



Park Avenue Community Phase I Engagement

Community
Open House

April 9, 2019

Agenda

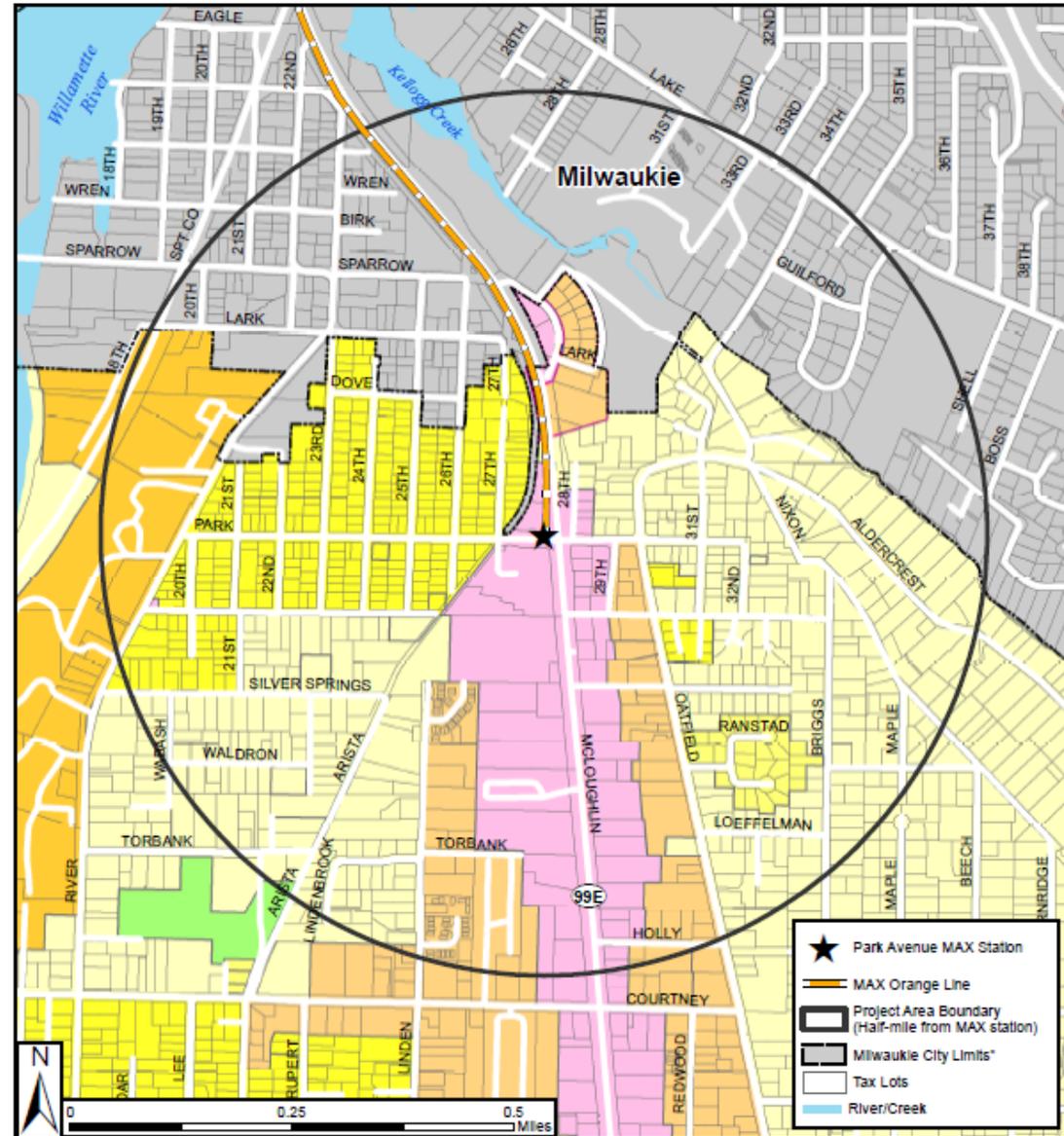
- Project Overview
- Phase 1 Overview
- What We Heard
- What do you think? (live polling)
- Proposed Phase 2 Approach
- Discussion / Open House

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:

