



fresh look **MILWAUKIE:**
downtown ROAD MAP
project

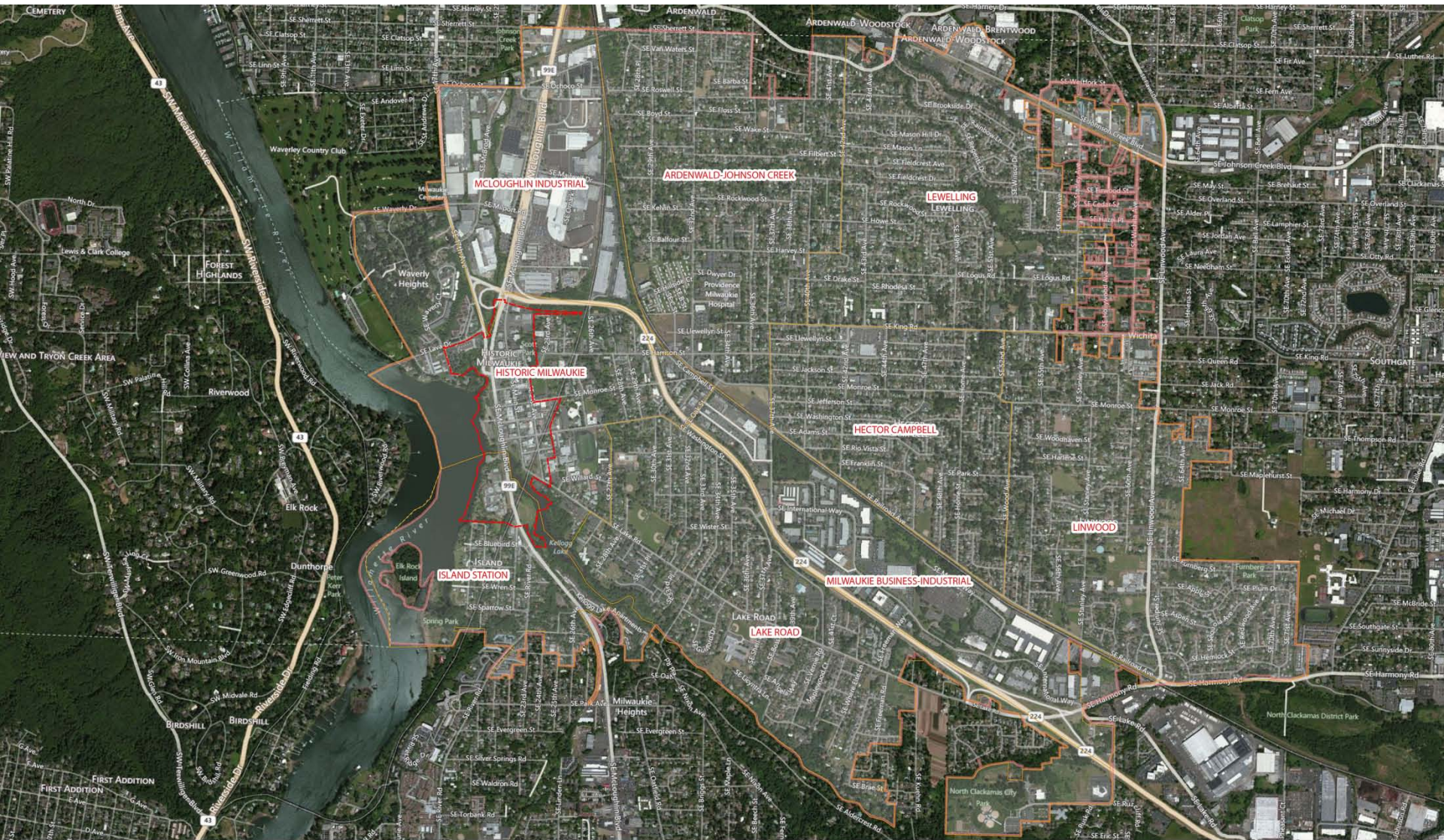
Community Workshop

Thursday May 9th, 2013
6:30 – 8:30 PM

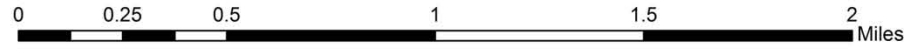


Why are we here tonight?

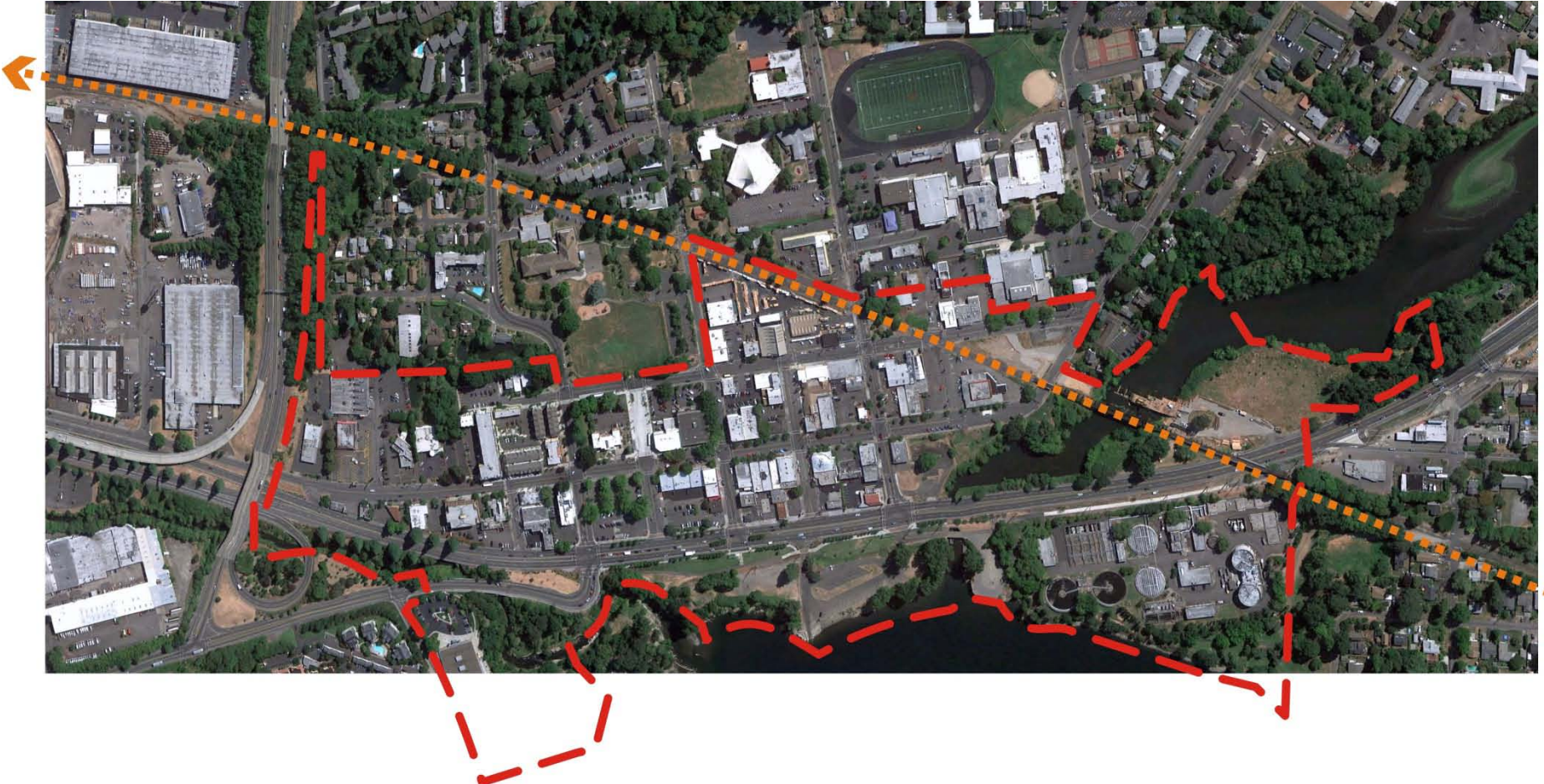
- 1. Overview of Project Purpose & Goals*
- 2. Review activities to date*
- 3. Present Initial findings*
- 4. Present Draft recommendations*
- 5. Instant polling (clickers!)*
- 6. Group Discussions + Report Out*
- 7. Next steps*
- 8. Open House/Q&A*



- Milwaukie City Boundary
- Neighborhood Districts
- Downtown Boundary



Downtown Milwaukie Study Area



North

Project Overview



Where We've Been...

1848

Milwaukie founded as a rival to Portland

Late 1890s – 1940s

Prosperous small town

1950s – Present

Suburban community; population has grown from 5,000 in 1950 to 21,000 today

Today

Milwaukie has a different set of needs, and downtown has a different function



Where We Are Now...

As a nation...

- Demographics **changed** since 1980
- **Population** is rapidly **aging**
- Median household **income** has **declined**
- Currently emerging from an economic **recession**



Where We Are Now...

As a city...

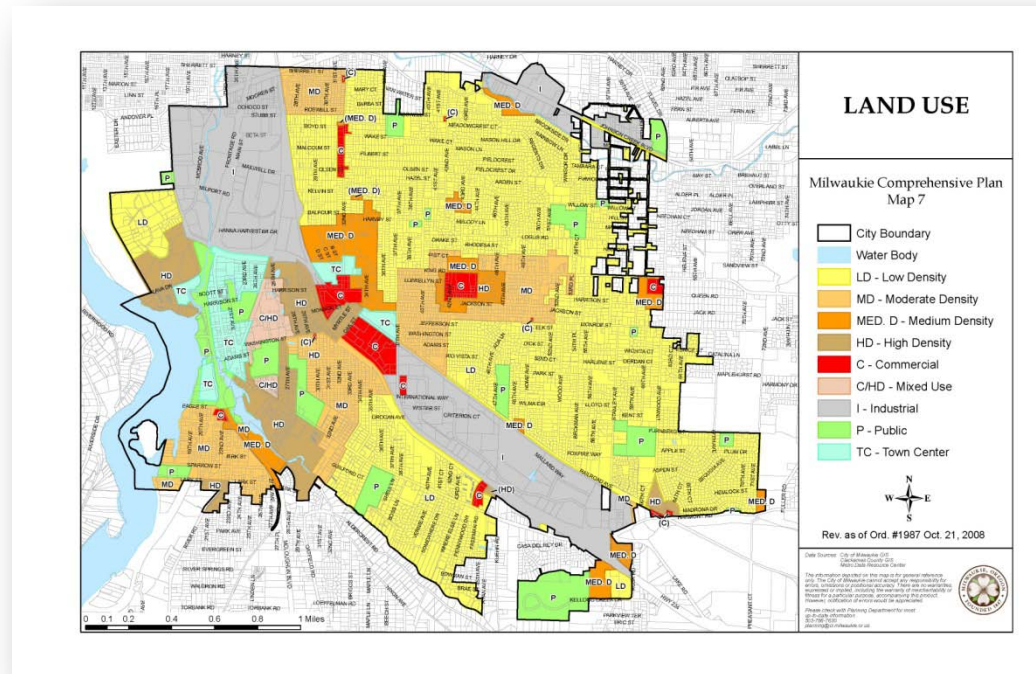
- Population: 20,291 (Census 2010)
- Population **diversifying**
- Means **changing needs** for housing types, goods & services



Where we are now...

