

RESOLUTION NO. 2025-24

A Resolution authorizing the City Manager to sign Amendment No. 2 for the contract with Walker Macy to increase the contract sum change by \$3911.00 for the Innovation Campus Master Planning, Public Infrastructure Feasibility Analysis, and Marketing Project.

RECITALS:

Whereas, the Innovation Campus site concept was identified in the Mac Town 2032 Economic Development Strategic Plan adopted by Resolution No. 2019-16, and the Three Mile Lane Area Plan (3MLAP) adopted by Ordinance No. 5126 on November 8, 2022; and

Whereas, the City of McMinnville decided to support a campus master plan, public infrastructure feasibility analysis, design and development standards, and a marketing project to support the implementation of the concept; and

Whereas, Resolution No. 2024-23, the City entered into a contract with Walker Macy to perform the work for a not to exceed amount to \$384,000.00; and

Whereas, Contract Amendment No. 2 increases the contract sum by \$3911.00 to a not to exceed amount of \$387,911.00; and

Whereas, the funding for this project is ARPA and Business Oregon grant funds identified in the FY 23/24, and FY 24/25 City of McMinnville budget.

NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF McMINNVILLE, OREGON, as follows:

1. That the City of McMinnville will enter into Contract Amendment No. 2 to the contract with Walker Macy for the Innovation Campus Master Planning and Public Infrastructure Feasibility Analysis project in an amount not to exceed \$387,911.00.
2. The City Manager is hereby authorized and directed to sign Contract Amendment No. 2 per Exhibit A.
3. That this resolution shall take effect immediately upon passage and shall continue in full force and effect until modified, revoked, or replaced.

Adopted by the Common Council of the City of McMinnville at a regular meeting held the 24th day of June 2025, by the following votes:

Ayes: Cunningham, Tucholsky, Chenoweth, Payne, Geary, Peralta

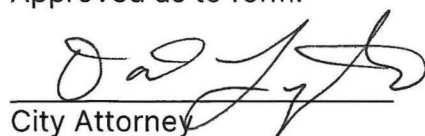
Nays: _____

Approved this 24th day of June 2025.



MAYOR

Approved as to form:


City Attorney

Attest:


City Recorder

Exhibit A: Contract Amendment No. 2 to Professional Services Contract with Walker Macy for the Innovation Campus Master Planning, Public Infrastructure Feasibility Analysis and Marketing.

CONTRACT AMENDMENT NO. 2

to the
PERSONAL SERVICES CONTRACT
with

Walker Macy – Innovation Campus

This Contract Amendment No. 2 amends the Innovation Campus personal services contract dated May 28, 2024, between the City of McMinnville (City) and Walker Macy (Contractor) for scope of work revision and budget schedule.

The parties mutually covenant and agree as follows:

1. STATEMENT OF WORK

The Contractor will provide professional services for the Innovation Campus Master Planning, Infrastructure Feasibility Analysis, and Marketing ("Project") with a revised scope of work and budget schedule as presented in Exhibit A.

2. EFFECTIVE DATE

This Contract Amendment No. 2 is effective on June 24, 2025, at which time it is fully executed.

3. COMPENSATION

The City agrees to the revised scope of work and updated budget schedule.

4. OTHER CONDITIONS / REQUIREMENTS

The terms and conditions of the original Personal Services Contract remain in full force and effect.

For the City:
Approved:

By: _____

Title: _____

Date: _____

For the Contractor:
Approved:

By: _____

Title: _____

Date: _____

MCMINNVILLE INNOVATION CAMPUS

WALKER MACY SCOPE OF WORK

REVISED (Amendment 2): June 24, 2025

PROJECT TEAM

Walker Macy, Urban Design and Landscape Architecture, Prime Consultant

JLA Public Involvement, Public Outreach and Engagement

JET Planning, Design Standards and Zoning

TVA Architects, Architecture for Design Standards

Atwell LLC, Civil Engineering and Infrastructure

FINE, Branding and Marketing

Lancaster Mobley, Transportation Planning

PROJECT MANAGEMENT

Our project schedule is structured around a series of key checkpoints with the City of McMinnville team. To ensure ongoing communication and collaboration, a core Project Management Team (PMT), including Walker Macy and City staff, and when needed, key subconsultant team members, will meet in a 30-minute standing weekly meeting to facilitate continual communication and opportunities to share new information as it may arise. This PMT will be the primary decision-making group that will review and comment on draft deliverables with input from others as necessary. For these meetings, Walker Macy will provide agendas with topics for discussion, issues or questions currently needing resolution, and will close each meeting by defining clear next steps. There will be a total of 50 PMT meetings over the project duration.

