



Project Kickoff

Moving Forward Milwaukie:

Enhancing Our Commercial Districts

October 3, 2013

Tonight's Agenda

- Project introduction
- Audience instant polling
- Visual Preference Survey
- Next Steps & Wrap Up
- Open House



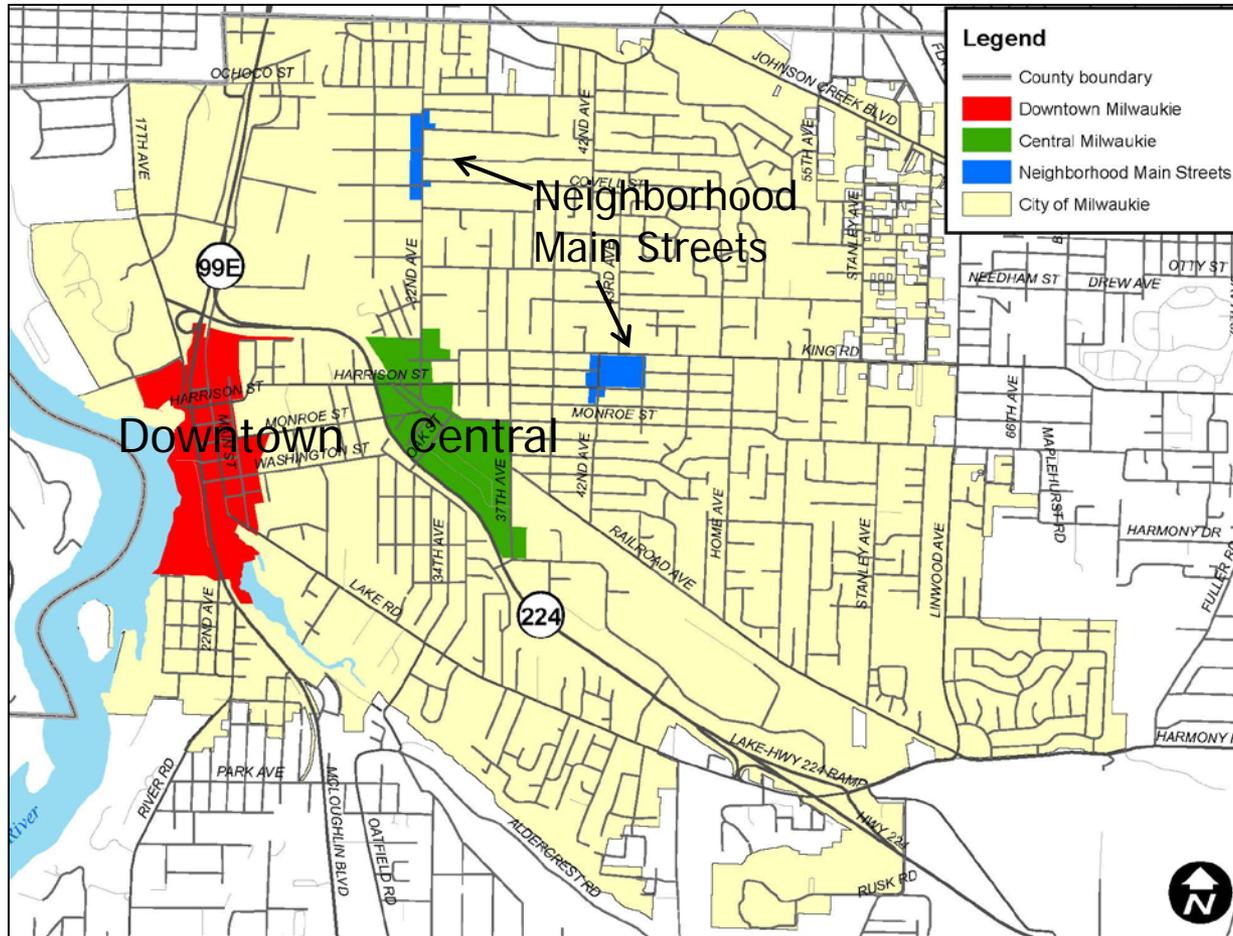
Project Team

Introductions



Project Areas

Moving Forward Milwaukie: Enhancing Our Commercial Districts



Project Overview

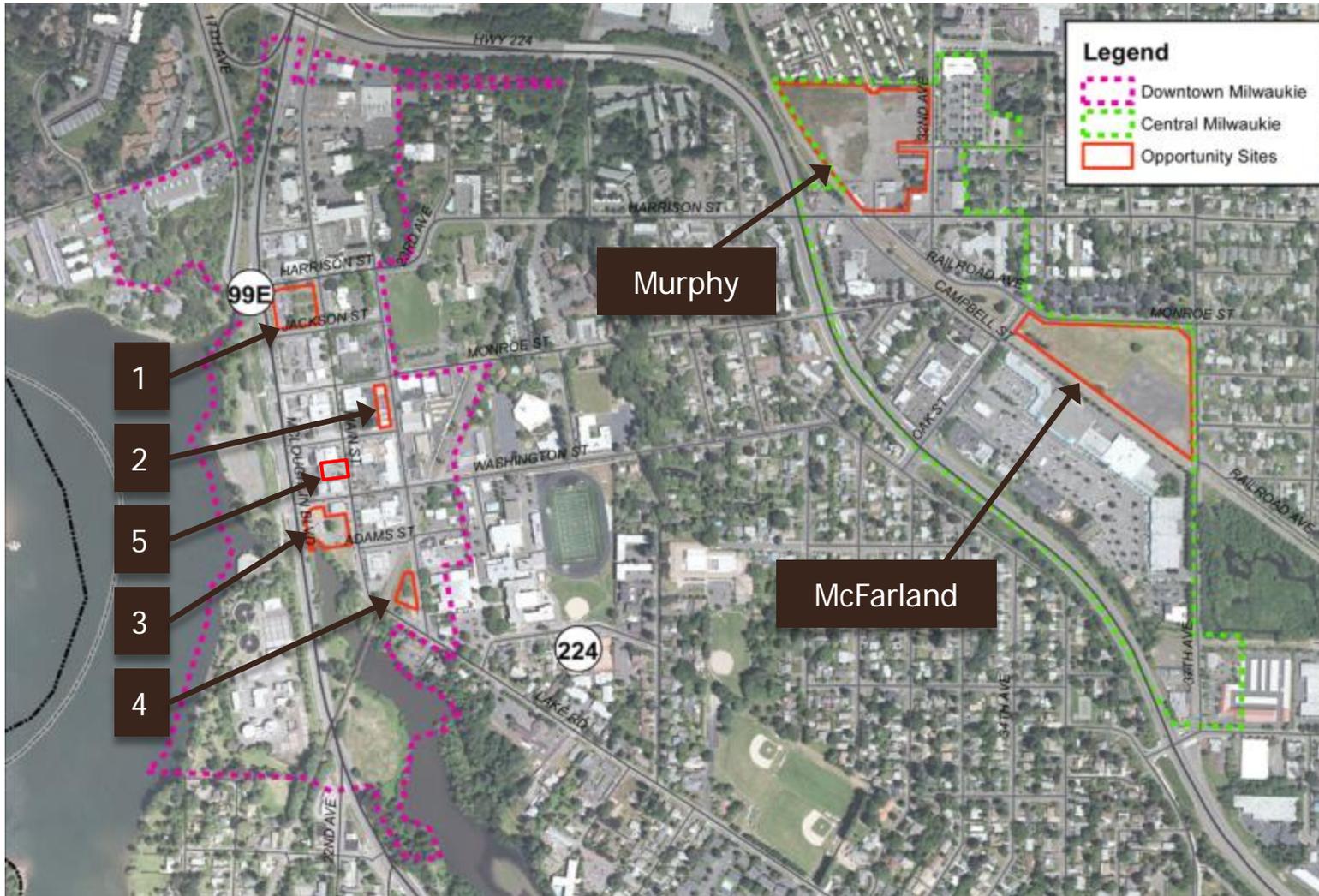
Moving Forward Milwaukie: Enhancing Our Commercial Districts

- The goal of this project is to achieve appropriate development and redevelopment in the city's commercial areas.
- This project will focus heavily on implementation to transform the vision of previous plans into reality



Opportunity Sites

Detailed development concepts will inform policy and code changes



How We Get There

Project Schedule

Market Analysis

August – October 2013

Opportunity Site
Development
Concepts

August 2013 – February 2014

Downtown & Central
Milwaukie Action &
Implementation Plan

January – April 2014

Central Milwaukie Land
Use & Transportation
Plan

March – May 2014

Downtown Plan &
Code Amendments

April – May 2014

Central Milwaukie and
Neighborhood Main
Streets Plan & Code
Amendments

June – August 2014



Role of Public Involvement in the Project

You are the experts!

- Identify the solutions that are needed and that will be met with support by residents
- We will create plans to implement these solutions
- We will use techniques that are meaningful and fun!



Opportunities for Engagement

- Web & Social Media Content (Facebook, Twitter, e-mails, etc.)
- Community Presentations
- Stakeholder Interviews
- Developer Roundtables
- Public Events



Opportunities for Engagement

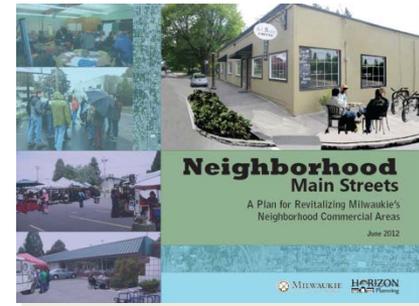
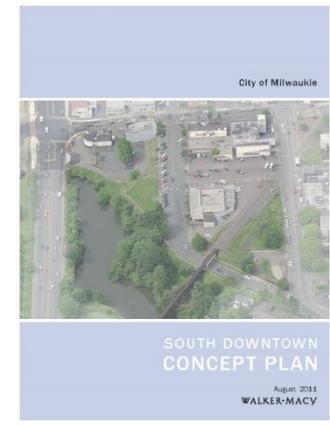
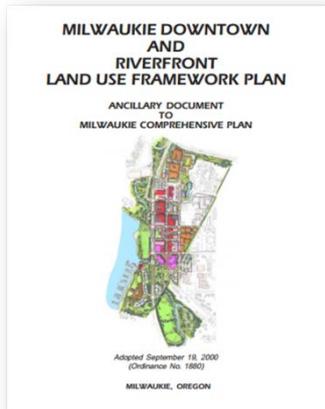
Various Opportunities

- Public Events
 - **Project Kickoff – October 3, 2013**
 - Opportunity Site Workshops – October 28 & 29, 2013
 - Draft Opportunity Concepts Workshop –December 5, 2013
 - Review Draft Plan & Code Revisions for Downtown – May 2014
 - Neighborhood Main Streets Public Event – June 2014
 - Review Draft Plan & Code Revisions for CM & NMS– July 2014
 - Site Tour(s)
- Special Presentations
 - Planning Commission & City Council Briefings



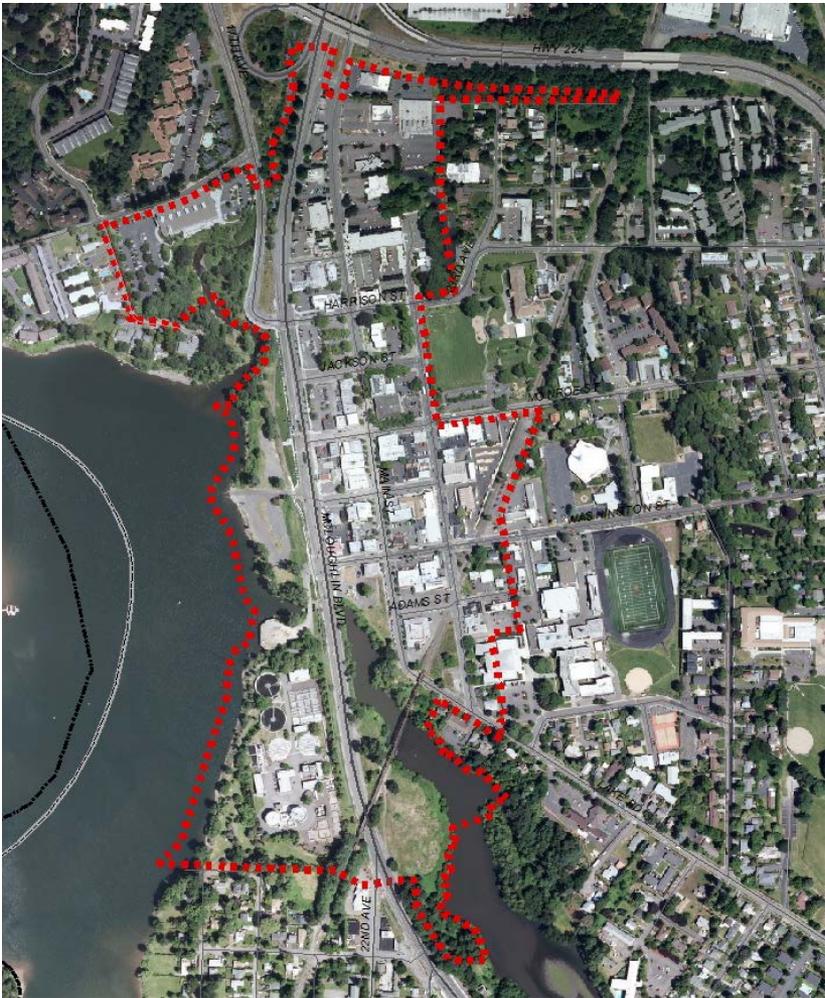
Previous Planning Efforts

- Downtown & Riverfront Land Use Framework Plan
- South Downtown Concept Plan
- Fresh Look Milwaukie: Downtown Road Map project
- Neighborhood Main Streets project



Downtown Milwaukie Detail

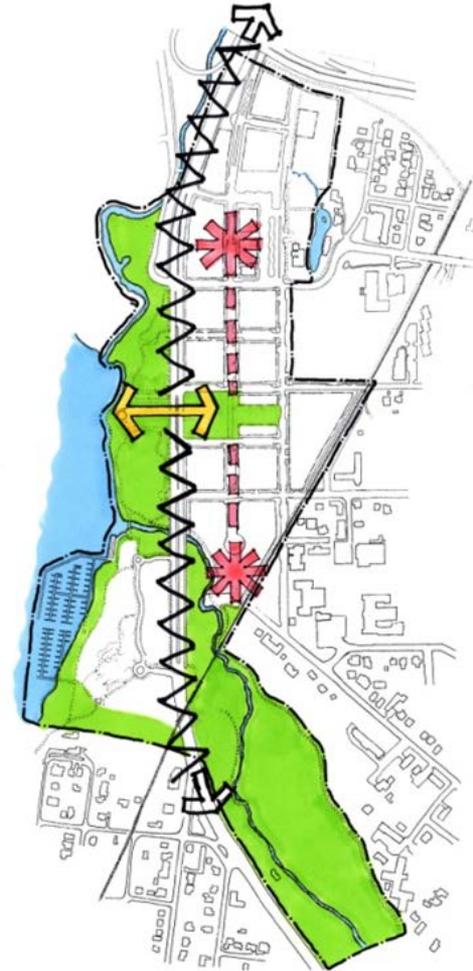
Downtown Zones



Downtown Framework Plan (2000)

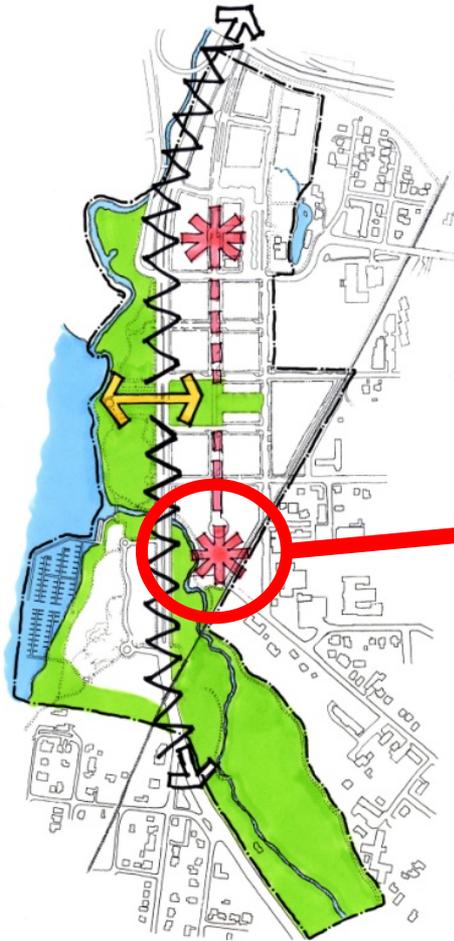
Land Use & Transportation Framework

- Policy document that guides development in downtown Milwaukie



South Downtown Concept Plan (2011)

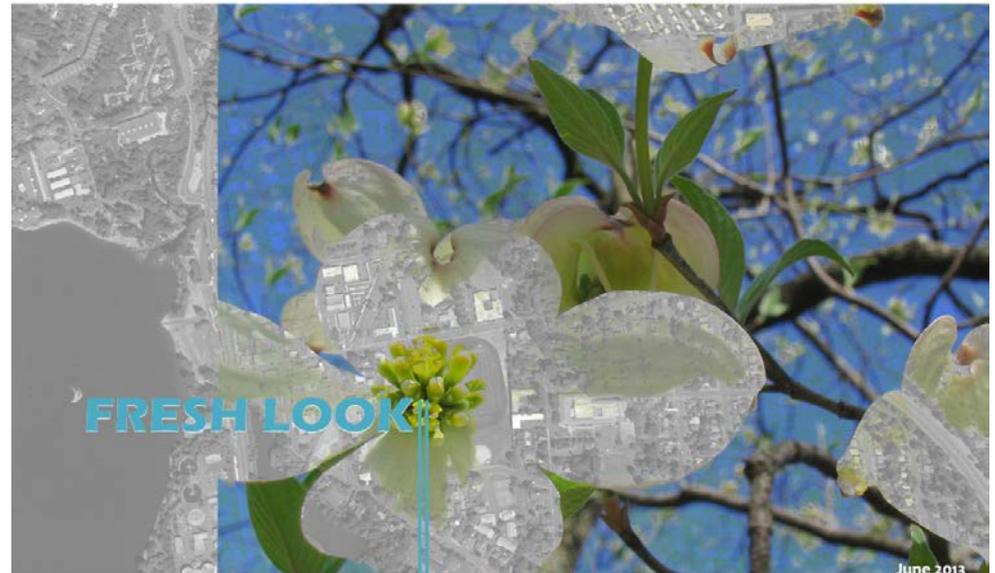
Refinement of the Framework Plan



Fresh Look Milwaukie (2013)

