

*Fairview* 20.30.40



*Community Vision*

**Prepared for:**

City of Fairview

December 2017

**Prepared by:**

Vison Action Plan Committee

Tulani Freeman

Portland State University Oregon Summer Fellow

University of Oregon MPA Candidate

# City Of FAIRVIEW Oregon



## **Vision Action Plan Committee**

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Kerry Ann O'Halloran, Community Member

Anestis Polizos, Community Member

Ted Tosterud, Mayor

## **Staff**

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# FAIRVIEW CITY COUNCIL

A photograph of the Fairview City Council building, a two-story brick structure with large windows. In the foreground, a black lamppost holds a large American flag. Bare trees are visible in the background and foreground. The text of the council members is overlaid on the left side of the image.

**Mayor**

Ted Tosterud

**City Council**

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# ACKNOWLEDGEMENTS



## **Portland State University**

George Beard, Hatfield School



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School of Architecture and Allied Arts

## **University of Oregon**

School of Planning, Public Policy and Management



**homeforward**

## **Homeforward**

JinJoo Nicks, Christina McKenna

## **Friends of Fairview**

Social Media Director



## **City of Fairview**

City Council, Staff and Residents

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# PROCESS

***The Fairview City Council called for the formation of a Vision Action Plan Committee via Resolution 13-2017 on June 7, 2017. Citizen volunteers were selected over the summer of 2017.***



*A graduate fellow was hired through Portland State University to help the committee gather input and facilitate with the community.*

*Community input was solicited through a Qualtrics online survey targeting those who live and work in Fairview. 205 people responded to the survey from Sept. 25 to Oct. 17.*

*The committee sought detailed input in targeted areas. Data and input was collected from the survey, community meetings, demographics, local and regional partners, and existing plans underway in the city.*

*The visioning document was drafted, revised, and submitted to council in January 2018.*

*Fairview* **20.30.40**  
*Community Vision*



Take the Survey  
@ fairvieworegon.gov  
Sept. 25 to Oct. 9



Take the Survey!  
@ fairvieworegon.gov

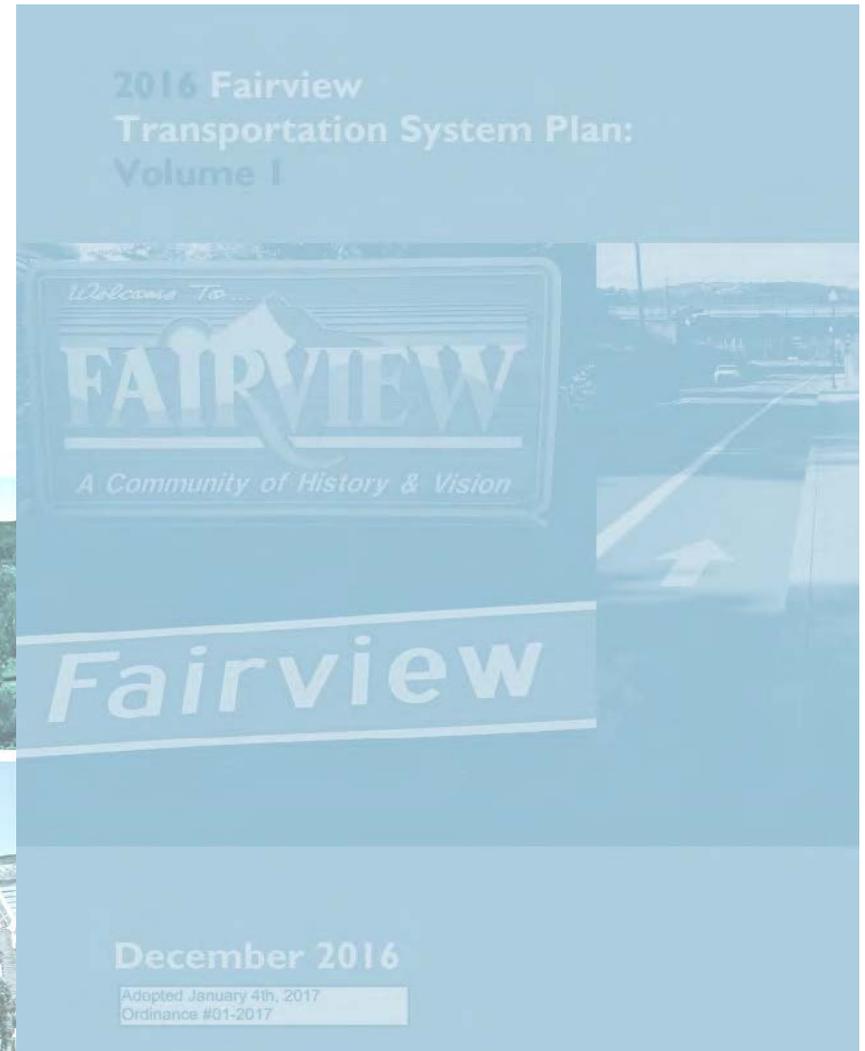
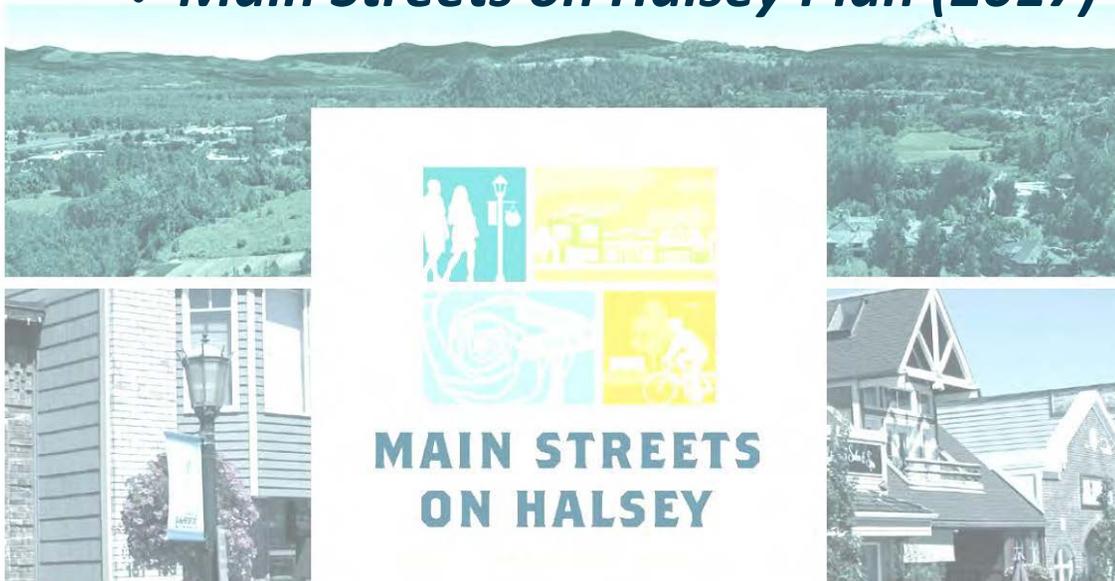
Encuesta Española  
disponible en línea

