



Moving Forward Milwaukie Project Advisory Committee Meeting #3

Moving Forward Milwaukie • November 18, 2013

Welcome!

Welcome and Overview of Meeting Agenda/Format



Tonight's Meeting Agenda

Welcome and Overview of Meeting Agenda/Format

- Project Schedule Update
- Workshop Results
- Envision Tomorrow Overview
- Draft Construction Cost Matrix
- Draft Development Concepts





SCHEDULE / DELIVERABLES

2013

2014

AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG

Market Analysis



*Opportunity Site
Development*



*Downtown & Central
Milwaukie Action &
Implementation Plan*



*Central Milwaukie Land
Use & Transportation
Plan*



*Downtown Plan & Code
Amendments*



*Central and
Neighborhood Main
Streets Plan & Code
Amendments*



Upcoming Work

Project Schedule Update

- Development Concepts
 - Identify 3 draft concepts for each site to take to Council
 - Build each concept in Envision Tomorrow
 - Financial pro formas
 - Illustrations and visualizations
 - Unveil draft concepts at public workshop in January
 - Developer Roundtable in January
 - Refine concepts, select preferred concepts, and finalize



Advisory Committee Schedule

Project Schedule Update

- Tentative Advisory Committee Meetings

11/18

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 public workshops

Overview of Workshop Results

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



October Workshops: Map Exercise

Overview of Workshop Results

Participants build their own ideal development scenario.



Map Exercise

Overview of Workshop Results

- Teams of 6-8 persons
- Discussed and decided what types of buildings they would like to see for each opportunity site
- Created maps that show a desired 'end state' regardless of what steps are needed to get there
- Shared results with the group and look for common themes



Downtown Workshop: Instant Polling

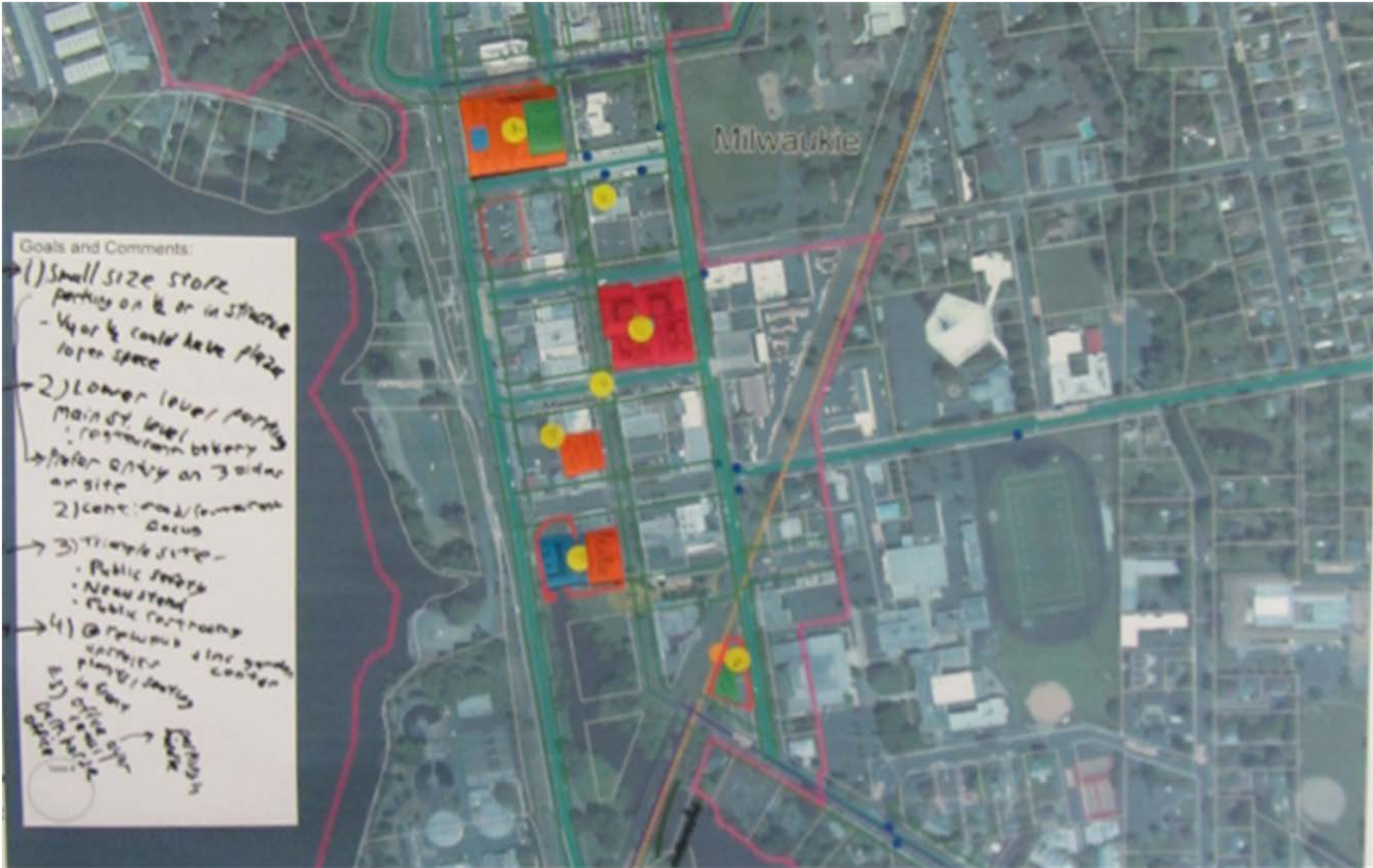
Overview of Workshop Results

- Priority areas for new development:
 - All (North, South, Central) are equally important: 42%
 - North Downtown: 0%
 - No new development needed: 0%
- Most desirable places for new residential development:
 - None of the above: 33%
 - All of Downtown: 25%
 - North: 25%
 - South: 0%
- Most desirable places for new employment development:
 - All of Downtown: 58%
 - Central: 33%
 - North: 0%



Downtown Milwaukie: Group #1

Overview of Workshop Results



Group #1

Digitized Workshop Map

- Convert to lower-level retail
- Add drinking fountains (like Benson Bubblers in Downtown Portland)
- Connection across Hwy 99 to Riverfront Park
- Keep historic feel - brick facades, e.g.
- Appropriate height is 2-3 stories, 3-4 stories for mixed-use (Cash Spot and Texaco sites, for example)
- All mixed-use includes restaurant (or consider having a market)
- Don't have a big need for another pharmacy/drug store



