



Project Advisory Committee Meeting #2

Moving Forward Milwaukie • October 21, 2013

Welcome!

Welcome and Overview of Meeting Agenda/Format



Tonight's Meeting Agenda

Welcome and Overview of Meeting Agenda/Format

- Project Schedule Update
- Kickoff Event Results
- Market Study Overview and Update
- Discussion on Potential Opportunity Site Development Concepts
- Preview of Activities for Upcoming Workshops
- There will be opportunity for public comment during each agenda item



Project Schedule

Project Schedule Update

Existing Plans, Market
Analysis & Current
Conditions

August – October 2013

Opportunity Site
Development
Concepts

October 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

Today's
Advisory
Committee
Meeting



Upcoming Work

Project Schedule Update

- Transition from information gathering to creating and testing
- Information gathering:
 - Interviews
 - Polling
 - Public Involvement (Kickoff Event, PAC)
 - Developer Roundtable
- Creating and testing:
 - Development Concepts
 - Envision Tomorrow
 - Financial Pro Formas



Advisory Committee Schedule

Project Schedule Update

- Tentative Advisory Committee Meetings

10/21

Market Study Results, Kick-Off Meeting Recap, Input on Upcoming Workshops

11/21

Review Workshop Materials & Draft Opportunity Concepts

3/31

Discuss Draft Action & Implementation Plan

4/21

Discuss Draft Central Milwaukie Land Use & Transportation Plan & Draft Downtown Code Revisions

6/5

Review/Discuss Materials for Neighborhood Main Streets Community Input

7/21

Discuss Draft Central Milwaukie and Neighborhood Main Streets, Comprehensive Plan, Code and Zoning Map Amendments



Results from the October 3rd Kickoff Event

Kickoff Event Results

- Activities:
 - Project overview
 - Instant polling
 - Visual Preference Survey
 - One-on-one conversations with City staff and the project consultant team



Who participated?

Kickoff Event Results

- 33 people in attendance
- 96% were between the ages of 31 – 70
- Over 50% lived in just two neighborhoods:
 - Historic Milwaukie
 - Hector-Campbell
- 65% identified as people who shop in downtown Milwaukie:
 - Only 12% identified as people who live or work in downtown



“Fresh Look Milwaukie” Principles

Kickoff Event Results

- Promote and enhance shared community values: 88%
- Facilitate economic development: 92%
- Build community cohesion: 85%
- Bring ‘sexy’ back to McLoughlin: 74%
- Identify and realize short-term projects: 83%



Goals and priorities for downtown

Kickoff Event Results

- Top goal: increase excitement and activity
- Top priorities:
 - More retail variety
 - Ground floor activation



Supported Uses Downtown

Kickoff Event Results

- 90% - Retail or restaurants are most appropriate uses on ground floor
- 89% - More restaurants needed downtown
- 83% - More retail needed downtown
- 71% - Market rate housing
- 58% - Parking garage



No Clear Direction

Kickoff Event Results

- Building height
- Food carts
- Senior housing
- Office space



Opposed Uses Downtown

Kickoff Event Results

- Affordable housing
 - 58% oppose
 - 32% support



Discussion

Kickoff Event Results

- What do you think?



Visual Preference Survey (VPS)