Phase 1 of Downtown Plan & Code Refresh

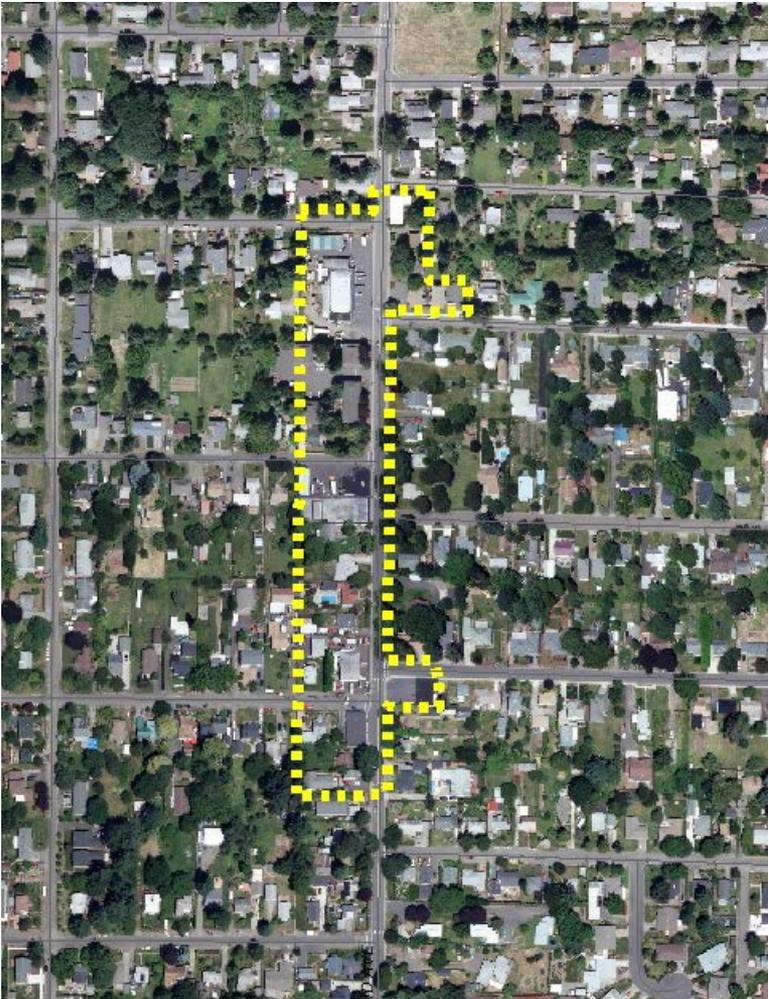
- Evaluated and confirmed Framework Plan policy direction for downtown
- Recommended next steps for action



MILWAUKIE:
Downtown Road Map
POLICY RECOMMENDATIONS report



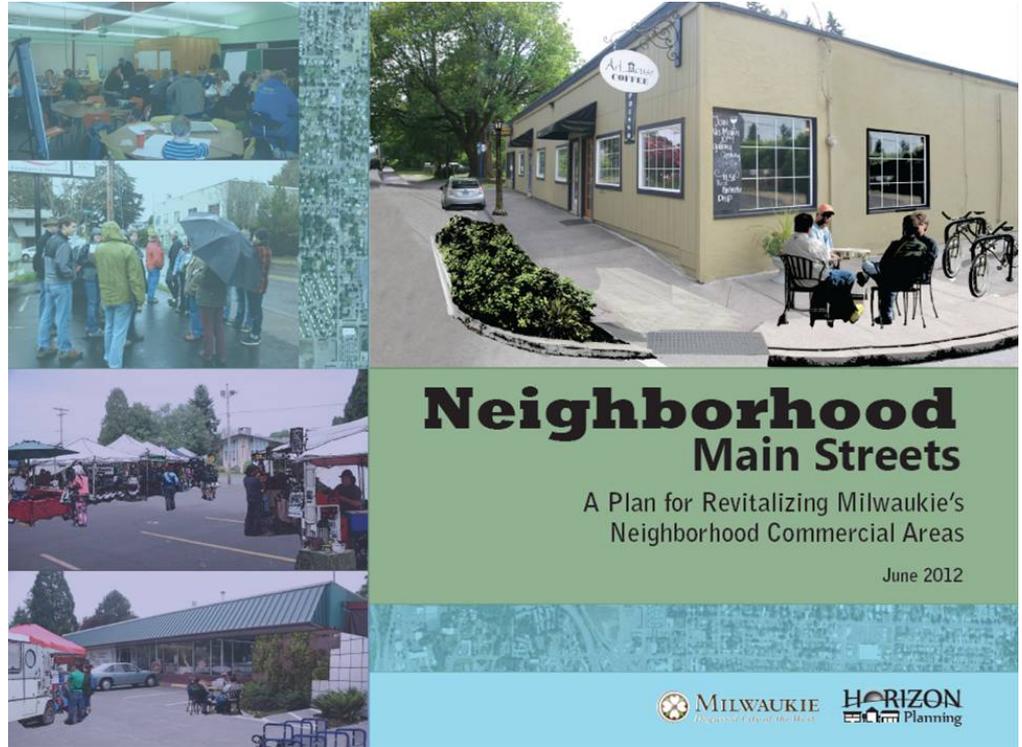
Neighborhood Main Streets Detail



Neighborhood Main Streets (2012)

First Planning effort in neighborhood commercial districts

- Recommended actions to strengthen the 32nd & 42nd Ave neighborhood commercial districts by allowing more walk-to/bike-to uses



Central Milwaukie Detail



Land Use & Transportation Plan (2014)

- All new! We need your help!



Implementation

- The City is currently implementing the following projects from the Framework Plan and South Downtown Concept Plan:
 - Kellogg-for-Coho Initiative
 - Riverfront Park
 - Adams Street Connector
- Next steps as part of the Moving Forward Milwaukie project include:
 - Implementing the South Downtown Concept Plan
 - Verifying the direction received through the Neighborhood Main Streets and Fresh Look Milwaukie projects



Instant Polling

Getting Familiar with the Keypads - Ground rules for questions & answers

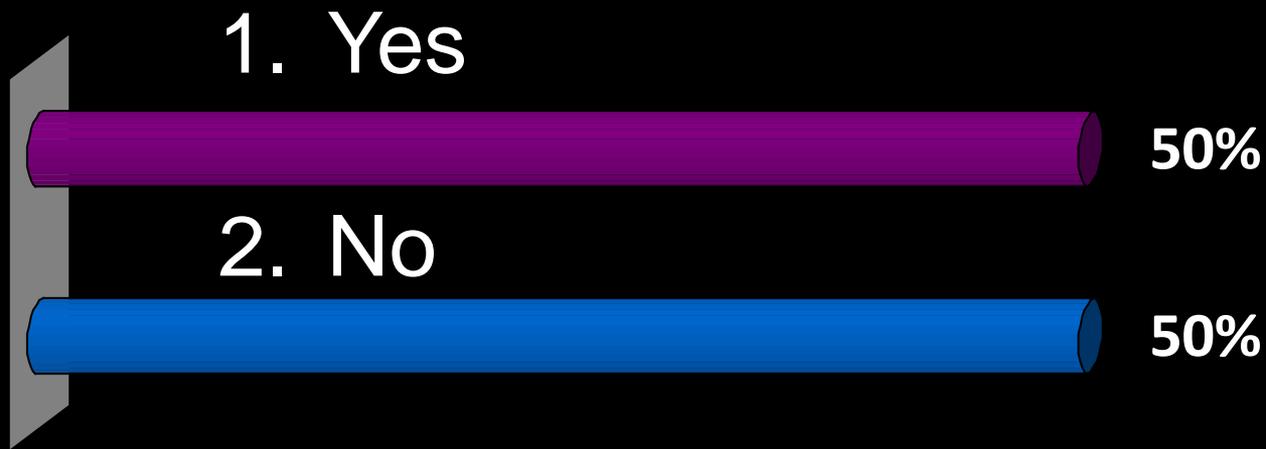
- There are no right or wrong answers!
- You will have a short time to review each image...
- Go with your “gut reaction!”
- There will be time for discussion after we finish the polling



Let's try it...

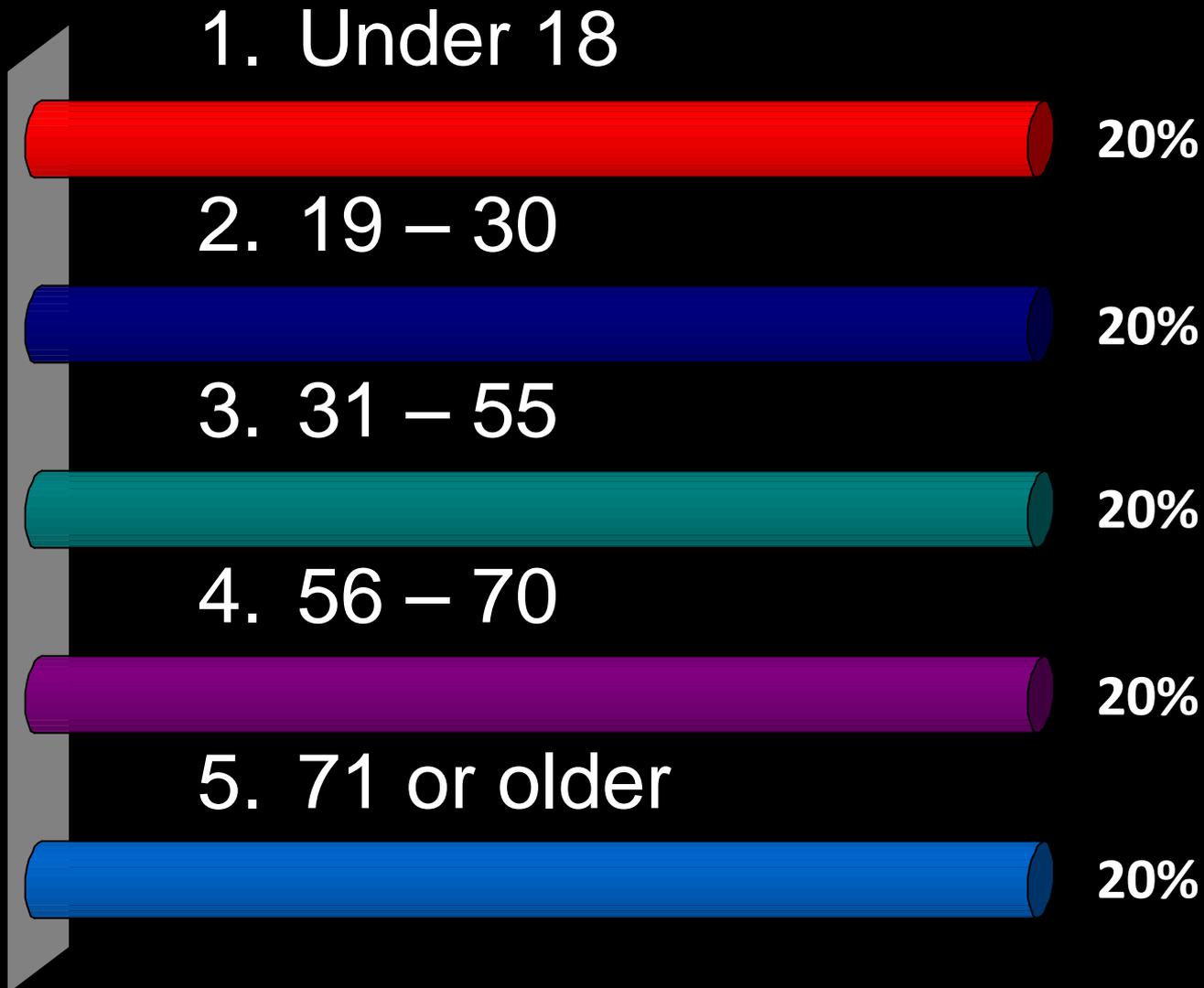
Instant Polling! - Getting Familiar with the Keypads

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



Instant Polling! - Getting Familiar with the Keypads

How old are you?



Instant Polling! - Getting Familiar with the Keypads

Where do you live?



Instant Polling! - Getting Familiar with the Keypads

How do you use Downtown Milwaukie?

1. I live Downtown



2. I work Downtown



3. I shop Downtown



4. All of the above



5. None of the above



Ready . . .

Set . . .

Go!

Fresh Look Milwaukie

How much do you agree with the following
Fresh Look Milwaukie recommendations?

Promote and enhance shared community values

Ensure community values play a significant role in public investment decisions.



Facilitate Economic Development

Forge public-private partnerships to promote Downtown as a place of opportunity for local businesses to grow.

1. Completely



2. Somewhat



3. Neutral



4. Not very much



5. Not at all



Build Community Cohesion

Prioritize projects based on points of common ground. Points of contention should be noted and set aside to address at a future date.

1. Completely



2. Somewhat



3. Neutral



4. Not very much



5. Not at all



Bring 'sexy' back to McLoughlin

Facilitate access to Downtown as well as to encourage orientation of buildings and street activity toward the river.



Identify and realize short-term projects

Realize achievable projects that set the tone for the Downtown's future

1. Completely



2. Somewhat



3. Neutral



4. Not very much



5. Not at all



What is the best use for the ground floor of buildings Downtown?

1. Retail



2. Restaurants



3. Offices



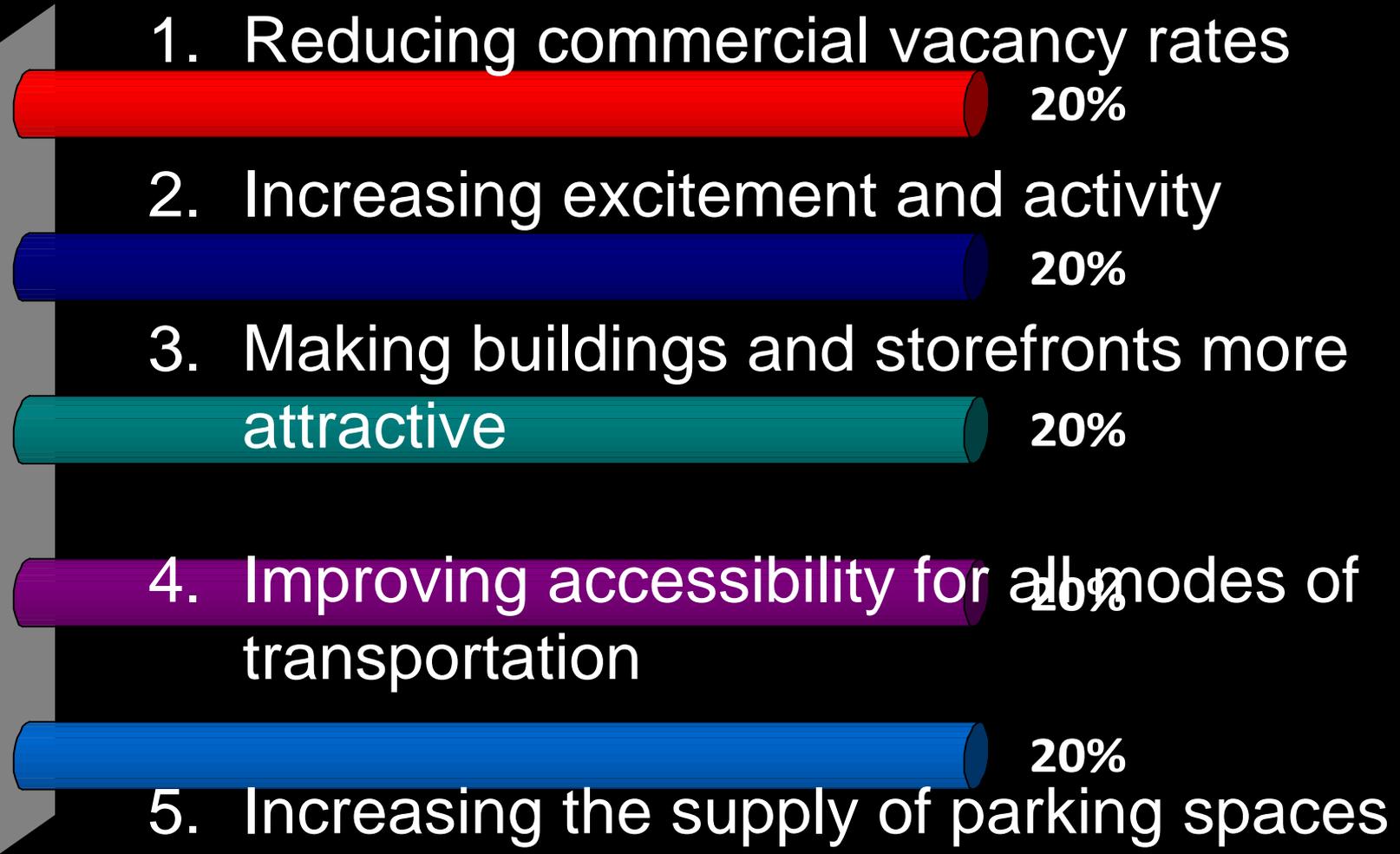
4. Residential



5. Parking garages



Which of these goals is most important for Downtown?



What building height is appropriate for Downtown?



What is the highest priority for Downtown?



How often do you shop at the Milwaukie Farmers' Market?

1. Every week



2. Once a month



3. Once a year



4. Never



Would you like to see **food carts** in Downtown Milwaukie?



Is there a need for additional restaurants Downtown?

