



Area
Plan

City of McMinnville

Docket G 7-21

Planning Commission Public Hearing, January 20, 2022

Legislative Initiative

CONSIDERATION



COMPREHENSIVE PLAN AMENDMENTS

- **Adopt the Three Mile Lane Area Plan and Appendices as a supplemental document to the Comprehensive Plan.**
- **Amend Volume II of the Comprehensive Plan, Goals, Policies and Proposals, Chapter VI (Transportation) to add a proposal to amend the Comprehensive Plan Map and Transportation System Plan consistent with the adopted Three Mile Lane Area Plan.**

Note: *The comprehensive plan map amendments and any associated rezones consistent with the 3MLAP could be initiated by the City or property owners through future map amendment applications, at which time any necessary changes to the TSP would need to be made. Until the comprehensive plan map amendments are adopted for individual properties, the properties would continue to be subject to the use provisions of current Comprehensive Plan map and zoning map designations and provisions of any property-specific PD overlay zones. Those properties would still be subject to any new development standards of the new Three Mile Lane Overlay Zone.*

City of McMinnville



Three Mile Lane Area Plan
November 2021

McMinnville Three Mile Lane Area Plan

The Documents



Three Mile Lane Area Plan – Draft January 20, 2022

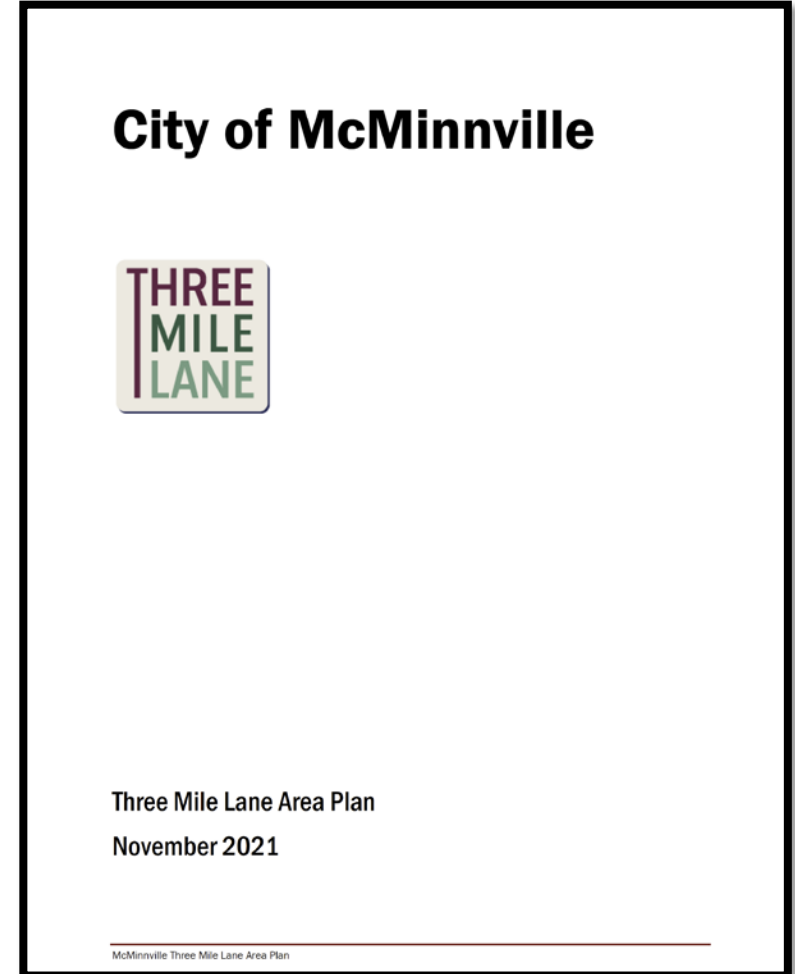
Appendix A: Public Involvement

Appendix B: Existing Conditions

Appendix C: Case Study Report

Appendix D: Evaluation and Screening

Appendix E: Implementation

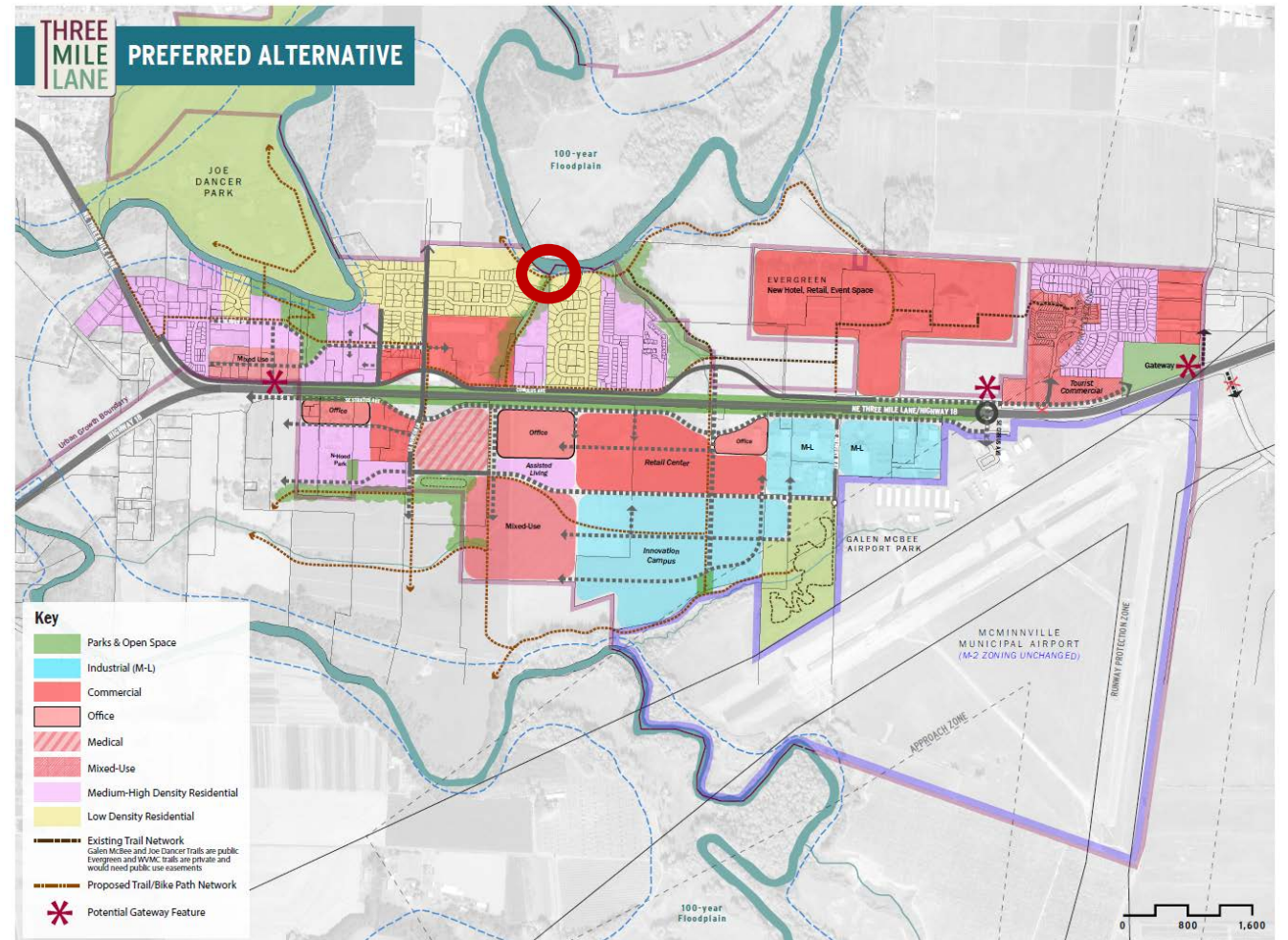


WHAT IS AN AREA PLAN?



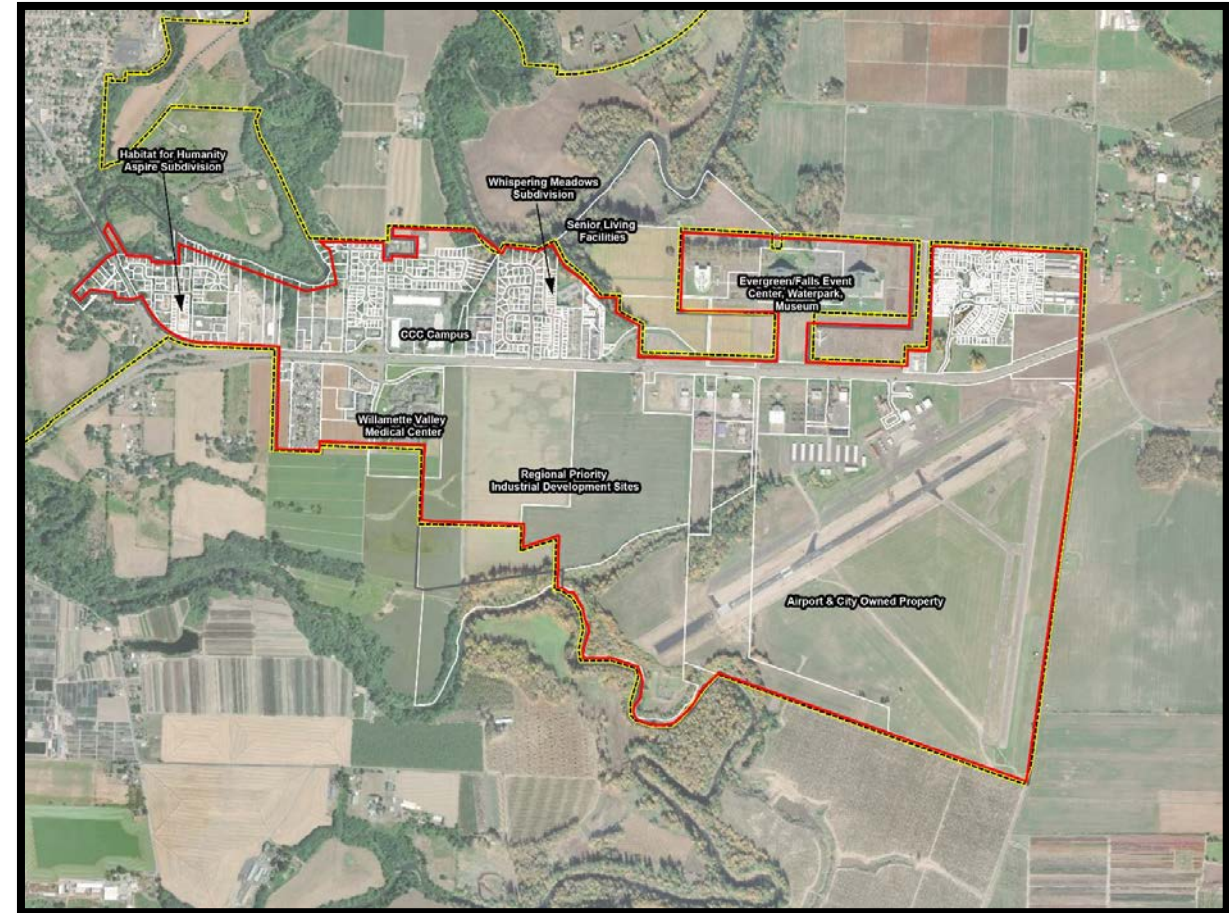
General Guidance Document for how land-uses and public facilities will serve the community in the future and interact with each other in a designated area.

High-level planning document meant to provide guidance to other more specific planning processes, such as public utility plans, parks and open space plans, etc.



The Elephant in the Room

- Last Week a “Call to Action” was sent out
- Created a lot of angst
- But participation is great!
- Walk through the Plan – Highlights and Some Specificity to Respond to Testimony
- Dispel some of the misinformation as we go



Copy in public testimony received on January 20, 2022

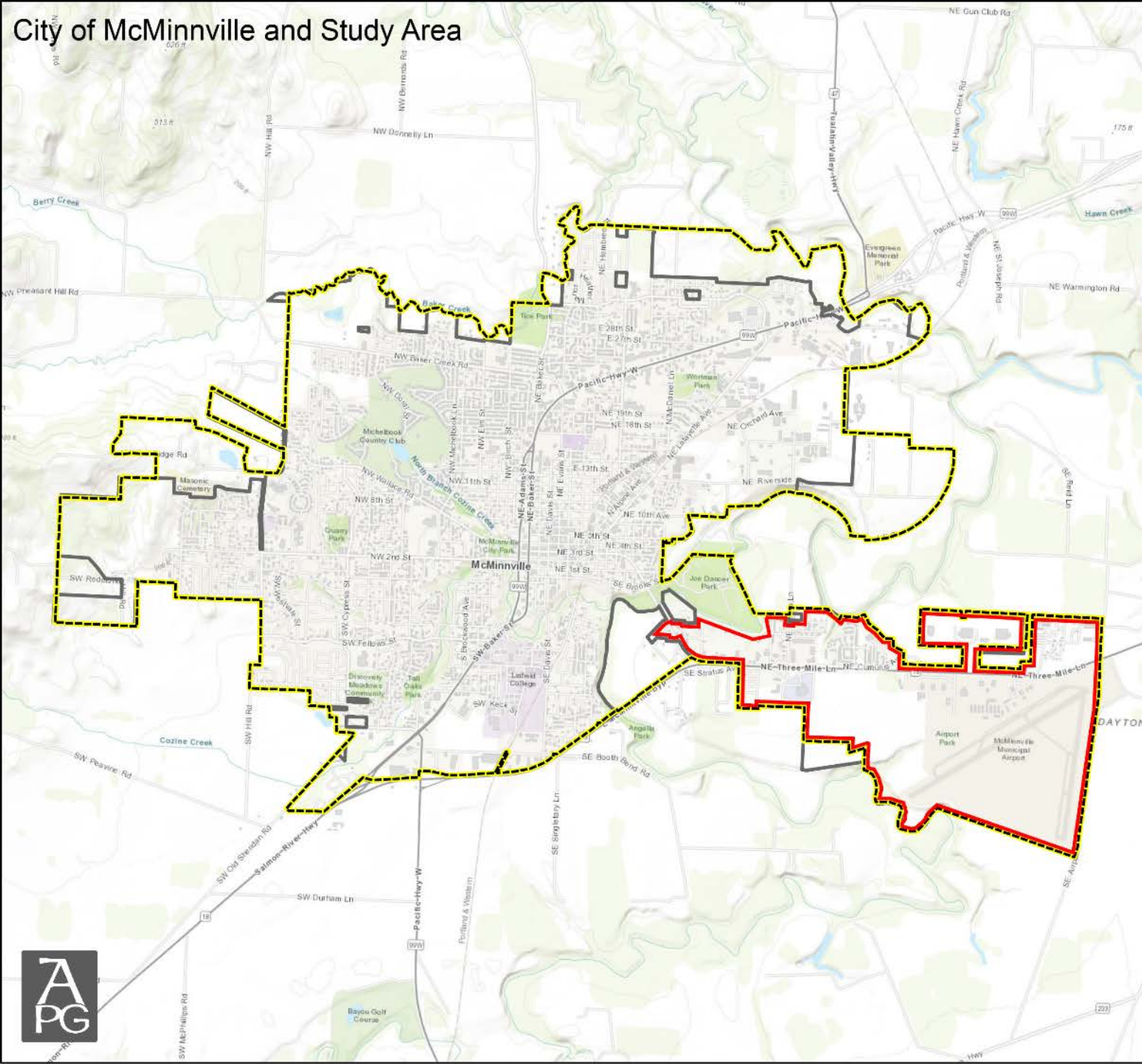
Project Development

www.threemilelane.com




<https://www.mcminnvilleoregon.gov/planning/page/g-7-21-three-mile-lane-area-plan-3mlap-comprehensive-plan-amendment>



City of McMinnville and Study Area



Legend

-  Study Area (Rough)
-  UGB
-  City Limits



Prepared By: Angelo Planning Group
Date: 10/16/2018

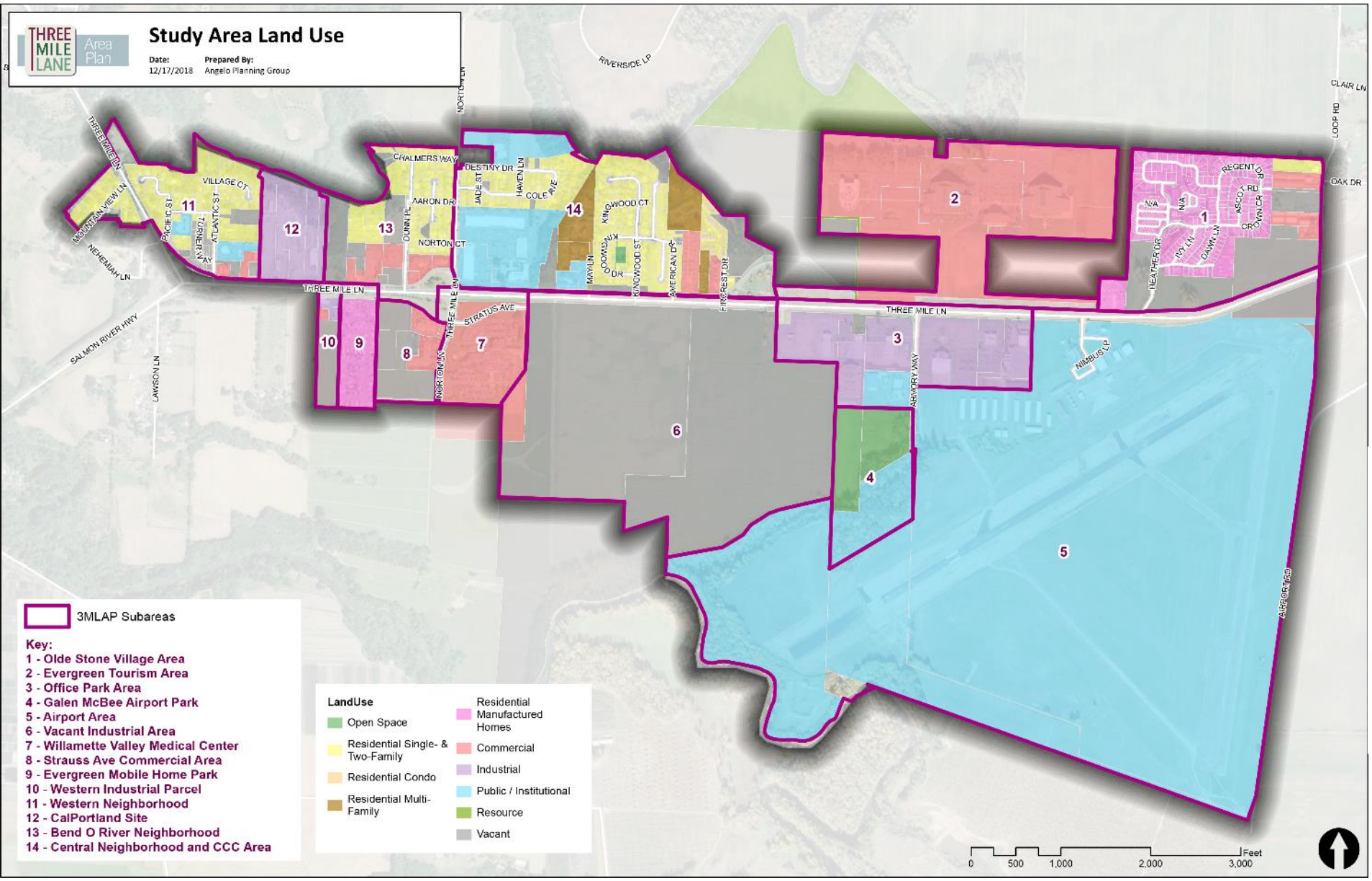
Study Area Context



Area Plan

Study Area Land Use

Date: 12/17/2018 Prepared By: Angelo Planning Group



- 3MLAP Subareas**
- Key:**
- 1 - Olde Stone Village Area
 - 2 - Evergreen Tourism Area
 - 3 - Office Park Area
 - 4 - Galen McBee Airport Park
 - 5 - Airport Area
 - 6 - Vacant Industrial Area
 - 7 - Willamette Valley Medical Center
 - 8 - Strauss Ave Commercial Area
 - 9 - Evergreen Mobile Home Park
 - 10 - Western Industrial Parcel
 - 11 - Western Neighborhood
 - 12 - CalPortland Site
 - 13 - Bend O River Neighborhood
 - 14 - Central Neighborhood and CCC Area

LandUse	
■ Open Space	■ Residential Manufactured Homes
■ Residential Single- & Two-Family	■ Commercial
■ Residential Condo	■ Industrial
■ Residential Multi-Family	■ Public / Institutional
	■ Resource
	■ Vacant



Area Plan

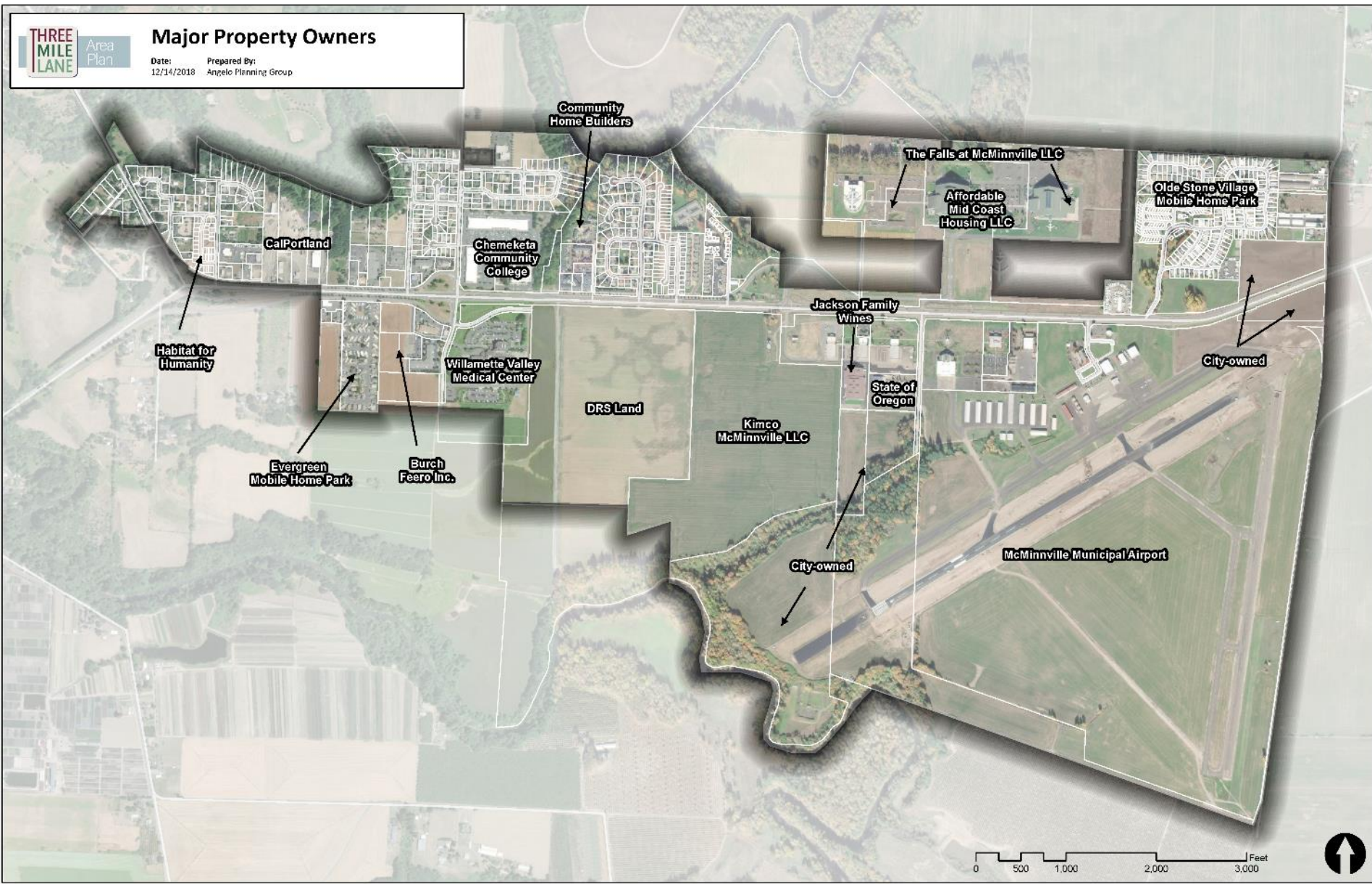
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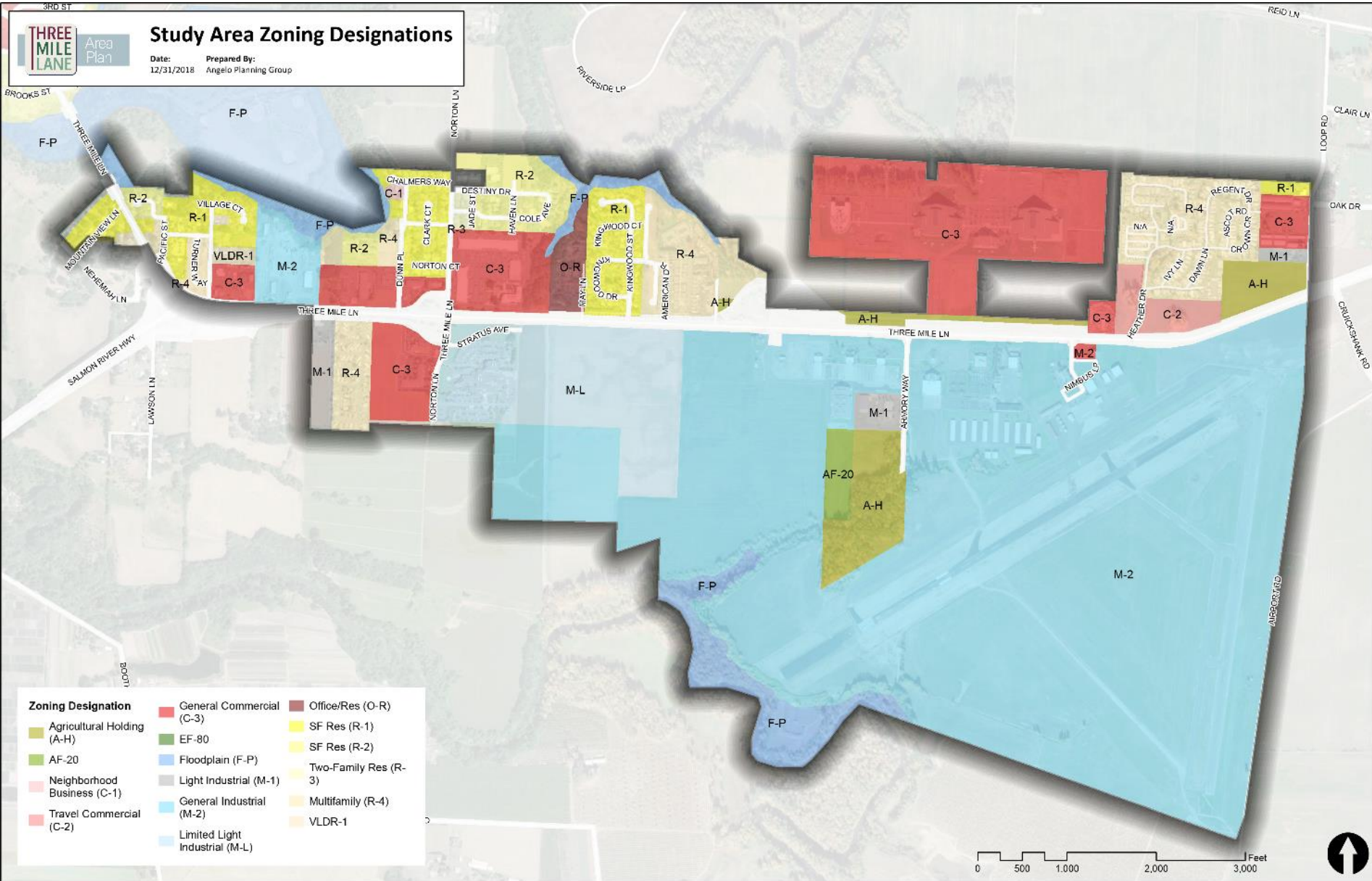
Land Use & Zoning

Major Property Owners

Date: 12/14/2018
Prepared By: Angelo Planning Group



Major Property Owners



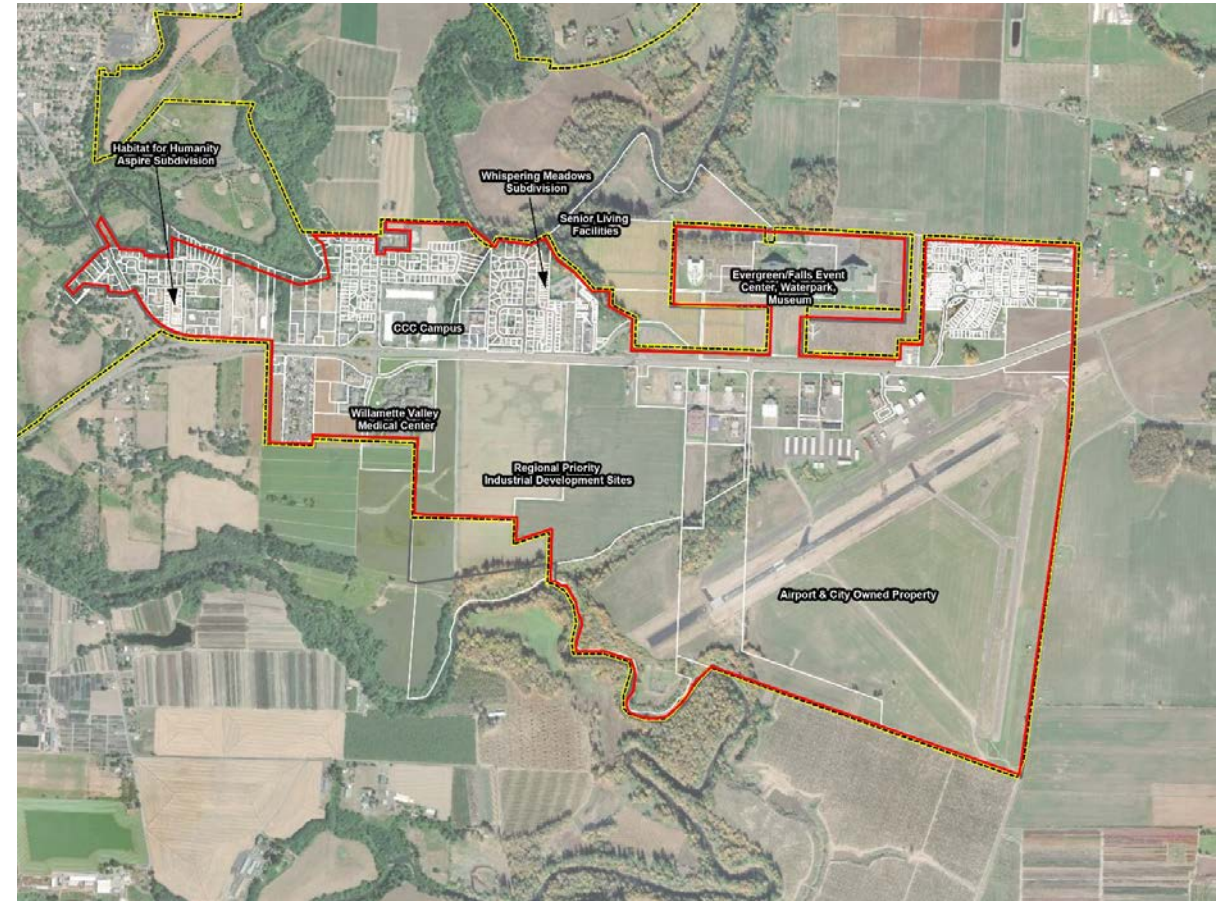
Zoning

- Zoning Designation**
- General Commercial (C-3)
 - Agricultural Holding (A-H)
 - AF-20
 - Neighborhood Business (C-1)
 - Travel Commercial (C-2)
 - Office/Res (O-R)
 - SF Res (R-1)
 - SF Res (R-2)
 - Two-Family Res (R-3)
 - Multifamily (R-4)
 - VLDR-1
 - General Commercial (C-3)
 - EF-80
 - Floodplain (F-P)
 - Light Industrial (M-1)
 - General Industrial (M-2)
 - Limited Light Industrial (M-L)

Land Use & Zoning

Background

- Started with a class study from the U of O in 2017
- Fall, 2017, the City applied for a Transportation Growth Management Plan grant to study how the Three Mile Lane Area would best serve McMinnville into the future – both land uses and transportation facilities.
- From 2018 – 2019, the City worked with a consultant team, ODOT, TAC, PAC and the public on the development of a preferred land use alternative for the area.
- At the same time ODOT was updating the Transportation Model for the City of McMinnville.
- 2020 – 2021, the consultant team worked with ODOT and the City on a transportation analysis of how the preferred land use alternative impacted Highway 18 utilizing the new transportation model.
- Both efforts resulted in the Three Mile Lane Area Plan.





