

Portland State University

PDXScholar

Master of Urban and Regional Planning
Workshop Projects

Nohad A. Toulan School of Urban Studies and
Planning

1999

Aging in Hollywood: Planning for Seniors in a Changing Neighborhood

Bill Cunningham

Portland State University

Julia Haykin

Portland State University

Bob Hillier

Portland State University

Ted Knowlton

Portland State University

Tim O'Brien

Portland State University

Follow this and additional works at: https://pdxscholar.library.pdx.edu/usp_murp



Part of the [Urban Studies Commons](#), and the [Urban Studies and Planning Commons](#)

Let us know how access to this document benefits you.

Recommended Citation

Cunningham, Bill; Haykin, Julia; Hillier, Bob; Knowlton, Ted; and O'Brien, Tim, "Aging in Hollywood: Planning for Seniors in a Changing Neighborhood" (1999). *Master of Urban and Regional Planning Workshop Projects*. 101.

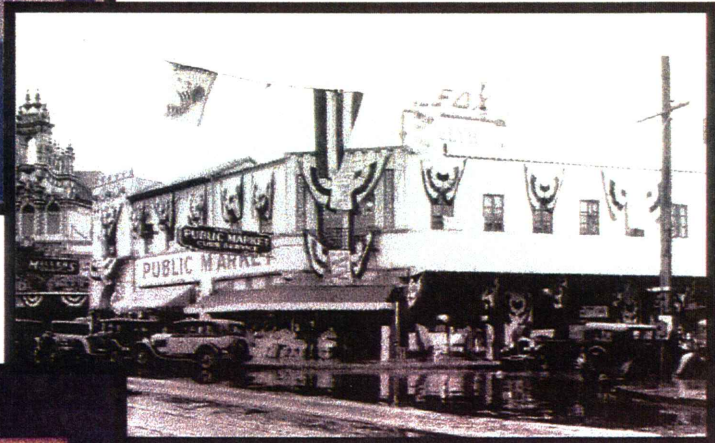
https://pdxscholar.library.pdx.edu/usp_murp/101

This Report is brought to you for free and open access. It has been accepted for inclusion in Master of Urban and Regional Planning Workshop Projects by an authorized administrator of PDXScholar. Please contact us if we can make this document more accessible: pdxscholar@pdx.edu.



Aging In Hollywood:

Planning for Seniors
in a Changing
Neighborhood



Portland State University
Planning Workshop 1999

Bill Cunningham
Julia Haykin
Bob Hillier
Ted Knowlton
Tim O'Brien

Acknowledgments

The Hollywood Group has benefited from the assistance and support of a number of individuals who have provided great insight and knowledge regarding issues facing the elderly. They include: Vicki Hersen, Norma and Raymond Rowe, Fran Landfair, Marilyn Mor and Betty Tarpley of Elders In Action; Jim Paynter of the Hollywood Senior Center; Rozanne Costanzo of Multnomah County; Sandi Slaughter of the Hollywood Towne House and Dr.'s Nancy Chapman and Elizabeth Kutza of Portland State University. Debbie Bischoff, Barry Manning and Graham Clark of the Portland Planning Bureau provided direction and a wealth of background information on the Hollywood District and the Bureau's current community efforts. Special thanks go to Virginia, Win, and Rosalie who provided invaluable insight and information on Hollywood, and inspired us with a new perspective on senior citizens. We are also grateful to have such understanding and patient families and friends. Finally, we would like to extend thanks to our fellow planning students and to Professors Deborah Howe and Connie Ozawa.

1999 PSU Planning Workshop

The Masters in Urban and Regional Planning program at Portland state University provides practicing and aspiring planners with knowledge of history, practice in methodology and a consideration of ethical responsibility surrounding the planning profession. The Planning Workshop is the culmination of the Masters Program and it allows students the opportunity to put their knowledge and skills into practice. Student teams are responsible for every aspect of the projects, from locating clients and developing ideas to implementing their methodology and work plan. This project is part of the PSU Workshop class.



TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
I. INTRODUCTION	4
1. PROJECT DESCRIPTION AND PURPOSE.....	4
2. CURRENT PLANNING EFFORTS IN HOLLYWOOD	4
3. PROJECT METHODOLOGY AND CLIENTS.....	5
4. CLIENT AND ADVISORS.....	7
II. PROJECT CONTEXT	8
1. TRENDS AND CONDITIONS AFFECTING THE ELDERLY POPULATION	8
2. DEMOGRAPHIC PROFILE OF THE HOLLYWOOD AREA	11
III. ELDERS' PERSPECTIVES ON HOLLYWOOD AND ITS FUTURE	15
1. HOUSING.....	15
2. NEIGHBORHOOD SERVICES	18
3. TRANSPORTATION AND ACCESS.....	20
IV. HOW WELL DOES THE HOLLYWOOD DISTRICT MEET THE NEEDS OF THE ELDERLY?	24
1. THE CREATION AND APPLICATION OF ASSESSMENT CRITERIA	24
2. ASSESSMENT RESULTS.....	27
V. TOWN CENTER ELDER FRIENDLY DESIGN COMPARISON	29
VI. REACHING OUT TO SENIORS	31
VII. CONCLUSIONS	34
1. THE HOPES OF ELDERS AND OTHER VISIONS FOR HOLLYWOOD'S FUTURE	34
2. WHY IS IT IMPORTANT TO REACH OUT TO THE ELDERLY?	35
BIBLIOGRAPHY	36
APPENDICES	38
A) Focus Group Summaries	
B) Questionnaire Response Summaries	
C) Interview and Neighborhood Walk Summaries	
D) Senior Housing Resources	
E) Elder Friendly Community Design Assessment for Hollywood	
F) Elder Friendly Community Design Assessments for Other Town Centers	
G) Sample Assessment Form	



EXECUTIVE SUMMARY

The Hollywood Group investigated the Hollywood District to assess how well its built environment and neighborhood services meet the needs of its substantial elder population. A goal was to connect the concerns expressed by seniors and their hopes for the future of the area to other visions for Hollywood currently being developed.

Background

Planning for the needs of the elderly is of critical importance, as the elderly are the fastest growing segment of the U.S. population. In Hollywood, seniors comprise 27 percent of the district's population. The trends of a larger, older, wealthier, more ethnically diverse, and more auto-dependent elder population will have great implications at the community level. The diversity of their needs will affect the demand for housing alternatives, public services, community facilities, and transportation options.

The Aging in Hollywood Project

The Aging in Hollywood Project provides a senior perspective on such issues as community design, transportation and access, neighborhood services, housing choices and community involvement. Public outreach activities were the primary methods used to gather input from the Hollywood elder population on these issues. Methods used included focus groups, interviews, a neighborhood walk, and the development and application of a community design assessment form oriented to the needs of seniors.

Input from seniors about living arrangements revealed that most sought to remain in their present homes as long as possible, and that if changing needs made moving necessary, they wanted to remain in the same area. Some seniors may be leaving the Hollywood area because they can no longer maintain their homes and because few housing alternatives exist.

Hollywood's assortment of neighborhood services is a big attraction for many seniors, although the district's lack of a supermarket is seen as a major problem. Elder residents were receptive to the idea of new mixed-use development in the area, but it was important to them that places providing needed goods and services remain. Concerns about Hollywood's pedestrian environment were prominent, especially regarding problems in crossing Sandy Boulevard, suggesting the need to place a greater priority on improving pedestrian facilities in the area.

Lessons Learned

Input from elders regarding services and land uses in the Hollywood District suggests that their hopes for the future of the area do not conflict in any basic way with visions presently being developed by the City of Portland. Where sensitivity to the needs of elders becomes most important is in the details: in the design and condition of pedestrian, transit, and automotive infrastructure and facilities; in regulations for what housing types are to be allowed or encouraged; and in how planners reach out and communicate with elders.

I. INTRODUCTION

The Hollywood District has long served as a center of community activity for Portland's inner and central northeast side. Hollywood and the adjacent neighborhoods of Laurelhurst, Grant Park, and Rose City Park flourished through the expansion of the arterial streetcar network connecting to downtown Portland. The rise of auto transportation along the Sandy Boulevard streetcar line led to the development of Hollywood as a commercial hub.

There was a great increase in residential development from this point through the post-World War II era. Many of the families that moved to the area in the late 1940's and early 1950's still have family members residing there. Hollywood in particular retains a high percentage of seniors compared to nearby neighborhoods and Portland as a whole.

1. Project Description and Purpose

The Hollywood Group investigated the Hollywood District to assess how well the needs of its substantial elder population are being met and to connect their hopes for the future of the area to other visions for Hollywood that are being developed. What will be singular about the elderly population of the future will be its diversity. They will be more broadly representative in terms of race, socioeconomic status, political beliefs, religious orientation and health status than ever before (Kutza 1990). The awareness that all older persons are not alike is just beginning to permeate the public consciousness. If we are to prepare for an aging society we must understand the diversity of our aging population and how to respond to it (Bass et al 1990).

This trend of a larger, older, and more diverse elder population will have great implications at the community level. This changing elder population will affect the demand for housing alternatives, transportation assistance, medical services and other community needs. The ability of a community to respond to these needs will be directly related to how well they are able to integrate the elder population into their planning efforts (Howe et al 1994).

The primary purpose of this project was to provide a senior perspective on such issues as community design, transportation and access, neighborhood land uses and services, housing choices, and community involvement. The elder-oriented public outreach strategies developed as a result of this project will serve to inform planners undertaking future public outreach efforts in Portland and the rest of the region. This project presents an opportunity to set an example, modeling how the needs and input of the elderly can be included in future planning efforts for other areas of the metropolitan region.

2. Current Planning Efforts in Hollywood

The Portland Planning Bureau is currently conducting a Town Center and Main Street planning effort known as the Hollywood and Sandy Project for the Hollywood District. The purpose of the City's plan is to adopt strategies to implement Town Center, Station Community, and Main Street design concepts, which are fundamental to the Region 2040 Growth Concept. The project will set the direction for the area's future and examine both short and long-term redevelopment potential for the area.

Region 2040 Growth Concept

The Region 2040 Growth Concept establishes a general policy direction for managing growth in the metropolitan region through the year 2040. A primary purpose of the Growth Concept is to accommodate the estimated 720,000 additional residents who will live in the tri-county Portland region by the year 2040. A number of mixed-use, higher-density areas have been designated to help accommodate this growth and to aid in the development of a multi-modal transportation system. These mixed-use areas are each designated as one of several design types. Outlined below are the design types relevant to the Hollywood District.

- **Town Centers** are areas with concentrations of employment and housing that provide access to a variety of goods and services. Town Centers are intended to be walkable areas with mixed residential and commercial land uses and frequent transit service.
- **Station Communities** are areas of housing, employment and supporting commercial activities centered on a light rail or high capacity transit station that feature a high quality pedestrian environment.
- **Main Streets** are mixed-use corridors that provide neighborhood shopping with residential and some commercial and office uses along a street.

The Hollywood district is designated as a Town Center and a portion is designated as a Station Community. Sandy Boulevard and Broadway Street are both designated as Main Streets.

3. Project Methodology and Clients

The project team undertook a number of research gathering techniques, outlined below, to obtain information from a wide variety of sources on aging and community design issues, as well as on specific Hollywood area concerns. Of primary importance was the opportunity to meet and interact with the Hollywood senior community.

Literature Review

A review of literature on planning and aging issues was undertaken to ground the team members in planning issues affecting the senior population. This information assisted the group in formulating meaningful questions for use in focus groups and expert interviews.

Article

An article was included in the January edition of the Hollywood Senior Center (HSC) newsletter, with the purpose of informing its membership of the project. The article outlined the purpose of the project, introduced the project team, and provided dates for upcoming focus groups. Included were a few brief questions to initiate thoughts on how senior center members perceive the Hollywood area. A return address and a general e-mail address were included to allow feedback, in addition to the placement of a collection folder at the HSC front desk. We received thirty-six responses from a total of 3,000 mailings. It should be noted that the senior center has a core group of 400 active members.

Display Boards

Display boards were on view at the HSC to engage the center users in thinking about planning for the future of the Hollywood District, and to heighten awareness of the City's efforts. The display boards included results of the City's charette visioning process, historical photos illustrating neighborhood change, a map where members could pinpoint problem areas in the district through the use of notes. As little feedback was received, the use of maps and illustrative graphics were not found to be a particularly effective method for gathering information.

Focus Groups

Three focus groups were held; two at the HSC and one for residents of the Hollywood Towne House, a market-rate apartment building that has a 97% senior population. The



purpose of the focus groups was to explore, brainstorm and dimension concerns participant had regarding three major planning issues: transportation, housing and neighborhood services. A set of open-ended questions was used to gather input. There were between 6 to 8 participants in each focus group. Focus group participants were overwhelmingly female (17 of 21 participants), between 65 to 85 years old, active, had lived in the area for a number of years, and used the

Hollywood commercial area extensively. The focus groups provided the majority of the information that was collected for this project. It was determined that the level and quality of the information gathered depended greatly on how the questions were worded.

Expert Interviews

Interviews were conducted with members of Elders in Action (EIA) and other experts on aging issues including Nancy Chapman and Elizabeth Kutza of Portland State University, and Rozanne Costanzo from Multnomah County Aging and Disability Services. The purpose of the interviews was to learn about general and specific aging issues from people who address these issues on a daily basis. The interviews supplemented the information gathered in the focus groups and research, and provided an opportunity to expand our scope of issues.

Other Interviews

Interviews with some Hollywood business owners were completed to provide insight into their relationship with the senior population, specifically regarding any needs and services they provide to the elderly population. The responses gathered reinforce the notion that seniors comprise a large share of the local businesses' clientele. Sandi Slaughter, the Hollywood Towne House manager, was also interviewed and provided a comprehensive overview as to why seniors have chosen to live in the Hollywood Towne House building.

Elder Friendly Community Design Assessment

An assessment form was developed to evaluate the Hollywood District to help assess how well it meets the needs of elders, or the level of its “elder friendliness.” The survey was based on the existing elder friendly business survey that Elders in Action (EIA) presently administers. EIA volunteers were instrumental in developing the survey, which was presented to EIA for use by their members elsewhere in the Portland region. Details of how Hollywood fared will be discussed later in the report. A copy of the survey is found in Appendix G.

Neighborhood Walk

A neighborhood walk was completed with seniors who had previously taken part in the focus groups and were interested in further discussing the project and pointing out specific problems or issues. A number of issues were raised, including pedestrian connections, street crossing difficulties and access to the MAX station. The participants were very enthusiastic, took the initiative in discussing ideas and identified a number of areas that could be improved.

4. Client and Advisors

Our client was the Portland Planning Bureau, which provided overall project guidance. The Hollywood Group served as a bridge between the Portland Planning Bureau and the senior community, working independently to assist the City in achieving their public outreach goals for the Hollywood and Sandy Project. This project provides the Planning Bureau with input from the Hollywood senior community for use in their planning process for the area.

Elders in Action, a non-profit advocacy group based in Portland, served in an advisory capacity. Their mission is to “assure a vibrant community through the active involvement of older adults.” EIA participated in early exploratory interviews, helped with the elder-friendly assessment of the Hollywood commercial area, and facilitated contact with segments of the senior community.



The Hollywood Senior Center, under the direction of Jim Paynter, also served in an advisory capacity. HSC was founded in 1973, and is open every day to “promote health, independence and well-being for elder adults.” The HSC provided space for focus groups and display boards for the project. In addition, their members were the primary participants in two of the three focus groups.

II. PROJECT CONTEXT

1. Trends and Conditions Affecting the Elderly Population

Lifestyle Changes of the Elderly

In attempting to define a community environment that is hospitable to seniors, it is imperative that planners have an understanding of the normal aging process. The aging process affects each individual differently. Many of the changes we associate with aging, such as forgetfulness, joint stiffness or senility, may be caused by disease and not the natural aging process (Howe et al 1994). Many mobility problems are the result of motor disabilities such as arthritis and are disease-related and not aspects of normal aging. Unfortunately, our society has a negative attitude toward a loss of independence and the need for assistance. Old age and illness are synonymous terms in our culture (Tirrito et al 1996).

Chronic diseases have replaced acute conditions as the greatest health risks for older adults. The most frequent chronic conditions in persons over age sixty-five are arthritis (49 percent), hypertension (37 percent), hearing impairments (32 percent), and heart disease (30 percent) (Tirrito et al 1996). All of these conditions affect how well an elder person would be able to use the Hollywood commercial area.

Vision impairment, hearing loss, and decreased strength and agility are among the most common aging changes. These happen gradually as part of the aging process and begin much earlier in the life cycle. Many age-related changes, such as these, require re-adoption to the environment. Studies show that older people that have remained active athletically and mentally retained their learning capacity and reaction time. (Howe et al 1994 & Tirrito et al 1996).

As people become older, their lifestyles and needs typically change. The physical, mental and sensory changes that occur in old age affect the ability to drive, which in turn limits their ability to live independently. As individuals progress from being young apartment dwellers, to raising families, to retirement, to mobility-constrained old age, they are often forced to move from one neighborhood to another as their housing needs change. Together with separated land use patterns that make automobile travel almost indispensable for daily routines and social exchange, this often severely compromises the ability of the elderly to be full participants in mainstream society or to engage in cross-generational social exchange.

