

An aerial map of Milwaukie, Oregon, is overlaid with several cutouts of dogwood flowers. The flowers are in various stages of bloom, with some showing green buds and others showing white petals with yellow centers. The map shows streets, buildings, and a body of water on the left side. The text "FRESH LOOK" is written in large, bold, blue letters across the middle of the map.

FRESH LOOK

June 2013

MILWAUKIE:

Downtown Road Map

PUBLIC OUTREACH FINDINGS report

Appendix E - volume 1 (Findings)



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i Overview

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**viii Targeted Outreach to Groups
in Milwaukie**

**Appendix: refer to Volume 2 (SWOC
Analysis and Complete Summaries)**

Talked to **over**
300 Milwaukie
community
members!



Kickoff
Meeting
April 1st



Community Workshop:
Prioritize strategies for Downtown
May 9th



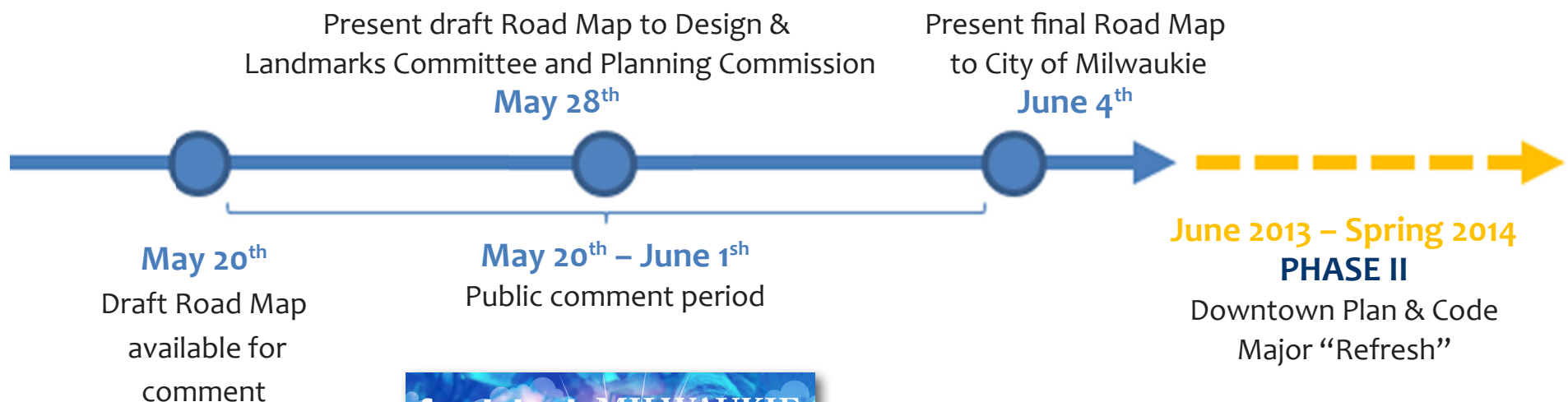
April 1st – May 1st

Community Conversations/ Stakeholder
interviews/ Online survey



i OVERVIEW

During April and early May, ALIGN planning conducted numerous community engagement efforts, to identify the common values and goals of the Milwaukie community. The events were designed to reach different community stakeholders through a variety of efforts and engagement techniques and inform the final Fresh Look Milwaukie: Downtown Road Map (“Fresh Look”) recommendations.



33 community members

participated



ii KICKOFF EVENT

[April 1st]

The kickoff event marked the beginning of a two-month long community engagement process. The project team (the City of Milwaukie and ALIGN planning) were seeking to get input from as broad and diverse a range of Milwaukie community members as possible.

Objectives

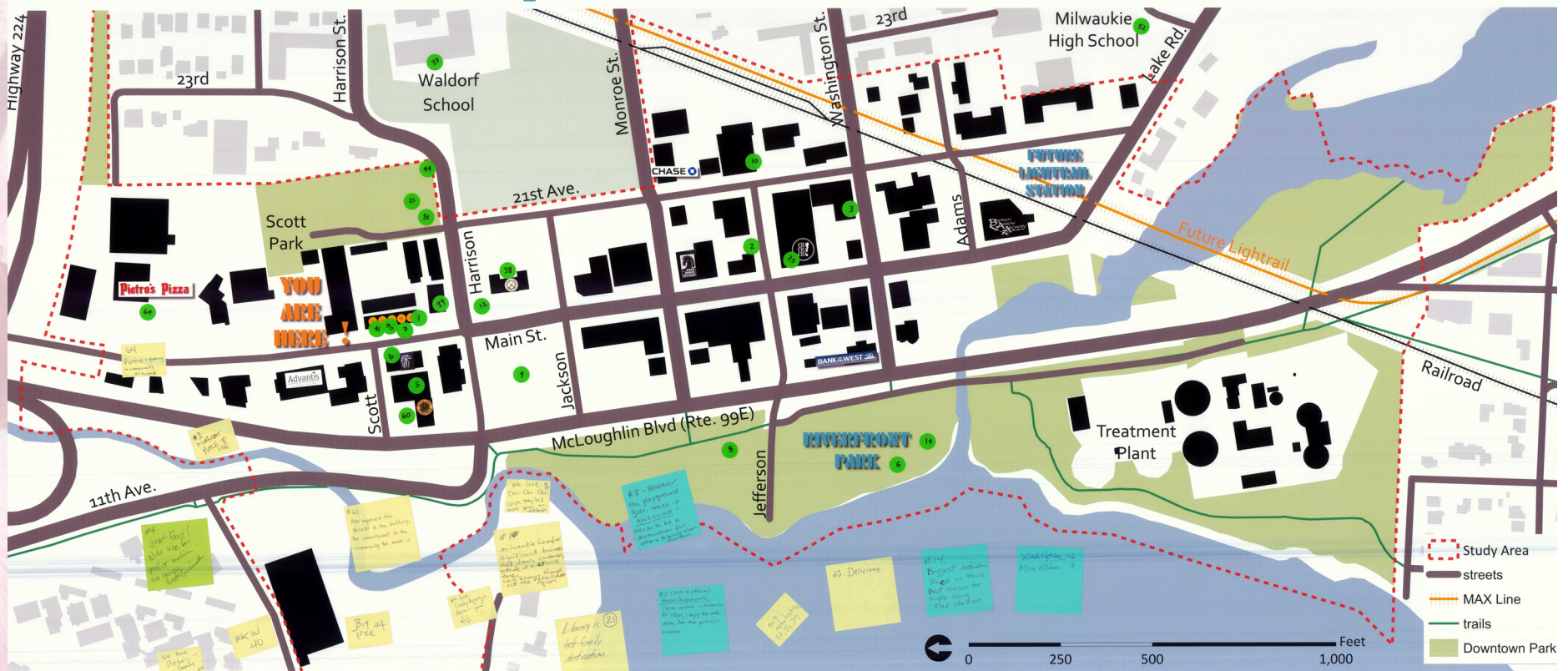
1. Bring community members together to find out what their priorities are for the future of Downtown
2. Listen to their ideas for realizing a more thriving Downtown
3. Invite them to become involved in future Fresh Look activities

OPEN HOUSE

There were two participatory activities in the beginning of the kickoff event, facilitated by ALIGN planning team members. The first activity involved participants writing down their opinion on stickers which have written on them 'I Love Milwaukie because...' The second activity was a mapping exercise, where participants used a sticky dot to mark places on the map they liked or believed were places of potential. Post-it notes were also available to make comments.



places We LIKE:



[illegible]



GROUP DISCUSSION

Steve Butler, Interim Community Development Director, began gathering the participants and introduced the *ALIGN planning team*. Ryan Lemay, Project Manager, gave an introduction to ALIGN's involvement with the City of Milwaukie and overview of the Kickoff event. Erica Smith followed up by providing directions for the small group discussions.