Российское  
исследование  
доступно в  
Интернете

# PROCESS

The committee built upon the work of these existing *Reference Documents*, which are cited throughout:

- ***Transportation System Plan (2016)***
- ***Parks Master Plan (2017 – draft)***
- ***Main Streets on Halsey Plan (2017)***



# PUBLIC PARTICIPATION & OUTREACH

## Outreach, Inputs and Feedback (# of Contacts)

- Citizen Vision Action Plan Committee
- Six Public Meetings
- Two Community Meetings (20+)
- Publicity at Community Events
- Calls & E-mails through Reynolds S.D. (2,000)
- Utility Bill Mailings (1,300+)
- Vision Survey (205)
- Multifamily Housing Developments (20+)
- Small and Large Businesses Contacts (20+)
- Economic Development Advisory Committee
- Mayor's Roundtable
- Local Community Partners
- Regional Community Partners
- Community Partner Social Media

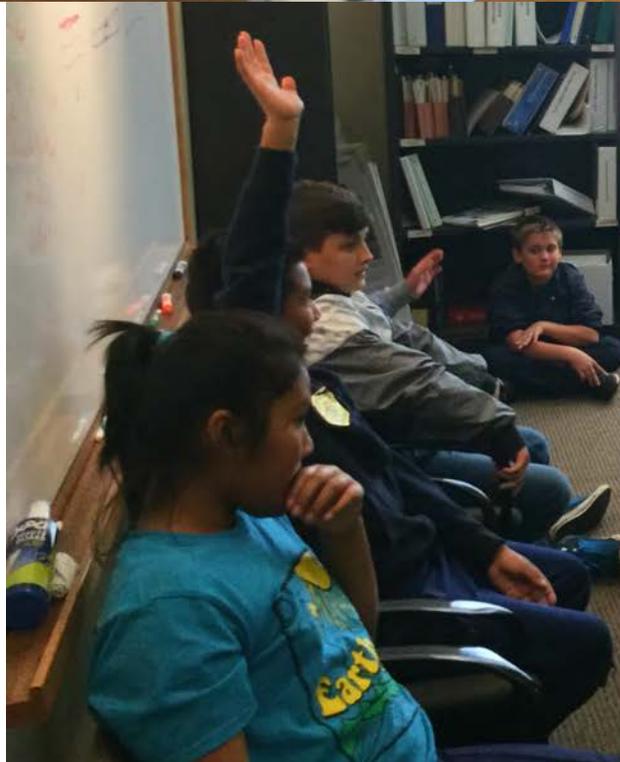




*Citizens participate and prioritize at community meeting, Fairview Community Center*



*Public Works Director Allan Berry looks for the children's vision with 5th Grade class, Fairview City Hall*



## VISION STATEMENT

***“With thoughtful actions, ensure the quaintness and livability of Fairview into the decades ahead.”***

# Vision Goals

- Economic Development
- Local Pride, Caring Connected Community
- Improved Mobility
- Parks and Recreation
- Public Safety & Services
- Historic Character & Neighborhoods
- Enhance Livability





# VISION ACTION PLAN

## Overview:

- *The Vision Action Plan Committee composed actionable items to help the council set goals and meet community needs as it works with partners in the future.*
- *Goals or categories in the plan are not in any particular order, but priority action items are on the following page.*
- *“Pull quotes” from the survey are sampled from each category’s most frequently mentioned “likes” or “needs/areas of concern” .*

Most **Action Items** are accompanied by a **community partner** to assist and collaborate as Fairview moves forward.

