

SUMMARY

Fresh Look Milwaukie: Downtown Road Map Survey Results

April 8 – May 1, 2013

Introduction:

From April to May of 2013, ALIGN planning collaborated with the City of Milwaukie to draft a survey to gather quantitative and qualitative data to complement findings from other community engagement activities. The project team received 134 survey responses; this document is a summary of all those responses.

This survey was a community engagement effort for the *Fresh Look Milwaukie: Downtown Road Map* (“Fresh Look Milwaukie”) project, and was intended to engage Milwaukie community members both within and outside of the downtown area. The results of the survey provide a basis for determining whether the current plans for downtown align with the community values and desires.

The *Fresh Look Milwaukie* project is part of a larger effort – the City of Milwaukie’s *Commercial Core Enhancement Program* (CCEP). During the first phase of the CCEP, the *Fresh Look Milwaukie* project aims to review the policies and regulations that shape development and uses in Downtown Milwaukie.

This survey was designed with five main sections that address four key project questions:

- How does Downtown Milwaukie sustain its livelihood beyond events (i.e. Farmers Market)?
- How do people feel about transportation and the pedestrian network in Downtown Milwaukie?
- What components make up a vibrant Downtown? What do people love about Downtown?
- What would people change about Downtown? How can this be realized?

Limitations of this Survey:

Responses collected are opinions and should not be interpreted as factual information, outside of the context for understanding the concerns and desires of the Milwaukie Community. Therefore, this survey does not claim to be scientific. Responses provided may also be influenced by differences in perception – for example, one who visits the downtown only during events such as the Farmers market may perceive parking as more of an issue than one who visits the downtown outside of events.

Survey Outreach:

There were a total of 134 responses to the survey. The survey was available online at the City of Milwaukie’s website, and hard copies were left at the Ledding Library, Milwaukie City Hall, and churches in and near Downtown Milwaukie. Other hard copies were distributed during community engagement events. The survey was also translated into Spanish and brought to nearby churches with Spanish-language services. However, no completed Spanish-language surveys were submitted.

Methodology:

For responses involving the Likert scale – a rating scale that measures a respondent’s level of agreement, ranging from ‘strongly disagree’ to ‘strongly agree’. The Likert scale also includes an option for ‘neutral’ or ‘no opinion’. For the purposes of this survey, responses were consolidated into the following categories: “agree” or “strongly agree”; and “disagree” or “strongly disagree.” If a response was within 1 to 2% range of 50%, (i.e. 48-49% or 51-52%) the results for other responses were included in the text description. Questions that were not answered and/or left blank were not counted as part of the total in generating the average response for each question. Hard copy surveys that provided multiple answers to a question that was not a check-all that apply were also not counted, as one could not know which response would be preferred the most by the respondent.

Who is represented?

Seventy-nine percent of the respondents provided a 97222 zip code, indicating they live or do business within Milwaukie. *Appendix A* includes a map that shows the nearest intersections of where respondents live. Note that there are some locations not represented on the map, as they live outside the City of Milwaukie: 5% live in the Portland area, 2% live in the Happy Valley area or unincorporated Clackamas County. Less than 1% of respondents live in Aloha and Canby.

The median age of respondents was 46, though a wide array of age groups was represented in this survey - 20% were either in the age range of 25 to 34 or 55 to 64. 18% belong to the age range of 35-44, while 16% were in the age range of 45-54. A majority of respondents (57%) indicated they were female.

The responses to Question 14 indicate that 80% of the survey respondents live in Milwaukie; 44% of own a home and 36% assumed to be renters or living with others (i.e. live in Milwaukie but do not own a home in Milwaukie). Fifteen responses were given in the ‘other’ section, where 26% of those responses indicated they lived in Oak Grove. Other responses provided that did not have relation to other responses, include owning a town house in North Main, going to church, walking around downtown Milwaukie, a volunteer in downtown Milwaukie, and kids going to school in Milwaukie.

The responses to Question 15 indicate that over half (52%) of the respondents did not have any kind of relationship to Downtown Milwaukie. However, 48% had some sort of relationship to downtown – particularly where they work (26%), the home they live in (16%), their business (11%) or the home they own (8%). However, the results of this question is subject the respondents’ perception of the boundaries of downtown; whether or not their perception is consistent with the study area boundaries is unknown.

Summary of Findings:

The following summarizes the key findings based on areas of agreement, divergence and disagreement. An overarching theme that emerges is the desire for both variety and amount of retail and service businesses in Downtown Milwaukie, namely a grocery store.

Areas of agreement:

Increasing the variety of shops and things to do in Downtown Milwaukie

- 56% visit on a daily basis.
- Most respondents visit Downtown Milwaukie to shop on a weekly basis, or less (67%).
- Events in downtown draw visitors on a monthly basis, or less (46%).

Respondents indicated they would visit downtown more often if there were an increase in the variety of shops and services.

- 71% would visit downtown more often if there were more variety of places to shop.
- 60% would shop downtown more if there were more places to shop
- 36% of the written responses to Q25 indicated a desire to increase the variety of places to shop, particularly one for the basic needs, commercial places (i.e. clothing shop) and a grocery store
 - Results from Q25 indicated that 56% expressed desire for a grocery store, which would increase their desire to visit downtown more often
 - 46% of the written responses from Q37 and 31% of the written responses from Q38 presented an overarching desire for a grocery store

The significance of Q37 and Q38 should be considered to a high degree, given that the responses were open ended and not structured like the other survey questions.

Lastly, respondents generally agree that the following elements make a vibrant downtown:

- Increased variety of shopping options (92%)
- Increased variety of dining options (82%)
- Places to quickly eat and shop during a workday (75%)
- A destination for meeting daily needs (i.e. grocery shopping) (80%)

Continue providing support for public spaces

Public spaces should continue to be considered in future development of Downtown Milwaukie.

- 63% of respondents would visit downtown more often if there were better connection to Riverfront Park
- 72% support pedestrian-oriented “pocket parks” and plazas as part of new development in downtown Milwaukie

Areas of divergence:

Downtown support for the pedestrian environment

Respondents indicate there is a need for improving support for pedestrian oriented uses.

- 81% feel downtown Milwaukie should encourage pedestrian activity and safety on McLoughlin Blvd
- 46% believe Downtown Milwaukie meets the needs of pedestrians.

Parking in Downtown

- 64% agree that they can find parking in downtown
- 13% of the written responses from Q22 stated desire for more parking
- 23% of the responses from Q25 and 21% of the responses from Q26 indicated they would shop or visit downtown more often if there were more parking, respectively.

The need for wider sidewalks

- Respondents were split on whether they would trade on-street parking for wider sidewalks
- 65% of the responses from Q31 indicate that wider sidewalks with outdoor seating make up a vibrant downtown.

Ground level use and design

Responses indicated mixed opinions about the application of design standards, such as wider sidewalks and windows, to other streets in Downtown Milwaukie in addition to Main St.

- 65% prefer that ground level businesses have windows that one can see into as they travel by
- 39% to 44% of respondents supported applying design standards to Main Street, McLoughlin Blvd and 21st Ave
 - 21% to 30% were neutral on this matter

The results for Q11 indicate mixed opinions about the built environment.

- 53% of respondents indicated support for buildings that are built to the sidewalk and taller than three stories
- 28% disagree or felt strongly in regards to the question

In regards to uses at the ground level on Main Street, the responses are generally inconclusive. There is uncertainty in whether or not respondents support the idea of office uses at the ground level of Main Street, or are willing to consider this type of use, provided it contributes to a pleasant pedestrian environment.

- 53% of respondents believe that ground level businesses to be open for the public to drop by
- 50% of the respondents believe that office development should be permitted on the ground floor of Main St buildings
- 45% indicate that the use type of ground level business does not matter, provided it still provides a pleasant pedestrian experience
- 33% support a mix of both office and high traffic retail

Challenges to businesses in Downtown:

Respondents indicated desire for an increased variety of retail and services that fulfill daily needs.

- 20% of the responses to Q22 indicated responses of 'other'.
 - 44% believe that the biggest challenge for downtown businesses is the lack of variety for retail and services, which fulfill daily shopping needs. Half of those responses cited examples of other destinations which people go to fulfill their shopping needs, namely the Milwaukie Market Place.
 - 11% of the written results from Q39 indicated that in order to realize some of the desires from Q38, respondents desire a unified business voice with a strategy to increase marketing and attract outside investment.
 - 10% of the written response suggested that incentives and funding would also help progress efforts for realizing desired development, namely a grocery store.

Appendices:

See the appendices for a detailed discussion of the survey results:

Appendix D1 - Summary of Key Findings, by topic - includes graphs

Appendix D2 - General Information

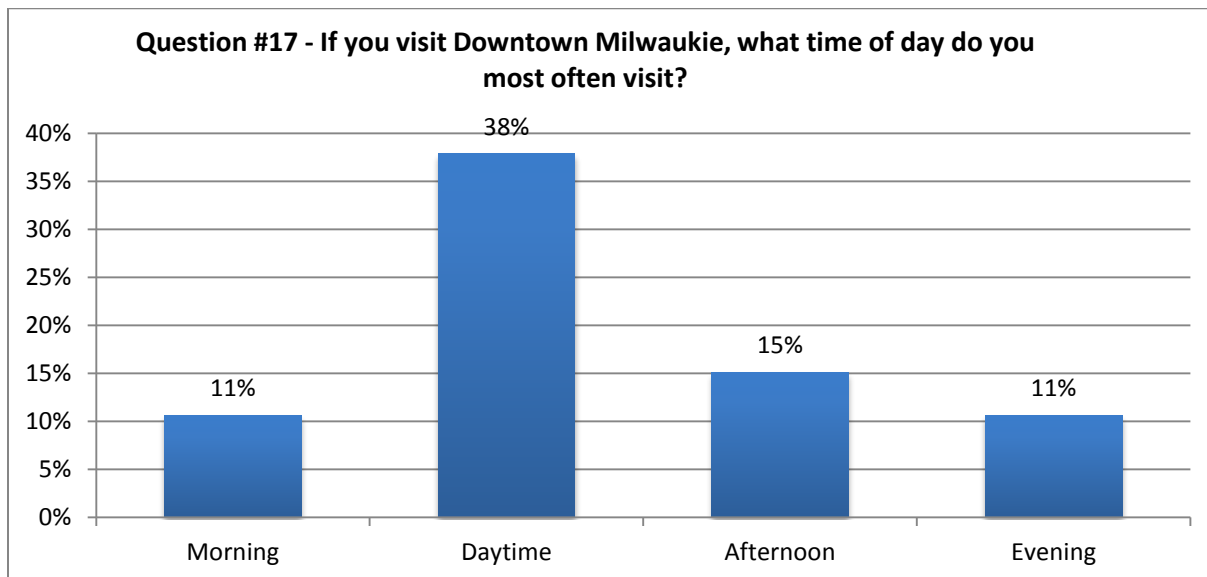
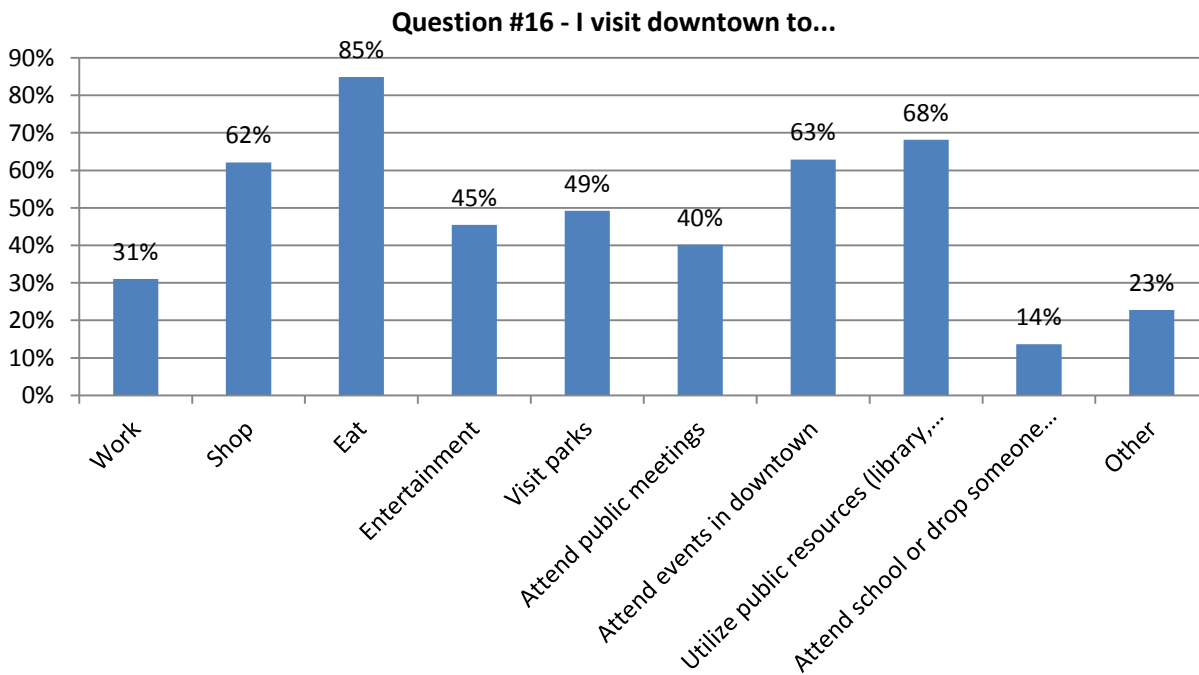
Appendix D3 - Full results of Write-in Responses

Appendix D4 - Formatted Hardcopy Survey (English & Spanish)

Appendix D1 – Summary of Key findings, by topic

Below is a summary of the findings, based on how they address key project sections.

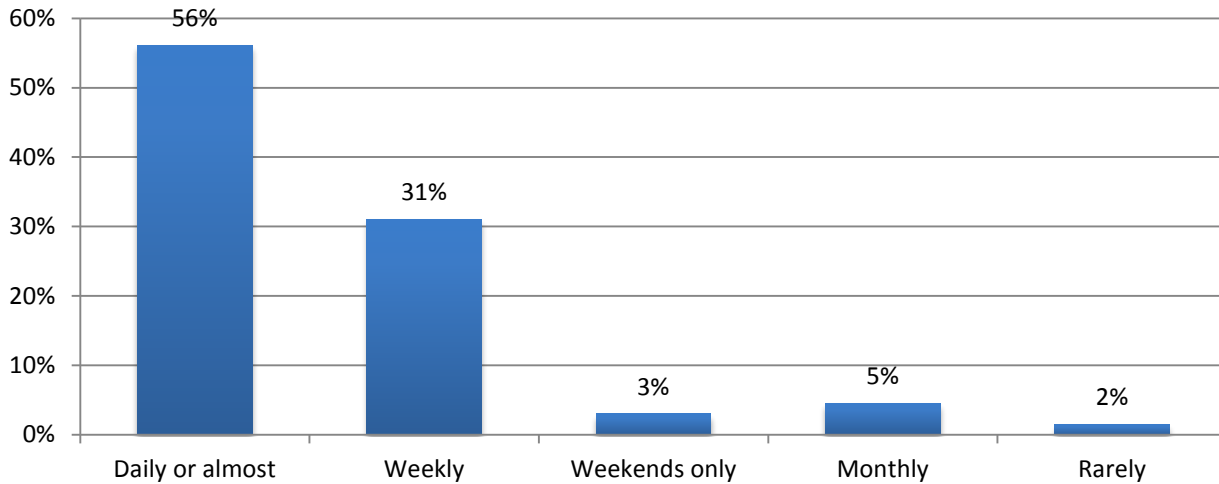
What do people do in downtown, and how often?



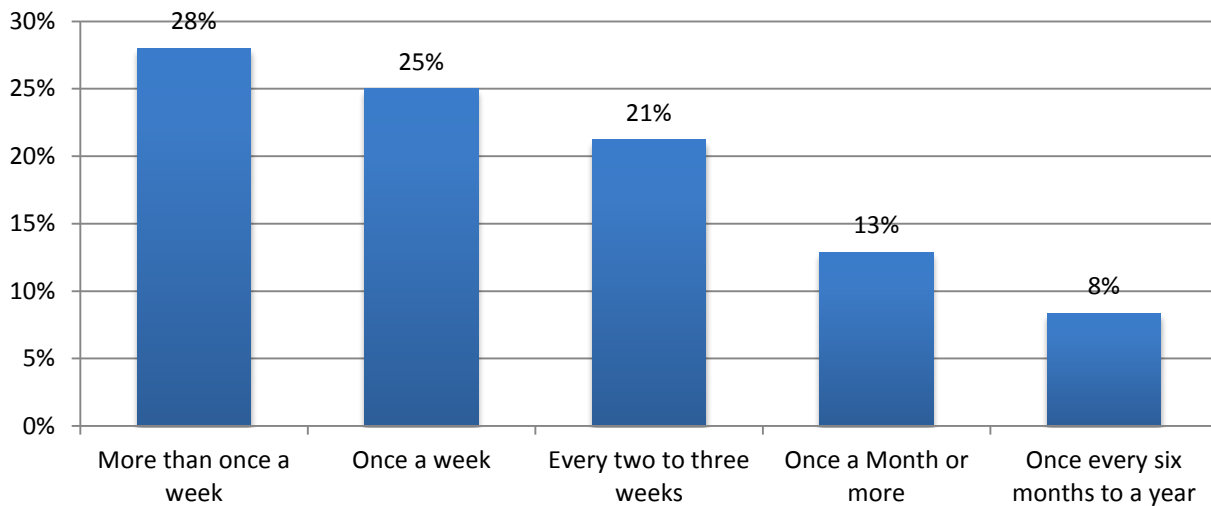
Results: Respondents indicate they visit Downtown Milwaukie most often during the daytime (38%), while others indicate they visit during the afternoon (15%) or either in the morning or evening (11% each).

The validity of this question is questionable. For this question, 25% of the responses were blank, most of which resulted from the hardcopy surveys due to respondents checking multiple options. Thus, those responses were not counted as part of the final results and instead counted as blank responses.

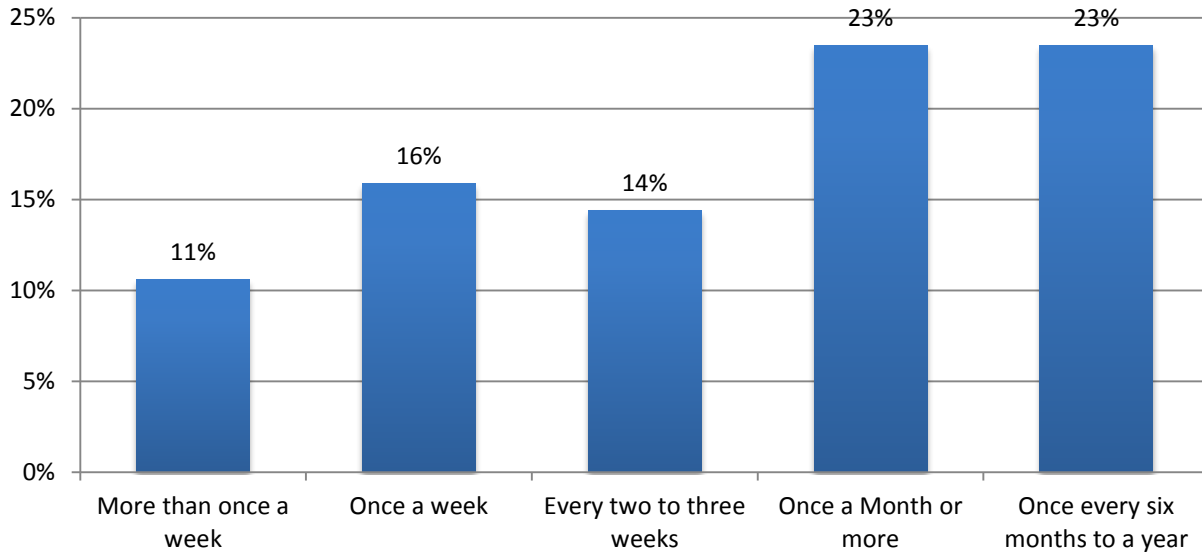
Question #18 - How frequently do you visit Downtown Milwaukie?



