



Project Advisory Committee Meeting #1

Moving Forward Milwaukie • September 2013

Welcome!

Project Team Introductions



Project Overview

Moving Forward Milwaukie: Enhancing Our Commercial

- The goal of this project is to achieve appropriate development and redevelopment in the city's commercial areas.
- This project builds on previous planning efforts, including:
 - 2000 Downtown Framework Plan
 - 2012 "Neighborhood Main Streets" Project
 - 2013 "Fresh Look Milwaukie: Downtown Road Map" Project
- This project will focus heavily on implementation to transform the vision of previous plans into reality



How We Get There

Project Schedule

Market Analysis

August – October 2013

Opportunity Site
Development
Concepts

August 2013 – February 2014

Downtown & Central
Milwaukie Action &
Implementation Plan

January – April 2014

Central Milwaukie Land
Use & Transportation
Plan

March – May 2014

Downtown Plan &
Code Refresh

April – May 2014

Central Milwaukie and
Neighborhood Main
Streets Code & Comp
Plan Amendments

June – August 2014



Project Advisory Committee

The Role of Public Involvement in this Project

- Identify the solutions that are needed and that will be met with support by residents
- We will create plans to implement these solutions
- We will use techniques that are meaningful and fun!



Project Advisory Committee

The Purpose of the PAC

- Advise the project team and provide feedback and direction
- Review key deliverables throughout the project
- Provide input on findings and policy choices



Project Advisory Committee

Ground Rules

- Basic rules about conduct:
 - Listen carefully and speak honestly
 - Respect the views of others
 - Keep an open mind
 - Critique issues, not people
 - Allow everyone to speak without dominating the conversation



Opportunities for Engagement

The Public Involvement Plan

- Tentative Advisory Committee Meetings

9/23

Today

10/21

Workshop/Open House & Market Study Results

11/18

Review Workshop Materials & Draft Opportunity Concepts

3/17

Discuss Draft Action & Implementation Plan

4/21

Discuss Draft Central Milwaukie Land Use & Transportation Plan

6/5

Review/Discuss Materials for Neighborhood Main Streets Community Input

7/21

Discuss Draft Central Milwaukie and Neighborhood Main Streets, Comprehensive Plan, Code and Zoning Map Amendments



Opportunities for Engagement

The Public Involvement Plan

- Web & Social Media Content (Facebook, Twitter, e-mails, etc.)
- Community Presentations
- Stakeholder Interviews
 - Elected Officials
 - Opportunity Site Property Owners
 - Additional Stakeholders
- Developer Roundtables



Opportunities for Engagement

The Public Involvement Plan

- Public Meetings/Open Houses and Workshops
 - Project Kickoff – October 3, 2013
 - Opportunity Sites – October 28 & 29, 2013
 - Public Workshop to Review Draft Opportunity Concepts – Early December 2013
 - Public Meeting/Open House to Review Draft Plan & Code Revisions for Downtown – May 2014
 - Public Meeting/Open House for Neighborhood Main Streets – June 2014
 - Public Meeting/Open House to Review Draft Plan & Code – July 2014
 - Site Tour
- Special Presentations
 - Planning Commission & City Council Briefings



Upcoming Kickoff Event

Preview of the Format and Materials

- When: Thursday, October 3, 6:00-7:30 PM
- Where: St. John's Episcopal Church, 2036 SE Jefferson Street
- Activities
 - Project introduction presentation
 - Audience instant polling
 - Opportunity to provide input on how new development should look and function (i.e. Visual Preference Survey)
 - Opportunities to meet for one-on-one conversations with City staff and the project consultant team

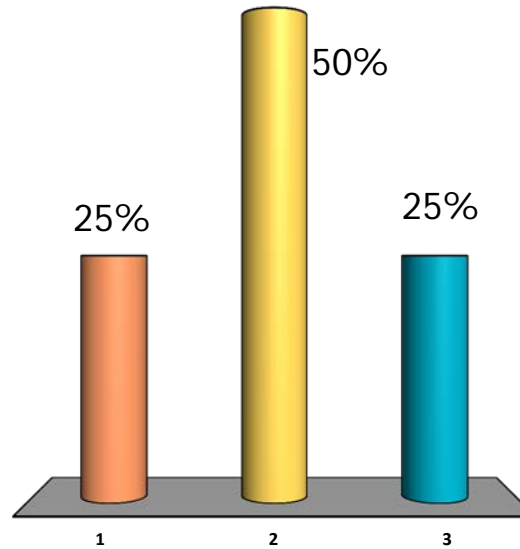


Instant Polling

Sample Warm-Up Question

What is your gender?

1. Male
2. Female
3. Other



Responses are from prior work and do not reflect Milwaukie residents' opinions.

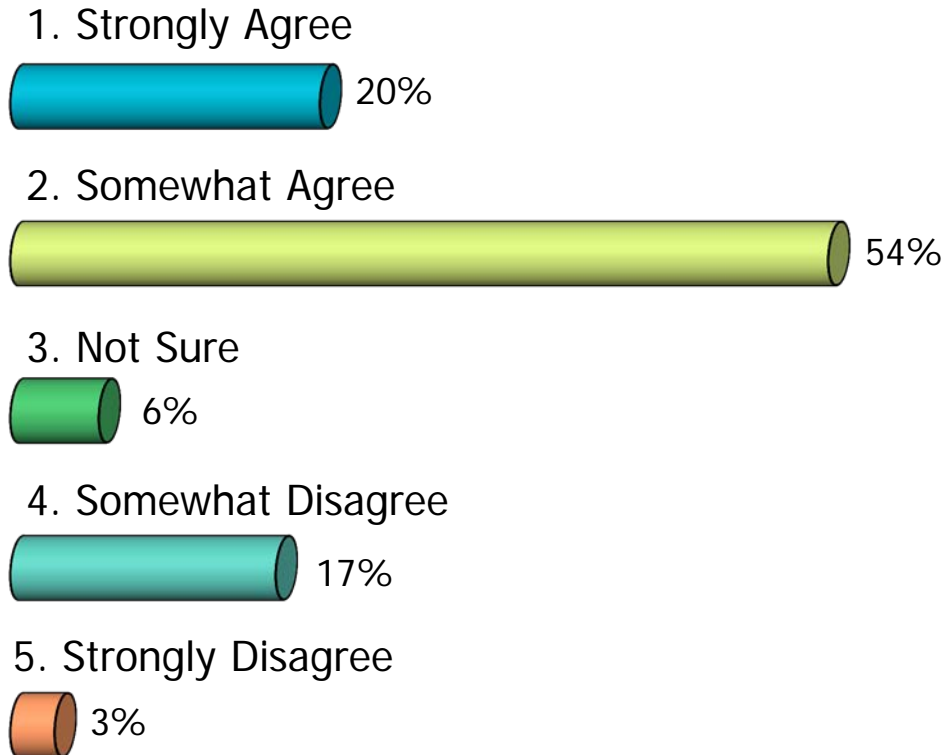


Instant Polling

Sample Question about Parking

Do you agree with the following:

I would want to park my car right in front of my destination.



Responses are from prior work and do not reflect Milwaukie residents' opinions.



Visual Preference Survey

Used to Gain Input on How New Development Should Look and Function

Example Survey Question



I want this to be within walking distance of my house.

I want this to be within a short drive of my house.

I expect to find this in a major commercial or shopping area, not in neighborhoods.

I expect to see housing included here.

Strongly Agree Agree No Opinion Disagree Strongly Disagree

Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Visual Preference Survey

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Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Responses are from prior work and do not reflect Milwaukie residents' opinions.



Visual Preference Survey

Used to Gain Input on How New Development Should Look and Function

Example Survey Question



I welcome this building on my block.

I welcome this building in my neighborhood, but not my block.

I would like to live in this type of building.

Strongly Agree Agree No Opinion Disagree Strongly Disagree

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Responses are from prior work and do not reflect Milwaukie residents' opinions.



