

MILWAUKIE PLANNING COMMISSION  
MINUTES  
TUESDAY, AUGUST 24, 1993

COMMISSION PRESENT

Pat Lent, Chair  
Bill Johnson  
Gordon Jones  
John Littlehales  
Scott McClure  
Don Trotter  
Carolyn Tomei

STAFF PRESENT

Maggie Collins,  
Community Dev. Dir.  
Mark Jonson,  
Comm Dev Intern  
Shirley Richardson,  
Hearings Reporter

COMMISSIONERS ABSENT

None

1.0 CALL TO ORDER

Chair Lent called the meeting to order at 6:35 p.m.

2.0 PROCEDURAL QUESTIONS - None.

3.0 CONSENT AGENDA

3.1 PLANNING COMMISSION MINUTES - August 10, 1993

Carolyn Tomei moved to approve the minutes of August 10, 1993, as corrected. John Littlehales seconded. MOTION CARRIED 7-0.

4.0 PUBLIC COMMENT - None.

5.0 PUBLIC HEARINGS - None.

6.0 CONSIDERATION ITEMS - None.

7.0 WORKSESSIONS

7.1 Citizen Involvement Program District Boundaries

Maggie Collins reviewed with the Commission a memo from Jim Crumley regarding land use district boundaries. Included in the memo was a copy of a proposed land use district boundary map drawn from the preliminary directions received from the Commission at the workshop meeting on August 10th. Attached was a land use district boundary worksheet to identify unifying issues which face the various districts.

**Maggie Collins** explained that after a decision is reached, the next step will be a worksession with the City Council. A tentative meeting is scheduled on September 7. The public would be informed of the proposed district boundaries by the news media after the worksession.

**Maggie Collins** exhibited a board showing the existing land use district boundaries. The concept is that districts would be notified by the City of land use applications; and it is then up to the district land use "board" to provide input. Discussion followed on the drafted boundaries and the following input and changes were made:

**District #6.** No change.

**District #4.** This district is comparable to Linwood Grade School area. Discussion centered on whether industrial areas should be included with the neighborhood they are contiguous with. Within the adjacent District #9 there are already three organized groups, Omark, PS Business Park, and Lincoln Properties, that are active in applications involving them. It was felt that the separation of residential and industrial areas in this case was more desirable. There is a natural boundary between residential and commercial.

**District #5.** No change. There was discussion on whether Districts 4, 5, 6, and 7 should be merged into one. There are issues in each district that warrant separation. District #5 has more concerns about infill and light rail potential.

**District #9.** This district was separated from #8 because it is more employment intensive. More issues of mass transit, transportation, and traffic are addressed in this district.

The homes between Hwy 224 and Lake Road are physically separated by Hwy 224 from industrial District #9. It was decided that this residential group was clearly affected by what goes on in the industrial area. It was decided that portion of the proposed boundary be changed from Lake Road to the city limits, to Hwy 224 and Rusk Road to Lake Road to the City limits. The residential land use interests are similar to the industrial interests of the adjacent area.

**District #7.** Changed boundary to include residential area at Harrison Street and Hwy 224. The boundary now follows the railroad down to Hwy 224, crosses Harrison Street to Railroad Avenue, and follows down Railroad Avenue to District #5.

**District #8.** This will be a separate district. It is more of an industrial area than District #9, which is business/industrial.

**District #1.** Discussion centered on whether Waverly should be included in this district.

- District #8 is impacted by 17th Avenue and McLoughlin Blvd traffic, but Waverly is only impacted by 17th Avenue traffic.
- District #8 Waverly area commonality is with commercial high density, low density transition issues.
- Waverly has access to the retail part of the downtown area.
- The west section of District #3 has more in common with downtown than the rest of District #3 because of the Lake Road traffic issues.
- The area around Milwaukie High School is more retail/commercial than residential.
- The area around the high school shares light rail interests.

The boundary was changed to Washington Street to 27th to Lake road, west on Lake Road to just past 26th, to Kellogg Lake and Lake Road to city limits. The west area of 26th Avenue will be in District #1.

**District #2.** There was discussion on whether Island Station should be a part of District #1 because of its commonality with the riverfront and the McLoughlin Corridor. Island Station is a single-residential area and has high historical interests. The only changes made were those resulting from restructuring District #1.