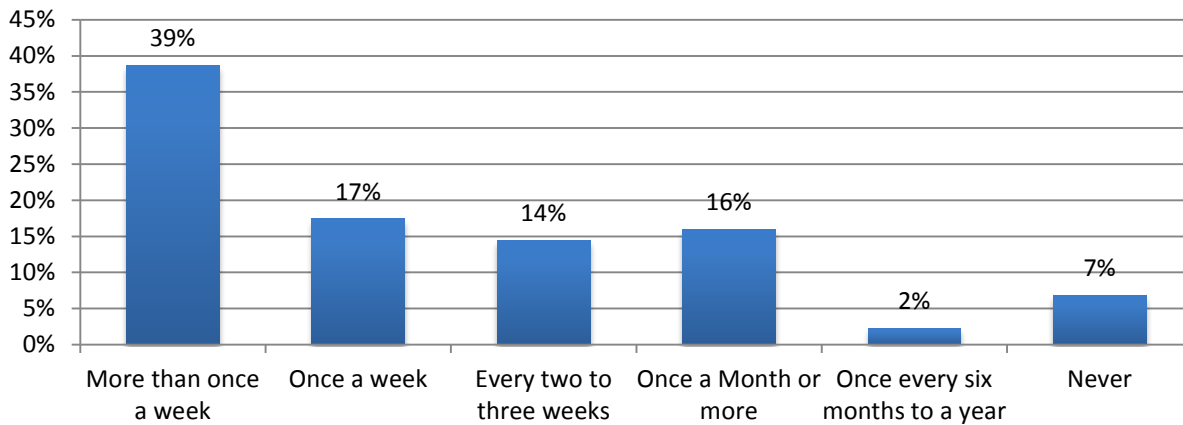
Question #19 - On average, how often do you visit the downtown to shop or dine?



Question #20 - On average, how often do you visit the downtown to go to meetings or attend events?



Question #21 - On average, how often do you visit downtown to run errands (e.g. post office)?

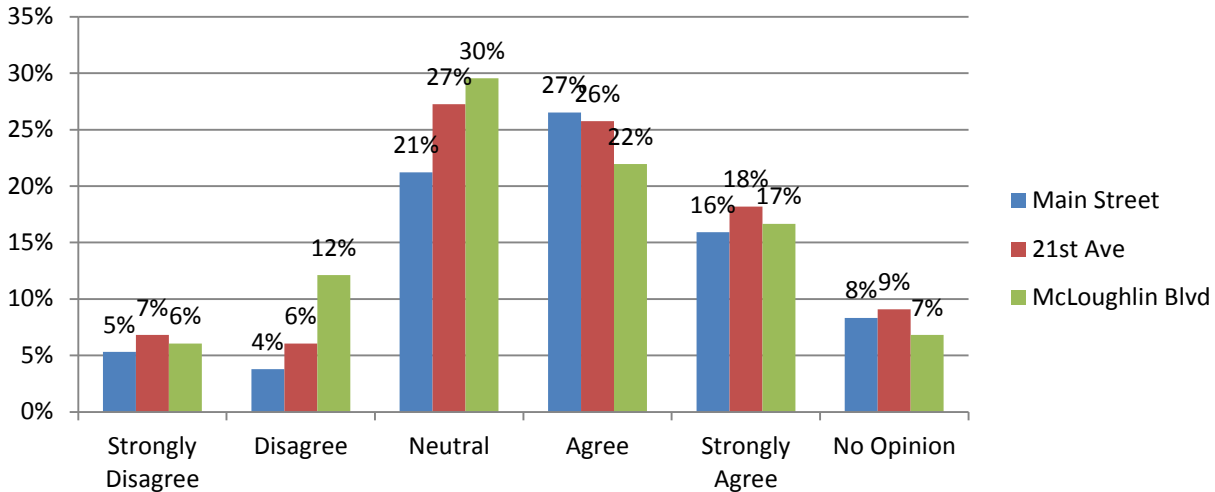


Street Level Uses & Design

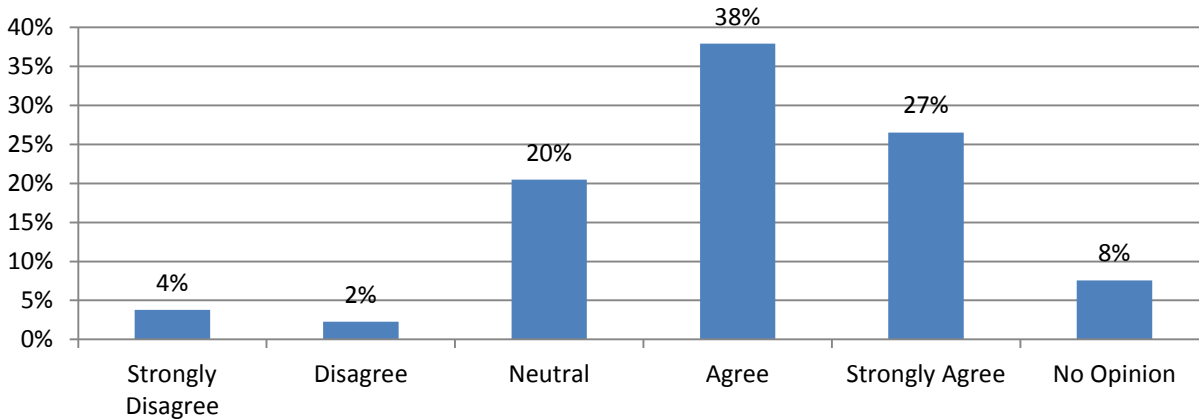
Question #3 - There are standards relating to ground floor windows, doors, and wider sidewalk standards that apply only to Main Street. These standards should also apply to other streets in downtown Milwaukie such as:

3a 21st Ave

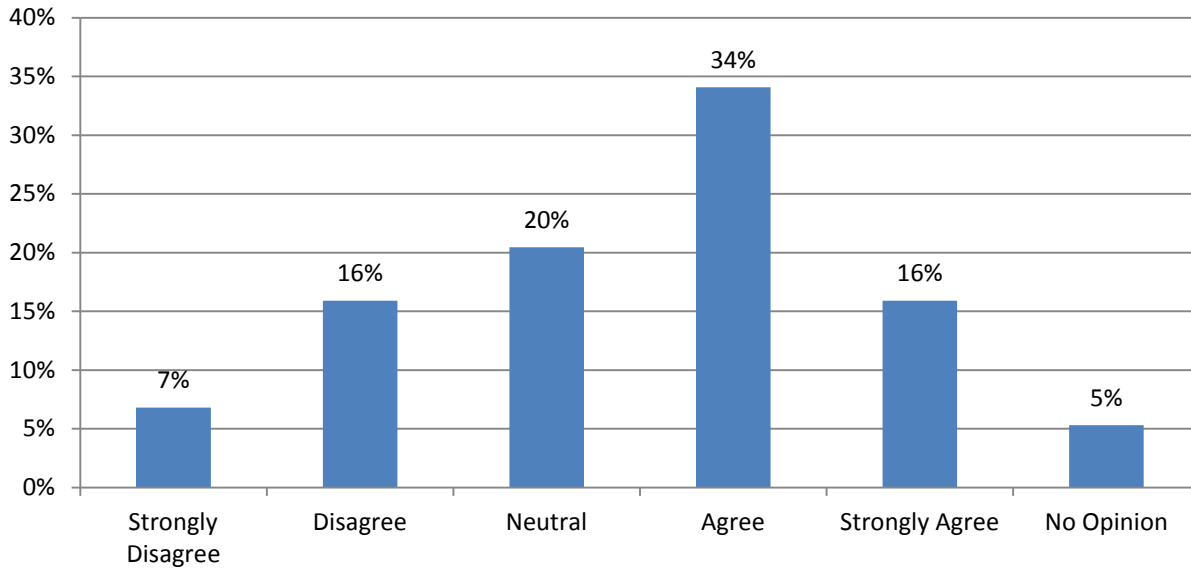
3b McLoughlin Blvd



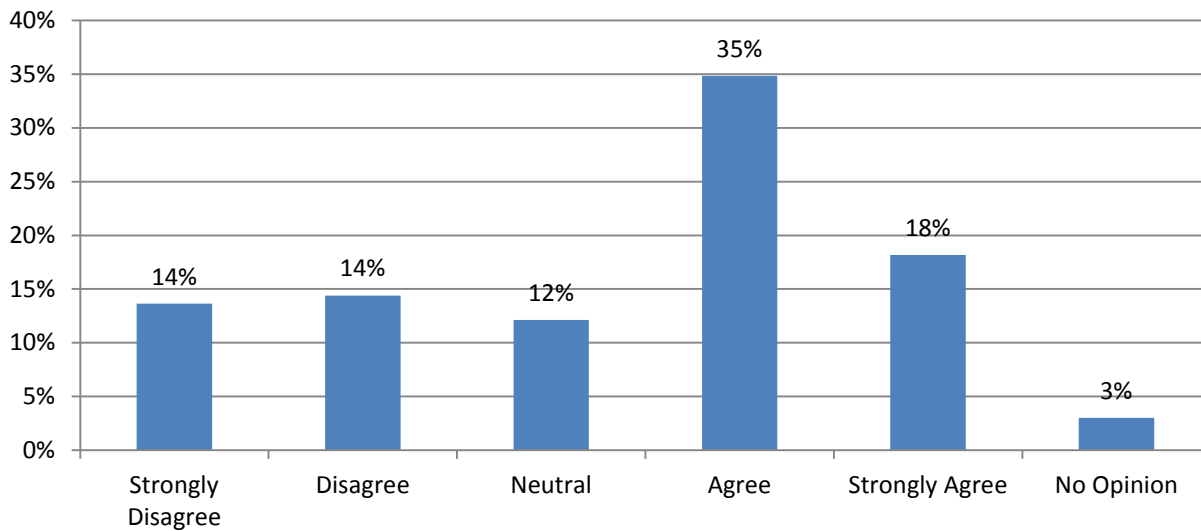
Question #9 - Ground level businesses should have windows that I can see into as I walk by



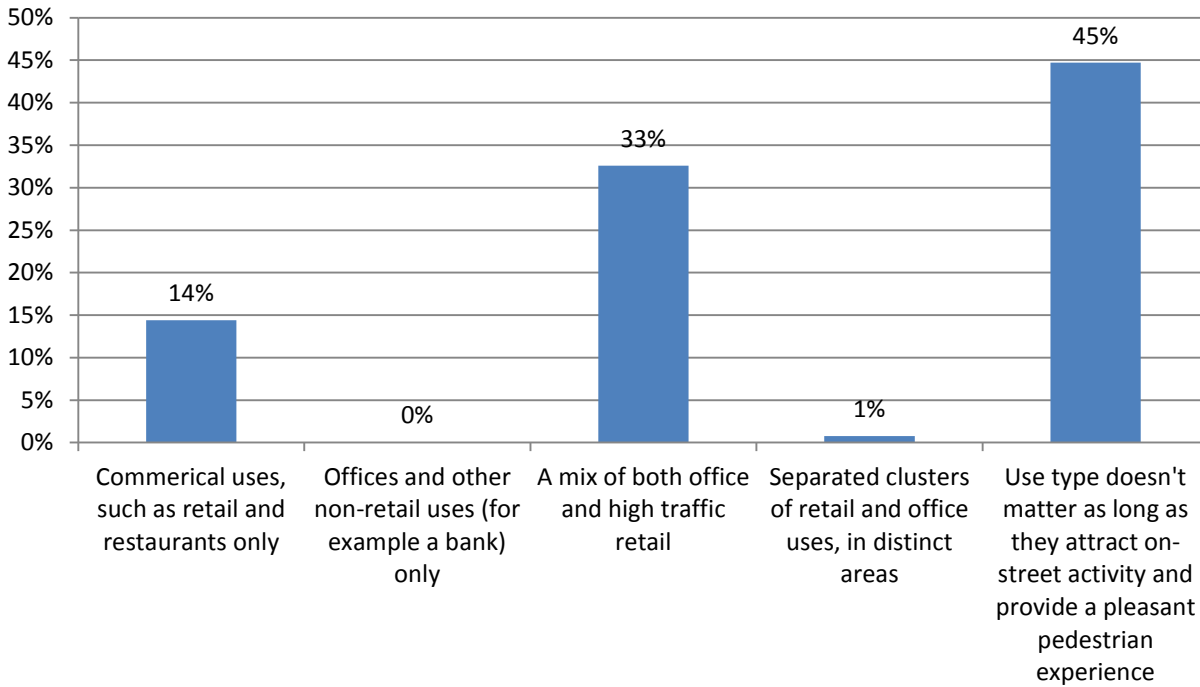
Question #10 - Policies for downtown should allow for office development on the ground floor of Main St buildings



Question #11 - I don't mind buildings that are built to the sidewalk and taller than three stories

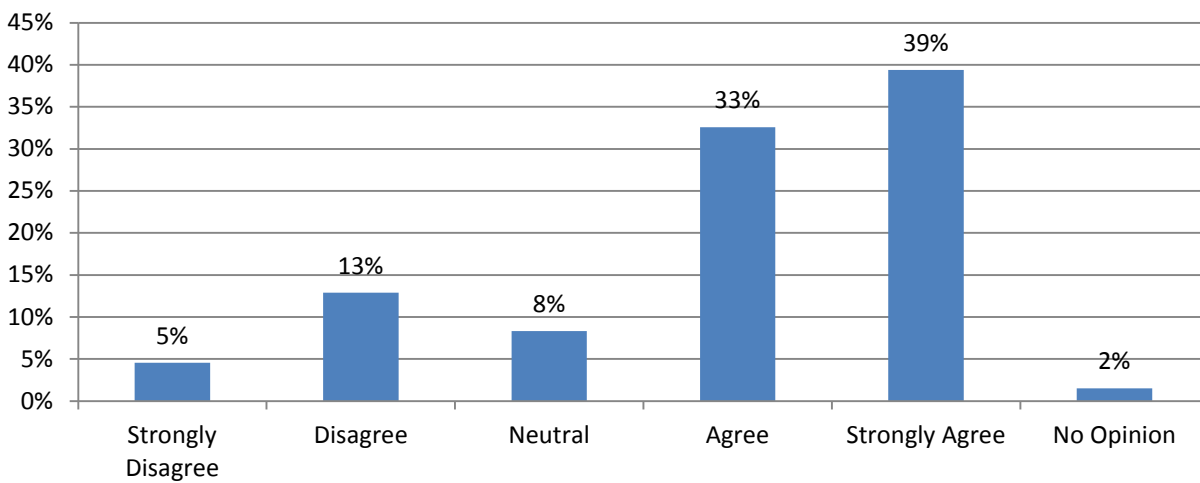


Question #23 - In downtown Milwaukie, ground -level business space should have:

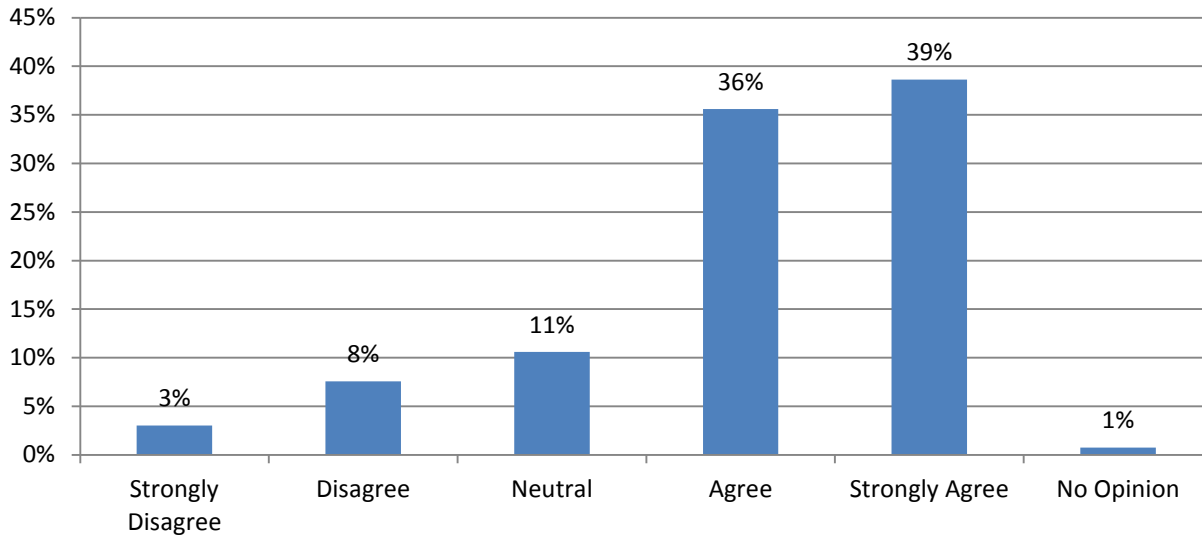


Parks and Open Space

Question #13 - Smaller pedestrian-oriented "pocket parks" and plazas should be encouraged as part of new development in downtown Milwaukie

