

# Public Survey #1: Summary

## 1. Introduction

The City of Milwaukie is developing a framework plan and implementation strategy to develop the North Milwaukie Industrial Area (NMIA). As part of the engagement effort, an online survey was administered to identify perceptions and issues, priorities and ideas for improvement. The survey targeted the public, business owners and property owners and was available from October 26, 2016 until December 21, 2016. A total of 140 respondents participated, resulting in 91 fully completed surveys and 49 partially completed surveys.

### Methodology

This survey was self-selecting and therefore respondents were not required to respond to every question. Some respondents dropped out of the survey early and others chose to skip individual questions. Additionally, some questions provided opportunities to select multiple answers, resulting in total counts greater than the number of respondents. Because of these factors, the total count differs from question to question. Unless otherwise noted, the percentages calculated in the tables that follow are based on the number of responses to each specific question.

## 2. Key Findings

- A majority of participants indicated they live or work in Milwaukie and have at least some knowledge of the NMIA. However, the most common reason for respondents to visit the NMIA was when driving through to other destinations. This was especially true in older age demographics. Younger respondents, while similarly likely to ‘pass through,’ were also more likely to visit businesses in the project area.
- Additional places to eat and work were the highest priority changes sought by survey respondents. This was consistent across all age groups and by a large margin compared to other potential actions.
- Participants generally agreed that gathering spaces are needed in the project area. However, a very low proportion of respondents selected this option when asked to prioritize potential actions in the NMIA. Additionally, nearly all the respondents who selected gathering spaces as a priority were aged 25-44. At the same time, even most this age demographic heavily prioritized other options.
- When asked about the need for more places for people to have fun and enjoy entertainment, responses were stratified by age. Respondents aged 25-34 were the most likely to agree that these places are needed and respondents 65-74 were the least likely. Although this action was the third highest priority for respondents aged 25-44, it was selected by less than one-third of this demographic.
- Despite the presence of the Tacoma MAX Station, respondents identified driving alone as the most common way to access the NMIA. Along with heavy car use, respondents acknowledged a variety of barriers to driving through the area.

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- When asked how they perceived the NMIA today, respondents most frequently identified the area as a light manufacturing / advanced manufacturing center, a heavy truck traffic / shipping oriented / transportation hub and for its big parking lots. These perceptions tended to be consistent regardless of age, though respondents over the age of 65 were significantly more likely to see the NMIA as a high employment area.
- Respondents over the age of 65 were the most likely to perceive the project area’s potential for greenspace and natural areas. This demographic also expressed the highest level of agreement with the need and priority for improving connections for walking and biking in the NMIA. Similarly, no one in this age cohort agreed with or prioritized the need for additional parking.
- In describing the current NMIA, more than two-thirds of respondents identified the area as a heavy truck traffic / shipping oriented / transportation hub. When asked to describe the future of the NMIA in the next five to 10 years, however, fewer than one-fifth included these uses in their visions. Instead, the most popular options were small business oriented / incubator spaces and a light manufacturing / advanced manufacturing center.
- When asked to prioritize potential actions in the NMIA, approximately one-quarter of respondents wanted to add more places to enjoy nature, representing the third most popular selection. On the other hand, when respondents described their vision of the NMIA in the next five to 10 years, a restored Johnson Creek riparian zone received a similar number of responses but was among the lowest rated selections.

### 3. Results

#### Section 1. How much do you know about the North Milwaukie Industrial Area (NMIA)?

Questions in the first section tested respondents’ knowledge of the NMIA while providing context. Entries in **red** in this section represent the correct answer.

##### 1. How familiar are you with the NMIA?

Answer	Count	Percentage
I know a lot about the NMIA	10	9%
I know a little about the NMIA	70	63%
I don’t know anything about the NMIA	23	21%
No answer	9	8%

##### 2. How many square feet of rentable commercial space is present in the NMIA?

Answer	Count	Percentage
1.5 million square feet	19	17%
<b>3.4 million square feet</b>	<b>72</b>	<b>64%</b>

5.1 million square feet	6	5%
No answer	15	13%

**3. The NMIA is home to a wide range of businesses, representing industries such as construction, manufacturing, wholesale trade, retail trade, transportation and warehousing and several others. Roughly how many people are employed in these industries in the NMIA?**

Answer	Count	Percentage
890	18	16%
1,304	26	23%
<b>1,833</b>	<b>53</b>	<b>47%</b>
No answer	15	13%

