

DATE: April 8, 2014
TO: Li Alligood
FROM: Nick Popenuk
SUBJECT: MEETING MINUTES FROM MARCH 31, 2014, PAC MEETING

ECO Project #: 21485

Notes from Moving Forward Milwaukie Project Advisory Meeting #4

Location: Milwaukie Public Safety Building

Date: March 31, 2014, 6:00-8:00pm

Attendees

Advisory Committee Members Present

- David Hedges, City Council
- Sine Bone, Planning Commission
- Val Ballestrem (Alternate), Design & Landmarks Committee
- David Aschenbrenner, South Downtown Planning Committee
- Neil Hankerson, Downtown Business/Property Owner
- DJ Heffernan, Central Milwaukie Business/Property Owner
- Jordan Carter, Central Milwaukie Business/Property Owner
- Betty Fulmore (arrived at 7:00), Ardenwald NDA
- Dion Shepard (replaced by Jean Baker at 7:45), Historic Milwaukie NDA
- Alicia Hamilton, Island Station NDA
- Paul Klein, Lewelling NDA
- Greg Hemer, Linwood NDA

Advisory Committee Members Absent

- Kim Keehner, Downtown Business/Property Owner
- Larry Cole, Downtown Business/Property Owner
- Paul Lisac, 32nd Ave Business/Property Owner
- Brian Sims, 42nd Ave Business/Property Owner
- Lars Campbell, Hector-Campbell NDA
- Debby Patten, Lake Road NDA

Community Members/Public

- Mark Gamba, City Council Alternate
- Lisa Batey, Island Station NDA Alternate
- Jean Baker, Historic Milwaukie NDA Alternate
- Ed Zumwalt
- David Burdick
- Tim Stockton
- Dean Wier(?), Norris & Stevens

City of Milwaukie

- Steve Butler – Community Development Director
- Dennis Egner – Planning Director
- Li Allgood – Associate Planner/Project Manager

Consultant Team: ECONorthwest/Fregonese Associates

- Nick Popenuk
- Abe Farkas
- Scott Fregonese

PowerPoint presentation

The consultant team gave a presentation on the following topics:

- Project Schedule Update
- Overview of Vision
- Project Goals
- Learning from Development Concepts
- Policy Review
- Public-Private Partnership Tools

Refer to the PAC #4 PowerPoint Presentation at <http://www.milwaukieoregon.gov/planning/moving-forward-milwaukie-project-advisory-committee-meeting-4> for the complete presentation materials.

Project Schedule Updates – Discussion

- Questions were raised about the project timeline and why there was a delay in the schedule.
 - Nick: the schedule has been slowed down to allow for additional discussion with the community and to receive additional input.
 - Dave Hedges: Asked if it was because of a potentially new City Council being elected.
 - Nick: the current Council will decided on the majority of items included in this planning effort; however some of the decisions concerning Central Milwaukie will be the next Council because of the schedule change.
- Alicia Hamilton: How many people has the project team interacted with?
 - Nick: 33 people have taken the online survey [posted on 3/28] to date.
 - General discussion: Concern is that not enough people have been involved in making choices and giving their thoughts/opinions. All are in agreement that we need to do our best to involve as many people as possible.
 - Li: Asked the PAC to communicate information about the project to the community as representatives.

Overview of Vision – Discussion

Nick presented an overview of the current vision for central Milwaukie and downtown. Generally, there wasn't a cohesive vision for central Milwaukie and there was a clear vision for downtown. However, the community's vision would not be implemented without assistance from the public sector.

- There was a short discussion about the need for “public assistance” vs. just letting the market drive new development and redevelopment.
 - Greg Hemer: Wouldn't all developers say that they need the city to waive fees and chip in city funds?
 - Nick: Developers want to give back if they can. If they are making a profit without assistance, they won't request it.
- The group talked for several minutes about how important Dark Horse is to the revitalization and reinvestment in Downtown.

Policy/Plan Review –Discussion & Instant Polling

Nick presented an overview of existing policies in central Milwaukie, and asked the PAC a number of questions (see Attachment 1 for the results of the instant polling exercises). Generally, the policies for central Milwaukie were a combination of a very specific vision for the Murphy and McFarland sites, and little to no vision for the rest of central Milwaukie.

After each instant polling question, the group discussed the outcome.

