

SUMMARY

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

Tuesday, October 29, 2013

6:00 – 8:00pm

Public Safety Building, 3200 SE Harrison St

Attendees

Consultant Team

John Fregonese, Fregonese Associates

Scott Fregonese, Fregonese Associates

Nick Popenuk, ECONorthwest

City Staff

Steve Butler, Community Development Director

Li Alligood, Associate Planner

Ryan Marquardt, Senior Planner

Community Members

Dion Shepard*

Betty Fulmore

Lisa Gunion-Rinker

Eli Higdon

James Strohschein

Karla Rifkin

Renee White

Glen Ropella

Mike Miller*

Kacey Teel

K. Andrew Haslam

Blain West

Christopher Browning

Pepi Anderson

Sarah Smith

Jean Baker*

Teresa Peterson

Ed Zumwalt*

David Aschenbrenner

Gary Rifkin

Joe Gillock

David Hedges*

JoAnn Bird

Greg Hemer

Gene Dleringer

Penny Moore

DJ Heffernan

Chris Ortolano

Greg Deane*

*Did not participate in the instant polling or mapping exercises

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

About 30 people attended the workshop. The purpose of the workshop was to generate feasible, community-supported ideas for development of two Opportunity Sites in Central Milwaukie.

The event opened with a short presentation by John Fregonese of Fregonese Associates. He reviewed past and current planning for Central Milwaukie, and gave an overview of the two Opportunity Sites (the “Murphy” and “McFarland” sites) in the area.

The presentation was followed by instant polling, where participants used electronic clickers to answer multiple choice questions indicating their views on development priorities for Central Milwaukie, and a visual preference survey, where participants rated images on a scale of 1-10. Participants then divided into four small groups for a mapping exercise that involved placing chips representing different land uses in and around the Opportunity Sites in a way that seemed most appropriate for the location.

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](#)

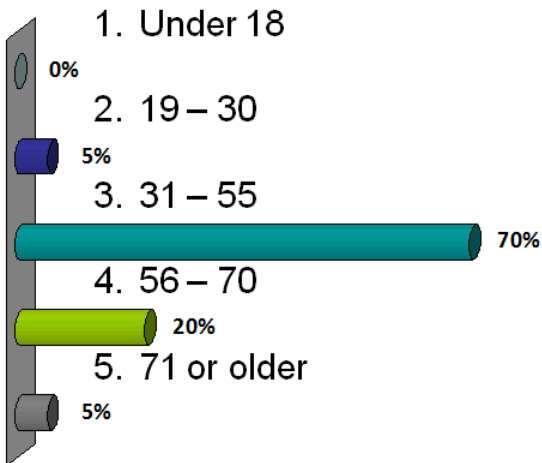
Who Was There?

Just over half of attendees had participated in a planning workshop for Central Milwaukie before.¹ Seventy percent of participants were between ages 31 and 55, 20% were between ages 56-70, and 5% each between ages 19-30 or older than 71.

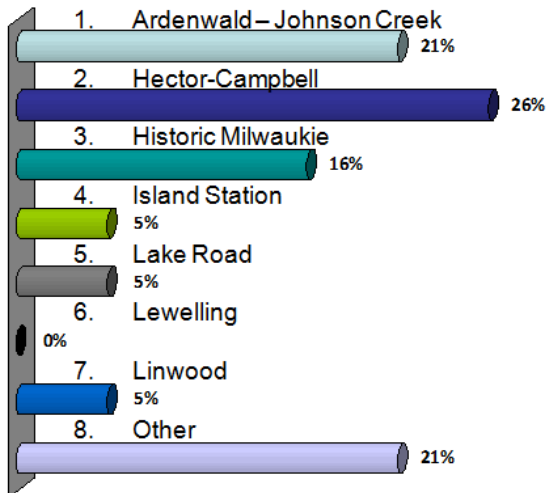
A variety of Milwaukie neighborhoods were represented, with the most attendees from Hector-Campbell (26%), Ardenwald-Johnson Creek (21%), Historic Milwaukie (16%), and neighborhoods outside of Milwaukie (21%). Ten percent of participants lived in Central Milwaukie; 38% shop there; 14% work in Central Milwaukie; and 14% do all three. Almost a quarter (24%) of participants did not do any of those activities in Central Milwaukie.

¹ The most recent previous planning effort in Central Milwaukie was the 1997 Town Center Master Plan.

How old are you?



Where do you live?



