



Park Avenue Community Project

Planning Commission

July 22, 2019

Agenda

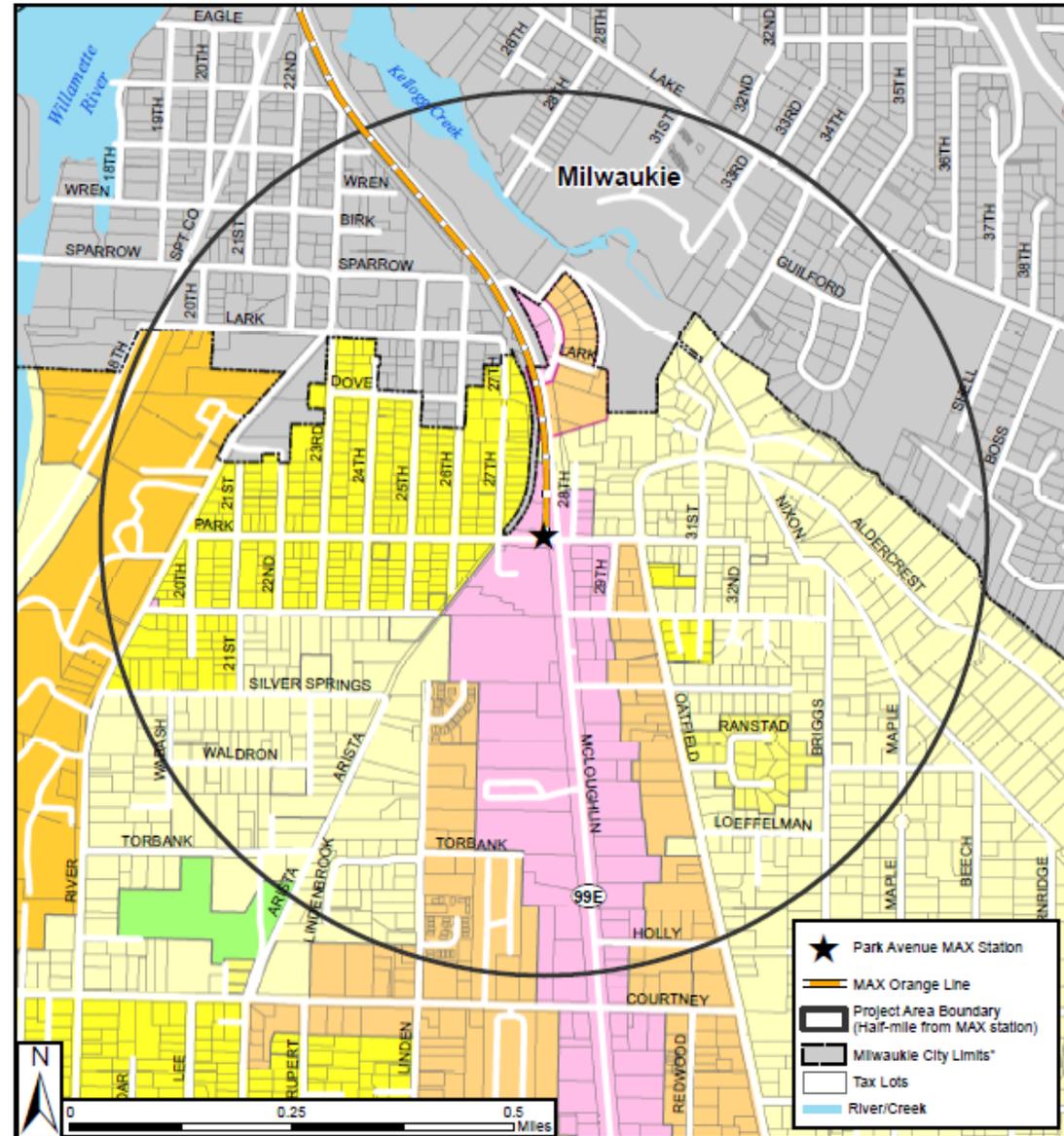
- Project Overview
- Park Avenue Context/History
- Phase 1 - Project Summary
- Phase 2 - Project Scope of Work
- Questions?

