



**Park Avenue
Community
Phase I
Engagement**

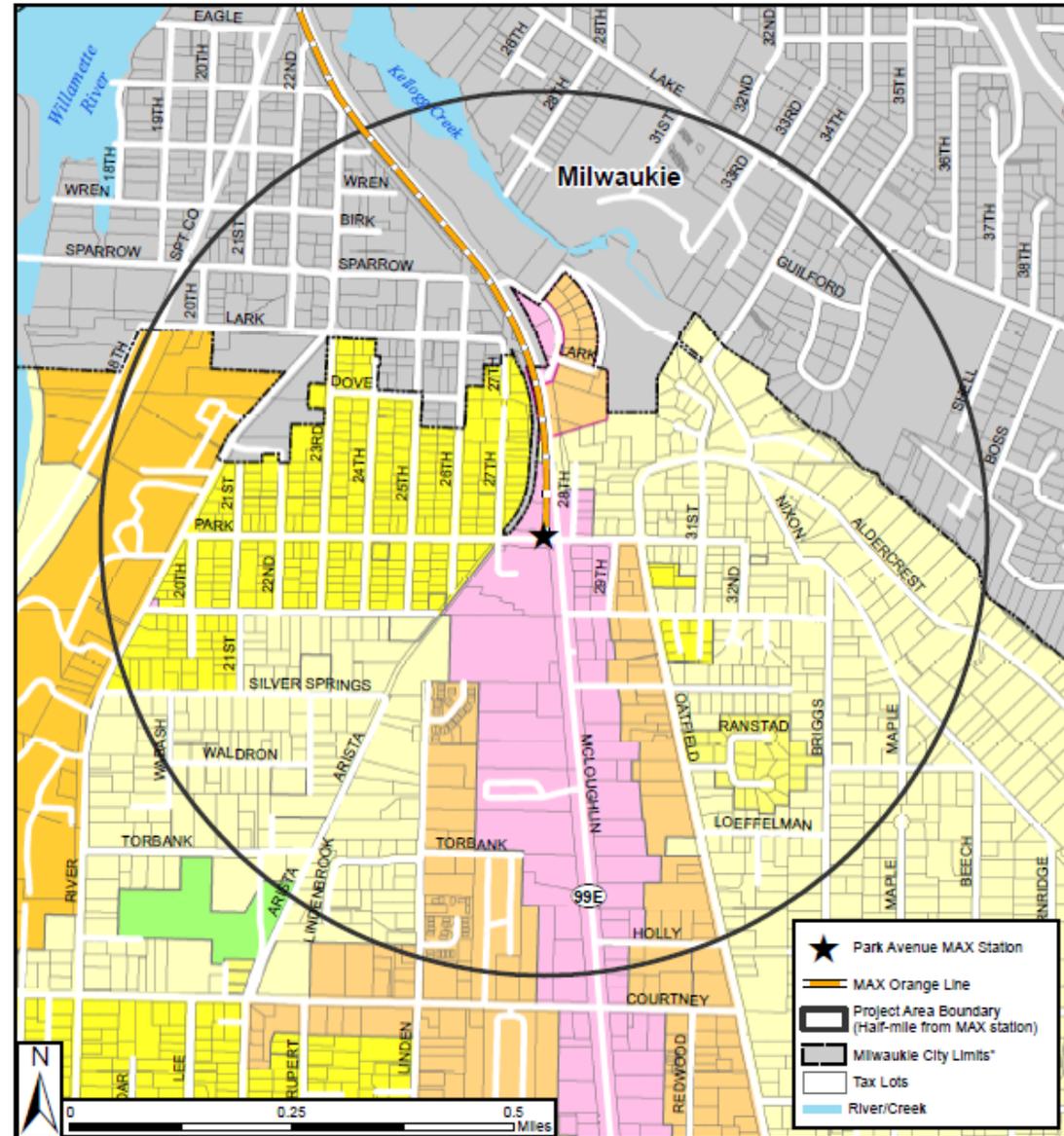
**Economic
Development
Commission**

February 27, 2019

Project Overview

- Community Overview
- Development Trends
- McLoughlin Area Plan (MAP) Awareness
- Next Steps

Project Area



Project Purpose

Phase 1: Community Engagement

- Identify community members, businesses and other stakeholders that would be impacted by changes in design and development standards.
- Determine level of familiarity with MAP.
- Gauge community understanding of potential impact of design and development standards.

