

NEIGHBORHOOD HUBS

City Council Work Session
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HUBS PHASE 2

- Refine Hub locations and types identified in 2018 and 2019
- Explore EconomicDevelopment programs
- Review and refine the Development Code





Phase 2 Outreach Activities Overview

- Engage Milwaukie 22 survey responses
 1,200 page visits, 35 new EM registrations, 205 informed, 94 engaged
- Interviews 18 meetings, 23 participants (14 new, 9 who took survey)
- 7 Neighborhood District Association Presentations (79 participants, some overlap)
- Approx. Unique Engagements (before workshops): ~100 to 113 total engagements = 122
- 6 Workshops (3 NDAs and 3 Hub-specific workshops)
 - 123 participants, 74 in-person and 49 online.
 - Approximately 83% support average for proposed changes, minimal opposition



TOP TAKEAWAYS

- Broad support for Hubs and virtually no opposition
 - Incl. temp use of parking areas, etc.
- Allow other uses and increase development flexibility (food, retail, activities, events, home occs, design standards)
- Grant/loan support useful for many people & purposes
- City-wide small business alliance
- Process for new Hubs to emerge in areas without them
- Reconsider/expand existing Hub boundaries
- Connect the Hubs (Transportation, Programming/cross-marketing)
- Broad interest in site improvements, limited re-development opportunities

HUBS EVALUATION (PRIORITIZATION)

Purpose:

- To refine the original list to guide implementation efforts in the short- and long-term
- Refine Hub boundaries
- Consider consolidating Hub types
- Develop criteria for evaluation
 - Other than market conditions, such as placemaking and community building
- Revisit the 2020 typologies

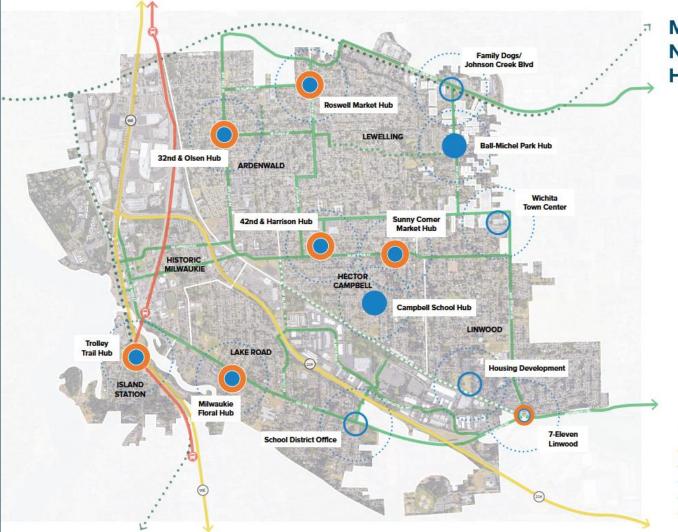




HUBS REFINEMENT CRITERIA

| Placem | aking Criteria | Со | mmunity Building Criteria |
|-----------------------------|----------------------------|----|----------------------------------|
| • Opp | oortunity sites | • | Neighborhood (NDA) interest |
| Prox park | imity to green space or | • | Property/Business owner interest |
| • Art ii | n the neighborhood | • | Pop-up potential |
| | ing pedestrian nections | • | Community meeting space |
| • Exist | ing bike connections | • | In use as hub now |





Milwaukie Neighborhood **Hubs Map**



SHORT TERM PRIORITY HUB



TRIMET MAX STOP



DEDICATED BIKE LANES

















not allowed outright - all permitted uses (store, restaurant, laundry) require a Conditional Use review process which adds time and cost any time the type of business changes.

How much do you support allowing residential uses above, beside, or behind businesses to create vibrant neighborhood hubs?

CONCEPT: Allow more types of uses in the C-N Zone The existing Neighborhood Commercial Zone does not allow very many uses, and these uses are

| STRONGLY | MODERATELY | NEUTRAL | MODERATELY | STRONGLY |
|----------|------------|---------|------------|----------|
| SUPPORT | SUPPORT | | OPPOSED | OPPOSED |
| 7: | 5 | 10 | 3 | |

How much do you support allowing restaurants and other uses with evening activity to create vibrant neighborhood hubs?



How much do you support allowing buildings, food carts, and outdoor seating to come up to the sidewalk to create vibrant neighborhood hubs?

| STRONGLY | MODERATELY | NEUTRAL | MODERATELY | STRONGLY |
|-----------|------------|---------|------------|----------|
| SUPPORT 6 | SUPPORT 7 | 12 | OPPOSED 7 | OPPOSED |

CODE CONCEPT APPLIES TO:

OTHER HUBS / FUTURE HUBS

IKE TRAILS/FRIENDLY ROADS EDICATED BIKE LANES

5 MINUTE WALK RADIUS

- MILWAUKIE FLORAL
- ROSWELL MARKET
- SUNNY CORNER MARKET
- LITTLE BLUE STORE

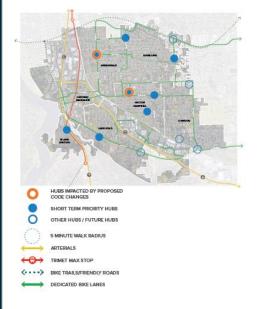












CODE CONCEPT APPLIES TO:

- 42ND AND HARRISON
- 32ND AND OLSEN

CONCEPT: Allow more types of entertainment in NMU Zone

The Neighborhood Mixed Use Zone (NMU) allows a wide variety of uses, but it does not specifically allow theaters and performance spaces. And the city code is not specific about allowing a variety of temporary uses, like food carts, for example.

