



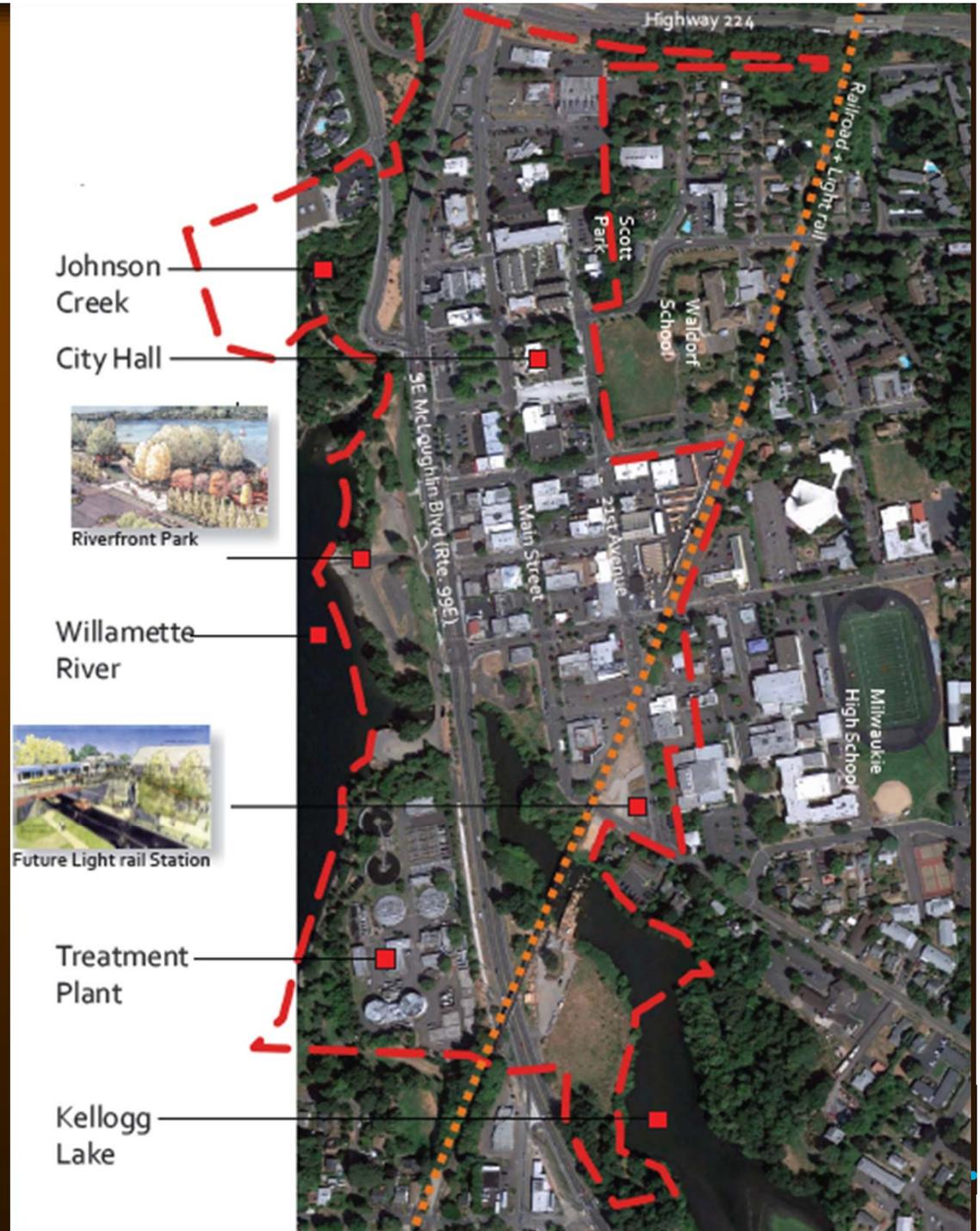
fresh look MILWAUKIE:
downtown ROAD MAP
project

Presentation to the City of Milwaukie:
City Council
June 4th, 2013



Overview

- Background
 - Why Now
 - Project Overview
- Community Trends
 - What did the community say?
 - Themes
- Recommendations



Why Now?

