



Opportunity Sites Workshop: Downtown Milwaukie

Moving Forward Milwaukie • October 28, 2013

Tonight's Meeting Agenda

Welcome and Overview of Meeting Agenda/Format

- Welcome & Introductions
- Presentation & Audience Polling
- Mapping Exercise
- Wrap-up and Closing



Welcome!

Project Team



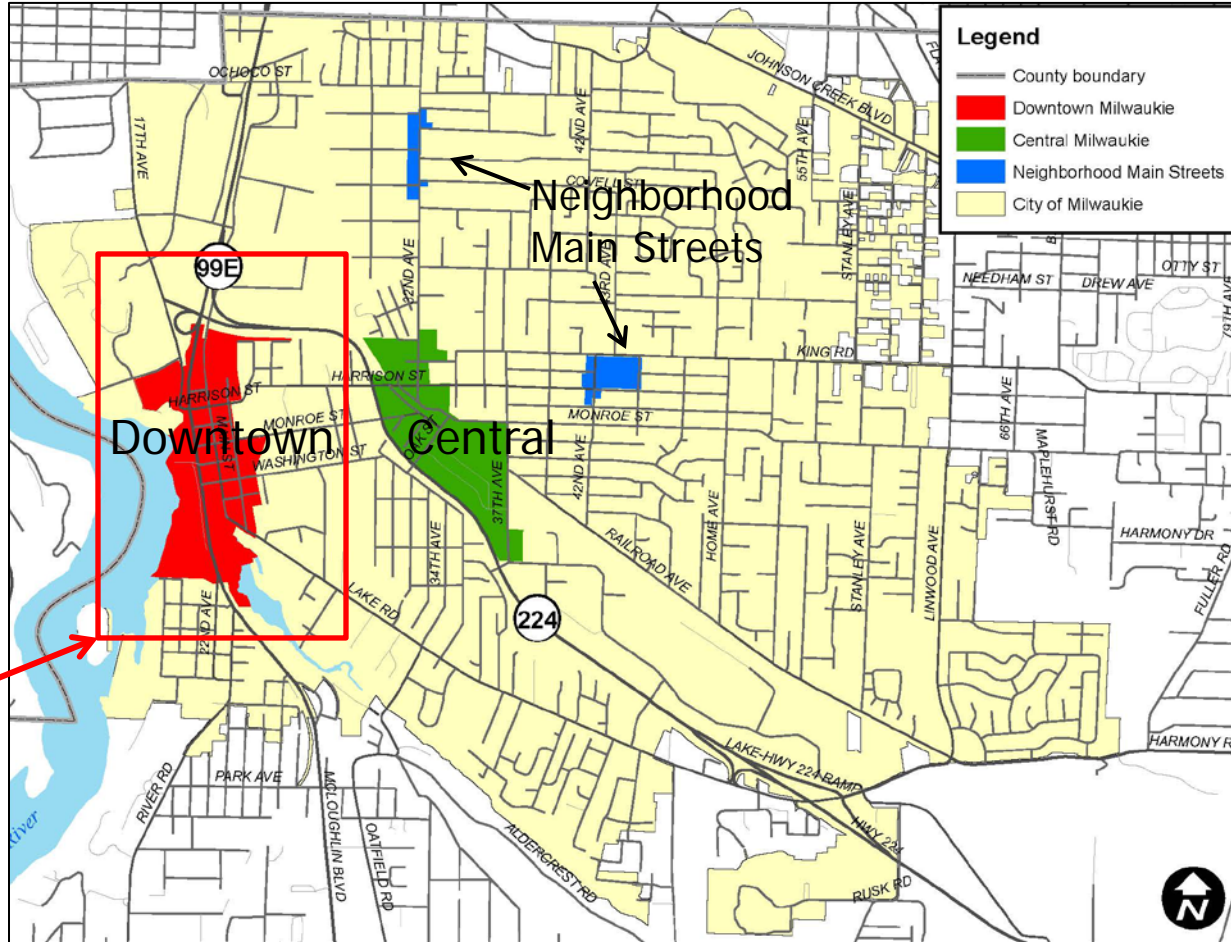
Project Overview

Moving Forward Milwaukie: Enhancing Our Commercial Districts

- Goal: To achieve appropriate development and redevelopment in the city's commercial areas.
- Previous Efforts:
 - 2000 Downtown Framework Plan
 - 2009 Riverfront Park Master Plan
 - 2011 South Downtown Concept Plan
 - 2012 "Neighborhood Main Streets" Project
 - 2013 "Fresh Look Milwaukie: Downtown Road Map" Project
- Focus: Implementation to transform the vision of previous plans into reality



Project Areas



Tonight's
Workshop



Project Schedule

Where we are today

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

**Downtown &
Central Milwaukie
Opportunity Site
Workshops**

Central Milwaukie Land
Use & Transportation
Plan

March – May 2014

Downtown Plan &
Code Amendments

April – May 2014

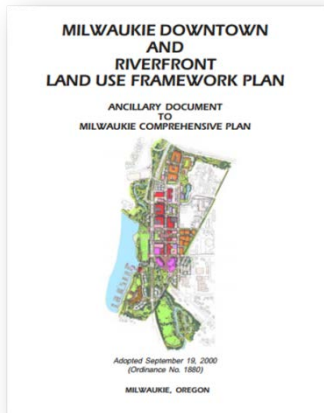
Central Milwaukie and
Neighborhood Main
Streets Plan & Code
Amendments

June – August 2014



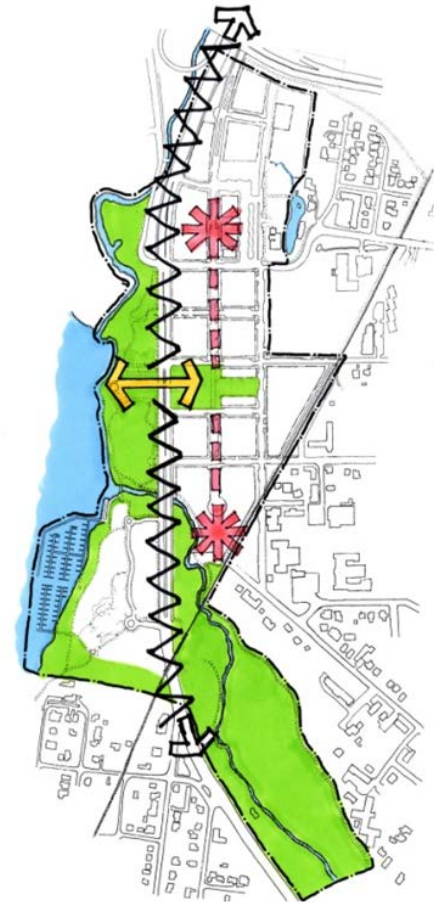
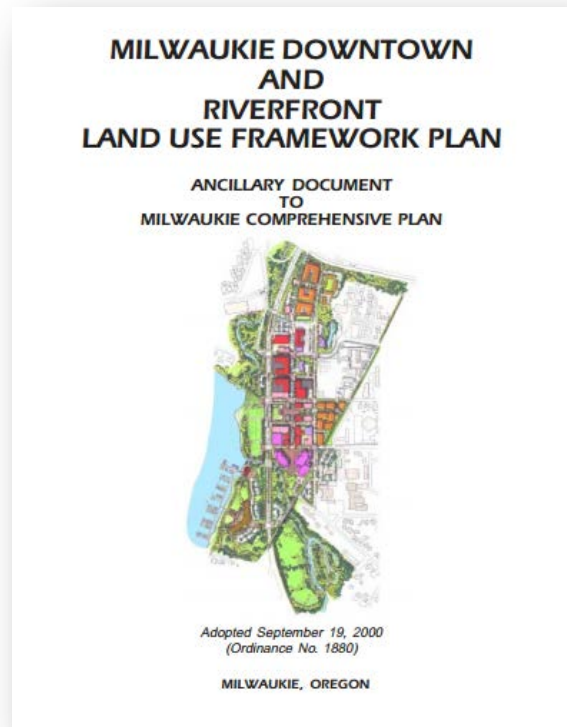
Previous Planning Efforts

- Downtown & Riverfront Land Use Framework Plan
- Riverfront Park Master Plan
- South Downtown Concept Plan
- Fresh Look Milwaukie: Downtown Road Map project