Future Public Events: Map Exercise

Arrange Chips on the Map



Map Exercise

Draw Transportation Infrastructure

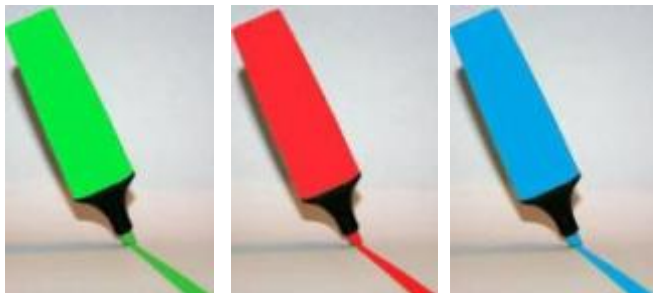
Bicycle & Pedestrian Networks



Transit



Roadways & Highways



Map Exercise

Name Your Map and Choose a Presenter

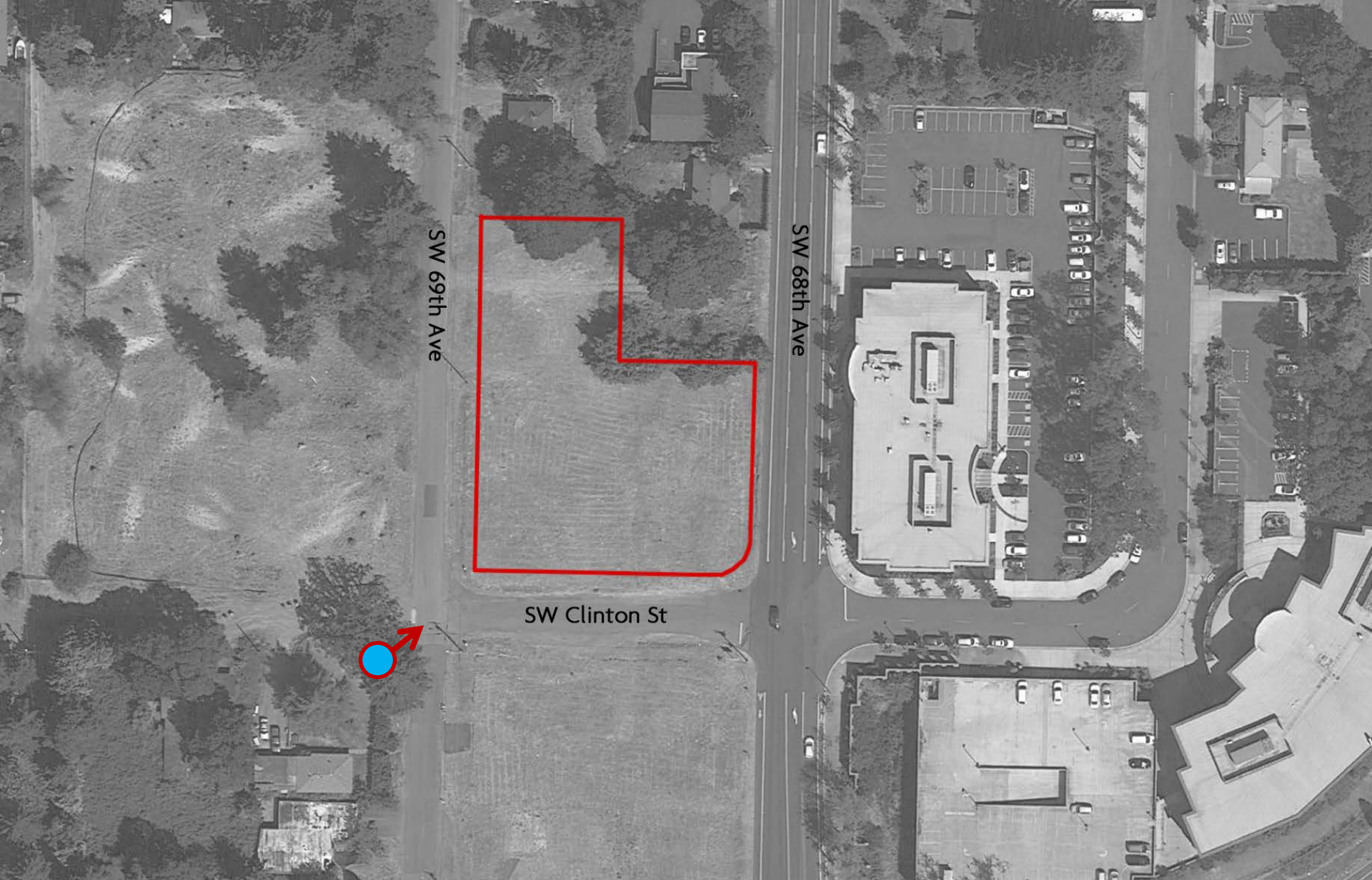


Map Exercise

Groups Present Maps and Strategies



Tigard Existing

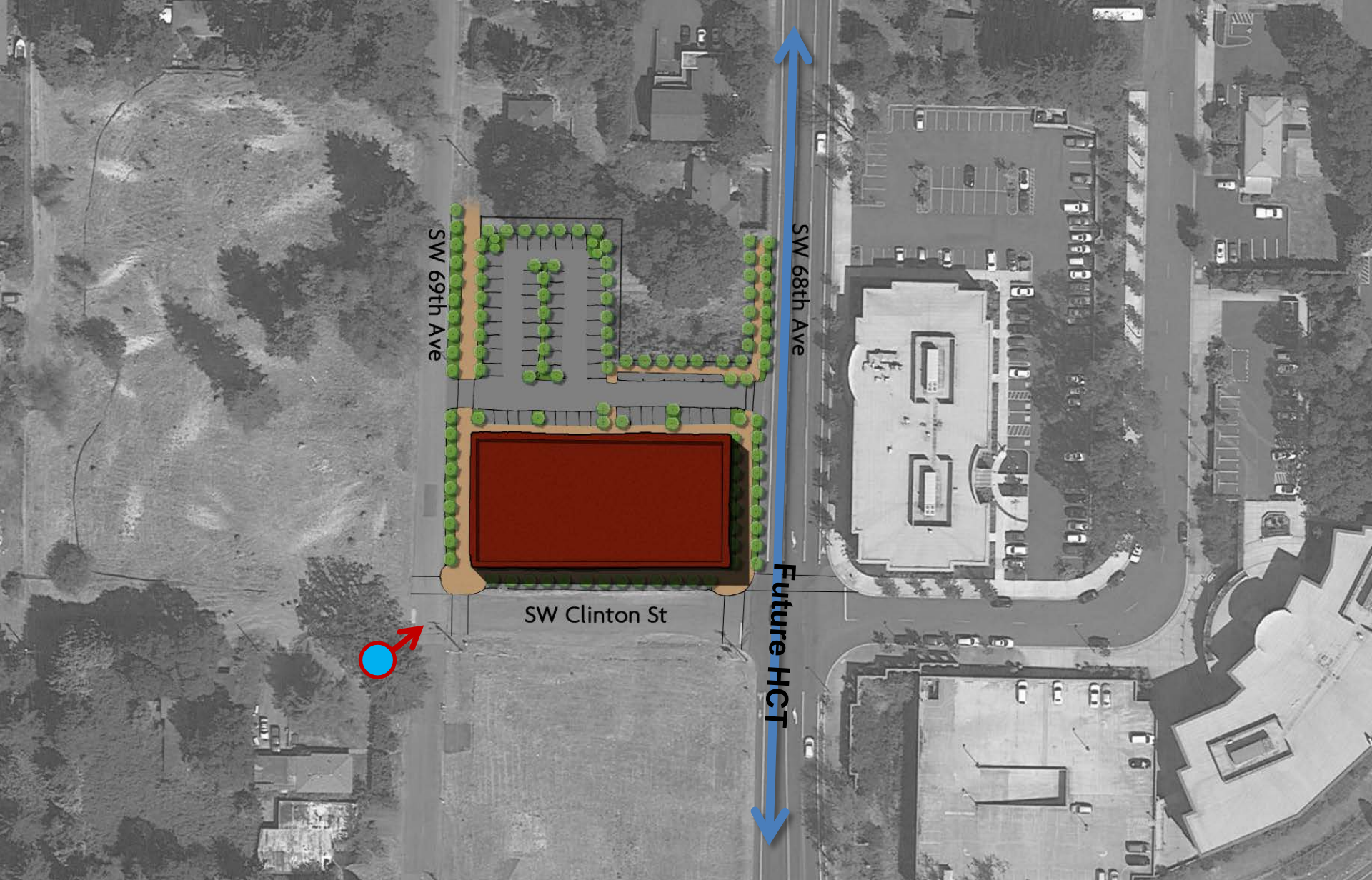


SW 69th Ave

SW 68th Ave

SW Clinton St

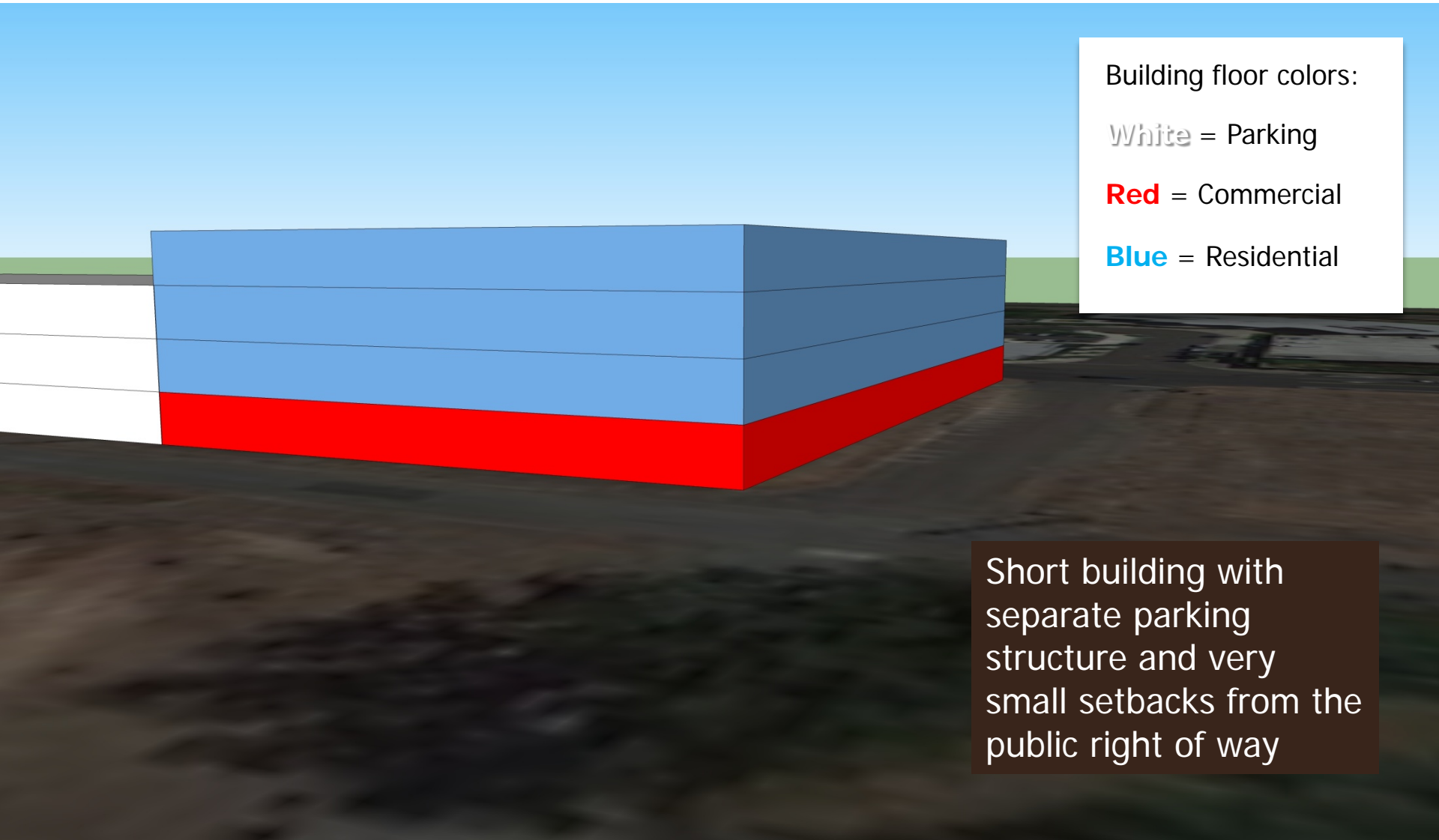
Tigard Site plan



Tigard - existing



Building Mass Alternative 2



Building floor colors:

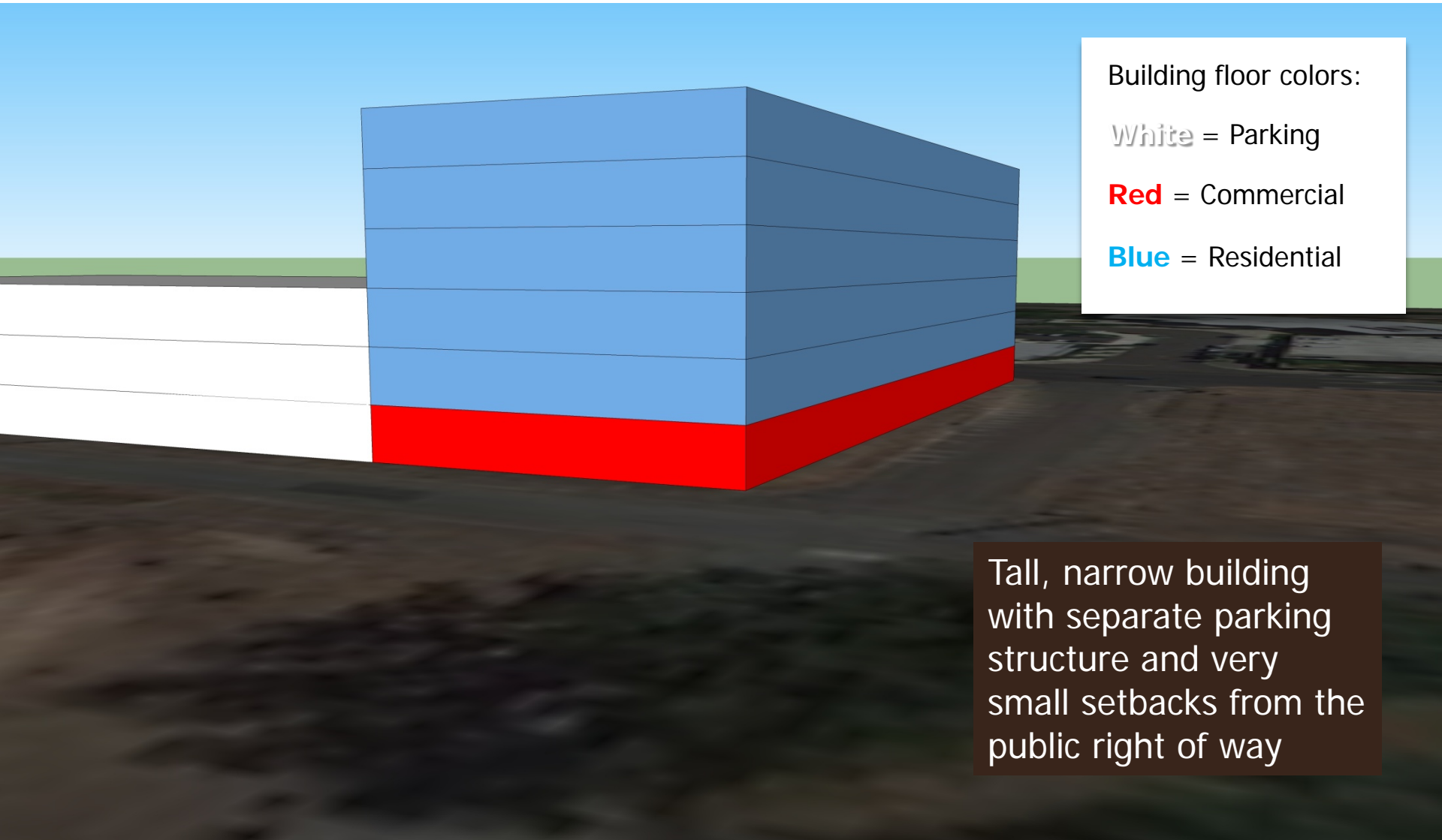
White = Parking

Red = Commercial

