



Project Kickoff and Online Survey Results

Moving Forward Milwaukie • November 2013

Summary of Results

Number of respondents

Kickoff meeting (10/3/13): 30

Online survey (10/21 – 10/25/13): 74

Total respondents: 134



Summary of Results

Areas of agreement and disagreement across respondent groups

Agreement

- Desire more retail and restaurants
- See need to activate ground floor uses and bring more excitement to Downtown
- 2-3 story development is most appropriate
- Prefer mixed-use housing

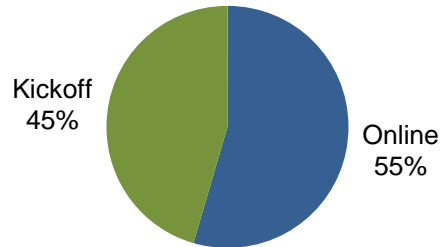
Disagreement

- Support for food carts higher among online respondents
- Kickoff meeting participants more likely to support new housing
- Building heights above 5 floors seen as appropriate by more online respondents

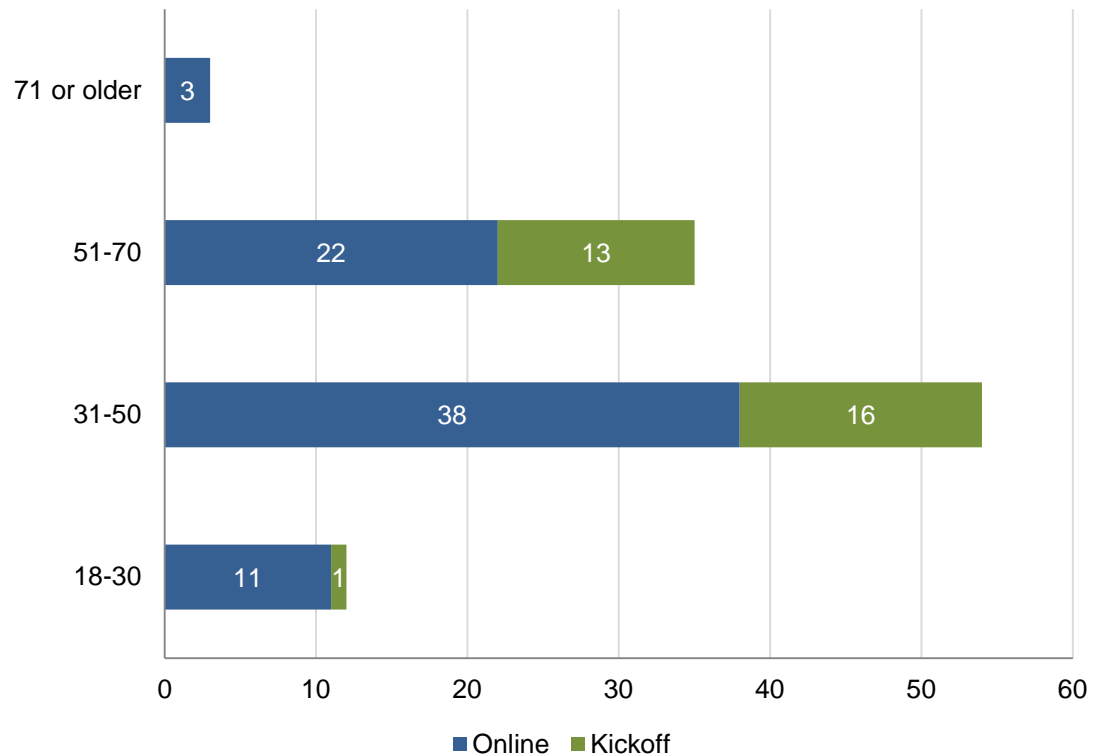


Kickoff and online respondents differed slightly in age distribution and participation in past planning activities

