

Clackamas County Economic Development Commission (EDC) – McLoughlin Corridor Bus Tour
Wednesday, March 27, 2019

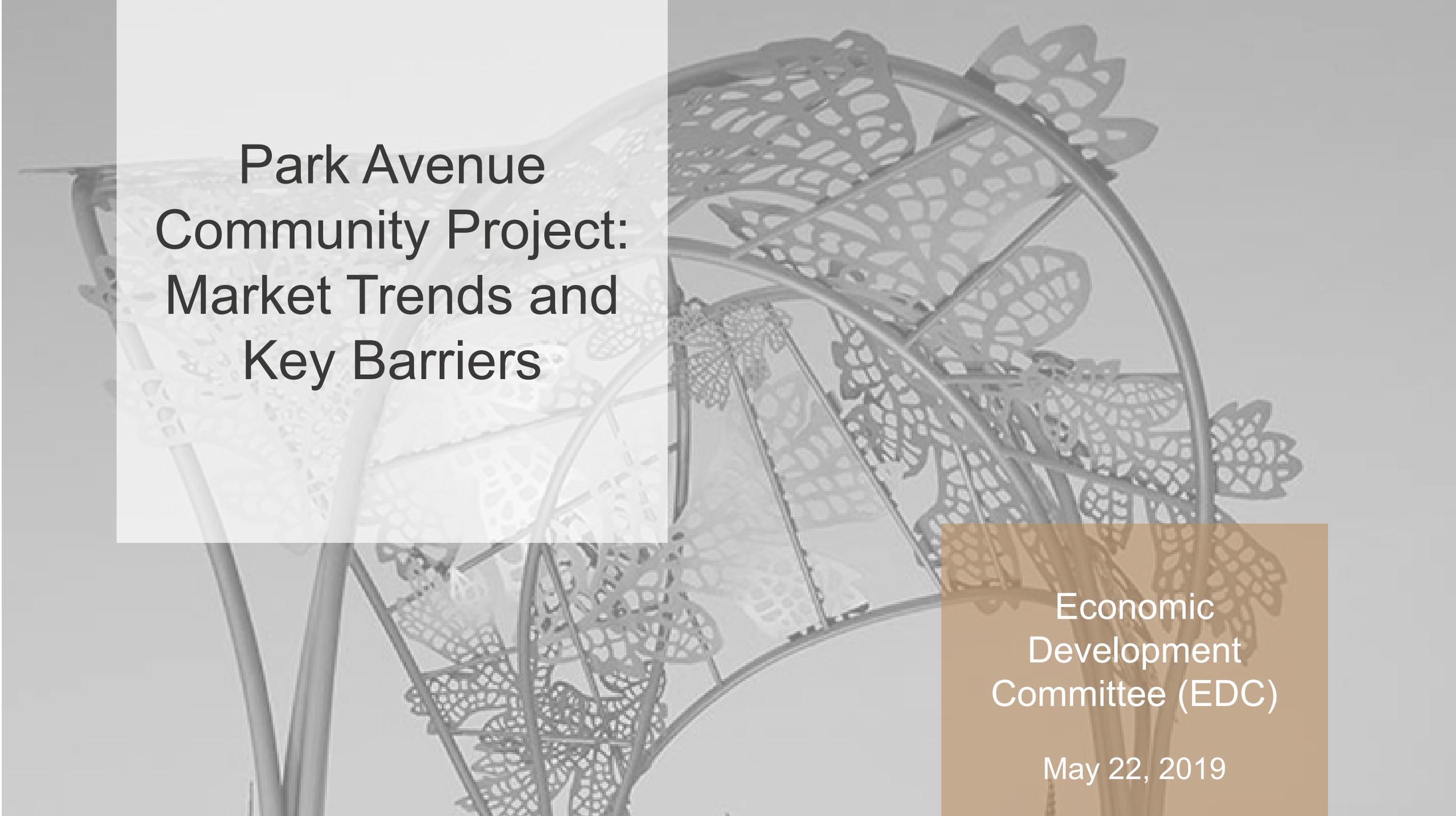
Below are comments shared by EDC members at the conclusion of the bus tour:

- Address zoning and parking floor area ratio's (FAR) for development
- Explore adaptive re-use of big box retailers
- Infill is occurring in multiple areas
- Continue conversations with ODOT, Milwaukie, and Gladstone regarding traffic flow on McLoughlin
- Finish smaller projects that will lead to a larger impact
- Lacks curb appeal
- Ask residents what they value, then share what they appreciate
- Another visionary process is not needed
 - How are we paying for project identified in the visions that are being created?
 - Share project specifics with the community
 - Gather community buy-in
 - Discuss bike-pedestrian bridge
- How do we get balanced economic prosperity
- Walkability – work with what we have in place
- How do we engage and support workforce training & the construction trades?
- What are the target redevelopment properties? We can assist with marketing these sites for tenants.
- We need more office space.
- Redevelop car lot properties as they come available
- Take action – encourage East/West connections
- Identify nodes for redevelopment. Create a Strength/Weakness/Opportunities/Threat (SWOT) team with the City of Milwaukie and City of Gladstone
- Within the McLoughlin Area Plan – where do the jobs go?

Follow up notes on the bus tour from the EDC Executive Committee:

- What are the results/goals/conclusions from the other groups recently doing studies in the unincorporated McLoughlin Corridor?
- Pull together all previous plans/strategies/visions into one simple overall strategy for the entire corridor with action items, then highlight relevant recommendations and get beyond "studies".
- Consider Milwaukie and Oregon City downtowns as major north/south anchors for the overall corridor (rather than separate zones... they are part of the corridor).
- A strategy to consider would be to explore east/west neighborhood linkages on key side streets as well as the overall north/south influence of through traffic; Example: Could we develop mixed-use node Main Streets (similar to TOD nodes around train stations) at key streets that serve nearby neighbors as well as folks driving along the corridor? Small Main Street nodes will still need the broader market support of the overall corridor to survive.

- Think of the "market" for development and businesses in **four segments**:
 - **Neighborhood Level:** *adjacent neighborhood folks that can easily walk, bike or drive to McLaughlin.*
 - **Community Level:** *people living in the larger corridor area that depend on the Boulevard for their community-level grocery shopping.*
 - **Regional Level - Destination:** *shoppers driving to the Boulevard. I.e. To buy a car.*
 - **Regional Level - Through Traffic:** *shoppers driving through the Boulevard.*
- What are locations for new large-scale retail, office, residential and mixed-use development? What project locations can EDC promote?
- Is there opportunity or funding to review studies or create a new property list with location/size/ownership of properties with potential for development? Are there assessment grants the County could apply for to evaluate the existing buildings in the area?
- Strategies/actions in ways the EDC proposed to facilitate owner/developer match making. Individual or group meetings with key owners to promote corridor strategies, market its potential, etc.
- Address visual/physical improvement of the overall corridor. Use a "Clean It Up, Green it Up" approach aimed at getting property owners as well as public agencies working on landscaping, lighting, signage, artwork, storefront renovation, parking lot enhancements, curb cut consolidation, etc.
- Market the strategy and corridor as an overall entity. Maybe come up with a slogan or approach. I.e. Shop the Boulevard, Business on the Boulevard, Shop the Mac, etc.
- Key areas for EDC to recommend for rezoning to the BCC



Park Avenue Community Project: Market Trends and Key Barriers

Economic
Development
Committee (EDC)

May 22, 2019

Agenda

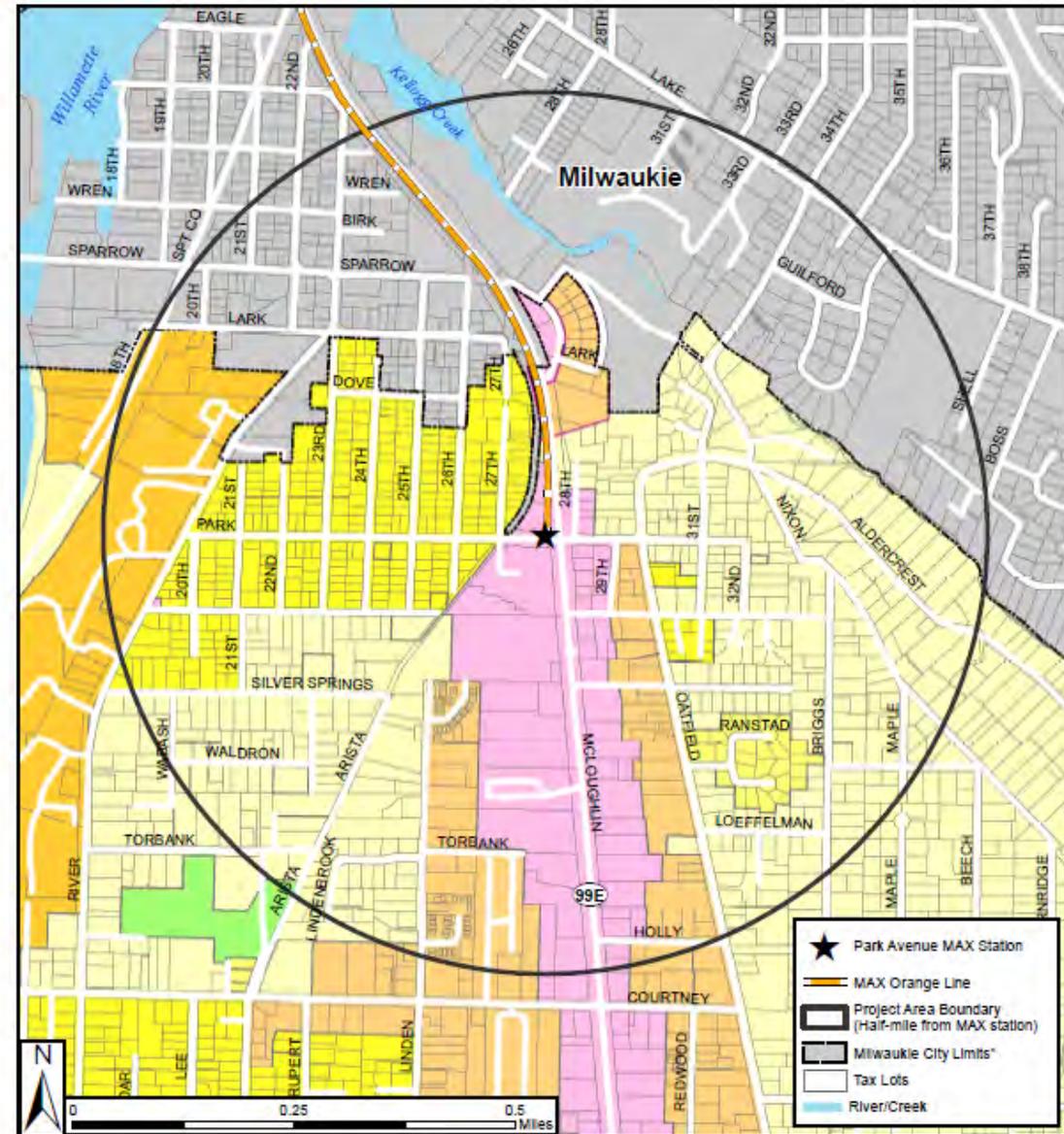
- Project Overview
- Market Trends and Key Barriers
- Lessons Learned for McLoughlin Corridor
- Discussion

Project Overview (Phase 1 & Phase 2)

- **Who:** Partnership between McLoughlin Area Plan Implementation Team, Clackamas County, and Metro
- **What:** Work with the residential and business community to create **updated land use development and design standards for commercial and multi-family portions of the study area that are consistent with MAP values and vision, and facilitate incremental shifts toward the development goals for the area.**

Project Area

- Unincorporated Clackamas County within ½ mile of the Park Ave Light Rail Station
- Total Area – 335 acres
46 Commercial acres
220 Single-family acres
69 Multi-family acres
- Development and design standards recommendations to focus on commercial area and multi-family areas



Phase 1 – Desired Outcomes

- Summarize and verify community understanding of:
 - McLoughlin Area Plan (MAP) guiding principles,
 - Desire for mixed-use development that supports transit
- Develop Neighborhood Livability Measures
 - Address anti-displacement factors
- Identify people/stakeholders to involve in Phase 2 Community Advisory Committee and other public engagement
- Provide a recommendation to the BCC for process to create adoptable development standards that incrementally implement the interests of the community in realizing desired change

Phase 1 Reports

PUBLICLY AVAILABLE: <https://clackamas.us/planning/parkave>

Memo 1: Community Overview and Development Trends

- Demographics
- National and local market trends

Memo 2: Summary of Engagement and Key Themes

- Key themes from roundtable meetings
- Survey results

Memo 3: Recommended Revisions for Phase 2

- Summary of primary factors impacting development
- Recommend changes to scope of work for Phase 2

Memo 1: Community Overview and Development Trends

- **Local demographics**
- **National and regional market trends**
- Guiding policies
- Neighborhood Livability metrics
- **Need for Anti-displacement strategy**

Demographics and Trends

- **Growth:** Almost none. Annual population growth averaged -0.7% since 2010 with the last five years trending negative.
- **Age:** Increasing. The median age within the area increased from 40 to 42 from 2010 – 2017.
- **Education Attainment:** Growing. 2010 24-25% of population with a bachelor's degree, in 2017 increased to 31% with a bachelor's degree
- **Diversity:** Slight increase. White only population decreased from 2010 – 2017 by 1.5% to approximately 87%. In 2017, approximately 9% (2,166) of the CT Reference area population was of Hispanic or Latino origin, an increase from 5% (1,199) in 2010.

Demographics and Trends (cont.)

- **Home Ownership:** Stable. The level of ownership households within the area has dropped slightly from 57% to 56% since 2010.
- **Rents:** Median monthly rental rates for 2 bedroom/2 bath apartments in Milwaukie increased by 15.80% in 2016 and 11.71% in 2017. The rental rate increase slowed to 1.58% in 2018.
- **Employment:** Good. Annual growth rate of 3.2%
- **Household Income:** Relatively flat until 2017. Between 2016 and 2017, median household income increased by 5.3%
- **Commercial Investment:** Minimal. Popeye's Chicken with 1-mile radius in past 10 years.

Retail Trends

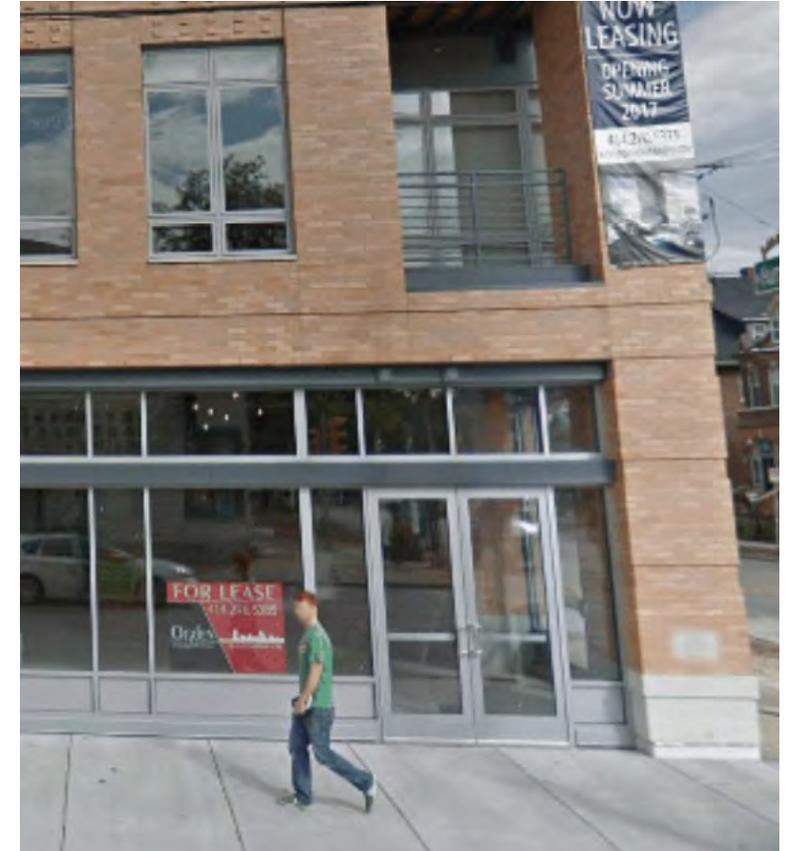
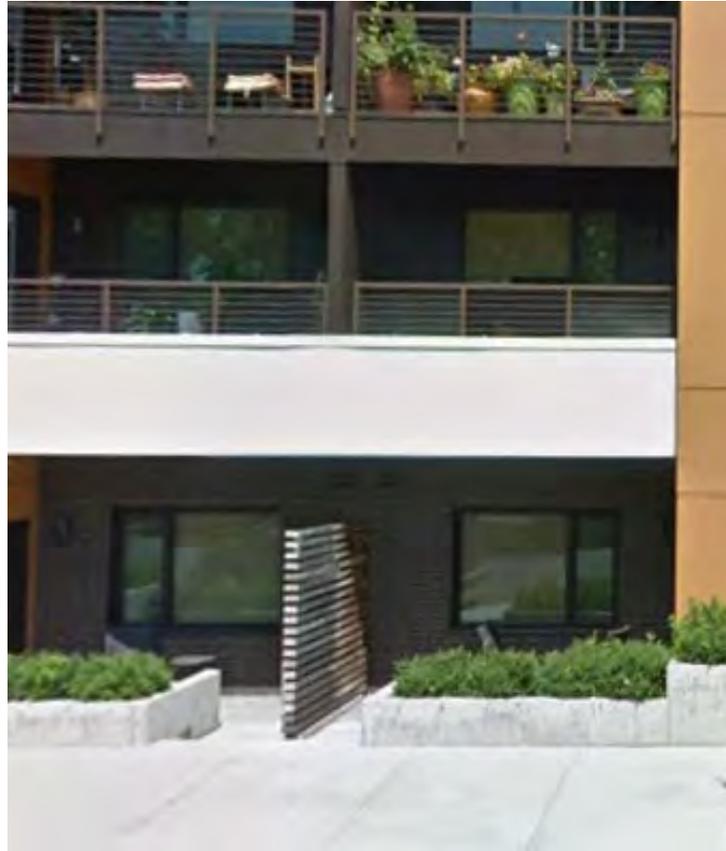
United States Change in Per Capita Retail Spending 2000 - 2016

| Kind of business | 2016 | 2000 | %Change |
|--|---------------|--------------|--------------|
| Per capita spending, total | | | |
| Motor vehicle and parts dealers | 23.57% | 26.69% | -3.12% |
| Furniture and home furnishings stores | 2.30% | 3.05% | -0.76% |
| Electronics and appliance stores | 2.03% | 3.03% | -1.00% |
| Building mat. and garden equip. and supplies dealers | 7.19% | 7.68% | -0.49% |
| Food and beverage stores | 14.43% | 14.91% | -0.48% |
| Health and personal care stores | 6.73% | 5.20% | 1.53% |
| Gasoline stations | 8.62% | 8.37% | 0.25% |
| Clothing and clothing access. stores | 5.35% | 5.62% | -0.27% |
| Sporting goods, hobby, musical instrument, and book stores | 1.78% | 2.27% | -0.49% |
| General merchandise stores | 13.93% | 13.55% | 0.38% |
| Miscellaneous store retailers | 2.52% | 3.58% | -1.06% |
| Nonstore retailers | 11.55% | 6.05% | 5.50% |

