

McLoughlin Area Plan Phase II

Results of living polling at the August 3rd
workshop and the online public survey



Workshop #2

August 3rd, 2011

- 75 active participants

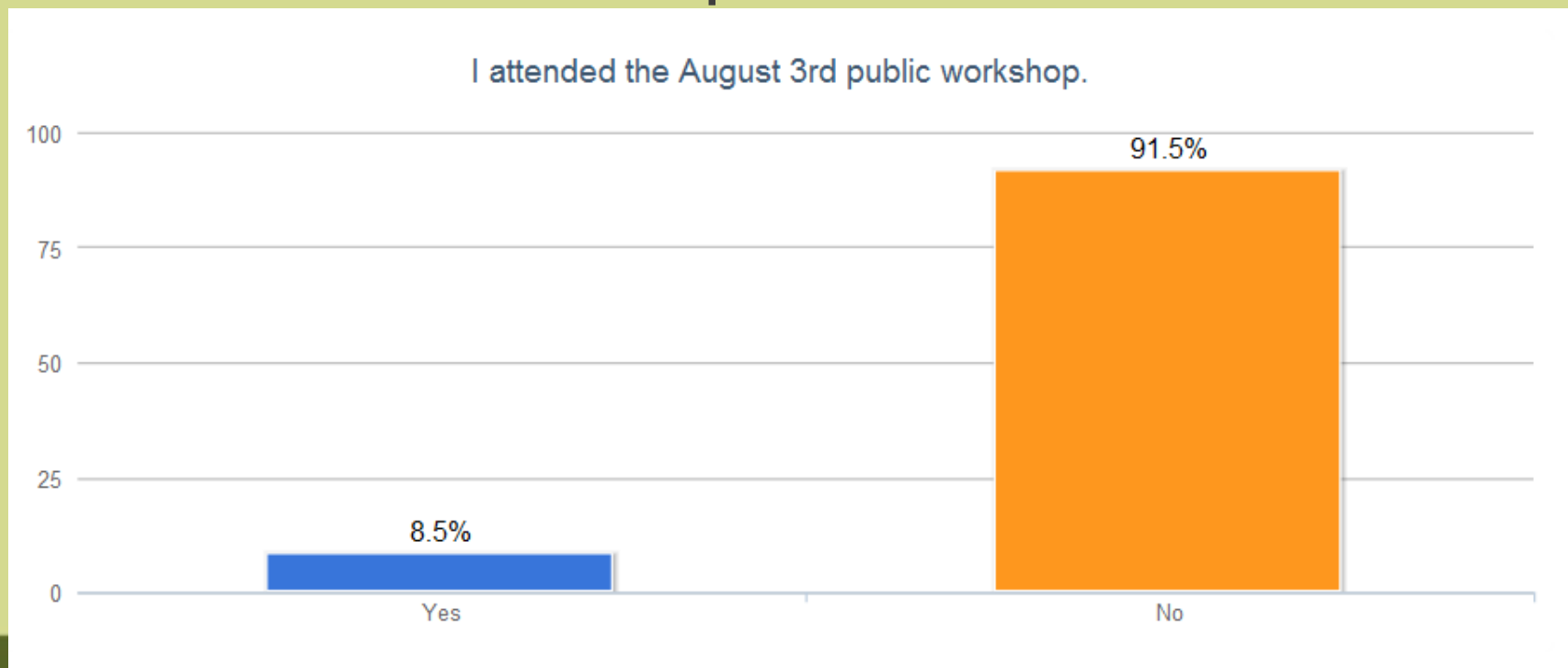


City's most important to PWT

McLoughlin Area Plan Capital Projects	
Projects	Place Stars in this Column
Public Parks, Open Spaces and Habitat Restoration	
Acquire property to create a new park, recreation facility, and open space within the plan area	
Improve public tree canopy in the City Park	
Improve parks in the McLoughlin Park and areas	
McLoughlin Boulevard Improvements	
Construct pedestrian crossing facilities on the right for the road way to improve safety, improve a grade level and facilities	
Improve all streetlight improvements along through the road that the facility, improve lighting, landscaping, and to improve safety and the road	
Neighborhood Street Improvements	
Improve street improvements on existing neighborhood streets to improve safety, improve lighting, improve safety, improve lighting, landscaping, and the road	
Pedestrian and Bicycle Facility Improvements	
Improve pedestrian connections to schools, parks and other community facilities	
Build a new trail/pedestrian/bike way on the McLoughlin Park	
Public Buildings and Facilities	
Develop a community center within the plan area	
Business and Job Recruitment and Retention	
Add a planning and research office	
Development and Redevelopment	
Improve local building for development and redevelopment	