Percentage first time participants in planning activity for downtown

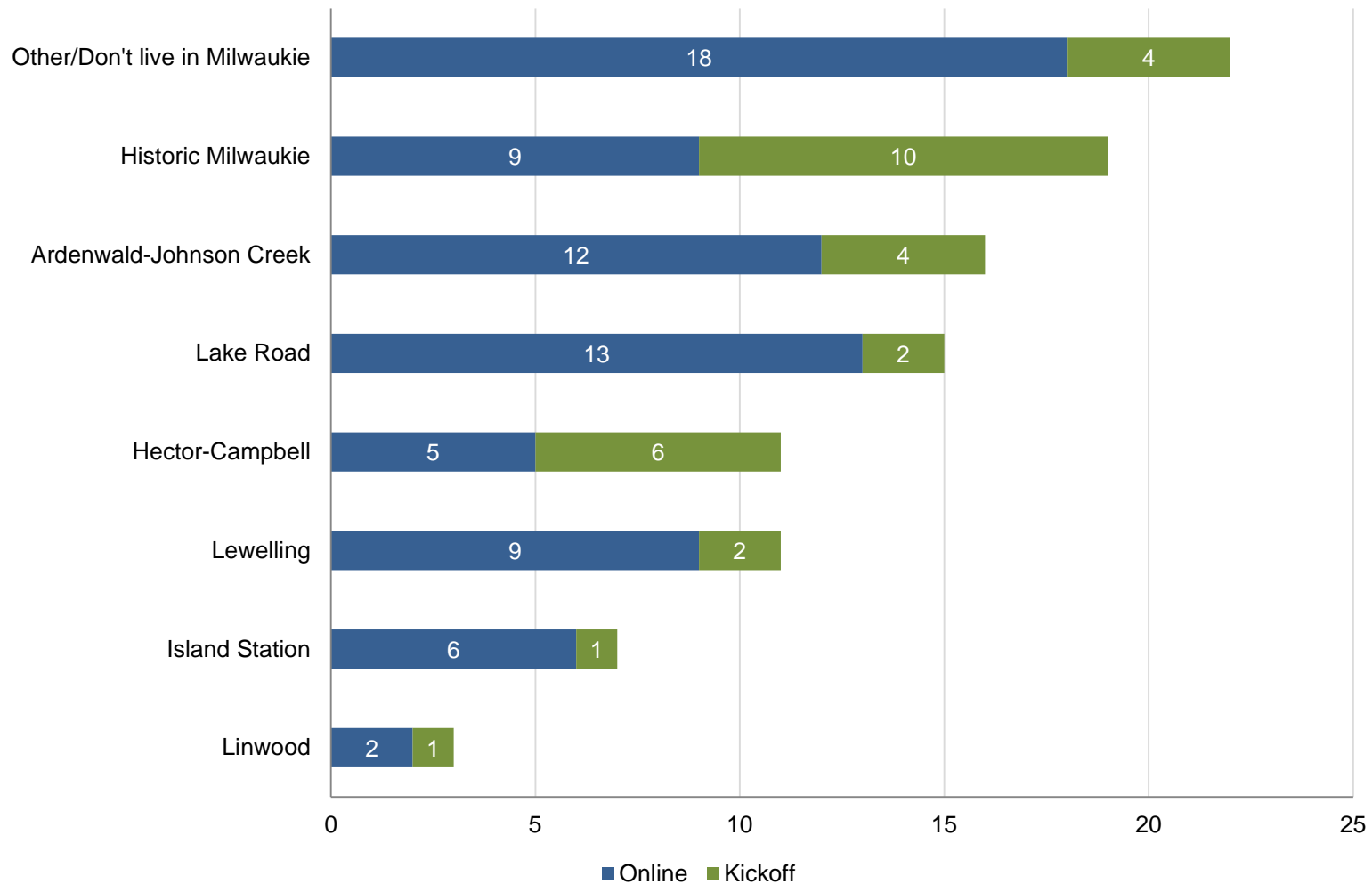


Age of respondents



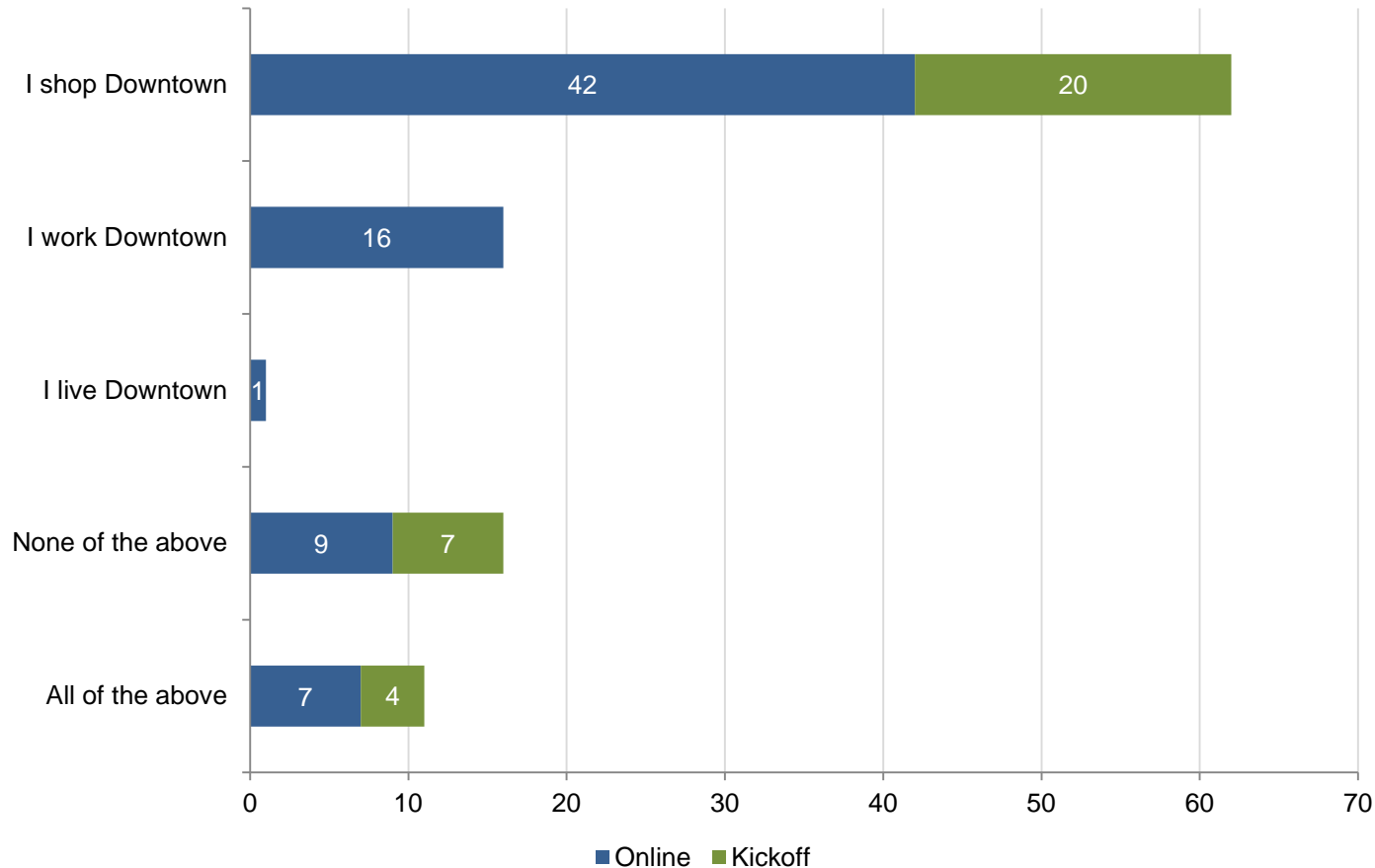
Respondent groups differed in neighborhood representation, with online respondents more likely to not live in Milwaukie

Neighborhood of respondents



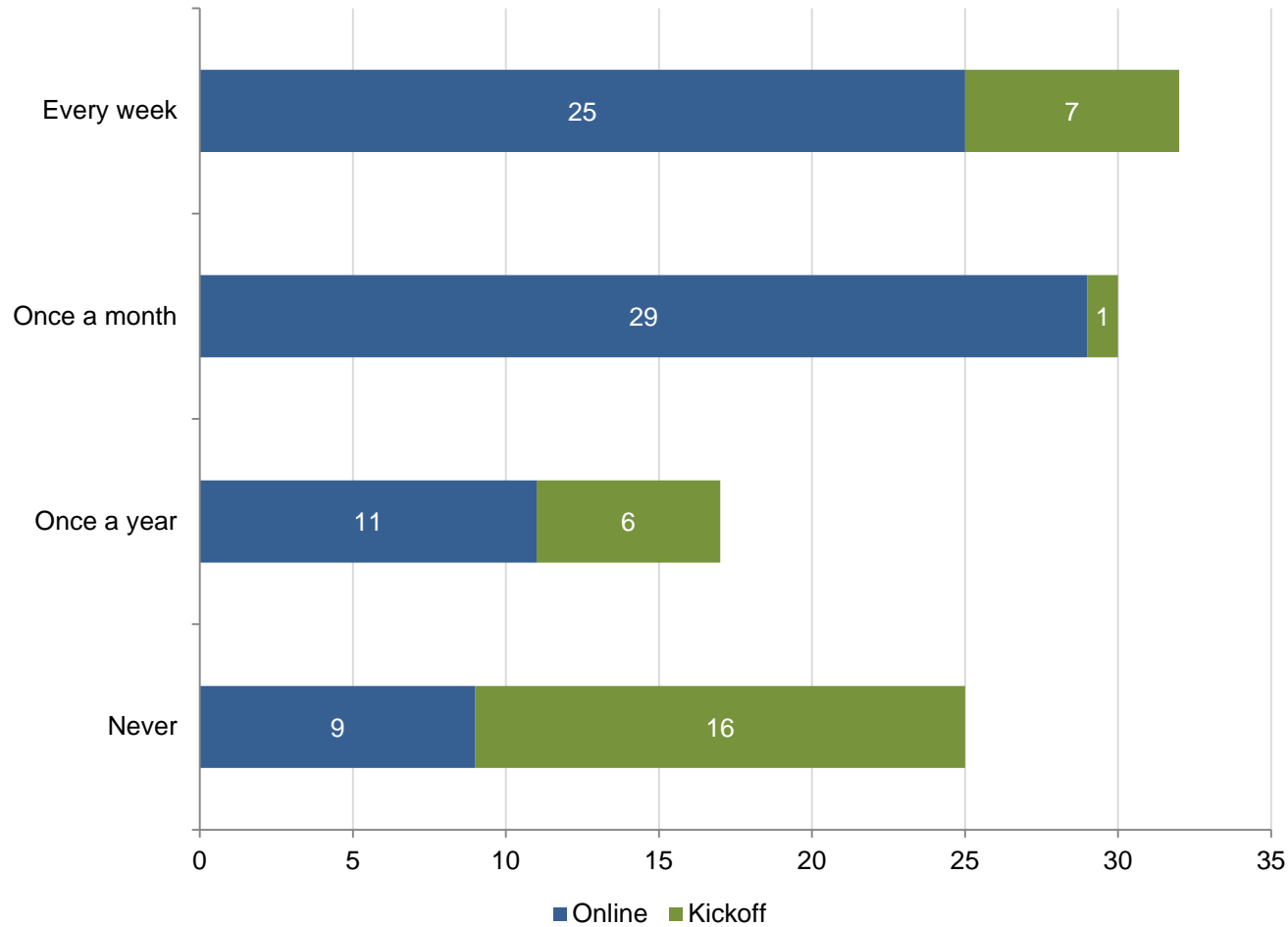
Both groups shop downtown, but online respondents included a group of downtown workers

