



# Calle Diez Hillsboro 10th Avenue Visioning

Final Report **November 18, 2022**

**SALAZAR**  
**ARCHITECT**

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*Acknowledgement: The consultants worked with the City of Hillsboro to provide a comprehensive report on the existing conditions– physical and cultural– of the site and to represent the voices of the community, however, we recognize that not everybody’s opinion was heard and that other outreach and engagements will happen to continuously incorporate the minorities voices in the future of the 10th Avenue. This is just the beginning of these efforts.*





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**Context**





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**Intersection of 10th Avenue  
& SE Oak St.**

*Iconic buildings that represent the convergence of Latinx/o culture within the 10th Avenue.*

## a. Project Background

**10th Avenue** is a vibrant multicultural business district and also a major connection with high traffic volumes within the City of Hillsboro. The 10th Avenue Vision project goals include:

- Preserve neighborhood character and “sense of place.”
- Enhance safety and inclusion for bikes and pedestrians
- Explore ideas to enhance this neighborhood as a destination area.
- Engage the public, allowing community visions to drive the outcome.

This area is identified in several studies and plans for further studies, including:

- City Downtown Framework Plan
- City Urban Renewal Plan
- Hillsboro 2035 Community Plan

In addition, there are several projects in concept process that intersect with the 10th Avenue Visioning:

- Oregon 8: Oak and Baseline Study<sup>1</sup>
- Block 67. Private/public partnership opportunity within the urban renewal district<sup>2</sup>
- 9th/10th Streetscape Design. Concept planning<sup>3</sup>
- Hillsboro Police Department (HPD) Block redevelopment concept planning<sup>4</sup>

In 2021, the city initiated a Community Visioning Project to engage and empower business owners, residents and people in the community that live, work, access services, and shop in the area to lead the long-term vision for the area.



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### Image Above

Community Members during the Visioning Workshops in June 2022.

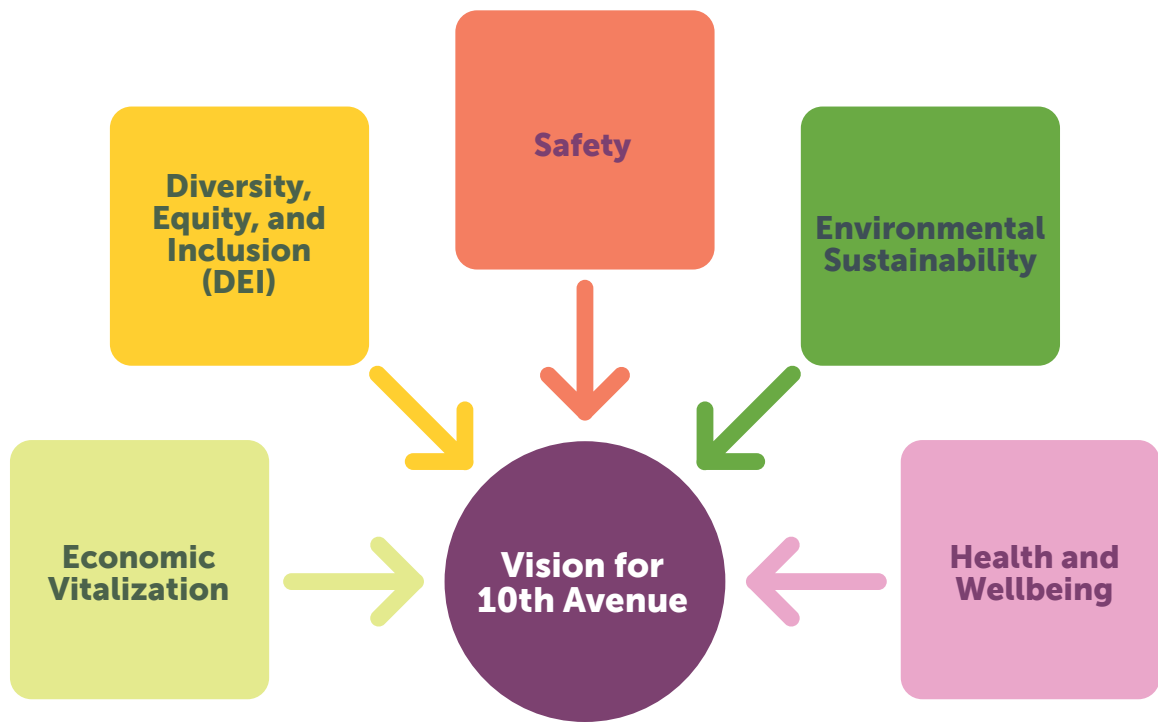
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1. <https://www.hillsboro-oregon.gov/our-city/departments/economic-development/oak-baseline-10th-avenue-corridor-study>

2. [www.hillsboro-oregon.gov/our-city/departments/economic-development/development-areas/downtown-southwest-industrial/block-67](http://www.hillsboro-oregon.gov/our-city/departments/economic-development/development-areas/downtown-southwest-industrial/block-67)

3. <https://www.hillsboro-oregon.gov/home/showpublisheddocument/1849/636100541922970000>

4. <https://www.hillsboro-oregon.gov/our-city/news-announcements/-item-13383>



## Engage the public, allowing community visions to drive the outcome

This visioning study is led by the city's guiding principles and Hillsgboro City Council priorities:

**We exemplify diversity, equity, and inclusion.** Instill diversity, equity, and inclusion as essential parts of internal and external policy-making and the delivery of City services.