TASK 1: ORIENTATION / KICKOFF (5/2024 - 7/2024)

1.1 Kickoff Consultant Team Meeting — We will convene a team meeting with the PMT group and the full consultant team to make introductions, review the work plan and schedule, define roles and communication protocols, and hear from City staff about their aspirations, priorities, concerns and expectations. We will review the goals from the preceding Three Mile Lane Area Plan and discuss potential refinements.

1.2 Review background documents, policies, and studies — Existing city and regional policies that may shape future development will be reviewed including both the existing zoning code and the model code prepared with the Three Mile Lane Area Plan. Existing infrastructure plans will be gathered, and any available market analysis and target profiles will be provided to guide branding and marketing.

Key findings will be folded into the process to inform plan development. We will summarize findings in a draft presentation to the PMT in a conference call and then refine for Site Workshop #1.

1.3 Engagement Plan and Project Charter — To guide all public engagement, we will develop an Engagement Plan that outlines project key messaging, engagement opportunities, staff and Consultant

team roles for engagement, key activities and their purpose and a timeline. To inform the engagement plan, we will convene a PMT meeting, which could also include City staff responsible for public engagement and key stakeholder outreach, to discuss the most appropriate outreach strategy for this project. We will also draft a Project Charter, to define roles and responsibilities, establish relationships and confirm a shared understanding of the project. We will review the draft Charter with the PMT and will subsequently refine both the Charter and Engagement Plan for further review by the Project Advisory Committee.

Throughout this process, Walker Macy will provide all deliverables to the City for posting on a web page on the City's site dedicated to this project.

1.4 Site Workshop — We will conduct a walking tour of the Innovation Campus site. Following the site visit, we will convene for a work session in McMinnville at City offices, with the PMT and key consultant team members. In this half-day workshop, we will seek to:

- Review key findings from previous studies and City plans
- Review Goals developed for the Three Mile Lane Area Plan and discuss refinements.
- Confirm the essence of the site's character, review existing conditions and discuss high level ideas about the potential for redevelopment

1.5 Property Owner Interviews — We will schedule video conference calls with the three major property ownership groups to hear their ideas and concerns about their properties, including thoughts about branding and marketing. It is anticipated these interviews will last one-hour in duration and may be held online.

1.6 Project Advisory Committee (PAC) Meeting #1 —. Using the Three Mile Lane Area Plan goals as a basis, we will confirm and discuss project goals and the Charter with the PAC and share the team's initial findings from the site workshop and review of previous studies. For all PACs Walker Macy will prepare a meeting agenda, presentation and meeting summary. It is assumed the meeting will be held in McMinnville, with a virtual option available, and will be attended by Walker Macy and JLA representatives.

Task 1 Deliverables:

- Summary of Site Workshop findings
- Project Goals
- Engagement Plan and Charter
- Committee and Property Owner Meeting notes and summary
- PAC #1 Agenda and meeting summary

Task 1 Meetings:

- Weekly PMTs
- Site Workshop
- Property Owner interviews
- PAC Meeting #1

TASK 2: Existing Conditions (6/2024 - 9/2024)

2.1 Existing Conditions Analysis — Informed by our Site Workshop #1 findings, we will conduct an analysis of the specific physical attributes of the IC site and identify the most important and applicable opportunities for creating an economically-thriving district. To support this analysis, we will gather GIS and survey information from available sources—including from our prior work on the Three Mile Lane Area plan to create project base maps, upon which we'll create diagrammatic and photo inventories of existing conditions that will inform a campus planning framework, including:

- Geology and current soils
- Topography and site hydrology
- Native American history in the site and vicinity
- Euro-American history and context
- South Yamhill River and Airport Park natural resource conditions and setbacks
- Climate conditions, including solar access and prevailing winds
- Views
- Contextual urban patterns:
 - mobility, including bicycle, pedestrian and transit access in vicinity, as well as planned city and state highway access improvements
 - airport operations and long-term plans
 - existing land uses and zoning
 - planned developments
 - proximity of significant community amenities

