



Neighborhood

Main Streets Project

Public Involvement Report

June 2012





Introduction

This report documents the public involvement and outreach tools used to collect community input for the *Neighborhood Main Streets Project*. The main involvement activities organized and facilitated by the Horizon Planning project team members were:

- Two Walking Tours
- An Online Community Survey
- A Community Visioning Workshop
- Interviews with current and prospective business owners
- A facilitated focus group at a Hillside Manor resident association meeting
- “I Want...” posters at community sites
- A Public Open House

This mix of public involvement methods was designed to provide different opportunities for reaching out to and engaging with the project’s many different stakeholders. A description of the involvement activities and their results are summarized in the following sections of this report. Common themes identified from these involvement activities were synthesized into a proposed Community Vision Statement for the *Neighborhood Main Streets Project* and helped revise and prioritize recommendations to achieve the community vision.

1 Survey

Purpose

A survey was created to solicit initial input from the community regarding the project, particularly people who were not able to attend our other events. The project team crafted the survey to determine the elements that are important for a neighborhood main street, preference of business types, frequency and mode of travel to existing businesses, barriers to walking and biking, and willingness to see commercial redevelopment. Additional comments were allowed to give community members the ability to express remarks that were not asked in questions.

Methodology

The survey was developed using online software, and the project team provided the web link to the Milwaukie Planning Department to place on the project's website. The survey was active for approximately one month.

Findings

The survey yielded 101 responses. The largest group of respondents indicated they live in the Ardenwald-Johnson Creek neighborhood (49%), while 15% lived in Hector-Campbell, and 15% lived in Lewelling. 43% of respondents were male, and 53% were female. 46% of respondents were 18 to 40 years old, 45% were 41 to 64 years old, while 7% were 65 years old or older. The majority of respondents (92%) indicated their race as white.

Respondents indicated various elements that were the most important for a neighborhood main street, such as attractive and well-maintained buildings, variety of businesses, and pleasant walking area. 79% of respondents indicated that they are willing to see commercial redevelopment on 32nd and 42nd Avenues, and a majority of respondents indicated that locally-owned businesses were an important aspect of a neighborhood main street (see Figure 1).

A large number of respondents indicated they would like to see restaurants, food stores, specialty retail, and personal care services as businesses in neighborhood main streets. 75% of respondents indicated they would not like to see vehicle sales or service businesses. Additional comments emphasized importance of diversity in types of businesses, small and local businesses, family-friendly space, food options, and design of the public space as important.

How We Got the Word Out

- Project website
- Twitter
- Link sent out to Hector-Campbell, Ardenwald and Lewelling NDA listservs
- Link printed on posters – 32nd and 42nd businesses
- Paper copies of survey were offered to participants at the visioning workshop and at April NDA meetings.

"I would love to see neighborhood markets, and stores that actually bring people into our town, and make me want to slip on my shoes and walk my neighborhood."

Figure 1. How important are the following characteristics in your vision of a Neighborhood Main Street?
(3 = very important, 1 = not important)

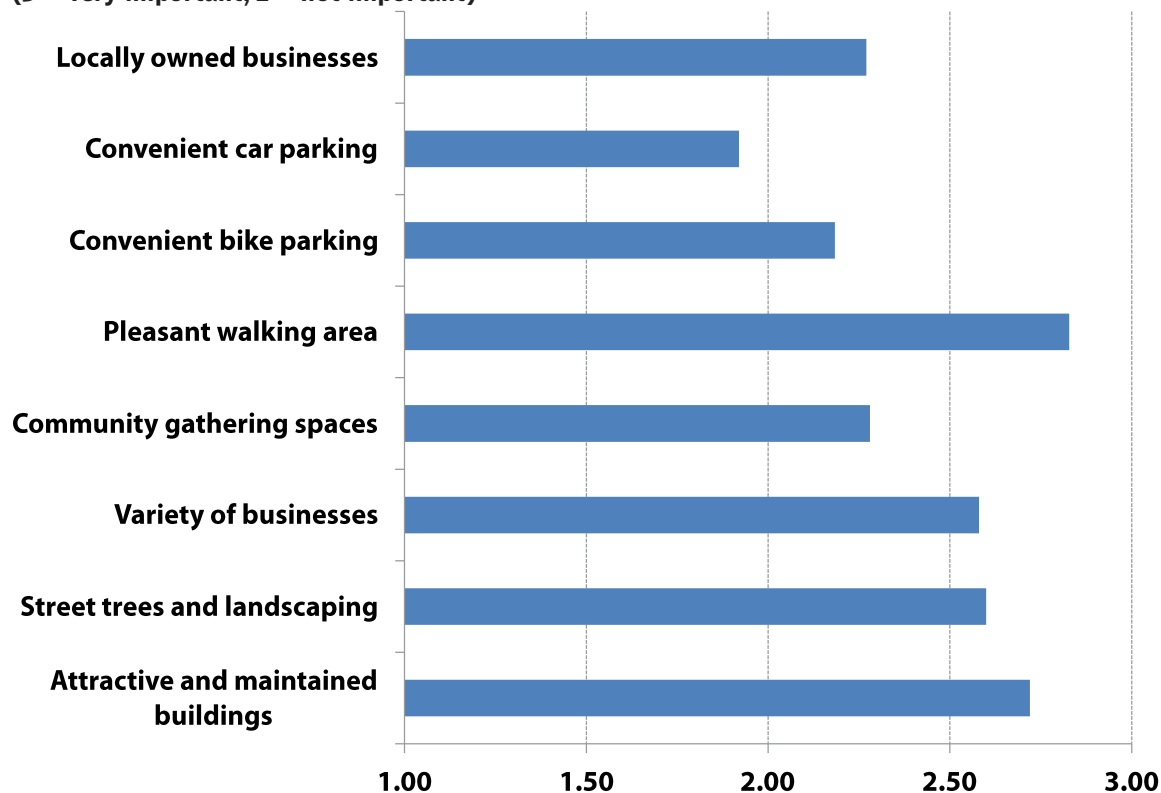
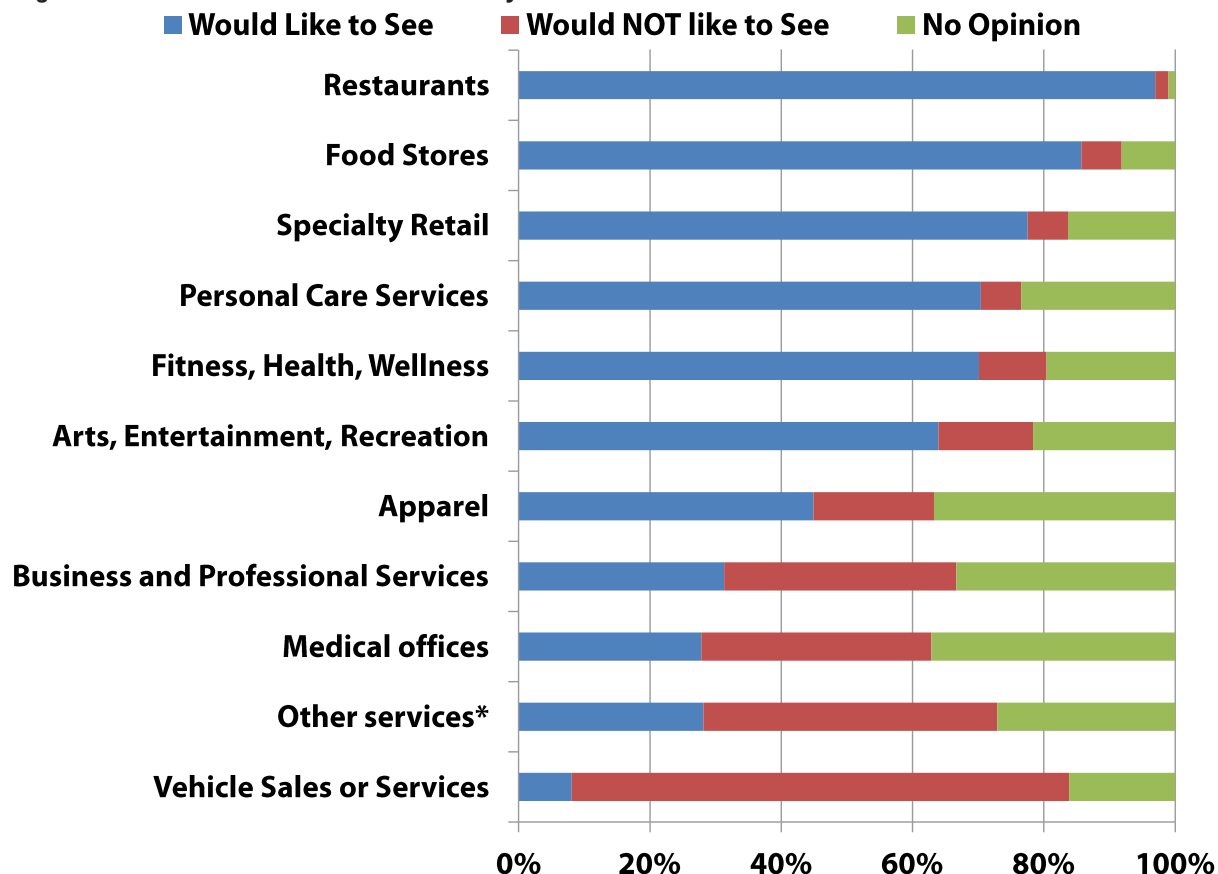


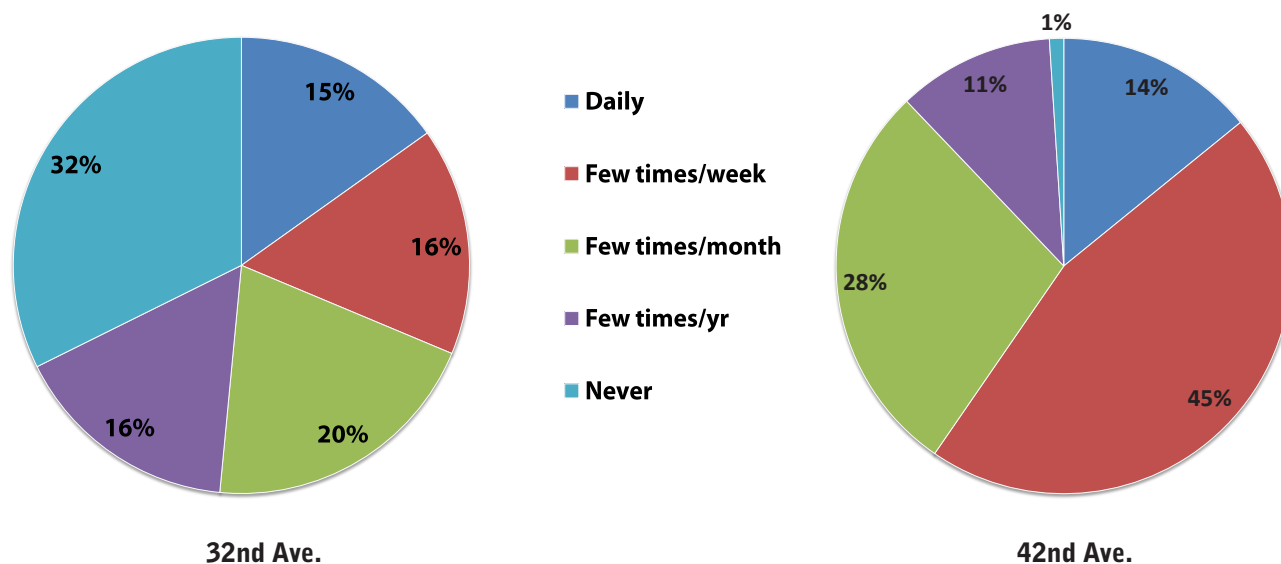
Figure 2. What kinds of businesses would you like to see in the 32nd or 42nd Ave. commercial areas?



* Other services defined as appliance/electronics, repair, laundry/dry cleaning.

When asked how frequently respondents visited the study areas, nearly half of respondents indicated they visit the 42nd Ave. commercial area a few times a week. 32nd Ave. on the other hand had higher percentage of respondents that indicate they never visit (see Figure 3).

Figure 3. Percentage of Visiting Frequency for 32nd (left) and 42nd Ave (right): How often do you visit?



“A sidewalk along SE 43rd Ave. between Howe and King is imperative. Already lots of pedestrians (and school kids including school bus stops!) and there is no sidewalk.”

Responses show driving as the preferred choice of accessing both commercial districts. A high number of survey participants stated damaged or incomplete sidewalks as the reason for not walking to 32nd or 42nd Ave. The unease from the amount of car traffic is the second highest ranked reason for not walking or biking. Additional comments emphasized the need to improve walking and sidewalk conditions and address traffic speed and safety issues. (See Table 1.)

Table 1. What are significant reasons you do not walk or bike to the commercial areas along 32nd or 42nd?

Reason	% response
Sidewalks damaged or incomplete	47
Amount of car traffic makes me uncomfortable	30
Too far to walk/bike	22
Street crossing unsafe	15
Insufficient light	13
Do not enjoy walking as form of transport	6
Not physically able to walk/bike	5
Feel insecure due to crime or other outside elements	5

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2 Walking Tours



Walking tour on 32nd Ave. near Boyd St.

How We Got the Word Out

- City web calendar
- Project website
- Milwaukie Pilot newsletter
- Emails to selected residents and planning commissioners, and Hector-Campbell, Ardenwald and Lewelling NDA listserv
- Twitter
- Posters – 32nd and 42nd businesses
- Flyers to homes on 32nd
- Announcements at NDA meetings

Purpose

Project team members conducted walking tours within the 32nd Ave. and 42nd Ave. study areas to allow residents to identify some specific strengths, weaknesses, and aspirations for the commercial areas, while on site. The purpose of the walking tours was to gain a better understanding about barriers in the walking and biking environment, and preferences for urban design, though there was also some discussion about uses that were appropriate for the sites.

Methodology

On March 20, 2012, the project team met with members of the public at appointed businesses in each of the commercial areas: Art House Coffee on 32nd Ave, and 7-Eleven on 42nd Ave. After explaining the purpose of the event, team members walked with each group on a planned route within the study area. To keep the discussion active, the project team planned stops at a number of locations to solicit questions and discuss specific elements. Although the project team formulated some specific questions to cover the elements in our purpose, the dialogue was kept relatively open, so that residents could feel free to express their opinions.

Findings

The discussion remained robust throughout the duration of each walking tour. The participants, which included roughly 12 neighborhood residents for 32nd Ave. and 7 for 42nd Ave, conveyed a lot of enthusiasm for the project. Several were excited about the potential of future development and extra attention that the area might receive. Residents provided constructive feedback and ideas in the areas of transportation, land-use and urban design for each area. Feedback is summarized below.

Land-Use and Urban Design

32nd Avenue

Though not the focus of the tour, specific uses for the 32nd Ave. area were discussed on the tour. Participants expressed interest in having more places to walk to and gather. Examples of businesses they would like to see included:

- restaurants
- brew pub
- garden supply
- bookstore

While on the tour, the manager of Lisac's approached the group, and noted his interest in seeing secondary uses such as a farmer's market for his parking lot, particularly in the summer when his business was slower. And when asked if they would like to see mixed-use in some locations, with retail on the first floor and residential above, many agreed that this approach would be appropriate for the street.

In terms of urban design, a few key elements were discussed including setbacks, parking configuration, and windows. Most participants agreed that they would like limited setbacks that feel more inviting to pedestrians, such as the Art House Cafe, which abuts the street, although some preferred a slight setback to allow for landscaping in front. Participants generally preferred parking to be either on-street or behind the buildings. Maximizing window coverage was also mentioned as a proper element to "enliven" the business, allowing pedestrians to look in as they walk. One participant noted that the windows were boarded up on the vacant building at 32nd and Malcolm, and the building has a lot of potential if these windows were re-installed.

"I like buildings that are closer to the street cause it encourages people to walk more."

"We need safe ways for people to access the area and community-type places that draw the neighborhood in."

**Lisac's Fireplaces & Stoves (below),
and vacant commercial building (far below)**



One final point of discussion for the group was the form and concentration of commercial development along 32nd Ave. Some residents favored a node concept, where businesses are clumped in small nodes with residential uses between, much as is the case now. Others saw the area developing as a corridor with more consistent commercial uses along the street.

42nd Avenue

In general, the participants in the 42nd Ave. tour wanted future businesses to be “neighborhood-serving,” while continuing to support current businesses that have a regional draw, such as Nesbitt jewelers. The most prominent use that the participants desired was a community gathering place. The Community Center holds several events, including square dancing, but does not offer opportunities for informal interactions. They noted that currently the only place to gather was the Starbucks within the Safeway, which is not an appropriate environment for relaxed interactions.