Online Survey

- 173 Responses
- 91 percent of survey participants DID NOT attend the workshop

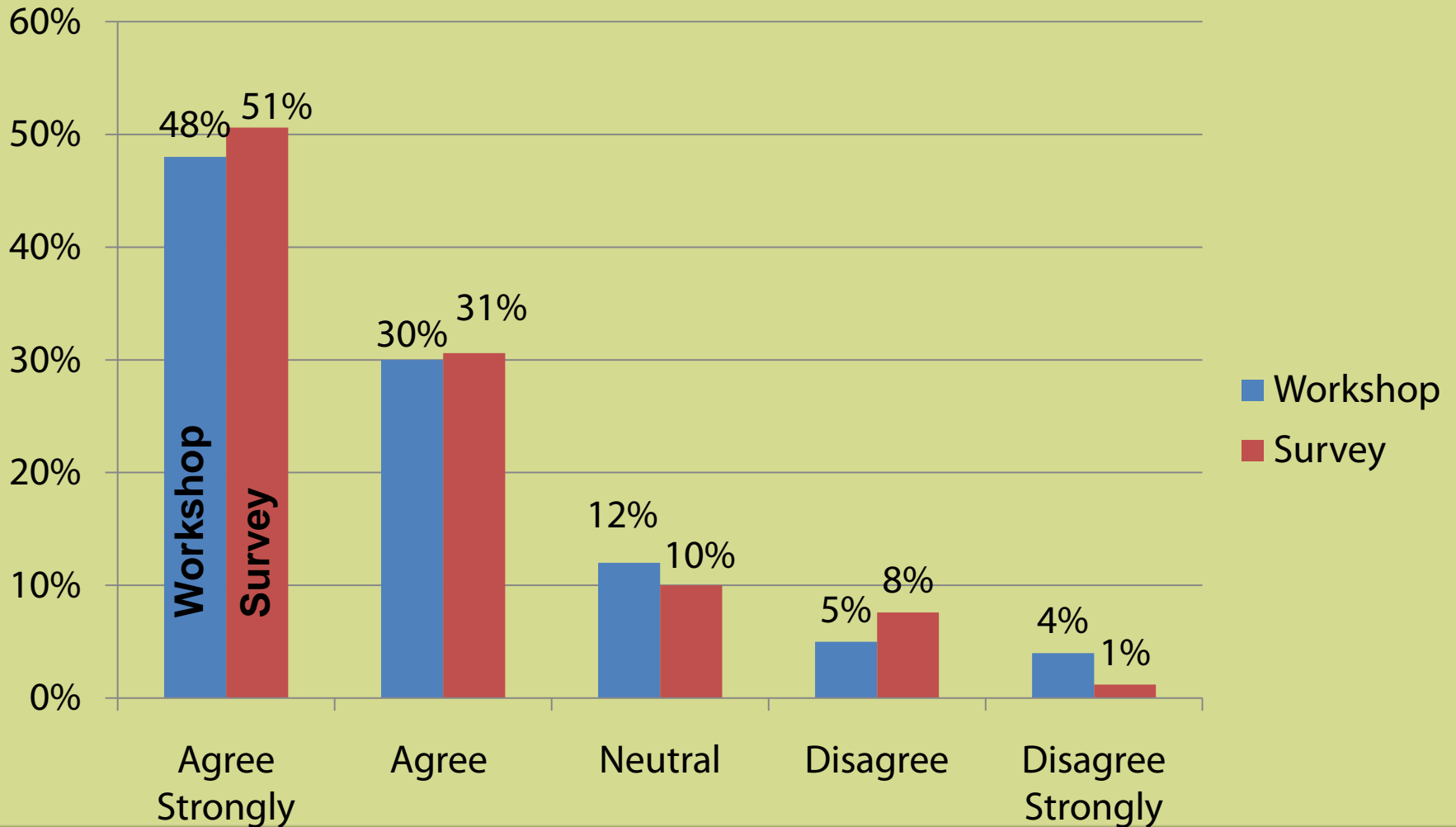


Signs on McLoughlin Blvd

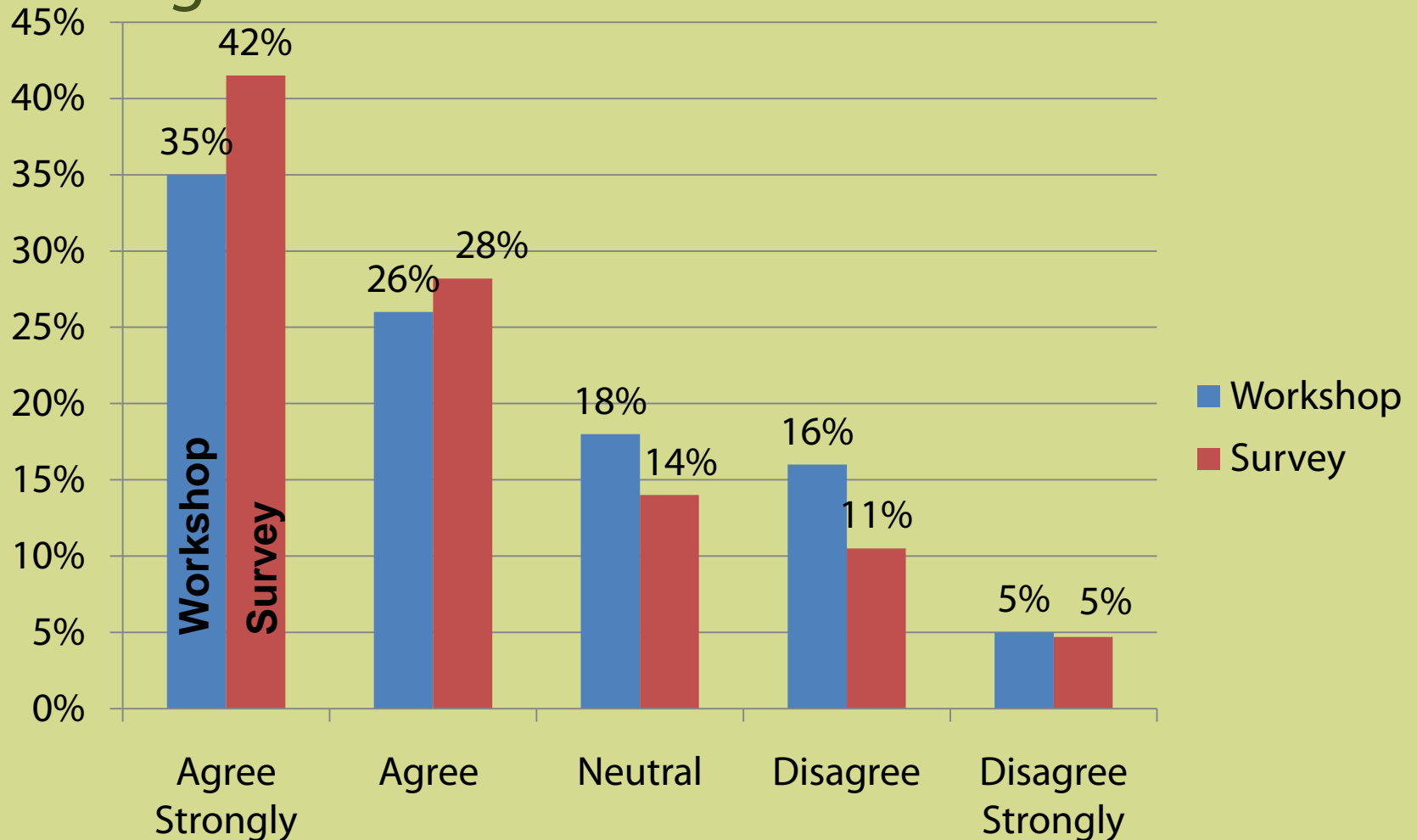


Enforce code to remove signs

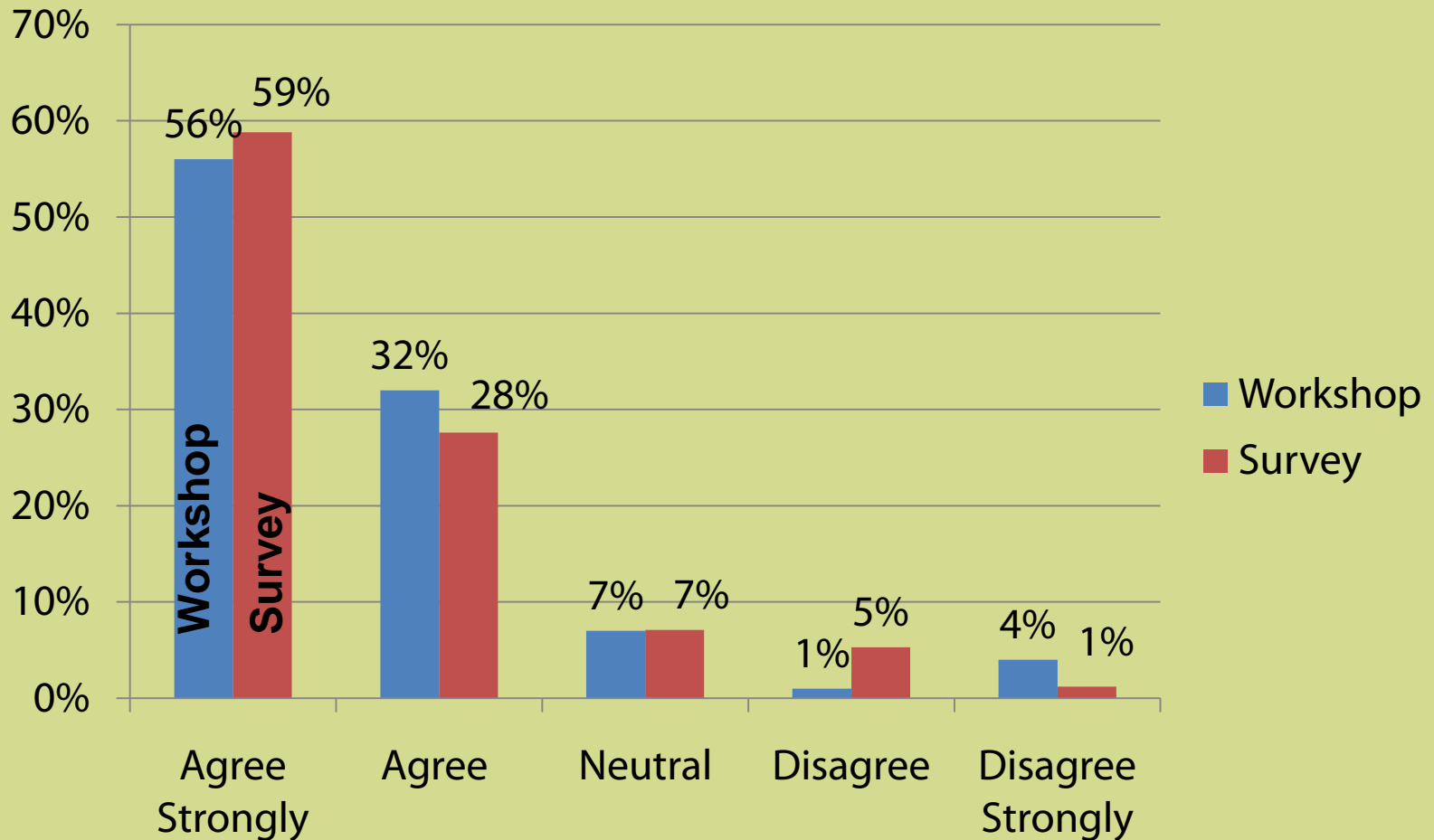
Strict Enforcement of existing sign ordinances would make McLoughlin Blvd More Appealing



New policies for signs with smaller size and less lighting would significantly improve McLoughlin Blvd.



The enforcement of proper property maintenance and the public right of way is important to me.



