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## Memorandum

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**TO:** City of Milwaukie  
**FROM:** Fregonese Associates  
**SUBJECT:** Public Involvement Plan – CCEP  
**DATE:** August 15, 2013

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### COMMERCIAL CORE ENHANCEMENT PROGRAM: PUBLIC INVOLVEMENT PLAN

#### APPROACH TO THIS PROJECT

This memorandum has been developed to specify the public involvement activities that will be used during the Commercial Core Enhancement Program (CCEP) planning process. As consultants, we look to those who live and work in a community to identify the solutions that are needed and will be met with support by residents. Our job is to bring people together so that they can task us with taking their solutions and creating plans to implement them. With this in mind, our focus is to employ engagement techniques that will make it convenient, meaningful, and actually fun for participants.

A public involvement plan is by necessity flexible. As the project evolves, the team will need to respond to opportunities and issues as they arise. We will rely on the Project Advisory Committee to assist us as we adapt our approaches in each of the project areas to ensure that we respond to these opportunities the most effective ways. This memo is organized around the project scope tasks that include opportunities for public engagement.

#### PROJECT ADVISORY COMMITTEE

##### **Purpose & Objective**

The Project Advisory Committee (PAC) will be composed of approximately 15 volunteer representatives from key stakeholder groups including area residents, property owners, business owners and civic groups. Its purpose will be to advise the Project Team and City staff on project components including an analysis of strengths, weaknesses, opportunities, and threats of the City's commercial areas, (SWOT analysis), opportunity site draft concepts, public engagement strategies, code revisions for the Downtown, Central Milwaukie, and Neighborhood Main Streets areas, the Central Milwaukie Land Use and Transportation Plan, and the Downtown and Central Milwaukie Action and Implementation Plan. City staff will identify individuals they believe would be good candidates for the committee, but membership will be open to all interested parties. Finding an advisory committee of independent or diverse interests will ultimately give greater credibility to its recommendations and provide constructive opportunities for developing creative solutions that will maximize resources in an equitable manner. All meetings of the PAC will be open to the public.

A separate Technical Resources Group (TRG) will be comprised of regional partners and agencies including representatives from the Oregon Department of Transportation (ODOT), TriMet, Metro, and Clackamas County, among others. Generally TRG meetings will be scheduled to coincide with other regularly-scheduled project team meetings.

### Schedule

The Advisory Committee will meet seven times throughout the project. Meetings are scheduled from 6:00 – 8:00 pm, with three longer meetings (5:30-8:30 pm) to review workshop and open house materials, which will require longer-than-usual work sessions. The suggested schedule below is subject to Advisory Committee member availability and will be adjusted to avoid conflicts with regularly-scheduled City meetings.

Meeting Date	Tasks and Decisions	Location	Consultant Staffing
<b>Meeting #1</b> Monday September 23 <sup>rd</sup> 5:30-8:30 pm  2013	<ul style="list-style-type: none"> <li>Introduce: Committee members &amp; project team</li> <li>Present: Project scope and timeline (short PowerPoint)</li> <li>Review: Public Involvement Plan</li> <li>Review: Materials for workshops/open houses (Rd. 1 &amp; 2)</li> </ul>	Public Safety Building	Fregonese Associates ECONorthwest
<b>Meeting #2</b> Monday October 21 <sup>st</sup> 6-8 pm  2013	<ul style="list-style-type: none"> <li>Present: Workshop/open house results</li> <li>Present: Market Study results</li> <li>Discuss: Preliminary opportunity site concepts and potential implications for development on these sites.</li> </ul>	Public Safety Building	Fregonese Associates ECONorthwest
<b>Meeting #3</b> Monday November 18 <sup>th</sup> 5:30-8:30 pm  2013	<ul style="list-style-type: none"> <li>Review: Materials for workshops/open houses (Rd. 3)</li> <li>Review: Preliminary/draft opportunity site concepts</li> </ul>	Public Safety Building	Fregonese Associates
<b>Meeting #4</b> Monday March 17 <sup>th</sup> or 31 <sup>st</sup> 6-8 pm  2014	<ul style="list-style-type: none"> <li>Discuss: Draft Action and Implementation Plan</li> </ul>	Public Safety Building	Fregonese Associates ECONorthwest
<b>Meeting #5</b> Monday April 21 <sup>st</sup> 5:30 -8:30 pm  2014	<ul style="list-style-type: none"> <li>Discuss: Draft Central Milwaukie Land Use &amp; Transportation Plan</li> <li>Introduce: Preliminary Downtown code revision ideas</li> </ul>	Public Safety Building	Fregonese Associates Angelo Planning Group

<b>Meeting #6</b> Thursday June 5 <sup>th</sup> 6-8 pm  2014	<ul style="list-style-type: none"> <li>Review &amp; Discuss: Methods and materials for public meeting/open house (round 5): Neighborhood Main Streets community input</li> </ul>	Public Safety Building	Fregonese Associates Angelo Planning Group
<b>Meeting #7</b> Monday July 21st 6-8 pm  2014	<ul style="list-style-type: none"> <li>Discuss: Draft Central Milwaukie and Neighborhood Main Streets Code, Comp Plan, and Zoning Map Amendments</li> </ul>	Public Safety Building	Fregonese Associates ECONorthwest Angelo Planning Group

**Committee Members**

Committee members will be community representatives and members of the public willing and able to attend seven PAC meetings of 2-3 hours in length over the course of the 18-month project period. The committee members will represent a broad range of stakeholder groups from the City; invitations will be extended to the following groups:

- City Council
- Planning Commission
- Design and Landmarks Committee
- South Downtown Planning Committee
- Ardenwald NDA
- Hector Campbell NDA
- Historic Milwaukie NDA
- Island Station NDA
- Lewelling NDA
- Linwood NDA
- Downtown business/property owner(s)
- Central Milwaukie business/property owner(s)
- 32nd Ave business/property owner(s)
- 42nd Ave business/property owner(s)

Ideally, these committee members will also represent:

- Newcomers to the community
- Long-time residents
- Representatives of the elderly, disabled, low-income, youth and minorities
- Parents, students, and/or administrators from the Waldorf School and Milwaukie High School
- Members of the Elks Club, Masons, or Rotary
- Local religious institutions

## **Format & Activities**

Successful advisory committee meetings will be engaging and productive. Presentations, activities and ensuing discussions should empower members to be thoughtful community representatives and agents of change. Their input will be valuable primary-source information with which the project team can strategically enhance the public engagement process, as well as improve draft concepts and code revisions.

Short, visually rich presentations will lead dynamic discussions and hands-on activities to test participatory methods and work out the potential impacts of proposed project and policies. It will also be important to consider which stakeholders are not represented by the committee, and to make further efforts to incorporate their perspectives into the planning process.

Ideally, PAC meetings will be held at a consistent location, and at a consistent time/day of the week.

Potential local venues in Milwaukie include:

- Public Safety Building (Central Milwaukie)
- Pond House (Historic Milwaukie)
- City Hall (Downtown Milwaukie)

## **Materials**

- Agenda
- Materials/documents for review
- PowerPoint presentations
- Presentation technology (projector, screen, etc.)
- Background Materials
- Materials to pilot workshop activities, when appropriate

## **Roles**

### *Committee Members*

- Commit to attend all seven meetings
- Provide guidance for the project team
- Elect Chair/key contact person
- Act as liaisons between the Committee and the broader community
- Review project deliverables and provide feedback

### *Consulting Team*

- Meeting agenda
- Meeting facilitation
- Short presentations (when necessary)
- Meeting materials and documents
- Meeting summaries

## City

- Assemble the Advisory Committee
  - Officially inform committee members of their roles and responsibilities
  - Convene meetings (open/close meetings)
  - Attend each Advisory Committee meeting
- Identify location venue(s), cost and availability and reserve appropriate spaces
- Distribute meeting agenda and materials 7 days prior to meetings in coordination with Consultant Team
- E-mail reminders to committee members 3-7 days prior to meetings

## **Deliverables**

For a total of 7 PAC meetings:

- Meeting agenda, to be provided to City at least 8 days prior to the meeting.
- Meeting facilitation
- Meeting presentations (when necessary), to be provided to City for review at least 4 working days prior to the meeting.
- Meeting materials, drafts to be provided to City at least 14 days prior to meeting, final to be provided at least 8 days prior to the meeting.
- Meeting summaries - to include who attended, notes and comments, outcomes & next steps

## **ONGOING COMMUNICATIONS**

The consultant team will provide project updates once a month for the interested public to be distributed by the City of Milwaukie to an email distribution list. Content of project updates will include: status of project in context of overall project timeline; recently achieved project milestones (as indicated in the SOW schedule); results and outcomes of recently held public events; upcoming opportunities for public education and outreach.

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### EMAIL UPDATES

#### **Proposed schedule**

- Email updates once a month
- Workshop/Open House announcements
- Workshop/Open House results

#### **Purpose & Objective**

Ongoing communications via email (using an email distribution list) will be an important strategy for keeping stakeholders engaged and informed. E-mail messages should use simple and engaging language and have a friendly, inclusive tone to generate goodwill and enthusiasm for expanded stakeholder participation. Generally, on-going communications will highlight positive momentum toward achieving

community goals and present challenges as opportunities for creative insight and collaboration from diverse members of the public.

**Format & Activities**

We will build an outreach list of community members and organizations to which we will provide regular project updates and invitations to the public events. The City’s existing lists of outreach contacts will be expanded upon through contacts provided by Advisory Committee members and the project webpage, where visitors will be able to sign up to receive email updates and event reminders.

*Example*

Below is an example of the type of email message that would be sent out to the project outreach list preceding a public workshop. This example is from Phase I of the CCEP project, called “Fresh Look Milwaukie”:

Greetings! You are receiving this e-mail because you are a downtown Milwaukie business and/or property owner, committee member or commissioner, NDA leader, or have participated in the *Fresh Look Milwaukie* project activities during the past month.

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**fresh look MILWAUKIE:**  
downtownROAD MAP project

We will share the results of an extensive public input process & discuss how to activate Downtown at a workshop!


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**THURSDAY, May 9<sup>th</sup>**  
**[6:30pm - 8:30pm]**  
**@ Milwaukie Masonic Lodge [10636 SE Main St]**

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- Overview of **Where we’ve been & where we are now.**
- Instant polling on **Where are we going? Your priorities?**
- Creating a Downtown Road Map - **Your vision for the future!**

Contact Ryan Lemay at [align.planning@gmail.com](mailto:align.planning@gmail.com) or (360) 536-6055 with any questions/ comments



We will provide light refreshments. We hope you will join us!

For more information visit the project page at <http://www.ci.milwaukie.or.us/planning/fresh-look-milwaukie-downtown-road-map>.

\*If you would like to be removed from this email list please let me know.\*

## **Roles**

### *Consultant Team*

- Collect contact information from interested community members to expand the City outreach list
- Provide content for email updates and invitations for participation

### *City*

- Maintain and update email list for ongoing communications
- Update outreach list after outreach events and webpage sign-ups
- Review content and send email updates and event invitations

## **Deliverables**

- Expanded outreach distribution list
- Content for email campaigns

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## **WEB & SOCIAL MEDIA CONTENT**

### **Proposed schedule**

Ongoing updates will be made to the City's project webpage, Facebook page, and Twitter account.

### *Workshop/public outreach announcements*

- Web content provided for posting approximately one month prior to event
- Twitter and Facebook announcement/reminder of upcoming event weekly, starting one month before event/outreach opportunity

### *General Project Updates*

- Outside of workshop announcements, the consultant team will provide content for project status updates to be posted on the website on a monthly basis, beginning the first week of September 2013.

### *Workshop and public outreach results*

- Web content summarizing results and related imagery will be provided within one week (seven days) of event/obtaining results
- Twitter and Facebook posts linking to site content (with a short descriptive sentence and an image) will be provided at same time as web content

### **Purpose & Objective**

Periodic and meaningful updates for web and social media channels give a broader audience access to current project information and helps maintain a high interest and engagement level. Facebook and

Twitter also offer opportunities for younger generations and busy professionals to engage with the project with a lower threshold for a commitment of time and energy.

### Format & Activities

#### Website Content

The consultant team will provide content and guidance for continued updating of the existing project website. Content will include more detailed event and outcome summaries along with engaging visual materials such as workshop photos, illustrations of varying urban design concepts, and attractive images of local city assets. The City Staff is expected to manage the site; however the consultant team will work closely with City staff on all project communications and updates.

#### Opportunities for Web-based Feedback

- Open-ended comment form (throughout the planning process)
- Online polls or surveys (during and after the workshops)

#### Web Content Example

Announcement for a public walking tour of Downtown as part of the Fresh Look Milwaukie project:

The screenshot shows a website page with a green header featuring a photo of white flowers and the word "Planning" with a "(Contact Us)" link. A dark navigation bar contains links: "Planning FAQs", "Overview", "Documents", "Projects", "Development Review", and "Forms, Applications, and Checklists". The main content area is titled "Fresh Look Milwaukie: Downtown Road Map Project - Walking Tour". It includes event details: "Event Title: Fresh Look Milwaukie: Downtown Road Map Project - Walking Tour", "Date/Time: Sat, Apr 27th 10:00am - 12:00pm", and "Location: City Hall, 10722 SE Main St". A sidebar titled "Planning Meetings" lists several meetings, some of which are cancelled. A "Community Conversation Event#1: Walking Tour" section provides details for a Saturday, April 27 event, including a list of things to look for (hidden gems, potential, etc.) and a description of the tour. Contact information for Li Alligood is provided at the bottom.

#### Facebook Content

Facebook posts will be designed as “hooks” with text and images to catch readers’ interest. They will also serve as informational gateways to project details (such as draft documents, workshop and survey results, or media coverage).



Facebook Content Examples (from Fresh Look Milwaukie project):

- Workshop Announcement

 **City of Milwaukie** shared a link.  
April 22

More of this? Less of this? Tell us during the downtown walking tour this Saturday!  
Free cameras and coffee included!  
<http://ow.ly/kjKe2>

 **Fresh Look Milwaukie: Downtown Road Map Project**  
ow.ly


We need YOUR help to take PHOTOGRAPHS of: • hidden gems • it's got potential • less of this, please • more of this, please

Like · Comment · Share  2

- Workshop Results

 **City of Milwaukie** shared a link.  
May 1

Check out what people are saying about Downtown Milwaukie ... add your two cents ... <http://ow.ly/kC16V>

 **Community workshop to share community's opinions about how to activate...**  
ow.ly

The Fresh Look Milwaukie: Downtown Road Map project will share the results

Like · Comment · Share  2

- Survey Announcement

 **City of Milwaukie** shared a link.  
April 18

Take the Fresh Look Milwaukie online survey and help plan a better Downtown! <http://ow.ly/kc3gj>

	<p><b>Fresh Look Milwaukie: Downtown Road Map Community Survey</b> ow.ly</p> <p>Milwaukie has multiple core commercial areas, including downtown, central Milwaukie, and other smaller</p>
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Like · Comment · Share

- Council Briefing

 **City of Milwaukie** shared a link.  
May 31

Council to hear recommendations for a "Fresh Look" for Downtown at Tuesday night's meeting  
<http://ow.ly/lwiID>

	<p><b>Council to hear recommendations for a "Fresh Look" for Downtown at...</b> ow.ly</p> <p>A group of PSU graduate students will present the City Council the "Fresh Look</p>
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Like · Comment · Share  1

*Twitter Content*

The consultant team will provide content for one Tweet a week, which will also be pushed to Facebook. The same material will appear in two locations, but in a slightly different format (not as much imagery is visible in a Tweet as on Facebook).

*Twitter Content Example*

Workshop announcement from Fresh Look Milwaukie project:



**Roles**

*Consultant Team*

- Provide content and guidance for continued updating of the existing project website on a weekly and monthly basis or preceding and following outreach events, as described above
- Provide Facebook and Twitter content weekly, as described above

*City*

- The City is expected to lead the management of the project website, Facebook, and twitter communications

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## COMMUNITY PRESENTATIONS

**Proposed schedule**

Speakers will appear upon request of a community group or organization, based on the availability and special knowledge of the speaker’s pool, composed of City staff and willing Advisory Committee members. Speakers will be able to provide a presentation on the project for community organizations interested in the project as a whole or specific opportunity sites.

