

Work Session



Milwaukie City Council



COUNCIL WORK SESSION

AGENDA

City Hall Council Chambers, 10501 SE Main Street & Zoom Video Conference (www.milwaukieoregon.gov)

OCTOBER 7, 2025

Council will hold this meeting in-person and by video conference. The public may come to City Hall, join the Zoom webinar, or watch on the <u>city's YouTube channel</u> or Comcast Cable channel 30 in city limits. For Zoom login find the meeting event on the city calendar at <u>www.milwaukieoregon.gov</u>.

Written comments may be delivered to City Hall or emailed to ocr@milwaukieoregon.gov.

Note: agenda item times are estimates and are subject to change.

Page #

1. Council Goal Update: Economic Development – Report (4:00 p.m.)

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Staff: Joseph Briglio, Assistant City Manager

2. Coho Point at Kellogg Creek Project – Update (5:30 p.m.)

Staff: Joseph Briglio, Assistant City Manager

3. Adjourn (6:00 p.m.)

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Executive Sessions

The City Council may meet in executive session pursuant to Oregon Revised Statute (ORS) 192.660(2); all discussions are confidential; news media representatives may attend but may not disclose any information discussed. Final decisions and actions may not be taken in executive sessions.



COUNCIL WORK SESSION

MINUTES

City Hall Council Chambers, 10501 SE Main Street & Zoom Video Conference (www.milwaukieoregon.gov)

OCTOBER 7, 2025

Council Present: Councilors Adam Khosroabadi, Robert Massey, Rebecca Stavenjord, and

Council President Will Anderson, and Mayor Lisa Batey

Staff Present: Joseph Briglio, Assistant City Manager

Mandy Byrd, Development Project Manager Ciara Fox, Economic Development Coordinator Scott Stauffer, City Recorder

Justin Gericke, City Attorney

Brent Husher, Library Director Emma Sagor, City Manager

Mayor Batey called the meeting to order at 4:08 p.m.

1. Council Goal Update: Economic Development - Report

Briglio introduced the item and turned the presentation over to Fox to provide the quarterly Economic Development Council Goal update.

Fox reviewed third quarter (Q3) accomplishments, beginning with Milwaukie Fest, which featured strong participation and sponsorship from local businesses. Fox presented plans for a business survey to gather feedback on event impacts and establish a baseline for business friendliness.

The group discussed outreach and engagement methods for the business survey, uses for business license revenue, and raised questions about fairness, advocacy, and ensuring that any city-funded memberships or contributions would directly benefit Milwaukie businesses.

Fox presented the business grant program, which opened October 1, and reviewed updates made after evaluating the previous grant cycle. Outreach included announcements at business events, through partner newsletters, and by direct email to eligible areas. Fox also highlighted a new placemaking grant for neighborhood district associations (NDAs) and reported 11 applications and 13 pending inquiries had been received since the grant process was opened. Briglio commented on the new video produced with the International City/County Management Association (ICMA) to showcase Milwaukie as an attractive place to live and do business, noting that while business retention and expansion remain the city's focus, the film supports future attraction efforts by highlighting Milwaukie's assets and identity. Sagor added that the video would debut at the ICMA conference on October 25.

Briglio previewed upcoming work on the Main Street Improvements Project, noting that staff had begun defining the project scope and funding strategy. Briglio emphasized the importance of managing construction to minimize disruption to downtown businesses and ongoing facade improvements. The group discussed the project scope, and the estimated timelines and construction impacts.

Briglio reviewed upcoming fourth quarter (Q4) priorities, which included neighborhood hubs, and noted that staff would begin updating the Urban Renewal Action Plan, which was nearing the end of its five-year cycle, and would engage the Milwaukie Redevelopment Commission (MRC) Community Advisory Committee (CAC) to identify new priorities.

Briglio added that a market analysis for key hubs may begin in late Q4 or early 2026 depending on staff capacity. **Briglio** discussed refinement of the housing corridor scope, continued updates to the business license code, and a follow-up discussion on the Harrison & Main Lot redevelopment project with Metro and Council.