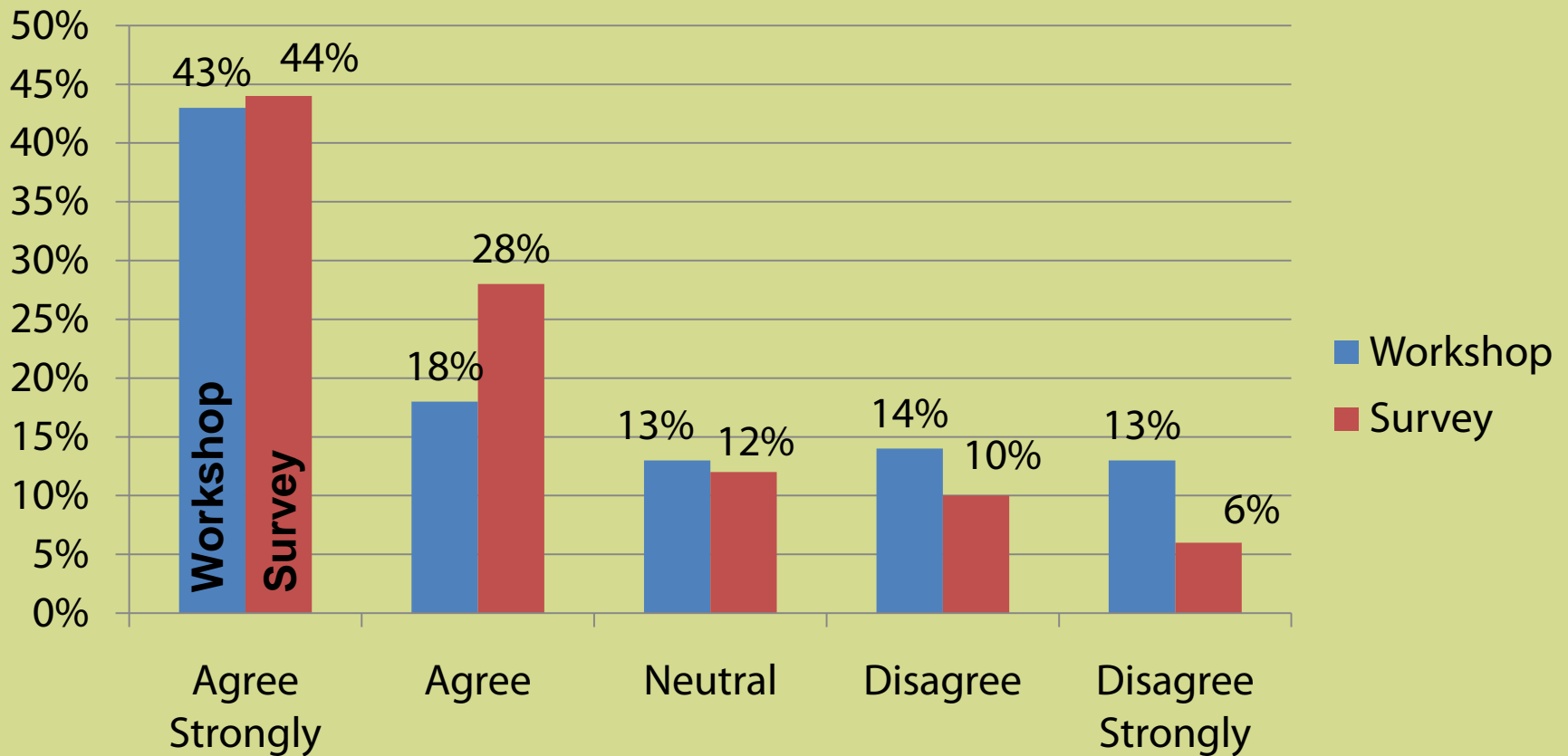
Existing Neighborhoods



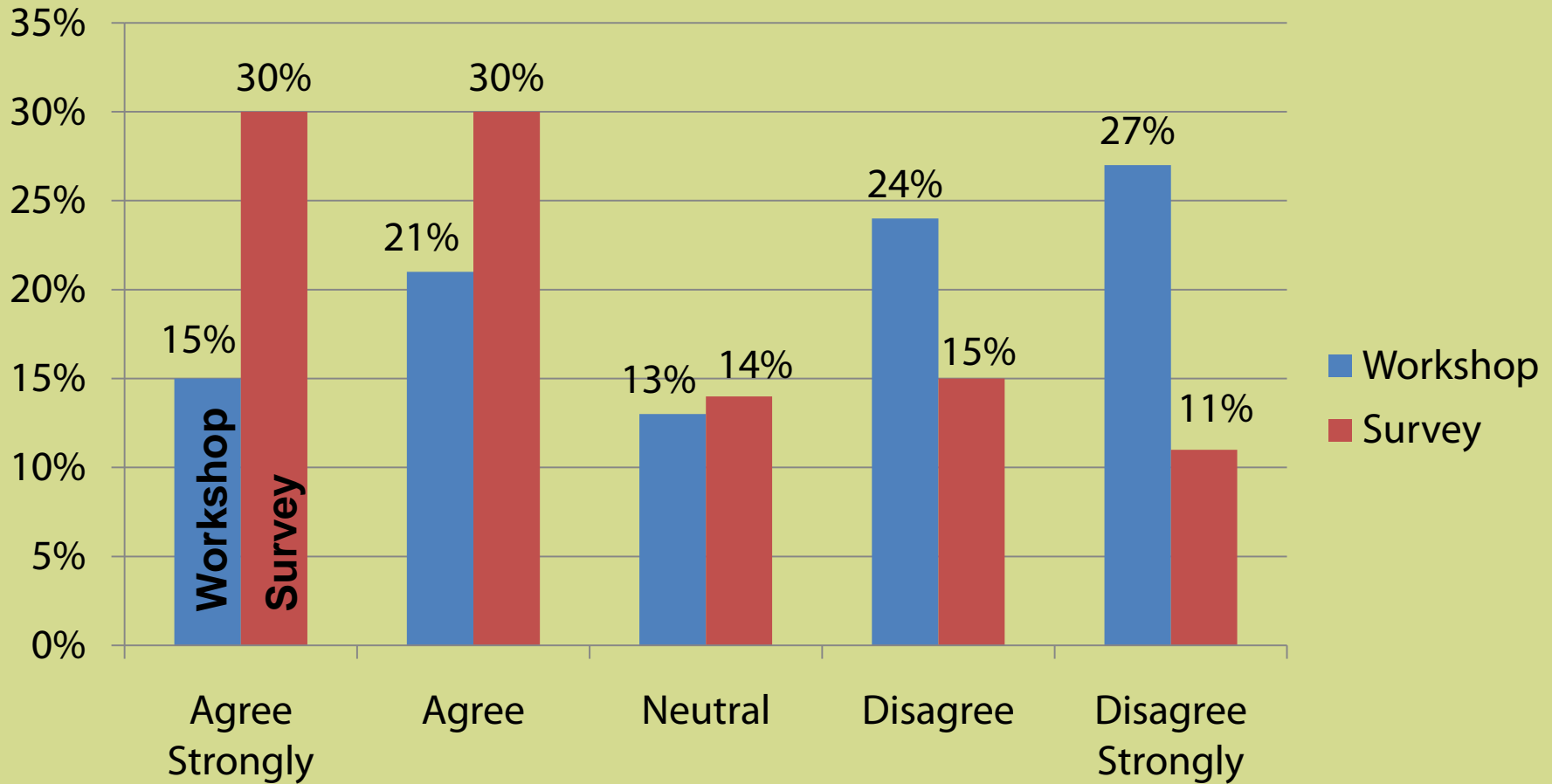
Recent infill housing in neighborhoods



Zoning and Design Ordinance should be changed to prohibit new smaller lot housing in existing R10 neighborhoods.



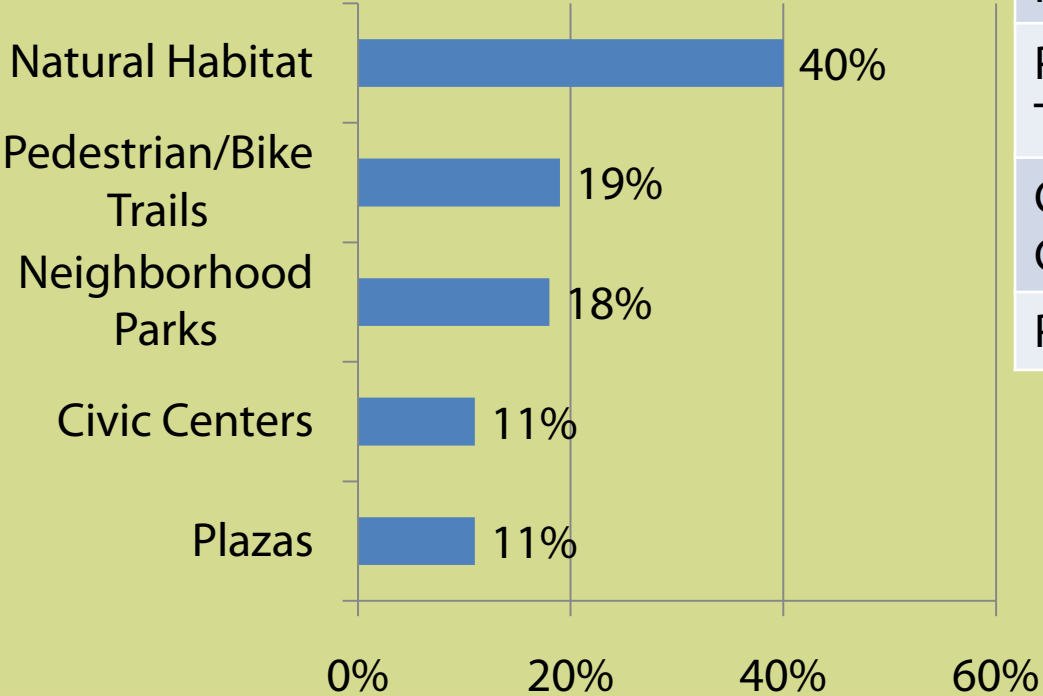
I would prefer an ordinance that allows smaller infill housing, but ensures compatible character.



Please rank the parks and open space component that is most important to you. CHOOSE YOUR **TOP** PRIORITY.