Downtown Milwaukie: Group #2

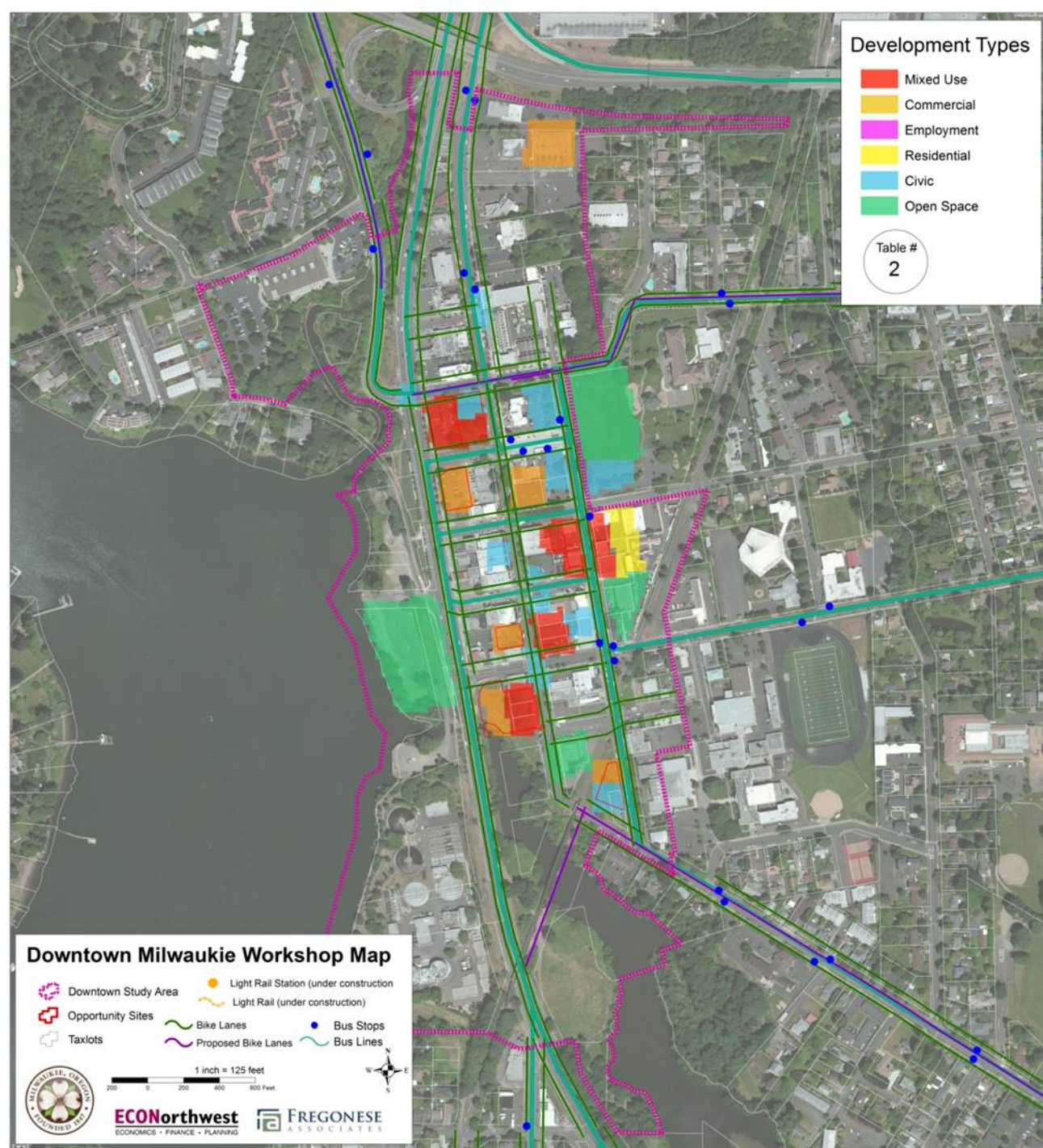
Overview of Workshop Results



Group #2

Digitized Workshop Map

- Small-size store; parking on 1/2 or in structure; 1/4 or 1/2 could have plaza/open space; prefer entry on 3 sides of site
- Lower-level parking; Main Street level - restaurant-bakery; food/restaurant focus
- Building height - 4 story
- Public safety; newsstand; public restrooms
- Brewpub upstairs; indoor garden center; plants/seating out front
- Office over retail (Dark Horse office); parking in middle
- Adaptive reuse - back to retail



Central Milwaukie: Instant Polling

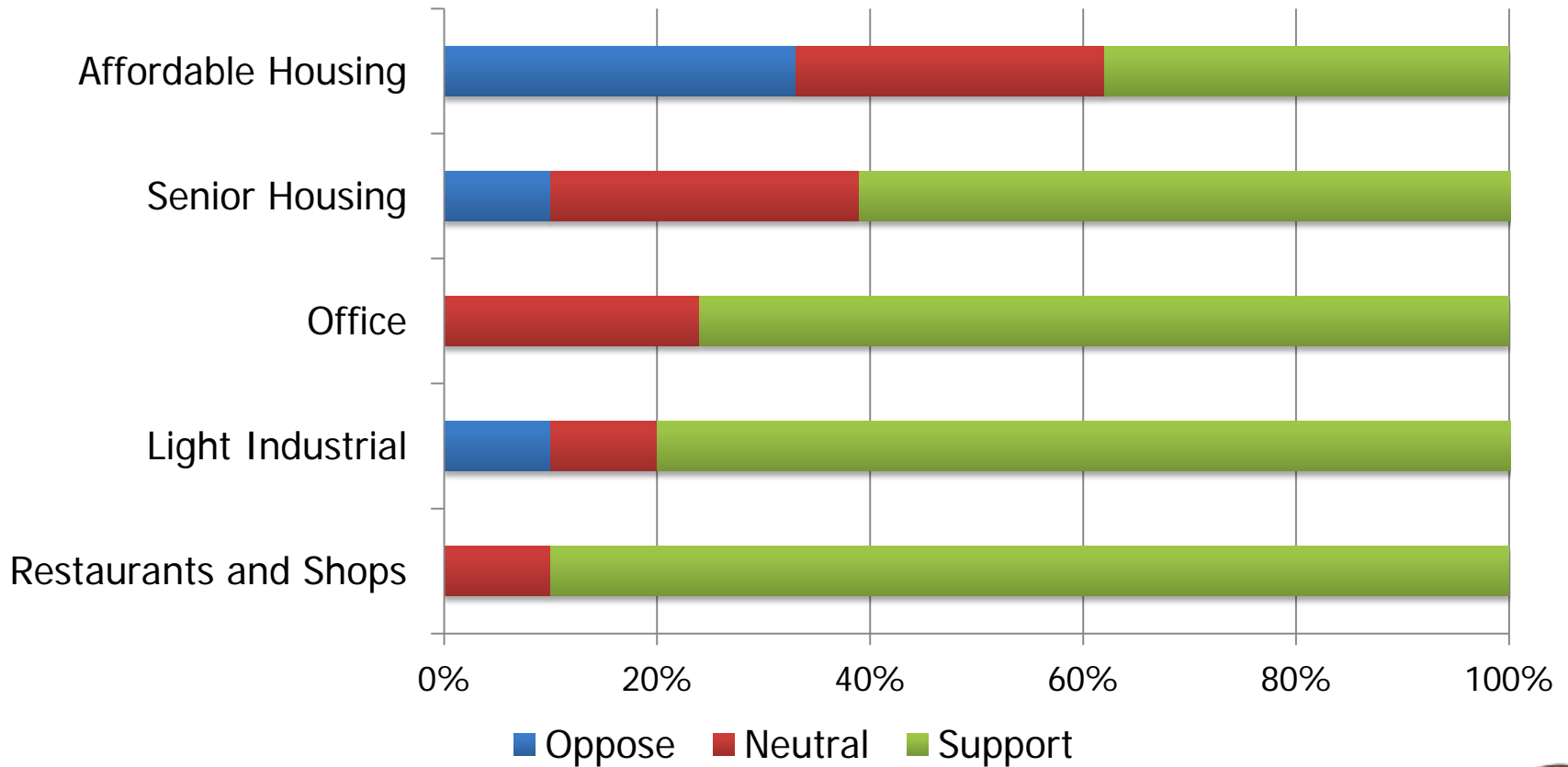
Overview of Workshop Results

- Highest priority for Central Milwaukie:
 - More retail variety: 26%
 - New businesses: 26%
 - New Housing: 21%
- Most needed housing in Central Milwaukie:
 - Mixed-use: 25%
 - Single Family: 25%
 - Senior Housing: 20%
 - Multifamily: 15%



Central Milwaukie: Instant Polling

Overview of Workshop Results



Central Milwaukie: Instant Polling

Overview of Workshop Results

- No consensus on...
 - Goal for Murphy & McFarland Sites
 - Desired uses for Murphy & McFarland Sites
 - Vision for Central Milwaukie



