

## SUMMARY

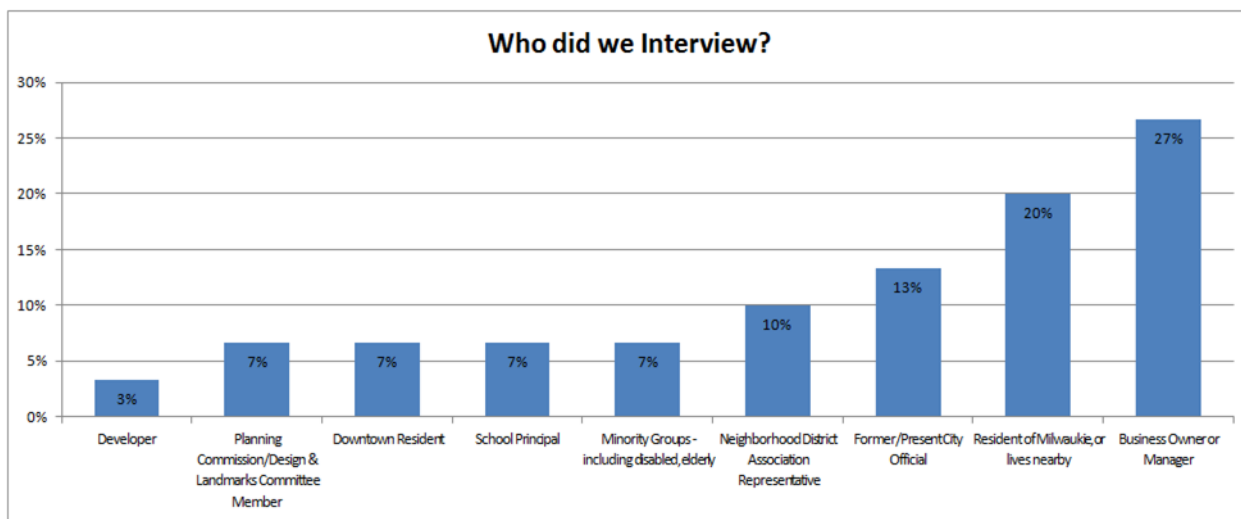
# Fresh Look Milwaukie: Downtown Road Map Interviews

April – May 2013

### Introduction:

This is a synthesis of results from a total of 30 interviews conducted by the ALIGN planning team. The respondents represent a wide variety of groups, some representing more than one. The team contacted downtown business owners, neighborhood district representatives, City officials, residents of Milwaukie, and representatives of minority groups, including artists, elderly and the disabled with requests for interviews.

*Full responses from the interviews are included in Appendix E.*

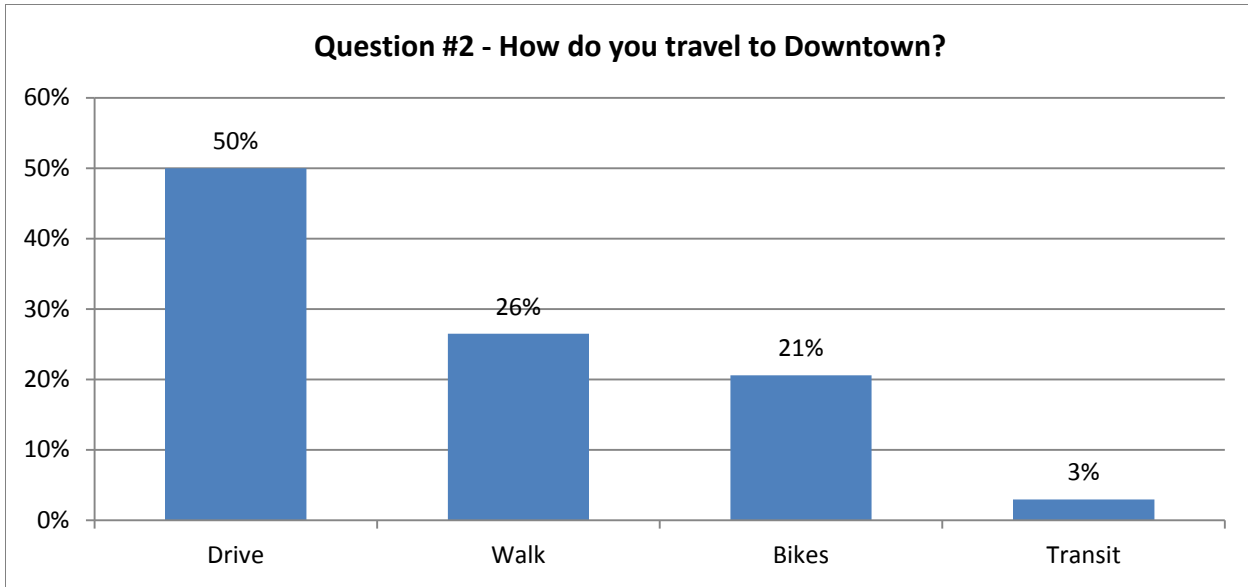


### Objective and Overview:

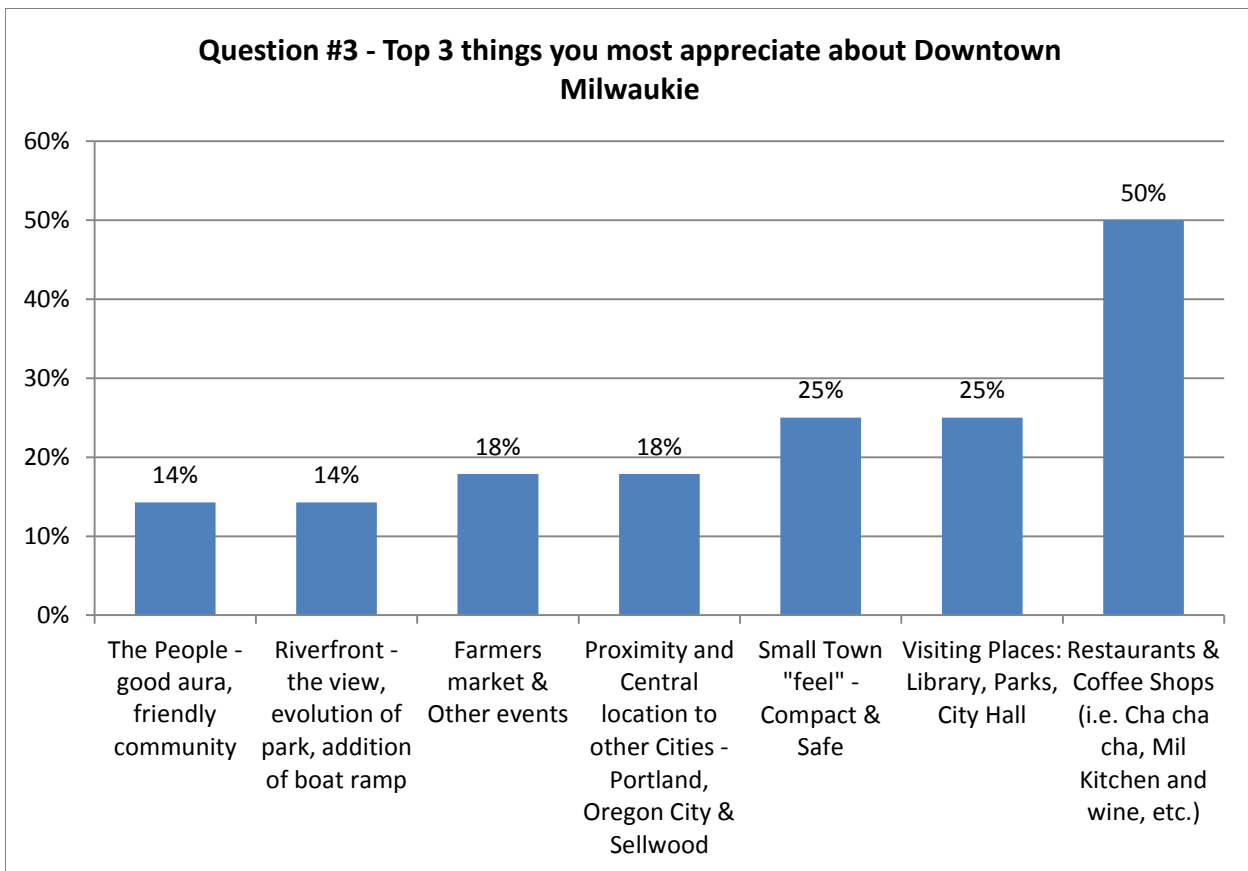
The interviews present an opportunity to get a more nuanced and in-depth understanding of the interviewee's experience with downtown Milwaukie. The interviews were informal and often one-on-one with a ALIGN team member. The interview questions were:

1. What is your relationship to downtown?
2. How do you travel to downtown?
3. What are characteristics/strengths of downtown that you most appreciate?
4. What are your top 3 opportunities to build on strengths of downtown? Why?
5. What are 3 things you think are missing in Downtown OR 3 challenge areas that need improvement?
6. What are the 3 biggest obstacles to getting positive things to happen in downtown? Why?
7. Recommendations for public engagement?