How do you use Downtown?



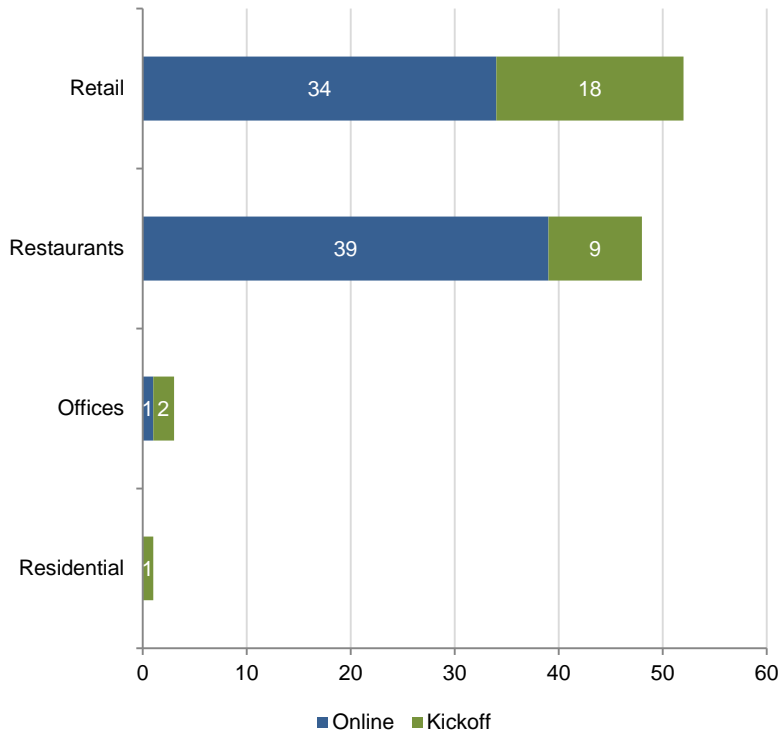
Respondents generally shop at the farmers market, but online respondents more likely to shop regularly

How often do you shop at the Milwaukie Farmer's Market?

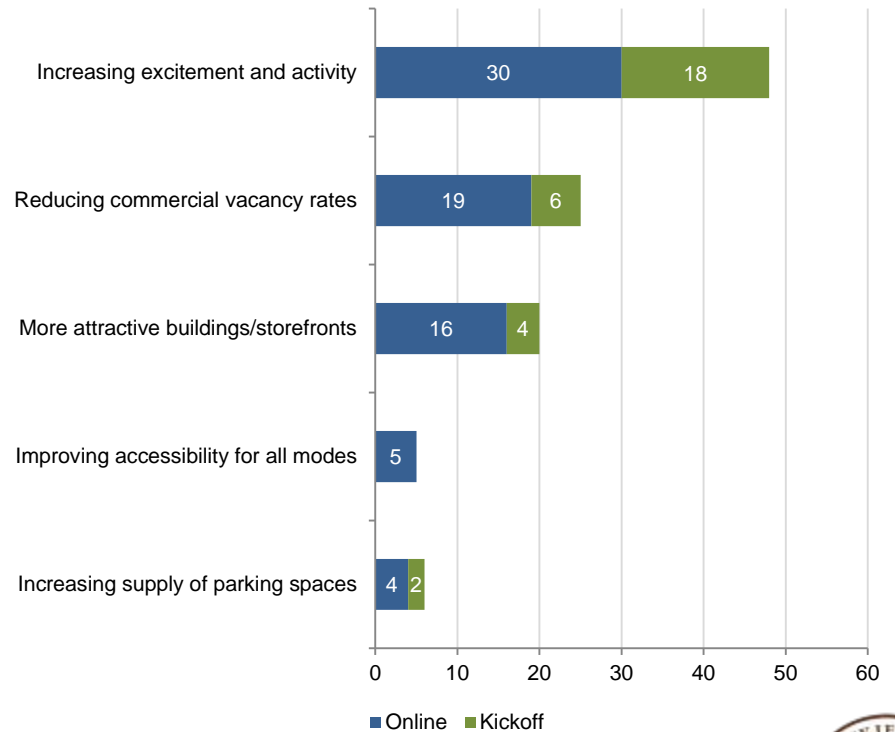


All respondents see retail, restaurants and increasing excitement and activity as key needs for downtown

What is the best use of ground floor buildings Downtown?

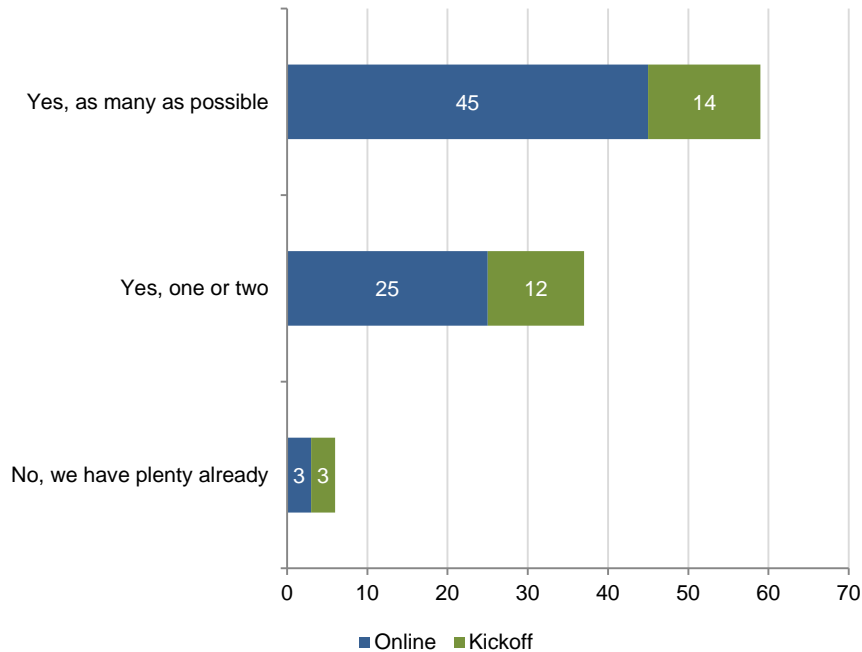


Which of these goals is most important for Downtown?