**4. What is the average pay per employee in the NMIA?**

Answer	Count	Percentage
\$41,025	21	19%
<b>\$47,788</b>	<b>54</b>	<b>48%</b>
\$52,161	22	20%
No answer	15	13%

Section 2. Connectivity and Access

**5. Why do you visit the NMIA? Please choose all that apply.**

Answer	Count	Percentage of total responses	Percentage of respondents
I travel through on my way to other destinations	53	37%	54%
I visit businesses there (shopping, meetings, deliveries, etc.)	24	17%	24%
I do not visit the NMIA	24	17%	24%
I work there	16	11%	15%
I use the transit connections	15	10%	15%
I live there	8	6%	8%
I own a business there	3	2%	3%
I own property there	2	1%	2%
I own a business or property there but do not visit	0	0%	0%
Other (open-ended responses provided in next section)	7	5%	7%

**6. How do you get to the NMIA? Please choose all that apply.**

Answer	Count	Percentage
I drive alone	67	48%
I do not visit the NMIA	22	16%
I bike	15	11%
I carpool	13	9%
I walk	11	8%
I take transit	11	8%
<b>What type of transit do you take?</b>		
I take the bus	3	
I take the MAX	11	
Other (open-ended responses provided in next section)	1	1%

**7. What are the biggest barriers to getting in and around in the NMIA? Please choose all that apply.**

Answer	Count	Percentage
I do not experience any barriers getting through the NMIA	35	23%
Confusing streets or turns	34	22%
Lack of sidewalks and/or road crossings	25	16%
Busy streets/heavy traffic/speed of traffic	21	14%
Lack of signage	16	10%
Unsafe	9	6%
<b>What makes you feel unsafe?</b>		
Open-ended responses provided in next section	7	
Other (open-ended responses provided in next section)	13	8%

Section 3. Your Vision of the NMIA

**8. Which of these options best describe how you see the NMIA today? Select up to four.**

Answer	Count	Percentage of total responses	Percentage of respondents
Light manufacturing / advanced manufacturing center	66	25%	69%
Heavy truck traffic / shipping oriented / transportation hub	66	25%	69%
Big parking lots	40	15%	42%
Transit / bike / pedestrian hub (Tacoma Station, Springwater Corridor)	28	11%	29%
Small business oriented / incubator spaces	24	9%	25%
High employment area	19	7%	20%
I don't know	11	4%	11%
Greenspace / natural area	7	3%	7%
Other (open-ended responses provided in next section)	5	2%	5%

**9. Which of these options best describe your vision of the NMIA in the next five to 10 years?  
Select up to four.**

Answer	Count	Percentage of total responses	Percentage of respondents
Small business oriented / incubator spaces	48	15%	51%
Light manufacturing / advanced manufacturing center	46	15%	48%
Transit / bike / pedestrian hub (Tacoma Station, Springwater Corridor)	32	10%	34%
Innovative “21st century” business cluster – software, media, etc.	32	10%	34%
High employment area	31	10%	33%
Residential / mixed-use	27	9%	28%
Capitalize on a restored Johnson Creek riparian zone	26	8%	27%
Research, bioscience/biotech	25	8%	26%
Heavy truck traffic / shipping oriented / transportation hub	16	5%	17%
I don’t know	15	5%	16%
Same as it is today	5	2%	5%
Big parking lots	2	1%	2%
Other (open-ended responses provided in next section)	7	2%	7%

**10. Please state whether you agree or disagree that the following actions are needed in the NMIA. (Note: an individual score of ‘1’ represents total agreement, ‘3’ represents total disagreement and ‘2’ represents neutrality. Scores presented here are the average of all combined responses for each action.)**

Answer	Average
Improving connections across McLoughlin Blvd.	1.24
Adding more places for people to eat (restaurants, coffee shops, etc.)	1.28
Adding more places for people to work	1.31
Improving access to the Tacoma light rail station	1.39
Improving connections for biking and walking through the area	1.42
Adding more places for people to gather (public spaces, plazas, etc.)	1.48
Adding more places to enjoy nature (greenspaces, trails, etc.)	1.54
Improving transit connections through the area	1.54
Adding more places for people to have fun and enjoy entertainment	1.58
Improving automobile connections through the area	1.67
Adding more parking for employees and visitors	1.96
Adding more places for people to live	2.08

