

SUMMARY

Moving Forward Milwaukie: Enhancing Our Commercial Corridors Opportunity Site Workshop: Downtown Milwaukie

Monday, October 28, 2013

6:00 – 8:00pm

Milwaukie High School Commons, 11300 SE Main St

Attendees

Consultant Team

John Fregonese, Fregonese Associates
Scott Fregonese, Fregonese Associates
Erica Smith, Fregonese Associates
Nick Popenuk, ECONorthwest

City Staff

Steve Butler, Community Development Director
Li Alligood, Associate Planner
Ryan Marquardt, Senior Planner
Jamin Kimmell, Intern
Mathangi Murthy, Intern

Community Members

Pepi Anderson	Lisa Gunion-Rinker
JoAnn Bird	Karla Rifkin
Gary Rifkin	Joe Gillock
Annie Bamberger	Sine Bone
Jeremiah Johnson	Jean Baker
Dion Shepard	Kacey Teel
Rick Wheeler	Ed Zumwalt

Purpose & Objective

The purpose of the workshop was to generate initial ideas and concepts for redevelopment of the opportunity sites. The workshop helped the project team identify key issues that are important to the community and will inform the development concepts for the opportunity sites.

Summary

Fourteen people attended the workshop. The purpose of the workshop was to generate feasible, community-supported ideas for development of five Opportunity Sites in Downtown Milwaukie.

While the group of participants was small, attendees were enthusiastic and productive during the two-hour workshop. The event opened with a short presentation by John Fregonese of Fregonese

Associates. He reviewed past and current planning for Downtown, and gave an overview of the market study recently completed for the Downtown and Central Milwaukie commercial areas.

The presentation was followed by instant polling, where participants used electronic clickers to answer multiple choice questions indicating their views on development priorities for Downtown. Participants divided into two groups for the culminating activity, a mapping exercise with the objective of placing chips representing different land uses in and around the Opportunity Sites most appropriate for them.

Attention: *If you were not able to attend the October 28th/29th workshops, we still want to hear your voice! The Moving Forward Milwaukie Opportunity Site polling questions and Visual Preference Survey for both Downtown and Central Milwaukie will be available for community members to respond to as an online survey until Friday, November 22th at 5 pm.*

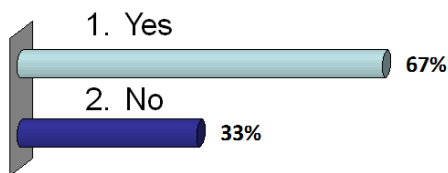
- [Central Milwaukie survey](#)
- [Downtown survey](#)

Who Was There?

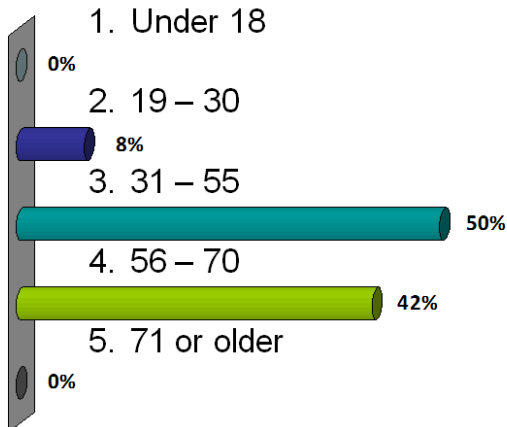
Participants were mostly between ages 31 and 70. For many, this was their first time attending a planning workshop for Downtown.

Most participants lived in Historic Milwaukie or the Ardenwald-Johnson Creek neighborhood. Seventy-five percent of the participants said they come Downtown to shop, 8% to work, 17% live in Downtown, and 25% do all three.

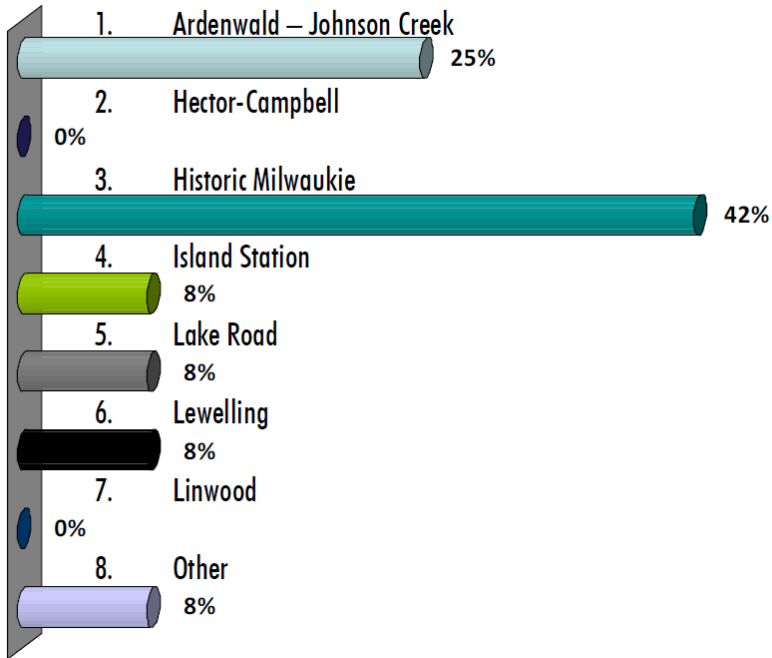
Is this your first time participating in a planning workshop for Downtown Milwaukie?