- Approximate cost estimates range from under \$5,000 ( \$ ) to over \$100,000 ( \$\$\$ )
- Timeframes range from **near term** 20.30.40 to **mid-range** 20.30.40 to **long-range** 20.30.40

## PRIORITY ACTIONS

Clear trends from the Vision Survey led the committee to coalesce around the following three Priority Action Items:

- 1. Commercial and At-large  
Economic Development Strategy**
- 2. Improvements to NE 223rd, Sidewalks,  
and Other Mobility Issues**
- 3. Livability Strategy to Maintain  
Small Town Community Feel**

# GOAL 1: ECONOMIC DEVELOPMENT



**MAIN STREETS  
ON HALSEY**

FAIRVIEW - WOOD VILLAGE - TROUTDALE



**STRATEGIC ECONOMIC  
ACTION PLAN**

June 2017



# GOAL 1: ECONOMIC DEVELOPMENT

## From the Survey...

### *Likes:*

***“I appreciate having a Target nearby, but mostly I like independently-owned, small business”***

***“Business which bring customers to Fairview such as quality restaurants, cafes, and shops”***

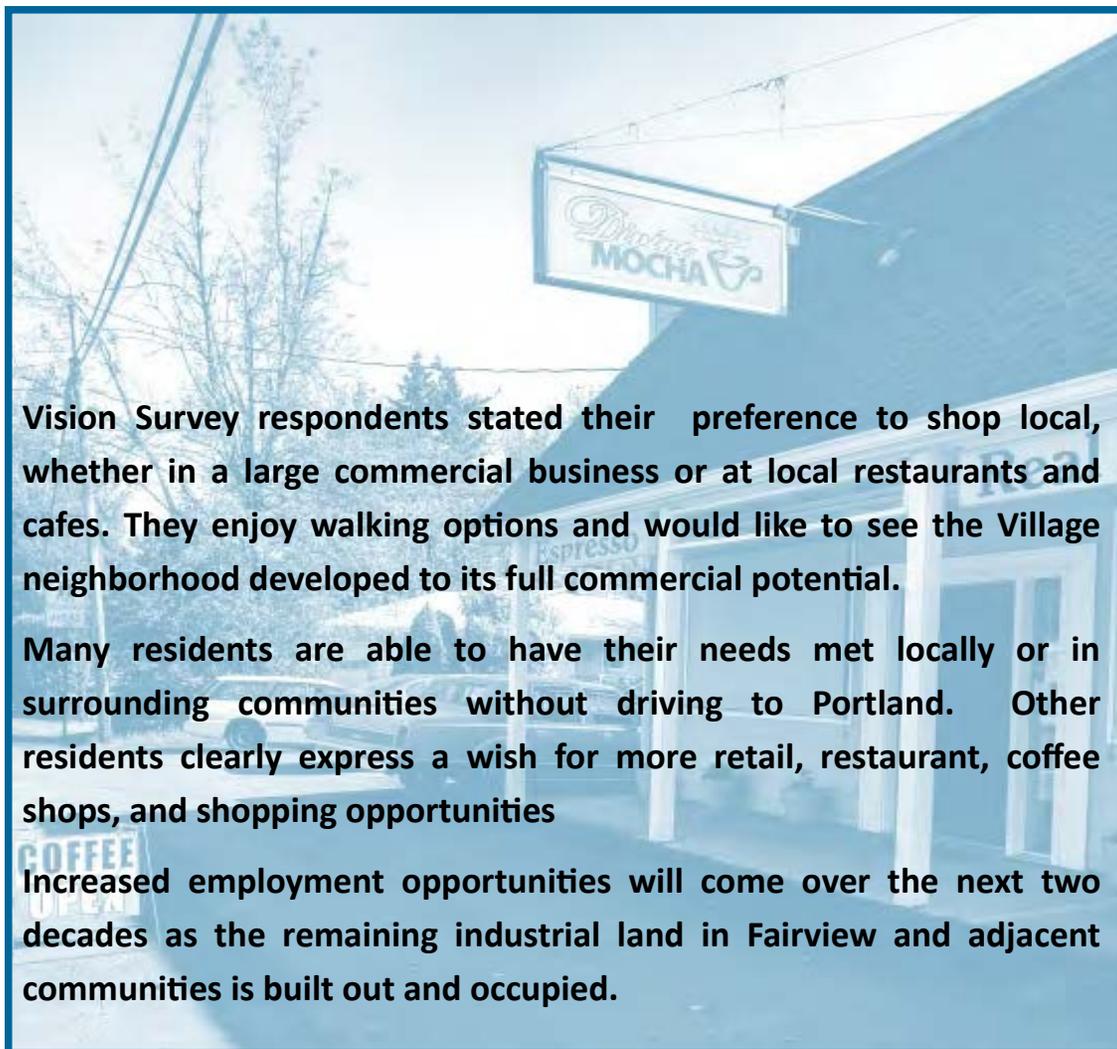
### *Needs/Changes:*

***“Higher-end grocery and dining options, small specialty businesses that draw people into the community”***

***“Keeping it welcoming and making businesses feel like they are needed and appreciated!!”***

# GOAL 1: ECONOMIC DEVELOPMENT

## Summary



Vision Survey respondents stated their preference to shop local, whether in a large commercial business or at local restaurants and cafes. They enjoy walking options and would like to see the Village neighborhood developed to its full commercial potential.