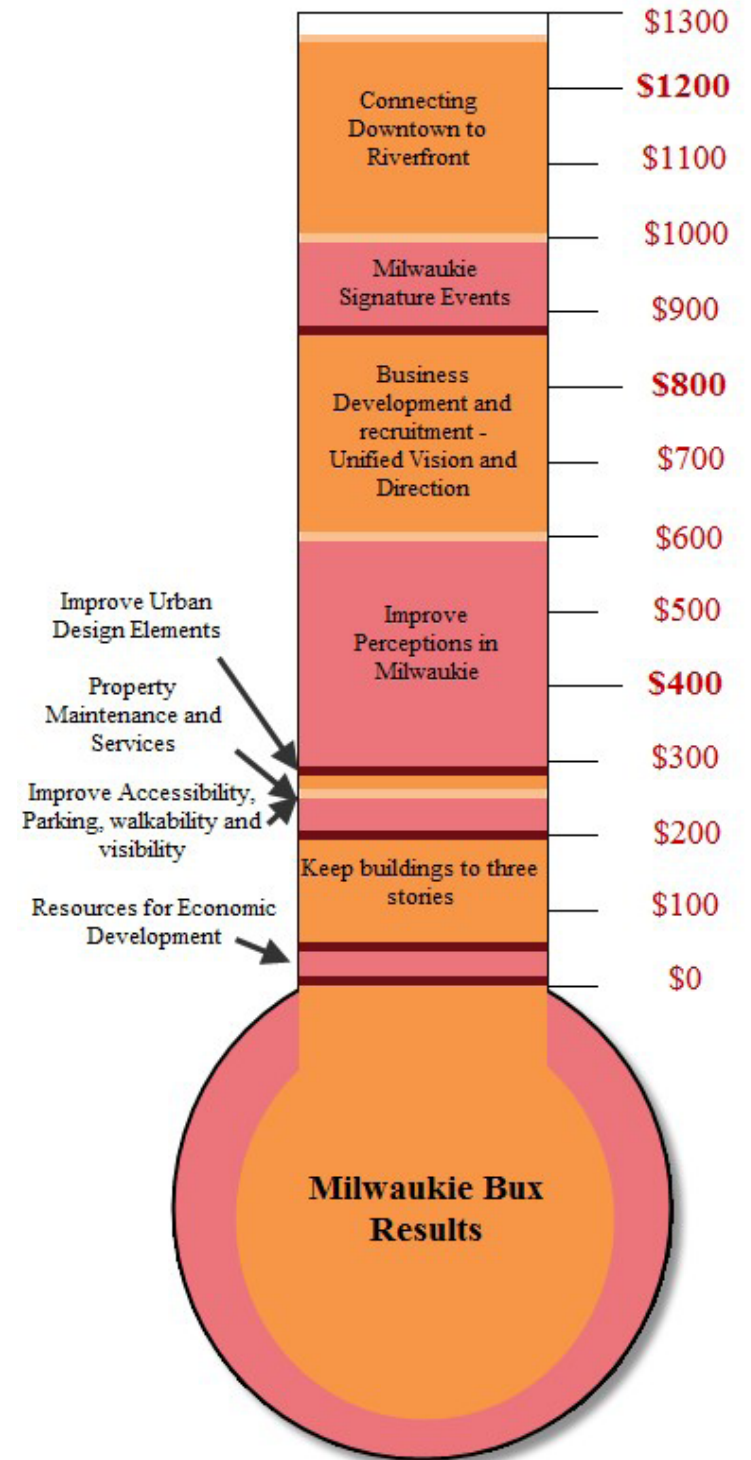
ALIGN team members, City staff and event participants were divided into three small groups. The ALIGN team members facilitated the discussions while City staff took notes on the flipchart. Each participant was given about 5 minutes each to discuss four specific items.

Initial Themes that emerged during Group Discussion

1	Connecting to Riverfront	10	Branding of Downtown
2	Improve perception of Downtown - beyond McLoughlin	11	Limit buildings to 3 stories
3	Drawing people in (lodging, events, etc.)	12	North Clackamas Parks District runs parks - improve maintenance
4	Ease of access to information/ assistance with design (user friendliness)	13	Support destination with priority improvements to make city presentable: trash cleanup, building maintenance, sidewalk repair
5	Urban design	14	Business Development /Economic Resource
6	Destination location - shops, events, parks, fitness events	15	Vision/Direction
7	Milwaukie signature events	16	Balance
8	Property maintenance - promote civic pride/ presentability with list of properties to capture most important work	17	Excitement
9	Accessibility		



About **24**
people
participated
in this exercise



MILWAUKIE BUX

After the group discussions concluded, ALIGN team members began preparations for the “Milwaukie Bux” exercise. This exercise provided participants fake money, intended to serve as a mechanism to quantify what each participant finds as a priority as a future project focus.

This exercise was designed to prioritize participant’s opinion, by providing each participant with a total of \$200, one \$100 bill and five \$20 bills. The \$100 bill represented what people felt were the highest priorities. The \$20 bills allowed for flexibility in terms of where participants placed their vote.

To begin the exercise, each group selected a group member to present the initial themes, where ALIGN team members consolidated any over-arching themes as labels onto clear jars.

Final Milwaukie Bux Themes

Connecting Downtown to the Riverfront \$1,260	Milwaukie Signature Events \$1,000
Business Development and recruitment - Unified Vision and Direction \$880	Improve Perceptions of Milwaukie \$600
Improve Urban Design Elements \$280	Property Maintenance and Services \$260
Improve Accessibility, Parking, Walkability & Visibility \$260	Keep Buildings to 3 story height level \$200
Resources for Economic Development \$60	





SUMMARY

Through the exercises and group discussions, we heard that the key strengths of Downtown Milwaukie include:

- People love downtown Milwaukie because of its small-town scale and the potential to develop into a sustainable center
- Riverfront Park is a significant part of the downtown and enjoyed by many throughout the year. However, the potential to utilize the riverfront has yet to be realized, due to the separation presented by McLoughlin Boulevard

We also heard that there are barriers to achieving a vibrant downtown. Participants identified two primary issues:

- Lack of attractions in Milwaukie, and
- Lack of a unified vision and direction for downtown.

Outside of the occasional events, downtown Milwaukie is not portrayed as a destination. People often visit the downtown for short-term activities, such as dining at the local restaurants, and leave shortly thereafter.

The highest priorities identified by attendees suggest that Milwaukie needs:

- To better connect the downtown with the riverfront;
- Draw people from out of town with signature events; and

- Downtown businesses need to improve recruitment and development by forming a unified vision and direction.

Although participants agreed on barriers to a vibrant downtown, they did not agree on how exactly to address these barriers. For example, one proposed method to support business owners was to provide more resources for economic development, yet this theme received the lowest amount of Milwaukie Bux.

In contrast, a unified business vision and direction received the 3rd highest amount of Milwaukie Bux. This divergence on the exact measures of overcoming identified barriers will serve as a basis for discussion during future engagement efforts with the Milwaukie community.





Analyzed
**over 130
surveys!**



The surveys were intended to engage Milwaukie community members both within and outside of the downtown area. The results of the survey provide a basis for determining whether the current plans for downtown align with the community values and desires.

- How would Downtown Milwaukie sustain its livelihood beyond events (i.e. Farmers Market)?
- How do people feel about transportation and the pedestrian network in Downtown Milwaukie?
- What components make up a vibrant Downtown? What do people love about Downtown?
- What would people change about Downtown? How can this be realized?



Online & hard-copies

fresh look MILWAUKIE:
downtown ROAD MAP project
community SURVEY

Milwaukee has multiple core commercial areas, including downtown, central Milwaukee, and other smaller commercial nodes throughout the city. The **Commercial Core Enhancement Program (CCEP)** seeks to define what the community wants to see in these commercial areas and how to get it. The CCEP project kicked off in April 2013 and will be completed in four phases:

- Phase 1: Fresh Look Milwaukee: Downtown Road Map
- Phase 2: Downtown Plan and Code Major "Refresh"
- Phase 3: Central Milwaukee Land Use and Transportation Plan
- Phase 4: Neighborhood Main Streets Implementation

The **Fresh Look Milwaukee: Downtown Road Map** project aims to review the policies and regulations that shape development and uses in downtown Milwaukee to make sure that they reflect the community's desires for its downtown.

Fresh Look project goals include the **engagement of present day Milwaukee community members**. In order to identify priorities and values associated with Downtown Milwaukee, the results will provide a basis for making sure the current plans for downtown line up with the community's values and desires.

1 you can complete the survey online at www.ci.milwaukee.us/plans
2 or return it in person to **6101 SE Johnson Ave**
3 City Hall or use one of the other options below

38. What would you like to see in Downtown Milwaukee that is not there today?

39. Based on your response to #38, what would help Downtown Milwaukee make this a reality?

40. Is there anything else you would like to tell us?

Please tell us a little about yourself ...

41. Zip code _____

42. Nearest Milwaukee intersection to where you live _____

43. If you don't live in Milwaukee, indicate the nearest intersection to your place of business or employment in Milwaukee _____

44. Age _____ **45.** Gender _____

46. How would you like to be involved? _____

47. Would you like to be contacted for an interview to discuss your experience and perspective about downtown Milwaukee?
☐ Yes ☐ No

If "Yes" to #47 and/or you would like to receive updates about the project and future events, please provide your contact information below:
Name _____
Email _____
Phone _____

YOUR information is very helpful
thank YOU for your help!



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thank YOU for your help!

- 24.** Downtown Milwaukee could benefit from more:
- ☐ Retail
 - ☐ Restaurants
 - ☐ Offices
 - ☐ Services (for example, a bank)
 - ☐ Grocery Store
 - ☐ Public Events
 - ☐ None of the above

- 25.** The reason(s) I would shop downtown more often is if: (check all that apply)
- ☐ There were more parking
 - ☐ There were more places to shop
 - ☐ There were more variety of places to shop
 - ☐ There were more events in downtown
 - ☐ Downtown was more pleasant to walk in
 - ☐ Other _____



we appreciate YOUR input

- 26.** The reason(s) I would visit downtown more often is if: (check all that apply)
- ☐ There were more parking
 - ☐ There were more to do in downtown
 - ☐ There were more people in downtown
 - ☐ Streets were safer for walking
 - ☐ I lived closer/was able to live closer
 - ☐ There were a grocery store
 - ☐ There were an arts and culture venue
 - ☐ Other _____
- 27.** If you chose "Nothing would make me visit downtown more", might there be conditions that would cause you to change your answer?
☐ Yes ☐ No
If so please explain: _____

2

#	question	strongly disagree	disagree	neutral	agree	strongly agree	no opinion
9	Ground level businesses should have windows that I can see into as I walk by	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Policies for downtown should allow for office development on the ground floor of Main St buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	I don't mind buildings that are built to the sidewalk and taller than three stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Ground level businesses should be open for the public to drop by	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Smaller pedestrian-oriented "pocket parks" and plazas should be encouraged as part of new development in downtown Milwaukee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us a little about your general.

