



# **SOUTHWEST AREA PLAN**

## **Planning Commission and City Council**

### **Joint Work Session Update #2**

April 22, 2026

## **1. Welcome and Introductions**

## **2. Purpose of meeting:**

Provide an update on the Southwest Area Plan and gather feedback on the Draft Preferred Concept to guide further refinement.

### **1. Project Update**

### **2. Introduction to the Draft Preferred Concept**

### **3. Discussion and Feedback**

### **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)



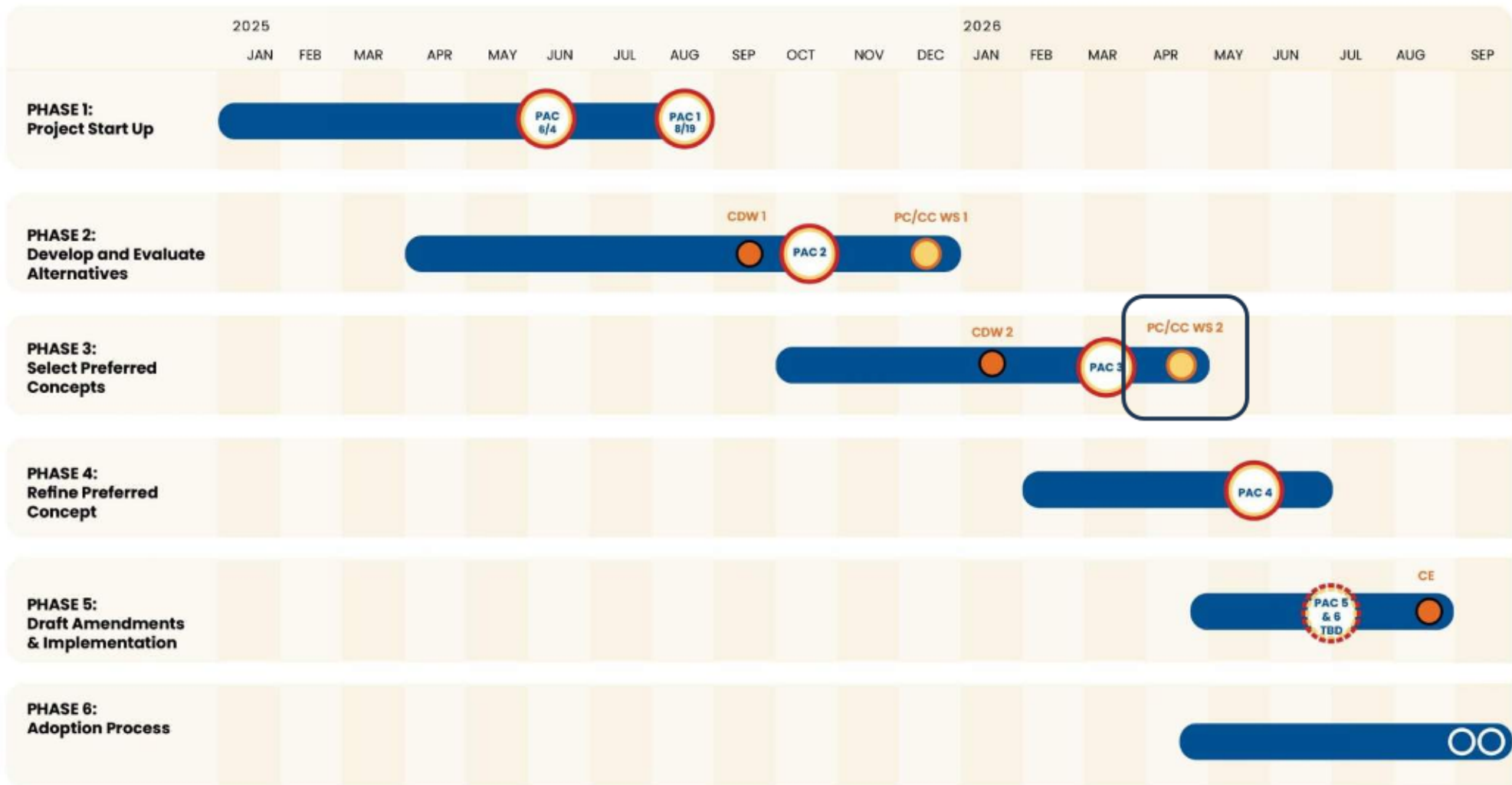
## JLA Public Involvement

(Public Involvement)

### Contact:

Tom Schauer, Senior Planner

[tom.schauer@mcminnvilleoregon.gov](mailto:tom.schauer@mcminnvilleoregon.gov)



- **Project Advisory Committee Meeting #4**
- **PC/CC Joint Work Session Update #3**  
Late Summer 2026

**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

# 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.



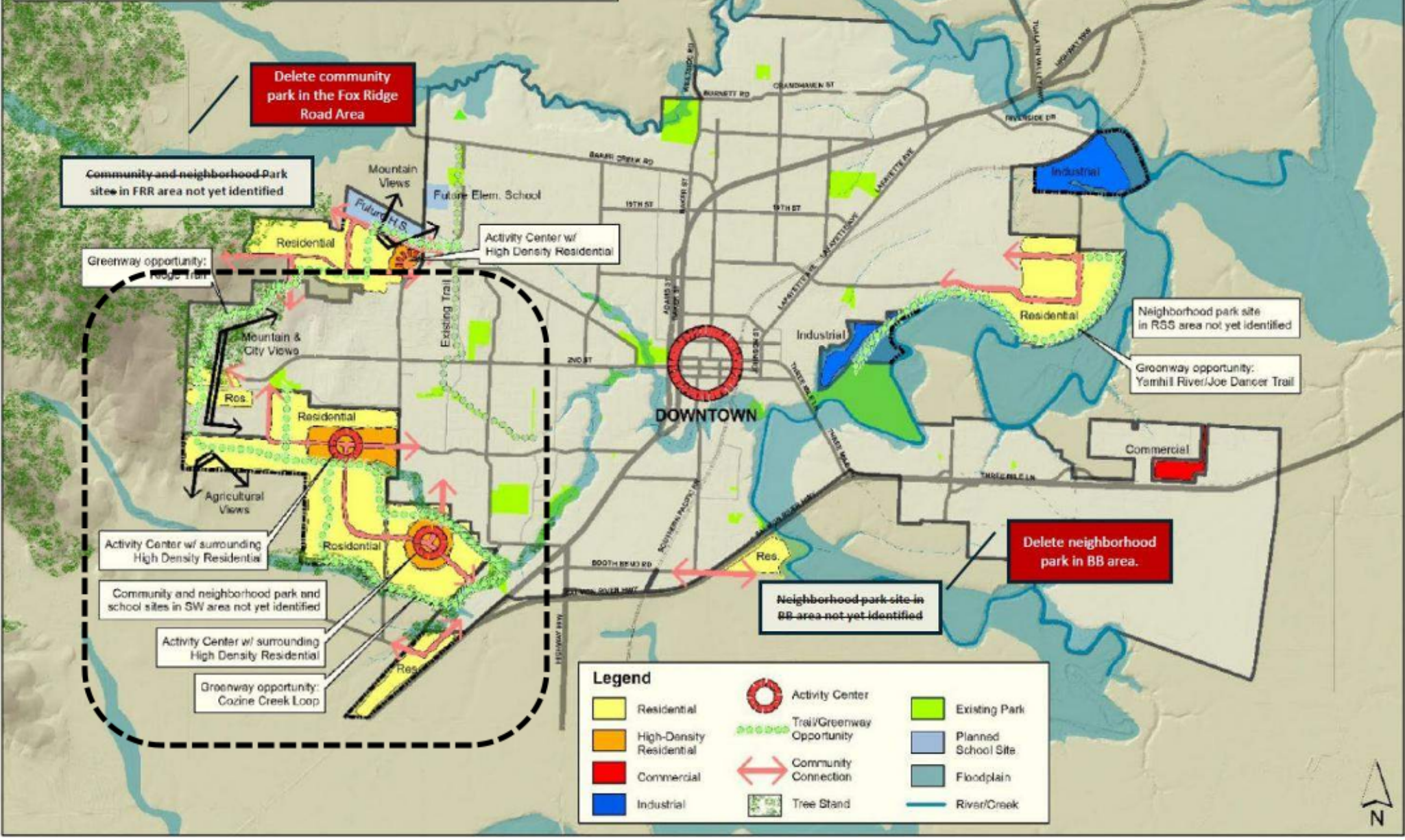
## Project Goal

- 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.

# 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

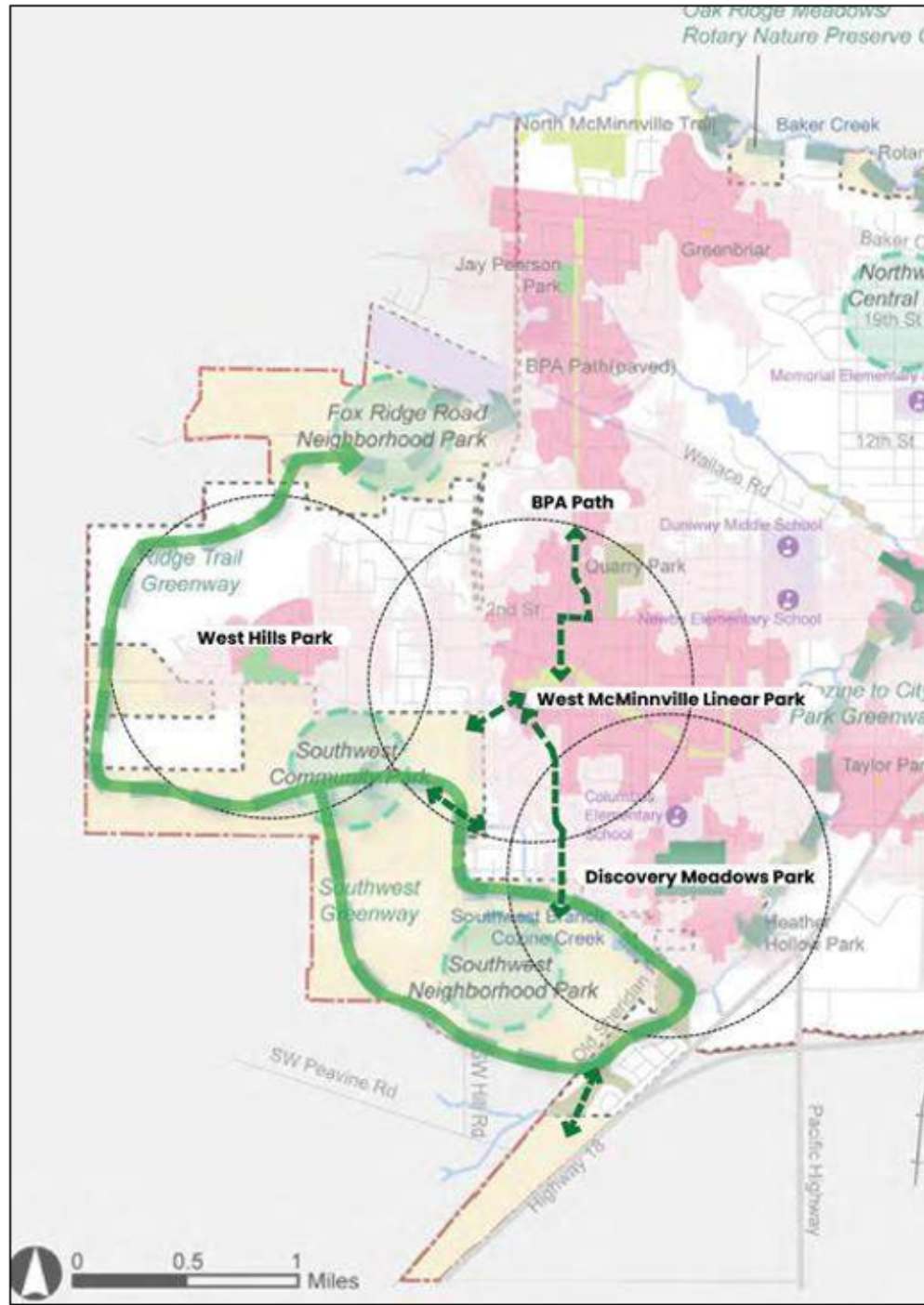
- Two Neighborhood Activity Centers (NACs)**
  - Located to serve both north and south areas
- Commercial Land (~40 acres total)**
  - Includes retail and mixed-use areas
- High-Density Residential (~30 acres total)**
  - About 15 acres near each NAC
- Overall Average Density (~5.7 du/ac)**
  - Achieved 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	<i>Significant area of residential development to achieve average density of 5.7 units per acre overall</i>
*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	<i>To be determined based on site conditions</i>
	Natural Areas (Wetlands/Unbuildable Floodplains)	<i>To be determined based on site conditions</i>
**Early Learning Center		10 acres
<b>TOTAL SITE AREA: 640 ACRES</b>		

\*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



# UPDATES SINCE OUR LAST JOINT WORK SESSION

- **Community Open House & Online Engagement (January 24, 2026)**  
Gathered public input on the three draft concepts and key community priorities both in-person and online
- **Spanish Focus Group (March 5, 2026)**  
Received additional feedback on three draft concepts to broaden participation and hear underrepresented perspectives
- **PAC Meeting #3 (March 25, 2026)**  
Reviewed the preliminary Draft Preferred Concept developed from community feedback and identified key refinements
- **Draft Preferred Concept Refined**  
The preliminary draft has been refined based on PAC feedback and ongoing technical analysis



**RECAP FROM:**  
**Community Open House**  
**and Engagement**

# COMMUNITY OPEN HOUSE – ENGAGEMENT APPROACH

- Multiple engagement formats to gather broad input:
  - In-person open house (January 24, 2026)
  - Online survey (Jan 24 – Feb 9)
  - Written comments and email submissions
- Open house format:
  - Interactive display boards with concept plan alternatives
  - Dot voting on preferred elements within the concepts
  - Comment forms and direct discussion with project team

## Outreach

- Citywide postcard mailing (~17,000 recipients)
- Website, social media, email, and local media
- Broad participation helped capture a wide range of community perspectives













## Participation

- ~200 attendees at in-person event
- 31 comment forms submitted
- 12 online responses (most also attended in person)
- Additional written and emailed feedback received

# COMMUNITY OPEN HOUSE – WHAT WE HEARD

## WHAT WE'VE HEARD

Through surveys, workshops, meetings, and community conversations, we've heard several shared priorities for the Southwest Area Plan:

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.*

- New development should fit well with existing neighborhoods and reflect the character of McMinnville.
- Thoughtful transitions are important where new development meets existing homes and rural or natural areas.
- People want a well-connected network of streets, trails, and paths so traffic is spread out and walking and biking feel safe and convenient.
- Transportation connectivity should avoid over-reliance on a limited number of street connections.
- The plan should consider traffic, speed, and circulation implications for adjacent areas.
- Parks, open spaces, and access to nature are highly valued and should be easy to reach for both new and existing residents.
- Natural features such as trees, creeks, hillsides, and views should be protected and incorporated into the design.
- Building scale, appearance, and placement matter, especially along neighborhood edges and key corridors.
- There is support for a mix of housing types and neighborhood-serving uses, paired with safe access and good design.
- While growth is expected, people want change that is carefully planned, well designed, and responsive to community input.