2.2 Existing Infrastructure -- Atwell will conduct a comparative analysis including investigating current infrastructure and growth potential compared to precedent campus projects that have been completed and current utility planning efforts. Atwell will reach out to existing infrastructure purveyors to determine the working state of the infrastructure, expectations for growth, and improvement opportunities. Improvement opportunities will include upgrades to broadband, water, wastewater, stormwater, power, telecommunications, transportation, and other infrastructure as identified in the master planning process. This analysis will compare existing infrastructure to infrastructure that is needed for Class A office space, flex spaces, incubator spaces, manufacturing facilities, interconnected trails, public open spaces, and a mixed-use town center for the innovation campus and retail center.

2.3 Case Studies — This project will benefit from a comparative analysis of precedent projects to highlight challenges and successes of other Innovation Campuses. We will create a presentation of the key successes and challenges across these types of projects and how they can directly inform this project. This will also be used by the FINE team to help them understand how the current market can provide a basis for brand positioning.

2.4 Focus Groups — Our team will host two focus group meetings to gather input from under-represented communities, potentially including a Spanish-language meeting, and/or meetings with lower-income community members or people with disabilities or seniors. Feedback from the focus groups will be summarized. The City will provide refreshments and participation incentives for these meetings.

2.6 Technical Advisory Committee Meeting #1 — We will summarize our site and infrastructure analysis and case studies in a presentation to the PMT, then update and present to the Technical Advisory Committee in a virtual meeting, including a facilitated discussion to provide TAC members an opportunity for input.

2.7 Project Advisory Committee Meeting #2 — We will summarize our site and infrastructure analysis and case studies in the second Project Advisory Committee meeting. Prior to this meeting, the PMT will review all content and provide comments. It is assumed the Consultant will create an agenda, presentation and meeting summary and that the meeting will be held in-person in McMinnville.

2.8 Planning Commission Work Session — We will summarize our site and infrastructure analysis and case studies in a work session with the Planning Commission. This session will serve to review and refine the project vision and goals and help shape subsequent scenario development.

Task 2 Deliverables:

- Site and infrastructure analysis, case studies
- Focus Group summaries
- PAC #2 meeting agenda, presentation and summary

Task 2 Meetings

- Weekly PMTs
- Focus Group meetings (2 total) with Spanish-speaking community and other underrepresented community members
- Technical Advisory Committee Meeting #1
- PAC Meeting #2
- Planning Commission Work Session

TASK 3: DRAFT CAMPUS MASTER PLAN SCENARIOS (10/2024 - 12/2024)

3.1 Draft Concepts and Infrastructure Improvements — We will prepare three draft alternatives, as Low, Medium and High Growth scenarios, with associated illustrative diagrams and review these alternatives with the PMT in two focused conference calls. Atwell will guide the team with findings from preliminary information collected during Task 2, including the state of existing infrastructure and current growth potential and provide recommended set aside location and size for a regional stormwater treatment facility. These findings will guide the process to determine introductory recommendations for infrastructure improvements needed to serve the Low, Medium, and High growth

scenarios, which will be part of Atwell's work in Task 4.3. No system capacity modelling will be completed at this time.

Task 3 Deliverables:

- Draft plan scenarios, diagrams, and illustrations

Task 3 Meetings

- Weekly PMTs

TASK 4: REFINED MASTER PLAN SCENARIOS (1/2025 - 3/2025)

4.1 Concept Workshop with Property Owners — We will convene key members of the consultant team, property owners and the PMT in a work session in McMinnville to review our master plan concepts and initial ideas for funding, branding and infrastructure.

4.2 Project Advisory Committee #3 — At a third meeting with the Committee, we will discuss and review the master plan scenarios, transportation assessment, infrastructure feasibility, branding platform and draft code concepts, and review public input on these plans from Open House #1.

4.3 Open House #1 — We will share our master plan scenarios and branding platform at an in-person community open house, at a time and location most amenable and inclusive to a wide range of diverse community members, to share concepts and obtain feedback. We will develop an event plan before the event for the PMT to review and, once approved, develop event displays, a sign-in sheet and comment form. The city will reserve the meeting space and promote the event. The open house materials will be posted to the City's website. We will summarize all feedback received in an open house summary.