Blue = Residential

Short building with separate parking structure and very small setbacks from the public right of way

Building Mass Alternative 2



Building floor colors:

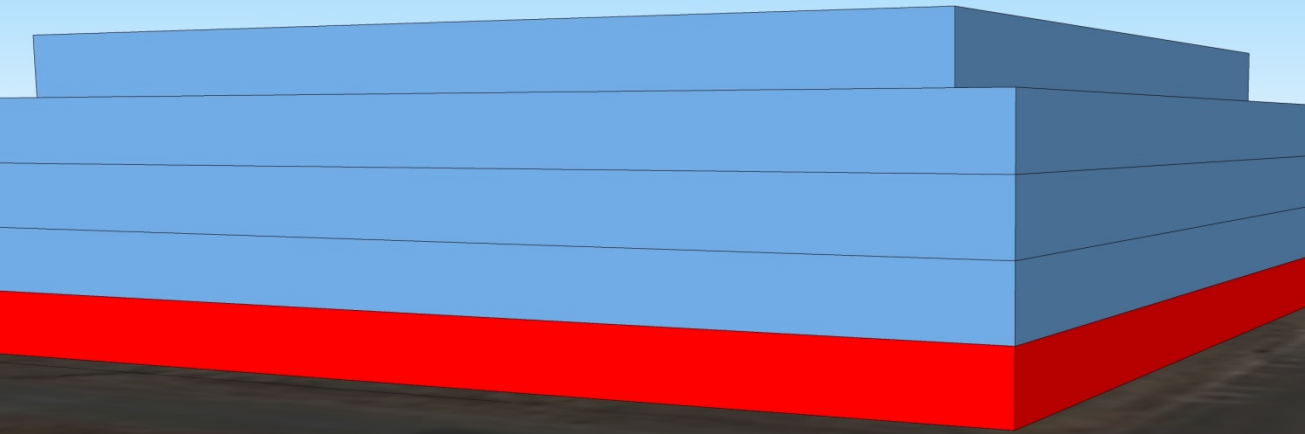
White = Parking

Red = Commercial

Blue = Residential

Tall, narrow building with separate parking structure and very small setbacks from the public right of way

Building Mass Alternative 3 – Chosen



Building floor colors:

White = Parking

Red = Commercial

Blue = Residential

Short building, stepped back top floor, no parking structure and larger setbacks from the public right of way

Simulation of Future Site Based on Massing Choices



Break!