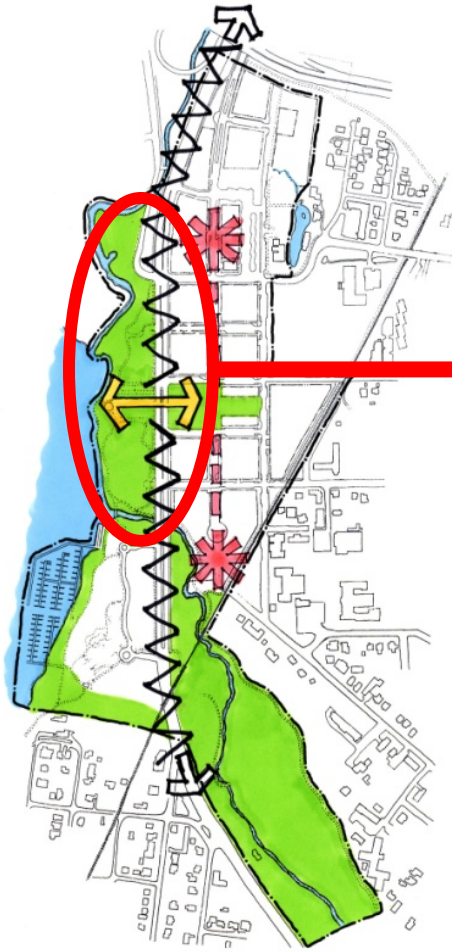


Downtown Framework Plan (2000)

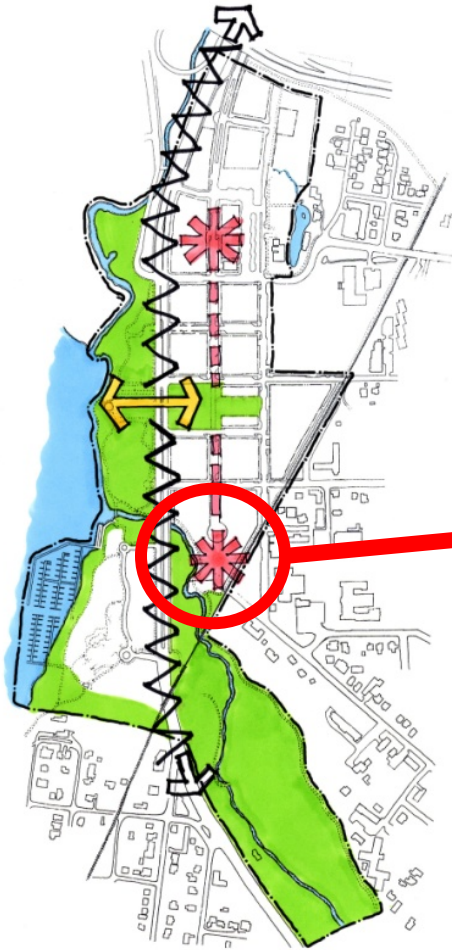
- Policy document that guides development in downtown Milwaukie



Riverfront Park Master Plan (2009)



South Downtown Concept Plan (2011)



Fresh Look Milwaukie (2013)

- Phase 1 of the downtown plan and code refresh
- Evaluated and confirmed Framework Plan policy direction for downtown
- Recommended next steps for action



MILWAUKIE:
Downtown Road Map
POLICY RECOMMENDATIONS report



Market Study Overview

- Milwaukie viewed as risky investment for developers:
 - Limited recent development to prove that it can work
 - Relatively low rents
 - Population growth has been flat since 2000
- Demographic challenges and opportunities:
 - Population is slightly older and with lower incomes than the region
 - Opportunity for senior housing, and young families
- Opportunity sites have potential:
 - Developers are interested in the sites
 - Willing and interested property owners (3 publicly owned)
 - Downtown has good bones
 - Central Milwaukie is more of a blank canvas



Opportunity Site Planning

- Several underutilized sites in Downtown and Central Milwaukie present opportunities to catalyze development in our commercial areas.
- The City is partnering with development professionals and property owners to envision and analyze the possibilities for development.
- As a result, public policies can be designed to encourage the type of development the community desires.



Opportunity Site Planning Process

1. Gain insights from potential developers.
2. Talk to property owners, stakeholders and City Council
3. Analyze strengths, weakness, opportunities and threats of each site
4. **Hear from the community at workshops**



Opportunity Site Planning Process

Steps

5. Estimate realistic constructions costs
6. Create building prototypes
7. Create draft site development plans and gather additional public input
8. Finalize site development plans and present to City Council
9. Draft plan and code amendments as needed



Opportunity Site Selection Process

Five Criteria

1. Property is located in the downtown zone
2. Property is currently underutilized
3. (Re)development would contribute to significantly more vibrant pedestrian realm
4. Property owner is a willing partner
5. Market would likely support development in the next 5 years

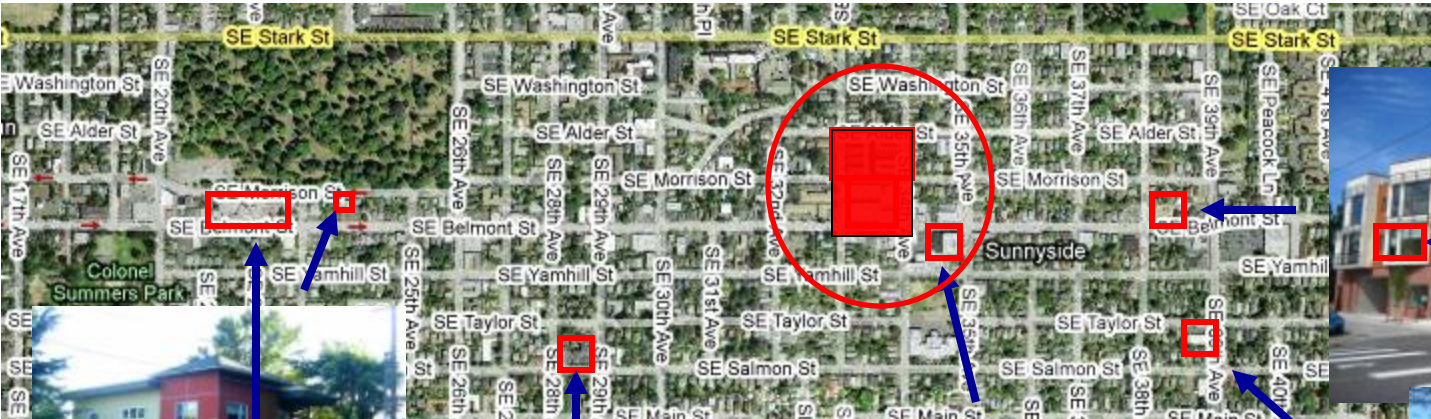


What are Catalyst Projects?

Initial Investments that Spark Other New Projects Throughout the Area



Private Investment Follows



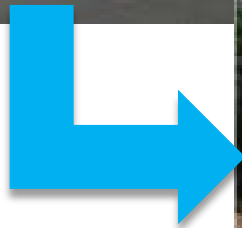
Can Re-Use Existing Buildings

Example Projects



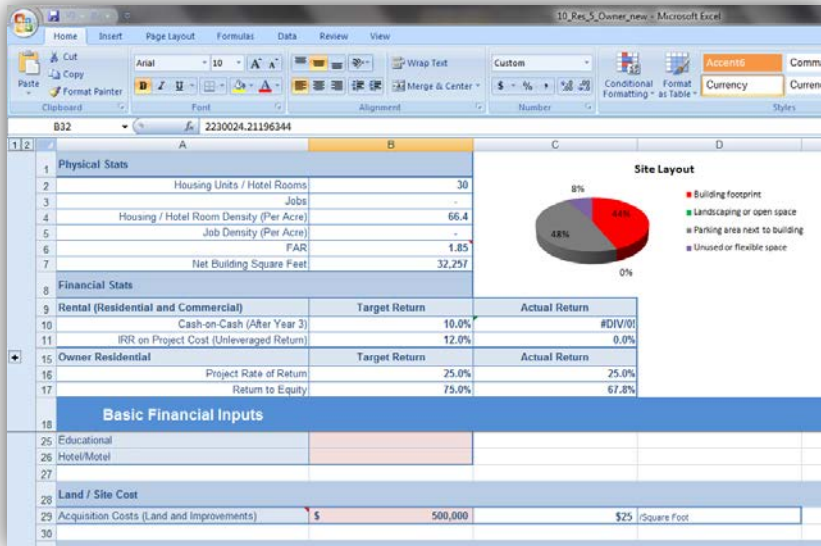
Can Re-Use Existing Buildings

Example Projects



But What is Feasible Here?

We Use Building Level Models Called Prototypes to Determine What "Pencils"



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

Feasible?