## Concept 1

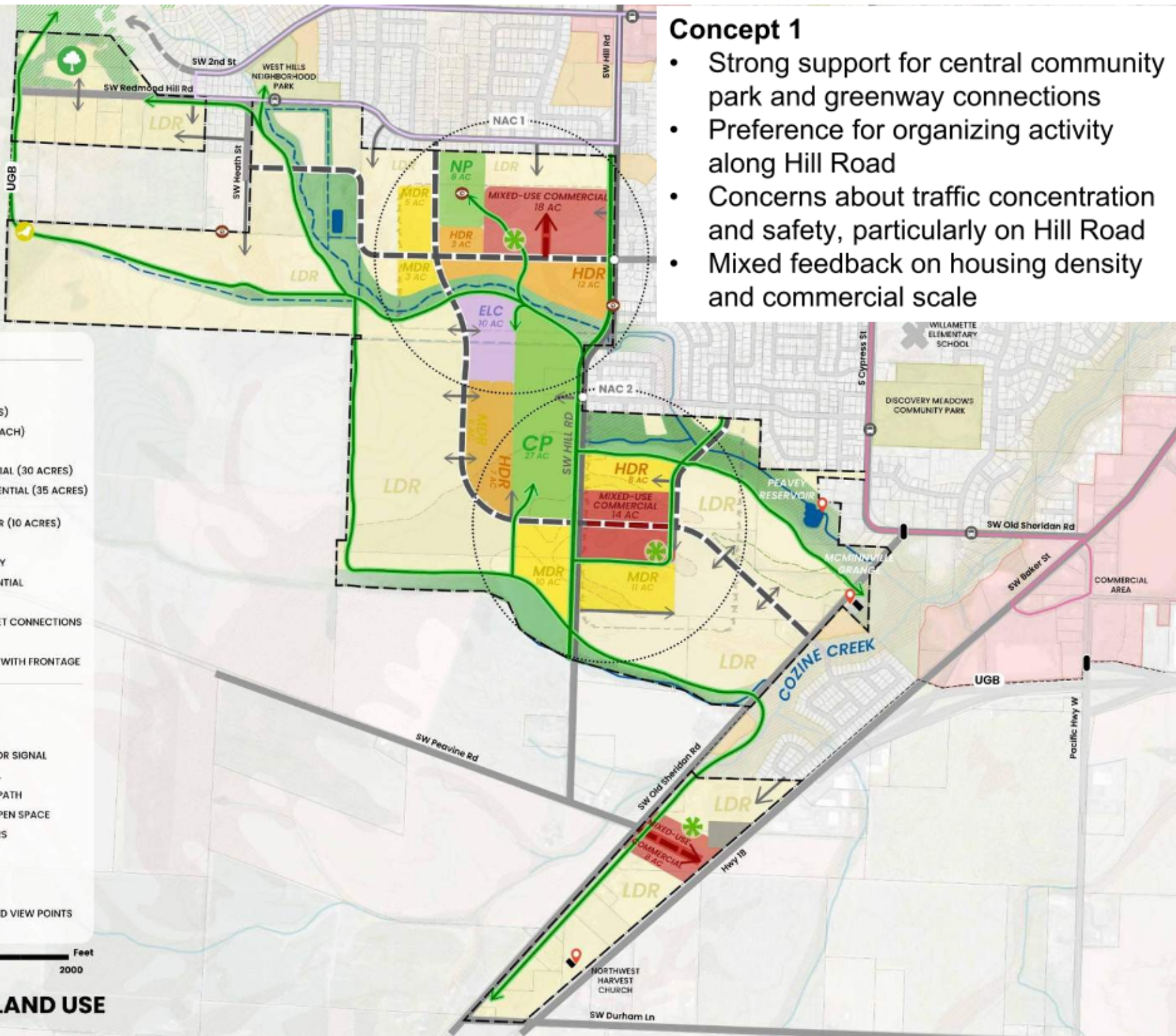
- Strong support for central community park and greenway connections
- Preference for organizing activity along Hill Road
- Concerns about traffic concentration and safety, particularly on Hill Road
- Mixed feedback on housing density and commercial scale

### Legend

- SITE AREA
- FOCUS AREA**
  - COMMERCIAL (40 ACRES)
  - PLAZA/PARK (2 ACRES EACH)
- SUPPORT AREA**
  - HIGH DENSITY RESIDENTIAL (30 ACRES)
  - MEDIUM DENSITY RESIDENTIAL (35 ACRES)
  - EARLY LEARNING CENTER (10 ACRES)
  - PARKS (30 ACRES)
  - OPEN SPACE/GREENWAY
  - LOWER DENSITY RESIDENTIAL
- PRIMARY STREETS
- ↔ POTENTIAL LOCAL STREET CONNECTIONS
- ↔ TRAILS
- WALKABLE MAINSTREET WITH FRONTAGE
- 📍 COMMUNITY ASSETS
- 🏠 EXISTING COMMERCIAL
- 🏡 EXISTING APARTMENTS
- ⦿ FUTURE ROUNDABOUT OR SIGNAL
- 🚦 FUTURE TRAFFIC SIGNAL
- 🚶 EXISTING SHARED-USE PATH
- 🌳 EXISTING PARKS AND OPEN SPACE
- 🌊 CREEKS AND RESERVOIRS
- 🚌 BUS STOPS
- 🐦 BIRD HABITAT
- 🌳 OAK SAVANNA
- 👁️ EXISTING AND PROPOSED VIEW POINTS
- 🌊 HYDRIC SOILS



## CONCEPT 1 - LAND USE

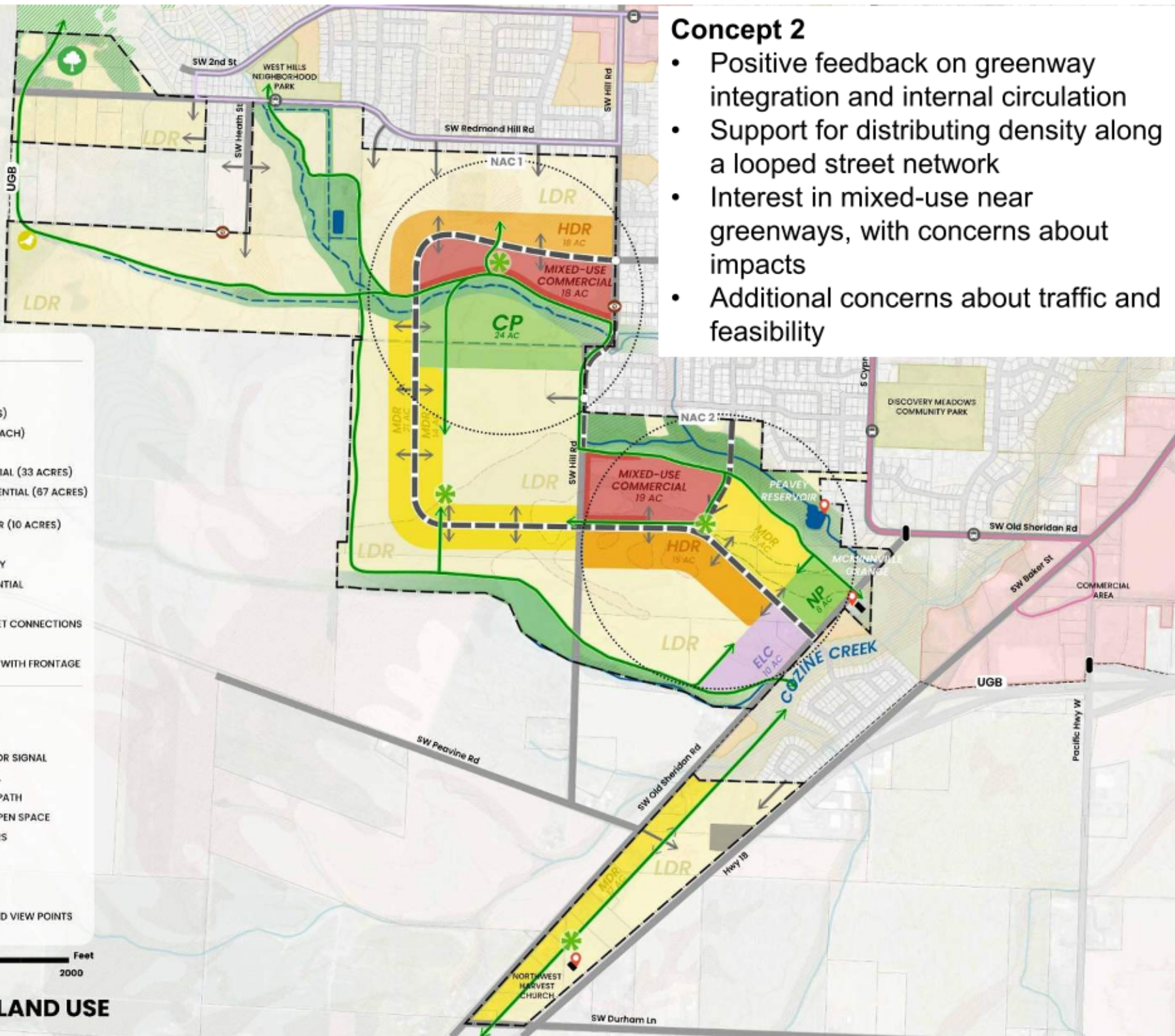


## Concept 2

- Positive feedback on greenway integration and internal circulation
- Support for distributing density along a looped street network
- Interest in mixed-use near greenways, with concerns about impacts
- Additional concerns about traffic and feasibility



## CONCEPT 2 - LAND USE



### Concept 3

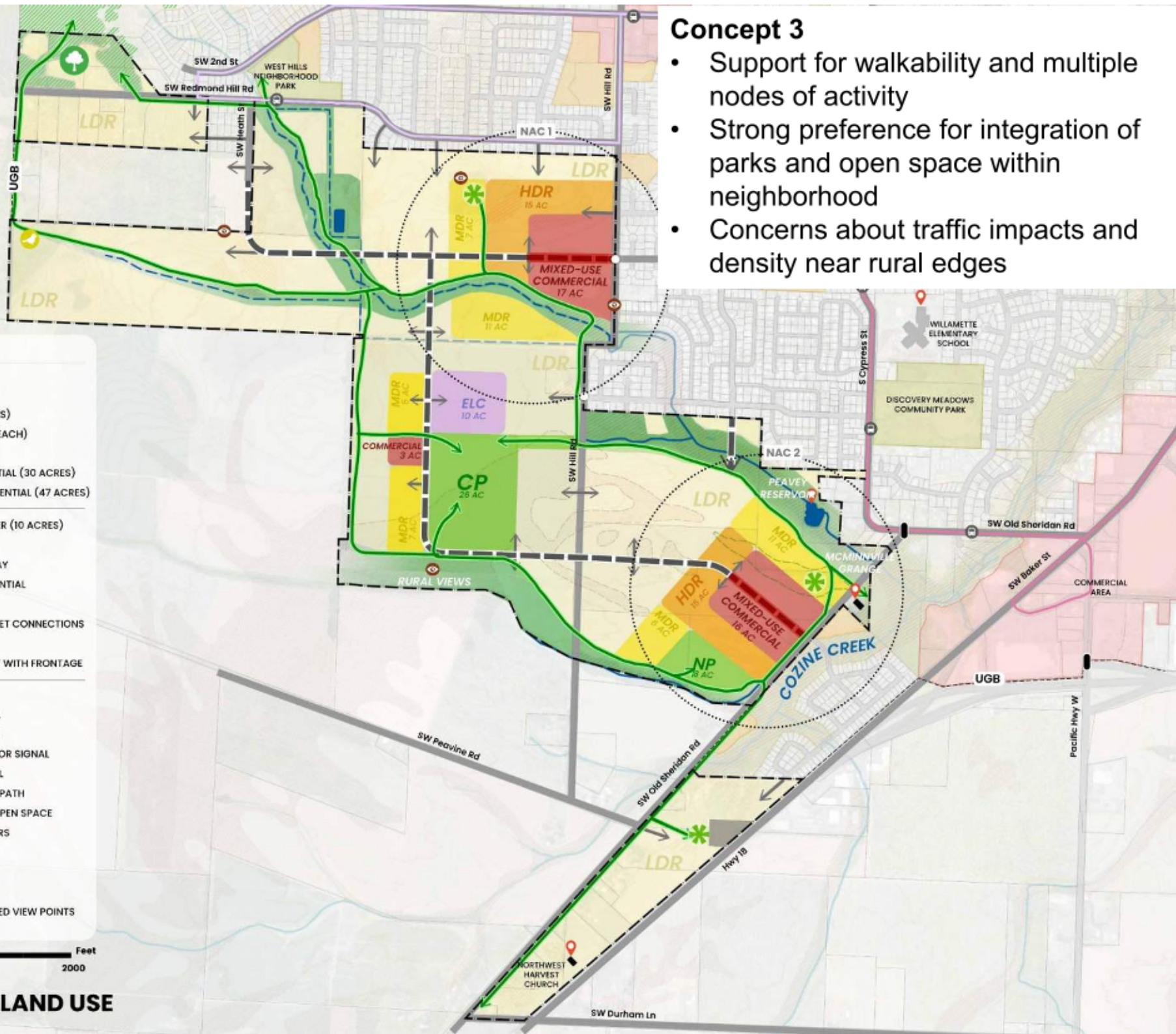
- Support for walkability and multiple nodes of activity
- Strong preference for integration of parks and open space within neighborhood
- Concerns about traffic impacts and density near rural edges

