



Opportunity Sites Workshop: Central Milwaukie

Moving Forward Milwaukie • October 29, 2013

Tonight's Meeting Agenda

Welcome and Overview of Meeting Agenda/Format

- Welcome & Introductions
- Presentation & Audience Polling
- Mapping Exercise
- Wrap-up and Closing



Welcome!

Welcome and Overview of Meeting Agenda/Format



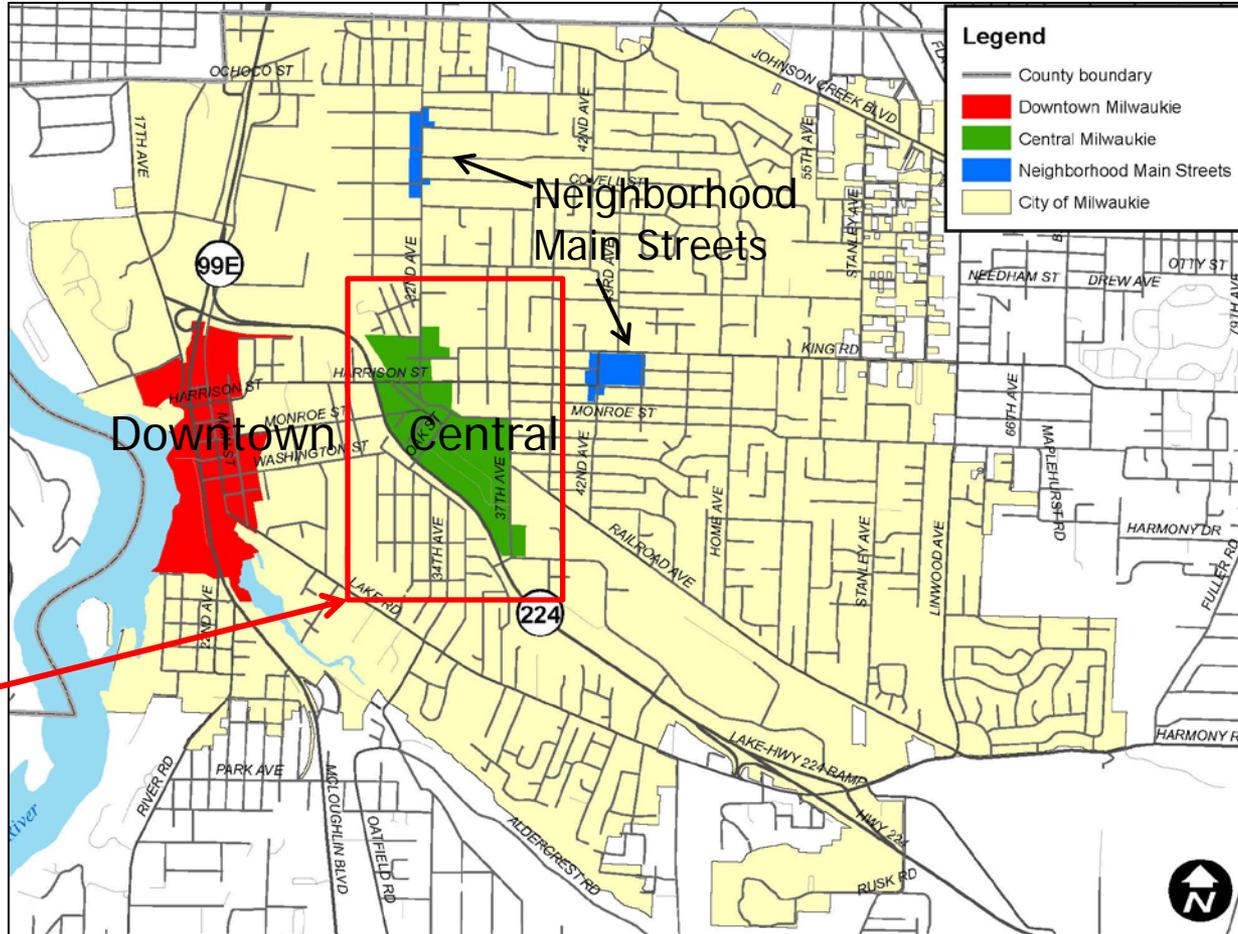
Project Overview

Moving Forward Milwaukie: Enhancing Our Commercial Districts

- Goal: To achieve appropriate development and redevelopment in the city's commercial areas.
- Focus: Develop a *Land Use and Transportation Plan* for Central Milwaukie.



Project Areas



Tonight's Workshop



Project Area – Central Milwaukie

Where is "Central Milwaukie"?



Project Schedule

Where we are today

Existing Plans, Market
Analysis & Current
Conditions

August – October 2013

Opportunity Site
Development
Concepts

October 2013 – February 2014

Downtown & Central
Milwaukie Action &
Implementation Plan

January – April 2014

Downtown &
Central Milwaukie
Opportunity Site
Workshops

Central Milwaukie Land
Use & Transportation
Plan

March – May 2014

Downtown Plan &
Code Amendments

April – May 2014

Central Milwaukie and
Neighborhood Main
Streets Plan & Code
Amendments

June – August 2014



Previous Planning Efforts

- City of Milwaukie Town Center Master Plan (TCMP) (1997)
- Basis of current zoning regulations for Murphy and McFarland Sites



Murphy Site (Subarea 2)

- Emphasis on employment due to its proximity to Providence Hospital and access to Highway 224
- Supporting uses to the Hospital should be encouraged in this area
- Encourage a mix of uses and buildings close to the sidewalk
- Assumes the location of a transit station on the west side of the site

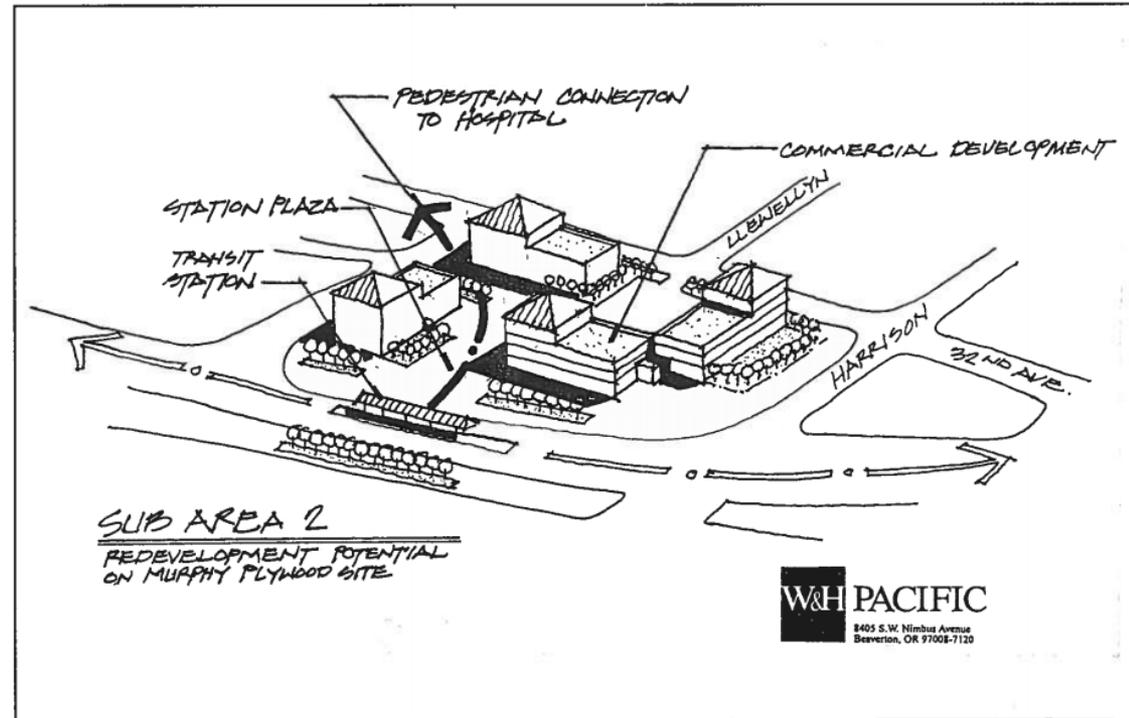


Figure 22: Illustration of Office Building on Subarea 2 Redevelopment Site



McFarland Site (Subarea 4)

- The site is anticipated be medium to high density residential with a small amount of commercial
- Pedestrian connections are important as this site develops