Evergreen Tourism Area



Office Park Area



Galen McBee Airport Park



Willamette Valley Medical Center



Strauss Ave Commercial Area



Evergreen Mobile Home Park

Land Uses by Subarea

Land Use & Zoning



Western Neighborhood



CalPortland Site



Bend O River Neighborhood



Bend O River Neighborhood



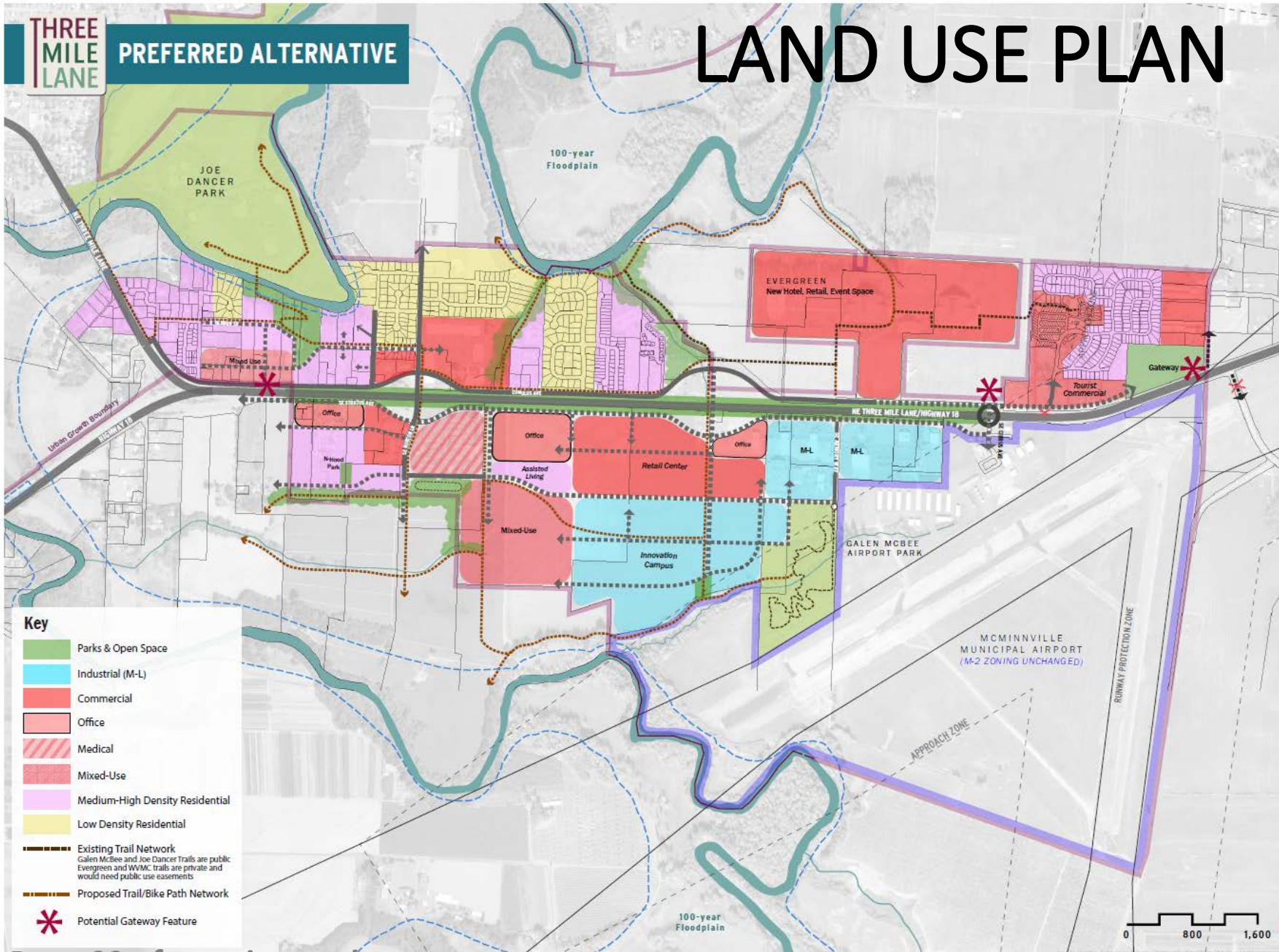
Central Neighborhood and CCC Area



Central Neighborhood and CCC Area

Land Uses by Subarea

Land Use & Zoning

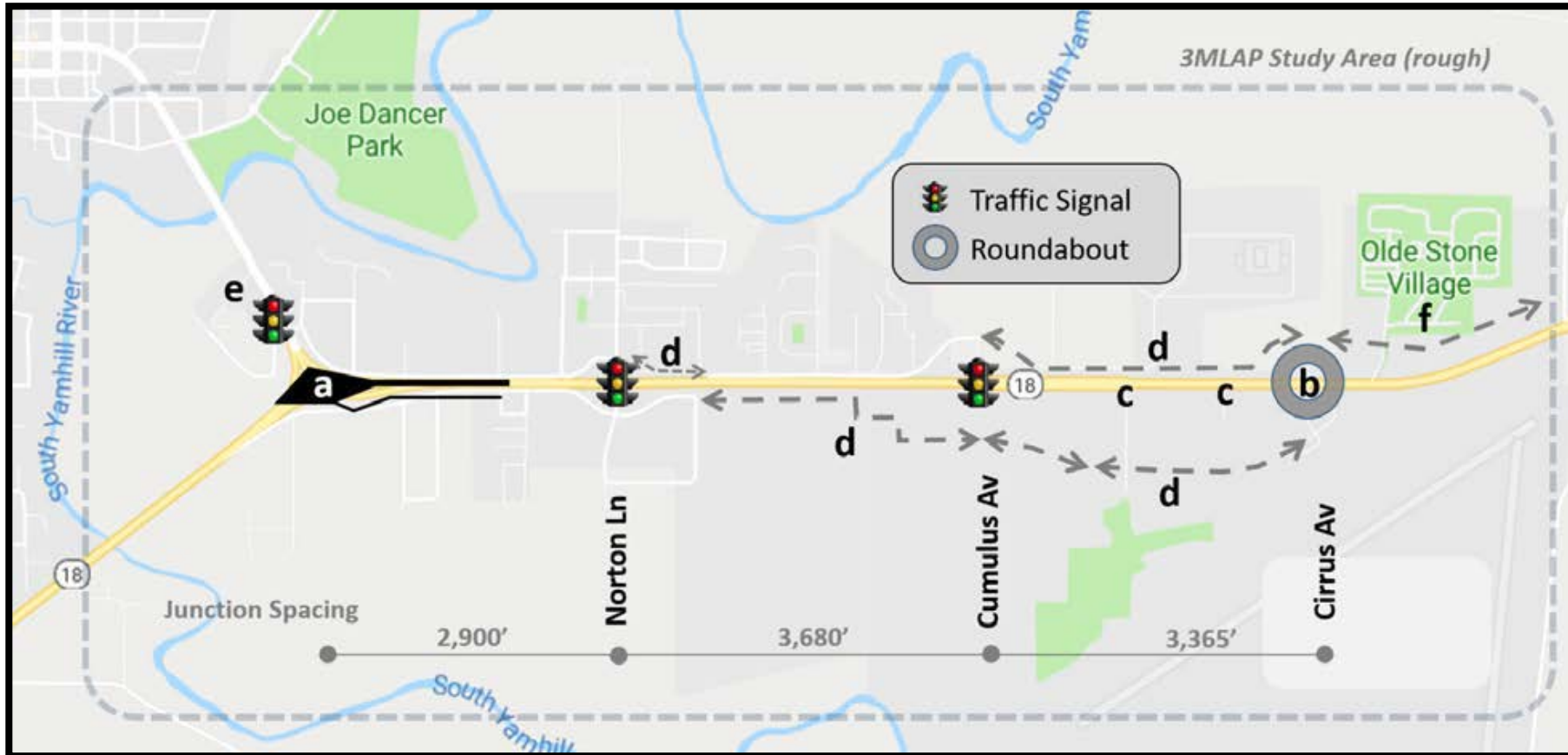


LAND USE PLAN

THREE MILE LANE
PREFERRED ALTERNATIVE

- Land Use Efficiencies – More Job Density and More Housing Density
- Walkable McMinnville Retail Center reflecting McMinnville’s unique charm.
- Corporate campus, with buildings oriented to Yamhill River; maintaining view corridors.
- Mixed-use and medical-related uses.
- Trails, Connectivity, Open Space, Protected Natural Features

TRANSPORTATION PLAN



Page 103 of meeting packet

- Highway 18 is still a Bypass. It will remain a State Expressway and a Freight Route.
- Meets OHP mobility and access standards.
- Two signal intersections exist today – optimized.
- More of the local access roads are closed and a new controlled intersection at Cirrus is recommended.
- Frontage roads become a focus. Bike/Ped Connectivity
- No planned overpass is eliminated.

Project Goals

GOAL 1: Support and enhance the district's economic vitality and marketability

GOAL 2: Provide opportunities for a complementary mix of land uses, consistent with the vision of a diverse and vibrant district

GOAL 3: Enhance multi-modal connections throughout the district.

GOAL 4: Create an aesthetically pleasing gateway to the City of McMinnville.

GOAL 5: Improve the district for existing and future McMinnville residents in the area.

Common Elements: Transportation

- Cumulus Avenue is connected to SW Norton Lane through or adjacent to the Chemeketa Community College campus.
- New public 'complete' streets are added to new developments south of Three Mile Lane.
- Three Mile Lane bridge is improved for bicycle and pedestrian safety.
- New and improved bicycle and pedestrian connections throughout the area.



Common Elements: Urban Design

- Landscape and architectural design standards are recommended to ensure new development is designed to reflect regional agricultural and historic forms and support this area's function as a gateway to McMinnville.
- Preserve views to natural features like mountains and the river
- Gateway elements are included to mark the entrance to McMinnville



Common Elements: Parks and Trails

- A trail system connects the South Yamhill River, Galen McBee Airport Park, Evergreen Campus, and Joe Dancer Park along riparian corridors and through new development. The location of these trails changes slightly per concept, but they are always present.
- Recreational access is added to the Yamhill River and riparian corridors and oak stands are protected





Area
Plan

It Starts With

WHAT DOES THE COMMUNITY WANT

THE PUBLIC PROCESS FOR THIS PLAN

PUBLIC PROCESS / ENGAGEMENT



Understanding what goes into a plan development that comes to you in draft form for consideration.

- **100s of hours of community volunteer time, providing their input, making decisions that inform the plan.**
- **100s of hours of technical expertise refining the plans that the community volunteers developed for feasibility and execution**
- **Refinement of ideas through public open houses, town halls, surveys, etc.**
- **Draft comes to you. Staff's job is to present the plan that the public process developed.**



GREEN CITIES, SUMMMER 2017



GREEN CITIES, SUMMMER 2017



GREEN CITIES, SUMMMER 2017



GREEN CITIES, SUMMMER 2017



Design Charrette Participants



Erica Anderson
William Anderson
Jeb Bludin
Jake Boone
Sasha Burrows
Jody Christensen
Colton Clark
Steve Down
Richard Dredge
Savannah Edson
Shahab Emrani
Keith Eftestad
Willene Eftestad
Gioia Goodrum
Naomi Greenwald
Cindy Heubig
Scott Heubig
Scott Heubig
Hunter Hollander
Robert Holloway
Lindsay Jacobson
Caralee Johnston
Kit Johnston
Susan Knight
Roger Lizut
Barbara Mann
Kelly McDonald
Kathleen McKinney

Taylor McLean
Kellie Menke
Emily Nguyen
John Ogleblyn
Sharon Ogleblyn
Bryan Oller
Phyllis Oller
Kyra Ortiz
Paul Peterson
Roger Ray
Heather Richards
Mons Roll
Donna Roodhouse
Lori Schanche
Mindy Schlitt
Pat Smith
Rich Stafford
June Stephens
Ric Stephens
Michael Strahs
Will Talbot
Michael Walker
Qi Wang
Xiaoyu Wang
Nathan Watkins-Hogland
Kurt Wiley
Haoyi Yuan
Shifan Zhao

The overall highest scoring topics focus on employment land use flexibility and diversity; multi-modal mobility and connectivity; and the Three Mile Lane Sense of Place.



Community Priorities

The University of Oregon "Green Cities" research team conducted a design charrette to better understand the opportunities and constraints associated with the McMinnville Three Mile Lane corridor study area. The participants (listed in Acknowledgments) identified and ranked the issues of highest value, and these scores are shown below. The overall highest scoring topics focus on employment land use flexibility and diversity; multi-modal mobility and connectivity; and Three Mile Lane sense of place. These focus topics form the foundation for this report.

Land Use Flexibility and Diversity

- (20) Develop new **commercial** spaces along Three Mile Lane (i.e. gas station, grocery / retail)
- (17) Provide **services / amenities** on east side of bridge. Create office space to bring in higher wage jobs. Create traded sector jobs. Focus future and initial development of Three Mile Lane around the Evergreen Aviation and Space Museum complex, the airport and the hospital
- (10) Allow industrial / commercial **flex space** (i.e. wine, small manufacturing, avionics, corporate headquarters)
- (9) Provide a mix of best fit shopping and access to **amenities** on Three Mile Lane
- (6) Plan for land use that offers many uses [**mixed use development**]
- (5) Construct new **McMinnville Airport** terminal building

- (5) Amplify the **McMinnville Airport** as an asset for tourism and commerce
- (4) Expand **wine industry** near McMinnville Airport. Plan up all local economics—not just wine! Blueberries, hazelnuts...
- (3) Address the unmet needs for more **retail and restaurant services**
- (2) Create **urban renewal / enterprise zone**

Mobility, Connectivity, Energy

- (13) Design **bike and pedestrian trail** into downtown
- (11) Provide access to **Joe Dancer Park**
- (11) Improve accessibility and increase emphasis to **natural areas**
- (10) Construct new three Mile Lane **multi-modal bridge** to downtown
- (7) Add/expand **sidewalks and setbacks**. Finish Cumulus sidewalk.
- (6) Build **bike/ped bridge** access from Joe Dancer Park and path under bridge to separate pedestrians to cars
- (6) Plan long-range **bike path** network
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- (4) Connect **frontage road** to more areas; currently dead end and needs easier access without circling back to Three Mile Lane. Complete access road.
- (4) Develop **bike path** north of NE Norton Lane

Community Priorities

- (3) Construct **second bridge** to north – Norton Lane. Keep new bridge more rural. The existing bridge should remain the main entry point to town.
- (4) Improve **vehicular, bike and pedestrian connectivity**. Create attractive, multi-modal arterial roadways. Add pedestrian overpasses/ways to connect the whole area (north/south). Develop eastbound access from Highway 18 to downtown. Install traffic light and turn lane at west end of Cumulus. Build **bypass roads** for trucks and locals to reduce traffic on 3rd Street through City Center.
- (2) Add more **bike lanes** that are easily accessible, safe routes – residential. Construct bike lanes on Cumulus
- (2) Provide **access to river**

Sense of Place and Public Space

- (14) Construct Joe Dancer Park **amphitheater**. Create **amphitheater** for 1000+ people
- (11) Improve **signage/gateway** to McMinnville. Create gateways to McMinnville.
- (9) Protect **historic buildings** to preserve history and culture of McMinnville. Keep the rural qualities of McMinnville. Design new commercial development to feel intimate. Develop denser commercial land. Construct noise barrier to prevent noise pollution
- (4) Create **bike, walking, greenway** that connects Three Mile Lane to downtown
- (3) Create **green space** parallel to main road

- (3) Update **streetscapes** (trees, lights, theme signs) with safety in mind
- (2) Enhance **natural amenities**. Maintain and update **Airport Park** that provides family friendly use. Update Airport Park
- (2) Move and create better fairgrounds with multi-use **amphitheater**
- (2) Build more **affordable housing**. Readdress parking/safety plans for Habitat for Humanity site
- (2) Create **setbacks** between road and new commercial / industrial development
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- (2) Add **park** at west end of study area



Develop new commercial spaces along Three Mile Lane (ie gas station, grocery, retail).



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TGM GRANT – TMLAP, 2018

(Funded by ODOT/DLCD, Managed by ODOT)



- Build off of the Green Cities Project
- Developed by a Project Advisory Committee
- Informed by public open houses, design charrettes, town halls, surveys, etc. over two years.



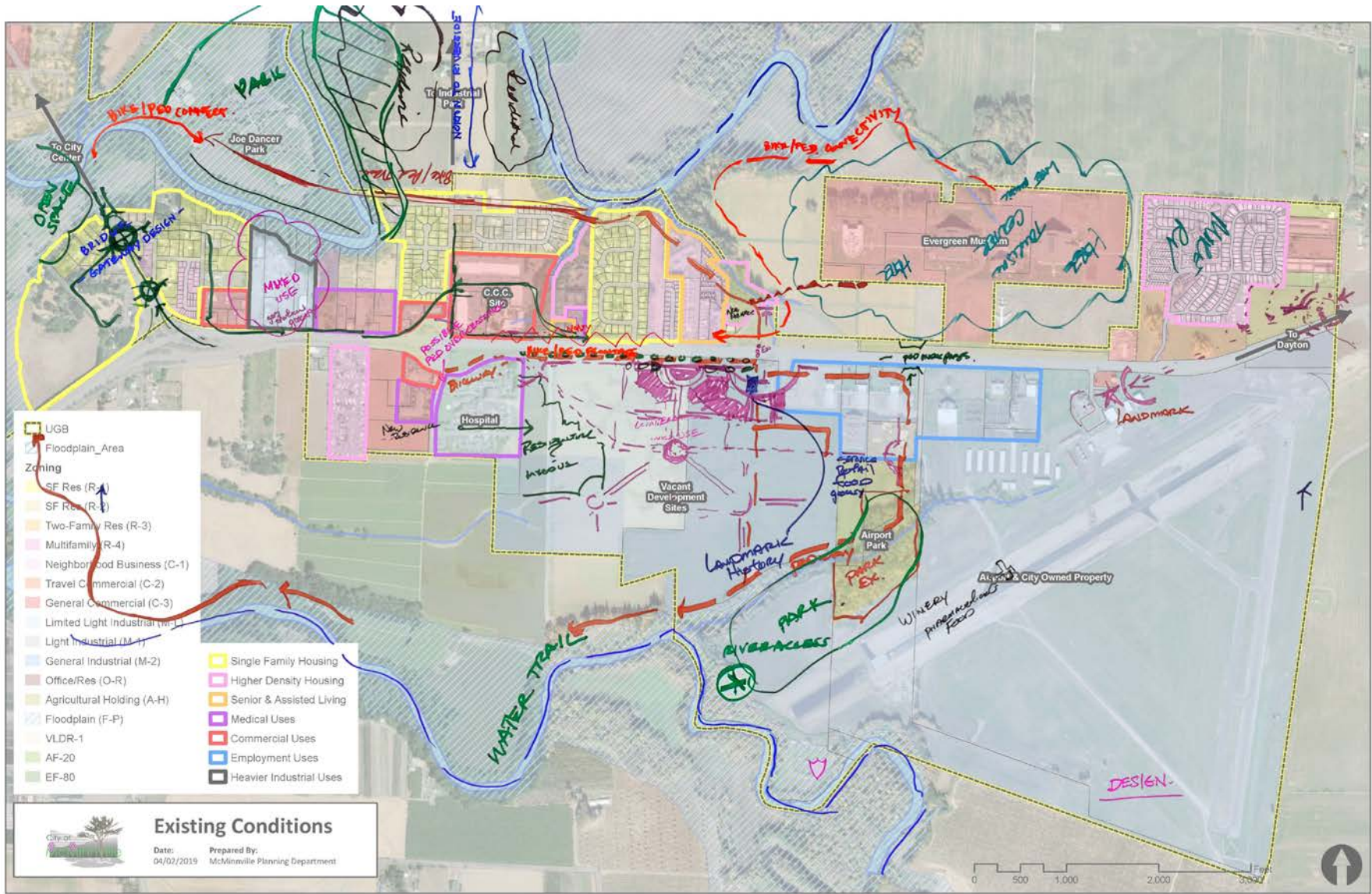
January 20, 2022

Planning Commission

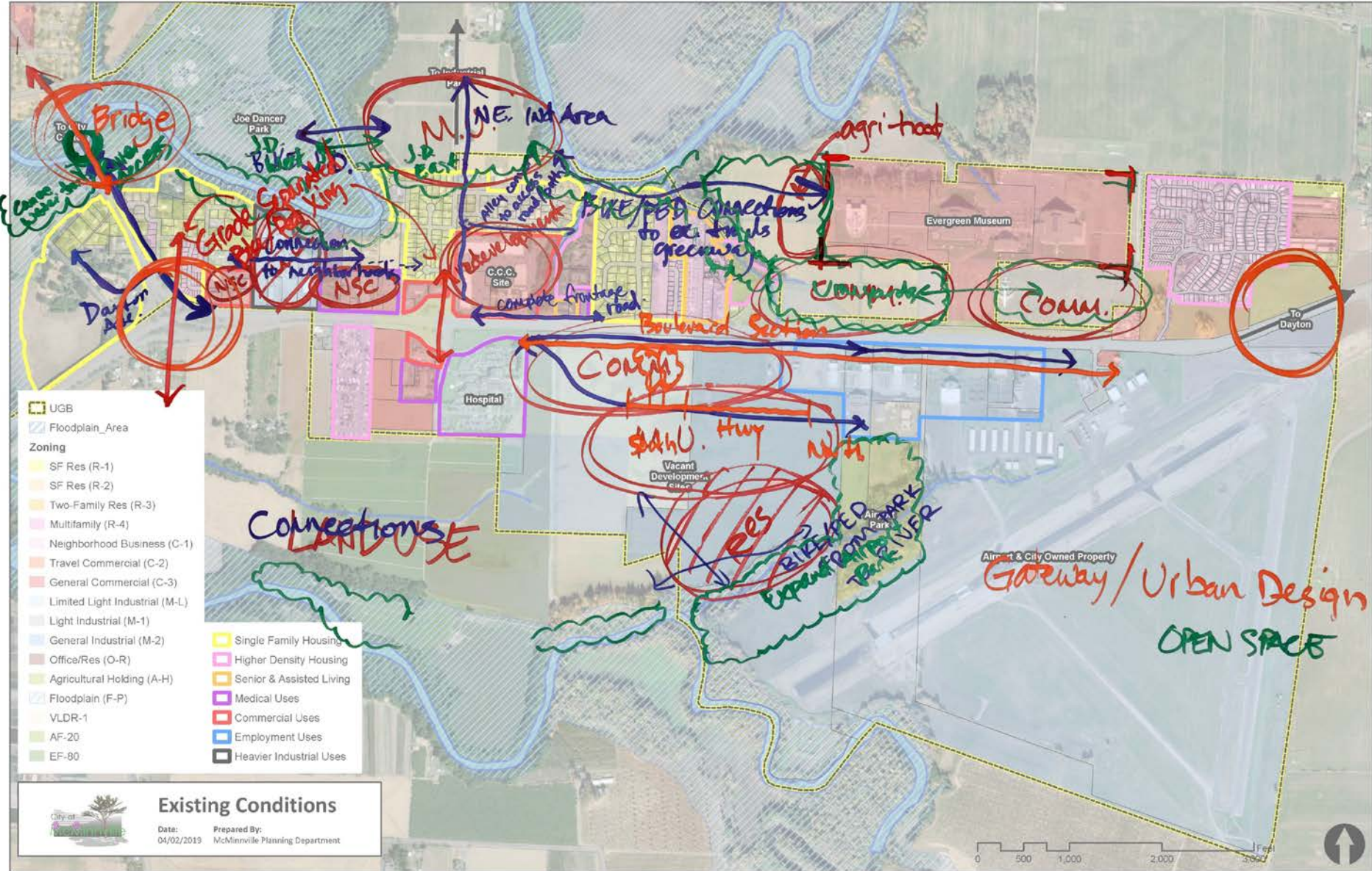
Citizen Advisory Committee (CAC)	
REPRESENTING	
Planning Commission	Lori Schanche
City Council	Zach Geary Scott Hill Wendy Stassens
Representatives of Property and Business Owners in the Study Area	Robert Banagay Paul Davis Danielle Hoffman Peter Hoffstetter Kit Johnston Stewart Kircher Chris Norville Alan Roodhouse Chris Shelby Mary Stern
Partner Agencies	Scott Cooper – MEDP Kitri McGuire – Visit McMinnville Gioia Goodrum – McMinnville Chamber of Commerce
Community Stakeholders	Courtney Cunningham Ken Denier Alan Fox Phil Frischmuth David Hayes Galen McBee