Kickoff Event Results

- Highlights of key results
- Synapses of discussion





Mean = 5.7143





Mean = 7



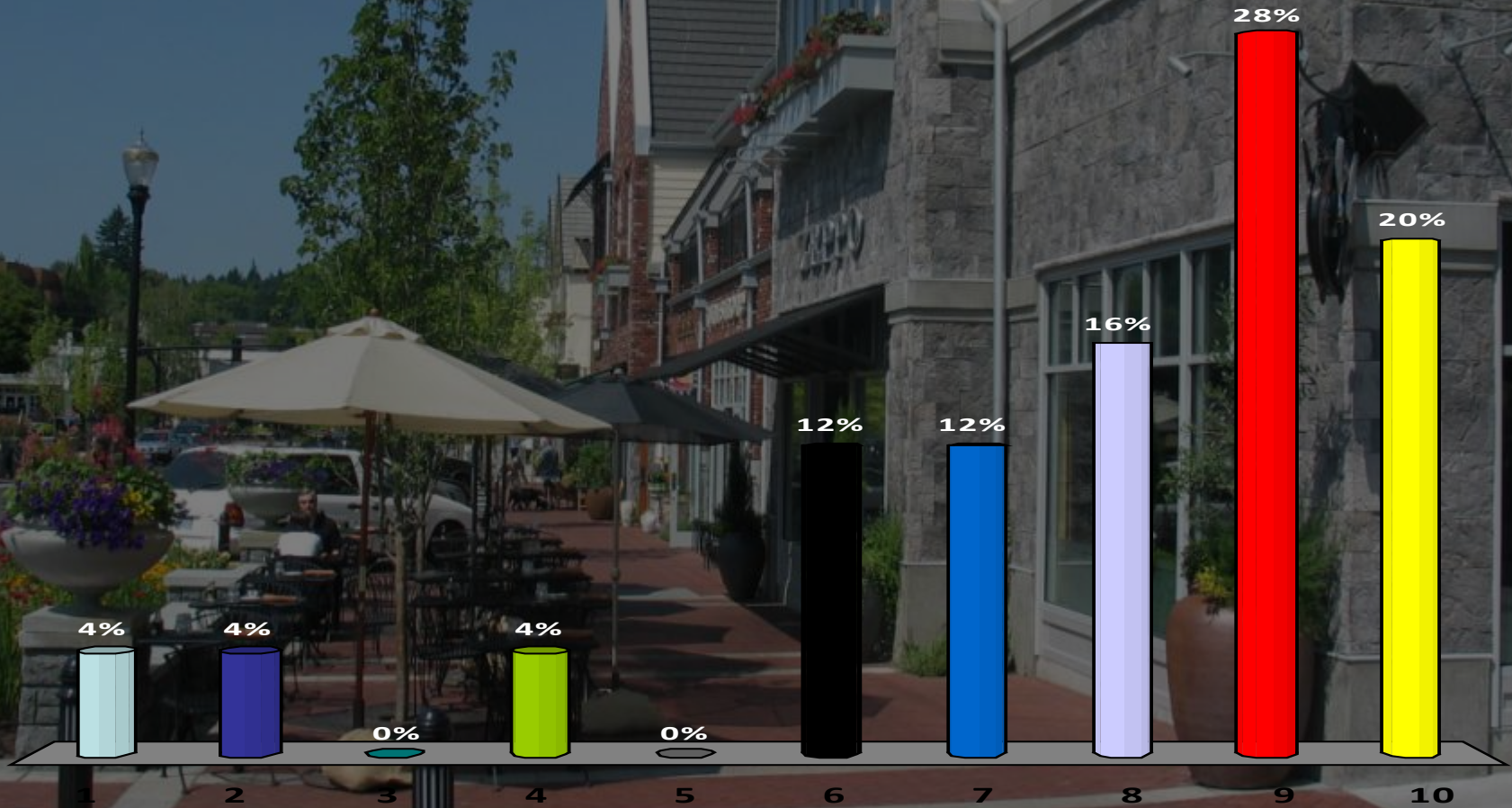


Mean = 1.8462



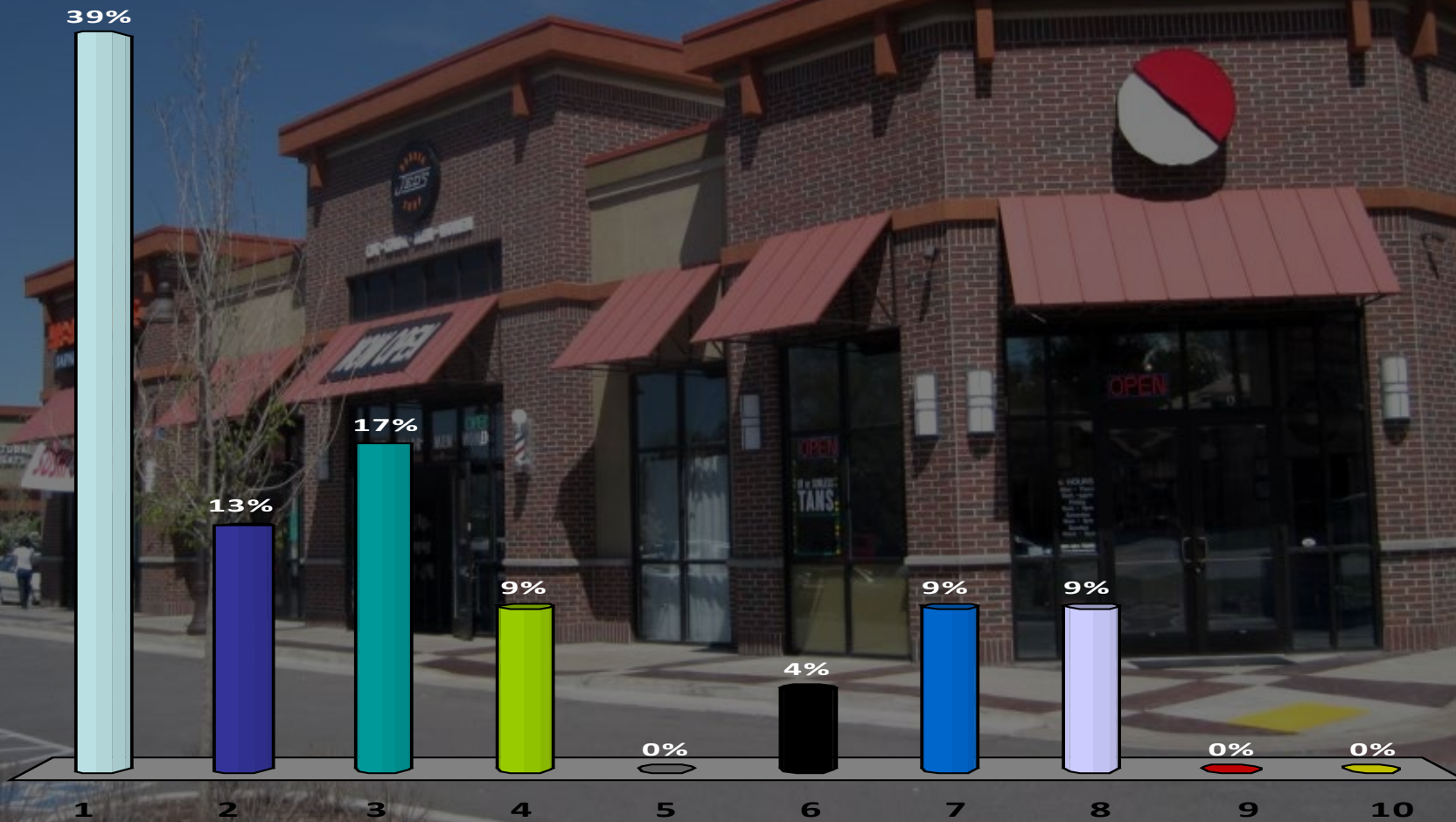


Mean = 7.64





Mean = 3.087





Mean = 3.2593

56%



1

4%

2

11%

3

0%

4

7%

5

4%

6

0%

7

7%

8

0%

9

11%

10



Mean = 7.5714



Online Polling and VPS

Kickoff Event Results

The screenshot shows the Milwaukie City website with a search bar at the top right containing the text "Find it here!". The main navigation bar includes "OUR COMMUNITY", "BUSINESS", "DEPARTMENTS", and "E-SERVICES". A large banner image of white dogwood flowers is featured, with the word "Planning" and "(Contact Us)" overlaid on the right side. Below the banner is a dark ribbon with navigation links: "Planning FAQs", "Overview", "Documents", "Projects", "Development Review", and "Forms, Applications, and Checklists". The breadcrumb trail reads: "Home » Planning Home » Projects » Current Projects » Moving Forward Milwaukie » Community Involvement". The main heading is "Moving Forward Milwaukie Kickoff Event Survey now available online!". To the left is an image of a modern brick building. To the right is text: "Did you miss the October 3rd Moving Forward Milwaukie Kickoff Event? Well, it's not too late to share your thoughts about your community and the type of development that should happen here! The instant polling questions and visual preference survey are available here. Please complete the survey by **Friday, October 25!**". Below this is an "Instructions:" section with a bullet point: "Please **click through** and read the slides, which are followed by a series of **survey questions** answered by workshop participants". On the right side of the page, there are two sections: "Community Involvement" with a sub-link "Kickoff Event Survey", and "Planning Events" with a list of workshops: "Moving Forward Milwaukie - Downtown Opportunity Sites Workshop" (Mon, Oct 28th 6:00pm - 8:00pm), "Moving Forward Milwaukie - Central Milwaukie Opportunity Sites Workshop" (Tue, Oct 29th 6:00pm - 8:00pm), and "Moving Forward Milwaukie: Public Meeting/Open House - Draft Opportunity Site Concepts" (Thu, Dec 5th 6:00pm - 8:00pm).



Online Survey Responses (through 10/21)

Kickoff Event Results

- 25 surveys completed
- Wider range of ages
- Fewer have participated in a planning activity for Downtown
- Fewer Historic Milwaukie NDA residents, more from Lewelling and Lake Road NDAs



Workshop vs. Online Survey Responses

Topic	Workshop Polling	Online Survey
Fresh Look Milwaukie Recommendations	Strong support for each of the <i>Fresh Look Milwaukie</i> recommendations	24% do <i>not</i> support the first recommendation at all (“Promote and Enhance Shared Community Values”). “Build Community Cohesion” was also less supported.
Building Height	2-3 stories is the most desired, but no consensus - some favored 1-2 stories, and others favored 4-5	2-3 stories is also most desired, but 28% support 5-6 stories
Food Carts	No clear directive, but more were opposed to food carts than supported them	64% do want food carts in Downtown. 16% said no food carts.
Restaurants	48% want as many as possible	68% want as many as possible

Workshop vs. Online Survey Responses

Topic	Workshop Polling	Online Survey
Housing	14% said "none"	44% said "none"
Market Rate Housing	39% "strongly agree" 13% "strongly disagree"	8% "strongly agree" 36% "strongly disagree"
Senior Housing	Widely varied	56% "neutral"
Office	Fairly balanced between range of opinions	88% "somewhat agree" or "neutral"



Questions?

Kickoff Event Results



Market Study Overview

Market Study Overview/Update

- Added industrial uses into the market study
- Took a look at Downtown and Central Milwaukie as a subset of the total Milwaukie market area
- Compared Downtown and Central Milwaukie to other competing areas
- Factored in results from stakeholder/property owner interviews and development roundtable