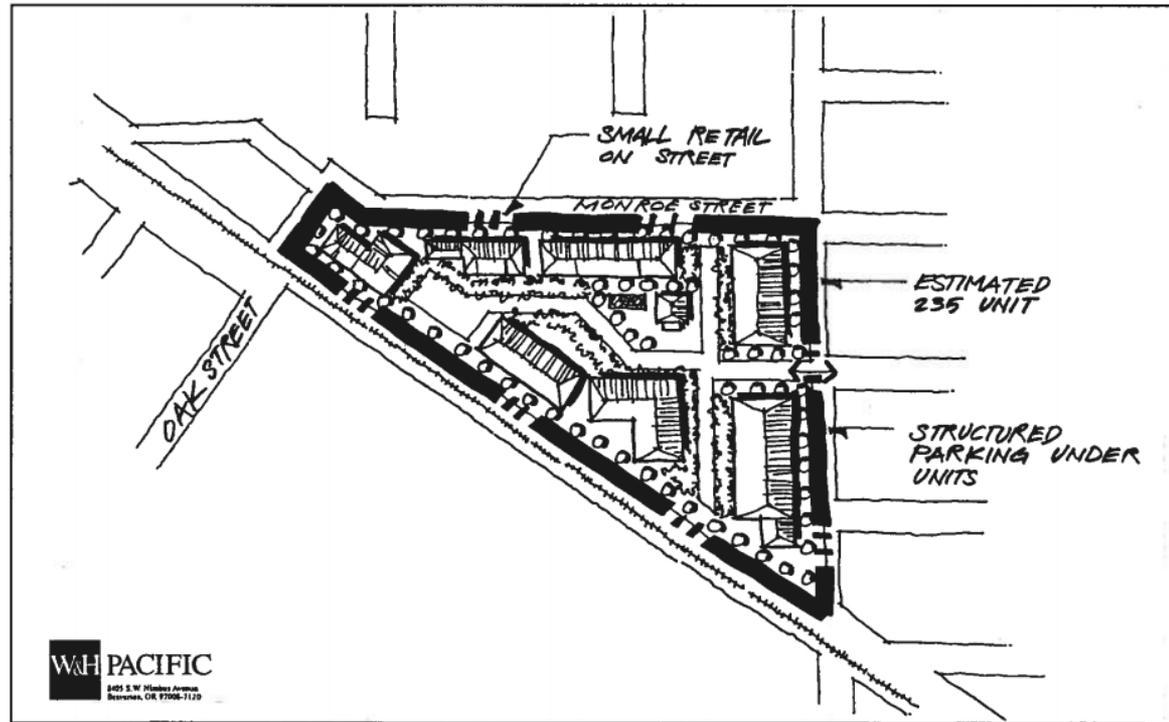


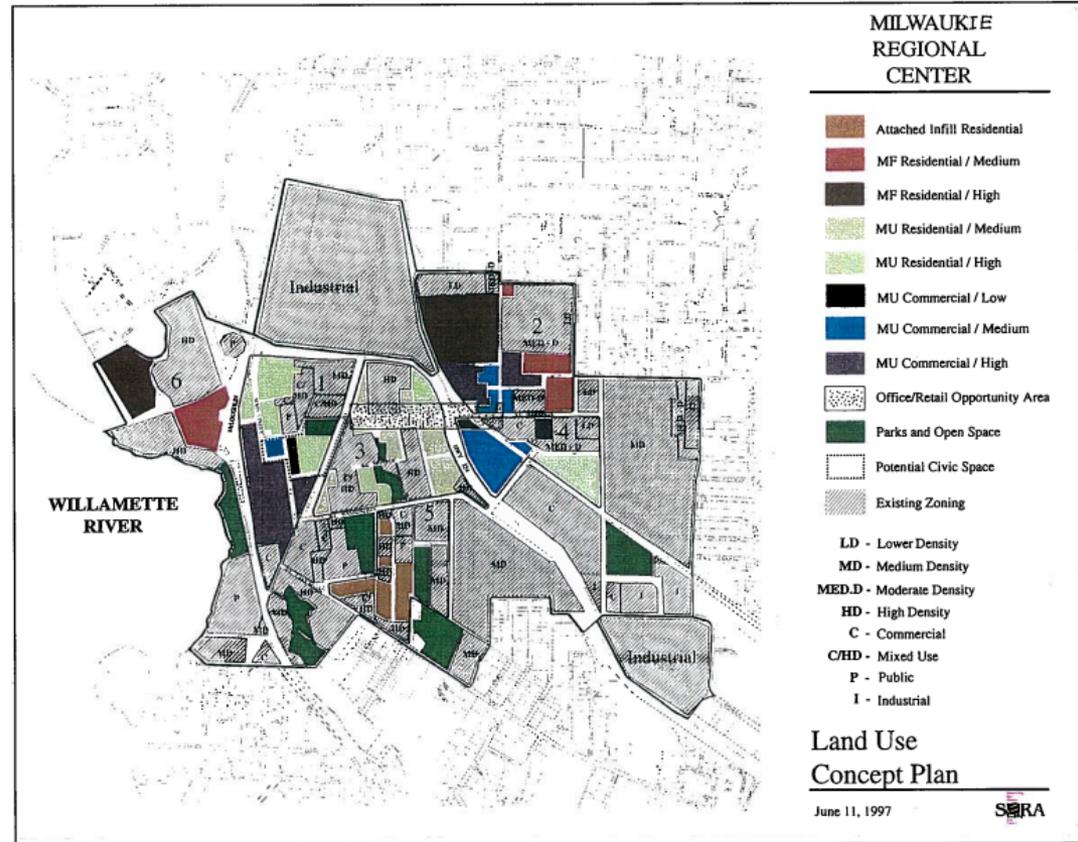
Figure 32: Schematic Master Plan of Subarea 4 Redevelopment Site



Capacity Estimates from the TCMP

Quality housing and jobs are important for Central Milwaukie's future

- TCMP assumes certain levels of housing/jobs on Murphy & McFarland sites
- Future plans need to consider how these sites (or others in the Town Center area) will accommodate jobs/housing



Market Study Overview

- Milwaukie viewed as risky investment for developers:
 - Limited recent development to prove that it can work
 - Relatively low rents
 - Population growth has been flat since 2000
- Demographic challenges and opportunities:
 - Population is slightly older and with lower incomes than the region
 - Opportunity for senior housing, and young families
- Opportunity sites have potential:
 - Developers are interested in the sites
 - Willing and interested property owners (3 publicly owned)
 - Downtown has good bones
 - Central Milwaukie is more of a blank canvas



Opportunity Site Planning

- Several underutilized sites in Downtown and Central Milwaukie present opportunities to catalyze development in our commercial areas.
- The City is partnering with development professionals and property owners to envision and analyze the possibilities for development.
- As a result, public policies can be designed to encourage the type of development the community desires.



Opportunity Site Planning Process

1. Gain insights from potential developers.
2. Talk to property owners, stakeholders and City Council
3. Analyze strengths, weakness, opportunities and threats of each site
4. **Hear from the community at workshops**



Opportunity Site Planning Process

Steps

5. Estimate realistic constructions costs
6. Create building prototypes
7. Create draft site development plans and gather additional public input
8. Finalize site development plans and present to City Council
9. Draft plan and code amendments as needed



What are Catalyst Projects?

Initial Investments that Spark Other New Projects Throughout the Area

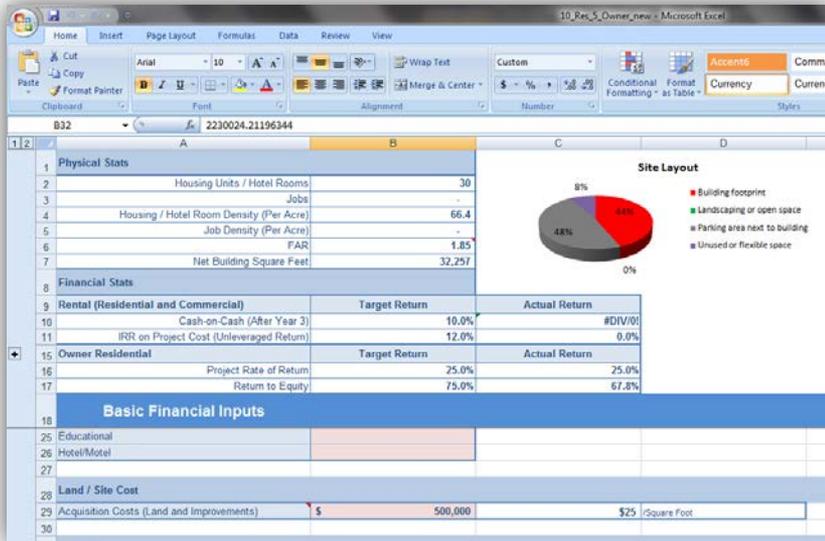


Private Investment Follows



But What is Feasible Here?

We Use Building Level Models Called Prototypes to Determine What "Pencils"



- Buildings are easily modeled & lots of existing data
- Density and Design
- Rents and Sales Prices
- Costs and Affordability
- Energy and Water Use
- Fiscal Impacts

Feasible?