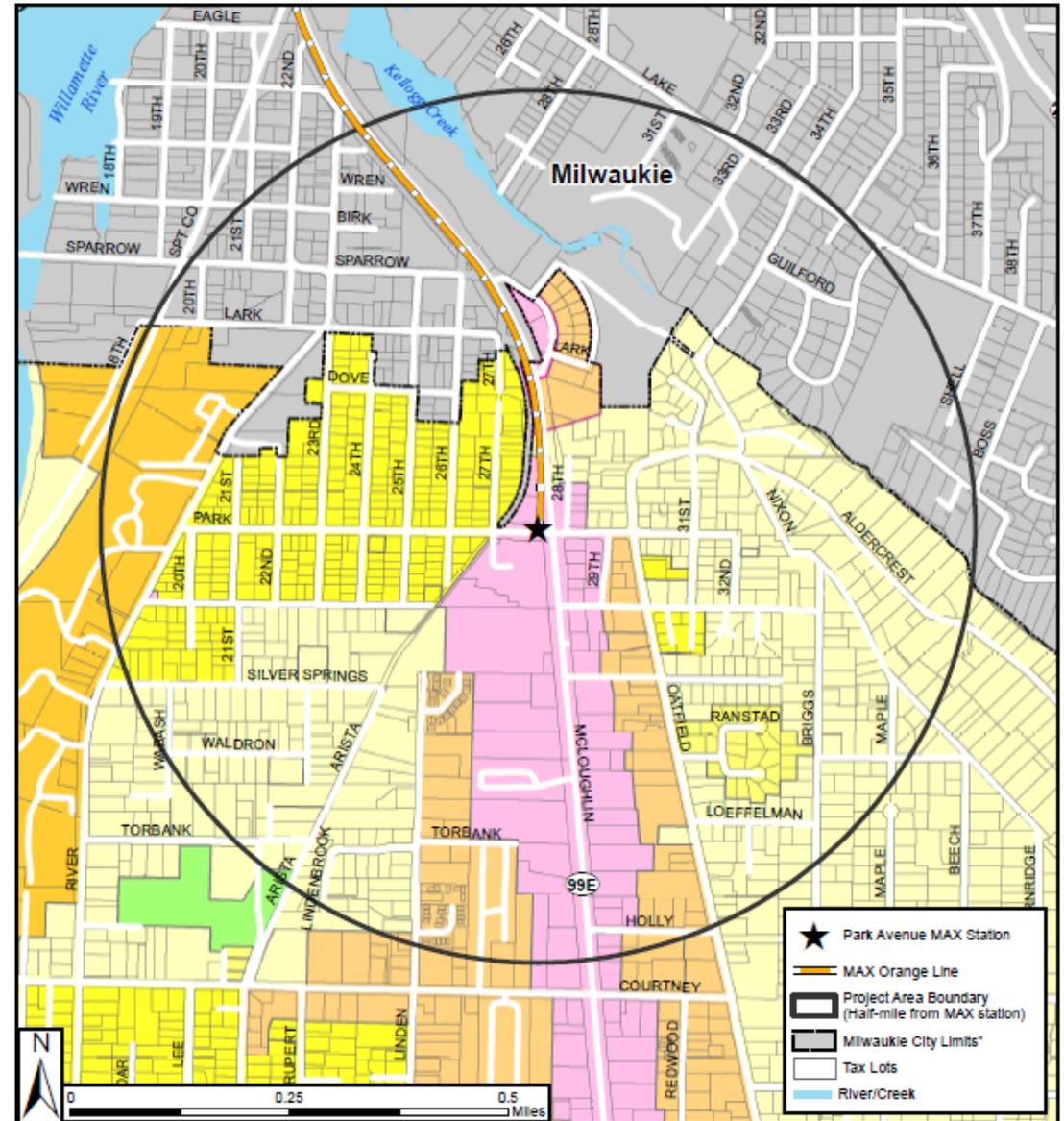
Focus the project on the area $\frac{1}{2}$ mile from the light rail station

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:

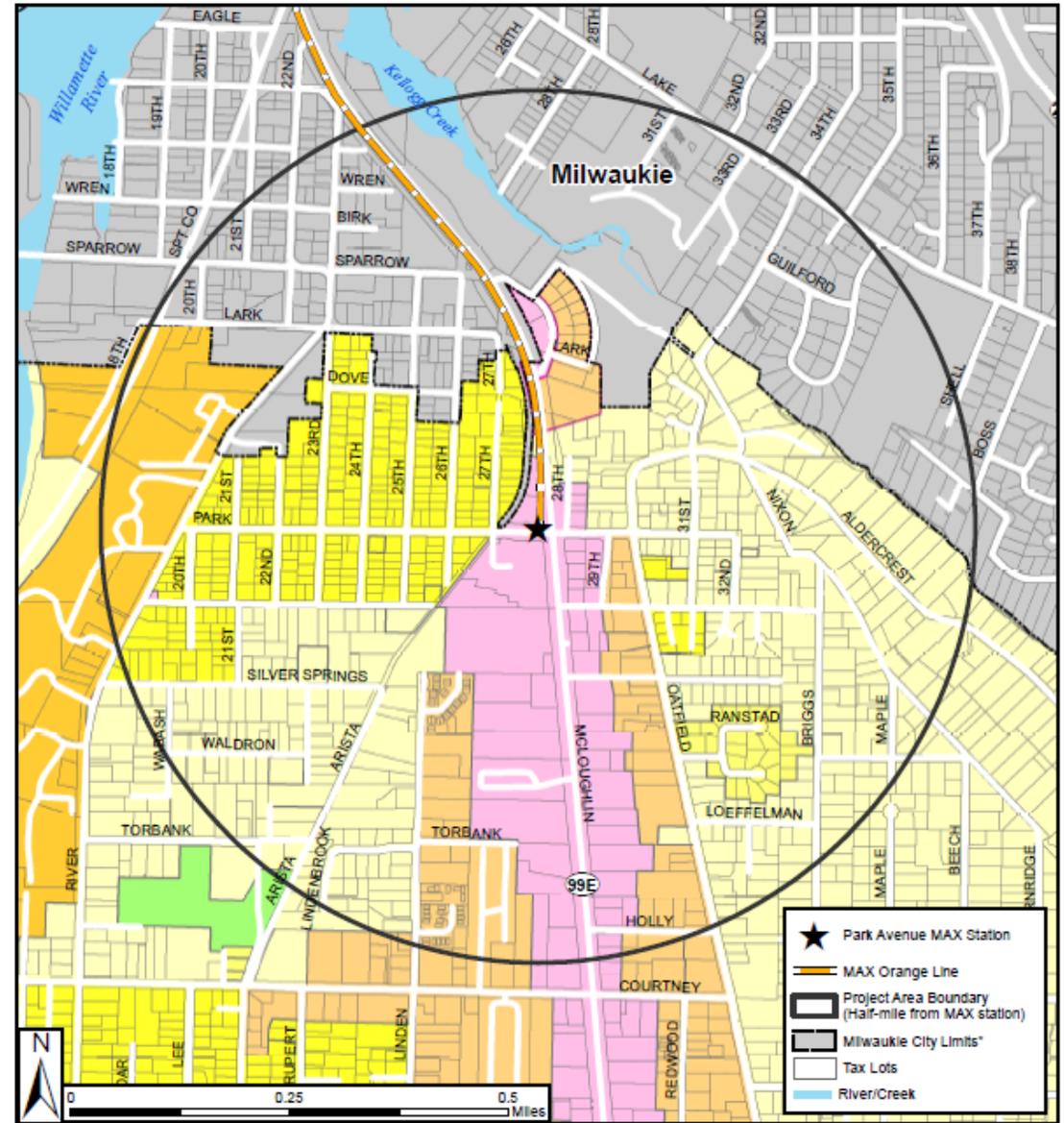
#5 Improve pedestrian and bike connections to the Trolley Trail

#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

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

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

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



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:

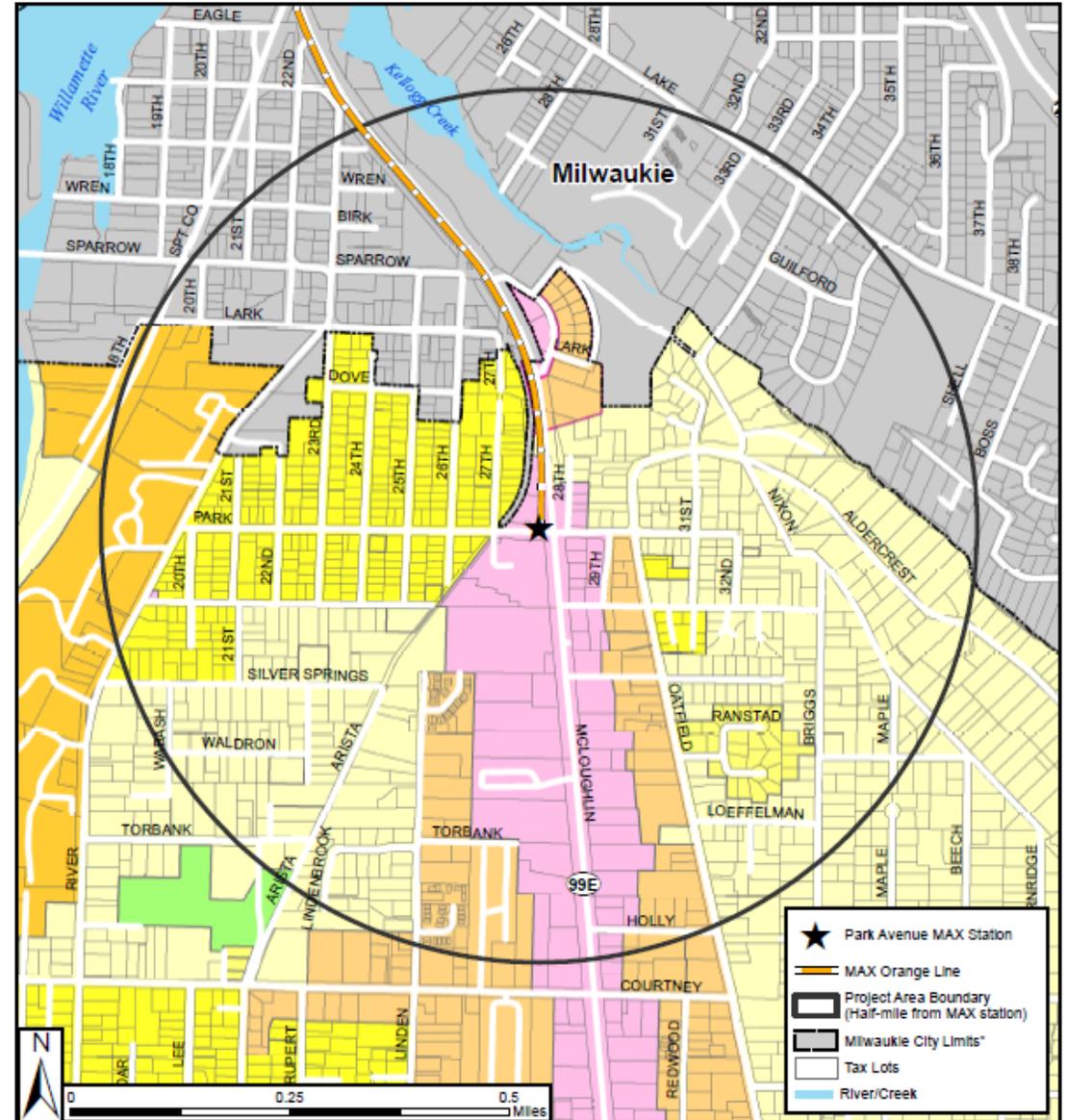
- *Agree*
- *Neutral*
- *Disagree*

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:

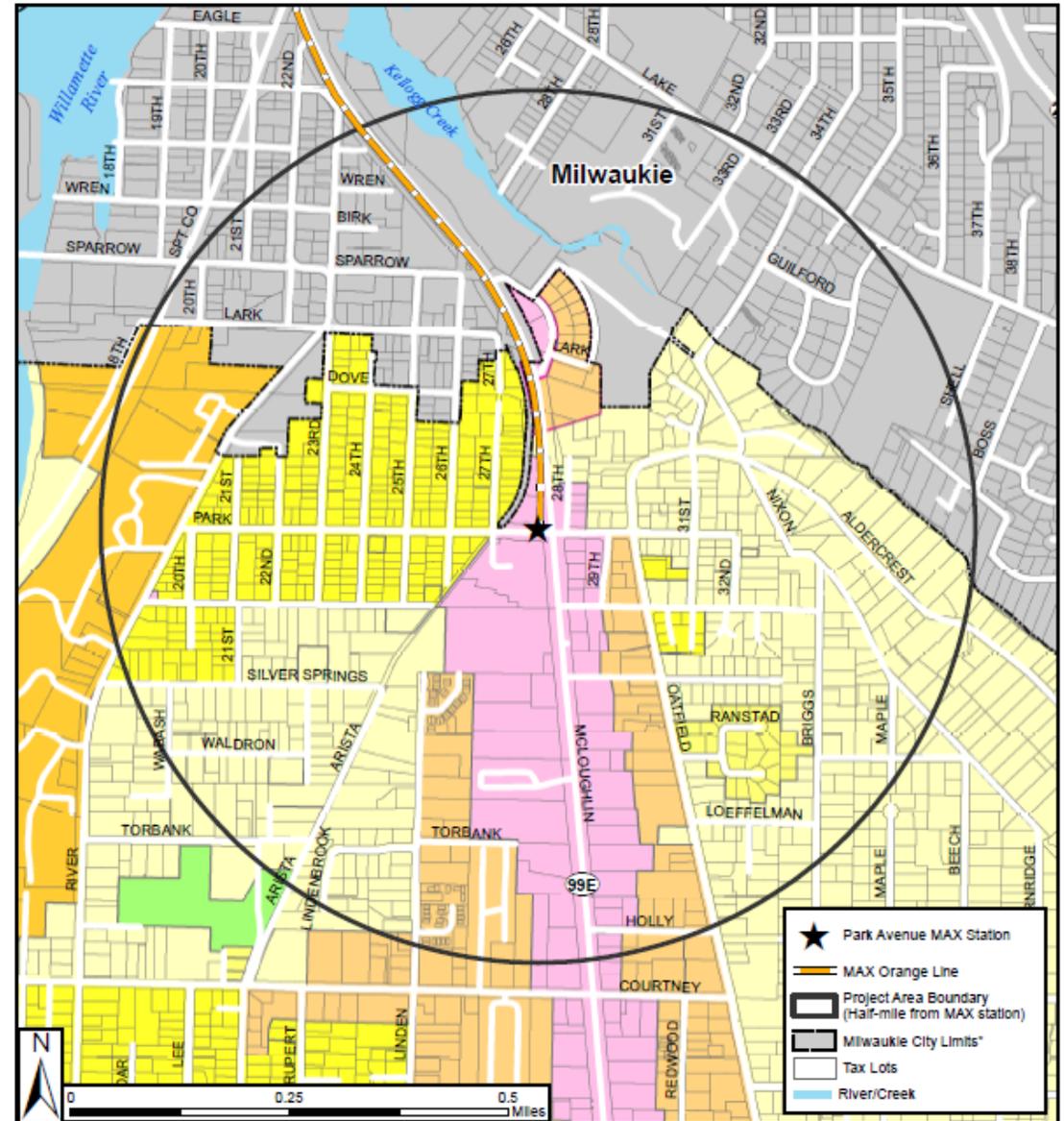
Natural areas are an asset, not a barrier

