



Milwaukie Urban Renewal Advisory Group

Meeting #3

April 20, 2016

4:30 PM – 6:30 PM

Public Safety Building, Community Room

3200 SE Harrison Street

Agenda

Welcome/Updates	Lisa Batey, City Council President, Chair	4:30
Financials	Nick Popenuk, EcoNorthwest	4:40
Goals and Objectives Projects Update	Elaine Howard, Consultant	5:50
Wrap-Up	Dennis Egner, Planning Director	6:15
Public Open House	<i>THE OPEN HOUSE IS SCHEDULED FROM 6:30-8:30 IMMEDIATELY FOLLOWING THE MURAG MEETING.</i>	6:30

Next Meeting: May 18, 2016 – Review Draft Plan and Report

Enclosures:

- Notes from March 30, 2016 Meeting 2
- Revised Goals and Objectives
- Revised Project List
- Draft Financials (*to be sent under separate cover*)

Milwaukie Urban Renewal Advisory Group
March 30, 2016
Meeting #2 Notes

Group Attendees: Chair Lisa Batey, Casey Camors, Sine Adams, Ray Bryan, Kim Travis, Zac Perry, Kathy Lyle, Neil Hankerson, Troy Reichlein, Dave Knight, DJ Heffernan, Kim Maguire, Tory McVay, Susan Geiger

Other Attendees: Mayor Mark Gamba

Consultant Team: Elaine Howard, Nick Popenuk

Chair Lisa Batey convened the meeting.

Elaine Howard and Nick Popenuk, Consultants, facilitated the remainder of the meeting and covered the following points:

- **Boundary**

- Ms. Howard reported that the boundary was updated and included the following changes: inclusion of the Waldorf School, commercial properties along Washington St, a cherry stem to 27th Ave, and a parcel of land near 34th Ave. The group had no additional revisions to the boundary.
- During discussion, consideration was given to adding a portion of the Monroe St right-of-way to the east to allow for possible improvements for the Monroe Street Greenway. It was decided to not include additional right-of-way given that any urban renewal expenditures for Monroe St within the renewal area boundary could be used as a match for grants to improve areas outside of the boundary.

- **Goals and Objectives**

- Ms. Howard noted that Goals and Objectives were interrelated with the Projects; both lists would be revised accordingly if changes were made to either. The source documents for the specific goals and objectives were noted in the Goals and Objectives document.
- Areas of discussion on goals and objectives:
 - Public Involvement* – The group recommended there be an advisory group to the urban renewal agency. The decision on whether it should be an ad hoc or ongoing group was deferred until the last advisory group meeting.
 - Economic Development/Development* – There was discussion on whether there were too many goals and objectives. The majority of the goals and objectives came from existing plans that had been reviewed by City Council. This issue was also discussed with regard to the Infrastructure section. It was decided to remove some of the specificity from the Goals and Objectives and defer to the Project list. A revised draft of Goals and Objectives would be distributed for group review. It was also recommended that the Introduction emphasize the flexibility in responding to the goals and objectives and that they may not all be met.
- Relocation of existing utilities was discussed as an eligible project, and added under the types of developer assistance that could be granted. However, it did not guarantee relocation of utilities, but allowed it as an eligible activity.

- What projects had the most potential to raise property values was discussed. A handout was distributed on the issues of parks and their impact on economic vitality. All cities were different, but some types of projects directly impacted property values, such as new development and redevelopment/economic assistance like storefront loans or redevelopment loans. Other projects indirectly impacted property values by creating the type of environment where people want to invest their money. Some example projects were displayed. Decisions on which projects to pursue and the timing of those projects would be made during the annual budgeting process.
- Infrastructure:
 - Public Spaces and Transportation* – It was determined not to change the proposed boundary to address the Monroe Street Greenway.
 - Sense of Place* – Regarding parking management, urban renewal funds could be used for initial studies to determine need and potential capital projects, but could not be used for ongoing maintenance or parking management staffing.
- Staffing for urban renewal program administration would count against maximum indebtedness.
- *Fiscal Stewardship* – This section was not required by statute, but was good practice. The advisory group agreed to keep the section.
- **Projects**
 - The group discussed parking garages and types of parking projects, including stand-alone garages and parking as a component of new development.
 - It was reiterated that the projects may change over time depending on changes to or reallocation of funding, or other future projects added through amendments. Urban renewal was a long process which required flexibility for the projects.
 - The group discussed the Kellogg Dam removal project and the cost of that project. It was decided to leave the project on the list, but to acknowledge that other funding sources would need to be identified to allow the project to proceed.
 - No projects were removed from the list.
- **Schedule of the Advisory Group Meetings/Public Participation**
 - April 20: 3rd meeting, Open House
 - May 18: 4th Meeting – Review draft plan
 - May 31: 5th Meeting – Reserved
 - April 23: Earth Day Event – Information Booth
 - May 6 & June 3: First Friday
 - May 22 & June 26: Farmers' Market
 - One additional event?
 - Online Survey

Revised Goals and Objectives and a revised Projects List would be included in the materials for the next meeting.