Design Charrettes

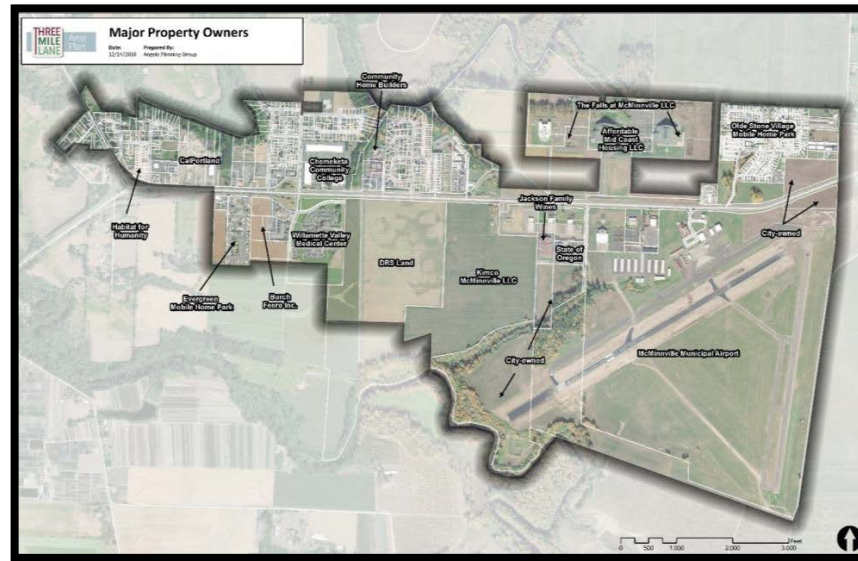
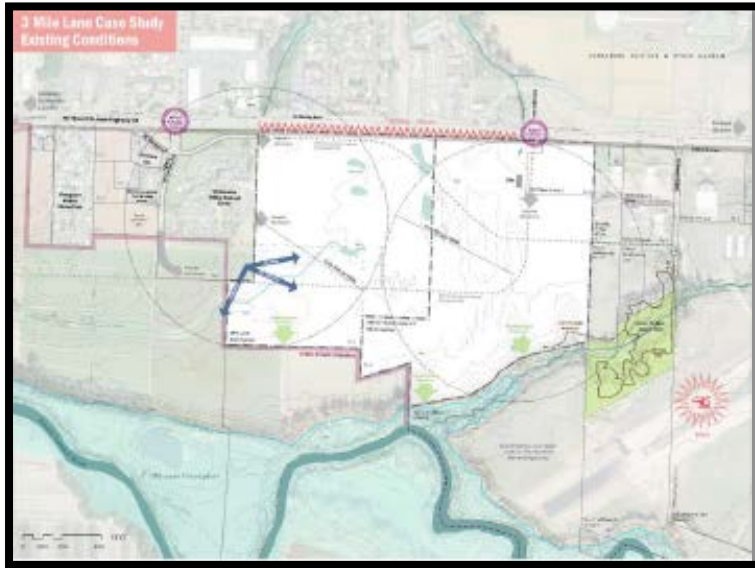


Design Charrettes



Design Charrettes

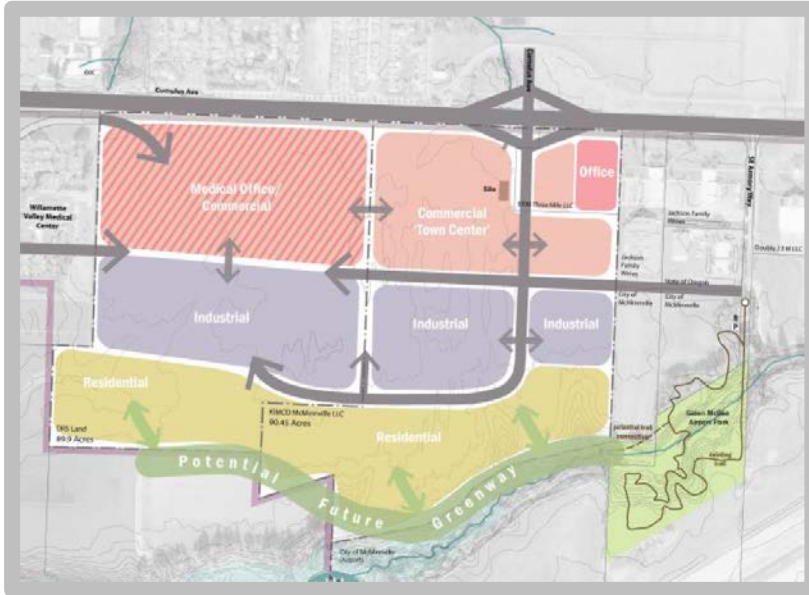
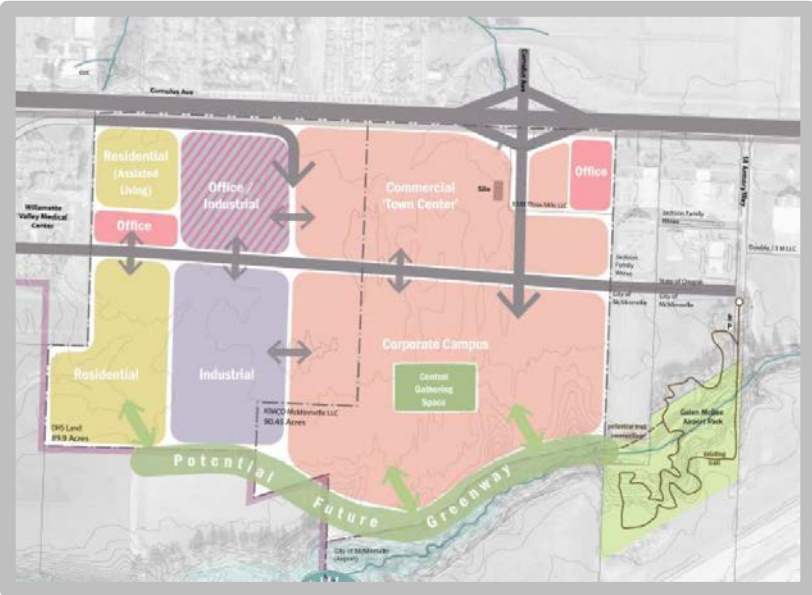
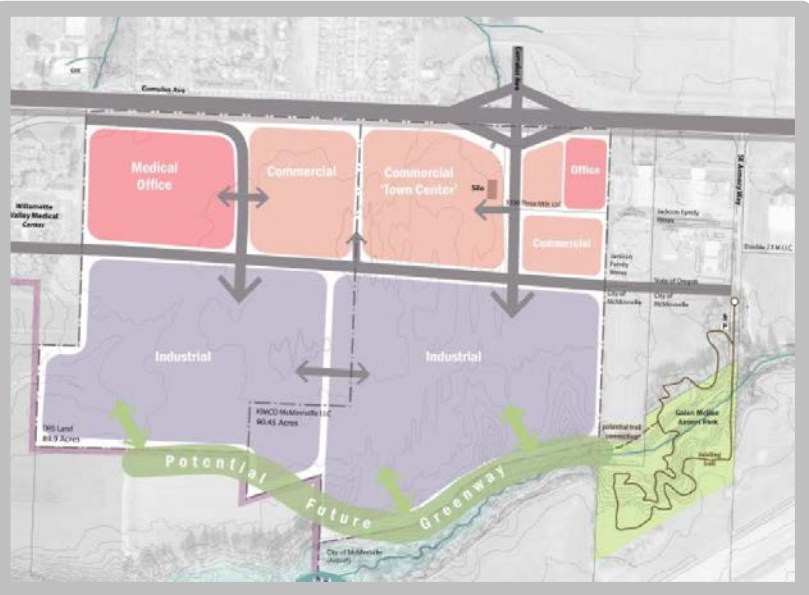
Property Owners' Work Shop (Appendix C) March, 2019



Largest vacant contiguous land divided into two parcels – 190 Acres

Property Owner Collaboration

- Meetings & Design Charrette
- Agreements on Moving Forward



Public Outreach Open House and Survey



Goal 1 comments:

- Too much emphasis on commercial/industrial development
- Industrial is at odds with "attractive" and "tourist destinations"
- Would like to preserve the rural/suburban character
- I want more opportunities for work and revenue in that area - destination shopping center with retailers like Costco and Target would be great for the community.
- I'm not very interested in retail/commercial development.
- It depends on what kinds of industry you're talking about.
- Need to add a balance of public green space/parks.
- Diversity of goods and services would be beneficial in this area
- Homeowners in the area would love a full size grocery
- There is a large need for medical facilities and medical office that this area could fulfill.
- Connectivity
- Preserve trees and habitat
- I'd rather see residential uses and affordable housing than more business use.
- Use waterways for local activities and tourism
- Parking, traffic, and safety issues need to be addressed.



**THREE
MILE
LANE**

Area
Plan

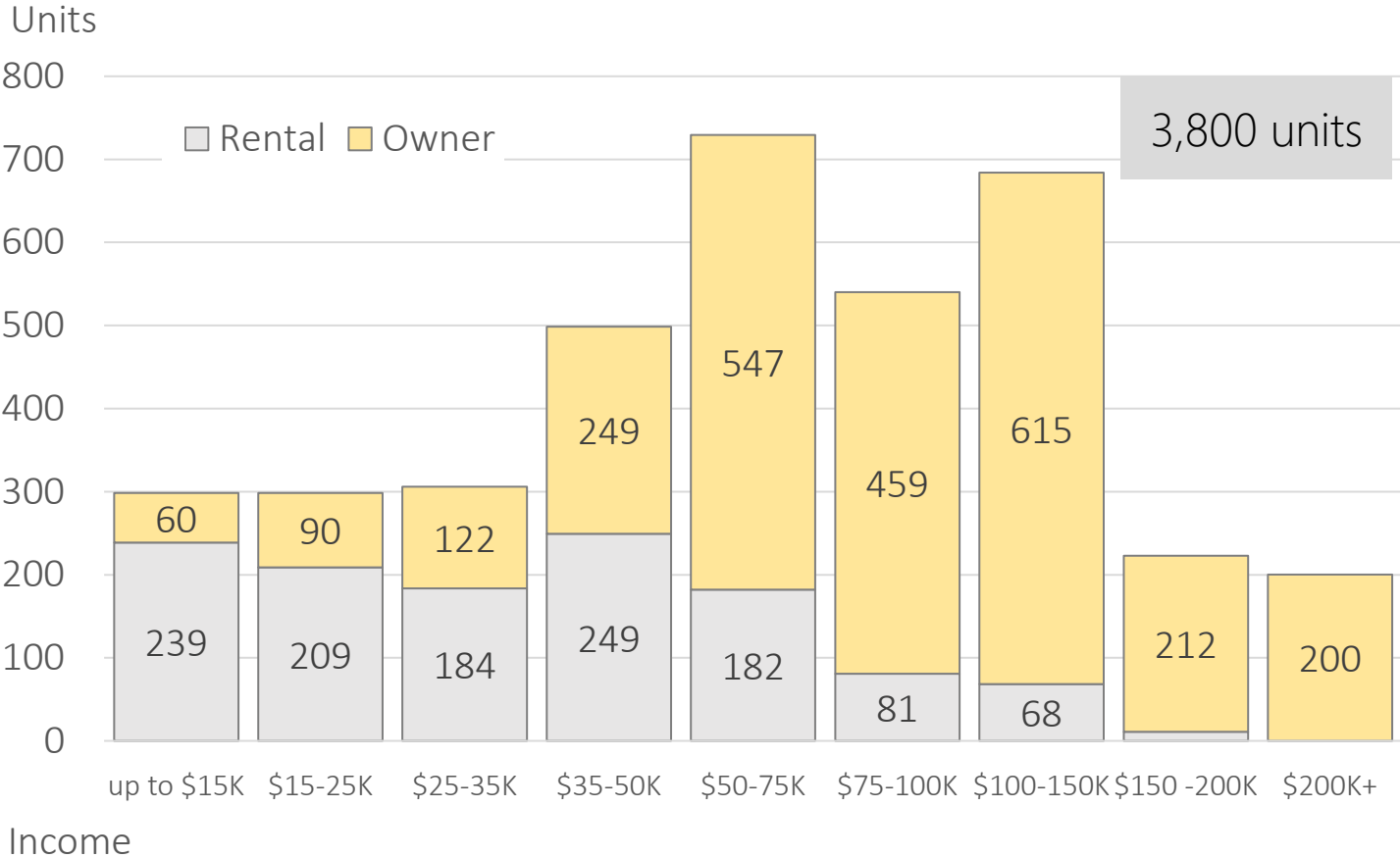
Town Hall and Charrette

Economic Analysis



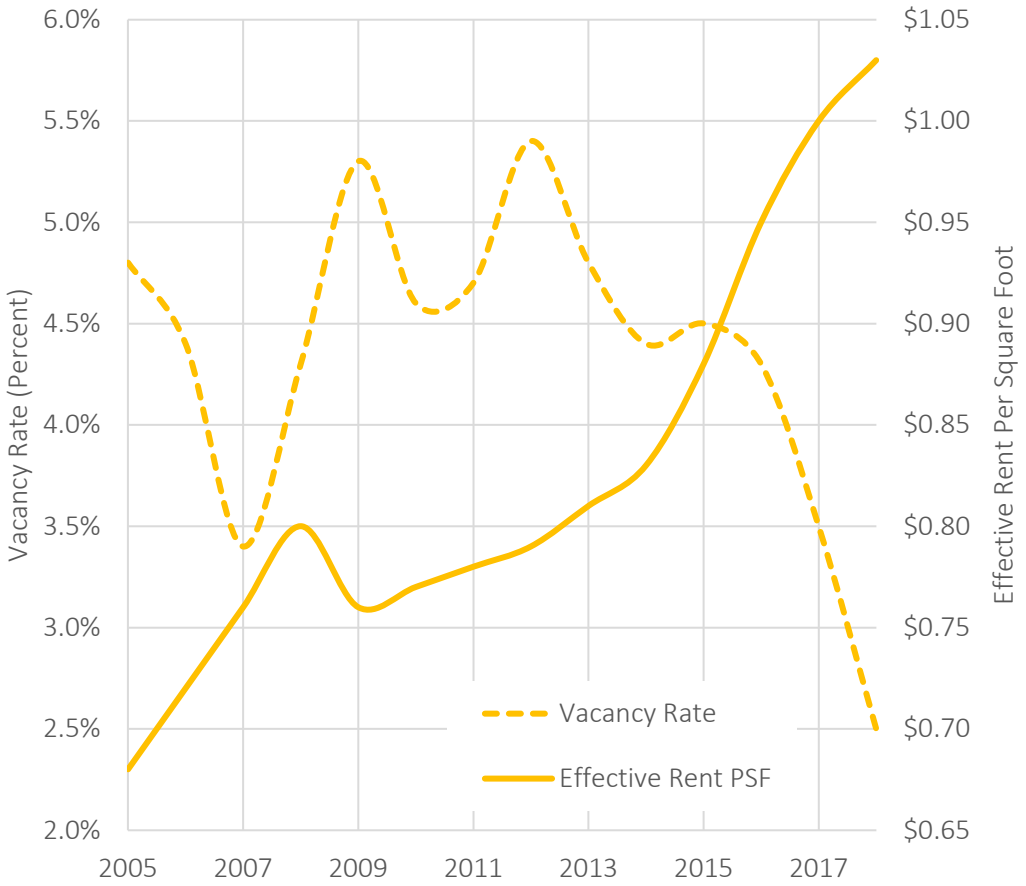
10-year Residential Demand Market Area

- Regional demand for 3,800 residential units over 10 years
- 3ML could capture a significant portion on site:
 - 200+ apartments (~6 acres)
 - ~100 townhomes (~7 acres)
 - Single-family, zoning permitting



Apartment market data indicates strong demand for new construction

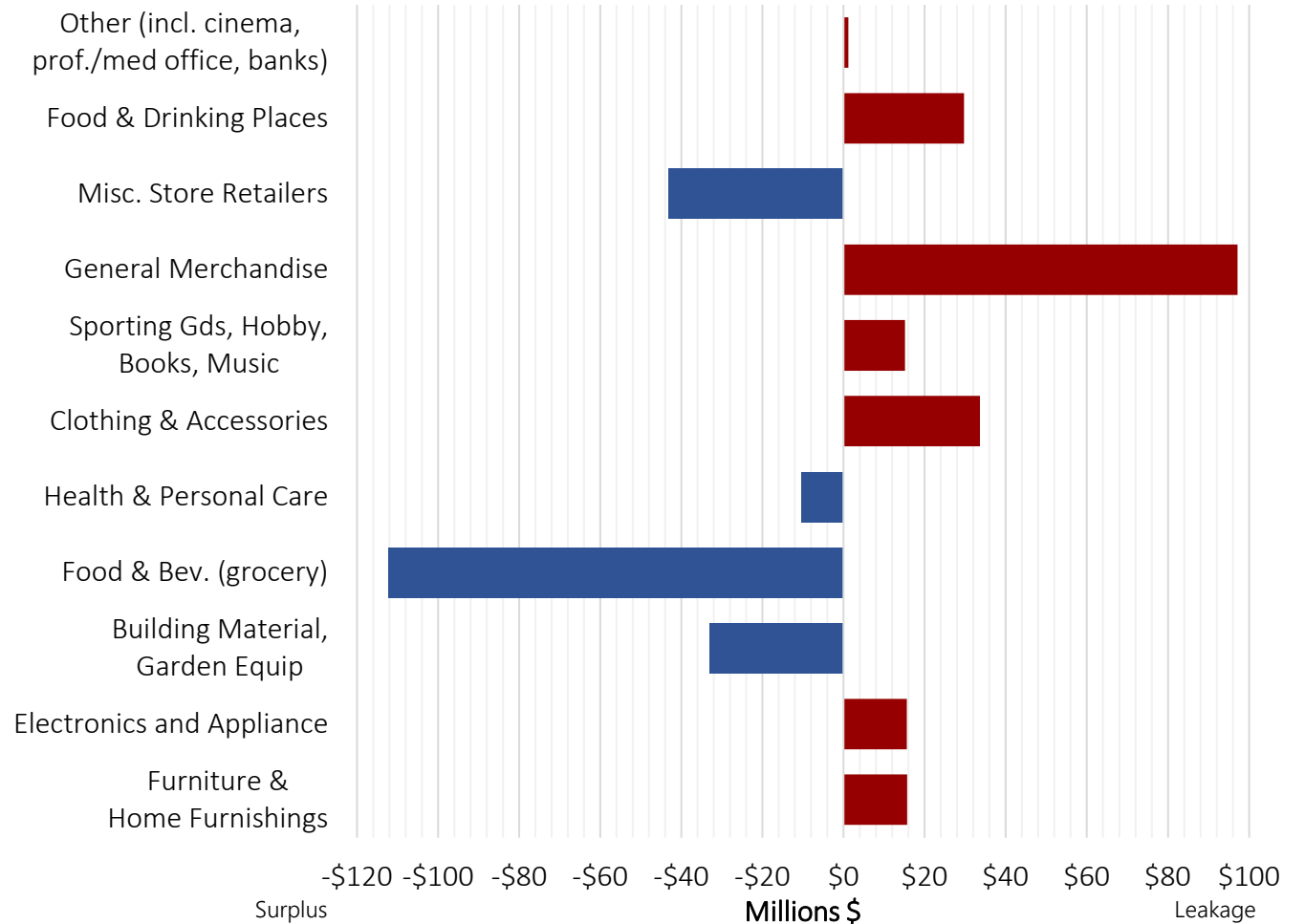
- Prospects are strong regional and nationally.
- Strong rent growth but low average rents across all inventory
- New construction expected to rent for ~\$1.50 PSF
- Very low vacancy indicates demand, but rents may only support lower-density residential typologies like townhomes and garden apartments (walkups)



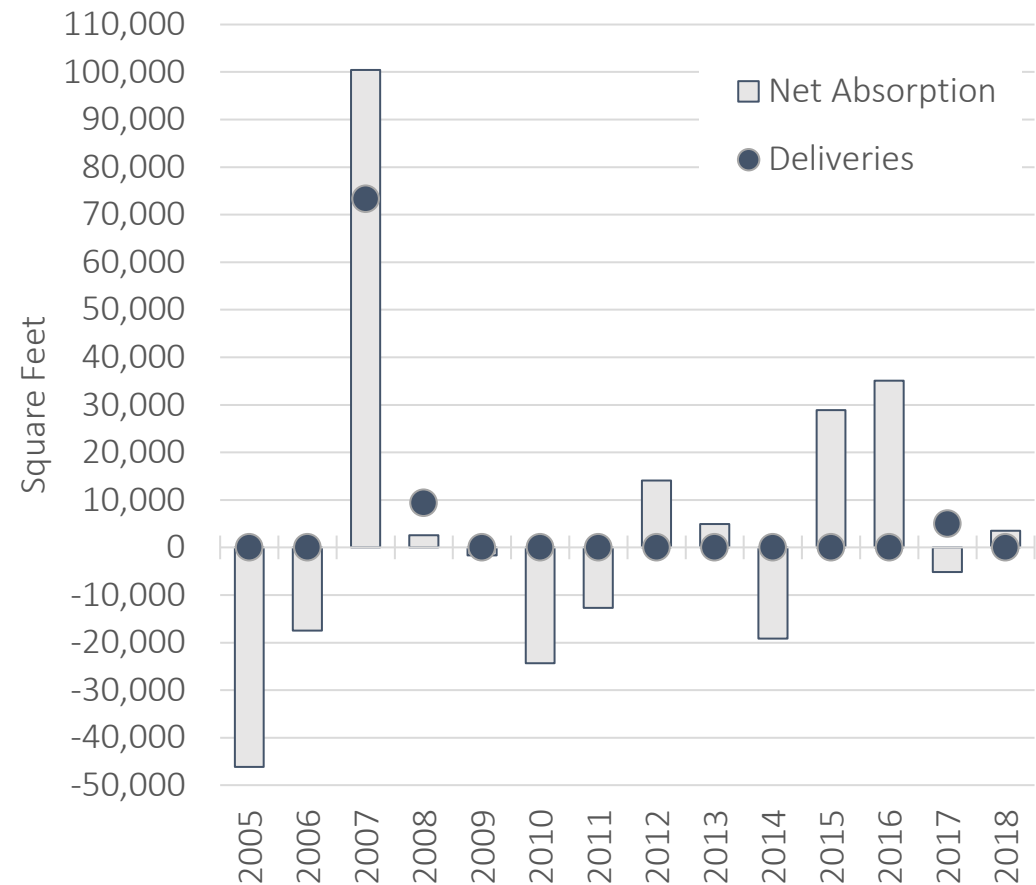
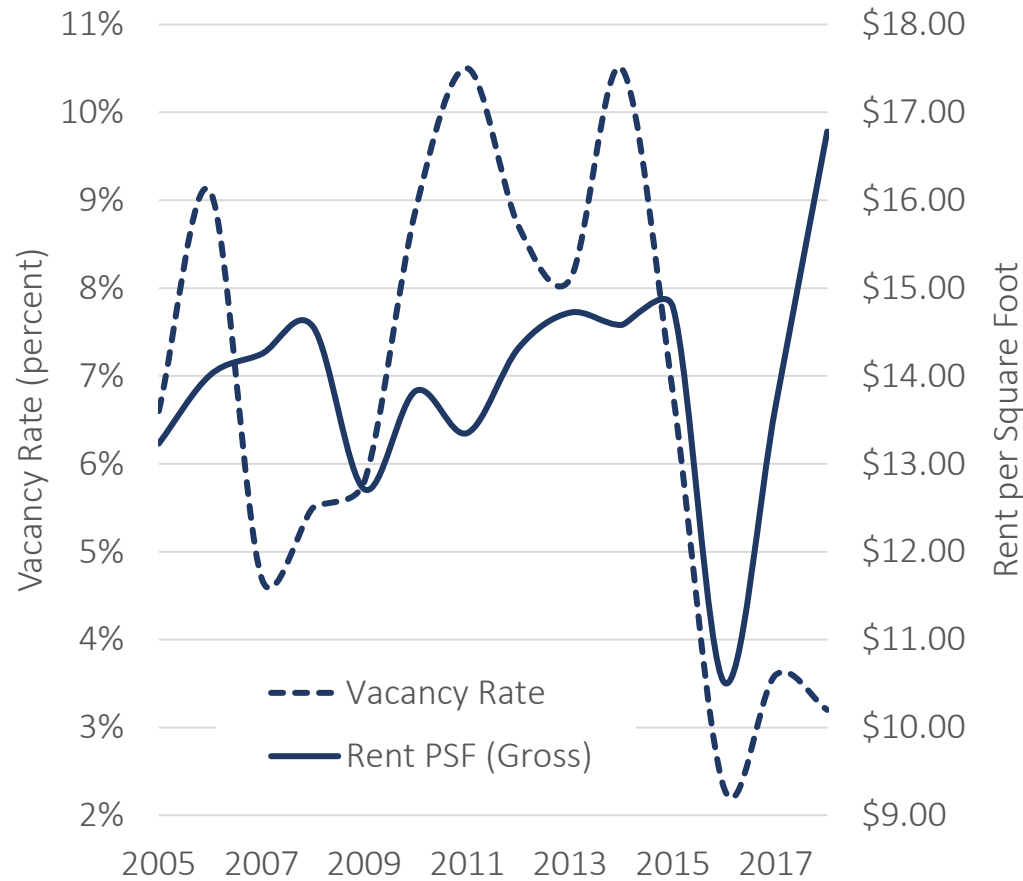
Retail spending indicates immediate opportunities for new construction



- Significant opportunities in Gen. Merch. and dining/drinking based on leakage
- Large *existing* surplus in grocery supply, but this area is a food desert
- Demand from tourist and other visitor spending would inflate demand but is not captured in the data



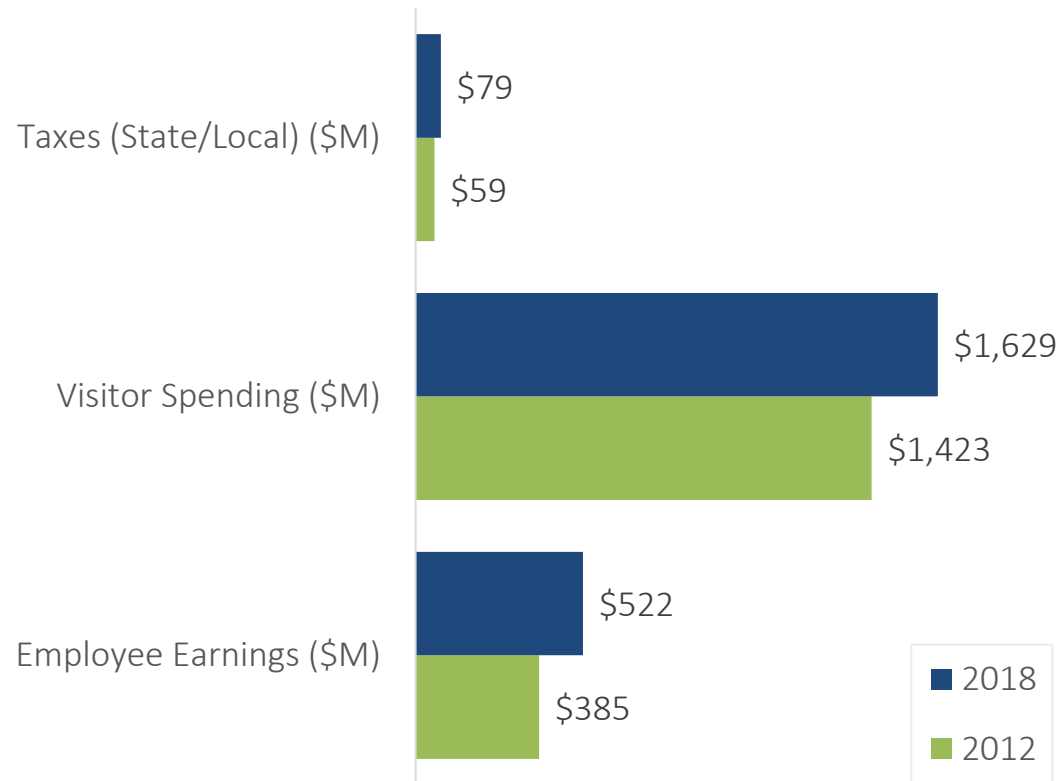
The office market is tight and rents are improving



Tourism is growing and provides unique opportunities



Willamette Valley Travel Impacts



- Willamette Valley was the second-most visited tourist destination in Oregon with almost 20 million visitors in FY 2017
- The arts and culture environment in Yamhill County is a growing field of increasing vitality. Artist studios and monthly wine walks increasingly attract visitors from outside the region.
- Tourism growth increases demand for lodging, retail, restaurants, and craft industrial development.

Anticipated Development Mix

- Residential
 - Townhomes
 - Garden apartments
- Grocery anchored and/or mid-to-large format retail
 - Specialty/experiential retail, especially tied to the wine industry
- Low-rise office
- Craft industrial
- Mixed-use commercial (office over retail)
- Lodging and hospitality

Great Neighborhood Principles: Design Elements that express “McMinnville-ness”

How future redevelopment in the Three Mile Lane area can respect and honor McMinnville's Great Neighborhood Principles through context-specific design elements.