4.4 Refine Scenarios — Based on the results of previous tasks, the Concept Workshop (Task 4.1), PAC #3, the Open House #1 and City guidance, we will further refine the Low, Medium and High scenario plans and select a preferred land use master plan scenario, which may be a hybrid of the draft scenario plans.

4.5 Scenario Refinement Workshop – Walker Macy and JLA will facilitate an additional virtual workshop with property owners to select and refine a preferred alternative scenario plan. To prepare for the workshop, JLA will hold three 30-minute one-on-one meetings with each property owner group and one prep meeting with the City to discuss goals for the Preferred Scenario Workshop. The workshop will be a two-hour virtual meeting on Zoom. Following the workshop, our team will meet with the city team for one hour to discuss takeaways and the next steps.

4.6 Transportation Assessment for Preferred Scenario — Lancaster Mobley will prepare a refinement to the Three Mile Lane Area Plan transportation analysis that reflects the access and transportation needs of the preferred scenario. The refinement will update the trip generation and distribution assumptions from the original analysis and update intersection operations at the 2041 planning horizon. Important considerations such as multi-modal trip generation, trips captured within the planning area, and multi-modal infrastructure needs will also be addressed.

Because the transportation assessment will build on the original Three Mile Lane Area Plan analysis, Lancaster Mobley will coordinate with ODOT regarding any changes or adjustments that might be needed to the current travel demand model that provided the basis for the original analysis.

A technical memo-format report will be provided as a deliverable that offers a clear and succinct summary of the findings but still provides sufficient technical detail for a thorough technical review by public agencies, the Technical Advisory Committee, and the general public. Since this refinement represents an amendment to an adopted plan, the report will include Transportation Planning Rule findings.

4.7 Preliminary Infrastructure Feasibility — Atwell will evaluate the infrastructure improvements needed to support the preferred growth scenario through sizing calculations, comparative analysis, previous experience, and recommendations gathered from utility providers in the project vicinity for on-site improvements. Atwell will draft a report in Task 7 with details to support the preferred growth scenario and will create the structure of a Capital Improvement Project list for comment by interested parties.

4.8 Brand Positioning and Platform -- In Tasks 1-3, FINE will participate in the Site Workshop #1 and submit questions for the Property Owner Interviews and other PAC Meetings to help guide the conversations and better understand the strategic, facility, and experiential requirements of proposed growth scenarios and conceptual plans. Based on the results of these findings and the preferred land use master plans scenario documented by Walker Macy and the Project Advisory Committee, FINE will summarize and articulate the full value proposition through the lens of brand. FINE will codify the brand vision at the highest level with a core story that includes the purpose (why), position (what), and promise (how), attributes, values, and distinctions. These will act as pillars to set the Innovation Campus apart in the marketplace.

4.9 Technical Advisory Committee #2 — We will conduct a second, virtual meeting with the TAC to discuss and review the refined, preferred master plan, transportation assessment, infrastructure feasibility and branding platform.

Task 4 Deliverables:

- Concept plans, diagrams and draft illustratives
- One refined scenario
- Transportation Assessment technical memo
- Infrastructure Improvements Narrative describing existing and proposed infrastructure on-site for the refined concept
- Positioning and Brand Platform
- Open House #1 event plan and event materials (up to 10 display boards, sign in sheet, comment form)
- PAC #3 agenda, presentation and meeting summary

Task 4 Meetings

- Weekly PMTs

- Concept Workshop
- PAC #3
- Scenario Refinement Workshop
- Open House #1
- TAC #2

TASK 5: DESIGN AND DEVELOPMENT STANDARDS (2/2025 - 6/2025)

5.1 Code Concepts for Design and Development Standards— We will identify key code concepts that will inform the regulatory foundation for a baseline level of quality and sense of place for the IC, including preferred architectural massing, build-to lines, critical architectural details and site design components, allowing for some flexibility in future building arrangements and programs. JET will identify the conceptual options and areas where community input on the preferred direction is needed, prior to draft specific code language.

5.2 Open House #2: Online — We will share our code concepts at an online community open house, to discuss design standards and code concepts and obtain feedback. We will develop an event plan with draft content before the event for the PMT to review and once approved, develop an online open house website. It is assumed the online open house will remain open for two weeks. The city will promote the event. We will summarize all feedback received in an Online Open House #2 summary.

