



Opportunity Sites: Workshops and Online Survey Results

Moving Forward Milwaukie • November 2013

Summary of Results

Number of respondents

Downtown Workshop (10/28/13): 13

Downtown Online Survey (11/12/13 – 11/22/13): 19

Total Downtown: 32

Central Milwaukie Workshop (10/29/13): 23

Central Milwaukie Online Survey (11/12/13 – 11/22/13): 16

Total Central Milwaukie: 39

Total respondents: 71



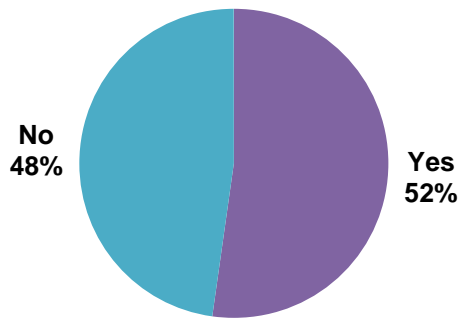


Workshop and Online Survey Results: **Downtown**

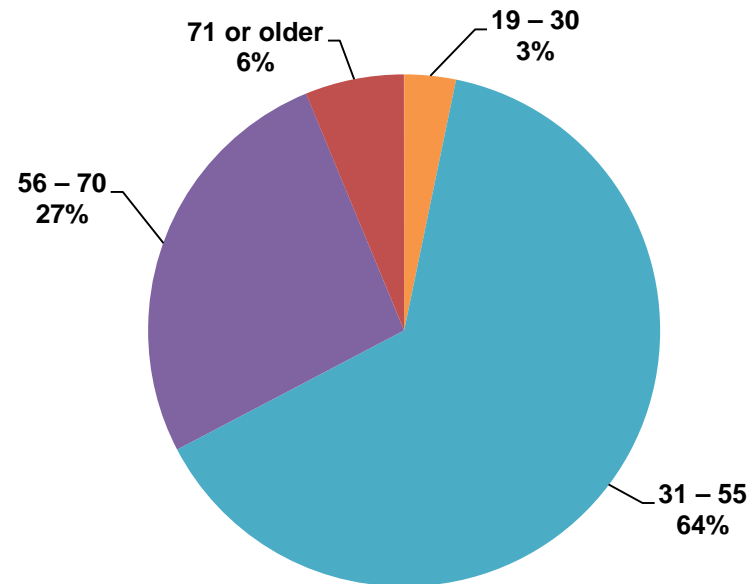
Most respondents were between 31-55, but a substantial number were between 56-70. Very few respondents under 30.

Past participation in planning and age

Percentage first time participants in planning activity for downtown

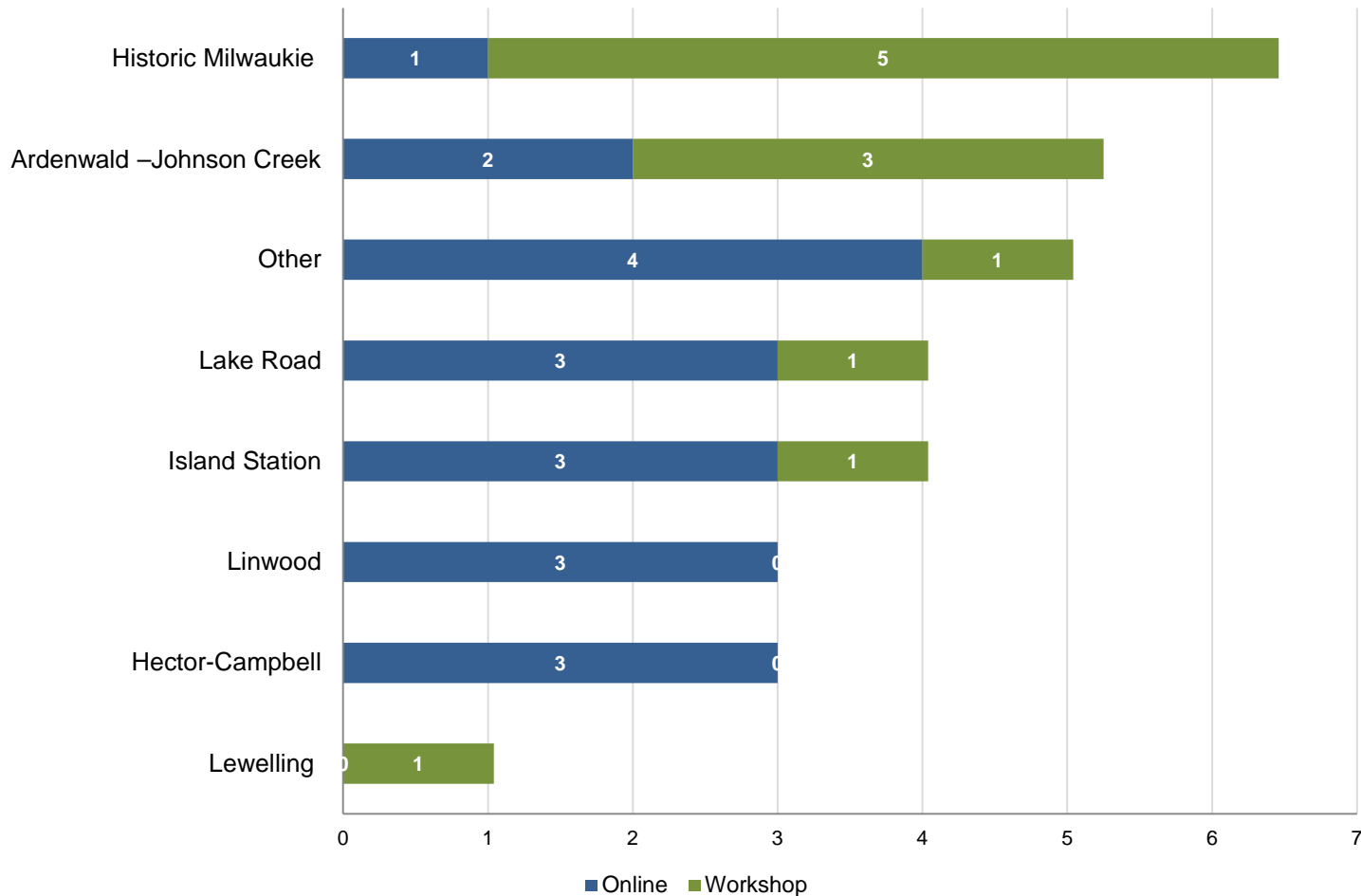


Age of respondents



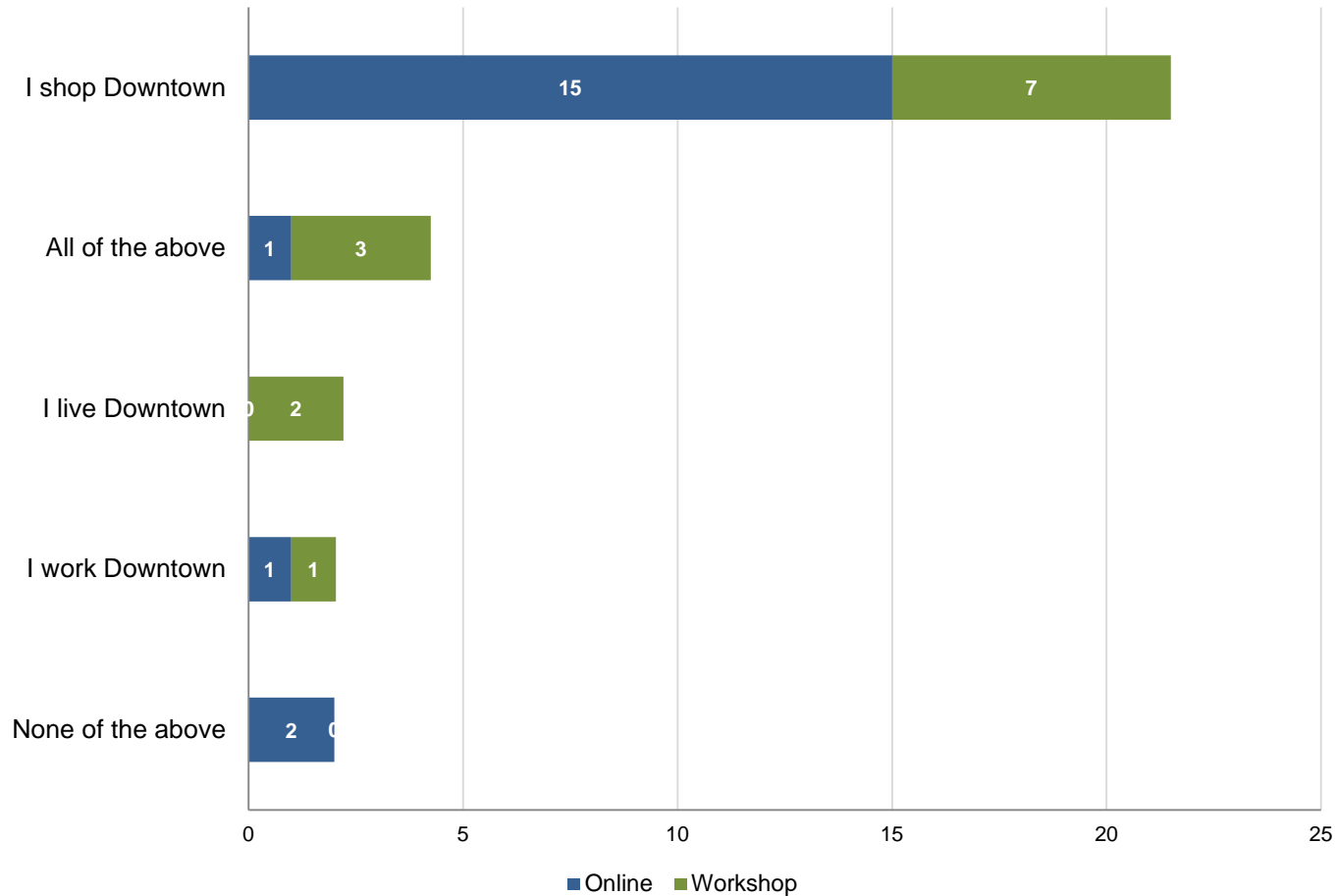
Most neighborhoods were well-represented with the exception of Lewelling. Some non-residents took the online survey.

Where do you live?



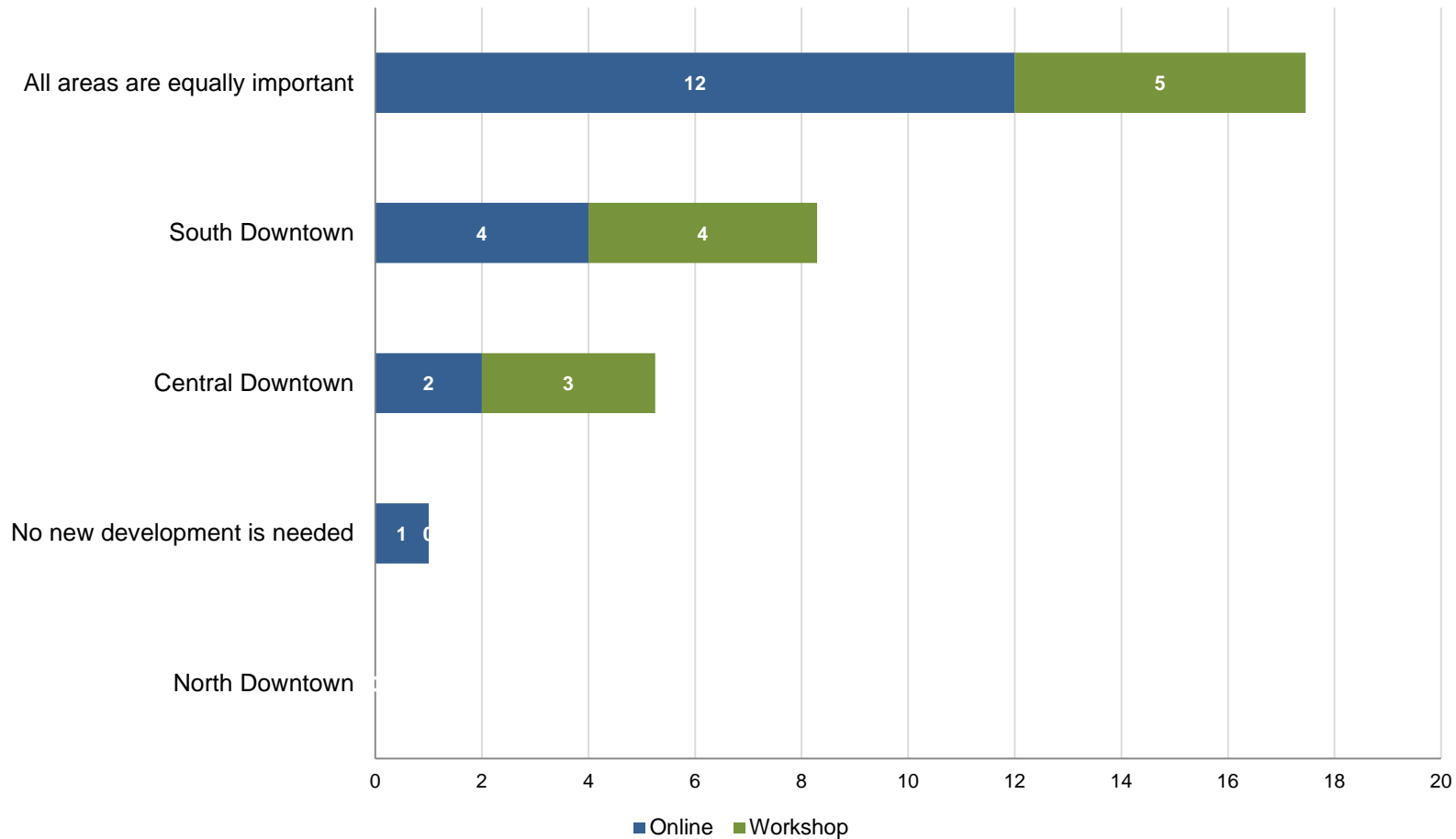
Eighty percent of respondents shop downtown and very few live or work downtown.