- Infrastructure
- Population
- Economy
- Framework Plan
- City Initiatives



Project Overview

April

May

June



Kickoff Event

Community Engagement

Research & Mapping



Community Engagement

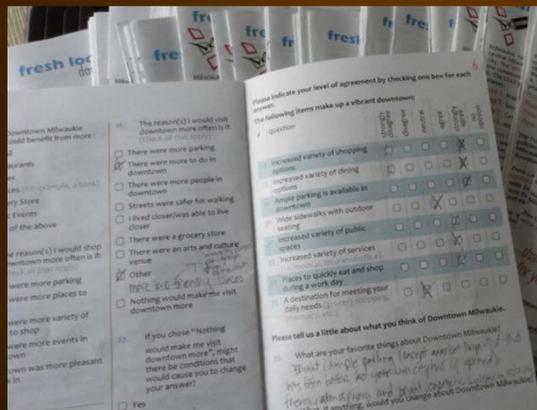
Develop Roadmap



Present and Finalize



Kickoff Event



Surveys

Interviews





Walking Tour



Business Owner
Coffee Klatches

Targeted
Outreach to
Groups



First Friday



Farmer's Market



Community Workshop



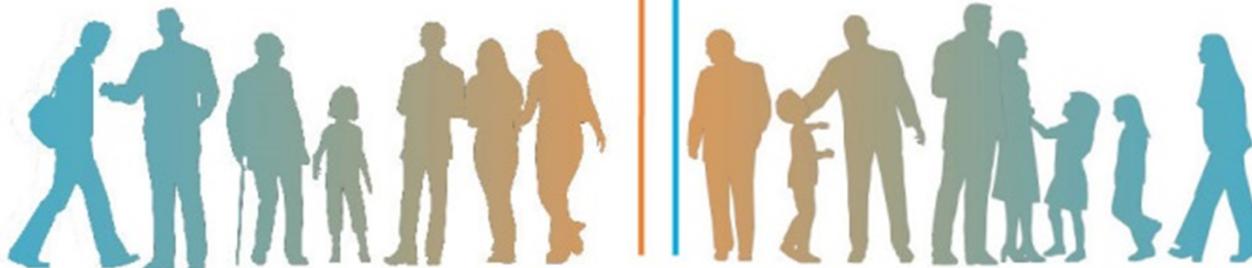
Community Trends

2000

1 in 5 are children
1 in 5 are 55 or older
9 in 100 identify as non-white
5 in 10 adults are married
the median age is 38

2010

1 in 5 are children
1 in 4 are 55 or older
1 in 10 identify as non-white
4 out of 10 adults are married
the median age is 40