1. Natural Feature Preservation

- Strive to protect tree groves
- Strive to protect individual trees
- Protect riparian corridors and adjacent native landscape

2. Scenic Views

- Provide and protect views to rolling hills and volcanoes
- Provide visual and physical access to North Yamhill River
- Orient streets and open spaces to views

3. Parks and Open Spaces

- Connect to Galen McBee Airport Park
- Create new parks that incorporate natural areas and views
- Plant landscapes that incorporate natives and exhibit seasonal variation

4. Pedestrian Friendly

- Provide a network of sidewalks and trails to connect people to key locations
- Incorporate shade streets with mature tree canopy

5. Bike-Friendly

- Plan safe routes for residents and touring cyclists

6. Connected Streets

- Connect to existing street grid in Three Mile Lane

7. Accessibility

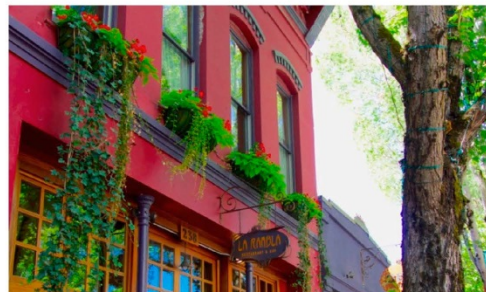
- Design new development for ease of use by all ages and abilities

8. Human Scale Design

- Respect typical scale of commercial uses in McMinnville
- Design to reflect the micro-climate—outdoor life, porches, balconies
- Promote inclusion and interaction within the right-of-way

Great Neighborhood Principles: Design Elements that express “McMinnville-ness”

How future redevelopment in the Three Mile Lane area can respect and honor McMinnville's Great Neighborhood Principles through context-specific design elements.



9. Mix of Activities

- Encourage mixed-use development where feasible

10. Urban-Rural Interface

- Reflect patterns of wine industry—eg, rows of vines, southern orientation, shelter belts of trees
- Consider adjacency to agricultural fields and respect this heritage through careful transitions
- Design simple roof forms (industrial and agricultural). Height and distinctive forms of silos can be inspiration
- Consider functional site planning of vineyard and farm complexes as conceptual model for new development

11. Housing for Diverse Incomes and Generations

- Allow for a mix of future housing forms and types, respecting the current character of Three Mile Lane

12. Housing Variety

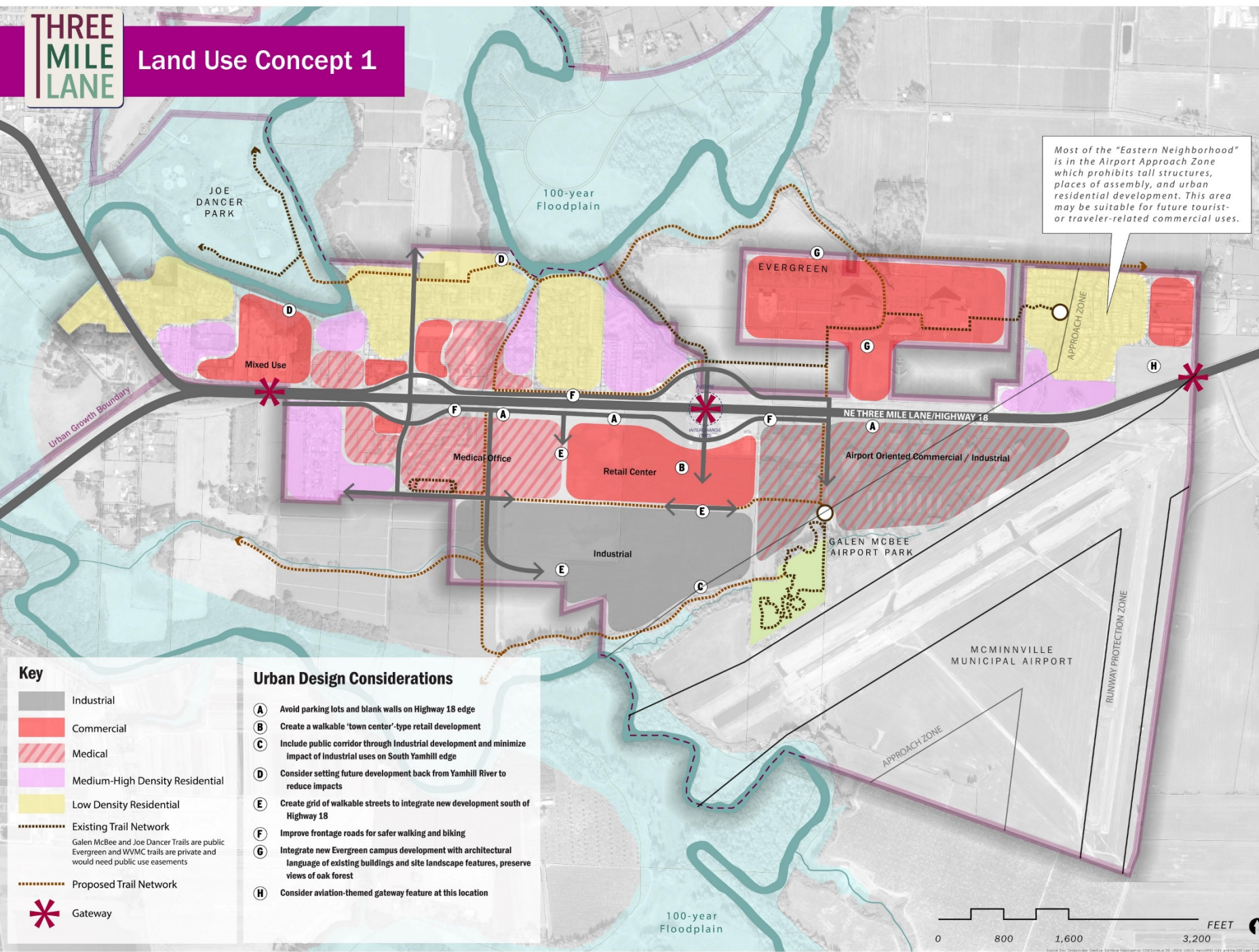
- Respect existing variety of housing types in Three Mile Lane and ensure diversity of design for future housing

13. Unique and Integrated Design Elements

- Ensure visibility from highway; Welcome to McMinnville
- Make functions of sites visible (airplanes, wine-making); continue expression of industry/making where applicable
- Aviation legacy: display large planes; consider sensation of low-flying planes, potential visual impact of sites from the air
- Consider local materials for cladding and building structure (timber, corrugated steel cladding, red brick)
- Use vibrant color

THREE MILE LANE

Land Use Concept 1



Most of the "Eastern Neighborhood" is in the Airport Approach Zone which prohibits tall structures, places of assembly, and urban residential development. This area may be suitable for future tourist- or traveler-related commercial uses.

Key

- Industrial
- Commercial
- Medical
- Medium-High Density Residential
- Low Density Residential
- Existing Trail Network
Galen McBee and Joe Dancer Trails are public
Evergreen and WVMC trails are private and
would need public use easements
- Proposed Trail Network
- Gateway

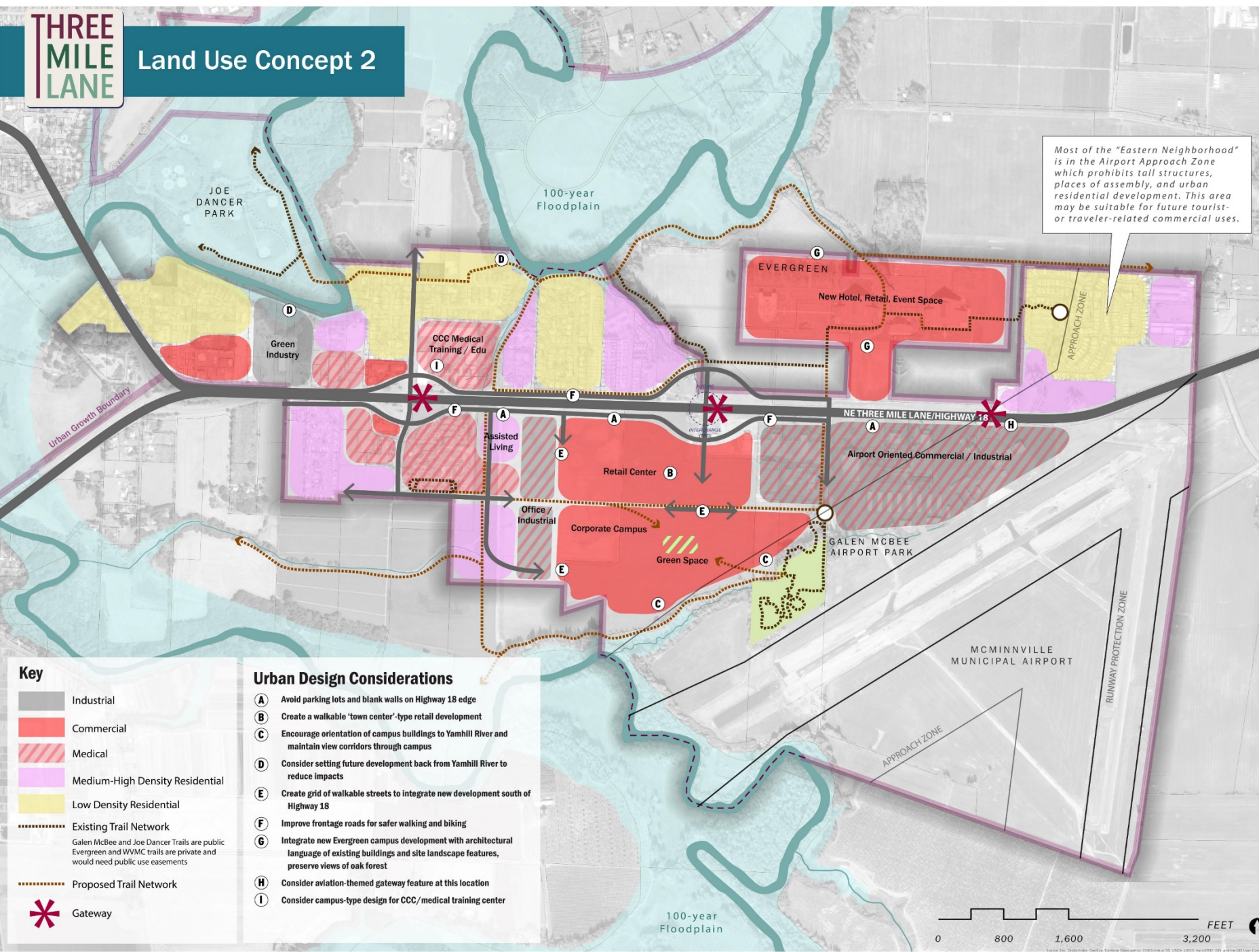
Urban Design Considerations

- (A)** Avoid parking lots and blank walls on Highway 18 edge
- (B)** Create a walkable 'town center'-type retail development
- (C)** Include public corridor through Industrial development and minimize impact of Industrial uses on South Yamhill edge
- (D)** Consider setting future development back from Yamhill River to reduce impacts
- (E)** Create grid of walkable streets to integrate new development south of Highway 18
- (F)** Improve frontage roads for safer walking and biking
- (G)** Integrate new Evergreen campus development with architectural language of existing buildings and site landscape features, preserve views of oak forest
- (H)** Consider aviation-themed gateway feature at this location



THREE MILE LANE

Land Use Concept 2



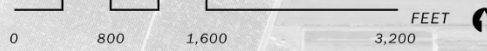
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Key

- Industrial
- Commercial
- Medical
- Medium-High Density Residential
- Low Density Residential
- Existing Trail Network
Galen McBee and Joe Dancer Trails are public Evergreen and WVMC trails are private and would need public use easements
- Proposed Trail Network
- Gateway

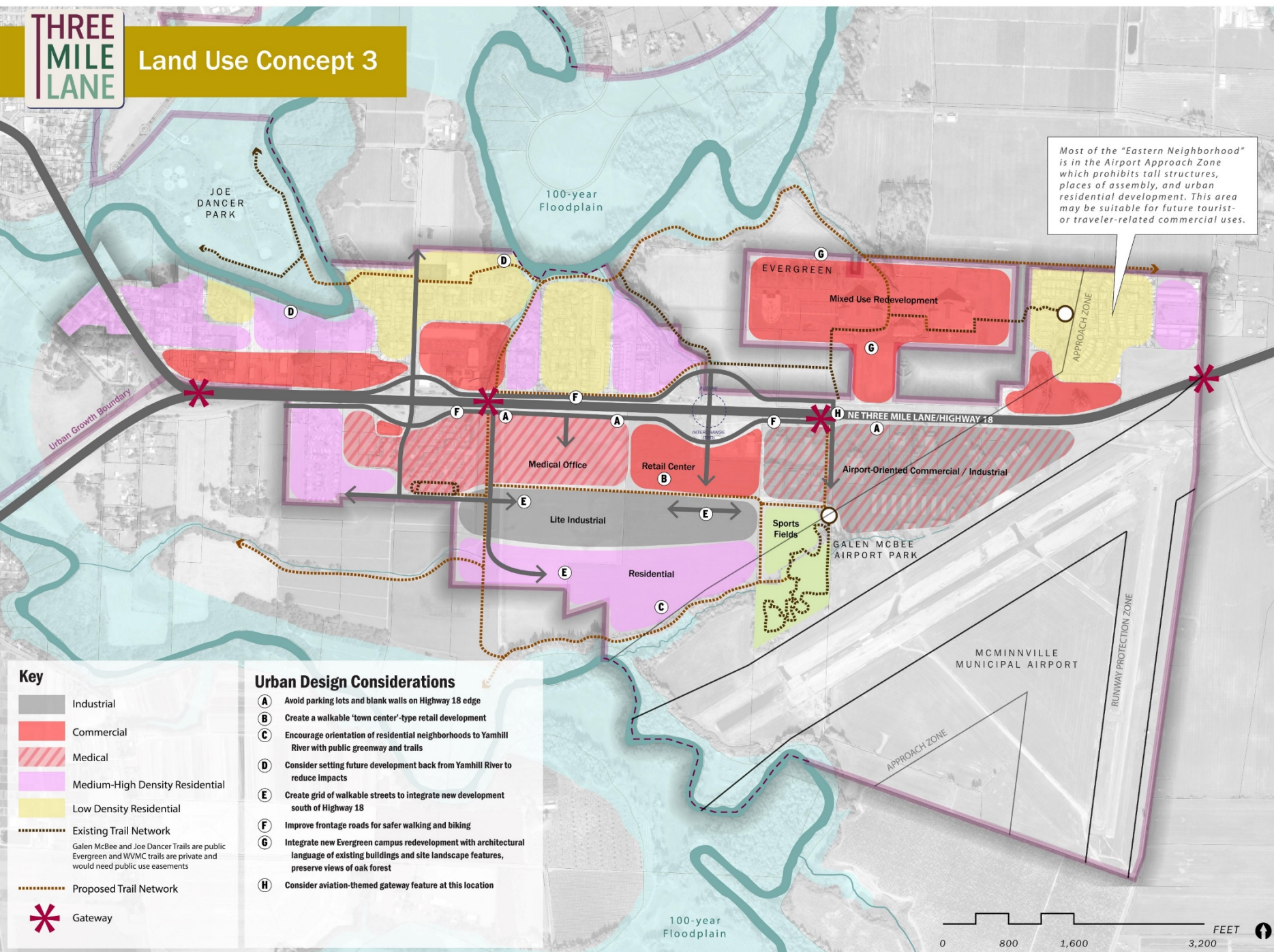
Urban Design Considerations

- (A)** Avoid parking lots and blank walls on Highway 18 edge
- (B)** Create a walkable 'town center'-type retail development
- (C)** Encourage orientation of campus buildings to Yamhill River and maintain view corridors through campus
- (D)** Consider setting future development back from Yamhill River to reduce impacts
- (E)** Create grid of walkable streets to integrate new development south of Highway 18
- (F)** Improve frontage roads for safer walking and biking
- (G)** Integrate new Evergreen campus development with architectural language of existing buildings and site landscape features, preserve views of oak forest
- (H)** Consider aviation-themed gateway feature at this location
- (I)** Consider campus-type design for CCC/medical training center



THREE MILE LANE

Land Use Concept 3



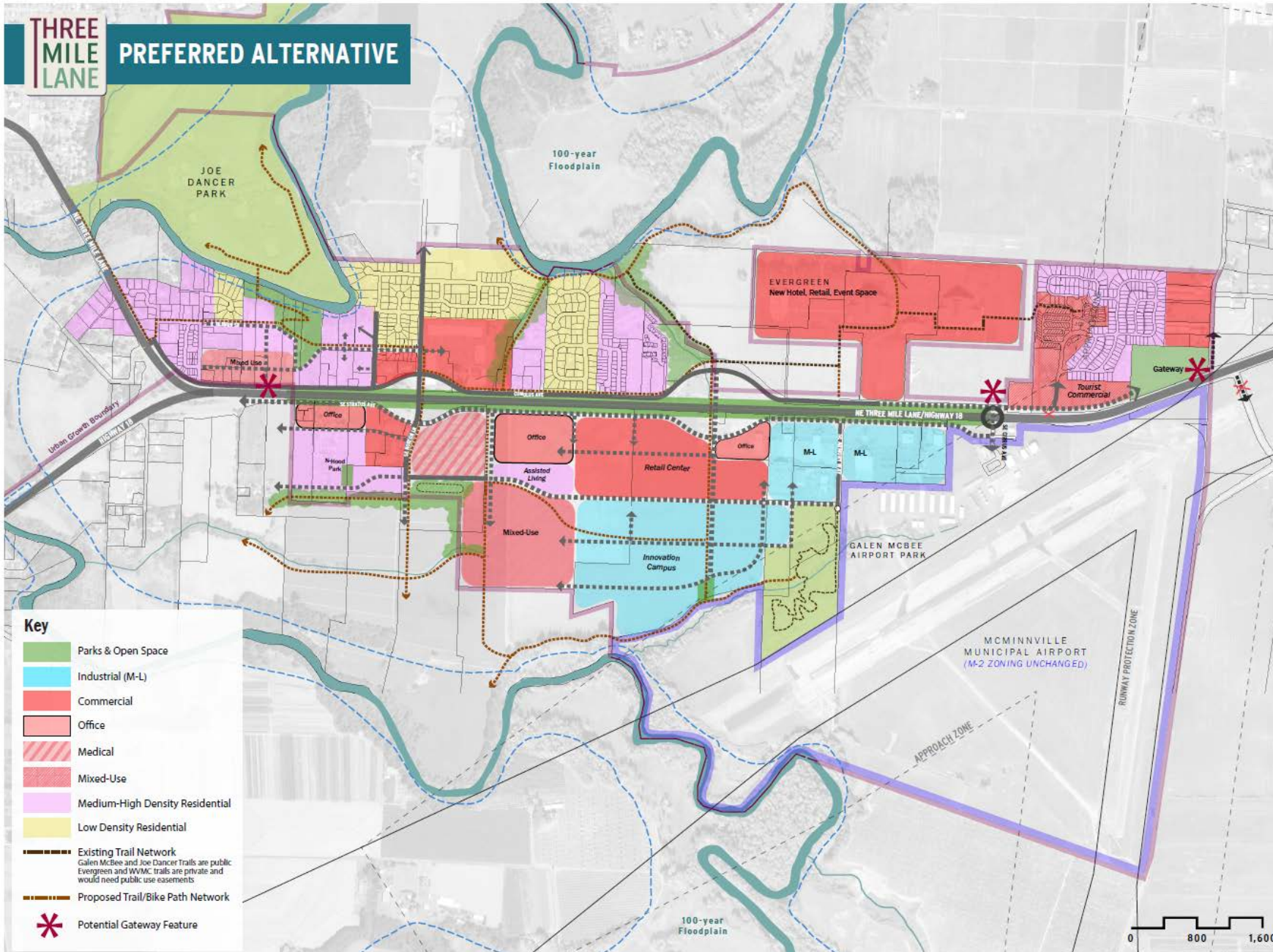
Most of the "Eastern Neighborhood" is in the Airport Approach Zone which prohibits tall structures, places of assembly, and urban residential development. This area may be suitable for future tourist- or traveler-related commercial uses.

Key

- Industrial
- Commercial
- Medical
- Medium-High Density Residential
- Low Density Residential
- Existing Trail Network
Galen McBee and Joe Dancer Trails are public
Evergreen and WVMC trails are private and
would need public use easements
- Proposed Trail Network
- ✱ Gateway

- Urban Design Considerations**
- (A)** Avoid parking lots and blank walls on Highway 18 edge
 - (B)** Create a walkable 'town center'-type retail development
 - (C)** Encourage orientation of residential neighborhoods to Yamhill River with public greenway and trails
 - (D)** Consider setting future development back from Yamhill River to reduce impacts
 - (E)** Create grid of walkable streets to integrate new development south of Highway 18
 - (F)** Improve frontage roads for safer walking and biking
 - (G)** Integrate new Evergreen campus redevelopment with architectural language of existing buildings and site landscape features, preserve views of oak forest
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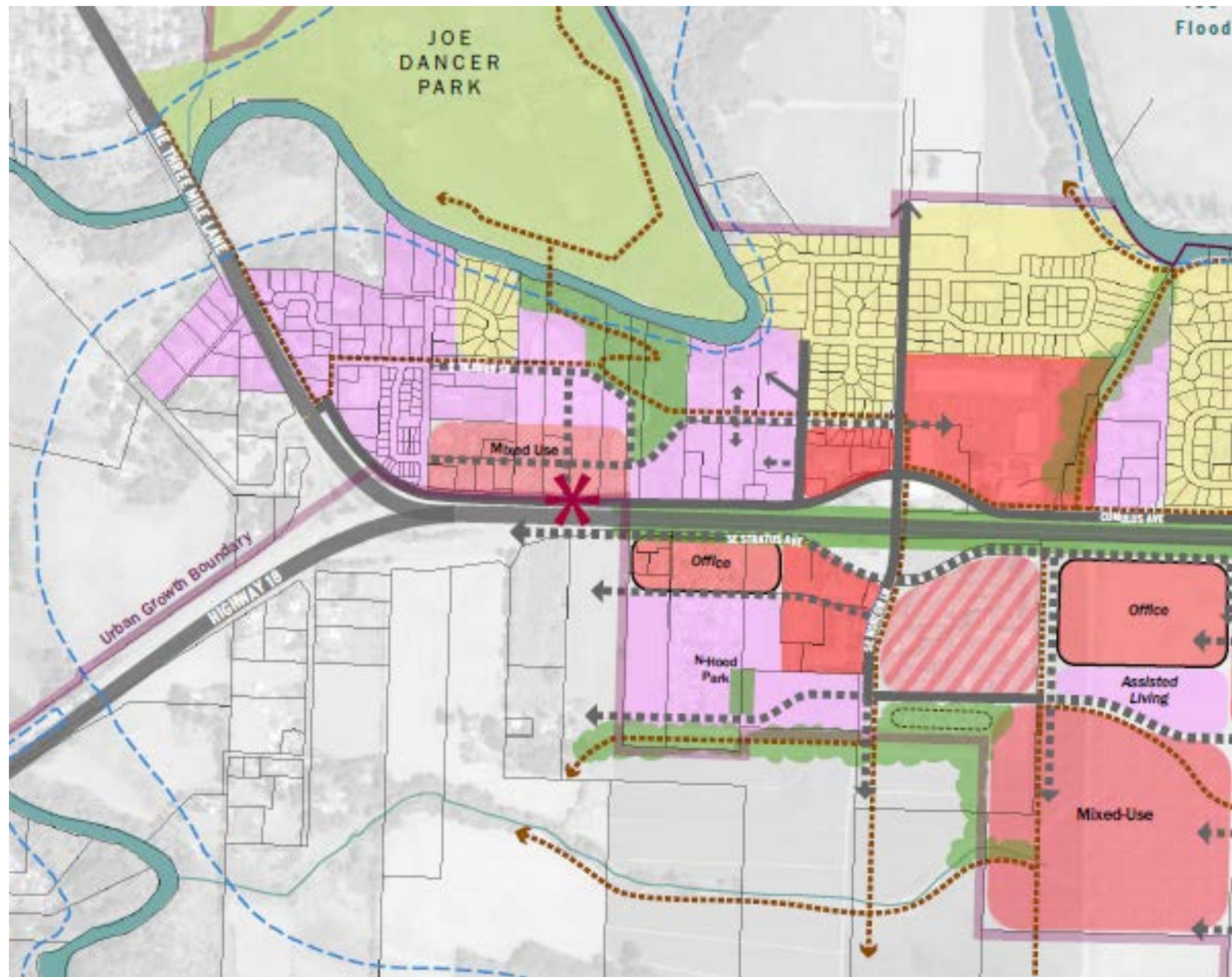




- Land Use Efficiencies – More Job Density and More Housing Density
- Walkable McMinnville Retail Center reflecting McMinnville’s unique charm.
- Corporate campus, with buildings oriented to Yamhill River; maintaining view corridors.
- Mixed-use and medical-related uses.
- Trails, Connectivity, Open Space, Protected Natural Features

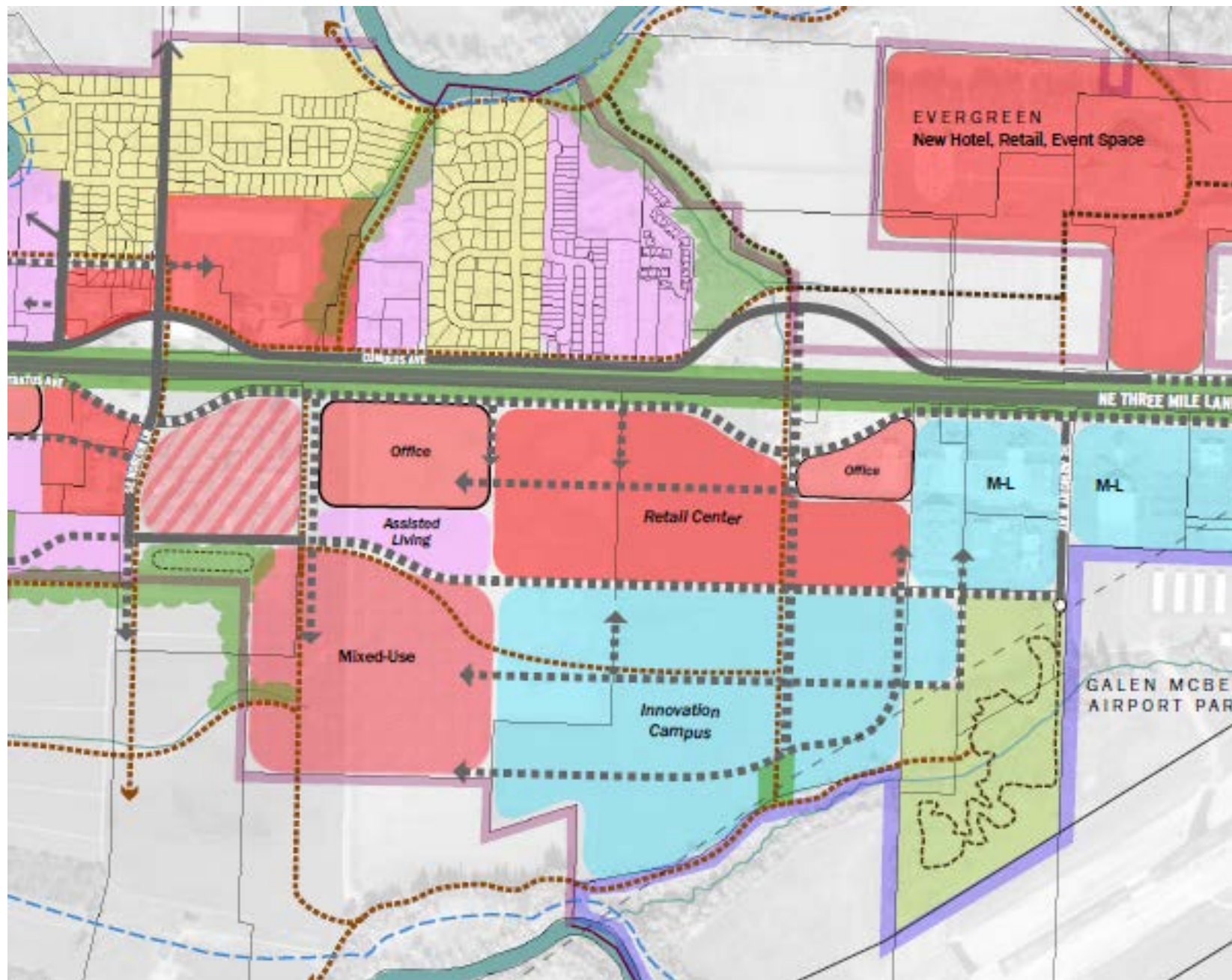
Key

- Parks & Open Space
- Industrial (M-L)
- Commercial
- Office
- Medical
- Mixed-Use
- Medium-High Density Residential
- Low Density Residential
- Existing Trail Network
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- Proposed Trail/Bike Path Network
- Potential Gateway Feature