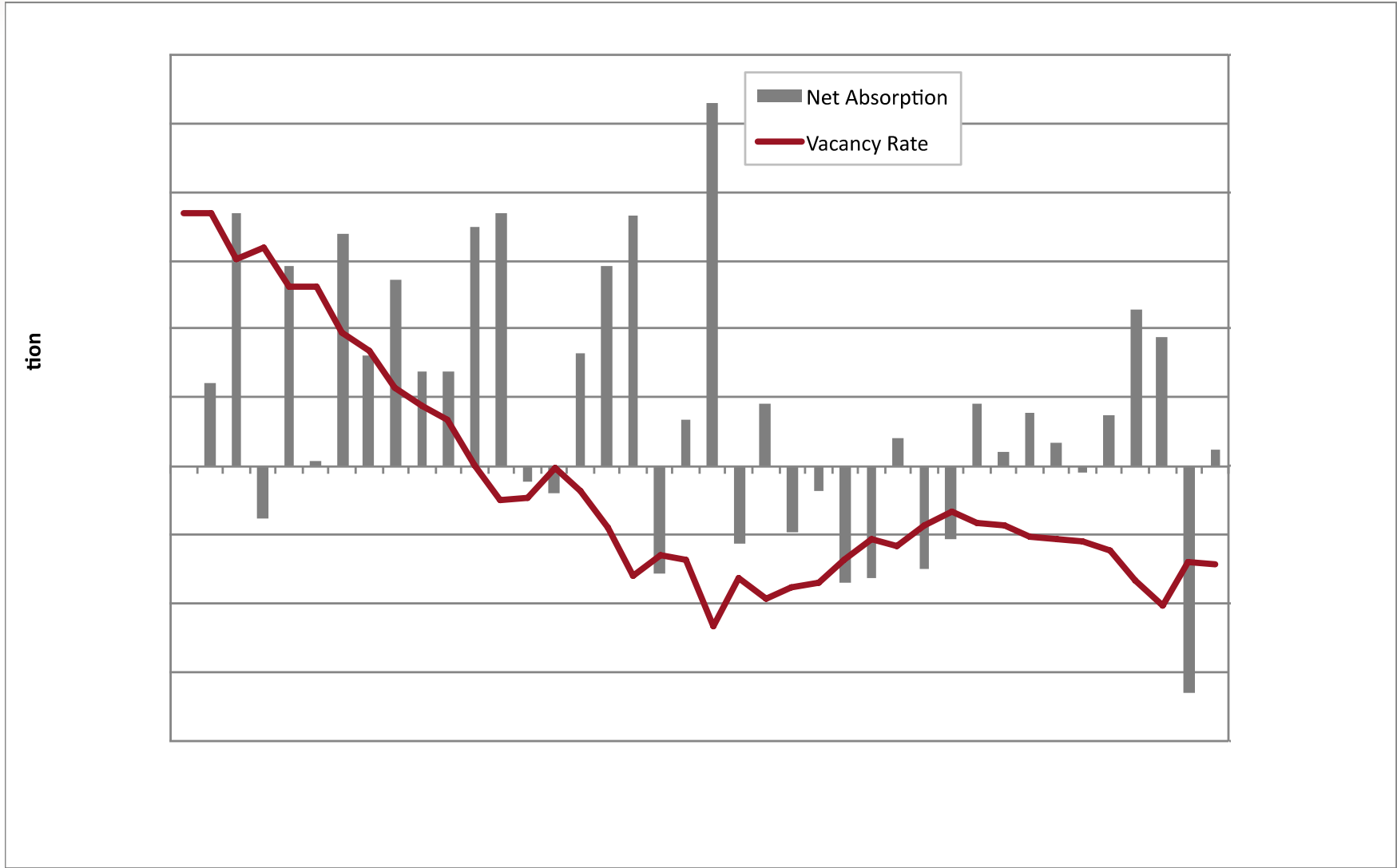


Recap of Previous Results

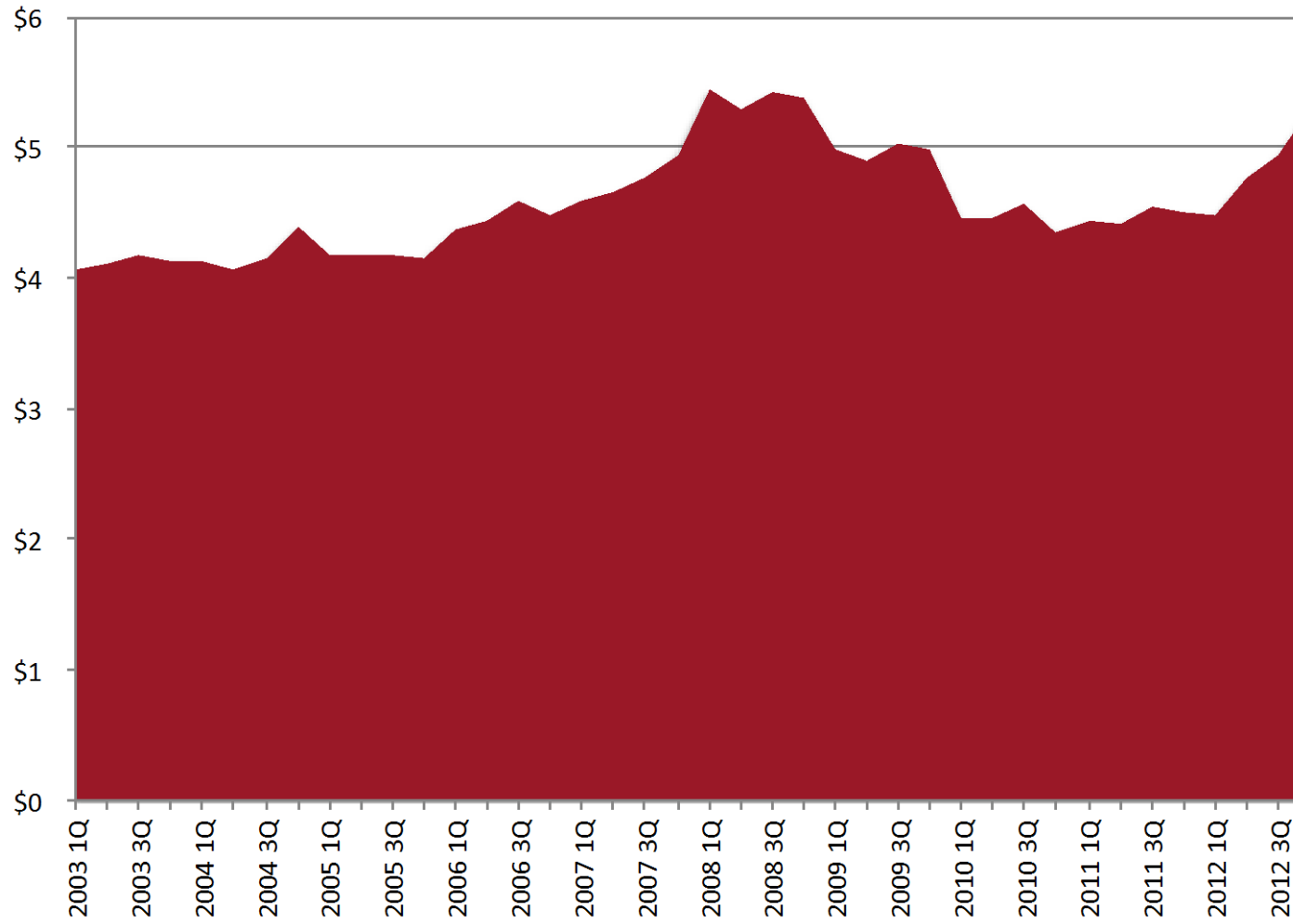
Market Study Overview/Update

- Regional economy is generally expanding, but not yet recovered from recession.
- Most residents of Milwaukie do not work in Milwaukie and workers in Milwaukie do not live in Milwaukie.
- Milwaukie is growing at a very slow rate and actually shrank between 2000 and 2010.
- Household incomes in Milwaukie tend to be low.
- Milwaukie retail and office rental rates are lower than the regional average.
- Milwaukie retail and office vacancy rates are also lower.



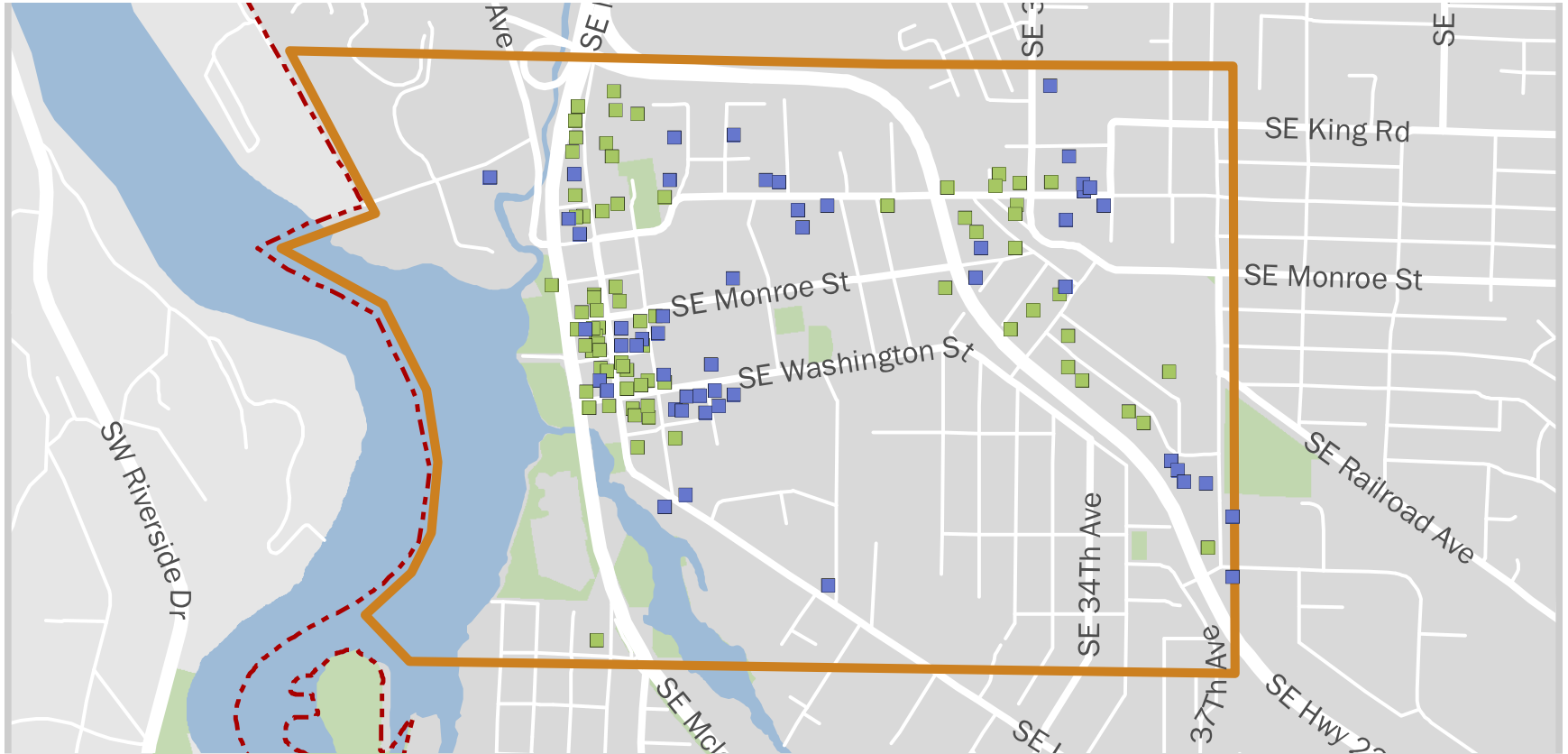


Industrial Market Trends



Evaluation of Downtown and Central Milwaukie

Market Study Overview/Update



Summary Table – Rental Rates

Market Study Overview/Update

	Region	Milwaukie	Downtown & Central Milwaukie
Office	\$20	\$15	\$15
Retail	\$16	\$13	\$14
Industrial	\$5.38	\$5.30	N/A



Summary Table – Vacancy Rates

Market Study Overview/Update

	Region	Milwaukie	Downtown & Central Milwaukie
Office	9%	6%	6%
Retail	6%	6%	5%
Industrial	6%	6%	N/A



Comparison of Downtown and Central Milwaukie to other areas (retail)

Market Study Overview/Update

	Number of properties	Average Rent	Difference from DT Milwaukie	Vacancy Rate	Difference from DT Milwaukie
Downtown and Central Milwaukie	74	\$14.08		5%	
Milwaukie Market Area	151	\$15.55	\$1.47	6%	1%
Clackamas Town Center	63	\$22.78	\$8.70	4%	-1%
Mississippi Ave	38	\$26.23	\$12.15	1%	-4%
Oak Grove	84	\$16.26	\$2.18	11%	6%
Oregon City	226	\$18.12	\$4.04	6%	1%
Sellwood	165	\$14.44	\$0.36	1%	-4%
Woodstock	51	\$18.00	\$3.92	5%	0%



Questions?

Market Study Overview/Update



Opportunity Sites - Discussion on Potential Development Concepts

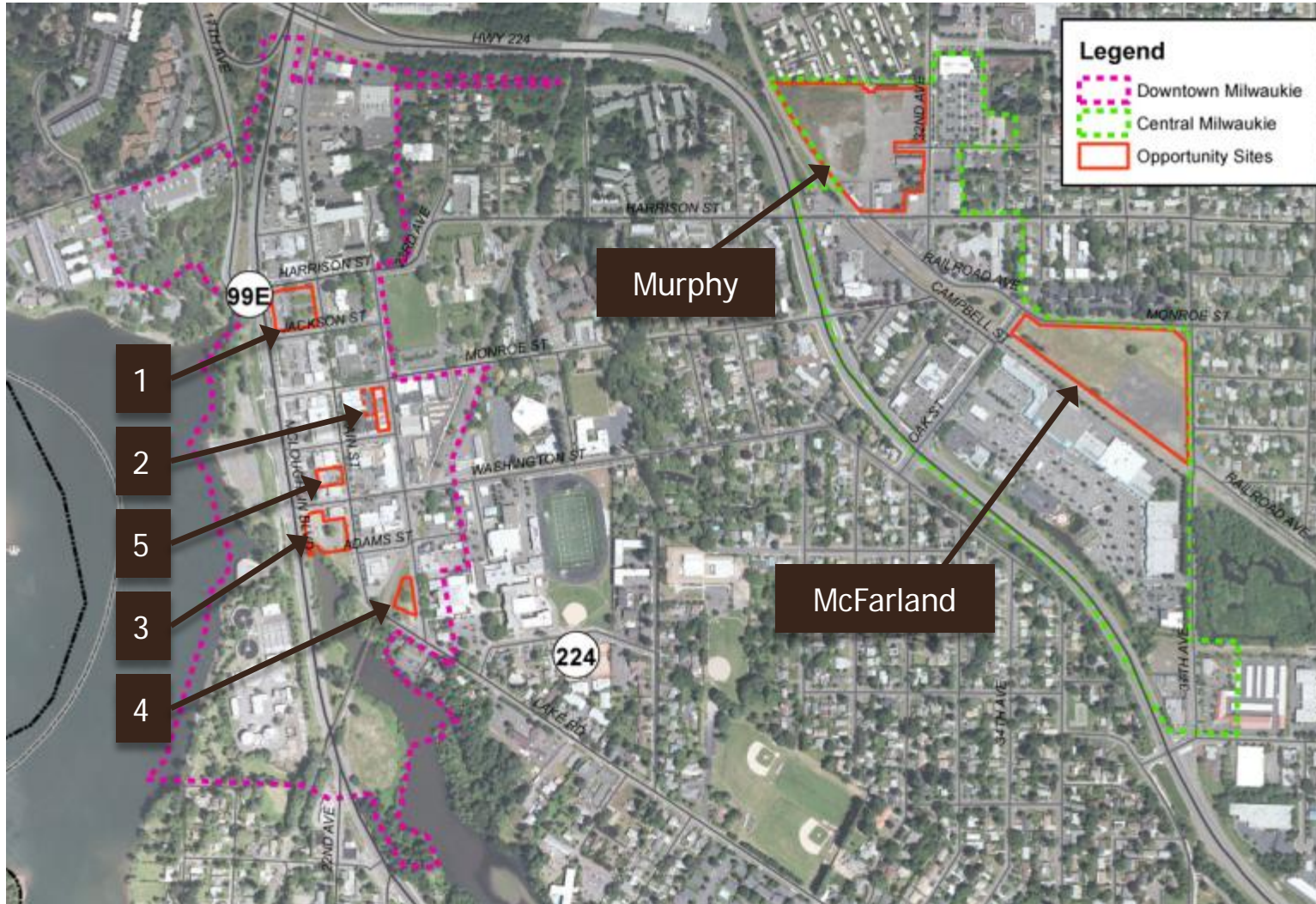
Potential Opportunity Site Development Concepts

