



Powered by ZoomGrants™

Metro
Planning and Development
2040 Planning and Development Grants
6/30/2017 deadline

Clackamas County - DTD Park Avenue Development and Design Standards

\$ 180,000.00 Requested

Project Contact

Karen Buehrig
karenb@clackamas.us
Tel: 503 742-4683

Additional Contacts

lorrainego@clackamas.us

Clackamas County - DTD

150 Beavercreek Road
Oregon City, OR 97045

Telephone 503 742-4683

Fax

Web www.clackamas.us

Transportation Planning Supervisor

Karen Buehrig
karenb@clackamas.us

Summary Questions

1. Brief project description (one-two sentences)

This project is an inclusive public engagement process to create development and design standards for the Park Avenue Station area. Implementing the McLoughlin Area Plan, it includes an assessment of neighborhood livability and economic vitality.

2. Amounts

180000	Grant funds requested
45000	Estimated match
225,000.00	TOTAL

Letter of intent

1. Metro has targeted 50% of grant funds for qualified projects within the urban growth boundary that have a primary emphasis on equitable development. either by serving historically marginalized populations or by providing equitable housing.

Indicate below if your project has such an emphasis and you believe your project merits consideration for targeted funds.

This project has a primary emphasis on equitable development.



☐ Not Applicable

2. Metro anticipates that, for some applications, it may be beneficial to use more than one project type or approach to achieve development in an area. Check all types of work the proposed project would include.

- ☐ Urban reserve and new area planning
- ✓ Strategy or policy development
- ✓ Investment strategies and financial tools
- ✓ Area-specific redevelopment planning
- ✓ Site-specific development or redevelopment
- ✓ Equitable housing projects and policies

3. List all key project partners (including the grant applicant) and their anticipated contributions. Please include dollar amounts, roles, skills/qualifications, etc. Please indicate whether the contributions are confirmed.

Key project partners have authority for implementing outcomes and/or making financial or in-kind contributions to the project.

Project Management Team -- Roles -- Skills/Qualifications -- Financial Contribution

Clackamas County Grant recipient; Governing body of area in question Confirmed

- Planning & Zoning Planning, outreach, grant development and writing \$25,000 (In Kind)
- Business & Economic Development Grant development; outreach; development consulting \$25,000 (In Kind)

Metro Grant provider

McLoughlin Area Plan Implementation Team (MAP-IT)

-- Coordination, outreach, grant support, communications; County-recognized community group with representatives from local CPOs and business alliance -- In-kind

Community Organizations - Stakeholders in the project

Clackamas CPO

Jennings Lodge CPO

McLoughlin Area Business Alliance (MABA)

Oak Grove Community Council

Oak Lodge Legacy

Urban Green

4. What are the expected project activities and deliverables? Please respond with a list.

The funds will be used for consultants to manage the project, facilitate public and stakeholder engagement, and draft development and design standards.

Activities:

- a) Engage the community in the Park Ave Station area.
- b) Create an implementation strategy, building on past documents and reports from the area, and other studies.
- c) Identify sites for development, and model the impact of proposed development and design standards on the feasibility of community-supported development.
- d) Explore projects, tools and strategies to maximize long-term affordability, sustainability, productive local

economy, retain living-wage work, improved community health and collaboration.

e) Consider potential impacts to surrounding neighborhoods due to population growth, traffic, rising values and redevelopment; work to minimize negative impacts and benefit livability.

f) Develop metrics to ensure what is implemented meets community goals.

Deliverables

a) Public engagement plan: Inclusive and comprehensive plan, that involves residents, property owners, developers, community partners, investors, and:

i. Facilitates an inclusive process to plan, develop and implement a vibrant node at Park Avenue

ii. Employs focus groups to discuss standards and incentives.

b) Assessment and analysis report: With current zone designations, and past documents to identify language to promote development.

c) Recommendation: Zoning and other policy changes to support redevelopment.

d) Development feasibility analysis: Actual or hypothetical project sites to test economic viability of proposed standards.

e) Implementation plan:

i. Prioritized strategies / policies to deliver results consistent with community values and principles.

ii. Metrics and other tools to define and ensure implementation of long-term goals.

iii. Process framework / template for planning future nodes along McLoughlin.

f) Framework: To measure performance and refine zoning to respond market

5. What are the expected development outcomes anticipated in the community?

Overall: Community and business-supported development and design standards to implement community goals.

Business and property development

a. New local job and housing options in mixed-use, mixed-income, multi-modal, healthy developments.

b. More chances for all residents and community members to own businesses and property, and have access to a healthy life.

c. Encourage and enhance habitat restoration, green infrastructure, and opportunities to access nature and open space.

Neighborhoods

a. Create development and design standards to protect and preserve surrounding neighborhoods.

b. Improve buffering of surrounding neighborhoods from parking overflow, pollution, development pressure and gentrification.

c. Provide diverse multi-family housing to address various income levels.

d. Provide accessible, essential services, open space, living wage work, local resilient infrastructure and overall health and livability for area residents.

Community building

a. Establish community identity, and a gateway to Oak Lodge and the greater McLoughlin area.

b. Implement an innovative, inclusive public engagement process to enhance community relations and increase participation across the demographic spectrum.

c. Assemble tools for inclusive community involvement elsewhere on the boulevard in the future.

Accessibility

a. Improved safe access to and performance of public transit

b. Support increased bike/pedestrian connectivity and access to services

Sustainability & Resilience

a. Enhanced production of local resources.

b. Introduce civic ecology concepts to enhance ecological health (including climate change risk mitigation), robust urban habitat and natural open space.

6. How will this project advance or complement regional goals and policies? Refer to the Six Desired Outcomes set forth in the Regional Framework Plan. If you do not believe all six desired outcomes apply to your project, explain why.

The Six Desired Outcomes are available at the Library tab.

A. People live, work and play in vibrant communities where their everyday needs are easily accessible.

- a. Enable a significant new supply of mixed-income housing, to attract family-wage jobs and a mix of businesses.
- b. Design standards to help create public gathering places, green buildings, parks and, restored open spaces.
- c. Support public transit access to light rail and bus lines, and trails where people can bike and walk.
- d. Identify actual or hypothetical housing and employment sites to model the viability of proposed development and design standards in the real world.

B. Current and future residents benefit from the region's sustained economic competitiveness and prosperity.

The project is designed to create development and design standards that:

- a. Promote creative, high quality buildings
- b. Address local and regional housing and employment needs
- c. Allow for various economic scales and mix of uses
- d. Promote accessibility to surrounding developments, services, parks and open spaces
- e. Support open space and green development
- f. Incorporate active transportation and connectivity to the greater region

C. People have safe and reliable transportation choices that enhance their quality of life.

- a. Leverage proximity to light rail, bus service and the Trolley Trail.
- b. Support safe, comfortable accommodations and prioritize multi-modal travel.

D. The region is a leader in minimizing contributions to global warming.

- a. Help minimize global warming by reducing dependence on motorized vehicles.
- b. Encourage compactness, renewable energy and green development.
- c. Inspire thoughtful standards for climate-friendly development.

E. Current and future generations enjoy clean air, clean water and healthy ecosystems.

- a. Civic ecology focus on natural landscaping, open space and habitat; reduce impervious surfaces and urban heat island effect while capturing and reducing air and water pollution.
- b. Allow for new, mixed-income and market-rate housing near light rail station to support safe and convenient regional transit access and reduce pollution associated with motor vehicles.
- c. Support Farmer's Markets and local grocers to promote regional production.
- d. Enable and encourage new businesses to close resource loops.
- a. Promote mixed-use developments to support recent investments that allow watersheds and habitat corridors to be focal points.

F. The benefits and burdens of growth and change are distributed equitably.

- a. Encourage redevelopment of under-utilized commercial land and minimize residential displacement to help ensure the character of the surrounding neighborhoods is not negatively impacted.
- b. Encourage retention of diversity of current population (age, income, culture, language, education level, abilities, etc.) and address the needs of disadvantaged communities.
- c. Address the need to retain affordable housing, and recommend how to minimize residential displacement in neighborhoods adjacent to and surrounding Park Avenue.

7. How will the project create opportunities to accommodate your jurisdiction's expected population

and employment growth?

- A. Develop design and development standards to enable opportunities to repurpose the underdeveloped, underutilized commercial corridor, which has excellent transit service and great potential for increased mixed-use residential and employment use.
- B. Review parking requirements in current design and development standards to leverage existing transit investments, and ensure properties can develop to their maximum allowed use in accordance with market demand.
- C. Facilitate outreach and research to identify market expectations and opportunities, and enable partnerships with developers, investors, property owners and local businesses.
- D. Explore and discuss opportunities to expand housing choices and employment along the corridor through development of models through an inclusive public outreach process.
- E. Use the development and design standards developed for the Park Avenue station area as a template for other locations along the corridor, to provide opportunities to accommodate population and employment growth.