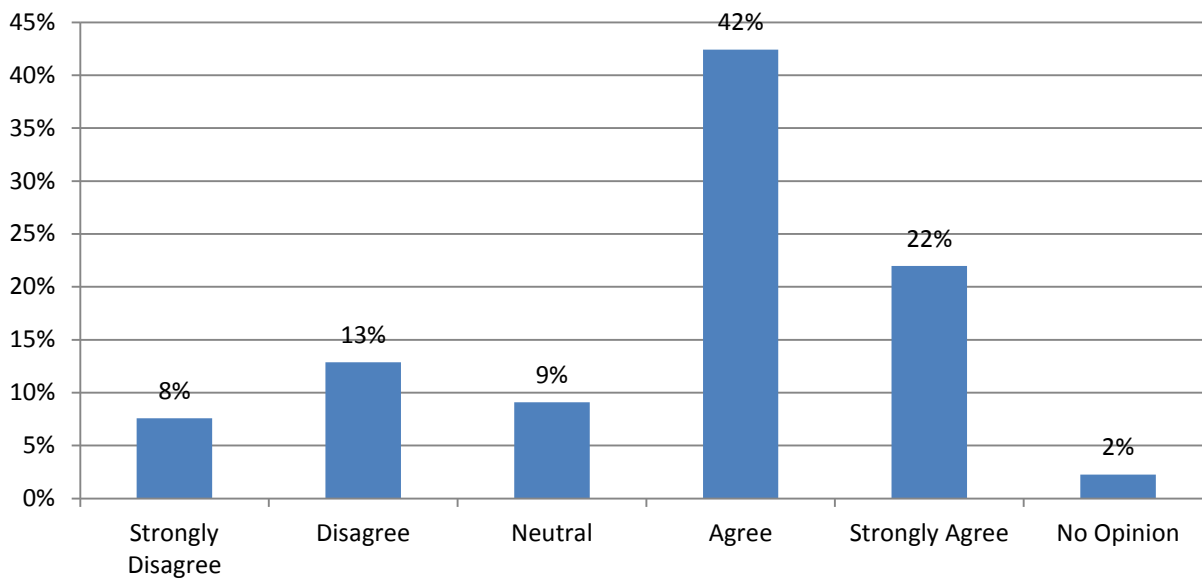


**Question #32 - The following items make up a vibrant downtown:
Increased variety of public spaces**

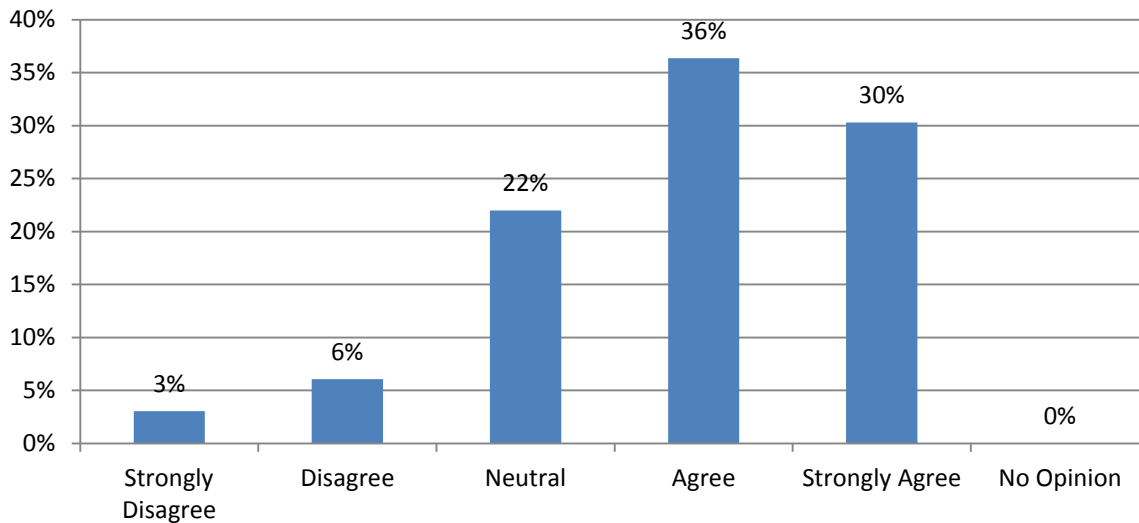


Parking

Question #4 - I can usually find parking when I visit Downtown Milwaukie



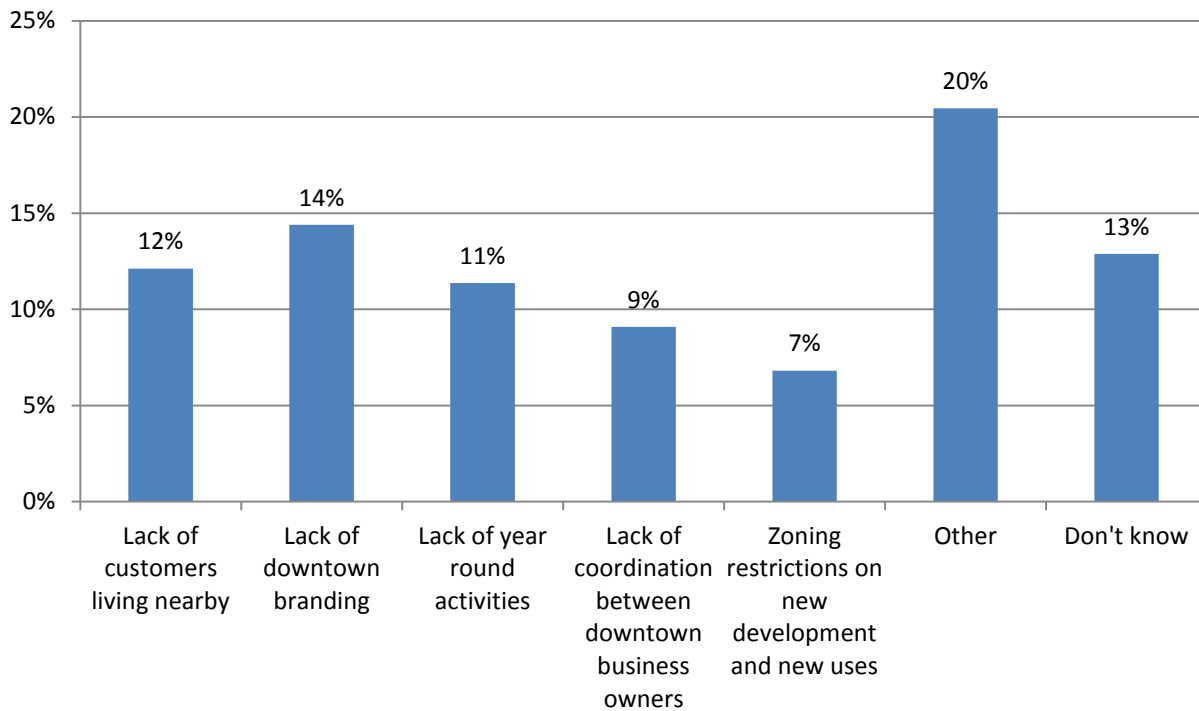
Question #30 - Ample parking is available in downtown



Note: Respondents may have understood this question to be asking whether or not there currently is ample parking in downtown.

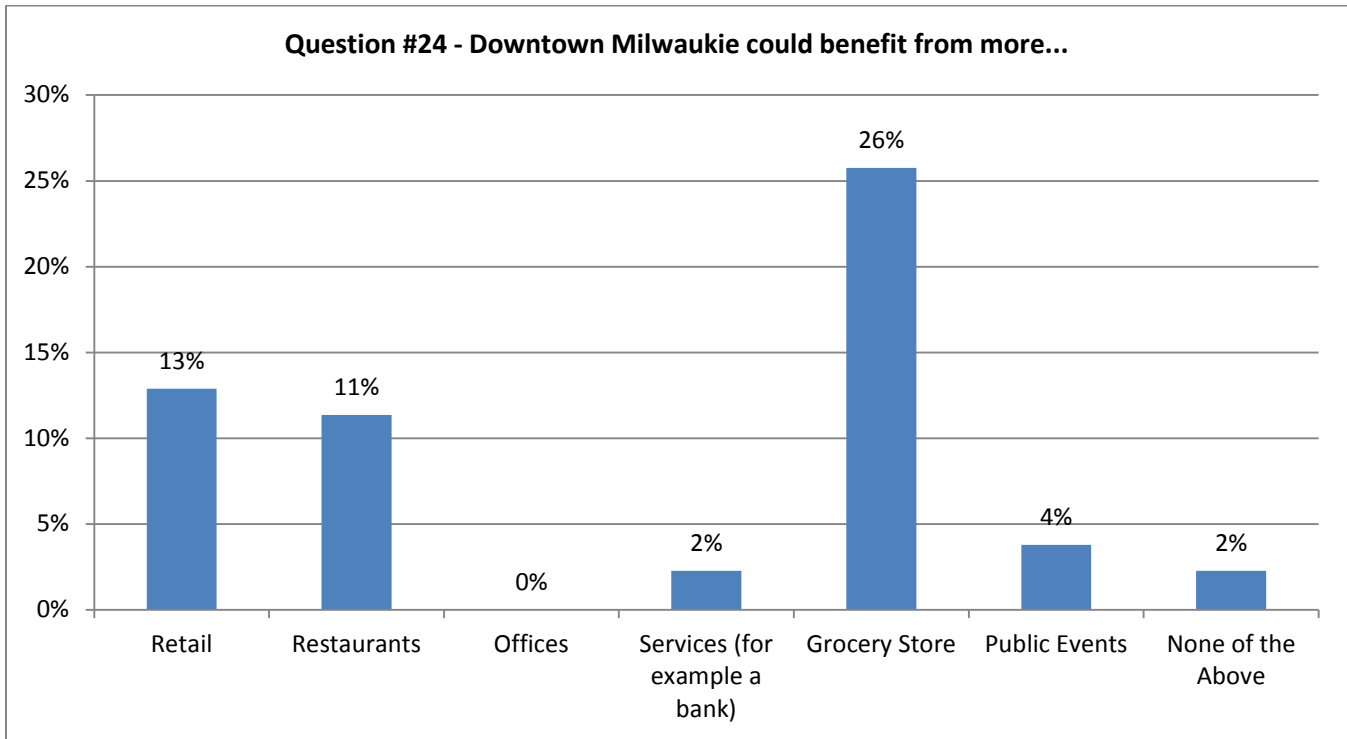
Challenges to businesses in Downtown

Question #22 - In your opinion, what is the biggest challenge for businesses in downtown Milwaukie?



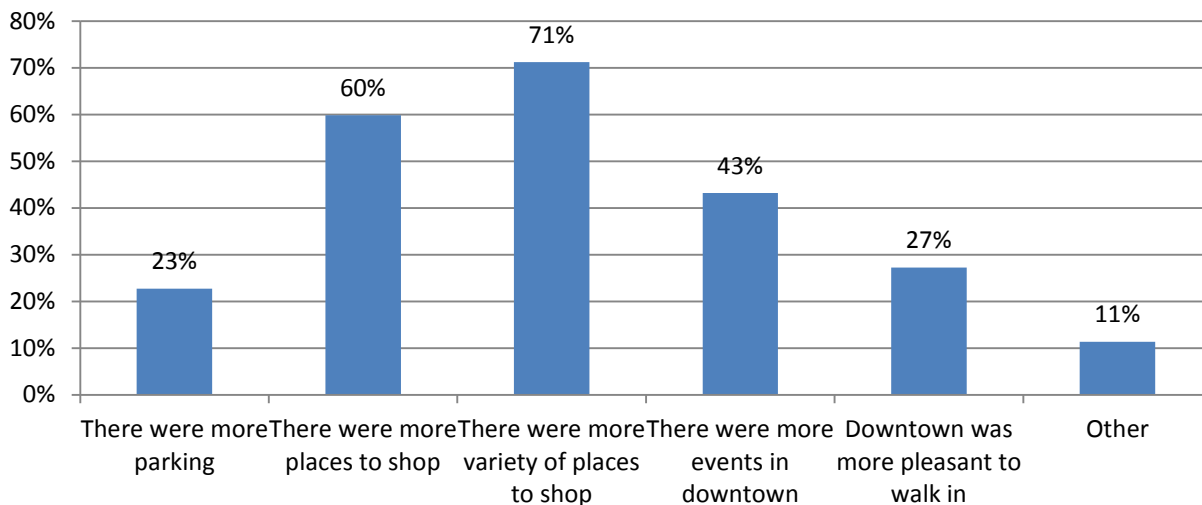
Note: See Appendix B for write-in responses to "Other."

Keeping people in downtown:

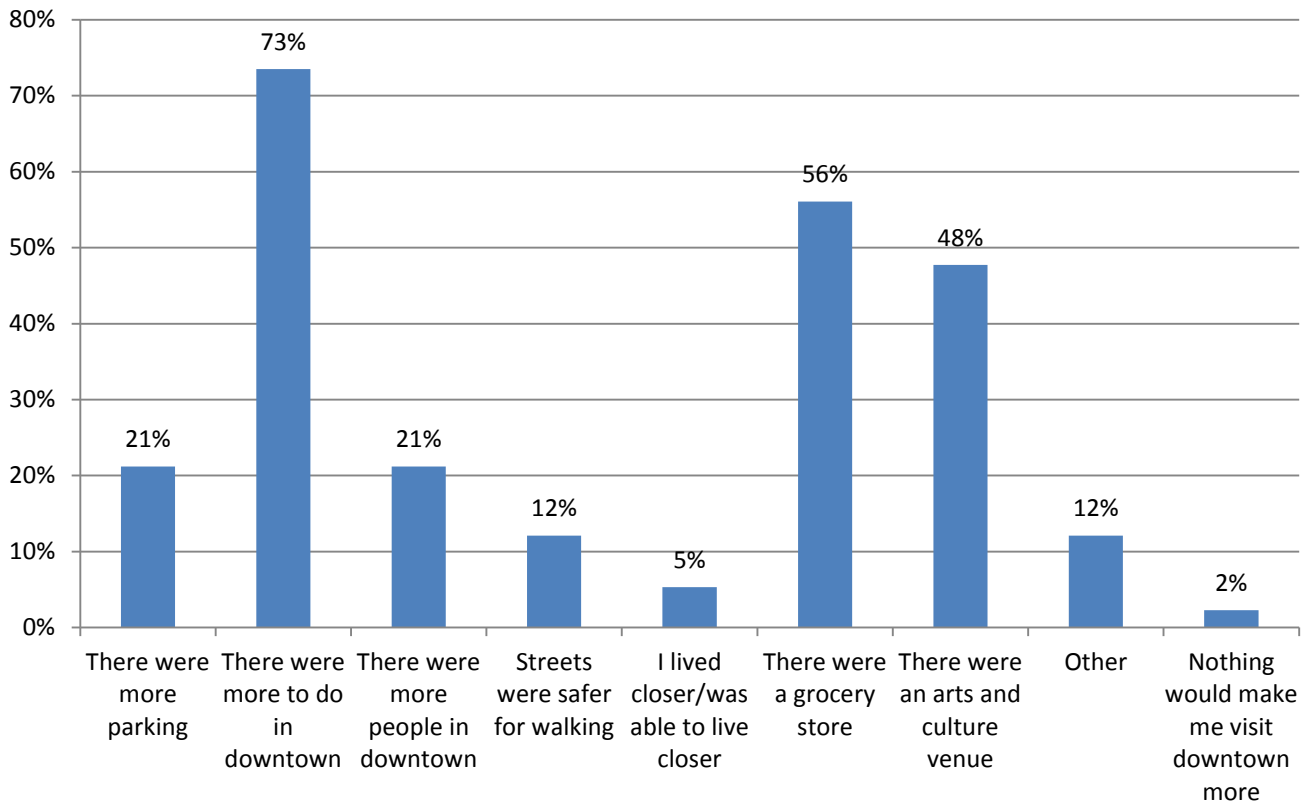


Results: The validity of this Question #24 is questionable. 55 responses were left blank, due to many of the hardcopies providing responses that selected multiple responses. However, with the responses that were valid, respondents believe downtown Milwaukie would benefit from a grocery store (26%).

Question #25 - The reason(s) I would shop downtown more often is if:



Question #26 - The reason(s) I would visit downtown more often is if:

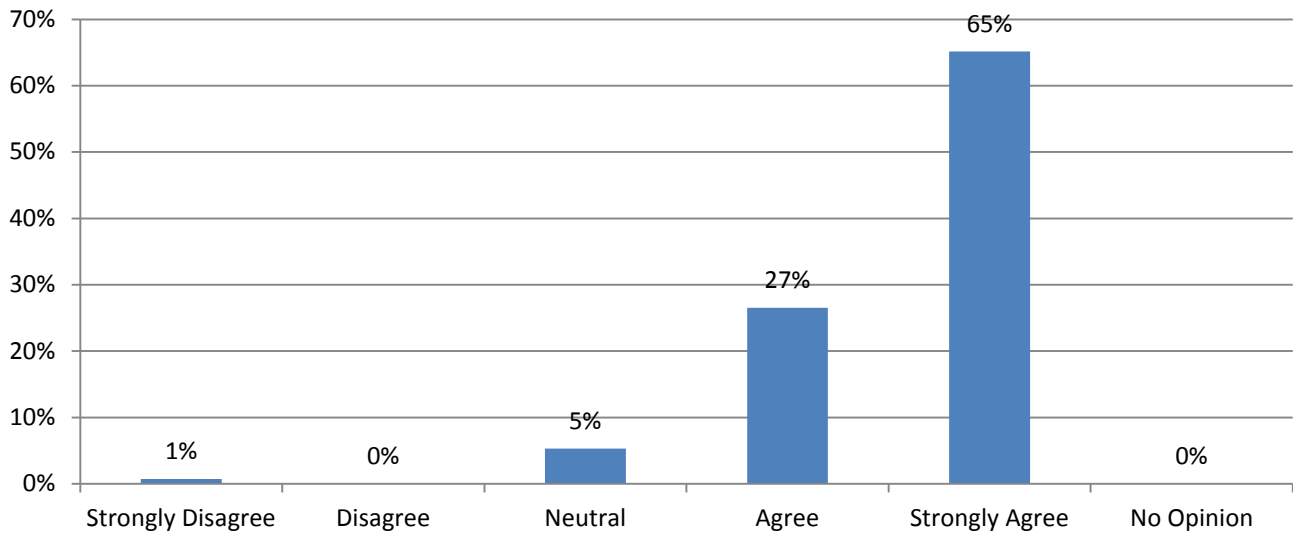


Question #27 - If you chose “Nothing would make me visit downtown more”, might there be conditions that would cause you to change your answer?

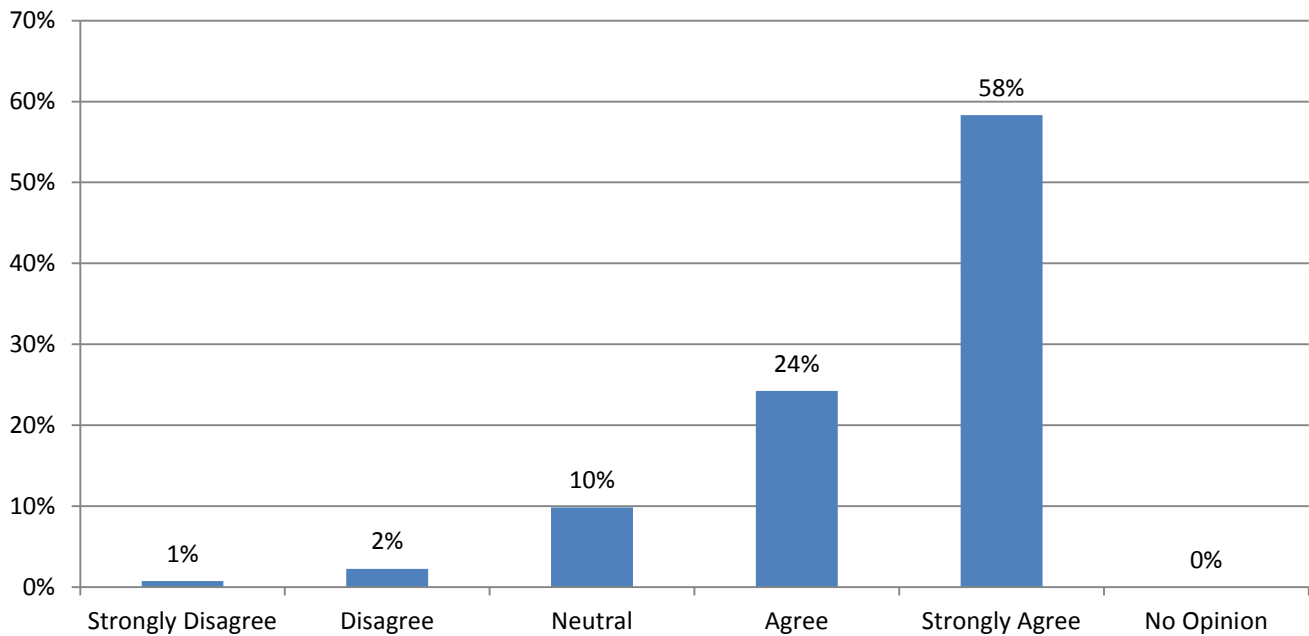
Two responses: one ‘no’ and the other ‘yes’, with a reasons stating “lack of discretionary income and if there was nothing else to do”.

