combination.

All Respondents

Just want to make sure the designs are not distracting to road users.

Not too fussy or distracting.

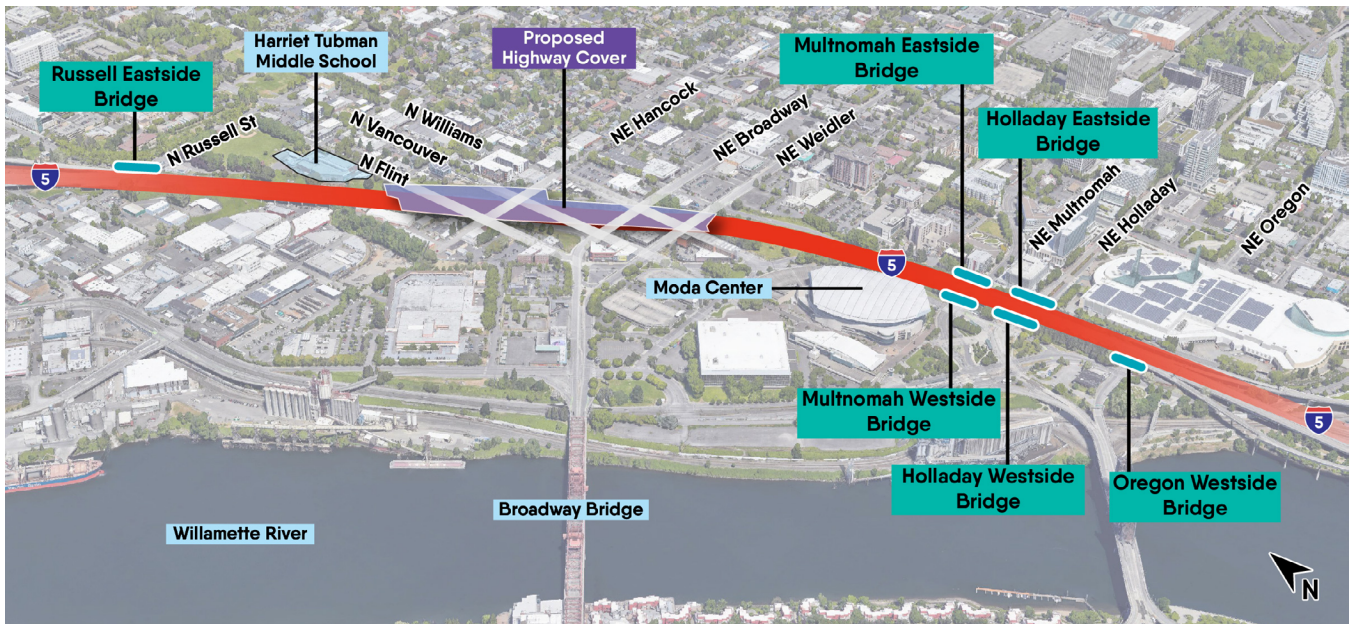
All the proposed designs are rather boring and nondescript. I'd like something more vibrant.

Dancing images, music images, spiritual images, wellness images.

All Respondents* African American/Black & African Respondents

*All Respondents include African American/Black & African Respondents

BRIDGES



Based on initial conversations with the HAAB, we're exploring the use of design elements on smaller bridges and overpasses in the area, to acknowledge and honor the historic Albina community in words. We'd like your thoughts on the style and content of lettering attached to these bridges at these six locations:

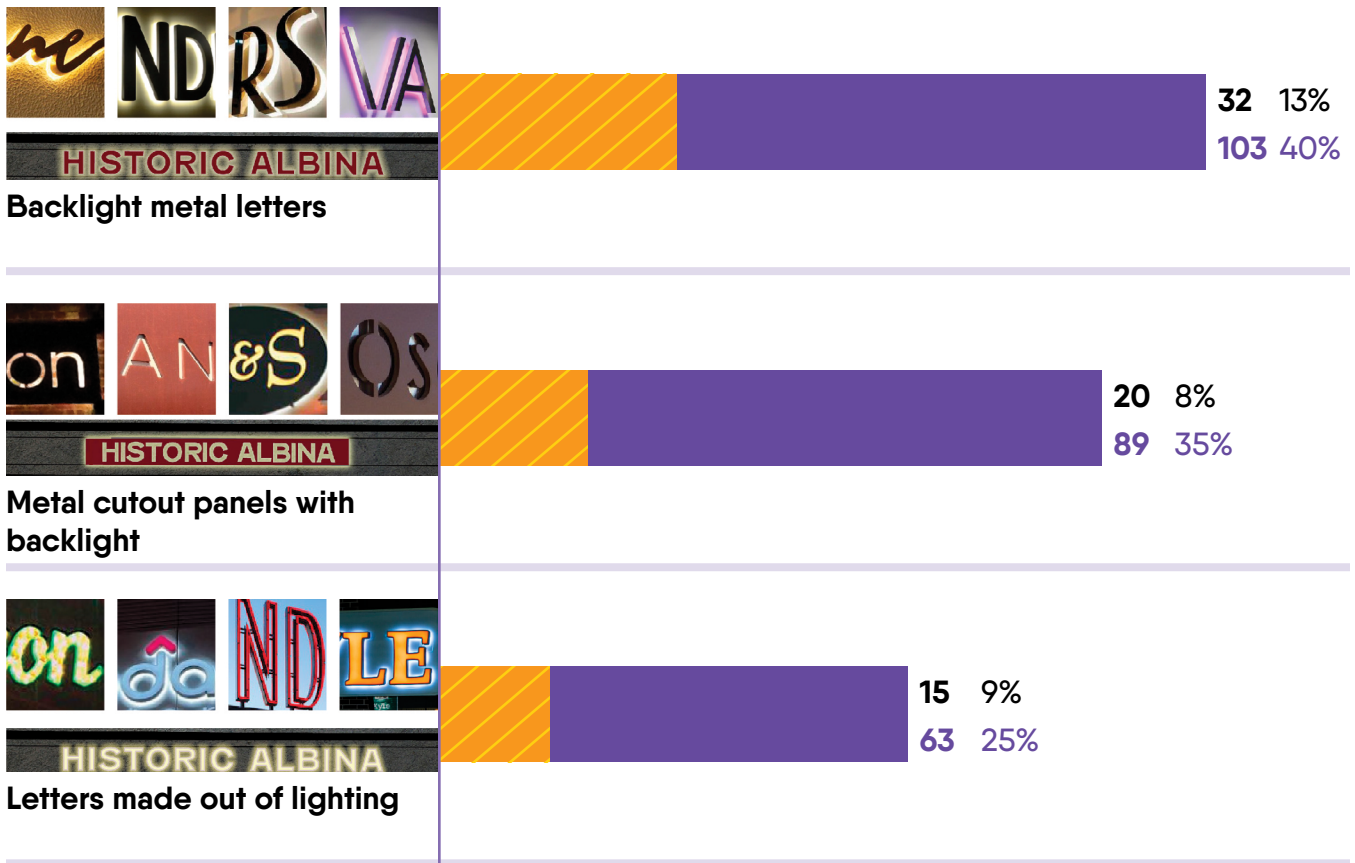
- Russell Street (Eastside)
- Multnomah Street (Eastside)
- Holladay Street (Eastside)
- Oregon Street (Westside)
- Multnomah Street (Westside)
- Holladay Street (Westside)



Illustration of potential design elements at Russell Street Eastside bridge location.

Q9. WHICH LIGHTING STYLE DO YOU LIKE MOST FOR LETTERING?