**11. From the previous list, which three actions are needed most?**

Answer	Count	Percentage of total responses	Percentage of respondents
Adding more places for people to eat (restaurants, coffee shops, etc.)	52	20%	62%
Adding more places for people to work	45	18%	54%
Adding more places to enjoy nature (greenspaces, trails, etc.)	23	9%	27%
Improving automobile connections through the area	23	9%	27%
Improving connections for biking and walking through the area	20	8%	24%
Improving connections across McLoughlin Blvd.	18	7%	21%
Adding more places for people to have fun and enjoy entertainment	16	6%	19%
Adding more places for people to live	16	6%	19%
Adding more places for people to gather (public spaces, plazas, etc.)	11	4%	13%
Adding more parking for employees and visitors	11	4%	13%
Improving access to the Tacoma light rail station	9	4%	11%
Improving transit connections through the area	6	2%	7%
None	4	2%	5%
Other (open-ended responses provided in next section)	2	1%	2%

Section 4. Development Barriers and Opportunities

Note: These questions were administered only for respondents who identified themselves as business or property owners in Question 5. Due to the low numbers, percentages are not displayed for these questions.



**12. What are the benefits associated with locating your business and/or owning a property in the NMIA? Please choose all that apply. (Note: a total of four business or property owners responded to this question.)**

Answer	Count
Location outside of Portland / Multnomah County	3
Access to major transit corridors (rail, Hwy. 224, McLoughlin Blvd.)	3
Proximity to Portland	3
Owning / renting property is affordable	2
Proximity to SE Tacoma/Johnson Creek MAX Station	2
Location in Milwaukie / Clackamas County	1
Access to regional workforce	1
Proximity to Johnson Creek	1
Limited restrictions on noise	1
Simplified permitting process	1
The City is responsive to my needs	1
Low tax burden	0
Proximity to downtown Milwaukie	0
Proximity to similar types of businesses	0
The City code facilitates development	0
Other	0

**13. What are the top three challenges you face with locating your business and/or owning a property in the NMIA? (Note: a total of four business or property owners responded to this question.)**

Answer	Count
Low visibility from McLoughlin Blvd.	2
The NMIA lacks amenities such as places to eat and gather	1
Flooding / stormwater issues	1
Challenging access from McLoughlin Blvd. and frontage streets	1
Inadequate signage and wayfinding	1
Finding employees or access to the right workforce	1
Expanding or finding additional space for growth	1
The NMIA is poorly served by public transit	0
The NMIA lacks adequate parking	0
Access to downtown Milwaukie	0
Poor infrastructure such as roads, communications, water and sewer etc.	0
Design requirements and/or limitations on uses in the City code	0
Permitting costs	0
The City is not responsive to my needs	0
Other	0

**14a. Tell us about OFF-STREET parking around your business or property. (Note: a total of four business or property owners responded to this question.)**

Answer	Count
I have adequate off-street parking for employees and customers	4
I do not have adequate off-street parking for employees and customers	0
No answer	0

**14b. Tell us about ON-STREET parking around your business or property. (Note: a total of four business or property owners responded to this question.)**

Answer	Count
I have adequate on-street parking for employees and customers	3
I do not have adequate on-street parking for employees and customers	1
No answer	0

**14c. Tell us about other parking around your business or property. (Note: a total of four business or property owners responded to this question.)**

Answer	Count
Businesses near me have adequate off-street parking for employees and customers	3
Businesses near me do not have adequate off-street parking for employees and customers	1
No answer	0

**15. Looking into the future, how do you think the NMIA and downtown Milwaukie should develop? Please choose all that apply. (Note: a total of four business or property owners responded to this question.)**

Answer	Count
The NMIA should be an extension of downtown Milwaukie with a similar character and types of uses	2
The NMIA should remain separate from downtown with a distinct character and types of uses	2
Connections for all modes (auto, bicycle, pedestrians) should be enhanced between the NMIA and downtown Milwaukie to improve access	2
Connections should be enhanced between the NMIA and downtown Milwaukie to improve access for large trucks	1
Other (open-ended responses provided in next section)	1