Currently the Chapel Theatre property is zoned residential, so the theater is operating as a Community Service Use, which has many restrictions on how the property can be used. By re-zoning it to NMU, the property will be permitted to add activities and services that better reflect the desires of the neighborhood.

How much do you support <u>allowing uses like theaters</u>, <u>play houses</u>, <u>and private events</u> to create vibrant neighborhood hubs?

| STRONGLY | MODERATELY | NEUTRAL | MODERATELY | STRONGLY |
|----------|------------|---------|------------|----------|
| SUPPORT | SUPPORT | | OPPOSED | OPPOSED |
| 76 | 5 | 13 | 5 | |

How much do you support <u>allowing bars and cocktail lounges</u> to create vibrant neighborhood hubs?

| STRONGLY | MODERATELY | NEUTRAL | MODERATELY | STRONGLY |
|----------|------------|---------|------------|----------|
| SUPPORT | SUPPORT | | OPPOSED | OPPOSED |
| 7 | 9 | 4 | 11 | |













CODE CONCEPT APPLIES TO:

OTHER HUBS / FUTURE HUBS

BIKE TRAILS/FRIENDLY ROADS DEDICATED BIKE LANES

RIMET MAX STOP

- TROLLEY TRAIL
- · 7-ELEVEN / LINWOOD
- ALL AREAS CURRENTLY ZONED LIMITED COMMERICAL (C-L)

CONCEPT: Allow more types of uses in Limited Commercial

The Limited Commercial zone (C-L) allows many uses already, but there are a few limitations, such as not allowing mixed-use development (residential above ground floor commercial space). The minimum lot size required for new businesses is quite large for a commercial zone - 5,000 sq ft - which could limit redevelopment and make it less affordable. By re-zoning C-L areas to the NMU zone these restrictions could be removed. However, there are differences in the types of permitted uses in the NMU zone compared to the C-L zone.

How much do you support <u>allowing mixed-use development (housing above ground-floor commercial)</u> to create vibrant neighborhood hubs?

| STRONGLY | MODERATELY | NEUTRAL | MODERATELY | STRONGLY |
|----------|------------|---------|------------|----------|
| SUPPORT | SUPPORT | | OPPOSED | OPPOSED |
| 4 | 6 | 8 | 4 | |

How much do you support <u>allowing lodging such as hotels or bed & breakfasts</u> to create vibrant neighborhood hubs?

| STRONGLY | MODERATELY | NEUTRAL | MODERATELY | STRONGLY |
|----------|------------|---------|------------|----------|
| SUPPORT | SUPPORT | | OPPOSED | OPPOSED |
| 4 | 7 | 4 | 7 | • |













CODE CONCEPT APPLIES TO:

- TROLLEY TRAIL
- 7-ELEVEN / LINWOOD
- ALL AREAS CURRENTLY ZONED LIMITED COMMERICAL (C-L)

CONCEPT: Allow more types of uses in Limited Commercial (CONTINUED)

How much do you support <u>allowing food processing such as catering, breweries, distilleries, wineries</u> to create vibrant neighborhood hubs?

| STRONGLY | MODERATELY | NEUTRAL | MODERATELY | STRONGLY |
|----------|------------|---------|------------|----------|
| SUPPORT | SUPPORT | | OPPOSED | OPPOSED |
| 50 | | 3 | 4 | _ |

How much do you support <u>allowing indoor recreation such as a theater or playhouse</u> to create vibrant neighborhood hubs?



How much do you support <u>allowing non-automotive repair shops such as bicycle repair</u> to create vibrant neighborhood hubs?















CONCEPT: Support economic development of Hubs

New and existing businesses need support to start-up, grown, and remain stable. The City of Milwaukie interviewed and surveyed business owners, property owners, and residents around the Hubs about the types of tools that would be most useful and helpful. Tools could include direct support (such as grants or technical assistance or funding for upgrades to business operations and physical location. Existing and new Citywide tools could be applied to Hubs to support their growth. These tools could include things like promotion, small business alliances, streetscape upgrades, or placemaking.

How important is it for <u>economic development tools to be available to property and business owners</u> to create vibrant neighborhood hubs?

| VERY | IMPORTANT | NEUTRAL | LOW IMPORTANCE | NOT IMPORTANT |
|------|-----------|---------|-------------------|------------------|
| 10 | 2 | 7 | | 6 |

Do you have any questions or comments you would like to share with the City about economic development tools?



PROPOSED NEXT STEPS

- Zoning (code and map amendments)
- TSP
 - Hubs-specific improvements
- Ec Dev toolkit
 - Neighborhood-scale strategies for application in Hubs and for small businesses city-wide

Phase III

- Community Service Uses
- Temporary Uses & Events
- Accessory Commercial Uses/Expansion of Home Occupation
- Area Plans; zoning boundaries (NMU on 32nd Ave)
- Grant/loan program(s)



CONTACT US

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