Neighborhood Main Streets Project
Public Involvement Report
June 2012
This report documents the public involvement and outreach tools used to collect community input for the *Neighborhood Main Streets Project*. The main involvement activities organized and facilitated by the Horizon Planning project team members were:

- Two Walking Tours
- An Online Community Survey
- A Community Visioning Workshop
- Interviews with current and prospective business owners
- A facilitated focus group at a Hillside Manor resident association meeting
- “I Want...” posters at community sites
- A Public Open House

This mix of public involvement methods was designed to provide different opportunities for reaching out to and engaging with the project’s many different stakeholders. A description of the involvement activities and their results are summarized in the following sections of this report. Common themes identified from these involvement activities were synthesized into a proposed Community Vision Statement for the *Neighborhood Main Streets Project* and helped revise and prioritize recommendations to achieve the community vision.
Purpose

A survey was created to solicit initial input from the community regarding the project, particularly people who were not able to attend our other events. The project team crafted the survey to determine the elements that are important for a neighborhood main street, preference of business types, frequency and mode of travel to existing businesses, barriers to walking and biking, and willingness to see commercial redevelopment. Additional comments were allowed to give community members the ability to express remarks that were not asked in questions.

Methodology

The survey was developed using online software, and the project team provided the web link to the Milwaukie Planning Department to place on the project’s website. The survey was active for approximately one month.

Findings

The survey yielded 101 responses. The largest group of respondents indicated they live in the Ardenwald-Johnson Creek neighborhood (49%), while 15% lived in Hector-Campbell, and 15% lived in Lewelling. 43% of respondents were male, and 53% were female. 46% of respondents were 18 to 40 years old, 45% were 41 to 64 years old, while 7% were 65 years old or older. The majority of respondents (92%) indicated their race as white.

Respondents indicated various elements that were the most important for a neighborhood main street, such as attractive and well-maintained buildings, variety of businesses, and pleasant walking area. 79% of respondents indicated that they are willing to see commercial redevelopment on 32nd and 42nd Avenues, and a majority of respondents indicated that locally-owned businesses were an important aspect of a neighborhood main street (see Figure 1).

A large number of respondents indicated they would like to see restaurants, food stores, specialty retail, and personal care services as businesses in neighborhood main streets. 75% of respondents indicated they would not like to see vehicle sales or service businesses. Additional comments emphasized importance of diversity in types of businesses, small and local businesses, family-friendly space, food options, and design of the public space as important.
Figure 1. How important are the following characteristics in your vision of a Neighborhood Main Street? (3 = very important, 1 = not important)

- Locally owned businesses
- Convenient car parking
- Convenient bike parking
- Pleasant walking area
- Community gathering spaces
- Variety of businesses
- Street trees and landscaping
- Attractive and maintained buildings

Figure 2. What kinds of businesses would you like to see in the 32nd or 42nd Ave. commercial areas?

- Restaurants
- Food Stores
- Specialty Retail
- Personal Care Services
- Fitness, Health, Wellness
- Arts, Entertainment, Recreation
- Apparel
- Business and Professional Services
- Medical offices
- Other services*
- Vehicle Sales or Services

* Other services defined as appliance/electronics, repair, laundry/dry cleaning.
When asked how frequently respondents visited the study areas, nearly half of respondents indicated they visit the 42nd Ave. commercial area a few times a week. 32nd Ave. on the other hand had higher percentage of respondents that indicate they never visit (see Figure 3).

Responses show driving as the preferred choice of accessing both commercial districts. A high number of survey participants stated damaged or incomplete sidewalks as the reason for not walking to 32nd or 42nd Ave. The unease from the amount of car traffic is the second highest ranked reason for not walking or biking. Additional comments emphasized the need to improve walking and sidewalk conditions and address traffic speed and safety issues. (See Table 1.)

“"A sidewalk along SE 43rd Ave. between Howe and King is imperative. Already lots of pedestrians (and school kids including school bus stops!) and there is no sidewalk.”

![Figure 3. Percentage of Visiting Frequency for 32nd (left) and 42nd Ave (right): How often do you visit?](image)

Table 1. What are significant reasons you do not walk or bike to the commercial areas along 32nd or 42nd?

<table>
<thead>
<tr>
<th>Reason</th>
<th>% response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalks damaged or incomplete</td>
<td>47</td>
</tr>
<tr>
<td>Amount of car traffic makes me uncomfortable</td>
<td>30</td>
</tr>
<tr>
<td>Too far to walk/bike</td>
<td>22</td>
</tr>
<tr>
<td>Street crossing unsafe</td>
<td>15</td>
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<tr>
<td>Insufficient light</td>
<td>13</td>
</tr>
<tr>
<td>Do not enjoy walking as form of transport</td>
<td>6</td>
</tr>
<tr>
<td>Not physically able to walk/bike</td>
<td>5</td>
</tr>
<tr>
<td>Feel insecure due to crime or other outside elements</td>
<td>5</td>
</tr>
</tbody>
</table>
Purpose

Project team members conducted walking tours within the 32nd Ave. and 42nd Ave. study areas to allow residents to identify some specific strengths, weaknesses, and aspirations for the commercial areas, while on site. The purpose of the walking tours was to gain a better understanding about barriers in the walking and biking environment, and preferences for urban design, though there was also some discussion about uses that were appropriate for the sites.

Methodology

On March 20, 2012, the project team met with members of the public at appointed businesses in each of the commercial areas: Art House Coffee on 32nd Ave, and 7-Eleven on 42nd Ave. After explaining the purpose of the event, team members walked with each group on a planned route within the study area. To keep the discussion active, the project team planned stops at a number of locations to solicit questions and discuss specific elements. Although the project team formulated some specific questions to cover the elements in our purpose, the dialogue was kept relatively open, so that residents could feel free to express their opinions.
Findings

The discussion remained robust throughout the duration of each walking tour. The participants, which included roughly 12 neighborhood residents for 32nd Ave. and 7 for 42nd Ave, conveyed a lot of enthusiasm for the project. Several were excited about the potential of future development and extra attention that the area might receive. Residents provided constructive feedback and ideas in the areas of transportation, land-use and urban design for each area. Feedback is summarized below.

Land-Use and Urban Design

32nd Avenue

Though not the focus of the tour, specific uses for the 32nd Ave. area were discussed on the tour. Participants expressed interest in having more places to walk to and gather. Examples of businesses they would like to see included:

- restaurants
- brew pub
- garden supply
- bookstore

While on the tour, the manager of Lisac’s approached the group, and noted his interest in seeing secondary uses such as a farmer’s market for his parking lot, particularly in the summer when his business was slower. And when asked if they would like to see mixed-use in some locations, with retail on the first floor and residential above, many agreed that this approach would be appropriate for the street.

In terms of urban design, a few key elements were discussed including setbacks, parking configuration, and windows. Most participants agreed that they would like limited setbacks that feel more inviting to pedestrians, such as the Art House Cafe, which abuts the street, although some preferred a slight setback to allow for landscaping in front. Participants generally preferred parking to be either on-street or behind the buildings. Maximizing window coverage was also mentioned as a proper element to “enliven” the business, allowing pedestrians to look in as they walk. One participant noted that the windows were boarded up on the vacant building at 32nd and Malcolm, and the building has a lot of potential if these windows were re-installed.

“I like buildings that are closer to the street cause it encourages people to walk more.”

“We need safe ways for people to access the area and community-type places that draw the neighborhood in.”
One final point of discussion for the group was the form and concentration of commercial development along 32nd Ave. Some residents favored a node concept, where businesses are clumped in small nodes with residential uses between, much as is the case now. Others saw the area developing as a corridor with more consistent commercial uses along the street.

42nd Avenue

In general, the participants in the 42nd Ave. tour wanted future businesses to be “neighborhood-serving,” while continuing to support current businesses that have a regional draw, such as Nesbitt jewelers. The most prominent use that the participants desired was a community gathering place. The Community Center holds several events, including square dancing, but does not offer opportunities for informal interactions. They noted that currently the only place to gather was the Starbucks within the Safeway, which is not an appropriate environment for relaxed interactions.

In terms of urban form and design, participants had similar to comments on 32nd Ave, preferring smaller setbacks to the front parking lots that dominate the area. In addition, particular attention was paid to the orientation of the building entrance. For example, one building within the King Rd. shopping center abuts the street, but the entrances are oriented inward toward the parking lot. It would be more inviting to pedestrians if they were oriented toward the street with sufficiently wide sidewalks.

Transportation Access

32nd Avenue

With respect to the walking environment in the commercial area, participants expressed that the sidewalks on 32nd Ave. are uncomfortably narrow and close to high-speed traffic. The width of the streets prompted a few ideas for addressing the issue, including:

- Having on-street parking, alternating on each side of the street, to create a “meandering” effect to calm traffic, while creating a buffer from street traffic.
- Using the extra space for landscaping or bio-swales to “green” the street.

In addition to the pedestrian environment directly on 32nd, residents expressed concerns about the lack of sidewalks on cross streets as discouragement for residents to walk to the commercial area. Participants also expressed interest in creating strong pedestrian connections from the commercial area to the planned Tacoma Street light rail station.

The biking environment on 32nd Ave. was described as “dicey,” although some mentioned that for residents of the neighborhood that were familiar with alternate routes, such as 29th Ave, biking was pretty good. Most of the participants claimed that parking supply was not a major issue for the area.
42nd Avenue

The businesses on site are geared towards cars, with ample parking and a lack of pedestrian connections. A particular concern is that current and potential in-home businesses on King Rd. might present parking issues, as the street is busy and has no on-street parking.

Sidewalks directly within the commercial area were viewed as somewhat hospitable - the only area of particular concern for pedestrians was the intersection of King Rd. and 42nd Ave, which was considered confusing and unsafe for pedestrians. The majority of problems for residents come from the connecting streets, many of which lack sidewalks. Multiple residents mentioned that the key to making the area better was improving the walkability from the surrounding neighborhoods. If the area remained auto-dependent, people could simply choose to drive to 82nd or McLoughlin, which have a greater diversity of auto-oriented commercial activity.

Particular areas of concern for pedestrians were:

- 43rd Ave, north of King Rd. - a vital connection for pedestrians that is a “nightmare” to walk on, with a lot of traffic and no sidewalks.
- Monroe St. - an important connection from the neighborhood to the commercial area, but has a lot of traffic and no pedestrian realm. The bike boulevard design was mentioned as a proper treatment to divert traffic from this street.

One resident noted that although sidewalks throughout the neighborhood would be useful, there would likely be “pushback” from a lot of the neighbors that use the space for parking or other uses. It was suggested that an appropriate and cheaper alternative to sidewalks could be asphalt paths, such as the connection from behind The King Rd. Shopping Center on Harrison to 44th Ave.
3 Visioning Workshop

Purpose

The purpose of the Visioning Workshop was to obtain more nuanced input from community members about the strengths and weaknesses of the current commercial areas and the types of uses and businesses the community wants and doesn’t want in the 32nd and 42nd Ave. commercial areas.

By having conversations about these topics, Horizon Planning hoped to gain a deeper understanding of the desires of the community. This technique also allowed community members to talk to and learn from each other through dialogue.

Methodology

The Visioning Workshop was held on Wednesday, March 21st from 6:00 PM to 8:00 PM at the Lewelling Elementary school library.

Workshop participants sat in groups of three to five plus a facilitator from Horizon Planning. There were four small groups participating in the meeting. After a short introduction and explanation of the project, each of these small groups had about 30 minutes to discuss the strengths and weaknesses of the 32nd and 42nd commercial areas, and to identify the top two or three for each area. After time was up, the groups shared their results with everyone else in the room. A second activity involved about forty minutes of discussion about types of businesses that are wanted and not wanted in the commercial areas. Each small group had a set of 62 cards with types of businesses on them, and they categorized those businesses into three groups:

- Businesses we want
- Businesses that are OK
- Businesses we don’t want

After 40 minutes, the groups prioritized the business types and shared the results with everyone in the room.

How we got the word out

- City web calendar
- Milwaukie Pilot newsletter
- Email
- Twitter
- Posters – 32nd and 42nd
- Flyers to homes on 32nd
- Announcements at NDA meetings
Findings

Sixteen people participated in the workshop. Top strengths and weaknesses discussed and reported back to the group included:

32nd Ave Strengths
- Stable neighborhood with long-time residents
- Existence of sidewalks on 32nd Ave.
- Residential-commercial mix
- Greenery
- Lisac’s is a regional draw

32nd Ave Weaknesses
- Busy traffic
- No identity in commercial area
- Poor building maintenance/appearance
- Lack of multi-modal access, especially for bicycles
- Limited space for parking

42nd Ave Strengths
- Restaurants
- Availability of parking
- Community center is active
- Safeway design is attractive
- Potential for growth
- Lots of traffic – good visibility

42nd Ave Weaknesses
- Not designed for pedestrians
- Bad circulation in parking lot
- Confusing intersections
- Lack of greenery
- Used car lot is an eyesore

Top Businesses and Uses People Want and Don’t Want

<table>
<thead>
<tr>
<th>Wanted</th>
<th>Not Wanted</th>
<th>Mixed Feelings</th>
</tr>
</thead>
<tbody>
<tr>
<td>eating establishments - cafe, bakery, pub,</td>
<td>car dealership</td>
<td>food cart</td>
</tr>
<tr>
<td>deli, full-service restaurant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>community gathering space</td>
<td>liquor store</td>
<td>bar/pub</td>
</tr>
<tr>
<td>nursery/garden store</td>
<td>parking facility</td>
<td>arcade</td>
</tr>
<tr>
<td>hardware store</td>
<td>self-storage</td>
<td>drive-thru</td>
</tr>
<tr>
<td>grocery</td>
<td>large-scale business</td>
<td></td>
</tr>
<tr>
<td>small-scale business</td>
<td>adult business</td>
<td></td>
</tr>
</tbody>
</table>
Other Findings:

- Most agreed that a mix of residential and commercial uses is desirable
- Several participants said mixed use (retail below, housing or office above) on a small scale would be okay
- There was disagreement over the attractiveness of the Safeway development
- Many people like the idea of expansion of 42nd Ave. commercial zoning down to Monroe St.
- Participants agreed that ownership of businesses is important - they want locally-owned and family-owned businesses
- People were uncertain about the advantages of a commercial corridor versus commercial nodes along the street

Other commercial areas people like included:

- Alberta St, Portland
- Multnomah Village
- NW 23rd Ave, Portland
- Bridgeport Village
- Main St, Tigard
- Stark St. E. of 39th, Portland
- Hawthorne St, Portland
- Division St, Portland
- Main St, Milwaukie
- Clinton St, Portland
- Mississippi Ave, Portland
- Williams Ave, Portland
- Woodstock Blvd, Portland
- Belmont St, Portland
- 17th Ave, Sellwood
- Lake Oswego
- Eastmoreland

Characteristics they like about the other commercial areas:

- Businesses that blend in with the neighborhood
- Businesses are within walking distance of each other; can visit different shops in one trip
- Diversity of businesses
- Niche, specialty shops
- A sense of community
- Walkable environment
- Small-scale, mixed use development
- Eating establishments
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4 Interviews

Purpose

The project team conducted interviews with several business owners in the study areas to better understand the hopes and concerns of small business owners. Business owners are an important stakeholder group as changes to the commercial area could have direct effects on their business and livelihood. Interviews were also offered to neighborhood residents and property owners who could not attend outreach events, but wanted to share their insight and opinions about the area.

Methodology

Business Interviews
Interview questions were drafted in advance and focused on general business characteristics, business relationships and ideas for a community vision. In early March, Horizon Planning team members contacted businesses in person, passing out flyers with an outline of the project and contact information. At that time a few business owners were available for interviews, but several interviews were conducted at later dates by phone and in person. One aspiring business owner attended the project’s walking tour and requested to be interviewed.

Resident Interviews
As part of our outreach to announce the workshop, we contacted a list of residents that had expressed interest in the project through their NDA or the City directly. Knowing that some people might have a schedule conflict, we invited those residents that were unable to attend to contact us directly for a short interview. One resident, living ¼ mile south of the 42nd Ave. commercial area requested an interview.

Project team members also interviewed city staff and one planning commissioner.