In terms of urban form and design, participants had similar to comments on 32nd Ave, preferring smaller setbacks to the front parking lots that dominate the area. In addition, particular attention was paid to the orientation of the building entrance. For example, one building within the King Rd. shopping center abuts the street, but the entrances are oriented inward toward the parking lot. It would be more inviting to pedestrians if they were oriented toward the street with sufficiently wide sidewalks.

Narrow sidewalks on 32nd Ave.



Transportation Access

32nd Avenue

With respect to the walking environment in the commercial area, participants expressed that the sidewalks on 32nd Ave. are uncomfortably narrow and close to high-speed traffic. The width of the streets prompted a few ideas for addressing the issue, including:

- Having on-street parking, alternating on each side of the street, to create a “meandering” effect to calm traffic, while creating a buffer from street traffic.
- Using the extra space for landscaping or bio-swales to “green” the street.

In addition to the pedestrian environment directly on 32nd, residents expressed concerns about the lack of sidewalks on cross streets as discouragement for residents to walk to the commercial area. Participants also expressed interest in creating strong pedestrian connections from the commercial area to the planned Tacoma Street light rail station.

The biking environment on 32nd Ave. was described as “dicey,” although some mentioned that for residents of the neighborhood that were familiar with alternate routes, such as 29th Ave, biking was pretty good. Most of the participants claimed that parking supply was not a major issue for the area.

42nd Avenue

The businesses on site are geared towards cars, with ample parking and a lack of pedestrian connections. A particular concern is that current and potential in-home businesses on King Rd. might present parking issues, as the street is busy and has no on-street parking.

Sidewalks directly within the commercial area were viewed as somewhat hospitable - the only area of particular concern for pedestrians was the intersection of King Rd. and 42nd Ave, which was considered confusing and unsafe for pedestrians. The majority of problems for residents come from the connecting streets, many of which lack sidewalks. Multiple residents mentioned that the key to making the area better was improving the walkability from the surrounding neighborhoods. If the area remained auto-dependent, people could simply choose to drive to 82nd or McLoughlin, which have a greater diversity of auto-oriented commercial activity.

Particular areas of concern for pedestrians were:

- 43rd Ave, north of King Rd. - a vital connection for pedestrians that is a “nightmare” to walk on, with a lot of traffic and no sidewalks.
- Monroe St. - an important connection from the neighborhood to the commercial area, but has a lot of traffic and no pedestrian realm. The bike boulevard design was mentioned as a proper treatment to divert traffic from this street.

One resident noted that although sidewalks throughout the neighborhood would be useful, there would likely be “push-back” from a lot of the neighbors that use the space for parking or other uses. It was suggested that an appropriate and cheaper alternative to sidewalks could be asphalt paths, such as the connection from behind The King Rd. Shopping Center on Harrison to 44th Ave.



43rd St. (top) and Monroe St. (bottom) lack sidewalks.

3 Visioning Workshop



Purpose

The purpose of the Visioning Workshop was to obtain more nuanced input from community members about the strengths and weakness of the current commercial areas and the types of uses and businesses the community wants and doesn't want in the 32nd and 42nd Ave. commercial areas.

By having conversations about these topics, Horizon Planning hoped to gain a deeper understanding of the desires of the community. This technique also allowed community members to talk to and learn from each other through dialogue.

Methodology

The Visioning Workshop was held on Wednesday, March 21st from 6:00 PM to 8:00 PM at the Lewelling Elementary school library.

Workshop participants sat in groups of three to five plus a facilitator from Horizon Planning. There were four small groups participating in the meeting. After a short introduction and explanation of the project, each of these small groups had about 30 minutes to discuss the strengths and weaknesses of the 32nd and 42nd commercial areas, and to identify the top two or three for each area. After time was up, the groups shared their results with everyone else in the room. A second activity involved about forty minutes of discussion about types of businesses that are wanted and not wanted in the commercial areas. Each small group had a set of 62 cards with types of businesses on them, and they categorized those businesses into three groups:

- Businesses we want
- Businesses that are OK
- Businesses we don't want

After 40 minutes, the groups prioritized the business types and shared the results with everyone in the room.

How we got the word out

- City web calendar
- Milwaukie Pilot newsletter
- Email
- Twitter
- Posters – 32nd and 42nd
- Flyers to homes on 32nd
- Announcements at NDA meetings

Findings

Sixteen people participated in the workshop. Top strengths and weaknesses discussed and reported back to the group included:

32nd Ave Strengths

- Stable neighborhood with long-time residents
- Existence of sidewalks on 32nd Ave.
- Residential-commercial mix
- Greenery
- Lisac's is a regional draw

32nd Ave Weaknesses

- Busy traffic
- No identity in commercial area
- Poor building maintenance/appearance
- Lack of multi-modal access, especially for bicycles
- Limited space for parking

42nd Ave Strengths

- Restaurants
- Availability of parking
- Community center is active
- Safeway design is attractive
- Potential for growth
- Lots of traffic – good visibility

42nd Ave Weaknesses

- Not designed for pedestrians
- Bad circulation in parking lot
- Confusing intersections
- Lack of greenery
- Used car lot is an eyesore

Top Businesses and Uses People Want and Don't Want

Wanted	Not Wanted	Mixed Feelings
eating establishments - cafe, bakery, pub, deli, full-service restaurant	car dealership	food cart
community gathering space	liquor store	bar/pub
nursery/garden store	parking facility	arcade
hardware store	self-storage	drive-thru
grocery	large-scale business	
small-scale business	adult business	

Other Findings:

- Most agreed that a mix of residential and commercial uses is desirable
- Several participants said mixed use (retail below, housing or office above) on a small scale would be okay
- There was disagreement over the attractiveness of the Safeway development
- Many people like the idea of expansion of 42nd Ave. commercial zoning down to Monroe St.
- Participants agreed that ownership of businesses is important - they want locally-owned and family-owned businesses
- People were uncertain about the advantages of a commercial corridor versus commercial nodes along the street

Other commercial areas people like included:

- | | |
|----------------------------------|-----------------------------|
| • Alberta St, Portland | • Clinton St, Portland |
| • Multnomah Village | • Mississippi Ave, Portland |
| • NW 23rd Ave, Portland | • Williams Ave, Portland |
| • Bridgeport Village | • Woodstock Blvd, Portland |
| • Main St, Tigard | • Belmont St, Portland |
| • Stark St. E. of 39th, Portland | • 17th Ave, Sellwood |
| • Hawthorne St, Portland | • Lake Oswego |
| • Division St, Portland | • Eastmoreland |
| • Main St, Milwaukie | |



Characteristics they like about the other commercial areas:

- Businesses that blend in with the neighborhood
- Businesses are within walking distance of each other; can visit different shops in one trip
- Diversity of businesses
- Niche, specialty shops
- A sense of community
- Walkable environment
- Small-scale, mixed use development
- Eating establishments

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4 Interviews

Purpose

The project team conducted interviews with several business owners in the study areas to better understand the hopes and concerns of small business owners. Business owners are an important stakeholder group as changes to the commercial area could have direct effects on their business and livelihood. Interviews were also offered to neighborhood residents and property owners who could not attend outreach events, but wanted to share their insight and opinions about the area.

How We Got the Word Out

- Postcard about project
- Flyer on project process
- In-person visits to businesses
- Phone calls to businesses

Methodology

Business Interviews

Interview questions were drafted in advance and focused on general business characteristics, business relationships and ideas for a community vision. In early March, Horizon Planning team members contacted businesses in person, passing out flyers with an outline of the project and contact information. At that time a few business owners were available for interviews, but several interviews were conducted at later dates by phone and in person. One aspiring business owner attended the project's walking tour and requested to be interviewed.

Resident Interviews

As part of our outreach to announce the workshop, we contacted a list of residents that had expressed interest in the project through their NDA or the City directly. Knowing that some people might have a schedule conflict, we invited those residents that were unable to attend to contact us directly for a short interview. One resident, living ¼ mile south of the 42nd Ave. commercial area requested an interview.

Project team members also interviewed city staff and one planning commissioner.



Businesses on 32nd Ave. (left to right): Art House Coffee, Lisac's Fireplaces & Stoves, and Luther Davis Auto Repair

32nd Avenue Business Interviews:

- Art House Coffee
- Lisac's Fireplace & Stove
- Luther Davis Auto Repair
- Potential cafe business (considering the area)
- Naomi's Organic (considered the area)
- Cash's Drapes Inc

42nd Avenue Business Interviews:

- Clackamas Book Exchange
- Mail House Plus
- Mike's Drive-In Headquarters
- Nisbett Jewelers
- Premier Auto Wholesale
- Snap Fitness
- King Rd. Shopping Center

Findings

Interviews revealed that business owners are supportive of better designed areas, sidewalks and more walking customers. Many of them said that they currently get customers on foot. However, those that serve customers mostly outside the neighborhood stressed the importance of parking to their business, and were concerned that pedestrian improvements could impact their parking.

Several business owners identified proximity to residential areas and the traffic volume on 32nd, King, 42nd, and Harrison as strengths of their location. One mentioned the connection to Southeast Portland and Sellwood as a strength of 32nd Ave. Thoughts about the potential for growth differed among business owners. One said the area will look like Sellwood in 10 years, while another said little change was likely to occur, especially in residential lots. Another felt that the 42nd Ave. area should expand commercial zoning along the arterial streets.

With regard to business relationships, only one owner expressed interest in joining a business association or chamber of commerce. Most owners felt they could approach other business owners if needed, but they could not see the benefit to their business of being part of an official organization. One business recently quit the North Clackamas Chamber of Commerce because it was not benefitting from the organization, but would be interested in a smaller, more localized organization.

Based on past experiences with the city, a few owners expressed a concern that the city was "heavy-handed," and others worried about future restrictions for them. For two owners, this was because regulations seemed restrictive, and the city unhelpful,



Businesses on 42nd Ave. and King Rd. Shopping Center.

during a project's development phase. Others had problems with sign permits or were searching for commercial opportunities and did not know who at the city to contact for help.

The resident the project team interviewed was a mother with young children, a demographic underrepresented with our other public outreach. Many of her concerns and aspirations were similar to the feedback we received from the walking tour and open house, in addition to some unique ideas. She would like the area to have more places to gather, such as cafes, parks, a library, or a community center. Specifically, she would like to see places that she could take her children for activities and wished the Milwaukie Community Center had more activities for all ages.

Regarding the walking environment, she mentioned that it was sufficient on 42nd Ave, but that the major deterrent to walking was the building form, which signals to pedestrians that the area is designed for cars.

Project team members also interviewed a Milwaukie Planning Commissioner who was unable to attend the walking tours. Her outlook on the commercial areas was that the ways to attract redevelopment are through the new MAX line, increasing walkability and bikeability, and tax increment financing (if the City would choose to use Urban Renewal in the future). She also mentioned the need for an City Economic Development Director to advertise Milwaukie. Her concerns about the commercial areas included pedestrian safety and connections to the Springwater Corridor. The gravel path from the Springwater to the Ardenwald neighborhood, along with the lack of signage, makes the connection unclear and does not indicate permanence.

Regarding land uses, she proposed a commercial corridor extending in the direction of the Legacy Hospital near 32nd and Harrison. She mentioned that some homes on 32nd are selling slowly, and that rezoning to commercial may make it easier to sell. Upzoning residential areas adjacent to the commercial zone may also be an incentive for property owners to support expanding the commercial zone because it could increase the resale value of their property. She emphasized the importance of screening and buffering standards for commercial uses next to residential uses, and brought up the possibility of limiting the operating hours of commercial uses.

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5 Hillside Manor Resident Association Focus Group



Purpose

The purpose of this focus group was to ensure the involvement of the residents of Hillside Manor in the *Neighborhood Main Streets Project*.

Hillside Manor is an affordable housing development owned and operated by the Housing Authority of Clackamas County, and is within ½ mile of both the 32nd and 42nd Ave. commercial areas. Hillside Manor has 100 housing units serving approximately 110 single elderly and disabled residents. The neighboring Hillside Park also has 100 units serving approximately 180 residents with a variety of households types, 25% of whom are Russian-speaking. These two developments represent an important segment of the study area population, and the demographics of these residents are very different from most of the other residents who participated in our other outreach activities. Thus, attending their resident association meeting was important to fully understand the needs and desires of the entire community.

How We Got the Word Out

- Conversation with property manager and resident association president
- Notices sent to residents
- Project flyers

Methodology

Two project team members attended the March 26th Hillside Manor resident association meeting, held in the community room at the Manor.

The project team were given approximately 25 minutes at the beginning of the meeting. They explained the project, its purpose, the role of Horizon Planning and the City, and the importance of the input of the Hillside Manor residents.

Project team members first led a discussion about what residents do and do not like about the two commercial areas, taking notes on the responses. Then they asked more specifically what residents would want to see in each area, writing responses on an “I Want . . .” poster (discussed in the following section). This included types of businesses, as well as physical improvements to the buildings, streets, and neighborhood.

Findings

There were approximately 20 residents in attendance, as well as the property manager and resident services staff person. Unfortunately, no residents from Hillside Park attended (they do not have/do not maintain their own resident association, but sometimes attend the Manor meetings).

These participants provided a perspective on the study areas that was different from what Horizon Planning had heard from residents in its other public outreach activities, underscoring the importance of reaching out to this important part of the study area community.

In general, the people from the Hillside meeting do not go to businesses on 32nd Ave, even though they could walk to it. They do go to 42nd Ave, though mostly only to the Safeway. But even though the area is less than one mile away, those who do go almost exclusively drive, due to a difficult transit connection and the steep hill and unsafe pedestrian route between their home and the commercial area. In fact one woman reported taking the 32nd Ave. bus to the Safeway in Woodstock a few miles north, simply because it was directly on the bus route and thus more convenient.

As a result, it is unlikely that 42nd Ave. will be a “neighborhood main street” for these residents unless a transit connection is provided. However 32nd might serve that purpose, if businesses open that serve their wants and needs, because residents can walk or take a bus to it.

32nd Avenue Comments (from discussion):

- Sidewalks on 32nd not ADA accessible
- Not wide enough
- No/limited curb ramps
- Parking issues – limited on-street parking, so have to park in neighborhood, which could be inconvenience to neighbors
- Would like to see crosswalk from coffee shop to Erik’s market
- Want better streetlights

42nd Avenue Comments (from discussion):

- No sidewalks
- No street lights
- Doesn’t feel safe

- Safeway did a good job of updating shopping center
- 42nd Ave/Safeway is uphill/difficult to access
- One woman said she takes the bus to Safeway in Woodstock because it is along one route/easier to get to
- Sidewalks on Harrison are not good, especially if you have a cart you're bringing to do grocery shopping
- Taking Llewellyn to King Rd. is the most direct route (around the hospital) but there are no sidewalks
- Little Caesar's shut down

Businesses they want in the areas (from I Want . . . poster):

- Restaurants
- Craft store/fabric store/art supplies
- Dairy Queen/ice cream
- Sushi restaurant
- Book store
- Medical clinic/urgent care
- Restaurants
- KFC
- Popeye's Chicken (better and cheaper than KFC)
- Farmer's market/produce market
- Companion animal clinic
- Computer repair

Amenities they want in the areas (from I Want . . . poster):

- Blinking lights at crosswalks to make drivers aware of crosswalks
- Street lighting
- Sponsored wastebaskets (or lighting)
- Parking
- ADA sidewalks

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6 “I Want . . .” Community Posters

Purpose

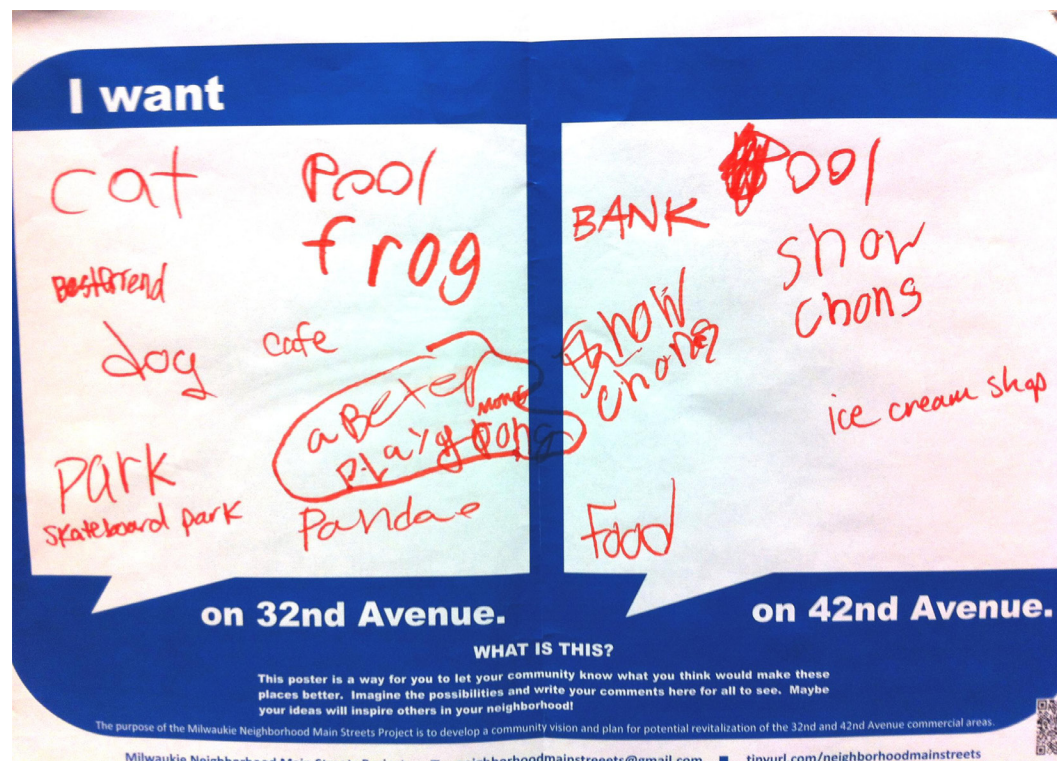
The purpose of the “I Want . . .” posters was to try and solicit information about aspirations for the study areas from residents who did not or could not attend our other public involvement activities. In particular, we were trying to reach specific demographics we were otherwise missing, namely families.