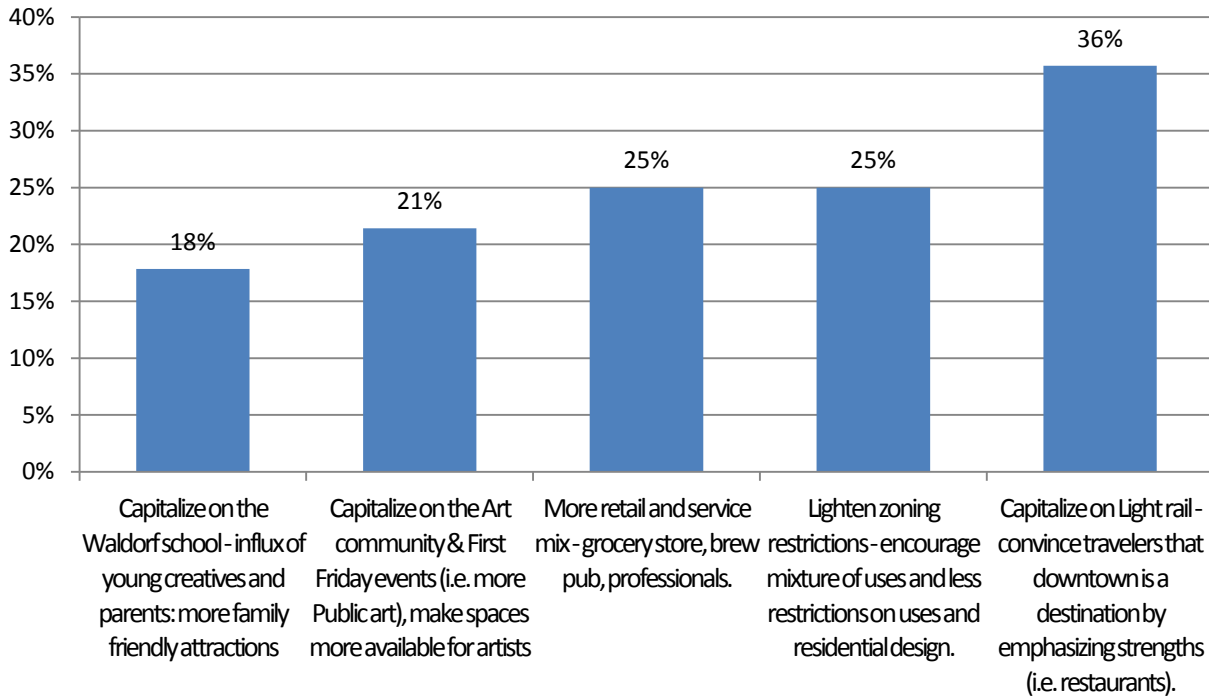
**Results:**



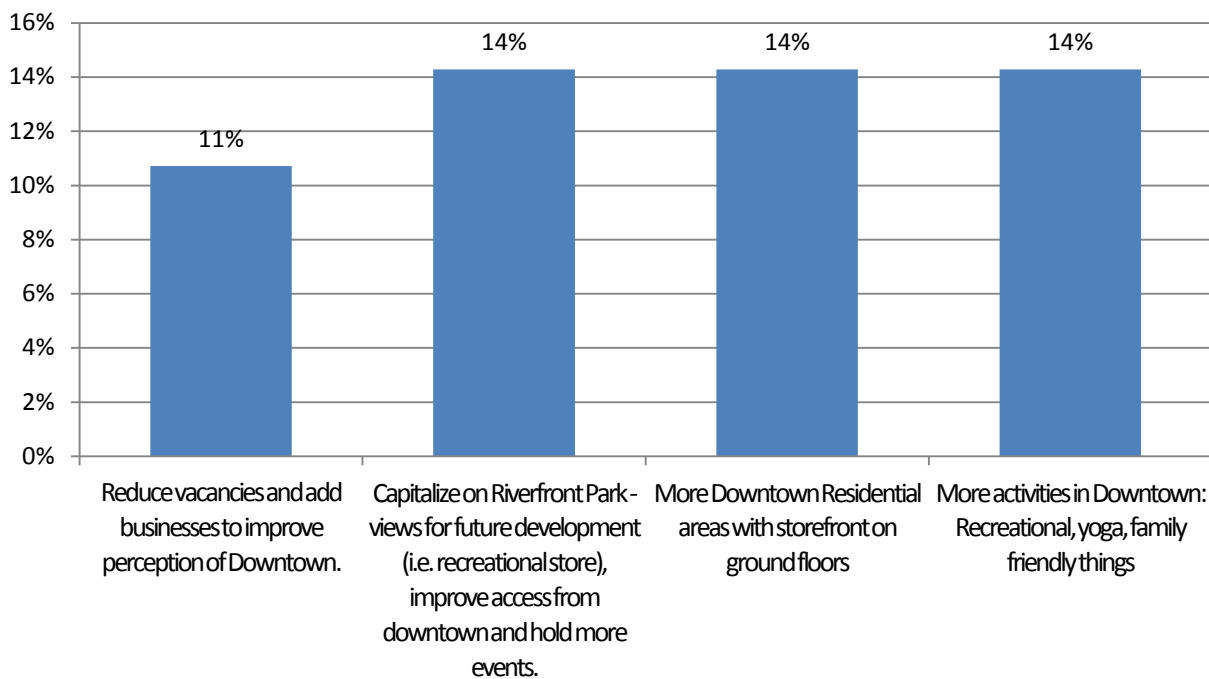
Transit was the least popular due to transit services being less or is impractical in comparison to driving. Respondents also indicated that walking is more preferable to biking during inclement weather.



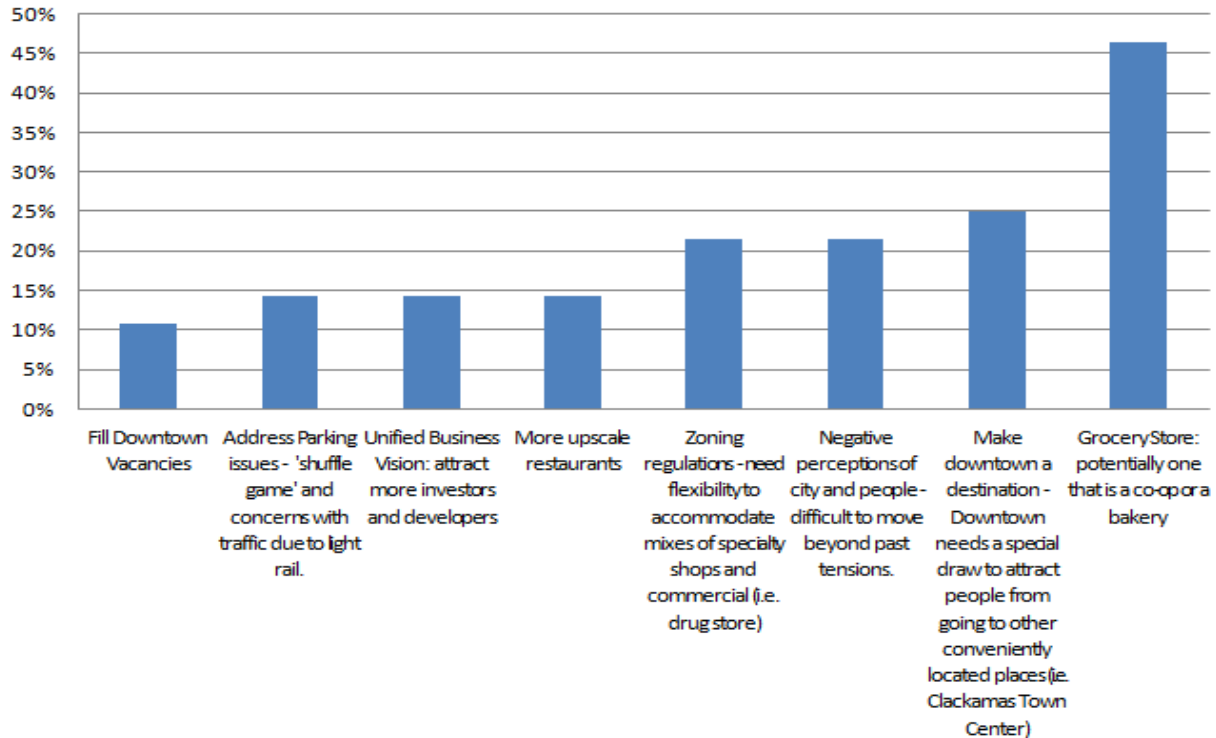
**Question #4 - Top 3 Opportunities to build on the strengths of Downtown Milwaukie (Chart #1)**