Source: Retail Census 2018, Bridge Economic Development

Retail Trends

- **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** – be thoughtful where required



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 | US Average Wages 2017 |
|---|-----------------------|
| Professional, Scientific & Technical Services | \$99,705 |
| Wholesale, Manufacturing | \$71,372 |
| Education, Health Care & Social Assistance | \$49,565 |
| Retail Trade | \$31,217 |
| Accommodation & Food Service | \$20,731 |

Source: Bureau of Labor Statistics, QCEW data

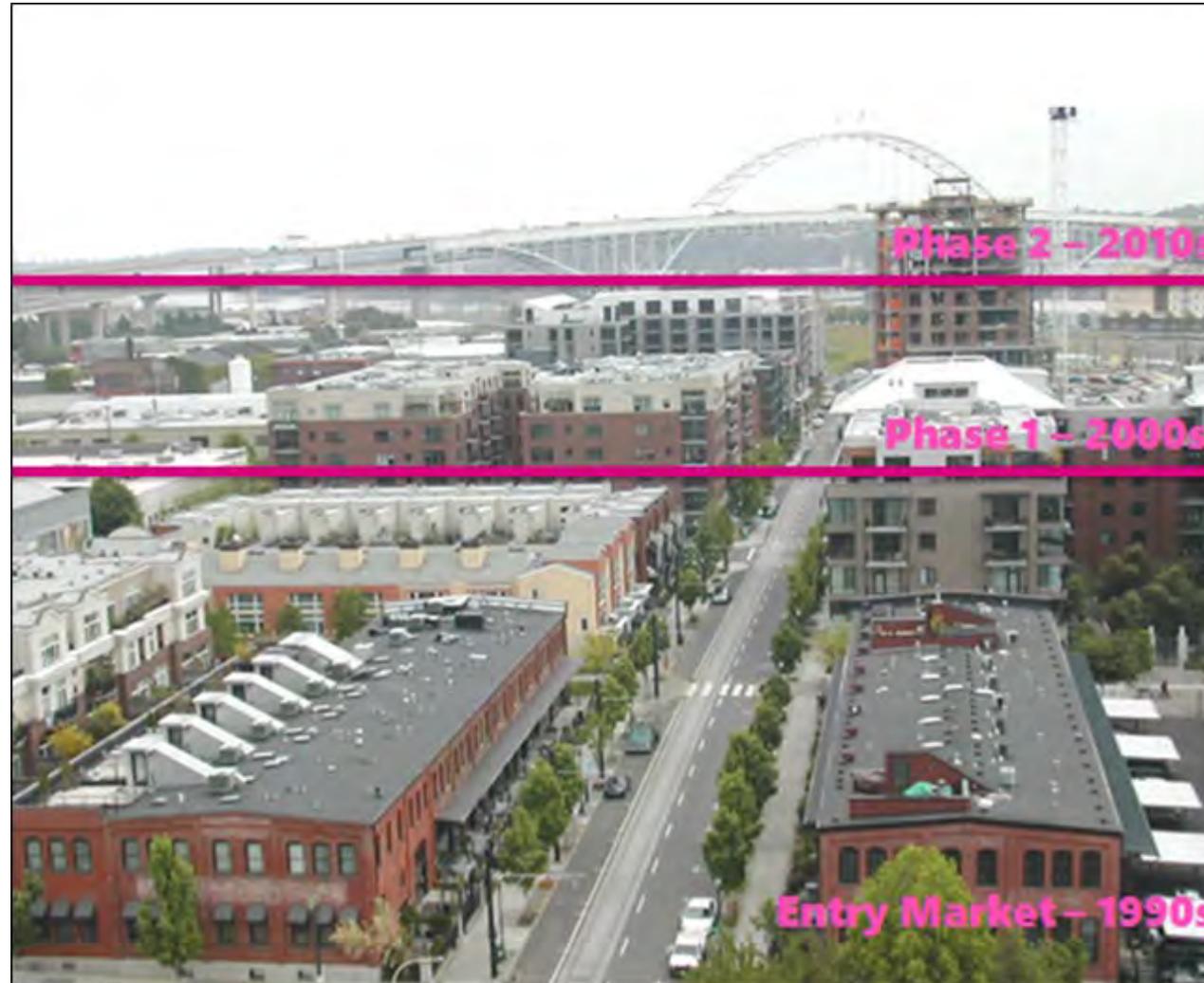
Craft Manufacturing



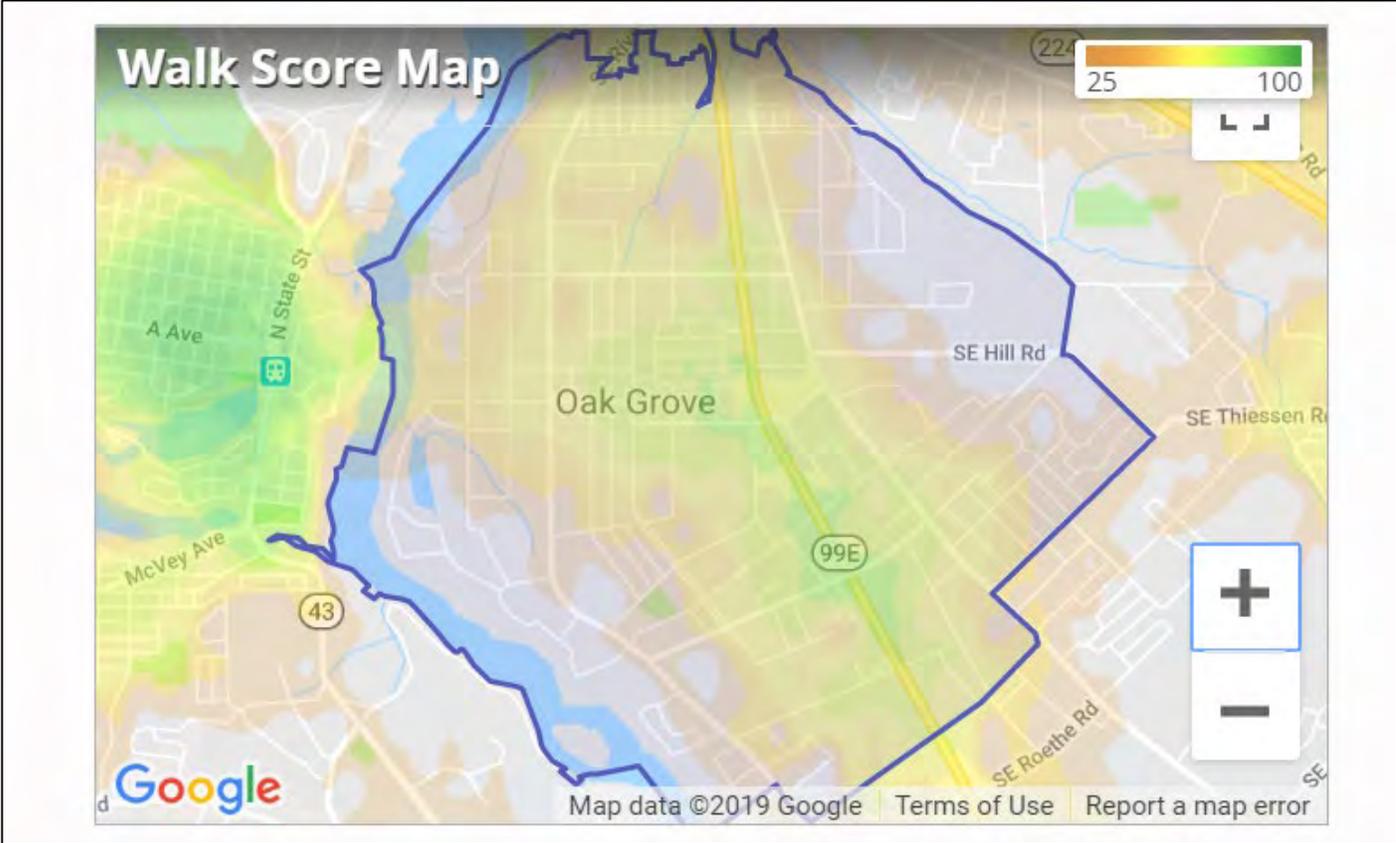
Housing Trends – Portland Metro

- 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.**

Development Trends



Development Trends



Mitigating Displacement

Home Owners

- Property taxes limited increase through Measure 5 and 50
- Targeted outreach to homeowners

Renters

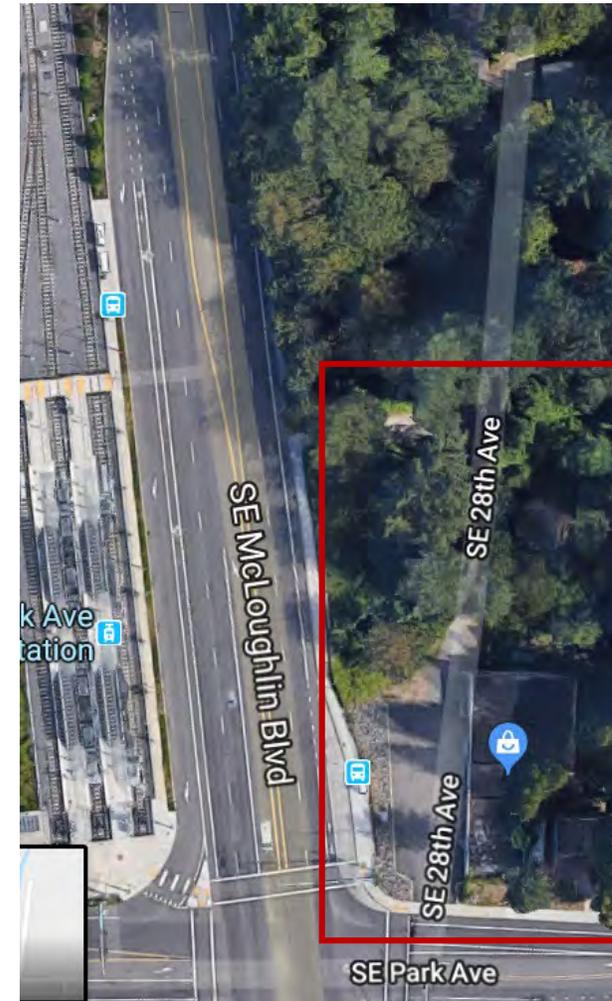
- Retain all existing affordable housing stock such as mobile home parks and older apartment buildings
- Work with affordable housing providers to purchase older apartment buildings

Businesses

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

Primary Factors Impacting Existing Conditions

- Zoning Restrictions
- Parcel Size
- Limited Pedestrian Access
- Enhance the Development Vision
- Sustainable Community Development
- Market Conditions
- Lack of a Champion
- Need for an Action Plan



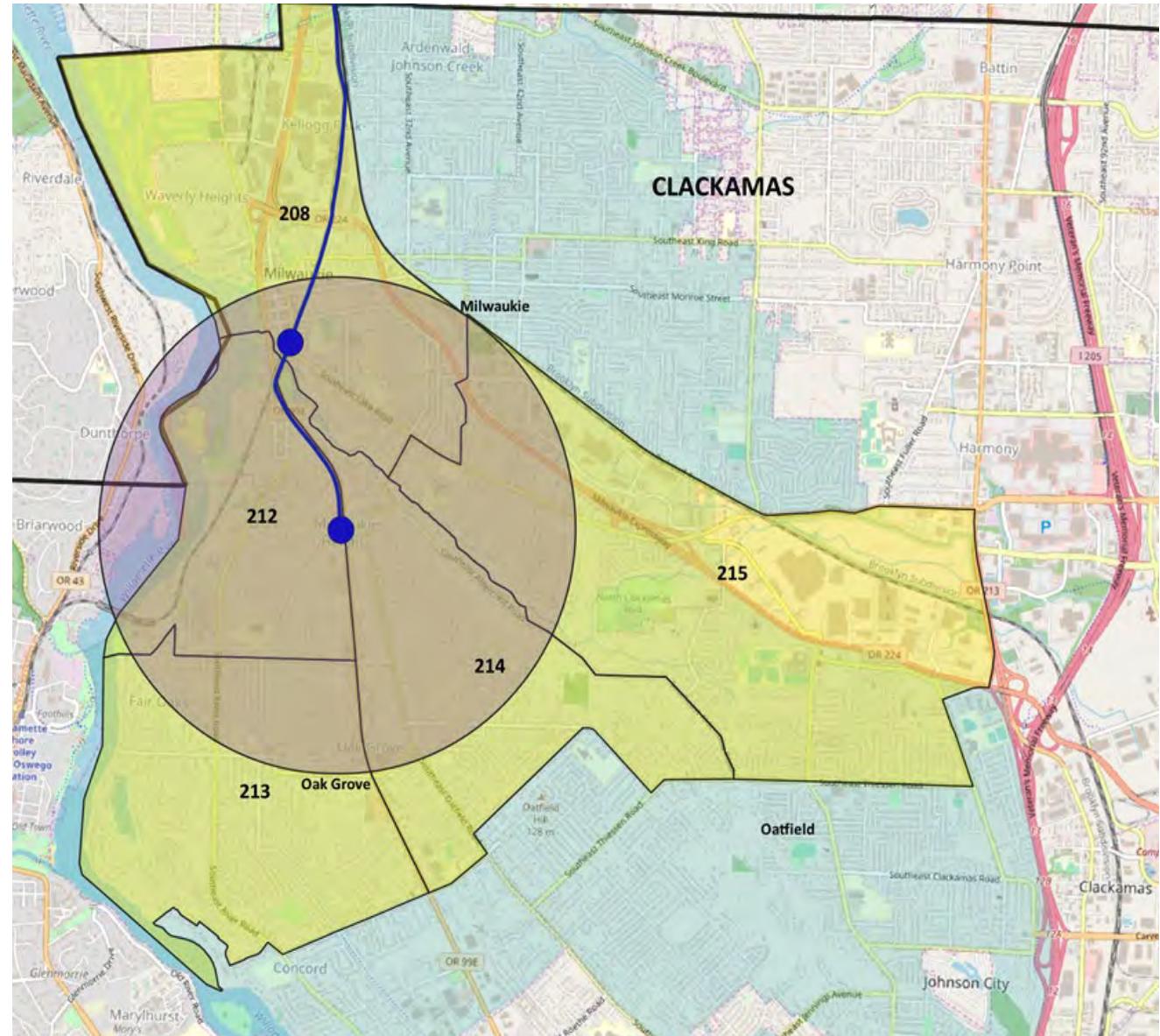
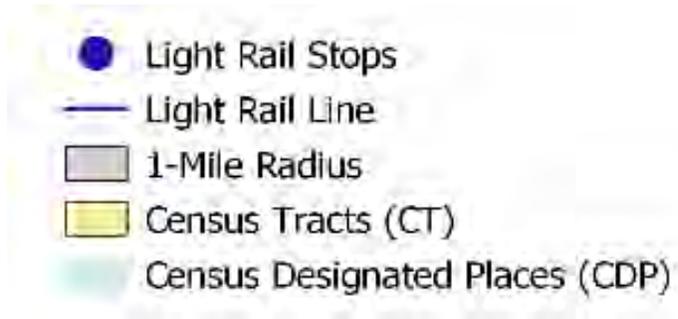
Lessons learned applicable to McLoughlin corridor

- **Demographics:** Likely similar, but it needs review the data to confirm
- **Commercial Investment Review:** It would be helpful to review past commercial development patterns to understand where development is occurring
- **Housing:** Build more workforce/missing middle housing, especially near transit
- **Retail trends:** Impacts entire corridor
- **Factors impacting development:** Similar site and zoning characteristics
- **Identify appropriate focus areas:** Park Ave Community Project allows an opportunity to address features specific to area around a light rail station, and involve the community who lives, works and owns within the specific project area.