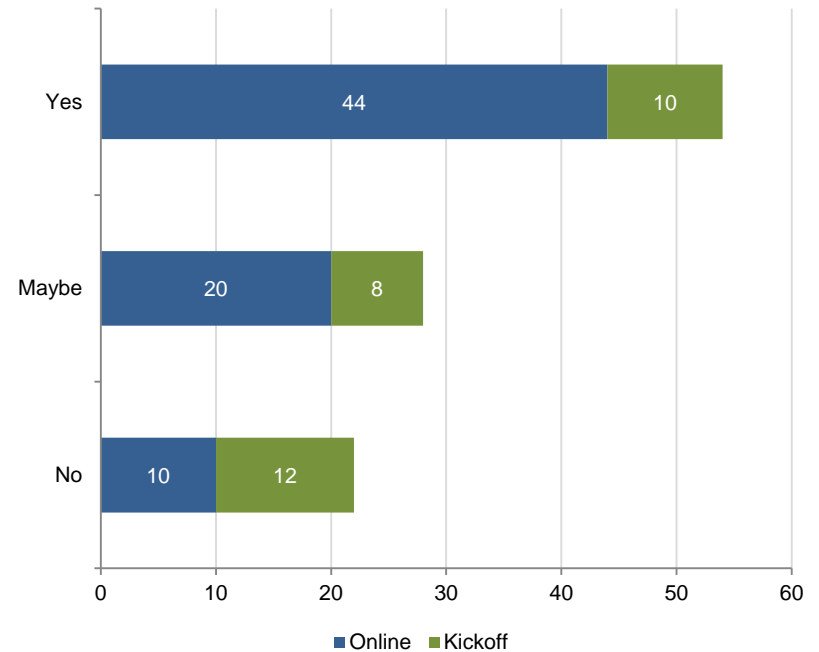


Both groups support restaurants, but online respondents more likely to support food carts

Is there a need for additional restaurants in Downtown?

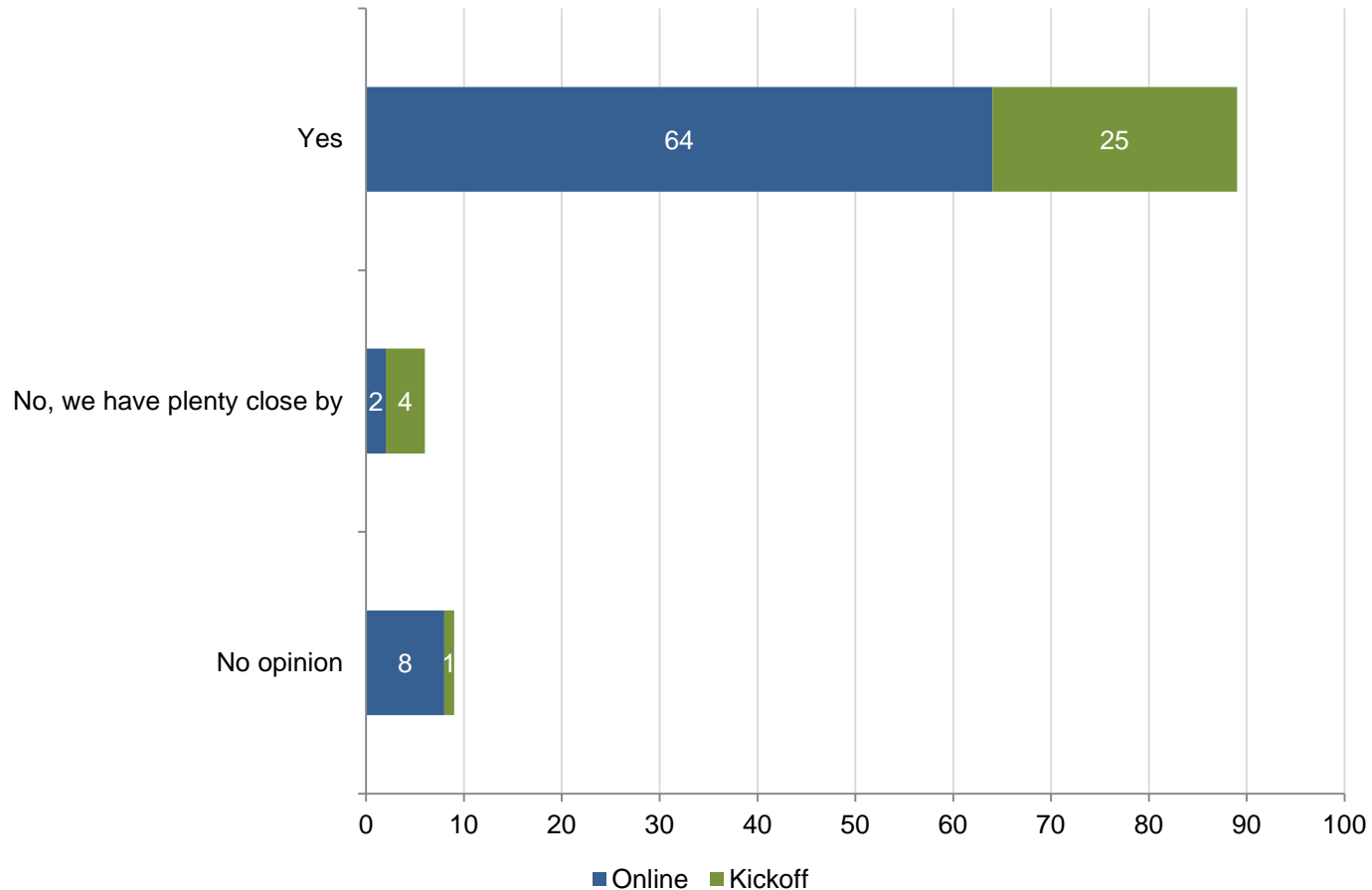


Would you like to see food carts in Downtown Milwaukie?