**District #3.** The only changes made were those changes resulting from restructuring of District #1.

Questions that came out of the discussion of the land use district boundaries:

1. Notification; what triggers more than one land use district to be involved?
2. Aggregating land use issues is important; there are inherent differences in issues between residential land use areas and industrial land use areas.
  - Urban growth boundary issues affect District #4. District #4 will be less impacted by light rail and transportation changes of the City than District #5.
  - City limits and expansion; issues between County and City lands. Evident in both District #6 and #4.
3. Future rezones may indicate redrawing district boundaries.

4. Boundaries should transverse mid-blocks.

The Commission reviewed the worksheet on land use issues and commonalities for the nine districts proposed: \*Corridor is defined as multi-modal, including landscaping, sidewalks, etc.

DISTRICT 1 (Waverly/Downtown)

1. Downtown Core Issues (Downtown Riverfront/Willamette River Greenway)
2. Light Rail
3. High density commercial mix
4. Low density high density transition
5. Incorporating educational institutions
6. Infill - distinctive land use issues
7. Transportation Corridors of 17th & McLoughlin

DISTRICT 2 (Island Station)

1. Kellogg Treatment Plant
2. Elk Rock Island/Spring Park
3. Light Rail
4. Historical land use precedents and historic resource values
5. McLoughlin Corridor
6. Downtown/Willamette River Greenway related issues
7. Kellogg Lake

DISTRICT 3 (Lake Road)

1. Lake Road Corridor issues
2. Kellogg/Mt. Scott Creeks
3. North Clackamas Park
4. Light Rail
5. Hwy 224 Corridor
6. Infill and development issues

DISTRICT 4 (Linwood)

1. Light Rail
2. Urban Growth Boundary
3. City limits and expansion issues
4. Railroad/Harmony Corridor issues
5. Aquatic Center
6. Linwood Corridor

DISTRICT 5 (Hector Campbell)

1. Light Rail
2. Residential infill
3. Railroad/Harmony Corridor issues
4. 224/37th Avenue Intersection

DISTRICT 6 (Lewelling)

1. Johnson Creek Blvd. Corridor
2. Industrial transition
3. Johnson Creek Urban Stream issues
4. Springwater Corridor
5. Urban Growth Boundary
6. City limits and expansion issues
7. Non-conforming uses

DISTRICT 7 (Ardenwald)

1. 32nd Avenue Corridor
2. Redevelopment areas and opportunities
3. Johnson Creek Blvd. Corridor
4. Residential infill
5. Light Rail
6. Springwater Corridor
7. Environmental issues
8. Oak/Railroad Intersection

DISTRICT 8 (McLoughlin Industrial)

1. Conforming and non-conforming land uses
2. Light Rail
3. Springwater Corridor
4. McLoughlin and 17th Avenue Corridors
5. Existing business park organizations

DISTRICT 9 (Milwaukie Business and Industrial)

1. Hwy 224 Corridor
2. Natural resource issues
3. Railroad Avenue Corridor
4. 37th Avenue/International Way/Hwy 224
5. Residential/industrial transition issues
6. Employee intensive area
7. Light rail
8. Environmental issues

**Maggie Collins** stated that new zoning maps will be made available to the Commission members in their next packets. Staff will review the population information as it is used to establish grade school boundaries.

Recess was taken at 9:00 p.m. and the meeting reconvened at 9:08 p.m.

8.0 OLD BUSINESS - None.

9.0 OTHER BUSINESS

9.1 Letter From Planning Commission Concerning Riverfront Advisory Committee

**Don Trotter** submitted a copy of the draft letter from the Planning Commission to City Council on the Riverfront Advisory Committee. The Commissioners reviewed the letter and the following changes were suggested:

- The first paragraph be changed to include a definition for "Riverfront." Included in this definition should be the CL Zoning and the historical aspects of the riverfront.
- A paragraph be added to the end about the vision statement and master plan.
- A sentence indicating that the Commission is available for comment/worksession on this issue.

**Don Trotter** will redraft the letter and have it ready for Commission review at the next meeting, September 14, 1993.

9.2 Light Rail Workshops

**Scott McClure** asked the Commissioners which light rail workshop they are monitoring, so that he could attend a workshop that is not being covered.