The group discussed options for collecting downtown foot traffic data, including the use of Placer AI and potential pedestrian counters, and suggested exploring additional data sources such as the sheriff's office. Council shared feedback from business owners about energy costs, grant access, and affordability concerns. Staff noted ongoing efforts to address these challenges through the Sustainability, Equity, and Economic Development (SEED) team and highlighted opportunities to expand business consulting support for marketing and energy efficiency needs.

Council President Anderson shared updates from recent outreach to urban renewal area (URA) grant recipients, noting that many long-time business owners expressed renewed optimism and appreciation for the city's support, and that the grants contributed to a sense of downtown revitalization. Anderson and Councilor Stavenjord discussed opportunities for enhanced placemaking, including signage and holiday window contests. The group discussed creating both physical and virtual wayfinding maps and emphasized continued collaboration between the city, the Downtown Alliance of Milwaukie (DAM), and local businesses. Stavenjord and Councilor Khosroabadi talked about uses for funds generated though the business registration program.

Mayor Batey and **Councilor Massey** reported on recent meetings with executives from major employers along International Way. All employers had expressed long-term commitment to remaining in Milwaukie and the discussions included workforce challenges, sidewalk improvements, and interest in occasional business roundtables.

Milwaukie Bay Park (MBP) - Update

Sagor provided an update on MBP with the North Clackamas Parks and Recreation District (NCPRD). Progress had been slow but recent discussions showed improvement, and staff expressed optimism that proposed agreements could be ready for Council review and potential adoption at the October 21 meeting. **Mayor Batey** and **Sagor** commended staff for their efforts and collaboration with NCPRD representatives.

2. Coho Point at Kellogg Creek Project - Update

Briglio introduced the Coho Point at Kellogg Creek project, noting it was part of the city's agreement with Black Rock Development and invited the developer, Farid Bolouri, to provide a project update.

Bolouri reviewed the history of the Coho Point project, noting delays caused by the Federal Emergency Management Agency (FEMA) Conditional Letter of Map Revision (CLOMAR) process and the impact of rising construction costs. **Bolouri** explained that market shifts, high interest rates, and inflation have made the current timeline unfeasible but emphasized a commitment to completing the project and shared that the project would require a major redesign. **Bolouri** requested an extension to allow time for improved market conditions to complete the project.

Briglio noted the project has remained in the due diligence phase for several years, with the current extension set to expire at the end of January 2026 and asked Council to share their feedback on the project's direction.

The group discussed the project's financial challenges, market conditions, and potential next steps, including the possibility of affordable housing or bringing in new investors. Council expressed concern about granting an open-ended extension and requested clearer timelines. **Bolouri** stated that while market recovery remained uncertain, a 12–18-month extension would allow time to assess options and stabilize conditions. The discussion also touched on design implications, due diligence requirements, financing limitations, and maintaining quality and vision for the site.

3. Adjourn

Mayor Batey adjourned the meeting at 5:57 p.m.

Respectfully submitted,

Nicole Madigan, Deputy City Recorder

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COUNCIL STAFF REPORT

WS 1. 10/7/25

Sep. 25, 2025

Date Written:

OCR USE ONLY

To: Mayor and City Council

Reviewed: Emma Sagor, City Manager

From: Joseph Briglio, Assistant City Manager, and

Ciara Williams, Economic Development Coordinator

Subject: Economic Development Goal Quarterly Update

ACTION REQUESTED

Council is asked to review the actions completed in calendar year (CY) 2025 quarter three (Q3) and discuss the upcoming council and staff actions for quarter four (Q4).

HISTORY OF PRIOR ACTIONS AND DISCUSSIONS

<u>January 31</u> – <u>February 1</u>: Council held a two-day retreat for the purposes of reviewing feedback and survey results associated with possible goals, as well as deliberating and confirming the top three for 2025-2027.

