

SOUTHWEST AREA PLAN

Planning Commission and City Council

Joint Work Session Update #1

December 17, 2025





1. Welcome and Introductions

2. Purpose of meeting:

Get feedback from Planning Commission and City Council on the three concepts that we are taking to the public on January 24.

1. Overview: Framework and Principles

2. Context / Existing Conditions

3. Three Draft Alternatives

4. Next Steps



City of McMinnville



Harper Houf Peterson Righellis (HHPR)

(Land Use Planning and Project Management)



Walker Macy

(Urban Design)



Leland Consulting Group

(Economic Analysis)



DKS Associates

(Traffic Analysis)



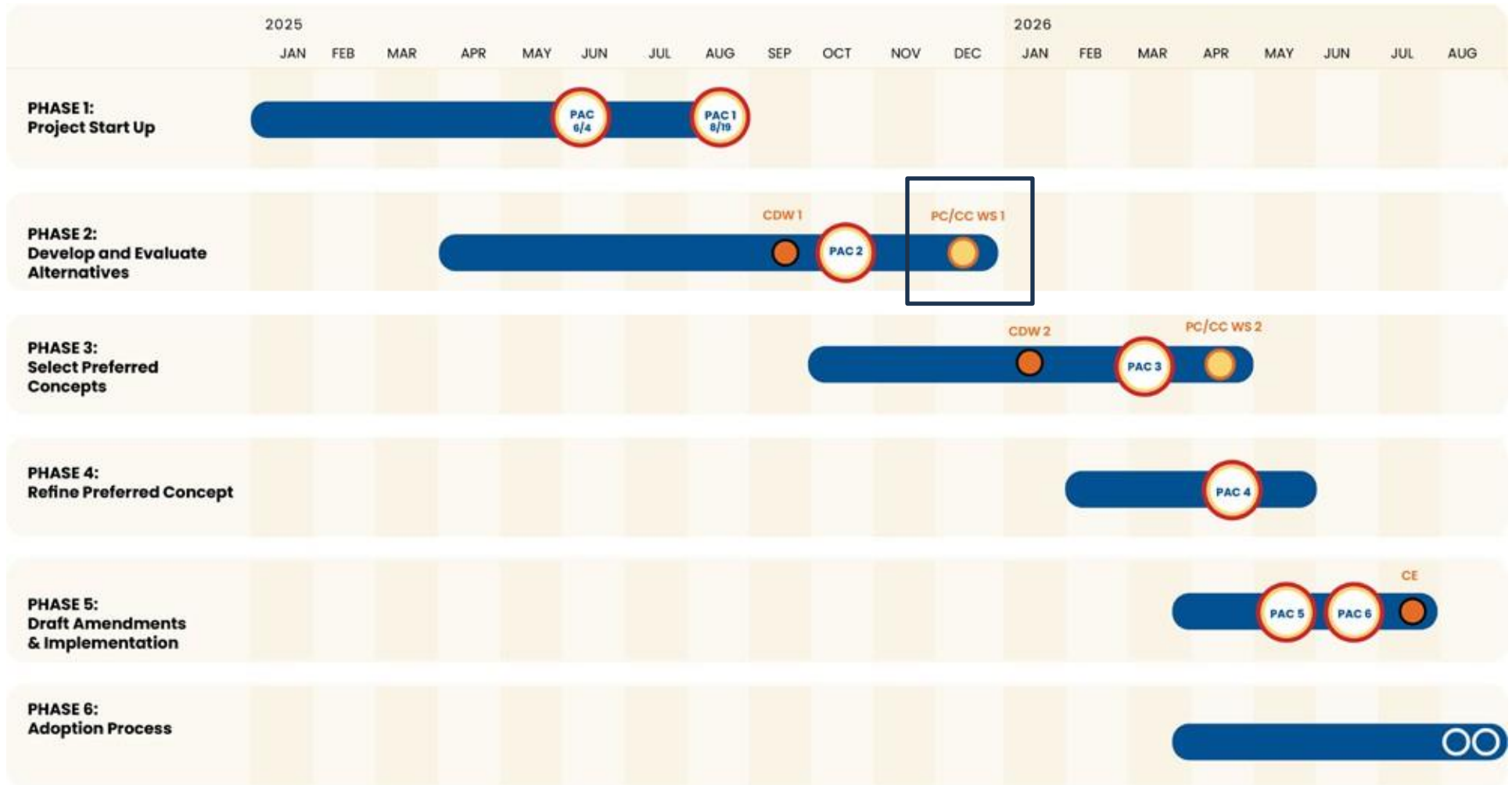
JLA Public Involvement

(Public Involvement)

Contact:

Tom Schauer, Senior Planner

tom.schauer@mcminnvilleoregon.gov



- Wednesday, December 17, 2025
PC/CC Joint Work Session Update #1
- Saturday, January 24, 2025
Community Design Workshop #2

PROJECT TEAM MILESTONES

Project Task

OPPORTUNITIES FOR PUBLIC INPUT/LISTENING

- Outreach Event
- PAC Project Advisory Committee Meeting (TAC members attend)
- City Council/Planning Commission Work Session
- Public Hearing

THE PLAN WILL GUIDE DEVELOPMENT OF MCMINNVILLE'S NEXT GREAT NEIGHBORHOODS - WHAT WILL THAT LOOK LIKE FOR MCMINNVILLE?





FRAMEWORK AND PRINCIPLES

HOW IS THE AREA PLAN USED?

The planning process includes three phases: the **Framework Plan** sets the overall vision, the **Area Plan** refines land use and circulation for the study area, and **Master Plans** provide detailed site-level plans prepared by property owners at the time of annexation.



Project Goal

- Translate the Framework Plan vision into a detailed, implementable Area Plan that guides future development and reflects community values.

What is an Area Plan?

- A roadmap for creating complete, walkable neighborhoods in the Southwest Area.
- Identifies where housing types, neighborhood commercial uses, parks, schools, and greenways should be located.
- Ensures development follows the Framework Plan, the City's Great Neighborhood Principles, and the Traditional Neighborhood model.
- Defines the structure for Neighborhood Activity Centers (NACs) and supporting uses.