Answered: 255 Skipped: 95



All Respondents* **African American/Black & African Respondents**

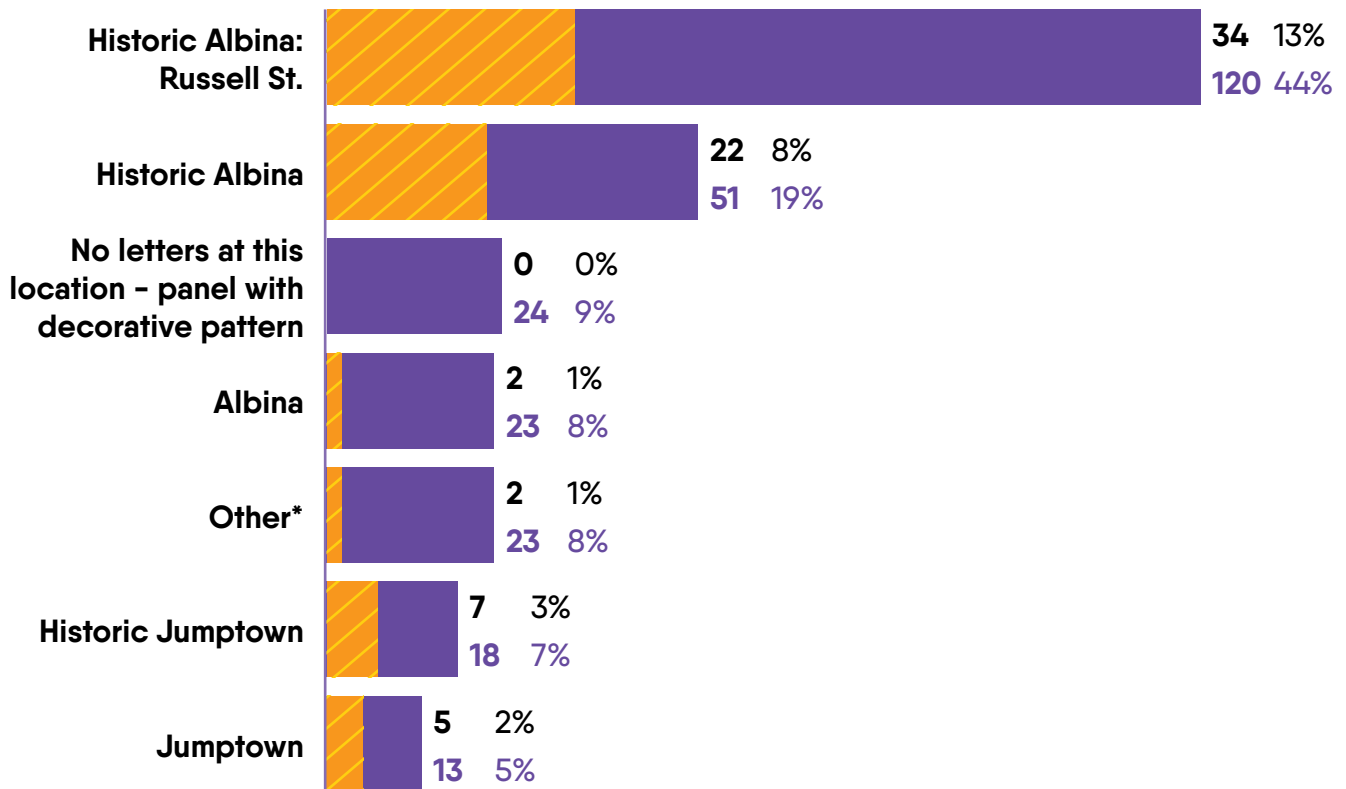
**All Respondents include African American/Black & African Respondents*

Q10. RUSSELL EASTSIDE

Answered: 272 Skipped: 78



Russell Street was an important area in the historic Albina community as the location of many key civic organizations and businesses, many of which are still around today. At the bridge above Russell Street on the east side of I-5, what should the letters say?



All Respondents* **African American/Black & African Respondents**
 *All Respondents include African American/Black & African Respondents