10 Minutes



Coming Up

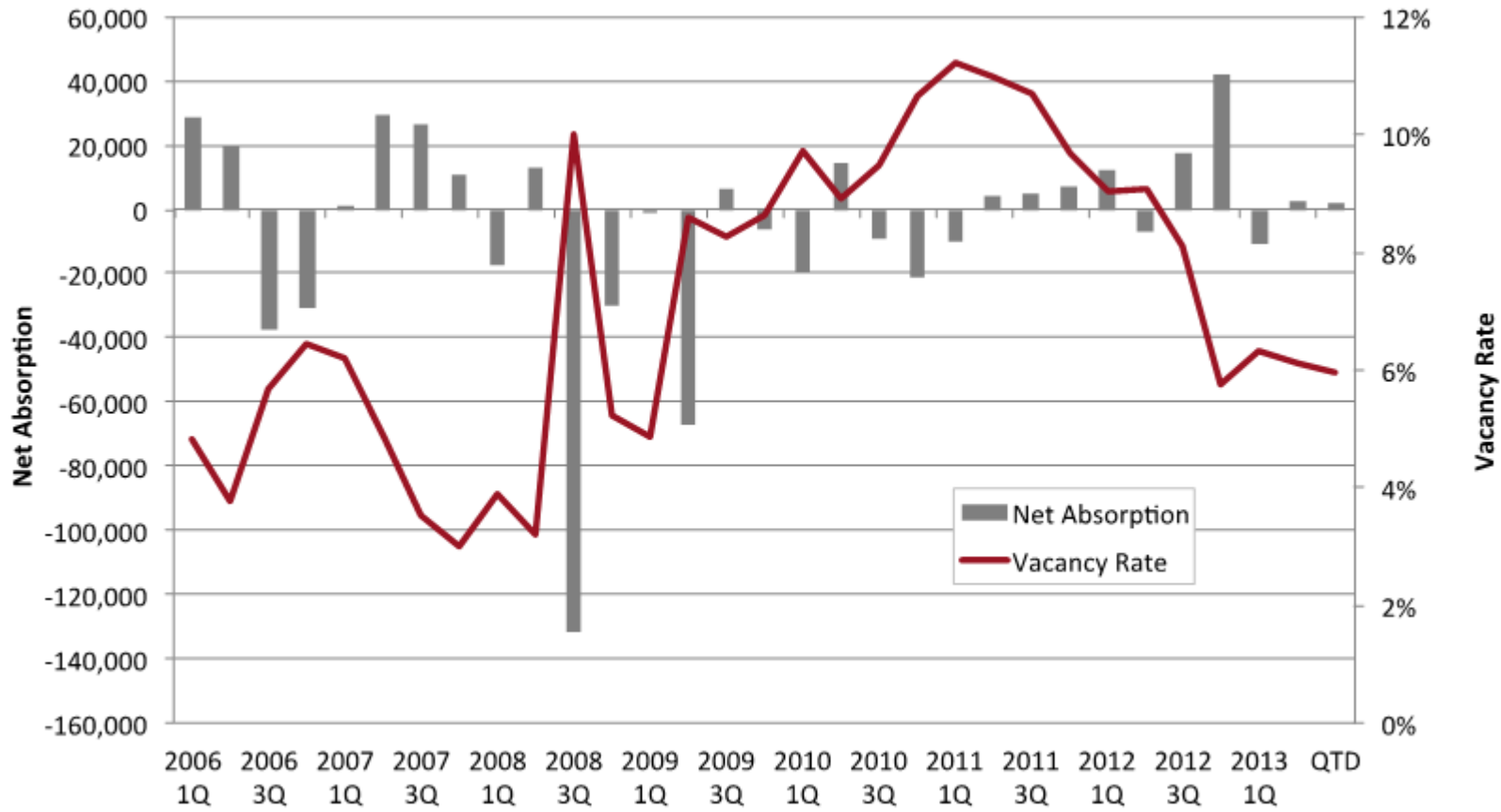
In this part of the meeting we will...

- Present a preliminary analysis of real estate market data and what this tells us
- Review what happened at the Developer Roundtable
- Present the opportunity sites
- Discuss what their market position might be
- Highlight the next steps in the project