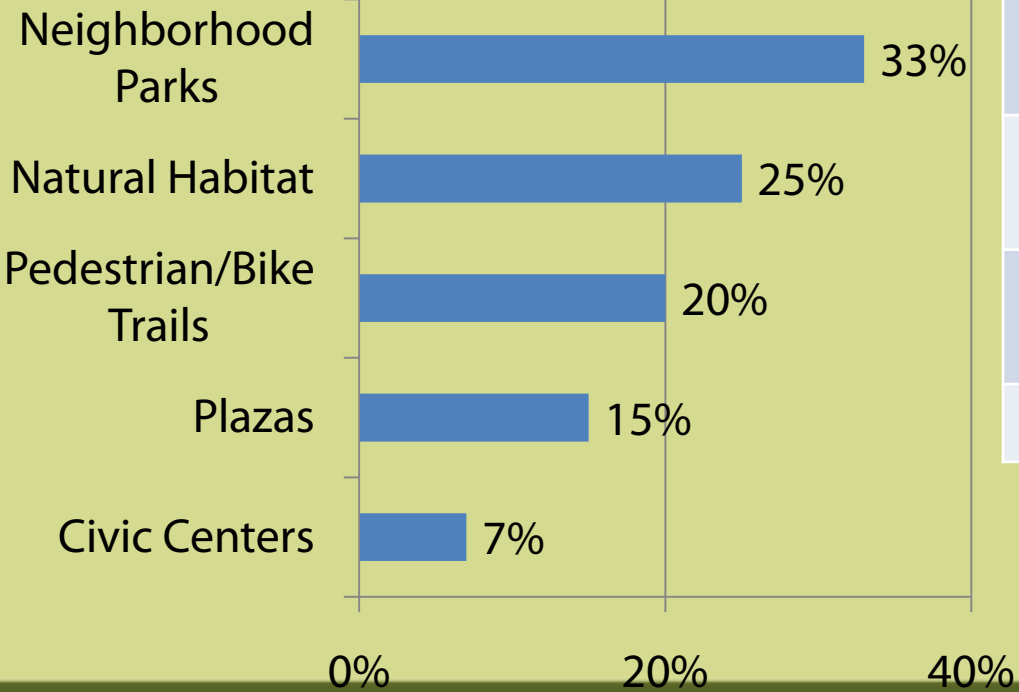
	Survey Rank	Workshop Rank
Natural Habitat	1	1
Neighborhood Parks	2	3
Ped/Bike Trails	3	2
Community Centers	4	4
Plazas	5	5

Workshop



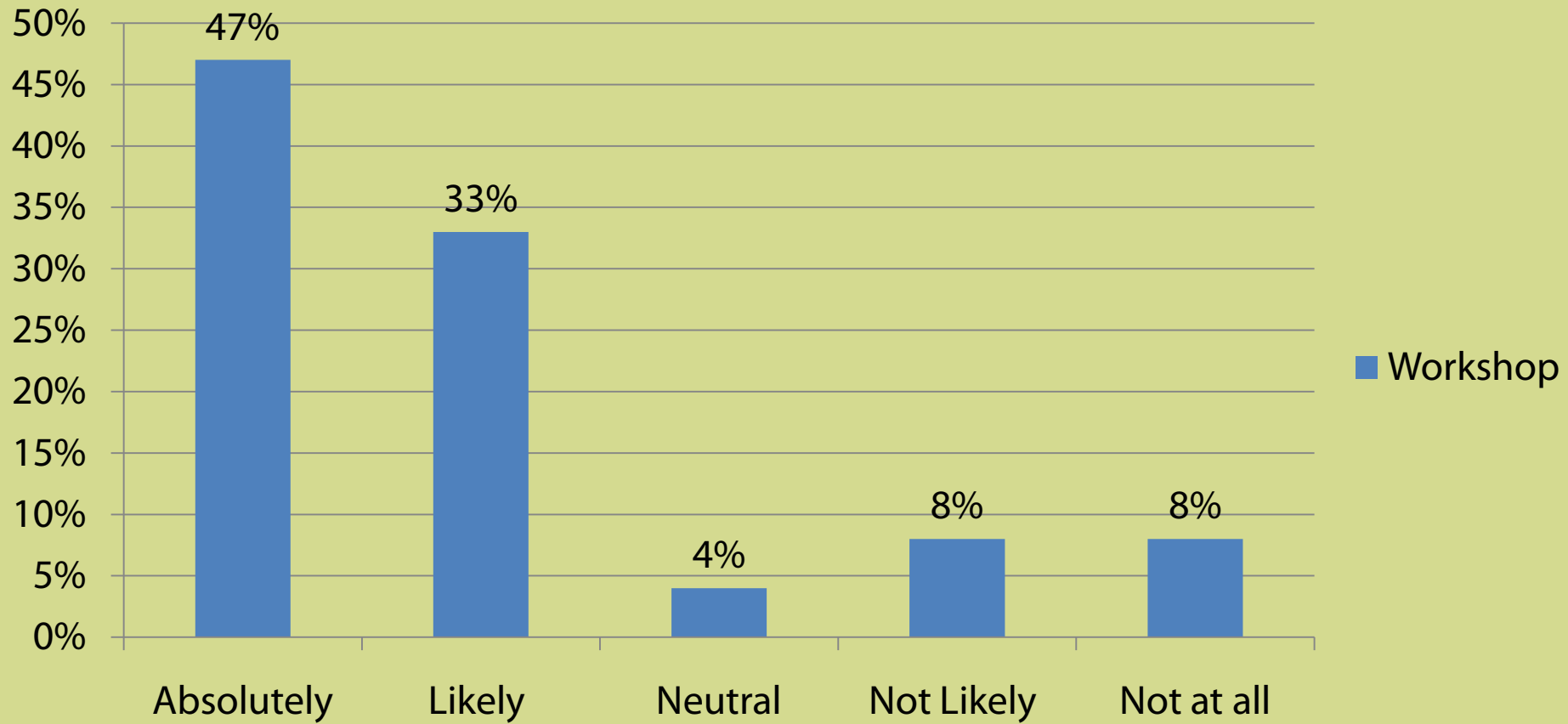
Please rank the parks and open space component that is second most important to you. CHOOSE YOUR **SECOND** PRIORITY.

Workshop



	Survey Rank	Workshop Rank
Natural Habitat	1	2
Neighborhood Parks	2	1
Ped/Bike Trails	3	3
Community Centers	4	5
Plazas	5	4

Workshop: Would you be more likely to shop, eat or live in revitalized activity clusters on McLoughlin?



Visualizing a possible future on McLoughlin Boulevard and in Historic Oak Grove

The following images show only one of many ways that McLoughlin Blvd and historic Oak Grove could look.

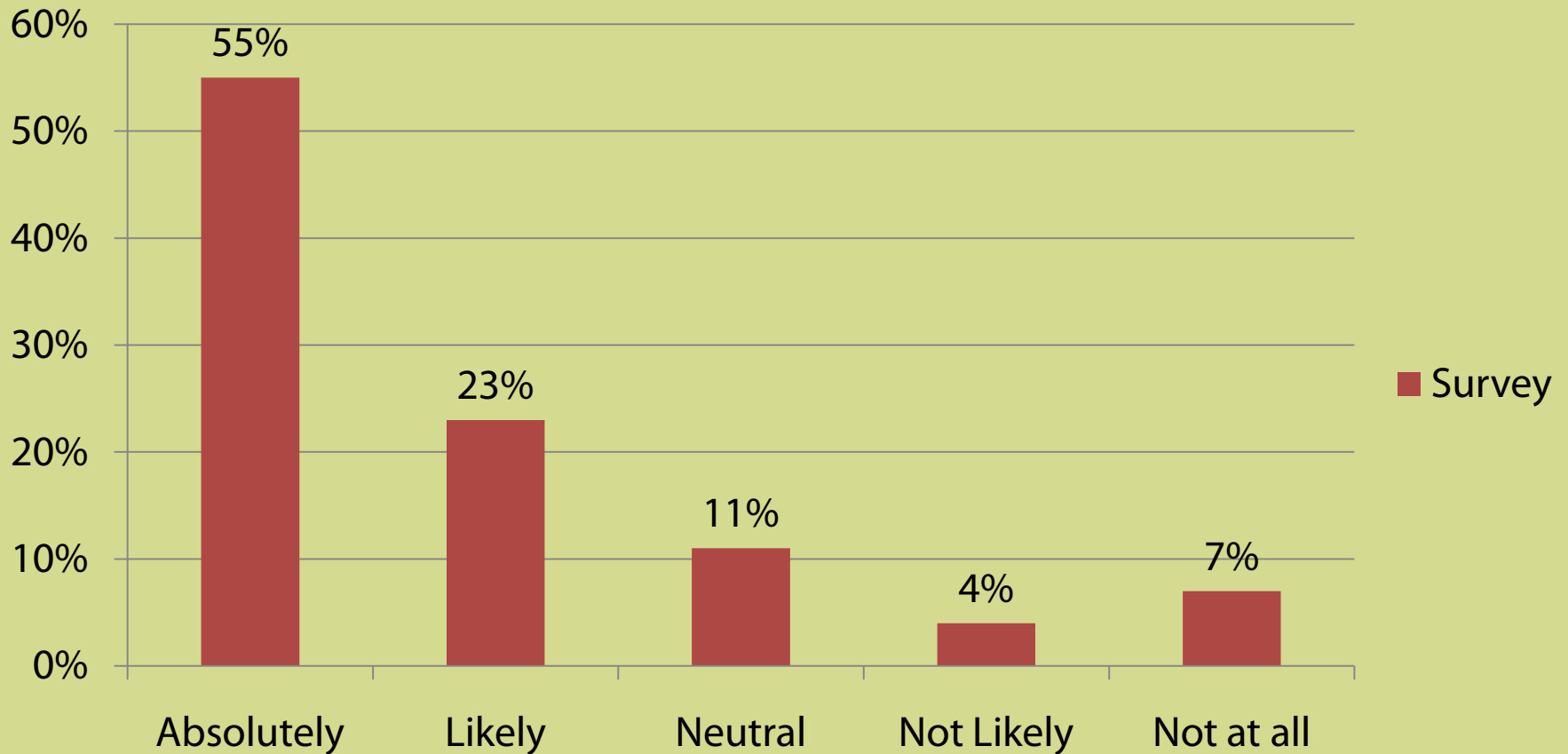
Before: Oak Grove Blvd and McLoughlin Blvd



After: Oak Grove Blvd and McLoughlin Blvd



Survey: Would you be more likely to shop, eat or live in a revitalized activity cluster at Oak Grove and McLoughlin?



