



FRESH LOOK

June 2013

MILWAUKIE:
Downtown Road Map
PUBLIC OUTREACH FINDINGS
Appendix E2

volume 2
(Complete Summaries)



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Section I – Strengths, Weaknesses, Opportunities and Challenges (SWOC) Analysis Results

S t r e n g t h s	Theme from Community Engagement	Community Engagement Source				
		Survey Respondents	Interviews	Walking Tour	Business Coffee Klatch	Workshop: Instant Polling
	Events					
	19% of written survey responses indicate that one of their favorite things in Downtown is the Farmers Market	Q36				
	63% of survey respondents indicate that they visit Downtown to attend events	Q16				
	24% of written responses for 'other' indicated they visit downtown to attend the Farmers Market	Q16				
	18% of Interview Respondents indicated Farmers market was one of their top three strengths of Downtown		x			
	Small Town Character					
	25% of interviewees indicated that one of the top strengths of Downtown Milwaukie is the small town character, as opposed to larger downtown areas (i.e. Portland)		x			
	53% of respondents indicated they wouldn't mind buildings that are built higher than three stories	Q11				
	68% of respondents visit downtown to utilize public resources, particularly the library, parks and city hall	Q16				
	Development must be conscious of preserving the character of Downtown Milwaukie					x
	Local businesses					
	Walking tour participants indicated that the local business is one of their favorite things about Downtown Milwaukie			x		
	50% of interview respondents indicated that local businesses are one of downtown's strengths		x			
	41% of business owners indicated they located in Downtown Milwaukie as part of an opportunity to grow				x	
	85% of survey respondents visit Downtown to eat	Q16				
	Leading Library					
	25% of Interview respondents indicated this as one of Downtown's Strengths					
	25% of written Survey responses indicated this as one of Downtown's Strengths	Q36				
	68% of survey respondents indicated they visit Downtown to use public resources, including city hall, the library and parks	Q16				
	Parks & Open Space of Downtown					
	49% of survey respondents indicated that visiting parks is one of their activities in Downtown Milwaukie	Q16				
	25% of interviewees indicated that one of the top strengths of Downtown Milwaukie are public places, including parks, city hall and the library		x			
	14% of interviewees indicated that one of the top strengths of Downtown Milwaukie is the Riverfront Park		x			
	Walking Tour Participants indicated that the views and space of Riverfront Park was one of their favorite things about Downtown			x		

	Theme from Community Engagement	Community Engagement Source					
		Survey Respondents	Interviews	Walking Tour	Business Coffee Klatch	Workshop: Instant Polling	Workshop: Downtown Road Map Exercise
W e a k n e s s	Lack of Shopping Variety						
	Survey respondents indicated they would visit downtown more often if there were more variety of places to shop (71%) or more places to shop (60%)	Q25 + Q26					
	36% of written survey responses indicated a desire for an increased variety of shops should be one for meeting basic needs, including a grocery store and commercial places (i.e. clothing shop)	Q25					
	92% of survey respondents indicated that an increased variety of shopping options is part of a vibrant downtown	Q28					
	23% of workshop participants indicate a need for more places to shop at the street level					x	
	24% of business owners stated that there is a lack of foot traffic in downtown Milwaukie, outside of that generated by events such as the farmers market				x		
	Walking tour participants noted the lack of shops to attract a different kind of audience (i.e. younger generation)			x			
	25% of interviewees find that one of the things missing from downtown Milwaukie is that 'special draw' to attract outside visitors		x				
	Vacancies in the central area of Downtown need to be addressed, along with improving the appearance of the buildings						x
	Need for Economic Development						
	Two of six groups indicated a priority for downtown overall is seeking a developer who is willing to invest in Milwaukie and produces development that is conscious of the character of Downtown Milwaukie						x
	64% of business owners indicated desire to create a unified business vision				x		
	42% of business owners indicated that one of the barriers to achieve a unified vision was getting owners to be more cohesive and communicative with one another				x		
	Storefront façade improvement program was a favorable option				x		
	11% of interview respondents indicated that a barrier to positive changes is the lack of funding, as change is desired, yet business owners do not want to pay.		x				
	10% of written survey responses indicate that desired development can be realized by more incentives and funding mechanisms	Q39					
11% of written survey responses indicate that desired development can be realized by a unified business vision, in order to increase marketing of downtown and attract outside investment	Q39						

	Theme from Community Engagement	Community Engagement Source					
		Survey Respondents	Interviews	Walking Tour	Business Coffee Klatch	Workshop: Instant Polling	Workshop: Downtown Road Map Exercise
W e a k e n e s	McLoughlin Blvd						
	Attractive signage and attractive entry points to Downtown were the favorite strategies (33% and 24%, respectively)					x	
	55% agree that the corridor in Downtown Milwaukie that needs most attention is McLoughlin						x
	McLoughlin was deemed the corridor that needs the most attention in Downtown Milwaukie						x
	The riverfront view presents an opportunity for development to capitalize on the views			x			
	Building structures along McLoughlin should be environmentally focused (i.e. kayak shop)			x			
	In terms of uses along McLoughlin: A multi-level farmers market (i.e. Pikes in Seattle, WA) is desirable						x
	Walking tour participants noted that McLoughlin needs more signage and eye-catching elements (i.e. festive lighting) to better indicate the presence of Downtown Milwaukie			x			
	81% of survey respondents indicate that Downtown Milwaukie should encourage pedestrian activity and safety on McLoughlin	Q1					
	Improve Local Access to Downtown						
	46% believe that Downtown currently meets the needs of pedestrians	Q6					
	36% of survey respondents do not agree that downtown meets the needs of bicyclists	Q7					
	65% of survey respondents indicate that wide sidewalks with outdoor seating is one of the elements of a vibrant downtown	Q31					
	In terms of urban amenities, two of six groups suggested that the priority areas for corridors should include making 21st appear like Main street.						x
	Streetscape elements desired, particularly the street trees, bioswales and bollards along roads in Downtown Milwaukie, other than Main Street			x			

	Theme from Community Engagement	Community Engagement Source					
		Survey Respondents	Interviews	Walking Tour	Business Coffee Klatch	Workshop: Instant Polling	Workshop: Downtown Road Map Exercise
O p p o r t u n i t i e s	Local Restaurants						
	50% of interviewees indicated this as one of their top Strengths of Downtown Milwaukie		x				
	85% of respondents indicate they visit Downtown Milwaukie to Eat	Q16					
	82% indicate an increased variety of dining options is an element that makes a vibrant downtown	Q28					
	Workshop participants indicated other desired dining options include to consider include a brewpub (33%), casual dining (27%) and specialty kitchen (25%)					x	
	More Public & Green Space						
	63% would visit downtown Milwaukie more often if there were was better connection to Riverfront park	Q2					
	72% indicated support for pedestrian oriented "pocket parks" and plazas as part of new development in Downtown Milwaukie	Q13					
	An overall priority for Downtown is to create a green belt that connects existing green spaces in Downtown is desired to improve pedestrian access to the parks						x
	Grocery Store						
	Getting a grocery store into downtown is an overall priority; preferably a co-op to capitalize off the momentum of the Farmers Market						x
	Two of six groups in the Workshop ranked the need for a grocery store as the overall top priority for Downtown						x
	56% of survey respondents indicated they would visit Downtown more if it had a grocery store	Q25					
	46% of <u>written</u> responses would add a grocery store if there was one thing they could change about Downtown Milwaukie.	Q38					
	Walking Tour participants indicated a desire for a grocery store, preferably a co-op			x			
	Workshop participants during instant polling indicated a grocery store is one of the most needed options in Downtown (32%)					x	

	Theme from Community Engagement	Community Engagement Source				
		Survey Respondents	Interviews	Walking Tour	Business Coffee Klatch	Workshop: Instant Polling
O p p o r t u n i t i e s	Light Rail					
	Participants felt excited and enthusiastic about light rail (55%)					X
	Concerns about decrease in parking availability (21%)					X
	Participants have hopes that Light rail will attract more people into downtown (33%)					X
	17% of business owners believe light rail would be positive, by generating more foot-traffic				X	
	17% of business owners believe they will not experience impacts from light rail due to being located at the North end of town.				X	
	36% of interviewees believe that the momentum of the future light rail station presents an opportunity to provide more amenities and attract outside visitors to Downtown Milwaukie		X			
	South Downtown will become an area of opportunity for new services, ideally a grocery store or brew pub					X
	Marketing Downtown Milwaukie's Local Identity					
	Encourage more public art and spaces for art in Downtown Milwaukie (21%)		X			
	48% of survey respondents would visit downtown more often if there were an arts and culture venue	Q26				
	23% of votes from workshop indicate that Food, art and culture should be the focus of Milwaukie's identity					X
	18% of interviewees indicated there needs to be better marketing and branding to attract more foot traffic		X			
	23% of workshop participants indicated that food, arts & culture should be the focus of Downtown Milwaukie's identity					X
	Ground Level Uses					
	Zoning restrictions for Downtown Milwaukie need more flexibility to encourage a mixture of uses outside of restaurants and retail (25%)		X			
	31% of workshop participants indicated that downtown needs more varied shopping options to meet daily needs					X
	50% of survey respondents indicated that ground level uses should include office	Q10				
	45% of survey respondents indicate that the use type does not matter, as long as it provides a pedestrian experience	Q23				
	33% of survey respondents agree that a mix of both office and high traffic retail should be the use on the ground level	Q23				

C h a l l e n g e s	Theme from Community Engagement	Community Engagement Source					
		Survey Respondents	Interviews	Walking Tour	Business Coffee Klatch	Workshop: Instant Polling	Workshop: Downtown Road Map Exercise
	Parking						
	76% of business owners believe that parking is an issue for businesses, specifically the lack of employee parking spots				x		
	64% of survey respondents indicate they can find parking in downtown	Q4					
	However, 13% of written responses from the survey stated desire for more parking	Q22					
	50% of interviewees usually drive to get to downtown.		x				
	One of the six groups from the Workshop realized that there is more parking lots available for use by the public in Downtown, than what was perceived.						x
	17% of business owners cited loss of parking due to light rail construction				x		
	Downtown Tensions						
29% of interviewees indicated that one of the barriers to getting positive changes in downtown Milwaukie realized is getting past negative perceptions, due to no desire for change or fear of the unknown		x					
Reduce 'roadblocks' imposed by regulations that are not sensitive to current market conditions and development constraints		x					
Despite the negative perceptions, workshop participants indicated that their general sense of Downtown Milwaukie is "It's getting better" (75%)					x		

SECTION II – COMPLETE SUMMARIES OF EVENTS

SUMMARY

Fresh Look Milwaukie: Downtown Road Map Kickoff Event

**April 1st, 2013
5:30 – 7:30pm
10558 SE Main St**

Following is a summary of a kickoff event, featuring both an open house and a workshop group discussion format, held on April 1, 2013, for the *Fresh Look Milwaukie: Downtown Road Map* project. This event was open to the general public, and the purpose was to collect opinions of what people generally felt about downtown in the areas of improvement, preservation, and value. This collection of opinions from the Kickoff event were intended to inform the ALIGN planning team about what topics to explore throughout the community engagement process. Further, the Kickoff event fostered relationship building between the project team and the Milwaukie community.

Participants

ALIGN Team Present

Ryan Lemay, Project Manager
Carine Arendes, Content Development Lead
Jeffrey Butts, Public Engagement Co-Lead
Erica Smith, Public Engagement Co-Lead
Iren Taran, Production Lead

City of Milwaukie Staff Present

Steve Butler, Interim Community Development Director/Planning Director
Ryan Marquardt, Senior Planner
Li Alligood, Associate Planner
Kari Svanstrom, Associate Planner

Milwaukie Community Participants

Ben Cowan – Milwaukie Downtown Development Association
Bill Corti - Property owner
Bill Monahan – Milwaukie City Manager
Brenna McGill – Community resident
Carmen Meyer - Cha Cha Cha!
Charles Maes – Canby Asparagus Farm
Chip Addabbo – Community resident
Cindy Miguel – Island Station NDA
David Aschenbrenner – Hector Campbell NDA & Celebrate Milwaukie
Dion Shepard – Historic Milwaukie NDA
Ed Parecki – Downtown property owner
Eric Perkins – Community resident
Greg “Frank” Hemer – Milwaukie Lumber & Design and Landmarks Committee
Gabe Storm - Planning Commission
Genevieve Joplin – Community resident
Jean Baker – Historic Milwaukie NDA
Jim Karlock – Community resident
Joby Twigg – Community resident
Kathi Schroeder - Library Expansion Task Force
Liam McGill – Community resident
Lisa Batey – Planning Commission
Mark Gamba –City Council
Melanie & Dave Bennett - Community residents
Monty Schroeder – Citizen Utility Advisory Board
Peg Tarbox – Community resident
Ray Peck – Wind Horse Coffee
Rick Wheeler – Roseland Piano Co
Roger Thompson – Riverfront Board
Shalena Havens – Havens Acupuncture
Tad Savinar – Urban Design Consultant
Teri & Paul Graham – Downtown property owners
Val Hubbard - Community resident
Wilda Parks - Planning Commission

Connection to the Project

The kickoff event marked the beginning of a two-month long community engagement process. The project team (the City of Milwaukie and ALIGN Planning) were seeking to get input from as broad and diverse a range of Milwaukie community members as possible. The kickoff event, as well as other informal outreach efforts, will inform a second public event on May 9, 2013.

Purpose and Desired Outcome

The kickoff event had five main objectives:

1. Provide a fun and meaningful opportunity to introduce the project and project team to the community
2. Build a network of engaged stakeholders with the purpose of generating interest in future public engagement activities related to the project.
3. Identify major areas of interest and concern regarding the future of Downtown Milwaukie
4. Solicit input from attendees on how to most effectively contact and engage a broad and diverse range of community member, especially underrepresented groups (i.e. in addition to the “usual suspects”)
5. Facilitate stakeholder prioritization of opportunities for enhancing Downtown Milwaukie.

The desired takeaways from the kickoff event included:

1. Relationship building
2. Developing a list of groups and people to reach out to
3. Visual representation of geographic areas of interest
4. Issue identification and prioritization.

Event Summary

Open House Activities (5:30pm to 6pm)

There were two participatory activities in the beginning of the kickoff event, facilitated by ALIGN planning team members. The first activity involved participants writing down their opinion on stickers which have written on them ‘I Love Milwaukie because...’ The comments received from the stickers are summarized below:

I love downtown Milwaukie because:

- It retains its own identity and has a great transit hub. And Milwaukie Kitchen & Wine!
- I can walk to it. The library is fantastic. First Friday. Farmers Market. A few restaurants.
- It is a wonderful place to be at. Safe. Quiet. And friendly community.
- Small town feel, big city fun!
- Historical Background. Last developmental area w/ view of River. NDA, Council, Business, & citizen devotion to creating a great & prosperous place.
- Please consider limiting buildings to 3 stories. To keep a scale that is both livable & pleasing to the eye.

- It has a ton of potential. I like the scale/ size, transit options (please work to ensure the max line becomes reality) and old-school feel.
- I grew up here!
- Not too close. Not too far.

The second activity was a mapping exercise, where participants used a sticky dot to mark places on the map they liked or believed were places of potential. Post-it notes were also available to make comments. The results from the map of 'Places we LIKE' are summarized below.

'Places we LIKE' – Total of 17 post-its, 20 comments, 23 dots

Some comments include numbers, which reference a sticky dot place on the map, available at: <http://www.ci.milwaukie.or.us/planning/kickoff-event-overview>, and listed below. Numbers not listed were not used.

+ Indicates that another person presented the same response.

1. North Main Village

- It's a great place to live

2. 2025 SE Jefferson St – Havens Acupuncture

- I have worked in Milwaukie for +3yrs, I enjoy the walkability, and that parking is available

3. Painted Lady Coffee House

4. City Parking Lot/Milwaukie Farmers Market

5. McLoughlin Building / Spring Creek Coffee & Deli

6.¹ Wind Horse Coffee

6. Canby Asparagus Farm+

- We love Canby Asparagus Farm - yum!

6, 7, 40, 41. Milwaukie Kitchen & Wine+++

- Great Food! Nice size for small/ or medium size groups - Great Environment

6, 8, 14. Riverfront Park++

- Wherever the playground goes, make it AWESOME! Needs to be a destination for others to bring them downtown
- Biggest destination place in town. Best reason for people using MAX station

¹ Several “6” designations - combination of two “6” stickers placed on the poster (“6” and “9” placed upside down) and one post-it comment referencing “Wind Horse – 6”.

10. Milwaukie Lumber

- Milwaukie Lumber significant business that draws customers outside of a 5 mile zone.
Well known throughout the Metro/Clackamas region

12, 38. City Hall+

- Old architecture

21, 44, 51. Ledding Library++

- Library is best family destination
- Big tree

25. Cha Cha Cha!!+

- Delicious
- We love Cha-Cha-Cha. Wish they had more space on weekends!

37. Waldorf School

- Old architecture

39. Masonic Lodge

- Old architecture

52. Milwaukie High School

60. McLoughlin Building (10600 SE McLoughlin Blvd)

- How improved the facade of the building, the commitment to the community the owner is

64. Pietro's Pizza+

- Pietro's = yummy + community oriented
- We love Pietro's - very family friendly + affordable

Places with Potential – Total of 28 post-its, 28 comments, 29 dots

Some comments include numbers, which reference a sticky dot place on the map, available at: <http://www.ci.milwaukie.or.us/planning/kickoff-event-overview>, and listed below. Bullets were used for comments without a corresponding number.

+ Indicates that another participant presented the same response.

1. "Chopsticks" building (10800 SE Main St)

- The space is the "center" of downtown retail & underutilized for this purpose

2. Warehouse building on Main St between Washington and Adams (11126 SE Main St)

- The building needs repair; it is what many see driving into Milwaukie. Good to have a cleaner image

3. Northeast corner of 21st & Adams
4. Cash Spot site
5. Parking lot behind Pietro's/Clackamas Community Credit Union and east of Kellogg Bowl (10306 SE Main St)
- 6, 25, 29. Future light rail station site++
 - Such a great opportunity for high ped. Traffic - community bulletin board, coffee shop history, art
 - "Grassy Knolls" are cool, but a business with elevator & bathroom is needed
7. City Hall
8. 21st Ave between Jackson and Monroe
9. Parking lot behind Oddfellow's building (10282 SE Main St)
10. Think Soon Deli
11. Canby Asparagus
12. Dogwood Park
- 13, 44, 45, 52. Riverfront Park+++
 - Marina. Public Docks. Outdoor Venue. Make it a destination.
 - Make it an actual park
 - Need to deal with smell to enhance whole waterfront potential. + ped. lighting, etc.
13. Broken Arrow Archery/Post Office site
 - Development
28. Former Graham's Stationary Building (10449 SE Main St)
 - Potential for smaller offices & new services in DT Milwaukie
39. Kellogg Treatment Plan
 - No one will come if it smells like it does
41. North side of Main St between Jackson St and Monroe St (Key Bank and Dark Horse offices)
 - Dead zone with no stores to go into. How about small grocery? (not a convenient store)
42. Building between Chase Bank and Milwaukie Lumber (10962 SE 21st Ave)
48. Kellogg Dam
 - Remove the dam
60. Dark Horse offices at Main and Monroe
 - Need more open office & retail places in lieu of curtained off building fronts
64. City Hall Parking Lot / "Texaco Site"+

- 4 to 5 story buildings for "living space." Top floor penthouse type spaces
- I agree - 4 to 5 story - with penthouse restaurant with view over the river

66. Future South downtown with live work space, plaza, restaurants + + + +

67. Main Street

- Vibrant downtown with 3 story buildings - retail on the ground + office. Residential on 2nd + 3rd floors

69. Kronberg Park

- Potential gorgeous Park + Salmon filled creek

88. Bernard's Garage (2036 SE Washington St)

- A prime location on the edge of the south downtown redevelopment well suited to upscale lodging or restaurant space to service the influx of visitors via the new Milwaukie light rail. As the current business may lose viability.
- Is downtown Milwaukie a "food desert"? How about Green Zebra Grocery?
- Brewpub! Or other kid-friendly restaurants (w/ play space!)
- Vegetable + Flower stalls at one of the empty buildings
- Some kind of grocery store - make downtown useful! :-)
- A Bakery + a small healthy grocery store!
- Paper/ print store? Notary, sign maker, etc. A local business that other local businesses use!
- I's love to see a creative community space like a dance/ yoga studio? Art classes or music lessons? Anywhere!!

Group Discussions - 6 to 7pm

Steve Butler began gathering the participants and introduced the ALIGN planning team. Ryan Lemay gave an introduction to ALIGN's involvement with the City of Milwaukie and overview of the Kickoff event. Erica Smith followed up by providing directions for the small group discussions.

ALIGN team members, City staff and event participants were divided into three small groups. The ALIGN team members facilitated the discussions while City staff took notes on the flipchart. Each participant was given about 5 minutes each to discuss the following items:

- One thing about the downtown that they like
- One thing that could be improved
- Challenges to making that improvement happen
- One wacky idea that nobody else would think of, to benefit Downtown Milwaukie.

The results of this discussion are summarized below:

+ Indicates that another person presented the same response.

Likes

- Curb ramps
- Access to transit+
- Farmer's Market+
- Close to Portland,
- Small town feel +++++
- All of it
- Progress towards future
- Able to make a difference
- People + potential +++
- Sense of community +
- Walkable
- Natural beauty/ water
- Potential ++ (Boutique, funky, M's living room)
- Scale & size
- Riverfront +
- Food dining choices
- New opportunity+++
- Walkable +
- Library
- Spring at Waldorf & pond
- Traditional + New influx combining
 - Leads to new stuff going un
- Farmer's Market, chances to mingle
- First Friday +
- Sustain activities all week long
- Small town feel
- Trees
- Arts focus
- Historic background
- River view development
- Energy with Council/ Boards/ groups
- Older buildings
- New Business Restaurant
- Restaurants as good event place for medium/ small groups
- Hometown - wants it to be a draw
- Milwaukie Bay

Challenges to Downtown Development

- Regulations - information regarding regulations
- [Lack of] Financial incentives
- Public improvements - who pays?
- Perception regarding lack of parking
- Fair distribution of resources
- Include opinions outside downtown
- Major thoroughfares create barriers to a connected city to attach to
- Lack of destination -> money, lack of incentives, lack of motivation/ momentum
- Recruitment & responsibility
 - Specific anchors + amenities
 - A plan for reinvestment
- Competing interests between NDA, businesses
 - Segmented, need UNIFIED
- Need for neighborhood alliance +
- Need for core value for businesses
 - No shared business strategy
- More variety in ownership
- Remove dam - finish Kronberg park
- Kellogg Treatment Plant - odor
- Parks/ playground plan
- Parking
- Business/ government cooperation
- Allow, not restrict, development not happening because of large landholders
- Comp plan revision

One thing to improve

- (Potential models/references included Camas, Corvallis, Mississippi Ave)
- Riverfront Park development ++
- "Cute up" downtown buildings +
- Façade/ streetscape improvements
- Lodging options
- Destinations/ draws to DT ++
- Perception? (Commercial RE) ++
 - McLoughlin/ character
- "Sleeping gem"
- Regulations regarding changes
- Need momentum
- "Gateway" of McLoughlin
- Increase number of people living downtown
 - Time is not yet right

- Wrong businesses - no "shops" to bring people here
 - Too many offices & other uses that don't draw people
- Water front boat ramp
- "Dirty" - some buildings, like library, look unkempt
- Access: transportation + business location
- Balance: mix of large & small
- Easier to do business here
 - resource identification
 - balance zoning
- Business alliance that sticks +
 - (city supported) (economic development) & plan
- Lack of anchor business (not convenience) +
 - (grocery) -> repeat visits
- River connection crossing McLoughlin +
- Family friendly
- More community events
- Quality standards for all uses (design)
- Redevelop parking lots

Wacky ideas!

- Tamale Festival ++
- Special events
- Dragon Boat racing
- Log rolling contest
- TriMet passes for North Industrial businesses/employees
- Kronberg [Park] as permaculture park
- Maintenance of Scott Park
- Outdoor fitness/ rock climb, etc.
- "Outdoor games"
- Any sport involving a hill
- Destination park to draw people in
- Dogwoods everywhere/ seasonal celebration
- Riverfront - have a signature events/ use, like dragonboats or pt boat; LCI-15 (landing craft from WWII)
- Blues/ live music - concerts/ festival
- Have uses that draw in boaters/ riverfront users
 - Uses that make people "go to Milwaukie"
- Dark Horse museum
- Open air permanent food market
- High end (wine bar, butcher)
- Milwaukie coming together

- Bigger Milwaukie bikes
- Milwaukie as a bike destination
- Music venues
- Live busking
- Artistic venue - home for local theatre productions
- Comedy club
- Permanent entertainment center
- History museum Downtown

After each person provided their input, the information was then consolidated into five or six themes per group. The initial themes are summarized below:

<u>Initial Themes</u>	
1. Connecting to Riverfront	9. Branding of the Downtown
2. Improve perception of Downtown - beyond McLoughlin a. Commercial Real Estate – Market Position b. Visual	10. Three story buildings, as opposed to six story buildings
3. Drawing people in (lodging, events, etc.)	11. North Clackamas Parks District runs parks
4. Ease of access to information/ assistance with design (user friendliness)	12. Support destination with priority improvements to make city presentable: trash cleanup, building maintenance, sidewalk repair
5. Urban design	13. Business Development /Economic Resource
6. Destination location - shops, events, parks, fitness events	14. Vision/Direction
7. Milwaukie Signature events	15. Balance
8. Property maintenance - promote civic pride/ presentability with list of properties to capture most important work	16. Excitement
17. Accessibility	

Milwaukie Bux Exercise – 7pm to 7:30pm

After the group discussions concluded, ALIGN team members began preparations for the Milwaukie Bux exercise. This exercise provided participants fake money, intended to serve as a mechanism to quantify what each participant finds as a priority as a future project focus.

This exercise was designed to prioritize participant’s opinion, by providing each participant with a total of \$200, one \$100 bill and five \$20 bills. The \$100 bill represented what people felt were the highest priorities. The \$20 bills allowed for flexibility in terms of where participants placed their vote. About 24 people participated in this exercise.

To begin the exercise, each group selected a group member to present the initial themes, where ALIGN team members consolidated any over-arching themes as labels onto clear jars. A total of nine themes were identified, as shown in the table below:

<u>Final Milwaukie Bux Themes</u>	
Connecting Downtown to the Riverfront	Milwaukie Signature Events
Business Development and recruitment - Unified Vision and Direction	Improve Perceptions of Milwaukie
Improve Urban Design Elements	Property Maintenance and Services
Improve Accessibility, Parking, Walkability and Visibility	Keep Buildings to 3 story height level
Resources for Economic Development	

Each label on the jars represented a theme, which the participants would then distribute their \$200 Bux, according to what they value the most. The results are summarized below, based on their percentage of Bux:

Kickoff Event Milwaukie Bux Results						
Theme	# of 100 Bills	% of \$100	# of 20 Bills	% of \$20	Total \$	% of Total \$
1. Connecting Downtown to the Riverfront	9	38%	18	15%	1260	26%
2. Milwaukie Signature Events	5	21%	25	21%	1000	21%
3. Business Development and recruitment - Unified Vision and Direction	5	21%	19	16%	880	18%
4. Improve Perceptions of Milwaukie	2	8%	20	17%	600	13%
5. Improve Urban Design Elements	1	4%	9	8%	280	6%
6. Property Maintenance and Services	1	4%	8	7%	260	5%
7. Improve Accessibility, Parking, Walkability and Visibility	0	0%	13	11%	260	5%

8. Keep Buildings to 3 story height level	1	4%	5	4%	200	4%
9. Resources for Economic Development	0	0%	3	3%	60	1%
Total	24		120		4800	
<i>Estimated # of Participants</i>	24					

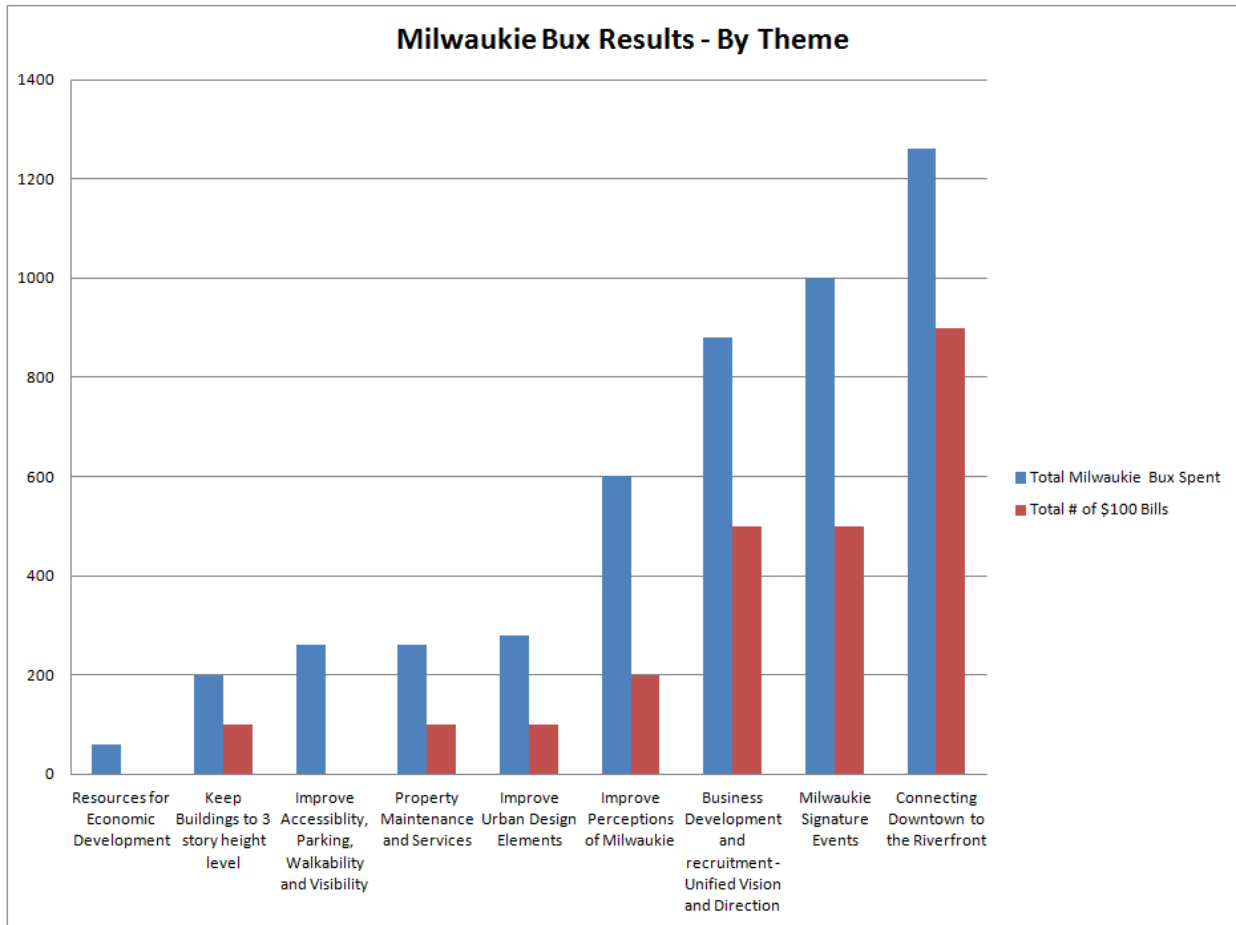
The results have also been ranked by their percentage of bux:

- Overall, the following themes received the most money
 - *Connecting Downtown to the Riverfront – 26% (\$1260)*
 - *Milwaukie Signature events – 21% (\$1000)*
 - *Unified Vision and Direction for Business Development and Recruitment – 18% (\$880)*

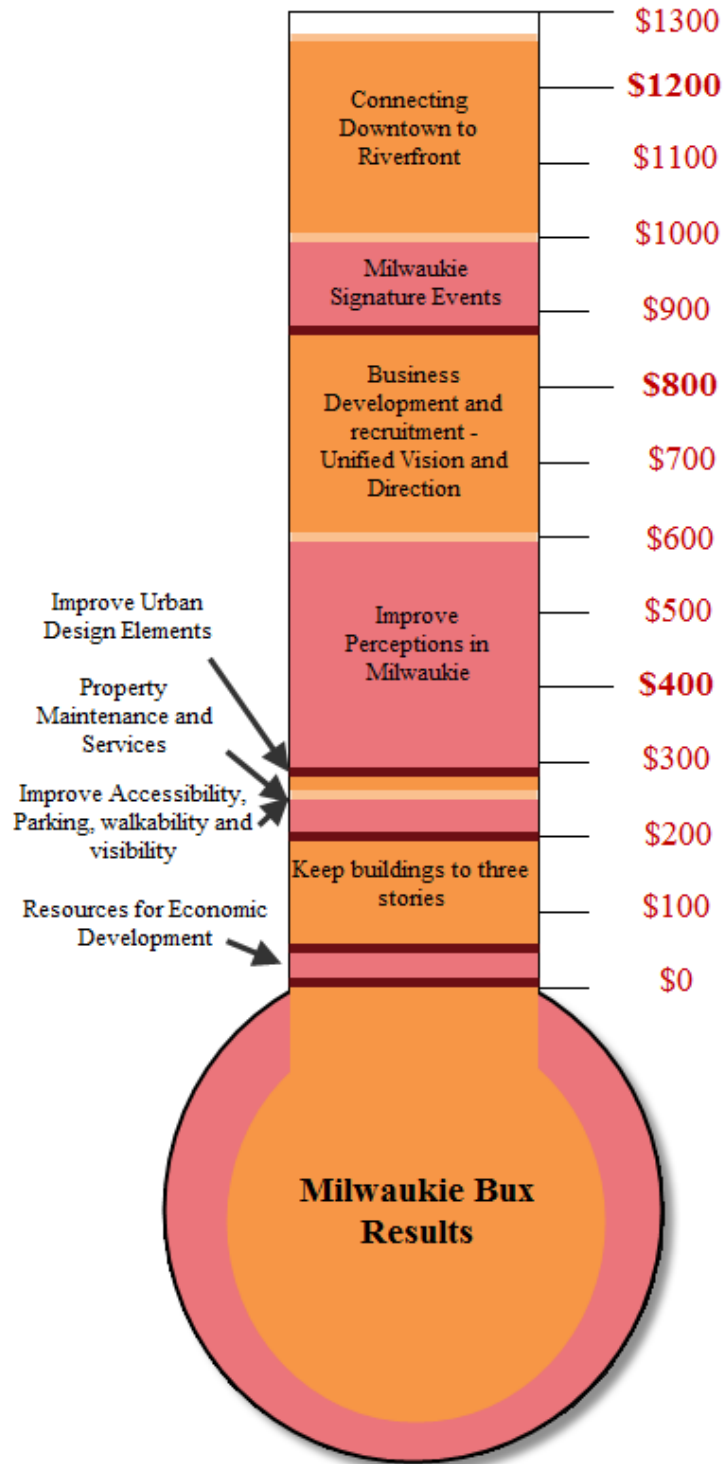
- The following three themes were almost equally divided among participants
 - *Improve Accessibility, Parking, Walkability and Visibility – 5% (\$260)*
 - *Improve Property Maintenance and Services – 5% (\$260)*
 - *Improve Urban Design Elements – 6% (\$280)*

The following themes received the most number of \$100 bills, suggesting where the highest priorities of participants lay in relation to the themes. The complete results are illustrated in the graph below.

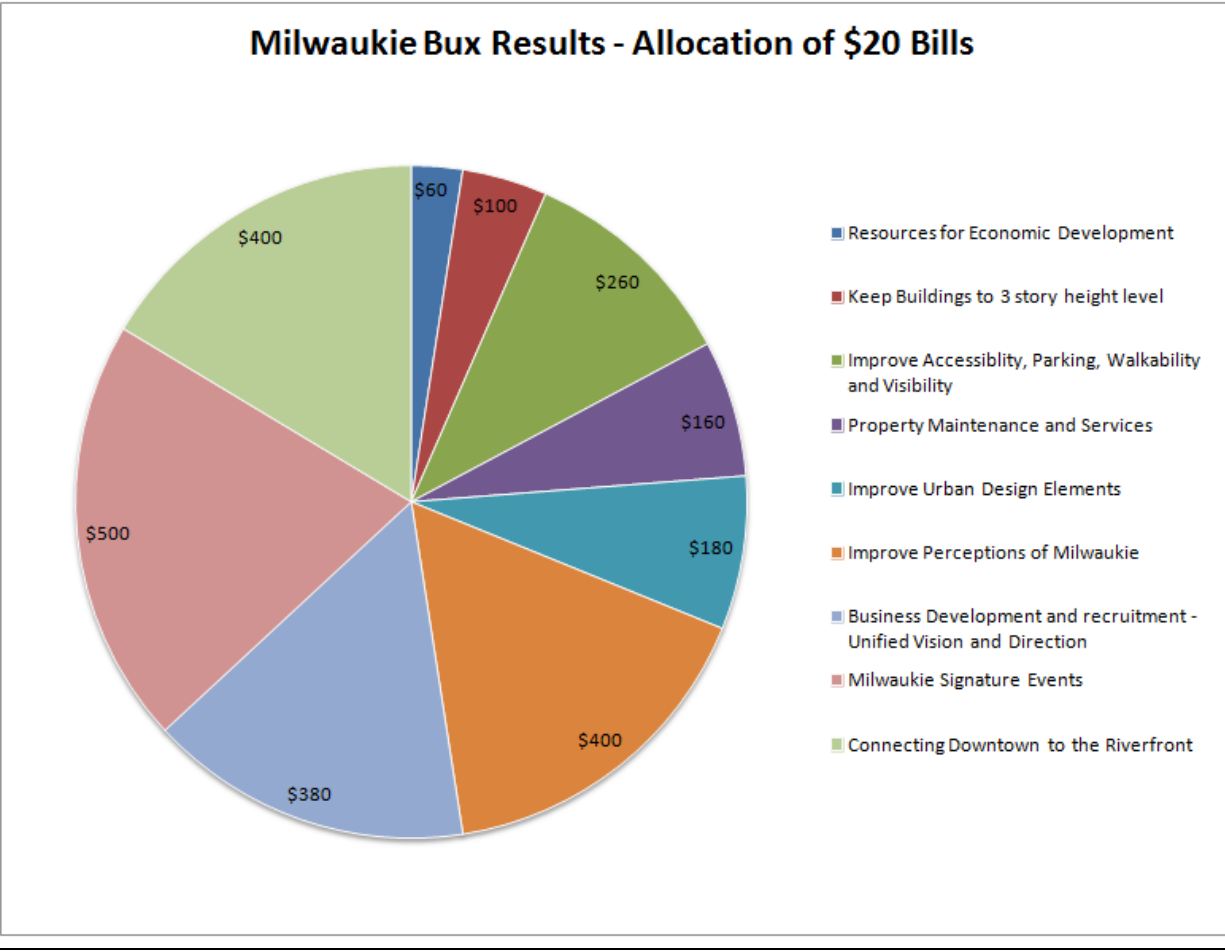
- The themes with the most percentage of \$100 bills:
 - *Connecting Downtown to Riverfront - 38%*
 - *Unified Vision and Direction for Business Development and Recruitment - 21%*
 - *Milwaukie signature events - 21%*



The graphic on the following page illustrates the level of priority for each theme, based on the total amount of Milwaukie Bux:



Participants also were given \$20 bills, to be dispersed however they please. Interestingly, the themes that were in the top three in terms of overall Bux spent and in terms of \$100 bills, were also among the top choices for the \$20 bills. The results are summarized in the graph, on the following page.



Wrap up - 7:30

After the exercise was completed, Jeffrey Butts tallied up the results and presented the counts to the participants. The results were reported out to the participants, and the event officially concluded. Some participants remained after the event to share thoughts with ALIGN team members and City staff. Comment cards, which listed the same four questions from the group discussion, were collected as participants left the event, and the results are summarized in the following pages.

Appendices

Appendix A - Maps of 'Places we love' and 'Places with Potential'

Comment Card Results:

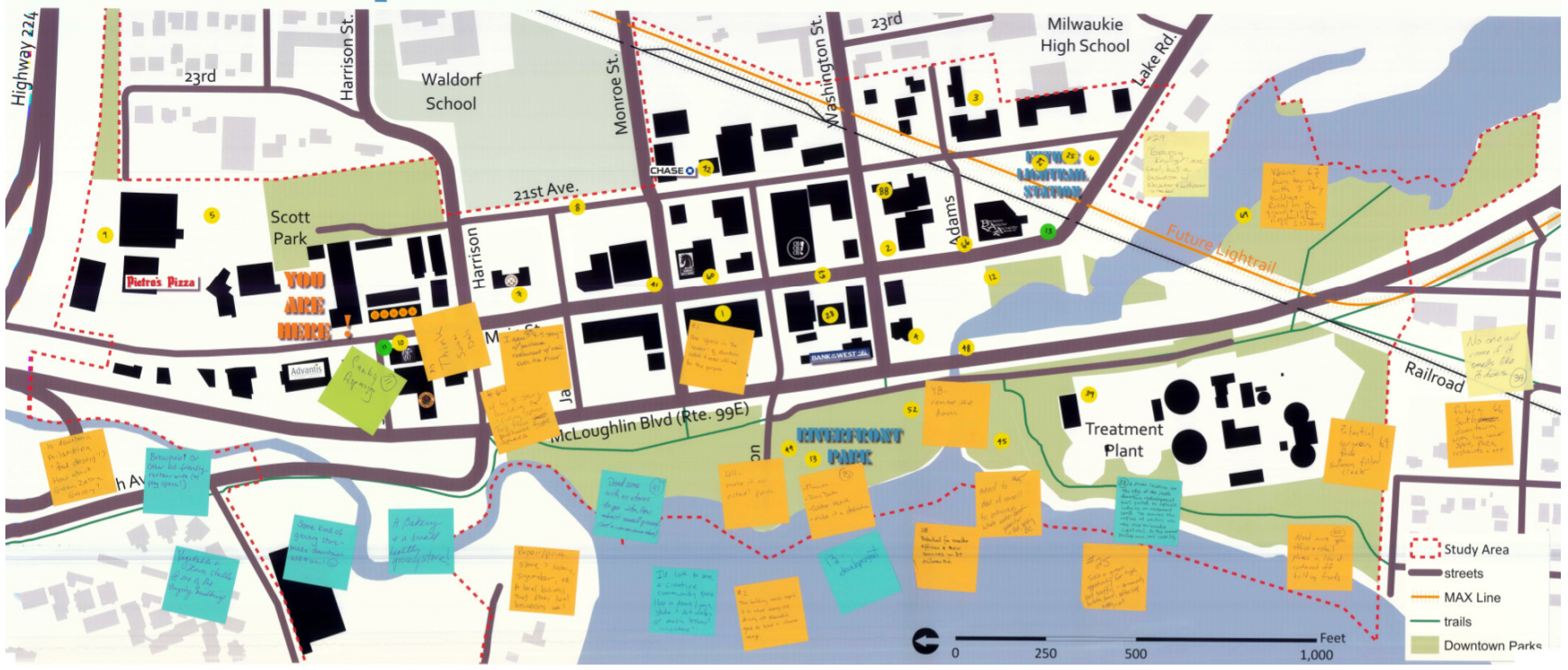
I heart Milwaukie ...	One wacky idea	Other questions or comments
It has a ton of potential. I like the scale/size, transit options (please work to ensure the MAX line becomes a reality) and old-school feel.		
Farmer's Market	A walking map of businesses and historical facts of the area	
Historic, small town vibe / neighborhood		
I love first Friday's and farmer's market-brings community feel - one of too few whole community events.	No car pedestrian path Make a destination playground to bring people/ families in. Needs to be different - water feature to play in, great play structure. It's worth the money and will bring revenue	We need a grocery store and more useful retail. Also a family-friendly brew pub
Big trees, small town feel. growing business	Dark Horse museums on ground floor. Permaculture park at Kronberg Park.	Salt and Straw [ice cream store], Green Zebra [grocery store], cherry trees, dragon boaters - what do they need?
It retains its identity as a downtown and is a great transit hub	Move the historical society into a downtown space and celebrate and publicize, more often, the significant history of the City. Milwaukie is as old as Portland and extremely important in the history of the region	
I can walk to it	Get rid of Foxy's and other lottery/convenience stores in favor of groceries	
It's my town	Live music on the riverfront. Rock. Not blues or mellow smooth jazz. ha.	
Historical background, crusty old dude picking cherries, development with river view, 4 to 5 story building with penthouse, business/NDA/council/citizen devotion. Dove and Long holding	Have either a professional "lumberjack" competition or any sport that uses hills i.e. soapbox allergy professional tour stop, street sleds (something on late night/Sunday AM ESPN)	

One thing to improve ...	Why hasn't the improvement happened?
Redeveloping some of the empty parking lots; moving Dark Horse into one office building so the storefronts could be used for actual retail; encouraging more activity after 5pm: grocery, live music venue, theatre, art galleries	Ownership of property in the hands of a few, economics, desire to maintain status quo. But, admittedly, I just moved here from Portland and am not familiar with all of the dynamics involved.
I think light rail will be a huge improvement - I'd like to see businesses that bring people at least once per week - dance class, art class, creative community	Economy and struggles of opening a small business. Are there funds available for Main Street?
more retail, grocery	economics - start up
a mini-supermarket	
Needs a playground	\$ / planning timeline
Remove dam and build Kronberg [Park]	\$
One thing to improve ...	Why hasn't the improvement happened?
Lack's vibrancy - need to open up under-utilized storefronts to create a place people want to visit, live, play	Lack of incentive for property owners and money
I don't have much to walk to. Sidewalks, McLoughlin knowing what's there, food/grocery, anchor is offices, riverfront	Our anchor is not a retail space, it's an office
Business cohesion, business development coming from business groups	Lack of sustainable businesses
Parking, business/government cooperation, allowing development to "happen" instead of restricting it.	Reputation or outside perceived view of Milwaukie. Large land holders "not in the real estate business"

Appendix A – Maps of ‘Places we Love’ and ‘Places with Potential’



places With POTENTIAL:



SUMMARY

Fresh Look Milwaukie: Downtown Road Map Walking Tour

April 27th, 2013
10:00am – 12:00pm
City Hall (10722 SE Main St)

ALIGN planning held a walking tour on April 27th, 2013, for the *Fresh Look Milwaukie: Downtown Road Map* project. This event was open to the public, and focused on gathering attendee's opinions about what they like or don't like about specific elements of Downtown, and where they saw "hidden gems," i.e. elements with potential to become a greater asset to Downtown Milwaukie. The Walking Tour provided ALIGN planning with an opportunity to solicit feedback on ideas and concepts discovered through interviews with the Milwaukie Community.

Participants

ALIGN planning

Ryan Lemay, Project Manager
Carine Arendes, Content Development Lead
Jeffrey Butts, Public Engagement Co-Lead
Erica Smith, Public Engagement Co-Lead
Iren Taran, Production Lead

City of Milwaukie Staff Present

Li Alligood, Associate Planner

Participants

Mandy Zelinka Anderson
Wayne Butler
Lisa Batey
Greg Deane
Bonnie Krug
Susanna Pai
Steve Hubbard
Valerie Hubbard
Rick Wheeler
Mary Lemay

Connection to the Project

The walking tour was intended to provide ALIGN planning with a backdrop of information, both qualitative and photographic, to be utilized at the May 9th public event. The photographic activity was designed to engage those who are uncomfortable participating in group discussions, and served as an opportunity for participants to capture areas of interest in Downtown Milwaukie.

Purpose and Desired Outcome

The Walking tour was intended to follow up on the fundamental concepts of the framework and other existing plans to see where there are changes or consistencies. The concepts generally are as follows:

- Reconnecting Milwaukie to the River
- Revitalization of historic buildings
- Designing new buildings that harmonize with the town's character
- Creating anchors and attractors, such as a transit center, grocery store or arts/entertainment/office campus
- Strengthening the Main Street "retail armature"

The desired takeaways from the kickoff event included:

- Obtain qualitative feedback through discussions and photographs, suggesting elements that are necessary for a vibrant downtown, based on present day downtown Milwaukie.
- Experiencing on the ground, what people want to see their downtown become in terms of uses, streetscape and design
- Connect with people not typically seen in public events
- Provide an educational experience of the downtown in terms of what is there today and what can or will be there in the future
- Obtain visual representations of the desires of the Milwaukie community for its downtown, to be used in the May 9th public event as part of the instant polling activity.

Event Summary

There were a total of seven stops on the route, shown on the map below, and each stop featured between five and 10 minutes of group discussion.



Stop #1: City Hall (Main & Harrison)

Ryan Lemay of ALIGN planning provided an introduction of the event’s objectives and schedule of activities. Participants were asked to provide feedback related to the following themes:

1. “Hidden Gems”
2. “It’s Got Potential”
3. “More of this, please”
4. “Less of this, please”

Ryan Lemay led the group, and Li Alligood of the City of Milwaukie and other ALIGN team members provided follow up questions. The results from the discussions are summarized below.

Stop #2: Main Street Block (between Jackson & Monroe)

Ryan led the group in discussion by asking the following questions:

1. What do you like about this area?
2. What don’t you like about this area?
3. What uses or activities would you like to see here?
4. This is the physical center of downtown. How do you feel about it?

1. What do you like about this area?	2. What don’t you like about this area?
<ul style="list-style-type: none"> • Wine bar • Bank - brings customers • Chopsticks building - facade improvement very good • Chocolatier - one of nicest buildings in town - "clean and classic" • Streetscape Likes: swale, bollards, and trees 	<ul style="list-style-type: none"> • Place “open” but not actually open • Wine bar - never open • Dark Horse facade/storefront - dark and vacant-looking • Lack of shops that attracts different kind of audience (younger generation for example).
3. What are uses or activities would you like to see here?	4. This is the physical center of downtown. How do you feel about it?
<ul style="list-style-type: none"> • More services– such as a shoe or clock repair shop or a bike shop. • Need bakery - quality fresh bread • Grocery store/ food co-op • A brew pub 	<ul style="list-style-type: none"> • Doesn’t feel like center • Feels like City Hall / Harrison is the center (due to access to downtown from Harrison, activity at the corner) • You would not come here at night. There is nothing to come to. • No flow or attractive colors. No consistent theme moving through Downtown

Stop #3 - Riverfront Park (Monroe & McLoughlin)

Ryan provided an overview of the adopted Riverfront Park plan, and pointed out the recently-completed Klein Point phase of the park. He led the group in discussion by asking the following questions:

1. What could better connect downtown to the riverfront?
2. What kinds of uses would you like to see along McLoughlin Blvd?
3. What should the City’s priorities for McLoughlin be?

1. What could better connect downtown Milwaukie to the riverfront?	2. What kinds of uses would you like to see along McLoughlin Blvd?
<ul style="list-style-type: none"> • Do something in the short term: white lights on the trees along the river and along the road • Add flower pots • Improve lighting – especially along the trees • A walk along the river • Tunnel [for pedestrian access under McLoughlin] • Preservation of natural space • Bike path by water treatment plant – Finish • Lower signs • Riverfront Park - good idea/intentions, but not many people know about it 	<ul style="list-style-type: none"> • Rooftop patio bar • Kayak rentals and water sports • Bike shop near walkway • Something on the waterfront: café, ice cream, drink shop. <ul style="list-style-type: none"> ○ Think Venice Beach (in the summer) • Perhaps temporary and seasonal structures (i.e., food-cart style) • Green roofs • board walk-seasonal • Fewer gas station signs • Lower signs • Trees block view to the signage in the park • "nothing here to spend your money on" • At night one can see bright gas station signage from river front and it ruins experience of relaxing on the river.
<p>3. What should the City’s priorities for McLoughlin be?</p>	
<ul style="list-style-type: none"> • Building and structures should be environmentally focused, especially with water. • Washington and 99-horrible traffic- bad for pedestrian traffic 	<ul style="list-style-type: none"> • Pedestrian bridge, underpass • Better physical connectivity to the river • Focus buildings towards McLoughlin to move away from “back alley” feel

Stop #4: Dogwood Park (Main & Adams)

Ryan provided an overview of plans for the future development of the area, including the South Downtown Concept plan; the proposed dam removal on Kellogg Creek (“Kellogg-for-Coho”; the Adams Street Connector project; and the future light rail station at 21st and Adams. He led the group in discussion by asking the following questions about future development in the area:

1. What are you most excited for?
2. What do you not want to see here?
3. What are you most nervous about?
4. What would you most like to see here?

<p>1. What are you most excited for?</p> <ul style="list-style-type: none"> • View of the river • Future pedestrian street – Adams Street Connector • Development • Post Office 	<p>2. What do you not want to see here?</p> <ul style="list-style-type: none"> • Do not want 7/11 style development (i.e. chain stores) • Do not want “Beaverton, Jr.” • No giant commercial shops • One of the participants pointed out to the odor from the sewer plan [Kellogg Treatment Plant]
<p>3. What would you most like to see here?</p> <ul style="list-style-type: none"> • Temporary structures, such as food carts • Food co-op • 3 story building with rooftop access for views • Conscious development • New Seasons • 21st is where MAX will be- dress it up-should be a showpiece. Impress LR riders • Underground utilities? Rehab old utility poles? 	<p>4. What are you most nervous about?</p> <ul style="list-style-type: none"> • Noise from McLoughlin – want less of it <ul style="list-style-type: none"> ○ More trees may help reduce noise ○ people noise would be nice to balance • Noise and congestion when MAX will come is a concern. • Curiosity re: post office fate. good for town to have

En route to stop #5, the group gathered at the intersection of Adams and 21st. Ryan Lemay pointed out the “triangle lot” and adjacent future light rail station. Participants were positive about the light rail stop, and expressed concerns about the fate of nearby businesses and development once light rail opens. Li answered questions relating to the future light rail station and parking impacts.

Stop #5: Milwaukie Lumber and American Legion (21st & Jefferson)

At Stop #5, Ryan directed the group’s attention to Milwaukie Lumber. Although Milwaukie Lumber can remain at that location indefinitely, there is potential for future redevelopment of the site. He led discussion around the following questions:

1. If Milwaukie Lumber moved elsewhere, what would you like to see in its place?
2. Do you think uses that aren’t typically found in the downtown (like Milwaukie Lumber) are an issue?

1. If Milwaukie Lumber moved elsewhere, what would you like to see in its place?	2. Do you think uses that aren’t typically found in the downtown are an issue?
<ul style="list-style-type: none"> • Co-op food store • Any locally owned business • Skate park • Grocery with juice bar + Warrior Room in new bigger digs 	<ul style="list-style-type: none"> • “I love this part of town” • “Like access to the lumber yard” • Milwaukie Lumber & Bernard’s Garage - love it- no beef, part of our history & brings a lot of people here

En route to Stop #6, Ryan Lemay asked participants to think of elements from Main Street, namely uses and streetscape that they would like to also see on 21st.

Stop #6 - Convenience Store/Key Bank (Monroe & 21st)

Ryan asked participants to consider the section of Main Street they had just walked with 21st Ave, and asked them to identify components of Main St that they would like to see on 21st Ave.