Full application**1. Metro Council district(s) of project. Check all that apply.**

- ☐ District 1 – Shirley Craddick
- ☒ District 2 – Carlotta Collette
- ☐ District 3 – Craig Dirksen
- ☐ District 4 – Kathryn Harrington
- ☐ District 5 – Sam Chase
- ☐ District 6 – Bob Stacey

2. Project ranking: Rank this application by stating "This application is ranked _ of _ application(s) submitted by this jurisdiction."

This application is ranked 2 or 2 applications submitted by Clackamas County

3. Metro has targeted 50% of grant funds for qualified projects within the urban growth boundary that have a primary emphasis on equitable development. either by serving historically marginalized populations or by providing equitable housing.

Indicate below if your project has such an emphasis and you believe your project merits consideration for targeted funds.

- ☒ This project has a primary emphasis on equitable development
- ☐ Not applicable

4. Provide a short summary describing the project, anticipated work to be completed and desired outcomes.

The Park Avenue Development and Design Standards Project (the project) will employ an inclusive and extensive community engagement process to create development and design standards for the Park Avenue Station area. These standards will be crafted to implement the Community Values and Guiding Principles (including those related to economic vitality, inclusiveness, sustainability and design) of the McLoughlin Area Plan, developed and approved by the community from 2008-12, and The Five Components

of the McLoughlin Area Plan, approved by the Clackamas County Board of Commissioners in 2015. The project will also include an assessment of neighborhood livability and economic diversity in the residential areas surrounding the Park Avenue Station. The intent is for the final outcomes of the project to embody the essence of equitable development and to be applicable as a flexible template for other areas along McLoughlin, as well as other auto-dominated, suburban commercial areas in the region.

5. What is the location and/or program reach of the project? Provide a brief description.

In the "Uploads" section of this application, please also provide the required location map or maps showing where the project and/or participating communities are located and project boundaries, if applicable.

The project will focus on the area from the Park Ave Light Rail Station on the north (the intersection of Park Ave and McLoughlin Blvd) to Courtney Ave to the south. It will include the commercial areas directly adjacent to McLoughlin in this area, as well as the surrounding neighborhoods within a 1/2 mile buffer. The Project Area map in the Uploads section displays this area. In addition, we have included a map of the entire McLoughlin Corridor that shows the area where outcomes of this grant could be replicated at specific locations in the future.

6. Please indicate which of the 2040 urban design components will be part of the focus of this project. Check all that apply.

- ☐ Central city
- ☐ Regional center
- ☐ Town center
- ☐ Neighborhood center (City of Portland)
- ☒ Station community
- ☐ Main street
- ☒ Corridor
- ☐ Employment/industrial area
- ☐ Neighborhood
- ☐ Urban reserve

7. Metro anticipates that, for some applications, it may be beneficial to use more than one project type or approach to achieve development in an area. Check all types of work this application seeks to include.

- ☐ Urban reserve and new area planning
- ☒ Strategy or policy development
- ☒ Investment strategies and financial tools
- ☒ Area-specific redevelopment planning
- ☒ Site-specific development or redevelopment
- ☒ Equitable housing projects and policies

Budget

Tables

Prior CET/CPDG/Equitable Housing Grant Awards

	Project name / brief description of the project purpose (1-3 sentences)	Date initiated/completed
1.	2013: Grant Cycle 3 – Strategically Significant Employment Lands \$221,000	Initiated in 2013 / Completed June 2014
2.	2013: Grant Cycle 3 – Performance Measures and Mixed Use Area \$160,000	Initiated 4/2014 / Completed 12/2016
3.	2015: Grant Cycle 4 - Stafford Area Preliminary Infrastructure Feasibility Assessment	IGA yet to be developed
4.		
5.		
6.		
7.		
8.		
9.		
10.		
Total		

Uploads

Documents Requested *

Location and/or program reach (up two pages, map and/or text): Provide a location map or maps that shows where the project and/or participating communities are located within the region. Include project boundaries if applicable. Max. 4MB per doc.

Project narrative: Complete the template using 11 point font. Save the document as a PDF and upload. Max. 4 MB per document.

[download template](#)

Project budget tables: Complete the 3 budget tables using the excel template. Save the 3 tables in PDF format and upload. Maximum 4MB per document.

[download template](#)

Letters of endorsement/commitment (1 from the applicant and from each project partner): Letters need to describe partner support including actions and financial commitments. See the grant handbook for more details. Max. 4MB per document.

Project images (optional): A PDF file of up to 4 pages containing photos, images or pertinent graphic material. Maximum 4MB per document.

Required? Attached Documents *

- ✓ [Project Area Map](#)
[McLoughlin Corridor Map](#)
- ✓ [Park Ave Project Narrative](#)
- ✓ [Budget Summary Table](#)
[Milestone and Narrative Table](#)
[Partner Table](#)
- ✓ [Clackamas County BCC](#)
[MAP IT Support Letter](#)
[BCC Resolution of Support](#)
- [Graphics Park Ave](#)

Additional letters of support (optional): Up to
5 additional addition letters of support, in
PDF format. Maximum 4MB per document.

[Letters of Support](#)

** ZoomGrants™ is not responsible for the content of uploaded documents.*

Application ID: 82984

Become a fan of [ZoomGrants™](#) on Facebook

Problems? Contact us at Questions@ZoomGrants.com

©2002-2017 GrantAnalyst.com. All rights reserved.

"ZoomGrants" and the ZoomGrants logo are trademarks of GrantAnalyst.com, LLC.

[Logout](#) | [Browser](#)