**Purpose & Objective**

Often business or social organizations welcome speakers, and the project will benefit from using regular meetings of clubs, schools, and civic groups to inform and educate community members about the project. The speaker’s bureau will ensure that someone is prepared with appropriate materials to speak about the project. Also important is reaching out to the younger population; from students to young adults and families.

**Format & Activities**

Short, visually interesting presentations will be an effective way to reach out to a wider audience and variety of stakeholders who might otherwise not be aware of the project. A standard project presentation can be easily tailored to adapt to requesting groups’ specific interests.

**Roles**

*Consultant Team*

- Provide standard project presentation.

*City*

- Notify clubs, schools, and civic groups that this resource is available
- Provide speakers as necessary
- Take the lead providing presentations if they are requested
- Schedule speaking engagements

**Deliverables**

- Standard project presentation.

**STAKEHOLDER INTERVIEWS**

Interviews with elected officials, opportunity site property owners, and other stakeholders will help to understand each one’s unique perspectives and to gain insight into business and development conditions in the area. The purpose of these interviews is to learn the context needed for a broader market and development feasibility analysis. The interviews will enable the team to be certain that the ideas that we research and put forth are based on sound economic knowledge and have been vetted by stakeholders with a depth of local experience. A member of the consultant team’s Senior Management Team (Abe Farkas from ECONorthwest and John Fregonese from Fregonese Associates) would participate in each of these interviews.

**ELECTED OFFICIALS**

**Proposed Dates**

Month of September

The following table will be populated and used to coordinate the interview schedule among the consultant team members.

Interviewee	Interviewer	Date	Location
Mayor Ferguson			
Councilor Churchill			
Councilor Miller			
Councilor Hedges			
Councilor Gamba			

**Purpose & Objective**

One-on-one interviews with elected officials – specifically, the Mayor, and each of the four city councilors—will help give shape to areas of focus for draft concepts and code revisions. These interviews will be focused on gaining insight into the business and development conditions as they relate to:

- Historical development patterns
- Past and current policy impacts on development

- Local political context and public sentiment
- Key opportunities and barriers for desirable development

**Format & Activities**

Interviews with the Mayor and city councilors will be one-on-one and in-person, lasting 30-60 minutes in any mutually amenable location. Interviewers will use an interview guide as a resource to focus on obtaining key information.

**Materials**

- Contact information for interviewees
- Interview guide

**Roles**

*Consultant Team*

- Contact and schedule interviews with Mayor and city councilors
- Develop interview guide
- Conduct five 30-60 minute interviews
- Summarize interviews in memo format

*City*

- Provide contact information for interviewees

**Deliverables**

- Conduct five interviews with elected officials
- Interview guide
- Summary of five interviews

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**OPPORTUNITY SITE PROPERTY OWNERS**

**Proposed dates**

Month of October 2013

The following table will be populated and used to coordinate the interview schedule among the consultant team members.

Site	Round	Interviewee	Interviewer	Date	Location
Murphy	1				
McFarland	1				

Private opportunity site #3 (TBD)	1				
Private opportunity site #4 (TBD)	1				
Public Opportunity Sites #1-3	1	May include representatives from: City of Milwaukie, Metro, and TriMet			
Public Opportunity Sites #1-3	2	May include representatives from: City of Milwaukie, Metro and Tri-Met			

### Purpose & Objective

The interviews with opportunity site property owners will inform initial drafting of the opportunity site concepts and code revisions. Interviews with the owners of the four privately-owned opportunity sites will be focused on developing a clearer context for development of each specific site based on property owner vision, unique site characteristics, market realities, application of existing policy and zoning code to the site, and perceptions of other opportunities and barriers to desirable site development. Interviews with the public agencies will be focused on identifying the preferred development program of each site and agency support for various approaches.

### Format & Activities

Interviews will be one-on-one and in-person, lasting approximately 30-60 minutes in any mutually amenable location. Interviewers will use an interview guide as a resource to focus on obtaining key information. Note that after draft development concepts have been produced for each opportunity site they will be shared with property owners. We will welcome feedback from property owners via email, phone calls, participation in larger meetings (i.e., developer round tables, advisory committee meetings, open houses), and (if necessary) follow-up meetings with property owners. These follow-up conversations would not necessarily be handled by members of the consultant team’s Senior Management Team, but instead could be handled by other members of the consultant team who are familiar with the opportunity site development concepts.

### Materials

- Contact information for interviewees
- Interview guide

### Roles

#### *Consultant Team*

- Contact and schedule seven interviews with property owners
- Develop interview guides
- Conduct six 30-60 minute interviews
- Summarize interviews in memo format

*City*

- Provide contact information for interviewees

**Deliverables**

- Conduct seven interviews with opportunity site owners
- Interview guide
- Summary seven interviews

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**ADDITIONAL STAKEHOLDERS**

**Proposed dates**

Month of October 2013

The following table will be populated and used to coordinate the interview schedule among the consultant team members.

Stakeholder Interest	Round	Interviewee	Interviewer	Date	Location
Stakeholder #1	1				
Stakeholder #2	1				
Stakeholder #3	1				

**Purpose & Objective**

The consultant team may interview of to three additional stakeholders, which could include the owners of properties adjacent to opportunity sites, key property owners, and others. Interviews will be focused on developing a clearer context for development of each specific site.

**Format & Activities**

Interviews with will be one-on-one and in-person, lasting approximately 30-60 minutes in any mutually amenable location. Interviewers will use an interview guide as a resource to focus on obtaining key information.

**Materials**

- Contact information for interviewees
- Interview guide

**Roles**

*Consultant Team*

- Contact and schedule interviews with stakeholders

- Develop interview guides
- Conduct six 30-60 minute interviews
- Summarize interviews in memo format

*City*

- Provide contact information for interviewees

**Deliverables**

- Conduct up to three stakeholder interviews
- Interview guide
- Summary of up to three interviews

**DEVELOPER ROUNDTABLES**

**Proposed date**

Two developer roundtables will be held. We will use a doodle poll to check availability of various developers.

***Purpose & Objective***

The Developer Roundtable is a forum used to gather valuable information related to general and specific development opportunities and barriers in Milwaukie. Involving developers at the local and regional level will help give context to both unique and generalizable characteristics of each of the opportunity sites and the City’s business environment overall. The project team will coordinate with the City to select developers with a range of expertise to ensure that developers familiar with adaptive reuse, small scale urban / suburban infill and mixed use development are present.

*Roundtable #1*

The first developer’s round table will be designed to obtain information from developers in order to inform the market study, and gain a general perspective on City’s development potential and environment. Developers will also be introduced to the opportunity sites and will be asked for specific ideas about development concepts for the sites.

*Roundtable #2*

For the second roundtable, the same group will reconvene to review draft concepts for the opportunity sites and provide guidance for refinement.

**Format & Activities**

*Roundtable #1*

A short presentation will be made to a group of developers on the overall CCEP project, with emphasis on soliciting input on the opportunity sites identified to date. The consultant team will then facilitate a conversation among the developers to identify broader issues related to development opportunities and



barriers and potential solutions and strategies that could help facilitate development of the opportunity sites.

#### *Roundtable #2*

A presentation of the development program for each of the opportunity sites will be made highlighting key assumptions, and findings. Feedback will be solicited for the purpose of refining and finalizing development projects for the selected opportunity sites.

### **Materials**

#### *Roundtable #1*

- PowerPoint presentation with opportunity site description, imagery, and technical details
- Feedback forms
- Refreshments

#### *Roundtable #2*

- PowerPoint presentation describing draft concepts
- Feedback forms
- Refreshments

### **Roles**

#### *Consultant Team*

- Contact and invite developers
- Presentation at roundtables
- Facilitate roundtable discussions

#### *City*

- Schedule roundtables and secure venue (with assistance from Consultant Team)
- Attendance of at least one staff at roundtables
- Provide initial list of local developers

### **Deliverables**

#### *Roundtable #1*

- Agenda
- PowerPoint presentation
- Feedback forms
- Written summary of roundtable discussion

#### *Roundtable #2*

- Agenda
- PowerPoint presentation
- Feedback forms
- Written summary of roundtable discussion

## PUBLIC MEETINGS/OPEN HOUSES AND WORKSHOPS

### 1. PROJECT KICK-OFF/OPEN HOUSE

#### **Proposed date**

First Week of October 2013

#### **Purpose & Objective**

Introduce the project to the public, including an overview of opportunity sites, existing conditions, and verification of the direction received during the “Fresh Look Milwaukie: Downtown Road Map” project. Initial public feedback on the project will also be solicited through live polling, a visual preference survey, and one-on-one discussion with City staff and the consultant team.

The objective of the open house is to inform community members of the project and process, confirm policy direction for Downtown, and highlight key issues that should be examined. It is critical that the process catches up to the Fresh Look Milwaukie endpoint by the conclusion of this event.

#### **Format & Activities**

##### *Group Presentation*

The meeting will start with a brief PowerPoint Presentation from City Staff and the Consultant team. The presentation will cover the planning process from start to finish, and include a description of project goals and activities. A project timeline will be presented and shared with the participants with key dates for further public involvement.

The presentation will also revisit the recommendations and policy direction for Downtown that was provided through the Fresh Look Milwaukie planning process.

##### *Live Audience Polling*

We use handheld devices for instant polling activities during public workshops and meetings. This technology provides exciting instant feedback for the participants. Each person answers the question on the screen anonymously using their handheld device, and the results of the entire group are posted on the screen instantly. Not only are the answers informative for us as the consultants, they also let the participants know what their neighbors are thinking on issues in the community.

##### *Sample Polling Questions: To what extent do you agree with the following?*

1. The District should host public events and festivals.

A. Strongly Agree B. Somewhat Agree C. Not Sure D. Somewhat E. Disagree F. Strongly Disagree

2. The District is best suited for residents, with small-scale retail and services to support them.

A. Strongly Agree B. Somewhat Agree C. Not Sure D. Somewhat E. Disagree F. Strongly Disagree

3. The District is best suited for offices and businesses.

A. Strongly Agree B. Somewhat Agree C. Not Sure D. Somewhat E. Disagree F. Strongly Disagree

#### *Visual Preference Survey*

Live polling will also be used to conduct a visual preference survey to explore potential policy approaches in Downtown. The visual preference survey is an outreach tool that asks participants to rank various building and streetscape images. Through the survey, we gather input on preferred types of buildings, parking, sidewalks and open space options. The visual preference survey is a very effective tool for educating and involving community members in urban design and land use planning. The use of visual images to solicit input allows people to respond to two questions: “Do you like the image?” and “Do you think it is appropriate for your area?” These questions put the issue in terms that can be readily understood.

#### *One-on-one Conversation with City Staff and Consultant team*

We will set a 30-minute period after the presentation and polling for the group to circulate among the staff and consultant team to answer any questions about the project at informal stations around the meeting room.

#### **Materials**

- Meeting/Open House agenda
- Maps and/or Posters
- PowerPoint presentation
  - Will include sets of photos to illustrate different development concepts and features (i.e. different building heights, setbacks, density, uses, and streetscapes) for public to respond to through instant polling (see Attachment 5 for examples)
- Presentation technology (projector, screen, etc.)
- Handheld instant polling devices

#### **Roles**

##### *Consultant Team*

- Schedule open house and secure venue (with assistance from City)
- Provide web-based content to promote the event
- PowerPoint presentation
- Present and run the instant polling
- Assist in developing materials for event promotion
- Provide content for e-mail invitations

##### *City*

- Attendance of at least two staff at open house
- Assist with scheduling the open house and securing venue
- Send e-mail invitations to the public

### **Deliverables**

- Meeting/Open House agenda
- Maps and/or Posters
- Meeting/Open House PowerPoint Presentation with images illustrating a range of development concepts and features
- Meeting/Open House summary memo and notes
  - Instant polling results
  - Event Photo Library

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## **2. PUBLIC WORKSHOPS: OPPORTUNITY SITES**

### **Proposed dates**

- Murphy and McFarland Sites: Fifth Week of October 2013
- Downtown Sites: Fifth Week of October 2013

### **Purpose & Objective**

A total of two public workshops will be held to generate initial ideas and concepts for redevelopment of the opportunity sites. The workshop will help identify key issues that are important to the community (for example mix of uses, height, building materials, parking issues, etc.) and inform the development of the opportunity sites.

- Workshop #1 - Murphy and McFarland Sites: Introduce the Central Milwaukie Land Use and Transportation Plan, and generate ideas and initial concepts for redevelopment and code revisions.
- Workshop #2 - Downtown Sites: Build on what was learned from the first public meeting/open house, and solicit ideas for redevelopment and code revisions.

### **Format & Activities**

#### *Map Activity*

Using maps, stickers and markers the group will work together to illustrate their ideas. Each table of 8-10 participants is tasked with thinking about how they would like to see an area change. We will likely call on Advisory Committee members and staff to assist the consultant team in facilitating the workshop tables. In workshops, participants are asked to place “chips” or stickers on a large map. Chips can represent new types of development (mixed use, housing, commercial, employment), public amenities (ex. parks, sidewalks), and transportation improvements (transit, bike trails, improved intersection crossings). We will work to refine the exercise and specific tasks for participants, based on discussion with City staff, Advisory Committee members, and what we learn from the existing conditions report and stakeholder interviews.

Because the scope is particularly development focused, it is an opportunity to craft a unique and innovative exercise that captures public input in a way that best serves the project goals. It is intended to be a *strategic, action-oriented workshop*, as opposed to a visionary workshop. Special attention will be paid to the identified opportunity sites in the area.

The map activity will help the project team identify both desired site-specific catalyst projects and broader preferences related to use, development, public improvements, and design standards. Participants could be asked to select from a list of strategies to encourage and attract the financing necessary for the projects, and to ensure that identified deficiencies in the areas are addressed, and that the preconditions to development are in place.

### **Materials**

- Workshop maps
- Workshop instructions and agenda
- PowerPoint presentation
  - Will include sets of images and photos to illustrate different development concepts and features (i.e. different building heights, setbacks, density, uses, and streetscapes) for public to respond to through instant polling (see Attachment 5 for examples).
- Presentation technology
- Pens, stickers, scissors, etc.
- Handheld instant polling devices

### **Roles**

#### *Consultant Team*

- Schedule workshop and secure venue (with assistance from City)
- Present workshop exercise description
- Provide up to 4 facilitators for the map activity

#### *City*

- Provide up to 4 staff facilitators for the map activity
- Assist with scheduling the workshop and securing venue

### **Deliverables**

- Workshop maps
- Workshop instructions and agenda
- Workshop PowerPoint Presentation (with development concept imagery as described above – see attachments for examples)
- Workshop results summary in several forms:
  - Map results
  - Instant polling results
  - Participant comments

- Event Photo Library

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### 3. PUBLIC WORKSHOP: REVIEW OF DRAFT OPPORTUNITY SITE CONCEPTS

#### **Proposed date**

First Week of December 2013

#### **Purpose & Objective**

Because they have expended considerable thought and effort on the opportunity site concepts, earlier event participants want to know their ideas have been heard. In the months following the workshop, and after results have been analyzed and illustrated in concept plans, the Advisory Committee will work with the project team to develop the themes, policy changes, and investments that might be warranted in each project area.

We will conduct a public workshop to review the draft opportunity site concepts, discuss the broader implications of each concept on the policies for downtown and central Milwaukie, and receive additional community input. The community will be able to review the draft materials, comment on them, and engage in exploring alternatives that can be used to finalize the concepts.

The objective is to solicit feedback on the conceptual site plans and development program for the opportunity sites in order to refine the concepts.

#### **Format & Activities**

##### *Group Presentation*

The meeting will start with a brief PowerPoint Presentation from City Staff and the Consultant team. The presentation will cover the workshop results and draft illustrated concept plans for the redevelopment sites. It will be designed to communicate the priorities, goals and solutions that surfaced during the earlier workshop events.

##### *Visual Materials*

- *Conceptual Site Plans*

The team will develop 2-3 draft site design concepts produced in Adobe Illustrator for each site. A conceptual site plan is a graphic representation of the arrangement of buildings, parking, drives, landscaping and any other structure that is part of a development project. The Conceptual site plans will be used in combination with the 2-D visuals (described below) during the workshop to solicit input on the proposed development concepts from interested citizens and stakeholders. See Attachment 5 for examples of conceptual site plans.

- *2-D Visuals to Communicate the Concepts*

The team will develop 2-3 sketch level visuals that will use photos of existing buildings to represent different development alternatives (these are not the same as the photorealistic site specific

visualizations that will be developed for the final concepts). These visuals will be used during the workshop to solicit input on the proposed development concepts from interested citizens and stakeholders. See Attachment 5 for examples of 2-D sketch level visuals.