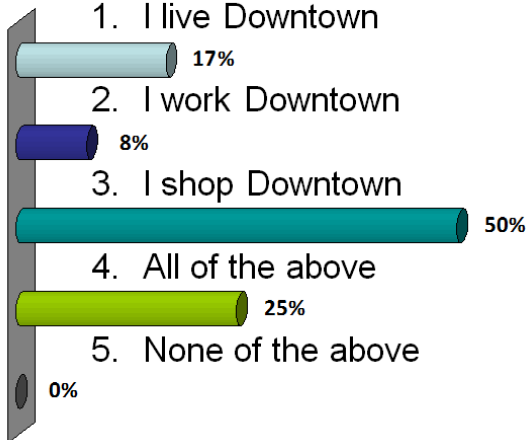
How old are you?



Where do you live?



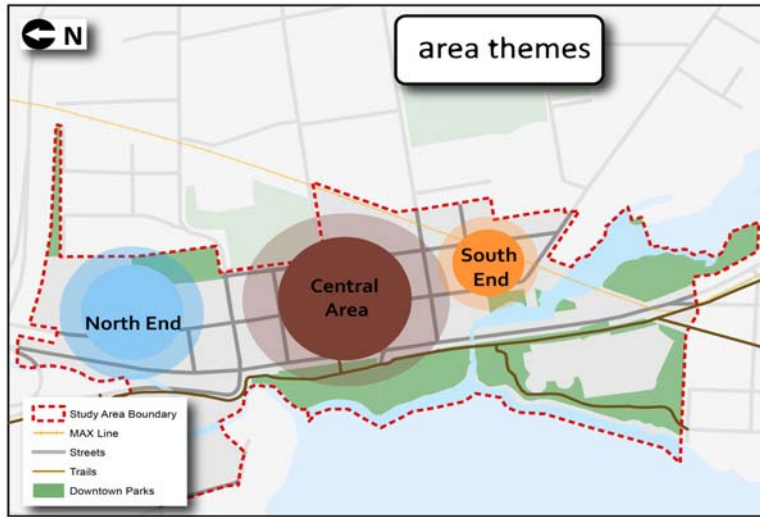
How do you use Downtown Milwaukie?



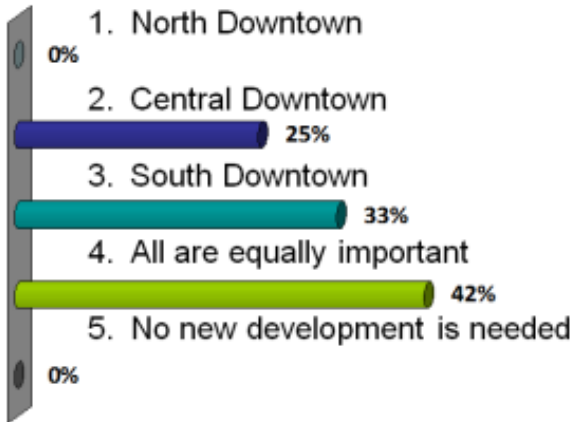
Prioritizing Downtown development by area

Participants were asked to revisit recommendations from the “Fresh Look Milwaukee: Downtown Road Map” project and prioritize the areas of downtown (north, central, and south) for general development, housing, and jobs.

Most participants said all areas of Downtown (north, central, south) are equally important to develop (42%). No one thought North Downtown should be the priority area for development, or that no development was needed.



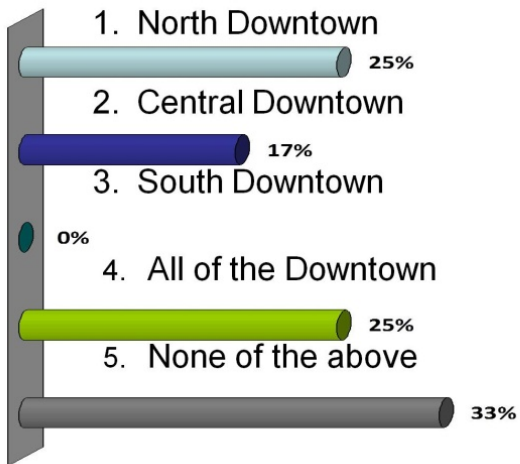
We should prioritize development in...