Plans & Policies

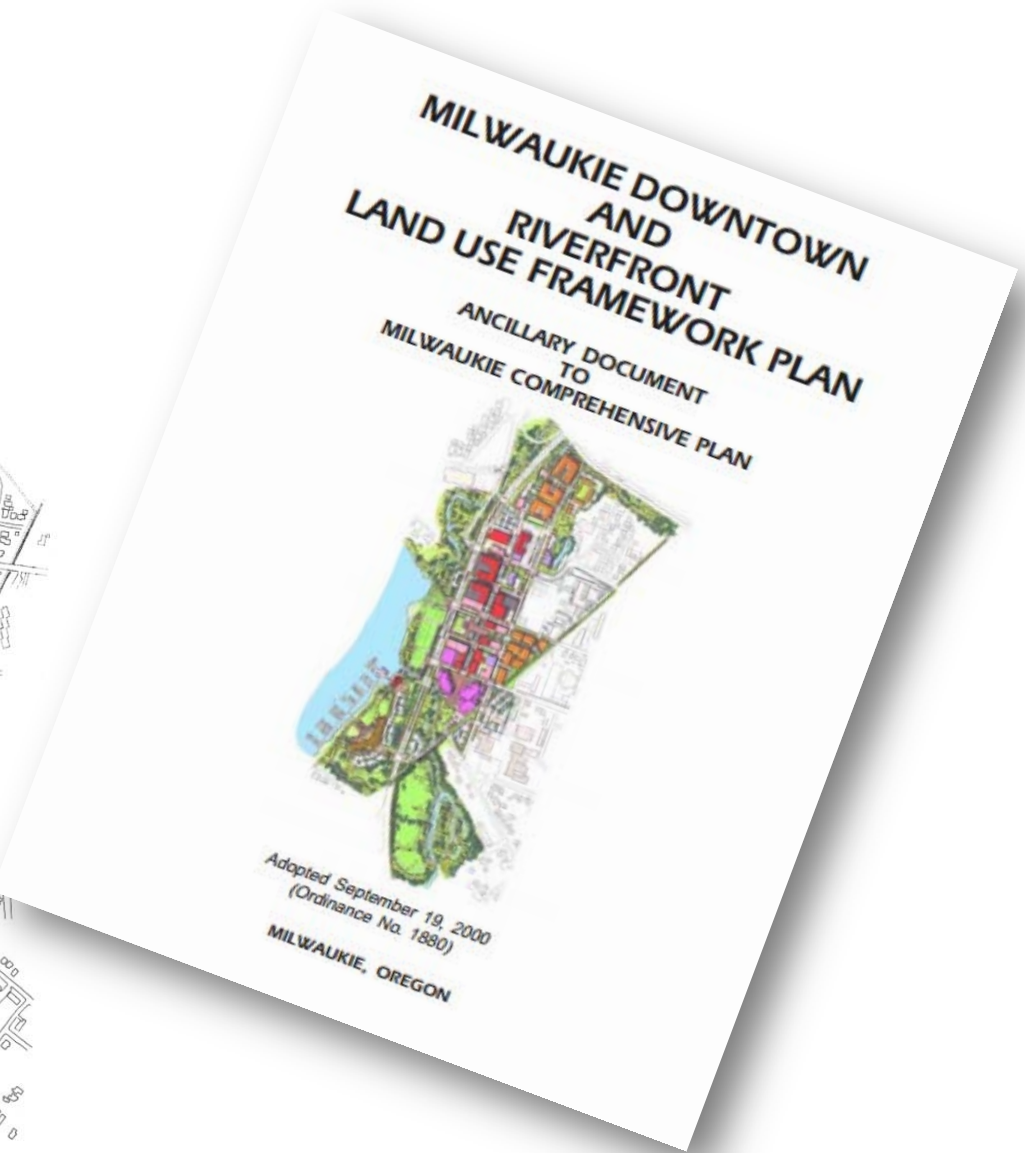
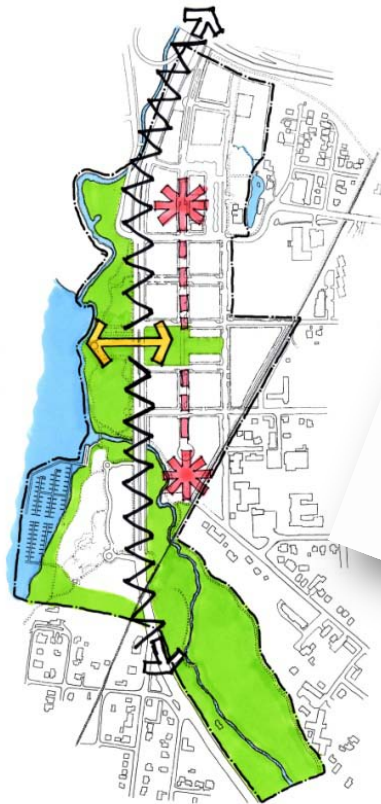
Milwaukie Comprehensive Plan (1989)



Where we are now...

Plans & Policies

*Downtown Framework
Plan (2000)*



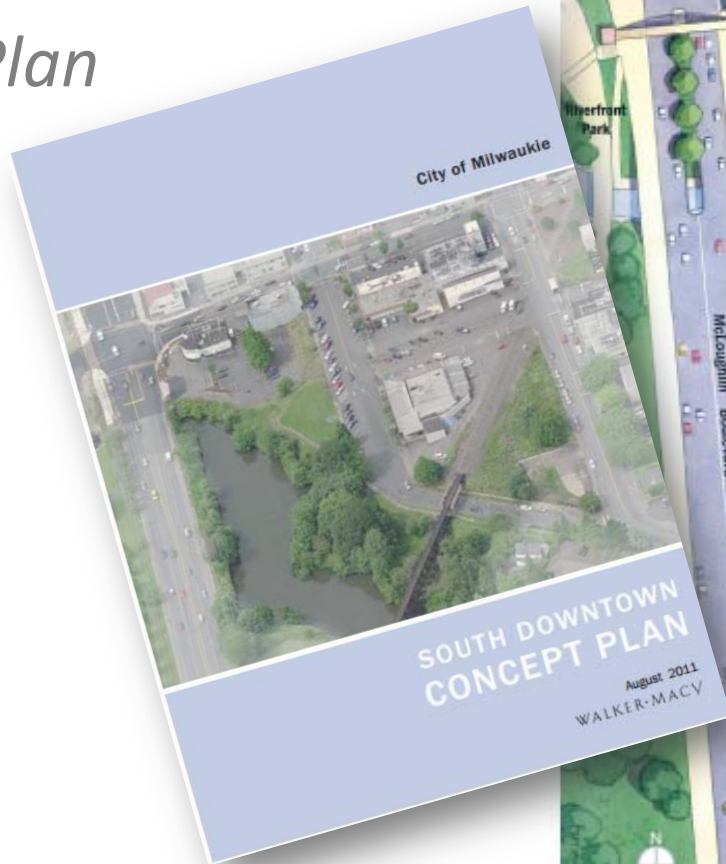
Where we are now...

Plans & Policies

South Downtown

Concept Plan

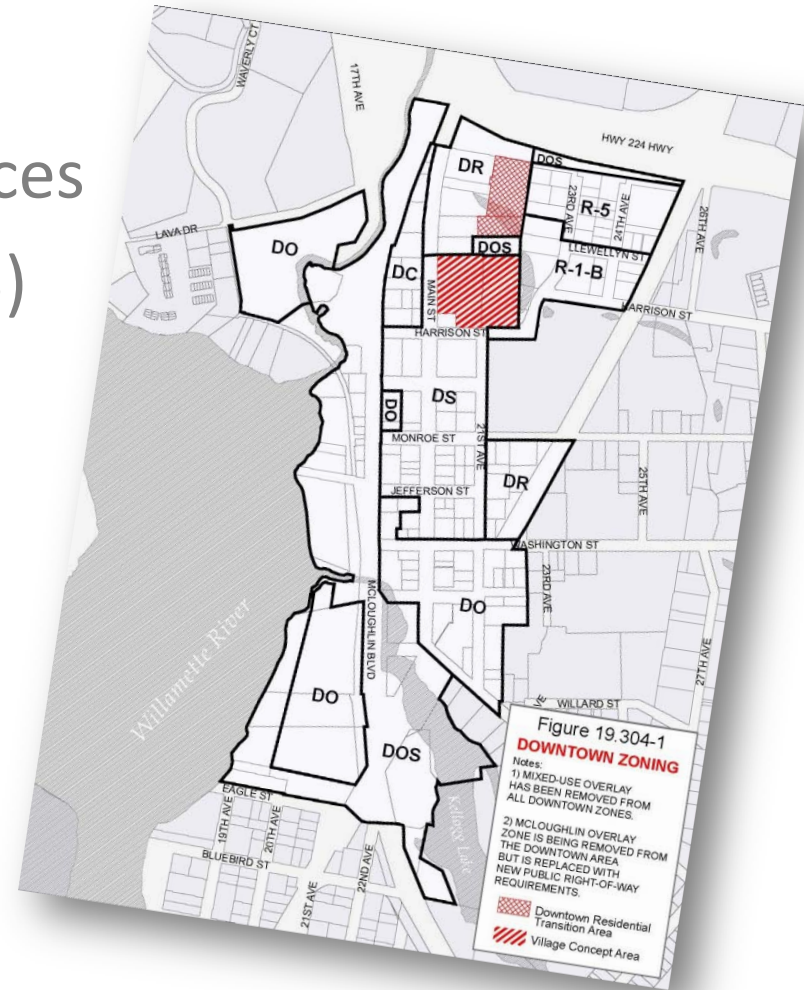
(2011)



Where we are now...

Plans & Policies

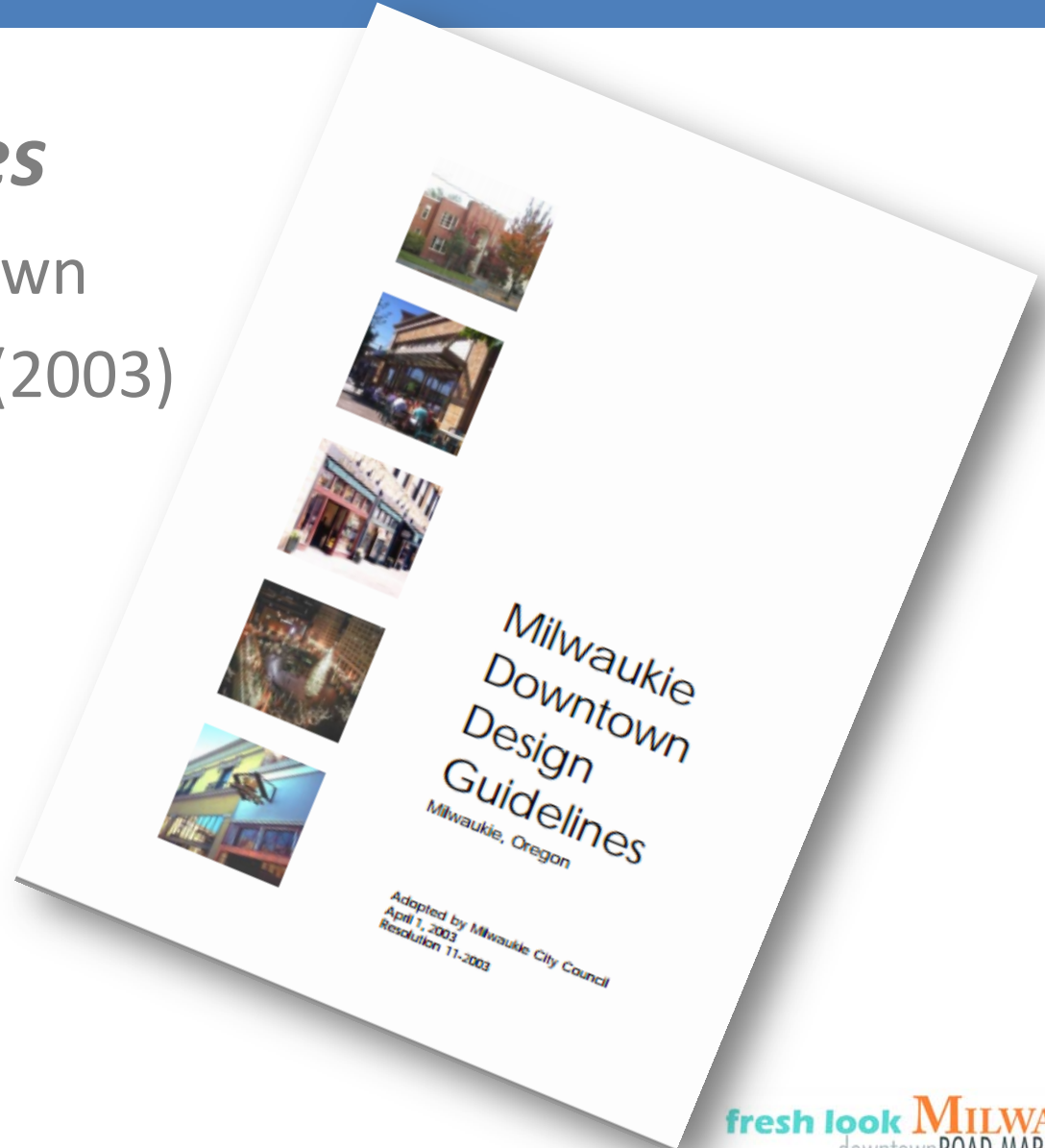
Downtown Zoning Ordinances
(2000, revised 2009 & 2013)



Where we are now...