Project Purpose

Phase 2

- Extensive public engagement.
- Creation of design and development standards for commercial lands in project area.

Community Outreach

Digital

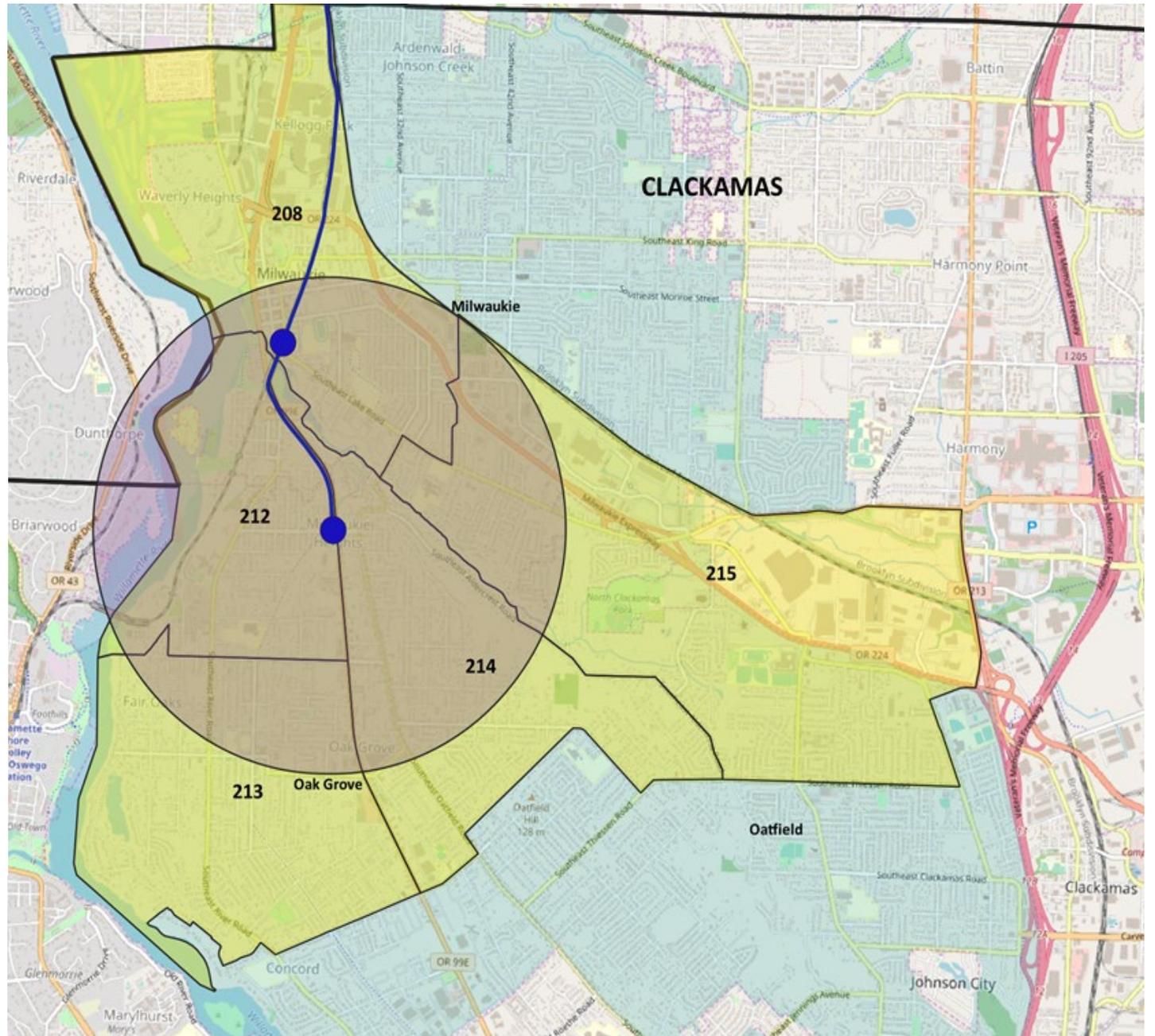
- Webpage - www.clackamas.us/planning/parkave
- Survey - www.surveymonkey.com/r/JZHLYL7

In Person

- Roundtable meetings with property owners, developers, business owners, senior housing providers, residents and people engaged in the project development
- Intercept survey at light rail station
- Community open house
- Updates at community organization meetings