How do you use downtown?



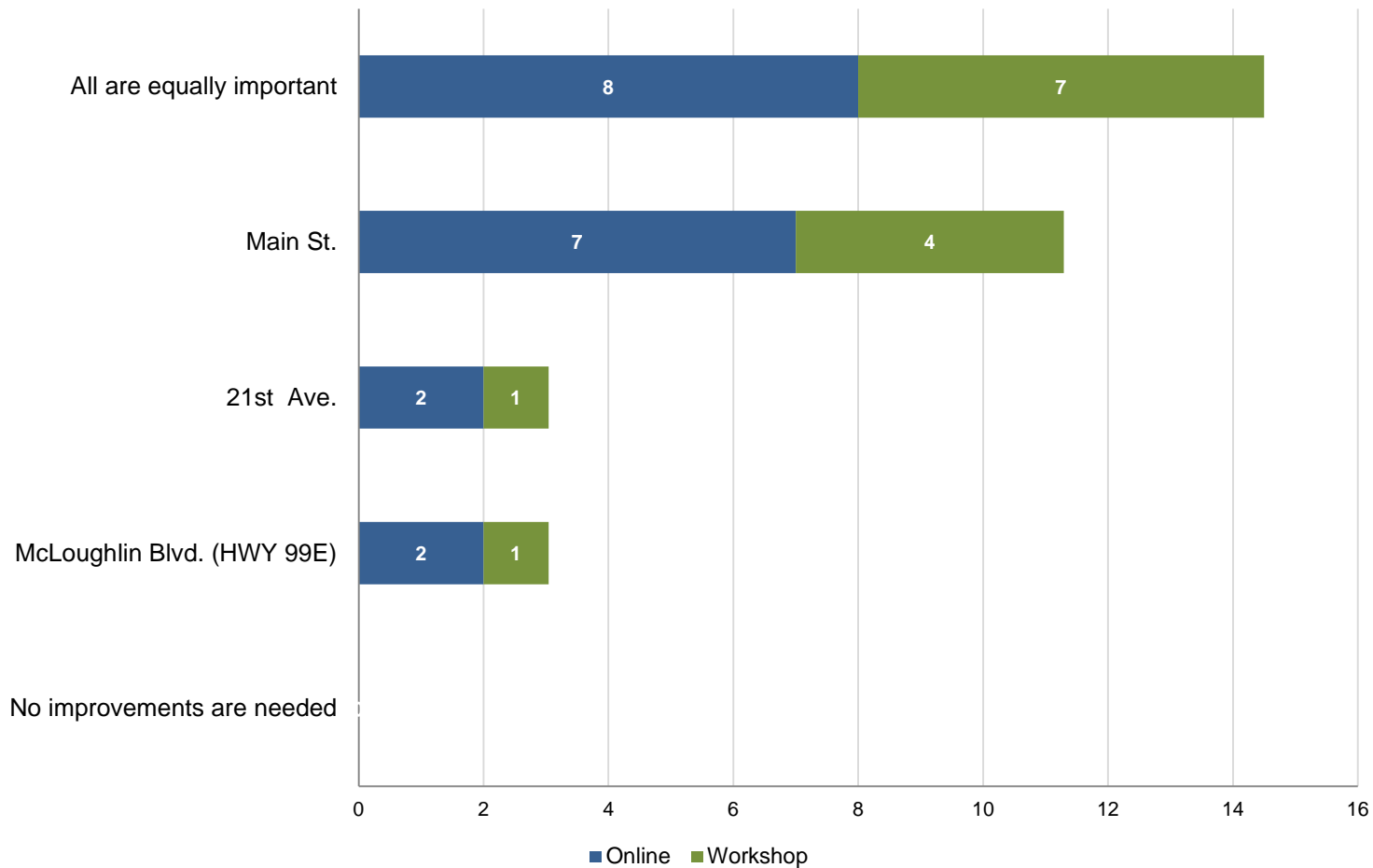
Most believe development should happen across downtown, but over a quarter think South Downtown is the top priority.

We should prioritize development in...



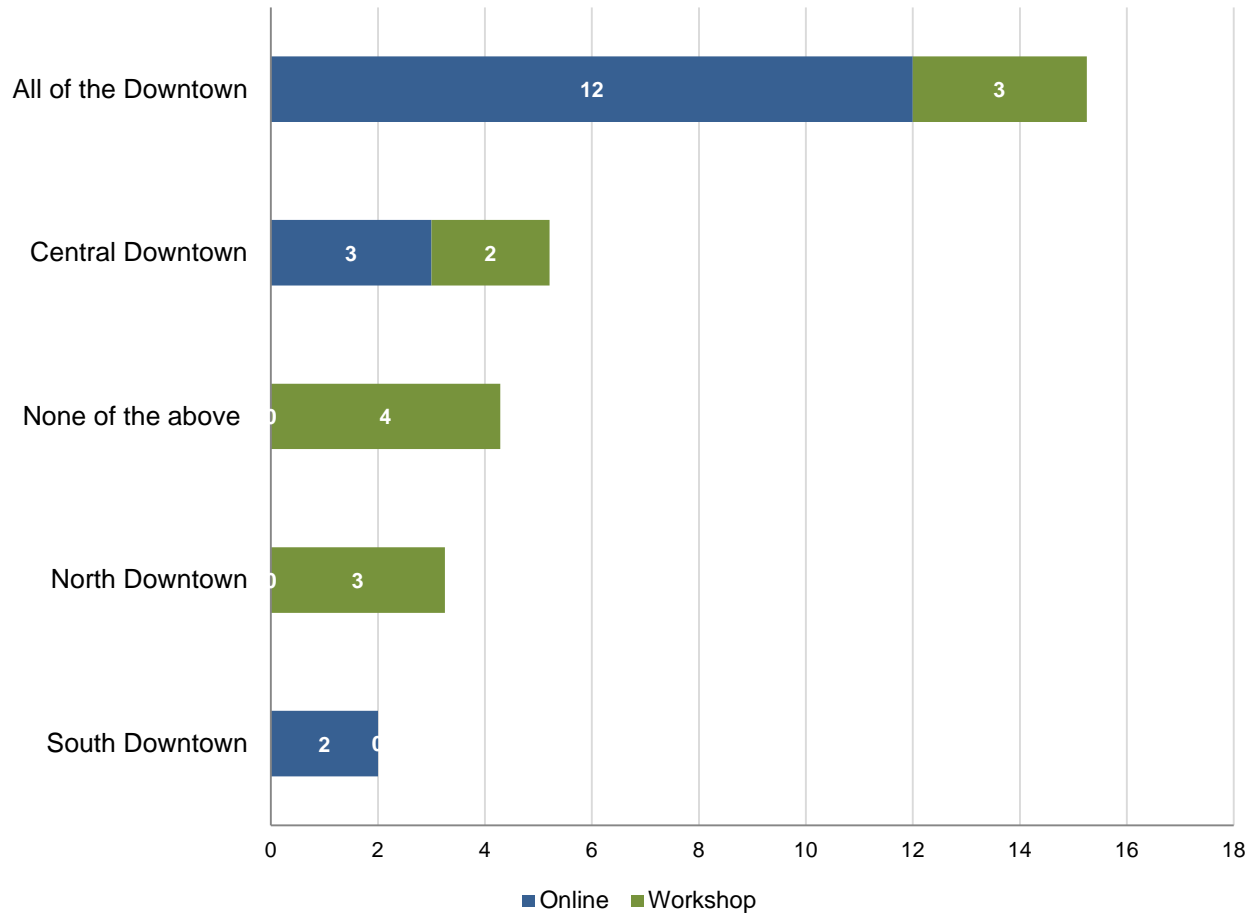
Main Street is seen as highest priority for a single street, but 45% of respondents see all streets as equally important.

We should prioritize development in...



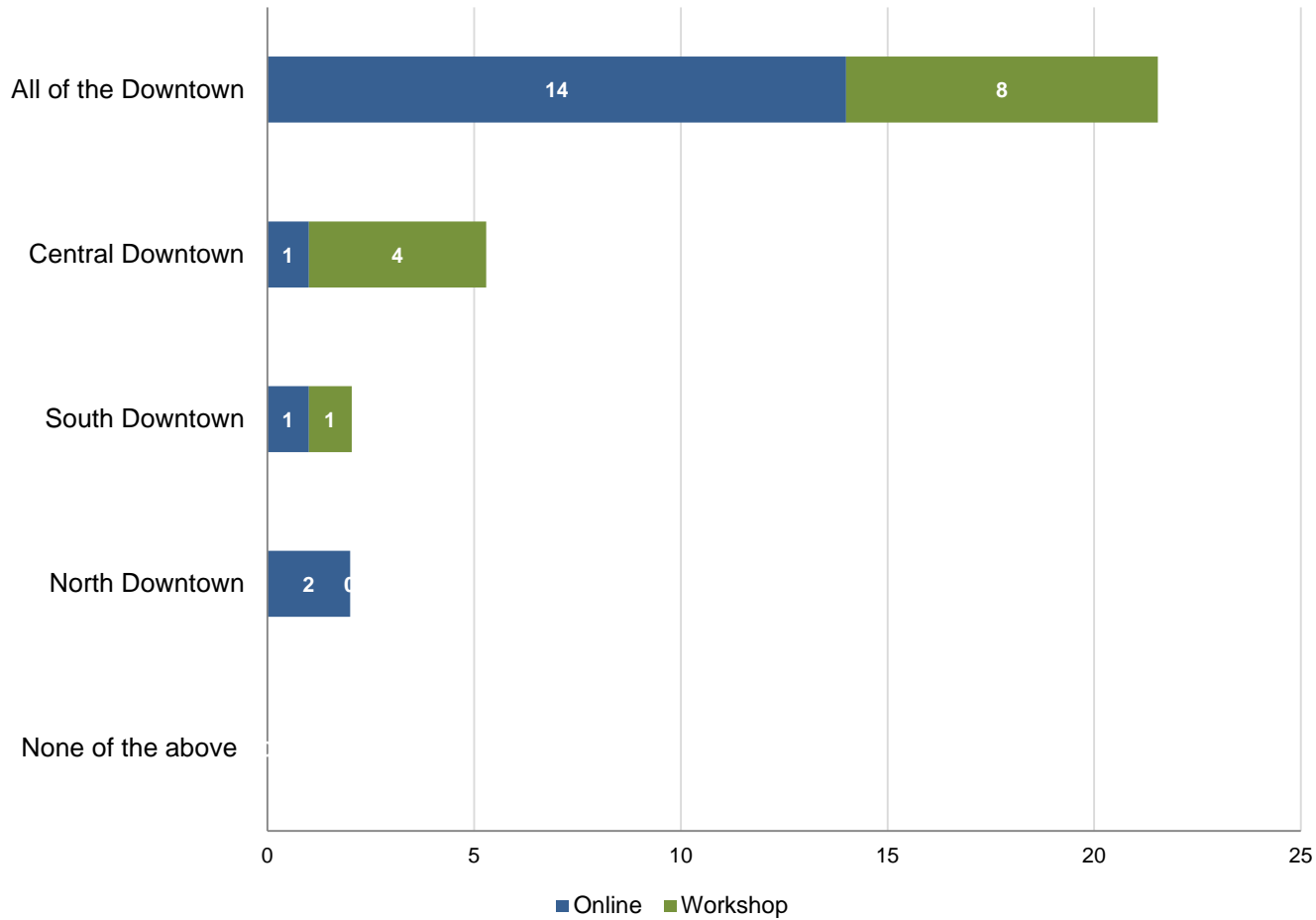
New residential development is seen as important in every area of downtown.

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



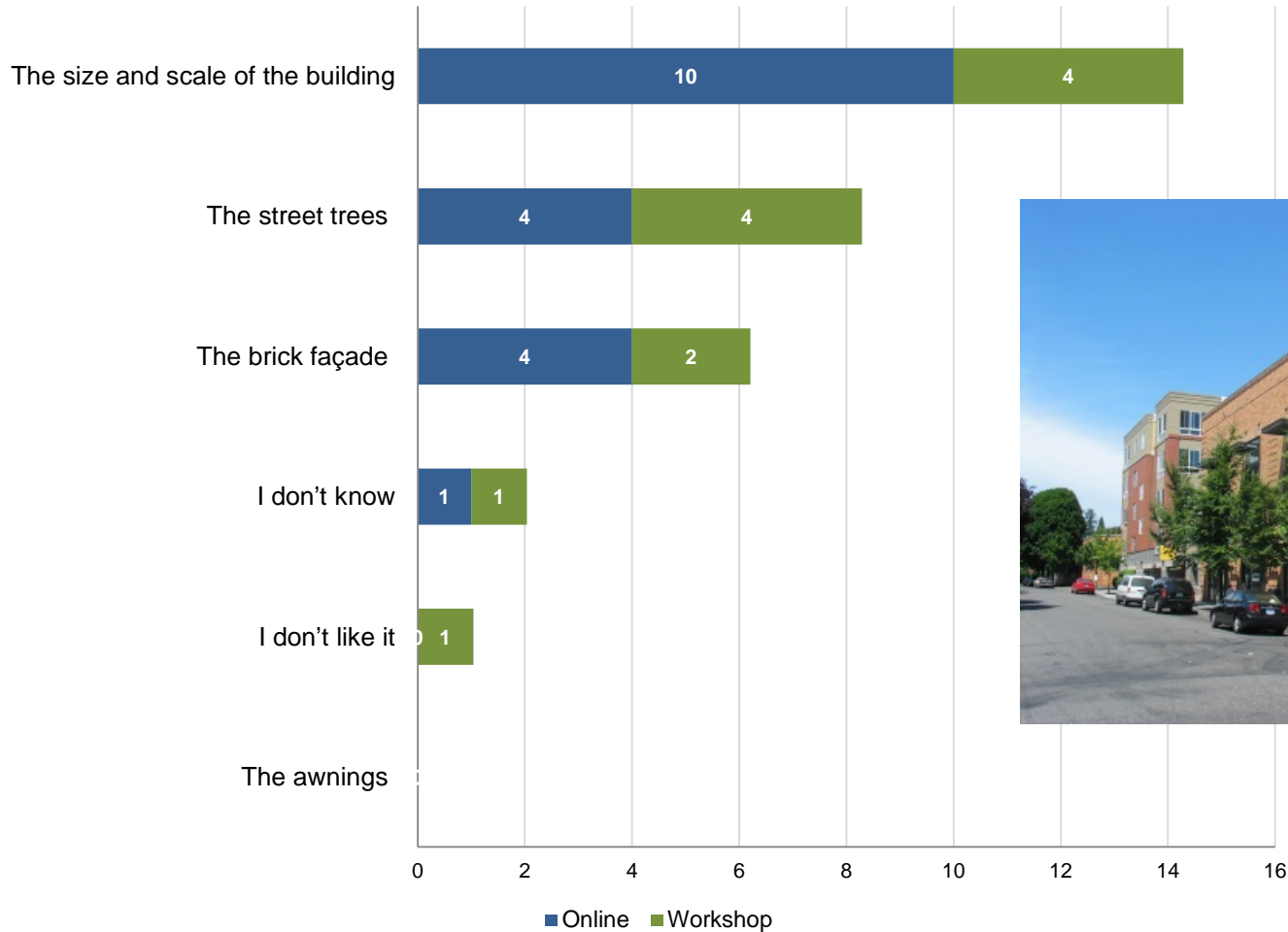
New employment also seen as important in all areas of downtown.