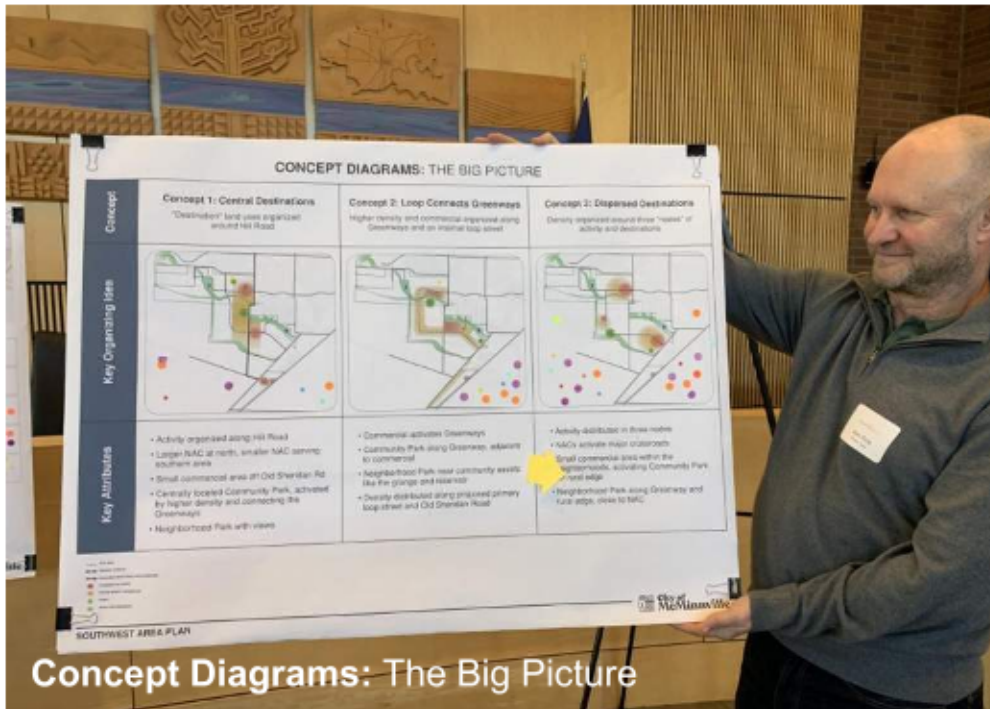
#### Legend

- SITE AREA
- FOCUS AREA**
  - COMMERCIAL (36 ACRES)
  - PLAZA/PARK (2 ACRES EACH)
- SUPPORT AREA**
  - HIGH DENSITY RESIDENTIAL (30 ACRES)
  - MEDIUM DENSITY RESIDENTIAL (47 ACRES)
  - EARLY LEARNING CENTER (10 ACRES)
  - PARKS (34 ACRES)
  - OPEN SPACE/GREENWAY
  - LOWER DENSITY RESIDENTIAL
- PRIMARY STREETS
- ↔ POTENTIAL LOCAL STREET CONNECTIONS
- TRAILS
- WALKABLE MAINSTREET WITH FRONTAGE
- 📍 COMMUNITY ASSETS
- EXISTING COMMERCIAL
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- 🌳 OAK SAVANNA
- 👁️ EXISTING AND PROPOSED VIEW POINTS
- HYDRIC SOILS



### CONCEPT 3 - LAND USE





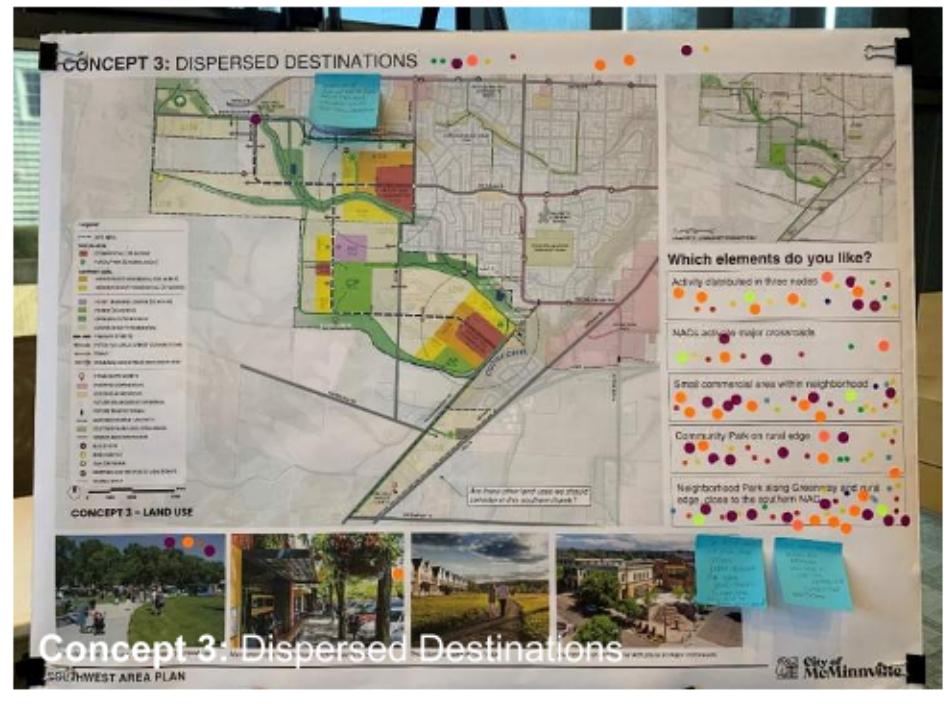
Concept Diagrams: The Big Picture



Concept 1: Central Destinations



Concept 2: Loop Connects Greenways



Concept 3: Dispersed Destinations

# COMMUNITY ENGAGEMENT – KEY THEMES

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

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

A foggy, rural landscape with a large field in the foreground, a barn and house in the middle ground, and rolling hills in the background. The scene is heavily misted, creating a soft, muted atmosphere.

**RECAP FROM:  
PAC MEETING #3**

## **PAC #3 – MEETING OVERVIEW**

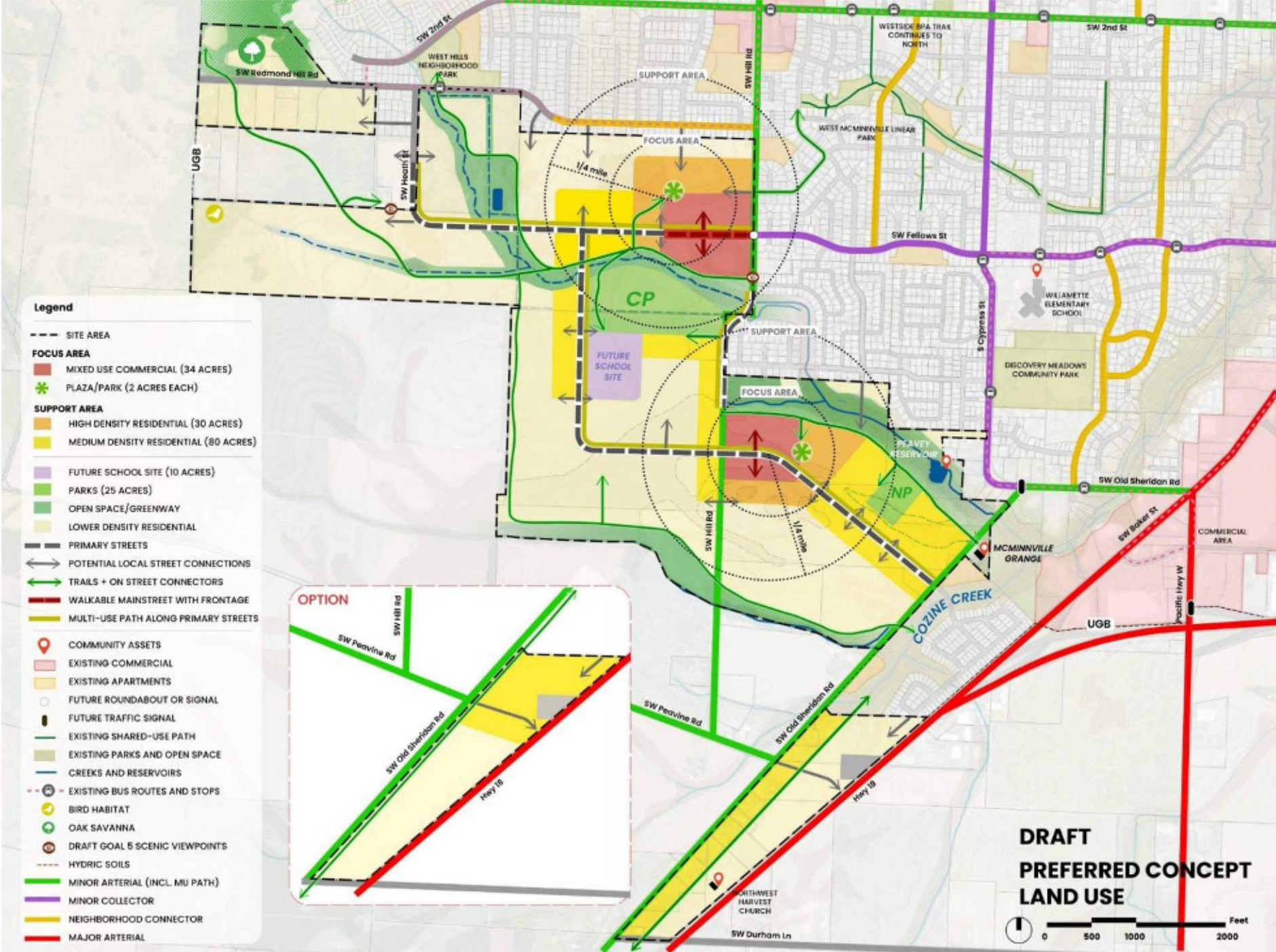
- Reviewed the preliminary Draft Preferred Concept
- Identified key areas for discussion and refinement:
  - Transportation feasibility and required connections
  - Neighborhood Activity Centers (NACs) scale, location, and function
  - Land use transitions and neighborhood compatibility
  - Parks, greenways, and integration of natural features
- Discussed trade-offs and constraints, particularly related to access, infrastructure, and development viability
- Emphasized need for clarity and flexibility, especially in the southern portion of the project area
- Provided direction to refine the Draft Preferred Concept prior to advancing the Draft Area Plan

## **PAC #3 – KEY THEMES FROM PAC DISCUSSION**

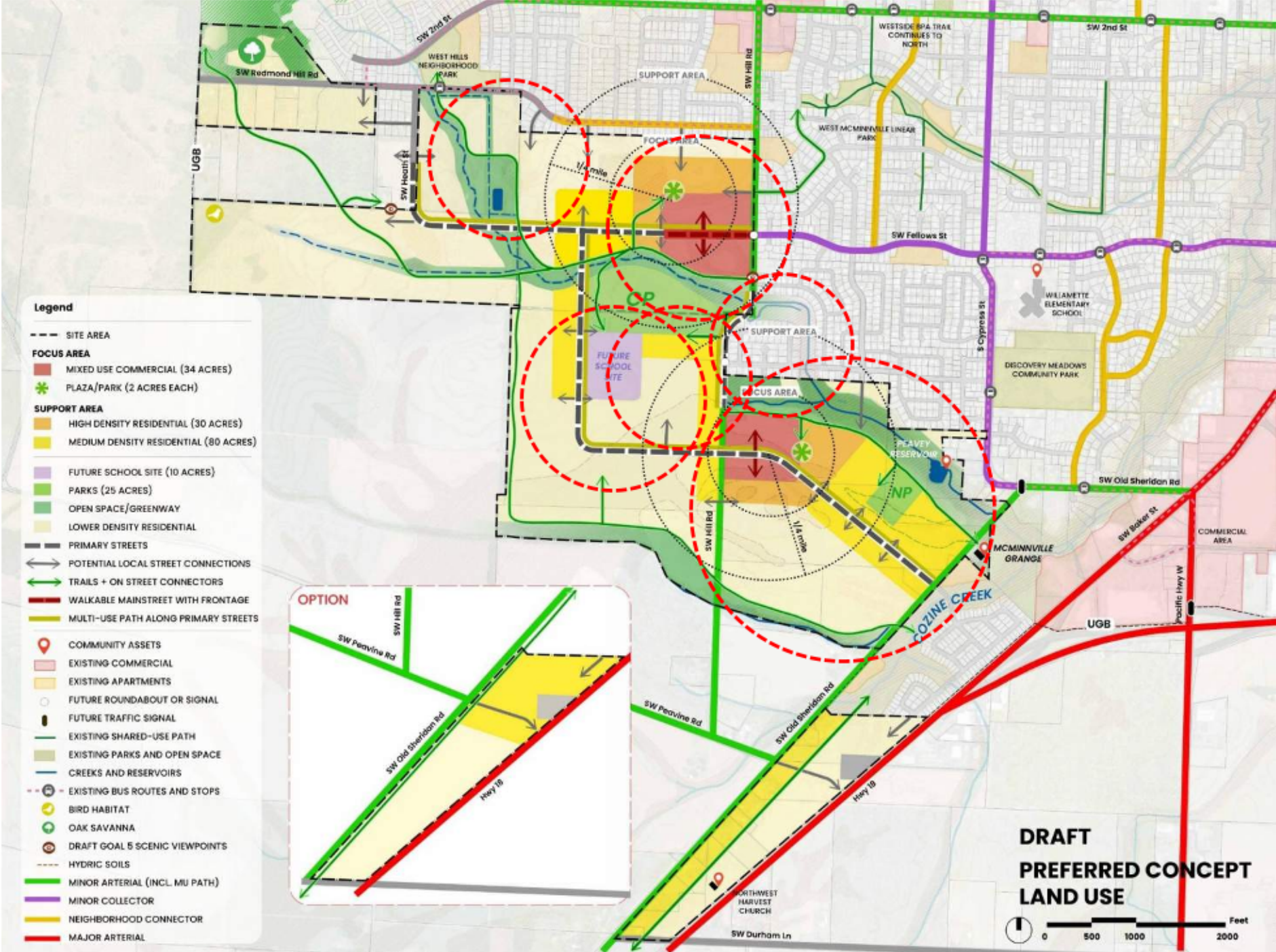
The PAC serves in an **advisory role to staff**, providing input that reflects a range of perspectives while helping ensure the plan aligns with Framework Plan elements. This is what we heard at our last meeting:

- **Transportation Feasibility.** Ensure a functional street network and key connections (Hill Rd to Old Sheridan).
- **Neighborhood Activity Centers (NACs).** Clarify NAC size, location, and role. Ensure they are well-connected, visible, and support neighborhood-serving uses.
- **Land Use Relationships and Transitions.** Provide gradual transitions between new and existing neighborhoods. Avoid abrupt changes in scale and include buffers where needed.
- **Parks, Open Space, and Greenways.** Strengthen greenway connections and protect key natural features, views, and drainage areas.
- **Southern Area Options.** Maintain flexibility due to access and infrastructure uncertainty. Continue evaluating land use options.
- **Clarity and Implementation.** Provide additional tools (i.e. cross-sections, precedent images, urban design guidance) to better visualize the plan.

