

SUMMARY

Moving Forward Milwaukie: Enhancing Our Commercial Districts Kickoff Event

Thursday, October 3, 2013

6:00 – 7:30pm

St. John's Episcopal, 2036 SE Jefferson St

Attendees

Consultant Team

Scott Fregonese, Fregonese Associates

Nick Popenuk, ECONorthwest

City Staff

Steve Butler, Community Development Director

Li Alligood, Associate Planner

Ryan Marquardt, Senior Planner

Jamin Kimmell, Intern

Mathangi Murthy, Intern

Community Members

Dion Shepard

Anthony Sweeney

Jeremy Ferguson

Annie Bamberger

Cheree Heppner

Karla Rifkin

Lisa Gunion-Rinker

David Aschenbrenner

Monica Peterson

Lesa Pinker

Rhonda Renee

Ray Bryan

Mandy Zelinka

Gary Rifkin

Silvia Schmidt

Hans Schmidt

DJ Heffernan

Glen Ropella

Greg Hemer

Jean Baker

Robin Jacobson

Paul Klein

Christopher Browning

David Hedges

Linda Hedges

Michael Pinker

Val Ballestrem

Holli Ballestrem

Pepi Anderson

Jo Anne Bird

Greg Deane

Mark Gamba

Chris Green

Purpose & Objective

The purpose of the event was to introduce the project to the public by providing an overview of opportunity sites and existing conditions, and receiving verification of direction received during the

“Fresh Look Milwaukie: Downtown Road Map” project and public feedback on design and development through interactive polling and one-on-one conversations.

The objective of the kickoff event was to inform community members of the project and process, confirm policy direction for downtown, and highlight key issues that should be examined.

Summary

Thirty-three people attended the *Moving Forward Milwaukie: Enhancing Our Commercial Corridors* Kickoff Event on Thursday, October 3rd. The event was held at St. John’s Episcopal Church at 21st and Jefferson. After a brief presentation by Community Development Director Steve Butler and the project consultants, participants engaged in live audience polling and a visual preference survey to share their opinions on what future development should look like in Downtown Milwaukie.

Attention: *If you were not able to attend the October 3rd workshop, never fear—we still want to hear your voice! The Moving Forward Milwaukie Kickoff polling questions and Visual Preference Survey are available online [here](#).*

Who Was There?

Most attendees were between the ages of 31-70, and about half of the attendees had participated in a workshop related to Downtown Milwaukie before. By far the most common answer for “How do you use Downtown?” was shopping (77%). Almost one third of participants who live in Milwaukie reside in the Historic Milwaukie Neighborhood, with others coming from the Hector Campbell, Ardenwald-Johnson Creek, Lake Road, Lewelling, Linwood and Island Station neighborhoods, as well as outside of the city.

Highlighted Results from the Instant Polling Exercise

Detailed responses can be seen in the full version of the [MFM Kickoff Event PowerPoint Presentation](#).

Policy

- Respondents supported each of the five recommended *Fresh Look Milwaukie* goals.

Development & Uses

- 2-3 stories was the most desired building height for downtown, but there was no consensus - some respondents favored 1-2 story buildings, and others favored 4-5 stories. No respondents supported buildings in excess of five stories.
- Attendees wanted more retail variety and ground floor activation in Downtown.
- 75% of attendees go to the Milwaukie Farmer’s Market on a regular basis.
- There was no clear directive on food carts, but more people were opposed to food carts than supported them.
- There was, however, high demand for new restaurants.
- There was also high demand for more retail downtown.

- There was support for one or more parking garages Downtown.

Housing

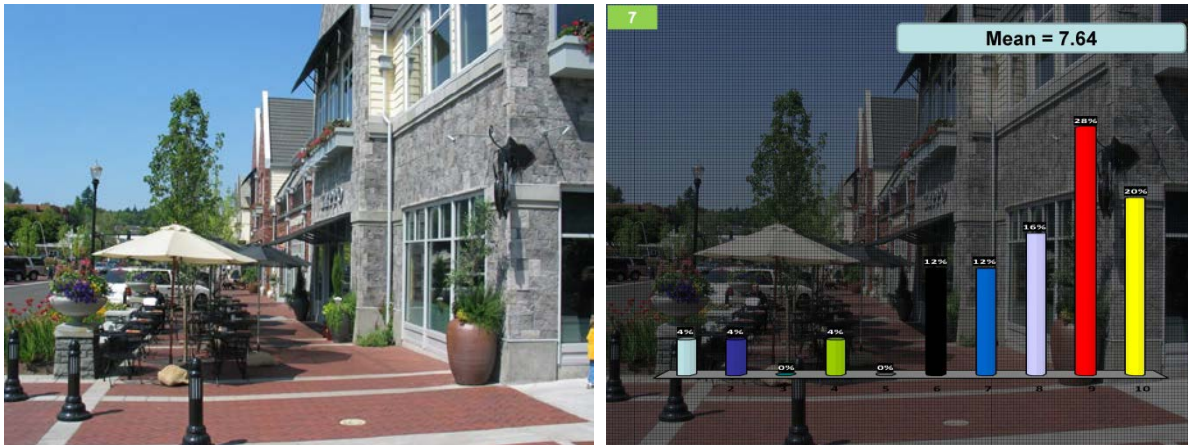
- Mixed-use and rowhouses were the preferred housing types for downtown.
- Market rate housing in Downtown was generally supported.
- Opinions varied about the desirability of senior housing downtown.
- There was little support for affordable housing in downtown.
- Opinions on the desirability of new office development Downtown varied.