<u>February 4</u>: Council formally adopted economic development, parks and greenspace, and affordability as the city's three goals for 2025-2027.

<u>April 1</u>: Council reviewed the draft economic development action plan, proposing edits to the metrics, implementation partners, goals, and actions.

<u>July 8</u>: Council received a quarterly update on the economic development goal.

ANALYSIS

Council approved three citywide goals at its February 4 regular session. These goals included economic development, parks and greenspace, and affordability. During that discussion, staff agreed to provide Council with a draft action plan for each goal on a monthly rotation (quarterly basis) beginning with economic development in April.

Staff developed a draft economic development goal action plan (Attachment 1), which was discussed and further refined during the April 1 and July 8 work sessions. Staff and Council have started to implement the actions called out in the plan. At the October 7 meeting, Council and staff will review the action plan progress for 2025 Q3 and coordinate on the upcoming 2025 Q4 actions. The topics that will be discussed include the following:

- What additional Council actions need to be added to the Q3 list of completed actions?
- What does council need to do or collaborate on for Q4 Council actions.
- Are there emerging needs or priorities that need to be added to future quarters?
- Updates on committee assignment work related to economic development

STAFF RECOMMENDATION

This is a discussion item. Staff are seeking input and confirmation.

ATTACHMENTS

1. Economic Development Goal Action Plan

Council Goal Action Plan

Last Updated 9/23/2025

ECONOMIC DEVELOPMENT: Supporting Milwaukie's business districts and investing in neighborhood hubs

Why this goal?

Milwaukie is seeing a resurgence of economic development activity in its downtown and business districts. Inspired by the city's 2040 community vision and comprehensive plan, the city has completed foundational work to enable hubs of commercial amenities across our neighborhoods. As Milwaukie's urban renewal area (URA) and construction excise tax (CET) funds mature, the city has an opportunity in 2025-2027 to make significant investments that can support our local economy, attract and retain businesses, and revitalize our commercial areas to help build community and a sense of place.

What do we want to accomplish by 2027?

- Revitalized Main Street and Downtown
- New investments in Milwaukie's industrial areas
- At least one enhanced Neighborhood Hub
- Strong city-business partnerships
- Capital improvements that support our business districts, including construction underway for Milwaukie Bay Park

How will we measure success?					
	BASELINE (as of Dec 31 '24)	End of 2025	End of 2026	End of 2027	Target
Dollars invested in direct support for local businesses \$ allocated through business improvement grant programs (URA and CET) \$ allocated to BIPOC or LGBTQIA+ business owners	\$328,455 total \$55,000 to BIPOC business owners \$25,955 to LGBTQIA+ business owners				Minimum \$250,000 annually
Advancement of URA Five-Year Action Plan % of projects that are complete or in the process.	28.4% of projects				100% Completion
External business-related meetings attended # of meetings, roundtables, and summits attended by City Council members # of equity-focused meetings (e.g.)	5 meetings # equity focused				Minimum 12
Business-related meetings convened by the city # of meetings, roundtables, and summits convened by staff or City Council members	2				Minimum 4
Total number of businesses registered with the city # of business license holders operating in Milwaukie, excluding landlords/rental properties	892 businesses renewed/predicted to renew in 2025				Upward trend
Impressions of business friendliness % of surveyed business who are happy with the City of Milwaukie's support	Need a baseline survey				Upward trend
Events and tourism # of events produced in Milwaukie by the city or with city support # of events that specifically celebrate Milwaukie's diverse communities	6 Events Total (4 Cultural Events)				Minimum of 9 events annually
Downtown foot traffic Annual foot traffic counts in the downtown area	5,400 average daily visitors				Upward trend
Access to commercial activity and hubs Housing units within a 1/4-mile walkshed of neighborhoods hubs (does not include downtown)	3,250 housing units (33% of units)				Upward trend