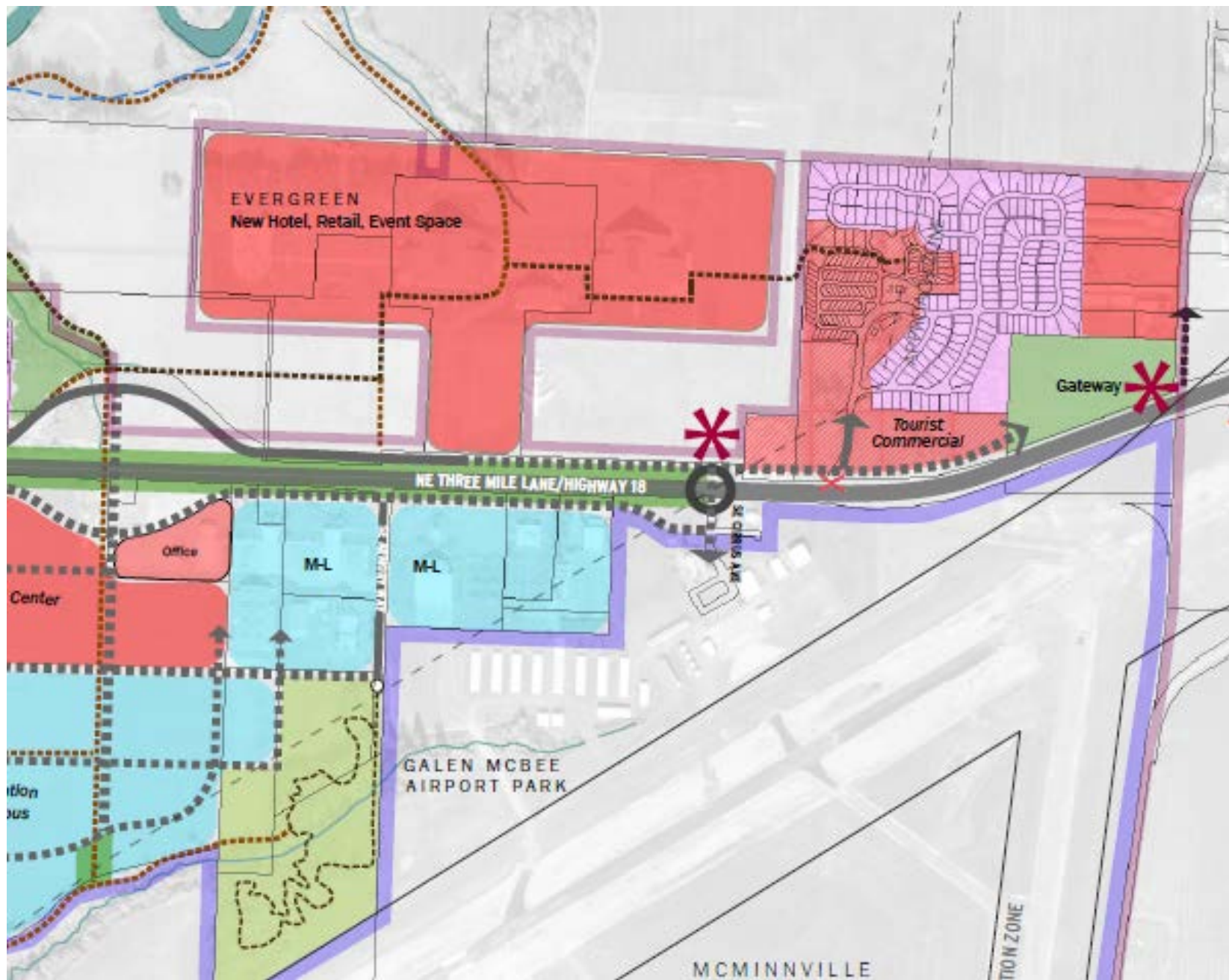
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- ✱ Potential Gateway Feature



Key Features: Walkable Commercial Center

- Gateway Location
- Connectivity





Key Features: Innovation Campus

- Local Identity
- Connectivity
- Parks and Open Space





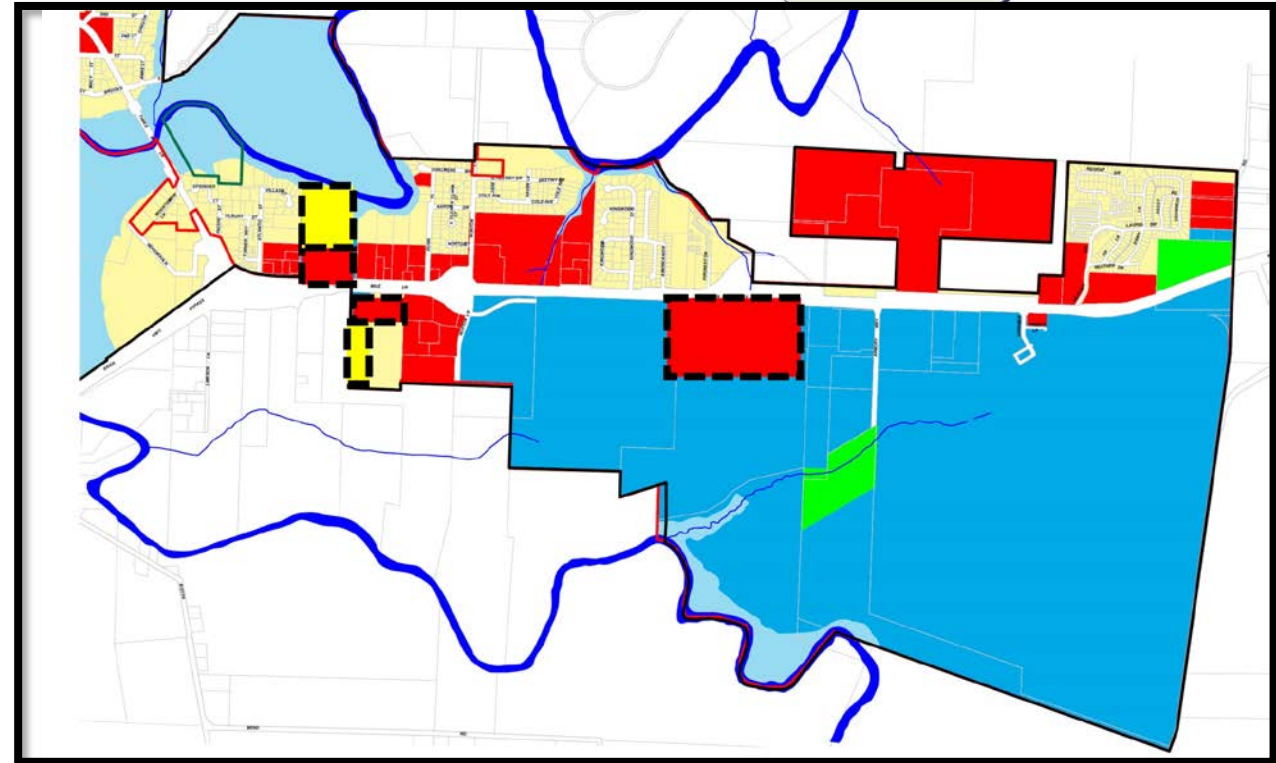
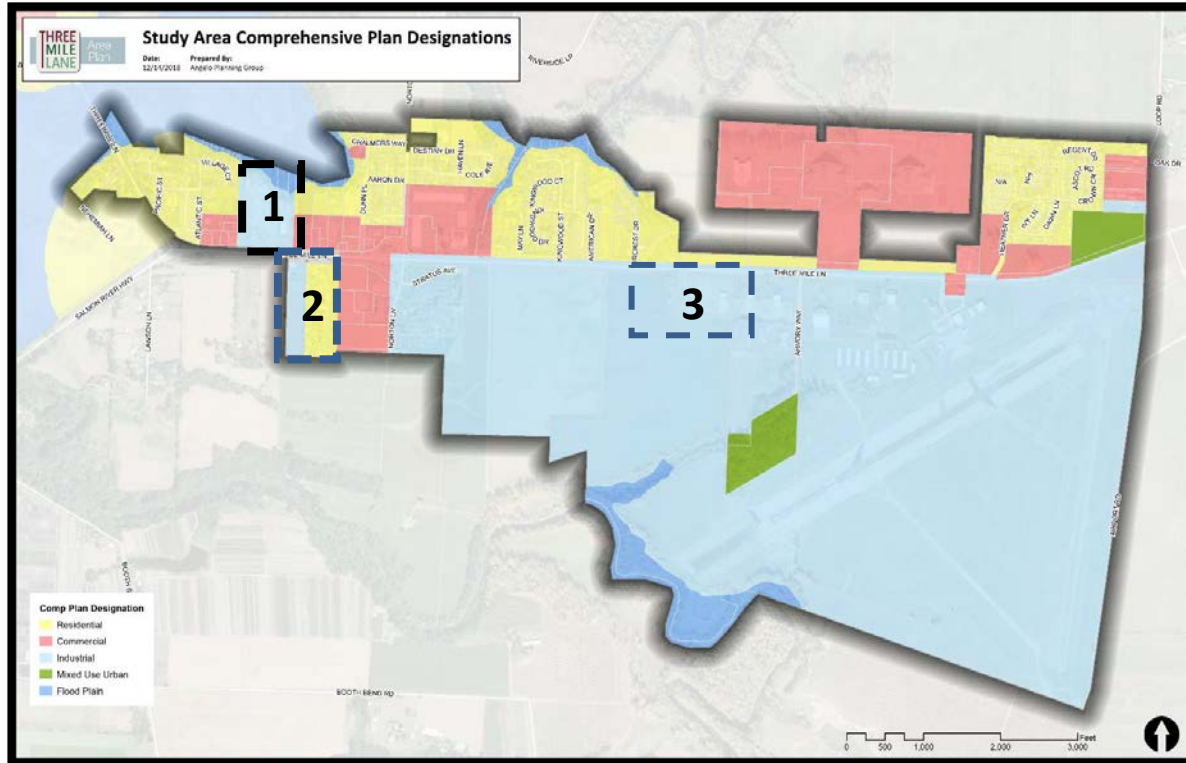
Key Features: Mixed-use Neighborhoods

- Local Street Grid with safe crossings
- Pedestrian-Oriented Buildings (no setbacks, parking behind buildings, pedestrian-scaled ground floor)
- Incorporate Natural Features



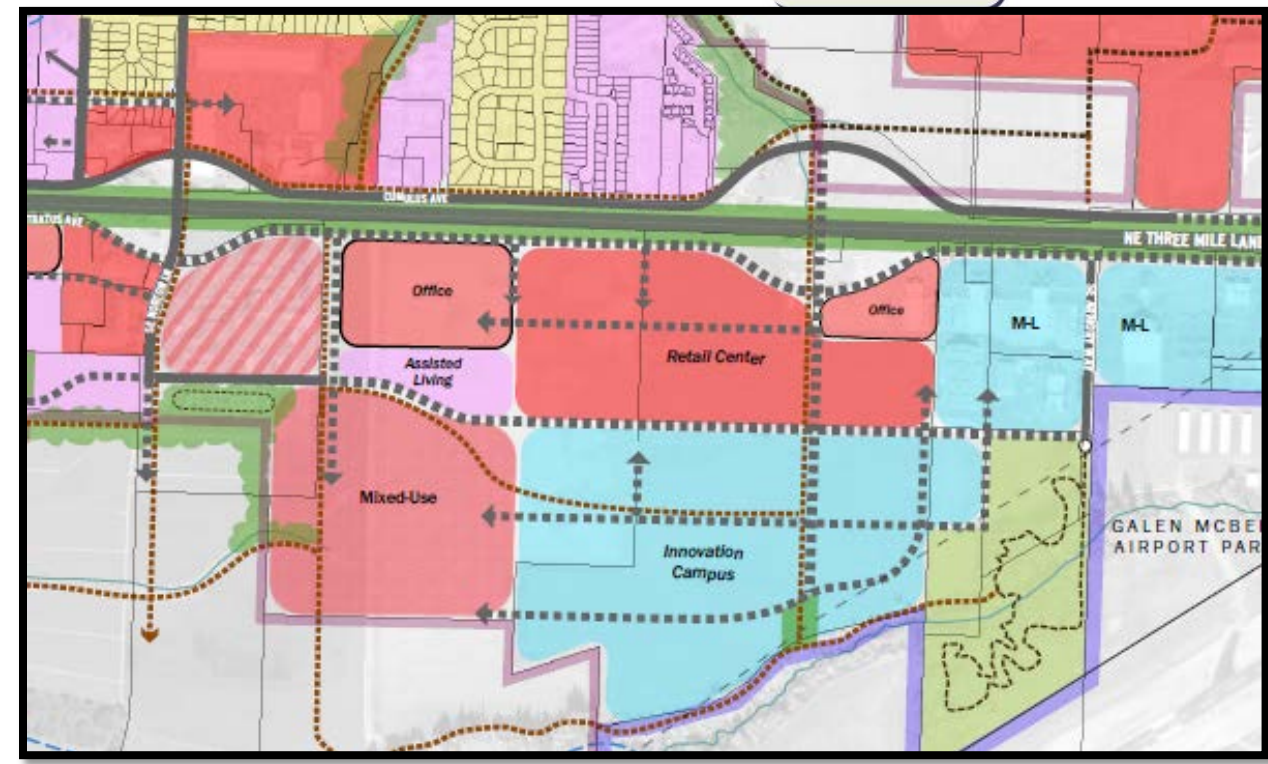
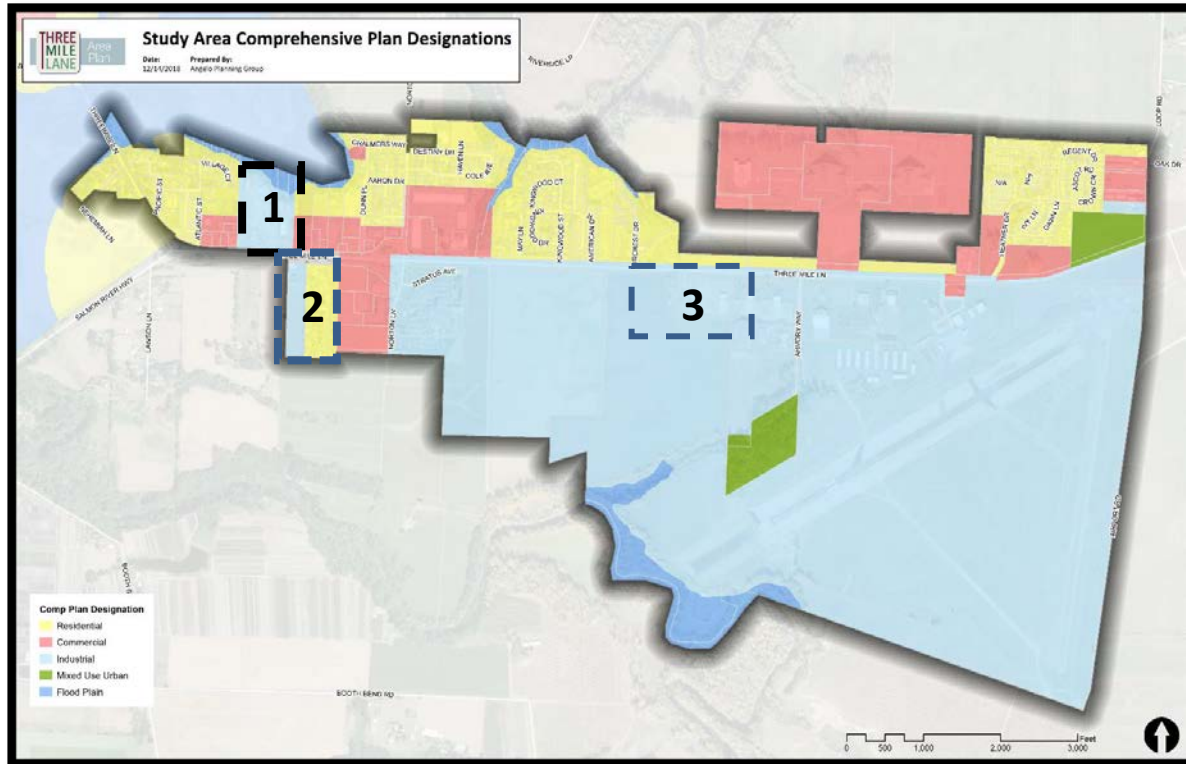


Comprehensive Plan Map Amendments



Site #	Gross Acres	Remove ROW/Unbuildable	Net
#1	18.62	10.32 Acres (5.0 Acres Open Space)	3.50 Acres Commercial/Mixed-Use 4.80 Acres Residential
#2	10.4 Acres	3.12 Acres	3.78 Acres Residential 3.50 Acres Commercial/Mixed Use
#3	50 Acres	17 Acres	33.00 Acres Commercial

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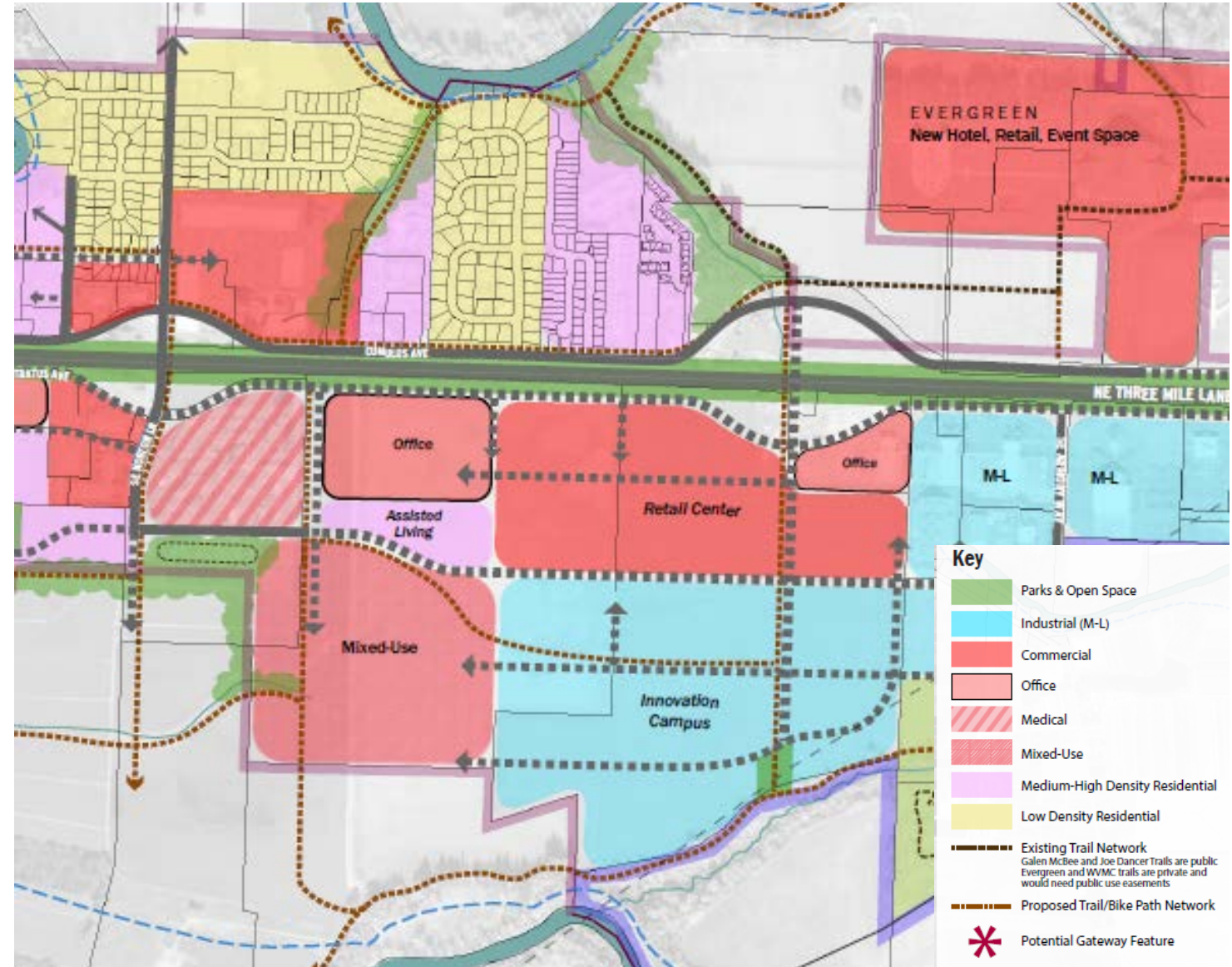


Area
Plan

**TALKING ABOUT THE COMMERCIAL REZONE ON THE
SOUTH SIDE OF HIGHWAY 18**

Why?

- ❑ In the public process it was identified as one of the number one priorities
- ❑ It is needed – commercial land supply
 - Land-Use Efficiency to protect surrounding farmland.
 - 2001 EOA, 2013 EOA, Draft 2020 EOA
- ❑ It is needed – retail leakage
 - Provisions
 - Greenhouse Gas Emissions
- ❑ It is needed – Food Desert for Residential Neighborhoods
- ❑ It is needed – Industrial Development
 - Support Innovation Center
 - Fund Needed Public Improvements



LAND-USE EFFICIENCY



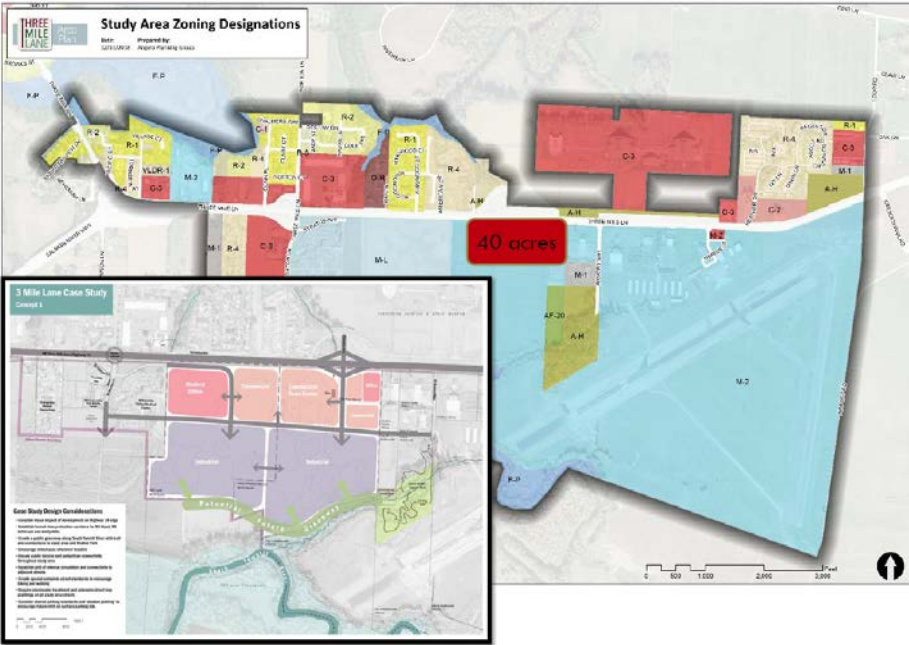
Area Plan

2001 EOA

(46 Industrial Acres Surplus,
106 Acres Commercial Deficit)

2013 EOA

(236 Industrial Acres Surplus,
36 Acres Commercial Deficit)



From Pages 56-57 of the 2013 EOA:

Figure 26. Comparison of Land Demand to Supply (2013-33)

	Acres by Plan Designation		Total Comments
	Commercial	Industrial	
Vacant Land Demand			Based on 2013-33 jobs forecast
Commercial	164.6	-	164.6 Commercial retail & service need
Industrial	-	145.1	145.1 Manufacturing & related sectors
Institutional	2.2	8.0	10.2 62% of need w/per job method
Totals	166.8	153.2	319.9 Employment land demand
Available Land Supply			Fully & partially vacant sites
2013 BLI Update	130.9	389.1	520.0 Revised per BLI update 7/13
Surplus/(Deficit)	(35.8)	235.9	200.1 As of 2033 forecast year

Notes: All acreage figures are rounded to nearest 1/10th of an acre.
Source: E. D. Hovee & Company, LLC.

However, the balance of land demand and supply is different for commercial than for industrial uses. As with the prior 2001/03 EOA projections, an anticipated surplus is indicated for industrial lands versus a shortfall associated with commercial lands:

- Commercial land demand is expected to exceed supply – resulting in a forecast shortfall of an estimated 36 acres through 2033.
- Industrial land demand is anticipated to come in well under the BLI supply – resulting in a surplus forecast at close to 236 acres over the 20-year planning horizon.

In summary, this EOA update indicates that industrial land needs can be more than amply met over the next 20 years while commercial land supply will fall short of meeting anticipated demand. Policy options that might be available to address this mismatch between anticipated supply and demand represent the next and final step in the EOA forecast allocation process.

48.70 Redesignation to Commercial. As an identified efficiency measure necessary to reduce the needed size of the “Phase 2” UGB amendment to meet additional Commercial land needs, the City shall initiate a change to the Comprehensive Plan and Zone Map to redesignate and rezone 40 acres of property along the south side of the Highway 18 frontage from commercial to industrial, leaving the rear portions in an Industrial designation. This recognizes that the City will retain an Industrial surplus as a result of adding the Riverside North area to the UGB as part of the “Phase 2” UGB amendment. (Ord. 5098, December 8, 2020)

Assuming that the Step 9 estimated commercial land shortfall of approximately 36 acres is addressed by re-designating at least this amount of acreage from industrial to commercial use, there would still remain an industrial surplus of up to 200 acres (above and beyond forecast 20-year industrial land needs). Per the Advisory Committee, this excess inventory is recommended to be allocated as a strategic reserve for currently unforeseen industrial and commercial development opportunities that might arise over the 20-year time horizon. This represents an increase from the 46-acre industrial land reserve provided with the most recent prior (2003) EOA update.