Many residents are able to have their needs met locally or in surrounding communities without driving to Portland. Other residents clearly express a wish for more retail, restaurant, coffee shops, and shopping opportunities

Increased employment opportunities will come over the next two decades as the remaining industrial land in Fairview and adjacent communities is built out and occupied.

## Main Streets on Halsey / Halsey Corridor Plan

- Adopted by cities of Fairview, Troutdale, & Wood Village in 2017

### Key recommendations:

- Coordinated and unified economic development strategy among the three cities
- Make primary focus on commercial development and affordable housing
- Beautify Halsey corridors

## Economic Development Advisory Committee

- Advises City Council on development opportunities, policy, and code

# GOAL 1: ECONOMIC DEVELOPMENT

## Action Items

### Economic Development

#### **Action Item 1.1**

*Continue partnership with Wood Village, Troutdale, Metro, and Multnomah County to prioritize and pursue the goals of the Main Streets on Halsey plan.*

#### **Action Item 1.2**

*Reinvigorate the live/work concept in Village Commercial District. Revisit code and zoning to facilitate commercial development.*

#### **Action Item 1.3**

*Actively recruit businesses that are looking to relocate; identify startups, professional services that are looking for opportunities.*

#### **Action Item 1.4**

*Re-engage city's comprehensive Economic Development Strategy for commercial and industrial development.*

### Potential Partner(s)

*Wood Village, Troutdale, Metro, Multnomah County*

*Economic Development Advisory Committee (EDAC), Gresham Fire and Rescue*

*EDAC, Business Oregon*

*Property Owners, Port of Portland, East Metro Economic Alliance (EMEA), Greater Portland Inc.*

### Cost & Timeframe

\$\$\$

20.30.40

\$

20.30.40

\$\$

20.30.40

\$

20.30.40

# GOAL 1: ECONOMIC DEVELOPMENT

## Action Items

### Economic Development

#### **Action Item 1.5**

*Review and consider revisions or additions to Development Incentive programs (i.e., existing Enterprise Zone, Vertical Housing Zone, and Development Incentive program and/or new Urban Renewal Agency) targeted at desirable development.*

#### **Action Item 1.6**

*Consider a business association for the Village and Halsey commercial districts.*

#### **Action Item 1.7**

*Review inventory of industrial and commercial parcels and pursue development to targeted niche businesses.*