Methodology

During the week of March 19th, the project team hung “I Want . . .” posters at the following locations:

- Ardenwald Elementary School
- Linwood Elementary School
- Hillside Manor
- Laundromat on 42nd Ave.
- Art House Cafe

These posters were then collected on Tuesday, April 11th.



“I want...” poster from Ardenwald Elementary School

Findings

Only two of the four posters put up yielded results: The poster at Hillside Manor, and the one at Ardenwald Elementary. The poster put up at the Laundromat had been removed by the time we tried to collect it, and the posters put up at Linwood Elementary and Art House Coffee had no comments when collected.

The poster at Hillside Manor had been used to collect responses at the March 26th resident association meeting discussed in the previous section. It had the following additional comments when collected on April 10th:

- Popeye's instead of KFC
- Sushi place
- Blinking lights at crosswalks

The poster at Ardenwald Elementary School had a number of comments, mostly from students, though one from a staff person. The comments are listed below:

- Skate park (school staff person)
- Better parks
- Dog
- Frog
- Panda
- Best Friend
- Pool (both 32nd and 42nd Ave)
- Snow Cones (mentioned twice)

Though many of these results are not precisely the kind of feedback we were looking for, we were very glad to see students participating. Depending on interpretation of those responses, they are thematically not much different from what we heard from adult residents through other forms of outreach. For example, students want public places to play/gather. The staff person's comment about a skate park was explained as the need for some designated place the kids can hang out safely. This sentiment was echoed by a few residents in an NDA meeting and the Visioning Workshop. The childrens' desire for a better park and a pool also underscore this need.

The snow cone comments also support this, though also touches on the need for small scale eating establishments. The comments about dogs, frogs, pandas and best friends are not as clearly connected, but perhaps still tie in to the desire for community.

7 Open House



Purpose

The purpose of the open house was to present draft recommendations to the public and to solicit input on the recommendations that would achieve the community vision of a neighborhood main street.

Methodology

The public open house was held on Saturday May 19 from 10:00 AM to 2:00 PM at the Milwaukie Pond House Used Book Store. The open house consisted of five posters, one explaining the public involvement so far, three posters detailing how proposed recommendations would meet the goals of the community vision statement, and one poster asking the public to provide suggested names for the commercial districts. The three goal posters describe the recommendations, and ask the public to prioritize and provide comment on recommendations with dot stickers and post-it notes.

Findings

34 attendees participated in the open house and provided input on the recommendations. A large number of participants indicated the new commercial zone should allow second floor housing and a brew-pub. Participants also indicated the city should prioritize the creation of a farmer's market and the promotion of co-working spaces, incubators, and pop-up shops in vacant storefronts.

Should These Be Allowed?		
	Yes	No
Second Floor Housing	●●●●● ●●●●●	
Bar/Pub	●●●●● ●	●●
Food Carts	●●●●	●
Child Care	●●●	
Auto Service/repair		●●●●

Circles indicate the number of votes for Yes or No of allowing uses into new commercial zone

Participants prioritized the need for safer connections between the commercial district and the surrounding neighborhood. Many comments indicated the need for recommendations to address the high vehicle speeds and unsafe nature of walking on 32nd Ave, such as a buffer between traffic and pedestrians and traffic calming measures along the corridor.

Surprisingly, a large number of participants prioritized the need to expand the commercial zoning to include more properties. Suggestions to expand the zoning included north to Van Water on 32nd to be closer to the future Tacoma St. MAX station, and to both sides of 32nd Ave. Participants also suggested commercial zoning be expanded south on 42nd, east on King Rd. and west on Harrison to include existing businesses. Participants also prioritized the need to create places to gather, and for new construction to be pedestrian-scaled.



Priority of Solutions	
GOAL 1: Vibrant, Local Economy	
Co-working/incubator/pop-up in vacant storefronts	● ● ● ● ● ● ● ●
Farmer's Market	● ● ● ● ● ● ●
Community Events	● ● ● ●
Economic Development Technical Assistance	● ● ● ●
Buy-Local Campaigns	
GOAL 2: Safe, Accessible Streets	
Improve walking/biking connections to surrounding neighborhoods	● ● ● ● ● ● ●
Make sidewalks more comfortable	● ● ●
Improve crossings at key intersections	●
Add bike parking and identify on-street parking options	●
Enhance pedestrian crossings	●
GOAL 3: Neighborhood-Scale Identity	
Expansion of the commercial zone along the main street	● ● ● ● ● ● ●
Create places for people to gather	● ● ● ●
Storefront improvement program	●
Commercial edges that blend into the neighborhood	●
Encourage conversion of excess parking spaces	



Ideas on Naming the Commercial Districts

32nd

- Ardenwald
- Ardenwald District

42nd

- Mid-town Milwaukie
- Midtowne
- Sellwood-Eastmoreland (combination neighborhood names)
- Grange District or Old Grange



Outreach Limitations

The Community Statement represents the views of the community members who participated in the *Neighborhood Main Street Project*, as described in this document. The different methods employed succeeded in reaching different groups of people, representing some variety of age and income level, but did not reach all groups.

Outreach was limited due to time and budget creating limitations. One such limitation is that posters and flyers announcing the events and activities were not translated into different languages, and Horizon Planning team members did not employ translators when unable to communicate with businesses. This could have been a barrier for the 25% of Hillside Park residents that are Russian-speaking. Also one owner was confused by our flyer and the project purpose due to a language barrier.

Another limitation was the “I Want . . .” posters, which were not as successful as we had hoped in getting feedback from the demographics we targeted (young parents). There are likely a few reasons for this. First of all, there was not a lot of context given about the project for the posters. For people who did not know about the project, there may not have been clear reasoning for participation. Second was the posters locations. Placing the posters in schools intended to reach children, but also parents of young children, a demographic that did not otherwise participate much in the process. However in reality, when parents are at schools they are often hurried and very busy, and thus unlikely to notice or take the time to comment on the posters. We believe bringing the posters to perhaps a PTA meeting for a short activity similar to that at Hillside Manor might have been a more effective way to engage that population.

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Appendix A:

List of Outreach Activities

Neighborhood Main Streets Public Involvement Outreach and Activities

Walking Tours

Saturday, March 10

- 32nd Ave: 12 participants
- 42nd Ave: 7 participants

NDA meetings

Hector Campbell, Lewelling, and Ardenwald

We have attended all NDA meetings since February to make announcements and hand out fliers

Survey

Survey is online and available in paper format at our Workshop, for the April NDA meetings, and by request.

101 responses.

Public Visioning Workshop

Wednesday, March 21, 6-8pm at Lewelling Elementary

16 participants

Hillside Manor Focus Group

Monday, March 26

20 participants - residents of Hillside Manor

Open House

Saturday, May 19

34 participants

Interviews - Business and Property Owners

- Gene and Pat Dieringer, King Rd. Shopping Center
- Paul Lisac, Lisac's Stoves
- Naomi Montacre, Naomi's Organic
- Kim, Luther Davis Auto Repair
- Marina, Mail House Plus
- Marilyn and Paul, Clackamas Book Exchange
- Nisbett Jewelers
- Brendan McKeon, Art House Cafe

Interviews - Community Members/City representatives

- Patrick Finn, Ardenwald resident and aspiring business owner
- Clare Fuchs, Milwaukie Planning Commissioner
- Joby Twigg, Hector Campbell resident
- Ryan Marquart, current planner

Other Outreach

- Postcard mailing by City in early February
- Flyering of all houses within the 32nd Ave. commercial-limited zone with workshop announcement and letter explaining project and inviting comments and questions
- Posting “I want _____” posters in:
 - * Ardenwald Elementary
 - * Linwood Elementary
 - * Hillside Manor and Hillside Park
 - * Library
 - * Laundromat on 42nd
- Advertising of survey, workshop, walking tours, open house and general project information on:
 - * City website
 - * Milwaukie Pilot newsletter
 - * Fliers in businesses, library, and schools
 - * City Calendar
 - * emails to NDAs and any participants who have provided email addresses
 - * Twitter
- Mailing to residents, property owners, business tenants in and adjacent to commercial zones to advertise open house
- Inviting people from project email list to come to events and/or participate in one-on-one interviews
- Oregonian articles about the project
 - http://www.oregonlive.com/milwaukie/index.ssf/2012/02/psu_grad_students_assist_milwa.html
 - http://www.oregonlive.com/milwaukie/index.ssf/2012/03/milwaukie_residents_invited_to_1.html
- Milwaukie Rules blog interviewed project team (early April)
 - <http://www.milwaukierules.com/radar/on-the-horizon-psu-graduates-collaborate-with-the-city-to-benefit-its-neighborhoods-main-street>
- Milwaukie Rules blog advertised the project (early March)
 - <http://milwaukierules.com/blog/the-milwaukie-rules-blog/neighborhood-main-street-project>

Appendix B: Survey Questions

Q1. Help us define what a Neighborhood Main Street in Milwaukie can be. Main streets are usually defined as having a traditional commercial identity with a strong sense of the immediate neighborhood. Think about turning 32nd and 42nd Avenues into ideal Neighborhood Main Streets. How important are the following characteristics in your vision?

	Very Important	Moderately Important	Not Important	No Opinion
There is a variety of businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are community gathering spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are street trees or other landscaping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The businesses are locally-owned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The area is pleasant to walk around	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is convenient parking for my car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is convenient parking for my bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The buildings are attractive and well-maintained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

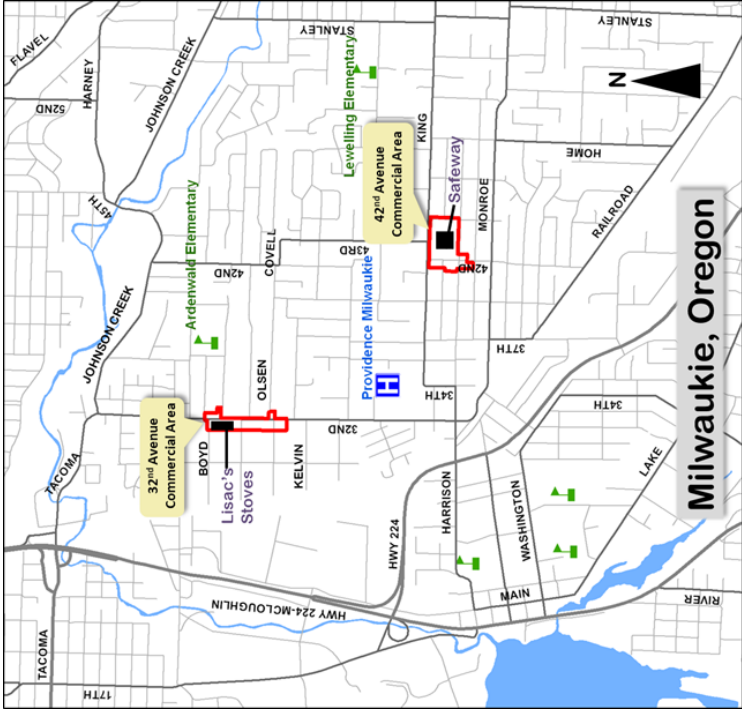
Other: _____

Neighborhood Main Streets Survey

Welcome, and thank you for taking the Neighborhood Main Streets survey. By answering these 14 questions, you will help to develop a community vision for Milwaukie's commercial areas along 32nd and 42nd Avenues.

Tell us how you currently use these commercial areas, and what might help them to become thriving Neighborhood Main Streets. Your responses to this survey are anonymous.

The map below shows the 32nd and 42nd Avenue commercial areas outlined in black.



Please mail completed surveys to:

Ryan Marquardt, 6101 SE Johnson Creek Blvd, Milwaukie, OR 97206

Q2. What kinds of businesses would you like to see in the 32nd or 42nd Avenue commercial areas? Please respond to each business category below.

	I Would Like to See	I Would NOT Like to See	No Opinion
Apparel (clothing, shoes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts, Entertainment, Recreation (theaters, art galleries)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business and Professional Services (law offices, accounting, realty)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness, Health and Wellness (yoga studios, fitness centers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Stores (grocery stores, specialty grocers, convenience marts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants (cafe, bakery, full-service restaurant, pub)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medical offices (clinics, dentist offices)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Care Services (salons, barber shops, massage therapy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Services (appliance/electronics repair, laundry/dry cleaning)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specialty Retail (jewelry, bookstores, gift stores)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vehicle sales or services (auto shop, tire shop, car wash)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other: _____

Q3. How often do you visit the commercial area along 32nd Avenue?

- ☐ Daily
☐ A few times per week
☐ A few times per month
☐ A few times per year
☐ Never

Q4. How do you travel to the 32nd Avenue commercial area?

	Always	Most of the time	Some of the time	Never
I walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I ride the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5. How often do you visit the commercial area along 42nd Avenue?

- ☐ Daily
☐ A few times per week
☐ A few times per month
☐ A few times per year
☐ Never

Q6. How do you travel to the 42nd Avenue commercial area?

	Always	Most of the time	Some of the time	Never
I walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take the bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7. Are there significant reasons you do not walk or bike to the commercial areas along 32nd or 42nd? Select all that apply.

- ☐ It is too far to walk or bike
- ☐ The amount of car traffic makes me uncomfortable
- ☐ Sidewalks are damaged or incomplete
- ☐ The street crossings are unsafe
- ☐ There is insufficient lighting
- ☐ I don't feel secure due to crime or other outside elements
- ☐ Poor weather conditions
- ☐ I am not physically able to walk or bike
- ☐ I do not enjoy walking or biking as a form of transportation
- ☐ Other _____

Q8. Would you like to see commercial redevelopment occur on 32nd and 42nd Avenues?

- ☐ Yes
- ☐ No
- ☐ I'm not sure
- ☐ No opinion

Q9. Do you have any additional comments?

Thank you so much for taking the time to fill out our survey. Now we have just a few questions about you.

Q10. What neighborhood do you live in?

- ☐ Ardenwald-Johnson Creek
- ☐ Hector Campbell
- ☐ Historic Milwaukee
- ☐ Island Station
- ☐ Lewelling
- ☐ Lake Road
- ☐ Linwood
- ☐ McLoughlin Industrial
- ☐ I'm not sure
- ☐ I do not live in Milwaukee
- ☐ I would rather not say

Q11. What is the nearest intersection to where you live? Leave blank if you prefer not to answer.

Q12. What is your gender?

- ☐ Male
- ☐ Female
- ☐ I would rather not say

Q13. What is your age?

- ☐ Under 18
- ☐ 18 to 40
- ☐ 41 to 64
- ☐ 65 or older
- ☐ I would rather not say

Q14. What is your race? Select all that apply.

- ☐ White
- ☐ African American / Black
- ☐ Hispanic
- ☐ Asian / Pacific Islander
- ☐ Other
- ☐ I would rather not say

Please mail completed surveys to: Ryan Marquardt, 6101 SE Johnson Creek Blvd, Milwaukee, OR 97206

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Appendix C: Survey Results

My Report

Last Modified: 04/16/2012

1. Help us define what a Neighborhood Main Street in Milwaukie can be. Main streets are usually defined as having a traditional commercial identity with a strong sense of the immediate neighborhood. Think about turning 32nd and 42nd Avenues into ideal Neighborhood Main Streets. How important are the following characteristics in your vision?