**We value accessible community engagement.** Be intentional in our outreach to engage all community members in policy-making by designing safe and accessible engagement opportunities, providing clear expectations, and removing barriers to engagement.

**We are leaders in supporting local businesses.** Attract and support entrepreneurs and businesses of all sizes through strong relationships and strategic investments that grow prosperity in our community, region, and state.

### HILLSBORO CITY COUNCIL PRIORITIES

**Racial Equity** Build diversity, equity, and inclusion (DEI) competencies in City leadership, including City Council and City boards and commissions, to utilize an equity lens and institutionalize equity in the delivery of City services and policy-making.

**Economic Development** Continue focusing investment in... the 10th Avenue corridor.

**Environmental Sustainability** Continue to support the Environmental Stewardship Committee to advance the actions identified in the Hillsgboro 2035 Community Plan.



# SWOT Evaluation

MultiCultural Collaborative led a Strength, Weakness, Opportunities and Threats (SWOT) evaluation with City staff for 10th Avenue. Below is a summary of the outcome:

## Maximize the positive impact of:

- Vibrant Latinx/o community
- Strong cultural identity
- Transit options
- Connection to Downtown
- Proximity to jobs
- High visibility/accessibility

## Minimize the negative impact of:

- Heavy vehicle through-traffic
- Homelessness crisis
- Remote location within greater Metro area

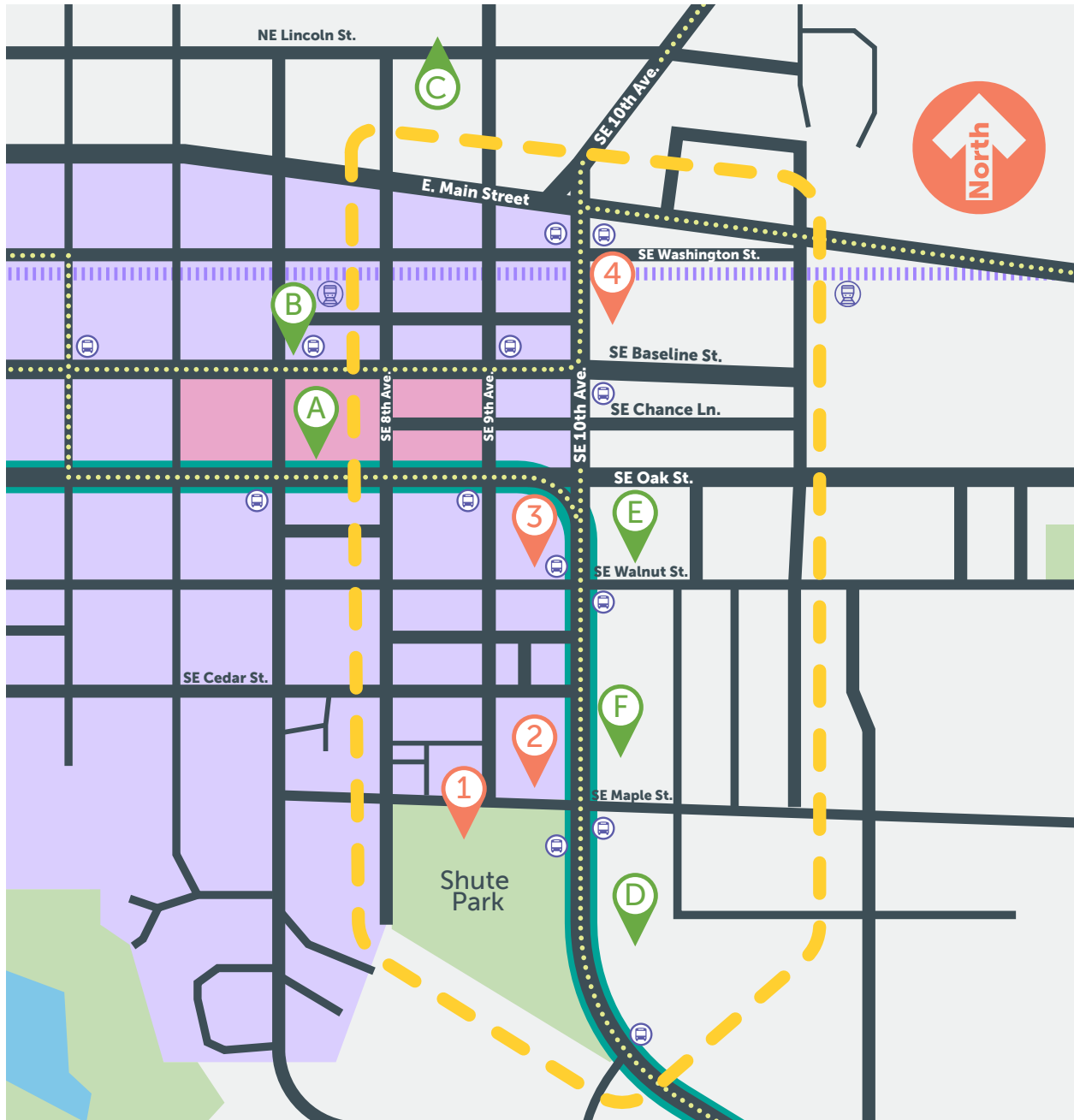


## Realize the benefits of:

- Environmental sustainability
- Neighborhood walkability
- Bike/ped safety (traffic calming)
- Commercial activity, jobs, \$\$\$
- Sense of place
- Nightlife, fun, entertainment
- Housing affordability

## Avoid the pitfalls of:



- Gentrification and displacement
- Loss of authenticity
- Economic stagnation
- Crime and vandalism







### Study Area Map

For the 10th Avenue Visioning study, we focused on the area enclosed in the dotted line above: from E. Main Street to the north, SE 12th Avenue to the east, Shute Park to the south, and SE 8th Avenue to the west. The area included part of the multicultural neighborhood with a majority of Latinx/o families established in the west side of 10th Avenue.