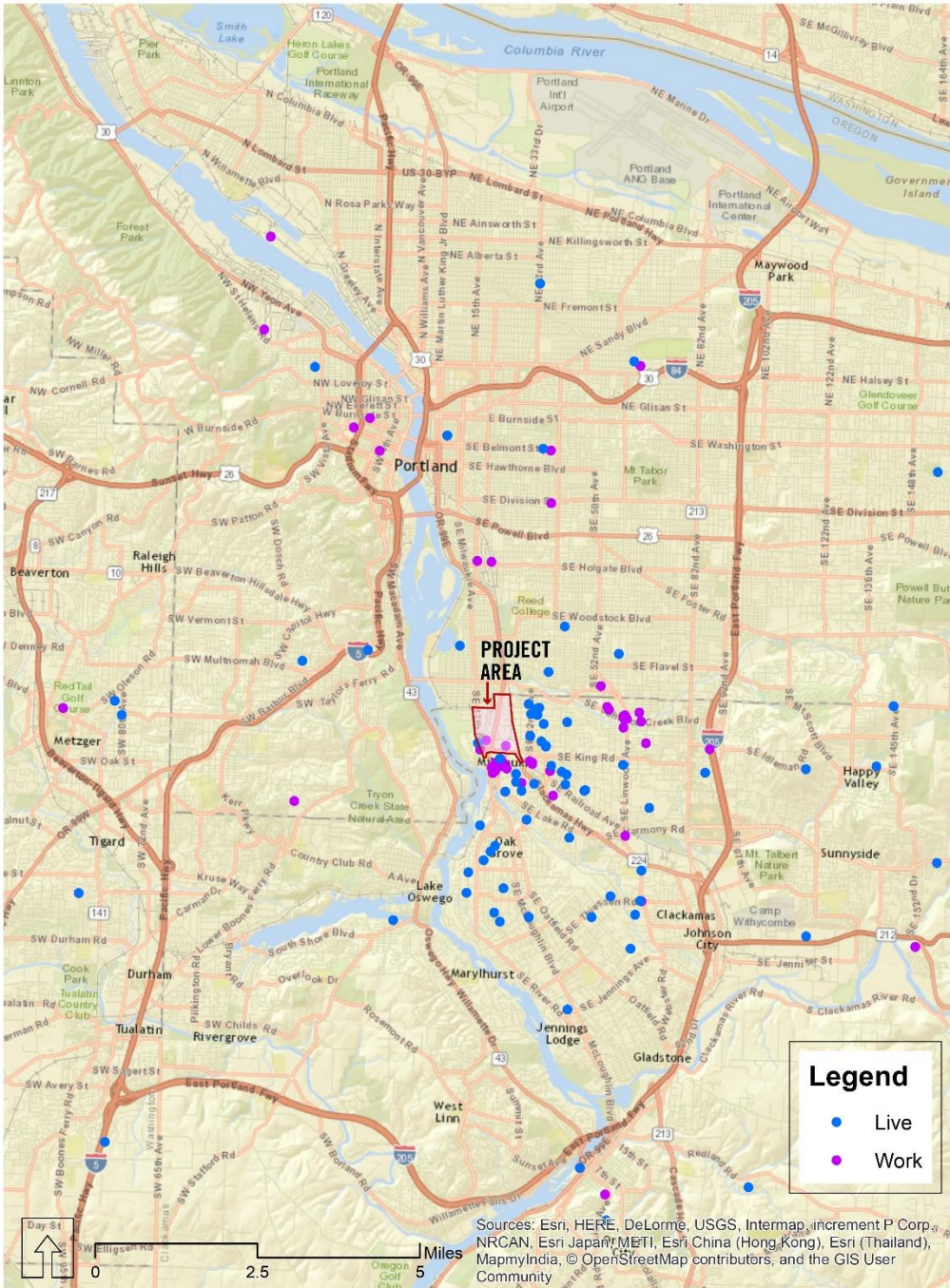
**16. What types of new businesses do you think would best support or be beneficial to your current operation? Please choose three. (Note: a total of four business or property owners responded to this question.)**

Answer	Count
Construction (contractors, development companies, specialty trades, maintenance and repairs plus associated storage)	2
Manufacturing (advanced manufacturing, assembly of materials into products plus associated storage)	2
Maker space (small manufacturing, creative space, etc.)	2
Wholesale trade (warehouse-oriented sales of merchandise plus associated storage, typically not sales to the general public)	1
Food services (restaurant, deli, coffee shop, food carts, etc.)	1
Retail / commercial (shopping-oriented sales of merchandise)	1
Information services and technology (IT, software, etc.)	1
Retail trade (sales of merchandise, typically sales to the general public)	0
Transportation and warehousing (transportation of passengers and cargo, trucking, warehousing and storage for goods)	0
Other	0

