

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Study Session Worksheet

Presentation Date: Aug 18, 2020 **Approx Start Time:** 3 pm **Approx Length:** 30 minutes

Presentation Title: Update on Phase 2: Park Ave Community Project

Department: Transportation and Development (DTD) – Long-Range Planning

Presenters: Karen Buehrig, Long-Range Planning Manager, DTD; Valerie Chapman, Park Ave Community Advisory Committee Chair; Ann Muir, Park Ave Community Advisory Committee Vice-Chair

Other Invitees: Dan Johnson, Director, DTD; Lorraine Gonzales, Senior Planner; Jennifer Hughes, Planning Director; Ellen Rogalin, Community Relations Specialist; Cheryl Bell, Assistant Director, DTD

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

No action requested. This is an informational Policy Session to update the BCC on the progress of the Park Ave Community Project, and to hear directly from the Park Ave CAC Chair and Vice Chair about the agreed-upon Guiding Principles, the development of the Framework Plan alternatives and the experience of undertaking a project based on extensive community engagement during the COVID-19 pandemic.

EXECUTIVE SUMMARY:

Work on the Park Ave Community Project has been underway since April of 2017. At that time staff partnered with the McLoughlin Area Plan Implementation Team (MAP-IT) to apply to the Metro 2040 Community Planning and Development Grant program for funds for an extensive community engagement process to create development and design standards for the area within ½ mile of the Park Ave Station.

TIMELINE:

- November 2017: Metro 2040 CPDG funds awarded to the county to work with the community to complete the project
- January – August 2018: County staff, MAP-IT representatives and community members develop a Request for Proposals (RFP) for Phase 1 of the project and select a consultant
- November 2018 – June 2019: Phase 1, Community Assessment
- June 2019: Board of Commissioners reviews the findings of Phase 1 and approves moving forward into Phase 2
- June – August 2019: County staff, MAP-IT representatives and community members develop a Request for Proposals (RFP) for Phase 2, create a Community Advisory Committee (CAC) and select a consultant
- July – August 2019: Park Ave Community Advisory Committee (CAC) recruitment results in 17 residents and business owners appointed to the CAC
- August 2019 – present: CAC meets monthly
- November 2019 – present: Phase 2, Development and Design Standards

- February-March 2020: Work to develop Guiding Principles (attached) includes CAC meetings, a community walking tour, public workshop and survey.
- March-July 2020: The COVID-19 pandemic briefly delays the project. After an initial “get-to-know Zoom” meeting in April, the project is back on track with the CAC’s development of Framework Plan alternatives in May, followed by an online presentation and survey about the Framework Plan alternatives in June and July. (More details below.)
- November 2020: Phase 2 expected to be completed with a presentation to the BCC:
 - Community Advisory Committee-recommended Framework Plan for the area
 - Development and design standards that support the Framework Plan
 - Implementation action items
 - Business Community Investment Strategy

BUSINESS OUTREACH: In January and February, staff from Business and Community Services (BCS) partnered with Micro Enterprise Solutions of Oregon (MESO) to talk with business owners to understand their needs and concerns about the area. Using this information, a Business Community Investment Strategy Action Plan (attached) was created for the area that focuses on actions needed to:

- Retain and support existing businesses, and
- Encourage new business development.

The partnership with MESO has also been extremely beneficial as BCS staff work to connect with other business owners throughout the county.

FRAMEWORK PLAN: A framework plan is a map that shows a 20-year vision and big ideas for the future of a neighborhood. The framework plan helps inform design and development standards, but it is not a zoning code and it is flexible enough to adapt to changing conditions in the community.

The framework plan provides suggestions for where to place the following elements of a community:

- Types of development (housing, job opportunities, businesses, etc.)
- Pedestrian and bicycle improvements (paths, sidewalks, etc.)
- New street crossings or street crossing improvements
- Hubs of neighborhood activity and community gathering spaces
- Opportunities for landscape and planting improvements

During July, there was extensive outreach to encourage participation in an online survey to provide input into the Framework Plan alternatives. This outreach included social media, website, letters, emails, flyers distributed through the lunch box program at Oak Grove Elementary School, door-to-door visits at apartment complexes, talking with the business owners about the project and using direct relationships that the CAC members had with their neighbors and people in their communities. In the end, the survey was completed by 288 people who live, work, own property and/or travel through the area. The CAC is using the information from the survey to refine the Framework Plan Alternatives into a recommended Framework Plan.