US Census figures - rounded to the nearest whole number



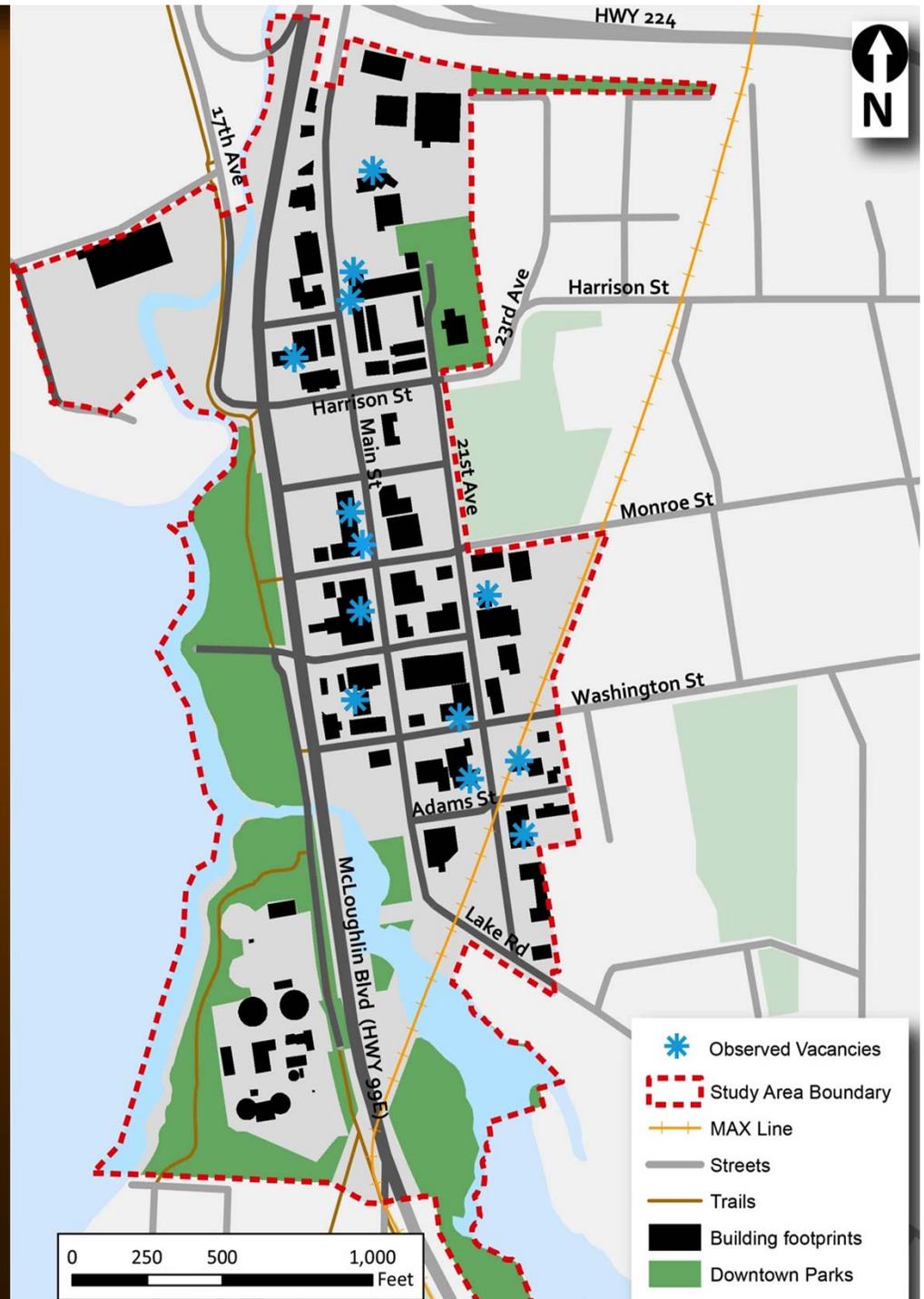
Community Trends

Downtown Vacancy Rates

Overall: 10%

Retail Storefronts: 21%

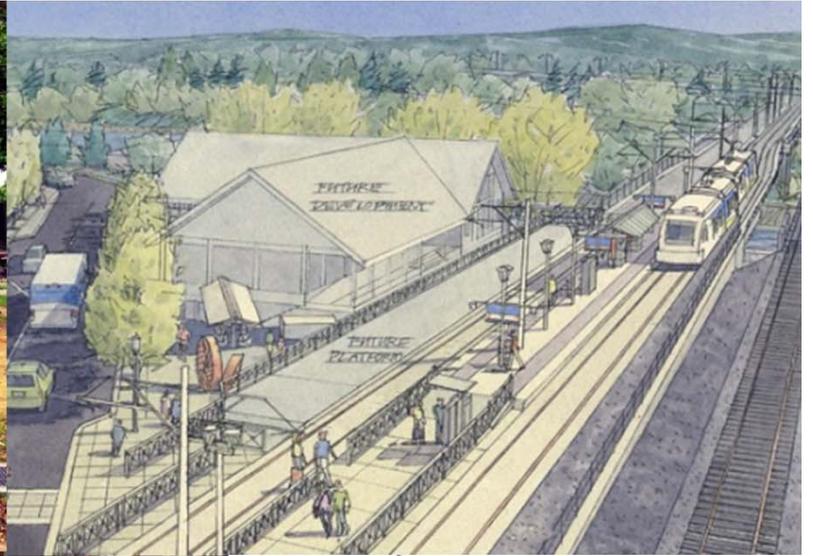
Office: 18%



Community desires for Downtown Milwaukie

- Preserve Small Town Character
 - Foster Local Businesses
 - Growth the Variety of Uses
- Become a Local and Regional Destination







Recommendations



About Recommendations

- Basis: Community Values & Ideas
- Purpose: Policy Level



Recommendations

- 1 Promote and Enhance Shared Community Values
- 2 Facilitate Economic Development
- 3 Build Community Cohesion
- 4 Bring 'Sexy' Back to McLoughlin
- 5 Identify and Prioritize Short-Term Projects



1 Promote and Enhance Shared Community Values



& Celebrations

- Connections to River
- Focus on Food, Arts & Culture

- Local Business
- Pleasant Walking



- Shopping Options
- Small-Town Feel



1 Promote and Enhance Shared Community Values

STRATEGY

- 1.1 Enhance & Expand Existing Events
- 1.2 Prioritize Recruitment of Local Businesses
- 1.3 Support Timely Completion of Riverfront Park Projects
- 1.4 Consider Social & Physical Impacts of Light Rail
- 1.5 Improve Greenspace Connectivity