GREAT NEIGHBORHOOD PRINCIPLES

1. Natural Feature Preservation



2. Scenic Views



3. Parks & Open Spaces



4. Pedestrian Friendly



5. Bike Friendly



6. Connected Streets



7. Accessibility



9. Mix of Activities



10. Urban-Rural Interface



11. Housing for Diverse Incomes and Generations

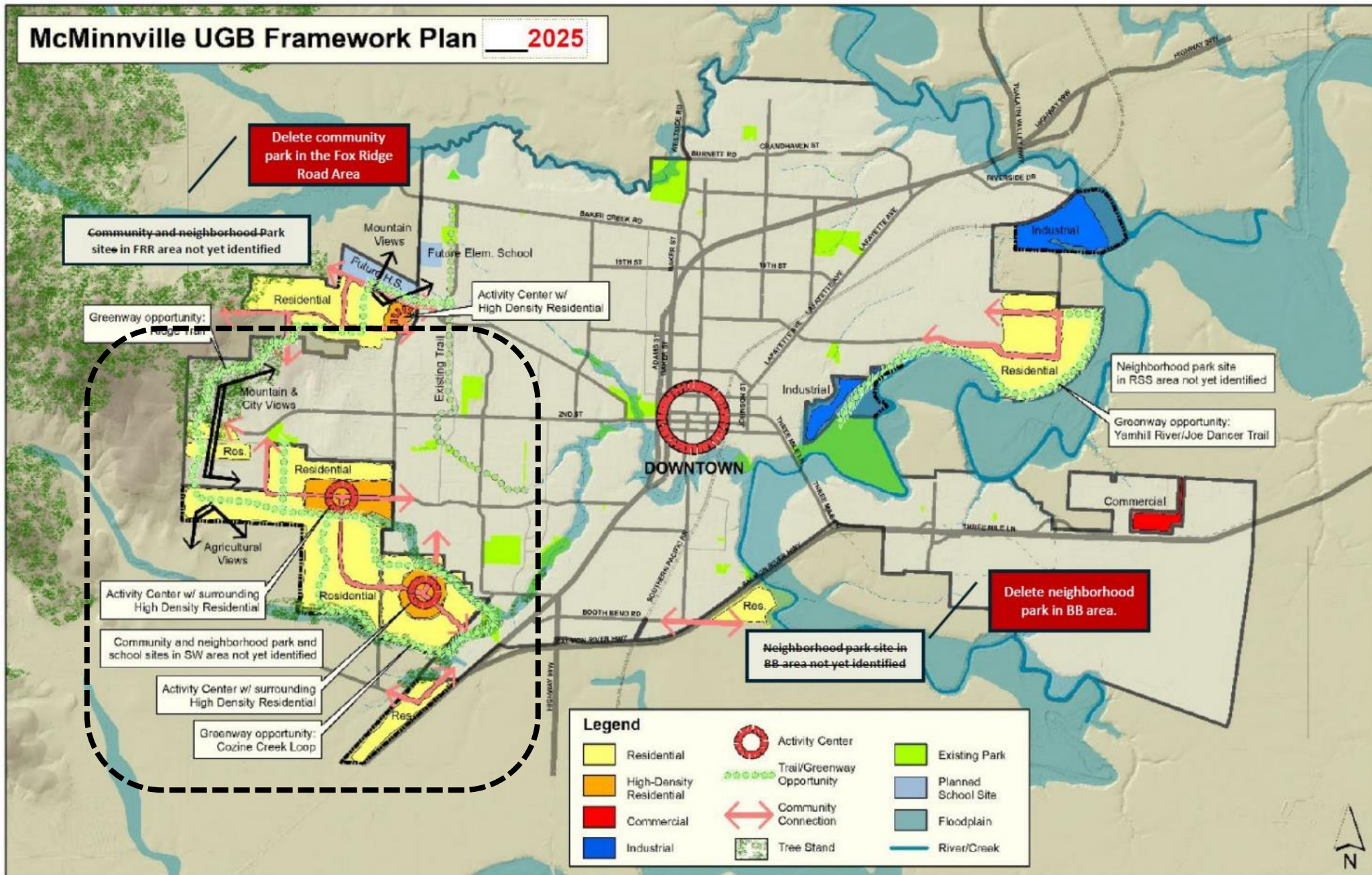
12. Housing Variety



13. Unique and Integrated Design Elements



McMinnville UGB Framework Plan **2025**



McMinnville Growth Management and Urbanization Plan, 2003 – 2023 , Appendix G

SUMMARY - FRAMEWORK PLAN ELEMENTS / LAND USE

These elements stay constant across all concepts; the difference is how they are arranged and emphasized.

Framework Elements Checklist

- ☐ **Two Neighborhood Activity Centers (NACs)**
 - Located to serve both north and south areas
- ☐ **Commercial Land (~40 acres total)**
 - Includes retail and mixed-use areas
- ☐ **High-Density Residential (~30 acres total)**
 - About 15 acres near each NAC
- ☐ **Overall Average Density (~5.7 du/ac)**
 - Achieved through a mix of housing types
- ☐ **Community Park (~20 acres minimum)**
 - Centrally or equitably located within plan area
- ☐ **Neighborhood Park (≥5 acres each)**
 - Located to serve NACs and nearby homes
- ☐ **Greenway and Trail Network**
 - Connects NACs, parks, and natural areas
- ☐ **Natural Resource Protection**
 - Preserves Cozine Creek, wetlands, tree stands
- ☐ **Early Learning Center (~10 acres)**
 - Sited within or adjacent to a NAC
- ☐ **Connectivity and Access**
 - Strong street coordination with existing neighborhoods
 - Parks within ½ mile of most residences

Land Use		Area Need
Commercial		40 acres <i>Area includes 2 Neighborhood Activity Centers (NACs) with 10-20 acres of retail/employment in each. Additional commercial outside NACs to meet the identified 40 acre total</i>
Residential	High Density Residential	30 acres (15 acres within each NAC)
	Lower & Medium Density Residential	Significant area of residential development to achieve average density of 5.7 units per acre overall
*Parks and Open Space	Public Space within NACs	4 acres (2 acres within each NAC)
	Community Park	20 acres min.
	Neighborhood Park	5 acres min.
	Greenways & Trails	To be determined based on site conditions
	Natural Areas (Wetlands/ Unbuildable Floodplains)	To be determined based on site conditions
**Early Learning Center		10 acres
TOTAL SITE AREA: 640 ACRES		

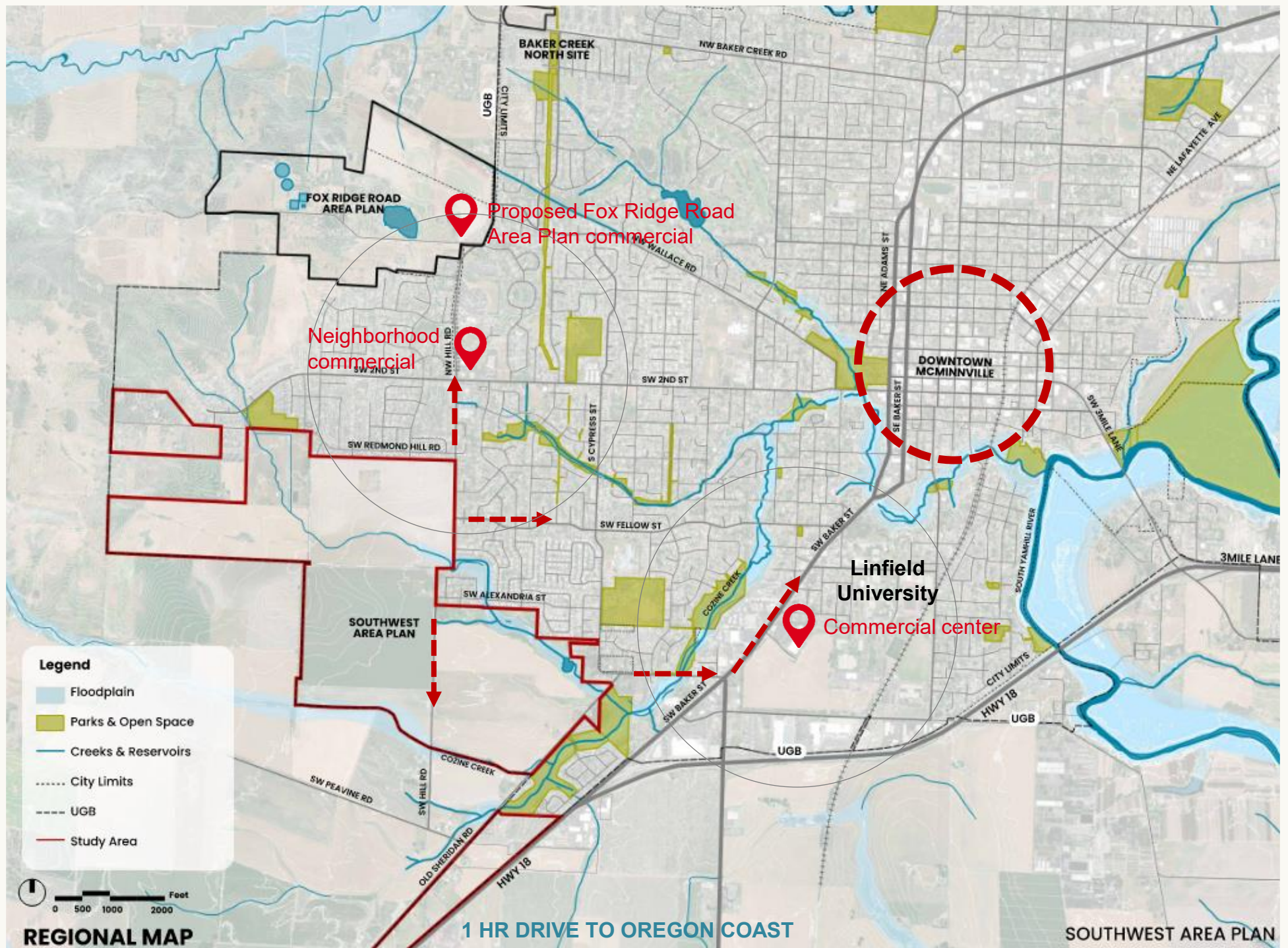
*Parks to be within ½ mile of every residence; could be partially within NAC if meeting this provision, but not required