NEXT STEPS: The next steps are for the CAC to discuss the development and design standards. An online community presentation regarding the development and design standards is scheduled for September 16, 2020 and an online survey will be available in September to collect input from the community on specific development and design standard ideas. In October and early November, the CAC will finalize its recommendation, with the goal of a presentation to the BCC by the end of November.

FINANCIAL IMPLICATIONS (current year and ongoing):

The Phase II, Park Ave Community Project is in the Long Range Planning budget and is funded by a Metro 2040 Planning and Development Grant.

STRATEGIC PLAN ALIGNMENT

1. How does this item align with your Department’s Strategic Business Plan goals?
 - o *Provides information to County decision-makers so they can plan and invest based on a coordinated set of goals and policies that guide future development.*
2. How does this item align with the County’s Performance Clackamas goals?

The Park Ave Community Project supports the following Performance Clackamas results and Policy Perspectives:

 - o *By 2025, 1,500 affordable housing units will be developed.* Those units will be stratified across Area Median Income (AMI) ranges.*
 - o *Healthy and Active Lifestyles guiding housing, transportation and land use policies and decisions*

LEGAL/POLICY REQUIREMENTS:

None – This items is information only.

PUBLIC/GOVERNMENTAL PARTICIPATION:

The Park Ave Community Advisory Committee, supported by a variety of public engagement opportunities, is providing guidance and recommendations for the Phase 2: Park Ave Community Project. Staff has been working closely with representatives from MAP-IT and other community representatives to move the project forward.

OPTIONS:

1. N/A – Information only

RECOMMENDATION:

N/A

ATTACHMENTS

- A. Guiding Principles for the Park Ave Community Project
- B. Business Community Investment Strategy Action plan
- C. Park Ave Community Project Update Presentation

SUBMITTED BY:

Division Director/Head Approval _____

Department Director/Head Approval _____

County Administrator Approval _____

For information on this issue or copies of attachments, please contact Karen Buehrig @ 503-742-4683

Guiding Principles

July 7, 2020

Park Ave Community Project

Phase II

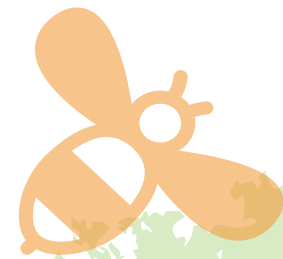




Introduction

The Guiding Principles that have been developed for the Park Ave Community Project are an expression of the community's values and vision for the neighborhood over the next 20 years. **The Guiding Principles establish a foundation for the Framework Plan and Development and Design Standards work to follow, and are intended to serve as a touchstone to evaluate future decision making for the area.**

The Guiding Principles contained in this document were written and agreed upon by the Community Advisory Committee (CAC) based on community feedback and CAC members' own visions for their neighborhood. The initial inspiration for the Guiding Principles was drawn from images of places the CAC enjoy spending time and the elements of those places they would like to see in the Park Ave neighborhood. This initial work helped to refine the six key themes that were the focus of a public workshop held on February 22, 2020. Feedback from the February workshop was then distilled by the CAC into the Guiding Principles that follow.



Guiding Principles



Increase employment opportunities, promote innovative business ventures and enhance access to business and community services amenities, while remaining sensitive to existing businesses adjacent to transit, along McLoughlin and along the near side streets.

Increase the diversity and accessibility of housing choices adjacent to transit along McLoughlin and along the near side streets, while maintaining sensitivity to existing residences.



Provide safe locations, crossings and connections for walking, biking, transit and parking.



Guiding Principles



Cultivate a heart and hub of neighborhood activity supported by a network of community gathering spaces that are safe and welcoming both day and night.



Treat natural systems as a benefit and an integral part of our community identity by preserving, promoting and enhancing native natural elements at a variety of scales.

Promote resilient, sustainable systems, and infrastructure.



Key Themes

The guiding principles in Phase II of the Park Ave. Community Project are based on six key themes first identified in Phase I of the project, and refined by the CAC through initial stages of Phase II of the project.



Jobs & Businesses



Housing Choices



Safe Multimodal Connections



Community Gathering Spaces



Green Spaces & Natural Systems



Sustainability & Climate Resiliency

These themes were the focal point for feedback during a February 2020 public workshop. The community input summarized on the following pages was then used by the CAC to draft the final Guiding Principles.