The following items make up a vibrant downtown:

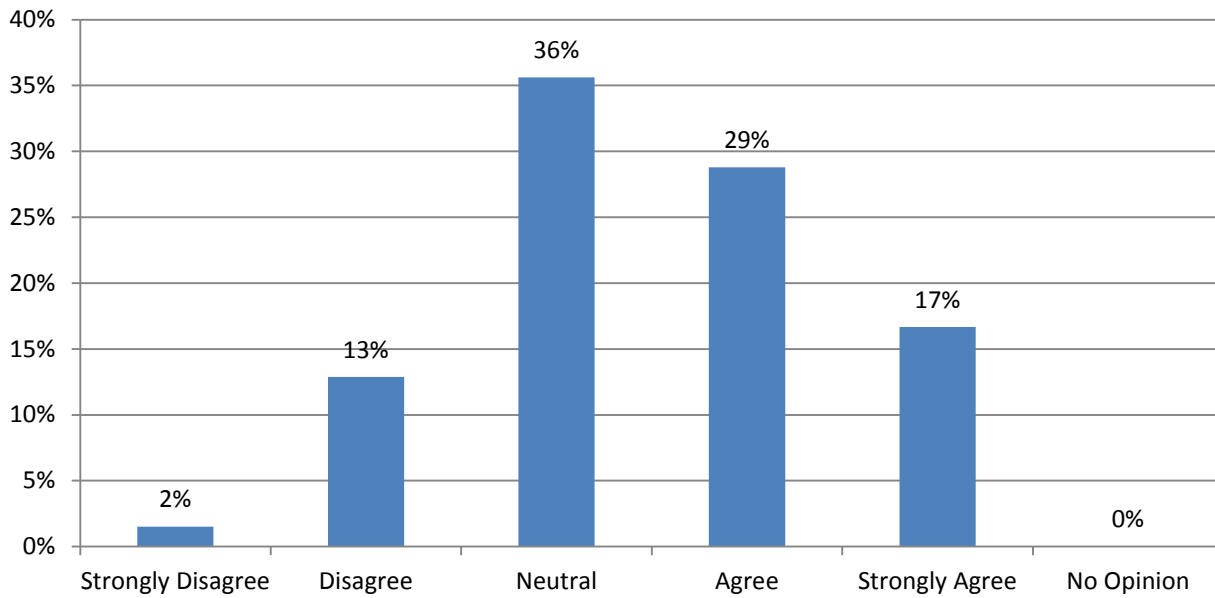
Question #28 - Increased variety of shopping options



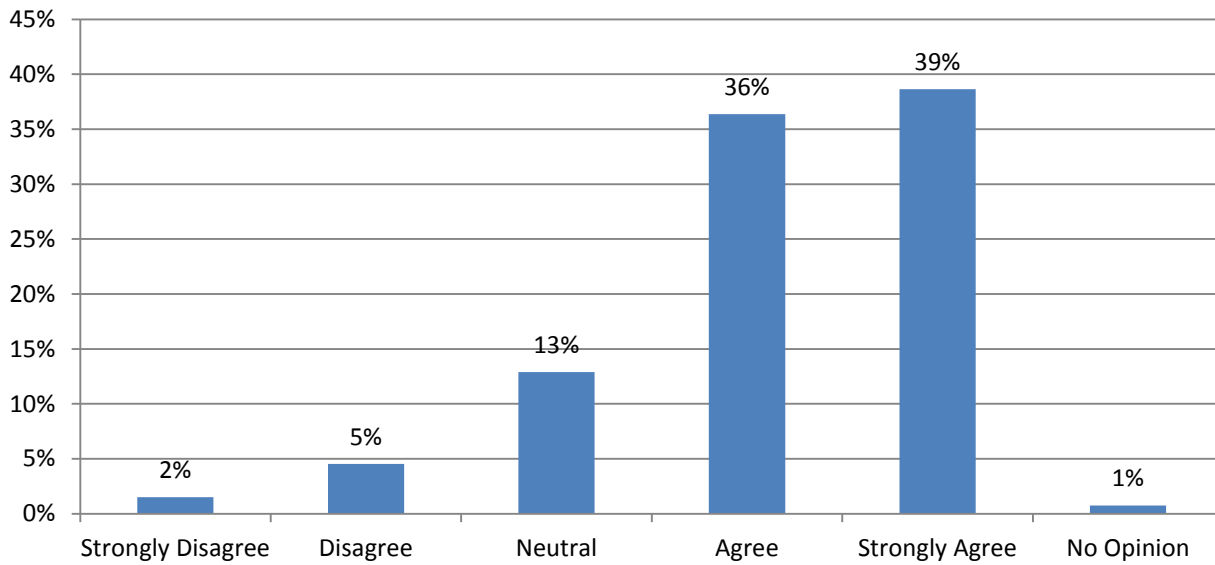
Question #29 - Increased variety of dining options



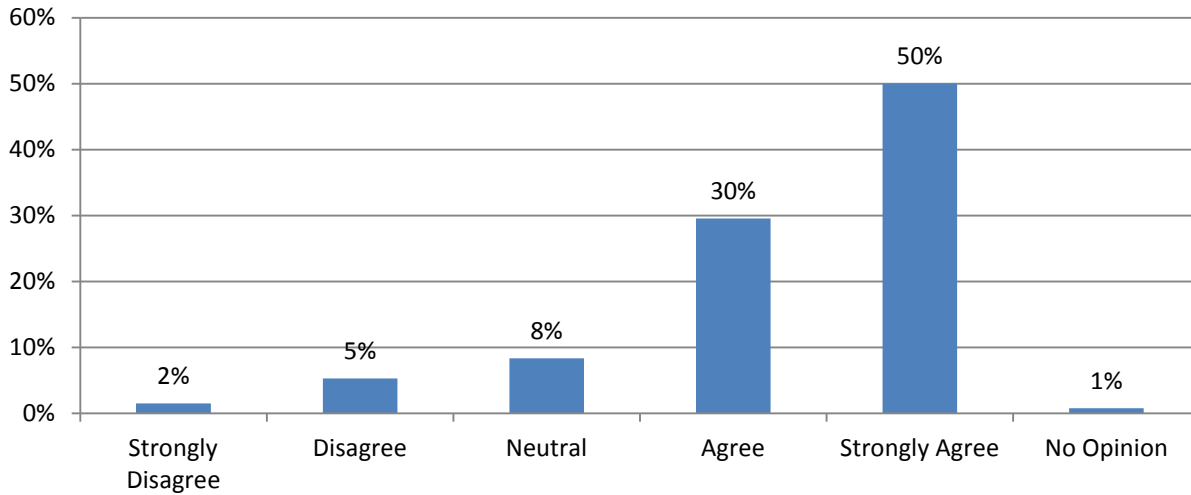
Question #33 - Increased variety of services (i.e. medical, insurance office)



Question #34 - Places to eat quickly and shop during a work day

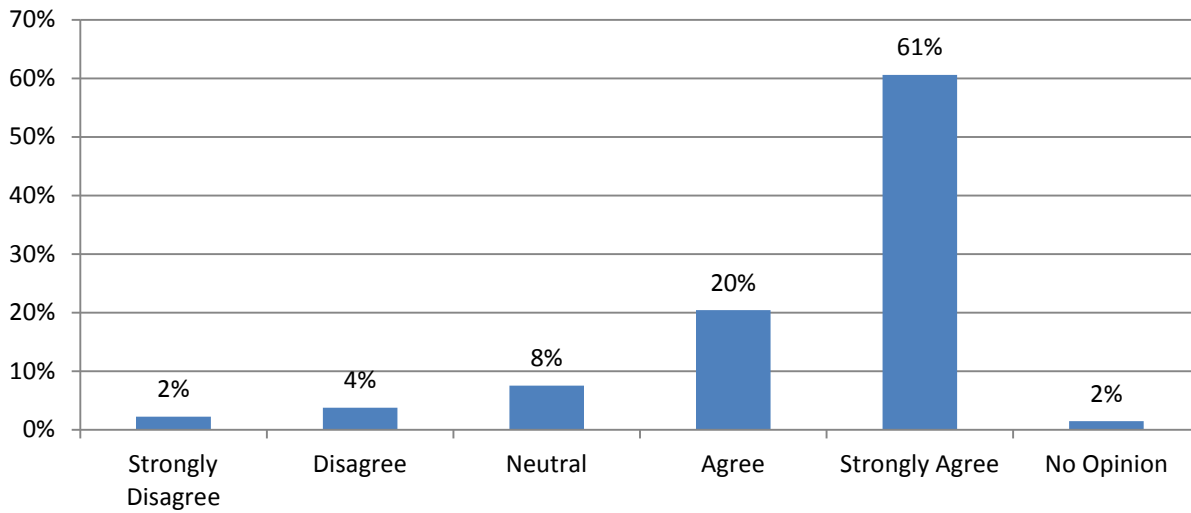


Question #35 - A destination for meeting your daily needs (grocery shopping, pharmacy, etc)

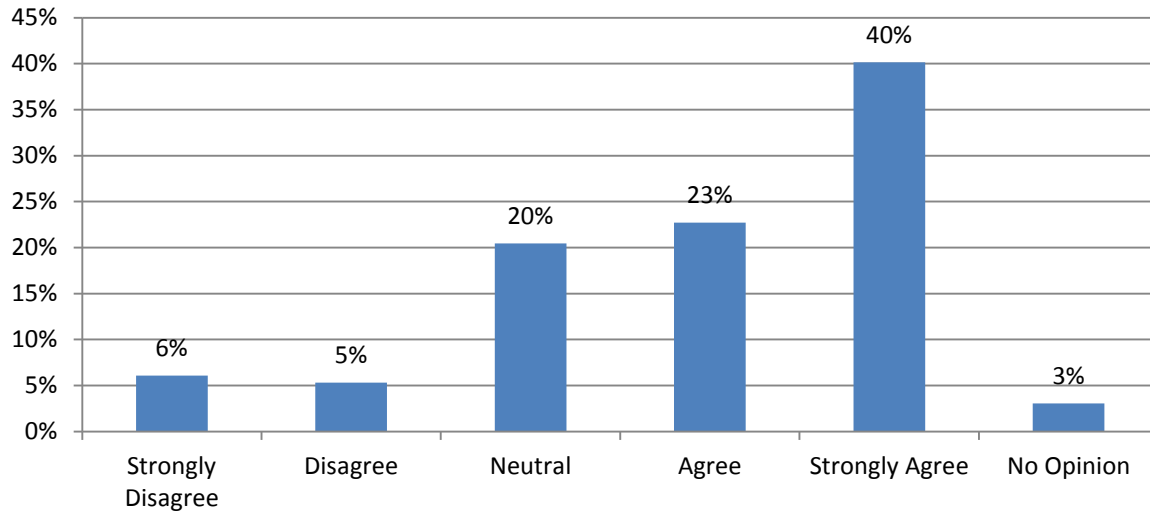


Transportation and pedestrian network

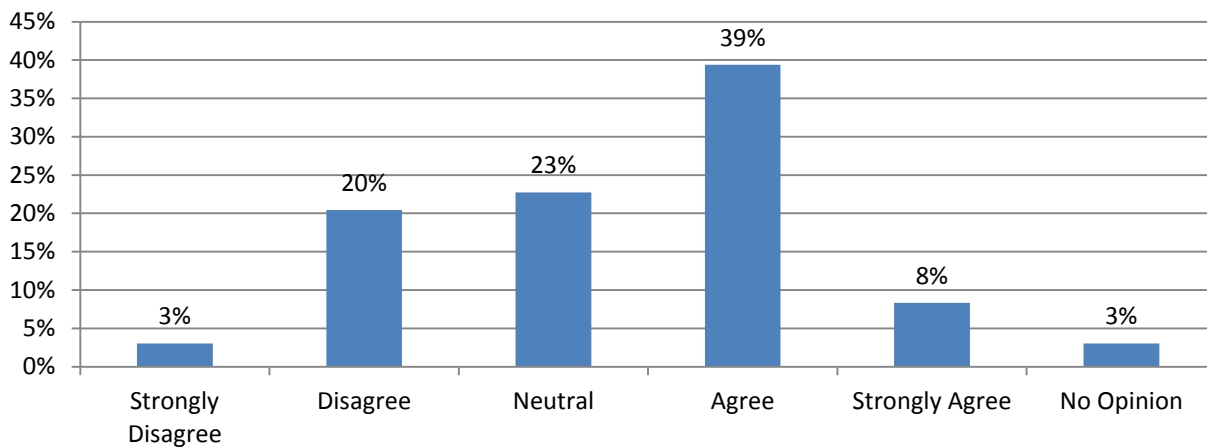
Question #1 - Development in downtown Milwaukie should encourage pedestrian activity and safety on McLoughlin Blvd



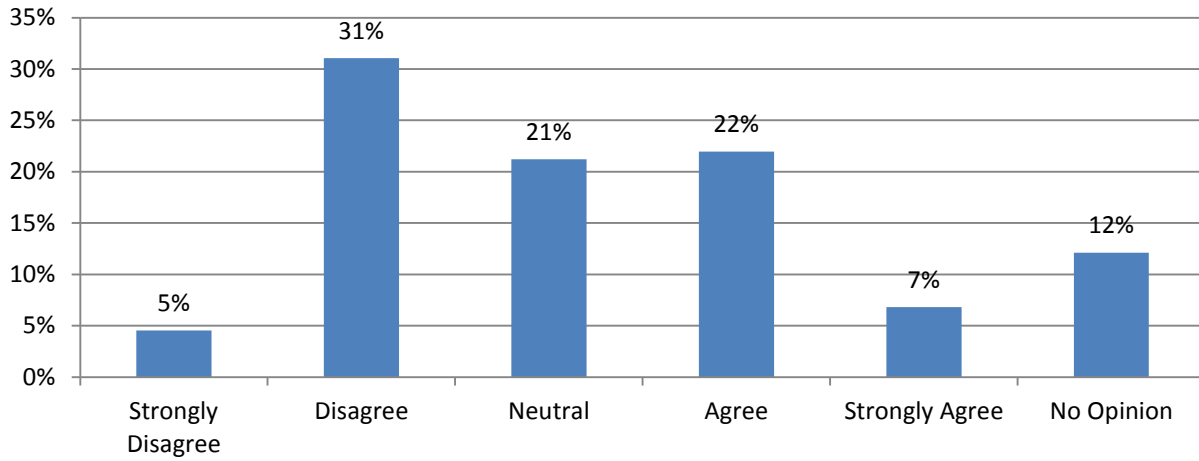
Question #2 - I would visit downtown more if there was a better connection to the open space by the Willamette River



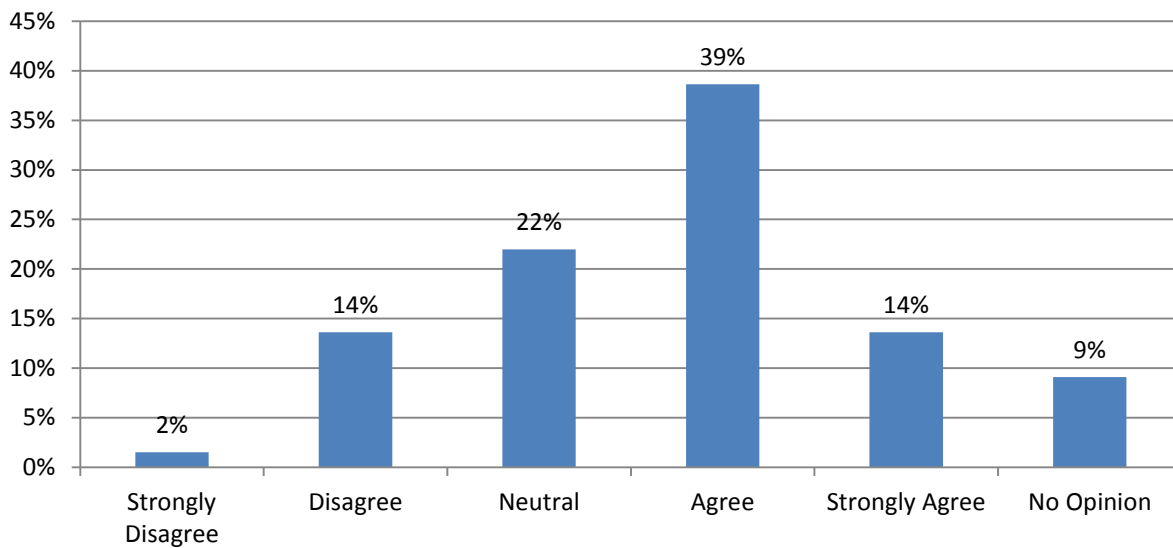
Question #6 - Downtown Milwaukie currently meets the needs of pedestrians



Question #7 - Downtown Milwaukie currently meets the needs of bicycle riders

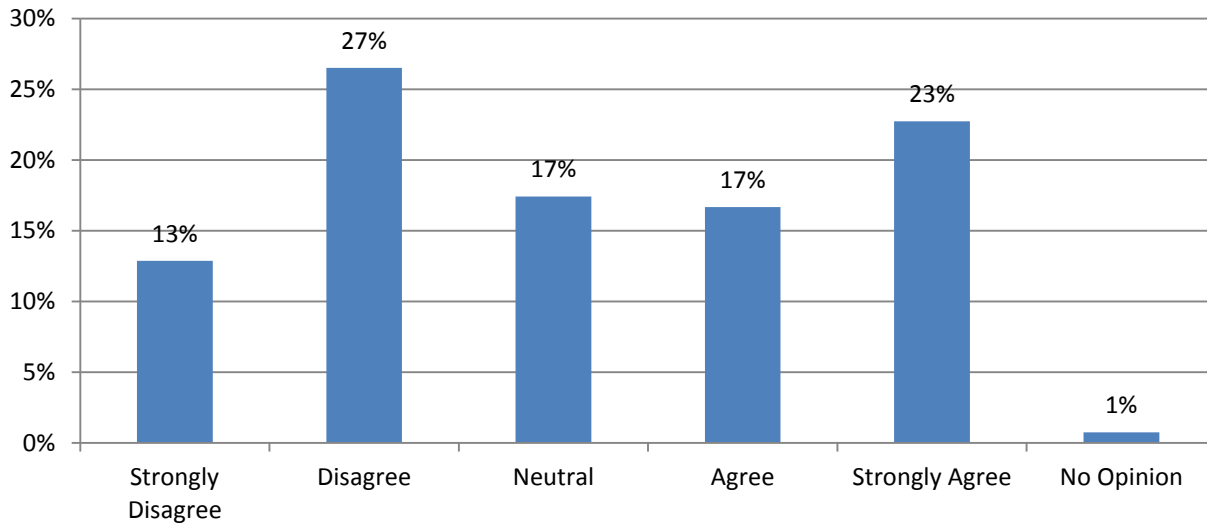


Question #8 - Downtown Milwaukie currently meets the needs of transit users

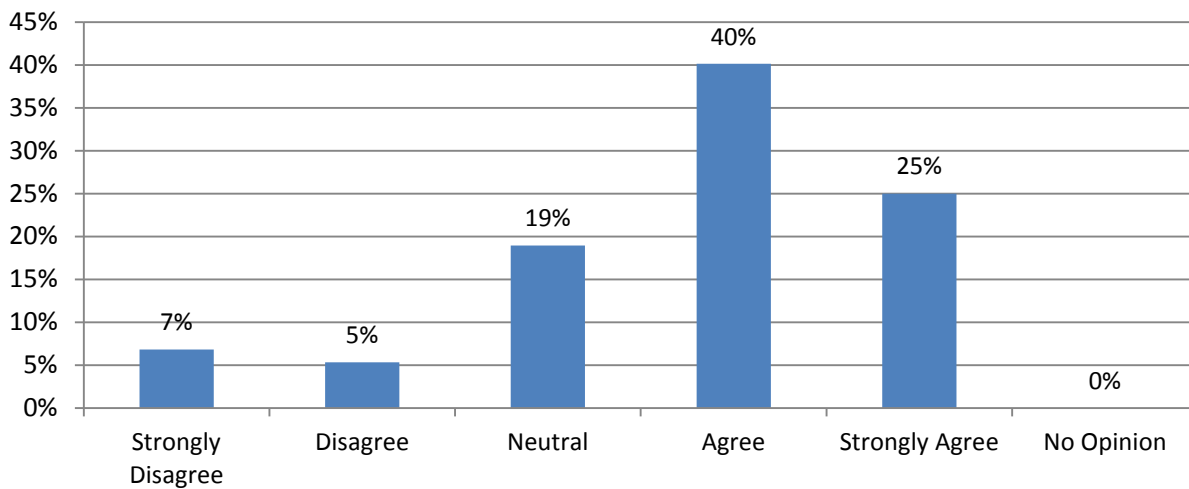


Urban Design

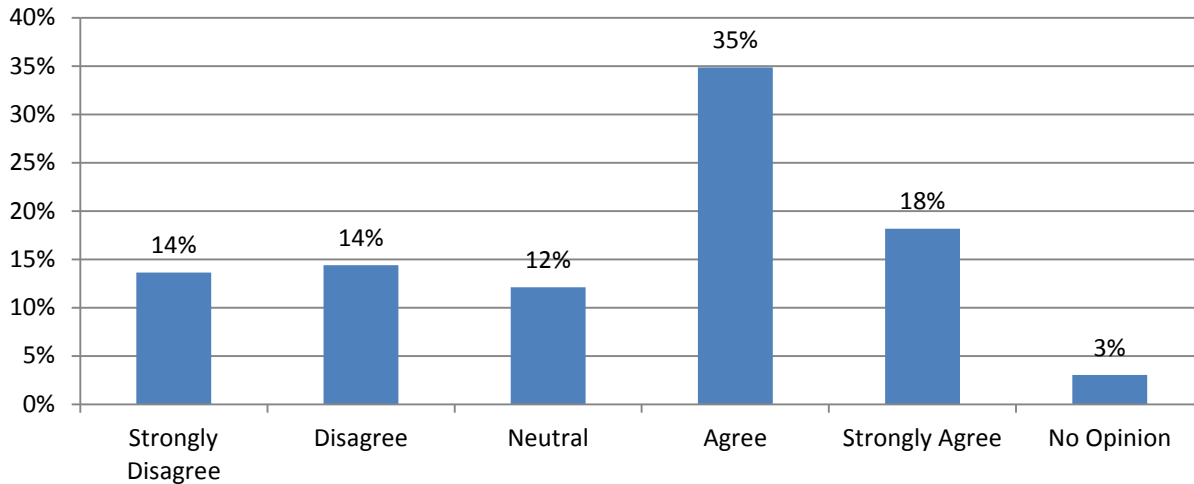
Question #5 - I would be willing to trade some on-street parking for wider sidewalks to allow for outdoor seating, benches, etc.



Question #31 - The following items make up a vibrant downtown: Wide sidewalks with outdoor seating



Question #11 - I don't mind buildings that are built to the sidewalk and taller than three stories



Write in results:

Question #36 - What are your favorite things about Downtown Milwaukie?

There are a total of 104 responses given to this question.