### *Small Group Discussion*

The second portion of the workshop is devoted to small group discussions. The participants will be asked to join tables of 8-10 people for a discussion of the ideas and concepts presented at the beginning of the meeting. Maps, graphics and comment sheets will be provided at each table. A facilitator will be assigned to each table to guide the conversation and make sure all the thoughts and ideas are captured. The facilitator will be given instruction and a timed agenda to help them keep the group on track during the conversations. The desired outcome is to solicit feedback on the conceptual site plans and development program for the opportunity sites to refine the concepts.

### **Materials**

- Agenda
- PowerPoint presentation
- Maps and visual graphics, including conceptual site plans and sketch level visuals
- Facilitator instructions
- Comment sheets

### **Roles**

#### *Consultant Team*

- Schedule open house and secure venue (with assistance from City)
- Present and assist with the small group discussions
- Develop materials for the small group discussions
- Assist in developing materials for event promotion
- Provide e-mail and web-based content for event promotion
- Provide up to 4 facilitators for the small group discussions

#### *City*

- Attendance of at least at least three staff at open house for set up, facilitation and support
- Assist with scheduling the open house and securing venue
- Send e-mail invitations to the public

### **Deliverables**

- Agenda
- Maps and visual materials, including conceptual site plans and sketch level visuals
- Comment sheets summary
- Facilitator instructions
- Promotional and communication materials
- Summary memo and notes

- PowerPoint Presentation

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## 4. PUBLIC MEETING/OPEN HOUSE: REVIEW OF DRAFT PLAN & CODE REVISIONS FOR DOWNTOWN

### **Proposed date**

Fourth week of May 2014

### **Purpose & Objective**

Purpose of this open house is to provide an overview of proposed amendments to the Downtown Plan, key policy changes, and proposed code revisions for Downtown Milwaukie. The feedback received from this event will help shape the final proposed amendments.

### **Format & Activities**

#### *Group Presentation*

The meeting will start with a PowerPoint Presentation from City Staff and the Consultant team. The presentation will cover the key policy changes included in the draft plans and code revisions for Downtown. It will be designed to highlight the key revisions, with a focus on use, development, and design standards.

#### *Small Group Discussions Focused on Each Area*

The participants will be broken into three smaller groups depending on which policy area they choose to discuss. We will set a 30-45 minute period after the presentation for the small group discussions. Various stations will be set up, to discuss different issues related to the proposed code amendments. For example, those issues might include changes in allowed building height or changes in allowable uses. City Staff and Consultant Team Members will be available for questions at each table and are expected to be part of the conversation.

### **Materials**

- Meeting/Open House agenda
- Maps and/or Posters
- PowerPoint presentation
- Presentation technology (projector, screen, etc.)

### **Roles**

#### *Consultant Team*

- Schedule open house and secure venue (with assistance from City)
- Present and run the instant polling
- Assist in developing materials for event promotion
- Provide e-mail and web-based content to promote event



### City

- Attendance of at least at least three staff at open house (one for each area)
- Assist with scheduling the open house and securing venue
- Send e-mail invitations to the public

### Deliverables

- Meeting/Open House agenda
- Maps and/or Posters
- Materials for event promotion/communication
- Open House summary memo and notes
- Open House PowerPoint Presentation

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## 5. PUBLIC MEETING/OPEN HOUSE: NEIGHBORHOOD MAIN STREETS

### Proposed date

Third Week of June 2014

### Purpose & Objective

The goal for this open house is to review and confirm the policy direction received during the 2012 “Neighborhood Main Streets” project. We will also explore potential approaches to use, design and development standards in the Neighborhood Main Street commercial areas along 32<sup>nd</sup> and 42<sup>nd</sup> Avenues.

The objective of this event is to provide direction to the project team as they draft amendments to the Comprehensive Plan and code.

### Format & Activities

#### *Group Presentation*

The meeting will start with a brief PowerPoint Presentation from City Staff and the Consultant team. The presentation will include a review of the policy direction from the Neighborhood Main Streets project, the recommendations from the Horizon Planning team, and present approaches to potential development and design options along the Neighborhood Main Streets.

#### *Live Audience Polling*

This is the same technique we plan to use for the first Downtown Open House. See the description for Live Audience Polling in the “Public Open House - Downtown” section above.

#### *Visual Preference Survey*

Live polling will also be used to conduct a visual preference survey to explore potential policy approaches for the Neighborhood Main Streets. The visual preference survey is an outreach tool that asks participants to rank various building and streetscape images. Through the survey, we gather

input on preferred types of buildings, parking, sidewalks and open space options. The visual preference survey is a very effective tool for educating and involving community members in urban design and land use planning. The use of visual images to solicit input allows people to respond to two questions: “Do you like the image?” and “Do you think it is appropriate for your area?” These questions put the issue in terms that can be readily understood.

#### *One-on-one Conversation with City Staff and Consultant team*

We will set a 30-minute period after the presentation and polling for the group to circulate among the staff and consultant team to answer any questions about the project at informal stations around the meeting room.

#### **Materials**

- Meeting/Open House agenda
- Maps and/or Posters
- PowerPoint presentation
- Presentation technology (projector, screen, etc.)
- Handheld instant polling devices

#### **Roles**

##### *Consultant Team*

- Schedule open house and secure venue (with assistance from City)
- Present and run the instant polling
- Assist in developing materials for event promotion
- Provide e-mail and web-based materials to promote event

##### *City*

- Attendance of at least at least two staff at open house
- Assist with scheduling the open house and securing venue
- Send e-mail invitations to the public

#### **Deliverables**

- Meeting/Open House agenda
- Maps and/or Posters
- Materials for event promotion/communication
- Open House summary memo and notes
- Instant polling results
- Open House PowerPoint Presentation

## SPECIAL PRESENTATIONS

### PLANNING COMMISSION AND CITY COUNCIL BRIEFINGS

#### Proposed date

City Council work sessions (eight total):

- Task 2.4 Market Study: third week of October, 2013
- Task 3.8 Preliminary development concepts: first week of November, 2013
- Task 3.12 Draft development concepts: first week of January, 2014
- Task 3.12 Tools for City to encourage new development: third week of January, 2014
- Task 3.12 Final development concepts: February 2014
- Task 4.2 Draft Action and Implementation Plan: third week of March, 2014
- Task 4.2 Draft Action and Implementation Plan: fourth week of April, 2014
- Task 6.2 Draft Land Use and Transportation Plan: first week of May, 2014

Planning Commission meetings (four total):

- Task 5.3 Downtown Code and Plan Amendments #1: fourth week of July 2014
- Task 5.3 Downtown Code and Plan Amendment #2: second week of August, 2014
- Task 7.3 Central Milwaukie and Neighborhood Main Streets Code and Comp Plan Amendments: fourth week of October, 2014
- Task 7.3 Central Milwaukie and Neighborhood Main Streets Code and Comp Plan Amendments: second week of November, 2014

City Council meetings (five total):

- Task 6.4, Final Central Milwaukie Land Use & Transportation Plan: third week of June, 2014
- Task 5.3 Downtown Code and Plan Amendments: first week of September, 2014
- Task 5.3 Downtown Code and Plan Amendments: third week of September, 2014
- Task 7.3 Central Milwaukie Neighborhood Main Streets Code and Comp Plan Amendments: first week of December, 2014
- Task 7.3 Central Milwaukie Neighborhood Main Streets Code and Comp Plan Amendments: third week of December, 2014

Joint Planning Commission & City Council meetings (two total):

- Task 4.4 Action and Implementation Plan: first week of May, 2014
- Task 4.4 Action and Implementation Plan: third week of May, 2014

#### Purpose & Objective

To provide the Planning Commission and City Council periodic updates throughout the project to keep them informed of the progress and gather input on draft ideas and concepts. The briefings will include all deliverables described in the Detailed Scope of Work, including proposed code revisions.

**Materials**

- PowerPoint presentations

**Roles**

*Consultant Team*

- Provide a PowerPoint presentation
- Attend the meeting, give a presentation, and participate in the discussion with City Council

*City*

- Schedule Planning Commission and City Council briefings
- Attendance of at least at least two staff at briefings
- Produce packet materials for briefings
- Meeting minutes

**Deliverables**

- PowerPoint presentations

**CITY-LED ACTIVITIES**

**SITE TOUR**

The purpose of the site tour is to familiarize elected officials, Advisory Committee members, and other interested parties with the tools other communities have used in their commercial districts and approaches that may be relevant to Milwaukie.

**Proposed date**

TBD

**Proposed sites**

- Lake Oswego
- Oregon City
- Gresham
- West Linn

**Materials**

TBD

**Roles**

*Consultant Team*

- None

*City*

- Organize and lead tour

**Deliverables**

- Summary of tour and discussion

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## 6. PUBLIC MEETING/OPEN HOUSE: REVIEW OF DRAFT PLAN & CODE REVISIONS FOR CENTRAL MILWAUKIE & NEIGHBORHOOD MAIN STREETS

**Proposed date**

July 2014

**Purpose & Objective**

The goal for this open house is to review the proposed plans, key policy changes and code revisions for Central Milwaukie and the Neighborhood Main Street commercial areas. The feedback received from this event will help shape the final proposed amendments. This event would mirror the format of the Public Meeting/Open House: Review of Draft Plan & Code Revisions for Downtown that the consultant team will lead earlier in the project.

**Format & Activities**

*Group Presentation*

The meeting will start with a PowerPoint Presentation from City Staff. The presentation will cover the key policy changes included in the draft plans and code revisions for Central Milwaukie and the Neighborhood Main Streets. It will be designed to highlight the key revisions, with a focus on use, development, and design standards.

*Small Group Discussions Focused on Each Area*

The participants will be broken into two smaller groups depending on which area they choose to discuss. We will set a 30-45 minute period after the presentation for the small group discussions. Two stations will be set up, one for each area (Central Milwaukie and the Neighborhood Main Streets). City Staff will be available for questions at each table and are expected to be part of the conversation.

**Materials**

- Meeting/Open House agenda
- Maps and/or Posters
- PowerPoint presentation
- Presentation technology (projector, screen, etc.)

**Roles***Consultant Team*

- None

*City*

- Schedule open house and secure venue
- Develop materials for event promotion
- Attendance of at least at least three staff at open house (one for each area)
- Send e-mail invitations to the public

**Deliverables**

- Meeting/Open House agenda
- Maps and/or Posters
- Materials for event promotion/communication
- Open House summary memo and notes
- Open House PowerPoint Presentation

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**ADDITIONAL CITY-LED PUBLIC EVENTS AS NEEDED****Proposed date(s)**

TBD

**Format & Activities**

The City may decide that additional public meetings are required above and beyond those described previously in this Public Involvement Plan. Although the consultant team would not create materials for any additional open houses, or facilitate discussions at these events, it is possible that the City may choose to organize one or more additional meetings/open houses without significant involvement from the consultant team. If necessary, involvement from the consultant team would be limited to assisting City staff to design meeting agendas, and meeting activities.

**Deliverables**

- None

## ATTACHMENTS

1. Example agenda for an Advisory Committee meeting
2. Example of the Guiding Principles exercise for the Advisory Committee
3. Example agenda for the Round 1 workshops
4. Example agenda for the Round 2 meeting/open house events
5. Example of visuals for opportunity site concept discussions

**ATTACHMENT 1**  
**Example Agenda for an Advisory Committee meeting**



**Dallas TOD – Committee Meeting Agenda**

Date: Wednesday June 20<sup>th</sup>

Time: 6:30pm – 8:00pm

Location: Half Price Books Community Room, 5803 East Northwest Highway, Dallas, TX 75231

Agenda:

1. Welcome and Introductions (6:30-6:40)
2. Overall process update (6:40-6:50)
3. Workshop recap and results overview (6:50-7:20)
4. Review area plans and visualizations (drafts) (7:20-7:50)
5. Meeting Wrap-up and next steps and next meeting dates (7:50-8:00)



**ATTACHMENT 2**  
**Example of the Guiding Principles exercise for the Advisory Committee**



## **GUIDING PRINCIPLES EXERCISE**

### **What are Guiding Principles?**

Guiding Principles are a set of accepted guidelines that capture the Superstition's Project values and priorities. The Guiding Principles are used to develop the goals, objectives, and strategies of the Vision and Strategy for the Superstition Vistas. The Guiding Principles are the shared standard for evaluating development scenarios and plan recommendations. The Guiding Principles will help us answer the question: "How do we define success in the Superstition Vistas?"

### **How are Guiding Principles used in the planning process?**

Ideas that "measure up" to our Guiding Principles will find a home in the Vision. Ideas that are in conflict with our Guiding Principles will not.

The Guiding Principles will be used in several ways through the planning process:

1. ***Scenario Development*** – The principles will be used to select and weight indicators from the scenario development. They will be used to form evaluative criteria to be displayed alongside the scenario. If we do our jobs right, the principles and their indicators will be used by the Steering Committee to design and select the preferred scenario, and guide the resolution of conflicting goals in the scenario development.
2. ***Plan Development*** - After the scenario selection and necessary revisions, the Guiding Principles will also serve as a checklist to ensure that planning recommendations and strategies reflect and support the region's core values. Guiding Principles will provide an important feedback loop that we can all understand, talk about, and use to guide the consultants to ensure that emerging recommendations reflect residents' desires.
3. ***Plan Implementation*** – We're not writing a plan that will sit on a shelf. The Guiding Principles will also be used to form criteria for monitoring and evaluating the success of the plan and the actions that result from it.

## How do we develop and prioritize the Guiding Principles?

We start by identifying key values and potential priorities based on the values research, what we have learned from the analysis so far, and input from the various committees. With this list of potential principles, which may overlap or reflect differing opinions on a specific issue, we will begin to prioritize the Guiding Principles through an interactive exercise with the Steering Committee.

## How will the committee prioritize the Guiding Principles?

At the November 20<sup>th</sup> Steering Committee meeting we will review the potential Guiding Principles listed below and add other ideas that are not already listed. These Guiding Principles will be printed on large posters and hung around the room. The Committee members will be able to add new guiding principles, or edit existing principles. Each committee member will have stickers to use to indicate their top 10 priorities. In this way participants can begin identifying and prioritizing the key principles held by the region's stakeholders and citizens. During the meeting we will discuss the results and the initial outcomes. We will then develop a more concise set of guiding principles that we will present in January for further discussion and eventually, for use in public outreach. In January we will also link the scenario indicators to the guiding principles.

## Do we only have one shot at forming the Guiding Principles?

No, this will be just the initial prioritization of the Guiding Principles. Superstition Vistas Guiding Principles will evolve as we move through the planning process. As mentioned, we will need to keep our Guiding Principles consistent with the input we receive from the stakeholders and citizens as we move through the public involvement stage of the process.

## Types of Guiding Principles

Some guiding principles are measurable and can be easily quantified, while others are more subjective. Guiding principles generally fall into one of three categories:

- 1) **Guiding principles that generate evaluation criteria that are used to measure the results of the different planning scenarios.** Criteria such as *"Cluster new development in areas that are planned to be well served by transit."* can be measured, as the scenarios will contain enough detail to measure items such as the amount housing and jobs within walking distance of transit.
- 2) **Guiding principles that can be used to evaluate the implementation of the plan over time.** For example *"Design new residential areas with 'personality' so that residents may experience a sense of community and place."* While this may be an important priority, it would be difficult to do in the comparison of land use scenarios. This is the type of indicator that is used for policy development and long term monitoring.
- 3) **Guiding principles that express important values of the region but are not specific to the land use and transportation and economic development vision.** These criteria guide the process. Social equity criteria, such as *"Ensure an inclusive planning process and treat all as equally important"* often fall into the category of informing or driving the process, but are not always transferred into indicators to measure land use and transportation scenarios.

## **Before the Meeting...**

Please read through the following potential Guiding Principles and start to think about your priorities.