Jobs & Businesses

There was support for a wide variety of businesses and innovative employment options in the Park Ave. neighborhood, especially those that directly serve the needs of neighborhood residents like a small grocery store or makerspace. Childcare, a healthcare clinic, and diverse local establishments like breweries or coffee shops were also mentioned as businesses that would add value to the community.



Housing Choices

A variety of affordable housing choices is a key component of the vision for the future of the Park Ave. neighborhood. Community members envision a spectrum of housing types in varying densities (such as duplexes, apartments, and co-housing communities). Neighbors also hope to see housing development that prioritizes people, with creative parking solutions, green spaces, and sustainability requirements.



Safe Multimodal Connections

The community vision for the Park Ave. neighborhood is to be safe and accessible for walkers, cyclists, transit, and cars. The vision for improving the safety and connectivity of the Park Ave. neighborhood focuses on three key areas: the MAX station area, McLoughlin Blvd/Hwy. 99, and the Trolley Trail. Community members suggested making the MAX station more accessible by bike, car, and foot with a turn around space and safer crossings. Safety along the Trolley Trail could be improved by adding lighting, and bike and pedestrian connections could be made through development along McLoughlin west to the Trolley Trail. Safer and more frequent crossings at Hwy 99, along with planting buffers and traffic calming measures would help make the neighborhood more pedestrian friendly.



Community Gathering Spaces

Creating community gathering spaces to cultivate a community heart is essential to the vision for the future of the Park Ave. neighborhood. Creating a network of open spaces and outdoor gathering places throughout future development would serve as a catalyst for community gatherings. The existing MAX station area plaza could be utilized as a starting point for hosting community activities.



Green Spaces & Natural Systems

The Park Ave. neighborhood highly values green spaces and natural systems. Future development should prioritize elements that preserve existing natural systems in the neighborhood. Preserving existing oak savannas and improving neighborhood connections to the Trolley Trail are high priorities for the community. Adding street trees and planting buffers along major roads, a network of green spaces, and native plantings would enhance the existing natural environment.



Sustainability & Climate Resilience

The community vision for Park Ave. neighborhood includes eco-sensitive density around the MAX station area that creates a vibrant community hub without impacting the nearby creek and tree stands. Creating opportunities for a farmers market or community garden would support nearby housing and contribute to the community food system. Electric vehicle (E.V.) charging stations and encouraging solar panels or eco roofs with development would encourage environmental sustainability in the neighborhood.

Project Info

Sponsors

McLoughlin Area Plan Implementation Team

Park Ave Community Advisory Committee

Metro – 2040 Grant Funding

Clackamas County – Planning and Zoning and Business and Community Services

SERA Architects

Park Avenue Citizen Advisory Committee (CAC)

Valerie Chapman

Ann Muir

Monica Barnhouse

Ellen Chaimov

Molly Cunningham

Nate Ember

Dustin Filipek

Sherry Grau

Zachary Hamilla

Donald Harvey

Kimberly Householder

Lee Davis Kell

Danielle Lohmann

Sandra McLeod

Cynthia Nikolas

Casey Snoeberger

Craig VanValkenburg

Vips Patel

Park Avenue Grant Management Team

Karen Buehrig, Clackamas County

Jon Legarza, Clackamas County

Lorraine Gonzales, Clackamas County

Ellen Rogalin, Clackamas County

Patrick McLaughlin, Metro

Karen Bjorklund, MAP IT



COMMUNITY INVESTMENT ACTION PLAN (2021 TO 2026)

1) SUPPORT EXISTING SMALL BUSINESSES

Action 1.1 Address issues related to Safety and Certainty that were identified through business owner interviews

Outcome: Improve physical environment of small business to retain/attract more customers

Implementation	2021	2022	2023	Year 4&5	Lead Org/ Staff	Partners	Resource Required
A. Develop a Safety Program that encourages coordination with the Sheriff Department to establish a safety program in the area, and work with TriMet to address light rail traffic that requires a safety watch.	X	X	X	X			
B. Educate Park Avenue business on sex offender housing nearby and foster collaboration.	X	X	X	X			
C. Determine if improvements to trees and lighting can be made in right-of-way and work with property owners to make the improvements collaboratively.		X	X	X			