- Library (25%)
- Farmers Market (19%)
- Small town feel – including the scale, charm, welcoming feeling, quietness and safe feelings (17%)
- Restaurants – includes any that were mentioned by name (17%)
- Riverfront Park (14%)
- Coffee Shops – includes any that were mentioned by name (10%)

Question #37 - What, if anything, would you change about Downtown Milwaukie?

There are a total of 102 responses given to this question.

- 46% identified a grocery store
- 20% called for more variety of shops and restaurants
- 14% mentioned changes to the storefront of Dark Horse comics.
- 6% would like to see the downtown more ‘cleaned up’ with trash removal, to increase the physical appeal of downtown
- 5% would like to see changes to parking restrictions and addition of parking.
- 5% would like to see more connection to the river, or mentioned excitement for the future connection
- 4% would like to see more entertainment venues, particularly a brew pub

Question #38 - What would you like to see in Downtown Milwaukie that is not there today?

There are a total of 102 responses given to this question.

- 31% would like to see a grocery store
- 9% would like to see an increased variety of restaurants

- 8% would like to see an increased variety of shops
- 4% would like to see a playground for their children
- 3% would like to see more options for housing, particularly affordable
- 3% feel there needs to be more parking, as it's too congested in downtown
- 3% would like to see more parks, particularly the along the river
- 2% would like to see more recreational oriented businesses, such as a kayak shop

Question #39 - Based on your response to #38, what would help Downtown Milwaukie make this a reality?

There are a total of 79 responses given to this question.

- 11% of respondents suggested that there needs to be a unified business voice with a strategy to increase marketing and attract outside investment
- 10% suggested money and incentives would bring about change to make their desire of question 38 a reality.
- 8% believed there was a need more parking, including a multi-story parking garage
- 8% feel there needs to be more people in downtown, which include shoppers, retail and residents.
- 6% were not sure.
- 5% believed downtown would benefit from better marketing and advertising.
- In relation to the above point, 3% feel there needs to be an economic development specialist, who can attract an entrepreneur and establish an 'aggressive business development plan' for downtown Milwaukie.

Appendix D2 – General Information

Demographics

Question #41- Zip code

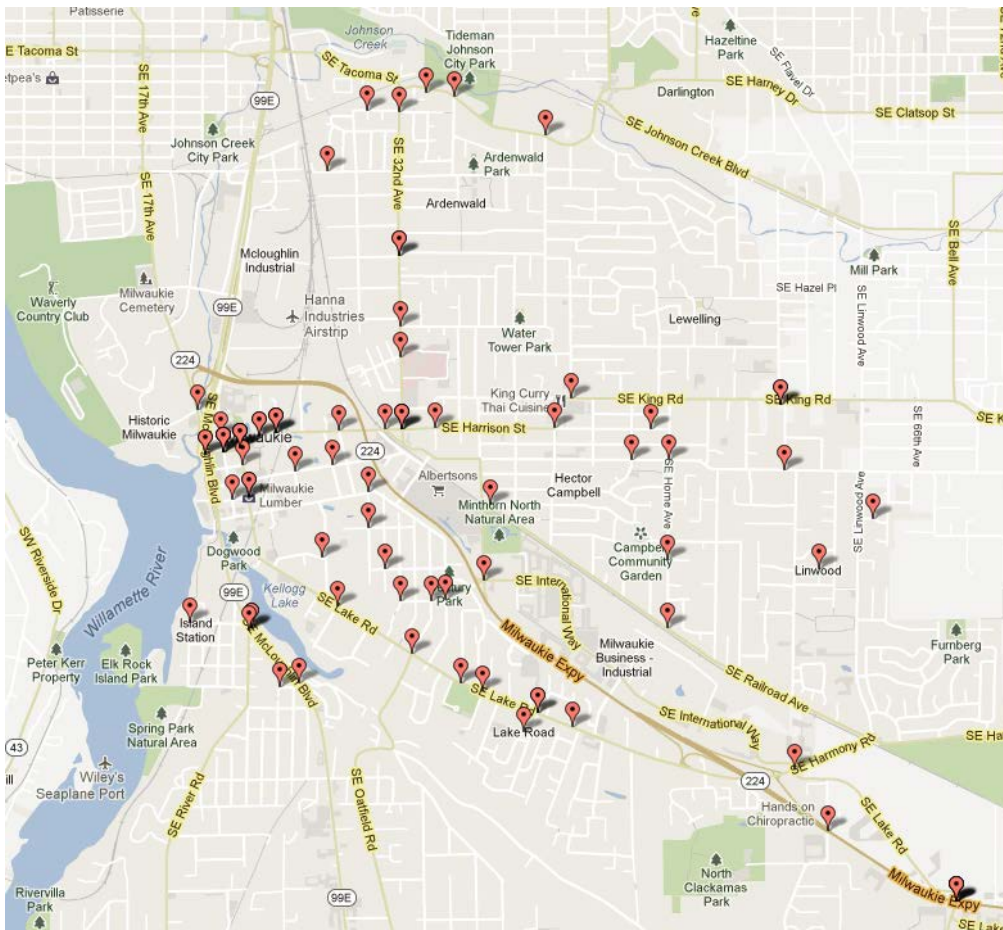
79% of the respondents provided a 97222 ZIP code, indicating they live or do business within Milwaukie

Question #42 - Nearest Milwaukie intersection to where you live

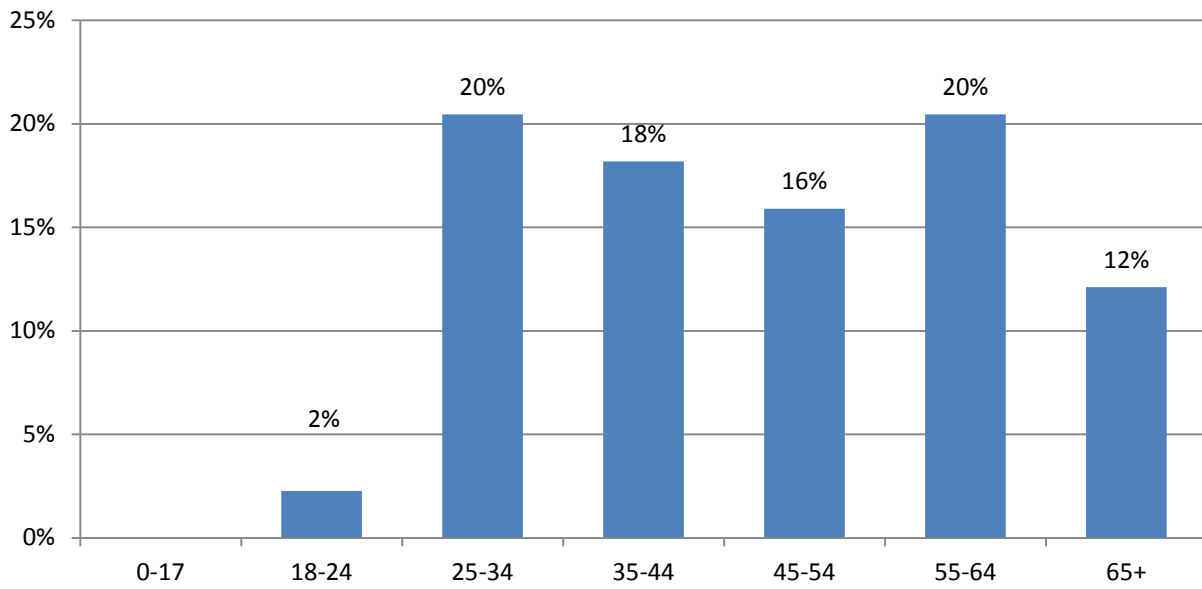
Question #43 – If you don't live or work in Milwaukie, indicate the nearest intersection to your place of business or employment in Milwaukie

The results of these questions are provided in the map below. 77% of the respondents live or do business within the City of Milwaukie. Responses that did not include an intersection were not mapped. Not all ZIP codes provided were within the city of Milwaukie; other locations include:

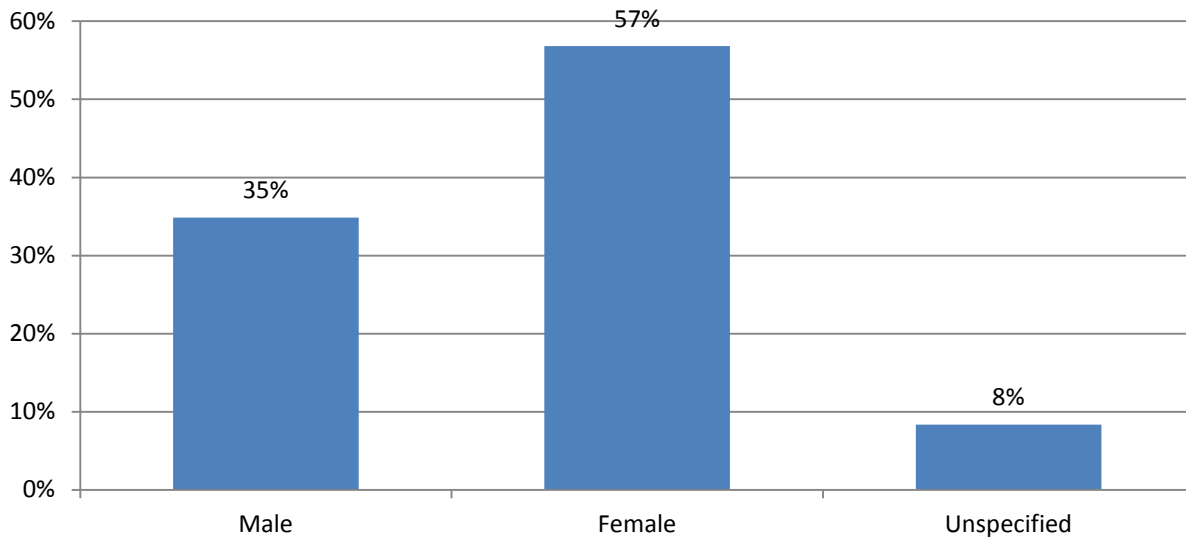
- Portland – 5% of respondents
- Happy Valley – 2% of respondents
- Clackamas County – 2% of respondents
- Aloha and Canby – each less than 1% of respondents



Question #44 - What is your age?

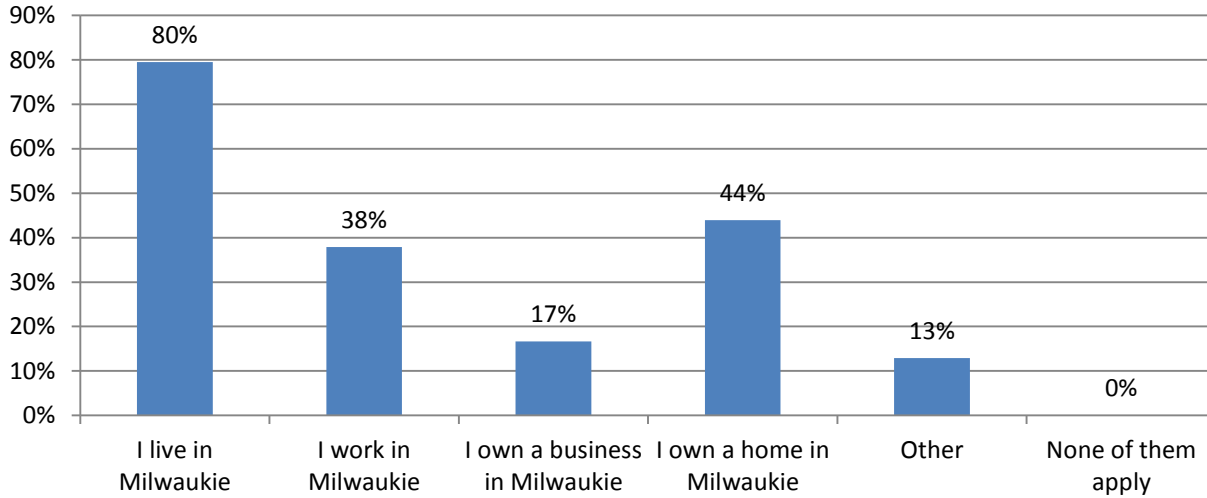


Question #45 - What is your gender?

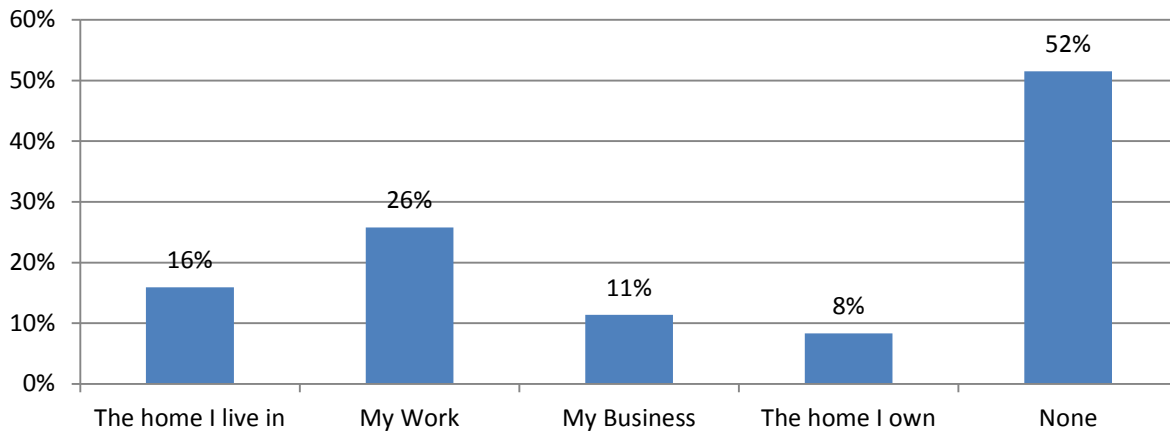


Respondent's relationship to Downtown Milwaukie

Question #14 - Please tell us which of these apply to you?



Question #15 - In your response(s) to the above question, are any of the following in Downtown?



Appendix D3 – Full results of Write-in Responses

Question #14 – Please tell us which of these apply to you?

I live in Milwaukie

I work in Milwaukie

I own a business in Milwaukie

I own a home in Milwaukie

Other

There are a total of 15 responses given under the ‘other’ option.

- 26% are from Oak Grove
- Other responses include: owning a town house in North Main; going to church; walking around downtown Milwaukie; a volunteer in downtown Milwaukie; and kids going to school in Milwaukie.

My husband and I are moving to Milwaukie next month.
I live just outside the city limits, but still within the greater Milwaukie area.
Oak grove
I live in downtown Milwaukie and will make or break my decision to stay in downtown Milwaukie based on the development (or lack thereof) of downtown Milwaukie.
Too gray, dark needs more trees, flowers, cleaner look.
I also volunteer in Milwaukie (Good Roots Food Bank, NW Housing Alternatives). I live close to downtown on Lake Rd.
We have owned a townhouse at North Main Village for over 6 years.
I like to walk around downtown
live in oak grove
Church
visit frequently
live in oak grove
kids go to school in MW
shop in Milwaukie
I live in Oak grove

Question #16 – I visit Downtown Milwaukie to...

Take a bus from the transit center to other areas such as Downtown Portland.
Use the Post Office and a bank and go to the American Legion
Walk
Visit Farmers Market
Catch Tri-met to downtown Portland
Farmers Market!!
Gym
Farmers Market

Don't go other than farmers market. There's not much for me there
Farmer's Market
Take the bus, which is creepy! Waiting for not safe at all!!
Transit
I walk thru downtown several times per week as part of my walking route for exercise. I also get my hair cut downtown. I walk to the post office twice per week or so. I buy coffee at Windhorse cafe once/week.
I also transfer buses.
I am retired and walk everywhere. I use the resources and invest...and spend my dollars as much as possible in Milwaukie. I dislike the idea that city government has a continuous need to explore reforms to code that requires already strapped and financially challenged small businesses more expense. These regulations will always cause more merchants to leave more than establish themselves. Also NO I have never been or desire to be a business owner.
Farmers Market
post office
Church
business banking
Farmers market, library
gym and medical
post office, fish
Walking
transit mall
I live across the street in apartments
public transit
Taekwondo for my son
go to library
Farmer's Market
post office and bank
work out
Farmers Market
Banks

Question #22 – In your opinion, what is the biggest challenge for businesses in downtown Milwaukie?

Physical barriers deterring access - Hwy 225, River, Kellogg Lake etc.
It is a combination of all the lists except for lack of people living near. The population that lives around Clackamas Town Center are not the backbone of their business. It is the traveled customer who spends more time, wanders, and willing to spend more money.
Milwaukie Market Place, Clackamas Town Center. There is nothing downtown which isn't better provided for at these two locations. One of which is at the almost geographical center of Milwaukie.

<p>The deadening effect of Dark Horse on the town. They came in, and the mood died. Industrial is not appropriate on Main St. And shame on the city for putting up with it. Their retail is fine, but the use of the big building with goulies [sic] in the window is wasting good retail space and robbing us of more dynamic uses.</p>
<p>Viable retail and restaurants that meet the demographics and needs, and would attract more people.</p>
<p>Many businesses do not have services that users desire more than similar businesses elsewhere - convenience of the malls in the area over supporting a local business</p>
<p>I don't think the local government knows how to make downtown an attractive place for businesses to locate. A lack of knowledge and experience in public employees and elected officials—they don't know what makes a business owner "tick" so they make policies and ordinances which are more damaging than helpful to entrepreneurs. Real change happens when the free market drives it, not public planning. Milwaukie needs parking, not less parking to accommodate bicycle lanes. Milwaukie needs to trash the ICLEI membership and Agenda 21 policies because they are based on bogus science and hostile politics of European and 3rd World countries jealous of America's productivity and success based on the American Protestant work ethic which built America into the No. 1 nation, a work ethic those outside the USA don't understand nor do they want to work as hard to replicate, so they are trying to bring the US down to their less productive level, so we no longer compete against them. So, they use Agenda 21 to rob Americans of their fast mobility and flexibility and quick adaptability to new ways of doing things, and slow us down to the slow pedestrian level of Europe and underdeveloped countries. If you city planners who read this don't "get it", then you are "undereducated" and need to put some hours in studying the huge and growing protest against the Agenda 21 monstrosity.</p>
<p>Letting people know there is a Main St. (from Hwy 99)</p>
<p>Parking</p>
<p>I think it's a little bit of everything listed, except lack of customers because there are lots of people living in walking distance of downtown Milwaukie, they choose not to go downtown and that might relate to the other reasons given.</p>
<p>There is not enough space for a variety of retail. Too many buildings that are offices, not retail.</p>
<p>Downtown does not have everything, it has some things but not everything, so people go to other places where they can get everything they need. i.e. groceries</p>
<p>Parking</p>
<p>Lack of diversity of choices (I will say this multiple times throughout this survey, but how do we have so many coffee shops and bars while not having a SINGLE by the slice pizza place? I believe that a local Portland pizza place like Straight From New York Pizza should be placed into a spot like below North Main Village Apartments, and that both the business and downtown Milwaukie would benefit from more food diversity like this. It would also cut into Pietro's Pizza's Monopoly on pizza in downtown Milwaukie, especially for business at Kellogg and Milwaukie Bowl). In addition to more food choices like a by the slice pizza place, we need to improve the aesthetics of downtown Milwaukie. From the lighting to seasonal decorations, we really don't do a lot to light and show off the area, especially at night. The lack of light and aesthetic beauty is noticeable and frankly a little scary at night walking around and driving through the area. We should look at a place like downtown Gresham as a model to how to build our future downtown layout and structure.</p>