Compare and contrast Main Street with 21 st – what types of uses or streetscapes would you like to see on 21 st that you find on main street?	
<ul style="list-style-type: none"> • Main and 21st should be the same • Add street trees and planters to 21st • Add bike lanes to 21st • 21st should provide local/personal services • Serve light rail users • "Ugly street, old and poorly maintained buildings without signage." • "You have bike racks, but not place for people who waiting for the bus to sit." 	<ul style="list-style-type: none"> • Main Street is more upscale • Maybe angled parking on one side of 21st • More people late night use 21st. It could be the entertainment area. • 21st is least attractive of three main streets: "it is like a prison there" • Extend plantings • Participants felt safer walking on 21st than Main in the evening due to activities at Duffy’s

Stop #6.5 - North Main Village Courtyard

Ryan asked the participants to consider how the semi-private space felt and worked, and whether new development in downtown should include these types of private spaces.

What do you think of this kind of space?	Would you like to see more or less of this type of space?
<ul style="list-style-type: none"> • Clean • Perhaps enough public space already (unnecessary) • Looks nice, better than looking at just parking lots 	<ul style="list-style-type: none"> • Probably don't need to be included in the future if it takes away valuable real estate • Lots of other open spaces people can use: Waldorf School, Scott Park, Riverfront Park

Stop #7 - North Main Street Area (18600 SE Main St)

Ryan asked the group to consider the difference between the sections of downtown North and South of Harrison Street.

This area of downtown has a different character. How does it feel?	With what you have seen in downtown, what kind of potential do you envision in this area?
<ul style="list-style-type: none"> • Does not feel like a part of downtown • Yet, many people like it and think parking is necessary 	<ul style="list-style-type: none"> • Perhaps an indoor shopping mall • "Shopping center with variety of shops that will attract people."
What should change?	
<ul style="list-style-type: none"> • Private shuttle bus for workers from North Industrial area • Overall for Downtown: Economy of agglomeration - more like-businesses will attract more people as Downtown Milwaukie becomes a "destination" for a particular kind of good/service 	<ul style="list-style-type: none"> • Fitness-closes 6 pm- hard for owner to stay open • Establish a visual gateway to downtown • "North Downtown needs a shopping center with variety of shops that will attract people"

Conclusion

After discussions concluded, the group then returned to City Hall to conclude the Walking Tour. The raffling of gift cards was held at the City Hall site. Ryan thanked everyone for coming and invited them to participate in the May 9th public event.

Summary

The feedback provided by tour participants is summarized by the fundamental concepts of the 2000 Downtown and Riverfront Framework Plan and included in *Appendix B1*. The suggested actions provided by participants reflect desired preferences in terms of uses and design elements, as summarized below:

Top 3 Takeaways from the Walking Tour	
Favorite things about Downtown	Areas of Challenges
<ul style="list-style-type: none"> • Streetscape elements: Bioswales, bollards and street trees • Riverfront – Views and space • Local Businesses 	<ul style="list-style-type: none"> • Concern about noise and congestion that could be generated by future Light Rail Station • Odor from the Sewage treatment Plant • Washington and McLoughlin – bad traffic and discourages pedestrian traffic
Areas of Opportunity	Areas of Weaknesses
<ul style="list-style-type: none"> • Short term actions to improve Downtown Identity from McLoughlin: white lights on the trees along the river and along the road • Building and structures should be environmentally focused, especially with water (i.e. kayak shop) • North DT - shopping center with variety of places 	<ul style="list-style-type: none"> • Lack of shops that attracts different kind of audience (younger generation for example). • 21st is least attractive of three main streets. • No flow or attractive colors. No consistent theme moving through Downtown

Uses

Participants suggested that there needs to be more places to meet daily needs (e.g. grocery store) or service oriented stores (e.g. shoe repair shop). In addition, participants also mentioned desires for new businesses to be locally owned and not part of chain-retail or restaurants. Further, participants desired businesses that would capitalize on activities that were part of Riverfront Park, particularly a bike or kayak shop, or the views of the river, such as a patio restaurant.

Design

Participants felt a need for more signage along McLoughlin Blvd to better identify Downtown Milwaukie. Among these suggestions, participants generally agreed on simple additions, particularly festive lighting or increased signage along the sidewalks, and the desire for a Gateway signage in the northern section of Downtown Milwaukie. Within Downtown Milwaukie, participants desired the extension of plantings along sidewalks, particularly along 21st Street. Further, participants desired interest in building more cohesion of Main Street and 21st, regarding streetscape elements, such as planters, street trees and wider sidewalks.

Appendices:

Appendix B1 – Summary of Connection to Fundamental Framework Concepts

Appendix B2 – Photovoice Activity Results

Appendix B3 – General Notes from Participants

Appendix B1 – Summary of Fundamental Framework Concepts

1. Reconnecting Milwaukie to the River

In light of the planned future pedestrian connection across McLoughlin that is part of the *South Downtown Concept Plan* and the adopted plan for Riverfront Park, the group suggested focusing on improving Downtown Milwaukie’s identity and visual appeal from McLoughlin Blvd. Potential solutions included signage and festive lighting.

The group agreed that the buildings along McLoughlin Blvd should be eye catching and capitalize on the riverfront view. Examples of desired services included a bike or kayak shop, and a restaurant featuring patio seating or roof area seating to capitalize on the riverfront view.

2. Strengthening the Main Street “retail armature”

The walking tour participants provided feedback regarding the specific uses and streetscape they would like to see in downtown Milwaukie. Along Main Street, participants generally felt that uses should include services such as a bike shop, shoe repair, and others that met daily needs. Participants also stated a strong preference for a brew pub. Participants preferred locally owned businesses to chain businesses in order to promote Milwaukie’s unique identity.

Additionally, participants felt that the wider sidewalks along some sections of Main Street (those that had been rebuilt to the current standards) are a good addition to the downtown, but prioritized additional greenery above wider sidewalks, particularly on 21st Ave.

Participants generally felt that the heart of downtown was the corner of Main and Harrison streets, near City Hall, as opposed to the physical center of downtown at Main and Monroe. Generally, participants felt that there was more ‘life’ in the Harrison and Main Street area than the intersection of Main and Monroe. They identified some key components, including the fact that Main Street is the civic center of downtown, the number of “active” businesses in that area of Main Street, and the fact that Harrison is a key through street.

3. Revitalization of historic buildings

The participants suggest that uses that aren’t typically found in downtowns, such as Milwaukie Lumber, add a historic charm to the area and do not interfere with the pedestrian experience. Generally, participants felt the design of the industrial buildings such as Milwaukie Lumber or Bernard’s Garage, ‘fit’ within Downtown Milwaukie. When asked what should replace Milwaukie Lumber if the store decided to locate outside of the downtown, participants indicated that they would like to see business that provided services such as a grocery store.

4. Creating anchors and attractors, such as a grocery store or arts/entertainment/office campus

Participants stated a strong desire for a grocery store in downtown, which supports the concept of a grocery store as an anchor. Overall, participants felt that downtown residents don't have access to daily necessities. Participants also felt that they did not want to see more

convenience stores such as those found at the gas stations. Participants were generally supportive of the future light rail station and the Adams Street Connector, and suggested that temporary uses such as food carts, and eventual permanent uses such as an ice cream store would draw the attention (and business) of light rail users.

5. Designing new buildings that harmonize with the town's character

Participants appreciated recent façade improvements to several buildings in downtown Milwaukie. However, participants noted the lack of unity in regards to the design of buildings, particularly the color schemes of buildings along Main Street. North Main Village is the only building to be constructed in downtown in the 2000s, thus an example of implementing Design Guidelines that were adopted in 2003. In terms of the building, participants generally felt the design was aesthetically pleasing, but provided mixed opinions on the open space.

Appendix B2 – Photovoice Activity Results




Key for the categories:






S = Strength







W = Weakness


O = Opportunity

T = Threat

Category		Description	Notes
S & O		<p>"Sidewalk of great quality and clean, because owner takes care of it."</p>	<p>Maintenance/ Urban Design</p>
O		<p>"Planters are good to have"</p>	<p>Street Scape/ Urban Design</p>
O		<p>Dark Horse facade/storefront - dark and vacant-looking</p>	<p>Storefront Improvement/Active Use</p>
W & O		<p>"You have bike racks, but not place for people waiting for the bus to sit."</p>	<p>Street Scape/ Urban Design</p>

W & O		"Unattractive. Perhaps needs painting. Not black may help."	Maintenance/ Urban Design
W & O		"[North downtown needs a] shopping center with variety of shops that will attract people."	Bldg Use
W & O		<p>"Needs bicycle shop or brewery"</p> <p>"Wine bar is never open"</p>	Bldg use
W & O		<p>"no big store for fishermen"</p> <p>"needs dock that goes out so you can fish from it if you don't have a boat."</p> <p>"nothing here to spend your money on"</p>	Riverfront Park
W		"Lack of coordination and planning that is wasting the money and resources." (re: two sidewalks leading to the same place)	Resource Management

W		<p>"Signage that you can't see from the street [McLoughlin Blvd]."</p>	<p>Visibility</p>
W		<p>"Signage is an issue for legally blind and elderly".</p>	<p>Visibility</p>
W		<p>"Unattractive wires going to the Dark Horse Comics building".</p>	<p>Aesthetics/Urban Design</p>
W		<p>"Ugly street, old and poorly maintained buildings without signage." (re: 21st Ave)</p>	<p>Maintenance/ Urban Design</p>
W		<p>"Cracks and other obstacles on sidewalks"</p>	<p>Maintenance</p>
W		<p>"Underutilized/ empty parking lot, yet it is paid for"</p>	<p>Parking</p>

W		City Hall kiosk - damaged and dilapidated	Maintenance
W		"Color of sidewalk is exactly the same as the road color. Hard to distinguish (curb lost yellow paint)."	Maintenance
T		"Noise and congestion when MAX will come"	Light Rail

Appendix B3 – General Notes from Participants

Uses & Design Elements Participants would like to see in Downtown Milwaukie

Uses			
Note Taker	Category	Description	Notes
IR	S	Getting rid of overhead power cables and poles. Having utilities underground is a big plus.	Increase visual appeal, Re: 21 st Street
IR	O	No men's barber shop in DT	
IR	O	Lack of shops that attracts different kind of audience (younger generation for example).	
IR	O	Don't need a baseball stadium, but shopping center as attraction and "center piece" of Milwaukie can work. Can walk there instead of buying on-line.	
IR	O	No fitness center, like 24 Hour Fitness for example	
CA	O/W	personal services- errands, do business	@21st
CA	O/W	Mixed opinions about open space: some say looks nice, better than looking at just parking lots, other said lots of other open spaces people can use: Waldorf, library	@ N Main
CA	O/W	Open space underutilized by residents. Prefer to have event in alley where there is electricity available	@ N Main
CA	O/W	Design Runway project winner shop desirable	Missing/Desirable
CA	O/W	More services: clock/shoe repair	Missing/Desirable – Main Street
CA	O/W	Co-op grocery	Missing/Desirable - Downtown
CA	O/W	Roof-top bar by river with river views	Missing/Desirable - McLoughlin
CA	O/W	Water-oriented services: kayak rental	Missing/Desirable - McLoughlin
CA	O/W	Bike place	Missing/Desirable - McLoughlin
CA	O/W	Waterfront restaurant	Missing/Desirable - McLoughlin
CA	O/W	Board walk-seasonal	Missing/Desirable - McLoughlin
CA	O/W	Outdoor cinema	Missing/Desirable - Re: if Milwaukie Lumber Site to move
CA	O/W	Any locally owned business	Missing/Desirable - Re: if Milwaukie Lumber Site to move
CA	O/W	Skate park	Missing/Desirable - Re: if Milwaukie Lumber Site to move
CA	O/W	Grocery with juice bar + Warrior Room in new bigger digs	Missing/Desirable - Re: if Milwaukie Lumber Site to move

CA	0	Open hour requirements? Need downtown stores to be open to attract people. Specific example cited: Wine 30 restricted hours	
CA	0	Taller buildings here with view. concerns about noise	@ Dogwood Park
EBS	0	More food	food, goods and services
CA	0	Don't allow for 7-11 or strip malls along McLoughlin	@ Dogwood Park
CA	0	Example of Sisters-no chains	
EBS	0	views are important - capitalize	views, aesthetics
IR	T	One of the residents pointed out to the stink from the sewer plan, and yes it was noticeable.	

		<i>Design Elements</i>	
IR	S	Getting rid of overhead power cables and poles. Having utilities underground is a big plus.	Increase visual appeal, Re: 21 st Street - Light rail project will redo about half the street with underground utilities
IR	0	Lighting McLoughlin Blvd at night to attract attention	
CA	0	Taller/ more trees along road	@ Dogwood Park
CA	0	21st should be cohesive with Main Street	
CA	O/W	streetscape elements: planters, street trees, bike lanes - Re: if Milwaukie Lumber Site to move	@21st
CA	O/W	@ night prefers to walk where businesses are still open-21st	@21st
CA	O/W	Underground utilities? Rehab old utility poles?	@21st
CA	S/O	Likes City Hall landscaping	@21st
CA	S/O	Likes: swale, bollards, trees	@21st
CA	O/W	put lights in trees along both river and McLoughlin Blvd	Missing/Desirable
CA	0	No flow or attractive colors. No consistent theme moving through Downtown	Moving from Dogwood to LR Construction
EBS	0	more trees - noise screen	noise, nuisance, green space
EBS	0	Extend plantings (along 21 st)	green and open spaces, pedestrian environment
IR	W	City hall signage is not visible from sideways (another signage visibility example)	
IR	W	No mail boxes on McLoughlin Blvd	
IR	W	At night one can see bright gas station signage from river front and it ruins experience of relaxing on the river.	
IR	W	21st is least attractive from three main streets: "it is like a prison there"	
IR	W	Too much variation of sidewalk surface	Walkability (obstacles)
IR	T	Aesthetic appeal is not there to draw people in.	
IR	T	No advertisement for community outreach (festivals, etc.)	

General Notes about Downtown Milwaukie			
Note Taker	Category	Description	Notes
IR	S	One of the reasons I moved here was for the quietness of it (Milwaukie)	
CA	S	Bank-fine	
CA	S	Bike path by water treatment plant	
CA	S	Curiosity re: post office fate. good for town to have	@ Dogwood Park
CA	S	ML & Garage - love it- no beef, part of our history & brings a lot of people here	
EBS	S	Chopsticks building - facade improvement very good	Storefront Improvement
EBS	S	Adams street connector looks nice	pedestrian improvements
CA	S/O	Ledding Library very popular-brings people in	@21st
IR	O	From grass roots perspective - it is all about enough buzz (getting word out).	
CA	O	@ Dogwood Park Traffic Noise-people noise would be nice to balance	@ Dogwood Park
CA	O/W	21st is where MAX will be- dress it up-should be a showpiece. Impress LR riders	@21st
CA	O/W	Info: former bank will become specialized oncology pet clinic	@ N Main
CA	O/W	@ Washington and 99-horrible traffic- bad for pedestrian traffic	Missing/Desirable
CA	O/W	@ 21st- & Washington Safety over traffic concern: "doesn't bring kids here currently"	@ 21st
CA	O	South Downtown plaza should have river view, so balance between that and trees to mask traffic noise	@ Dogwood Park
CA	O	Fitness-closes 6 pm- hard for owner to stay open	
EBS	O	Val excited about light rail	light rail
EBS	O	post office	redevelopment, urban design
EBS	O	Shuttle - TriMet?	Transportation, access
EBS	W	public spaces are small	public and open space
IR	N/A	Who is profiting from DT development and who is pushing it and why?	General Question
IR	N/A	Is economic development part of this program?	General Question

<i>From conversation w/ senior (74) & disabled (legally blind) Milwaukie resident (while waiting for a tour to start)</i>			
IR	O	Color scheme (bldgs) can be brightened up.	
IR	O	Asphalt paint and striping needs to be updated.	
IR	W	Lack of signage at intersections for cars and bicycles to stop and give way to pedestrians.	
IR	W	Signage is the biggest concern.	
IR	W	Signage for buildings (hard to see).	
IR	W	I am legally blind - signage is a huge issue.	
IR	W	I can't figure out is it a yappy town, is it a sleepy town?	Lack of identity
IR	W	Concern over traffic congestion that will come with light rail and development.	
IR	W	No breakfast restaurants in DT. No place for it.	
IR	T	People who live here don't have access to daily necessities (things that grocery store may provide). Not convenience store and not shopping for those at the gas stations.	
IR	T	We have residences here, but no support	
IR	T	You would not come here at night. There is nothing to come to.	

<i>From Conversation w/ Charles, owner Casa de Tamales</i>			
CA	S	Changes in 6 years of business: more activity and stores opening	
CA	O	Materials preference: new buildings should match older, existing. use stucco for facade	
CA	O	Willing to validate customer parking if fee-based	
CA	O	Employers need to help employees pay for parking	
CA	N/A	Likes Woodburn downtown and plaza	General Note for comparing what downtown could look like
CA	N/A	Gay Blade is name of fountain and dates from mid-century	History tidbit

SUMMARY

Fresh Look Milwaukie: Downtown Road Map Business Owner Coffee Klatch

April 30th, 2013

Morning session: 8:00 – 9:20am

Evening session: 6:30-7:45pm

Ledding Library Pond House (2215 SE Harrison St)

ALIGN planning held a Business Owner's Coffee Klatch on April 30th, 2013 for the *Fresh Look Milwaukie: Downtown Road Map* Project. This event was open to downtown business owners and available as a morning or evening session. An online scheduling platform, Doodle, was used to identify times of availability for event. Over 150 fliers were left with businesses in addition to personalized emails sent to businesses licensed by the City of Milwaukie, within the Downtown Study Area. This event provided ALIGN planning an opportunity to hear concerns of downtown business owners, which are different from the general Milwaukie community.

Participants

ALIGN team members present

AM Session:

Carine Arendes, Content Development Lead
Erica Smith, Public Engagement Co-Lead

PM Session:

Ryan Lemay, Project Manager
Jeffrey Butts, Public Engagement Co-Lead
Iren Taran, Production Lead

City of Milwaukie staff present

Steve Butler, Interim Community Development Director/Planning Director – AM/PM Session
Li Alligood, Associate Planner – AM Session

Downtown Business Owners present – Morning Session

Ed Aaron (Owner, Organon Professional Services)
Lawrence (Larry) Cole (Owner, Acme TV/DVDs)
Shalena Havens (Owner, Havens Acupuncture)
Greg “Frank” Hemer (Manager, Milwaukie Lumber)
Kimberly (Kim) Keehner (Owner, Enchante)
Charles Maes (Casa de Tamales, Think Soon Tienda)
Carmen Meyer (Owner, Cha Cha Cha!!)
David Middlebrook (Owner, Dusty Tiger Collectibles)
Ray Peck (Owner, Wind Horse Coffee)

David Reid (Manager, Kellogg Bowl)
Rick Wheeler (Owner, Roseland Piano Co.)

Downtown Business Owners present – Evening Session

Karen Baranick (Owner, Milwaukie Spine & Sport, LLC)
Irene Fin
Charles Maes (Casa de Tamales, Think Soon Tienda)
Alex & Persens Hall (Owners, Pansophie P+C)
Hans & Silvia Schmidt (Owners, Sully's Café / Gaucho's Argentine Cuisine)
Peg Tarbox (Owner, Peg's Gift Box)

Connection to the Project

The Business Owner Coffee Klatches were informal gatherings held by ALIGN planning and the City of Milwaukie that allowed for business owners as a whole to discuss issues, identify common issues and propose solutions to a specific issue, which are ultimately shared with one another.

Purpose and Desired Outcome

The objective was to reach out to downtown business owners to:

- Identify concerns and aspirations for downtown development
- Promote solution generation within the business community

The project team asked business owners to share their experiences and opinions, to identify the barriers business owners may experience in doing business in downtown, and discuss what they would like to see it become. A full transcript of the discussion points is included in the appendices for both the morning and afternoon klatch.

Event Summary

During the morning session, Carine Arendes of ALIGN planning provided a brief introduction of the purpose and format of the meeting. Ryan Lemay of ALIGN planning provided the introduction for the evening business klatch. Participants were then asked to give a brief introduction: name and organization. The above questions discussed in order in a round-robin approach. Note that the responses provided are opinions; therefore some responses may have no factual basis.

Issue Identification

ALIGN posed the following questions to each attendee:

Issue Identification

1. As a business owner in Milwaukie, do you also happen to live in the city?
2. What is it about Downtown Milwaukie that attracted you to do business here?
3. Where else have you considered opening up a business?
 - a. How does Milwaukie stack up to those other places?
4. How will light-rail impact your business?
5. Is parking an issue for your business? If so, what kind of challenges does it present?
6. Feedback from our outreach activities suggests that community members believe a unified business-driven vision for downtown would have a really positive impact on the city's image
 - a. Do you think this vision exists? If not why?

Attendees identified the following key issues:

1. Parking challenges
2. Lack of a unified business vision
3. Potential impacts of light rail
4. Lack of foot traffic - outside of events such as the Farmers market

A summary of the responses to each Issue Identification question is provided below.

Q #1. As a business owner in Milwaukie, do you also happen to live in the city?

- 47% of attendees live in Milwaukie
- 53% of attendees live outside Milwaukie (Gresham, Happy Valley, Portland, Lake Oswego),
- 17% of attendees had children attending the local schools.

Q #2. What is it about Downtown Milwaukie that attracted you to do business here?

- 18% of attendees located their business in Milwaukie because it was cheaper to do business in Milwaukie than nearby cities or in Multnomah County, due to lower rents, taxes, and fees.
- 41% located their business in Milwaukie as they felt there was opportunity for growth in Downtown.
- Established businesses indicated that the market has supported their business activities, so it makes sense to stay
- 41% don't know exactly why they chose Downtown Milwaukie, other than their personal preference.

Q #3. Where else have you considered opening up a business? [Or have had a business in the past]

Responses included: Gresham, Sellwood, Westmoreland, and Portland.

How does Milwaukie stack up to those other places?

- 18% indicated that it was less expensive to operate their business in Downtown Milwaukie due to either lower taxes or rents.

Q #4. How will light-rail impact your business?

- 35% of participants agreed that they would be impacted by light rail.
- Of the 35%:
 - 17% believed the impacts would be positive, as light rail would generate more foot traffic and therefore more business
 - 11% were directly located by the construction area(s)
- 17% of participants believed they would not experience any impacts due to light rail, as they are located at the North end of the downtown.

Q #5. Is parking an issue for your business? If so what kind of challenges does it present?

- 76% of participants believed that there was a parking issue for businesses.
 - Specific concerns related to the lack of employee parking – largely in part due to the “parking shuffle” game with the block rule and 2 hour zones, and employees rotating spots throughout the day.
- 17% stated that they were experiencing impacts to parking due to light rail construction.

Q #6. Feedback from our outreach activities is that community members feel like a unified business-driven vision for downtown would have a really positive impact on the city's image. Do you think this vision exists? If not, why?

- 64% of participants believed there wasn't a unified business vision but expressed a desire for such.
 - Identified challenges to accomplishing this task was establishing communication between business owners.
 - In the morning session, participants discussed efforts to unify businesses but noted that the existing 'piecemeal' efforts were not working.
 - In the afternoon session, 42% of participants cited difficulty in communications with ongoing efforts of the various downtown business groups.

Additional Experiences Shared and Issues Identified not associated with questions:

- Positive experiences with:
 - The 2011-12 downtown storefront façade improvement program
- Negative experiences with:
 - The financial impact of SDC and PAR fees
 - Difficulties with the recruitment of "quality" businesses
 - Communications with the City

Solution Seeking

ALIGN posed the following questions to each attendee:

1. What is some sort of initiative or mechanism (e.g. improvement district) that could help resolve identified issues?
2. What would it take in Milwaukie to make that happen?

Q #1. What is some sort of initiative or mechanism (e.g. improvement district) that could help resolve identified issues?

Issue #1: Parking

Potential solutions:

- Signs that would better clarify the 15 minute block rule and extend restrictions to Saturday, due to the traffic generated by weekend events
- Expanded permit parking for employees
- Metered parking
- Possibility of shared parking between businesses with private lots

Issue #2: Lack of/need for unified business vision

Potential solutions:

- Better communication between downtown business owners in regards to organizing a business association
- Business cohesion may attract other businesses to Downtown Milwaukie

Issue #3: Potential impacts from light rail -

Potential solutions:

- 24% suggested construction of a parking structure to mitigate the loss of parking spaces due to light rail. [Note: light rail is removing approximately 30 spaces; the Adams Street Connector project is removing 21 additional spaces.]

Issue #4: Lack of foot traffic except when Farmers Market is open

Potential solutions:

- 24% suggested that more signage is needed on McLoughlin – most travelers don't recognize the presence of Downtown Milwaukie

Q #2. What would it take in Milwaukie to make that happen?

- 23% suggested that there needs to be more meetings of businesses to network and attract businesses from outside of Milwaukie.

Conclusion

ALIGN team members thanked everyone for coming and invited them to participate in the May 9th public event.

Appendices:

Appendix C1 – Morning Session Notes

Appendix C2 – Evening Session Notes

Appendix C1

Business Owner Coffee Klatch Notes (morning session)

Note taker: Erica Smith

Facilitator: Carine Arendes

1. Rick Wheeler (Roseland Piano Co.)

- Business in south end of Downtown
- Lives in Milwaukie (16-17 years)
- Not sure what attracted him to Milwaukie
- Light rail will go in front of his building
- Didn't like doing business in Portland
- Doesn't think there is a unified business vision

2. Larry Cole (Acme TV/DVDs)

- Business at Monroe and 21st
- Lives in Gresham
- Came to Milwaukie because he sells old movie and is a good fit for antique-focused area
- Considered doing business in Gresham but didn't find good spot
- Light rail scares him, is part of what drove him out of Portland
- Parking is an issue
- Delivery trucks (delivering to neighboring businesses – window covering shop, Dark Horse) block his storefront
- Big believer in business community working together

3. Ray Peck (Wind Horse Coffee)

- Lives in Milwaukie
- Accident that ended up doing business here (came in 1992)
- Rent was reasonable
- He is always considering other locations – for expansion, not relocation
- Sellwood is attractive
- Milwaukie is improving
- Not sure about impact of LR since it will not be right next to his business
- Parking is challenging
- Shoppers don't understand "block rule"
- Employee parking is an issue – have to park blocks away Surprised that Milwaukie residents go outside of Downtown (i.e. into Portland or other cities) to shop
- Wants to instill the idea in the community that there *are* things to do and places to go Downtown
- Wants a unified business association - doesn't think there is a unified vision right now

4. Shalena Havens (Havens Acupuncture)

- Lives in Portland, kids go to St. Johns for school
- Likes “neighborhood” feel of Milwaukie
- Taxes better in Clackamas County than Multnomah
- Moved business here from Sellwood (also used to be in Downtown Portland) because of taxes
- Likes walkability of Downtown
- Light rail will bring sound increase
- Not sure about the demographic light rail will bring in, and if it will help her business (i.e. whether it will increase customer base)
- Light rail is necessary – hopes people will use it to commute to/from Portland but live in Milwaukie
- Parking in South Downtown Milwaukie is v. challenging
- Patients getting chiropractic treatments less physically disposed to walk long distances from car to clinic
- Not as bad as Downtown Portland
- Optimistic about Downtown Milwaukie, has a lot of potential
- Likes First Friday, Milwaukie Rules, although frustrating that it is not 100% local

5. David Middlebrook (Dusty Tiger Collectibles)

- Came to Milwaukie because likes hometown feel
- Mult. Co. taxes and rent were too high
- Relocated from Westmoreland
- Light rail will help bring more walking traffic
- LR will help make Milwaukie a more popular destination and bring about more awareness of the city
- Parking is an issue (but thinks Ed [Wells, City Parking Enforcement] is working on it)
- Increase parking limit from 2 to 4 hours
- Loading zones for window treatment company is an issue – doesn’t know what to do about that
- Wants to know more from City about when particular events are happening (i.e. movie filming with Geena Davis)
- Need information boards at north and south ends of Downtown
- Doesn’t use kiosk in front of City Hall

6. Kimberly (Kim) Keehner (Enchante)

- Lives in Lake Oswego
- Purchased an existing business [Milwaukie Candy & Popcorn]
- Milwaukie is on the cusp of something great
- Needs 15-minute parking spaces

- Is President of recently formalized “Downtown Milwaukie Business Association” with Troy Reichlein and Scott Barbur, downtown business owners
 - Will help with forming a cohesive group, reaching out to all business owners
 - Will help with advertising and marketing, website
- Efforts to establishing a unified business vision are currently fragmented -she is working on a new business association that will welcome everyone. Not a big advocate of light rail

7. Greg “Frank” Hemer (Milwaukie Lumber)

- Lives in Milwaukie
- 3 stores, original is in Milwaukie
- Light rail – have been working on it 6-7 years – 21st and Washington will be next to business
- Parking – have a small lot and large vehicles, but most vehicles spend majority of time in back loading/unloading
- Most of the time no one uses parking lot after business hours, even though it is not specifically prohibited – there is signage about towing, but thinks it only applies during business hours
- Believes there are common dreams and interests for business community
- Unification should be easy to come by based on fact of having a business in Downtown Milwaukie

8. Ed Aaron (Organon Professional Services)

- Lives in Portland, just outside of Milwaukie
- Owns business and property in downtown Milwaukie
- Waldorf School brought him here (kids now in L.O. system)
- Attracted by small town with relatively affluent people coming in (i.e. who can afford to send kids to private schools – i.e. Waldorf)
- Feels that City fought Waldorf School tooth and nail
- Feels that hard to get things done in city
- Issues with costs of redevelopment – SDCs, change of use fees, big financial impact
- Feels that it is hard to bring quality businesses to town
- Parking being taken away by light rail
- 2007 parking plan – believes it was never implemented
- City would not allow marquee signs on McLoughlin – doesn’t think it is an issue with ODOT, rather thinks it’s a city issue with interior lit signs.
- Miniscule battles
- Need a change of politics
- Believes there is a unified business vision, but business group met in July and August, nothing came of it.

9. Carmen Meyer (Cha Cha Cha!)

- Lives in Milwaukie
- Has had a very good and welcoming experience with the City
- Already was in Sellwood location
- Sought nearby place to live (to Sellwood business location), and housing was most affordable in Milwaukie
- Also happened to find a good business expansion opportunity in Milwaukie (serendipitous)
- Not considering opening another location, very busy with current businesses
- Unsure about impact of light rail
- Feels very positive about Downtown Milwaukie
- Welcoming community
- Nice walking area
- First Friday and Saturday Market are good
- Fees posed some challenge to opening up a new business
- Good support for improving façade
- Parking is challenging, but not as bad as Portland (compared to Sellwood or Pearl District locations of Cha Cha Cha!)
- We should do something about the parking before it gets to the point of Downtown Portland

10. Charles Maes (Casa de Tamales & Think Soon Tienda)

- Lives in Canby
- Wants to add Garage doors to the tienda storefront feels intimidated by City/going to permit department
- Health department and code compliance issues
- Had trouble with the neighbors regarding putting grill outside on the sidewalk – added attraction
- No comment on Tri-Met
- Has off-street parking in alley spots
- Sees “musical parking” going on all day long
- Thinks Enchante window display is beautiful, but doesn’t understand why blinds are always closed
 - Kim responded that sun makes chocolate melt
- Believes there can be a unified vision, but have to get past fighting first

11. David Reid (Kellogg Bowl)

- Grew up in Milwaukie – manager rather than owner of business. Owner lives outside city.
- Kellogg is a 30 year + operation
- Parking not an issue for them because of large lot- in fact they have provide parking to other in the area (employees, commuters)
- Light Rail may not have a large impact on their business- no stop nearby

- Is here because owner does want to be involved
- Does not believe there is a unified vision for downtown

Solution-Seeking

- Kim Keehner:
 - Why is there no metered parking?
 - It is inconvenient to pay by month, why not hourly or by day? More flexibility needed.
 - Carine suggested that Dave [Reid] may be able to speak in more detail about shared parking options (example - - Kellogg Bowling rents spaces on a monthly basis)
- Greg Hemer:
 - Milwaukie Lumber may be available for parking during off-hours
 - Surprised that no one parks there after hours, since there is no enforcement at those times
 - Carmen commented people may be scared off by the “tow” signs, and may not read the fine print/understand enforcement only during business hours
 - Shalena: Dental office rents out parking spaces
 - ML rents space from property owners to the north – have specific spots
 - Give St. Johns Church free parking on Sunday
 - Milwaukie Lumber parking lot – people don’t use when business is closed—why?
 - Are there other businesses with similar parking situations? Karate school [in south downtown]?
- Funeral Home parking during off-hours – (don’t think they rent it out? But not sure) – Spring Creek Coffee customers and chiropractic employees/customers park there) Ed Aaron: “if it wasn’t for the funeral home, there would be no parking!”)
- Rick Wheeler:
 - What about metered parking area? At north end of town?
 - On Cash Spot lot?
 - would promote more foot traffic through town
 - Suggested x-press shuttle loop/trolley from north end of town to expedite journey
- Ray Peck:
 - Option for day permit parking
 - Use debit/credit card to pay for City permit parking
 - Kim Keehner noted this has been available for a month and a half, but most seemed not to be aware of this change. Confusion on the “block rule” – Look to Oregon City for example of how to explain
 - Charles expressed concern over cost of installing such signage
 - Wind Horse building – 15 minute parking signage confusing; needs to be moved from original spot (although original spot was per his request, it no longer functions in an effective manner – unclear which sign pertinent to which spot)
 - Offered “right now” solutions: fix 15 minute sign, add signage to explain block rule, change from Mon-Fri to Mon-Sat limits because many park on the street all day Saturday.

- Dave Reid
 - Shared parking is a good opportunity
 - Made parking arrangements with Farmers Insurance and Milwaukie Cleaners in the past
 - Now monthly parking at Kellogg Bowl
 - Enforcement – owner knows license plate #s
 - Not sure if daily option is available – need to ask owner
- Ed Aaron
 - Diagonal parking to increase # of spaces
 - Believes that 21sts Ave., Monroe between Main and McLoughlin, Jefferson, are wide enough to accommodate 45 degree parking spaces

Appendix C2

Business Owner Coffee Klatch Notes (evening session)

Note taker: Iren Taren

Facilitator: Ryan Lemay & Jeffrey Butts

Introductions – What kind of business do you have and where?

Peg Tarbox, Owner, Peg's Gift Box in North Main Village townhomes at 21st & Harrison. Lives in Milwaukie.

Hans & Silvia Schmidt, Owners, Gaucho's / Sully's Café at 21st & Jefferson Live in Happy Valley.

Charles Maes: Think Soon Deli at Main & Scott.

Alex and Persens Hall : Pansophie Personality and Color. North Main Village town homes at 21st & Harrison. Alex lives in Milwaukie, outside of downtown.

Karen Baranick, Owner, Milwaukie Spine & Sport LLC at 21st & Lake. Close to light rail when it opens.

Irene Fin: Business Owner at 21st & Lake, next to light rail station that is coming. Project looks really nice when it will be nice.

Business Owner Issue Identification

Issue Identification Questions asked:

- What is it that attracted you to do business in Downtown Milwaukie?
- Where else have you considered opening up a business? How does Milwaukie stack up to those other places?
- How will light rail impact your business?
- Is parking an issue for your business?
- Do you think a unified business vision exists? If not why?

Peg: I had business in California. If you will park and ride. Parking issue? Yes because cars park right in front of us. Parking is a miserable problem in DT. When you go to city offices you have to find whom you need. It was difficult what was the requirements were. That needs to be simplified.

Hans: We don't live here, we live in happy valley. We choose Milwaukie because it is a better community, higher average salary. Light rail is positive. Parking issues is really bad. Q6- I have been here only 1 year. I think vision exists, but nothing is happening.

Silvia: Obviously half the town is owned by Dark Horse and they have freakiest storefronts and those will not move. Two hr. limit on the parking is a disaster. Every 2 hrs you have to run and move your car.

Charles: What about parking near indicated locations? Silvia & her husband responded that those are Dark Horse parking spots.

Hans: The problem we have is a Church, when they have services it is 300 people, so they take up a lot of parking lots. Monday through Friday is very bad, but Sunday is ok.

Silvia: I think LR will be good, it will bring good and bad, but I think overall it will be good (upgrade, etc.).

Charles: I want to share with you, I have two neighbors that are the challenge to me. In regards to Milwaukie, I want to be a good business person. I think we are on the right step. The kickoff we have was very positive. Morning was very negative, coming back to all the negativity we had before. I try to create environment at my business that has more foot traffic. I think LR will not make any difference for me, because it is too far.

Hans: for us if it would not be for farmers market – we will be out of business.

Persens: Choose Milwaukie because of location (close to 99, etc.) and rent. LR – I don't really know. I don't know what that would do to street traffic. Will see.

Alex: LR – will increase foot traffic, but it will impact the area around it, which will be better for small business. It can do what it did to Beaverton or what it did to ... ????. It may bring in crime.

Persens: Parking was an issue for us. We had to choose different place because of parking. How far customers in pain (patients) would walk. Trimet took parking they had for MAX. Now patients had to go upstairs to see me. Parking had been an issue before.

Alex: we lost parking at more than one location.

Peg: talked about removal of parking in front of Archery for pedestrian mall.

Persens: It just feels like ... I don't know if there is enough talking like this. When I first opened I went to Milwaukie business owner meeting and that was 3 yrs ago.

Steve: From City's side if you organize and then communicate it's much easier for all of us.

Peg: Big workshop with Clackamas County was big disappointment because we see no results.

Alex: Was this planning group successfully able to chase down Dark Horse? I think having those large corporations as part of the group will help to drive the process.

Solution Seeking

Ryan: What would help address the issue for the lack of foot traffic?

Hans: Do you have knowledge of what other cities have done?

Alex: Not enough attraction. Park is not in the center. All traffic on Mcloughlin. A lot of people who drives by don't even know downtown (Main Street) is even here.

Charles: New center (w/ plaza) proposal at Dogwood park and removal of Kellogg Treatment Plant

Steve Butler: Clarified that that is in flux.

Charles: If I have to choose, I would choose center place at plaza instead of parking lot in front of the City Hall.

Persens: I agree w/ Charles on that center spot.

Charles: Community should be focusing on making that parking lot into multi-use plaza (like one in Lake Oswego).

Alex: I also think making this space in a green kind of space is a good idea.

Ryan: What kind of mechanism or initiative could be taken to help resolve some of these issues?

Peg: City needs to lower its expectations of businesses. Startup costs are too high. I read all things city sends us and I still don't understand what changes are.

Steve Butler: explains PARS changes. Removal of PARs for change of use by council. Same goes for minor additions. That is a step one. In subsequent months we are trying to figure out what else can we do?

Silvia: I vote for parking tickets to go straight to the city and city can use it as needed. I think business attracts business. More we attract – better we will be.

Persens: what about night time?

Alex: There is no night time traffic.

Charles: I think what is going on with planning right now will bring more businesses. I wish this meeting would be one meeting with everyone here at the same time.

Peg: For past 10 yrs the world has heard that it is very hard to make business in Milwaukie. So we need to change that perception. Milwaukie is known as a great place to live, but not to do business.

Ryan: What type of businesses would you like to see?

Peg: Seven neighborhood associations can do a lot if they will do it together – in reference to building cohesion between business owners.

Hans: this whole place (pointing at the map – on Main and in front of and around the Dark Horse) is all dead.

Persens: I used to live by Hawthorn. We might be overlooking a movie theater as opportunity.

Peg: We have a lot of duplication.

Steve Butler: The question is - is the issue of attracting more of nearby residents? Or is it creating more residents in downtown?

Alex: Unless we figure out how to create more traffic through the area. I think apartments on top is double edged sword. It will bring issues to parking.

Persens: I think it depends whom you bring in DT. I am 32 yrs old. Whose opinion do you take? How do you mix it with family stuff?

Charles: At this point we need to bring any business that wants to come. City needs to advertise vacancies.

Silvia: Our own neighboring space was vacant for 2 yrs now.

Peg: Commercial spaces on the ground of North Village were vacant from 2007. Since the day they were constructed.

All: *Multiple discussions about where places have the most expensive rents and why it drove them to locate their business where it currently is*

Ryan: To summarize – lack of attraction; high rent charges by some owners; and parking.

Peg and Hans: Before you do anything – you need to resolve parking issue. Solution – parking structure.

Silvia: Seconds both.

Alex: Bringing in people will bring more business. Milwaukie is not a destination.

Jeff: Do you want it to be a destination?

Silvia: Absolutely!

Alex: What is the demographic that TriMet will bring in?

Hans; I don't think people in Milwaukie don't have the opportunity to take MAX. There is no parking to leave their car in.

Jeff: The destination question - Do you see DT center for Milwaukie residents or people from outside?

Hans: If there is attraction here it will be positive.

Silvia: Milwaukie residents.

Alex: Is there a way we can alert business on McLoughlin that there are businesses here?

Few voices: Signage!

Persens: I think the gateway is a great idea.

Charles: Farmer's Market lost a lot of business because of the banners are not allowed on Mcloughlin anymore. Farmer's Market – original and still the best.

Alex: pedestrian bridge over Mcloughlin.

Peg: agreed.

Persens: Dogwood festival in spring and plant Dogwoods everywhere to brand Mlwk.

Ryan: What will make this happen?

Peg: More meeting of businesses.

Silvia: agreed.

Peg: You have to go to Neighborhood Associations.

Charles: Proposed a downtown business garage sale.

Persens: Some kind of organization. I heard about this because of stickers on my door. I didn't know about all this.

Steve Butler: explained that ALIGN is part of a larger effort and there will be more efforts by the city.

SUMMARY

Fresh Look Milwaukie: Downtown Road Map Survey Results

April 8 – May 1, 2013

Introduction:

From April to May of 2013, ALIGN planning collaborated with the City of Milwaukie to draft a survey to gather quantitative and qualitative data to complement findings from other community engagement activities. The project team received 134 survey responses; this document is a summary of all those responses.

This survey was a community engagement effort for the *Fresh Look Milwaukie: Downtown Road Map* (“Fresh Look Milwaukie”) project, and was intended to engage Milwaukie community members both within and outside of the downtown area. The results of the survey provide a basis for determining whether the current plans for downtown align with the community values and desires.

The *Fresh Look Milwaukie* project is part of a larger effort – the City of Milwaukie’s *Commercial Core Enhancement Program* (CCEP). During the first phase of the CCEP, the *Fresh Look Milwaukie* project aims to review the policies and regulations that shape development and uses in Downtown Milwaukie.

This survey was designed with five main sections that address four key project questions:

- How does Downtown Milwaukie sustain its livelihood beyond events (i.e. Farmers Market)?
- How do people feel about transportation and the pedestrian network in Downtown Milwaukie?
- What components make up a vibrant Downtown? What do people love about Downtown?
- What would people change about Downtown? How can this be realized?

Limitations of this Survey:

Responses collected are opinions and should not be interpreted as factual information, outside of the context for understanding the concerns and desires of the Milwaukie Community. Therefore, this survey does not claim to be scientific. Responses provided may also be influenced by differences in perception – for example, one who visits the downtown only during events such as the Farmers market may perceive parking as more of an issue than one who visits the downtown outside of events.

Survey Outreach:

There were a total of 134 responses to the survey. The survey was available online at the City of Milwaukie's website, and hard copies were left at the Ledding Library, Milwaukie City Hall, and churches in and near Downtown Milwaukie. Other hard copies were distributed during community engagement events. The survey was also translated into Spanish and brought to nearby churches with Spanish-language services. However, no completed Spanish-language surveys were submitted.

Methodology:

For responses involving the Likert scale – a rating scale that measures a respondent's level of agreement, ranging from 'strongly disagree' to 'strongly agree'. The Likert scale also includes an option for 'neutral' or 'no opinion'. For the purposes of this survey, responses were consolidated into the following categories: "agree" or "strongly agree"; and "disagree" or "strongly disagree." If a response was within 1 to 2% range of 50%, (i.e. 48-49% or 51-52%) the results for other responses were included in the text description. Questions that were not answered and/or left blank were not counted as part of the total in generating the average response for each question. Hard copy surveys that provided multiple answers to a question that was not a check-all that apply were also not counted, as one could not know which response would be preferred the most by the respondent.

Who is represented?

79% percent of the respondents provided a 97222 zip code, indicating they live or do business within Milwaukie. *Appendix A* includes a map that shows the nearest intersections of where respondents live. Note that there are some locations not represented on the map, as they live outside the City of Milwaukie: 5% live in the Portland area, 2% live in the Happy Valley area or unincorporated Clackamas County. Less than 1% of respondents live in Aloha and Canby.

The median age of respondents was 46, though a wide array of age groups was represented in this survey - 20% were either in the age range of 25 to 34 or 55 to 64. 18% belong to the age range of 35-44, while 16% were in the age range of 45-54. A majority of respondents (57%) indicated they were female.

The responses to Question 14 indicate that 80% of the survey respondents live in Milwaukie; 44% of own a home and 36% assumed to be renters or living with others (i.e. live in Milwaukie but do not own a home in Milwaukie). Fifteen responses were given in the 'other' section, where 26% of those responses indicated they lived in Oak Grove. Other responses provided that did not have relation to other responses, include owning a town house in North Main, going to church, walking around downtown Milwaukie, a volunteer in downtown Milwaukie, and kids going to school in Milwaukie.

The responses to Question 15 indicate that over half (52%) of the respondents did not have any kind of relationship to Downtown Milwaukie. However, 48% had some sort of relationship to downtown – particularly where they work (26%), the home they live in (16%), their business (11%) or the home they own (8%). However, the results of this question is subject the respondents' perception of the boundaries of downtown; whether or not their perception is consistent with the study area boundaries is unknown.

Summary of Findings:

The following summarizes the key findings based on areas of agreement, divergence and disagreement. An overarching theme that emerges is the desire for both variety and amount of retail and service businesses in Downtown Milwaukie, namely a grocery store.

Areas of agreement:

Increasing the variety of shops and things to do in Downtown Milwaukie

- 56% visit on a daily basis.
- Most respondents visit Downtown Milwaukie to shop on a weekly basis, or less (67%).
- Events in downtown draw visitors on a monthly basis, or less (46%).

Respondents indicated they would visit downtown more often if there were an increase in the variety of shops and services.

- 71% would visit downtown more often if there were more variety of places to shop.
- 60% would shop downtown more if there were more places to shop
- 36% of the written responses to Q25 indicated a desire to increase the variety of places to shop, particularly one for the basic needs, commercial places (i.e. clothing shop) and a grocery store
 - Results from Q25 indicated that 56% expressed desire for a grocery store, which would increase their desire to visit downtown more often
 - 46% of the written responses from Q37 and 31% of the written responses from Q38 presented an overarching desire for a grocery store

The significance of Q37 and Q38 should be considered to a high degree, given that the responses were open ended and not structured like the other survey questions.

Lastly, respondents generally agree that the following elements make a vibrant downtown:

- Increased variety of shopping options (92%)
- Increased variety of dining options (82%)
- Places to quickly eat and shop during a workday (75%)
- A destination for meeting daily needs (i.e. grocery shopping) (80%)

Continue providing support for public spaces

Public spaces should continue to be considered in future development of Downtown Milwaukie.

- 63% of respondents would visit downtown more often if there were better connection to Riverfront Park
- 72% support pedestrian-oriented “pocket parks” and plazas as part of new development in downtown Milwaukie

Areas of divergence:

Downtown support for the pedestrian environment

Respondents indicate there is a need for improving support for pedestrian oriented uses.

- 81% feel downtown Milwaukie should encourage pedestrian activity and safety on McLoughlin Blvd
- 46% believe Downtown Milwaukie meets the needs of pedestrians.

Parking in Downtown

- 64% agree that they can find parking in downtown
- 13% of the written responses from Q22 stated desire for more parking
- 23% of the responses from Q25 and 21% of the responses from Q26 indicated they would shop or visit downtown more often if there were more parking, respectively.

The need for wider sidewalks

- Respondents were split on whether they would trade on-street parking for wider sidewalks
- 65% of the responses from Q31 indicate that wider sidewalks with outdoor seating make up a vibrant downtown.

Ground level use and design

Responses indicated mixed opinions about the application of design standards, such as wider sidewalks and windows, to other streets in Downtown Milwaukie in addition to Main St.

- 65% prefer that ground level businesses have windows that one can see into as they travel by
- 39% to 44% of respondents supported applying design standards to Main Street, McLoughlin Blvd and 21st Ave
 - 21% to 30% were neutral on this matter

The results for Q11 indicate mixed opinions about the built environment.

- 53% of respondents indicated support for buildings that are built to the sidewalk and taller than three stories
- 28% disagree or felt strongly in regards to the question

In regards to uses at the ground level on Main Street, the responses are generally inconclusive. There is uncertainty in whether or not respondents support the idea of office uses at the ground level of Main Street, or are willing to consider this type of use, provided it contributes to a pleasant pedestrian environment.

- 53% of respondents believe that ground level businesses to be open for the public to drop by
- 50% of the respondents believe that office development should be permitted on the ground floor of Main St buildings
- 45% indicate that the use type of ground level business does not matter, provided it still provides a pleasant pedestrian experience
- 33% support a mix of both office and high traffic retail

Challenges to businesses in Downtown:

Respondents indicated desire for an increased variety of retail and services that fulfill daily needs.

- 20% of the responses to Q22 indicated responses of 'other'.
 - 44% believe that the biggest challenge for downtown businesses is the lack of variety for retail and services, which fulfill daily shopping needs. Half of those responses cited examples of other destinations which people go to fulfill their shopping needs, namely the Milwaukie Market Place.
 - 11% of the written results from Q39 indicated that in order to realize some of the desires from Q38, respondents desire a unified business voice with a strategy to increase marketing and attract outside investment.
 - 10% of the written response suggested that incentives and funding would also help progress efforts for realizing desired development, namely a grocery store.

Appendices: Contain detailed discussion of the survey results:

Appendix D1 - Summary of Key Findings, by topic - includes graphs

Appendix D2 - General Information

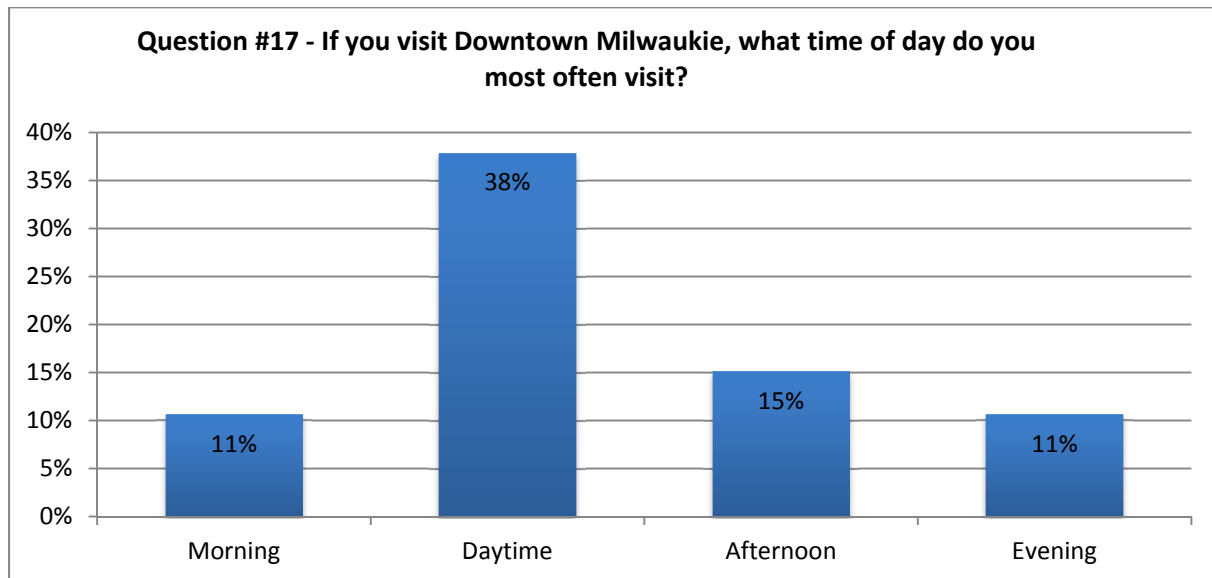
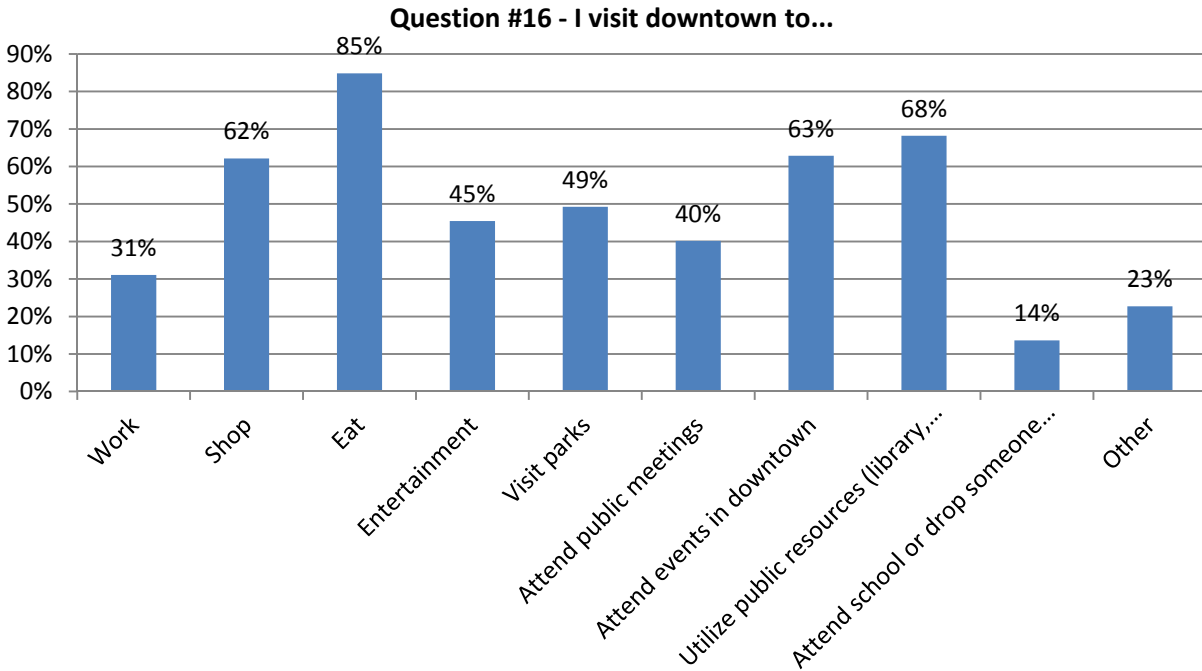
Appendix D3 - Full results of Write-in Responses

Appendix D4 - Formatted Hardcopy Survey (English & Spanish)

Appendix D1 – Summary of Key findings, by topic

Below is a summary of the findings, based on how they address key project sections.