1. Yes, as many as possible



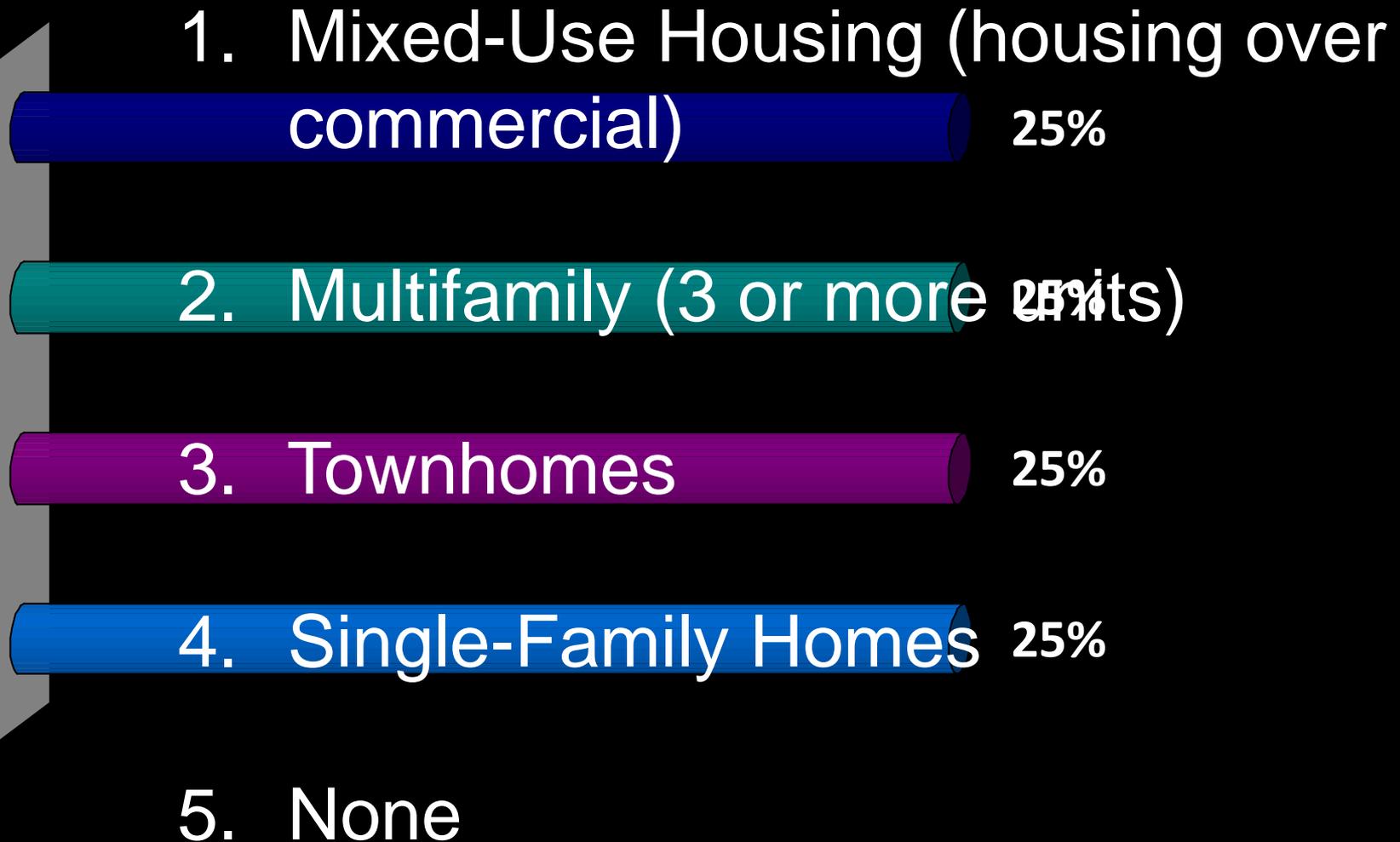
2. Yes, one or two



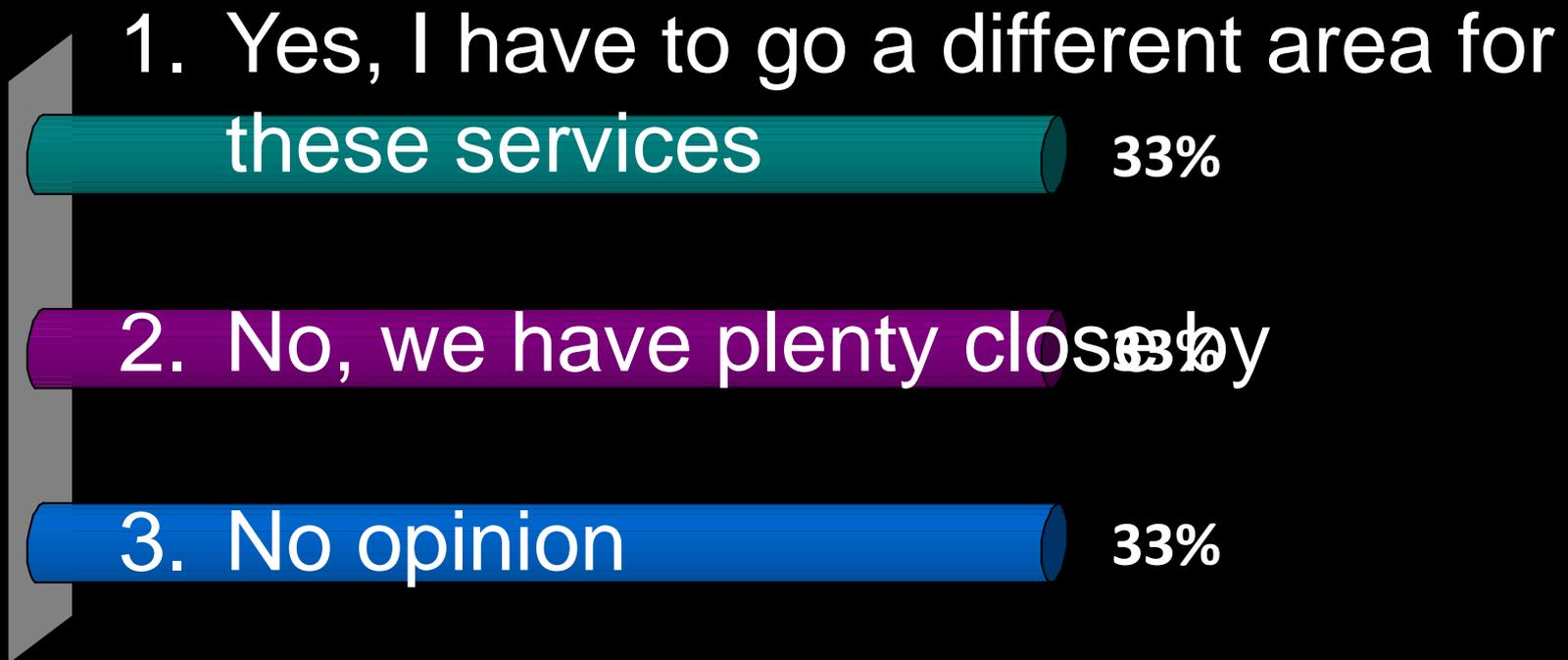
3. No, we have plenty already



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



Is there a need for **retail services** in Downtown Milwaukie?



Downtown should have more **senior housing.**

1. Strongly agree



2. Somewhat agree



3. Neutral



4. Somewhat disagree



5. Strongly disagree



Downtown should have more **market rate residential** development.

1. Strongly agree



2. Somewhat agree



3. Neutral



4. Somewhat disagree



5. Strongly disagree



Downtown should have more affordable housing development.

1. Strongly agree



2. Somewhat agree



3. Neutral



4. Somewhat disagree



5. Strongly disagree



Downtown should have more office development.

1. Strongly agree



2. Somewhat agree



3. Neutral



4. Somewhat disagree



5. Strongly disagree



Downtown should have a structured parking garage(s).

1. Strongly agree



2. Somewhat agree



3. Neutral



4. Somewhat disagree



5. Strongly disagree



Visual Preference Survey

Purpose of the Preference Survey

What is a Visual Preference Survey?

- Understand your vision and ideas for the neighborhood!
- What types of uses and services do you want/need?
- What character and building styles do you prefer?
- Provide direction for catalytic sites and future development.
- Help develop the Area Plan and implementation actions.



Visual Preference Survey

- There are no right or wrong answers!
- You will have a short time to review each image...
- We will discuss them at the end
- Go with your “gut reaction!”

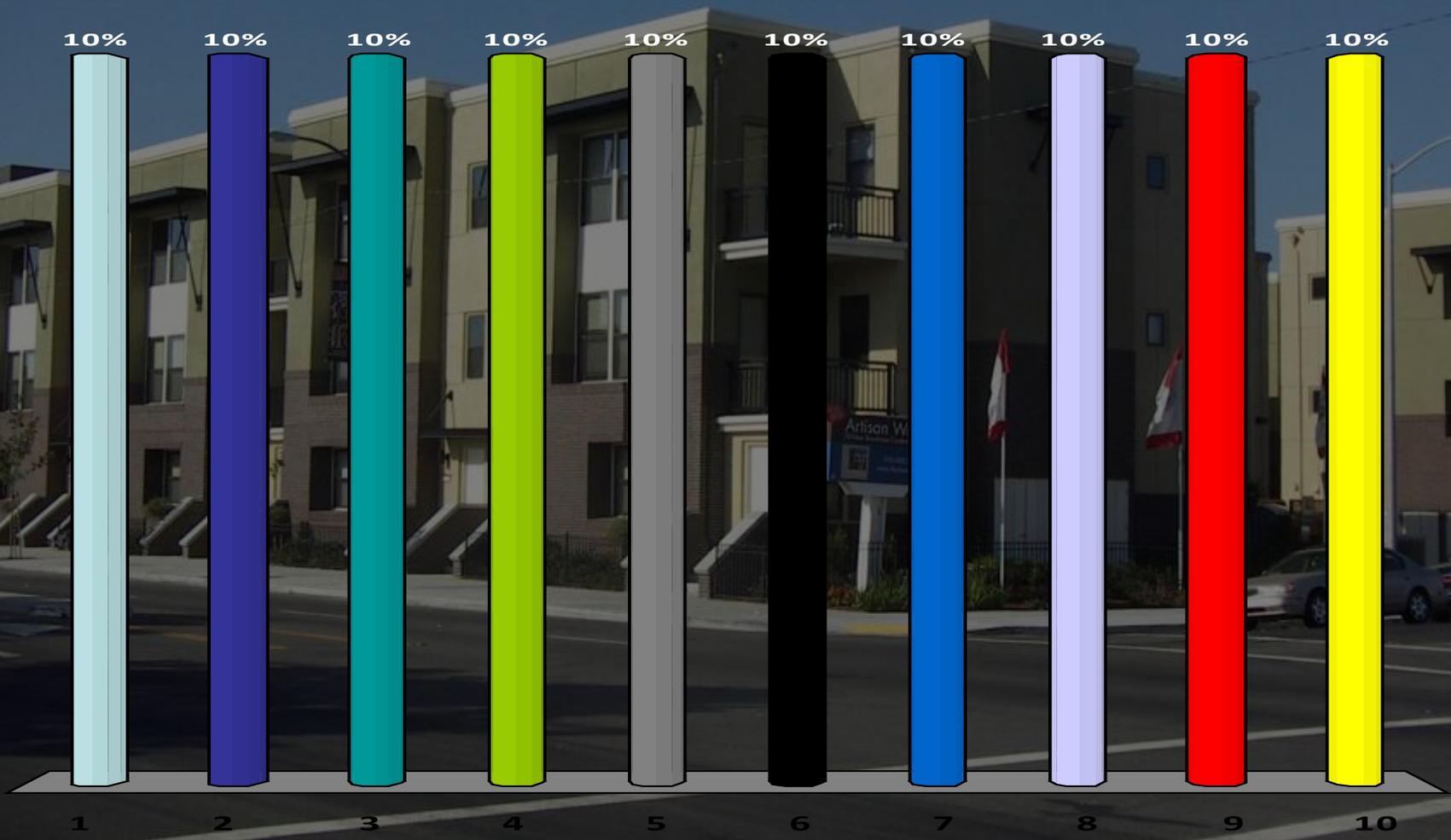
Rank Each Image from 1-10

- Use 1-10 scale:
- 1=This building is ***NOT desirable*** for Downtown Milwaukie
- 10=This building ***IS VERY desirable*** for Downtown Milwaukie
- Press 0 for a 10



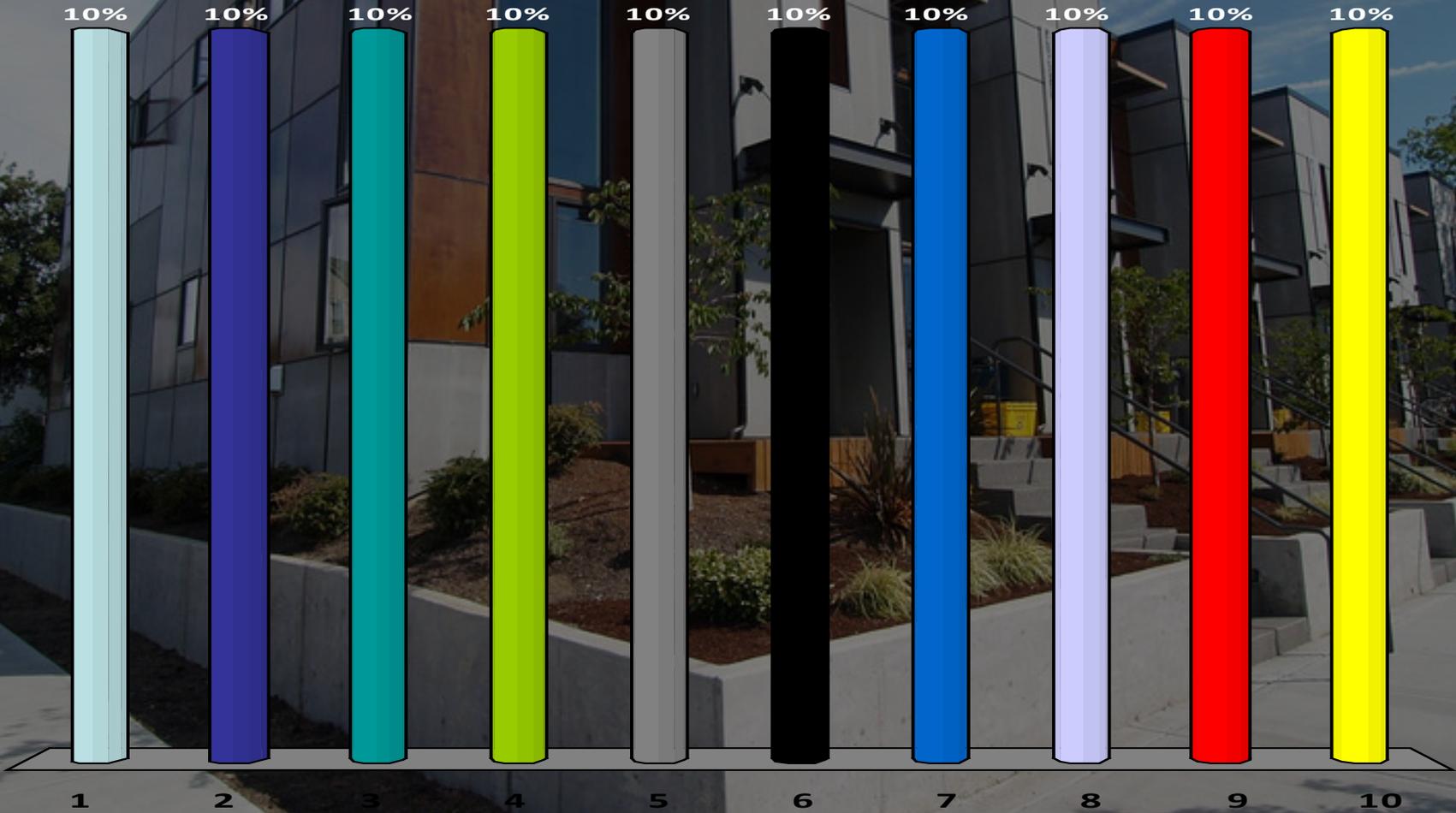


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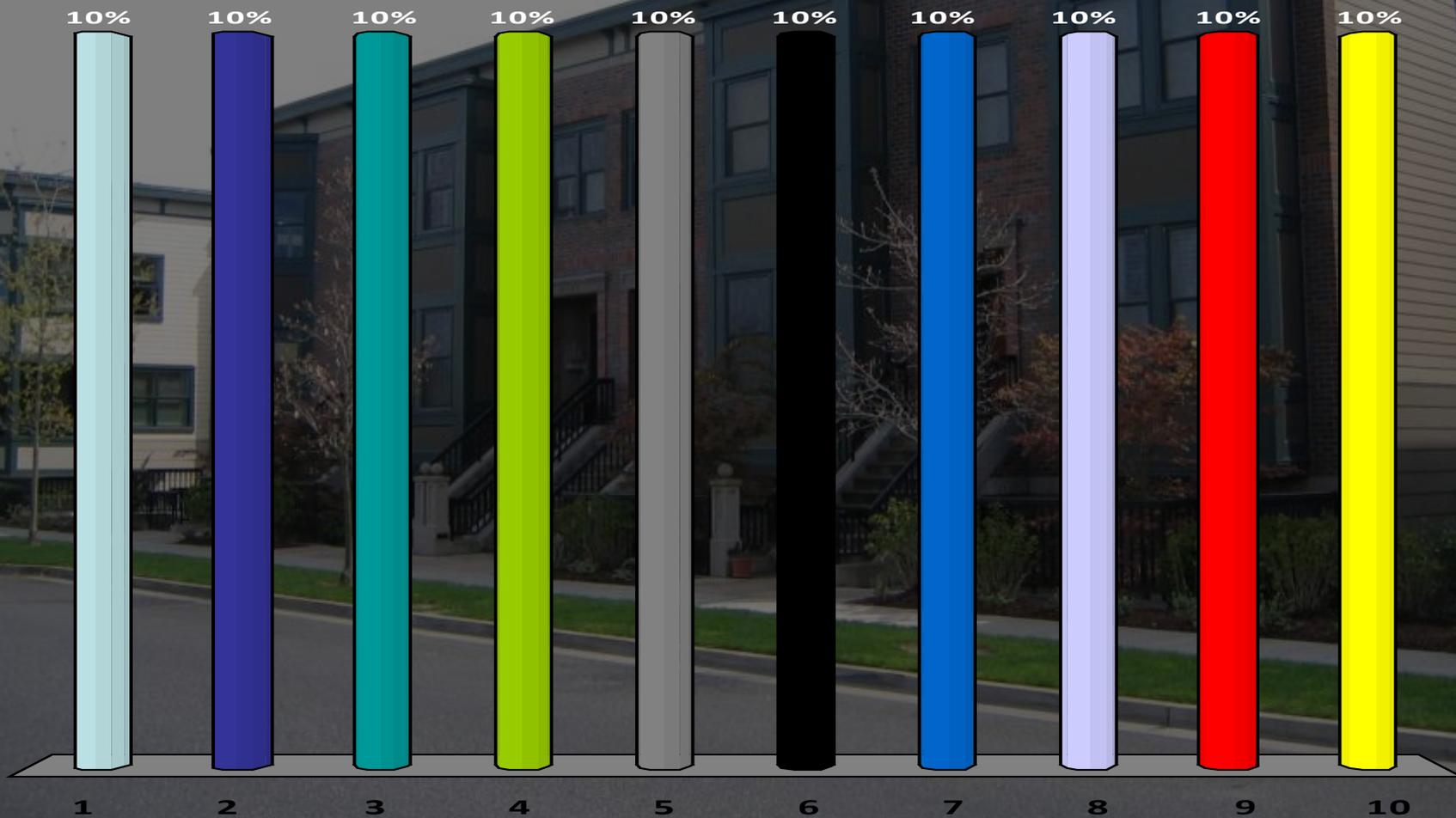


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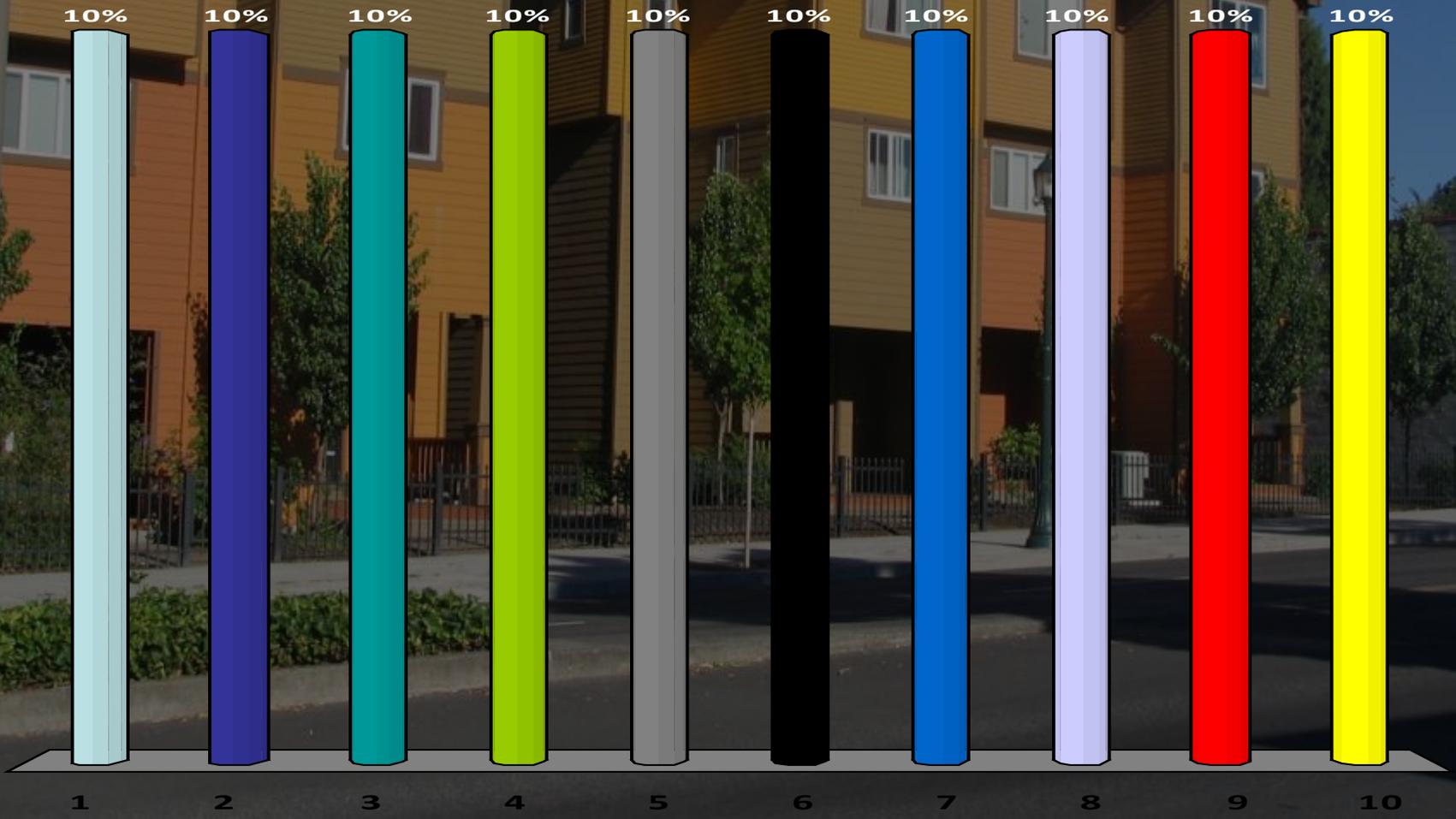