- Discuss the seven Opportunity Sites
- Focus on potential or desired developments projects
 - Type of use
 - Desired building design
 - The range of building heights
 - Streetscape design
 - Other



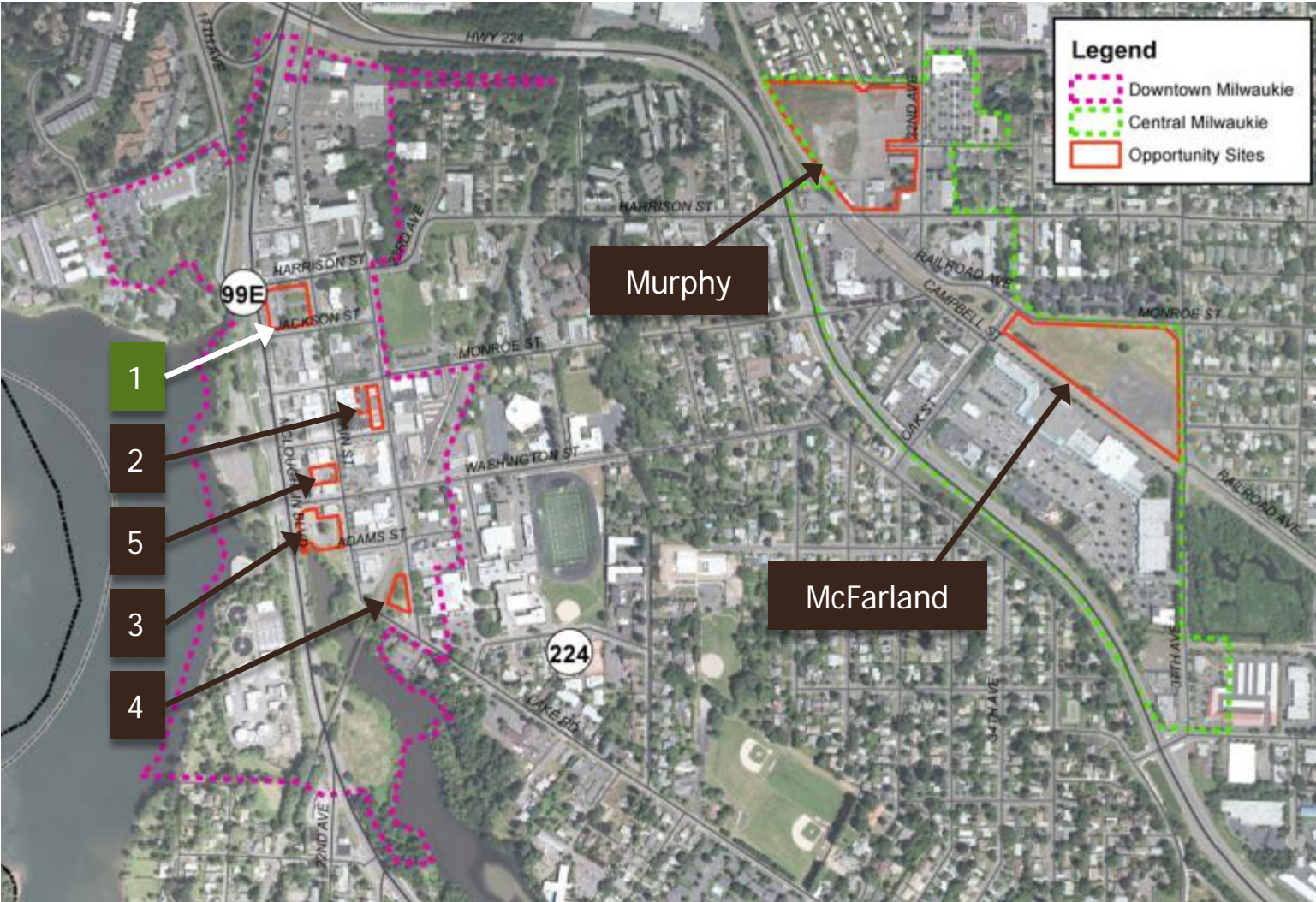
Opportunity Sites - Discussion on Potential Development Concepts

Potential Opportunity Site Development Concepts



Texaco Site

Potential Opportunity Site Development Concepts



Texaco Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



Texaco Site – Market Study Results

Potential Opportunity Site Development Concepts

- Likely preferred use: mixed-use residential above retail
- Potential for office instead of residential
- Needs to be visually attractive to provide “gateway” to Milwaukie
- Need to evaluate the market feasibility (and public support) for different building heights
- Need to have a viable location for the Farmers Market
- TOD Site – does not require replacement of existing parking



Texaco Site – Discussion

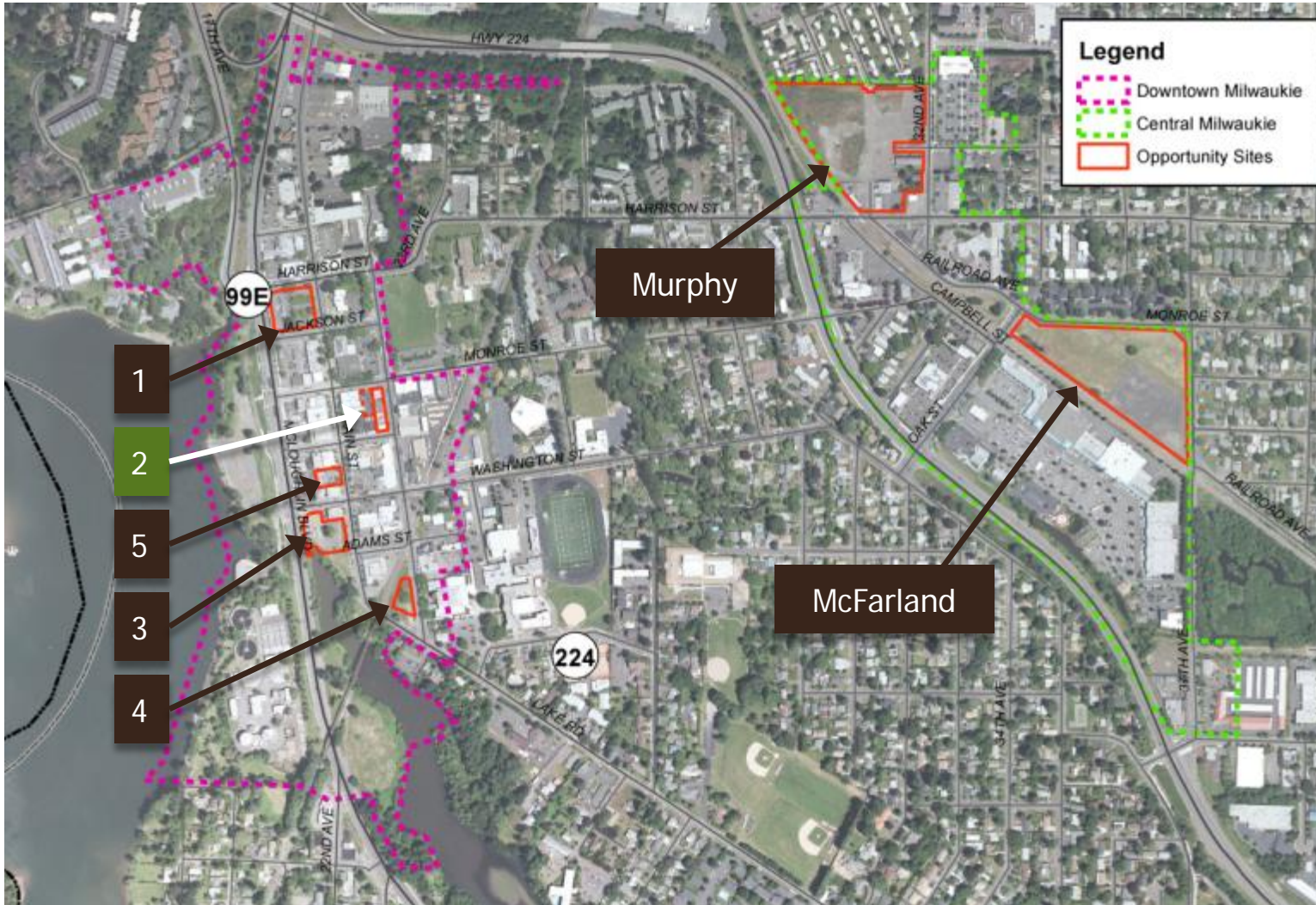
Potential Opportunity Site Development Concepts

- Type of use
- Desired building design
- The range of building heights
- Streetscape design
- Other?