Demographics

- Light Rail Stops
- Light Rail Line
- 1-Mile Radius
- Census Tracts (CT)
- Census Designated Places (CDP)



Community Overview- Demographics

- **Population growth:** **Almost none**. Annual growth averaged -0.7% since 2010 with last five years trending negative
- **Home Ownership:** **Stable**. The level of ownership households dropped from 57% to 56% since 2010
- **Age:** **Increasing**. Median age rose from 40 to 42 from 2010 to 2017
- **Education Attainment:** **Growing**. In 2010, 24-25% had a bachelor's degree; in 2017 increased to 31% with a bachelor's degree
- **Diversity:** **Slight increase**. White-only population decreased by 1.5% from 2010 to 2017 to approximately 87%
- **Employment:** **Good**. Annual growth rate of 3.2%
- **Household Income:** **Relatively flat** until 2017. From 2016 to 2017, median household income increased by 5.3%

Development Trends - Retail Trends

United States Change in Per Capita Retail Spending 2000 - 2016

Kind of business	2016	2000	%Change
Per capita spending, total			
Motor vehicle and parts dealers	24%	27%	-3%
Furniture and home furnishings stores	2%	3%	-1%
Electronics and appliance stores	2%	3%	-1%
Building mat. and garden equip. and supplies dealers	7%	8%	0%
Food and beverage stores	14%	15%	0%
Health and personal care stores	7%	5%	2%
Gasoline stations	9%	8%	0%
Clothing and clothing access. stores	5%	6%	0%
Sporting goods, hobby, musical instrument, and book stores	2%	2%	0%
General merchandise stores	14%	14%	0%
Miscellaneous store retailers	3%	4%	-1%
Nonstore retailers	12%	6%	6%

Source: Retail Census 2018, Bridge Economic Development

Development Trends - Retail

- Food and beverage establishments have become a larger part of the retail experience
- Flexible zoning requirements for changing market
- Requiring a retail use does not guarantee a vibrant pedestrian environment

Employment Trends - State

- **Health care and social assistance** will add 49,500 jobs by 2027, the most of any sector. The healthcare industry is shifting to a more “retail” model.
- **Professional and business services** will add 41,200 additional jobs.
- **Manufacturing** will add 12,600 jobs, especially in food and beverage industries.