Central Milwaukie: Visual Preference Survey

Overview of Workshop Results

- Highest scoring image
- Lowest scoring image
- Other images



6

Highest Scoring Image: 6.79





Lowest Scoring Image: 3.11

Central Milwaukie: Visual Preference Survey

Overview of Workshop Results



Central Milwaukie: Group #1

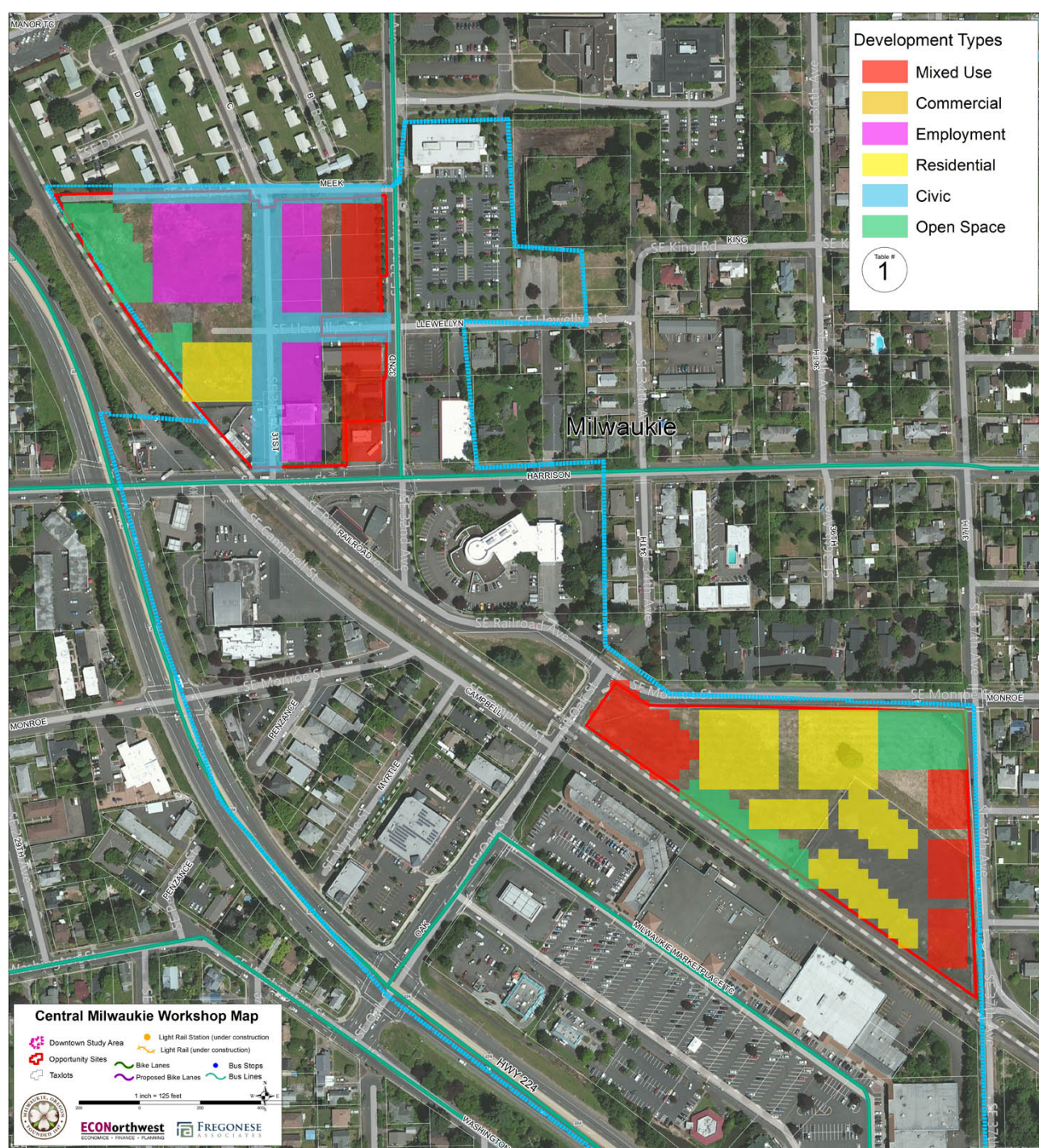
Overview of Workshop Results



Group #1

Digitized Workshop Map

- Sound barrier
- Either or both
- High density, high quality housing



Central Milwaukie: Group #2

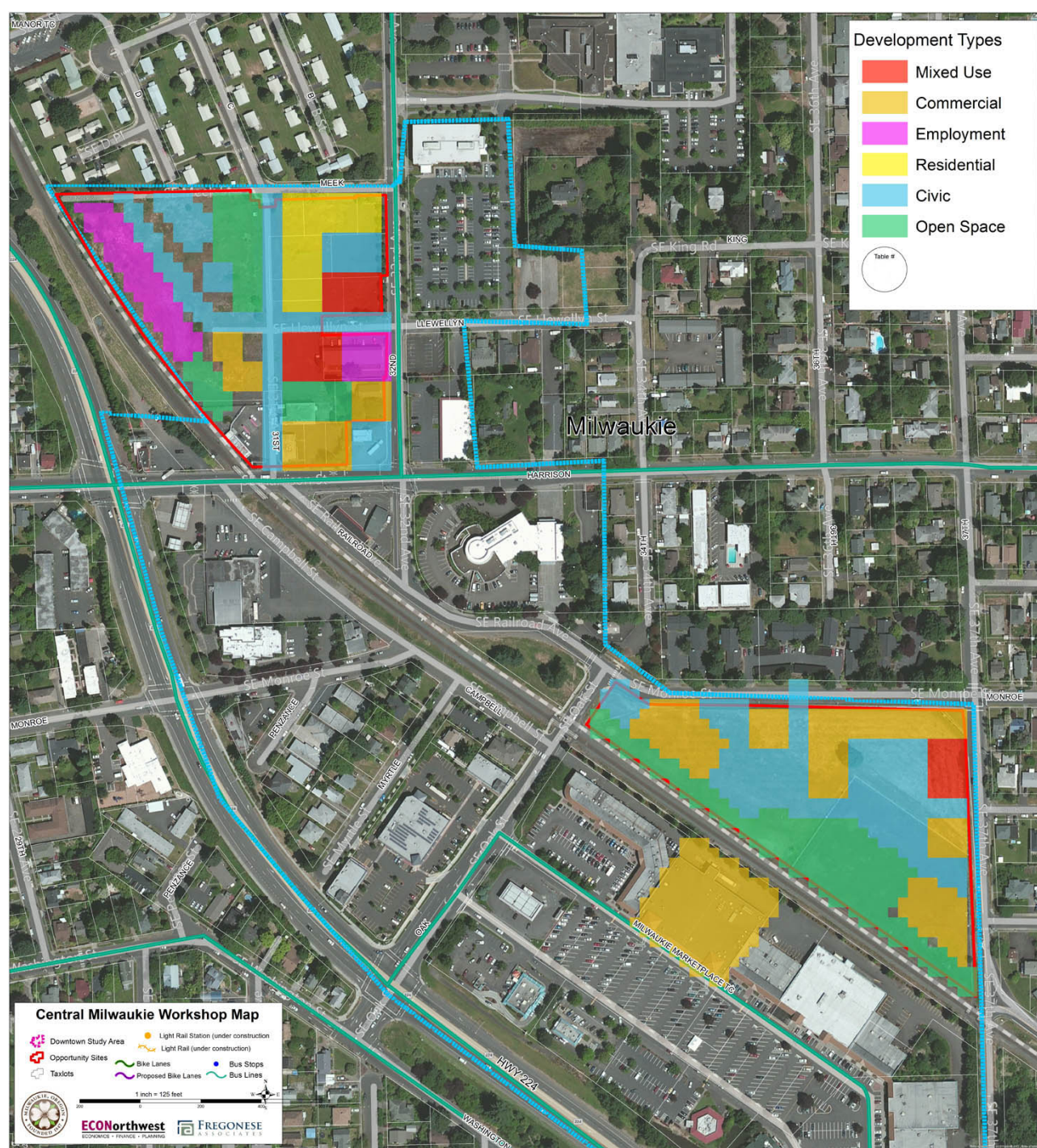
Overview of Workshop Results



Group #2

Digitized Workshop Map

- Bus service on RR Ave., sidewalk, bike trail
- New N/S street on 31st
- New E/W street on Llewellyn; extension heading NW
- Light industrial as RR buffer - 4 stories to block noise
- Park & garden for senior housing
- Deli/bakery - small-scale
- Senior housing near hospital
- Parking lot for visitors
- Housing over retail
- Shops/plaza in SE corner
- Parking - mostly as part of building; industrial - surface [parking], on-site senior housing - tuck-under [parking]
- Car wash stays
- Parking - 32nd intersection
- Sports facility, indoor in SE corner; community-based - soccer, tennis
- Jefferson St. extension
- New N/S street
- Park in NE corner
- Bike/ped trail parallel to rail
- Neighborhood park near sports facility
- Monroe greenway (bikes)
- Food co-op @ Milwaukie Marketplace
- 32nd Ave. - planting strips & street trees