- 14.** Please tell us these apply to you? (check all that apply)
- ☐ I live in Milwaukee
 - ☐ I work in Milwaukee
 - ☐ I own a business
 - ☐ I own a home
 - ☐ Other _____
 - ☐ None of these
- 16.** I visit Downtown Milwaukee to ... (check all that apply)
- ☐ Work
 - ☐ Shop
 - ☐ Eat
 - ☐ Entertainment
 - ☐ Visit parks
 - ☐ Attend public meetings
 - ☐ Attend events in downtown (library, etc.)
 - ☐ Utilize public resources (library, etc.)
 - ☐ Attend school or drop someone off at school
 - ☐ Other _____
 - ☐ None of these

The following questions are related to what you do in downtown Milwaukee and how often.

- 19.** On Average, how often do you visit the downtown to shop or dine?
- ☐ More than once a week
 - ☐ Once a Week
 - ☐ Every two to three weeks
 - ☐ Once a Month or more
 - ☐ Once every six months to a year
 - ☐ Never
- 20.** On Average, how often do you visit the downtown to go to meetings or attend events?
- ☐ More than once a week
 - ☐ Once a Week
 - ☐ Every two to three weeks
 - ☐ Once a Month or more
 - ☐ Once every six months to a year
 - ☐ Never

- 17.** If you visit Downtown Milwaukee, what time of day do you most often visit?
- ☐ Morning
 - ☐ Daytime
 - ☐ Afternoon
 - ☐ Evening
- 18.** How frequently do you visit Downtown Milwaukee?
- ☐ Daily or almost daily
 - ☐ Weekly
 - ☐ Weekends only
 - ☐ Monthly
 - ☐ Rarely (a few times per year)
 - ☐ Never
 - ☐ I travel through but do not stop there

- 21.** On Average, how often do you visit the downtown office?
- ☐ More than once a week
 - ☐ Once a Week
 - ☐ Every two to three weeks
 - ☐ Once a Month or more
 - ☐ Once every six months to a year
 - ☐ Never

The following questions are related to the businesses in downtown Milwaukee.

- 22.** In your opinion, what is the biggest challenge for businesses in downtown Milwaukee?
- ☐ Lack of customers living nearby
 - ☐ Lack of downtown branding
 - ☐ Lack of year-round activities downtown
 - ☐ Lack of coordination between downtown business owners
 - ☐ Zoning restrictions on new development and new uses
 - ☐ Other _____
 - ☐ Don't Know
- 23.** In Downtown Milwaukee, ground-level business space should have:
- ☐ Commercial uses, such as retail and restaurants only
 - ☐ Offices and other non-retail uses (for example, a bank) only
 - ☐ A mix of both offices and high-traffic retail
 - ☐ Separated clusters of retail and office uses, in distinct areas.
 - ☐ Use type doesn't matter as long as they attract on-street activity and provide a pleasant pedestrian experience

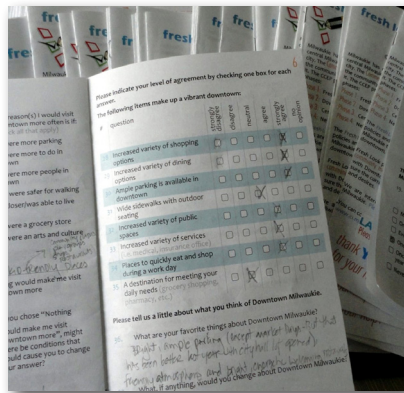


thank YOU for participating in the SURVEY!

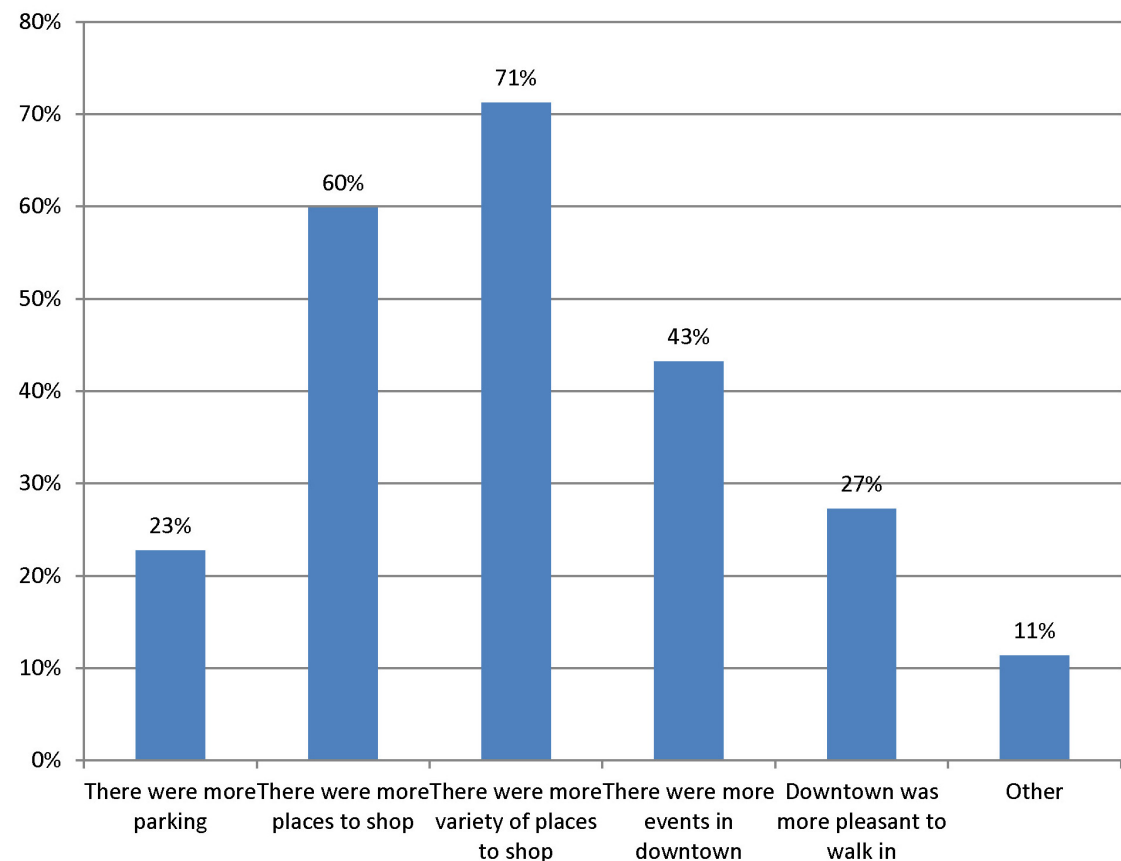
in **English & Spanish**

SUMMARY

The following summarizes the key findings based on areas of agreement, divergence and disagreement. An overarching theme that emerges is the desire for both variety and amount of retail and service businesses in Downtown Milwaukie, namely a grocery store.



Checked Responses to Question 25 - Would Shop downtown more often if:



AREAS OF AGREEMENT:

Increasing the variety of shops and things to do in Downtown Milwaukie

- 56% visit on a daily basis
- Most respondents visit Downtown Milwaukie to shop on a weekly basis, or less (67%)
- Events in downtown draw visitors on a monthly basis, or less (46%)

Respondents indicated they would visit downtown more often if there were an increase in the variety of shops and services.

- 71% would visit downtown more often if there were more variety of places to shop
- 60% would shop downtown more if there were more places to shop
- 36% of the written responses to Q25 indicated a desire to increase the variety of places to shop, particularly one for the basic needs, commercial places (i.e. clothing shop) and a grocery store

Lastly, respondents generally agree that the following elements make a vibrant downtown.

- Increased variety of shopping options (92%)
- Increased variety of dining options (82%)
- Places to quickly eat and shop during a workday (75%)
- A destination for meeting daily needs (i.e. grocery shopping) (80%)