Dark Horse Site

Potential Opportunity Site Development Concepts



Dark Horse Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



Dark Horse Site – Market Study Results

Potential Opportunity Site Development Concepts

- Likely preferred use: mixed-use residential above retail
- Potential for office rather than residential
- Quiet location and small town feel are advantages for residential
- Adjacent Dark Horse properties could be included in larger redevelopment effort



Dark Horse Site - Discussion

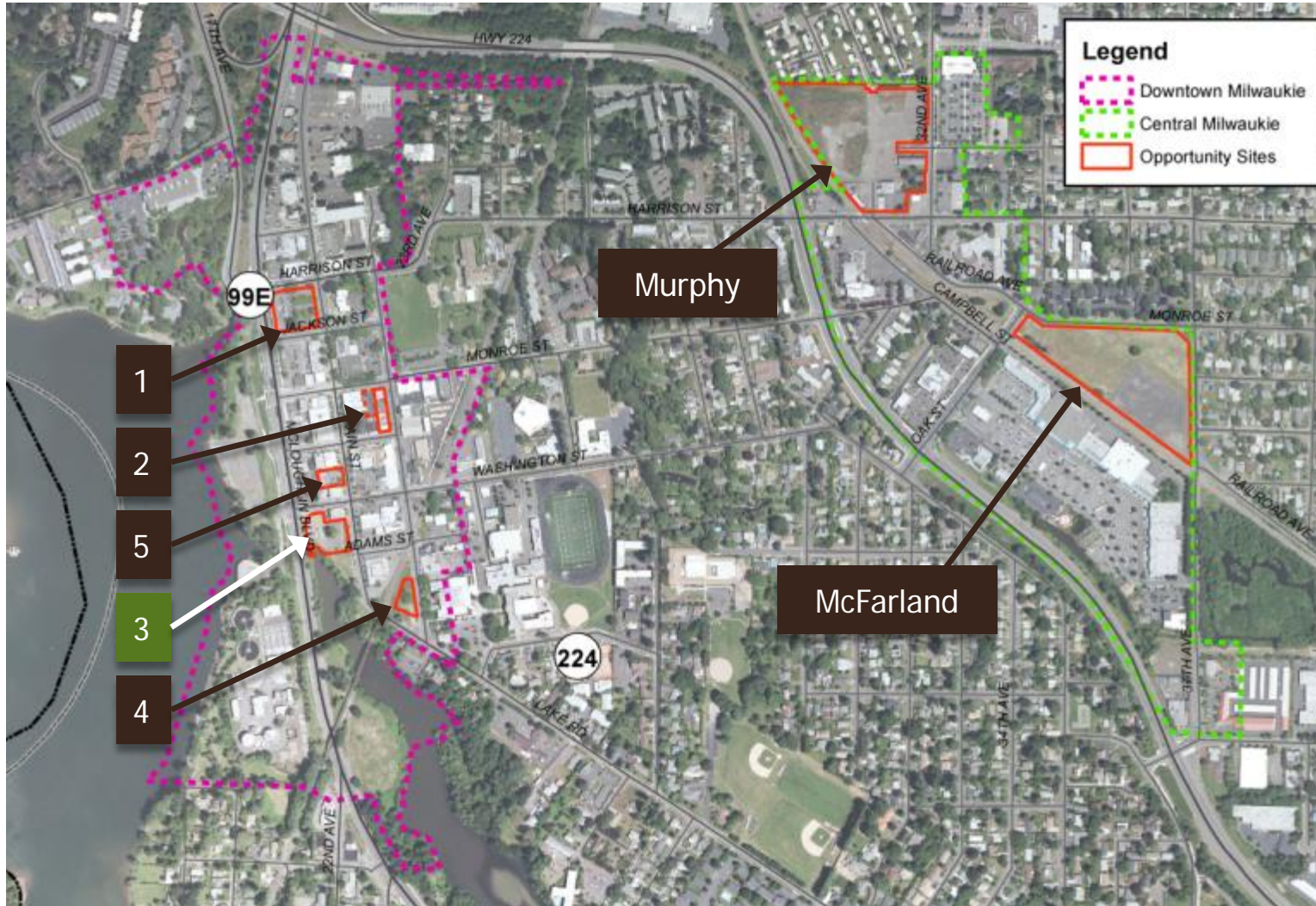
Potential Opportunity Site Development Concepts

- Type of use
- Desired building design
- The range of building heights
- Streetscape design
- Other?



Cash Spot Site

Potential Opportunity Site Development Concepts



Cash Spot Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



Cash Spot Site – Market Study Results

Potential Opportunity Site Development Concepts

- Likely preferred use: “ground floor” retail and mixed-use residential above
- Potential for office, rather than residential
- Slope is supportive of structured parking
- Need for attractive building to be a “gateway” to Milwaukie
- Entry to parking garage is a challenge



Cash Spot Site – Discussion

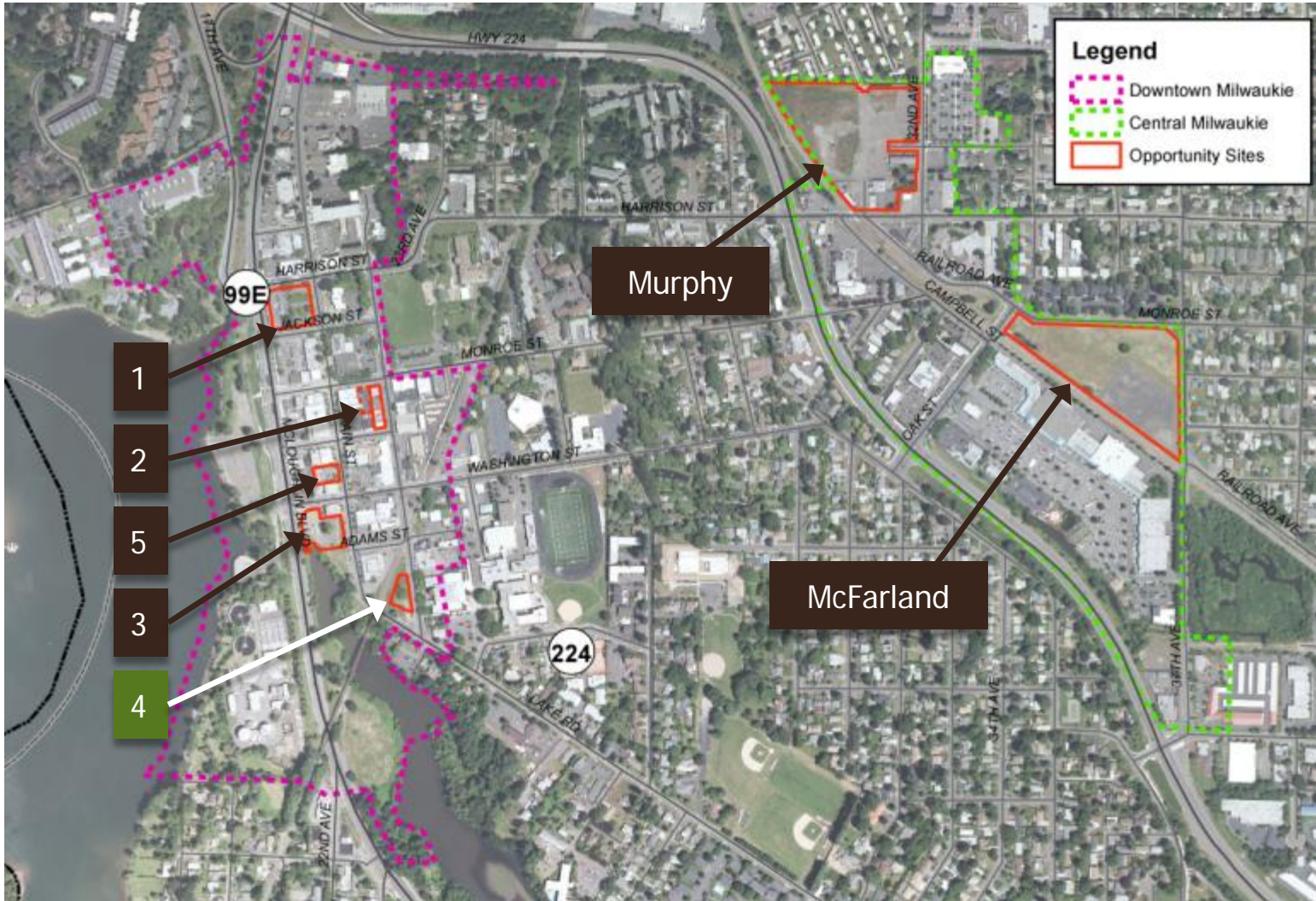
Potential Opportunity Site Development Concepts

- Type of use
- Desired building design
- The range of building heights
- Streetscape design
- Other?



Triangle Site

Potential Opportunity Site Development Concepts



Triangle Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



Triangle Site – Market Study Results

Potential Opportunity Site Development Concepts

- Likely preferred use: transit-oriented retail space
- Food cart pod could be an alternative (perhaps temporary) use
- TOD development (no onsite parking)
- TriMet is exploring multi-story building (financial feasibility, TBD)



Triangle Site – Discussion

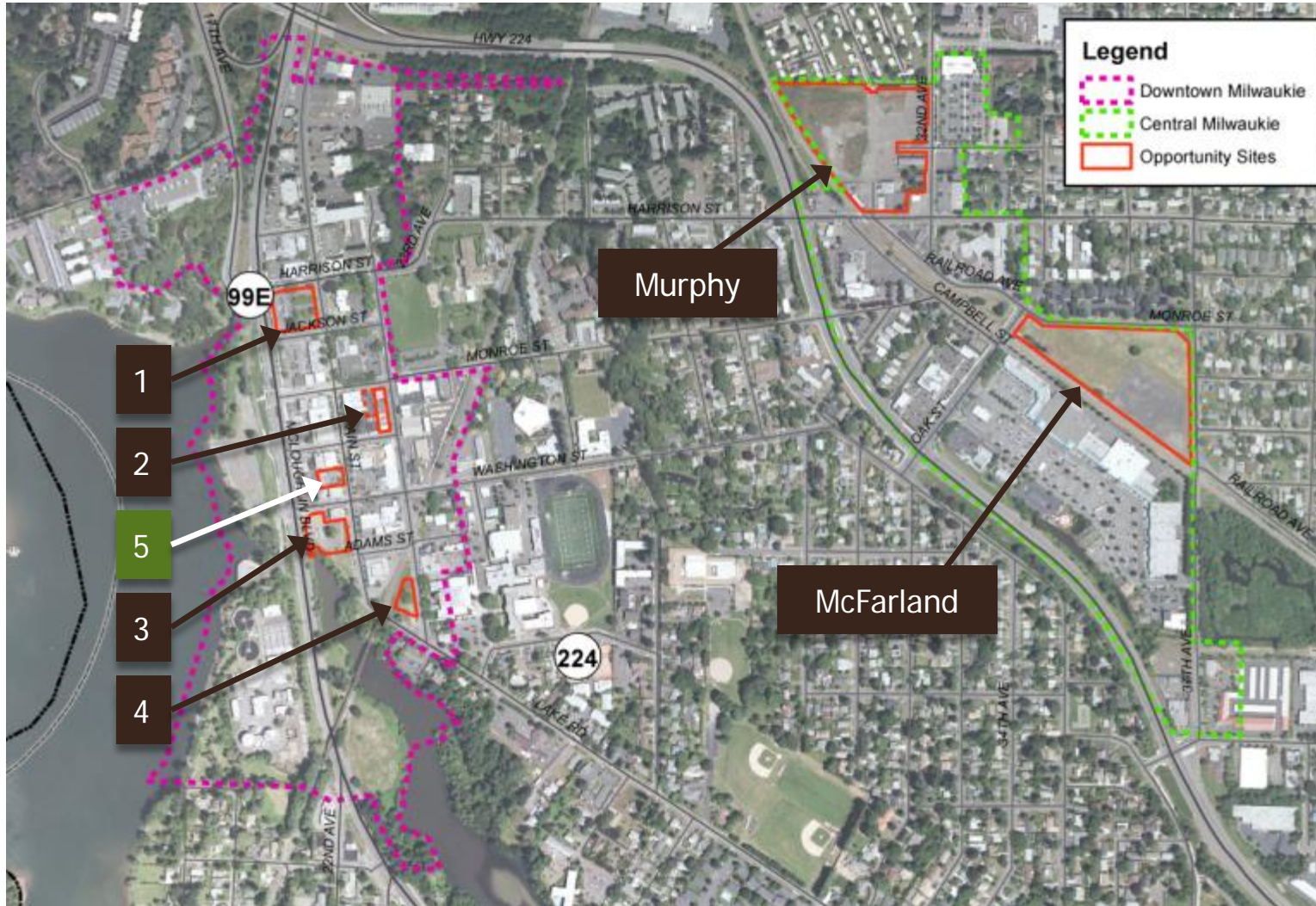
Potential Opportunity Site Development Concepts