Since no one is covering the south working group, he will attend those sessions. All Commissioners are invited to attend any or all of the worksessions.

9.3 Community Development Department Report

**Maggie Collins** informed the Commission that the Milwaukie Downtown Development Association (MDDA) has requested joint action on landscape and other design features they want to recommend for Downtown. Commissioners have been asked to serve on the MDDA Urban Design Committee. More information on this Committee will be provided as it becomes available.

City Council has completed and approved its Council Goals for the 1993-1994 year. Copies were provided to the Commissioners in their packet. The

Planning Commission may decide to have a worksession to review and discuss the Planning Commission goals and how they mesh with the Council Goals.

The Visual Preference Survey final report has been received by the City. Copies were distributed to the Commissioners. Worksessions on these results are planned for later this Fall.

#### ISSUES FOR STAFF

**Comprehensive Plan Changes.** Don Trotter suggested that the format on Zoning and Comprehensive Plan revisions be changed to reflect correction or revision dates. A cover page could be used to list the ordinance that approves each change.

**Notification error in newspaper.** Chair Lent informed Staff that the Clackamas County Review had posted the wrong date for the Planning Commission meetings.

**Grading on Weiko Way.** John Littlehales informed Staff that there is grading being done on the property on Weiko Way. This is the same property that had an application for a mobile home court.

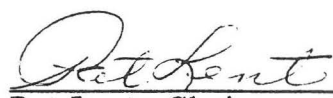
**Milwaukie Glass.** Don Trotter asked staff to review the new roof sign being displayed at the Milwaukie Glass Company for compliance with the Sign Ordinance.

**Retaining Wall for the High School Parking Lot.** John Littlehales commented that the retaining wall. It seems to be higher than requested. He asked if Staff could check the submittal.

**Chevron Lot.** It was requested that Staff follow-up on the landscaping requirements for this proposal.

- 10.0 NEXT MEETING: September 14, 1993
- 10.1 Eagles Wings Miniseries (CSO-93-04)
- 10.2 Community Development-Public Works Coordination Roles and Responsibilities Worksession (Continued)

Bill Johnson moved to adjourn the meeting of August 24, 1993. Scott McClure seconded. MOTION PASSED UNANIMOUSLY. Meeting adjourned at 10:00 p.m.

  
\_\_\_\_\_  
Pat Lent, Chair

  
\_\_\_\_\_  
Shirley Richardson, Hearings Reporter

**AGENDA**  
**MILWAUKIE PLANNING COMMISSION**  
Milwaukie Center, 5440 S.E. Kellogg Creek Dr.  
Tuesday, August 24, 1993, at 6:30 p.m.

- 1.0 Call to Order
- 2.0 Procedural Questions
- 3.0 Consent Agenda
  - 3.1 Planning Commission Minutes: August 10, 1993
  - 3.2 City Council Minutes: August 3, 1993 (upon approval by Council)
- 4.0 Public Comment

This is an opportunity for the public to comment on any item not on the agenda.
- 5.0 Public Hearings - None
- 6.0 Consideration Items - None
- 7.0 Worksession
  - 7.1 Citizen Involvement Program District Boundaries
- 8.0 Old Business - None
- 9.0 Other Business
  - 9.1 Community Development Report
- 10.0 Next Meeting: September 14, 1993
  - 10.1 Eagles Wings Ministries (CSO-93-04)
  - 10.2 Community Development-Public Works Coordination Roles and Responsibilities Worksession (Continued)

The Milwaukie Planning Commission welcomes your interest in these agenda items. Feel free to come and go as you please.

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**Milwaukie Planning Commission Mission Statement**

The Planning Commission serves as an advisory body to, and a resource for, the City Council in land use matters. In this capacity, the mission of the Planning Commission is to articulate the Community's values and commitment to socially and environmentally responsible uses of its resources as reflected in the Comprehensive Plan.

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**Public Hearing Procedure**

1. Staff Report
2. Correspondence
3. Applicant's presentation
4. Public testimony from others in support of application
5. Comments or questions from interested persons who are neither proponents nor opponents
6. Public testimony from those in opposition to the application
7. Questions from the Planning Commission
8. Rebuttal testimony from Applicant
9. Closing of public hearing
10. Commission discussion/action

The Planning Commission's decision on these matters may be subject to further review or be appealed to the City Council. For further information, contact the Milwaukie Community Development Department office at 652-4410.