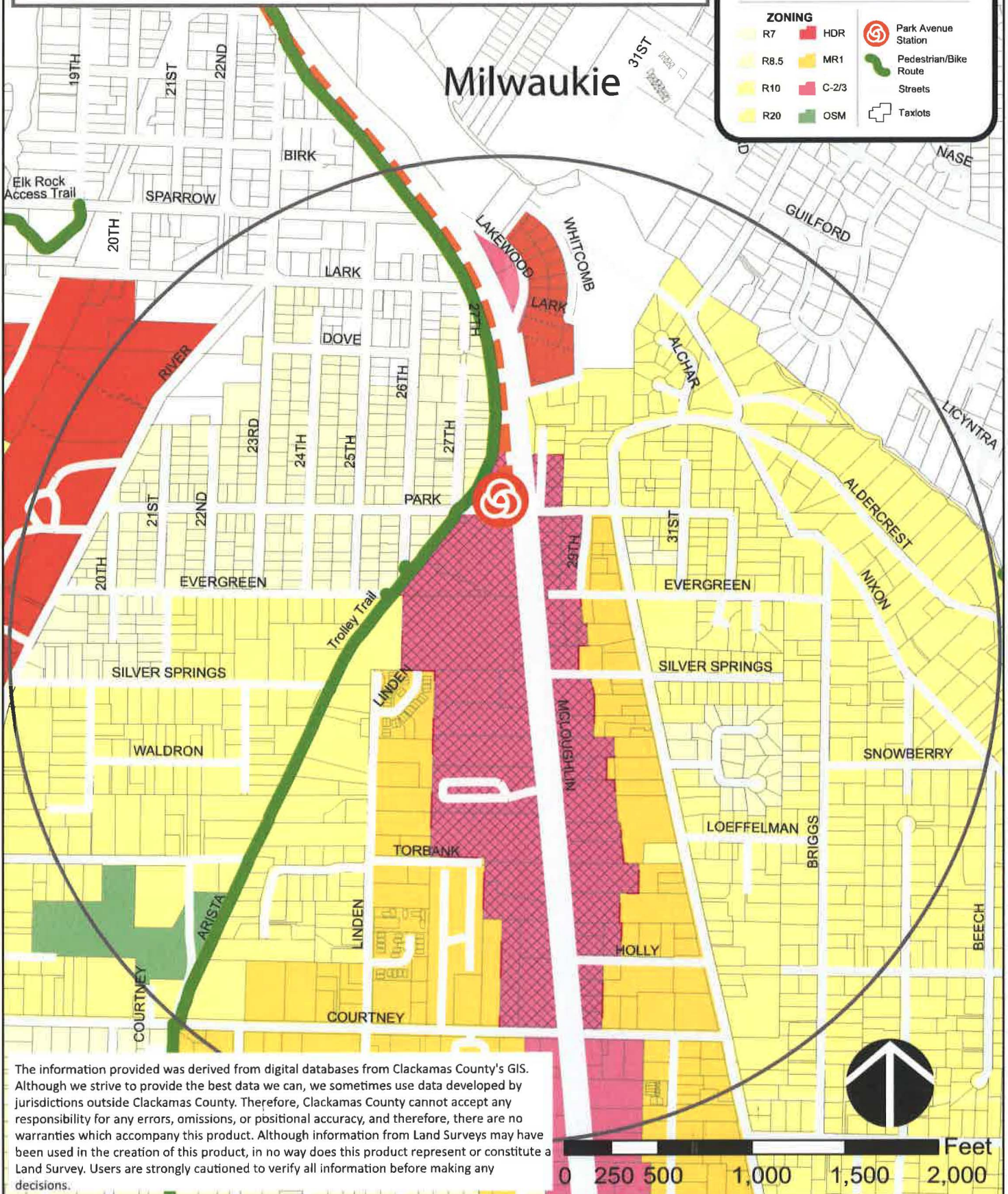


Park Avenue Development and Design Standards (PA-DDS) Project Area

Park Avenue Station Area

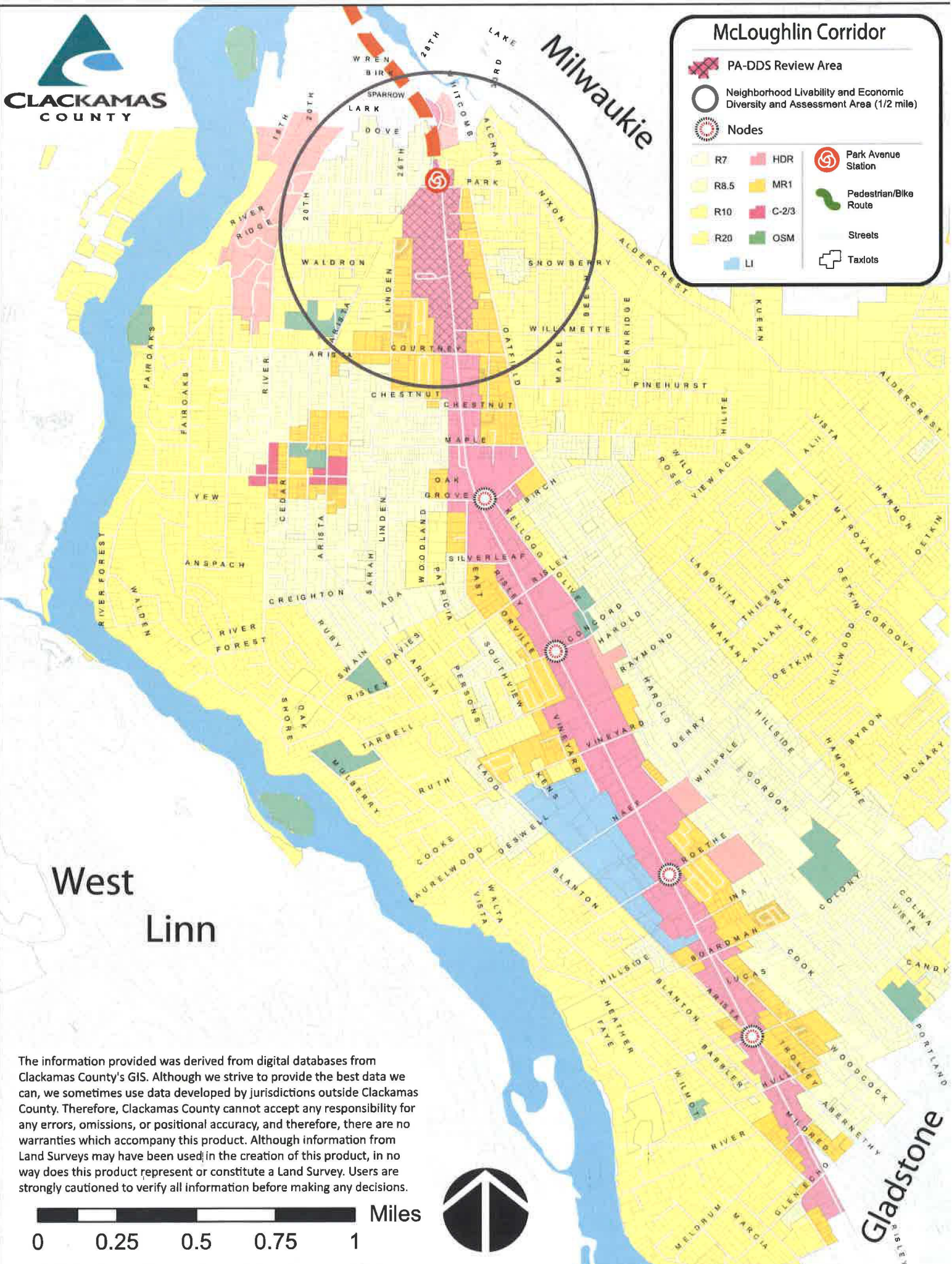
- PA-DDS Review Area
- Neighborhood Livability and Economic Diversity and Assessment Area (1/2 mile)
- ZONING**
 - R7
 - R8.5
 - R10
 - R20
 - HDR
 - MR1
 - C-2/3
 - OSM
- Park Avenue Station
- Pedestrian/Bike Route
- Streets
- Taxlots

Milwaukie



The information provided was derived from digital databases from Clackamas County's GIS. Although we strive to provide the best data we can, we sometimes use data developed by jurisdictions outside Clackamas County. Therefore, Clackamas County cannot accept any responsibility for any errors, omissions, or positional accuracy, and therefore, there are no warranties which accompany this product. Although information from Land Surveys may have been used in the creation of this product, in no way does this product represent or constitute a Land Survey. Users are strongly cautioned to verify all information before making any decisions.

McLoughlin Corridor



West
Linn

Gladstone

The information provided was derived from digital databases from Clackamas County's GIS. Although we strive to provide the best data we can, we sometimes use data developed by jurisdictions outside Clackamas County. Therefore, Clackamas County cannot accept any responsibility for any errors, omissions, or positional accuracy, and therefore, there are no warranties which accompany this product. Although information from Land Surveys may have been used in the creation of this product, in no way does this product represent or constitute a Land Survey. Users are strongly cautioned to verify all information before making any decisions.

0 0.25 0.5 0.75 1 Miles



Project narrative

Project Name: **Park Avenue Development and Design Standards**

Note to applicants: All questions and headings are to remain in their current locations in this document. In the space provided after each question, you may use text, bullet lists, tables or other formatting as desired or appropriate to improve the clarity and legibility of your response. Please be succinct; is not necessary to use all of the space provided. Please use 11 point black text, and limit your response to the space allotted for each question. Refer to the evaluation criteria on page 4 of the Handbook, also in ZoomGrants in the "Library" tab.

Clear development outcomes

1. Clearly describe the proposed project and the specific goals to help facilitate development in your community. (Limit your response to page 1.)

The Park Avenue Development and Design Standards Project (the project) will employ an inclusive and extensive community engagement process to create development and design standards for the Park Avenue Station area. These standards will be crafted to implement the Community Values and Guiding Principles (including those related to economic vitality, inclusiveness, sustainability and design) of the McLoughlin Area Plan, developed and approved by the community from 2008-12, and *The Five Components of the McLoughlin Area Plan*, approved by the Clackamas County Board of Commissioners in 2015. The project will also include an assessment of neighborhood livability and economic diversity in the residential areas surrounding the Park Avenue Station. The intent is for the final outcomes of the project to embody the essence of equitable development and to be applicable as a flexible template for other areas along McLoughlin, as well as other auto-dominated, suburban commercial areas in the region.

The greater Oak Grove/Jennings Lodge area has a high percentage of poverty that is linked to a lack of living-wage jobs and affordable housing. The new development and design standards will allow and encourage an increase in living-wage work opportunities and more affordable housing, and accommodate a greater variety of housing options as well as essential services, open space and access to other amenities. Private sector developers, investors, property owners and community members will work to identify impediments in the current development process, and zoning and development ordinance, suggest actual or hypothetical project sites, test the effectiveness of the proposed development and design standards, and explore implementation strategies.

The intent of the new development and design standards is to encourage and maintain housing and economic diversity along the McLoughlin transit corridor over the next 20 years, and as long as the strategies employed prove to remain effective. Redevelopment often impacts existing affordable housing, half-way houses, weekly rental motels, manufactured home parks, small businesses and other existing commercial uses. The new design and development standards are intended to be ahead of the cycle of gentrification and displacement, and help ensure that clearly identified targets based on community values can be met in spite of market pressure. This is possible through a thoughtful policy planning process, strategies to refine that policy as development occurs and market forces are observed, research, identification of best practices and use of metrics for evaluation.

Employing an inclusive and comprehensive public engagement process throughout the creation of the development and design standards is intended to increase support for the adoption and implementation of feasible, implementable ZDOs and other policy changes to maximize community objectives and attract desired development while maintaining the quality and character of surrounding residential neighborhoods.

2. Provide a high-level description of the scope of work and general timeframe to complete the project. What are the project elements, the deliverables you envision, and the outcomes you seek to achieve? (Limit your response to page 2.)

The project will be led by a consultant team, with support from County staff, community members and stakeholders. The consultant will be expected to work closely with the community to implement the community engagement plan, identify existing conditions, draft and refine development and design standards, test the standards, and produce ZDO amendments and related materials to implement the standards.