#	Question	Very Important	Moderately Important	Not Important	No Opinion	Responses	Mean
2	There is a variety of businesses	61	39	3	1	104	1.46
3	There are community gathering spaces	47	39	17	0	103	1.71
5	There are street trees or other landscaping	66	33	4	1	104	1.42
6	The businesses are locally-owned	41	49	13	1	104	1.75
7	The area is pleasant to walk around	85	16	1	1	103	1.20
11	There is convenient parking for my car	27	40	35	2	104	2.12
8	There is convenient parking for my bike	37	45	19	3	104	1.88
9	The buildings are attractive and well-maintained	74	29	0	1	104	1.31
10	Other	19	4	0	39	62	2.95

Other

there are sidewalks to get there from my house

Low traffic speed/walkability

The businesses should be aimed at local clientele like bakery, book shop, coffee shop, grocery store etc. rather than a business not designed for local retail like: machine shop, graphic design studio, etc.

I would love to see neighborhood markets, and stores that actually bring people in to our town, and make me want to slip on my shoes and walk my neighborhood.- thank you!

Traffic speed is maintained

No drive throughs, no food cart pods

traffic laws enforced

family friendly

Family friendly biz

ease of moving traffic and peds safely

safe, clean, usefull, like a U.S. Post office in a nice building. This would be very welcome.

Walkability from the surrounding neighborhoods. (beyond very important)

Auto & Pedestrian Safety

a real nice post office

Mixed use development

spaces for live music

A hive of activity with healthy choices some what like Pike place market in Seattle only nicer looking

Bakeries/Breads

Bakery, cafe, or brewpub

Safety

enforced speed for traffic

to not change the residential areas

low impact to residents' privacy and peace

evening places - Restaurants, Pub,

Noise Levels are low

restaurants are present

parking on 32nd.

lose the strip mall look

Police patrolled

Statistic	There is a variety of businesses	There are community gathering spaces	There are street trees or other landscaping	The businesses are locally-owned	The area is pleasant to walk around	There is convenient parking for my car	There is convenient parking for my bike	The buildings are attractive and well-maintained	Other
Min Value	1	1	1	1	1	1	1	1	1
Max Value	4	3	4	4	4	4	4	4	4
Mean	1.46	1.71	1.42	1.75	1.20	2.12	1.88	1.31	2.95
Variance	0.37	0.54	0.38	0.50	0.24	0.67	0.65	0.27	2.62
Standard Deviation	0.61	0.74	0.62	0.71	0.49	0.82	0.80	0.52	1.62
Total Responses	104	103	104	104	103	104	104	104	70

2. What kinds of businesses would you like to see in the 32nd or 42nd Avenue commercial areas? Please respond to each business category below.

#	Question	I Would Like to See	I Would NOT Like to See	No Opinion	Responses	Mean
1	Apparel (clothing, shoes)	45	18	36	99	1.91
2	Arts, Entertainment, Recreation (theaters, art galleries)	63	14	21	98	1.57
3	Business and Professional Services (law offices, accounting, realty)	32	35	33	100	2.01
4	Fitness, Health and Wellness (yoga studios, fitness centers)	69	10	19	98	1.49
5	Food Stores (grocery stores, specialty grocers, convenience marts)	85	6	8	99	1.22
6	Restaurants (cafe, bakery, full-service restaurant, pub)	97	2	1	100	1.04
12	Medical offices (clinics, dentist offices)	28	34	36	98	2.08
7	Personal Care Services (salons, barber shops, massage therapy)	70	6	23	99	1.53
8	Other Services (appliance/electronics repair, laundry/dry cleaning)	28	43	26	97	1.98
9	Specialty Retail (jewelry, bookstores, gift stores)	77	6	16	99	1.38
10	Vehicle sales or services (auto shop, tire shop, car wash)	9	75	16	100	2.07
11	Other	13	4	47	64	2.53

Other

Brewpub
gas station
bike shop
food cart pods & chain fast foods
Something Kid Friendly
toy store, music store w/lessons
A florist, bakery, antique shop, candy shop, fresh produce, butchers, a small police precinct would be awesome.
Play Center for Children
bike shop, shoe repair, comic book shop, Baskin robins ice cream
Adult stores
Mini Golf/arcade
Pastries and fresh produce a butchers shop with a catch of the day type thing ,
trees, shrubs, flowers
Bakery or brewpub
not be developed
don't build so much we need to build parking lots everywhere
Library
Kid-friendly cafe, etc.
dell, not restaurants or pub (this respondent filled out the question for 32nd and 42nd separately, entered answers are those that apply to both -JH)

Statistic	Apparel (clothing, shoes)	Arts, Entertainment, Recreation (theaters, art galleries)	Business and Professional Services (law offices, accounting, realty)	Fitness, Health and Wellness (yoga studios, fitness centers)	Food Stores (grocery stores, specialty grocers, convenience marts)	Restaurants (cafe, bakery, full-service restaurant, pub)	Medical offices (clinics, dentist offices)	Personal Care Services (salons, barber shops, massage therapy)	Other Services (appliance/electronics repair, laundry/dry cleaning)	Specialty Retail (jewelry, bookstores, gift stores)	Vehicle sales or services (auto shop, tire shop, car wash)	Other
Min Value	1	1	1	1	1	1	1	1	1	1	1	1
Max Value	3	3	3	3	3	3	3	3	3	3	3	3
Mean	1.91	1.57	2.01	1.49	1.22	1.04	2.08	1.53	1.98	1.38	2.07	2.53
Variance	0.82	0.68	0.66	0.64	0.34	0.06	0.65	0.72	0.56	0.57	0.25	0.99
Standard Deviation	0.90	0.82	0.81	0.80	0.58	0.24	0.81	0.85	0.75	0.75	0.50	0.99
Total Responses	99	98	100	98	99	100	98	99	97	99	100	68

3. How often do you visit the commercial area along 32nd Avenue?

#	Answer	Bar	Response	%
1	Daily		15	15%
2	A few times per week		17	17%
3	A few times per month		20	20%
4	A few times per year		16	16%
5	Never		32	32%
	Total		100	

Statistic	Value
Min Value	1
Max Value	5
Mean	3.33
Variance	2.12
Standard Deviation	1.46
Total Responses	100

4. How do you travel to the 32nd Avenue commercial area?

#	Question	Always	Most of the time	Some of the time	Never	Responses	Mean
1	I walk	4	21	25	32	82	3.04
2	I bike	4	8	30	36	78	3.26
3	I ride the bus	2	0	15	57	74	3.72
4	I drive	27	30	24	18	99	2.33

Statistic	I walk	I bike	I ride the bus	I drive
Min Value	1	1	1	1
Max Value	4	4	4	4
Mean	3.04	3.26	3.72	2.33
Variance	0.85	0.71	0.37	1.14
Standard Deviation	0.92	0.84	0.61	1.07
Total Responses	82	78	74	99

5. How often do you visit the commercial area along 42nd Avenue?

#	Answer	Bar	Response	%
1	Daily		14	14%
2	A few times per week		46	46%
3	A few times per month		28	28%
4	A few times per year		11	11%
5	Never		1	1%
	Total		100	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.39
Variance	0.81
Standard Deviation	0.90
Total Responses	100

6. How do you travel to the 42nd Avenue commercial area?

#	Question	Always	Most of the time	Some of the time	Never	Responses	Mean
1	I walk	3	5	43	32	83	3.25
2	I bike	2	9	29	40	80	3.34
3	I take the bus	0	0	3	70	73	3.96
4	I drive	47	37	12	3	99	1.71

Statistic	I walk	I bike	I take the bus	I drive
Min Value	1	1	3	1
Max Value	4	4	4	4
Mean	3.25	3.34	3.96	1.71
Variance	0.53	0.61	0.04	0.64
Standard Deviation	0.73	0.78	0.20	0.80
Total Responses	83	80	73	99

Public Involvement Report • May 2012

7. Are there significant reasons you do not walk or bike to the commercial areas along 32nd or 42nd? Select all that apply.

#	Answer	Bar	Response	%
1	It is too far to walk or bike		19	22%
2	The amount of car traffic makes me uncomfortable		26	30%
3	Sidewalks are damaged or incomplete		41	47%
4	The street crossings are unsafe		13	15%
5	There is insufficient lighting		11	13%
6	I don't feel secure due to crime or other outside elements		4	5%
7	Poor weather conditions		24	27%
8	I am not physically able to walk or bike		4	5%
9	I do not enjoy walking or biking as a form of transportation		5	6%
10	Other		33	38%

Other

Time
 lack of protected bike lane
 I do walk and bike
 32nd is not bikability due to lack of ample shopping.
 I do walk. I just don't ride my bike.
 traffic speed
 I don't have a bike
 Reckless, impatient drivers
 No place to safely tie up my dog when I go inside. Also lazy about walking.
 Have to carry groceries.
 Not very visually pleasing
 Indirect, unreliable transit service.
 You will get killed if you walk because the city doesn't prioritize the walkability of this area. This question only allowed me to select three. I'd also include the traffic and unsafe crossings. Can you do something about the weather conditions?
 Inadequate bike parking
 not in my area of travel typically
 not enough time!
 Though I'm still active, I'm 69 years old so prefer to drive when running errands.
 32nd is very empty
 too much to carry from Safeway
 on 32nd - nothing to draw me there. 42 - too many groceries to walk
 Crossing Highway 224 feels like you're going to another country. Something should be done to bridge these two sides of Milwaukee.
 I am most likely to go to 42nd area after going to the farmer's market on Sunday - I usually have too much stuff to carry on my bike
 42nd is too far away to conveniently walk and I never really need to go to the businesses on 32nd.
 I am on my way to somewhere else and need to travel by car
 i won't bike because 32nd is close, 42nd sidewalks are scary and cars don't look for bikes on King Rd. Sometimes 42nd area too far for time that I have.
 I do walk and bike, but 32nd could use some help
 Uphill with kids!
 too far to walk with groceries, don't have a bike, don't want to be on same road as cars (walking is ok)

Statistic	Value
Min Value	1
Max Value	10
Total Responses	88

8. Do you have any additional comments?

Text Response
it's the same distance from home to Sellwood - if there were shops, etc. there I would visit.
A sidewalk along SE 43rd avenue between Howe and King is imperative. Already lots of pedestrians (and school kids including school bus stops!) and there is no sidewalk. Would probably increase pedestrian traffic from the Ardenwald/Lewelling neighborhoods to Safeway/SE 42nd commercial area. We almost always drive to that area and would love to walk (or ride bikes if there were bike lanes on SE 42nd between Johnson Creek).
Keep traffic speeds low and enhance walkability
clean up of the area is good for our home values.
I want to see a local small business supported. I am opposed to big chain stores.
I like to see food establishments and book shops along SE 32nd Ave. where people can gather. There isn't really too many places for Ardenwald residents to conveniently walk to.
Would love to have other food options. Bakery, specialty, sandwiches, breakfast, etc.
Cause development of commercial nodes like this in order to create 20 neighborhoods, so you want to try to encourage the kinds of businesses that folks use on a daily or at least 2 or 3 times a week basis so that they can do their shopping or whatever without driving somewhere else.
This is my hood so I'd love to see something happen. Maybe Short Snout Brewing will get in on 32nd?
I live close to 42nd Ave business district. I am kinda okay with the area. There is a grocery store that I often shop. I go to a barber/salon once in while. That is it. I don't care about 32nd. I bike across the 32nd street almost daily. I don't bike on the 32nd street too narrow to bike comfortably. It is my area of interest/concerns.
I love this idea-I love this town and plan to stay here for a very long time~ especially if we begin to offer interests like that Sellwood and Portland area neighborhoods. It's time to bring this community back together, populate, improve and beautify.
These two areas are quite small and I am not sure what the purpose of redeveloping these areas is for? It would be nice to see some additional business, but to be honest, how much business do you really think the community can support? However if we had a really bakery in the area that would be great. I'll add it to my wish list.
I am so excited about this project! Thank you! I would like to see my neighbors be able to walk to things like coffee shops, restaurants, art galleries, book stores, etc.
I strongly support the idea of new businesses that are close and convenient to our homes. I'd prefer small independently owned businesses. A nice grocery store would be ideal, a deli (NOT Subway, Quizno's etc.) When Gramore developed the site across from the Milwaukie Market Place, they came to our NDA meeting to ask us what we wanted. We said: brew pub, good restaurant, coffee shop, book store. We got: Wallgreens, tanning shop, chain sub shop, and a pizza restaurant (now closed, but re-opened as a lottery shop). The only place I use in that development is the Kinkos/Fedex
I do not want additional traffic on these streets, as it has become unsafe to cross the streets anymore. There is a recurring problem of drivers that pass the buses and create hazards to oncoming traffic, pedestrians, and our pets. Something needs to be done about the reckless drivers on the roads, and it isn't adding more businesses and traffic. Thank you.
Parking at Safeway is too close to each other so I am concerned about safely backing out to leave a parking space. No large commercial businesses. Only family friendly businesses. Would like to see a Farmers Market on Saturday. A cafe would be nice with meeting area (not a major company like Starbucks). Local, quality businesses. Variety is nice.
Development needs to include variety but fit well together. In the interest of success, finding out what people want to make use of and will support financially would make good sense.
Supporting commercial development depends greatly on the details....I would prefer to see it happen at key intersections rather than along the entire series of blocks.
42nd should remove the used car lot it really takes away from the feel of a nice area, and the 7 eleven needs updating, the bus stop needs to be fixed with a shelter of some sort not glass again, better lighting is needed.
A good coffee shop and cafe is desired.
Would like mix of housing and businesses. Like North Mississippi and North Williams.
no
Street Improvements and wide sidewalks are needed on SE 43rd Avenue north of the SE 42nd Avenue Commercial District. I often see people with canes, wheelchairs, and other mobility devices using the shoulder of the street to access both the Safeway Store and the Line 31 TriMet bus on SE King Road. The City of Milwaukie needs to revise its sidewalk standards. Even most new sidewalks are too narrow, have too many driveway ramps, and have too many obstructions such as power poles.
The city did a study about 12-15 years ago of this very issue for 42nd and King. What they found then was without pedestrian access you really aren't going to change the area. I am happy the city is spending some time on this topic because the economic development money that was budgeted to do more than this little exercise of pretty concepts was spent on baseball. You want to do something for that area? Walk 10 minutes in any direction on a rainy day. Then you'll see why the area is underdeveloped. Build access and the "economic development" will follow. As you are graduating from PSU as a planner I would congratulate you on choosing a noble career path to build better places to live but if you want a real skill that will make a difference, learn how to write grants. The city of Milwaukie has spent countless dollars and years of planning to come up with some amazing drawings..... that will never get built. You want to draw something cool, draw a bear fighting a unicorn in space. You want to accomplish something, get our department heads to write grants and quit wasting the people's time on needless projects that allow them to say, "Look what we're doing for you". Sincerely, Jeff Klein
none
It would be nice to trail the 42nd Ave commercial area up the corridor to meet up with the convenience store on 42nd. That place is just kind of floating up there. The reason I haven't visited the "commercial area" along 32nd is that there isn't anything there. There is one new coffee shop, I have tried it once. There is a pet grooming shop I visited once 2 and half years ago and a dog shampoo was more than 2 times it is in cost anywhere else. I don't know how that place stays in business. They wanted \$75 to give my dog a bath! No shaving or hair cutting! The coffee shops mocha was horrible, so I never went back, they let the patron's talk on the phone in a loud voice, so it wasn't a nice place to hang out either.
no
Most of the business types listed in your survey are already in place. The Safeway complex was completely redone several years ago. A children's play studio would be a fun addition as there's very little for kids to do in Milwaukie other than school or sports, though Ledding Library has wonderful children's programs, and every neighborhood has local parks. My husband and I have lived in this neighborhood since 1969, back when Lisac's was a grocery store, Dieringers Grocery was located where Safeway is now, and Albertsons was at 32nd/Harrison where the Police/Fire Station is now located.
bring in a true value hardware store, florist, candy shop, a small library drop off site, bring little ceasrs back, garden shop
I would love to see 42nd renewed and updated, the used car dump is so gross and unappealing and the used book store shops look so old and run down. We need some fun shops that people would want to travel to, like gift or garden shop. and we need to get some more variety by the new Safeway. The safeway is amazing, Papa Murphy's is good and the jeweler is great and I love that he lives locally! Maybe another restaurant and a bakery would be great. Onpoint CU would be a nice addition.
No
We need a redevelopment of 42nd Ave if for no other reason than to create a community for residents to visit.
Safeway on 42nd is our closest supermarket- they do a good job, but it's too far to walk from 34th Ave. I hope to try it by bike later this year, when I get mine refitted.
No
A sidewalk on the east side of 42nd would be nice and the used car junk yard should go away. You should send a representative to Hood River town hall and see if any fruit growers would have interest in selling year round produce in Milwaukie at a nice new developed area such as 42nd. Alpenrose dairy products are always a welcome item that is local I think,