Building Prototypes Use Real World Examples

Live/Work

- 3 Stories
- 30 units / acre
- Avg Unit Size: 2,100 sq ft



Building Prototypes Use Real World Examples

Mixed Use

- 4 Stories
- 66 units / acre
- Avg Unit Size: 1,500 sq ft



Building Prototypes Use Real World Examples

Mixed Use

- 5 stories
- 64 units
- Average unit size: 850 sf
- Parking: 1.5 spaces/unit



Canyon Road, today



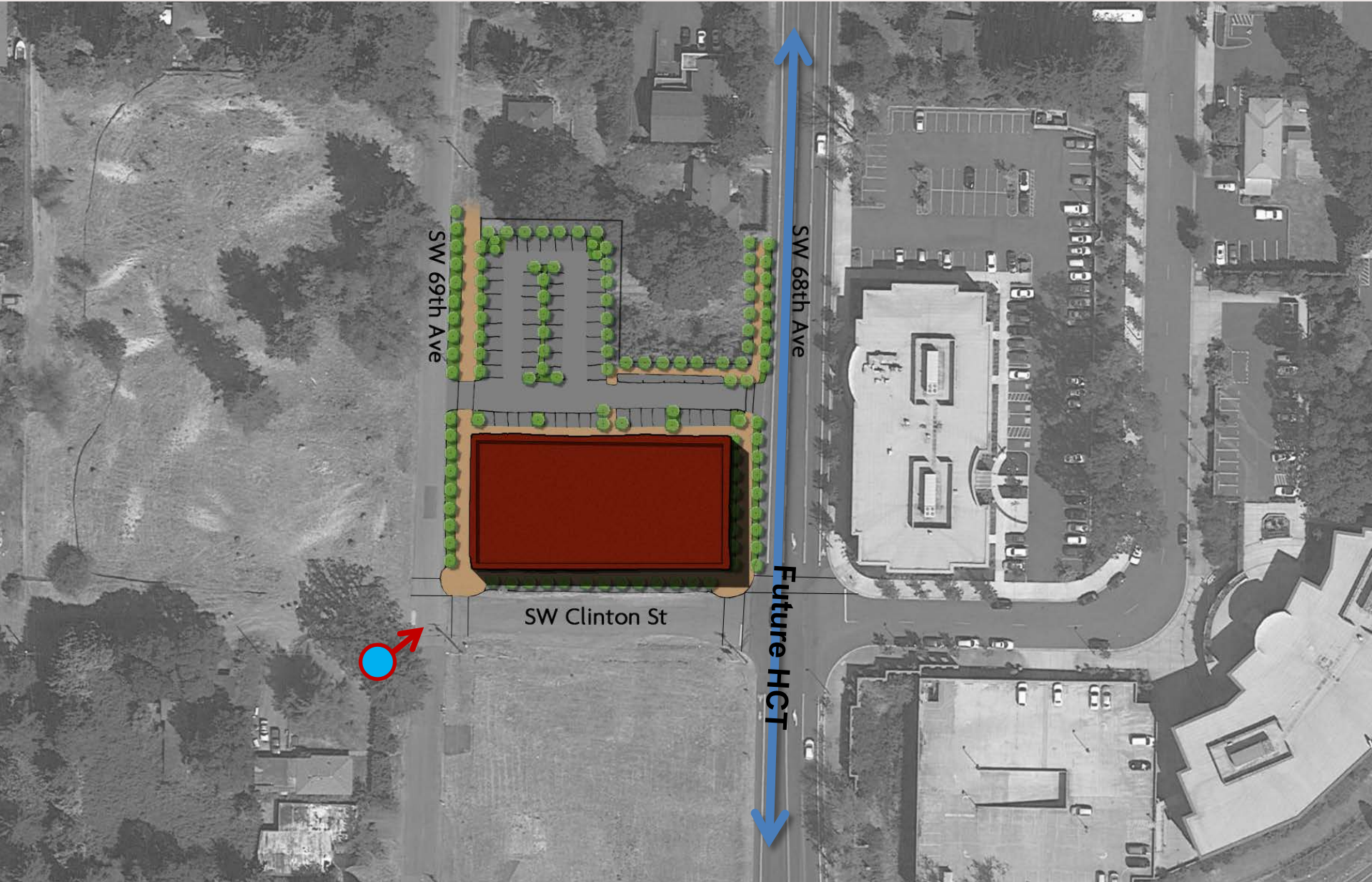
Canyon Road, future



Example Existing



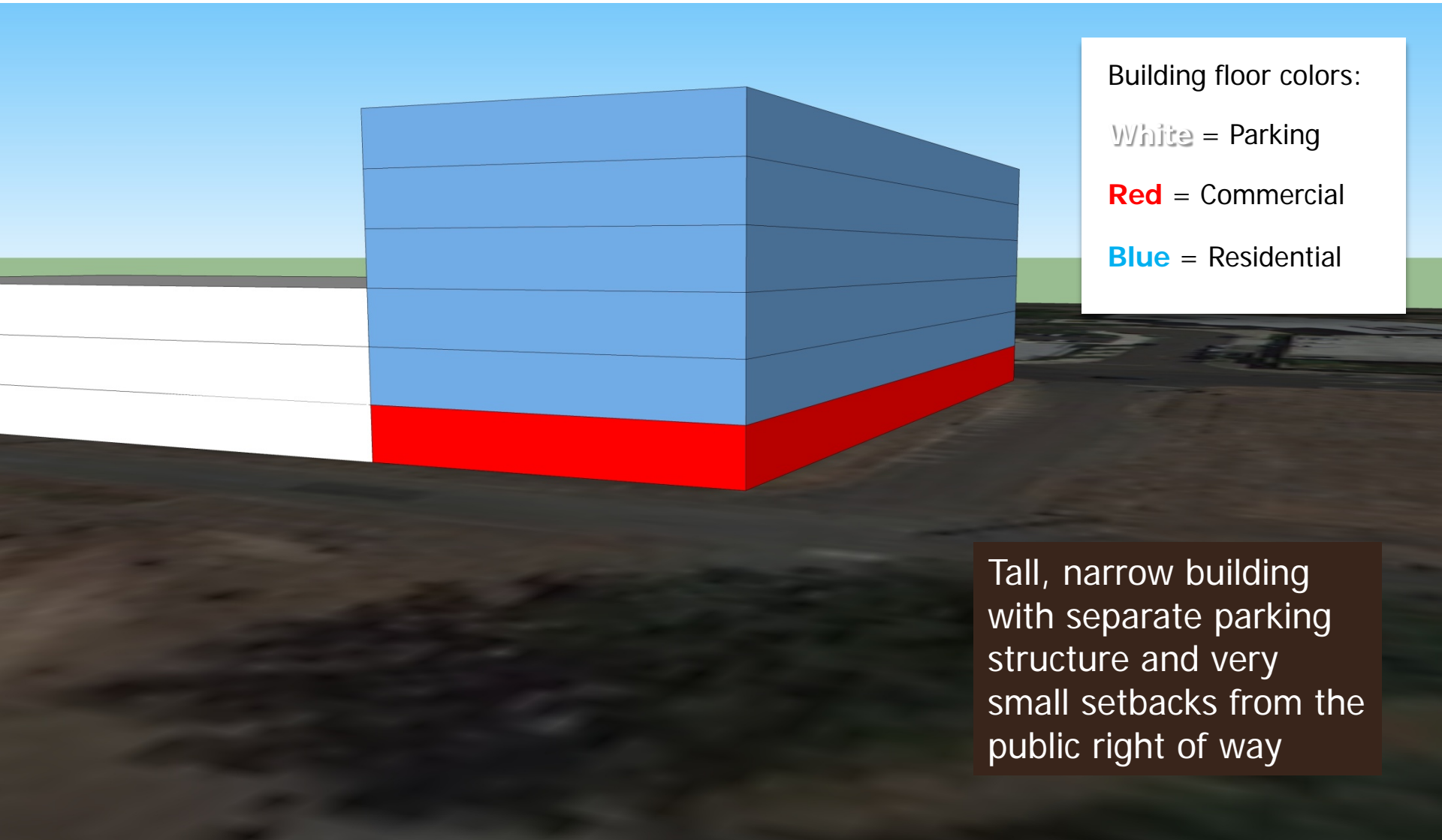
Example Site plan



Example - existing



Building Mass Alternative 2



Building floor colors:

White = Parking

Red = Commercial

Blue = Residential

Tall, narrow building with separate parking structure and very small setbacks from the public right of way