Instant Polling Highlights:

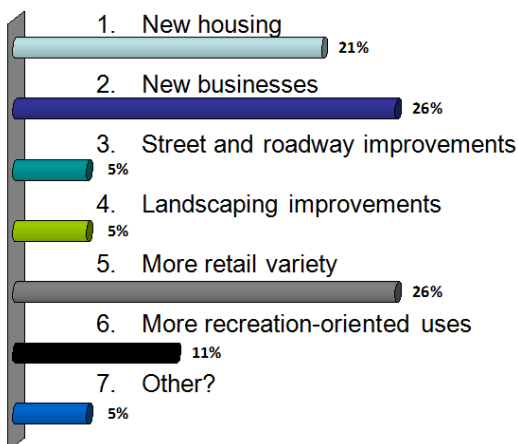
- New business, new housing, and more retail variety are the top three development priorities for Central Milwaukie
- There was fairly even support for new mixed use, single-family, and senior housing in Central Milwaukie
 - Participants were generally supportive of developing new senior housing in the area; opinions were divided over affordable housing
- Medical, manufacturing and retail/service jobs are most needed in Central Milwaukie
- There was strong support for new restaurants and retail in Central Milwaukie (90%), followed by light industrial/flex uses (81%) and office (76%)
- Murphy site:

- There was no consensus on a vision for this site. Participants supported a mix of uses, with the most support for light industrial/flex space and mixed use residential/retail uses.
- McFarland site:
 - Family-wage jobs and attractive, high quality development (even if there is no market for it currently) were both priorities for development on the McFarland site.
 - No consensus on the vision for this site
 - Participants supported a mix of uses, especially light industrial/flex space and mixed use residential/retail.

Development Priorities in Central Milwaukie

Workshop participants were fairly evenly split between new housing (21%), new businesses (26%), or more retail variety (26%) as the highest development priority for Central Milwaukie. Very few chose street and roadway improvements or landscaping improvements (5%) each.

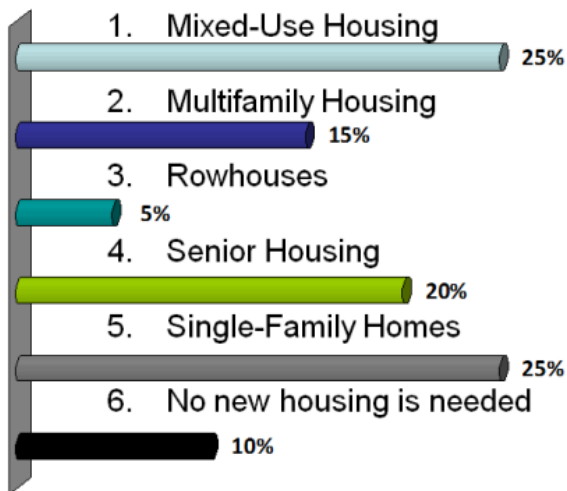
What is the **highest priority** for Central Milwaukie?



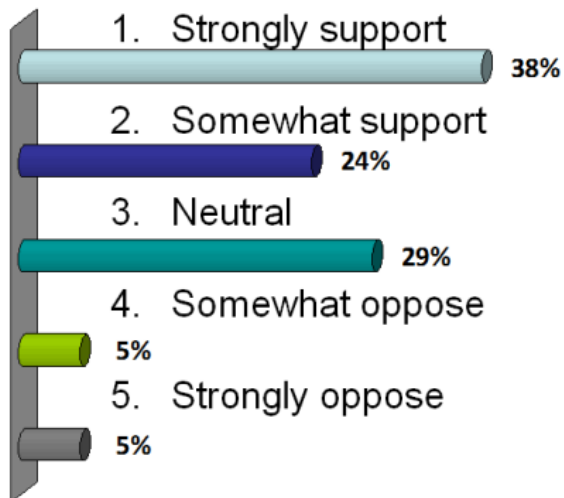
Housing in Central Milwaukie

A quarter (25% each) of participants voted for more mixed use and single-family housing. Slightly fewer voted for senior housing (20%), and even less for multifamily (15%). Ten percent said no new housing is needed in Central Milwaukie, and 5% saw a need for rowhouse development. Most (62%) participants said they would support or strongly support senior housing, while 10% opposed or strongly opposed senior housing in Central Milwaukie, and 29% were neutral. Senior housing received stronger support than affordable housing.