Population Trends of the Elderly

According to the 1990 Nationwide Personal Transportation Survey (NPTS), the elderly as a group (ages 65 and over) are the fastest growing segment of the U.S. population, and the very elderly (ages 85+) are the fastest growing component of that group. Between 1980 and 1990, the segment of the U.S. population over 65 grew by about 20 percent. In Oregon, the elderly population grew 28.5 percent in the 1980s and 12.1 percent during the 1990s. Approximately 437,000 people, or 13.6 percent of Oregon's total population, are age 65 or older -- higher than the national average of 12.7 percent (Oregonian 1998). The national population data presented in **Table 1** below summarizes the proportional distribution of the elderly population for ages 65+ between 1970 and 1990:

Table 1
National Distribution of the Elderly Population for Persons Age 65+, 1970-1990

Age Cohort	1970	1980	1990	Percent Change 1970 - 1990
65-69	35.0%	34.3%	32.4%	-7%
70-74	27.3	26.6	25.7	-6
75-79	19.2	18.8	19.6	+2
80-84	11.4	11.5	12.6	+11
85+	7.1	8.8	9.7	+37

Source: NPTS, 1990

Table 1 shows that between 1970 and 1980, the age cohorts 75+ have increased as a total percentage of the U.S. population, with the greatest increase in the 85+ population. The total percentage of the elderly population over 85 years of age increased from 7.1 percent in 1970 to 9.7 percent in 1990, an overall increase of 37 percent. Conversely, the 65-69 age group experienced a 7 percent decrease during the same 20-year period, from 35 percent to 32.4 percent.

As the baby boomers (those born between 1946 and 1964) enter into elderly age cohorts by 2010, the overall proportion of persons ages 65+ is projected to increase substantially. This aging of the population is expected to have a significant impact on Oregon's metropolitan areas in respect to changes in travel behavior, future housing needs, the provision of public services, and the allocation of public resources to meet the needs of the elderly.

Table 2
City of Portland and Hollywood District Population by Age Cohort: 1980-1990

Age Cohort:	1980		1990		Change (1980-1990)	
	City of Portland	Hollywood District	City of Portland	Hollywood District	City of Portland	Hollywood District
<20	91,979 (25%)	193 (13%)	98,154 (21%)	229 (16%)	6,175 (6.7%)	36 (18.7%)
20-64	220,750 (60%)	608 (41%)	299,137 (64%)	814 (57%)	78,387 (35.5%)	206 (33.9%)
65+	55,188 (15%)	682 (46%)	65,436 (14%)	386 (27%)	10,248 (18.6)	-296 (-43.4%)
Total	367,917	1,482	467,401	1,428	99,484 (27%)	-54 (-3.6%)

Source: 1980 and 1990 U.S. Census

Table 2 compares the distribution of age groups for the City of Portland and the Hollywood District between 1980 and 1990. The total population for the City of Portland increased by almost 100,000 residents (27 percent), with over one-third of this increase in the 20-64 age group and about 18.6 percent in the 65+ age group. The overall percentage of the elderly population citywide has remained relatively unchanged between 1980 and 1990, comprising

about 15 percent of the total population. In contrast, the Hollywood area has actually lost approximately 3.6 percent of its population during this period. More striking is the substantial decrease in the elderly population in the Hollywood area from about 46 percent of the population to about 27 percent in 1990, a decrease of about 43 percent. This may be attributed to the large number of long-term residents in the Hollywood area who have aged in place. Typically, they are selling their homes to younger families and moving out of the area into other areas that can better serve their needs (Bruno 1999). Overall, however, the Hollywood District still contains a substantially higher percentage of elderly residents compared to the city, with approximately 27 percent of the residents age 65+ compared to the 14 percent average for the City of Portland as a whole in 1990.

Travel Patterns of the Elderly

The 1990 Nationwide Personal Transportation Survey

The NPTS indicates that the elderly as a group drove approximately 20 percent more miles in 1990 than they had in 1983, with those over 70 years of age driving about 40 percent more miles. A number of factors have contributed to this including: 1) an increase in the number of elderly living in suburban areas, which typically requires more driving to access needed services and other opportunities than those who live in central city areas; 2) better health care and a generally more active lifestyle than previously; and 3) a more affluent elderly population with a greater amount of disposable income. However, the NPTS also found that the number of trips dropped substantially after age 65 with the greatest decrease in trips occurring when people approach 85 years of age. **Table 3** contains a summary of NPTS findings illustrating several key parameters of urban travel patterns.

Table 3
Key Parameters of Urban Travel, 1990

Age Cohort	Average Daily Person Trips	Average Daily Miles Traveled	Average Daily Vehicle Trips
65+ (Average)	2.02 (% Change from Previous Age Cohort)	14.75 (% Change from Previous Age Cohort)	1.38 (% Change from Previous Age Cohort)
60-64	2.74 -	22.49 -	2.06 -
65-69	2.45 (-11%)	20.24 (-10%)	1.72 (-17%)
70-74	2.14 (-13%)	14.59 (-28%)	1.47 (-15%)
75-79	1.8 (-16%)	11.82 (-19%)	1.24 (-16%)
80-84	1.32 (-27%)	8.84 (-25%)	0.82 (-34%)
85+	0.88 (-33%)	3.32 (-62%)	0.44 (-46%)

Source: NPTS, 1990

Between the age groups 60-64 and 85+, average daily personal trips declined by almost 68 percent with the greatest decline (33 percent) for persons 85+. Average daily miles traveled has also declined substantially for ages 85+ with a decrease of about 85 percent between ages 60-64 and 85+. Average daily vehicle trips also declined as people age, with a decrease of about 80 percent between the age groups of 60-64 and 85+. Although, as individuals, the

elderly are driving more miles and taking more trips than they had in 1983, the overall number of trips and miles traveled still decreased dramatically, particularly for those over 85 years of age. The findings from the NPTS suggests that the associated changes in travel behavior by the elderly will influence the development of future urban transportation planning policy in order to meet the growing mobility needs of the elderly population.

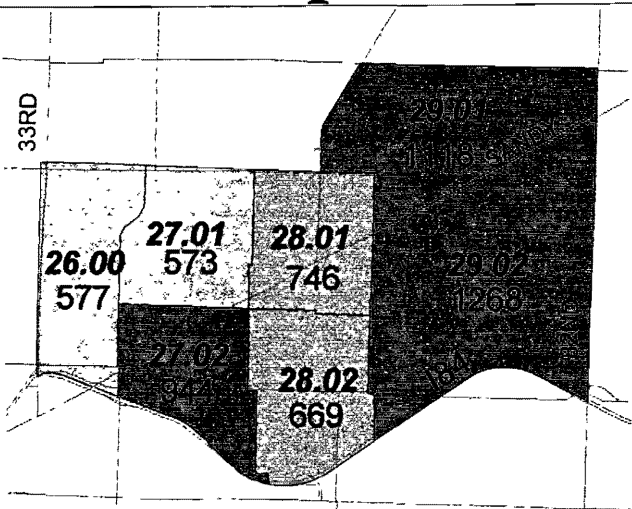
In urban areas, the NPTS revealed that dependence of the elderly on private automobiles, both as passengers and drivers, has increased substantially. In 1983, between 75 and 87 percent of the 60+ population relied on private automobiles for all personal trips. These percentages increased from 77 to 93 in 1990. None of the 60+ population relied on private automobiles for less than 75 percent of all personal trips between 1983 and 1990.

Conversely, the use of public transit by the elderly fell from an average of 4 percent in 1983 to 2 percent in 1990. Walking by the elderly has also decreased as an overall percentage of personal trips, from an average of 14 percent in 1983 to nine percent in 1990. However, even though walking as a travel mode declined, it represents a relatively large share of total personal trips made by the elderly relative to other non-automobile modes. It should also be noted that almost all trips by automobile also include a pedestrian component.

2. Demographic Profile of the Hollywood Area

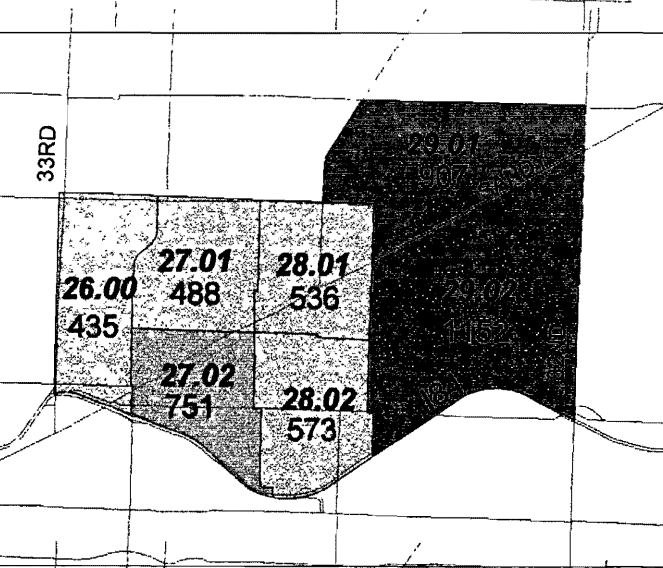
Figure 1 shows the changes in the demographic profile of the general Hollywood/Sandy Boulevard area for selected census tracts between 1980 and 1996. As illustrated, the number of persons age 60+ has been steadily decreasing in each of the census tracts in this area. The 60+ population in the area is predominantly white (approximately 90 percent of the total senior population). Although non-whites are a relatively small percentage of the total elderly population, the number of elderly Asians have increased substantially compared to other races. Between 1980 and 1996, Asians age 60+ have increased from only 0.5 percent of the elderly population to 6.6 percent. This is likely the result of the growing Asian population in the Rose City area immediately northeast of Hollywood.

Hollywood District Vicinity: Senior Population Demographics 1980-1996



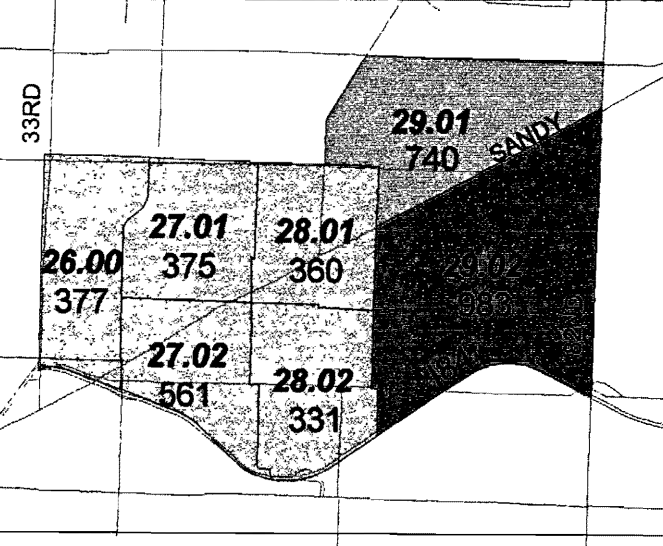
1980

Total Age 60+	= 5895
Age 60-64	= 1244
Age 65+	= 4651
White	= 5121
Black	= 9
Hispanic	= 6
Asian	= 30



1990

Total Age 60+	= 4842
Age 60-64	= 953
Age 65+	= 3889
White	= 4668
Black	= 66
Hispanic	= 27
Asian	= 3113



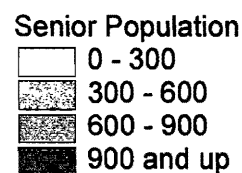
1996

Total Age 60+	= 3727
Age 60-64	= 641
Age 65+	= 3086
White	= 3444
Black	= 17
Hispanic	= 34
Asian	= 244

SOURCE:
Multnomah County
Department of Aging and Disability Services

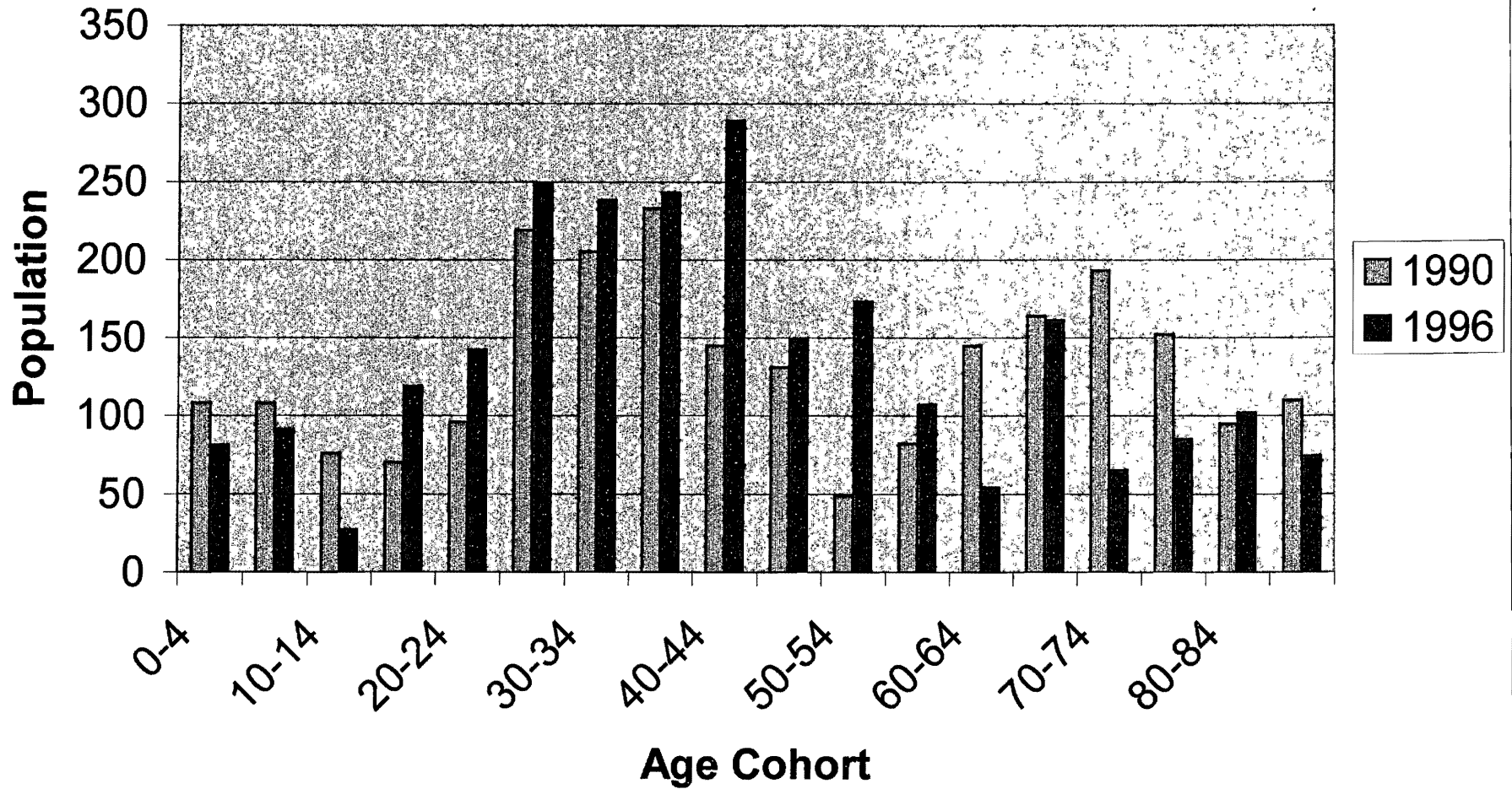


27.02 Census Tract
561 No. of Seniors



The overall decrease in the elderly population is especially evident in the center of the Hollywood District, within U.S. Census Tract 27.02. The demographic profile in **Table 4** shows the change in the population in the center of the Hollywood District for each five year age cohort between 1990 and 1996. The 25 through 44 age cohorts make up the largest share of the Hollywood population. The number of these younger adults has been increasing during this period, particularly the 40-44 year olds. This group is composed of younger families that are replacing the Post WWII families that have aged in place and are now either moving out of the Hollywood district or have died (Bruno 1999). With the exception of the 80-84 cohort, each of the 60+ age groups has decreased between 1990 and 1996. **Table 4** shows a substantial decrease in the 65-69 cohort in both 1990 and in 1996. During this period, the total number of Hollywood residents between ages 65-69 in 1990 decreased by over 60 percent, as this group moved into the next age cohort in 1996. This decrease can also be seen in the 70-74 age group in 1990, as they moved into the next age group in 1996. One possible explanation is that as people reach retirement age, they are cashing in on their home equity and selling to younger families.

Change in the Central Hollywood Area Population by Age Cohort: 1990-1996





III. ELDERS' PERSPECTIVES ON HOLLYWOOD AND ITS FUTURE

1. Housing

Existing housing options in the Hollywood area

Since World War II, two developmental phenomena significantly changed the predominantly single-family residential character of the Hollywood neighborhood. Following World War II, Hollywood experienced another wave of largely automobile-oriented commercial development. Homes located between NE Hancock to NE Tillamook and NE 39th to NE 42nd Avenues were removed to accommodate off-street parking and new businesses. In the 1960s and 1970s, the residential character of the southeast area of the Hollywood District was changed with the construction of a few high rise apartment buildings.

Although originally built by the Housing Authority of Portland (HAP) as low-income senior housing, Hollywood East now provides 299 studio units for individuals with an annual income at or below 50 percent of the median family income level. Housing authorities across the nation have begun to house substantial numbers of elderly persons and younger persons with disabilities together for various reasons. In the 1997 HAP Mixed Population

Planning Committee Report, a May 1995 estimate places the Hollywood East elderly population (HUD defines elderly as persons aged 62 and older) at 40.1 percent.



The Hollywood Towne House provides 120 one and two-bedroom units, and has been a naturally-occurring retirement community (NORC) for the past 15 to 20 years due to word-of-mouth reputation among local seniors. According to Sandi Slaughter, the resident manager, 97 percent of the residents are over 55 (see Appendix C). Rents range from \$675 to \$725 for one-bedroom apartments and from \$775 to \$825 for two-bedroom apartments, and there are waiting lists for both kinds of units.

Existing Comprehensive Plan Designations in the Hollywood neighborhood (the area bounded by NE 37th Avenue to NE 48th Avenue, and I-84 to NE Thompson Street) include roughly equal amounts of Residential 2,500 (2,500 square foot lot per housing unit) and Residential 5,000, (5,000 square foot lot per housing unit) and a lesser amount of Low density multi-family 2,000 (2,000 square foot lot per housing unit). However, existing residential land use north of the Sandy Boulevard commercial development is singularly 1920s-era, single-family residential, with the exception of four multi-family and two duplex properties. The owner occupancy rate was 44 percent in 1990.