Instant Polling Questions about central and downtown Milwaukie policies:

1. *We've heard that we should encourage pedestrian-friendly development in Central Milwaukie. Do you agree?*
2. *We've heard that development in Central Milwaukie should also be auto-accommodating. Do you agree?*
3. *We've heard that we should allow more flexibility on the Murphy and McFarland sites. Do you agree?*
4. *We've heard that development on McLoughlin and 21st Ave should be attractive. Should McLoughlin and 21st be treated like main streets?*
5. *We've heard that people like the appearance of the PARs, but that they may make projects infeasible. Should we: Keep existing standards?*
6. *We've heard that people like the appearance of the PARs, but that they may make projects infeasible. Should we: Revise to keep only the most important components?*
7. *We've heard that people like the appearance of the PARs, but that they may make projects infeasible. Should we: Remove existing standards?*
8. *Nonconforming uses are not allowed to expand without Planning Commission approval. Should downtown zoning be more flexible, so more existing uses are conforming?*

- Nick: What should be the Vision for Central Milwaukie?
 - Concerns about flex-space and the life span of that type of building related to upkeep and maintenance of the buildings).
- Connectivity is very important for Central Milwaukie.
- Comments about a “friendly face” in Central Milwaukie:
 - David A: The buildings don’t necessarily need to be brought to the street front, some setback is desirable as long as it nice landscaping and not parking.
 - DJ: Harrison and 32nd are two very different streets; they shouldn’t be treated the same way in terms of creating a friendly face.
 - Jordan C: Don’t add too many layers of regulation in attempting to create the friendly face, it may hinder new development.
- Nick: What are good uses? Residential, retail, new businesses, light industrial and medical office?
 - Dave H: Would like to see a mix of locally owned stores and business, rather than the national chains that are present now.
 - A pedestrian friendly environment is important but the group also recognized that in this part of town there is also a need for good auto access.
 - David A: Flex space on McFarland is not a good use; it borders a residential neighborhood and would not fit the character.
- There was a substantial discussion about Public Area Requirements (PARs):
 - “The expense is way too high.”
 - “PARs are the only way to ensure the downtown looks good when new development happens.”
 - “Don’t remove the PARs entirely.”
 - Question: Is there a framework for paying for the PARs? Maybe like system development charges (SDCs)?
 - Nick/Abe: That is something we could look into.
 - Greg H: Can you waive them for the first new development then require them for the others who follow? Maybe even waive the first 100%, the second 75% etc.
 - Nick/Abe: You would want to make sure the rules are clear and fair.
 - Question: [In response to an earlier statement by John Fregonese] Why are we the only people in the region who have PARs?
 - We need to find a way to spread the cost of the PARs.

- There is a desire from the group to not allow more non-conforming uses Downtown.

Regulation/Code Review –Discussion & Instant Polling

Nick then provided an overview of the existing code in central and downtown Milwaukie. The existing code for the Murphy and McFarland sites was very prescriptive, and nothing could be built on the sites without Planning Commission review.

Instant Polling Questions about central and downtown Milwaukie regulations:

9. *No uses are permitted outright [in Central Milwaukie], and it's unclear what the path to approval is. Development should be permitted through clear and objective standards.*
10. *There are 3 zones in central Milwaukie (not including the Milwaukie Marketplace) that allow and prohibit different things. Residential, office, and retail uses should be allowed throughout Central Milwaukie.*
11. *The Murphy site is located on a truck route (Harrison St) and is somewhat removed from other uses. Flex space should be allowed on the Murphy Site.*
12. *The McFarland site is not very accessible by trucks and is adjacent to residential development. Flex space should be allowed on the McFarland Site.*
13. *Right now we don't have any standards guiding what new development should look like. We should require new development to show a "friendly face"*
14. *Currently, some appealing uses are not allowed on Main Street. Ground-floor retail requirements on Main Street should be loosened to allow other active uses like banks,¹ and day care facilities.*
15. *Currently, surface parking lots are allowed on Main Street (south of Washington and north of Harrison), which might encourage property owners to demolish buildings for parking and leave a hole in the streetscape. Prohibit surface parking lots on Main Street.*
16. *Currently, buildings in the core of downtown Milwaukie can be up to 4 stories if they include residential uses. What building height is appropriate for Downtown?*
17. *The TSP calls for reducing off-street parking requirements downtown, and the only places they apply is in south downtown, near the light rail station, and north of Scott Street. Eliminate off-street parking requirements in south downtown where they currently apply.*
18. *The TSP calls for reducing off-street parking requirements downtown, and the only places they apply is in south downtown, near the light rail station, and north of Scott Street. Eliminate off-street parking requirements north of Scott Street.*
19. *Currently, all new development in downtown is subject to DLC and Planning Commission review. We should have the option of a clear and objective process for new development in downtown.*

¹ Note: banks are actually currently permitted on Main Street.

- Comments on building height regulation in Downtown:
 - If the current height limits aren't hindering development then why should we change them?
 - Dave H: If 4-5 story building are constructed then the top floor need to be set back. The height should ramp up away from the river; start with 3 stories on Mcloughlin Blvd then ramp up as it gets closer to Main.
- Comments on the need for a clear and objective process:
 - Dave H: It lets the developer know what is expected ahead of time and removes the guessing game element.
 - Greg H: No, development review is good. Designs and building materials can change in the next 10 years.