Highlighted results from Visual Preference Survey

Audience members ranked images of buildings on a scale of 1 – 10 in terms of preference for Downtown development, with 10 being the most appropriate for downtown Milwaukee and 1 being the least. The polling results also calculated the mean (average) score. Detailed scores for all images can be seen in the full version of the [MFM Kickoff Event PowerPoint Presentation](#).

The group discussed images with very low or very high scores in more detail. The images and comments are described below from highest to lowest scoring.

HIGHEST – Image #7: Average Score 7.64



Audience member comments on Image #7:

- “Really liked the streetscape.”
- “[It has] varied texture and façade.”
- “Can’t really see the building, you see umbrellas and plants.”
- “Looks inviting to walk into.”
- “It’s fresh looking”
- “Bringing in some contemporary and traditional architecture.”
- “This building looks finished. It has texture.”

Audience members also commented that they appreciated the vegetation and natural elements, rocks, and big windows featured in this building design

Image #5: Average Score 7.0



Audience member comments on Image #5:

"It has a classic look with modern style. Looks sellable. Someone would want to live there."

"Doesn't look like a Band-Aid approach. Looks like a really thoughtful design."

"Brick, stucco, and stone all lend the building a sense of permanence and craft."

"Metalwork and other details make it look 'complete.'"

Image #26 : Average Score 4.5



Audience member comments on Image #26:

"I liked it because it was accessible."

"Liked the federal style."

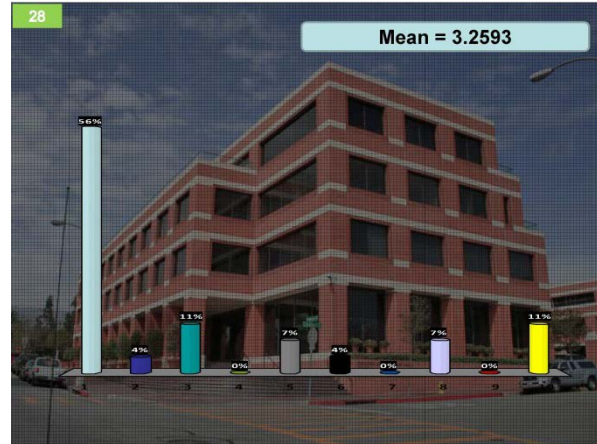
"If it had trees, it could be pretty."

"Matches City Hall and Junior High exactly."

"Looks like a college dorm."

"Looks like a mental hospital."

Image #28 : Average Score 3.2



Audience member comments on Image #28:

“Stark.”

“Looks like a federal building.”

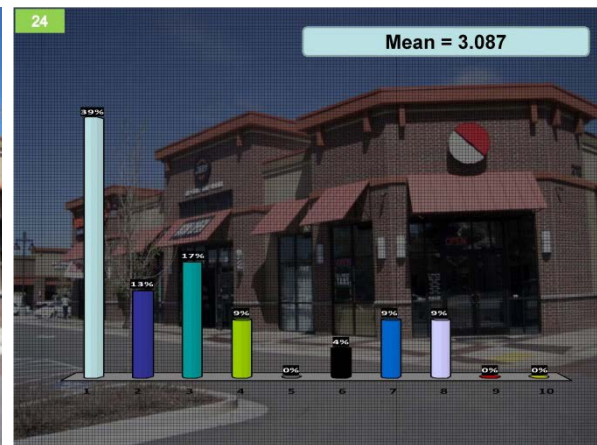
“There are lots of these types of buildings out on Kruse Way, and they only look good when they’re surrounded by giant trees.”

“Big windows are great for the tenants.”

Other audience members commented that this building design was too tall and too sterile, making it appear intimidating and not at the right scale for Downtown Milwaukie. Too tall

One individual commented that she had mobility issues, so she rated a lot of the images poorly because they did not look accessible.

Image #24: Average Score 3.1



Audience member comments on Image #24:

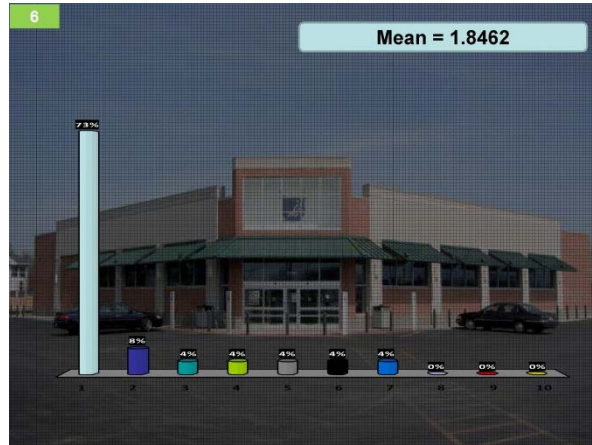
“Looks ‘pop up.’ Could be anywhere.”

“Has regular stores. See it all over the place.”

“Looks like a strip mall.”

Audience members also commented that the large asphalt surface, lack of vegetation and lack of benches made this building design seem very car-oriented and un-walkable.

LOWEST – Image #6: Average Score 1.86



Audience member comments on Image #6:
"The asphalt is really unattractive."
"It's so pop-up, like it could be anywhere."