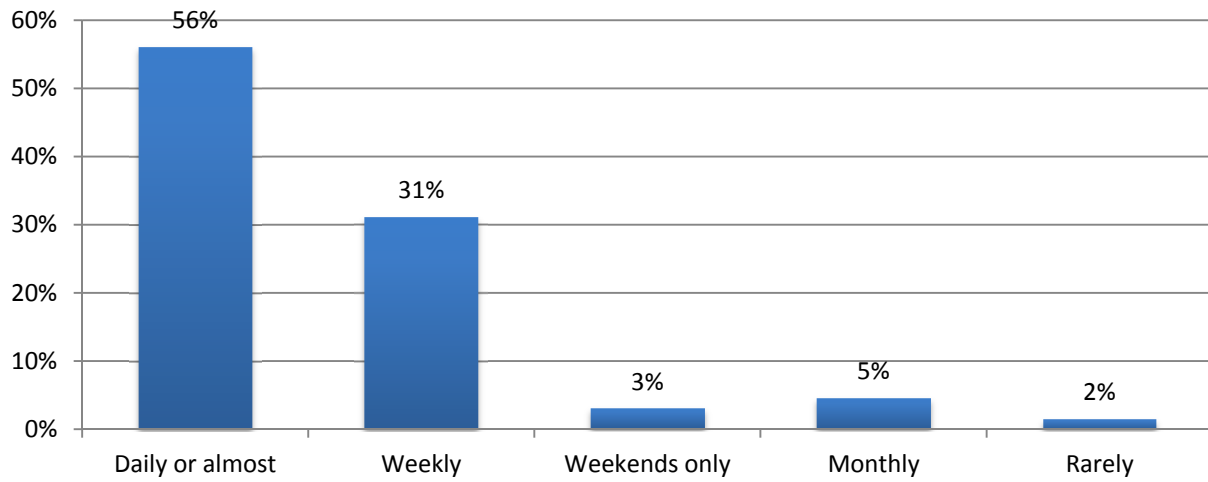
What do people do in downtown, and how often?



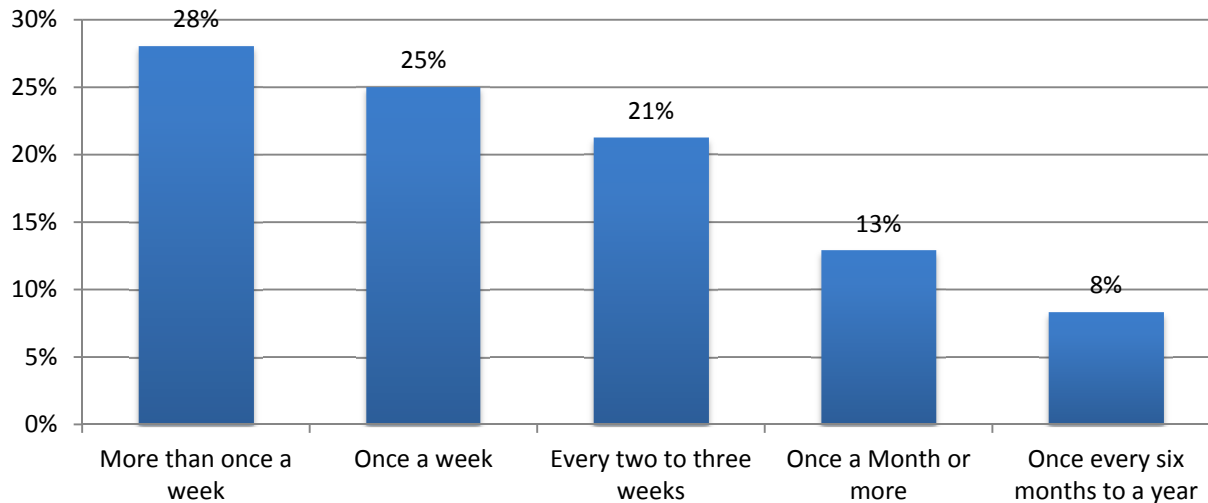
Results: Respondents indicate they visit Downtown Milwaukie most often during the daytime (38%), while others indicate they visit during the afternoon (15%) or either in the morning or evening (11% each).

The validity of this question is questionable. For this question, 25% of the responses were blank, most of which resulted from the hardcopy surveys due to respondents checking multiple options. Thus, those responses were not counted as part of the final results and instead counted as blank responses.

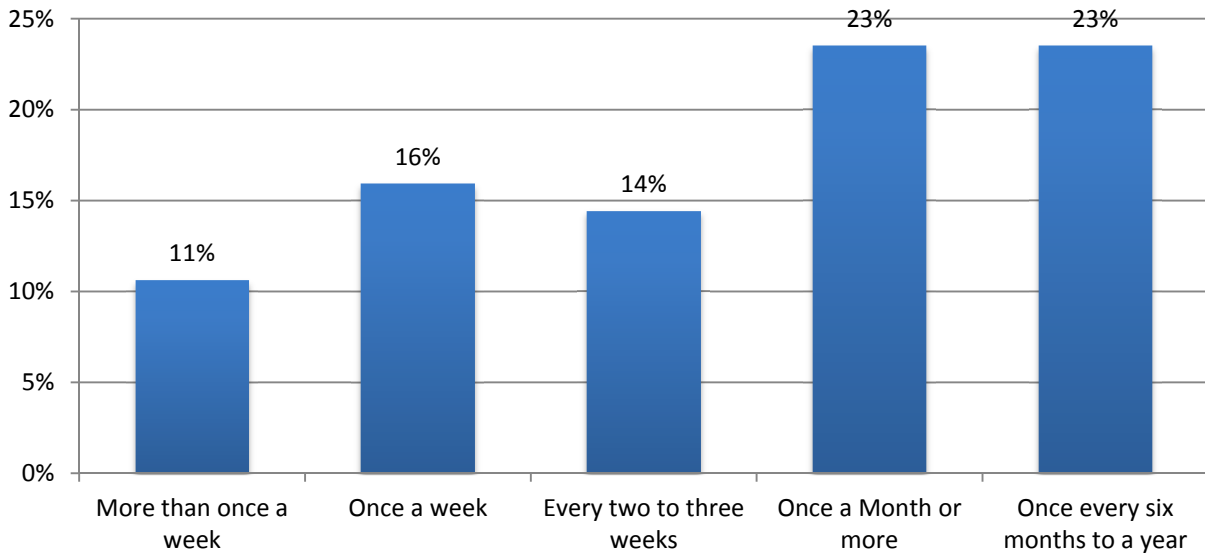
Question #18 - How frequently do you visit Downtown Milwaukie?



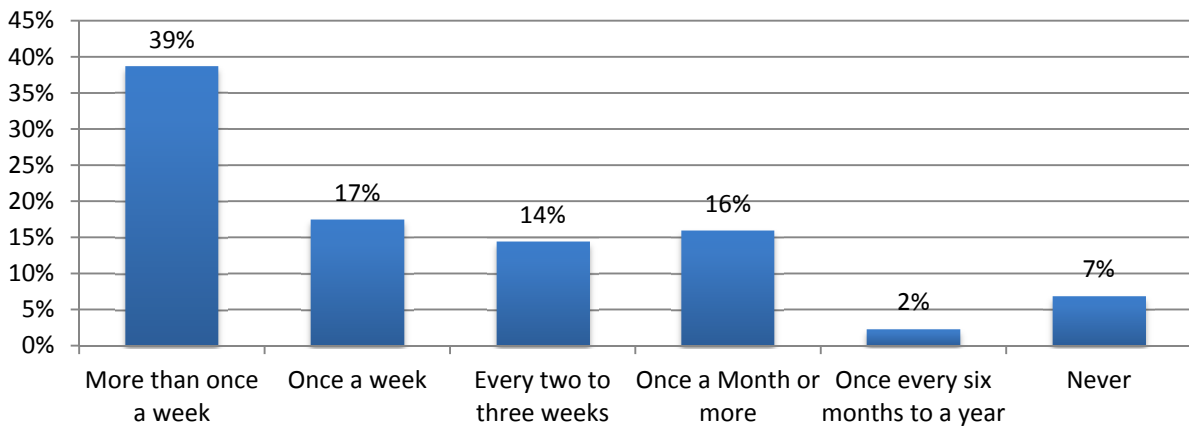
Question #19 - On average, how often do you visit the downtown to shop or dine?



Question #20 - On average, how often do you visit the downtown to go to meetings or attend events?



Question #21 - On average, how often do you visit downtown to run errands (e.g. post office)?

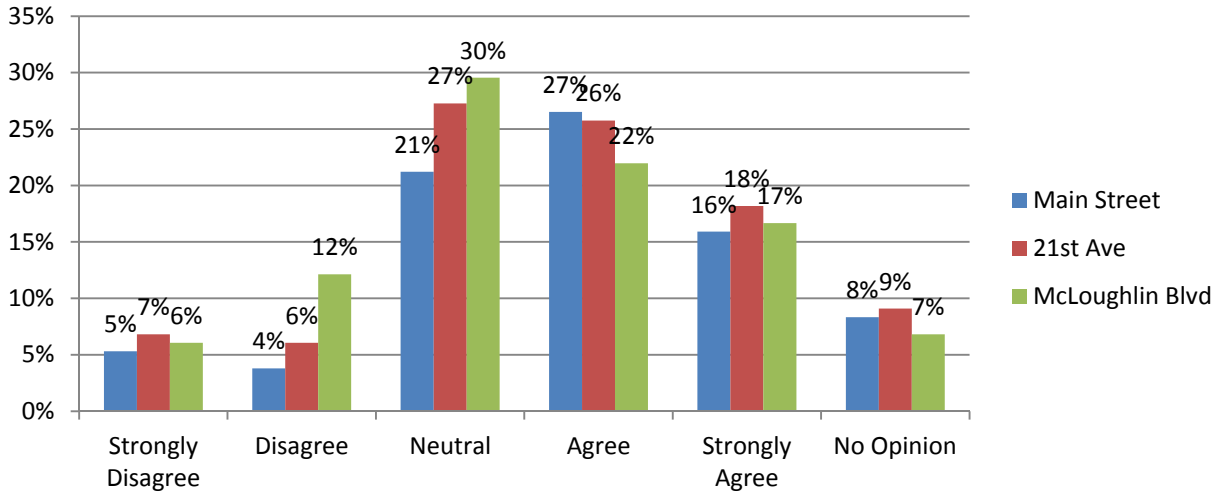


Street Level Uses & Design

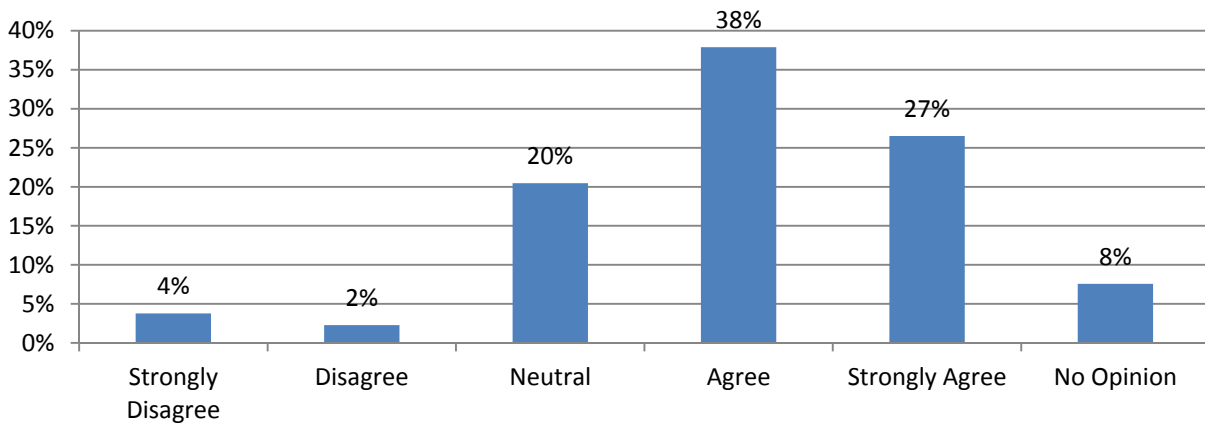
Question #3 - There are standards relating to ground floor windows, doors, and wider sidewalk standards that apply only to Main Street. These standards should also apply to other streets in downtown Milwaukie such as:

3a 21st Ave

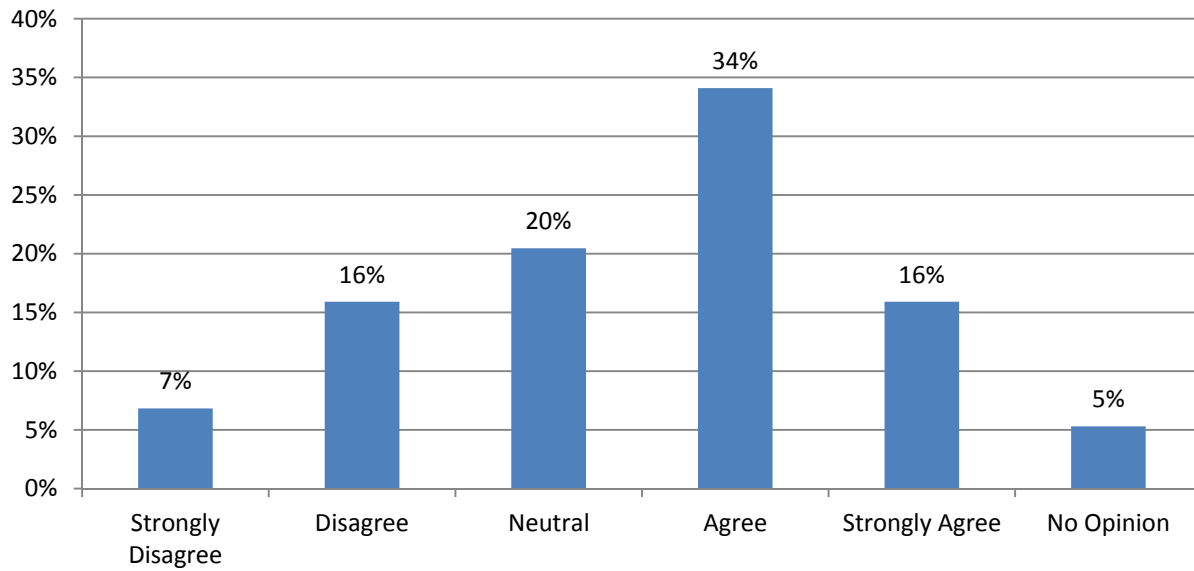
3b McLoughlin Blvd



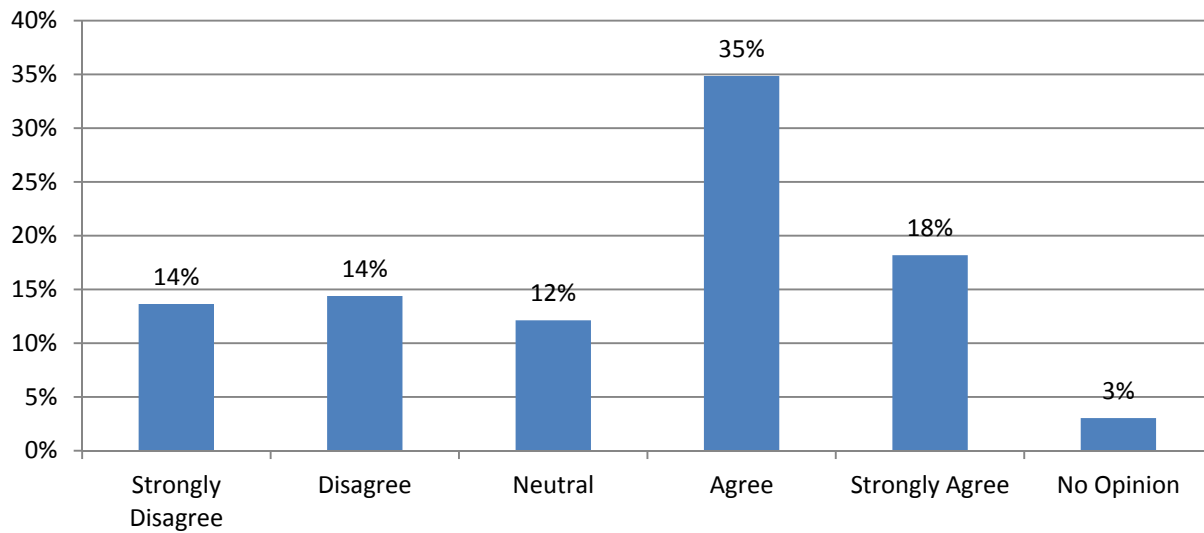
Question #9 - Ground level businesses should have windows that I can see into as I walk by



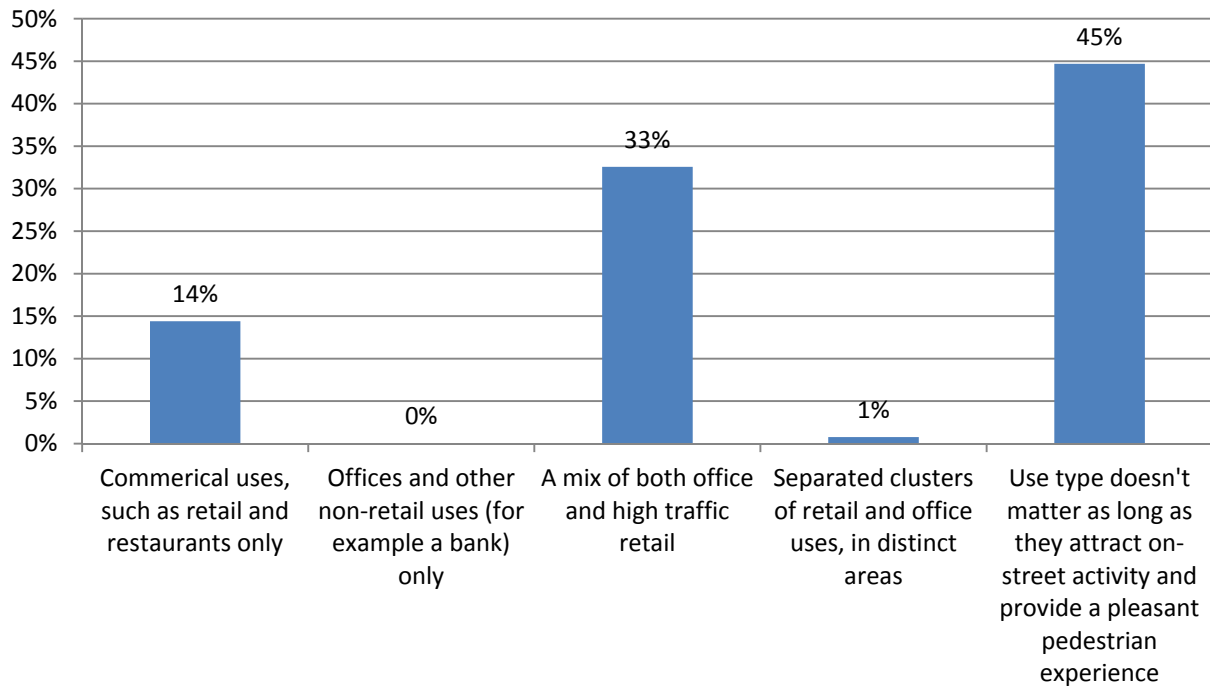
Question #10 - Policies for downtown should allow for office development on the ground floor of Main St buildings



Question #11 - I don't mind buildings that are built to the sidewalk and taller than three stories

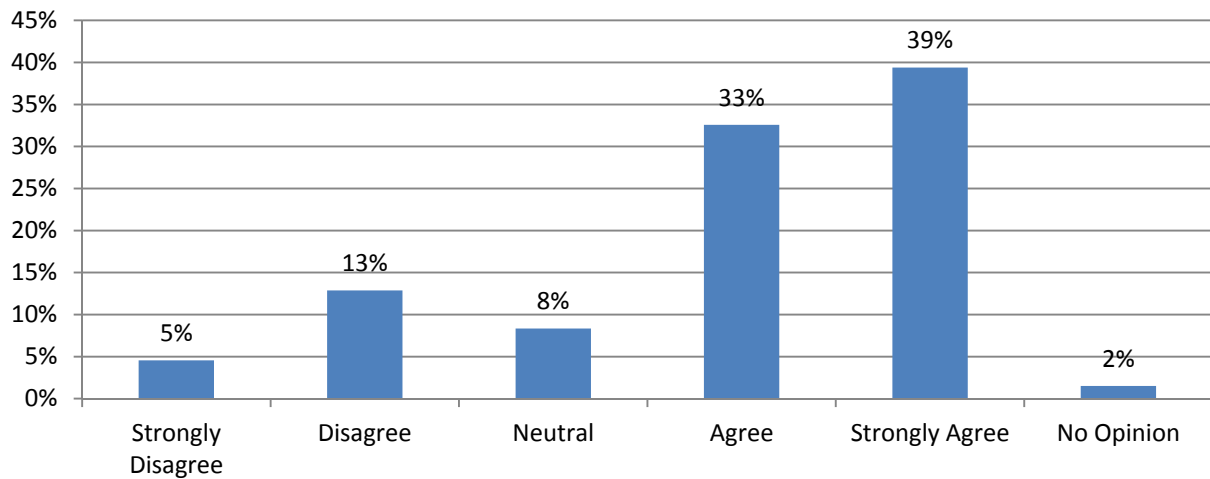


Question #23 - In downtown Milwaukie, ground -level business space should have:

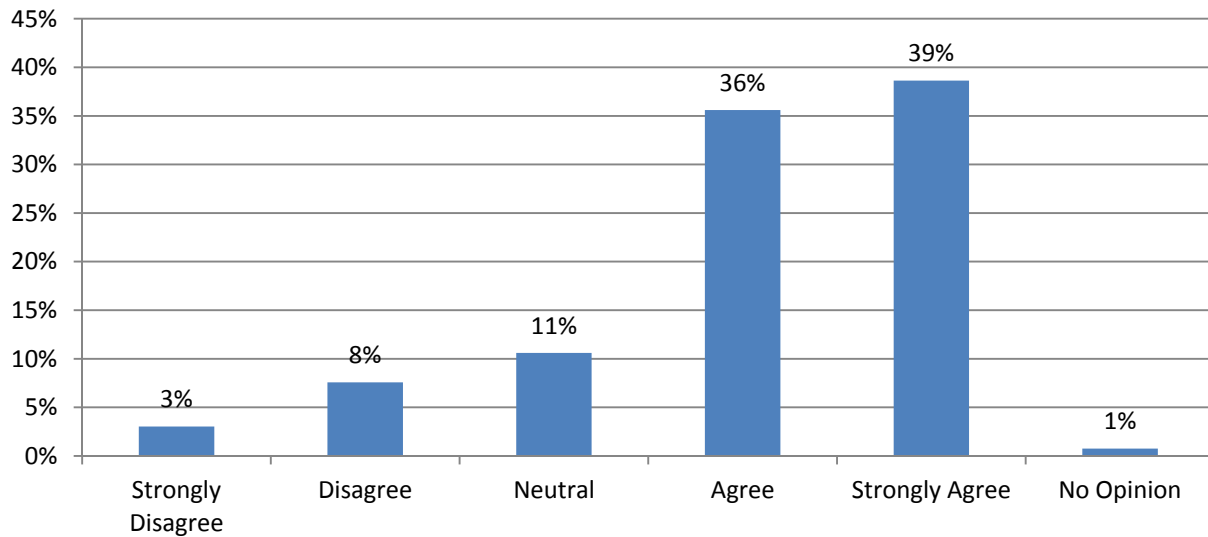


Parks and Open Space

Question #13 - Smaller pedestrian-oriented "pocket parks" and plazas should be encouraged as part of new development in downtown Milwaukie

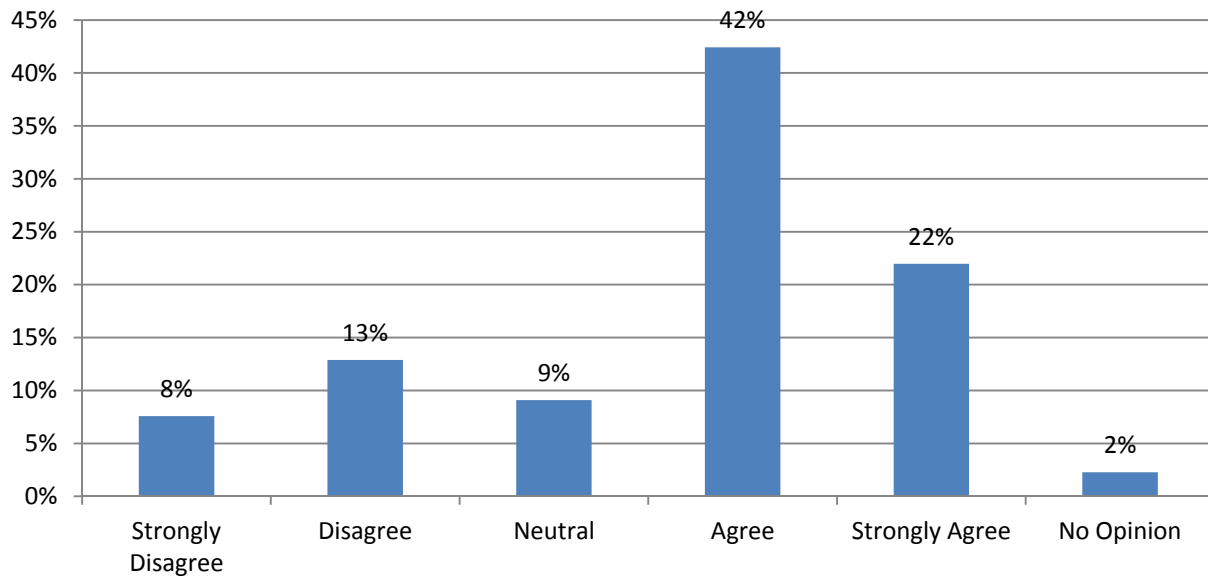


**Question #32 - The following items make up a vibrant downtown:
*Increased variety of public spaces***

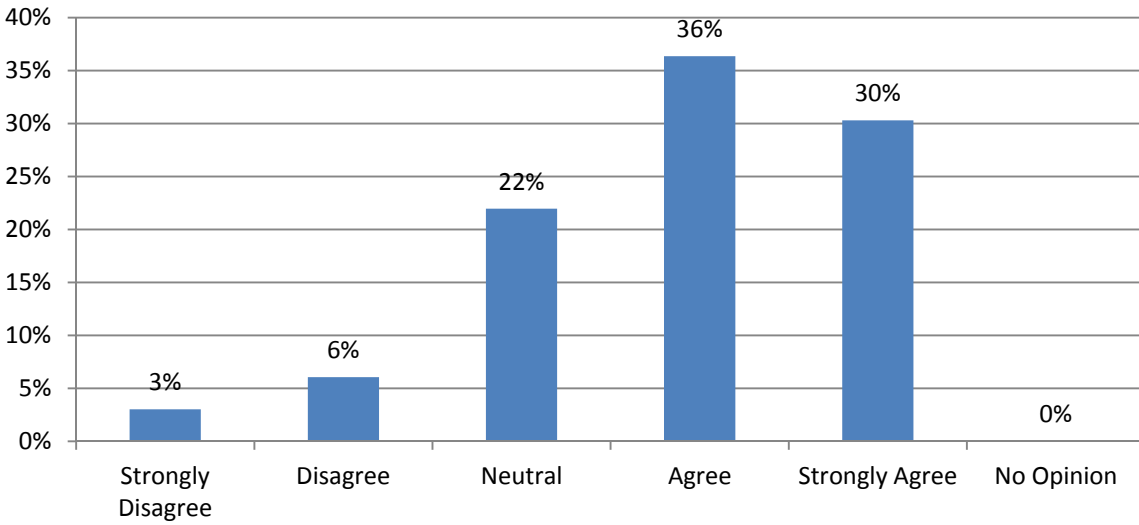


Parking

Question #4 - I can usually find parking when I visit Downtown Milwaukee



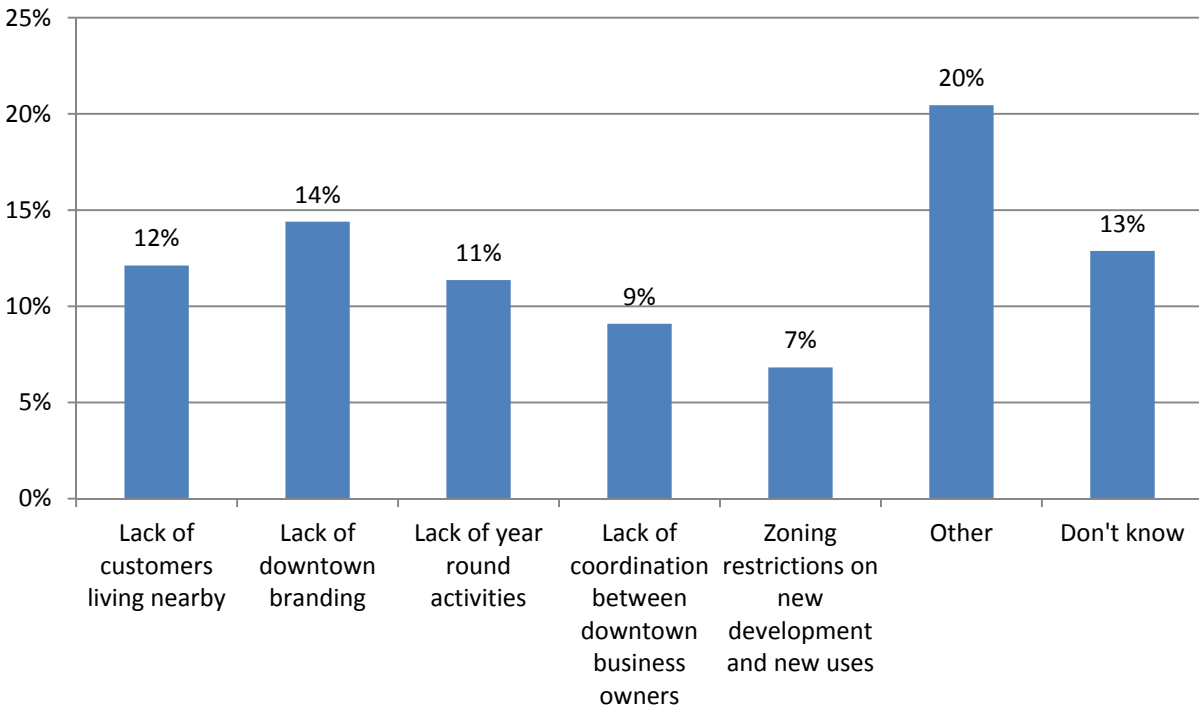
Question #30 - Ample parking is available in downtown



Note: Respondents may have understood this question to be asking whether or not there currently is ample parking in downtown.

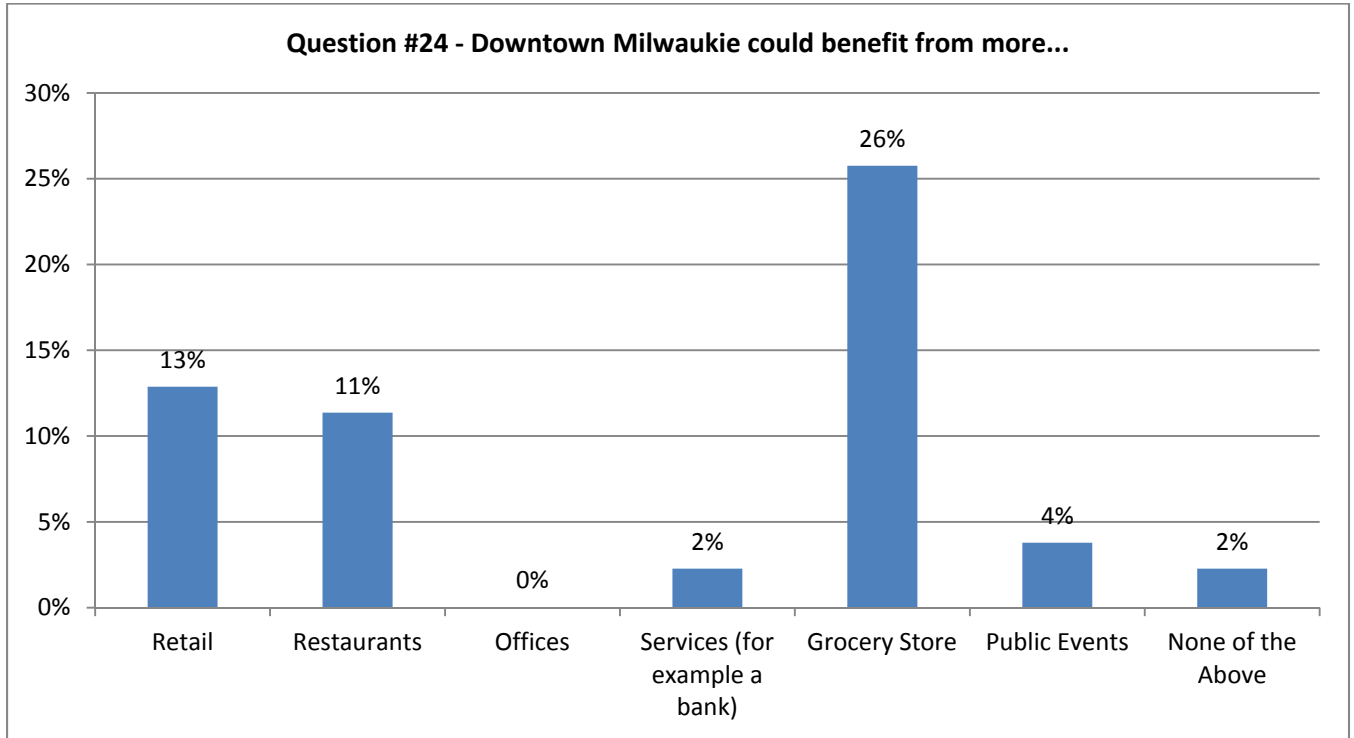
Challenges to businesses in Downtown

Question #22 - In your opinion, what is the biggest challenge for businesses in downtown Milwaukie?

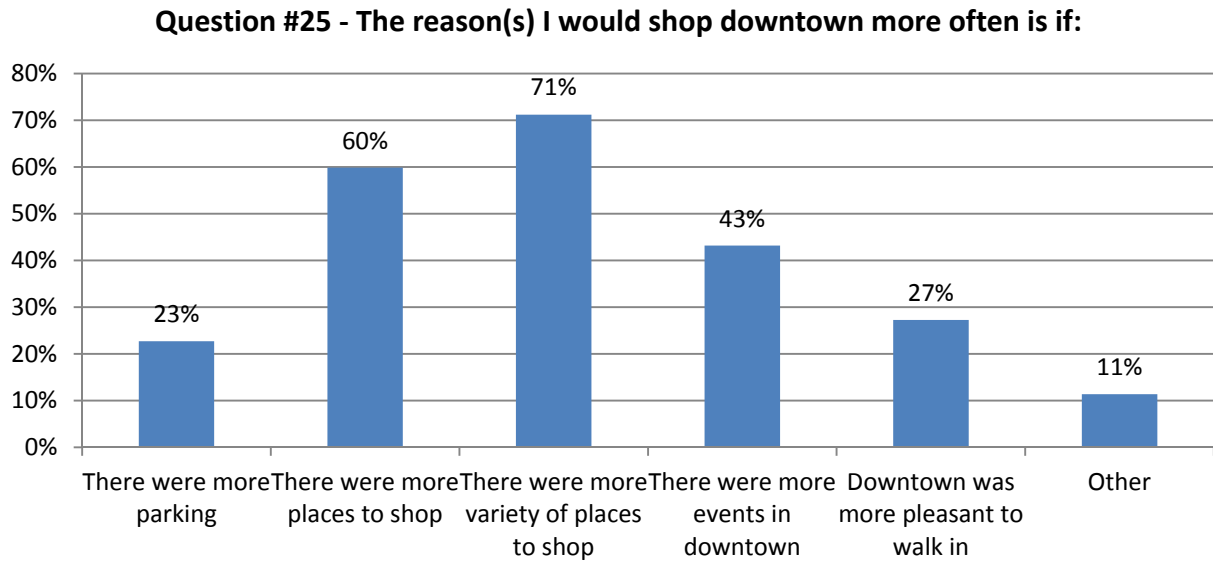


Note: See Appendix B for write-in responses to “Other.”

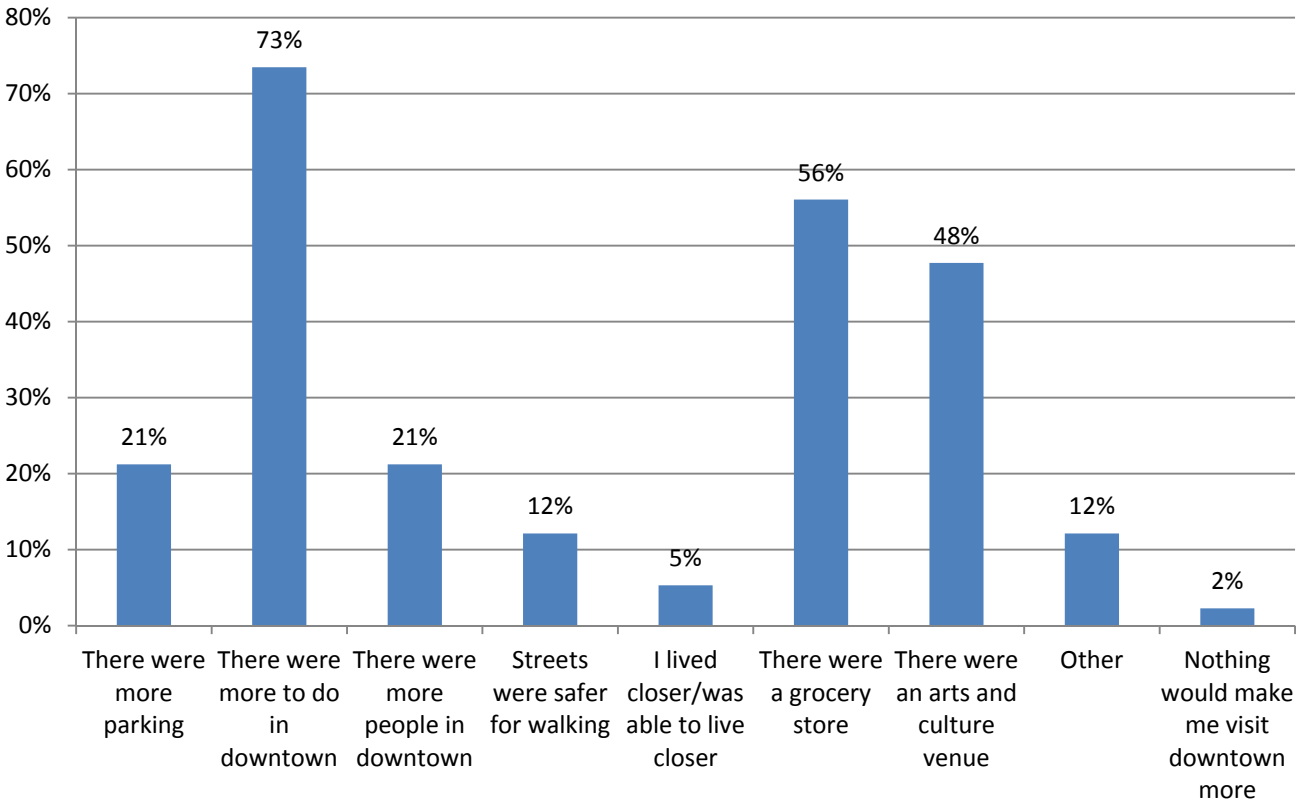
Keeping people in downtown:



Results: The validity of this Question #24 is questionable 55 responses were left blank, due to many of the hardcopies providing responses that selected multiple responses. However, with the responses that were valid, respondents believe downtown Milwaukie would benefit from a grocery store (26%).



Question #26 - The reason(s) I would visit downtown more often is if:

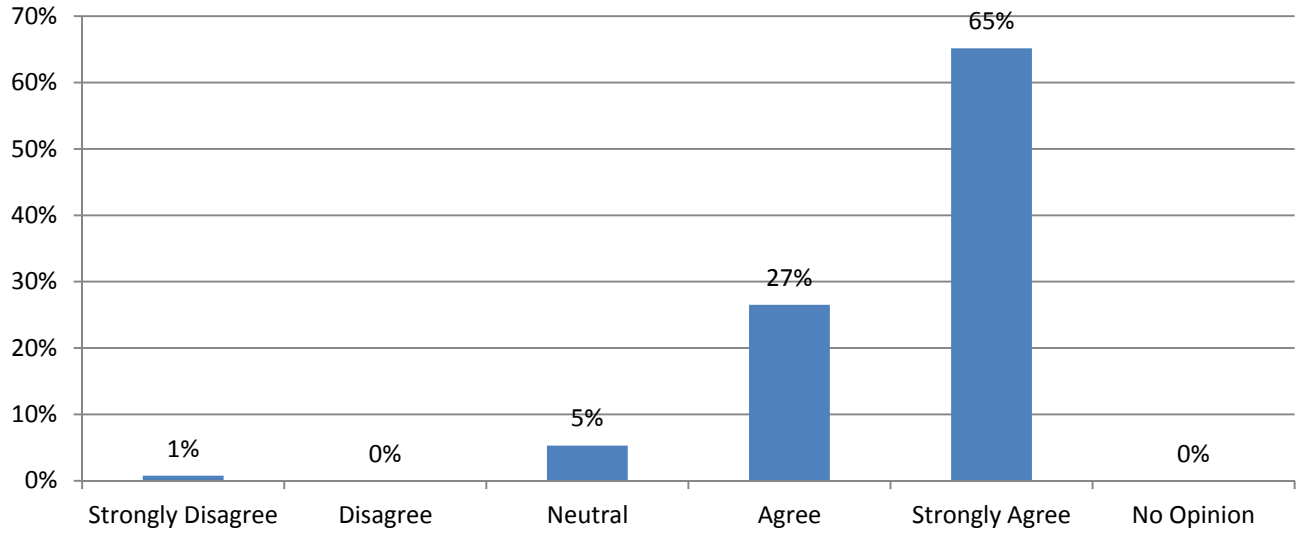


Question #27 - If you chose “Nothing would make me visit downtown more”, might there be conditions that would cause you to change your answer?

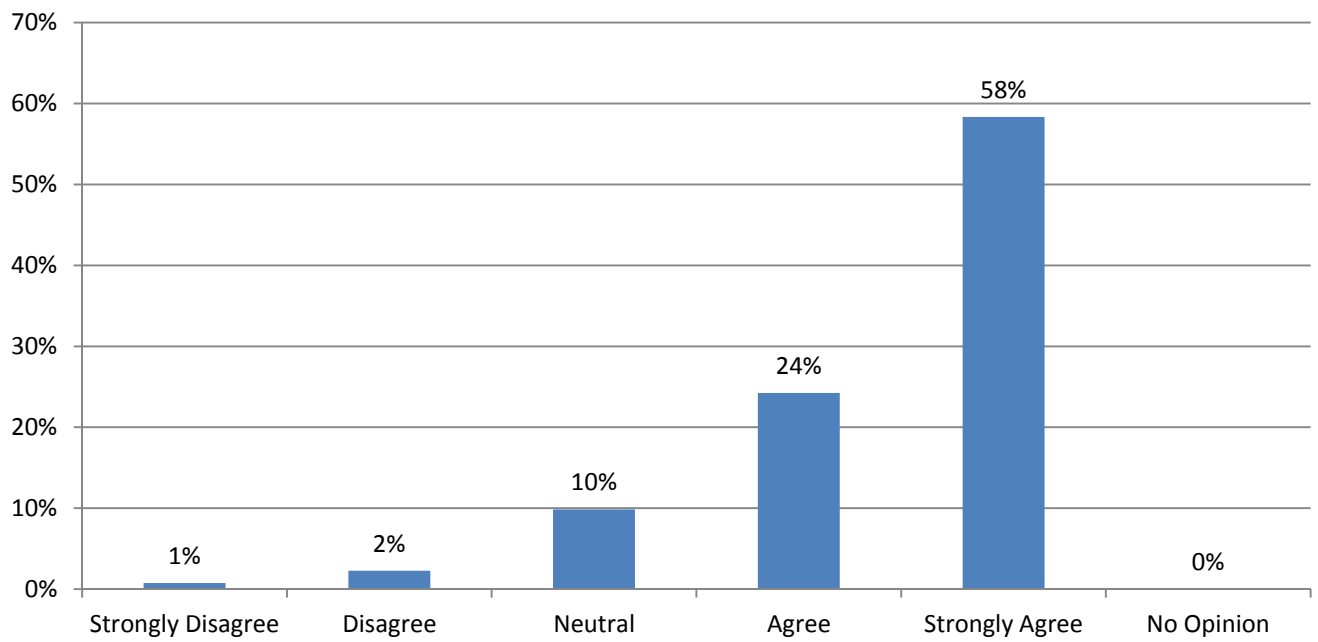
Two responses: one ‘no’ and the other ‘yes’, with a reasons stating “lack of discretionary income and if there was nothing else to do”.

The following items make up a vibrant downtown:

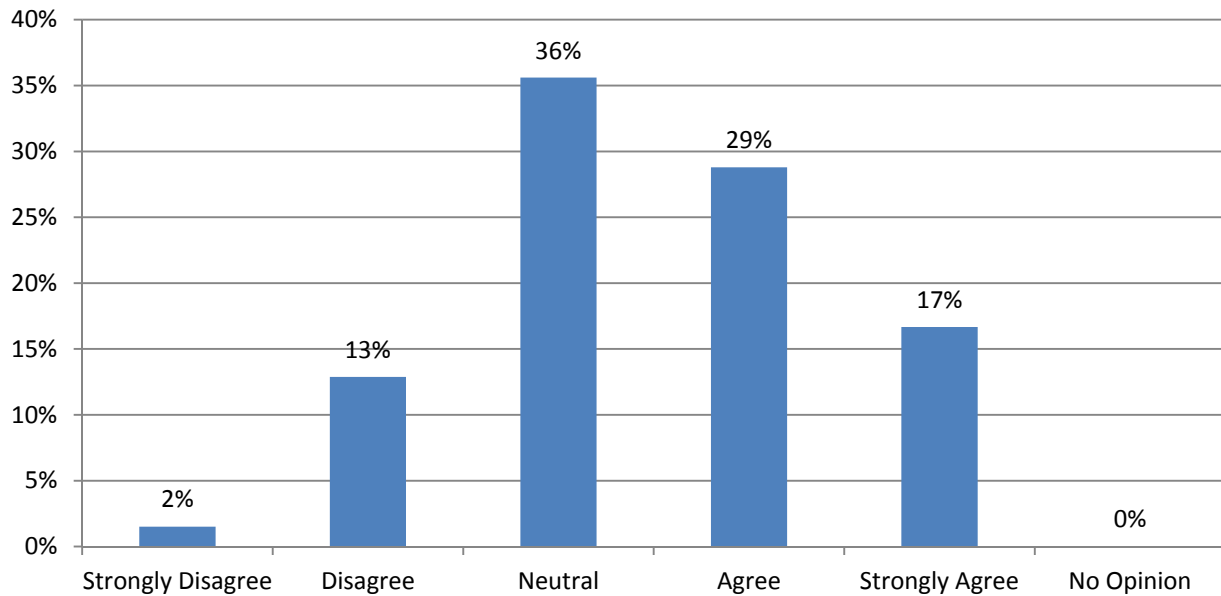
Question #28 - Increased variety of shopping options



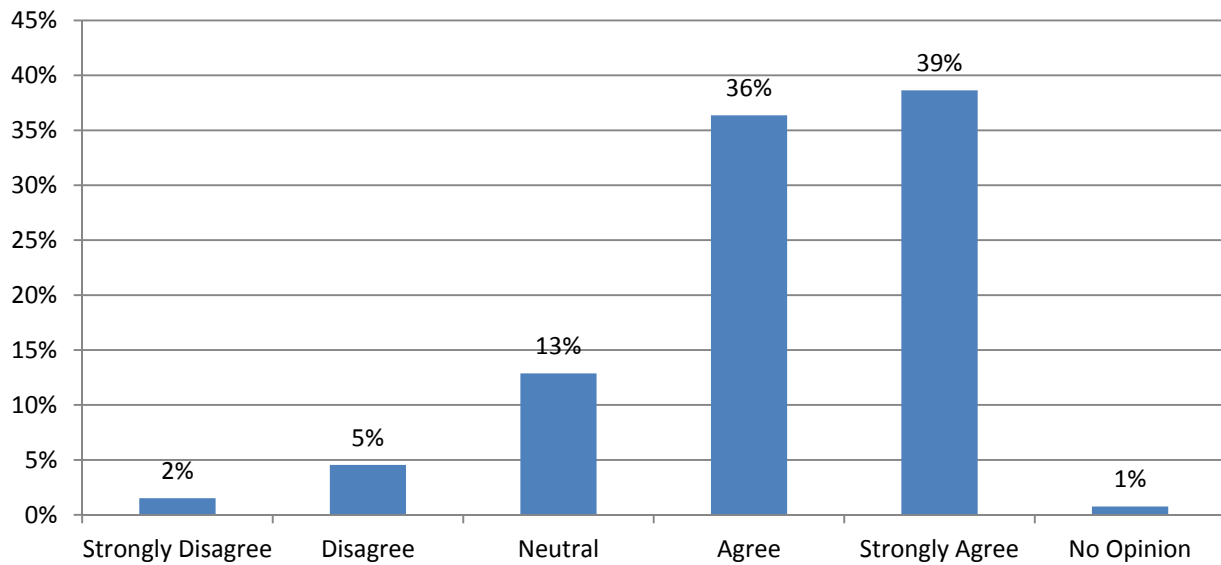
Question #29 - Increased variety of dining options



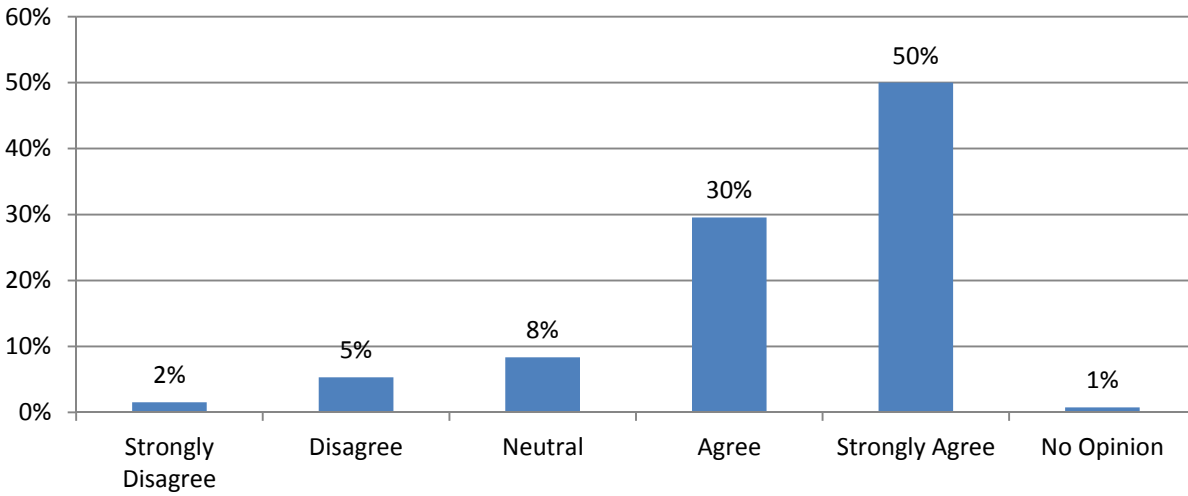
Question #33 - Increased variety of services (i.e. medical, insurance office)



Question #34 - Places to eat quickly and shop during a work day

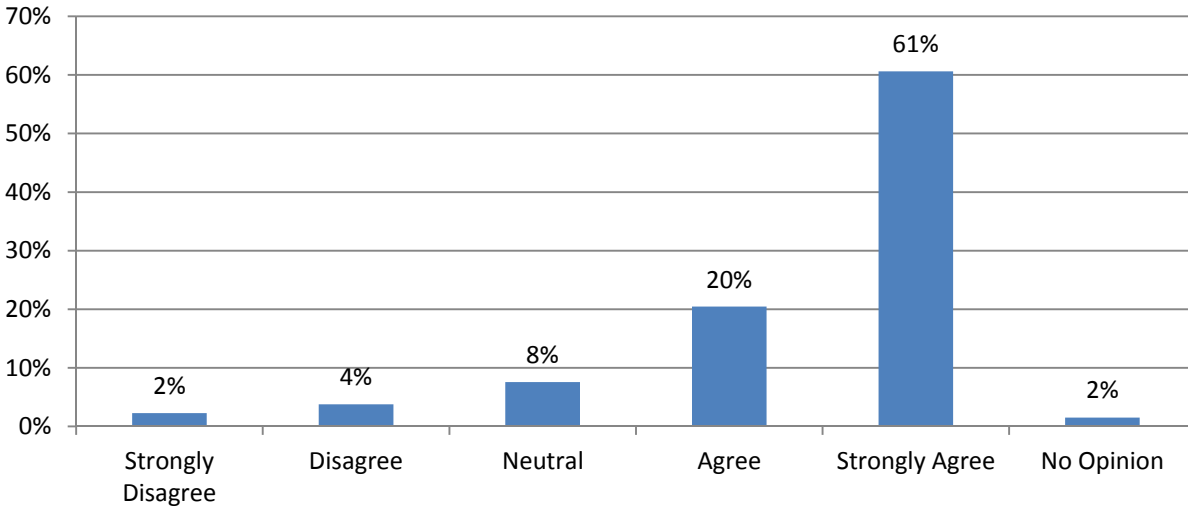


Question #35 - A destination for meeting your daily needs (grocery shopping, pharmacy, etc)