REVISED GOALS AND OBJECTIVES

April 20, 2016

NOTE: Milwaukie has completed considerable planning prior to the preparation of this urban renewal plan. The applicable source documents for the goals and objectives have been noted with the objectives. These notes will not be in the final document; the sources are listed at the end of goals and objectives

The goals and objectives tie to the projects. They are interactive. If projects are added, goals and objectives will also be added; if projects are deleted, goals and objectives may also need to be revised.

SECTIONS REFERENCED BELOW (SECTIONS IV, V, AND XII ARE IN THE PROCESS OF BEING PREPARED)

The goals of the Urban Renewal Plan (the Plan) represent the basic intents and purposes. Accompanying each goal are objectives, which generally describe how the Agency intends to achieve the goals. The urban renewal projects identified in Sections IV and V of the Plan are the specific means of meeting the objectives. The goals relate to adopted plans, as detailed in Section XII, and were developed with input from the Milwaukie Urban Renewal Advisory Group. The goals and objectives will be pursued as economically as is feasible and at the discretion of the Agency. The goals and objectives are not ranked by priority.

Goal 1: PUBLIC INVOLVEMENT

- Provide opportunities for public input throughout the implementation process.
- Engage and inform stakeholders to maximize diverse participation in the revitalization of the downtown and Central Milwaukie.
- Ensure the opportunity for citizens to be involved in all phases of the urban renewal implementation process by providing accurate and timely information and genuinely encouraging public input and involvement.

Objectives:

1. Utilize ad hoc advisory groups to review major changes to projects, programs, or goals and objectives in the Plan as identified in the Amendments section of the Plan in meetings that are open to the public.
2. Public participation might involve public meetings, surveys, open houses, workshops, polling, citizen's advisory groups and other forms of direct involvement with the public with the aim of offering opportunities to diverse and typically unengaged groups of our citizenry.

Optional:

Establish a Citizens Advisory Group to assist the Urban Renewal Agency in decisions regarding plan implementation as identified in the Amendments section of the Plan.

DISCUSSED AT MARCH 30, 2016 MURAG MEETING –TO BE DETERMINED WHETHER THE GROUP IS TO BE AD-HOC OR ON-GOING

Goal 2: ECONOMIC DEVELOPMENT

- Reactivate Main Street to reestablish and strengthen lively storefront retail character with a pedestrian emphasis and 18-hour use. (2)

- Enhance economic opportunities in downtown and Central Milwaukie. (1)
- Support a downtown that is lively and active. (1)
- Complement, protect, and promote the continued growth and vitality of current businesses. (2)
- Remove barriers and constraints to development.
- Capitalize on the light rail investment to serve as a catalyst for future investment and development.

Objectives:

1. Invest in catalyst projects that leverage public-private partnerships, incentives, and other tools that contribute to advancing multiple objectives of the Urban Renewal Plan. (1)
2. Support the development of transit-oriented residential, commercial, employment and recreational uses that will benefit from and support light rail.
3. Implement pedestrian and bicycle system improvements that will enhance connectivity between downtown and central Milwaukie and surrounding residential and commercial areas.
4. Create a tool kit of Public-Private Partnership (PPP) tools that can be used to invest in appropriate catalyst projects. (1)
5. Promote programs that help mitigate the impacts of gentrification by assisting existing businesses with their growth and viability. (2)
6. Develop and implement the wayfinding systems plan for the downtown and Central Milwaukie areas.
7. Encourage adaptive re-use of developed sites with vacant or underperforming buildings. (1)
8. Encourage a mix of retail and restaurant uses to support a downtown that is lively and active. (1)
9. Encourage housing as part of new-mixed use development. (1)
10. Proactively encourage development on vacant parcels (1)
11. Make publicly-owned sites available to developers. (1)

Goal 3: INFRASTRUCTURE: PUBLIC SPACES and TRANSPORTATION

- Provide adequate infrastructure and public amenities to support new development. (1)
- Enhance McLoughlin Boulevard as the primary entry point into downtown Milwaukie from the north and south.
- Improve pedestrian connections from the downtown commercial area to Riverfront Park and the Trolley Trail to enhance the sense of place for downtown visitors. (2)
- Improve significant parks and open spaces (2)
- Improve access to and within Central Milwaukie for pedestrians, cyclists, and vehicles. (1, 3)

Objectives:

1. Improve connectivity in Downtown Milwaukie including streetscape improvements.
2. Enhance existing downtown parks.

3. Assist with funding of streetscape improvements (Public Area Requirements identified in the Public Works Standards) for catalyst projects. (1, 2)
4. Upgrade pedestrian and bicycle connections across McLoughlin Boulevard.
5. Provide gateway and entryway improvements along McLoughlin Boulevard (1, 2)
6. Construct the South Downtown Plaza (1, 2)
7. Provide additional public space amenities in Central Milwaukie (3)
8. Address transportation infrastructure deficiencies for Central Milwaukie (1, 3)
9. Improve connectivity within the Central Milwaukie district with easily accessible multimodal pathways that are safe and attractive. (3)
10. Facilitate creation of a more connected and complete street network within Central Milwaukie, especially through the Murphy and McFarland opportunity sites. (3)
11. Improve external connections to the Central Milwaukie district. (3)
12. Assist in the development of parking solutions in Downtown Milwaukie.