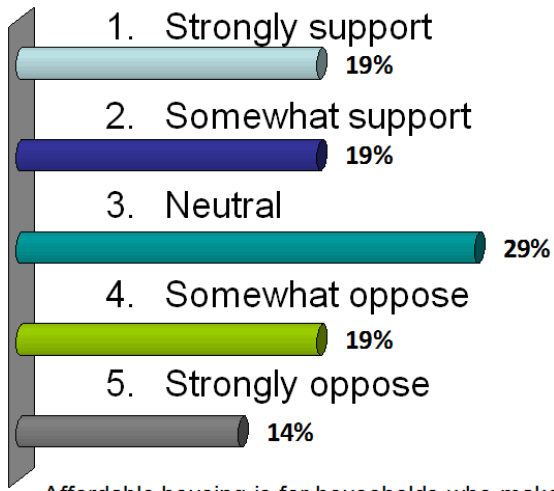
What type of **housing** is most needed in Central Milwaukie?



Would you support or oppose new **senior housing** in Central Milwaukie?



Would you support or oppose new **affordable housing** in Central Milwaukie?

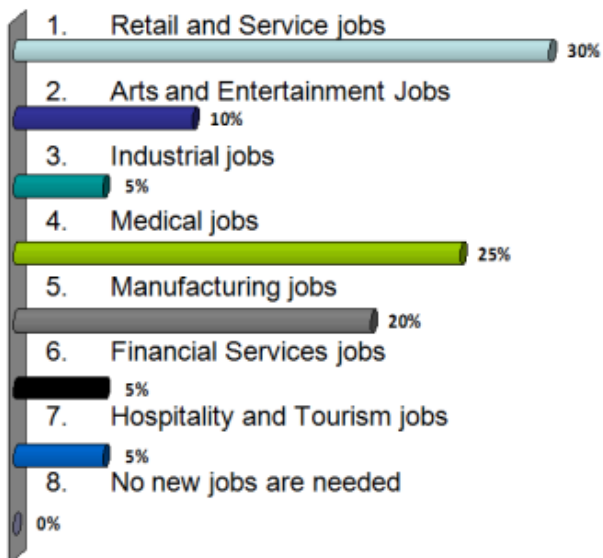


Affordable housing is for households who make less than \$40k per year or have an average rent of \$1,000 per month

Jobs in Central Milwaukie

All participants saw a need for more jobs in Central Milwaukie, primarily in the retail and service industry, medical industry, and manufacturing.

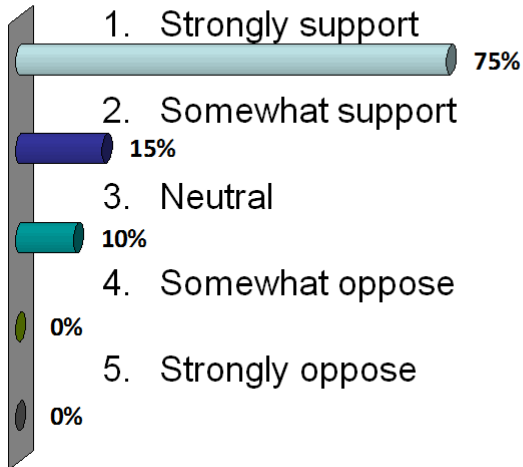
What type of **jobs** are most needed in Central Milwaukie?



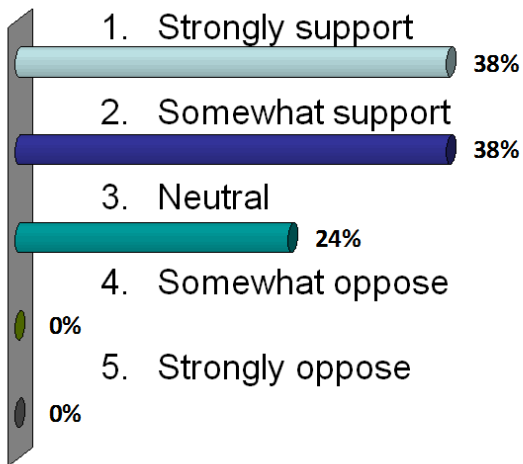
Commercial Uses in Central Milwaukie

A large majority of participants strongly supported bringing new restaurants and retail to Central Milwaukie (75%), and none were opposed; 76% supported both new office space and light industrial uses in Central Milwaukie. A small number of participants opposed the development of light industrial uses.

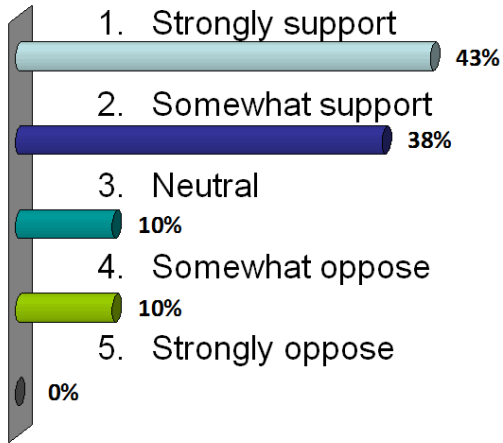
Would you support or oppose new **restaurants and retail shops** in Central Milwaukie?