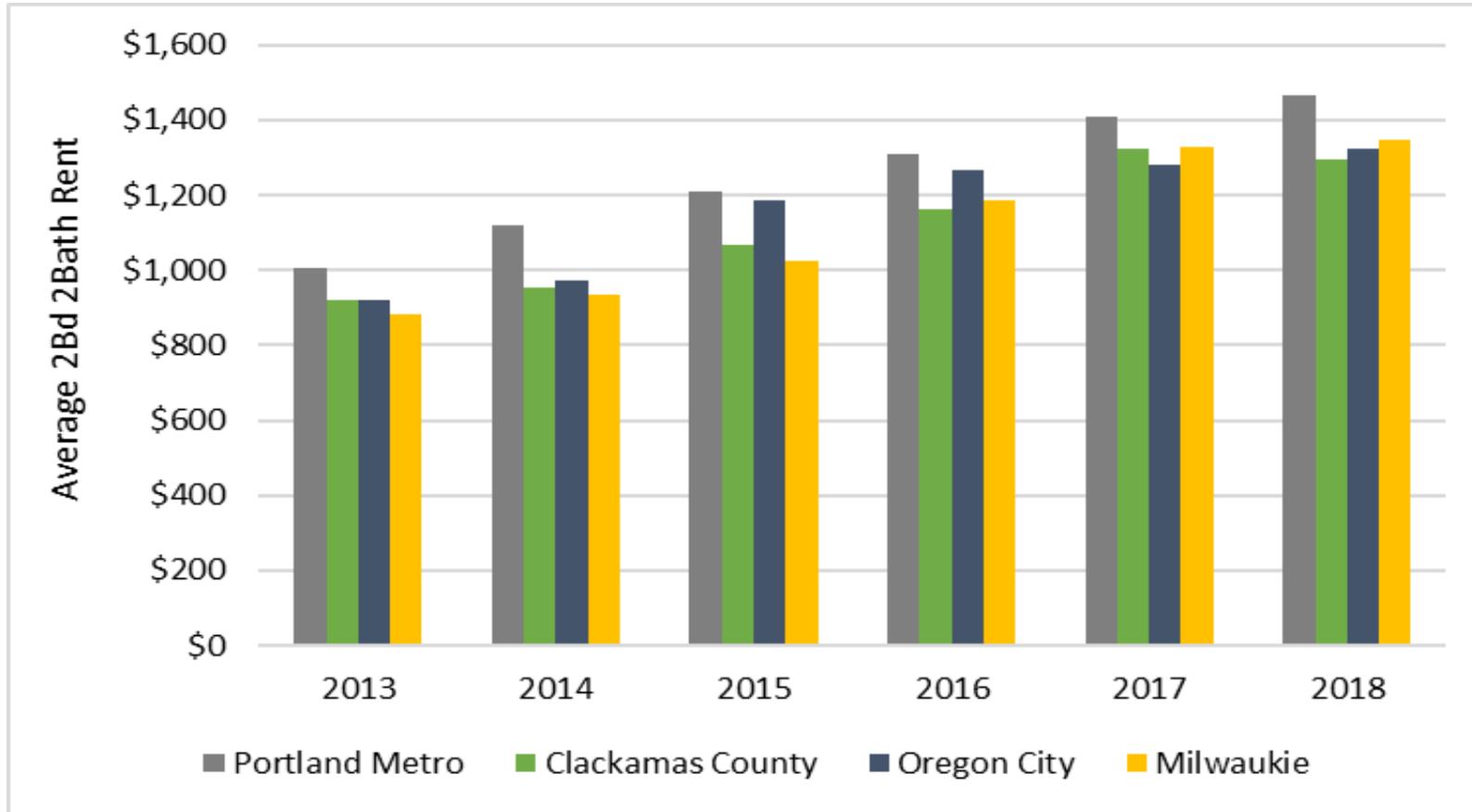
Discussion

Demographics



Demographics

Median Monthly Rental Rate Between 2013-2019, Portland Metro, Oregon City, Clackamas County & Milwaukie *

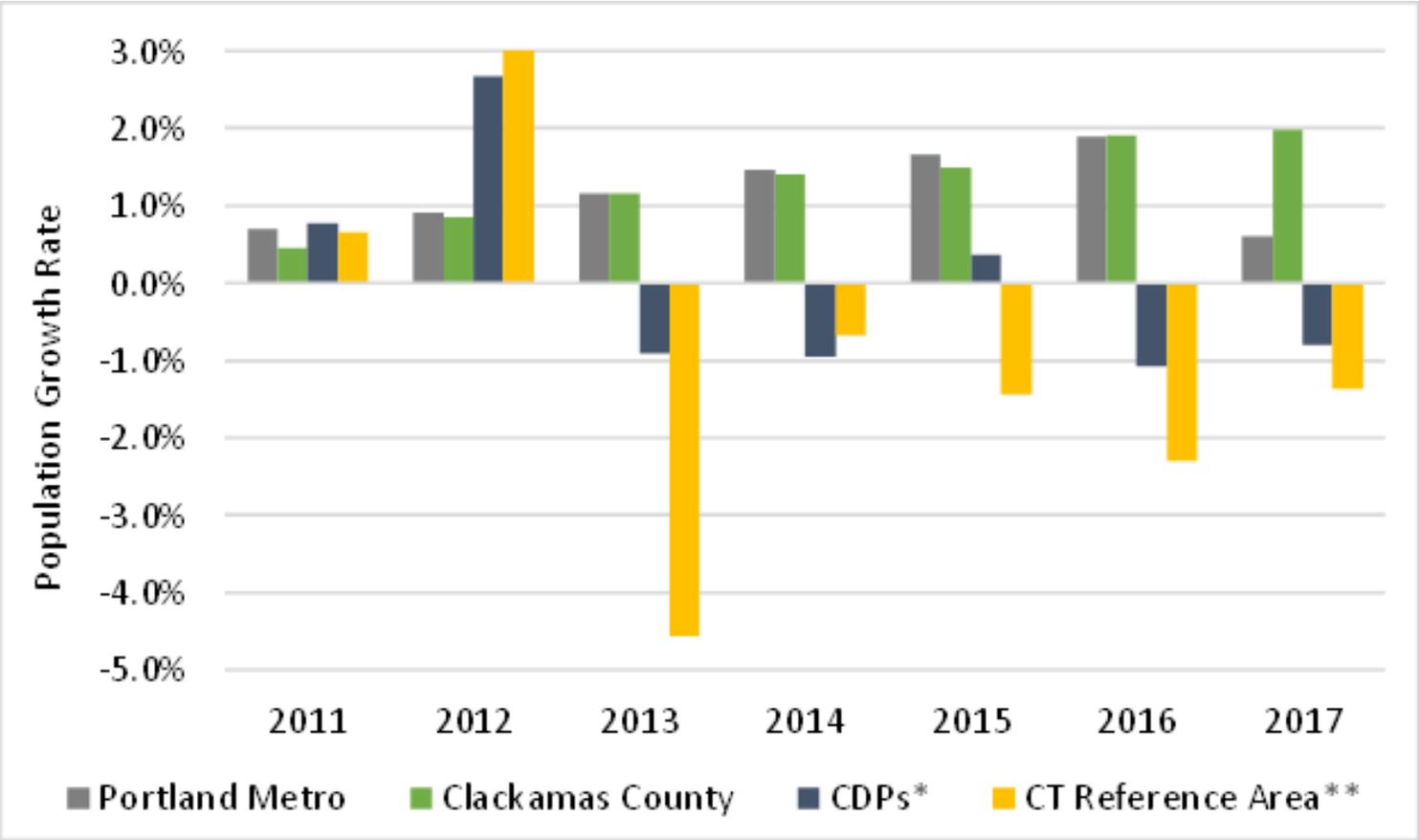


Source: The Apartment Report, Multifamily Vol. 29 NW Fall 2018

*2 bedroom/bath market-rate apartment, Portland Metro includes Vancouver, WA

Demographics

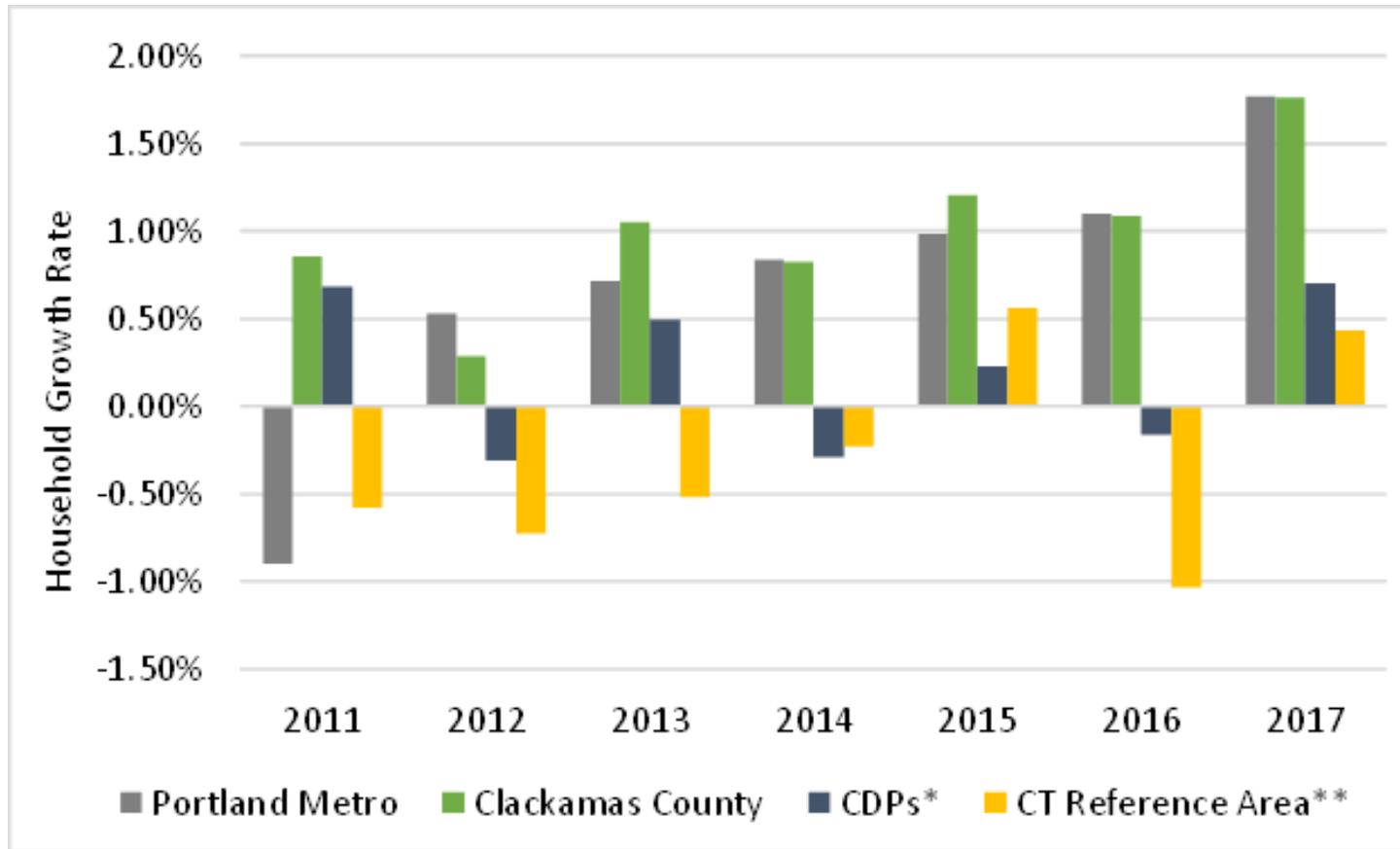
Population Growth Rate Between 2010-2017, Portland Metro, Clackamas County & CT Reference Area



Source: PSU Population Research Center and U.S. Census Bureau

Demographics

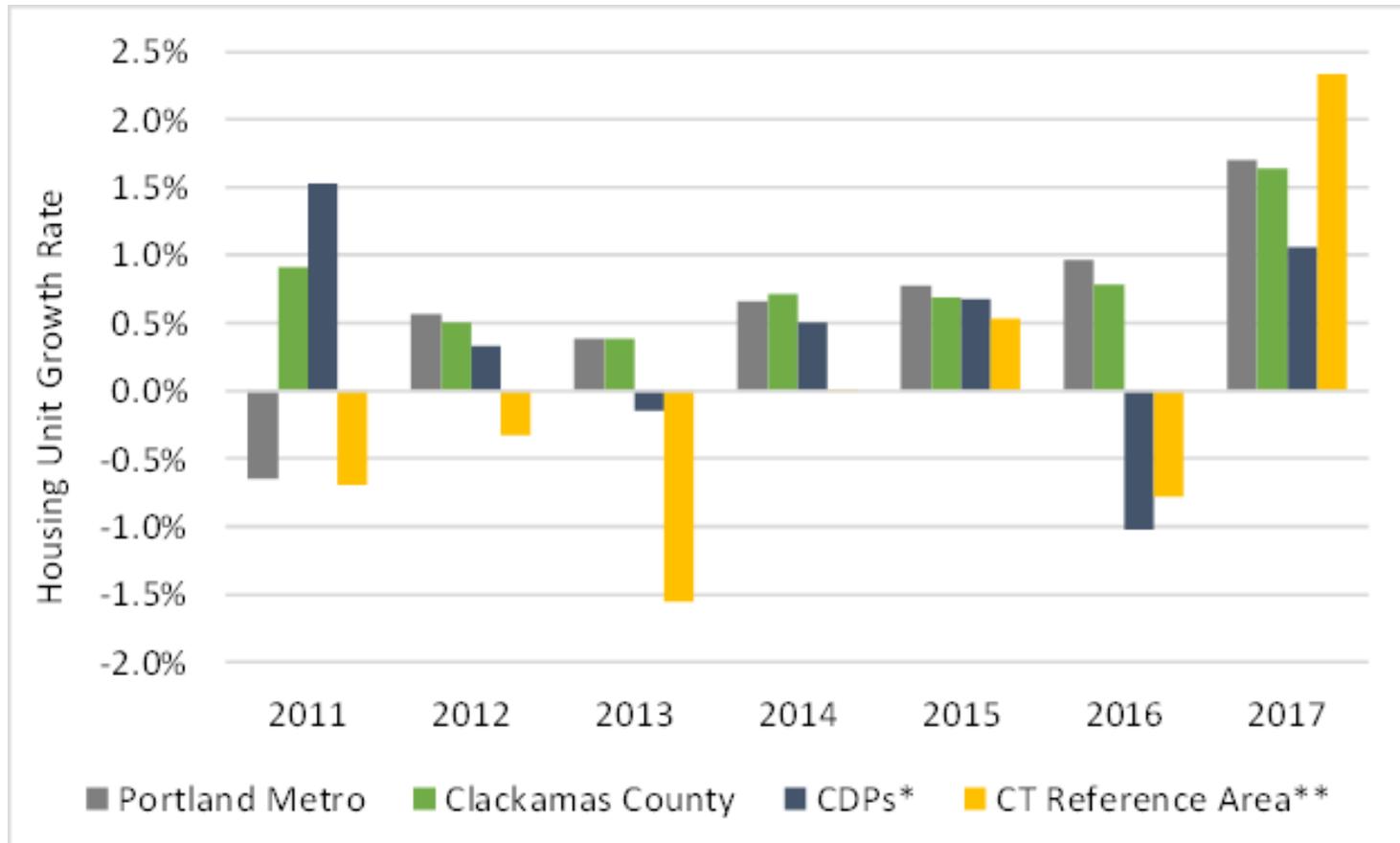
Household Growth Rate Between 2010-2017, Portland Metro, Clackamas County & CT Reference Area



Source: U.S. Census ACS 5-Year Estimates

Demographics

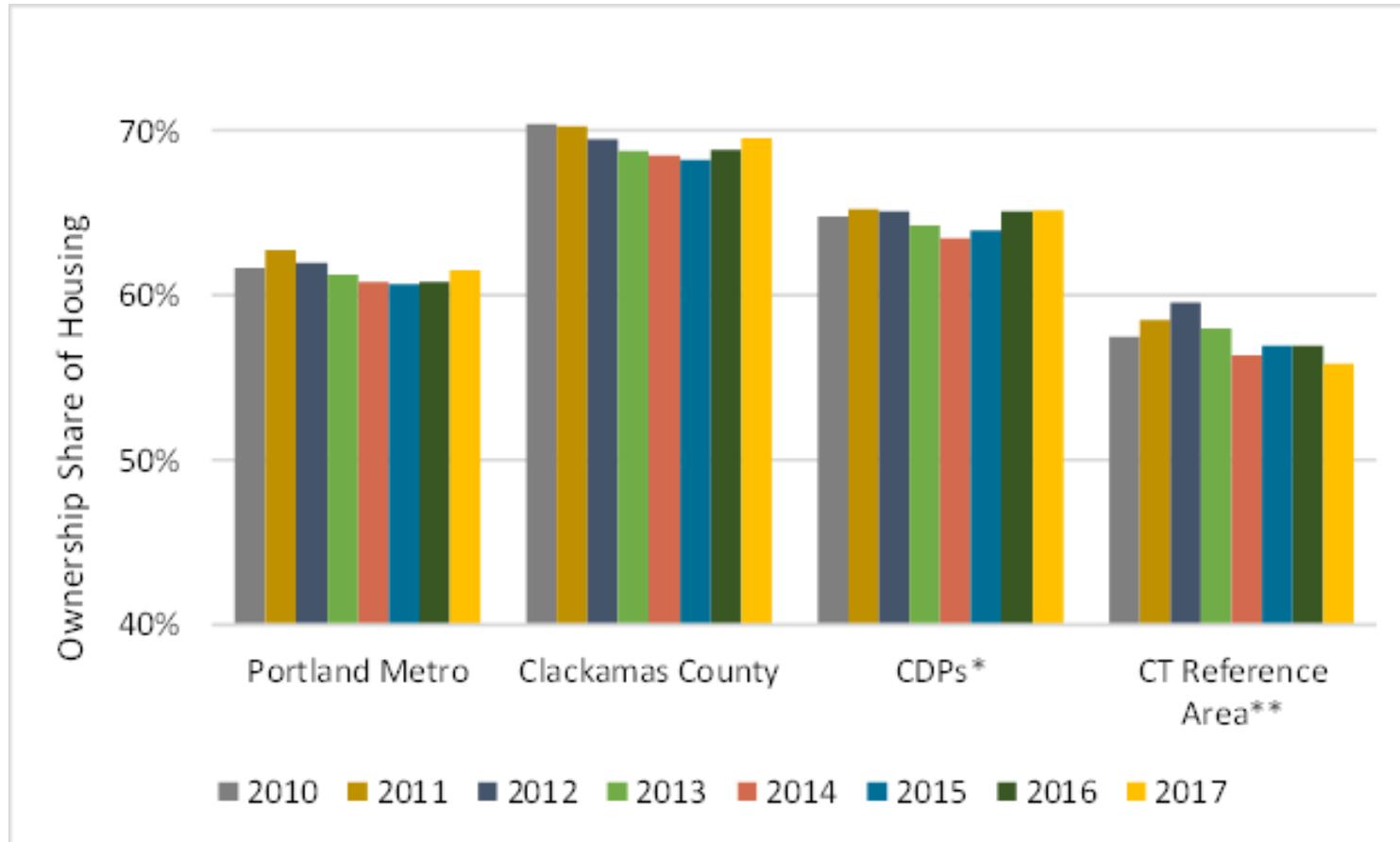
Growth Rate of Housing Units Between 2010-2017, Portland Metro, Clackamas County & CT Reference Area