### Map Key

- ① Shute Park Library & Community Senior Center
- ② Shute Park Aquatic & Recreation Center
- ③ Paisanos Plaza Hillsboro
- ④ Hillsboro Police Department
-  MAX Station
-  Bus Stop

-  MAX Tracks
-  Bus Route
-  OR-8/Tualatin Hwy

-  Hillsboro Medical Center
-  Pacific University
-  Lincoln Elementary School
-  Residential apartment complex
-  Dunes Motel
-  Econolodge

 Area of study

 Higher concentration of Latinx/o population

# Existing Conditions

## LOCATION

The 10th Avenue study area is located in eastern downtown Hillsboro, surrounded by low-density residential neighborhoods.

This commercial area has become a hub for the Latinx/o community. SE 10th Avenue is the major arterial that runs north/south. South of SE Oak St, SE 10th Avenue is also Tualatin Hwy/OR-8; a commuter route for drivers to connect with the Hillsboro Airport and the nearby cities of Forest Grove and Cornelius on the western side of Hillsboro.

## STUDY BOUNDARIES

The study area is defined by: railroad tracks and Tualatin Hwy/OR-8 at the South; Hillwood Tract neighborhood on E. Main Street in the North; SE 8th Avenue at the West; and SE 12th Avenue at the East.

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### Hillsboro 10th Avenue

*View to south of 10th Avenue. Shute Park is on the right of the picture. This section of 10th Avenue is not pedestrian friendly. Vehicles drive fast and create a lot of noise. However, the trees in this picture create a strong barrier that isolates the noise pollution to the park goers.*





## TRAFFIC AND PEDESTRIAN EXPERIENCE

10th Avenue is distinguished by its automobile traffic-oriented architecture and urban design. The Avenue has five (5) traffic lanes: two (2) in each direction and a central lane for crossing, with 8 feet sidewalks on each side and a 5 feet bike lane. There are crossings at every street intersection, however, they don't feel safe due to car speed and the long distance to cross. The sidewalks are narrow and unleveled, lacking a buffer between the cars and pedestrians.

The sidewalks increase in width between E Baseline and E Main compared to the southern blocks. This transition, as well as the reduction in lanes and speed along the northern blocks, helps to connect this commercial area with the residential neighborhood on the north edge.

Shute Park is located in the southernmost block of the study area, bordering the railroad tracks. Pedestrians approaching the park from 10th Avenue experience a difference in noise level and sense of safety as soon as they enter the park.

Parallel and cross streets on both sides of 10th Avenue are more walkable and provide a sense of safety to the neighbors.



*Image source: Streetmix.net; from the report "Hillsboro Downtown Solutions: Future Build Couplets Analysis" by DKS Associates.*

## EXISTING CROSS SECTION ON 10TH AVENUE AT WALNUT STREET.

This street cross section shows the building profiles, sidewalk sizes as well as the length for pedestrians to cross the street. This image was used in the report Hillsboro Downtown Solutions: Future Build Couplets Analysis by DKS Associates.

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**Top:**

View of 10th Avenue from Main Street towards the south. The MAX line crosses the avenue at SE Washington Street. This area near the residential neighborhood has different sidewalk width, and includes a green buffering for pedestrians. The change on vegetation and the vehicles slowing down creates a safer environment.



**Middle:**

Intersection of 10th Avenue and SE Walnut Street. Pedestrians have to cross a 5-lane street with fast vehicles and difficult environment.



**Bottom:**

View of 10th Avenue towards the south. The businesses on the right of the picture (west of 10th Avenue) connect with the Latinx/o culture. However, the sidewalks are too narrow, with no green buffer between pedestrians, street and parking lots.





## BUILDINGS

SE 10th Avenue has mostly one-story buildings with large setbacks from the street with parking in the front and side. This architectural style makes it difficult for businesses and even civic buildings to face 10th Avenue. Most of the main entrances are located facing north or south towards east/west streets.

The Hillsboro Medical Center and Pacific University are located in the northwest blocks of the study area. Lincoln Elementary School is outside the boundaries of this study, however, it is located just north of the area, with a direct connection through SE 8th Avenue.

The only residential buildings on this avenue are across Shute Park in the Southeast block of the study area. This apartment complex is set back from the street in a suburban setting.

The Library, located on the corner of E Maple and SE 10th Avenue, does not face this main street, but the park and the parking lot within it.

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### Below:

Intersection of 10th Avenue and SE Baseline Street. Camera facing south. This intersection is very complex and difficult for pedestrians to cross, there is a pedestrian island that has no buffer or protections from fast vehicles.







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**Above:**

Hillsboro Shute Park Library



## NATURE AND GREEN AREAS

The study area includes Shute Park, which has a playground and hiking paths. Just north of the study area are the fields of Lincoln Middle School, from where many students walk to reach the Shute Park Aquatic & Recreation Center on the south of 10th Avenue.

Other nearby natural areas on the east side are Turner Creek Park and Walnut Street Park. The Jackson Bottom Wetlands Preserve is on the south at the other side of the railroad tracks.