<p>Many customers live nearby, but they do not choose to visit downtown Milwaukie, going instead to other areas, since the business types and variety are insufficient to meet their needs and desires.</p>
<p>It just doesn't seem very vibrant and with competing options nearby in Portland, I don't often feel compelled to visit. I think it would help if there were more events and a connection between downtown and the waterfront. The Farmer's Market brings me down more frequently when it's in season.</p>
<p>Only go to the Sunday market or ride the bus to work, or wait for someone to pick me up (which is scary).</p>
<p>I think it is seen as a transit hub more than a location to stroll through and visit with your family. If a bridge or something linked the river side to downtown it may attract pedestrian traffic. Unless I know exactly where I'm going, downtown Milwaukie is not really a place I consider fun to "stroll" through. I think there needs to be more shops and fun things to do along the walkway.....kind of like Hawthorne or Belmont.</p>
<p>Transportation is an issue. I hope with the new light rail that pedestrian crossing on McLaughlin and 224 will be improved. We live in the Ardenwald neighborhood and it's ridiculous to need to take a car into downtown Milwaukie, but there are too many near-misses crossing 224 for me to feel safe with my children. Perhaps a dedicated pedestrian signal would help? (Most of the near-misses seem to be from cars hurrying to turn left and only checking for on-coming traffic, not pedestrians.) That said, with the influx of young families and the new light rail, we're looking forward to watching downtown grow into a vibrant and family friendly cultural center.</p>
<p>I would say lack of customers living nearby, but that's not the problem that I have. I live pretty close, but 99E, 224, the RR and poor low traffic road connections are what keep me out of downtown. Too many obstacles and no good way to travel by bike or on foot. I hope that the Tacoma Station Area planning project will help fix that. I like downtown Milwaukie.</p>
<p>McLoughlin Blvd.....down town is nothing more than a couple of stop lights that slow commuters down getting to and from their destinations...oh yes traffic tickets and speed traps, aren't the best public policy to encourage people to stop and shop. Even when the tickets are paid in down town traffic court. I don't drive or own a car, but I watch these traffic stops daily on 99.</p>
<p>Lack of relevant businesses. Would love to have a Trader Joes nearby.</p>
<p>and parking</p>
<p>very congested</p>
<p>lack of parking</p>
<p>lack of community development</p>
<p>lack of businesses that serve my needs</p>
<p>and parking</p>
<p>lack of entertainment/bars</p>
<p>parking enforcement</p>
<p>lack of places to buy things you need</p>
<p>Dead downtown</p>
<p>Old, negative business owners</p>
<p>It doesn't have a big draw</p>

Question #25 – The reasons(s) I would shop downtown more often is if:

There was a location I wanted to shop at or had to shop at. I am not a shopper, but go to a store for a specific need
See answer to Q26
There used to be one of everything - sometimes two. We lost the wonderful variety that kept people IN Milwaukie. To shop for their needs. We need another grocery store and all kinds of things. The economy needs more than endless restaurants. We need basics.
Would really like a Trader Joe's or New Seasons or a co-op selling locally grown vegetables and fruit and products
Commercial places I'd like to see in DT: Comfort shoe store (like Shoe Mill), Gift/Variety store like City People's Mercantile in Seattle, which covers hardware, clothing, furniture, kitchen, toys, garden, office supplies, bed/bath, all in one fun, funky store, we need a grocery store like New Seasons, Women's casual clothing store like Maggie and Henry's at Cannon Beach or like La Paloma, we need a cool brew pub like Laurelwood or McMenimens [sic], we need a bakery, and a mini Powell's books & gifts, we need a healthy pet food store with pet stuff, and a community art space for local artists. DT would be really fun if all those places were there.
a vibrant bright city life that included destinations that you could walk to and from.
More food options like once again, Straight From New York Pizza. I guarantee that I and many others would go there almost daily, and one of their owners actually lives in Milwaukie :)]
I really like the idea of micro parks and areas to enjoy outside and especially the river area. I think Milwaukie has a unique opportunity to build up in a way that encourages families to socialize together and create a strong community. An Oregon version of Sesame Street, if you will. Public events would encourage this; I notice how the town really comes together at the farmers market.
I could get there.
family friendly activities
I rarely shop outside Fred Meyer
we don't need big shopping areas
less fear of parking fines for the barest of reasons (e.g., wheels touching sidewalk)
more healthy options
Less bird poop!

Question #26 – The reason(s) I would visit downtown more often is if:

Specialty retail - non-commodity items not available in mass market stores
I visit every day, but would stay longer for events or my personal interest gatherings
Trying to replicate what the downtown area was before the Market Place etc. were built is folly. Downtown should be the leisure center of Milwaukie. Nice restaurants, entertainment and events. The best downtown can be retail wise is provide for the local neighborhoods, in the same way Safeway and the stores at King/42nd do. Why would anyone from east of 224 shop

downtown when they have the Market Place and King Road.
More variety - the things we need and use in daily life.
Waterfront attractions, ie; park, walking path, events, etc.
Parking isn't an issue. People can always park across from City Hall, get out of their cars and walk a few blocks if needed.
If downtown had all the commercial enterprises I have mentioned, I'd be in downtown several times a week.
Pizza!
Look at the business mix in successful retail areas, like Sellwood, NE Alberta, or Mississippi in Portland. Milwaukie's downtown suffers from availability of services like pet supply, yoga studios, specialty restaurants, etc. in lower rent strip mall areas nearby, but these types of businesses are what it needs to be vital.
If there were a yogurt or ice cream shop. If the shops were closer together. There is a bowling alley, arcade center, theatre, a couple cute little restaurants/wine bars, but they are so spread out it does not make the walk worth it...especially with a family.
I like the 'Think Soon' store downtown because I can get Fresh eggs and some produce without having to go to a huge grocery store. Small scale grocer would be nice to have. I also like the second hand store on Washington & Main. Another store like this would be nice.
When I say grocery store, I don't mean another Albertson's or Safeway - we have those nearby. I walk or ride my bike to Sellwood from my house in Ardenwald to go to New Seasons. If downtown Milwaukie had a high-end grocery store, I would prefer to go there instead -- that is, if I could get there without having to travel on/across 99E or 224.
Christian and family friendly activities
more kid friendly places
more bars/entertainment
need more food stores
Good brew pub w/ music

Question #36 - What are your favorite things about Downtown Milwaukie?

Coffee Shops and Parks
It has so much potential. With the right addition of restaurants and businesses it could really thrive.
The new restaurants, the small town feel.
The scale of Main street, the potential as more people live downtown, the access to the river
the main street feel, the river views, the people
Small, compact, some nice restaurants.
Wine 30, Sunday Market, Coffee Shops are good meeting places
There are few tall buildings. It is in scale and it is a Mayberry - not Portland or other new, look all alike towns.

There are a handful of great shops and restaurants. It has a compact, traditional ("Main Street"), downtown core. It has lots of potential. MAX is coming.
It's cute, small, and not extremely crowded.
Clean, safe.
Old buildings still intact.
Enchante is one of my favorite stores, and coffee shops.
Proximity to Portland, while still maintaining small town appeal.
Wide main street; Trees lining the street, transit center
It is walkable, pleasant with trees and plantings, library, city hall, gym, restaurants
It has a classic main street, compact, well defined, near the riverfront; it is level and easy to walk. I like the natural springs in the area, mature trees, historic buildings, ducks and geese, it's historic place in Oregon history, Perry's Soda Fountain, the better looking buildings which have been remodeled and improved, the coffee shops, Enchante, Milwaukie Kitchen & Wine, Spring Creek Coffee, I love seeing the river when you drive west on Washington St. The Library & pond, the architecture and waterfall of Waldorf School.
Antique stores
A beautiful location clean & charming
Small town feel
The variety of different eateries.
the library
That I can walk to the post office, the banks, and the library all quickly in one stop.
Ohana Hawaiian restaurant; the Farmers market.
small town feel
Milwaukie Kitchen and Wine, the library
Enchante and the Farmers Market and Wind Horse
Wind Horse Coffee, library, farmer's market
The restaurants
Seems in scale with the rest of Milwaukie and surrounding area.
The restaurants by the library, the Painted Lady coffee shop, library, cha cha cha,
The candy shop, farmers market, Pietro's
Quaint atmosphere - just not a lot of businesses I want to frequent. More coffee shops, restaurants, good shopping would help.
Farmers Market, walkability
Never have trouble finding a parking spot and the parking is free. It always feels safe to walk around even at night. Dark Horse Comics. A variety of different types of cuisine.
Restaurants, shops, the small town feel, the scale of the buildings, the river.
Milwaukie Kitchen and Wine, the Ledding Library, the antique stores, Wine 30
it's close to where I live, beautiful scenery, max is coming,
The community of people
It's quiet
The community and small-town feel

Accessibility to where I live, old small-town feel, the beautiful waterfront, and access to public transportation.
Slowly improving
Wunderland, the Soda Fountain, my home at North Main Village Apartments, Kellogg Bowl, the Saturday Market, and the beauty of the river.
Thai restaurant, Wind Horse Coffee, Bowling.
Farmer's Market
Wide Streets. Close to the Willamette. Older buildings.
Sunday market
The banks, city hall, & library
There are a few places I like to go; coffee shop, Mexican restaurant and wine bar.
The family owned restaurants and small town feel.
I love the ability to go from the library to get a nice lunch at Cha Cha Cha or other spot for lunch. Nice walk.
We love the farmers market and library. We go to the theater at the arcade and eat out at Cha Cha Chas regularly. We've met friends at the Waldorf playground on the weekends. We try to engage as much as a busy family without a lot of money can ;) Milwaukie as a whole is very welcoming for us.
I like the quaintness, the small town feel mixed with progressiveness (Andy of Mayberry meets Portland). I like the shops, restaurants, cafes, the library, City Hall Bldg., riverfront, Dogwood Park. I love everything about downtown Milwaukie as it is. More retail and restaurants would be a good thing - please No Fast Food Chains.
I was born here. Educated here. Have family here. I returned here when I retired because of two reasons. 1. My family lives here. 2. Light Rail was planned and started. With this decision, I invested in the community, economically, family, socially, and spiritually. In the 40 years I have been away...the core area has retained its charm and attraction of small town America. Cool the jets and remember change takes time, and it won't happen in one or two years. When I moved away 40 years ago the city fathers were talking the mantra of river front development, access to the river, attracting businesses etc. FOURTY YEARS...that should tell us something!
I think DT Milwaukie; including the riverfront is a terrific place for walking. I am a big fan of the restaurants that have gone into the North Main Village complex, the coffee shops, the bowling alley and the wine bar.
chocolate store, restaurants, library
Infrastructure for a vibrant, busy downtown already in place. It's close to the river and great scenery. Wide sidewalks.
The Library; Milwaukie Kitchen and Wine; Coffee houses. Other than those and the Farmer's Market, there isn't much.
The river
The library (hands down!), coffee shops and restaurants.
river and park
Waterfront; eateries such as Milwaukie Kitchen and Wine, Wine:30, Ohana, and Rice Thai Cookery; the small-town feel but being close to Portland

library, farmers market, river
Scott Park, Wunderland Arcade
It's charming and I enjoy the market.
Meeting friends and neighbors in the streets
The old buildings that are left and still used
Generally quiet and peaceful. Free from Portland perversion
library w/ park
library
The farmers market
Small town feel
business owners are friendly and welcoming
art culture, yearly farmers market and wine dining area
coffee shops, library, river
the improving image of the downtown buildings and the park access
small town feel
very close to Portland, yet apart and tranquil
proximity to river, small size
it is charming
Farmers market, library, pond house, riverfront, Am-legion clubs, shops, bank
civic building in same area as retail, people who get to decide what Milwaukie becomes are looking right at it and have to be engaged
Library, safe relaxing, comfortable "old time" feel. perhaps City should capitalize on "old tidiness" and develop the uniqueness of what Milwaukie already offers and not copy other areas
library, river, farmers market
library
bright, ample parking, friendly, welcoming
conveniently located, visibly attractive (river)
changes
changing and seeking input (e.g., riverfront)
light rail is coming
chopsticks, Libby's, bowling, pietro's
small town feel, library, restaurants
small town feel, not shopping center.
size (#of blocks)
coffee shops, aesthetic appearance, walkability
library, parks, dining
Restaurants, street front feel
library, farmers market, things from another world, trees
farmers market, library, small shops
good public transit

library, farmers market, thrift store, 1st Friday
library, pond, large characters at dark horse, farmers market, river, ice cream, city hall
pleasant to the eye, library, close to river/natural area/park
library
nice variety of restaurants - family friendly and not too pricey
small, active farmers market
farmers market, library, river
farmers market, library, Mexican rest, dark horse
before light rail - were many types of businesses
Its quaintness, slow pace and tree lined main streets. Library, parks,
library, Milwaukie lumber, cha cha cha, painted lady, Kathy's salon
Great layout. Classic small town feel. mix of businesses
Walkable, small town, safe, friendly
The library, Ohana
Library, Farmer's Market, thrift stores, Collector's Mall, Post Office, small coffee shops
Not much going on, it's quiet.

Question #37 - What, if anything, would you change about Downtown Milwaukie?

Dark Horse Comics takes up way to much space. There needs to be a better variety of really good restaurants, interesting businesses, a more vibrant art scene and something to do.
More people, more services and shops, GROCERY STORE, more art,
Improve the storefronts...go a step up in clientele
Provide more choices and opportunities for people to live in downtown.
Encourage living areas catering to a higher income bracket, relieve the mindset of "doing it this way" because it blocks future better ways or being cutting edge
Reduce the vacant storefronts, add more vibrant businesses, open up more sidewalk restaurant seating, eliminate angled parking, add a bakery with fresh baked goods throughout the day.
Change the whole downtown area to one zone, not seven. Limit buildings to no more than three stories high. Remove restrictions on what type of business is allowed, by still encourage restaurants and entertainment.
Throw Dark Horse out of the old Hamilton Building, ask the candy store people to turn on their lights and appear OPEN- it looks closed all the time.
More shops and restaurants, so it's more of a destination. Fill some of the empty storefronts.
Add more shops (i.e. a bookstore), family-friendly brewpub, bakeries, coffee shops and restaurants (esp. vegetarian/vegan and gluten-free friendly ones).
More business.
Dark Horse to be more neighbor friendly. Open their doors to the public and create an attraction for families. You can look but you can't touch attitude is not welcoming.

I would like to see more pedestrians walking in the streets of Downtown Milwaukie.
Make it more of a draw for people who don't live there.
I would move Dark Horse Comics' work area elsewhere and turn their ground level buildings to retail space or at least offices with clear windows. I would move the teen hangout at 21st and Washington - they do not reflect well on their peer group.
Prohibit Light Rail, but since that won't happen, beef up Police presence during rush hour and weekends at the Lake Road Station. Give tax breaks to building owners as incentives only if they remodel and improve their buildings, lower the annual business license fee to \$50 per year to businesses with 6 or less employees as an incentive to build businesses, get rid of seedy-looking taverns on Main Street, put large hanging baskets of petunias on every block of Main Street and 21st, encourage window boxes and flower planters where appropriate, put white LED lights in all the trees lining Main Street, plant more street trees. It needs more trees and flowers everywhere and good quality banners, flags and sculptures.
More things to do there.
I would ease up on the traffic enforcement (I believe it is the #1 deterrent to patrons in our town) I know safety is very important. I feel digital speed signs at each end of town would help by slowing down speeders & saving lives. But by no means do I think we do not need our Milwaukie police they are an outstanding department, I just think people associate Milwaukie as a speed trap and that is not good for any business.
Get rid of Dark horse
More shopping
nothing
Max line construction
A decent brew pub (not a dive bar)
Get rid of Dotty's. No loitering around the bus stops.
more fun shops/dining....the library being brighter
more variety of places
The whole look and feel of the downtown needs to be updated and cleaned up. And safe and easy access to the river front.
We need a good bar. I know there ARE bars... but we need a good one.
longer street parking
Needs more decent restaurant options and a dedicated brewpub.
Dark Horse takes up way too much "retail" space, making it look unoccupied. Kudos on the success of their company, but it "black outs" the downtown. Add cohesiveness to the entire area, whether hanging plants, signage, etc, to "define" the downtown.
make it easier for business to be successful...branding, exposure
Clean up the appearance - make it a little more appealing with better shops. Improve the walkway to the riverside park. Have more events at the park to entice people to want to come downtown.
A natural food store, eg. Trader Joes, New Seasons
Better pedestrian's routes to walk there. I live less than a mile away but I have to walk on 99E and its loud and full of traffic. There's not a lot to do unless you have a specific plan to eat at a certain place or buy a certain item from a specific store. It doesn't encourage just hanging out.

<p>1. Use of the buildings for retail on the ground floor currently occupied by Dark Horse</p> <p>2. Improve the cleanliness of streets and sidewalks</p> <p>3. Businesses and property owners need to maintain the landscaping, including the trees</p>
<p>We need more shopping. I would love to be able to buy groceries and other things in Milwaukie. I would like to see the sewage treatment plant removed from the river front.</p>
<p>I would add a food-cart pod, I would remove the water treatment plant, I would drain Kellogg Lake and eliminate the dam, I would develop waterfront.</p>
<p>The parking restrictions are ridiculous. They make having a business and visiting the downtown area an unfriendly environment.</p>
<p>I would recall City Councilor Mark Gamba</p>
<p>More shops and restaurants and larger variety. Keep the businesses coming in!</p>
<p>More street presence for shops and restaurants</p>
<p>Mostly everything suggested in this survey. It is pretty obvious that there has not been a substantial financial investment in the area, and this is obviously shown from the lack of diversity of shops and restaurants, the aesthetic looks of downtown Milwaukie, the amount of traffic and pedestrians in the city downtown when the Saturday Market is not going on (the polarization of this is really powerful. The Saturday Market shows us the potential traffic that downtown Milwaukie could have if we financed its improvement and did this improvement wisely and sustainably.</p>
<p>A shorter wait for the pedestrian lights at McLoughlin Blvd. and more time to cross.</p>
<p>If it was cleaner.</p>
<p>Need a real bakery, like Grand, not just coffee shop selling some pastry.</p>
<p>Bring in more business. We don't need more bars however.</p>
<p>See above</p>
<p>More pedestrian friendly</p>
<p>I would love to see a connector to the waterfront, perhaps a walking bridge that went over 99 and to the waterfront park. We have to utilize that area.</p>
<p>I think downtown Milwaukie will improve as it grows. The newer developments, nearest the library have attracted interesting businesses likely to attract visitors. The older area near Cha Cha Cha! has charm and lovely trees. I'd like to see the other areas, out toward the post office and surrounding Main St invested in before encouraging growth outside the downtown core. This would improve walkability, give a single area to spend a good chunk of time visiting a variety of places and foster the bonds of community. It might also attract visitors looking for a family friendly alternative to Portland and more accommodating to a younger crowd than Lake Oswego or Sellwood.</p>
<p>It's isolated and too hard to get into from my neighborhood (Ardenwald).</p>
<p>Nothing really!</p>
<p>The front of Milwaukie facing McLoughlin is awful. The buildings close to the light rail stop are also very sad looking. I wonder what it would take to get business development energized in DT Milwaukie. I'm very excited about light rail and the Adams street project. And the bridge that will connect DT Milwaukie to the riverfront is fantastic news.</p>
<p>More small scale retail shops</p>
<p>More and better shopping, dining and drinking options. Fewer crack heads and crummy bars. A</p>

decent place to hear music.
A good, high quality grocery store, e.g., smaller version of New Seasons or even Trader Joe's. Definitely not another convenience store, Safeway or Albertson's.
The constant construction. I don't there has been a summer in the last 10 years where you don't have some sort of construction going on.
More shopping opportunities would make it more appealing for people to just hang out downtown.
Make it more of a destination with more restaurants and more shops, a Trader Joes, a nice park with a fountain.
More food stores
Add a Trader Joes
trash removal
leave the vintage buildings alone or if new ones are needed make them retro style
Keep transit center separate; Keep Portland sickness and perversion out; way more clean and moral activities
More parking, less public transportation. No light rail
no light rail
parking for farmers market
more small town feel
access to riverfront park, bike lanes or boulevards should be added
transit area needs to look cleaner
more parking, no light rail, more shops
the physical appeal of the area and kid friendliness
shops, pedestrian areas, upper scale housing
parking limitations (no restrictions)
more shops and updated storefronts
more businesses that were open and one that has longer hours
Fewer bars. Lots of town drunks. not family friendly
Have a more "alive" downtown, but not frantic and overbusy like the Pearl, Hawthorne and other SE Portland areas
taller buildings, office or apartments above, more cohesive look, grocery store, pharmacy, more stores
parking options and healthy grocery store
more retail, more medical, playground at river
more entertainment, dining
more variety of places to shops, sit, visit; more green
better pedestrian access to river
return to small town atmosphere
2 hour parking limit needs to be longer
More variety of places to shop.
have all businesses closed on Sundays, less shopping more green areas
create a large public park; more bike friendly; more buildings like North Main

more retail, varied parking time limits, housing nearby
parking, sidewalks
A trader Joe's instead of one of the banks
More mass transit options, more bike parking, less dependency on fines for violations for funding. more coordination with surrounding municipalities
bring max, grocer
we need a real grocery store
walkway over 99 to river
Facelift of some businesses. Wider variety. Better access to riverfront. More variety of use than glorified boat ramp. get rid of stupid trinket shop that was once a Perry's Rx. Could be restored as a retro/historical site
large number of spaces taken up by non-retail space
grocery store - kind of a Sellwood feel, more walkable, more bike friendly, safer sidewalks, cleaner streets
more health and sustainable options
copy places like Belmont, Mississippi, Multnomah Village
paint murals on the walls like Angulene, France which is Europe's comic book capital
antique mall is most interesting - bank and post office good - clean it up and get affordable
Put more active businesses on McLoughlin Blvd & 21st, more multifamily housing around the rail tracks
Traffic control update. sidewalks update
encourage uses of ground floor business that are more open/useful to the public
More shops, grocery store!!
Update old main area with new businesses
Hmmm....don't know
Transit Center

Question #38 - What would you like to see in Downtown Milwaukie that is not there today?