Source: U.S. Census ACS 5-Year Estimates

Demographics

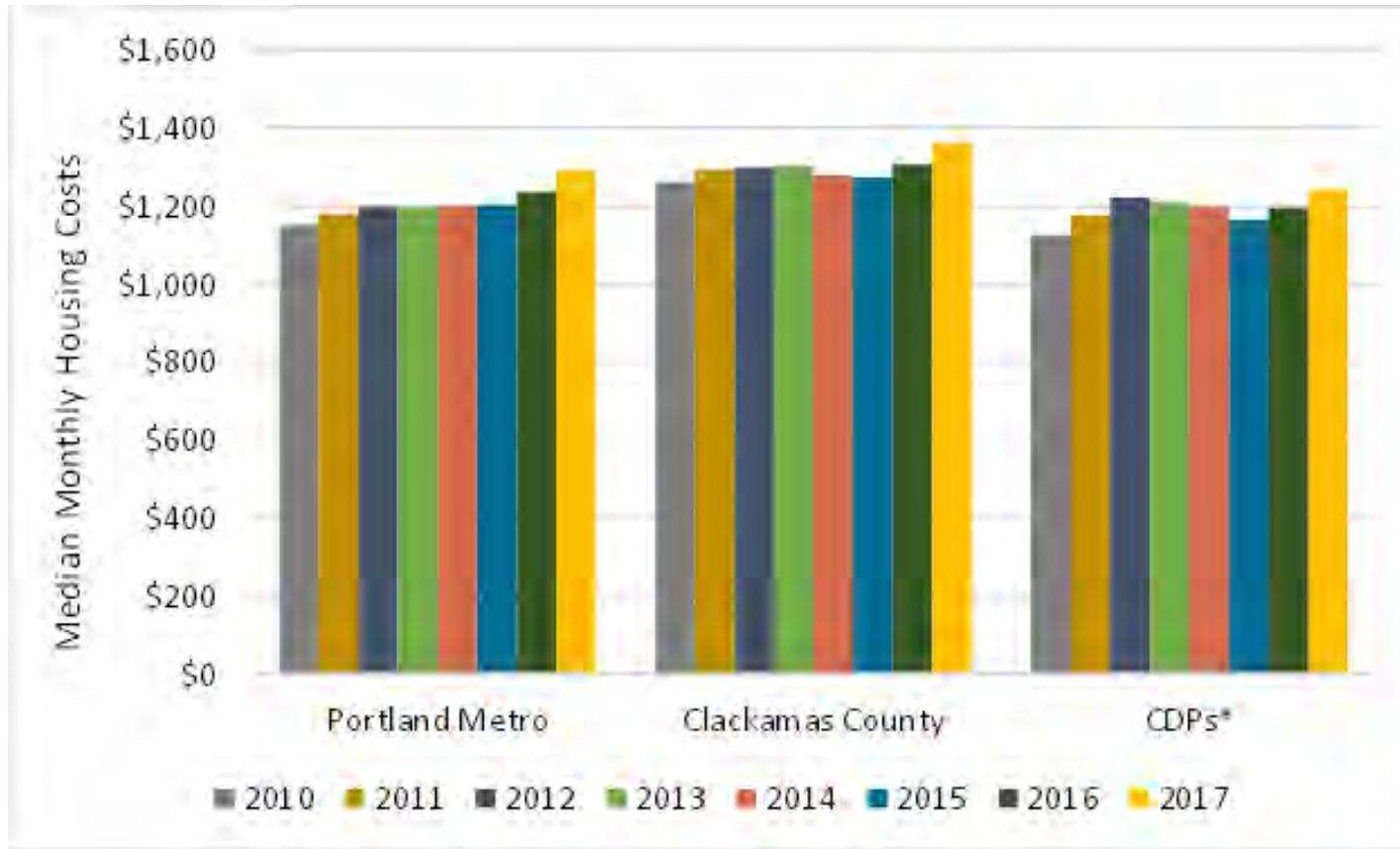
Percentage of Residential Ownership Between 2010-2017, Portland Metro, Clackamas County & CT Reference Area



Source: U.S. Census ACS 5-Year Estimates

Demographics

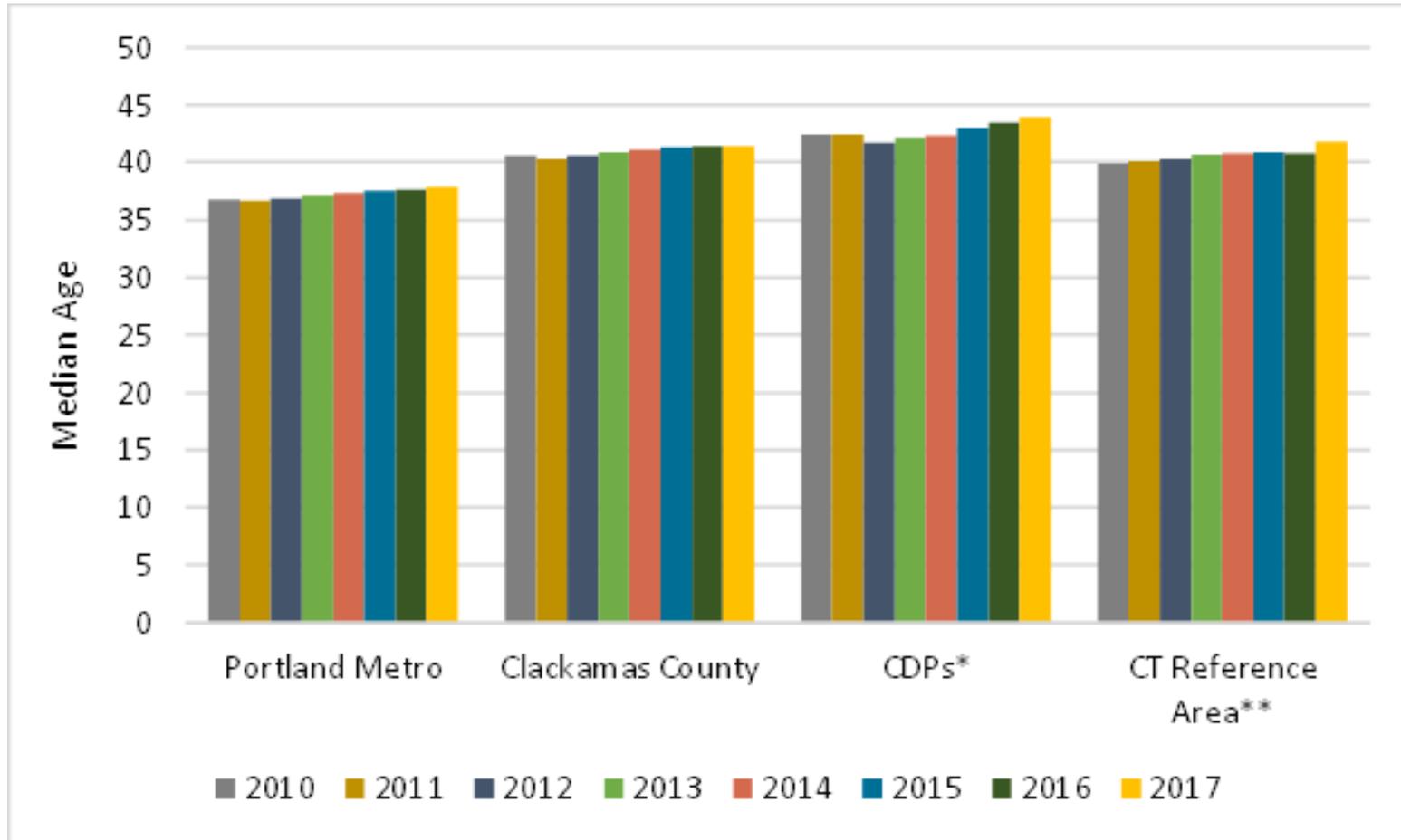
Median Monthly Housing Costs Between 2010-2017, Portland Metro, Clackamas County & Milwaukie *



Source: U.S. Census ACS 5-Year Estimates

Demographics

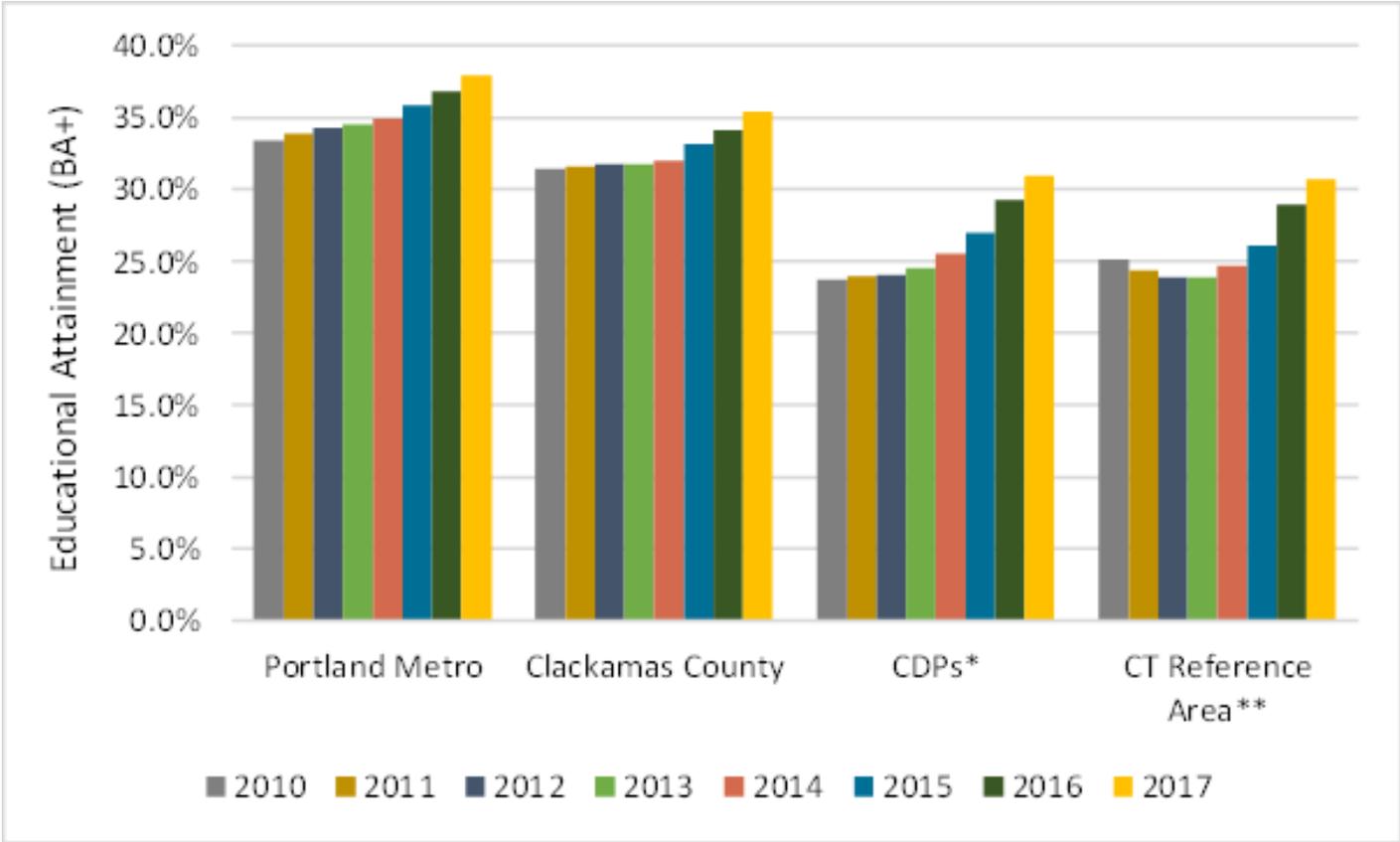
Median Age Between 2010-2017, Portland Metro, Clackamas County & CT Reference Area



Source: U.S. Census ACS 5-Year Estimates

Demographics

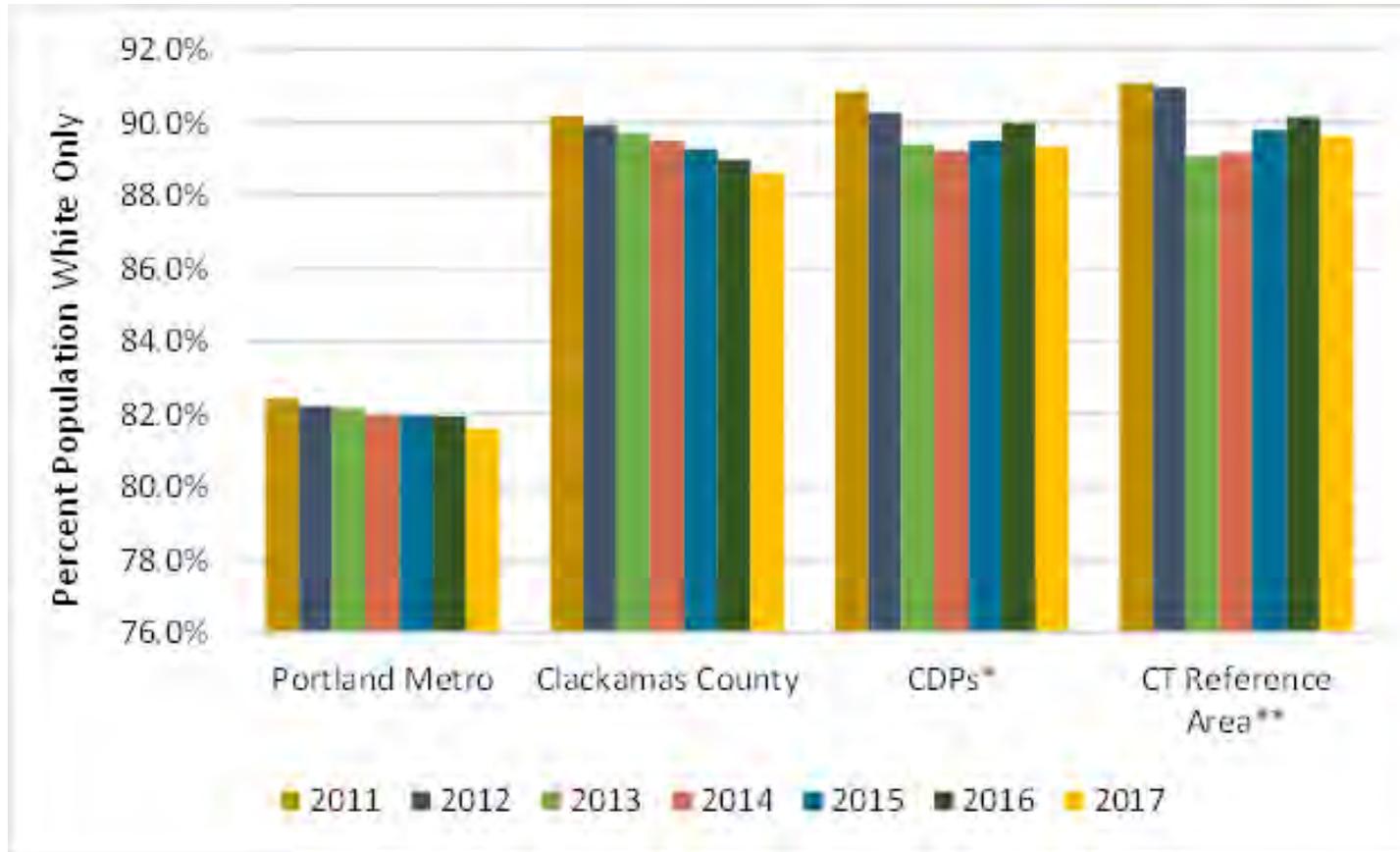
Educational Attainment Between 2010-2017, Portland Metro, Clackamas County & CT Reference Area