Project Element 1: *Project Management*

- Deliverable 1.1 IGA between Metro and Clackamas County
- Deliverable 1.2 Finalized scope of work, schedule and budget with consultant team
- Deliverable 1.3 Grant reporting throughout the project

Outcome: Smoothly-managed project that delivers results within the expected timeframe and budget

Project Element 2: *Community Engagement*

- Deliverable 2.1 Inclusive, comprehensive community engagement plan involving property owners, business owners, community partners, developers, investors, residents and others.
- Deliverable 2.2 Technical and public advisory groups
- Deliverable 2.3 Inclusive and comprehensive community engagement report with metrics

Outcome: Inclusive, comprehensive, ongoing community engagement, resulting in knowledgeable, empowered stakeholders, and development and design standards responsive to community needs.

Project Element 3: *Existing Conditions, Inventory and Data Compilation*

- Deliverable 3.1 Memo 1: Summary report of existing conditions and market analysis, including usable graphics, that includes existing plans, existing regulatory framework, land inventory, demographics, the natural and built environment, and other area projects.
- Deliverable 3.2 Memo 2: Neighborhood livability and economic diversity assessment that considers potential impacts of new development on surrounding neighborhoods and affordability.
- Deliverable 3.3 Meeting facilitation and summaries implementing public involvement plan

Outcome: Well-substantiated information about the commercial area and surrounding neighborhood.

Project Element 4: *Draft and Refine Development and Design Standards*

- Deliverable 4.1 Memo 3: Review of best practices in mixed-use zones, with projects, tools and strategies to maximize transit-supportive development, long-term affordability, sustainability, local economy, living-wage work, community health and collaboration
- Deliverable 4.2 Draft development and design standards
- Deliverable 4.3 Memo 4: Summary of draft standards test on actual/hypothetical sites, with illustrated model outcomes, effectiveness evaluation, developer and community buy-in
- Deliverable 4.4 Meeting facilitation and summaries implementing public involvement plan
- Deliverable 4.5 Refined development and design standards

Outcome: Development and design standards that achieve community goals; reflect best practices; developer, property owner and public input, and incorporation of lessons learned from tests on actual or hypothetical sites.

Project Element 5: *Implementation Strategies*

- Deliverable 5.1 Memo 5: Implementation framework plan, with metrics on community goals, market economics, tool box to use standards and template for other locations on McLoughlin
- Deliverable 5.2 Community engagement plan with a community-centric feedback cycle.
- Deliverable 5.3 Adoption-ready materials, including ZDO amendments that implement the development and design standards, for the Planning Commission and County Commission.

Outcome: Clear communication and understandable materials to facilitate adoption and implementation of the new design and development standards.

3. Describe the measures would you use to evaluate the project's success. (Limit your response to top half of page 3)

Measurements of success will be applied to evaluate the proposed development and design standards, community engagement plan and implementation framework plan. A primary measure of success will be the acceptance and active use of the new ZDO and related policies by the development community. Project success will also be measured by adoption by the Board of Commissioners of recommended development and design standards that align with community values and implement a mixed-use, transit supportive environment along McLoughlin Boulevard near the Park Ave Station.

In order to evaluate success, specific evaluation metrics will be identified in a comprehensive scorecard intended to allow all stakeholders to see and understand the outcomes of the project relative to the original goals. A feedback framework will be established to facilitate adaptive adjustments over time to ensure long-term success, community satisfaction and healthy economic activity.

Success of the community engagement plan will be measured by the level of participation of the community and stakeholders, and by their knowledge, understanding and support of the development and design standards. It will be important to make sure that people engaged in the project reflect current and projected area demographics, including property and business owners, and developers.

The project includes an implementation framework plan with metrics on how well the development and design standards align with community values outlined in the McLoughlin Area Plan and *The Five Components of the McLoughlin Area Plan*. The implementation framework plan will include ways to measure the success of the adopted standards, and understand how they affect neighborhood livability.

Advances and complements regional goals and policies

4. Describe how this project will help to facilitate development while advancing established regional development goals and outcomes. Consider how the project will help to implement the 2040 Growth Concept, its alignment with the Urban Growth Management Functional Plan, and how it will achieve each of the Six Desired Outcomes stated in the Regional Framework Plan. (Limit your response to bottom half of page 3 and top half of page 4.)

The focus of this project is to facilitate development that implements regional goals and outcomes, and reflects community goals and values. This area along McLoughlin Boulevard is primarily zoned C-3 (General Commercial). This zone discourages mixed-use development near transit stations and other appropriate locations. Other districts along McLoughlin include medium residential (MR-1), medium high density (MR-2) and high density residential (HDR), in which mixed-use is either prohibited or not a primary use.

By focusing on development and design standards around the light rail station, the project implements the 2040 Growth Concept of promoting a mix of uses, and walkable, livable communities in areas with good access to transit. The project will provide tools to allow for the type of development that facilitates the Regional Framework Plan. The project goals align with the outcomes as follows:

- A. *People live, work and play in vibrant communities where their everyday needs are easily accessible.*
 - 1) Enable a significant new supply of mixed-income housing to attract living-wage jobs and a mix of businesses to create a vibrant, activity-filled station community.
 - 2) Design standards to support gathering places, green buildings, parks and restored open spaces.
 - 3) Support access to light rail and buses, and trails to access amenities and services.
- B. *Current and future residents benefit from the region's sustained economic competitiveness and prosperity.*

The project is designed to create development and design standards that:

- 1) Promote development that will attract and support local businesses and living-wage jobs
 - 2) Complement regional economic trends with locally-focused businesses
 - 3) Promote high quality buildings that address housing and employment needs
 - 4) Promote active transportation and transit access to the metro region
- C. *People have safe and reliable transportation choices that enhance their quality of life.*
- 1) As a station community at the north end of a corridor, the area can leverage current transit and active transportation options (bus and light rail, the Trolley Trail) and support expansion.
 - 2) Improved local street, trail and commercial access safety supported by new design standards.
 - 3) Support safe, comfortable accommodations and prioritize multi-modal travel.
- D. *The region is a leader in minimizing contributions to global warming.*
- 1) Reduce reliance on motorized vehicles by expanding infrastructure, promoting optional modes.
 - 2) Support compact, green development with less intensive infrastructure and renewable resources.
 - 3) Support the local and regional economy to reduce transportation costs.
- E. *Current and future generations enjoy clean air, clean water and healthy ecosystems.*
- 1) Use existing watershed and habitat as focal points to increase care for the environment.
 - 2) Reduce pollutants by using ecosystem services for stormwater treatment, infiltration and reuse.
 - 3) Promote mixed-income and market-rate housing near transit and active transportation to support safe and convenient access, and reduce pollution associated with motor vehicles.
 - 4) Encourage businesses to close resource loops; use local resource flows to eliminate waste.
- F. *The benefits and burdens of growth and change are distributed equitably.*
- 1) Encourage redevelopment of underutilized commercial land to minimize displacement and other negative impacts in existing residential neighborhoods.
 - 2) Design policies to ensure retention of population diversity and address the needs of disadvantaged communities by providing living-wage jobs, affordable housing, etc.
 - 3) Higher property values will support public services and infrastructure.

Aligns with local goals/maximizes community assets

5. How will the project create opportunities to accommodate your jurisdiction's expected population and employment growth? (Limit your response to the bottom half of page 4.)

This project will use many methods to promote uses that help accommodate the population and employment growth that is expected in urban unincorporated Clackamas County, including the following:

- A. Create design and development standards to enable opportunities to repurpose the underdeveloped, underutilized commercial corridor, which has excellent transit service and great potential for increased mixed-use residential and employment use.
- B. Optimize parking requirements by leveraging existing transit infrastructure, to ensure properties can use land for employment, housing and habitat.
- C. Facilitate outreach and research to identify market expectations and opportunities, and enable partnerships with developers, investors, property owners and local businesses to optimize investments.
- D. Explore opportunities to expand housing choices and employment along the corridor while ensuring long-term affordability.
- E. Use the project's development and design standards as a template for other locations along the corridor, to provide further opportunities to accommodate population and employment growth.

6. Describe why you propose to take on this particular project at this time. How does the project relate to previous actions, goals, policies or strategies already identified or implemented by your jurisdiction or other project partners? (Limit your response to top half of page 5.)

This project is needed now to capture momentum created by past and current projects, as well as regional development dynamics. In September 2015, light rail came to Park Avenue. By now the community has experienced the enhanced regional access and impact of a light rail station, and can better appreciate the value of moving forward to guide development and growth. Data from past projects that studied area development opportunities—including the Park Avenue Station Area Plan and McLoughlin Area Plan (MAP) Phases I and II – can inform this project.

This project will build upon the success of past projects – the Metro Nature in Neighborhoods grant for the Park Avenue Station and the regionally-significant Trolley Trail. This project is also intended to help the County accomplish the five priorities in its *Performance Clackamas* strategic plan: 1) Build public trust through good government, 2) Grow a vibrant economy, 3) Build a strong infrastructure, 4) Ensure safe, healthy and secure communities and 5) Honor, utilize, promote and invest in our natural resources.