Building Prototypes Use Real World Examples

Mixed Use

- 5 stories
- 64 units
- Average unit size: 850 sf
- Parking: 1.5 spaces/unit



Building Prototypes Use Real World Examples

Mixed Use

- 4 Stories
- 66 units / acre
- Avg Unit Size: 1,500 sq ft



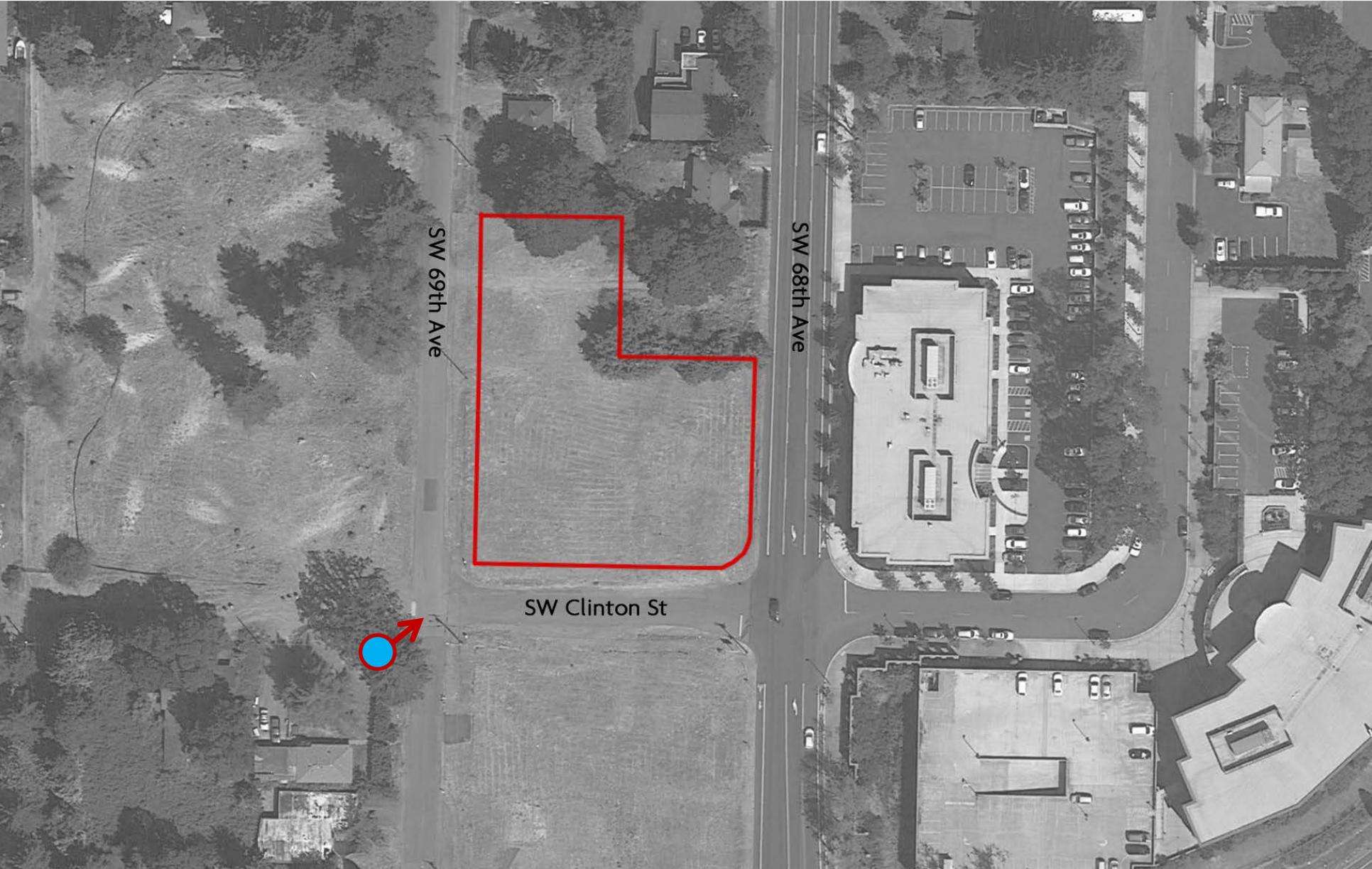
Canyon Road, today



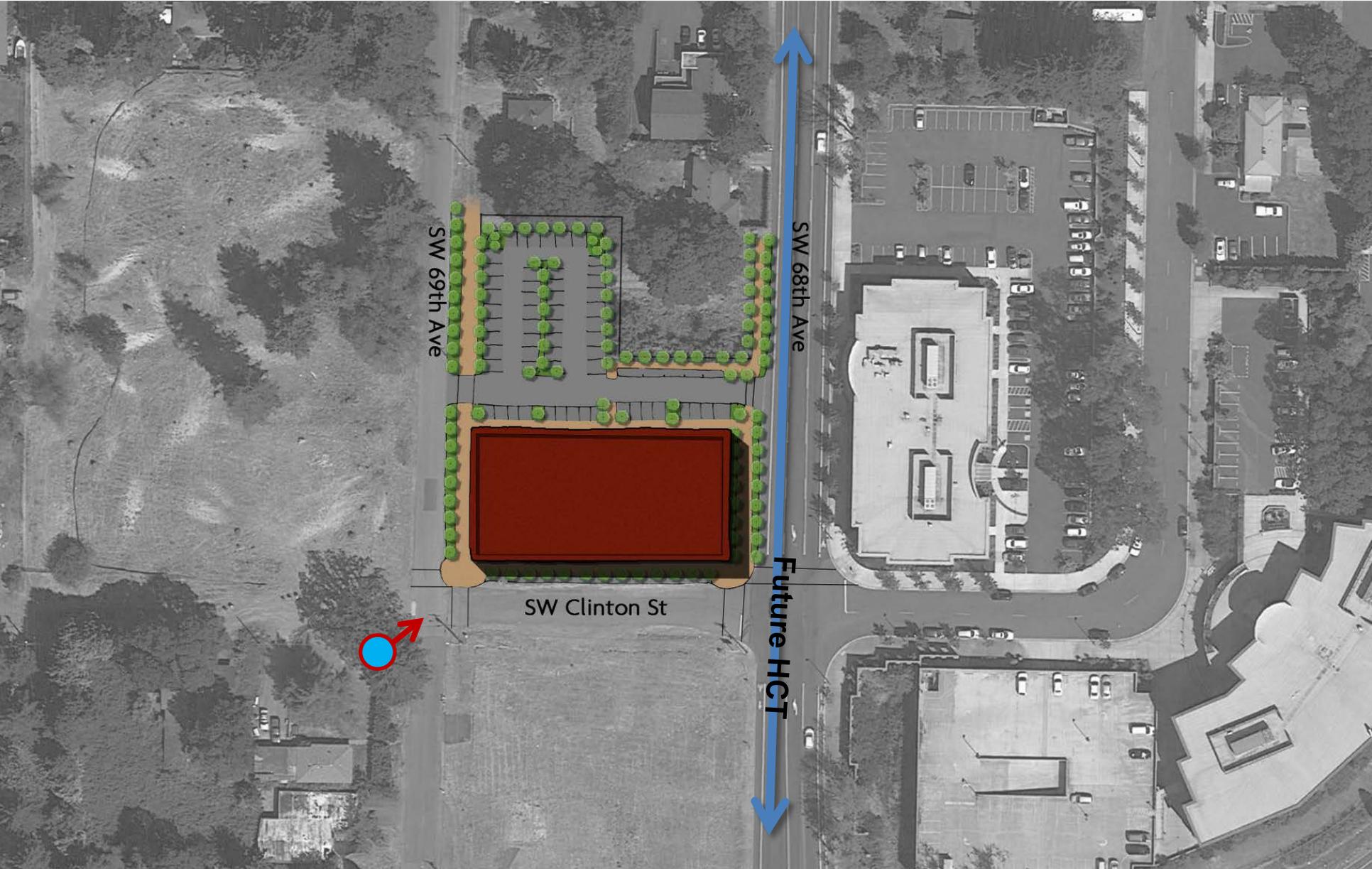
Canyon Road, future



Example Existing



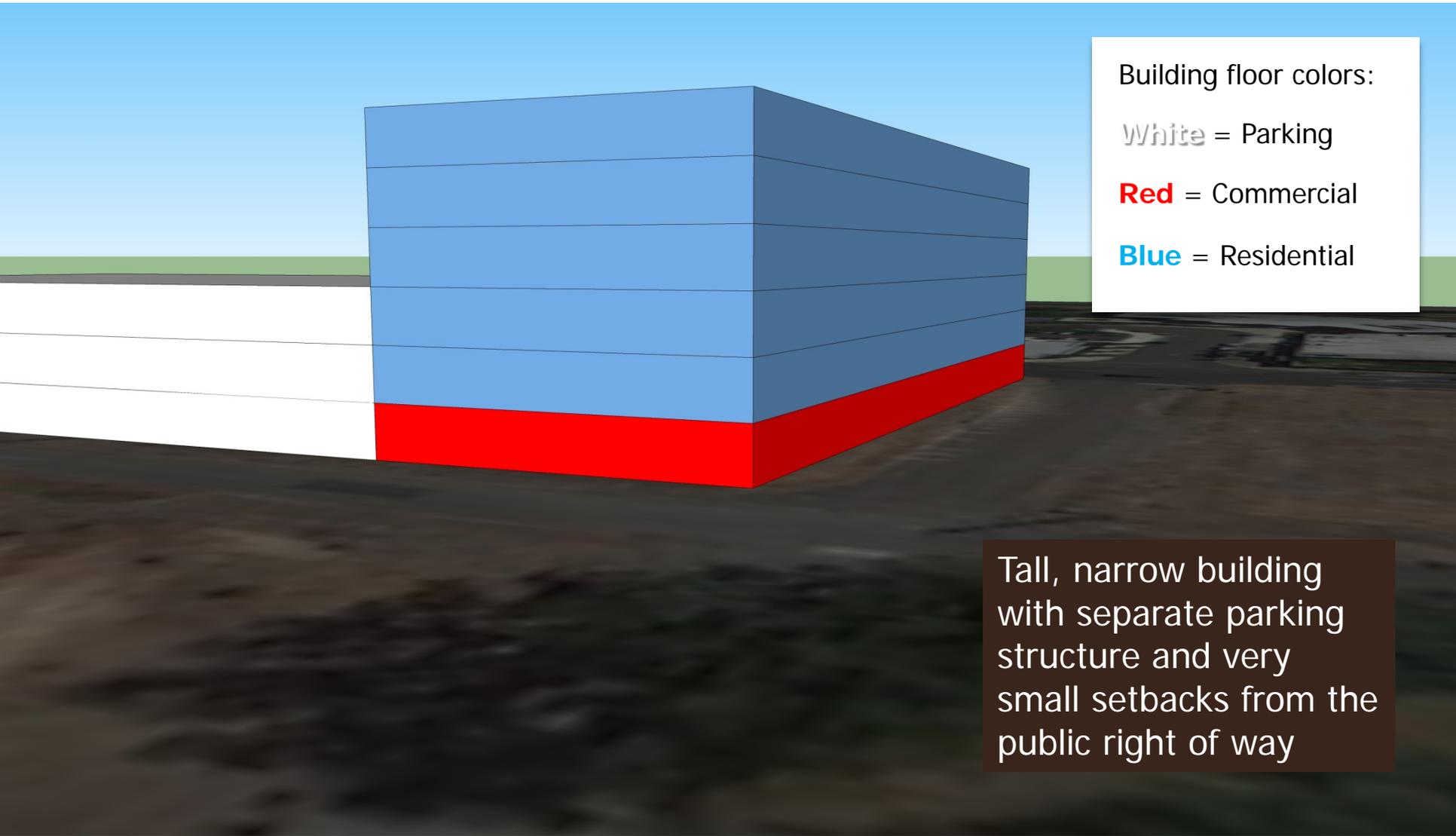
Example Site plan



Example



Building Mass Alternative



Building floor colors:

White = Parking

Red = Commercial

Blue = Residential

Tall, narrow building with separate parking structure and very small setbacks from the public right of way

Simulation of Future Site Based on Massing Choices



Opportunity Sites Discussion

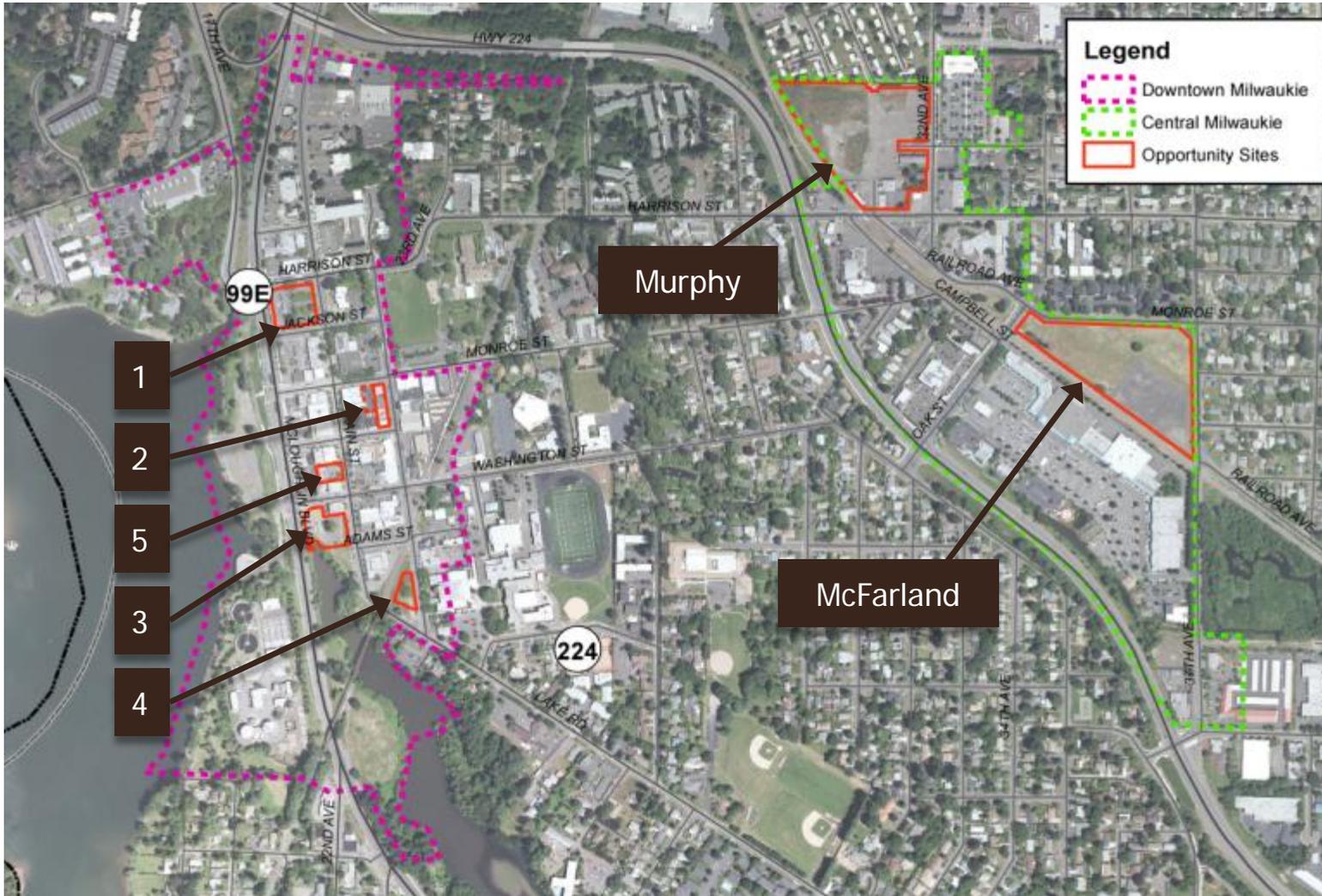
Potential Opportunity Site Development Concepts