Public-Private Partnership Tools – Instant Polling & Discussion

Nick and Abe Farkas provided an overview of different types of public-private partnership (PPP) tools, and the types of development Milwaukie could expect if the City did not participate in new development, as well as the types of involvement the City could consider.

Instant Polling Questions about PPP tools:

20. *The best approach to implement the City's vision is:*

- a. *No action. Let the private-sector implement the vision on its own.*
- b. *Option 1. Basic Involvement*
- c. *Option 2. Enhanced Involvement*

21. *The City should explore: Providing City-owned sites at a reduced price for new development*

22. *The City should explore: Temporary reductions in site-specific property taxes.*

23. *The City should explore: Reducing development costs through waiving PARs and SDCs.*

24. *The City should explore: Temporary reductions in site-specific property taxes.*

25. *The City should explore: More directly investing City funds in new development.*

- The group revisited the Vision for Downtown:
 - Nick: What will it look like? What are the regulation changes necessary?
 - "Economics is going to out play everything else."
 - "Interested in what the City can do without spending any money."
 - "We clearly need to reduce fees and costs."
 - "Property owners seem to have a larger burden than the community for system costs."

- Comments and questions about “Marketing Milwaukie”:
 - “We (the public) need to know more about what the City actually does in order to market and sell Milwaukie.”
 - “The City needs to take steps to do a do a lot more PR and market to developers.”

Wrap-Up - Discussion

- Final thoughts from committee members:
 - Encouraged that the City has brought in consultants with an outside perspective and can look at Milwaukie through a different lens.
 - We need to find creative ways to spur new development.
 - The city does not have a lot of money to spend.
 - We need a uniform downtown code!
 - We are all in favor of making what we want to happen easier rather than more difficult.
 - We could use a clearer explanation of what the funding options are. They are too complex for most of us to understand.
 - The public is not up for subsidizing any projects.
 - The high cost of business startup in Milwaukie is too high and is prohibitive.
 - We need to start to clean up the non-conforming uses.
 - It important that we understand what we are encouraging and what it will look like.
 - The PARs have been flawed from the beginning.

The next PAC meeting is scheduled for Monday, April 21, 2014, at 6:30pm.

Session Name: New Session 3-31-2014 8-15 PM (2)

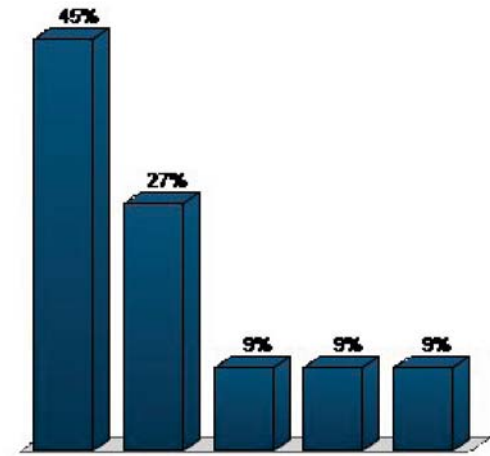
Date Created: 3/31/2014 5:33:19 PM Active Participants: 12 of 12

Average Score: 0.00% Questions: 25

Results by Question

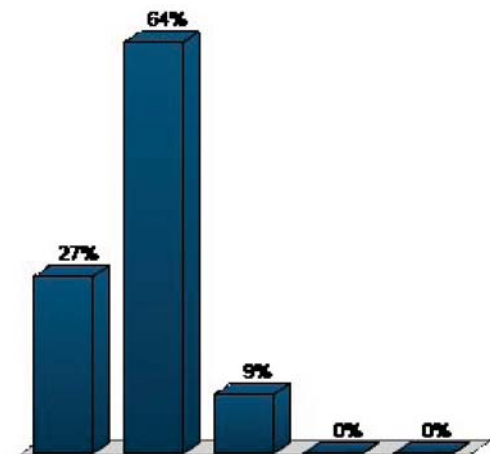
1. We've heard that we should encourage pedestrian-friendly development in Central Milwaukie. Do you agree? (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	45.45%	5
Somewhat agree	27.27%	3
Neutral	9.09%	1
Somewhat disagree	9.09%	1
Strongly disagree	9.09%	1
Totals	100%	11



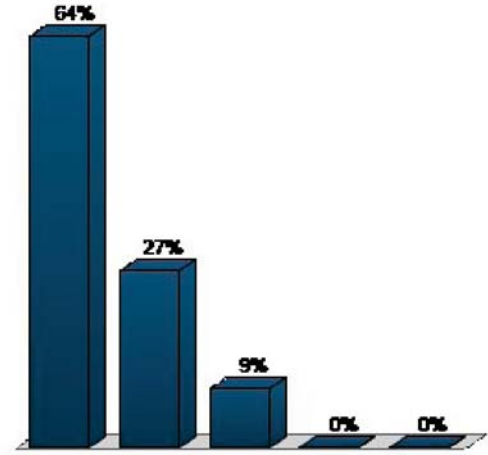
2. We've heard that development in Central Milwaukie should also be auto-accommodating. Do you agree? (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	27.27%	3
Somewhat agree	63.64%	7
Neutral	9.09%	1
Somewhat disagree	0%	0
Strongly disagree	0%	0
Totals	100%	11