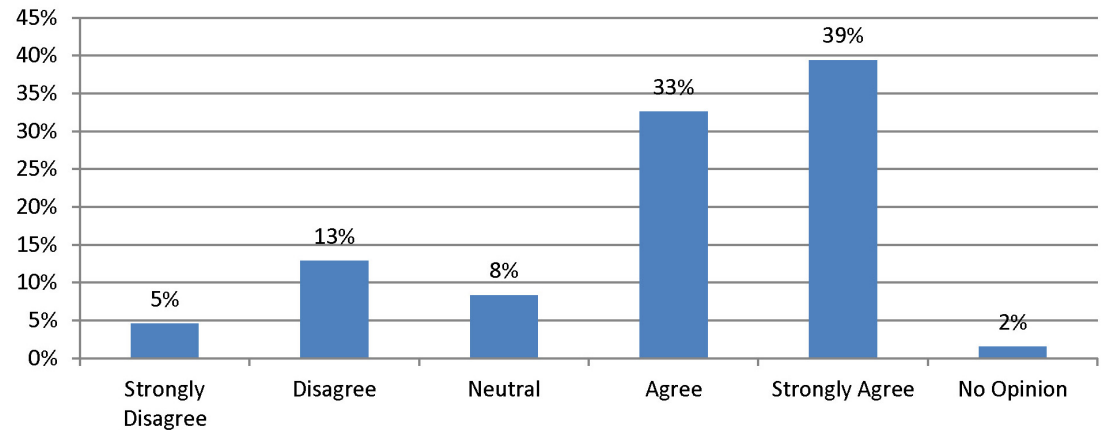


Continue providing support for public spaces

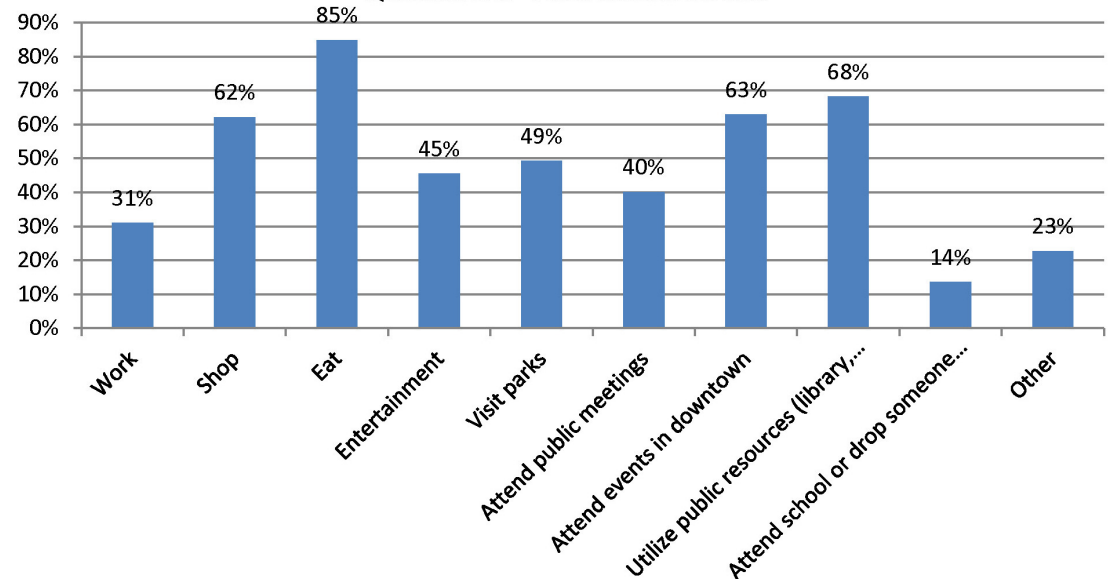
Public spaces should continue to be considered in future development of Downtown Milwaukie.

- 63% of respondents would visit downtown more often if there were better connection to Riverfront Park
- 72% support pedestrian-oriented “pocket parks” and plazas as part of new development in downtown Milwaukie

Question #13 - Smaller pedestrian-oriented "pocket parks" and plazas should be encouraged as part of new development in downtown Milwaukie



Question #16 - I visit downtown to...





AREAS OF DIVERGENCE:

Downtown support for the pedestrian environment

Respondents indicate there is a need for improving support for pedestrian oriented uses.

- 81% feel downtown Milwaukie should encourage pedestrian activity and safety on McLoughlin Blvd
- 46% believe Downtown Milwaukie meets the needs of pedestrians.

Parking in Downtown

- 64% agree that they can find parking in downtown
- 13% of the written responses from Q22 stated desire for more parking
- 23% of the responses from Q25 and 21% of the responses from Q26 indicated they would shop or visit downtown more often if there were more parking, respectively.

The need for wider sidewalks

- Respondents were split on whether they would trade on-street parking for wider sidewalks
- 65% of the responses from Q31 indicate that wider sidewalks with outdoor seating make up a vibrant downtown.

Ground level use and design

Responses indicated mixed opinions about the application of design standards, such

as wider sidewalks and windows, to other streets in Downtown Milwaukie in addition to Main St.

- 65% prefer that ground level businesses have windows that one can see into as they travel by
- 39% to 44% of respondents supported applying design standards to Main Street, McLoughlin Blvd and 21st Ave
 - 21% to 30% were neutral on this matter

The results for Q11 indicate mixed opinions about the built environment.

- 53% of respondents indicated support for buildings that are built to the sidewalk and taller than three stories
- 28% disagree or felt strongly in regards to the question

In regards to uses at the ground level on Main Street, the responses are generally inconclusive. There is uncertainty about whether or not respondents support the idea of office uses at the ground level of Main Street, or are willing to consider this type of use, provided it contributes to a pleasant pedestrian environment.

- 53% of respondents believe that ground level businesses to be open for the public to drop by
- 50% of the respondents believe that office development should be permitted on the ground floor of Main St building

47 questions!

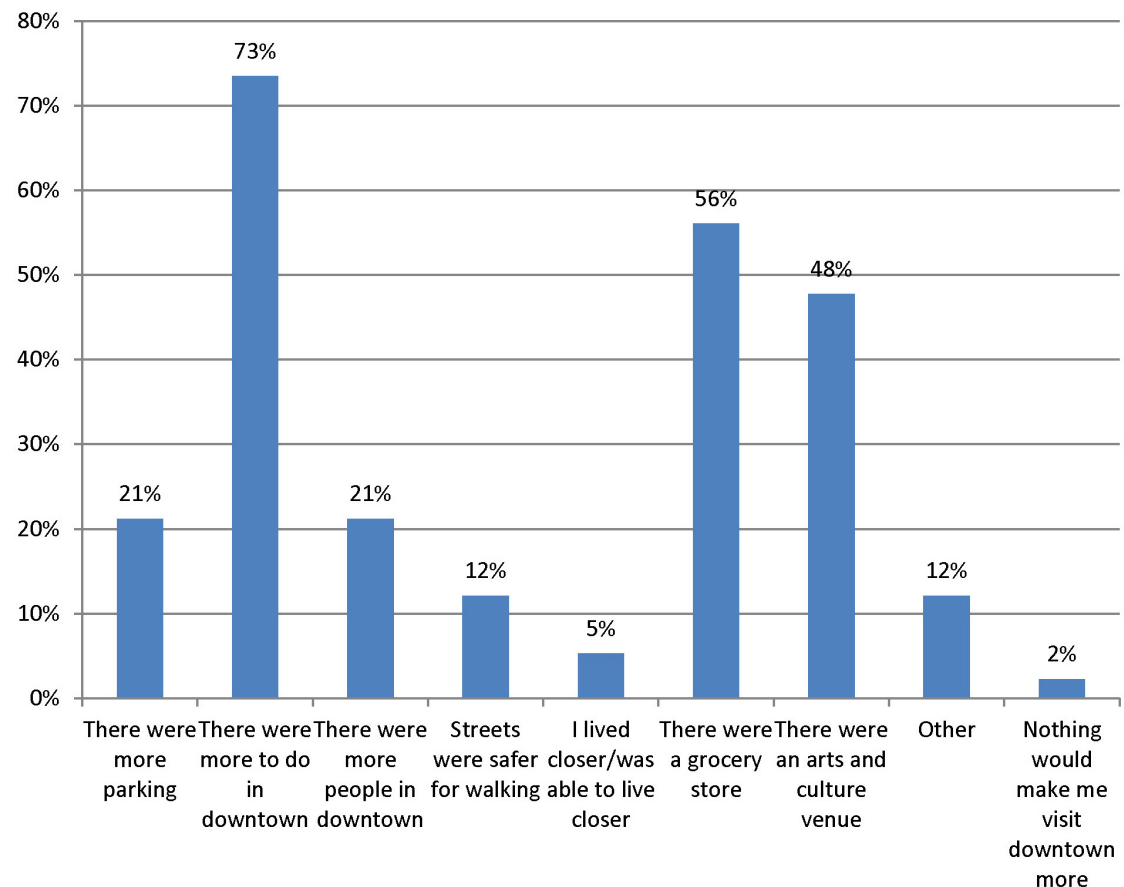
- 45% indicate that the use type of ground level business does not matter, provided it still provides a pleasant pedestrian experience
- 33% support a mix of both office and high traffic retail

Challenges to businesses in Downtown:

Respondents indicated desire for an increased variety of retail and services that fulfill daily needs.

- 20% of the responses to Q22 indicated responses of 'other'.
 - 44% believe that the biggest challenge for downtown businesses is the lack of variety for retail and services, which fulfill daily shopping needs.
 - 11% of the written results from Q39 indicated that in order to realize some of the desires from Q38, respondents desire a unified business voice with a strategy to increase marketing and attract outside investment.
- 10% of the written response suggested that incentives and funding would also help progress efforts for realizing development.

Checked Responses to Question 26 - Would visit downtown more often if:



Contacted **50+**
community
members

for one-on-one interviews



- Downtown Business Owners
- Neighborhood District Association Representatives
- City Officials
- Residents of Milwaukie
- Representatives of Minority Groups
- Artists
- Elderly
- Disabled

iv INTERVIEWS

[April - May 1ST]

The interviews present an opportunity to get a more nuanced and in-depth understanding of the interviewee's experience with Downtown Milwaukie. The interviews were informal and often one-on-one with an ALIGN team member.

QUESTIONS ASKED

1. What is your relationship to downtown?
2. How do you travel to downtown?
3. What are characteristics/strengths of downtown that you most appreciate?
4. What are the top 3 opportunities to build on strengths of downtown? Why?
5. What are 3 things you think are missing in Downtown OR 3 challenge areas that need improvement?
6. What are the 3 biggest obstacles to getting positive things to happen in downtown? Why?
7. Recommendations for public engagement?