Plans & Policies

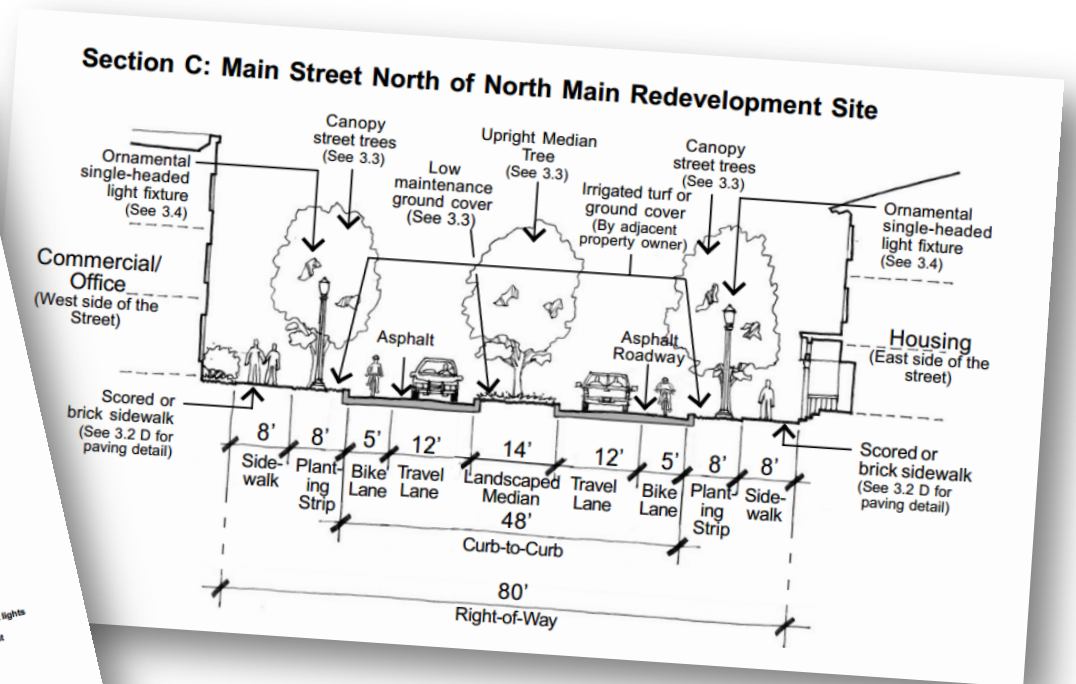
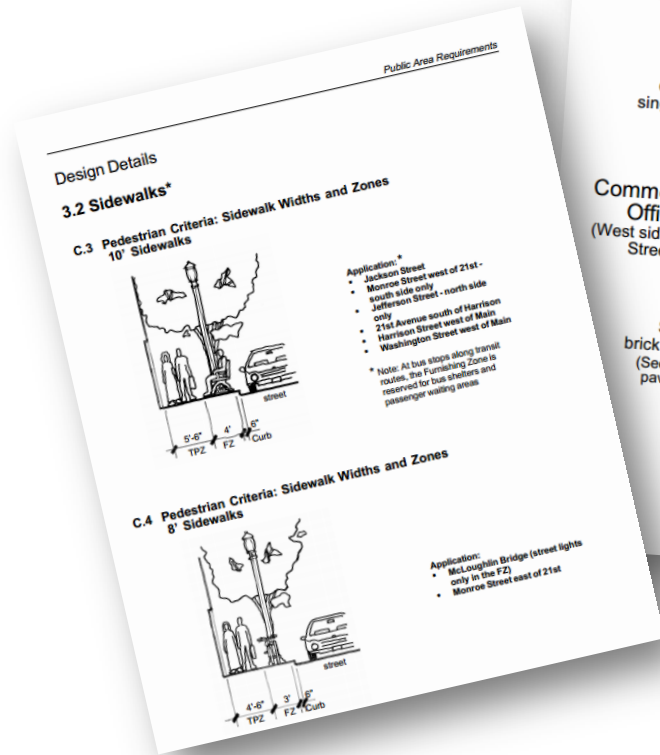
Milwaukie Downtown
Design Guidelines (2003)



Where we are now...

Plans & Policies

Public Area Requirements - aka PARs (2000)



Where we are now...

Vacancies (4/13/13)

- Retail space 21%
- Office space 18%
- Services 14%
- Dispersed throughout Downtown



Where we are now...

Recent Improvements

- Infrastructure upgrades
- Public art
- North Main Village
- Storefront improvements



Why this project?

Who are we?

What are we doing?

Why?

What will the project do?

How?



Community Engagement

What we've done so far...

- Talked to over **200 Milwaukie community members**
- 132 surveys
- 24 interviews
- NDA Leadership Meeting
- May 3rd First Friday
- May 12th Farmer's Market (come see us!)
- Kickoff event (April 1st Workshop & Open House)
- Two business owner coffee klatches
- Walking Tour



Community Engagement

April 1st Kickoff Event

Themes with the most Bux overall (near 20% each):

1. Connecting to the Riverfront
2. Signature events
3. Unified Business Vision

Themes with the most \$100 Bux

1. Connecting to Riverfront
2. Unified business vision
3. Signature events

Other Themes (with about 5% each)

1. Improve access for multiple travel modes
2. Better property maintenance
3. Quality urban design



Community Engagement

April 27th Walking Tour – Key Findings

Strengths: **Streetscape design**, Riverfront **views** and space and **Local** businesses

Weaknesses: Little shopping **variety**, 21st Ave. not as attractive as other streets, lack of **consistency** in building appearance

Opportunities: **Short-term** improvement actions, decorative tree **lighting**, **river-oriented business**

Challenges: **Noise** and **congestion**, McLoughlin not **pedestrian** friendly in some places



Community Engagement

April 30th Business Owner Coffee Klatches



- 76% of participants identified **parking challenges** for businesses
- 64% of participants believed there wasn't a **unified business vision** but expressed desire for such

Community Engagement

April 8-May 1 Survey (134 responses)

- Downtown needs **more variety** and things to do
- Strong desire for **grocery store**



Community Engagement

April – May Interviews

Top three **strengths** of Downtown:

1. Restaurants & coffee shops
2. Public places
3. “Small town” feel

Top three **opportunities** for Downtown:

1. Capitalize on Light Rail
2. Encourage mixture of uses
3. Bring more retail and service-oriented businesses



Community Engagement

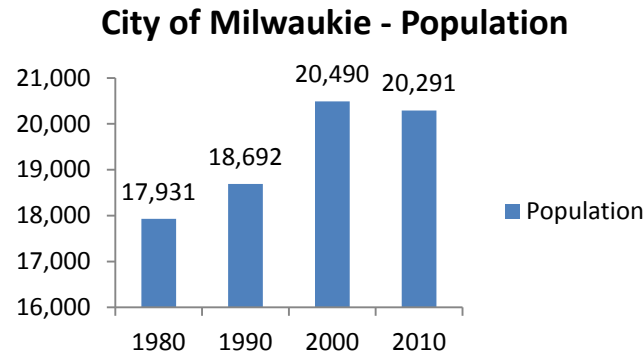
Webpage & Social Media



What else have we been doing?



Business Inventory



Demographic Analysis



Synthesizing Results



Publicizing Engagement Opportunities



Attending Community Events



Review of Existing Plans

General Findings

Overall, we heard you agree on many things:

1. There is development potential in Downtown
2. Downtown has many “hidden gems”
3. There are many places with potential for improvement
4. There is a strong desire for a coordinated business vision
5. Affordable rents, fees and taxes are a strong attractor for business
6. Community values align closely with those from over a decade ago

General Findings

There is development potential in the Downtown



Many walking tour participants pointed out the “Cash Spot” site as a key location with many possibilities for enhancing Downtown

General Findings

Milwaukie has many “hidden gems”



General Findings

...and many places with potential



General Findings

*There is a strong desire for a coordinated
Downtown Business Association and Vision*



General Findings

Affordable rent, taxes, and fees are a major attractor for downtown business owners



General Findings

*Community values align closely
with those of over a decade ago*



Connecting
to the River



Revitalize
Main Street




Restore
Natural Areas & Parks

Key Guiding Principles from the 2000 Framework Plan

fresh look **MILWAUKIE:**
downtown **ROAD MAP**
project

Key Findings

1. *Milwaukie's main attractors are its Restaurants & Events*
2. *Milwaukie s the River, and wants to feel more connected to it*
3. *A majority of people in Milwaukie support varied ground-floor uses on Main Street*
4. *You want an increased variety of retail and shops*
5. *There is a need for Economic Development*

Key Findings

*Milwaukie's main attractors are its
Restaurants & Events*

94%

of survey respondents
visit Downtown in
order to eat

Survey respondents who think
Milwaukie's restaurants are one of
its main strengths

38%



Key Findings

*Milwaukie ♥'s the River, and
wants to feel more
connected to it!*

70%

of survey respondents would visit
Downtown more often if Riverfront access
were improved



Key Findings

*Downtown Milwaukie needs **more places for people to shop** and **things for people to do***

78%

- Grocery Store
- Service oriented
- Recreational
- Local restaurants & retail

Survey respondents who would like to see a mix of both office and high-traffic retail or desire uses that promote and attract on-street activity

LOCAL!



Key Findings

Need for Economic Development

- Increase variety of shops to attract customers
- Create a cohesive business association and vision
- Address parking issues for employees



Areas of Uncertainty

Where we need your help and clarification...

- Getting more people Downtown
- Light rail
- Parking
- Walking environment
- Ground floor uses and activities

Discussion

Area of Agreement: Parking is an issue downtown

Area of Uncertainty: An issue for whom?

64%

Survey respondents agree or feel strongly that they can usually find parking when they visit Downtown

Business Owners identified parking challenges for business Downtown

76%



Discussion

Area of Agreement:

Strong desire for future development

Area of Uncertainty:

How will it be funded?

Discussion

Area of Agreement: A Unified Business Vision is good for the Downtown

Area of Uncertainty: Does one already exist?

Area of Agreement: Parking availability and location has impacts for business

Area of Uncertainty: How will Light Rail impact parking? Who is the parking for?

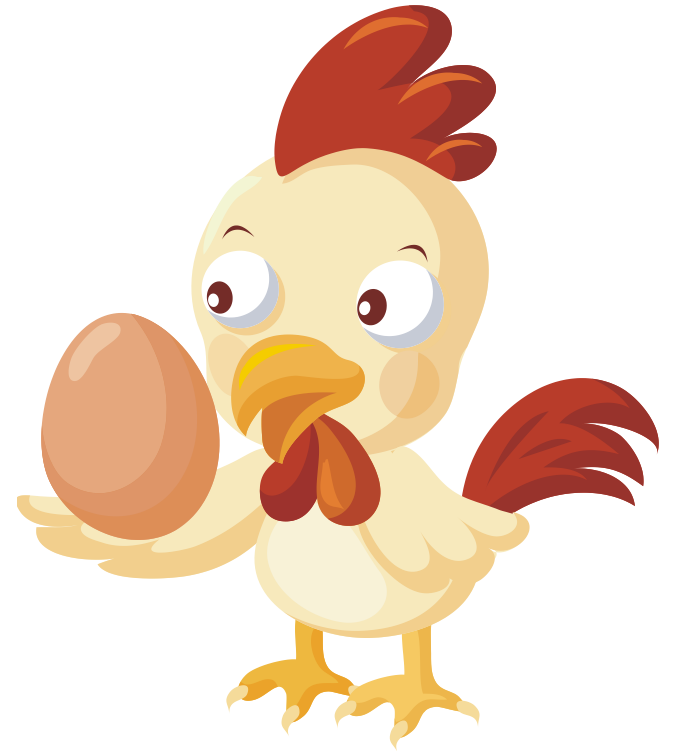
General Findings

*Area of Agreement: **Get more people Downtown!***

*Area of Uncertainty: **How?***

Which comes first, the **people**
or the **retail**?

What role does
housing play in this
equation?



Key Findings

Agreement: Light rail = change!

Area of Uncertainty: How can we make sure it's positive?