How We Got the Word Out

• Postcard about project
• Flyer on project process
• In-person visits to businesses
• Phone calls to businesses

Businesses on 32nd Ave. (left to right): Art House Coffee, Lisac’s Fireplaces & Stoves, and Luther Davis Auto Repair
32nd Avenue Business Interviews:

- Art House Coffee
- Lisac’s Fireplace & Stove
- Luther Davis Auto Repair
- Potential cafe business (considering the area)
- Naomi’s Organic (considered the area)
- Cash’s Drapes Inc

42nd Avenue Business Interviews:

- Clackamas Book Exchange
- Mail House Plus
- Mike’s Drive-In Headquarters
- Nisbett Jewelers
- Premier Auto Wholesale
- Snap Fitness
- King Rd. Shopping Center

Findings

Interviews revealed that business owners are supportive of better designed areas, sidewalks and more walking customers. Many of them said that they currently get customers on foot. However, those that serve customers mostly outside the neighborhood stressed the importance of parking to their business, and were concerned that pedestrian improvements could impact their parking.

Several business owners identified proximity to residential areas and the traffic volume on 32nd, King, 42nd, and Harrison as strengths of their location. One mentioned the connection to Southeast Portland and Sellwood as a strength of 32nd Ave. Thoughts about the potential for growth differed among business owners. One said the area will look like Sellwood in 10 years, while another said little change was likely to occur, especially in residential lots. Another felt that the 42nd Ave. area should expand commercial zoning along the arterial streets.

With regard to business relationships, only one owner expressed interest in joining a business association or chamber of commerce. Most owners felt they could approach other business owners if needed, but they could not see the benefit to their business of being part of an official organization. One business recently quit the North Clackamas Chamber of Commerce because it was not benefitting from the organization, but would be interested in a smaller, more localized organization.

Based on past experiences with the city, a few owners expressed a concern that the city was “heavy-handed,” and others worried about future restrictions for them. For two owners, this was because regulations seemed restrictive, and the city unhelpful,
during a project’s development phase. Others had problems with sign permits or were searching for commercial opportunities and did not know who at the city to contact for help.

The resident the project team interviewed was a mother with young children, a demographic underrepresented with our other public outreach. Many of her concerns and aspirations were similar to the feedback we received from the walking tour and open house, in addition to some unique ideas. She would like the area to have more places to gather, such as cafes, parks, a library, or a community center. Specifically, she would like to see places that she could take her children for activities and wished the Milwaukie Community Center had more activities for all ages.

Regarding the walking environment, she mentioned that it was sufficient on 42nd Ave, but that the major deterrent to walking was the building form, which signals to pedestrians that the area is designed for cars.

Project team members also interviewed a Milwaukie Planning Commissioner who was unable to attend the walking tours. Her outlook on the commercial areas was that the ways to attract redevelopment are through the new MAX line, increasing walkability and bikeability, and tax increment financing (if the City would choose to use Urban Renewal in the future). She also mentioned the need for an City Economic Development Director to advertise Milwaukie. Her concerns about the commercial areas included pedestrian safety and connections to the Springwater Corridor. The gravel path from the Springwater to the Ardenwald neighborhood, along with the lack of signage, makes the connection unclear and does not indicate permanence.

Regarding land uses, she proposed a commercial corridor extending in the direction of the Legacy Hospital near 32nd and Harrison. She mentioned that some homes on 32nd are selling slowly, and that rezoning to commercial may make it easier to sell. Upzoning residential areas adjacent to the commercial zone may also be an incentive for property owners to support expanding the commercial zone because it could increase the resale value of their property. She emphasized the importance of screening and buffering standards for commercial uses next to residential uses, and brought up the possibility of limiting the operating hours of commercial uses.
Hillside Manor Resident Association Focus Group

Purpose

The purpose of this focus group was to ensure the involvement of the residents of Hillside Manor in the Neighborhood Main Streets Project.

Hillside Manor is an affordable housing development owned and operated by the Housing Authority of Clackamas County, and is within ½ mile of both the 32nd and 42nd Ave. commercial areas. Hillside Manor has 100 housing units serving approximately 110 single elderly and disabled residents. The neighboring Hillside Park also has 100 units serving approximately 180 residents with a variety of households types, 25% of whom are Russian-speaking. These two developments represent an important segment of the study area population, and the demographics of these residents are very different from most of the other residents who participated in our other outreach activities. Thus, attending their resident association meeting was important to fully understand the needs and desires of the entire community.

Methodology

Two project team members attended the March 26th Hillside Manor resident association meeting, held in the community room at the Manor.

The project team were given approximately 25 minutes at the beginning of the meeting. They explained the project, its purpose, the role of Horizon Planning and the City, and the importance of the input of the Hillside Manor residents.
Project team members first led a discussion about what residents do and do not like about the two commercial areas, taking notes on the responses. Then they asked more specifically what residents would want to see in each area, writing responses on an “I Want . . .” poster (discussed in the following section). This included types of businesses, as well as physical improvements to the buildings, streets, and neighborhood.

**Findings**

There were approximately 20 residents in attendance, as well as the property manager and resident services staff person. Unfortunately, no residents from Hillside Park attended (they do not have/do not maintain their own resident association, but sometimes attend the Manor meetings).

These participants provided a perspective on the study areas that was different from what Horizon Planning had heard from residents in its other public outreach activities, underscoring the importance of reaching out to this important part of the study area community.

In general, the people from the Hillside meeting do not go to businesses on 32nd Ave, even though they could walk to it. They do go to 42nd Ave, though mostly only to the Safeway. But even though the area is less than one mile away, those who do go almost exclusively drive, due to a difficult transit connection and the steep hill and unsafe pedestrian route between their home and the commercial area. In fact one woman reported taking the 32nd Ave. bus to the Safeway in Woodstock a few miles north, simply because it was directly on the bus route and thus more convenient.

As a result, it is unlikely that 42nd Ave. will be a “neighborhood main street” for these residents unless a transit connection is provided. However 32nd might serve that purpose, if businesses open that serve their wants and needs, because residents can walk or take a bus to it.

**32nd Avenue Comments (from discussion):**

- Sidewalks on 32nd not ADA accessible
- Not wide enough
- No/limited curb ramps
- Parking issues – limited on-street parking, so have to park in neighborhood, which could be inconvenience to neighbors
- Would like to see crosswalk from coffee shop to Erik’s market
- Want better streetlights

**42nd Avenue Comments (from discussion):**

- No sidewalks
- No street lights
- Doesn’t feel safe
• Safeway did a good job of updating shopping center
• 42nd Ave/Safeway is uphill/difficult to access
• One woman said she takes the bus to Safeway in Woodstock because it is along one route/easier to get to
• Sidewalks on Harrison are not good, especially if you have a cart you’re bringing to do grocery shopping
• Taking Llewellyn to King Rd. is the most direct route (around the hospital) but there are no sidewalks
• Little Caesar’s shut down

Businesses they want in the areas (from I Want . . . poster):

• Restaurants
• Craft store/fabric store/art supplies
• Dairy Queen/ice cream
• Sushi restaurant
• Book store
• Medical clinic/urgent care
• Restaurants
• KFC
• Popeye's Chicken (better and cheaper than KFC)
• Farmer's market/produce market
• Companion animal clinic
• Computer repair

Amenities they want in the areas (from I Want . . . poster):

• Blinking lights at crosswalks to make drivers aware of crosswalks
• Street lighting
• Sponsored wastebaskets (or lighting)
• Parking
• ADA sidewalks
6  “I Want . . .” Community Posters

Purpose

The purpose of the “I Want . . .” posters was to try and solicit information about aspirations for the study areas from residents who did not or could not attend our other public involvement activities. In particular, we were trying to reach specific demographics we were otherwise missing, namely families.

Methodology

During the week of March 19th, the project team hung “I Want . . .” posters at the following locations:

- Ardenwald Elementary School
- Linwood Elementary School
- Hillside Manor
- Laundromat on 42nd Ave.
- Art House Cafe

These posters were then collected on Tuesday, April 11th.
Findings

Only two of the four posters put up yielded results: The poster at Hillside Manor, and the one at Ardenwald Elementary. The poster put up at the Laundromat had been removed by the time we tried to collect it, and the posters put up at Linwood Elementary and Art House Coffee had no comments when collected.

The poster at Hillside Manor had been used to collect responses at the March 26th resident association meeting discussed in the previous section. It had the following additional comments when collected on April 10th:

- Popeye’s instead of KFC
- Sushi place
- Blinking lights at crosswalks

The poster at Ardenwald Elementary School had a number of comments, mostly from students, though one from a staff person. The comments are listed below:

- Skate park (school staff person)
- Better parks
- Dog
- Frog
- Panda
- Best Friend
- Pool (both 32nd and 42nd Ave)
- Snow Cones (mentioned twice)

Though many of these results are not precisely the kind of feedback we were looking for, we were very glad to see students participating. Depending on interpretation of those responses, they are thematically not much different from what we heard from adult residents through other forms of outreach. For example, students want public places to play/gather. The staff person’s comment about a skate park was explained as the need for a designated place the kids can hang out safely. This sentiment was echoed by a few residents in an NDA meeting and the Visioning Workshop. The children’s desire for a better park and a pool also underscore this need.

The snow cone comments also support this, though also touches on the need for small scale eating establishments. The comments about dogs, frogs, pandas and best friends are not as clearly connected, but perhaps still tie in to the desire for community.
Open House

Purpose

The purpose of the open house was to present draft recommendations to the public and to solicit input on the recommendations that would achieve the community vision of a neighborhood main street.

Methodology

The public open house was held on Saturday May 19 from 10:00 AM to 2:00 PM at the Milwaukie Pond House Used Book Store. The open house consisted of five posters, one explaining the public involvement so far, three posters detailing how proposed recommendations would meet the goals of the community vision statement, and one poster asking the public to provide suggested names for the commercial districts. The three goal posters describe the recommendations, and ask the public to prioritize and provide comment on recommendations with dot stickers and post-it notes.

Findings

34 attendees participated in the open house and provided input on the recommendations. A large number of participants indicated the new commercial zone should allow second floor housing and a brew-pub. Participants also indicated the city should prioritize the creation of a farmer’s market and the promotion of co-working spaces, incubators, and pop-up shops in vacant storefronts.
Participants prioritized the need for safer connections between the commercial district and the surrounding neighborhood. Many comments indicated the need for recommendations to address the high vehicle speeds and unsafe nature of walking on 32nd Ave, such as a buffer between traffic and pedestrians and traffic calming measures along the corridor.

Surprisingly, a large number of participants prioritized the need to expand the commercial zoning to include more properties. Suggestions to expand the zoning included north to Van Water on 32nd to be closer to the future Tacoma St. MAX station, and to both sides of 32nd Ave. Participants also suggested commercial zoning be expanded south on 42nd, east on King Rd. and west on Harrison to include existing businesses. Participants also prioritized the need to create places to gather, and for new construction to be pedestrian-scaled.

<table>
<thead>
<tr>
<th>Should These Be Allowed?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Floor Housing</td>
<td>●●●●●</td>
<td></td>
</tr>
<tr>
<td>Bar/Pub</td>
<td>●●●●●●</td>
<td>●●</td>
</tr>
<tr>
<td>Food Carts</td>
<td>●●●●●</td>
<td>●</td>
</tr>
<tr>
<td>Child Care</td>
<td>●●●●</td>
<td></td>
</tr>
<tr>
<td>Auto Service/repair</td>
<td>●●●●●●</td>
<td></td>
</tr>
</tbody>
</table>

Circles indicate the number of votes for Yes or No of allowing uses into new commercial zone.
## Priority of Solutions

### GOAL 1: Vibrant, Local Economy
- Co-working/incubator/pop-up in vacant storefronts
- Farmer’s Market
- Community Events
- Economic Development Technical Assistance
- Buy-Local Campaigns

### GOAL 2: Safe, Accessible Streets
- Improve walking/biking connections to surrounding neighborhoods
- Make sidewalks more comfortable
- Improve crossings at key intersections
- Add bike parking and identify on-street parking options
- Enhance pedestrian crossings

### GOAL 3: Neighborhood-Scale Identity
- Expansion of the commercial zone along the main street
- Create places for people to gather
- Storefront improvement program
- Commercial edges that blend into the neighborhood
- Encourage conversion of excess parking spaces
Ideas on Naming the Commercial Districts

32nd
- Ardenwald
- Ardenwald District

42nd
- Mid-town Milwaukie
- Midtowne
- Sellwood-Eastmoreland (combination neighborhood names)
- Grange District or Old Grange
Outreach Limitations

The Community Statement represents the views of the community members who participated in the *Neighborhood Main Street Project*, as described in this document. The different methods employed succeeded in reaching different groups of people, representing some variety of age and income level, but did not reach all groups.

Outreach was limited due to time and budget creating limitations. One such limitation is that posters and flyers announcing the events and activities were not translated into different languages, and Horizon Planning team members did not employ translators when unable to communicate with businesses. This could have been a barrier for the 25% of Hillside Park residents that are Russian-speaking. Also one owner was confused by our flyer and the project purpose due to a language barrier.

Another limitation was the “I Want . . .” posters, which were not as successful as we had hoped in getting feedback from the demographics we targeted (young parents). There are likely a few reasons for this. First of all, there was not a lot of context given about the project for the posters. For people who did not know about the project, there may not have been clear reasoning for participation. Second was the posters locations. Placing the posters in schools intended to reach children, but also parents of young children, a demographic that did not otherwise participate much in the process. However in reality, when parents are at schools they are often hurried and very busy, and thus unlikely to notice or take the time to comment on the posters. We believe bringing the posters to perhaps a PTA meeting for a short activity similar to that at Hillside Manor might have been a more effective way to engage that population.
Appendix A: List of Outreach Activities

Neighborhood Main Streets Public Involvement Outreach and Activities

Walking Tours
Saturday, March 10
• 32nd Ave: 12 participants
• 42nd Ave: 7 participants

NDA meetings
Hector Campbell, Lewelling, and Ardenwald
We have attended all NDA meetings since February to make announcements and hand out fliers

Survey
Survey is online and available in paper format at our Workshop, for the April NDA meetings, and by request.
101 responses.

Public Visioning Workshop
Wednesday, March 21, 6-8pm at Lewelling Elementary
16 participants

Hillside Manor Focus Group
Monday, March 26
20 participants - residents of Hillside Manor

Open House
Saturday, May 19
34 participants

Interviews - Business and Property Owners
• Gene and Pat Dieringer, King Rd. Shopping Center
• Paul Lisac, Lisac’s Stoves
• Naomi Montacre, Naomi’s Organic
• Kim, Luther Davis Auto Repair
• Marina, Mail House Plus
• Marilyn and Paul, Clackamas Book Exchange
• Nisbett Jewelers
• Brendan McKeon, Art House Cafe
Interviews - Community Members/City representatives

- Patrick Finn, Ardenwald resident and aspiring business owner
- Clare Fuchs, Milwaukie Planning Commissioner
- Joby Twigg, Hector Campbell resident
- Ryan Marquart, current planner

Other Outreach

- Postcard mailing by City in early February
- Flyering of all houses within the 32nd Ave. commercial-limited zone with workshop announcement and letter explaining project and inviting comments and questions
- Posting “I want _____” posters in:
  * Ardenwald Elementary
  * Linwood Elementary
  * Hillside Manor and Hillside Park
  * Library
  * Laundromat on 42nd
- Advertising of survey, workshop, walking tours, open house and general project information on:
  * City website
  * Milwaukie Pilot newsletter
  * Fliers in businesses, library, and schools
  * City Calendar
  * emails to NDAs and any participants who have provided email addresses
  * Twitter
- Mailing to residents, property owners, business tenants in and adjacent to commercial zones to advertise open house
- Inviting people from project email list to come to events and/or participate in one-on-one interviews
- Oregonian articles about the project
http://www.oregonlive.com/milwaukie/index.ssf/2012/02/psu_grad_students_assist_milwa.html
http://www.oregonlive.com/milwaukie/index.ssf/2012/03/milwaukie_residents_invited_to_1.html
- Milwaukie Rules blog interviewed project team (early April)
- Milwaukie Rules blog advertised the project (early March)
http://milwaukierules.com/blog/the-milwaukie-rules-blog/neighborhood-main-street-project
### Neighborhood Main Streets Survey

Welcome, and thank you for taking the Neighborhood Main Streets survey. By answering these 14 questions, you will help to develop a community vision for Milwaukie’s commercial areas along 32nd and 42nd Avenues.

Tell us how you currently use these commercial areas, and what might help them to become thriving Neighborhood Main Streets. Your responses to this survey are anonymous.

The map below shows the 32nd and 42nd Avenue commercial areas outlined in black.