# PAC #3 – PRELIMINARY DRAFT PREFERRED CONCEPT

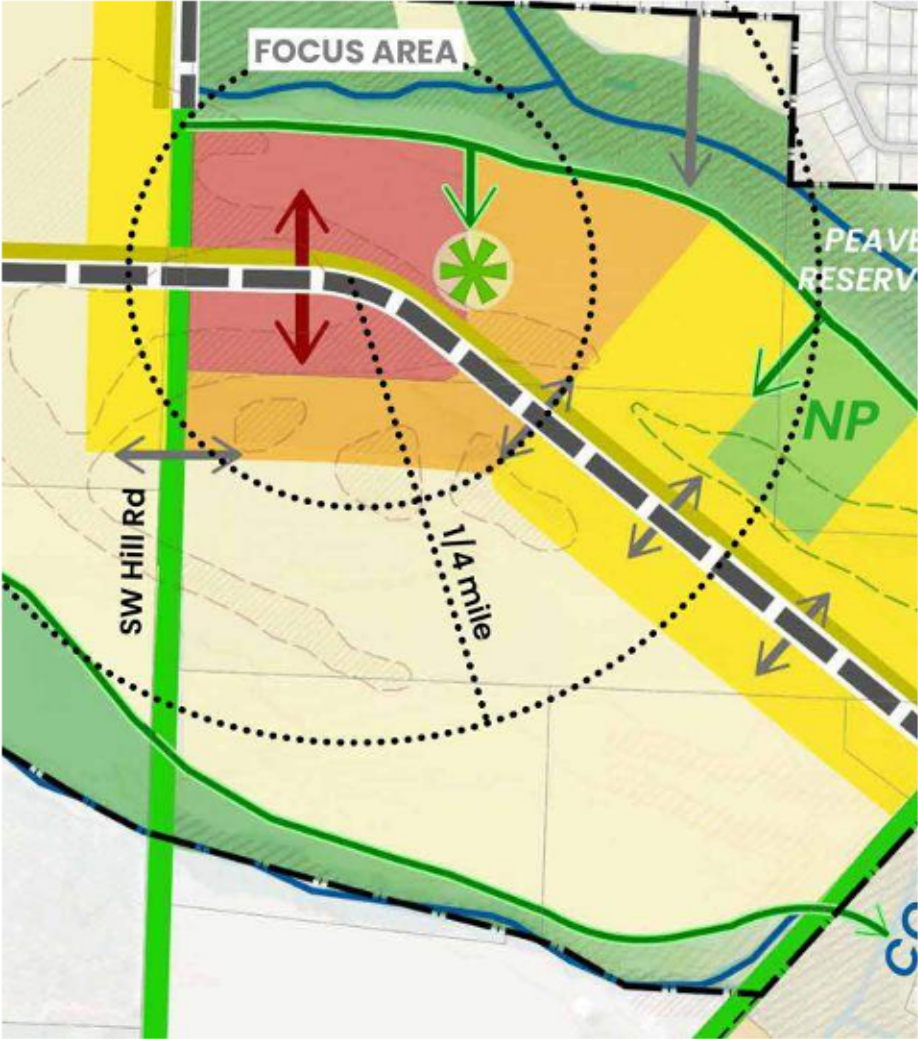


# PAC #3 – REFINEMENTS TO THE PRELIMINARY DRAFT

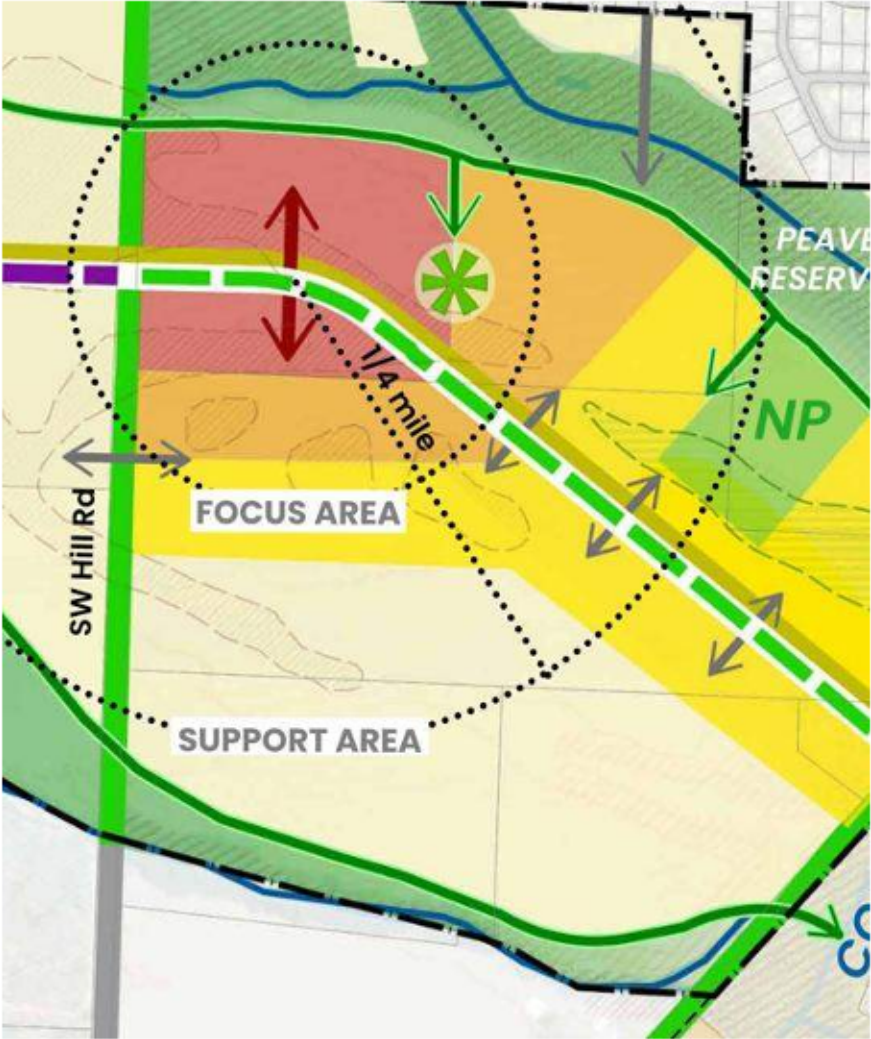


# PAC #3 – ADDITIONAL MDR IN SOUTHERN NAC

Preliminary Draft



Updated Draft



# PAC #3 – GREENWAY CONNECTION TO COMMUNITY PARK

Preliminary Draft

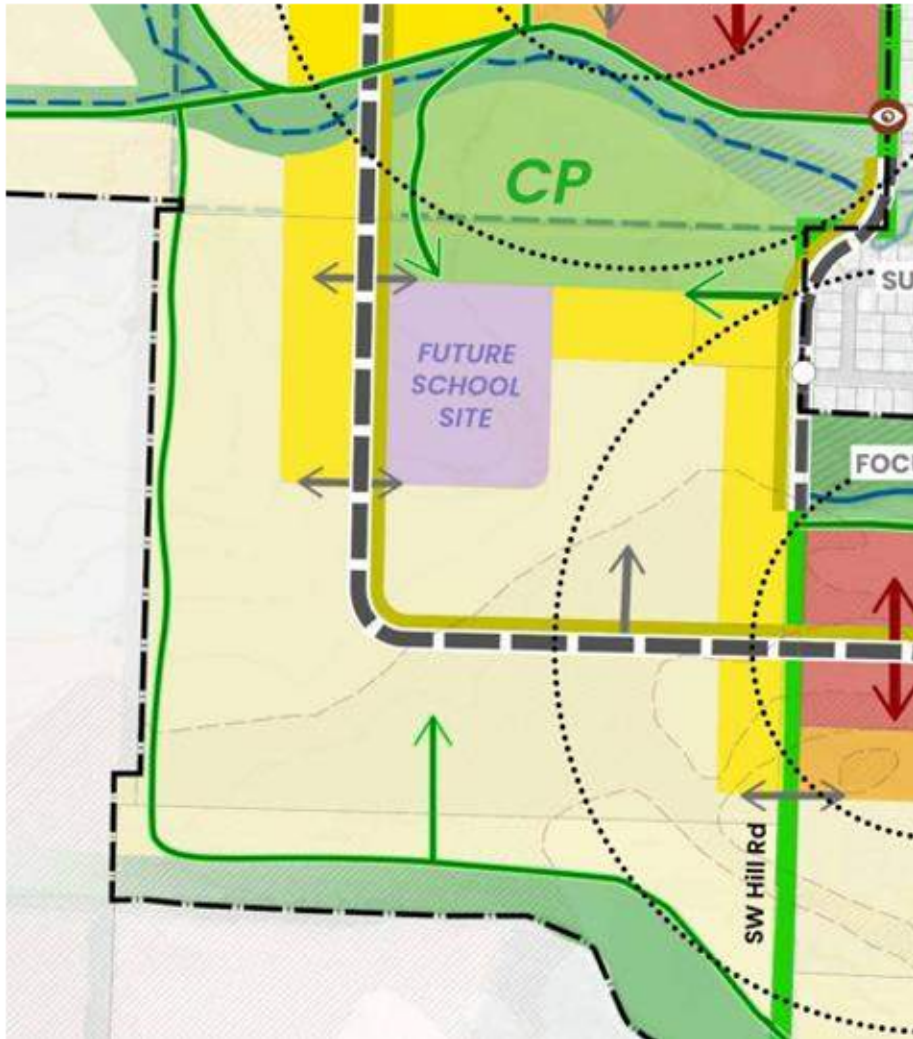


Updated Draft

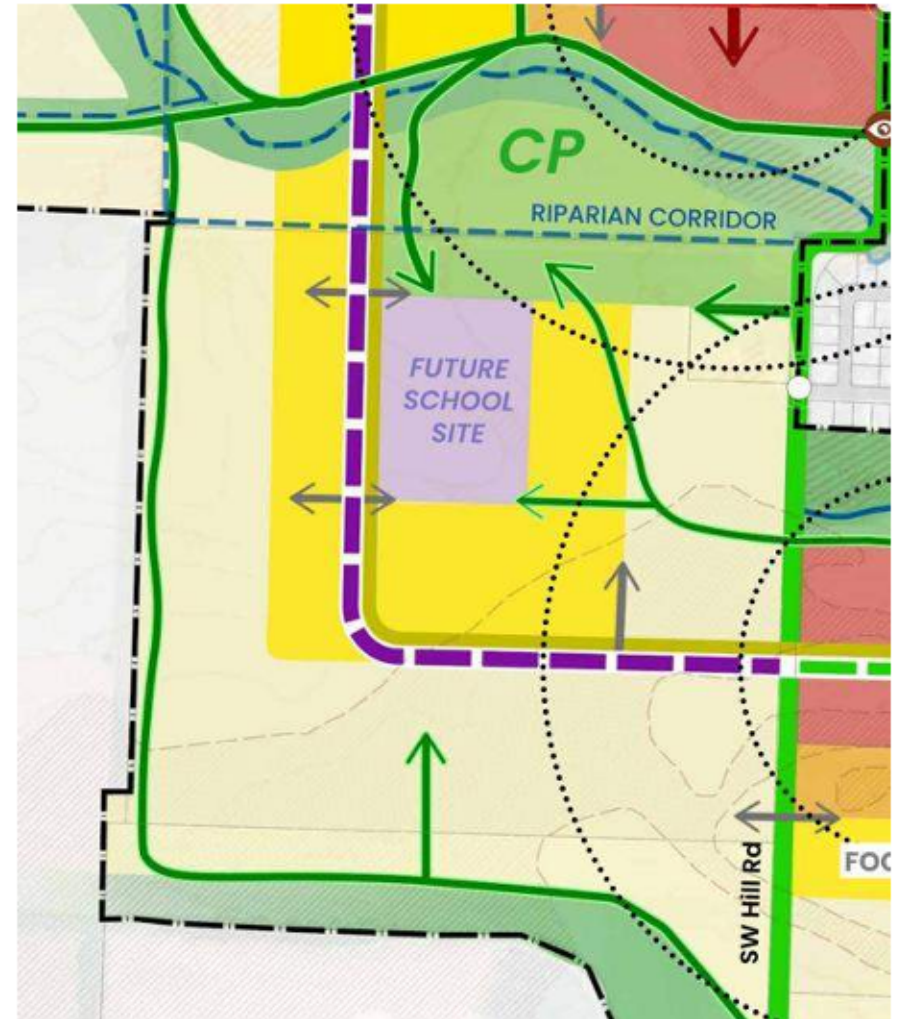


# PAC #3 – SHIFTING MDR FROM HILL RD. TO INTERNAL ROAD

Preliminary Draft

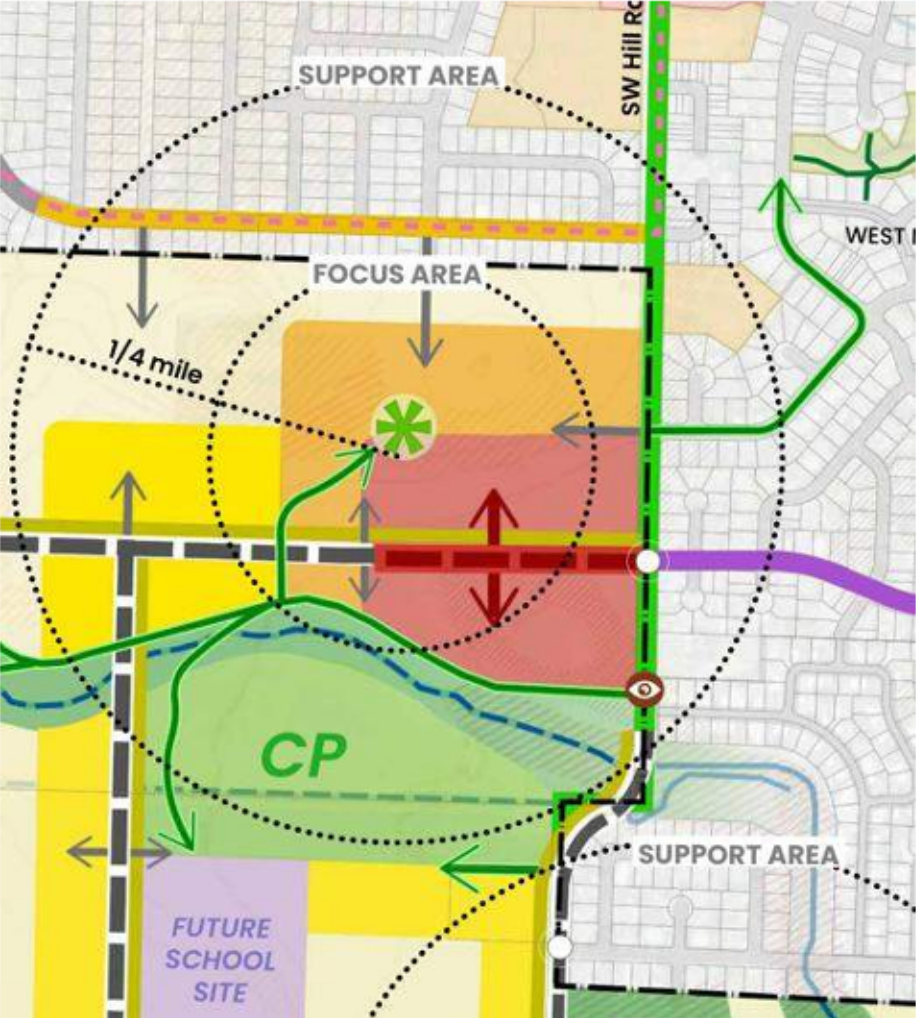


Updated Draft

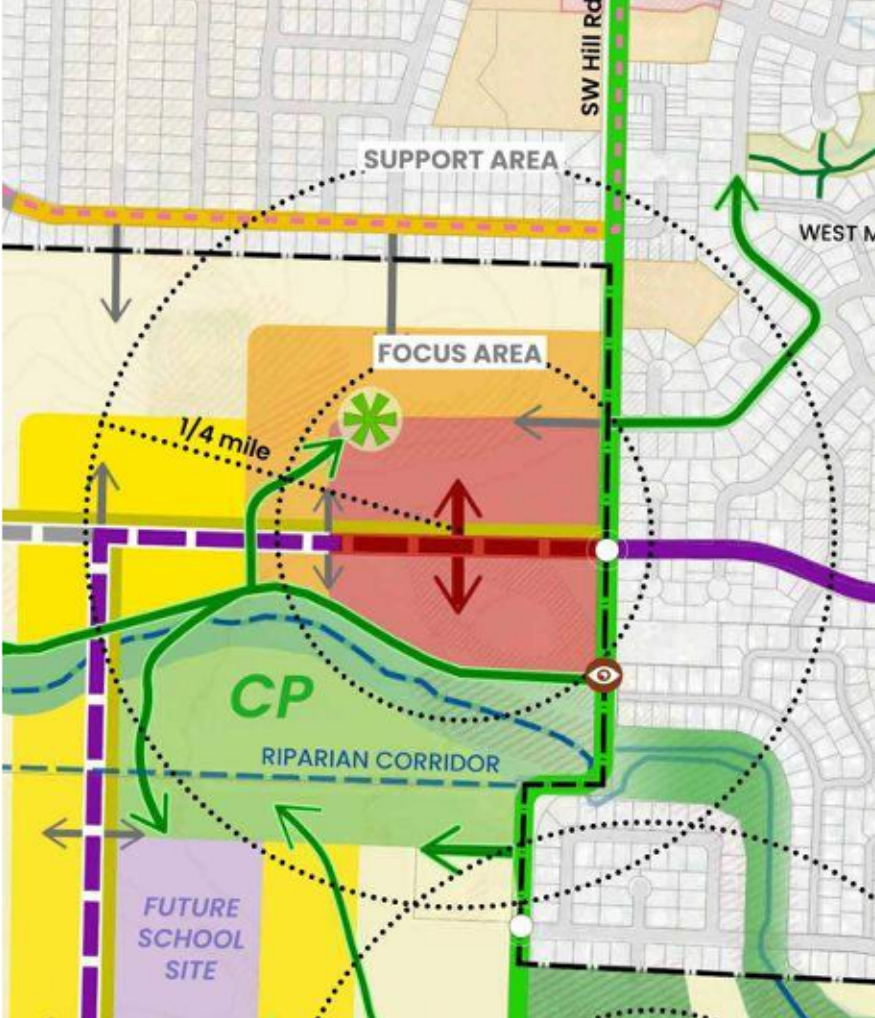


# PAC #3 – ADJUSTED FOCUS AREA IN NORTHERN NAC

Preliminary Draft



Updated Draft



# PAC #3 – LABELED RIPARIAN CORRIDOR / ADJ. GREENWAY

Preliminary Draft

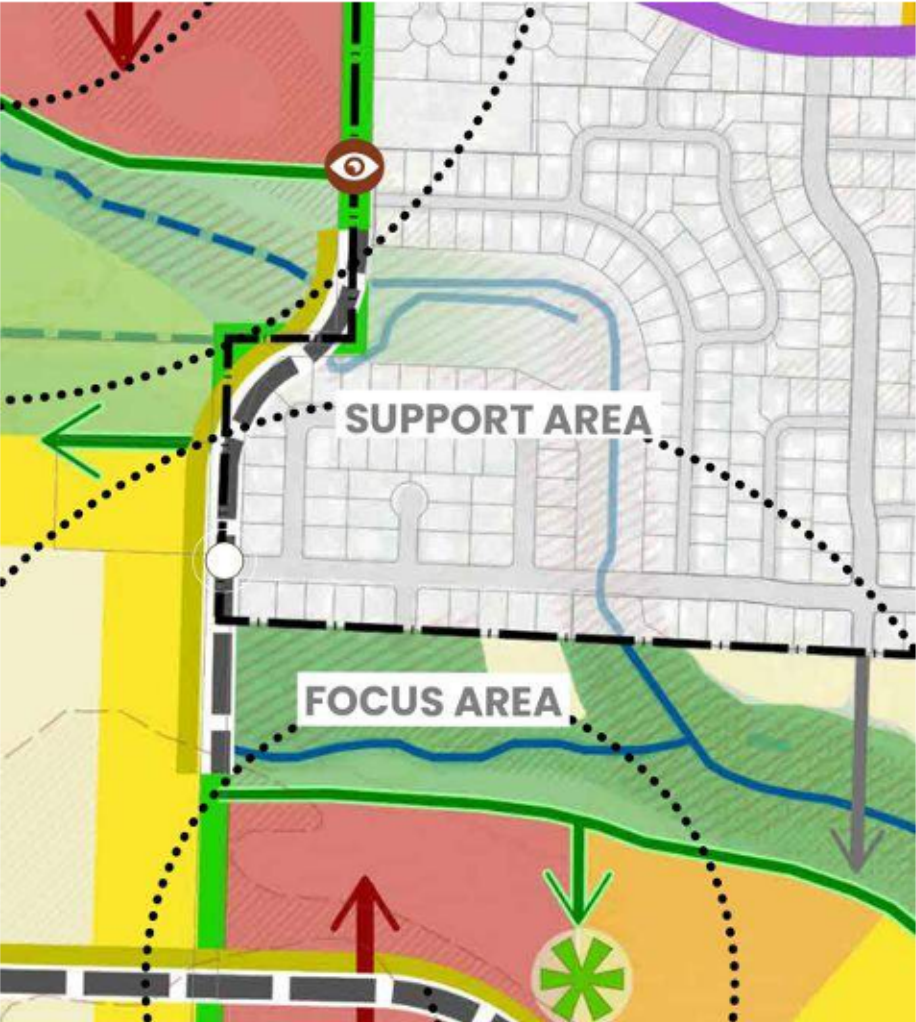


Updated Draft

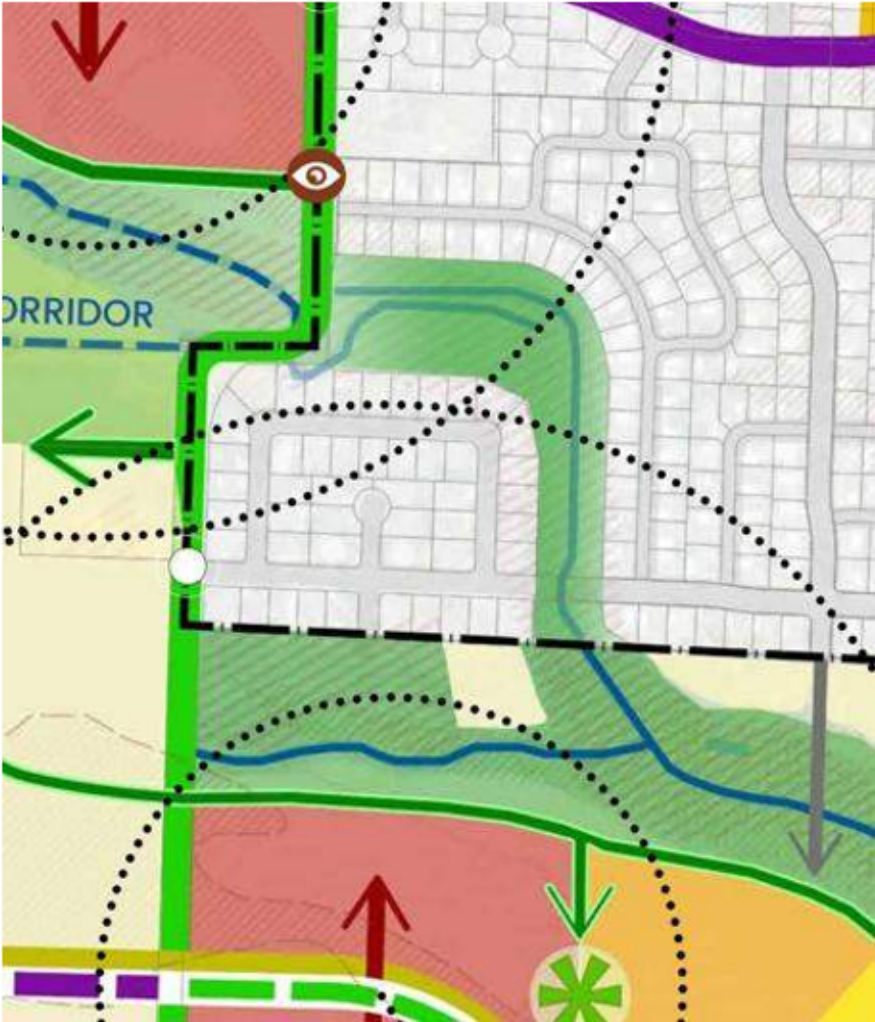


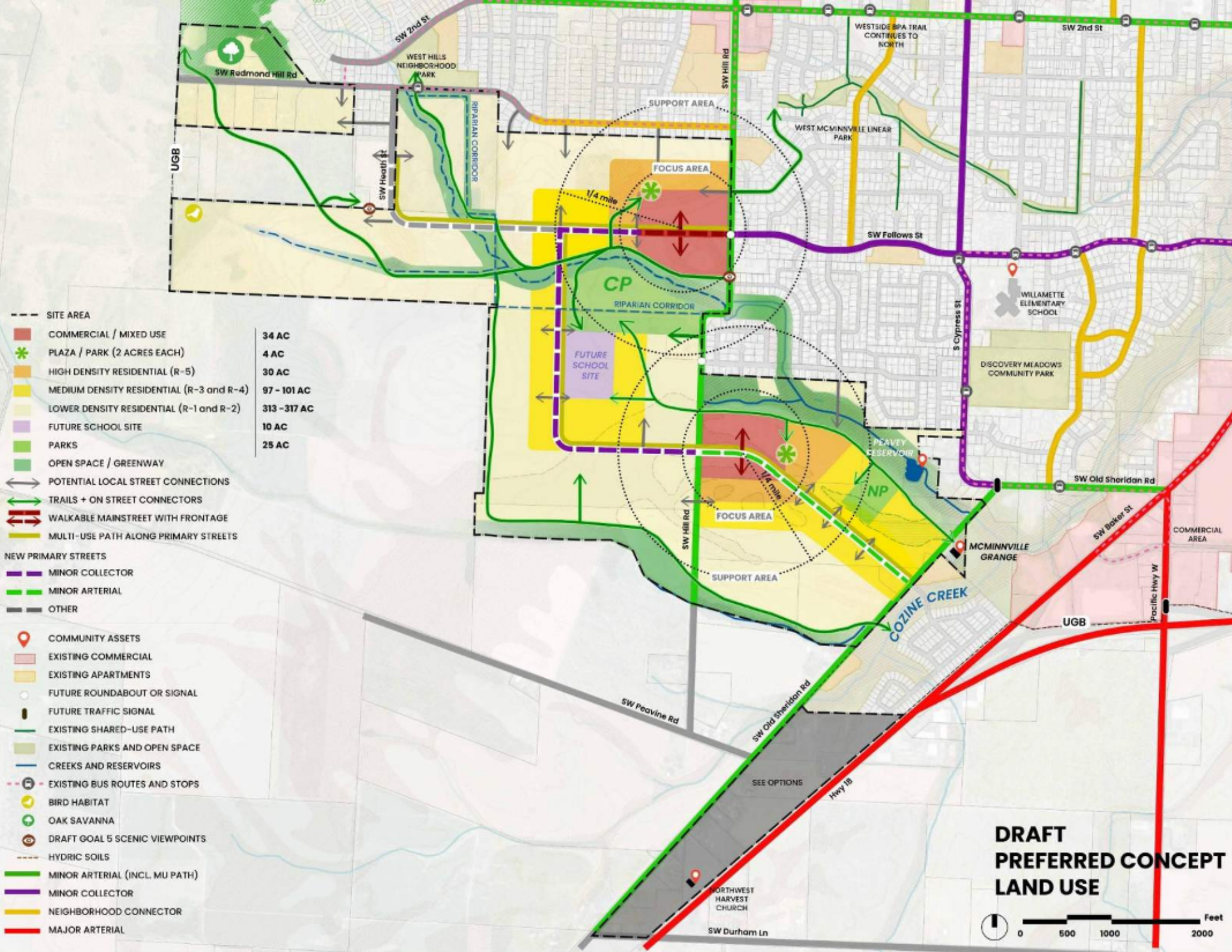
# PAC #3 – GREENWAY CONNECTION

Preliminary Draft



Updated Draft





34 AC
4 AC
30 AC
97 - 101 AC
313 - 317 AC
10 AC
25 AC

- SITE AREA
- COMMERCIAL / MIXED USE
- \* PLAZA / PARK (2 ACRES EACH)
- HIGH DENSITY RESIDENTIAL (R-5)
- MEDIUM DENSITY RESIDENTIAL (R-3 and R-4)