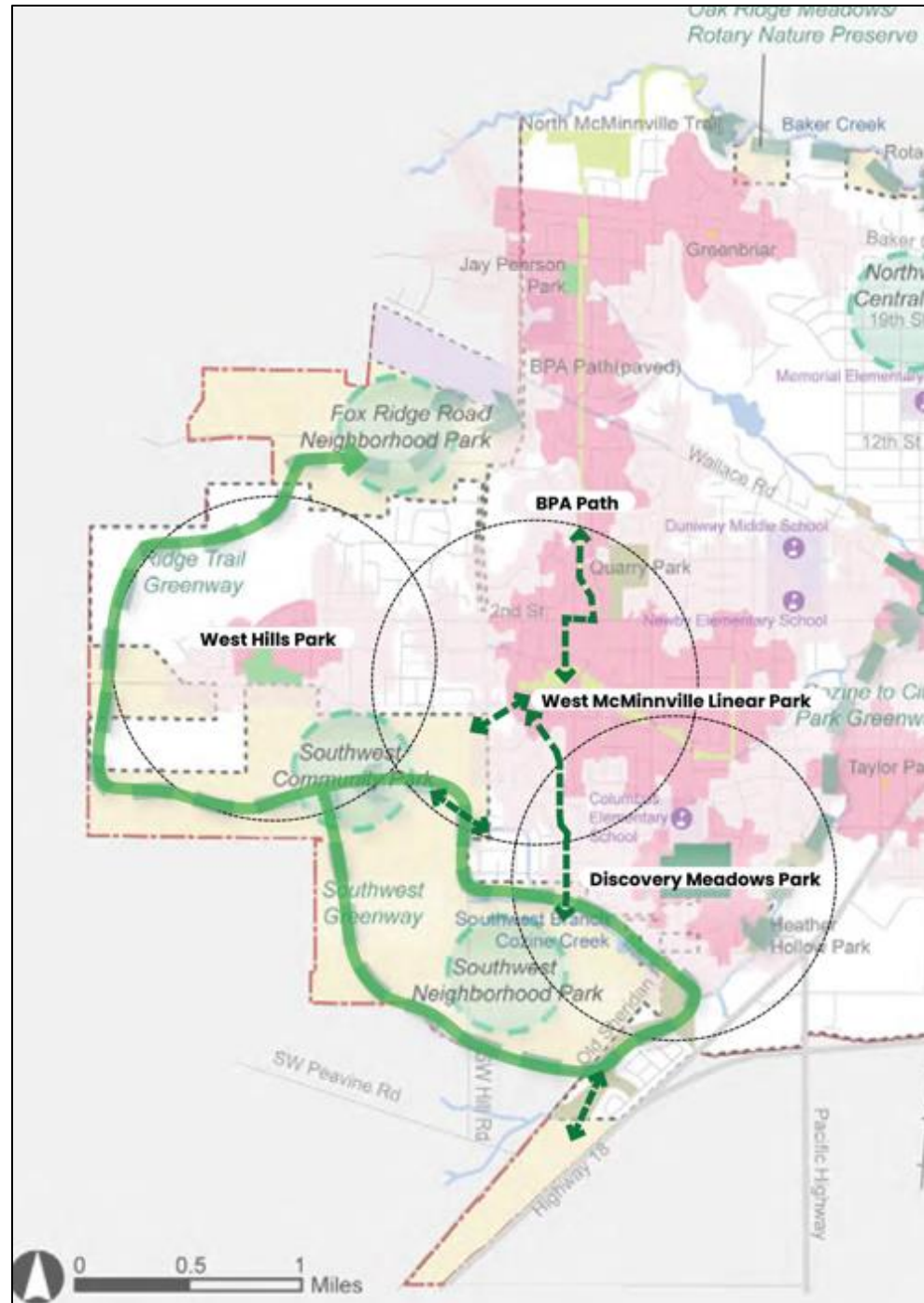
**Early learning center could be within NAC, but not required

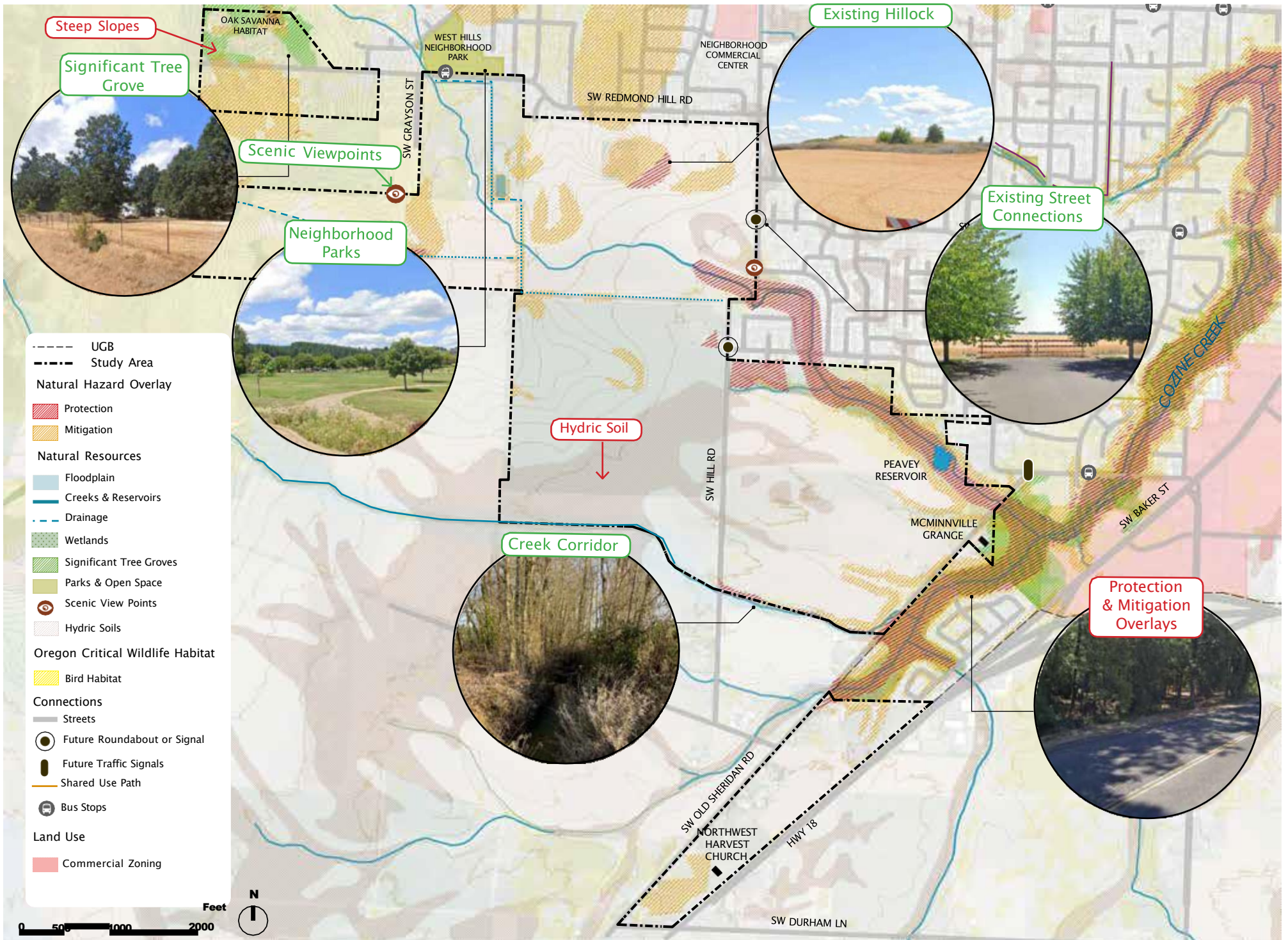
If these uses are within/partially with NAC, total land use needs would be balanced accordingly
The NACs can be approximately the same size or different sizes within the specified land use ranges