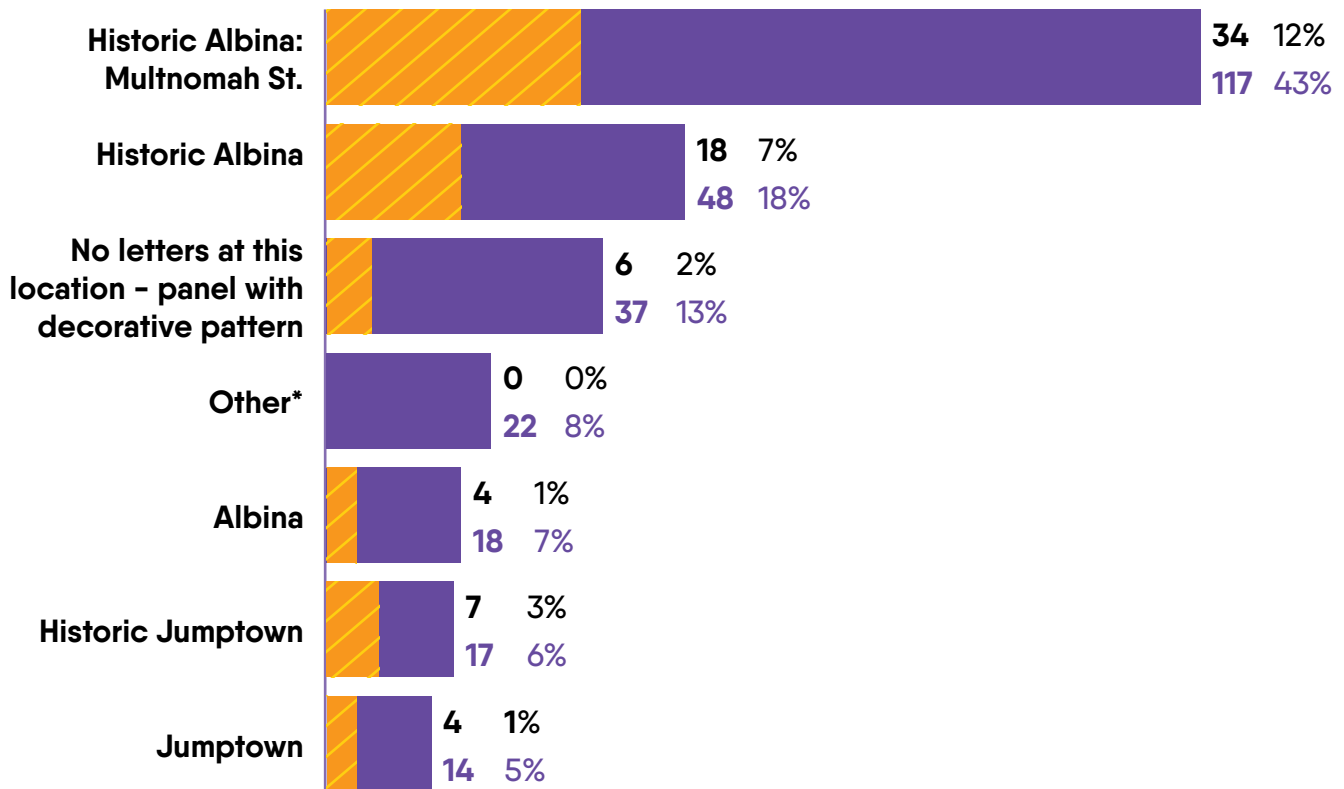
*Please see page 23 to view "Other" responses.

Q11. MULTNOMAH EASTSIDE

Answered: 273 Skipped: 77



Multnomah Street is a car, bus and bicycle route connecting the Lloyd District to the Moda Center. At the bridge above Multnomah Street on the east side of I-5, what should the letters say?



*All Respondents include African American/Black & African Respondents

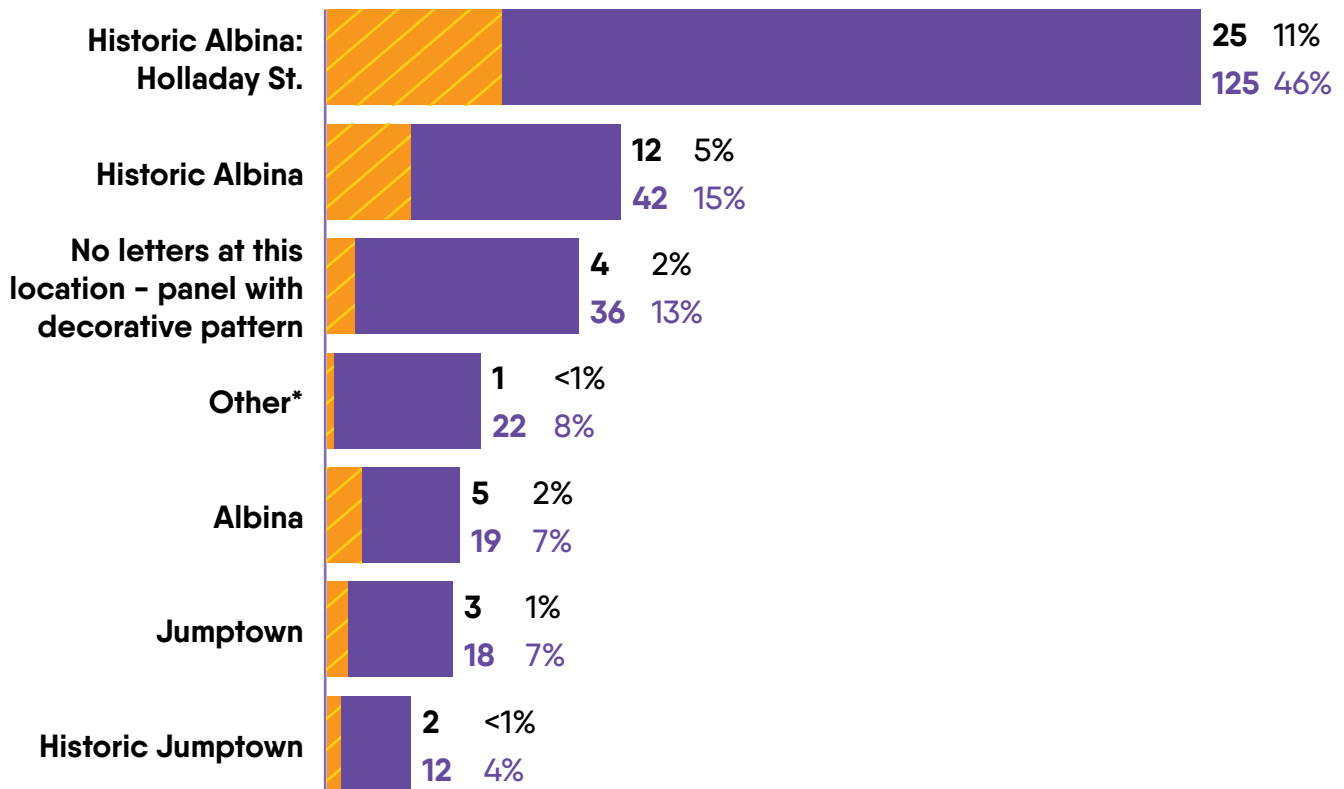
*Please see page 23 to view "Other" responses.