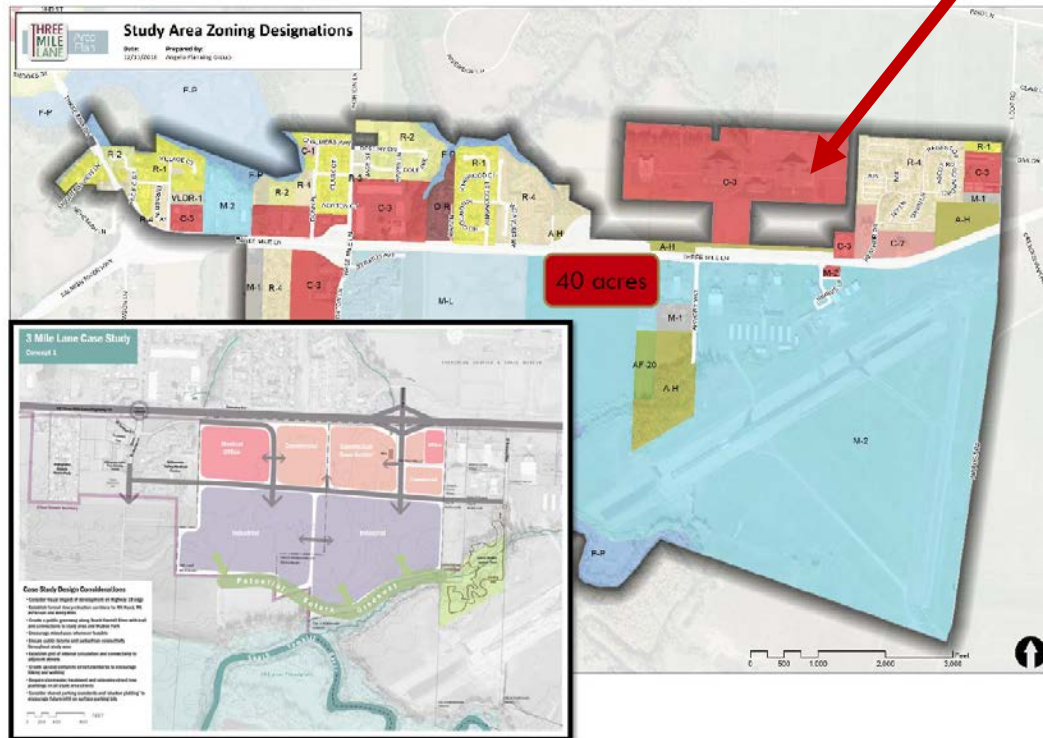
LAND-USE EFFICIENCY

(Commercial Land Need, Ordinance No. 5098)



2001 EOA
(46 Industrial Acres Surplus,
106 Acres Commercial Deficit)

26.7 Acres Gross Buildable Acres



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LAND-USE EFFICIENCY (Commercial Land Need, Rezone Surplus Industrial Land)



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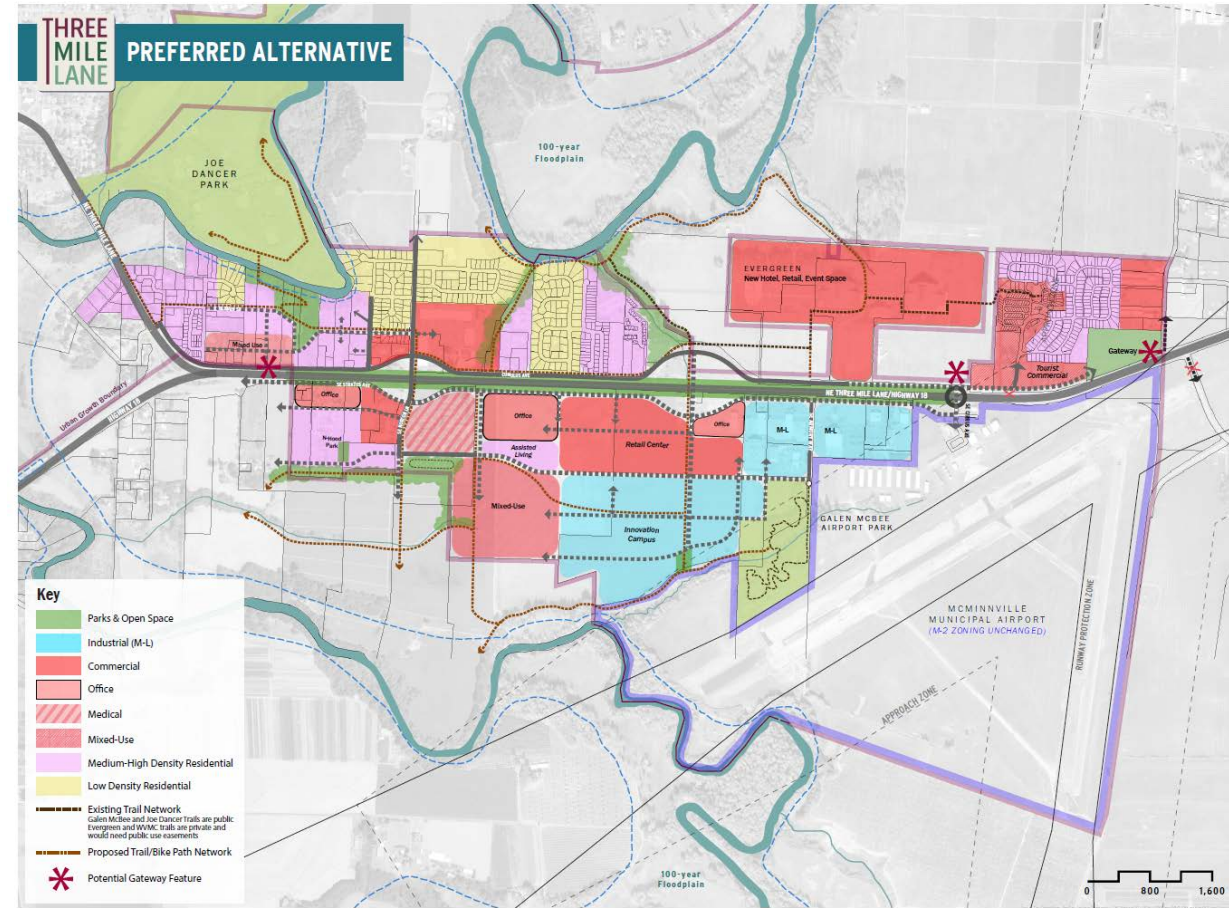
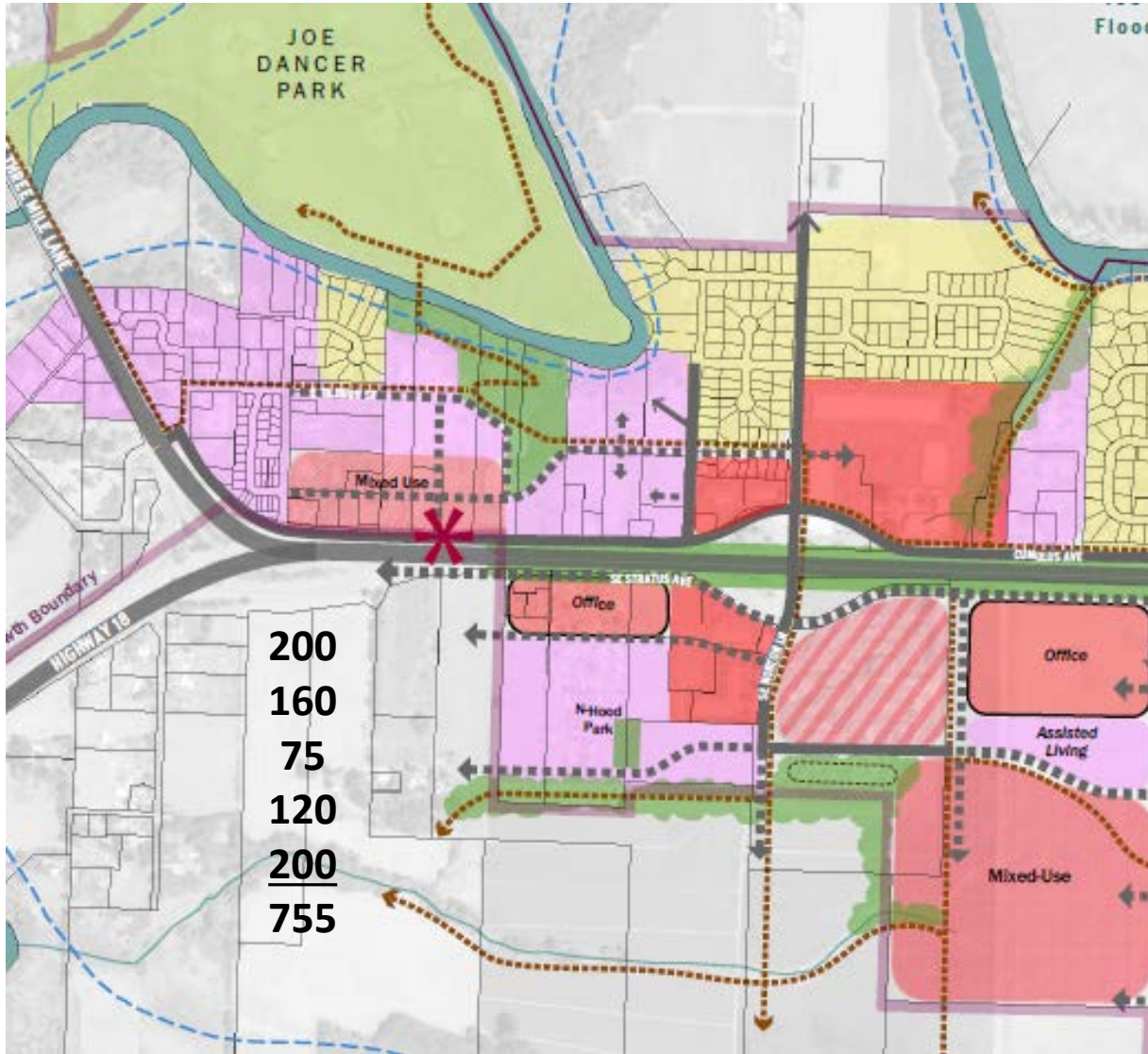
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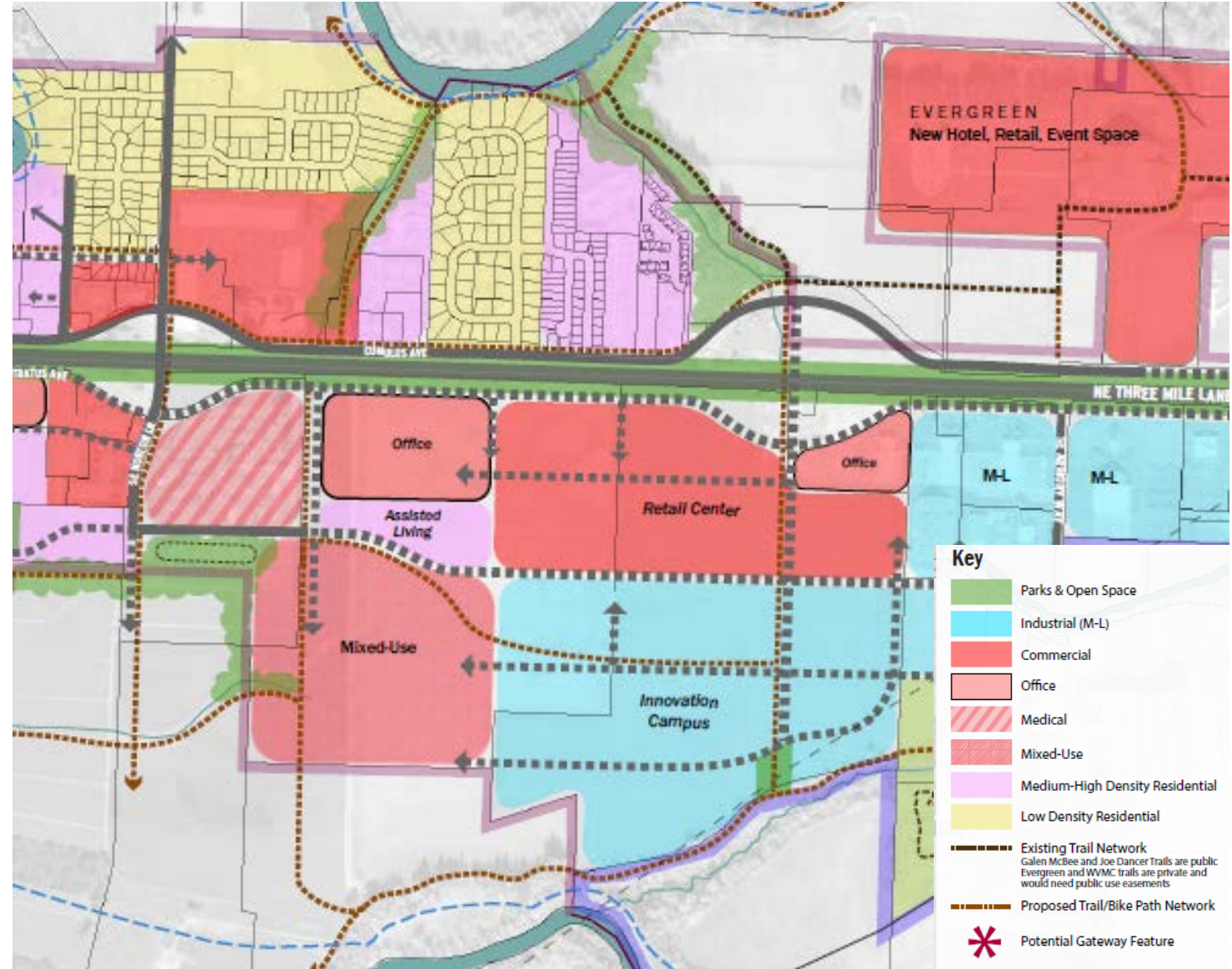
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FOOD DESERT



FOYC / 1000K CONCERNS

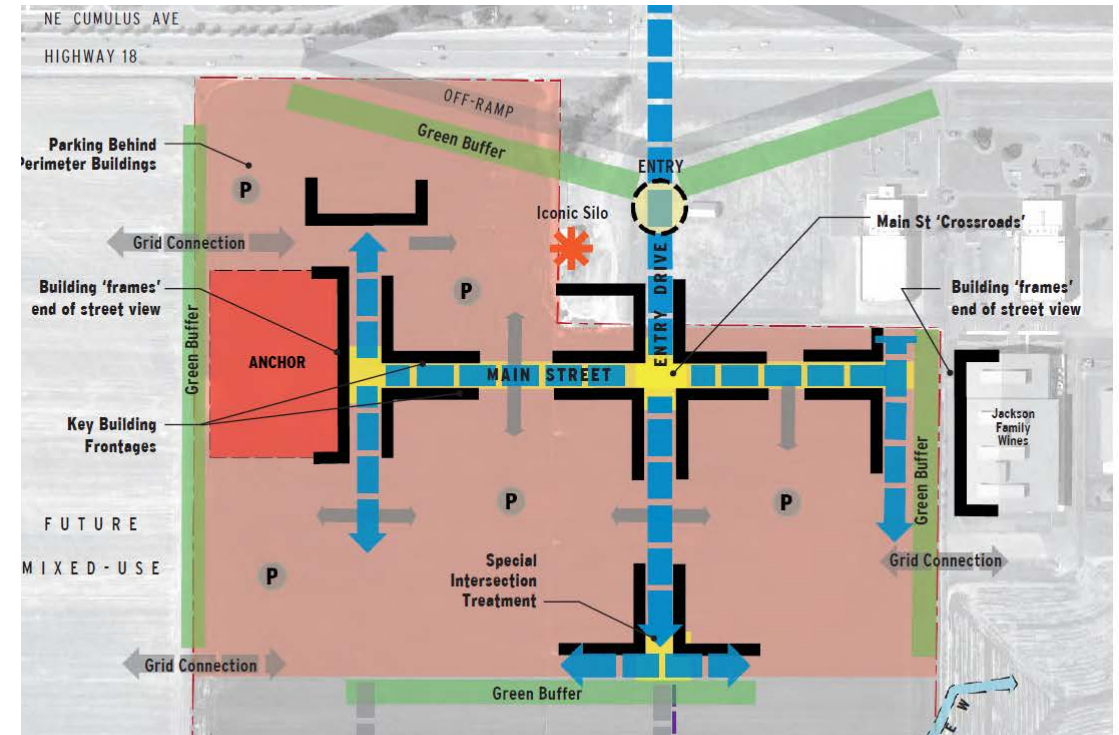
- ❑ Sea of Big Box Retail and Fast Food Drive-Thrus
 - We cannot control tenants but we can control how it is developed and what it looks like.
 - Proposed Design and Development Standards
- ❑ Loss of High-Wage Jobs
 - There are no jobs today
 - Employment land planning is not always about just the wages
 - Industrial Opportunities – Land Consumptive and Low Jobs
- ❑ Congestion on Highway 18
 - Science does not support the fear



MIXED-USE TOWN CENTERS

(Appendix E - Design and Development Standards)

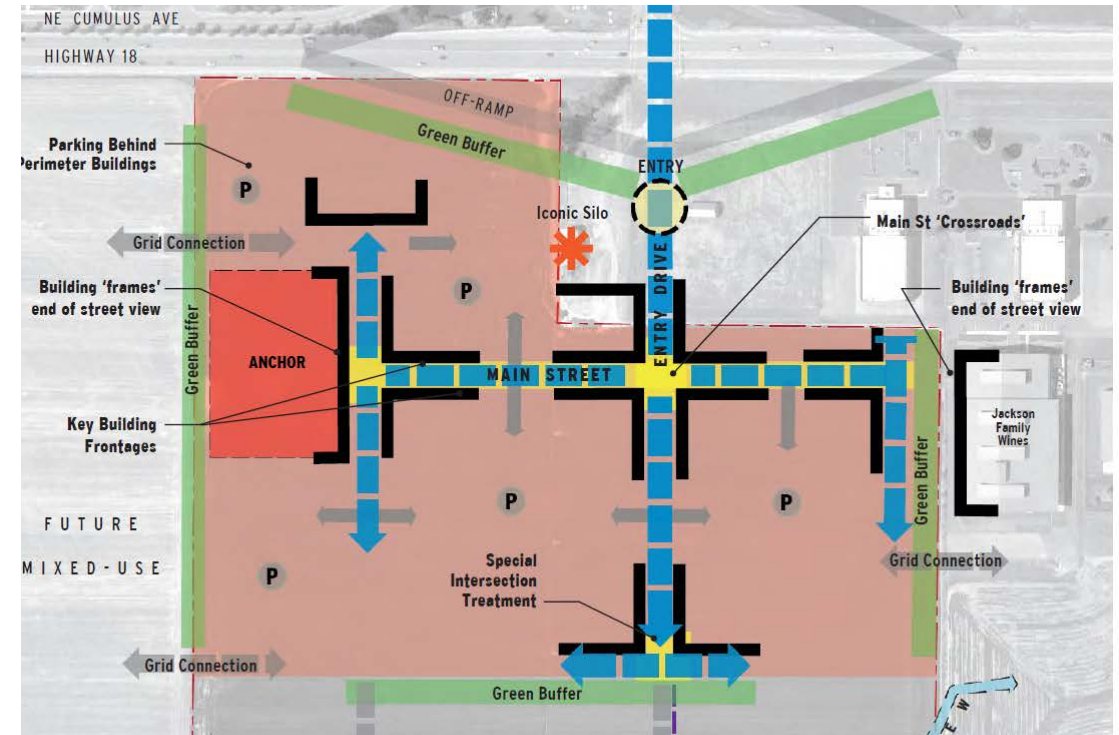
- Human-scale development that is pedestrian friendly.
- Walkable, narrow main streets connecting through the center, with parallel or angled on-street parking in front of retail storefronts.
- Public gathering spaces, bordered by dining and entertainment attractions, featuring play areas and flexible space for programmed public events.
- Shared parking lots, generally located behind buildings, featuring wide pedestrian walkways, EV charging stations, bicycle parking, and transit stops. As well as integrated stormwater treatment and ample landscaping including shade trees.
- Sustainable high-quality architecture, themed in a regionally appropriate way, with buildings placed in prominent locations that contribute to the quality of the pedestrian experience, versus behind large surface parking lots.
- Building edges that create 'frontage' on walkable streets or pedestrian walks, with higher-quality materials, generous windows and pedestrian-scale signage in the first 20-30' of elevation.
- Proximity and connection to a mix of other uses, to encourage walking from residential or office areas to the retail center.
- Generous landscape buffers between the retail center and roadways or parking lots while maintaining maximum visibility for retailers.
- A prominent entry to the site, with signage or a gateway feature.



MIXED-USE TOWN CENTERS

(Appendix E - Design and Development Standards)

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- Proximity and connection to a mix of other uses, to encourage walking from residential or office areas to the retail center.
- Generous landscape buffers between the retail center and roadways or parking lots while maintaining maximum visibility for retailers.
- A prominent entry to the site, with signage or a gateway feature.



Large Format Commercial Design Standards

MIXED-USE TOWN CENTERS



Walkable Streetscape with Active Ground Floors



Regionally-inspired architecture



Adjacent Mixed-Use

- Landscape Buffer
- Parking behind buildings

- Central 'Main Street':
 - Wide sidewalks
 - Street Trees
 - On-street parking
 - Active ground floors

Public gateway plaza

Gathering and event spaces

TOWN CENTER PRECEDENT STUDY: Old Mill District, Bend

MIXED-USE TOWN CENTERS

Figure 11. Retail Center Precedent: Orenco Station, Hillsboro, Oregon



KEY URBAN DESIGN ELEMENTS



Key Urban Design Elements

- **Local identity.** Maintaining the local identity through gateway design elements and development opportunities; establishing formal view protection corridors for Mt Hood, Mt Jefferson, and Amity Hills encouraging mixed uses whenever feasible; and mitigating the visual impact of development on the OR 18 edge.
- **Connectivity.** Transportation and connectivity have been major themes during the planning process. Connectivity—in terms of internal circulation to parks and recreational features and surrounding neighborhoods—is essential, including for pedestrians and cyclists.
- **Parks and open space.** The community has provided input on parks and open space opportunities, identifying the following: prioritizing connections to existing trails and open space (such as connections into Joe Dancer Park), creating a public greenway along South Yamhill River with trail and connections to the study area and McBee Park, and increasing open space opportunities in the study area adjacent to residential uses.

KEY URBAN DESIGN ELEMENTS



Encourage mixed uses whenever feasible



Buffer development on Highway 18 edge



Landscape Buffers



Establish view protection corridors

KEY URBAN DESIGN ELEMENTS



Regionally-inspired architecture; Barn and Industrial forms



**Establish connected blocks on grid of internal circulation
(Bridgeport Village example shown)**



New neighborhood entry identified with prominent signage



Well-landscaped off ramp and entry features provide beautiful transition into new neighborhood

KEY URBAN DESIGN ELEMENTS



Enclose surface parking lots with perimeter buildings



Distinctive massing and design for corner buildings



Parking lots with extensive landscape and clear pedestrian accessways



Incorporate historic grain silo into new town center

LOSS OF FAMILY WAGE JOBS

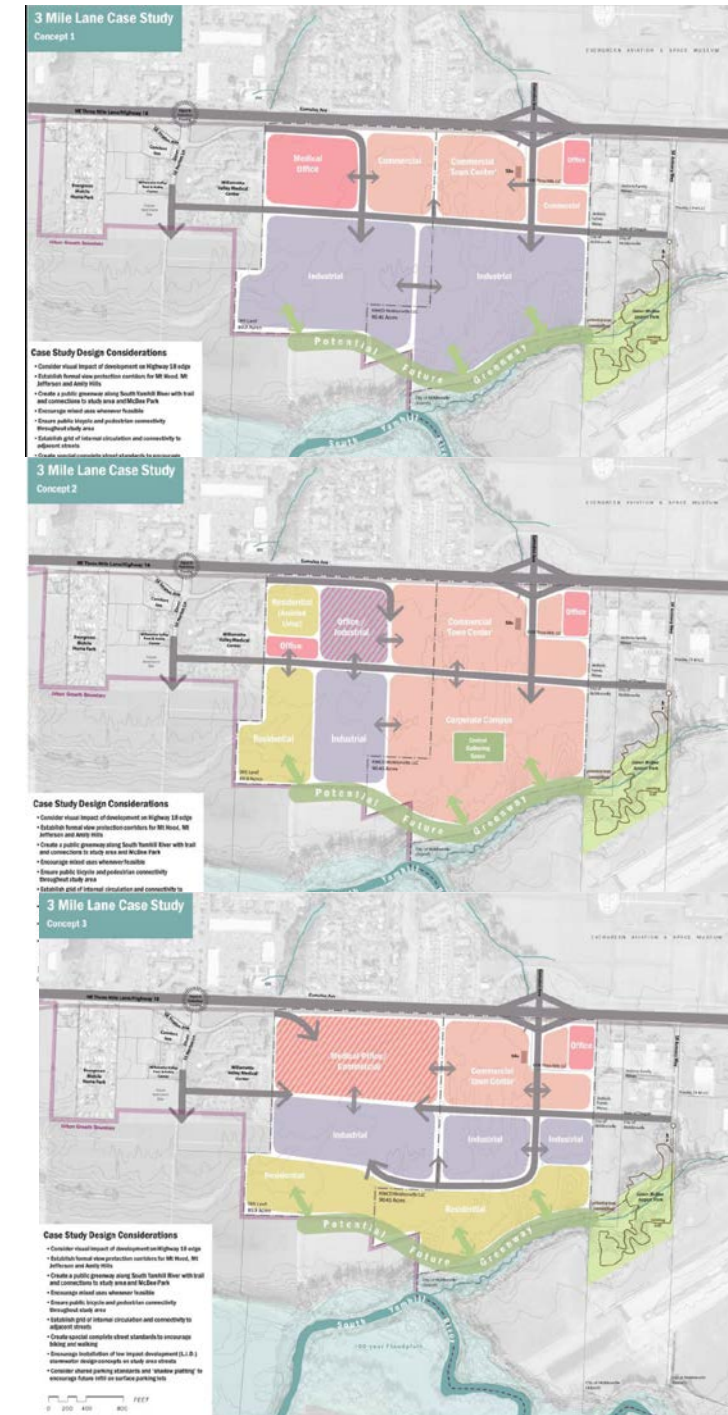
(Appendix C - Case Study Report)

	Building Sq. Ft.	Number of Jobs	Wages (\$m)	Bldg Val. (\$m)	Housing Units
"High" Scenario					
Concept 1	1,560,319	5,779	\$250	\$236	0
Concept 2	1,270,645	5,509	\$259	\$336	557
Concept 3	1,163,705	4,967	\$233	\$386	987
"Low" Scenario					
Concept 1	835,372	1,139	\$49	\$128	0
Concept 2	753,152	1,370	\$66	\$186	186
Concept 3	653,727	1,113	\$52	\$198	329

Pages 429 – 437 of meeting packet

January 20, 2022

Planning Commission Public Hearing



CONCEPT 1 – INDUSTRIAL EMPLOYMENT

(Appendix C - Design and Development Standards)



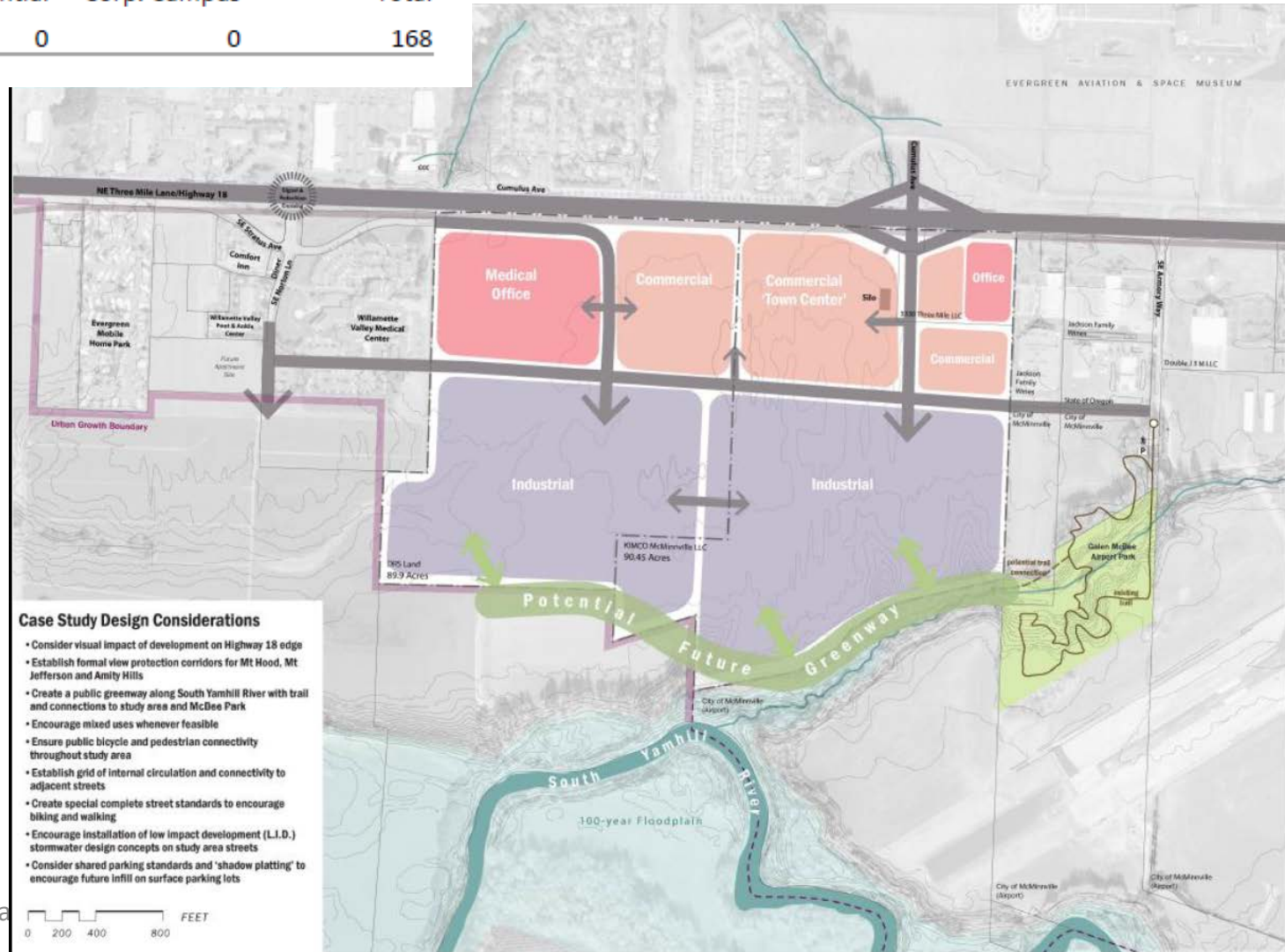
Program summary

	Office	Commercial	Industrial	Residential	Corp. Campus	Total
Acres	21.5	41.5	104.5	0	0	168

- Employment Focused
- No residential uses
- Medical offices adjacent to Hospital