Preliminary Market Analysis

Milwaukie Retail Absorption and Vacancy, 2006 to 2013

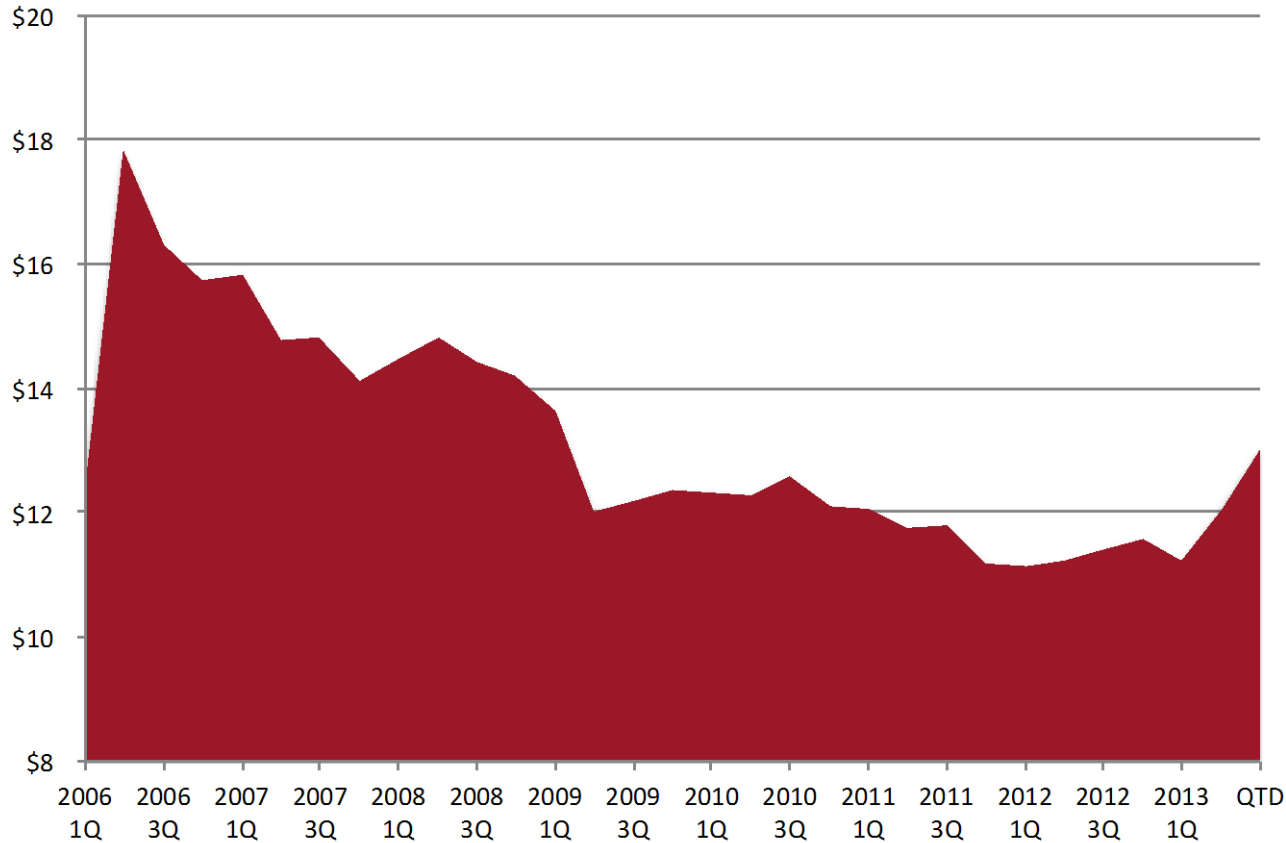


Source: ECONorthwest and CoStar



Preliminary Market Analysis

Milwaukie Retail Rents, 2006 to 2013

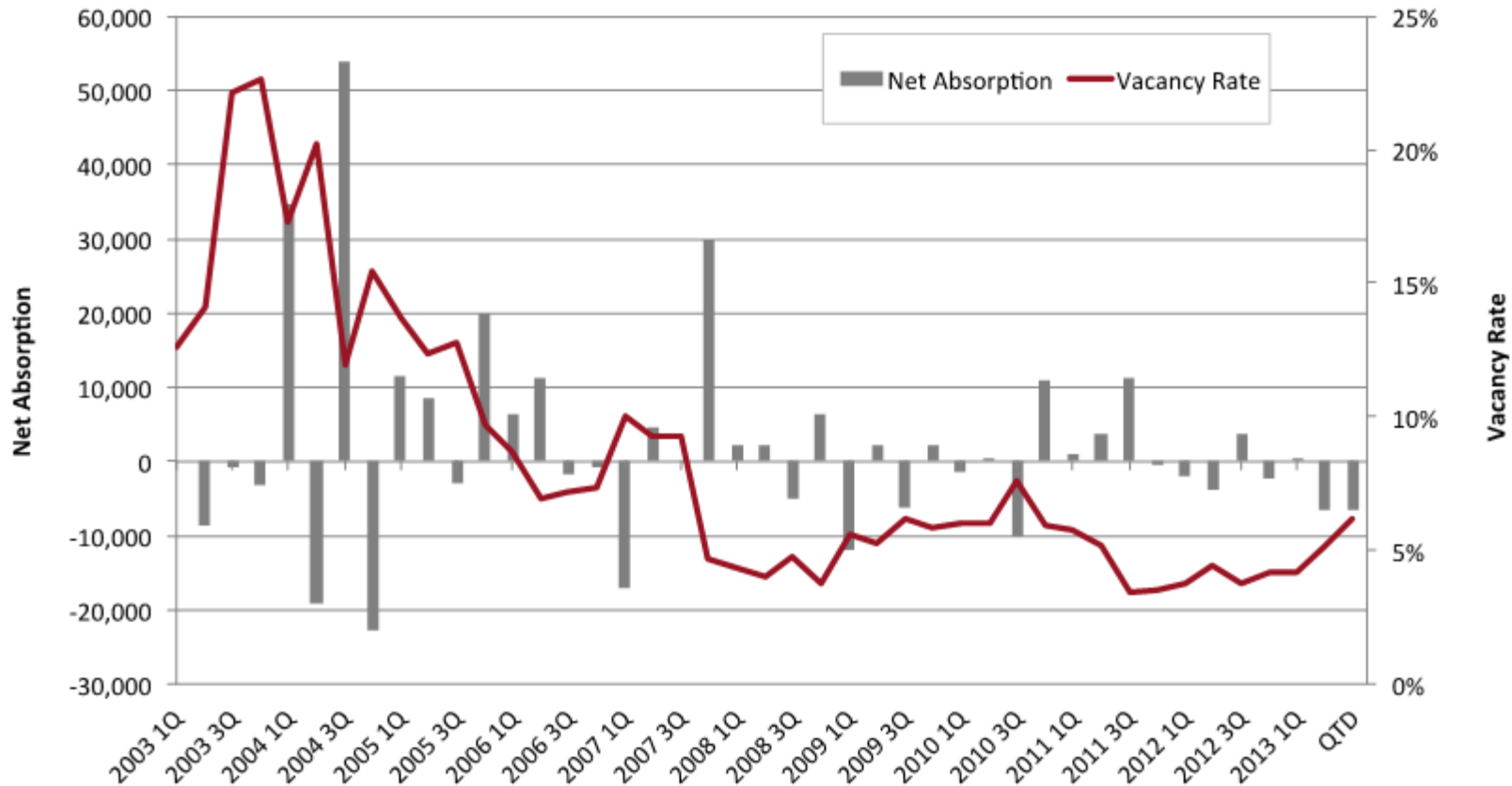


Source: ECONorthwest and CoStar



Preliminary Market Analysis

Milwaukie Office Absorption and Vacancy, 2003 to 2013

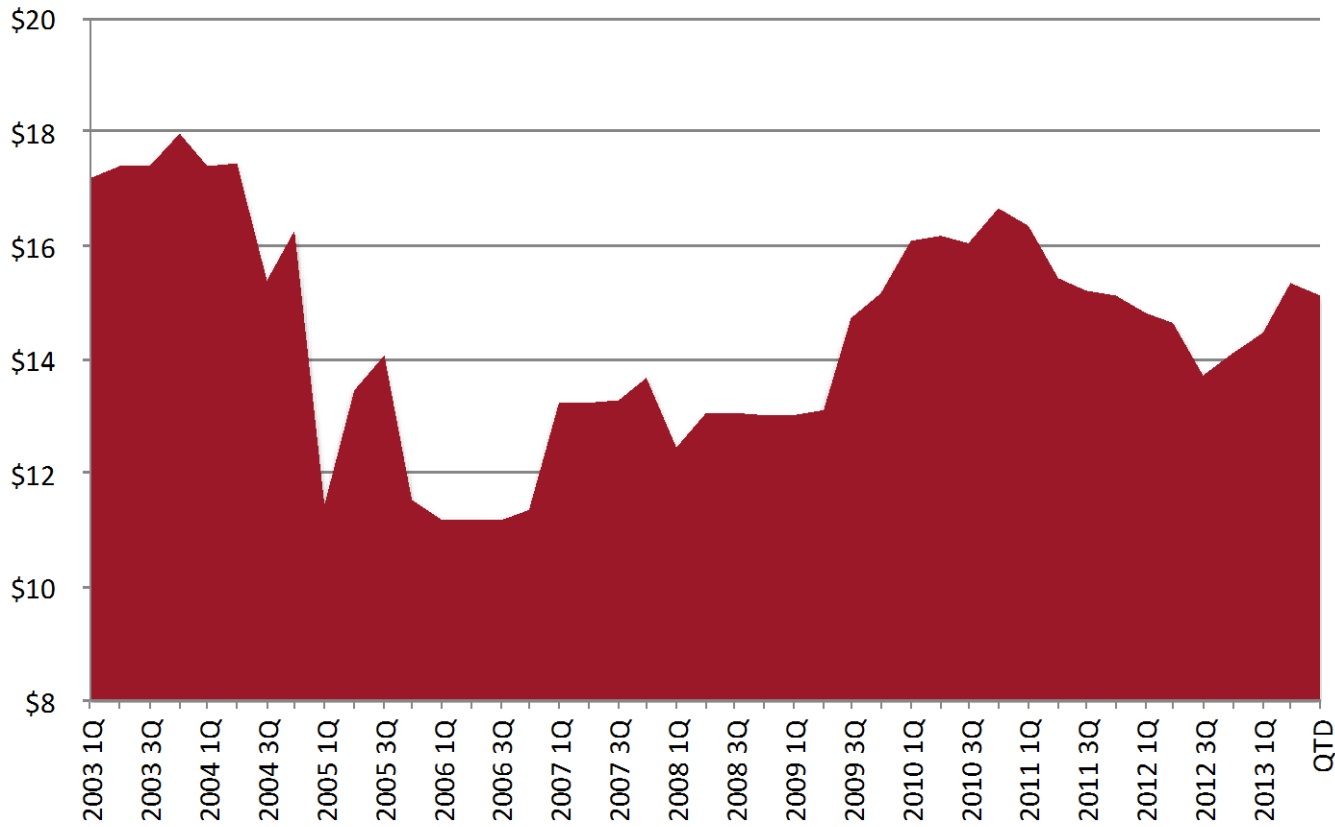


Source: ECONorthwest and CoStar



Preliminary Market Analysis

Milwaukie Office Rents, 2003 to 2013

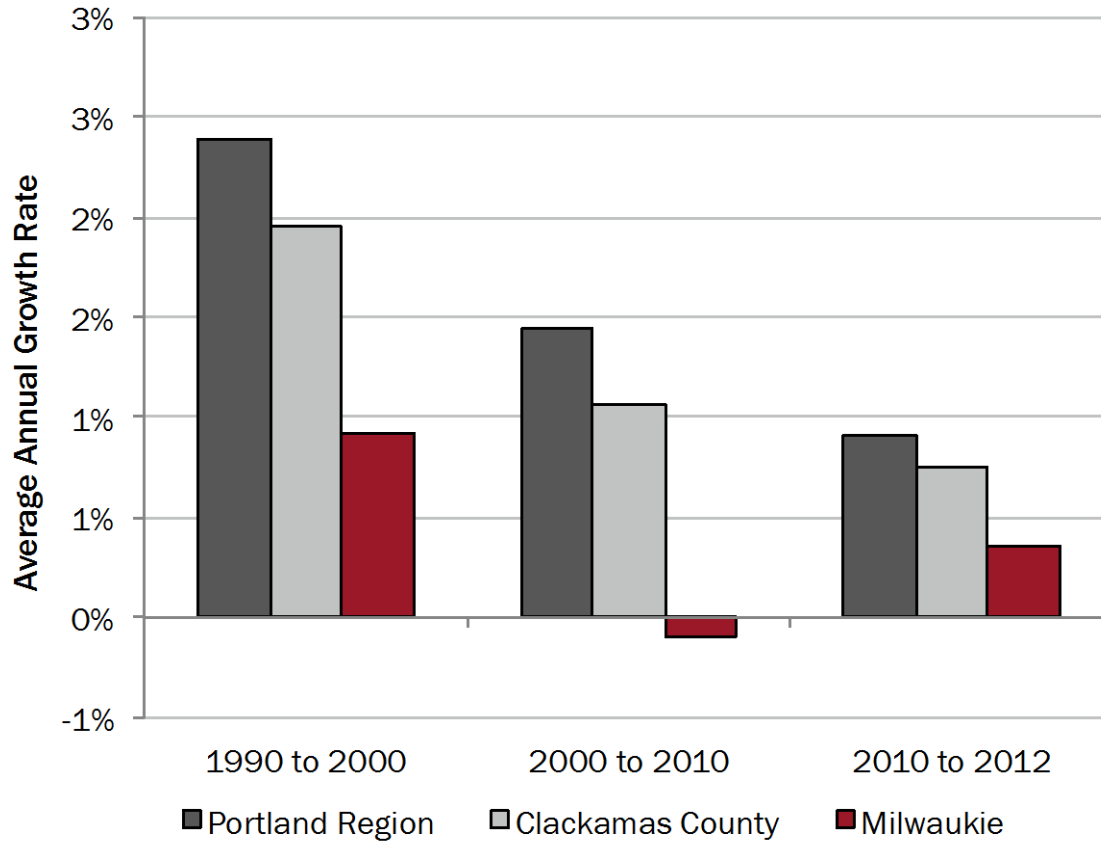


Source: ECONorthwest and CoStar



Preliminary Market Analysis

Average Annual Population Growth, 1990 to 2012



Source: U.S. Census Bureau, 2000, 2010 Census. Portland State University, Population Research Center