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



McLoughlin Area Plan (MAP) I & II

May 2010 – McLoughlin Area Plan I – Vision Framework

- Vision Statement
- Values
- Guiding Principles

December 2011- McLoughlin Area Plan – Phase II

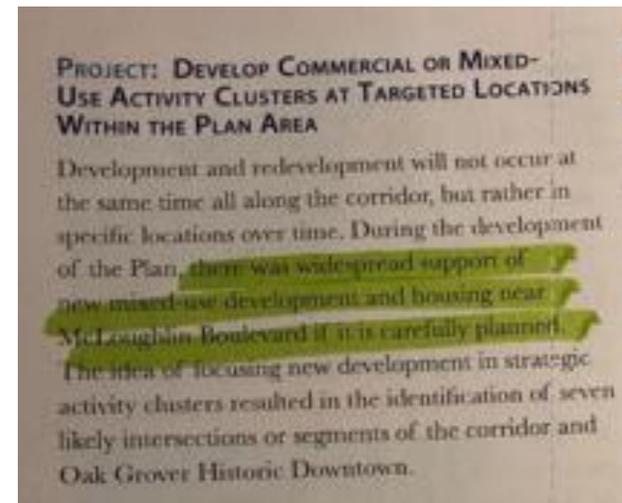
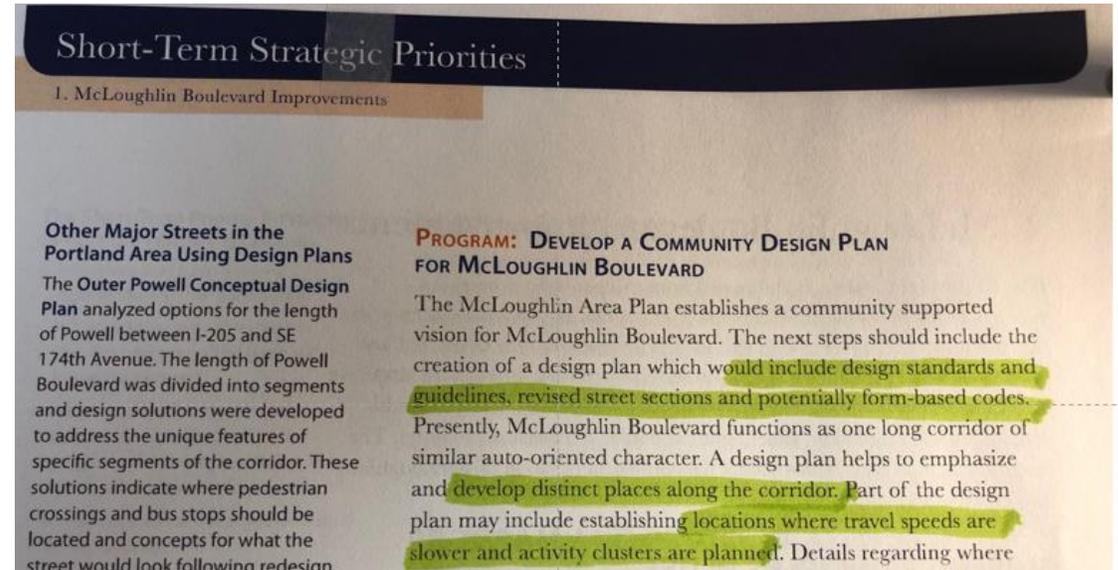
- Extensive public outreach
- Identified and prioritize short term projects and programs that will achieve the community vision

MAP I & MAP II

McLoughlin Area Plan – Phase II

Community Vision:

“In the future, our community fabric of thriving neighborhood, shops, restaurants and services is green and sustainable: Healthy and safe; woven together by walkable tree lined streets, trails, natural areas and open spaces; strengthen by our diversified economy; great educational opportunities and engaged citizen”



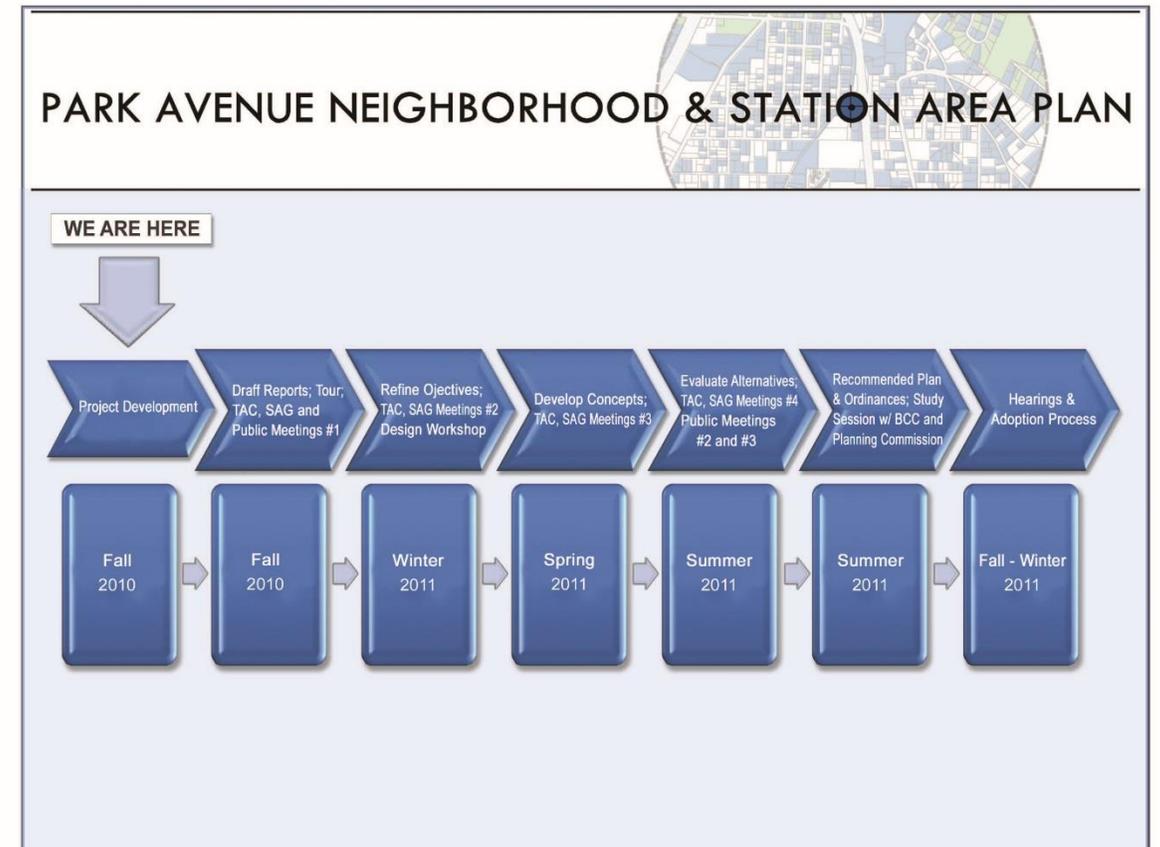
TGM funded Park Ave Project

2009-2012

- Park Ave Transportation Growth Management (TGM) grant – to look closely at Transit Oriented Development in the study area
- Presentation to the BCC in Jan 2012
- Regional discussion regarding light rail funding were underway and not finalized
- Other concerns from business community and neighbors around transportation elements related to McLoughlin Blvd and street networks
- Additional outreach needed