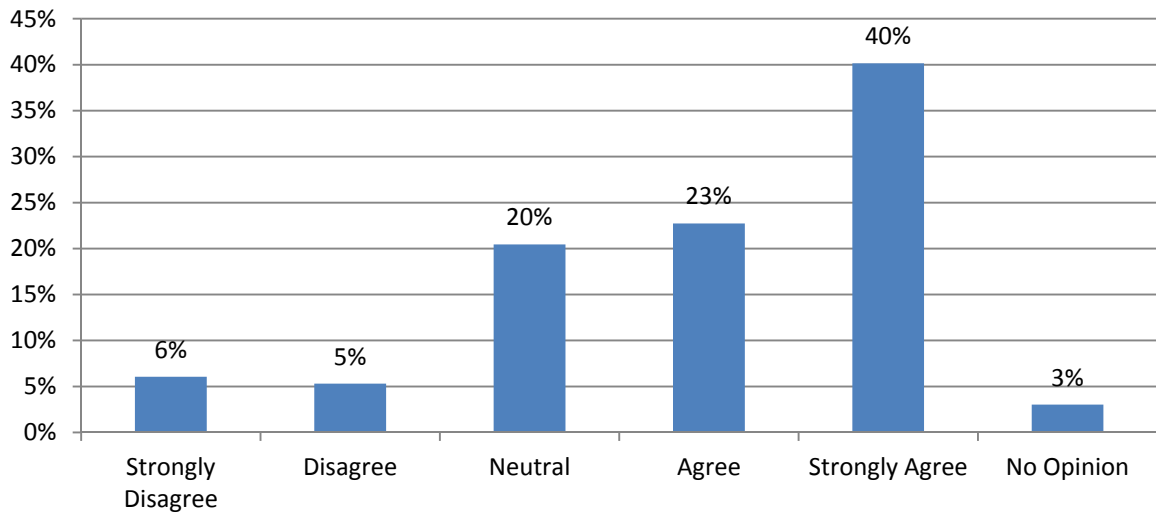


Transportation and pedestrian network

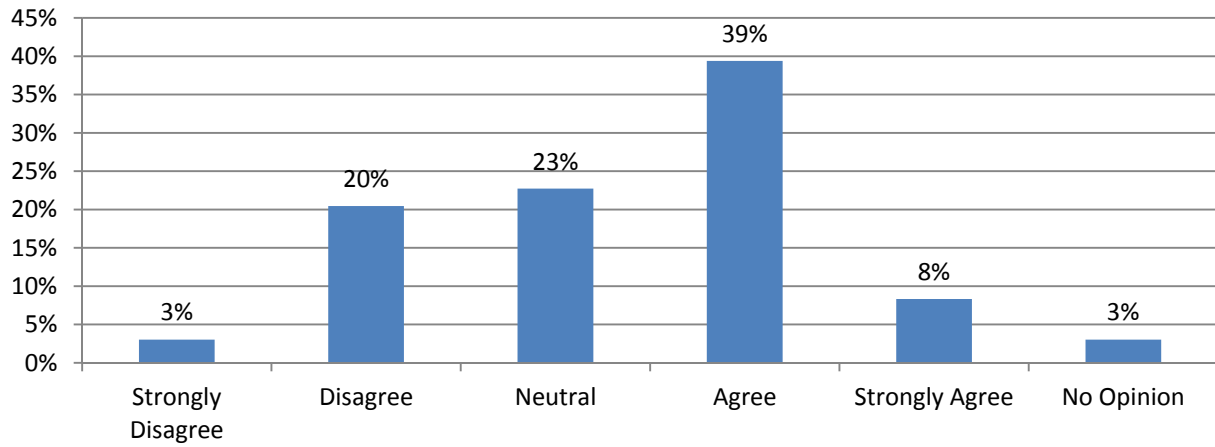
Question #1 - Development in downtown Milwaukie should encourage pedestrian activity and safety on McLoughlin Blvd



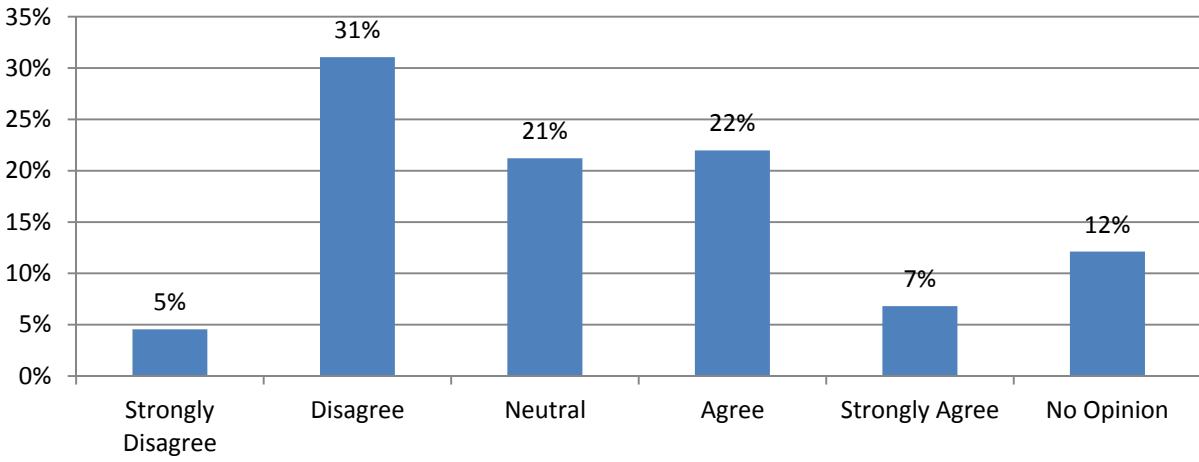
Question #2 - I would visit downtown more if there was a better connection to the open space by the Willamette River



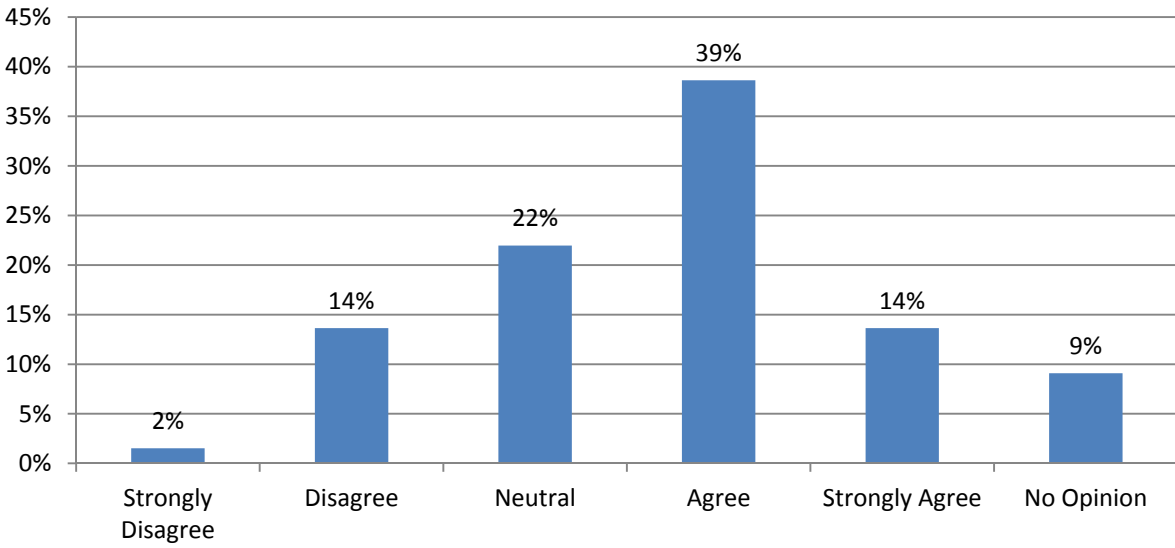
Question #6 - Downtown Milwaukie currently meets the needs of pedestrians



Question #7 - Downtown Milwaukie currently meets the needs of bicycle riders

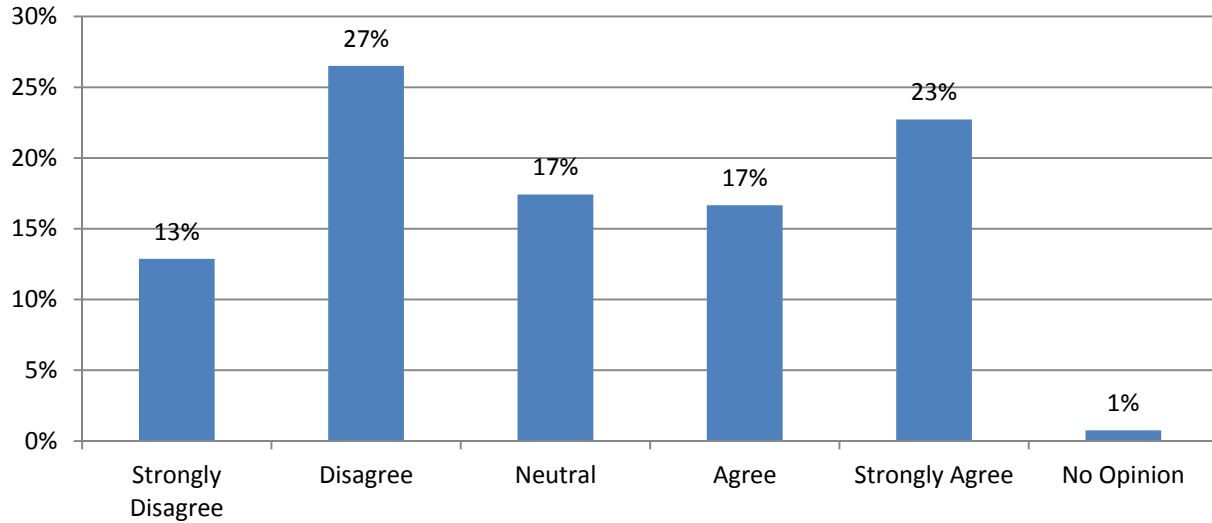


Question #8 - Downtown Milwaukie currently meets the needs of transit users

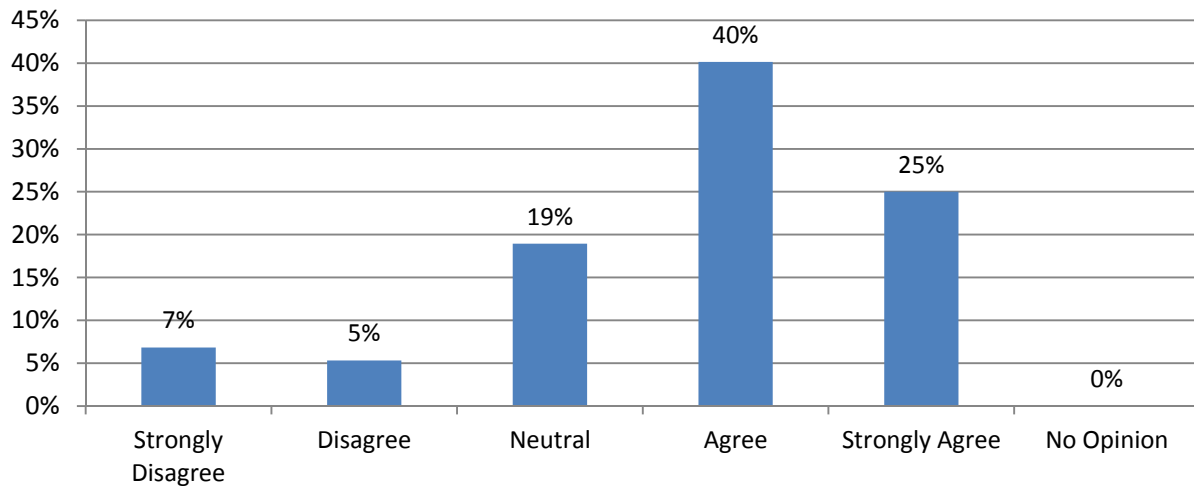


Urban Design

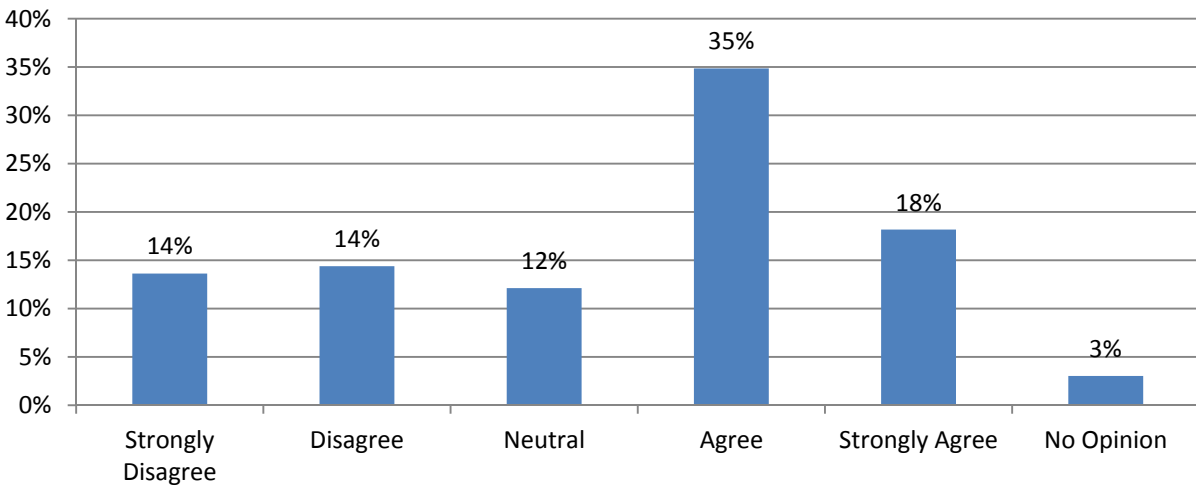
Question #5 - I would be willing to trade some on-street parking for wider sidewalks to allow for outdoor seating, benches, etc.



Question #31 - The following items make up a vibrant downtown: Wide sidewalks with outdoor seating



Question #11 - I don't mind buildings that are built to the sidewalk and taller than three stories



Write in results:

Question #36 - What are your favorite things about Downtown Milwaukie?

There are a total of 104 responses given to this question.

- Library (25%)
- Farmers Market (19%)
- Small town feel – including the scale, charm, welcoming feeling, quietness and safe feelings (17%)
- Restaurants – includes any that were mentioned by name (17%)
- Riverfront Park (14%)
- Coffee Shops – includes any that were mentioned by name (10%)

Question #37 - What, if anything, would you change about Downtown Milwaukie?

There are a total of 102 responses given to this question.

- 46% identified a grocery store
- 20% called for more variety of shops and restaurants
- 14% mentioned changes to the storefront of Dark Horse comics.
- 6% would like to see the downtown more ‘cleaned up’ with trash removal, to increase the physical appeal of downtown
- 5% would like to see changes to parking restrictions and addition of parking.
- 5% would like to see more connection to the river, or mentioned excitement for the future connection
- 4% would like to see more entertainment venues, particularly a brew pub

Question #38 - What would you like to see in Downtown Milwaukie that is not there today?

There are a total of 102 responses given to this question.

- 31% would like to see a grocery store
- 9% would like to see an increased variety of restaurants
- 8% would like to see an increased variety of shops
- 4% would like to see a playground for their children
- 3% would like to see more options for housing, particularly affordable
- 3% feel there needs to be more parking, as it's too congested in downtown
- 3% would like to see more parks, particularly the along the river
- 2% would like to see more recreational oriented businesses, such as a kayak shop

Question #39 - Based on your response to #38, what would help Downtown Milwaukie make this a reality?

There are a total of 79 responses given to this question.

- 11% of respondents suggested that there needs to be a unified business voice with a strategy to increase marketing and attract outside investment
- 10% suggested money and incentives would bring about change to make their desire of question 38 a reality.
- 8% believed there was a need more parking, including a multi-story parking garage
- 8% feel there needs to be more people in downtown, which include shoppers, retail and residents.
- 6% were not sure.
- 5% believed downtown would benefit from better marketing and advertising.
- In relation to the above point, 3% feel there needs to be an economic development specialist, who can attract an entrepreneur and establish an 'aggressive business development plan' for downtown Milwaukie

Appendix D2 - General Information

Demographics

Question #41- Zip code

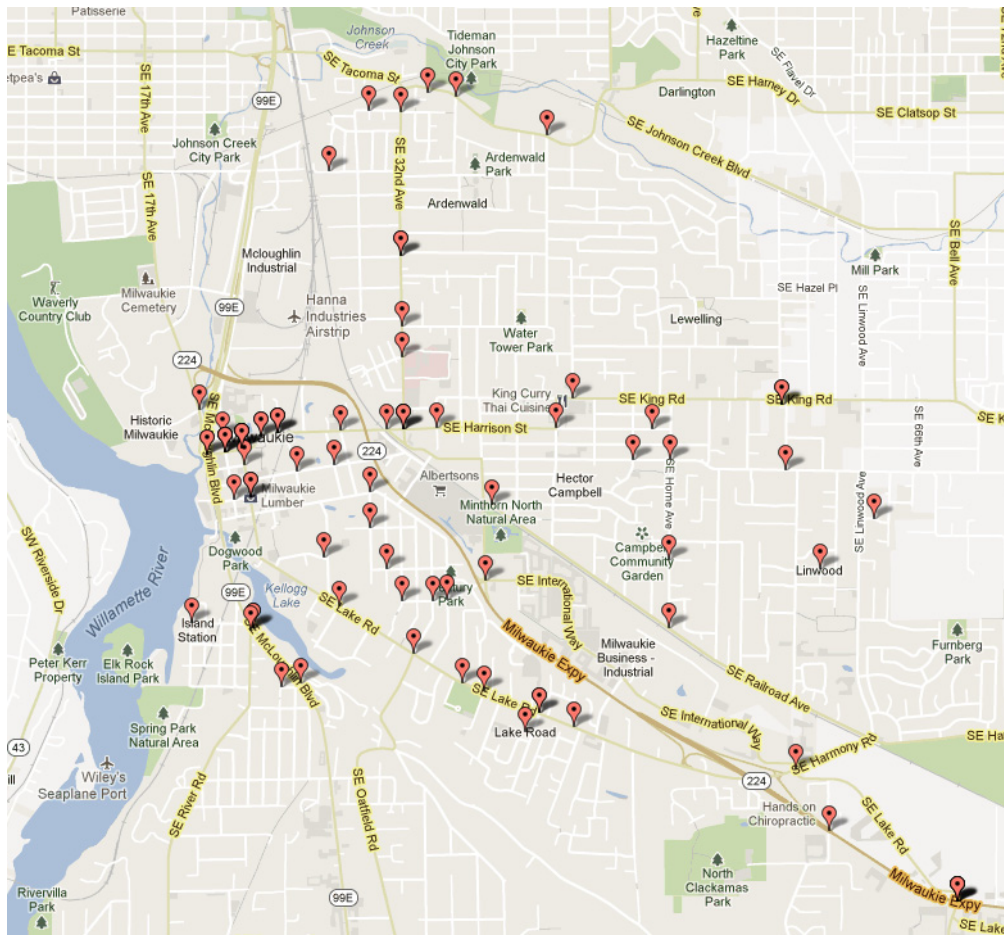
79% of the respondents provided a 97222 ZIP code, indicating they live or do business within Milwaukie

Question #42 - Nearest Milwaukie intersection to where you live

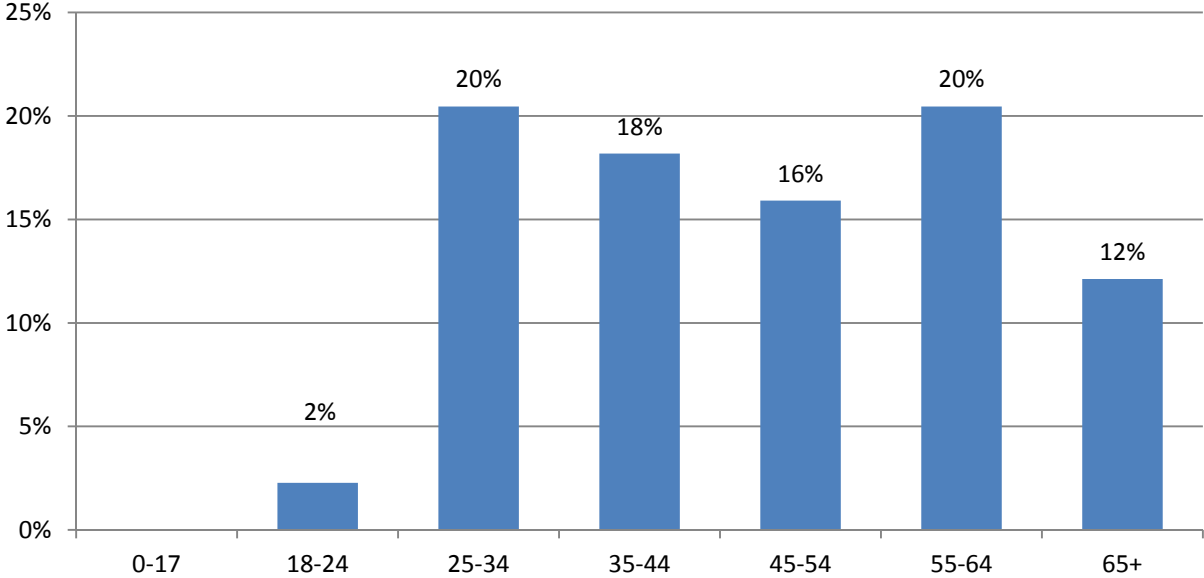
Question #43 – If you don't live or work in Milwaukie, indicate the nearest intersection to your place of business or employment in Milwaukie

The results of these questions are provided in the map below. 77% of the respondents live or do business within the City of Milwaukie. Responses that did not include an intersection were not mapped. Not all ZIP codes provided were within the city of Milwaukie; other locations include:

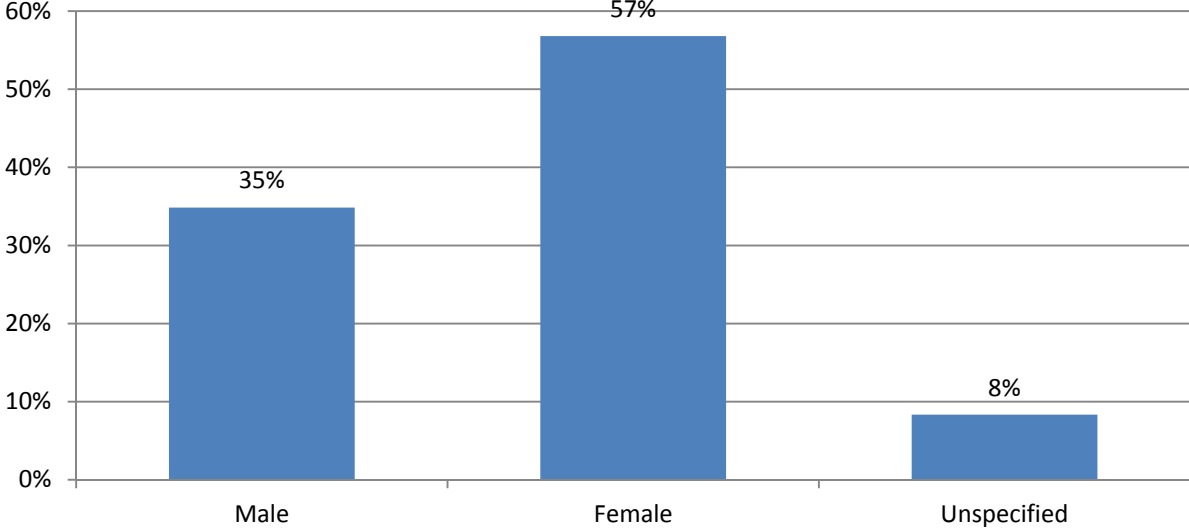
- Portland – 5% of respondents
- Happy Valley – 2% of respondents
- Clackamas County – 2% of respondents
- Aloha and Canby – each less than 1% of respondents



Question #44 - What is your age?

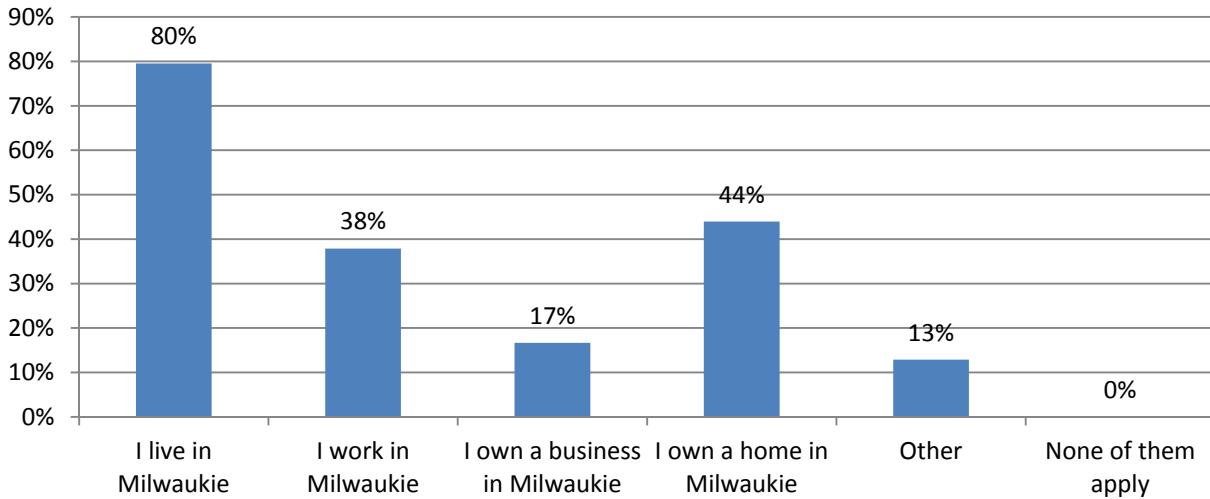


Question #45 - What is your gender?

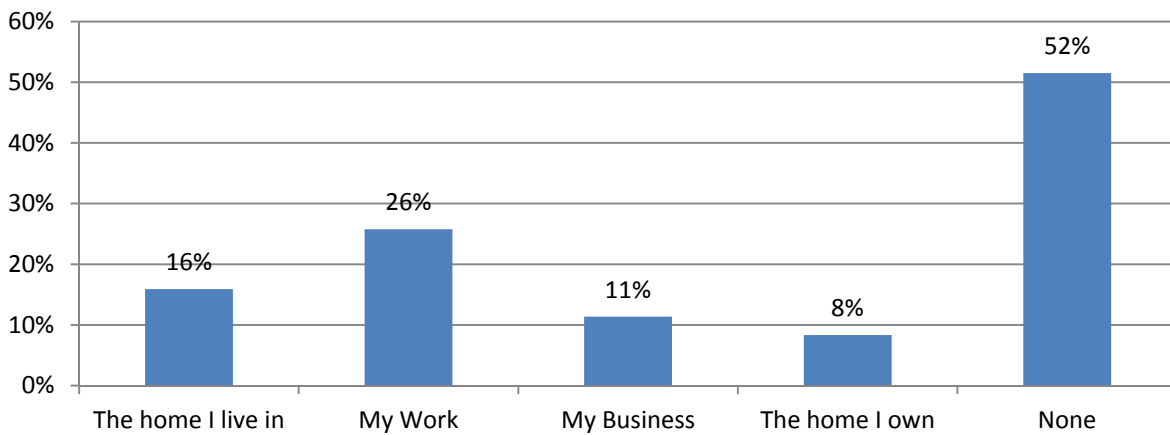


Respondent's relationship to Downtown Milwaukee

Question #14 - Please tell us which of these apply to you?



Question #15 - In your response(s) to the above question, are any of the following in Downtown?



Appendix D3 – Full results of Write-in Responses

Question #14 – Please tell us which of these apply to you?

I live in Milwaukie

I work in Milwaukie

I own a business in Milwaukie

I own a home in Milwaukie

Other

There are a total of 15 responses given under the ‘other’ option.

- 26% are from Oak Grove
- Other responses include: owning a town house in North Main; going to church; walking around downtown Milwaukie; a volunteer in downtown Milwaukie; and kids going to school in Milwaukie.

My husband and I are moving to Milwaukie next month.
I live just outside the city limits, but still within the greater Milwaukie area.
Oak grove
I live in downtown Milwaukie and will make or break my decision to stay in downtown Milwaukie based on the development (or lack thereof) of downtown Milwaukie.
Too gray, dark needs more trees, flowers, cleaner look.
I also volunteer in Milwaukie (Good Roots Food Bank, NW Housing Alternatives). I live close to downtown on Lake Rd.
We have owned a townhouse at North Main Village for over 6 years.
I like to walk around downtown
live in oak grove
Church
visit frequently
live in oak grove
kids go to school in MW
shop in Milwaukie
I live in Oak grove

Question #16 – I visit Downtown Milwaukie to...

Take a bus from the transit center to other areas such as Downtown Portland.
Use the Post Office and a bank and go to the American Legion
Walk
Visit Farmers Market
Catch TriMet to downtown Portland
Farmers Market!!
Gym
Farmers Market

Don't go other than farmers market. There's not much for me there
Farmer's Market
Take the bus, which is creepy! Waiting for not safe at all!!
Transit
I walk thru downtown several times per week as part of my walking route for exercise. I also get my hair cut downtown. I walk to the post office twice per week or so. I buy coffee at Windhorse cafe once/week.
I also transfer buses.
I am retired and walk everywhere. I use the resources and invest...and spend my dollars as much as possible in Milwaukie. I dislike the idea that city government has a continuous need to explore reforms to code that requires already strapped and financially challenged small businesses more expense. These regulations will always cause more merchants to leave more than establish themselves. Also NO I have never been or desire to be a business owner.
Farmers Market
post office
Church
business banking
Farmers market, library
gym and medical
post office, fish
Walking
transit mall
I live across the street in apartments
public transit
Taekwondo for my son
go to library
Farmer's Market
post office and bank
work out
Farmers Market
Banks

Question #22 - In your opinion, what is the biggest challenge for businesses in downtown Milwaukie?

Physical barriers deterring access - Hwy 225, River, Kellogg Lake etc.
It is a combination of all the lists except for lack of people living near. The population that lives around Clackamas Town Center are not the backbone of their business. It is the traveled customer who spends more time, wanders, and willing to spend more money.
Milwaukie Market Place, Clackamas Town Center. There is nothing downtown which isn't better provided for at these two locations. One of which is at the almost geographical center of Milwaukie.

<p>The deadening effect of Dark Horse on the town. They came in, and the mood died. Industrial is not appropriate on Main St. And shame on the city for putting up with it. Their retail is fine, but the use of the big building with goulies [sic] in the window is wasting good retail space and robbing us of more dynamic uses.</p>
<p>Viable retail and restaurants that meet the demographics and needs, and would attract more people.</p>
<p>Many businesses do not have services that users desire more than similar businesses elsewhere - convenience of the malls in the area over supporting a local business</p>
<p>I don't think the local government knows how to make downtown an attractive place for businesses to locate. A lack of knowledge and experience in public employees and elected officials—they don't know what makes a business owner "tick" so they make policies and ordinances which are more damaging than helpful to entrepreneurs. Real change happens when the free market drives it, not public planning. Milwaukie needs parking, not less parking to accommodate bicycle lanes. Milwaukie needs to trash the ICLEI membership and Agenda 21 policies because they are based on bogus science and hostile politics of European and 3rd World countries jealous of America's productivity and success based on the American Protestant work ethic which built America into the No. 1 nation, a work ethic those outside the USA don't understand nor do they want to work as hard to replicate, so they are trying to bring the US down to their less productive level, so we no longer compete against them. So, they use Agenda 21 to rob Americans of their fast mobility and flexibility and quick adaptability to new ways of doing things, and slow us down to the slow pedestrian level of Europe and underdeveloped countries. If you city planners who read this don't "get it", then you are "undereducated" and need to put some hours in studying the huge and growing protest against the Agenda 21 monstrosity.</p>
<p>Letting people know there is a Main St. (from Hwy 99)</p>
<p>Parking</p>
<p>I think it's a little bit of everything listed, except lack of customers because there are lots of people living in walking distance of downtown Milwaukie, they choose not to go downtown and that might relate to the other reasons given.</p>
<p>There is not enough space for a variety of retail. Too many buildings that are offices, not retail.</p>
<p>Downtown does not have everything, it has some things but not everything, so people go to other places where they can get everything they need. i.e. groceries</p>
<p>Parking</p>
<p>Lack of diversity of choices (I will say this multiple times throughout this survey, but how do we have so many coffee shops and bars while not having a SINGLE by the slice pizza place? I believe that a local Portland pizza place like Straight From New York Pizza should be placed into a spot like below North Main Village Apartments, and that both the business and downtown Milwaukie would benefit from more food diversity like this. It would also cut into Pietro's Pizza's Monopoly on pizza in downtown Milwaukie, especially for business at Kellogg and Milwaukie Bowl). In addition to more food choices like a by the slice pizza place, we need to improve the aesthetics of downtown Milwaukie. From the lighting to seasonal decorations, we really don't do a lot to light and show off the area, especially at night. The lack of light and aesthetic beauty is noticeable and frankly a little scary at night walking around and driving through the area. We should look at a place like downtown Gresham as a model on to build our future downtown layout and structure.</p>

<p>Many customers live nearby, but they do not choose to visit downtown Milwaukie, going instead to other areas, since the business types and variety are insufficient to meet their needs and desires.</p>
<p>It just doesn't seem very vibrant and with competing options nearby in Portland, I don't often feel compelled to visit. I think it would help if there were more events and a connection between downtown and the waterfront. The Farmer's Market brings me down more frequently when it's in season.</p>
<p>Only go to the Sunday market or ride the bus to work, or wait for someone to pick me up (which is scary).</p>
<p>I think it is seen as a transit hub more than a location to stroll through and visit with your family. If a bridge or something linked the river side to downtown it may attract pedestrian traffic. Unless I know exactly where I'm going, downtown Milwaukie is not really a place I consider fun to "stroll" through. I think there needs to be more shops and fun things to do along the walkway.....kind of like Hawthorne or Belmont.</p>
<p>Transportation is an issue. I hope with the new light rail that pedestrian crossing on McLaughlin and 224 will be improved. We live in the Ardenwald neighborhood and it's ridiculous to need to take a car into downtown Milwaukie, but there are too many near-misses crossing 224 for me to feel safe with my children. Perhaps a dedicated pedestrian signal would help? (Most of the near-misses seem to be from cars hurrying to turn left and only checking for on-coming traffic, not pedestrians.) That said, with the influx of young families and the new light rail, we're looking forward to watching downtown grow into a vibrant and family friendly cultural center.</p>
<p>I would say lack of customers living nearby, but that's not the problem that I have. I live pretty close, but 99E, 224, the RR and poor low traffic road connections are what keep me out of downtown. Too many obstacles and no good way to travel by bike or on foot. I hope that the Tacoma Station Area planning project will help fix that. I like downtown Milwaukie.</p>
<p>McLoughlin Blvd.....down town is nothing more than a couple of stop lights that slow commuters down getting to and from their destinations...oh yes traffic tickets and speed traps, aren't the best public policy to encourage people to stop and shop. Even when the tickets are paid in down town traffic court. I don't drive or own a car, but I watch these traffic stops daily on 99.</p>
<p>Lack of relevant businesses. Would love to have a Trader Joes nearby.</p>
<p>and parking</p>
<p>very congested</p>
<p>lack of parking</p>
<p>lack of community development</p>
<p>lack of businesses that serve my needs</p>
<p>and parking</p>
<p>lack of entertainment/bars</p>
<p>parking enforcement</p>
<p>lack of places to buy things you need</p>
<p>Dead downtown</p>
<p>Old, negative business owners</p>
<p>It doesn't have a big draw</p>

Question #25 – The reasons(s) I would shop downtown more often is if:

There was a location I wanted to shop at or had to shop at. I am not a shopper, but go to a store for a specific need
See answer to Q26
There used to be one of everything - sometimes two. We lost the wonderful variety that kept people IN Milwaukie. To shop for their needs. We need another grocery store and all kinds of things. The economy needs more than endless restaurants. We need basics.
Would really like a Trader Joe's or New Seasons or a co-op selling locally grown vegetables and fruit and products
Commercial places I'd like to see in DT: Comfort shoe store (like Shoe Mill), Gift/Variety store like City People's Mercantile in Seattle, which covers hardware, clothing, furniture, kitchen, toys, garden, office supplies, bed/bath, all in one fun, funky store, we need a grocery store like New Seasons, Women's casual clothing store like Maggie and Henry's at Cannon Beach or like La Paloma, we need a cool brew pub like Laurelwood or McMenimens [sic], we need a bakery, and a mini Powell's books & gifts, we need a healthy pet food store with pet stuff, and a community art space for local artists. DT would be really fun if all those places were there.
a vibrant bright city life that included destinations that you could walk to and from.
More food options like once again, Straight From New York Pizza. I guarantee that I and many others would go there almost daily, and one of their owners actually lives in Milwaukie :)!
I really like the idea of micro parks and areas to enjoy outside and especially the river area. I think Milwaukie has a unique opportunity to build up in a way that encourages families to socialize together and create a strong community. An Oregon version of Sesame Street, if you will. Public events would encourage this; I notice how the town really comes together at the farmers market.
I could get there.
family friendly activities
I rarely shop outside Fred Meyer
we don't need big shopping areas
less fear of parking fines for the barest of reasons (e.g., wheels touching sidewalk)
more healthy options
Less bird poop!

Question #26 – The reason(s) I would visit downtown more often is if:

Specialty retail - non-commodity items not available in mass market stores
I visit every day, but would stay longer for events or my personal interest gatherings
Trying to replicate what the downtown area was before the Market Place etc. were built is folly. Downtown should be the leisure center of Milwaukie. Nice restaurants, entertainment and events. The best downtown can be retail wise is provide for the local neighborhoods, in the same way Safeway and the stores at King/42nd do. Why would anyone from east of 224 shop downtown when they have the Market Place and King Road.
More variety - the things we need and use in daily life.

Waterfront attractions, ie; park, walking path, events, etc.
Parking isn't an issue. People can always park across from City Hall, get out of their cars and walk a few blocks if needed.
If downtown had all the commercial enterprises I have mentioned, I'd be in downtown several times a week.
Pizza!
Look at the business mix in successful retail areas, like Sellwood, NE Alberta, or Mississippi in Portland. Milwaukie's downtown suffers from availability of services like pet supply, yoga studios, specialty restaurants, etc. in lower rent strip mall areas nearby, but these types of businesses are what it needs to be vital.
If there were a yogurt or ice cream shop. If the shops were closer together. There is a bowling alley, arcade center, theatre, a couple cute little restaurants/wine bars, but they are so spread out it does not make the walk worth it...especially with a family.
I like the 'Think Soon' store downtown because I can get Fresh eggs and some produce without having to go to a huge grocery store. Small scale grocer would be nice to have. I also like the second hand store on Washington & Main. Another store like this would be nice.
When I say grocery store, I don't mean another Albertson's or Safeway - we have those nearby. I walk or ride my bike to Sellwood from my house in Ardenwald to go to New Seasons. If downtown Milwaukie had a high-end grocery store, I would prefer to go there instead -- that is, if I could get there without having to travel on/across 99E or 224.
Christian and family friendly activities
more kid friendly places
more bars/entertainment
need more food stores
Good brew pub w/ music

Question #36 - What are your favorite things about Downtown Milwaukie?

Coffee Shops and Parks
It has so much potential. With the right addition of restaurants and businesses it could really thrive.
The new restaurants, the small town feel.
The scale of Main street, the potential as more people live downtown, the access to the river
the main street feel, the river views, the people
Small, compact, some nice restaurants.
Wine 30, Sunday Market, Coffee Shops are good meeting places
There are few tall buildings. It is in scale and it is a Mayberry - not Portland or other new, look all alike towns.
There are a handful of great shops and restaurants. It has a compact, traditional ("Main Street"), downtown core. It has lots of potential. MAX is coming.
It's cute, small, and not extremely crowded.
Clean, safe.
Old buildings still intact.

Enchante is one of my favorite stores, and coffee shops.
Proximity to Portland, while still maintaining small town appeal.
Wide main street; Trees lining the street, transit center
It is walkable, pleasant with trees and plantings, library, city hall, gym, restaurants
It has a classic main street, compact, well defined, near the riverfront; it is level and easy to walk. I like the natural springs in the area, mature trees, historic buildings, ducks and geese, it's historic place in Oregon history, Perry's Soda Fountain, the better looking buildings which have been remodeled and improved, the coffee shops, Enchante, Milwaukie Kitchen & Wine, Spring Creek Coffee, I love seeing the river when you drive west on Washington St. The Library & pond, the architecture and waterfall of Waldorf School.
Antique stores
A beautiful location clean & charming
Small town feel
The variety of different eateries.
the library
That I can walk to the post office, the banks, and the library all quickly in one stop.
Ohana Hawaiian restaurant; the Farmers market.
small town feel
Milwaukie Kitchen and Wine, the library
Enchante and the Farmers Market and Wind Horse
Wind Horse Coffee, library, farmer's market
The restaurants
Seems in scale with the rest of Milwaukie and surrounding area.
The restaurants by the library, the Painted Lady coffee shop, library, Cha Cha Cha!,
The candy shop, farmers market, Pietro's
Quaint atmosphere - just not a lot of businesses I want to frequent. More coffee shops, restaurants, good shopping would help.
Farmers Market, walkability
Never have trouble finding a parking spot and the parking is free. It always feels safe to walk around even at night. Dark Horse Comics. A variety of different types of cuisine.
Restaurants, shops, the small town feel, the scale of the buildings, the river.
Milwaukie Kitchen and Wine, the Ledding Library, the antique stores, Wine 30
it's close to where I live, beautiful scenery, max is coming,
The community of people
It's quiet
The community and small-town feel
Accessibility to where I live, old small-town feel, the beautiful waterfront, and access to public transportation.
Slowly improving
Wunderland, the Soda Fountain, my home at North Main Village Apartments, Kellogg Bowl, the Saturday Market, and the beauty of the river.
Thai restaurant, Wind Horse Coffee, Bowling.

Farmer's Market
Wide Streets. Close to the Willamette. Older buildings.
Sunday market
The banks, city hall, & library
There are a few places I like to go; coffee shop, Mexican restaurant and wine bar.
The family owned restaurants and small town feel.
I love the ability to go from the library to get a nice lunch at Cha Cha Cha! or other spot for lunch. Nice walk.
We love the farmers market and library. We go to the theater at the arcade and eat out at Cha Cha Cha!s regularly. We've met friends at the Waldorf playground on the weekends. We try to engage as much as a busy family without a lot of money can ;) Milwaukie as a whole is very welcoming for us.
I like the quaintness, the small town feel mixed with progressiveness (Andy of Mayberry meets Portland). I like the shops, restaurants, cafes, the library, City Hall Bldg., riverfront, Dogwood Park. I love everything about downtown Milwaukie as it is. More retail and restaurants would be a good thing - please No Fast Food Chains.
I was born here. Educated here. Have family here. I returned here when I retired because of two reasons. 1. My family lives here. 2. Light Rail was planned and started. With this decision, I invested in the community, economically, family, socially, and spiritually. In the 40 years I have been away...the core area has retained its charm and attraction of small town America. Cool the jets and remember change takes time, and it won't happen in one or two years. When I moved away 40 years ago the city fathers were talking the mantra of river front development, access to the river, attracting businesses etc. FOURTY YEARS...that should tell us something!
I think DT Milwaukie; including the riverfront is a terrific place for walking. I am a big fan of the restaurants that have gone into the North Main Village complex, the coffee shops, the bowling alley and the wine bar.
chocolate store, restaurants, library
Infrastructure for a vibrant, busy downtown already in place. It's close to the river and great scenery. Wide sidewalks.
The Library; Milwaukie Kitchen and Wine; Coffee houses. Other than those and the Farmer's Market, there isn't much.
The river
The library (hands down!), coffee shops and restaurants.
river and park
Waterfront; eateries such as Milwaukie Kitchen and Wine, Wine:30, Ohana, and Rice Thai Cookery; the small-town feel but being close to Portland
library, farmers market, river
Scott Park, Wunderland Arcade
It's charming and I enjoy the market.
Meeting friends and neighbors in the streets
The old buildings that are left and still used
Generally quiet and peaceful. Free from Portland perversion
library w/ park

library
The farmers market
Small town feel
business owners are friendly and welcoming
art culture, yearly farmers market and wine dining area
coffee shops, library, river
the improving image of the downtown buildings and the park access
small town feel
very close to Portland, yet apart and tranquil
proximity to river, small size
it is charming
Farmers market, library, pond house, riverfront, Am-legion clubs, shops, bank
civic building in same area as retail, people who get to decide what Milwaukie becomes are looking right at it and have to be engaged
Library, safe relaxing, comfortable "old time" feel. perhaps City should capitalize on "old tidiness" and develop the uniqueness of what Milwaukie already offers and not copy other areas
library, river, farmers market
library
bright, ample parking, friendly, welcoming
conveniently located, visibly attractive (river)
changes
changing and seeking input (e.g., riverfront)
light rail is coming
chopsticks, Libby's, bowling, pietro's
small town feel, library, restaurants
small town feel, not shopping center.
size (#of blocks)
coffee shops, aesthetic appearance, walkability
library, parks, dining
Restaurants, street front feel
library, farmers market, things from another world, trees
farmers market, library, small shops
good public transit
library, farmers market, thrift store, 1st Friday
library, pond, large characters at dark horse, farmers market, river, ice cream, city hall
pleasant to the eye, library, close to river/natural area/park
library
nice variety of restaurants - family friendly and not too pricey
small, active farmers market
farmers market, library, river
farmers market, library, Mexican rest, dark horse
before light rail - were many types of businesses

Its quaintness, slow pace and tree lined main streets. Library, parks,
library, Milwaukie lumber, Cha Cha Cha!, painted lady, Kathy's salon
Great layout. Classic small town feel. mix of businesses
Walkable, small town, safe, friendly
The library, Ohana
Library, Farmer's Market, thrift stores, Collector's Mall, Post Office, small coffee shops
Not much going on, it's quiet.

Question #37 - What, if anything, would you change about Downtown Milwaukie?

Dark Horse Comics takes up way to much space. There needs to be a better variety of really good restaurants, interesting businesses, a more vibrant art scene and something to do.
More people, more services and shops, GROCERY STORE, more art,
Improve the storefronts...go a step up in clientele
Provide more choices and opportunities for people to live in downtown.
Encourage living areas catering to a higher income bracket, relieve the mindset of "doing it this way" because it blocks future better ways or being cutting edge
Reduce the vacant storefronts, add more vibrant businesses, open up more sidewalk restaurant seating, eliminate angled parking, add a bakery with fresh baked goods throughout the day.
Change the whole downtown area to one zone, not seven. Limit buildings to no more than three stories high. Remove restrictions on what type of business is allowed, by still encourage restaurants and entertainment.
Throw Dark Horse out of the old Hamilton Building, ask the candy store people to turn on their lights and appear OPEN- it looks closed all the time.
More shops and restaurants, so it's more of a destination. Fill some of the empty storefronts.
Add more shops (i.e. a bookstore), family-friendly brewpub, bakeries, coffee shops and restaurants (esp. vegetarian/vegan and gluten-free friendly ones).
More business.
Dark Horse to be more neighbor friendly. Open their doors to the public and create an attraction for families. You can look but you can't touch attitude is not welcoming.
I would like to see more pedestrians walking in the streets of Downtown Milwaukie.
Make it more of a draw for people who don't live there.
I would move Dark Horse Comics' work area elsewhere and turn their ground level buildings to retail space or at least offices with clear windows. I would move the teen hangout at 21st and Washington - they do not reflect well on their peer group.

Prohibit Light Rail, but since that won't happen, beef up Police presence during rush hour and weekends at the Lake Road Station. Give tax breaks to building owners as incentives only if they remodel and improve their buildings, lower the annual business license fee to \$50 per year to businesses with 6 or less employees as an incentive to build businesses, get rid of seedy-looking taverns on Main Street, put large hanging baskets of petunias on every block of Main Street and 21st, encourage window boxes and flower planters where appropriate, put white LED lights in all the trees lining Main Street, plant more street trees. It needs more trees and flowers everywhere and good quality banners, flags and sculptures.
More things to do there.
I would ease up on the traffic enforcement (I believe it is the #1 deterrent to patrons in our town) I know safety is very important. I feel digital speed signs at each end of town would help by slowing down speeders & saving lives. But by no means do I think we do not need our Milwaukie police they are an outstanding department, I just think people associate Milwaukie as a speed trap and that is not good for any business.
Get rid of Dark horse
More shopping
nothing
Max line construction
A decent brew pub (not a dive bar)
Get rid of Dotty's. No loitering around the bus stops.
more fun shops/dining....the library being brighter
more variety of places
The whole look and feel of the downtown needs to be updated and cleaned up. And safe and easy access to the river front.
We need a good bar. I know there ARE bars... but we need a good one.
longer street parking
Needs more decent restaurant options and a dedicated brewpub.
Dark Horse takes up way too much "retail" space, making it look unoccupied. Kudos on the success of their company, but it "black outs" the downtown. Add cohesiveness to the entire area, whether hanging plants, signage, etc, to "define" the downtown.
make it easier for business to be successful...branding, exposure
Clean up the appearance - make it a little more appealing with better shops. Improve the walkway to the riverside park. Have more events at the park to entice people to want to come downtown.
A natural food store, eg. Trader Joes, New Seasons
Better pedestrian's routes to walk there. I live less than a mile away but I have to walk on 99E and its loud and full of traffic. There's not a lot to do unless you have a specific plan to eat at a certain place or buy a certain item from a specific store. It doesn't encourage just hanging out.
1.Use of the buildings for retail on the ground floor currently occupied by Dark Horse 2 .Improve the cleanliness of streets and sidewalks 3.Businesses and property owners need to maintain the landscaping, including the trees
We need more shopping. I would love to be able to buy groceries and other things in Milwaukie. I would like to see the sewage treatment plant removed from the river front.
I would add a food-cart pod, I would remove the water treatment plant, I would drain kellogg lake and eliminate the dam, I would develop waterfront.

The parking restrictions are ridiculous. They make having a business and visiting the downtown area an unfriendly environment.
I would recall City Councilor <i>[name redacted]</i>
More shops and restaurants and larger variety. Keep the businesses coming in!
More street presence for shops and restaurants
Mostly everything suggested in this survey. It is pretty obvious that there has not been a substantial financial investment in the area, and this is obviously shown from the lack of diversity of shops and restaurants, the aesthetic looks of downtown Milwaukie, the amount of traffic and pedestrians in the city downtown when the Saturday Market is not going on (the polarization of this is really powerful. The Saturday Market shows us the potential traffic that downtown Milwaukie could have if we financed its improvement and did this improvement wisely and sustainably.
A shorter wait for the pedestrian lights at McLoughlin Blvd. and more time to cross.
If it was cleaner.
Need a real bakery, like Grand, not just coffee shop selling some pastry.
Bring in more business. We don't need more bars however.
See above
More pedestrian friendly
I would love to see a connector to the waterfront, perhaps a walking bridge that went over 99 and to the waterfront park. We have to utilize that area.
I think downtown Milwaukie will improve as it grows. The newer developments, nearest the library have attracted interesting businesses likely to attract visitors. The older area near Cha Cha Cha!s has charm and lovely trees. I'd like to see the other areas, out toward the post office and surrounding Main St invested in before encouraging growth outside the downtown core. This would improve walkability, give a single area to spend a good chunk of time visiting a variety of places and foster the bonds of community. It might also attract visitors looking for a family friendly alternative to Portland and more accommodating to a younger crowd than Lake Oswego or Sellwood.
It's isolated and too hard to get into from my neighborhood (Ardenwald).
Nothing really!
The front of Milwaukie facing McLoughlin is awful. The buildings close to the light rail stop are also very sad looking. I wonder what it would take to get business development energized in DT Milwaukie. I'm very excited about light rail and the Adams street project. And the bridge that will connect DT Milwaukie to the riverfront is fantastic news.
More small scale retail shops
More and better shopping, dining and drinking options. Fewer crackheads and crummy bars. A decent place to hear music.
A good, high quality grocery store, e.g., smaller version of New Seasons or even Trader Joe's. Definitely not another convenience store, Safeway or Albertson's.
The constant construction. I don't there has been a summer in the last 10 years where you don't have some sort of construction going on.
More shopping opportunities would make it more appealing for people to just hang out downtown.

Make it more of a destination with more restaurants and more shops, a Trader Joes, a nice park with a fountain.
More food stores
Add a Trader Joes
trash removal
leave the vintage buildings alone or if new ones are needed make them retro style
Keep transit center separate; Keep Portland sickness and perversion out; way more clean and moral activities
More parking, less public transportation. No light rail
no light rail
parking for farmers market
more small town feel
access to riverfront park, bike lanes or boulevards should be added
transit area needs to look cleaner
more parking, no light rail, more shops
the physical appeal of the area and kid friendliness
shops, pedestrian areas, upperscale housing
parking limitations (no restrictions)
more shops and updated storefronts
more businesses that were open and one that has longer hours
Fewer bars. Lots of town drunks. not family friendly
Have a more "alive" downtown, but not frantic and overbusy like the Pearl, Hawthorne and other SE Portland areas
taller buildings, office or apartments above, more cohesive look, grocery store, pharmacy, more stores
parking options and healthy grocery store
more retail, more medical, playground at river
more entertainment, dining
more variety of places to shops, sit, visit; more green
better pedestrian access to river
return to small town atmosphere
2 hour parking limit needs to be longer
More variety of places to shop.
have all businesses closed on Sundays, less shopping more green areas
create a large public park; more bike friendly; more buildings like North Main
more retail, varied parking time limits, housing nearby
parking, sidewalks
A trader Joe's instead of one of the banks
More mass transit options, more bike parking, less dependency on fines for violations for funding. more coordination with surrounding municipalities
bring max, grocer
we need a real grocery store

walkway over 99 to river
Facelift of some businesses. Wider variety. Better access to riverfront. More variety of use than glorified boat ramp. get rid of stupid trinket shop that was once a Perry's Rx. Could be restored as a retro/historical site
large number of spaces taken up by non-retail space
grocery store - kind of a sellwood feel, more walkable, more bike friendly, safer sidewalks, cleaner streets
more health and sustainable options
copy places like Belmont, Mississippi, Multnomah Village
paint murals on the walls like Angulene, France which is Europe's comic book capital
antique mall is most interesting - bank and post office good - clean it up and get affordable
Put more active businesses on McLoughlin Blvd & 21st, more multifamily housing around the rail tracks
Traffic control update. sidewalks update
encourage uses of ground floor business that are more open/useful to the public
More shops, grocery store!!
Update old main area with new businesses
Hmmm....don't know
Transit Center

Question #38 - What would you like to see in Downtown Milwaukie that is not there today?

Plaza, Kellogg park
A better variety of really good non-chain restaurants/no fast food type places, just quality. A variety of interesting stores/offices/outdoor courtyard with music and great food. If a grocery store goes in, please DO NOT make it a Safeway, Albertsons or Fred Meyer. Market of Choice or New Seasons or something different but something that sells quality food/local food.
GROCERY STORE, bike lanes, big mature trees, a good bar or pub,
shops restaurants bars marina
Housing and more retail on Main.
a destination place - Riverfront Park
The presence of a well organized group of business and property owners who are positive thinking and interested in making the downtown a better commercial environment for all.
Decent restaurants and entertainment.
A consultant to tell these people that their buildings often look dreary, need brightening up, lighted, plants in front, look interesting! Most small business owners know zip about decorating, landscaping, and curb appeal.
A real park at the waterfront.
A neighborhood health foods and/or grocery store (i.e. Green Grocer, Food Front, Trader Joe's, New Seasons) that sells local produce and products.
Grocery store.