Section 5. Demographics

17. Where do you live? Move the blue marker to the approximate location on the map. You can zoom in if needed.

18. Where do you work? Move the red marker to the approximate location on the map. You can zoom in if needed.



Locations where respondents marked where they live and where they work

**19. What is your age range?**

Answer	Count	Percentage
Under 18	0	0%
18-24	1	1%
25-34	17	18%
35-44	33	36%
45-54	16	17%
55-64	13	14%
65-74	5	5%
75+	1	1%
Prefer not to answer	1	1%
No answer	5	5%

**20. How do you identify yourself? Please choose all that apply.**

Answer	Count	Percentage
American Indian or Alaskan Native	1	1%
Asian, Asian Indian or Pacific Islander	3	3%
Black or African American	1	1%
Hispanic/ Latino	3	3%
White/ Caucasian	70	78%
Biracial/multiracial	3	3%
Prefer not to respond	9	10%
Other	0	0%

**21. What is your gender?**

Answer	Count	Percentage
Female	39	42%
Male	38	41%
Prefer not to answer	10	11%
Other	2	2%
No answer	3	3%

**4. Open-Ended Responses**

The following provides unedited responses to the open-ended survey questions. Any personal or confidential information was removed.

**5. Why do you visit the NMIA?**

- i a,
- looking to start a business there
- My work takes me there.
- City Police- Patrol District
- I respond to call for service in the area
- Part of my work area
- work for city

**6. How do you get to the NMIA?**

- drive to view properties

**7. What are the biggest barriers to getting in and around in the NMIA?**

- 20 mph speed limit is too slow
- No parking
- Don't travel there
- No draw to visit
- Many transiets making walking feel unsafe after dark.

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- Don't really go there
- The roads are in poor condition.
- Rail separation
- quality of roads
- nothing interest me in visiting the area
- Too many public transit connections from my house to commute.
- We live on [redacted] SE 26th Ave. The traffice going into the warehouse area is getting heavy with TRUCKS even tho it says NO Trucks!! The road is SAD from Freway overpass to Harrison Ave!!I see this as to the use of Commercial vehicles!!Just my humble opinion!! We have lived here since 1997. They like patch harrison to Overpass but from there into area NICE payment!!
- Train tracks

### 7b. What makes you feel unsafe?

- Fast moving cars where pedestrians are uncommon.
- Crime. Heavy traffic. People in work release programs with criminal records.
- The surge of transient's that have moved here from different places. Now in downtown near Post office and bridge you see homeless people set up.
- The lack of connections, lighting at night
- homeless and crime excessive traffic
- Besides the giant warehouses, semi trucks, busy intersections, there doesn't seem to be too many people visible out & about. Zombie movie anyone?
- Lack of easy and direct access from the Ardenwald neighborhood. Lack of pedestrians during the evening hours.

### 8. Which of these options best describe how you see the NMIA today?

- Dog Park
- TriMet park and ride
- old and needing a facelift
- This is just a Complaint!!
- warehouse/distribution



**9. Which of these options best describe your vision of the NMIA in the next five to 10 years?**

- Dog Park w/cafe nearby
- I'd like to see art, music, movement arts
- Stadium
- green spaces
- Need more blue-collar jobs, not more software & biotech, which will not employ local residents.
- Amazon like delivery outlet
- Less noise at night

**11. From the previous list [Question 10], which three actions are needed most?**

- Understanding that this is an industrial area. Industrial companies can be loud and use heavy machinery, so putting a park where children play near a location that has 50 large trucks going into and out of each day probably isn't the best idea.
- Dog park!!

**15. Looking into the future, how do you think the NMIA and downtown Milwaukie should develop?**

- TriMet buses can't even make the corners downtown without making cars back up.

**22. Do you have any other comments about the future of the North Milwaukie Industrial Area?**

- Increase height zoning
- Limit the number of marijuana businesses so that other manufacturers can occupy as well.
- I would love to see more places to eat, shop and enjoy family activities. Also, small office spaces and vibrant creative culture would be great. I would not have to drive to Tigard if I had an office facility close by. I could even walk there. Living on 32nd, I'd love to access the improved area with a trail instead of the corridor trail.
- Transit connections need to be improved between Tacoma Max and Downtown Milwaukie, including this area
- We are all for making the NMIA an improved place to live, work, and play. But our main priority is being able to operate our business that has been here for 20+ years. With the NMIA being a heavily commercial/industrial area with lots of big trucks driving around, it would be tough to start including residential units and parks that would have to deal with these trucks and noises.