- Type of use
- Desired building design
- The range of building heights
- Streetscape design
- Other?



Graham Site

Potential Opportunity Site Development Concepts



Graham Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



Graham Site

Potential Opportunity Site Development Concepts



Graham Site – Market Study Results

Potential Opportunity Site Development Concepts

- Likely preferred use: Adaptive reuse (restaurant or retail)
- Could provide a lower-cost alternative to new development, allowing for more immediate implementation.
- Property owner concerns that regulations should not overly restrict the types of tenants that can locate in the building



Graham Site – Discussion

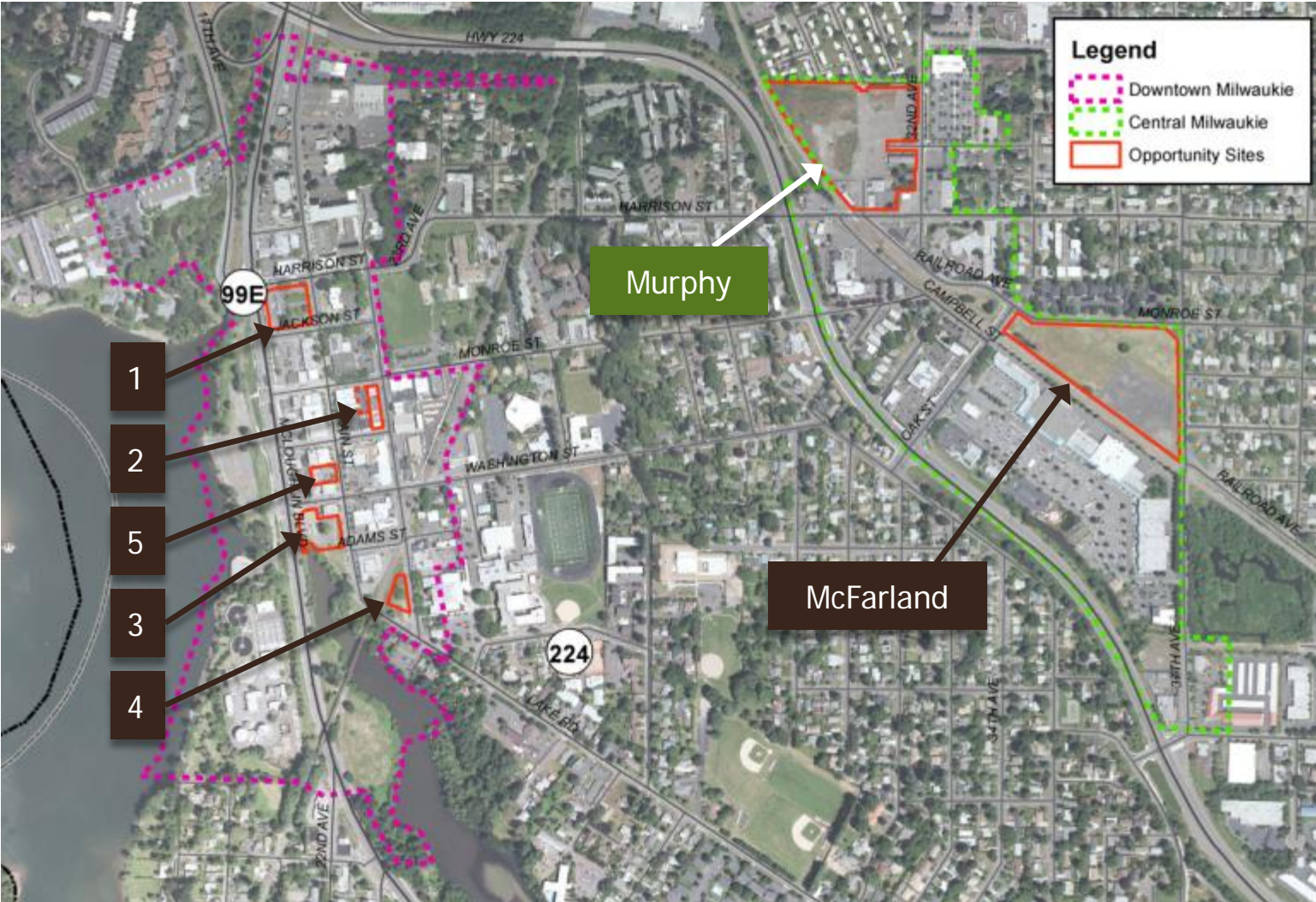
Potential Opportunity Site Development Concepts

- Type of use
- Desired building design
- The range of building heights
- Streetscape design
- Other?



Murphy Site

Potential Opportunity Site Development Concepts



Murphy Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



Murphy Site – Market Study Results

Potential Opportunity Site Development Concepts

- No clear-cut preferred use
- Potential for senior housing (synergy with Providence)
- Potential for “medical mall”
- Possibility of retail
- Property owner interest in light industrial flex space
- Large site could accommodate a mix of uses



Murphy Site – Discussion

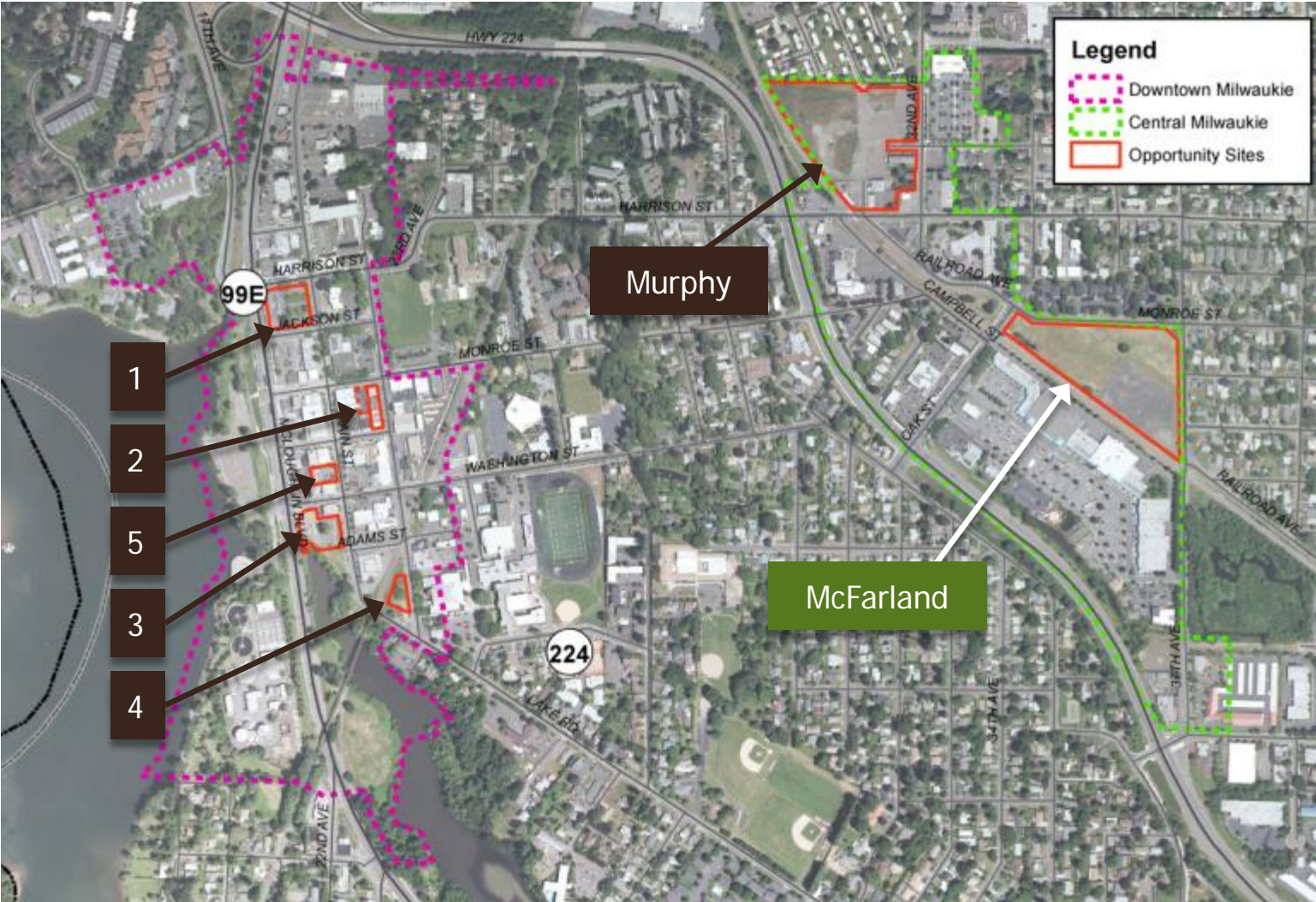
Potential Opportunity Site Development Concepts

- Type of use
- Desired building design
- The range of building heights
- Streetscape design
- Other?