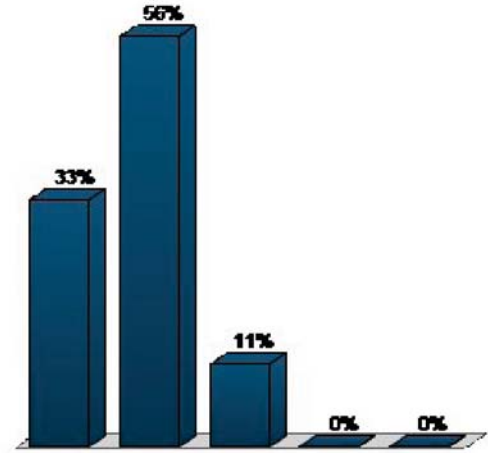
3. We've heard that we should allow more flexibility on the Murphy and McFarland sites. Do you agree? (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	63.64%	7
Somewhat agree	27.27%	3
Neutral	9.09%	1
Somewhat disagree	0%	0
Strongly disagree	0%	0
Totals	100%	11



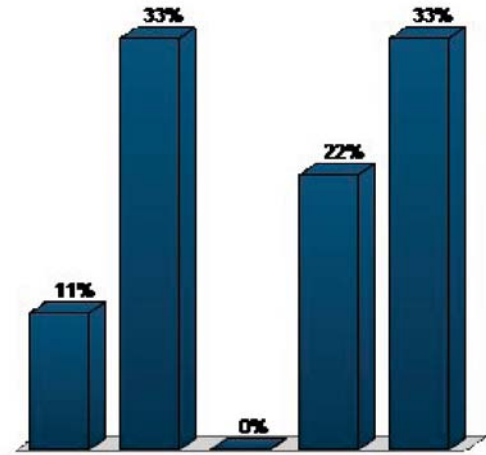
4. We've heard that development on McLoughlin and 21st Ave should be attractive. Should McLoughlin and 21st be treated like main streets? (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	33.33%	3
Somewhat agree	55.56%	5
Neutral	11.11%	1
Somewhat disagree	0%	0
Strongly disagree	0%	0
Totals	100%	9



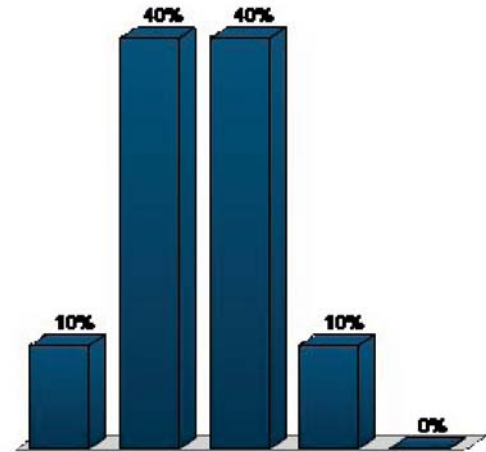
5. We've heard that people like the appearance of the PARs, but that they may make projects infeasible. Should we: Keep existing standards? (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	11.11%	1
Somewhat agree	33.33%	3
Neutral	0%	0
Somewhat disagree	22.22%	2
Strongly disagree	33.33%	3
Totals	100%	9



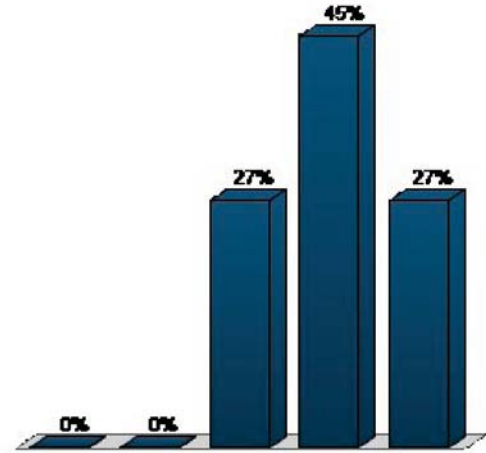
6. We've heard that people like the appearance of the PARs, but that they may make projects infeasible. Should we: Revise to keep only the most important components? (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	10%	1
Somewhat agree	40%	4
Neutral	40%	4
Somewhat disagree	10%	1
Strongly disagree	0%	0
Totals	100%	10