There are few trees on 10th Avenue, mostly deciduous small trees, and there is no grass or green area between vehicles and pedestrians, which makes this landscape harsh and unfriendly. Parallel and crossing streets within the residential area have some trees, however, the area would benefit from a larger tree canopy to reduce the heat island effect.

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**Below:**

*Shute Park playground*





# Cultural Context of 10th Avenue

The project team led a Cultural Spatial Assessment Walk of 10th Avenue. The following description provides a narrative of 10th Avenue with a lens of Latinx/o Urbanism, which provides opportunities for reinvigorating Calle Diez.

We began a two-hour walk at the Shute Park Library on SE Maple Street and SE 10th Avenue. We walked north 10th Avenue in the direction of E Main Street, through the western sidewalk, and back to the library on the eastern sidewalk to get a sense of these streets from the pedestrian experience.

By identifying the smallest, sometimes most ubiquitous details of the landscape, the team began to understand Latinx/o culturally sensitive urban design practices and tell the story of this place.

The team documented them with notes and pictures, as well as their observations, which led to lively discussions of what we saw, felt, and heard along the corridor from their diverse backgrounds. These observations revealed how this community has adapted, formed, maintained, and celebrated. The site visit uncovered a wealth of opportunities and challenges facing 10th Avenue:

## Opportunities

- Already established businesses and community members.
- Motivated community eager to participate and improve the area.
- Variety of business type that serve all needs within the community.

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By identifying the smallest, sometimes most ubiquitous details of the landscape, the team began to understand Latinx/o culturally sensitive urban design practices and tell the story of place.

## Below

*Historic Building in 10th Avenue, hosting a majority of Latinx/o businesses. This building typology was designed for pedestrians and is now the most active facade facing 10th Avenue.*







- Latinxs/os/as are already engaging with the street and activating the frontage of the existing buildings, encourage more as the city provides a safer place for passersby.
- Community spaces that can become places of encounter.

### Challenges

- Existing infrastructure is obsolete and not designed for pedestrians, which are a majority of the Latinx/o community.
- Increasing active facades with existing buildings as they are set back from the street with parking in front.
- Noise pollution is a big factor on keeping people away from 10th Avenue.

Great numbers of Latinx/o immigrants from the Southern hemisphere have settled in the Pacific Northwest. They bring a different relationship to the land based on the arid, hot, and dry landscapes they come from. Yet they have managed to adapt to this new climate and geography.

### STREET

10th Avenue has become a Latinx/o community hub. The behavior patterns they bring with them towards public space and the streets often differ from how this avenue was designed and planned a few decades ago. Streets in Latin America, where many residents grow

up, often have pedestrian amenities woven into them, and vehicles frequently must share space with mobile and temporary amenities such as pop-up markets, food vendors, and restaurants. The notion that streets are simply space for cars is foreign to many immigrants coming to the US from Latin America.

10th Avenue and its adjacent land uses have been designed primarily for moving traffic, with little consideration given to the pedestrian. Despite this setback in transportation policies, infrastructure, and design, Latinxs/os businesses have retrofitted existing buildings to fit the cultural, social, and economic needs of their customers, many of whom walk or ride transit.

While both Hillsboro's Historic Downtown and 10th Avenue have achieved a level of walkability from different perspectives, Hillsboro's downtown relies on historic infrastructure, patterns, and precedent. 10th Avenue, on the other hand, relies on Latinx/o DIY pedestrian interventions. These interventions in urban design combine auto-centric infrastructure planning with Latin American uses of the street.

## PEOPLE

Very few signs or landmarks indicate where Latinx/o Hillsboro is. However, you know when you have arrived there because of the large number of people on the streets engaging in all types of activities.








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**Paisanos Plaza**

*This Mercado is located in 10th Avenue between SE Walnut and SE Cedar Streets.*

**PROPS**

No space on 10th Avenue is left unused or unmarked. Movable props such as shop wares, racks of clothes, and sandwich boards help animate 10th Avenue and create a flow between the indoor and outdoor spaces.

Paint also serves as a prop, which allows Latinxs/os to redefine the environment quickly. Store signs become a Latinx/o cultural expression. In Mexico, murals and graphics are an important communication tool that dates back to the days when the Spanish arrived in Latin America and had to communicate with the indigenous people. Pictures and words were used to give directions in Mexico City. For example, a pig or cow's head indicates a butcher shop, while a cornucopia indicates a vegetable and fruit stand. The flamboyant words and graphics covering many buildings from top to bottom add a kinetic visual element to the urban environment.

**BUSINESS**

Like a small settlement, there are many Latinx/o essential businesses such as laundromats, hair salons, money transfer services, restaurants, clothing, bakeries, taco trucks, and super mercados. These are nuts and bolts businesses that define the needs of the community. Unlike historic downtown Hillsboro, there are few cafes to hang out, besides the drive-through Starbucks. People come here to get their services, socialize, and leave.

In Latinx/o communities, the range of businesses reflect a level of investment in that community. Grocery stores that sell Latin American products are at the first level of investment. They are followed by the butcher (*carnicería*). Finally, the *panadería*/tortilla factory reflects a long-term commitment to the community because of the purchase of equipment.

## PLAZA/MERCADO

The *mercados*, such as Paisanos Plaza, house a variety of small local businesses, from hairdressers, ice cream shops, clothing, candles, restaurants, bakeries, jewelry, and many other services. These indoor malls take the place of *tianquis*, swap meets or outdoor selling, dating back pre-Hispanic time.