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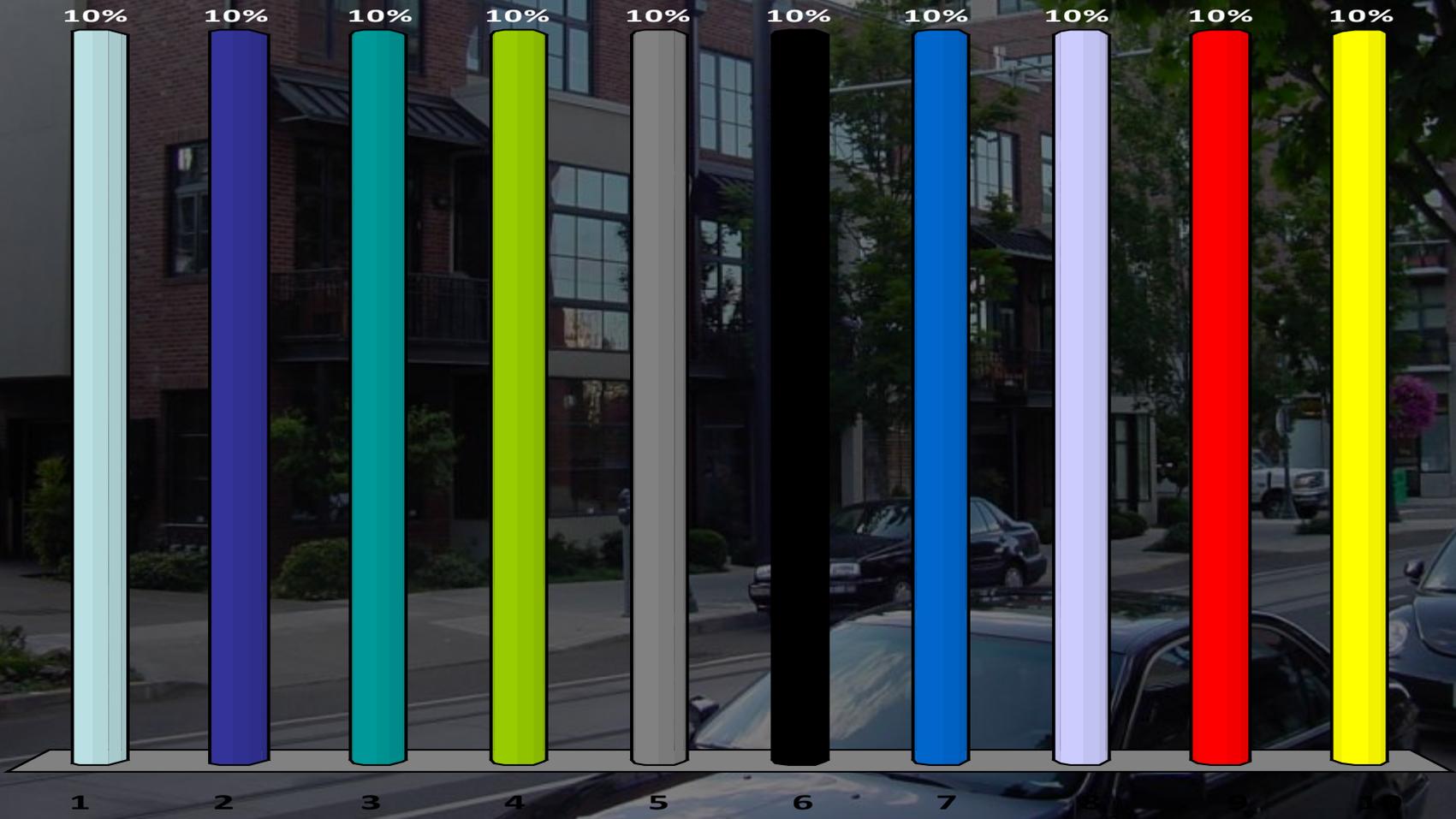


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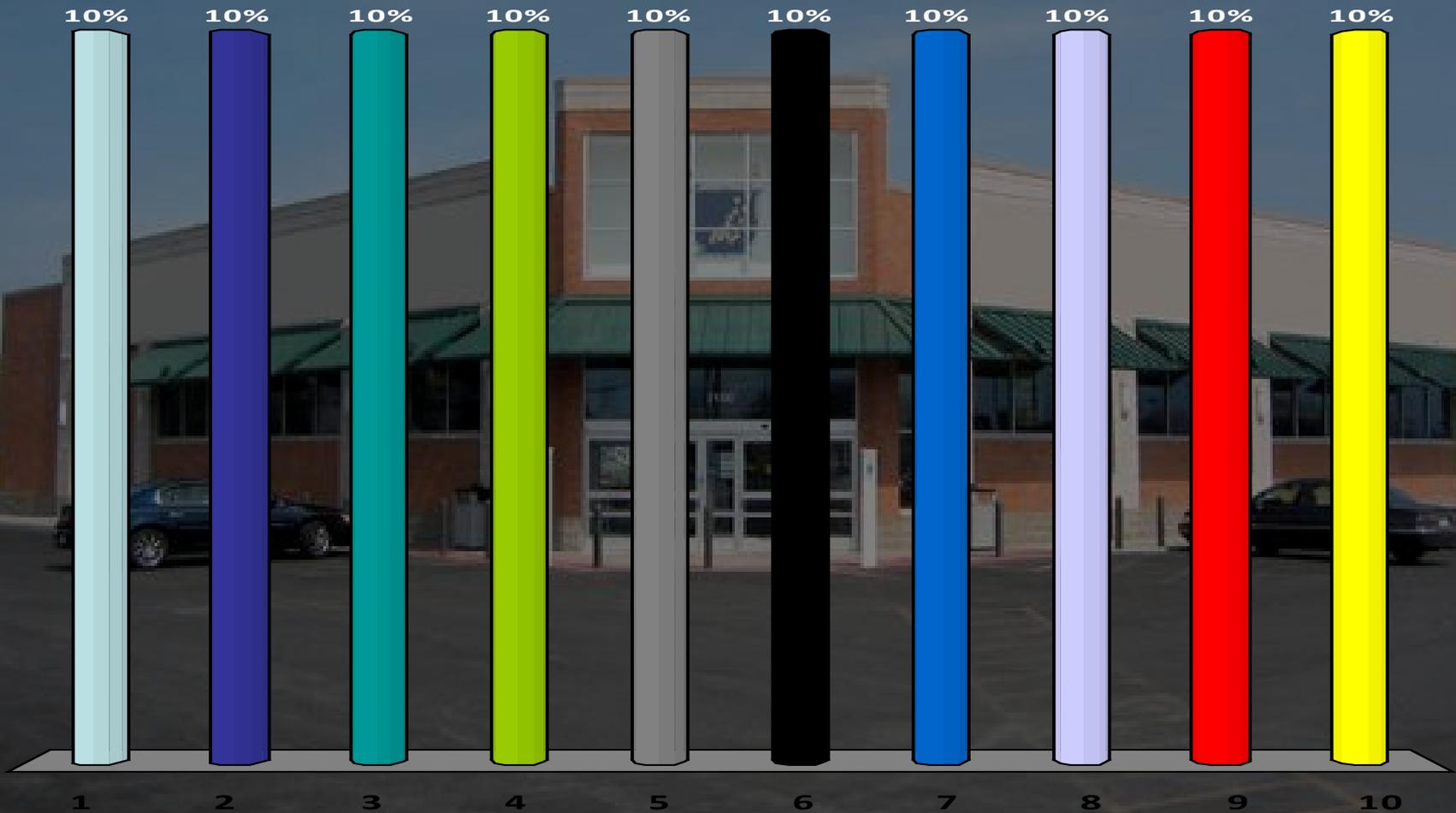


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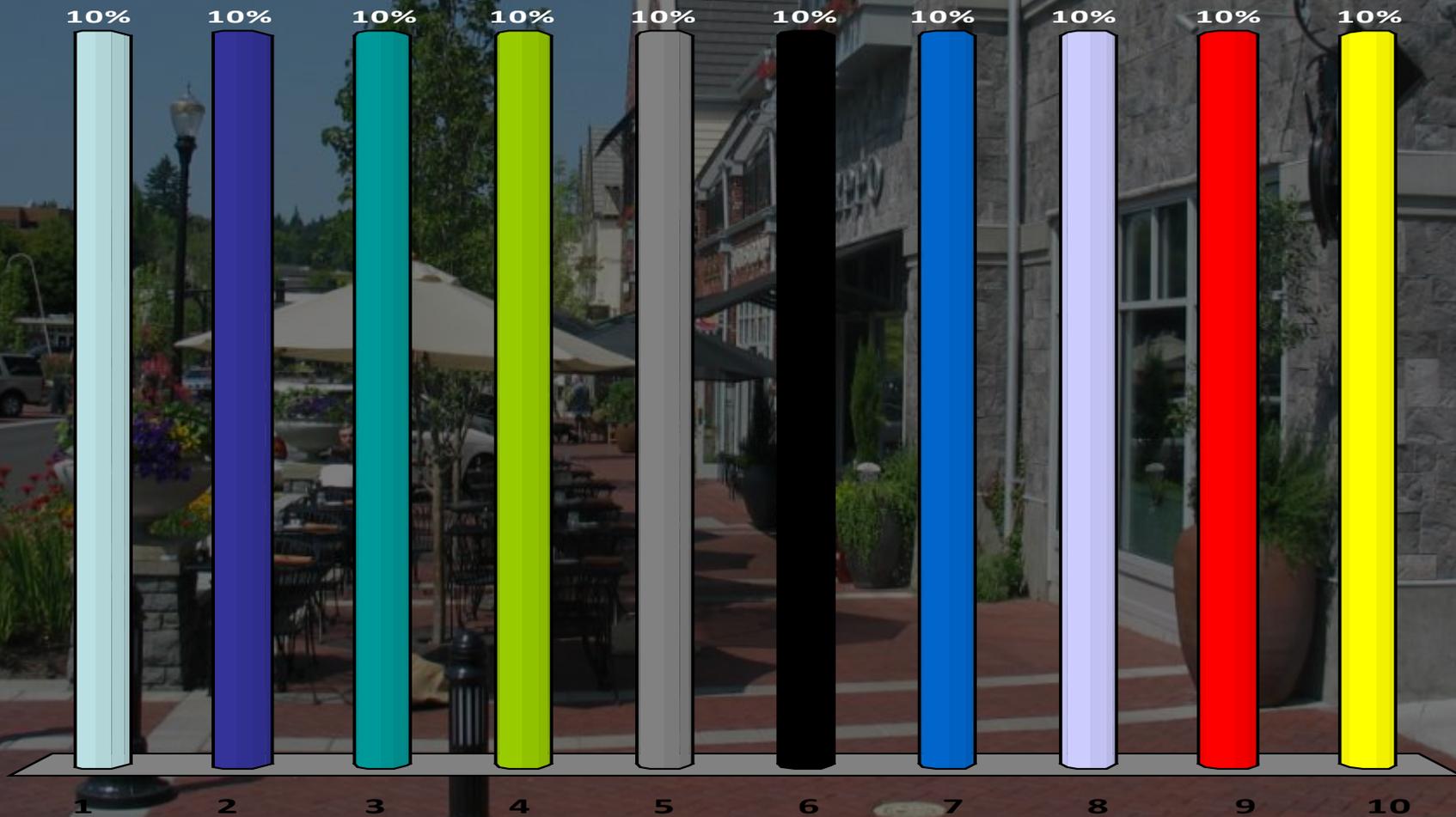


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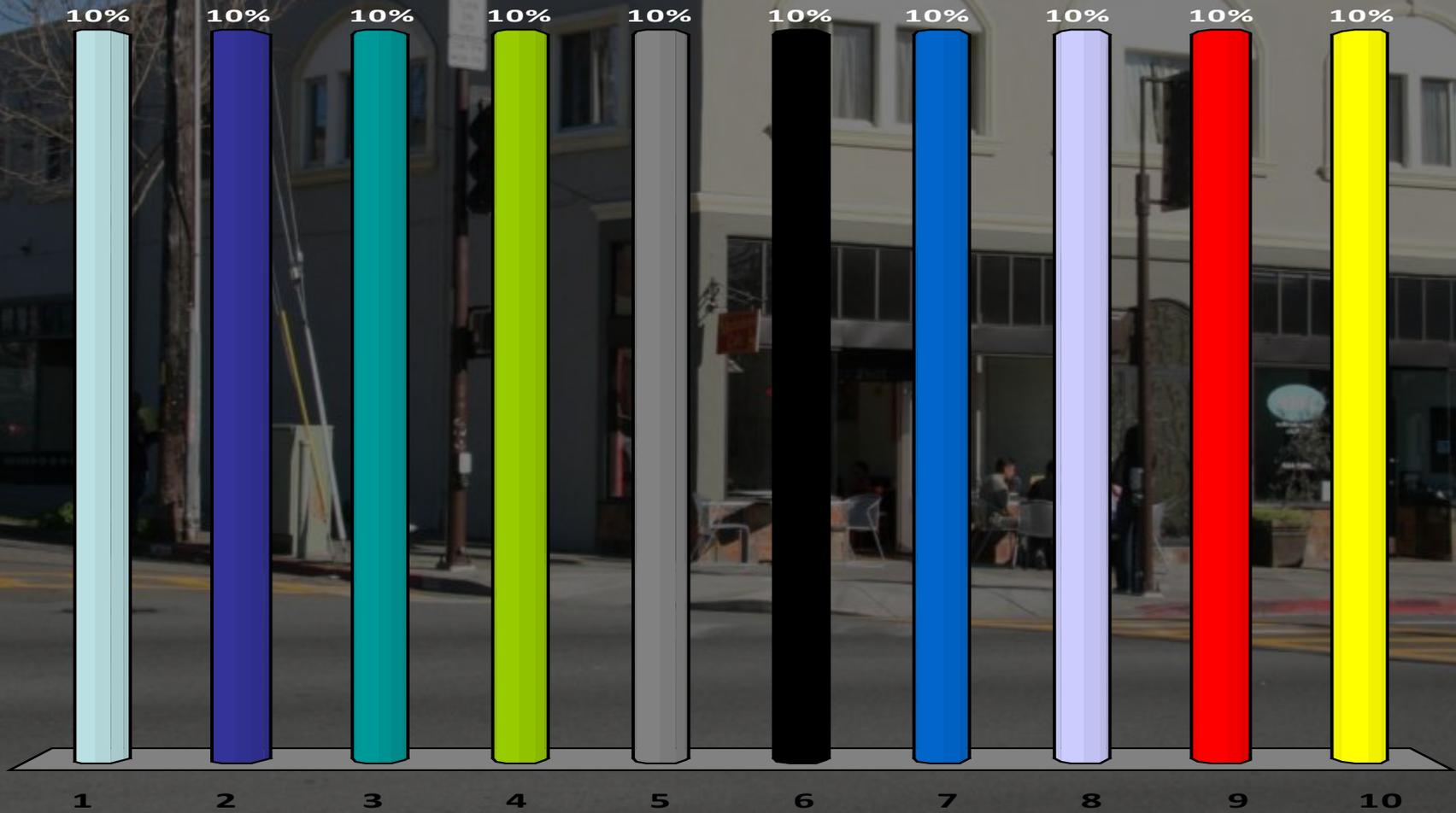


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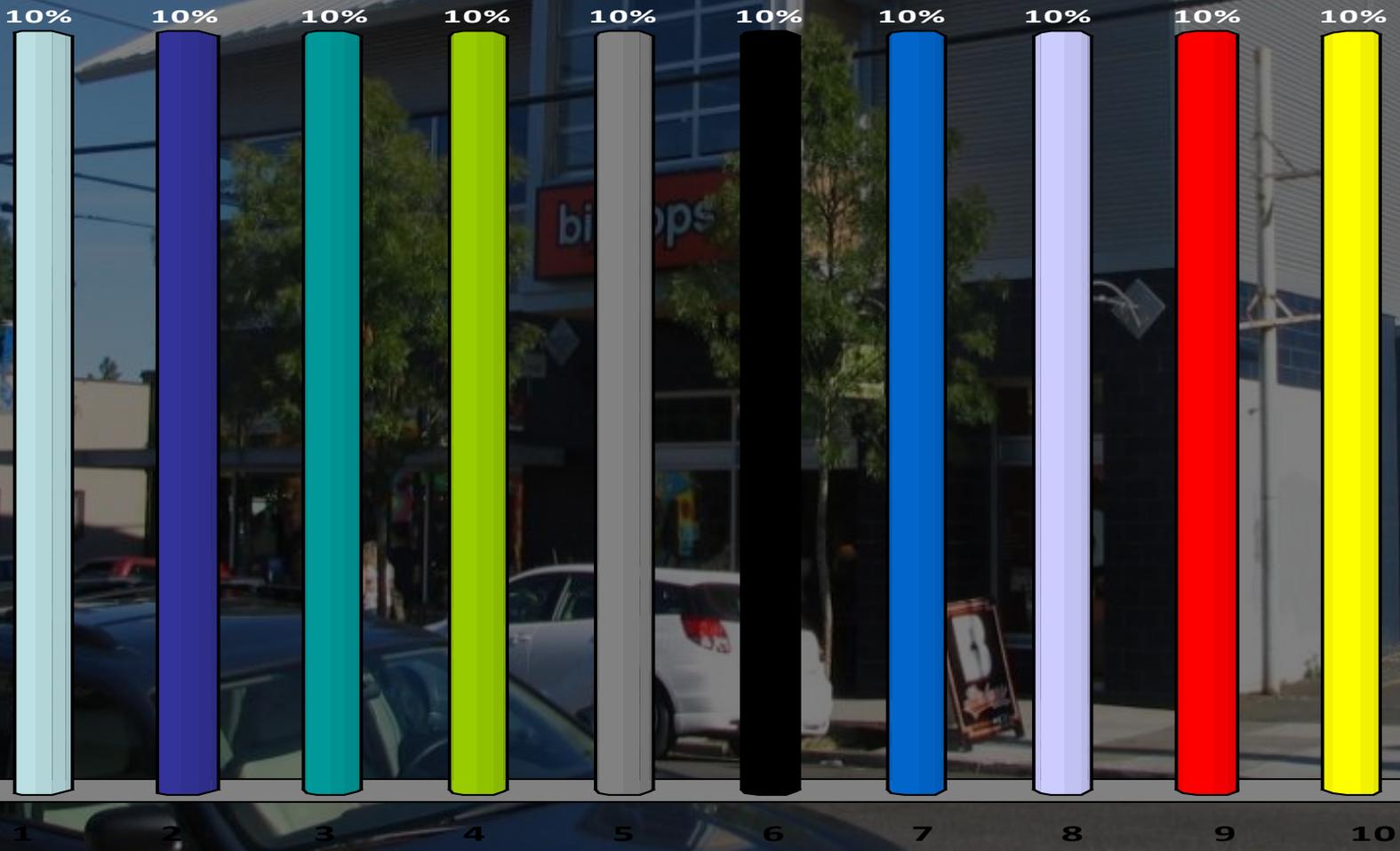


