

BUSINESS COMMUNITY INVESTMENT STRATEGY

Goals

- 1) allow for existing small businesses within the Park Avenue area to stay and grow
- 2) enhance the pedestrian experience through public-private investment

BUSINESS COMMUNITY INVESTMENT STRATEGY

Must Engage Two Different Groups

- 1) Developers either invest in existing or develop new buildings that shape the environment.
- 2) Business owners provide the services that make a community engaging and distinct (e.g. restaurants, coffee shops, pet stores).

BUSINESS COMMUNITY INVESTMENT STRATEGY

Developers: want low-risk investments

- **Make a Profit** - Rents (income) must cover cost of building
- **Certainty** - Clear vision for future surrounding development
- **Public Support** - Neighborhoods and government support vision and will invest in community through infrastructure

BUSINESS COMMUNITY INVESTMENT STRATEGY

Business Owners: want a thriving operation

- **Make a Profit** - Increase number of new customers and suppliers
- **Certainty** - Rents; regulatory/permitting processes
- **Public Support** - Gain access to affordable capital (and remove bias in capital provision); fill skill gaps for business management

BUSINESS COMMUNITY INVESTMENT STRATEGY

Park Avenue Business Owners Feedback

Safety (impacts customer experience)

- Homeless/Loitering
- Crime
- Minimal Property Security

Certainty

- Rising Costs
- Confusion regarding the management/owner of the strip mall

DRAFT GUIDING PRINCIPLES

CAC DRAFTED (Drafted 1/26/2020 by Ann Muir, Danielle Lehman, Craig VanValkenburg)

1. Remain open to reimagining modes of transportation, increased housing density and innovative business ventures without disregard for existing businesses and residential types along McLoughlin and the near side streets.
2. Provide safe locations and connections for walking, biking and parking.
3. Create inviting and attractive community gathering spaces that are safe and welcoming both day and night.
4. Preserve and enhance green spaces, at a variety of scales, that give our neighborhood its unique character.

COMMUNITY FEEDBACK

WORKSHOP #1



Jobs & Business

- Local grocery and small businesses to serve the neighborhood
- Diverse choices
- Consider the future of retail
- Childcare



Housing Choices

- Contextually sensitive density
- Flexibility in development -- open space and sustainability requirements
- Workforce housing
- Prioritize people via creative parking solutions



Safe Multimodal Connections

- Improve access to station area
- Promote equitable access to all modes
- Improve safety along the Trolley Trail

COMMUNITY FEEDBACK

WORKSHOP #1



Community Gathering Spaces

- Food trucks, dog parks, places to play and have events
- Use large sites to promote gathering spaces
- Encourage open space around housing development



Green Spaces & Natural Assets

- Preserve existing trees and natural features
- Passive and active green spaces
- Planted median on Hwy. 99
- Encourage courtyards, greenroofs



Sustainability & Climate Resiliency

- Eco-sensitive density at station area
- Network of small open spaces
- Community gardens to support surrounding housing
- E.V. charging and/or car share

DRAFT GUIDING PRINCIPLES

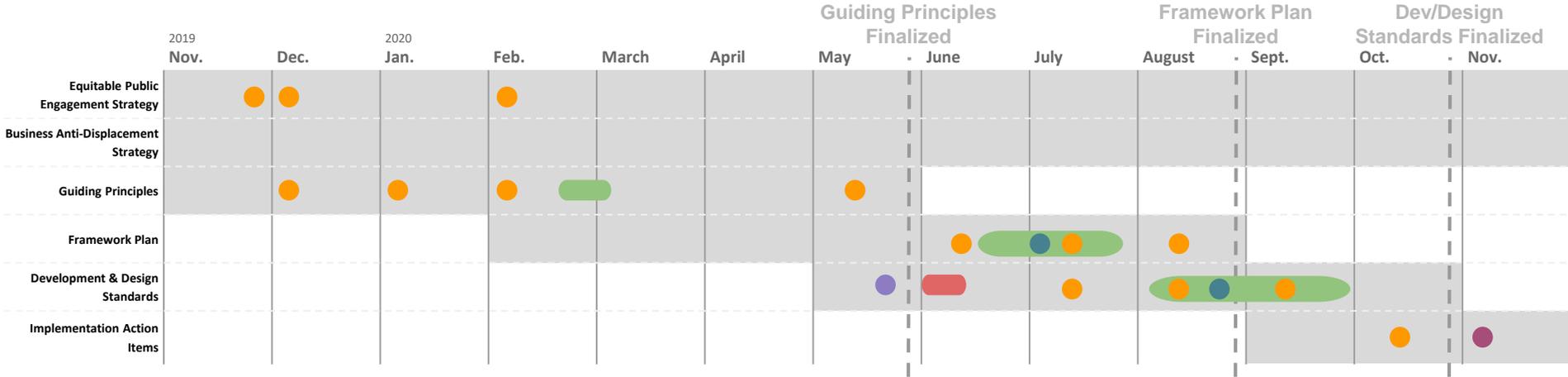
CONSULTANT EDITS

1. Increase employment, innovative business ventures, and community services/amenities, without disregard for existing businesses, along McLoughlin and the near side streets.
2. Increase the variety and number of housing choices, without disregard for existing residences, along McLoughlin and the near side streets.
3. Provide safe locations, crossings, and connections for walking, biking and parking.
4. Create inviting and attractive community gathering spaces that are safe and welcoming both day and night.
5. Preserve and enhance green spaces, at a variety of scales, that give our neighborhood its unique character.
6. Promote resilient systems and infrastructure.

BREAKOUT SESSION
REFINE GUIDING PRINCIPLES

PARK AVE COMMUNITY PROJECT

DRAFT TIMELINE FOR TOPIC DISCUSSION WITH CAC (05.12.2020)



● Topic to be discussed at monthly CAC meeting

● Topic to be discussed with TAC

■ Public Engagement

● County/Consultant Team Existing Code Review

● Presentation to Board of County Commissioners

■ Consultant Team Interviews Developers

PUBLIC ENGAGEMENT

ADAPTING OUR STRATEGY COVID19 CONDITIONS

- Facebook Live town hall meeting
- Video focus groups
 - Schools
 - Willamette View & Rose Villa residents
 - Scout groups, youth groups
- Online interactive survey
- Phone calls from CAC members (i.e. phone interviews)
- Mailed project content (possibly paired with phone calls listed above)

PUBLIC ENGAGEMENT

ADAPTING OUR STRATEGY COVID19 CONDITIONS

Priority groups for equitable public engagement:

- **Riverside Elementary students, PTA, Girl Scouts, Dog Park** (D.Lohmann)
- **North Clackamas School District** (N. Ember)
- **Oak Grove Elementary** (E. Chaimov)
- **Rex Putnam High School** (K. Householder)
- **Willamette View seniors and employees** (C. VanValkenburg)
- **Family connections at Rose Villa** (A. Muir)
- **Transit commuters** (C. Snoeberger)
- **St. John the Baptist Church Spanish Speaking community** (V. Chapman)
- **Steeves Mobile City** (C. Nikolas)