McFarland Site

Potential Opportunity Site Development Concepts



McFarland Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



McFarland Site – Market Study Results

Potential Opportunity Site Development Concepts

- No clear-cut preferred use
- Have not spoken with property owner yet (scheduled for next week)
- Potential for range of uses from residential to light industrial, flex space



McFarland Site – Discussion

Potential Opportunity Site Development Concepts

- Type of use
- Desired building design
- The range of building heights
- Streetscape design
- Other?



Upcoming Community Workshops

Preview of Activities for Upcoming Workshops

- **Downtown Opportunity Sites Workshop**
 - When: Mon, Oct 28th 6:00pm - 8:00pm
 - Where: Milwaukie High School Commons, 11200 SE 23rd Ave
- **Central Milwaukie Opportunity Sites Workshop**
 - When: Tue, Oct 29th 6:00pm - 8:00pm
 - Where: Public Safety Building, 3200 SE Harrison St



Upcoming Community Workshops

Preview of Activities for Upcoming Workshops

- Activities
 - Project introduction presentation
 - Audience instant polling
 - Map based small group exercise
 - Streetscape design activity

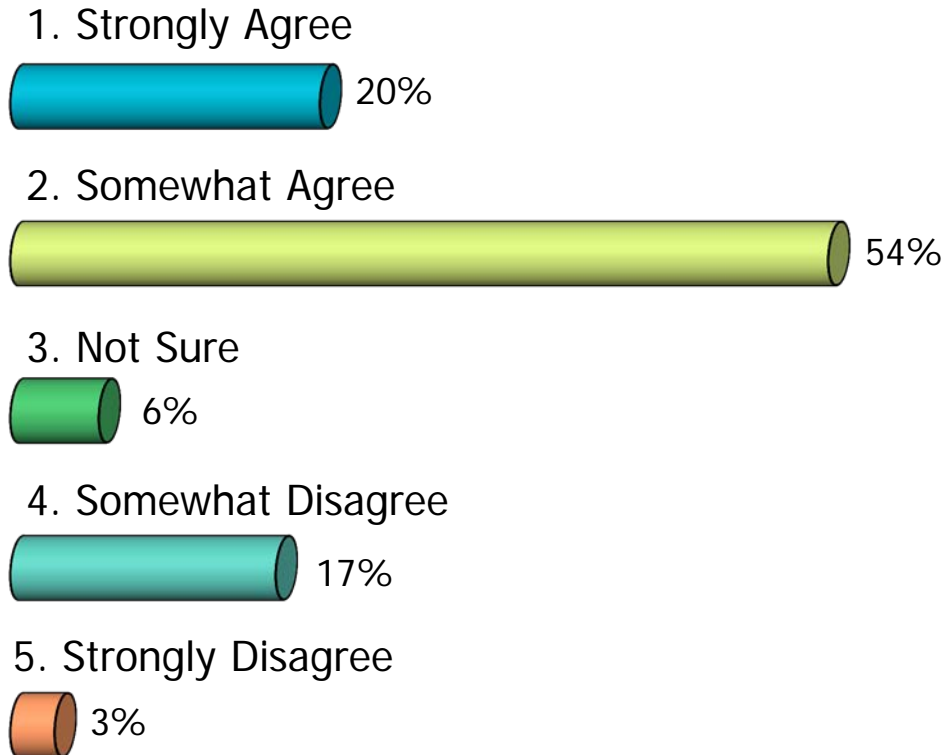


Instant Polling

Preview of Activities for Upcoming Workshops

Do you agree with the following:

We should develop new mixed-use buildings in Downtown Milwaukie



Responses are from prior work and do not reflect Milwaukie residents' opinions.



October Workshops: Map Exercise

Preview of Activities for Upcoming Workshops

Participants build their own ideal development scenario.



Interactive Mapping Exercise

Preview of Activities for Upcoming Workshops

- Teams of 6-12 persons
- Discuss and decided what types of buildings and uses your group would like to see for each opportunity site
- Create a map that shows a desired 'end state' regardless of what steps are needed to get there
- Share results with the group and look for common themes



Workshop Base Maps - Examples

Preview of Activities for Upcoming Workshops

Downtown Workshop Map



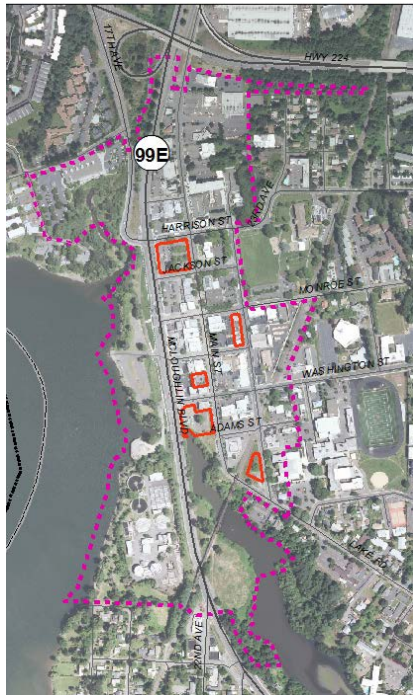
Central Milwaukie Workshop Map



Workshop Base Maps - Examples

Preview of Activities for Upcoming Workshops

Downtown Workshop Map



Central Milwaukie Workshop Map



The Workshop Map Exercise – Two Different Versions

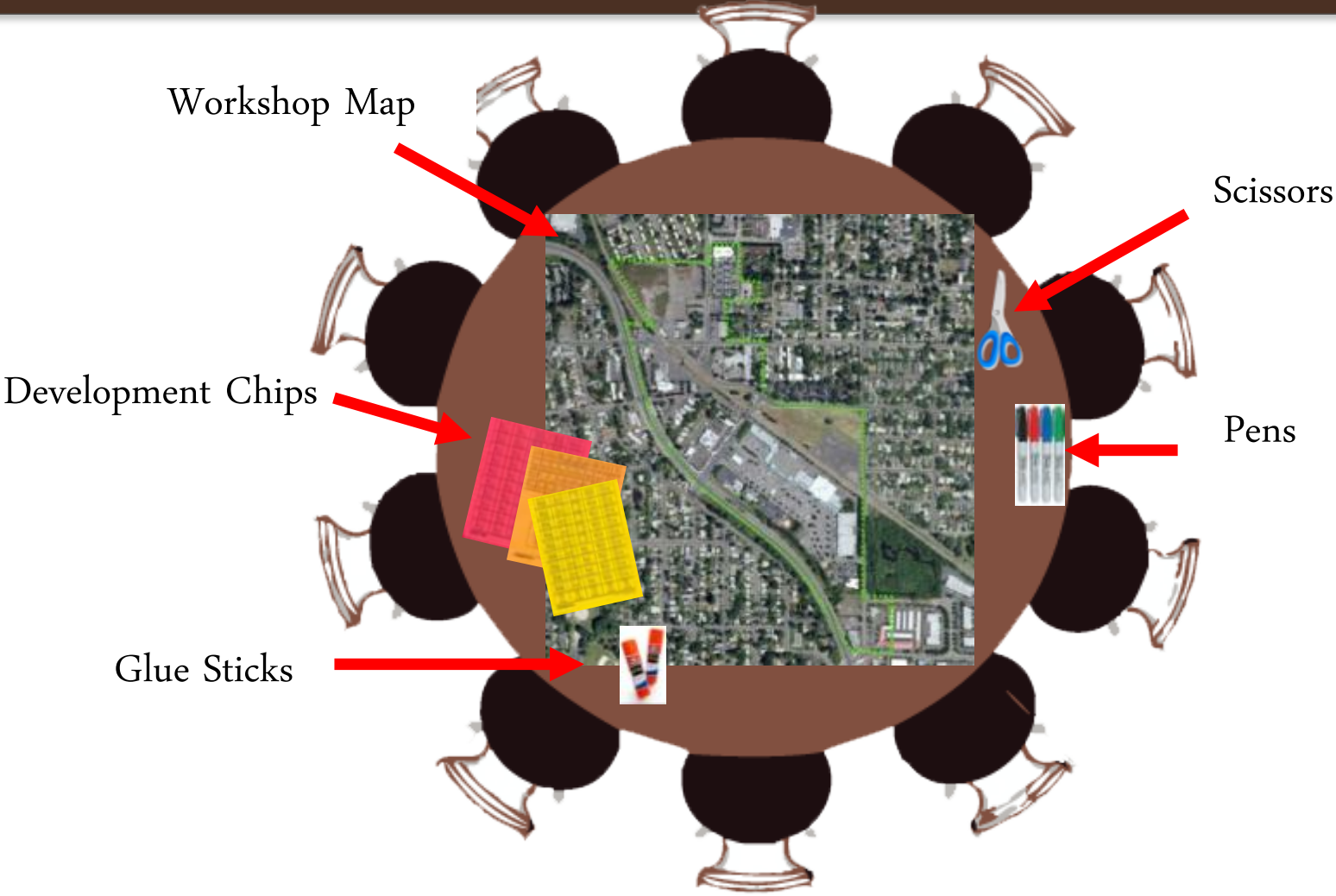
Preview of Activities for Upcoming Workshops

1. Arrange **chips or dots** on the map in areas of change
2. Draw in roads, trails and transit needed
3. Draw open space and parks needed
4. Present Map to Group