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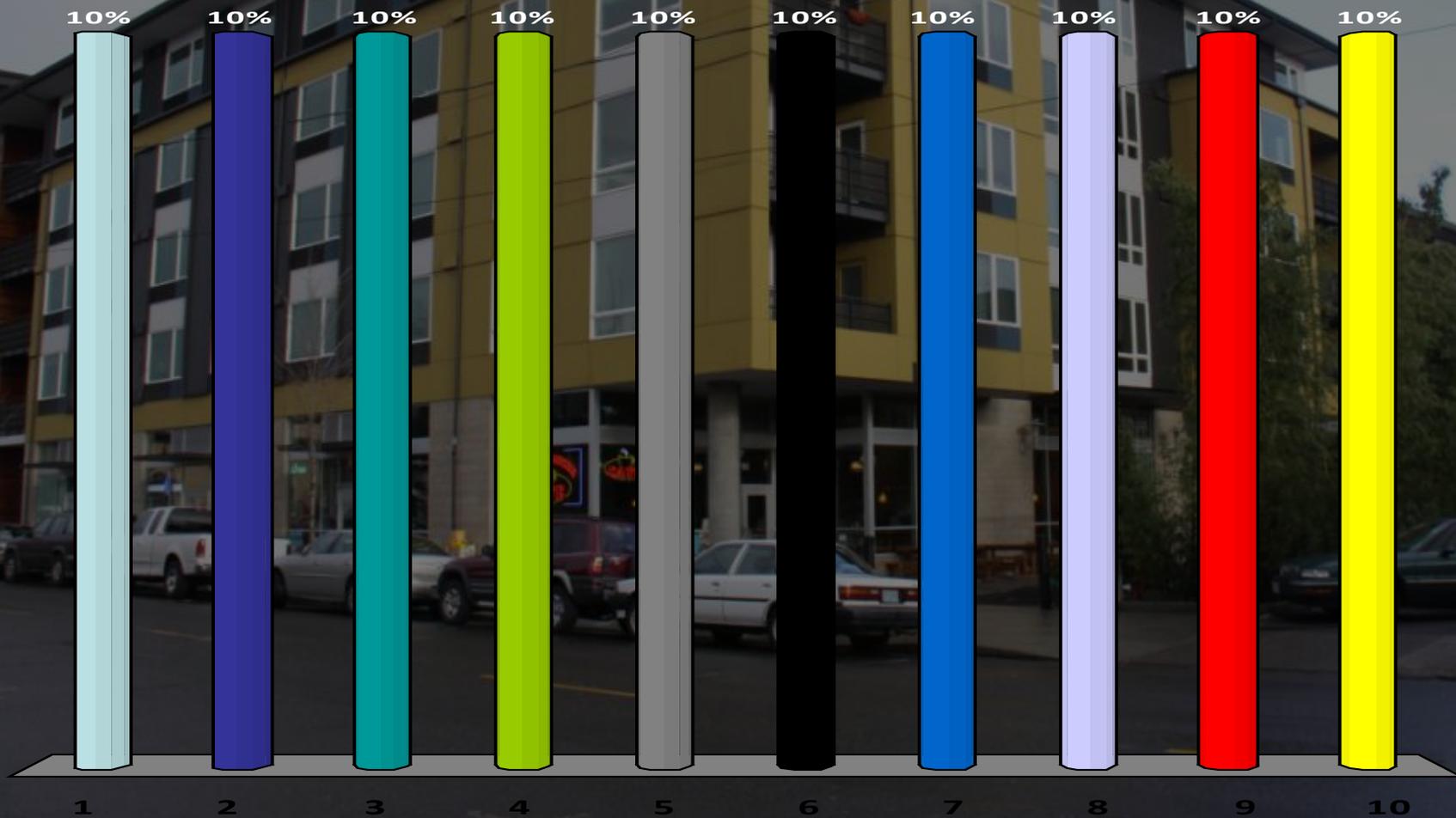
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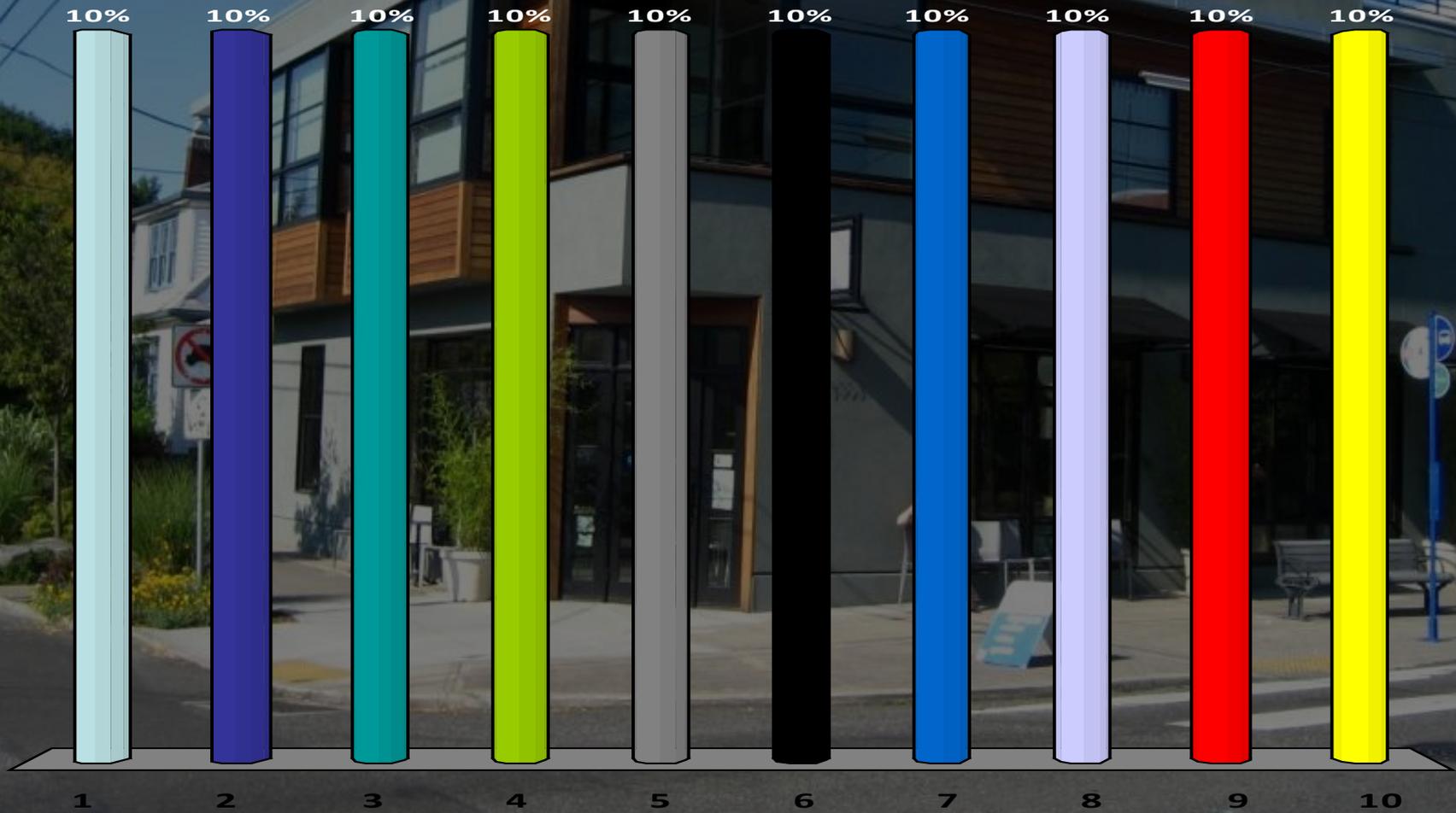
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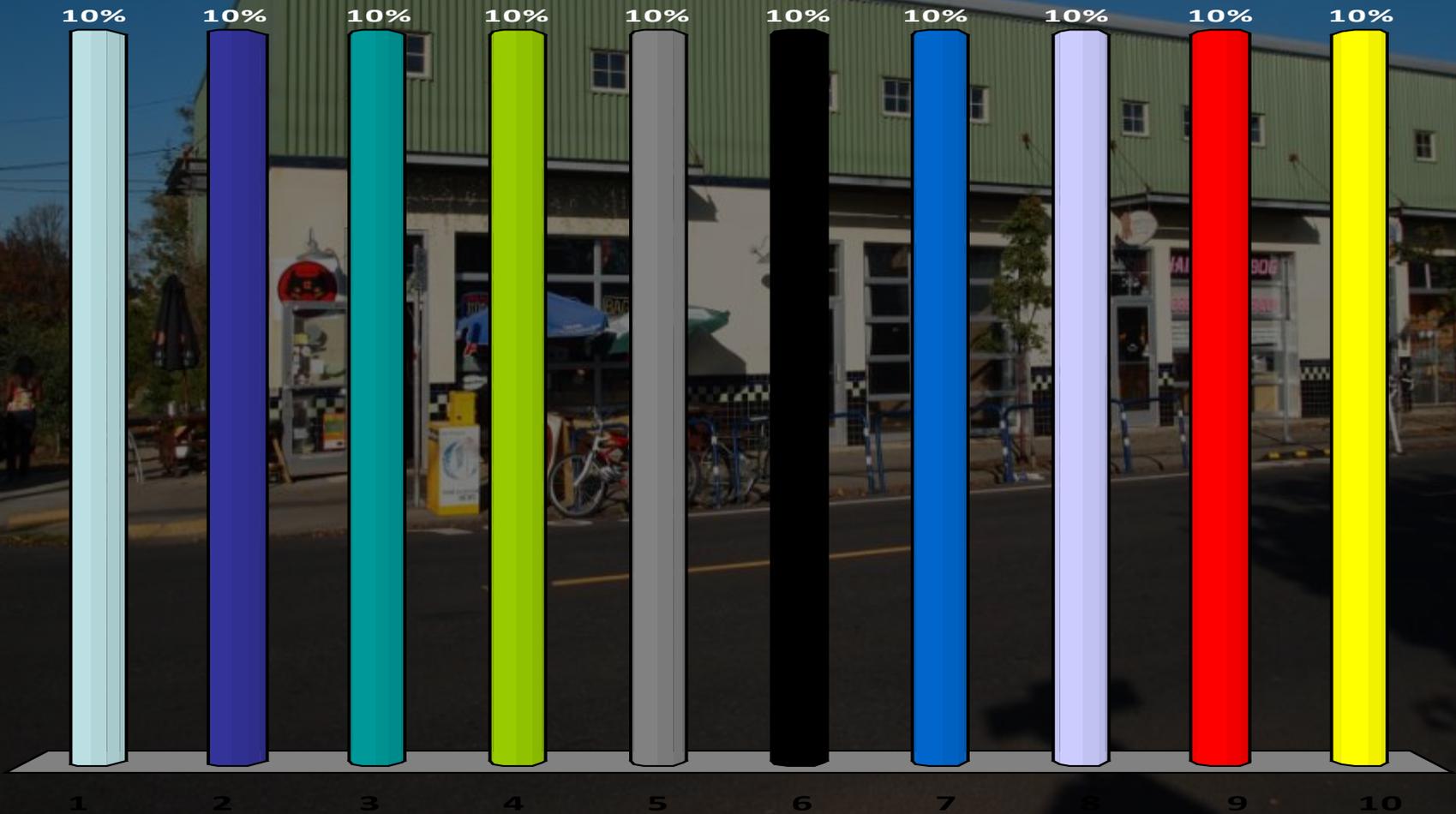


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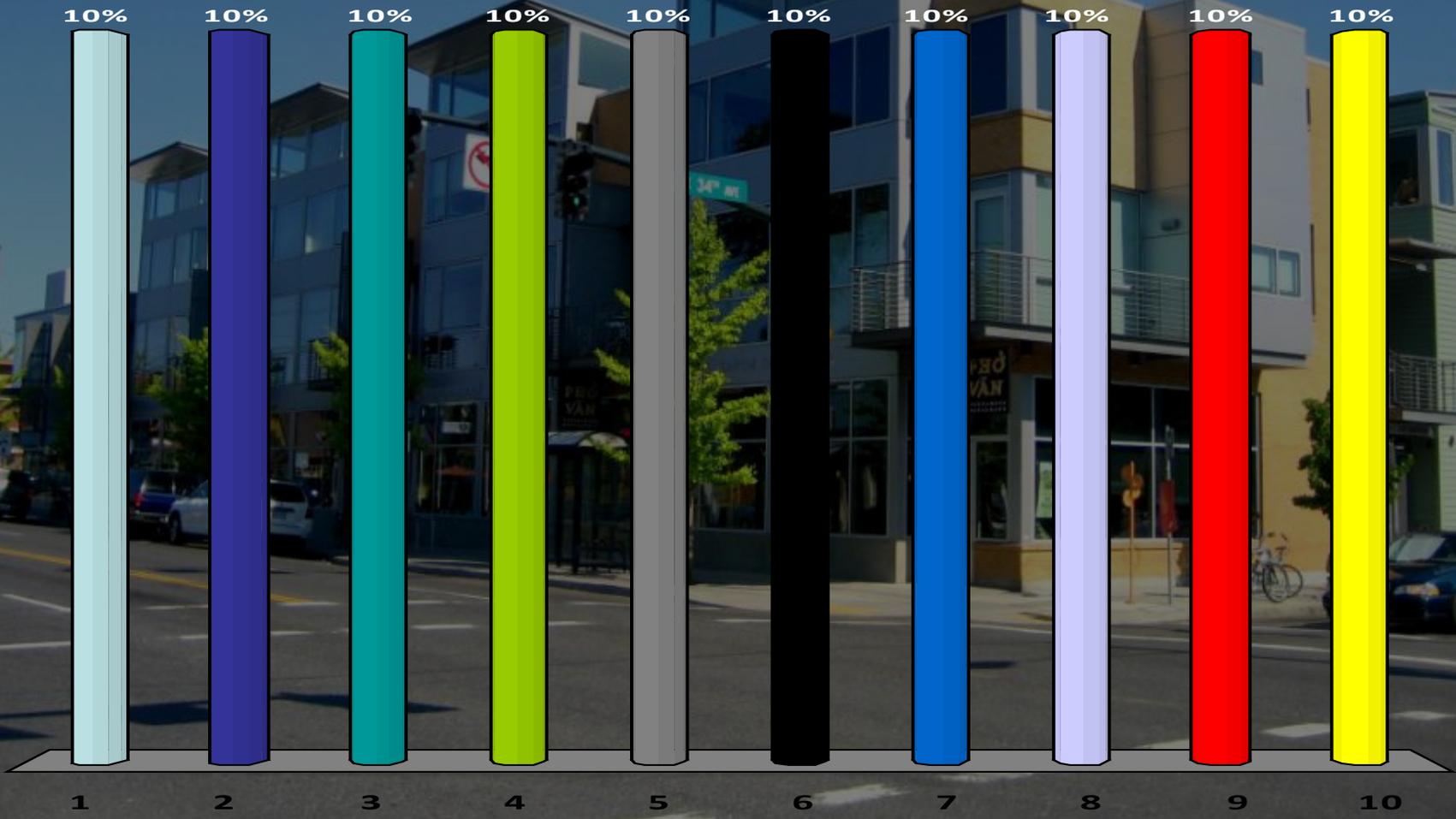


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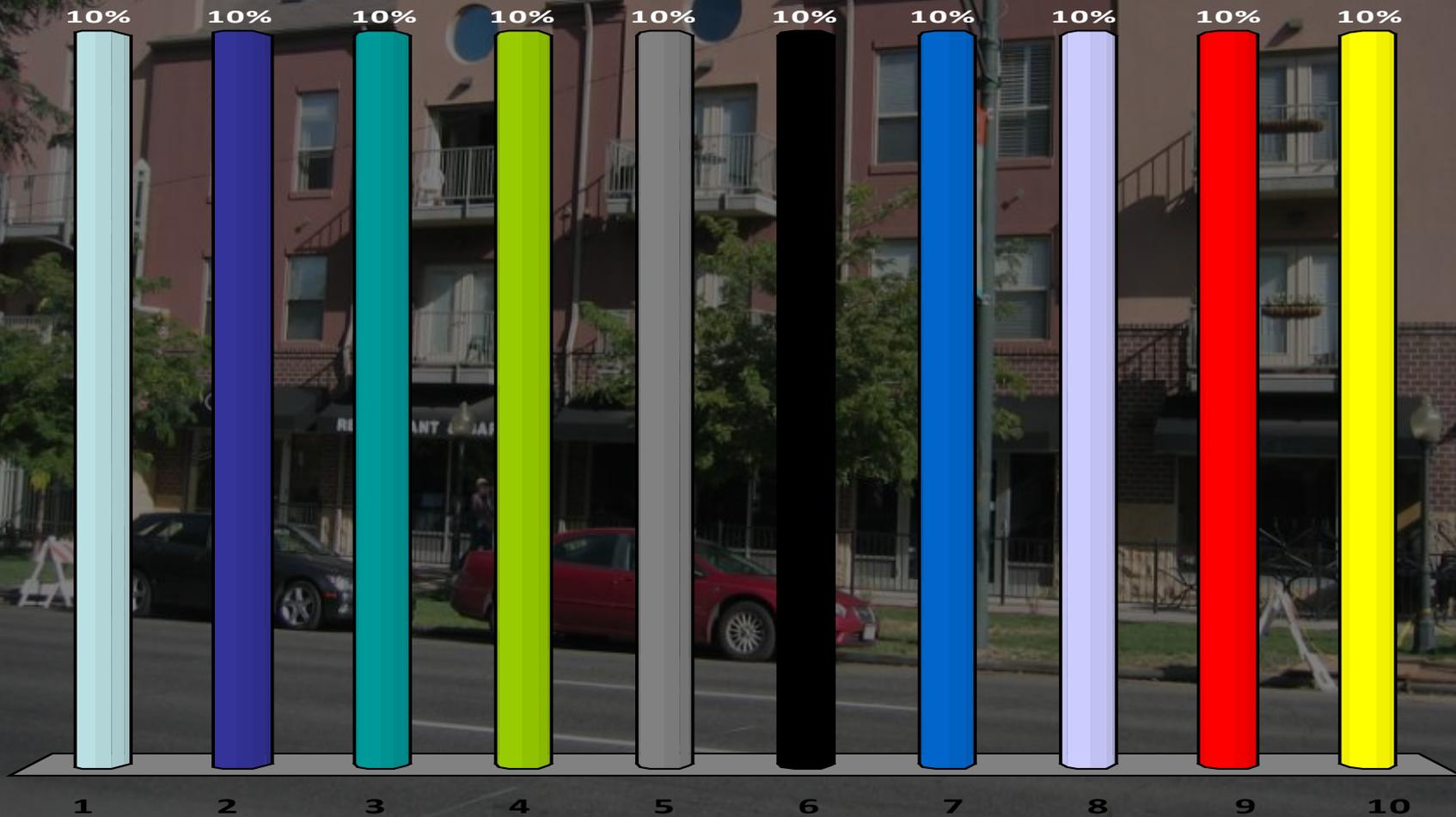