Central Milwaukie: Group #3

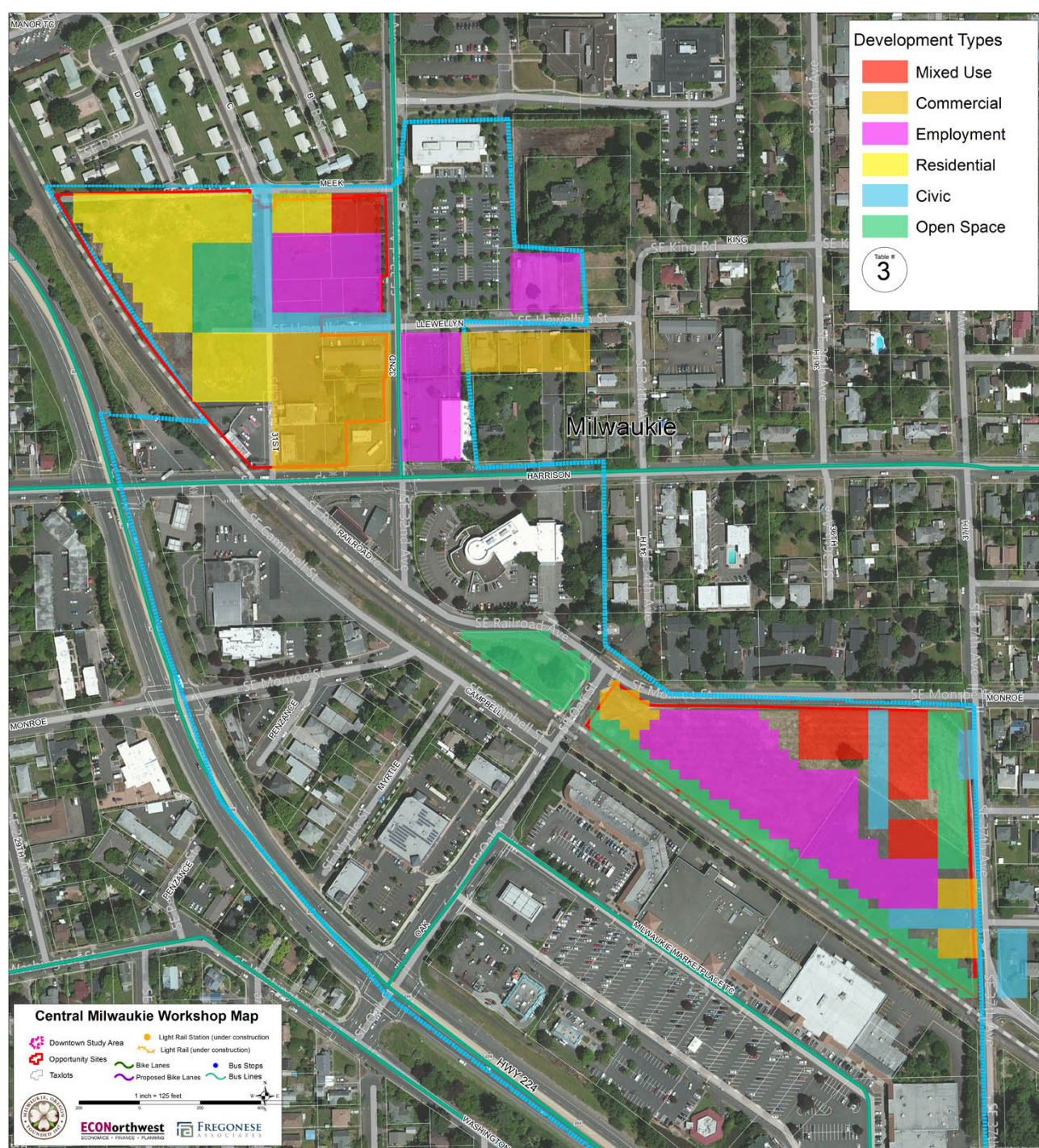
Overview of Workshop Results



Group #3

Digitized Workshop Map

- Save Mike's
- Senior housing with some retail
- Senior housing - apts. & condos
- Hotel/motel
- Medical use - lab/office/health services
- Park or plaza
- Courtyard housing
- Small grocery
- Light industrial
- Keep pocket park - make bigger
- Community garden and greenway
- Live/work units
- Bus
- Deli/bakery/coffee
- Park
- Fitness center
- Office/industrial
- Other medical - dental/massage/orthopedic



Central Milwaukie: Group #4

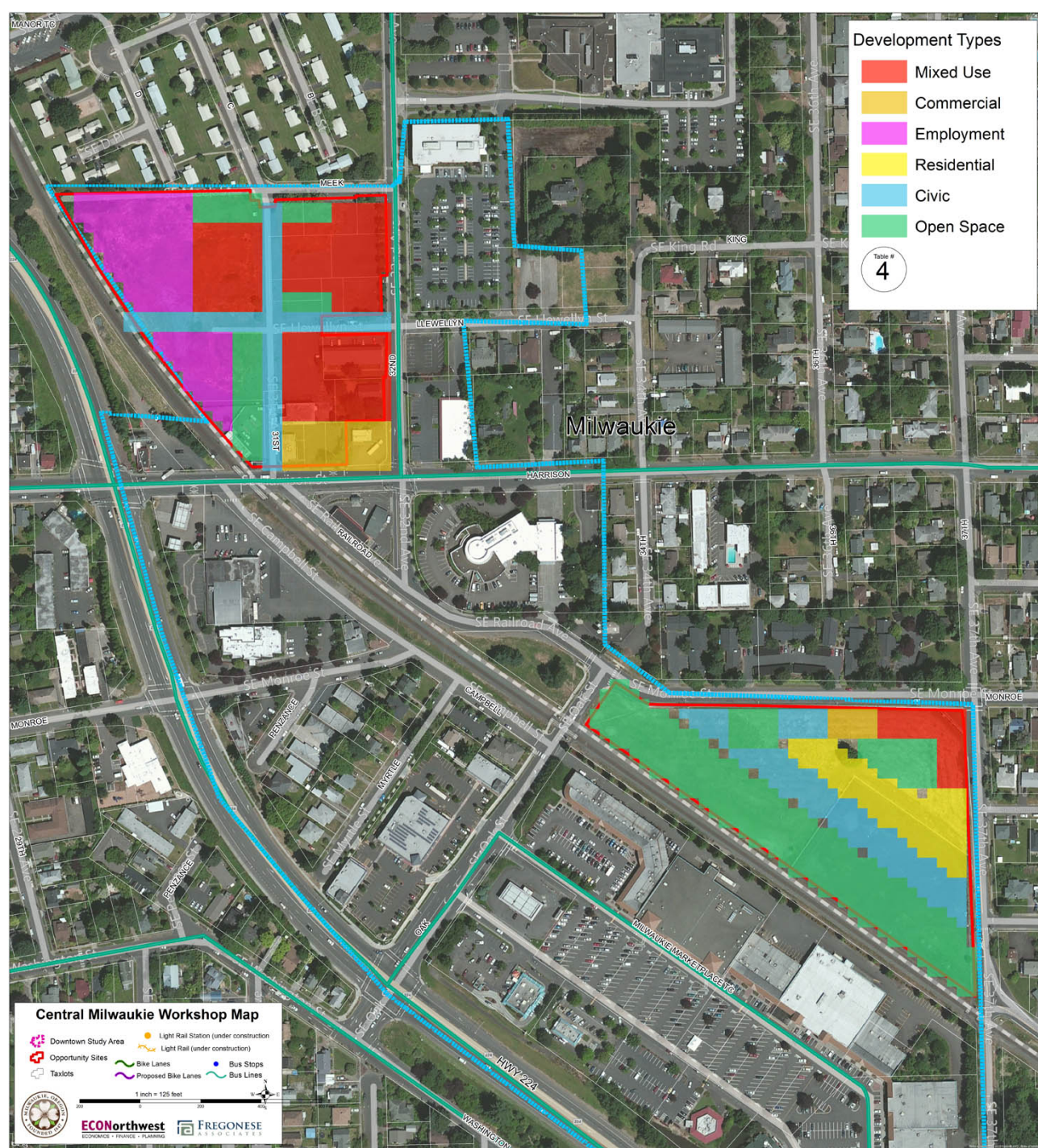
Overview of Workshop Results



Group #4

Digitized Workshop Map

- Senior housing over retail
- Housing over community spaces
- Flex space and green space buffer for the railroad
- 6-story aquaponic farming
- Save Centennial dogwood trees
- Trees of a larger size and properly placed