Would you support or oppose new **office space** in Central Milwaukie?



Would you support or oppose new **light industrial** in Central Milwaukie?

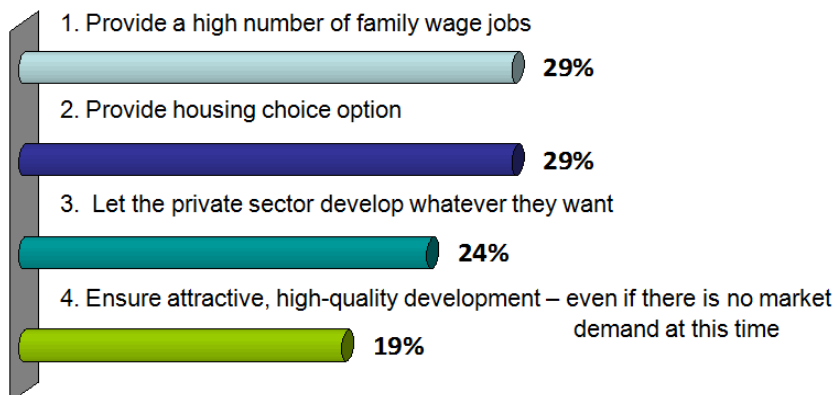


Development on the Opportunity Sites

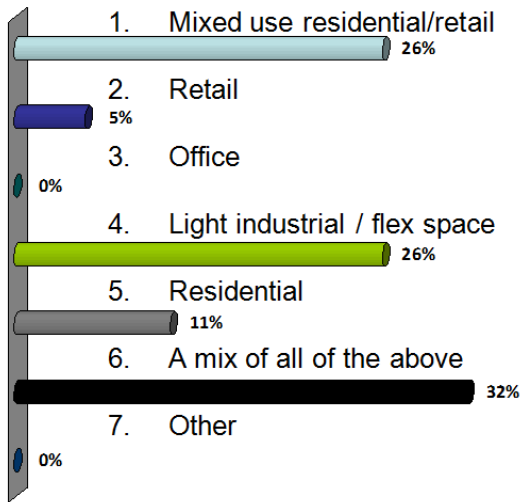
Murphy Site

More than half of workshop attendees (58%) supported additional jobs and housing options, while others supported either purely market-driven or purely community-driven development. There was no clear consensus regarding the desired uses in Central Milwaukie - 32% of attendees voted for a mix of "all of the above."

What is the most important goal for the **Murphy** site?



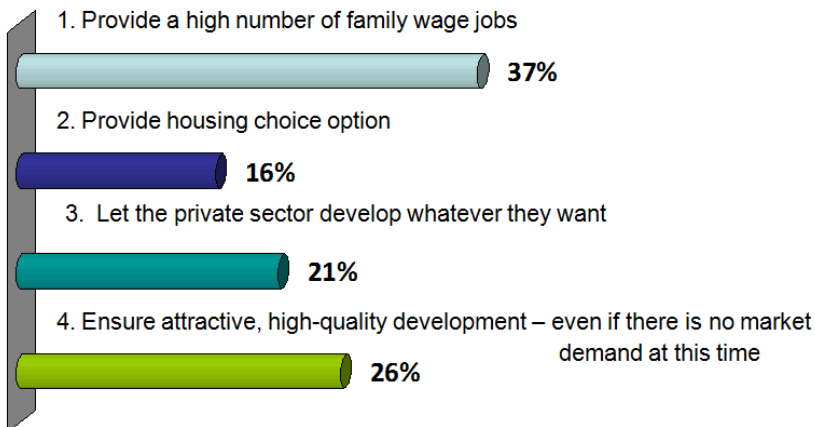
What would you most like to see develop on the Murphy site?



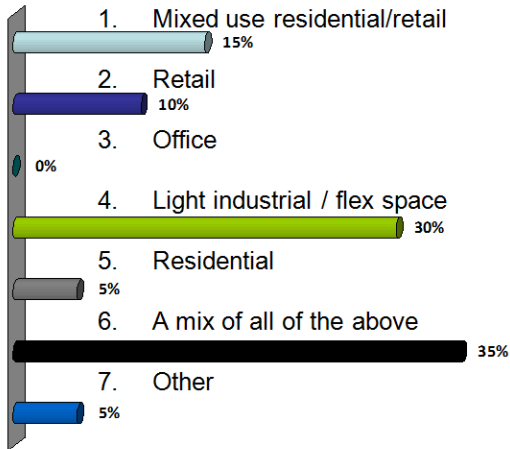
McFarland site

Participants ranked “providing a high number of family wage jobs” as the most important goal for the McFarland site (37%). Next was ensuring attractive, high-quality development, independent of market demand (26%), followed by market-driven development (21%) and housing (16%). There was no clear consensus around the types of development and uses desired for the McFarland site.