Please mail completed surveys to:
Ryan Marquardt, 6101 SE Johnson Creek Blvd, Milwaukie, OR 97260

#### Q1. Help us define what a Neighborhood Main Street in Milwaukie can be. Main streets are usually defined as having a traditional commercial identity with a strong sense of the immediate neighborhood. Think about turning 32nd and 42nd Avenues into ideal Neighborhood Main Streets. How important are the following characteristics in your vision?

<table>
<thead>
<tr>
<th></th>
<th>Very Important</th>
<th>Moderately Important</th>
<th>Not Important</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is a variety of businesses</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>There are community gathering spaces</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>There are street trees or other landscaping</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The businesses are locally-owned</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The area is pleasant to walk around</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>There is convenient parking for my car</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>There is convenient parking for my bike</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The buildings are attractive and well-maintained</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Other</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Other: __________________________________________________________________________________________
Q2. What kinds of businesses would you like to see in the 32nd or 42nd Avenue commercial areas? Please respond to each business category below.

<table>
<thead>
<tr>
<th>Business Category</th>
<th>I Would Like to See</th>
<th>I Would NOT Like to See</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel (clothing, shoes)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Arts, Entertainment, Recreation (theaters, art galleries)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Business and Professional Services (law offices, accounting, realty)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Fitness, Health and Wellness (yoga studios, fitness centers)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Food Stores (grocery stores, specialty grocers, convenience marts)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Restaurants (cafe, bakery, full-service restaurant, pub)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Medical offices (clinics, dentist offices)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Personal Care Services (salons, barber shops, massage therapy)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Other Services (appliance/electronics repair, laundry/dry cleaning)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Specialty Retail (jewelry, bookstores, gift stores)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Vehicle sales or services (auto shop, tire shop, car wash)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Other</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

**Other:** __________________________________________________________________________

Q3. How often do you visit the commercial area along 32nd Avenue?

- ☐ Daily
- ☐ A few times per week
- ☐ A few times per month
- ☐ A few times per year
- ☐ Never

Q4. How do you travel to the 32nd Avenue commercial area?

<table>
<thead>
<tr>
<th>Travel Method</th>
<th>Always</th>
<th>Most of the time</th>
<th>Some of the time</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>I walk</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I bike</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I drive</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Q5. How often do you visit the commercial area along 42nd Avenue?

- ☐ Daily
- ☐ A few times per week
- ☐ A few times per month
- ☐ A few times per year
- ☐ Never

Q6. How do you travel to the 42nd Avenue commercial area?

<table>
<thead>
<tr>
<th>Travel Method</th>
<th>Always</th>
<th>Most of the time</th>
<th>Some of the time</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>I walk</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I bike</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I take the bus</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I drive</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
Q7. Are there significant reasons you do not walk or bike to the commercial areas along 32nd or 42nd? Select all that apply.
- It is too far to walk or bike
- The amount of car traffic makes me uncomfortable
- Sidewalks are damaged or incomplete
- The street crossings are unsafe
- There is insufficient lighting
- I don’t feel secure due to crime or other outside elements
- Poor weather conditions
- I am not physically able to walk or bike
- I do not enjoy walking or biking as a form of transportation
- Other ____________________________________________

Q8. Would you like to see commercial redevelopment occur on 32nd and 42nd Avenues?
- Yes
- No
- I’m not sure
- No opinion

Q9. Do you have any additional comments?

Thank you so much for taking the time to fill out our survey. Now we have just a few questions about you.

Q10. What neighborhood do you live in?
- Ardenwald-Johnson Creek
- Hector Campbell
- Historic Milwaukie
- Island Station
- Lewelling
- Lake Road
- Linwood
- McLoughlin Industrial
- I’m not sure
- I do not live in Milwaukie
- I would rather not say

Q11. What is the nearest intersection to where you live? Leave blank if you prefer not to answer.

Q12. What is your gender?
- Male
- Female
- I would rather not say

Q13. What is your age?
- Under 18
- 18 to 40
- 41 to 64
- 65 or older
- I would rather not say

Q14. What is your race? Select all that apply.
- White
- African American / Black
- Hispanic
- Asian / Pacific Islander
- Other
- I would rather not say

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<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Very Important</th>
<th>Moderately Important</th>
<th>Not Important</th>
<th>No Opinion</th>
<th>Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>There is a variety of businesses</td>
<td>61</td>
<td>39</td>
<td>3</td>
<td>1</td>
<td>104</td>
<td>1.46</td>
</tr>
<tr>
<td>3</td>
<td>There are community gathering spaces</td>
<td>47</td>
<td>39</td>
<td>17</td>
<td>0</td>
<td>103</td>
<td>1.71</td>
</tr>
<tr>
<td>5</td>
<td>There are street trees or other landscaping</td>
<td>66</td>
<td>33</td>
<td>4</td>
<td>1</td>
<td>104</td>
<td>1.42</td>
</tr>
<tr>
<td>6</td>
<td>The businesses are locally-owned</td>
<td>41</td>
<td>49</td>
<td>13</td>
<td>1</td>
<td>104</td>
<td>1.75</td>
</tr>
<tr>
<td>7</td>
<td>The area is pleasant to walk around</td>
<td>85</td>
<td>16</td>
<td>1</td>
<td>1</td>
<td>103</td>
<td>1.20</td>
</tr>
<tr>
<td>11</td>
<td>There is convenient parking for my car</td>
<td>27</td>
<td>40</td>
<td>35</td>
<td>2</td>
<td>104</td>
<td>2.12</td>
</tr>
<tr>
<td>8</td>
<td>There is convenient parking for my bike</td>
<td>37</td>
<td>45</td>
<td>19</td>
<td>3</td>
<td>104</td>
<td>1.88</td>
</tr>
<tr>
<td>9</td>
<td>The buildings are attractive and well-maintained</td>
<td>74</td>
<td>29</td>
<td>0</td>
<td>1</td>
<td>104</td>
<td>1.31</td>
</tr>
<tr>
<td>10</td>
<td>Other</td>
<td>19</td>
<td>4</td>
<td>0</td>
<td>39</td>
<td>62</td>
<td>2.95</td>
</tr>
</tbody>
</table>

Other

- There are sidewalks to get there from my house
- Low traffic speed/Walkability
  - The businesses should be aimed at local clientele like bakery, book shop, coffee shop, grocery store etc. rather than a business not designed for local retail like: machine shop, graphic design studio, etc.
  - I would love to see neighborhood markets, and stores that actually bring people in to our town, and make me want to slip on my shoes and walk my neighborhood – thank you!
- Traffic speed is maintained
  - No drive throughs, no food cart pods
  - Traffic laws enforced
- Family friendly
  - Family friendly biz
  - Ease of moving traffic and pedestrians safely
  - Safe, clean, useful, like a U.S. Post office in a nice building. This would be very welcome.
- Walkability from the surrounding neighborhoods, (beyond very important)
  - Auto & Pedestrian Safety
  - A real nice post office
  - Mixed-use development
  - Spaces for live music
  - A hive of activity with healthy choices some what like Pike place market in Seattle only nicer looking
  - Bakeries/Breads
  - Bakery, cafe, or brewpub
  - Safety
    - Enforced speed for traffic
    - To not change the residential areas
    - Low impact to residents’ privacy and peace
    - Evening places - Restaurants, Pub,
  - Noise Levels are low
  - Restaurants are present
  - Parking on 32nd.
  - Lose the strip mall look
  - Police patrolled

<table>
<thead>
<tr>
<th>Statistic</th>
<th>There is a variety of businesses</th>
<th>There are community gathering spaces</th>
<th>There are street trees or other landscaping</th>
<th>The businesses are locally-owned</th>
<th>The area is pleasant to walk around</th>
<th>There is convenient parking for my car</th>
<th>There is convenient parking for my bike</th>
<th>The buildings are attractive and well-maintained</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Max Value</td>
<td>4</td>
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<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mean</td>
<td>1.46</td>
<td>1.71</td>
<td>1.42</td>
<td>1.75</td>
<td>1.20</td>
<td>2.12</td>
<td>1.88</td>
<td>1.31</td>
<td>2.95</td>
</tr>
<tr>
<td>Variance</td>
<td>0.37</td>
<td>0.94</td>
<td>0.38</td>
<td>0.50</td>
<td>0.24</td>
<td>0.67</td>
<td>0.65</td>
<td>0.27</td>
<td>2.62</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.61</td>
<td>0.74</td>
<td>0.62</td>
<td>0.71</td>
<td>0.49</td>
<td>0.82</td>
<td>0.80</td>
<td>0.52</td>
<td>1.62</td>
</tr>
<tr>
<td>Total Responses</td>
<td>104</td>
<td>103</td>
<td>104</td>
<td>104</td>
<td>103</td>
<td>104</td>
<td>104</td>
<td>104</td>
<td>104</td>
</tr>
</tbody>
</table>
2. What kinds of businesses would you like to see in the 32nd or 42nd Avenue commercial areas? Please respond to each business category below.

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>I Would Like to See</th>
<th>I Would NOT Like to See</th>
<th>No Opinion</th>
<th>Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apparel (clothing, shoes)</td>
<td>45</td>
<td>18</td>
<td>36</td>
<td>99</td>
<td>1.91</td>
</tr>
<tr>
<td>2</td>
<td>Arts, Entertainment, Recreation (theaters, art galleries)</td>
<td>63</td>
<td>14</td>
<td>21</td>
<td>98</td>
<td>1.57</td>
</tr>
<tr>
<td>3</td>
<td>Business and Professional Services (law offices, accounting, realty)</td>
<td>32</td>
<td>35</td>
<td>33</td>
<td>100</td>
<td>2.01</td>
</tr>
<tr>
<td>4</td>
<td>Fitness, Health and Wellness (yoga studios, fitness centers)</td>
<td>69</td>
<td>10</td>
<td>19</td>
<td>98</td>
<td>1.49</td>
</tr>
<tr>
<td>5</td>
<td>Food Stores (grocery stores, specialty grocers, convenience marts)</td>
<td>85</td>
<td>6</td>
<td>8</td>
<td>99</td>
<td>1.22</td>
</tr>
<tr>
<td>6</td>
<td>Restaurants (cafe, bakery, full-service restaurant, pub)</td>
<td>97</td>
<td>2</td>
<td>1</td>
<td>100</td>
<td>1.04</td>
</tr>
<tr>
<td>7</td>
<td>Medical offices (clinics, dentist offices)</td>
<td>28</td>
<td>34</td>
<td>36</td>
<td>98</td>
<td>2.08</td>
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<tr>
<td>8</td>
<td>Personal Care Services (salons, barber shops, massage therapy)</td>
<td>70</td>
<td>6</td>
<td>23</td>
<td>99</td>
<td>1.53</td>
</tr>
<tr>
<td>9</td>
<td>Other Services (appliances/electronics repair, laundry/dry cleaning)</td>
<td>28</td>
<td>43</td>
<td>26</td>
<td>97</td>
<td>1.98</td>
</tr>
<tr>
<td>10</td>
<td>Specialty Retail (jewelry, bookstores, gift stores)</td>
<td>77</td>
<td>6</td>
<td>16</td>
<td>99</td>
<td>1.38</td>
</tr>
<tr>
<td>11</td>
<td>Vehicle sales or services (auto shop, tire shop, car wash)</td>
<td>9</td>
<td>75</td>
<td>16</td>
<td>100</td>
<td>2.07</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>13</td>
<td>4</td>
<td>47</td>
<td>64</td>
<td>2.53</td>
</tr>
</tbody>
</table>

Other

- Brewpub
- Gas station
- Bike shop
- Food cart pods & chain fast foods
- Something Kid Friendly
- Toy store, music store w/lessons
- A florist, bakery, antique shop, candy shop, fresh produce, butchers, a small police precinct would be awesome.
- Play Center for Children
- Bike shop, shoe repair, comic book shop, Baskin Robbins ice cream
- Adult stores
- Mini Golf/arcade
- Pastries and fresh produce, butchers shop with a catch of the day type thing
- Trees, shrubs, flowers
- Bakery or brewpub
- Not to be developed
- Don’t build so much we need to build parking lots everywhere
- Library
- Kid-friendly cafe, etc.
- Deli, not restaurants or pub (this respondent filled out the question for 32nd and 42nd separately, entered answers are those that apply to both - JH)

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Apparel (clothing, shoes)</th>
<th>Arts, Entertainment Recreation (theaters, art galleries)</th>
<th>Business and Professional Services (law offices, accounting, realty)</th>
<th>Fitness, Health and Wellness (yoga studios, fitness centers)</th>
<th>Food Stores (grocery stores, specialty grocers, convenience marts)</th>
<th>Restaurants (cafe, bakery, full-service restaurant, pub)</th>
<th>Medical offices (clinics, dentist offices)</th>
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<th>Other Services (appliances/electronics repair, laundry/dry cleaning)</th>
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<th>Vehicle sales or services (auto shop, tire shop, car wash)</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
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</tr>
<tr>
<td>Max Value</td>
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<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>1.91</td>
<td>1.57</td>
<td>2.01</td>
<td>1.49</td>
<td>1.22</td>
<td>1.04</td>
<td>1.04</td>
<td>1.08</td>
<td>1.53</td>
<td>1.98</td>
<td>1.38</td>
<td></td>
</tr>
<tr>
<td>Variance</td>
<td>0.82</td>
<td>0.68</td>
<td>0.66</td>
<td>0.64</td>
<td>0.34</td>
<td>0.06</td>
<td>0.65</td>
<td>0.72</td>
<td>0.96</td>
<td>0.57</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.90</td>
<td>0.82</td>
<td>0.81</td>
<td>0.80</td>
<td>0.58</td>
<td>0.24</td>
<td>0.81</td>
<td>0.85</td>
<td>0.75</td>
<td>0.75</td>
<td>0.90</td>
<td>0.99</td>
</tr>
<tr>
<td>Total Responses</td>
<td>99</td>
<td>98</td>
<td>100</td>
<td>98</td>
<td>99</td>
<td>100</td>
<td>98</td>
<td>99</td>
<td>97</td>
<td>99</td>
<td>100</td>
<td>68</td>
</tr>
</tbody>
</table>
3. How often do you visit the commercial area along 32nd Avenue?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
</table>
| 1   | Daily        |     | 15       | 15%
| 2   | A few times per week | | 17 | 17%
| 3   | A few times per month | | 20 | 20%
| 4   | A few times per year | | 16 | 16%
| 5   | Never        |     | 32       | 32% |
|     | Total        |     | 100      |     |

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>5</td>
</tr>
<tr>
<td>Mean</td>
<td>3.33</td>
</tr>
<tr>
<td>Variance</td>
<td>2.12</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>1.46</td>
</tr>
<tr>
<td>Total Responses</td>
<td>100</td>
</tr>
</tbody>
</table>

4. How do you travel to the 32nd Avenue commercial area?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Always</th>
<th>Most of the time</th>
<th>Some of the time</th>
<th>Never</th>
<th>Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I walk</td>
<td>4</td>
<td>21</td>
<td>25</td>
<td>32</td>
<td>82</td>
<td>3.04</td>
</tr>
<tr>
<td>2</td>
<td>I bike</td>
<td>4</td>
<td>8</td>
<td>30</td>
<td>36</td>
<td>78</td>
<td>3.26</td>
</tr>
<tr>
<td>3</td>
<td>I ride the bus</td>
<td>2</td>
<td>0</td>
<td>15</td>
<td>57</td>
<td>74</td>
<td>3.72</td>
</tr>
<tr>
<td>4</td>
<td>I drive</td>
<td>27</td>
<td>30</td>
<td>24</td>
<td>18</td>
<td>99</td>
<td>2.33</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistic</th>
<th>I walk</th>
<th>I bike</th>
<th>I ride the bus</th>
<th>I drive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mean</td>
<td>3.04</td>
<td>3.26</td>
<td>3.72</td>
<td>2.33</td>
</tr>
<tr>
<td>Variance</td>
<td>0.85</td>
<td>0.71</td>
<td>0.37</td>
<td>1.14</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.92</td>
<td>0.84</td>
<td>0.61</td>
<td>1.07</td>
</tr>
<tr>
<td>Total Responses</td>
<td>82</td>
<td>78</td>
<td>74</td>
<td>99</td>
</tr>
</tbody>
</table>
5. How often do you visit the commercial area along 42nd Avenue?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Daily</td>
<td></td>
<td>14</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>A few times per week</td>
<td></td>
<td>46</td>
<td>46%</td>
</tr>
<tr>
<td>3</td>
<td>A few times per month</td>
<td></td>
<td>28</td>
<td>28%</td>
</tr>
<tr>
<td>4</td>
<td>A few times per year</td>
<td></td>
<td>11</td>
<td>11%</td>
</tr>
<tr>
<td>5</td>
<td>Never</td>
<td></td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Statistic

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>5</td>
</tr>
<tr>
<td>Mean</td>
<td>2.39</td>
</tr>
<tr>
<td>Variance</td>
<td>0.81</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.90</td>
</tr>
<tr>
<td>Total Responses</td>
<td>100</td>
</tr>
</tbody>
</table>

6. How do you travel to the 42nd Avenue commercial area?

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Always</th>
<th>Most of the time</th>
<th>Some of the time</th>
<th>Never</th>
<th>Responses</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I walk</td>
<td>3</td>
<td>5</td>
<td>43</td>
<td>32</td>
<td>83</td>
<td>3.25</td>
</tr>
<tr>
<td>2</td>
<td>I bike</td>
<td>2</td>
<td>9</td>
<td>29</td>
<td>40</td>
<td>80</td>
<td>3.34</td>
</tr>
<tr>
<td>3</td>
<td>I take the bus</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>70</td>
<td>73</td>
<td>3.96</td>
</tr>
<tr>
<td>4</td>
<td>I drive</td>
<td>47</td>
<td>37</td>
<td>12</td>
<td>3</td>
<td>99</td>
<td>1.71</td>
</tr>
</tbody>
</table>

Statistic

<table>
<thead>
<tr>
<th>Statistic</th>
<th>I walk</th>
<th>I bike</th>
<th>I take the bus</th>
<th>I drive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mean</td>
<td>3.25</td>
<td>3.34</td>
<td>3.96</td>
<td>1.71</td>
</tr>
<tr>
<td>Variance</td>
<td>0.53</td>
<td>0.61</td>
<td>0.04</td>
<td>0.84</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.73</td>
<td>0.78</td>
<td>0.20</td>
<td>0.80</td>
</tr>
<tr>
<td>Total Responses</td>
<td>83</td>
<td>80</td>
<td>73</td>
<td>99</td>
</tr>
</tbody>
</table>
7. Are there significant reasons you do not walk or bike to the commercial areas along 32nd or 42nd? Select all that apply.