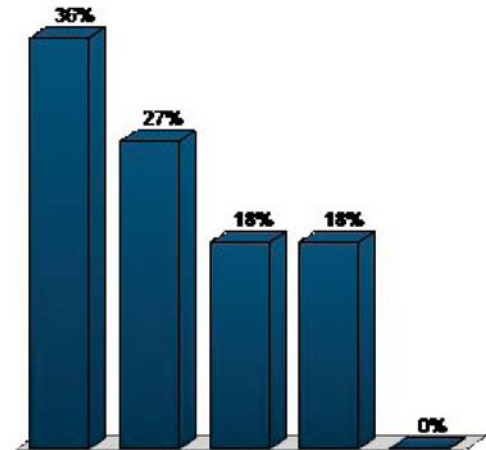
7. We've heard that people like the appearance of the PARs, but that they may make projects infeasible. Should we: Remove existing standards? (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	0%	0
Somewhat agree	0%	0
Neutral	27.27%	3
Somewhat disagree	45.45%	5
Strongly disagree	27.27%	3
Totals	100%	11



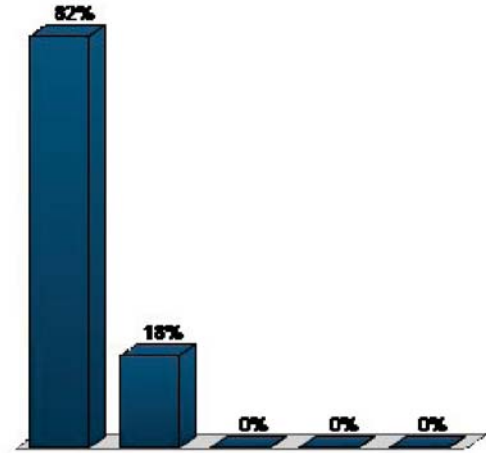
8. Nonconforming uses are not allowed to expand without Planning Commission approval. Should downtown zoning be more flexible, so more existing uses are conforming? (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	36.36%	4
Somewhat agree	27.27%	3
Neutral	18.18%	2
Somewhat disagree	18.18%	2
Strongly disagree	0%	0
Totals	100%	11



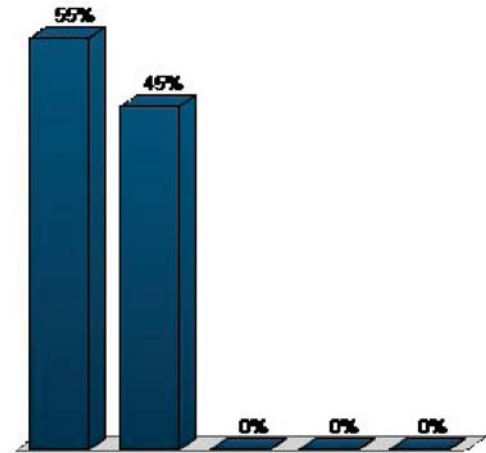
9. No uses are permitted outright, and it's unclear what the path to approval is. Development should be permitted through clear and objective standards. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	81.82%	9
Somewhat agree	18.18%	2
Neutral	0%	0
Somewhat disagree	0%	0
Strongly disagree	0%	0
Totals	100%	11



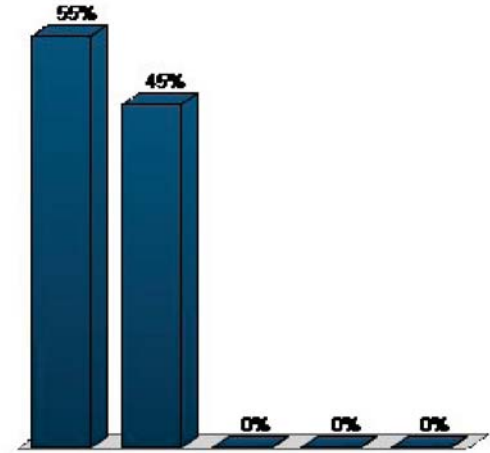
10. There are 3 zones in central Milwaukie (not including the Milwaukie Marketplace) that allow and prohibit different things. Residential, office, and retail uses should be allowed throughout Central Milwaukie. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	54.55%	6
Somewhat agree	45.45%	5
Neutral	0%	0
Somewhat disagree	0%	0
Strongly disagree	0%	0
Totals	100%	11