Plaza, Kellogg park
A better variety of really good non-chain restaurants/no fast food type places, just quality. A variety of interesting stores/offices/outdoor courtyard with music and great food. If a grocery store goes in, please DO NOT make it a Safeway, Albertsons or Fred Meyer. Market of Choice or New Seasons or something different but something that sells quality food/local food.
GROCERY STORE, bike lanes, big mature trees, a good bar or pub,
shops restaurants bars marina
Housing and more retail on Main.
a destination place - Riverfront Park
The presence of a well-organized group of business and property owners who are positive thinking and interested in making the downtown a better commercial environment for all.
Decent restaurants and entertainment.

A consultant to tell these people that their buildings often look dreary, need brightening up, lighted, plants in front, look interesting! Most small business owners know zip about decorating, landscaping, and curb appeal.
A real park at the waterfront.
A neighborhood health foods and/or grocery store (i.e. Green Grocer, Food Front, Trader Joe's, New Seasons) that sells local produce and products.
Grocery store.
Improved waterfront and easy access to the waterfront from Main Street. More stores. More restaurants. A reason to go there. A play house would be great; we have the Century Players already here.
A variety of window retail stores, ice cream shop, New Season grocery store, a family brewery pub, and a save connection to the Willamette river.
A Hotel/Restaurant which would help draw visitors, because as it stands, someone could not stay overnight in Milwaukie even if they wanted to.
a grocery store; a family dining restaurant like Applebee's or Claim Jumper; multi story car park on the Cash Spot location. Would like to see the plaza at Adams Street completed and built out with retail that is pertinent to transit users and others.
grocery store
All the retail ideas I mentioned before. I'd like to see American Flags placed in rows on every sidewalk (there used to be special holes in the sidewalk for that) for every national holiday (Westmoreland does it right), I'd like to see the near life-size 3-D Nativity Scene on the front lawn of City Hall every Christmas Season and the Boy Scouts selling Christmas trees on the lawn of City Hall just like it was always done every year for decades in the 50's 60's and 70's, so easy to meet your friends at City Hall when you bought your fresh tree, I'd like to see a Community Art Gallery with monthly shows of local and regional artists with a section of rotating exhibits from Milwaukie Museum & Clackamas History Museum, historic plaques on each block highlighting Milwaukie. History. Milwaukie needs fun, toys, art, music, culture, flowers, twinkling lights, community trivia night's downtown with fun prizes to get people out and meet and have fun together. We need a city pie contest, a chili cook-off, a barbeque sauce contest, a best cookie in the city contest, best whatever contest, biggest vegetable grown in the city contest, prettiest chicken contest, cutest dog in the city contest, all sorts of creative fun things which get people out and involved in the community. Milwaukie needs fun, creative ideas to happen, not stupid, low-class toilet seat tossing contests, like that's ever going to happen in Lake Oswego. Get a clue.
Grocery store.
Hwy 99 street signs (not including giant vans parked with advertisements) letting people know about the shops restaurants & entertainment on Main sty. That they do exist
Grocery shopping
More variety of quality shopping.
nothing
Either a grocery store or some other more 'green' market type. I have heard rumor that someone is thinking of opening a yogurt shop - but don't think they ever will.
More housing to give downtown a more welcoming, bustling feel.
Clothing stores; grocery store; Sushi land!
New Seasons

A real post office
More and varied retail businesses.
see #37
Not sure
More retail, more interaction, more things to discover. Downtown Gresham has a great core because there is a mix of "not trashy" places, but a wide variety of businesses/retail. Right now, downtown Milwaukie does not feel like a destination, or a cool way to spend a couple hours exploring.
more shops
Trader Joe's, better/more restaurants, better retail shops, hair salon
Grocery store
Nicer, less sketchy bars. The Max. More family/community parks to hang out in.
1. A grocery store, New Seasons 2. Businesses that provide rentals for recreational purposes, to use for activities on the river, kayak rentals, etc.
see # 37
Food carts, more affordable housing, grocery store,
Mixed use parking that accommodates all kinds of visitors and does not require people to run around the block every 2 hours
New seasons or whole foods
Grocery store
Can't wait for the orange line MAX to come through, a pizza by the slice place, a frozen yogurt establishment, a grocery store, etc.
More street amenities
See above at various comment boxes. A lot needs to change and be added for our downtown area to thrive as it should, especially to align the timeline when the max line comes out to Milwaukie. What a terrific opportunity to improve our downtown area and get the business from the max system. But we must act quickly, and I fully support this action.
More Vegan options for dining, a thrift or consignment shop, a toy store.
A connection between the waterfront and downtown
A reasonably priced grocery store.
nice shops
Same as 37.
Retail shops
Yogurt or ice cream shop!
More businesses
A nicer restaurant. Perhaps a cool brewpub. The entertainment life downtown is lacking. A brewpub would fit in perfectly.
A public park with a playground. A specialty grocer (trader Joes, new seasons). A pub or better, a theater pub.

Possibly a few more trash cans. It would help to keep litter off the streets. I pick up trash off the street when I see it. Sometimes I have to carry it a few blocks to a trash can.
High-end grocery store.
It seems as if everyone is looking to grab a piece of the same \$\$\$\$\$\$ in this economy three less of that dollar available. Any of these concepts that take place....will cost \$\$\$\$\$\$\$\$\$\$\$\$ which means taxes. There are many better ways to invest these taxes, than sidewalks, window size requirements. Those taxes will be on the small businesses and citizens. Invest the \$\$\$\$\$\$ in schools, services for families etc.
A grocery store. A Starbucks. Selfishly I'd like to see an independent movie theater but doubt that the numbers are there.
A Green Zebra grocery store....or a Zupan's
More waterfront development; better stores; more things to do at night.
See #37. In addition, less fast food, one or two more quality restaurants; a couple of good brew pubs.
Better restaurants & bars. More nightlife.
More park space, especially with a play structure or swings (maybe on the river front, but anywhere would do).
Better access to/development of Waterfront. Paddleboats, kayaking.
grocery store, not a chain
More restaurants
Grocery
More smiling faces and City employees happy helping citizens
Small independent shops (shoe store, clothing)
more kid type stores, more book and coffee places
family spaces
more parking
More spaces. everything is so congested
grocery store
bike lanes
Main street as pedestrian boulevard
more places to shop
grocery store, shops, more parking
easy access to river, walkways, safe environment
more foot traffic
businesses open later
A walkway over McLoughlin to the water, more stores
A hardware store. Small grocer not geared towards the 1%. pizzicato
more businesses
grocery store, pizza, pub, pharmacy, river access
city playground
river access for pedestrians

safer to get across 99E
grocery store
clothing store,
Dutch Bros. Coffee
more variety of stores, place to eat, etc.
street vendors, live music
toy store, clothing store, shoe store, natural grocer
more parks
Trader Joes, American Apparel, upscale grocer, high volume
light rail
max stop / grocer
grocery store
walkway over 99 and a nice grocery store - Trader Joe's would be awesome
more culture/events/activities
places where we could buy things we need like hardware
food co-op or new seasons
boutiques, sidewalk cafés
more family-oriented businesses, less bars and expensive restaurants - clean environment - safe for all ages, viable parking
a parking structure
more comprehensive postal facility
grocery store like cherry sprout produce or village market
Good grocery store with pharmacy
Grocery store!!
Entertainment Venue - music, performing arts theater, grocery, yoga studio/dance
The water front
More small retail business
Formal dining with river views- "not cafes" - women focused clothiers and shops

Question #39 - Based on your response to #38, what would help Downtown Milwaukie make this a reality?

Money and less silly regulations
Probably if there was better use of the space in downtown. There seems to be a lot of wasted space, unused space or extremely outdated businesses taking up space.
more people, better tree policy,
Money
Too many people are fearful of change. There are sensitive ways to develop new housing which fits the neighborhood and brings with it lots of folks who want to eat a piece of pie, buy a pair of shoes or check out a book from the Library. Main street will never reach its potential and community events will never attain their critical mass until more people are living downtown.

Government and business unified and appreciative of each other
A unified voice for the business community that is led by a forward thinking business that has a major stake (investment and presence) in the downtown.
Start with a good restaurant on the river front. Then perhaps the city needs a community development and planning department that knows how to make this happen, and isn't Portland centric PSU minded and capable of original ideas and thought. We have some events at the Pond House that draw good numbers but there is nothing open downtown for people to go to afterwards. If you have been downtown after about 7pm it is empty.
A public survey asking what people think about specific blocks and show it to business owners.
Money and motivation.
Not sure.
not sure
Take away the dam and move the sewer plant.
Cooperation of property owners and the city.
employment of a qualified economic development specialist
Lower business license fees for small biz as explained above. Make a public call to all practicing artists in the area to brainstorm a way to have a public community art space for monthly shows, gather people of common interests to brainstorm how to get more flowers and trees in Milwaukie, get fun competitive public competitions (mentioned in #38), invite leaders from other culture groups in other local cities who've done these things successfully and have them train our people.
Eliminate policy barriers which discourage businesses from locating here in downtown, lower fees and streamline red tape.
Rick Perry invites Gun makers to relocate to Texas; Milwaukie needs to be really friendly to businesses looking for a location.
More shoppers.
By using the same set up as the Milwaukie founded in 1847 banners possibly replacing half of the current banners with more helpful messages letting people know what types of businesses are on Main St. (Not specific businesses). For example: Shops-Restaurants-Entertainment funding could come from the business owners (possibly an increase in license). Fee's & with some help from city improvements. Cost could be minimal
More space
na
Milwaukie needs to decide where they want to go as a city. With Dark Horse such a presence downtown - perhaps it becomes the comic book destination of the world! I just don't know what types of shops that would involve, but there could be a comic book character parade/festival.
Zoning code maybe?
Not sure; maybe don't charge people so much for street improvements when they remodel their buildings.
The city should be easier to work with to encourage more business to come in.
savvy entrepreneur who realizes Milwaukie is gonna be THE SPOT when that light rail is done
Check out downtown Gresham, downtown Silverton. Open up more retail! Move out Dark Horse.
limiting the bureaucracy that business need to go thru to become a reality

Improve the image of Milwaukie. It doesn't have a lot of appeal to most shoppers/diners currently.
Better marketing of Milwaukie, demographics have changed Fill economic development vacancy
People need a reason to come to Milwaukie. The Farmer's Market is a good start. A baseball team would have been great as a way to bring people in. Milwaukie needs an identity.
Spreading the word, designate areas for development, talk to existing businesses, hold town hall meetings regarding options.
Change the parking time limits and open up more parking spaces
MAX completion. City should Reach out to these stores to see what it would take
Finding a good location with a willing owner and developer
A bigger buy-in from community members, and potential business owners being aware that this is a place where people want to utilize your business and there is plenty of room!
Fund raisers, or perhaps a small development fee.
Place money into this project and begin construction as soon as possible.
Lower the disincentives to do business in the community- for instance; this city has a much higher business registration fee than surrounding areas.
Money
clean it up
Contact some bakeries to open a branch here.
Funding and an advertising campaign
Find a partnership with a brewpub.
Parks and public spaces that encourage people of all areas to think of Milwaukie as a destination, not just a place to stop quickly for one or two things. Tout our eclectic community and low rents to attract smaller shops like they have in Alberta. Is there a way to liaison with the high school to get our young people involved in civic projects and events?
Don't know.
An aggressive business development plan that markets the virtues of the city. The city has a lot to like: riverfront, proximity to the city, light rail, low crime rate, affordability, and the start of some good businesses. I would think a forward thinking retail developer would see some great potential.
encourage more flexible zoning
Encourage business owners to come to Milwaukie.
The Light Rail and attracting a different demographic to Milwaukie.
Different owners of the buildings. I feel as if the same people own multiple buildings with strong opinions and closed minds.
Fill vacant spaces
Free multistory parking garage
City planner responsibility - not "user friendly"
I don't own a car. I take buses.
riverside parking and safe crossing

not a parking structure
Unsure. don't add more buildings
maybe a parking structure by the gym and pizza parlor
move parking and limit traffic
good sidewalks
underground parking or parking garages, no light rail
a real plan
less restrictions for business owners, more incentive to open up shop
not sure
A stronger economy, maybe more retail stores
ample parking is already available
build a parking structure
family friendly place at river, not just boat owner
better, safer bike paths and light rail
parking structure
Clean up lot next to Bank of the West
public support
attract new residents, more business friendly
money, reach out to the businesses we want in here
one less bank
it should be obvious
enlightened zoning
someone who wants to open a grocery store in DT Milwaukie
Contact Trader Joes (I wrote them a request letter a couple of years ago but nothing came from it retrofitted riverfront
eliminate big box retailers
light rail; bike facilities; maybe a shuttle service; water taxi, somehow sell the notion that people can walk a couple of blocks, someday a parking structure
no need for parking
More parking, good, inexpensive restaurants, clean up weeds. more family stuff - like antique mall fountain, "Things" store, cinema, etc. most bars are ugly - Libby's is the only affordable restaurant
building a parking structure across main st or 21st
willing entrepreneur
More density
Invite Trader Joes & McMenamin's
An identity - need reason to come to Milwaukie from other areas
After the buses are gone it will help parking
?
Convert the old Safeway to a department store, convert the [unreadable] to a river view restaurant!

Question #40 - Is there anything else you would like to add?

I think we should work on zoning that allows the downtown to become what we want without chasing out businesses that are there now. We should encourage property owners to redevelop to taller (3-4 story) buildings with office and residential on the upper floors.
Milwaukie's future will repeat its past. We as Milwaukians do not understand our history, our nature, and our relationship to the PDX community. Maybe we are trying to "fix" something that is not by our nature broken. Look around the entire town and ask yourself if this community is really pro-development and wanting change. I don't think it does, but then celebrate that with expanding our history and significance.
No
Stop trying to reinvent the downtown as it was in the 60/70s and find a niche for it in the current environment where it cannot compete against the Market Place. Remember the downtown is only a small part of Milwaukie. How about stop spending 99% of the time and money on 1% of the City.
I am wondering how many plans you are going to keep doing for downtown.
Driving North on Main Street, you must drive through a business' parking lot to turn around when you get past the few parking spaces there are.
Planners have spent too much effort and created too much animosity in strong-arming business owners to pay for unnecessary benches and bulb-outs. The sidewalks are fine as they are -- when there is enough walk-by traffic for stores that draw in hundreds of customers we can worry about that then.
The reality is Milwaukie has a revolving door of City Planners/employees who are continually cycling in and out of Milwaukie, Milwaukie is just another stop on their career ladder, so they have no real interest or understanding of how long-time locals feel about living in a small town like Milwaukie, and those employees don't live in Milwaukie in most cases. So, Milwaukie is always their "lab rat" to force the latest "planning trend" from Metro and the Agenda 21 high priesthood. Change and growth come from free market forces to supply a growing demand, just look at tablet computers for an example. A \$64-billion market.
After looking at the findings of this survey, focus on the highest ranking "wants" that's the Market expressing itself, and ignore the lowest ranking items, even if they are the "planners' pet projects" (light rail, is a perfect example of what people don't want, but it gets built anyway). When the grassroots people express what they want, and if there's enough of a market share where a provider can profit, then we'll see forward progress in seeing these "wants" become active realities in downtown Milwaukie.
Question 1. Yes on encouraging pedestrian activity. But 99 does not seem as dangerous as it is made out to be, many safe places to cross even if traffic was running fast but 30 mph does seem like a safe speed & again a solar digital speed sign would remind drivers if they are entering town of the safe speed
Your standards for me doing improvements on my building are too high when I am paying the bill.
no

<p>While riding on the bus the other day, a fellow Portlander was spending his day off exploring the area. He began in OC and rode to Milwaukie. The three things he specifically wanted to see because someone told him they were "Milwaukie" was the Bomber (the plane, not the restaurant), Dark Horse, and the OLCC office. That's an interesting mix of high lights for a city.</p>
<p>As long as a business is respectable (no Dotty's, strip clubs, etc.) and neat and clean I don't care what kind of business is downtown. All are welcome.</p>
<p>I can't wait for the pedestrian bridge from Island Station to be done!! Also, I hope the sewage plant goes away and we can make the waterfront park more attractive</p>
<p>Need more community activities. The Sunday market is great and draws a lot of people. I think we need more things like that. Concerts etc.</p>
<p>If you live here it is hard for you to have guest if they have to move their car every 2 hours. Where I come from they gave residents the option of buying a guest parking placard for 50\$ a year for their guest. Could there be some option for residents?</p>
<p>Thank you for looking at this issue! I'm excited Max is coming to town; as it will increase transportation ease into the future, and jump start our little city.</p>
<p>Thanks for asking.</p>
<p>Downtown Milwaukie could be like NW 23rd in Portland with the right moves, that is my vision.</p>
<p>City feels stuck in the past. It would be nice to have it be the trendy hip town to the south instead of an afterthought</p>
<p>Love downtown, and would also like to see more accessible waterfront walking, such as a pedestrian bridge from downtown over 99E</p>
<p>Thank you so much for creating this survey and giving me the opportunity to respond. I have wanted this opportunity for a long time, so hopefully my time spent on this survey and my passionate voice will be heard and used as part of the data collected to move forward. Please do not hesitate to contact me further if you have any additional questions. Thank you so much again.</p>
<p>I chose not to relocate my business to the city of Milwaukie as I had planned to do because of the draconian traffic enforcement in my area - my customers would not be happy returning business after they got that speeding ticket for going a speed that would be the marked speed in surrounding communities.</p>
<p>Make Milwaukie safe!!</p>
<p>I love downtown Milwaukie and really think the potential is there for it to be even better. I have a 3-month old son and want to be able to take him to several family-friendly events downtown over the years. Events and activities would be awesome.</p>
<p>We originally looked at Milwaukie as a more affordable, secondary choice to living in Portland. Since moving here in 2007 we have been impressed by the choices Milwaukie has made for smart growth (and standing up to near-sighted naysayers). We are hopeful that continuing support from the community will help us grow in ways that benefit everyone.</p>
<p>I like the small businesses in Milwaukie. Please do not allow restaurant and retail chains (like Denny's, Ace Hardware, etc.) into our downtown. Small businesses are so much more interesting. I love the soda shop and antique store downtown. One of my favorite places.</p>
<p>I'm excited to see what the recommendations will be. I would be willing to do volunteer business development work for the city if it was given high priority status by the city.</p>
<p>The library is one of the greatest resources downtown and should be funded more.</p>
<p>Loosen up Milwaukie</p>

I work at the library and see so many families enthusiastically taking advantage of our services and Scott Park - it would be great to have more family-friendly things to keep those people with younger kids in the area. I know a lot of people visit the park along with the library, and I'm sure a park with a play structure (either there or within walking distance) would be a great asset. I also live in downtown and have a baby, and know that I would take advantage of a better park.
More second hand book stores or even a free book exchange store
Portland has enough weirdness. Let's make Milwaukie an oasis for the small ones to migrate to
no
we are very excited about the Max line coming
think of ways to make it a destination
the parking ticket person needs a better job ...
parking sucks
I have lived in Milwaukie less than a year. My daughter will attend MAA this fall
I love that people care about DT and the river
survey feels biased, bias against dark horse, non-retail space and didn't mention max line
I votes no on light rail, but didn't matter
I love Milwaukie
Less is better than more
McLoughlin speed traps are poor PR. For elders and disabled, transportation to surrounding areas can be difficult
We're moving in the right direction. we need more people living in Milwaukie and more tall apartments
need to make changes without messing with small town vibe
we really need a grocery store
I like the small town feel - would be nice to incorporate that into the plans
need political will
don't care about parking - looking forward to Max and better bike options
Light rail is a big mistake. Milwaukie will never be Hawthorne and should have a viable identity
I like Milwaukie. It's a pleasant and safe place to live (and work). That's near everything. try to keep all its creeks clean, clear and with natural surroundings
Downtown is much improved over the last several years. So kudos to the City leadership and Planning staff that has helped. Dark Horse just needs to make room for other types
Please no more surveys they just don't work because nothing gets <u>done</u>
Thank you for your patience in the pursuit of this change!