Simulation of Future Site Based on Massing Choices



Opportunity Sites

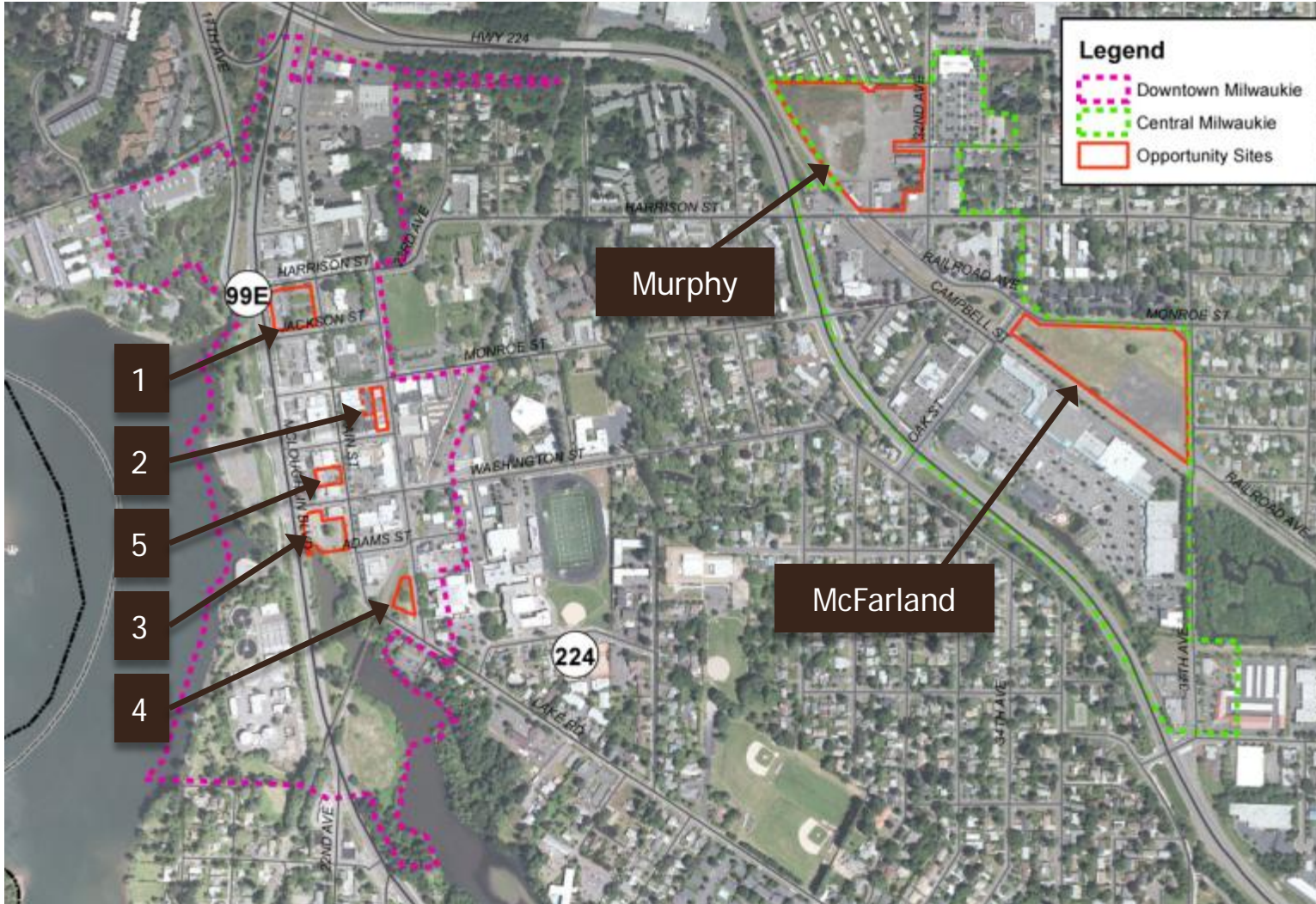
Potential Opportunity Site Development Concepts

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



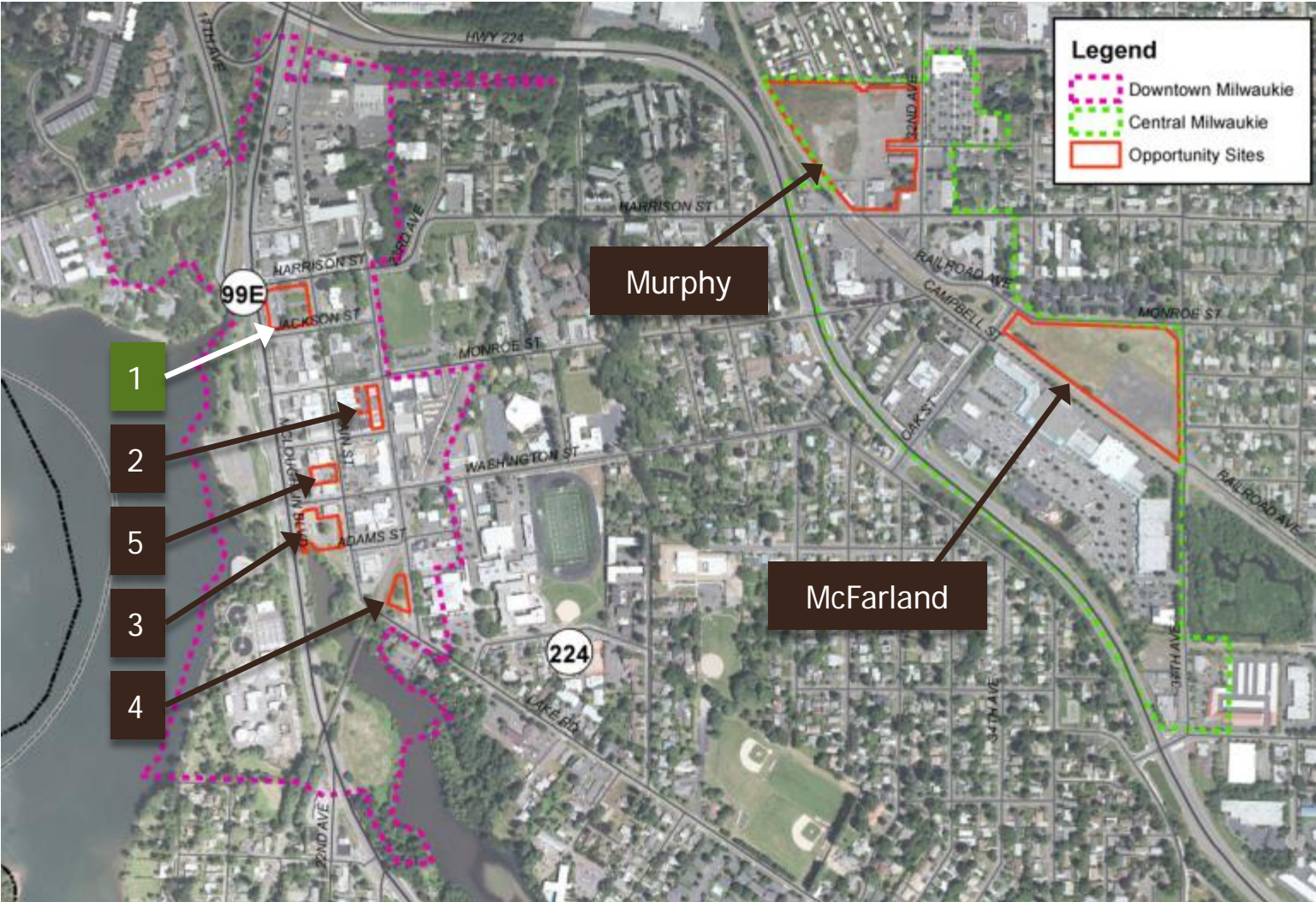
Opportunity Sites

Map



Texaco Site

Potential Opportunity Site Development Concepts



Texaco Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



Texaco Site – Overview

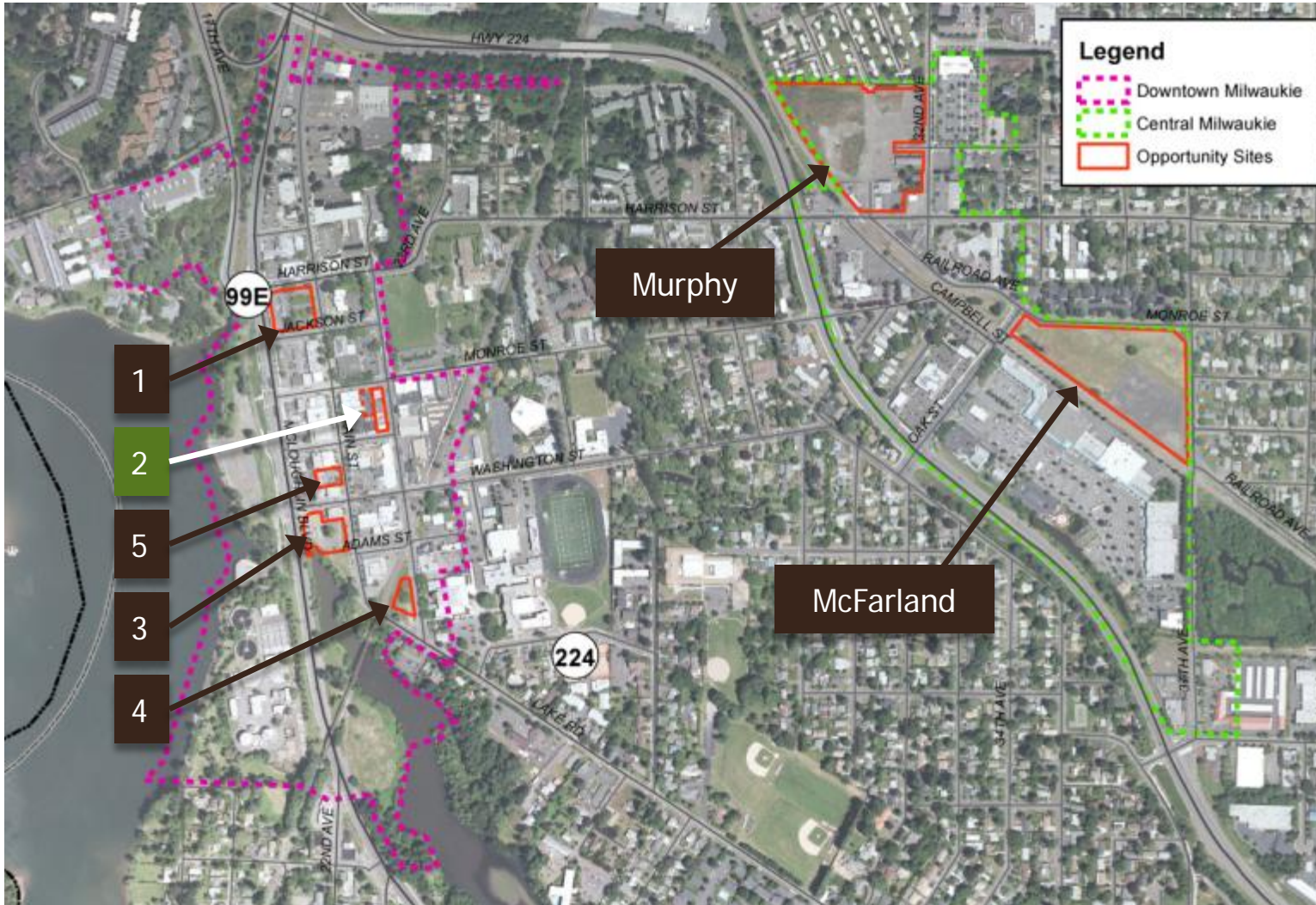
Potential Opportunity Site Development Concepts