Before: McLoughlin Blvd and Jennings

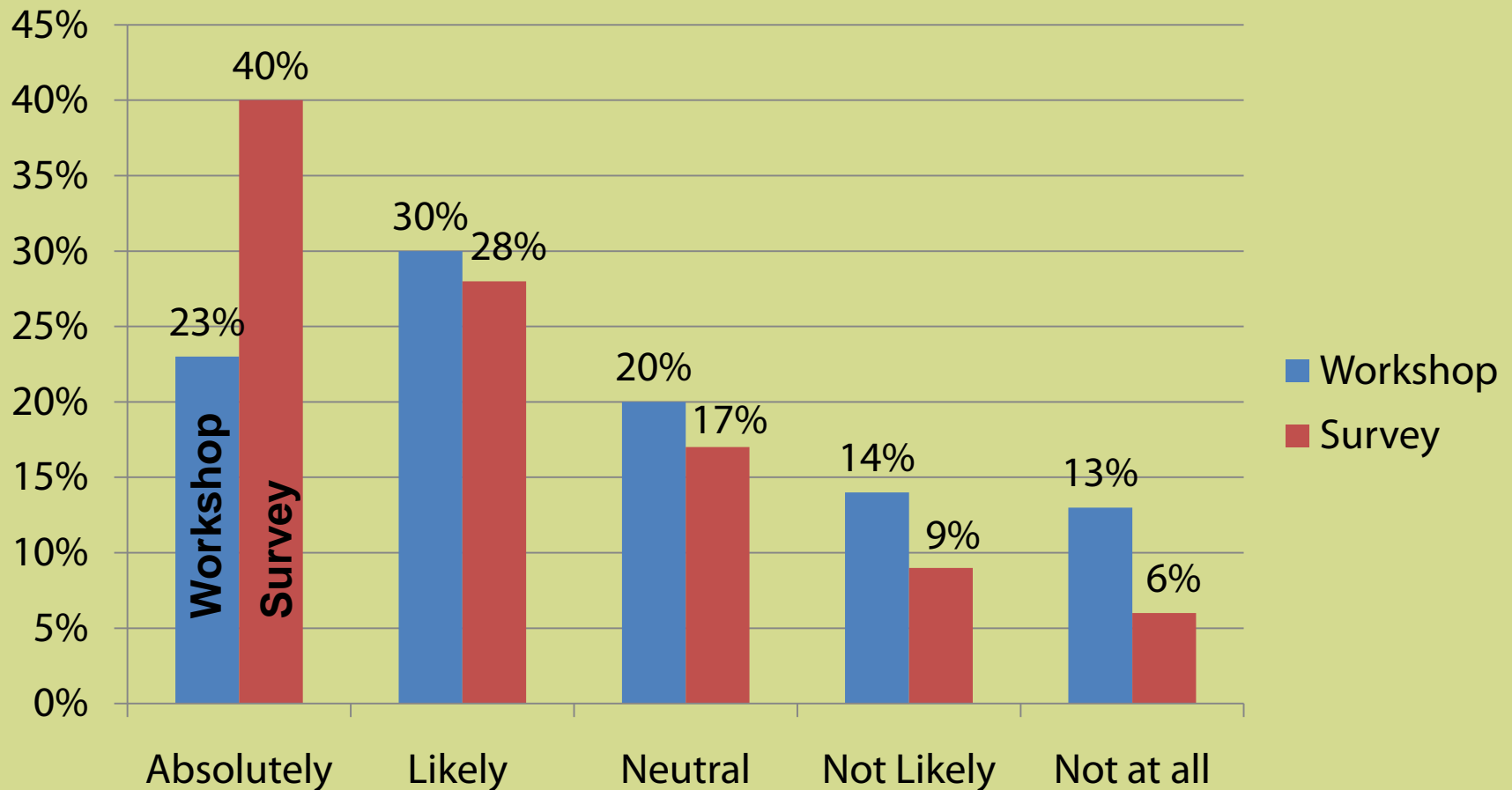




After: McLoughlin Blvd and Jennings



Would you be more likely to shop, eat or live in a revitalized activity cluster at Jennings Ave and McLoughlin?