- Focus on potential or desired development projects
 - Type of use
 - Desired building design
 - The range of building heights
 - Streetscape design
 - New street connections
 - Adding new housing and jobs
 - Other



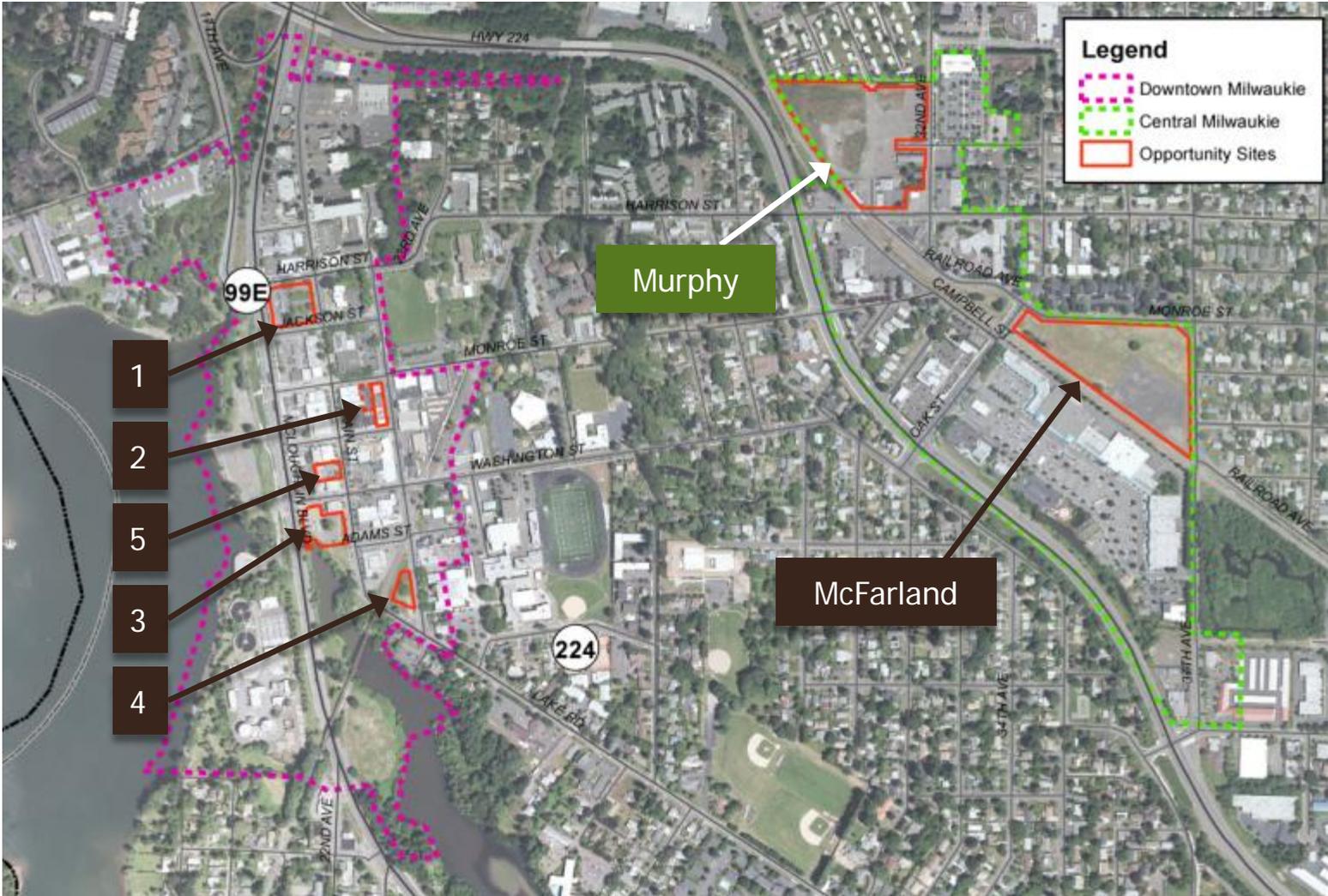
Opportunity Sites Map

Opportunity Sites



Murphy Site

Potential Opportunity Site Development Concepts



Murphy Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



Murphy Site

Potential Opportunity Site Development Concepts



Murphy Site

Potential Opportunity Site Development Concepts



Murphy Site Overview

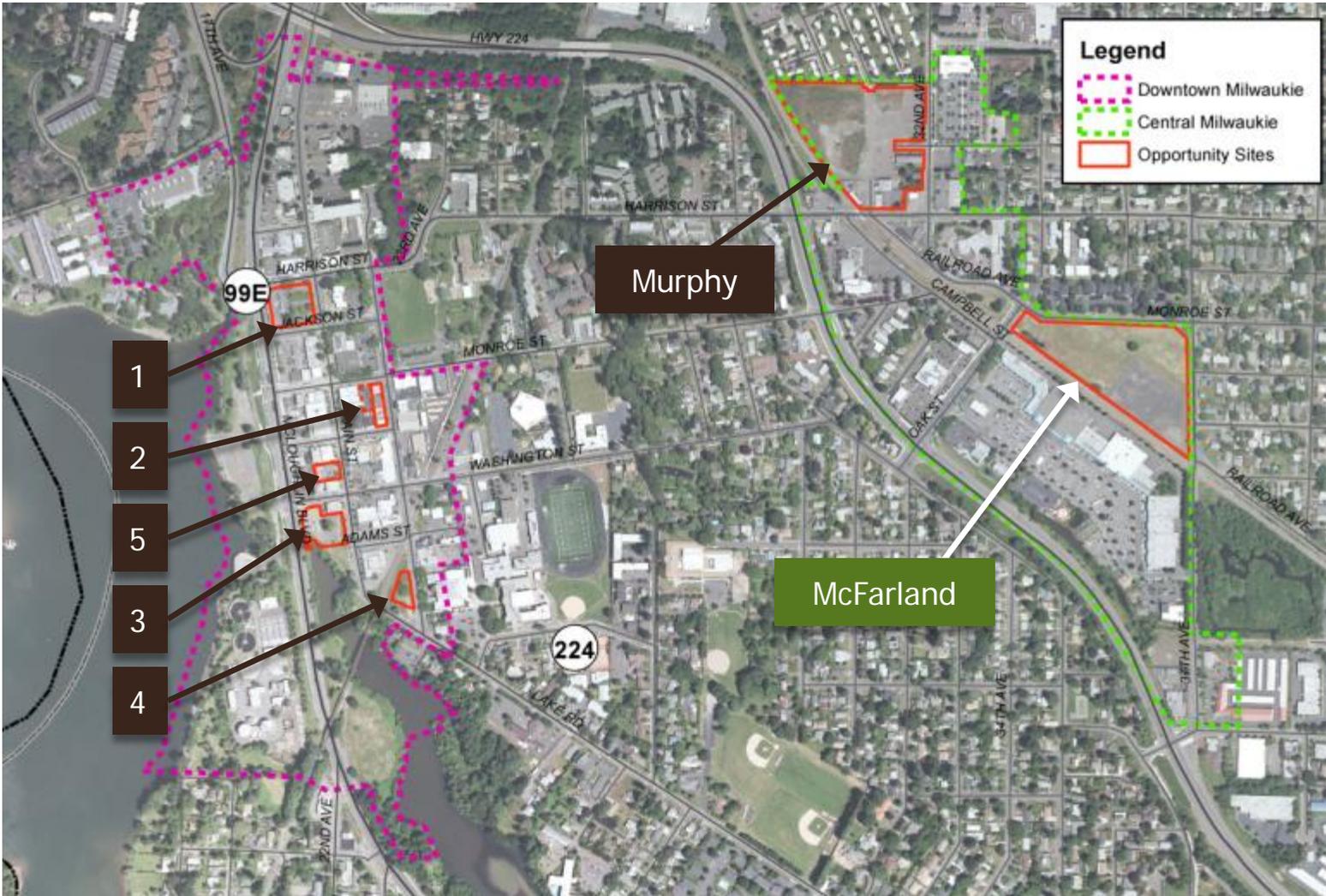
Potential Opportunity Site Development Concepts

- Highly visible from 32nd and Harrison
- Flat topography
- Large site could accommodate a mix of uses
- Across the street from Providence Hospital - potential for senior synergy with Providence
- Active freight corridor to the west



McFarland Site

Potential Opportunity Site Development Concepts



McFarland Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



McFarland Site

Potential Opportunity Site Development Concepts



McFarland Site

Potential Opportunity Site Development Concepts



McFarland Site Overview

Potential Opportunity Site Development Concepts

- Highly visible
- Flat topography
- Adjacent to Milwaukie Marketplace
- Active rail alignment along the southern edge
- Large site could accommodate a mix of uses
- Contamination
 - Project team is aware of contamination issue from prior industrial use
 - Issue will be thoroughly researched for SWOT analysis
 - *SET THIS ISSUE ASIDE* for this evening's discussions and map exercise



What Do Developers Want?

Potential Opportunity Site Development Concepts

- Not all developers are alike
- General: Return on investment, low-risk, speedy process
- Market: Have other projects been successful? What do we learn from demographic trends?
- Government: Clear zoning code, flexible uses, expedient process, public financing sources
- Community: Accessibility, streetscape, parks, walkability, etc.
- Site Attributes: Visibility, no contamination, slope, views, public street frontage, etc.



Instant Polling

Getting Familiar with the Keypads

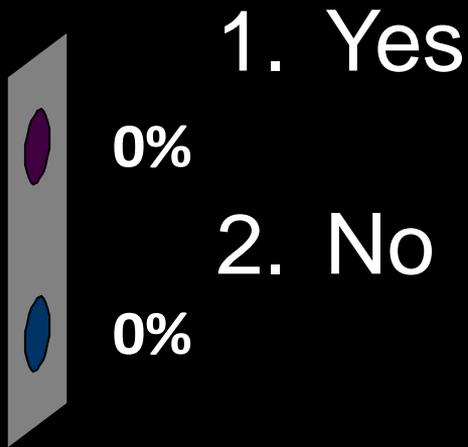
- There are no right or wrong answers!
- Go with your “gut reaction!”



Let's try it...