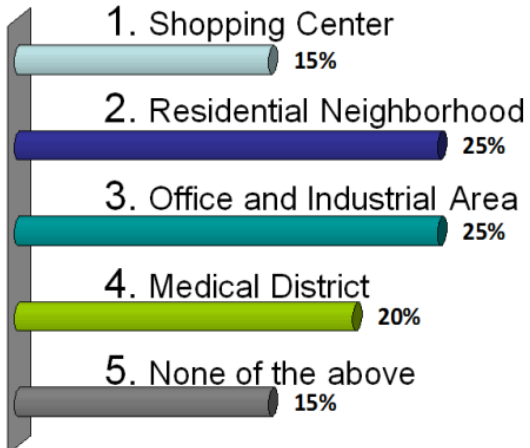
What is the most important goal for the McFarland site?



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



My vision for Central Milwaukie is closest to:



Highlighted Results from Visual Preference Survey

The visual preference survey consisted of 12 different photographs of building exteriors. Audience members ranked images of buildings on a scale of 1 – 10 in terms of preference for Central Milwaukie development, with 10 being the most appropriate for Central Milwaukie and 1 being the least.

The polling results also calculated the mean (average) score. Detailed scores for all images can be seen in the full version of the [Central Milwaukie Event Results](#). In general, there was not a large spread among the ratings. The average mean rating for all buildings was 4.89, with a high mean rating of 6.79 and a low of 3.11. The images are described below from highest to lowest scoring.

HIGHEST – Image #6: Average Score 6.79

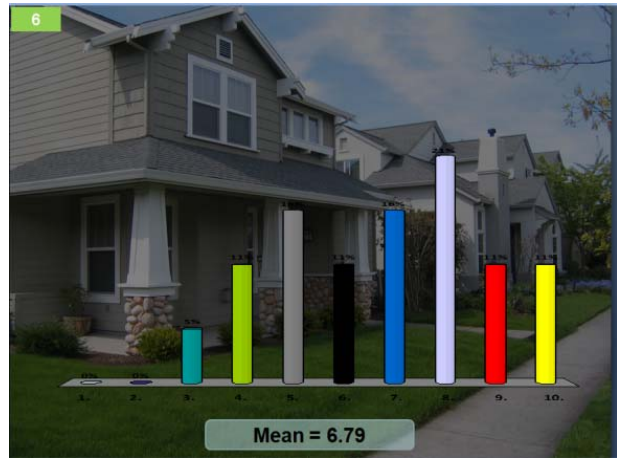


Image #10: Average Score 5.68

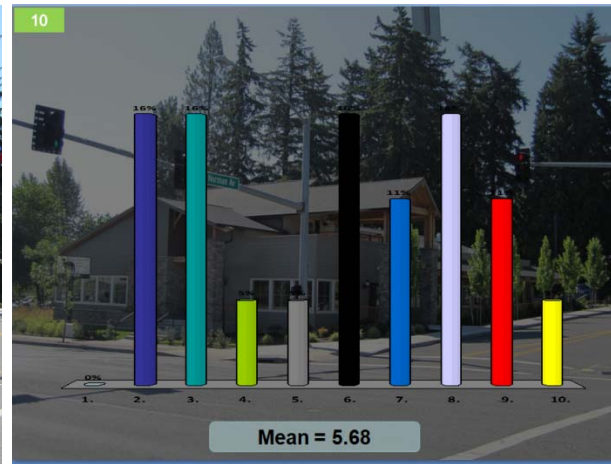
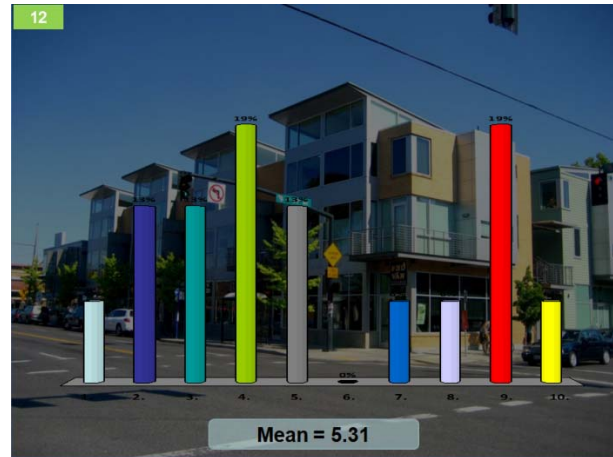
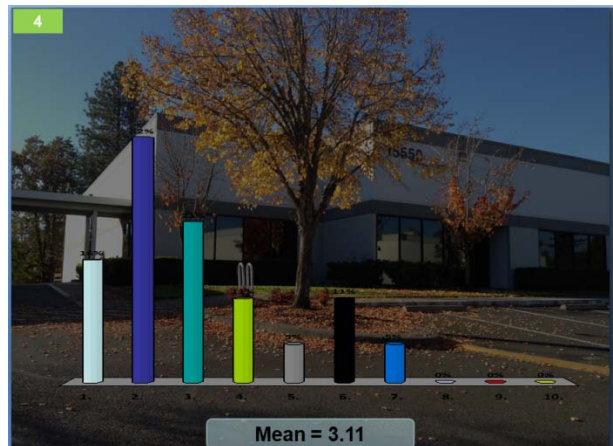