Source: U.S. Census ACS 5-Year Estimates

Demographics

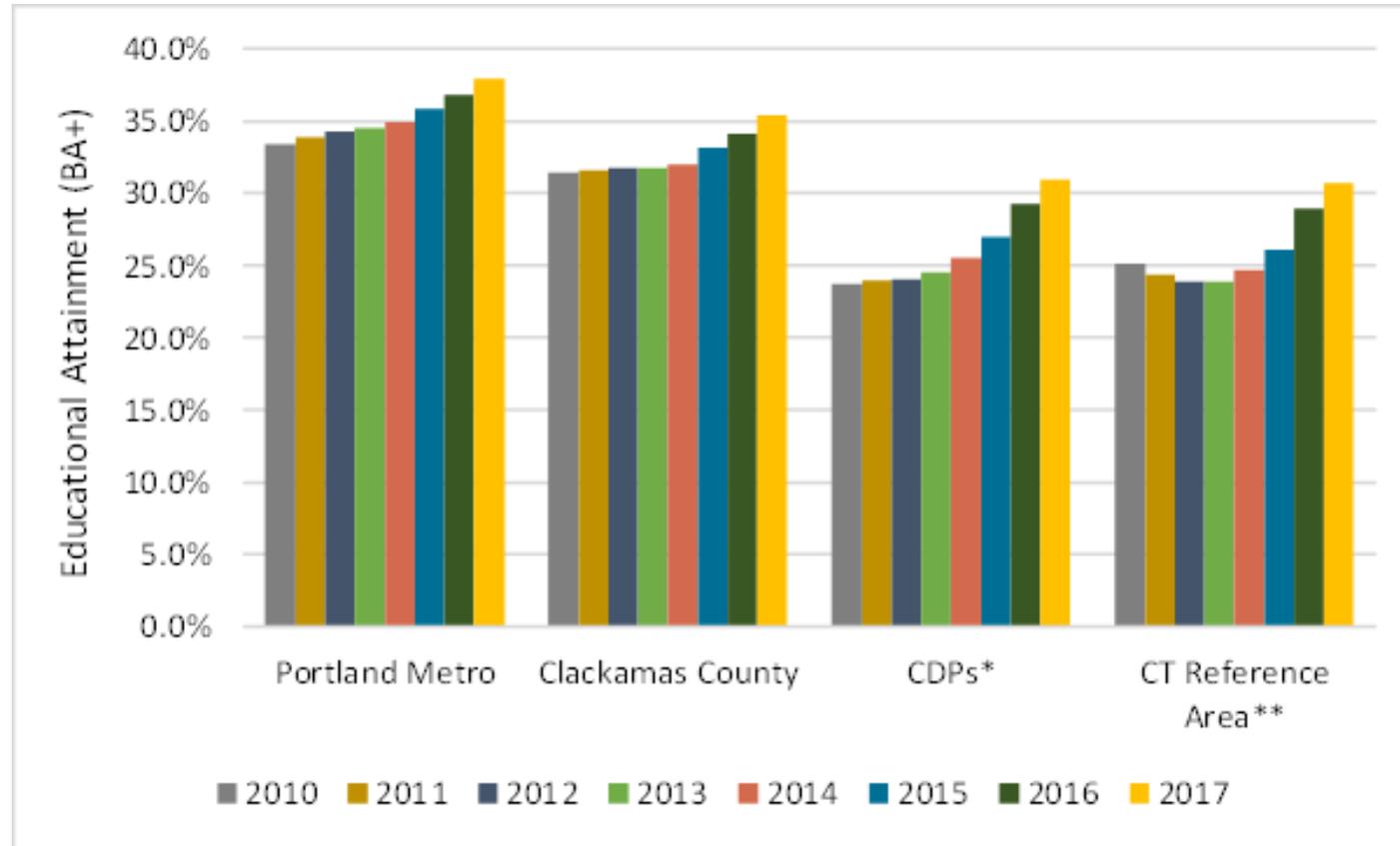
Change in Race, White Only Between 2011-2017, Portland Metro, Clackamas County & CT Reference Area



Source: U.S. Census ACS 5-Year Estimates

Demographics

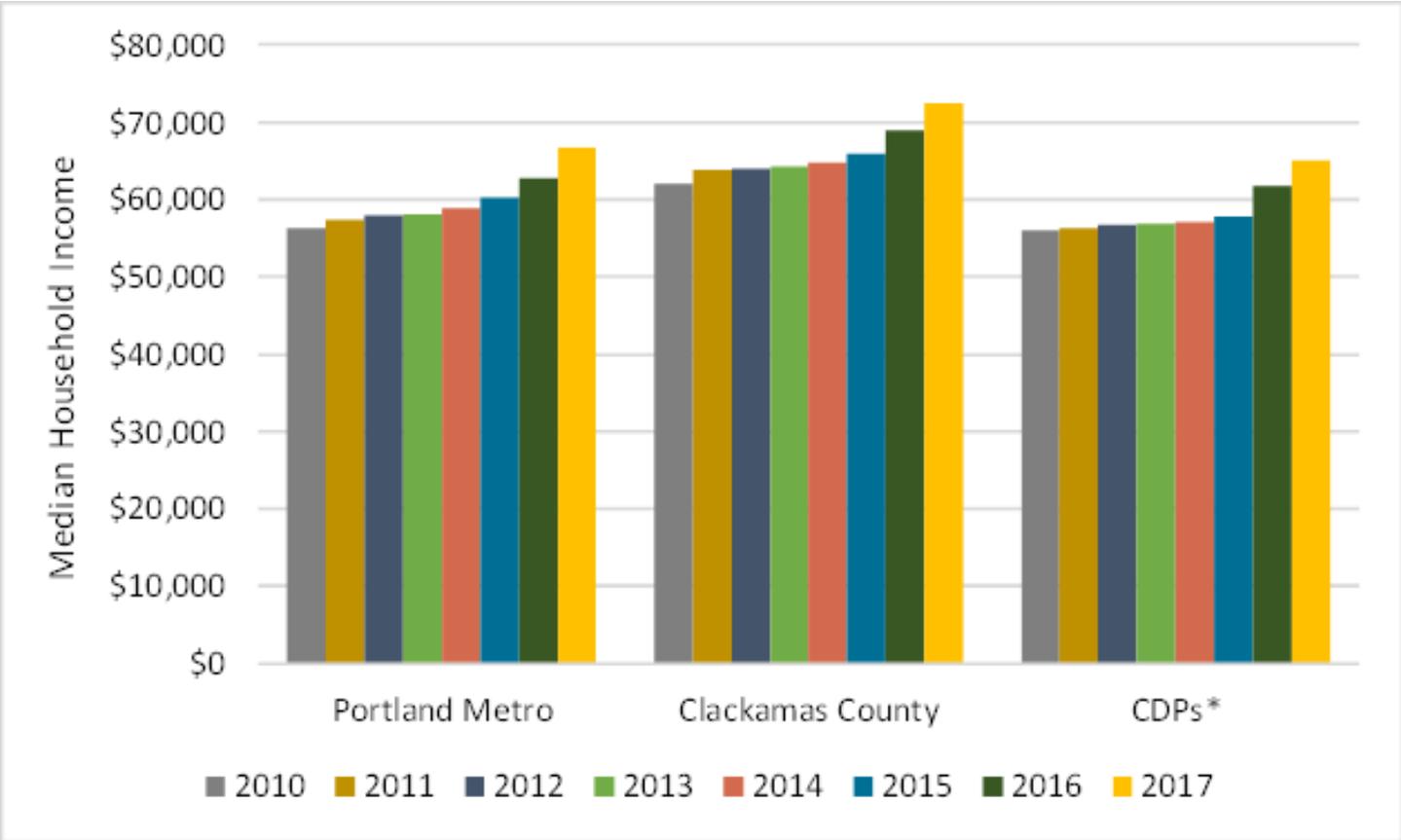
Educational Attainment Between 2010-2017, Portland Metro, Clackamas County & CT Reference Area



Source: U.S. Census ACS 5-Year Estimates

Demographics

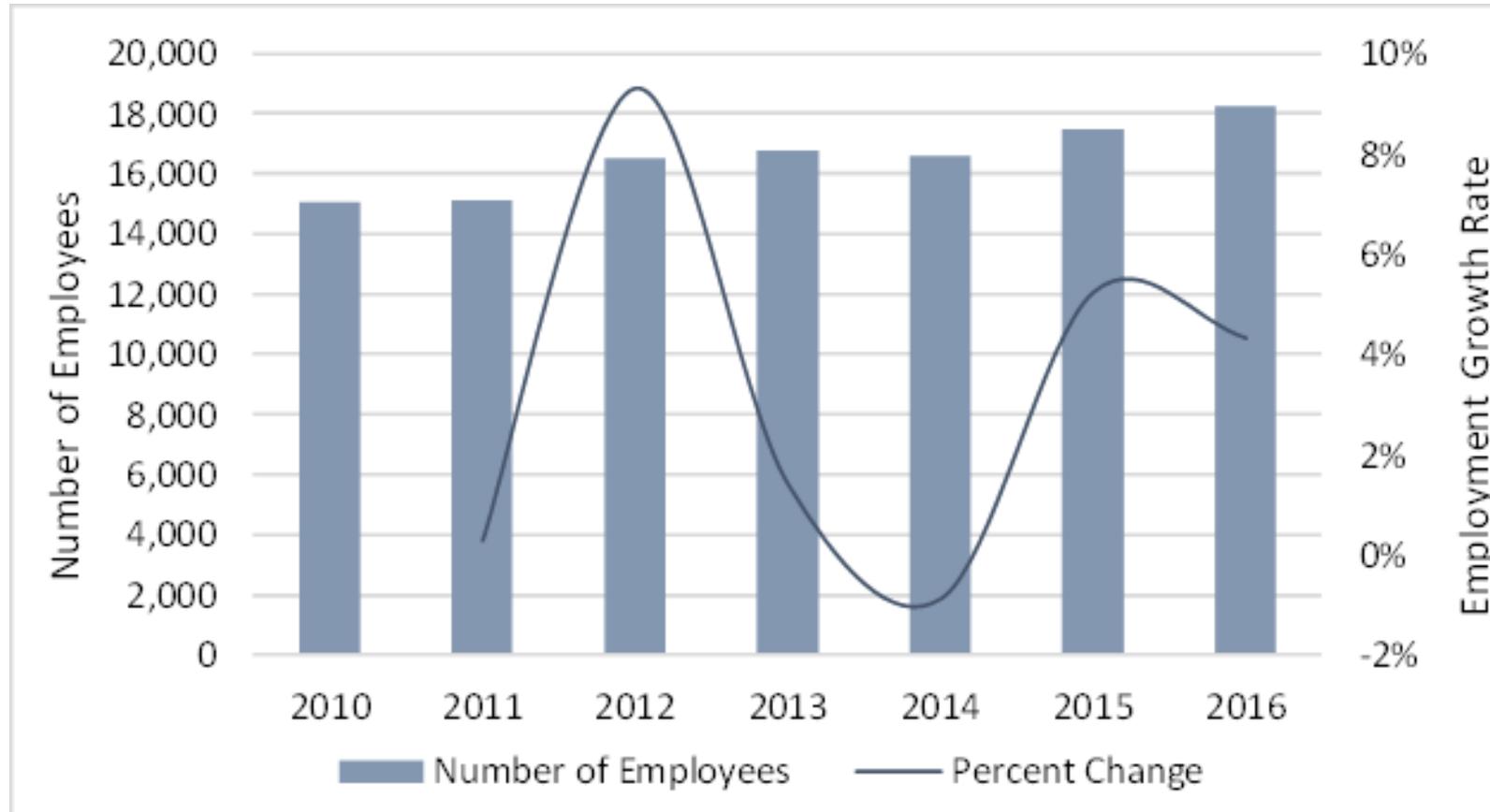
Median Household Income Between 2010-2017, Portland Metro, Clackamas County & Milwaukie *



Source: U.S. Census ACS 5-Year Estimates

Demographics

Employment Between 2010-2016, CT Reference Area (Zip Code: 97222)



Source: U.S. Census Zip Code Business Patterns



**Park Avenue
Community
Phase I
Engagement**

**Community
Open House**

April 9, 2019

Agenda

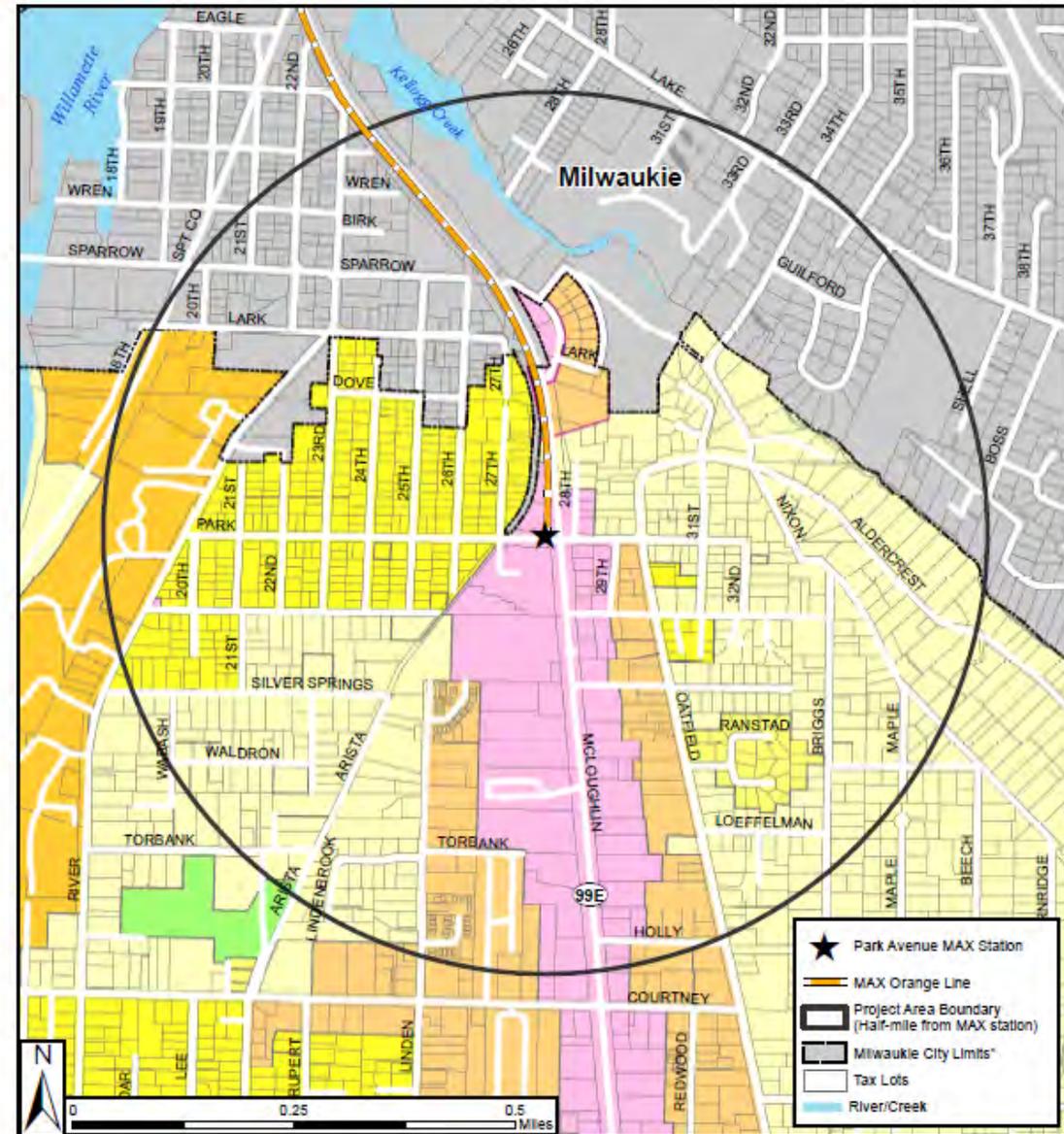
- Project Overview
- Phase 1 Overview
- What We Heard
- What do you think? (live polling)
- Proposed Phase 2 Approach
- Discussion / Open House

Project Overview

- **What:** Partnership between McLoughlin Area Plan Implementation Team, Clackamas County, and Metro
- **Why:** Work with the residential and business community to create updated land use development and design standards for commercial areas to support economic development in commercial areas, and protect and preserve surrounding residential areas
- **Where:** In unincorporated Clackamas County within ½ mile of the Park Ave light rail station.

Project Area

- Unincorporated Clackamas County within ½ mile of the Park Ave Light Rail Station
- Development and design standards recommendations to focus on commercial areas



Background

2017

- McLoughlin Area Plan (MAP) - Implementation Team ask for amendments to County Zoning standards in commercial areas around the Park Ave Station to:
 - encourage a mix of land uses,
 - support small businesses and
 - leverage the proximity to the light rail station
- MAP Implementation Team and County receive Metro 2040 grant

2018-19

- County and community select consultant for Phase 1
- Phase 1 begins, focusing on identifying:
 - Who lives, works, owns property in the area?
 - What is their understanding of MAP?
 - How best can we move forward in Phase 2

Phase 1 Goals

- Summarize and verify community understanding of:
 - McLoughlin Area Plan (MAP) guiding principles,
 - Interest in mixed-use transit supportive development that supports transit
 - Neighborhood livability
- Identify people/stakeholders to involve in Phase 2 Community Advisory Committee and other public engagement
- Recommend to the County Board how to successfully create development and design standards in Phase 2 involving an extensive public engagement process

Phase 2 Goals (Draft)

- Build on Phase 1 outreach for additional public engagement to involve those impacted by any possible changes in standards
- Create updated design and development standards for unincorporated commercial land in project area
- Identify actions needed to foster private investment in the project area

Phase 1 Overview

Phase 1: Expanding public outreach

In Person

- Seven meetings with property owners, developers, business owners, senior housing providers, residents and active community members
- Presentations at MAP-IT & Oak Grove Community Council meetings
- Community Open House

Survey

- Rank importance of 35 approved MAP-IT projects and programs
- Online
- Handed out at light-rail station
- 377 responses
- 238 contacts/interested persons - 151 saying they live, work or own in study area

Phase 1 Reports

PUBLICLY AVAILABLE: <https://clackamas.us/planning/parkave>

Memo 1: Community Overview and Development Trends

- Demographics
- National and local market trends

Memo 2: Summary of Engagement and Key Themes

- Key themes from roundtable meetings
- Survey results

Memo 3: Recommended Revisions for Phase 2

- Summary of primary factors impacting development
- Recommend changes to scope of work for Phase 2

Findings

- **Growth:** Almost none. Annual population growth averaged -0.7% since 2010 with the last five years trending negative.
- **Age:** Increasing. The median age within the area increased from 40 to 42 from 2010 – 2017.
- **Education Attainment:** Growing. 2010 24-25% of population with a bachelor's degree, in 2017 increased to 31% with a bachelor's degree
- **Diversity:** Slight increase. White only population decreased from 2010 – 2017 by 1.5% to approximately 87%. In 2017, approximately 9% (2,166) of the CT Reference area population was of Hispanic or Latino origin, an increase from 5% (1,199) in 2010.