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**Milwaukie Planning Commissioners:**

Patricia Lent, Chair  
Carolyn Tomei, Vice Chair  
John Littlehales  
Don Trotter  
Gordon Jones  
Bill Johnson  
Scott McClure

**Community Development Department Staff:**

Maggie Collins, Community Development Director  
Dave Krogh, AICP, Associate Planner  
Jim Crumley, Associate Planner  
Jeanne Garst, Office Assistant  
Marcia Hamley, Office Assistant  
Shirley Richardson, Recording Secretary

# CITY OF MILWAUKIE



COMMUNITY DEVELOPMENT  
PUBLIC WORKS

6101 S E. JOHNSON CREEK BLVD  
MILWAUKIE, OR 97206

TELEPHONE: 652-4410  
FAX: 774-8236

\*\*\*\* MEMORANDUM \*\*\*\*

COMMUNITY DEVELOPMENT DEPARTMENT  
August 24, 1993

TO: MILWAUKIE PLANNING COMMISSION  
THRU: *MC* MAGGIE COLLINS, COMMUNITY DEVELOPMENT DIRECTOR  
FROM: JIM CRUMLEY, ASSOCIATE PLANNER *jm*  
RE: LAND USE DISTRICT BOUNDARIES

Attached is a copy of a proposed land use district boundary map drawn from the preliminary directions received from the Commission at the workshop meeting on August 10th.

**District 1** contains the downtown core, and the residential area east of downtown and Waverly. Waverly was included with the downtown area rather than the McLoughlin industrial area because we could not find any joint interest between Waverly and industrial areas.

**District 2** is the Island Station area which is geographically distinct and has faces unique issues such as the odors of the treatment plant and Elk Rock Island.

**District 3** recognizes the boundaries proposed by the recently formed Lake Road Citizens group. At the Aug. 10th meeting the PC proposed to expand the Lake Road area to include the Market Place and Omark Industrial Park located between Highway 224 and Railroad Ave. Staff suggests that this area (identified as area 8A) be included with the McLoughlin industrial area, District 8.

**Districts 4, 5 & 6** are basically the same as Comprehensive Plan Neighborhood areas 3, 4 & 5 with the exclusion of the industrial area from areas 4 and 5. The proposed districts follow the basic boundaries of the Linwood, Hector Campbell, and Lewelling Elementary School Districts.

**District 7** includes the incorporated portion of the Ardenwald Neighborhood Association and adds the area around the newly constructed Public Safety Building.

**District 8** is the northerly industrial area bisected by McLoughlin Blvd. As mentioned above, Staff suggests that this area be included with the commercial and industrial areas between 224 and Railroad Avenue.

Also attached is a Land Use District Boundary Worksheet the Commission can use to identify unifying issues which face the various districts.

JC:MC:jpg

LAND USE DISTRICT BOUNDARY WORKSHEET

DISTRICT 1 (Waverly/Downtown)

- 1. Downtown Core Issues
- 2. Light Rail
- 3. Downtown Riverfront
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_

DISTRICT 2 (Island Station)

- 1. Kellogg Treatment Plant
- 2. Elk Rock Island
- 3. Light Rail
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_

DISTRICT 3 (Lake Road)

- 1. Lake Rd. Traffic
- 2. Kellogg Creek
- 3. North Clackamas Park
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_

DISTRICT 4 (Linwood)

- 1. Light Rail
- 2. UGB
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_

DISTRICT 5 (Hector Cambell)

- 1. Light Rail
- 2. Residential Infill
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_

DISTRICT 6 (Lewelling)