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Tillamook products are semi local. Otto's sausage shope located in the Woodstock area of Portland could open a small satellite store. We love the idea of the BBQ going outside the front door and buying fresh meat items and picking up dinner or lunch right there, all in one trip. Perfect isint it. :)
New local owned & run businesses will bring new pride to our citizens. Proud citizens are happy and happy citizens draw other people to them. New ideas, attitudes, determination, drive.
What prompts this study/discussion
N/A
I am more interested in seeing further investment in downtown and the Main Street project there – then expanding to this area.
It would be nice to have a neighborhood similar to those in Sellwood or Hawthorne area.
Just make it attractive and safe but don't plan for just walkers and bikers. We don't need more of what's happening in downtown Portland—especially near PSU and in The Pearl District...such a nightmare for auto drivers.
I would like to see current business thrive but do not want to take residential space away to make room for commercial space.
Milwaukie is spending too much money for commercial development. It seems to me critical services such as roads, security, and schools aren't getting proper attention. Downtown development seems to be benefitting our business community much better than citizens. I note that a good many city council members are business owners and will ultimately benefit the most from all this development.
I live on the north side of Tideman Johnson, with easy access to the Springwater. I would ride my bike to an appealing commercial district on 32nd if access from the Springwater was safe and easy. I don't currently find it easy to ride a bike on 32nd, and there's nowhere I'd want to go there anyway. I would love a small cart pod! When I go to the 42nd Safeway area, I'm usually doing larger shopping and don't take my bike.
I would love to see some commercial redevelopment! Particularly along 32nd. along with redevelopment, I would like to see more sidewalks in the neighborhood to increase walkability, particularly for families with young children.
I think it's great to make things more attractive and accessible for local residents while promoting community and local business. But we'll be hurting the community in the long run if we overbuild or increase traffic in areas where people are trying to live in a relatively quiet area. We need to improve, but we don't necessarily need to GROW. I fear initiatives that are focused chiefly on growth and the almighty dollar.
We would 100% certainly visit both areas more often if there were more businesses of the kinds we're looking for, primarily family dining or cafes on 32nd
42nd along the side 7-11 is on needs demolishing and starting again
Ardenwald needs sidewalks. On all of hte streets. Why do most have them, and not Rockwood? Harvey is in dire need; it's not safe, and to support the 32nd avenue businesses, it needs to be.
great idea to look at this- we would need an anchor store. Naomi's on 32nd.
No
no
I have lived in Ardenwald for 10 years and have wanted to open a cafe on 32nd for nearly as long. I feel the light rail station is going to change the neighborhood and I want to be part of that change. I wish to operate a cafe that will serve a neighborhood that is walking to the light rail, riding their bikes to the Spring Water Corridor and embracing sustainability in general. I have over ten years of experience owning and operating coffee shops and restaurants. My instinct tells me it will be a slow start, but once it gets going it will be a great asset to the neighborhood.
If nothing else, let's have somewhere to gather as a neighborhood! Can we make the "community" center just that???
No.
32nd does not have an identity. Lisac's and Eric's Market are the only 2 places that actually let you know they are businesses (even though Eric's has had the same sign - with the same message - for over 15 years). There is a bistro/coffee place that does not have parking or good signage...unless you know it's there, you will never see it.
The 42nd area has safeway. That is the extent of my involvement with the possible exoeption of a burrito very rarely. I am NOT drawn to chains or strip mall culture - they are impersonal and sterile, for the most part. I actually have met friends that I have things in common with from the neighborhood in the coffee gallery on 32nd. Cheap fast food, haircut or nail emporiums and like establishments drive cultural activities from any location." Build it and they will come" is a poor development strategy, IMHO. The quality of an establishment that offers a good place to hang is an elusive quality
We need sidewalks!!!!!! And people drive WAY TOO FAST thru these areas
No
Depends on how much more commercial development occurs.
On 42nd ok, stroefronts already there and parking. on 32nd too busy for more commerical, which would have to spill over into neighborhoods. This questionnaire would be better if the two areas were separate.













Statistic	Value
Total Responses	61

9. Would you like to see commercial redevelopment occur on 32nd and 42nd Avenues?

#	Answer	Bar	Response	%
1	Yes		77	79%
2	No		3	3%
3	I'm not sure		15	15%
4	No opinion		3	3%
	Total		98	

Statistic	Value
Min Value	1
Max Value	4
Mean	1.43
Variance	0.74
Standard Deviation	0.86
Total Responses	98

10. Thank you so much for taking the time to fill out our survey. Now we have just a few questions about you. Clicking the "next" button at the bottom of this page will submit your survey results. Which neighborhood do you live in? Please refer to the map below.

#	Answer	Bar	Response	%
1	Ardenwald-Johnson Creek		47	49%
2	Hector Campbell		14	15%
3	Historic Milwaukie		4	4%
4	Island Station		1	1%
5	Lewelling		14	15%
6	Lake Road		6	6%
7	Linwood		4	4%
8	McLoughlin Industrial		0	0%
9	I'm not sure		1	1%
10	I do not live in Milwaukie		3	3%
11	I would rather not say		1	1%
12	Milwaukie Business Industrial		0	0%
	Total		95	




Statistic	Value
Min Value	1
Max Value	11
Mean	2.89
Variance	6.63
Standard Deviation	2.57
Total Responses	95

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11. What is the nearest intersection to where you live? Leave blank if you prefer not to answer.






Text Response	
SE 43rd/ Johnson Creek Blvd	Logus Rd.
Home/Monroe	32nd and Wake
McLoughlin and River Road	van water st and se 32nd
SE 42nd and Roswell	SE 42nd Ave and JCB
SE 32nd & Sherrett	42nd & Roswell
32nd and Harrison	SE 37th & Tenino
32nd and Sherrett St.	32nd and Johnson Creek Blvd.
SE Olsen St. & SE 29th St.	Stanley and King (Ardenwald School boundary)
Between Harvey & Rockwood off of 32nd Ave.	Johnson Creek and Stanley - I'm in the unincorporated area.
32nd/Johnson Creek	32nd and Rockwood
Harrison and 24th ave	Home Ave/Dick St
32nd & Rockwood	34th and Rockwood
home avenue and ada lane	Balfour street and 32nd
42nd/Mason Lane/Johnson Creek Blvd	Balfour St and 29th Ave
Filber Street and 32nd Avenue	40th and drake
Roswell and 42nd Ave	Stanley Ave. at Willow st.
Linwood	30th and Madison
32nd and Wake Street	SE 42nd and SE Rio Vista
47 & Washington	32nd and Wake st.
32nd & SE VanWater	SE king & home
King & Linwood	34th and Washington
Home or 47th	32nd and Malcolm
Railroad and 48th/Home	40th/Adams
48th and logus	32nd and Madison
32nd and Roswell	Roswell & 4 1st Ave
Johnson Creek and 32nd	48th & Roberta Lane
JCB and 40th	32nd
38th and Rockwood	32nd
SE 36th Avenue and VanWater Street	
43rd and Logus	
27th and Washington	
Logus and 51st	
49th and logus rd.	
SE 29th Ave and SE Harrison	
32nd and Harvey	
Stanley and Firwood.	
Firwood/Stanley	
SE Rockwood and 32nd Avenue	
49th and willow	
48th and Logus.	
Lava Drive and Waverley Court	
Jennings Ave and McLoughlin Blvd.	
34th Ave & Mary Ct.	
30th and sherrett	
40th & Monroe	
Linwood and Monroe	
King and Stanley	
McLoughlin & Park	
HOME and MONROE	
SE 31st & Madison	
SE 29th and SE Kelvin	
Statistic	Value
Total Responses	79

12. What is your gender?

#	Answer	Bar	Response	%
1	Male		43	44%
2	Female		53	54%
3	I would rather not say		2	2%
	Total		98	







Statistic	Value
Min Value	1
Max Value	3
Mean	1.58
Variance	0.29
Standard Deviation	0.54
Total Responses	98

13. What is your age?

#	Answer	Bar	Response	%
1	Under 18		0	0%
2	18 to 40		45	46%
3	41 to 64		44	45%
4	65 or older		7	7%
5	I would rather not say		2	2%
	Total		98	

Statistic	Value
Min Value	2
Max Value	5
Mean	2.65
Variance	0.50
Standard Deviation	0.70
Total Responses	98

14. What is your race? Select all that apply.

#	Answer	Bar	Response	%
1	White		89	92%
2	African American / Black		0	0%
3	Hispanic		2	2%
4	Asian / Pacific Islander		2	2%
5	Other		3	3%
6	I would rather not say		7	7%

Statistic	Value
Min Value	1
Max Value	6
Total Responses	97

Appendix D: Workshop Materials

Agenda for Workshop

AGENDA

Milwaukee Neighborhood Main Streets Project Public Visioning Workshop

Date: Wednesday, March 21

Time: 6:00 PM

Location: Seth Lewelling Elementary library, 5325 SE Logus Rd.

Goal of the workshop:

Find out what the community thinks about...

1. The strengths and weakness of the current commercial areas
2. What types of uses and businesses the community wants and doesn't want in the 32nd and 42nd Avenue commercial areas

6:00 to 6:15

Welcome and Introductions

6:15 to 6:45

Strengths and weaknesses activity in small groups

6:45 to 7:00

Share results of strengths and weaknesses activity

7:00 to 7:35

Business types activity in small groups

7:35 to 7:50

Share results of business types activity

7:50 to 8:00

Wrap up and complete evaluation form

THANK YOU!

Evaluation Form for Workshop

Milwaukee Neighborhood Main Streets Project Public Visioning Workshop

COMMENT/EVALUATION FORM

Please circle your response to the following statements:

1. This workshop was productive.

Agree Disagree
If you disagree, why?

2. This workshop was enjoyable.

Agree Disagree
If you disagree, why?

3. The objectives of the workshop were clear to me.

Agree Disagree
If you disagree, why?

4. The workshop was a good way for me to express my opinions about 32nd and 42nd Avenue commercial areas.

Agree Disagree
If you disagree, why?

What is the nearest intersection to your home?

Do you have any additional comments for us?



Listing of businesses for business preference exercise

Types of Businesses – Reference List

Arts, Entertainment, Recreation - BLUE

art gallery
theater
arcade
fitness center
dance academy
martial arts
yoga/pilates
kids play place

Offices - GREEN

law/accounting/realty
architect/designer
administrative
doctors/dentists office
veterinarian office

Eating Establishments - PINK

cafe
deli
bakery
coffee shop
full service restaurant
fast food
food cart
bar/pub
drive-thru

Services - YELLOW

weight loss center
massage
barber shop
hair/nail salon
bank/financial institution
tutoring
trade school
drycleaning/laundromat
trade school
pet services
gas station
car wash
urgent care clinic
repair shop (of any product available in the zone)

Retail - ORANGE

convenience store
grocery
specialty grocery
liquor/wine shop
hardware store
jewelry shop
apparel and accessories
plant nursery
electronics
books
music
sporting goods
pet store/pet supply
auto supply
auto dealership
pharmacy

Other - PURPLE

housing
park/playground
parking facility
agricultural/horticultural use
self storage

Sizes - GREY

1,500 square feet or less (about the size of a Starbucks)
Between 1,500 and 15,000 square feet
15,000 square feet (about the size of a Walgreens)
Between 15,000 and 40,000 square feet
40,000 square feet or larger (about the size of a Safeway)

Workshop Posters

Neighborhood Main Streets Project : Project Overview

What is the project purpose?

The purpose of the Neighborhood Main Streets Project is to assist the City of Milwaukee and its residents and business owners in developing a vision for their neighborhood commercial districts, and to develop potential collaborative solutions to reach that vision.

The Neighborhood Main Streets Project will generate short term recommendations related specifically to the City's zoning code and map, which can later be presented to the Milwaukee City Council for adoption. These recommendations will include land use, urban design, transportation, and economic development elements.

Who is involved?

Horizon Planning, a group of five graduate students from Portland State University's Master of Urban and Regional Planning program, is conducting the outreach.

City of Milwaukee Planning Department is overseeing the project.

You, the community!



How can I stay involved?

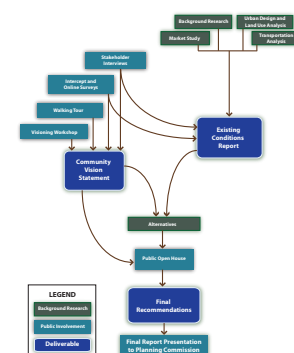
Visit the project website: <http://tinyurl.com/neighborhoodmainstreets>
 Take the online survey: <http://tinyurl.com/NMSPsurvey>
 Follow us on Twitter: @MilwaukeeNMS
 Email us: neighborhoodmainstreets@gmail.com
 Call us: (971) 258-1825



What is the project time frame?



What is the process?



Where is the project focus?



Challenges?



Vacant or Under-utilized Storefronts



Poor Pedestrian Safety



Excessive or Under-utilized Parking



HORIZON
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MILWAUKIE
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Neighborhood Main Streets Project : What We Heard from You so Far

What defines a Neighborhood Main Street in Milwaukee?

"The businesses should be aimed at local clientele like bakery, book shop, coffee shop, grocery store etc. rather than a business not designed for local retail like machine shop, graphic design studio, etc."

"These two areas are quite small and I am not sure what the purpose of redeveloping these areas is for?"

"Low traffic speed/walkability"
 "Traffic speed is maintained"
 "I would love to see neighborhood markets, and stores that actually bring people in to our town, and make me want to slip on my shoes and walk my neighborhood"

What kinds of businesses would you like to see in the 32nd or 42nd Avenue commercial areas?



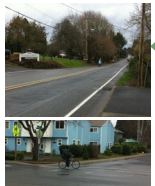
"I like to see food establishments and book shops along SE 32nd Ave. where people can gather. There isn't really too many places for Ardendale residents to conveniently walk to."

"I strongly support the idea of new businesses that are close and convenient to our homes. I'd prefer small independently owned businesses. A nice grocery store would be ideal, a deli (NOT Subway, Quiznos etc.)"

"Only family friendly businesses. Would like to see a Farmers Market on Saturday. A cafe would be nice with meeting area (not a major company like Starbucks). Local, quality businesses. Variety is nice."

"Brewpub"
 "Gas station"
 "Bike shop"
 "Food cart pods & chain fast foods"
 "Something Kid Friendly"

Reasons you do not walk or bike to the commercial areas along 32nd or 42nd?



"A sidewalk along SE 43rd Avenue between Howe and King is imperative. Already lots of pedestrians (and school kids including school bus stops) and there is no sidewalk...would love to walk or ride bikes if there were bike lanes on SE 43rd between Johnson Creek."

"Lack of protected bike lane"
 "Traffic speed"
 "Reckless, impatient drivers"
 "No place to safely tie up my dog when I go inside."



Thoughts on 32nd Ave

"I would love to have places to come and shop and do things here"
 "I like buildings that are closer to the street cause it encourages people to walk more"
 "When I'm walking (with buildings with no setbacks), walking my dog, I'm more inclined to look in"

"It's not much to look at"
 "Not very inviting"

Other Uses for this Building?
 Restaurant
 Garden supply (Naomie's)
 Bookstore
 Little grocery
 Tavern/microbrew pub

Recurring Themes:

More businesses Connect with MAX Widen sidewalks
 Slower traffic On-street parking Active storefronts

Thoughts on 42nd Ave

"It's not as visible"
 "Car driven"
 "How do you deal with businesses on the edge of residential area?"

Ideas for businesses:
 Doggy day car?
 Indoor play area?