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

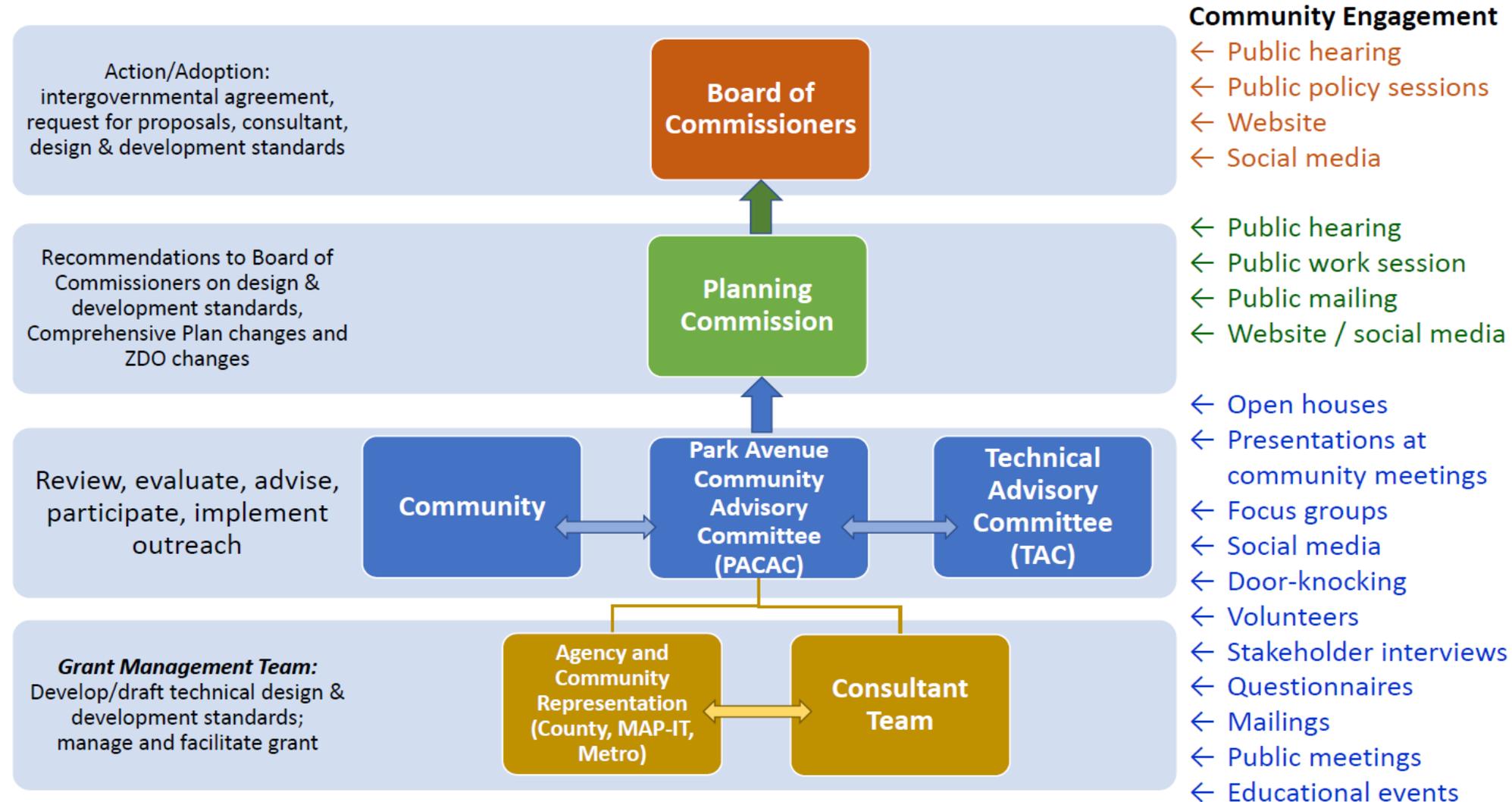
In Phase 2, study how natural areas can be enhanced and integrated with development.

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)