GENERAL FINDINGS:

- Transit services are impractical in comparison to driving or have do not have enough service. Walking is preferable to biking during inclement weather.
- Regulations are generally too prescriptive and are not sensitive to market realities, specifically the current economic conditions. Respondents suggested that loosening the regulations to allow for more variety would better serve the Downtown. Respondents who were developers also cited concerns for penciling out potential residential developments due to perceptions of costly design regulations.
- There is a need for marketing and branding to attract more foot traffic, which is necessary to attract the needed density to support desired urban amenities.
- Funding mechanisms may be required to provide services, as most business owners in downtown don't want to pay (11%). Without this initiative, the downtown is essentially relying on anticipated density from the future light rail, in order to provide the demand necessary for businesses to thrive.

SUMMARY

Top 3 strengths of Downtown Milwaukie

1. Downtown Milwaukie's food and local restaurants (50%)
2. Small places to visit in downtown, particularly the Ledding Library, parks or City Hall (25%)
3. Small town character of downtown Milwaukie, particularly the size in comparison to larger downtown areas, such as Portland, and feeling safe on the street (25%)

Top challenge areas in Downtown Milwaukie

1. A grocery store (46%)
2. Some sort of 'special draw' to attract more outside visitors
3. Negative perceptions which make it difficult to move beyond Downtown tensions (25%)



Held one-on-one **interviews with 30 stakeholders!**



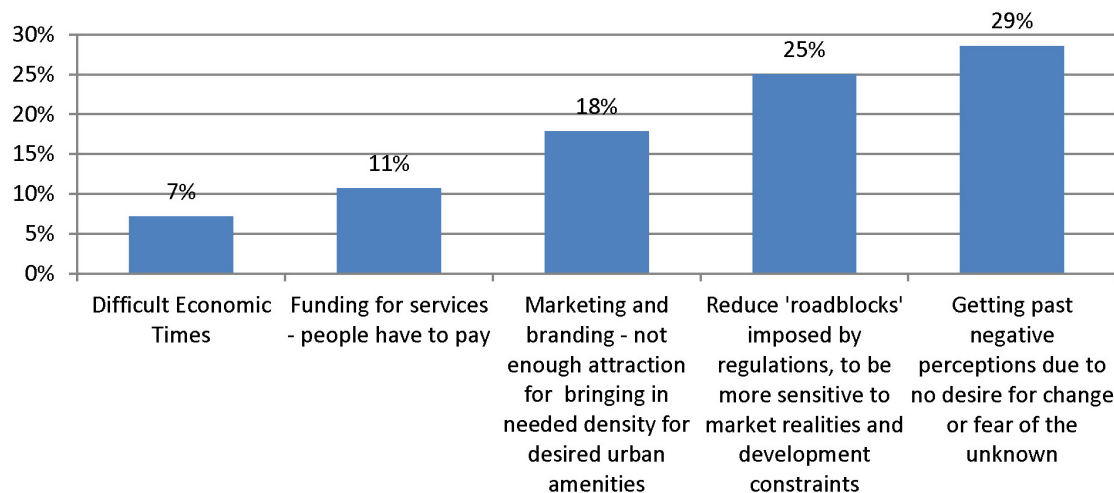
Top 3 areas of opportunity for Downtown Milwaukie

1. Build on the momentum of light rail development, which potentially will provide more amenities and increase attraction to Downtown Milwaukie (36%)
2. Encourage public art (21%)
3. Provide more family friendly activities in downtown Milwaukie (18%)

Top 3 obstacles to getting things done in Downtown Milwaukie

1. Getting past negative perceptions (29%).
2. Regulations, particularly the zoning code restrictions which are geared towards supporting retail and restaurants, but do not allow flexibility for supporting other types of uses (25%).
3. Lack of marketing and branding to attract more foot traffic, which is necessary to support the desired urban amenities, such as a grocery store (18%).

Interview Responses: Top 3 biggest obstacles to getting things done in Downtown Milwaukie



#1



City Hall

#2



Main Street Block

#3



Riverfront Park

#4



Dogwood Park & Cash Spot site

#5



Milwaukie Lumber & American Legion

#6



Grocery Store/Keybank back lot

#7



Northern Main Street portion

ROUTE STOPS

There were a total of seven stops on the route (shown on the map) and each stop featured between 5 and 10 minutes of group discussion.



ALIGN planning

V WALKING TOUR

[April 27th]

The walking tour was intended to provide ALIGN planning with a backdrop of information, both qualitative and photographic, to be utilized at the May 9th community workshop. The photographic activity was designed to engage those who are uncomfortable participating in group discussions, and served as an opportunity for participants to capture areas of interest in Downtown Milwaukie.

The walking tour was intended to follow up on the fundamental concepts of the Framework Plan and other existing plans to see where there are changes or consistencies.

The concepts are:

- Reconnecting Milwaukie to the River
- Revitalization of historic buildings
- Designing new buildings that harmonize with the town's character
- Creating anchors and attractors, such as a grocery store or arts/entertainment/office campus
- Strengthening the Main Street "retail armature"

The desired takeaways from the kickoff event included:

- Obtain qualitative feedback through discussions and photographs, suggesting elements that are necessary for a vibrant downtown, based on present day downtown Milwaukie
- Experiencing on the ground, what people want to see their downtown become in terms of uses, streetscape and design
- Connect with people not typically seen at public events
- Provide an educational experience of the downtown - what is there today and what can or will be there in the future
- Obtain visual representations of the desires of the Milwaukie community for its downtown.



stop #2

[Main street Block]

1. What do you like about this area? <ul style="list-style-type: none"> • Wine bar • Bank - brings customers • Chopsticks building - facade improvement very good • Chocolatier - one of nicest buildings in town - "clean and classic" • Streetscape Likes: swale, bollards, and trees 	2. What don't you like about this area? <ul style="list-style-type: none"> • Place "open" but not actually open • Wine bar - never open • Dark Horse facade/storefront - dark and vacant-looking • Lack of shops that attracts different kind of audience (younger generation for example).
3. What are uses or activities would you like to see here? <ul style="list-style-type: none"> • More services- such as a shoe or clock repair shop or a bike shop. • Need bakery - quality fresh bread • Grocery store/ food co-op • A brew pub 	4. This is the physical center of downtown. How do you feel about it? <ul style="list-style-type: none"> • Doesn't feel like center • Feels like City Hall / Harrison is the center (due to access to downtown from Harrison, activity at the corner) • You would not come here at night. There is nothing to come to. • No flow or attractive colors. No consistent theme moving through Downtown





stop #3 [Riverfront Park]



1. What could better connect downtown Milwaukee to the riverfront?

- Do something in the short term: white lights on the trees along the river and along the road
- Add flower pots
- Improve lighting – especially along the trees
- A walk along the river
- Tunnel [for pedestrian access under McLoughlin]
- Preservation of natural space
- Bike path by water treatment plant – Finish
- Lower signs
- Riverfront Park - good idea/intentions, but not many people know about it

2. What kinds of uses would you like to see along McLoughlin Blvd?

- Rooftop patio bar
- Kayak rentals and water sports
- Bike shop near walkway
- Something on the waterfront: café, ice cream, drink shop.
 - Think Venice Beach (in the summer)
- Perhaps temporary and seasonal structures (i.e., food-cart style)
- Green roofs
- board walk-seasonal
- Fewer gas station signs
- Lower signs
- Trees block view to the signage in the park
- "nothing here to spend your money on"
- At night one can see bright gas station signage from river front and it ruins experience of relaxing on the river.



stop #4 [Dogwood Park]

1. What are you most excited for?

- View of the river
- Future pedestrian street – Adams Street Connector
- Development
- Post Office

2. What do you not want to see here?

- Do not want 7/11 style development (i.e. chain stores)
- Do not want “Beaverton, Jr.”
- No giant commercial shops
- One of the participants pointed out to the odor from the sewer plan [Kellogg Treatment Plant]

3. What would you most like to see here?

- Temporary structures, such as food carts
- Food co-op
- 3 story building with rooftop access for views
- Conscious development
- New Seasons
- 21st is where MAX will be- dress it up-should be a showpiece. Impress LR riders
- Underground utilities? Rehab old utility poles?

4. What are you most nervous about?

- Noise from McLoughlin – want less of it
 - More trees may help reduce noise
 - people noise would be nice to balance
- Noise and congestion when MAX will come is a concern.
- Curiosity re: post office fate, good for town to have



stop #5 [Milwaukie Lumber]

1. If Milwaukie Lumber moved elsewhere, what would you like to see in its place?

- Co-op food store
- Any locally owned business
- Skate park
- Grocery with juice bar + Warrior Room in new bigger digs

2. Do you think uses that aren't typically found in the downtown are an issue?

- “I love this part of town”
- “Like access to the lumber yard”
- Milwaukie Lumber & Bernard’s Garage - love it- no beef, part of our history & brings a lot of people here

stop #6 [Monroe & 21st]

Compare and contrast Main Street with 21st – what types of uses or streetscapes would you like to see on 21st that you find on main street?

- | | |
|--|--|
| <ul style="list-style-type: none"> Main and 21st should be the same Add street trees and planters to 21st Add bike lanes to 21st 21st should provide local/personal services <ul style="list-style-type: none"> Serve light rail users "Ugly street, old and poorly maintained buildings without signage." "You have bike racks, but not place for people who waiting for the bus to sit." | <ul style="list-style-type: none"> Main Street is more upscale Maybe angled parking on one side of 21st More people late night use 21st. It could be the entertainment area. 21st is least attractive of three main streets: "it is like a prison there" Extend plantings Participants felt safer walking on 21st than Main in the evening due to activities at Duffy's |
|--|--|



stop #6.5 [North Main Village Courtyard]

What do you think of this kind of space?