"Lots of plots of asphalt. We need to bring some brightness or life to this area"
 "42nd should remove the used car lot, it really takes away from the feel of a nice area, and the 7-Eleven needs updating"
 "The business is geared towards cars"

Recurring Themes:

Area is car-oriented Lack of community gathering space
 Lack of wide sidewalks Where to put parking?
 Pedestrian safety Connection to Neighborhoods
 Bicycle connectivity Troublesome Intersections

"I'm really excited about this area developing"
 "We were really excited when they opened the art house"
 "We're starting to lose the canopy along the roadway"

"The two floors work"
 "They always have their blinds closed since they are so close to the street"

"The windows enliven it - you can see what is there"
Other Uses for Liac's?
 Farmers' Market
 BBQ Food Cart



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Appendix E: Workshop Findings

Business Type Preference Activity Results

Type	Wanted	OK	Not Wanted	Notes
Art gallery	III	I		
Theater	II	II		No movie, playhouse
Arcade	I	I	II	
Fitness center	I	III		
Dance academy	II	II		
Martial arts	II	II		
Yoga/pilates	II	II		
Kids play place	II	II		
Law/accounting/realty	I	III		
Architect/designer	I	III		
Administrative	I	II	I	
Doctors/dentists office	I	II	I	Some say ok. Limited.
Veterinarian office	II	II		
Cafe	III			
Deli	III			
Bakery	III			
Coffee shop	III			
Full service restaurant	III	I		
Fast food		I	III	Small scale for 32nd
Food cart	I	I	II	Local only, 42nd only. No but pizza ok.
Bar/pub	I	I	II	No but some disagree
Drive-thru	I	I	II	Split decision (no/ok, categorized as no)
Weight loss center	I	III		
Massage	II	II		The nice kind
Barber shop	III	I		
Hair/nail salon	III	I		
Bank/financial institution	II	I		
Tutoring	I	II	I	
Trade school	I		I	
Drycleaning/laundromat	II	II		
Trade school		II		
Pet services	II	II		
Gas station	I	II	I	42nd only
Car wash	I		III	
Urgent care clinic	I	II	I	In hospital
Repair shop (of any product sold in zone)	II	I	I	Depends on what
Convenience store	I	I	II	

Grocery	III	I		
Specialty grocery	II	I		
Liquor/wine shop	I	II	I	No liquor, wine ok
Hardware store	IIII			
Jewelry shop	III	I		
Apparel and accessories	II	II		
Plant nursery	II	II		
Electronics		II	II	No big box
Books	II	II		
Music	I	III		Club (ok)
Sporting goods	II	II		
Pet store/pet supply	II	II		
Auto supply		II	II	
Auto dealership			IIII	
Pharmacy	II	I	I	
Housing	II	II		Single family or small scale multifamily, mixed use
Park/playground	III	I		
Parking facility	I		III	Paid parking - no
Agricultural/horticultural use	II	I	I	
Self storage			IIII	
1,500 sf or less (about the size of a Starbucks)	IIII			
Between 1,500 and 15,000 sf	III	I		Ok towards small end for 32nd, only to 10,000 sf
15,000 sf (about the size of a Walgreens)		I	III	No more on 42nd, none on 32nd. Not even 10,000.
Between 15,000 and 40,000 sf		I	III	
40,000 sf or larger (about the size of a Safeway)		I	III	No more in addition to safeway
Handwritten uses:				Limit uses with large storage demand
Adult business			I	
Indoor/outdoor gathering eatery	I			
Community gathering space	I			
Farmers market	I			
Ice cream parlor	I			
Diner	I			
Library	I			
Brew pub	I			

Appendix F: Workshop Evaluation

Results from Visioning Workshop Comment/Evaluation Form

1. The Workshop was Productive	2. The Workshop was Enjoyable	3. The objectives of the Workshop were clear to me	4. The Workshop was a good way for me to express my opinions about 32nd and 42nd Ave. commercial areas	Nearest Intersection	Comments
1 1	1 1	1	1	Railroad and 48th	It's always good to share opinions within our neighborhood
2 1	1	N/A	N/A	42nd	
3 1	1 1	1	1	42nd at Washington	Feel there are many buildings that could be removed or seriously renovated. It's not pleasant to see the drabness
4 1	1 1	1	1	Home Ave.	Well-planned – did an outstanding job
5 1	1 1	1	1	49th and Logus or King	Thank you!
			(slight confusion on whether cards were for current zoning or future)		
6 1	1 1	1	1	32nd	Glad to have input
7 1	1 1	1	N/A (Would like to have more intensive one on one discussion as a resident directly within the planning zone)	Floss/wake and 32nd	
8 1	1 1	1	1	33rd and Harvey	Probably later – I can email
9 1	1 1	2 (It's not clear who initiated it or why. What might be done with this info and who will use it)	2 (The format was a bit chaotic. Participants weren't encouraged (coerced) to stay on topic)	46th and Adams	Overall, this is great
10 1	1 1	1	1	42nd and JCB	32nd feels more problematic than 42nd
11 1	1 1	2 (vague but possibilities)	1	Van Water/32nd	
12 1	1 1	1 (But only because I happened to see the agenda online – I had thought earlier that it was more of an open house)	1	47th and Washington	Encourage independent, varied businesses
13 1	1 1	1	1	42nd	Always!

1 = Agree; 2 = Disagree

Of the 16 Visioning Workshop participants, 13 filled out evaluation forms. All 13 agreed that the workshop was productive and enjoyable. 10 of the 13 (77%) felt the objectives of the workshop were clear. Of the remaining three one did not answer the questions, one cited vagueness, and one person said it was not clear who initiated the process, or what would be done with the information gathered during the workshop. This concern was addressed in future public involvement activities.

11 of the 13 participants (85%) felt that the workshop was a good way for them to express their opinions about the 32nd and 42nd Ave. commercial areas. One of the remaining two did not answer the question, and the other said they wanted to have a one-on-one conversation, as they were a resident within the commercial zone. As the questionnaire was anonymous, it is unclear if the person with this concern did get time to talk to Horizon members or Milwaukie Planning staff more in-depth.

Appendix G: Interview Questions

Confidentiality - Your responses will be attributable to you. If there is anything you wish us not to share with others, let us know.

Do you mind if I record this conversation so I can go back and listen if I miss something?

Interview questions for business owners

- How long have you been in business in this location?
- How did you find this location for your business? Was it difficult to find the right space for your business? (talk about size of spaces, lease rates, etc)
- Do you have any future plans for expansion/changes?
- What role do other businesses in the area play in the success of your own business?
- Do you feel they complement/compete/conflict with your success?
- Which types of businesses would you like to see in the area?
- Why? Do you feel like they might complement your business?
- Do you have a sense of where your clientele comes from/where they live? What is your market area?
- In general, how do they get here? Do many walk or bike?
- Do they come from the immediate neighborhood or from farther away?
- Do you think making it easier for people to walk and bike would be good for your business?
- How does the appearance - landscaping, cleanliness, architecture - of an area impact your decision to locate there?
- Have you ever had to interact with the city of Milwaukie for zoning, signage, or other regulations? How was that experience?
- Do you feel that you belong to a “network” of business owners in the area? If yes, please elaborate. If no, is this something you would be interested in?
- If you had a network or association, what would you want that to do for your business?
- Have you heard of or participated in the City’s facade improvement program?
- Do you ever hold community events in this commercial area? Would you support events here?
- How do you refer to this business district?
- What do you consider the strengths and weaknesses of this business district? (talk about parking, proximity to customers, business mix, visibility)
- What changes to this area would help your business succeed? Bike/ped. Parking. Signage. Building Design.

Interview questions for property owners

- Typically, how long are your leases with tenants?
- What are your lease rates per square foot?
- Are there certain types of businesses you would like to have as tenants? That you would not like? Why or why not?

- Do you have plans to change or sell your property in the future?
 - Have you ever had to interact with the city of Milwaukie for zoning, signage, or other regulations? How was that experience?
 - Do you feel that you belong to a “network” of business owners? If yes, please elaborate. If no, is this something you would be interested in?
 - If you had a network or association, what would you want that to do for your business?
 - What do you consider the strengths and weaknesses of this business district? (talk about parking, proximity to customers, business mix, visibility)
 - What changes to this area would help your business succeed? Bike/ped. Parking. Signage. Building Design.
-
- Tell me about the history of this site. What was the ownership and uses over time?
 - We heard that it was difficult to get Safeway to locate here, and that other grocery store chains declined because of the demographics. Can you tell me more about that?
 - Do you still own the property and manage it too?
 - What other properties do you own? Are they residential or commercial? What are your plans for them?
 - How do you think this shopping center fits into the neighborhood?
 - How are you dealing with the vacancies? Cutting rents? What do you think is the reason you cannot find tenants? Do you think its overbuilt or do you expect it to fill up once the economy picks up?
 - How does Safeway’s right of first refusal work? What kinds of businesses do they reject? Are there any that have been turned away thus far? Is there a list or does Safeway have discretion?
 - Are there certain types of businesses you would like to have as tenants? That you would not like? Why or why not?
 - Do you have plans to change or sell your property in the future?
 - When you have interacted city of Milwaukie for zoning, signage, or other regulations, how did it go?
 - Do you know anything about the relationships business owners have with each other/. What are attitudes towards associations or chambers of commerce like?
 - If you had a network or association, what would you want that to do for your business?
 - What do you consider the strengths and weaknesses of this business district? (talk about parking, proximity to customers, business mix, visibility)
 - What changes to this area would help this commercial area succeed? Bike/ped. Parking. Signage. Building Design.

Prospective Business Owner Questions

- Tell me about what exactly you want to do. What kind of cafe is it? What do you imagine it to be like?
- What size space do you need for your business? Are you looking to renovate or build new, or find a space ready to go?
- Have you considered other locations? What are they are why?
- What was your experience like with the City when you went to ask about

- zoning?
- Besides the zoning restrictions, are there other barriers to starting a cafe in the area?
- Where do you think you would draw customers from? Do you think the neighborhood could support your businesses plus others? What makes you think this?
- What do you think are complementary businesses/what would you want as a neighboring business?
- Do you think you would benefit from a business association or chamber of commerce?
- Can we use your story or name when discussing this project to explain what we can do

Planning Commissioner Questions

- What is your opinion of the project? Questions about the project?
- Have you heard from residents regarding the need for walkable neighborhood commercial areas? Any public resistance so far?
- What is your opinion on the need and feasibility of expansion of the commercial zones? about connections to MAX?
- Has there been application difficulties for prospective business owners? Why?
- Do you know of any past controversial commercial developments/proposals? Why were they controversial?
- What is your opinion on the viability of the commercial zones? What is your view on the current market for commercial development based on applications (more retail, more office)?
- What is the process and timeframe for zoning code changes? for transportation improvements?
- What is the commission looking for when considering zoning changes and land use/design/etc recommendations? Public acceptance? Consistency with other plans? Technical feasibility? Cost?
- Any considerations/concerns we should be aware of to improve the project?

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Appendix H: Open House Materials

Open House Handout



Neighborhood Main Streets Project

Open House

May 19th, 2012



Over the last five months, Horizon Planning reached out to residents, property owners and business owners to understand their vision for the neighborhood commercial areas along 32nd and 42nd Avenues, and the barriers to achieving that vision. Those conversations resulted in the Neighborhood Main Streets Community Vision Statement, below. Solutions that will help Milwaukee achieve this vision are found on the back side of this sheet. We welcome your questions or comments, - please direct them to 971-258-1825 or neighborhoodmainstreets@gmail.com.

Community Vision Statement

In the future, the commercial areas on 32nd and 42nd Avenues in Milwaukee are Neighborhood Main Streets. They are hubs of activity - places where local residents gather to shop, dine, and socialize. Tree-lined streets and attractive storefronts create a pleasant environment, and a mix of small-scale and locally-owned businesses fit in well to their established residential neighborhoods. Connections to these main streets from the surrounding areas allow people to safely and easily reach their destinations whether on foot, by bicycle, or by car.

Goal 1: A Vibrant, Local Economy

- A. A variety of locally-owned, small businesses meets everyday shopping and convenience needs for residents of immediate neighborhoods.
- B. A few specialty retailers draw in customers from outside the neighborhood.

Goal 2: Safe, Accessible Streets

- A. Sidewalks, crossings and street lighting on the main streets create a safe and comfortable environment for pedestrians.
- B. Streets in and around the area offer safe routes for walking, driving, bicycling, and public transportation.
- C. Adequate parking serves businesses without overwhelming the pedestrian environment.

Goal 3: Neighborhood-scale Identity

- A. Businesses are oriented along a main street, whose small scale and design blend easily into the surrounding residential neighborhood.
- B. Places are available for residents to gather, such as a park, community center, cafe, or pub.
- C. Street trees, bio-swales, and landscaping increase the attractiveness of the area.

Look for the ? on posters to give feedback.

GOAL 1: A VIBRANT, LOCAL ECONOMY

- Create a new Neighborhood Commercial zone with uses that are specific to Milwaukee's small scale commercial areas
- Provide economic development technical assistance to prospective business owners
- Support co-working spaces, business incubators, cooperatives, or temporary pop-up shops in vacant storefronts
- Start a seasonal farmers market on under-utilized parking lots
- Promote buy-local campaigns and community events for Neighborhood Main Streets

Uses that will be allowed in the zone include:

- Eating establishments
- Retail
- Bank
- Offices
- Personal services
- Recreational/cultural

Other uses that could be allowed, under certain circumstances, include:

- Second floor housing
- Bar/pub
- Automobile service and repair
- Child care
- Food carts

GOAL 2: SAFE, ACCESSIBLE STREETS

- Improve walking and biking connections to surrounding neighborhoods
- Improve pedestrian crossings at key intersections
- Make sidewalks on the Neighborhood Main Streets safer and more comfortable
- Add bike parking and identify on-street parking options as needed

High priority sidewalk improvement projects include:

- 43rd Ave: King Rd to Covell St.
- Harrison St: 44th Ave to 47th Ave
- Llewellyn St /34th Ave/King Rd connection: 32nd Ave to 42nd Ave
- 29th Ave to C Street: bike/pedestrian pathway

GOAL 3: NEIGHBORHOOD-SCALE IDENTITY

- Establish Development Standards in the new Neighborhood Commercial zone to ensure that new construction is pedestrian-scale
- Create places for people to gather; like parks, libraries, and eating establishments
- Consider including more properties along 32nd and 42nd Aves. in the new Neighborhood Commercial zone. Zone expansions could occur south on 42nd Ave to Monroe St, on the east side of 32nd, or north on 32nd to Roswell St.
- Build commercial area identity through banners, murals, and community events
- Encourage businesses to convert excess parking spaces to other uses
- Expand the Storefront Improvement program

Pedestrian-scale development standards include:

- Limiting building heights to 3 stories and commercial uses to 10,000 square feet
- Requiring buildings built up to the sidewalk
- Requiring parking to be located on the side of or behind commercial buildings
- Requiring ground floor window and door openings
- Allow green roofs, planters, balcony plantings, courtyards, and parking area landscaping to count towards landscaping requirements of 15% of land area

Open House Posters

Goal 1: Vibrant, Local Economy

Needs

- More neighborhood-serving businesses to fill vacant storefronts and meet a larger portion of daily shopping needs
- Enhanced opportunities for new, locally-owned business formation



- More activity on the street during day and evening times
- A greater number of eating establishments and places to gather
- Continued support for existing businesses



Proposed Solutions

- Create a new neighborhood commercial zone to allow community desired uses.

Allowed Uses	Should These Be Allowed?	Yes	No	What Do You Think?
Eating establishments	Second floor housing			?
Retail	Bar/pub			
Bank	Automobile service and repair			
Offices	Child care			
Personal services	Food carts			
Recreational/cultural				



Other Solutions

- A seasonal farmers market in under-utilized parking lots
- Buy Local campaigns
- Community events
- Economic development technical assistance
- Co-working space, incubators, co-ops, pop-up shops to fill vacant store fronts

What's Your Priority?



Next Steps

- For the City: Adopt new Neighborhood Commercial zoning category; Develop technical assistance information for prospective business owners
- For the Community: Support new businesses and community events
- For Commercial Property Owners: Consider inviting flexible uses like co-working or pop-up shops
- For Business Owners: Consider organizing to promote the business district.

Neighborhood **HORIZON** **MILWAUKEE**
Main Streets Project **Planning** **Designated City of the West**

Goal 2: Safe, Accessible Streets

Needs

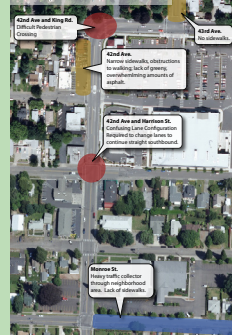


32nd Ave Identified Transportation Issues



- Enhanced pedestrian crossings on main streets
- Slower and more predictable traffic
- A more visible, clearly identified bicycle network
- Buffers between sidewalks and traffic
- Sidewalks that provide safe connections
- More on-street parking

42nd Avenue Identified Transportation Issues



Proposed Solutions

- Improve pedestrian crossings at key intersections
- Make sidewalks on the main streets safer and more comfortable
- Add bike parking and identify on-street parking options in the future
- Improve walking/biking connections to surrounding neighborhoods

What's Your Priority?



Potential Solutions

Curb Extensions



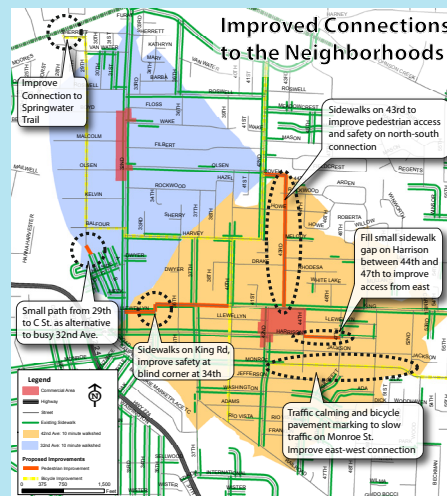
Lane Marking/Narrowing



Pedestrian Signals and Signs



Crosswalk Markings



Next Steps

- For the City: Prioritize and add new projects to the Transportation System Plan; Seek out funding opportunities
- For the Community and NDAs: Focus Walk Safely Milwaukee funds on Neighborhood Main Street projects; Advocate for bike and pedestrian safety improvements.