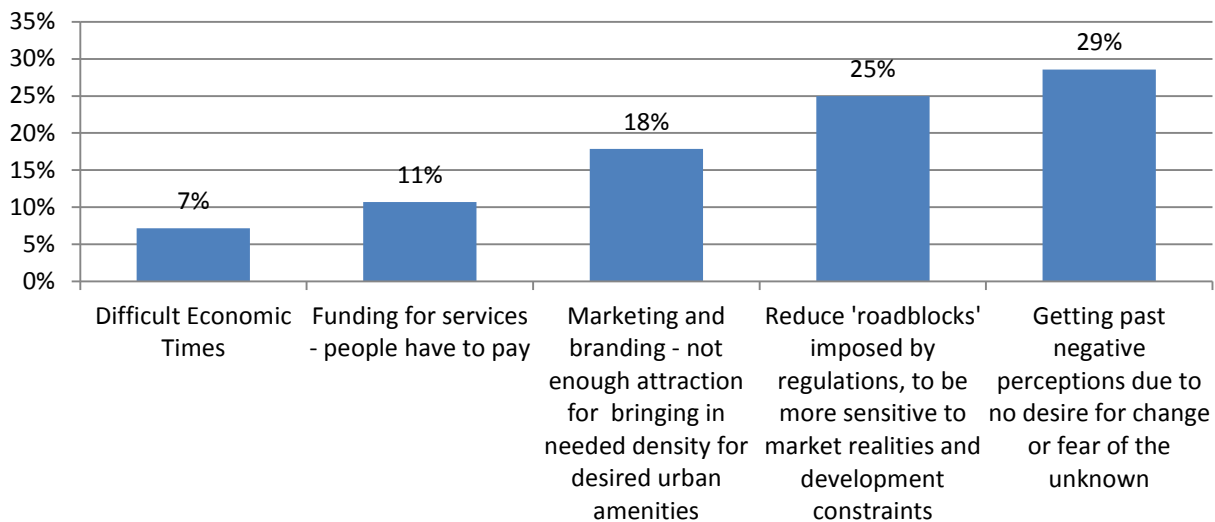
**Interview Responses: Top 3 Opportunities to build on the strengths of Downtown Milwaukie (Chart #2)**



### Interview Responses: Top 3 Things that are missing or challenge areas in Downtown Milwaukie?

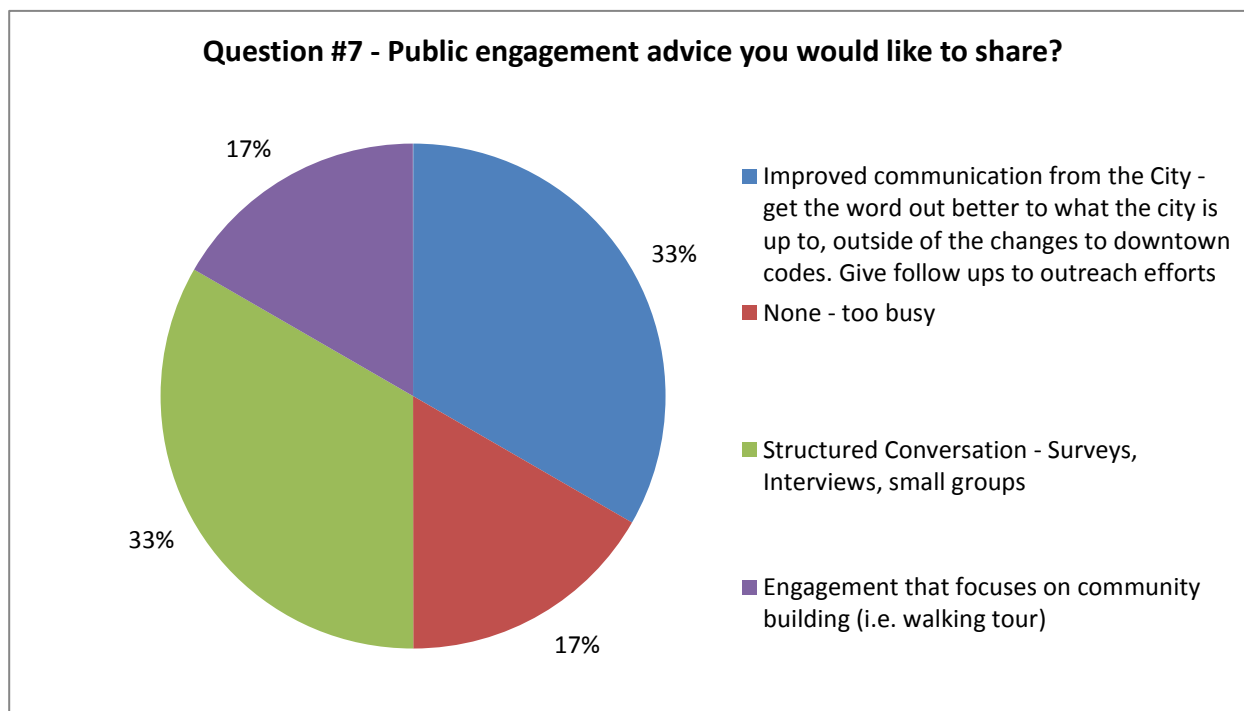


### Question #6 - Top 3 biggest obstacles to getting things done in Downtown Milwaukie



Detailed Responses:

- Respondents suggested that regulations are generally too prescriptive and are not sensitive to market realities, specifically the current economic conditions. Respondents suggested that loosening the regulations to allow for more variety would better serve the Downtown. Respondents who were developers also cited concerns for penciling out potential residential developments due to perceptions of costly design regulations.
- Lack of marketing and branding to attract more foot traffic, which is necessary to attract the needed density to support the desired urban amenities, such as a grocery store (18%).
- Lack of funding mechanisms to provide services, as most business owners in downtown don't want to pay (11%). Without this initiative, the downtown is essentially relying on anticipated density from the future light rail, in order to provide the demand necessary for businesses to thrive.



Less than half (40%) of respondents also provided feedback on public engagement.

**Findings Summary:**

*Top 3 things most appreciated about Downtown Milwaukie*

1. Downtown Milwaukie's food and local restaurants (50%) - a theme consistent with other community engagement findings, particularly the walking tour and survey results (85% visit downtown to eat).

2. Small places to visit in downtown, particularly the Ledding Library, parks or City Hall (25%) is consistent with comments of appreciation shared during the walking tour and the survey (68% come to Downtown to utilize public resources)
3. Small town character of downtown Milwaukie, particularly the size in comparison to larger downtown areas, such as Portland, and feeling safe on the street (25%).

#### *Top 3 things missing from Downtown Milwaukie*

1. A grocery store (46%)
2. Make Downtown Milwaukie more of a destination (25%) and have some sort of 'special draw' to attract more outside visitors.
3. Concern that zoning regulations discourage flexibility in terms of attracting more uses in downtown, outside of restaurant and retail businesses (21%). Interview respondents also perceived the lifting of zoning restrictions as an opportunity to encourage a mixture of uses and increase attraction to residential developers (25%)

#### *Top 3 areas of opportunity for Downtown Milwaukie*

- Build on the momentum of light rail development, which potentially will provide more amenities and increase attraction to Downtown Milwaukie (36%)
- Encourage public art (21%)
- Provide more family friendly activities in downtown Milwaukie (18%)

#### *Top 3 obstacles to getting things done in Downtown Milwaukie*

1. Getting past negative perceptions - some are due to no desire for changes and others for fear of the unknown (29%). Suggested as a contributing factor in the division of downtown businesses, which was reinforced during the business owner coffee klatches.
2. Regulations, particularly the zoning code restrictions which are geared towards supporting retail and restaurants, but do not allow flexibility for supporting other types of uses (25%). Public area requirements were mentioned in some of the interviews as a previous issue though recognized as a resolved challenge. However, attention was oriented towards zoning regulations
3. Lack of marketing and branding to attract more foot traffic, which is necessary to support the desired urban amenities, such as a grocery store (18%).