There are four active Metro-funded projects related to the McLoughlin corridor: 1) North Milwaukie Industrial Area -- a framework plan and implementation strategy to guide future redevelopment; 2) Gladstone Downtown Revitalization Plan -- a more cohesive main street that re-establishes the corridor as the city center; 3) Willamette Falls Legacy Project -- reconnect people to the Falls; and 4) the Metro Coalition McLoughlin Corridor Brownfield Project -- to assess brownfield sites to lay the foundation for remediation and redevelopment along McLoughlin Boulevard.

Finally, the McLoughlin Corridor is the gateway to Clackamas County. Now is the time to take advantage of the accessibility offered by light rail to provide jobs and housing in this area. The county has a competitive market and can offer real estate opportunities at affordable rates not available in Portland. Having development-ready lands along McLoughlin is an advantage this project can leverage.

7. How would the project leverage aspects of the existing community fabric such as key development sites or urban form? How would it complement existing assets, facilities, or amenities such as historic districts, employment centers, natural features, parks or transit? (Limit your response to bottom half of page 5.)

The project is planned to complement the commercial and residential areas with development and design standards that promote community goals, reinforce community identity and create a gateway to Oak Lodge and the greater McLoughlin area.

With significant light rail investment at Park Avenue, new development and design standards will be crafted to spur development of housing, employment, community services, retail and other uses. The adjacent Trolley Trail connection to regional active transportation infrastructure -- including along SE 17th Avenue and the Springwater Corridor – and the projected benefits of applying a tested template to nodes along the historic McLoughlin/99E corridor will further leverage many area assets.

These community assets also set a standard for abundant habitat and connected, natural open space to serve as an example for the creation and implementation of future development and design standards. They are models of success for integrating ecosystem services, educational elements and artistic identity that reflect community values.

Protecting surrounding neighborhoods from negative impacts of increased density while providing enhanced access to services, local business and other features will leverage the significant assets of the neighborhoods and retirement communities surrounding the corridor. Encouraging and enhancing habitat restoration, green infrastructure and opportunities to access nature and open space will support the natural environment.

Team roles and capacity

8. Complete the table to clearly describe the roles and responsibilities of the applicant and each of the key project partners to accomplish the goals of the project. Also include consultant expertise needed. (Add or adjust rows as needed but please limit table to page 6.)

Jurisdiction or partner (include lead staff names)	Project role and responsibilities
Clackamas County – Karen Buehrig, Lorraine Gonzales	Grant recipient and administrator; governing body of area in question; involved with planning, outreach, grant development and writing, development consulting
McLoughlin Area Plan Implementation Team (MAP- IT) – Terry John Gibson	Coordination, outreach, grant support, grant development and writing, communications, research, evaluation
Community Organizations (not official partners, will play a key role in project development, implementation and evaluation)	
Community Organization	Role
Clackamas Community Planning Organization (CPO)	Outreach, communications, evaluation, neighborhood assessment
Jennings Lodge CPO	Outreach, communications, evaluation, neighborhood assessment
McLoughlin Area Business Alliance (MABA)	Outreach and consulting, identifying hypothetical and/or sample sites and testing draft standards; evaluation
Oak Grove Community Council (CPO)	Outreach, communications, evaluation, neighborhood assessment
Oak Lodge Legacy	Grant development and writing, outreach, research, evaluation
Urban Green	Grant development, outreach, research

Consultant team	Expertise
Facilitator/Project manager	Group facilitation, management, collaboration, leadership, evaluation
Outreach coordinator (with local representation)	Community engagement, facilitation, leadership
Research	Land use, community development, zoning, market economics, etc.
Design specialist (with local representation)	Community development, land use, commercial development, modeling, metrics
Writer of design and development standards	Land use, zoning, development, design, writing, collaboration

9. Describe the skills, experience and availability of the lead staff person who will manage all aspects of the grant project and oversee the project team's collaboration and consultant work. (Limit your response to top half of page 7.)

Clackamas County staff Karen Buehrig and Lorraine Gonzales will be the team that manages all aspects of the grant project and oversees the project management team's collaboration and consultant work.

Karen Buehrig, Clackamas County Transportation Planning Supervisor, has more than 20 years of experience in the county with both land use and transportation planning projects. She has directly managed or participated as the managing supervisor for the update to the county's Transportation System Plan, TGM-funded projects that completed pedestrian and bicycle plans for the Clackamas Regional Center and the Villages at Mt. Hood, the CET-funded Clackamas Connections and several other projects. Karen will be the managing supervisor.

Lorraine Gonzales has more than 20 years of land use and project manager experience. She was key staff on many projects, including the McLoughlin Corridor Land Use and Transportation Study, Sunnyside Road Master Plan, Green Corridors, Sunrise Corridor Project, I-205 to Rock Creek Junction, and the Fuller Road Station Area and Park Avenue Station Area projects. She is familiar with project coordination and work program development with local, regional and state agencies, and has been on many long-range planning technical advisory teams for jurisdictions and agencies in Clackamas County and Metro. Under Karen's supervision, Lorraine will be responsible for overall grant reporting and management, as well as overseeing consultant work and project team collaboration.

Likelihood of implementation

10. What governing bodies or private parties will have to act to ultimately implement the project, and what is the extent of their authority to make policy or commit investments? Describe the roles the key project partners will have to play over time in order to fully and successfully implement the project in order to realize the envisioned development benefits in your community. (Limit your response to bottom half of page 7.)

The project focus is the implementation of development and design standards in alignment with a community-supported vision for economically vibrant, inclusive, equitable and sustainable development that complements opportunities created by light rail service to Park Avenue. The vision carried forward in the standards will reflect the McLoughlin Area Plan, Phases I and II, adopted by the community to enhance and revitalize the McLoughlin Boulevard area, as well as *The Five Components of the McLoughlin Area Plan*. These documents were funded and recognized by Clackamas County.

A critical step will be adoption of the proposed standards by the Board of Commissioners. That is made more likely by the board-adopted strategic goals delineated in *Performance Clackamas*, detailed in the answer to question #6. Once adopted, the standards, designed to streamline the development process, will be implemented as individual property and business owners develop their property.

A comprehensive and inclusive community engagement process, like the one planned, will be essential to successful adoption and implementation of the standards by the county. By testing draft standards on actual and/or hypothetical sites, the impact of the standards on properties are intended to be clear and understandable. In addition, the implementation framework plan will include a tool box, handbook and/or other materials to plainly outline the application of the standards.

Another aspect of the project will be the creation of metrics to evaluate the effectiveness of meeting community goals as McLoughlin Boulevard develops. If application of the standards does not result in the expected outcomes, they can be refined to better meet the needs of the developers and the community.

11. Identify and describe the potential opportunities and threats that could affect the successful implementation of this project. (Limit your response to top half of page 8.)

Extensive community engagement is planned to involve business, development and resident perspectives. Innovative efforts to hear from and address voices that are typically underrepresented will be applied. Addressing these various perspectives is intended to help ensure that the development and design standards, and implementation strategies will address opportunities and threats.

Opportunities:

- Strong market demand for diverse and affordable housing, and offices, small makerspaces and employment land, convenient to transit, trails, open space, services, employees and amenities.
- New standards to incentivize and attract equitable, sustainable growth, housing, natural features and living-wage jobs aligned with regional goals and demands
- Convenient access to central city and the metro region
- Create development and design standards, and implementation strategies that address current constraints of the Zoning and Development Ordinance, and help streamline and facilitate development.
- Address foreseeable impacts of development on neighborhood livability.

Threats:

- Specific or more detailed development and design standards could be seen as a threat by some developers, investors and property owners
- Competing market demand by current uses including auto dealerships and storage facilities
- Potential lack of economic alignment for developers on McLoughlin despite new standards
- Limited funds for strategic public infrastructure and amenities to spur development
- Lack of public participation due to factors beyond the control of the project
- Concerns about possible negative impacts due to issues related to increased development
- Inability to consolidate existing parcels for substantial development

Public involvement

12. What community members or stakeholders will be most affected by the implementation of the project's development outcomes? (Limit your response to bottom half of page 8.)

- Employers and business startups seeking greater access, exposure, culture and employees
- Businesses and property owners may welcome new standards that support potential for growth and higher level uses that will bring increased property value and rental income potential.
- Residents displaced by rising housing prices throughout the metro region looking for an affordable place to live may find an affordable option in the project area.
- Residents surrounding corridor development may benefit from improved standards that preserve character and enhance livability while protecting them from displacement.
- People in marginalized communities may gain through increased access to the benefits of development.
- Business owners and developers along McLoughlin Boulevard and adjacent to the light rail station that would benefit from a streamlined and flexible development process.

13. Discuss how the public (including neighbors to the project, businesses, property owners and other key stakeholders) and historically marginalized communities (including low-income and minority populations) will be involved in the project. Please be specific about the practices or methods you intend to use. (Limit your response to top half of page 9.)

The community has an economically diverse population, and is a refuge of relative affordability and livability with easy access to regional assets and benefits. This community will continue to draw marginalized people from other communities as it strives to become an even more livable, diverse place that bolsters health and sustainability. The project will include the study and implementation of strategies with the best potential to maintain mixed-income diversity and affordable access, and outreach to all communities for input and response. While proven data in this area is scarce, many strategies could be implemented in various combinations to achieve this goal.