Location of additional housing in Downtown

Many (33%) felt that no housing was needed downtown. Other responses were split fairly evenly among North (25%), "all of Downtown," (25%), and Central (17%) . No one voted for having more places to live in South Downtown.

Having more places to LIVE would be desirable in...

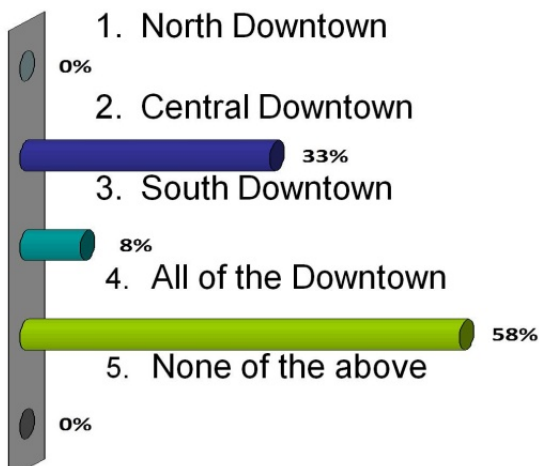


Question #12

Location of additional jobs in Downtown

Most (58%) said all of Downtown, while others said Central Downtown (17%). None said North, and few said South (8%). All participants felt that there should be more jobs in Downtown.

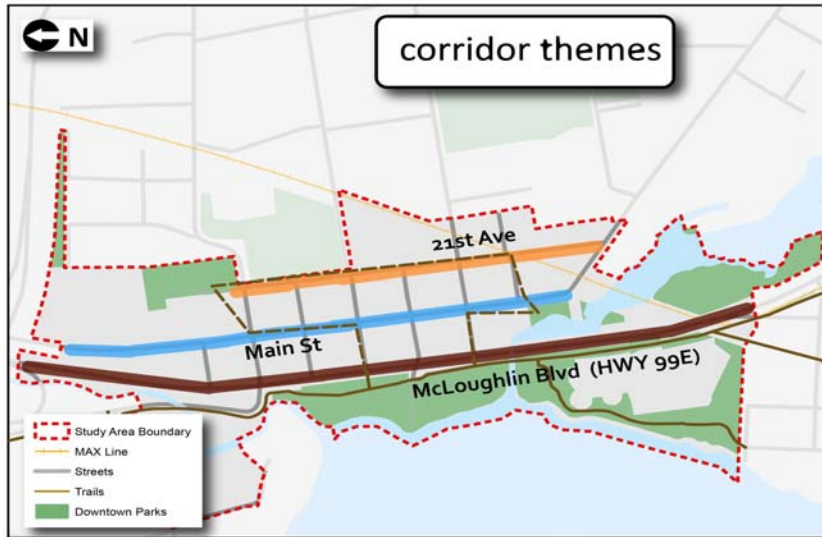
Having more places to WORK would be desirable in...



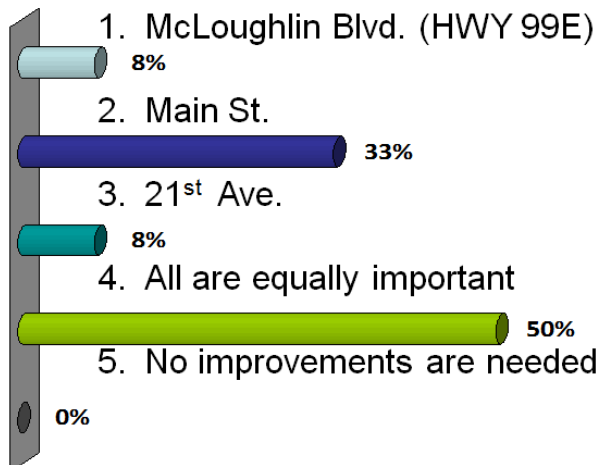
Prioritizing Downtown Development by Corridor

Participants were asked to revisit recommendations from the “Fresh Look Milwaukee: Downtown Road Map” project and prioritize the downtown corridors (McLoughlin Blvd, Main St, and 21st Ave) for general development.

Half of participants said all three corridors were equally important to develop, while one third said focus should be on Main Street. Few said 21st or McLoughlin (8% each). All participants felt that development in one or more areas was needed.



We should prioritize development in...