## *Appendix E – Full Written Responses to Interview Questions*

### *What is your relationship to Downtown?*

- Manager of Milwaukie Lumber, lives in Linwood, on Design and Landmarks Committee(DLC), Citizen's Action Committee for Orange Line
- Political figure, longtime resident. visits downtown almost daily
- 17 years on Design and Landmarks Committee. Feels downtown has experienced "new life" since the implementation of design standards. North Main Village not perfect but supported it. Public/private necessary. Grew up in Milwaukie, currently operates home business but outside of study area
- Owns business here- lives nearby in Johnson Creek neighborhood. Didn't want to open another business in Portland, saturated market and would prefer to bring expertise & skills somewhere they may be embraced
- Moved into downtown residential units in North Main about 2-3 years ago
- Do live in Clackamas County, unincorporated Milwaukie. Goes to downtown for restaurants & Market.
- Business owner.
- Live 4 blocks from downtown. Lived there for 20 years
- Business owner. Property Owner. Those three buildings right here.
- Developed North Main; owns North Main ground floor retail
- Lives here for 14 years and active in NDAs for 9 years.
- Lives near downtown
- Live, work ... moved to Milwaukie because she works in Milwaukie
- Work at Exceed, Chamber of Commerce
- Live Hector-Campbell neighborhood, east of downtown. Celebrate Milwaukie Office in Bernard's garage, Milwaukie Daze - town festival
- Do business in downtown - live in Lake Oswego.
- Live outside of downtown, serves on Planning commission
- Live in Tigard, work in Milwaukie
- Business owner since 1988 in Milwaukie - live outside the city
- 1970s resident with two houses outside the city. Been around since the downtown once had stores of all kinds before the town/shopping center came in and killed all of that. Dark Horse came in with the cheap rents since they were the only ones wanting to be there so City let them.
- Grew up in Milwaukie, Currently living in Portland but will move back within the month. Will be renter in Ardenwald. Goes downtown to Farmer's market and Library (former employee)
- But also grew up in Milwaukie, currently resides in Oak Grove. Office just outside study boundary. Rode bike to downtown from 3-4 miles away. 1970s & 80s- then it was blighted. Went to Milwaukie Junior High School, Pool, Safeway, candy store and Perry's Pharmacy (soda fountain). The organization employees use new shops and restaurants. Will have Annie Ross Plant Sale (to support transitional housing) @ Farmer's Market. City staff interaction beginning and will continue d/t campus planning & redevelopment
- Lives just three blocks outside of downtown. 1 kid @ Milwaukie High School, 1 @ Milwaukie Elementary School. Has considered relocating business Comprehensive Plan redo but no money- too many zones and overlays- it's a mess and needs to be sorted out b/c it is blocking downtown success. Lives up on 24th, in neighborhood. Office in home now, previously had gallery 6 or 7 years, but closed doors when economy tanked

### *How do you travel to Downtown?*

- Drive into downtown, once here walk. does meetings and errands on foot
- Walks there almost every day. Goes to shop, bank, gym, and library. Sometimes biking.
- Rode bike all the time as kid, still bikes occasionally or walks, however drives most frequently. Not a lot to bring her downtown now.
- Drives to work, once here walks frequently. Noted 2 hour limits, requested 15 minute spot for people to drop in quickly out front, but was not an idea favored by all the nearby business owners.
- Drive. I have biked there as well.
- Drive.
- Walk, bike, or drive. But prefer to walk
- Car
- Drive
- Drive, walk
- Walk
- Drive, bike (in summer)
- Transit- relies on mobility scooter
- Usually drive, walk occasionally if there is time. Have biked before, but not regularly - no rain riding
- Typically drive
- Typically drive, sometimes walk down. Doesn't bike that often
- Drive each day to work.
- Drive - TriMet bus service too far from where he lives
- Drive - too old to get around, and eventually will be getting a scooter. Thus being carless in downtown is bad news for old people
- now driving, but after relocation will be primarily walking and biking
- 95% of employees commute from PDX, various ways- strong interest in using MAX. He lives in Oak Grove and drives (Travelling E\_W on TriMet difficult and time consuming) several bike from SE/SW, few bus commuters. Perceptions more positive about MAX than bus
- All of the above- bike & bus a lot. HWY 224 blocks walking and biking though
- Almost always walks, bikes to post office or when coming or going from other places. transit is just one stop away- but doesn't utilize



**Strengths: What are three things you appreciate or value about Downtown? Are there particular places that you like?**

1	2	3
People regardless of differences. People care here.	-nice "feel", not super hustle - bustly, but can get the things you need during the day: coffee, lunch, cigs, and entertainment after	Likes: Duffy's, Cha Cha Cha!, Libbie's and Gramma's
Places: Library, City Hall, Dogwood & Scott Parks. Library should stay there.	Trees along Main Street	Also great to have Waldorf there: good feelings to kids playing
Uniqueness of place: historic small town downtown. Rich history, despite loss of historic architecture that occurred starting in the 1950's -lost for poor reasons. New development [50's/60s] destroyed historical architecture	Always been a compact DOWNTOWN. Level- easily walkable. Comes to eat@ soda fountain, its different now with the antiques but still open. Coffee shop, candy store, restaurants.	Has always had all stratas of society (just like Mayberry), In 1990's it was rated one of ten best small towns to raise a family in and that true. It always had a mix: farmland, DOWNTOWN, estates for Portland's well-to-do.
Bus mall downtown- specific location fine.	Other businesses and current good aura = good things are going on here and a lot of people are concerned and want to make things better	Light Rail - even though not everyone happy about this, it is a good thing and some people are very excited about it. should increase prop values
Affordable (previously living in Lake Oswego)	Walkable	People
North Main area	Milwaukie Kitchen and Wine	The people/small town feel
People are friendly, and are committed to improving Downtown. Affordable (that is why they moved to Milwaukie rather than Sellwood)	Central location – quick to get to Portland, or Oregon City. Only 8-9 minute drive to Sellwood, where their other business is. Works in Downtown Portland	Safe neighborhood feel – haven't 'witnessed any vandalism or crime, feels very safe. Storefront improvement program really helped them (City matched improvements up to \$10,000)
People and small-town character	Walkability	Milwaukie Lumber
Great farmers market – very impressive. Events at Kellogg Park. Transit mall seems to be easier to navigate (even though I don't use it).	For senior community it is walkable – it has sidewalks. It appears to have some benches for seating which is important. Park is good. Not easy to find parking on Main Street - not easy to find at evenings.	Design of property in front of Library (North Main) is very good.

1	2	3
Milwaukie Kitchen and Wine.	Higher end retail that is starting to come to town.	It is nice to see businesses starting to take a pride in their store fronts (12500s is one of them). Making it attractive and appealing to visitors. Dark Horse hasn't painted in years. For some of us it is a huge investment we put in this community. What about the entire community?
Love the farmers market.	Like to go to library.	Restaurants and coffee shops: Milwaukie wine and kitchen, Cha Chi, Rice Thai Cookery, Spring Creek Coffee house
See survey - Small Town Feel		
proximity to DOWNTOWN Portland	Waterfront is "frickin' amazing"	Riverfront reason he decided to invest in Milwaukie.
Increase in density + businesses	New landscaping,	No traffic congestion; close to Portland
More restaurants and retail.		
Farmers Market - better than West Moreland because parking is easier	Milwaukie Kitchen and Wine - 3 to 4 times per week; many meetings there	Cha, Cha, Cha!
Banking at the credit union, bowling and lunch	Bus service to Downtown, Proximity factor	Close to work and stores
Farmers market, creeks on both ends, the city hall and library,	restaurants in north main, all the coffee shops,	Milwaukie lumber and Dark Horse (the business though, not locations)
Milwaukie Kitchen and bar and nearby Bob's Red Mill, access to mill that supplies Dave's killer bread.	Milwaukie daze, the proximity to good restaurants.	
Food and restaurants are a big deal in downtown. Retail would be nice but lacks the housing density - needs more to support it and a grocery store.	Triangle site, cash lot and the back lot of the bowling alley + Pietro's as a future residential area.	Redevelopment potential for future density - particularly residential.
Older style and how much of the older downtown buildings remain intact without too many changes.	Love the restaurants and coffee shops at the small scale. Compact cities are hard to plan though.	Plenty of opportunity for redevelopment and potential. As light rail becomes more evident, potential to attract attention by outside investors, though there is little interest, post-stimulus.