2011-2015

- Trimet Orange Line construction
- Begins operation September 12, 2015



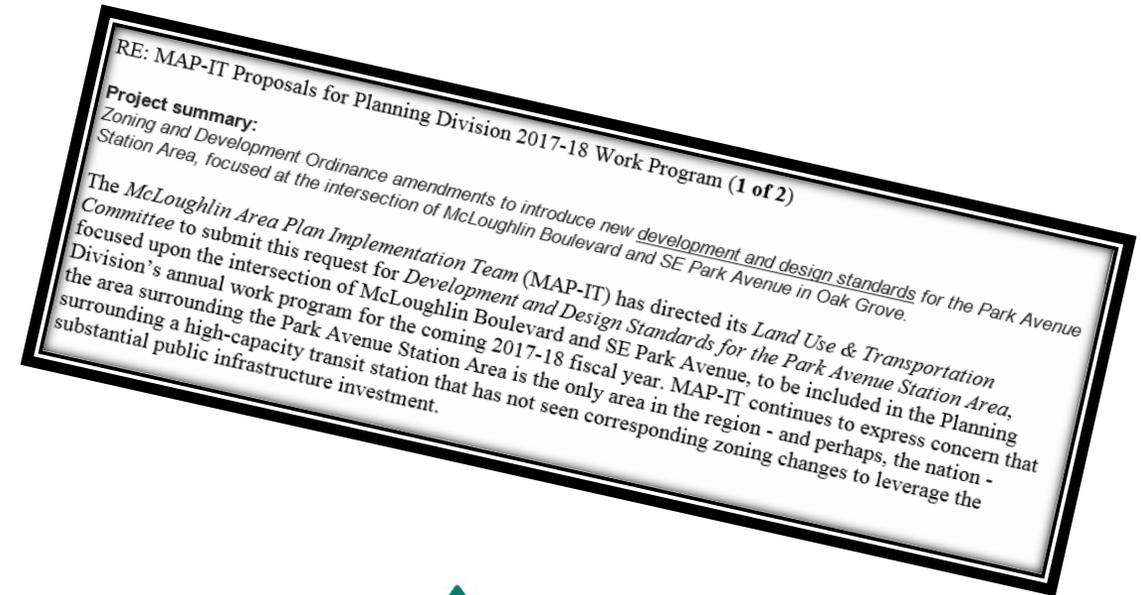
Current Park Ave Project History

2017 - Metro 2040 Grant - Funding Applied for and Awarded!

- McLoughlin Area Project Implementation Team - Recommended project for the Planning/Zoning Long Range Planning work program

2018 - Scope of work development

- In partnership with community members, developed a Scope of Work for the project
- Concerns were raised that this project was similar to the previous Park Ave project, so the project was separated into **two phases**, to better understand the communities knowledge of the McLoughlin Area Plan, as well as identifying the stakeholders in the area.



Planning & Zoning Division Long-Range Planning Work Program Overview
July 1, 2017 – June 30, 2018

LU4	<p>Park Ave Station Area* Outreach & Assessment</p> <p><i>*About ½ mile radius of the Park Avenue Light Rail Station; to be defined</i></p>	<ul style="list-style-type: none"> • Work with McLoughlin Area Plan Implementation Team (MAP-IT) to identify, scope and submit grant application(s) for a consultant for: <ul style="list-style-type: none"> ○ Outreach on commercial and multifamily design and development standards, and residential protection ○ Livability assessment of residential neighborhoods • Develop a voluntary mechanism to prevent up-zoning and/or dividing land in low-density residential neighborhoods (including, but not necessarily limited to, the Park Ave Station area). 	<ul style="list-style-type: none"> • Work in partnership with MAP-IT to: <ul style="list-style-type: none"> ▪ Identify grant options ▪ Develop scope of work ▪ Research ▪ Technical assistance • Research on voluntary mechanisms • Toolkit preparation, • Public outreach and public notice
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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 of adoptable development standards that incrementally implement the interests of the community in realizing desired change

Phase 1 Project Summary

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.

