



COMMUNITY DESIGN WORKSHOP #1 EVENT SUMMARY

EVENT DETAILS

Date and Time: Saturday, September 13 from 10 a.m. – 12 p.m.

Location: Kent Taylor Civic Hall, 200 NE 2nd Street, McMinnville, OR 97128

Staffing: The following staff attended the open house.

- City of McMinnville: Tom Schauer, David Berniker
- Walker Macy: Saumya Kini, Drishti Gandhi
- HHPR: Thuy Cao, Brad Kilby
- JLA: Jessica Pickul, Stacy Zurcher, Valentina Peng

EVENT GOALS

1. Share project overview/background and foster relationships with community members.
2. Gather feedback and ideas for how to create the design scenarios and concepts.
3. Discuss and identify priorities and challenges based on the opportunities and constraints identified.

NOTIFICATION AND OUTREACH

The City advertised the event through the project website, social media platforms, and email lists. Project Advisory Committee (PAC) members and community partners were invited to participate.

SUMMARY OF EVENT

The City of McMinnville and the project team held an in-person Community Design Workshop for the McMinnville Southwest Area Plan project on September 13. The focus of the workshop was to inform participants about the project, share project background, and conduct in-depth discussions to gather feedback on preferred placement for the different land uses. The input collected will directly inform the three design concepts to be created next. Information and a short survey are available online through iHeartMac website to gather more feedback. The survey is live from September 29 to October 31, 2025. A survey summary will be produced after the survey closes.

The workshop followed a structured agenda, beginning with an open style review of information on display boards and conversation. Next project background was presented and then participants worked in small

groups to discuss their priorities for the design scenarios. This work helped the project team to better understand what the community hopes to see in the area. While browsing the display boards participants were invited to share additional feedback on interactive display boards and comment forms. At the end attendees were invited to share feedback about their experience at the workshop, the feedback received was overwhelmingly positive.



28 people attended the event. The attendees were divided into four small groups for the round-table discussions. The discussions focused on design preferences. Attendees were invited to use the printed map of the project area and interactive tools to create a plan for the southwest area that reflects their community's desires and priorities. **The key themes of the discussions are summarized below.** A summary of each small group's discussion can be found in the following summary of feedback.

- Increased traffic and congestion is a concern across the groups. Ensuring connectivity around and through the new neighborhood is important to many, some suggested providing alternative routes.
- Preserving existing views, natural spaces, and minimizing impact on existing residents was highlighted in the discussions.
- Finding ways to activate spaces is a key consideration; suggestions include placing commercial areas and high-density housing or public areas/community centers close together and adding biking and pedestrian connections between community destinations.
- Planning for the future, such as considering where educational facilities will be and being mindful of future developments and increased population, is critical for many attendees.



SUMMARY OF FEEDBACK

OPEN DISPLAYS

Attendees were encouraged to share feedback and questions by putting sticky dots on the interactive display boards and by writing on the flipcharts. There were two boards with responses:

- Neighborhood Activity Centers
- What makes a good neighborhood center?

The responses to the boards are summarized below:

Neighborhood Activity Centers: One participant liked the option of a walkable main street, which reduces car trips and traffic, and creates a walkable environment.

What makes a good neighborhood activity center? The features that received the most support are:

- Spaces for gathering and events like farmer's market
- Multiple options for how to get around (such as bus, bike and walking)
- Housing for diverse age groups
- Vertical mixed-use (apartments/offices above shops)

Participants shared additional feedback on the board **Other Components of the Southwest Area Plan** by placing dots on photo examples of the features they liked. Places for people to walk, natural elements and parks got the most notice on this board.

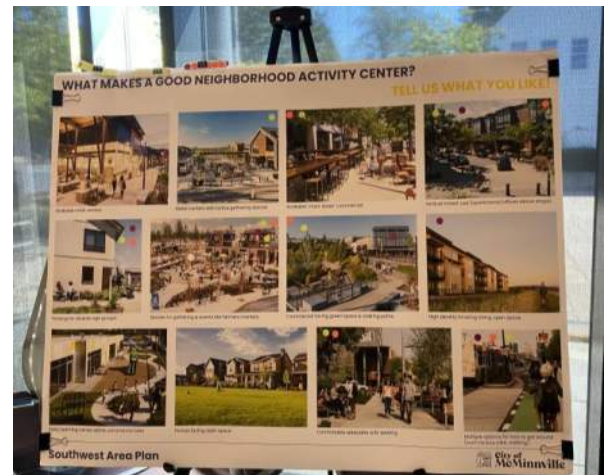
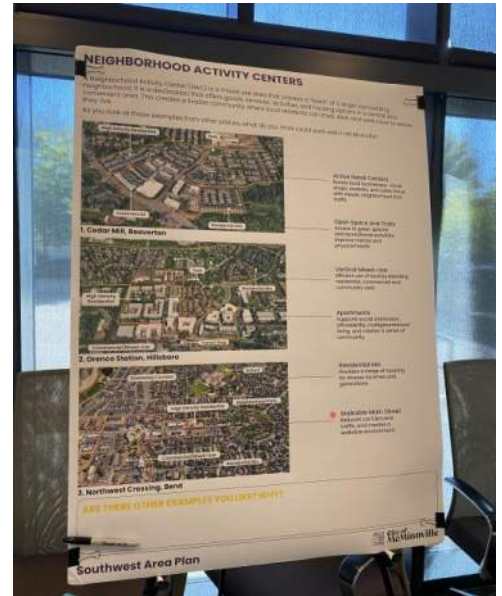
Attendees also shared other ideas and questions on the flipcharts.