Before: Historic Oak Grove

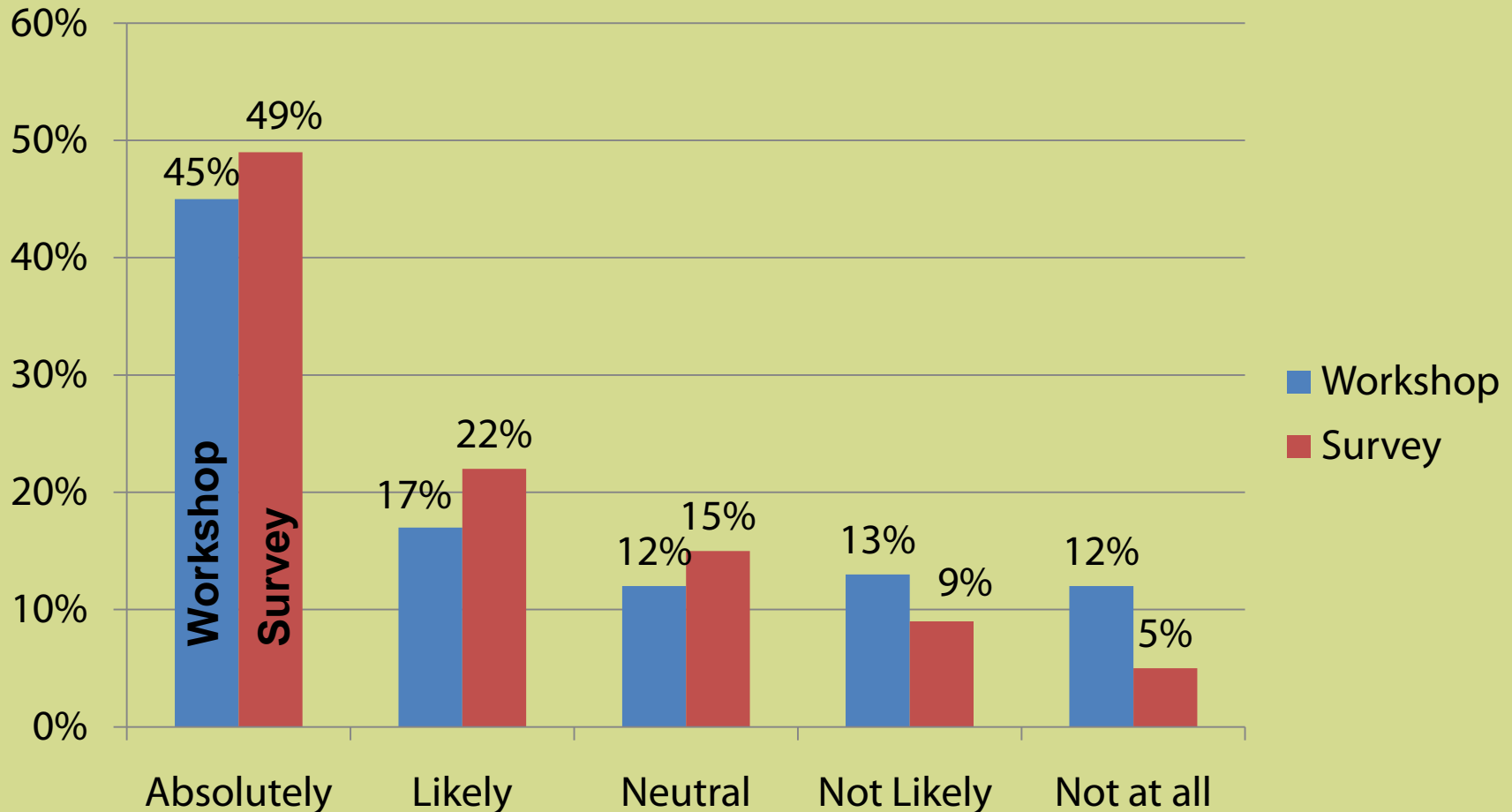




After: Historic Oak Grove

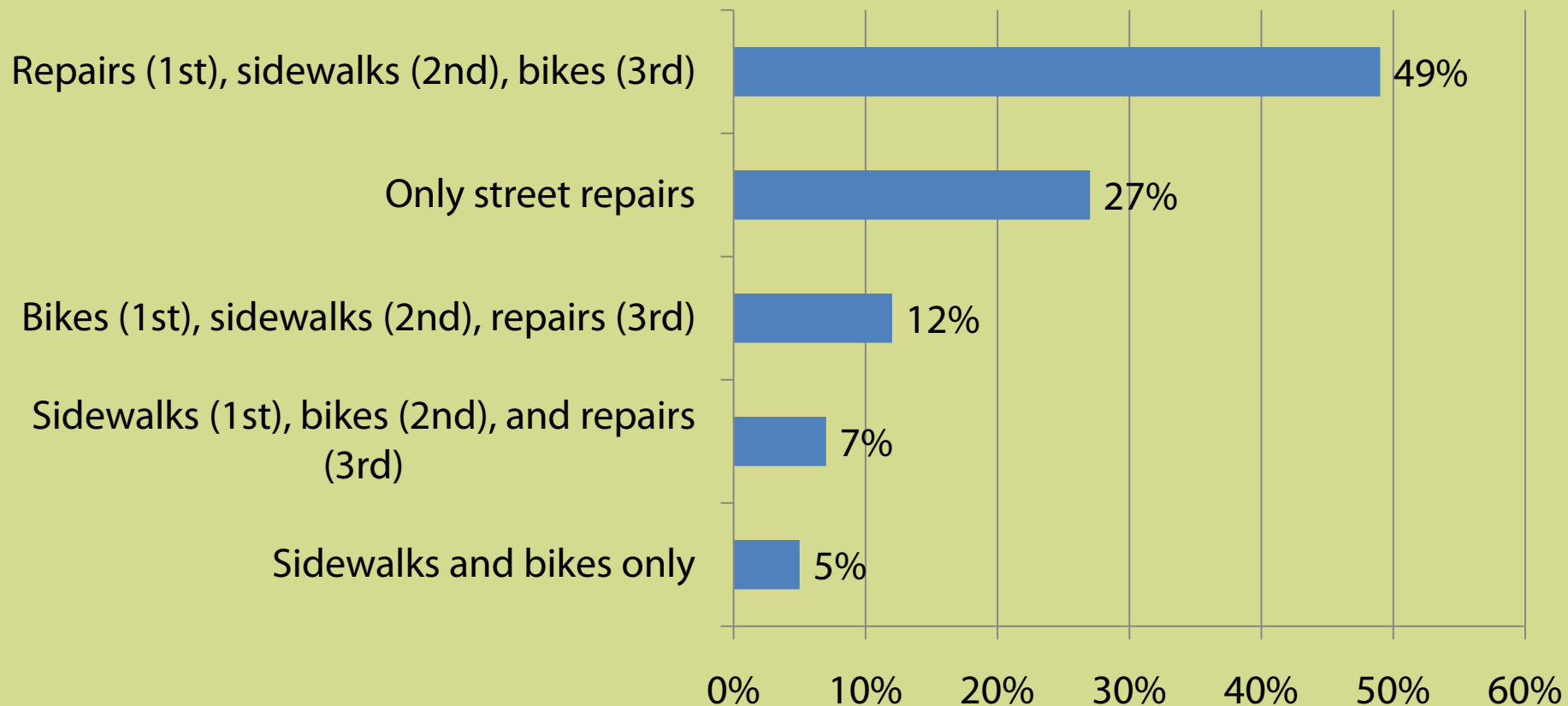


Would you be more likely to shop, eat or live in a revitalized historic Oak Grove?



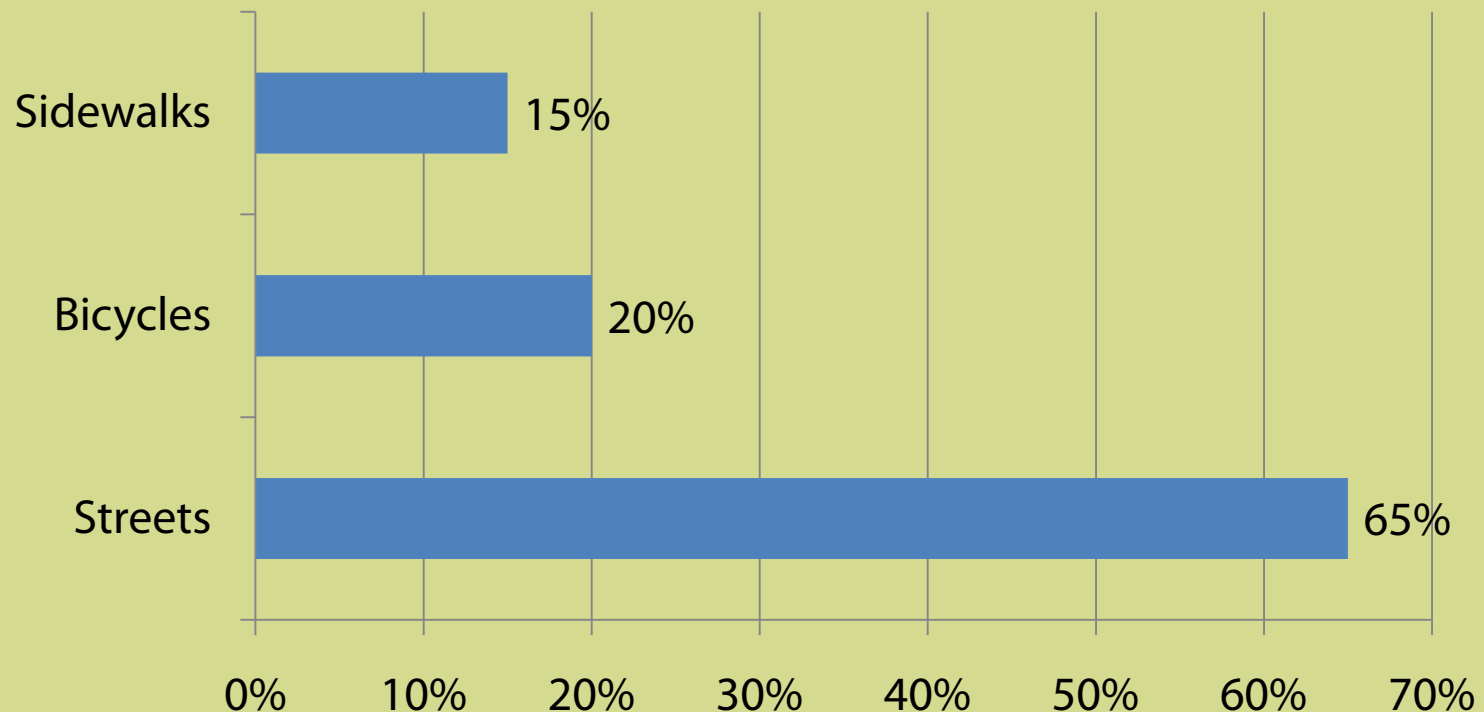
How would you prioritize investment in neighborhood streets?

Workshop



What is your top priority for investment in neighborhood streets?

Workshop



Small investments – grants and loans to businesses



Large Development Partnerships

Vanport Square (HWY 99 N)

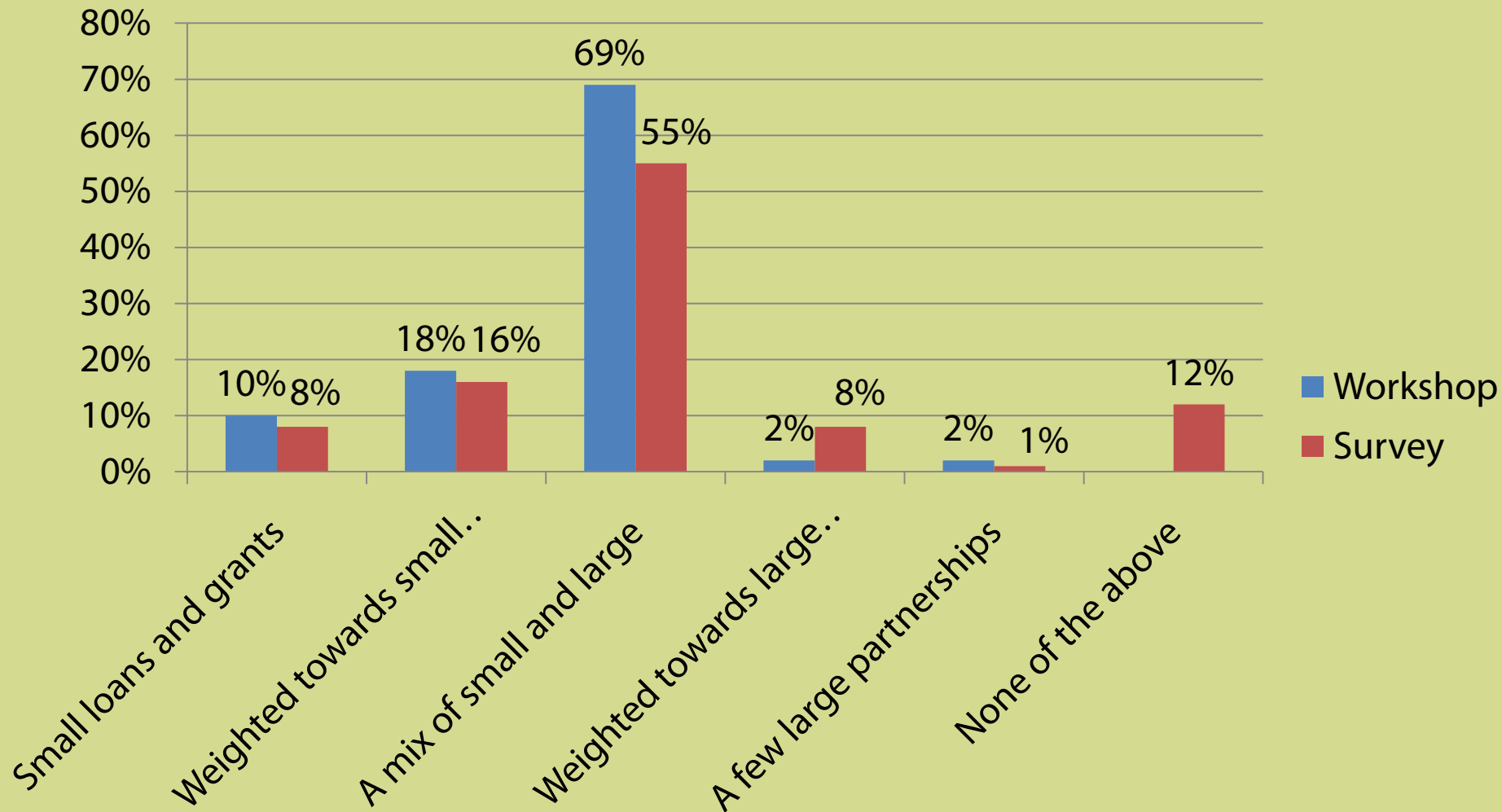
Before



After



How would you prefer to help stimulate new investment along the corridor?