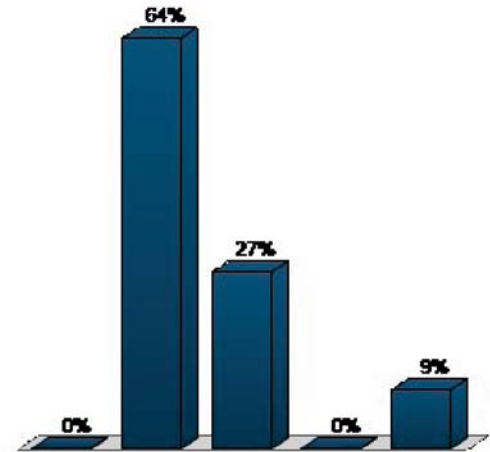
11. The Murphy site is located on a truck route (Harrison St) and is somewhat removed from other uses. Flex space should be allowed on the Murphy Site. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	54.55%	6
Somewhat agree	45.45%	5
Neutral	0%	0
Somewhat disagree	0%	0
Strongly disagree	0%	0
Totals	100%	11



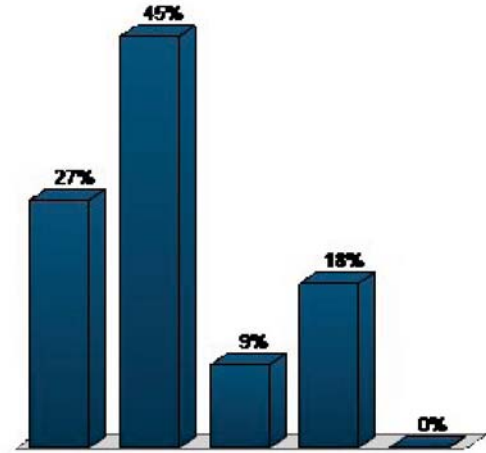
12. The McFarland site is not very accessible by trucks and is adjacent to residential development. Flex space should be allowed on the McFarland Site. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	0%	0
Somewhat agree	63.64%	7
Neutral	27.27%	3
Somewhat disagree	0%	0
Strongly disagree	9.09%	1
Totals	100%	11



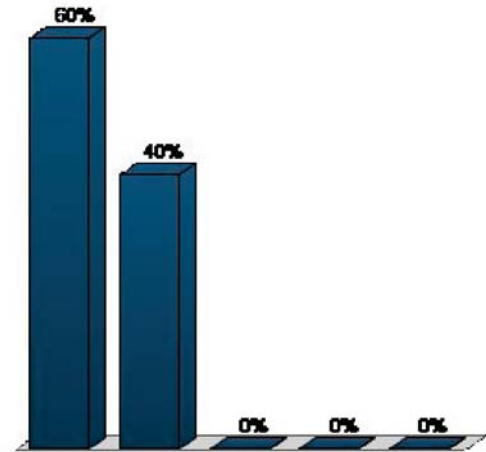
13. Right now we don't have any standards guiding what new development should look like. We should require new development to show a "friendly face" (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	27.27%	3
Somewhat agree	45.45%	5
Neutral	9.09%	1
Somewhat disagree	18.18%	2
Strongly disagree	0%	0
Totals	100%	11



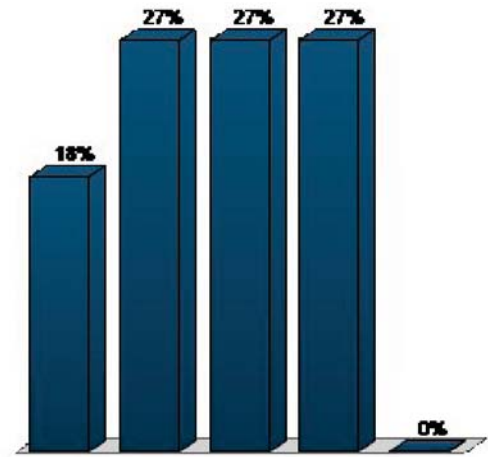
14. Currently, some appealing uses are not allowed on Main Street. Ground-floor retail requirements on Main Street should be loosened to allow other active uses like banks, and day care facilities. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	60%	6
Somewhat agree	40%	4
Neutral	0%	0
Somewhat disagree	0%	0
Strongly disagree	0%	0
Totals	100%	10



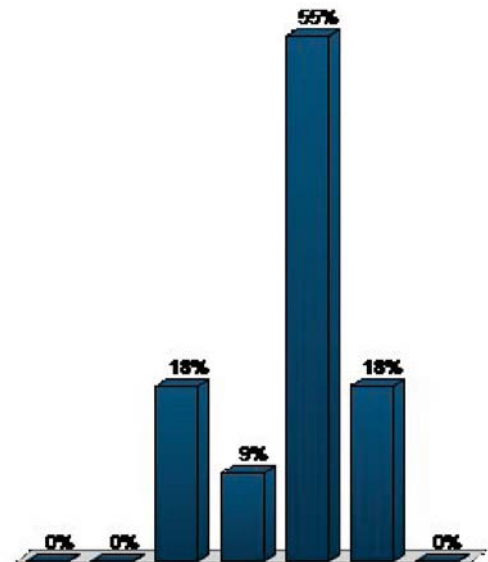
15. Currently, surface parking lots are allowed on Main Street (south of Washington and north of Harrison), which might encourage property owners to demolish buildings for parking and leave a hole in the streetscape. Prohibit surface parking lots on Main Street. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	18.18%	2
Somewhat agree	27.27%	3
Neutral	27.27%	3
Somewhat disagree	27.27%	3
Strongly disagree	0%	0
Totals	100%	11