Draft Recommendations

Intended To:

1. Capture & communicate values and priorities
2. Identify overarching themes
3. Offer effective and feasible strategies to address the overarching themes
4. Provide a road map for short-, medium-, and long-term actions in the Downtown

Draft Recommendations

Based On:

1. Learning about the past and understanding plans for the future
2. Synthesizing community feedback to date
3. Identification of shared community values
4. Assessing existing conditions
5. Community-generated solutions

Draft Recommendations

- 1. Protect and Enhance Shared Community Values*
- 2. Facilitate Economic Development*
- 3. Build Community Cohesion*
- 4. Identify & Prioritize Short-Term Projects*
- 5. Bring Sexy Back to McLoughlin*

Draft Recommendation #1

Protect and Enhance Shared Community Values

- Small-town feel
- Friendly people
- Affordability
- Accessibility
- Walking is pleasant
- Local business
- Shopping options
- Active and vibrant streetscape
- Quality green & open spaces
- Strong visual and physical connections to the river
- Community events and celebrations
- Focus on food, arts & culture
- Safe & family-friendly



Draft Recommendation #1

*Protect and Enhance Shared Community Values: **Strategies***

1. Enhance and expand existing events
2. Coordinate efforts and resources to bring back “Milwaukie Daze”
3. Consider extending the Farmer’s Market season
4. Promote local artists and musicians in the regional (not just local) media
5. Invite regionally-recognized artists and personalities to speak in Downtown’s most attractive venues

Draft Recommendation #2

Facilitate Economic Development

- There is a need to bring more people into Downtown in order to support a variety of businesses
- But, having relevant, desirable goods and services is also a major catalyst for getting people into downtown
- A multi-pronged approach is needed



Draft Recommendation #2

Facilitate Economic Development: Strategies

1. Create and staff a jointly funded economic development position
2. Grocery store feasibility study & recruitment
3. Activate Milwaukie's "McLoughlin Face"
4. Prioritize improved local access to Downtown for Milwaukie residents
5. Address the spectrum of parking needs
6. Develop and market a Milwaukie "brand" based on shared values and marketable strengths

Draft Recommendation #2.3

Activating Milwaukie's McLoughlin Face



Milwaukie's McLoughlin Face today

Draft Recommendation #3

Build Community Cohesion

Two major themes inform this recommendation:

1. Building consensus around a common identity
2. Trust-building among and between local government entities, members of the business community, and private citizens.

Draft Recommendation #3

Build Community Cohesion: Strategies

1. Form a citizen advisory committee for the downtown code “refresh” project with representatives from a broad range of interests
2. Expand on existing community events and celebrations
3. Continue targeted outreach to hard-to-reach community members—renters, the elderly, and youth, for example
4. Tailor communications about Downtown development activity for specific groups, to bring about clarity and trust
5. Focus on leveraging existing communication networks

Draft Recommendation #4

Identify & Prioritize Short-Term Projects

- Small, concrete steps with high visibility in the community generate community support and momentum for positive change
- Identify short-term action items that support the largest number of agreed-upon community values
- Will help establish clear community priorities and set the tone for future, long-term development

Draft Recommendation #4

*Identify & Prioritize Short-Term Projects: **Strategies***

1. Renovate the kiosk in front of City Hall
2. New signage for Scott Park
3. Daily parking permit program
4. “Welcome to Downtown Milwaukie” signs



Draft Recommendation #5

Bring Sexy Back to McLoughlin

- Travelers on McLoughlin may not be aware that downtown Milwaukie exists or how to reach it
- Encourage the attractive elements of Downtown to spill out toward McLoughlin
- This will enhance the overall feel of Downtown as well as help draw in through-travelers

Draft Recommendation #5

Bring Sexy Back to McLoughlin: Strategies

1. Designate entry nodes or a gateway zone
2. Consider building and design standards that encourage connection to Riverfront Park
3. Conduct a market study on river-oriented businesses



Other Recommendations

“Milwaukie: Good Things Happen Here”

- A positive phrase will bring more attention to the positive changes have already been made and what is underway
- Leverage existing positive momentum to attract more investment – both social and economic



Other Recommendations

“Milwaukie: Good Things Happen Here”: Strategies

- Identify a group or City department responsible for promotion
- Provide attractive and easy-to-read print media with such information in plenty of accessible, public places



Now let's talk about...

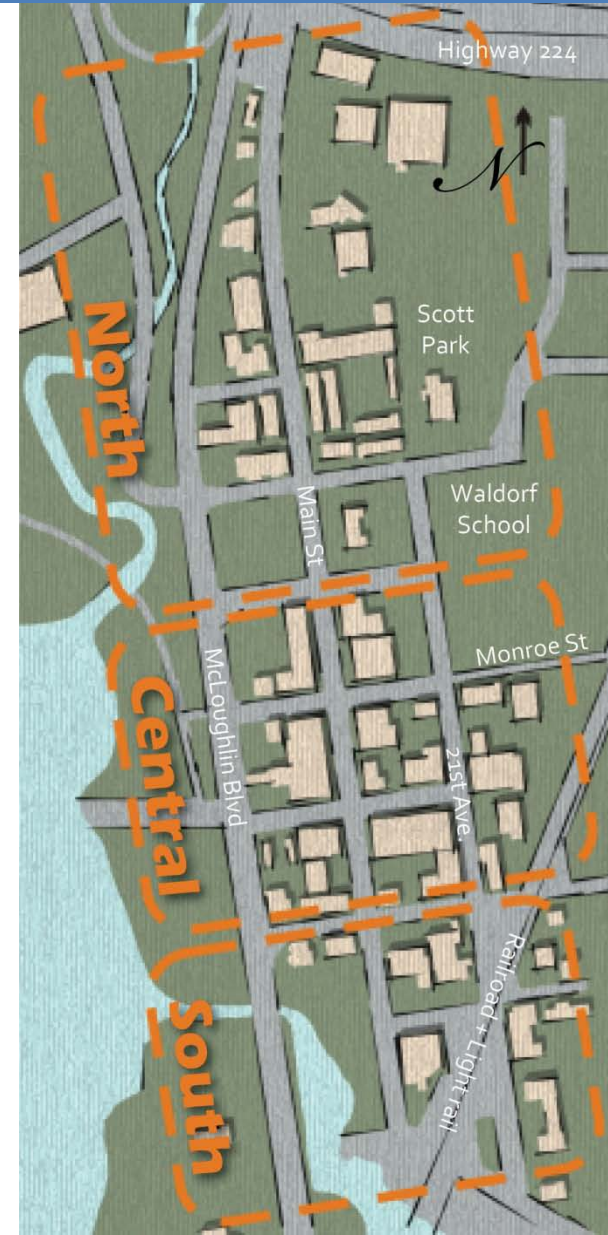
What we still need to find out...

*Specifics about how you want
Downtown to look, function,
and feel*

What's missing from Downtown?

What are priorities for each area of
Downtown?

What are priorities for each corridor?



Instant Polling!

- *There are no right or wrong answers*
- *Go with your “gut reaction”!*
- *Let someone know if you are having trouble with your clicker*



Instant Polling!

Does everyone have a clicker?

- *A couple of warm-up questions*
- *Tell us about yourself (all responses are anonymous)*



Where are you from?



0%

A. Milwaukie

0%

B. Another city in Oregon

0%

C. Another state

0%

D. Another country

Rank your three favorite summer activities



0%

A. Water sports

0%

B. Biking, walking, running or hiking

0%

C. Fairs & festivities

0%

D. Dining outdoors

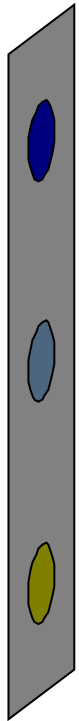
0%

E. Visiting parks

0%

F. Other

What is your gender?



0%

A. Female

0%

B. Male

0%

C. Other

What is your age?



0% A. 0-18

0% B. 19-34

0% C. 35-44

0% D. 45-54

0% E. 55-64

0% F. 65+

I attended the *Fresh Look Milwaukee* April 1st Open House & Workshop

A. True

0%

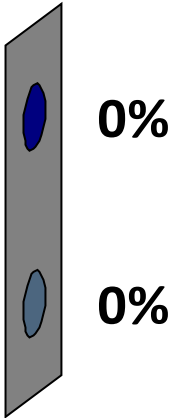
B. False

0%



I have attended or participated in another *Fresh Look Milwaukee* activity

A. True



0%

B. False

0%

What best describes you?



0%

A. I live in Downtown

0%

B. Not a resident, but a property owner

0%

C. Downtown Business owner

0%

D. Work in the Downtown

0%

E. Live and work in the Downtown

0%

F. None of the above

How do you usually travel to and from Downtown Milwaukie?