A thoughtful, inclusive, innovative community engagement process will be crafted to ensure that parties that traditionally do not engage or have the capacity or awareness to participate, are heard and involved, as they choose to be, and strive to address all age, gender, culture and economic levels. The process will include focus groups of property owners, business owners, developers and investors to provide perspective and help define the tools necessary to stimulate economic growth and development of housing options in the project area.

McLoughlin area residents have joined together to enact change in their community for many years, and have played a pivotal role in development of this 2040 Metro Community Planning Development Grant application submittal. The community worked together to create the vision; now they will work together to implement it. Working with the consultant team, the community will develop a comprehensive, inclusive community engagement process to allow the vision to become reality.

14. Describe how public input will be used to strengthen the project outcomes and increase likelihood of implementation. (Limit your response to bottom half of page 9.)

As described above, thoughtful, inclusive and innovative community engagement methods guided by professionals will be used with the intent of providing two-way communication opportunities and a community-centric feedback cycle for and with all who wish to participate. Stakeholders will also be encouraged to be involved in development of the community engagement process, including recommending how to involve all stakeholders in creating, responding to and implementing development and design standards to meet and build upon the community's vision, values and guiding principles as described in MAP 1, MAP 2 and *The Five Components of the McLoughlin Area Plan*.

While the project will seek to involve as many members of the public and stakeholders as possible, there is also an intent to focus on quality and depth of public engagement. For example, carefully-selected focus groups of stakeholders who could be impacted by the new standards will be used to contribute ideas and suggestions on creation of the development and design standards, and the implementation strategies. Focus group input will also be one source of insights on current development constraints, and will be used to help refine existing language or develop new language to promote diverse business, housing and mixed-use options along the McLoughlin Corridor.

Input from area residents will be used to help define neighborhood opportunities and constraints as a result of new development, and contribute toward addressing housing needs, neighborhood connections, and amenities they wish to have along the McLoughlin Corridor to serve their neighborhoods.

Public and technical advisory groups will be asked to review and provide input on the process and deliverables from each phase to ensure the final product embodies the project's goals, and reflects community priorities.

Jurisdiction track record

15. Describe any similar planning and development projects (CET/CPDG or other) that have been implemented in your jurisdiction in the last 5 years and how that experience will be applied to this project. How successful have these projects been in delivering the proposed outcomes? (Limit your response to top half of page 10.)

Nature in Neighborhoods Grant – This Park Avenue project will build on work completed five years ago with funding received by the community, partnering with TriMet, from a 2010 Metro Nature in Neighborhoods grant. The grant funded a series of community meetings and design charrettes to visualize and design the Park Avenue station complex, resulting in the creation of a community forest with multiple ecosystems surrounding the station complex, in a previously degraded area with mostly hardscape and industrial buildings. The purpose of the NIN grant was to help the Park Avenue light rail, bike and auto transportation hub serve as the catalyst for the regeneration of McLoughlin Boulevard.

McLoughlin Area Plan -- Since 2008 the community has worked through and completed extensive planning efforts that produced the McLoughlin Area Plan (MAP) Phase I and II with the community's vision, values and guiding principles, and established a county-recognized committee – the McLoughlin Area Plan Implementation Team (MAP-IT)—in 2012 to help the vision, values and guiding principles become a reality. This project is a significant step forward in that effort.

16. What project management lessons learned or best practices will be applied to this project? (Limit your response to bottom half of page 10.)

- Robust commitment toward public engagement, and a commitment to honestly and transparently share and respond to that engagement, is crucial throughout the life of the project. Public outreach and use of innovative methods will represent a global voice of both those that typically engage in the public process and those that are typically unrepresented.
- Work with the public and technical groups will contribute to a more inclusive process and address up-front constraints encountered by developers, stakeholders and technical groups.
- It is essential to work closely with Metro on the front end in development of the scope of work in order to be sure to meet and exceed Metro's expectations.
- There is great value to the project of more consistent engagement from Metro with the project team throughout the life of the project.
- Identify a single point of contact for grant management and responsibility of deliverables and be clear that all requests, deliverables, etc. to Metro will go through that point of contact.

17. If implementation of any prior CET/CPDG grant projects has not been successfully completed, please describe why. If your organization has never received a CET or CPDG grant, please state "not applicable." (Limit your response to top half of page 11.)

The county has received past CET and CPDG grants, and they have been successfully completed.

Replicable best practices

18. Consideration will be given to applications that demonstrate best practices that can be easily replicated elsewhere. Discuss how lessons learned from the project could be applied to other projects in your community or in other parts of the region. (Limit your response to bottom half of page 11.)

The public engagement processes, and creation and implementation of development and design standards will provide a flexible template that can be applied individually to previously-identified and possible new nodes along the McLoughlin Corridor. Such future phases are likely to include more in-depth neighborhood livability and economic diversity assessments to further enhance the community's understanding of what actions will be most effective to preserve and maintain a robust and high-quality stock of affordable housing options that address the full spectrum of needs across income levels, household sizes and stages of life. Those studies will also include exploration of policies to protect and enhance the livable character of existing single-family neighborhoods.

In addition, this project could serve as a model for what is indeed a regional, statewide and national problem, e.g., the challenge of post-war, auto-dominated suburban commercial strips. This project has the potential of demonstrating how communities and jurisdictions can work together to respond to this challenge.

Project Budget Summary				
Personnel Costs	Financial match	In kind match	2040 Grant Funds	Total
Consultants			\$180,000	\$180,000
** It is important for the consultant team to include local representatives in their outreach and design teams.				
County Staff		\$45,000		\$45,000
Supervisor @ \$96.77 / hr (no overhead)				
Senior Planner @ \$80.19 / hr (no overhead)				
Economic Development Services \$81.30/ hr (no overhead)				
Partner Staff				
Other, add rows as needed				
Total for planning services				\$225,000
OTHER PROJECT COSTS				
** The funding for the consultant team should include funds for strategic guest speakers and educational resources to empower citizen involvement				
Direct costs, please list in narrative				
** The Consulting team may incur direct costs depending on the Public Engagement Plan. These cost should be included in the Consultant Planning Services budget				
Overhead/indirect costs				
** The in-kind match hourly rate provided by the County includes indirect costs for fringe benefits				
Total for other costs				
TOTAL PROJECT COSTS				\$225,000

Milestones and Budget Narrative						
Milestone/ Project Element	Deliverable	MILESTONE/PROJECT ELEMENT (Phase, element, deliverable, etc.)	Grant applicant personnel costs	Partner(s) personnel costs	Consultant fees	Other project costs
#1	#1: Project Management		\$10,000		\$10,000	\$20,000.00
	1.1 Deliverable 1.1: IGA between Clackamas County and Metro					
	Select Consultant team					
	Refine detailed Scope of Work (SOW) and budget with consultant team					
	Define quarterly grant reporting schedule					
	1.2 Deliverable 1.2: Finalize scope of work (SOW), schedule, and budget					
	Project management team meeting throughout project					
	1.3 Deliverable 1.3: Grant reporting throughout the project					
#2	#2: Community Engagement		\$5,000		\$30,000	\$35,000
	2.1 Deliverable 2.1: Inclusive, comprehensive public engagement plan involving property owners, business owners, community partners, developers, investors, residents and others.					
	2.2 Deliverable 2.2: Creation of technical, public, focus and stakeholder advisory group members					
	Establish a meeting schedule for the Project Management Team (PMT) and meeting with PMT and community leaders, interested parties, business owners, landowners, investment parties, and technical, focus and stakeholder groups.					
	Set-up website and online tools for public engagement					
	Compile names for mailing lists; stakeholders (developers/property owners/investors/renters/business owners					
	Conduct public meetings and events with public, stakeholders, business owners, interest groups, churches, community organizations, and underrepresented populations.					
	2.3 Deliverable 2.3: Production of an inclusive and comprehensive community engagement report with metrics, visual communications and graphic materials (publications,					
#3	#3: Existing Conditions, Inventory and Data Compilation		\$10,000		\$30,000	\$40,000
	Assess and analyze existing plans, land use zone and policies					
	Complete a land inventory, including asset mapping - identifying what is missing					
	Census data analysis - population logistics for housing and income data					
	Market analysis - retail, housing, built and underdeveloped properties					
	Constraints and opportunities analysis (includes infrastructure costs)					
	Evaluate potential impacts of development to surrounding areas					
	Milestone #3:					
	3.1 Deliverable 3.1: Memo 1 - Summary reports of existing conditions and market analysis, including usable graphics that include existing plans, existing regulatory framework, land inventory, demographics, the natural and built environment and other area projects.					
	3.2 Deliverable 3.2: Memo 2 - Neighborhood Livability and economic diversity assessment that considers potential impacts to surrounding neighborhoods due to population growth, traffic, rising property values and redevelopment; work to minimize negative impacts and benefit livability.					
	3.3 Deliverable 3.3: Meeting facilitation and summaries implementing public engagement plan					
#4	#4: Draft and Refine Develop and Design Standards		\$15,000		\$95,000	\$110,000
	Prepare and conduct public and technical, stakeholders, and focus advisory group meetings. Meeting summaries					
	4.1 Deliverable 4.1: Memo 3 - Review of best practices in mixed-use zones, including projects, tools and strategies that maximize long-term affordability, sustainability, productive local economy, retain living-wage work, improve community health and collaboration					
	4.2 Deliverable 4.2: Draft development and design standards					
	4.3 Deliverable 4.3: Memo 4 - Summary of draft standards test on actual and/or hypothetical sites, with illustrated model outcomes, effectiveness evaluation, developer and community buy-in					
	Identify and use metrics to ensure implementation of community goals					
	Cross-reference proposed implementation strategies with adopted goals and principles of					
	Create a framework plan to measure performance and refine zoning to respond to market economics.					
	4.4 Deliverable 4.4: Meeting facilitation and summaries implementing public engagement plan					
	4.5 Deliverable 4.5: Refined development and design standards					
#5	#5: Implementation Strategies		\$5,000		\$15,000	\$20,000
	5.1 Deliverable 5.1: Memo 5: Implementation framework plan, including metrics to ensure implementation of community goals, response to market economics, tool box on how to use standards and a template that can be used in other locations along the McLoughlin Corridor.					
	5.2 Deliverable 5.2: Community engagement plan with a community-centric feedback cycle.					
	5.3 Deliverable 5.3: Adoption-ready materials, including ZDO amendments that implement the development and design standards, for Planning Commission and Board of County Commissioners public hearings and action.					
	TOTAL COSTS		\$45,000		\$180,000	\$225,000
	Overhead/Indirect					
	GRAND TOTAL		\$45,000		\$180,000	\$225,000