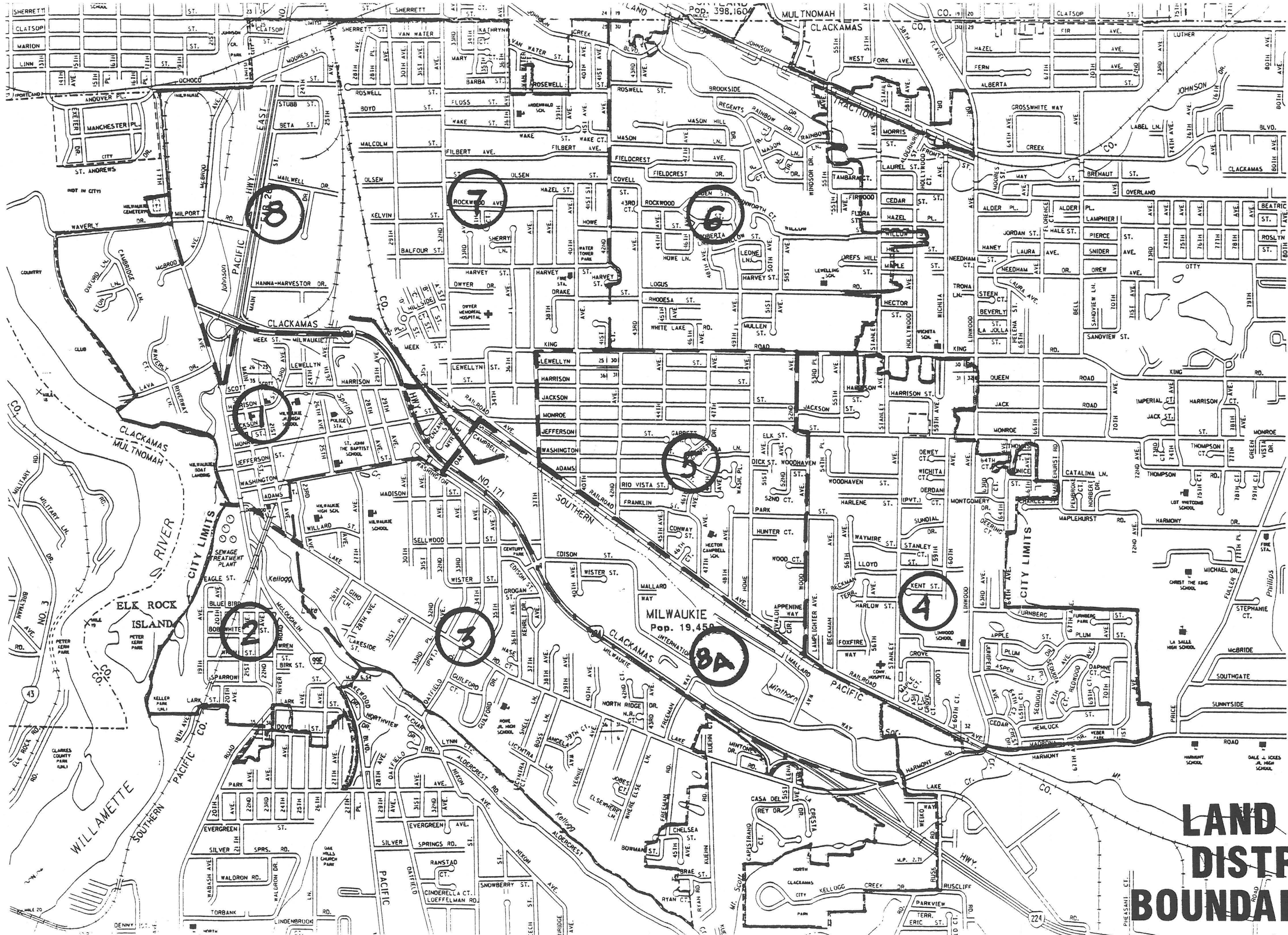
1. JCB
2. PCP
3. Johnson Creek
4. Springwater Corridor
5. UGB
6. \_\_\_\_\_
7. \_\_\_\_\_

DISTRICT 7 (Ardenwald)

1. 32nd Ave.
2. Dwyer Hosp., Murphy Lumber, Stanley Tool
3. JCB
4. Residential Infill
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

District 8 (McLoughlin Industrial)

1. Conforming and Nonconforming Land Uses
2. Light Rail
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_




MILWAUKIE  
Pop. 19,450

# LAND USE DISTRICT BOUNDARIES

\*\*\*MEMORANDUM\*\*\*

COMMUNITY DEVELOPMENT DEPARTMENT  
CITY OF MILWAUKIE

August 17, 1993

To: Milwaukie Planning Commission  
From:  Maggie Collins, Community Development Director  
Re: Community Development Department Report

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Action Requested

For your information.