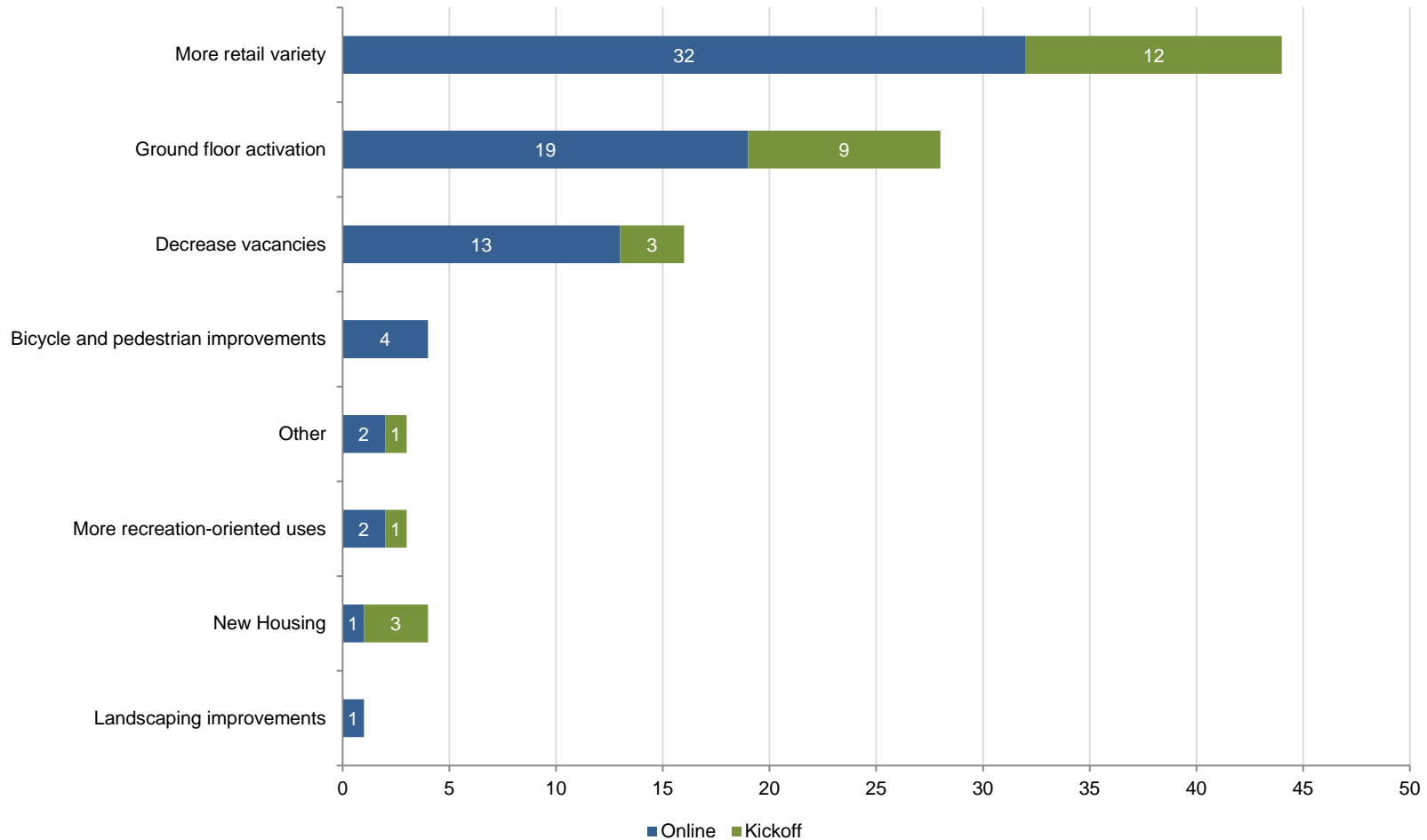
Nearly unanimous agreement from both groups on the need for more retail services downtown

Is there a need for retail services in Downtown Milwaukie?



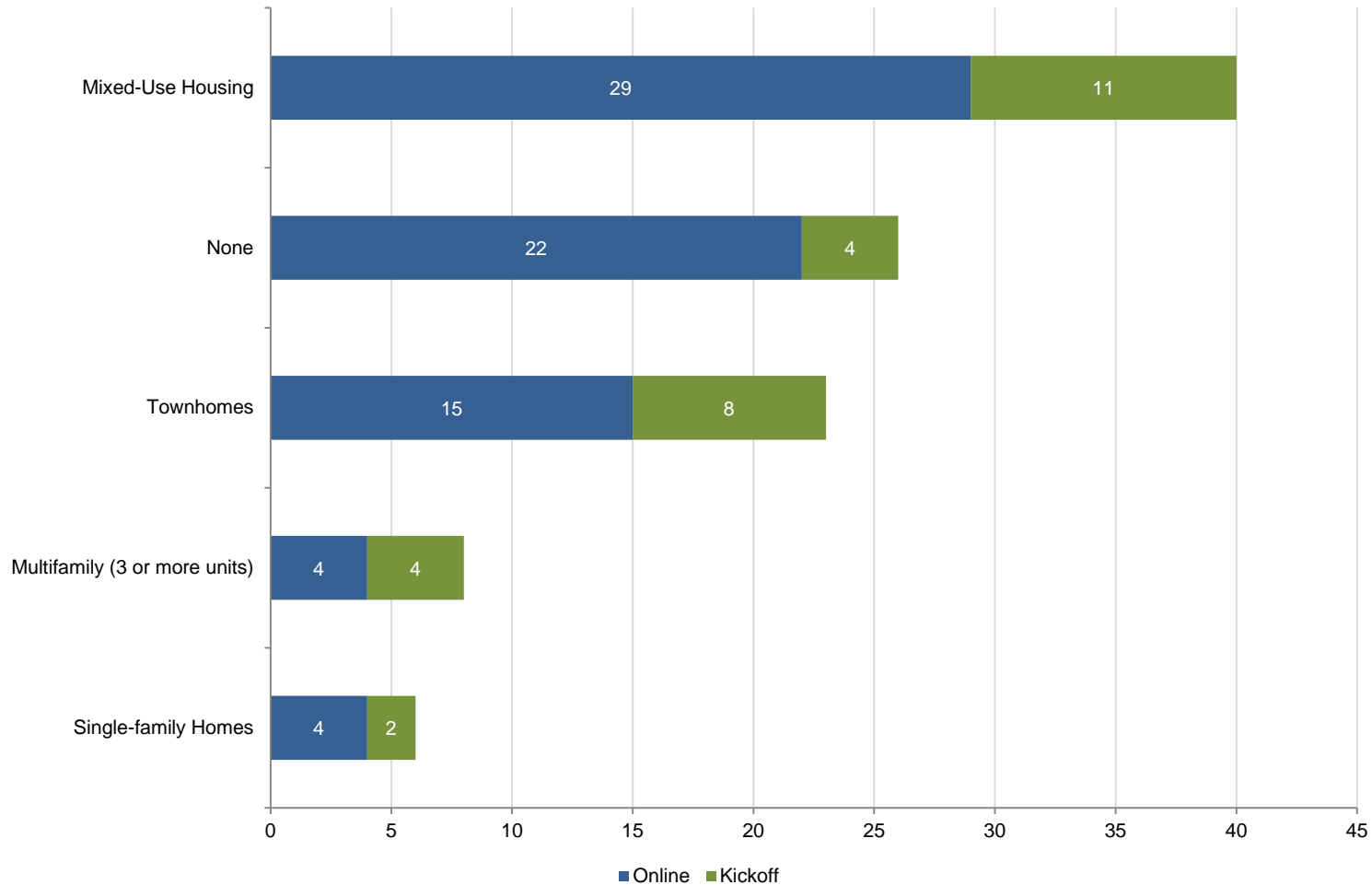
General agreement on top priorities, but kickoff respondents slightly more likely to support new housing

What is the highest priority for Downtown?