- Likely preferred use: mixed-use residential or office above retail
- Provides “gateway” to Milwaukie
- Need to evaluate the market feasibility (and public support) for different building heights
- TOD Site – does not require replacement of existing parking
- Option for half or full-site development



Dark Horse Site

Potential Opportunity Site Development Concepts



Dark Horse Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



Dark Horse Site – Overview

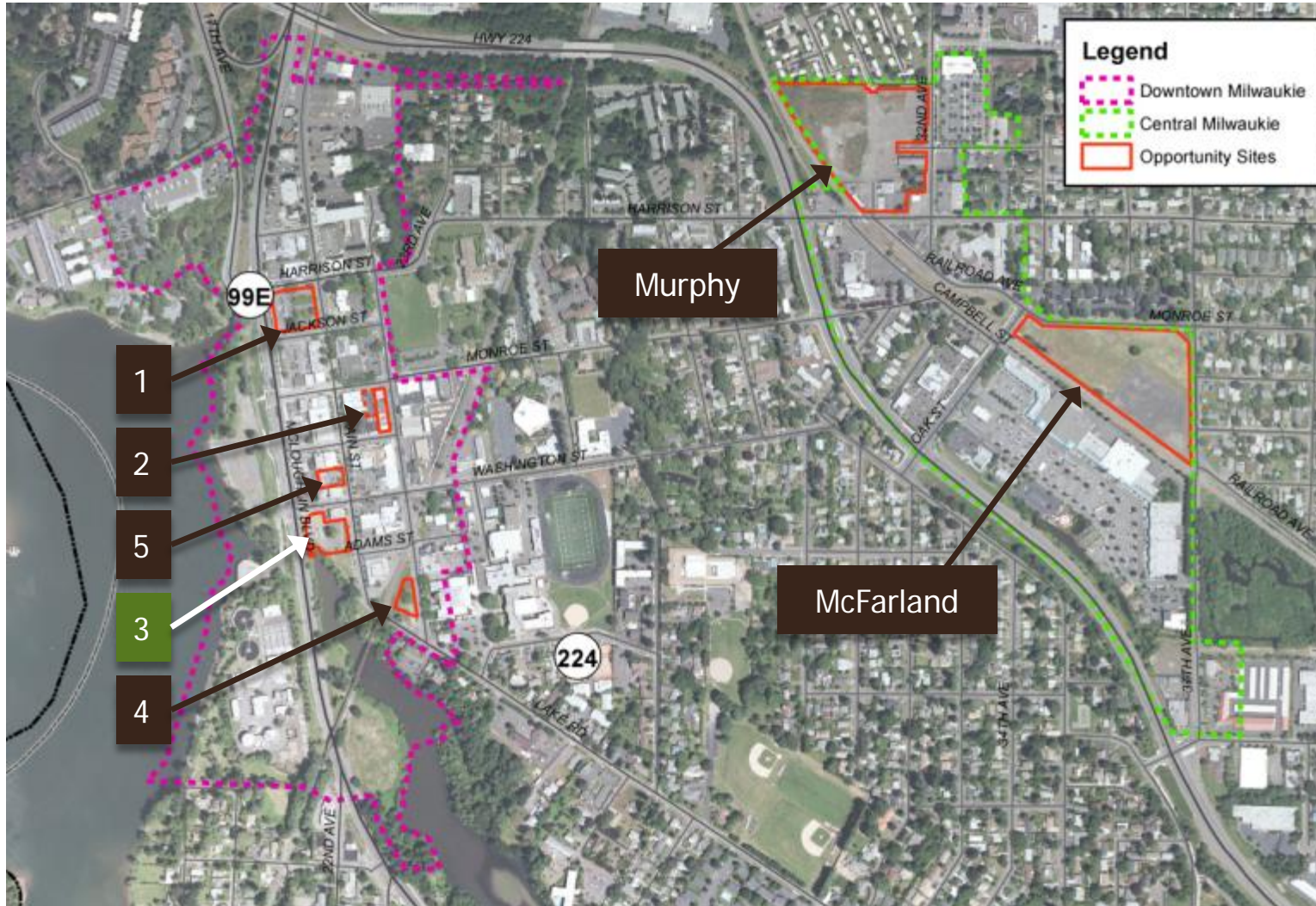
Potential Opportunity Site Development Concepts

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



Cash Spot Site

Potential Opportunity Site Development Concepts



Cash Spot Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



Cash Spot Site – Overview

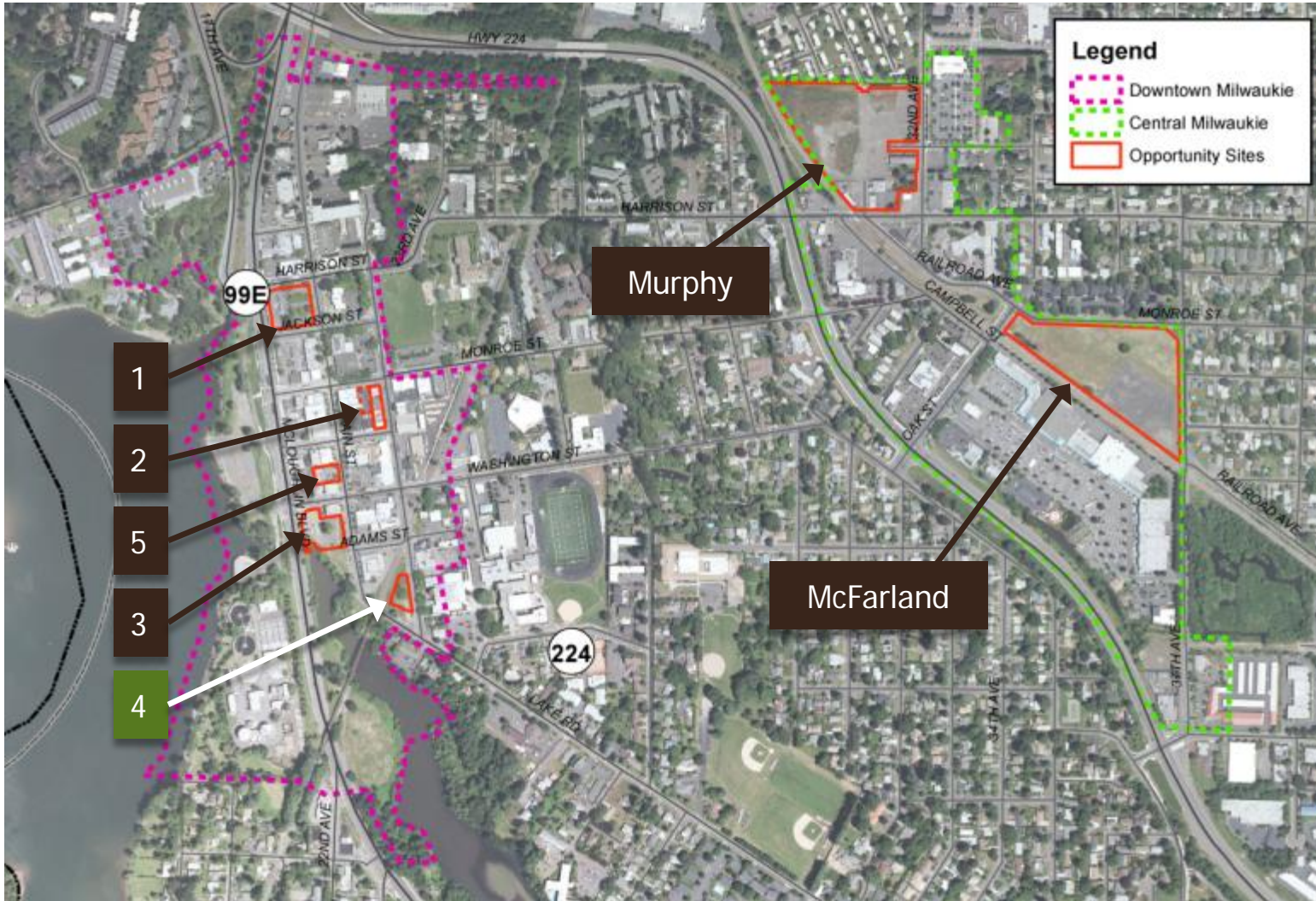
Potential Opportunity Site Development Concepts

- Likely preferred use: “ground floor” retail and mixed-use residential or office above
- Slope is conducive to great views as well as structured parking
- Provides a “gateway” to Milwaukie
- Auto access to site is a challenge
- Height restriction on the west side of the site is 35’ (Willamette Greenway Overlay)



Triangle Site

Potential Opportunity Site Development Concepts



Triangle Site

Potential Opportunity Site Development Concepts



Boundaries presented here are approximate.