Breakdown of applicant and partner(s) matching contributions	
--	--

**** Clackamas County is the only partner providing match on this project, therefore this table is not needed .**

Applicant jurisdiction or partner organization	In kind contributions: personnel costs	Financial Contributions personnel costs	In kind contributions: other costs	Financial Contributions other costs	TOTAL
Clackamas County	45,000				45,000
Not Applicable (N/A)	Not Applicable (N/A)	Not Applicable (N/A)	Not Applicable (N/A)	Not Applicable (N/A)	Not Applicable (N/A)
TOTAL MATCH COMMITTED					45000



BOARD OF COUNTY COMMISSIONERS

PUBLIC SERVICES BUILDING
2051 KAEN ROAD | OREGON CITY, OR 97045

June 21, 2017

2040 Planning and Development Grants, Review Committee
Metro Regional Government
600 NE Grand Ave
Portland, Oregon 97232

Re: Letter of Support for Clackamas County Proposals:
1) Hillside Master Plan and 2) Park Avenue Development and Design Standard

Dear Metro 2040 Grants Review Committee,

On behalf of the Clackamas County Board of Commissioners, I am writing in support of two proposals from our jurisdiction: 1) The Hillside Master Plan for Housing Opportunity, a proposal by the Housing Authority of Clackamas County (HACC), and 2) The Park Avenue Development and Design Standards, a proposal by the Department of Development and Transportation (DTD).

Both of these proposals represent important planning efforts that, when completed, will help to leverage additional resources for development in two distinct communities within Clackamas County. The Board of Clackamas County fully supports both proposals and has assigned a priority ranking for the projects as requested by Metro in the case of multiple applications from a jurisdiction.

The project assigned first priority is the Hillside Master Plan for Housing Opportunity. The Housing Authority of Clackamas County (HACC), in partnership with the City of Milwaukie, seeks to submit a proposal to complete a Master Plan for the Hillside Public Housing community in Milwaukie.

The project with second jurisdictional priority is the Park Avenue Development and Design Standards. This project focuses on an inclusive public engagement process to create development and design standards for the Park Avenue Station area that implement the Community Values and Guiding Principles of the Mcloughlin Area Plan.

Both projects represent significant community partnerships, opportunities for engagement in planning efforts, and the strong likelihood of development implementation. Given the merits of each proposal, the Clackamas County Board of Commissioners is pleased to offer its full support for both the Hillside Master Plan and Park Avenue Development and Design applications.

Sincerely,

Jim Bernard, Chair
On behalf of the Clackamas County Board of Commissioners

June 28, 2017

To: Metro Grant Screening Committee

Re: Park Avenue Development and Design Standards Project

Applicant: Clackamas County and McLoughlin Area Plan Implementation Team

Funds requested: \$180,000

Dear Screening Committee Members:

Thank you for this opportunity to confirm the unanimous support from the McLoughlin Area Plan Implementation Team (MAP-IT) for the Park Avenue Station Area Development and Design Standards grant application, submitted in partnership with Clackamas County.

The awarded grant funds will be used to hire consultants to manage the project, which is intended to facilitate inclusive public and stakeholder engagement to draft development and design standards for the Park Avenue Station Area that implement the Community Values and Guiding Principles of the McLoughlin Area Plan, including those related to economic vitality, inclusiveness, sustainability and design.

The project also includes an assessment of Neighborhood Livability and Economic Diversity in the neighborhoods surrounding the Park Avenue Station.

One of the goals of the community engagement process and resulting design and development standards is to provide a template that can be used for other nodes along the McLoughlin Corridor. The long-term intent is to repurpose the underdeveloped and underutilized commercial corridor and further provide opportunities to accommodate population and employment growth.

The project management team members are MAP-IT community and business volunteers that worked together very closely with County staff on the application. The application of the project resources for implementation of this public process would be an important first step to meaningful redevelopment of Highway 99E from Milwaukie to the Willamette Falls Legacy Project.

Sincerely,

Terry John Gibson

Terry John Gibson
Chair, MAP-IT

**BEFORE THE BOARD OF COUNTY COMMISSIONERS
OF CLACKAMAS COUNTY, STATE OF OREGON**

A Resolution Supporting Clackamas County
Applications for the Metro 2040 Community
Planning and Development Grant

Resolution No. 2017-83
Page 1 of 2

WHEREAS, the Housing Authority of Clackamas County (HACC) in partnership with the City of Milwaukie, is submitting a proposal to the Metro 2040 Community Planning and Development grant program requesting \$214,000 in funds to complete a Master Plan for the Hillside Public Housing community in Milwaukie; and

WHEREAS, the Department of Transportation and Development is submitting a proposal to undertake the Park Avenue Development and Design Standards project focusing on an inclusive public engagement process to create development and design standards for the Park Avenue Station area that implement the Community Values and Guiding Principles of the McLoughlin Area Plan. The project includes an assessment of neighborhood livability and economic diversity in the neighborhoods surrounding the Park Avenue Station. The proposal is requesting \$180,000 in Metro 2040 Community Planning and Development Grant funds; and

WHEREAS, both of these proposals represent important planning efforts that, when completed, will help to leverage additional resources for development in two distinct communities within Clackamas County; and

WHEREAS, on June 13, 2017, the Board of County Commissioners discussed the applications and indicated their full support for both proposals; and

WHEREAS, the Board of County Commissioner has approved both applications, including the budget and proposed match for each application; and

WHEREAS, in the case of multiple applications from a jurisdiction, a priority ranking of application is required; and

WHEREAS, the Board of County Commissioner has determined that the first priority is the Hillside Master Plan for Housing Opportunity project and has assigned the second jurisdictional priority to the Park Avenue Development and Design Standards.

**BEFORE THE BOARD OF COUNTY COMMISSIONERS
OF CLACKAMAS COUNTY, STATE OF OREGON**

A Resolution Supporting Clackamas County
Applications for the Metro 2040 Community
Planning and Development Grant

Resolution No. **2017-83**
Page 2 of 2

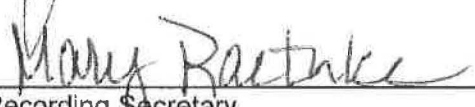
**NOW, THEREFORE, the Clackamas County Board of Commissioners do hereby resolve
that:**

1. County staff shall pursue the above mentioned Metro 2040 Community Planning and Development Grant project applications and approves the budget and proposed County match set forth in the application materials; and
2. First priority ranking shall be assigned to the Hillside Master Plan for Housing Opportunity project and the second jurisdictional priority ranking shall be assigned to the Park Avenue Development and Design Standards project.