### **Potential Guiding Principles by Category**

#### **Economy**

1. Ensure that job and housing growth are matched over time to the extent feasible
2. Create good quality jobs for people of all ages, with a focus on our youth
3. Develop Economic Catalysts to spark job growth in advance of housing growth
4. Create an environment in the new centers that supports new and expanding entrepreneurs and small business owners
5. Attract people and businesses by developing vibrant urban centers
6. Develop methods of providing infrastructure in timed with development needs.
7. Recognize quality of life, natural beauty, diversity and the uniqueness of the Superstition Vistas city as important elements efforts to attract and keep businesses
8. Cooperate with regional economic development efforts to achieve economic success and prosperity for the Superstition Vistas
9. Support developing an educational system that results in an educated workforce in all segments of the community and includes training for a wide range of job skills
10. Support the development of one or more universities as a major economic catalyst
11. Foster cooperation among Pinal County, Maricopa County and neighboring jurisdictions for economic development

#### **Equity and Opportunity**

1. Ensure that the K-12 education system that develops in Superstition Vistas is among the best in the State.
2. Ensure there is opportunity for small, medium-sized and minority owned businesses
3. Ensure that the housing choices in Superstition Vistas allow for Arizonians of all incomes to settle in this area.
4. Ensure all residents have access to quality housing, jobs, education and health care
5. Commit Superstition Vistas to be inclusive, have a variety of income levels, and be accessible to all races, cultures, and ethnicities
6. Respect the cultural and political identity of Native Americans as Superstition Vistas develops
7. Ensure that intolerance and prejudice, explicit or covert, is not used in the formation of land use and other public policy

#### **Environment**

1. Implement development patterns that restore, protect and conserve environmental resources
2. Make Superstition Vistas the one of the most sustainable communities in the country by focusing on balanced development, water conservation and capture, energy efficient buildings, and land use and transportation systems that reduce auto use.
3. Ensure that new buildings are built with a low carbon footprint and with cost effective energy conservation materials
4. Protect the foothills of the Superstition Mountains
5. Protect the habitats and corridors of the washes and streams, especially Queens Creek

6. Consider open space as essential infrastructure on par with sewer, water and roadways
7. Establish specific goals for parks that are easily accessible to residents in every neighborhood in the city
8. Ensure that future development focuses on reducing high peak demands for electricity and water, as well as reducing annual consumption
9. Conserve and retain storm water on the Superstition Vistas, and develop it for on site irrigation
10. Develop a renewable sources of electricity on site where feasible.
11. To the extent feasible, design the Superstition Vistas to have no net carbon emissions, and to have no net water consumption.

## **Community and Housing**

1. Provide affordable housing of different types and styles for people of all ages in Superstition Vistas.
2. Create and maintain safe neighborhoods
3. Encourage a variety of housing options – in location, style and size
4. Provide quality housing and schools for people working in the city
5. Ensure that Superstition Vistas grows cultural institutions - the arts, music, food, dance, and theater.
6. Provide locations for festivals and gatherings to celebrate the community of Superstition Vistas
7. Create an alternative to (not a replacement for) suburban living in the Superstition Vistas: places that offer high density urban environment with round-the-clock activity and support of alternative lifestyles.
8. Ensure that the Superstition Vistas grows a heart – a central downtown, and ensure that it is healthy and vibrant
9. Develop land use regulations that achieve the Vision of the Superstition Vistas.
10. Extend opportunities to shop for basic needs in under-served areas of the city

## **Transportation**

1. Ensure that the Superstition Vistas develops major through roads and transit facilities that connect with Phoenix and Tucson.
2. Ensure that the Superstition Vistas has a well designed and sufficiently funded transportation plan that will meet the needs of the new development for auto, transit, walking, and biking.
3. Ensure that a network of roads and streets is developed within the Superstition Vistas that allows for great connectivity in the developed areas.
4. Ensure that a robust transit system is developed within the Superstition Vistas that is well funded, and grows with the Vistas. Ensure that the proper governance is developed so that the transit system can meet the needs of the future development.
5. Create a high quality non-auto connection to the Gateway Airport from the business centers of Superstition Vistas.
6. Structure the transportation system to provide appropriate choices so that all segments of the community can meet daily living requirements
7. Develop in a way that encourages walking and biking for a substantial part of travel demands
8. Develop walkable neighborhoods and commercial centers

9. Coordinate the transportation system with the land uses so that people can choose to reduce their reliance on the automobile by living closer to work, living or working close to transit, and living in pedestrian and bicycle friendly areas.
10. Provide efficient and cost-effective movement of goods both within and beyond the Superstition Vistas
11. Implement adequate and efficient new transportation infrastructure at the same time development is anticipated.
12. Assure adequate and timely maintenance of infrastructure as the Superstition Vistas ages
13. Develop and fund a preventive maintenance program that extends the life of the infrastructure built in the Superstition Vistas.

### **Planning Process**

1. Provide a Sub-regional planning system that allows several local governments to emerge, but ensures that their actions are well coordinated, and follow a common framework plan for the Vistas
2. Ensure transparent and inclusive planning efforts as the Superstition Vistas develops
3. Develop a clear implementation and funding program for the Vision and future adopted plans

ATTACHMENT 3  
Example Workshop Agenda

# CANYON ROAD

## DESIGN ALTERNATIVES WORKSHOP



### Workshop Agenda

Beaverton Library

12375 Southwest 5th Street | Conference Room

Beaverton, OR 97005

December 14, 2012 | 9:00 AM – 3:00 PM

### Design alternatives workshop outcomes

This Design Alternatives Workshop is intended to collaboratively develop a range of cross-sectional concepts for Canyon Road that support joint ODOT, Metro, and City of Beaverton community development and mobility goals. During the workshop, participants will:

- Partake in a series of small group sessions designing cross sections for different locations along Canyon Road
- Establish a vision for urban design and placemaking elements along Canyon Road
- Brainstorm implementation strategies (e.g. funding mechanisms, phasing, etc.) that will get the design alternatives closer to construction

### Workshop schedule

9:00 AM – 9:15 AM <i>15 minutes</i>	Welcome, introductions, and workshop goals/outcomes	John Fregonese, Fregonese Associates
9:15 AM – 9:45 AM <i>30 minutes</i>	Results of Canyon Road Goals, Objectives, Opportunities, and Constraints Work Session	Tom Brennan, Nelson\Nygaard
10:00 AM–12:45 PM <i>165 minutes</i>	<b>Workshop session:</b> Breakout groups develop cross-section alternatives for various locations along Canyon Road	All attendees (facilitated by Michael Moule)
12:45 PM – 1:15 PM <i>30 minutes</i>	Break/Lunch	All
1:15 PM – 2:15 PM <i>60 minutes</i>	Report back on the alternatives	All attendees (facilitated by Michael Moule)
2:15 PM – 2:45 PM <i>30 minutes</i>	Brainstorm implementation strategies (e.g. funding mechanisms, phasing, etc.)	Tom Brennan, Nelson\Nygaard
2:45 PM – 3:00 PM <i>15 minutes</i>	Next steps and adjourn	Tom Brennan, Nelson\Nygaard

December 14, 2012 | 9:00 AM – 3:00 PM

ATTACHMENT 4  
Example Meeting/Open House Agenda



4755 SW Griffith Drive, PO Box 4755, Beaverton, OR 97076  
Creekside District Information • (503) 526-PLAN

## Creekside District Master Plan

Open House #2

Beaverton City Library

Thursday, July 18, 2013

5:30 – 7:00pm

Thank you for joining us! This is the second public open house event for the Creekside District Master Plan. The event will focus on sharing solutions to the land use, transportation and stormwater challenges of Beaverton's Creekside District. The project team will explain the objectives of the planning process and invite stakeholders to join the conversation about the future of the Creekside District.

### Event Agenda

**5:30 – 5:45** Refreshments, Attendees Arrive

**5:45 – 5:50** Welcome from Project Manager Laura Kelly

**5:50 – 6:15** Presentation (*John Fregonese, Fregonese Associates*)

John Fregonese, lead consultant for the Creekside District Master Plan, will give a brief presentation to familiarize attendants with the overall project including the goals, benefits, and potential solutions.

**6:15 – 7:00** Open House with project team

Following the presentation, the project team will be on hand to discuss the future of the District. The team will have interactive stations and displays communicating solution options for the future Creekside park, Canyon Road, and building prototype options for housing, workplaces and services within the District.



# Visualizations and Site Designs for Public Workshops

- 2-3 draft site design concepts produced in Adobe Illustrator for each site. 2-3 sketch level visuals that will use photos of existing buildings to represent different development alternatives (these are not the same as the photorealistic site specific visualizations). These will be used to solicit feedback from the public and council during work sessions and workshops.



# Draft Site Designs

# Downtown Tualatin

Site plan – one building on western site



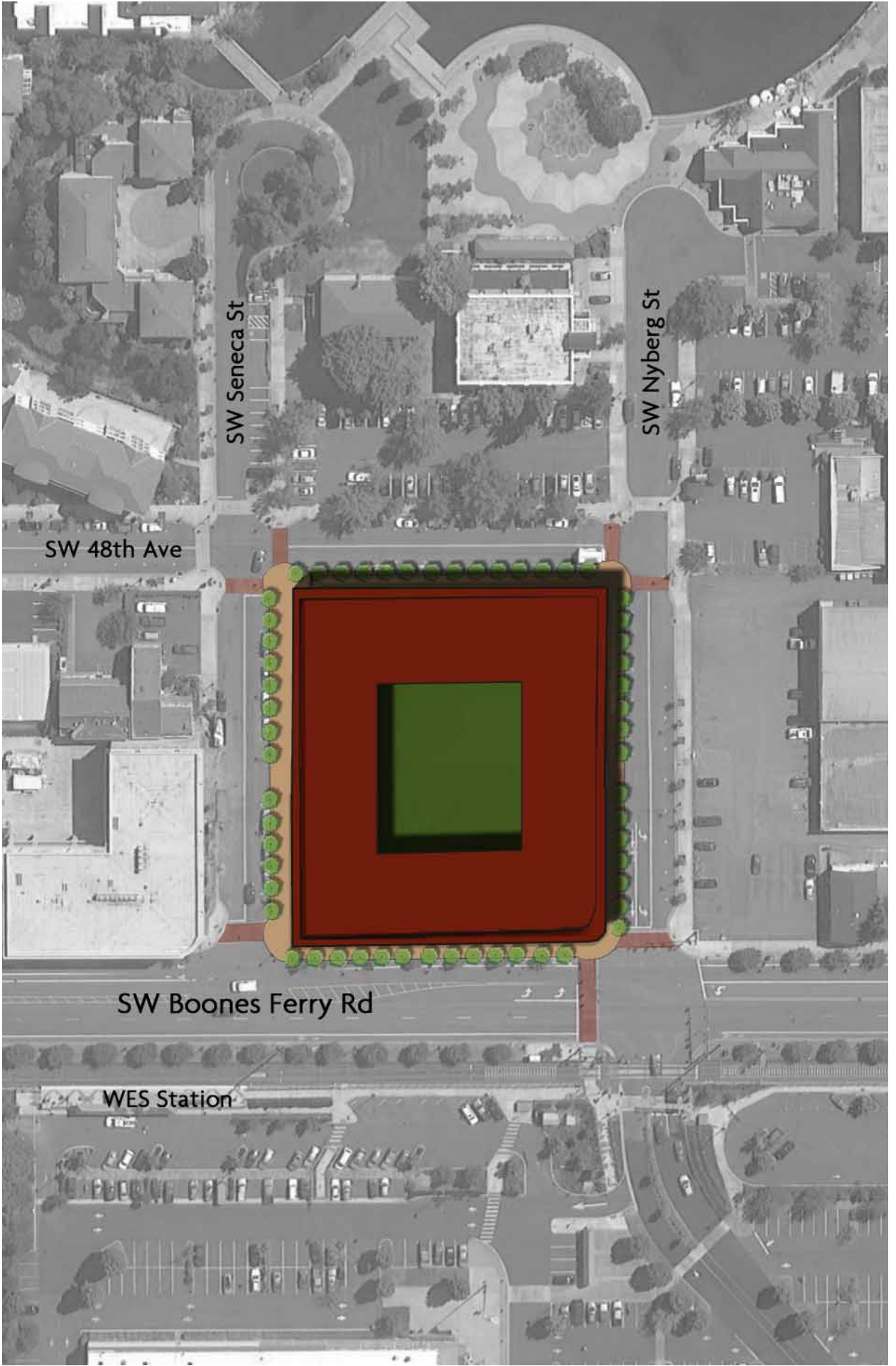
Downtown Tualatin  
Site plan – buildings on both sites





# Downtown Tualatin

Site plan – one larger footprint building



# Portland – Armory

## Site plan



# Building Envelopes



# Tigard Triangle - Building Massing



# Downtown Tualatin - Building Massing





# Base Zoning building envelopes





# Proposed building envelopes



# Examples Buildings in our Existing Library

Below are the types of buildings we plan to use in the examples shown in the following two slides