### Potential Partner(s)

*EDAC, Business Oregon*

*Existing homeowners associations & businesses, EDAC*

*EMEA, Port of Portland, Greater Portland Inc.*

### Cost & Timeframe

*\$\$*

*20.30.40*

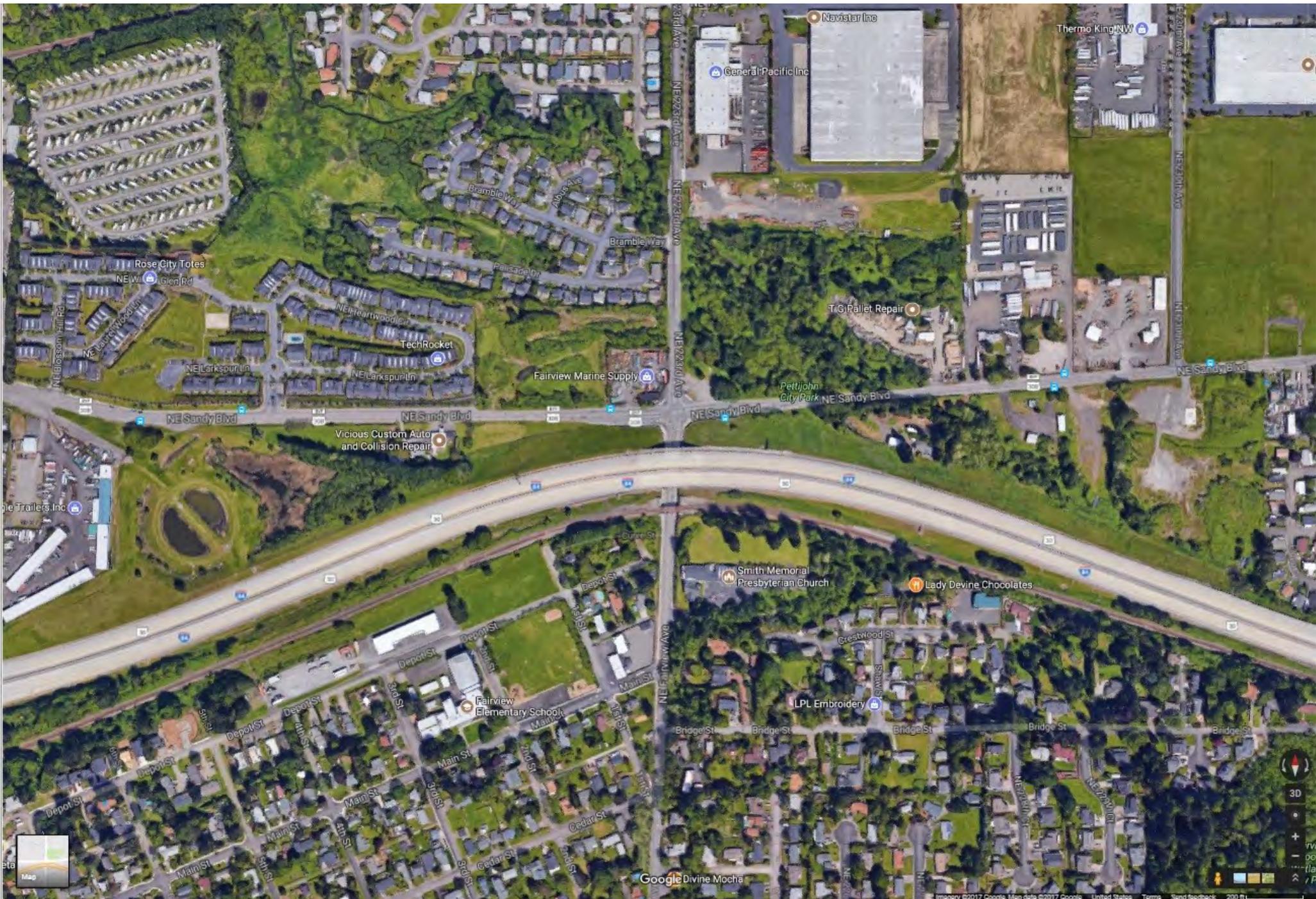
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*20.30.40*

*\$*

*20.30.40*

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Thermo King NW

General Pacific Inc

Navistar Inc

Rose City Totes

TechRocket

Fairview Marine Supply

T.G. Pallet Repair

Vicious Custom Auto and Collision Repair

Smith Memorial Presbyterian Church

Lady Devine Chocolates

Fairview Elementary School

LPL Embroidery

Google Divine Mocha

## GOAL 2: IMPROVED MOBILITY

### From the Survey...

#### *Likes:*

*“It is a lovely and usually safe place to walk...traffic on some streets can be challenge at rush hour but usually easy to maneuver”*

*“Decent bus access, good traffic management”*

#### *Needs/Changes:*

*“It would be nice to have better walking/bicycling access to blue lake park via 223. The overpass makes it narrow and unsafe with cars/trucks”*