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



A two-story scale and street trees make this building popular

What do you like about this picture?



A two-story scale and street trees make this building popular

What do you like about this picture?

Comments

Really more the fact that it's a grocery store. Those trees will never be big. We need to plan our streets to allow for some big trees to thrive.

The facade, trees, awnings and large windows combine to make for a pleasant pedestrian environment. This building could easily be four stories without adverse impact on the streetscape.

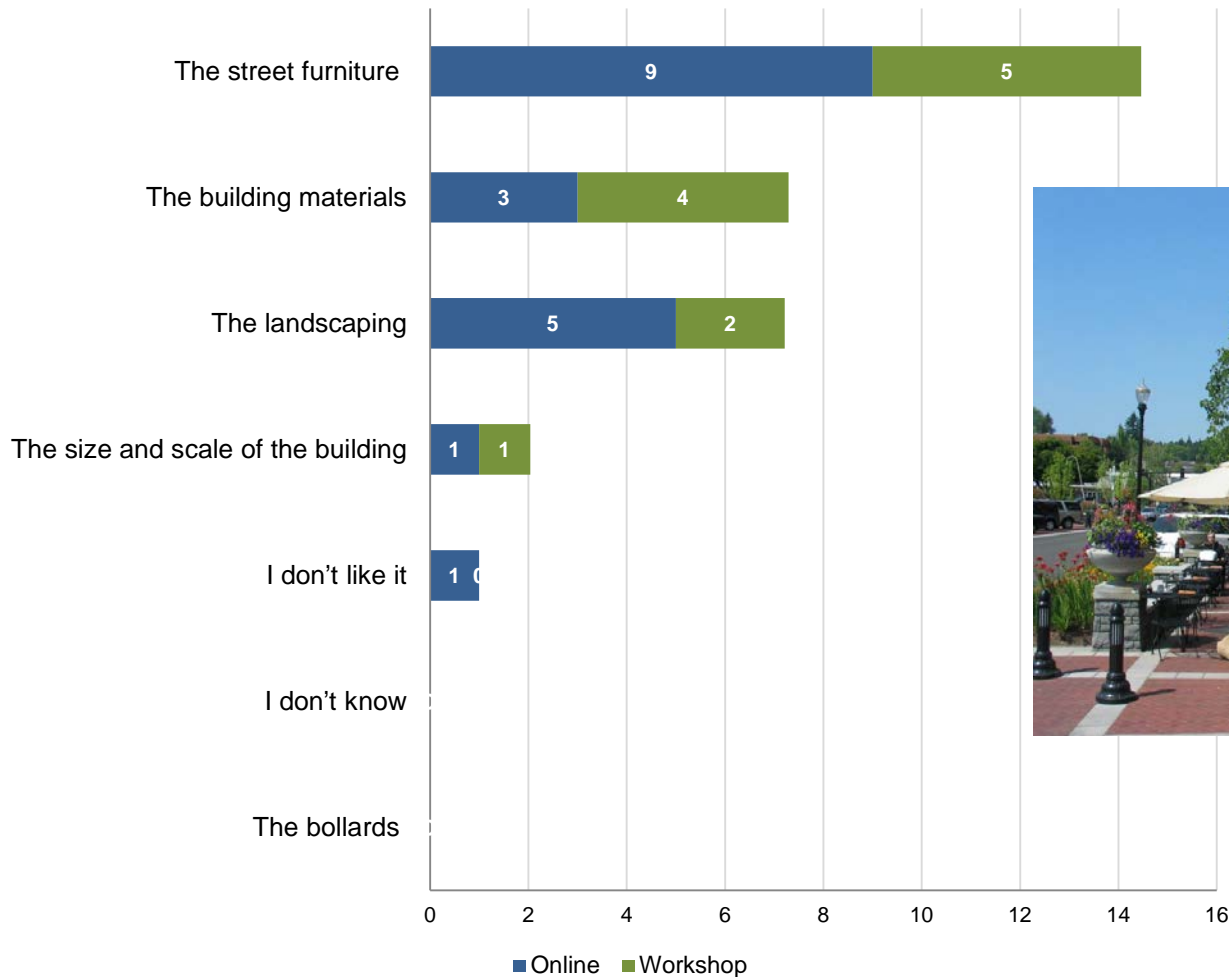
A market downtown.

Feels neighborhood-y and accessible



Café-style street furniture, landscaping, and high quality building materials are also popular features

What do you like about this picture?



Café-style street furniture, landscaping, and high quality building materials are also popular features

What do you like about this picture?

Comments

I like the sidewalk too

Everything except the bollards, I could take or leave them.

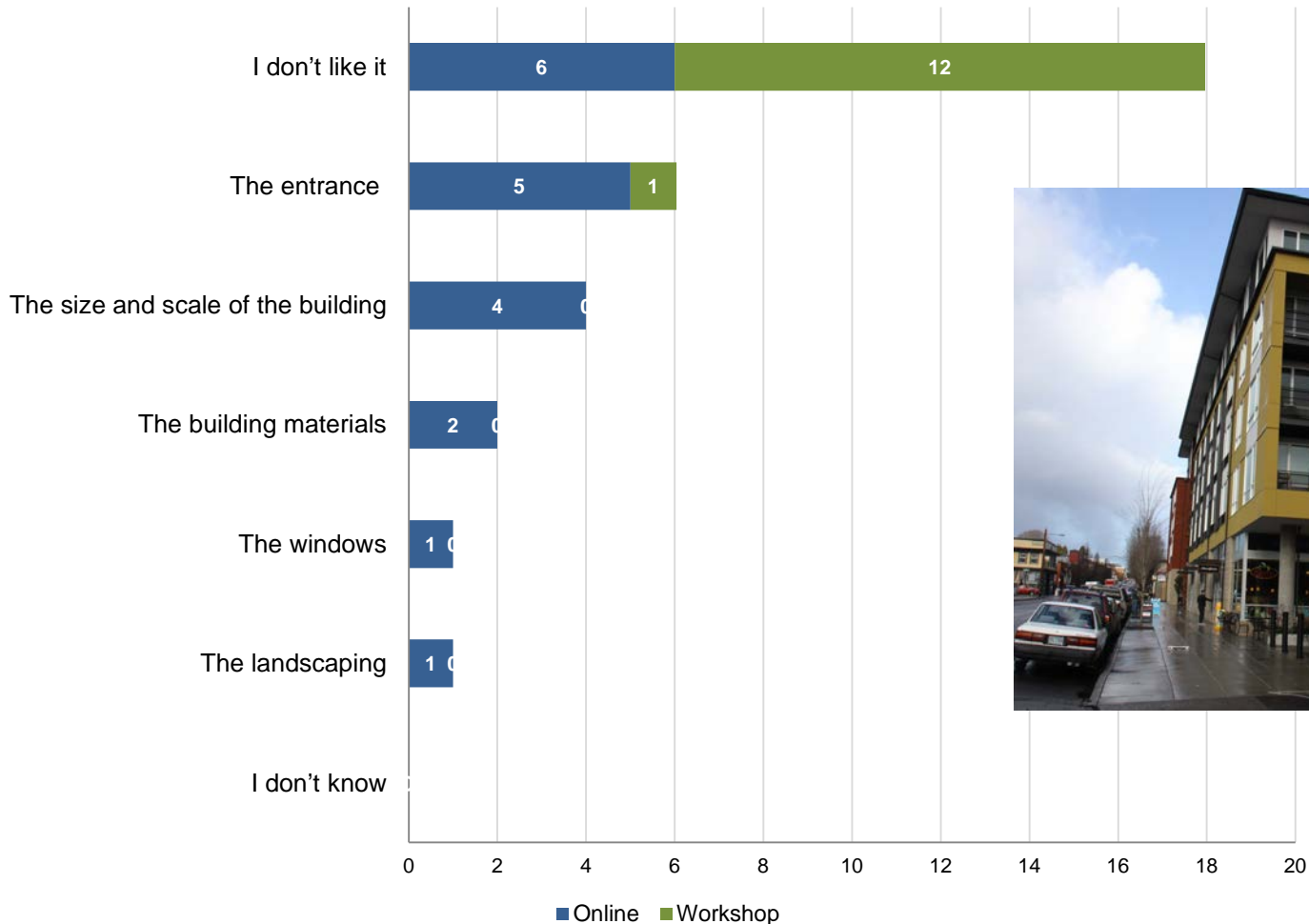
Actually, it's the streetscaping altogether -- furniture, bollards, landscaping, as well as the quality facade materials.

Outdoor seating creates a walkable, friendly downtown. Don't like the building materials, though...



About 55% of respondents did not like this modern, four story building, but about 20% liked the corner entrance

What do you like about this picture?



About 55% of respondents did not like this modern, four story building, but about 20% liked the corner entrance

What do you like about this picture?

Comments

Really what I like is that the style of architecture breaks up the mass.

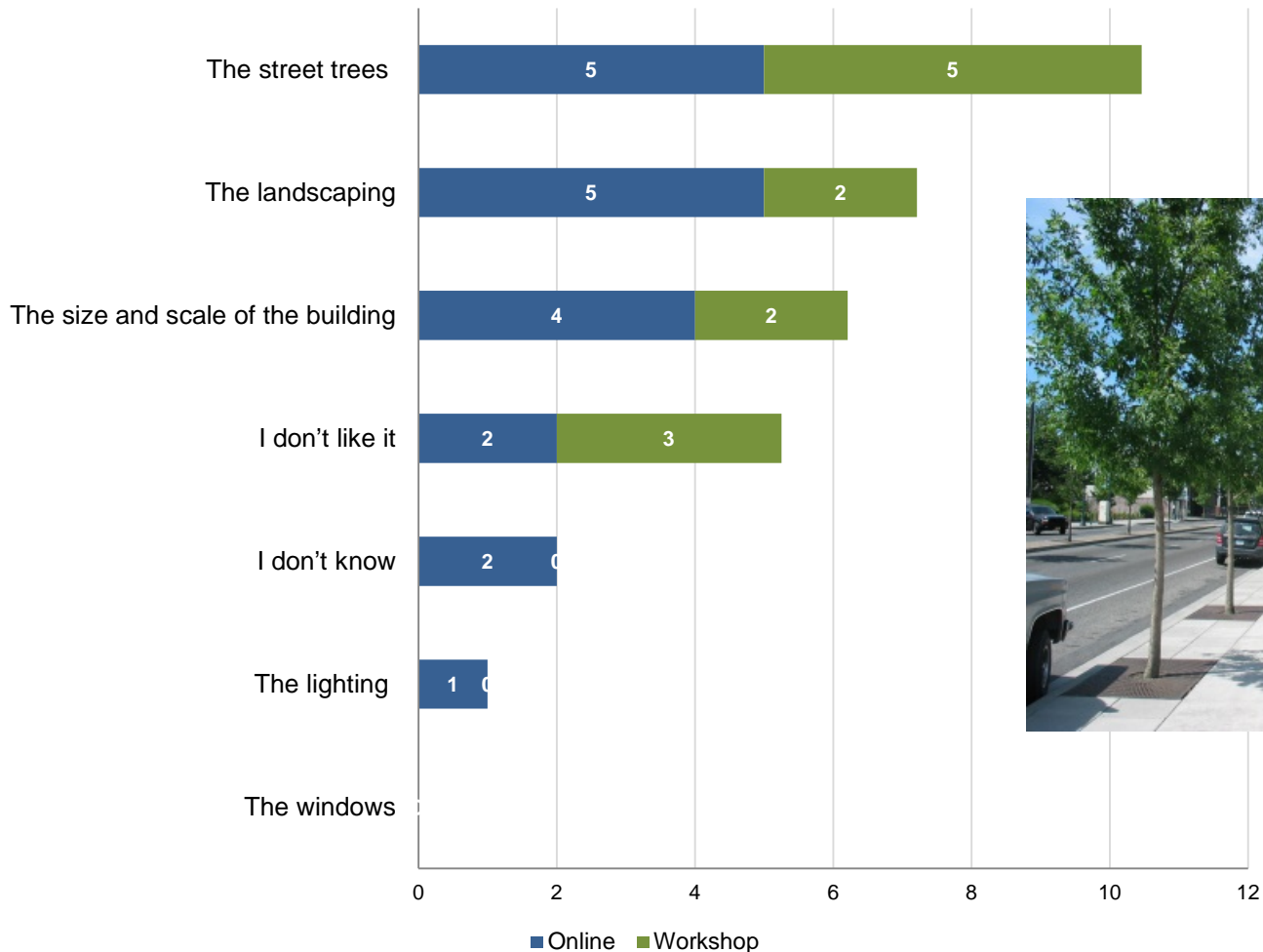
Only downside here is no use of sidewalk -- needs benches, tables.