1	2	3
<p>Usable waterfront - when he originally came to downtown, there were half a dozen buildings, among them a car dealership, halfway house. There was also a lot of crime there, such as a screw-driver stabbing. City purchased and cleared the lot but left it opens with the parking lots. There was once a hotel there but too close to the street and was easy to hit the building with a car. There were log rafts before, used to lower logs into the water, and trying to be rehabilitated.</p>	<p>Sewage treatment plant - mayor negotiated and City managed to get the plant out of the area. Used a strategy to extract funds for mitigating impact of plant, the offsite impacts if you will (~\$4.2 mil). That same committee who voted to send the resolution applied the funds for 1/3 of the south waterfront park</p>	<p>The changes to the waterfront - the extension/moving of boat ramp.</p>
<p>Greenery - riverfront, trees, wildlife (birds, raccoons, etc). Even those that left when the North Main came up have returned.</p>	<p>Central location - 12 minutes to get to downtown and to all other places - schools, mountains etc. can visit whatever scenery desired.</p>	
<p>Library</p>	<p>Looking forward to trying: Cha Cha Cha!, Hawaiian and tamale place</p>	<p>Spring Creek Coffee House</p>
<p>Improved City Hall and bus mall, Milwaukie has risen from the ashes and created a better community</p>	<p>@ Ledding Library. Library is really a hub for the community</p>	<p>Likes N Main and various establishments (Milwaukie Kitchen and Wine, Casa De Tamales, Spring Creek) It's great to see the activity and sees a creep southward of activity. also likes outdoor seating, gets people out- got to carry that over to Milwaukie Lumber side (21st)</p>
<p>Riverfront Walkable DOWNTOWN. Pays water bill @ CH-everything seems easier here. Likes bus mall, likes particular location, feels safe to ride bus at night but prefers to walk down 21st b/c there is evening activity d/t bar. easy commute to downtown PDX, but 75% of kids live on the other side of HWY 224, hard to walk or bike to school</p>	<p>Good for kids up to age 12 (Bowling, Library, comics doing classes @ things from another world.</p>	<p>Riverfront park-plans look great but needs to get done (Funding?). Permits, perception of process lingering jut to keep people employed. Would like to see dragon boats and kayaking</p>
<p>Likes small town feel: small buildings, quiet streets, ability to encompass length in a quick walk, original 20 minute neighborhood.</p>	<p>Bracketed by two creeks.</p>	<p>Like Ledding Library tree, Waldorf school, Milwaukie Kitchen and Wine</p>

***Opportunities: Top 3 opportunities to build on strengths of Downtown? Why?***

1	2	3
Riverfront Park: destination place. for the public-at-large	River and River Views: upper income affordability (Jefferson going North) 3-5 stories with penthouses on top	Historical Significance to the Region: never touted. Pioneer Cemetery, cherry "lumber that built Portland" nursery, who we were and our future story. Perception of working class-blue collar, but we have long had affluent population as well.
Light Rail Stop near Lake Rd. Provide amenities there so people will know what Milwaukie has to offer. 1 block off of McLoughlin should be golden-so convenient and so much traffic goes by	Farmer's Market wonderful- it would be great to have more businesses opens on Sundays. City could advertise that businesses are open in their materials. Fliers at the FM, visit our downtown stores while you are here...	Haeger's Pond. On Washington [and 27 <sup>th</sup> ]. City should buy that, by Elementary School
Tricky- we don't have a lot of homeowners or even apartment dwellers downtown	Lower Value Buildings will need to be redeveloped to build things families want.	Past 30 years people perceived Milwaukie as blue collar town. People travel in their auto to get their shopping, go to OR City, LO, Alberta St, Gresham, NW 21st and 23rd. If there were things in Milwaukie that they wanted they would go there [too]
Biking community-slowly but surely getting there. good at promoting biking in and around Milwaukie	Green & sustainable practices. ...they do environmental documentaries, are using green spaces to make city better	Art community & First Friday. Shows interest of community in making things happen. Shows Milwaukie is alive & vibrant. positiveness
More public art	Light rail will bring in more activity and more urban feel	Look at examples of Alberta, Mississippi arts districts, also Oregon City, Corvallis
"Gateway" building on current farmer's market block. Consolidate Dark Horse offices and redevelop current buildings	Capitalize on arts/antique focus – more art programming around library	Waldorf School and influx of young and creative people
Fill in areas between south Downtown and north Downtown with more vibrant activities	Keep building on First Friday events	Improve first impression of Milwaukie – make Downtown more visible from McLoughlin
More youth-g geared events and activities (and retail)	More retail – grocery store, brew pub (family friendly)	Look to examples of Pearl District and 23rd Ave.

1	2	3
Getting a grocery store. Doesn't have to be a big one, but there needs to be one. Safeway and Albertson are not far but I have to think about it a bit more.	Nice to have post office there. Nice that there are medical professionals are there in downtown: dentists, and others.	I would have like to see baseball in downtown. It didn't happen, but would have been good.
The fact that retail is finally growing again.	Final abolishment of PAR so businesses can move into town. I moved here and had a bill owing \$30,000.	For me, that we finally have a council that is listening that listens to business community. Council shifted their view and actually wants to hear what we have to say for a change.
Light rail coming in is a huge opportunity - it will provide access to people who don't necessarily come here, to people from downtown Portland to come to Milwaukie.	Love it when new businesses come here.	Access to the water front.
Need to think about it.	Need a Grocery Store	
Lighten up on zoning, many office users want to rent space; incentives for businesses (waiving SDCs) for both developer and business owner; Light-rail will be positive		
River, lakes, streams; next to urban core and nature; affordable; small town with tremendous history		
Need more trees & parks; family-friendly places, yoga classes.	need kayak renting and other businesses near river	
Parent body at Waldorf - over 300 students; parents visit once or twice per day (and have money to spend). They would like places to walk to for lunch, coffee, book store, etc. high schoolers can walk off campus, too, and would like to see healthy options	growing and fostering healthy school and community through healthy restaurants	locally owned ice cream shop
No real reason to go to downtown	Bus stops too far.	Bad bus service often breaks down or delayed, which means having to leave early or late at night.

1	2	3
We have the restaurant and coffee shops, but not much in the way of retail - There isn't a grocery store or good bakery.	Not much to do after hours - we need a reason for people to come to downtown. Outside of city owned property, not much opportunity for open space.	Streets and sidewalks need improvement without putting costs on all on business owners and the city. Some kind of mechanism such as a district or urban renewal district, but not it exactly that applies to ALL streets.
People - residential and users of downtown. Milwaukie daze is good for getting people, but doesn't keep them coming back. Grocery stores don't want to be in this place - there's no people. This is the same thing with retail, there are no people.	Weird visions; not cohesive attractor, odd conglomeration. Building owned on Main Street adds to that and could become a 2 story, built out to sidewalk but not possible to do without tenants.	Zoning - needs short term flexibility to get people into the empty storefront. Zoning needs more creative flexibility. The DS zone of main street is premature - planning much includes getting the people/density factor, no stupid zones that restrict development.
The zoning code could use a little bit of flexibility - office space uses with a retail theme, one that promotes active street uses.	South downtown - the plaza space, which will be realized but currently not here. Same with the triangle site.	
For businesses there and that they serve for short term purposes - ex eating, for a short period of time before leaving for light rail.	The Transit oriented development/residential development (3-4 stories) for South downtown.	Present Kronberg Park & Kellogg lake to be changed back to creek and wetlands - natural features that complement the downtown.
Oppressive regulations (PARS, zoning) - point of contention, as a building across the street put bulbs that stuck out and trigged the PAR for sidewalk extension	Some of the plantings are damaging property that needs to be removed.	Parking is a silly issue - 8 years ago a consultant worked on this forming an advisory committee: as it stands the 2 hr parking is somewhat used effectively, others not. Goal is to make parking lot turnover on side streets and in front of businesses - the issue is the block shuffle, people mitigate this by going to other lots. Further, people who have meetings that expand past two hours have to move their cars, like the attorney's offices.

1	2	3
<p>There are no parking lots for the mass transit and Sunday market - backwards thinking on how to use light rail. The bus stop is separated by 3 blocks</p>	<p>Issue of single dimension planning - need more places for grocery store and hardware variety shops. The regulations don't know how to make businesses attractive and do dumb things like limit signs in the window. Planning is too narrow and as a result let properties sit. People should brighten up their stores. Don't want buildings that are 5 stories because then you can't recognize the others from McLoughlin. There is also the ongoing war with metro and the City on issue of parking. Want holistic Planning, not just on narrow things.</p>	<p>There's an issue with sun and shade - plans call for overwhelming feels and overplanted areas and want to cram everything into big buildings which won't work.</p>
<p>More events in the parks</p>	<p>More family things to do (even though doesn't have kids)</p>	
<p>NW Housing Alternatives would like to match N Main in height depends on zoning. Feels heights currently are about right at 2-3 stories, since mostly services and offices. Play [build] on activity around Wonderland</p>	<p>Traffic will be a challenge- it's getting busy &amp; parking's tight. Provide parking for quick users in downtown to avoid maxing out parking</p>	<p>Communicating Milwaukie as a destination Message: Get off LR and shop awhile, promote business and services -get dry cleaning on way home and then hop back on next MAX. Roles: grassroots and city are near natural asset of the community. There are things we want to do in our community. Highlight Ledding Library, Riverfront Park, Trolley Trail-OC link along Willamette River.</p>
<p>Doing Light Rail right: more businesses up &amp; running the more positive the experience will be, more eyes on the street[safety]</p>	<p>Downtown looks ugly bit not all Downtown owners are Real estate developers (Opportunity with Pendleton?)</p>	
<p>More residents downtown: replace older buildings in disrepair with 3 story with residential on 2&amp; 3rd floor. Have ground floor retail, also services/offices: yoga/DR. Not a solid [uniform] building height, broken up. 3 stories appropriate. would create the vibrancy and population to support the services people want (grocery, bakery)</p>	<p>Finish South Downtown, good plan in place, get that rolling-facilitating that will be the restoration of Kellogg creek.</p>	<p>Wish List- creates spaces where artists can afford to be Ex Greenwich/East Village, Alberta, Pearl District. Market rents low, galleries follow artists and developers follow the galleries. Milwaukie land values not low enough to facilitate process. And property owners willing to sit on space rather than reduce rent, even when buildings not up to code</p>