- Clean
- Perhaps enough public space already (unnecessary)
- Looks nice, better than looking at just parking lots

Would you like to see more or less of this type of space?

- Probably don't need to be included in the future if it takes away valuable real estate
- Lots of other open spaces people can use: Waldorf School, Scott Park, Riverfront Park

stop #7 [North Main Street]

This area of downtown has a different character. How does it feel?

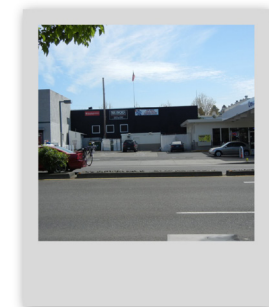
- Does not feel like a part of downtown
- Yet, many people like it and think parking is necessary

With what you have seen in downtown, what kind of potential do you envision in this area?

- Perhaps an indoor shopping mall
- "Shopping center with variety of shops that will attract people."

What should change?

- | | |
|--|--|
| <ul style="list-style-type: none"> Private shuttle bus for workers from North Industrial area Overall for Downtown: Economy of agglomeration - more like-businesses will attract more people as Downtown Milwaukee becomes a "destination" for a particular kind of good/service | <ul style="list-style-type: none"> Fitness-closes 6 pm- hard for owner to stay open Establish a visual gateway to downtown |
|--|--|





GENERAL FINDINGS

The feedback provided by tour participants is summarized by the fundamental concepts of the 2000 Downtown and Riverfront Framework Plan, and included in the Public Outreach Findings Report, volume 2.

Top 3 Takeaways from the Walking Tour	
Favorite things about Downtown	Areas of Challenges
<ul style="list-style-type: none">• Streetscape elements: Bioswales, bollards and street trees• Riverfront – Views and space• Local Businesses	<ul style="list-style-type: none">• Concern about noise and congestion that could be generated by future Light Rail Station• Odor from the Sewage treatment Plant• Washington and McLoughlin – bad traffic and discourages pedestrian traffic
Areas of Opportunity	Areas of Weaknesses
<ul style="list-style-type: none">• Short term actions to improve Downtown Identity from McLoughlin: white lights on the trees along the river and along the road• Building and structures should be environmentally focused, especially with water (i.e. kayak shop)• North DT - shopping center with variety of places	<ul style="list-style-type: none">• Lack of shops that attracts different kind of audience (younger generation for example).• 21st is least attractive of three main streets.• No flow or attractive colors. No consistent theme moving through Downtown

Uses

Participants suggested that there needs to be more places to meet daily needs (e.g. grocery store) or service oriented stores (e.g. shoe repair shop). Participants also mentioned desires for new businesses to be locally owned and not part of chain-retail or restaurants. Further, participants desired businesses that would capitalize on activities that were part of Riverfront Park, particularly a bike or kayak shop, or the views of the river, such as a patio restaurant.

Design

Participants felt a need for more signage along McLoughlin Blvd to better identify Downtown Milwaukie. Participants generally agreed on simple additions, particularly festive lighting or increased signage along the sidewalks, and the desire for a Gateway signage in the northern section of Downtown Milwaukie. Within Downtown Milwaukie, participants created a “wish list” for 21st Avenue, including street trees, undergrounded utilities, and wider sidewalks.





17 downtown
Milwaukee **business**
owners participated!

vi BUSINESS OWNER COFFEE KLATCHES

[April 30th]

The Business Owner Coffee Klatches were informal gatherings held by ALIGN planning and the City of Milwaukie to encourage business owners, identify common issues and propose solutions.

QUESTIONS ASKED

1. As a business owner in Milwaukie, do you also happen to live in the city?
2. What is it about Downtown Milwaukie that attracted you to do business here?
3. Where else have you considered opening up a business?
 - How does Milwaukie stack up to those other places?
4. How will light-rail impact your business?
5. Is parking an issue for your business? If so, what kind of challenges does it present?
6. Feedback from our outreach activities suggests that community members believe a unified business-driven vision for downtown would have a really positive impact on the city's image
 - Do you think this vision exists? If not why?

KEY ISSUES:

1. **Parking challenges**
2. **Lack of a unified business vision**
3. **Potential impacts of light rail**
4. **Lack of foot traffic for outside of events such as the Farmers Market**



ISSUE IDENTIFICATION

A summary of the responses to each Issue Identification question is provided below.

Q #1. As a business owner in Milwaukie, do you also happen to live in the city?

- 47% of attendees live in Milwaukie
- 53% of attendees live outside Milwaukie (Gresham, Happy Valley, Portland, Lake Oswego),
- 17% of attendees had children attending the local schools.

Q #2. What is it about Downtown Milwaukie that attracted you to do business here?

- 18% of attendees located their business in Milwaukie because it was cheaper to do business in Milwaukie than nearby cities.
- 41% located their business in Milwaukie as they felt there was opportunity for growth in Downtown.
- Established businesses indicated that the market has supported their business activities, so it makes sense to stay.

- 41% don't know exactly why they chose Downtown Milwaukie, other than their personal preference.

Q #3. Where else have you considered opening up a business? [Or have had a business in the past]

Responses included: Gresham, Sellwood, Westmoreland, and Portland.

How does Milwaukie stack up to those other places?

- 18% indicated that it was less expensive to operate their business in Downtown Milwaukie due to either lower taxes or rents.

Q #4. How will light-rail impact your business?

- 35% of participants agreed that they would be impacted by light rail.

- Of the 35%:
 - 17% believed the impacts would be positive, as light rail would generate more foot traffic and therefore more business
 - 11% were directly located by the construction area(s)
- 17% of participants believed they would not experience any impacts due to light rail.

Q #5. Is parking an issue for your business? If so what kind of challenges does it present?

- 76% of participants believed that there was a parking issue for businesses.
 - Specific concerns related to the lack of employee parking – largely in part due to the “parking shuffle” game.
- 17% stated that they were experiencing impacts to parking due to light rail construction.

Q #6. Feedback from our outreach activities is that community members feel like a unified business-driven vision for downtown would have a really positive impact on the city’s image. Do you think this vision exists? If not, why?

- 64% of participants believed there wasn’t a unified business vision but expressed a desire for such.
 - Identified challenges to accomplishing this task was establishing communication between business owners.
- In the morning session, participants discussed efforts to unify businesses but noted that the existing ‘piecemeal’ efforts were not working.
- In the afternoon session, 42% of participants cited difficulty in communications with ongoing efforts of the various downtown business groups.

Additional Experiences Shared and Issues Identified not associated with questions:

- Positive experiences with:
 - The 2011-12 downtown storefront façade improvement program
- Negative experiences with:
 - The financial impact of SDC and PAR fees
 - Difficulties with the recruitment of “quality” businesses
 - Communications with the City.

Caveat - due to the volume of participants and interest of time, the fourth issue was not discussed at the AM session. Therefore results in regards to that particular issue reflects only the responses of PM participants.

A close-up photograph of several pink dogwood flowers with white centers, arranged in a cluster. The flowers are in various stages of bloom, with some showing the characteristic four-petaled shape. The background is a soft, out-of-focus green.

SOLUTION SEEKING

Q #1. What is some sort of initiative or mechanism (e.g. improvement district) that could help resolve identified issues?

Issue #1: Parking

Potential solutions:

- Signs that would better clarify the 15 minute block rule and extend restrictions to Saturday, due to the traffic generated by weekend events
- Expanded permit parking for employees
- Metered parking
- Possibility of shared parking between businesses with private lots

Issue #2: Lack of/need for unified business vision

Potential solutions:

- Better communication between downtown business owners in regards to organizing a business association
- Business cohesion may attract other businesses to Downtown Milwaukie

Issue #3: Potential impacts from light rail

Potential solutions:

- 24% suggested construction of a parking structure to mitigate the loss of parking spaces due to light rail. [Note: light rail is removing approximately 30 spaces; the Adams Street Connector project is removing 21 additional spaces.]

Issue #4: Lack of foot traffic except when Farmers Market is open

Potential solutions:

- 24% suggested that more signage is needed on McLoughlin – most travelers don't recognize the presence of Downtown Milwaukie

Q #2. What would it take in Milwaukie to make that happen?

- 23% suggested that there needs to be more meetings of businesses to network and attract businesses from outside of Milwaukie.

QUESTIONS ASKED

1. What is some sort of initiative or mechanism (e.g. improvement district) that could help resolve identified issues?
2. What would it take in Milwaukie to make that happen?