- LOWER DENSITY RESIDENTIAL (R-1 and R-2)
- FUTURE SCHOOL SITE
- PARKS
- OPEN SPACE / GREENWAY
- ↔ POTENTIAL LOCAL STREET CONNECTIONS
- ↔ TRAILS + ON STREET CONNECTORS
- ↔ WALKABLE MAINSTREET WITH FRONTAGE
- ↔ MULTI-USE PATH ALONG PRIMARY STREETS
- NEW PRIMARY STREETS
- MINOR COLLECTOR
- MINOR ARTERIAL
- OTHER
- COMMUNITY ASSETS
- EXISTING COMMERCIAL
- EXISTING APARTMENTS
- FUTURE ROUNDABOUT OR SIGNAL
- FUTURE TRAFFIC SIGNAL
- EXISTING SHARED-USE PATH
- EXISTING PARKS AND OPEN SPACE
- CREEKS AND RESERVOIRS
- EXISTING BUS ROUTES AND STOPS
- BIRD HABITAT
- OAK SAVANNA
- DRAFT GOAL 5 SCENIC VIEWPOINTS
- HYDRIC SOILS
- MINOR ARTERIAL (INCL. MU PATH)
- MINOR COLLECTOR
- NEIGHBORHOOD CONNECTOR
- MAJOR ARTERIAL

**DRAFT  
PREFERRED CONCEPT  
LAND USE**

SEE OPTIONS

Northwest Harvest Church  
SW Durham Ln

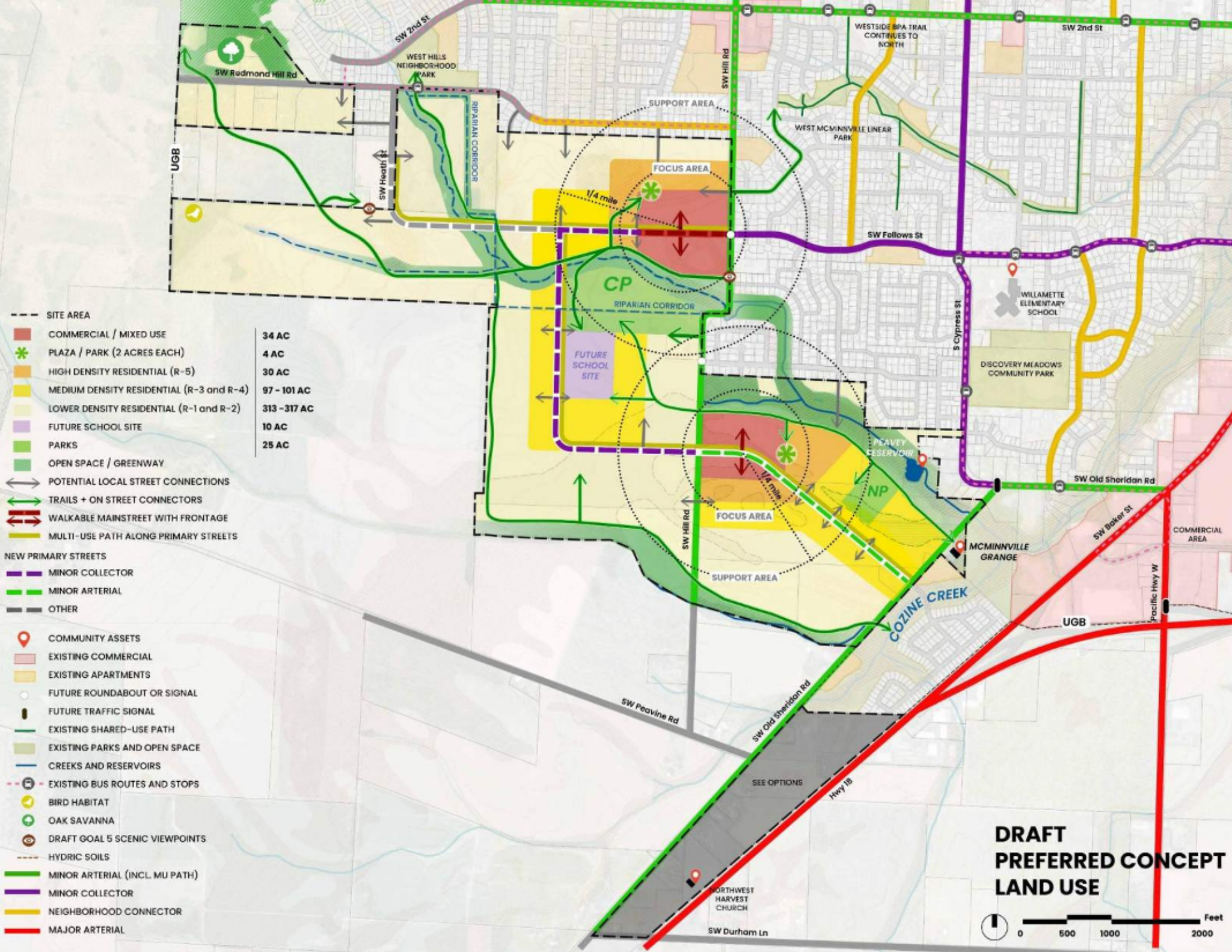
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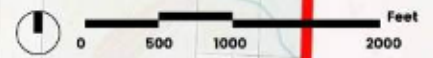
# **DRAFT PREFERRED CONCEPT**

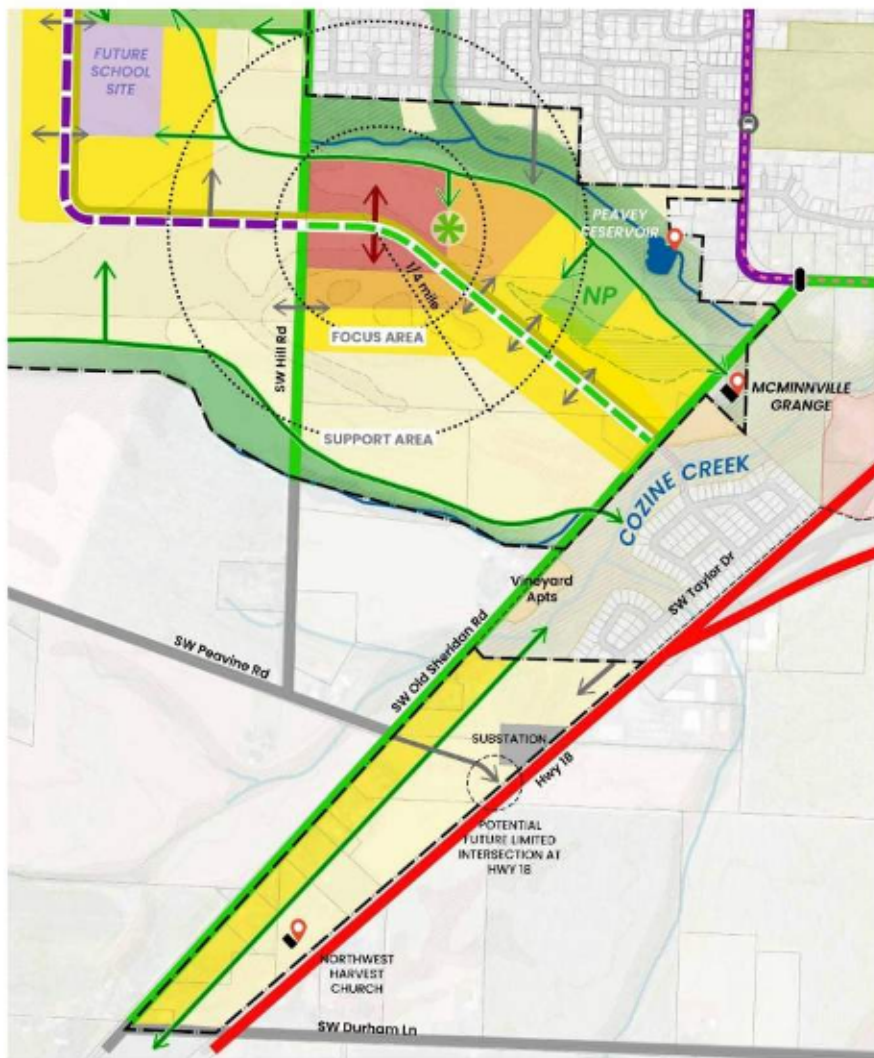
# **As you review the draft preferred concept, consider the following:**

- How well the Preferred Concept organizes Neighborhood Activity Centers (NACs), parks, greenways, and housing cohesively