CONTEXT / EXISTING CONDITIONS



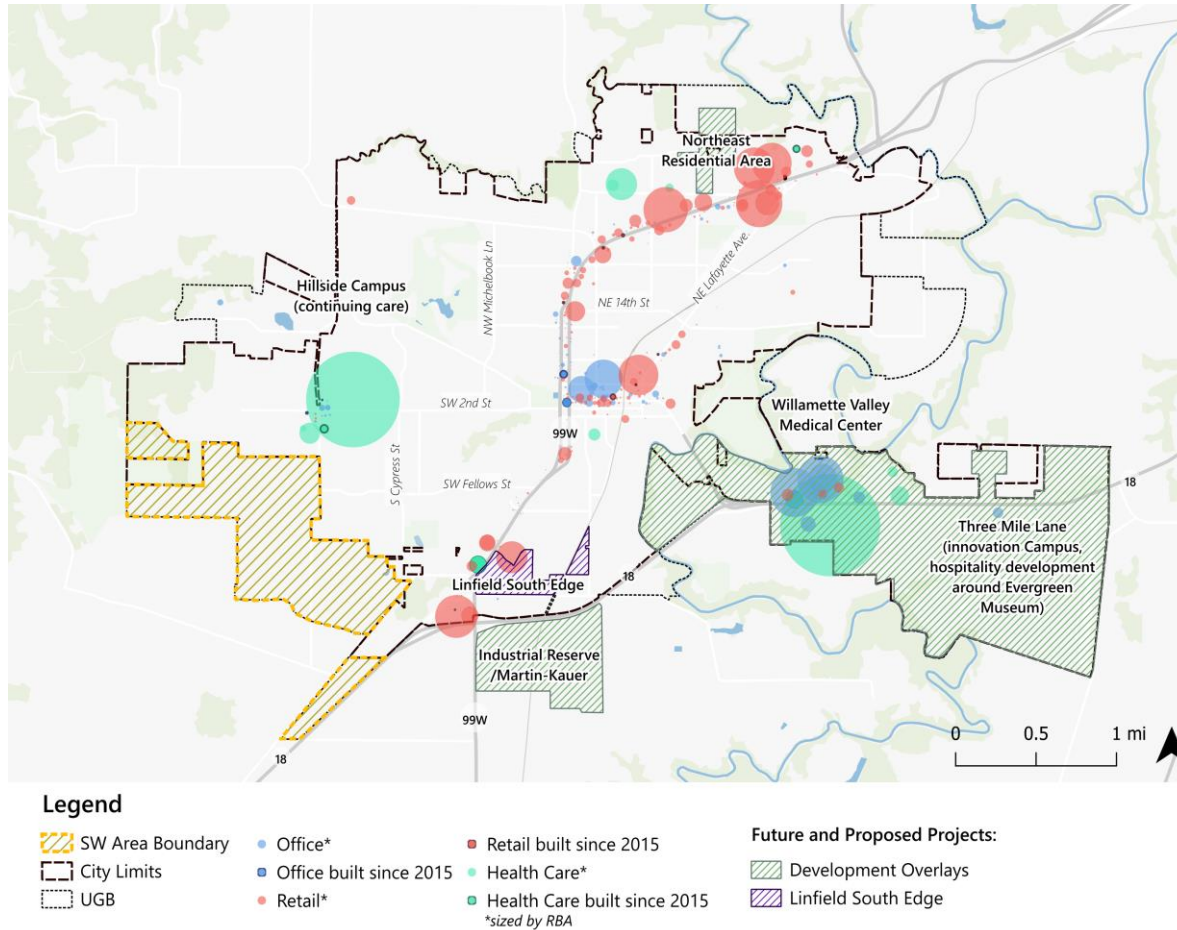




OPPORTUNITIES AND CONSTRAINTS

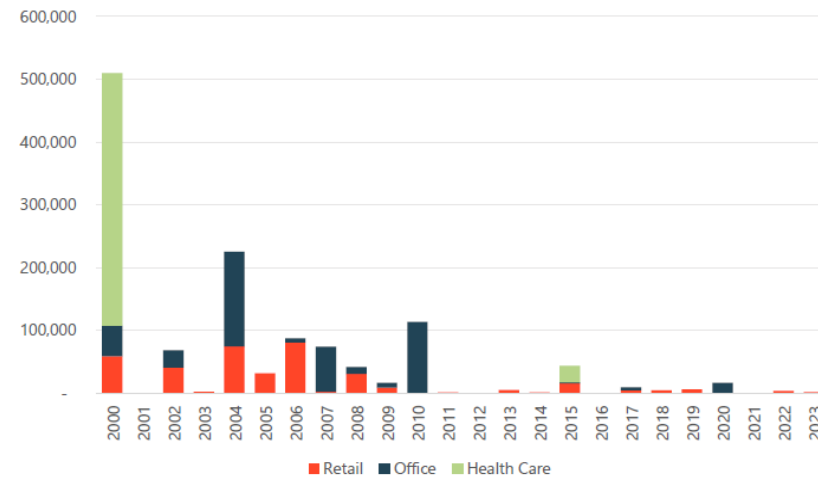
MARKET CONTEXT: COMMERCIAL DEMAND

Lack of a Commercial Center in The West of The City



Source: CoStar, City of McMinnville

Non-residential Development Activity by Square Feet in McMinnville, 2000-2023



Source: CoStar

The entire western sector of McMinnville west of Highway 99W has no existing or emerging commercial centers. The demand for neighborhood-serving retail is not met there. Visibility and phasing are critical to consider for a successful neighborhood activity center in the long term.

MARKET CONTEXT: CURRENT TRENDS AND MARKET CONDITIONS

Demographics and Housing Needs

- Moderate population growth
- Senior population share growth will outpace other
- Housing needs for families and singles are different
- Multigenerational living

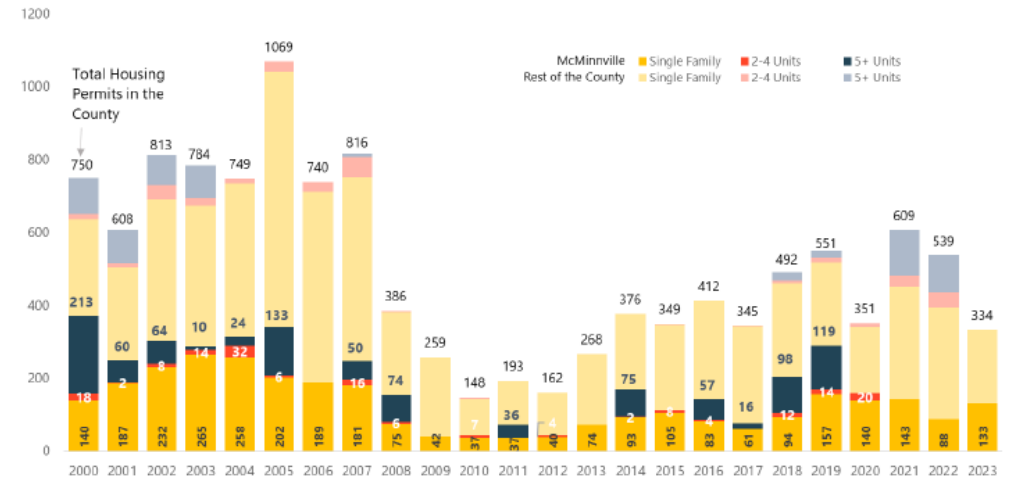
Market Conditions

- Home prices are increasing
- Rents are increasing
- Construction costs are increasing
- Land supply may be limited

Case Studies and Best Practices for Long-Term Planning

- Models of Success
- Lessons learned
- Phasing is critical for mixed-use development
- Mix of development typologies
- Design standards