Not the right feel or fit for Milwaukie. Too industrial (how ironic!)



Street trees and landscaping are very popular in this image, but about 15% of respondents did not like the building

What do you like about this picture?



Street trees and landscaping are very popular in this image, but about 15% of respondents did not like the building

What do you like about this picture?

Comments

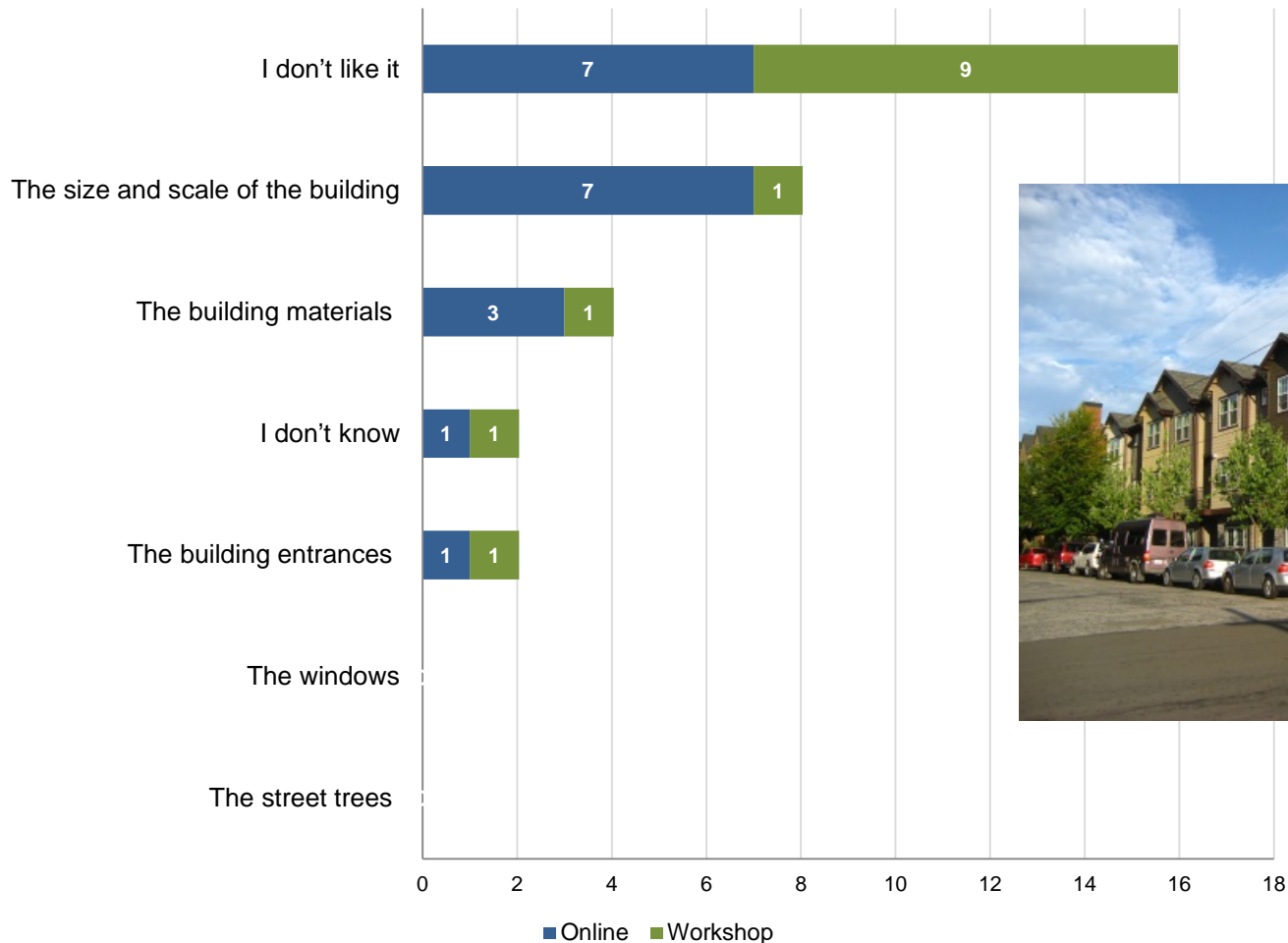
Not enough parking

It's not terrible, but not what I'd like to see in Milwaukie.



Half of respondents did not like this building, but a quarter found the size and scale appropriate

What do you like about this picture?



Half of respondents did not like this building, but a quarter found the size and scale appropriate

What do you like about this picture?

Comments

I just barely like it and again it's because the mass feels broken up, not like one giant building. But it's pretty fake. The real thing like you'd see in Europe is much more charming.

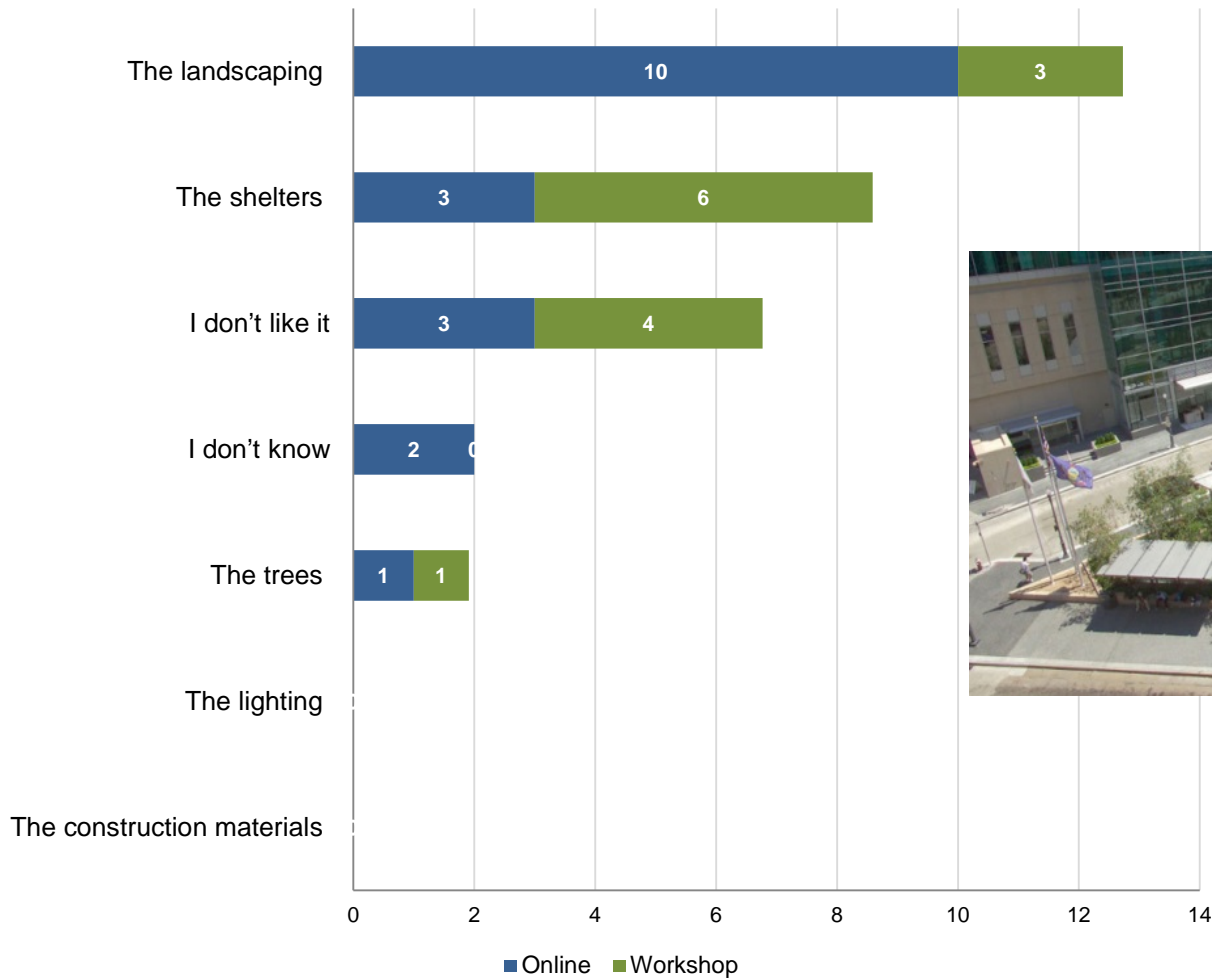
I think the materials and articulation/details could be better. A little bland, like some of what has gone in in Sellwood/Westmoreland in the past five years.

Cookie cutter townhouses



The landscaping and shelters in this plaza were popular

What do you like about this picture?



The landscaping and shelters in this plaza were popular

What do you like about this picture?

Comments

Would have to see at ground level to have an informed opinion. Where is this?

The overall look and sense of it

i love the open triangle of space - a good gathering spot, provides walkability!

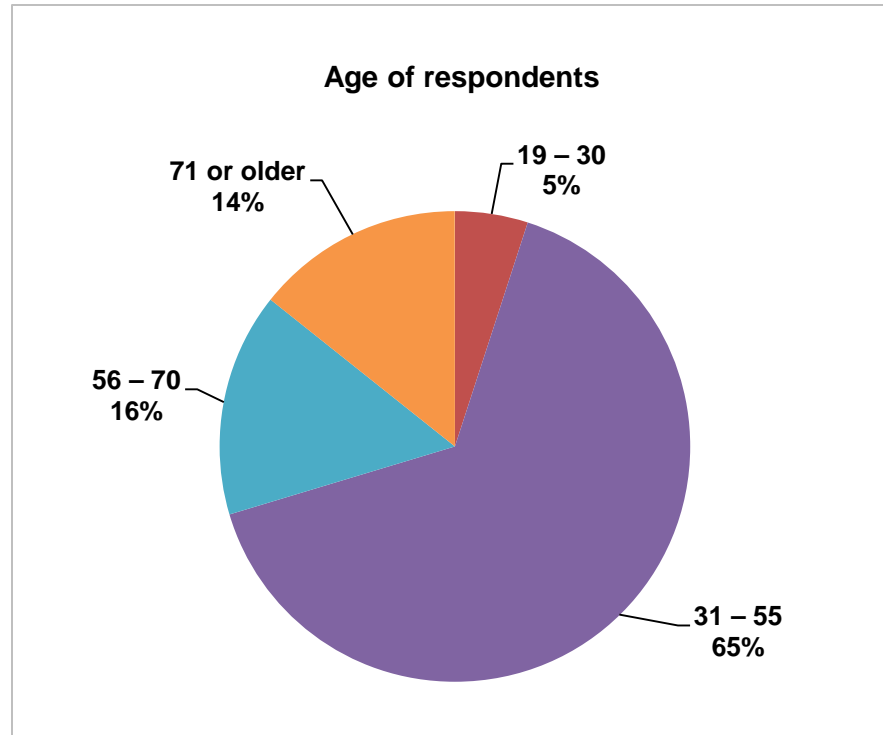
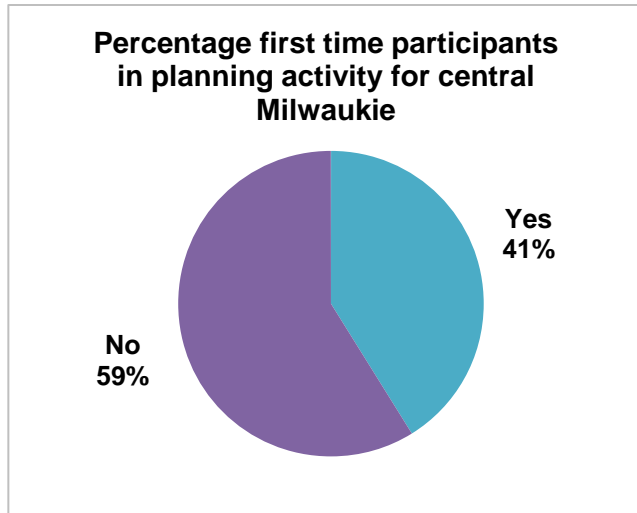