Q12. HOLLADAY EASTSIDE

Answered: 274 Skipped: 76



Holladay Street is the current location of the Rose Quarter Transit Center and immediately adjacent to the Oregon Convention Center. The bridge at this location will be highly visible to people looking west on MAX trains and walking from the Convention Center. At the bridge above Holladay Street on the east side of I-5, what should the letters say?



All Respondents* African American/Black & African Respondents

*All Respondents include African American/Black & African Respondents

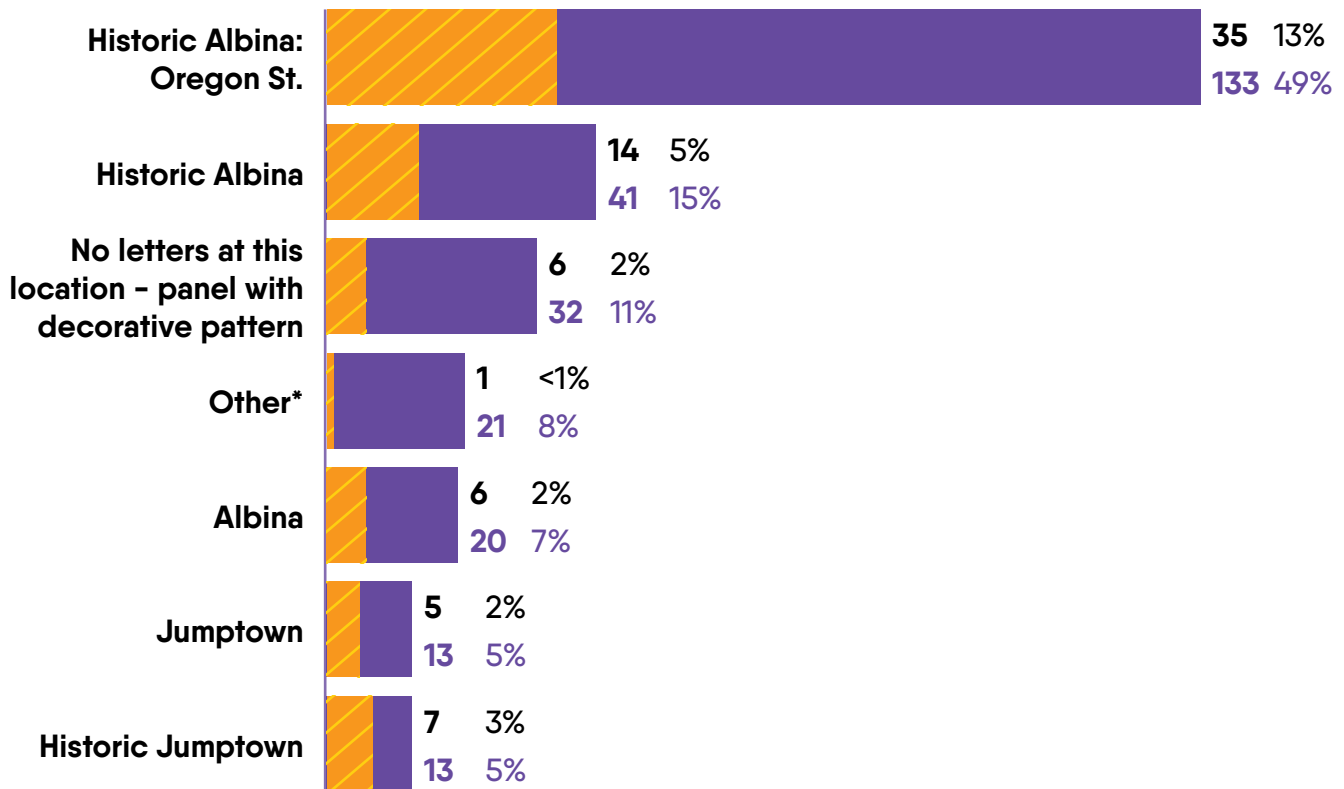
*Please see page 23 to view "Other" responses.