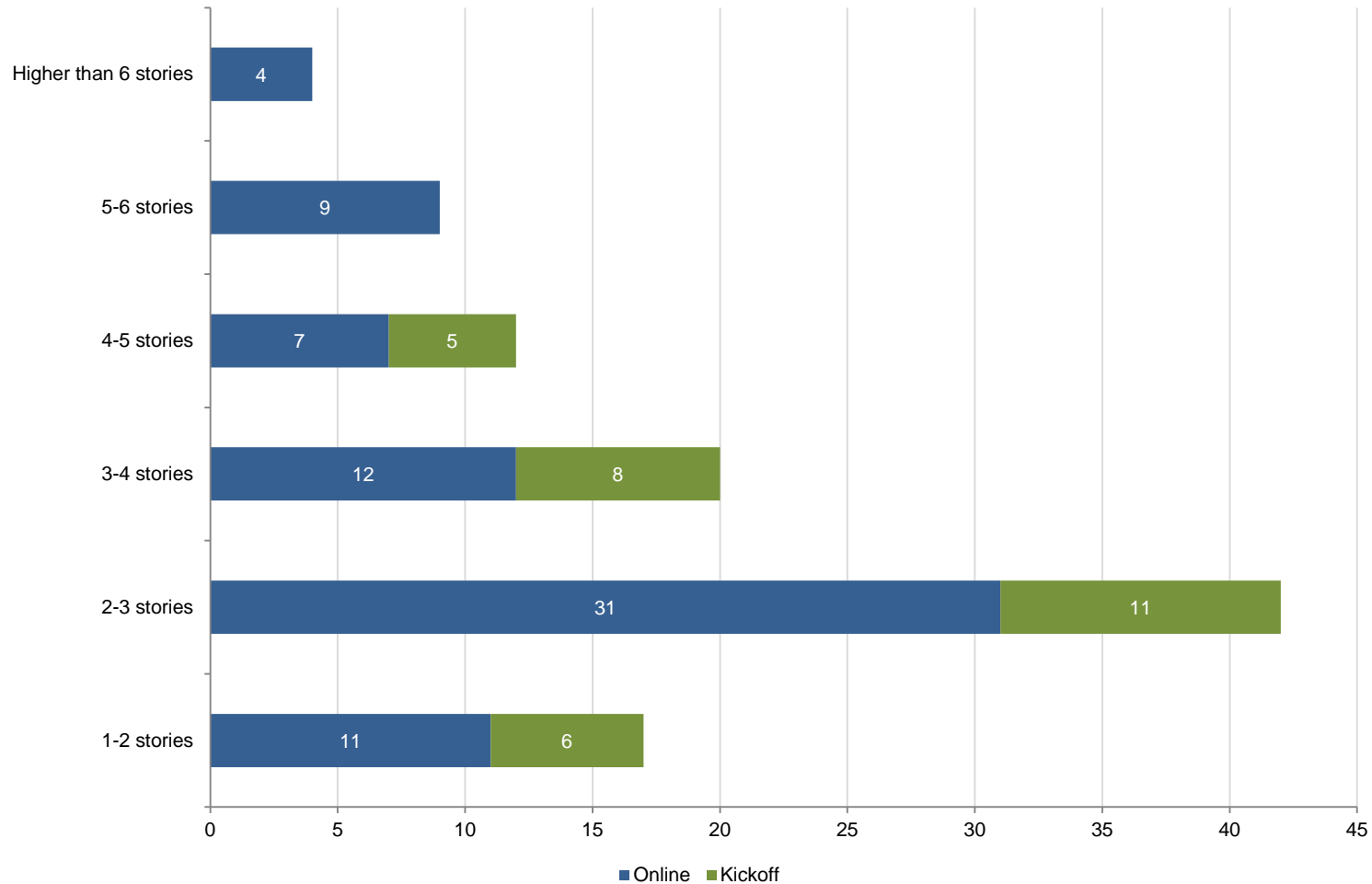
Both groups prefer mixed-use housing, but online respondents less likely to see housing as a need

What type of housing is most needed in Downtown Milwaukie?



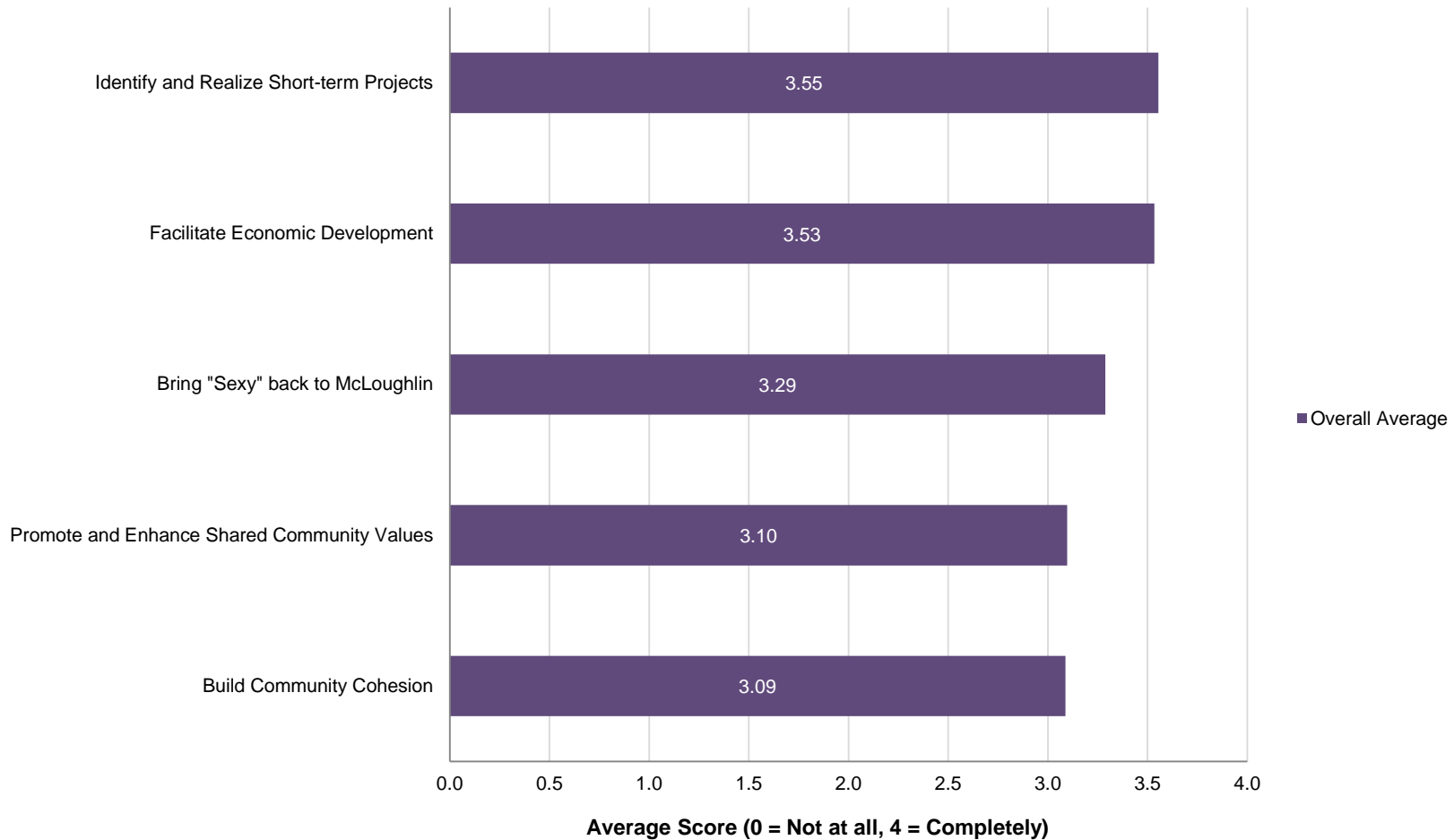
Both groups prefer 2-3 story buildings, but online respondents more likely to support buildings over 5 stories

What building height is appropriate for Downtown?