- How effectively the plan supports walkability, multimodal access, and connectivity within the area and to surrounding destinations
- How natural features, including Cozine Creek, the Peavey Reservoir basin, and existing topography, are incorporated as organizing elements
- Whether the distribution and transitions of housing types support compatibility with existing and future neighborhoods
- How transportation constraints and required connections influence the overall land use pattern and development potential
- Where additional clarity, refinement, or flexibility is needed, particularly in the southern subarea between Old Sheridan Road and Highway 18



**DRAFT  
PREFERRED CONCEPT  
LAND USE**

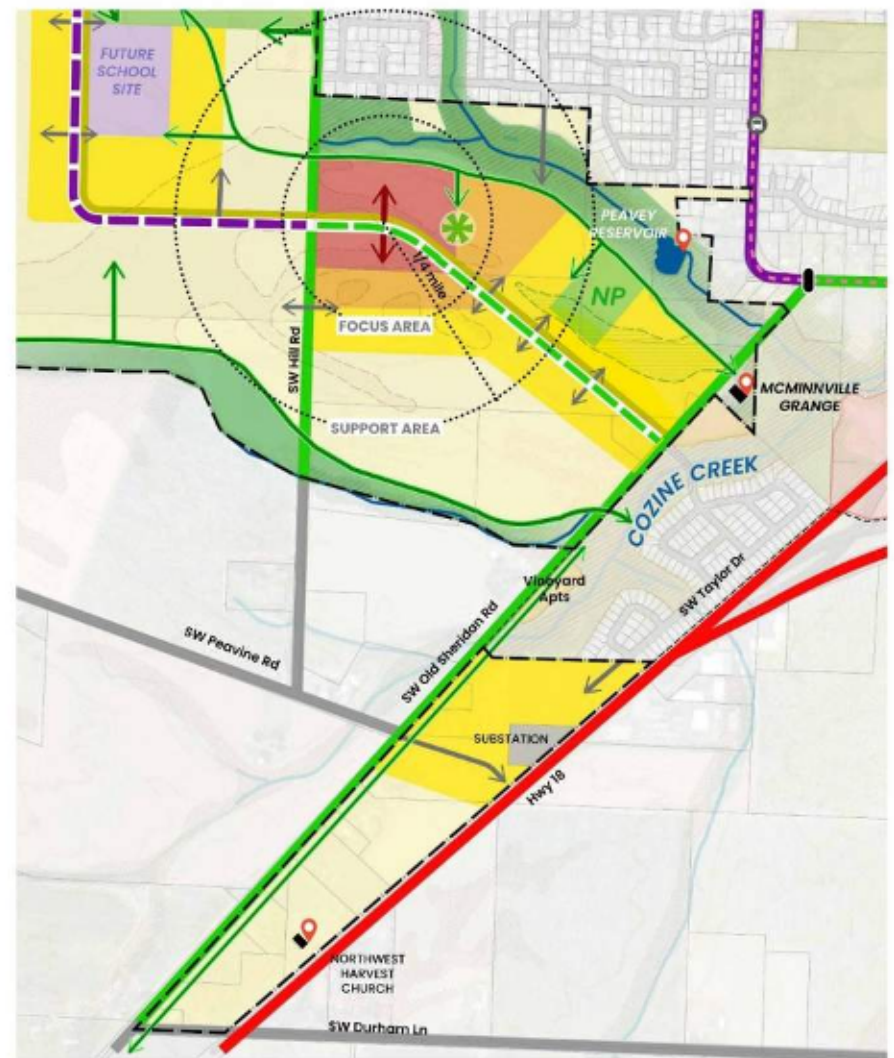




**OPTION 1**

MEDIUM DENSITY RESIDENTIAL 97 AC

Medium density is arranged along Old Sheridan Road, extending medium density southward, with views over agricultural landscape. This represents approximately one block of depth, with a trail connecting along the back/east side of this block. Remainder is Lower Density on the frontage with Hwy 18. Taylor St extends as a local street. Peavine is extended across area to connect with Hwy 18.