5.3 Refined Brand Platform and Campus Naming — Based on consolidated feedback from the Concept Refinement Workshop and Open House, FINE will make final refinements to the Brand Platform. Once approved, FINE will then explore potential campus or district names. FINE will look at different analogies for what you are and what we're naming to generate different perspectives on what to call you. We will prepare a summary of key directional takeaways and naming criteria for 6-8 top choice names, each with brief rationale, story, verbal and visual branding opportunities. FINE will also present preliminary findings on direct competitive conflict, domain names, to determine which names appear viable enough to proceed to legal search. Based on your feedback, we will iteratively explore subtle twists or qualifiers to your shortlist of preferred names to finalize finalists (2-3 max) for legal review. (We advise using legal counsel to review the 2-3 chosen finalist name options.)

5.4 Draft Code Updates — We will draft code updates that address the design, development and procedural aspects for the review of future projects based on the open house feedback on the code concepts. The code updates will include illustrated design standards. We will present the draft code to the Technical Advisory Committee for their review and direction.

5.5 Review Draft Code Updates — We will review the draft code updates with the PMT including City staff that lead the City's current planning services.

5.6 Project Advisory Committee #4 — We will present the draft code to the Project Advisory Committee for their review and direction. We will develop an agenda, presentation and meeting summary.

5.7 Joint City Council/Planning Commission Work Session – In a joint work session, the Planning Commission and City Council will review the master plan scenarios developed in Task 4 in a key decision-making milestone, as well as review and suggest refinements to the proposed draft code updates.

5.8 Final Code Updates — We will finalize the code updates including the design standards and deliver to the City in an editable format consistent with existing City code formatting.

Task 5 Deliverables:

- Concepts for Design and Development Standards
- Positioning Refinements & Campus Naming
- Draft and Final Design and Development Standards
- Open House #2 Online event plan and event materials
- PAC #4 agenda, presentation and summary

Task 5 Meetings

- Weekly PMTs
- Open House #2 (online)
- Positioning Refinements & Campus Naming Presentation*

**Please note that if there are significant refinements to the brand positioning, we may want to separate these 2 presentations to ensure we have full approval on the platform before we begin naming.*

- PAC meeting #4
- Joint CC/PC Work Session

TASK 6: INNOVATION CAMPUS MASTER PLAN REPORT (4/2025 - 6/2025)

6.1 Brand Identity, Style Guide, and Website — Informed by our final concept and positioning, FINE will develop a visual identity for the campus, including representative contextual applications in collateral, signage, merchandise, and other tactics to show intent. FINE will explore the brand identity, visualizing logos, wordmarks, typography, color, graphic assets, and imagery. We will review this visual identity in a focused PMT meeting. Once a preferred identity direction is selected, refined, and approved, FINE will create a Style Guide that documents all visual guidelines.

Based on the approved identity, FINE will design and build a website to support campus awareness, education and marketing. The website will include three informational pages, plus a flexible content marketing section for ongoing education, promotion, and marketing needs. FINE will explore Squarespace templates and capabilities, in order to find the most compelling option(s) for your requirements. We then create an active template, and begin a design styling process that results in a presentation to website stakeholders for feedback on design. FINE will support the development of marketing content for the 3 informational pages, based on the final positioning and in collaboration with the PMT to ensure all the right information is communicated. FINE is not responsible for asset

development and can work with the PMT to help gather or source imagery under a separate engagement.

FINE will present a final BETA solution to your team, and establish a process to solicit feedback. Reported features that do not meet documented requirements are corrected for. New features and change requests are addressed collaboratively, with guidance on how they may impact timing, budget, or implications for overlapping or affected features or functionality.

FINE will craft a launch checklist that ensures your website is poised to go live without any surprises. We can discuss a post-launch maintenance program under a separate engagement to support future updates.

6.2 Draft Innovation Campus Master Plan Report — Based on information gathered during the prior tasks, the team will summarize this project with a concise, illustrative final report that presents the preferred concept plans for Low, Medium, and High Growth Scenarios as well as a Preferred Master Plan Scenario, and an implementation roadmap including a brief summary of proposed code updates and coordinated next steps required to facilitate the defined vision.