Workshop and Online Survey Results: **Central Milwaukie**

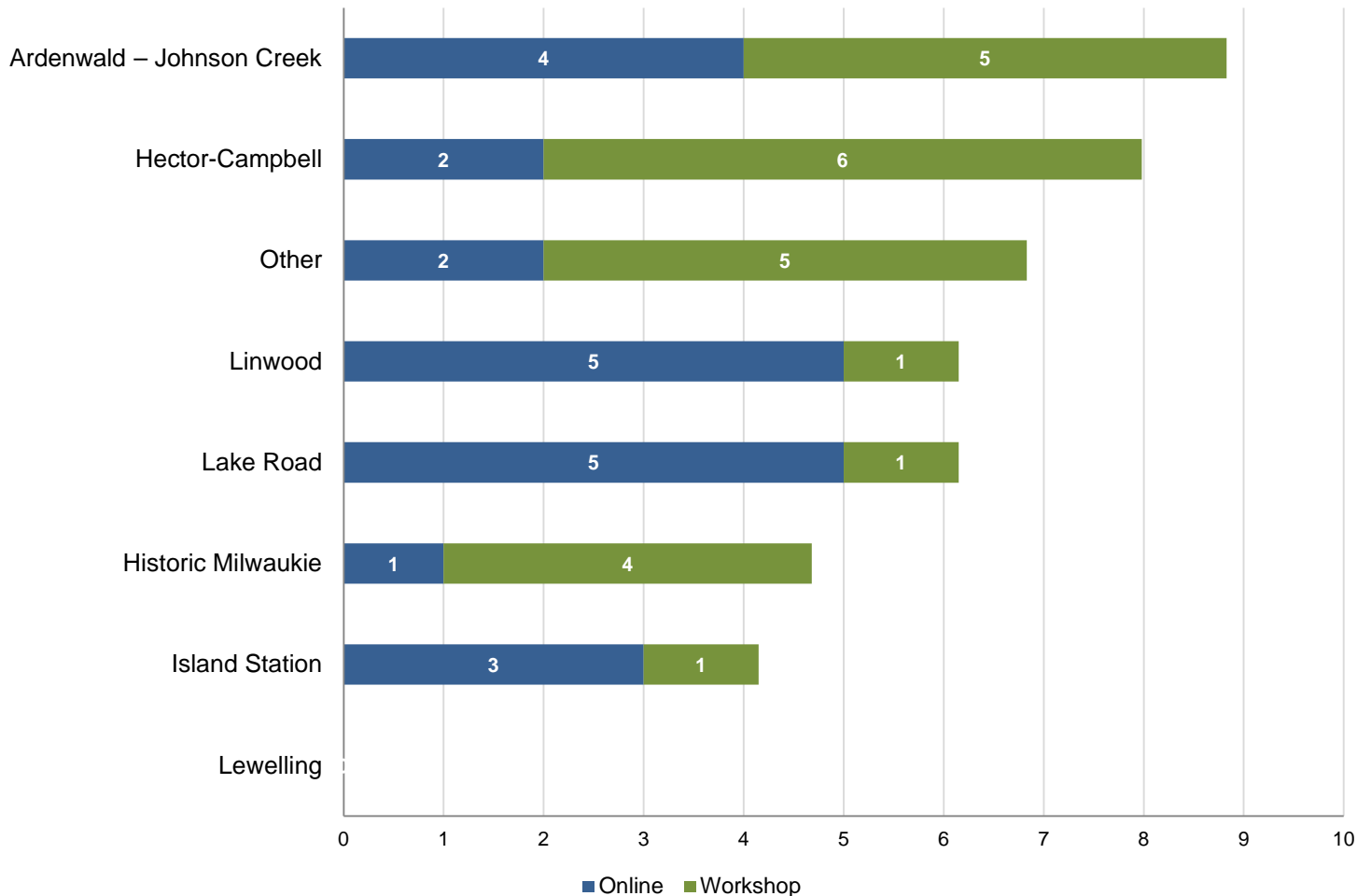
The majority of respondents had participated in planning activities in the past and were between 31-55 years old

Past planning participation and age



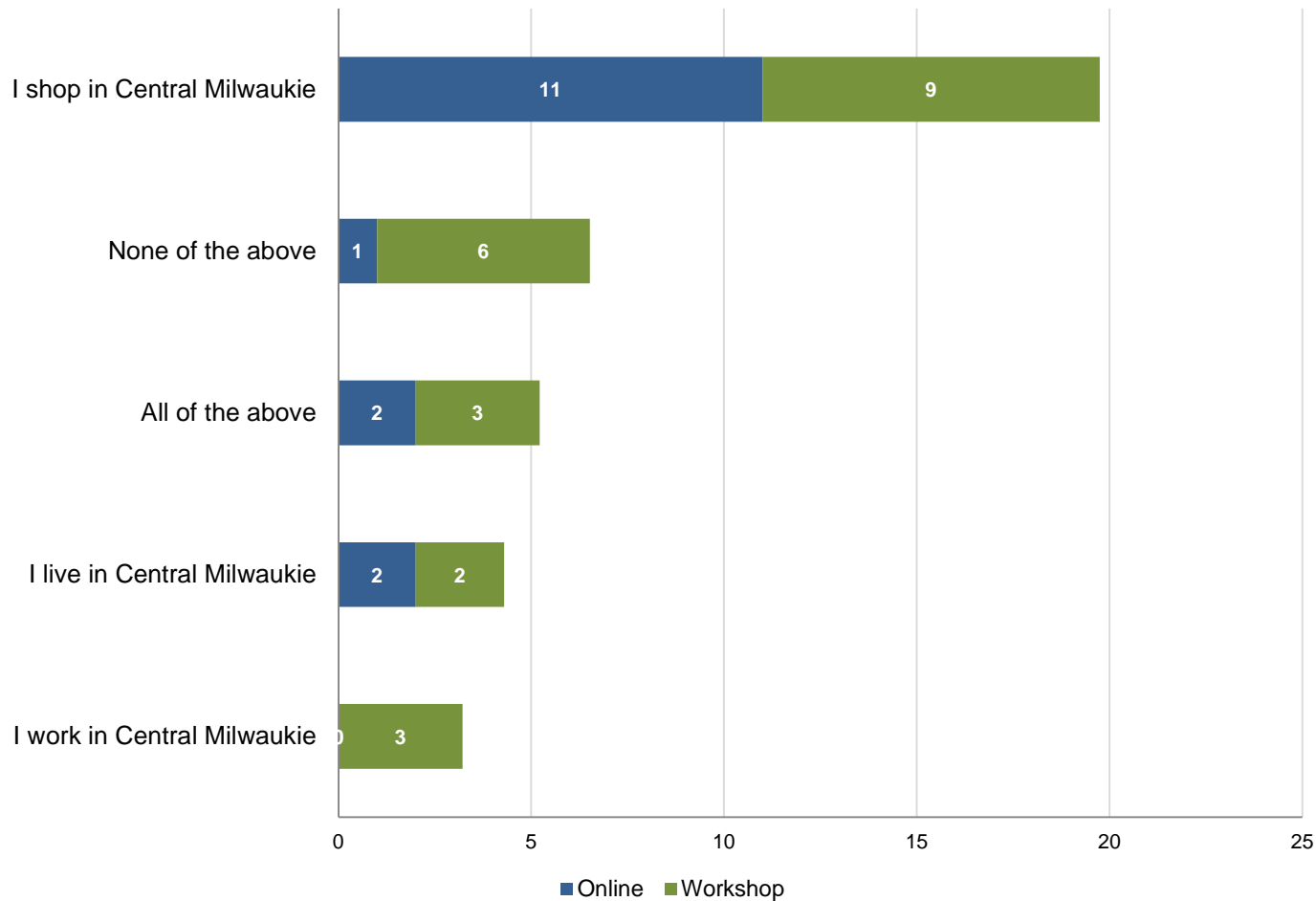
All neighborhoods represented except Lewelling, with a higher turnout of non-residents at the workshop than downtown.

Where do you live?



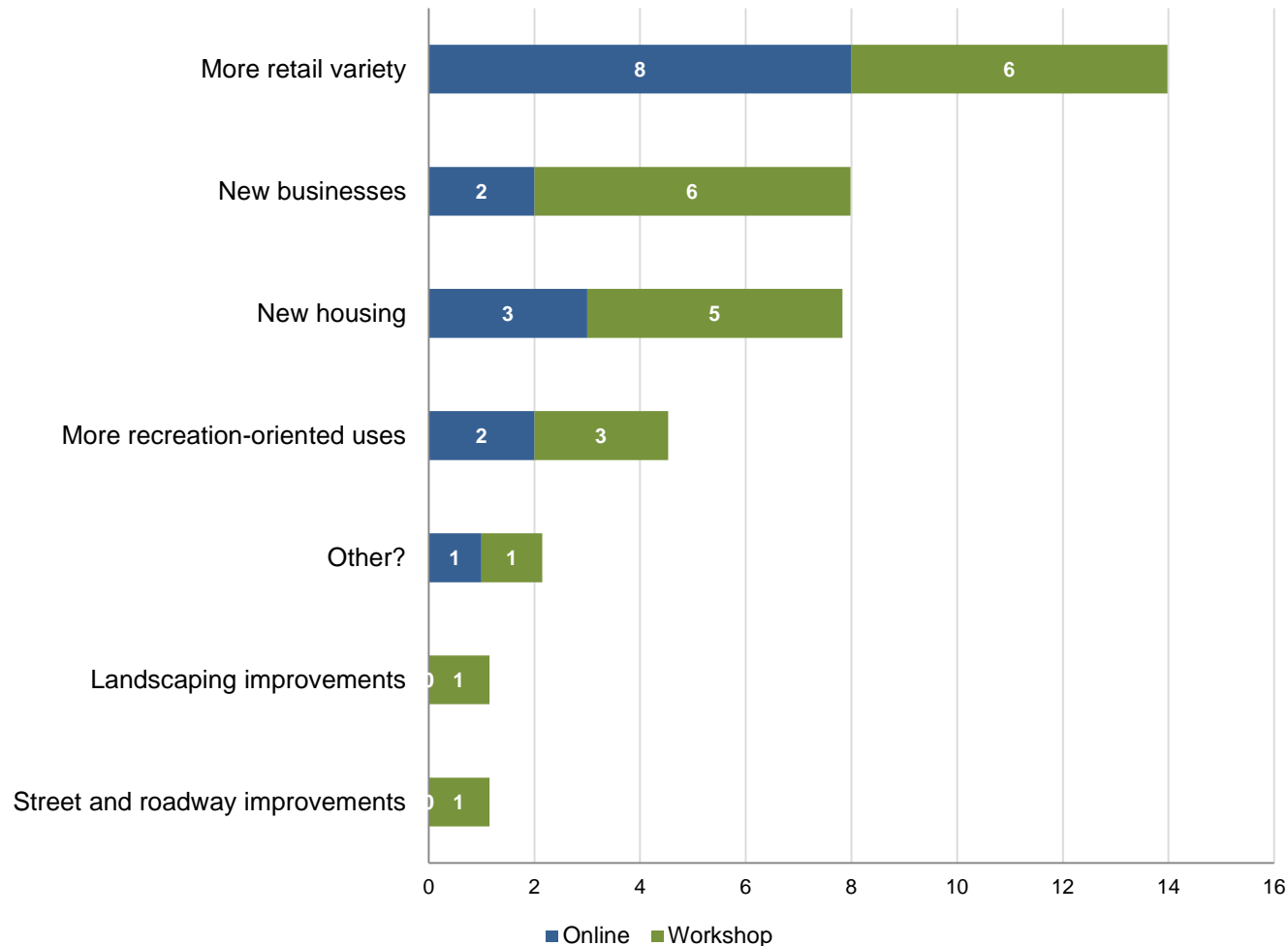
Most (65%) shop in Central Milwaukie, but 17% did not use Central Milwaukie at all.

How do you use Central Milwaukie?



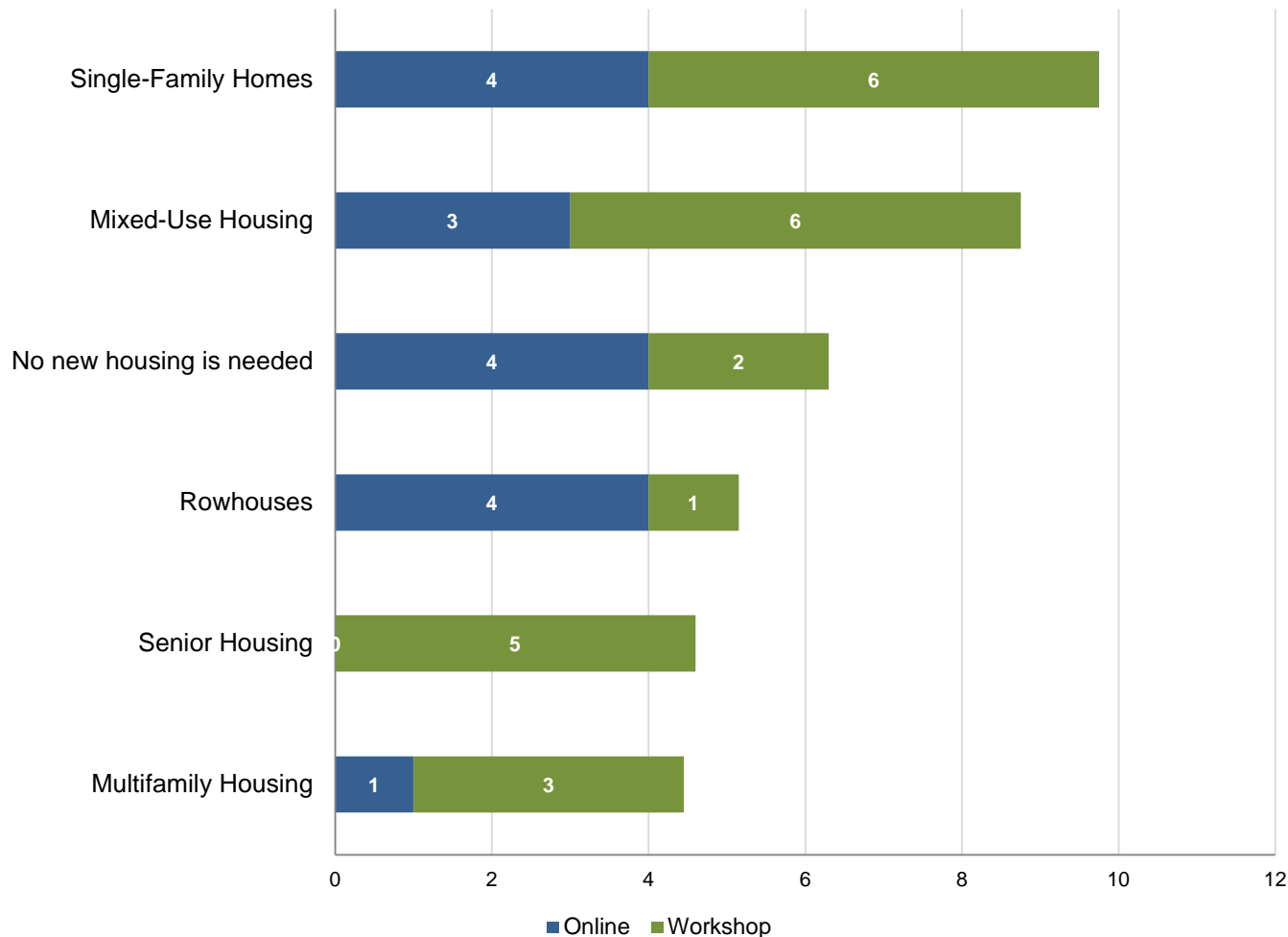
More retail variety, new businesses, and housing are the top priorities.