A new townhouse development on Tillamook Street was designed with stairs accessing housing units located above garages. Elders participating in our neighborhood walk did not find these to be practical housing options for them, as the lengthy stairs make them inaccessible. Beyond construction of these seven new units, there has been very little new



single-family construction in this well-established neighborhood due largely to lack of available vacant land. A dearth of large land parcels has also impacted multi-family development, along with recent flat rent levels.

Interview and focus group feedback suggest that the elderly are moving out of the Hollywood area due to older home maintenance, property taxes and the lack of housing options. In addition to general maintenance, 70-year-old homes typically require expensive system updates (i.e., electrical, heating, plumbing, siding, insulation and windows) or replacements. This places a burden on those living on fixed incomes. Those to whom we spoke

indicated the desire to stay in the same neighborhood until it was absolutely necessary to move. The Hollywood neighborhood, in short, is currently in the process of turning over.

In 1997, the National Association of Home Builders ranked the Portland region as the second least affordable city on the west coast based on an index of median income and median home prices. Selling prices for Northeast Portland homes averaged \$151,000 in 1997, and \$173,000 in January 1999 (1999 Regional Multiple Listing Service). Housing prices increased 9 percent annually between 1993 and 1997 (Bruno, 1999). Housing in Hollywood is appreciating faster than both the inflation rate and any social security benefit increases. If present trends continue, lack of available land will continue to exert upward pressure on existing housing prices in similarly built-out neighborhoods, and single and fixed income households will be increasingly less able to afford homes (Bady 1997).

Interest among elders in future housing possibilities in Hollywood

The elders to whom we spoke were for the most part supportive of mixed-use housing options. Housing located above the new Hollywood Branch Library was suggested, and this idea, as well as other examples such as the Belmont Dairy and Glisan Street Station, received positive feedback from them.

New, multi-story buildings would require elevators, and safety and noise issues would have to be addressed. (see Appendix C). Given the long-standing waiting list for Hollywood Towne House apartments, demand exists for similar buildings that provide parking, secured-entry and a resident manager. One senior couple to whom we spoke decided to live in a one-bedroom unit, despite their preference for the more in-demand two-bedroom units. Elders also expressed interest in mixed-age housing facilities for seniors and younger families in Hollywood, and congregate care facilities for seniors (see Appendix A). Age-integrated facilities can offer an expanded social role for the elderly, as residents in an age-segregated facility may have nothing more in common than their age cohort and address (Hoglund 1985).

Housing Options

Housing options specifically targeted for seniors should cover a range along the continuum of care, answering the need for both privacy and independence: from independent-living garden apartments, aging-in-place, shared and ECHO housing, to congregate care and



assisted living facilities. (Goldman 1996; Howe et al 1994) Aging-in-place and continuing care facilities in particular offer opportunities for continued community involvement, by providing a continuum of care from independent living to assisted care at the same facility. This reduces the necessity to leave behind familiar neighborhoods and social connections at an age when people are typically only willing to move if necessary (Green et al 1975; Jones 1997; Romano 1997). Western European countries have been successfully

developing non-traditional senior housing models since the 1970's, expanding options far beyond nursing homes (Hoglund 1985). The fact that the Hollywood Towne House has a waiting list (composed mostly of elders from nearby neighborhoods who want to remain in the area), and observations that elders were leaving the Hollywood area because they could no longer maintain their houses, suggests that there is both a need and a demand for more housing options for elders in the Hollywood District

Policy implications

Nationally, the demand for senior housing is expected to grow linearly until 2010, and then exponentially through 2030 (Johnson 1997). Although senior housing loans returned from 11.1 percent to 14.6 percent in 1995, unfamiliarity and lack of investor comfort have kept pension funds and other institutional investors away. This is changing, however, and investors are becoming more receptive (Roulac 1998; Williams 1997). Major lodging companies are also responding to demographics by entering the assisted living market, viewed as a cheaper alternative to nursing homes (Rowe 1996). Increased local community development corporation capacity, low income tax credits, tax increment financing, real estate investment trusts (REITs) and public-private partnerships are possible tools to encourage more housing in this area. Developers to whom we spoke stressed the need to finance senior housing by offering inducements (in the form of equity vehicles or direct government involvement such as tax abatements), versus a regulatory approach (see Appendix C).

Based on Metro's Region 2040 Framework Plan adopted in December 1997, the Planning Bureau has set a housing target of roughly 1000 new units for the Hollywood Town Center. Moreover, the Metropolitan Housing Rule (established citywide to comply with the requirements of Statewide Planning Goal 10) stipulates that at least 50 percent of new residential units be attached single family housing or multiple family housing, to achieve an overall density of at least 10 units per acre. This density is not significantly higher than the surrounding, predominantly R5-zoned single-family Grant Park, Rose City Park and Laurelhurst neighborhoods. To make the Hollywood District a viable town center, main

street and station community, however, opportunities for increased residential uses for a diverse population need to be identified and analyzed.

Given limited land availability (particularly within the one half mile Station Community area), multi-family housing options must be created that appeal to a wide segment of the neighborhood population, including seniors. A focus group participant suggested using existing underutilized surface parking for new housing. Although there is demand for market rate senior housing as evidenced by the Hollywood Towne House waiting list, affordable options for those with limited incomes need to be included. Nationally, lack of affordable senior housing has been partially due to for-profits having become involved in the financing, ownership and management of senior housing since the mid-1980s. While some of this housing need can potentially be met by market-rate development, it is likely that the City will need to become involved if new multi-family housing is to be made available in Hollywood to the many seniors with only moderate resources. Strategies should also be identified to assure that a range of affordable neighborhood services could be maintained in town center areas, allowing them to meet the needs of their residents and those of surrounding neighborhoods.

2. Neighborhood Services

Past research has suggested the importance of neighborhood services in allowing individuals to maintain some measure of independence in their lives once their ability to drive becomes compromised. Having needed services within walking distance not only allows elders to maintain control of their lives, but also to interact with the larger community, to socialize,



and thus to continue to feel connected to the rest of the community. Services that some research has found are especially useful to have close by include grocery stores, banks, libraries, pharmacies, churches, senior centers, and restaurants (Carp & Carp 1982; Lawton 1986).

Discussions with elders who live in or near the Hollywood District support this perspective.

Among residents of the Hollywood Towne House, the neighborhood's range of shops and services

were primary reasons for their choosing to live in Hollywood. Among the neighborhood services most often cited as being used by focus group participants were:

- Pharmacies
- Banks
- Restaurants
- The library
- The 42nd Street Station postal station
- Hair dressers
- The Broadway Medical Clinic
- Churches
- The Hollywood Senior Center

While elder residents were very receptive to the idea of more mixed-use development in Hollywood, it was important to them that business providing services such as these remain.

Focus group discussions and the HSC questionnaire revealed that most Hollywood Senior Center users, the majority of whom do not live in the Hollywood District, also use these same services in the neighborhood. Of all Hollywood services, restaurants were identified as being frequented by more questionnaire respondents (64% -- see Appendix B) than any other type of service, perhaps emphasizing the social role that restaurants play for many seniors.

Seniors welcomed the idea of the area transforming to include a greater mix of commercial and residential activity. When shown renderings of charrette urban design concepts for the area featuring higher-intensity, mixed-use development, focus group participants reacted favorably and felt that the concepts would head Hollywood in the right direction. Hollywood Towne House residents were particularly excited about the prospect of a Trader Joe's Market opening near by. One thing that all agreed on was that they would like to see a new supermarket in the district. Sorely missed is the old Hollywood Fred Meyer, which was readily accessible to those who primarily walked for their daily needs. Seniors also identified bakeries, a good book shop, good restaurants, and a greater variety of retail shops as services they would like to see in the neighborhood in the future.

Policy Implications

Hollywood should continue to be a focus of retail and service activity. To reinforce the concentration of services in the area and to ensure walkable access between destinations, commercial land uses should be restricted to a relatively compact area. Additional housing should also be encouraged to expand the customer base in the district and to help generate enough demand for additional services. Locational opportunities for additional multi-family housing in the area include several vacant lots and surface parking areas, as well as in the potential for mixed-use residential development above ground-floor shops.

The City should take measures to attract a supermarket to the district, and perhaps investigate partnership possibilities. The need for a supermarket in the Hollywood District has recently become exacerbated by the imminent closure of the nearby 33rd Avenue Kienow's supermarket.

Generational changes in the senior population may provide new opportunities for economic development in the Hollywood District. Compared to past cohorts of seniors, more recent cohorts have more disposable income and a longer span of post-retirement years to devote to leisure activities. This may prove to be a boon for entertainment-oriented businesses, such as restaurants and cafes, especially once the baby-boom generation reaches retirement age. As such businesses often choose to locate in urbane settings, efforts should be taken to improve Hollywood's aesthetic appearance.

3. Transportation and Access

The physical, mental, and sensory changes that occur in old age have an especially significant impact on the mobility of elders. These changes often present challenges for the majority of seniors who still drive. Seniors tend to have slower reaction times and often need more time to react and maneuver in traffic situations. This makes confusing traffic patterns more problematic, especially if rapid lane changes are required. Vision changes make it harder for many seniors to focus, perceive depth, or to see at night. As a result, the size, clarity, and placement of directional signage for older motorists is a greater issue. Ultimately, many eventually lose the ability to drive safely and must depend on others for rides or use other modes of transportation. This loss of mobility often contributes to increased social isolation among seniors.

The changes that occur in old age also impact pedestrians. Seniors, along with young children and the disabled, have disproportionately high rates of pedestrian accidents. Adults over 65 are involved in 22 percent of pedestrian deaths, although they constitute only 12 percent of the population (Zeeger & Zeeger, 1989). Decreased strength, agility, and motor control affect the mobility of seniors as pedestrians in many ways, including the following:

- Elders move more slowly and need more time to cross streets. As a result, crosswalk signal timing and street width become more crucial safety concerns.
- Elders tire more easily, so benches for resting assume greater importance. Most seniors experience increased difficulty maintaining their balance, making railings at steps a necessity.
- Many eventually need a walker, cane, or wheelchair to get around. Uneven sidewalk surfaces, obstacles that narrow the passable width of sidewalks, and the lack of curb cuts become more problematic.
- Vision changes also make sidewalk conditions a more crucial issue for seniors. Weakened depth perception, combined with a less vigorous walking gait, make buckled sidewalks a barrier to many seniors and cause falls and injuries. Seniors who have suffered injuries from such accidents often subsequently become more reluctant to walk on their own, resulting in increased social isolation and loneliness (Pettersson, 1989).

These challenges were reflected in focus group discussions on transportation and access issues in the Hollywood District. The most pressing concerns that focus group participants had centered around these issues, and highlighted conflicts between Hollywood's role as a pedestrian-oriented town center and Sandy Boulevard's role as a major arterial and a state highway. The concerns of focus group participants as drivers, transit users, and pedestrians are discussed further below.

Automobiles

Focus group participants indicated that the two main problems they experienced in Hollywood as drivers were confusing traffic patterns and the lack of parking. The areas presenting the most trouble in terms of traffic patterns are NE 39th Avenue northbound as it approaches Sandy Boulevard and Broadway Street, where it is not readily apparent which lanes lead to what streets, and the similarly confusing eastbound connection from NE Broadway to Sandy. Some elders also criticized the fact that left turns off Sandy weren't



permitted in the area. Regarding parking, several elders felt that there was not enough conveniently located parking in Hollywood. Some indicated that if more parking were to be added to the district, they would prefer that parking lots be located behind buildings rather than in front of them.

Transit

Transit users, who constituted only a minority of focus group participants, indicated that they were generally satisfied with the level of transit service in the Hollywood District. A common complaint, however, was that the MAX station is somewhat difficult to access, largely because the lengthy stairway and ramp are difficult for many to negotiate. It was also related that the MAX platform is poorly lit at night, which deters some from using MAX for evening trips. Some also felt that a park-and-ride lot was needed at the transit station, noting that MAX riders (themselves included) sometimes parked illegally in nearby parking lots.



The primary reasons non-transit users gave for not using transit were that they lived too far from bus stops or had security concerns. A Hollywood Towne House resident suggested that it would be good to have a jitney service in the area, which could take people to the supermarket, banks, post office, and other local destinations.

Pedestrians

Pedestrian issues emerged as the most frequently cited concern that focus group participants had about the Hollywood District. Most, even those who drove to the area walked between destinations within the district. Judging from focus group and newsletter questionnaire responses, more elders access Hollywood by walking than by transit, which suggests that pedestrian issues need to be given greater priority. Among residents of the Hollywood Towne House (97 percent of whom are over 55 years of age), only about 60 of the 140



tenants drive. The rest walk, depend on family members to drive them, or use transit (see Appendix C). Among respondents to the newsletter questionnaire, 80 percent of those living within a half-mile of the senior center walked there, while 63 percent of those living within a half-mile and a mile walked (see Appendix B).

It is therefore not surprising that pedestrian concerns were prominent among elders to whom we talked. The most common complaint about Hollywood was that they often did not feel safe as pedestrians crossing Sandy Boulevard. They

indicated that, all too often, drivers don't pay attention to pedestrians when making turns. The NE 42nd and Sandy intersection was identified as being especially troublesome. A "scramble" signal, that would stop cars from all directions, was suggested for this intersection on several occasions. Some also liked the idea of a motion-detector crossing signal, that would remain green for an extended time if it sensed the presence of pedestrians in the crosswalk. Significantly, the traffic on Sandy was the most common reason given when non-residents were asked why they would not want to live in Hollywood.

Other issues frequently brought up were problems with buckled sidewalks needing repair and maintenance and debris, such as old leaves, that made sidewalks slick. It was also noted that leaves sometimes blocked curb cuts or caused water to collect. How much the



condition of sidewalks impacts some seniors was underscored by one focus group participant who was afraid of going on a walking tour of the area because she felt it was likely she would end up falling. Sandi Slaughter, the manager of the Hollywood Towne House, indicated that many of her tenants have fallen due to buckled sidewalks in the neighborhood.

Also reinforcing the importance of sidewalk maintenance are the Hollywood experiences of an EIA volunteer who uses a wheelchair. She has encountered broken glass on sidewalks in the district and on the 42nd Avenue pedestrian overpass. She noted that changing a flat wheelchair tire, which she

has had to do as a result of such glass, is a formidable undertaking for a disabled person. An event such as this can leave a wheelchair user stranded and subsequently more fearful of venturing forth in public.

Several focus group participants felt the area needed more benches, especially on the side streets to the north of Sandy, such as NE 42nd Avenue. As one participant noted in reference to the need for more benches to allow rest, "Old legs don't walk like they used to... people get tired." Some felt that the existing benches on Sandy Boulevard, located close to the curbside and facing away from the traffic, were not pleasant to use and would be better positioned closer to the storefronts and facing toward traffic.

Another concern was that Hollywood needed streetscape improvements. Several felt that more trees and landscaping would improve the area, and that Hollywood was not a very attractive place to walk, having too many empty lots and parking areas.

Policy Implications

The concerns discussed above suggest that much can be done to improve safety for elders in the Hollywood District through transportation and access improvements. In addition, the focus group discussions seemed to indicate that such improvements might make Hollywood a more desirable place for seniors to live. Policy implications include the following:

- The emphasis seniors placed on the need for pedestrian improvements in the Hollywood District and the fact that many seniors walk in the area suggest a high priority be placed on improving pedestrian facilities in Hollywood.
- There should be increased enforcement of sidewalk maintenance, especially when it involves something as simple as keeping sidewalks free of debris.
- A pedestrian scramble signal and/or motion detector should be considered for the NE Sandy Boulevard and NE 42nd Avenue intersection. Another possible improvement to consider is a left-turn signal for NE 42nd at this intersection, which would prevent conflicts between pedestrians and drivers making left turns (a frequently mentioned problem).
- Additional benches should be considered for the area, and the locations of the present benches on Sandy Boulevard should be reconsidered.
- Traffic circulation and directive signage need improvement.
- Additional parking should be provided close to commercial concentrations, ideally located in the interior of blocks, and should be identified with clear signage.

IV. HOW WELL DOES THE HOLLYWOOD DISTRICT MEET THE NEEDS OF THE ELDERLY?

Overview

Primary data gathered describe a combination of factors (familiarity/memories, location and amenities) that attracted today's elders to the area. Community connections are implicit in these responses, typically a continuing relationship: some still live or had lived in Hollywood or surrounding neighborhoods, have friends still living in the neighborhood, still attend area churches, shop, frequent restaurants, or use professional (especially medical) services. Central location, proximity to Lloyd Center and downtown jobs were original attractors for elders currently or formerly living in Hollywood (see Appendix A).

Hollywood presently has a good mix of services needed by the senior population. Businesses do cater to elders, as they constitute 40-50 percent of their local market. Business owners we spoke with cited the following as issues important to elders: good service and dependability (spending more time with them, offering senior discounts and stocking items needed by them), and special accommodations such as carry-out, delivery and holding services. Virtually all businesses in Hollywood are located in first floor storefronts, with minimal if any accessibility problems (see Appendix C).

Although good transit connectivity exists, access improvements are needed for Hollywood to function better as a town center. An example is bus service, which, although generally cited as good (partly due to Sandy Boulevard being the transit route to Portland's airport), needs more bus stops with shelters and benches in Hollywood. Similarly, although the MAX station greatly increases area connectivity, seniors need design improvements for greater use. They prefer taking the bus to MAX for safety and site accessibility reasons. Despite these shortcomings, access to public transit was still considered a plus for when driving might no longer be an option for them in the future. Although this is still considered a walkable neighborhood, neglected sidewalk facilities maintenance and problematic Sandy Boulevard crossings remain obstacles.

1. The Creation and Application of Assessment Criteria

To help assess how well the design of the built environment in the Hollywood District meets the needs of the elderly, a set of assessment criteria was developed to evaluate the district. The resulting *Elder Friendly Community Design Assessment Form* (the "assessment form") was based on a review of best design practices, expert interviews, and discussions with EIA members. Besides being oriented to aid in the evaluation of the Hollywood District, it was designed to be generally applicable for the assessment of urban commercial areas (such as main streets, station communities, and town and regional centers) so it could be used in future planning efforts in Portland.