A. Car

0%

B. Walk or bike

0%

C. Public transit

0%

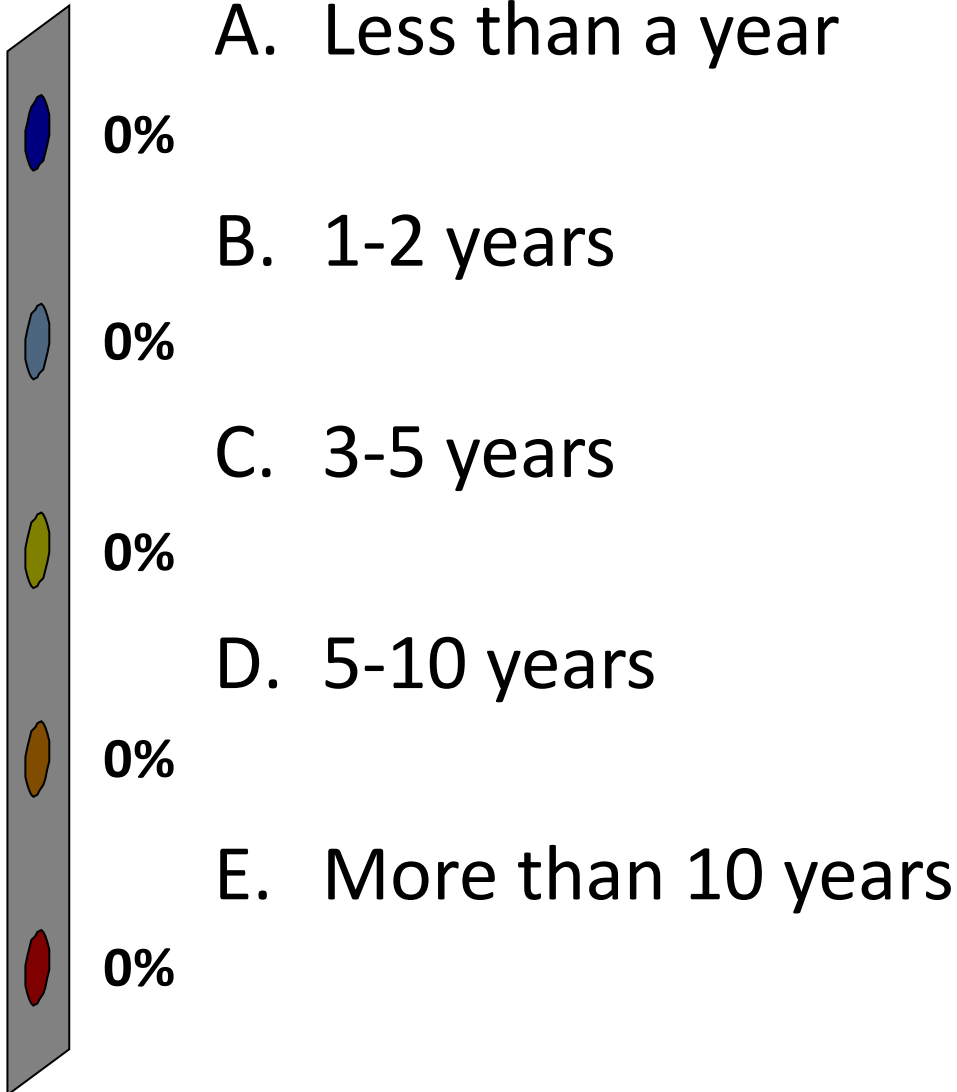
D. Combination

0%

E. Other

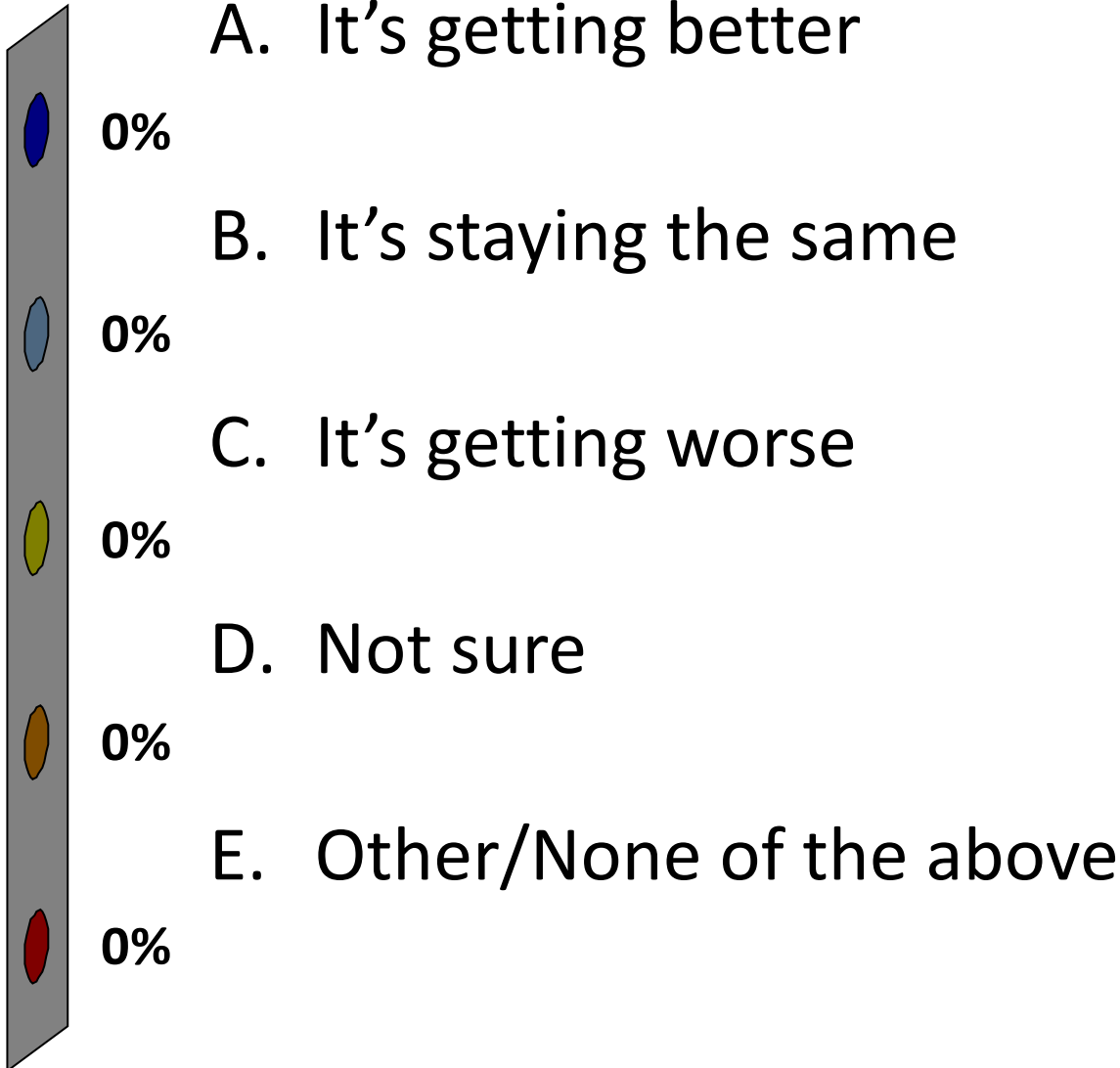
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If you are a Milwaukie resident, how long have you lived here?

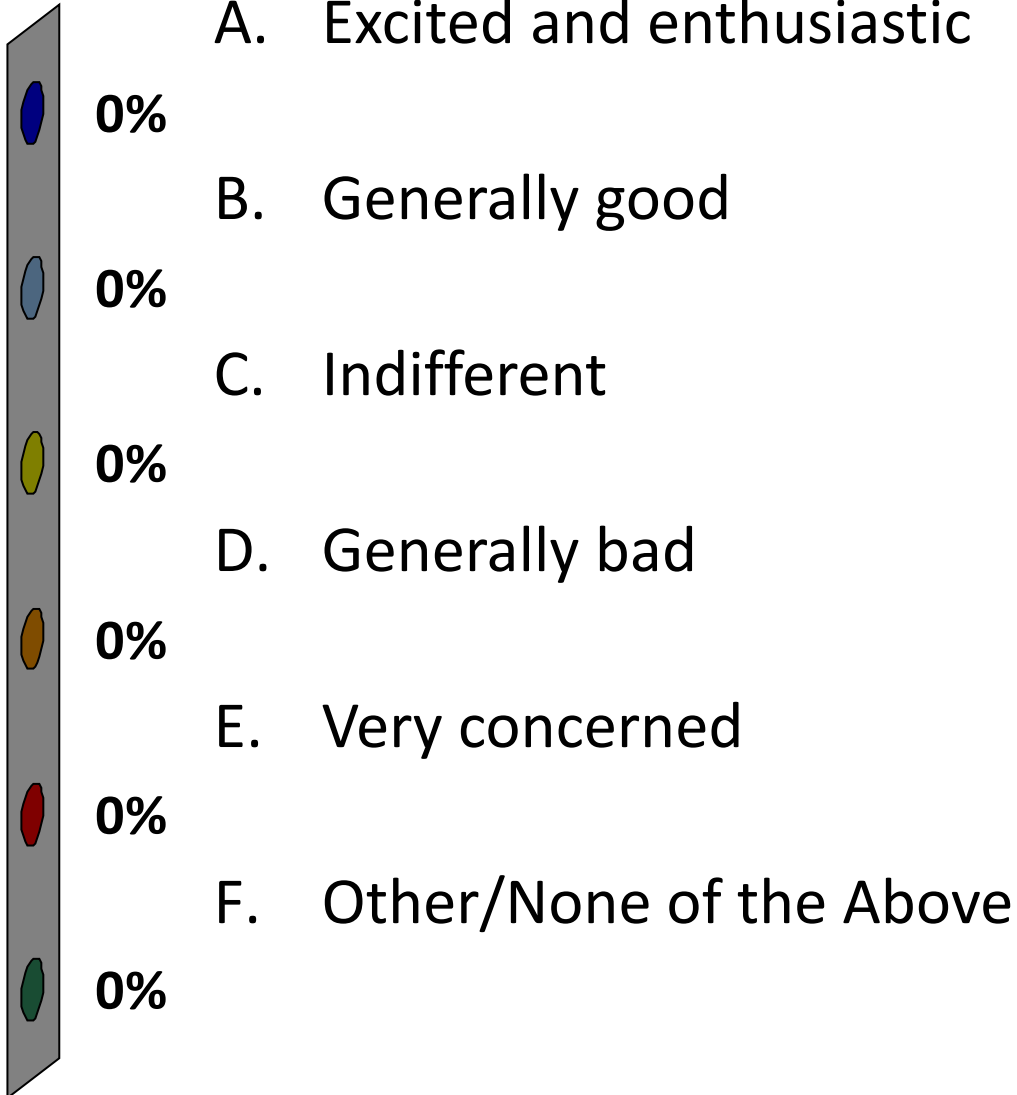


Your vision for Downtown –
Let's get more specific!

What is your general sense of Downtown Milwaukie?

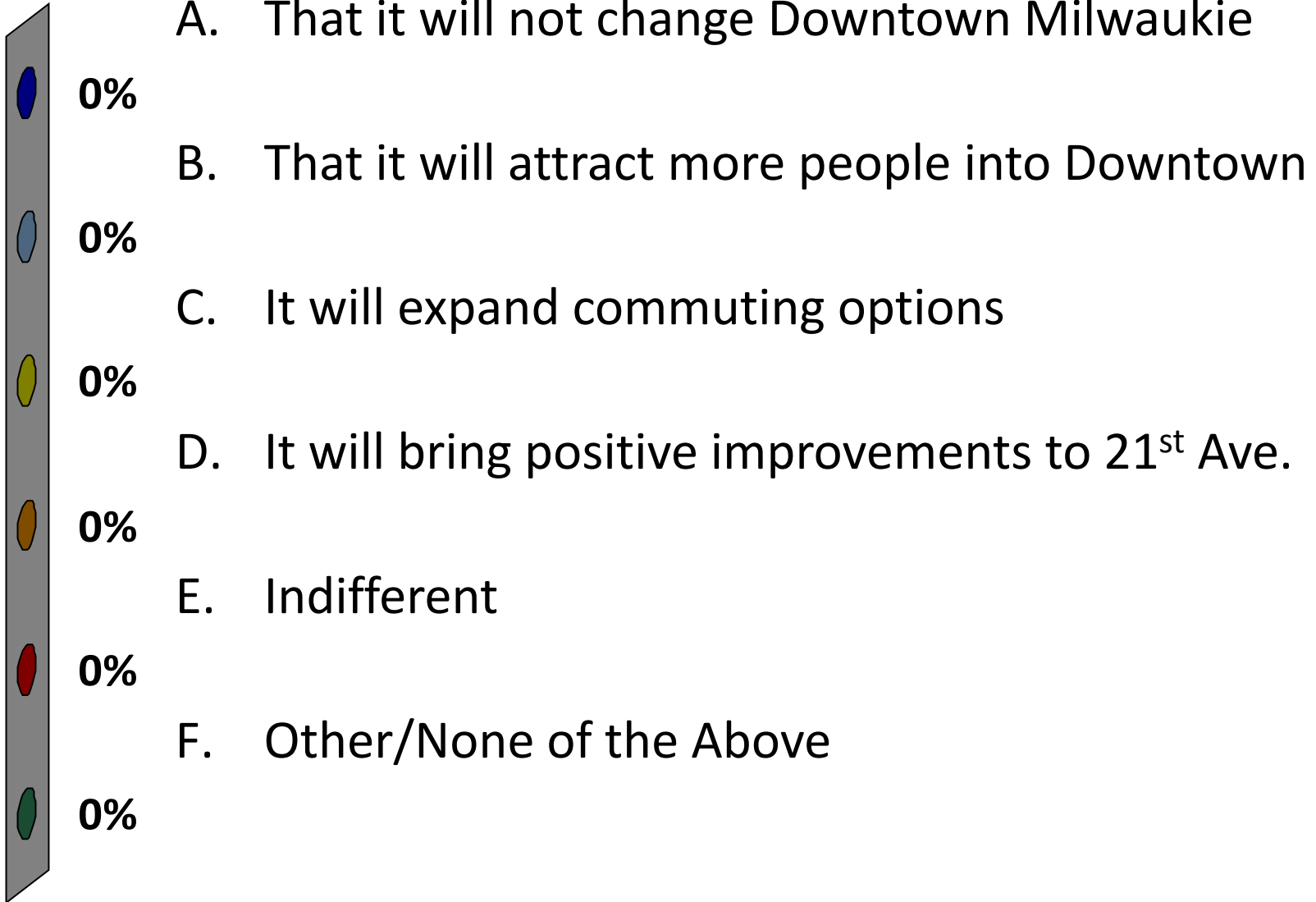


What is your general feeling about incoming light rail?



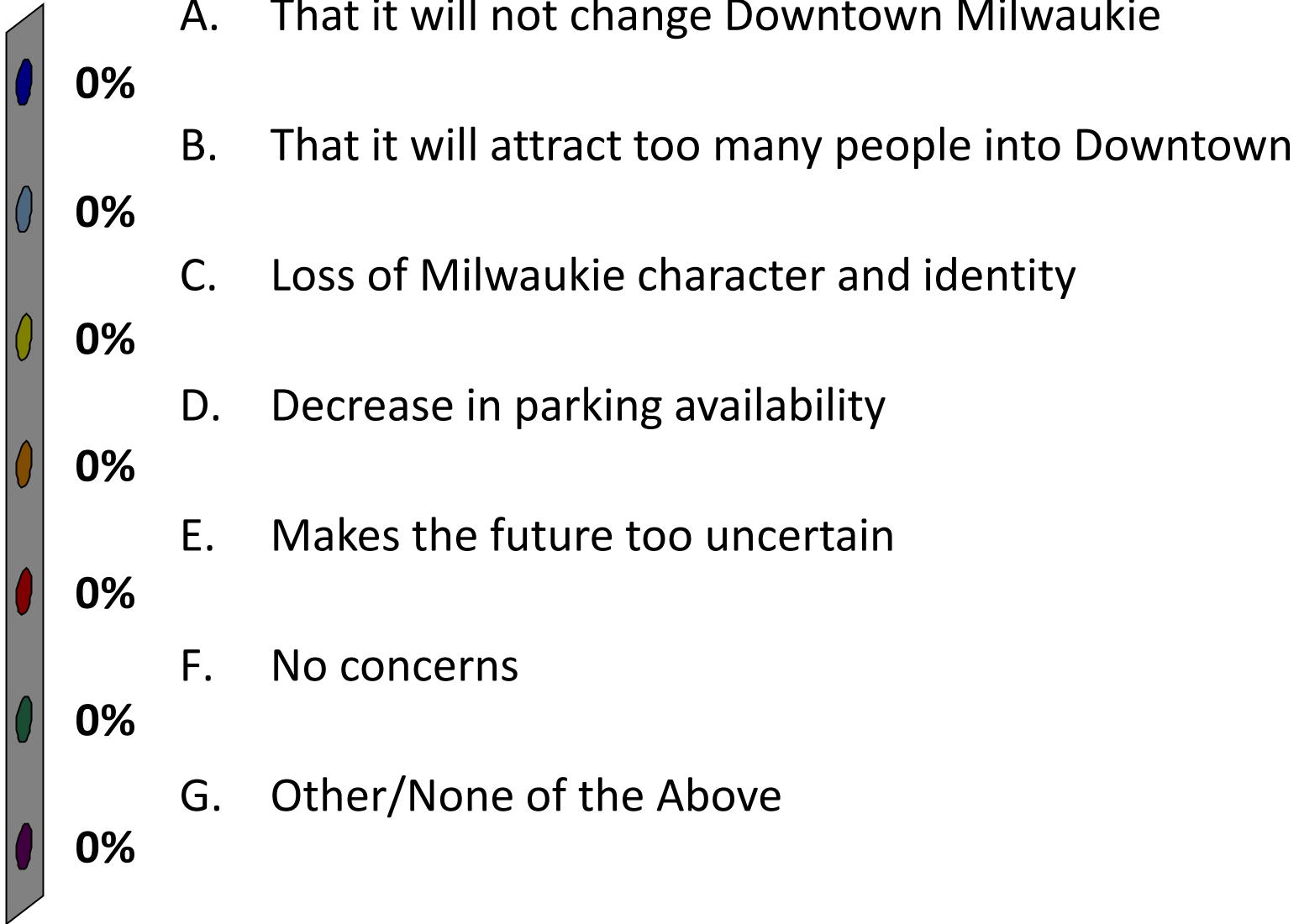
What are your biggest hopes for light rail?