What is the highest priority for Central Milwaukie?



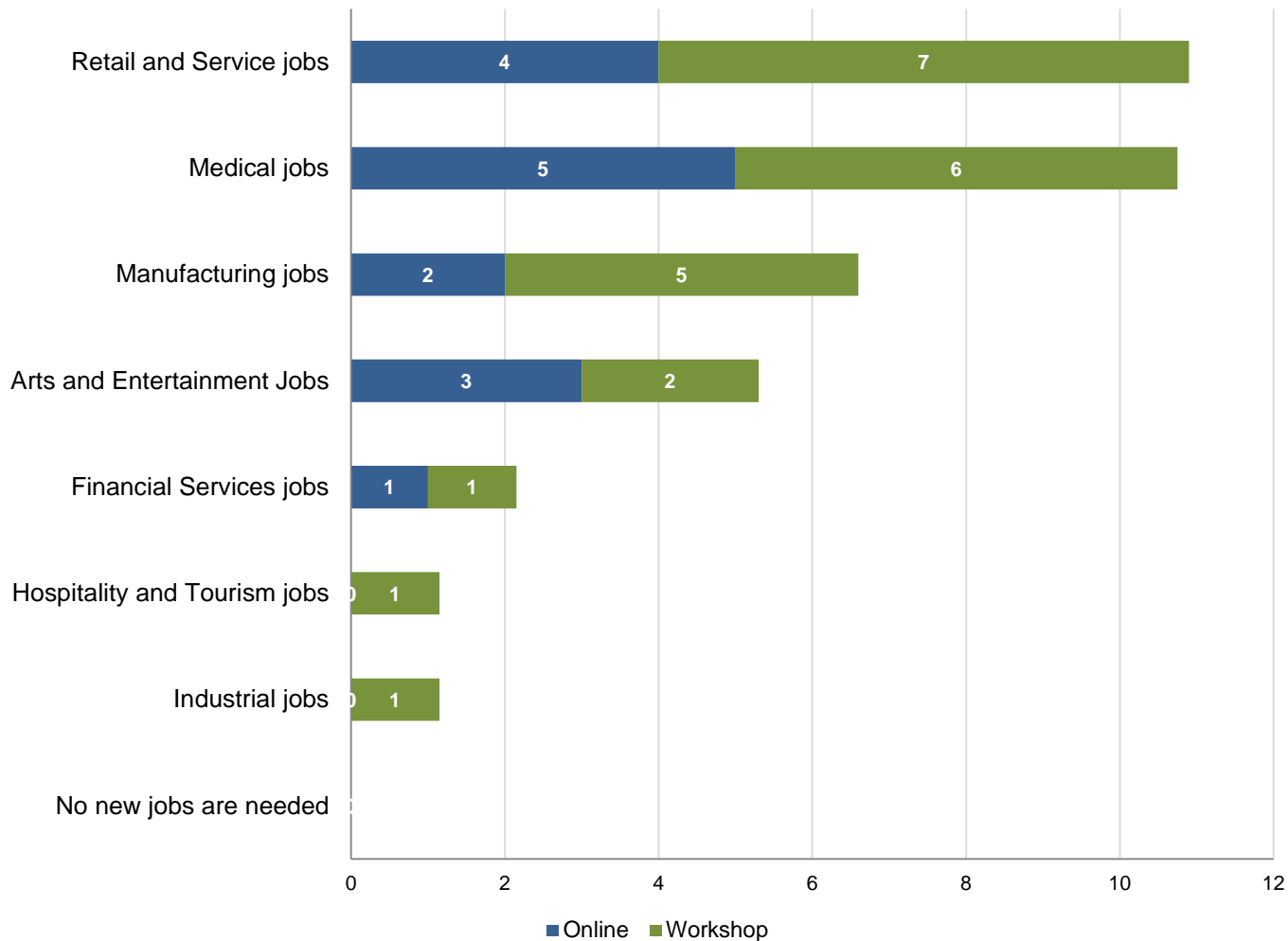
Single-family and mixed-use housing compete for most needed housing. Multi-family and senior housing were least popular.

What type of housing is needed in Central Milwaukie?



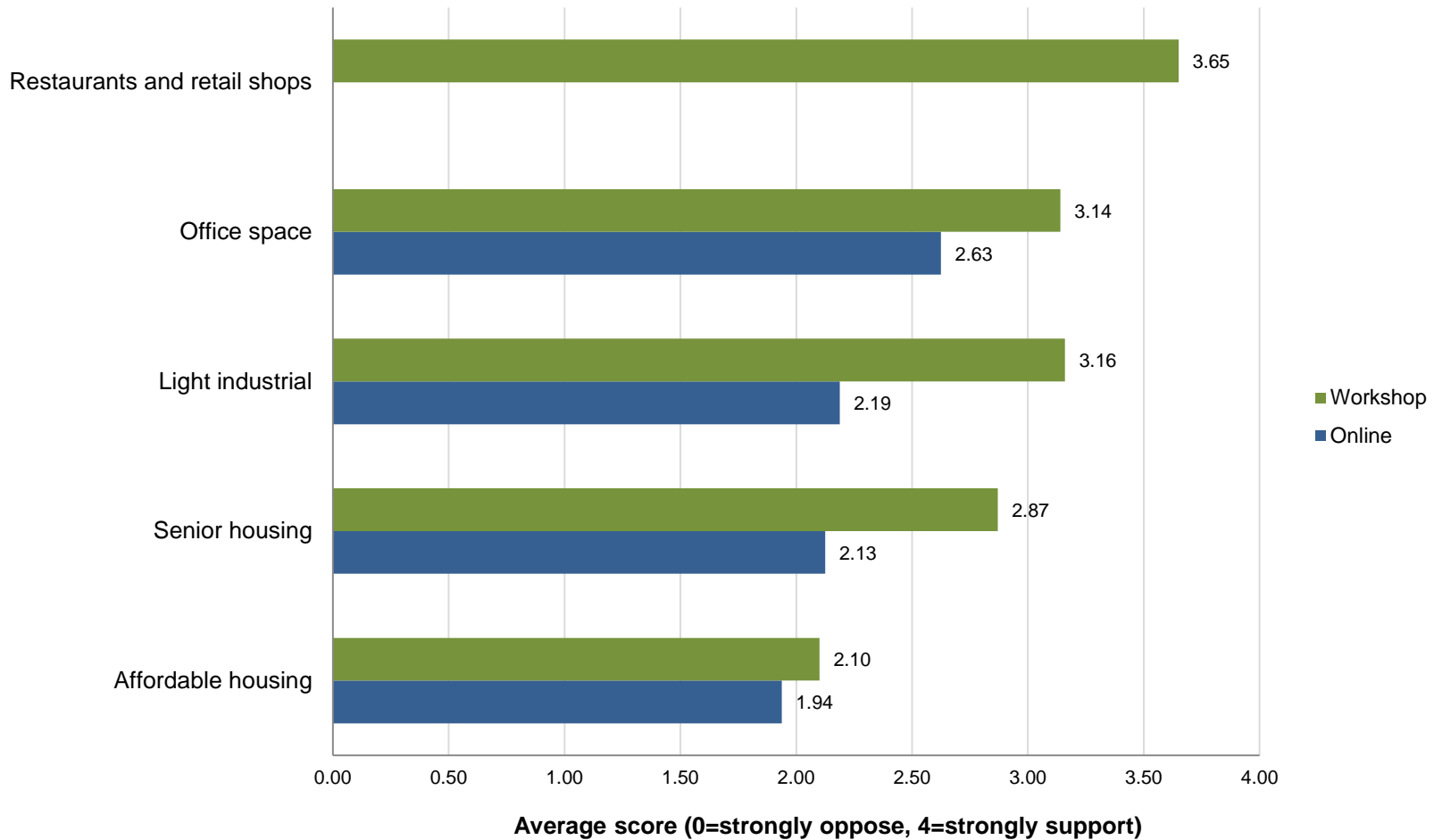
Retail and medical jobs are seen as needed, likely reflecting opportunities to build upon the current development context.

What type of jobs are needed in Central Milwaukie?



Restaurants and retail have highest levels of support, while affordable housing was opposed by almost half of respondents