Improved waterfront and easy access to the waterfront from Main Street. More stores. More restaurants. A reason to go there. A play house would be great; we have the Century Players already here.
A variety of window retail stores, ice cream shop, New Season grocery store, a family brewery pub, and a save connection to the Willamette river.
A Hotel/Restaurant which would help draw visitors, because as it stands, someone could not stay overnight in Milwaukie even if they wanted to.
a grocery store; a family dining restaurant like Applebee's or Claim Jumper; multi story car park on the Cash Spot location. Would like to see the plaza at Adams Street completed and built out with retail that is pertinent to transit users and others.
grocery store
All the retail ideas I mentioned before. I'd like to see American Flags placed in rows on every sidewalk (there used to be special holes in the sidewalk for that) for every national holiday (Westmoreland does it right), I'd like to see the near life-size 3-D Nativity Scene on the front lawn of City Hall every Christmas Season and the Boy Scouts selling Christmas trees on the lawn of City Hall just like it was always done every year for decades in the 50's 60's and 70's, so easy to meet your friends at City Hall when you bought your fresh tree, I'd like to see a Community Art Gallery with monthly shows of local and regional artists with a section of rotating exhibits from Milwaukie Museum & Clackamas History Museum, historic plaques on each block highlighting Milwaukie. History. Milwaukie needs fun, toys, art, music, culture, flowers, twinkling lights, community trivia night's downtown with fun prizes to get people out and meet and have fun together. We need a city pie contest, a chili cook-off, a barbeque sauce contest, a best cookie in the city contest, best whatever contest, biggest vegetable grown in the city contest, prettiest chicken contest, cutest dog in the city contest, all sorts of creative fun things which get people out and involved in the community. Milwaukie needs fun, creative ideas to happen, not stupid, low-class toilet seat tossing contests, like that's ever going to happen in Lake Oswego. Get a clue.
Grocery store.
Hwy 99 street signs (not including giant vans parked with advertisements) letting people know about the shops restaurants & entertainment on Main sty. That they do exist
Grocery shopping
More variety of quality shopping.
nothing
Either a grocery store or some other more 'green' market type. I have heard rumor that someone is thinking of opening a yogurt shop - but don't think they ever will.
More housing to give downtown a more welcoming, bustling feel.
Clothing stores; grocery store; Sushi land!
New Seasons
A real post office
More and varied retail businesses.
see #37
Not sure
More retail, more interaction, more things to discover. Downtown Gresham has a great core because there is a mix of "not trashy" places, but a wide variety of businesses/retail. Right now, downtown Milwaukie does not feel like a destination, or a cool way to spend a couple hours exploring.

more shops
Trader Joe's, better/more restaurants, better retail shops, hair salon
Grocery store
Nicer, less sketchy bars. The Max. More family/community parks to hang out in.
1. A grocery store, New Seasons 2. Businesses that provide rentals for recreational purposes, to use for activities on the river, kayak rentals, etc
see # 37
Food carts, more affordable housing, grocery store,
Mixed use parking that accommodates all kinds of visitors and does not require people to run around the block every 2 hours
New seasons or whole foods
Grocery store
Can't wait for the orange line MAX to come through, a pizza by the slice place, a frozen yogurt establishment, a grocery store, etc.
More street amenities
See above at various comment boxes. A lot needs to change and be added for our downtown area to thrive as it should, especially to align the timeline when the max line comes out to Milwaukie. What a terrific opportunity to improve our downtown area and get the business from the max system. But we must act quickly, and I fully support this action.
More Vegan options for dining, a thrift or consignment shop, a toy store.
A connection between the waterfront and downtown
A reasonably priced grocery store.
nice shops
Same as 37.
Retail shops
Yogurt or ice cream shop!
More businesses
A nicer restaurant. Perhaps a cool brewpub. The entertainment life downtown is lacking. A brewpub would fit in perfectly.
A public park with a playground. A specialty grocer (trader Joes, new seasons). A pub or better, a theater pub.
Possibly a few more trash cans. It would help to keep litter off the streets. I pick up trash off the street when I see it. Sometimes I have to carry it a few blocks to a trash can.
High-end grocery store.
It seems as if everyone is looking to grab a piece of the same \$\$\$\$\$\$ in this economy three's less of that dollar available. Any of these concepts that take place....will cost \$\$\$\$\$\$\$\$\$\$\$\$\$\$ which means taxes. There are many better ways to invest these taxes, than sidewalks, window size requirements. Those taxes will be on the small businesses and citizens. Invest the \$\$\$\$\$\$ in schools, services for families etc.
A grocery store. A Starbucks. Selfishly I'd like to see an independent movie theater but doubt that the numbers are there.
A Green Zebra grocery store....or a Zupan's

More waterfront development; better stores; more things to do at night.
See #37. In addition, less fast food, one or two more quality restaurants; a couple of good brew pubs.
Better restaurants & bars. More nightlife.
More park space, especially with a play structure or swings (maybe on the river front, but anywhere would do).
Better access to/development of Waterfront. Paddleboats, kayaking.
grocery store, not a chain
More restaurants
Grocery
More smiling faces and City employees happy helping citizens
Small independent shops (shoe store, clothing)
more kid type stores, more book and coffee places
family spaces
more parking
More spaces. everything is so congested
grocery store
bike lanes
Main street as pedestrian boulevard
more places to shop
grocery store, shops, more parking
easy access to river, walkways, safe environment
more foot traffic
businesses open later
A walkway over McLoughlin to the water, more stores
A hardware store. Small grocer not geared towards the 1%. pizzicato
more businesses
grocery store, pizza, pub, pharmacy, river access
city playground
river access for pedestrians
safer to get across 99E
grocery store
clothing store,
Dutch Bros. Coffee
more variety of stores, place to eat, etc.
street vendors, live music
toy store, clothing store, shoe store, natural grocer
more parks
Trader Joes, American Apparel, upscale grocer, high volume
light rail
max stop / grocer
grocery store

walkway over 99 and a nice grocery store - Trader Joe's would be awesome
more culture/events/activities
places where we could buy things we need like hardware
food co-op or new seasons
boutiques, sidewalk cafés
more family-oriented businesses, less bars and expensive restaurants - clean environment - safe for all ages, viable parking
a parking structure
more comprehensive postal facility
grocery store like cherry sprout produce or village market
Good grocery store with pharmacy
Grocery store!!
Entertainment Venue - music, performing arts theater, grocery, yoga studio/dance
The water front
More small retail business
Formal dining with river views- "not cafes" - women focused clothiers and shops

Question #39 - Based on your response to #38, what would help Downtown Milwaukie make this a reality?

Money and less silly regulations
Probably if there was better use of the space in downtown. There seems to be a lot of wasted space, unused space or extremely outdated businesses taking up space.
more people, better tree policy,
Money
Too many people are fearful of change. There are sensitive ways to develop new housing which fits the neighborhood and brings with it lots of folks who want to eat a piece of pie, buy a pair of shoes or check out a book from the Library. Main street will never reach its potential and community events will never attain their critical mass until more people are living downtown.
Government and business unified and appreciative of each other
A unified voice for the business community that is led by a forward thinking business that has a major stake (investment and presence) in the downtown.
Start with a good restaurant on the river front. Then perhaps the city needs a community development and planning department that knows how to make this happen, and isn't Portland centric PSU minded and capable of original ideas and thought. We have some events at the Pond House that draw good numbers but there is nothing open downtown for people to go to afterwards. If you have been downtown after about 7pm it is empty.
A public survey asking what people think about specific blocks and show it to business owners.
Money and motivation.
Not sure.
not sure
Take away the dam and move the sewer plant.
Cooperation of property owners and the city.

employment of a qualified economic development specialist
Lower business license fees for small biz as explained above. Make a public call to all practicing artists in the area to brainstorm a way to have a public community art space for monthly shows, gather people of common interests to brainstorm how to get more flowers and trees in Milwaukie, get fun competitive public competitions (mentioned in #38), invite leaders from other culture groups in other local cities who've done these things successfully and have them train our people.
Eliminate policy barriers which discourage businesses from locating here in downtown, lower fees and streamline red tape.
Rick Perry invites Gun makers to relocate to Texas; Milwaukie needs to be really friendly to businesses looking for a location.
More shoppers.
By using the same set up as the Milwaukie founded in 1847 banners possibly replacing half of the current banners with more helpful messages letting people know what types of businesses are on Main st. (Not specific businesses). For example: Shops-Restaurants-Entertainment funding could come from the business owners (possibly an increase in license). Fee's & with some help from city improvements. Cost could be minimal
More space
na
Milwaukie needs to decide where they want to go as a city. With Dark Horse such a presence downtown - perhaps it becomes the comic book destination of the world! I just don't know what types of shops that would involve, but there could be a comic book character parade/festival.
Zoning code maybe?
Not sure; maybe don't charge people so much for street improvements when they remodel their buildings.
The city should be easier to work with to encourage more business to come in.
savvy entrepreneur who realizes Milwaukie is gonna be THE SPOT when that light rail is done
Check out downtown Gresham, downtown Silverton. Open up more retail! Move out Dark Horse.
limiting the bureaucracy that business need to go thru to become a reality
Improve the image of Milwaukie. It doesn't have a lot of appeal to most shoppers/diners currently.
Better marketing of Milwaukie, demographics have changed
Fill economic development vacancy
People need a reason to come to Milwaukie. The Farmer's Market is a good start. A baseball team would have been great as a way to bring people in. Milwaukie needs an identity.
Spreading the word, designate areas for development, talk to existing businesses, hold town hall meetings regarding options.
Change the parking time limits and open up more parking spaces
MAX completion. City should Reach out to these stores to see what it would take
Finding a good location with a willing owner and developer
A bigger buy-in from community members, and potential business owners being aware that this is a place where people want to utilize your business and there is plenty of room!
Fund raisers, or perhaps a small development fee.

Place money into this project and begin construction as soon as possible.
Lower the disincentives to do business in the community- for instance; this city has a much higher business registration fee than surrounding areas.
Money
clean it up
Contact some bakeries to open a branch here.
Funding and an advertising campaign
Find a partnership with a brewpub.
Parks and public spaces that encourage people of all areas to think of Milwaukie as a destination, not just a place to stop quickly for one or two things. Tout our eclectic community and low rents to attract smaller shops like they have in Alberta. Is there a way to liaison with the high school to get our young people involved in civic projects and events?
Don't know.
An aggressive business development plan that markets the virtues of the city. The city has a lot to like: riverfront, proximity to the city, light rail, low crime rate, affordability, and the start of some good businesses. I would think a forward thinking retail developer would see some great potential.
encourage more flexible zoning
Encourage business owners to come to Milwaukie.
The Light Rail and attracting a different demographic to Milwaukie.
Different owners of the buildings. I feel as if the same people own multiple buildings with strong opinions and closed minds.
Fill vacant spaces
Free multistory parking garage
City planner responsibility - not "user friendly"
I don't own a car. I take buses.
riverside parking and safe crossing
not a parking structure
Unsure. don't add more buildings
maybe a parking structure by the gym and pizza parlor
move parking and limit traffic
good sidewalks
underground parking or parking garages, no light rail
a real plan
less restrictions for business owners, more incentive to open up shop
not sure
A stronger economy, maybe more retail stores
ample parking is already available
build a parking structure
family friendly place at river, not just boat owner
better, safer bike paths and light rail
parking structure

Clean up lot next to Bank of the West
public support
attract new residents, more business friendly
money, reach out to the businesses we want in here
one less bank
it should be obvious
enlightened zoning
someone who wants to open a grocery store in DT Milwaukie
Contact Trader Joes (I wrote them a request letter a couple of years ago but nothing came from it
retrofitted riverfront
eliminate big box retailers
light rail; bike facilities; maybe a shuttle service; water taxi, somehow sell the notion that people can walk a couple of blocks, someday a parking structure
no need for parking
More parking, good, inexpensive restaurants, clean up weeds. more family stuff - like antique mall fountain, "Things" store, cinema, etc. most bars are ugly - Libby's is the only affordable restaurant
building a parking structure across main st or 21st
willing entrepreneur
More density
Invite Trader Joes & McMenamin's
An identity - need reason to come to Milwaukie from other areas
After the buses are gone it will help parking
?
Convert the old Safeway to a department store, convert the [unreadable] to a river view restaurant!

Question #40 - Is there anything else you would like to add?

I think we should work on zoning that allows the downtown to become what we want without chasing out businesses that are there now. We should encourage property owners to redevelop to taller (3-4 story) buildings with office and residential on the upper floors.
Milwaukie's future will repeat its past. We as Milwaukians do not understand our history, our nature, and our relationship to the PDX community. Maybe we are trying to "fix" something that is not by our nature broken. Look around the entire town and ask yourself if this community is really pro-development and wanting change. I don't think it does, but then celebrate that with expanding our history and significance.
No
Stop trying to reinvent the downtown as it was in the 60/70s and find a niche for it in the current environment where it cannot compete against the Market Place. The remember the downtown is only a small part of Milwaukie. How about stop spending 99% of the time and money on 1% of the City.
I am wondering how many plans you are going to keep doing for downtown.

Driving North on Main Street, you must drive through a business' parking lot to turn around when you get past the few parking spaces there are.
Planners have spent too much effort and created too much animosity in strong-arming business owners to pay for unnecessary benches and bulb-outs. The sidewalks are fine as they are -- when there is enough walk-by traffic for stores that draw in hundreds of customers we can worry about that then.
The reality is Milwaukie has a revolving door of City Planners/employees who are continually cycling in and out of Milwaukie, Milwaukie is just another stop on their career ladder, so they have no real interest or understanding of how long-time locals feel about living in a small town like Milwaukie, and those employees don't live in Milwaukie in most cases. So, Milwaukie is always their "lab rat" to force the latest "planning trend" from Metro and the Agenda 21 high priesthood. Change and growth come from free market forces to supply a growing demand, just look at tablet computers for an example. A \$64-billion market.
After looking at the findings of this survey, focus on the highest ranking "wants" that's the Market expressing itself, and ignore the lowest ranking items, even if they are the "planners' pet projects" (light rail, is a perfect example of what people don't want, but it gets built anyway). When the grassroots people express what they want, and if there's enough of a market share where a provider can profit, then we'll see forward progress in seeing these "wants" become active realities in downtown Milwaukie.
Question 1. Yes on encouraging pedestrian activity. But 99 does not seem as dangerous as it is made out to be, many safe places to cross even if traffic was running fast but 30 mph does seem like a safe speed & again a solar digital speed sign would remind drivers if they are entering town of the safe speed
Your standards for me doing improvements on my building are too high when I am paying the bill.
no
While riding on the bus the other day, a fellow Portlander was spending his day off exploring the area. He began in OC and rode to Milwaukie. The three things he specifically wanted to see because someone told him they were "Milwaukie" was the Bomber (the plane, not the restaurant), Dark Horse, and the OLCC office. That's an interesting mix of high lights for a city.
As long as a business is respectable (no Dotty's, strip clubs, etc) and neat and clean I don't care what kind of business is downtown. All are welcome.
I can't wait for the pedestrian bridge from Island Station to be done!! Also, I hope the sewage plant goes away and we can make the waterfront park more attractive
Need more community activities. The Sunday market is great and draws a lot of people. I think we need more things like that. Concerts etc.
If you live here it is hard for you to have guest if they have to move their car every 2 hours. Where I come from they gave residents the option of buying a guest parking placard for 50\$ a year for their guest. Could there be some option for residents?
Thank you for looking at this issue! I'm excited Max is coming to town; as it will increase transportation ease into the future, and jump start our little city.
Thanks for asking.
Downtown Milwaukie could be like nw 23rd in Portland with the right moves, that is my vision.
City feels stuck in the past. It would be nice to have it be the trendy hip town to the south instead of an afterthought

Love downtown, and would also like to see more accessible waterfront walking, such as a pedestrian bridge from downtown over 99E
Thank you so much for creating this survey and giving me the opportunity to respond. I have been wanting this opportunity for a long time, so hopefully my time spent on this survey and my passionate voice will be heard and used as part of the data collected to move forward. Please do not hesitate to contact me further if you have any additional questions. Thank you so much again.
I chose not to relocate my business to the city of Milwaukie as I had planned to do because of the draconian traffic enforcement in my area - my customers would not be happy returning business after they got that speeding ticket for going a speed that would be the marked speed in surrounding communities.
Make Milwaukie safe!!
I love downtown Milwaukie and really think the potential is there for it to be even better. I have a 3-month old son and want to be able to take him to several family-friendly events downtown over the years. Events and activities would be awesome.
We originally looked at Milwaukie as a more affordable, secondary choice to living in Portland. Since moving here in 2007 we have been impressed by the choices Milwaukie has made for smart growth (and standing up to near-sighted naysayers). We are hopeful that continuing support from the community will help us grow in ways that benefit everyone.
I like the small businesses in Milwaukie. Please do not allow restaurant and retail chains (like Denny's, Ace Hardware, etc) into our downtown. Small businesses are so much more interesting. I love the soda shop and antique store downtown. One of my favorite places.
I'm excited to see what the recommendations will be. I would be willing to do volunteer business development work for the city if it was given high priority status by the city.
The library is one of the greatest resources downtown and should be funded more.
Loosen up Milwaukie
I work at the library and see so many families enthusiastically taking advantage of our services and Scott Park - it would be great to have more family-friendly things to keep those people with younger kids in the area. I know a lot of people visit the park along with the library, and I'm sure a park with a play structure (either there or within walking distance) would be a great asset. I also live in downtown and have a baby, and know that I would take advantage of a better park.
More second hand book stores or even a free book exchange store
Portland has enough weirdness. Let's make Milwaukie an oasis for the small ones to migrate to
no
we are very excited about the Max line coming
think of ways to make it a destination
the parking ticket person needs a better job ...
parking sucks
I have lived in Milwaukie less than a year. My daughter will attend MAA this fall
I love that people care about DT and the river
survey feels biased, bias against dark horse, non-retail space and didn't mention max line
I votes no on light rail, but didn't matter
I love Milwaukie
Less is better than more
McLoughlin speed traps are poor PR. For elders and disabled, transportation to surrounding areas can be difficult

We're moving in the right direction. we need more people living in Milwaukie and more tall apartments
need to make changes without messing with small town vibe
we really need a grocery store
I like the small town feel - would be nice to incorporate that into the plans
need political will
don't care about parking - looking forward to Max and better bike options
Light rail is a big mistake. Milwaukie will never be Hawthorne and should have a viable identity
I like Milwaukie. It's a pleasant and safe place to live (and work). That's near everything. try to keep all its creeks clean, clear and with natural surroundings
Downtown is much improved over the last several years. So kudos to the City leadership and Planning staff that has helped. Dark Horse just needs to make room for other types
Please no more surveys they just don't work because nothing gets <u>done</u>
Thank you for your patience in the pursuit of this change!

Appendix D4 – Formatted Hardcopy Survey (English & Spanish)

38. What would you like to see in Downtown Milwaukie that is not there today?
39. Based on your response to #38, what would help Downtown Milwaukie make this a reality?
40. Is there anything else you would like to tell us?

Please tell us a little about yourself ...

41. Zip code _____
42. Nearest Milwaukie intersection to where you live _____
43. If you don't live in Milwaukie, indicate the nearest intersection to your place of business or employment in Milwaukie _____
44. Age _____ 45. Gender _____
46. How would you like to be involved? _____
47. Would you like to be contacted for an interview to discuss your experience and perspective about downtown Milwaukie?
 Yes No
- If "Yes" to #47 and/ or you would like to receive updates about the project and future events, please provide your contact information below:**
- Name _____
 Email _____
 Phone _____

YOUR information is very helpful



Milwaukie has multiple core commercial central Milwaukie, and other smaller city. The Commercial Core Enhancement Project the community wants to see in these city. The CCEP project kicked off in April 2019 phases:

- Phase 1: Fresh Look Milwaukie: Downtown
- Phase 2: Downtown Plan and Code Major
- Phase 3: Central Milwaukie Land Use and
- Phase 4: Neighborhood Main Streets Improvements

The Fresh Look Milwaukie: Downtown Policies and regulations that shape development in Milwaukie to make sure that they reflect the needs of downtown.

Fresh Look project goals include the engagement of community members, in order to identify and address the needs of Downtown Milwaukie. The results will ensure the current plans for downtown line up with the community's needs and desires.

- 1 you can complete the survey online at www.ci.milwaukie.or.us/planning/fresh-look
- 2 or return it in person or by mail to 6101 SE Johnson Creek Blvd, Milwaukie, OR 97138
- 3 or use one of two drop-off locations: City Hall or Ledding Library

thank YOU for your help!



1 The following questions relate to the transportation and pedestrian network in downtown Milwaukee. Please indicate your level of agreement by checking one box for each answer.

#	question	strongly disagree	disagree	neutral	agree	strongly agree	no opinion
1	Development in downtown Milwaukee should encourage pedestrian activity and safety on McLoughlin Blvd (Highway 99)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I would visit downtown more if there was better connection to the open space by the Williamette River (known as Riverfront Park)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	There are standards relating to ground floor windows, doors and wider sidewalk standards that apply only to Main Street. These standards should also apply to other streets in downtown Milwaukee such as:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3a	21st Ave?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3b	McLoughlin Blvd?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I can usually find parking when I visit Downtown Milwaukee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I would be willing to trade some on-street parking for wider sidewalks to allow for outdoor seating, benches, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Downtown Milwaukee currently meets the needs of pedestrians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Downtown Milwaukee currently meets the needs of bicycle riders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Downtown Milwaukee currently meets the needs of transit users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate your level of agreement by checking one box for each answer.

6 The following items make up a vibrant downtown:

#	question	strongly disagree	disagree	neutral	agree	strongly agree	no opinion
28	Increased variety of shopping options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	Increased variety of dining options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	Ample parking is available in downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31	Wide sidewalks with outdoor seating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32	Increased variety of public spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33	Increased variety of services (i.e. medical, insurance office)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34	Places to quickly eat and shop during a work day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35	A destination for meeting your daily needs (grocery shopping, pharmacy, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us a little about what you think of Downtown Milwaukee.

36. What are your favorite things about Downtown Milwaukee?
37. What, if anything, would you change about Downtown Milwaukee?

24. Downtown Milwaukie could benefit from more:
- Retail
 - Restaurants
 - Offices
 - Services (for example, a bank)
 - Grocery Store
 - Public Events
 - None of the above
25. The reason(s) I would shop downtown more often is if: (check all that apply)
- There were more parking
 - There were more places to shop
 - There were more variety of places to shop
 - There were more events in downtown
 - Downtown was more pleasant to walk in
 - Other _____
26. The reason(s) I would visit downtown more often is if: (check all that apply)
- There were more parking
 - There were more to do in downtown
 - There were more people in downtown
 - Streets were safer for walking
 - I lived closer/was able to live closer
 - There were a grocery store
 - There were an arts and culture venue
 - Other _____
 - Nothing would make me visit downtown more
27. If you chose "Nothing would make me visit downtown more", might there be conditions that would cause you to change your answer?
- Yes
- No
- If so please explain: _____



we appreciate **YOUR** *input*

#	question	strongly disagree	disagree	neutral	agree	strongly agree	no opinion
9	Ground level businesses should have windows that I can see into as I walk by	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Policies for downtown should allow for office development on the ground floor of Main St buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	I don't mind buildings that are built to the sidewalk and taller than three stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Ground level businesses should be open for the public to drop by	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Smaller pedestrian-oriented "pocket parks" and plazas should be encouraged as part of new development in downtown Milwaukie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us a little about your relationship to Downtown Milwaukie in general.

14. Please tell us which of these apply to you? (check all that apply)
- I live in Milwaukie
 - I work in Milwaukie
 - I own a business in Milwaukie
 - I own a home in Milwaukie
 - Other _____
 - None of them apply
15. In your response(s) to the above question, are any of the following in Downtown? (check all that apply)
- The home I live in
 - My Work
 - My Business
 - The home I own
 - None

16. I visit Downtown Milwaukee to ...
(check all that apply)
- Work
 - Shop
 - Eat
 - Entertainment
 - visit parks
 - Attend public meetings
 - Attend events in downtown
 - Utilize public resources (library, etc.)
 - Attend school or drop someone off at school
 - Other: _____
17. If you visit Downtown Milwaukee, what time of day do you most often visit?
- Morning
 - Daytime
 - Afternoon
 - Evening
18. How frequently do you visit Downtown Milwaukee?
- Daily or almost daily
 - Weekly
 - Weekends only
 - Monthly
 - Rarely (a few times per year)
 - Never
 - I travel through but do not stop there

The following questions are related to what you do in downtown Milwaukee and how often.

19. On Average, how often do you visit the downtown to shop or dine?
- More than once a week
 - Once a Week
 - Every two to three weeks
 - Once a Month or more
 - Once every six months to a year
 - Never
20. On Average, how often do you visit the downtown to go to meetings or attend events?
- More than once a week
 - Once a Week
 - Every two to three weeks
 - Once a Month or more
 - Once every six months to a year
 - Never



21. On Average, how often do you visit the downtown to run errands (e.g., post office)?
- More than once a week
 - Once a Week
 - Every two to three weeks
 - Once a Month or more
 - Once every six months to a year
 - Never
- The following questions are related to the businesses in downtown Milwaukee.**

22. In your opinion, what is the biggest challenge for businesses in downtown Milwaukee?
- Lack of customers living nearby
 - Lack of downtown branding
 - Lack of year-round activities downtown
 - Lack of coordination between downtown business owners
 - Zoning restrictions on new development and new uses
 - Other: _____
 - Don't know
23. In Downtown Milwaukee, ground-level business space should have:
- Commercial uses, such as retail and restaurants only
 - Offices and other non-retail uses (for example, a bank) only
 - A mix of both offices and high-traffic retail
 - Separated clusters of retail and office uses, in distinct areas.
 - Use type doesn't matter as long as they attract on-street activity and provide a pleasant pedestrian experience

thank YOU
for participating in the SURVEY!

Fresh Look MILWAUKIE:

Downtown ROAD MAP project

ENCUESTA comunitaria

Milwaukie tiene varios lugares comerciales, incluyendo downtown (el centro), y en diversos lugares alrededor de la ciudad. El **Commercial Core Enhancement Program** (CCEP) busca determinar lo que la comunidad quiere ver en estas áreas comerciales y como hacerlo. Este proyecto inició en Abril del 2013 y será completado en cuatro fases:

Fase 1: Fresh Look Milwaukie: Downtown Road Map

Fase 2: Downtown Plan and Code Major “Refresh”

Fase 3: Central Milwaukie Land Use and Transportation Plan

Fase 4: Neighborhood Main Streets Implementation

El proyecto *Fresh Look Milwaukie: Downtown Road Map* tiene como objetivo revisar las políticas y reglamentos que impactan el uso y desarrollo en Downtown Milwaukie para asegurarse que reflejan el deseo de la comunidad.

Los objetivos del proyecto *Fresh Look* incluyen la **participación de los miembros de la comunidad**, para identificar prioridades y valores asociados con Downtown Milwaukie. Los resultados proporcionarán una base para asegurarse que los planes actuales de downtown se alinean de acuerdo a los valores y deseos de la comunidad.

Atentament,

ALIGN planning

Las siguientes preguntas son en relación a la red peatonal y de transporte en el downtown de Milwaukie. Por favor indique su nivel de acuerdo marcando una casilla para cada respuesta.

#	Cuestión	muy en	Desacuerdo	Neutral	de acuerdo	muy de acuerdo	Sin Opinion
1	El desarrollo en Downtown Milwaukie debe fomentar actividad peatonal y seguridad en McLoughlin Blvd (Carretera 99)						
2	Me gustaría visitar downtown con más frecuencia si hubiera mejor conexión con las áreas libres junto al Río Willamette. (Riverfront Park)						
3	Existen normas relacionadas a las ventanas en la planta baja, las puertas y las banquetas más amplias que sólo se aplican a Main Street. Estas normas deberían aplicarse también a otras calles de downtown Milwaukie, por ejemplo:						
3a	21 st Ave?						
3b	McLoughlin Blvd?						
4	Normalmente puedo encontrar estacionamiento cuando visito Downtown Milwaukie						
5	Yo estaría dispuesto a renunciar al estacionamiento en la calle y tener banquetas más anchas para tener asientos al aire libre, bancas, etc.						
6	Actualmente Downtown Milwaukie cumple con las necesidades de los peatones.						
7	Actualmente Downtown Milwaukie cumple con las necesidades de los ciclistas.						
8	Actualmente Downtown Milwaukie cumple con las necesidades de tránsito.						
9	Los negocios situados en la planta baja deberían de tener aparadores o ventanas que puedan verse al caminar.						
10	Las reglas para el centro de la ciudad deberían permitir el desarrollo de oficinas en la planta baja de edificios en Main St.						

#	Cuestión	muy en	Desacuerdo	Neutral	de acuerdo	muy de acuerdo	Sin Opinion
11	No tengo inconveniente en que los edificios sean construídos hasta la banqueta y que sean de más de de tres plantas.						
12	Los negocios situados en la planta baja deberían estar abiertos para que el público pueda visitarlos.						
13	Debería impulsarse la construcción de pequeños parques y plazas para peatones, como parte de un desarrollo nuevo en Downtown Milwaukie.						

Por favor, cuéntenos un poco acerca de su relación con Downtown Milwaukie en general.

14. Por favor díganos cuál de las siguientes opciones se relaciona con usted (marque todas las que correspondan)

- | | |
|---|---|
| <input type="checkbox"/> Vivo en Milwaukie | <input type="checkbox"/> Trabajo en Milwaukie |
| <input type="checkbox"/> Soy dueño de un negocio en Milwaukie | <input type="checkbox"/> Soy dueño de una casa en Milwaukie |
| <input type="checkbox"/> Otro _____ | <input type="checkbox"/> Ninguna de ellas aplica |

15. Alguna(s) de su(s) respuesta(s) a la pregunta anterior se relaciona(n) con Downtown? (marque todas las que correspondan)

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> La casa en donde vivo | <input type="checkbox"/> Mi empleador |
| <input type="checkbox"/> Mi negocio | <input type="checkbox"/> Ninguna |
| <input type="checkbox"/> Una casa / edificio del/de la cuál soy dueño, pero no vivo ahí | |

16. Visito Downtown Milwaukie para ... (marque todas las que correspondan)

- | | |
|--|--|
| <input type="checkbox"/> Trabajar | <input type="checkbox"/> Ir de compras |
| <input type="checkbox"/> Comer | <input type="checkbox"/> Entretenimiento |
| <input type="checkbox"/> Visitar parques | <input type="checkbox"/> Reuniones públicas |
| <input type="checkbox"/> Eventos | <input type="checkbox"/> Utilizar recursos públicos (biblioteca, etc.) |
| <input type="checkbox"/> Ir a la escuela o dejar a alguien en la escuela | <input type="checkbox"/> Otro: _____ |

17. ¿Si usted visita Milwaukie, a qué hora lo hace más frecuentemente?

- | | |
|------------------------------------|---------------------------------------|
| <input type="checkbox"/> La Mañana | <input type="checkbox"/> El Medio día |
| <input type="checkbox"/> La Tarde | <input type="checkbox"/> La Noche |

18. ¿Con qué frecuencia visita usted Downtown Milwaukie?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Diario o casi diario | <input type="checkbox"/> Semanalmente |
| <input type="checkbox"/> Sólo los fines de semana | <input type="checkbox"/> Mensualmente |
| <input type="checkbox"/> Raramente (un par de veces al año) | <input type="checkbox"/> Nunca |
| <input type="checkbox"/> Pasa por Milwaukie, l, pero no se detiene | |

Las siguientes preguntas están relacionadas con lo que usted hace en Downtown Milwaukie y con qué frecuencia.

19. En promedio, ¿con qué frecuencia visita usted el centro para ir de compras o cenar?

- | | |
|---|---|
| <input type="checkbox"/> Más de una vez a la semana | <input type="checkbox"/> Una vez a la semana |
| <input type="checkbox"/> Cada dos o tres semanas | <input type="checkbox"/> Una vez al mes o más |
| <input type="checkbox"/> Una vez cada seis meses o un año | <input type="checkbox"/> Nunca |

20. En promedio, ¿con qué frecuencia visita usted el centro para asistir a reuniones o eventos

- | | |
|---|---|
| <input type="checkbox"/> Más de una vez a la semana | <input type="checkbox"/> Una vez a la semana |
| <input type="checkbox"/> Cada dos o tres semanas | <input type="checkbox"/> Una vez al mes o más |
| <input type="checkbox"/> Una vez cada seis meses o un año | <input type="checkbox"/> Nunca |

21. En promedio, ¿con qué frecuencia visita usted el centro de la ciudad para hacer los mandados (por ejemplo, la oficina de correos)?

- | | |
|---|---|
| <input type="checkbox"/> Más de una vez a la semana | <input type="checkbox"/> Una vez a la semana |
| <input type="checkbox"/> Cada dos o tres semanas | <input type="checkbox"/> Una vez al mes o más |
| <input type="checkbox"/> Una vez cada seis meses o un año | <input type="checkbox"/> Nunca |

Las siguientes preguntas están relacionadas con los negocios en Downtown Milwaukie.

22. En su opinión, ¿cuál es el mayor desafío que enfrenta el centro Milwaukie?

- La falta de clientes que viven cerca.
- La falta de la comercialización del centro
- La falta de actividades durante todo el año
- Restricciones de zona sobre nuevos desarrollos y nuevos usos
- Otro _____
- No lo sé

23. Los negocios que se encuentran en la planta baja de un edificio en Downtown Milwaukie deben tener:

- Uso comercial, solamente restaurantes y comercios minoristas.
- Oficinas y otros usos no comerciales solamente (por ejemplo, un banco)
- Una mezcla de oficinas y comercios con mayor ventas/servicios
- Grupos separados de usos comerciales y de oficinas, en distintas áreas.
- El tipo de uso no importa. Lo importante es que puedan atraer movimiento y ofrezcan una agradable experiencia para los peatones.

24. Downtown Milwaukie se beneficiaría de tener más:

- | | |
|---|--|
| <input type="checkbox"/> Tiendas / venta al por menor | <input type="checkbox"/> Restaurantes |
| <input type="checkbox"/> Oficinas | <input type="checkbox"/> Servicios (por ejemplo, un banco) |
| <input type="checkbox"/> Supermercado | <input type="checkbox"/> Eventos publicos |
| <input type="checkbox"/> Ninguna de las opciones mencionadas arriba | |

25. La(s) razón(es) por la(s) que yo compraría en downtown más a menudo es(son), si: (marque todas las que correspondan)

- Hubiera más estacionamiento
- Hubieran más lugares para ir de compras
- Hubiera más variedad de lugares par ir de compras
- Hubiera más eventos
- Downtown fuera un lugar más agradable para caminar
- Otro

Si usted eligió “otro”, por favor especifique:

26. La(s) razón(es) por la(s) cual(es) yo visitaría downtown Milwaukie más a menudo es(son), si: (marque todas las que correspondan)

- Hubiera más estacionamiento
- Hubiera más cosas que hacer en downtown
- Hubiera más gente en downtown
- Las calles fueran más seguras para caminar
- Viviera más cerca / pudiera vivir más cerca
- Hubiera un supermercado
- Hubiera un centro de artes y cultura.
- Otro:
- Nada me haría visitar más el centro de Milwaukie

Si usted eligió “otro”, por favor especifique:

27. Si ha seleccionado "Nada me haría visitar más el centro de Milwaukie", habrían condiciones que lo harían cambiar su respuesta?

- a. Si
- b. No

Si las hay, por favor explique:

Favor de indicar su nivel de acuerdo marcando una casilla para cada respuesta.

Los siguientes elementos constituyen un downtown vibrante:

#	Cuestión	Mayor en desacuerdo	Desacuerdo	Neutral	de acuerdo	muy de acuerdo	Sin Opinion
28	El aumento de variedad de opciones de compras						
29	Mayor variedad de lugares para comer						
30	Amplio estacionamiento disponible en el centro						
31	Amplias banquetas con mesas al aire libre						
32	Mayor variedad de espacios públicos						
33	Mayor variedad de servicios (es decir, médico, seguro de oficina)						
34	Lugares para comer y comprar rápidamente durante un día de trabajo						
35	Un destino para satisfacer sus necesidades diarias (compras de supermercado, farmacia, etc)						

Por favor díganos un poco sobre lo que piense usted de Downtown Milwaukie.

36. ¿Qué es lo que más le gusta de Downtown Milwaukie?

37. ¿Qué es, si existe algo que le gustaría cambiar sobre Downtown Milwaukie?

38. Que le gustaría ver a usted en Downtown Milwaukie que actualmente no lo tiene?

39. En base a su respuesta a la pregunta #38, ¿qué ayudaría a Downtown Milwaukie a hacer esto una realidad?

40. ¿Hay algo más que le gustaría agregar?

Por favor díganos un poco sobre usted ...

41. Código postal _____

42. Intersección de Milwaukie más cercana a su domicilio: _____

43. Si usted no vive en Milwaukie, indique la intersección más cercana a su lugar de trabajo o empleo en Milwaukie: _____

44. Edad: _____

45. Sexo: ___ Femenino ___ Masculino

46. ¿Cómo le gustaría participar? [tal vez en un foro abierto, discusión en pequeños grupos, correos electrónicos, entrevistas]

___ ___ No gracias

47. ¿Le gustaría ser contactado para asistir a una entrevista y compartir su experiencia y perspectiva sobre el centro de Milwaukie? Si es así, por favor proporcione su nombre e información de contacto aquí:

Si usted desea recibir actualizaciones sobre el proyecto y futuros eventos, por favor proporcione la siguiente información (opcional):

Nombre _____

Email _____

Teléfono _____

*Su información es muy útil
¡gracias por SU ayuda!*

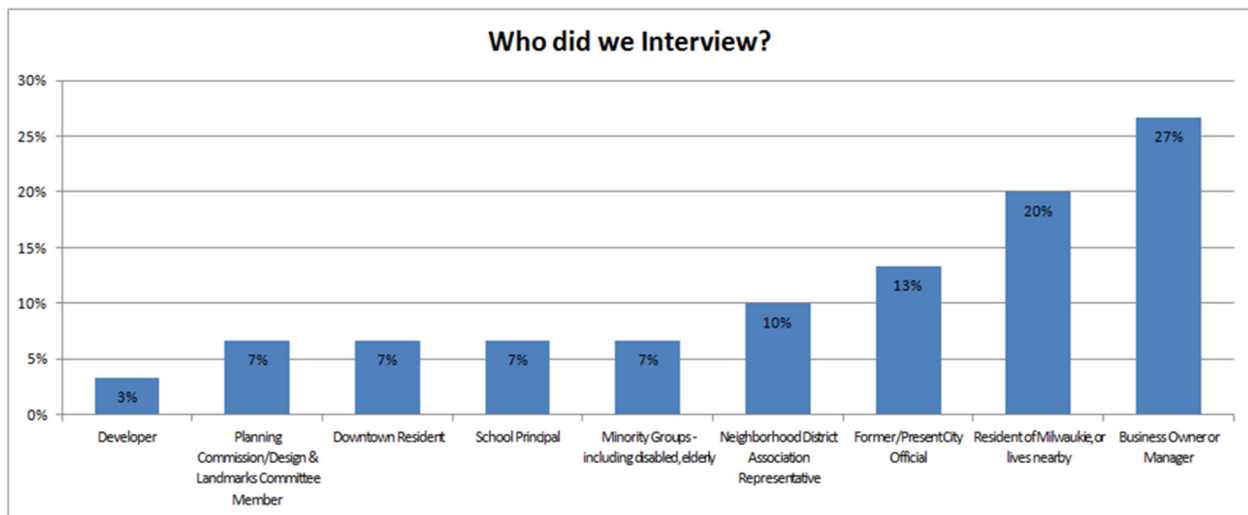
SUMMARY

Fresh Look Milwaukie: Downtown Road Map Interviews

April – May 2013

Introduction:

This is a synthesis of results from a total of 30 interviews conducted by the ALIGN planning team. The respondents represent a wide variety of groups, some representing more than one. The team contacted downtown business owners, neighborhood district representatives, City officials, residents of Milwaukie, and representatives of minority groups, including artists, elderly and the disabled with requests for interviews.



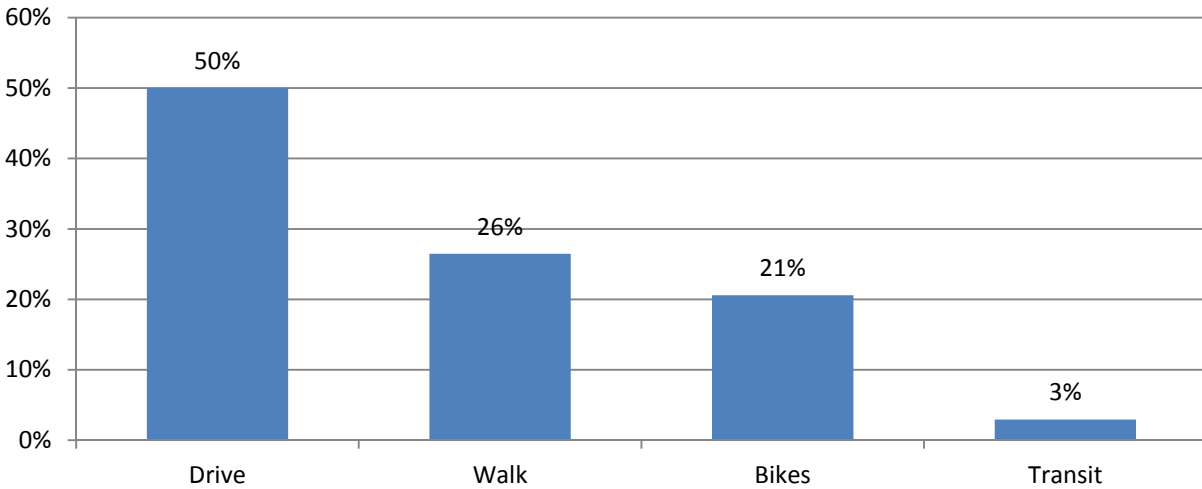
Objective and Overview:

The interviews present an opportunity to get a more nuanced and in-depth understanding of the interviewee's experience with downtown Milwaukie. The interviews were informal and often one-on-one with a ALIGN team member. The interview questions were:

1. What is your relationship to downtown?
2. How do you travel to downtown?
3. What are characteristics/strengths of downtown that you most appreciate?
4. What are your top 3 opportunities to build on strengths of downtown? Why?
5. What are 3 things you think are missing in Downtown OR 3 challenge areas that need improvement?
6. What are the 3 biggest obstacles to getting positive things to happen in downtown? Why?
7. Recommendations for public engagement?

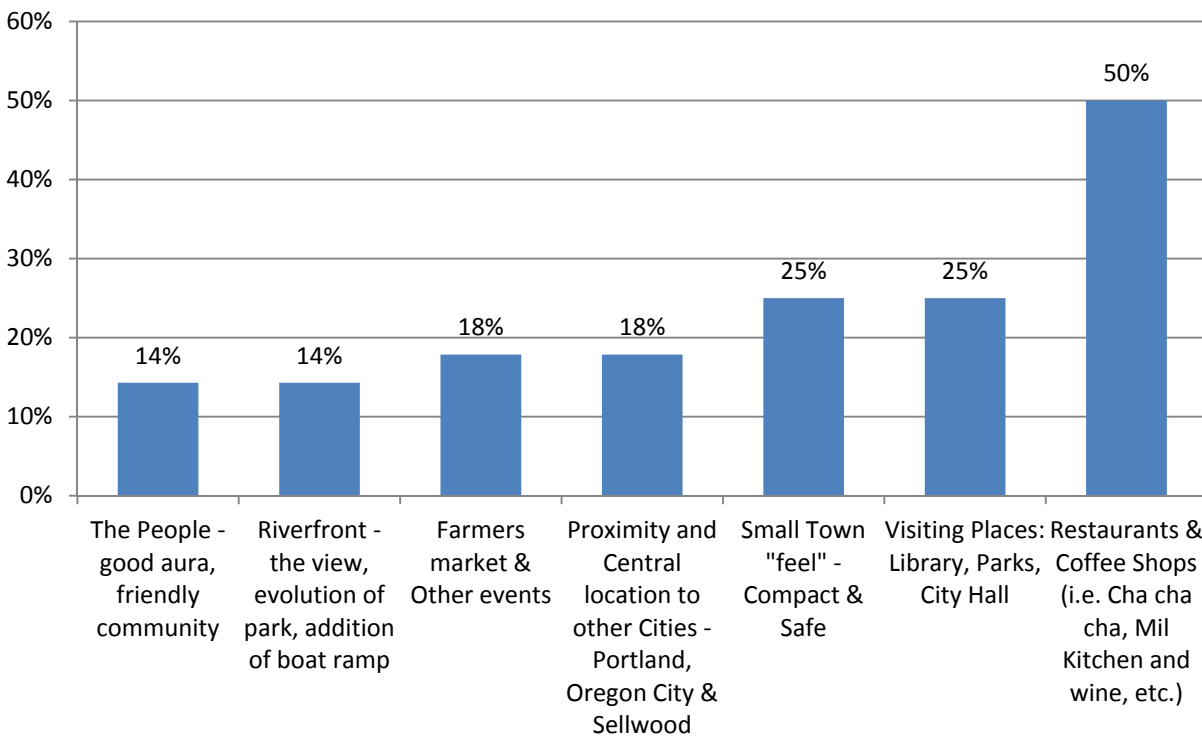
Results:

Question #2 - How do you travel to Downtown?

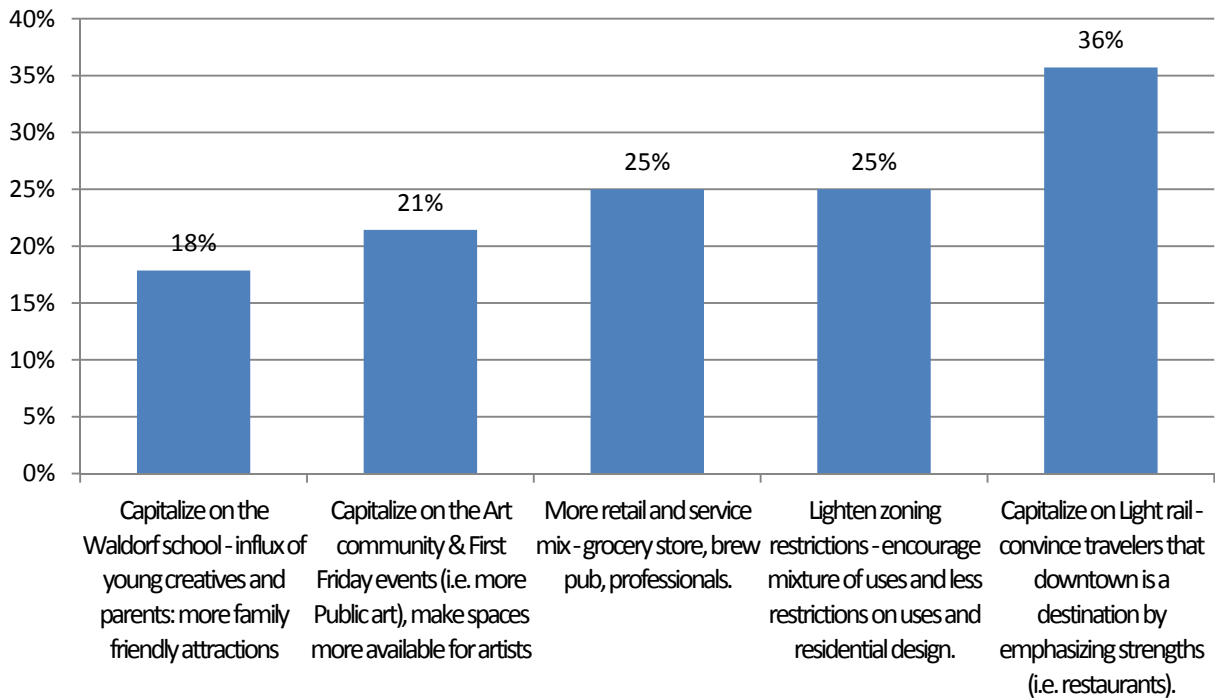


Transit was the least popular due to transit services being less or is impractical in comparison to driving. Respondents also indicated that walking is more preferable to biking during inclement weather.

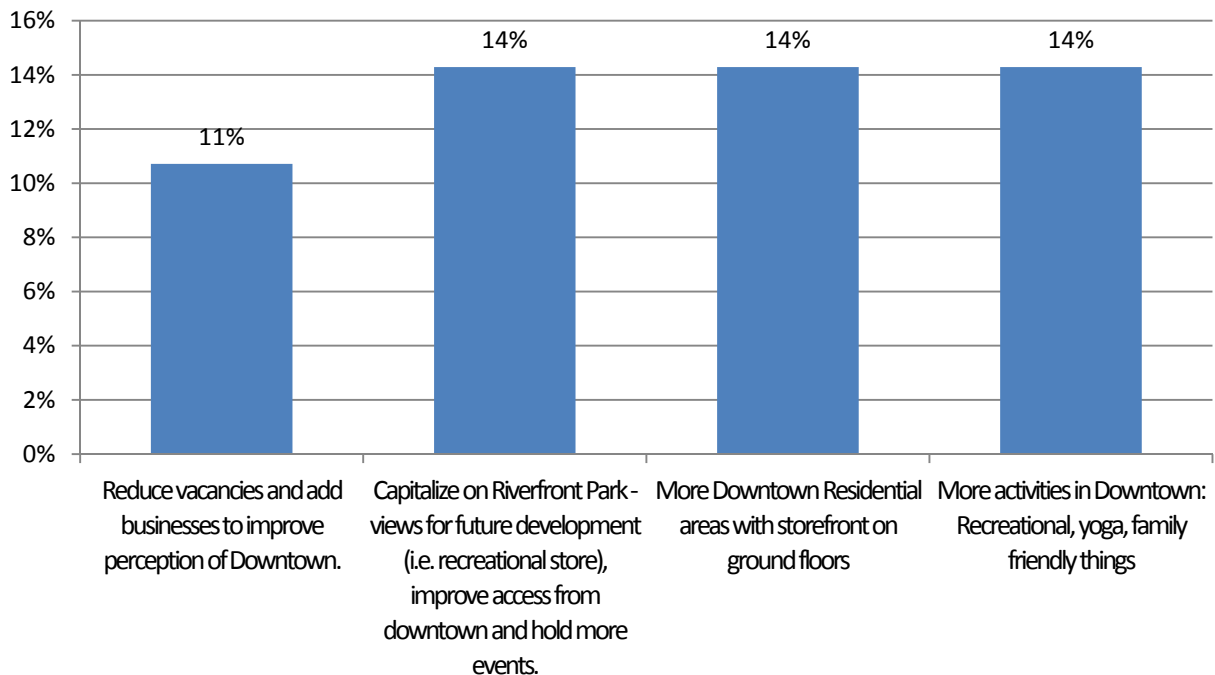
Question #3 - Top 3 things you most appreciate about Downtown Milwaukie



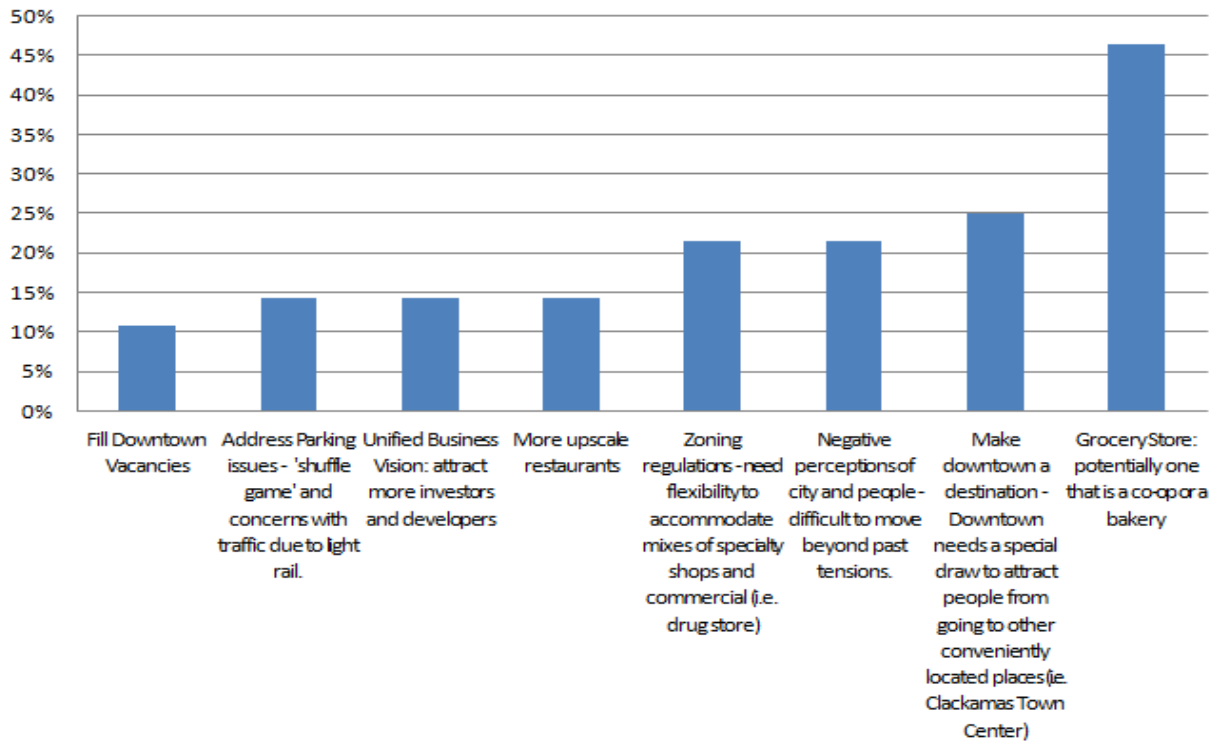
Question #4 - Top 3 Opportunities to build on the strengths of Downtown Milwaukie (Chart #1)



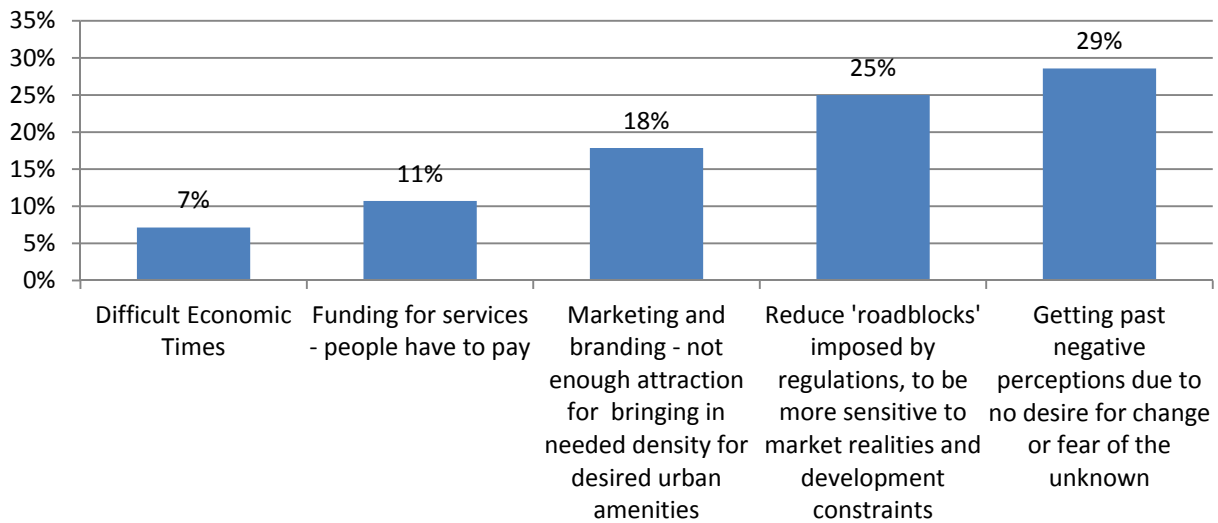
Interview Responses: Top 3 Opportunities to build on the strengths of Downtown Milwaukie (Chart #2)



Interview Responses: Top 3 Things that are missing or challenge areas in Downtown Milwaukie?