STRATEGY
1.3

Support Timely Completion of Riverfront Park Projects



Milwaukie Riverfront
Park Plan



2 Facilitate Economic Development



2 Facilitate Economic Development

STRATEGY

- 2.1 Recruit & Incentivize Establishment of a Local Green Grocer
- 2.2 Activate Milwaukie's "McLoughlin Face"
- 2.3 Public-Private Partnerships
- 2.4 Improve Local Access to Downtown for Milwaukie Residents
- 2.5 Promote Milwaukie identity based on shared values



STRATEGY
2.3

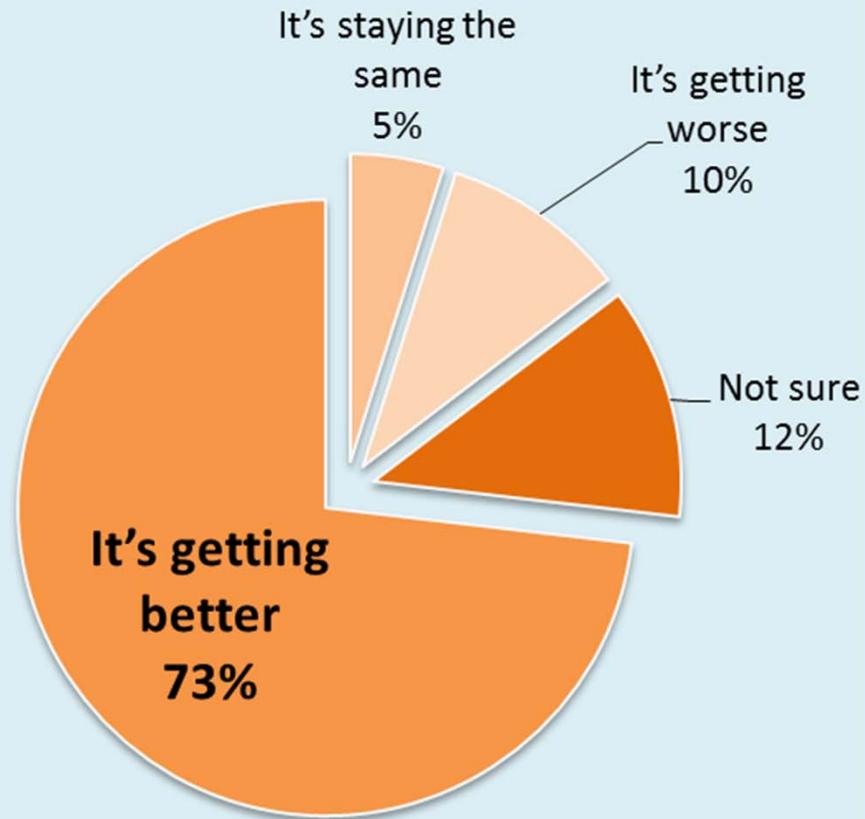
Public Private Partnerships



3

Build Community Cohesion

**What is
your general
sense of
Downtown
Milwaukie?**



3 Build Community Cohesion

STRATEGY

- 3.1 Project Specific Downtown Advisory Committee
- 3.2 Leverage Existing Communications Networks
- 3.3 Coordinate Actions with Other Entities



STRATEGY

3.1

Project Specific Downtown Advisory Committee



4 Bring 'Sexy' Back to McLoughlin



4 Bring 'Sexy' Back to McLoughlin

STRATEGY

- 4.1 Beautify the East Side of McLoughlin
- 4.2 Designate Entry Nodes or a Gateway Zone
- 4.3 Design Standards that Enhance Orientation to the River



Design Standards



Image Courtesy of Fregonese Associates, Inc.



STRATEGY
4.3



Image Courtesy of Fregonese Associates, Inc.



5 Identify and Realize Short-Term Projects

- Achievable
- Highly Visible
- Responsive



5 Identify and Realize Short-Term Projects

STRATEGY

- 5.1 Small-scale Renovation & Façade Improvement
- 5.2 Strategic Signage
- 5.3 Parking Permit Program Adjustments



Signage

- Welcomes Visitors
- Directs Travelers
- Attracts Customers
- Reveals “Hidden Gems”



Downtown Elements

- **Preserve Small-Town character**
- **Foster a Variety of Uses**
- **Support Local Businesses**
- **Local & Regional Destination**



Questions?