Discussion

A. CITY COUNCIL 1993-1994 GOALS. Attached is the memo from the City Manager and the Resolution passed by the City Council on July 6, 1993. No changes were made to the language in the Resolution. I will pass out signed resolution copies at the next Planning Commission meeting.

B. Included is your copy of the Visual Preference Survey results, titled "Picture This." Worksessions on these results are planned for later in the Fall.

cc: C.D. Staff  
Dan Bartlett

# CITY OF MILWAUKIE



FAX (503) 652-4433

## \*\*\* M E M O R A N D U M \*\*\*

June 7, 1993

To: Mayor and City Council  
From: Dan Bartlett, City Manager *Dan*  
Re: Resolution Adopting Council 1993-1994 Goals

### Action Requested

Adopt a resolution establishing 1993-1994 Council Goals.

### Background

Since January 1993, the Council has met several times to discuss their goals for the 1993-1994 fiscal year. The attached resolution formally adopts these goals. This will provide direction to the City Manager and staff.

I will work with the department heads and city employees to ensure that our annual work plans support achieving the Council Goals.

cc: File  
cm676/hd

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MILWAUKIE, OREGON,**

**WHEREAS**, the City Council annually adopts goals to provide direction to the City Manager and staff; and

**WHEREAS**, the Council has met in several work sessions to set their goals for 1993-1994.

**NOW, THEREFORE, BE IT RESOLVED** that the Council of the City of Milwaukie, Oregon, that the following goals are adopted for 1993-1994:

◆ Riverfront and Downtown

A major regional decision has been made which will affect Milwaukie. Milwaukie will be on the route of the next high capacity transit corridor. This will make Milwaukie a major regional transit hub for bus and light-rail. The City will need to actively participate in this planning that may dramatically affect our future.

◆ Long-term Vision

Milwaukie needs to determine where it fits in the region. We need to reach a common community vision on growth. We need to look at areas like the 32nd Street corridor and determine how they can be re-vitalized. We need to focus on neighborhood participation and develop a housing policy. These issues all require active participation of citizens. The Council plans to continue the City's efforts to better involve its citizens in defining the future of their City.

◆ Public Safety

Police and Fire will occupy a new facility early in the next budget year. The Council wants to support public safety services in the City. They want to avoid a reduction in the number of police officers per thousand citizens. They want to maintain the existing high quality service that our public safety employees provide.

Introduced and adopted by the City Council on June 15, 1993.

CITY OF MILWAUKIE

By \_\_\_\_\_  
Craig J. Lomnicki, Mayor

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
Pat DuVal, City Recorder

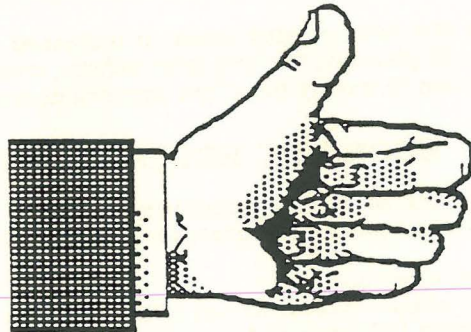
\_\_\_\_\_  
O'Donnell, Ramis, Crew, & Corrigan

Resolution No. \_\_\_\_\_

# Milwaukie Downtown Development Association (MDDA)

Main Street Project

## "JUST DOING IT"



### *Origins of the MDDA*

In the 1960's downtown Milwaukie was a thriving vibrant retail shopping area. A major department store anchored the downtown, the local grocery store was a daily destination, a fresh meat market offered the finest beef in the area. The young and old could find quality clothing and shoes all within blocks of the local hang out, Perry's Pharmacy. With the exception of Perry's and the new Safeway, the 1960's shopping experience no longer exists. Replaced in the 1970's and 80's by dozens of physicians, optometrists, banks, and office buildings downtown has become less of a place to shop, and more of a place to work and secure services. People are downtown, but the faces are not the same.