Triangle Site – Overview

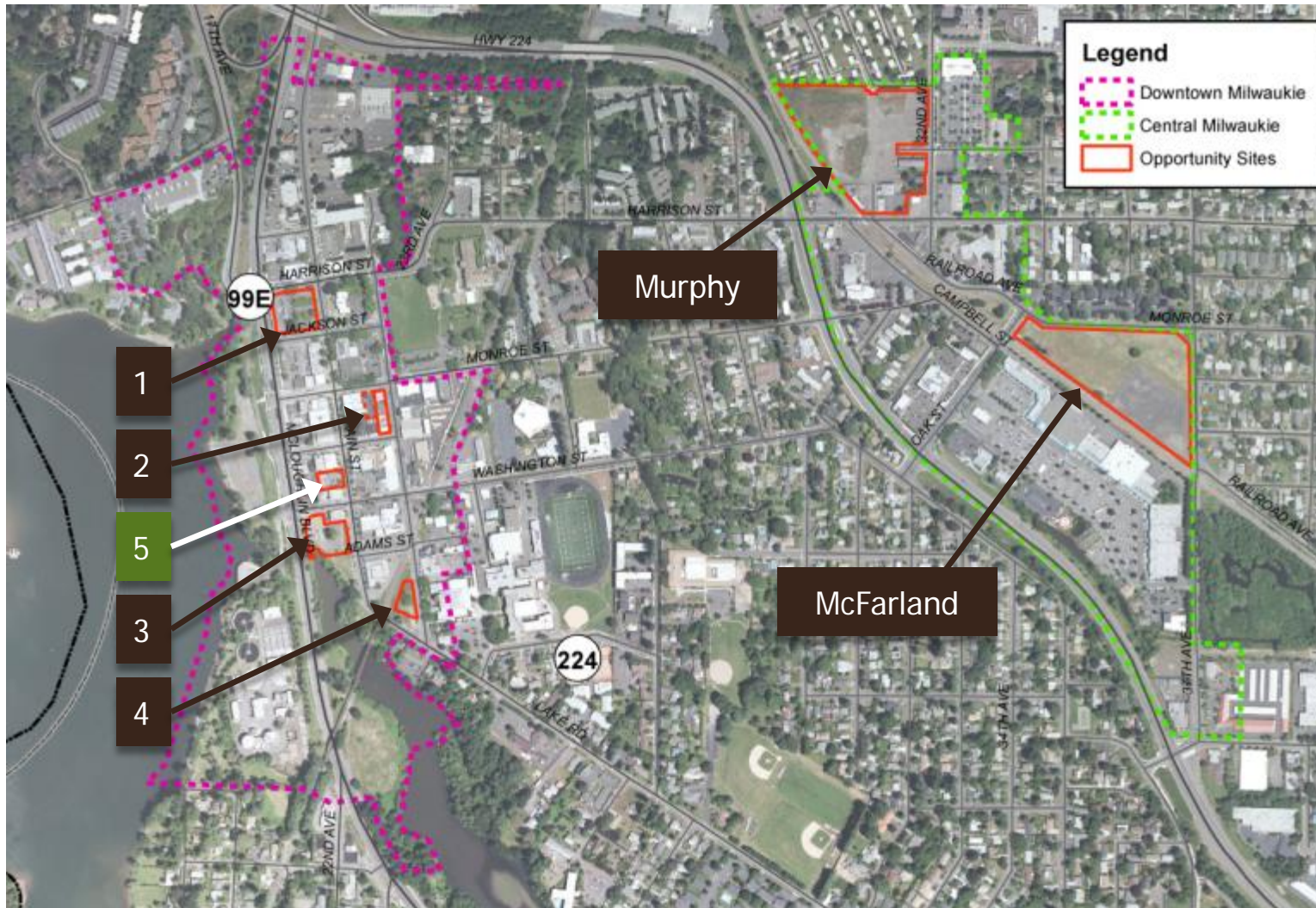
Potential Opportunity Site Development Concepts

- Likely preferred use: 2+ story transit-oriented retail space
- Food cart pod could be an alternative (perhaps temporary) use
- TOD development (assume no onsite parking required)



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 – Overview

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.



What Do Developers Want?

- Not all developers are alike
- General: Return on investment, low-risk, speedy process
- Market: Have other projects been successful? What do we learn from demographic trends?
- Government: Clear zoning code, flexible uses, expedient process, public financing sources
- Community: Accessibility, streetscape, parks, walkability, etc.
- Site Attributes: Visibility, no contamination, slope, views, public street frontage, etc.



Instant Polling

Getting Familiar with the Keypads

- There are no right or wrong answers!
- Go with your “gut reaction!”



Let's try it...

Instant Polling! - Getting Familiar with the Keypads

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

1. Yes

2. No



Instant Polling! - Getting Familiar with the Keypads

How old are you?

1. Under 18

2. 19 – 30

3. 31 – 55

4. 56 – 70

5. 71 or older



Instant Polling! - Getting Familiar with the Keypads

Where do you live?

1. Ardenwald – Johnson Creek
2. Hector-Campbell
3. Historic Milwaukie
4. Island Station
5. Lake Road
6. Lewelling
7. Linwood
8. Other



Instant Polling! - Getting Familiar with the Keypads

How do you use Downtown Milwaukee?

1. I live Downtown
2. I work Downtown
3. I shop Downtown
4. All of the above
5. None of the above



Ready . . .

Set . . .

Go!

Fresh Look Milwaukie: Corridor and Downtown Area Concept Map

Do you agree with the following
Fresh Look Milwaukie
recommendations?

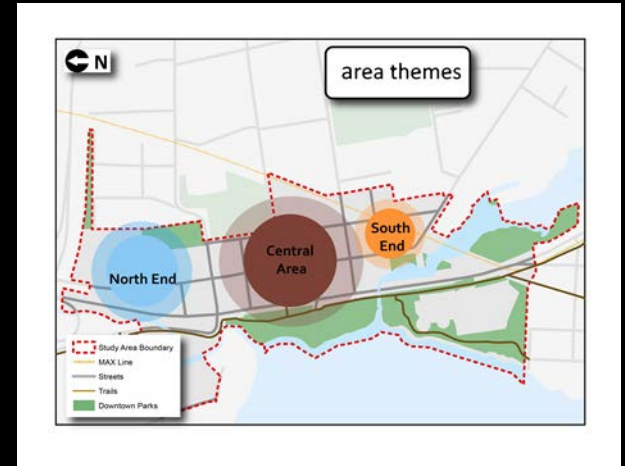
We should prioritize development in...

1. North Downtown
2. Central Downtown
3. South Downtown
4. All are equally important
5. No new development is needed



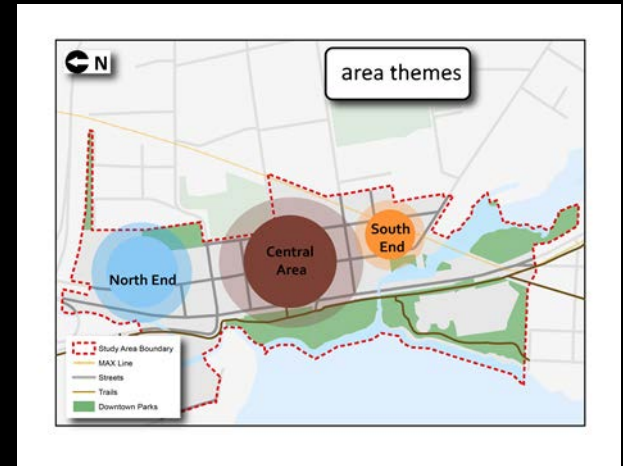
Having more places to LIVE would be desirable in...