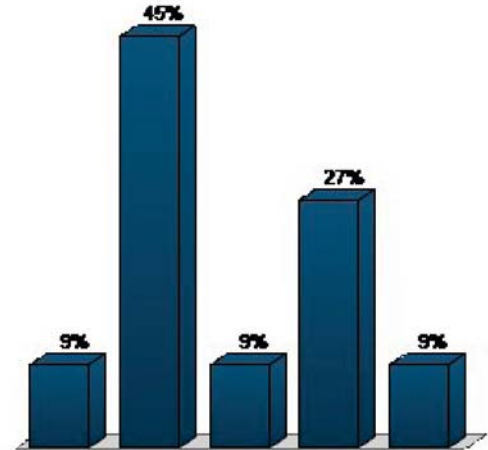
16. Currently, buildings in the core of downtown Milwaukie can be up to 4 stories if they include residential uses. What building height is appropriate for Downtown? (Multiple Choice)

Responses		
	Percent	Count
1 story	0%	0
1-2 stories	0%	0
2-3 stories	18.18%	2
3-4 stories	9.09%	1
4-5 stories	54.55%	6
5-6 stories	18.18%	2
Higher than 6 stories	0%	0
Totals	100%	11



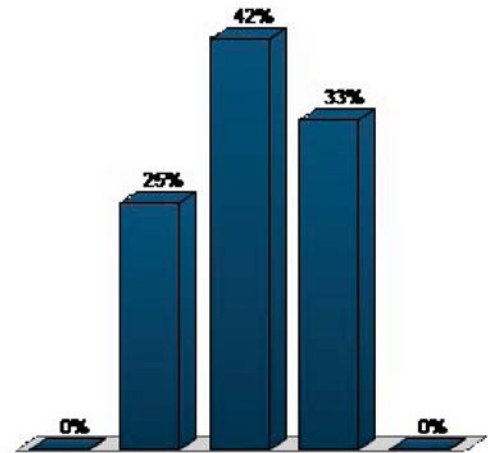
17. The TSP calls for reducing off-street parking requirements downtown, and the only places they apply is in south downtown, near the light rail station, and north of Scott Street. Eliminate off-street parking requirements in south downtown where they currently apply. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	9.09%	1
Somewhat agree	45.45%	5
Neutral	9.09%	1
Somewhat disagree	27.27%	3
Strongly disagree	9.09%	1
Totals	100%	11



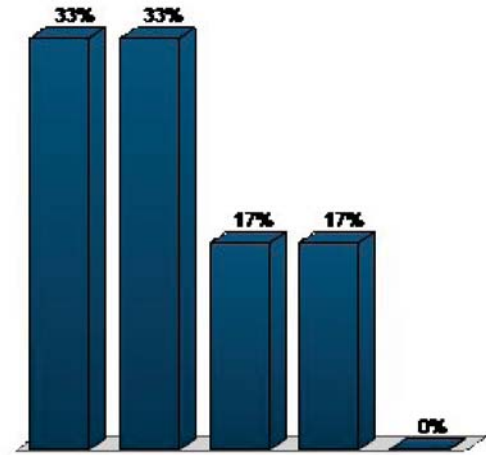
18. The TSP calls for reducing off-street parking requirements downtown, and the only places they apply is in south downtown, near the light rail station, and north of Scott Street. Eliminate off-street parking requirements north of Scott Street. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	0%	0
Somewhat agree	25%	3
Neutral	41.67%	5
Somewhat disagree	33.33%	4
Strongly disagree	0%	0
Totals	100%	12



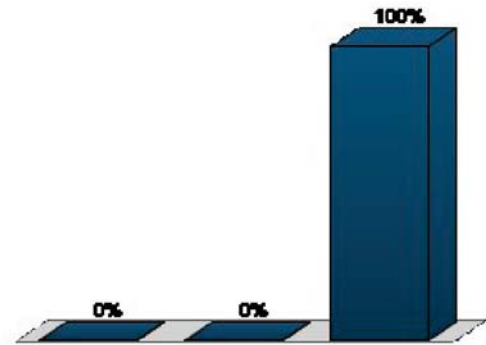
19. Currently, all new development in downtown is subject to DLC and Planning Commission review. We should have the option of a clear and objective process for new development in downtown. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	33.33%	4
Somewhat agree	33.33%	4
Neutral	16.67%	2
Somewhat disagree	16.67%	2
Strongly disagree	0%	0
Totals	100%	12