Housing Permits in McMinnville and Yamhill County, 2000-2023



Source: CoStar



MARKET CONTEXT: HOUSING DEMAND

Residential Development Capacity: 2,200–2,500+ new units

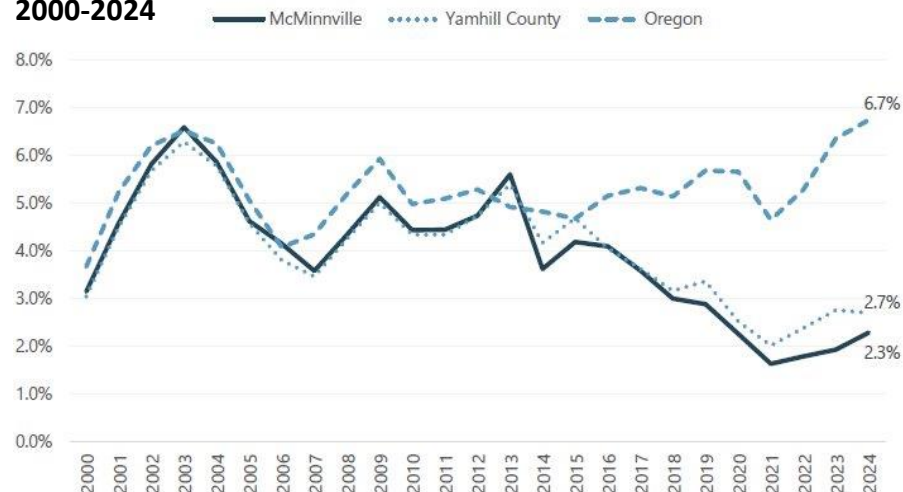
An average density between 5.7 du/acre and 6.6 du/acre

Typical Home Prices in McMinnville and Comparable Cities, 2000-2024



Source: Zillow Home Value Index (ZHVI)

Multifamily Vacancy Rates in McMinnville with Regional Comparison, 2000-2024



Source: CoStar

Diversity of Housing Types is Needed



Mixed-use: residential and neighborhood commercial



Middle Housing: townhomes, duplexes, triplexes, condos



Cottage Clusters



Single-Family



PUBLIC ENGAGEMENT AND DEVELOPMENT OF THREE DRAFT ALTERNATIVES



WHAT WE'VE HEARD SO FAR – GUIDING DESIGN ELEMENTS

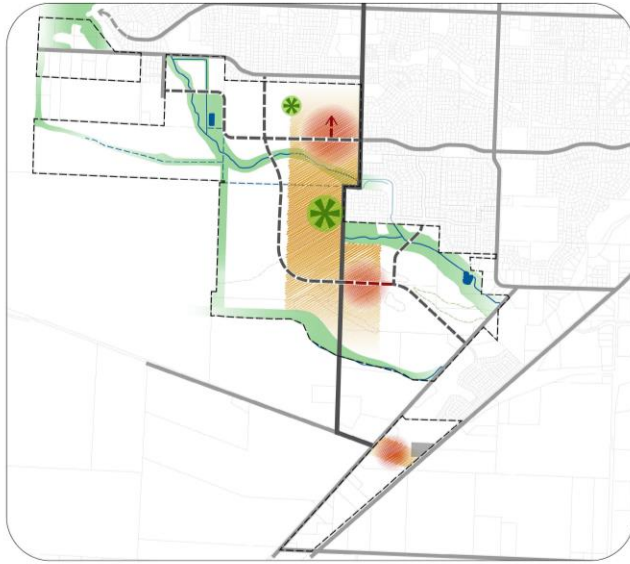
Housing Types	Parks & Open Spaces	Connections	Neighborhood Commercial
			
			
			
Range of housing types for affordability and aging in place	Well-connected and centrally located parks, trails, and greenways.	Walkable and bike-friendly neighborhoods with safe multimodal connections.	Everyday neighborhood commercial services located near housing.

**Emphasis on protecting natural resources, especially tree groves and creek corridors.*

THREE DRAFT CONCEPTS



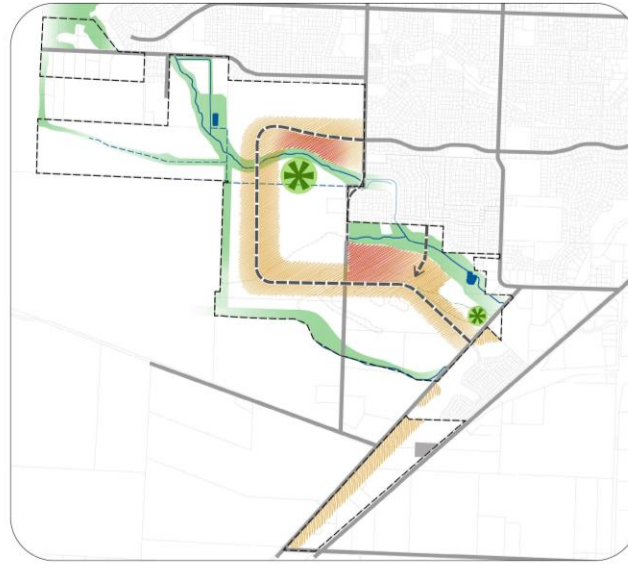
THREE CONCEPTS



CONCEPT 1

Central Destinations

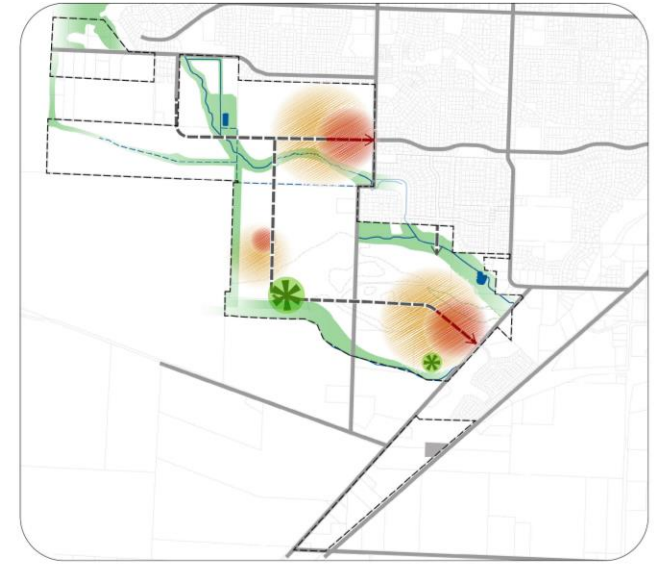
"Destination" land uses
organized around Hill
Road



CONCEPT 2

Loop Connects Greenways

Higher density and
commercial organized
along Greenways and an
internal loop street