Dated this 29 day of June, 2017

CLACKAMAS COUNTY BOARD OF COMMISSIONERS


Chair


Recording Secretary



Aerial Map



Hardscape Divider



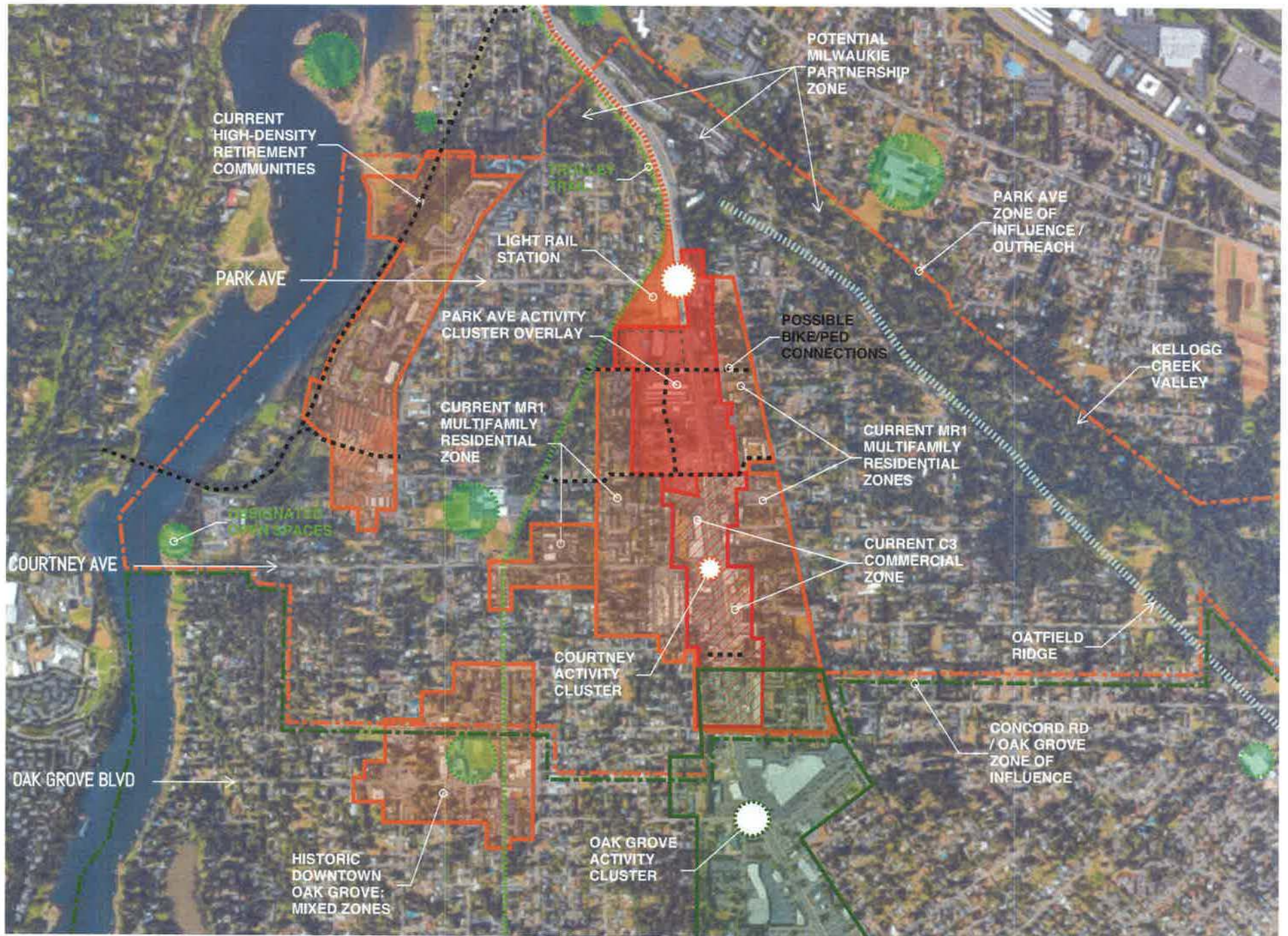
Natural Assets



Ecosystem Connectivity



Foundation: Community Vision



Park Avenue: Study Area Map



Economic Development Commission
Managed by Business & Economic Development

June 6, 2017

Metro CPDG Grant Selection Committee

Re: Support of Clackamas County Grant Application for the Park Avenue Development and Design Standards

Dear Selection Committee;

Please accept this letter of support of the grant application from Clackamas County for the Park Avenue Development and Design Standards. This project is an inclusive public engagement process to create development and design standards for the Park Avenue Station area. Implementing the McLoughlin Area Plan, it includes an assessment of neighborhood livability and economic vitality.

The Clackamas County Economic Development Commission (EDC) is an advisory committee to the Board of County Commissioners. The EDC began studying the McLoughlin Corridor in 2011 as requested by the Board of County Commissioners to provide feedback on prioritizing areas for redevelopment opportunities throughout the County. At that time, the EDC recommended that the Corridor be broken into "nodes" to allow study of redevelopment in catalytic areas. The EDC has continued to study this area and in early 2017 invited the MAP-IT representatives to present an update of activities which included their desire to apply for the Metro grant.

As the overall outcomes of this project would include community and business-supported development and design standards to implement goals, this project is in line with the recommendations from the EDC study.

The EDC supports this effort and asks for your approval of this grant application.

Sincerely,

Peter Lund, Chair of the Clackamas County Economic Development Commission and on behalf of the EDC Executive Committee



June 21, 2017

To Whom It May Concern,

The McLoughlin Area Business Alliance (MABA) CONVEYS ITS SUPPORT for funding the Park Avenue Development and Design Standards project (\$250,000).

As property owners and business operators on and/or near the McLoughlin Boulevard corridor, we (MABA) are committed to driving economic growth while simultaneously insuring public safety, both vehicular and pedestrian.

The Park Avenue Development and Design Standards project focuses on an inclusive public engagement process. Information sharing, constructive feedback and community support are all critical aspects in the success of this initial McLoughlin Boulevard "HUB" at Park Avenue. The Park Avenue Development and Design Standards outcomes may serve as a template for other locations along the corridor therefore engaging all existing and potential stakeholders is both imperative and prudent.

Funding the Park Avenue Development and Design Standards project will allow an opportunity for input from property owners, business operators, developers, investors and of course residents as well.

Please consider the McLoughlin Area Business Alliance's SUPPORT as you decide the future of the McLoughlin area corridor.

In Health,

MABA Management Team

Jennifer Harding, Co-chair MABA / Owner East Side Athletic Clubs

Punky Scott, Co-chair MABA / Owner The Bomber Restaurant

Sandra McLeod, Vice chair MABA / Owner Trident Realty



Oak Grove Community Council

June 24, 2017

Dear Metro,

The Oak Grove Community Council is in full support of the **Park Ave Development and Design Standards Project** and honored to be part of the submittal to Metro for a Community Planning and Development Grant requested by Clackamas County and MAP-IT (McLoughlin Area Plan Implementation Team).

The awarding of this grant will further one of the main efforts of the Oak Grove and Jennings Lodge communities – to revitalize the economics and livability of the McLoughlin Corridor by increasing sorely needed local living-wage work and housing opportunities. The **Park Avenue Development and Design Standards Project** is key to repurposing the neglected, underdeveloped, underutilized commercial corridor that runs through the center of our community.

Focusing on the first community identified node at Park Ave, the development and design standards created through this project will serve as a template for other 'activity clusters' along the McLoughlin Corridor to accommodate population and employment growth, both profoundly needed in Clackamas County.

In an unprecedented collaboration, members of our community have written this grant with County staff to ensure its alignment with the Community Vision, Values, and Guiding Principles of the McLoughlin Area Plan. This successful, previous community engagement effort will be the foundation for the deeper, more focused process called for in this grant.

In summary, the Oak Grove Community Council is in full support of the grant application for the **Park Avenue Development and Design Standards Project**, which will help the Oak Grove and Jennings Lodge community become the next best place to live, work and thrive.

Sincerely,

Baldwin van der Bijl
Chair
Oak Grove Community Council



June 26, 2017

Metro CPDG Grant Selection Committee

Re: Support of Clackamas County Grant Application for the Park Avenue Development and Design Standards

Dear Selection Committee:

As Agency Architect for TriMet I've had the wonderful experience working with the good folks of *Urban Green* on the recently complete Orange Line transit project. As part of our scope for the Project, we conducted a development opportunities study for the area immediately south of the Park Avenue Station Park & Ride structure. Our interest in this area was to ensure our structure would complement future planning for redevelopment. It was evident to TriMet that there's strong interest and support for re-imagining what kind of development might occur that would leverage the substantial investment in multi-modal transportation.

The Park Avenue Development and Design Standards project would be a terrific way to engage all stakeholders in the McLoughlin Area Plan. By pursuing an inclusive public engagement process to find ways the Community Values and Guiding Principles of the Area Plan could become activated, it would help build civic capacity within the community. Outcomes of this process would be improved economic vitality, inclusiveness, sustainability and design.

It would be an essential principle of the planning process to engage with local businesses and neighbors to build community, improve accessibility, and sustainable resiliency. It would be a great way to see how existing assets and resources could be repurposed. It's apparent to many that there are significant underdeveloped, and underutilized facilities and assets along this historic commercial corridor.

It my great pleasure to support this application for grant funds to further the efforts to create the Park Avenue Development and Design Standards project.

Sincere regards,

A handwritten signature in black ink, appearing to read "Robert Hastings".

Robert Hastings FAIA

Agency Architect

TriMet

1800 SW First Avenue, Suite 300

Portland, OR 97201