Park Ave Community Project
Phase II

CAC Meeting
May 13, 2020
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 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
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)

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- **Topic to be discussed at monthly CAC meeting**
- **County/Consultant Team Existing Code Review**
- **Topic to be discussed with TAC**
- **Presentation to Board of County Commissioners**
- **Public Engagement**
- **Consultant Team Interviews Developers**

The timeline includes key milestones and discussions planned for each topic, with specific dates indicated for each phase of the project.
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)
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. Van Valkenburg)
- 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)
THANK YOU!

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