CONCEPT 3

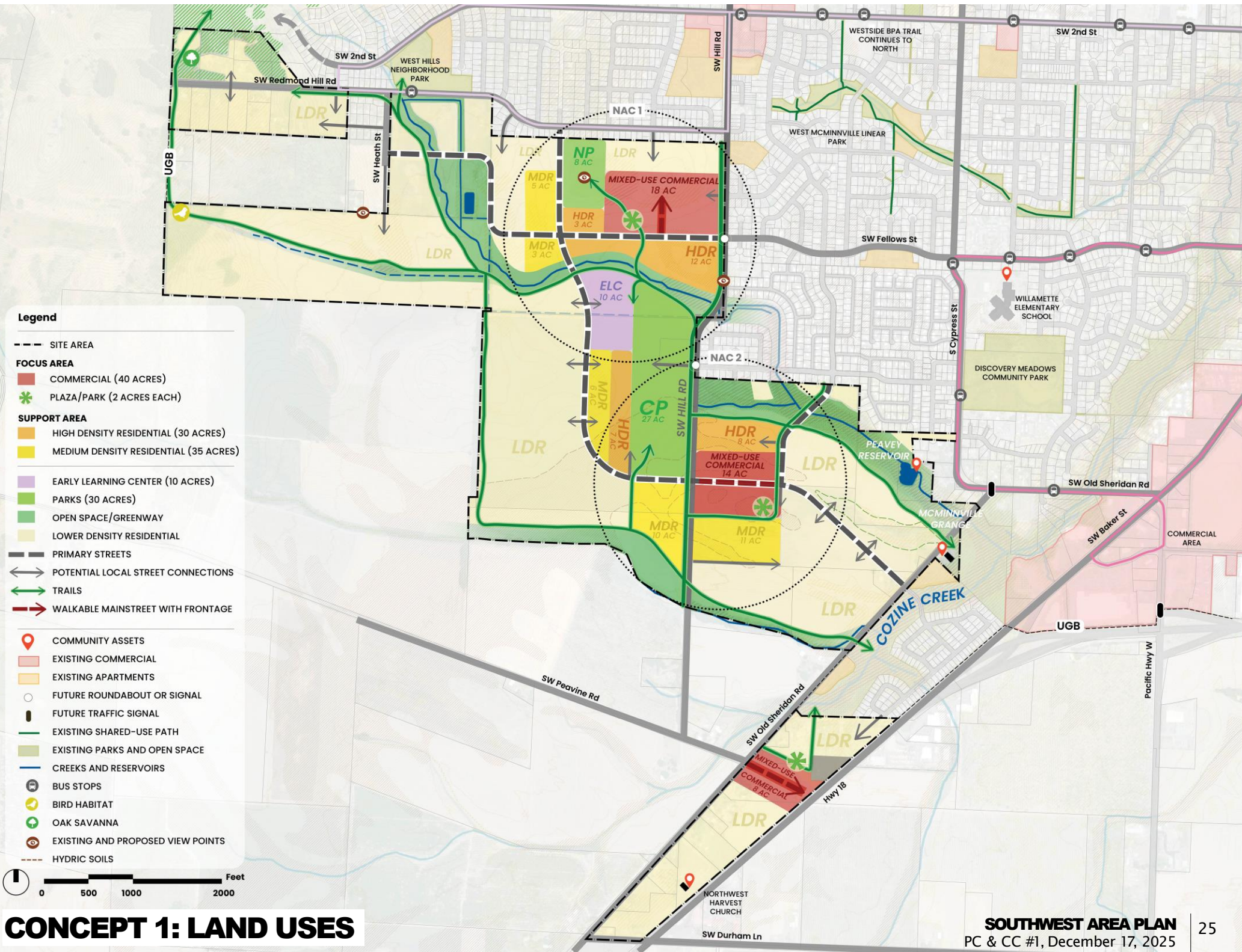
Dispersed Destinations

Density organized around
three "nodes" of activity
and destinations



- Activity organized along Hill Road
- Larger NAC at north, smaller NAC serving southern area
- Small commercial area off Old Sheridan Rd
- Centrally located Community Park, activated by higher density and connecting the Greenways
- Neighborhood Park with views