Preliminary Market Analysis

Median household and per capita income, 2011

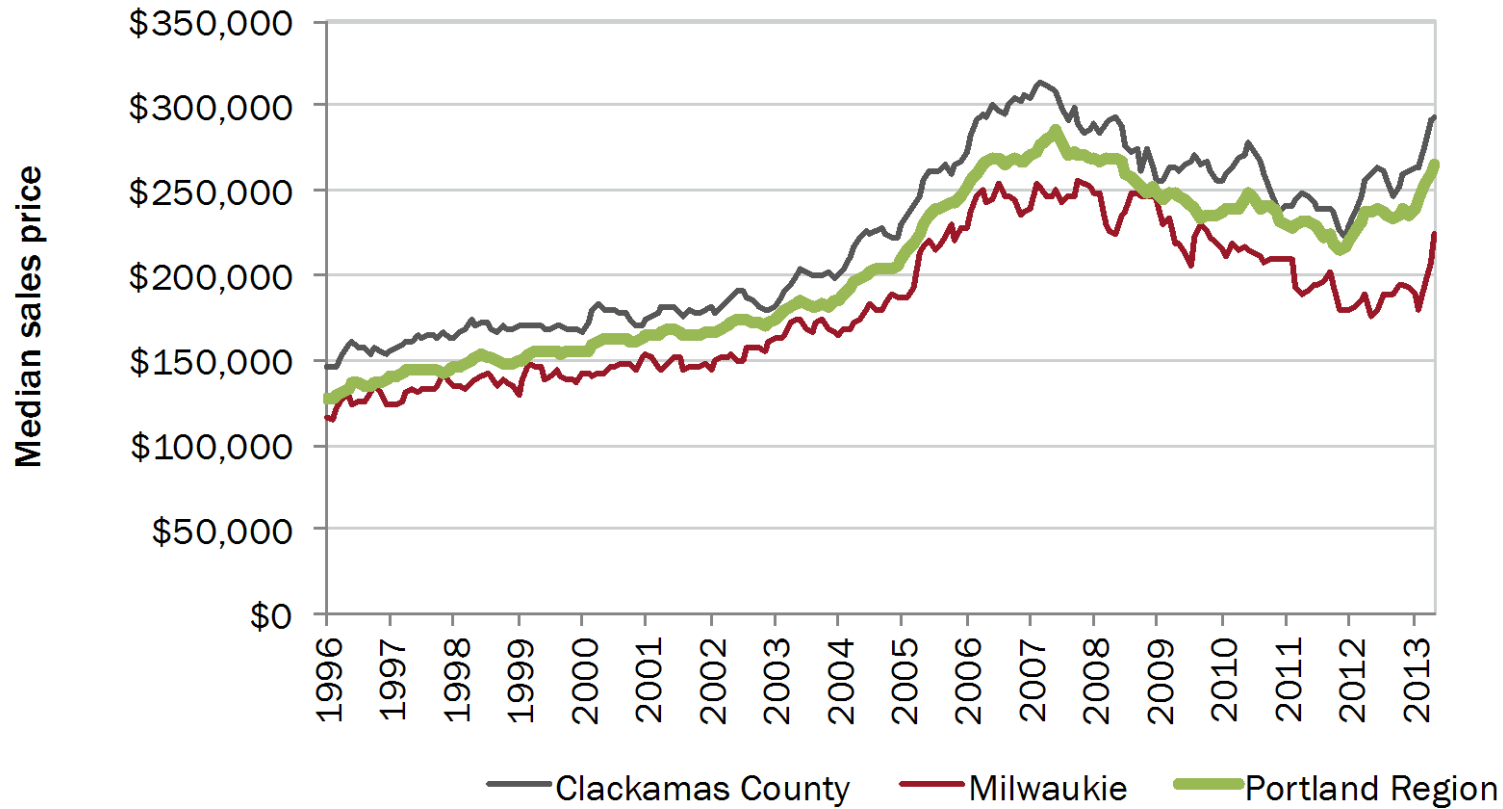
	Median HH Income	Per Capita Income
Clackamas County	\$60,600	\$31,105
Clark County, WA	\$56,829	\$26,883
Multnomah County	\$49,942	\$28,868
Washington County	\$62,326	\$30,260
Milwaukie	\$47,549	\$24,770

Source: U.S. Census, 2009-2011 American Community Survey 3-Year Estimates



Preliminary Market Analysis

Median Sale Price, Single-Family Homes, 1996 to 2013

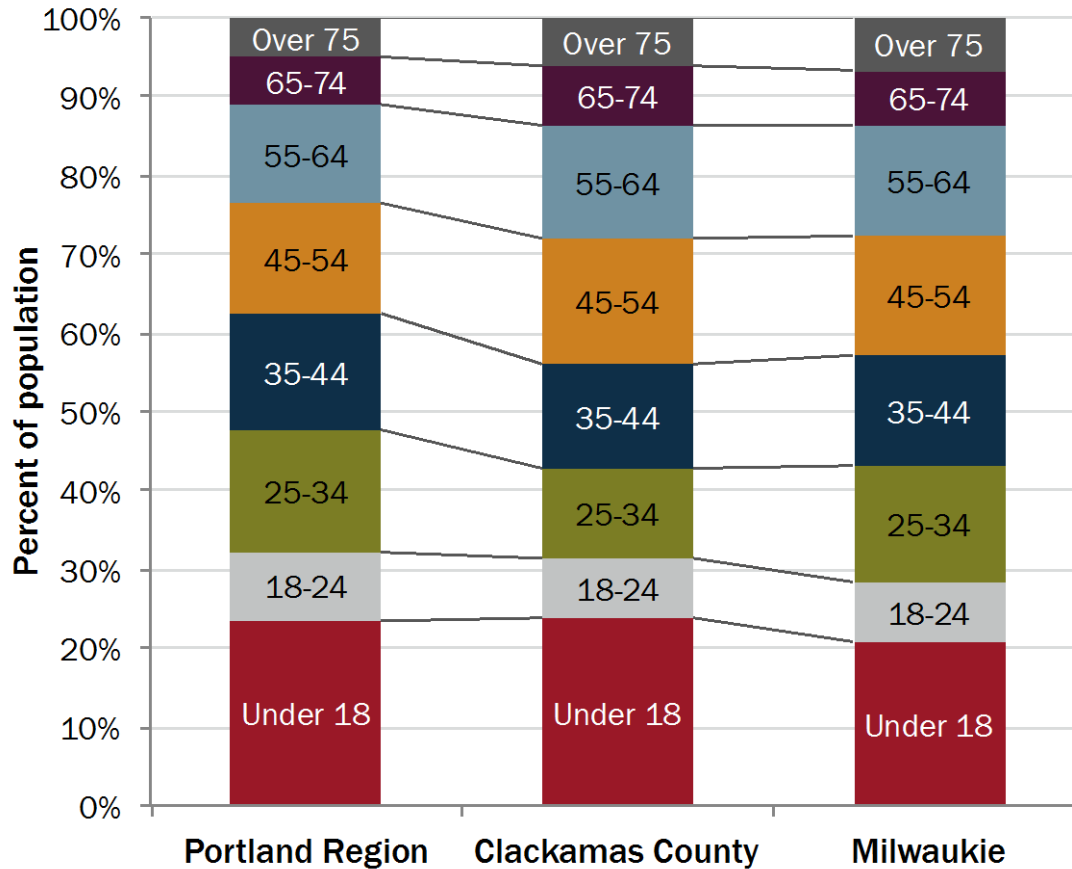


Source: Zillow.com



Preliminary Market Analysis

Population Distribution by Age, 2010



Source: U.S. Census Bureau, 2010 Census



Development Roundtable Summary

What Happened?