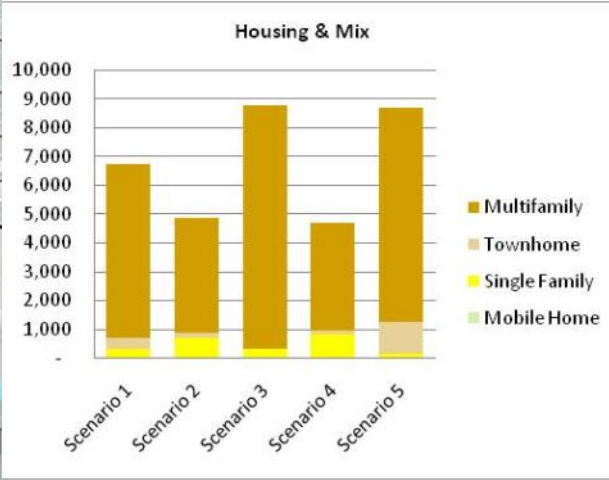
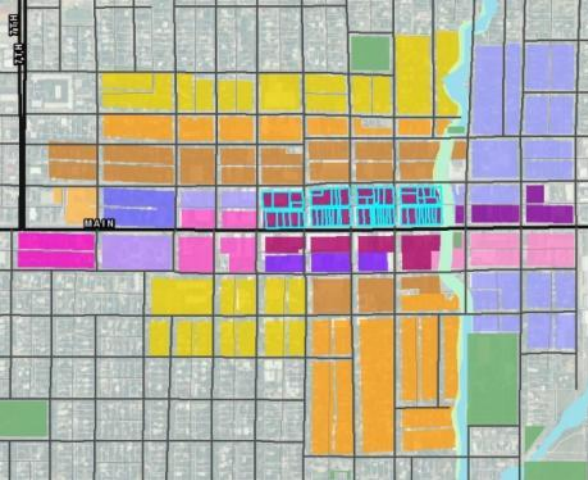


Workshop Results

Overview of Workshop Results

- Questions?



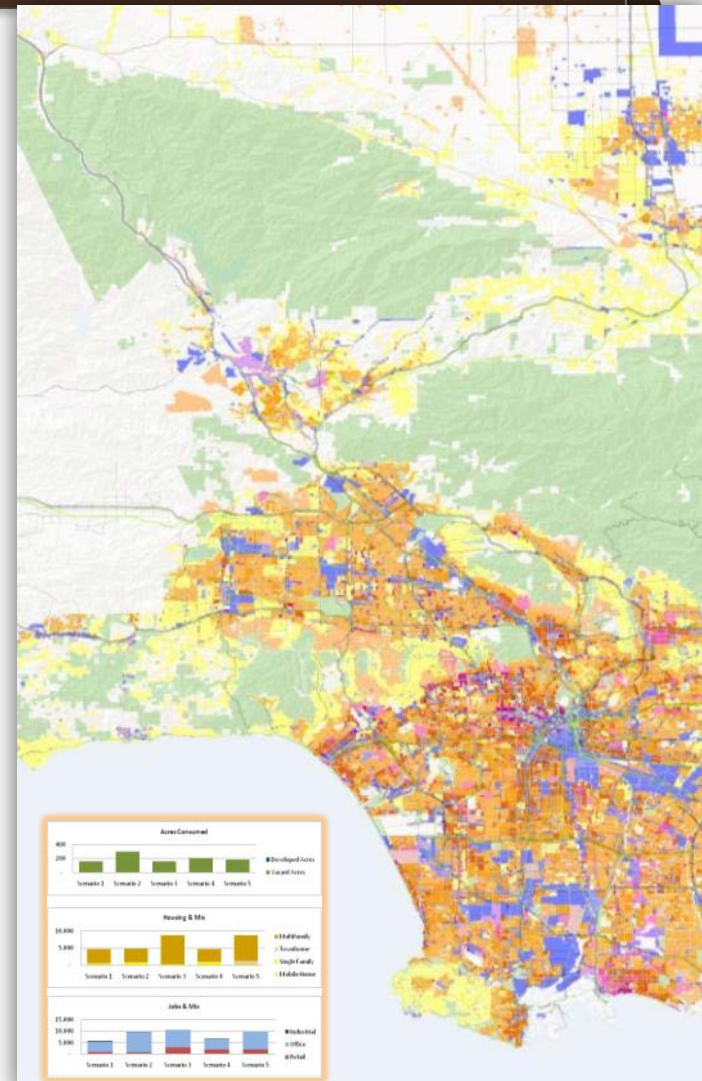


Scenario Planning with Envision Tomorrow

What is Envision Tomorrow?

Overview of Envision Tomorrow

- Prototype Builder
 - Return on Investment (ROI) model
- Scenario Builder
 - Extension for ArcGIS
- 20+ modules or “apps” funded by HUD Sustainable Communities Grants



Why Use Scenario Planning?

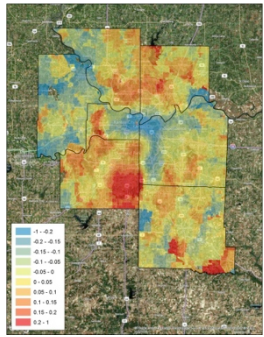
Overview of Envision Tomorrow

- Weigh choices against consequences
- Test policy options quickly
- Prepare for uncertainty
- Develop strategies to optimize outcomes



Scenario Building Process

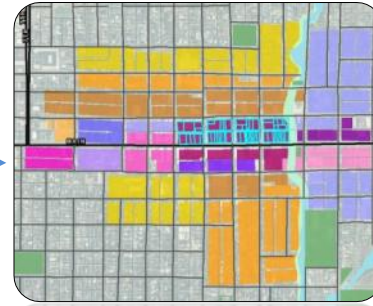
Overview of Envision Tomorrow



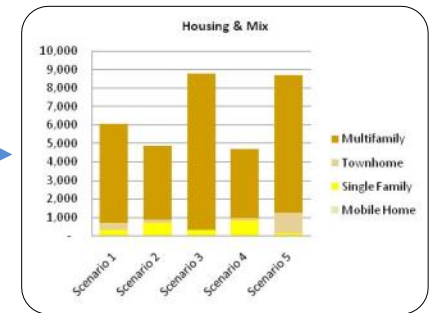
Baseline Analysis



Create Building & Development Types



Scenario Development



Evaluation

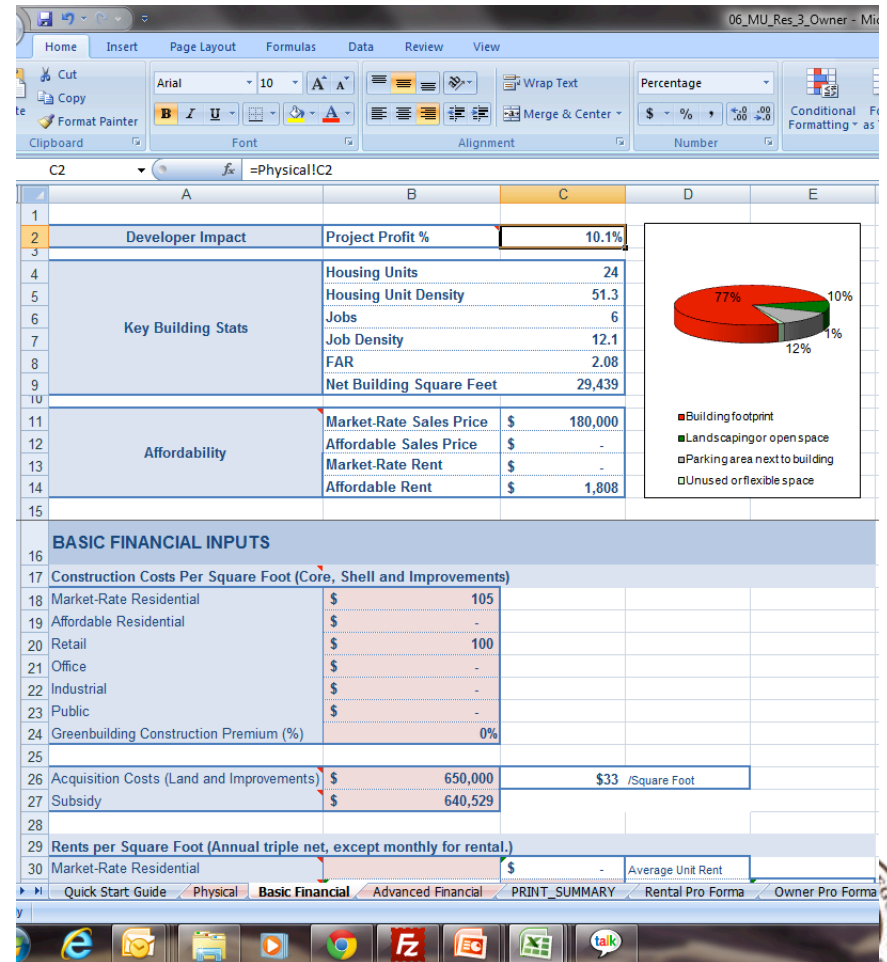
1



Building-Level Financial Analysis

Overview of Envision Tomorrow

- Envision Tomorrow Prototype Builder
- Estimate ROI (Return on Investment) based on local costs and rents/sales prices
- Gap Financing Tools