Mixed-use 3 story



Mixed-use 3 story



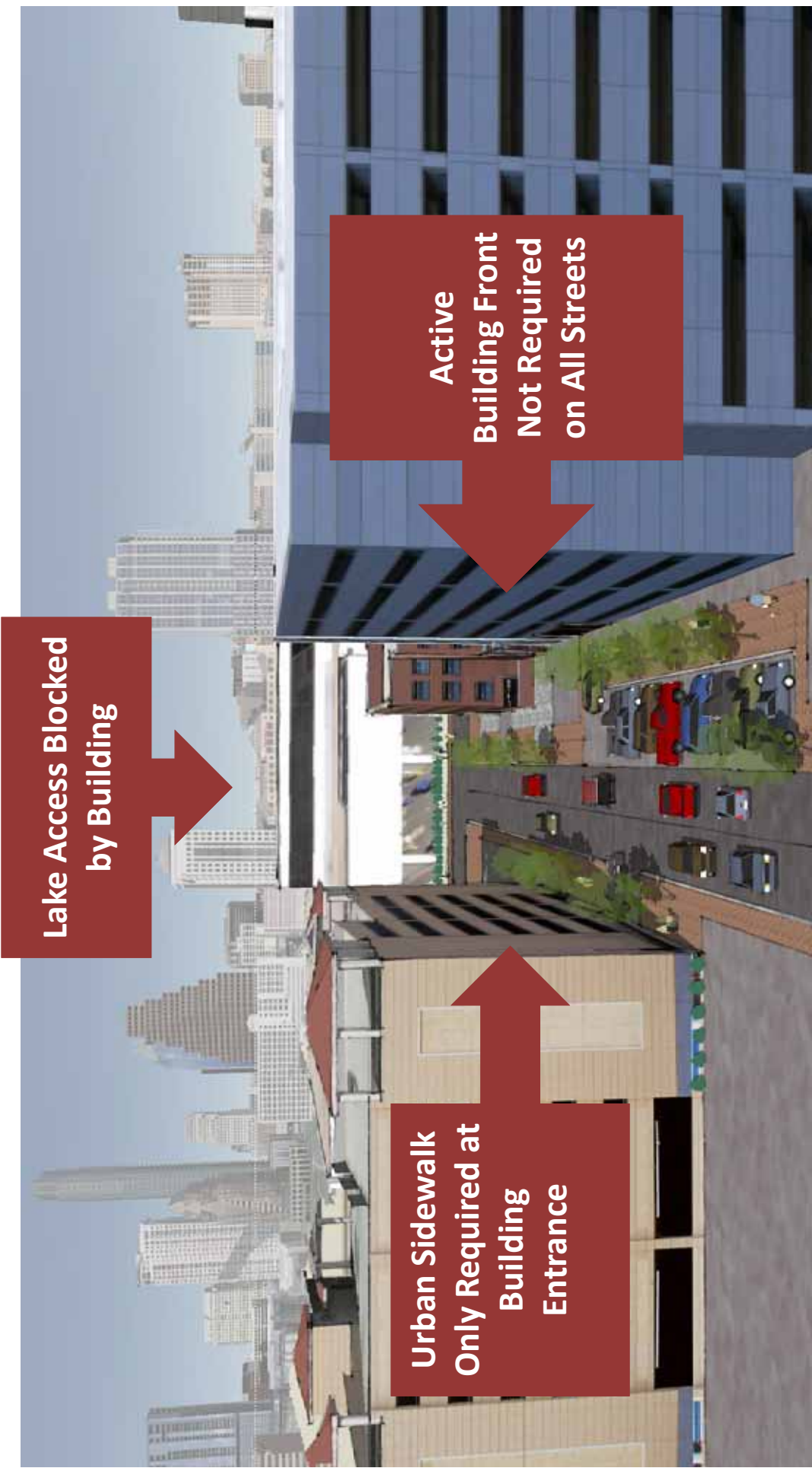
Residential 3 story



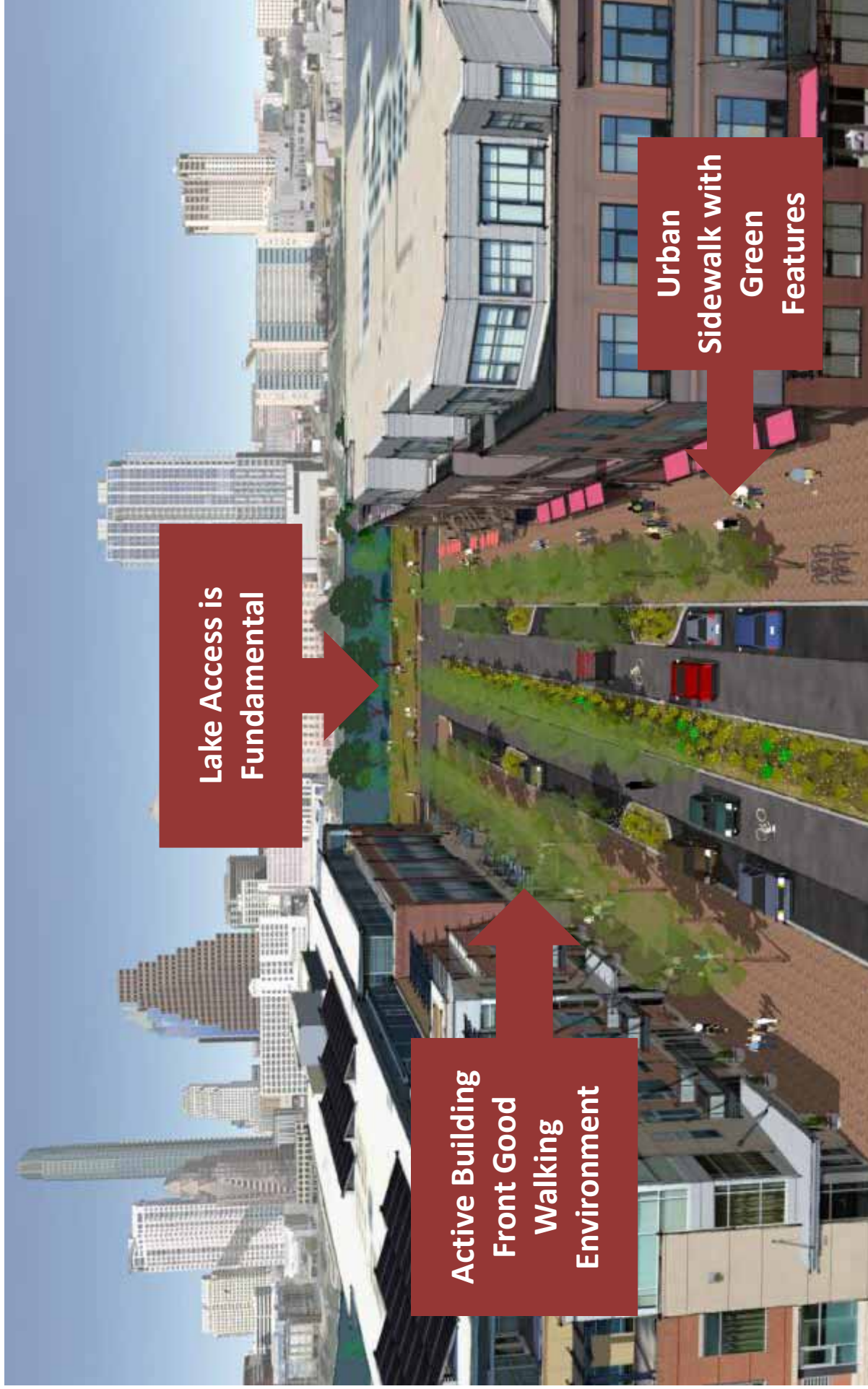
Office 3 story



# Option A: Existing Regulations



# Option B: Preferred Plan



# Visual Preference Survey Examples



# Instant Polling! - Getting Familiar with the Keypads

- Images will appear and represent a range of possibilities.
- There are no right or wrong answers.
- You will have a short time to review each image.
- Go with your “gut reaction!”

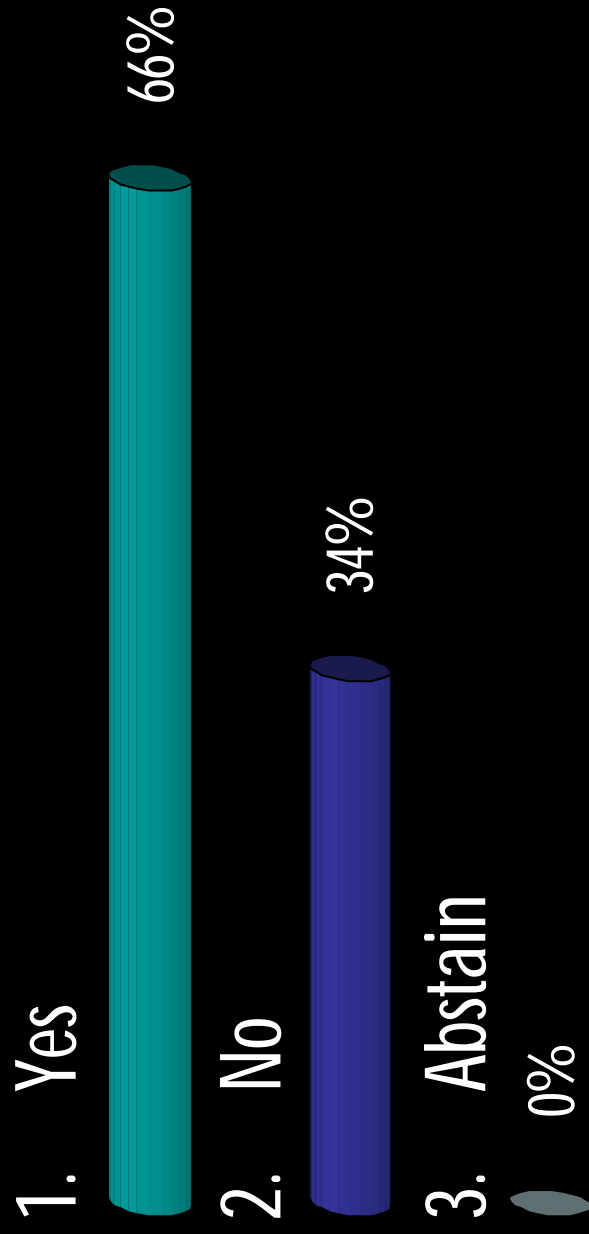


Let's try it...



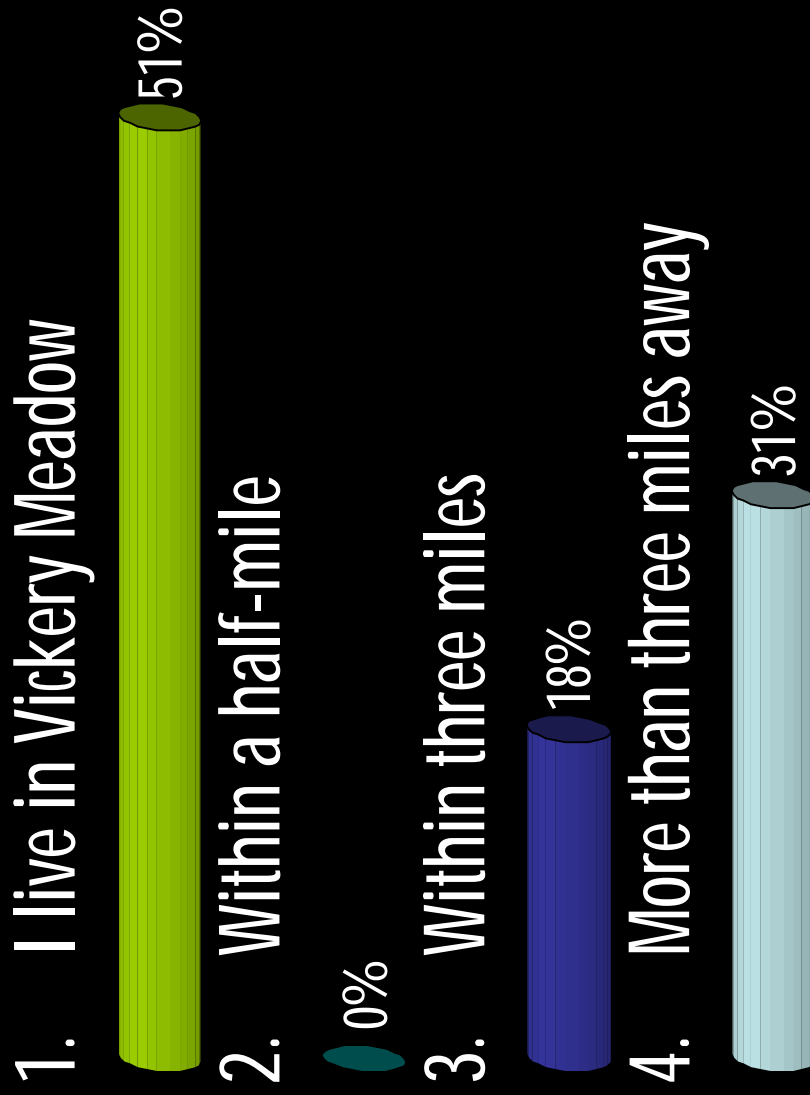
## Instant Polling! - Getting Familiar with the Keypads

Is this your first time participating in a planning workshop for the Vickery Meadow area?



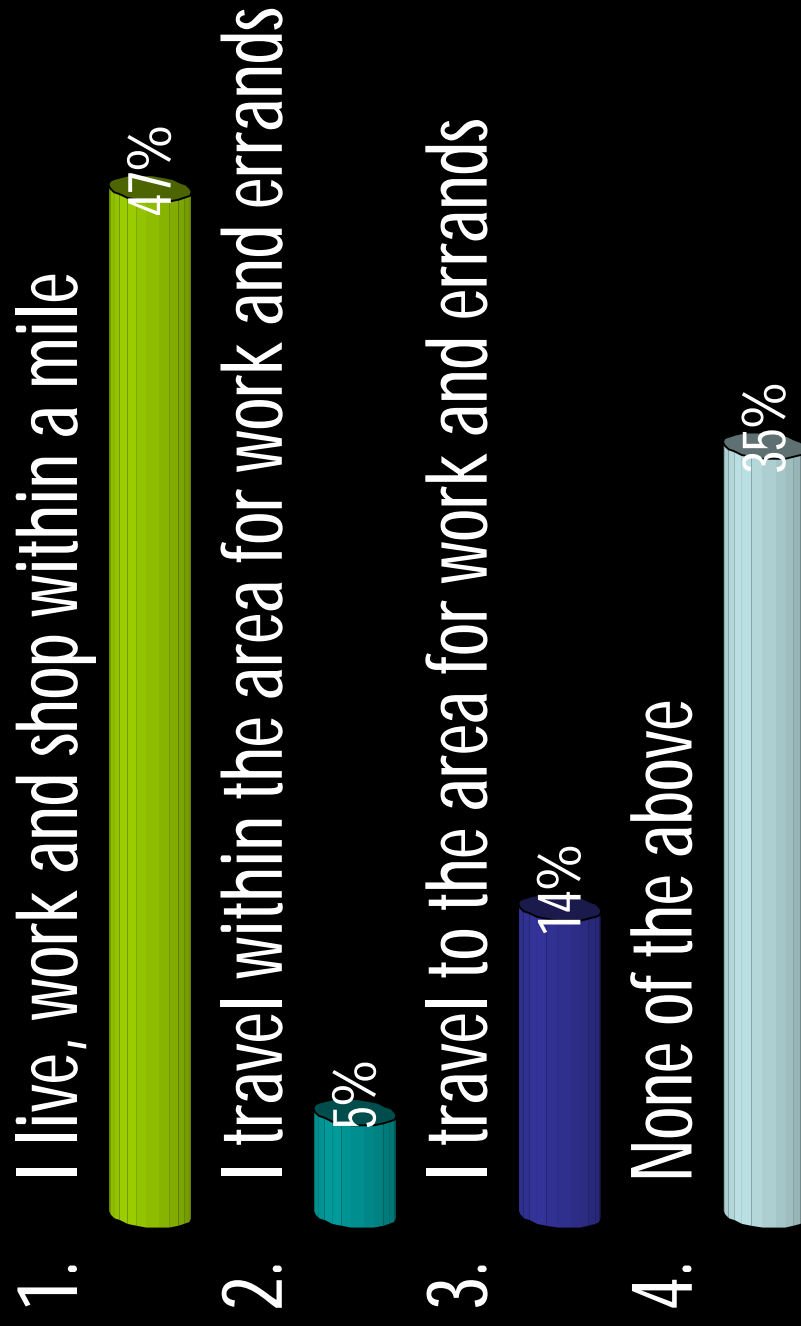
## Instant Polling! - Getting Familiar with the Keypads

How close do you live to the Vickery Meadow area?



## Instant Polling! - Getting Familiar with the Keypads

How do you use the Vickery Meadow area?