Q13. OREGON WESTSIDE

Answered: 273 Skipped: 77



Oregon Street is a vehicular route connecting the Steel Bridge to the Oregon Convention Center. It's also along a bicycle route from the Eastbank Esplanade to north and northeast Portland. At the bridge above Oregon Street on the west side of I-5, what should the letters say?

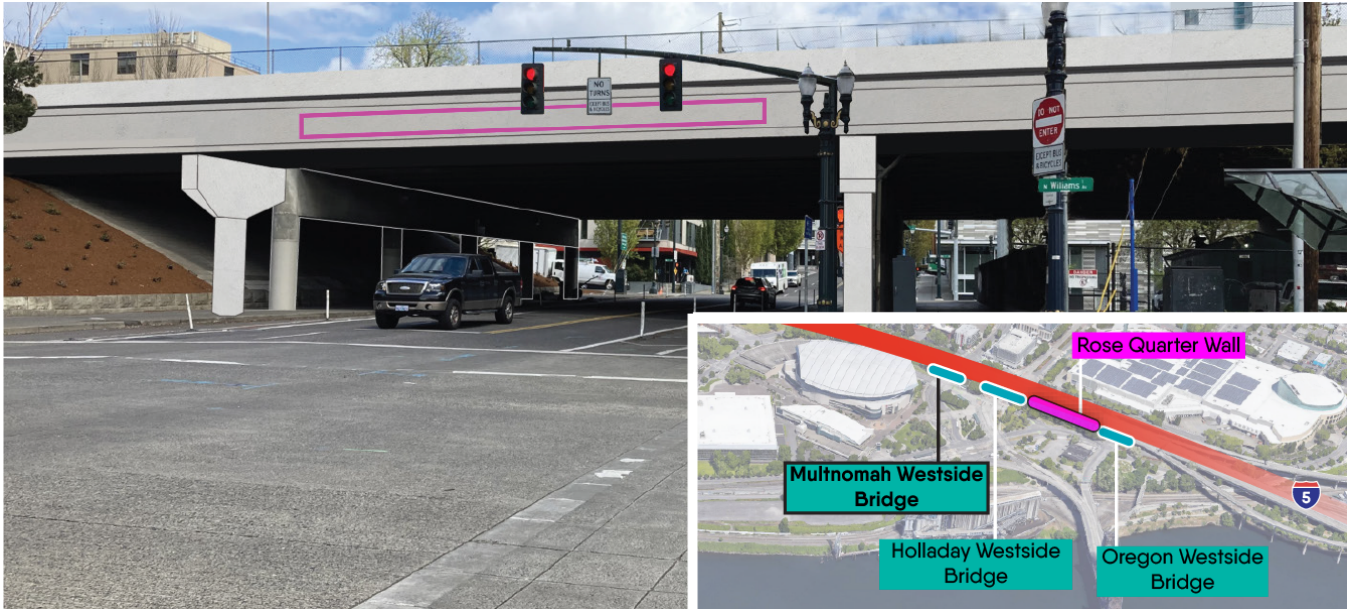


All Respondents* **African American/Black & African Respondents**
 *All Respondents include African American/Black & African Respondents