Data	Question	Indicator	Commercial Type	2024	2025	2026	2027
Commercial Vacancy Rate	Does Milwaukie and its sub-areas have a healthy vacancy rate?	Vacancy can inform our understanding of demand, with decreasing or low vacancy rates indicating demand for commercial space in Milwaukie and its sub-areas.	Office: Industrial: Retail: DT Retail:	3.3% 4.9% 4.6% 8.4%	XXX	XXX	XXX
Commercial Rents	Are rents increasing?	Changes in commercial rents can shed light on the desirability of commercial space. High or increasing lease rates can attract investment in new commercial inventory. Increasing rents can also signal a need to devote additional resources to preserving legacy businesses to counteract market pressures.	Office: Industrial: Retail: DT Retail:	\$1.86 psf \$1.02 psf \$1.48 psf \$1.42 psf	XXX	XXX	XXX
Commercial Inventory	Is commercial inventory growing?	Delivery of new commercial buildings provides space for new business opportunities, as well as mobility for existing businesses who wish to expand or move to more suitable areas of the city.	Office: Industrial: Retail: DT Retail:	712,304 sf 6,426,385 sf 1,000,323 sf 292,448 sf	XXX	XXX	XXX

Implementation partners

COUNCIL LEAD:

Councilor Rebecca Stavenjord

STAFF LEAD:

- Joseph Briglio, Assistant City Manager
- Ciara Williams, Economic Development coordinator

SUPPORTING DEPARTMENTS:

- City Manager's Office
- Community Development
 - Milwaukie
 Redevelopment
 Commission Community
 Advisory Committee
 (MRCCAC)
- Finance
- Public Safety

EXTERNAL PARTNERS:

- Downtown Alliance of Milwaukie (DAM)
- Business of Milwaukie (BOM)
- North Clackamas County Chamber of Commerce (NCCCC)
- Neighborhood District Associations (NDAs)
- Private Property Owners and Developers
- Clackamas Community College

- Clackamas Small Business Development Center (SBDC)
- Clackamas Workforce Partnership
- Micro Enterprise Services of Oregon (MESO)
- TiE Oregon
- Sabin-Schellenberg

Action Roadmap

YEAR/ FOCUS		STAFF ACTIONS	COUNCIL ACTIONS				
2025 FocUS: Support downtown momentum, engage business districts, and collect better baseline data	CY-Q2 Apr - Jun	 ✓ Hire Economic Development Coordinator ✓ Continue building relationships with DAM, BOM, and NCCCC ✓ Engage businesses in planning for <i>Milwaukie Fest</i> ✓ Discuss strategy to engage Milwaukie businesses in all city signature events ✓ Create a 'public parking' map ✓ Quarterly MRCCAC Meeting ✓ Issued 8 business grants (16 total and funds are exhausted) ✓ Re-Engage Harrison/Main Metro Discussions 	 ✓ Complete goal action plan ✓ Share updates on committee assignment work related to economic development 				
	CY – Q3 Jul - Sept	 ✓ Produce first annual Milwaukie Fest ✓ Prepare for launch of business improvement grant program citywide using CET funds, including storytelling around past grant successes ✓ Prep business friendliness survey to coincide with business roundtables ✓ Formalize process for requesting and installing bike racks ✓ Refine City's economic development webpages ✓ Begin conversations internally about the City's brand and marketing strategy 	 ✓ Provide direction on re-capitalizing the URA grant program ✓ Councilor Massey and Mayor Batey to engage businesses in the NMIA and on International Way in order to Identify and send invitations for first round of business engagement tables and survey (URA, North Milwaukie Industrial Area (NMIA), International Way, and neighborhood businesses) ✓ Councilor President Anderson and Stavenjord to connect with existing business improvement grantees to learn about their experience and build relationships ✓ Councilor Stavenjord to support business friendliness survey development ✓ Share updates on committee assignment work related to economic development 				
	CY - Q4 Oct - Dec	 Present scope of Main Street Improvements CIP project Scope planning and economic development work for 2026 related to Neighborhood Hubs and corridor plans Engage business stakeholders regarding refresh to URA five-year action plan Initiate market analysis around Neighborhood Hubs Launch citywide business improvement grant program 	 Convene first round of business engagement tables Start refresh of URA 5-year Action Plan with Milwaukie Redevelopment Commission Community Advisory Committee (MRCCAC) Share updates on committee assignment work related to economic development 				
Annual goal review and performance measure data report							
2026 FocUS: Enhance Neighborhood Hubs and support, retain, and attract Milwaukie businesses	CY – Q1 Jan - Mar	 Present proposed scope for Neighborhood Hubs/corridor planning, economic development, and placemaking work informed by market analysis Engage businesses to scope changes needed to city's Business Tax code and fees, including education on current investments in business districts Revisit Harrison/Main Discussion 	 Direct staff on planning, economic development, and placemaking work to support economic development in Neighborhood Hubs and corridors Select priority Neighborhood Hubs for placemaking investment based on market analysis Share updates on committee assignment work related to economic development 				
	CY – Q2 Apr – Jun	 Present on transportation enhancements needed to support workforce and business needs (informed by updated Transportation System Plan (TSP) Propose placemaking investments in priority Hubs Propose updates to city's Business Tax code and fees through budget process 	 Plan Annual Business Summit Complete URA 5-year Action Plan refresh with MRCCAC Share updates on committee assignment work related to economic development 				