Neighborhood **HORIZON** **MILWAUKEE**
Main Streets Project **Planning** **Designated City of the West**

Goal 3: Neighborhood-Scale Identity

Needs

- Continued neighborhood/small-scale development
- Places for residents to gather



- Well-defined identity and cohesiveness
- Pedestrian-scale development that fronts the street
- Commercial edges that blend into the neighborhood
- An attractive streetscape and more greenery



- A. Businesses are oriented along a main street, whose small scale and design blend easily into the surrounding residential neighborhood.
- B. Places are available for residents to gather, such as a park, community center, cafe, or pub.
- C. Street trees, bio-swales, and landscaping increase the attractiveness of the area.

Proposed Solutions

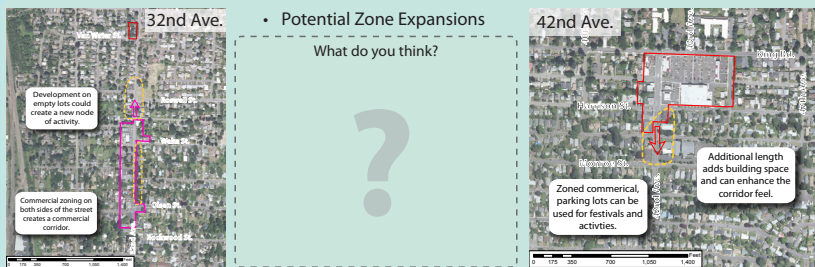
- Require new construction to be pedestrian-scale
 - Maximum height: 3 stories or 45 feet
 - Parking on the side or behind buildings
 - Buildings close to the sidewalk
 - Require ground floor windows/doors
 - Limit uses to 10,000 sq ft
 - Alternatives to meet landscaping requirement: outdoor seating, planters, green roofs



Other Solutions

- Encourage conversion of excess parking spaces to other uses
- Create places for people to gather: outdoor seating, restaurants, park
- Storefront Improvement program
- Consider expanding the commercial zone along the main street

What's Your Priority?



Next Steps

- For the City:** Adopt new Neighborhood Commercial zone; Consider expanding the storefront improvement program to include neighborhood main streets; Explore a program to encourage conversion of parking spaces to other uses.
- For the Community and NDAs:** Support existing and new local businesses
- For Business Owners:** Organize and work with the city to fund signage and other streetscape elements that promote the commercial areas; Consider starting an annual community festival or street event focused on the neighborhood main streets

Neighborhood Main Streets Project **HORIZON** **MILWAUKIE**
Planning Engaged City of the West

Should the Commercial Districts Have a Name?



Name the 32nd Ave. Commercial District



Name the 42nd Ave. Commercial District



Neighborhood Main Streets Project **HORIZON** **MILWAUKIE**
Planning Engaged City of the West

A Community-Guided Project

Walking Tours



Participants Preferred...

- Wider sidewalks
- More street trees
- Buildings that abut the street
- Local serving businesses
- Sidewalks for safe connections to the neighborhood
- Parking on-street or behind the building

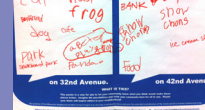
Hillside Manor Focus Group

Businesses residents want...

- Restaurants
- Craft store/fabric store/art supplies
- Dairy Queen/ice cream
- Sushi restaurant
- Book store
- Medical clinic/urgent care
- Farmer's market /produce market
- Companion animal clinic
- Computer repair



"I want" Posters



I want... Poster

- Ardenwald Elementary School
- Linwood Elementary School
- Hillside Manor
- Laundromat on 42nd Ave.
- Art House Cafe

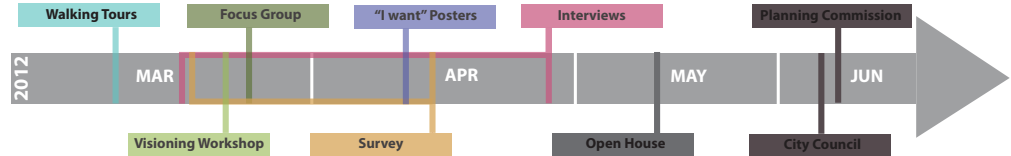
Interviews

Business Owners are...

- Supportive of more walking customers
- Protective of parking for customers
- Supportive of a more pleasant streetscape
- Unsure of commercial area growth

Residents wanted...

- Activities for children
- Pedestrian walking environment
- Neighborhood serving businesses



Visioning Workshop

32nd Ave Strengths

- Stable neighborhood
- Existence of sidewalks
- Residential-commercial mix
- Greenery
- Lisac's is a regional draw

32nd Ave Weaknesses

- Busy traffic
- No identity in commercial area
- Poor building appearance
- Lack of bicycle access
- Limited space for parking



42nd Ave Strengths

- Restaurants
- Availability of parking
- Community center is active
- Safeway design is attractive
- Potential for growth
- Lots of traffic – good visibility

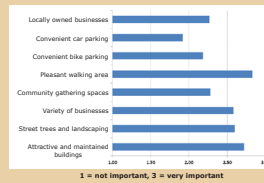
42nd Ave Weaknesses

- Not designed for pedestrians
- Bad circulation in large parking lot
- Confusing intersections
- Lack of greenery
- Used car lot is an eyesore

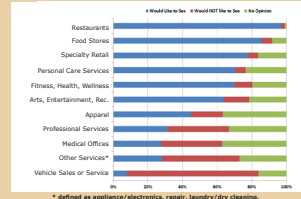


Survey

Q: How important are the following characteristics in your vision?



Q: What kinds of businesses would you like to see in the commercial areas?



* defined as appliances/electronics, repair, laundry/dry cleaning

Neighborhood Main Streets Project

HORIZON Planning

MILWAUKIE Regional City of the Future

Appendix I: Open House Comments

Goal 1: Vibrant, Local Economy

- Mixed use is great - doesn't have to be residential second story. could be behind or integrated differently into the development
- I'm hoping that the planning commission considers allowing pop up shops and temporary businesses such as farmers markets on main streets, esp in vacant buildings and lots on 32nd and 42nd Aves
- Pub - a cafe/coffee shop, sandwich
- Yes. A real pub
- Yes to food carts, co-ops, co-working space and pop up shops
- 32nd and Roswell...???
- Bar- no. Pub - yes! how to define difference in code?
- I'm on a co-op board. You would have to make sure there is good bike connectivity with other neighborhoods.
- don't want to lose parking
- permit cost concerns
- we need better building standards (storefronts are ugly). we need a better business tax structure to support and attract better businesses

Goal 2: Safe, Accessible Streets

- sidewalk wider! or buffer! 32nd very dangerous to pedestrians, bikes, animals and even vehicles
- improve crossing at existing crosswalks
- walkable neighborhoods with landscape buffers between sidewalk and traffic is a priority
- consider putting a stop sign or two on 32nd between Johnson Creek and Harrison
- 32nd ave sidewalks. bike routes try 42nd.
- sidewalks on Adams needed
- prevent Monroe from becoming a developed auto arterial. maintain it as a collector with traffic calming and bike/ped friendly features
- don't get rid of parking for existing businesses
- improve surface quality of 42nd south of Monroe and Jackson and Jefferson
- consider delivery vans and trucks - delivery zones. adequate access to businesses so they can get deliveries on time.
- poor pavement condition on 42nd

Goal 3: Neighborhood Scale Identity

- If sidewalks are not already wide, buildings fronting sidewalks restrict use of cafe tables outside. maybe allow buildings to be some feet off property line to allow for transition or use of building frontage to be used for tables, displays, activities, etc.
- Rezone 32nd and Roswell lots to mixed use
- please don't eliminate parking spaces at small biz on 42nd

-
- consider the placement of MAX in proximity to 32nd when planning the commercial main street
 - my property at [address removed] has the front half zoned commercial and the back half residential. it seems more logical to zone it all commercial unless it would cause a large increase in property taxes.
 - would like to see commercial zone extend to Van Water on 32nd to help create a business hub to serve commuters who will be accessing light rail from that street
 - extend zoning changes to north end of 32nd to include Roswell
 - extend commercial zoning further east on King Road, many businesses are already operating there. and south to 42nd.
 - commercial zone on 32nd should be widened between Olsen and Wake streets
 - extend zone south to hospital properties, both sides of 32nd
 - some commercial expansion or redevelopment makes sense - but with great caution about impacts on single family neighborhoods. design means everything
 - Challenge: how to balance pedestrian experience with need for parking. I would like to see street meandering around staggered parking
 - concerned about too large a complex (apartment) particularly Roswell/32nd large lot. mixed use ok.
 - Include plazas and courtyards (in alt. to meet landscaping)

Other

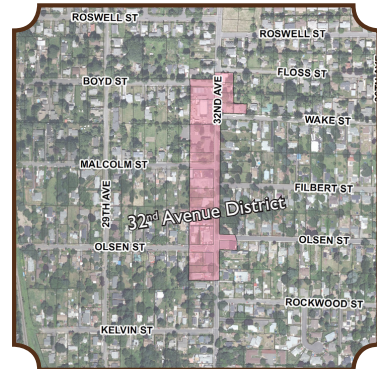
- Commercial Districts should have a business association

Appendix J: Outreach Materials

Project Postcard

Neighborhood Main Streets Program
PLANNING DEPARTMENT • MARQUARDTR@CI.MILWAUKIE.OR.US • (503) 786-7658

The City of Milwaukie is launching the Neighborhood Main Streets Project to create commercial districts in Milwaukie neighborhoods that include community-oriented shops and services that residents can easily walk and bike to. The project's focus is to get input from residents and businesses about their vision for neighborhood commercial areas along 32nd Avenue and near 42nd Avenue (see maps).



Over the coming months, you may be contacted by City staff or graduate students from Portland State University who are assisting the City in this project. We look forward to the chance to talk with you about the future of these important neighborhood areas!

The plan for the project is:

- Interview stakeholders and conduct surveys (February – April)
- Hold a public input meeting (March)
- Present findings and draft recommendations (May)

The City will use the public input and recommendations to draft revisions to the zoning of these areas, and may pursue other associated programs to help create vibrant neighborhood commercial main streets.

Questions, comments? See contact info on other side of this postcard.

Neighborhood Main Streets Program

PLANNING DEPARTMENT • MARQUARDTR@CI.MILWAUKIE.OR.US • (503) 786-7658



What stores
and shops
would you
like to walk or
bike to right
in your own
Neighborhood?



QUESTIONS, COMMENTS, WANT TO PARTICIPATE?

CITY OF MILWAUKIE PLANNING DEPARTMENT

6101 SE JOHNSON CREEK BLVD., MILWAUKIE, OR 97222

EMAIL: MARQUARDTR@CI.MILWAUKIE.OR.US

PHONE: (503) 786-7658

PROJECT WEBSITE:

WWW.CITYOFMILWAUKIE.ORG/PLANNING/NEIGHBORHOOD-MAIN-STREET-PROJECT



MILWAUKIE
Dogwood City of the West

Letter to Residents near Commercial Zones

Dear Resident,

March 14, 2012

You are receiving this letter because you live within or adjacent to the neighborhood commercial areas along 32nd or 42nd Avenues in Milwaukie, which are the focus of the City's *Neighborhood Main Streets Project*. As an important stakeholder in this project, we want to provide you with updates on the project and invite you to participate in the process.

The purpose of the Neighborhood Main Streets Project is to develop a community vision and plan for potential revitalization of the 32nd and 42nd Avenue neighborhood commercial areas.

The project is a joint effort between the City of Milwaukie, its residents, and the Portland State University graduate student group Horizon Planning. In June of this year, we will recommend zoning changes for the commercial zones on 32nd and 42nd Avenue, based on what we hear from the community. For example, the types of businesses currently allowed in each zone might not match what people in the area want in their neighborhood. We hope to recommend changes that will allow and encourage desired types of businesses to locate on 32nd and 42nd.

We have already spoken with business and property owners in the areas. Our **online survey** has been taken by more than 30 people, and last weekend 13 neighborhood residents joined the members of Horizon Planning on **walking tours** of the two commercial areas.

There are still many more opportunities for you to get involved in the project and ensure that your opinions on the future of your neighborhood get heard:

- We invite you to **attend our Community Visioning Workshop next Wednesday** March 21st from 6-8 pm at Lewelling Elementary, 5325 SE Logus Rd.
- If you have not yet, we encourage you to **take our survey**, available on our project website at tinyurl.com/neighborhoodmainstreets.

If you have any questions about the project, or the options above do not work for you, we would be happy to talk with you individually, at your convenience. You can reach any of the members of Horizon Planning by email at neighborhoodmainstreets@gmail.com, or you can also leave us a voicemail at (971) 258-1825.

We hope to talk with you soon!

Sincerely,

Kelly Moosbrugger, *Public Involvement Lead*
Horizon Planning



Initial Outreach Flyer

Neighborhood Main Streets Project



Help make a thriving
neighborhood main street.
Create a vision for
32nd and 42nd Avenues.
Tell **us** what **you** want to see!

Take the Survey

on our website:
tinyurl.com/neighborhoodmainstreets



Chat at a Walking Tour

Sat. March 10th
32nd Ave: Art House Coffee 11am
42nd Ave: 7-Eleven 1pm



Come to the Workshop

Weds. March 21st
Lewelling Elementary
5325 SE Logus Rd 6-8 pm



Visit the project website: tinyurl.com/neighborhoodmainstreets
email: neighborhoodmainstreets@gmail.com phone: (971) 258-1825



Visioning Workshop Flyer

Visioning Workshop

Family Friendly
Food and
childcare
provided.

Weds. March 21st
Seth Lewelling Elementary
in the Library
5325 SE Logus Rd
6-8 pm



What is your vision for
32nd and 42nd Avenues?

Purpose: The Neighborhood Main Streets Project will create a community vision for the culture and identity of the 32nd and 42nd Avenue commercial areas and devise potential alternatives to reach that vision.

What kinds of businesses would you like to see?
What should the street environment look like?
What kind of character should the area have?

website: tinyurl.com/neighborhoodmainstreets
email: neighborhoodmainstreets@gmail.com

@MilwaukeeNMSP
(971) 258-1825
Twitter
phone



Neighborhood
Main Streets Project

Draft Vision Statement Fact Sheet

Community Vision Statement

From public input from walking tours, interviews, surveys, and a visioning workshop, the community has told Horizon Planning what they envision for their Neighborhood Main Streets, the commercial areas along 32nd and 42nd Avenue in Milwaukie.

In the future, the Neighborhood Main Streets are hubs of activity - places where local residents gather to shop, dine, and socialize. A mix of small-scale and locally-owned businesses fit in well to their established residential neighborhoods. Connections to those attractive green main streets from the surrounding areas allow people to safely and easily reach their destinations whether on foot, by bicycle, or by car.

Goals for the Neighborhood Main Streets:

A Vibrant, Local Economy



A mix of locally-owned, small businesses.

A variety of businesses and services that meet everyday shopping and convenience needs, such as eating establishments, grocery stores, barber shops, hardware, garden and craft stores

Safe, Accessible Streets



Sidewalks, crossings and street lighting that create a safe environment for pedestrians

Streets that offer safe routes for driving, bicycling, and public transportation
Adequate parking to serve businesses without overwhelming amounts of asphalt

Neighborhood-scale Identity



Businesses are oriented along a main street, whose small scale and design blend easily into the surrounding residential neighborhood.

Places for residents to gather, such as a park, coffee shop, cafe, or pub
Street trees, bioswales, and landscaping that increases the attractiveness of the area

Top Businesses that People Want to See in Neighborhood Main Streets

Small-scale eatery	Family restaurant or Pub	Bookstore	Gathering areas	Grocery	Craft/art/fabric store	Hardware store	Personal care/salon
Farmer's market						Small Offices	Library

Top Strengths and Weaknesses the Community has Identified

32nd Ave		42nd Ave	
Strengths	Weaknesses	Strengths	Weaknesses
Stable neighborhood	Busy traffic	Restaurants	Not pedestrian-friendly
Sidewalks	No identity for commercial area	Parking	Bad Parking Circulation
Residential Neighborhood Feel	Building maintenance	Community center	Lot of asphalt
Trees and Greenery	Lack of walk/bike access	Potential for growth	Ugly car lot
Lisa's regional draw	Limited parking	Safeway	"Residential-looking" commercial buildings
		Lots of traffic, good visibility	

Stay Involved:

Website: tinyurl.com/neighborhoodmainstreets
Email: neighborhoodmainstreets@gmail.com
Twitter: @MilwaukieNMSP
Phone: (971) 258-1825

Neighborhood Main Streets Project



Open House Flyer

Drop in! Neighborhood Main Streets Project Open House

You told us A Neighborhood Main Street has...