Action 1.2 Host Public Events

Outcome: Provide a boost in visibility and exposure for the businesses

A. Work with local chambers and business associations to develop a concept of an event.		X					
B. Host annual event in one of the retail centers parking lot.			X	X			

Action 1.3 Engage with Courtney Plaza Property Owner

Outcome: Fosters collaboration and communicates the needs of the businesses

A. Encourage owner to improve signage on site for no loitering and parking "for sale" vehicles.	X						
B. Encourage new owner to communicate with tenants regarding approach to new management and anticipated leases.	X						

COMMUNITY INVESTMENT ACTION PLAN (2021 TO 2026)

2) FOCUS ON EQUITY AND CREATING WEALTH

Action 2.1 Provide business support through partnerships with organization like MESO

Outcome: Provide needed services to existing small business

Implementation	2021	2022	2023	Year 4&5	Lead Org/ Staff	Partners	Resource Required
A. Provide funding to MESO to engage services	X						
B. Designate a staff person to focus on Park Avenue area businesses for a portion of his or her time.	X						
C. Work with MESO to fund a Revolving Loan Fund (RLF) program that provides low interest loans to business that can't access traditional lending.			X	X			

Action 2.2 Dedicate staff resources for "pre-lease" programs and/or permitting navigation

Outcome: Facilitates new business investment

A. Designate a staff person to develop and manage "pre-lease" program and team		X	X	X			
B. Develop a mobile food truck program that updates codes to permit this use and helps businesses navigate the permitting process.			X	X			

COMMUNITY INVESTMENT ACTION PLAN (2021 TO 2026)

3) ATTRACT PRIVATE INVESTMENT

Action 3.1 Identify a Focused Investment Area

Outcome: Encourage the development of retail “place” and destination

Implementation	2021	2022	2023	Year 4&5	Lead Org/ Staff	Partners	Resource Required
A. Reach out to retail center property owners to determine level of interest for collaboration regarding investment in property	X						
B. Update property owner on business services provided through MESO to support tenants.		X					
C. Determine if property owner would like assistance with attracting tenants desired by surrounding neighborhood. If so, actively reach out to desired tenants with identified county incentives.				X			

Action 3.2 Engage Property Owners

Outcome: Proactively prepare for redevelopment opportunities

A. Reach out to all property owners within Park Avenue project area to determine future plans for property and/or business.		X	X	X			
B. If a business owner as well as property, determine if assistance with succession planning is needed. Engage MESO to provide help if needed.		X	X	X			