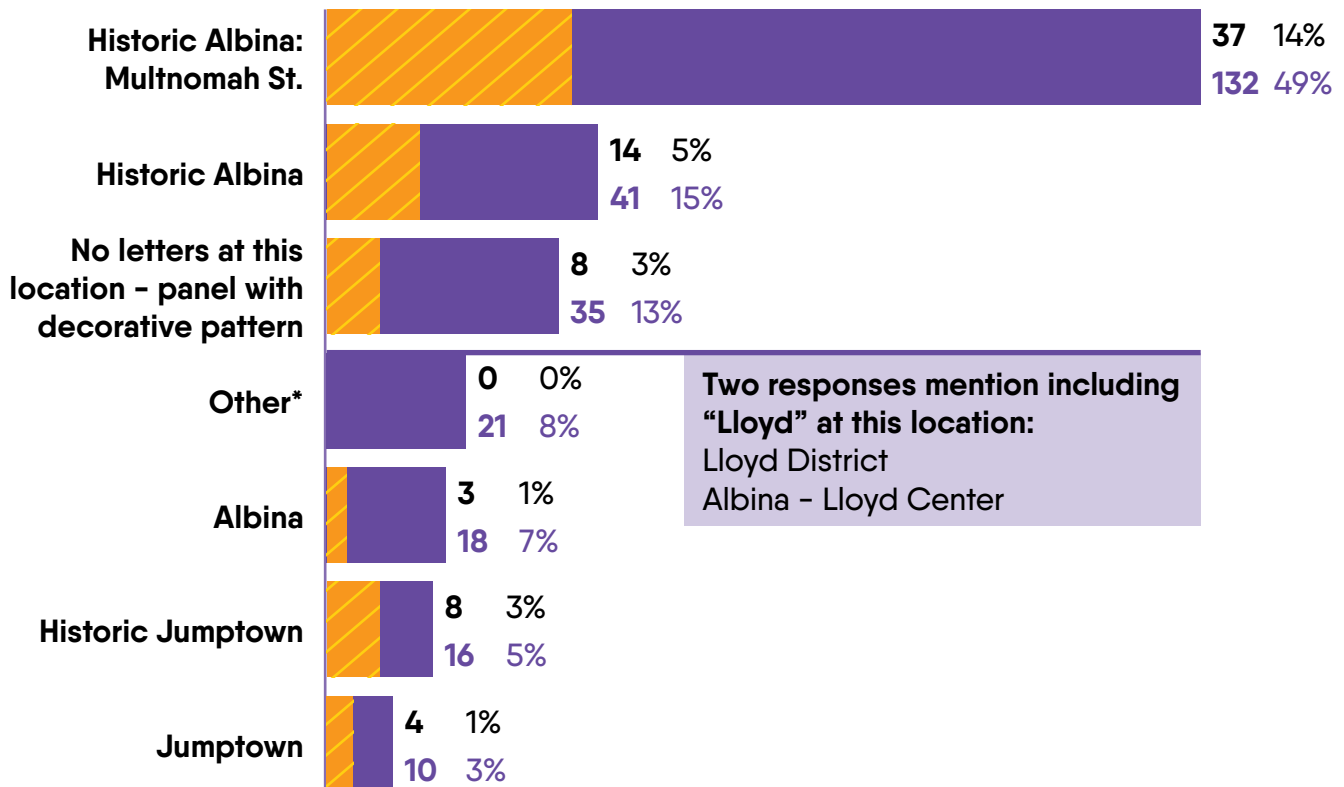
*Please see page 23 to view "Other" responses.

Q14. MULTNOMAH WESTSIDE

Answered: 273 Skipped: 77



Multnomah Street is a car, bus and bicycle route connecting the Lloyd District to the Moda Center. At the bridge above Multnomah Street on the west side of I-5, what should the letters say?



All Respondents* **African American/Black & African Respondents**
 *All Respondents include African American/Black & African Respondents