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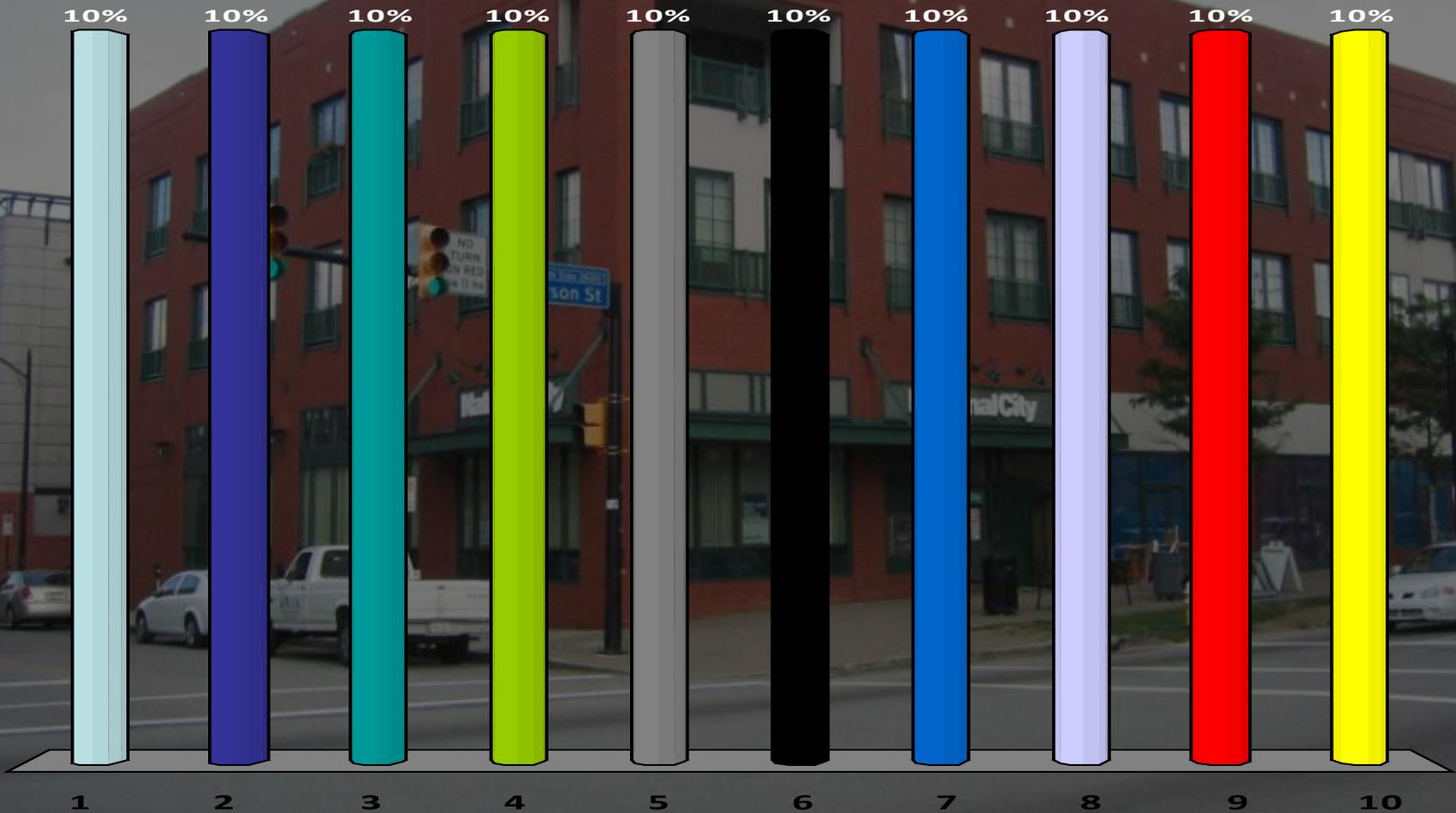


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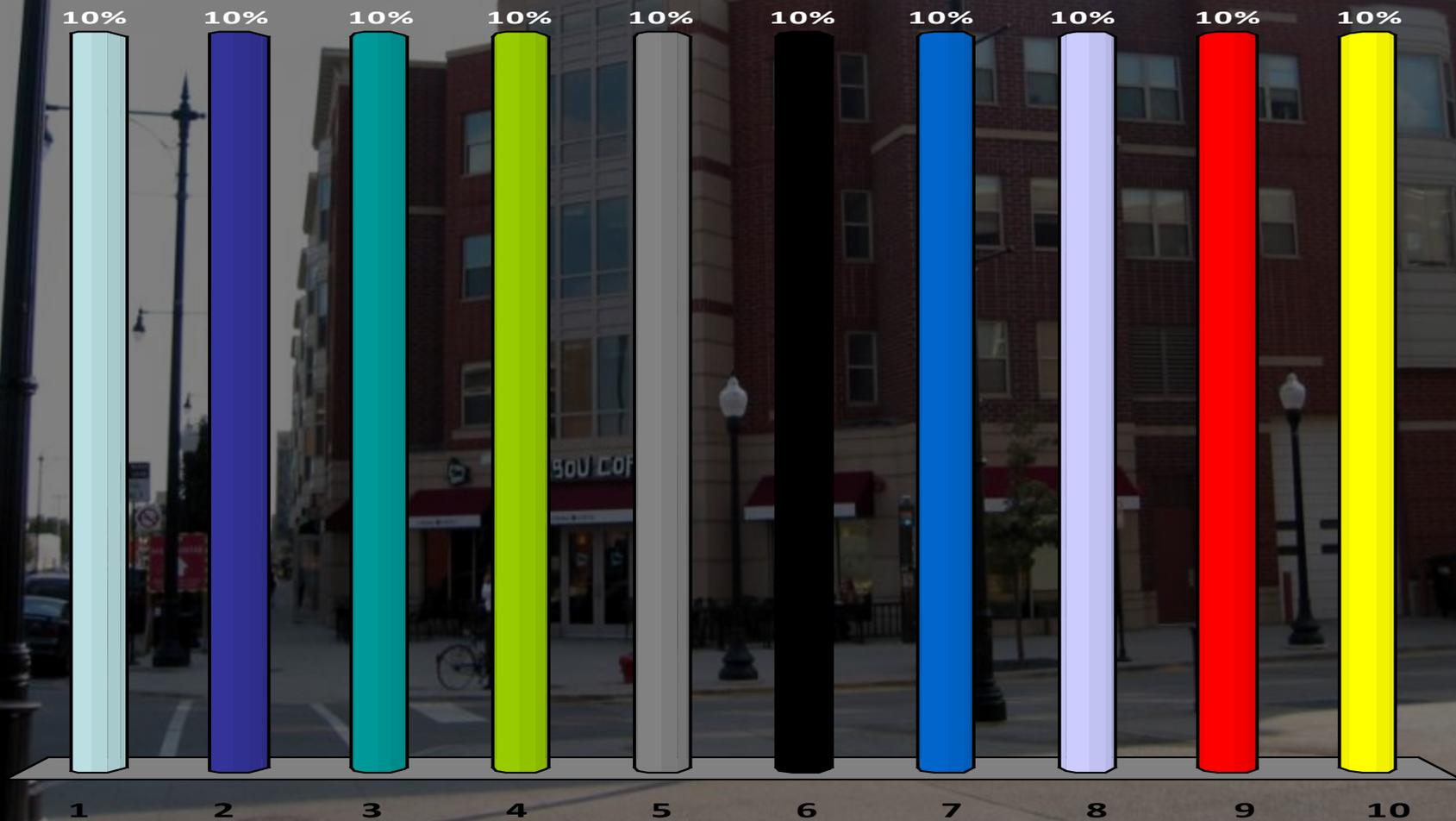


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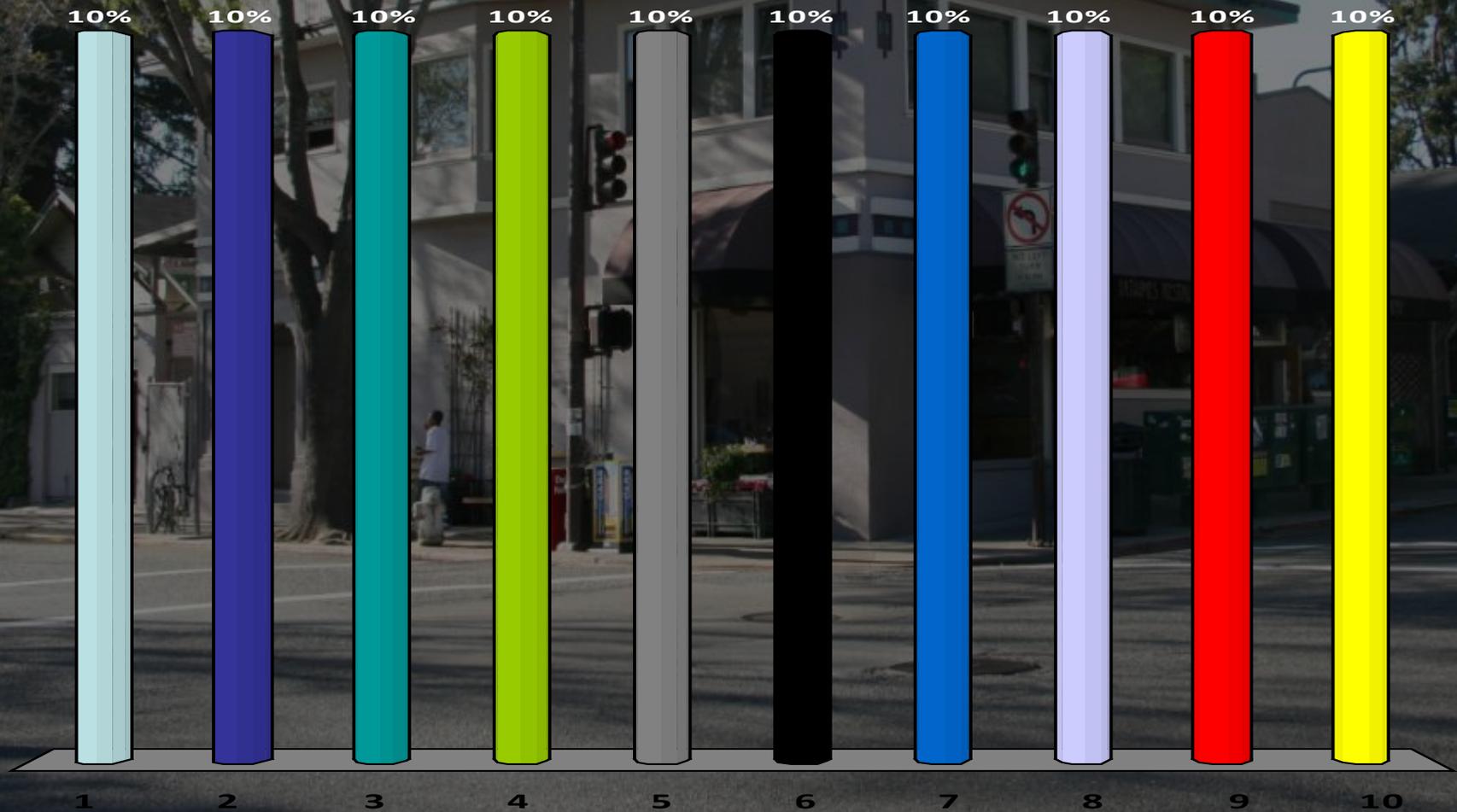


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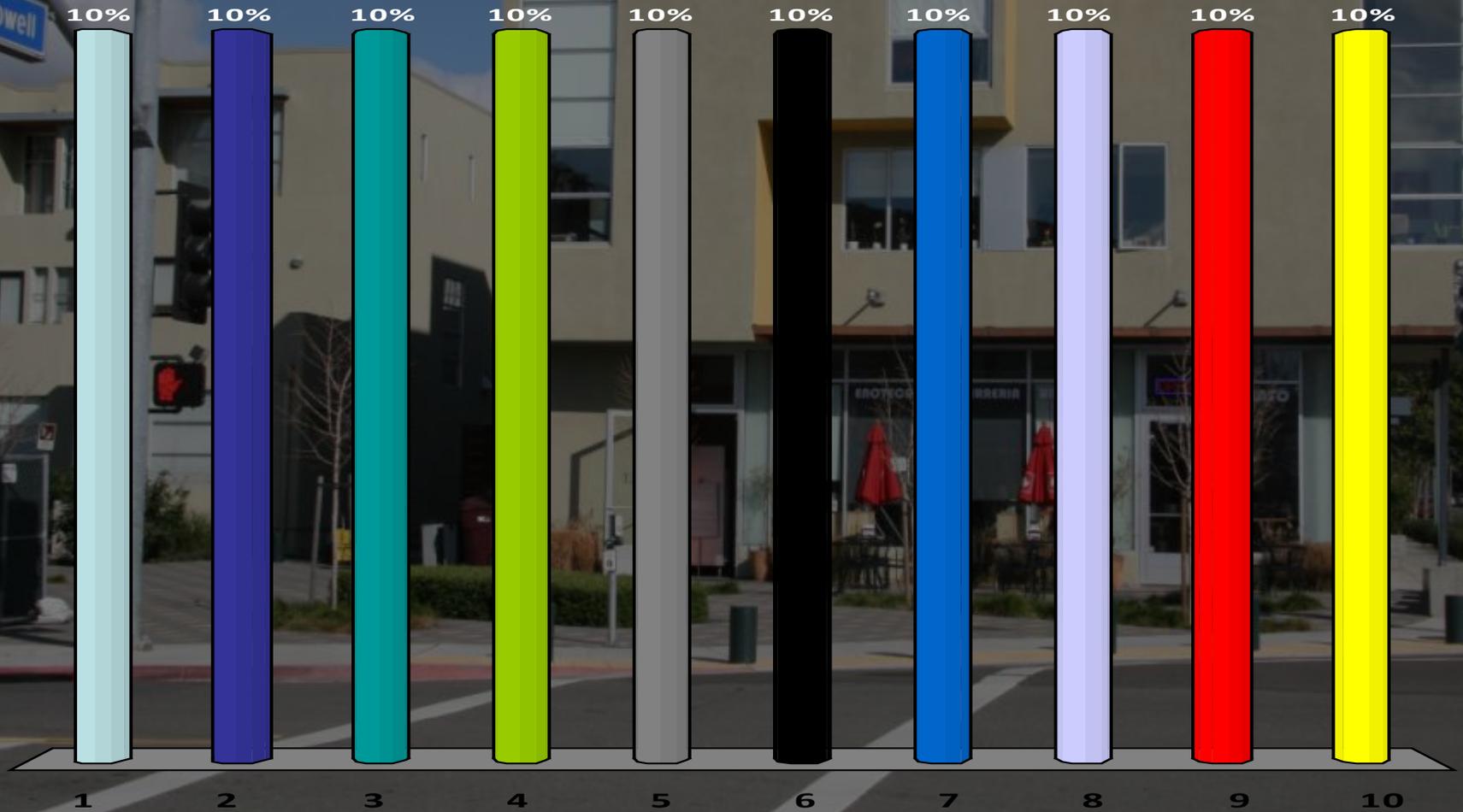


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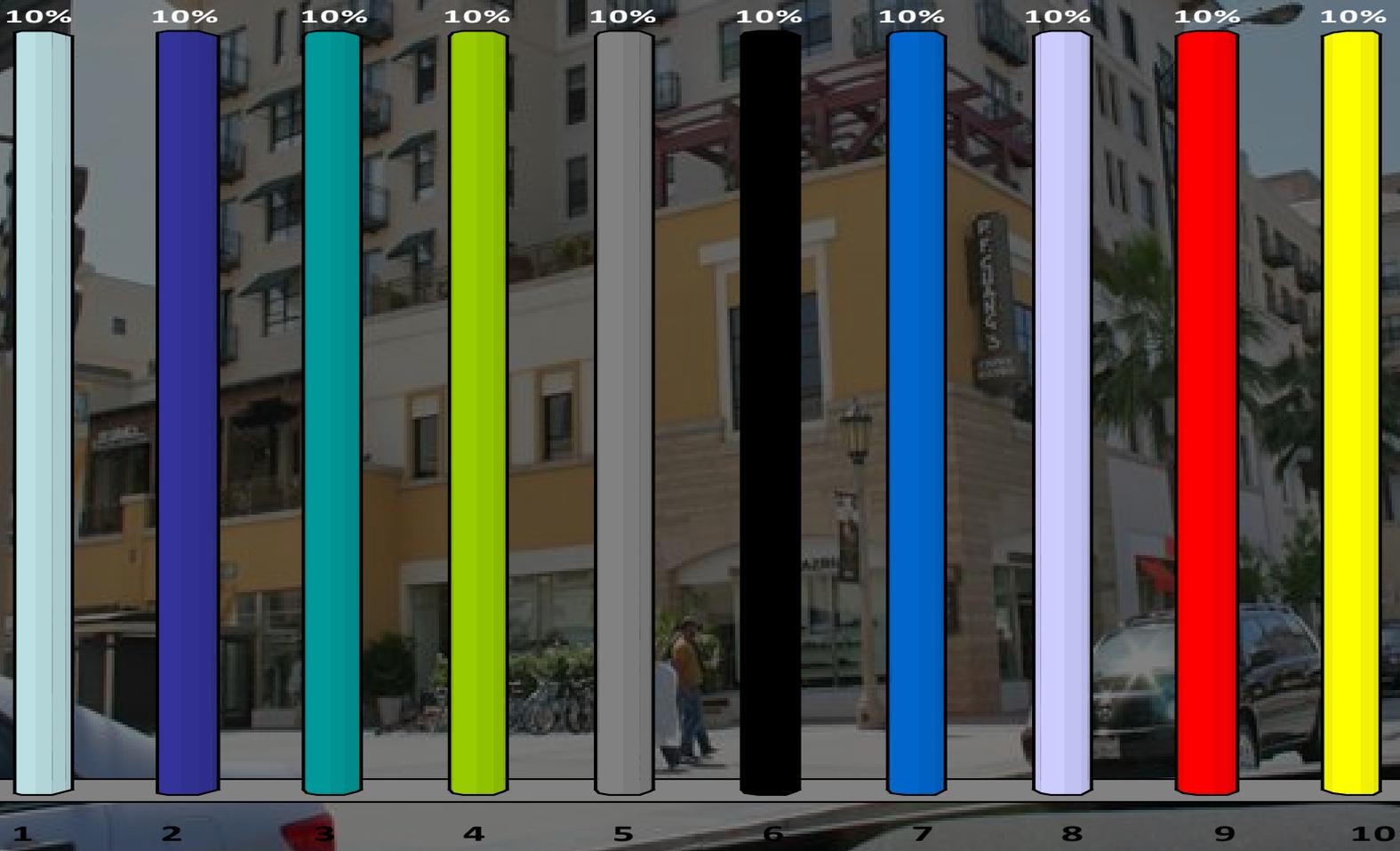