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>It is too far to walk or bike</td>
<td></td>
<td>19</td>
<td>22%</td>
</tr>
<tr>
<td>2</td>
<td>The amount of car traffic makes me uncomfortable</td>
<td></td>
<td>26</td>
<td>30%</td>
</tr>
<tr>
<td>3</td>
<td>Sidewalks are damaged or incomplete</td>
<td></td>
<td>41</td>
<td>47%</td>
</tr>
<tr>
<td>4</td>
<td>The street crossings are unsafe</td>
<td></td>
<td>13</td>
<td>15%</td>
</tr>
<tr>
<td>5</td>
<td>There is insufficient lighting</td>
<td></td>
<td>11</td>
<td>13%</td>
</tr>
<tr>
<td>6</td>
<td>I don’t feel secure due to crime or other outside elements</td>
<td></td>
<td>4</td>
<td>5%</td>
</tr>
<tr>
<td>7</td>
<td>Poor weather conditions</td>
<td></td>
<td>24</td>
<td>27%</td>
</tr>
<tr>
<td>8</td>
<td>I am not physically able to walk or bike</td>
<td></td>
<td>5</td>
<td>6%</td>
</tr>
<tr>
<td>9</td>
<td>I do not enjoy walking or biking as a form of transportation</td>
<td></td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>10</td>
<td>Other</td>
<td></td>
<td>33</td>
<td>38%</td>
</tr>
</tbody>
</table>

Other

- Time
  - I do walk and bike
    - 32nd is not bikability due to lack of ample shopping.
    - I do walk, I just don’t ride my bike.
  - traffic speed
  - I don’t have a bike
  - Reckless, impatient drivers
  - No place to safely tie up my dog when I go inside. Also lazy about walking.
  - Have to carry groceries.
  - Not very visually pleasing
  - Indirect, unreliable transit service.
  - You will get killed if you walk because the city doesn’t prioritize the walkability of this area. This question only allowed me to select three. I’d also include the traffic and unsafe crossings. Can you do something about the weather conditions?
  - Inadequate bike parking
  - not in my area of travel typically
  - not enough time!
  - Though I’m still active, I’m 69 years old so prefer to drive when running errands.
  - 32nd is very empty
  - too much too carry from Safeway
  - on 32nd - nothing to draw me there. 42 - too many groceries to walk
  - Crossing Highway 224 feels like you’re going to another country. Something should’d be done to bridge these two sides of Milwaukie.
  - I am most likely to go to 42nd area after going to the farmer’s market on Sunday - I usually have too much stuff to carry on my bike
  - 42nd is too far away to conveniently walk and I never really need to go to the businesses on 32nd.
  - I am on my way to somewhere else and need to travel by car
  - I won’t bike because 32nd is close, 42nd sidewalks are scary and cars don’t look for bikes on king Rd. Sometimes 42nd area too far for time that I have.
  - I do walk and bike, but 32nd could use some help
  - Uphill with kids!
  - too far to walk with groceries, don’t have a bike, don’t want to be on same road as cars (walking is ok)

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>10</td>
</tr>
<tr>
<td>Total Responses</td>
<td>88</td>
</tr>
</tbody>
</table>
8. Do you have any additional comments?

<table>
<thead>
<tr>
<th>Text Response</th>
</tr>
</thead>
</table>
| It’s the same distance from home to Sellwood—if there were shops, etc. there I would visit. A sidewalk along SE 43rd avenue between Howe and King is imperative. Already lots of pedestrians (and school kids including school bus stops) and there is no sidewalk. Would probably increase pedestrian traffic from the Adelndale/Dewelling neighborhoods to Safeway/SE 42nd commercial area. We almost always drive to that area and would love to walk (or ride bikes if there were bike lanes on SE 42nd between Johnson Creek).

Keep traffic speeds low and enhance walkability
dean up of the area is good for our home values.
I want to see a local small business supported. I am opposed to big chain stores.
I like to see food establishments and book shops along SE 32nd Ave where people can gather. There isn’t really too many places for Adelndale residents to conveniently walk to.
Would love to have other food options. Bakery, specialty, sandwiches, breakfast, etc.
Cause development of commercial nodes like this in order to create 20 neighborhoods, so you want to try to encourage the kinds of businesses that folks use on a daily or at least 2 or 3 times a week basis so that they can do their shopping or whatever without driving somewhere else.

This is my hood so I’d love to see something happen. Maybe Short Snout Brewing will get in on 32nd?
I live close to 42nd Ave business disrict. I am kinda okay with the area. There is a grocery store that I often shop. I go to a barber/salon once in while. That is it. I dont care about 32nd. I bike across the 32nd street almost daily. I dont bike on the 32nd street too narrow to bike comfortably. It is my area of interest/concerns.
I love this idea—I love this town and plan to stay here for a very long time. There is a coffee shop that I often shop. I go to a barber/salon once in while. That is it. I dont care about 32nd. I bike across the 32nd street almost daily. I dont bike on the 32nd street too narrow to bike comfortably. It is my area of interest/concerns.

These two areas are quite small and I am not sure what the purpose of redeveloping these areas is for? It would be nice to see some additional business, but to be honest, how much business do you really think the community can support? However if we had a really good bakery on the area that would be great. I’ll add it to my wish list.
I am so excited about this project! Thank you! I would like to see my neighbors be able to walk to things like coffee shops, restaurants, art galleries, book stores, etc.
I strongly support the idea of new businesses that are close and convenient to our homes. I’d prefer small independently owned businesses. A nice grocery store would be ideal, a deli (NOT Subway, Quizno’s etc) When Gramore developed the site across from the Milwaukee Market Place, they came to our NDA meeting to ask us what we wanted. We said brew pub, good restaurant, coffee shop, book store. We got: Wallgreens, tanning shop, chain sub shop, and a pizza restaurant (now closed, but re-opened as a lottery shop). The only place I use in that development is the Kinkos/Fedex.
I do not want additional traffic on these streets, as it becomes unsafe to cross the streets anymore. There is a recurring problem of drivers that pass the buses and create hazards to oncoming traffic, pedestrians, and our pets. Something needs to be done about the reckless drivers on the roads, and it isn’t adding more businesses and traffic. Thank you.

Pinking Safeway is too close to each other so I am concerned about safety backing out to leave a parking space. No large commercial businesses. Only family friendly businesses.
Would like to see a Farmers Market on Saturday. A cafe would be nice with meeting area (not a major company like Subway). Local, quality businesses. Variety is nice.
Development needs to include variety but well fit together. In the interest of success, finding out what people want to make use of and will support financially would make good sense.
Supporting commercial development depends greatly on the details.....I would prefer to see it happen at key intersections rather than along the entire series of blocks.
42nd should remove the used car lot it really takes away from the feel of a nice area, and the 7 eleven needs updating, the bus stop needs to be fixed with a shelter of some sort not glass again, better lighting is needed.
A good coffee shop and cafe is desired.

Would like mix of housing and businesses. Like North Mississippi ans North Williams.
no
Street improvements and wide sidewalks are needed on SE 43rd Avenue north of the SE 42nd Avenue Commercial District. I often see people with canes, wheelchairs, and other mobility devices using the shoulder of the street to access both the Safeway Store and the Line 31 TriMet bus on SE King Road. The City of Milwaukee needs to revise its sidewalk standards. Even most new sidewalks are too narrow, have too many driveway ramps, and have too many obstructions such as power poles.
The city did a study about 12-15 years ago of this very issue for 42nd and King. What they found then was without pedestrian access you really aren’t going to change the area. I am happy the city is spending some time on this topic because the economic development money that was budgeted to do more than this little exercise of pretty concepts was spent on baseball. You want to do something for that area? Walk 10 minutes in any direction on a rainy day. Then you’ll see why the area is underdeveloped. Build access and the “economic development” will follow. As you are graduating from PSU as a planner I would congratulate you on choosing a noble career path to build better places to live.

We need a redevelopment of 42nd Ave if for no other reason than to create a community for residents to visit.
Safeway on 42nd is our closest supermarket—they do a good job, but it’s too far to walk from 34th Ave. I hope to try it by bike later this year, when I get mine refitted.

A sidewalk on the east side of 42nd would be nice and the used car junk yard should go away. You should send a representative to Hood River town hall and see if any fruit growers would have interest in selling year round produce in Milwaukee at a nice new developed area such as 42nd. Alpenrose dairy products are always a welcome item that is local I think.
9. Would you like to see commercial redevelopment occur on 32nd and 42nd Avenues?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td></td>
<td>77</td>
<td>79%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td></td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>3</td>
<td>I'm not sure</td>
<td></td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>4</td>
<td>No opinion</td>
<td></td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>98</td>
<td></td>
</tr>
</tbody>
</table>

Analysis:

- **Total Responses**: 98
- **Yes**: 77 (79%)
- **No**: 3 (3%)
- **I’m not sure**: 15 (15%)
- **No opinion**: 3 (3%)

**Discussion**:

- **Commercial Redevelopment**: There is a strong preference for commercial redevelopment on 32nd Avenue, with 79% of respondents indicating a desire for new businesses in the area. This supports the idea of activating the area for economic growth.

- **N/A**: Only 3% of respondents marked “No”, suggesting a generally positive sentiment towards commercial development.

- **Additional Comments**:
  - Many respondents expressed a desire for sidewalks, safer streets, and more walkable neighborhoods. This indicates a need for improved infrastructure and pedestrian safety.
  - Some expressed concern about overbuilding and traffic increase, highlighting the importance of a balanced approach to development.
  - There was a consensus that commercial development should be attractive and safe, with an emphasis on walkability and bike-friendly spaces.

- **Supporting Points**:
  - Improved sidewalks and streets can enhance the appeal of commercial areas, facilitating pedestrian traffic and自行车 transportation.
  - The presence of sidewalks and safer streets can attract new businesses and support local enterprise.

- **Implications**:
  - The data suggests a strong interest in commercial redevelopment on 32nd Avenue, with a need to balance increased commercial activity with pedestrian safety and convenience.
  - Further analysis should focus on specific types of businesses that would best serve the community, ensuring that development aligns with the preferences of the local population.

- **Action Items**:
  - Explore public engagement mechanisms to gather more detailed preferences from the community.
  - Conduct a detailed analysis of existing commercial and residential properties to understand their potential impact on the neighborhood.
  - Develop a strategic plan that takes into account the community’s desire for walkability and safety, while supporting business growth.

- **Conclusion**:
  - The community has a strong appetite for commercial development on 32nd Avenue, with a clear preference for sidewalk improvements and pedestrian-friendly spaces. Further research and community input will be essential in crafting a development plan that meets the needs and desires of the neighborhood.
Thank you so much for taking the time to fill out our survey. Now we have just a few questions about you. Clicking the "next" button at the bottom of this page will submit your survey results. Which neighborhood do you live in? Please refer to the map below.

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ardenwald-Johnson Creek</td>
<td></td>
<td>47</td>
<td>49%</td>
</tr>
<tr>
<td>2</td>
<td>Hector Campbell</td>
<td></td>
<td>14</td>
<td>15%</td>
</tr>
<tr>
<td>3</td>
<td>Historic Milwaukie</td>
<td></td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>4</td>
<td>Island Station</td>
<td></td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>5</td>
<td>Lewelling</td>
<td></td>
<td>14</td>
<td>15%</td>
</tr>
<tr>
<td>6</td>
<td>Lake Road</td>
<td></td>
<td>6</td>
<td>6%</td>
</tr>
<tr>
<td>7</td>
<td>Linwood</td>
<td></td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>8</td>
<td>McLoughlin Industrial</td>
<td></td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>9</td>
<td>I'm not sure</td>
<td></td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>10</td>
<td>I do not live in Milwaukie</td>
<td></td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>11</td>
<td>I would rather not say</td>
<td></td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>12</td>
<td>Milwaukie Business Industrial</td>
<td></td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>95</td>
<td></td>
</tr>
</tbody>
</table>

Statistic | Value  
---|-------
Min Value | 1     
Max Value | 11    
Mean      | 2.89  
Variance  | 6.63  
Standard Deviation | 2.57  
Total Responses | 95  

What is the nearest intersection to where you live? Leave blank if you prefer not to answer.