The assessment form serves to highlight aspects of community design that planners, designers, and engineers should be aware of in planning for urban areas to better meet the needs of Portland's elders. It identifies issues that for younger people may seem like mere inconveniences, but for many seniors may act as barriers. A copy of the assessment form is found in Appendix G. The following is a brief discussion of its elements:

Sidewalks and Crosswalks

The design and condition of pedestrian facilities are especially important for an environment that allows elders, particularly those who may no longer drive, to continue to have access to the community and live a fairly independent life.

- Sidewalks should be continuous on both sides of the street to separate pedestrians from automobiles, especially in commercial areas with their high levels of traffic.
- Sidewalks should be in good condition (smooth with non-slip surfaces) and be kept clear of debris (such as leaves and mud) to minimize the risk of falls, which can be debilitating for seniors whose relatively brittle bones are more prone to injury. Sidewalk material should be used that does not become slick after rain, as do some types of brick and tile.
- Sidewalks should be broad enough, with no obstructions preventing easy passage. A minimum width of four feet is recommended to allow two people to pass and to accommodate the extra space needed by walkers and wheelchairs.
- Sidewalk grade changes should be clearly marked with paint and texture to provide warning to those with poor vision, who may otherwise fail to notice such changes and be at risk of falling.
- Sidewalk and pathways should be well lit, both for security and so that elders, who tend to have decreased sensitivity to light and often have poor nighttime vision, can better see their way.
- Stairways should have handrails to aid those with poor balance.
- Extreme grades, which can serve as barriers, should be dealt with effectively to enable access, perhaps by means of stairways and strategically-placed ramps.
- Walkways and curb cuts should be clear of drainage grates, which can snag canes, walkers, and wheelchair wheels.
- Crosswalks should be conveniently located to avoid having elders, whose endurance may be limited, from having to make multi-block detours to find a crosswalk. A lack of crosswalks can serve as a major barrier to the mobility of seniors as pedestrians. Crosswalks should be clearly marked to be easily seen by both pedestrians and drivers.
- There should be curb cuts at crosswalks and intersections to facilitate access by those dependent on wheelchairs, and should be clearly marked and designed so that they do not become a hazard for others.
- Crossing signals at intersections frequently used by elders should provide sufficient time to cross, with signals timed to three feet per second, rather than the standard timing of four feet per second.
- Wide intersections should be provided with pass-through, pedestrian refuge islands to allow a safe haven for slower or weaker pedestrians. Curb extensions at crosswalks can also be used to minimize crossing length.
- Busy intersections should have audible crossing signals to help those with poor vision, a limitation facing many seniors as well as those who are legally blind.

Public Signage and Wayfinding

Clear signage and environments designed to facilitate wayfinding are important for the mobility of seniors, both because of vision limitations and tendencies to become disoriented.

- Signs should be easy to read, with sharply contrasting images and backgrounds. Lettering and graphic symbols should be bold and simple, optimally with light images on dark backgrounds.
- Signs should clearly indicate major destinations to provide an environment that better meets the needs of elders prone to disorientation.
- Important pedestrian routes should be well defined by incorporating design elements, such as special pavement materials, colors, banners, or using wider sidewalk widths, to help with wayfinding.
- Traffic signs should provide clear directional guidance to motorists. Traffic circulation patterns should be designed to minimize wayfinding confusion and the need for rapid lane changes, taking into account the slower reaction times of seniors.

Public Amenities

Public amenities, such as benches, parks, and drinking fountains, assume new importance with elders who lack stamina, or may have little opportunity to socialize in public environments.

- Benches should be provided to allow rest, especially along frequently used pathways. They should have backrests and armrests to facilitate getting up.
- Parks or plazas are important to allow opportunities for informal socializing within neighborhoods. It is helpful to have benches arranged in right angles to one another to facilitate socializing. Promoting land uses such as cafes can also help create public spaces conducive to socializing, while providing informal surveillance.
- Accessible drinking fountains help create a better environment for seniors by providing needed refreshment during pedestrian trips that may take more time and energy than younger walkers require.
- Accessible public telephones, especially at transit stations, are an important item that fosters a sense of security and allows seniors to better deal with delays or disorientation.

Transit

For seniors who no longer drive, public transit is often critical for their continued mobility and independence. The location and design of transit facilities become especially important for elders lacking the stamina to walk far or to stand for long periods.

- The area should be well served by transit, especially if it is a commercial center, and service should be frequent to minimize wait times, a particularly crucial issue with frail elders.
- Transit stops should be conveniently located close to popular destinations and senior housing.

- Transit stops should have shelters and benches to accommodate the needs of elders who are often more vulnerable to illness from exposure to the elements and who may not have the endurance to stand for more than a short time.
- Transit stops should be easily seen and well lighted, both for security and so they can be readily found by those with poor vision.

Neighborhood Services

Access to the services identified on the assessment form allow seniors to live relatively self-sufficient lives. Included is a mix of services that meet both practical and social needs, such as:

- Grocery stores (preferably a supermarket), banks, pharmacies, senior centers, and churches.
- A *variety* of shops and services such as bakeries, dry cleaners, and clothing stores that are not singularly important, but together are very useful.
- Housing in close proximity to services--an important option for many seniors.
- Less crucial, but nevertheless important services include barber or beauty shops, post offices, libraries, parks, community centers or swimming pools, cinemas, restaurants or coffee shops, medical and dental clinics, and residential care facilities.

Together, these services provide an environment supportive of the needs of elders. An assortment of them is necessary for a truly elder-friendly community.

2. Assessment Results

Five EIA volunteers who were experienced Elder-Friendly Business evaluators agreed to perform an assessment of the Hollywood District using the Assessment Form. An Aging in Hollywood Group member also assessed the area. Hollywood was given middle-range scores, receiving an average rating of 2.8 on a scale of 1 (poor) to 5 (excellent). The findings are summarized below (see Appendix E for more detailed comments):

- **Satisfactory sidewalks**

Sidewalks and walkways were rated as being mostly good, a strong point being the area's sidewalk continuity. Problems that were identified included some areas with buckled sidewalks or debris, no marked grade changes, poor lighting on side streets, and access problems with the 42nd street pedestrian bridge over I-84 due to its lengthy stairway and ramp.

- **Crosswalk problems**

There are many problems with street crossings, especially regarding Sandy Boulevard. At Sandy and NE 42nd Avenue, drivers were found to keep turning through the intersection as pedestrians attempted to cross. Four-way stoplights were recommended to help pedestrians cross without having to dodge cars. It was also noted that some crossing signals on Sandy provided insufficient time to cross, that there was no safe place to cross Sandy for a long stretch east of NE 43rd Avenue, and that the area could use more pedestrian refuge islands and audible crossing signals.

- **Signage needs improvement**

There are virtually no directional signs to the transit center, library, or other major destinations. Also, traffic patterns are confusing and poorly signed, and the pedestrian route between the transit center and Sandy Boulevard lacks clarifying design elements.



- **Public amenities need improvements**

More benches are needed on side streets. The district's only park, Harold Kelley Plaza, lacks amenities that could make it a better place for socializing. Also, public drinking fountains are needed, with the transit center in particular being identified as needing one.

- **Transit facilities shortcomings**

The area is well served by transit, but problems were identified regarding transit facilities. Access to the MAX platform was found to be a problem because of the need to negotiate a lengthy stairway or ramp--and it was also noted that the elevator to the platform is sometimes out of order. Bus stops in the area were not very noticeable, the transit center was difficult to find, and more bus stops needed shelters and benches.



- **A wide variety of neighborhood services**

The Hollywood District was found to have a fairly wide range of neighborhood services that meet the needs of elders. The important exception is its lack of a supermarket, which is especially problematic for seniors who don't drive. One evaluator also noted that the area looked rundown in general and needed to be updated.

Many of these findings repeat concerns brought up by focus group participants. This indicates that the assessment form is successful at identifying problems of concern to many seniors, and may be useful in evaluating other urban areas for elder-friendly design.

V. TOWN CENTER ELDER FRIENDLY DESIGN COMPARISON

To provide some context for Hollywood and to measure it against other commercial areas, Portland's other designated town centers were also evaluated. Included in this comparative assessment were the Lents, St. Johns, Hillsdale, Raleigh Hills and West Portland Town Centers. These were evaluated by a Hollywood Group member using the same assessment form that had been applied to Hollywood.

Table 5. Comparative Assessment of Portland Town Centers

Town Center	Total Score	Sidewalks & Crosswalks	Signage & Wayfinding	Public Amenities	Transit
Hollywood	2.8	3.1	2.6	2.2	3.1
Lents	2.1	2.7	2.5	1.5	1.8
St. Johns	3.5	3.5	3.4	4.0	3.3
Hillsdale	2.3	2.0	2.8	1.8	2.5
Raleigh Hills	1.9	2.0	2.4	1.3	2.0
West Portland	2.0	1.7	2.4	1.5	2.3

Table 5 shows the averaged scores for the various assessment form sections received by each town center. Hollywood compared favorably to every other town center except for St. Johns. The following summary of the assessment findings will serve to highlight aspects of Hollywood that, from a comparative perspective, are relatively successful at meeting the needs of the elderly.

Sidewalks and Crosswalks

Unlike Hollywood, Lents and the westside town centers (Hillsdale, Raleigh Hills, and West Portland) each had many areas where sidewalks were discontinuous, very narrow, or were in extremely poor condition. The failings of the pedestrian infrastructure in these town centers were exacerbated by the fact that each had high-capacity, major arterials running through them with traffic volumes dwarfing those on Sandy Boulevard. Pedestrian crossings in Raleigh Hills and West Portland were particularly treacherous, with very wide intersections, short crossing signals, and speeding traffic. The comparison with Lents and the westside town centers makes clear that Hollywood, notwithstanding its shortcomings, has relatively complete pedestrian facilities that are somewhat successful at meeting the needs of seniors. An advantage St. Johns had compared to Hollywood was that its main arterial, Lombard Street, has only two lanes of traffic, versus Sandy Boulevards' four lanes, which mitigates crossing issues and allows a more successful pedestrian environment.



Public Signage and Wayfinding

Signage and wayfinding in Hollywood were not notably better than in Lents and the westside town centers. All lacked signage indicating major destinations and had confusing traffic patterns resulting from the convergence of major

arterials. Advantages St. Johns had were that its commercial district is mostly lineal, which simplifies wayfinding, and the fact that its central plaza (and main bus stop) includes a map and directory of the surrounding area. A similar map and directory could aid wayfinding in Hollywood, especially if located at the transit center and Harold Kelley Plaza.

Public Amenities

Hollywood's public amenities were clearly superior to those in Lents and the westside town centers, none of which had a public gathering place or any sidewalk benches. This emphasizes that in Hollywood, with its scattering of benches along Sandy and NE 42nd, some attention has been given to pedestrian needs. Likewise, St. Johns has benches along its major arterial, and has the advantage of having more drinking fountains and a central plaza with more human activity (largely because it is also the location of the district's main bus stop).

Transit

Hollywood, endowed with light rail and a transit center, is better served by transit than the other town centers, none of which has a light rail station. Although West Portland has a transit center, it is even more cut off from commercial and residential clusters than is Hollywood's transit center. Hollywood also has the advantage of having a greater portion of bus stops with shelters and benches than most other town centers. While Hollywood is better served by transit than St. Johns, the latter has some advantage in having more centrally located and readily visible bus stops, that more often than not have shelters and benches.

Neighborhood Services

Most of the town centers (except for Lents) had a fairly diverse range of services, especially Hollywood and St. Johns. Of the latter two, Hollywood has the advantage of a centrally located senior center and more medical services, while St. Johns has the significant advantage of having two supermarkets. A problem with both Raleigh Hills and West Portland is that their many services are much more scattered. Also, their pedestrian connections are poor and services are thus relatively inaccessible by foot to even nearby residents. It should also be noted that of the town centers, only Hollywood and St. Johns have accessible elevator apartments (like Hollywood, St. Johns has a HAP tower, but lacks a market-rate apartment building like the Hollywood Towne House). Housing options in the other town centers are limited to single family residences and two-story apartment buildings lacking appropriate access points for elders.

As this comparison indicates, Hollywood has a comparatively advantageous built environment and range of services that do meet many of the needs of its elder users. Hollywood has several elements, such as continuous sidewalks, public amenities, and a fine-grain mixture of uses that can serve as examples for the future development of other town centers into more elder-friendly places. As most of these town centers are bisected by major arterials with heavy traffic, input from Hollywood-area residents suggests that reconciling high traffic volumes with pedestrian accessibility will be key to their becoming places where people will want to live and spend time.

VI. REACHING OUT TO SENIORS

1. Involving Seniors in the Planning Process

Reaching out to Seniors: Lessons for Planners

One goal of the Aging in Hollywood Project was to outline how planners might better reach out to and work with seniors. The Hollywood Group took the opportunities presented in each of the public involvement activities to test techniques and strategies designed to both communicate more effectively with seniors and to increase their attendance at public functions. Most of the techniques consciously used did work. Other more traditional public involvement tools traditionally used by planners, much to our surprise, did not work as well.

The Hollywood Group, sought to attract seniors to our activities by making meetings convenient and well publicized. Additionally, in trying to elicit input from seniors in the Hollywood District, we relied upon communication techniques useful for interacting with people who have lost some ability to hear and to see. The materials and visual aids used offer some interesting lessons about interacting with older adults. Another interesting lesson learned relates to the difference between older men and women with regard to the ways in which they participate in meetings. Overall, we learned that the senior population has a diversity of interests and is concerned about the long-term health of their community, but needs to be reached out to in a slightly more direct way than the general public.

Increasing the Attendance of Seniors

A primary goal in reaching out to elders is to increase their attendance at meetings and events. It is important to note that seniors tend to show less attendance at public meetings than younger citizens. They often have health issues and little family support, concerns that may preclude them from attending events such as public meetings. Nonetheless, it is important that they be represented. They often represent a wealth of knowledge about local history and therefore introduce a different perspective into meetings. In land-use issues, they remind planners, and others that attend meetings, to plan for the life-cycle continuum and to not ignore the needs of the less mobile.

A few general guidelines, when followed by planners and other public officials, will help increase attendance and, therefore, input from the senior population.

Meetings scheduled with the target audience's convenience in mind will have the effect of increasing attendance. In addition, meeting notices should be posted where they will reach the intended population. The Hollywood Group used the following specific techniques for advertising and conducting the focus groups and the walking tour.

Day meetings have better attendance than night meetings

Walking, driving and even taking public transportation are more difficult at night, especially for those with impaired vision. Personal safety issues are greater at night, for the senior population even more than for the general population. All focus groups and the walking tour for the Aging in Hollywood Project were therefore held during the day. Focus groups were scheduled for optimal attendance by accommodating the seniors' schedules. This has

also worked well for senior attendance at neighborhood association meetings. While it may not be feasible to hold all public meetings during the day - and this is inadvisable if the target population is the general population -- planners should consider holding occasional meetings before it gets dark. Weekend meetings offer the opportunity to increase senior attendance without precluding those who work traditional office hours from attendance.

Nearby and familiar locations are preferred

Patterns of daily travel tend to be geographically smaller for elder citizens. Elders are less likely to drive to an unfamiliar or distant location to attend a public meeting. The Aging in Hollywood focus groups, for example, were held at the Hollywood Senior Center for the benefit of its users, and at St. Michael and All Angels Episcopal Church, approximately one block from the Hollywood Towne House Apartments, for residents of that apartment building. We would have met at the apartment complex itself, but they did not have a room for such meetings.

According to Howe et al (1994), it is valuable to hold public hearings at senior centers even if the issue is not perceived as an elder issue. This serves to reinforce the fact that older adults play an important part in the larger community.

Notice posted to reach the target audience

The Hollywood Senior Center focus groups were announced one month in advance in the Senior Center's monthly newsletter. Notices were also prominently posted within the Senior Center. The Hollywood Towne House focus group announcement was posted on each level of the multi-story apartment complex.

Although the level of notice posted at the Hollywood Towne House may not be feasible for public planning agencies, calendars, notices, and agendas can be distributed or faxed to senior centers and retirement communities. Interest groups, like Elders in Action, that have established communication networks with elder citizens, can be used to disseminate information and notices. A little special effort offers the potential of greatly increasing the involvement of seniors. At the Hollywood Towne House focus group, for example, one resident related that people eagerly watch for new bulletin board postings. The postings of the Hollywood Group generated a great deal of discussion, if not overwhelming attendance.

Communicating Effectively with the Elderly

Increasing attendance is insufficient if people, as a result of vision impairment and hearing loss, are not able to get as much out of a meeting as the rest of the public does. Special arrangements should be made whenever possible. For example, assistive listening devices should be made available whenever feasible. Regardless of the availability of such equipment, the following guidelines and techniques are useful for planners and public officials who interact with seniors.

Don't Stereotype

One must remember not to stereotype the abilities of people over 65 years of age. Individuals differ tremendously with regard to their abilities. Typically, younger seniors have better hearing and sight than do the very old. It is, however, not always easy to tell by sight

who needs special communication techniques and those who do not. Additional needs should be accommodated without any patronization.

Don't Assume Communication is Being Exchanged

Although many seniors retain all of their sensory skills, others have lost some hearing and sight function. In addition, those who most need careful communication may not let it be known that they are having a difficult time understanding. The following techniques should, therefore, be used whenever possible and particularly when working with an older audience.

Techniques for Communicating with Elders

Oral Communication:

- Make sure you have his/her attention beforehand. Facing people when speaking to them is critical. Reading lips aid those who have difficulty hearing.
- Speak slowly, distinctly and clearly in a moderate voice. Hearing loss is often a matter of not being able to distinguish between background noise and spoken words. Sometimes certain types of sounds, especially some consonants, become difficult to hear.
- Don't shout. Shouting only accentuates the vowel sounds and obscures consonants.
- Use written and oral communication to express the same point. Those who do not hear well may be able to read and vice/versa.