A campus vision requires careful consideration of implementation and phasing, so this report will determine a strategy to lead from the conceptual plan to full build-out, though a menu of near, medium, and long terms steps. We will support the implementation strategy with a series of phasing illustrations that indicate how the concepts will evolve.

6.3 Review Draft Master Plan Report — We will review the draft plan report with the PMT.

6.4 PAC #5 — We will review the Final Innovation Campus Plan with our Advisory Committee in a fifth meeting and make any subsequent changes to the report before presenting it to the Planning Commission. We will develop an agenda, presentation and meeting summary.

6.5 Planning Commission Work Session — We will review the Final Innovation Campus Plan in an informational work session with the McMinnville Planning Commission.

6.6 City Council Work Session (as needed) — We will review the Final Innovation Campus Plan in an informational work session with the McMinnville City Council if necessary.

6.7 Final Master Plan Report — After receiving PMT, PAC, City Council and Planning Commission feedback on the Plan report, we will refine as a final document.

Task 6 Deliverables:

- Draft Master Plan Report
- Final Master Plan Report
- Brand Identity Presentation, Visual Style Guide PDF, Website Design Presentation, Website BETA Presentation, Final Website for Launch
- PAC #5 agenda, presentation and summary

Task 6 Meetings

- Weekly PMTs
- PMTs to focus on presentations of Brand Identity and Website
- PAC Meeting #5
- Planning Commission work session
- City Council work session, if necessary

TASK 7: FINAL INFRASTRUCTURE IMPROVEMENTS REPORT

(PARTIALLY CONCURRENT WITH TASKS 5; 3/2025 - 12/2025)

7.1 Draft Infrastructure Improvements Report — An Infrastructure Improvements Report will be prepared to evaluate the projected demands of the preferred concept while incorporating phasing to better understand the capabilities of the existing infrastructure to support the planned growth. The report will review the existing water, sewer, storm and power master plans compared to their proposed improvement schedules over the duration of the plan, informed by discussions with public works staff and knowledge of the status of the plans will guide us to provide a report on issues of capacity. Model scenarios will be run by the master plan team to verify system capacity and identify system capital improvement needed to facilitate the planned change in use. The currently planned capital improvements fee structure provided by the current planning cycle of McMinnville will help the team identify areas where funding models may not fully cover the identified infrastructure needs and the team can provide ideas for funding opportunities based on other similar projects. Clearly identifying the projected system improvements outside the current master plan boundary makes sure that these are accounted for in the improvement report. Lancaster Mobley will also provide a summary of transportation improvements required to address the traffic generated by the preferred scenario, along with proposed multi-modal improvements. It is assumed that Jacobs will complete the system-wide analysis of water and sewer system capacity with input from Atwell.

7.2 CC/PC/PAC Work Session -- We will review the draft Infrastructure Improvements Report and Final Innovation Campus Master Plan Report with the PAC, the Planning Commission and City Council in a joint work session. We will develop an agenda and presentation for this meeting.

7.3 Finalize Infrastructure Report – We will finalize the Infrastructure Improvements Report as a stand-alone document that matches the format of the Master Plan document.

Task 7 Deliverables:

- Draft and Final Infrastructure Improvements Report including CIP list of both private and public improvements required to support the Master Plan
- CC/PC/PAC agenda and presentation

Task 7 Meetings:

- Weekly PMTs
- CC/PC/PAC Joint Work Session

FEES

Walker Macy proposes to accomplish the scope of work above within a budget of **\$387,911 including expenses**, with the following breakdown by project component.

REVISED BUDGET SCHEDULE (Amendment 2, June 24, 2025)

	Fee Per Task
Task 1: Orientation/Kickoff	\$36,208
Task 2: Existing Conditions	\$45,180
Task 3: Draft Campus Master Plan Scenarios	\$38,048
Task 4: Refined Master Plan Scenarios	\$99,603
Task 5: Design and Development Standards	\$63,191
Task 6: Innovation Campus Master Plan Report	\$69,565
Task 7: Final Infrastructure Improvements Report	\$32,058
Expenses (estimated, not to exceed)	\$4,058
Total	\$387,911

Work will be billed monthly based on a percentage of work completed by task. Expenses will be billed at cost within each task and will include items such as printing and postage as well as travel to meetings in McMinnville. We assume that if the expense budget is not exceeded, we will bill any remainder towards labor.