Would you support or oppose this type of development in Central Milwaukie?*

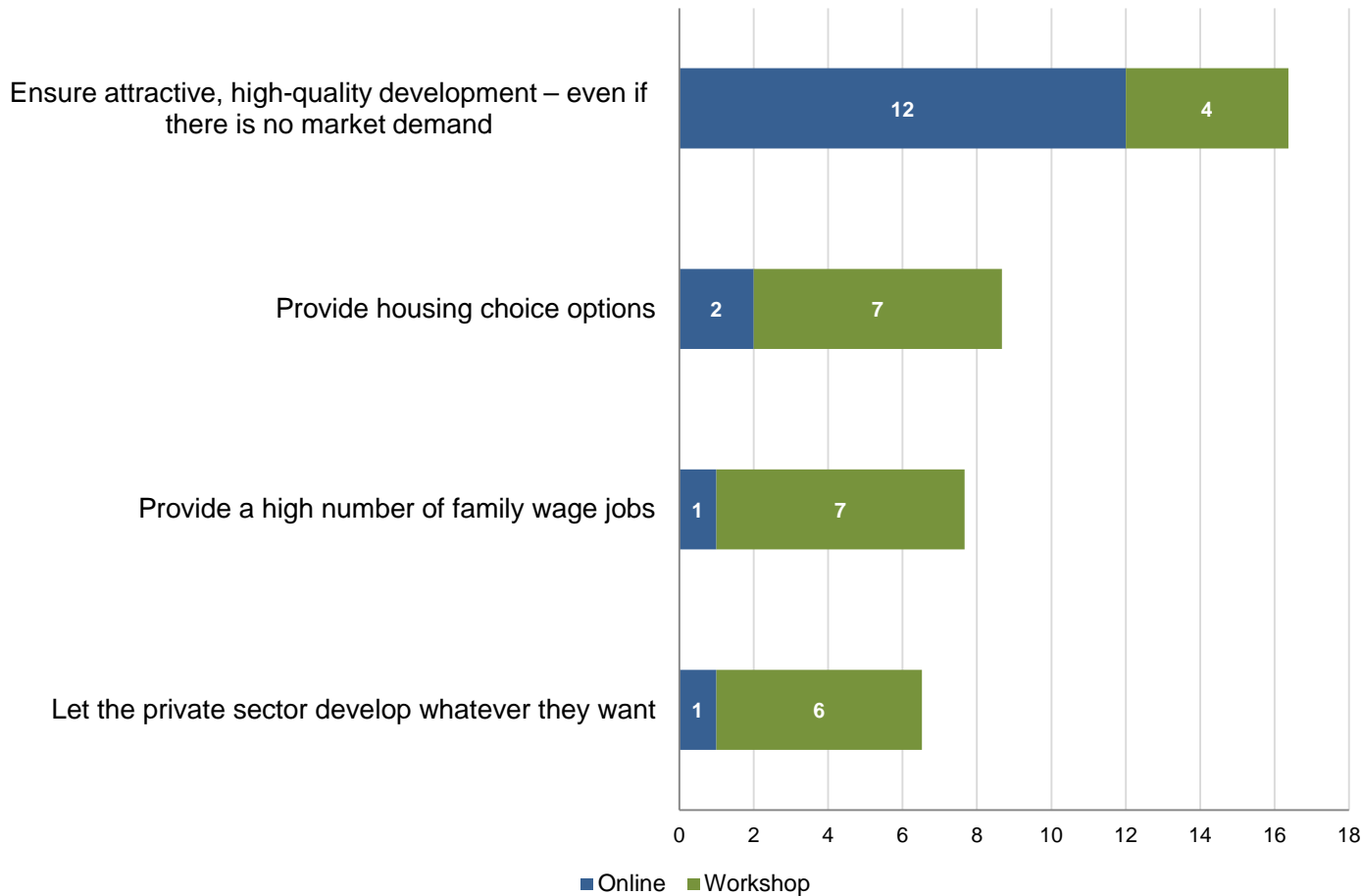


* Restaurants and retail shops were not available options on the online survey



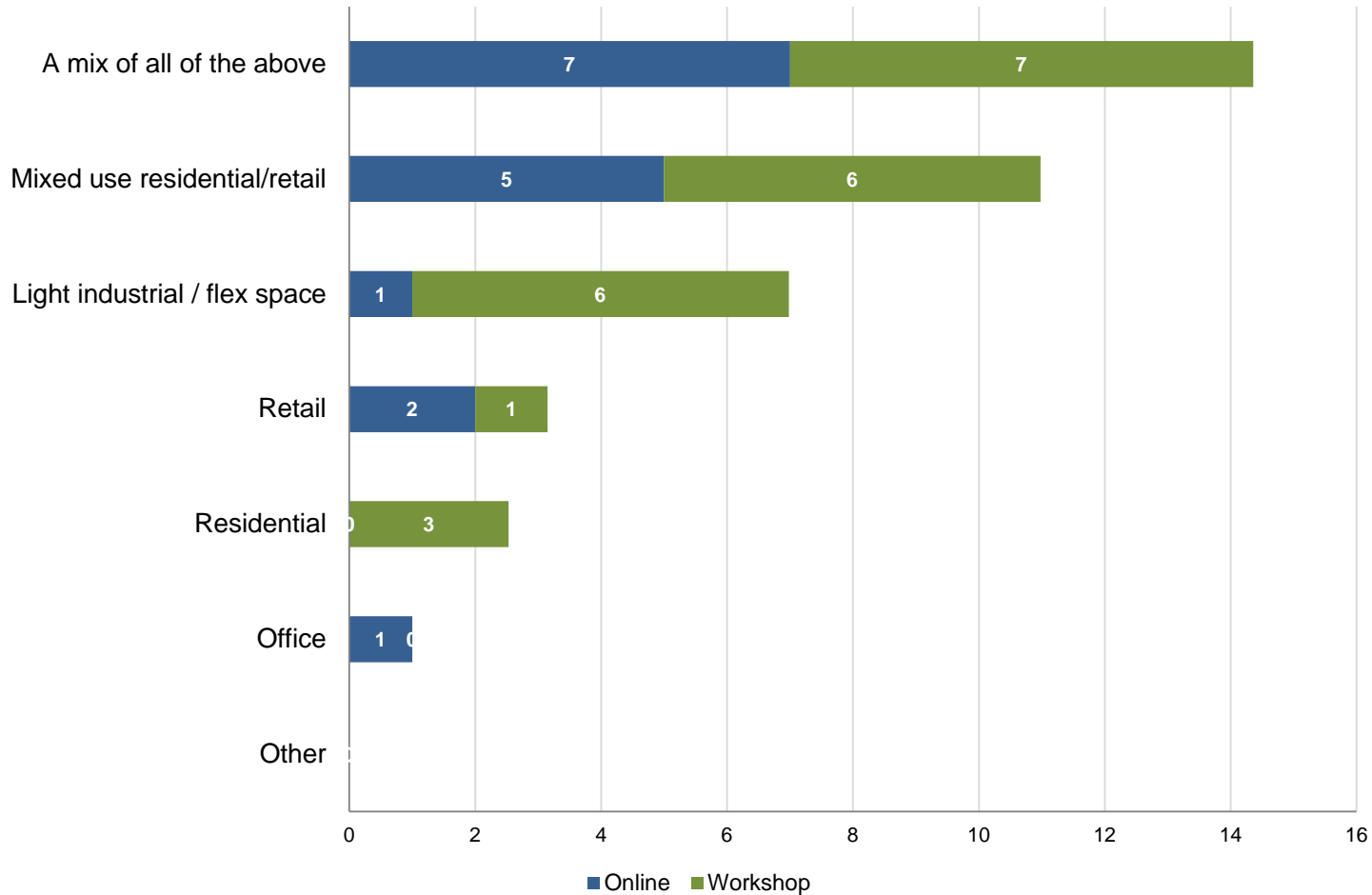
Most think that attractive, high-quality development is top priority for Murphy site, even if market cannot support it

What is the most important goal for the Murphy site?



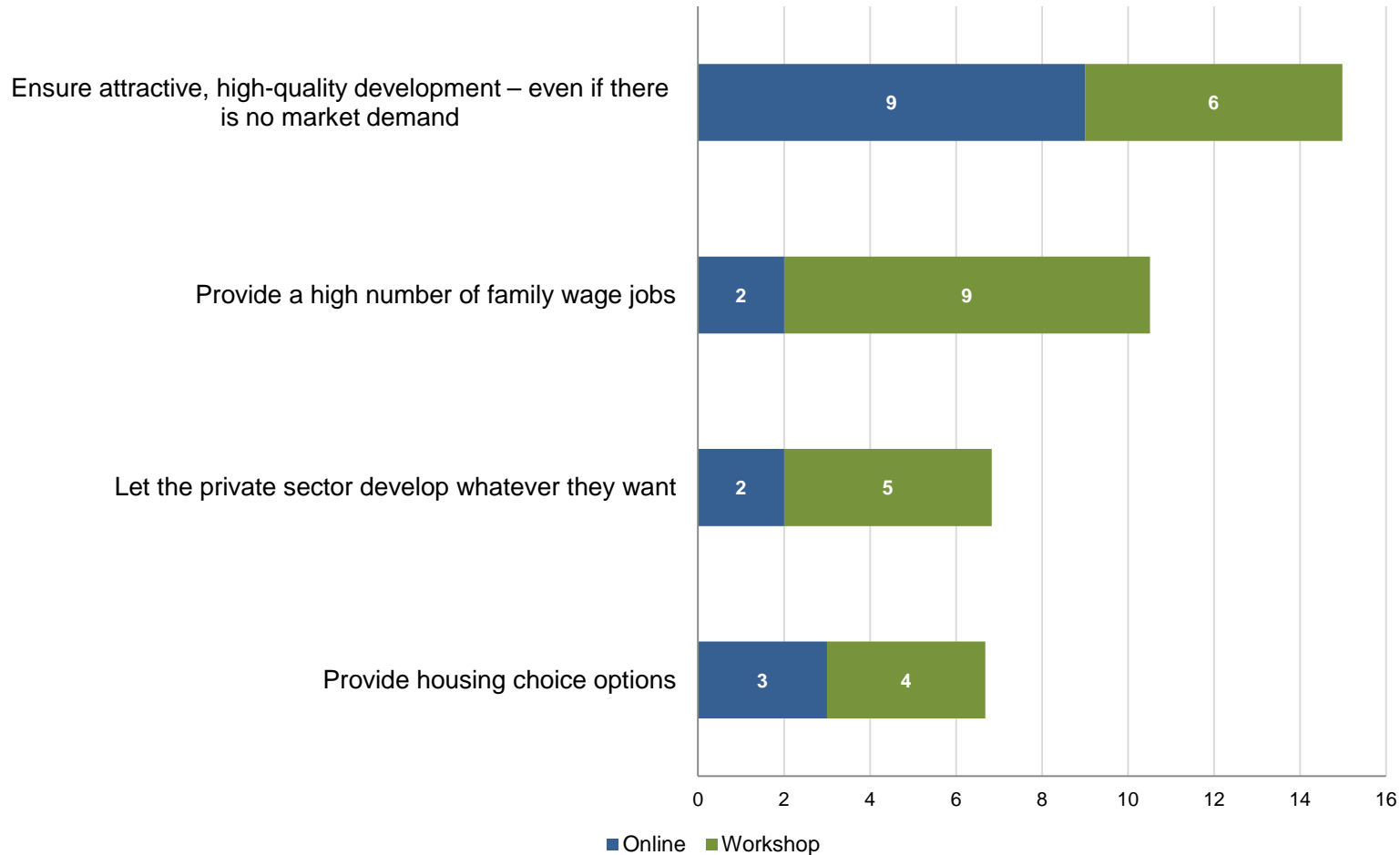
Almost 60% of respondents would like to see a mix of uses on the Murphy site.

What would you like to see develop on the Murphy site?



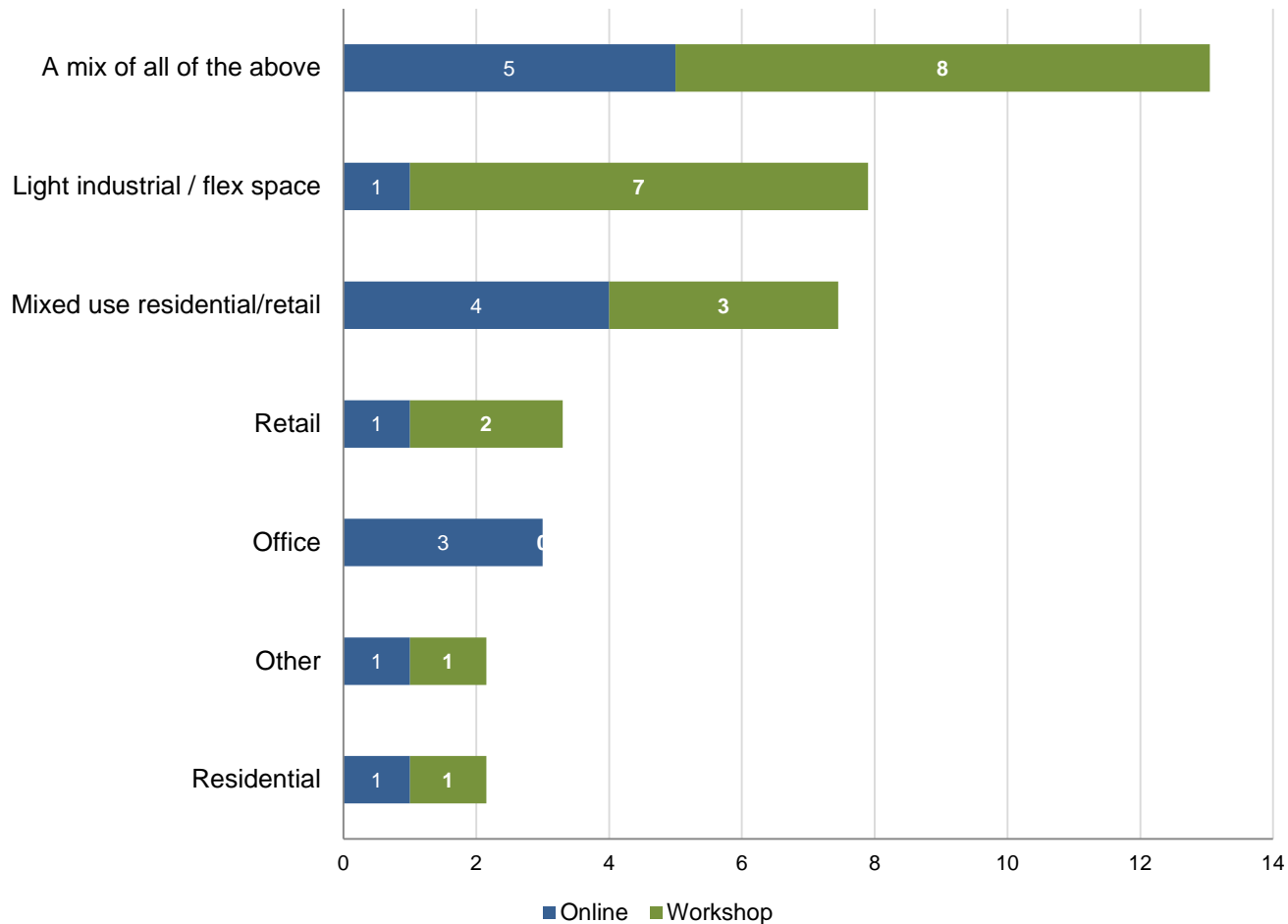
Respondents also want high-quality development on McFarland site, but see higher need for job creation

What is the most important goal for the McFarland site?



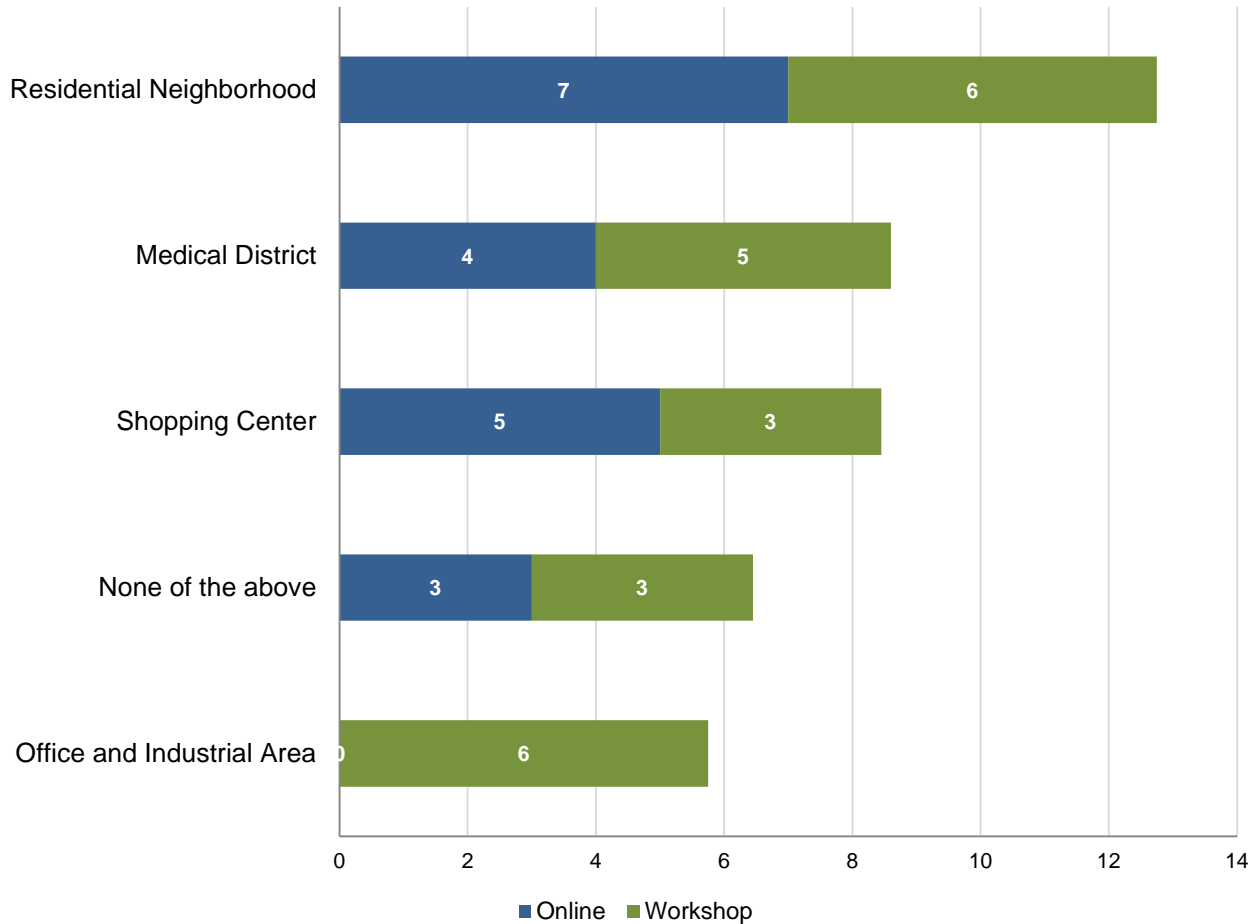
A mix of uses also important, but 20% of respondents would like to see light industrial/flex space on the McFarland site

What would you like to see develop on the McFarland site?