The Mercados vary in size and are hidden in faceless building facades. Once inside, the vibe intensifies with color, shapes, forms, and smells. These spaces are laid out like a street grid lined with small *puestos* or stalls selling products and services, leading to a large food court. There is always a spot for small shrines.

These DIY commercial spaces have been carved out of existing retail or office spaces and are decorated accordingly with murals or signs. These Mercado's expand organically when the businesses do, so the layouts vary. The small vendors create a space similar to an indoor farmers market.

Latinx/o do-it-yourself urban design enhances the Street's walkability and public spaces through the use of store signs, sandwich boards, merchandise, and placement of taco trucks. Many of these elements are similar design elements that are found in other Latinx/o commercial corridors around the US and even Latin America.







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HERNANDEZ

SAFE STREETS / CALLES SEGURAS

GATHERING SPACES / LUGARES DE ENCUENTRO

ALIDA  
KIT



# Community Engagement





# Timeline



# Community Engagement Strategies

The project team utilized a range of deep community engagement strategies to ask community members: business owners, residents, customers, and employees about their vision for 10th Avenue.

## COMMUNITY ENGAGEMENT STRATEGY

**Power Analysis.** Hillsboro project staff participated in a Stakeholder Power Analysis to determine priority populations within the community with an equity evaluation using a lens of impact and influence of the project. City staff prioritized stakeholders and recommended levels of engagement strategies. High-priority populations include:

- Main Street/9th Street residents
- Spanish-speaking residents and business owners
- Immediate area residents in affordable housing properties
- Houseless and service providers

The City utilized a range of communication and engagement strategies to reach residents, business owners, and people to provide feedback and participate in visioning activities.

**Website.** The City maintained an active website, providing background information, lists of upcoming events, and links to community surveys. The website and surveys are in English and Spanish.

**Community newsletters.** The City provided updates and notifications of events through their electronic newsletter and other methods to inform the community of the events and opportunities to participate.

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### Visioning Workshops

*Community members discuss the possibilities of 10th Avenue.*





**Flyers and canvassing.** The City developed a flyer to inform community members of the vision event dates and locations and other opportunities to provide input. City staff members canvassed businesses and residents in the 10th Avenue area providing more information about the project, and inviting them to the community open houses.

**Online survey.** The City provided access to an online survey both in English and Spanish. The survey asked questions about the services respondents currently access in the area, services they would like to see, how they traveled in the area, and improvements they would like to see in the corridor. The online survey had 426 respondents from December 2021 to June 2022. A full summary of survey results is included in the appendices.

### SUMMARY OF ONLINE SURVEY RESPONSES IN ENGLISH:

#### 1. CONNECTION TO 10TH AVENUE

- 69% of respondents said they lived nearby.
- 44% of the respondents said they participate in community-based organizations in the area, such as faith-based, schools, the Senior Center, and other

#### 2. WHAT THEY LIKE BEST ABOUT THE 10TH AVENUE AREA.

- 54% of the respondents said the area is close to where they live
- 34% said the services they need are here

#### 3. WHAT THEY WOULD LIKE TO CHANGE ABOUT THE AREA.

- 60% of the respondents said they would like safer crossings on busy streets
- 59% of the respondents said they would like more trees or landscaping
- 51% said they would like more community activities and events such as markets, family-friendly activities, community building activities, etc

#### 4. HOW PEOPLE TRAVEL IN THE AREA.

- 94.6% of the respondents said they travel in a car
- 36% of the respondents said they walk

#### 5. HOW CLOSE DO YOU LIVE TO THE 10TH AVENUE AREA

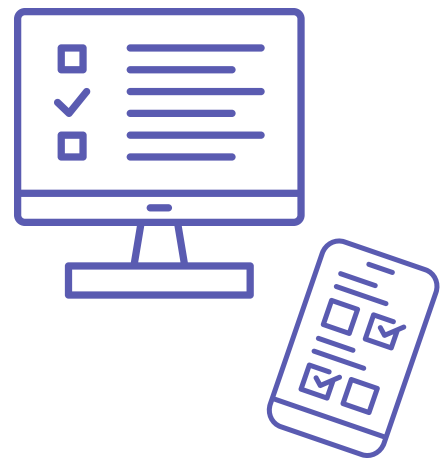
- 32% of the respondents said they live between 1-3 miles
- 15% of the respondents said they live 3-6 miles from the area

#### 6. RACE AND ETHNICITY OF THE RESPONDENTS

- 78% of the respondents identified as White/Caucasian
- 14% of the respondents identified as Latino/a/e/x

#### 7. LANGUAGES SPOKEN

- 98% of the respondents speak English
- 18% of the respondents speak Spanish





## 8. OTHER COMMENTS IN SURVEY

- Most common areas accessed in the 10th Avenue area include: Shute Park and the library, restaurants and coffee shops. Other areas include Virginia Garcia Memorial Health Center, Bienestar, Oregon Child Development Center, and Community Action Hillsboro Emergency Shelter.
- What people like best about the area. A group of respondents said they enjoy the diversity of the food options and Latinx/o culture. Another group said they do not like the area, saying it feels unsafe and “blighted.”
- What people would like to see changed. A range of respondents recommended traffic, parking and improvements in walkability. Beautification efforts and improvements in safety due to homeless population in the area.
- What people wanted to know more about. Several people had questions about the cost of the project and where the money would be coming from. Other respondents, while wanting physical improvements, had concerns about gentrification and rising commercial and residential rents.