*“More frequent, direct bus route to the MAX”*

# GOAL 2: IMPROVED MOBILITY

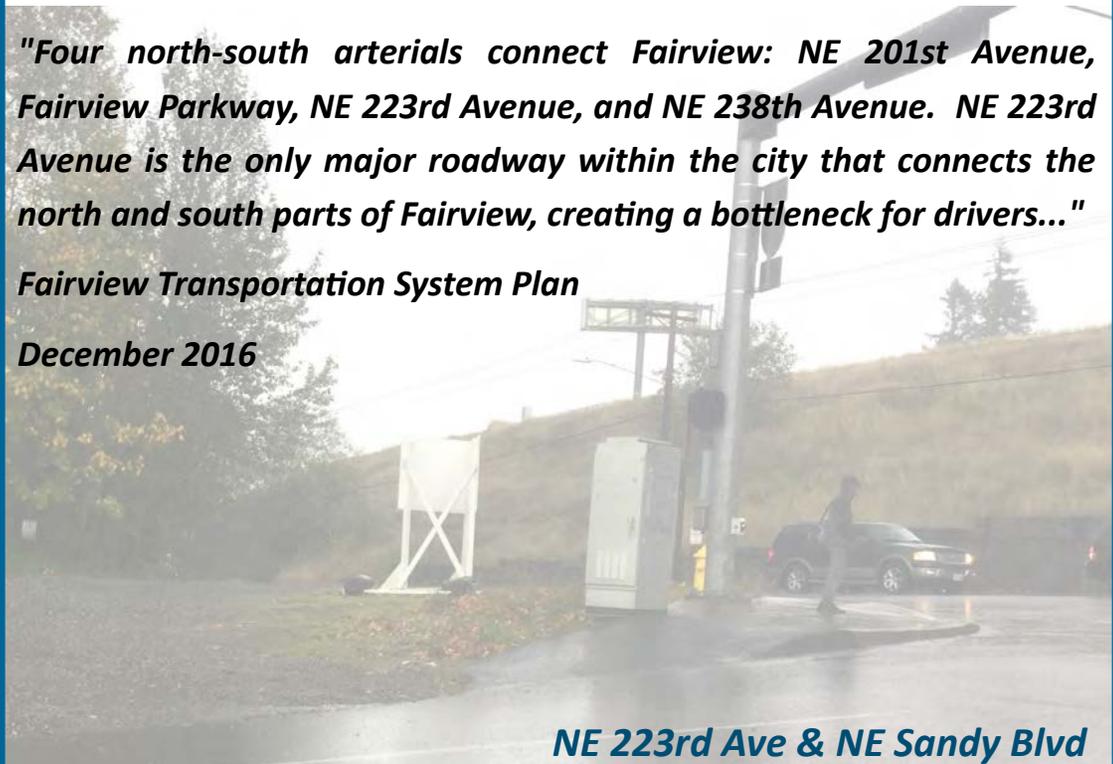
## Summary

*"In the east-west direction, Fairview has good arterial and collector connectivity...with four arterials across approximately two miles: NE Glisan Street, NE Halsey Street, NE Sandy Boulevard, and NE Marine Drive, in addition to I-84. Each provides continuous east-west travel routes across Fairview."*

*"Four north-south arterials connect Fairview: NE 201st Avenue, Fairview Parkway, NE 223rd Avenue, and NE 238th Avenue. NE 223rd Avenue is the only major roadway within the city that connects the north and south parts of Fairview, creating a bottleneck for drivers..."*

*Fairview Transportation System Plan*

*December 2016*



*NE 223rd Ave & NE Sandy Blvd*

A rich network of sidewalks and bike lanes connect the city along most of the east-west arterials, but development of bike-pedestrian options along the north-south roads are incomplete."

NE Sandy Boulevard and NE 223rd Avenue have significant gaps in sidewalks and bicycle lanes.

Not surprisingly, the Vision Survey indicated frequent desire for **improvement of NE 223rd Avenue widening and safety, congestion on 223rd Avenue, bus connections, sidewalk connectivity** (including under the rail overpass on 223rd Avenue), **bicycle infrastructure, and safety in general.** Most frequently mentioned urgent needs were **sidewalks and improvements to 223rd Avenue.** Most frequent mid-/long-term needs expressed were **223rd Avenue improvements, sidewalks, and traffic management.**

While accidents involving motor vehicles are down over the past five years, according to ODOT data, the number of people injured in those crashes has steadily increased, from 57 people injured in 2012 to 94 people injured in 2016.

# GOAL 2: IMPROVED MOBILITY

## Action Items

### Improved Mobility

#### **Action Item 2.1**

*Complete sidewalk on west side of NE 223rd Ave from Halsey to Blue Lake Park, starting with the railroad undercrossing.*

#### **Action Item 2.2**

*Connect sidewalks on north side of Sandy from NE 238th Ave. to NE 201st Ave.*

#### **Action Item 2.3**

*Improve roadway on NE 223rd Ave from Halsey to Sandy.*

#### **Action Item 2.4**

*Connect sidewalks from the Village to NE Halsey Blvd.*

### Potential Partner(s)

*Multnomah County, Metro,  
Union Pacific Railroad*

*Multnomah County*

*Multnomah County*

*Multnomah County*

### Cost & Timeframe

\$\$\$

20.30.40

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# GOAL 2: IMPROVED MOBILITY

## Action Items

### Improved Mobility

#### **Action Item 2.7**

*Lobby TriMet for additional and more frequent North/South bus connections to MAX and additional bus shelters.*

#### **Action Item 2.6**

*Install additional crosswalks with flashing lights for densest parts of Halsey Corridor.*

### Potential Partner(s)

*TriMet*

*Multnomah County*

### Cost & Timeframe

\$

20.30.40

\$\$

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Mexican Independence Day Celebration

@ Wood Village Baptist Church



## GOAL 3: CARING CONNECTED COMMUNITY

### From the Survey...

#### *Likes:*

***“The city is for the most part clean and well kept and (the) ongoing activities offered includes all people”***

***“See <https://fairviewor.nextdoor.com>”***

#### *Needs/Changes:*

***“Residents just need a way, to be encouraged, to get out (and interact) with their neighbors!”***

***“More community oriented events to help encourage tourism and helping residents to get to know the community...”***

***Forest Grove is a good example”***

# GOAL 3: CARING CONNECTED COMMUNITY

## Summary

*For a community that is bisected by four major thoroughfares, the city of Fairview is a relatively well connected and engaged community. Neighborhood and homeowners associations have active and engaged members. City council and community meetings are well attended. Residents generally take pride in their neighborhoods and community.*

*Things that distract from quality of life affect all residents, including longer commute times and congestion. There is plenty of room to improve upon the strong connections that exist among neighbors.*

*Survey respondents would like even more options for meeting their neighbors, more community events, and more ways to connect to city services.*

*The most frequently mentioned items sought were more community outreach, more community policing and more neighborhood interactions.*



# GOAL 3: CARING CONNECTED COMMUNITY

## Action Items

### Caring, Connected Community

#### **Action Item 3.1**

*Continue to expand the East County Recreation Program beyond its three year pilot.*

#### **Action Item 3.2**

*Retain current community events and expand to include events that celebrate our small town feel, like a farmers market.*