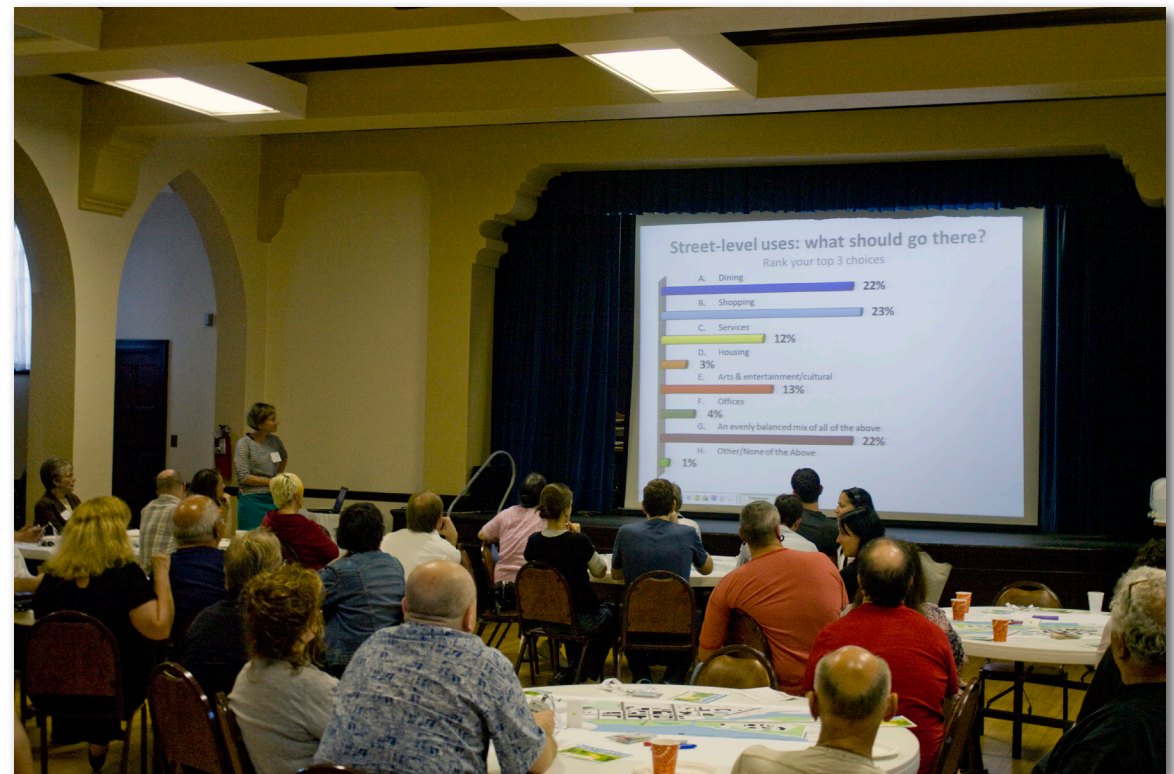
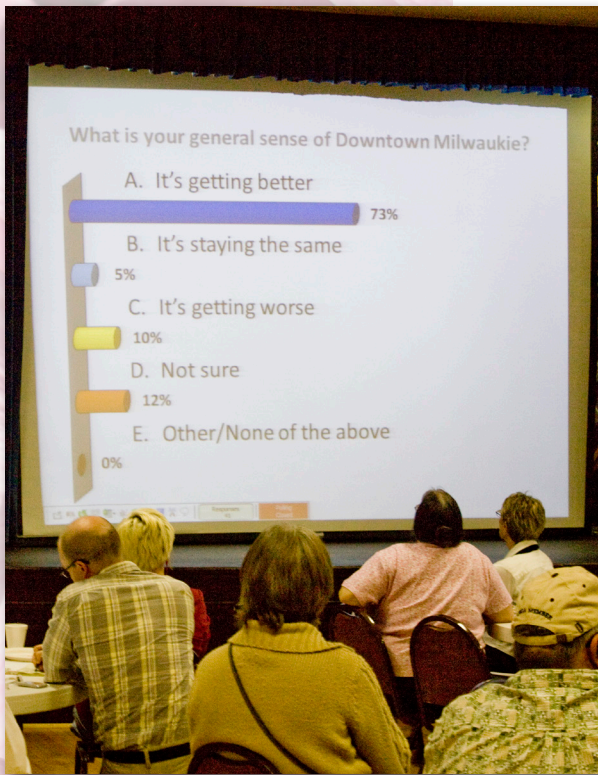
2 sessions:

8AM and **6**PM @

the Pond House

Results from the May 9th workshop's instant polling question "What is your general sense of Downtown Milwaukee?"

77% of the **participants**
chose the response **"It's getting BETTER"**



vii COMMUNITY WORKSHOP

[May 9th]

The community workshop was a follow-up event to the kickoff event. The project team was seeking input on preliminary project findings, draft recommendations, and preferred strategies for achieving overarching objectives.

PRIMARY OBJECTIVES

1. Present project findings from previous community engagement and existing conditions research
2. Present and receive feedback on Draft Recommendations
3. Better understand participant's general perceptions of Downtown as well as participants' specific preferences and priorities for strategies to achieve overarching goals
4. Establish areas of agreement, and facilitate understanding among participants about each others' views regarding the future of Downtown
5. Achieve clarity in areas of uncertainty about community priorities for Downtown
6. Establish a positive jumping-off-point for continuance of effective and meaningful community engagement as the Fresh Look Milwaukie project comes to a close and transitions into Phase II of the Commercial Core Enhancement Program



Turning Point
clickers used
by participants

Feedback was facilitated through instant polling questions (using Turning Point software), followed by small group discussions and mapping exercises that focused on specific questions related to the future of Downtown.

Instant Polling

Using Turning Point software, instant polling questions were inserted into the PowerPoint presentation. Each participant had an individual clicker with buttons which could be used to answer multiple choice questions on the screen by selecting the letter corresponding to the preferred response. After all participants voted, results in the form of a bar chart immediately appeared, illustrating the proportion of participants who selected each answer.

From responses to the instant polling questions it became clear that in general participants felt very positively about the current direction of Downtown (improving), and also good about the prospects for improvement upon the arrival of light rail infrastructure (55% were “excited and enthusiastic” about light rail).

A full list of the instant polling questions and results are attached in Volume 2.

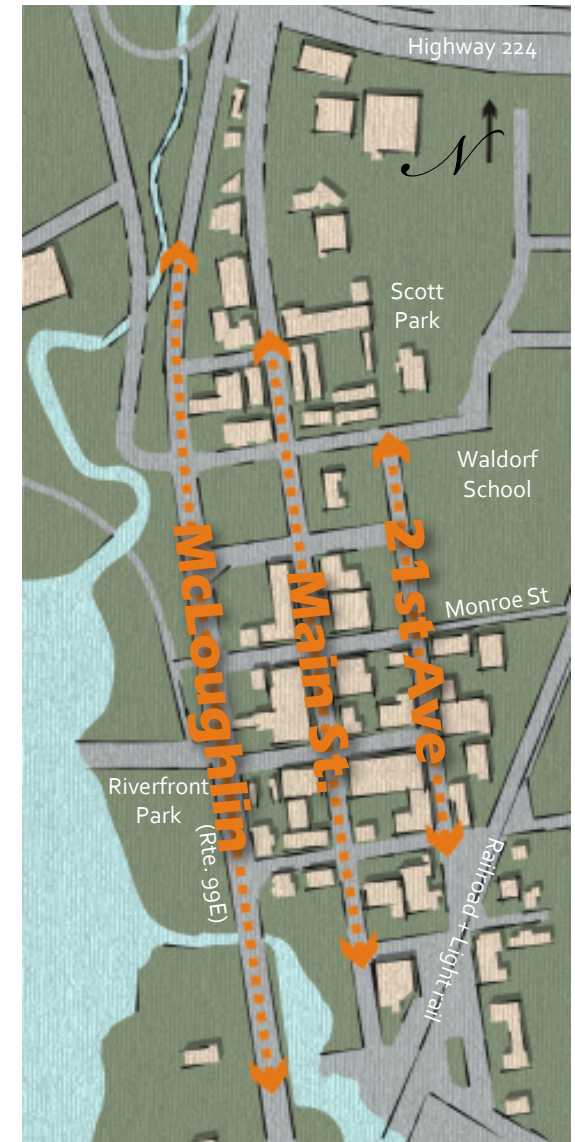


Small Group Discussions

After completing the instant polling activity, participants remained seated in groups of 6-8 people to discuss some place-specific questions about priorities for improving Downtown. By dividing the Downtown into three general areas—north, central and south—as well as three corridors—SE McLoughlin (Highway 99E), Main Street, and 21st Avenue—groups were able to discuss strategies for improvement in a more spatially explicit manner.

QUESTIONS ASKED:

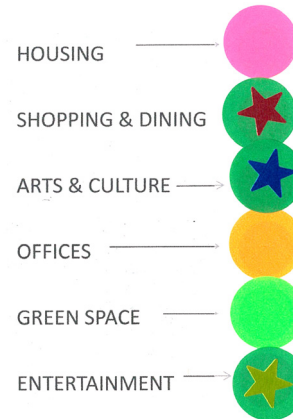
1. **What is your Top priority for:**
 - a) North Downtown?
 - b) Central Downtown?
 - c) South Downtown?
2. **Which area (north, central or south) needs the most attention?**
3. **What is your Top priority for:**
 - a) SE McLoughlin (Hwy 99E)
 - b) Main Street
 - c) 21st Avenue
4. **Which corridor (McLoughlin, Main St., or 21st Ave.) is your top priority overall?**
5. **What is your top priority for Downtown overall?**



43 community members

participated!

Groups were given different colors of sticky dots and stars to indicate on the map where they would like certain uses to be located. Participants were also invited to write and draw on the maps, in any way that helped them communicate their opinions. Sticker colors and categories, as well as the area designations for Downtown, were as shown below:



GENERAL FINDINGS

The most dominant themes and findings included:

Priority Area: South Downtown

- There was a strong desire among participants to protect community values in the built environment as the pace of development grows due to light rail. This could be achieved through a variety of strategies such as design guidelines, public art programming, and business recruitment, but has the primary intention of preempting long-term development that does not meet community needs by incentivizing and/or encouraging development that does in the short-term.