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### Survey responses

*People would like to see improvements in walkability, beautification efforts.*

## SUMMARY OF ONLINE SURVEY RESPONSES IN SPANISH:

### 1. CONNECTION TO 10TH AVENUE.

- 69% of respondents said they lived nearby.
- 56% of respondents said they are customers at stores and shops

### 2. WHAT THEY LIKE BEST ABOUT THE 10TH AVENUE AREA.

- 75% of the respondents said they it is convenient for shopping
- 62% of respondents said it is close to transit
- 56% of respondents said the services I need are here

### 3. WHAT THEY WOULD LIKE TO CHANGE ABOUT THE AREA.

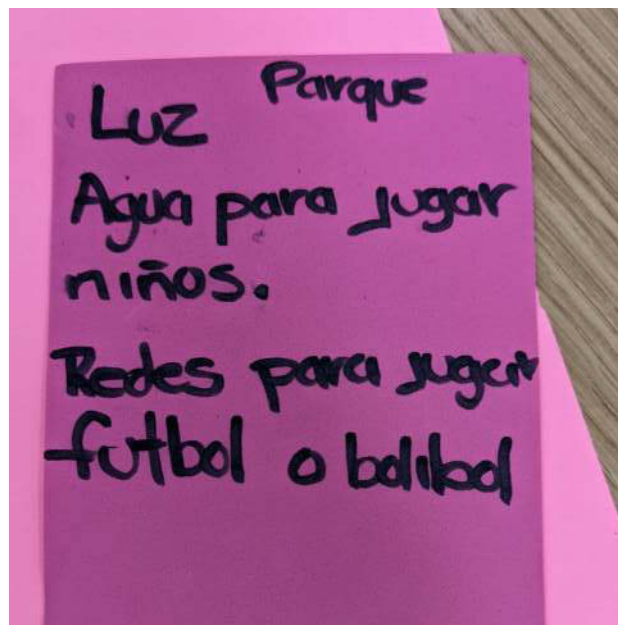
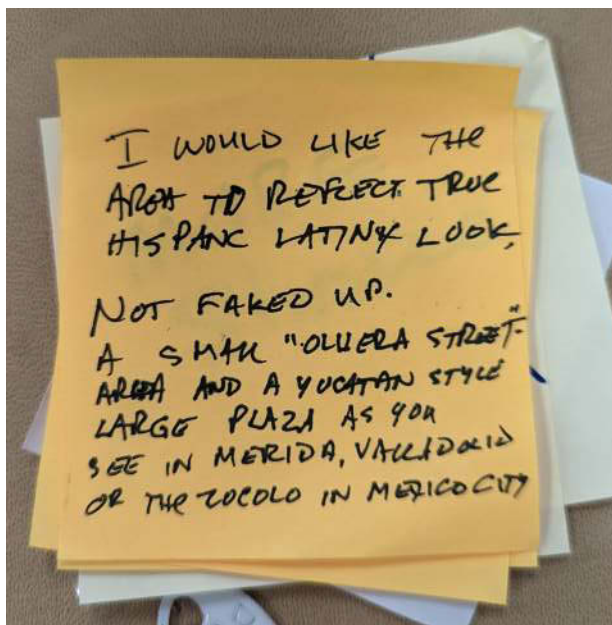
- 87% of the respondents said they would like more celebration of Latinx/o culture



- 81% of respondents said they would like safe places to stop and rest while walking
  - 75% of respondents said safer crossings on busy streets
4. HOW PEOPLE TRAVEL IN THE AREA.
    - 69% of the respondents said they travel in a car
    - 44% of the respondents said they take public transit
  5. HOW CLOSE DO YOU LIVE TO THE 10TH AVENUE AREA
    - 37% of the respondents said they live between 1-3 miles
    - 31 % of the respondents said they live 3-6 miles from the area
  6. RACE AND ETHNICITY OF THE RESPONDENTS
    - 94% of the respondents identified as Latino/a/e/x
  7. OTHER COMMENTS IN SURVEY / GENERAL COMMENTS
    - There should be a crosswalk at Walnut Park, more lighting and more safety measures at Hillsboro Bridge Shelter.
    - How long will the project take?
    - The area around the Police station could have more trees
    - Many of the homes near 10th Street are old, expensive, and poorly maintained
    - Improve Shute Park
    - Add a mural at 10th/Maple at the aquatic center or library
    - I feel part of the Latinx/o community in Hillsboro since there are businesses and events for Latinxs/os around 10th Street

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**Workshop comments**  
 Comments from the visioning workshop reflect the same as the survey.





**Focus Groups.** The City conducted several focus groups with business owners, property owners, and residents along 10th Avenue. Business and property owners were asked to share their opinions about challenges, barriers, and opportunities for helping them be successful— both for business operations and also building site and public area improvements. Residents were asked about what services they would like to see in the areas along 10th Avenue for improved public safety, and other public amenities.

Focus group participants were asked to provide three words to describe their vision for 10th Avenue, shown in the word cloud above.

Business and property owner focus group participants expressed the following concerns and suggestions:

- Create branding for the area
- Create a strategy for incentives
- Develop more affordable housing
- Provide security and safety for businesses, customers and residents
- Develop a strategy to manage traffic

Bienestar residents share their concerns, ideas, and preferences.