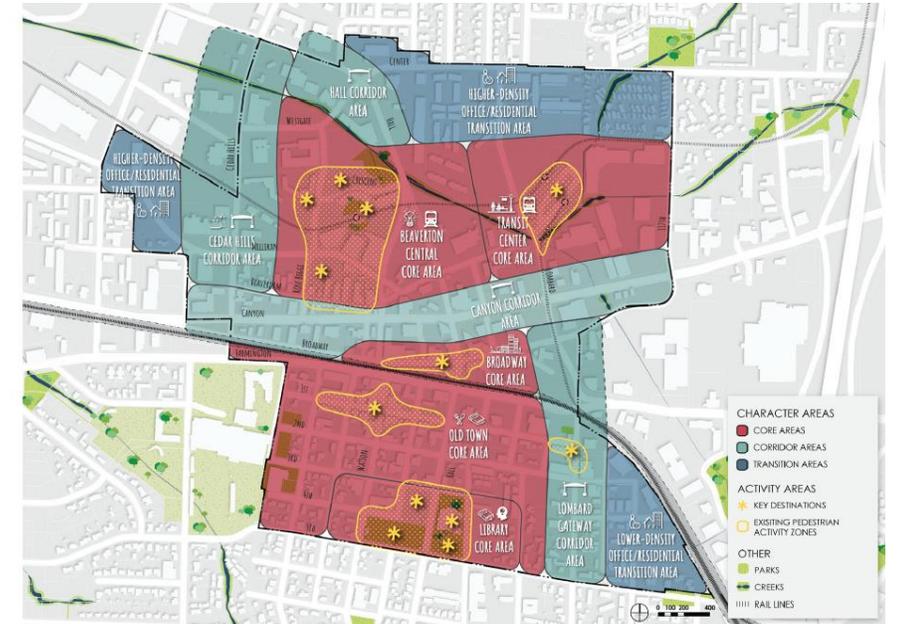
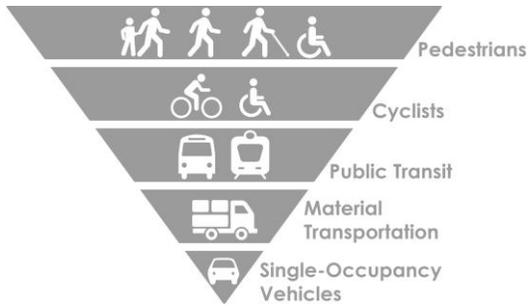
McLoughlin Area Plan (MAP) Summary

VISION

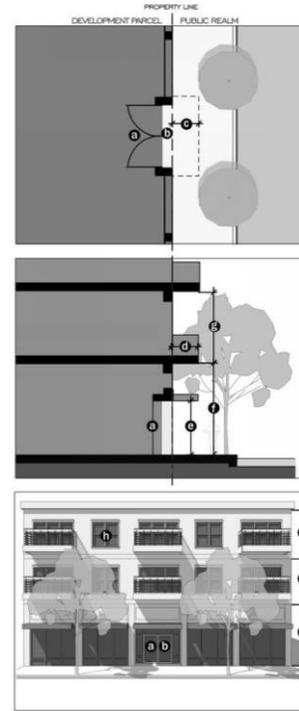
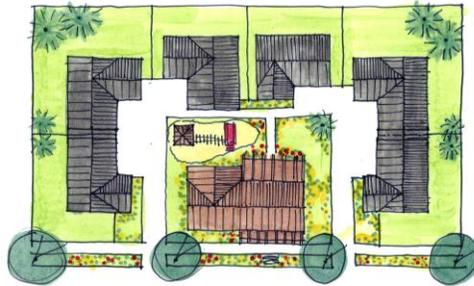
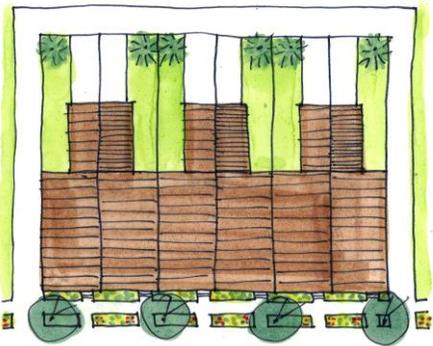
In the future, our community fabric of thriving neighborhoods, shops, restaurants and services is green and sustainable; healthy and safe; woven together by walkable tree-lined streets, trails, natural area and open spaces; and strengthened by our diversified local economy, great educational opportunities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



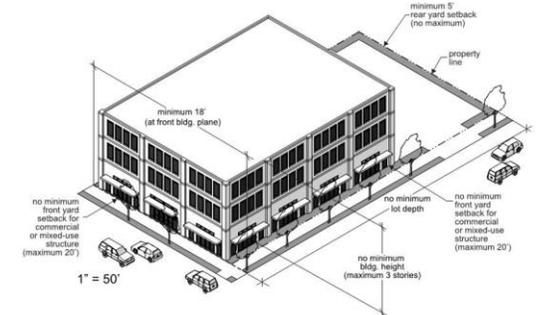
Task 2-6: Draft and Refine Development and Design Standards



- Ⓐ 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
- Ⓑ Chattered 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