Rank your top 3 choices



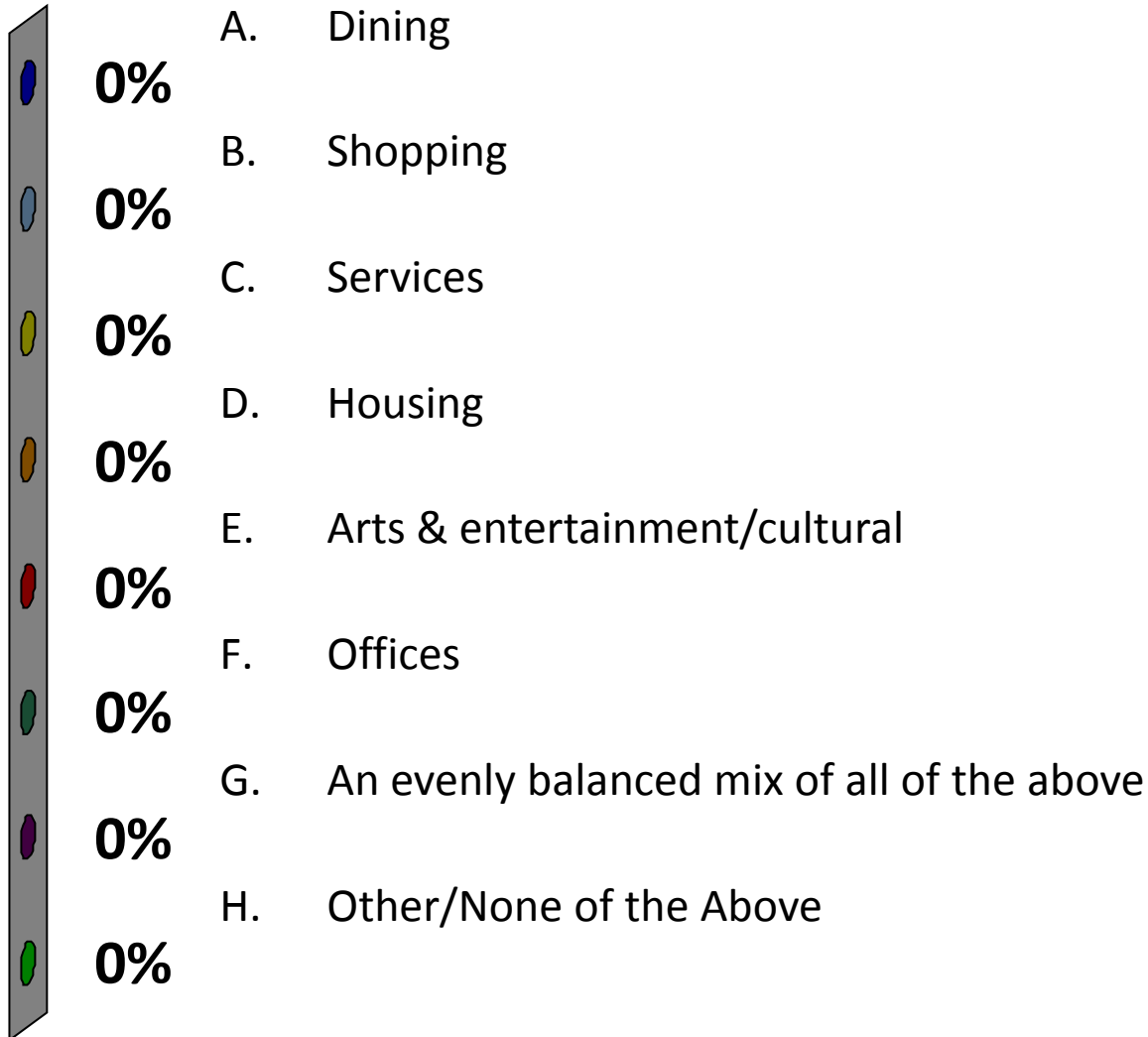
What are your biggest concerns about light rail?

Rank your top 3 choices



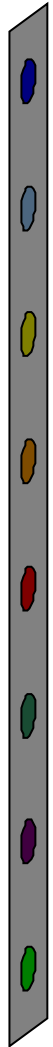
Street-level uses: what should go there?

Rank your top 3 choices



It is *most* important that Downtown have...

Rank your top 3 choices



0%

A. Decreased street-level vacancies

0%

B. Varied shopping options to meet daily needs

0%

C. Specialized shops to attract visitors

0%

D. Outdoor dining spaces

0%

E. Ample on-street parking

0%

F. Local, rather than chain, businesses

0%

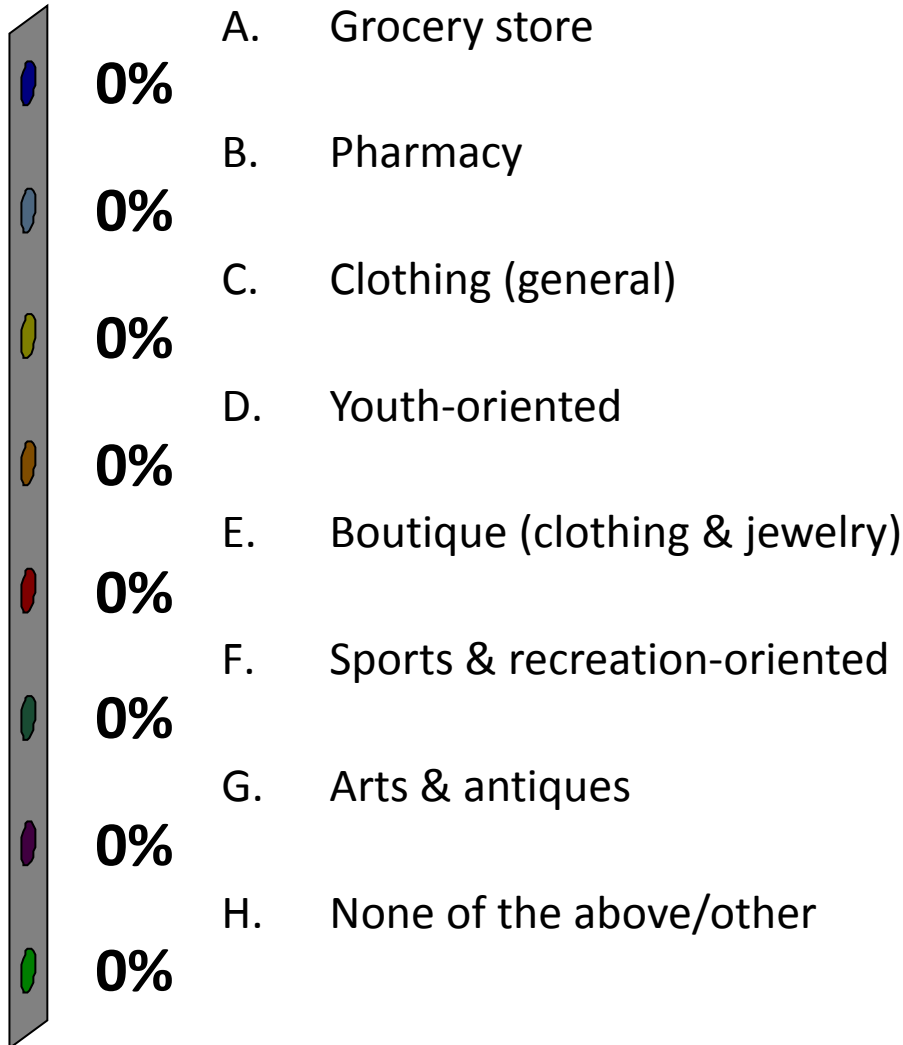
G. Increased job opportunities

0%

H. Other/none of the above

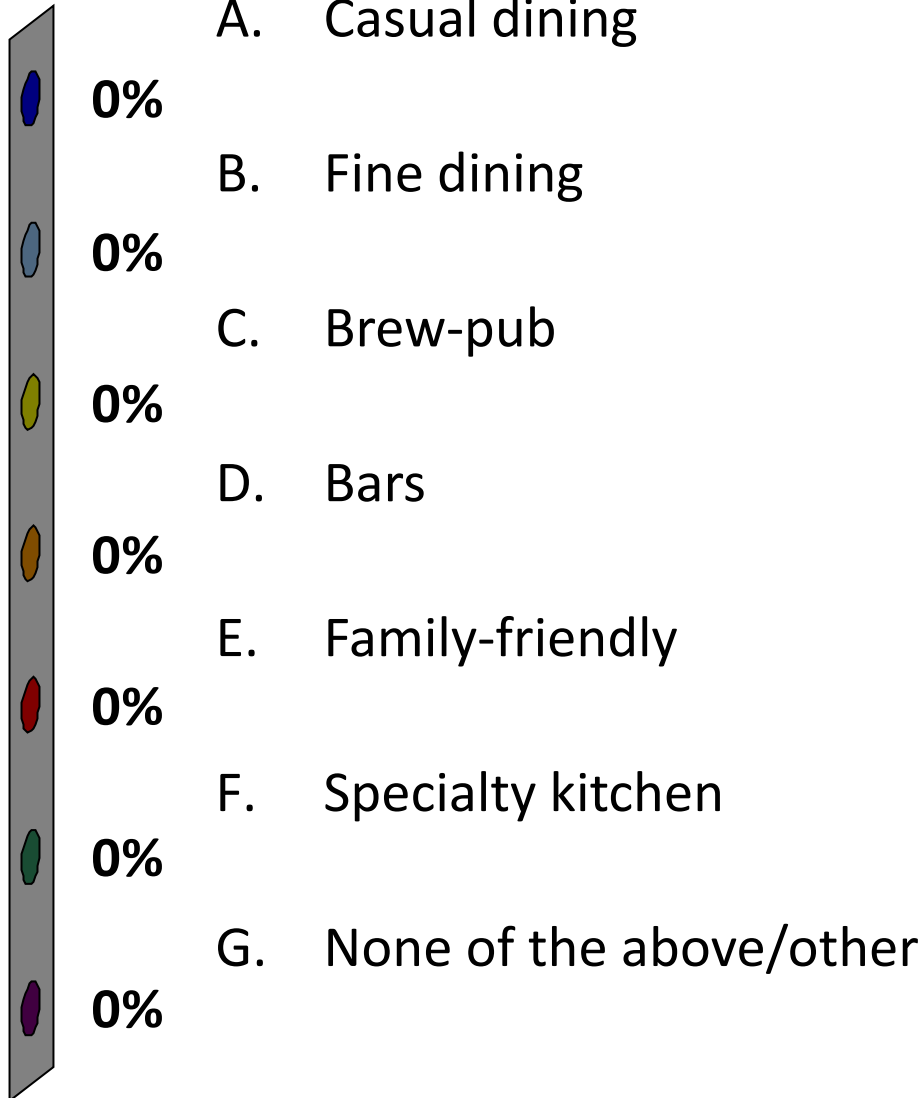
Which shopping options does Downtown need most?

Rank your top 3 choices.