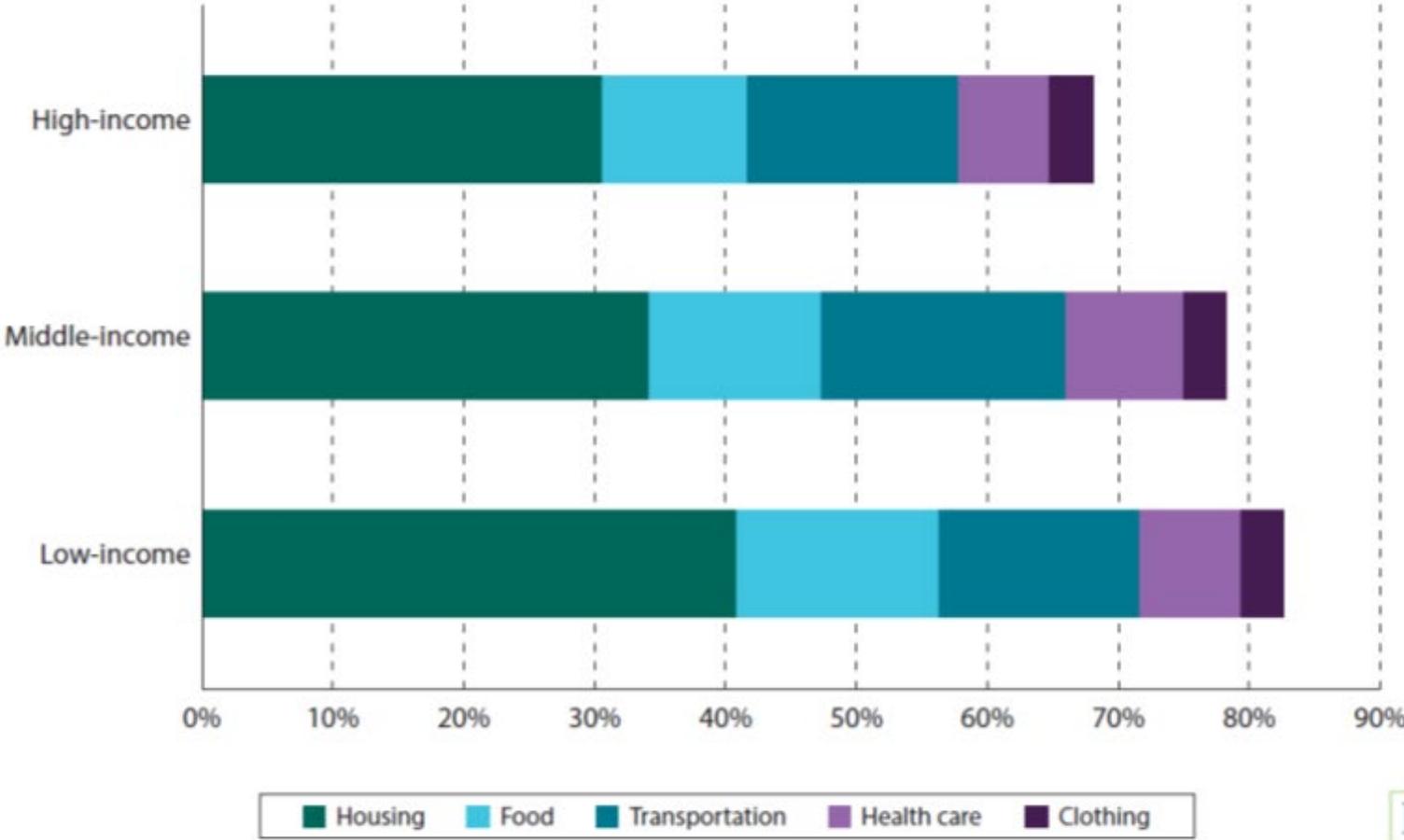
Employment Trends - National

Industry Sector	United States Average Wage 2017
Professional, Scientific, & Technical Services	\$99,705
Wholesale, Manufacturing	\$71,372
Education, Health Care & Social Assistance	\$49,565
Retail Trade	\$31,217
Accommodation & Food Services	\$20,731

Source: Bureau of Labor Statistics, QCEW data

Housing Trends - National

Share of Household Expenditures on Basic Needs, by Income



Source: Consumer Expenditure Survey (2014)

Notes: Low-income, middle-income, and high-income are defined as the average expenditures of consumer units in the bottom, middle, and top income quintiles, respectively.



Housing Trends – Portland Metro

- A key element to reducing housing costs - or at least reducing the rate of housing price growth - is to build more housing for all income levels
- Maximizing access to alternative transportation
- The Center for Transit-Oriented Development (CTOD) forecasted that from 2005 - 2030, 184,000 new households in the Portland region will want to live near transit.

Diversity and Inclusion

Reduce Cost of Living:

- Allow for a variety of housing sizes and densities to increase affordability, access and lifestyle needs
- Decrease transportation costs with multi-modal and transit investments

Increase Income Opportunity:

- Access to more family-wage jobs
- Access to asset wealth – home and business ownership
- Access to education and skills

Mitigating Displacement

Home Owners

Property taxes limited increase through Measure 5 and 50

Renters

- Retain all existing affordable housing stock such as mobile home parks and older apartment buildings
- Work with affordable housing providers to purchase older apartment buildings

Businesses

- Potentially purchase the building which they occupy to build asset wealth
- Improve business operations to proactively adjust to potential rent increases

Schedule

Memo 1: Community Overview and Development Trends

Final: End of January

Stakeholder Roundtables Jan - Feb

Survey 1/21 – 2/28

LRT Intercept Survey 2/06

Memo 2: Summary of Survey and Meetings Findings

Meeting: Mid-March

Finalize: End of March

PMT and Community Meetings

Early April

Memo 3 – Recommendations for Phase 2 Process

Draft: Mid-April

Report and Recommendations to Board of County Commissioners

Mid-May

We Want to Hear from You!

- Survey:
www.surveymonkey.com/r/JZHLYL7
- Project Website:
www.clackamas.us/planning/parkave
- Other organizations to engage?