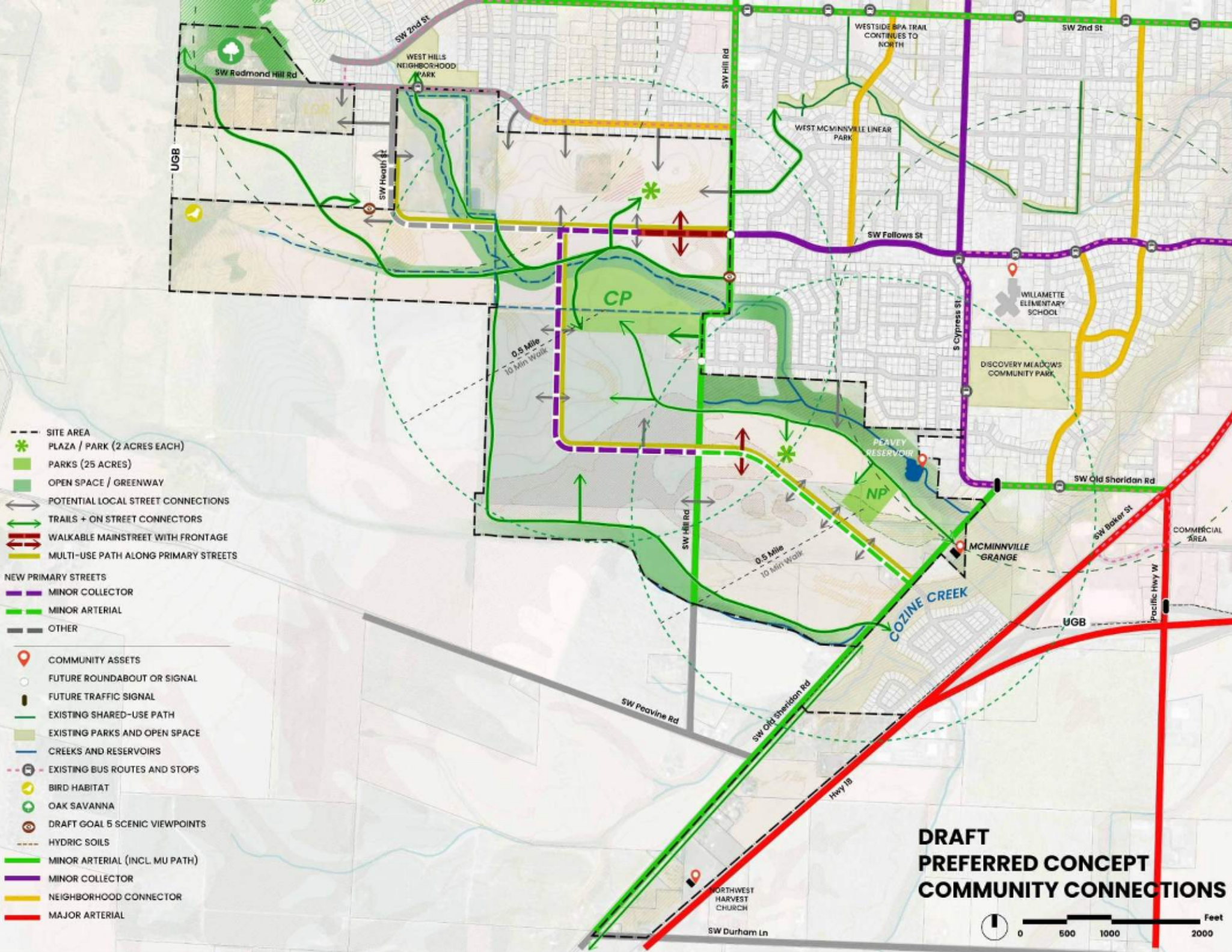
**OPTION 2**

MEDIUM DENSITY RESIDENTIAL 101 AC

Medium density extends south from existing similar density to north, with views over agricultural landscape. Multi use path connects on south side of Old Sheridan Road. Remainder is Lower Density with views out to agricultural lands. Taylor St extends as a local street. Peavine is extended across area to connect with Hwy 18.

**DRAFT  
PREFERRED CONCEPT  
LAND USE**

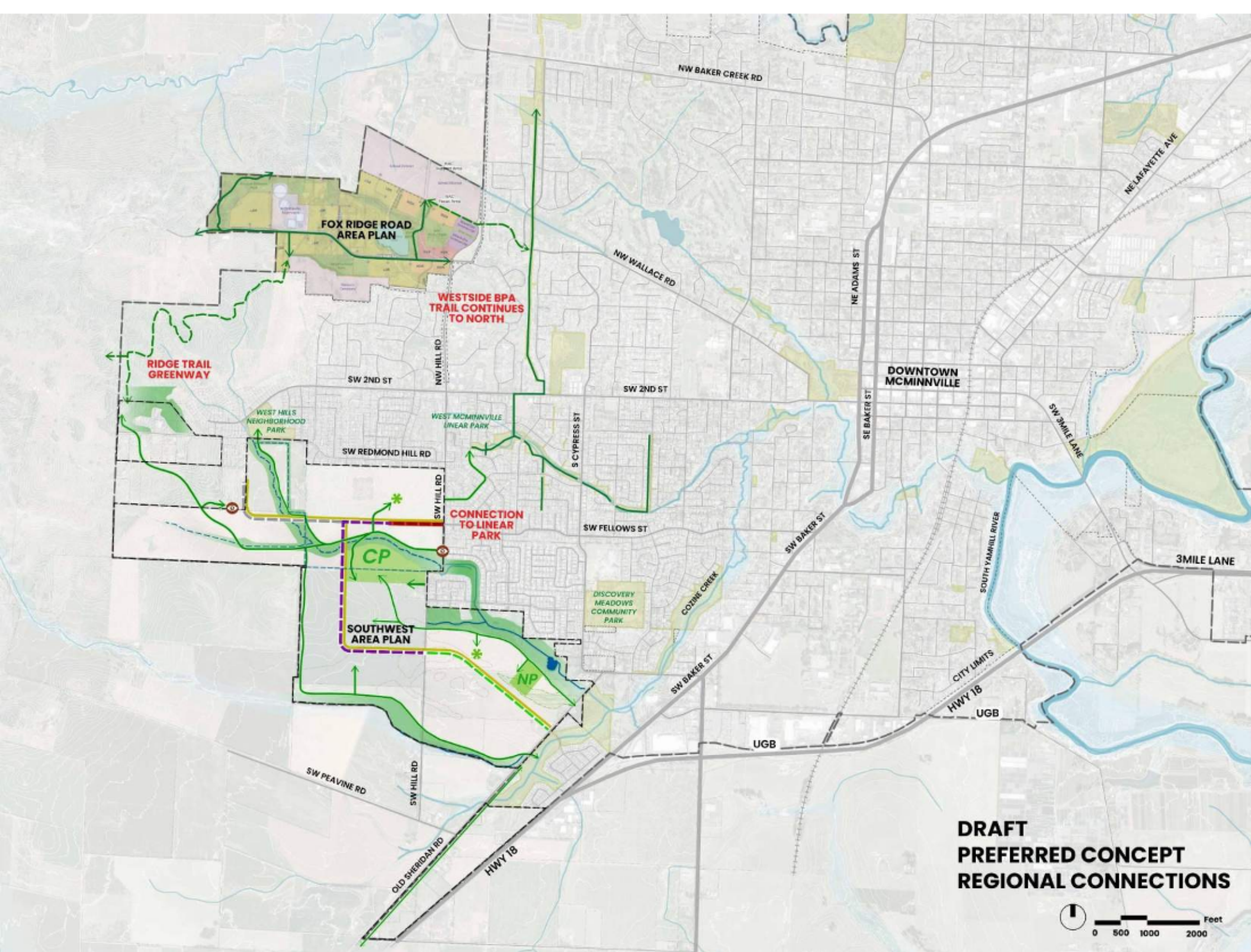




- SITE AREA
- \* PLAZA / PARK (2 ACRES EACH)
- PARKS (25 ACRES)
- OPEN SPACE / GREENWAY
- POTENTIAL LOCAL STREET CONNECTIONS
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- 🌳 OAK SAVANNA
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- HYDRIC SOILS
- MINOR ARTERIAL (INCL. MU PATH)
- MINOR COLLECTOR
- NEIGHBORHOOD CONNECTOR
- MAJOR ARTERIAL

**DRAFT  
PREFERRED CONCEPT  
COMMUNITY CONNECTIONS**

0 500 1000 2000 Feet



**FOX RIDGE ROAD  
AREA PLAN**

**WESTSIDE BPA  
TRAIL CONTINUES  
TO NORTH**

**RIDGE TRAIL  
GREENWAY**

WEST MILLS  
NEIGHBORHOOD  
PARK

WEST MCMINNVILLE  
LINEAR PARK

**CONNECTION  
TO LINEAR  
PARK**

**SOUTHWEST  
AREA PLAN**

CP

NP

DISCOVERY  
MEADOWS  
COMMUNITY  
PARK

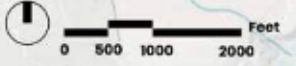
COYNE CREEK

**DOWNTOWN  
MCMINNVILLE**

CITY LIMITS

UGB

**DRAFT  
PREFERRED CONCEPT  
REGIONAL CONNECTIONS**



# NEXT STEPS

- Refine the Draft Preferred Concept based on today's feedback
- Present updates to the Project Advisory Committee (PAC) for further input
- Prepare the Draft Southwest Area Plan, including supporting policies and implementation strategies
- Conduct future Planning Commission and City Council review and public hearings for plan adoption

# **DISCUSSION:**

## **PLANNING COMMISSION AND CITY COUNCIL FEEDBACK**

1. Does the Preferred Concept reflect the City's goals for complete, connected, and livable neighborhoods?
2. Does the overall layout of land use, parks, greenways, and streets feel well organized and balanced?
3. What elements should be strengthened, adjusted, or studied further?

**THANK YOU!**

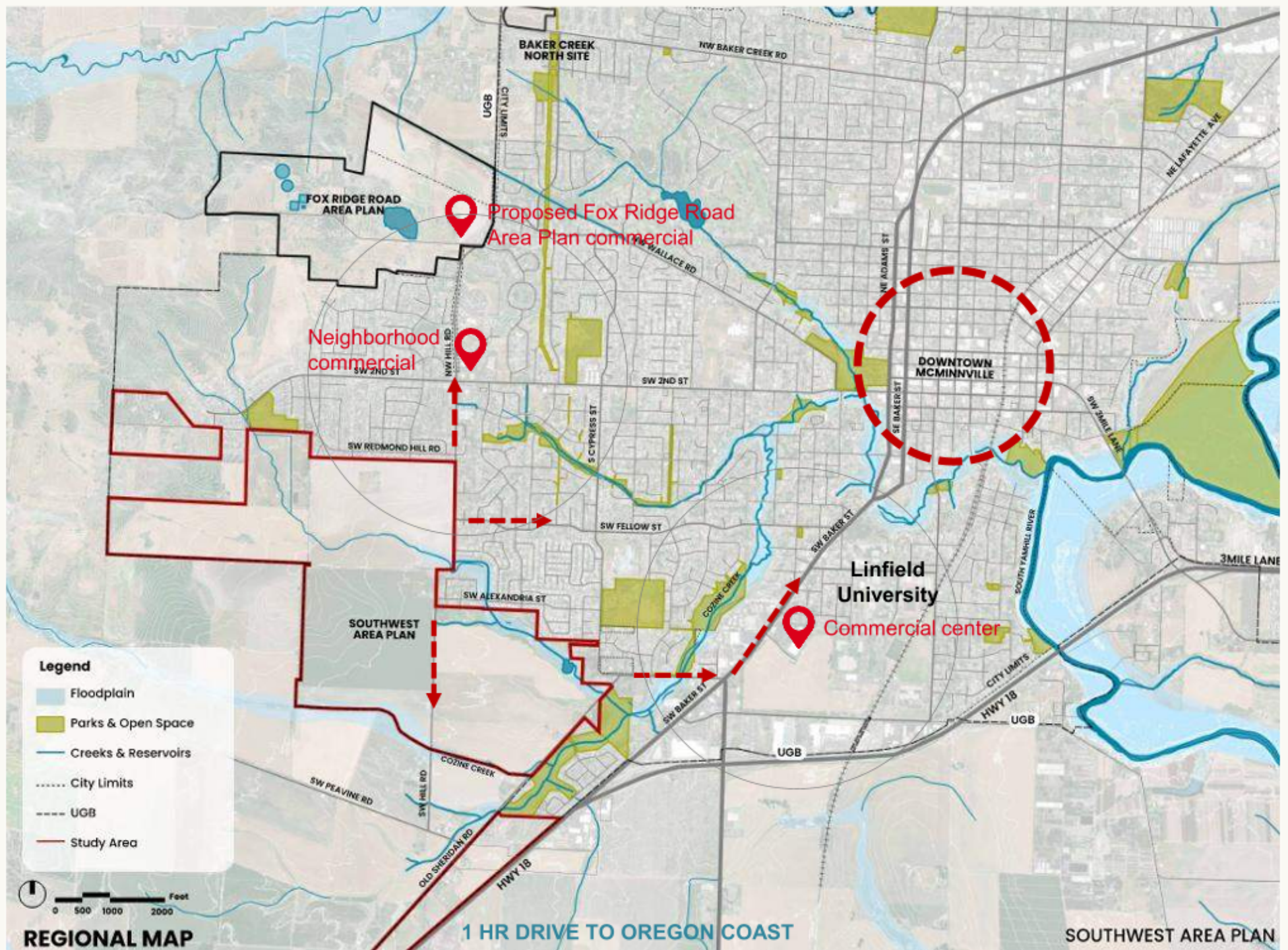


# Resources

The background of the slide is a faded, grayscale image of a rural landscape. In the foreground, there is a field of tall grass or hay. In the middle ground, a large barn with a red door and a smaller building are visible. To the right, there is a large, leafless tree. In the background, there are rolling hills or mountains under a hazy sky.