Findings (cont.)

- **Home Ownership:** Stable. The level of ownership households within the area has dropped slightly from 57% to 56% since 2010.
- **Rents:** Median monthly rental rates for 2 bedroom/2 bath apartments in Milwaukie increased by 15.80% in 2016 and 11.71% in 2017. The rental rate increase slowed to 1.58% in 2018.
- **Employment:** Good. Annual growth rate of 3.2%
- **Household Income:** Relatively flat until 2017. Between 2016 and 2017, median household income increased by 5.3%

What We Heard: Key Themes

A few comments we heard...

Streets have not been repaired. Need to be improved to provide walkability.

Agree on need for more residential density and walkability.

There's not enough housing density to bring services, amenities, i.e. Trader Joes, etc.

Need a destination around the station -- restaurants, bars, coffee shops

Public/private partnership needed to make property available and improve connections

Don't try to change McLoughlin Blvd – it is what it is.

There is no vision for the area.

Employment opportunities have left the area

More parks and open spaces are needed. Where can families go? Can't walk from McLoughlin toward River Road because there are no connecting roads.

Key Themes

1. **Focus** the project on the area ½ mile from the light rail station
2. Enhance **connectivity**
3. Encourage **employment** along McLoughlin Blvd
4. Increase workforce **housing**
5. Focus on the **side streets** first for development
6. **Natural areas** are an asset, not a barrier

Live Polling (Did we get it right?)

Warm Up Questions/Why Kahoot?

Key Theme #1:

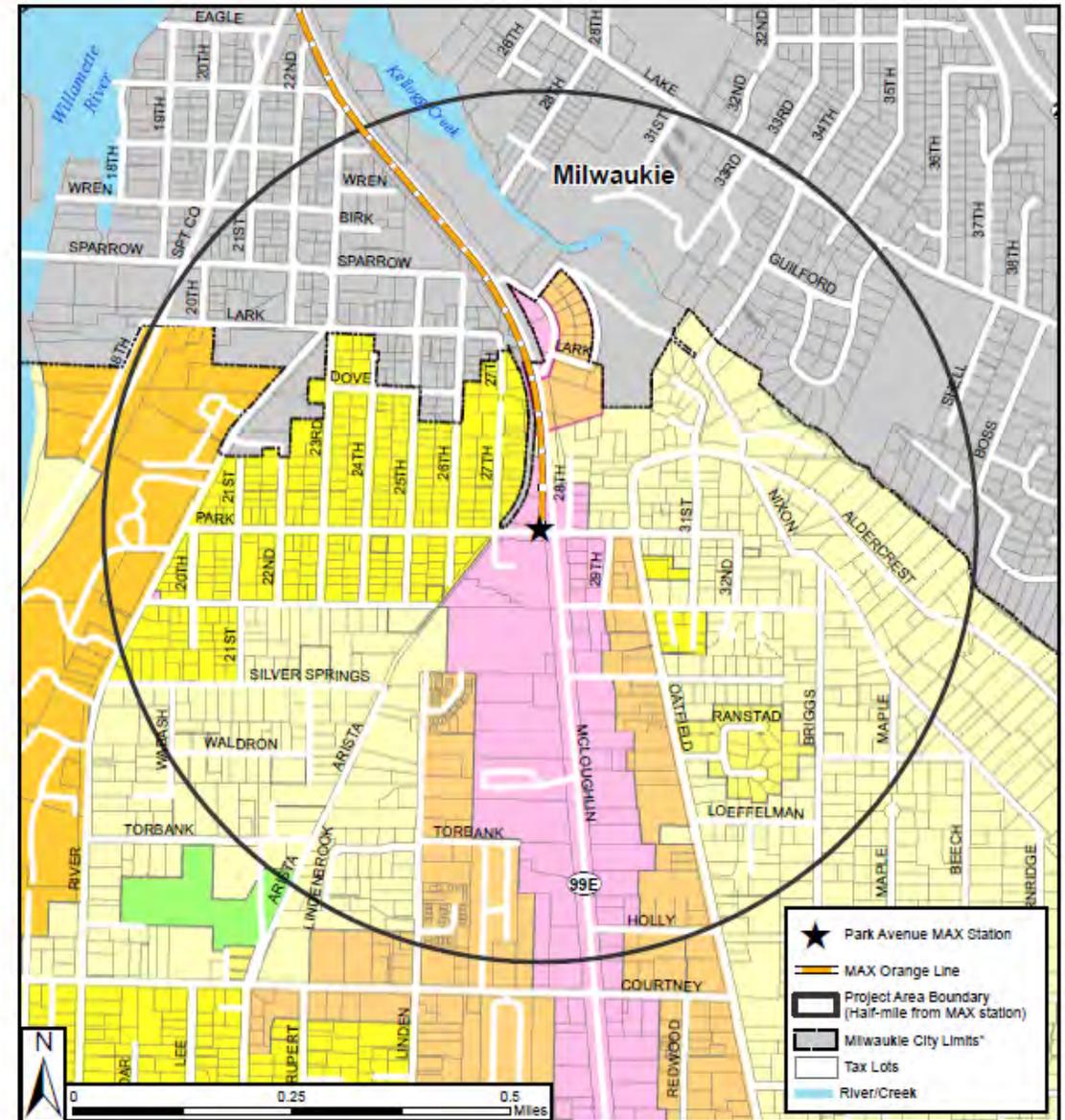
Focus the project on the area ½ mile from the light rail station

Survey Results:

- #1 Enhance natural areas
- #2 More lighting at key locations (Trolley Trail)
- #3 More community events
- #4 Develop new parks and open spaces

Consistent Comments:

- There is no vision for the area
- What about Oatfield Road area?



Polling

In Phase 2, study the following unincorporated areas within a ½-mile radius of the light-rail station.

Response Choices:

- *Residential*
- *Commercial*
- *Both Residential and Commercial*

Key Theme #2:

Enhance connectivity

Survey Results:

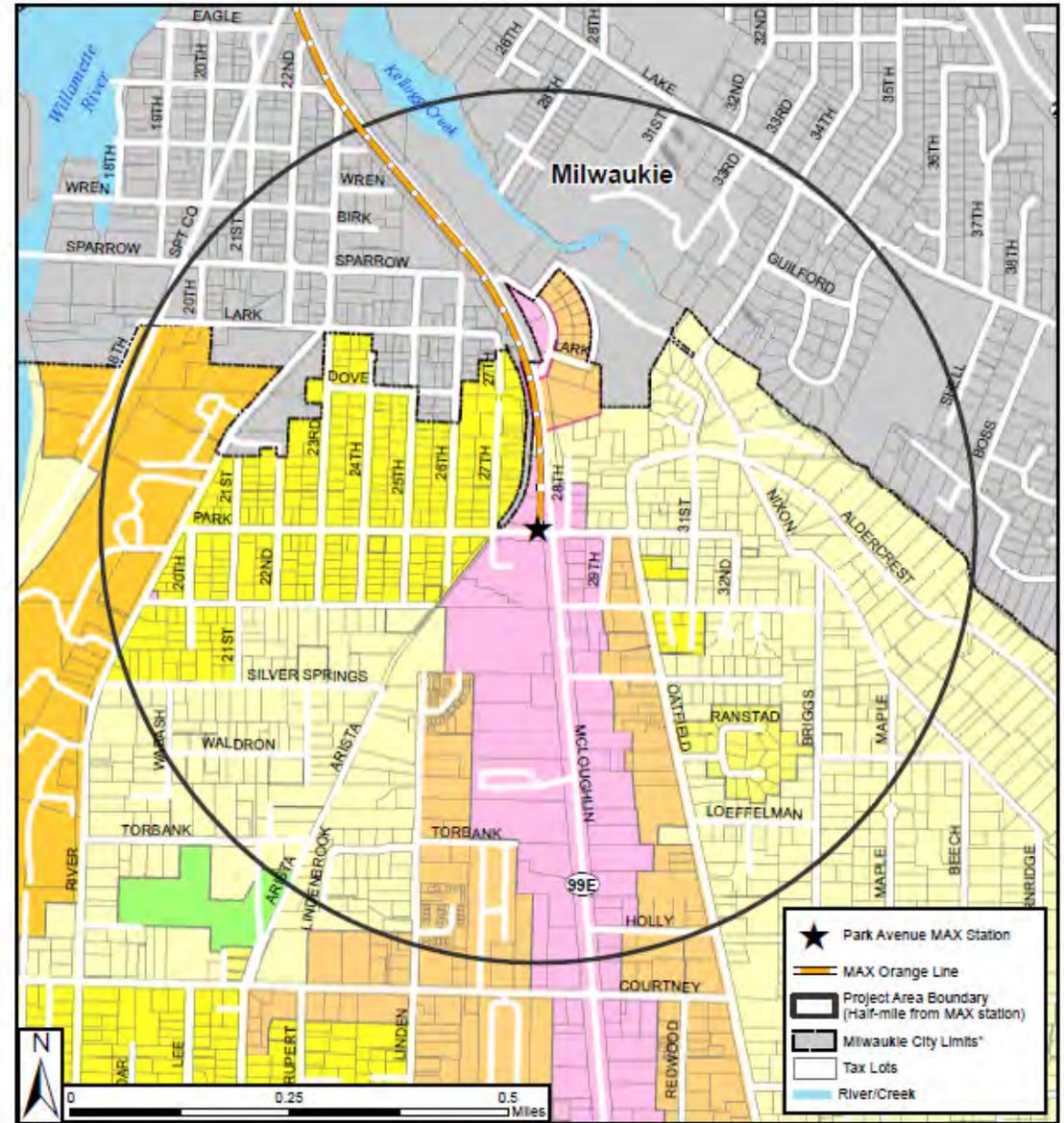
#5 Improve pedestrian and bike connections to the Trolley Trail

#6 Need convenient and safe access to the light-rail station and surrounding businesses for pedestrians, bicyclists and transit-riders

#7 Improve pedestrian and bike connections to schools, parks and other important community destinations

Consistent Comments:

- Create places to walk to
- Streets have not been repaired. Need to be improved to provide walkability.



Polling

In Phase 2, study connectivity throughout project area (but not automobile connections across the Trolley Trail).

Response Choices:

- *Agree*
- *Neutral*
- *Disagree*

Key Theme #3:

**Encourage employment along
McLoughlin Blvd**

Retail Trends

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Source: Retail Census 2018, Bridge Economic Development

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Source: Bureau of Labor Statistics, QCEW data

Craft Manufacturing



Polling

In Phase 2, explore how to develop new types of employment uses such as craft manufacturing or professional services along McLoughlin.

Response Choices:

- *Agree*
- *Neutral*
- *Disagree*

Key Theme #4:

Increase workforce housing

Housing Trends: Portland Metro Area

- Allow for a variety of housing sizes and densities to increase affordability, access, and lifestyle needs as a key way to reduce housing costs - or at least reduce the rate of housing price growth
- Maximize access to alternative transportation to decrease transportation living costs
- From 2005-30, 184,000 new households in the Portland region will want to live near transit
(The Center for Transit-Oriented Development (CTOD))

Polling

In Phase 2, study how more affordable / workforce housing (e.g., apartments, duplexes) can be provided within the commercial zone along McLoughlin Blvd.

Response Choices:

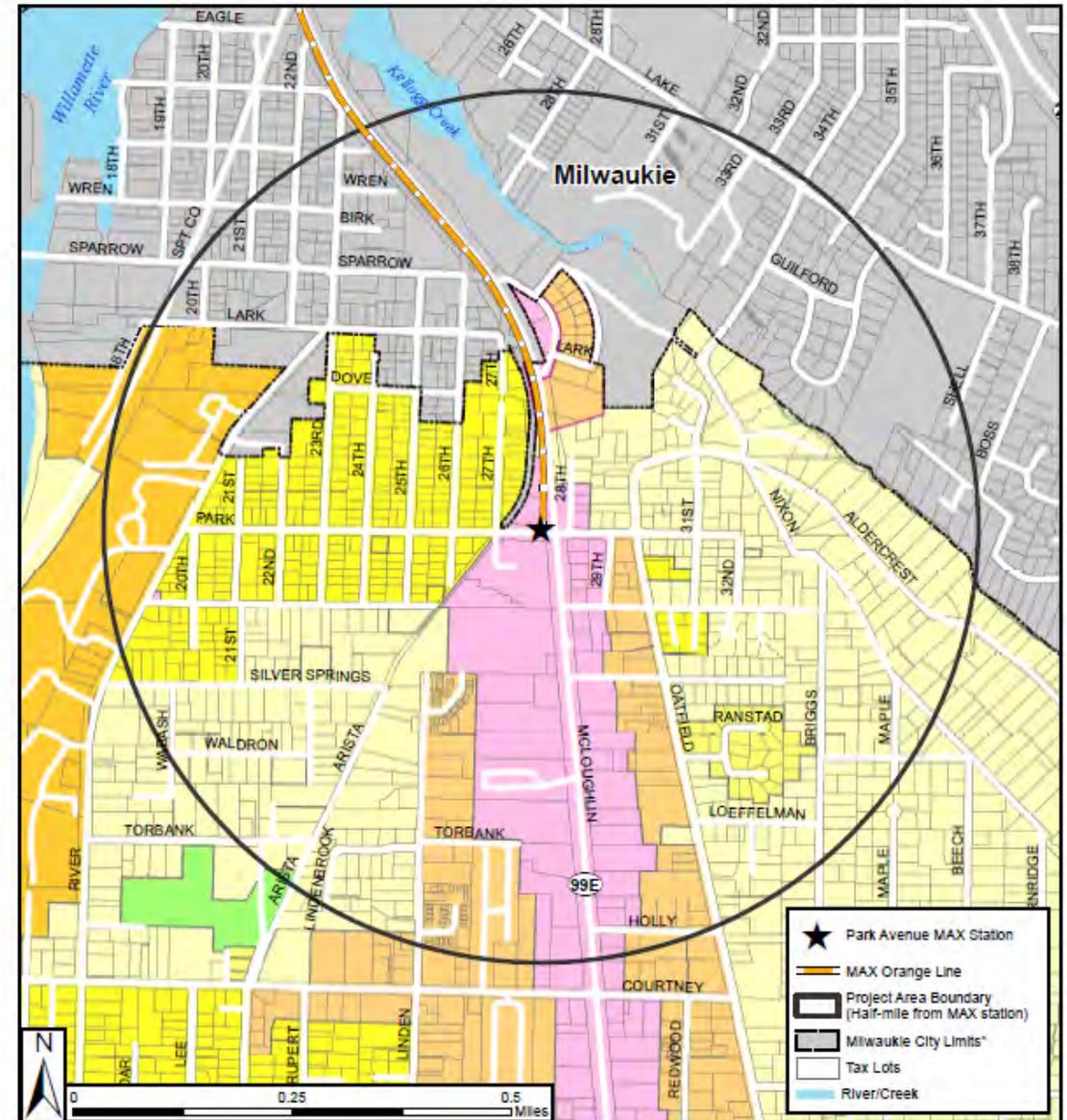
- *Agree*
- *Neutral*
- *Disagree*

Key Theme #5:

Focus on the side streets first for development

Redevelopment is difficult

- McLoughlin is challenging
- Don't limit opportunities
- Smaller-scale parcels = less risk
- Explore options on Park Avenue or River Road



Polling

In Phase 2, explore other areas where it may be more feasible to develop affordable/workforce housing (apartments, duplexes) rather than on McLoughlin Blvd, such as River Road or roads perpendicular to McLoughlin.