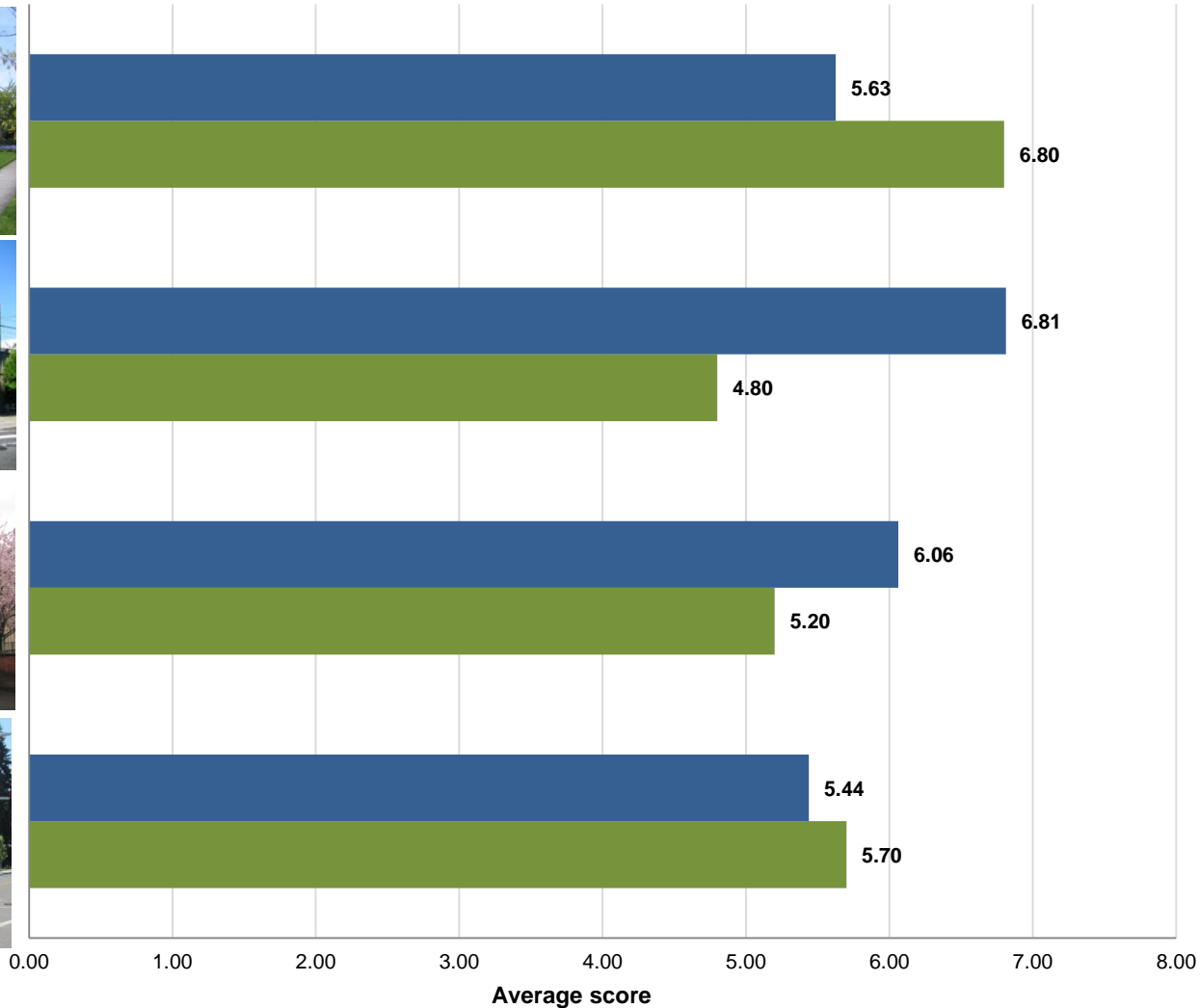
Visions for Central Milwaukie are diverse, potentially reflecting the desire for a wide mix of uses

My vision for Central Milwaukie is closest to...



Two- to three-story buildings with ample landscaping are seen as most appropriate for Central Milwaukie

How appropriate are these buildings for Central Milwaukie?



Two to three story buildings with ample landscaping are seen as most appropriate for Central Milwaukie

How appropriate are these buildings for Central Milwaukie?



Score	Comment
5	Housing is good, but rowhouses would be better, and garages too dominant here. Better would be rowhouses with garages behind, accessed from an alley.



6	Too small
7	Great for Murphy site (retail not needed at McFarland, and indeed threatens to further exacerbate vacancy rate at [Milwaukie] Marketplace and Oak St Square).



8	Nice! (I still like rowhouses better, but this is good)
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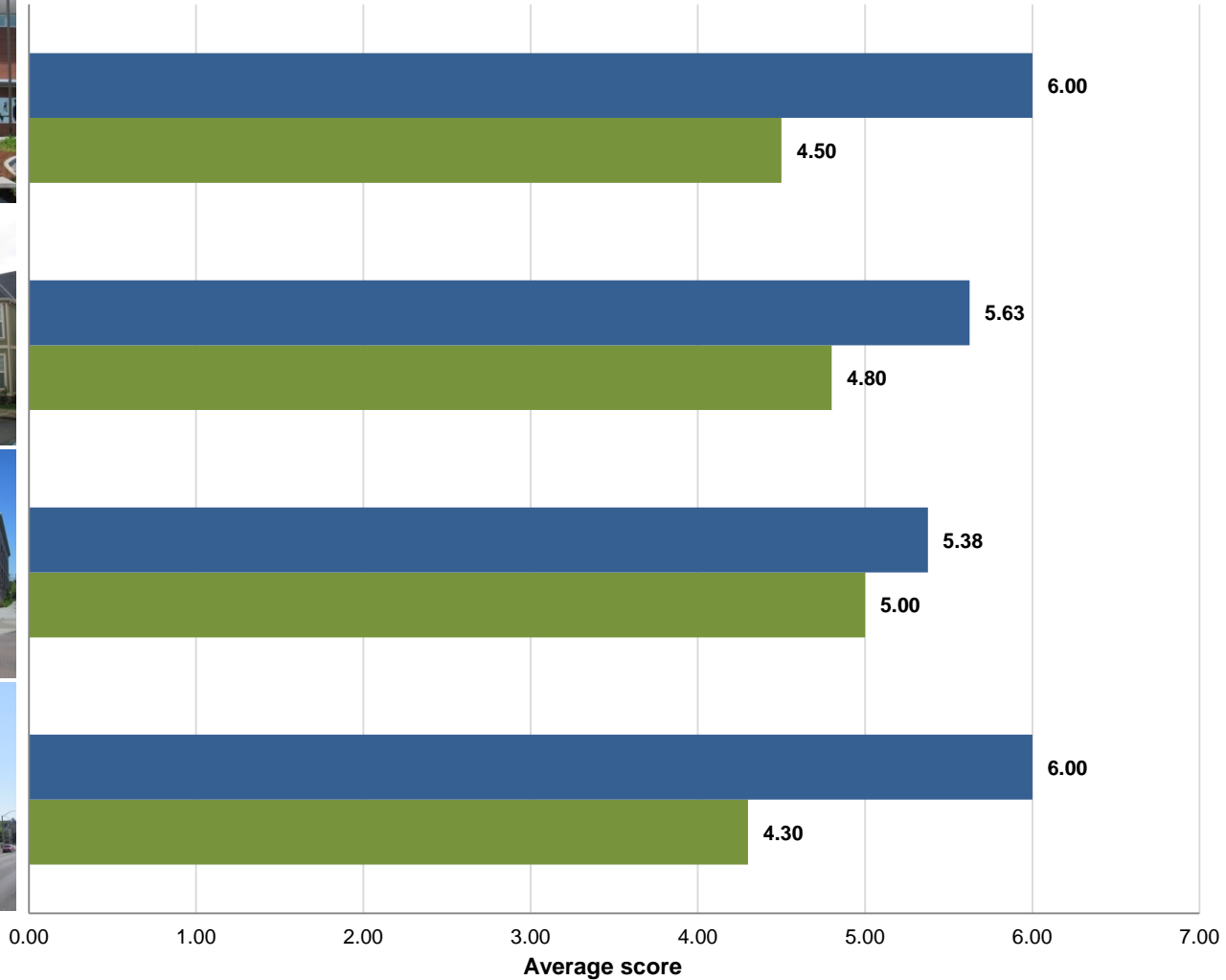


3	Don't like it. What is it?
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Two- to three-story buildings with ample landscaping are seen as most appropriate for Central Milwaukie

How appropriate are these buildings for Central Milwaukie?



Two to three story buildings with ample landscaping seen as most appropriate for Central Milwaukie

How appropriate are these buildings for Central Milwaukie?

Score	Comment
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- | | |
|---|--|
| 5 | Fine for Murphy, but McFarland should be residential. |
| 7 | Fits the style of newer construction in downtown Milwaukie |



- | | |
|----|--|
| 10 | very nice residential |
| 5 | Housing is good -- but rowhouses -- with garages accessed from alleyway behind -- would be better. |



- | | |
|---|--|
| 5 | Again, fine for Murphy, but McFarland should be residential (rowhouses). |
| 3 | Plain |

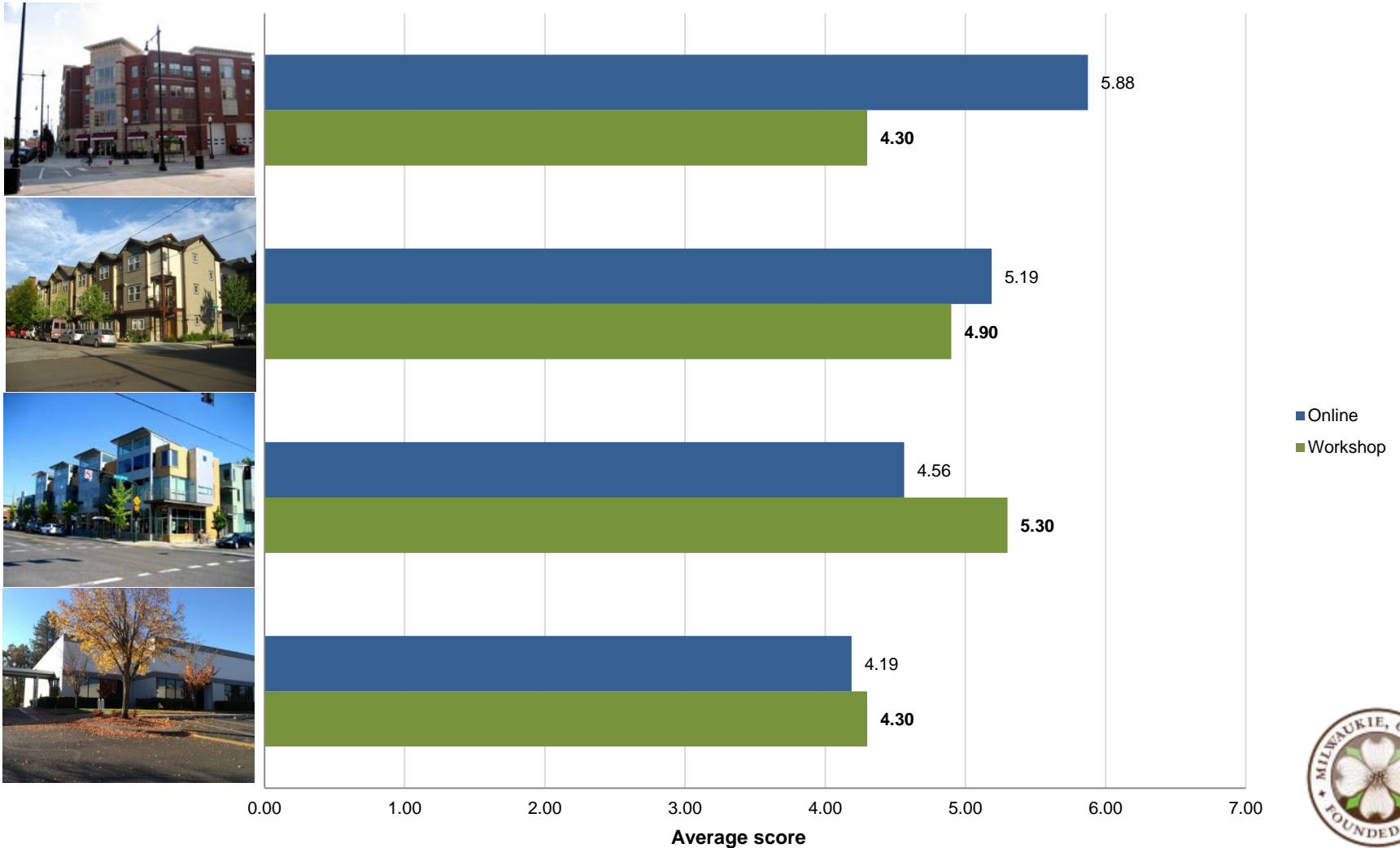


- | | |
|---|---|
| 5 | Again, fine for Murphy, but McFarland should be residential (rowhouses) |
| 4 | This style is seen all over in the developed suburban areas and doesn't fit Milwaukie |



Three- to four-story or automobile-oriented buildings were less popular

How appropriate are these buildings for Central Milwaukie?



Three- to four-story or automobile-oriented buildings were less popular

How appropriate are these buildings for Central Milwaukie?



Score **Comment**

-
- 9 Nice mixed residential/retail
 - 6 Not bad, but three-story maximum probably makes sense, esp. for McFarland site given proximity of single-family residences.
 - 7 The design is awesome, but would much prefer 3 stories instead of 4. Too tall!
-



- 7 Good, especially for McFarland, although needs more articulation/detail.
-



- 7 Not bad for Murphy. Retail at McFarland at bad idea.
-



- 10 Looks like existing buildings there
- 4 Same as above (but less "active" sort of building)
- 4 I like the use of trees, but the building is forgettable
- 1 Yuck! We have enough of this stuff!



Additional Project Information

Contact us!

Contact Li Alligood, Project Manager, at 503-786-7627 or alligoodl@milwaukieoregon.gov

Visit the project web site at <http://www.milwaukieoregon.gov/planning/commercial-core-enhancement-program-ccep>