Image #12: Average Score 5.31



LOWEST – Image #4: Average Score 3.11



Mapping Exercise Results

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).

All four groups identified common themes for each site:

Murphy Site

- Light industrial uses on some portion of the site
- Street connections to 32nd Ave and Meek St were desired
- Some level of mixed use commercial with office or housing above
- Open space/park within the site or along the perimeter
- Buffer between railroad tracks and non-industrial uses

McFarland Site

- Open space/park within site or along perimeter
- Buffer between railroad tracks and non-industrial uses

There was lack of consensus in other areas:

Murphy Site

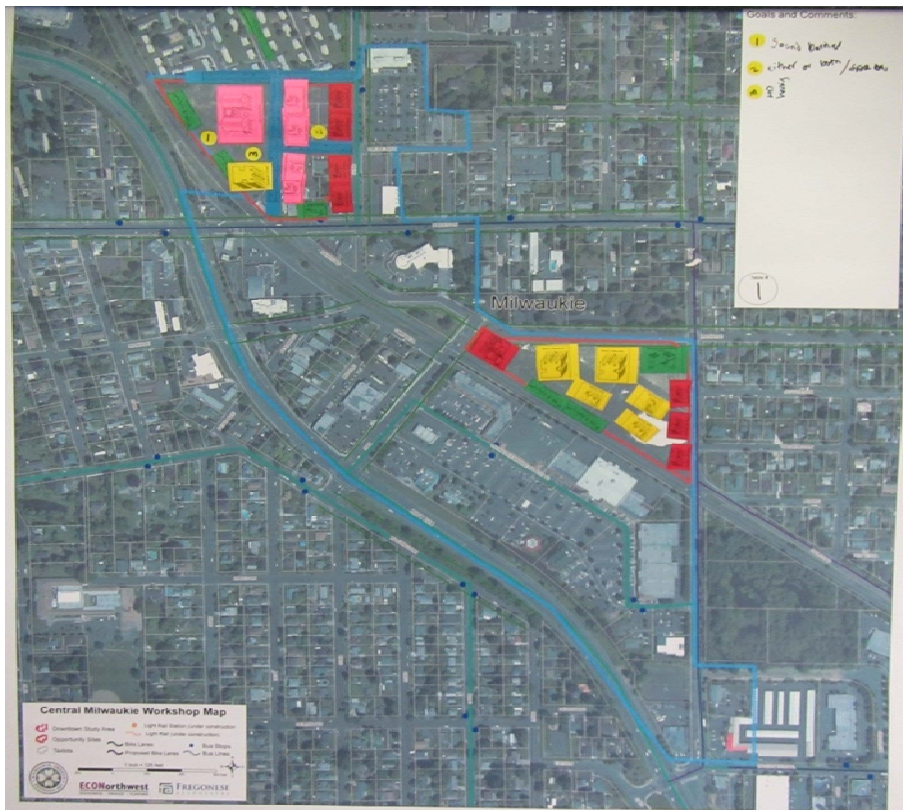
- Residential uses (multifamily or other)
- Standalone commercial uses
- Connected to Providence or independent uses

McFarland Site

- Light industrial uses
- Standalone residential uses
- Standalone commercial uses
- Internal street network
- Surface parking

The results of the mapping exercise are described below. Detailed comments are included in Attachment 1.