<table>
<thead>
<tr>
<th>Text Response</th>
<th>Logus Rd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE 43rd Johnson Creek Blvd</td>
<td>32nd and Wake</td>
</tr>
<tr>
<td>Home/Monroe</td>
<td>van water st and se 32nd</td>
</tr>
<tr>
<td>McLoughlin and River Road</td>
<td>SE 42nd Ave and JCB</td>
</tr>
<tr>
<td>SE 42nd and Roswell</td>
<td>42nd &amp; Roswell</td>
</tr>
<tr>
<td>SE 32nd &amp; Sherrett</td>
<td>SE 37th &amp; Tenino</td>
</tr>
<tr>
<td>32nd and Harrison</td>
<td>32nd and Johnson Creek Blvd.</td>
</tr>
<tr>
<td>32nd and Sherrett St.</td>
<td>Stanley and King (Ardenwald School boundary)</td>
</tr>
<tr>
<td>Between Harvey &amp; Rockwood off of 32nd Ave.</td>
<td>Johnson Creek and Stanley - I'm in the unincorporated area.</td>
</tr>
<tr>
<td>32nd/Johnson Creek</td>
<td>32nd and Rockwood</td>
</tr>
<tr>
<td>Harrison and 24th ave</td>
<td>Home Ave/Dick St</td>
</tr>
<tr>
<td>32nd &amp; Rockwood</td>
<td>34th and Rockwood</td>
</tr>
<tr>
<td>home avenue and ada lane</td>
<td>Balfour street and 32nd</td>
</tr>
<tr>
<td>42nd/Mason Lane/Johnson Creek Blvd</td>
<td>Balfour St and 29th Ave</td>
</tr>
<tr>
<td>Filber Street and 32nd Avenue</td>
<td>40th and drake</td>
</tr>
<tr>
<td>Roswell and 42nd Ave</td>
<td>Stanley Ave. at Willow st.</td>
</tr>
<tr>
<td>Linwood</td>
<td>30th and Madison</td>
</tr>
<tr>
<td>32nd and Wake Street</td>
<td>SE 42nd and SE Rio Vista</td>
</tr>
<tr>
<td>47 &amp; Washington</td>
<td>32nd and Wake st.</td>
</tr>
<tr>
<td>32nd &amp; SE VanWater</td>
<td>SE king &amp; home</td>
</tr>
<tr>
<td>King &amp; Linwood</td>
<td>34th and Washington</td>
</tr>
<tr>
<td>Home or 47th</td>
<td>32nd and Malcolm</td>
</tr>
<tr>
<td>Railroad and 48th/Home</td>
<td>40th/Adams</td>
</tr>
<tr>
<td>48th and logus</td>
<td>32nd and Madison</td>
</tr>
<tr>
<td>32nd and Roswell</td>
<td>Roswell &amp; 4 1st Ave</td>
</tr>
<tr>
<td>Johnson Creek and 32nd</td>
<td>48th &amp; Roberta Lane</td>
</tr>
<tr>
<td>JCB and 40th</td>
<td>32nd</td>
</tr>
<tr>
<td>38th and Rockwood</td>
<td>32nd</td>
</tr>
<tr>
<td>SE 36th Avenue and VanWater Street</td>
<td></td>
</tr>
<tr>
<td>43rd and Logus</td>
<td></td>
</tr>
<tr>
<td>27th and Washington</td>
<td></td>
</tr>
<tr>
<td>Logus and 51st</td>
<td></td>
</tr>
<tr>
<td>49th and logus rd.</td>
<td></td>
</tr>
<tr>
<td>SE 29th Ave and SE Harrison</td>
<td></td>
</tr>
<tr>
<td>32nd and Harvey</td>
<td></td>
</tr>
<tr>
<td>Stanley and Firwood</td>
<td></td>
</tr>
<tr>
<td>Firwood/Stanley</td>
<td></td>
</tr>
<tr>
<td>SE Rockwood and 32nd Avenue</td>
<td></td>
</tr>
<tr>
<td>49th and willow</td>
<td></td>
</tr>
<tr>
<td>48th and Logus.</td>
<td></td>
</tr>
<tr>
<td>Lava Drive and Waverley Court</td>
<td></td>
</tr>
<tr>
<td>Jennings Ave and McLoughlin Blvd</td>
<td></td>
</tr>
<tr>
<td>34th Ave &amp; Mary Ct.</td>
<td></td>
</tr>
<tr>
<td>30th and sherrett</td>
<td></td>
</tr>
<tr>
<td>40th &amp; Monroe</td>
<td></td>
</tr>
<tr>
<td>Linwood and Monroe</td>
<td></td>
</tr>
<tr>
<td>King and Stanley</td>
<td></td>
</tr>
<tr>
<td>McLoughlin &amp; Park</td>
<td></td>
</tr>
<tr>
<td>HOME and MONROE</td>
<td></td>
</tr>
<tr>
<td>SE 31st &amp; Madison</td>
<td></td>
</tr>
<tr>
<td>SE 29th and SE Kelvin</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Responses</td>
<td>79</td>
</tr>
</tbody>
</table>
12. What is your gender?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td></td>
<td>43</td>
<td>44%</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td></td>
<td>53</td>
<td>54%</td>
</tr>
<tr>
<td>3</td>
<td>I would rather not say</td>
<td></td>
<td>2</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>3</td>
</tr>
<tr>
<td>Mean</td>
<td>1.58</td>
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<tr>
<td>Variance</td>
<td>0.29</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.54</td>
</tr>
<tr>
<td>Total Responses</td>
<td>98</td>
</tr>
</tbody>
</table>

13. What is your age?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Under 18</td>
<td></td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>18 to 40</td>
<td></td>
<td>45</td>
<td>46%</td>
</tr>
<tr>
<td>3</td>
<td>41 to 64</td>
<td></td>
<td>44</td>
<td>45%</td>
</tr>
<tr>
<td>4</td>
<td>65 or older</td>
<td></td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td>5</td>
<td>I would rather not say</td>
<td></td>
<td>2</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>2</td>
</tr>
<tr>
<td>Max Value</td>
<td>5</td>
</tr>
<tr>
<td>Mean</td>
<td>2.65</td>
</tr>
<tr>
<td>Variance</td>
<td>0.50</td>
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<tr>
<td>Standard Deviation</td>
<td>0.70</td>
</tr>
<tr>
<td>Total Responses</td>
<td>98</td>
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</tbody>
</table>

14. What is your race? Select all that apply.

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Bar</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>White</td>
<td></td>
<td>89</td>
<td>92%</td>
</tr>
<tr>
<td>2</td>
<td>African American / Black</td>
<td></td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>3</td>
<td>Hispanic</td>
<td></td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>4</td>
<td>Asian / Pacific Islander</td>
<td></td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>5</td>
<td>Other</td>
<td></td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>6</td>
<td>I would rather not say</td>
<td></td>
<td>7</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Value</td>
<td>1</td>
</tr>
<tr>
<td>Max Value</td>
<td>6</td>
</tr>
<tr>
<td>Total Responses</td>
<td>97</td>
</tr>
</tbody>
</table>
AGENDA
Milwaukie Neighborhood Main Streets Project
Public Visioning Workshop

Date: Wednesday, March 21
Time: 6:00 PM
Location: Seth Lewelling Elementary library, 5325 SE Logus Rd.

Goal of the workshop:
Find out what the community thinks about…
1. The strengths and weaknesses of the current commercial areas
2. What types of uses and businesses the community wants and doesn’t want in the 32nd and 42nd Avenue commercial areas

6:00 to 6:15 Welcome and Introductions
6:15 to 6:45 Strengths and weaknesses activity in small groups
6:45 to 7:00 Share results of strengths and weaknesses activity
7:00 to 7:35 Business types activity in small groups
7:35 to 7:50 Share results of business types activity
7:50 to 8:00 Wrap up and complete evaluation form

THANK YOU!

Evaluation Form for Workshop

Please circle your response to the following statements:

1. This workshop was productive.
   Agree  Disagree
   If you disagree, why?________________________________________________________
   __________________________________________________________________________

2. This workshop was enjoyable.
   Agree  Disagree
   If you disagree, why?________________________________________________________
   __________________________________________________________________________

3. The objectives of the workshop were clear to me.
   Agree  Disagree
   If you disagree, why?________________________________________________________
   __________________________________________________________________________

4. The workshop was a good way for me to express my opinions about 32nd and 42nd Avenue commercial areas.
   Agree  Disagree
   If you disagree, why?________________________________________________________
   __________________________________________________________________________

What is the nearest intersection to your home?

Do you have any additional comments for us?
Listing of businesses for business preference exercise

Types of Businesses – Reference List

**Arts, Entertainment, Recreation - BLUE**
art gallery
theater
arcade
fitness center
dance academy
martial arts
yoga/pilates
kids play place

**Offices - GREEN**
law/accounting/realty
architect/designer
administrative
doctors/dentists office
veterinarian office

**Eating Establishments - PINK**
cafe
deli
bakery
coffee shop
full service restaurant
fast food
food cart
bar/pub
drive-thru

**Services - YELLOW**
weight loss center
massage
barber shop
hair/nail salon
bank/financial institution
tutoring
trade school
drycleaning/laundromat
trade school
pet services
gas station
car wash
urgent care clinic
repair shop (of any product available in the zone)

**Retail - ORANGE**
convenience store
grocery
specialty grocery
liquor/wine shop
hardware store
jewelry shop
apparel and accessories
plant nursery
electronics
books
music
sporting goods
pet store/pet supply
auto supply
auto dealership
pharmacy

**Other - PURPLE**
housing
park/playground
parking facility
agricultural/horticultural use
self storage

**Sizes - GREY**
1,500 square feet or less (about the size of a Starbucks)
Between 1,500 and 15,000 square feet
15,000 square feet (about the size of a Walgreens)
Between 15,000 and 40,000 square feet
40,000 square feet or larger (about the size of a Safeway)
What defines a Neighborhood Main Street in Milwaukie?

- Public Involvement
- Visioning Workshop
- Public Open House
- Existing Reports
- Presentations
- Final Report
- Analysis
- Land Use Analysis
- Market Study
- NDA Introductions
- Stakeholder interviews
- Stakeholder meetings
- Community Association
- Online Surveys
- Walking Tour
- Visioning Workshop

Thoughts on 32nd Ave

- Area is car-oriented
- Strengths
- Great shopping
- Weaknesses
- Lack of community gathering space
- Street safety
- Parking
- Design
- More businesses
- Slower traffic
- On-street parking
- Active storefronts
- Connect with MAX
- Widen sidewalks
- Pedestrian safety
- Bicycle connectivity
- Ideas for businesses:
  - Tavern/microbrew pub
  - Little grocery
  - Bookstore
  - Garden supply
  - Other Uses for this Building?

Thoughts on 42nd Ave

- Area is car-oriented
- Strengths
- Great shopping
- Weaknesses
- Lack of community gathering space
- Street safety
- Parking
- Design
- More businesses
- Slower traffic
- On-street parking
- Active storefronts
- Connect with MAX
- Widen sidewalks
- Pedestrian safety
- Bicycle connectivity
- Ideas for businesses:
  - Tavern/microbrew pub
  - Little grocery
  - Bookstore
  - Garden supply
  - Other Uses for this Building?

Reasons you do not walk or bike to the commercial areas along 32nd or 42nd?

- Lack of community gathering space
- Traffic speed
- Area is too wide
- Area is not safe
- Area is too busy
- Parking
- Design
- More businesses
- Slower traffic
- On-street parking
- Active storefronts
- Connect with MAX
- Widen sidewalks
- Pedestrian safety
- Bicycle connectivity
- Ideas for businesses:
  - Tavern/microbrew pub
  - Little grocery
  - Bookstore
  - Garden supply
  - Other Uses for this Building?

Thoughts on 32nd Ave

- Need a place to meet
- Area needs some brightness
- Area is too wide
- Area is not safe
- Area is too busy
- Parking
- Design
- More businesses
- Slower traffic
- On-street parking
- Active storefronts
- Connect with MAX
- Widen sidewalks
- Pedestrian safety
- Bicycle connectivity
- Ideas for businesses:
  - Tavern/microbrew pub
  - Little grocery
  - Bookstore
  - Garden supply
  - Other Uses for this Building?

Thoughts on 42nd Ave

- Need a place to meet
- Area needs some brightness
- Area is too wide
- Area is not safe
- Area is too busy
- Parking
- Design
- More businesses
- Slower traffic
- On-street parking
- Active storefronts
- Connect with MAX
- Widen sidewalks
- Pedestrian safety
- Bicycle connectivity
- Ideas for businesses:
  - Tavern/microbrew pub
  - Little grocery
  - Bookstore
  - Garden supply
  - Other Uses for this Building?

Reasons you do not walk or bike to the commercial areas along 32nd or 42nd?

- Lack of community gathering space
- Traffic speed
- Area is too wide
- Area is not safe
- Area is too busy
- Parking
- Design
- More businesses
- Slower traffic
- On-street parking
- Active storefronts
- Connect with MAX
- Widen sidewalks
- Pedestrian safety
- Bicycle connectivity
- Ideas for businesses:
  - Tavern/microbrew pub
  - Little grocery
  - Bookstore
  - Garden supply
  - Other Uses for this Building?

Thoughts on 32nd Ave

- Need a place to meet
- Area needs some brightness
- Area is too wide
- Area is not safe
- Area is too busy
- Parking
- Design
- More businesses
- Slower traffic
- On-street parking
- Active storefronts
- Connect with MAX
- Widen sidewalks
- Pedestrian safety
- Bicycle connectivity
- Ideas for businesses:
  - Tavern/microbrew pub
  - Little grocery
  - Bookstore
  - Garden supply
  - Other Uses for this Building?

Thoughts on 42nd Ave

- Need a place to meet
- Area needs some brightness
- Area is too wide
- Area is not safe
- Area is too busy
- Parking
- Design
- More businesses
- Slower traffic
- On-street parking
- Active storefronts
- Connect with MAX
- Widen sidewalks
- Pedestrian safety
- Bicycle connectivity
- Ideas for businesses:
  - Tavern/microbrew pub
  - Little grocery
  - Bookstore
  - Garden supply
  - Other Uses for this Building?
Neighborhood Main Streets Project: Project Area - 32nd Ave

Current Businesses:
- Lisac’s Fireplaces and Stoves
- Art House Coffee Shop
- Eric’s Market
- Cheryl’s Canine Styling
- Luther Davis Auto Repair
- Barb’s Catering

About this Area:
- Current Zoning: C-L (Commercial-Limited)
- Permitted & Conditional Uses:
  - Business and Professional Office
  - Retail
  - Personal Services
  - Parking Facility
  - Agricultural/Horticultural
  - Single Family Dwelling
  - Retirement Housing
- Maximum Height: 3 stories or 45ft
- Total of 4.76 developable acres.
- The current buildings contain 66,934 square feet of space, which is less than total allowed.
- Current Street Width: 40ft.
- Parking: 2 on-street, approximately 50 off-street spaces.

Neighborhood Main Streets Project: Project Area - 42nd Ave

Current Businesses:
- Safeway
- Super burrito plus
- Snap Fitness
- 7-Eleven
- Safeway Gas Station
- Premier Auto Wholesale
- Papa Murphy’s pizza
- Justine Nails
- Nubatt Jeweler
- Marian Prayer Center
- Professional Hair Salon
- American Family Insurance
- MailHouse Plus
- Harrison Mart Gas Station
- Clackamas Book Exchange
- Alteration services
- B&J Coin Laundry
- Cedar Chiropractors
- Pete Anderson Realty Community Club Center
- West Coast Tax Return Do
- Off the Top Hair Salon

About this Area:
- Current Zoning: C-G (Commercial General)
- Permitted and Conditional Uses:
  - Business and professional office
  - Retail
  - Services (personal, repair, automobile, etc)
  - Eating establishment
  - Drinking establishment
  - Parking facility
  - Contractor’s storage
  - Agricultural/horticultural
  - Animal hospital or boarding
- Maximum Height: 3 stories or 45ft
- Total of 8 developable acres.
- Currently, 97,969 square feet of space, which is less than total allowed.
- Current Street Widths:
  - 42nd: 60-67ft
  - King: 60-65ft
  - Harrison: 60ft
  - 44th: 60-62ft
- Parking: Approximately 260 off-street spaces. On-street spaces available on Harrison St and 44th Ave and 42nd Ave near Jackson St.
### Business Type Preference Activity Results

