

**CITY OF MILWAUKIE
DESIGN AND LANDMARKS COMMITTEE
NOTES
Milwaukie City Hall
10722 SE Main St
Monday, June 5, 2017
6:30 PM**

COMMITTEE MEMBERS PRESENT

Lauren Loosveldt, Chair
Michael Corrente
Cynthia Schuster

MEMBERS ABSENT

None

STAFF PRESENT

Brett Kelter, Associate Planner (staff liaison)

OTHERS PRESENT

Greg Hemer, Milwaukie Historical Society
Michelle Hemer, Milwaukie Historical Society
Milo Denham, Milwaukie Historical Society
Ceci Denovo
Sarah Silva

1.0 Call to Order – Procedural Matters

Chair Lauren Loosveldt called the meeting to order at 6:36 p.m.

2.0 Design and Landmarks Committee Notes

2.1 May 1, 2017

Chair Loosveldt called for any revisions to the notes from the May meeting. There were none, and the notes were approved unanimously.

3.0 Information Items

Associate Planner Brett Kelter thanked everyone for being flexible with the meeting location, as there had been a conflict with the truancy court using the conference room, resulting in the Committee meeting shifting over to a much smaller room within the City Manager and Recorder's office portion of City Hall.

4.0 Audience Participation

Greg Hemer, Vice President of the Milwaukie Historical Society, was joined by **Milo Denham** and **Michelle Hemer** to present information about the "Lot's Loop" walking tour the historical society is working to put together. **Mr. Hemer** handed out a brochure for the Milwaukie Museum and a map of the proposed route. The tour would be self-guided, with numbered stops extending from City Hall downtown through Milwaukie Bay Park and Island Station, around Elk Rock Island, through Oak Grove, to the Park Avenue light rail station, up the Trolley Trail, and back through downtown. Participants can start at any point along the route, and each stop marker would have a QR code that could be scanned to connect to the historical society's website for a short video about that spot. Essentially, it is an advertisement for Milwaukie and Milwaukie businesses, with sponsorship opportunities at several different dollar levels.

They were looking for the Committee's endorsement of the overall project, as well as suggestions and feedback on sign samples. **Chair Loosveldt** asked whether the signs would tie in to the larger wayfinding signage being developed for downtown. **Mr. Hemer** said that was still a question being discussed and added that they wanted the signs to be distinct but noticeable. He added that they were looking for direction on where to place the signs, whether

in the public right-of-way, on buildings themselves, or elsewhere.

Vice Chair Michael Corrente suggested that the map should label the various bike trails and paths or should include them in the legend as additional points of reference. **Mr. Denham** indicated that he is working to further develop the map and hopes to coordinate with Jordan Imlah in the City Manager's office to improve it. He noted that the original idea for Lot's Loop came from a desire to improve things in Milwaukie, including to boost tourism. They have been exploring the idea to tie in the schools, as there are a number of subjects that can be addressed at the various stops (history, ecology, etc.). **Mr. Hemer** said that the Museum has previously developed two walks, the lantern walk along the Trolley Trail and a historical walk downtown—Lot's Loop is essentially a combination of those two routes, with the addition of ecological and business-related stops.

Chair Loosveldt was concerned about branding and how the signs would reflect on Milwaukie, in the context of ensuring that they are maintained and are clearly identified as a Milwaukie effort. Perhaps the signs could be tied in to the larger wayfinding project downtown; if not, it might be important for them to have their own brand instead of being simple signs with no logo. Consistency was a key. She wondered whether someone could develop an app that would allow smartphone users to follow the route instead of a paper map, with GPS used to locate people along the loop. With that kind of technology, it would be easier to update information. **Mr. Denham** noted that the current version of the route is a starting point ("version 1.0") and that they expected to expand and improve it over time, but they wanted to get something up and running as soon as possible. **Member Cynthia Schuster** suggested that an aluminum screened sign be considered instead of engraved plastic, for durability.

Mr. Kelter attempted to summarize the Committee's suggestions, noting the ideas about materials as well as logo and branding. He suggested that the historical society group talk with the Public Works Department and also coordinate with the wayfinding signage program to understand whether there was an opportunity to integrate the Lot's Loop signs. **Mr. Hemer** thanked the Committee for its suggestions and noted that their larger hope is to expand the route through all neighborhoods in the city.

5.0 Public Meetings – None

6.0 Worksession Items

6.1 Downtown Design Guidelines Update, cont. Staff Person: Brett Kelter, Associate Planner

Mr. Kelter introduced **Sarah Silva**, who had applied and been interviewed for one of the open spots on the Committee. She was attending to meet the members and get a feel for the group and what it is working on. The members quickly introduced themselves and **Ms. Silva** shared her background as an elementary school teacher for ELL (English Language Learners).

Mr. Kelter reopened the ongoing discussion of the Downtown Design Guidelines (DDG) update. **Vice Chair Corrente** unrolled a printout of the evaluation matrix he had created for comparing the guidelines with the downtown development standards. Both he and **Chair Loosveldt** had filled in their portions of the matrix; **Member Schuster** had been unable to access the online documents and **Mr. Kelter** had also not completed the matrix review. **Vice Chair Corrente** noted that so far, most of the specific evaluations had been very clear one way or another, with few "unsure" responses. **Member Schuster** suggested that the Architecture section needs to better match up with the current version of the code.

There was a suggestion that the evaluation matrix could be used by staff as a guide for preparing reports for the Committee and Planning Commission in the context of specific design

review applications. The matrix could help suggest which specific guidelines were relevant to a given project. Another suggestion was to identify the scope-of-work items that a third-party consultant could work on, to improve the way it looks and how it reads and what it conveys.

After further discussion about how to proceed, the group agreed that it was important to finish filling out the matrix, with all members looking at the entire list of elements. **Mr. Kelter** agreed to share the Word versions of the specific guidelines from the Milwaukie Character and Pedestrian Emphasis elements that the group has revised over the past year; **Vice Chair Corrente** agreed to post them to a shared online space where all members could review them and make additional suggestions. **Chair Loosveldt** agreed to try drafting a scope of work for the third-party consultant solicitation.

7.0 Other Business/Updates – None

8.0 Design and Landmarks Committee Discussion Items – None

9.0 Forecast for Future Meetings:

July 10, 2017	DDG revisions (<i>continued</i>)
August 7, 2017	TBD

Chair Loosveldt adjourned the meeting at 8:29 p.m.



Lauren Loosveldt, Chair

Respectfully submitted,

Brett Kelter, Associate Planner