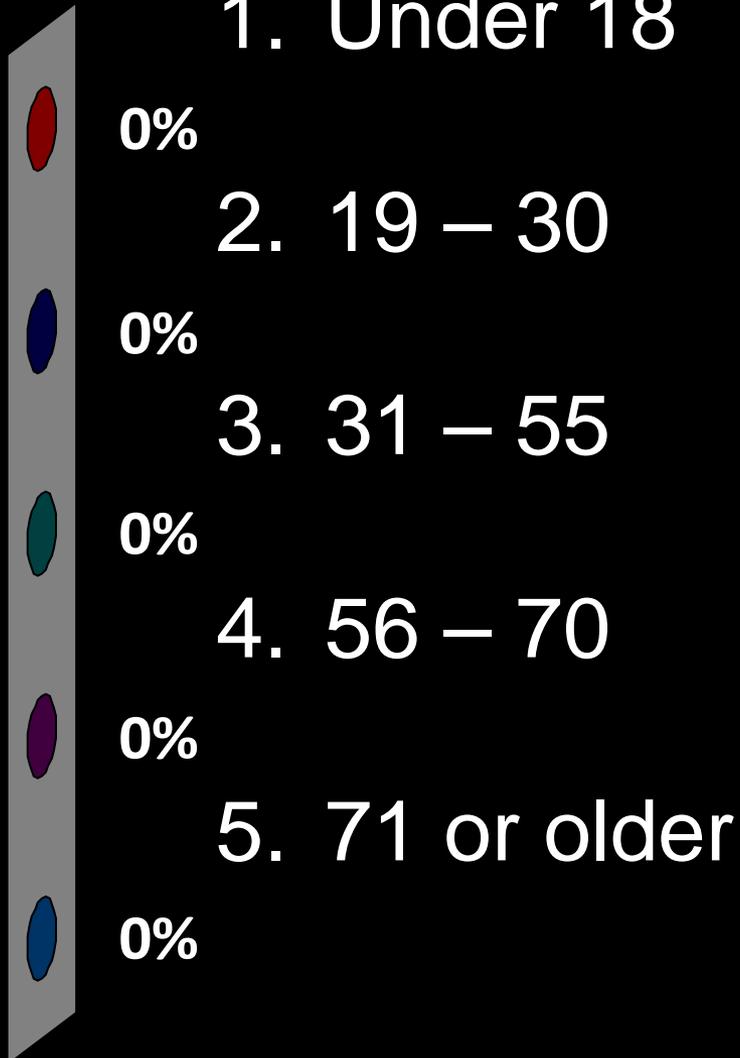
Instant Polling! - Getting Familiar with the Keypads

Is this your first time participating in a planning workshop for Central Milwaukie?



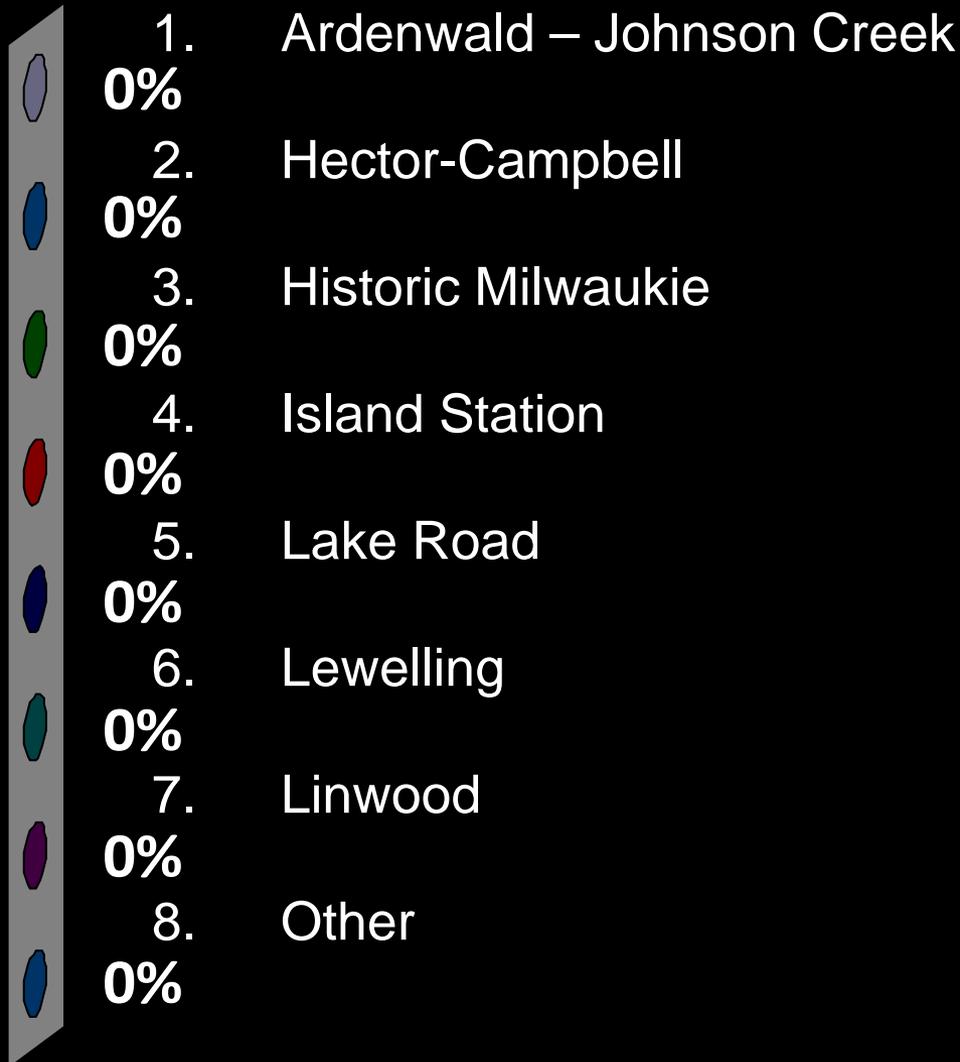
Instant Polling! - Getting Familiar with the Keypads

How old are you?



Instant Polling! - Getting Familiar with the Keypads

Where do you live?



Instant Polling! - Getting Familiar with the Keypads

How do you use Central Milwaukie?

1. I live in Central Milwaukie

0%

2. I work in Central Milwaukie

0%

3. I shop in Central Milwaukie

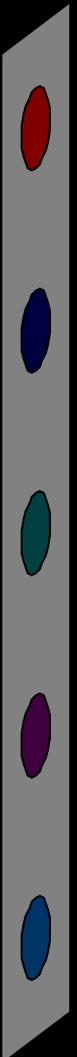
0%

4. All of the above

0%

5. None of the above

0%



Ready . . .

Set . . .

Go!

What is the **highest priority** for Central Milwaukie?

1. New housing
2. New businesses
3. Street and roadway improvements
4. Landscaping improvements
5. More retail variety
6. More recreation-oriented uses
7. Other?



What type of **housing** is most needed in Central Milwaukie?

1. Mixed-Use Housing
2. Multifamily Housing
3. Rowhouses
4. Senior Housing
5. Single-Family Homes
6. No new housing is needed

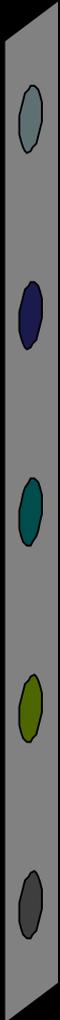


What type of **jobs** are most needed in Central Milwaukie?

- 
1. Retail and Service jobs
 2. Arts and Entertainment Jobs
 3. Industrial jobs
 4. Medical jobs
 5. Manufacturing jobs
 6. Financial Services jobs
 7. Hospitality and Tourism jobs
 8. No new jobs are needed

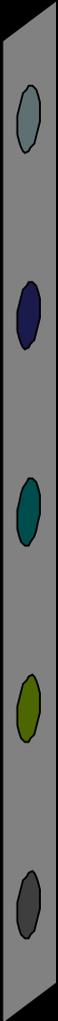
Would you support or oppose new **senior housing** in Central Milwaukie?

1. Strongly support
2. Somewhat support
3. Neutral
4. Somewhat oppose
5. Strongly oppose



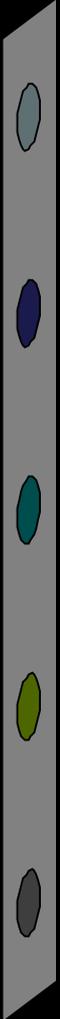
Would you support or oppose new **affordable housing** in Central Milwaukie?

1. Strongly support
2. Somewhat support
3. Neutral
4. Somewhat oppose
5. Strongly oppose



Would you support or oppose new **restaurants and retail shops** in Central Milwaukie?

1. Strongly support
2. Somewhat support
3. Neutral
4. Somewhat oppose
5. Strongly oppose



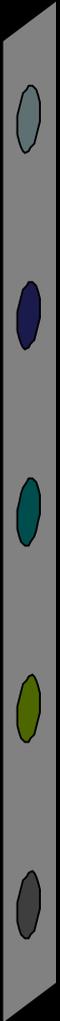
Would you support or oppose new **office space** in Central Milwaukie?

1. Strongly support
2. Somewhat support
3. Neutral
4. Somewhat oppose
5. Strongly oppose



Would you support or oppose new **light industrial or flex space** in Central Milwaukie?

1. Strongly support
2. Somewhat support
3. Neutral
4. Somewhat oppose
5. Strongly oppose



What is the most important goal for the **Murphy** site?

1. Provide a high number of family wage jobs
2. Provide housing choice options
3. Let the private sector develop whatever they want
4. Ensure attractive, high-quality development – even if there is no market demand at this time



What would you most like to see develop on the Murphy site?

- 
1. Mixed use residential/retail
 2. Retail
 3. Office
 4. Light industrial / flex space
 5. Residential
 6. A mix of all of the above
 7. Other

What is the most important goal for the **McFarland** site?

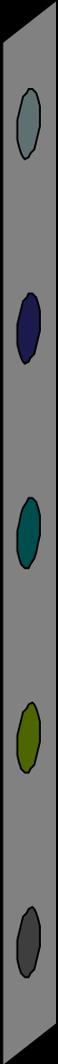
- 
1. Provide a high number of family wage jobs
 2. Provide housing choice options
 3. Let the private sector develop whatever they want
 4. Ensure attractive, high-quality development – even if there is no market demand at this time

What would you most like to see develop on the McFarland site?

- 
1. Mixed use residential/retail
 2. Retail
 3. Office
 4. Light industrial / flex space
 5. Residential
 6. A mix of all of the above
 7. Other

My vision for Central Milwaukie is closest to:

1. Shopping Center
2. Residential Neighborhood
3. Office and Industrial Area
4. Medical District
5. None of the above



Visual Preference Survey

How appropriate are these buildings for
Central Milwaukie?



