



MEMORANDUM

TO: McLOUGHLIN AREA PLAN (MAP) COMMITTEE

FROM: FREGONESE ASSOCIATES

SUBJECT: INPUT FROM THE BUSINESS FOCUS GROUP - AUGUST 19

DATE: AUGUST 30, 2011

On August 19th, the MAP project team met with the Business Focus Group (BFG) to discuss the projects and programs that were discussed by the MAP committee earlier that same week. In addition to the conversation that evening, the BFG supplied the team with a memorandum titled McLoughlin Business Group – Meeting Notes from August 9, 2011.

This memorandum has been prepared to provide a linkage between the BFG's memo and potential projects and programs that are being discussed by the MAP committee for possible recommendation.

The input took the form of describing 11 topic areas through a combination of projects, outcomes, tools and general comments.

Projects and Programs

The following Projects and or Programs were identified:

1. Starting a McLoughlin boosters club. This topic generated much positive energy during our meeting on the 19th.
2. Installing curbs and sidewalks from Park Ave. to Gladstone city limits on both sides of McLoughlin Boulevard
3. Install consistent street lighting and signage on McLoughlin
4. Develop a consistent look down the length of the whole highway
5. Develop a coordinated 'Avenue of Flags' along McLoughlin
6. Develop Façade treatment designs and solicit funds in order to assist those who may need some financial help.
7. Need the sign code written, explained and a visit by a code enforcement officer to the businesses that continue to violate the code.



8. Signs saying through traffic use left lane / local traffic use right lane
9. Adjust timing of McLoughlin signals
10. Obtain statistics on current Sheriff and Fire Calls to specific properties

Outcomes

The following outcomes were called out:

1. Automobiles to remain as the majority mode of travel
2. A preference for businesses to be owned by local people while understanding the role that will be played by corporations located outside of the area
3. Maintain a continuous turning lane on McLoughlin Blvd.
4. No frontage roads and or slip lanes
5. No Light Rail or raised median in the middle of McLoughlin Blvd
6. A-frame signs along McLoughlin can only be placed on private property
7. The business community believes we need more density in the area
8. The business group feels there needs to be more density in the area in order to make alternative modes of travel such as bus, bike and walk work.
9. Clusters of "like" business uses – Health cluster, Professional Cluster, Food Cluster, Services Cluster, etc., are seen as a beneficial way to develop
10. No felon/section 8 Housing in the McLoughlin Area boundaries
11. Restrict strip clubs if any way possible

Tools

The following tools were identified as methods by which to improve the area:

1. Potential for forming an L.I.D. (Land Improvement District)



2. Figure out ways to fund projects with help from the Feds, the State, the County, and local businesses.

Comments

Following are the comments contained in the memo that address overall conditions, concerns or ideas, but are not tied directly to a project, program or outcome.

1. The MAP process has only devoted a limited time to working with the business community
2. The group wants to review the MAP report prior to submission to the County Commissioners.
3. Plan the improvements should take place in an orderly fashion and target expenditures so that we get the biggest bang for the buck. We should not try to re-do the whole highway at once but in segments that are feasible.
4. Walmart is planning a 30,000 to 40,000 square foot complex at the Joe's location, which will be for groceries and a pharmacy. What happened at East Port Plaza, after Wal-Mart moved in, was amazing. The center was almost vacant of shops prior to Wal-Mart and now it is full
5. C-3 is a very flexible zone that allows open space, office space, retail, some assembly, some warehousing as a percentage, some incubator space.
6. The area can accommodate both nice multiple housing units such as condominiums and require that a certain percentage of these units be built to affordable standards for lower income families. However, the attendees are concerned about section 8 type housing.
7. There is not a lot of support for boutique type of business because it is typically exclusive and expensive
8. We need to verify how many people we have in our area. This is usually done on a square mile basis, like 5500 people per square mile. We don't come anywhere close to that number. – this relates to the ability to attract customers
9. We can certainly start transitioning towards more of this type of travel (walking, biking and transit) but you can't restrict travel by car without seriously damaging the potential for business to exist and thrive.
10. Parking behind buildings is not safe for shoppers. Keep customers parking in front and/or to the sides of the buildings



11. Direct any aid to the local businesses first and then to the national or regional businesses.