*They want:*

- Comfort and safety
- Community Services: low-cost clinics (children’s speech therapy, women’s clinics, dental clinics), therapy and help for high school graduates, low cost or free academic tutoring
- Affordable housing
- Cinema, theaters
- Community Center
- Sports areas, art center, plaza murals, walking trails
- Cultural Celebrations: street art, plazas, community center

*They like*

- Walking in parks, school grounds, soccer fields and school tracks, garden beds
- Tuesday/Saturday Markets, plaza murals, walking trails.

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**Word Cloud of responses**

*Focus group participants were asked to provide three words to describe their vision for 10th Avenue. The larger the text size, the more frequent the word appeared in responses.*





### **Visioning Workshops:** Envision Hillsboro 10th Avenue

The city held three in-person Visioning workshops on May 11, 12, and 14, 2022, at the Hillsboro Community Senior Center. These workshops provided an opportunity for residents, property owners, and business owners to share their voices on an ideal 10th Avenue. One workshop was conducted in Spanish and was a great success. Over 150 people participated in the three events.

The project team created an interactive model for the workshops to capture the power of the collective community imagination through engaging with an artistic, interactive model. Passers-by will be able to reflect on, explore, experiment with, and ultimately craft their ideal 10th Avenue.

#### **THE WORKSHOP ENGAGEMENT PROCESS**

This pop-up model is a hands-on 3-D tool for the participants to share their ideas for Hillsboro's 10th Avenue. With the model, the public was asked to build their ideal 10th Avenue.

#### **DOCUMENTATION**

The design team started the workshops by asking participants to build memories and moments of enjoyment from their childhood with their hands, using the objects provided.

Everybody shared out loud their memory and the location of this

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### **Workshops**

*The community gathered for three different sessions to discuss their vision for 10th Avenue.*

memory. This process allowed everybody to connect with each other at their table. Memories from as far as Puebla, Mexico, and Kenya were part of this event.

Then the design team helped the participants to find the common themes among all memories. *(See below for the findings)*

Then with the same objects from the table, participants were asked to build their ideal 10th Avenue. Once they built their ideas, the project team wrote them down on a post-it note. The post-it note was placed near their 3-D ideas and photographed. Once the site was filled, the objects were removed to make way for new ideas. At the end, the post-it notes were placed on a board or easel for everyone to see the collection of ideas.

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**Shared experiences**

*Community member from all ages and cultural backgrounds joined to share their childhood memories.*





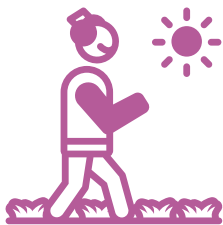


# Common themes: Ideal 10th Avenue



## Nature

- Trees/ Greenery
- Water
- Play spaces
- Youth- /kid- friendly
- Animals / wildlife



## Built Environment

- Space for bikes, bus stops, and shelters
- Bridges/arches
- Walkable: wider sidewalks with connections to surrounding neighborhoods
- Better crosswalks
- Fewer cars / Better Transit
- Safety
- Better Lighting
- Cleanliness



## Community

- Sense of Place
- Gathering spaces – Plazas – including a central plaza
- Farmers' markets / produce / food
- Places to just sit and relax
- Art / Color
- Cultural heritage markers
- Healthy environment – both physically and mentally
- Celebration / music
- Festive Street Garlands
- Nightlife



## Local Economy

- Affordable Housing
- Economic opportunities



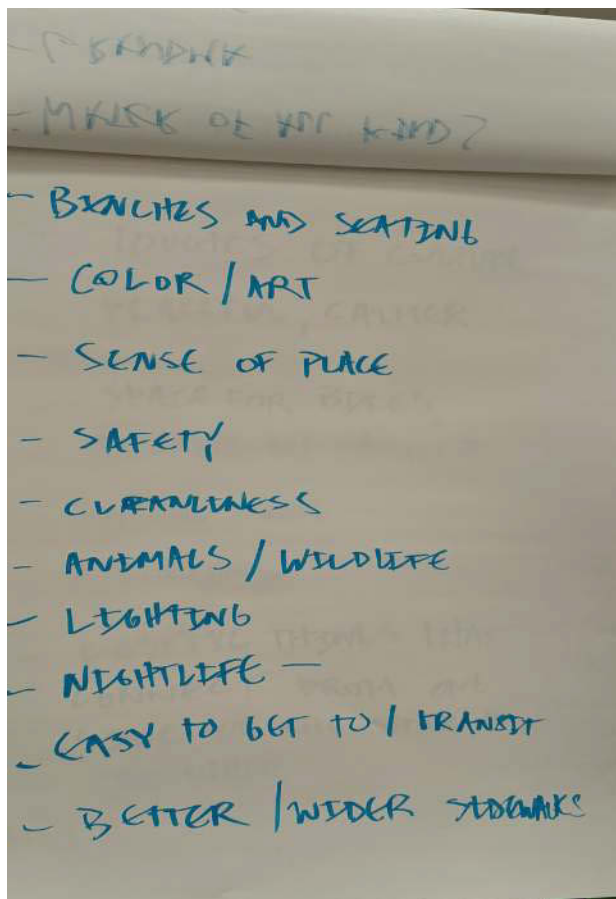
## WORKSHOP COMMON THEMES

All three workshops included people from different cultures and backgrounds. During the two hours of discussions, the participants found common ground regarding their vision for the future of Calle Diez.

Safety and community gathering were among the most repetitive topics, along with more parks or natural areas.