**Weaknesses: What are 3 things you think are missing Downtown? Or, what are 3 challenges, or areas that need improvement?**

1	2	3
Geography & topography: Hwy 224, challenge of access (landlocked).	Things on 82nd are closer for much of Milwaukie-that's why destinations are needed	Hard to see Downtown Milwaukie and Riverfront Park too!
Hard to find anchors, such as grocery - Create need to go downtown, there used to be green grocer & butcher. Counted 16 coffee & restaurants Downtown-more than people realize. McMenamin's @ Masonic Lodge	More commercial throughout the area: used to have furniture store, dime store, drug store. Used to be very active and vibrant	Bookstore, used to have Grahams. There used to be lots of reasons to go downtown.
Natural food store, Bakery, Grocery	Hardware, variety, you used to be able to anything you needed. downtown was extremely active in 50s & 60s, but zoning was redone when Hwy 224 was built and it eliminated retail and went to services only. Active mix: shopping, variety, butcher, green grocery. Worst in 1980s and 1990s- empty, no activity at all. Likes City People in Seattle (department store) a great example. Fun to shop at, has clothing, toys, design, bed & bath, gardening, office supply sections, all in one store	Perception of Non-Business Friendly city, regulations, planners, etc. Business people like to see the red carpet. Need to reduce the cost of setting up business. They just increased the business license fee.
Biggest: more vibrant businesses. Vacancy is negative too, but it is easier to open new business here than in Portland. Utilities cheaper (no sick-leave requirements). Workforce can be challenge-looking for the best regardless of where someone lives, but no one ever comes in and asks for an application.	Difficult to fit into the community, hard to get involved without getting burned	Initiative...Ex. Warrior Room really good at building excitement for services, but not everyone this way.
Nice restaurants (Milwaukie Wine and Kitchen is only "nice" restaurant)	Yoga studio	High-end grocery store (New Season's, or food co-op)
Quality restaurants (only have 2 right now)	More Reason to come Downtown (i.e. nice movie theater), place to hang out, things to look at	Grocery store/food co-op
More restaurants and businesses – fill vacant spaces	Signage on McLoughlin	More weekend activities. Ice cream, book store, Trader Joe's, family places



1	2	3
Golf shop	Theater/arts facility in Downtown (right now use High School for plays and concerts, but that doesn't get people into the Downtown very effectively)	Grocery store
Grocery store.	More restaurants or better restaurants or more accessible restaurants. Dark Horse takes the gut of Milwaukie. There is nothing to come here for.	More retail. I am reasonable I would like to be able to rent out this space when I leave. Used to be thrift store right across. Lift some zoning regulations. I would like to see 3 delis in this building to serve people from MAX. It would be great to see 12 food cards right here. They are too formal with the office here. This is a business owner talking. My neighbor wants to expand her business and it took her 2 months of dealing with the city. I was about to lose my tenant. And this is my biggest income – property, because electrical business is going down.
Don't see closing retail store might be a good opportunity. I lived in Corvallis it is not vibrant downtown. I would not think go shopping there. Corvallis and Albany just reduced their downtown and can be used as a good example. Don't like a lot of strip malls in the area.	New businesses. It would be good to have grocery store in downtown. I lived in Portland and it was easy to bike to Safeway there, so something like that would be great.	If downtown would improve in its shopping selection, I would consider go shopping there. Vibrant downtown has a lot of other opportunities like theater. It is my 3rd year living in Milwaukie. It feels like it is a safe and esthetically pleasing downtown.
The biggest one is Downtown zoning. People don't know about them, too old and have not been updated	The other thing is because the code does not allow things to happen.	Lack of parking for employees.
Would love a grocery store, hopefully natural ... like trader Jones or new seasons.	Challenge: people who vote against things like light rail expansion to downtown.	Challenge: People who can't see past their nose and look to the future (positive aspects of the light rail).
Refer to Survey: Get rid of Dark Horse		
People	Retail	Roof tops – money
Lack of marketing; no grocer;	No Grocer	Lack of political compromise; '50s and '60s development throughout downtown.
Foxy's		
more upscale healthy eating options	more bicycle friendly	year 'round farmers market, little grocer/co-op

1	2	3
<p>More frequent bus service and the proximity factor - it's close to work and stores. Wider sidewalks for more room to maneuver at the bus stops. Areas with narrow sidewalks like on 21st and the school make it very tricky to get on the bus.</p>		
<p>Riverfront + Kellogg lake - remove or rebuilt it.</p>	<p>Connectivity - bike and pedestrian mostly between riverfront park and Springwater Corridor trail. Also the pedestrian bridge between the light rail station and downtown.</p>	<p>Buildings undeveloped or underutilized - Always a question of how to do it. For example the lot across city hall by north main.</p>
<p>Milwaukie needs a vision of what it wants to be</p>	<p>Results based actions and make it happen.</p>	<p>Downtown manager to implement. Realistic plan for economic times; can't start a new business with a decline.</p>
<p>Places need more density for attracting things like a bakery, which can be achieved through housing. This would also help people come here more.</p>		
<p>Not enough investors to own property to enhance investment and working with the city. Need large scale property owners with vision and resources to carry out large scale development. Dark horse isn't into the real estate so don't redevelop.</p>	<p>Property owners are often satisfied with their small business; nor real reason to make investments. The lack of investors owning property impedes efforts on building up, as opposed to out.</p>	<p>Issue of various plans, primarily the framework with the first floor retail. There needs to be an interim plan, something that would allow for relief for non-retail uses and address the lack of incentives for people to invest in their buildings.</p>
<p>South Downtown - like the riverfront, it could provide benefit to downtown, but sends a mixed message of what they want. Downtown is an island that is land locked - freeway and rivers</p>	<p>Place to be - There is about a 30k volume of passing traffic on McLoughlin, if Main street has about 5k he wouldn't be surprised. For his store in Milwaukie, it attracts about the same volume of customers as the smaller shop in Portland. Therefore a grocery store will not work with such a low customer base - But we must give people a reason to come here: light rail won't have parking so people might not even come here after that comes in.</p>	<p>People must have a reason to get out and experience specialty shops that can only be found in Milwaukie (e.g. a comic shop). This is an issue though for say a grocery store that deals with competition outside of the area.</p>

1	2	3
Remove that ugly grocery store on 21st and redo the whole block to make it more attractive. Downtown has a potential for a grocery store - it's almost like a food desert.	Get Dark Horse out of main street building, for public reuse.	Don't build more than 3 stories high, keep the small scale.
Grocery store: prefer local fools & produce. A co-op.	Vegetarian dining options. Brew Pub. McMenamin's	Nice landscaping will add to area around light rail
Water Treatment Plant - Get it out. River is there but not very accessible. Strong logging history- Elk Rock Island	A great way to develop is rehab existing buildings, but low quality makes sense to rebuild. But not much taller than two stores	Don't need to change much but improve walkability -in light of increased traffic- if you move transit it affects accessibility to services-We need to keep it but it is noisy and smelly, especially when drivers idle for long periods. Perception that TriMet not serving population- cuts to lines and service frequency disheartening
Main Street program-interest in reviving. Wants to work with business owners downtown.	So much cheaper than Portland, but lacks a strong tax base - coffers empty.	skate park, grocery store, brew pub, bakery
LR will cause developers to look at area and we will need to facilitate station development- importance of code refresh. [zoning that works]	[PEOPLE]Now we have new residential design standards in place, we can build well, near LR- currently Office, will need residential- Live/Work, Human spaces, consider users, not just profits, "build for the people who are going to be living, working and playing there."	Remove Kellogg dam, restore creek, new park will be contiguous with Dogwood park, bike/ped bridge to Kornberg park, vacant with trees. Once lake is gone and creek flowing it will be so attractive, with creek. Dam was built "160 years ago-that's always as far as the city is concerned."