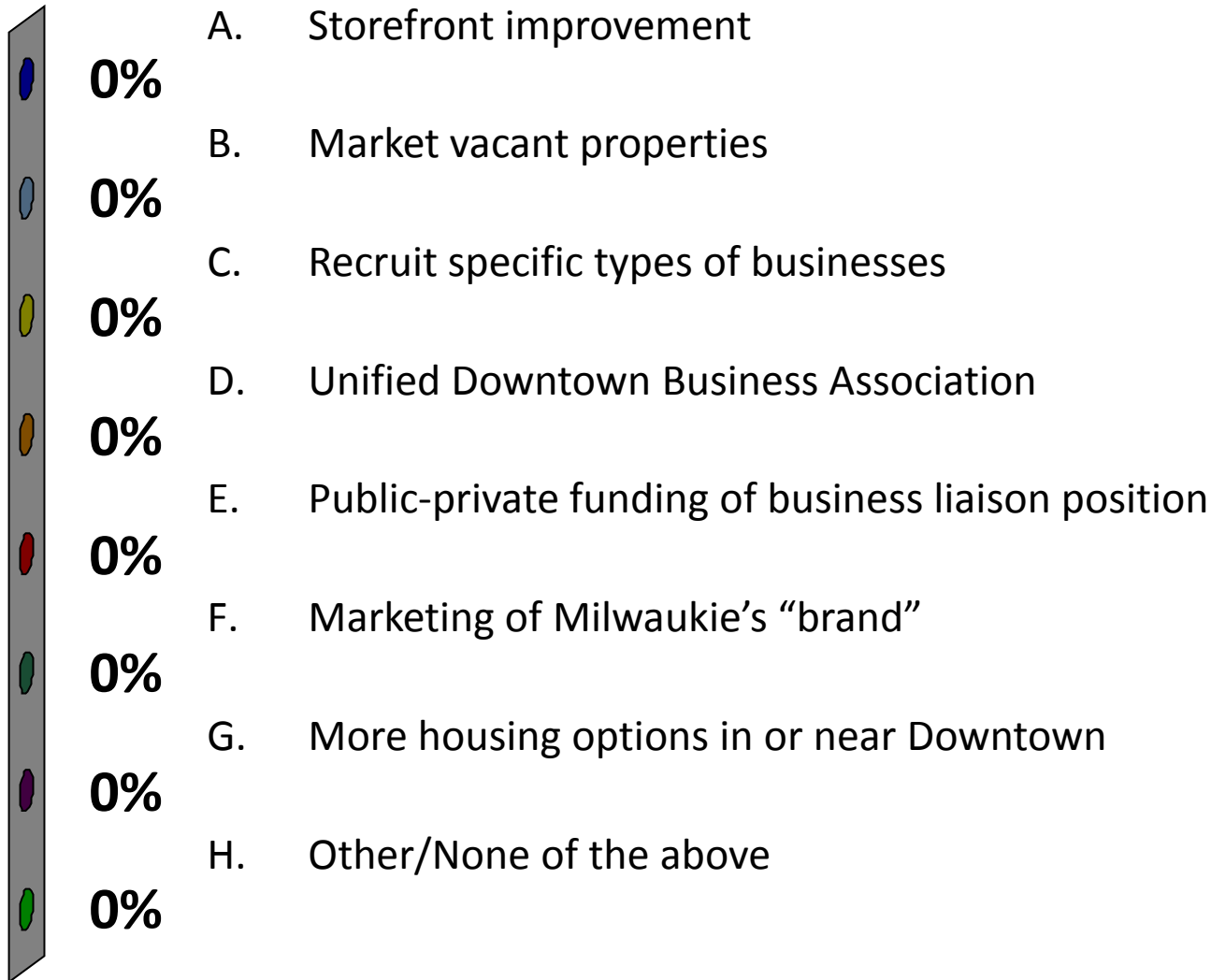


Which dining options does Downtown need more of?

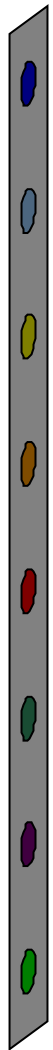
Rank your top 3 choices.



Which strategies do you think are best for bringing more customers Downtown? (top 3)



Which characteristics should be the main focus of Downtown Milwaukie's identity? (top 3)



0%

A. Small-town feel

0%

B. Easy to walk around

0%

C. Safe and family-friendly

0%

D. Connections to the river

0%

E. Focus on food, art & culture

0%

F. Easy to get to

0%

G. Affordable

0%

H. Locally-owned business

Milwaukie's "McLoughlin Face": How could it best be improved? (top 3)



- A. Attractive signage 0%
- B. Decorative lighting 0%
- C. River-oriented businesses 0%
- D. More buildings close to McLoughlin 0%
- E. Attractive entry points to Downtown 0%
- F. Other/None of the Above 0%

Which Downtown area needs the most attention?

A. North

0%

B. Central

0%

C. South

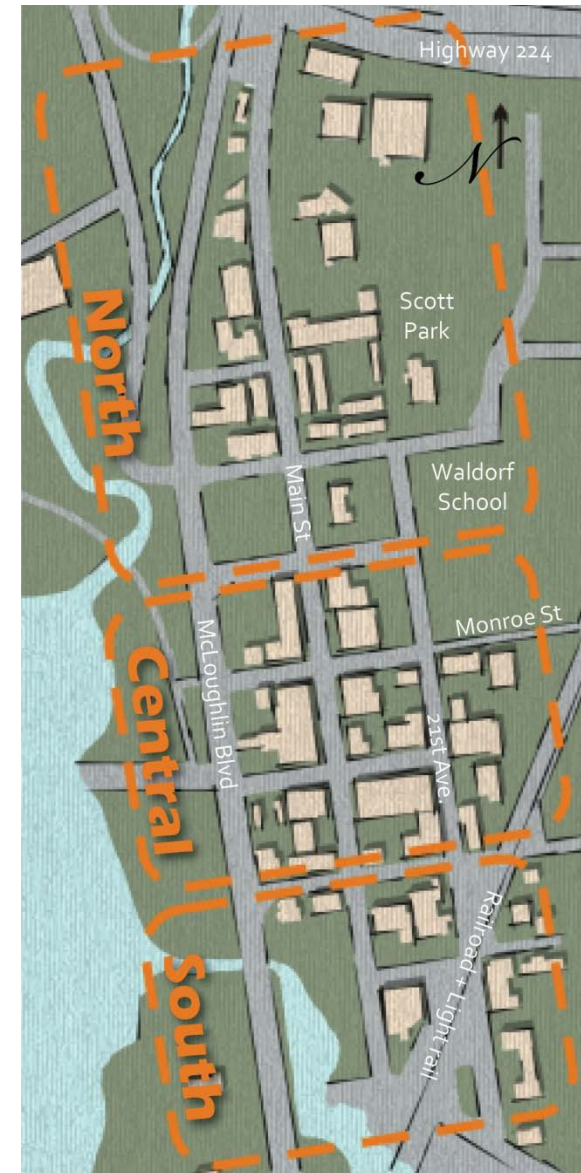
0%

D. Don't know/can't decide

0%

E. Other/None of the above

0%



Which Downtown corridor needs the most attention?

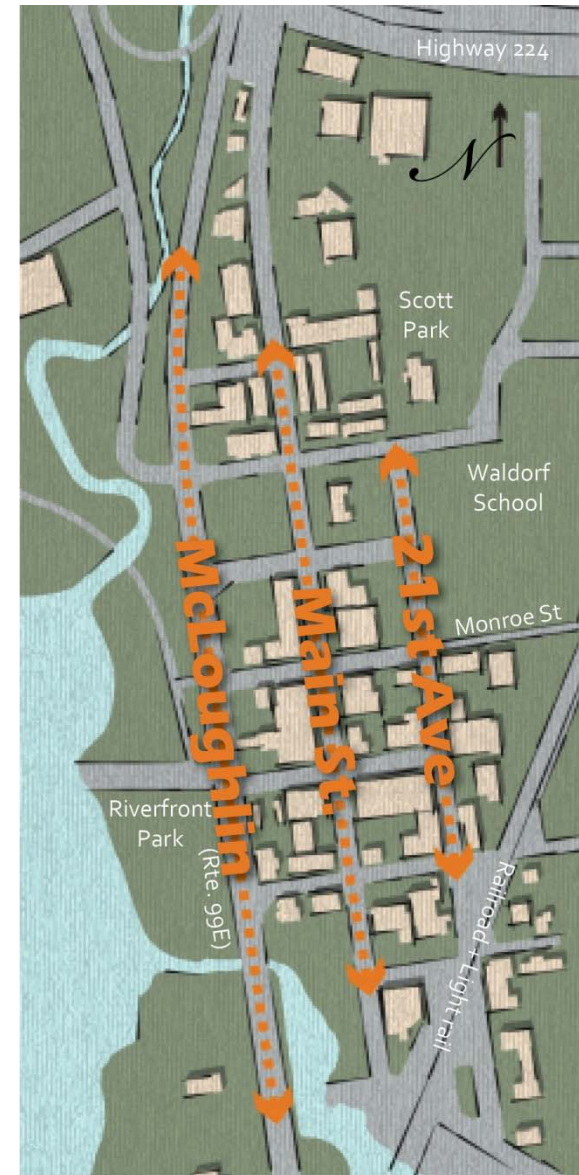
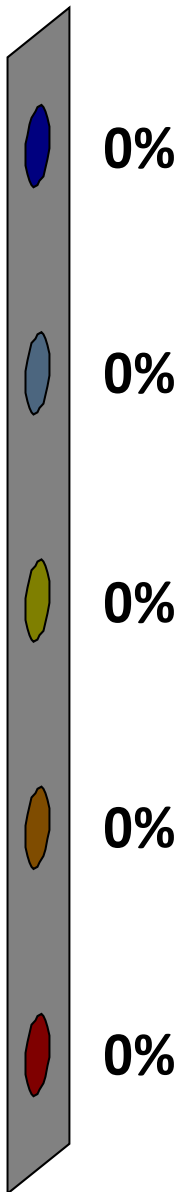
A. Main Street

B. 21st Ave.

C. McLoughlin

D. Don't know/can't decide







E. Other/None of the above



Small Group Discussion: **Creating your Own *Downtown Roadmap***

1. Use the discussion to prioritize both themes and locations as a group
2. Work through the questions as they appear on the screen - consensus is ideal but not necessary
3. Use the different colored stickers to indicate where in Downtown you would like to see particular uses or changes

Mapping with Dots

HOUSING	→	
OFFICES	→	
GREEN SPACE	→	
DINING	→	
ARTS & CULTURE	→	
ENTERTAINMENT	→	

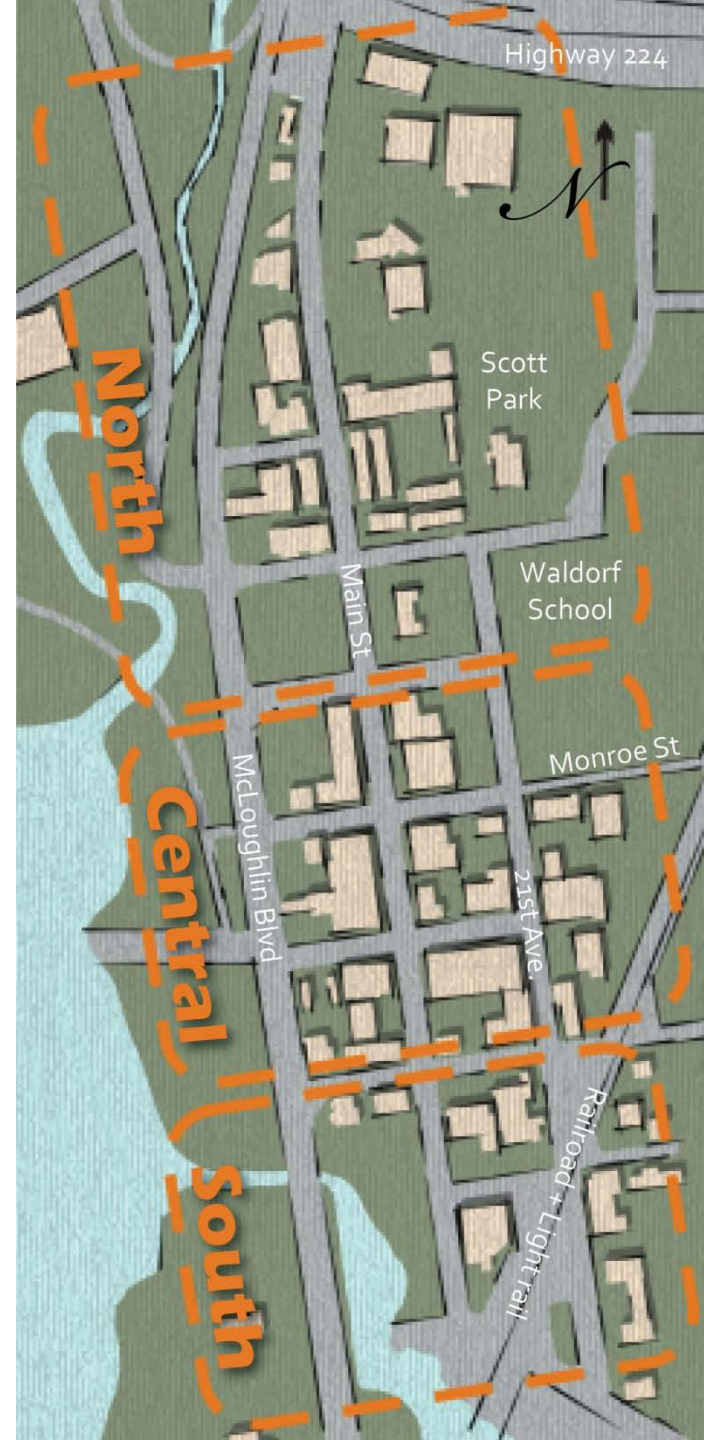
Before you start **IMPORTANT** **RULES:**