#### **Action Item 3.3**

*Collaborate with ECHO to share articles about the history of the city in the Fairview Point newsletter. Identify and pursue opportunities to share local history with the community and the schools.*

#### **Action Item 3.4**

*Use social media to connect residents to their community and celebrate the diversity of the community.*

### Potential Partner(s)

*Troutdale, Wood Village*

*East County Historical Organization*

### Cost & Timeframe

\$\$

20.30.40

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20.30.40

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20.30.40

# GOAL 3: CARING CONNECTED COMMUNITY

## Action Items

### Caring, Connected Community

#### **Action Item 3.5**

*Create and distribute community marketing materials such as Frequently Asked Questions highlighting amenities that are available to new and continuing residents.*

### Potential Partner(s)

### Cost & Timeframe

\$

20.30.40

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*Handy Park / Nechocokee Park*



## GOAL 4: PARKS & RECREATION

### From the Survey...

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#### *Likes:*

*“Adding the recreation program is wonderful, parks are plentiful and well maintained”*

*“The parks are beautiful and (well) laid out with great attention paid to mingling nature and development”*

#### *Needs/Changes:*

*“Connect our active living designation to more outside rec offerings...”*

*“More funding should go to improving parks”*

# GOAL 4: PARKS & RECREATION

## Summary

*People in Fairview are more content with parks than almost any other area. Yet a large number of residents would like to see even more funding and effort go towards parks and the growing recreation program.*

*The challenge going forward will be to maintain the high level of satisfaction and maintain the high quality of services put forth by the Public Works department.*

*The City intends to complete and adopt a new Parks Master Plan in 2018 with an eye towards filling in remaining gaps in service.*

*Priorities in the draft plan include:*

- *Active recreation options (dog park, soccer field, etc.)*
- *Connectivity to bicycle and pedestrian access*
- *Completing updates to existing parks*

*Fairview Community Park, Trail to Salish Ponds*



# GOAL 4: PARKS & RECREATION

## Action Items

### Parks & Recreation

#### **Action Item 4.1**

*Strengthen City of Fairview connection to Blue Lake Park and consider (co-)hosting events, seek discount access for residents.*

#### **Action Item 4.2**

*Investigate the cost and feasibility of permanent restrooms at Salish Ponds Wetland Park.*

#### **Action Item 4.3**

*Identify a site, design and construct a dog park.*

#### **Action Item 4.4**

*Study possible soccer mini-fields at Salish Ponds Elementary School.*

### Potential Partner(s)

*Metro*

*Reynolds School District*

### Cost & Timeframe

\$ 20.30.40

\$\$ 20.30.40

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# GOAL 4: PARKS & RECREATION

## Action Items

### Parks & Recreation

#### **Action Item 4.5**

*Investigate a Park & Ride for bus service to the Gorge and other destinations at NE 207th Ave and Halsey, with possible dog park and soccer field.*

#### **Action Item 4.6**

*Consider a wetland park on NE Sandy Blvd between NE 223rd Ave and NE 230th Ave.*

### Potential Partner(s)

*Portland General Electric, EDAC, Friends of the Gorge, Reynolds School District*

### Cost & Timeframe

\$\$\$

20.30.40

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*Fairview Creek &  
NE 223rd Avenue  
N. of Halsey*



*Fairview City Jail, 1915  
National Register  
of Historic Places*

## GOAL 5: PUBLIC SAFETY & SERVICES

### From the Survey...

#### *Likes:*

*“Quick response of emergency services”*

*“I see a strong presence of police patrolling in my area”*

*“I feel like they are our neighbors”*

#### *Needs/Changes:*

*“More visual presence of police”*

*“Community policing”*

*“Police based community service programs”*

## GOAL 5: PUBLIC SAFETY & SERVICES



Photo: Multnomah County

### From the Survey:

*I was with a Man on 223rd and Halsey, he had passed out. Flat on the ground, workers in shops came to his aid and even a Fairview Police Officer stopped. I was pleasantly surprise(d) when the officer said "I know the man, I know where he lives." And took him home. Really good stuff.*

## Summary

Though the survey asked about satisfaction with "fire, police, public works, etc.", nearly all respondents addressed the first two categories. Residents mentioned satisfaction with roads and public works in other parts of the survey.

The Fairview Police / Multnomah County Sheriff's Office and Gresham Fire & Rescue received a very high number of positive comments on the survey in terms of response time and professionalism.

Some residents would like to see a more frequent police presence and increased community policing, and there was concern about the merger with MCSO. The level of satisfaction on this section of the survey was second highest after quality of life.