<table>
<thead>
<tr>
<th>Type</th>
<th>Wanted</th>
<th>OK</th>
<th>Not Wanted</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art gallery</td>
<td>III</td>
<td>I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theater</td>
<td>II</td>
<td>II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arcade</td>
<td>I</td>
<td>I</td>
<td>II</td>
<td>No movie, playhouse</td>
</tr>
<tr>
<td>Fitness center</td>
<td>I</td>
<td>III</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dance academy</td>
<td>II</td>
<td>II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Martial arts</td>
<td>II</td>
<td>II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yoga/pilates</td>
<td>II</td>
<td>II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kids play place</td>
<td>II</td>
<td>II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Law/accounting/realty</td>
<td>I</td>
<td>III</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Architect/designer</td>
<td>I</td>
<td>III</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative</td>
<td>I</td>
<td>II</td>
<td>I</td>
<td></td>
</tr>
<tr>
<td>Doctors/dentists office</td>
<td>I</td>
<td>II</td>
<td>I</td>
<td>Some say ok. Limited.</td>
</tr>
<tr>
<td>Veterinarian office</td>
<td>II</td>
<td>II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cafe</td>
<td>III</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deli</td>
<td>III</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bakery</td>
<td>III</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee shop</td>
<td>III</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full service restaurant</td>
<td>III</td>
<td></td>
<td>I</td>
<td>Small scale for 32nd</td>
</tr>
<tr>
<td>Fast food</td>
<td>I</td>
<td></td>
<td>III</td>
<td>Local only, 42nd only. No but pizza ok.</td>
</tr>
<tr>
<td>Food cart</td>
<td>I</td>
<td></td>
<td>II</td>
<td>No but some disagree</td>
</tr>
<tr>
<td>Bar/pub</td>
<td>I</td>
<td></td>
<td>II</td>
<td>Split decision (no/ok, categorized as no)</td>
</tr>
<tr>
<td>Drive-thru</td>
<td>I</td>
<td></td>
<td>I</td>
<td></td>
</tr>
<tr>
<td>Weight loss center</td>
<td>I</td>
<td></td>
<td>III</td>
<td></td>
</tr>
<tr>
<td>Massage</td>
<td>II</td>
<td></td>
<td>I</td>
<td>The nice kind</td>
</tr>
<tr>
<td>Barber shop</td>
<td>III</td>
<td></td>
<td>I</td>
<td></td>
</tr>
<tr>
<td>Hair/nail salon</td>
<td>III</td>
<td></td>
<td>I</td>
<td></td>
</tr>
<tr>
<td>Bank/financial institution</td>
<td>II</td>
<td></td>
<td>I</td>
<td></td>
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<tr>
<td>Tutoring</td>
<td>II</td>
<td></td>
<td>I</td>
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<tr>
<td>Trade school</td>
<td>I</td>
<td></td>
<td>I</td>
<td></td>
</tr>
<tr>
<td>Drycleaning/laundromat</td>
<td>II</td>
<td></td>
<td>I</td>
<td></td>
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<tr>
<td>Trade school</td>
<td>II</td>
<td></td>
<td>I</td>
<td></td>
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<tr>
<td>Pet services</td>
<td>II</td>
<td></td>
<td>I</td>
<td></td>
</tr>
<tr>
<td>Gas station</td>
<td>II</td>
<td></td>
<td>I</td>
<td>42nd only</td>
</tr>
<tr>
<td>Car wash</td>
<td>I</td>
<td></td>
<td>III</td>
<td></td>
</tr>
<tr>
<td>Urgent care clinic</td>
<td>I</td>
<td></td>
<td>I</td>
<td>In hospital</td>
</tr>
<tr>
<td>Repair shop (of any product sold in zone)</td>
<td>I</td>
<td></td>
<td>I</td>
<td>Depends on what</td>
</tr>
<tr>
<td>Convenience store</td>
<td>I</td>
<td></td>
<td>II</td>
<td></td>
</tr>
<tr>
<td>Business Type</td>
<td>Size Range</td>
<td>Notes</td>
<td></td>
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<td>---------------------------------------</td>
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<td>--------------------------------------------</td>
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<tr>
<td>Grocery</td>
<td>III</td>
<td>I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specialty grocery</td>
<td>II</td>
<td>I</td>
<td></td>
<td></td>
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<tr>
<td>Liquor/wine shop</td>
<td>I</td>
<td>II</td>
<td></td>
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<tr>
<td>Hardware store</td>
<td>III</td>
<td>I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jewelry shop</td>
<td>III</td>
<td>I</td>
<td></td>
<td></td>
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<tr>
<td>Apparel and accessories</td>
<td>II</td>
<td>II</td>
<td></td>
<td></td>
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<tr>
<td>Plant nursery</td>
<td>II</td>
<td>II</td>
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<tr>
<td>Electronics</td>
<td>II</td>
<td>II</td>
<td></td>
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<tr>
<td>Books</td>
<td>II</td>
<td>I</td>
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<tr>
<td>Music</td>
<td>I</td>
<td>III</td>
<td></td>
<td></td>
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<tr>
<td>Sporting goods</td>
<td>II</td>
<td>II</td>
<td></td>
<td></td>
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<tr>
<td>Pet store/pet supply</td>
<td>II</td>
<td>I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auto supply</td>
<td>II</td>
<td>II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auto dealership</td>
<td>III</td>
<td>I</td>
<td></td>
<td></td>
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<tr>
<td>Pharmacy</td>
<td>II</td>
<td>I</td>
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<tr>
<td>Housing</td>
<td>II</td>
<td>I</td>
<td></td>
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<tr>
<td>Park/playground</td>
<td>III</td>
<td>I</td>
<td></td>
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<tr>
<td>Parking facility</td>
<td>I</td>
<td>III</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agricultural/horticultural use</td>
<td>II</td>
<td>I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self storage</td>
<td>III</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,500 sf or less (about the size of a Starbucks)</td>
<td>III</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between 1,500 and 15,000 sf</td>
<td>III</td>
<td>I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15,000 sf (about the size of a Walgreens)</td>
<td>I</td>
<td>III</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between 15,000 and 40,000 sf</td>
<td>I</td>
<td>III</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40,000 sf or larger (about the size of a Safeway)</td>
<td>I</td>
<td>III</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Handwritten uses:</td>
<td></td>
<td>Limit uses with large storage demand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult business</td>
<td>I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indoor/outdoor gathering eatery</td>
<td>I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community gathering space</td>
<td>I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farmers market</td>
<td>I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ice cream parlor</td>
<td>I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diner</td>
<td>I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library</td>
<td>I</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brew pub</td>
<td>I</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Results from Visioning Workshop Comment/Evaluation Form

<table>
<thead>
<tr>
<th></th>
<th>1. The Workshop was Productive</th>
<th>2. The Workshop was Enjoyable</th>
<th>3. The objectives of the Workshop were clear to me</th>
<th>4. The Workshop was a good way for me to express my opinions about 32nd and 42nd Ave. commercial areas</th>
<th>Nearest Intersection</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Railroad and 48th</td>
<td>It's always good to share opinions within our neighborhood</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>1</td>
<td>N/A</td>
<td>N/A</td>
<td>42nd</td>
<td>Feel there are many buildings that could be removed or seriously renovated. It's not pleasant to see the drabness</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>42nd at Washington</td>
<td>Well-planned – did an outstanding job</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Home Ave.</td>
<td>Thank you!</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>49th and Logus or King</td>
<td>(slight confusion on whether cards were for current zoning or future)</td>
</tr>
<tr>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>32nd</td>
<td>Glad to have input</td>
</tr>
<tr>
<td>7</td>
<td>1</td>
<td>1</td>
<td>N/A</td>
<td>N/A</td>
<td>Floss/wake and 32nd</td>
<td>N/A (Would like to have more intensive one on one discussion as a resident directly within the planning zone)</td>
</tr>
<tr>
<td>8</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>33rd and Harvey</td>
<td>Probably later – I can email</td>
</tr>
<tr>
<td>9</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2 (It’s not clear who initiated it or why. What might be done with this info and who will use it)</td>
<td>46th and Adams</td>
<td>Overall, this is great</td>
</tr>
<tr>
<td>10</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>42nd and JCB</td>
<td>32nd feels more problematic than 42nd</td>
</tr>
<tr>
<td>11</td>
<td>1</td>
<td>1</td>
<td>2 (vague but possibilities)</td>
<td>1</td>
<td>Van Water/32nd</td>
<td>Predictably Van Water/32nd</td>
</tr>
<tr>
<td>12</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>47th and Washington</td>
<td>Encourage independent, varied businesses</td>
</tr>
<tr>
<td>13</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>42nd</td>
<td>Always!</td>
</tr>
</tbody>
</table>

1= Agree; 2= Disagree
Of the 16 Visioning Workshop participants, 13 filled out evaluation forms. All 13 agreed that the workshop was productive and enjoyable. 10 of the 13 (77%) felt the objectives of the workshop were clear. Of the remaining three one did not answer the questions, one cited vagueness, and one person said it was not clear who initiated the process, or what would be done with the information gathered during the workshop. This concern was addressed in future public involvement activities.

11 of the 13 participants (85%) felt that the workshop was a good way for them to express their opinions about the 32nd and 42nd Ave. commercial areas. One of the remaining two did not answer the question, and the other said they wanted to have a one-on-one conversation, as they were a resident within the commercial zone. As the questionnaire was anonymous, it is unclear if the person with this concern did get time to talk to Horizon members or Milwaukie Planning staff more in-depth.
Confidentiality - Your responses will be attributable to you. If there is anything you wish us not to share with others, let us know.

Do you mind if I record this conversation so I can go back and listen if I miss something?

**Interview questions for business owners**

- How long have you been in business in this location?
- How did you find this location for your business? Was it difficult to find the right space for your business? (talk about size of spaces, lease rates, etc)
- Do you have any future plans for expansion/changes?
- What role do other businesses in the area play in the success of your own business?
- Do you feel they complement/compete/conflict with your success?
- Which types of businesses would you like to see in the area?
- Why? Do you feel like they might complement your business?
- Do you have a sense of where your clientele comes from/where they live? What is your market area?
- In general, how do they get here? Do many walk or bike?
- Do they come from the immediate neighborhood or from farther away?
- Do you think making it easier for people to walk and bike would be good for your business?
- How does the appearance - landscaping, cleanliness, architecture - of an area impact your decision to locate there?
- Have you ever had to interact with the city of Milwaukie for zoning, signage, or other regulations? How was that experience?
- Do you feel that you belong to a “network” of business owners in the area? If yes, please elaborate. If no, is this something you would be interested in?
- If you had a network or association, what would you want that to do for your business?
- Have you heard of or participated in the City’s facade improvement program?
- Do you ever hold community events in this commercial area? Would you support events here?
- How do you refer to this business district?
- What do you consider the strengths and weaknesses of this business district? (talk about parking, proximity to customers, business mix, visibility)

**Interview questions for property owners**

- Typically, how long are your leases with tenants?
- What are your lease rates per square foot?
- Are there certain types of businesses you would like to have as tenants? That you would not like? Why or why not?
• Do you have plans to change or sell your property in the future?
• Have you ever had to interact with the city of Milwaukie for zoning, signage, or other regulations? How was that experience?
• Do you feel that you belong to a “network” of business owners? If yes, please elaborate. If no, is this something you would be interested in?
• If you had a network or association, what would you want that to do for your business?
• What do you consider the strengths and weaknesses of this business district? (talk about parking, proximity to customers, business mix, visibility)

Tell me about the history of this site. What was the ownership and uses over time?
We heard that it was difficult to get Safeway to locate here, and that other grocery store chains declined because of the demographics. Can you tell me more about that?
Do you still own the property and manage it too?
What other properties do you own? Are they residential or commercial? What are your plans for them?
How do you think this shopping center fits into the neighborhood?
How are you dealing with the vacancies? Cutting rents? What do you think is the reason you cannot find tenants? Do you think its overbuilt or do you expect it to fill up once the economy picks up?
How does Safeway’s right of first refusal work? What kinds of businesses do they reject? Are there any that have been turned away thus far? Is there a list or does Safeway have discretion?
Are there certain types of businesses you would like to have as tenants? That you would not like? Why or why not?
Do you have plans to change or sell your property in the future?
When you have interacted city of Milwaukie for zoning, signage, or other regulations, how did it go?
Do you know anything about the relationships business owners have with each other? What are attitudes towards associations or chambers of commerce like?
If you had a network or association, what would you want that to do for your business?
What do you consider the strengths and weaknesses of this business district? (talk about parking, proximity to customers, business mix, visibility)
What changes to this area would help this commercial area succeed? Bike/ped. Parking. Signage. Building Design.

Prospective Business Owner Questions

Tell me about what exactly you want to do. What kind of cafe is it? What do you imagine it to be like?
What size space do you need for your business? Are you looking to renovate or build new, or find a space ready to go?
Have you considered other locations? What are they are why?
What was your experience like with the City when you went to ask about
zoning?
• Besides the zoning restrictions, are there other barriers to starting a cafe in the area?
• Where do you think you would draw customers from? Do you think the neighborhood could support your businesses plus others? What makes you think this?
• What do you think are complementary businesses/what would you want as a neighboring business?
• Do you think you would benefit from a business association or chamber of commerce?
• Can we use your story or name when discussing this project to explain what we can do

Planning Commissioner Questions

• What is your opinion of the project? Questions about the project?
• Have you heard from residents regarding the need for walkable neighborhood commercial areas? Any public resistance so far?
• What is your opinion on the need and feasibility of expansion of the commercial zones? about connections to MAX?
• Has there been application difficulties for prospective business owners? Why?
• Do you know of any past controversial commercial developments/proposals? Why were they controversial?
• What is your opinion on the viability of the commercial zones? What is your view on the current market for commercial development based on applications (more retail, more office)?
• What is the process and timeframe for zoning code changes? for transportation improvements?
• What is the commission looking for when considering zoning changes and land use/design/etc recommendations? Public acceptance? Consistency with other plans? Technical feasibility? Cost?
• Any considerations/concerns we should be aware of to improve the project?
Open House Handout

Neighborhood Main Streets Project
Open House
May 19th, 2012

Over the last five months, Horizon Planning reached out to residents, property owners and business owners to understand their vision for the neighborhood commercial areas along 32nd and 42nd Avenues, and the barriers to achieving that vision. Those conversations resulted in the Neighborhood Main Streets Community Vision Statement, below. Solutions that will help Milwaukie achieve this vision are found on the back side of this sheet. We welcome your questions or comments, - please direct them to 971-258-1825 or neighborhoodmainstreets@gmail.com.

Community Vision Statement

In the future, the commercial areas on 32nd and 42nd Avenues in Milwaukie are Neighborhood Main Streets. They are hubs of activity - places where local residents gather to shop, dine, and socialize. Tree-lined streets and attractive storefronts create a pleasant environment, and a mix of small-scale and locally-owned businesses fit in well to their established residential neighborhoods. Connections to these main streets from the surrounding areas allow people to safely and easily reach their destinations whether on foot, by bicycle, or by car.

Goal 1: A Vibrant, Local Economy
A. A variety of locally-owned, small businesses meets everyday shopping and convenience needs for residents of immediate neighborhoods.
B. A few specialty retailers draw in customers from outside the neighborhood.

Goal 2: Safe, Accessible Streets
A. Sidewalks, crossings and street lighting on the main streets create a safe and comfortable environment for pedestrians.
B. Streets in and around the area offer safe routes for walking, driving, bicycling, and public transportation.
C. Adequate parking serves businesses without overwhelming the pedestrian environment.

Goal 3: Neighborhood-scale Identity
A. Businesses are oriented along a main street, whose small scale and design blend easily into the surrounding residential neighborhood.
B. Places are available for residents to gather, such as a park, community center, cafe, or pub.
C. Street trees, bio-swales, and landscaping increase the attractiveness of the area.

GOAL 1: A VIBRANT, LOCAL ECONOMY
- Create a new Neighborhood Commercial zone with uses that are specific to Milwaukie's small scale commercial areas
- Provide economic development technical assistance to prospective business owners
- Support co-working spaces, business incubators, cooperatives, or temporary pop-up shops in vacant storefronts
- Start a seasonal farmers market on under-utilized parking lots
- Promote buy-local campaigns and community events for Neighborhood Main Streets

GOAL 2: SAFE, ACCESSIBLE STREETS
- Improve walking and biking connections to surrounding neighborhoods
- Improve pedestrian crossings at key intersections
- Make sidewalks on the Neighborhood Main Streets safer and more comfortable
- Add bike parking and identify on-street parking options as needed

GOAL 3: NEIGHBORHOOD-SCALE IDENTITY
- Establish Development Standards in the new Neighborhood Commercial zone to ensure that new construction is pedestrian-scale
- Create places for people to gather, like parks, libraries, and eating establishments
- Consider including more properties along 32nd and 42nd Aves. in the new Neighborhood Commercial zone. Zone expansions could occur south on 42nd Ave to Monroe St, on the east side of 32nd, or north on 32nd to Roswell St.
- Build commercial area identity through banners, murals, and community events
- Encourage businesses to convert excess parking spaces to other uses
- Expand the Storefront Improvement program

Uses that will be allowed in the zone include:
- Eating establishments
- Retail
- Bank
- Offices
- Personal services
- Recreational/cultural

Other uses that could be allowed, under certain circumstances, include:
- Second floor housing
- Bar/pub
- Automobile service and repair
- Child care
- Food carts

High priority sidewalk improvement projects include:
- 43rd Ave: King Rd to Covell St.
- Harrison St: 44th Ave to 47th Ave
- Llewellyn St /34th Ave/King Rd connection: 32nd Ave to 42nd Ave
- 29th Ave to C Street: bike/pedestrian pathway

Pedestrian-scale development standards include:
- Limiting building heights to 3 stories and commercial uses to 10,000 square feet
- Requiring buildings built up to the sidewalk
- Requiring parking to be located on the side of or behind commercial buildings
- Requiring ground floor window and door openings
- Allow green roofs, plants, balconies, plantings, courtyards, and parking area landscaping to count towards landscaping requirements of 15% of land area

Look for the ? on posters to give feedback.
**Goal 1: Vibrant, Local Economy**

**Needs**
- More neighborhood-serving businesses to fill vacant storefronts and meet a larger portion of daily shopping needs
- Enhanced opportunities for new, locally-owned business formation
- More activity on the street during day and evening times
- A greater number of eating establishments and places to gather
- Continued support for existing businesses

**Proposed Solutions**
- Create a new neighborhood commercial zone to allow community desired uses.

<table>
<thead>
<tr>
<th>Allowed Uses</th>
<th>Should These Be Allowed?</th>
<th>Yes</th>
<th>No</th>
<th>What Do You Think?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eating establishments</td>
<td></td>
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<tr>
<td>Retail</td>
<td></td>
<td></td>
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<tr>
<td>Bank</td>
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<tr>
<td>Offices</td>
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<td>Personal services</td>
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<tr>
<td>Recreational/cultural</td>
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<tr>
<td>Second floor housing</td>
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<td></td>
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<tr>
<td>Bar/pub</td>
<td></td>
<td></td>
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<tr>
<td>Automobile service and repair</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child care</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Food carts</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**Other Solutions**
- A seasonal farmers market in under-utilized parking lots
- Buy Local campaigns
- Community events
- Economic development technical assistance
- Co-working space, incubators, co-ops, pop-up shops to fill vacant storefronts

**Next Steps**
- For the City: Adopt new Neighborhood Commercial zoning category; Develop technical assistance information for prospective business owners
- For the Community: Support new businesses and community events
- For Commercial/Property Owners: Consider renting flexible uses like co-working or pop-up shops
- For Business Owners: Consider organizing to promote the business district

A. A variety of locally-owned, small businesses meets everyday shopping and convenience needs for residents of immediate neighborhoods.
B. A few specialty retailers draw in customers from outside the neighborhood.