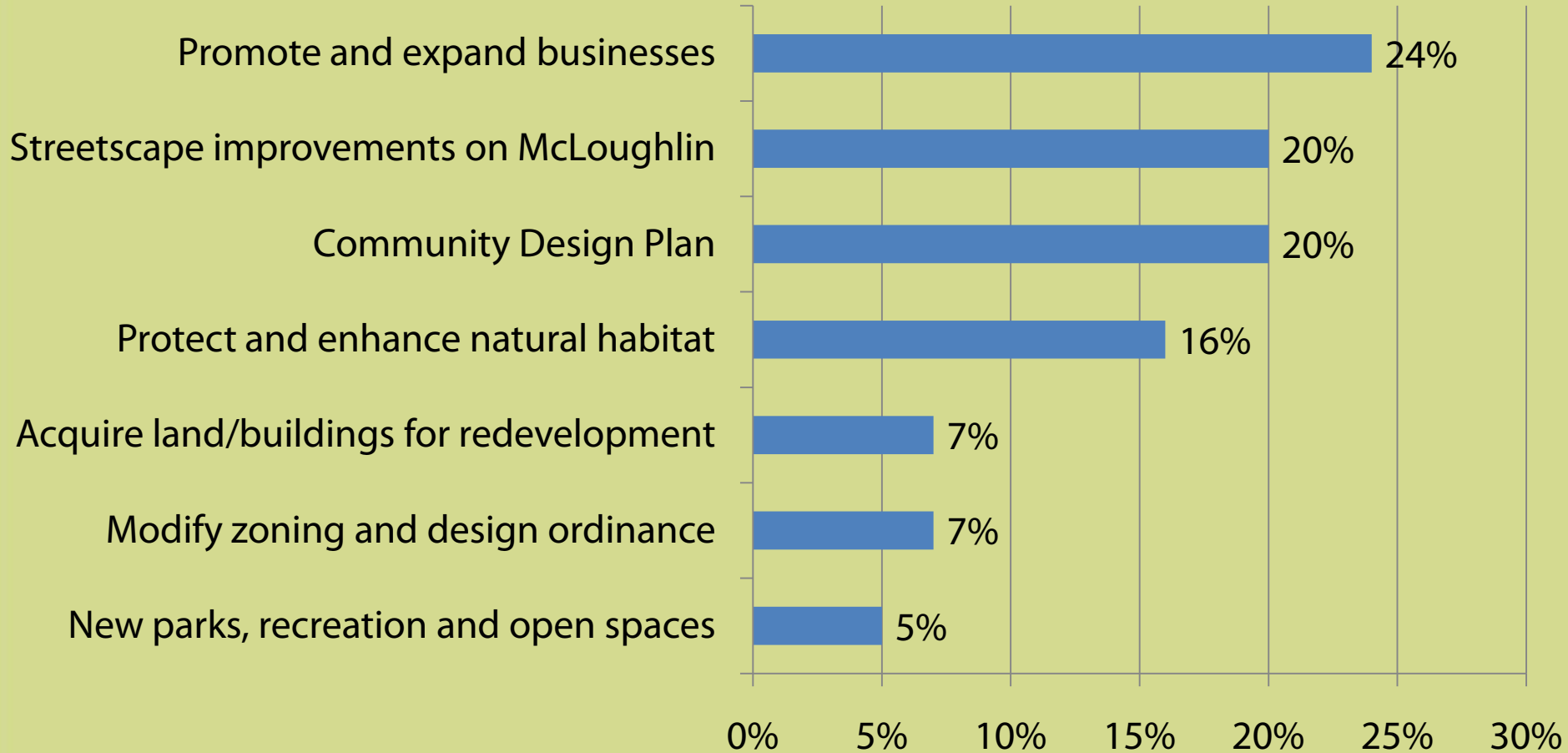


Highest Ranked Programs and Priorities – sticker exercise (in no particular order)

- A program promoting new businesses and expanding existing businesses
- Community design plan for McLoughlin Blvd
- Develop new parks, recreation, open space
- Streetscape improvements on McLoughlin
- Identify strategies to protect and enhance natural habitat
- Acquire land/buildings for redevelopment
- Modify zoning/design ordinances to protect existing neighborhoods