***(Issues and Concerns): 3 biggest obstacles to getting positive things to happen Downtown? Why?***

1	2	3
Open-mindedness and fairness. Perception of unfairness on part of city.	Past, present, future: some people stuck in past, some think future will be a Mecca-not exactly realistic. Many people want past back; Milwaukie Lumber viewed as an eye sore	People don't understand development: they want urban amenities without density. Not all MU is pedestrian friendly-look at MLK Blvd (Portland)

1	2	3
When people take a stand, it can be really hard to get them to move or come around. People come & go, most new people are excited about light rail		
So many business owners have horror stories about dealing with city, City employees can go their merry way, without having to deliver or deal with the consequences. Stagnated downtown and staff can just move away.	Public sector need to put in the hours to talk w/ entrepreneurs and remove barriers. "Find out what they want & give it to them on a silver platter"	
You have to move forward, even if you can't get everyone on-board. If you wait for everyone to jump on you'll never go anywhere.	Grandfathered in uses or existing buildings that aren't as attractive or as vibrant	Money is needed to provide services, people have to pay
People who don't want change/obstructionists	Marketing and branding - Not enough shopping	Better understanding of market realities and development constraints
Negative attitudes, Obstructionists	Fear of unknown	Funding
Lack of branding/marketing. Not enough foot traffic	Some business owners don't want to collaborate. Not all business owners are interested in working with a unified group	Some business owners didn't know about/take advantage of storefront improvements. Parking can be somewhat inconvenient
The economy	Not much shopping & Not much to do	People afraid of/don't want change
For me, I get left off from everything that is happening in downtown, because I am on the other side of tracks.	I like to make my building look better, but I can't afford all those enhancements. I like to have Low E glass, but they don't let me. And there are other things that I would like to fix up my building. It is disheartening. I want to fix my building, but not the way they want me too.	They were horrible to deal with for years. Had to deal with other property that was a burned down restaurant; we wanted to put restaurant there, but City didn't let them. I know they want me out of here. I am one tenant away have a negative cash flow as it is. I have 7 empties - I can't rent them for nothing. Need to change this one to multi-use, to have deli here.
I wouldn't know about that. My guess would be some of it City Council, but I don't know much about them.	I don't know what City is doing. Should have a focus group or committee specifically focused on seniors.	I do think it is important think about doing a plan, Milwaukie can't really grow west and I don't know how much it can grow. You have to look at what is not there that might attract people: theater and some other art related. Ballgames could have attracted people in. Let's think positive and try to have purpose for people to come in.

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<p>Here are the things businesses want to do, but with all the roadblocks and obstacles ... We used to have a City Resource &amp; Economic Development Specialist who was helpful in working with the business owner on how their vision can become reality and adhere to city's requirements (he will find solutions, the compromises if necessary).</p>	<p>Zoning and codes. And Old outdated standards and vision for the city. We down in the downtown plan that was established years and years ago, but it is not relevant anymore. Three, when they do put a vision forth - it is a vision for today, but not a long term. Need for a long term vision.</p>	<p>One of the owners she talked about this morning, sidewalk - TriMet is ok to adhere to old codes, but local business owners need to adhere to new code and asked to redo more than they can. Instead of working with the property owners and see what is doable for both city and the business. Signage for First Friday on McLoughlin (state highway - no), but city property ok and it worked for both instead of going through ODOT bureaucracy.</p>
<p>Communication with residents about the future planning. I know they do as much as they can, but ...</p>	<p>Another, enhancing the environment (beauties) of Kellogg creek. To maintain the natural beauty while developing.</p>	<p>One of the positive that happened that city council meetings are open to the public and they are asking for the input.</p>
<p>Need to move sewage plant; need critical mass of things coming together; need sufficient rents</p>		
<p>Milwaukie has low self-image; Hwy 224 divides community; "dumping ground" for negative things in Clackamas Co.</p>		
<p>fewer places to drink, more family-friendly</p>	<p>rents may be too high</p>	<p>difficult to be the first person to invest</p>
<p>I don't go to downtown very often - most of the time the bus will breakdown or stuck A LOT. Can't drive, no driver's license.</p>		
<p>Lack of money</p>	<p>Regulations make it hard to understand, only seven zones.</p>	<p>People not wanting change - hard to discuss changes when they don't want it - very vocal crowd as much as those who do want change. Issues with the bad energy - mostly persons are targeted like Tom Kemper or Jim Bernard. Petty bickering - for example, went to a meeting and Celebrate Milwaukie was singled out for simply being there as he was "associated" with Jim Bernard. In short, people are carrying grudges.</p>

1	2	3
<p>Chamber of commerce - there isn't one to support the private sector business success because over time it's not easy to maintain. In the case of Milwaukie, once the money starts to disappear, the business owners stop investing in them.</p>	<p>Once the 1995 NDDA downtown manager, hired by a levy to improve Main Street. Problem is there is an issue of NIMBYism with people perceiving things the wrong way - e.g. light rail drawing people to break in and steal TVs from houses.</p>	<p>What hasn't worked is when actions are translated to code, it becomes 'planner speak' and difficult to be transparent. Need to put regulations where you get more bang for buck.</p>
<p>Getting that density will be challenge. There are two sides of the argument to attracting density - stands on the side for residential development.</p>	<p>The challenge will be if redevelopment were to occur, if the property owners would even have reason to actually redevelop, or how they would figure out how it pencils out.</p>	
<p>Council has adopted a goal to support business community when it generates its business plan - the goal is to support our downtown business in efforts to create a business directed growth plan: such as one that lists the top 11 goals of this year might mean business to come together and foster growth. Problem is Business Associations - fragmented into three groups, but no formal group - hard for city to respond to their needs without the formal group.</p>	<p>Economic Timing isn't right - North Main [Village] was part of a stimulus package. The economy took away that 'spark' needed to attract people with the crash, thus Milwaukie didn't experience the full benefits of development. The same effect can be seen with the project that was supposed to happen across from City Hall - the improvement benefit was drained due to the economy.</p>	<p>City can't just respond to businesses today, must look at climate for long-term sustainability. Re: Business Community Plan - a good majority of City Council do not have business experience, mostly governmental. Thus it's hard for businesses to expect Council to think like business people.</p>
<p>The triangle lot - there is a grade difference and while the 'pie is in the sky' for a coffee/newsstand to appear there, it was once offered as a donation to a developer: NO takers! This was due to the land locked area, more so due to the Lake Rd and suburban nature of the surrounding area: w/o the car impossible to get around and discourages using bus systems or walking</p>	<p>Different Needs - Retail oriented use forms don't help a comic book store. Business Challenges - For Dark Horse, it's an office based business with different needs than that of the restaurant and retail stores - with other warehouses that ship to international customers - the challenge is avoiding being a nuisance. The good part is that it's cheaper in Milwaukie to do business, but it's been inefficient to have six buildings, yet consolidating has not been an option either.</p>	<p>Consolidation efforts- would like to do it but there are six break rooms, bathrooms etc. City came to us with a developer and talked about donating the land, but the building would double the occupation costs for Dark Horse. Regulations for the fire safety, particularly the stairs were cumbersome, including the SDC's, fees and PARS.</p>

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Regarding the City - Planning effort again? There was a big mess with the previous team which hid stuff from Council and got them very mad.	Milwaukie has "drive by participation" where it says things but won't do. The town has basically been asleep all this time, with both citizens and planners not moving forward.	Change the business license fee and have consultants design the buildings, not the regulations - windows don't do any good when people pull down the shades to block sunlight. Renewal doesn't do anything. City keeps blowing \$ on consultants, like the [Christopher] Alexander Pattern Language for South Downtown but found out it will never pay for itself.
Visible improvements from when she was younger (mostly 1990s).	Getting people involved- suggests advertising through facebook and other social media	having events @ businesses and food establishments
Obstacles: Get in Front of Publicity...Portland Creep. Need articles about how excited Milwaukie is. Address concerns: fear of riff raff. How do city & county police interact-manage influx of people- make pedestrian friendly and inviting (or be perceived as an unwelcoming community) Milwaukie High School is not a closed campus [not fenced] MAX will be a student temptation.	Grocery-why did it go? Not sure, but it's good to think about, maybe some other kind of anchor. Need reason to go DOWNTOWN, Loss of Perry's Pharmacy, no more reason to go. Catch money going to and from Portland-items for dinner, UPS/FedEx business kiosk, small stores (Alberta). Where's the Money?	Ability of city to act opportunistically with business acumen. There's real potential for change. City has got to want it [community]. Population reflects potential.
HWY 224 a challenge to get people here- need to advertise in Sellwood rather than the other side of Hwy 224	Not angry with city-hesitant. A lot of business owners aren't sure of what they are doing	Perception- lots of people grew up here and never left, resistant to change. slowly integration increasing, people still protective but getting more open and relaxed
Fractions and fragmented environment. Perception "that's always the way it's been" optimism for change	Impediment is lack of political will and loud vocal minority- hard to reach full population, population to engage is busy, working families	Kellogg Projects- concern over impediments, and possible loss of council support for project - possibly due to adjacent property owners concern? People have supported project however and ODOT can't plans to remove dam...city contracting with Wildlands for the restoration