**Goal 2: Safe, Accessible Streets**

**Needs**
- Enhanced pedestrian crossings on main streets
- Slower and more predictable traffic
- A more visible, clearly identified bicycle network
- Buffers between sidewalks and traffic
- Sidewalks that provide safe connections
- More on-street parking

**Proposed Solutions**
- Improve pedestrian crossings at key intersections
- Make sidewalks on the main streets safer and more comfortable
- Add bike parking and identify on-street parking options in the future
- Improve walking/biking connections to surrounding neighborhoods

**Potential Solutions**
- Curb Extensions
- Lane Marking/Narrowing
- Pedestrian Signals and Signs
- Crosswalk Markings

**Next Steps**

- For the City: Reprioritize and add new projects to the Transportation System Plan; Seek out funding opportunities
- For the Community and NDAC: Focus Walk Safely Milwaukee funds on Neighborhood Main Street projects; Advocate for bike and pedestrian safety improvements

A. Sidewalks, crossings and street lighting on the Main Streets create a safe and comfortable environment for pedestrians.
B. Streets in and around the area offer safe routes for walking, biking, and public transportation.
C. Adequate parking serves businesses without overwhelming the pedestrian environment.
Goal 3: Neighborhood-Scale Identity

**Needs**
- Continued neighborhood/small-scale development
- Places for residents to gather
- Well-defined identity and cohesiveness
- Pedestrian-scale development that fronts the street
- Commercial edges that blend into the neighborhood
- An attractive streetscape and more greenery

**Proposed Solutions**
- Require new construction to be pedestrian-scale
  - Maximum height: 3 stories or 45 feet
  - Parking on the side or behind buildings
  - Buildings close to the sidewalk
  - Require ground floor windows/doors
  - Limit uses to 10,000 sq ft
  - Alternatives to meet landscaping requirement: outdoor seating, planters, green roofs

**Other Solutions**
- Encourage conversion of excess parking spaces to other uses
- Create places for people to gather: outdoor seating, restaurants, park
- Storefront Improvement program
- Consider expanding the commercial zone along the main street

**What's Your Priority?**

- **Potential Zone Expansions**
  - What do you think?

**Next Steps**
- For the City: Adopt new Neighborhood Commercial zone; Consider expanding the storefront improvement program to include neighborhood main streets; Explore a program to encourage conversion of parking spaces to other uses.
- For the Community and NDAs: Support existing and new local businesses
- For Business Owners: Organize and work with the city to fund signage and other streetscape elements that promote the commercial areas; Consider starting an annual community festival or street event focused on the neighborhood main streets

Should the Commercial Districts Have a Name?

**Name the 32nd Ave. Commercial District**

**Name the 42nd Ave. Commercial District**
A Community-Guided Project

Walking Tours
Participants Preferred...
• Wider sidewalks
• More street trees
• Buildings that abut the street
• Local serving businesses
• Sidewalks for safe connections to the neighborhood
• Parking on-street or behind the building

Hillside Manor Focus Group
Businesses residents want...
• Restaurants
• Craft stores/fabric store/art supplies
• Dairy Queen/ice cream
• Sushi restaurant
• Book store
• Medical clinic/urgent care
• Farmer's market/produce market
• Compass animal clinic
• Computer repair

Survey

Visioning Workshop
32nd Ave Strengths
• Stable neighborhood
• Existence of sidewalks
• Residential-commercial mix
• Greenery
• Lisac’s is a regional draw

32nd Ave Weaknesses
• Not designed for pedestrians
• Bad circulation in large parking lot
• Confusing intersections
• Lack of greenery
• Used car lot is an eyesore

42nd Ave Strengths
• Restaurants
• Availability of parking
• Community center is active
• Safety for growth
• Lots of traffic – good visibility

42nd Ave Weaknesses
• Not designed for pedestrians
• Bad circulation in large parking lot
• Confusing intersections
• Lack of greenery
• Used car lot is an eyesore

Interviews
Business Owners are...
• Supportive of more walking customers
• Protective of parking for customers
• Supportive of a more pleasant streetscape
• Unsure of commercial area growth

Residents wanted...
• Activities for children
• Pedestrian walking environment
• Neighborhood serving businesses

Q: How important are the following characteristics in your vision?
1 = not important, 3 = very important

Q: What kinds of businesses would you like to see in the commercial areas?

Restaurants
Fitness, Health, Wellness
Medical Offices
Specialty Retail
Apparel
Vehicle Sales or Service
Food Stores
Arts, Entertainment, Rec.
Other Services*
Personal Care Services
Professional Services

*M defined as appliance/electronics, repair, laundry/dry cleaning.
Appendix I: Open House Comments

Goal 1: Vibrant, Local Economy
- Mixed use is great - doesn't have to be residential second story. could be behind or integrated differently into the development
- I’m hoping that the planning commission considers allowing pop up shops and temporary businesses such as farmers markets on main streets, esp in vacant buildings and lots on 32nd and 42nd Aves
- Pub - a cafe/coffee shop, sandwich
- Yes. A real pub
- Yes to food carts, co-ops, co-working space and pop up shops
- 32nd and roswell...??
- Bar- no. Pub - yes! how to define difference in code?
- I’m on a co-op board. You would have to make sure there is good bike connectivity with other neighborhoods.
- don't want to lose parking
- permit cost concerns
- we need better building standards (storefronts are ugly). we need a better business tax structure to support and attract better businesses

Goal 2: Safe, Accessible Streets
- sidewalk wider! or buffer! 32nd very dangerous to pedestrians, bikes, animals and even vehicles
- improve crossing at existing crosswalks
- walkable neighborhoods with landscape buffers between sidewalk and traffic is a priority
- consider putting a stop sign or two on 32nd between Johnson Creek and Harrison
- 32nd ave sidewalks. bike routes try 42nd.
- sidewalks on adams needed
- prevent monroe from becoming a developed auto arterial. maintain it as a collector with traffic calming and bike/ped friendly features
- don't get rid of parking for existing businesses
- improve surface quality of 42nd south of monroe and jackson and jefferson
- consider delivery vans and trucks - delivery zones. adequate access to businesses so they can get deliveries on time.
- poor pavement condition on 42nd

Goal 3: Neighborhood Scale Identity
- If sidewalks are not already wide, buildings fronting sidewalks restrict use of cafe tables outside. maybe allow buildings to be some feet off property line to allow for transition or use of building frontage to be used for tables, displays, activities, etc.
- Rezone 32nd and Roswell lots to mixed use
- please don't eliminate parking spaces at small biz on 42nd
• consider the placement of MAX in proximity to 32nd when planning the commercial main street
• my property at [address removed] has the front half zoned commercial and the back half residential. it seems more logical to zone it all commercial unless it would cause a large increase in property taxes.
• would like to see commercial zone extend to Van Water on 32nd to help create a business hub to serve commuters who will be accessing light rail from that street
• extend zoning changes to north end of 32nd to include Roswell
• extend commercial zoning further east on King Road, many businesses are already operating there. and south to 42nd.
• commercial zone on 32nd should be widened between olsen and wake streets
• extend zone south to hospital properties, both sides of 32nd
• some commercial expansion or redevelopment makes sense - but with great caution about impacts on single family neighborhoods. design means everything
• Challenge: how to balance pedestrian experience with need for parking. I would like to see street meandering around staggered parking
• concerned about too large a complex (apartment) particularly roswell/32nd large lot. mixed use ok.
• Include plazas and courtyards (in alt. to meet landscaping)

Other
• Commercial Districts should have a business association
The City of Milwaukie is launching the Neighborhood Main Streets Project to create commercial districts in Milwaukie neighborhoods that include community-oriented shops and services that residents can easily walk and bike to. The project’s focus is to get input from residents and businesses about their vision for neighborhood commercial areas along 32nd Avenue and near 42nd Avenue (see maps).

Over the coming months, you may be contacted by City staff or graduate students from Portland State University who are assisting the City in this project. We look forward to the chance to talk with you about the future of these important neighborhood areas!

The plan for the project is:
- Interview stakeholders and conduct surveys (February – April)
- Hold a public input meeting (March)
- Present findings and draft recommendations (May)

The City will use the public input and recommendations to draft revisions to the zoning of these areas, and may pursue other associated programs to help create vibrant neighborhood commercial main streets.

Questions, comments? See contact info on other side of this postcard.

What stores and shops would you like to walk or bike to right in your own Neighborhood?
Letter to Residents near Commercial Zones

Dear Resident, March 14, 2012

You are receiving this letter because you live within or adjacent to the neighborhood commercial areas along 32nd or 42nd Avenues in Milwaukie, which are the focus of the City’s Neighborhood Main Streets Project. As an important stakeholder in this project, we want to provide you with updates on the project and invite you to participate in the process.

The purpose of the Neighborhood Main Streets Project is to develop a community vision and plan for potential revitalization of the 32nd and 42nd Avenue neighborhood commercial areas.

The project is a joint effort between the City of Milwaukie, its residents, and the Portland State University graduate student group Horizon Planning. In June of this year, we will recommend zoning changes for the commercial zones on 32nd and 42nd Avenue, based on what we hear from the community. For example, the types of businesses currently allowed in each zone might not match what people in the area want in their neighborhood. We hope to recommend changes that will allow and encourage desired types of businesses to locate on 32nd and 42nd.

We have already spoken with business and property owners in the areas. Our online survey has been taken by more than 30 people, and last weekend 13 neighborhood residents joined the members of Horizon Planning on walking tours of the two commercial areas.

There are still many more opportunities for you to get involved in the project and ensure that your opinions on the future of your neighborhood get heard:

- We invite you to attend our Community Visioning Workshop next Wednesday March 21st from 6-8 pm at Lewelling Elementary, 5325 SE Logus Rd.
- If you have not yet, we encourage you to take our survey, available on our project website at tinyurl.com/neighborhoodmainstreets.

If you have any questions about the project, or the options above do not work for you, we would be happy to talk with you individually, at your convenience. You can reach any of the members of Horizon Planning by email at neighborhoodmainstreets@gmail.com, or you can also leave us a voicemail at (971) 258-1825.

We hope to talk with you soon!

Sincerely,

Kelly Moosbrugger, Public Involvement Lead
Horizon Planning
**Neighborhood Main Streets Project**

**Visioning Workshop**

Weds. March 21st
Seth Lewelling Elementary
in the Library
5325 SE Logus Rd
6-8 pm

**Purpose:** The Neighborhood Main Streets Project will create a community vision for the culture and identity of the 32nd and 42nd Avenues commercial areas and devise potential alternatives to reach that vision.

Help make a thriving main street.
Create a vision for 32nd and 42nd Avenues.
Tell us what you want to see!

**What is your vision for 32nd and 42nd Avenues?**

What kinds of businesses would you like to see?
What should the street environment look like?
What kind of character should the area have?

**Contact:**
email: neighborhoodmainstreets@gmail.com
website: tinyurl.com/neighborhoodmainstreets
phone: (971) 258-1825

**Initial Outreach Flyer**

**Visioning Workshop Flyer**
**Draft Vision Statement Fact Sheet**

**Community Vision Statement**

From public input from walking tours, interviews, surveys, and a visioning workshop, the community has told Horizon Planning what they envision for their Neighborhood Main Streets, the commercial areas along 32nd and 42nd Avenue in Milwaukie.

In the future, the Neighborhood Main Streets are hubs of activity—places where local residents gather to shop, dine, and socialize. A mix of small-scale and locally-owned businesses fit in well to their established residential neighborhoods. Connections to these attractive green main streets from the surrounding areas allow people to safely and easily reach their destinations whether on foot, by bicycle, or by car.

**Goals for the Neighborhood Main Streets:**

- **A Vibrant, Local Economy**
  - A mix of locally-owned, small businesses.

- **Safe, Accessible Streets**
  - Sidewalks, crossings, and street lighting that create a safe environment for pedestrians.
  - Streets that offer safe routes for driving, bicycling, and public transportation.
  - Adequate parking to serve businesses without overwhelming amounts of asphalt.

- **Neighborhood-scale Identity**
  - Businesses are oriented along a main street, whose small scale and design blend easily into the surrounding residential neighborhood.
  - Places for residents to gather, such as a park, coffee shop, cafes, or pubs.
  - Street trees, bioswales, and landscaping that increase the attractiveness of the area.

**Top Businesses that People Want to See in Neighborhood Main Streets**

<table>
<thead>
<tr>
<th>Top Businesses</th>
<th>Small-scale eateries</th>
<th>Family restaurant or Pub</th>
<th>Grocery</th>
<th>Crafts/fabric store</th>
<th>Personal care/salon</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>32nd Ave</strong></td>
<td>Small-scale eatery</td>
<td>Family restaurant or Pub</td>
<td>Grocery</td>
<td>Crafts/fabric store</td>
<td>Personal care/salon</td>
</tr>
<tr>
<td><strong>42nd Ave</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Top Strengths and Weaknesses the Community has Identified**

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th><strong>32nd Ave</strong></th>
<th><strong>42nd Ave</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Stable neighborhood</td>
<td>Busy traffic</td>
<td>Sidewalks</td>
<td>Building maintenance</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>No identity</td>
<td>Residential Feel</td>
<td>Lack of walk/bike access</td>
</tr>
<tr>
<td>Resilient</td>
<td>Potential for growth</td>
<td>Trees and Greenery</td>
<td>Limited parking</td>
</tr>
<tr>
<td>Greenery</td>
<td>Low traffic, good visibility</td>
<td>Lisa’s regional draw</td>
<td></td>
</tr>
</tbody>
</table>

**Strengths**
- Restaurants
- Parking
- Community center
- Potential for growth
- Lot of asphalt
- “Residential-looking” commercial buildings

**Weaknesses**
- Not pedestrian-friendly
- Bad Parking Circulation
- New building maintenance
- Ugly car lots
- Limited parking

**Open House**

**Drop in!**

**You told us**

A Neighborhood Main Street has...

- **A Vibrant, Local Economy**
  - A variety of locally-owned, small businesses meet everyday shopping and convenience needs for residents of immediate neighborhoods.

- **Safe, Accessible Streets**
  - Sidewalks, crossings, and street lighting on the Main Streets create a safe and comfortable environment for pedestrians.

- **Neighborhood-scale Identity**
  - Businesses are oriented along a main street, whose small scale and design blend easily into the surrounding residential neighborhood.

**Come view solutions that will transform 32nd and 42nd Ave into Neighborhood Main Streets**

**Proposed solutions will include:**

- **Zoning Changes**
- **Street Improvements**
- **Economic Development Programs**

**Tell us what works best for your community!**

**Open House Flyer**

**Drop in anytime on Saturday May 19th from 10am to 2pm**

**Pond House**

2515 SE Harrison St.

**For Detailed Project Info and to Stay Involved:**

- Website: [tinyurl.com/neighborhoodmainstreets](http://tinyurl.com/neighborhoodmainstreets)
- Twitter: @MilwaukieNMSP
- Contact us:
  - Email: neighborhoodmainstreets@gmail.com
  - Phone: (971) 258-1825
The purpose of the Milwaukie Neighborhood Main Streets Project is to develop a community vision and plan for potential revitalization of the 32nd and 42nd Avenue commercial areas.