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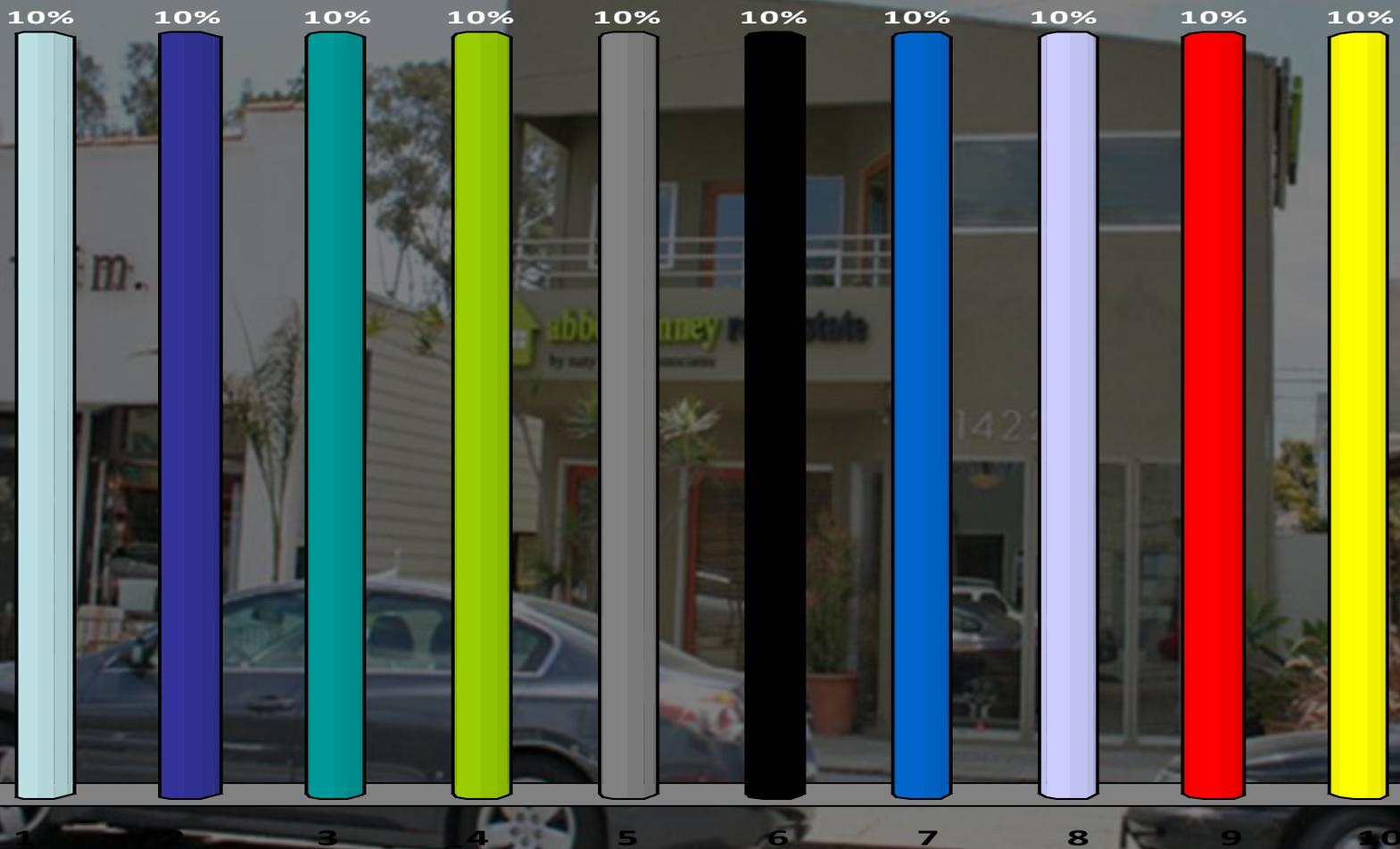


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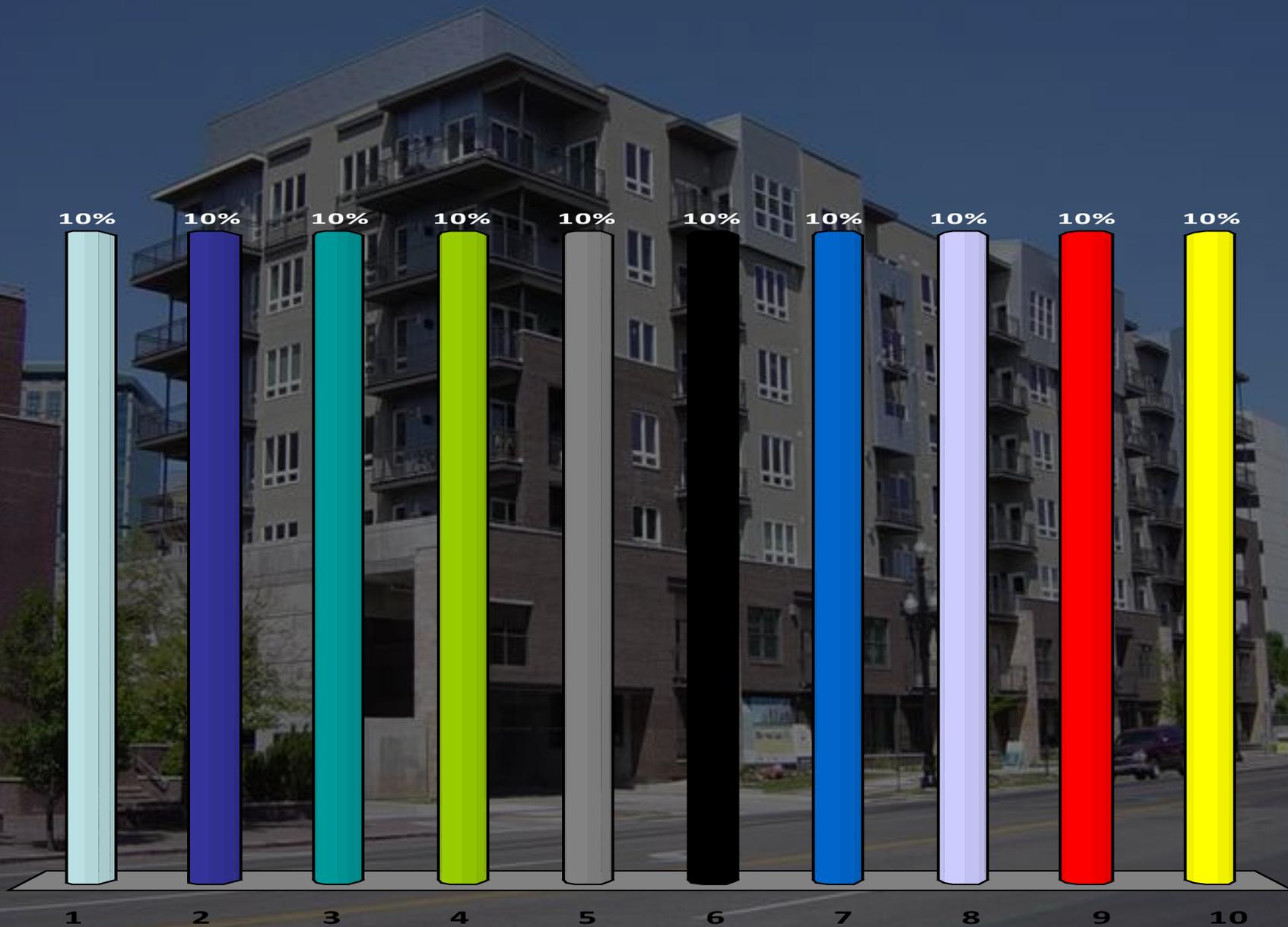


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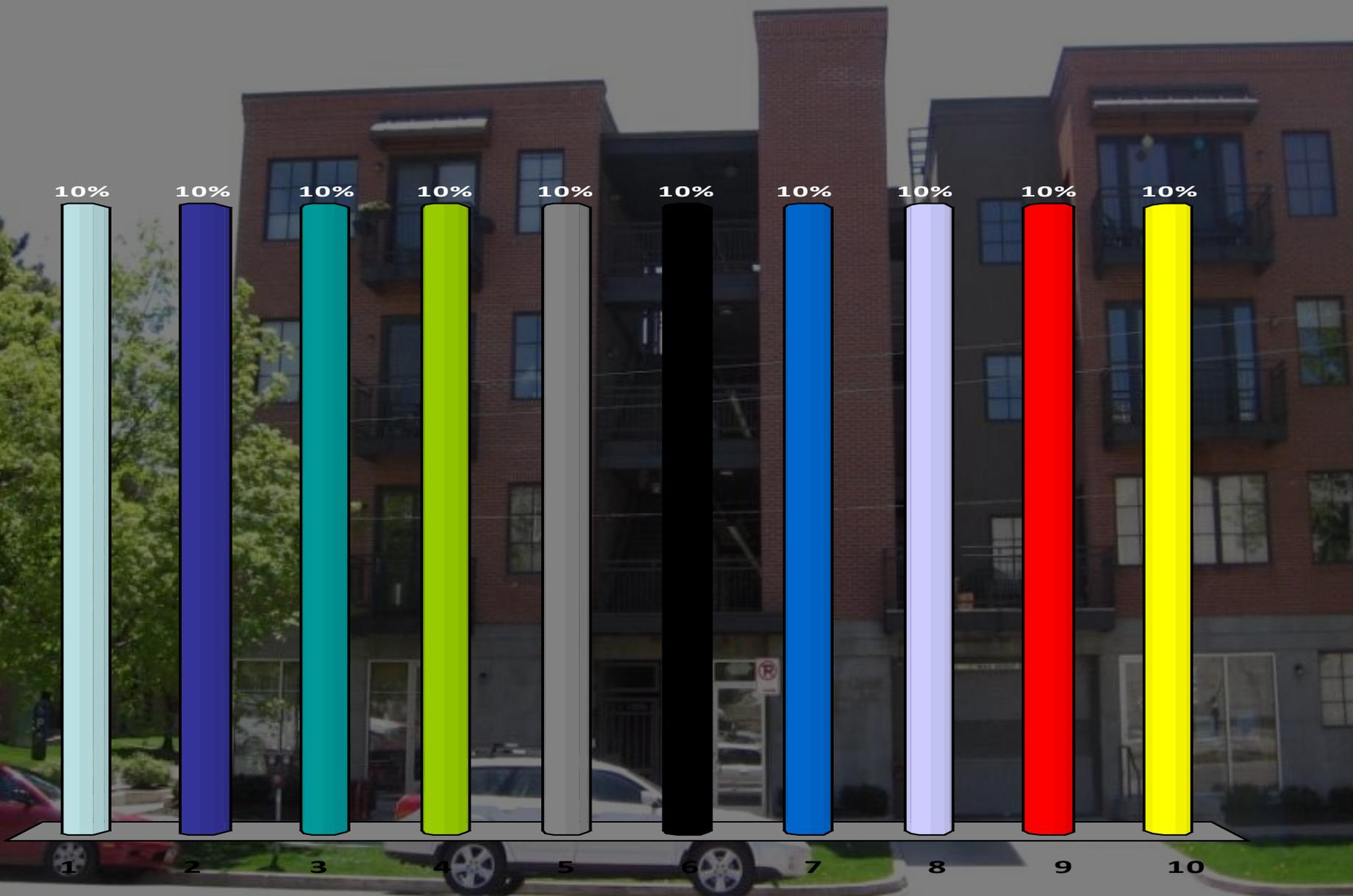


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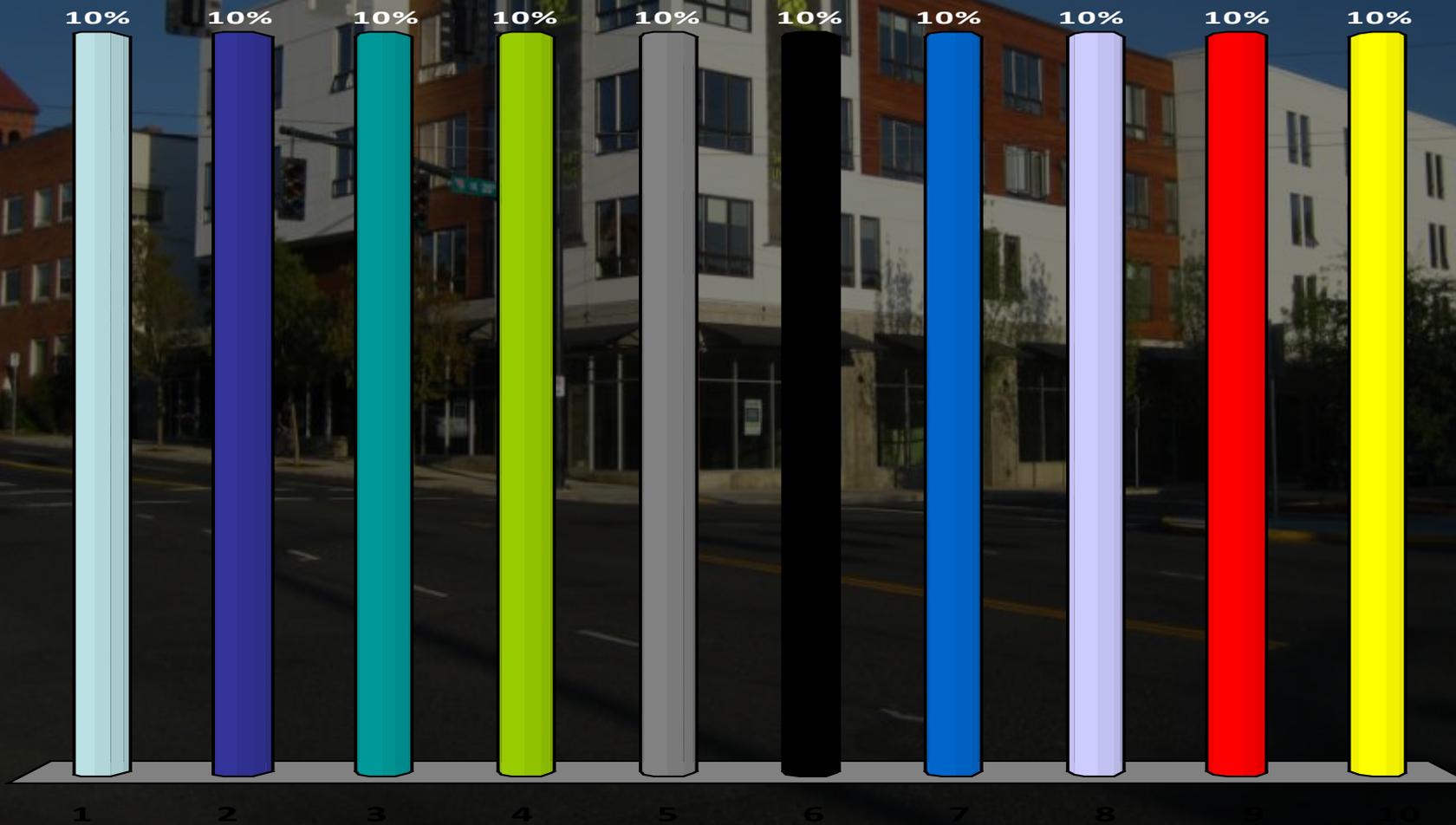


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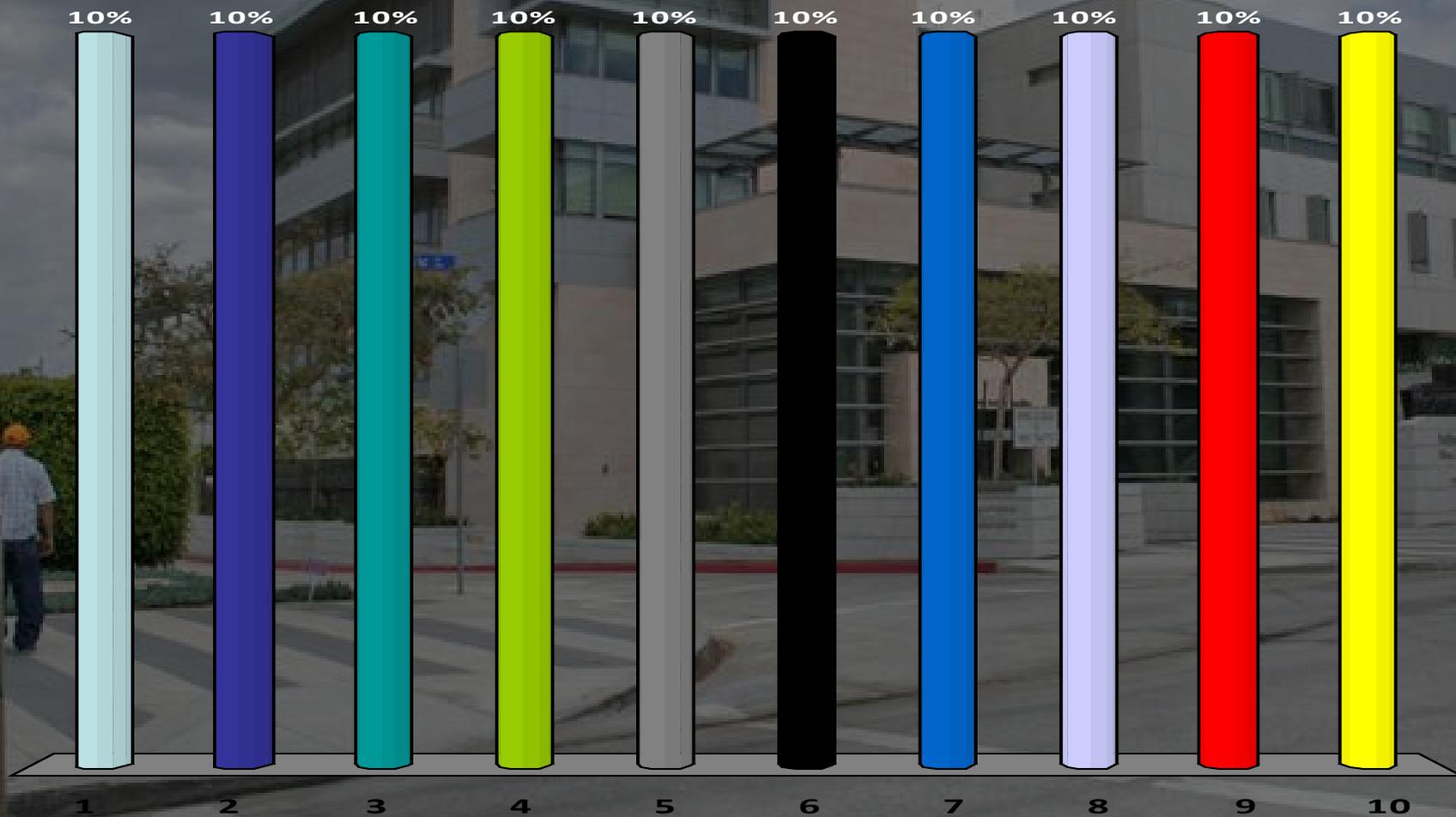