***What kind of events would you want to participate in?***

Liked Milwaukie Bux, liked \$100 option.
More EVENTS: Chili Cook Off, Prettiest Chicken in Milwaukie, Milwaukie History Quiz Night, Doggy Dash (dog pageant, lots of people with pedigree dogs, "They love their dogs" What do people take pride in? Their chickens have a nest egg contest or best egg recipe contest. Build on foodie rep [implying that Milwaukie has a foodie rep] & capitalize on existing interest. HOW: Self-supported with entry fees. Volunteer committee- attracts extroverts, judges well known people. Focus on gardening, foodies, pets, arts & crafts (no toilet seat toss)
Not a social person. I would not participate. Not good person to ask.
You are the first person I am talking to from City. Social service coordinator. We can have focus group here, but we need to more time to organize this. We have monthly letter that goes out to the community.
We had no communication from the City; it needs to start with it. We are not getting this communication from the City. We are organizing the group of businesses, so City is at least communication with that group and we spread word out. When city is changing downtown codes, sending e-mails to business community to let them know (to be able to go to Council if necessary). Otherwise we have no clue when this kind of staff comes up in front of the Council or planning communication or any other. Lack of information.
Bike tours & walking tours. There was a bike tour that she would have participated last week, but she didn't know about. Recommended ways of getting word out: e-mail, mail, Facebook (but not everyone has those), although everyone gets mail.
None; busy
Neither open house nor dot exercise. Like structured conversation
Surveys, interviews (has large constituency for extending surveys)
Follow ups - when the dots on the map go off the table, where do they go?
Individual outreach- 1 on 1. Have a facilitator for dominant groups. Small groups also are very good. Having stakeholder group of interests in mind by looking at the plan, not just what watchdog organizations are concerned with.
What hasn't worked in the past - MDDA? Former manager stayed too focused on the DOWNTOWN and never asked why there aren't people in DOWNTOWN? Went with small things to promote the downtown like lights but that was it.
A while ago, the City invited people to a meeting where they came to a consensus of what is good, not so good and what they wanted to see - it was a meeting that was not over led but got to the roots of the issues.
Walking tour sounded fun, scheduling conflict. Would like a block party or outdoor fair with info about what's going on
Community building and events desirable but something more/ a catalyst are needed to inspire people and engage them. not sure what yet



***For businesses – when would be a good time for you to attend a business focus group/community conversation? Is there a particular space you think would be good for this type of gathering?***

<p>Need goodwill w/ business, so they will open up. They have a bad taste in their mouths; City has big plans that go nowhere. Did a master plan for Downtown Milwaukie (creative campus PSU &amp; Dark Horse partnership where the PMLR is coming now) Fine Art &amp; Graphic design. Pendleton Building would be great for an exhibit space. Large enough for lots of people, they could have local art shows. Not downtown, but next best and you could have local caterer.</p>
<p>Mornings. Not here in afternoons. No particular space preference.</p>
<p>I am pretty flexible. Monday we are closed and other businesses as well, so I prefer it not to be on Monday. Pond House or Spring Creek, Cha Cha Cha! or any other business as long as it is not in their busiest hour (most will be happy). There is an attitude that businesses are divided here – but we are not. There is a core group that gets informed, so divide is on that part but not the lack of decisions from business community. Larger and more vocal businesses are an informed group. Dark Horse for example that does not interact with the community.</p>

***Anything else you'd like to add?***

<p>Reasons to move: capacity for tech (internet, phone). Left one spot on survey blank intentionally b/c no answer was a good answer to the question.</p>	<p>Property owners are not in the Real Estate business. Property owners have invested in property as a business investment, so moving is not a good financial decision (moving is expensive). Churches don't walk away either, nor is it likely that Masonic lodge, City Hall or the banks will move until land values increase a LOT more.</p>
<p>When people come here, they discover how wonderful it is. Uses local establishments for fundraisers to get people into Downtown.</p>	<p>Dance Hall on Elk Island-thousands of people came here. Island Station used to be a Trolley Station. It's a great place to raise kids. 2 of her kids have moved back and some new families have recently moved into I Station- it's really exciting</p>
<p>Market drives things. Tried to recruit McMenamin's for Masonic Lodge. Now would like to see Laurelwood Pub @ Masonic Lodge. Good food &amp; lively interactions are what we need. Green grocer &amp; Brewpub</p>	<p>Vision and power aren't always shared. Milwaukie doesn't have clout to go against Metro...Building HWY 224 destroyed a lot of housing stock. Has concern about more studies and how tax dollars will be spent. LR a boondoggle/ little faith or trust in spending money on planning or planners/ demand is for bungalows (SE PDX) not attached housing ("rabbit hutch living") Metro is cramming 2040 density down our throats. Not the answer we need. Too expensive to charge the real cost but the system will never pay for itself and will raise taxes. Does respect a lot of the staff but they have to follow the political agenda or lose their jobs- it's going to be a hard job with a lot of compromises.</p>
<p>Sees MKW as stepping stone, provides community with something desirable so they don't have to go to Portland or elsewhere for what they want: provides wine, cooking lessons, high end deli. Used examples in West Linn &amp; LO.</p>	
<p>Sometimes you just give up. It is really frustrating.</p>	

No, I think I am good.		
Potential of this little town is great. I am thrilled about the light rail is coming in order to connect other areas of town. . -Grocery store in walking distance. I really like that Waldorf School is in town.	I really like fireworks at 4th of July; Milwaukie Daze parade (cancelled this year because of the light rail). City of Milwaukie always displays their planning efforts at Milwaukie market and has someone there who can answer questions.	
Disappointed that Milwaukie is getting caught up in Clackamas politics and tried to shut down light-rail - impact Milwaukie negatively.	"Why invest here with regressive politics. Makes us investors very nervous." Need to encourage business to Milwaukie by minimizing SDCs b/c they make deals uneconomical. The City should be more flexible.	
Historic overlay on building (school) is prohibitively difficult to work with. Must go through a long process just to change light back to original era and to put in a railing. This doesn't build good neighborliness. The school does not feel really welcome in Milwaukie and she is happy to have the City reaching out them. Would like to be involved more and would like parents involved more.		
Life is governed by the bus service which limits his freedom to go places. Focused more on complaints towards TriMet.		
Went on a tour of downtown and saw particular areas of interest -wasn't aware of the plans for Kellogg creek or why the cost of it was so much.		
Used to be an attorney in 1989, spent 2 1/2 years off and on as a City attorney in 80's-90's and 2006-2010		
Attracting specialty businesses - give people a reason to stop and hang out in downtown: empty storefronts are unattractive and the riverfront is great piece but alone can't do this.		
Need more chairs, can't really look around as easily and need much space to feel physically comfortable.		
Regulations are also part of these grand visions such as the south downtown plan that would require hundreds of years to become fully realized.		
"Milwaukie Rules got me excited!" about coming back to town	Lived here from 6-18, then lived closer to Clackamas Town Center after college. Worked at library in 2008	More businesses in past 5 years. Not much stuff to do in the 1990s Downtown (as a teen), used to go to coffee, arcade, movies, soda fountain fun, stuff around school
Highlight History and River Interactions: lots of little parks, Kellogg Lake- use water and natural beauty of River. Continue trail system from river's edge towards CH and to Main Street & 21st.	Had great interaction with City staff recently for housing type project, they were really focused on making sure Milwaukie is a place for families, for seniors and for housing that is a little more affordable than SE Moreland/Sellwood	3 or 4 years most business activity he has ever seen. Businesses just need to hang on long enough for LR to arrive. Parents still live in town 30+ years. Adjacent to the last Italian farm property (Cherrino's-sp?) just above Clackamas Park. Open space is great "suburbs within the suburbs"

Believe" LR, Kellogg Creek Dam Removal, and the Waldorf school are the trifocal of catalyst for positive change" " This will be the hottest area in the Metro Region"

The people we are planning for now are young- young people feel disenfranchised - and they're right if we don't have their voices when we make decisions..."The city we are living in today was planned 30, 60 years ago. The city we are planning today, will be the one people are living in 20, 30, 60 years from now." sense of responsibility and obligation