Response Choices:

- *Agree*
- *Neutral*
- *Disagree*

Key Theme #6:

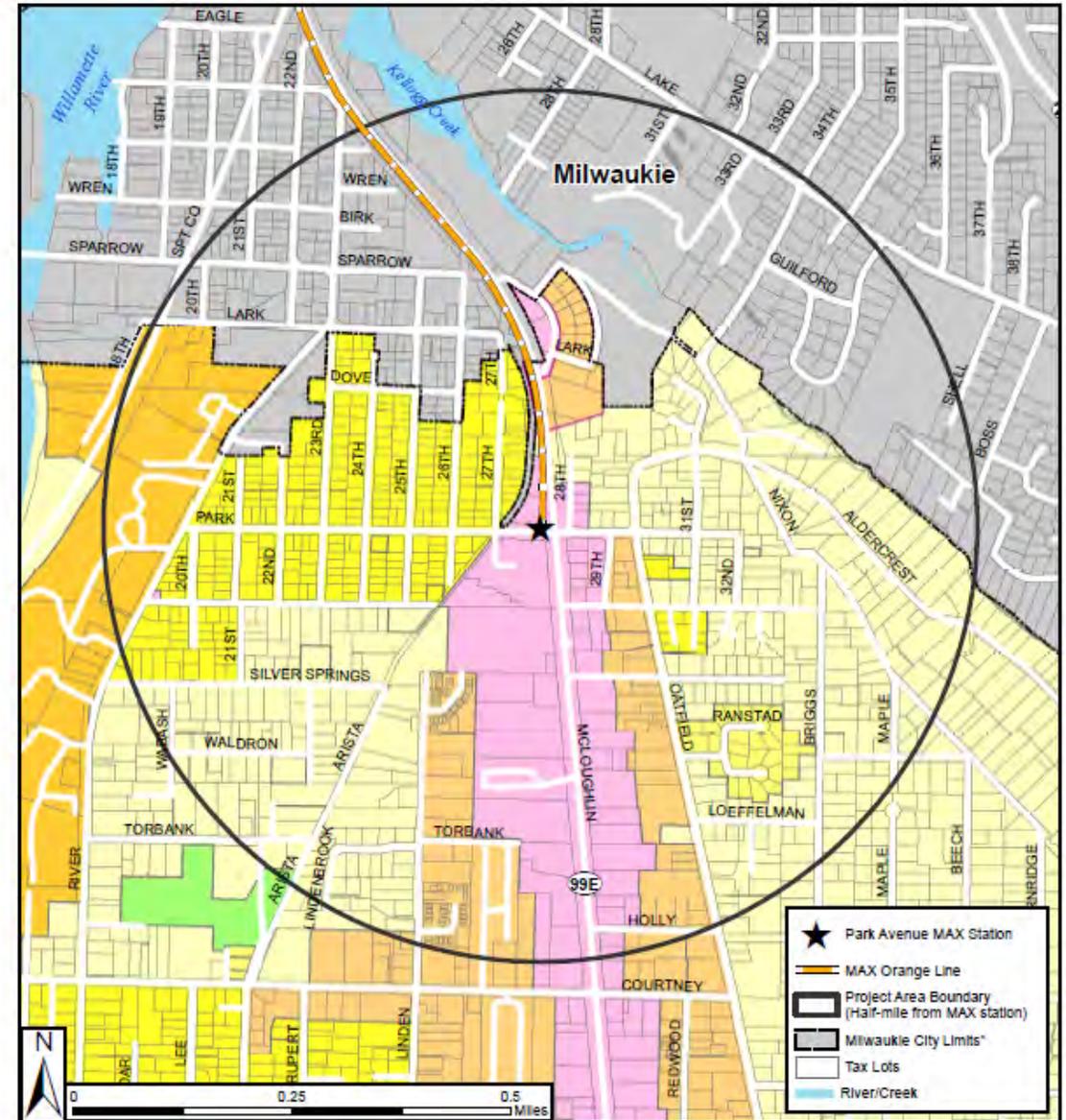
Natural areas are an asset, not a barrier

Survey results:

#1 Enhance natural areas

Consistent Comment:

- Re-greening of Park Ave Park-and-Ride Metro Nature in Neighborhoods Grant
- Residents have a passion for natural environment



Polling

In Phase 2, study how natural areas can be enhanced and integrated with development.

Response Choices:

- *Agree*
- *Neutral*
- *Disagree*

Proposed Phase 2 Approach

Task 2-1: Project Organization



PACAC Role



Task 2-2: Equitable Engagement Strategy



Urban design and sustainability public engagement

Task 2-3: Anti-displacement Strategy

- Bring in experts early
- Outreach and education for small business owners
- Outreach to home owners and renters

MESO

CREDIT BUILDER FUNDING LEARN NEWSLETTER DONATE



Task 2-4: Create Park Avenue Guiding Principles (aligned with MAP)

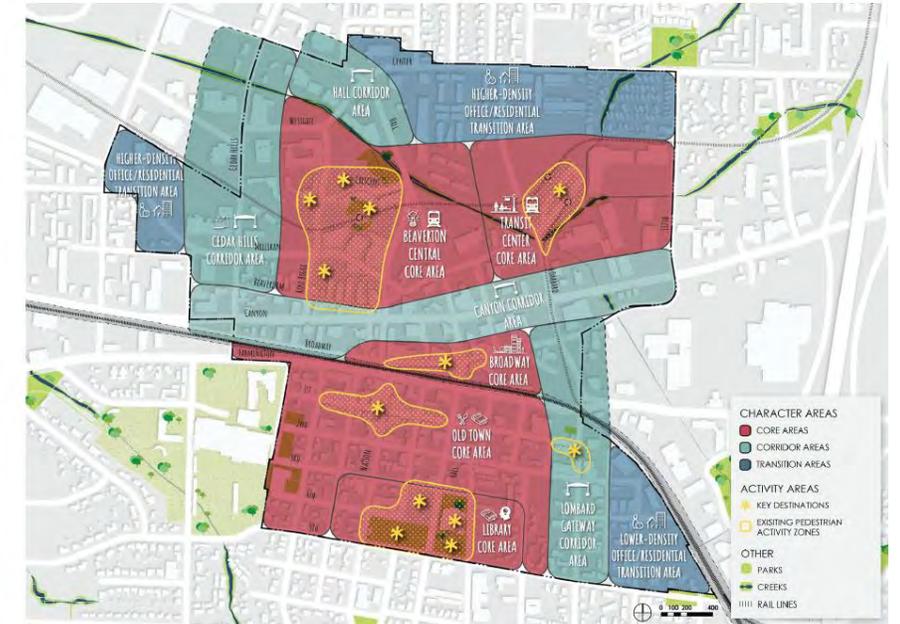
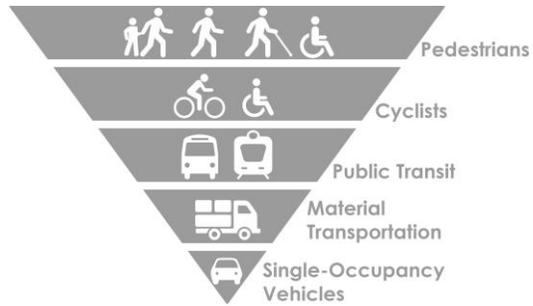
McLoughlin Area Plan (MAP) Summary

VISION

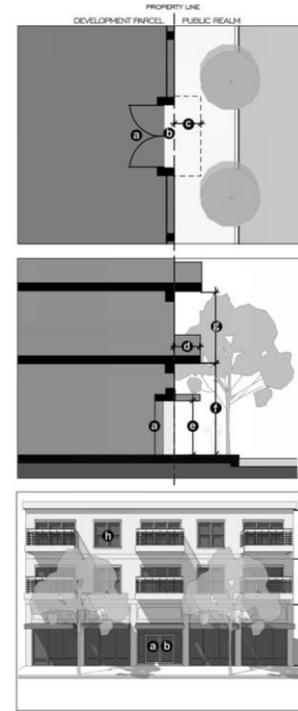
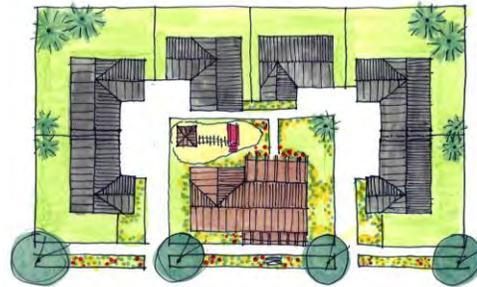
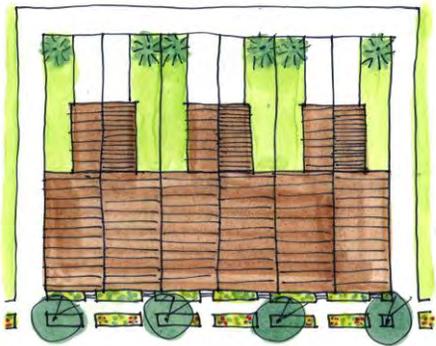
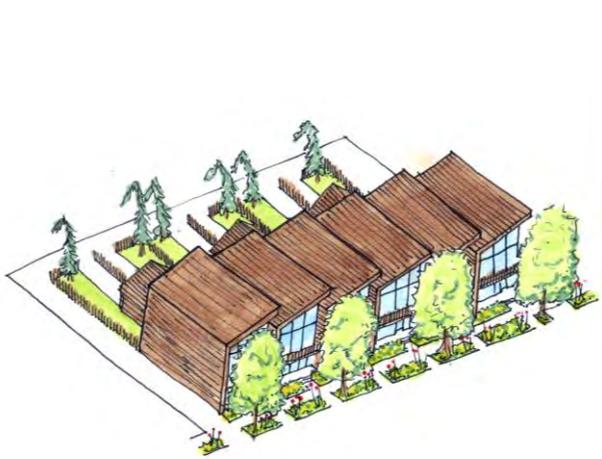
In the future, our community fabric of thriving neighborhoods, shops, restaurants and services is green and sustainable; healthy and safe; woven together by walkable tree-lined streets, trails, natural area and open spaces; and strengthened by our diversified local economy, great educational opportunities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

| VALUES | GUIDING PRINCIPLES | PROGRAMS | PROJECTS | COMMENTS |
|--|---|--|--|----------|
| <p>Access and Connectivity Community members value their access to the wider region, and close proximity to a range of retail, employment and recreation opportunities. They seek an improve range of multi-modal options for the area, including bicycle, pedestrian, auto and transit amenities.</p> | <p>Transportation</p> <ul style="list-style-type: none"> Encourage access and connections to local amenities and the region for bicycles and pedestrians. Provide sidewalks, streets and trails within neighborhoods to enhance accessibility. Any improvements shall have a minimal impact on the natural environment such as trees and streams. Greatly improve pedestrian access and safety throughout the McLoughlin area with an emphasis on routes to schools and crossings on McLoughlin Boulevard. Where possible, integrate off-street trails and other facilities that benefit bicyclists and pedestrians. Improve east-west multi-modal connections across the McLoughlin area. <p>Urban and Neighborhood Design</p> <ul style="list-style-type: none"> Support a network of distinctive neighborhoods that have good connectivity for autos, transit, bicyclists and pedestrians. Utilize and integrate existing natural features, geography and topography of the area and minimize negative impacts of improvements on such areas. This applied to new development, re-development, access and transportation improvements. Ensure design functionality, beautification, lighting treatments and landscaping along McLoughlin Boulevard. Provide a series of clustered and concentrated thriving centers that provide a focal point for the neighborhoods of the McLoughlin area. Preserve, protect and enhance the current residential neighborhoods while maintaining main current densities. | <ul style="list-style-type: none"> Develop a community design plan for McLoughlin Boulevard. Develop a vacant and underused land inventory to assist the private sector. | <ul style="list-style-type: none"> Construct improved pedestrian crossings on McLoughlin Boulevard. Construct streetscape Improvements along McLoughlin Boulevard. Improve lighting at key locations to improve safety for motorists and pedestrians. Construct street improvements on existing, significant transportation routes. Support public-private partnerships to acquire land or buildings for development and re-development purposes. Develop a façade improvement program for existing commercial developments. Improve pedestrian and bike connections to schools, parks and other key community destinations. Develop commercial or mixed-use activity clusters at targeted locations within the plan area. | |

Task 2-5: Framework Plan



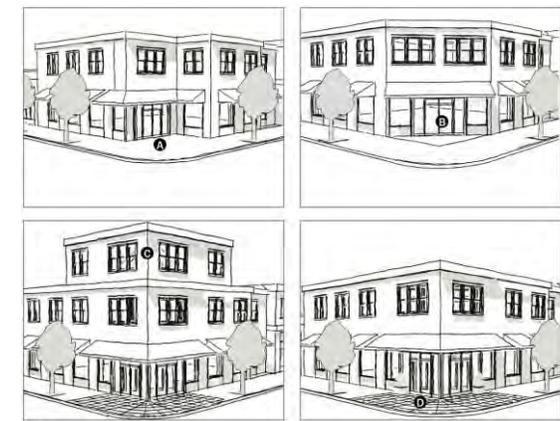
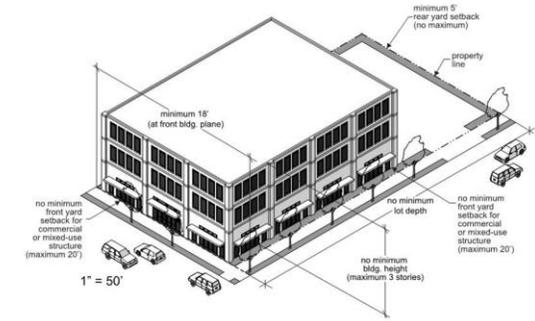
Task 2-6: Draft and Refine Development and Design Standards



- Ⓐ Primary entry door oriented to street or public space
- Ⓑ Entrance is covered and/or recessed behind facade
- Ⓒ Min 3'; Max 6' projection
- Ⓓ Max 6' balcony/deck projection
- Ⓔ Min 10' clearance
- Ⓕ Min 60% windows
- Ⓖ Min 30% windows
- Ⓗ Upper windows vertically oriented

A.2-4 Commercial/Mixed-Use Building

MU-N Development Standards



- Ⓐ Forecourt / plaza
- Ⓑ Chamfered corner
- Ⓒ Increased building height
- Ⓓ Special paving material

Task 2-7: Implementation



Streetscape Concept



What's Next

Tonight:

- Open House Stations
- Ask Questions and Comment
- Sign-up

Next Month:

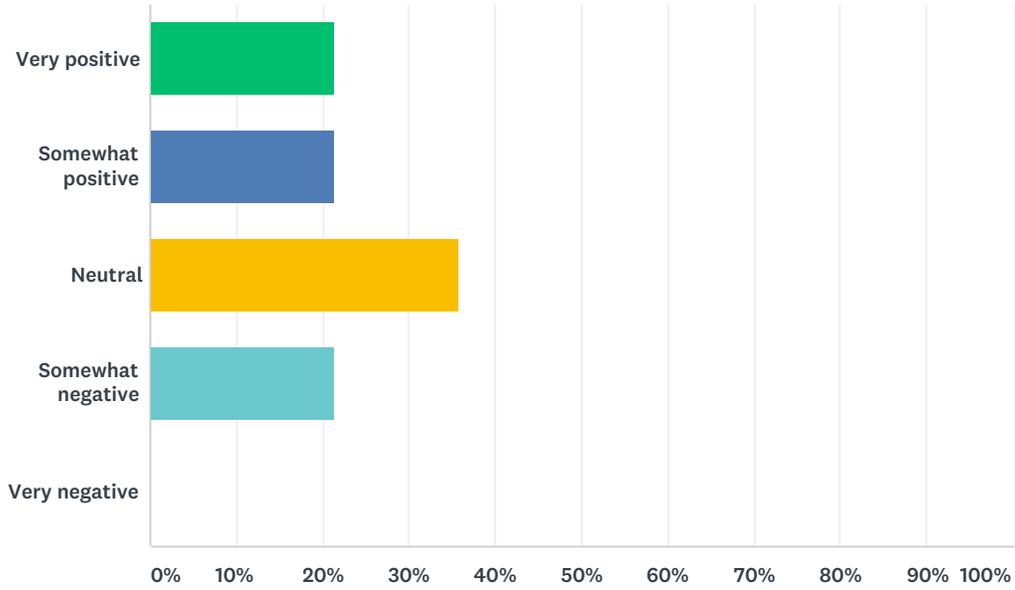
- Revisions to Memo 3 - <https://clackamas.us/planning/parkave>
- BCC Discussion on moving forward with Phase 2 – May 14, 2019



Thank You

Q1 What is your first reaction to the McLoughlin area?

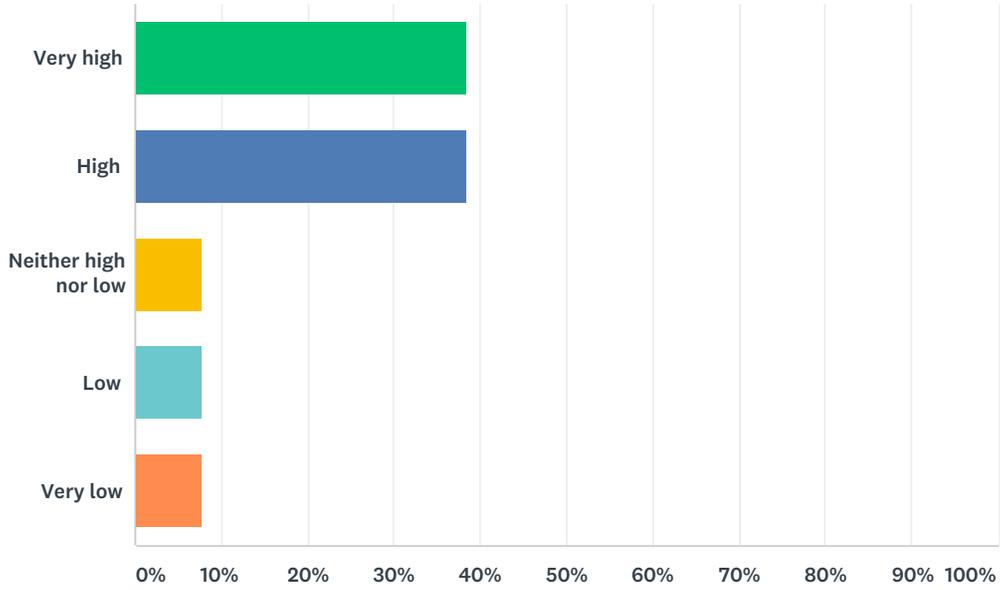
Answered: 14 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|-------------------|-----------|----|
| Very positive | 21.43% | 3 |
| Somewhat positive | 21.43% | 3 |
| Neutral | 35.71% | 5 |
| Somewhat negative | 21.43% | 3 |
| Very negative | 0.00% | 0 |
| TOTAL | | 14 |

Q2 What is your level of interest for learning more about Main Street programs for these communities?