Action 3.3 Create an Incentive Program

Outcome: Attract business investment

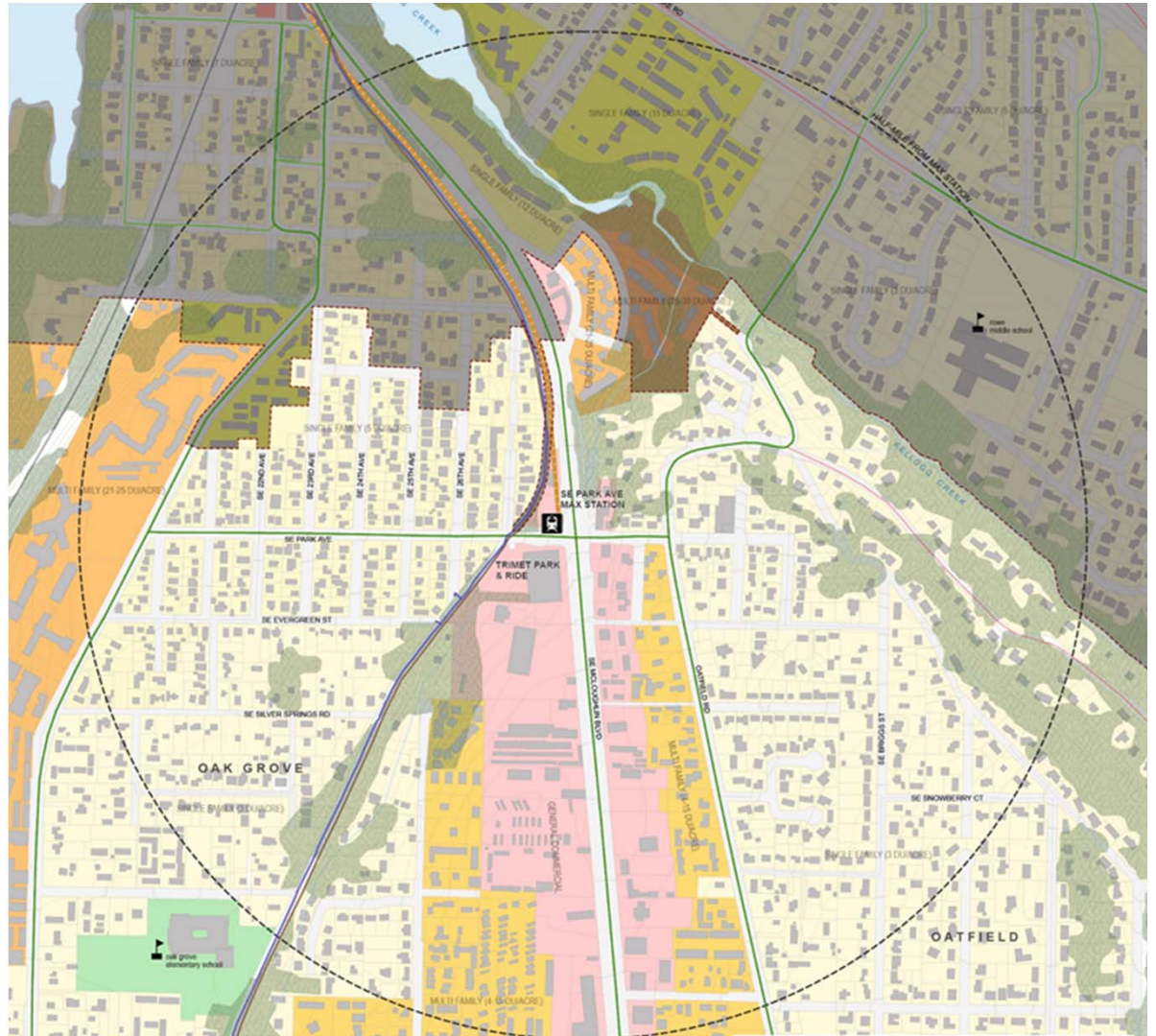
A. Designate a staff person to create an inter-department “SWAT” team that includes ODOT staff to consistently review development applications within Park Avenue project area.		X	X	X			
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B. Identify public infrastructure projects that will be funded by the county. Proactively coordinate with property owners and developers to foster a public-private partnership to developing property.		X					
C. Determine if incentives such as the storefront or tenant improvement programs can be offered. Actively promote the programs with property owners.				X			
Action 3.4 Identify Funding Mechanisms							
Outcome: Create the necessary revenue to fund incentives and infrastructure projects							
A. Prepare a list of desired capital improvements and incentives that require funding.		X					
B. Work with property owners to determine if they are willing to invest in a funding mechanism.			X				
C. Depending on community support, develop a BID, LID or TIF funding mechanism.				X			