# Residential – Townhomes



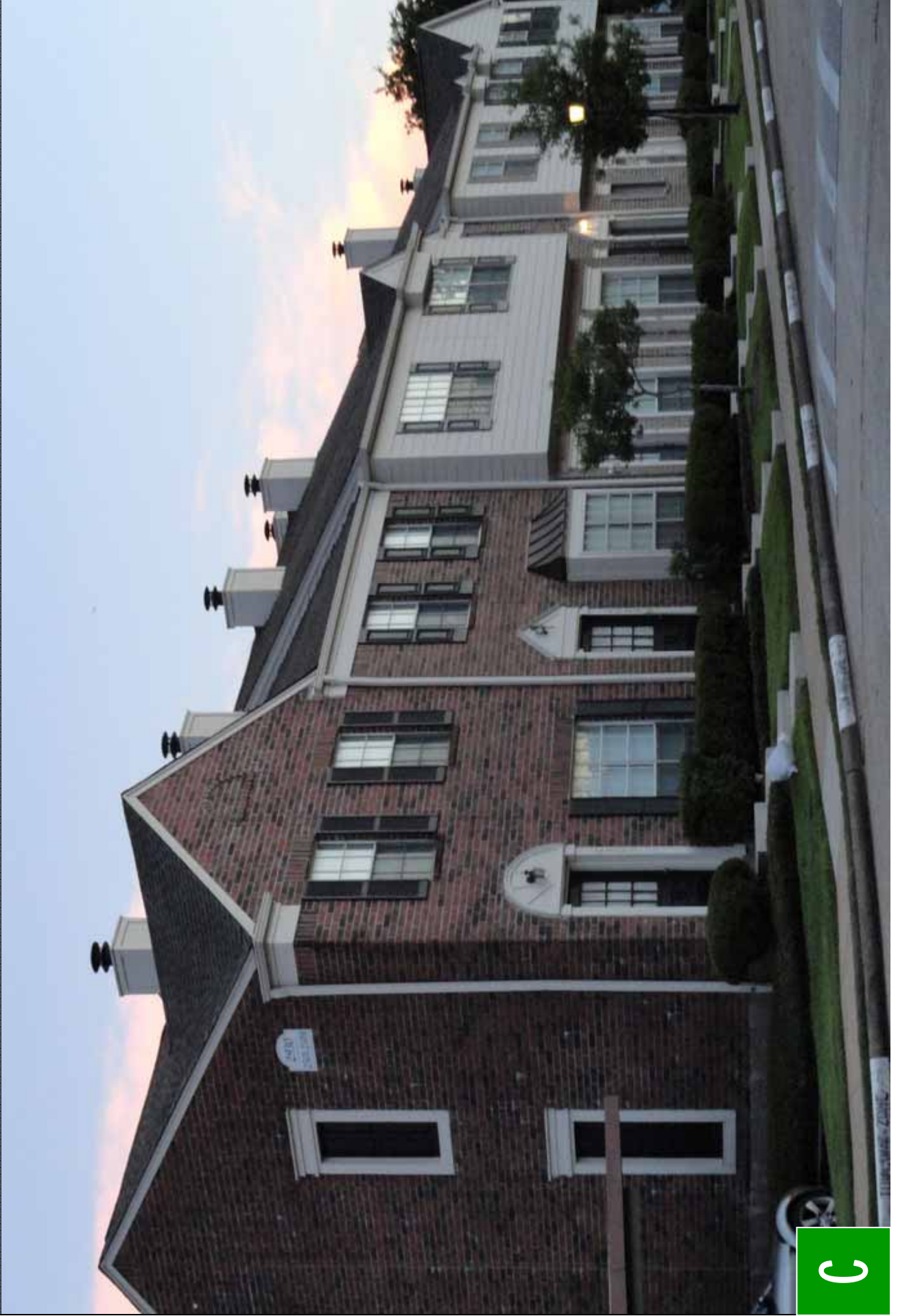
A



# Residential – Townhomes



# Residential – Townhomes





# Residential – Townhomes







D



C

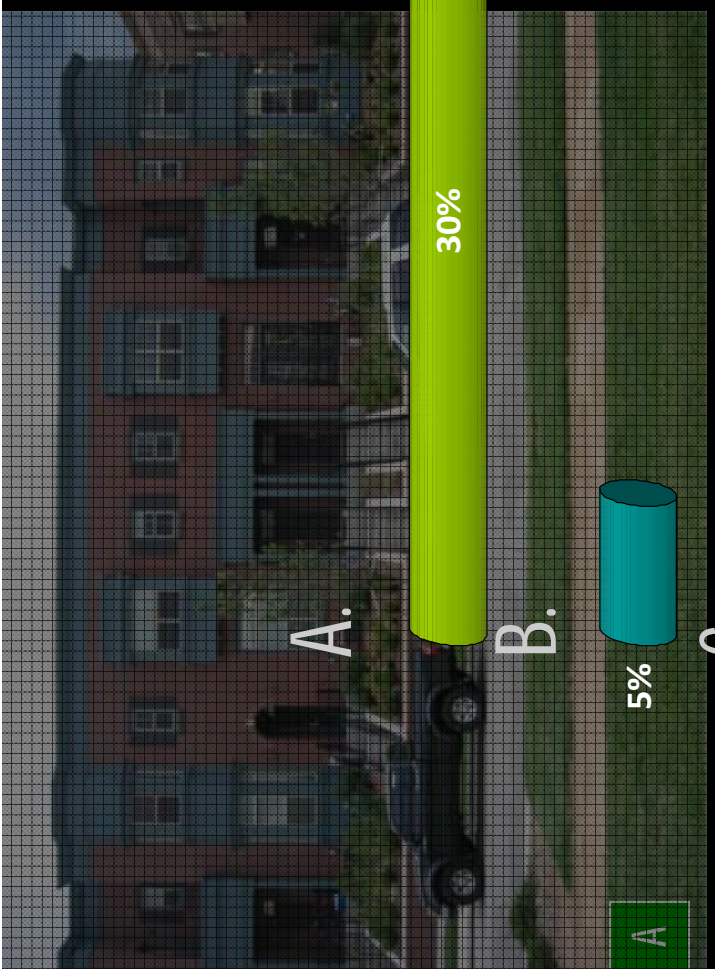


B



A





A.



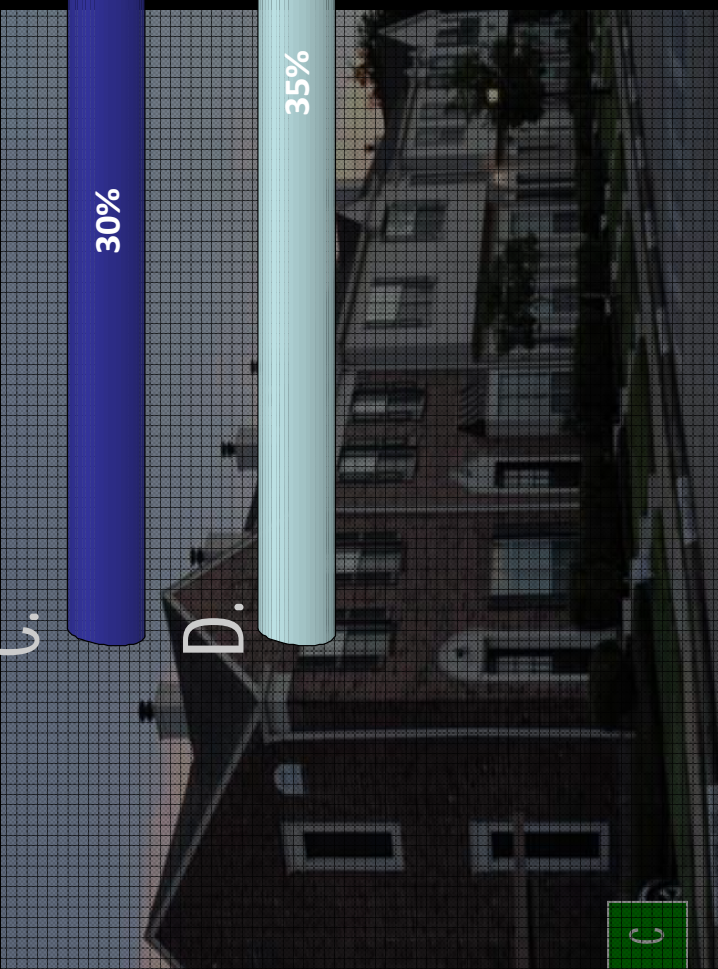
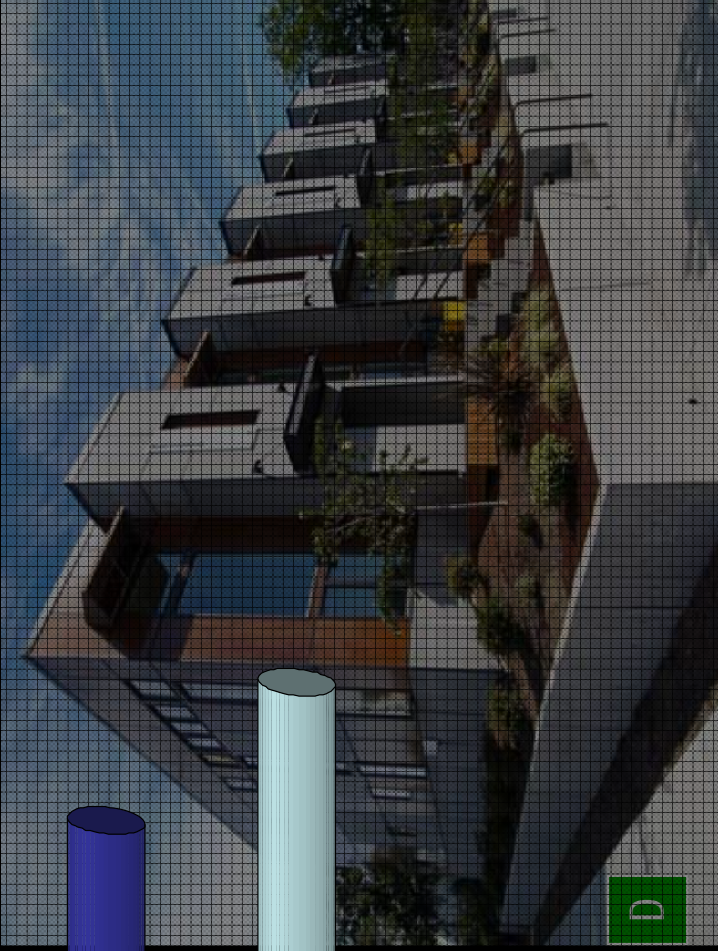
B.



C.



D.