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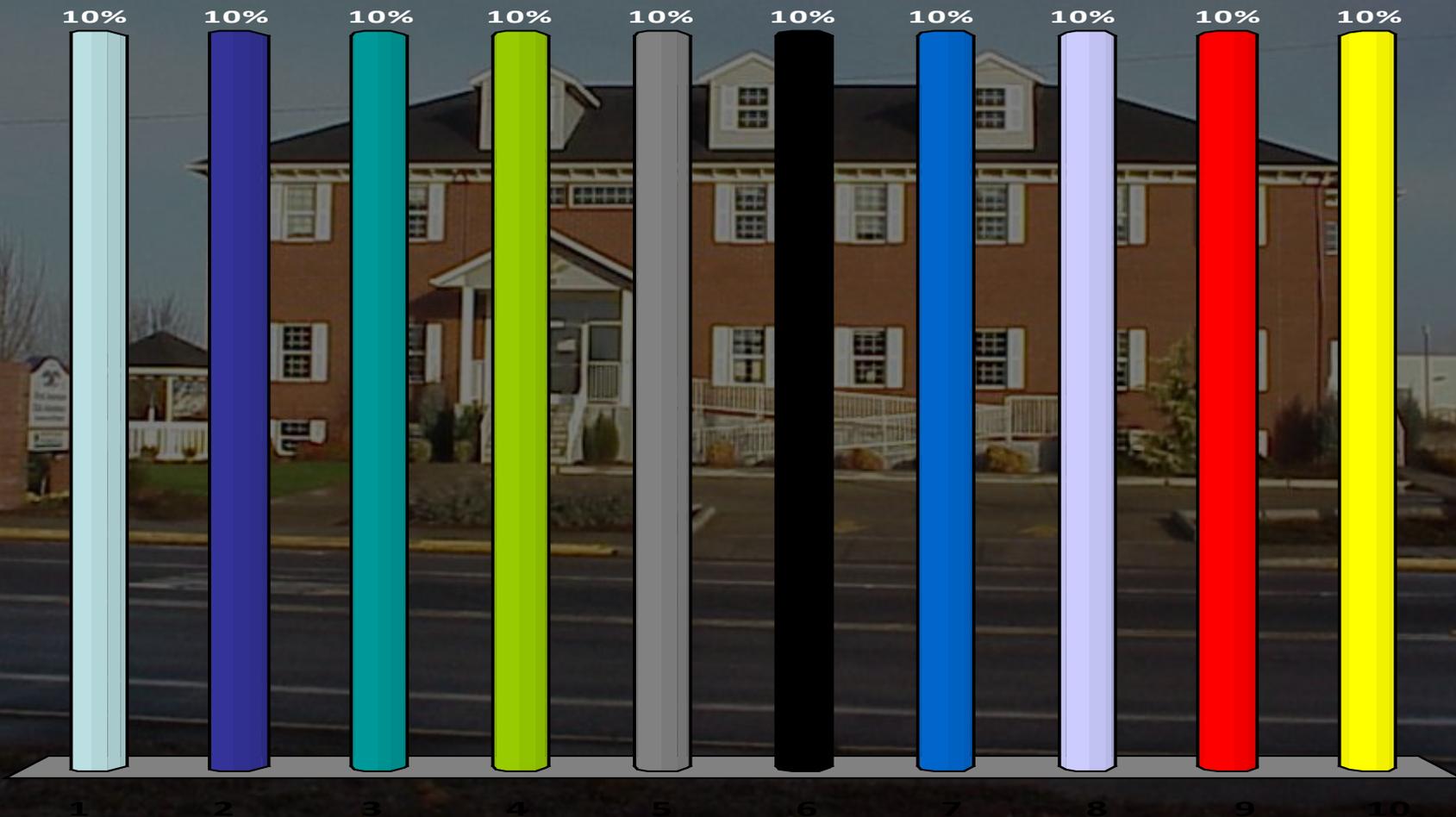


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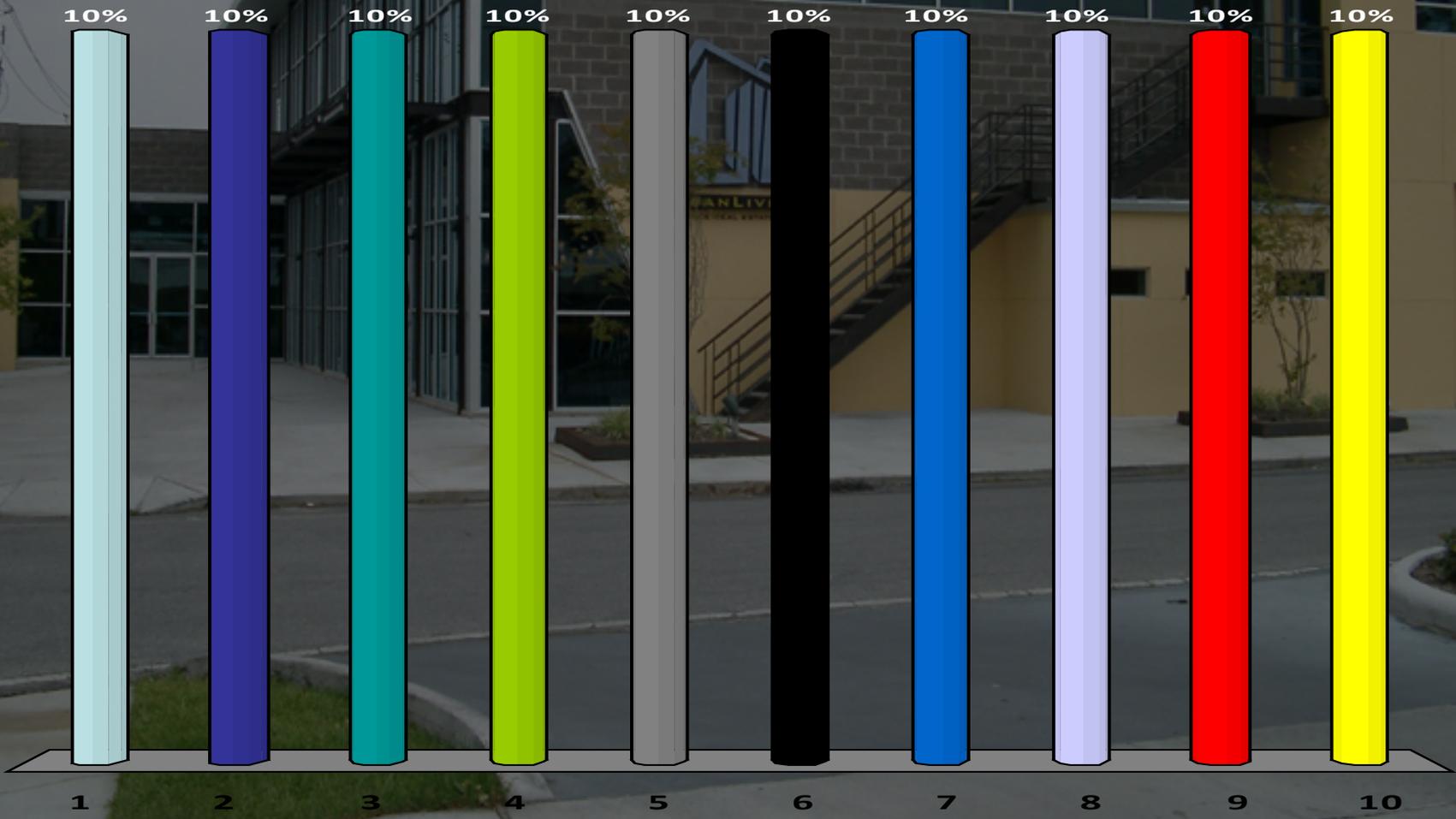


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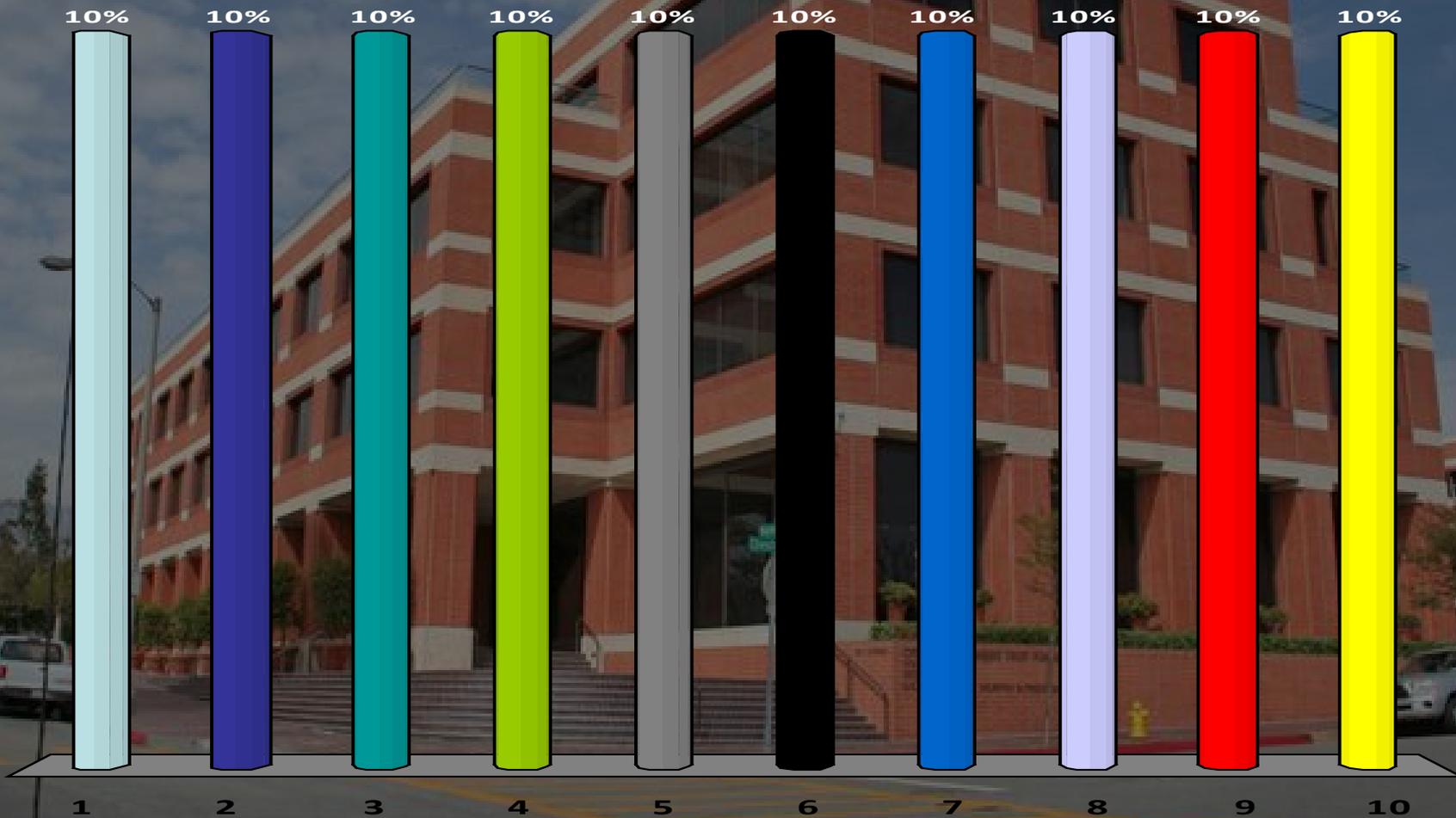


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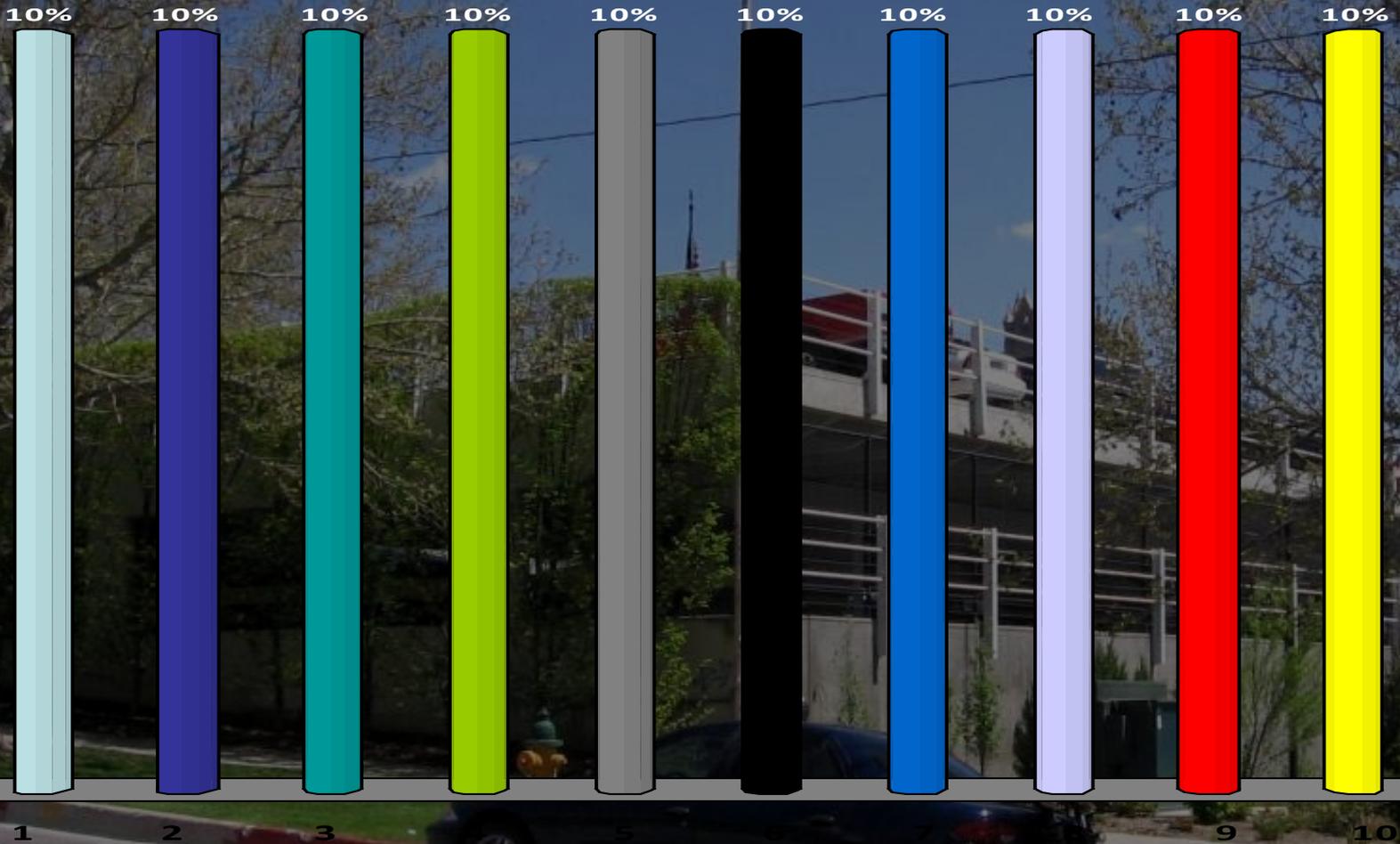


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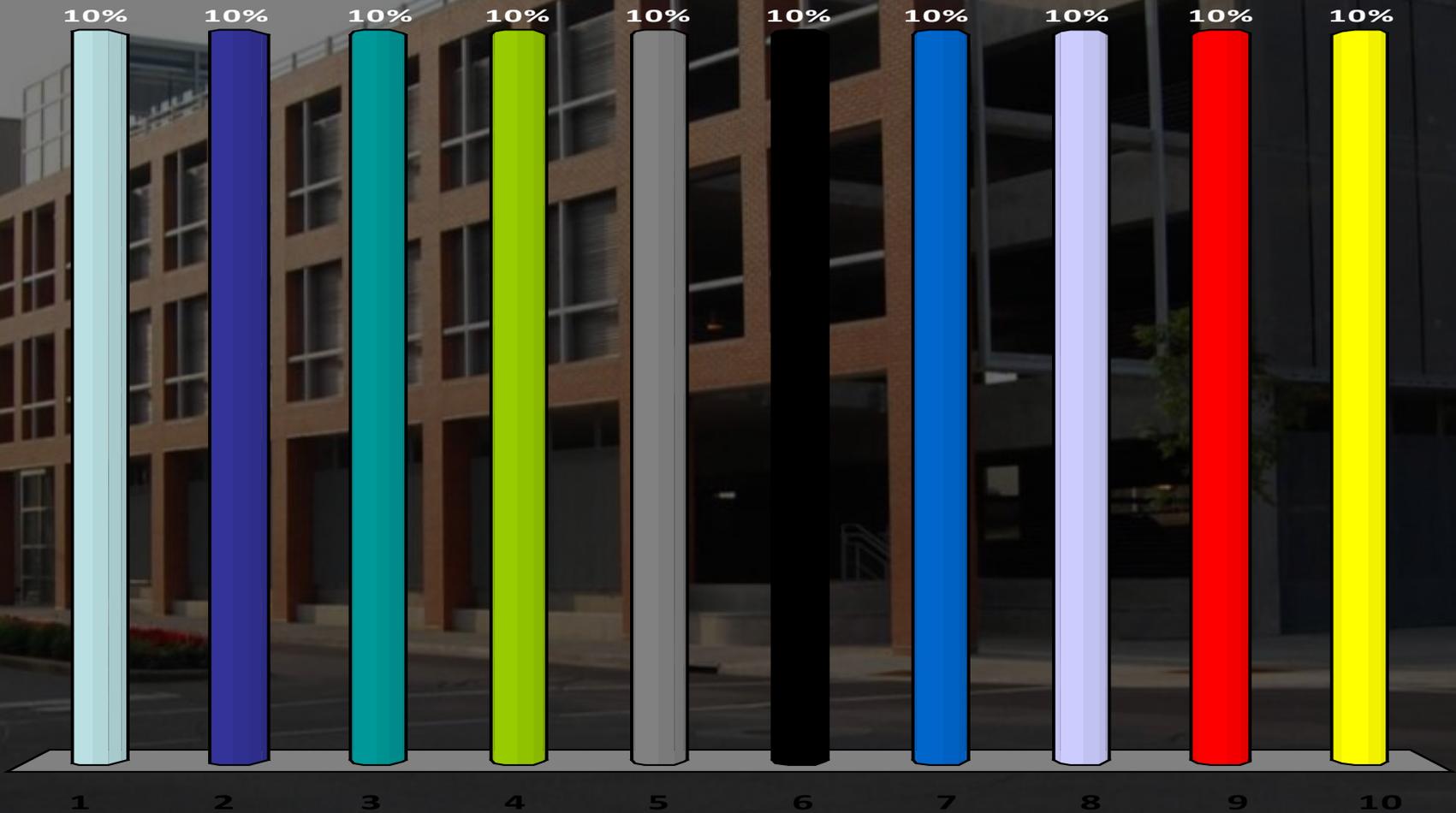


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Discussion

- What did you rank highest?
- What did you rank lowest?
- Why?



Next Steps

- Polling results and meeting notes will be posted on the project web site in the next week
- Consultant team will be presenting the Market Study to City Council on Oct 15th
- Project Advisory Committee meeting #2 on Oct 21st
- Opportunity Site Workshops – let's get more specific!
 - Downtown: Monday, Oct 28th, 6:00 – 8:00pm, Milwaukie High School Commons
 - Central Milwaukie: Monday, Oct 29th, 6:00 – 8:00pm, Public Safety Building



Next Up: Open House

- Thank you for attending tonight's meeting – we hope you stay involved!
- Visit with City staff and the project consultant team!
- Enjoy some refreshments!



To Stay Involved...

- Visit the project web site:
www.milwaukieoregon.gov/planning/commercial-core-enhancement-program-ccep
- Sign up for project subscription and notifications:
www.milwaukieoregon.gov/newsletter/subscriptions
-  "Like" the City of Milwaukie on Facebook
-  Follow @cityofmilwaukie on Twitter
- Contact Li Alligood, 503-786-7627, alligoodl@milwaukieoregon.gov