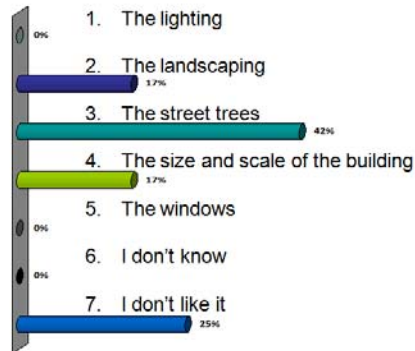


Selected Results from Visual Preference Survey

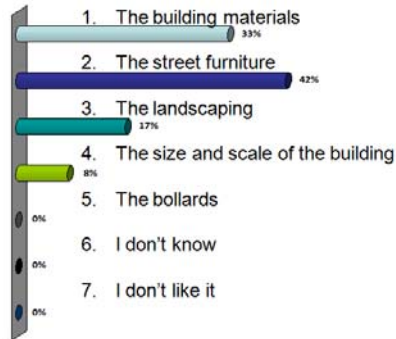
Audience members ranked images in terms of the specific components they liked (or did not like). Detailed scores for all images can be seen in the full version of the [MFM Downtown Workshop results](#). Generally, participants ranked street trees and landscaping highly, but had mixed feelings about the buildings themselves.



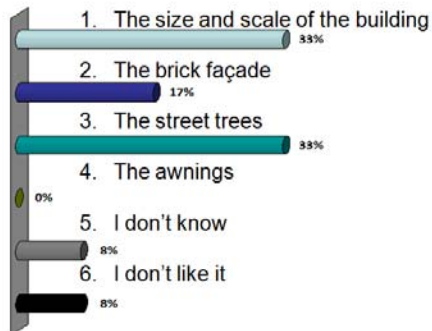
What do you like most about this picture?



What do you like most about this picture?

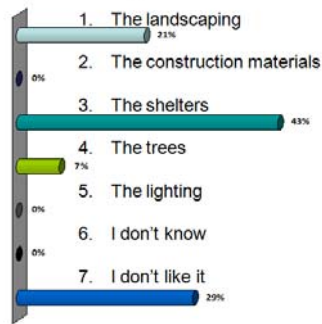


What do you like most about this picture?





What do you like most about this picture?



Mapping Exercise

Using maps, stickers and markers, the groups worked together to illustrate their ideas. Each table was tasked with thinking about how they would like to see an area change by placing “chips” and stickers on a large map. Chips represented new types of development (mixed use, housing, commercial, employment), public amenities (parks, sidewalks), and transportation improvements (transit, bike trails, improved intersection crossings).

Both groups identified common themes:

- Mixed-use development: ground floor commercial/retail with upper level housing or office were identified as desired uses throughout downtown
- Connections to the Riverfront: multiple connections across Hwy 99 to the Riverfront Park
- Open spaces: Both where existing/proposed green spaces are (Riverfront Park, South Downtown, Scott Park), as well as in areas where none exist or have been proposed.
- Parking: structured parking at either the Cash Spot or Texaco sites

There were also a few obvious differences between the maps:

- Map #2 had many more Civic uses, with civic chips representing street lights placed in many of the intersections along Main Street.
- One group created a “hotel” category, and also wondered whether the field next to the Waldorf School had any potential to be converted to a public park/open space

Table #1 Map Results



Texaco Site

- Commercial parking/small size store + open space + small amount of civic
- Plaza/open space surrounded by a building
- Prefer entry on three sides of site

Dark Horse Site

- Full-block development - office over retail, with parking in the center of the block

Triangle Site

- Green/open space
- Public safety
- Newsstand
- Public restrooms

Graham Site

- Commercial
- Brew pub upstairs and indoor garden center
- Plants, seating in front

Cash Spot

- Lower level parking

- Main street level – restaurant & bakery – continue food/restaurant focus

Other

- Kellogg Lake bicycle/ pedestrian bridge (planned)
- North Downtown – Civic use (parking?)

Table #2 Map



Texaco Site

- Mixed use – commercial, civic and housing
- 3-4 stories

Dark Horse Site

- Mixed use commercial

Triangle Site

- Commercial and civic uses

Graham Site

- Keep commercial

Cash Spot

- Mixed-use commercial and housing
- 3-4 stories
- Some civic (parking on lower level?)

Other

- Drinking fountains along Main
- Public green/open space on Waldorf property adjacent to 21st
- Connections across Hwy 99 to Riverfront Park
- Mixed-use on the block across 21st from the Dark Horse site, with two blocks of housing on the east side of the same block
- Commercial development/infill in North Downtown (around Pietro's and Kellogg Bowl)
- Civic spaces and public amenities at intersections along Main St.
- Green/open space at the Riverfront
- All mixed-use should include restaurant/market on ground floor