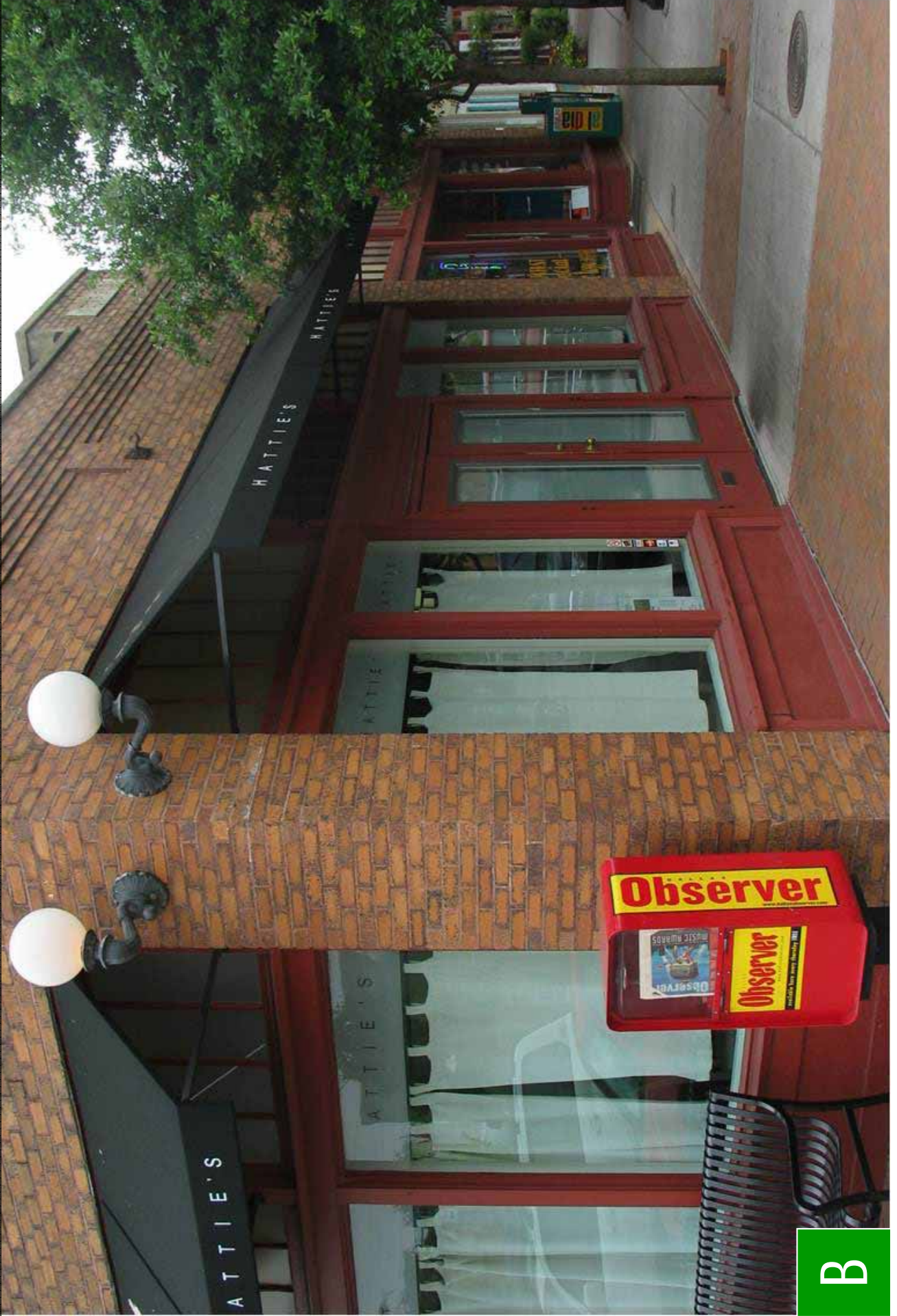


# Commercial – “Main Street”

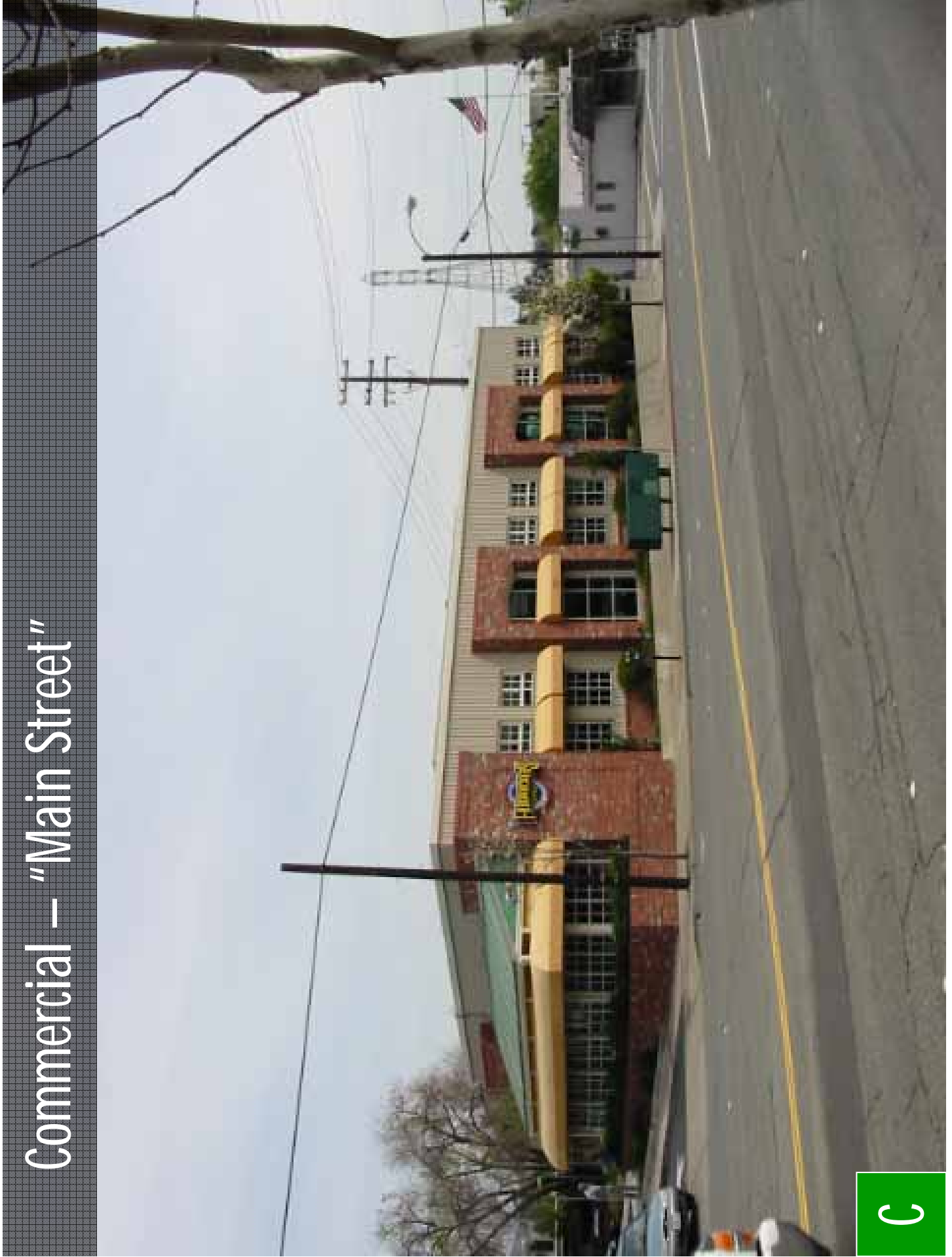




# Commercial – “Main Street”



# Commercial – “Main Street”





# Commercial – “Main Street”





B



D

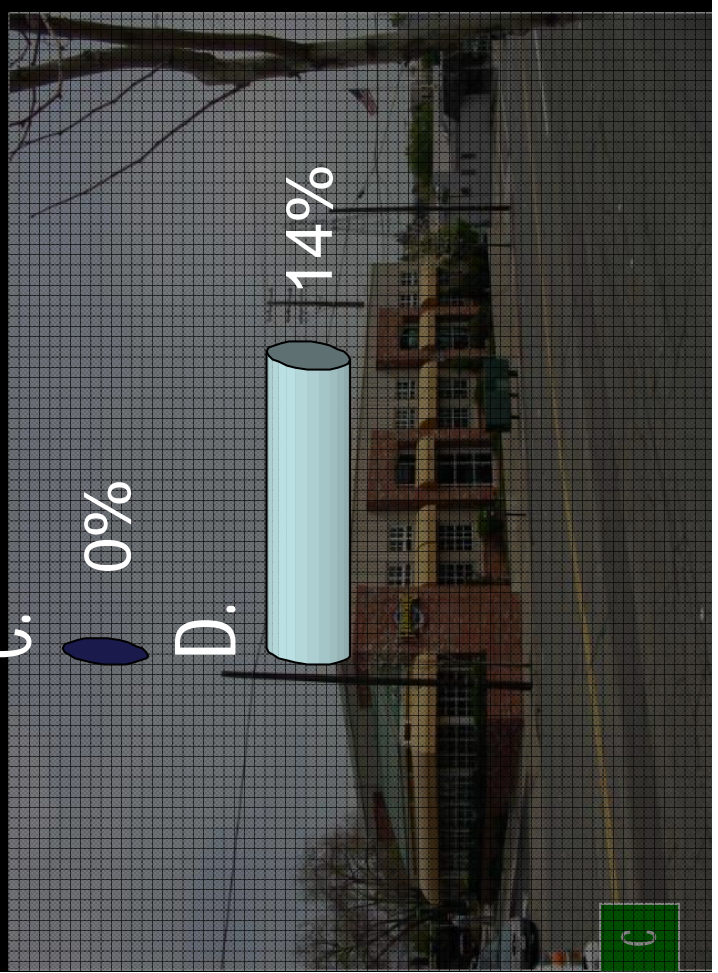
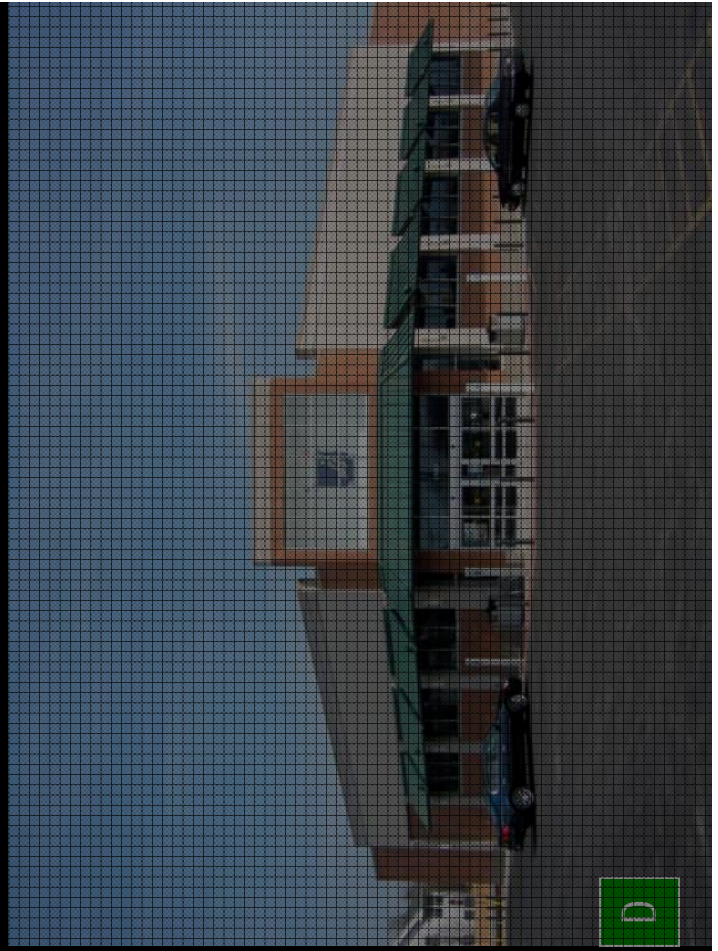
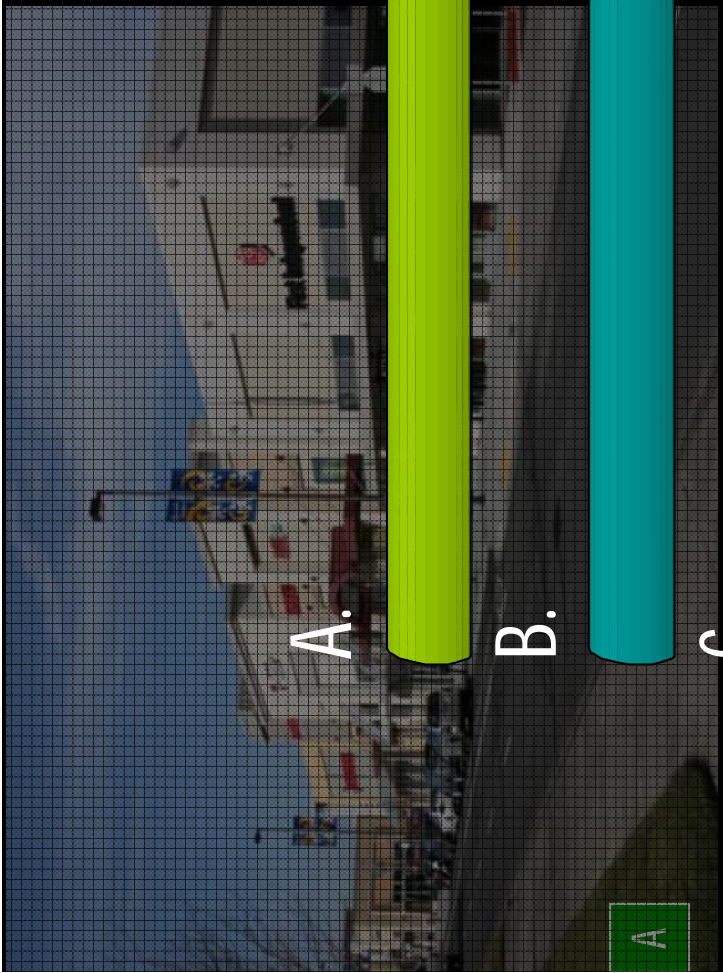
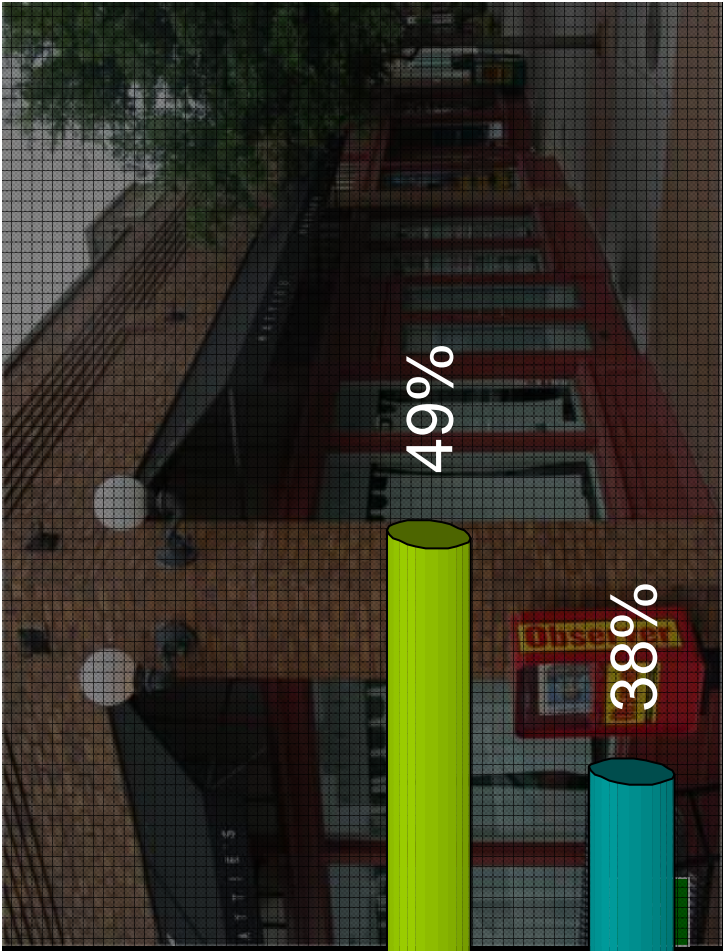


A



C





49%

38%

A.

B.

C.

D.

