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

United States Change in Per Capita Retail Spending, 2000 - 2016

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

Source: Retail Census 2018, Bridge Economic Development
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 jobs

- **Manufacturing** will add 12,600 jobs, especially in food and beverage industries
## Employment Trends: National

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>US Average Wages 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, Scientific &amp; Technical Services</td>
<td>$99,705</td>
</tr>
<tr>
<td>Wholesale, Manufacturing</td>
<td>$71,372</td>
</tr>
<tr>
<td>Education, Health Care &amp; Social Assistance</td>
<td>$49,565</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>$31,217</td>
</tr>
<tr>
<td>Accommodation &amp; Food Service</td>
<td>$20,731</td>
</tr>
</tbody>
</table>

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

- **Board of Commissioners**
  - Action/Adoption: intergovernmental agreement, request for proposals, consultant, design & development standards

- **Planning Commission**
  - Recommendations to Board of Commissioners on design & development standards, Comprehensive Plan changes and ZDO changes

- **Community**
  - Review, evaluate, advise, participate, implement outreach

- **Park Avenue Community Advisory Committee (PACAC)**

- **Technical Advisory Committee (TAC)**

- **Agency and Community Representation** (County, MAF-II, Metro)

- **Consultant Team**

**Community Engagement**
- Public hearing
- Public policy sessions
- Website
- Social media
- Open houses
- Presentations at community meetings
- Focus groups
- Social media
- Door-knocking
- Volunteers
- Stakeholder interviews
- Questionnaires
- Mailings
- Public meetings
- Educational events

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*Park Avenue Community Phase I Engagement Plan*
PACAC Role

Park Avenue Community Advisory Committee

- Technical Advisory Committee
- MAP-IT / County / Metro / Consultant Team
- Planning Commission / County Commission

COMMUNITY
Task 2-2: Equitable Engagement Strategy
Task 2-3: Anti-displacement Strategy

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

<table>
<thead>
<tr>
<th>VALUES</th>
<th>GUIDING PRINCIPLES</th>
<th>PROGRAMS</th>
<th>PROJECTS</th>
<th>COMMENTS</th>
</tr>
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<tbody>
<tr>
<td>Urban and Neighborhood Design</td>
<td>Support a network of distinctive neighborhoods that have good connectivity for auto, transit, bicyclists and pedestrians.</td>
<td>Develop a community design plan for McLoughlin Boulevard.</td>
<td>Construct improved pedestrian crossings on McLoughlin Boulevard.</td>
<td>Construct street improvements on existing, significant transportation routes.</td>
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<tr>
<td></td>
<td>Utilize and integrate existing natural features, geography and topography of the area and minimize negative impacts of improvements on such areas.</td>
<td>Develop a vacant and underused land inventory to support the private sector.</td>
<td>Improve public-private partnerships to acquire land or buildings for development and re-development purposes.</td>
<td>Develop a feasibility improvement program for existing commercial developments.</td>
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<td>Ensure design functionality, beautification, lighting treatments and landscaping along McLoughlin Boulevard.</td>
<td>Provide a series of distinct and connected thinking centers that provide a focal point for the neighborhoods of the McLoughlin area.</td>
<td>Improve pedestrian and bike connections to schools, parks and other key community destinations.</td>
<td>Develop commercial or mixed-use activity clusters at targeted locations within the plan area.</td>
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<tr>
<td></td>
<td>Provide a series of distinct and connected thinking centers that provide a focal point for the neighborhoods of the McLoughlin area.</td>
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Task 2-5: Framework Plan
Task 2-6: Draft and Refine Development and Design Standards
Task 2-7: Implementation
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