CONCEPT 1: CENTRAL DESTINATIONS







Higher density residential facing parks



Higher density residential along primary street

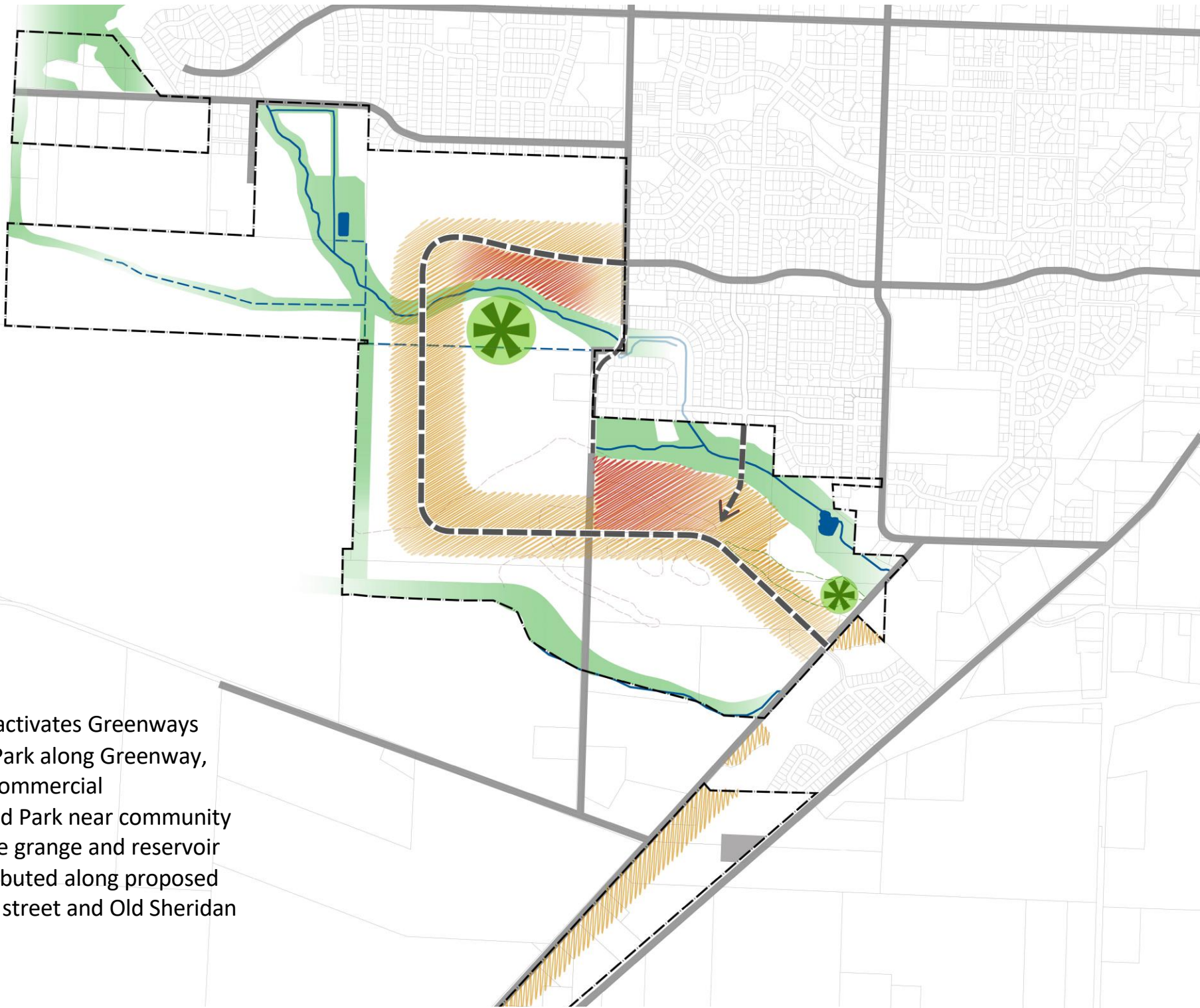


Retail "main street" perpendicular to primary street



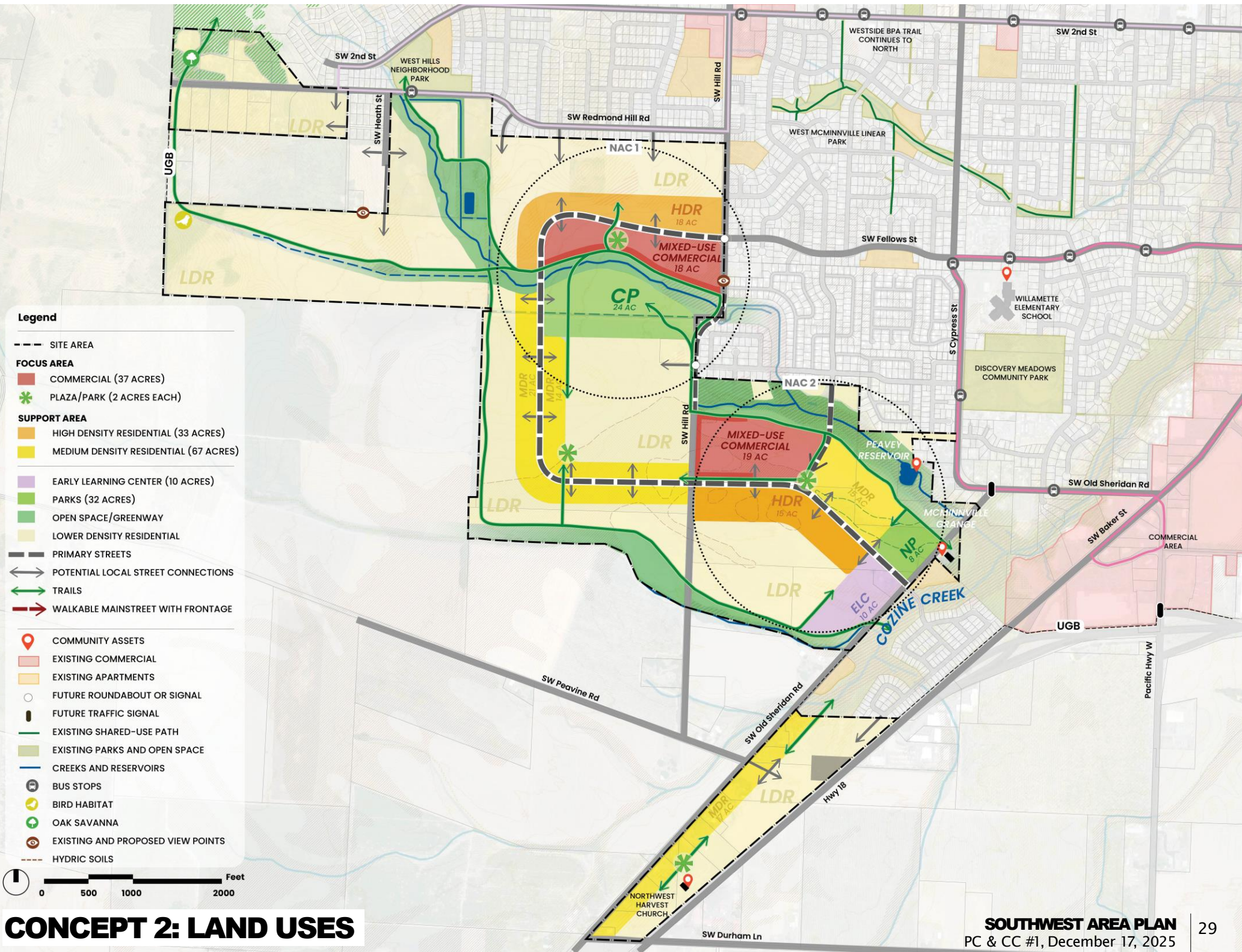
Higher density residential surrounding neighborhood commercial

CONCEPT 1: OPPORTUNITIES

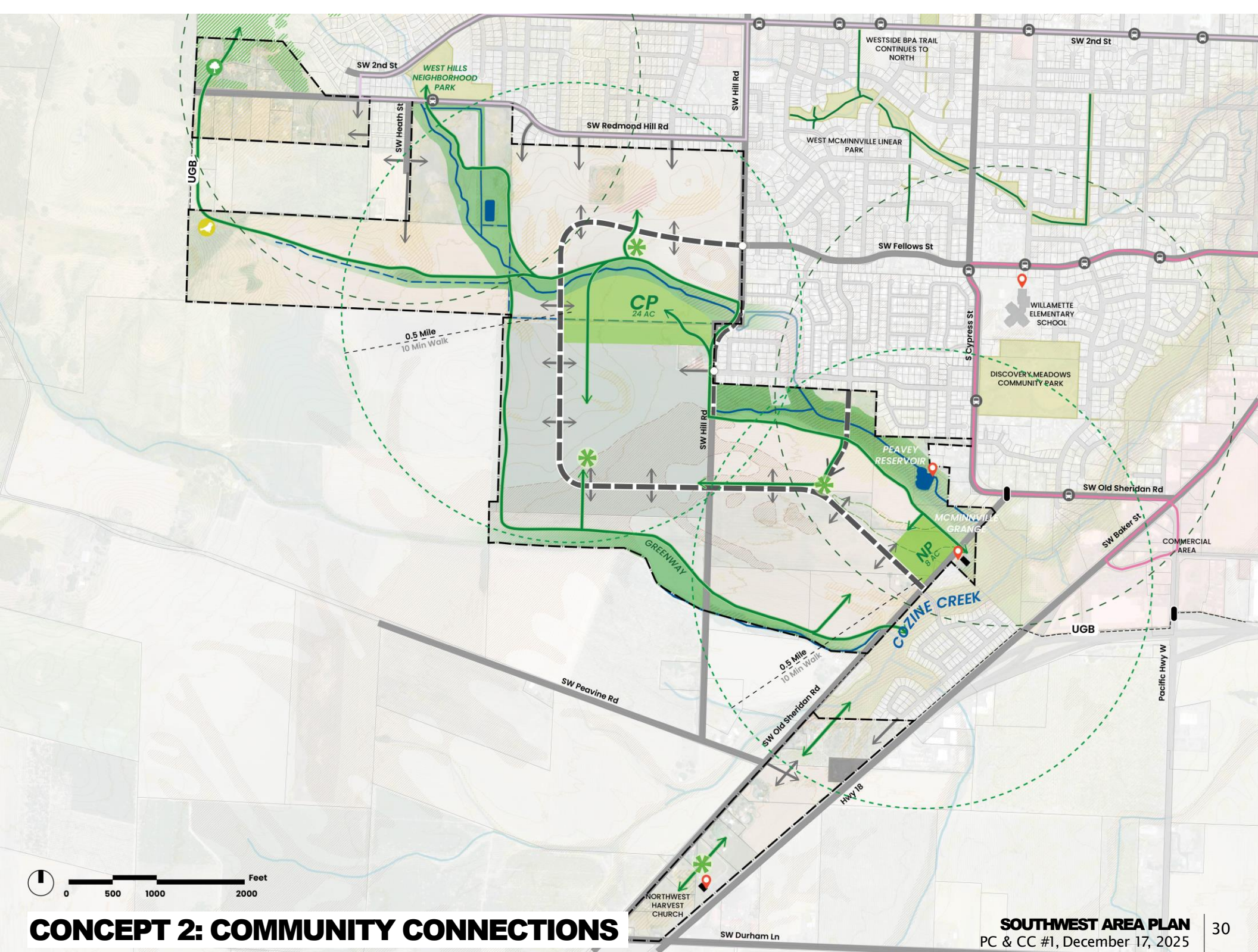


- Commercial activates Greenways
- Community Park along Greenway, adjacent to commercial
- Neighborhood Park near community assets like the grange and reservoir
- Density distributed along proposed primary loop street and Old Sheridan Road