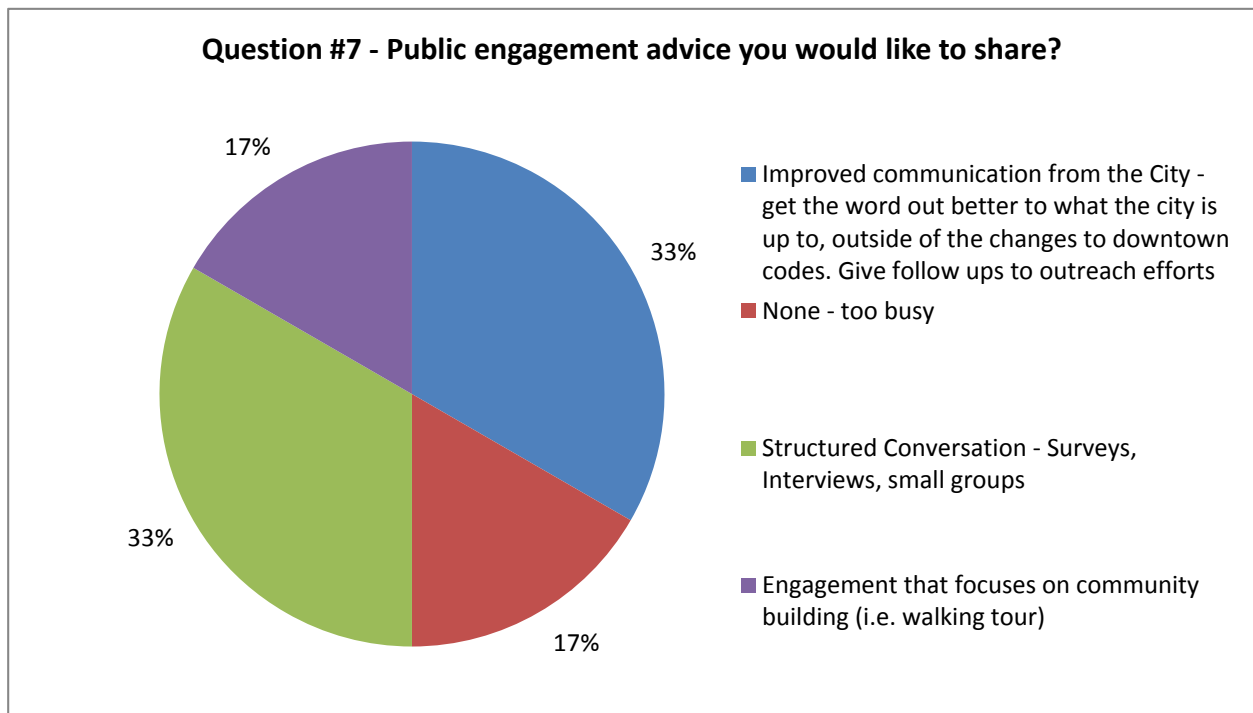


Question #6 - Top 3 biggest obstacles to getting things done in Downtown Milwaukie



Detailed Responses:

- ‘Respondents suggested that regulations are generally too prescriptive and are not sensitive to market realities, specifically the current economic conditions. Respondents suggested that loosening the regulations to allow for more variety would better serve the Downtown. Respondents who were developers also cited concerns for penciling out potential residential developments due to perceptions of costly design regulations.
- Lack of marketing and branding to attract more foot traffic, which is necessary to attract the needed density to support the desired urban amenities, such as a grocery store (18%).
- Lack of funding mechanisms to provide services, as most business owners in downtown don’t want to pay (11%). Without this initiative, the downtown is essentially relying on anticipated density from the future light rail, in order to provide the demand necessary for businesses to thrive.



Less than half (40%) of respondents also provided feedback on public engagement.

Findings Summary:

Top 3 things most appreciated about Downtown Milwaukie

1. Downtown Milwaukie’s food and local restaurants (50%) - a theme consistent with other community engagement findings, particularly the walking tour and survey results (85% visit downtown to eat).
2. Small places to visit in downtown, particularly the Ledding Library, parks or even City Hall (25%) is consistent with comments of appreciation shared during the walking tour and even the survey (68% come to Downtown to utilize public resources)

3. Small town character of downtown Milwaukie, particularly the size in comparison to larger downtown areas, such as Portland, and feeling safe on the street (25%).

Top 3 things missing from Downtown Milwaukie

1. A grocery store (46%)
2. Make Downtown Milwaukie more of a destination (25%) and have some sort of 'special draw' to attract more outside visitors.
3. Concern that zoning regulations discourage flexibility in terms of attracting more uses in downtown, outside of restaurant and retail businesses (21%). Interview respondents also perceived the lifting of zoning restrictions as an opportunity to encourage a mixture of uses and increase attraction to residential developers (25%)

Top 3 areas of opportunity for Downtown Milwaukie

- Build on the momentum of light rail development, which potentially will provide more amenities and increase attraction to Downtown Milwaukie (36%)
- Encourage public art (21%)
- Provide more family friendly activities in downtown Milwaukie (18%)

Top 3 obstacles to getting things done in Downtown Milwaukie

1. Getting past negative perceptions - some are due to no desire for changes and others for fear of the unknown (29%). Suggested as a contributing factor in the division of downtown businesses, which was reinforced during the business owner coffee klatches.
2. Regulations, particularly the zoning code restrictions which are geared towards supporting retail and restaurants, but do not allow flexibility for supporting other types of uses (25%). Public area requirements were mentioned in some of the interviews as a previous issue though recognized as a resolved challenge. However, attention was oriented towards zoning regulations
3. Lack of marketing and branding to attract more foot traffic, which is necessary to support the desired urban amenities, such as a grocery store (18%).

Appendices:

Appendix E – Full Written Responses to Interview Questions

Appendix E – Full Written Responses to Interview Questions

What is your relationship to Downtown?

- Manager of Milwaukie Lumber, lives in Linwood, on Design and Landmarks Committee(DLC), Citizen's Action Committee for Orange Line
- Political figure, longtime resident. visits downtown almost daily
- 17 years on Design and Landmarks Committee. Feels downtown has experienced "new life" since the implementation of design standards. North Main Village not perfect but supported it. Public/private necessary. Grew up in Milwaukie, currently operates home business but outside of study area
- Owns business here- lives nearby in Johnson Creek neighborhood. Didn't want to open another business in Portland, saturated market and would prefer to bring expertise & skills somewhere they may be embraced
- Moved into downtown residential units in North Main about 2-3 years ago
- Do live in Clackamas County, unincorporated Milwaukie. Goes to downtown for restaurants & Market.
- Business owner.
- Live 4 blocks from downtown. Lived there for 20 years
- Business owner. Property Owner. Those three buildings right here.
- Developed North Main; owns North Main ground floor retail
- Lives here for 14 years and active in NDAs for 9 years.
- Lives near downtown
- Live, work ... moved to Milwaukie because she works in Milwaukie
- Work at Exceed, Chamber of Commerce
- Live Hector-Campbell neighborhood, east of downtown. Celebrate Milwaukie Office in Bernard's garage, Milwaukie Daze - town festival
- Do business in downtown - live in Lake Oswego.
- Live outside of downtown, serves on Planning commission
- Live in Tigard, work in Milwaukie
- Business owner since 1988 in Milwaukie - live outside the city
- 1970s resident with two houses outside the city. Been around since the downtown once had stores of all kinds before the town/shopping center came in and killed all of that. Dark Horse came in with the cheap rents since they were the only ones wanting to be there so City let them.
- Grew up in Milwaukie, Currently living in Portland but will move back within the month. Will be renter in Ardenwald. Goes downtown to Farmer's market and Library (former employee)
- But also grew up in Milwaukie, currently resides in Oak Grove. Office just outside study boundary. Rode bike to downtown from 3-4 miles away. 1970s & 80s- then it was blighted. Went to Milwaukie Junior High School, Pool, Safeway, candy store and Perry's Pharmacy (soda fountain). The organization employees use new shops and restaurants. Will have Annie Ross Plant Sale (to support transitional housing) @ Farmer's Market. City staff interaction beginning and will continue d/t campus planning & redevelopment
- Lives just three blocks outside of downtown. 1 kid @ Milwaukie High School, 1 @ Milwaukie Elementary School. Has considered relocating business Comprehensive Plan redo but no money- too many zones and overlays- it's a mess and needs to be sorted out b/c it is blocking downtown success. Lives up on 24th, in neighborhood. Office in home now, previously had gallery 6 or 7 years, but closed doors when economy tanked

How do you travel to Downtown?

- Drive into downtown, once here walk. does meetings and errands on foot
- Walks there almost every day. Goes to shop, bank, gym, and library. Sometimes biking.
- Rode bike all the time as kid, still bikes occasionally or walks, however drives most frequently. Not a lot to bring her downtown now.
- Drives to work, once here walks frequently. Noted 2 hour limits, requested 15 minute spot for people to drop in quickly out front, but was not an idea favored by all the nearby business owners.
- Drive. I have biked there as well.
- Drive.
- Walk, bike, or drive. But prefer to walk
- Car
- Drive
- Drive, walk
- Walk
- Drive, bike (in summer)
- Transit- relies on mobility scooter
- Usually drive, walk occasionally if there is time. Have biked before, but not regularly - no rain riding
- Typically drive
- Typically drive, sometimes walk down. Doesn't bike that often
- Drive each day to work.
- Drive - TriMet bus service too far from where he lives
- Drive - too old to get around, and eventually will be getting a scooter. Thus being carless in downtown is bad news for old people
- now driving, but after relocation will be primarily walking and biking
- 95% of employees commute form PDX, various ways- strong interest in using MAX. He lives in Oak Grove and drives (Travelling E_W on TriMet difficult and time consuming) several bike from SE/SW, few bus commuters. Perceptions more positive about MAX than bus
- All of the above- bike & bus a lot. HWY 224 blocks walking and biking though
- Almost always walks, bikes to post office or when coming or going from other places. transit is just one stop away- but doesn't utilize

Strengths: What are three things you appreciate or value about Downtown? Are there particular places that you like?

1	2	3
People regardless of differences. People care here.	-nice "feel", not super hustle - bustly, but can get the things you need during the day: coffee, lunch, cigs, and entertainment after	Likes: Duffy's, Cha Cha Cha!, Libbie's and Gramma's
Places: Library, City Hall, Dogwood & Scott Parks. Library should stay there.	Trees along Main Street	Also great to have Waldorf there: good feelings to kids playing
Uniqueness of place: historic small town downtown. Rich history, despite loss of historic architecture that occurred starting in the 1950's - lost for poor reasons. New development [50's/60s] destroyed historical architecture	Always been a compact DOWNTOWN. Level- easily walkable. Comes to eat@ soda fountain, its different now with the antiques but still open. Coffee shop, candy store, restaurants.	Has always had all stratas of society (just like Mayberry), In 1990's it was rated one of ten best small towns to raise a family in and that true. It always had a mix: farmland, DOWNTOWN, estates for Portland's well-to-do.
Bus mall downtown- specific location fine.	Other businesses and current good aura = good things are going on here and a lot of people are concerned and want to make things better	Light Rail - even though not everyone happy about this, it is a good thing and some people are very excited about it. should increase prop values
Affordable (previously living in Lake Oswego)	Walkable	People
North Main area	Milwaukie Kitchen and Wine	The people/small town feel
People are friendly, and are committed to improving Downtown. Affordable (that is why they moved to Milwaukie rather than Sellwood)	Central location – quick to get to Portland, or Oregon City. Only 8-9 minute drive to Sellwood, where their other business is. Works in Downtown Portland	Safe neighborhood feel – haven't witnessed any vandalism or crime, feels very safe. Storefront improvement program really helped them (City matched improvements up to \$10,000)
People and small-town character	Walkability	Milwaukie Lumber
Great farmers market – very impressive. Events at Kellogg Park. Transit mall seems to be easier to navigate (even though I don't use it).	For senior community it is walkable – it has sidewalks. It appears to have some benches for seating which is important. Park is good. Not easy to find parking on Main Street - not easy to find at evenings.	Design of property in front of Library (North Main) is very good.

1	2	3
Milwaukie Kitchen and Wine.	Higher end retail that is starting to come to town.	It is nice to see businesses starting to take a pride in their store fronts (12500s is one of them). Making it attractive and appealing to visitors. Dark Horse hasn't painted in years. For some of us it is a huge investment we put in this community. What about the entire community?
Love the farmers market.	Like to go to library.	Restaurants and coffee shops: Milwaukie wine and kitchen, Cha Chi, Rice Thai Cookery, Spring Creek Coffee house
See survey - Small Town Feel		
proximity to DOWNTOWN Portland	Waterfront is "frickin' amazing"	Riverfront reason he decided to invest in Milwaukie.
Increase in density + businesses	New landscaping,	No traffic congestion; close to Portland
More restaurants and retail.		
Farmers Market - better than West Moreland because parking is easier	Milwaukie Kitchen and Wine - 3 to 4 times per week; many meetings there	Cha, Cha, Cha!
Banking at the credit union, bowling and lunch	Bus service to Downtown, Proximity factor	Close to work and stores
Farmers market, creeks on both ends, the city hall and library,	restaurants in north main, all the coffee shops,	Milwaukie lumber and Dark Horse (the business though, not locations)
Milwaukie Kitchen and bar and nearby Bob's Red Mill, access to mill that supplies Dave's killer bread.	Milwaukie daze, the proximity to good restaurants.	
Food and restaurants are a big deal in downtown. Retail would be nice but lacks the housing density - needs more to support it and a grocery store.	Triangle site, cash lot and the back lot of the bowling alley + Pietro's as a future residential area.	Redevelopment potential for future density - particularly residential.
Older style and how much of the older downtown buildings remain intact without too many changes.	Love the restaurants and coffee shops at the small scale. Compact cities are hard to plan though.	Plenty of opportunity for redevelopment and potential. As light rail becomes more evident, potential to attract attention by outside investors, though there is little interest, post-stimulus.

1	2	3
Usable waterfront - when he originally came to downtown, there were half a dozen buildings, among them a car dealership, halfway house. There was also a lot of crime there, such as a screw-driver stabbing. City purchased and cleared the lot but left it opens with the parking lots. There was once a hotel there but too close to the street and was easy to hit the building with a car. There were log rafts before, used to lower logs into the water, and trying to be rehabilitated.	Sewage treatment plant - mayor negotiated and City managed to get the plant out of the area. Used a strategy to extract funds for mitigating impact of plant, the offsite impacts if you will (~\$4.2 mil). That same committee who voted to send the resolution applied the funds for 1/3 of the south waterfront park	The changes to the waterfront - the extension/moving of boat ramp.
Greenery - riverfront, trees, wildlife (birds, raccoons, etc). Even those that left when the North Main came up have returned.	Central location - 12 minutes to get to downtown and to all other places - schools, mountains etc. can visit whatever scenery desired.	
Library	Looking forward to trying: Cha Cha Cha!, Hawaiian and tamale place	Spring Creek Coffee House
Improved City Hall and bus mall, Milwaukie has risen from the ashes and created a better community	@ Ledding Library. Library is really a hub for the community	Likes N Main and various establishments (Milwaukie Kitchen and Wine, Casa De Tamales, Spring Creek) It's great to see the activity and sees a creep southward of activity. also likes outdoor seating, gets people out- got to carry that over to Milwaukie Lumber side (21st)
Riverfront Walkable DOWNTOWN. Pays water bill @ CH-everything seems easier here. Likes bus mall, likes particular location, feels safe to ride bus at night but prefers to walk down 21st b/c there is evening activity d/t bar. easy commute to downtown PDX, but 75% of kids live on the other side of HWY 224, hard to walk or bike to school	Good for kids up to age 12 (Bowling, Library, comics doing classes @ things from another world.	Riverfront park-plans look great but needs to get done (Funding?). Permits, perception of process lingering jut to keep people employed. Would like to see dragon boats and kayaking
Likes small town feel: small buildings, quiet streets, ability to encompass length in a quick walk, original 20 minute neighborhood.	Bracketed by two creeks.	Like Ledding Library tree, Waldorf school, Milwaukie Kitchen and Wine

Opportunities: Top 3 opportunities to build on strengths of Downtown? Why?

1	2	3
Riverfront Park: destination place. for the public-at-large	River and River Views: upper income affordability (Jefferson going North) 3-5 stories with penthouses on top	Historical Significance to the Region: never touted. Pioneer Cemetery, cherry "lumber that built Portland" nursery, who we were and our future story. Perception of working class-blue collar, but we have long had affluent population as well.
Light Rail Stop near Lake Rd. Provide amenities there so people will know what Milwaukie has to offer. 1 block off of McLoughlin should be golden-so convenient and so much traffic goes by	Farmer's Market wonderful- it would be great to have more businesses opens on Sundays. City could advertise that businesses are open in their materials. Fliers at the FM, visit our downtown stores while you are here...	Haeger's Pond. On Washington [and 27 th]. City should buy that, by Elementary School
Tricky- we don't have a lot of homeowners or even apartment dwellers downtown	Lower Value Buildings will need to be redeveloped to build things families want.	Past 30 years people perceived Milwaukie as blue collar town. People travel in their auto to get their shopping, go to OR City, LO, Alberta St, Gresham, NW 21st and 23rd. If there were things in Milwaukie that they wanted they would go there [too]
Biking community-slowly but surely getting there. good at promoting biking in and around Milwaukie	Green & sustainable practices. ...they do environmental documentaries, are using green spaces to make city better	Art community & First Friday. Shows interest of community in making things happen. Shows Milwaukie is alive & vibrant. positiveness
More public art	Light rail will bring in more activity and more urban feel	Look at examples of Alberta, Mississippi arts districts, also Oregon City, Corvallis
"Gateway" building on current farmer's market block. Consolidate Dark Horse offices and redevelop current buildings	Capitalize on arts/antique focus – more art programming around library	Waldorf School and influx of young and creative people
Fill in areas between south Downtown and north Downtown with more vibrant activities	Keep building on First Friday events	Improve first impression of Milwaukie – make Downtown more visible from McLoughlin
More youth-gearred events and activities (and retail)	More retail – grocery store, brew pub (family friendly)	Look to examples of Pearl District and 23rd Ave.

1	2	3
Getting a grocery store. Doesn't have to be a big one, but there needs to be one. Safeway and Albertson are not far but I have to think about it a bit more.	Nice to have post office there. Nice that there are medical professionals are there in downtown: dentists, and others.	I would have like to see baseball in downtown. It didn't happen, but would have been good.
The fact that retail is finally growing again.	Final abolishment of PAR so businesses can move into town. I moved here and had a bill owing \$30,000.	For me, that we finally have a council that is listening that listens to business community. Council shifted their view and actually wants to hear what we have to say for a change.
Light rail coming in is a huge opportunity - it will provide access to people who don't necessarily come here, to people from downtown Portland to come to Milwaukie.	Love it when new businesses come here.	Access to the water front.
Need to think about it.	Need a Grocery Store	
Lighten up on zoning, many office users want to rent space; incentives for businesses (waiving SDCs) for both developer and business owner; Light-rail will be positive		
River, lakes, streams; next to urban core and nature; affordable; small town with tremendous history		
Need more trees & parks; family-friendly places, yoga classes.	need kayak renting and other businesses near river	
Parent body at Waldorf - over 300 students; parents visit once or twice per day (and have money to spend). They would like places to walk to for lunch, coffee, book store, etc. high schoolers can walk off campus, too, and would like to see healthy options	growing and fostering healthy school and community through healthy restaurants	locally owned ice cream shop
No real reason to go to downtown	Bus stops too far.	Bad bus service often breaks down or delayed, which means having to leave early or late at night.

1	2	3
<p>We have the restaurant and coffee shops, but not much in the way of retail - There isn't a grocery store or good bakery.</p>	<p>Not much to do after hours - we need a reason for people to come to downtown. Outside of city owned property, not much opportunity for open space.</p>	<p>Streets and sidewalks need improvement without putting costs on all on business owners and the city. Some kind of mechanism such as a district or urban renewal district, but not it exactly that applies to ALL streets.</p>
<p>People - residential and users of downtown. Milwaukie daze is good for getting people, but doesn't keep them coming back. Grocery stores don't want to be in this place - there's no people. This is the same thing with retail, there are no people.</p>	<p>Weird visions; not cohesive attractor, odd conglomeration. Building owned on Main Street adds to that and could become a 2 story, built out to sidewalk but not possible to do without tenants.</p>	<p>Zoning - needs short term flexibility to get people into the empty storefront. Zoning needs more creative flexibility. The DS zone of main street is premature - planning much includes getting the people/density factor, no stupid zones that restrict development.</p>
<p>The zoning code could use a little bit of flexibility - office space uses with a retail theme, one that promotes active street uses.</p>	<p>South downtown - the plaza space, which will be realized but currently not here. Same with the triangle site.</p>	
<p>For businesses there and that they serve for short term purposes - ex eating, for a short period of time before leaving for light rail.</p>	<p>The Transit oriented development/residential development (3-4 stories) for South downtown.</p>	<p>Present Kronberg Park & Kellogg lake to be changed back to creek and wetlands - natural features that complement the downtown.</p>
<p>Oppressive regulations (PARS, zoning) - point of contention, as a building across the street put bulbs that stuck out and trigged the PAR for sidewalk extension</p>	<p>Some of the plantings are damaging property that needs to be removed.</p>	<p>Parking is a silly issue - 8 years ago a consultant worked on this forming an advisory committee: as it stands the 2 hr parking is somewhat used effectively, others not. Goal is to make parking lot turnover on side streets and in front of businesses - the issue is the block shuffle, people mitigate this by going to other lots. Further, people who have meetings that expand past two hours have to move their cars, like the attorney's offices.</p>

1	2	3
<p>There are no parking lots for the mass transit and Sunday market - backwards thinking on how to use light rail. The bus stop is separated by 3 blocks</p>	<p>Issue of single dimension planning - need more places for grocery store and hardware variety shops. The regulations don't know how to make businesses attractive and do dumb things like limit signs in the window. Planning is too narrow and as a result let properties sit. People should brighten up their stores. Don't want buildings that are 5 stories because then you can't recognize the others from McLoughlin. There is also the ongoing war with metro and the City on issue of parking. Want holistic Planning, not just on narrow things.</p>	<p>There's an issue with sun and shade - plans call for overwhelming feels and overplanted areas and want to cram everything into big buildings which won't work.</p>
<p>More events in the parks</p>	<p>More family things to do (even though doesn't have kids)</p>	
<p>NW Housing Alternatives would like to match N Main in height depends on zoning. Feels heights currently are about right at 2-3 stories, since mostly services and offices. Play [build] on activity around Wonderland</p>	<p>Traffic will be a challenge- it's getting busy & parking's tight. Provide parking for quick users in downtown to avoid maxing out parking</p>	<p>Communicating Milwaukie as a destination Message: Get off LR and shop awhile, promote business and services -get dry cleaning on way home and then hop back on next MAX. Roles: grassroots and city are near natural asset of the community. There are things we want to do in our community. Highlight Ledding Library, Riverfront Park, Trolley Trail-OC link along Willamette River.</p>
<p>Doing Light Rail right: more businesses up & running the more positive the experience will be, more eyes on the street[safety]</p>	<p>Downtown looks ugly bit not all Downtown owners are Real estate developers (Opportunity with Pendleton?)</p>	
<p>More residents downtown: replace older buildings in disrepair with 3 story with residential on 2& 3rd floor. Have ground floor retail, also services/offices: yoga/DR. Not a solid [uniform] building height, broken up. 3 stories appropriate. would create the vibrancy and population to support the services people want (grocery, bakery)</p>	<p>Finish South Downtown, good plan in place, get that rolling-facilitating that will be the restoration of Kellogg creek.</p>	<p>Wish List- creates spaces where artists can afford to be Ex Greenwich/East Village, Alberta, Pearl District. Market rents low, galleries follow artists and developers follow the galleries. Milwaukie land values not low enough to facilitate process. And property owners willing to sit on space rather than reduce rent, even when buildings not up to code</p>

Weaknesses: What are 3 things you think are missing Downtown? Or, what are 3 challenges, or areas that need improvement?

1	2	3
Geography & topography: Hwy 224, challenge of access (landlocked).	Things on 82nd are closer for much of Milwaukie-that's why destinations are needed	Hard to see Downtown Milwaukie and Riverfront Park too!
Hard to find anchors, such as grocery - Create need to go downtown, there used to be green grocer & butcher. Counted 16 coffee & restaurants Downtown-more than people realize. McMenamin's @ Masonic Lodge	More commercial throughout the area: used to have furniture store, dime store, drug store. Used to be very active and vibrant	Bookstore, used to have Grahams. There used to be lots of reasons to go downtown.
Natural food store, Bakery, Grocery	Hardware, variety, you used to be able to anything you needed. downtown was extremely active in 50s & 60s, but zoning was redone when Hwy 224 was built and it eliminated retail and went to services only. Active mix: shopping, variety, butcher, green grocery. Worst in 1980s and 1990s- empty, no activity at all. Likes City People in Seattle (department store) a great example. Fun to shop at, has clothing, toys, design, bed & bath, gardening, office supply sections, all in one store	Perception of Non-Business Friendly city, regulations, planners, etc. Business people like to see the red carpet. Need to reduce the cost of setting up business. They just increased the business license fee.
Biggest: more vibrant businesses. Vacancy is negative too, but it is easier to open new business here than in Portland. Utilities cheaper (no sick-leave requirements). Workforce can be challenge-looking for the best regardless of where someone lives, but no one ever comes in and asks for an application.	Difficult to fit into the community, hard to get involved without getting burned	Initiative...Ex. Warrior Room really good at building excitement for services, but not everyone this way.
Nice restaurants (Milwaukie Wine and Kitchen is only "nice" restaurant)	Yoga studio	High-end grocery store (New Season's, or food co-op)
Quality restaurants (only have 2 right now)	More Reason to come Downtown (i.e. nice movie theater), place to hang out, things to look at	Grocery store/food co-op
More restaurants and businesses - fill vacant spaces	Signage on McLoughlin	More weekend activities. Ice cream, book store, Trader Joe's, family places

1	2	3
Golf shop	Theater/arts facility in Downtown (right now use High School for plays and concerts, but that doesn't get people into the Downtown very effectively)	Grocery store
Grocery store.	More restaurants or better restaurants or more accessible restaurants. Dark Horse takes the gut of Milwaukie. There is nothing to come here for.	More retail. I am reasonable I would like to be able to rent out this space when I leave. Used to be thrift store right across. Lift some zoning regulations. I would like to see 3 delis in this building to serve people from MAX. It would be great to see 12 food cards right here. They are too formal with the office here. This is a business owner talking. My neighbor wants to expand her business and it took her 2 months of dealing with the city. I was about to lose my tenant. And this is my biggest income - property, because electrical business is going down.
Don't see closing retail store might be a good opportunity. I lived in Corvallis it is not vibrant downtown. I would not think go shopping there. Corvallis and Albany just reduced their downtown and can be used as a good example. Don't like a lot of strip malls in the area.	New businesses. It would be good to have grocery store in downtown. I lived in Portland and it was easy to bike to Safeway there, so something like that would be great.	If downtown would improve in its shopping selection, I would consider go shopping there. Vibrant downtown has a lot of other opportunities like theater. It is my 3rd year living in Milwaukie. It feels like it is a safe and esthetically pleasing downtown.
The biggest one is Downtown zoning. People don't know about them, too old and have not been updated	The other thing is because the code does not allow things to happen.	Lack of parking for employees.
Would love a grocery store, hopefully natural ... like trader Jones or new seasons.	Challenge: people who vote against things like light rail expansion to downtown.	Challenge: People who can't see past their nose and look to the future (positive aspects of the light rail).
Refer to Survey: Get rid of Dark Horse		
People	Retail	Roof tops - money
Lack of marketing; no grocer;	No Grocer	Lack of political compromise; '50s and '60s development throughout downtown.
Foxy's		
more upscale healthy eating options	more bicycle friendly	year 'round farmers market, little grocer/co-op

1	2	3
More frequent bus service and the proximity factor - it's close to work and stores. Wider sidewalks for more room to maneuver at the bus stops. Areas with narrow sidewalks like on 21st and the school make it very tricky to get on the bus.		
Riverfront + Kellogg lake - remove or rebuilt it.	Connectivity - bike and pedestrian mostly between riverfront park and Springwater Corridor trail. Also the pedestrian bridge between the light rail station and downtown.	Buildings undeveloped or underutilized - Always a question of how to do it. For example the lot across city hall by north main.
Milwaukie needs a vision of what it wants to be	Results based actions and make it happen.	Downtown manager to implement. Realistic plan for economic times; can't start a new business with a decline.
Places need more density for attracting things like a bakery, which can be achieved through housing. This would also help people come here more.		
Not enough investors to own property to enhance investment and working with the city. Need large scale property owners with vision and resources to carry out large scale development. Dark horse isn't into the real estate so don't redevelop.	Property owners are often satisfied with their small business; nor real reason to make investments. The lack of investors owning property impedes efforts on building up, as opposed to out.	Issue of various plans, primarily the framework with the first floor retail. There needs to be an interim plan, something that would allow for relief for non-retail uses and address the lack of incentives for people to invest in their buildings.
South Downtown - like the riverfront, it could provide benefit to downtown, but sends a mixed message of what they want. Downtown is an island that is land locked - freeway and rivers	Place to be - There is about a 30k volume of passing traffic on McLoughlin, if Main street has about 5k he wouldn't be surprised. For his store in Milwaukie, it attracts about the same volume of customers as the smaller shop in Portland. Therefore a grocery store will not work with such a low customer base - But we must give people a reason to come here: light rail won't have parking so people might not even come here after that comes in.	People must have a reason to get out and experience specialty shops that can only be found in Milwaukie (e.g. a comic shop). This is an issue though for say a grocery store that deals with competition outside of the area.

1	2	3
Remove that ugly grocery store on 21st and redo the whole block to make it more attractive. Downtown has a potential for a grocery store - it's almost like a food desert.	Get Dark Horse out of main street building, for public reuse.	Don't build more than 3 stories high, keep the small scale.
Grocery store: prefer local fools & produce. A co-op.	Vegetarian dining options. Brew Pub. McMenamin's	Nice landscaping will add to area around light rail
Water Treatment Plant - Get it out. River is there but not very accessible. Strong logging history- Elk Rock Island	A great way to develop is rehab existing buildings, but low quality makes sense to rebuild. But not much taller than two stores	Don't need to change much but improve walkability -in light of increased traffic- if you move transit it affects accessibility to services-We need to keep it but it is noisy and smelly, especially when drivers idle for long periods. Perception that TriMet not serving population- cuts to lines and service frequency disheartening
Main Street program-interest in reviving. Wants to work with business owners downtown.	So much cheaper than Portland, but lacks a strong tax base - coffers empty.	skate park, grocery store, brew pub, bakery
LR will cause developers to look at area and we will need to facilitate station development- importance of code refresh. [zoning that works]	[PEOPLE]Now we have new residential design standards in place, we can build well, near LR- currently Office, will need residential- Live/Work, Human spaces, consider users, not just profits, "build for the people who are going to be living, working and playing there."	Remove Kellogg dam, restore creek, new park will be contiguous with Dogwood park, bike/ped bridge to Kornberg park, vacant with trees. Once lake is gone and creek flowing it will be so attractive, with creek. Dam was built "160 years ago-that's always as far as the city is concerned."

(Issues and Concerns): 3 biggest obstacles to getting positive things to happen Downtown? Why?

1	2	3
Open-mindedness and fairness. Perception of unfairness on part of city.	Past, present, future: some people stuck in past, some think future will be a Mecca-not exactly realistic. Many people want past back; Milwaukie Lumber viewed as an eye sore	People don't understand development: they want urban amenities without density. Not all MU is pedestrian friendly-look at MLK Blvd (Portland)

1	2	3
When people take a stand, it can be really hard to get them to move or come around. People come & go, most new people are excited about light rail		
So many business owners have horror stories about dealing with city, City employees can go their merry way, without having to deliver or deal with the consequences. Stagnated downtown and staff can just move away.	Public sector need to put in the hours to talk w/ entrepreneurs and remove barriers. "Find out what they want & give it to them on a silver platter"	
You have to move forward, even if you can't get everyone on-board. If you wait for everyone to jump on you'll never go anywhere.	Grandfathered in uses or existing buildings that aren't as attractive or as vibrant	Money is needed to provide services, people have to pay
People who don't want change/obstructionists	Marketing and branding - Not enough shopping	Better understanding of market realities and development constraints
Negative attitudes, Obstructionists	Fear of unknown	Funding
Lack of branding/marketing. Not enough foot traffic	Some business owners don't want to collaborate. Not all business owners are interested in working with a unified group	Some business owners didn't know about/take advantage of storefront improvements. Parking can be somewhat inconvenient
The economy	Not much shopping & Not much to do	People afraid of/don't want change
For me, I get left off from everything that is happening in downtown, because I am on the other side of tracks.	I like to make my building look better, but I can't afford all those enhancements. I like to have Low E glass, but they don't let me. And there are other things that I would like to fix up my building. It is disheartening. I want to fix my building, but not the way they want me too.	They were horrible to deal with for years. Had to deal with other property that was a burned down restaurant; we wanted to put restaurant there, but City didn't let them. I know they want me out of here. I am one tenant away have a negative cash flow as it is. I have 7 empties - I can't rent them for nothing. Need to change this one to multi-use, to have deli here.

1	2	3
I wouldn't know about that. My guess would be some of it City Council, but I don't know much about them.	I don't know what City is doing. Should have a focus group or committee specifically focused on seniors.	I do think it is important think about doing a plan, Milwaukie can't really grow west and I don't know how much it can grow. You have to look at what is not there that might attract people: theater and some other art related. Ballgames could have attracted people in. Let's think positive and try to have purpose for people to come in.
Here are the things businesses want to do, but with all the roadblocks and obstacles ... We used to have a City Resource & Economic Development Specialist who was helpful in working with the business owner on how their vision can become reality and adhere to city's requirements (he will find solutions, the compromises if necessary).	Zoning and codes. And Old outdated standards and vision for the city. We drown in the downtown plan that was established years and years ago, but it is not relevant anymore. Three, when they do put a vision forth - it is a vision for today, but not a long term. Need for a long term vision.	One of the owners she talked about this morning, sidewalk - TriMet is ok to adhere to old codes, but local business owners need to adhere to new code and asked to redo more than they can. Instead of working with the property owners and see what is doable for both city and the business. Signage for First Friday on McLoughlin (state highway - no), but city property ok and it worked for both instead of going through ODOT bureaucracy.
Communication with residents about the future planning. I know they do as much as they can, but ...	Another, enhancing the environment (beauties) of Kellogg creek. To maintain the natural beauty while developing.	One of the positive that happened that city council meetings are open to the public and they are asking for the input.
Need to move sewage plant; need critical mass of things coming together; need sufficient rents		
Milwaukie has low self-image; Hwy 224 divides community; "dumping ground" for negative things in Clackamas Co.		
fewer places to drink, more family-friendly	rents may be too high	difficult to be the first person to invest
I don't go to downtown very often - most of the time the bus will breakdown or stuck A LOT. Can't drive, no driver's license.		

1	2	3
Lack of money	Regulations make it hard to understand, only seven zones.	People not wanting change - hard to discuss changes when they don't want it - very vocal crowd as much as those who do want change. Issues with the bad energy - mostly persons are targeted like Tom Kemper or Jim Bernard. Petty bickering - for example, went to a meeting and Celebrate Milwaukie was singled out for simply being there as he was "associated" with Jim Bernard. In short, people are carrying grudges.
Chamber of commerce - there isn't one to support the private sector business success because over time it's not easy to maintain. In the case of Milwaukie, once the money starts to disappear, the business owners stop investing in them.	Once the 1995 NDDA downtown manager, hired by a levy to improve Main Street. Problem is there is an issue of NIMBYism with people perceiving things the wrong way - e.g. light rail drawing people to break in and steal TVs from houses.	What hasn't worked is when actions are translated to code, it becomes 'planner speak' and difficult to be transparent. Need to put regulations where you get more bang for buck.
Getting that density will be challenge. There are two sides of the argument to attracting density - stands on the side for residential development.	The challenge will be if redevelopment were to occur, if the property owners would even have reason to actually redevelop, or how they would figure out how it pencils out.	
Council has adopted a goal to support business community when it generates its business plan - the goal is to support our downtown business in efforts to create a business directed growth plan: such as one that lists the top 11 goals of this year might mean business to come together and foster growth. Problem is Business Associations - fragmented into three groups, but no formal group - hard for city to respond to their needs without the formal group.	Economic Timing isn't right - North Main [Village] was part of a stimulus package. The economy took away that 'spark' needed to attract people with the crash, thus Milwaukie didn't experience the full benefits of development. The same effect can be seen with the project that was supposed to happen across from City Hall - the improvement benefit was drained due to the economy.	City can't just respond to businesses today, must look at climate for long-term sustainability. Re: Business Community Plan - a good majority of City Council do not have business experience, mostly governmental. Thus it's hard for businesses to expect Council to think like business people.

1	2	3
<p>The triangle lot - there is a grade difference and while the 'pie is in the sky' for a coffee/newsstand to appear there, it was once offered as a donation to a developer: NO takers! This was due to the land locked area, more so due to the Lake Rd and suburban nature of the surrounding area: w/o the car impossible to get around and discourages using bus systems or walking</p>	<p>Different Needs - Retail oriented use forms don't help a comic book store. Business Challenges - For Dark Horse, it's an office based business with different needs than that of the restaurant and retail stores - with other warehouses that ship to international customers - the challenge is avoiding being a nuisance. The good part is that it's cheaper in Milwaukie to do business, but it's been inefficient to have six buildings, yet consolidating has not been an option either.</p>	<p>Consolidation efforts- would like to do it but there are six break rooms, bathrooms etc. City came to us with a developer and talked about donating the land, but the building would double the occupation costs for Dark Horse. Regulations for the fire safety, particularly the stairs were cumbersome, including the SDC's, fees and PARS.</p>
<p>Regarding the City - Planning effort again? There was a big mess with the previous team which hid stuff from Council and got them very mad.</p>	<p>Milwaukie has "drive by participation" where it says things but won't do. The town has basically been asleep all this time, with both citizens and planners not moving forward.</p>	<p>Change the business license fee and have consultants design the buildings, not the regulations - windows don't do any good when people pull down the shades to block sunlight. Renewal doesn't do anything. City keeps blowing \$ on consultants, like the [Christopher] Alexander Pattern Language for South Downtown but found out it will never pay for itself.</p>
<p>Visible improvements from when she was younger (mostly 1990s).</p>	<p>Getting people involved- suggests advertising through facebook and other social media</p>	<p>having events @ businesses and food establishments</p>
<p>Obstacles: Get in Front of Publicity...Portland Creep. Need articles about how excited Milwaukie is. Address concerns: fear of riff raff. How do city & county police interact-manage influx of people- make pedestrian friendly and inviting (or be perceived as an unwelcoming community) Milwaukie High School is not a closed campus [not fenced] MAX will be a student temptation.</p>	<p>Grocery-why did it go? Not sure, but it's good to think about, maybe some other kind of anchor. Need reason to go DOWNTOWN, Loss of Perry's Pharmacy, no more reason to go. Catch money going to and from Portland-items for dinner, UPS/FedEx business kiosk, small stores (Alberta). Where's the Money?</p>	<p>Ability of city to act opportunistically with business acumen. There's real potential for change. City has got to want it [community]. Population reflects potential.</p>
<p>HWY 224 a challenge to get people here- need to advertise in Sellwood rather than the other side of Hwy 224</p>	<p>Not angry with city-hesitant. A lot of business owners aren't sure of what they are doing</p>	<p>Perception- lots of people grew up here and never left, resistant to change. slowly integration increasing, people still protective but getting more open and relaxed</p>

1	2	3
<p>Fractions and fragmented environment. Perception "that's always the way it's been" optimism for change</p>	<p>Impediment is lack of political will and loud vocal minority- hard to reach full population, population to engage is busy, working families</p>	<p>Kellogg Projects- concern over impediments, and possible loss of council support for project - possibly due to adjacent property owners concern? People have supported project however and ODOT can't plans to remove dam...city contracting with Wildlands for the restoration</p>

What kind of events would you want to participate in?

Liked Milwaukie Bux, liked \$100 option.
More EVENTS: Chili Cook Off, Prettiest Chicken in Milwaukie, Milwaukie History Quiz Night, Doggy Dash (dog pageant, lots of people with pedigree dogs, "They love their dogs" What do people take pride in? Their chickens have a nest egg contest or best egg recipe contest. Build on foodie rep [implying that Milwaukie has a foodie rep] & capitalize on existing interest. HOW: Self-supported with entry fees. Volunteer committee- attracts extroverts, judges well known people. Focus on gardening, foodies, pets, arts & crafts (no toilet seat toss)
Not a social person. I would not participate. Not good person to ask.
You are the first person I am talking to from City. Social service coordinator. We can have focus group here, but we need to more time to organize this. We have monthly letter that goes out to the community.
We had no communication from the City; it needs to start with it. We are not getting this communication from the City. We are organizing the group of businesses, so City is at least communication with that group and we spread word out. When city is changing downtown codes, sending e-mails to business community to let them know (to be able to go to Council if necessary). Otherwise we have no clue when this kind of staff comes up in front of the Council or planning communication or any other. Lack of information.
Bike tours & walking tours. There was a bike tour that she would have participated last week, but she didn't know about. Recommended ways of getting word out: e-mail, mail, Facebook (but not everyone has those), although everyone gets mail.
None; busy
Neither open house nor dot exercise. Like structured conversation
Surveys, interviews (has large constituency for extending surveys)
Follow ups - when the dots on the map go off the table, where do they go?
Individual outreach- 1 on 1. Have a facilitator for dominant groups. Small groups also are very good. Having stakeholder group of interests in mind by looking at the plan, not just what watchdog organizations are concerned with.
What hasn't worked in the past - MDDA? Former manager stayed too focused on the DOWNTOWN and never asked why there aren't people in DOWNTOWN? Went with small things to promote the downtown like lights but that was it.
A while ago, the City invited people to a meeting where they came to a consensus of what is good, not so good and what they wanted to see - it was a meeting that was not over led but got to the roots of the issues.
Walking tour sounded fun, scheduling conflict. Would like a block party or outdoor fair with info about what's going on
Community building and events desirable but something more/ a catalyst are needed to inspire people and engage them. not sure what yet

For businesses – when would be a good time for you to attend a business focus group/community conversation? Is there a particular space you think would be good for this type of gathering?

Need goodwill w/ business, so they will open up. They have a bad taste in their mouths; City has big plans that go nowhere. Did a master plan for Downtown Milwaukie (creative campus PSU & Dark Horse partnership where the PMLR is coming now) Fine Art & Graphic design. Pendleton Building would be great for an exhibit space. Large enough for lots of people, they could have local art shows. Not downtown, but next best and you could have local caterer.
Mornings. Not here in afternoons. No particular space preference.
I am pretty flexible. Monday we are closed and other businesses as well, so I prefer it not to be on Monday. Pond House or Spring Creek, Cha Cha Cha! or any other business as long as it is not in their busiest hour (most will be happy). There is an attitude that businesses are divided here – but we are not. There is a core group that gets informed, so divide is on that part but not the lack of decisions from business community. Larger and more vocal businesses are an informed group. Dark Horse for example that does not interact with the community.

Anything else you'd like to add?

Reasons to move: capacity for tech (internet, phone). Left one spot on survey blank intentionally b/c no answer was a good answer to the question.	Property owners are not in the Real Estate business. Property owners have invested in property as a business investment, so moving is not a good financial decision (moving is expensive). Churches don't walk away either, nor is it likely that Masonic lodge, City Hall or the banks will move until land values increase a LOT more.
When people come here, they discover how wonderful it is. Uses local establishments for fundraisers to get people into Downtown.	Dance Hall on Elk Island-thousands of people came here. Island Station used to be a Trolley Station. It's a great place to raise kids. 2 of her kids have moved back and some new families have recently moved into I Station- it's really exciting
Market drives things. Tried to recruit McMenamin's for Masonic Lodge. Now would like to see Laurelwood Pub @ Masonic Lodge. Good food & lively interactions are what we need. Green grocer & Brewpub	Vision and power aren't always shared. Milwaukie doesn't have clout to go against Metro...Building HWY 224 destroyed a lot of housing stock. Has concern about more studies and how tax dollars will be spent. LR a boondoggle/ little faith or trust in spending money on planning or planners/ demand is for bungalows (SE PDX) not attached housing ("rabbit hutch living") Metro is cramming 2040 density down our throats. Not the answer we need. Too expensive to charge the real cost but the system will never pay for itself and will raise taxes. Does respect a lot of the staff but they have to follow the political agenda or lose their jobs- it's going to be a hard job with a lot of compromises.
Sees MKW as stepping stone, provides community with something desirable so they don't have to go to Portland or elsewhere for what they want: provides wine, cooking lessons, high end deli. Used examples in West Linn & LO.	
Sometimes you just give up. It is really frustrating.	
No, I think I am good.	

<p>Potential of this little town is great. I am thrilled about the light rail is coming in order to connect other areas of town. . -Grocery store in walking distance. I really like that Waldorf School is in town.</p>	<p>I really like fireworks at 4th of July; Milwaukie Daze parade (cancelled this year because of the light rail). City of Milwaukie always displays their planning efforts at Milwaukie market and has someone there who can answer questions.</p>	
<p>Disappointed that Milwaukie is getting caught up in Clackamas politics and tried to shut down light-rail - impact Milwaukie negatively.</p>	<p>"Why invest here with regressive politics. Makes us investors very nervous." Need to encourage business to Milwaukie by minimizing SDCs b/c they make deals uneconomical. The City should be more flexible.</p>	
<p>Historic overlay on building (school) is prohibitively difficult to work with. Must go through a long process just to change light back to original era and to put in a railing. This doesn't build good neighborliness. The school does not feel really welcome in Milwaukie and she is happy to have the City reaching out them. Would like to be involved more and would like parents involved more.</p>		
<p>Life is governed by the bus service which limits his freedom to go places. Focused more on complaints towards TriMet.</p>		
<p>Went on a tour of downtown and saw particular areas of interest -wasn't aware of the plans for Kellogg creek or why the cost of it was so much.</p>		
<p>Used to be an attorney in 1989, spent 2 1/2 years off and on as a City attorney in 80's-90's and 2006-2010</p>		
<p>Attracting specialty businesses - give people a reason to stop and hang out in downtown: empty storefronts are unattractive and the riverfront is great piece but alone can't do this.</p>		
<p>Need more chairs, can't really look around as easily and need much space to feel physically comfortable.</p>		
<p>Regulations are also part of these grand visions such as the south downtown plan that would require hundreds of years to become fully realized.</p>		
<p>"Milwaukie Rules got me excited!" about coming back to town</p>	<p>Lived here from 6-18, then lived closer to Clackamas Town Center after college. Worked at library in 2008</p>	<p>More businesses in past 5 years. Not much stuff to do in the 1990s Downtown (as a teen), used to go to coffee, arcade, movies, soda fountain fun, stuff around school</p>
<p>Highlight History and River Interactions: lots of little parks, Kellogg Lake- use water and natural beauty of River. Continue trail system from river's edge towards CH and to Main Street & 21st.</p>	<p>Had great interaction with City staff recently for housing type project, they were really focused on making sure Milwaukie is a place for families, for seniors and for housing that is a little more affordable than SE Moreland/Sellwood</p>	<p>3 or 4 years most business activity he has ever seen. Businesses just need to hang on long enough for LR to arrive. Parents still live in town 30+ years. Adjacent to the last Italian farm property (Cherrino's-sp?) just above Clackamas Park. Open space is great "suburbs within the suburbs"</p>
<p>Believe" LR, Kellogg Creek Dam Removal, and the Waldorf school are the trifocal of catalyst for positive change" " This will be the hottest area in the Metro Region"</p>	<p>The people we are planning for now are young- young people feel disenfranchised - and they're right if we don't have their voices when we make decisions..."The city we are living in today was planned 30, 60 years ago. The city we are planning today, will be the one people are living in 20, 30, 60 years from now."</p>	

SUMMARY

Fresh Look Milwaukie: Downtown Road Map Community Workshop

**May 9th, 2013
6:30-9:30 pm
Masonic Lodge
10636 SE Main St**

This is a summary of a community workshop held on May 9th, 2013, for the *Fresh Look Milwaukie: Downtown Road Map* project. This event was open to the general public, and the purpose was to present the ALIGN Planning team's findings and draft recommendations for Downtown Milwaukie, as well as to get more specific feedback on community priorities for strategies to achieve overarching goals for Downtown.

Feedback was facilitated through instant polling questions (using Turning Point software), followed by small group discussions and mapping exercises focused on specific questions related to the future of Downtown.

Participants

ALIGN Team Present

Ryan Lemay, Project Manager
Carine Arendes, Content Development Lead
Jeffrey Butts, Public Engagement Co-Lead
Erica Smith, Public Engagement Co-Lead
Iren Taran, Production Lead

City of Milwaukie Staff Present

Steve Butler, Interim Community Development Director/Planning Director
Ryan Marquardt, Senior Planner
Li Alligood, Associate Planner
Kari Svanstrom, Associate Planner

Volunteer Facilitator

Alex Steinberger, Urban Planner, Fregonese Associates, Inc. (Former PSU MURP student)

Milwaukie Community Participants (43)

Cheree Heppe
Angel Falconer
Ben Rosseau
Brian T. Bradbury
Cameron Wanes
Carmen Meyer
Carolyn Tomei
Chantelle Gamba – Design and Landmarks Committee
Charles Maes
Chris Ortolano
David Aschenbrenner
David Miller
David Ratzlaff
Dion Shepard – Historic Milwaukie NDA
Emily Miller
Greg Deane – Lewelling NDA
Irene Fin
James Fossen
Jean Baker – Historic Milwaukie NDA
Jesse Stemmler
Jude Bridges
Kate O'Brien
Kelly Casey
Larry Werre
Laura Gamble
Lisa Batey – Planning Commission
Lisa Fossen
Mark Bedau
Mark Gamba – City Council
Mike Miller – City Council
Paul Horton
Paul Klein
Peg Tarbox
Pascal Sauton
Paul Horton
Ray Peck
Rich Recker
Rick Wheeler
Samantha Horton
Scott Barbur – Planning Commission
Silvia Schulz
Scott Churchill – City Council
Steve Hubbard
Val Hubbard
Wilda Parks – Planning Commission

Connection to the Project

The community workshop was a follow-up event to the kickoff event (a combination open house and community workshop) held April 1st, 2013 to gather initial input from the community to establish general priorities and desires for Downtown, as well as build relationships with and among community members. The project team (the City of Milwaukee and ALIGN Planning) were seeking to get input on preliminary project findings, draft recommendations, and preferred strategies for achieving overarching objectives.

Purpose and Desired Outcome

This event had six primary objectives:

1. Present project findings from previous community engagement and existing conditions research
2. Present and receive feedback on Draft Recommendations
3. Better understand participant's general perceptions of Downtown (positive, negative, neutral, e.g.), as well as participants' specific preferences and priorities for strategies to achieve overarching goals
4. Establish areas of agreement, and facilitate understanding among participants about each others' views regarding the future of Downtown
5. Achieve clarity in areas of uncertainty about community priorities for Downtown
6. Establish a positive jumping-off-point for continuance of effective and meaningful community engagement as the *Fresh Look Milwaukee* project comes to a close and transitions into Phase II of the Commercial Core Enhancement Program.

The desired takeaways from the May 9th Community Workshop included:

1. Responses to project findings and draft recommendations
2. Validation of previously established priorities
3. Clarity in areas of uncertainty
4. Prioritization of specific strategies to address established priorities
5. Good will and enthusiasm among community members regarding the future of Downtown Milwaukee

Event Summary

Open Doors/Open House (6:15-6:45)

Various posters displaying project findings and processes were available for viewing (poster images available in *Appendix F4*).

Power Point Presentation (6:45-7:15)

Steve Butler, Interim Community Development Director/Planning Director, provided introductions. Erica Smith, ALIGN planning, gave a presentation reviewing the general objectives of the project, community engagement activities, and findings to-date. She also presented ALIGN's draft recommendations, to be considered for inclusion in the final *Road Map* document.

Instant Polling (7:15 - 7:45)

Using Turning Point software, instant polling questions were inserted into the PowerPoint presentation. Each participant had an individual clicker with buttons which could be used to answer multiple choice questions on the screen by selecting the letter corresponding to the preferred response. After all participants voted, results in the form of a bar chart immediately appeared, illustrating the proportion of participants who selected each answer.

The initial questions were aimed at characterizing the participant group by age, gender, relationship to Downtown Milwaukie, and general attitudes about Downtown. Following were more specific questions regarding strategies for improving Downtown, such as which kinds of dining people would like to see more of, and what participants believe the central characteristics of Downtown's identity should be. The options for answering the multiple choice questions were based on the most common responses to similarly-natured, open-ended questions asked of community members throughout previous engagement efforts (the community survey, business coffee klatches, and interviews, for example). Many questions asked participants to rank their top three choices, while some asked for just one response. A full list of the instant polling questions and results are attached in *Appendix F1*.

An example instant polling question from the workshop is included below, alongside an image of the clickers used by participants:



Figure 1: Results from the May 9th workshop's instant polling question "What is your general sense of Downtown Milwaukie?"

77% of the 43 participants chose the response "It's getting better."



Figure 2: Turning Point clickers used by participants

Small Group Discussions (7:45 – 8:30)

After completing the instant polling activity, participants remained seated in groups of 6-8 people to discuss some place-specific questions about priorities for improving Downtown. By dividing the Downtown into three general areas—north, central and south—as well as three corridors—SE McLoughlin (Highway 99E), Main Street, and 21st Avenue—groups were able to discuss strategies for improvement in a more spatially explicit manner. A large aerial view map print out of the Downtown area at each table served as a helpful point of reference.

Groups were asked to answer the following questions. One participant from each table was designated to record the group responses to facilitate reporting out at the end of the discussion. Discussion questions were:

1. What is your top priority for:
 - a. North downtown
 - b. Central downtown
 - c. South downtown
2. Which area (north, central or south) needs the most attention?
3. What is your top priority for:
 - a. SE McLoughlin (Hwy 99E)
 - b. Main Street
 - c. 21st Avenue
4. Which corridor (McLoughlin, Main St., or 21st Ave.) is your top priority overall?
5. What is your top priority for Downtown overall?

Groups were given different colors of sticky dots and stars to indicate on the map where they would like certain uses to be located. Participants were also invited to write and draw on the maps, in any way that helped them communicate their opinions. Sticker colors and categories, as well as the area designations for Downtown, were as shown below:

Mapping with Dots

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



Report Out (8:30-8:50)

One person from each group reported out the group's top priority area and corridor; the specific priority for each; and the group's overall priority for the Downtown (which were mix of overall themes and location-specific improvements). Reporters used their group's map as a point of reference for indicating these priorities. After the event all maps were gathered and photographed by ALIGN planning (see *Appendix F3*).

Wrap-Up/Q&A (8:50 - 9:05)

Erica wrapped up the report-out session by thanking participants and handing things off to Li Alligood, Associate Planner, who explained the next steps for the *Fresh Look Milwaukie* project and how it would lead into Phase II of the Commercial Core Enhancement Program in the fall. Jeff and Erica thanked the City of Milwaukie staff for their support and guidance throughout the project, as well as businesses and organizations who contributed refreshments and meeting spaces for various events. A few participants stayed to discuss further points of interest or concern with each other and the project team or City staff. Because the workshop was running late, most participants left fairly quickly after the event conclusion.