- Six development professionals came to Milwaukie:
 - Mary Hanlon – Residential Developer
 - Dwight Unti – Mixed-Use Developer
 - Matt Brown – Large-Scale, Mixed-Use Developer
 - Jodi Enos – Northwest Housing Alternatives
 - Greg Specht – Industrial and Flex Space Developer
 - David Hassin – Adaptive Re-Use and Infill Developer
- Walking tour of downtown opportunity sites
- Mayor hosted a 2-hour discussion of Milwaukie development potential



Development Roundtable Summary

What Did We Learn?

- Commercial rents (\$12 - \$16 / SF) are far too low to attract new development
 - Rents need to be \$25 / SF to attract new development
- Public-private partnerships needed to achieve new development
- Strong community and political support is important

“I was looking at Gresham and Hillsboro, but after today, I will look to do projects in Milwaukie.”



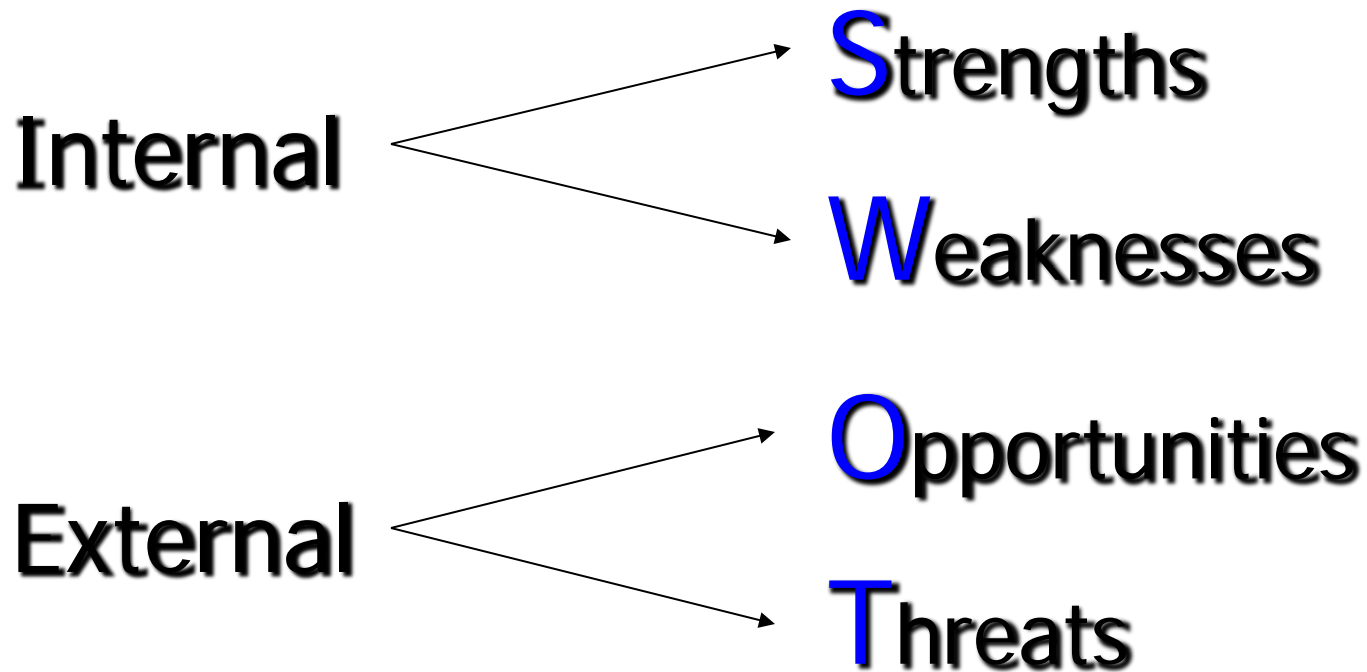
Opportunity Sites

What are the Strengths, Weaknesses, Opportunities and Threats?

- Discuss the current six Opportunity Sites
- Focus on a series of SWOT questions
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats



SWOT Analysis



Developing Strategies

Analyzing the SWOT Matrix

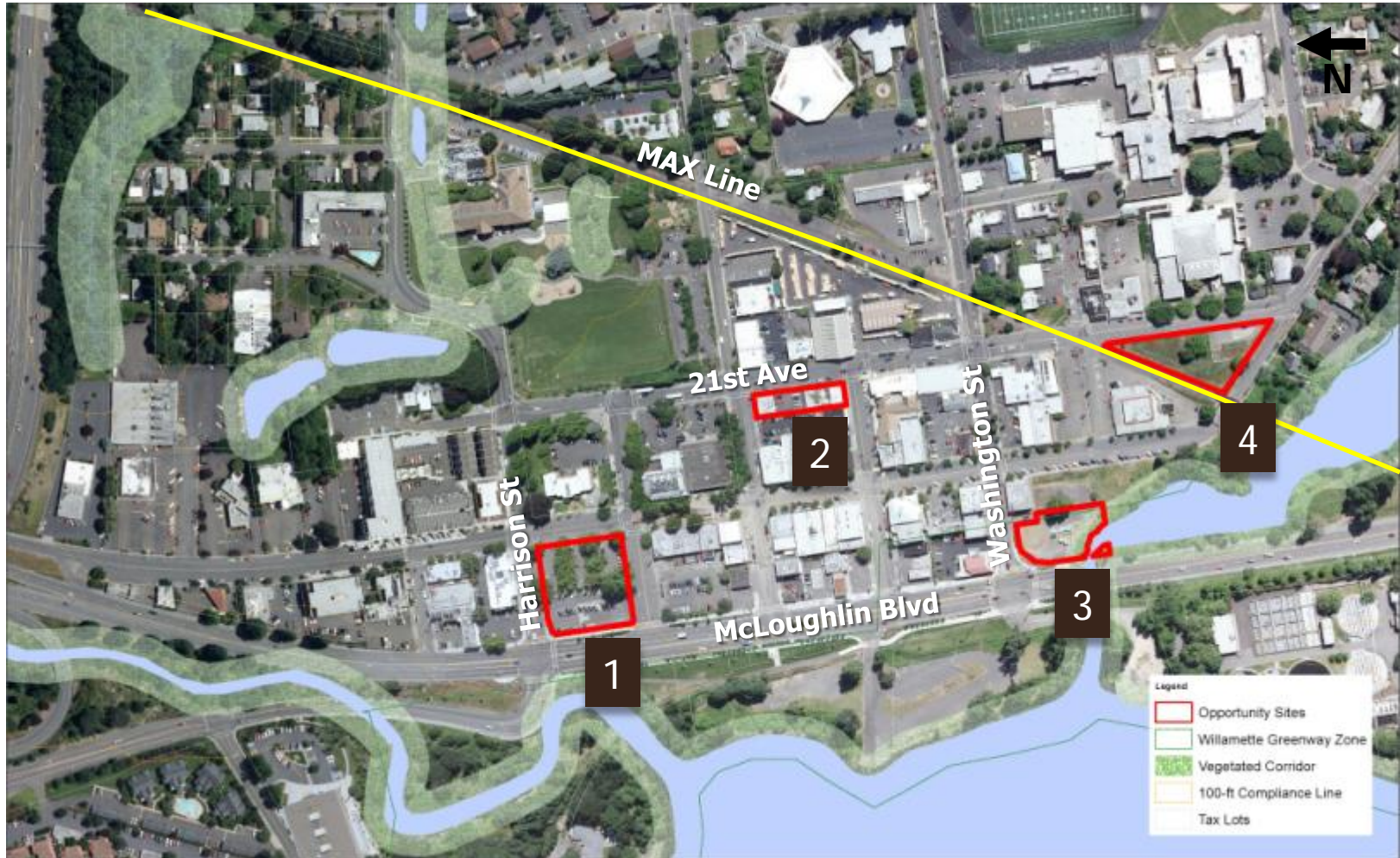
	Strengths	Weaknesses
Opportunities	S-O strategies	W-O strategies
Threats	S-T strategies	W-T strategies

Developing Strategies

- **S-O strategies** pursue opportunities that are a good fit to the site's strengths.
- **W-O strategies** overcome weaknesses to pursue opportunities.
- **S-T strategies** identify ways that the site can use its strengths to reduce its vulnerability to external threats.
- **W-T strategies** establish a defensive plan to prevent the site's weaknesses from making it highly susceptible to external threats.