Park Ave Community Project Update

Phase II
Development and Design
Standards

BCC Policy Session
August 18, 2020



PARK AVE COMMUNITY PROJECT

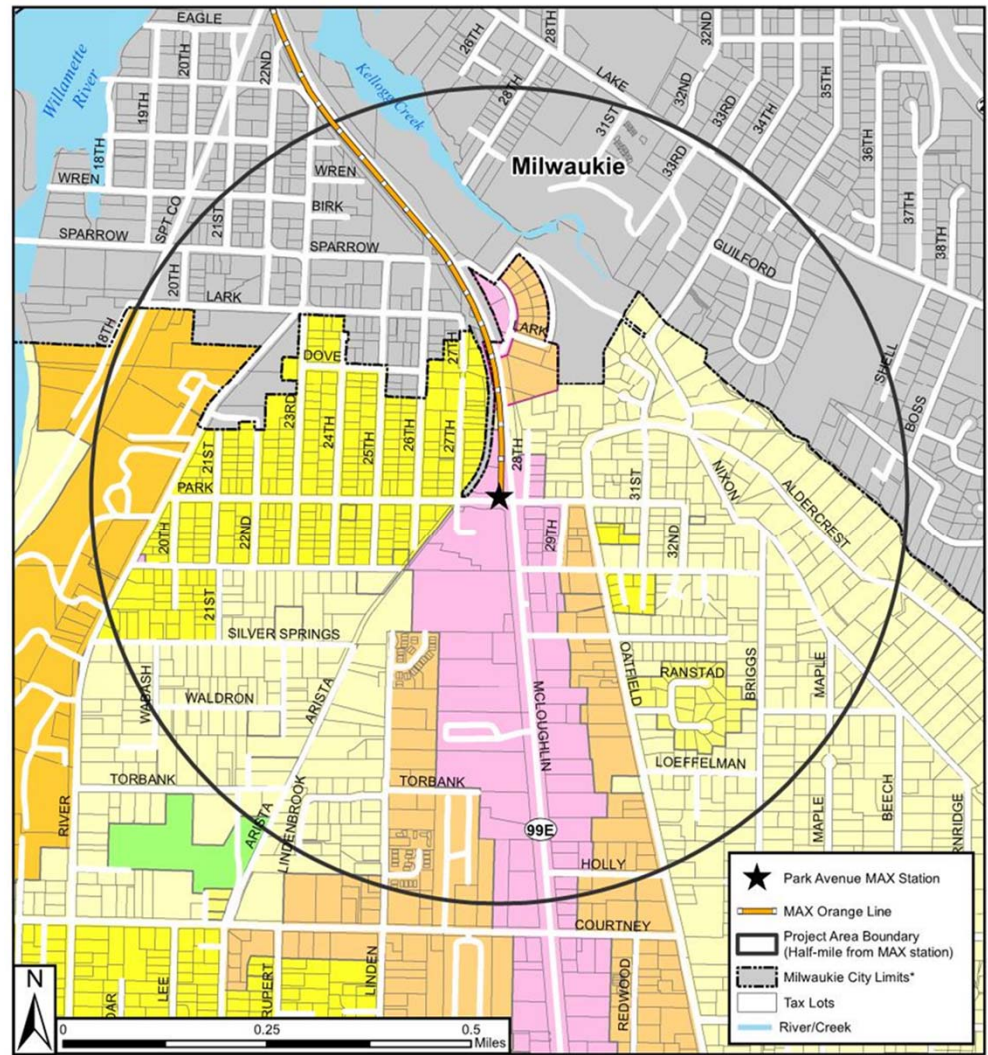
Presentation Overview

1. Quick Project Timeline - Karen
2. Park Ave Community Advisory Committee - Valerie
3. Guiding Principles - Ann
4. Framework Plan Alternatives Development Valerie
5. Next Steps & Schedule Karen
6. Questions?

Park Ave Community Project Study Area

CLACKAMAS COUNTY DESIGNATIONS

-  Single-Family Residential, 7,000 sq ft min (R-7)
-  Single-Family Residential, 8,500 sq ft min (R-8.5)
-  Single-Family Residential, 10,000 sq ft min (R-10)
-  Medium-Density Residential District (MR-1)
-  High-Density Residential (HDR)
-  Open Space Management
-  General Commercial (C-3)



PARK AVE COMMUNITY PROJECT

Quick Project History

Nov 2017: *Metro 2040 CPDG funds awarded*

Jan–Aug 2018: County staff, MAP-IT representatives and community members develop *RFP for Phase 1*; select a consultant

Nov 2018 – June 2019: *Phase 1, Community Assessment*

June 2019: *BCC approves moving forward into Phase 2*

June–Aug 2019: County staff, MAP-IT and community develop RFP for Phase 2, create Community Advisory Committee and select consultant

July–Aug 2019: Recruitment for CAC; *17 residents, business owners appointed*

PARK AVE COMMUNITY ADVISORY COMMITTEE (CAC)

- Sept 2019–Jan 2020: Participated in consultant selection completed community walking tour; developed Equitable Engagement Strategy
- Feb-March 2020: Developed guiding principles for community development through CAC meetings, public workshop and survey
- March-July 2020: COVID-19 pandemic briefly delays project. Back on track with CAC development of Framework Plan alternatives, followed by online workshop and survey about Framework Plan alternatives in June and July.