Thank You



McLoughlin Area Plan (MAP)

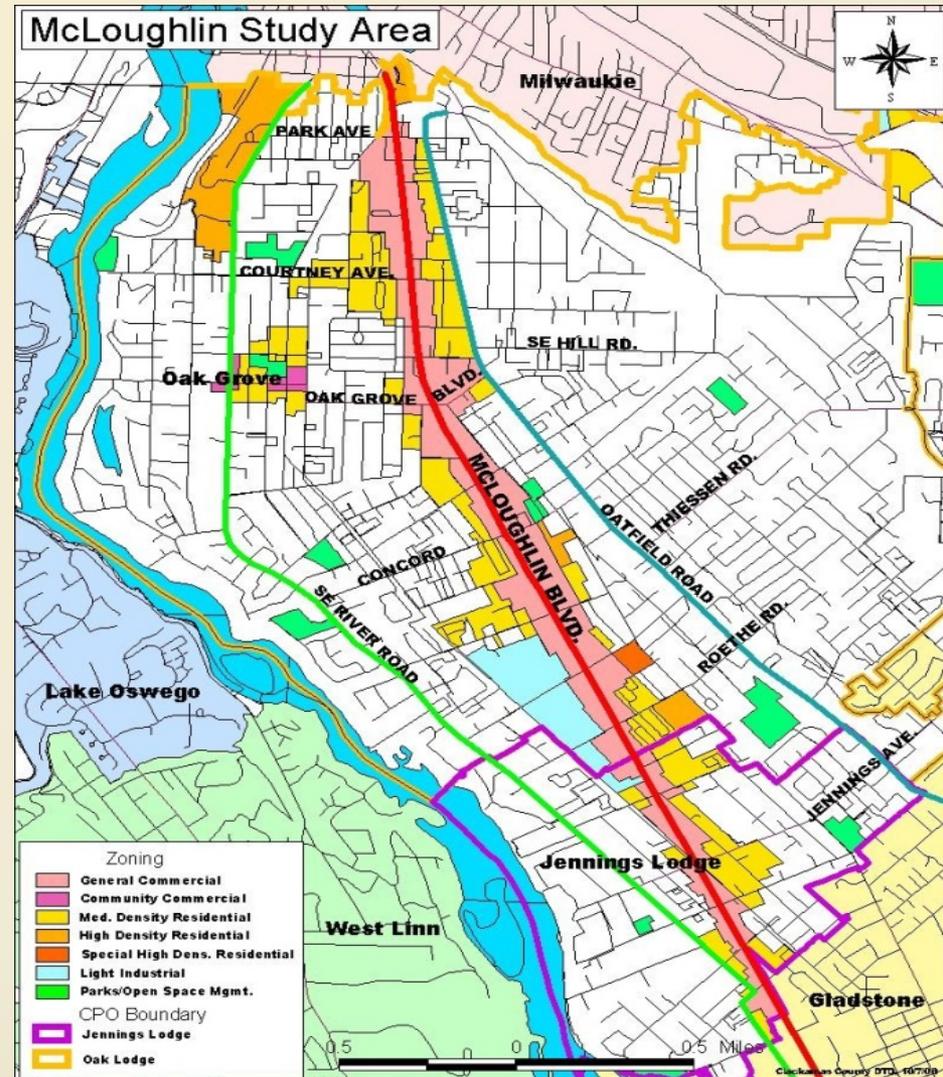


Economic Development Commission

February 27, 2019

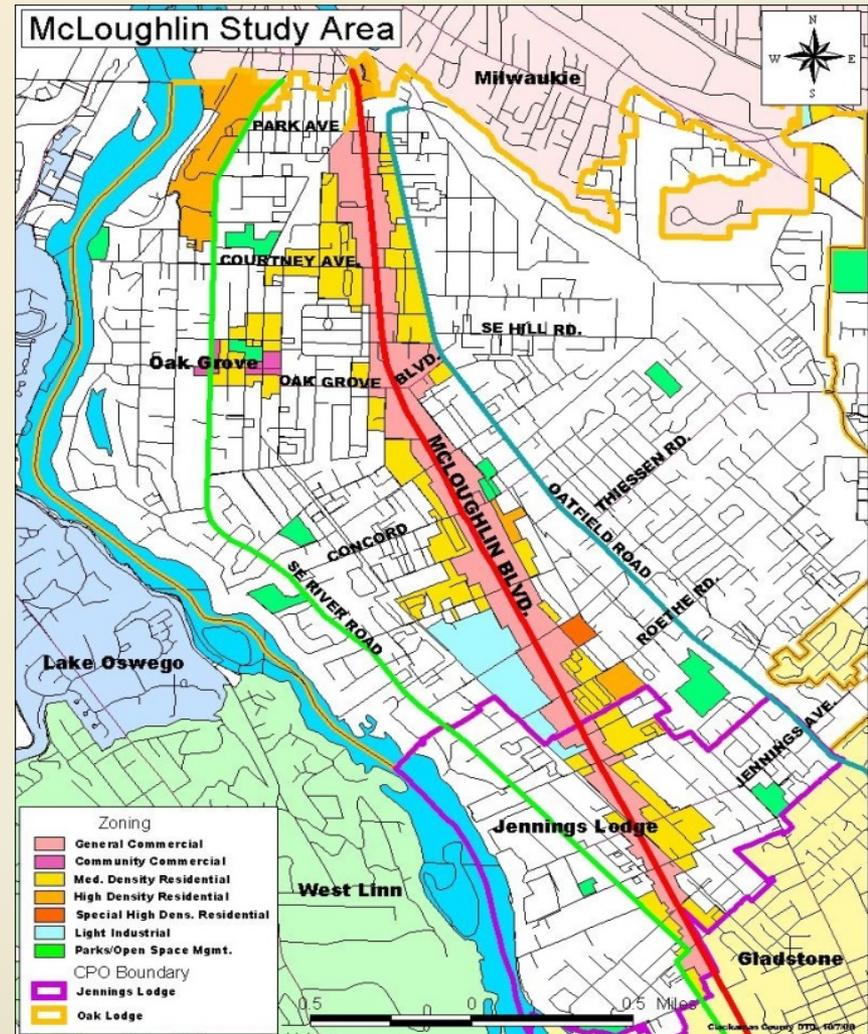
McLoughlin Area Plan (MAP)

- Community-led planning effort
- **Goal:** Enhance and revitalize neighborhoods and communities in unincorporated areas between Milwaukie and Gladstone, and the Willamette River and I-205
- Two-phase process



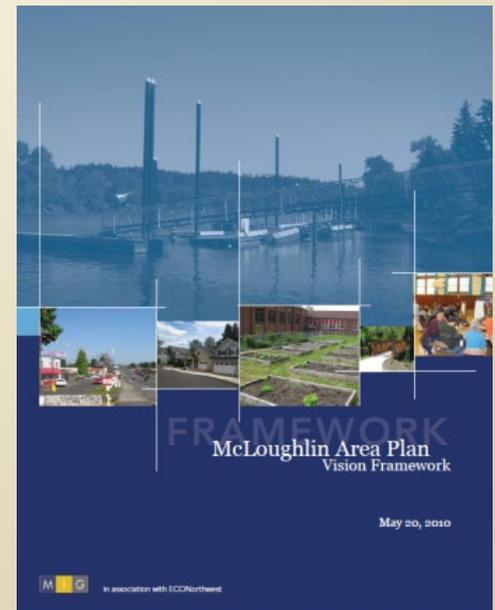
McLoughlin Area

- Included communities of Oak Grove, Jennings Lodge and Oatfield Ridge
- Included 3 CPOs: Oak Grove, Jennings Lodge and North Clackamas
- Bisected north-south by 3.7 miles of McLoughlin Blvd
- 35,780 residents



Phase 1

- Timeline: Spring 2009 – spring 2010
- Goal: Identify and articulate community's core values, vision and guiding principles, and project types
- Leadership: 12-member, self-selected committee
 - Residents from areas encompassed by 3 CPOs
 - Developed scope of work, interviewed & selected consultant, guided study process
- Community involvement
 - Public workshop
 - Interviews, stakeholder meetings, focus groups
 - Website and survey
 - MAP Committee meetings



Phase 1 Results: Vision

- *In the future, our community fabric of thriving neighborhoods, shops, restaurants and services is green and sustainable; healthy and safe, woven together by walkable tree-lined streets, trails, natural areas and open spaces; and strengthened by our diversified local economy, great educational opportunities and engaged citizens.*

Phase 1 Results: Community Values

- **Community Connections** – strong, vibrant networks of relationships; active and involved in community improvement
- **Health and Safety** – safe neighborhoods and healthy environment for residents of all ages
- **Green and Sustainable** – quiet, green neighborhoods; ecological, economic and social sustainability
- **Access and Connectivity** – access to wider region; close proximity to opportunities; improved multi-modal options
- **Diverse and Inclusive** – range of ages, incomes and ethnicities; encourage participation by all
- **Local Economy** – local and small businesses
- **Local Self-Determination** – local control and decision-making