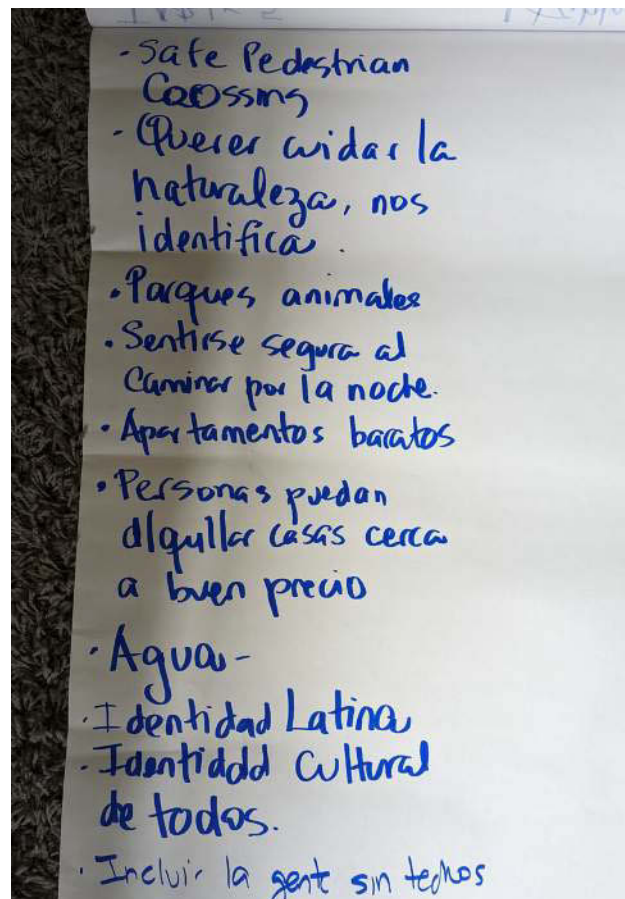
There was a desire for stronger cultural identification within the area. The community is proud of its multicultural members and wants to make sure it is part of the future identity of the neighborhood.

Better infrastructure was another recurrent discussion, including sidewalks, bus stops, trash cans, bike lanes, safe crossing, street lighting, and slowing down vehicles.



### Common Themes, Workshop 1

This is one of the sticky boards where the design team documented the common themes among the “Ideal 10th Avenue” visioning exercise.



### Common Themes, Workshop 3

This is one of the sticky boards where the design team documented the common themes among the “Ideal 10th Avenue” visioning exercise. This workshop was held in both English and Spanish.

## POP UP EVENTS

On May 28th, the project team held pop up events at Supermercado Paisano, located at the intersection of SE Oak and SE 10th Avenue, and we started the event at 11am, and the team stayed for two hours. Then the team moved with the same materials to the M&M Marketplace at 346 SW Walnut Street and stayed there also for two hours.

The pop up event included the model and two boards with images of opportunities to select preferences for Safe Streets and Gathering Spaces. Participants were given three sticky dots and asked to place them in the images they liked most.

**GATHERING SPACES / LUGARES DE ENCUENTRO**

HILLSBORO - AVENIDA 10

**SAFE STREETS / CALLES SEGURAS**

HILLSBORO - AVENIDA 10

### Boards used at the pop-up event

These boards were designed to further understand the information we received in the previous engagements.





**Boards used at the pop-up event**

Participants placed the dots in the images they connected with, and could also interact with the model that can be seen in the picture beyond the people standing. There was not a time limit– the community members could discuss their ideas and also write any other comments in in the sticky notes and paste them in the boards, to add information that the boards were not providing.

**What We Heard**

Most of the people that provided their opinion on this event were part of the Latinx/o community. Since the engagement was simple with no words just visual of the boards and the model, and just adding sticky dots to the pictures they related with, all participants were thankful for being included in this process and could quickly move on with their lives. The reference images provided enough information for the participants to create discussions of possibilities along 10th Avenue.

Here are the statistics regarding attendance:

**Supermercado Paisano  
(11:15 am - 12:45 pm)**

Male.....	17
Female .....	26
Kids.....	6
Total .....	49

**M&M Marketplace  
(2:15 pm - 3:45 pm)**

Male.....	28
Female .....	19
Kids.....	9
Total .....	56

Total number of visitors..... 105

## POP UP EVENT BOARDS: THEMES

The two boards shown in the images below are the final results after the four hours of community feedback.

As observed, there are clear preferences for some images and reflects the needs the community has for a better future of 10th Avenue.





## POP UP EVENT BOARDS: RESULTS

The results were compelling on the type of spaces the community desires and the direction the city can take. Community spaces, water features, safe crossing and lighting were the most important ideas people supported.



40 dots



20 dots



21 dots



27 dots



34 dots



14 dots

# Summary

The study area on 10th Avenue has become an important economic and social center for the Latinx/o community in the greater Hillsboro area. This first phase of community engagements allowed the City to start the conversation about the future for this uniquely multicultural area.

There are clear commonalities among all the engagements that were conducted (surveys, focus groups, workshops, and pop-up events). These commonalities are the core values of this community. The graphic below reflects the common themes: Connection to Nature, Comfort and Safety, Community, and Local Economy.

Local authorities, community partners, business owners, and residents should reference these values when proposing changes and planning future projects in the area.



## Connection to Nature

Walking trails, garden beds, parks, water elements, animals, birds, play areas, trees in sidewalks



## Comfort and Safety

Walkability, safe crossings, wider sidewalks, street lighting, reduce traffic and speed



## Community

Celebration of cultures, arts, festivals, gathering spaces, social and clinic services



## Local Economy

Affordable Housing, active night live, food trucks



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