# GOAL 5: PUBLIC SAFETY & SERVICES

## Action Items

### Public Safety & Services

#### **Action Item 5.1**

*Create a two-way dialogue where the public is informed and educated on benefits and community services of the Multnomah County Sheriff's Office. Create opportunities for public to provide input and feedback.*

#### **Action Item 5.2**

*Collaborate with Multnomah County Sheriff's Office HOPE program to address homelessness.*

#### **Action Item 5.3**

*Identify opportunities to build community-police relationships to increase levels of trust and cooperation in support of crime prevention efforts.*

### Potential Partner(s)

*Multnomah County Sheriff's Office*

*Multnomah County Sheriff's Office*

*Multnomah County Sheriff's Office*

### Cost & Timeframe

\$

20.30.40

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20.30.40

# GOAL 5: PUBLIC SAFETY & SERVICES

## Action Items

### Public Safety & Services

#### **Action Item 5.4**

*Pursue a safer and more functional public works facility at the existing site.*

#### **Action Item 5.5**

*Consider bollard lighting on the city footbridge between Phase 1 and 2 of the Village neighborhood.*

#### **Action Item 5.6**

*Improve or replace lighting in parks and trails so that they are resistant to vandalism.*

### Potential Partner(s)

### Cost & Timeframe

\$\$\$

20.30.40

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20.30.40

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20.30.40

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## GOAL 6: HISTORIC CHARACTER & NEIGHBORHOODS

### From the Survey...

#### *Likes:*

***“I live (at) the cottages on Salish Pond and LOVE my neighborhood. It's rare to have this much nature in a city.”***

***“Fairview has a lot of historic locations that I enjoy seeing when I drive through.”***

#### *Needs/Changes:*

***“More oversight of neighborhood code violations regarding home maintenance, landscape issues and derelict vehicles.”***

***“More outreach and education on Fairview’s history, including use as tribal lands.”***

# GOAL 6: HISTORIC CHARACTER & NEIGHBORHOODS

## Summary



### ***“A Community with History and Vision”***

*As Fairview has grown, fewer residents are aware of the history of the development of Fairview and East County or its original Native American character. Citizens expressed a clear desire to have the city share and promote such historical information.*

*The city currently owns the historic Heslin House and Fairview Jail, and the city collaborates with East County Historical Organization in the maintenance, preservation, and exhibiting of these properties.*

*Residents expressed a clear desire for additional code enforcement, especially regarding parking, to keep neighborhoods in good repair and appearance.*

# GOAL 6: HISTORIC CHARACTER & NEIGHBORHOODS

## Action Items

### Maintaining Historic Character, Neighborhoods

#### **Action Item 6.1**

*Continue fiscal commitment to code enforcement through code officer.*

#### **Action Item 6.2**

*Research possible changes to city code design standards.*

#### **Action Item 6.3**

*Display historic pictures at City Hall.*

#### **Action Item 6.4**

*Maintain Heslin House collaboration with ECHO.*

#### **Action Item 6.5**

*Explore parking alternatives, code enforcement, and code enhancement for the most congested neighborhoods.*

### Potential Partner(s)

*East County Historical Organization*

*East County Historical Organization*

### Cost & Timeframe

\$\$ 20.30.40

\$ 20.30.40

\$ 20.30.40

\$ 20.30.40

\$ 20.30.40

# GOAL 6: HISTORIC CHARACTER & NEIGHBORHOODS

## Action Items

### Maintaining Historic Character, Neighborhoods

#### **Action Item 6.6**

*Consider opportunities to improve parking in the Village area, including public purchase of available properties.*

#### **Action Item 6.7**

*Explore aesthetic improvements for transmission towers - paint, design, etc.*

### Potential Partner(s)

*Portland General Electric,  
Bonneville Power  
Administration*

### Cost & Timeframe

\$

20.30.40

\$\$

20.30.40

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WELCOME TO  
FAIRVIEW WOODS  
WETLAND PARK



## GOAL 7: ENHANCE LIVABILITY

### From the Survey...

#### *Likes:*

***“The small city feel. Ease of moving around the city. The easy access to freeway, airport and recreation.”***

***“I don't live in Fairview, but would given the opportunity.”***

#### *Needs/Changes:*

***“Figure out who we really are and unite behind long term planning.”***

***“(Improve) the ease of moving around the city in a car, riding a bike and walking.”***

# GOAL 7: ENHANCE LIVABILITY

## Summary



## ***“It's a great place between PDX and the Gorge”***

*More than any other area of the survey, residents are most satisfied with the City of Fairview's livability and quality of life.*

*Residents expressed some concern with the impacts of the regional homeless crisis and the need for housing. Vacancy rates for rental units in the city are extremely low.*

*They would like to maintain “a diverse community of housing and business” and “a quality community that provides opportunities to a diverse population, and provides cost effective public services.” Maintaining this high level of community engagement and satisfaction will take a clear vision and effort.*

# GOAL 7: ENHANCE LIVABILITY

## Action Items

### Enhance Livability

#### **Action Item 7.1**

*Maintain and enhance walkability of neighborhoods.*

#### **Action Item 7.2**

*Explore code revisions and enforcement to maintain neighborhood curb appeal and property values.*

#### **Action Item 7.3**

*Encourage commercial development (dining, retail, etc.) to adapt to changes in shopping habits.*

#### **Action Item 7.4**

*Attract professional services to Halsey and Village service areas.*

### Potential Partner(s)

### Cost & Timeframe

\$\$\$

20.30.40

\$

20.30.40

\$

20.30.40

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20.30.40

*Main Streets on Halsey partners*

*Main Streets on Halsey partners*