Written Communication:

- Use materials with large print. For written type, EIA suggests a 14-point font size as a minimum.
- Graphic materials and lettering should offer good contrast with the background. Italicized writing is more difficult to read than block lettering. Glossy paper causes glare, making it more difficult to read than flat paper stock.
- Bright colors are more easily seen than mauve, teal, or gray, etc.

Use of Jargon

Planners should remember to communicate with as little jargon as possible. For most of the general public, including seniors, words familiar to the planning profession -- such as "streetscape" and "mixed-use" -- need to be defined or replaced with common words and phrases.

Guidelines for Maps

Seniors, as with much of the public, do not have much practice looking at maps and using them to understand problems. This should not preclude the use of maps, but suggests that they be designed to be as simple as possible without losing pertinent information. An example of a way to make a map more user friendly is to highlight common landmarks to help orient users to their understanding of their neighborhood, community, or city.

VII. CONCLUSIONS

1. The Hopes of Elders and Other Visions for Hollywood's Future

Input from elders regarding services and land uses in the Hollywood District suggests that their hopes for the future of Hollywood do not conflict in any basic way with either the Hollywood Town Center Vision Elements or the City's Urban Design Concept for the Hollywood Town Center. Both set objectives for further development of the area into a mixed-use town center, strengthening commercial uses and encouraging more residential development. Indeed, these concepts hold much potential for meeting many of their hopes for the neighborhood. Additional residential development in the district could provide seniors and others more housing options and would help generate enough demand for the additional services desired by them, such as a new supermarket. Fostering the storefront commercial character of the district would be desirable, as it could facilitate a range of desirable services and would bring more people of all ages into the district, which many seniors want.

While visions elders have for the future of Hollywood generally coincide with the concepts and goals now being developed for the district, a concern is that the affordability of neighborhood services may be adversely affected by redevelopment of this area. This redevelopment could turn Hollywood into a regional attraction with specialized retail (i.e. "boutiques") displacing businesses meeting more daily needs. As emphasized by EIA, two pivotal issues affecting the elderly population are accessibility and affordability. Neighborhood services are of limited utility to elders if they cannot afford them, in which case the advantages of accessibility and proximity become lost. Affordable restaurants provide an important opportunity for elders to socialize in the community and their loss would greatly impact elders who often have only limited opportunities to interact within the larger community.

The fact that the Hollywood Towne House has a waiting list (mostly of elders from nearby neighborhoods who want to remain in the area) and observations that elders are leaving the Hollywood area because they can no longer maintain their houses, suggest that there is a need and a demand for more senior housing options in the Hollywood District. In planning for communities that will better accommodate the needs of seniors, it should be kept in mind that elders are a diverse population and are hard to characterize. Most still drive, but many can't. Most still live in single-family houses, but many don't, or can no longer maintain them. If the diverse requirements and needs of the elder population (or any population) are to be best met, planners should not plan for the "average," but try to plan for communities that will meet a diversity of needs. This reinforces the need to encourage a wide variety of housing and transportation options.

This points to a potentially important function that town centers, such as Hollywood, can serve in the future and are serving to some extent today. Town centers are intended to provide a concentration of local retail and services along with housing, allowing walkable access to a variety of neighborhood services. Given the rapidly rising population of people over 80 years old and their housing requirements, town centers hold the potential to meet the need for alternative, multi-family housing options for elders within our communities. Locating such housing in town centers would especially benefit elders who are no longer

able to drive, or no longer choose to. Judging from comments about Hollywood's sometimes poor pedestrian environment being a disincentive to living there, careful attention to a good pedestrian environment is important if town centers are to successfully serve this role.

2. Why is it Important to Reach Out to the Elderly?

It is important to access the senior population and involve them in the planning process for several reasons. At a basic level, they are an increasingly significant part of our population. In addition, they represent a repository of experience, historical perspective, knowledge and are a community resource. Perhaps, by listening to our community elders (since current mobility patterns dictate that few of us live near family elders), we can avoid some past mistakes in community planning and design. Also, as elders tend to have greater physical limitations, problems they experience with the built environment highlight issues that affect everyone. It is not a matter of deciding to plan for the elder population at the expense of others. What aids seniors, tends to aid everyone to some extent.

In the early 1970's, an architect named Ron Mace coined the term "universal design" to describe the concept of designing all products and the built environment to be aesthetic and usable to the greatest extent possible by everyone, regardless of their age, ability, or status in life. His pioneering work became the basis for North Carolina's accessibility building code, the first in the nation, which in turn served as a working model for the Americans with Disabilities Act 20 years later. Taking this universal design approach of meeting the needs of more vulnerable populations first is an efficient community strategy. Given the higher thresholds of need elders have compared to younger cohorts, one serves a greater percentage of the population if one meets the needs of older populations.

It is a matter of gradation, whereby what constitutes merely an annoyance to younger cohorts becomes an obstacle for many seniors. Where sensitivity to the needs of elders becomes most important is in the details: in the design and condition of pedestrian, transit, and automotive infrastructure and facilities; in regulations for what housing types are to be allowed or encouraged; and in how planners reach out and communicate with elders. It has been said that how a society treats its most sensitive members is a measure of its humanity.

BIBLIOGRAPHY

- Bady, Susan. "Housing: The Diverse Seniors Market," *Professional Builder*. February, 1997.
- Bass, Scott A., Elizabeth A. Kutza, Fernando M. Torres-Gil, (eds.). Conclusion: Directions for Responsiveness. *Diversity In Aging*. Glenview, Illinois: Scott, Foresman & Co., 1990.
- Bruno, David. Prudential NW Realtor, Personal Interview, March 10, 1999.
- Carp, Frances M. & Carp, Abraham. "The Ideal Residential Area." *Research on Aging*, 4, No. 4. 411-439, 1982.
- City of Portland Bureau of Planning. *Hollywood and Sandy Project Existing Conditions Report*, 1998.
- Costanzo, Rosanne. Program Development Specialist, Multnomah County, Oregon, Aging and Disability Services. Personal Interview, March 3, 1999.
- Federal Highway Administration. U.S. Department of Transportation. *1990 Nationwide Personal Transportation Survey, Demographic Special Report*. February, 1995.
- Hayden, D. *Redesigning the American Dream*. New York: W.W. Norton & Company, 1984.
- Hoglund, J. D. *Housing for the Elderly: Privacy and Independence in Environments for the Aging*. New York: Van Nostrand Reinhold Company, 1985.
- Howe, Deborah A., Nancy J. Chapman, Sharon A. Baggett. "Planning for an Aging Society." Chicago: *Planning Advisory Service Report* Number 451, 1994.
- Johnson, Ben W. "New Investment Study Targets Institutions for Senior Investing," *National Real Estate Investor*, 7/97, p. C16.
- Jones, Lawrence D. "The Tenure Transition Decision for Elderly Homeowners," *Journal of Urban Economics*, 3/97, p. 243.
- Kutza, Elizabeth A. "Responding to Diversity: Is American Society Capable," in *Diversity In Aging*. Edited by S. Bass, E. Kutza, and F. Torres-Gil. Glenview, Illinois: Scott, Foresman & Co., 1990.
- Lawton, M. Powell. *Environment and Aging*. Albany, NY: Center for the Study of Aging. 1986
- Olson, Sheri. "A Quiet Revolution," *Urban Land*, 11/98, p. 60.
- The Oregonian*. March 18, 1998, page 1, Nokes, Denson.

Petersson, Elsvig. "Accidents Among Elderly People and Their Experience of Having Met with an Accident." In Claes-Eric Norrbom & Agneta Stahl (Eds.), *Mobility and Transport for Elderly and Disabled Persons*. Philadelphia, PA: Gordon and Breach Science Publishers. 1989

Romano, Ellen. "Give 'Em Shelter: Make Room for the Aging Boom," *Journal of Property Management*, 7-8, 1997, p. 28.

Tirrito, Terry, Ilene Nathanson, Nieli Langer. *Elder Practice: A Multidisciplinary Approach to Working with Elder Adults in the Community*. Columbia S.C.: University of South Carolina Press, 1996.

U.S. Census of Population, 1990.

Zeeger, Charles V. & Zeeger, Sharon F. "Providing Safer Urban Streets for Elderly and Handicapped Pedestrians." In Claes-Eric Norrbom & Agneta Stahl (Eds.), *Mobility and Transport for Elderly and Disabled Persons*. Philadelphia, PA: Gordon and Breach Science Publishers. 1989

APPENDIX A: FOCUS GROUP SUMMARIES

In order to gain insight in to the issues that directly affect the senior community of Hollywood, three focus groups were held. Two of the focus groups were directed at Hollywood Senior Center members and one aimed at the Hollywood Towne House residents. The focus group questions were centered on three main areas of interest: housing, services, and transportation. The following are the questions asked and a summary of the answers received from the participants.

HOUSING ISSUES QUESTIONS

- 1) Please tell us why you live where you do (be specific- such as you raised a family there) and also tell us if there are any reasons why you would prefer not to live in Hollywood? (Safety issues?) This question was modified slightly to relate directly to the Towne House focus group participants.
- 2) Is there another type of housing that appeals to you in the Hollywood District? (If needed to generate responses some examples would be, condominiums, rowhouses, apartments)

SUMMARY OF RESPONSES

Elders who still live in their own homes want to stay there for as long as possible. They are comfortable in their own homes and at this point in their life don't want any big changes. In many cases they have a number of services and activities (churches, etc.) nearby. Many view their next and most likely final move as one out of necessity due to health reasons.

Hollywood Towne House residents felt that it has an excellent central location that is close to lots of amenities, such as shopping and health care facilities. They also like being close to downtown Portland with access to public transit. In addition, some participants indicated they would like to see more young families with children move into the area, making it more of a true "neighborhood" with a variety of ages.

Some participants wouldn't necessarily want to move to Hollywood, as they perceive traffic as being a problem. Most drivers are just passing through and do not pay attention to pedestrians on the street. There was a comment that the area is ugly due to the vacant lots and sometimes felt unsafe. If they were to live in Hollywood, some felt the Hollywood Towne House would be a good place, as they have heard good things about it. The Hollywood East building (a mixed age Housing Authority Building) started out with good intentions but, since they changed over to all ages, it was felt that it has become less desirable. Others indicated that a high rise is not desirable, that they want one floor with access to the outside. Assisted living facilities were also mentioned as future living arrangement.

Some felt that more elderly people are moving out of Hollywood than moving in, as some are leaving their large homes at the outskirts of Hollywood because the houses are difficult to maintain, stairs are difficult to deal with, and because property taxes have become so high. Weren't a lot of other housing options in the area. Some felt that if it was necessary to move out of their houses, they would like to stay in the same neighborhood.

SHOPPING/SERVICES QUESTIONS

- 1) The Portland Planning Bureau is currently exploring some changes for the Hollywood shopping area that would foster more mixed-use development (define mixed-use using local examples such as Medtec building and main streets-housing office above retail). Does this type of development appeal to you? Would you consider living in an apartment or condominium above shops and restaurants in a building that was developed in this manner?
- 2) How well are your needs met in the Hollywood area? What don't you want to see change in the Hollywood shopping area? What would you like to keep and why? Are there specific services that you feel Hollywood is lacking?

SUMMARY OF RESPONSES

Elders felt that mixed-use development was a good idea, but were not sure if they would want to live there as they perceived there would be noise issues. They possibly would live above a new library branch, but not above retail or office. Some have heard good reports about the NE 122nd & Glisan project. At least one person would like to be around more people, which seems to be what the city is striving for.

Services they would like to see remain in the Hollywood District include the dry cleaner, pharmacy, Hollywood Clinic, hairdresser, some restaurants, banks, YMCA, churches, and the library. Services they feel are needed include a "good" restaurant, grocery store, bakeries, dress shops and other small shops, bookstore, thrift store, and a mini department store like the old upscale Rogers 'five & dime'. Matinees at the theatre would be good, as they don't like to go out or drive at night.

TRANSPORTATION QUESTIONS

- 1) How well does the current public transportation system meet your needs? Are there specific changes that you would like to see happen that would further increase your use of the system?
- 2) One of the goals of the City's project is to make walking easier for the citizens of Hollywood. Are there specific places or issues that you believe should be addressed?

SUMMARY OF RESPONSES

In general it is felt that the bus service was good. For some it is inconvenient, but they probably would use it if it ran closer to their home. Bus #12 can be confusing as it comes through the district, especially Tillamook to Sandy. Makeshift park and rides at a local church and the fitness places were being utilized. MAX is good, but an elevator is needed at the first lower level of the transit center. One person felt that a jitney service would work well (this was proposed by a Towne House resident who doesn't drive).

In general most felt that walking was not a problem especially if the sidewalks are kept clean and free of leaves. The biggest problems are crossing Sandy (especially at 42nd), as many drivers don't look for pedestrians. Some new technology that might work would be motion detector and scramble signals. The crossing chirp is not very effective for seniors. Additional benches are needed in certain areas, such as 42nd Avenue, and trees and landscaping would improve the area.

APPENDIX B: QUESTIONNAIRE RESPONSE SUMMARIES

Summary of Responses to the Hollywood Senior Center Newsletter Questionnaire *A total of 36 responses were received*

1. How often do you use the Hollywood Senior Center?

More than 3 times weekly:	1	(2.8%)
2-3 times weekly:	9	(25.0%)
1-2 times weekly:	10	(27.8%)
1-2 times monthly:	4	(11.1%)
"Occasionally":	7	(19.4%)
Never	2	(5.6%)

2. How do you get to the senior center? (drive, bus, walk, shuttle, MAX)

Drive	16	(44.4%)
Bus	4	(11.1%)
Walk	3	(8.3%)
Ride (w/ relative)	2	(5.6%)
Shuttle/lift bus	1	(2.8%)
Drive, bus, walk	2	(5.6%)
Drive, walk	4	(11.1%)
Drive, car pool	1	(2.8%)
Bus, walk	1	(2.8%)
Bus, walk, shuttle	1	(2.8%)

Combined figures:

Sometimes drive	23	(63.9%)
Sometimes bus	8	(22.2%)
Sometimes walk	11	(30.6%)
Sometimes shuttle	2	(5.6%)

Walking for those living close to the HSC:

Within .5 mile:	80.0% walk
.5 - 1 mile:	62.5% walk
All within 1 mile:	69.2% walk

3. How far away from the center do you live? (indicate neighborhood, cross street, or mileage from center)

Responses were converted and standardized into distance in miles

Summary:

Northeast Portland	24	(66.7%)
Southeast Portland	5	(13.9%)

(remainder did not indicate location)

Within .5 mile	5	(13.9%)
.5 - 1 mile	8	(22.2%)
1 - 2 miles	8	(22.2%)
2 - 3 miles	11	(30.6%)
More than 3 miles	3	(8.3%)

4. What other Hollywood Neighborhood services do you use? (shops, restaurants, clinics, library)

Shops	20	(55.6%)
Restaurants	23	(63.9%)
Clinics	12	(33.3%)
Library	18	(50.0%)
Beauty shops	5	(13.9%)
Drug store	7	(19.4%)
Postal station	14	(38.9%)
Banks	7	(19.4%)
Theatre	1	(2.8%)
Cleaner	2	(5.6%)
Shoe repair	1	(2.8%)
Jewelry repair	1	(2.8%)
Grocery	1	(2.8%)
Fitness center	1	(2.8%)

APPENDIX C: INTERVIEW AND NEIGHBORHOOD WALK SUMMARIES

1) INTERVIEW WITH SANDI SLAUGHTER, HOLLYWOOD TOWNE HOUSE MANAGER, 1/26/99

A. What percentage of your tenants are 55+ years of age?

97%. Perhaps 90% are over 65. Most are between 65 and 90. Has been primarily seniors for at least the last 15 - 20 years. Widows comprise the largest group.

B. Do you have a sense of why they chose to live here (is the Hollywood District an attraction)?

She noted that the apartment building is not formally oriented toward seniors, that they never advertise, and that the apartment's reputation among elders is by word of mouth. She felt that some of the attractions of the apartments were the security entrance, completely paid utilities, and that many have friends living there. Many had sold their homes and moved because they no longer could or wanted to keep up with the upkeep of their homes. She noted that there is a waiting list for both their one and two bedroom units (but especially for the two bedrooms units).

The Hollywood location is also a big attraction. The area appeals to people because it is centrally located, convenient to bus and MAX, and has many services within walking distance. Some of the services that attract people to living here include:

Banks

The Broadway Clinic (an especially big attraction for many)

Hair dressers

Library

Hollywood Senior Center

Lots of churches

C. Do you know where most people have moved from?

Laurelhurst, Alameda, Lloyd, Grant High area, Mt. Tabor.

Most have chosen to live here because they want to stay in the same general area -- to be able to go to the same banks, churches, etc.

D. What percentage of your tenants have cars?

Perhaps 60 people out of her 140 tenants drive. The rest walk, have family members drive them, or use transit.

E. Do you have a sense of what concerns people have about the Hollywood District?

- Poor lighting.
- Panhandlers (some are threatening).
- Crosswalk on NE 42nd (Location of light doesn't match the location of the crosswalk. Drivers look at the light, not the crosswalk. Two senior citizens have been hit there.)
- Sidewalks buckling because of trees (many people have fallen due to this in the core area of the neighborhood).

- People really miss the old Fred Meyer (There's a big need for a supermarket. Presently, people either take advantage of store-to-door service, carpool, or are driven by family members for their shopping needs).
- She noted that there is little concern about crime in the area.

F. Does your management company manage other apartments in other areas of the city? Are they as popular with senior citizens?

They manage a variety of apartment buildings. Only this one is especially popular with senior citizens.

G. Would an evening meeting be a disincentive to many of your tenants?

Yes, many would likely be hesitant to walk at night.

2. BUSINESS OWNER INTERVIEW SUMMARY, 2/15/99

Three Hollywood business managers (Radio Shack, Payless & Hollywood Camera) were interviewed about business-related issues involving elderly customers.