**WHAT IS THIS?**
This poster is a way for you to let your community know what you think would make these places better. Imagine the possibilities and write your comments here for all to see. Maybe your ideas will inspire others in your neighborhood!

Milwaukie Neighborhood Main Streets Project neighborhoodmainstreets@gmail.com tinyurl.com/neighborhoodmainstreets
Letter to Business or Property Owner near Commercial Zones

Dear Business or Property Owner, May 8, 2012

You are receiving this letter because you are within the neighborhood commercial areas along 32nd or 42nd Avenues in Milwaukie, which are the focus of the City’s Neighborhood Main Streets Project. As an important stakeholder in this project, we want to provide you with updates on the project and invite you to participate in the process.

Through the Neighborhood Main Streets Project the City may begin considering rezoning or changes to the zoning of some properties on 32nd and 42nd Avenues. It’s important for you to be a part of this conversation.

From our online survey, walking tours and vision workshop we have crafted a community vision that represents how the 32nd and 42nd Ave commercial areas should look and feel in the future.

To reach this vision we are presenting recommendations to the community at an Open House event on May 19th from 10am to 2pm. We are recommending the creation of a new zone that would differ from the current zoning in the allowed uses, street setbacks and design standards.

After public feedback about these recommendations we will present our final recommendations to the Milwaukie City Council and Planning Commission on how the City could move forward to achieve the community vision. For more information about the project:

- We invite you to attend our Open House (see flier on reverse side)
  Saturday, May 19th 10am-2pm, Pond House, 2215 SE Harrison Street.

- Review project documents at the project website: [tinyurl.com/neighborhoodmainstreets](http://tinyurl.com/neighborhoodmainstreets)

If you have any questions about the project we would be happy to talk with you individually, at your convenience. You can reach any of the members of Horizon Planning by email at neighborhoodmainstreets@gmail.com, or you can also leave us a voicemail at (971) 258-1825.

Sincerely,

Kelly Moosbrugger, Public Involvement Lead
Horizon Planning
Neighborhood Main Street Project

Current Projects

- Arena Higher Assistance Program
- Reincorporating in Milwaukie
- History of Development in Milwaukie
- Neighborhood Main Street Project
- North Main/LaSalle Park/Grounds Master Plan
- Residential Design House Master Plan
- Stan dard Update Project

Planning Meetings

Planning Commission
Tue, May 22nd 6:30pm
City Hall Conference Room

Design and Landmarks Committee
Wed, May 23rd 6:30pm
City Hall Conference Room

The City of Milwaukie is launching an effort to make neighborhood commercial areas in the city more vibrant places that residents can walk and bike to. The Neighborhood Main Street Project (NMSP) will be a discussion with the community about the types of uses and development they would like to see for these areas, and will identify opportunities and constraints for achieving that vision. The project will focus on the commercial areas along 32nd Ave and along 42nd Ave near the Milwaukie Gateway.

The outreach planned for this project includes:

1. Interviews with stakeholders (March-April): one-on-one discussions with residents, neighborhood district association members, property owners, and commercial tenants
2. Community Workshop (May-June): a public forum to present information about the project and seek community input
3. Front Porch Workshop Project (May 2012): a public meeting to present the results of public input and draft recommendations
4. Final presentation on outreach results and recommendations (June): presentation of the project recommendations to the City Council and Planning Commission
5. Project implementation: adjusting zoning to allow for the types of uses identified by the community, or establishing programs to foster investment and redevelopment in the project areas.

This project page will be updated over the coming weeks...please check back often! If you have questions or comments about the project, please contact Ryan Marquardt, Associate Planner - 503-786-7658 or marquardtr@ci.milwaukie.or.us.
3/22/12  ON THE HORIZON: PSU GRADUATES COLLABORATE WITH THE CITY TO BENEFIT ITS NEIGHBORHOODS & MAIN STREET


Milwaukie Rules Blog Interview.

Huddled outside 7-Eleven in the drizzle of one of the colder days of spring, we must have looked just a little off our rocker. Cars zipping past with their frantic windshield wipers were likely oblivious to our fearless little pack. But I, for one, felt noticeably at odds with the hubbub of foot traffic in and out of the convenience store’s front entrance. It’s the kind of moment where you have to ask yourself, “Why can’t I feel my fingers?” And, “Why didn’t I wear socks, or bring an umbrella?” In typical fashion, everyone else looked a lot more equipped than I did.

It was quite a scene; the lot of us standing out in the rain so casually like any other Saturday. What on earth were we doing? Taking a stroll? Having a friendly conversation? Yes, and yes. Concerned and committed Milwaukie residents and business owners braved the inclement weather (not once, but twice!) on March 10 to do just that: participate in a walking tour of the city’s 32nd and 42nd Avenue commercial areas, and engage in dialogue during the first stages of the Neighborhood Main Street Project (NMSP) headed up by Horizon Planning.

So, walk and talk we did—past 7-Eleven and the Premier Auto lot where 42nd meets King Road, past Safeway to 44th, then circling back around to 42nd via Harrison. A seemingly short jaunt, though wrought with numerous obstacles and eyesores. With heads up and eyes peeled, we navigated the most treacherous (no kidding) of paths and corners lacking proper sidewalks (if any), crossing signage, and lighting.

And just as I was about to step out into 43rd, one of the Horizon Planning crew alerted me to a car plowing its way past us toward the grocery store. “Someone’s in a hurry—don’t get hit!” I heard a member of the tour group say. I jumped back a few feet toward safety. We all chuckled a little, and nervously kept walking.

The Neighborhood Main Street Project is the capstone of Horizon Planning’s graduate program. The group—comprised of Free Masters in Urban and Regional Planning students from Portland State University—selected The City of Milwaukie from about 40 other organizations that submitted project proposals. Says Kelly Moosbrugger, who will graduate this June with a specialty in Regional Economic Development, “We were drawn to the project because of the great potential for it to actually be implemented. The City plans to use our work to make real changes that will help neighborhoods in Milwaukie become more walkable and economically vibrant.”

Since our perilous excursion in March, the group of students has collaborated with the City Planning Dept., Milwaukie’s residents and the business community, by holding workshops, and conducting public opinion surveys and interviews in order to gain a more thorough scope of their vision for the future of the city’s commercial zones.

The resulting data from Horizon’s efforts has been condensed into a Draft Vision Statement, which the group plans to home and formally unveil during the Neighborhood Main Streets Project Open House on Saturday, May 19 (10 am – 1 pm at the Pond House). To some active members of the community, the project’s initial goals may not come as much of a surprise:

1. A vibrant, local economy: with a mix of locally owned small businesses.

2. Safe, accessible streets: including sidewalks, crossings and street lighting that create a safe environment for pedestrians.

3. Neighborhood-scale identity: where businesses are oriented along a main street, whose small scale and design blend into the surrounding neighborhoods.

As the old “best-laid plans” saying goes, long-term success hinges on a number of factors, including the strategy and implementation recommendations Horizon will make to the Planning Commission by June 12.

Even so, it’s hard to imagine that the future of Milwaukie’s commercial areas won’t live up to the vision its citizens have put down on paper with the help of Horizon Planning. All of them, especially the dedicated adventurers who gathered in the rain and wind one early March afternoon, want nothing more than to see Milwaukie abuzz with vibrant life; where residents have come by foot, bicycle (and yes, even car) to shop, dine and socialize in safety.

Neighborhood Main Street Project Open House (http://milwaukierules.com/blog/the-milwaukie-rules-blog/neighborhood-main-street-project-open-house) at the Milwaukie Pond House May 19 from 10-1

If you like what you see on Milwaukie Rules!, please consider becoming our Facebook Fan (https://www.facebook.com/PortlandRules), (https://www.facebook.com/PortlandRules) following us on Twitter (https://twitter.com/#!/milwaukierules) and/or linking to us from your website or blog. We need your help to spread the word so we can keep it up.
PSU graduate students assist Milwaukie in zoning revamp

Milwaukie residents invited to two walking tours to influence code changes

Published: Friday, March 09, 2012, 5:00 AM
By Molly Harbarger, The Oregonian

A group of five Portland State University graduate students want to help Milwaukie revamp its city codes. The students, chosen from a pool of 20 graduate students, want to talk to Milwaukie residents about how they want that to look like, show up at one of the following events:

1. 11 a.m. at Art House Coffee, 9401 SE 32nd Ave.
2. 1 p.m. at 7-11, 10435 SE 42nd Ave.
3. 11 a.m. at Arvinda's, 11356 SE 38th Ave.
4. 1 p.m. at TriMet Green Line, 111 SE 38th Ave.
5. 11 a.m. at Midland Marina, 112 SE 38th Ave.
6. 1 p.m. at Lewelling Elementary School, 5325 SE Logus Road.

The projects are paid for by a federal grant for Portland-Milwaukie light rail. The students are assisting Milwaukie in its efforts to attract businesses residents want. They want to know if Milwaukie should allow coffee shops on 37th Avenue or gas stations up and down 42nd Avenue, as an example.

The projects are funded by a federal grant for Portland-Milwaukie light rail. The students are assisting Milwaukie in its efforts to attract businesses residents want. They want to know if Milwaukie should allow coffee shops on 37th Avenue or gas stations up and down 42nd Avenue, as an example.

The students have been working on this project for about a month, meeting with Milwaukie officials to get a sense of the city's needs.

Top Stories

Milwaukie News

PSU graduate students assist Milwaukie in zoning

- OregonLive
- Oregonian
- Oregonlive
- Oregonlive.com
- Oregonlive.com/milwaukie

http://www.oregonlive.com/milwaukie/index.ssf/2012/02/psu_grad_students_assist.html

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http://www.oregonlive.com/milwaukie/index.ssf/2012/02/psu_grad_students_assist.html
Milwaukie NMSP Twitter Feed

Profile:

@MilwaukieNMSP
Neighborhood Main Streets Project - a collaboration of the City of Milwaukie and Horizon Planning: five students in the PSU Planning Masters program.
Milwaukie, Oregon - http://tinyurl.com/neighborhoodmainstreets

- 44 Tweets
- 89 Following
- 35 Followers

All Tweets as of May 22, 2012 (beginning with most recent)

22 May Milwaukie NMSP
Neighborhood Main Streets Open House displays and handouts are also available here: http://www.ci.milwaukie.or.us/planning/neighborhood-main-streets-project-open-house

22 May Milwaukie NMSP
Didn’t make it to the open house? No worries, our draft recommendations are here http://goo.gl/kXBRJ & we are taking feedback until May 31.

22 May Milwaukie NMSP @MilwaukieRules Yes! We have a recommendation for co-working spaces. Activespace is a great example! Lots of entrepreneurs in #Milwaukie

19 May Milwaukie NMSP
Our open house is now open! We have goodies from bobs red mill, Join us at the pond house from now until 2pm.

18 May Milwaukie NMSP
Open House attendees will help us prioritize our recommendations to @cityofmilwaukie. Stop by and give us your two cents.

18 May Milwaukie NMSP
Hector Campbell, Ardenwald, and Lewelling residents of #Milwaukie: We’d love to see you at our Open House tmrw, 10a - 2p at the Pond House.

17 May Milwaukie Rules! @MilwaukieRules RT @DirectPdx #Portland to Milwaukie light rail project gets $85M http://bit.ly/KZH4W Retweeted by Milwaukee NMSP

16 May Milwaukie NMSP @cityofmilwaukie Lots going on in #Milwaukie lately, thanks for putting the Neighborhood Main Streets Open House on the City calendar!

16 May Milwaukie NMSP @Ardenwald_NC_NA Hope to see Ardenwaldians at our Open House this Saturday!

16 May Milwaukie NMSP
Our Open House is this Saturday at the #Milwaukie Pond House, 10 to 2. Browse for some used books then browse through our posters!

11 May Milwaukie NMSP
Presenting a poster about the project at the Oregon APA conference in Bend http://pic.twitter.com/LSmzCHMs

9 May Milwaukie NMSP @WWlln_Reporter Art House Coffee http://pic.twitter.com/iWVn7oRl

9 May Milwaukie NMSP neighborhood notes @mpdx
Learn tools + strategies to enable flow of local $ into our communities. "Locavesting" Comes to Portland! http://j.mp/1xQ2Xi via @AtlanticCities Retweeted by Milwaukie NMSP

9 May Milwaukie NMSP @WWlln_Reporter No, but there's a great coffee/art house at 32nd & Olsen in #Milwaukie that the owner wants to sell, he has no time 4 it now

9 May Milwaukie Rules! @MilwaukieRules @MilwaukieNMSP comprised of 5 PSU Masters in Urban and Regional Planning students selected Milwaukie from 40 other orgs http://ow.ly/aDmDq Retweeted by Milwaukie NMSP

9 May Milwaukie NMSP
Looking for some heavy reading about #Milwaukie? Our 63-page existing conditions report is now available online! http://goo.gl/i6d6M

9 May Milwaukie NMSP
Thanks for the retweets! @MilwaukieRules @MilwaukieNotes

9 May Milwaukie NMSP
Milwaukie Neighborhood Main Street Open House is Saturday, May 19th from 10AM to 2PM at the Pond House! http://twitpic.com/9j702x

8 May Milwaukee Neighborhood Main Street Open House is Saturday, May 19th from 10AM to 2PM at the Pond House! http://www.ci.milwaukie.or.us/planning/neighborhood-main-streets-project-open-house

8 May Milwaukie NMSP
Neighborhood Main Streets is creating more walkable, vibrant commercial areas in #Milwaukie neighborhoods. See our FAQ: http://www.ci.milwaukie.or.us/planning/neighborhood-main-streets-project-open-house

4 May Data Driven Detroit @DDetroit
A Neighborhood’s Most Important Asset: Walkability http://ow.ly/afbG via @AtlanticCities and @Kaid_at_NRDC Retweeted by Milwaukie NMSP
May 12
Milwaukie NMSP
Open house scheduled for Sat, May 19 at Milwaukie Pond House. Come check out our recommendations for NH main streets! http://goo.gl/jowJD

24 Apr
Milwaukie Rules @MilwaukieRules
Wisconsin? RT @nnpdx How do people react when you reveal which Portland neighborhood you live in? http://j.mp/AATex4pd
Retweeted by Milwaukie NMSP

19 Apr
Milwaukie NMSP
98% of our survey respondents said it is important for a Neighborhood Main Street area to be pleasant to walk around. -pedestrian

16 Apr
Milwaukie NMSP
101 people completed the NMSP survey. 96% said they want to see more restaurants on 32nd and 42nd in Milwaukie.

12 Apr
Milwaukie NMSP
Here’s the draft vision for Neighborhood Main Streets in Milwaukie! Feedback encouraged http://twitpic.com/9byq4

12 Apr
Milwaukie NMSP
@nnpdx Coming up with solutions like improved zoning regulations that allow types of businesses people want, economic dev programs & more

12 Apr
Milwaukie NMSP
@nnpdx Terrific. The community is really involved and has told us what they want- more businesses, pedestrian safety, a clear identity.

11 Apr
Milwaukie NMSP
Sounds familiar! RT @nnpdx: Looking for some ways you can boost business and build community in your neighborhood? http://j.mp/HCj0uh

11 Apr
Milwaukie NMSP
@Milwaukie Reporter I think it’s snow cones. “best friend” is another good one.

11 Apr
Milwaukie NMSP
What students at Ardenwald elementary want in their neighborhood. Adorable. http://pic.twitter.com/NAiMGr8l

9 Mar
Milwaukie NMSP
#Milwaukie walking tours tomorrow: 11AM at Art House coffee on 32nd, 1PM at Lewelling & 42nd.

9 Mar
Milwaukie NMSP
Cool! RT @LostOregon King Road, Milwaukie in the 1960s, from the Big O: http://bit.ly/zxGWo6

6 Mar
Milwaukie NMSP
We were out and about in #Milwaukie yesterday. Great lunch at Super Burrito Plus!

4 Mar
Milwaukie NMSP
Check out all the ways you can participate in the Neighborhood Main Streets project http://www.ci.milwaukie.or.us/sites/default/files/fileattachments/poster_flyer_surveylink.pdf

3 Mar
Milwaukie NMSP
Our survey is available! Take 5 minutes to give us your thoughts on improving 32nd and 42nd Avenue commercial areas. http://bit.ly/jy4U93Ja

2 Mar
Milwaukie NMSP

28 Feb
Milwaukie NMSP