1. North Downtown
2. Central Downtown
3. South Downtown
4. All of the Downtown
5. None of the above



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

1. North Downtown
2. Central Downtown
3. South Downtown
4. All of the Downtown
5. None of the above



We should prioritize development in...

1. McLoughlin Blvd. (HWY 99E)
2. Main St.
3. 21st Ave.
4. All are equally important
5. No improvements are needed



Visual Preference Survey

What do you think about these
pictures?



ZUPAN'S

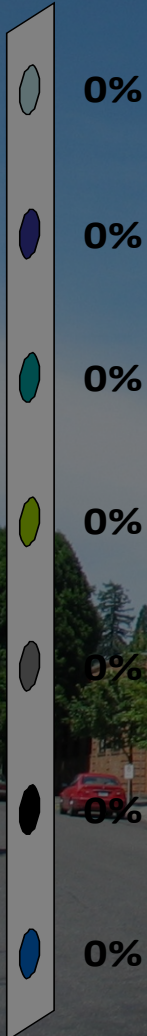
ZUPAN'S

Belmont
BLAIR



What do you like most about this picture?

1. The size and scale of the building
2. The balconies
3. The brick façade
4. The street trees
5. The parking
6. The awnings
7. I don't know, I don't like it





What do you like most about this picture?

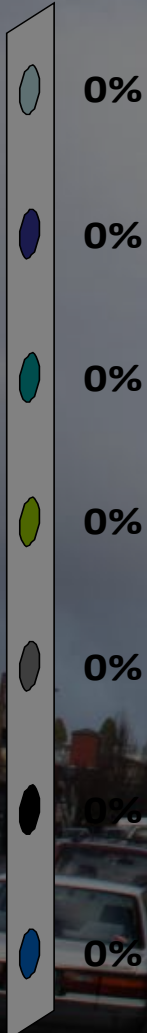
1. The building materials
2. The street furniture
3. The landscaping
4. The streetscape
5. The size and scale of the building
6. The bollards
7. I don't know, I don't like it





What do you like most about this picture?

1. The balconies
2. The building materials
3. The landscaping
4. The parking
5. The size and scale of the building
6. The windows
7. I don't know, I don't like it





NIKE FACTORY STORE



What do you like most about this picture?

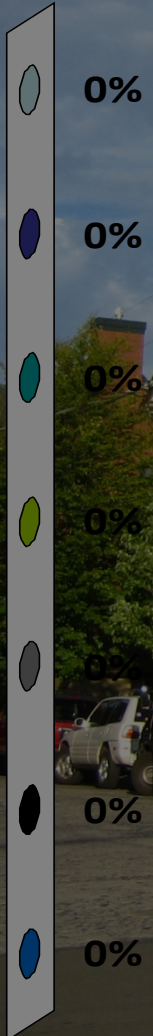
1. The lighting
2. The street furniture
3. The landscaping
4. The street trees
5. The size and scale of the building
6. The windows
7. I don't know, I don't like it





What do you like most about this picture?

1. The building entrances
2. The building materials
3. The balconies
4. The street trees
5. The size and scale of the building
6. The windows
7. I don't know, I don't like it





What do you like most about this

plaza?

1. The landscaping
2. The construction materials
3. The shelters
4. The trees
5. The lighting
6. I don't know, I don't like it

0%

0%

0%

0%

0%

0%



Map Exercise

Participants build their own ideal development scenario.