Planners Step into Developer's Shoes

<u>PD-29: 50 Foot Zone Requirements</u>	<u>Baseline</u>	<u>Optimal</u>
Height	50 Ft (~4 stories)	75 Ft (~6 stories)
Residential Parking / Unit	2 spaces	1.5 spaces
Retail Parking / 1000 Sq Ft	5 spaces	2 spaces

Baseline

4 story Mixed Use
Existing parking

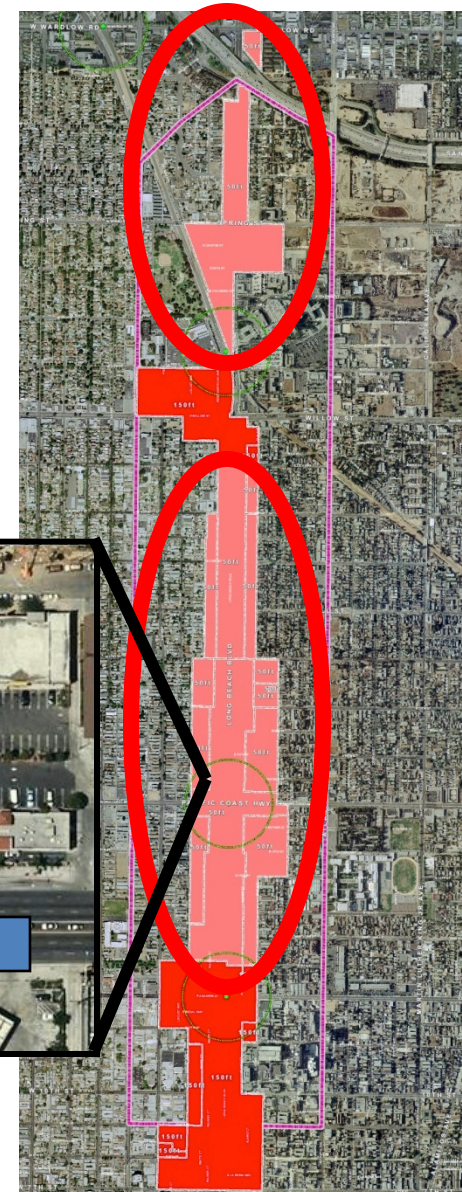


Optimal

6 story Mixed Use
Lower parking requirements



Test Site: 50 ft Zone



Test Financial Performance of Zoning Alternatives

Overview of Envision Tomorrow

Baseline

4 story Mixed Use with existing parking



Optimal

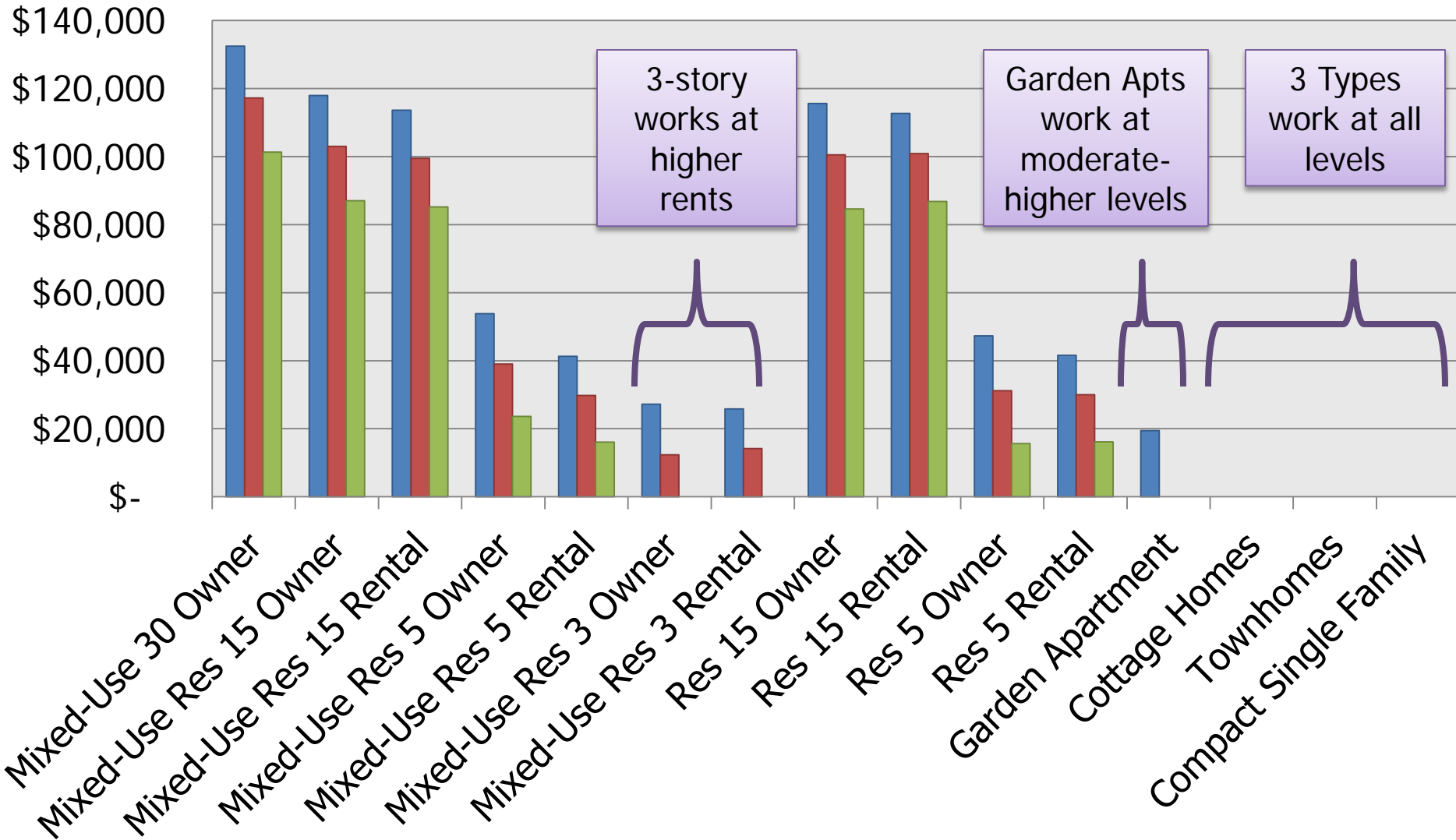
6 story Mixed Use with lower parking requirements



Baseline		Optimal	Change
Height	4 Stories	6 Stories	+2
Parking Spaces	127	115	-10%
Land Used	43,000 Square Ft	43,000 Square Ft	0%
Density	31 DU / Acre	63 DU / Acre	+103%
Floor Area Ratio	1.1	2.0	+79%
Project Value	\$17.3 Million	\$23.5 Million	+35%
Unit Cost	\$519,272	\$369,590	-29%

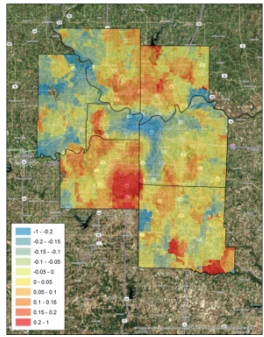
What's Feasible Today?