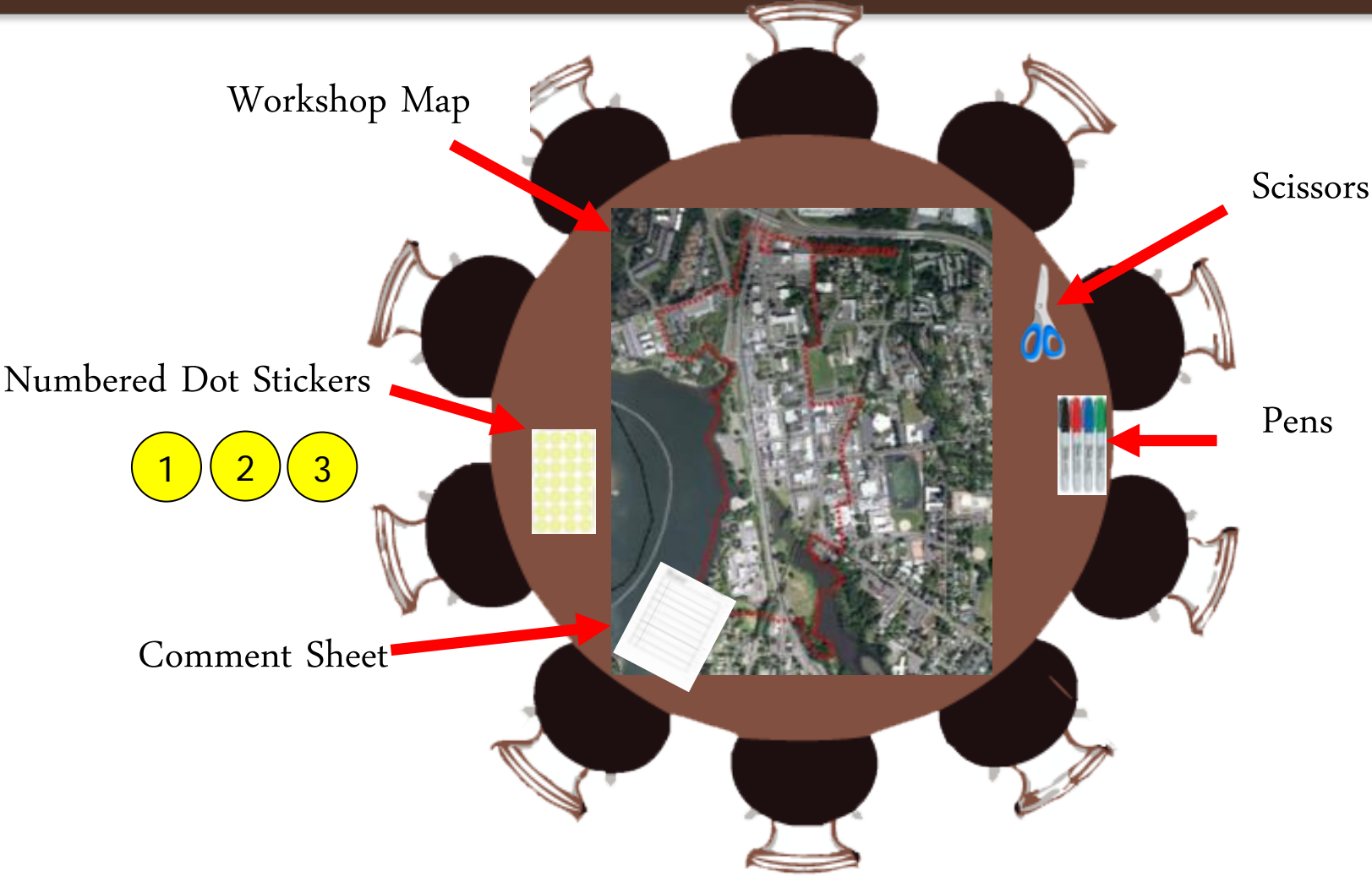
Map Exercise: Central Milwaukie

Preview of Activities for Upcoming Workshops



Map Exercise: Downtown Milwaukie

Preview of Activities for Upcoming Workshops



The Game Pieces

Preview of Activities for Upcoming Workshops

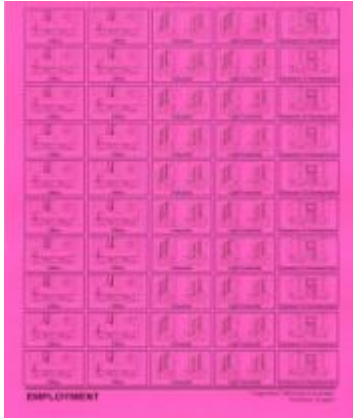
Mixed Use



Commercial



Employment



Residential



Civic



Open Space



Mixed Use



Housing Over Retail

Office Over Retail



Employment Types Medical / Office



Civic

City Hall, library, parking lot or structure
and other public buildings

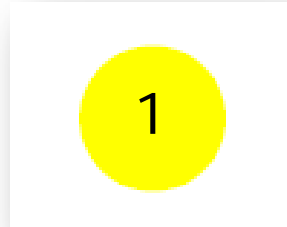


Workshop Instructions

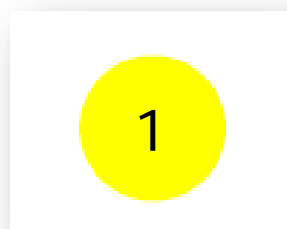
Preview of Activities for Upcoming Workshops

Stickers for Comments:

Place a numbered sticker on the map where you'd like to make a comment, and then the corresponding sticker on the Comment Sheet



Place on the Map



TITLE: []	
Kaskaskia County Workshop Comment Sticker Form	
1	<i>This location needs _____!</i>

**Place on the
Comment Sheet**



Map Exercise

Preview of Activities for Upcoming Workshops

Bicycle & Pedestrian Networks



Transit



Roadways & Highways



Map Exercise

Preview of Activities for Upcoming Workshops



Map Exercise

Preview of Activities for Upcoming Workshops



Completed Workshop Maps

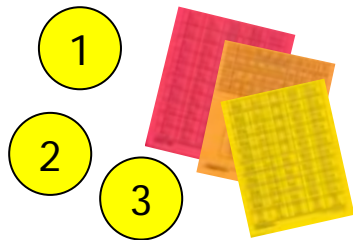
Preview of Activities for Upcoming Workshops



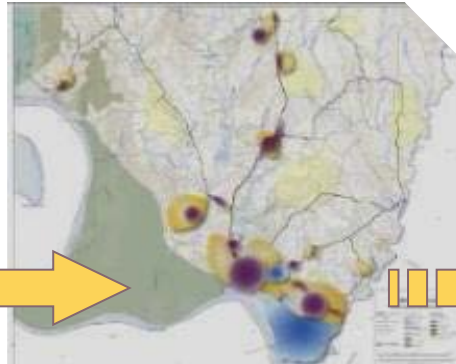
We use your maps to build scenarios

Preview of Activities for Upcoming Workshops

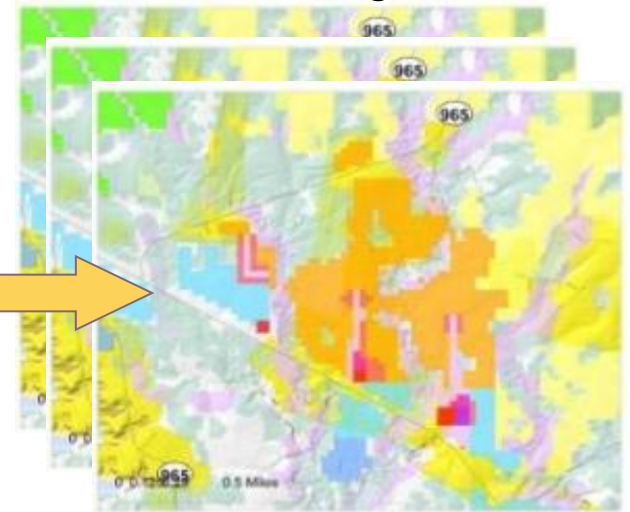
Your Input



Concepts and Analysis



Alternative Scenarios for Testing



Downtown vs. Central Milwaukie

Preview of Activities for Upcoming Workshops

- **Downtown**
 - What is the best use for five specific opportunity sites?
 - No transportation network to be drawn
- **Central Milwaukie**
 - More of a blank canvas
 - Each site is big enough to accommodate multiple uses
 - Internal street system can be drawn



Discussion

Preview of Activities for Upcoming Workshops



Upcoming Public Workshops

Next Steps

- **Downtown Opportunity Sites Workshop**
 - When: Mon, Oct 28th 6:00pm - 8:00pm
 - Where: Milwaukie High School Commons, 11200 SE 23rd Ave
- **Central Milwaukie Opportunity Sites Workshop**
 - When: Tue, Oct 29th 6:00pm - 8:00pm
 - Where: Public Safety Building, 3200 SE Harrison St



Advisory Committee Meeting #3

Next Steps

- November 21 from 6:30 – 8:30
- Public Safety Building
- Review preliminary draft Development Concepts
- Review materials and activities for upcoming public workshop on Opportunity Site Development Concepts



Ongoing Project Efforts

Next Steps

- Complete stakeholder and property owner interviews
- Finishing SWOT analysis
- First City Council work session on 11/5 to discuss Market Study
- Envision Tomorrow training session
- Draft Construction Cost Matrix
- Draft Development Concepts



Thanks!

www.milwaukieoregon.gov/planning

Please Visit the Web Site for Updates

The screenshot displays the Milwaukie Planning website. At the top left is the Milwaukie logo with the tagline "Dogwood City of the West". A navigation menu includes "OUR COMMUNITY", "BUSINESS", "DEPARTMENTS", and "E-SERVICES". A search bar is located at the top right. Below the navigation is a large banner image of white dogwood flowers with the word "Planning" and a "(Contact Us)" link. A dark brown navigation bar contains links for "Planning FAQs", "Overview", "Documents", "Projects", "Development Review", and "Forms, Applications, and Checklists". The main content area features a breadcrumb trail: "Home » Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff". The primary heading is "Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff!". The event details are: "Event Title: Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff", "Date/Time: Thu, Oct 3rd 6:00pm - 7:30pm", and "Location: St. John's Episcopal Church, 2036 SE Jefferson St". An image shows a chalkboard with an arrow pointing up and the text "good stuff This Way". The text reads: "Join us for the Exciting Journey Forward! It is with great pleasure and excitement that we invite you to the Moving Forward Milwaukie Kick-off Event. WHAT A fun-filled public Kick-Off event for Moving Forward Milwaukie: Enhancing Our Commercial Corridors WHEN Thursday, October 3rd @6pm-7:30pm WHERE St. John's Episcopal Church at the corner of Jefferson and 21st (2036 SE Jefferson St, Milwaukie, Oregon). Entrance is on Jefferson St." To the right, a "Planning Events" section lists: "Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff" (Thu, Oct 3rd 6:00pm - 7:30pm), "Moving Forward Milwaukie - Downtown Opportunity Sites Workshop" (Mon, Oct 28th 6:00pm - 8:00pm), and "Moving Forward Milwaukie - Central Milwaukie Opportunity Sites Workshop" (Tue, Oct 29th 6:00pm - 8:00pm). Below that, a "Planning Meetings" section lists: "Moving Forward Milwaukie: Enhancing Our Commercial Districts - District".