Guiding Policies

Currently Adopted Documents:

- Comprehensive Plan
- Zoning Code
- McLoughlin Area Plan (MAP)

Neighborhood Livability: Physical Investments & Metrics

- Reduced living costs with more housing close to transit and job centers
- Safer routes to school
- Enhanced health with improved bike/ped routes
- Increased housing supply to minimize increase in costs
- Greater sense of community
- Access to employment opportunities

Anti-displacement: Programs and Policies

- Proactively address gentrification
- Improve asset wealth for existing residents and businesses
- Encourage new and retained ownership
- Limit rent increases

Memo 2: Summary of Engagement and Key Themes

- Key themes from roundtable meetings
- Survey results

Phase 1: Expanded public outreach

Round Table Meetings

- Seven meetings with property owners, developers, business owners, senior housing providers, residents and active community members

Also...

- 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

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

Phase 2 Project Scope of Work

Original Phase 2 Scope of Work

1. Project Management
2. Draft and Refine Development and Design Standards
 - Review Best Practices
 - Implement Public Engagement Strategy
 - Draft clear and concise development and design standards
 - Test standards on real or hypothetical sites
3. Implementation Strategies

Proposed Phase 2 Scope of Work

1. Project Management
2. Equitable Public Engagement Strategy
3. Anti-displacement Strategy
4. Create Park Ave Guiding Principles (aligned with MAP)
5. Framework Plan
6. Draft and Refine Development and Design Standards
7. Implementation

A) Work with Community

Task 2: Equitable Public Engagement Strategy

- Build trust
- Share ideas
- Broaden outreach
- Listen
- Enhance relationships

Task 3: Anti-displacement Strategy

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



*Park Avenue Design & Development Standards Project **
Tasks and Organization
 June 2019

ACTION/ADOPTION – IGA with Metro, RFP, consultant, new or revised design & development standards

Board of Commissioners

Community Member Engagement

- ← Public hearing
- ← Public policy sessions
- ← Website
- ← Social media

RECOMMENDATIONS – design & development standards/ Comprehensive Plan changes

Planning Commission

- ← Public hearing
- ← Public work session
- ← Public mailing
- ← Website / social media

REVIEW, EVALUATE, ADVISE, PARTICIPATE, IMPLEMENT OUTREACH

Community Advisory Committee

- ← Open houses
- ← Presentations at community meetings
- ← Focus groups
- ← Social media
- ← Door-knocking
- ← Volunteers
- ← Stakeholder interviews
- ← Questionnaires
- ← Mailings
- ← Public meetings
- ← Educational events

CONSULTANT: Draft development & design standards; facilitate CAC and public outreach

Consultant

Community Members (MAP-IT chair or alternate; PACAC member in project area)

County & Metro Staff***

GRANT MANAGEMENT TEAM:** Grant management and facilitation

**This project is funded by a grant from Metro to Clackamas County and the McLoughlin Area Plan Implementation Team (MAP-IT), with matching funds from Clackamas County.
 **Grant Management Team (GMT): County staff (Transportation & Development; Business & Economic Development); consultant; Metro.
 ***A Technical Advisory Committee, described below, will also advise the GMT.*