Goal 4: SENSE OF PLACE

- Build on existing assets Downtown, including local businesses, existing buildings, and the City's unique character. (1)
- Foster a sense of place in Central Milwaukie by enhancing the identity of the area. (1)
- Maintain an overall character complementary to and protective of surrounding neighborhoods. (1)
- Feature the natural environment, especially the Willamette River. (1)
- Strengthen Main Street as a source of pride and to ensure economic success. (1)

Objectives:

1. Promote development of gateway and entryway projects. (1, 2)
2. Install downtown and Central Milwaukie wayfinding signage and heritage plaques. (1, 2)
3. Promote high-quality, urban design that is complementary to surrounding areas. (1)
4. Employ parking management measures as needed to limit potential negative impacts of new development on residential parking needs. (3)
5. Explore public-private partnerships to provide additional public space in Central Milwaukie. (3)
6. Assist in the completion of streetscape improvements (Public Area Requirements) in Downtown Milwaukie. (1, 2)
7. Assist in improvements to existing and planned parks, plazas, and open spaces. (2)

Goal 5: FISCAL STEWARDSHIP

Work with taxing jurisdictions to both inform them of the annual project and financial activities of the urban renewal area and to evaluate opportunities to share tax increment revenues.

Objectives:

1. Send a copy of the annual project and financial report to all taxing jurisdictions, informing them of the activities of the urban renewal area.
2. Notify taxing jurisdictions of revenue sharing responsibilities and the timing of those responsibilities.
3. Reimburse city for annual costs in administering the urban renewal area.

SOURCE PLANNING DOCUMENTS:

1. [Moving Forward Milwaukie - Action and Implementation Plan for Downtown and Central Milwaukie](#)
2. [Milwaukie Downtown and Riverfront Land Use Framework](#)
3. [Central Milwaukie Land Use and Transportation Plan](#)
4. [Transportation System Plan](#)

REVISED Project List

April 20, 2016

\$ Million**Economic Development: *New Places to Live, Work, Eat and Shop***

Development assistance projects for opportunity sites	\$2.5		
Site acquisition	\$4.5		
Façade improvements	\$1.2		
Tenant improvements	\$1.2		
Restaurant Recruitment Improvements	\$1.0		
Small business development fund	\$2.2		
System Development Charges/Permit Fee Waivers	\$1.0		
Market Studies/Plans/Feasibility Analysis/Proforma Development	\$0.6		
Downtown Main Street programming (promotions, seed funding, farmers markets, capacity building, etc.)	\$0.8		
Catalytic Project Support-Public-Private-Nonprofit Partnership support	\$0.6		
Grocery Store Recruitment	\$0.6		
Technical Assistance Business Support	\$1.1		
		Subtotal	\$17.0
		Percentage	25.07%
		Percentage without Kellogg Dam	29.36%

Infrastructure: *Getting to, and through Downtown and Central Milwaukie****Downtown***

McLoughlin Blvd improvements	\$2.0		
McLoughlin intersection upgrades	\$2.0		
Pedestrian bridge across McLoughlin	\$2.2		
Structured parking garage downtown	\$11.0		
Streetscape Improvements	\$7.3		
Parking management	\$0.5		
		Subtotal	\$25.0
		Percentage	36.87%
		Percentage without Kellogg Dam	43.18%

Central Milwaukie

McFarland site bike/ped path	\$0.9		
Other bicycle and pedestrian connections	\$1.5		
Oak, Myrtle, Penzance Street and Milwaukie Marketplace	\$0.5		
Improved access to opportunity sites	\$0.5		
Hwy 224 intersection upgrades (37th = \$2.1 M)	\$2.3		
Improve transit stops	\$0.5		
Monroe Street Greenway includes Monroe/224	\$1.4		
		Subtotal	\$7.6
		Percentage	11.21%
		Percentage without Kellogg Dam	13.13%

Public Amenities: *Parks and Open Space*

South Downtown Plaza	\$1.0		
Riverfront Park	\$3.0		
Dogwood Park	\$0.5		
Scott Park	\$0.5		

Public Amenities: *Parks and Open Space* continued

New parks and open spaces in Central Milwaukie	\$1.0
Gateway/Entryway improvements on McLoughlin	\$0.3
Wayfinding signage, heritage plaques	\$0.2
Kronberg Park path	\$1.8
Kellogg dam removal	\$9.9

Subtotal	\$18.2
Percentage	26.84%
Percentage without Kellogg Dam	14.34%
GRAND TOTAL	\$67.8
Without Kellogg Dam	\$57.9