FINAL GUIDING PRINCIPLES

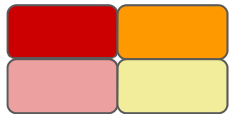
APPROVED BY CAC 6/10/20

1. **Increase employment opportunities**, promote innovative business ventures and enhance access to business and community services / amenities, while remaining sensitive to existing businesses adjacent to transit, along McLoughlin and along the near side streets.
2. **Increase the diversity and accessibility of housing choices** adjacent to transit along McLoughlin and along the near side streets, while maintaining sensitivity to existing residences.
3. Provide **safe locations, crossings and connections** for walking, biking, transit and parking.
4. Cultivate a heart and hub of neighborhood activity supported by a network of **community gathering spaces** that are safe and welcoming both day and night.
5. Treat **natural systems** as a benefit and an integral part of our community identity by preserving, promoting and enhancing native natural elements at a variety of scales.
6. Promote **resilient, sustainable** systems and infrastructure.

A Framework Plan...

- ...Translates the community's Guiding Principles into a **map-based vision** for the area.
- ...Illustrates **variation in development character** (and/or use) and intensity, identifies hubs of activity, locates new connections and crossings, and shows open space/natural system networks at a high level.
- ...**Depicts a 20-year vision** -- should be **aspirational**; should **provide guidance** to inform standards and development, but **remain flexible** enough to adapt to changing and unforeseen conditions.

FRAMEWORK PLAN ELEMENTS



Areas of differing character, use and development intensity (where do you want to see an increase of employment and housing?)