Other ideas and suggestions:

- Open space and dog park
- Public restrooms (downtown)
- Food carts, grocery store, restaurants, coffee
- Gym (outdoor and indoor)
- Services like a bank and gas station
- Access to hiking and biking paths
- Schools (active on weekends and well-maintained) and day care

Additional questions:

- How do we connect to the upper left section of the area?



- During the event, four physical comment forms were submitted. The responses are summarized below:

- ## SMALL GROUPS

GROUP 1 (STACY/DAVID)

Commercial areas and activity centers

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- Higher density housing could create the next ring outside of the plaza and commercial spaces, so more people are closer to this area. Beyond the high density housing would be a connection to nature along the creek with a path that connects to the second NAC. This also provides nature access to those living in smaller housing without private yards.
- Any multi-story housing should have step backs, especially when near natural areas.
- Accessible, single-story was brought up as a priority.

- Learning center and larger park should be close to each other.

Traffic and connectivity

- The main road should circumvent the activity centers so they can be maintained as walkable spaces. Parking would be provided behind the businesses.
- Having the two commercial centers connected by greenway can help avoid traffic.
- The group expressed concern about congestion on Redmond Road when adding so much new housing. An alternative arterial may be needed to redirect some traffic.
- The conversation around walkable areas and parks brought up the additional need for parking, its not always possible to walk to these areas, sometimes you need to drive there and then walk.
- There was some disagreement around who the streets should serve first, drivers or walkers. There was some agreement that these could be differentiated, streets that are meant to be slower and more walkable, and some that are more for traffic.

Natural areas

- It is important to protect views for existing residents, near Redmond Hill especially.
- Create parks near existing natural areas.

During the report out, participants in other groups shared that they liked the walking trails and small dedicated commercial areas in the plan this group developed as well as the plan to keep high density housing near the commercial areas to keep it easy to access.

GROUP 2 (DRISHTI/BRAD)

Commercial areas and activity centers

- Commercial areas will be surrounding parks. Attendees noted the need for traffic mitigation near these areas.
- Commercial areas in the southern end of the project area will be connected to Highway 18.
- Attendees shared concern about over-emphasis of commercial areas in the Framework Plan.

Natural areas

- The larger park should be located at a location with views, away from commercial areas, but near the school.

Housing

- Using existing topography to activate space by placing high-density housing near lower grounds to avoid blocking views. Attendees noted that this would need to be approached thoughtfully to avoid negative impact.
- Attendees noted that Old Sheridan Road may not be able to accommodate increased traffic and it may negatively impact the existing residents with increased noises.



Traffic and connectivity

- Create walking and biking connections to existing landmarks and community destinations.

During the report out, participants in other groups shared that the location of the commercial area near Highway 18 could work well with thoughtful traffic planning. One participant noted that using existing topography to activate space will need to be approached cautiously.

GROUP 3 (SAUMYA)

Commercial areas and activity centers

- Activity centers should be near main streets to be connected to the rest of the destinations.

Natural areas

- Community parks and commercial areas should be next to each other to activate space.

Housing

- High density housing needs to have natural space close by and so parks are place here. This housing is also located near the NACs.
- Participant has a concern about whether there will be enough schools/educational facilities in the area with new residents and increased population.



Traffic and connectivity

- Commercial areas could have its own main street away from the Main Road to reduce traffic flow.
- Participants suggested exploration of ways to activate other areas.

During the report out, participants in other groups shared that they liked the incorporation of the main spaces, and the smaller, more spread-out natural spaces, as well as the placement of the community park in the northern end of the project area, to enhance the natural area there, in the plan that this group developed.

GROUP 4 (THUY)

Commercial areas and activity centers

- Commercial areas will be located next to the high-density residential housing, near Redmond Hill.
- Educational facility will also go near high-density housing.

Natural areas

- Natural preservation is important to the group, such as the pond. An attendee noted that drainage has shifted from what was shown on the map.
- Natural habitat and preservation areas will stay within the areas identified in the Framework Plan.
- The community park will be placed at the center of the area.
- A neighborhood park will be placed in the southern end, and public areas will be next to the parks.

Housing

- Keeping new development open and low, avoid tall buildings.
- High-density housing near Redmond Hill will be developed thoughtfully, to not obstruct views of the existing residents.

Traffic and connectivity

- Increased traffic and congestion is a concern highlighted by the group.

During the report out, participants in other groups shared that they liked the consideration of existing views for residents, as well as the location of the parks, which ensure access to nature from different parts of the southwest area.



PAC MEMBER DEBRIEF

Following the Community Design Workshop, PAC members participated in a debrief session to reflect on the discussions held at the tables and identify overarching themes. Members emphasized that traffic and connectivity remain a central concern, particularly how a clear street hierarchy can help manage circulation and reduce congestion. There was recognition of common priorities across tables, such as the importance of providing sufficient commercial land, but also acknowledgment of differing opinions about where those uses should be located within the project area. PAC members also discussed the need to thoughtfully integrate the southern portion of the project area into the overall plan and highlighted consensus around the central location of a community park, noting that this placement provides accessibility and reinforces its role as a unifying community feature.

Key Takeaways

- **Traffic and Connectivity:** Strong concern about traffic impacts and the importance of a defined street hierarchy to manage circulation.
- **Commercial Land Needs:** Agreement that commercial land uses are necessary, but varied perspectives on the best locations.
- **Consistency Across Tables:** Recognition of both common themes and differing approaches in the table discussions.
- **Southern Area Integration:** Need to ensure the southern portion of the project area is well-connected and integrated.
- **Community Park Placement:** Broad agreement that a centrally located community park makes sense and provides equitable access across the area.