Phase 1 Results:

Guiding Principles & Project Types

PRINCIPLES

- Economic Vitality
- Transportation
- Social
- Design
- Environmental
- Administrative

PROJECT TYPES

- Transportation
- Parks, Open Space and Habitat
- Development/Redevelopment
- Housing Affordability
- Economic Development Programs
- Planning, Studies, Code Enforcement and Other Programming

Phase 2

- **Timeline:** Summer 2010 – December 2011
- **Goal:** To guide transportation, housing and economic development decisions through a set of priority programs and projects that will achieve the community vision that was established in Phase One
- **Leadership:** 12-member, self-selected committee
 - Residents from areas encompassed by 3 CPOs
 - Developed scope of work
 - Interviewed and selected consultant
 - Guided study
 - Guided development of final report
 - 14 meetings, all open to public



Coordination

- Clackamas County Comprehensive Plan
- Clackamas County Planning (Park Ave. Station Area)
- Metro (Nature in Neighborhoods)
- North Clackamas Parks (Trolley Trail)
- Oregon Dept. of Transportation (McLoughlin Blvd.)
- Service and special districts
- TriMet (Portland-Milwaukee Light Rail)



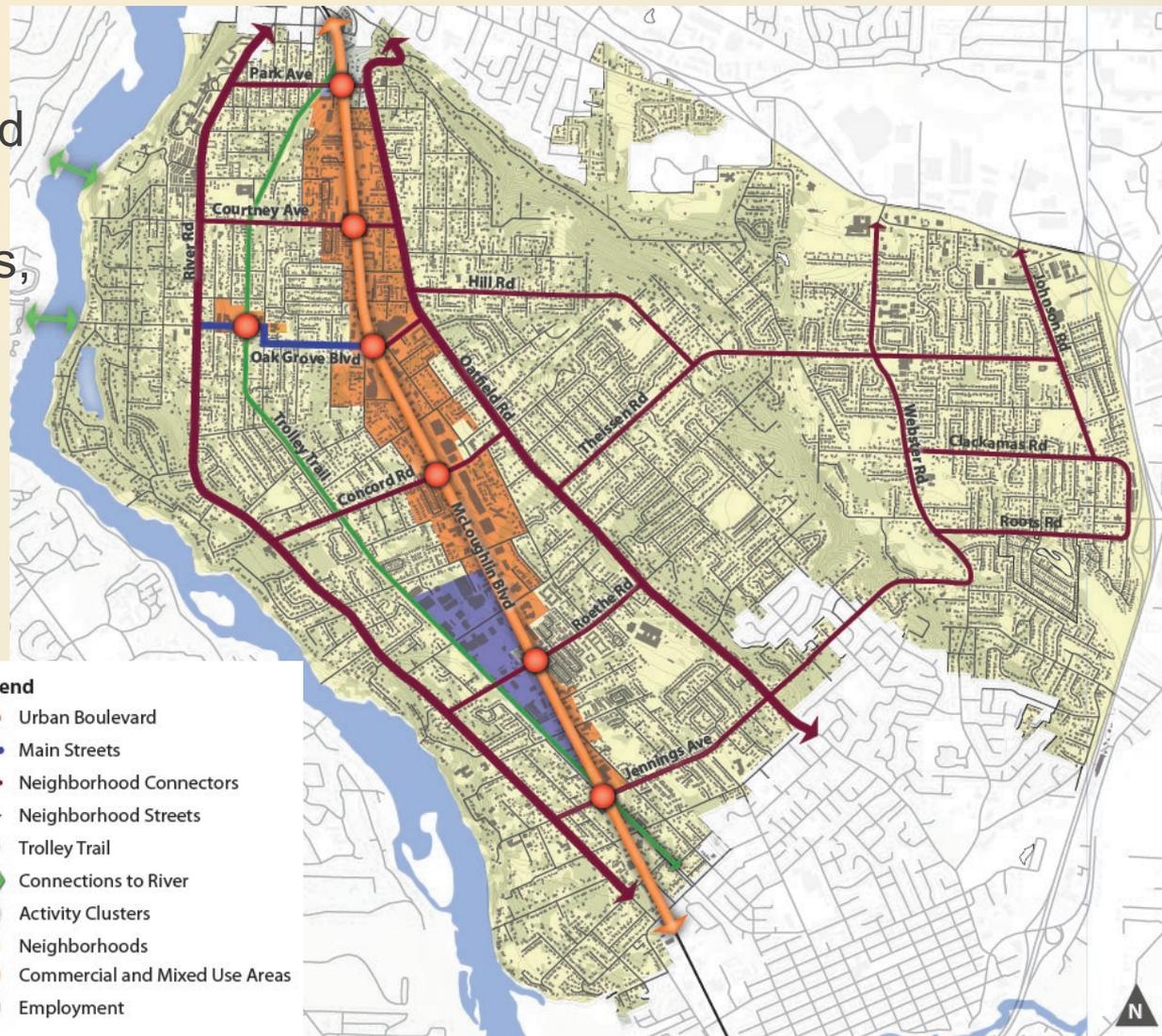
Community Involvement

- Three public workshops
- Online surveys and outreach
- Stakeholder interviews
- Business Focus Group
- Technical Advisory Committee
- Market analysis
- Website
- MAP Committee meetings



McLoughlin Area Vision Map

- Identifies:
 - Areas to preserve and protect
 - Possible sites for jobs, housing, retail
 - Safety & multi-modal transportation needs



Project and Program Development

- Prioritized 56 potential projects and programs identified through citizen participation
- Determine priority level of each project and program
 - Short-term (complete within 10 years)
 - Long-term

Priority Projects and Program Types

McLoughlin Boulevard
Improvements



Neighborhood and
Community



Parks, Open Space
and Natural Habitat



Strengthening
Connections



Redevelopment and
Development



Economic
Development



Short-Term Projects and Programs

- Strategic Priority: *McLoughlin Boulevard Improvements*
 - Projects
 - Construct improved pedestrian crossings
 - Construct streetscape improvements
 - Programs
 - Develop a community design plan for McLoughlin Boulevard
- Strategic Priority: *Neighborhood & Community Improvements -- Projects*
 - Improve lighting at key locations to improve safety for motorists and pedestrians