A Vibrant, Local Economy



A variety of locally-owned small businesses meets everyday shopping and convenience needs for residents of immediate neighborhoods.

A few specialty retailers draw in customers from outside the neighborhood.

Safe, Accessible Streets



Sidewalks, crossings and street lighting on the Main Streets create a safe and comfortable environment for pedestrians.

Streets in and around the area offer safe routes for walking, driving, bicycling, and public transportation.
Adequate parking serves businesses without overwhelming the pedestrian environment.

Neighborhood-scale Identity



Businesses are oriented along a main street, whose small scale and design blend easily into the surrounding residential neighborhood.

Places are available for residents to gather, such as a park, community center, cafe, or pub.

Street trees, bio-swales, and landscaping increase the attractiveness of the area.

Come view solutions that will transform 32nd and 42nd Ave into

Neighborhood Main Streets

Proposed solutions will include:

Zoning Changes
Street Improvements
Economic Development Programs

Tell us what works best for your community!

**Drop in anytime on
Saturday May 19th
from 10am to 2pm
Pond House
2515 SE Harrison St.**

For Detailed Project Info and to Stay Involved:

Website: tinyurl.com/neighborhoodmainstreets
Twitter: @MilwaukieNMSP

Contact us:

Email: neighborhoodmainstreets@gmail.com
Phone: (971) 258-1825



“I want...” Poster

I want

--	--


on 32nd Avenue. **on 42nd Avenue.**

WHAT IS THIS?

This poster is a way for you to let your community know what you think would make these places better. Imagine the possibilities and write your comments here for all to see. Maybe your ideas will inspire others in your neighborhood!

The purpose of the Milwaukee Neighborhood Main Streets Project is to develop a community vision and plan for potential revitalization of the 32nd and 42nd Avenue commercial areas.

Milwaukee Neighborhood Main Streets Project ■ neighborhoodmainstreets@gmail.com ■ tinyurl.com/neighborhoodmainstreets



Letter to Business or Property Owner near Commercial Zones

Dear Business or Property Owner,

May 8, 2012

You are receiving this letter because you are within the neighborhood commercial areas along 32nd or 42nd Avenues in Milwaukie, which are the focus of the City's *Neighborhood Main Streets Project*. As an important stakeholder in this project, we want to provide you with updates on the project and invite you to participate in the process.

Through the Neighborhood Main Streets Project the City may begin considering rezoning or changes to the zoning of some properties on 32nd and 42nd Avenues. It's important for you to be a part of this conversation.

From our online survey, walking tours and vision workshop we have crafted a community vision that represents how the 32nd and 42nd Ave commercial areas should look and feel in the future.

To reach this vision we are presenting recommendations to the community at an Open House event on May 19th from 10am to 2pm. We are recommending the creation of a new zone that would differ from the current zoning in the allowed uses, street setbacks and design standards.

After public feedback about these recommendations we will present our final recommendations to the Milwaukie City Council and Planning Commission on how the City could move forward to achieve the community vision. For more information about the project:

- We invite you to **attend our Open House (see flier on reverse side)**

Saturday, May 19th 10am-2pm, Pond House, 2215 SE Harrison Street.

- Review project documents at the project website:
tinyurl.com/neighborhoodmainstreets

If you have any questions about the project we would be happy to talk with you individually, at your convenience. You can reach any of the members of Horizon Planning by email at neighborhoodmainstreets@gmail.com, or you can also leave us a voicemail at (971) 258-1825.

Sincerely,

Kelly Moosbrugger, *Public Involvement Lead*
Horizon Planning

5/22/12

ON THE HORIZON: PSU GRADUATES COLLABORATE WITH THE CITY TO BENEFIT ITS NEIGHBORHOODS...



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ORATE WITH THE CITY TO BENEFIT ITS NEIGHBORHOODS & MAIN STREET

Written by Brandi Katherine Herrera. Posted in **Featured** (<http://www.milwaukie.rules.com/category/featured/>), **RADAR** (<http://www.milwaukie.rules.com/category/radar/>)

Published on May 09, 2012 with ([#comments](#)) 0

Huddled outside 7-Eleven in the drizzle of one of the colder days of spring, we must have looked just a little off our rockers. Cars zipping past with their frantic windshield wipers were likely oblivious to our fearless little pack. But I, for one, felt noticeably at odds with the hubbub of foot traffic in and out of the convenience store's front entrance. It's the kind of moment where you have to ask yourself, "Why can't I feel my fingers?" And, "Why didn't I wear socks, or bring an umbrella?" In typical fashion, everyone else looked a lot more equipped than I did.

It was quite a scene; the lot of us standing out in the rain so casually like any other Saturday. What on earth were we doing? Taking a stroll? Having a friendly conversation? Yes, and yes. Concerned and committed Milwaukie residents and business owners braved the inclement weather (not once, but twice!) on March 10 to do just that: participate in a walking tour of the city's 32nd and 42nd Avenue commercial areas, and engage in dialog during the first stages of the Neighborhood Main Street Project (NMSP) headed up by Horizon Planning.

So, walk and talk we did—past 7-Eleven and the Premier Auto lot where 42nd meets King Road, past Safeway to 44th, then circling back around to 42nd via Harrison. A seemingly short jaunt, though wrought with numerous obstacles and eyesores. With heads up and eyes peeled, we navigated the most treacherous (no kidding) of paths and corners lacking proper sidewalks (if any), crossing signage, and lighting.

And just as I was about to step out into 43rd, one of the Horizon Planning crew alerted me to a car plowing its way past us toward the grocery store. "Someone's in a hurry—don't get hit!" I heard a member of the tour group say. I jumped back a few feet toward safety. We all chuckled a little, and nervously kept walking.

The Neighborhood Main Street Project is the capstone of Horizon Planning's graduate program. The group—comprised of five Masters in Urban and Regional Planning students from Portland State University—selected The City of Milwaukie from about 40 other organizations that submitted project proposals. Says Kelly Moosbrugger, who will graduate this June with a specialty in Regional Economic Development, "We were drawn to the project because of the great potential for it to actually be implemented. The City plans to use our work to make real changes that will help neighborhoods in Milwaukie become more walkable

and economically vibrant."

Since our perilous excursion in March, the group of students has collaborated with the City Planning Dept., Milwaukie's residents and the business community, by holding workshops, and conducting public opinion surveys and interviews in order to gain a more thorough scope of their vision for the future of the city's commercial zones.

The resulting data from Horizon's efforts has been condensed into a Draft Vision Statement, which the group plans to hone and formally unveil during the Neighborhood Main Streets Project Open House on Saturday, May 19 (10 am – 1 pm at the Pond House). To some active members of the community, the project's initial goals may not come as much of a surprise:

1. A vibrant, local economy: with a mix of locally owned small businesses.
2. Safe, accessible streets: including sidewalks, crossings and street lighting that create a safe environment for pedestrians.
3. Neighborhood-scale identity: where businesses are oriented along a main street, whose small scale and design blend into the surrounding neighborhoods.

As the old "best-laid plans" saying goes, long-term success hinges on a number of factors, including the strategy and implementation recommendations Horizon will make to the Planning Commission on June 12.

Even so, it's hard to imagine that the future of Milwaukie's commercial areas won't live up to the vision its citizens have put down on paper with the help of Horizon Planning. All of them, especially the dedicated adventurers who gathered in the rain and wind one early March afternoon, want nothing more than to see Milwaukie abuzz with vibrant life; where residents have come by foot, bicycle (and yes, even car) to shop, dine and socialize in safety.

Neighborhood Main Street Project Open House
(<http://milwaukie.rules.com/blog/the-milwaukie-rules-blog/neighborhood-main-street-project-open-house>)

at the Milwaukie Pond House May 19 from 10-1

If you like what you see on Milwaukie Rules!, please consider becoming our Facebook Fan (<https://www.facebook.com/PortlandRules>), (<https://www.facebook.com/PortlandRules>) following us on Twitter (<https://twitter.com/#!/milwaukie.rules>) and/or linking to us from your website or blog. We need your help to spread the word so we can keep it up.

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Neighborhood Main Streets Project - a collaboration of the City of Milwaukie and Horizon Planning: five students in the PSU Urban Planning Masters program.
Milwaukie, Oregon · <http://tinyurl.com/neighborhoodmainstreets>

- [44 Tweets](#)
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All Tweets as of May 22, 2012 (beginning with most recent)

22 May **Milwaukie NMSP**

Neighborhood Main Streets Open House displays and handouts are also available here:
<http://www.ci.milwaukie.or.us/planning/neighborhood-main-streets-project-open-house>

22 May **Milwaukie NMSP**

Didn't make it to the open house? No worries, our draft recommendations are here <http://goo.gl/kXBRJ> & we are taking feedback until May 31

22 May **Milwaukie NMSP**

@MilwaukieRules Yes! We have a recommendation for co-working spaces. Activespace is a great example! Lots of entrepreneurs in **#Milwaukie**

19 May **Milwaukie NMSP**

Our open house is now open! We have goodies from bobs red mill, Join us at the pond house from now until 2pm

18 May **Milwaukie NMSP**

Open House attendees will help us prioritize our recommendations to **@cityofmilwaukie**. Stop by and give us your two cents

18 May **Milwaukie NMSP**

Hector Campbell, Ardenwald, and Lewelling residents of **#Milwaukie**: We'd love to see you at our Open House tmrw, 10a - 2p at the Pond House

17 May **Milwaukie Rules! @MilwaukieRules**

RT **@DirectPdx #Portland** to Milwaukie light rail project gets \$85M <http://bit.ly/KcZh4W>
Retweeted by **Milwaukie NMSP**

16 May **Milwaukie NMSP**

@cityofmilwaukie Lots going on in **#Milwaukie** lately, thanks for putting the Neighborhood Main Streets Open House on the City calendar!

16 May **Milwaukie NMSP**

@Ardenwald_JC_NA Hope to see Ardenwaldians at our Open House this Saturday!

16 May **Milwaukie NMSP**

Our Open House is this Saturday at the **#Milwaukie** Pond House, 10 to 2. Browse for some used books then browse through our posters!

11 May **Milwaukie NMSP**

Presenting a poster about the project at the Oregon APA conference in Bend
<http://pic.twitter.com/LSmcCHMs>

9 May **Milwaukie NMSP**

@WLinn_Reporter Art House Coffee <http://pic.twitter.com/hWNzkOrL>

9 May **neighborhood notes @nnpdx**

Learn tools + strategies to enable flow of local \$ into our communities. "Locavesting" Comes to Portland!
[#pdx](http://j.mp/JxD2Xi)

Retweeted by **Milwaukie NMSP**

9 May **Milwaukie NMSP**

@WLinn_Reporter No, but there's a great coffee/art house at 32nd & Olsen in **#Milwaukie** that the owner wants to sell, he has no time 4 it now

9 May **Milwaukie Rules! @MilwaukieRules**

@MilwaukieNMSP: comprised of 5 PSU Masters in Urban and Regional Planning students selected Milwaukie from 40 other orgs: <http://ow.ly/aOmDq>

Retweeted by **Milwaukie NMSP**

9 May **Milwaukie NMSP**

Looking for some heavy reading about **#Milwaukie**? Our 63-page existing conditions report is now available online! <http://goo.gl/ldd6M>

9 May **Milwaukie NMSP**

Thanks for the retweets! **@MilwaukieRules @MilwkieReporter @MilwaukieNotes**

9 May **Milwaukie NMSP**

Milwaukie Neighborhood Main Street Open House is Saturday, May 19th from 10AM to 2PM at the Pond House! <http://twitpic.com/9j702x>

8 May **Milwaukie NMSP**

Neighborhood Main Streets is creating more walkable, vibrant commercial areas in **#Milwaukie** neighborhoods. See our FAQ: <http://goo.gl/sM4Fo>

4 May **Data Driven Detroit @D3detroit**

A Neighborhood's Most Important Asset: Walkability <http://ow.ly/aIbG> via **@AtlanticCities** and **@Kaid_at_NRDC**

Retweeted by **Milwaukie NMSP**

- 11 May **Milwaukie NMSP**
Open house scheduled for Sat, May 19 at **#Milwaukie** Pond House. Come check out our recommendations for NH main streets! <http://goo.gl/jowJD>
- 24 Apr **Milwaukie Rules! @MilwaukieRules**
Wisconsin? RT **@nmpdx** How do people react when you reveal which Portland neighborhood you live in? [#pdx](http://i.mp/JATass)
Retweeted by **Milwaukie NMSP**
- 19 Apr **Milwaukie NMSP**
98% of our survey respondents said it is important for a Neighborhood Main Street area to be pleasant to walk around. **#pedestrian**
- 16 Apr **Milwaukie NMSP**
101 people completed the NMSP survey. 96% said they want to see more restaurants on 32nd and 42nd in **#Milwaukie**.
- 12 Apr **Milwaukie NMSP**
Here's the draft vision for Neighborhood Main Streets in **#Milwaukie**! Feedback encouraged <http://twitpic.com/98yhq4>
- 12 Apr **Milwaukie NMSP**
@nmpdx Coming up with solutions like improved zoning regulations that allow types of businesses people want, economic dev programs & more
- 12 Apr **Milwaukie NMSP**
@nmpdx Terrific. The community is really involved and has told us what they want- more businesses, pedestrian safety, a clear identity.
- 11 Apr **Milwaukie NMSP**
Sounds familiar! RT **@nmpdx**: Looking for some ways you can boost business and build community in your neighborhood? <http://i.mp/HCI0uh>
- 11 Apr **Milwaukie NMSP**
@MilwaukieReporter I think it's snow cones. "best friend" is another good one.
- 11 Apr **Milwaukie NMSP**
What students at Ardenwald elementary want in their neighborhood. Adorable. <http://pic.twitter.com/NAiMGt8l>
- 11 Apr **Milwaukie NMSP**
Last chance to take the **#Milwaukie** Neighborhood Main Streets survey, it closes this Friday. <http://goo.gl/Qckbg>
- 5 Apr **Milwaukie NMSP**
Photo from our Visioning Workshop a couple weeks ago. Thanks to all who came, it was a great success! <http://twitpic.com/95z4lr>
- 21 Mar **Milwaukie NMSP**
Visioning Workshop 6PM tonight at the Lewelling Elem. library - 5325 SE Logus Rd. **#Milwaukie** Free pizza Bring your kids we have childcare
- 18 Mar **Milwaukie NMSP**
What do YOU want on 32nd or 42nd Avenues in **#Milwaukie**? Come to the Visioning Workshop to share! <http://twitpic.com/8y9e5g>
- 14 Mar **Milwaukie NMSP**
On the way to Lewelling NDA meeting tonight in **#Milwaukie**
- 11 Mar **Milwaukie NMSP**
Great walking tours yesterday, we learned a lot! Thanks to all who came despite the rain! <http://pic.twitter.com/BsTABQwd>
- 9 Mar **Milwaukie NMSP**
#Milwaukie walking tours tomorrow: 11AM at Art House coffee on 32nd, 1PM at Lewelling & 42nd.
- 9 Mar **Milwaukie NMSP**
Cool! RT **@LostOregon** King Road, Milwaukie in the 1960s, from the Big O: <http://bit.ly/zxGWo6>
- 6 Mar **Milwaukie NMSP**
We were out and about in **#Milwaukie** yesterday. Great lunch at Super Burrito Plus!
- 6 Mar **Milwaukie NMSP**
@BJDorr Thanks for your input!
- 4 Mar **Milwaukie NMSP**
Check out all the ways you can participate in the Neighborhood Main Streets project http://www.ci.milwaukie.or.us/sites/default/files/fileattachments/poster_flyer_surveylink.pdf
- 3 Mar **Milwaukie NMSP**
Our survey is available! Take 5 minutes to give us your thoughts on improving 32nd and 42nd Avenue commercial areas. https://portlandstate.qualtrics.com//SE/?SID=SV_8k4edcq20U193Ja
- 2 Mar **Milwaukie NMSP**
Neighborhood Main Streets Project featured in the **#Milwaukie** Pilot! Workshop location now Seth Lewelling elementary. http://www.ci.milwaukie.or.us/sites/default/files/fileattachments/march_pilot_newsletter_12.pdf
- 28 Feb **Milwaukie NMSP**
PSU graduate students assist Milwaukie in zoning revamp | <http://OregonLive.com> http://www.oregonlive.com/milwaukie/index.ssf/2012/02/psu_grad_students_assist_milwa.html

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