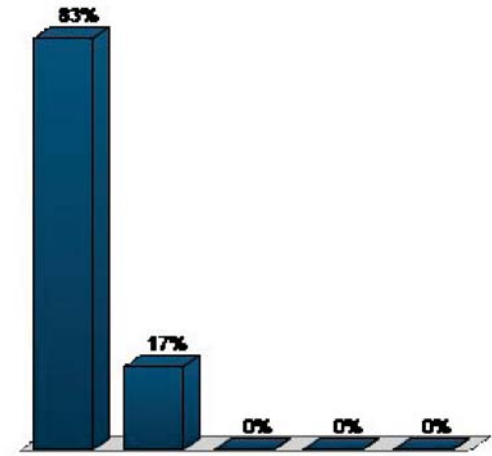
20. The best approach to implement the City’s vision is: (Multiple Choice)

Responses		
	Percent	Count
No action. Let the private-sector implement the vision on its own.	0%	0
Option 1. Basic Involvement.	0%	0
Option 2. Enhanced Involvement	100%	11
Totals	100%	11



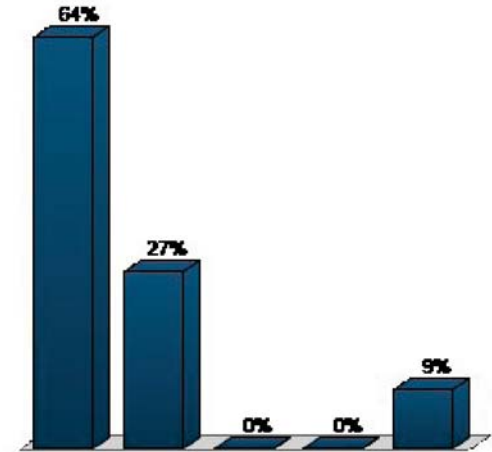
21. The City should explore:Non-City funding sources like Metro grants. (Multiple Choice)

	Responses	
	Percent	Count
Strongly agree	83.33%	10
Somewhat agree	16.67%	2
Neutral	0%	0
Somewhat disagree	0%	0
Strongly disagree	0%	0
Totals	100%	12



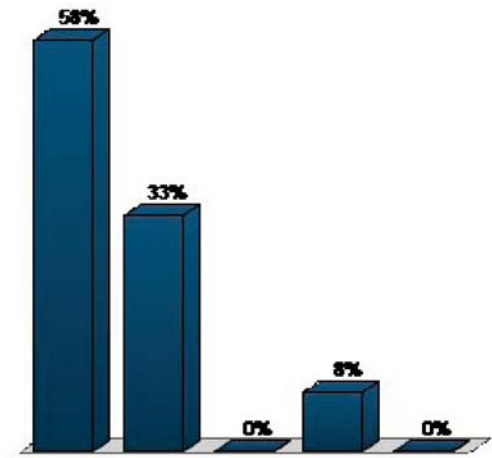
22. The City should explore:Providing City-owned sites at a reduced price for new development. (Multiple Choice)

	Responses	
	Percent	Count
Strongly agree	63.64%	7
Somewhat agree	27.27%	3
Neutral	0%	0
Somewhat disagree	0%	0
Strongly disagree	9.09%	1
Totals	100%	11



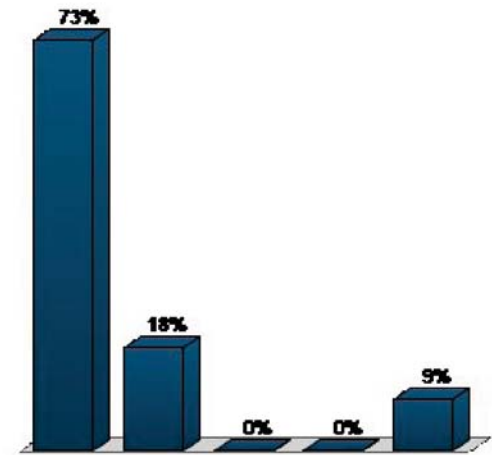
23. The City should explore: Reducing development costs through waiving PARs and SDCs. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	58.33%	7
Somewhat agree	33.33%	4
Neutral	0%	0
Somewhat disagree	8.33%	1
Strongly disagree	0%	0
Totals	100%	12



24. The City should explore: Temporary reductions in site-specific property taxes. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	72.73%	8
Somewhat agree	18.18%	2
Neutral	0%	0
Somewhat disagree	0%	0
Strongly disagree	9.09%	1
Totals	100%	11



25. The City should explore:More directly investing City funds in new development. (Multiple Choice)

Responses		
	Percent	Count
Strongly agree	25%	3
Somewhat agree	16.67%	2
Neutral	16.67%	2
Somewhat disagree	16.67%	2
Strongly disagree	25%	3
Totals	100%	12