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- Milwaukie is the largest growing community in the area. I keep harping on a dog park. I see many people walking their dogs all over town. Most of us agree that a NICE, clean, well-maintained dog park would benefit current residents and prospective residents. Especially if there are some cafes/coffee shops with outdoor seating. I know I travel 20 minutes or more to take my dog to the better parks (in NE Portland and off Stafford Road). People WOULD come here from out of the area to bring their dogs if they knew it was a "good" park. It's a very good way to attract the public and also a great way to gather and meet others. Please consider it!!!! We need it.
- I want to visit the Mill End Store without fearing for my life making a turn :)
- Good luck and thank you.
- I'd like to see more places for art, original music, performance art, green space, creative restaurants, and more affordable living options
- Possible parking for people using the downtown area. Johnson Creek riparian work would be very nice as well.
- It is critical that pedestrian experience/enjoyment is prioritized over a lot of car access. There are great precedents for industrial areas growing into vibrant live/work communities: SODO and Ballard in Seattle etc. What they have in common is a great pedestrian experience walking, ground floor pedestrian facing business close together (office, living or manufacturing above), parking aside or in back. It is the opposite of sprawl style where Blockbuster video sits on an entire block with a large parking lot in front (makes you feel like you need to get in your car and drive if you are going to the business next door). We need to emulate inner SE, Ballard, european cities rather than car centered McCloughlin or 82nd style.
- Glad the City is doing this great planning!
- We really need a grocery store, as well as more restaurants and affordable/daily-use small businesses (i.e. a bookstore, card/stationary, art/craft shop), in/near the Downtown Milwaukie area. Thank you!
- Safety and deterrents from homeless. Please do not let things get worse.
- Milwaukie is lacking in an entertainment venue. A music venue that could support smaller local bands would be ideal.
- Family friendly entertainment and brewery style development would be great something like Mcmenamins - food, drinks and shows
- Yes, I think the area should improve the streets in the area--lots of potholes, improve pedestrian crossings, improve connection to the downtown. The area should not further challenge the downtown. Employees should come to downtown to eat and shop
- It would be nice to have an additional Light Rail stop at the south end of this area

- To maximize value I believe a balance between retaining current business, redevelopment vertically and or by other means that increase density and re-purposing and/or minimizing the footprint of government tax exempt entities is critical.
- Mixed use Health Care industry and research  
Continue connections between downtown Milwaukie and Sellwood  
Healthy greenspaces- increase floodplain with parkland that can flood and decrease flooding of industry/residential etc.  
Maximize the transportation location benefits (H99, 224, railroad, max, springwater)
- Has served great for jobs over the years but could benefit from greater job density. The buildings and roads are ageing and they show it. Should attract new industries (media, biotech, software) that are getting priced out in areas to the North.
- Sellwood is awesome, Milwaukie is awesome, NMIA which lies between, is a place most people just pass through. Being Milwaukie's neighborhood closest to Portland, I would hope that we could create a much more lively, colorful, vibrant collection of businesses/buildings that would spark excitement for Milwaukie in general - basically treat the area as a direct northern extension of our downtown. With the Tacoma station so close, it can be an area with not only great industrial opportunity, but surely commercial as well!
- Sorry but Keep heavy Trucks off SE 26th Ave!!
- Sports stadium
- Businesses that have minimal transportation impact are encouraged. Avoid businesses that require heavy trucking or heavy visitor traffic. More traffic means more road wear and danger to bikers and walkers.
- It looks like a wasteland now. I'm sure there's stuff going on, but it looks like something you drive through & don't want to stop. It'd be wonderful to pretty it up & build some parks & low-income housing there. It's a prime location, especially with the orange line right there. Good luck with the project!
- We have lived near this area for many years and I have always thought that someday it will be a vital location for development. Very excited to see that starting! I hope that it becomes an urban center that many can use.
- Must not use City general funds to subsidize development.
- Improving the Section 8 housing cluster should be a high priority: it's an eyesore & detracts from property values.  
Mixed-use housing, retail, service-oriented business space would be a vast improvement along 32nd Avenue (across from the Hospital.)
- I often hear loud metal noise at around 2:45-5 am coming up from the industrial area. It is annoying, but does not last more than about 10-15 minutes. disturbing to my sleep. I would like to see smaller, businesses that do not work at night go into that area.

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- I think it should be nicer to look at and more accessible. It looks like industrial and not very pleasant between Milwaukie and Portland. I would like to see the area be more of a city like transition space from Portland to Milwaukie . Thanks