In 1990 a group of existing business people met to discuss the future of downtown Milwaukie. Buildings in disrepair needed renovation, promotions for the community could be expanded, and the livability of downtown improved. In 1991, the businesses initiated a self-help program to that end. A funding program for the MDDA was established from downtown property taxes (an Economic Improvement District), a businesses license surcharge and a contract with the City of Milwaukie. Downtown was ready for change, change that embraced Oregon Downtown Development Association's four point program:

***Design*** - enhancing the downtown's livability through physical improvements

#### ***Economic***

***Restructuring*** - strengthening the existing economic base through education and a balance of diverse business

***Promotion*** - creating a stimulating environment that entices employees, residents, and tourists to visit and experience downtown, to relive memories and create new ones

***Organization*** - building a consensus amongst business to create a body of influence that can direct change, garner support, and work as a team with the City of Milwaukie

# Major Accomplishments Since 1991

## DESIGN

- Developed and funded a "Downtown Improvement Program" providing for \$500 grants when businesses match with at least \$1,000 toward the exterior renovations of their buildings.
- Encouraged development of local lending institution downtown loan programs.
- Provided design assistance for local property owners through the Oregon Downtown Development Association.
- Funded facade renovations under the program to "Looks Wright Hair Design", Candyland, Danny's Pub.
- Funded new landscaping along Main street: geraniums, dusty, miller, marigolds and next spring bright red azaleas.
- Sponsored an annual waterfront clean-up day.
- Facilitated increased attention to maintenance, scheduled sidewalk cleaning, and public landscape maintenance with the cooperation of the North Clackamas Parks and Recreation District.
- Continued monitoring of light rail planning for Milwaukie and actively disseminated information on the public input process.
- Urged and supported enforced two hour parking aimed at increased customer service in downtown.
- Assisted the City of Milwaukie in planning for long term parking needs.
- Worked with the City of Milwaukie to modify the City's sign ordinance.

## ECONOMIC RESTRUCTURING

- Supported major private investment for building renovations and new businesses.
- Conducted merchant and business seminars on customer services, energy retro-fitting, the role of small business.
- Developed a downtown business directory.
- Conducted a business survey to obtain information on business hours, advertising mediums, perceived strengths and weaknesses of doing business in downtown Milwaukie, suggested priorities for the downtown association.
- Since 1991 total business growth has contracted from 252 to 236 due to changes in business composition downtown. The smaller "mom & pop operations" have been replaced by larger corporate facility growth, as is reflected in overall employment downtown. Employment within the downtown district currently stands at 722 as is contrasted by 1991 figure of 697.

## PROMOTIONS

- Sponsored the second annual "Share the Lights Festival" at Christmas time. Dancers, bagpipers, clowns, scavenger hunt, horse drawn trolley rides, holiday open houses, sharing trees for area charities, arts & craft Fair, Battle of the Bands all kicked off by the Christmas Umbrella Parade. All of downtown sparkles as buildings are lit up with holiday lights!
- Sponsored the 1992 a May Plant sale announcing "Spring in Downtown Milwaukie".
- Participated in Milwaukie Festival Daze, manning the "information booth" and conducting a survey to determine how visitors found out about Festival Daze!
- Sponsored a "Bike Rodeo and Trick or Treat at Milwaukie Businesses". Co-sponsored by a local scout troop, dozens of local children are taught bike safety then treated to goodies by downtown Milwaukie businesses. Great and safe fun!
- Main Street Dancin' to Wagon Tales and Trails, an annual Fall festival. Initiated in 1992, this event brings top quality square and line dancing to downtown Milwaukie, food and all-around home-town fun. In 1993 the event was modified to tie into the Oregon Trail Celebration, bringing in a hands-on interactive Pioneer Living Experience and "Medicine Man Tent" sponsored by the Kiwanis and County Health Department offering free inoculations.

## ORGANIZATION

- Published a monthly newsletter aimed at providing information and getting input from local businesses on key issues such as the light rail planning, parking requirements, new sign ordinance requirements
- Sent survey to businesses on parking needs and on landscape maintenance approaches.
- Committees working on all four areas of Main Street approach
- Annual MDDA Membership meeting.
- Actively utilized interns and summer youth to increase office productivity.
- Member of Oregon Downtown Development Association (ODDA).
- Annual goal setting.