CONCEPT 2: LOOP CONNECTS GREENWAYS



CONCEPT 2: LAND USES





Neighborhood commercial along greenway



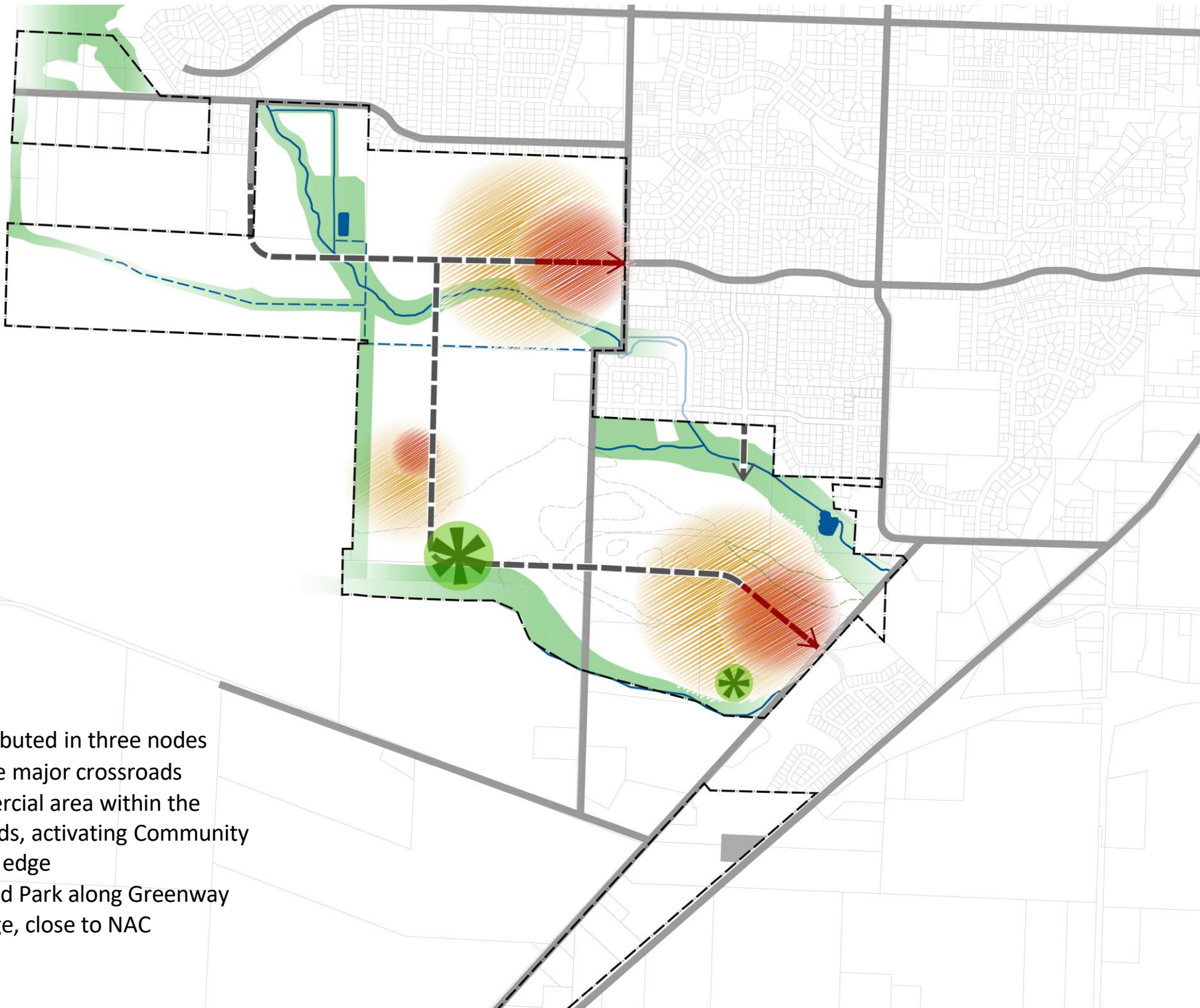
Mixed density housing facing primary street



Neighborhood Park uses complementing Grange

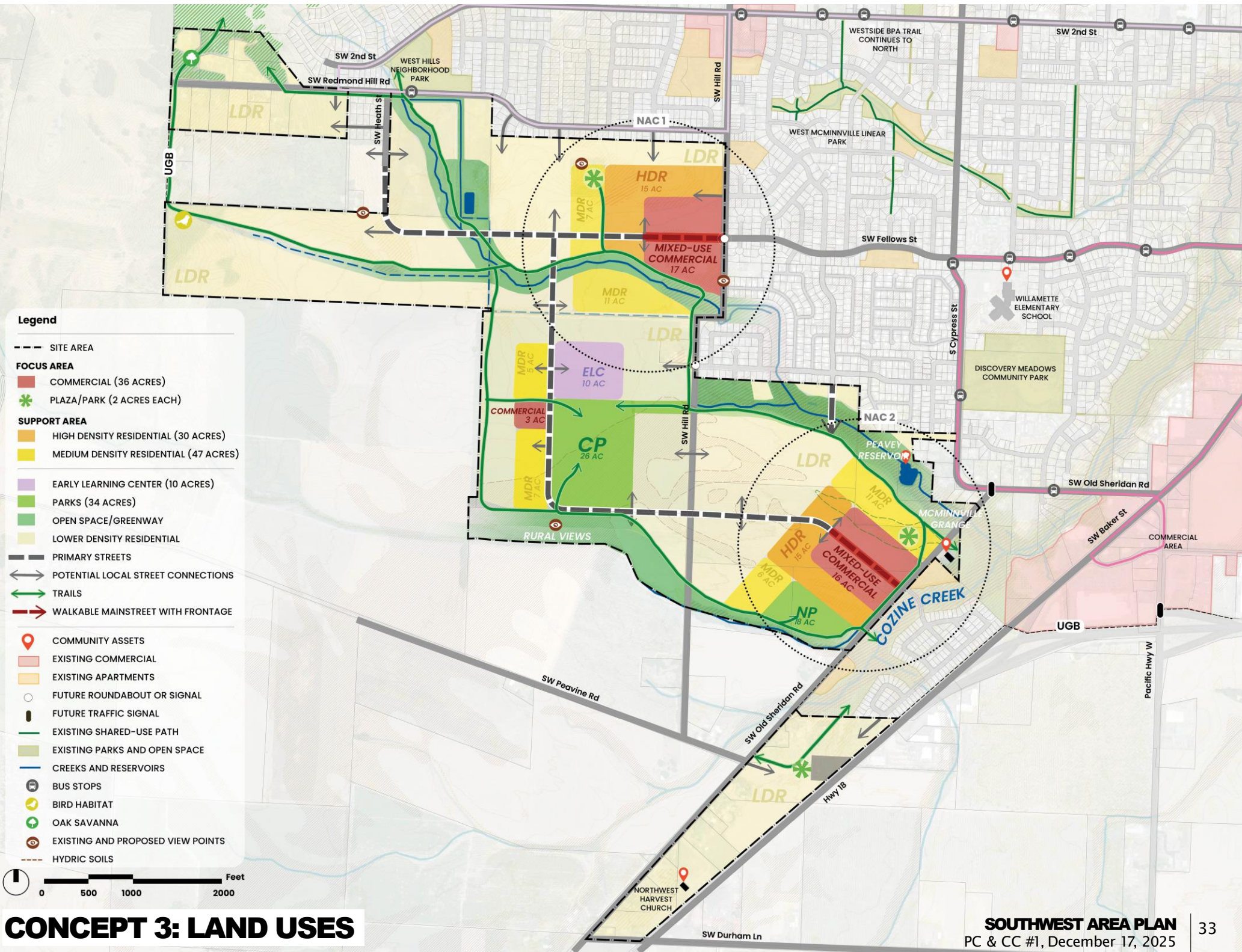


Community Park along greenway



- Activity distributed in three nodes
- NACs activate major crossroads
- Small commercial area within the neighborhoods, activating Community Park on rural edge
- Neighborhood Park along Greenway and rural edge, close to NAC

CONCEPT 3: DISPERSED DESTINATIONS



CONCEPT 3: LAND USES



Centrally located community park activated by a mix of uses



Main street style neighborhood commercial in NACs



Neighborhood park at rural edge



Neighborhood commercial at major crossroads

CONCEPT 3: OPPORTUNITIES

NEXT STEPS

- Concepts will be refined based on input provided at this work session to be presented at the upcoming January Community Workshop.
- Following the community workshop, the project team will use the input on the three concepts to prepare a draft preferred concept.
- The results of the workshop and a preliminary draft preferred concept will be shared with the PAC in March.
- Following the PAC meeting, another joint City Council/Planning Commission work session will be held in April to share the results of the work and the draft concept in order to obtain feedback from the City Council and Planning Commission before further refining the concept into a preferred concept plan.

THANK YOU!



PLANNING COMMISSION AND CITY COUNCIL FEEDBACK

1. Do you have questions about any of the concepts or their key elements?
2. What feedback do you have regarding any refinements to be made to the three concepts that will be presented at the next Community Design Workshop in January, considering the following:
 - Which key elements in the three alternatives best align with goals for complete, connected, and livable neighborhoods.
 - Whether there are components from one concept that should be strengthened or combined with others as the project team refines the alternatives.
 - Whether there are features or ideas missing from the concepts that should be incorporated into the next round of refinements for all three concepts.