Appendices

Appendix F1 – Instant Polling Questions & Results

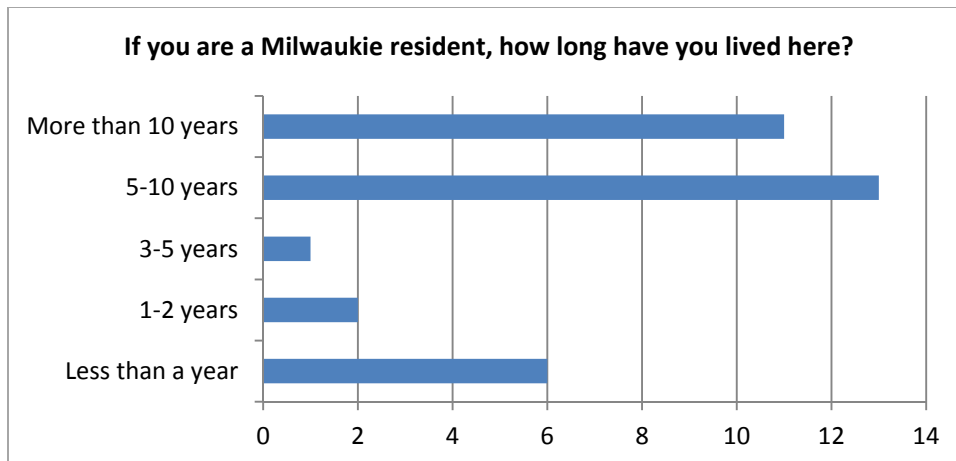
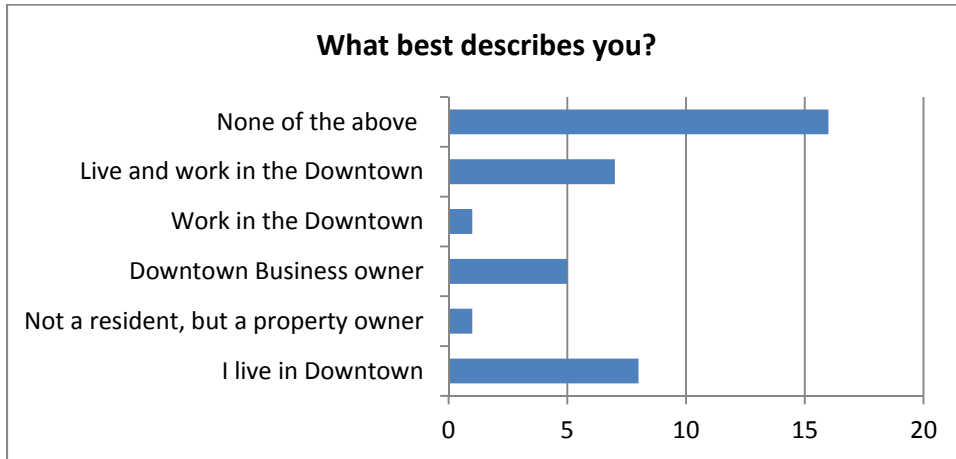
Appendix F2 – Group Discussion Notes

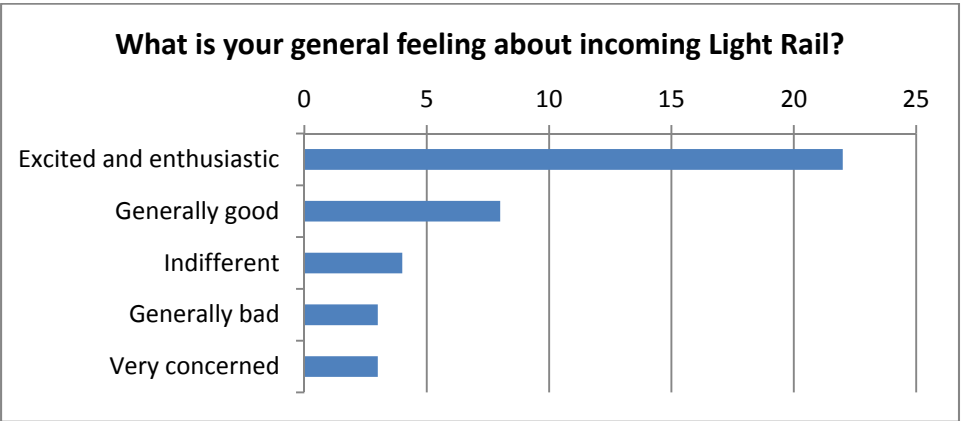
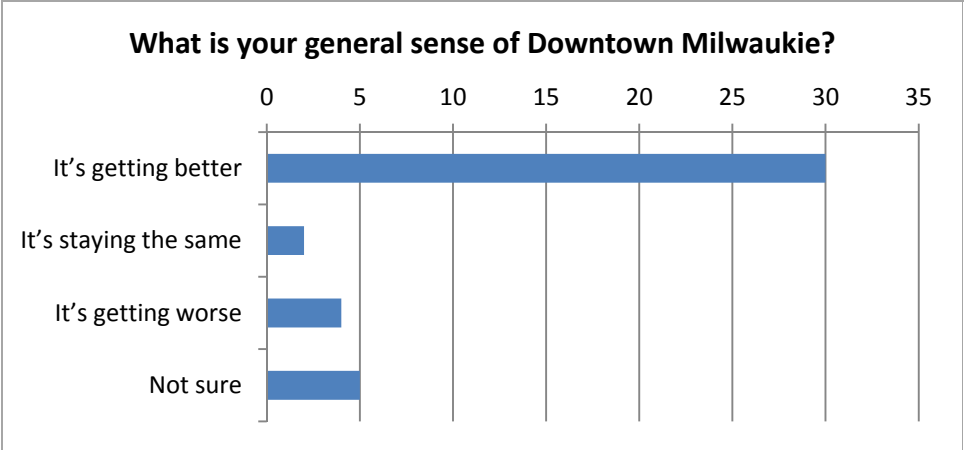
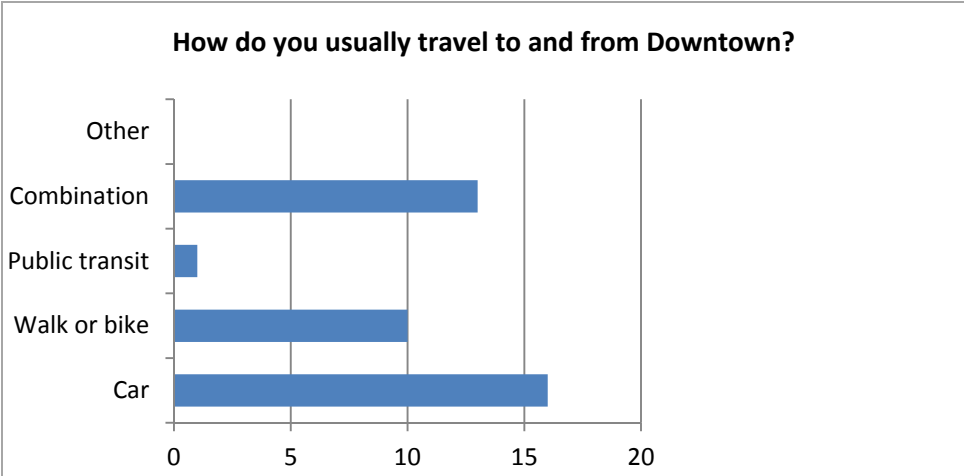
Appendix F3 – Group Discussion Maps

Appendix F4 – Poster Images

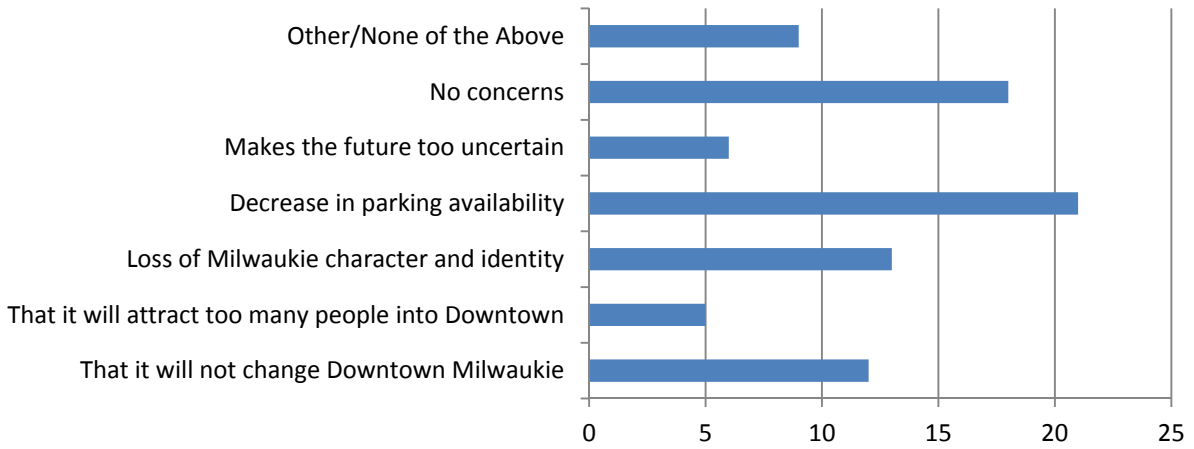
Appendix F1: Instant Polling Questions and Results

For a full list of questions and response data, refer to the excel spreadsheet posted on the City of Milwaukie [project page](#).

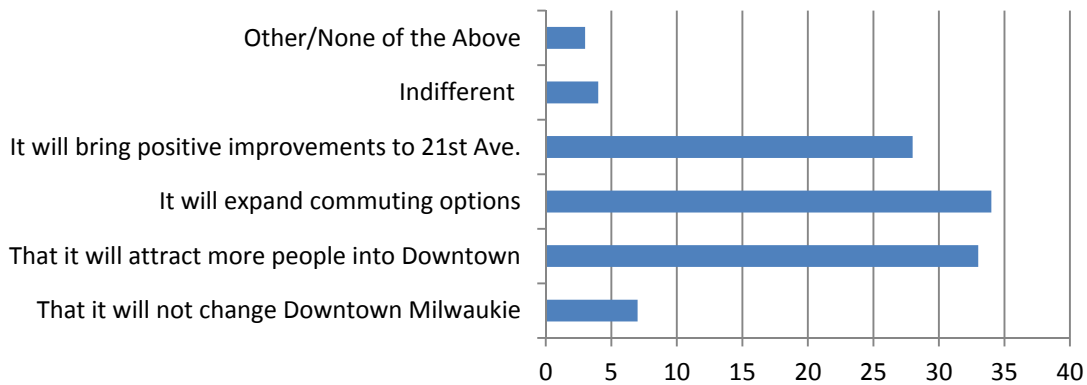




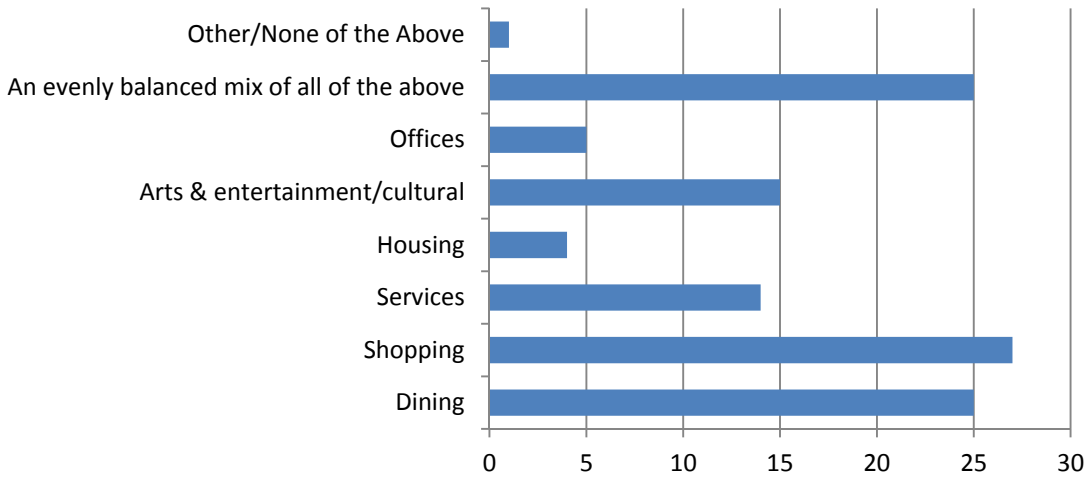
What are your top three concerns about light rail?



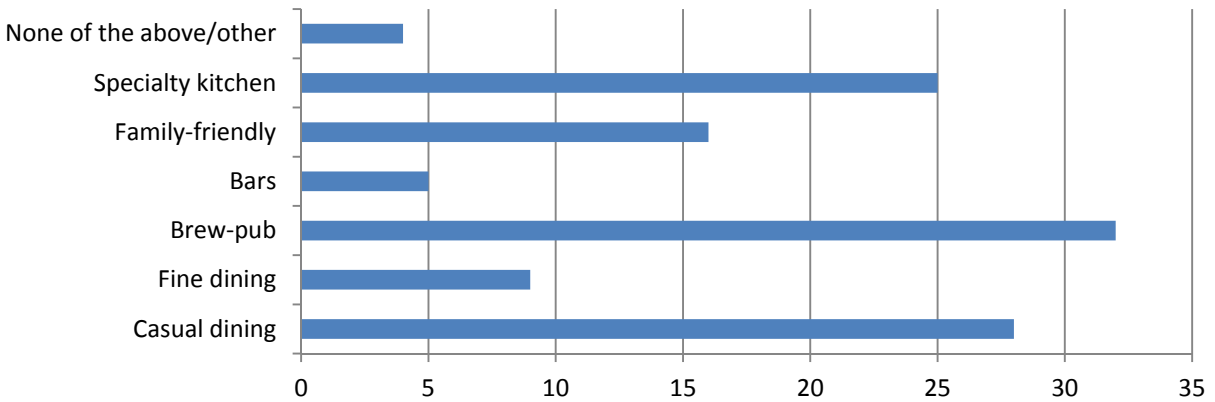
What are your top three hopes for light rail?

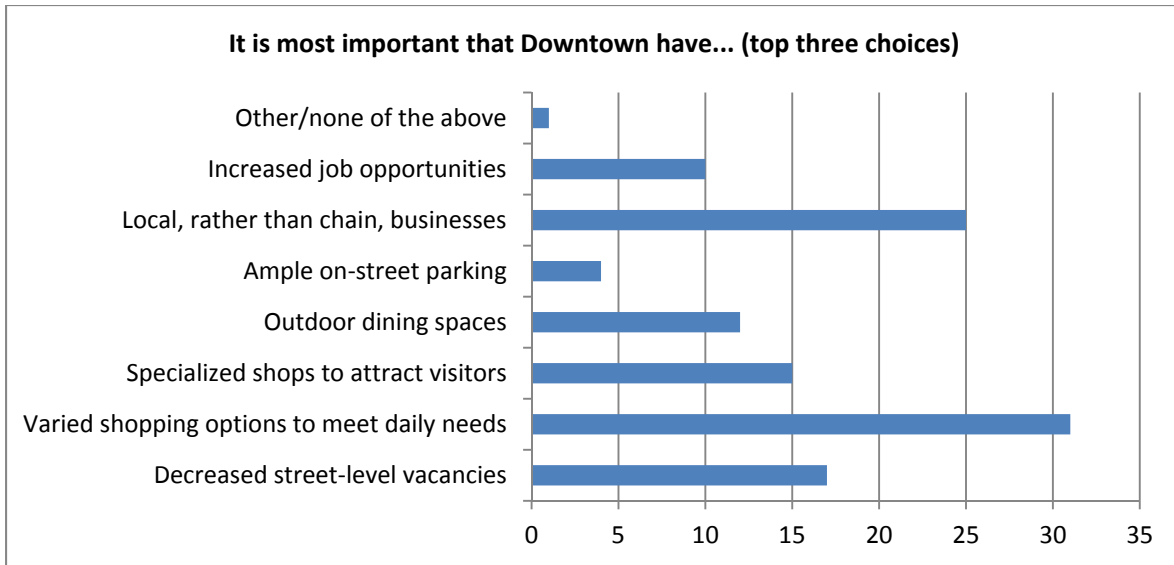


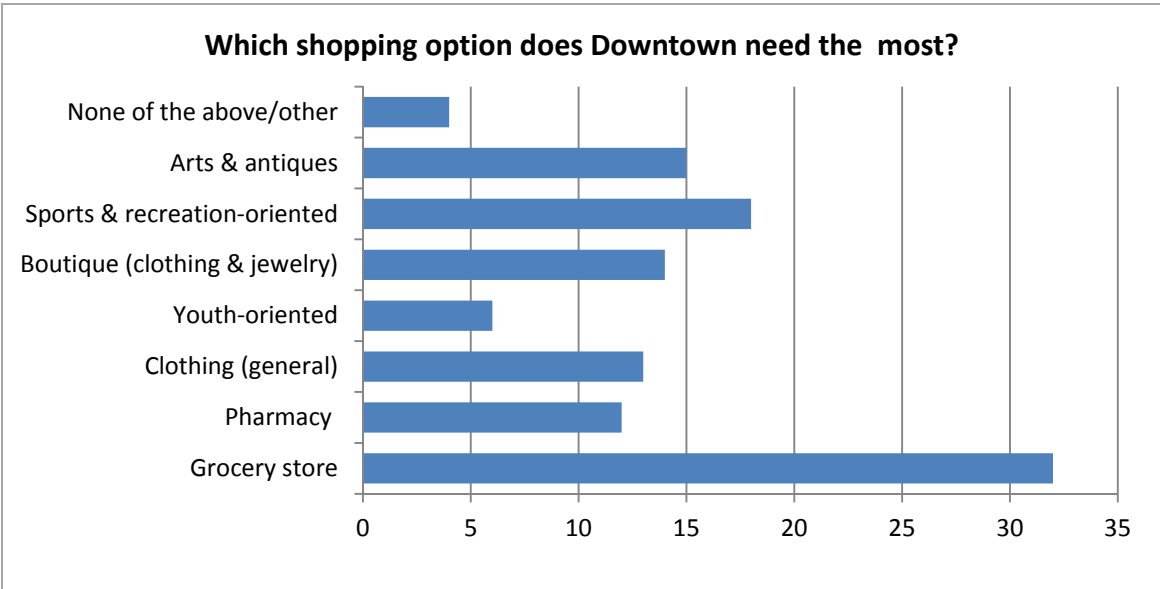
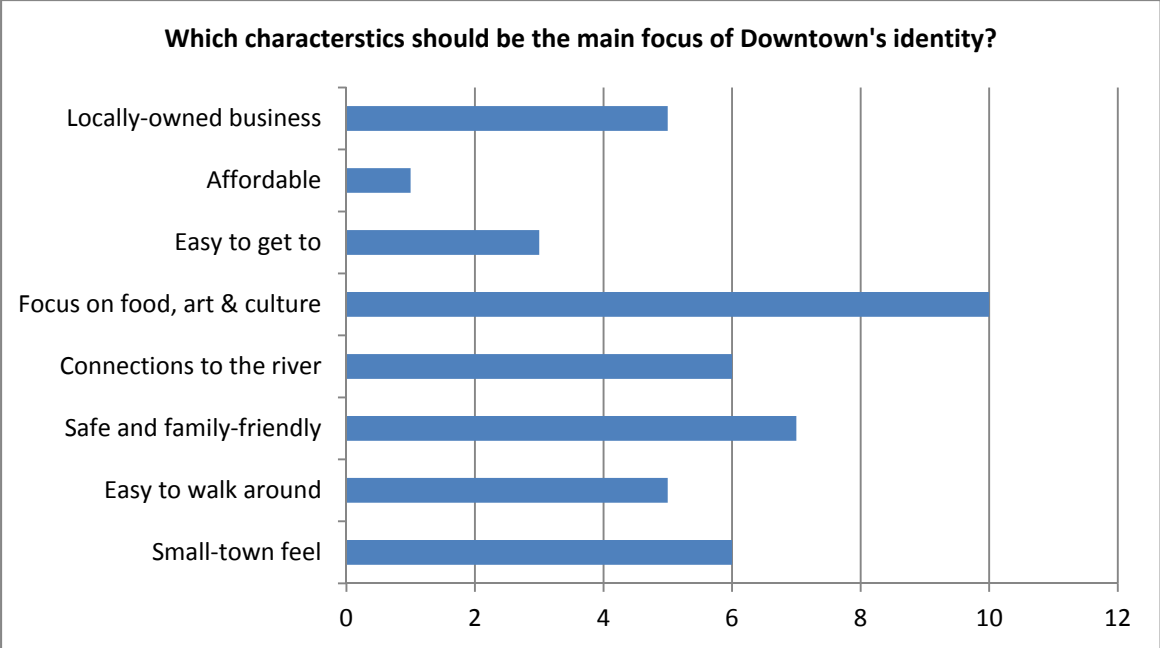
Street-level uses: What should go there? (top 3 choices)

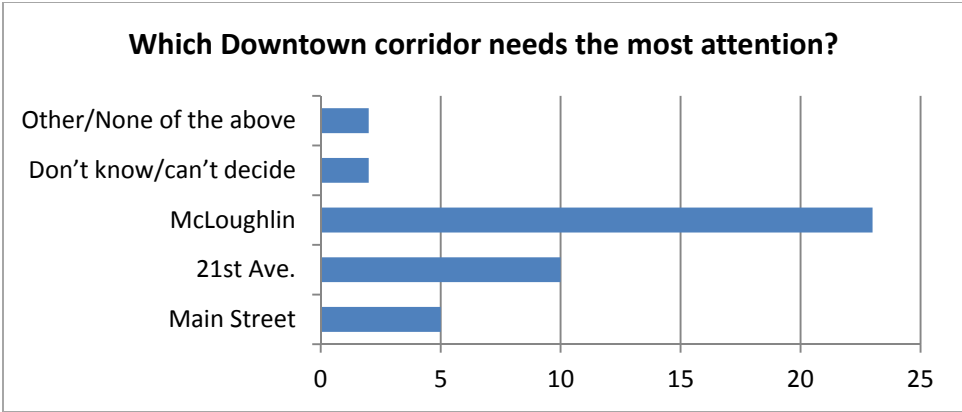
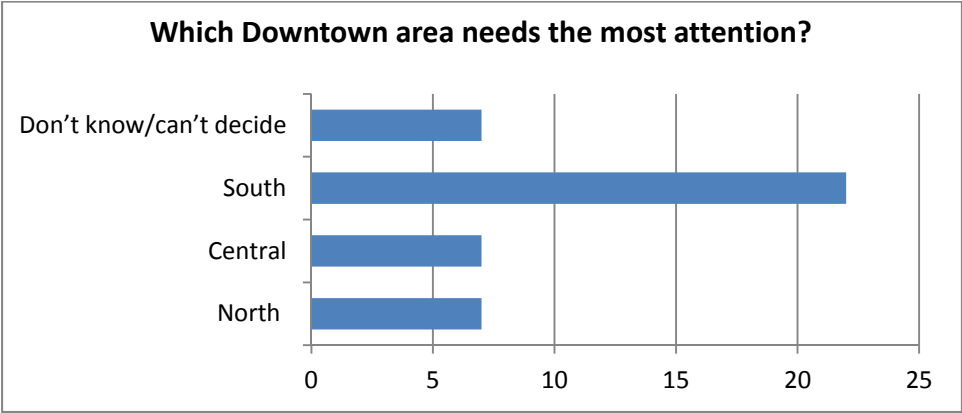
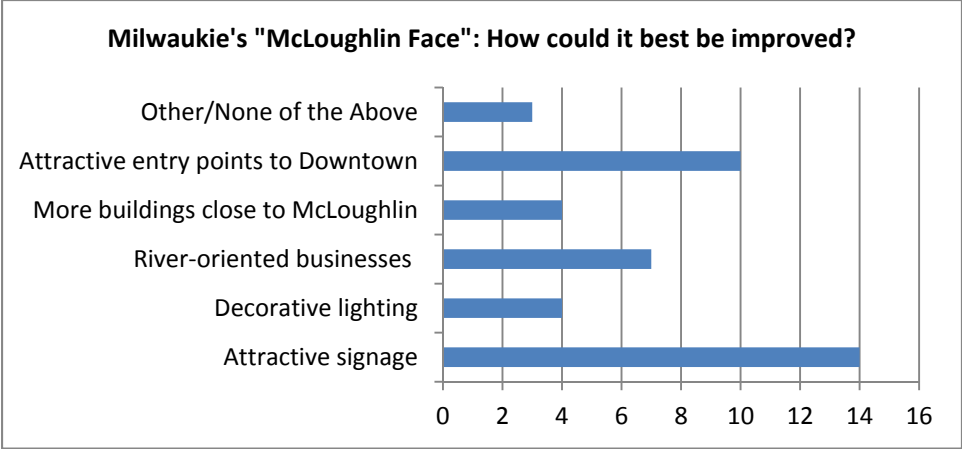


Which dining options does Downtown need more of?









Appendix F2: Group Discussion Notes

Notes from report-out

Table A

Facilitator: Jeff Butts / Notetaker: Jeff Butts

Priorities by Area:

- North – Cohesive look
- Central – Mixed use
- South – Brew pub; grocery, esp. a co-op

Priority area: South

- Brew pub; Grocery co-op

Priority Corridor: McLoughlin

- Like a multilevel Pikes Mkt feel
- Activate with retail

Table B

Facilitator: Iren Taran / Notetaker: Li Alligood

Priorities by Area:

- North – more 2-3 story buildings
- Central – housing and office above ground floor
 - Gothic comic development
- South – plaza is key; retail and live/work

Priority Area: South

- Because of incoming light rail

Priority Corridor: 21st; LRT foot traffic

- Promote the right kind of developers

Table C

Facilitator: Ryan Lemay / Note taker: Kari Svanstrom

Priority by Area:

- South, 21st, Monroe – better uses
- North – Residential near Scott Park

Priority Area: Central

- Update buildings / better use of space

Corridor Priority: 21st Ave.

- Sections of Main, 99E and 21st all need real work

Table D

Facilitator: Erica Smith / Note taker: Ryan Marquardt

Priority Area:

- South – Gateway
 - Key to step off MAX

Priority Corridor:

- Corridor – 99E
 - Main & 21st will take care of themselves

- Green belt on 99E up to Scott Park and up to Adams St.

Overall Priority:

- Conscious development, vibrant development

Table E

Facilitator: Carine Arendes / Note taker: Carine Arendes / Volunteer Facilitator: Alex Steinberger

Priority by area

- North - physical aspects; sidewalks
- Central – plaza at farmer’s market
- South – gateway overall; easy way to downtown

Priority Corridor: McLoughlin

- Slow people down; building; fill in green space

Overall Priority

- Top Overall – Affordable co-op grocery

Extended group discussion notes – from each table (before report out)

Table A

- Grocer across from City or
 - Or near light rail
 - Specialty and well known in area where people have to drive through town, not on McLoughlin (Trader Joe’s, New Seasons)
- Gateway on McLoughlin
 - With pedestrian and bike bridge (south)
- Potentially need housing (North)
 - Apartments / condos / row house
 - 2 or 3 story
 - Protect views of river
- Storefront redone (Central)
 - New look, clean
 - Mixed retail & brew pub
 - Maybe a Starbucks
 - Or more knowledge of existing coffee houses
- Central
 - Bakery
 - Need people
 - Cohesive look
- McLoughlin
 - Built up, not parking
 - Reason for people to stop
 - Brings eye to other side than river
 - Bridge
 - Mirror the whole way for river on both sides
- Main street
 - Increased N-S connection

- Reface
- New buildings
 - Mixed retail, brew pub central to all... bridge, LR, DT
 - Bars, entertainment.
- 21st
 - Service oriented (dry cleaner, nails, ...)
 - Maybe lumber store as grocer
 - Street improvements (benches, lamps)
 - More liveliness
 - Flower baskets everywhere
- THE top priority
 - Mixed use more like N. Main
 - Magnet: co-op
 - River, LR connection
 - Parking behind new buildings on McLoughlin
 - Limited height for views, graded with geography
- Art everywhere
 - Different types: sculptures, murals – talent
- Theatre as theatre not arcade

Table B

- North
 - More activity / entertainment
 - Remote wasteland
 - Residents
 - Shopping
 - Gradual redevelopment
 - Green space @ Texaco site
 - Like Pioneer Square
 - More active uses in Reliable Credit and ground floor buildings
- Central
 - Relocate Dark Horse offices to 2nd floor
 - Retain in DT
 - More active uses on ground floor
 - No offices on main floor
 - Add 2-3 floors
 - Fill in McLoughlin
- South
 - Parking structure
 - Plaza
 - Make Kellogg Lake accessible
 - Hotel
- Main Street
 - Remove “dead zones” – put offices upstairs
- 21st Ave
 - Neglected – sidewalk, trees, lights
 - Housing @ Milwaukie Lumber site

- More active uses
- Townhomes w/ retail (like North Main)
- Street activity
- Parking structure @ 21st and Adams
- Science museum near Milwaukie High School (mini-OMSI)
- McLoughlin
 - Signage – restaurants, Main St., etc
 - Better access point for SB
 - Murals on backs of buildings
 - Stores on ground floor
 - Visibility, activity, accessibility
 - Tie to river – services, retail
- THE Priority
 - Redevelop / rehab with housing / office upstairs
 - Theme – connection to '50s?
 - Reveal and embrace history
 - Public realm – lights, signage

Table C

- North Downtown
 - Parking (for much of downtown)
 - Combo parking for public / downtown and businesses
 - Bring greenspace from Scott Park to Main St.
 - People don't know where they can park
 - City Hall, Library area, etc.
 - Parking exists, people don't know
 - Explore more residential in North area
 - Potential at Pietro's for mixed-use w/ Pietro's on 1st Fl, housing above or nearby
- Central Downtown
 - Dark Horse – need a museum/ more active / on upper floors
 - “we like Dark Horse – don't want them to leave”
 - Small grocery store
 - Spruce up 21st
 - Housing near / across from City Hall
 - Need parking still
- South Downtown
 - Somewhere between Walker – Macy & C. Alexander ideas
 - Need more fine-grained than big block
 - South Downtown public spaces – good concept
 - Parking below grade and businesses @ Adams/ Wash E. of 21st
 - Cash spot
 - Parking and Development
 - More street-scape friendly
 - Infill – esp. on 21st Ave
 - Between Monroe and Washington
- THE priority for Downtown
 - More modern / better looking/ designed

- Storefronts with ACTIVE storefronts

Table D

- North Downtown
 - Entryway to Downtown; improve appearance of sites and buildings
 - Better maintenance of sidewalks, trees and landscape strips
 - Use of parking spaces in front of buildings – food carts, etc.
 - Top Priority – Pedestriation™
- Central
 - Storefront improvements
 - Key Bank façade changed
 - Local business focus
 - Rebuilding center
 - Too many banks / credit unions?
 - Events – more activity, tents to draw people downtown
 - Needs to draw to downtown from PDX
 - Waldorf, Farmers Market
 - Dark Horse – would be nice if it was more accessible for visitors, general pedestrians
 - Multi-model access
- South
 - “New Gateway”
 - brings new opportunities
 - improve look of buildings near station
 - active uses surrounding the station
 - fund lanterns
 - bike-share @ station; lockers
 - Ticket hub to buy tickets for attractions accessible via MAX
 - Pedestrian connectivity
 - Increase number of people living downtown
- THE Priority
 - High quality development, conscious
 - Get people to slow down – stay a moment
 - Conscious development
 - Don’t lose working class feel
 - Get people to stay downtown
 - Get people out of their cars, high quality and conscious development, access – get people to be aware that Milwaukie is there, events, connect disconnected gems and nodes

Table E

- North
 - Unattractive building
 - Springwater corridor
 - Rowdy people
 - Trail, streetscape, attractive places
 - Family Friendly focus

- Central
 - Parking
 - Garage: size/scale
 - Show up differently
 - Bike parking
 - Public space
- South
 - Welcoming attractive
 - Welcome map
- McLoughlin
 - Slow traffic
 - Signals
 - As speed
 - Buildings built to property line
- THE priority
 - Tacoma – Sellwood examples
 - Traffic calming
 - Identity
 - Grocery

Appendix F3: Group Discussion Maps

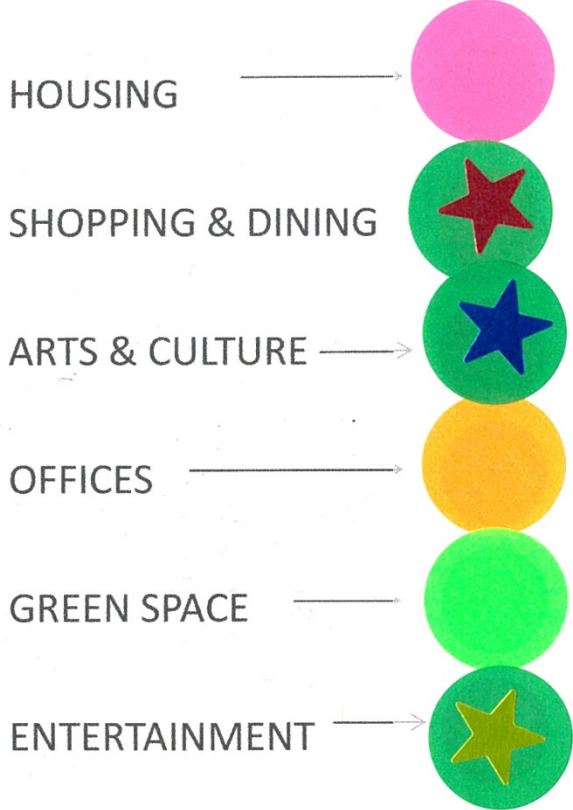


Table A

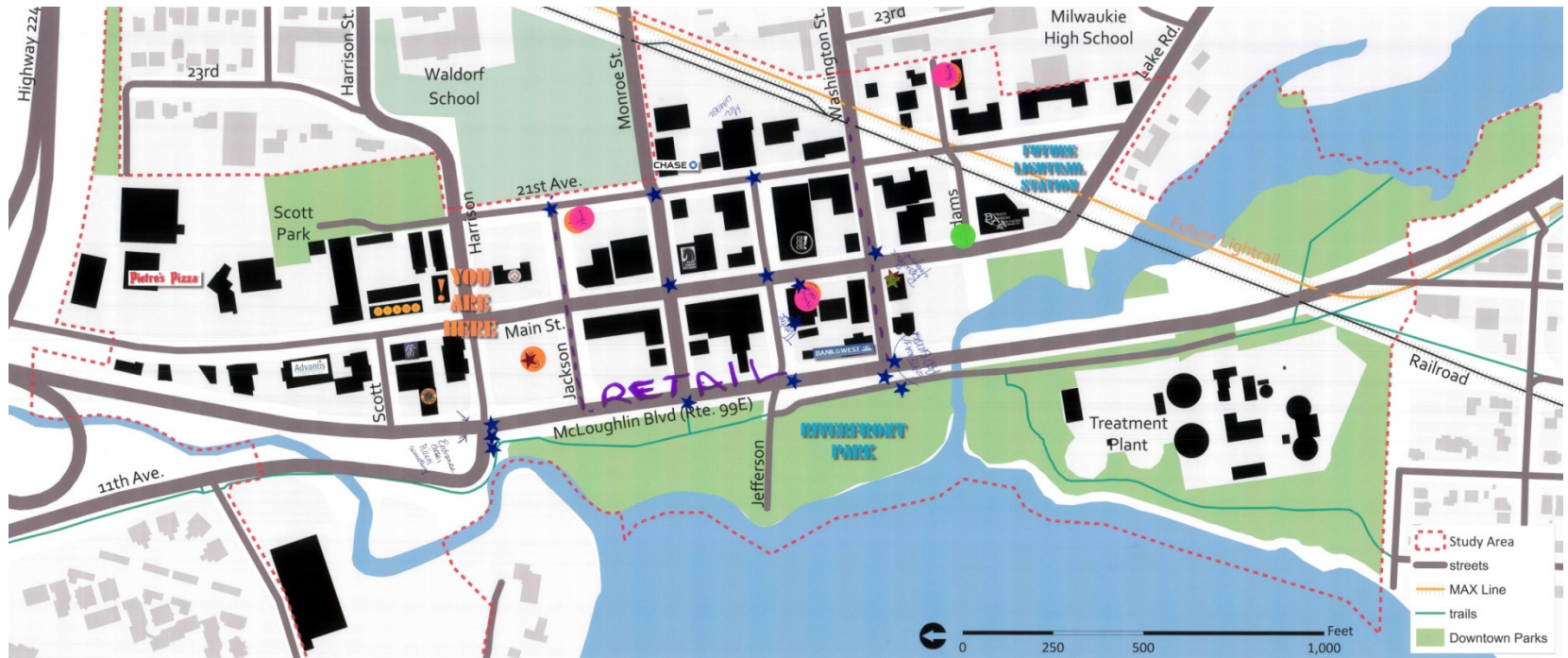


Table B

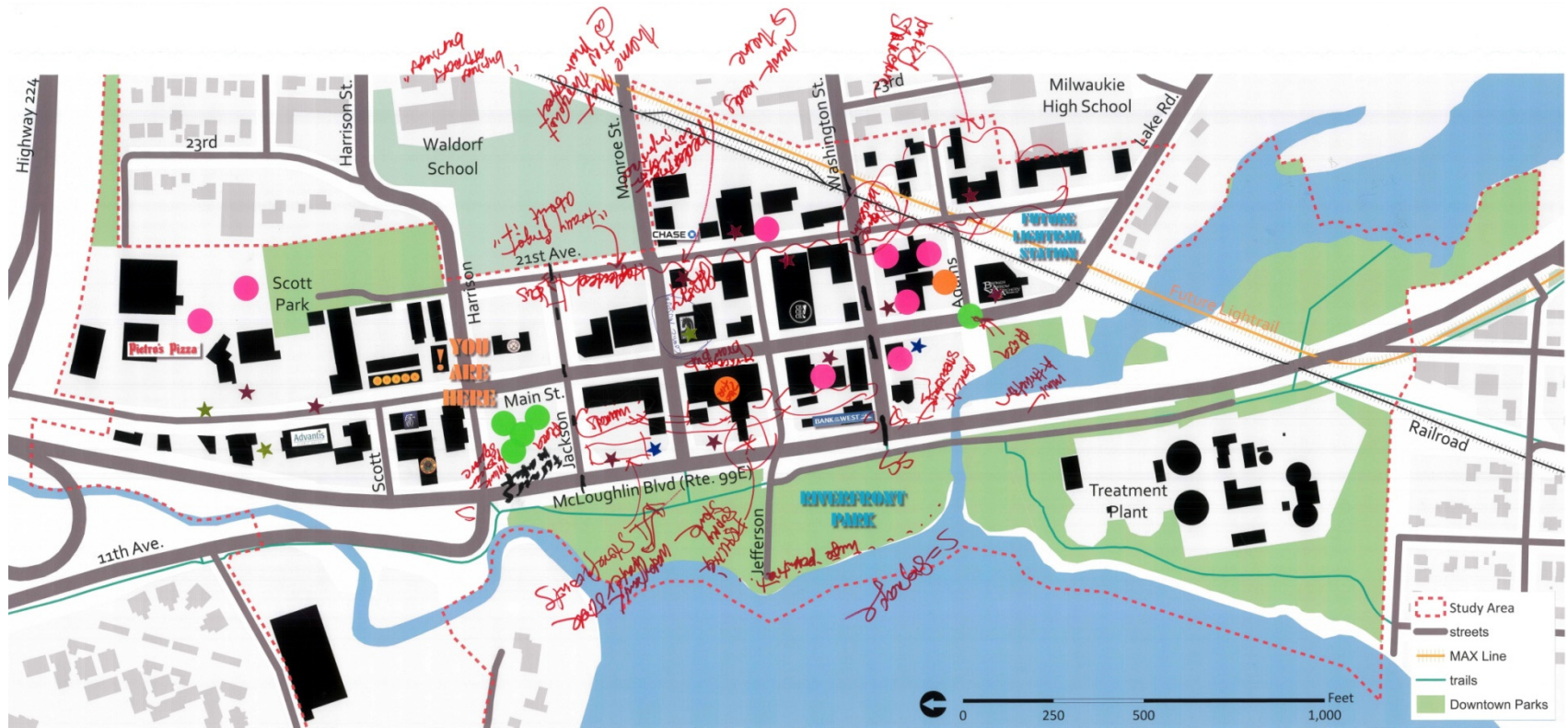


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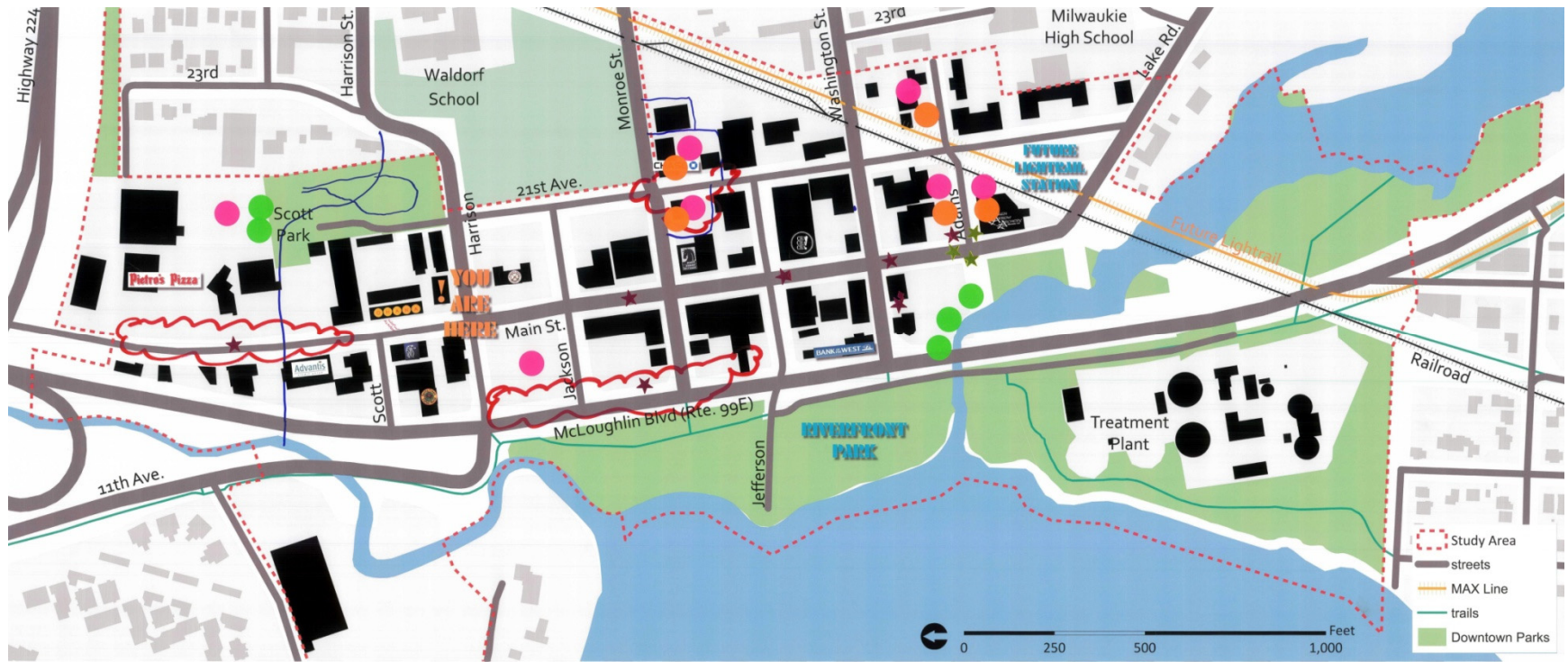


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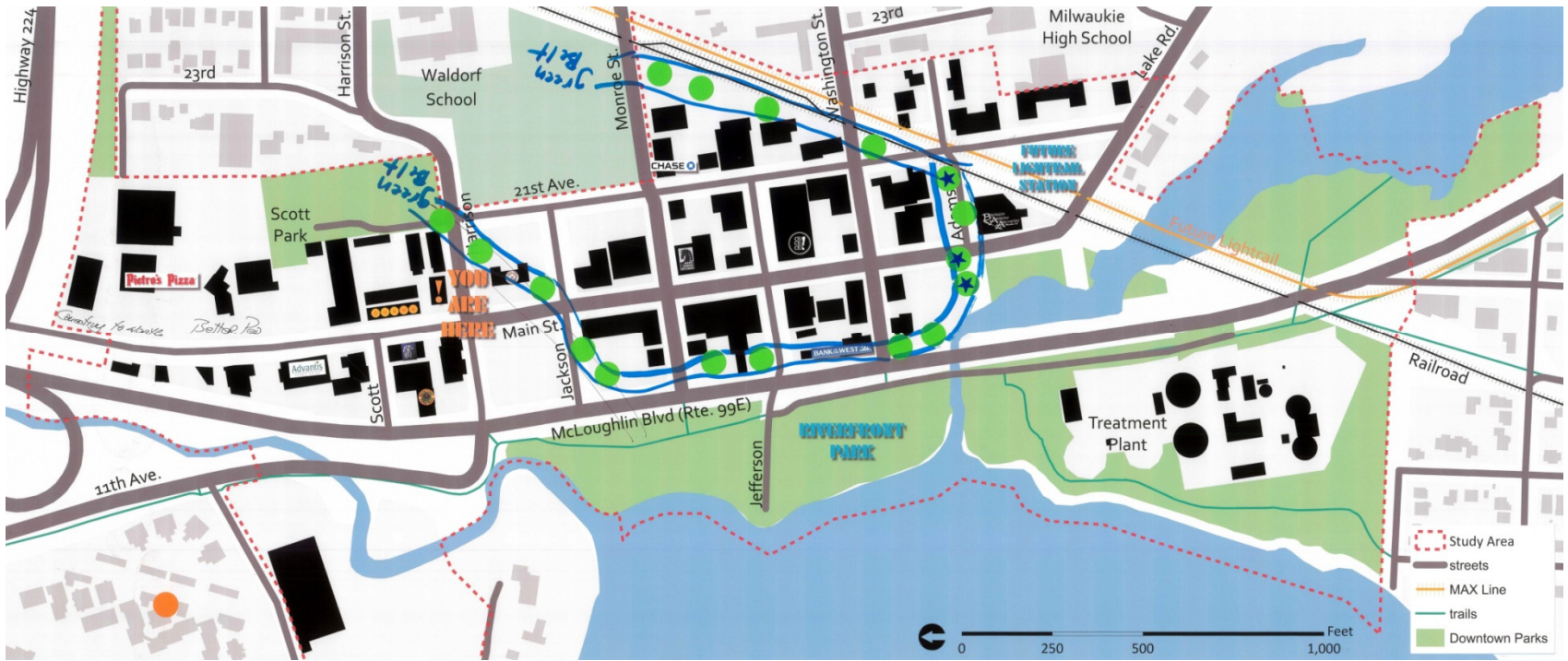
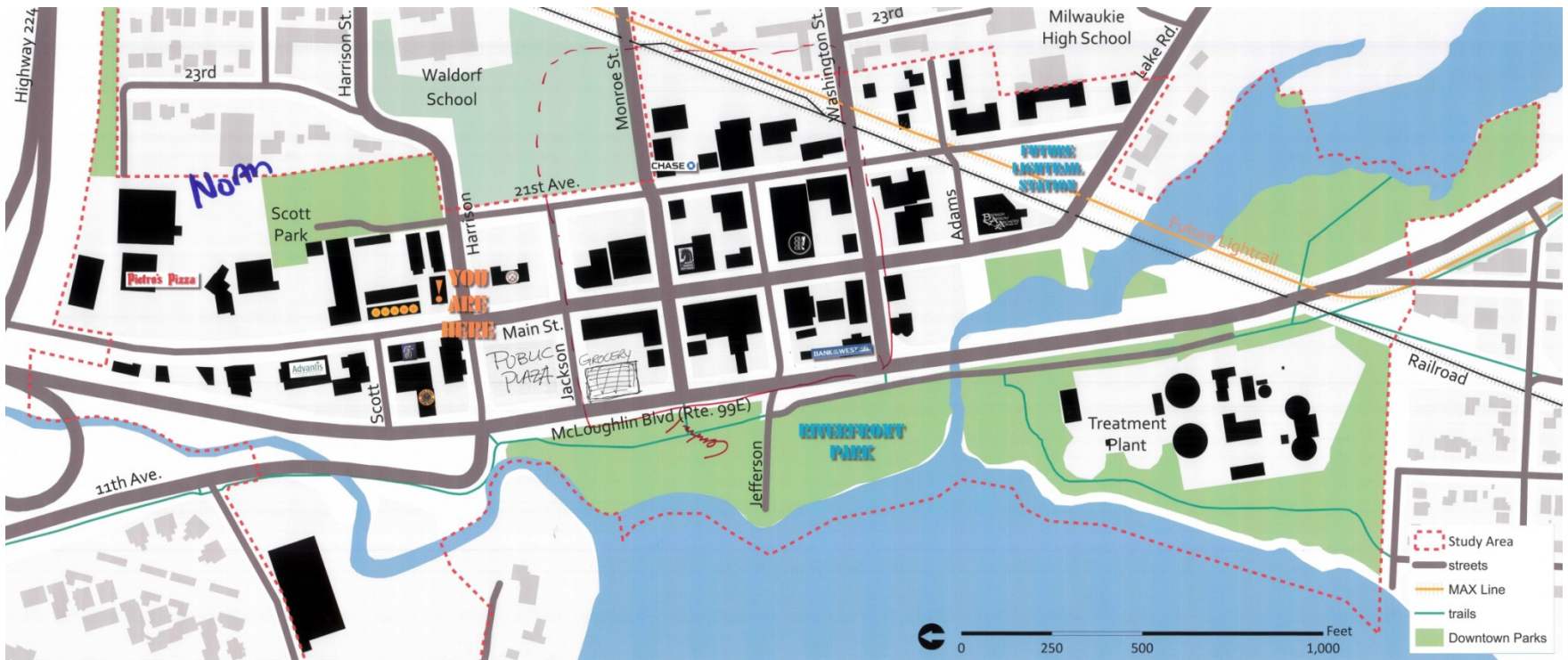


Table E



Appendix F4: Poster Images

fresh look MILWAUKIE: downtown ROAD MAP project existing CONDITIONS



Figure 1 Aerial View of Downtown Milwaukee

A the DOWNTOWN and RIVERFRONT LAND USE FRAMEWORK PLAN (the "Framework Plan") was adopted in 2000. This is the guiding document for development in Downtown Milwaukee and is an ancillary document to the Milwaukee Comprehensive Plan. Its boundaries form the study area for the Fresh Look Milwaukee project.

B the SOUTH DOWNTOWN CONCEPT PLAN Adopted in 2011, the South Downtown Concept Plan is a vision for the area south of Washington between 9th (McLaughlin Boulevard) and 21st Ave. Once codified, it will guide redevelopment and land use in preparation for the Milwaukee Light Rail Station opening in 2015. The first project to implement the plan is the Adams Street Connector project, to be completed in fall 2014.

C the MILWAUKIE COMPREHENSIVE PLAN The 1989 Comprehensive Plan establishes the land use and development policy for the City of Milwaukee. It classifies Downtown as an area of special interest for the whole community and details planning concepts related to Downtown development.

D DOWNTOWN DESIGN GUIDELINES The Downtown Design Guidelines were adopted in 2003 to support and complement the Framework Plan through the promotion of a consistent urban design vision and context-sensitive development. The guidelines address "Milwaukee character," architecture, signage, lighting and pedestrian elements. They are used by City staff and Milwaukee's Design/Landmarks Committee to evaluate the design of new construction and some exterior renovations.

E PUBLIC AREA IMPROVEMENTS The Public Area Requirements (PARs) were adopted in 2000 to define and implement the circulation framework of the Framework Plan. This document defines circulation elements for vehicles, pedestrians and bicyclists, guides the development of capital improvements in the public rights-of-way and establishes standards and requirements for improvements at the time of development or redevelopment of parcels adjacent to the public right-of-way in downtown Milwaukee.

F DOWNTOWN ZONING ORDINANCES Zoning and Land Use regulations for downtown are addressed Title 9 Section 304 of the Milwaukee Municipal Code (MMC). The current downtown zoning and regulations were adopted in 2000 to implement the Framework Plan. Aspects of the ordinances were revised in 2009 and early 2013. The zoning ordinances address allowed uses, dimensional standards such as building height and setbacks, design standards, residential density and applicability of design review and public area requirements.

The key question the Fresh Look Milwaukee project will answer is: To what extent existing plans, policies and regulations for Downtown Milwaukee reflect contemporary community desires, and are realistic to achieve given current conditions?

EXISTING PLANS, POLICIES and REGULATIONS

Development in Downtown Milwaukee is guided by plans and policies adopted by Milwaukee City Council. The 6 primary documents directing downtown development were reviewed to identify planning concepts that demonstrate community values. The plans and policies guiding downtown development shared many similar characteristics at a conceptual level.

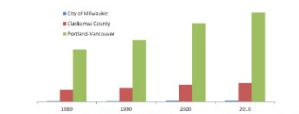
PLANNING CONCEPT	PLANS & POLICIES			
	Framework Plan	South Downtown Concept Plan	Comprehensive Plan	Design Guidelines
Historical Character	X	X	X	X
River Corridor	X	X	X	X
Pedestrian Orientation	X	X	X	X
Quality MP Housing	X	X	X	X
Employment Opportunities	X	X	X	X
MP Resources & Open Space	X	X	X	X

Table: Shared Concepts

SOCIAL, ECONOMIC and PHYSICAL CONDITIONS

OVERALL POPULATION

The size of Milwaukee's population is growing, however since 1980 it has increased more slowly than other areas in the region. The increase in regional population suggests a market demand for housing in the area that may be partially met by new development in Milwaukee. Successful examples of meeting increased population demands may inform Milwaukee's response to the upcoming challenges.



HOUSEHOLD CHANGES

Milwaukee reflects national and regional trends for related to shrinking household/family size and an increase in non-family households and older households. Smaller households may have smaller incomes, while older households may have a desire to either "age in place" or downsize into smaller homes that are more easily maintained. An aging population and smaller households indicate a future demand for smaller, attached and accessible or retrofitted homes. The aging population in Milwaukee may seek encore careers or be a valuable reservoir of skilled volunteers.