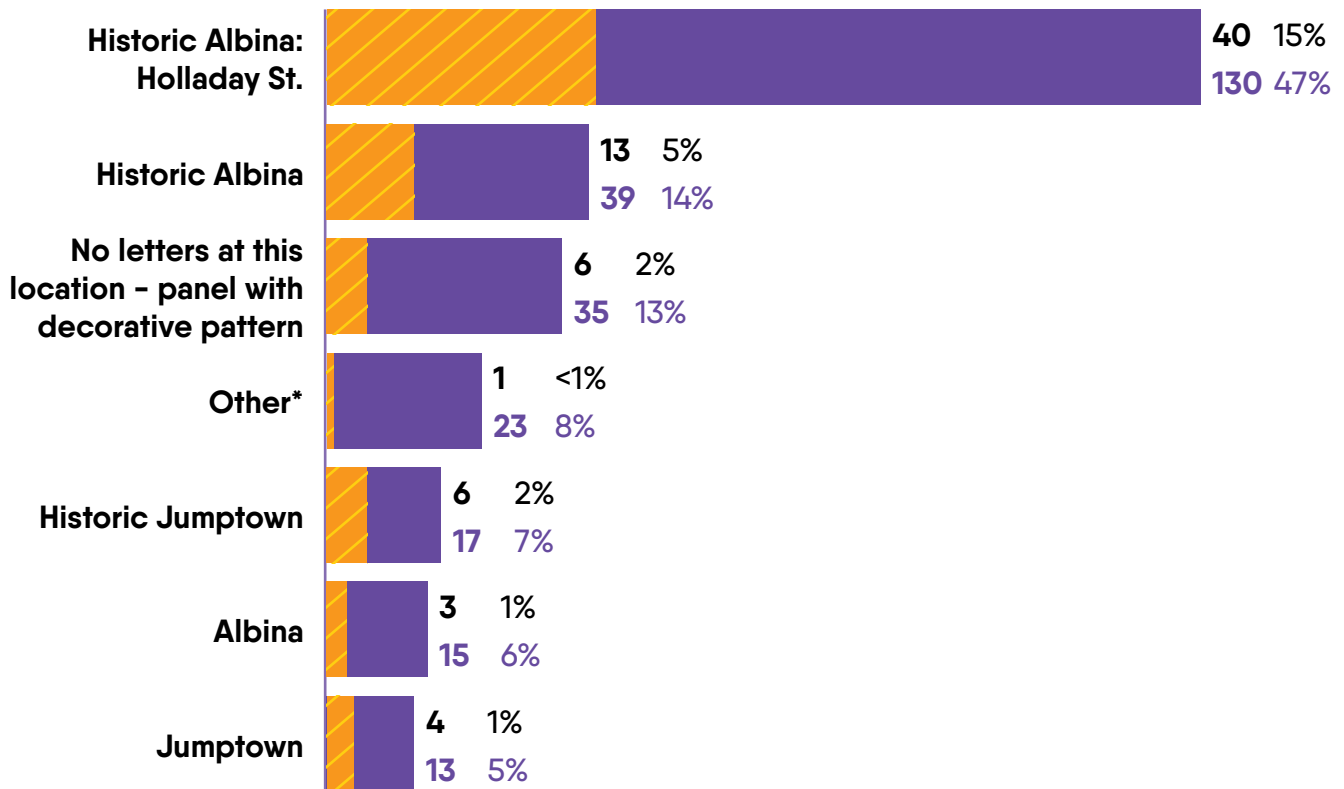
*Please see page 23 to view "Other" responses.

Q15. HOLLADAY WESTSIDE

Answered: 272 Skipped: 78



Holladay Street is the current location of the Rose Quarter Transit Center. The west side of the bridge will be highly visible to people on buses and MAX trains and walking from the Moda Center. At the bridge above Holladay Street on the west side of I-5, what should the letters say?



All Respondents* **African American/Black & African Respondents**
 *All Respondents include African American/Black & African Respondents

*Please see page 23 to view "Other" responses.

Q10-15. WHAT OTHER PHRASE SHOULD THE LETTERS SAY?

REPRESENTATIVE RESPONSES			
Support for one idea presented	A combination of the choices	African American / Black History / people / culture	Other / unrelated
9	1	0	122
<i>I like the original signs of albina... Welcome to Historic Albina.</i>	<i>Historic Russell St.</i>		<i>Defer to Black community.</i>

Open-ended responses collected: 132*

**Of the responses, 4% were African American/Black and African Respondents.*

ADDITIONAL REPRESENTATIVE RESPONSES

African American/Black & African Respondents	All Respondents
<i>Historic Russell St.</i>	<i>Albina Soul Walk.</i>
<i>No historical evidence of a neighborhood found.</i>	<i>Not sure - please use bird friendly night lighting though in all the signs.</i>
<i>Rose Quarter TC since that's what this loud freeway sits above.</i>	<i>Again this helps with wayfinding.</i>

All Respondents*  **African American/Black & African Respondents**

**All Respondents include African American/Black & African Respondents*