**WALKABLE, COMPLETE COMMUNITY EXAMPLE**



# **ADDITIONAL INFORMATION**

## **Efficiency Measures Adopted**

- Updated land use assumptions, including school site needs, are now codified in the Framework Plan

## **Natural Hazards (In Process)**

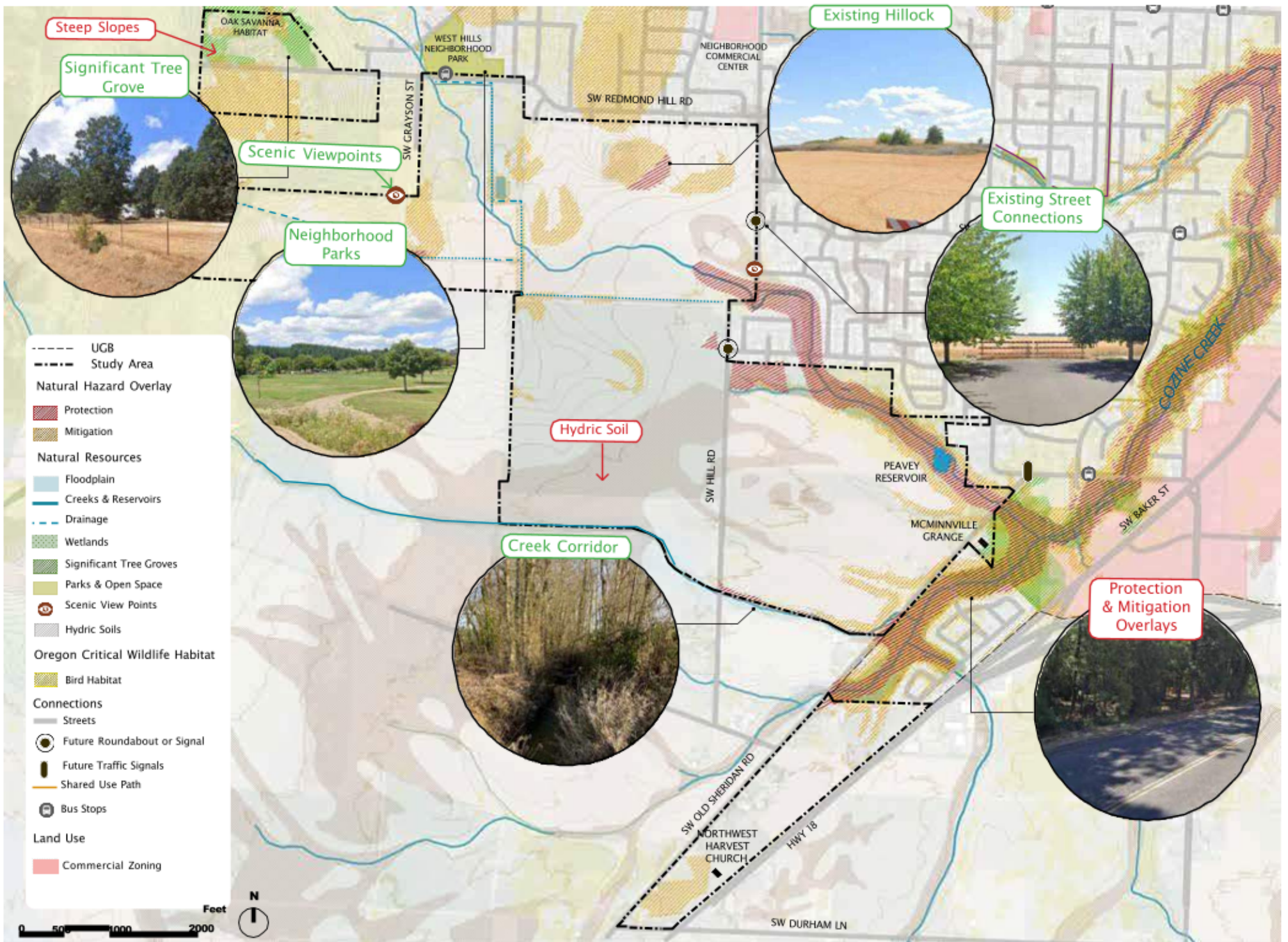
- Will affect future development and annexation considerations

## **Natural Features (In Process)**

- Includes tree groves, riparian corridors, and scenic viewpoints
- Informs greenway planning, open space, and site design

## **Cultural Resources**

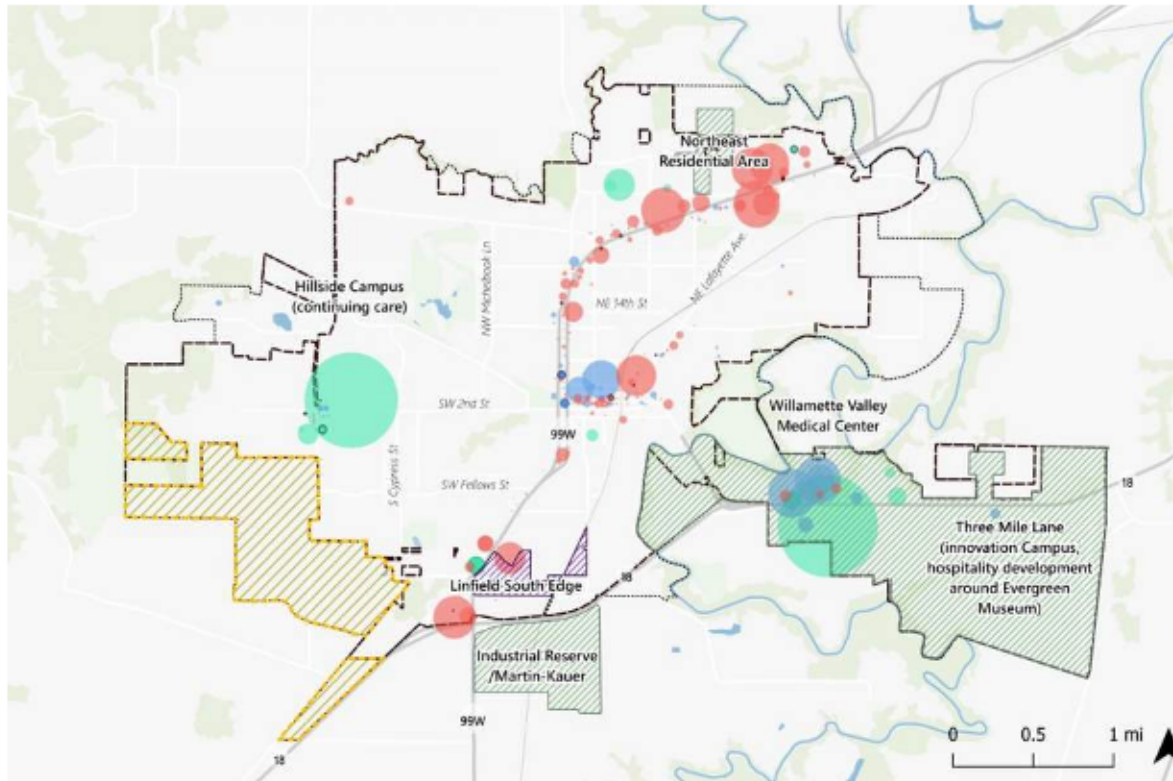
- Ongoing outreach and discussion regarding cultural resources



## Existing Conditions

# MARKET CONTEXT: COMMERCIAL DEMAND

## Lack of a Commercial Center in The West of The City

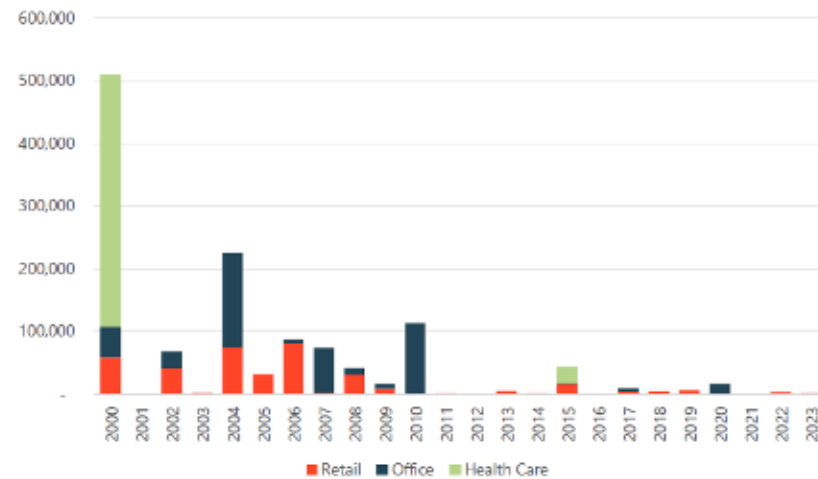


### Legend

- SW Area Boundary
  - Office\*
  - Retail built since 2015
  - Health Care\*
  - Office built since 2015
  - Retail\*
  - Health Care built since 2015
  - Future and Proposed Projects: Development Overlays
  - Linfield South Edge
  - City Limits
  - UGB
- \*sized by RBA

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

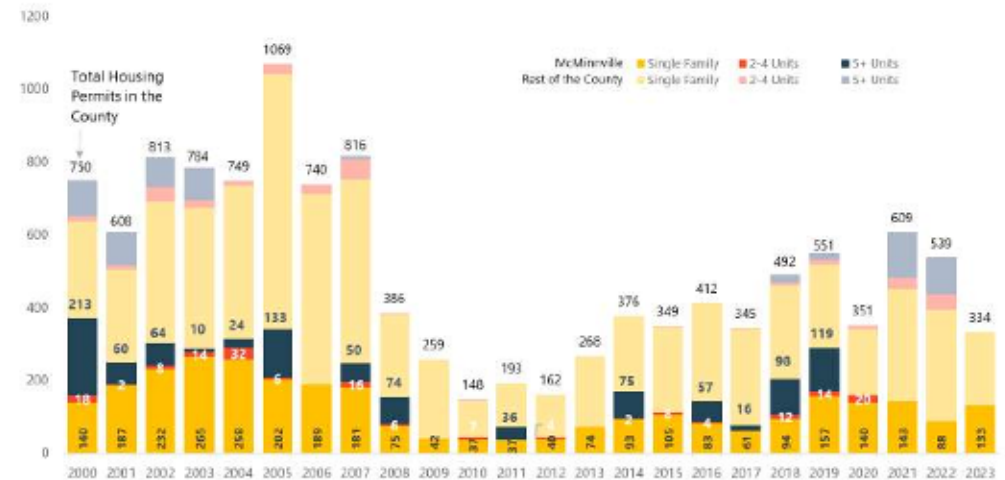
## Market Conditions

- 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

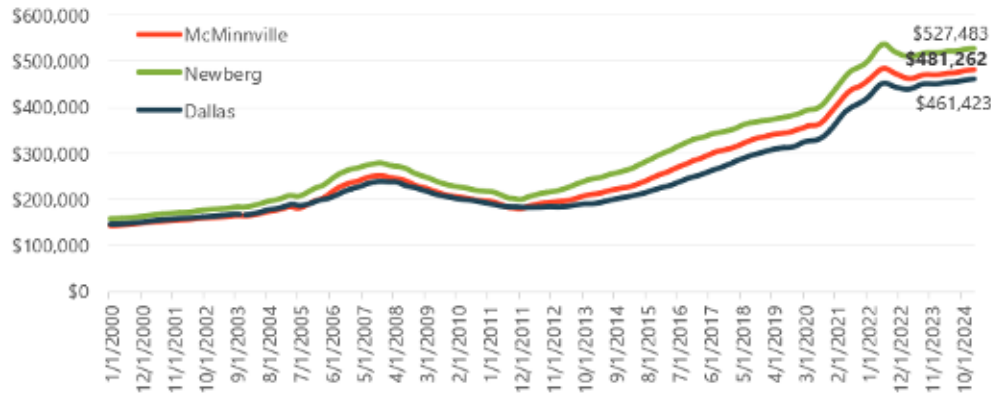


# MARKET CONTEXT: HOUSING DEMAND

## Residential Development Capacity: 2,500+ new units

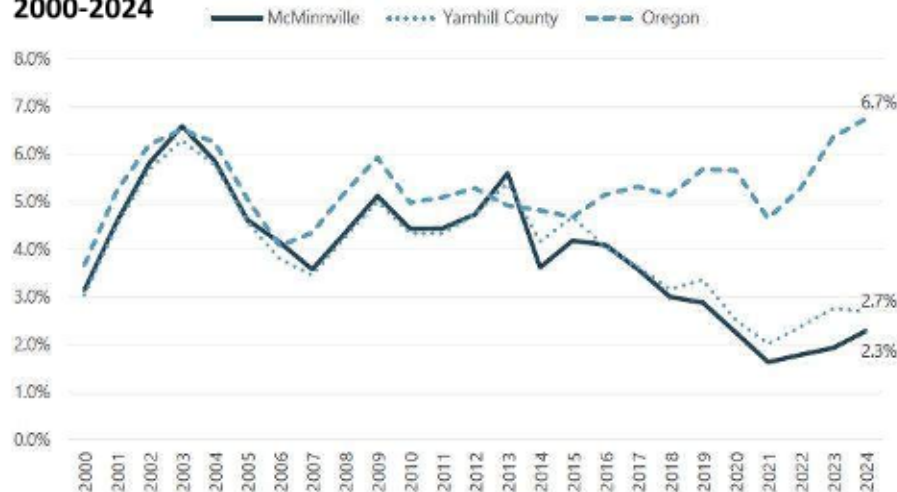
An average density between 5.7 du/acre and 6.6 du/acre

### 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**