- \$1.10 Rent or \$180 Sales Price / sq ft
- \$1.21 Rent or \$198 Sales Price / sq ft
- \$1.32 Rent or \$217 Sales Price / sq ft



Scenario Building Process

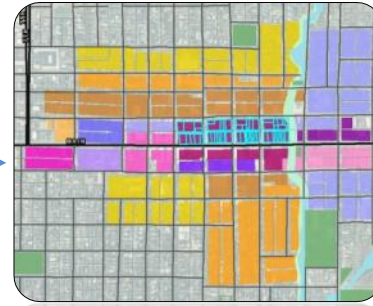
Overview of Envision Tomorrow



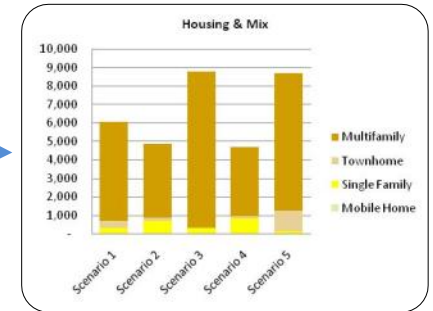
Baseline Analysis



Create Building & Development Types



Scenario Development



Evaluation

2



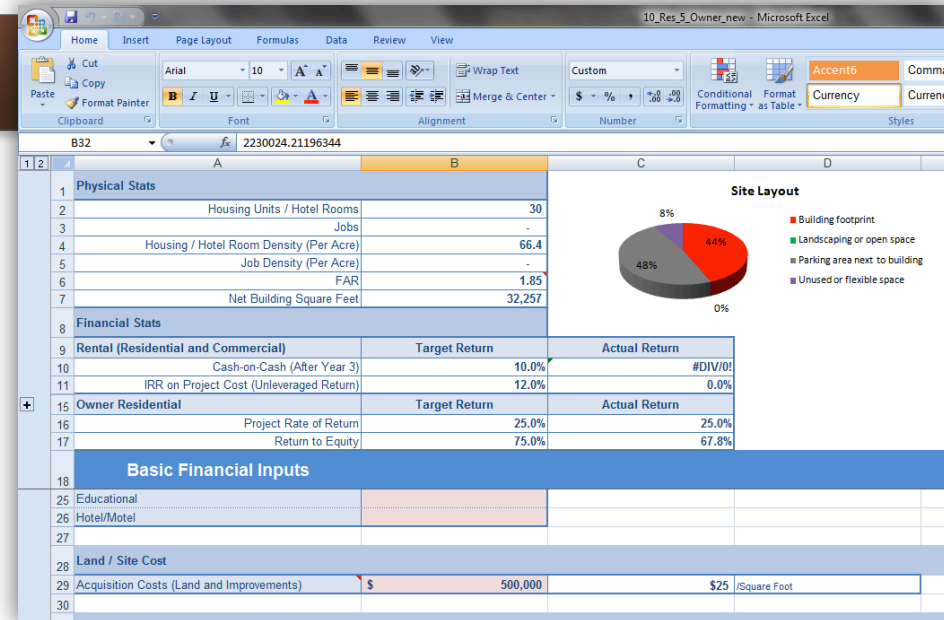
Create Prototype Buildings

Overview of Envision Tomorrow

- Easily modeled & lots of existing data
 - Density and Design
 - Rents and Sales Prices
 - Costs and Affordability
 - Energy and Water Use
 - Fiscal Impacts

- Physical Form
 - Height
 - Unit sizes
 - Parking configurations

- Financial Reality
 - Rents / sales prices
 - Construction costs
 - Land costs



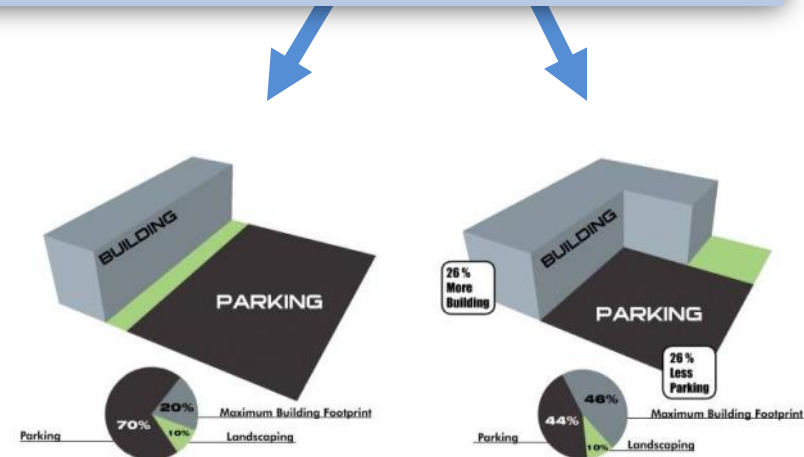
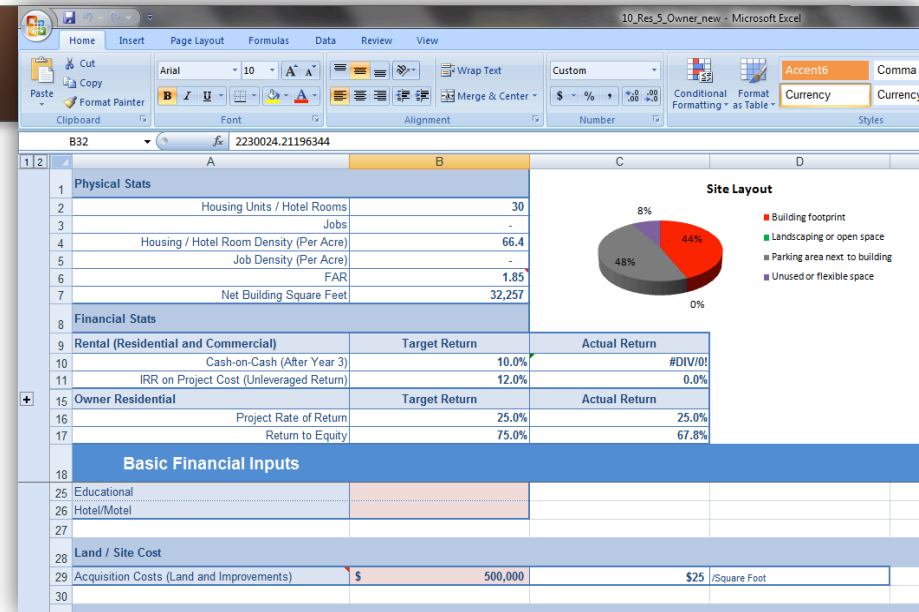
Feasible?



Prototype Builder (ROI Model):

Overview of Envision Tomorrow

- Powerful as standalone tool or integrated with Scenario Builder
- Test existing regulations for financial feasibility
- Test impact of new development regulations
- Experiment with sensitivity of key variables



Building Prototypes Use Real World Examples



Dorchester, MA 18.4 units / acre



Phoenix, AZ 31.5 units / acre



Boston, MA 52.9 units / acre



San Francisco, CA 222.0 units / acre



context



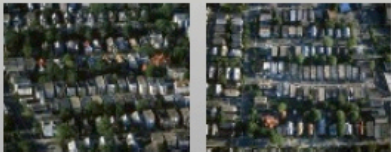
context



context



context



neighborhood

plan



neighborhood

plan



neighborhood

plan

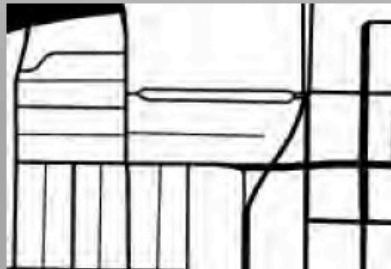


neighborhood

plan



street pattern



street pattern



street pattern



street pattern

Riverscape Townhomes

Portland (Waterfront)

- 3 Stories
- 40 units / acre
- Avg Unit Size: 2,000 sq ft



Rowhouse

Overview of Envision Tomorrow



6 Units

Lot size: ½ acre

Avg. Unit Size: 2,000 SF

Parking: 2 spaces / Unit



Prototypes Based on Market Research: Allows for “Reality-based Visualizations”

Overview of Envision Tomorrow



*Use Prototypes for Reality-based
Visualizations and 3D Modeling*



Envision Tomorrow

Overview of Envision Tomorrow

- Questions?