- They do cater to seniors because they comprise 40-50% of their clientele. They accomplish this by spending more time with them and stocking items particularly needed by seniors, for example hearing/visual aids (hearing aid batteries, electronics with enlarged LED display electronics), cell phones (good for calling 911 with) and over the counter medicines. To stay in business, all service-oriented businesses try to figure out who their customers are and what they want. Retail stores typically cater to various groups' w/discounts, but the overwhelming majority of businesses in the neighborhood are service-oriented.
- What's important to seniors is good service and dependability.
- The only special accommodations mentioned were carryout / delivery / holding services offered on an as needed basis.
- Virtually all businesses in Hollywood are located in first floor storefronts with minimal if any ADA accessibility problems.

3. SENIOR HOUSING DEVELOPER INTERVIEW SUMMARY

[Based on 3/99 phone interviews with: James Wilson of Lennar Affordable Housing, Inc. (developers of senior housing at the NE 60th and Glisan Street Center Commons) and Gray Purcell of RH Purcell (developers of senior housing at Glisan Street Station)]

- A) Describe any trends or predictions for senior housing in next 20 years / past 10-15 years i.e. more independent vs. or skilled care facilities being built, volume of work, etc.

As recently as the 1980's, choices in senior housing were limited to only independent living or a nursing home. Future demand will be greatest for care facilities at both ends of the need spectrum, i.e. congregate and skilled nursing care. Demand for assisted living facilities increased dramatically in the 1990s, but has become overbuilt nevertheless. The entrance of non-profits as developers, owners and managers of senior housing.

- B) Discuss greatest obstacles in developing senior housing i.e. financing, regulatory environment, neighborhood opposition, management/ownership difficulties, etc.

Heavy regulatory burden in the form of building codes and additional safety features. The regulations per se are not excessive, but the long approval times needed especially from the State Health Bureau are.

- C) What housing features do seniors want?

Mixed-use demand, seniors want to be in active places and want parking lot views. Seniors want to live within either 5 miles of where they or their children live.

- D) What are the best ways to finance affordable senior housing?

It is critical to use financial inducements instead of more regulation. Use of equity vehicles such as real estate investment trusts (REITS) or low-income tax credits (LITCs). In the former, financing is syndicated before attracting more investment, it finances several real estate projects and 85 percent of the profits are returned to the investors. In the latter, states designate areas to receive federally-funded tax credits, and this award is applied to property taxes for 10 years based on the value of the development. Use of private public partnerships, direct government involvement in financing methods such as tax abatements or tax increment financing (TIFs). The latter uses anticipated revenue to be generated from the project to finance it, typically used for area-defined projects such as sports arenas, etc.

WALKING TOUR, 2/13/99

Three seniors took part in a walking tour of the Hollywood area, pointing out specific problems and offering suggestions as to how they would like to see Hollywood evolve. Their comments included the following.

- keep restaurant use at northeast corner of 40th and Hancock (restaurant going out of business diagonal to library, need more in the neighborhood)
- unsightly dumpsters at the Chameleon restaurant
- inefficient use of space / excessively large surface lots at US Bank / McDonalds site
- Tillamook Street townhouses unattractive for seniors due to steps (would consider living on first floor w/other units above if security not compromised)
- Washington Mutual building is underused, seniors would welcome possible mixed-use with QFC being planned.
- only place Win would want to move would be closer to church (currently living in SFR)
- 42nd Avenue sidewalks-could be wider, awnings should be continuous, appropriate street trees, tree roots make sidewalk gratings dangerously uneven
- need to keep pavement and benches in better repair at Harold Kelly Plaza (unsightly dumpsters at the Burger Bar)
- Hollywood Transit Center / Max Station group comments included that the elevator should have been located at base of steps and needs bigger windows for security. Virginia will not take MAX at night due to inadequate lighting

APPENDIX D: SENIOR HOUSING RESOURCES

ARTICLES (organized by trend)

FINANCE

More seniors are able to afford housing: for households age 75+, median net worth is \$76,541 compared to \$55,187 in 1984. The median occupancy rate of the seniors housing industry is 96% for all types of properties.

Gamzon, Mel. Senior Housing Forecast: If We Build It, Will They Come?, National Real Estate Investor, 2/97, p. 78.

Annual report of the American Seniors Housing Association reveals that most multi-facility operators both own and manage their facilities, compared to history of non-profit owners or managers.

Howell, Joseph T., Seniors Housing, National Real Estate Investor, 10/94, p. S3.

The senior housing market will require significant capital inflows (\$400B through 2030) over the next 30 years, according to a study by the National Investment Conference for the Senior Living and Long Term Care Industries. The demand for senior housing will grow linearly until 2010, and then exponentially through 2030. Future senior housing demand will be independent of economic and business cycles.

Johnson, Ben W., New Investment Study Targets Institutions for Seniors Investing, National Real Estate Investor, 7/97, p. C16.

American Seniors Housing Association survey indicates improves financial performance of senior housing industry due to: higher occupancy rates (to 95% in 1994), increasing sophistication in market needs and better debt service coverage (especially for continuing-care retirement community financing). In turn, this should restore investor confidence in the industry.

Pallarito, Karen, Maturation of Senior Housing Boosts Outlook for Financing, Modern Healthcare, 2/19/96, p. 35.

Greater demand for senior housing requires increased capital (both amount and kinds of sources) for financing. Unfamiliarity and a lack of comfort concerning senior housing has kept pension funds and other institutional investors away from senior housing investments, but they are becoming more receptive.

Roulac, Stephen, Capital Markets Issues for Senior Housing, Real Estate Review, Summer 1998, p. 31.

According to Coopers & Lybrand, senior housing loans returned from 11.1% to 14.6% in 1995.

Williams, Terry, Senior Housing Deals Look Lucrative, Pensions & Investments, 5/12/97, p.4.

The real estate industry expects improved senior housing market, leading investment banks to take risks by selling loans, which in return get securitized as bonds on the stock market.

Ochipinti Zaner, Laura, From Main Street to Wall Street, National Real Estate Investor, 4/94, p. S3.

HOUSING CHOICES

Logistic regression analysis found that gender, health and living alone were the most significant predictors of need for special housing modifications: men living alone in poor health had the greatest needs.

Gilderbloom, John L., and John P. Markham, Housing Modification Needs of the Disabled Elderly: What Really Matters?, Environment and Behavior, 7/96, p. 512.

Nursing homes need to change to accommodate a wider range of senior housing needs and changing market conditions. The number of Americans in the 85+-age bracket is expected to increase by 95% by the year 2020, and 6.6 million people will be 85 or older by 2010. The number of people over 65 will double in the next 35 years. Nursing homes will have to expand their services and enter the assisted living business themselves in order to compete, and fill the gap between what they currently offer and retirement housing. Assisted living communities are one of the fastest growing seniors housing segments because seniors want services plus housing, in addition to being able to remain in their existing location. Services can include hotel-style living spaces and meals, large staffs, non-intrusive monitoring and personal independence.

Goldman, Jonathon, Long-Term Care and Assisted Living: Breadth of Service is the Key, Institutional Investor, 12/96, p. H22.

Recent studies have not clearly explained the primary motivation for older people quitting homeownership. A recent study (?) was conducted to fill this gap, particularly the frequency of own-to-rent transitions among a sample consisting of 843 households headed by those 55 and older at the time of the 1983 interview. Findings offer support for the Life Cycle Hypothesis, which holds that the aged liquidate home ownership to spend housing wealth. Findings also indicate support for the Precautionary Savings Hypothesis, which holds that old people generally avoid consuming their housing wealth until wealth-depleting contingencies occur.

Jones, Lawrence D., The Tenure Transition Decision for Elderly Homeowners, Journal of Urban Economics, 3/97, p. 243.

Elderly residents of government-supported housing facilities are typically older, more confined, poorer, and weaker than their contemporaries. In response, policymakers, researchers, sponsors and service providers are linking housing and services for the elderly in multi-unit buildings. Those who take advantage of these integrated services are autonomous, stay in their homes longer, and maximize their public benefits. The advantages extend to their families, sponsors, managers and service providers because they make their work and lives easier.

Maddox, George, Housing Choices for Older Persons, Journal of Housing and Community Development, 7/95, p. 15.

A recent survey conducted by the AARP reveals that 83% of Americans aged 50 and older would like to remain in their own homes. This presents a challenge to the housing industry of remodeling (typically installing bathroom grab bars and lever faucet / door handles, fixing steps, adding ramps, improving lighting, etc.) to meet the changing capabilities and living desires of older residents. Another outcome could be rising demand for houses located near

needed services i.e. banks, grocery stores, Post Offices, medical services, etc. This survey also indicated that 69% of those surveyed would prefer to move to some kind of care facility when they are no longer able to live on their own.

Romano, Ellen, Give 'Em Shelter: Make Room for the Aging Boom, Journal of Property Management, 7-8/97, p. 28.

Major lodging companies respond to demographics of rapidly-growing 85+ population (by entering the assisted living market), half of whom are expected to need help in daily living activities. Assisted living facilities are seen as a cheaper alternative to nursing homes.

Rowe, Megan. Hospitality's Horizon Expands, Lodging Hospitality, 11/96, p. S2.

This study looks at the relationship between residents' actual level of participation in the management and ownership of low-income, elderly housing and their perceptions of control and ownership over their living environment. This study found that close attention needs to be paid to the influence of social dynamics in a residential community and overall housing quality when assessing the effectiveness of resident-controlled housing programs.

Van Ryzin, Gregg G., Residents' Sense of Control and Ownership in a Mutual Housing Association, Journal of Urban Affairs, 16(3): 241-253, 1994.

MARKETING

Builders recommend marketing to seniors by lifestyle, not age, arguing that seniors are interested in amenities, activities, meeting new friends and neighbors. They also recommend that the cost of living be kept within the cost of current, perceived spending patterns. This includes planning price increases within the range of Social Security benefits, given the importance of this and pensions. Seniors buy on their time cycles, not the builder's: credibility and building emotional value are more important than urgency. "You're no longer in the shelter business when you sell to the mature adult market-you're in the people business."

Bady, Susan. Housing: The Diverse Seniors Market, Professional Builder, 2/97, p. 76.

Senior housing developers market their properties to the adult-children of assisted living candidates rather than the end users themselves. These decisions increasingly rest on the adult children due to timing: their parents are older and less able to make these decisions.

Rowe, Megan. The Long Slow Pitch, Lodging Hospitality, 2/97, p. S6.

GENERAL

Myth 1: The age wave has arrived. The true impact of aging America won't hit until 2010, when the 75 million Americans born between 1946 and 1964 (the 'baby boomers') begin reaching age 65. Between 1990 and 2010, the senior population will actually grow less rapidly than in any similar period since 1910, attributable to extremely low birth rates during the Great Depression.

Myth 2: Seniors housing is an unregulated business.

Myth 3: Public policy does not impact private-pay seniors housing.

Myth 4: Seniors housing is most successful in the Sun Belt.

Myth 5: Seniors housing is a new and emerging business. While this may be true for Wall Street, its roots can be traced to the 1890's, when church and fraternal organizations began offering housing and care to needy elderly members.

Myth 6: Specific seniors' housing serves a distinct resident population. Much of the professionally owned and managed facilities serve residents who, at various times, receive different degrees of supportive care services.

Myth 7: Virtually everyone wants to stay in their own home. A 1996 survey by the Center for Mature Consumer Studies at Georgia State U found that nearly 30% of nearly 1500 persons aged 55+ indicated that they plan to live in a retirement community. A more accurate view of seniors would likely come from a sample of seniors aged 70+, because few consider service-enriched seniors housing for themselves before then.

Myth 8: There are 40,000 assisted living facilities in the US. A more realistic estimate, based on CD-ROM Yellow Page searches and other sources gathered by the American Seniors Housing Association, is that there are somewhere between 15,000 and 20,000 professionally-owned and managed facilities, of which 5,000 to 7,500 could be called assisted living.

Myth 9: The US population understands its long-term care options.

Myth 10: The industry has reduced resident turnover. Many industry observers believe turnover is likely to increase as assisted living begins to emphasize short-duration care/rehabilitation under managed care arrangements.

Schless, David S., Challenging 10 Commonly Held Assumptions about Seniors Housing, National Real Estate Investor, 11/96, p. 26.

BOOKS

Green, I., B. Fedewa, C. Johnston, W. Jackson, and H. Deardorff. The Michigan State Housing Development Authority. "Housing For The Elderly: The Development and Design Process." New York: Van Nostrand Reinhold Company, 1975.

- This book contains a lot of dated, but still useful guidelines about the physical design of senior housing, although the authors approach housing the elderly as a social process as well. "It is true that housing for the elderly must respond to the special needs of the elderly...It is erroneous, however, to conclude...that the housing needs of the elderly are totally different from what the concept of housing means for any age group...housing is invested with the emotions of family living and independence of spirit and action. It encompasses friendship patterns and all of the dimensions of community life. It is an environment in which one can take pride and find the resources needed to mold a meaningful way of life." p. 11.
- Spatial arrangements for housing categories ranging from independent to dependent elderly housing are well-diagrammed to include family mixed housing and other combinations. Integrating different types of housing is advised to insure long term market viability. Other programmatic recommendations include: 10% of the development should consist of two-bedroom units, and up to 10% of the one-bedroom units should be sized for two-person occupancy.
- The authors make several points about site selection still relevant today (p. 29):
 - The elderly should be a part of the community, not isolated in any way
 - The elderly desire autonomy and a sense of independence. This necessitates convenient access to services, especially shopping, healthcare, social service and activity centers, public transit, etc.
 - The elderly have time to participate in community affairs, but want to be able to control this participation, however.

- The elderly are less mobile and depend more on public transit than younger people. They are also limited in the amount of topography they can negotiate and the distance they can walk
- The elderly are concerned about physical and psychological security.
- Elderly people move their households less, and 90% do not move after they reach the age of 65.
- Some useful criteria for site proximity to services organized by development type (p. 40):
 - recommended distances ranging from 1500 to 2000 feet for independent to assisted living facilities to supermarkets, drugstores and transit stops
 - recommended distances ranging from 2000 to 3000 feet for independent to assisted living facilities to department stores, banks, medical services, beauty parlors, barber shops, restaurants and post offices
 - recommended distances range from 2-5 miles for elderly/family mixed housing for these services
- Environmentally-related basic human needs of the elderly are identical to those of any other age group:
 - physical needs (needs which involve using the environment to sustain acceptable health and comfort levels)
 - perceptual needs (needs which involve a person's ability to process information about his/her environment and people in it)
- the Age-Loss Continuum: this abstract model shows losses typically occurring between the ages of 55 and 80: separation of children, death /loss of peers /spouse, sensory acuity losses, motor output deterioration, health problems and reduced mobility

Hayden, D. "Redesigning the American Dream." W W Norton & Company, 1984.

- The thesis of this book is that Americans are still building "dream houses" for the stereotype of the returning WWII veteran, based on the male breadwinner/housewife family form. Hayden explores the impacts of the continuing prevalence of this outdated model on aging, residential zoning and transportation policy, etc. She tallies the personal and social costs of sustaining the Victorian spatial ideals of the home as "woman's sphere" and the city as "man's world."
- The impact of housing affordability on the elderly: those living on fixed incomes have difficulty meeting the property taxes, heating bills, and the physical maintenance demands of SFR's. The frail elderly often cannot drive a necessity in most suburban locations. (p. 13)
- The importance of homeownership derives from its close association with an individual's tax position and retirement income. "For the retirees who sell their homes, detachment from gender roles has come with age and the speculative bonus of leaving suburbia." (p. 55)
- The disconnect between decreasing family size (from 3.37 persons in 1950 to 2.75 persons in 1980) and increasing house size (from 800 SF / 1.5 baths to 1600 SF / 2.5 baths in the same 30 years). At the same time that the elderly are seeking smaller units, the demand for smaller homes is also increasing among the young. (p. 174)
- "The elderly do not choose to move from their homes, even when their health or financial situation becomes precarious: many elderly cannot bear the psychological losses

associated with losing ties to their dwellings and communities...the elderly in good health may want accessory apartments either for income or for tenants who will help with maintenance. Their children often want zoning permission for apartments or 'elder cottages' for the frail elderly.“ (p. 183)

Hoglund, J.D. “Housing For The Elderly: Privacy and Independence in Environments For the Aging.” New York: Van Nostrand Reinhold Company, 1985.

- Although this book comprises a collection of dated, Scandinavian case studies, the creativity and well-thought out nature of the housing arrangements is timeless. “Privacy and independence must be conceptualized on many levels and communicated in a variety of forms. The environment must reinforce individuality, self-esteem and dignity. Privacy and independence are criteria that establish a framework for design and decision-making...Government programs and directives coupled with strong social goals have created a diversity of residential settings for the elderly.” National goals have led to more responsive solutions that provide a true sense of privacy and operational independence. Shared rooms in nursing homes and efficiency apartments have become obsolete and outdated throughout much of Scandinavia...Facilities are conceptualized as housing, using familiar forms, materials and details...Aging is a process that has associated disabilities and difficulties. Housing should be supportive of disabilities and medical needs, rather than allowing the environment to become mechanical and sterile.” (pp.1-2)
- “Society has been unable to see the elderly as self-sufficient contributing members. We create sterile, non-stimulating environments that stress staff convenience rather than the individual’s preference or comfort. We remove the elderly from informal social opportunities by providing all services in one building, so that they never have to leave...Age-segregated buildings isolate the elderly from the mainstream of society, minimizing their value and role in society. Age-integrated facilities, or age-segregated facilities in an age-integrated area, can offer an expanded social role for the elderly...Residents of age-segregated housing may have nothing more in common than their age category and address.” (pp.12-14)
- “The current generation of ‘older’ elderly have lived their mature lives through two world wars, the depression and periods of great unemployment. Having a place for themselves and their family has been a precious commodity. The possession of housing, not necessarily its quality, is important. Future generations of elderly people will have higher expectations for housing quality and lifestyle. Those individuals who have lived the American Dream of a large house in the suburbs will come to expect certain qualities in their future housing. Accompanying the social opportunities for increased privacy and independence has been a rise in economic standards.” (p.16)
- This book consists mainly of inspiring seniors housing case studies dating from 1975 to 1982 in Sweden, Denmark and England. Due largely to Socialism, these facilities exhibit a high level of concern for the individual in the form of pension and other support systems. Privacy is typically achieved by eliminating shared rooms and efficiency apartments, and independence is achieved through accessible environments, freedom of choice and the ability to come and go freely. These examples also showcase how several needs facing the elderly can be addressed under one roof i.e. housing needs also includes

economic security, social opportunity and health care. The variety of housing settings also shows a concern for experimenting with new approaches.