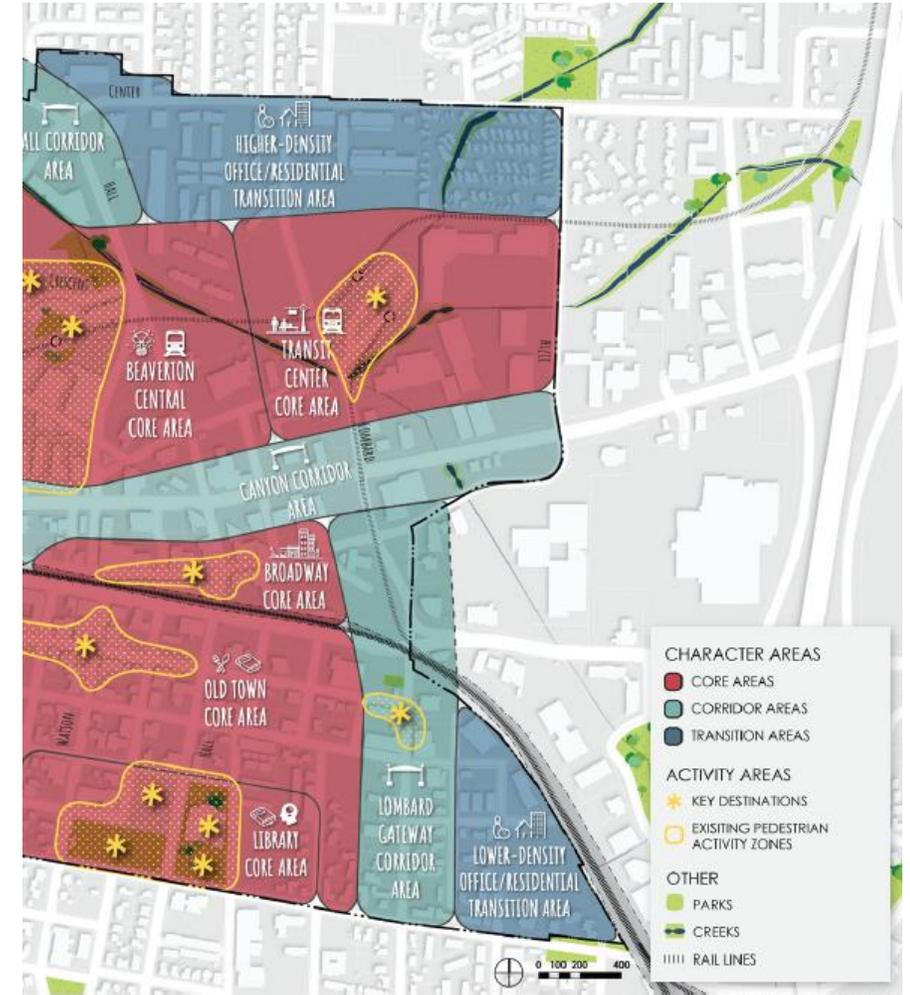
B) Document the Vision

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

- Park Avenue is a distinct place along McLoughlin
- Developed by stakeholders tied to the ½ mile radius area
- Neighborhood Livability metrics considered
- Retain alignment with MAP

Task 5: Framework Plan

- Visual graphic that clearly shows intent of Guiding Principles
- Important tool to engage private investment and convey certainty in permitting process



C) Foster Private Investment

Task 6: Draft and Refine Development and Design Standards

- Revised regulations
- Defines permitted uses and form of construction
- Test standards on real or hypothetical sites

Task 7: Implementation Action Plan

- List of specific public projects and programs by defined stakeholders
- Improve community livability
- Attracts private investment



UPPER LEVEL

The upper level includes three residential units. The open concept floor plan includes high ceilings, large windows, air conditioning, private patios, high-speed internet fiber and one designated parking space per unit.

MAIN LEVEL

The main level includes two commercial units with a shared common break room and restrooms. Each unit includes large windows, spacious patio areas, high-speed internet fiber and two entrances.

LOWER LEVEL

The lower level includes two commercial units with a shared common break room and restrooms. Each unit includes large windows, private patios, high-speed internet fiber and one entrance.



What is happening Now?

- Park Ave Community Advisory Committee
 - Applications be accepted until July 29th
 - First meeting in August
- Request For Proposals
 - Consultants to work with community to undertake the project
 - Due August 20th





Questions?