Pages 429 – 437 of meeting packet

January 20, 2022



CONCEPT 2 – CORPORATE CAMPUS

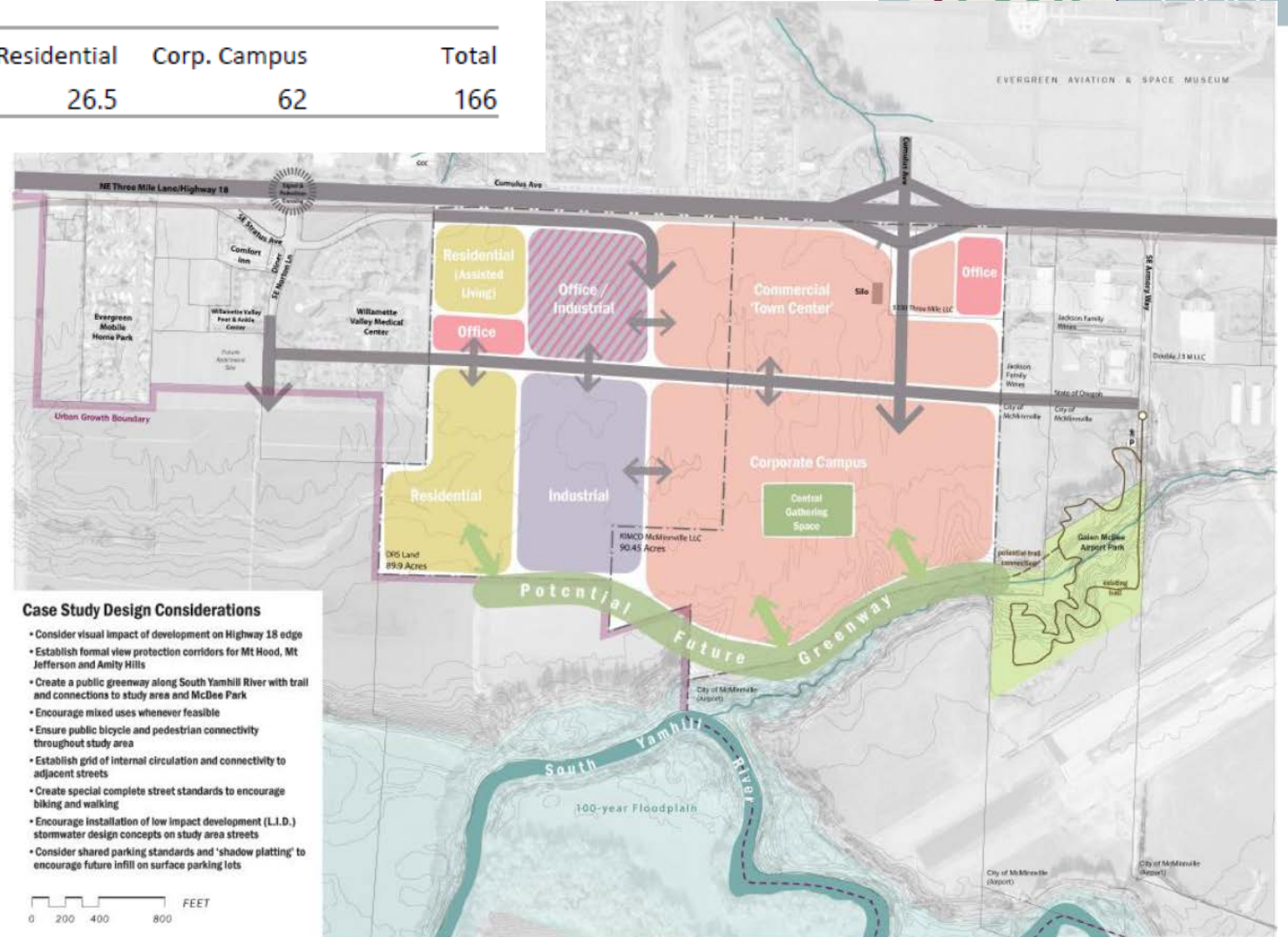
(Appendix C - Design and Development Standards)



Program summary

	Office	Commercial	Industrial	Residential	Corp. Campus	Total
Acres	20	37	20	26.5	62	166

- Corporate Campus – R & D, Innovation Center
- High Density Development
- Residential Included as Mixed-Use Opportunity



Pages 429 – 437 of meeting packet

CONCEPT 3 – MIXED USE NEIGHBORHOOD

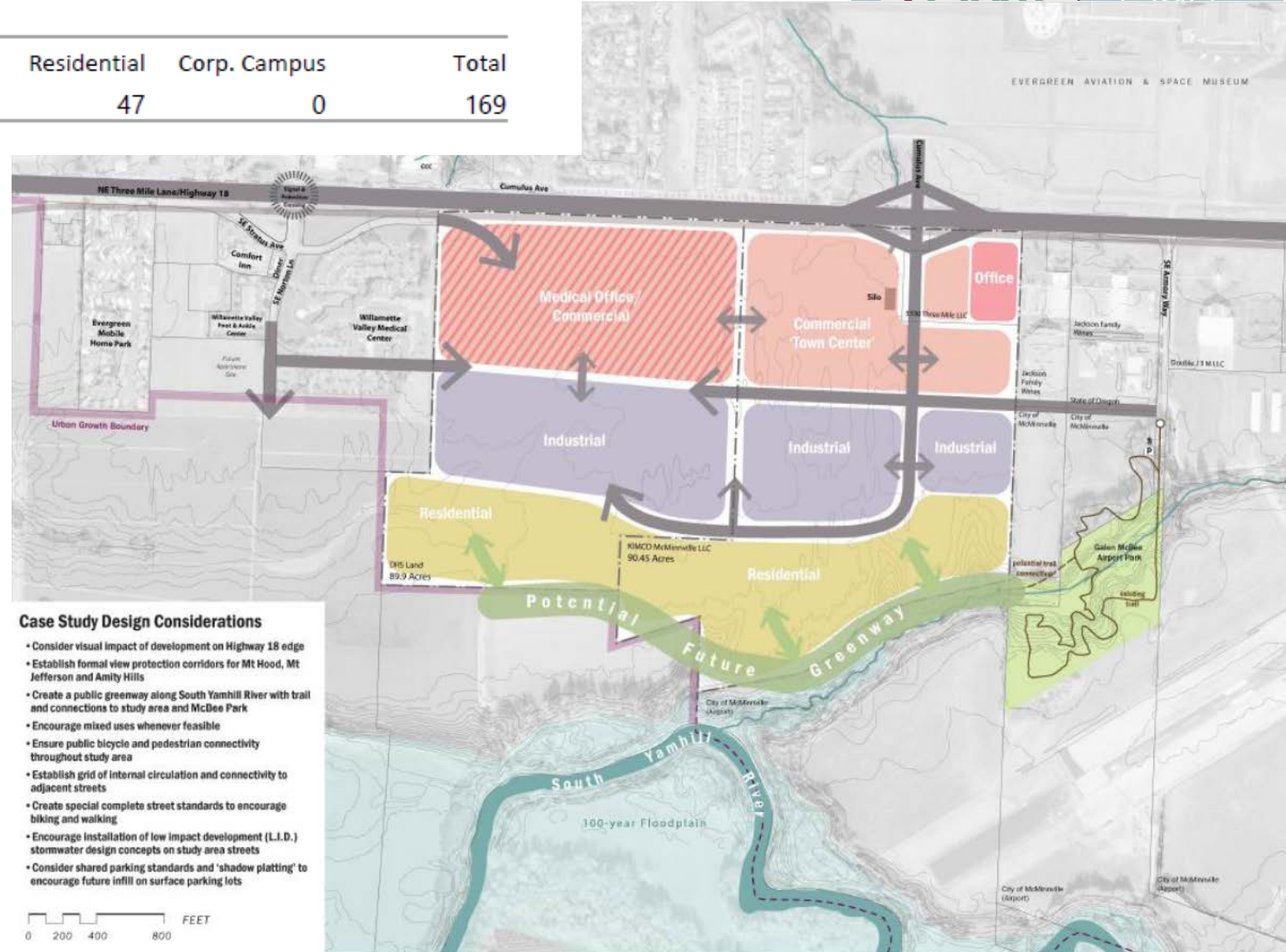
(Appendix C - Design and Development Standards)



Program summary

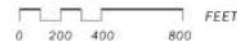
Acres	Office	Commercial	Industrial	Residential	Corp. Campus	Total
	40	30	51.5	47	0	169

- Balanced
- Office, Retail, Industrial and Residential



Case Study Design Considerations

- Consider visual impact of development on Highway 18 edge
- Establish formal view protection corridors for Mt Hood, Mt Jefferson and Amity Hills
- Create a public greenway along South Yamhill River with trail and connections to study area and McBee Park
- Encourage mixed uses whenever feasible
- Ensure public bicycle and pedestrian connectivity throughout study area
- Establish grid of internal circulation and connectivity to adjacent streets
- Create special complete street standards to encourage biking and walking
- Encourage installation of low impact development (L.I.D.) stormwater design concepts on study area streets
- Consider shared parking standards and 'shadow platting' to encourage future infill on surface parking lots



Pages 429 – 437 of meeting packet

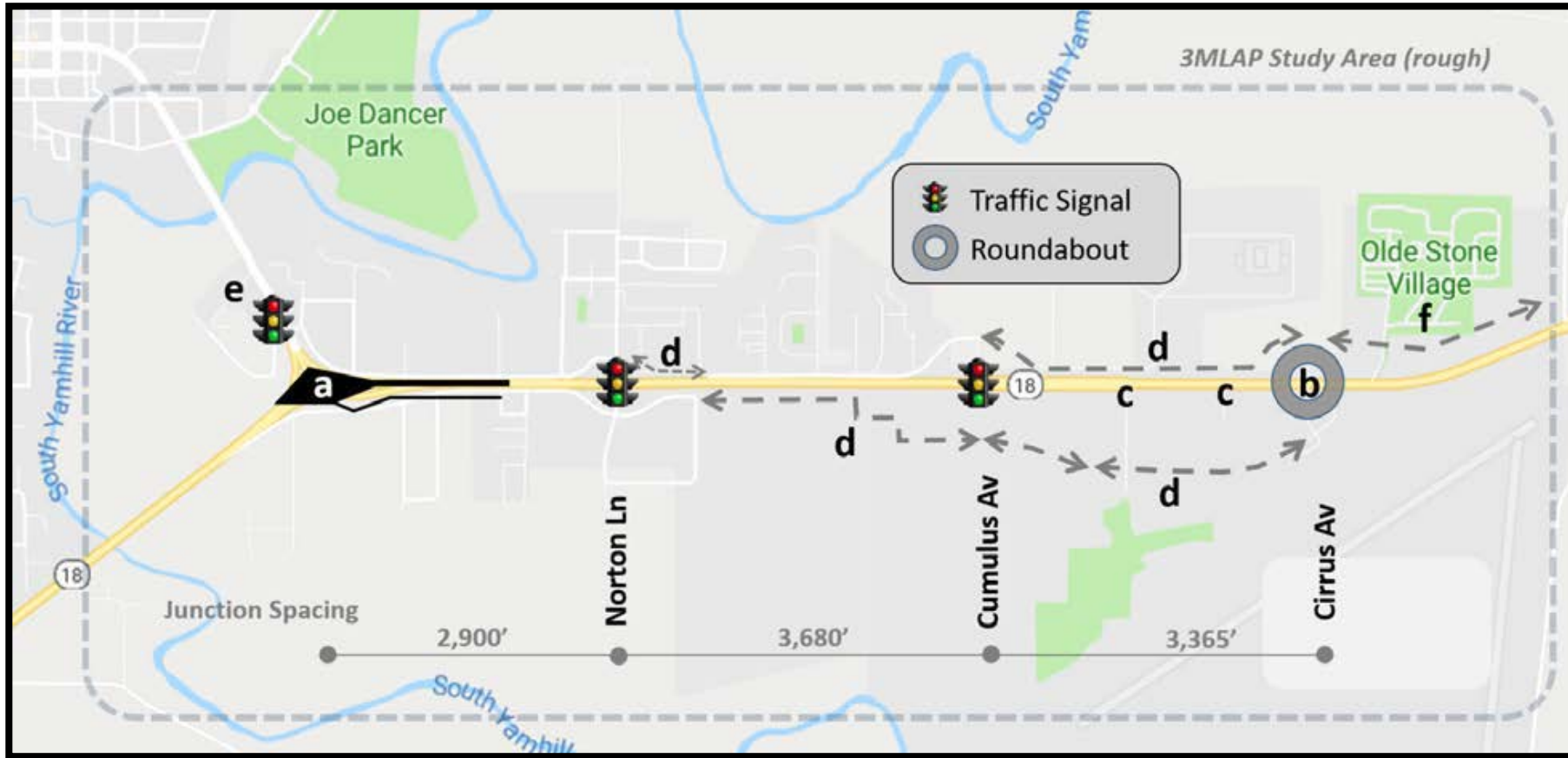


Area
Plan

**TRANSPORTATION –
HIGHWAY 18 IS STILL A BYPASS,
IT MEETS THE MOBILITY STANDARDS OF A
STATE EXPRESSWAY AND FREIGHT ROUTE**

TRANSPORTATION PLAN

(Appendix D – Evaluation and Screening)

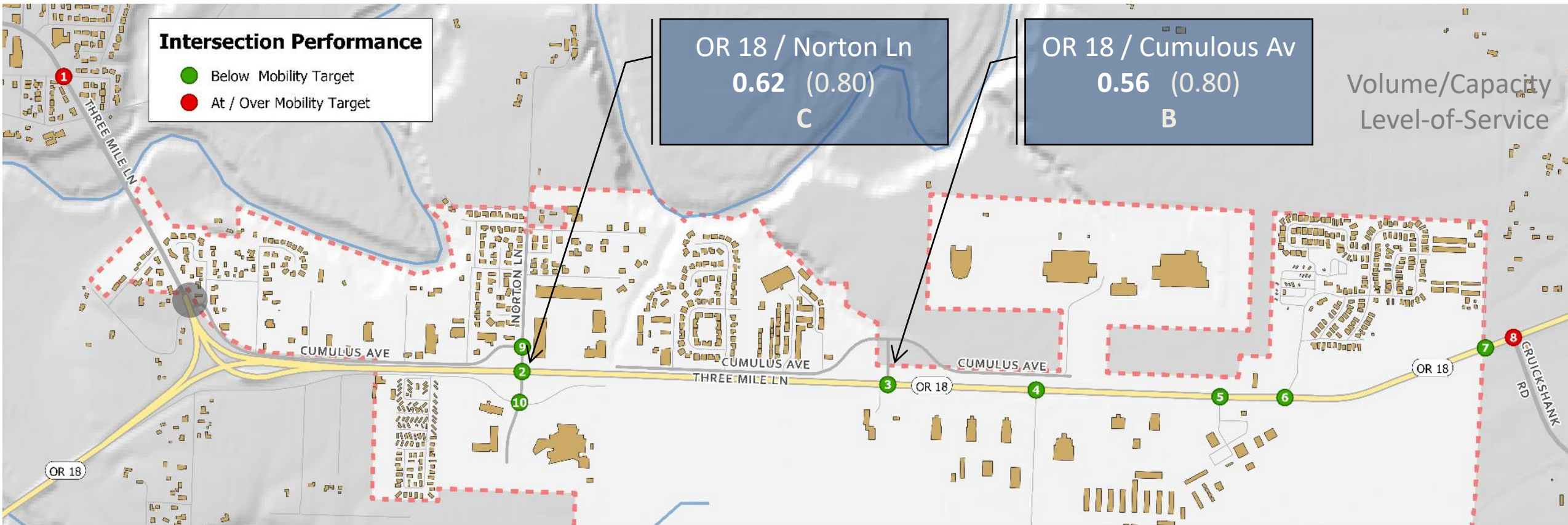


Pages 492 – 499 of meeting packet




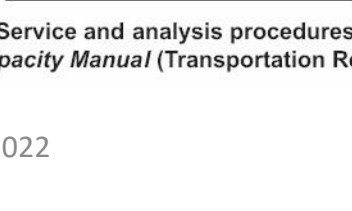
- Highway 18 is still a Bypass. It will remain a State Expressway and a Freight Route.
- Meets OHP mobility and access standards.
- Two signal intersections exist today – optimized.
- More of the local access roads are closed and a new controlled intersection at Cirrus is recommended.
- Frontage roads become a focus. Bike/Ped Connectivity
- No planned overpass is eliminated.

Vehicle System – Existing Conditions

Intersection Traffic Operations – P.M. Peak Hour



UNDERSTANDING LEVELS OF SERVICE

<u>LOS</u>	<u>What it looks like</u>	<u>Volume/Capacity Ratio</u>
A		<p>< 0.60</p> <ul style="list-style-type: none"> • Highest drive comfort • Little Delay • Free Flow
B		<p>0.601 - 0.70</p> <ul style="list-style-type: none"> • High degree of drive comfort • Little delay
C		<p>0.701 - 0.80</p> <ul style="list-style-type: none"> • Some delays • Acceptable level of driver comfort • Efficient traffic operation
D		<p>0.801 - 0.90</p> <ul style="list-style-type: none"> • Some driver frustration • Efficient traffic operation
E		<p>0.901 - 1.00</p> <ul style="list-style-type: none"> • Near Capacity • Notable Delays • Low driver comfort • Difficulty of signal progressions
F		<p>> 1.001</p> <ul style="list-style-type: none"> • Breakdown flow • Excessive delays

Levels of Service and analysis procedures are defined by the *Highway Capacity Manual* (Transportation Research Board, 2000)

TRANSPORTATION ANALYSIS - TMLAP

(two years)



Planning Horizon (2021 – 2041)

Updated McMinnville Transportation Model

- **2017 Existing Conditions**
- **Population Forecast to 2041**
- **Removed UGB Lands That Were Not Approved**
- **Included Regional Communities Adjacent to McMinnville**
- **Assumed Full Buildout by 2041**

Scenario – Proposed Land Use Alternative

**Evaluated for Compliance with OHP
(Highway 18 as State Expressway)**

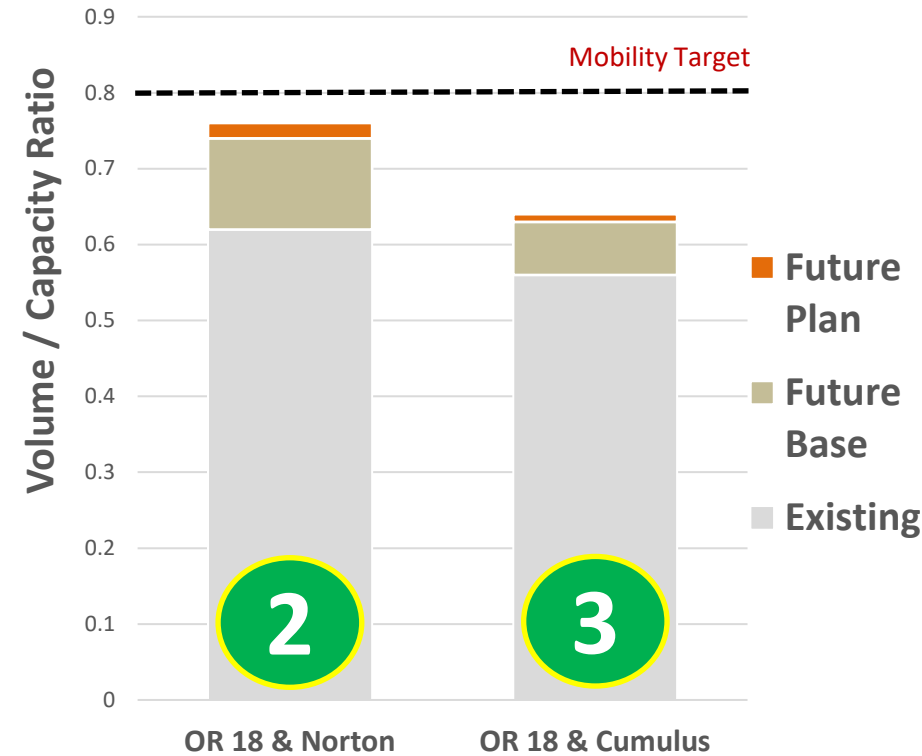
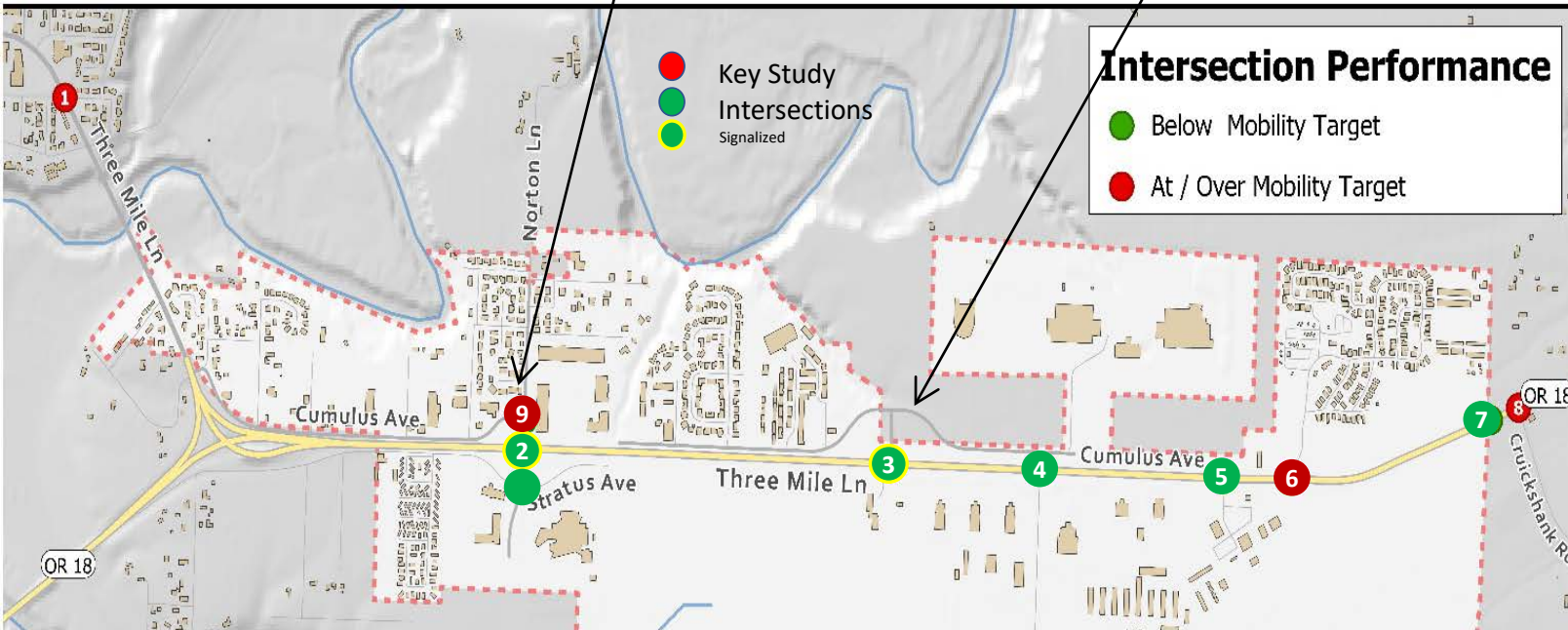
Vehicle Performance



2041 P.M. Peak Hour - Base

OR 18 / Norton Ln
0.74 (0.80)
C

OR 18 / Cumulus Ave
0.63 (0.80)
B 1



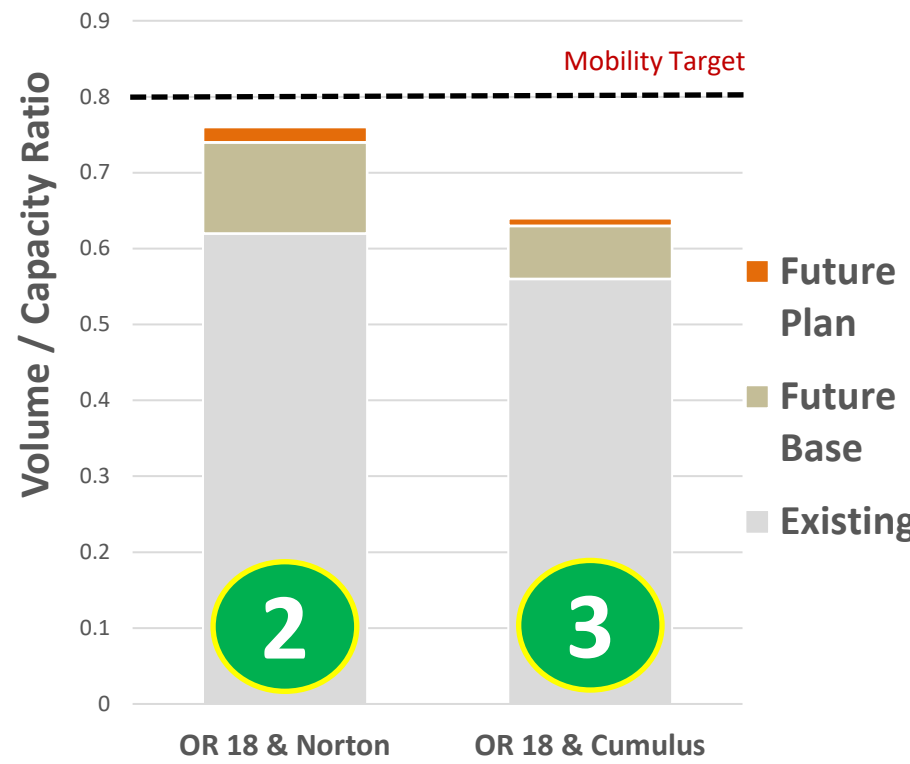
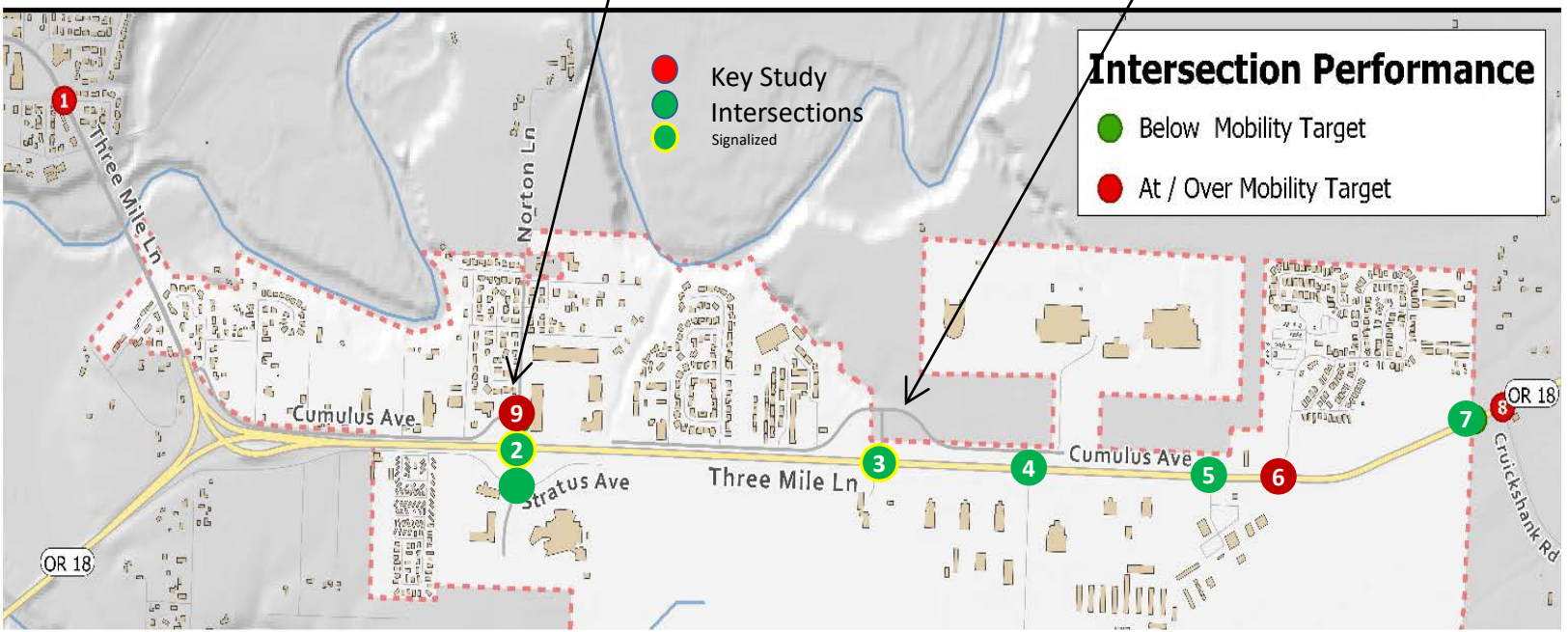
Vehicle Performance