Short-Term Projects and Programs

(cont'd)

- Strategic Priority: *Neighborhood & Community Improvements* -- Programs
 - Establish a citizen advisory committee to oversee plan implementation including budgets, project oversight, and community involvement
 - Stricter enforcement of existing sign ordinances
 - Enforce proper property use and maintenance
 - Coordinate enforcement to lessen negative impacts of adult-oriented businesses on the family-friendly character of surrounding neighborhoods
 - Locate offender treatment facilities to limit negative impact on the family-friendly character of surrounding neighborhoods
 - Encourage community-wide events and cultural celebrations
 - Modify existing Zoning and Development Ordinance to better protect neighborhoods from up-zoning and incompatible development

Short-Term Projects and Programs

(cont'd)

- Strategic Priority: *Parks, Open Space & Natural Habitat*
 - Projects
 - Acquire property and/or develop new parks & open spaces
 - Improve pedestrian and bike connections to the Trolley Trail
 - Programs
 - Identify strategies to protect and enhance existing natural habitat
- Strategic Priority: *Strengthening Connections* –
 - Projects
 - Construct street improvements on existing, significant transportation routes
 - Improve pedestrian and bike connections to schools, parks and other key community destinations

Short-Term Projects and Programs

(cont'd)

- Strategic Priority: *Redevelopment and Development*
 - *Projects*
 - Develop commercial or mixed-use activity clusters at targeted locations
 - Support public-private partnerships to acquire land or buildings for development and redevelopment
 - Develop façade improvement program for existing commercial developments
 - Program: Develop vacant / underused land inventory to assist private sector
- Strategic Priority: *Economic Development*
 - Project: Provide incentives for businesses with family-wage jobs
 - Program: Develop a program that promotes new business and expansion of existing businesses

Ongoing Efforts

- Oak Grove Community Council
- Jennings Lodge CPO
- McLoughlin Area Plan Implementation Team (MAP-IT)
 - 15 members
 - Established in 2012 to assist in implementation of short-term project identified in MAP
 - www.Clackamas.us/mapit
- McLoughlin Area Business Alliance
 - Formed in 2011
 - Venue to collaborate and participate in future growth of area
 - 200 member businesses
 - www.mabasite.com

Questions ?