Mean =



0%



1

0%



2

0%



3

0%



4

0%



5

0%



6

0%



7

0%



8

0%



9

0%



10



831 NW COUNCIL DRIVE

Adventist Health

GRESHAM STATION
MEDICAL PLAZA

Mean =





Mean =





Mean =





Mean =



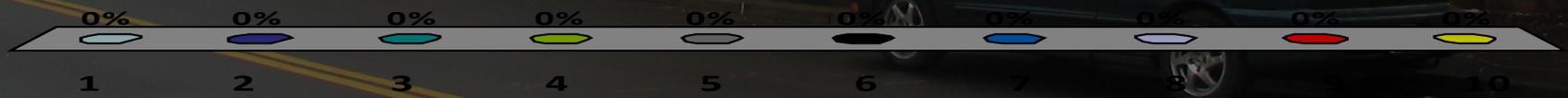


Mean =





Mean =



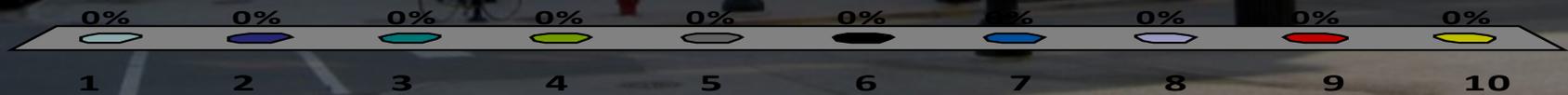


Mean =





Mean =

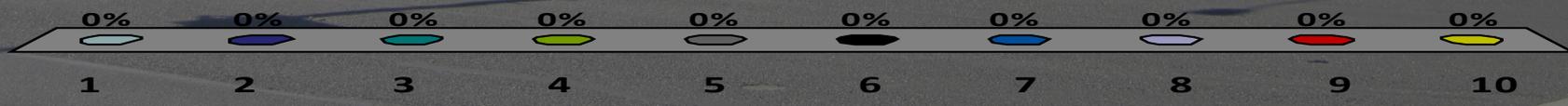




Norman Av

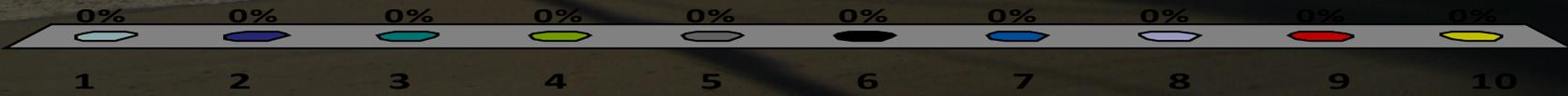
CRESTHAM
CENTRAL
HOSPITAL
1-800-1600

Mean =



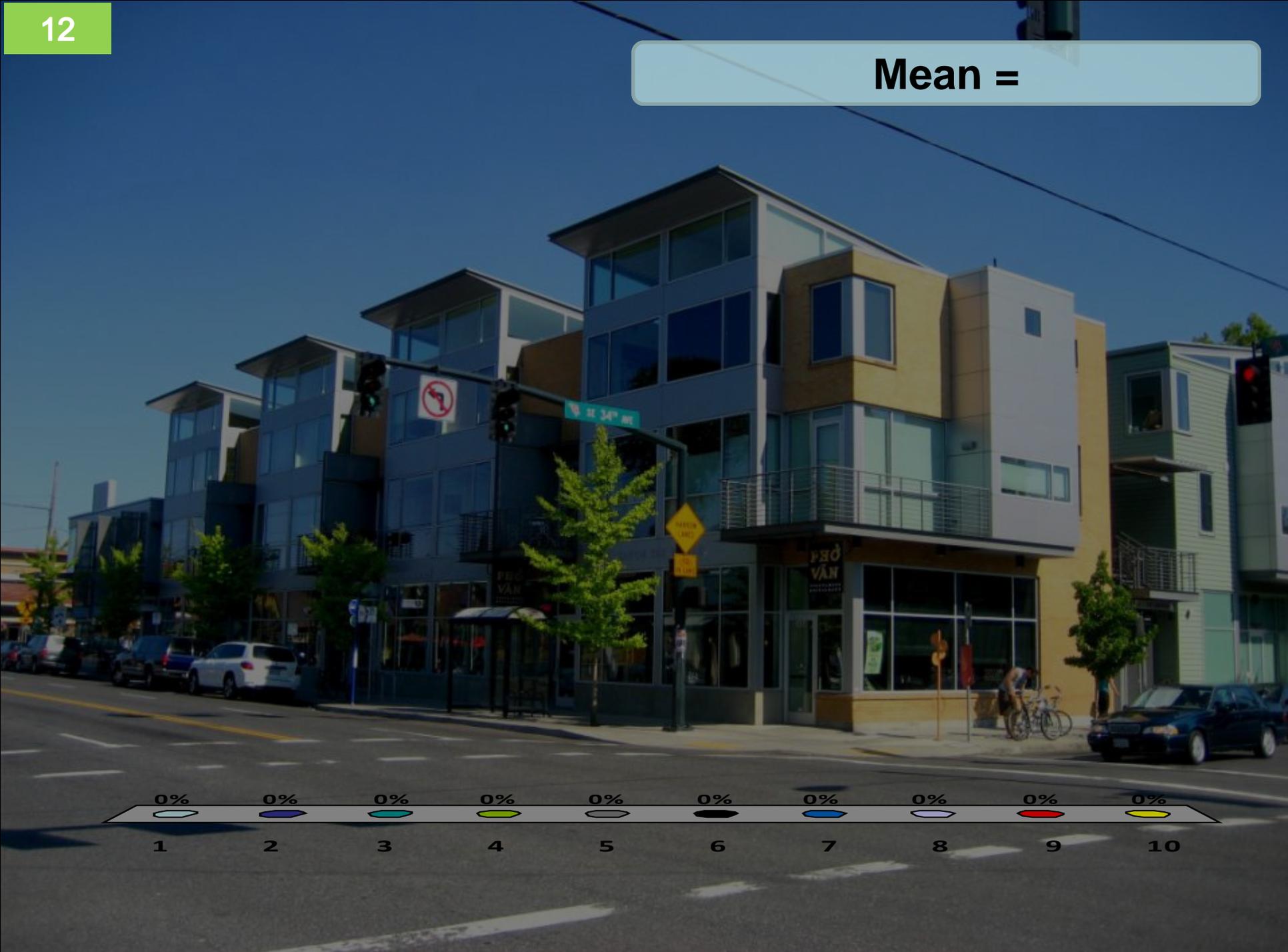


Mean =





Mean =



Map Exercise

Participants build their own ideal development scenario.



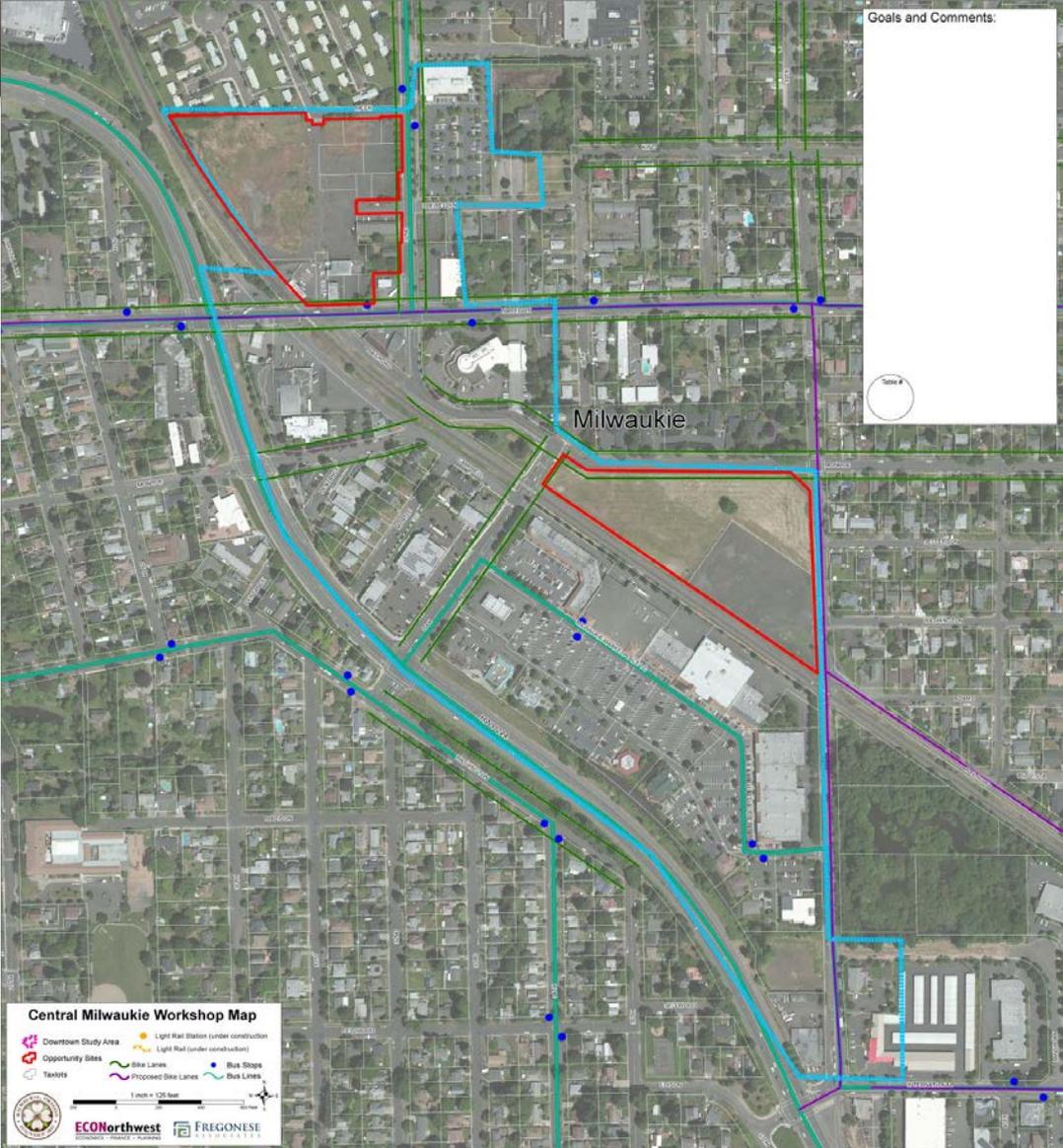
Map Exercise

- Teams of 5-10 people
- Discuss and decided what types of buildings and uses your group would like to see for each Opportunity Site
- Create a map that shows a desired 'end state,' regardless of what steps are needed to get there
- Share results with the group and look for common themes