Appendix D4 – Formatted Hardcopy Survey (English & Spanish)

38. What would you like to see in Downtown Milwaukie that is not there today?
39. Based on your response to #38, what would help Downtown Milwaukie make this a reality?
40. Is there anything else you would like to tell us?

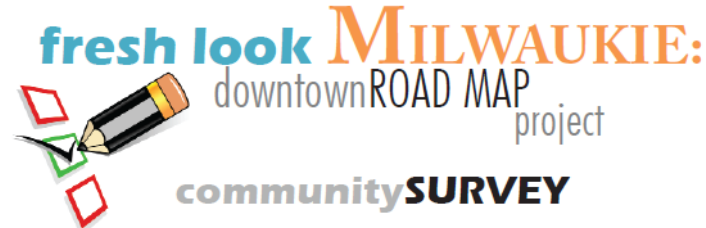
Please tell us a little about yourself ...

- | | |
|--|--|
| 41. Zip code _____ | 47. Would you like to be contacted for an interview to discuss your experience and perspective about downtown Milwaukie?
<input type="checkbox"/> Yes <input type="checkbox"/> No |
| 42. Nearest Milwaukie intersection to where you live _____ | |
| 43. If you don't live in Milwaukie, indicate the nearest intersection to your place of business or employment in Milwaukie _____ | |
| 44. Age _____ | 45. Gender _____ |
| 46. How would you like to be involved? | |

If "Yes" to #47 and/ or you would like to receive updates about the project and future events, please provide your contact information below:

Name _____
 Email _____
 Phone _____

YOUR information is very helpful



Milwaukie has multiple core commercial areas, including downtown, central Milwaukie, and other smaller commercial nodes throughout the city. The **Commercial Core Enhancement Program (CCEP)** seeks to define what the community wants to see in these commercial areas and how to get it. The CCEP project kicked off in *April 2013* and will be completed in four phases:

- Phase 1: Fresh Look Milwaukie: Downtown Road Map
- Phase 2: Downtown Plan and Code Major "Refresh"
- Phase 3: Central Milwaukie Land Use and Transportation Plan
- Phase 4: Neighborhood Main Streets Implementation

The *Fresh Look Milwaukie: Downtown Road Map* project aims to review the policies and regulations that shape development and uses in downtown Milwaukie to make sure that they reflect the community's desires for its downtown.

Fresh Look project goals include the **engagement of present day Milwaukie community members**, in order to identify priorities and values associated with Downtown Milwaukie. The results will provide a basis for making sure the current plans for downtown line up with the community's values and desires.

- 1 you can complete the survey online at www.ci.milwaukie.or.us/planning/fresh-look-downtown-milwaukie-project
- 2 or return it in person or by mail to 6101 SE Johnson Creek Blvd, Milwaukie, OR 97206
- 3 or use one of two drop boxes provided at City Hall or Ledding Library

thank YOU for your help!

Sincerely,



1

The following questions relate to the transportation and pedestrian network in downtown Milwaukie. Please indicate your level of agreement by checking one box for each answer.

#	question	strongly disagree	disagree	neutral	agree	strongly agree	no opinion
1	Development in downtown Milwaukie should encourage pedestrian activity and safety on McLoughlin Blvd (Highway 99)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I would visit downtown more if there was better connection to the open space by the Willamette River (known as Riverfront Park)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	There are standards relating to ground floor windows, doors and wider sidewalk standards that apply only to Main Street. These standards should also apply to other streets in downtown Milwaukie such as:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3a	21st Ave?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3b	McLoughlin Blvd?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I can usually find parking when I visit Downtown Milwaukie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I would be willing to trade some on-street parking for wider sidewalks to allow for outdoor seating, benches, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Downtown Milwaukie currently meets the needs of pedestrians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Downtown Milwaukie currently meets the needs of bicycle riders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Downtown Milwaukie currently meets the needs of transit users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6

Please indicate your level of agreement by checking one box for each answer.

The following items make up a vibrant downtown:

#	question	strongly disagree	disagree	neutral	agree	strongly agree	no opinion
28	Increased variety of shopping options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	Increased variety of dining options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	Ample parking is available in downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31	Wide sidewalks with outdoor seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32	Increased variety of public spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33	Increased variety of services (i.e. medical, insurance office)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34	Places to quickly eat and shop during a work day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35	A destination for meeting your daily needs (grocery shopping, pharmacy, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us a little about what you think of Downtown Milwaukie.

36. What are your favorite things about Downtown Milwaukie?

37. What, if anything, would you change about Downtown Milwaukie?

5

2

24. Downtown Milwaukie could benefit from more :

- Retail
- Restaurants
- Offices
- Services (for example, a bank)
- Grocery Store
- Public Events
- None of the above

25. The reason(s) I would shop downtown more often is if: (check all that apply)

- There were more parking
- There were more places to shop
- There were more variety of places to shop
- There were more events in downtown
- Downtown was more pleasant to walk in
- Other



we appreciate YOUR input

26. The reason(s) I would visit downtown more often is if: (check all that apply)

- There were more parking
- There were more to do in downtown
- There were more people in downtown
- Streets were safer for walking
- I lived closer/was able to live closer
- There were a grocery store
- There were an arts and culture venue
- Other
- Nothing would make me visit downtown more

27. If you chose "Nothing would make me visit downtown more", might there be conditions that would cause you to change your answer?

- Yes
- No

If so please explain:

#	question	strongly disagree	disagree	neutral	agree	strongly agree	no opinion
9	Ground level businesses should have windows that I can see into as I walk by	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Polices for downtown should allow for office development on the ground floor of Main St buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	I don't mind buildings that are built to the sidewalk and taller than three stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Ground level businesses should be open for the public to drop by	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Smaller pedestrian-oriented "pocket parks" and plazas should be encouraged as part of new development in downtown Milwaukie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us a little about your relationship to Downtown Milwaukie in general.

14. Please tell us which of these apply to you? (check all that apply)

- I live in Milwaukie
- I work in Milwaukie
- I own a business in Milwaukie
- I own a home in Milwaukie
- Other
- None of them apply

15. In your response(s) to the above question, are any of the following in Downtown? (check all that apply)

- The home I live in
- My Work
- My Business
- The home I own
- None

3

16. I visit Downtown Milwaukie to ...
 (check all that apply)

- Work
- Shop
- Eat
- Entertainment
- Visit parks
- Attend public meetings
- Attend events in downtown
- Utilize public resources (library, etc.)
- Attend school or drop someone off at school
- Other: _____

The following questions are related to what you do in downtown Milwaukie and how often.

19. On Average, how often do you visit the downtown to shop or dine?

- More than once a week
- Once a Week
- Every two to three weeks
- Once a Month or more
- Once every six months to a year
- Never

17. If you visit Downtown Milwaukie, what time of day do you most often visit?

- Morning
- Daytime
- Afternoon
- Evening

18. How frequently do you visit Downtown Milwaukie?

- Daily or almost daily
- Weekly
- Weekends only
- Monthly
- Rarely (a few times per year)
- Never
- I travel through but do not stop there

20. On Average, how often do you visit the downtown to go to meetings or attend events?

- More than once a week
- Once a Week
- Every two to three weeks
- Once a Month or more
- Once every six months to a year
- Never

4

21. On Average, how often do you visit the downtown to run errands (e.g., post office)?

- More than once a week
- Once a Week
- Every two to three weeks
- Once a Month or more
- Once every six months to a year
- Never

The following questions are related to the businesses in downtown Milwaukie.

22. In your opinion, what is the biggest challenge for businesses in downtown Milwaukie?

- Lack of customers living nearby
- Lack of downtown branding
- Lack of year-round activities downtown
- Lack of coordination between downtown business owners
- Zoning restrictions on new development and new uses
- Other: _____
- Don't Know



23. In Downtown Milwaukie, ground-level business space should have :

- Commercial uses, such as retail and restaurants only
- Offices and other non-retail uses (for example, a bank)only
- A mix of both offices and high-traffic retail
- Separated clusters of retail and office uses, in distinct areas.
- Use type doesn't matter as long as they attract on-street activity and provide a pleasant pedestrian experience

thank YOU
 for participating in the SURVEY!

Fresh Look

MILWAUKIE:

Downtown ROAD MAP project

ENCUESTA comunitaria

Milwaukie tiene varios lugares comerciales, incluyendo downtown (el centro), y en diversos lugares alrededor de la ciudad. El **Commercial Core Enhancement Program** (CCEP) busca determinar lo que la comunidad quiere ver en estas áreas comerciales y como hacerlo. Este proyecto inició en Abril del 2013 y será completado en cuatro fases:

Fase 1: Fresh Look Milwaukie: Downtown Road Map

Fase 2: Downtown Plan and Code Major “Refresh”

Fase 3: Central Milwaukie Land Use and Transportation Plan

Fase 4: Neighborhood Main Streets Implementation

El proyecto *Fresh Look Milwaukie: Downtown Road Map* tiene como objetivo revisar las políticas y reglamentos que impactan el uso y desarrollo en Downtown Milwaukie para asegurarse que reflejan el deseo de la comunidad.

Los objetivos del proyecto *Fresh Look* incluyen la **participación de los miembros de la comunidad**, para identificar prioridades y valores asociados con Downtown Milwaukie. Los resultados proporcionarán una base para asegurarse que los planes actuales de downtown se alinean de acuerdo a los valores y deseos de la comunidad.

Atentament,

ALIGN planning

Las siguientes preguntas son en relación a la red peatonal y de transporte en el downtown

de Milwaukie. Por favor indique su nivel de acuerdo marcando una casilla para cada respuesta.

#	Cuestión	muy en	Desacuerdo	Neutral	de acuerdo	muy de acuerdo	Sin Opinion
1	El desarrollo en Downtown Milwaukie debe fomentar actividad peatonal y seguridad en McLoughlin Blvd (Carretera 99)						
2	Me gustaría visitar downtown con más frecuencia si hubiera mejor conexión con las áreas libres junto al Río Willamette. (Riverfront Park)						
3	Existen normas relacionadas a las ventanas en la planta baja, las puertas y las banquetas más amplias que sólo se aplican a Main Street. Estas normas deberían aplicarse también a otras calles de downtown Milwaukie, por ejemplo:						
3a	21 st Ave?						
3b	McLoughlin Blvd?						
4	Normalmente puedo encontrar estacionamiento cuando visito Downtown Milwaukie						
5	Yo estaría dispuesto a renunciar al estacionamiento en la calle y tener banquetas más anchas para tener asientos al aire libre, bancas, etc.						
6	Actualmente Downtown Milwaukie cumple con las necesidades de los peatones.						
7	Actualmente Downtown Milwaukie cumple con las necesidades de los ciclistas.						
8	Actualmente Downtown Milwaukie cumple con las necesidades de tránsito.						
9	Los negocios situados en la planta baja deberían de tener aparadores o ventanas que puedan verse al caminar.						
10	Las reglas para el centro de la ciudad deberían permitir el desarrollo de oficinas en la planta baja de edificios en Main St.						

#	Cuestión	muy en	Desacuerdo	Neutral	de acuerdo	muy de acuerdo	Sin Opinion
11	No tengo inconveniente en que los edificios sean construídos hasta la banqueta y que sean de más de de tres plantas.						
12	Los negocios situados en la planta baja deberían estar abiertos para que el público pueda visitarlos.						
13	Debería impulsarse la construcción de pequeños parques y plazas para peatones, como parte de un desarrollo nuevo en Downtown Milwaukie.						

Por favor, cuéntenos un poco acerca de su relación con Downtown Milwaukie en general.

14. Por favor díganos cuál de las siguientes opciones se relaciona con usted (marque todas las que correspondan)

- | | |
|---|---|
| <input type="checkbox"/> Vivo en Milwaukie | <input type="checkbox"/> Trabajo en Milwaukie |
| <input type="checkbox"/> Soy dueño de un negocio en Milwaukie | <input type="checkbox"/> Soy dueño de una casa en Milwaukie |
| <input type="checkbox"/> Otro _____ | <input type="checkbox"/> Ninguna de ellas aplica |

15. Alguna(s) de su(s) respuesta(s) a la pregunta anterior se relaciona(n) con Downtown? (marque todas las que correspondan)

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> La casa en donde vivo | <input type="checkbox"/> Mi empleador |
| <input type="checkbox"/> Mi negocio | <input type="checkbox"/> Ninguna |
| <input type="checkbox"/> Una casa / edificio del/de la cuál soy dueño, pero no vivo ahí | |

16. Visito Downtown Milwaukie para ... (marque todas las que correspondan)

- | | |
|--|--|
| <input type="checkbox"/> Trabajar | <input type="checkbox"/> Ir de compras |
| <input type="checkbox"/> Comer | <input type="checkbox"/> Entretenimiento |
| <input type="checkbox"/> Visitar parques | <input type="checkbox"/> Reuniones públicas |
| <input type="checkbox"/> Eventos | <input type="checkbox"/> Utilizar recursos públicos (biblioteca, etc.) |
| <input type="checkbox"/> Ir a la escuela o dejar a alguien en la escuela | <input type="checkbox"/> Otro: _____ |

17. ¿Si usted visita Milwaukie, a qué hora lo hace más frecuentemente?

- | | |
|------------------------------------|---------------------------------------|
| <input type="checkbox"/> La Mañana | <input type="checkbox"/> El Medio día |
| <input type="checkbox"/> La Tarde | <input type="checkbox"/> La Noche |

18. ¿Con qué frecuencia visita usted Downtown Milwaukie?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Diario o casi diario | <input type="checkbox"/> Semanalmente |
| <input type="checkbox"/> Sólo los fines de semana | <input type="checkbox"/> Mensualmente |
| <input type="checkbox"/> Raramente (un par de veces al año) | <input type="checkbox"/> Nunca |
| <input type="checkbox"/> Pasa por Milwaukie, l, pero no se detiene | |

Las siguientes preguntas están relacionadas con lo que usted hace en Downtown Milwaukie y con qué frecuencia.

19. En promedio, ¿con qué frecuencia visita usted el centro para ir de compras o cenar?

- | | |
|---|---|
| <input type="checkbox"/> Más de una vez a la semana | <input type="checkbox"/> Una vez a la semana |
| <input type="checkbox"/> Cada dos o tres semanas | <input type="checkbox"/> Una vez al mes o más |
| <input type="checkbox"/> Una vez cada seis meses o un año | <input type="checkbox"/> Nunca |

20. En promedio, ¿con qué frecuencia visita usted el centro para asistir a reuniones o eventos

- | | |
|---|---|
| <input type="checkbox"/> Más de una vez a la semana | <input type="checkbox"/> Una vez a la semana |
| <input type="checkbox"/> Cada dos o tres semanas | <input type="checkbox"/> Una vez al mes o más |
| <input type="checkbox"/> Una vez cada seis meses o un año | <input type="checkbox"/> Nunca |

21. En promedio, ¿con qué frecuencia visita usted el centro de la ciudad para hacer los mandados (por ejemplo, la oficina de correos)?

- | | |
|---|---|
| <input type="checkbox"/> Más de una vez a la semana | <input type="checkbox"/> Una vez a la semana |
| <input type="checkbox"/> Cada dos o tres semanas | <input type="checkbox"/> Una vez al mes o más |
| <input type="checkbox"/> Una vez cada seis meses o un año | <input type="checkbox"/> Nunca |

Las siguientes preguntas están relacionadas con los negocios en Downtown Milwaukie.

22. En su opinión, ¿cuál es el mayor desafío que enfrenta el centro Milwaukie?

- La falta de clientes que viven cerca.
- La falta de la comercialización del centro
- La falta de actividades durante todo el año
- Restricciones de zona sobre nuevos desarrollos y nuevos usos
- Otro _____
- No lo sé

23. Los negocios que se encuentran en la planta baja de un edificio en Downtown Milwaukie deben tener:

- Uso comercial, solamente restaurantes y comercios minoristas.
- Oficinas y otros usos no comerciales solamente (por ejemplo, un banco)
- Una mezcla de oficinas y comercios con mayor ventas/servicios
- Grupos separados de usos comerciales y de oficinas, en distintas áreas.
- El tipo de uso no importa. Lo importante es que puedan atraer movimiento y ofrezcan una agradable experiencia para los peatones.

24. Downtown Milwaukie se beneficiaría de tener más:

- | | |
|---|--|
| <input type="checkbox"/> Tiendas / venta al por menor | <input type="checkbox"/> Restaurantes |
| <input type="checkbox"/> Oficinas | <input type="checkbox"/> Servicios (por ejemplo, un banco) |
| <input type="checkbox"/> Supermercado | <input type="checkbox"/> Eventos publicos |
| <input type="checkbox"/> Ninguna de las opciones mencionadas arriba | |

25. La(s) razón(es) por la(s) que yo compraría en downtown más a menudo es(son), si: (marque todas las que correspondan)

- Hubiera más estacionamiento
- Hubieran más lugares para ir de compras
- Hubiera más variedad de lugares par ir de compras
- Hubiera más eventos
- Downtown fuera un lugar más agradable para caminar
- Otro

Si usted eligió “otro”, por favor especifique:

26. La(s) razón(es) por la(s) cual(es) yo visitaría downtown Milwaukie más a menudo es(son), si: (marque todas las que correspondan)

- Hubiera más estacionamiento
- Hubiera más cosas que hacer en downtown
- Hubiera más gente en downtown
- Las calles fueran más seguras para caminar
- Viviera más cerca / pudiera vivir más cerca
- Hubiera un supermercado
- Hubiera un centro de artes y cultura.
- Otro:
- Nada me haría visitar más el centro de Milwaukie

Si usted eligió “otro”, por favor especifique:

27. Si ha seleccionado "Nada me haría visitar más el centro de Milwaukie", habrían condiciones que lo harían cambiar su respuesta?

- a. Si
- b. No

Si las hay, por favor explique:

Favor de indicar su nivel de acuerdo marcando una casilla para cada respuesta.

Los siguientes elementos constituyen un downtown vibrante:

#	Cuestión	Mayor en desacuerdo	Desacuerdo	Neutral	de acuerdo	muy de acuerdo	Sin Opinion
28	El aumento de variedad de opciones de compras						
29	Mayor variedad de lugares para comer						
30	Amplio estacionamiento disponible en el centro						
31	Amplias banquetas con mesas al aire libre						
32	Mayor variedad de espacios públicos						
33	Mayor variedad de servicios (es decir, médico, seguro de oficina)						
34	Lugares para comer y comprar rápidamente durante un día de trabajo						
35	Un destino para satisfacer sus necesidades diarias (compras de supermercado, farmacia, etc)						

Por favor díganos un poco sobre lo que piense usted de Downtown Milwaukie.

36. ¿Qué es lo que más le gusta de Downtown Milwaukie?

37. ¿Qué es, si existe algo que le gustaría cambiar sobre Downtown Milwaukie?

38. Que le gustaría ver a usted en Downtown Milwaukie que actualmente no lo tiene?

39. En base a su respuesta a la pregunta #38, ¿qué ayudaría a Downtown Milwaukie a hacer esto una realidad?

40. ¿Hay algo más que le gustaría agregar?

Por favor díganos un poco sobre usted ...

41. Código postal _____

42. Intersección de Milwaukie más cercana a su domicilio: _____

43. Si usted no vive en Milwaukie, indique la intersección más cercana a su lugar de trabajo o empleo en Milwaukie: _____

44. Edad: _____

45. Sexo: ___ Femenino ___ Masculino

46. ¿Cómo le gustaría participar? [tal vez en un foro abierto, discusión en pequeños grupos, correos electrónicos, entrevistas]

___ ___ No gracias

47. ¿Le gustaría ser contactado para asistir a una entrevista y compartir su experiencia y perspectiva sobre el centro de Milwaukie? Si es así, por favor proporcione su nombre e información de contacto aquí:

Si usted desea recibir actualizaciones sobre el proyecto y futuros eventos, por favor proporcione la siguiente información (opcional):

Nombre _____

Email _____

Teléfono _____

Su información es muy útil
¡gracias por SU ayuda!