Table #1 Map Results



Murphy Site:

- New internal street network
- Light industrial in the center of the site
- Vegetated buffer along railroad tracks
- High-density multifamily housing in the southwest corner
- Open space/park along Harrison St
- Mixed use commercial uses with either housing or office above

McFarland Site:

- Mixed use at 37th and Oak St
- High-density multifamily housing along Monroe and in the interior
- Vegetated buffer along railroad tracks
- Open space/park in northeast corner

Table #2 Map Results



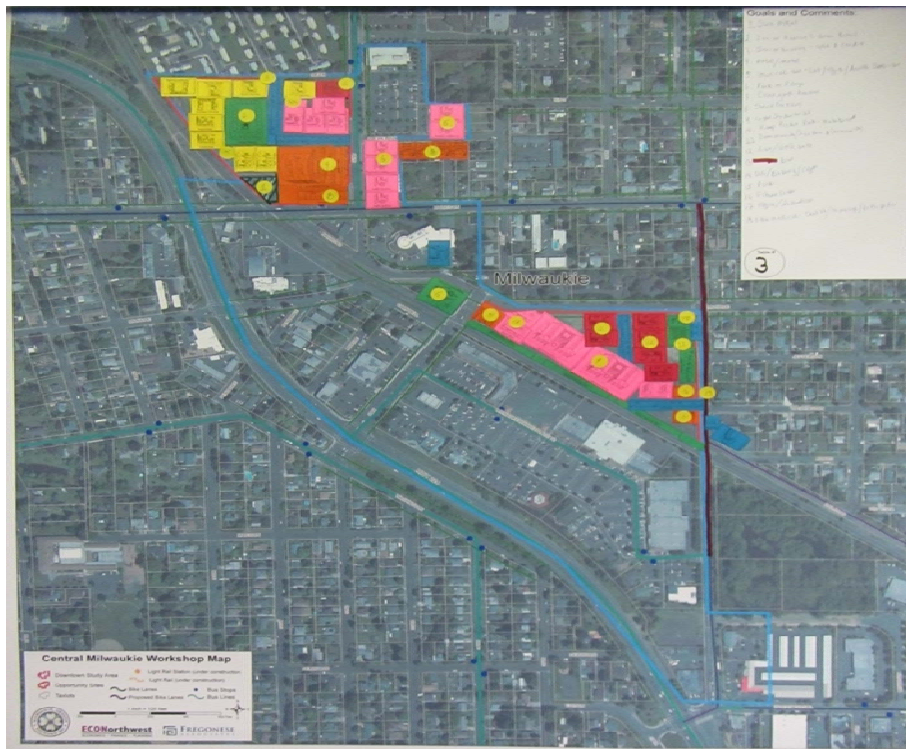
Murphy Site:

- New internal street network
- Light industrial along the railroad tracks
- Interior open space/park
- Residential in the northeast corner
- Commercial uses along new north/south street
- A mix of residential, mixed use, civic, light industrial, and commercial uses along the street frontages
- Open space/park on the east side of 32nd

McFarland Site:

- Surface parking in the interior
- Hotel/motel on Oak St
- Vegetated buffer along railroad tracks
- Mixed use and commercial uses along Monroe and 37th
- Open space/park in the southeast corner and on the west side of Oak St

Table #3 Map Results



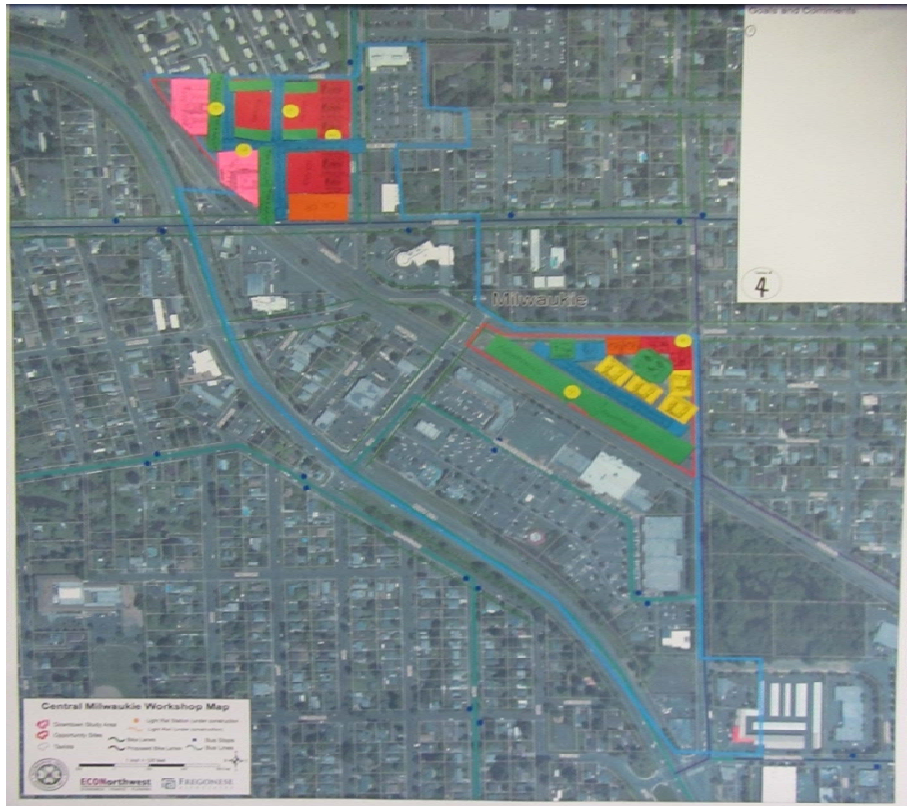
Murphy Site:

- New internal street network
- High-density multifamily housing along the railroad tracks
- Interior open space/park
- Commercial (grocery store) in the southeast corner of Harrison and 32nd Ave
- Light industrial along the northern frontage of 32nd Ave
- Light industrial on the eastern side of 32nd Ave

McFarland Site:

- New internal street network
- Vegetated buffer along railroad tracks
- Light industrial uses adjacent to the railroad tracks
- Mixed use and commercial along Monroe and the new street
- Commercial uses at the intersection of 37th and a new street
- Open space/park on the west side of Oak St
- Open space/park in the northeast corner

Table #4 Map Results



Murphy Site:

- New internal street network
- Interior greenways
- Light industrial along the railroad tracks
- Mixed use along 32nd Ave frontage and new internal frontages
- Commercial in southeast corner along majority of Harrison frontage

McFarland Site:

- New internal east/west street
- Substantial vegetated buffer along railroad tracks
- Civic uses adjacent to vegetated buffer
- High-density multifamily housing in interior and along 37th Ave frontage
- Mixed use at the northeast corner
- Combination of open space/park, civic, and commercial uses along Monroe St frontage

Attachments

1. Mapping exercise comments

Attachment 1
Central Milwaukie Workshop Mapping Exercise Comments: October 29, 2013

Map #	Sticker/ comment #	Site/Location	Comments
1	1	Murphy	Sound barrier
1	2	Murphy	Either or both
1	3	Murphy	HD [high density?] housing
2		Murphy	New N/S street on 31st
2		Murphy	New E/W street on Llewellyn; extension heading NW
2		Murphy	Light industrial as RR buffer - 4 stories to block noise
2		Murphy	Park & garden for senior housing
2		Murphy	Deli/bakery - small-scale
2		Murphy	Senior housing near hospital
2		Murphy	Parking lot for visitors
2		Murphy	Housing over retail
2		Murphy	Shops/plaza in SE corner
2		Murphy	Parking - mostly as part of building; industrial - surface [parking], on-site senior housing - tuck-under [parking]
2		Murphy	Car wash stays
2		Murphy	Parking - 32nd intersection
2		McFarland	Sports facility, indoor in SE corner; community-based - soccer, tennis
2		McFarland	Jefferson St. extension
2		McFarland	New N/S street
2		McFarland	Park in NE corner
2		McFarland	Bike/ped trail parallel to rail
2		McFarland	Neighborhood park near sports facility
2		Other	Monroe greenway (bikes)
2		Other	Food co-op @ Milwaukie Marketplace
2		McFarland	32nd Ave. - planting strips & street trees
2	A		Bus service on RR Ave., sidewalk, bike trail
3	1		Save Mike's
3	2		Senior housing with some retail
3	3		Senior housing - apts. & condos
3	4		Hotel/motel
3	5		Medical use - lab/office/health services
3	6		Park or plaza
3	7		Courtyard housing
3	8		Small grocery
3	9		Light industrial
3	10		Keep pocket park - make bigger

3	11		Community garden and greenway
3	12		Live/work units
3	13		Bus
3	14		Deli/bakery/coffee
3	15		Park
3	16		Fitness center
3	17		Office/industrial
3	18		Other medical - dental/massage/orthopedic
4	1	Murphy	Senior housing over retail
4	2	Murphy	Housing over community spaces
4	3	Murphy	Flex space and green space buffer for the railroad
4	4	McFarland	6-story aquaponic farming
4	5	McFarland	Save Centennial dogwood trees
4	6	Murphy	Trees of a larger size and properly placed