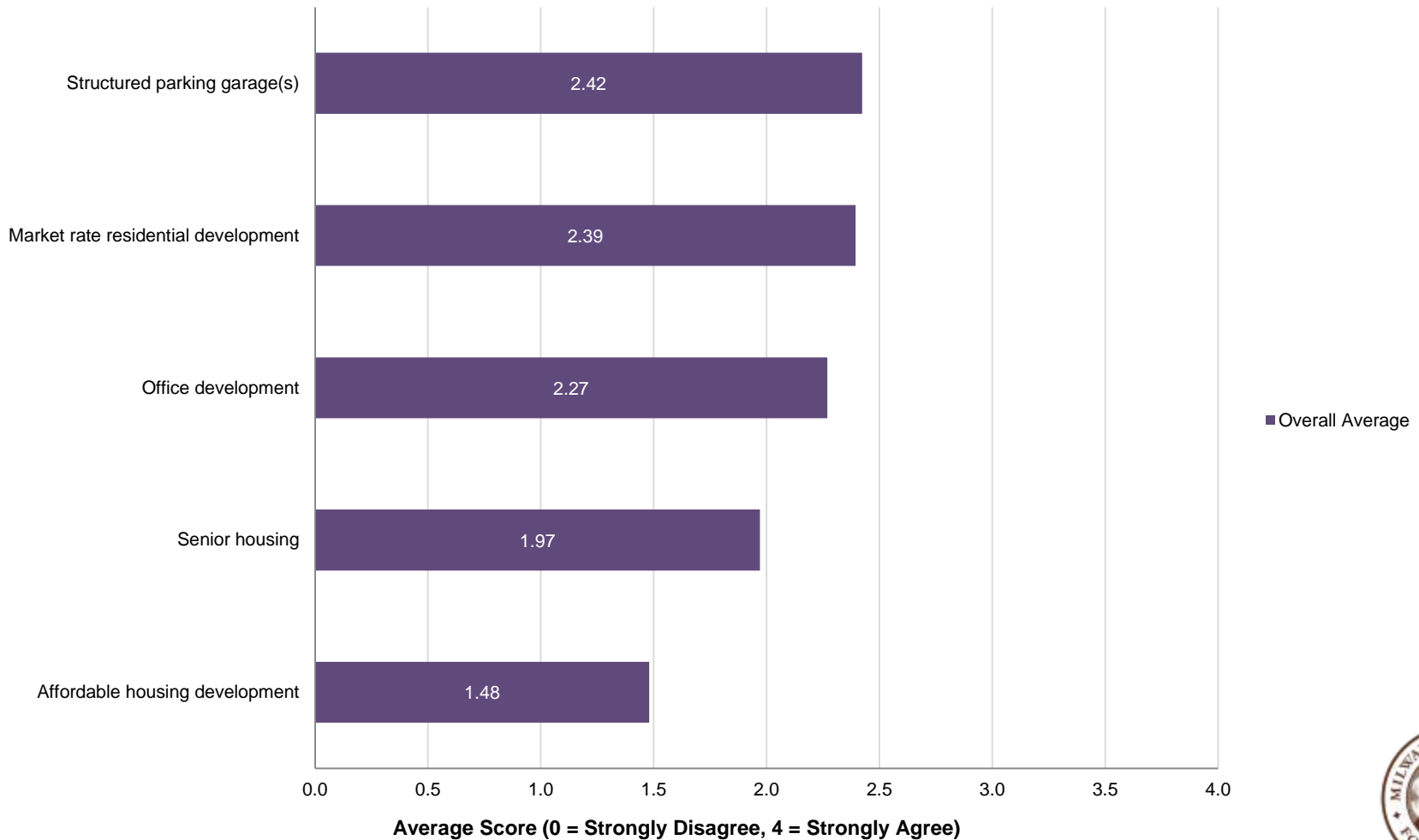
Groups agree that *Fresh Look Milwaukie* recommendations are still relevant, but more enthusiasm for economic development and identifying short-term projects