	CY - Q4 CY - Q3 Oct - Jul - Sept Dec	 Begin construction on Main Street Improvements CIP Project Implement changes to Business Tax code and prepare for annual business registration cycle in next quarter Implement placemaking investments in priority Hubs Continue construction on Main Street Improvements CIP Project Develop vacant storefront tool kit 	 Explore opportunities for additional URAs to support economic development beyond downtown Host Annual Business Summit Share updates on committee assignment work related to economic development Direct staff on 2027 planning/code work to undertake to support economic development Share updates on committee assignment work related to economic development 			
	Annual goal review and performance measure data report					
2027 FocUS: Institutionalize business support as a core city function	CY – Q1 Jan - Mar	 Complete construction on Main Street Improvements CIP Project Propose second round of placemaking investments in priority Hubs 	 Champion transportation investments that support economic development Share updates on committee assignment work related to economic development 			
	CY – Q2 Apr – Jun	□ Implement second round of placemaking investments in priority Hubs	 Plan Annual Business Summit Share updates on committee assignment work related to economic development 			
	CY – Q3 Jul - Sept		 Host Annual Business Summit Share updates on committee assignment work related to economic development 			
	CY - Q4 Oct - Dec		 Report on 3-year Goal progress and provide direction for ongoing operationalization of economic development work Share updates on committee assignment work related to economic development 			



Economic Development

2025 Q3

WORK SESSION | OCTOBER 7, 2025



Q3 Accomplishments

July - September



Milwaukie Fest





- Local businesses were sponsors and active participants
- Foot traffic from HCH to South Downtown Plaza
- Will be getting feedback from businesses in Q4 survey



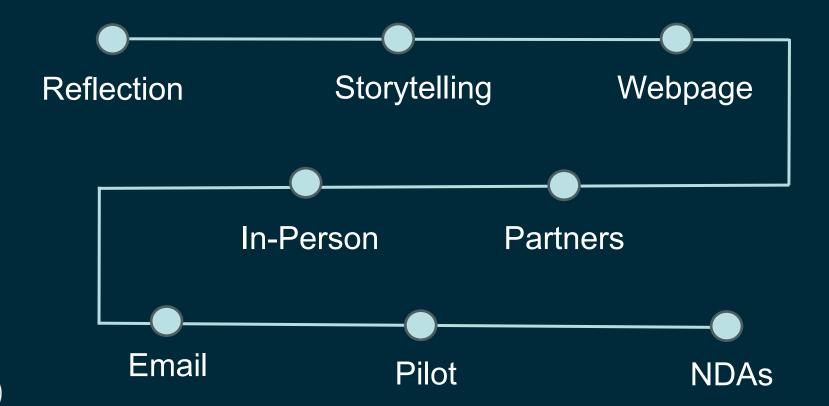
Prep Survey

- 1 GENERAL INFO
 Patterns and trends for specific business cohorts
- 2 BUSINESS FRIENDLINESS
 Metric and accountability
- 3 BUSINESS LICENSE Code update
- 4 NEEDS & OPPORTUNITES