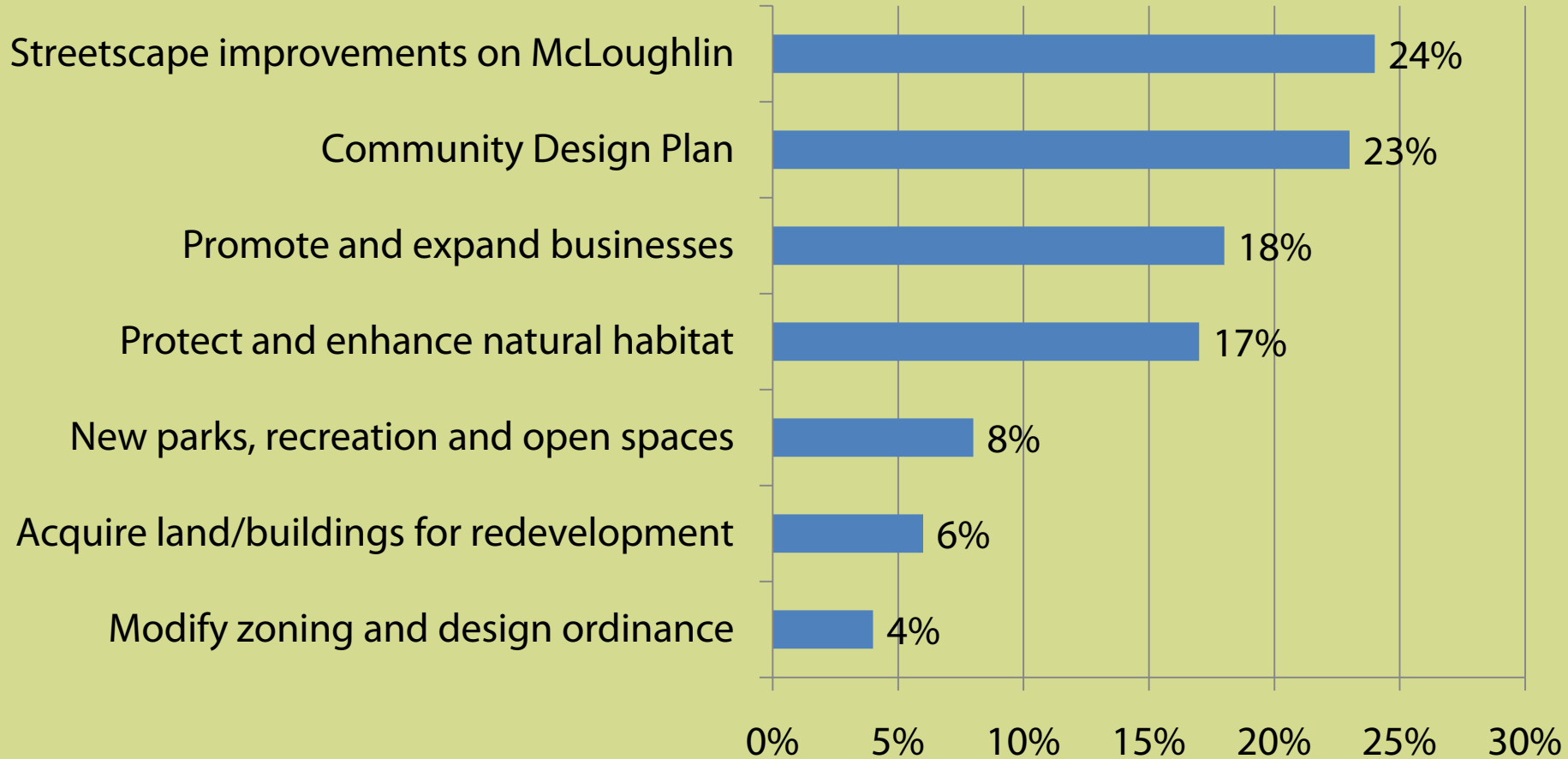
Vote for your FIRST choice

Workshop



Vote for your SECOND choice

Workshop



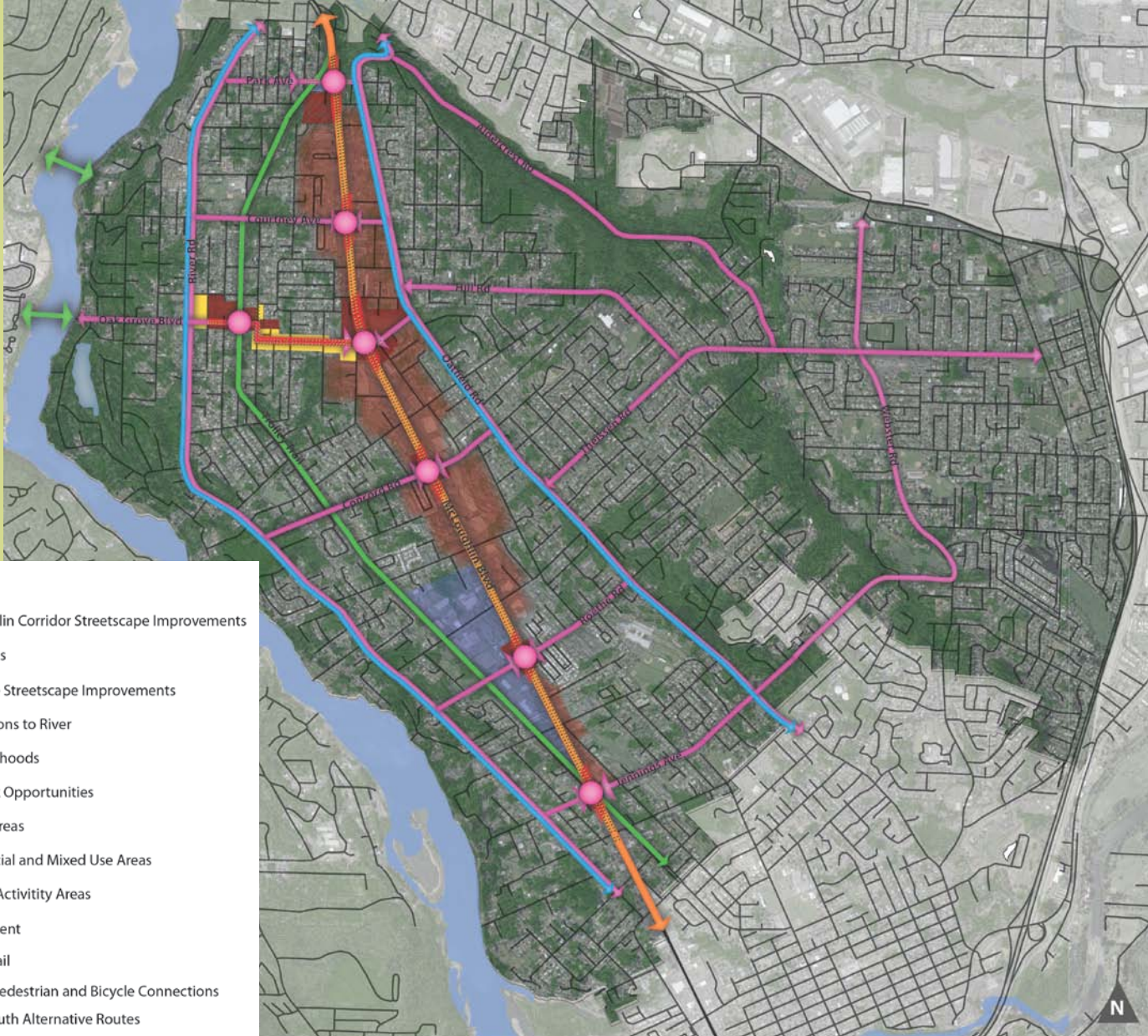
Top Priority Programs and Projects: First Choice

Workshop: First Choice	Survey
1. Promote and expand business	1. Streetscape improvements on McLoughlin
2. Community Design Plan	2. Protect and enhance natural habitat
3. Streetscape improvements on McLoughlin	3. Community Design Plan
4. Protect and enhance natural habitat	4. Modify Zoning and design ordinance
5. Acquire land or buildings for redevelopment	5. Pedestrian crossings on McLoughlin
6. Modify Zoning and design ordinance	6. Promote and expand business
7. New parks, recreation	7 a. Stricter enforcement of existing sign ordinance (tie)
	7 b. 7 b. Provide incentives for businesses that provide family wage jobs (tie)

Top Priority Programs and Projects: Second Choice

Workshop: Second Choice	Survey
1. Streetscape improvements on McLoughlin	1. Streetscape improvements on McLoughlin
2. Community Design Plan	2. Protect and enhance natural habitat
3. Promote and expand business	3. Community Design Plan
4. Protect and enhance natural habitat	4. Modify Zoning and design ordinance
5. New parks, recreation	5. Pedestrian crossings on McLoughlin
6. Acquire land or buildings for redevelopment	6. Promote and expand business
7. Modify Zoning and design ordinance	7 a. Stricter enforcement of existing sign ordinance (tie)
	7 b. Provide incentives for businesses that provide family wage jobs (tie)

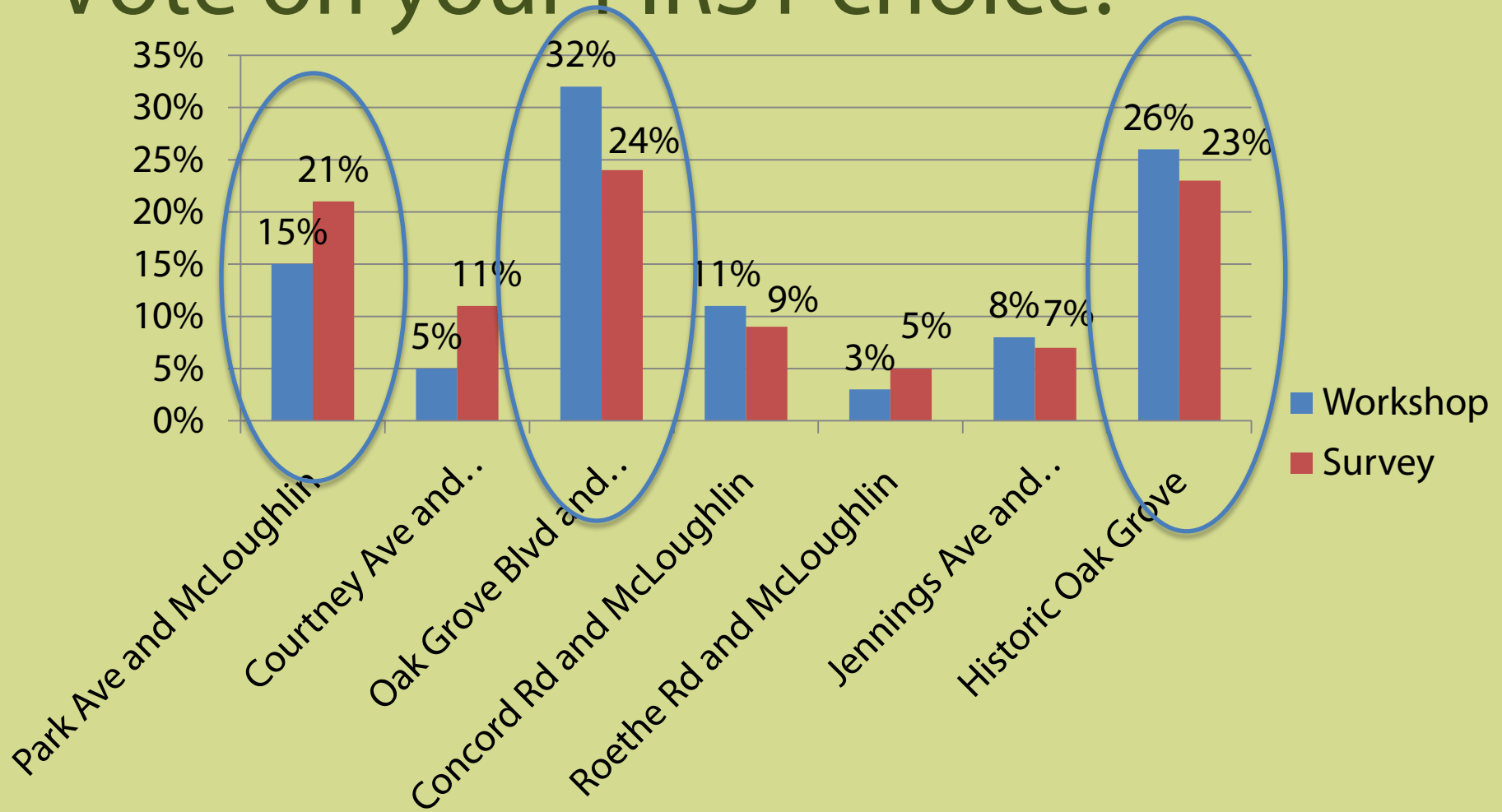
McLoughlin Area Vision Map: Potential Nodes



- Legend**
- McLoughlin Corridor Streetscape Improvements
 - Key Nodes
 - Signature Streetscape Improvements
 - Connections to River
 - Neighborhoods
 - Live Work Opportunities
 - Natural Areas
 - Commercial and Mixed Use Areas
 - Focused Activity Areas
 - Employment
 - Trolley Trail
 - Primary Pedestrian and Bicycle Connections
 - North-South Alternative Routes



Where should revitalization start? Vote on your FIRST choice.



Where should revitalization start?

Vote on your SECOND choice.