Map Exercise

- Teams of 5-6 people
- 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



Map Exercise

Downtown Workshop Map



Map Exercise

Participants will build their own plan as a group

Part 1

1. Arrange chips on the opportunity sites

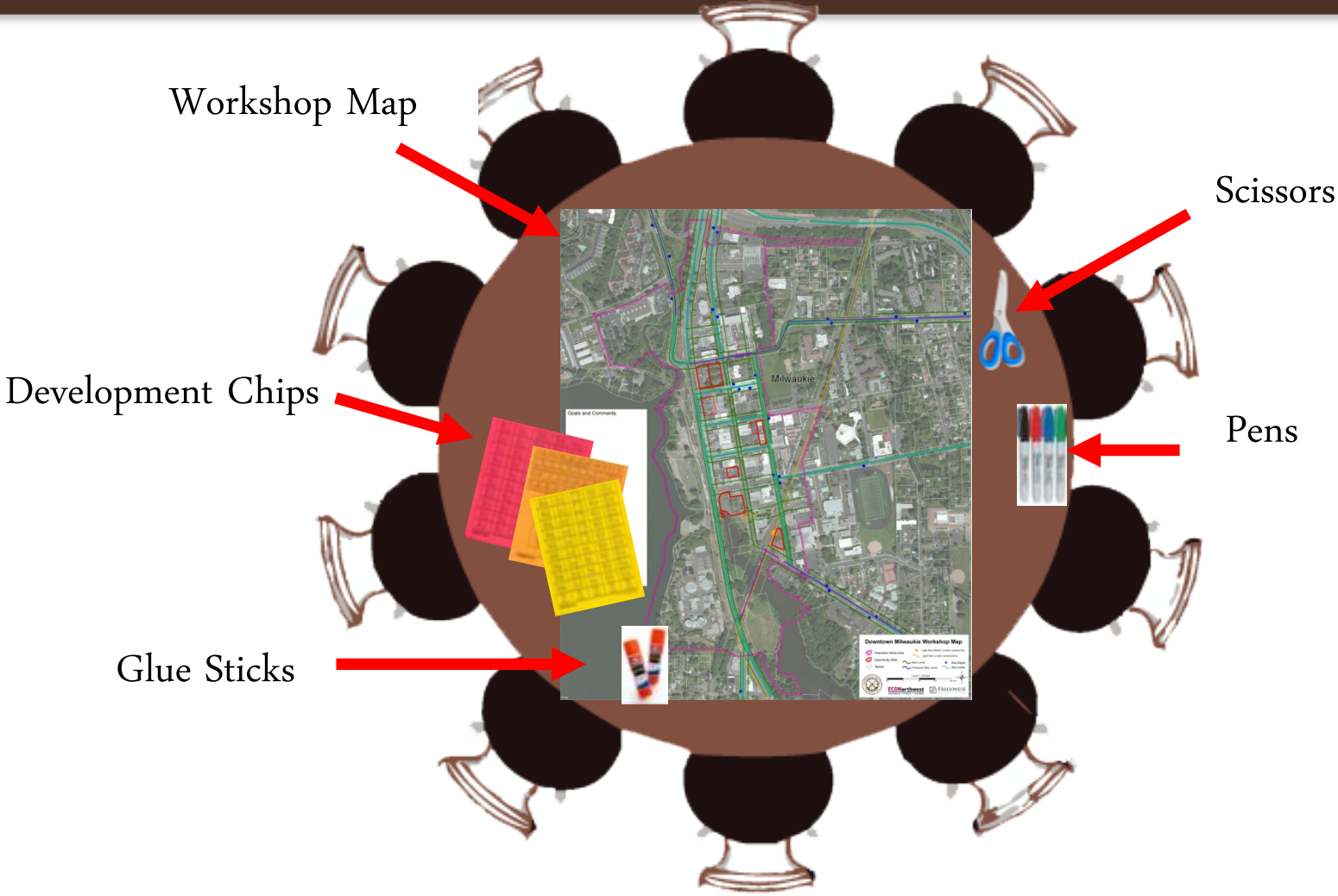
Part 2

1. Arrange chips 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

Tools



Map Exercises

Game Pieces

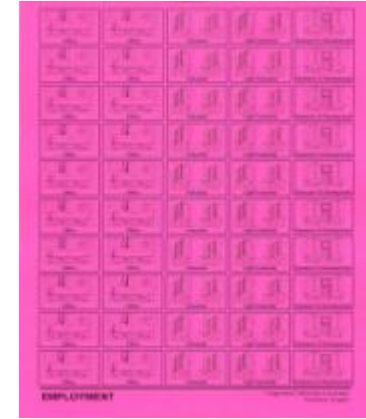
Mixed Use



Commercial



Employment



Residential



Civic



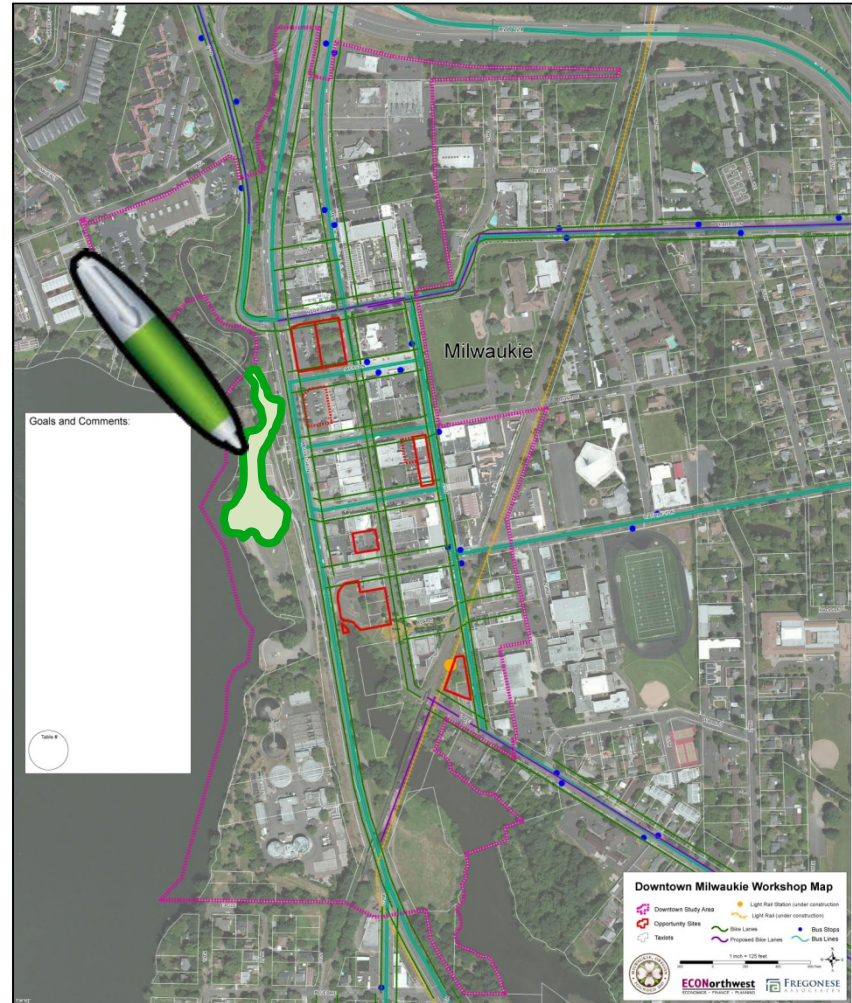
Open Space



Map Exercise

Decide where NOT to grow

- Mark areas important for protection and conservation:
 - Open space, green corridors and conservation areas
 - Historic buildings and other significant sites



Map Exercise

Transportation Networks

Bicycle & Pedestrian Networks



Transit



New Roads or Roadway Improvements



Mixed Use



Housing Over Retail

Office Over Retail



Mixed Use



Housing Over Retail



Mixed Use



Office Over Retail



Mixed Use



Live/Work



Employment



Medical/Office



Employment



Medical/Office



Commercial



Hotel

Restaurant



Commercial



Café/Coffee Shop

Grocery



Residential



Rowhouses

Multifamily



Residential



Multifamily



Civic



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

Civic



Day Care, Recreation Center,
Senior Center

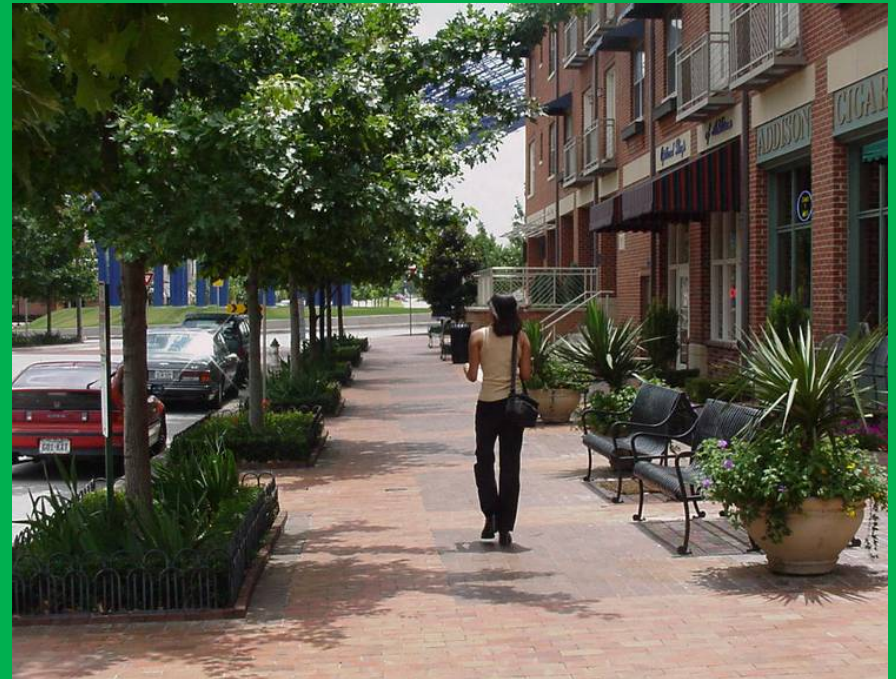


Open Space



Plaza or Park

Sidewalk Improvement



Open Space



Bus Shelter

Crosswalk



Map Exercise



Map Exercise



Completed Workshop Maps



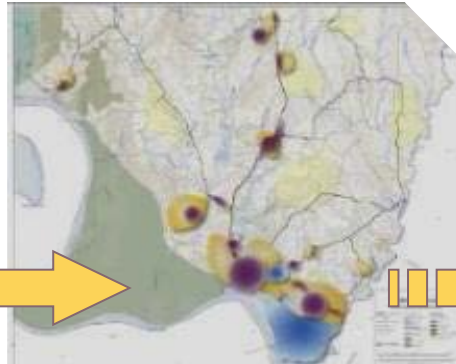
We use your maps to build scenarios

Preview of Activities for Upcoming Workshops

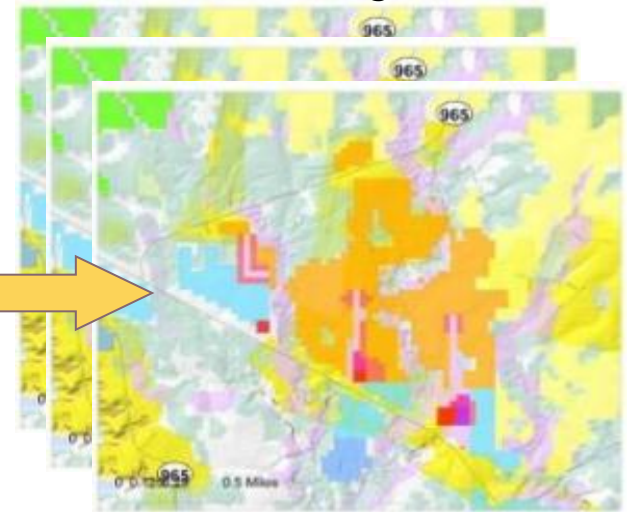
Your Input



Concepts and Analysis



Alternative Scenarios for Testing



Other Opportunities for Engagement

Future Workshops and Public Outreach

- Oct. 29th (tomorrow): Central Milwaukie Opportunity Site Workshop
- Nov. 5th: City Council Worksession – Draft Market Study
- Dec. 5th: Public Event to Review Draft Development Concepts for Opportunity Sites
- May, June & July 2014: Public Events to Review Draft Plan and Code revisions
- Sign up for monthly project update emails
- Follow City of Milwaukie on Facebook and Twitter (@cityofmilwaukie)
- Visit project webpage



Tomorrow: Central Milwaukie Workshop

Central Milwaukie Opportunity Sites Workshop

When: Tue, Oct 29th 6:00pm - 8:00pm

Where: Public Safety Building, 3200 SE Harrison St



Let the workshop begin!

Please Visit the Web Site for Updates

www.milwaukieoregon.gov/planning

The screenshot shows the Milwaukie City website's Planning page. At the top left is the Milwaukie logo with the tagline "Dogwood City of the West". To the right is a navigation menu with links for "OUR COMMUNITY", "BUSINESS", "DEPARTMENTS", and "E-SERVICES". Below the navigation is a large banner image of white dogwood flowers with the word "Planning" and a link "(Contact Us)". A dark blue 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 article is titled "Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff!". It includes the following details: **Event Title:** Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff!; **Date/Time:** Thu, Oct 3rd 6:00pm - 7:30pm; **Location:** St. Johns Episcopal Church, 2036 SE Jefferson St. Below the text is an image of a sidewalk with chalk markings: an upward arrow, "good stuff", and "This Way". To the right of the image is a call to action: "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." This is followed by a "WHAT" section describing a fun-filled public kick-off event for the Moving Forward Milwaukie: Enhancing Our Commercial Corridors project. The "WHEN" section states: "Thursday, October 3rd @6pm-7:30pm". The "WHERE" section states: "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 of the main article is a "Planning Events" section listing three events: 1) "Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff!" on Thu, Oct 3rd 6:00pm - 7:30pm; 2) "Moving Forward Milwaukie - Downtown Opportunity Sites Workshop" on Mon, Oct 28th 6:00pm - 8:00pm; and 3) "Moving Forward Milwaukie - Central Milwaukie Opportunity Sites Workshop" on Tue, Oct 29th 6:00pm - 8:00pm. Below this is a "Planning Meetings" section with a link for "Moving Forward Milwaukie: Enhancing Our Commercial Districts - District".