Opportunity Sites

Sites 1-4 – Downtown



Opportunity Sites

Site 1: Texaco Site



Opportunity Sites

Site 1: Texaco Site



Opportunity Site #1

What are the Strengths, Weaknesses, Opportunities and Threats?

1. What are the Strengths
2. What are the Weaknesses
3. What are the Opportunities
4. What are the Threats



Opportunity Sites

Site 2: Cash Spot Site



Opportunity Sites

Site 2: Cash Spot Site



Opportunity Site #2

What are the Strengths, Weaknesses, Opportunities and Threats?

1. What are the Strengths
2. What are the Weaknesses
3. What are the Opportunities
4. What are the Threats



Opportunity Sites

Site 3: Triangle Site



Opportunity Sites

Site 3: Triangle Site



Opportunity Site #3

What are the Strengths, Weaknesses, Opportunities and Threats?

1. What are the Strengths
2. What are the Weaknesses
3. What are the Opportunities
4. What are the Threats



Opportunity Sites

Site 4



Opportunity Sites

Site 4



Opportunity Site #4

What are the Strengths, Weaknesses, Opportunities and Threats?

1. What are the Strengths
2. What are the Weaknesses
3. What are the Opportunities
4. What are the Threats



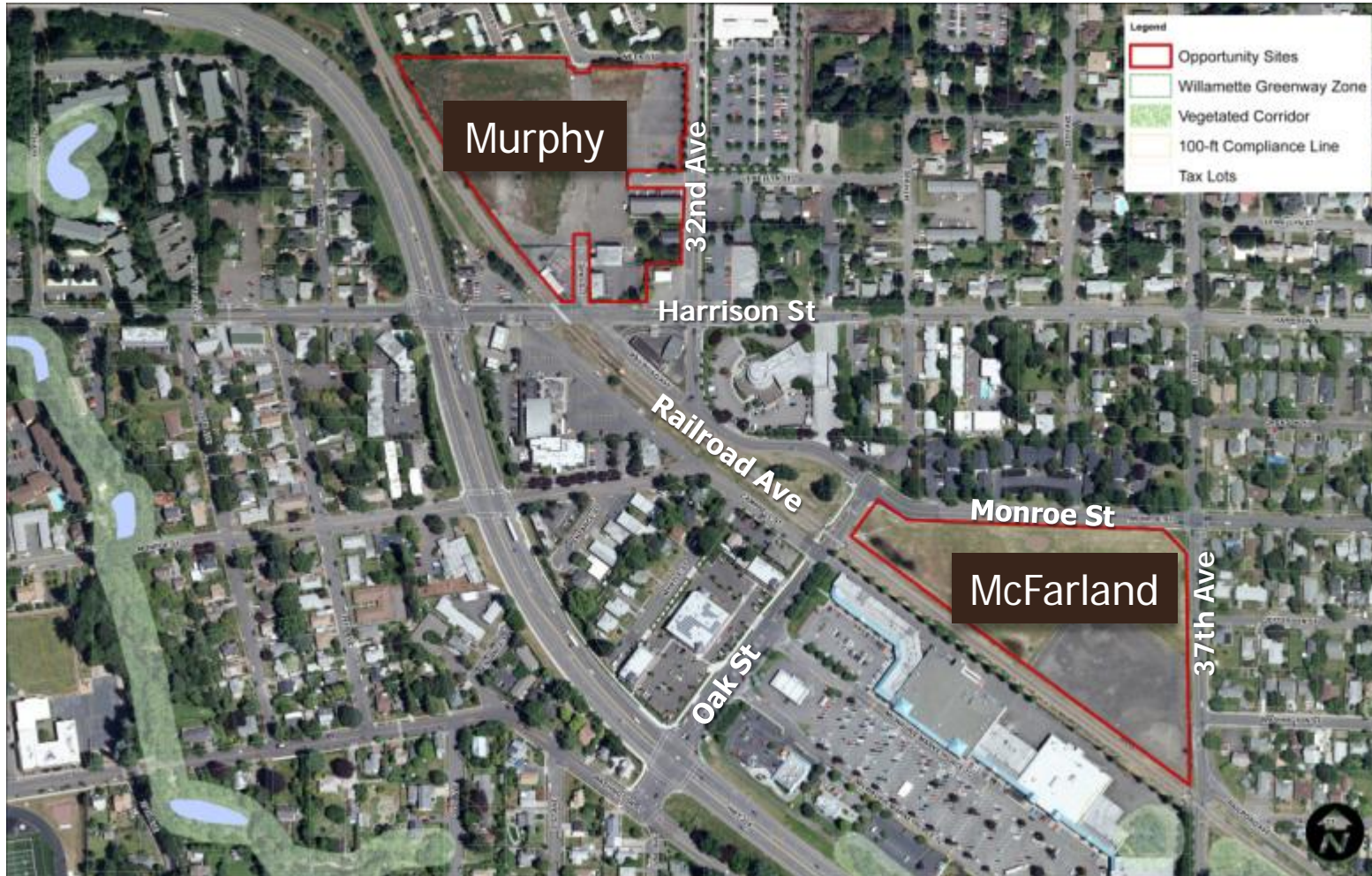
Opportunity Sites

Site 5



Opportunity Sites

Murphy and McFarland Sites



Opportunity Sites

Site 6: Murphy Site



Opportunity Sites

Site 6: Murphy Site



Opportunity Site #6

What are the Strengths, Weaknesses, Opportunities and Threats?

1. What are the Strengths
2. What are the Weaknesses
3. What are the Opportunities
4. What are the Threats



Opportunity Sites

Site 7: McFarland Site



Opportunity Sites

Site 7: McFarland Site



Opportunity Site #7

What are the Strengths, Weaknesses, Opportunities and Threats?

1. What are the Strengths
2. What are the Weaknesses
3. What are the Opportunities
4. What are the Threats



Next Steps

- Open House and Public Kickoff
 - When: Thursday, October 3, 6:00-7:30 PM
 - Where: St. John's Episcopal Church, 2036 SE Jefferson Street
- City Council Briefing #1
 - When: Tuesday, October 15
- Project Advisory Committee Meeting #2
 - When: Monday, October 21, 6:00-7:00 PM
 - Where: Public Safety Building, 3200 SE Harrison St



Thanks!

www.milwaukieoregon.gov/planning

Please Visit the Web Site for Updates

The screenshot displays the Milwaukie Planning website. At the top left is the Milwaukie logo with the tagline "Dogwood City of the West". A navigation menu includes "OUR COMMUNITY", "BUSINESS", "DEPARTMENTS", and "E-SERVICES". A search bar is located at the top right. Below the navigation is a large banner image of white dogwood flowers with the word "Planning" and a "(Contact Us)" link. A dark brown navigation bar contains links for "Planning FAQs", "Overview", "Documents", "Projects", "Development Review", and "Forms, Applications, and Checklists". The main content area features a breadcrumb trail: "Home » Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff". The primary heading is "Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff!". The event details are: "Event Title: Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff", "Date/Time: Thu, Oct 3rd 6:00pm - 7:30pm", and "Location: St. John's Episcopal Church, 2036 SE Jefferson St". An image shows a chalkboard with an arrow pointing up and the text "good stuff This Way". The text reads: "Join us for the Exciting Journey Forward! It is with great pleasure and excitement that we invite you to the Moving Forward Milwaukie Kick-off Event. WHAT A fun-filled public Kick-Off event for Moving Forward Milwaukie: Enhancing Our Commercial Corridors WHEN Thursday, October 3rd @6pm-7:30pm WHERE St. John's Episcopal Church at the corner of Jefferson and 21st (2036 SE Jefferson St, Milwaukie, Oregon). Entrance is on Jefferson St." To the right, a "Planning Events" section lists: "Moving Forward Milwaukie: Enhancing Our Commercial Districts - Project Kickoff" (Thu, Oct 3rd 6:00pm - 7:30pm), "Moving Forward Milwaukie - Downtown Opportunity Sites Workshop" (Mon, Oct 28th 6:00pm - 8:00pm), and "Moving Forward Milwaukie - Central Milwaukie Opportunity Sites Workshop" (Tue, Oct 29th 6:00pm - 8:00pm). Below that, a "Planning Meetings" section lists: "Moving Forward Milwaukie: Enhancing Our Commercial Districts - District".