# 1993 Action Plan

## DESIGN

*The Design Committee will continue to work to enhance downtown's livability. Activities will ensure esthetically pleasing new development that compliments and serves neighboring business and properties. Downtown will build its own unique identity.*

- Continued monitoring of light rail planning and development of recommendations and consensus with City of Milwaukie on proposed routes and station locations.
- Work with the City of Milwaukie to evaluate employee parking needs and explore and develop options for additional parking.
- Support efforts by City of Milwaukie to install quality entrance signs denoting entrance to downtown Milwaukie.
- Continue to offer facade improvement funding.
- Work with the City of Milwaukie to develop downtown design development guidelines giving downtown Milwaukie identity and sparkle.
- Continue to work with the Oregon Downtown Development Association to offer low-cost architectural design assistance to local property owners.
- Work with the City of Milwaukie to develop a Downtown Master Plan that will identify sites for transit lines, public bike paths and park areas, parking, and improvements to McLoughlin Boulevard.
- Work with the City of Milwaukie to amend the City's Zoning Ordinance to reflect a balanced mix of business and encourage pedestrian oriented amenities.

## ECONOMIC RESTRUCTURING/BUSINESS SERVICES

*The Economic Restructuring Committee will continue to undertake activities including education that enable businesses to expand their markets, or capture new markets, and recruit new business to provide diversity and adequate service for existing employee needs.*

- Conducting a downtown employee survey to determine demographic profile, employee needs and preferences.
- A business information packet providing demographic characteristics for the local region, shoppers survey results, and employee survey needs and preferences.
- Distribution of survey data, new market techniques and trends, and "tips for survival in the 90's" from local successful businesses.
- Free advertising for downtown businesses in the monthly newsletter.
- Mapping of downtown businesses to identify potential locations for new business opportunities and existing clusters of business that build upon neighboring business.

## PROMOTIONS

*The Promotions Committee will continue to sponsor events that enhance downtown business recognition, business sales and foster community spirit and local identity.*

- Sponsor the "Share the Lights Festival", expanding the event to include a "Battle of the Bands" and enhancing the light program.
- Increase involvement in Milwaukie Festival Daze in cooperation with the Festival Daze Committee.
- Update the downtown business directory annually.
- Explore activities for a downtown "Lunchfest in Milwaukie" promotions aimed at providing daytime entertainment for the downtown office and service employees.
- Develop a strategy for capturing "regional" participation in events.
- Continue monthly newsletter.
- Consider a spring time fundraiser enabling MDDA to enhance quality and variety of entertainment and activities for special events.

## ORGANIZATION

*The Milwaukie Downtown Development Association has a dedicated and active volunteer Board of Directors that is devoted to the economic vitality and image of Downtown Milwaukie.*

- To disseminate information on the Association's accomplishments and future activities garnering increased property owner, business, and community-wide support.
- To expand membership and the revenue base in the MDDA through a community individual and corporate membership drive.
- To revise the by-laws enabling broader participation in the association.
- To publish the annual workplan and report and to actively engage press coverage for activities.
- To sponsor an annual meeting that sparks enthusiasm and gives recognition to volunteers.

# 1993 BOARD ROSTER

Dan Bartlett  
Milwaukee City Manager

Craig Lomnicki  
Milwaukee Mayor

Steve Morse  
Milwaukee Lumber

Arlie Brown  
Perry Pharmacy

Dave Libbey  
Libbey's Restaurant

Jean Myers  
Candyland

Pamela Reynolds  
President, MDDA  
Statements Plus

Champ Husted  
Vice President  
Milwaukee Bowl

Gary McClain  
Murdorf, McClain  
and Kovak

Lawrence Froland, OD  
Treasurer

Doug Naef  
Doug Naef Insurance  
Agency

Keith Ritchie  
Portland Memorial

Paul Graham  
Graham's Book & Stationary

## THE "WOW" FACTOR

*Downtown revitalization has a beginning and a middle but no "end". Market change is inevitable and continuous. Changes in customer preference i.e., the Downtown followed by the Mall, followed by the big box i.e., "Freddies and Costcos's is normal. Office shortage followed by office glut should be considered normal. Cheap rents and ample employee parking followed by expensive rents and parking shortages mark downtown success and should be considered normal, albeit not desirable. "Boomers" are still buyers, just older and generally more frugal even if gainfully employed. They're saving for college for the kids and looking to saving for retirement. This is normal. The businesses and business districts that succeed are not normal or average, they "WOW" their customers. Downtowns that succeed as retail or job centers "WOW" their customers i.e., shoppers, employees, employers. MDDA's mission is to "WOW" their customers through enhanced economic vitality and an enhanced image of downtown.*