Draft Construction Cost Matrix

Draft construction cost matrix

- Range of costs
- Different construction types and different uses
- Costs for building skins, site work, and tenant improvements
- Impact of “prevailing wage” rates





Construction Types

Draft Construction Cost Matrix

- Type 1
 - Steel
 - Flex Space / Light Industrial
- Type 3 – Residential
 - Wood Frame
 - Modified Steel – Load Bearing Metal Stud
- Type 5 – Residential



Construction Types

Draft Construction Cost Matrix



Podium



Wrap



Building Skins

Draft Construction Cost Matrix

- Stucco
- Masonry/Brick/Metal
- Curtain Wall
- Window Wall



Building Skins - Stucco

Draft Construction Cost Matrix



Building Skins – Masonry/Brick/Metal

Draft Construction Cost Matrix



Building Skins – Curtain Wall

Draft Construction Cost Matrix



Building Skins – Window Wall

Draft Construction Cost Matrix



Construction Cost Matrix

Draft construction cost matrix

- Questions?



Draft Development Concepts

- Three options for each site to bring to Council
- Focus on building uses and heights
- Confirm the most desired uses are listed
- Discuss support or opposition for certain uses
- “Vote” by placing stickers on the posters



Opportunity Site Development Concepts

Examples of Building Heights



One Story



Two Stories



Three Stories



Four Stories



Five Stories






Six Stories

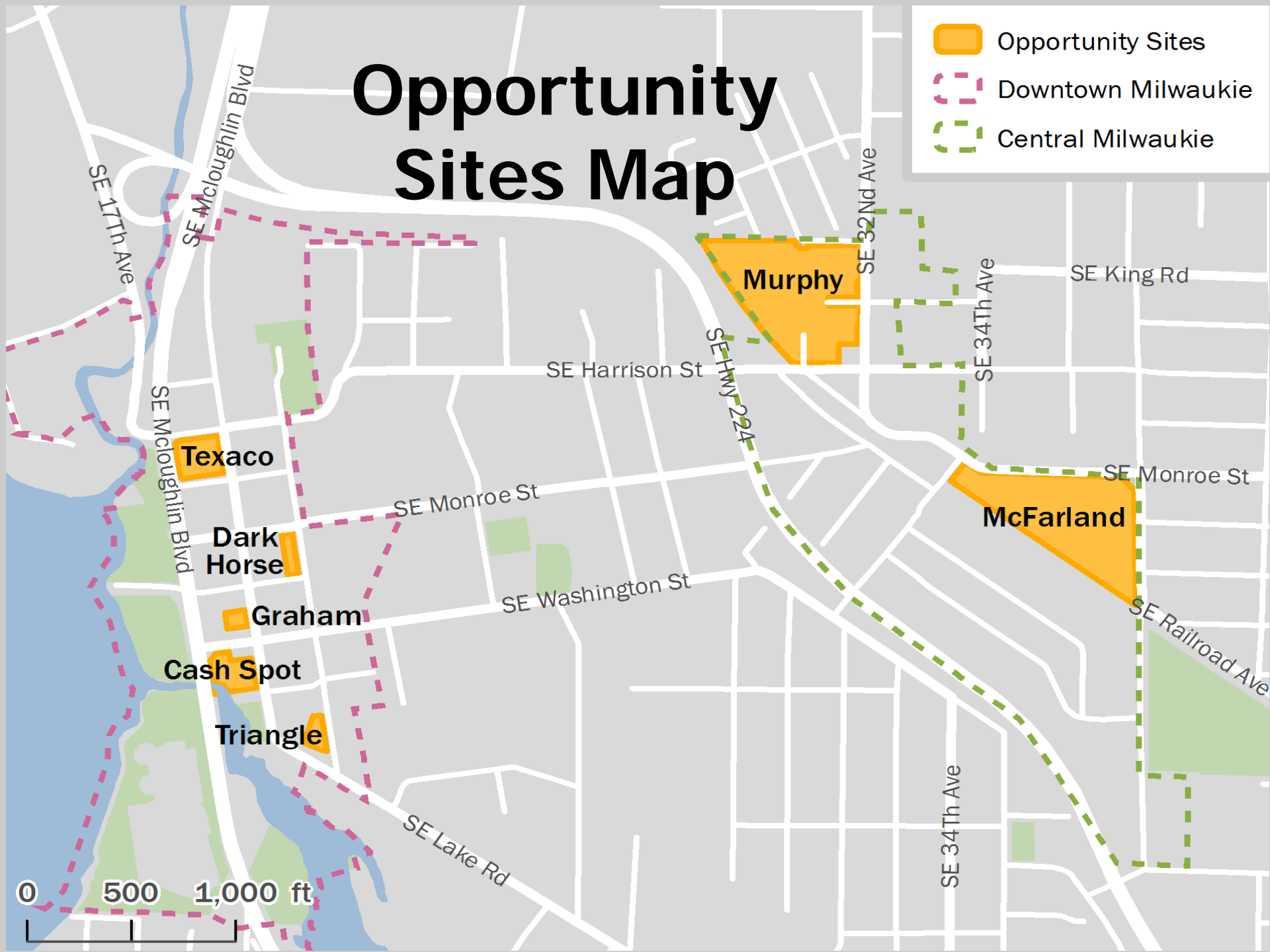


Seven Stories



Opportunity Sites Map

-  Opportunity Sites
-  Downtown Milwaukie
-  Central Milwaukie



Texaco Site

Draft Development Concepts



Dark Horse Site

Draft Development Concepts



Cash Spot Site

Draft Development Concepts



Triangle Site

Draft Development Concepts



Graham Site

Draft Development Concepts



Murphy Site

Draft Development Concepts



McFarland Site

Draft Development Concepts



Development Concepts: PAC Input

Draft Development Concepts

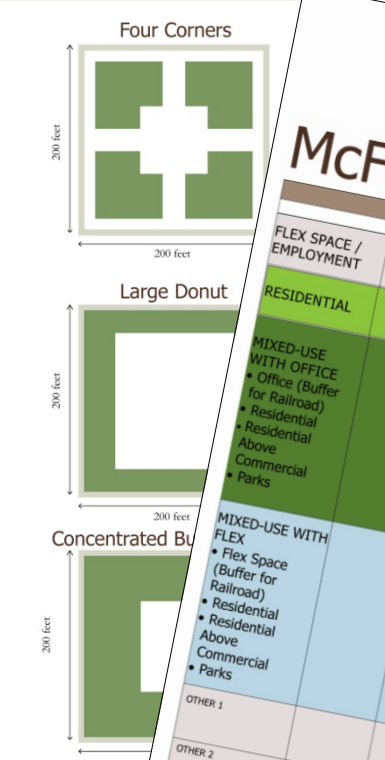
- Each PAC member has 3 stickers for each site
- Place stickers on posters for uses and heights that you most want to see as draft development concepts
- Feel free to discuss your decisions with others
- Can put all stickers in 1 box, or in 3 separate boxes
- Reconvene in 20 minutes to discuss results and make recommendations



Development Concept Posters

PAC Recommendations for Draft Development Concepts

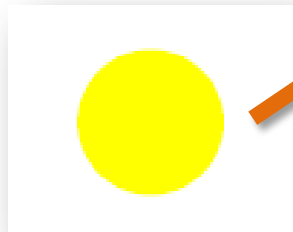
50% BUILDING FOOTPRINTS



Poster and Sticker Exercise




Stickers for Voting:

- Place three stickers on the poster for a particular site
- Place stickers on posters for uses and heights that you most want to see as draft development concepts



Place on the poster

Texaco



	MAXIMUM FLOORS						
	1	2	3	4	5	6	7+
MIXED USE							
Ground floor commercial, residential above			●				
Live/Work							
SINGLE USE							
Multifamily Residential							
Office							
Retail/Commercial							
Plaza							
Parking Garage							
OTHER 1							
OTHER 2							
OTHER 3							



Discussion Questions

Draft Development Concepts

- Are there 3 clear cut favorites?
- Are the top 3 too similar? Do we want a broader range?
- Why should we exclude any of the top 3?
- Why should we include any of the concepts that received fewer votes?
- Thoughts on building orientation?
- Public comments?



Next Steps

Wrap Up/Next Steps

- Complete SWOT analysis
- City Council Work Session #2
- Draft Development Concepts
- Developer Roundtable #2
- Public Workshop #4



Next PAC Meeting

Wrap Up/Next Steps

- March 31, 2014
 - Discuss Draft Action & Implementation Plan
- Happy Holidays!



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 words "good stuff" and "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".