Some facilities locate adjacent to community uses (library and elementary school at Sweden's Teckomatorp Service Center,) to integrate mixed seniors housing into the community. These complexes typically include daycare for the elderly and/or children, community gardens and independent and assisted living units.

All facilities offered a range of housing settings in a continuum of care, reducing and often eliminating the need to move. Sweden's Knivsta Service House represents a joint venture between medical care and housing providers, economically eliminating duplication of common elements. Housing, medical and social services are available on site through the coordinated efforts of social workers and the insurance office.

Most facilities were designed to promote interaction, on both site and unit scales.

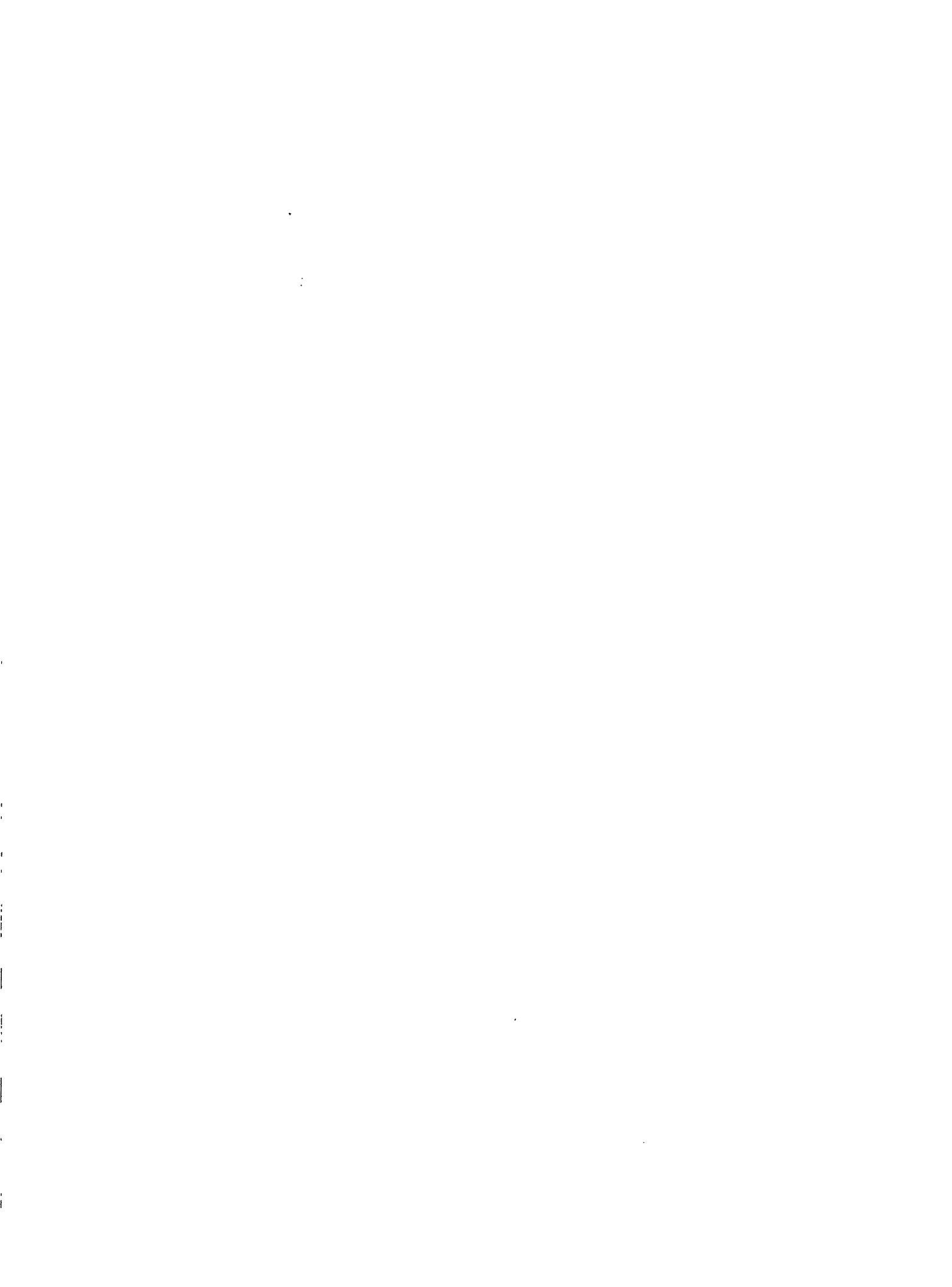
Centralized services and common spaces, shared entries, private balconies and terraces are typical.

MISCELLANEOUS

Universal Design research:

http://www.park.org:8888/Guests/Trace/pavilion/ud_princ.htm,

<http://www.ncsu.edu/ncsu/design/cud/center/ronmace.htm>



APPENDIX E:

ELDER FRIENDLY COMMUNITY DESIGN ASSESSMENT FOR HOLLYWOOD

Note: numbers in the comments sections identify each evaluator.

Elder Friendly Community Design Assessment Form

*Evaluation of the Hollywood District performed from February 13th – March 8th, 1999.
Overall score for the Hollywood District: 2.8*

ALWAYS		SOMETIMES		NEVER
5	4	3	2	1

Please circle the score which best identifies how often the following criteria are met within the area and make specific comments:

I. Sidewalks and Crosswalks

Average score for section: 3.1

A. Sidewalks should be continuous on both sides of streets.

Average score: 4.2

B. Sidewalks should be smooth, level, and in good condition.

Average score: 3.2

Comments and problem locations: 2) *Very old in the residential area and in need of repair.*
3) *Variable: There is tree- and frost-heaving in some areas, and sidewalks are cut by many driveways.* 4) *Some sidewalks are in bad shape, easy to trip over, and some are pretty dirty.*
5) *Buckling sidewalk along Sandy, near NE 37th, also along NE 40th, south of Sandy.*
Buckling on some residential sidewalks – especially bad on NE 43rd, south of Hancock.

C. Sidewalks should have non-slip surfaces and be kept clear of debris (leaves, etc.).

Average score: 3.2

Comments and problem locations: 3) *Some of the area's sidewalks are old and slick.*
Vacant lots often have brambles overgrowing the sidewalk. Empty stores have litter in front of them. 4) *Some are dirty and littered.* 5) *Debris on some residential sidewalks. Rotten leaves on some areas of sidewalk along Tillamook.*

D. Sidewalks should be broad enough, with no obstructions preventing easy passage.

Average score: 3.0

Comments and problem locations: 2) *Sidewalks in the residential area are very narrow.*

3) Mostly good, except for: obstructions at SE corner of 42nd & Sandy, SE corner of freeway off-ramps & Halsey, and broken sidewalk and obstructions on 39th Avenue between Sandy & Halsey. 4) Some areas are pretty narrow. 5) Most are broad, but there are obstacles at southeast corner of Sandy & 42nd.

E. Sidewalk grade changes should be clearly marked.

Average score: 1.8

Comments and problem locations: 1) Not clearly marked at 43rd & Hancock. 3) Not marked at all.

F. Sidewalks and pathways should be well lighted.

Average score: 3.0

Comments and problem locations: 3) Lighting is good on main arterials (Sandy, Halsey, etc.), poor on some of the side streets. 4) Area on 37th Avenue is dark at night and not clear.

G. Stairways in public walkways should have handrails.

Average score: 4.0

H. Extreme grades (hills, etc.) should be dealt with effectively to enable access.

Average score: 2.0

Comments and problem locations: 1) Access to pedestrian bridge over I-84 is only "OK."

I. Walkways and curb cuts should be clear of drainage grates.

Average score: 4.4

Comments and problem locations: 3) No problems in Hollywood (Downtown Portland is bad). 4) Problems in some locations.

J. Crosswalks should be conveniently located and clearly marked.

Average score: 3.6

Comments and problem locations: 1) Need all pedestrian walkways to be wider & stripping needs to be more bold. 4) Some are not clearly marked. 5) No safe place to cross Sandy for a long stretch east of NE 43rd.

K. There should be curb cuts at crosswalks and intersections.

Average score: 3.8

Comments and problem locations: 3) There are curb cuts all along Sandy and Halsey, but not along side streets. 47th Ave Ave is very lacking, as are 46th, 45th, 38th, and 37th. 4) None

at all on some streets. 5) Some curb cuts are poorly designed (poorly located or very steep) and some are full of debris or water. Need curb cuts at crosswalk at 42nd Street Station.

L. Crossing signals should provide sufficient time to cross.

Average score: 2.8

Comments and problem locations: 1) Need "4-way" red lights to aid pedestrians, especially across Sandy. "Turners" kept coming as we crossed Sandy Boulevard (need two underground walkways and elevators for pedestrians crossing Sandy). 3) Lights for crossing Sandy Boulevard are all too short. Sandy & 50th needs a 4-way stoplight. 4) At the cross walks at Sandy Boulevard & 42nd Avenue, the wait time is too long – especially a problem when there is bad weather. 5) Pedestrian signal for crossing Sandy at 42nd starts blinking red when only half-way across intersection.

M. Wide intersections should be provided with pass-through, pedestrian refuge islands.

Average score: 2.8

Comments and problem locations: 3) Only at 47th & Halsey.

N. Busy intersections should have audible crossing signals to help those with poor vision.

Average score: 2.3

Comments and problem locations: 1) Need at all pedestrian crossings. 3) Only noticed one at 42nd & Halsey. 5) Need at NE 42nd & Sandy.

II. Public Signage and Wayfinding

Average score for section: 2.6

A. Signs should be easy to read, with sharply contrasting images and backgrounds.

Average score: 4.0

Comments and problem locations: 3) Highway signs are clear and contrasting. Others (Tri-Met) are faded and small. 4) Some signage is very poor, such as on Tillamook Street and at Weidler. 5) The only sign indicating the Transit Center (on NE 42nd, near Sandy) is very small and faded.

B. Signs should clearly indicate major destinations.

Average score: 2.4

Comments and problem locations: 1) Saw no directional signs to library, senior center, MAX, etc. 3) Not enough information for non-residents. 4) I found no signs to tell me where the Transit Center is. It would be hard to find. 5) Almost no signs indicating the Transit Center or Library.

C. Important pedestrian routes should be well defined.

Average score: 2.2

Comments and problem locations: 3) *Not any are at all.* 5) *Nothing indicating/marketing the route from Sandy to the Transit Center (41st Place would be the most direct pedestrian route). Need more dignified pedestrian route to the Transit Center, and on NE 39th crossing I-84.*

D. Signs should provide clear directional guidance to motorists.

Average score: 2.6

Comments and problem locations: 1) *Unable to locate and see turn sign onto 40th Avenue.* 3) *Not enough information for non-residents.* 5) *Signs on NE 39th approaching Sandy and Broadway from I-84 should have text indicating which lanes lead to which streets.*

E. Traffic circulation patterns should minimize wayfinding confusion.

Average score: 1.8

Comments and problem locations: 3) *The patterns in Hollywood are designed to maximize confusion.* 4) *People with poor vision or who are disoriented would be hard pressed to find their way.* 5) *Very confusing approaching Sandy and Broadway on NE 39th from I-84. Also confusing when connecting eastbound from Broadway to Sandy.*

III. Public Amenities	<i>Average score for section: 2.2</i>
------------------------------	---------------------------------------

A. Benches should be provided to allow rest.

Average score: 2.4

Comments and problem locations: 1) *Found benches only in parts of central business area.* 2) *Saw only a couple of benches and they were on the curb side of the street.* 3) *Tri-met provides some, and there are a few in the Plaza at 42nd & Sandy.* 4) *There are a few benches on Sandy, but nowhere else.* 5) *Several along Sandy and other streets, but they are not pleasant as they are very close to traffic and face away.*

B. Parks/plazas should be located in the area and be designed to facilitate socializing.

Average score: 1.8

Comments and problem locations: 1) *One small park with benches, but without other social amenities, such as tables, lights, debris baskets.* 3) *No parks, one plaza – seats are way too far apart.* 5) *Benches in Harold Kelley plaza not oriented to socializing.*

C. Drinking fountains should be provided.

Average score: 1.4

Comments and problem locations: 1) *None. If provided in the future, they should have handle controls for on/off water control.* 2) *Saw no drinking fountains.* 3) *One fountain.* 4) *I found no fountains anywhere.* 5) *One located at Harold Kelley Plaza, but especially need one at the Transit Center.*

D. Accessible public telephones should be available (especially at transit stations).

Average score: 3.0

Comments and problem locations: 3) *One at the Hollywood Transit Center and one at the library. No directions to them.* 4) *There are a few around, but not readily accessible.* 5) *Need on MAX platform.*

IV. Transit

Average score for section: 3.1

A. The area should be well served by transit.

Average score: 3.2

Comments and problem locations: 1) *For those who walk, the MAX station is only "OK," because of 35+ steps to get to the train level. For non-walkers it is horrible, as facilities to get to the train level are inadequate.* 2) *MAX is a good service to this area.* 3) *Lots of buses and MAX. MAX access is difficult (lots of stairs, very long ramp, and the elevator is frequently out of order).*

B. Transit stops should be conveniently located.

Average score: 3.8

Comments and problem locations: 3) *Mostly.* 5) *Poor pedestrian connection to the Transit Center and MAX platform.*

C. Transit stops should have shelters and benches.

Average score: 3.0

Comments and problem locations: 1) *From what we could see, only the transit center has shelters and benches.* 2) *Could use more benches and shelters – transit stops were really crowded when I was there.* 3) *Many more bus stops than shelters and benches. Many stops do not have room for either.*

D. Transit stops should be easily seen and well lighted.

Average score: 2.5

Comments and problem locations: 2) *I had a hard time finding the Transit Center – didn't see signs with directions or indicating where to get the shuttle bus. Very confusing.*
3) *Unless you know they are there, you couldn't find them – especially the Transit Center.*
4) *Transit Center is difficult to find, because of the lack of signs.* 5) *Bus stops along Sandy, and on 42nd near Sandy, are not very noticeable.*

V. Neighborhood Services

Please check (✓) which of the following services are located in the area.

Primary importance:

- Grocery store
- Bank
- Pharmacy
- Senior center
- Churches
- Housing
- A variety of shops/services (bakeries, dry cleaners, clothing stores, etc.)

Secondary importance:

- Barber/beauty shop
- Post office
- Library
- Park
- Community center/swimming pool
- Cinema
- Restaurant/coffee shop
- Medical/dental clinics
- Residential care facility/nursing home

Comments and suggestions: 4) *I found the whole Hollywood area to look rundown. Some business are closed and empty. The area needs a lot of updating. It needs a little park with fountains and benches. Also need a little coffee shop accessible to the disabled and elderly. Some shops are not wheelchair accessible. Parking is a problem for patrons of the 42nd Street Station Post Office. Need more trees and a general update for the area.*

APPENDIX F:

TOWN CENTER ELDER FRIENDLY DESIGN COMPARISON

Note: numbers in parentheses indicate scores received by each town center.

Elder Friendly Community Design Assessment Form

Evaluations of the Lents, St. Johns, Hillsdale, Raleigh Hills and West Portland town centers

ALWAYS		SOMETIMES		NEVER
5	4	3	2	1

Please circle the score which best identifies how often the following criteria are met within the area and make specific comments:

I. Sidewalks and Crosswalks

Average scores for section:

Lents: 2.7

St. Johns: 3.5

Hillsdale: 2.0

Raleigh Hills: 2.0

West Portland: 1.7

A. Sidewalks should be continuous on both sides of streets.

Lents (3): *None on SE Ellis. Sidewalk discontinuous on Woodstock, east of I-205. Also missing in some of the residential areas.*

St. Johns (5):

Hillsdale (2): *On Sunset, poor transition to no sidewalks of residential area. Sidewalks lacking on Capitol Highway, east of Sunset (asphalt and gravel). No sidewalk on Bertha and no pedestrian connection from commercial area to apartments across Bertha (hiking boots required!). Areas along Vermont missing sidewalk, and no sidewalk on Capitol, west of Bertha (feels dangerous).*

Raleigh Hills (2): *Some areas along Beaverton-Hillsdale Hwy are just very narrow asphalt and hardly serve as sidewalks. Scholls Ferry has no sidewalk.*

West Portland (2): *No sidewalk along much of Taylors Ferry (feels dangerous). Much of Barbur also has no sidewalk. Also missing along parts of Capitol Hwy. No sidewalks in most residential areas.*

B. Sidewalks should be smooth, level, and in good condition.

Lents (3): *Some areas on Foster, east of I-205, in very poor condition.*

St. Johns (4): *Scattered sidewalk buckling (Especially bad at northwest corner of John & Lombard. Also problems at southwest corner of Ivanhoe & Philadelphia.)*

Hillsdale (2): *Very uneven asphalt sidewalk areas along Capitol. Some areas quite buckled.*

Raleigh Hills (2): *Sidewalk along Beaverton-Hillsdale becomes broken asphalt approaching Scholls Ferry. Many areas are buckling or very uneven.*

West Portland (2): *Asphalt areas, such as along Barbur, in very poor condition.*

C. Sidewalks should have non-slip surfaces and be kept clear of debris (leaves, etc.).

Lents (4): *Mud and gravel on sidewalk at Foster and 92nd. Lots of gravel and some broken glass along Foster, east of I-205.*

St. Johns (4): *Rotted leaves on sidewalk along Ivanhoe, near Kienow's .*

Hillsdale (3): *Plant debris along areas of Capitol.*

Raleigh Hills (2): *Many areas have gravel and plant debris.*

West Portland (2): *Gravel in many areas.*

D. Sidewalks should be broad enough, with no obstructions preventing easy passage.

Lents (3): *Telephone pole in walkway at 93rd and Woodstock. Impossibly narrow sidewalk along Woodstock and Foster near I-205. Very narrow sidewalk, with*

utility poles in the way, on parts of Foster east of I-205 (less than 2 feet of clearance in some places).