0%

14%

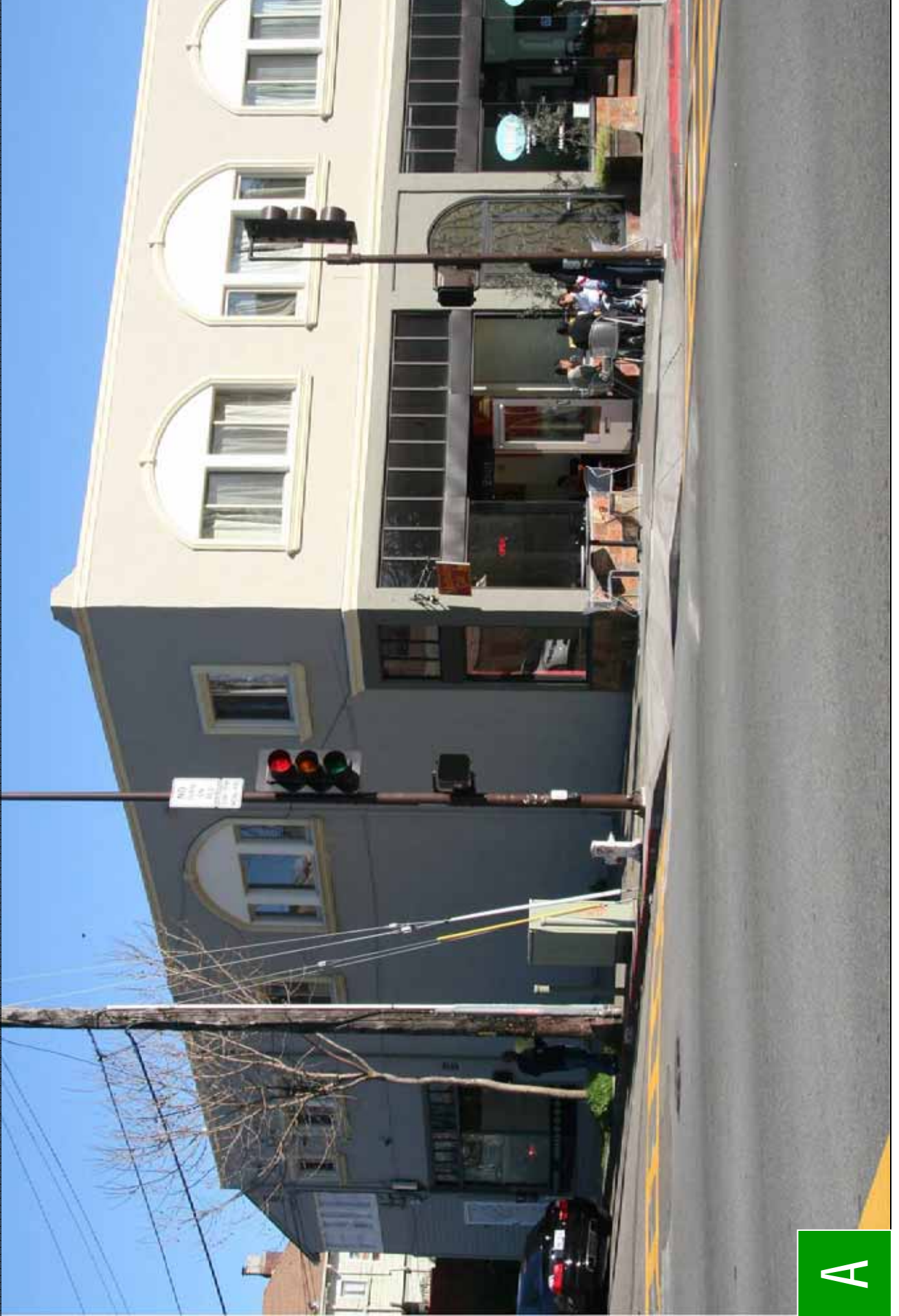
A

C

D

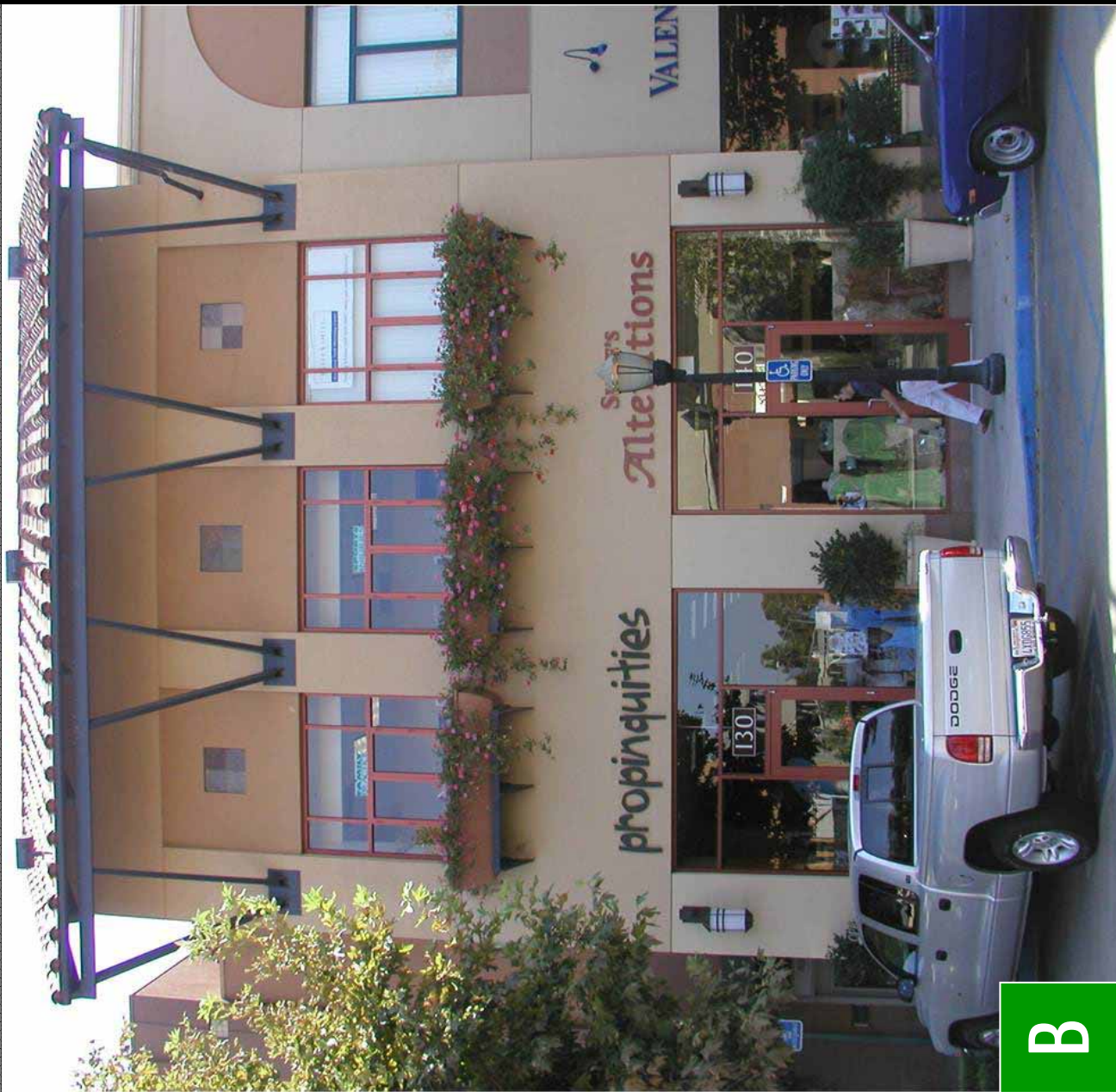


Mixed Use – Two Story





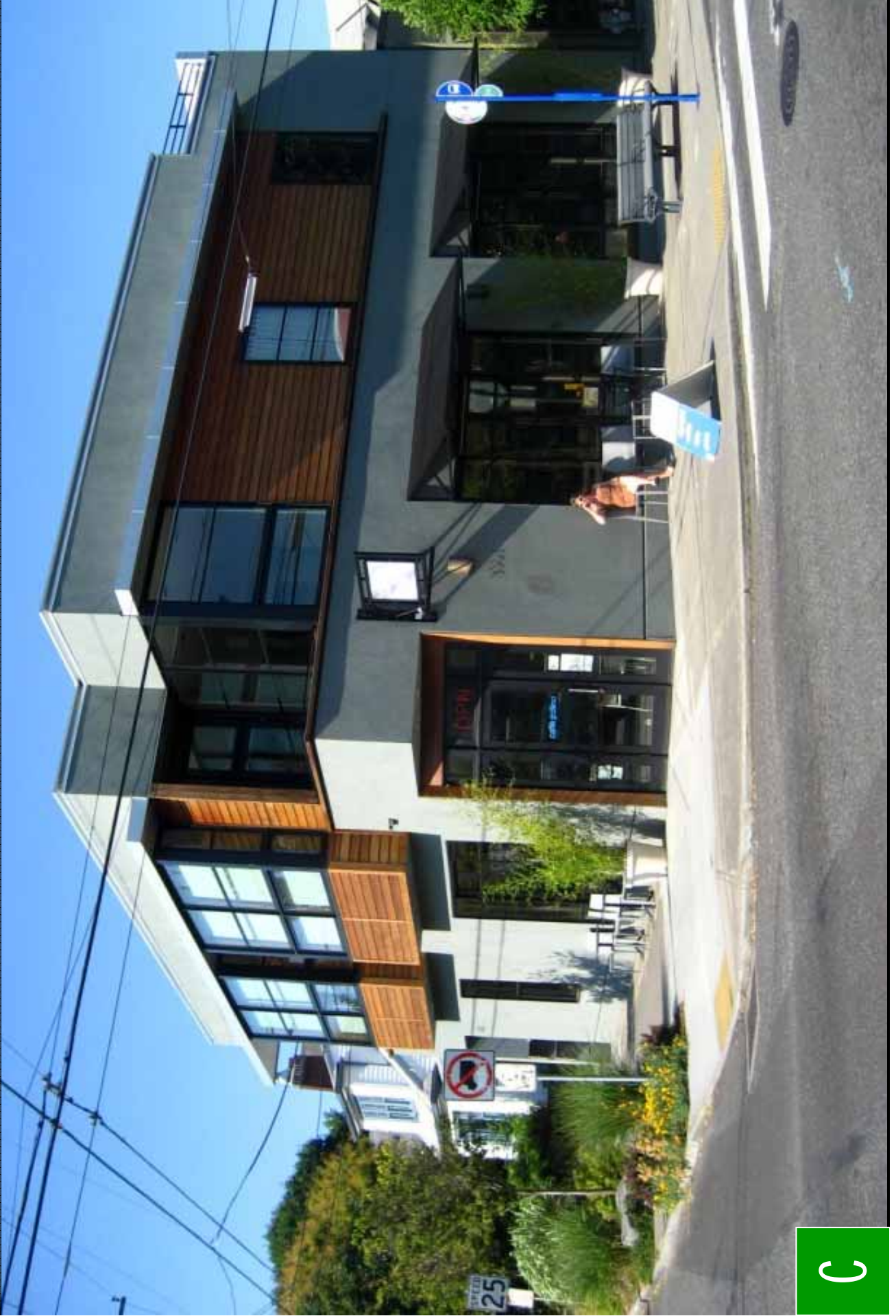
# Mixed Use -- Two Story



B



# Mixed Use – Two Story





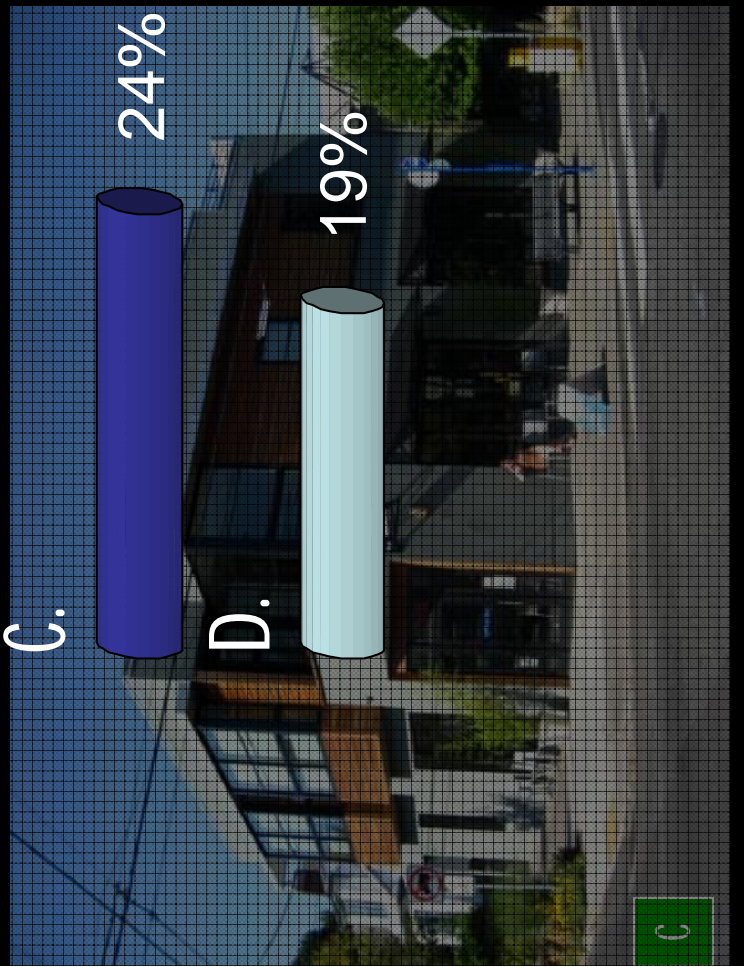
Mixed Use -- Two Story













# Mixed Use -- Four Story





# Mixed Use – Four Story



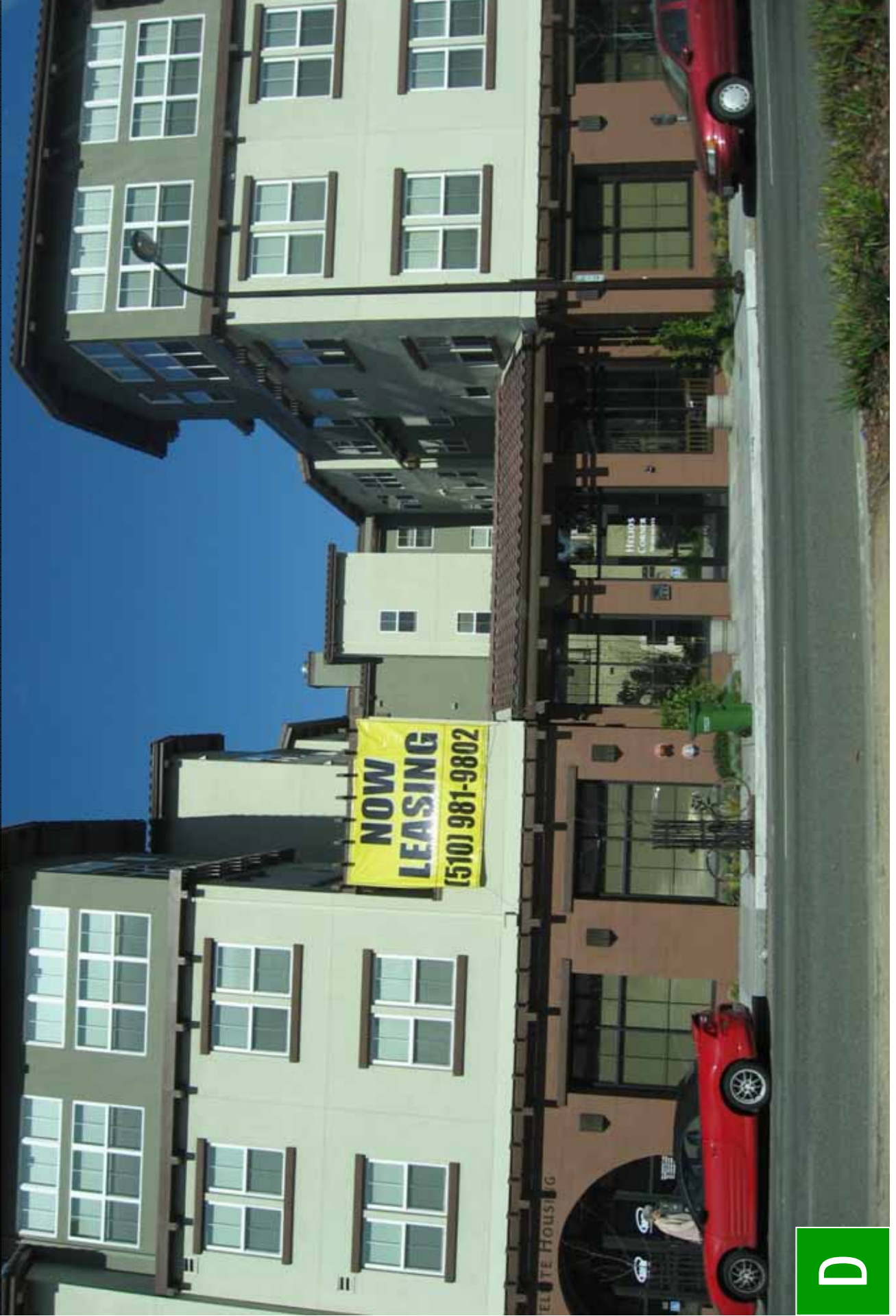


# Mixed Use – Four Story





# Mixed Use -- Four Story







B



D

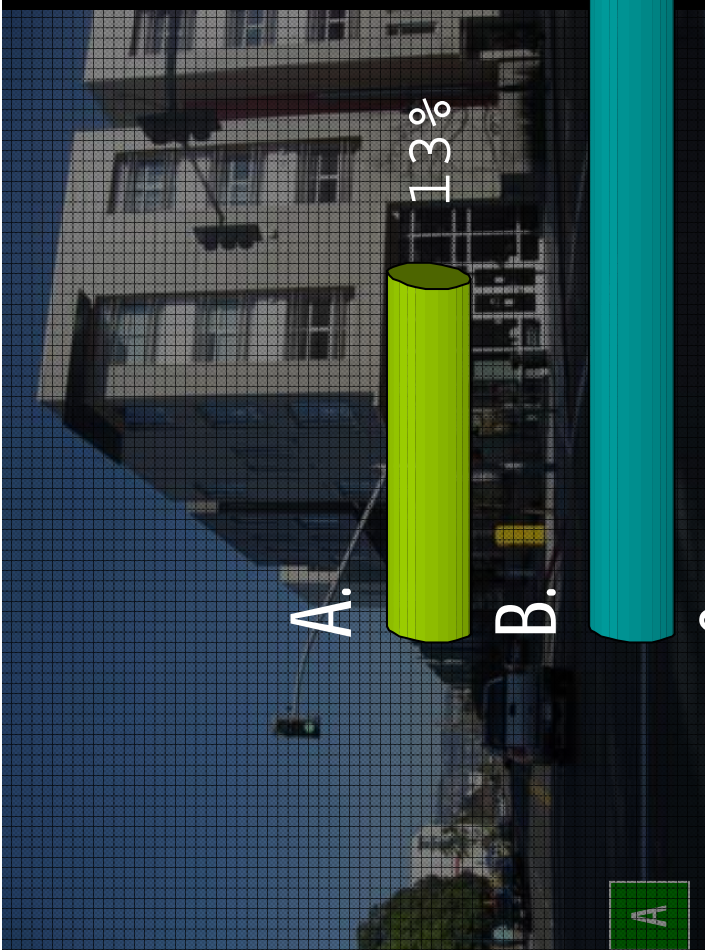


A



C





A.



13%

B.



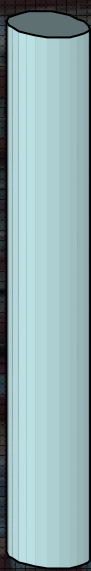
29%

C.

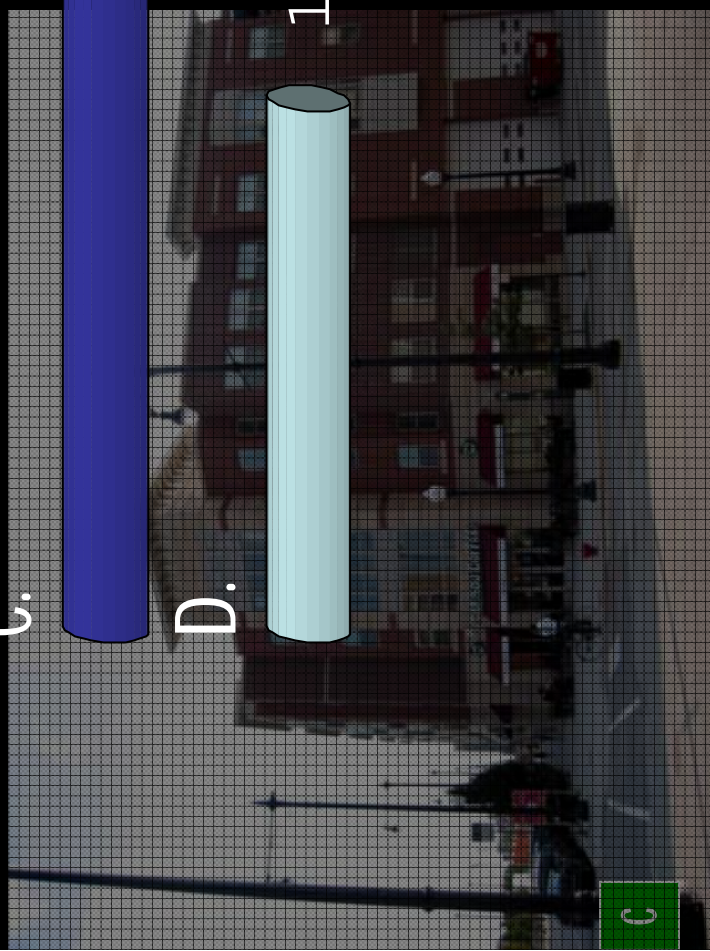
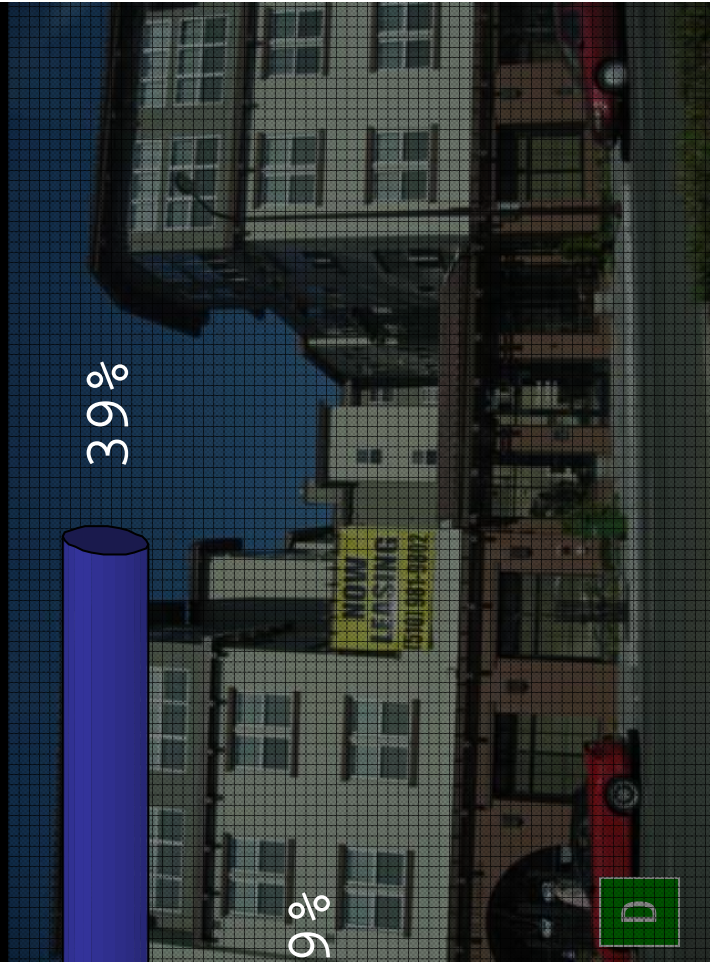


39%

D.



19%



D

C

# Final Plan Visualizations and Site Designs

- 1 refined 2-D photorealistic visualization and 1 detailed site design concept (Adobe Illustrator) for each of the seven sites. This will be based on the feedback from the public and City Council.



Park Lane Library Mixed Use Project – Before



Park Lane Library Mixed Use Project – Phase One





Park Lane Library Mixed Use Project – Phase Two





Mixed Use Library Development Concept – Dallas, TX



Draft



Lancaster Opal TOD Concept – Before



Lancaster Opal TOD Concept – Phase One





Lancaster Opal TOD Concept – Phase Two





Lancaster Opal TOD Concept – Dallas, TX



Tuck under parking

Draft



Catalyst Development Opportunity – DART Parking Lot Development - Before



Catalyst Development Opportunity – DART Parking Lot Development





Buckner Site Plan Concept – Dallas, TX

PLAN