 Better align programs & support



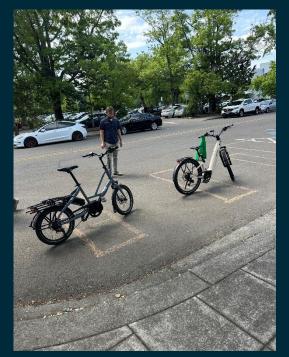
Prep Grant Launch





Bike Racks

Economic Development > Doing Business > Bike Racks











Webpage Refinement

Past Grantees

Many Milwaukie businesses and property owners have pursued business improvement grants to update their facades, interiors, and operations,

2025 Grant Recipients:

- Moving Forward Yoga (new business!)
- Portland Waldorf
- 10931-63 SE 21st Ave
- . Giving Cafe (new business!)
- . Luna's Ice Cream
- 10955 Main St
- . B-Side Records and Vintage (new business!)
- Milwaukie Museum

2024 Grant Recipients:

- Decibel Sound & Drink
- Studio 21 (new businessi)
- . Good Measure (new business)
- · Spoke & Word (new business!)
- SaunaGlo (new businessl)
- · Chan's Steakery
- · The Office Bar
- Purdy's Auto · Ovation Bistro
- · Samaritan Odd Fellows Lodge





	Home > Departments > Economic Develo
money I've already spent?	Bike Racks
	To support all modes of access to commercia supplies last. Businesses may request a bike econdev@milwaukieoregon.gov.
	Applicant Information
	Full Name:*

poort all modes of access to commercial and employment areas, the City of Milwaukie will install free bicycle racks in the public right of way upon request and as lies last. Businesses may request a bike rack to be installed using the form below. If you have any questions or need assistance with the form, please contact dev@milwaukieoregon.gov

Do I need to get my design approved?	
Do I need to apply for building permits?	
Do I need any other permits?	
Tenant Improvements	

> I am ready to apply. What do I do?

> My application has been approved. Now what?

Storefront Improvements

> Do I need to provide design concepts?

> I already started my project, but want to apply. Can I get reimbursed for the

> Departments > Economic Development > Doing Business > Bike Racks

Business Name: Email Artringer

Phone Number:*

Bike Rack Request Address of desired rack location:

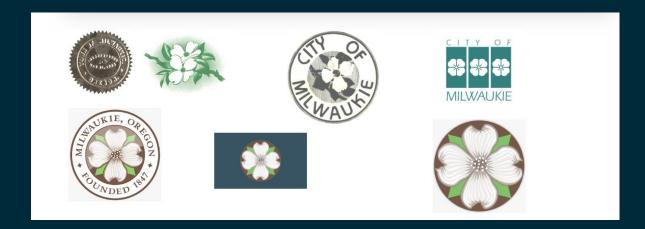




Marketing & Branding Strategy



- Business engagement with brand and strategy via survey
- SWAG discussion with Revitalize Committee







Up Next

2025 Q4 → 2026 Q1

present Main Street CIP Scope **Hubs & Corridors** scope engage URA Action Plan Update Market Analysis: Hubs **City Wide Grant**



2026-Q1

present Hubs & Corridors Scope

engage Business Tax Code

revisit Harrison & Main





Q3 Council Accomplishments

July - September

Q3 Assignments





Recapitalize Grant







Support Business Survey Development





engage NMIA & International Way





engage Previous Grantees





Up Next

2025 Q4 → 2026 Q1

2025-Q4 Assignments





start



URA Action Plan Refresh



2026-Q1 Assignments

direct Hubs & Corridors Work

select Priority hubs