Map Exercise

Central Milwaukie Map



Map Exercise

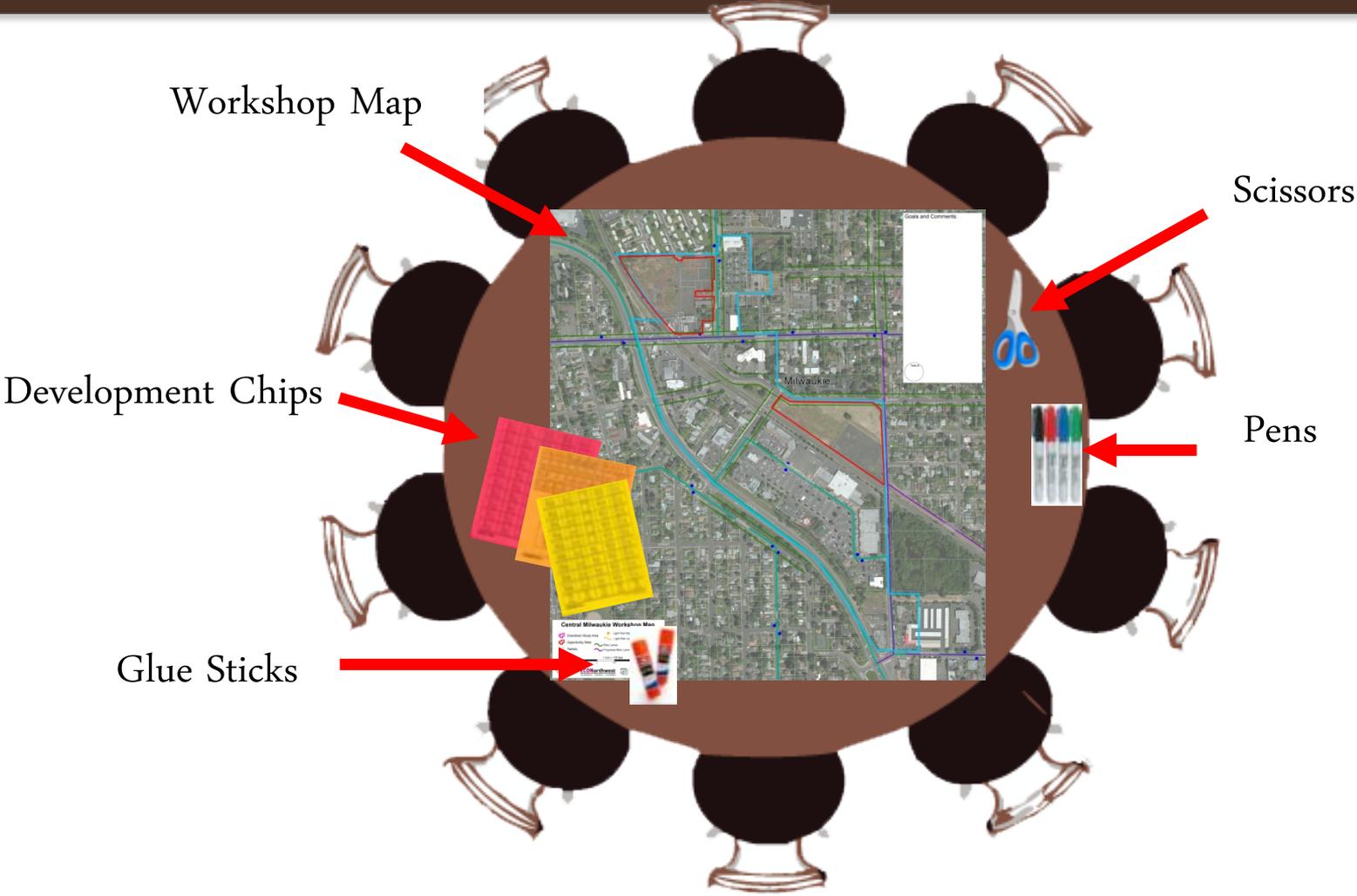
Participants will build their own plan as a group

1. Arrange chips on the map in areas of change
2. Draw in roads, trails and transit needed
3. Draw open space and parks needed
4. Present Map to Group



Map Exercise

Chip Exercise



Map Exercise

The Game Pieces

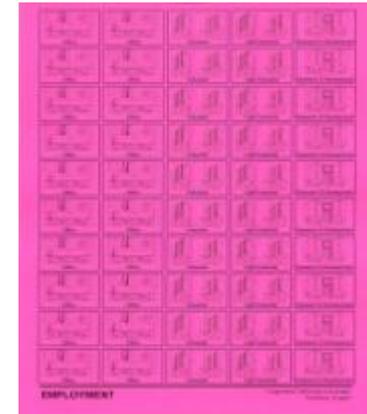
Mixed Use



Commercial



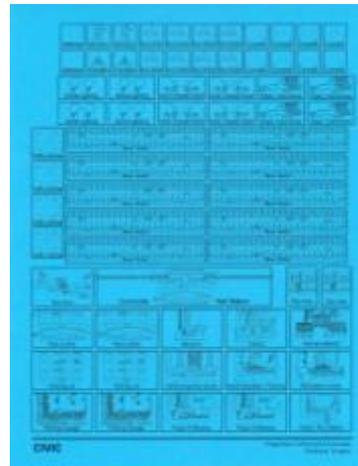
Employment



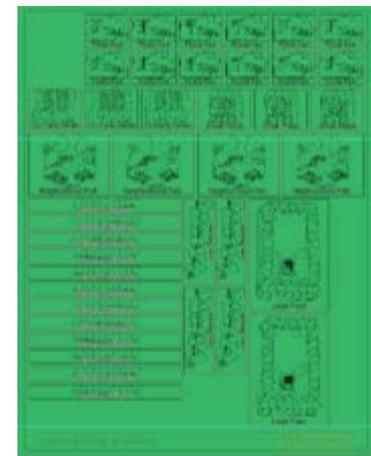
Residential



Civic



Open Space



Mixed Use



Housing Over Retail

Office Over Retail



Mixed Use



Housing Over Retail



Mixed Use



Office Over Retail



Mixed Use



Live/Work



Employment



Medical/Office



Employment



Medical/Office



Employment



Industrial/Flex



Employment



Industrial/Flex



Commercial



Hotel

Restaurant

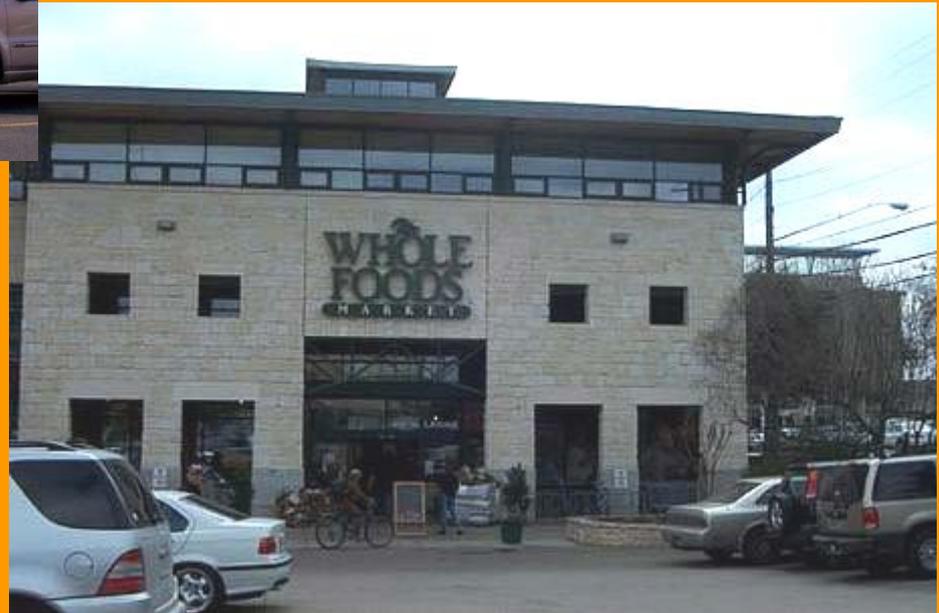


Commercial



Café/Coffee Shop

Grocery



Residential



Small Lot Single-family

Cottage Homes



Residential



Multifamily



Residential



Rowhouses

Multifamily



Civic



City Hall, library, parking lot or structure
and other public buildings

Civic



Day Care, Recreation Center,
Senior Center



Public & Open Space



Plaza or Park

Sidewalk Improvement



Public & Open Space



Bus Shelter

Crosswalk

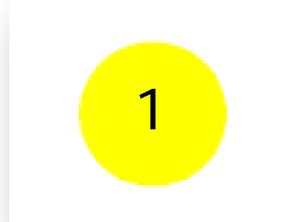


Map Exercise

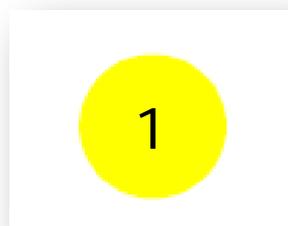
Opportunity for Additional Comments

Stickers for Comments:

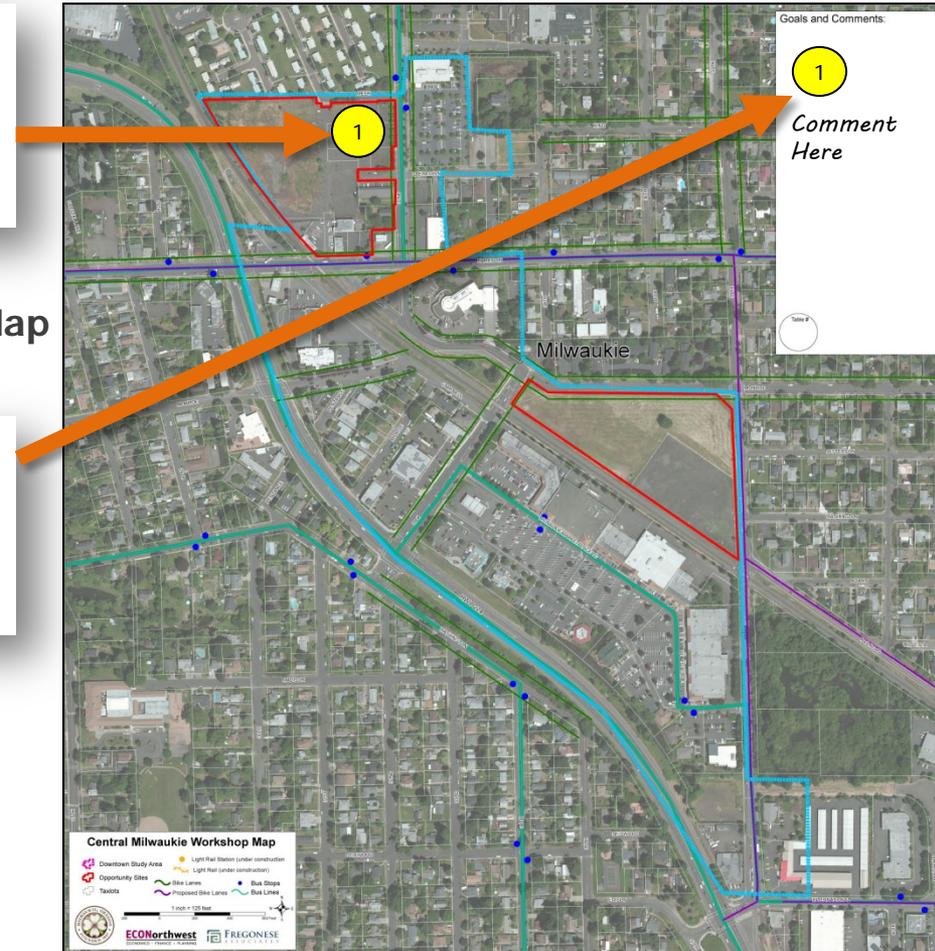
Place a numbered sticker on the map where you want to add an additional comment, and then the corresponding sticker on the Comment Area