Pedestrian and bicycle improvements



Crossing improvements

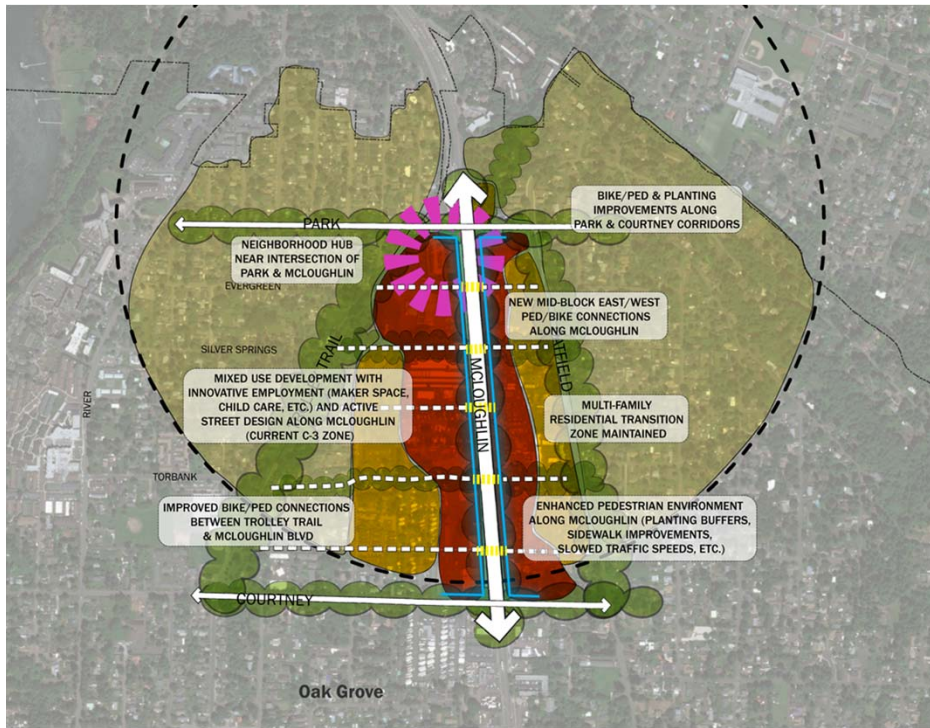


Desired hubs of activity

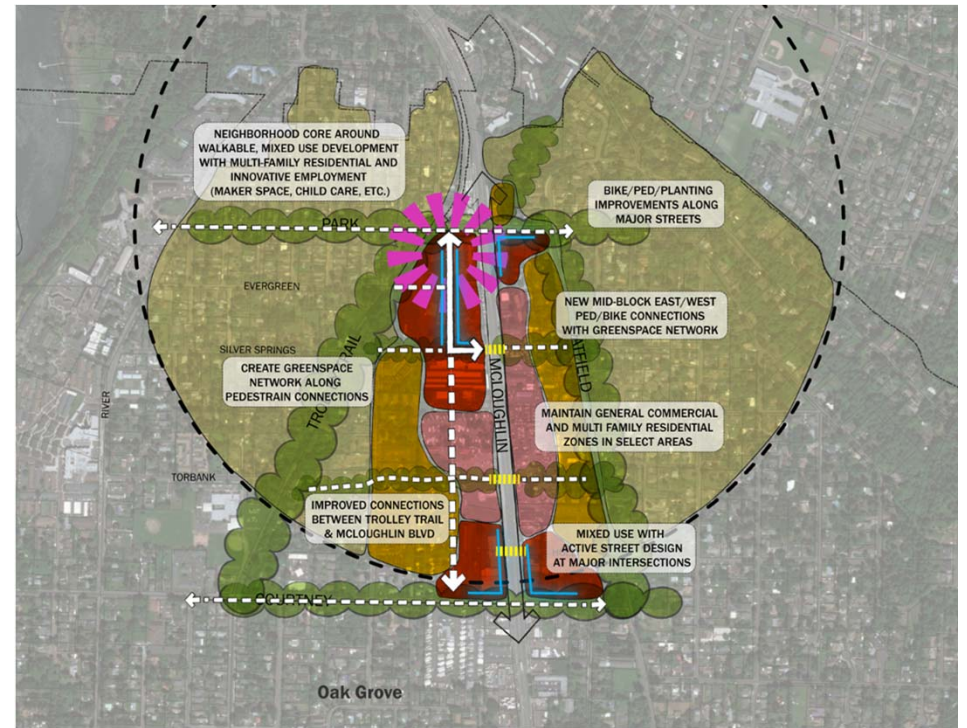


Opportunities for landscape and planting improvements

Framework Plan Alternatives

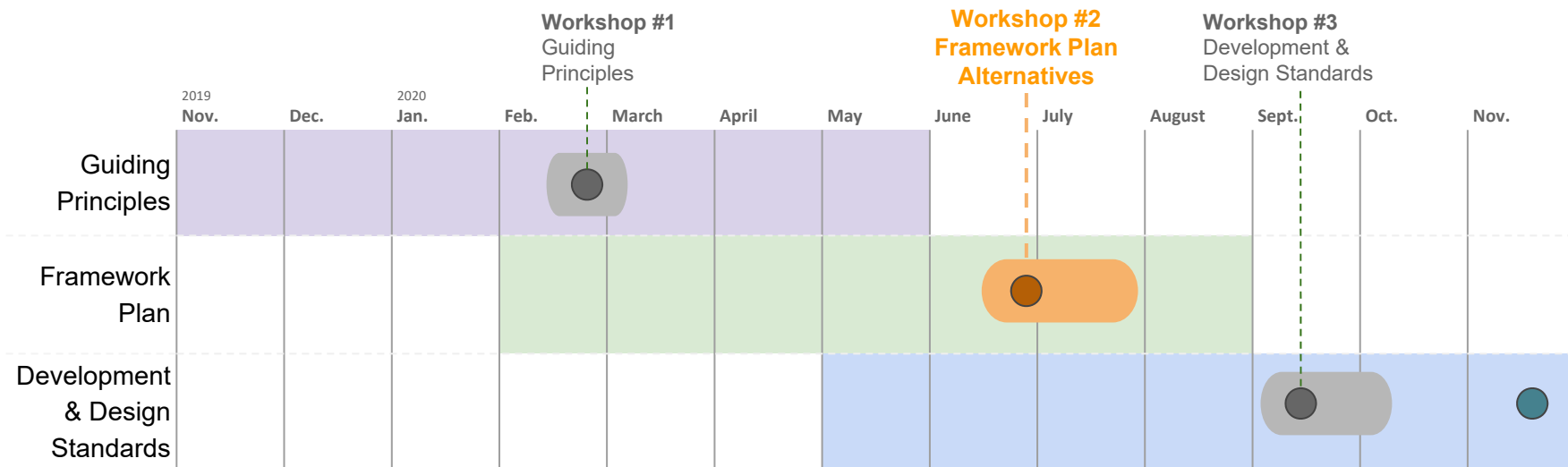


TRANSFORM MCCLOUGHLIN



CREATE A VILLAGE MAIN STREET

UPDATED PROJECT TIMELINE



- Public Workshop
- Presentation to Board of County Commissioners
- Online Survey Open

THANK YOU!

For more information contact:
KarenB@clackamas.us
www.clackamas.us/planning/parkave