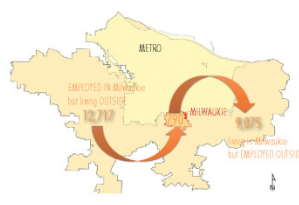
	1980	1990	2000	2010
Median Age	31	36	38	40
Household Composition				
Living Alone	1914 27%	2276 12%	2583 12%	2757 14%
Family Households	4997 69%	15,200 82%	2283 62%	5079 59%
Non-Family	288 6%	1028 6%	692 8%	835 10%
Household Size				
1 or 2 persons	4390 60%	5078 64%	5592 65%	5753 66%
3 or 4 persons	2245 31%	2295 22%	2622 28%	2296 26%
More than 4 persons	601 8%	550 7%	640 7%	619 7%

Table: Demographic Changes



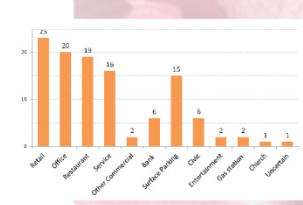
MAKING A LIVING IN MILWAUKIE

The City of Milwaukee is part of a regional economy. Most people who live in Milwaukee commute outside the city to work, while the majority of workers in Milwaukee reside outside the city. While large scale businesses may employ lots of people, the majority of businesses in Milwaukee are small businesses; jobs of Milwaukee businesses employ less than 10 people. New businesses downtown include specialty food, art galleries and a variety of dining venues. The Farmer's Market is a popular weekend activity and the grassroots monthly First Friday "Art a la Carte" event is also drawing people downtown.



OBSERVED USE

Observed uses were recorded for each tax lot (or parcel). In many cases the specific business name was also recorded. The Downtown area east of McLaughlin includes Scott Park, Dogwood Park and other open spaces. Residential use consists primarily of multi-family housing at North Main Village, which consists of 64 affordable rental units and 23 market-rate townhomes and condominiums. The most common counted non-residential use was retail, followed by offices and restaurants. Non-financial services, such as medical providers, dry cleaning, massage and insurance was also very common. Banking and other finance services are also frequently counted uses.



BUILDING HEIGHTS

More than half of the buildings in the ground survey were single story construction (49 out of 77). Thirty five percent were 2 stories, and 9% were 3 stories. No structures higher than 3 stories were observed.



OCCUPANCY and VACANCY

Vacancy rates are affected by the total amount of space devoted to particular uses and varied between types of uses. Total Occupancy: 139 occupied parcels were counted in the ground survey, including surface parking lots when paved and stripped for parking.

Total Vacancy: 15 vacant parcels and ground floor vacancies were observed, however "for rent" or "for lease" signage was displayed for only 7 units. In existing structures, the vacancy rate for retail space was 21%, office space was 10% and 14% for services.

The vacancy counts included parcels without structures but not zoned for open space; four vacant parcels, immediately adjacent to Kellogg Creek unsuitable for intensive development were therefore included in the overall vacancy count.



	Vacant	Occupied	Total	Percent
Other	6	6	12	50%
Gas station	3	11	14	21%
Office	2	9	11	38%
Mixed Use	1	10	11	0%
Service	1	9	10	10%
Bank	1	6	7	14%
Other Commercial	1	2	3	33%
Restaurant	1	11	12	0%
Housing - Rental	64	64	0%	
Housing	35	35	0%	
Surface Parking	15	15	0%	
Entertainment	2	2	0%	
Gas station	2	2	0%	
Church	1	1	0%	

Table: Occupancy and Vacancy



find out more about ALIGN Planning team and what we are up to at www.ALIGNplanning.com



fresh look MILWAUKIE: downtown ROAD MAP project

april 1st KICKOFF EVENT

The kickoff event marked the beginning of a two-month long community engagement process. The project team (the City of Milwaukee and ALIGN Planning) were seeking to get input from as broad and diverse a range of Milwaukee community members as possible.

- Objectives**
- 1 Bring community members together to find out what their **priorities** are for future of Downtown
 - 2 Listen to their **ideas** for realizing a more thriving Downtown
 - 3 Invite them to **become involved** in future Fresh Look Milwaukee activities



YOU **MILWAUKIE** **downtown** **because:**

- It retains its own identity and has a great transit hub. And Milwaukee Kitchen & Wine!
- You can walk to it. The library is fantastic. First Friday. Farmers Market. A few restaurants
- It is a wonderful place to be at. Safe. Quiet. And friendly community
- Small town feel, big city fun!
- Historical Background. Last developmental area w/ view of River. NDA, Council, Business, & citizen devotion to creating a great & prosperous place
- Please consider limiting buildings to 3 stories. To keep a scale that is both livable & pleasing to the eye
- It has a ton of potential. You like the scale/size, transit options (please work to ensure the max line becomes reality) and old school feel!
- You grew up here!
- Not too close. Not too far



33
community
members
participated

Initial Themes that emerged during Group Discussion

1. Connecting to Riverfront	10. Branding of the Downtown
2. Improve perception of Downtown - beyond McLaughlin	11. Limit buildings to 3 stories
3. Drawing people in (lodging, events, etc.)	12. North Cackamas Parks District runs parks
4. Ease of access to information/assistance with design (user friendliness)	13. Support destination with priority improvements to make city presentable: trash cleanup, building maintenance, sidewalk repair
5. Urban design	14. Business Development/Economic Resource
6. Destination location - shops, events, parks, fitness events	15. Vision/Direction
7. Milwaukee Signature events	16. Balance
8. Property maintenance - promote civic pride/visibility with list of properties to capture most important work	17. Excitement
9. Accessibility	

GROUP DISCUSSION

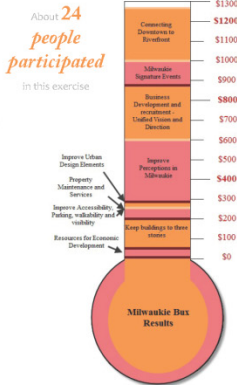
Steve Butler began gathering the participants and introduced the ALIGN planning team. Ryan Lemay gave an introduction to ALIGN's involvement with the City of Milwaukee and overview of the Kick-off event. Erica Smith followed up by providing directions for the small group discussions.

ALIGN team members, City staff and event participants were divided into three small groups. The ALIGN team members facilitated the discussions while City staff took notes on the flipchart. Each participant was given about 5 minutes each to discuss four specific items.



About **24**
people
participated

In this exercise



Find Milwaukee Box Themes

Resources for Economic Development	Improve Urban Design Elements
Keep Buildings to 3 story height level	Improve Perceptions of Milwaukee
Improve Accessability, Parking, Walkability and Visibility	Business Development and recruitment
Property Maintenance and Services	Unified Vision and Direction
Connecting Downtown to the Riverfront	Ground level businesses should be open for the public to drop by
	Milwaukee Signature Events

MILWAUKIE BOX

After the group discussions concluded, ALIGN team members began preparations for the Milwaukee Box exercise. This exercise provided participants fake money, intended to serve as a mechanism to quantify what each participant finds as a priority as a future project focus.

This exercise was designed to prioritize participant's opinions, by providing each participant with a total of \$600, one \$100 bill and five \$20 bills. The \$100 bill represented what people felt were the highest priorities. The \$20 bills allowed for flexibility in terms of where participants placed their vote.

To begin the exercise, each group selected a group member to present the initial themes, where ALIGN team members consolidated any over-arching themes as labels onto clear jars.



OUTCOME

The kickoff event brought many different opinions together regarding the key strengths and barriers to achieving a vibrant downtown. Through the exercises and group discussions, we heard that the key strengths of Downtown Milwaukee include:

- People love downtown Milwaukee because of its small town scale and the potential to develop into a sustainable center
- Riverfront Park is a significant part of the downtown and enjoyed by many throughout the year. However, the potential to utilize the riverfront has yet to be realized, due to the separation presented by McLaughlin Boulevard

However, we also heard that there are barriers to achieving a vibrant downtown. Participants

identified two primary issues: **lack of attractions** in Milwaukee, and **lack of a unified vision and direction** for downtown. Outside of the occasional events, downtown Milwaukee is NOT portrayed as a destination.

People often visit the downtown for short-term activities, such as dining at the local restaurants, and leave shortly thereafter.

- The highest priorities identified by attendees suggest that Milwaukee needs to **better connect** the downtown with the **riverfront**; draw people from out of town with **signature events**; and downtown businesses need to improve recruitment and development by forming a **unified vision** and **direction**.

Although participants agreed on barriers to achieving a vibrant downtown, they did not agree on

how exactly to address these barriers. For example, one proposed method to support business owners was to provide more resources for economic development, yet this theme received the lowest amount of Milwaukee Box. In contrast, a unified business vision and direction received the 3rd highest amount of Milwaukee Box. This **divergence on the exact measures** of overcoming identified barriers will serve as a basis for discussion during future engagement efforts with the Milwaukee community.

find out more about the project at:
www.ci.milwaukee.or.us/planning/fresh-look-milwaukee-downtown-road-map





fresh look MILWAUKIE:

downtown ROAD MAP project

april 27th WALKING TOUR

The photographic activity was designed to engage those who are uncomfortable participating in group discussions, and served as an opportunity for participants to capture areas of interest in downtown Milwaukee.

- 1 A fun, engaging activity to gather opinion about what people like or don't like about specific elements of Downtown, and where they see "hidden gems," i.e. elements with potential to become a greater asset to Downtown Milwaukee
- 2 A walking tour provides an outdoors, interactive alternative that is more casual and creative than the traditional open house or workshop. Having people express their desires through photos provided specific visual language to be included in the final report & recommendations.
- 3 This activity required fairly little effort on participant's part. We only asked them to identify areas to be photographed and we wrote a brief description/explanation of the photos.



There were a total of seven stops on the route, shown on the map above, and each stop featured between 5 and 10 minutes of group discussion.



stop #2 [Main Street Block]

- | | |
|--|---|
| <p>1. What do you like about this area?</p> <ul style="list-style-type: none"> • Walkway • Trees / vintage storefronts • Chicago-style building / facade in government wing • Historic feel / sense of street history / "time well spent" • Landmarks (like, shops, buildings, and trees) | <p>2. What don't you like about this area?</p> <ul style="list-style-type: none"> • Poor "sign" that not actually ours • Historic water tower • Dark historic building / facade / dark and not well lit • Lack of trees that screen buildings that are not ours (physical separation for example) |
| <p>3. What are your wishes would you like to see here?</p> <ul style="list-style-type: none"> • More historic buildings / facade / character • More of this style • More historic quality trees / more • More historic / facade / character • More historic / facade / character | <p>4. What are your wishes about this area?</p> <ul style="list-style-type: none"> • Better lighting • More historic buildings / facade / character • More historic / facade / character • More historic / facade / character • More historic / facade / character |

stop #3 [Riverfront Park]

- | | |
|--|---|
| <p>1. What do you like about this area?</p> <ul style="list-style-type: none"> • Riverfront Park • Riverfront Park • Riverfront Park • Riverfront Park • Riverfront Park | <p>2. What don't you like about this area?</p> <ul style="list-style-type: none"> • Riverfront Park • Riverfront Park • Riverfront Park • Riverfront Park • Riverfront Park |
| <p>3. What are your wishes would you like to see here?</p> <ul style="list-style-type: none"> • Riverfront Park • Riverfront Park • Riverfront Park • Riverfront Park • Riverfront Park | <p>4. What are your wishes about this area?</p> <ul style="list-style-type: none"> • Riverfront Park • Riverfront Park • Riverfront Park • Riverfront Park • Riverfront Park |

stop #4 [Dogwood Park]

- | | |
|---|--|
| <p>1. What do you like about this area?</p> <ul style="list-style-type: none"> • Dogwood Park • Dogwood Park • Dogwood Park • Dogwood Park | <p>2. What don't you like about this area?</p> <ul style="list-style-type: none"> • Dogwood Park • Dogwood Park • Dogwood Park • Dogwood Park |
| <p>3. What are your wishes would you like to see here?</p> <ul style="list-style-type: none"> • Dogwood Park • Dogwood Park • Dogwood Park • Dogwood Park | <p>4. What are your wishes about this area?</p> <ul style="list-style-type: none"> • Dogwood Park • Dogwood Park • Dogwood Park • Dogwood Park |



stop #5 [Milwaukee Lumber]

- | | |
|---|--|
| <p>1. What do you like about this area?</p> <ul style="list-style-type: none"> • Milwaukee Lumber • Milwaukee Lumber • Milwaukee Lumber • Milwaukee Lumber | <p>2. What don't you like about this area?</p> <ul style="list-style-type: none"> • Milwaukee Lumber • Milwaukee Lumber • Milwaukee Lumber • Milwaukee Lumber |
| <p>3. What are your wishes would you like to see here?</p> <ul style="list-style-type: none"> • Milwaukee Lumber • Milwaukee Lumber • Milwaukee Lumber • Milwaukee Lumber | <p>4. What are your wishes about this area?</p> <ul style="list-style-type: none"> • Milwaukee Lumber • Milwaukee Lumber • Milwaukee Lumber • Milwaukee Lumber |



stop #6 [Monroe & 21st]

- | | |
|---|--|
| <p>1. What do you like about this area?</p> <ul style="list-style-type: none"> • Monroe & 21st • Monroe & 21st • Monroe & 21st • Monroe & 21st | <p>2. What don't you like about this area?</p> <ul style="list-style-type: none"> • Monroe & 21st • Monroe & 21st • Monroe & 21st • Monroe & 21st |
| <p>3. What are your wishes would you like to see here?</p> <ul style="list-style-type: none"> • Monroe & 21st • Monroe & 21st • Monroe & 21st • Monroe & 21st | <p>4. What are your wishes about this area?</p> <ul style="list-style-type: none"> • Monroe & 21st • Monroe & 21st • Monroe & 21st • Monroe & 21st |



stop #7 [North Main Street]

- | | |
|---|--|
| <p>1. What do you like about this area?</p> <ul style="list-style-type: none"> • North Main Street • North Main Street • North Main Street • North Main Street | <p>2. What don't you like about this area?</p> <ul style="list-style-type: none"> • North Main Street • North Main Street • North Main Street • North Main Street |
| <p>3. What are your wishes would you like to see here?</p> <ul style="list-style-type: none"> • North Main Street • North Main Street • North Main Street • North Main Street | <p>4. What are your wishes about this area?</p> <ul style="list-style-type: none"> • North Main Street • North Main Street • North Main Street • North Main Street |

SUMMARY

The walking tour provided feedback that suggests the degree to which the fundamental concepts of the Framework Plan are still relevant to the present-day Milwaukee community, as outlined below.

1. Reconnecting Milwaukee to the River

In light of the planned future pedestrian connection across McLaughlin that is part of the South Downtown Concept Plan and the adopted plan for Riverfront Park, the group suggested focusing on improving Downtown Milwaukee's identity and visual appeal from McLaughlin Blvd. Potential solutions included signage and festive lighting.

The group agreed that the buildings along McLaughlin Blvd should be eye catching and capitalize on the riverfront view. Examples of desired services included a bike or kayak shop, and a restaurant featuring patio seating or roof area seating to capitalize on the riverfront view.

2. Strengthening the Main Street "retail armature"

The walking tour participants provided feedback regarding the specifics and streetscape they would like to see in downtown Milwaukee. Along Main Street, participants generally felt that uses should include services such as a bike shop, shoe repair, and others that meet daily needs. Participants also stated a strong preference for a brew pub. Participants preferred locally owned businesses to chain businesses in order to promote Milwaukee's unique identity.

Additionally, participants felt that the wider sidewalks along some sections of Main Street (those that had been rebuilt to the current standards) are a good addition to the downtown, but prioritized additional

greenery above wider sidewalks, particularly on 21st Ave. Participants generally felt that the heart of downtown was the corner of Main and Harrison streets, near City Hall, as opposed to the physical center of downtown at Main and Monroe. Generally, participants felt that there was more "life" in the Harrison and Main Street area than the intersection of Main and Monroe. They identified some key components, including the fact that Harrison is the civic center of downtown, the number of "active" businesses in that area of Main Street, and the fact that Harrison is a key through street.

3. Revitalization of historic buildings

The participants suggest that uses that aren't typically found in downtowns, such as Milwaukee Lumber, add a historic charm to the area and do not interfere with the pedestrian experience. Generally, participants felt the design of the buildings "fit" within Downtown Milwaukee. When asked what should replace Milwaukee Lumber if the store decided to locate outside of the downtown, participants indicated that they would like to see business that provided services such as a grocery store.

4. Creating anchors and attractors, such as a grocery store or arts/entertainment/office campus

Participants stated a strong desire for a grocery store in downtown, which supports the concept of a grocery store as an anchor. Overall, participants felt that downtown residents don't have access to daily necessities. Participants also felt that they did not want to see more convenience stores such as those found at the gas stations. Participants were generally supportive of the future light rail station and the Adams Street Connector, and suggested that temporary uses such as food carts, and eventual permanent uses such as an ice cream store would draw the attention (and business) of light rail users.

5. Designing new buildings that harmonize with the town's character

Participants appreciated recent facade improvements to several buildings in downtown Milwaukee. North Main Village is the only building to be constructed in downtown in the 2000s, but participants did not discuss its design.



find out more about ALIGN Planning team and what we are up to at www.ALIGNplanning.com

fresh look MILWAUKIE: downtown ROAD MAP project community SURVEY

ALIGN planning collaborated with the City of Milwaukee to draft a survey to gather quantitative and qualitative data to complement findings from other community engagement activities.

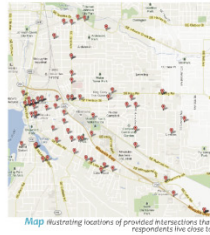
This survey was a community engagement effort for the Fresh Look Milwaukee: Downtown Road Map ("Fresh Look Milwaukee") project, and was intended to engage Milwaukee community members both within and outside of the downtown area. The results of the survey provide a basis for determining whether the current plans for downtown align with the community values and desires.



- 1 residents could complete the survey online at www.ci.milwaukee.or.us/planning/fresh-look-downtown-milwaukee-project
- 2 or return it in person or by mail to 4101 SE Johnson Creek Blvd, Milwaukie, OR 97206
- 3 or use one of two drop boxes provided at City Hall or Ladd Library

SUMMARY of Findings

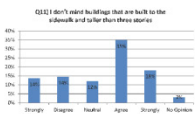
The following summarizes the key findings based on areas of agreement, divergence and disagreement. An overarching theme that emerges is the desire for both variety and amount of retail and service businesses in Downtown Milwaukee, namely a grocery store.



AREAS OF AGREEMENT:

Increasing the variety of shops and things to do in Downtown Milwaukee
Responses indicate that visits to downtown are mostly on a weekly basis. Results from Q8 suggest that 56% visit on a daily basis. Results from Q9 suggest that most respondents visit Downtown Milwaukee to shop on a weekly basis, or less (67%). Lastly, events in downtown draw visitors on a monthly basis, or less (46%).
In response to this, respondents indicated they would visit downtown more often if there were an increase in the variety of shops and services. Results from Q25 indicate that 71% would visit downtown more often if there were more variety of places to shop. Additionally, 60% of

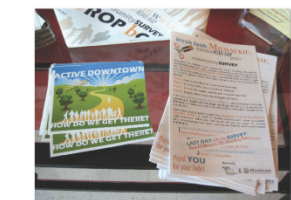
responses from Q25 indicated increased desire to shop downtown more if there were more places to shop. Further, 36% of the written responses to Q25 presented an overarching desire for increasing the variety of places to shop, particularly one for the basic needs, commercial places (i.e. clothing shop) and a grocery store.
The support for a grocery store also emerged throughout the survey. Results from Q23 indicated that 56% expressed desire for a grocery store, which would increase their desire to visit downtown more often. Further, the 46% of the written responses from Q27 and 31% of the written responses from Q28 presented an overarching desire for a grocery store. The significance of Q27 and Q28 should be considered



AREAS OF DIVERGENCE:

Parking in Downtown
In regards to parking in Downtown, there was some concern raised throughout the questions. Results from Q4 indicate that 64% agree that they can find parking in downtown. Additionally, 12% of the written responses from Q22 stated desire for more parking. Lastly, 23% of the responses from Q25 and 21% of the responses from Q26 indicated they would shop or visit downtown more often if there were more parking, respectively.

The need for wider sidewalks
Respondents of Q5 were divided, as half agreed and the other half disagreed that they would trade on-street parking for wider sidewalks. However, 65% of the responses from Q31 indicate that wider sidewalks with outdoor seating make up a vibrant downtown.



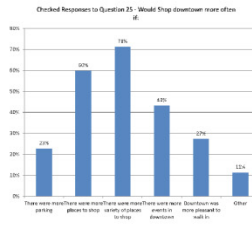
Ground Level Use and Design
In terms of applying design standards, such as wider sidewalks and windows to other streets in Downtown Milwaukee, responses

indicated mixed opinions. Q3 indicated a range of 39% to 44% of those who supported applying design standards to Main Street, McLoughlin Blvd and 21st Ave. However, there was also a range of 21% to 30% who indicated neutral opinions on this matter. Conversely, responses from



Online hard-copies

47 questions!



Analyzed over 130 surveys (online & hardcopy!)

to a high degree, given that the responses were open ended and not structured like the other survey questions.

Lastly, respondents generally agree that the following elements make a vibrant downtown:

- Increased variety of shopping options (92%)
- Increased variety of dining options (82%)
- Places to quickly eat and shop during a workday (75%)
- A destination for meeting daily needs (i.e. grocery shopping) (80%)



in English & Spanish

Q9 indicated support (65%) for ground level businesses to have windows that one can see into as they travel by.

Further, the results for Q11 indicate mixed opinions. Half of the respondents (53%) indicated support for buildings that are built to the sidewalk and taller than three stories. Less than half (48%) disagree or felt strongly in regards to the question.

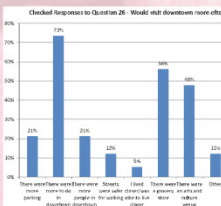
In terms of ground level uses, responses indicated mixed opinions. In regards to uses on ground level uses on Main Street, Q10 indicated that half (50%) of the respondents supported office development. Further, responses from Q12 indicated divided opinions, where half (53%) supported the desire for retail and services, which fulfill daily shopping needs. Half of those responses cited examples of other destinations which people go to fulfill their shopping

level business does not matter, provided it still provides a pleasant pedestrian experience. Additionally, responses from Q23 indicated support for a mix of both office and high traffic retail (33%).

Challenges to businesses in Downtown
In terms of challenges for downtown businesses, respondents indicated desire for an increased variety of retail and services that fulfill daily needs. In Q22, 20% of the responses provided indicated responses of other, of those written responses, 44% believe that the biggest challenge for downtown businesses is the lack of parking for retail and services, which fulfill daily shopping needs. Half of those responses cited examples of other destinations which people go to fulfill their shopping

Continue providing support for public spaces

Public spaces should continue to be considered in future development of Downtown Milwaukee. Results from Q2 indicate that most respondents (63%) would visit downtown more often if there were better connection to Riverfront Park. Results from Q13 indicate support for pedestrian-oriented "pocket parks" and plazas as part of new development in downtown Milwaukee (72%).



find out more about the project at: www.ci.milwaukee.or.us/planning/fresh-look-milwaukee-downtown-road-map

fresh look MILWAUKIE: downtown ROAD MAP project

april 30th BUSINESS KLATCH



This event was open to downtown business owners and available as a morning or evening session. An online scheduling platform, Doodle, was used to identify times of availability for event. Over 150 letters were left with businesses in addition to personalized emails sent to businesses licensed by the City of Milwaukee, within the Downtown Study Area.

Business Owners

- shared their experience in downtown Milwaukee
- shared barriers they experience
- told us what they would like to see

ALIGN Planning has interviewed several business owners, and heard different things from each individual. The Business Owners Coffee Klatch was an informal gathering held by ALIGN planning and the City of Milwaukee that allowed for business owners as a whole to discuss issues, identify common issues and propose solutions to a specific issue, which are ultimately shared with one another.



discussion QUESTIONS

Business Owner Issue Identification

- As a business owner in Milwaukee, do you also happen to live in the city?
- What is it about Downtown Milwaukee that attracted you to do business here?
- Where else have you considered opening up a business?
- How does Milwaukee stack up to these other places?
- How will light-rail impact your business?
- Is parking an issue for your business? If so what kind of challenges does it present?
- Feedback from our outreach activities suggests that community members believe a unified business vision for downtown would have a really positive impact on the city's image.
- Do you think this vision exists? If not, why?



Solution Seeking

- An initiative that could help resolve that issue (e.g. Improvement district)?
- What would it take in Milwaukee to make that happen?
- How would this impact your business in Milwaukee?

17 downtown Milwaukee business owners participated

Responses to INITIAL ISSUE questions

Overall, attendees identified the following key issues:

- Parking challenges
- Lack of a unified business vision
- Potential impacts of light rail (PM session)
- Lack of foot traffic for customer base - outside of events such as the Farmers market. (PM session)

17% of all business owners believe they will not experience any impacts due to light rail, as they are located at the North end of the town.

Is parking an issue for your business? If so what kind of challenges does it present?

76% of all business owners that participated believe that

there is a parking issue for business owners. Concerns were specifically in regards to the lack of employee parking - largely in part due to the "parking shuffle" game with the 2 hour zones and constantly having to rotate spots. 17% state that they are experiencing impacts to parking due to light rail construction. Feedback from our outreach activities is that community members feel like a unified business-driven vision for downtown would have a really positive impact on the city's image. Do you think this vision exists? If not, why?

Overall, 64% of participants believe there isn't a unified business vision but have a desire for such. The challenge in accomplishing such a task was establishing communication

between business owners.

- In the morning session, 5% of business owners revealed efforts to unify businesses but noted that the "piecemeal" efforts were not working

- In the afternoon session, 42% of participants cited difficulty in terms of communications with ongoing efforts of the business associations.

Additional Experiences Shared and Issues Identified not associated with questions:

11% of business owners shared positive experiences with facade improvement program.

Conversely, 5% of the business owners shared negative experiences with the City's financial impact of SDC and PAR fees, recruitment of "quality" businesses, and communications with the city

Transition - Summary of FEEDBACK

While there are some differences in experiences, both parking and a shared business vision are common concerns. Carine suggested that the group discusses solutions that businesses working together can implement.

One participant requested a City response to issues, regarding timing of implementing solutions to issues raised. Steve Butler provided information regarding the Commercial Core Enhancement Program, which includes a "retreat" of downtown codes and policies. Steve also commented that the best way for the City to work

together with businesses is for them to have a single business association.

All those in the afternoon session agreed on the following as issues:

- There is a lack of foot traffic, outside of the traffic generated by events such as the Farmers market.
- In regards to vacancies, was discussion of landlords who charge rents that they believe are too high for downtown.
- Parking is an issue for business owners, namely the lack of spaces available.



2 sessions: 8 AM and 6 PM

@ the Pond House

Responses to SOLUTION SEEKING questions

The attendees of both sessions identified parking as the primary issue. A variety of options was discussed, some implementable through changes in public parking operations and other through agreements between businesses. Potential solutions from the discussion include:

- Signs that would better clarify the 15 minute block rule and extend restrictions to Saturday, due to the traffic generated by weekend events
- Permit parking for employees is desired
- Metered parking was an idea proposed.



of the business owners also discussed possibilities of renting out spots, though the challenge is the availability during normal working hours.

Lastly, 11% of the participants in the afternoon session agreed that there needs to be more business cohesion and better communication between business owners in regards to organizing business association.

- 11% of the business owners offered the possibility of renting out spots within their business area, though availability may not be during normal working hours

- During the afternoon session, 11% of the participants agreed that there needs to be more business cohesion and better communication between business owners in regards to organizing a business association. 17% of the business owners (all from the PM session) indicated that business cohesion may attract other businesses to Downtown Milwaukee.

SUMMARY

ATTRACTIVE FACTORS OF DOING BUSINESS in Downtown Milwaukee

Most business owners (47%) that work in Milwaukee do not live within the city. However, business owners are attracted to Downtown Milwaukee because of reasonable rents (88%), the opportunity for growth in downtown (41%) and personal preference (41%). For those that have considered opening a business elsewhere or have in the past, responses suggest that Downtown Milwaukee is less expensive in comparison to areas such as Cresham or Portland. Additionally, participants shared positive experiences with city-led facade improvement program (15%).

ISSUE IDENTIFICATION

Participants identified three main issues:

- Parking, in regards to space availability for employees and lack of a mechanism to establish spots (i.e. parking permit)
- The lack of foot traffic for a consistent customer base (PM session)
- Desire to create a unified business vision

There is a divide between how light rail will impact 33% of the business owners. Of those impacted, 17% consider light rail an opportunity to make Milwaukee a shopping destination. Others indicated impacts related to construction, as their business is located in the construction area (11%). Lastly, 17% of business owners believe

they will experience no impacts due to being located at the north end of Downtown Milwaukee.

A majority of business owners indicated that parking is an issue in downtown for business owners (76%). The primary concern raised is the lack of dedicated spots for on-site parking for employees. Other concerns include hardships endured by customers, due to parking far from the business they are visiting.

Overall, 64% of business owners indicated a desire to create a unified business vision; 5% acknowledged that efforts were already in place. However, the afternoon session indicated that some of the barriers include getting business owners to be more cohesive and communicative with one another (41%).

SOLUTION SEEKING

In regards to parking, business owners shared ideas and options to address parking needs. Among those discussed, the potential solutions included signs that would better clarify the 15 minute block rule, and/or the extension of restrictions to Saturday for addressing traffic generated by weekend events. Permit parking was also a desired option to address the issue of employee parking. 11%



find out more about ALIGN Planning team and what we are up to at www.ALIGNplanning.com

fresh look MILWAUKIE: downtown ROAD MAP project

one on one INTERVIEWS



This following is a synthesis of results from a total of 30 interviews, conducted by the ALIGN planning team. The respondents represent a wide variety of groups, some representing more than one. The groups that was outreached to include:

The interviews present an opportunity to get a more nuanced and in-depth understanding of the interviewee's experience with downtown Milwaukee. The interviews were informal and often one-on-one with a ALIGN team member.

Contacted **50+** community members

for one-on-one interviews

What are the top three things you most appreciate about Downtown Milwaukee?

The majority of respondents shared the same sentiments in regards to the characteristics they most appreciated in downtown. The food and local restaurants was the most frequently mentioned (30%). Others shared their appreciation for the small places to visit in downtown, particularly the Leading Library, parks or even City Hall (25%).

Respondents also indicated appreciation for the small town character of downtown Milwaukee, particularly the size in comparison to larger downtown areas, such as Portland, and feeling safe on the street (25%).

Talked to **over 200** Milwaukee community members!



OUTCOME

Among the obstacles mentioned to preventing positive things in downtown, there were three overarching themes: overly restrictive zoning regulations, lack of business vision and initiative, and negative perceptions from the Milwaukee community.

Lastly, respondents mentioned that some of the Milwaukee community is 'stuck in the past', holding grudges against the city and former political figures. As a result, this has hindered progressive actions and fragmented the business associations into three groups. Further, some of the Milwaukee Community have a sense of NIMBYism for future development in downtown, particularly the light rail. Thus, achieving community consensus both in the business realm and citizens has often become a subject of contention.

- **d**owntown business owners
- **n**eighborhood district representatives
- **C**ity officials
- **r**esidents of Milwaukee
- **r**epresentatives of minority groups
- **a**rtists
- **e**lderly
- **d**isabled



QUESTIONS asked

1. What is your relationship to downtown?
2. How do you travel to downtown?
3. What are characteristics/strengths of downtown that you most appreciate?
4. What are your top three opportunities to build on strengths of downtown? Why?
5. What are three things you think are missing in Downtown OR three challenge areas that need improvement?
6. What are the three biggest obstacles to getting positive things to happen in downtown? Why?

What are the top three opportunities to build on strengths of Downtown Milwaukee?

Most respondents shared that one of the top opportunities in downtown Milwaukee is to build on the momentum of the future light rail station and concepts from the South Downtown Concept Plan, particularly the Adams Street Connector project and Dogwood Park (36%). Reasons given include: it would provide more amenities and attract travelers to visit downtown Milwaukee more often.

Other responses were oriented to bringing more mix of retail and service businesses to downtown, including a grocery store (23%). Respondents also recommended lightening up the zoning restrictions, in order to encourage a mixture of uses and attract more residential developers (25%).

Respondents also recommended ways to capitalize off existing momentum in the downtown. Among these options were to capitalize on the art community, by encouraging more public art and potentially allowing for spaces to be available for some sort of gallery (21%). Other responses suggested focusing on attracting the influx of parents drawn by the Waldorf School, by providing more family friendly activities in downtown Milwaukee (18%).

Lastly, there was much overlap in terms of other opportunities to build on the strengths of downtown, such as the views of the riverfront, need for more residential with ground level store fronts, or other types of activities in downtown (14% for each).



Held one-on-one interviews with 30 stakeholders!

What are the three biggest obstacles to getting things done in Milwaukee?

According to the responses, the biggest obstacle of getting things done in Milwaukee is getting past negative perceptions, as some are due to no desire for changes and others for fear of the unknown (29%). An example provided by respondents include the light rail, in regards to how some do not desire it, yet reasons are linked to their fear of the unknown.

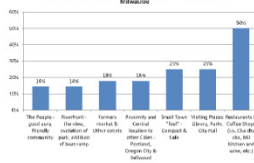
Another obstacle was the "roadblock" that are imposed by regulations (25%). Respondents suggest that regulations are generally too prescriptive and are not sensitive to market realities, particularly the current economic conditions being volatile to support retail. Respondents suggested that to alleviate this, loosening the regulations to allow for more variety would

better serve the Downtown. Respondents who were developers also cited concerns for penciling out potential residential developments, due to perceptions of costly design regulations.

Respondents also suggested that there is a lack of marketing and branding to attract more foot traffic, which is necessary to attract the needed density

to support the desired urban amenities, such as a grocery store (18%). Additionally, respondents suggested there is a lack of funding mechanisms to provide services, as most business owners in downtown don't want to pay (17%). Without this initiative, the downtown is essentially relying on anticipated density from the future light rail, in order to provide the demand necessary for businesses to thrive.

Interview Responses: Top 3 things you most appreciate about Downtown Milwaukee



Interview Responses: Top 3 things that are missing or are challenge areas in Downtown Milwaukee?



Interview Responses: Top 3 biggest obstacles to getting things done in Downtown Milwaukee?



KEY OUTCOMES:



As suggested by the results from the interviews, the small scale of Downtown Milwaukee is an attribute worth preserving, as part of future development. The small scale provides an environment that is less congested and more community focused. Downtown Milwaukee has great potential with the addition of a future light rail station and as the South downtown concept plan becomes more realized.

Although the farmers market generates a successful turnout, it is clear that beyond events such as this, there isn't much left to do in downtown Milwaukee. One part of this issue is due to the nature of restaurants, as people visit on a short term basis. The other part of this is due to the lack of retail development, which was damaged by difficult economic times and currently not compelling enough to attract more of a customer base.

Two actions have been suggested by the interviews to help alleviate the lack of retail. On part of the city, it was suggested current zoning regulations do not allow for any other uses outside of retail, thus leaving most of the retail storefronts vacant. Consequently, the lack of tenants has prevented some business owners from expanding or improving their

building, thereby presenting the downtown with a negative perception. While the vision of a ground floor restaurant and retail requirement is desirable, it is not currently realistic. Rather, an interim plan is necessary to alleviate this, it was suggested that businesses to promote more active uses on Main Street, in hopes of eventually generating the necessary density to support ground floor retail and restaurants.

Another action that was made clear is the lack of funding mechanisms to provide services for businesses, yet most owners don't wish to contribute. To alleviate this, it was suggested that business owners should be more cohesive and work together to form a business community plan, which is realistic to current economic conditions. The idea is that if business

owners become more cohesive with their goals, they would then take initiative to help themselves realize those goals. Further, the city could foster development by providing incentive strategies for developers, either monetary in nature (e.g. reduce SDC's) or non-monetary (e.g. height bonuses).

uses that still promote active ground uses, rather than be too prescriptive with restaurants and retail, which is suggested to be narrowly defined. Without this, the city will be relying on any density generated by the light rail station, to which the effects are unknown and may be limited.

In summary, the interviews provide a backdrop to the current economic conditions of downtown Milwaukee. Business owners will need to provide support amongst themselves and band together in order to set forth goals and mechanisms to achieve their objectives. However, the city should also consider incentive strategies to attract developers, which can be non-monetary in nature, such as the lifting of certain restrictions. The city should also consider an interim solution to lift development restrictions on Main Street for



find out more about the project at: www.ci.milwaukee.or.us/planning/fresh-look-milwaukee-downtown-road-map

SECTION III – COMMUNITY ENGAGEMENT PLAN (CEP)

PROJECT DESCRIPTION

Objective: To introduce community members to our project in a quick and friendly manner that does not overwhelm them with information, but intrigues them to become further engaged. This introduction can be used at meeting introductions, at various public events, on the street, talking to business owners, before interviews, etc.

Example Script:

Hi! I am working with a group of PSU graduate students finishing our masters in urban planning. A major and final component of our program is to act as a consultant planning group for a local client to address a community need. Our group, ALIGN Planning, is collaborating with the City of Milwaukie to help understand the community's aspirations for its Downtown. This project is called *Fresh Look Milwaukie: A Downtown Road Map*.

Downtown Milwaukie has many completed planning efforts that need to be Aligned with present-day community values and changing circumstances. This project will provide direction to coordinate plans for Downtown by means of a Road Map. This coordinating effort will be driven by community values and input.

The Road Map project is Phase I of a two-phase project. Phase II will take recommendations from Phase I and move toward implementation.

INTERVIEWS

April 1st – May 1st

Objective: Get a sense of what people really think, more nuanced and in-depth understanding based on findings from initial public engagement efforts. Informal interviews with a flexible question format.

Activity

- Conduct up to 30 interviews (5 per group member)*
- Informal-style, approximately 30-45 minutes long
- Use “interview guide” (provided) to guide conversations, ensuring we get relevant information out of the interviews
- Conduct approximately two interviews for each type of individual or community group identified (may be more or less for some stakeholder groups)
- Best done in person, if possible.

SEE INTERVIEW GUIDE FOR DETAILED INFORMATION ABOUT THIS ACTIVITY

*Please clear interviewee list/contact with the City contact person before scheduling interviews.

Data collection and analysis

Data will be qualitative and anecdotal, and entered into a team googledoc spreadsheet (*Interview Results*) by each interviewer. Data will be compiled thematically with a particular focus on identifying common areas of excitement and concern regarding Downtown—and used to guide future engagement activities in a manner that is broad, inclusive and effective for collaborating with the community to establish common priorities for Downtown.

Deliverables

- Written interview materials (notes, etc.) in electronic format

SURVEY – ONLINE & HARD COPY

PUBLIC LAUNCH: Monday April 8th

Close: Begin May 1st, Finalize by May 3rd

Objective: To reach people we aren't reaching through other means, as well as gather quantitative data to complement the qualitative data we collect through interviews and other engagement activities.

Survey Design and Questions

- 47 questions total:
 - Q#1-13: Transportation and pedestrian network in Downtown Milwaukie
 - Q#14-18: Relationship to Milwaukie in general
 - Q#19-21: What one does in Downtown Milwaukie and how often?
 - Q#22-27: Questions related to businesses in Downtown Milwaukie
 - Q#28-35: Opinion on items that make a vibrant Downtown Milwaukie.
 - Q#36-40: Open ended Questions on what one thinks of Downtown Milwaukie
 - Q#41-47: General information

City of Milwaukie Roles:

- City staff will review and revise draft survey questions
- City staff will facilitate input of survey questions onto site, as well as publicizing of survey link
- City staff to print surveys for publicly owned places (e.g. Library)

ALIGN Planning Roles:

- Provide City with any needed materials
- Design format and questions of the survey
- Advertise the survey to places City of Milwaukie have not already visited
- Data Analysis (described in detail in data section)

- **Implementation** Survey posted online at City of Milwaukie website and ALIGN webpage
- Survey publicized by City via email list and NDAs
- ALIGN to provide design and provide advertising materials
- ALIGN to distribute surveys to business owners and places of gathering in downtown

How to publicize

- Through interviews conducted
- City website
- Facebook (everyone's personal facebook, city facebook)
- Emails
- Twitter

- Posters
- Word-of-mouth
- Business cards
- Kickoff event – “half-sheet” and verbally

Data

- Data will be primarily quantitative, and analyzed in an Excel spreadsheet to identify patterns and trends among different stakeholders and community groups.
- The trends and patterns from the data will be synthesized with the data from all other engagement activities, helping to form the basis of final recommendations for Downtown Milwaukie’s next steps.
 - Code surveys as collected – Hardcopies to be collected by May 1st, deadline by May 3rd
 - Excel used for general patterns, trends and responses.
 - SPSS if data samples collected are valid and can be analyzed via crosstabs and statistical significance.
 - General findings will inform discussion on the May 9th workshop
- Validity of the samples collected will depend on the response rate. Higher response rates will enable the group to perform crosstab analysis via SPSS.

Deliverables:

- Written analysis of survey results, including summary of responses, key data points, graphics, and charts.

PUBLIC EVENT #1
Kickoff Event
DATE: Monday, April 1st
TIME: 5:30-7:30 pm
LOCATION: North Main Village, 10558 SE Main St

Language for Publicizing/Website

Please join the City of Milwaukie Planning Department and ALIGN Planning—a group of Graduate Urban Planning students from Portland State University—to kickoff the Downtown Milwaukie Roadmap project! We will be providing information about the project, but more importantly, we need your feedback. What is your favorite thing about Downtown Milwaukie? Do you have a great idea about how to make it better?

The Kickoff meeting will go from 5:30 to 7:30 pm on April 1, 2013, and all are welcome! There will be light snacks and beverages, fun activities and a short presentation and group conversations starting at 6:00 pm.

This event is the beginning of a two month-long community engagement process. The project team (the City of Milwaukie and ALIGN Planning) is seeking to get input from as broad and diverse a range of Milwaukie community members as possible—whether or not you live in or visit Downtown! Future opportunities for involvement will include informal interviews with community members, “community conversations” with groups of interested people at local places, walking tours and photo contests, an online survey, and a second public event which will be a workshop to prioritize strategies for enhancing Downtown Milwaukie on May 9th (at the Masonic Lodge). We hope you will join us!

Event Objectives:

6. Provide a fun and meaningful opportunity to introduce the project and project team to the community
7. Build a network of engaged stakeholders with the purpose of generating interest in future public engagement activities related to the project.
8. Identify major areas of interest and concern regarding the future of Downtown
9. Solicit input from attendees on how to most effectively contact and engage a broad and diverse range of community member, especially underrepresented groups (i.e. in addition to the “usual suspects”)
10. Facilitate stakeholder prioritization of opportunities for enhancing Downtown Milwaukie.

Desired takeaways:

- Relationship building
- Contact information for attendees
- List of groups and people to reach out to
- Visual representation of geographic areas of interest
- Issue ID and prioritization

Deliverables

- Electronic files of maps and materials
- Event photos
- Event summary

Stakeholders groups to reach out to:

- Institutional
- Residential
- Business and property owners
- Employees
- Education-related
- Development-related, entrepreneurs
- Community social orgs and non-profits, advocacy groups
- Low-income, minority, disabled, elderly, young (vulnerable and underrepresented groups)
- Experts
- Previously involved (usual suspects)
- Community leaders

Publicizing/Website

- Email/forwarding to listservs (City)
- Facebook (City)
- Postcard to study area residents, businesses, and property owners(City)
- City website (City)
- Posters (ALIGN)

Places for Publicizing:

- Public places (parks, library, city hall, schools, etc.)
- Downtown businesses
- Non-profits and community organizations
- Safeway @ 42nd
- Archery store
- Spring Park (19th and Sparrow)

COMMUNITY CONVERSATION #1

Walking Tour

DATE: Saturday, April 27th

TIME: 10:00am-12:00pm

LOCATION: Milwaukie City Hall, 10722 SE Main St

Walking Tour Guide

Objective:

A fun, engaging activity to gather people's opinions about what they like or don't like about specific elements of Downtown, and where they see "hidden gems," i.e. elements with potential to become a greater asset to Downtown Milwaukie. The findings from this even will provide the May 9th event with visual and qualitative backdrop, to identify what some of the Milwaukie community members would like to see more or less of in the downtown.

A walking tour provides an outdoors, interactive alternative that is more casual and creative than the traditional open house or workshop format. Having participants express their desires through photos will provide specific visual imagery to be included in our final report and recommendations, and also add an increased level of specificity/visualization to other data sources such as the survey, workshop comments, and interviews.

Participants are only required to take photos and orally provide ALIGN team members with a brief description/explanation of the photo they took. ALIGN team members will then record the description on the photo log. This event also provides an opportunity for ALIGN team members to observe how community members interact with the built environment Downtown, as well as with each other.

Goals: Follow up on the fundamental concepts of the framework and other existing plans to see where there are changes or consistencies. The concepts generally are as follows:

- Reconnecting Milwaukie to the River
- Revitalization of historic buildings
- Designing new buildings that harmonize with the town's character
- Creating anchors and attractors, such as a transit center, grocery store or arts/entertainment/office campus
- Strengthening the Main Street "retail armature"

Desired Takeaways:

- Obtain qualitative feedback through discussions and photographs, suggesting elements that are necessary for a vibrant downtown, based on present day downtown Milwaukie.
- Plans have theorized the pedestrian experience in downtown – feedback will provide insights to suggest if or where the intended pedestrian experiences have been realized.
- Connect with people not typically seen in public events
- Provide an educational experience of the downtown in terms of what is there today and what can or will be there in the future
- Obtain visual representations of the desires of the Milwaukie community for its downtown, to be used in the May 9th event as part of the instant polling activity.

COMMUNITY CONVERSATION #2
Downtown Business Owner Coffee Klatch

DATE: Tuesday, April 30th

TIME: 8:00-9:00am and 6:30-7:30pm

LOCATION: Ledding Library Pond House, 2215 SE Harrison St

Objective:

Outreach to downtown business owners, in order to identify concerns and aspirations for downtown development.

As an informal gathering, we will ask business owners to share their experiences, identify the barriers they may experience in doing business in downtown, and discuss what they would like to see it become. We realize that concerns for business owners are different from other members of the Milwaukie community, which is why they are gathered together separately.

At this point, we will have heard different things from several business owners in our interviews. Our goal for this event is to verify what concerns most impact downtown business owners. Conversely, we also want to verify if business owners share the same aspirations in terms of solutions.

Format:

Discussion format will be around the table, with each business owner responding to issue identification and then solution seeking. The idea is for each business owner to hear each person's own experiences with issues and foster joint solution seeking ideas from one another.

Questions for Discussion:

1. Introduction (5 min)

- Purpose of this activity –
 - Before Milwaukie can take specific actions to address issues, we need to first identify the most pertinent issues and aspirations for downtown Milwaukie, from your perspective as business owners
 - We will begin with questions that generally seek to do two things:
 - Identify the aspirations for downtown, in the eyes of downtown business owners
 - Identify the most pertinent issues for doing business in downtown
 - Questions are based on feedback we have heard from our community engagement activities thus far, such as the kick-off event, surveys, and one-on-one interviews with some who are present here today.

- We are gathered as a group today to present an opportunity for everyone to share their experiences of doing business in downtown Milwaukie – this will help inform us as to what issues/aspirations are shared with the business owners of downtown Milwaukie.
- Ground rules – allow each person to address each of the questions, total of 3 minutes per person. There will be two sets of questions – one focused on issue identification/prioritization and the other towards solution seeking.
- We will also be available after our round-table discussion for some questions. Introductions of all attendees, along with affiliations

2. Business Owner Issue Identification/Prioritization (25 min)

- As a business owner in Milwaukie, do you also happen to live in the city?
- What is it about Downtown Milwaukie that attracted you to do business here?
- Where else have you considered opening up a business?
 - How does Milwaukie stack up to those other places?
- How will light-rail impact your business?
- Is parking an issue for your business? If so what kind of challenges does it present?
- Feedback from our outreach activities suggests that community members feel like a unified business-driven vision for downtown would have a really positive impact on the city's image.
 - It would produce attracts potential developers and provides businesses with a unified vision for making downtown a destination.
 - Do you think this vision exists? If not, why?

3. Solution Seeking (25 min)

- **(Overview of issues identified in Step 2) – Note taker: write down the issues for everyone to see.**
- One of the issues identified suggest that X is an issue: what do you think is some sort of initiative or mechanism that could help provide a solution to that issue?
 - Examples: an improvement district in your area, complementary businesses, maintenance program.
- What would it take in Milwaukie to make that happen?
- How would this impact your business in Milwaukie?

Activity Details

- Target time: one hour – may be a little over depending number of attendees
- Invitation extended to all Downtown business owners via e-mail and flyers
- Frame conversation to be positive and productive
- Establish ground rules for respectful discussion
- Coffee/Light refreshments with snacks

Roles – For each meeting

- One Facilitator – ALIGN team member
- One Note-taker/time keeper – ALIGN team member
- City staff member(s), for addressing questions that ALIGN team cannot
- City staff member(s) for photographs

Logistics

- Pin down time via doodle poll
- Set-up/clean-up
- Publicize/invite business owners
- Track RSVPs
- Develop and print materials
- Thank you notes and follow-up with those unable to make it via interview

Deliverables

- List of attendees
- Event photos
- Event Summary, including comments and themes of discussion

COMMUNITY CONVERSATION #3

Outreach to specific groups

DATE: Friday May 3rd

TIMES: 5:30-8:30 (Parents), 7:30-9:30 (Artists)

LOCATION: First Friday, ArtMOB Event

Objective: Engage and get input from members and leaders of community organizations (i.e. PTA, church members, and senior center) that may not be attending other workshops or public outreach events.

Purpose: Provide a more intimate/casual setting for those who may not feel comfortable attending a large public workshop, but would like to be more involved than more passive activities such as filling out the survey or small group discussion. These efforts may lead to opportunities for future engagement building, which will be included in the community engagement summary.

Outreach Efforts:

- **Seniors** – Milwaukie Center, preferably to ‘piggyback’ on an event already established for a quick 5 minute presentation.
- **Parents** – Visit PTA meetings from the schools, which suggested to engage parents on Friday, May 3rd at the First Friday event
- **Artists** – Will engage artists at ArtMOB event on May 3rd, at 7:30pm
- **Renters** – not sure of how to do or what kind of turnout to expect? Some landlords are individual and not part of a property management, therefore difficult to identify.
- **Hispanic Community** – Provide Spanish translated survey and engage the Hispanic community at churches nearby Downtown Milwaukie
- **Various** – Presence at the Farmers market, Sunday May 5th 9:30 to 11:00 and 11:30 to 2pm

Format:

Generally there are two formats.

- If the outreach effort takes place behind a booth at a specific event (i.e. farmers market)
 - ALIGN will provide a poster, featuring a map with a brief statement of preliminary findings.
 - Participants can then provide their responses on the map, with a sticky dot (similar to the kickoff meeting) and/or provide responses to two questions:
 - What would you like to see in downtown that would support you as a (x)?
 - X signifies the type of group that is being outreached to (e.g. parent)
 - What would it take for this happen in Milwaukie?

- If ‘piggybacking’ off another event – brief presentation stating:
 - What is the purpose of this activity, what are we doing with the feedback?
 - Background and context – what we’ve done so far, what we’ve heard so far
 - As time allows, in round-robin order, ask the following questions:
 - What do they want to see in downtown that is not there?
 - What would it take for this to happen in Milwaukee?

Roles – Depending on Format:

If presenting as part of another event:

- Facilitator – ALIGN team member
- Notetaker/photographer – ALIGN team member

If attending another event behind a booth:

- Facilitator – ALIGN team member
- Notetaker/photographer – ALIGN team member

Materials

- Notebook
- Pens
- Project materials (1/2 sheets for advertising May 9th event & Poster with comment space)
- Camera

Deliverables

- Electronic files of materials
- Event photos & summary

PUBLIC EVENT #2
Community Workshop
DATE: Wednesday May 9TH
TIME: 6:30 – 8:30 pm
LOCATION: Masonic Lodge, 10636 SE Main St

Objectives: Since the kickoff event, ALIGN has been engaging the Milwaukie community through surveys, interviews, a walking tour, business coffee klatches and present at downtown Milwaukie events. This event marks the final opportunity for the ALIGN planning to engage with the Milwaukie community, for feedback of drafted recommendations.

Desired Outcomes:

1. Facilitate a fun and interactive opportunity for stakeholders to prioritize strategies to realize community goals for Downtown Milwaukie, as established by engagement efforts leading up to this event
2. Validate or question project results to date, including existing conditions, SWOC analysis, online survey and community conversations, and prioritization of issues based on community input
3. Generate good will and enthusiasm regarding the future of Downtown Milwaukie – get people pumped up!

Desired takeaways

- Feedback from Milwaukie Community on drafted recommendations, based on preliminary results from community engagement outcomes to-date
- Prioritization of opportunities and strategies for realizing community’s goals for Downtown
- Positively-oriented common ground from which to gain momentum for positive change in Downtown
- Identification of short-term strategies for enhancing Downtown

Stakeholders groups to reach out to:

- Institutional
- Residential
- Business and property owners
- Employees
- Education-related
- Development-related, entrepreneurs
- Community social orgs and non-profits, advocacy groups
- Low-income, minority, disabled, elderly, young (vulnerable and underrepresented groups)
- Experts

- Previously involved (usual suspects)
- Community leaders

Methods for publicizing:

- Email/forwarding to listservs
- Facebook
- City website
- ALIGN website
- NDAs
- Posters
- Phone calls
- Door-to-Door postcard drop-off

Places for Publicizing:

- Public places (parks, library, city hall, schools, etc.)
- Private businesses – door to door postcard distribution
- Non-profits and community organizations

Materials:

- Sign-in sheet
- Nametag stickers
- PowerPoint presentation
- Projector
- Computer
- Synthesis/summary of existing plans
- Different colored dots/stickers to place on map
- Markers and pens
- Flip charts
- Tape (and/or poster board + tripods)
- Butcher paper

Deliverables

- Electronic files of maps and materials
- Event photos
- Event summary

PUBLIC PRESENTATION #1:
Planning Commission & Design and Landmarks Committee
DATE: Tuesday May 28TH
TIME: 6:30pm
LOCATION: City Hall Chambers, 10722 SE Main St

Objectives: This event marks the first opportunity for ALIGN planning to present findings and recommendations, based on the information collected from community engagement and existing conditions research. Feedback collected from this presentation will help inform of any changes before presenting to City Council.

Desired Takeaway: Gather support and feedback for potential strategies and actions, based on the provided recommendations. This feedback will help direct ALIGN of what to emphasize in the presentation to City Council.

Presentation Method

1. Powerpoint presentation – contains key project details, efforts, findings and recommendations
2. Depending on the format of the meeting, potentially posters and key materials from engagement events may be stationed in the room, featuring key illustrations that could not be otherwise viewed in Powerpoint.
3. Copy of Roadmap

Timeline

- Provide 15 to 20 minutes of presentation and remainder for comment, questions and feedback.

PUBLIC PRESENTATION #2:
Milwaukie City Council
DATE: Tuesday June 4TH
TIME: 7:00pm
LOCATION: City Hall Chambers

Objectives: This event marks the final opportunity for ALIGN planning to present findings and recommendations, based on feedback provided by city staff, planning commission and Portland State University. The goal is to emphasize actions from the recommendations that are most relevant for potential action by City Council.

Desired Takeaway: Provide a basis for positive changes by identifying potential steps the City of Milwaukie to consider, for the purpose of addressing key issues discovered in ALIGN's involvement with the Milwaukie Community.

Presentation Method

4. Tailored Powerpoint presentation – focuses on being more succinct with key project information based on feedback from planning commission and the Design and landmarks committee
5. Copy of Roadmap

Timeline

- Provide 10 to 15 minutes of presentation and remainder of the time for comment, questions and feedback.