Place on the Map



Place in the Comment Section



Map Exercise

Transportation Networks

Bicycle & Pedestrian Networks



Transit

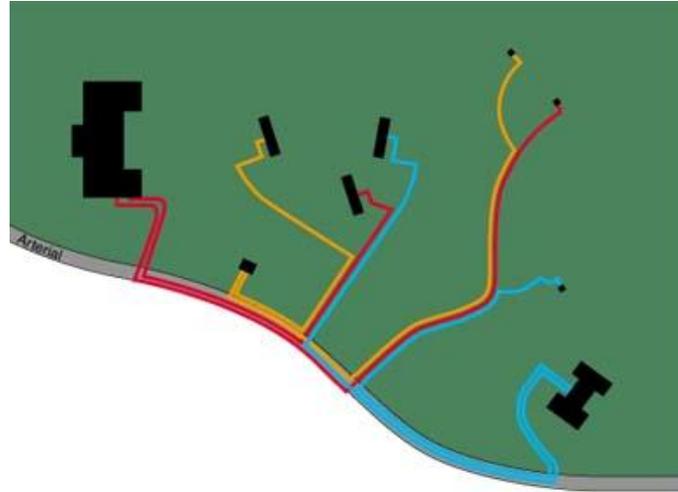
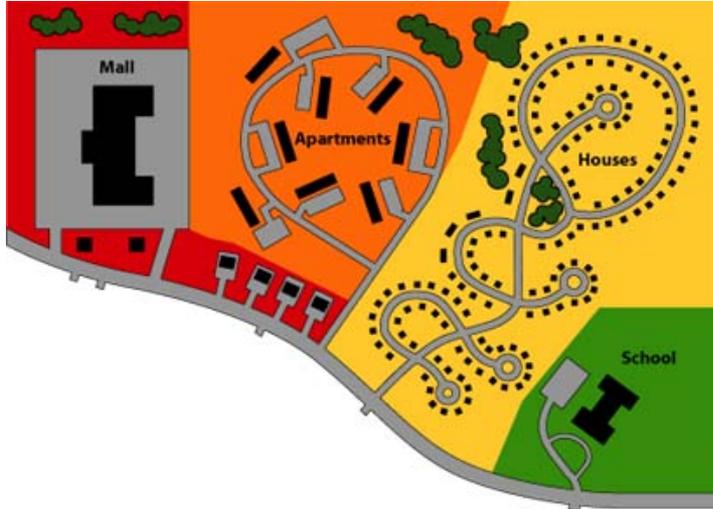


New Roads or Roadway Improvements

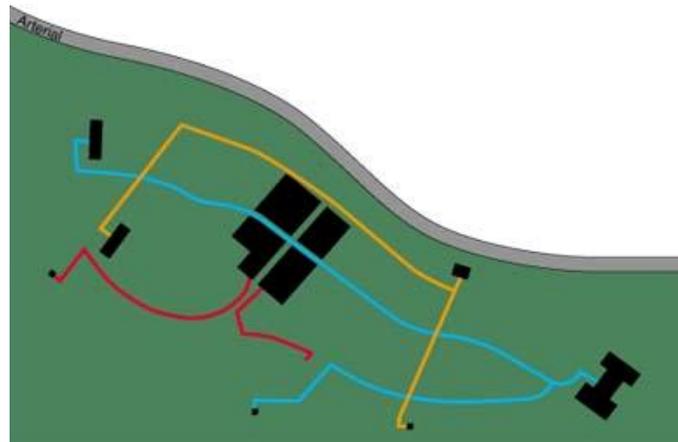


Think about new street connections

Connected street system vs. a disconnected street system



Poorly
Connected



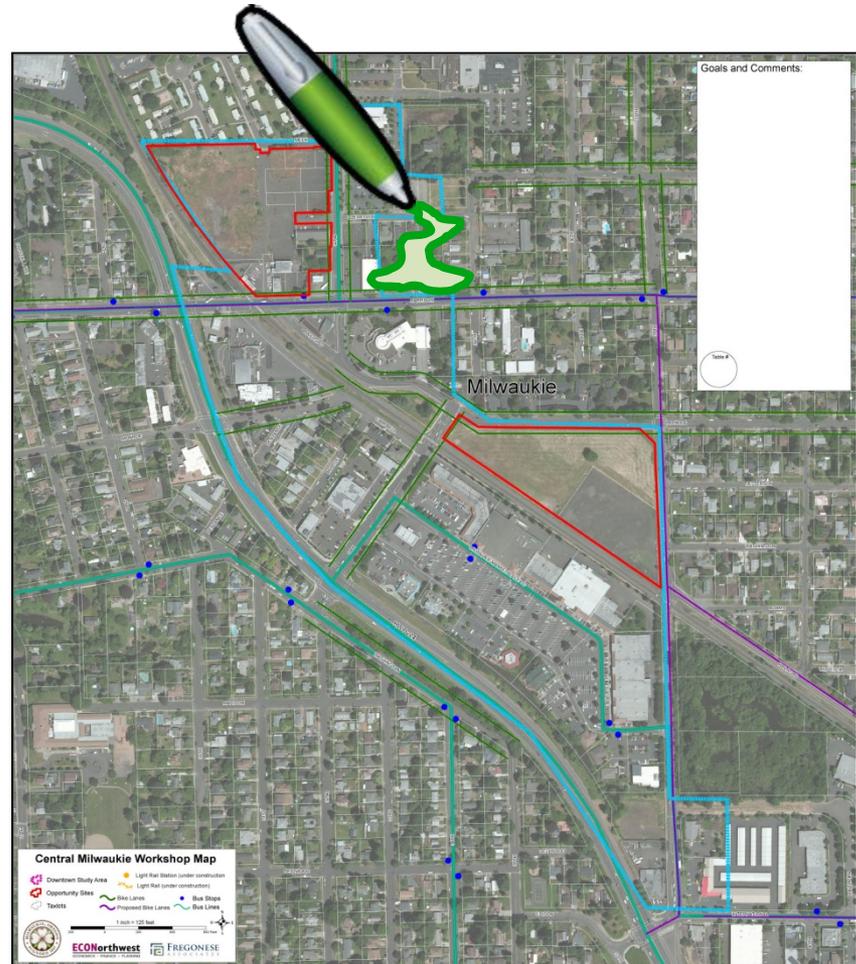
Well
Connected



Map Exercise

Decide where NOT to grow

- Mark areas important for protection and conservation:
 - Open space, green corridors and conservation areas
 - Historic buildings and other significant sites



Map Exercise



Map Exercise



Completed Workshop Maps

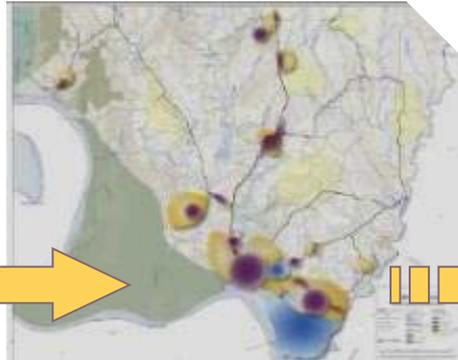


We use your maps to build scenarios

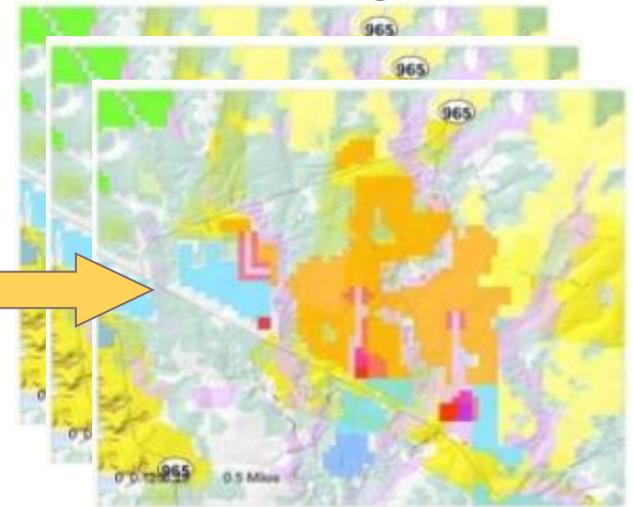
Your Input



Concepts and Analysis



Alternative Scenarios for Testing



Central Milwaukie Land Use & Transportation Plan

Draft Plan Elements

- Plan Vision
 - Building the Plan
 - Fundamental Concepts
 - Guiding Principles
- Current Conditions
- Development Scenarios
 - Opportunity Sites and Prototyping (using your feedback from tonight!)
 - Circulation and Infrastructure
- Land Use and Transportation Framework
- Implementation
 - Policy Changes and Code Amendments
 - Phasing and Financing Strategy
 - Priority Projects (other than opportunity sites)



Upcoming Opportunities for Engagement

Future Workshops and Public Outreach

- November 5th: City Council Worksession – Draft Market Study
- December 3rd: City Council Worksession – Preliminary Development Concepts
- December 5th: Public Event to Review Draft Development Concepts for Opportunity Sites
- May, June & July 2014: Public Events to Review Draft Plan and Code revisions



Let the workshop begin!

Please Visit the Web Site for Updates

www.milwaukieoregon.gov/planning

The screenshot shows the Milwaukie City website's planning page. At the top left is the Milwaukie logo with the tagline "Dogwood City of the West". To the right is a navigation menu with links for "OUR COMMUNITY", "BUSINESS", "DEPARTMENTS", and "E-SERVICES". A search bar is located at the top right. Below the navigation is a large banner image of white dogwood flowers with the word "Planning" and a link "(Contact Us)". A dark blue ribbon contains links for "Planning FAQs", "Overview", "Documents", "Projects", "Development Review", and "Forms, Applications, and Checklists". The main content area features a breadcrumb trail: "Home > Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff!". The primary article is titled "Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff!". It includes the following details: **Event Title:** Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff!; **Date/Time:** Thu, Oct 3rd 6:00pm - 7:30pm; **Location:** St. Johns Episcopal Church, 2036 SE Jefferson St. To the left of the text is an image of a sidewalk with chalk markings: an upward arrow, "good stuff", and "This Way". Below the text, it says "Join us for the Exciting Journey Forward! It is with great pleasure and excitement that we invite you to the Moving Forward Milwaukie Kick-off Event." Further down, it states "WHAT A fun-filled public Kick-Off event for Moving Forward Milwaukie: Enhancing Our Commercial Corridors". The event is scheduled for "WHEN Thursday, October 3rd @6pm-7:30pm" at "WHERE St. John's Episcopal Church at the corner of Jefferson and 21st (2036 SE Jefferson St., Milwaukie, Oregon). Entrance is on Jefferson St." To the right of the main article is a "Planning Events" section listing three events: 1) "Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff!" on Thu, Oct 3rd 6:00pm - 7:30pm; 2) "Moving Forward Milwaukie - Downtown Opportunity Sites Workshop" on Mon, Oct 28th 6:00pm - 8:00pm; and 3) "Moving Forward Milwaukie - Central Milwaukie Opportunity Sites Workshop" on Tue, Oct 29th 6:00pm - 8:00pm. Below this is a "Planning Meetings" section with one entry: "Moving Forward Milwaukie: Enhancing Our Commercial Districts - District".