1. *It's your map - you can mix and match if you want to!*
3. *No wrong answers!*
4. *No limit to how many stickers you can use!*
5. *Go ahead, write on the map!*

Small Group Questions

1. What is your Top Priority for:

- a) *North Downtown?*
- b) *Central Downtown?*
- c) *South Downtown?*



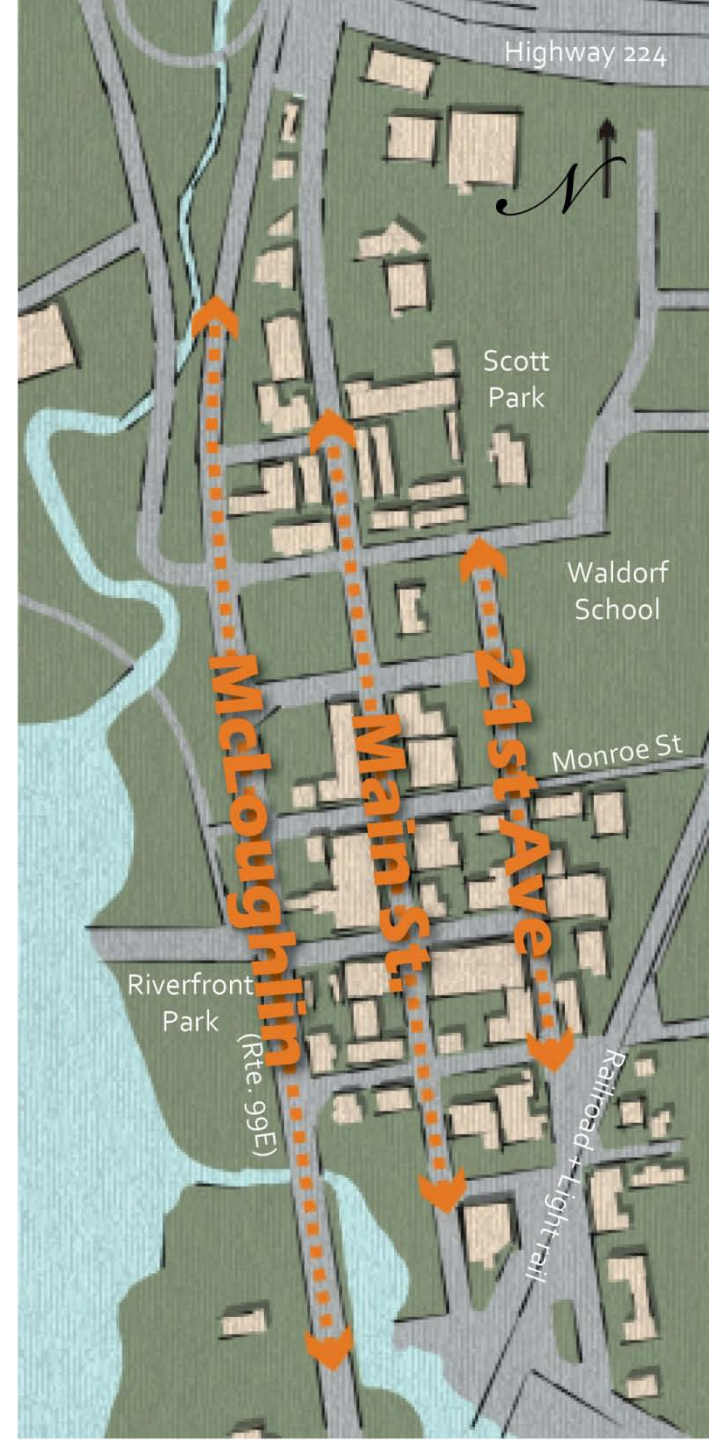
Small Group Questions

2. What is your Top Priority for:

a) *Main Street?*

b) *21st Ave.?*

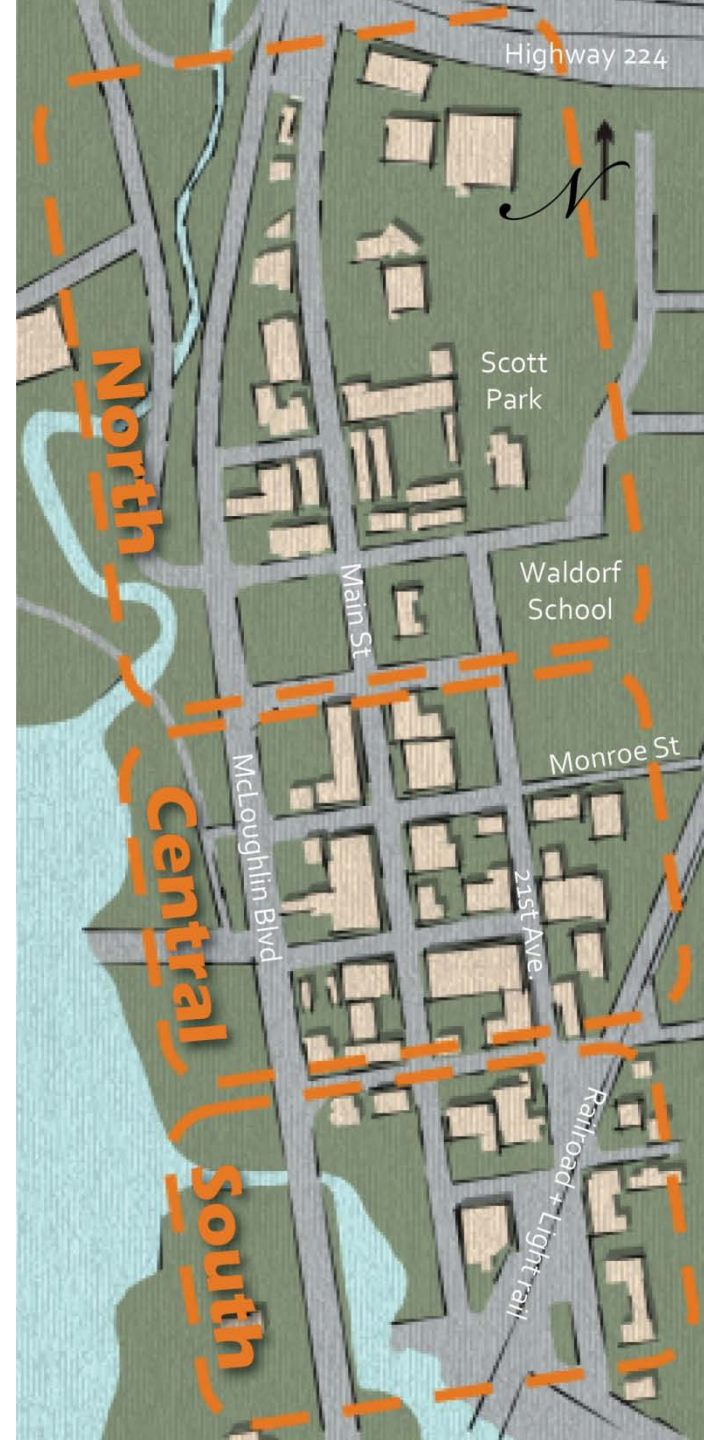
c) *McLoughlin?*



Small Group Questions

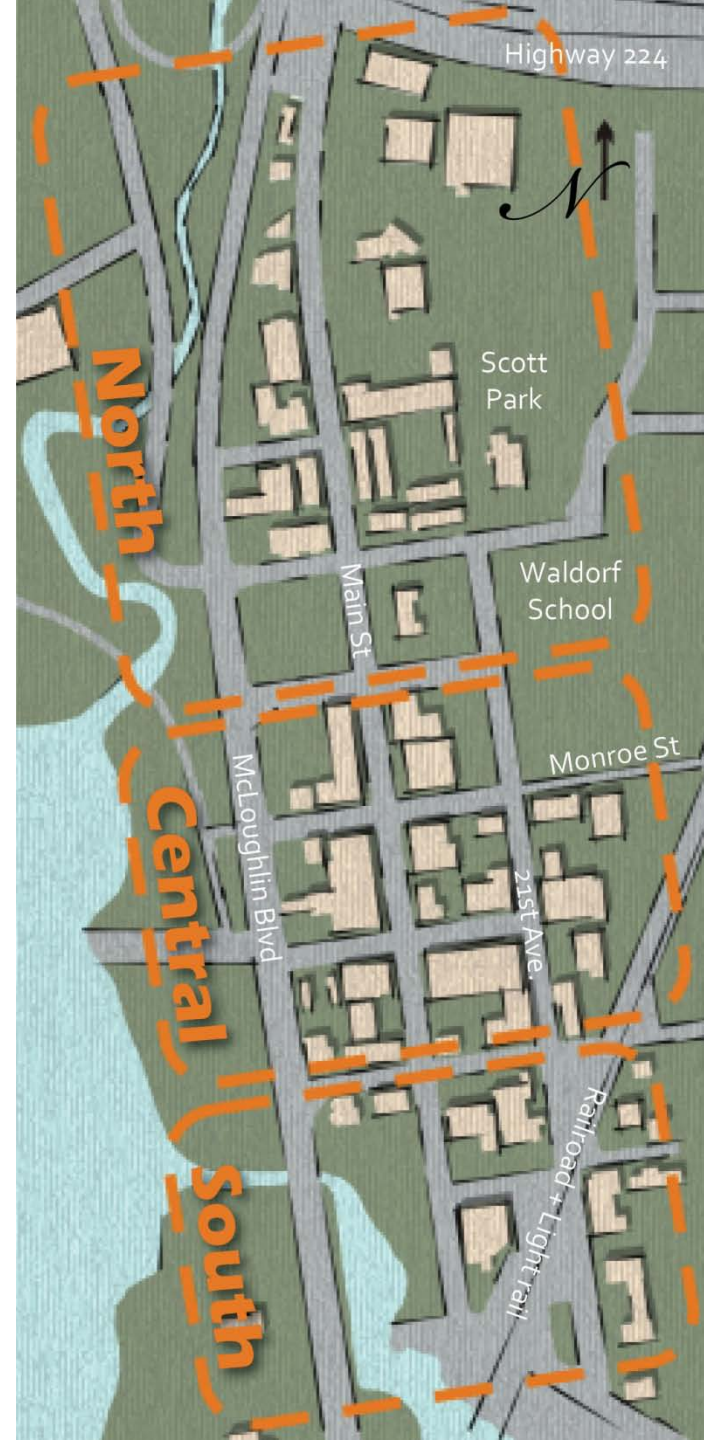
3. What should be THE priority action to realize a vibrant Downtown?

Challenge your group to craft a direct, concise statement!



Each Group Report Out (please)!

1. Area that needs most attention & top priority for that area
2. Corridor that needs most attention & top priority for that area
3. Top priority for Downtown (briefly 😊)



Next Steps

- Incorporate what we've heard today
- Revise recommendations and draft *Road Map*
- Present to City Council + Planning Commission
- *Road Map* draft available for public comment
- Finalize and publicize *Downtown Road Map*
- Hand off to City staff for next phase

We'd like to thank:

Contributing Businesses

Wind Horse Coffee
Cha Cha Cha! restaurant
Sully's Café
Milwaukie Kitchen & Wine
Fregonese Associates, Inc.

City of Milwaukie

Li Alligood
Ryan Marquardt
Steve Butler
Beth Ragel

Venue Hosts

Thomas Kemper
Milwaukie Masonic Lodge
Ledding Library
Marla Baggetta Studio

Also

First Friday organizers
Milwaukie Churches
Downtown businesses

All workshop participants!!!

Open House/Q&A