Agreement with *Fresh Look Milwaukie* recommendations

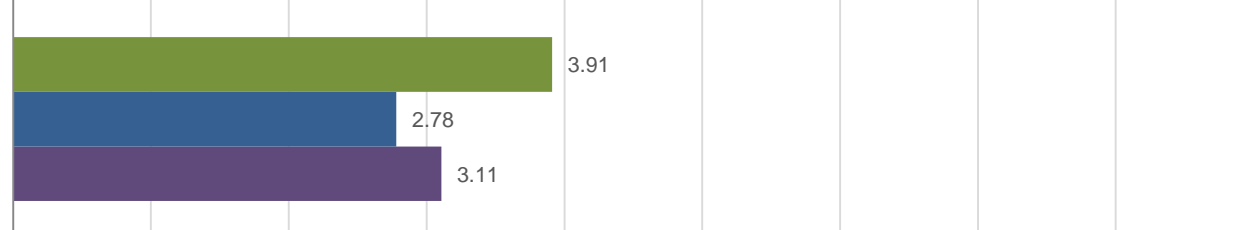
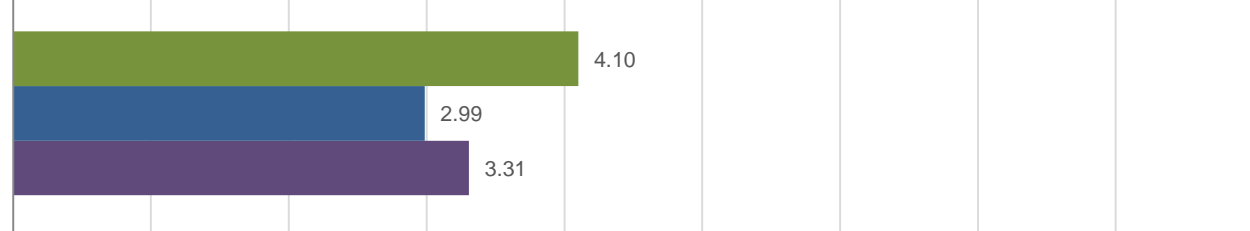
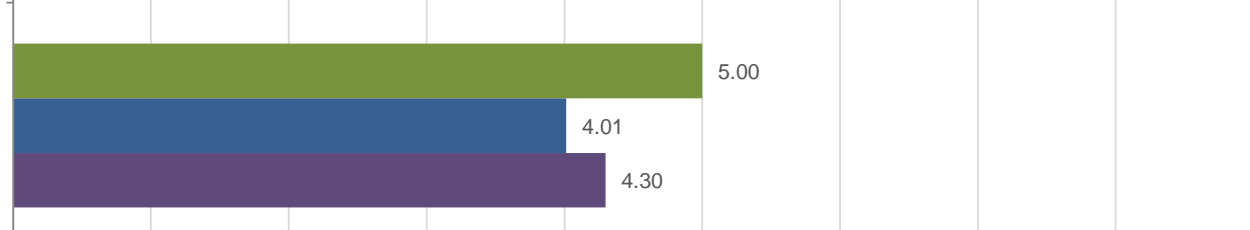
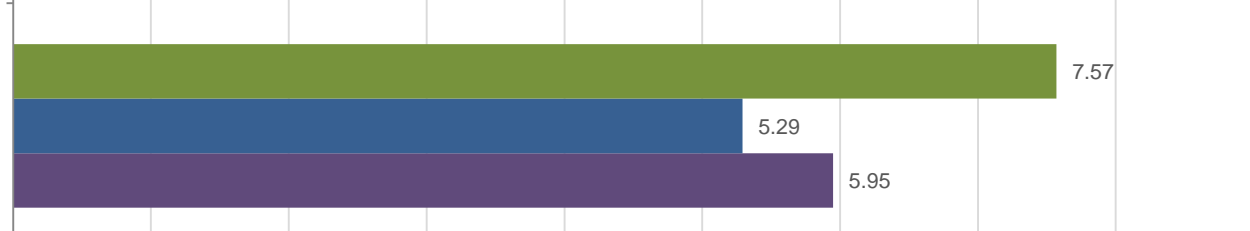
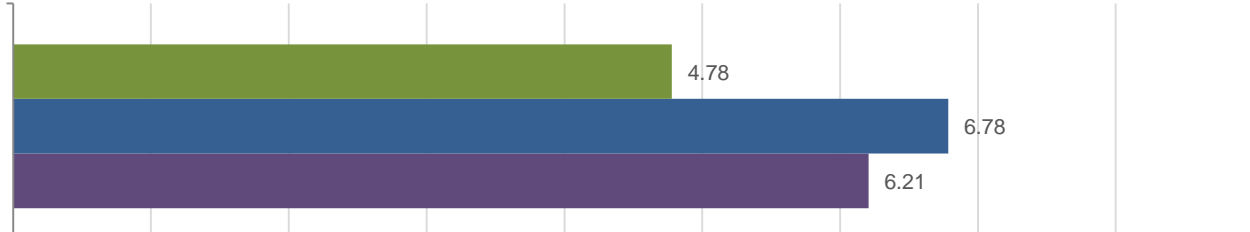


Relatively low desire for more structured parking, office and residential development, especially affordable housing

Downtown should have more...



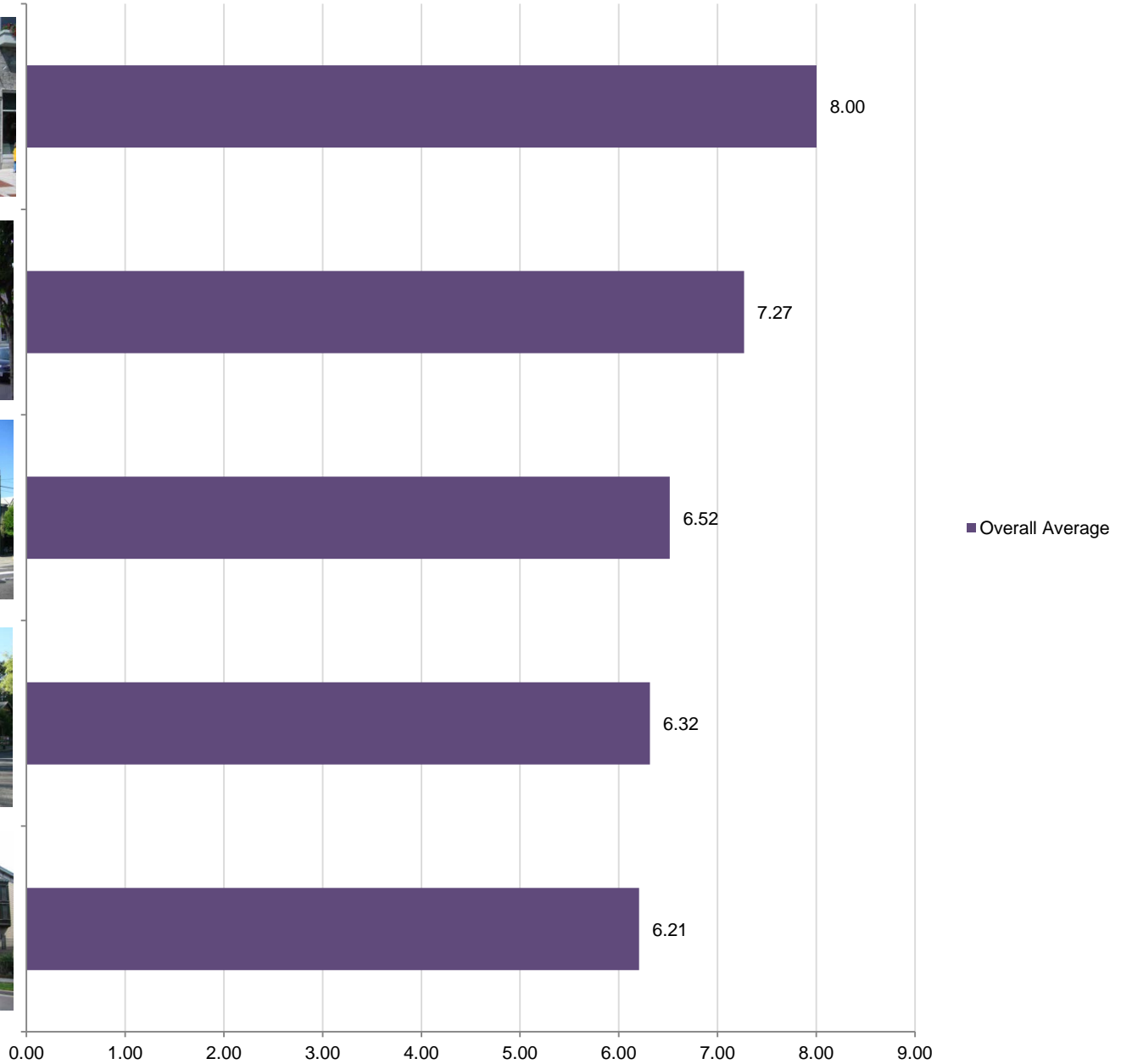
Images with high variation between online and kickoff respondents



■ Kickoff
■ Online
■ Overall Average

0.00 1.00 2.00 3.00 4.00 5.00 6.00 7.00 8.00 9.00

Top 5 building images



Bottom 5 building images