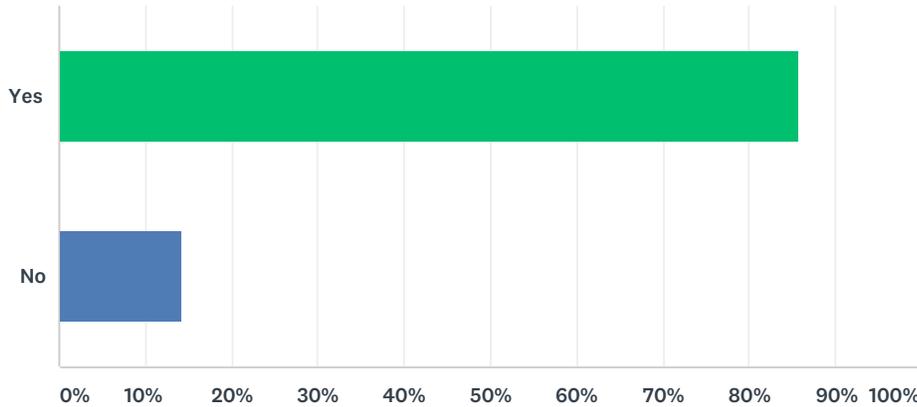
Answered: 13 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------------|-----------|-----------|
| Very high | 38.46% | 5 |
| High | 38.46% | 5 |
| Neither high nor low | 7.69% | 1 |
| Low | 7.69% | 1 |
| Very low | 7.69% | 1 |
| TOTAL | | 13 |

Q3 Would you be interested in hearing a panel discussion from the Community Organizations in the region on their goals (Park Ave, McLoughlin Area Business Alliance, Oak Grove CPO, Jennings Lodge CPO, City of Gladstone)?

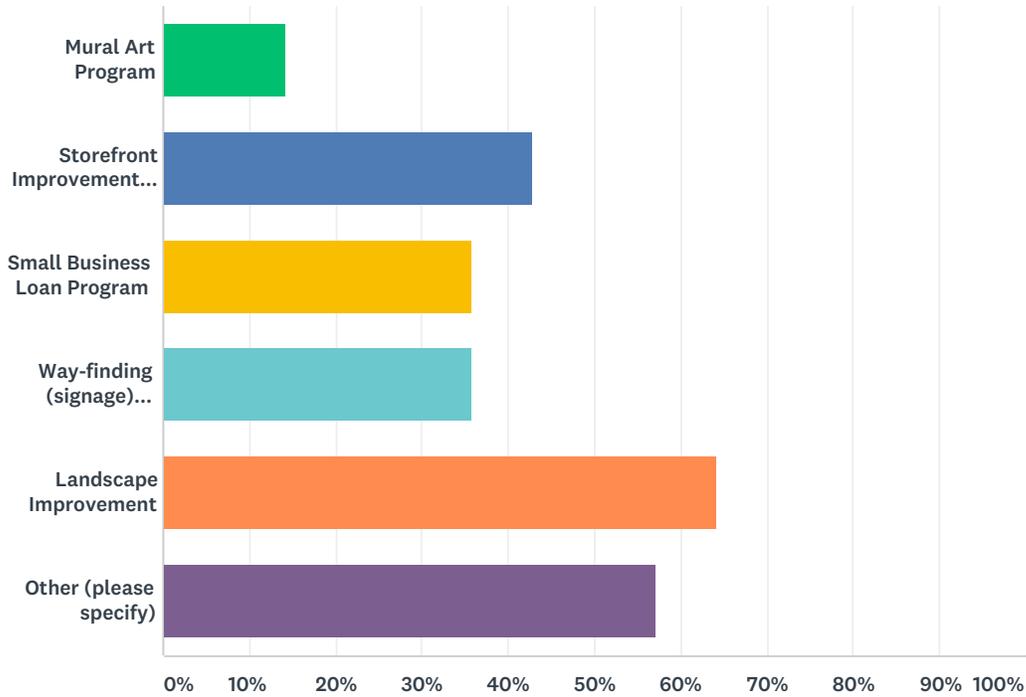
Answered: 14 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 85.71% | 12 |
| No | 14.29% | 2 |
| TOTAL | | 14 |

Q4 What programs do you believe would assist these communities in being successful with their community vision?

Answered: 14 Skipped: 0

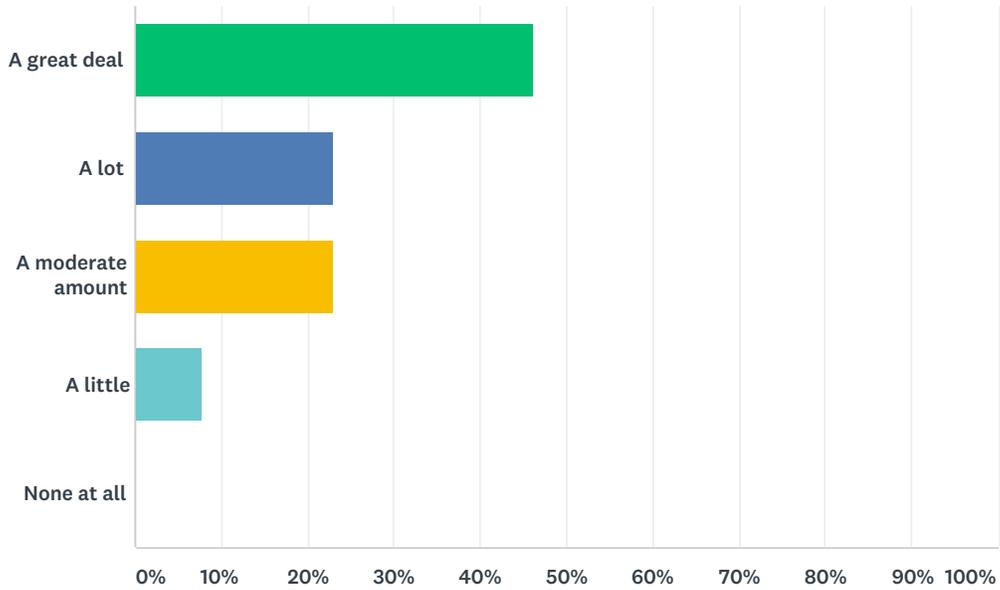


| ANSWER CHOICES | RESPONSES |
|-----------------------------------|-----------|
| Mural Art Program | 14.29% 2 |
| Storefront Improvement Program | 42.86% 6 |
| Small Business Loan Program | 35.71% 5 |
| Way-finding (signage) Improvement | 35.71% 5 |
| Landscape Improvement | 64.29% 9 |
| Other (please specify) | 57.14% 8 |
| Total Respondents: 14 | |

| # | OTHER (PLEASE SPECIFY) | DATE |
|---|---|--------------------|
| 1 | Economic development experts | 4/23/2019 3:59 PM |
| 2 | Pedestrian oriented modifications. | 4/23/2019 12:23 PM |
| 3 | Main Street Improvement Program; Low Income Housing Tax Credit Grants; Opportunity Zone Designations | 4/22/2019 4:52 PM |
| 4 | More sidewalks and pedestrian friendly businesses. | 4/22/2019 1:17 PM |
| 5 | don't know without hearing from them | 4/16/2019 10:06 AM |
| 6 | Reduce auto transport carriers on McLoughlin. It's illegal for them to park in center lane and creates access and safety issues | 4/15/2019 2:55 PM |
| 7 | Need to better understand the communities' visions | 4/15/2019 2:45 PM |

Q5 How important would it be to learn about the planning and zoning of these communities?

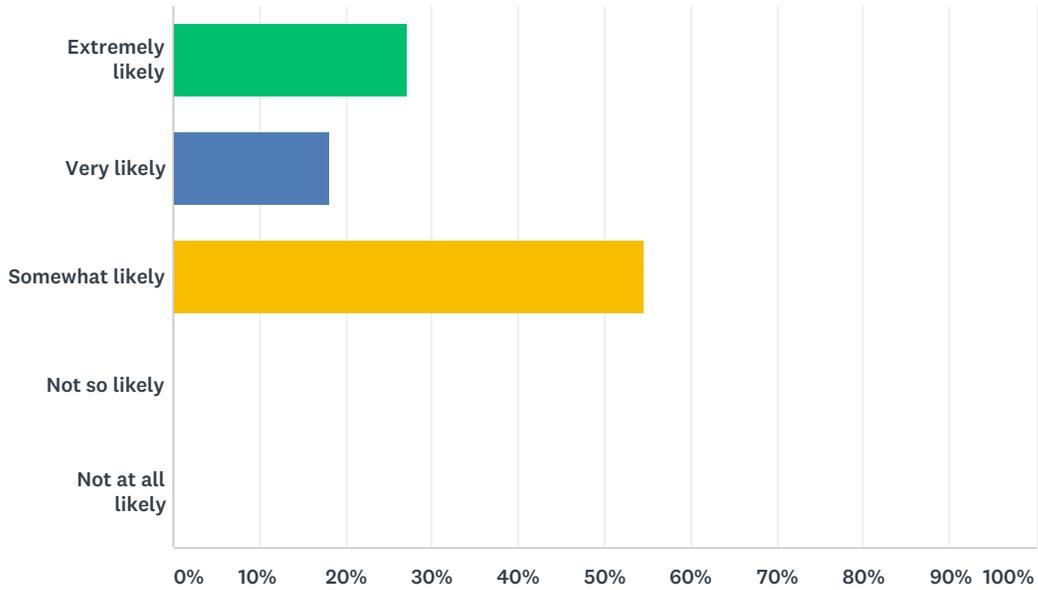
Answered: 13 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|-------------------|-----------|-----------|
| A great deal | 46.15% | 6 |
| A lot | 23.08% | 3 |
| A moderate amount | 23.08% | 3 |
| A little | 7.69% | 1 |
| None at all | 0.00% | 0 |
| TOTAL | | 13 |

Q6 With advances in Artificial Intelligence and Electric Vehicle technology, how likely could this corridor develop as a automotive hub?

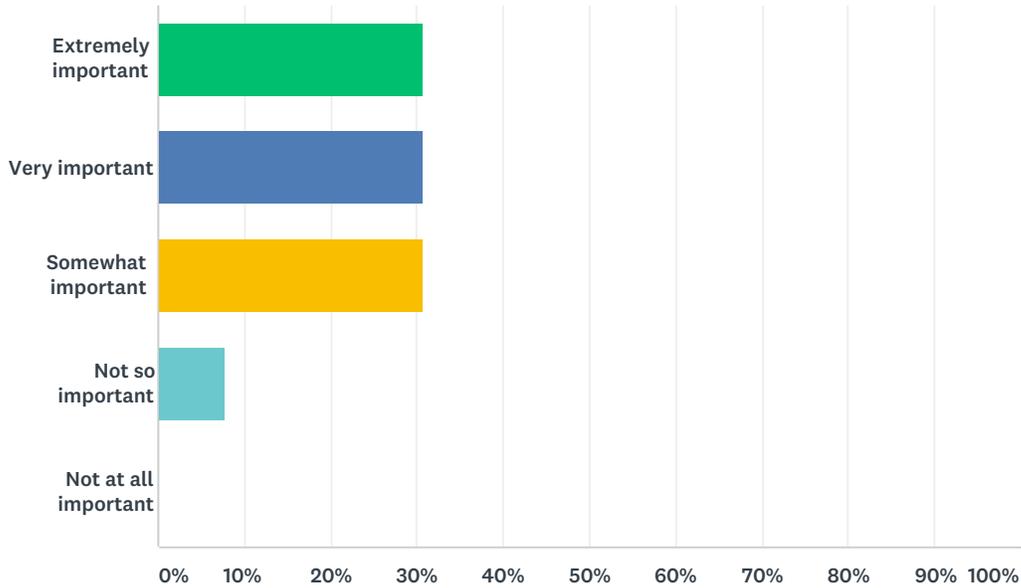
Answered: 11 Skipped: 3



| ANSWER CHOICES | RESPONSES | |
|-------------------|-----------|-----------|
| Extremely likely | 27.27% | 3 |
| Very likely | 18.18% | 2 |
| Somewhat likely | 54.55% | 6 |
| Not so likely | 0.00% | 0 |
| Not at all likely | 0.00% | 0 |
| TOTAL | | 11 |

Q7 How important is it to connect the corridors (Jennings Lodge, Oak Grove, Park Ave, City of Gladstone) visited during the tour, to the McLoughlin Boulevard?

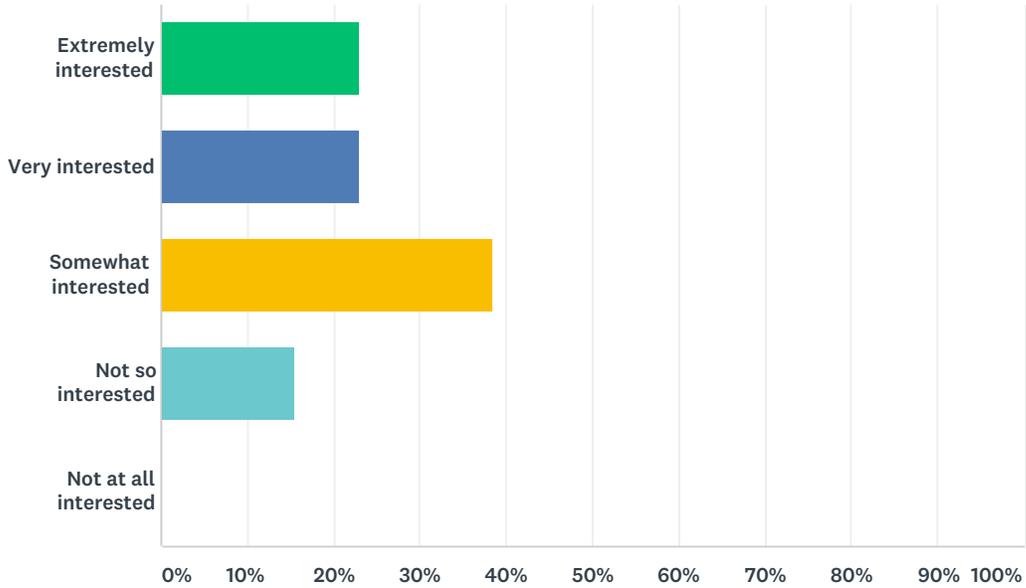
Answered: 13 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|----------------------|-----------|-----------|
| Extremely important | 30.77% | 4 |
| Very important | 30.77% | 4 |
| Somewhat important | 30.77% | 4 |
| Not so important | 7.69% | 1 |
| Not at all important | 0.00% | 0 |
| TOTAL | | 13 |

Q8 How interested would you be in learning more about the Trolley Trail?

Answered: 13 Skipped: 1



| ANSWER CHOICES | RESPONSES | |
|-----------------------|-----------|-----------|
| Extremely interested | 23.08% | 3 |
| Very interested | 23.08% | 3 |
| Somewhat interested | 38.46% | 5 |
| Not so interested | 15.38% | 2 |
| Not at all interested | 0.00% | 0 |
| TOTAL | | 13 |

Q9 How would you enhance connectivity between the Trolley Trail and McLoughlin Boulevard?

Answered: 10 Skipped: 4

| # | RESPONSES | DATE |
|----|--|--------------------|
| 1 | Improve sidewalks on Courtney, Oak Grove Blvd, Vineyard, Risley, Naef, Boardman. How is this relevant to Economic Development of businesses? | 4/23/2019 3:59 PM |
| 2 | Not only the trail but the river and creeks where possible. | 4/23/2019 12:23 PM |
| 3 | It would be good to better understand users of the trolley trail (current and as envisioned in the future) and current conditions between these two transportation routes to understand how to enhance connectivity. | 4/22/2019 9:24 PM |
| 4 | Dedicated bike and pedestrian paths - current side streets lack sidewalks and bike lanes entirely | 4/22/2019 4:52 PM |
| 5 | Pedestrian/bike only paths that do not cross directly from one side of the Trolley trail to the other so as not to create havoc/danger for the wonderful bike/pedestrian Trolley trail. Car crossings would kill the Trolley Trail as a pedestrian/family friendly walking zone. | 4/22/2019 1:17 PM |
| 6 | I don't think it's needed. I like the separation. | 4/15/2019 2:55 PM |
| 7 | I need to study the connectivity issues more before commenting. | 4/15/2019 2:45 PM |
| 8 | investment dollars | 4/15/2019 2:17 PM |
| 9 | Is there a Trolley? | 4/15/2019 1:33 PM |
| 10 | No idea | 4/11/2019 9:57 AM |

Q10 What were your three takeaways for helping to spur future economic development in the McLoughlin Corridor?

Answered: 9 Skipped: 5

| # | RESPONSES | DATE |
|---|--|--------------------|
| 1 | The density is present, the eco demographics are too low, businesses struggling with homeless and crime, Needs basic urban renewal treatments | 4/23/2019 3:59 PM |
| 2 | The current planning and traffic flows don't maximize the value of the corridor. Different strategies are needed for each section of the corridor. There still isn't a catalyst for getting past the planning stage. | 4/23/2019 12:23 PM |
| 3 | We need to answer the questions: a) what greater regional problem(s) are we trying to solve or could we potentially solve, b) who are the stakeholders and what is their shared vision and c) how can investments in the McLoughlin Corridor achieve both regional and local goals and objectives. | 4/22/2019 9:24 PM |
| 4 | (1) Smart Planning is required in order to (2) spur development without displacing low income residents, and (3) proper connectivity of old town main streets to the McLoughlin corridor is essential | 4/22/2019 4:52 PM |
| 5 | Density, pedestrian connections(walkability), loans | 4/22/2019 1:17 PM |
| 6 | Look to expand commercial footprint. Thes are small lots Mixed use housing and retail. Work to develop a few anchor stores to promote business. | 4/15/2019 2:55 PM |
| 7 | Understand/modernize zoning, adaptive reuse, connectivity, aesthetics... | 4/15/2019 2:45 PM |
| 8 | need for money, planning and coordination | 4/15/2019 2:17 PM |
| 9 | Lower the parking requirement, increase the zoning, and provide grant funding. | 4/15/2019 1:33 PM |