St. Johns (5):

Hillsdale (2): *Many obstructions along Capitol (utility poles & trees), with passage in some areas very narrow (2-3 feet) – like a slalom event.*

Raleigh Hills (2): *Very narrow asphalt “sidewalk” on Beaverton-Hillsdale approaching Scholls Ferry. Several areas near the main intersection (of Beaverton-Hillsdale, Scholls Ferry, and SW 70th) have less than 3 feet of passage due to utility poles, etc.*

West Portland (2): *Many areas quite narrow.*

E. Sidewalk grade changes should be clearly marked.

Lents (1): *Along Woodstock, curb cuts take up most of the width of the sidewalk, but have no warning markings.*

St. Johns (1): *Never marked.*

Hillsdale (1): *Never marked.*

Raleigh Hills (1): *Very uneven sidewalks, but never marked.*

West Portland (1): *Never marked.*

F. Sidewalks and pathways should be well lighted.

Lents (--): *N/A (day visit)*

St. Johns (--): *N/A (day visit)*

Hillsdale (--): *N/A (day visit)*

Raleigh Hills (--): *N/A (day visit)*

West Portland (--): *N/A (day visit)*

G. Stairways in public walkways should have handrails.

Lents (--): *N/A*

St. Johns (--): *N/A*

Hillsdale (1): *Steps at Hillsdale Highway overpass missing handrails.*

Raleigh Hills (--): *N/A*

West Portland (--): *N/A*

H. Extreme grades (hills, etc.) should be dealt with effectively to enable access.

Lents (--): *N/A*

St. Johns (--): *N/A*

Hillsdale (1): *Steep grade at Library not dealt with very well. Dewitt Park is on a grade, with no provisions for accessibility.*

Raleigh Hills (--): *N/A*

West Portland (--): *N/A*

I. Walkways and curb cuts should be clear of drainage grates.

Lents (5):

St. Johns (4): *One problem spot along Ivanhoe.*

Hillsdale (4): *Some grates are perilously close to curb cuts.*

Raleigh Hills (4): *Mostly clear.*

West Portland (3): *Some grates very close to curb cuts.*

J. Crosswalks should be conveniently located and clearly marked.

Lents (2): *No marked crosswalks on SE 92nd between Foster & Harold (4 blocks). No marked crosswalks on SE 92nd for several blocks south of Woodstock. No crosswalks for several blocks on Foster, west of 92nd, or on Woodstock and Foster, east of I-205. Crosswalks near freeway on-ramps feel dangerous, as many cars fail to yield.*

St. Johns (3): *Few marked crosswalks on Ivanhoe, but many pedestrians. Poorly marked and awkwardly located at Philadelphia & Ivanhoe (major intersection).*

Hillsdale (2): *Some crosswalks along Capitol are very faded. Need crosswalk at Sunset & Dewitt (Library and park are there). No crosswalk across Capitol to get to bus stop at Cheltenham. Poor pedestrian crossing at Bertha & Capitol.*

Raleigh Hills (2): *Terrible crosswalk facilities at main intersection and for crossing Beaverton-Hillsdale and Scholls Ferry.*

West Portland (2): *Few places to cross Barbur. Terrible crosswalks at Barbur & Capitol (very difficult to cross Barbur in general).*

K. There should be curb cuts at crosswalks and intersections.

Lents (3): *No curb cuts at SE 92nd and Ramona, or at Ellis and SE 92nd, or at 89th & Woodstock.*

St. Johns (4): *Poor drainage at some curb cuts. Curb cuts needed at John & Lombard, and at a corner near the Shrunk Riverview Tower.*

Hillsdale (2): *No curb cut at northwest corner of Sunset & Capitol. Very poor curb cuts at Cheltenham & Capitol.*

Raleigh Hills (2): *Most are narrow and poorly designed. Poorly placed at main intersection.*

West Portland (2): *Many are poorly designed. Most side streets don't have (Barbur also lacking).*

L. Crossing signals should provide sufficient time to cross.

Lents (2): *Hardly any time to cross the west side of SE 92nd and Foster. Need pedestrian-activated crossing signals at SE 90th and Woodstock.*

St. Johns (4): *Not much time for crossing Ivanhoe at Philadelphia, and have to wait a long time for crossing signal.*

Hillsdale (3): *Mid-block crosswalk across Capitol needs pedestrian signal.*

Raleigh Hills (2): *Signals at main intersection too short (and have to wait a long time)—very broad streets. Locations of pedestrian-operated signals are confusing. Dangerous crossing Beaverton-Hillsdale at Scholls Ferry, as turning cars don't yield.*

West Portland (1): *No time to cross Barbur at Capitol—almost run over by turning drivers—you have to run to get across. Only could cross one out of six lanes before pedestrian signal started blinking (dangerous place!).*

M. Wide intersections should be provided with pass-through, pedestrian refuge islands.

Lents (3): *Would help to have refuge islands or curb extensions at SE 92nd and Woodstock, at SE 92nd and Foster, and on Foster, east of I-205.*

St. Johns (--): *N/A (main arterial, Lombard, is only 2-lanes wide).*

Hillsdale (2): *Need at Capitol & Sunset (very wide, with 5-lanes and lots of traffic).*

Raleigh Hills (2): *Ones at main intersection are not really designed to serve effectively as refuges. None along other areas of Beaverton-Hillsdale (very broad street)--makes crossings very daunting.*

West Portland (1): *Arterials are very wide. Dangerous and unpleasant for pedestrians crossing Barbur, especially at Capitol. Pedestrian refuges needed.*

N. Busy intersections should have audible crossing signals to help those with poor vision.

Lents (1): *None.*

St. Johns (1): *None.*

Hillsdale (1): *None.*

Raleigh Hills (1): *None.*

West Portland (1): *None.*

II. Public Signage and Wayfinding

Average scores for section:

Lents: 2.5

St. Johns: 3.4

Hillsdale: 2.8

Raleigh Hills: 2.4

West Portland: 2.4

A. Signs should be easy to read, with sharply contrasting images and backgrounds.

Lents (5):

St. Johns (5):

Hillsdale (3): *Street signs hard to notice.*

Raleigh Hills (2): *Hard to read pedestrian-crossing lights, as they are very small and far away.*

West Portland (2): *Can't see pedestrian crossing signals well at Barbur & Capitol (too small and far away). Street signs not easily noticed at this intersection (too small).*

B. Signs should clearly indicate major destinations.

Lents (1): *No signs in commercial center indicating where bus stops are.*

St. Johns (3): *Map and directory at the central plaza (good idea!). No signage indicating library or community policing station.*

Hillsdale (3): *Signs for library very small along Capitol.*

Raleigh Hills (3):

West Portland (2):

C. Important pedestrian routes should be well defined.

Lents (--): *(No route-defining destinations)*

St. Johns (4):

Hillsdale (3): *Sidewalks not given a sense of priority (very auto-oriented).*

Raleigh Hills (2): *Sidewalks given little emphasis.*

West Portland (2): *Poor pedestrian emphasis (even to transit center).*

D. Signs should provide clear directional guidance to motorists.

Lents (2): *Intersection at SE 90th and Foster/Woodstock not well signed.*

St. Johns (3): *Approaches to St. Johns Bridge not clear, also could use clearer signage at Lombard & Oswego.*

Hillsdale (2): *Need clearer directive signage at Capitol & Hillsdale Highway (some signs too small).*

Raleigh Hills (3):

West Portland (3):

E. Traffic circulation patterns should minimize wayfinding confusion.

Lents (2): *Confusing intersection at SE 90th and Foster/Woodstock.*

St. Johns (2): *Connections to and from the St. Johns Bridge somewhat confusing.
Also confusing eastbound at Lombard & Oswego.*

Hillsdale (3): *Somewhat confusing at Capitol & Hillsdale Highway.*

Raleigh Hills (2): *Main intersection at Beaverton-Hillsdale & Scholls Ferry very confusing.*

West Portland (3):

III. Public Amenities

Average scores for section:

Lents: 1.5

St. Johns: 4.0

Hillsdale: 1.8

Raleigh Hills: 1.3

West Portland: 1.5

A. Benches should be provided to allow rest.

Lents (1): *None.*

St. Johns (4): *Several scattered along Lombard.*

Hillsdale (1): *None.*

Raleigh Hills (1): *None.*

West Portland (1): *None.*

B. Parks/plazas should be located in the area and be designed to facilitate socializing.

Lents (1): *None designed to serve the town center.*

St. Johns (4): *Plaza with benches at Philadelphia & Lombard, but no benches face toward each other. Plaza needs a sidewalk café for activity and informal surveillance. Also, St. Johns Park is nearby.*

Hillsdale (2): *Dewitt is a nice little park, but not accessible to the disabled.*

Raleigh Hills (1): *None.*

West Portland (1): *None.*

C. Drinking fountains should be provided.

Lents (1): *None.*

St. Johns (4): *One at plaza and another on Ivanhoe.*

Hillsdale (1): *None.*

Raleigh Hills (1): *None.*

West Portland (1): *None.*

D. Accessible public telephones should be available (especially at transit stations).

Lents (3): *None at main bus stops.*

St. Johns (4): *Accessible phones at plaza.*

Hillsdale (3): *Available, but not very noticeable or accessible.*

Raleigh Hills (2): *Not readily seen and not accessible.*

West Portland (3):

IV. Transit

Average scores for section:

Lents: 1.8

St. Johns: 3.3

Hillsdale: 2.5

Raleigh Hills: 2.0

West Portland: 2.3

A. The area should be well served by transit.

Lents (3): *A few bus lines.*

St. Johns (3): *3 bus lines. Could use some express service.*

Hillsdale (3): *4 bus lines (plus 2 express).*

Raleigh Hills (2): *Only noticed 2 bus lines.*

West Portland (3): *3 Bus lines and express service from Barbur Boulevard Transit Center, but have to cross barrier of Barbur to get to residential and commercial areas.*

B. Transit stops should be conveniently located.

Lents (1): *Couldn't find bus stops at commercial center of area (seem to be under I-205 and at SE 90th).*

St. Johns (4): *Several conveniently located on Lombard, including the plaza (but not very near the Shrunk Riverview Tower).*

Hillsdale (2): *Could be more centrally located. Main eastbound stop is somewhat far from the commercial center.*

Raleigh Hills (3): *Most fairly centrally located, but separated from destinations by parking lots.*

West Portland (2): *Barbur Boulevard Transit Center and most other stops not convenient to residential and commercial areas (poor pedestrian connections).*

C. Transit stops should have shelters and benches.

Lents (2): *Only the bus stop under I-205 had a bench (very unpleasant environment, not at the center of the district).*

St. Johns (3): *Several of the major stops along Lombard have shelters and benches.*

Hillsdale (3): *Only some have.*

Raleigh Hills (2): *No shelter or benches at stop in front of Safeway on Beaverton-Hillsdale. Only saw one bus stop in area with shelters and benches.*

West Portland (2): *Only a few do.*

D. Transit stops should be easily seen and well lighted.

Lents (1): *Were not readily noticeable.*

St. Johns (3): *Bus stop at plaza easily seen, as are ones with shelters. Other ones not so easily seen (signs are small and can only be seen from one direction).*

Hillsdale (2): *Main eastbound stops not easily noticed.*

Raleigh Hills (1): *None very noticeable.*

West Portland (2): *Most are hard to notice (except for the transit center).*

V. Neighborhood Services

Please check (✓) which of the following services are located in the area.

Primary importance:

Lents	St. Johns	Hillsdale	Raleigh Hills	West Portland	
	✓	✓	✓	✓	Grocery store
	✓	✓	✓		Bank
	✓	✓	✓		Pharmacy
					Senior center
✓	✓	✓		✓	Churches
(mostly SFR)	(mostly SFR)	(mostly SFR)	(mostly SFR)	(mostly SFR)	Housing
	✓	✓	✓	✓	A variety of shops/services

Secondary importance:

Lents	St. Johns	Hillsdale	Raleigh Hills	West Portland	
	✓	✓	✓	✓	Barber/beauty shop
	✓	✓	✓		Post office
	✓	✓		✓	Library
	✓	✓			Park
	✓				Community center/ swimming pool
	✓				Cinema
✓	✓	✓	✓	✓	Restaurant/coffee shop
	✓	✓		✓	Medical/dental clinics
			✓		Residential care facility/ nursing home

Comments and suggestions:

Lents: Area has very few services. Not a very pedestrian-friendly areas, largely because of traffic connecting to I-205. Lents is effectively split in two by I-205, with poor pedestrian connections between the two halves. Few housing options--mostly just single family houses, and a few apartments lacking accessibility.

St. Johns: *Narrow streets and fairly good sidewalks make this a pedestrian-friendly area. Has a good mix of services, including two supermarkets (Kienow's and Safeway). There is a HAP building (Shrunk Riverview Tower) that seems to have a mix of ages, including a number of seniors. Unfortunately, it is pretty far from the supermarkets. Most of the rest of the housing in the area is single family, with a few 2-story multi-family structures with poor accessibility. In general, St. Johns has good services, a good pedestrian environment, but not many housing options.*

Hillsdale: *Has a fairly wide variety of services in close proximity, but the environment is auto-dominated. There is a variety of housing, including multi-family, but few are very accessible and there are no elevator apartments.*

Raleigh Hills: *Has a fairly wide variety of services and some multi-family residential, including a residential care facility. Poor pedestrian connections from housing to commercial areas, however, which deters walking and effectively cuts housing and commercial areas off from each other.*

West Portland: *Wide selection of services, but they are scattered along very busy arterials with poor pedestrian connections. I would be concerned about sending seniors out here to evaluate the area, as crossing Barbur feels quite dangerous. The area is not fit for pedestrians. There is a major conflict here between goals for a pedestrian-oriented town center and the fact that it is located at the intersection of high-volume arterials.*

APPENDIX G:
SAMPLE ASSESSMENT FORM

Elder Friendly Community Design Assessment Form

ALWAYS		SOMETIMES		NEVER
5	4	3	2	1

Please circle the score which best identifies how often the following criteria are met within the area and make specific comments:

I. Sidewalks and Crosswalks

A. Sidewalks should be continuous on both sides of streets.

5 4 3 2 1

Comments and problem locations: _____

B. Sidewalks should be smooth, level, and in good condition.

5 4 3 2 1

Comments and problem locations: _____

C. Sidewalks should have non-slip surfaces and be kept clear of debris (leaves, etc.).

5 4 3 2 1

Comments and problem locations: _____

D. Sidewalks should be broad enough, with no obstructions preventing easy passage.

5 4 3 2 1

Comments and problem locations: _____

E. Sidewalk grade changes should be clearly marked.

5 4 3 2 1

Comments and problem locations: _____

F. Sidewalks and pathways should be well lighted.

5 4 3 2 1

Comments and problem locations: _____

G. Stairways in public walkways should have handrails.

5 4 3 2 1

Comments and problem locations: _____

H. Extreme grades (hills, etc.) should be dealt with effectively to enable access.

5 4 3 2 1

Comments and problem locations: _____

I. Walkways and curb cuts should be clear of drainage grates.

5 4 3 2 1

Comments and problem locations: _____

J. Crosswalks should be conveniently located and clearly marked.

5 4 3 2 1

Comments and problem locations: _____

K. There should be curb cuts at crosswalks and intersections.

5 4 3 2 1

Comments and problem locations: _____

L. Crossing signals should provide sufficient time to cross.

5 4 3 2 1

Comments and problem locations: _____

M. Wide intersections should be provided with pass-through, pedestrian refuge islands.

5 4 3 2 1

Comments and problem locations: _____

N. Busy intersections should have audible crossing signals to help those with poor vision.

5 4 3 2 1

Comments and problem locations: _____

II. Public Signage and Wayfinding

A. Signs should be easy to read, with sharply contrasting images and backgrounds.

5 4 3 2 1

Comments and problem locations: _____

B. Signs should clearly indicate major destinations.

5 4 3 2 1

Comments and problem locations: _____

C. Important pedestrian routes should be well defined.

5 4 3 2 1

Comments and problem locations: _____

D. Signs should provide clear directional guidance to motorists.

5 4 3 2 1

Comments and problem locations: _____

E. Traffic circulation patterns should minimize wayfinding confusion.

5 4 3 2 1

Comments and problem locations: _____

III. Public Amenities

A. Benches should be provided to allow rest.

5 4 3 2 1

Comments and problem locations: _____

B. Parks/plazas should be located in the area and be designed to facilitate socializing.

5 4 3 2 1

Comments and problem locations: _____

C. Drinking fountains should be provided.

5 4 3 2 1

Comments and problem locations: _____

D. Accessible public telephones should be available (especially at transit stations).

5 4 3 2 1

Comments and problem locations: _____

IV. Transit

A. The area should be well served by transit.

5 4 3 2 1

Comments and problem locations: _____

B. Transit stops should be conveniently located.

5 4 3 2 1

Comments and problem locations: _____

C. Transit stops should have shelters and benches.

5 4 3 2 1

Comments and problem locations: _____

D. Transit stops should be easily seen and well lighted.

5 4 3 2 1

Comments and problem locations: _____

V. Neighborhood Services

Please check (✓) which of the following services are located in the area.

Primary importance:

- Grocery store
- Bank
- Pharmacy
- Senior center
- Churches
- Housing
- A variety of shops/services (bakeries, dry cleaners, clothing stores, etc.)

Secondary importance:

- Barber/beauty shop
- Post office
- Library
- Park
- Community center/swimming pool
- Cinema
- Restaurant/coffee shop
- Medical/dental clinics
- Residential care facility/nursing home

Comments and suggestions _____