Priority Corridor: McLoughlin

- Participants supported improving the “McLoughlin face” of Milwaukie through several strategies (including way-finding signage, reduced building setbacks, façade improvements, and increased points of Downtown access) to achieve multiple objectives:
 - a) Reduce the visual contrast between the view to the river and the view to Downtown from McLoughlin, and expand upon the attractive elements of Downtown so they are more visible from McLoughlin.
 - b) Activate the east edge of McLoughlin in order to strengthen the physical and social and economic connections between Downtown and the Riverfront.

- c) Designate and improve key “nodes of entry” along McLoughlin to raise awareness of and increase accessibility to the Downtown for visitors and locals.

Other major areas of agreement included the following:

- Priority use and retail option: Grocery Store
- Priority Theme: Identity and marketing focused on food, arts and culture and Milwaukie’s “small town feel” of being both safe and family friendly
- Priority Activity: Signature events and Celebrations

More supporting data can be found in the instant polling results and group discussion notes included in appendices A and B, and images of the workshop maps in Appendix C.





fresh look MILWAUKIE:

downtown ROAD MAP project

ENCUESTA comunitaria

Milwaukie tiene varios lugares comerciales, incluyendo downtown (el centro), y en diversos lugares alrededor de la ciudad. El **Commercial Core Enhancement Program** (CCEP) busca determinar lo que la comunidad quiere ver en estas áreas comerciales y como hacerlo. Este proyecto inició en Abril del 2013 y será completado en cuatro fases:

Fase 1: Fresh Look Milwaukie: Downtown Road Map

Fase 2: Downtown Plan and Code Major "Refresh"

Fase 3: Central Milwaukie Land Use and Transportation Plan

Fase 4: Neighborhood Main Streets Implementation

El proyecto *Fresh Look Milwaukie: Downtown Road Map* tiene como objetivo revisar las políticas y reglamentos que impactan el uso y desarrollo en Downtown Milwaukie para asegurarse que reflejan el deseo de la comunidad.

Los objetivos del proyecto *Fresh Look* incluyen la **participación de los miembros de la comunidad**, para identificar prioridades y valores asociados con Downtown Milwaukie. Los resultados proporcionarán una base para asegurarse que los planes actuales de downtown se alinean de acuerdo a los valores y deseos de la comunidad.

Atentament,

ALIGN planning

viii TARGETED OUTREACH TO GROUPS in Milwaukie

Groups such as seniors, parents and artists have a presence in Downtown Milwaukie and are often not explicitly engaged. These outreach efforts were designed to engage under-represented organizations and groups to better understand their interests and concerns about Downtown Milwaukie. Activities included attending downtown events such as First Friday, ArtMOB lectures, the Farmers Market, and distributing surveys to targeted locations.

HISPANIC & LATINO

The public engagement activities took place between April and May 2013 with various residents and organizational interests throughout the city of Milwaukie.

Each of these outreach efforts was designed to engage a broad array of citizens, including those whom represent under-represented organizations and interests. Although ALIGN planning successfully facilitated a number of events and interviews, the limited time frame proved difficult in successfully reaching certain groups.

This section suggests opportunities for future engagement with the following constituencies and organizations. This document summarizes outreach efforts conducted by ALIGN planning and suggests prospects for continued engagement.

Results

- Visited Spanish Mass at St. John the Baptist Church two concurrent Sundays
- Spoke with the Hispanic Coordinator, Genesee McCarthy, and other staff about engagement opportunities
- Engaged with local, Latino, business owners through a variety of methods including interviews, conversation and public events

Explicit Outreach Attempted

- Distributed, hand-to-hand, 30 surveys after Spanish Mass – translated into Spanish - none were returned
- Explained the purpose and logistics of the survey in Spanish to those who accepted a survey
- Requested an announcement to the congregation; may have needed more advance notice

Additional Strategies to Consider

- One-on-one interview with leadership within the Spanish Parish at St. John the Baptist Church
- Request, in advance, an announcement to the congregation
- Brief pedestrian intercept surveys in Spanish
- Spanish-speaking staff for outreach

Potential Contacts

- Rev. Jorge Hernandez, Pastor, St. John the Baptist Church:
frjorge@sjbcatholicchurch.org (English & Spanish)
- Genesee McCarthy, Hispanic Coordinator, St. John the Baptist Church:
gmccarthy@sjbcatholicchurch.org
- Sunday Mass held at 12:00pm

LOWER INCOME

Results

- Interview with Steven McMurtey at Northwest Housing Alternatives
- Undeterminable number of survey respondents, at least four from Northwest Housing Alternatives
- Uncounted interactions through casual conversations in the community

Explicit Outreach Attempted

Visit to Hillside Manor, next opportunity for group discussion was not until May 27, 2013 – after completion date for report – and was likely to be rescheduled because of Memorial Day

Additional Strategies to Consider

- Schedule agenda item at monthly meeting for Hillside Manor
- More advanced notice when organizing a community conversation
- Ask for income information on surveys

Potential Contacts

Jemila Hart, Resident Services Specialist, Clackamas County Health, Housing & Human Services, Housing Authority: jemiliahart@co.clackams.or.us; 503.702.1587

PARENTS

Results

- Two parent interviews with children in household
- At least two parent interviews without children in household
- Interaction with families at First Friday event
- Undefined number of parents responded to survey

Explicit Outreach Attempted

- Effort to contact families through publicly available information
- Targeted outreach to PTO/PTA/PTSA/Parent Council was difficult
- Contacted school staff
- Appearance at family oriented events – First Friday

Additional Strategies to Consider

- Longer lead-time to attend pre-scheduled meetings
- Utilizing designated meetings to network for further outreach
- Consideration of school presentations and workshops (see “Schools and Children” section)



RENTERS

- Piggy-back of existing events that occupy children's time to allow parents to fully participate in engagement activities

Potential Contacts

Angela Lazarean, Outreach and Education Committee Chair, OAPA,: angela.lazarean@state.or.us; 503.373.0050 x286



Results

- 37% of survey respondents self-reported to live in Milwaukie and not own a home in Milwaukie
- Undetermined number of event participants were renters
- Uncertain number of renters engaged through casual conversations in community while advertising upcoming events

Explicit Outreach Attempted

- Contacted Northwest Housing Alternatives
- Searched publically available information for renters organization in Milwaukie with inconclusive results
- Phone calls to individual property management companies
- E-mails to five survey respondents who wanted to be contacted for an interview, only one response from a renter – others owned homes. Not enough respondents for group conversation

Additional Strategies to Consider

- Include a meeting mailer in water bill for select targeted areas



- Door-to-door flyer or meeting notice distribution in areas known to have high percentage of renters
- Ask if residents rent a home in Milwaukie on future surveys
- Potential Contacts
- Jemila Hart, Resident Services Specialist, Clackamas County Health, Housing & Human Services, Housing Authority: jemiliahar@co.clackams.or.us; 503.702.1587
- City of Milwaukie, Utility Services

SCHOOLS & YOUTH



Results

- One-on-one interviews with leadership of Milwaukie High School and Portland Waldorf School
- E-mailed survey link to Dani Johnson, Secretary, at Milwaukie Elementary School for distribution to students
- 13% of survey respondents checked they either attend school or drop someone off at school in Downtown Milwaukie

Explicit Outreach Attempted

- E-mailed 4th and 5th Grade teachers explaining opportunity and requesting to engage students, did not receive responses
- Spoke with District Office for permission to visit the classroom

Additional Strategies to Consider

- Longer advanced notice and perhaps creating a relationship with the leadership of the school
- Christine Wolf, School Chair of the Portland Waldorf School, would like further engagement with the City and believes surveys could easily be distributed throughout the network of more than 300 students, staff and family members of the school
- Consideration of school presentations and workshops (see “Schools and Children” section)

Potential Contacts

Christine Wolf, School Chair, Portland Waldorf School: christine.wolf@portlandwaldorf.org; 503.654.2200 x204

Mark Pinder, Milwaukie High School: 503.353.5830

SENIOR CITIZENS

Results

- Undetermined number of participants at first public event and Coffee Klatches with business owners
- 17% over the age of 55 at second workshop event; 15% over the age of 65
- 25% survey respondents reported they were over the age of 55
- 10% survey respondents reported they were over the age of 65
- Multiple and indeterminate number of interviews and informal conversations throughout the downtown community

Explicit Outreach Attempted

- Visited Milwaukie Center and followed-up via e-mail, but was told the notice was too short to organize a meeting
- Many in senior housing unable to travel independently to downtown area and therefore may not have feedback to share for the current effort

Additional Strategies to Consider

- Longer lead-time to attend pre-scheduled meetings and schedule event
- Advertising in monthly Milwaukie Center newsletter
- Would like to have continued engagement with City of Milwaukie



Potential Contacts

- Abby Kennedy, North Clackamas Parks & Recreation, Human Services Coordinator: akennedy@clackamas.us; 503.653.8100
- Rose Villa Senior Living, 13505 SE River Road, Portland: <http://www.rosevilla.org>
- Willamette View Retirement Community, 12705 SE River Road, Portland: <http://www.willametteview.org/>





Find out more about the **PROJECT** at:

[www.ci.milwaukie.or.us/planning /fresh-look-milwaukie-downtown-road-map](http://www.ci.milwaukie.or.us/planning/fresh-look-milwaukie-downtown-road-map)

Find out more about the **TEAM** at:

www.ALIGNplanning.com