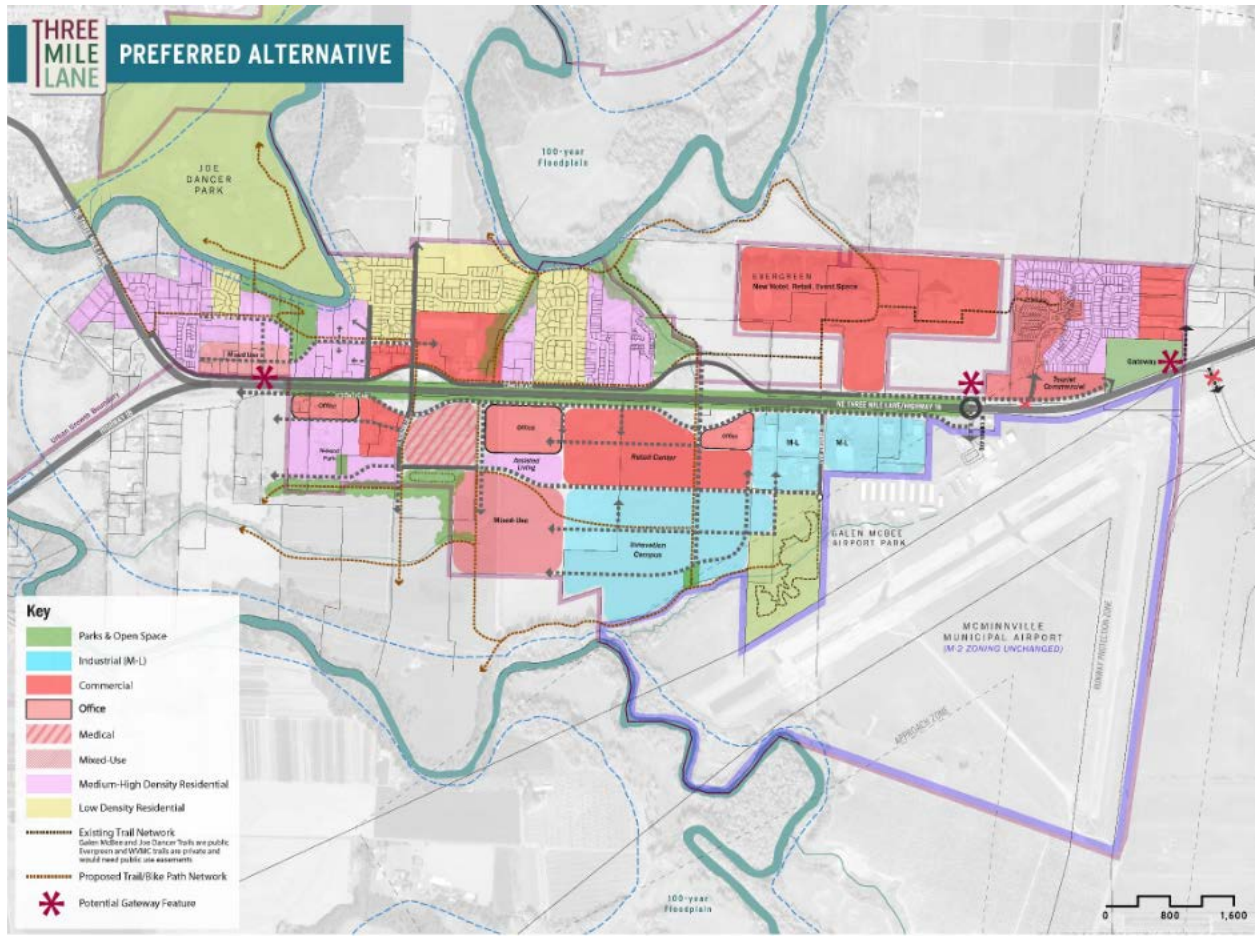
OR 18 / Norton Ln
0.76 (0.80)
C

OR 18 / Cumulus Ave
0.64 (0.80)
B 1

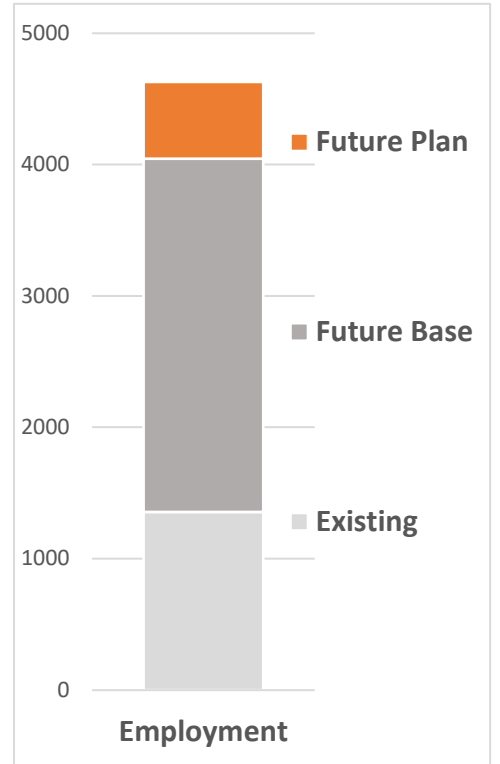
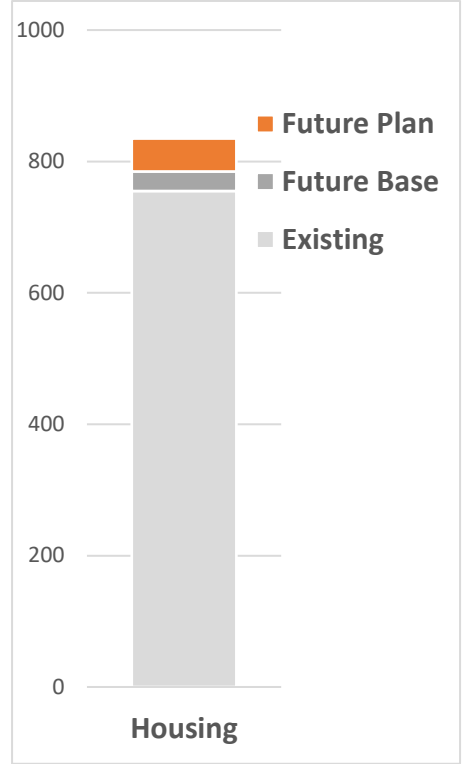
2041 P.M. Peak Hour – Preferred Land Use Alternative



Preferred Land Use Alternative



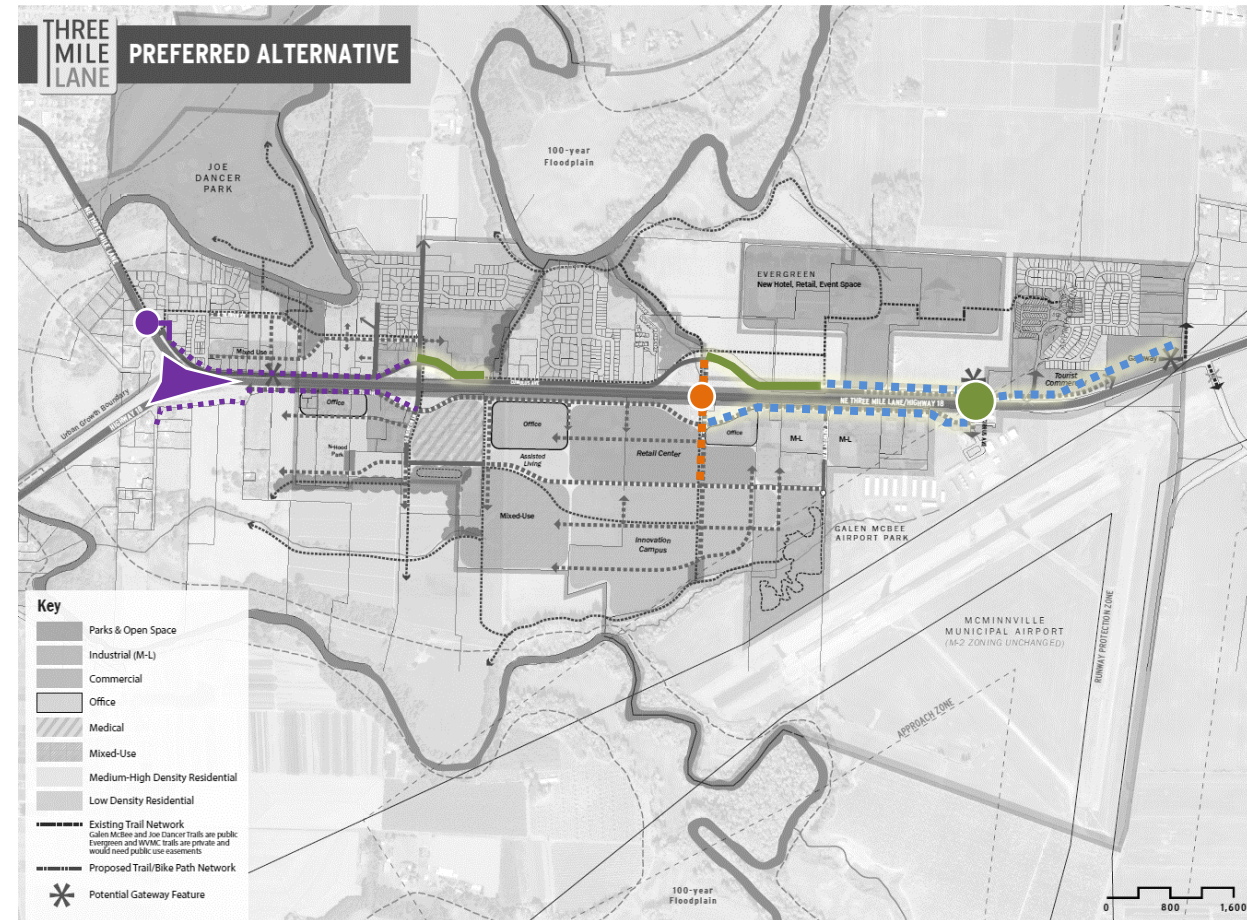
Study Area Demographics



Concept Phasing and Costs



Phase	Description	Notes	Cost - 2021 Dollars (millions)	
			Low	High
1 Independent State and/or City Projects				
	New Multi-Lane Roundabout at OR 18 and Cirrus Avenue		\$8.0	\$10.0
	Construct Bicycle Lanes and Sidewalks on NE Cumulus Avenue from Cumulus Avenue to Evergreen Air and Space Museum Entrance		\$0.4	\$0.6
	Extend Cumulus Avenue East from Norton Lane and Modify Intersection Traffic Control at Existing Norton Lane/Cumulus Avenue Intersection	[1]	To be determined	
2 City/State Projects Reliant on Completion of New OR 18/Cirrus Roundabout				
	Disconnect Loop Road from OR 18 and Re-align to Cirrus Avenue		\$2.5	\$3.0
	New OR 18 Frontage Roads Between Cumulus Avenue and Cirrus Avenue (both north and south of OR 18)	[2]	To be determined	
3 City/State Projects Commensurate with/Reliant on New Extension of Cumulus Avenue South of OR 18				
	Construct Cumulus Avenue south of OR 18	[2]	To be determined	
	Revise Traffic Signal at OR 18/Cumulus Avenue Intersection		\$1.1	\$1.2
	Construct Bicycle Lanes and Sidewalks on Cumulus Avenue from OR 18 to NE Cumulus Avenue		\$0.5	\$0.7
4 State and City Projects Commensurate with or Reliant on New OR 18/Three Mile Lane Interchange				
	Reconstruct OR 18/Three Mile Lane Interchange	[3]	\$60.0	\$90.0
	Re-Fit Cumulus Avenue (north side) with 2-Way Cycle Track, Buffer Strip and Wider Sidewalk: Three Mile Lane to Norton Lane		\$3.1	\$3.4
	Re-Fit Stratus Avenue (south side) with 2-Way Cycle Track, Buffer Strip and Wider Sidewalk: Martin Lane to Norton Lane		\$1.6	\$1.8
	Re-align Cumulus Avenue and Nehemiah Lane at Three Mile Lane		\$2.4	\$2.6
	New Traffic Signal on Three-Mile Lane at Cumulus Avenue		\$0.5	\$0.6
	Re-align Lawson Lane		\$1.5	\$1.7
	Total		\$81.6	\$115.6



McMinnville Transportation System Plan



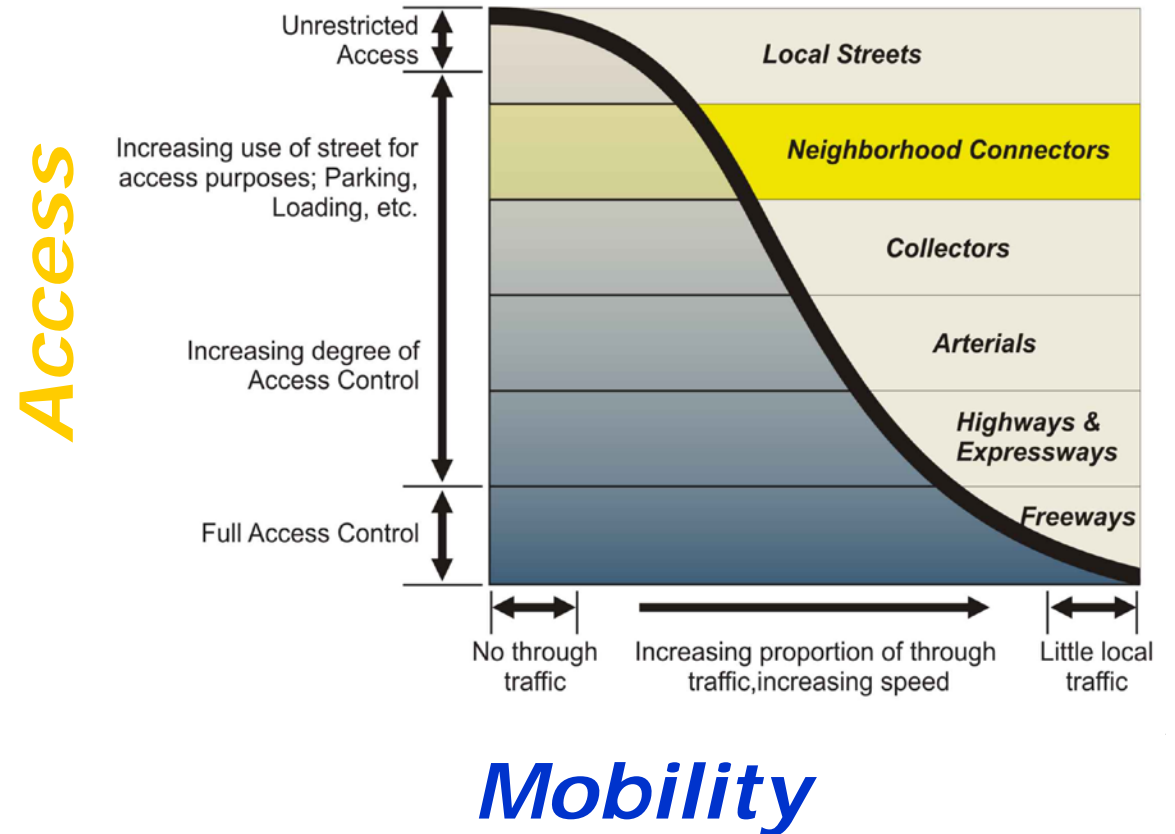
Relationship between Access and Mobility:

Access and mobility for different types of Oregon highway facilities are governed by the Oregon Highway Plan.

The OHP identifies different highway classifications, which then assigns different levels of minimum separation between access points. The more that the facility should serve mobility the more separation between access points.

Highway 18 is identified as a State Expressway and Freight Route. There are standards for Rural State Expressways and Urban State Expressways.

The Three Mile Lane Area Plan is compliant with the Oregon Highway Plan for an Urban Expressway.



OREGON'S MOBILITY POLICY

“It is the policy of the State of Oregon to maintain acceptable and reliable levels of mobility on the state highway system, consistent with the expectations for each facility type, location, and functional objectives. Highway mobility targets will be the initial tool to identify deficiencies and consider solutions for vehicular mobility on the state system.” —1999 Oregon Highway Plan (OHP) mobility policy

HIGHWAY 18 STILL STATE EXPRESSWAY

OREGON HIGHWAY PLAN (1999)



VOLUME TO CAPACITY RATIO TARGETS OUTSIDE METRO ^{17A, B, C, D}							
Highway Category	Inside Urban Growth Boundary					Outside Urban Growth Boundary	
	STA ^E	MPO	Non-MPO Outside of STAs where non-freeway posted speed <= 35 mph, or a Designated UBA	Non-MPO outside of STAs where non-freeway speed > 35 mph but < 45 mph	Non-MPO where non-freeway speed limit >= 45 mph	Unincorporated Communities ^F	Rural Lands
Interstate Highways	N/A	0.85	N/A	N/A	0.80	0.70	0.70
Statewide Expressways	N/A	0.85	0.85	0.80	0.80	0.70	0.70
Freight Route on a Statewide Highway	0.90	0.85	0.85	0.80	0.80	0.70	0.70
Statewide (not a Freight Route)	0.95	0.90	0.90	0.85	0.80	0.75	0.70
Freight Route on a regional or District Highway	0.95	0.90	0.90	0.85	0.85	0.75	0.70
Expressway on a Regional or District Highway	N/A	0.90	N/A	0.85	0.85	0.75	0.70
Regional Highways	1.0	0.95	0.90	0.85	0.85	0.75	0.70
District/Local Interest Roads	1.0	0.95	0.95	0.90	0.90	0.80	0.75

Table 6: Volume to Capacity Ratio Targets for Peak Hour Operating Conditions

Action 1F.2

- Apply mobility targets over at least a 20-year planning horizon when developing state, regional or local transportation system plans, including ODOT's corridor plans.
- When evaluating highway mobility for amendments to transportation system plans, acknowledged comprehensive plans and land use regulations, use the planning horizons in adopted local and regional transportation system plans or a planning horizon of 15 years from the proposed date of amendment adoption, whichever is greater. To determine the effect that an amendment to an acknowledged comprehensive plan or land use regulation has on a state facility, the capacity analysis shall include the forecasted growth of traffic on the state highway due to regional and intercity travel and consistent with levels of planned development according to the applicable acknowledged comprehensive plan over the planning period. Planned development, for the purposes of this policy, means the amount of population and employment growth and associated travel anticipated by the community's acknowledged comprehensive plan over the planning period.

HIGHWAY 18 STILL STATE EXPRESSWAY

OREGON HIGHWAY PLAN (1999)



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HIGHWAY 18 STILL STATE EXPRESSWAY

OREGON HIGHWAY PLAN (1999)



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HIGHWAY 18 STILL STATE EXPRESSWAY

OREGON HIGHWAY PLAN (1999)



Our local standard is 0.90 per our TSP

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HIGHWAY 18 CORRIDOR REFINEMENT PLAN



The inclusion of proposed projects and actions in this plan does not obligate or imply obligation of funds by any jurisdiction for project level planning or construction.

However, the inclusion of proposed projects and actions does serve as an opportunity for the projects to be included, if appropriate, in documents such as the State Transportation Improvement Program (STIP). Such inclusion is not automatic. It is incumbent on the state, county, city, and general public to take action to encourage and support inclusion into the STIP at the appropriate time.

Projects included in the STIP are required to have funds available so the number of projects which can be included are constrained by funding levels.

The TAC developed a plan which could be constructed in three phases. Implementation of the phases is triggered by anticipated degradations in levels of service.

Segmenting Phases

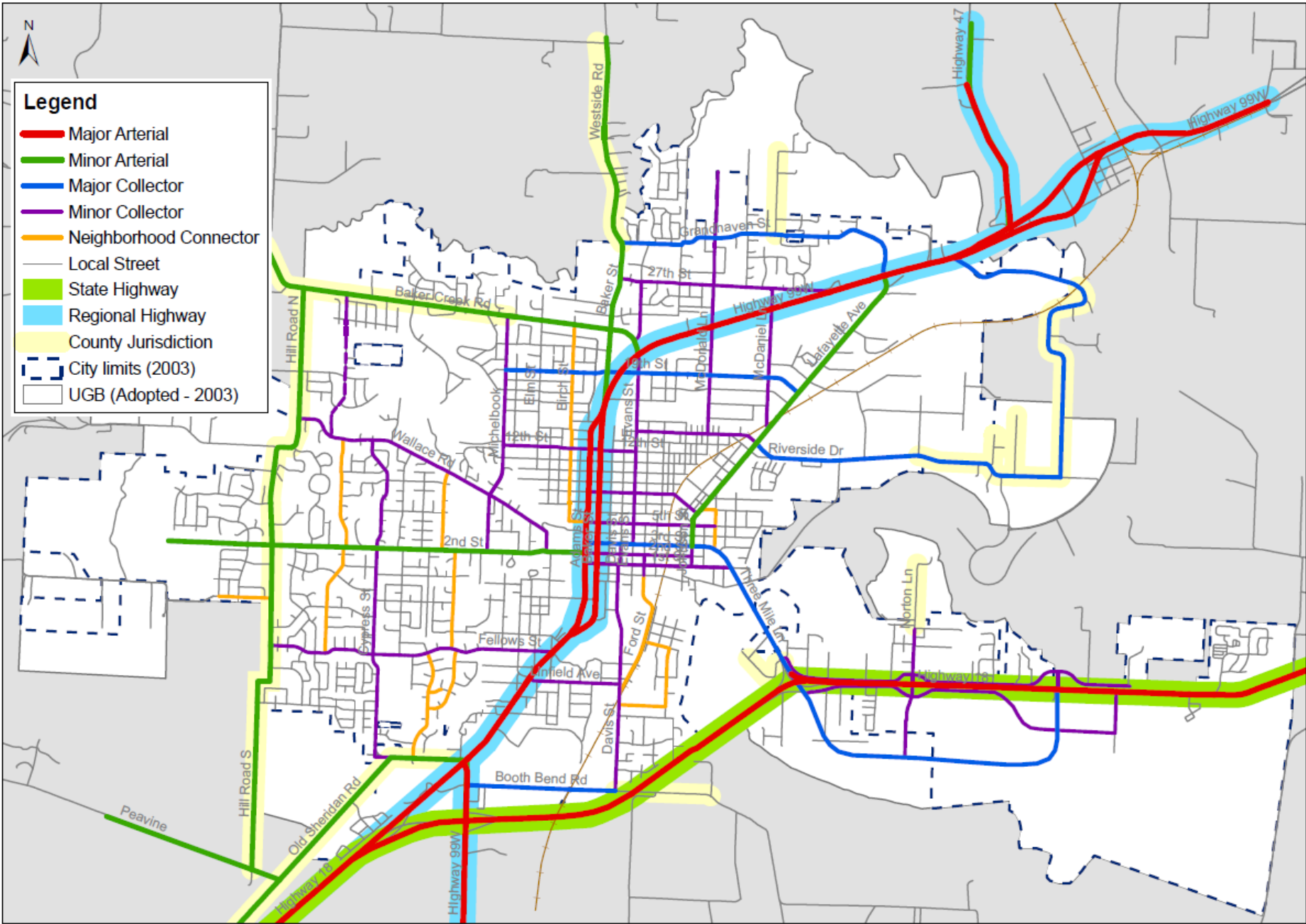
Both Phase One and Two can be segmented into components which can be implemented independently of the rest of the phase. This relies on intersection improvements in the near term to maintain LOS C and above, while deferring some improvements to a later date. Scheduling of the segments is discussed in the Implementation section of this document.

McMinnville 1996 Corridor Refinement Plan

Oregon Highway 18 Corridor Refinement Study
McMinnville Section

HIGHWAY 18 CORRIDOR PLAN (1996)





THREE MILE LANE

Area Plan

McMinnville Transportation System Plan



Executive Summary

ODOT's and Yamhill County's contribution towards transportation improvements in McMinnville are also needed within the planning period. Five significant projects include partnering with ODOT to:

- 1) Coordinate, implement and administer the city-wide traffic signal system control program,
- 2) Replace the Yamhill River Bridge,
- 3) Replace the Highway 18/Three-Mile Lane Interchange,
- 4) Reconstruct Highway 99W along the Adams-Baker one-way couplet, and
- 5) Complete the Highway 18/99W South Interchange Access Management Plan.

City of McMinnville



Three Mile Lane Area Plan
November 2021

McMinnville Three Mile Lane Area Plan

McMinnville Transportation System Plan



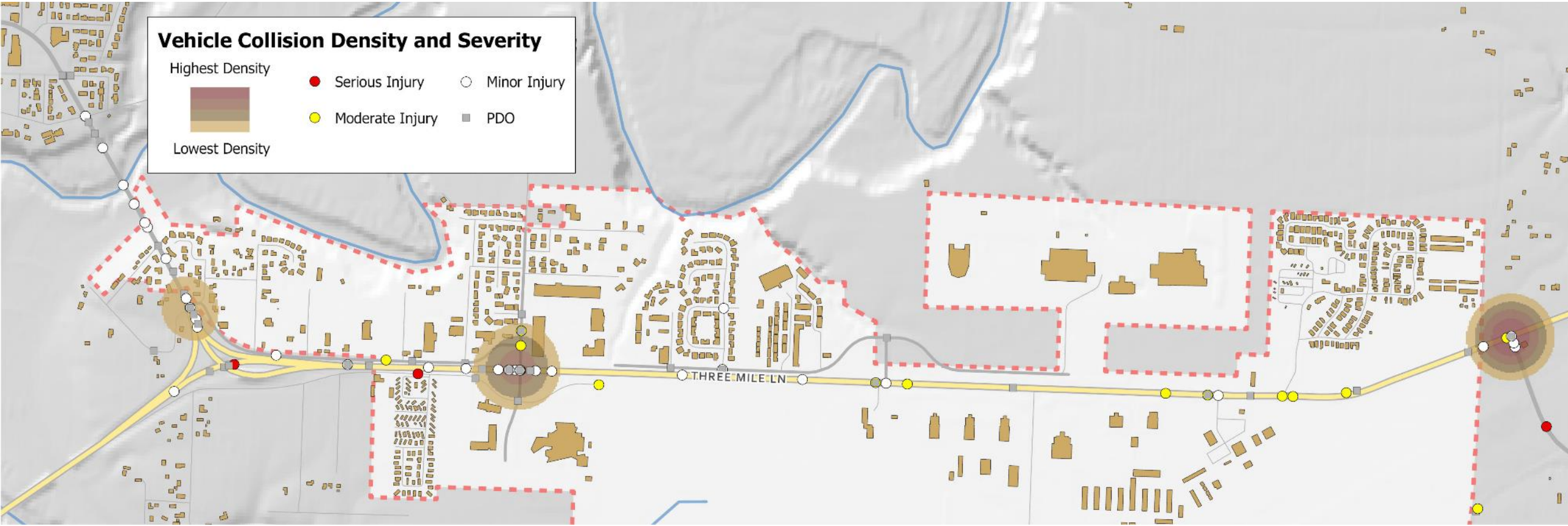
Recommended Implementation Strategies:

Coordinate with ODOT to define and prioritize TSP projects for inclusion in the Oregon Statewide Transportation Improvement Program (STIP). This effort will require the City's direct participation in the Mid-Willamette Valley Area Commission on Transportation, who advises ODOT in the development and annual updates of the STIP. Projects include:

- New signals on Adams and Baker Streets at 5th Street and 3rd Street as part of a downtown signal system, and replacement of existing signals to reduce traffic delay, improve pedestrian and bicycle mobility, and reduce vehicle emissions.
- Design, fund, and construct the Yamhill River Bridge replacement.
- Design and coordinate State/City/private funding and construction to replace the Highway 18 interchange at Three Mile Lane, including new frontage street connection south of Highway 18.
- Street, intersection and Highway 18 interchange improvements on Highway 99W from Old Sheridan Road to Highway 18.
- Reconstruction of Adams and Baker Street one-way couplet, including curb bulb-outs at critical intersections to improve pedestrian safety and mobility.
- Possible integration of downtown and Highway 99W traffic signals into a city-wide traffic signal control system to reduce traffic delay vehicle emissions.

Vehicle System - Safety

Vehicle Safety Evaluation – Reported Crashes (2012-2016)





Area
Plan

NEXT STEPS

Regulatory Framework

- Zoning Ordinance
Governs uses, density, and dimensional requirements for zoning districts in the area, as well as site design and permitting requirements.
- Planned Development Overlay
Contains requirements specific to the Three Mile Lane area that either modify or are in addition to underlying zoning standards.

Plan Elements and Overlay Requirements



- Restrict use types and/or require a mix of uses in Mixed-Use
- Revise “tourist commercial” uses
- Restrict commercial uses in vicinity of Medical Center to medical office/services
- Require site/design standards in Commercial Center
- Require site/design standards in Innovation Campus

Plan Elements and Overlay Requirements

- Buffer/perimeter requirements for Mixed-use, Medical, and Commercial
- Additional guidelines or standards related to façade treatments.
- Require mapping and protection of stream corridors and re-vegetation with native plantings.
- Require viewshed protection.
- Define/include approved planting list.

PUBLIC TESTIMONY RECEIVED



Agency Comments:

ODOT

Organization Comments:

Friends of Yamhill County
1000 Friends of Oregon

McMinnville Residents:

Lisa Baker
Nolan Chard
Rich Blaha
Mark Davis
Steve Iversen
Rick Rozanski
Susan Murrant
Ellie Gunn
Jim Kreutzbender
John Englebrecht
Terry Peasley
Robin Ricker
Nanette Pirisky
Mike Sullivan
Lynn Crowell

County Residents:

Jason Lett
Tom Abrego
Nicholas Giannettino
Dee Goldman
Patty O'Leary
Ilsa Perse
Joni Zimmerman
Kathryn Jernstedt
Marilyn Walster
Peter Crockett
Sam Sweeney
SuAnn Reddick
Ron and Connie Hutchinson

Did not provide address:

Jim Parker



Area
Plan

City of McMinnville

Docket G 7-21

Planning Commission Public Hearing, January 20, 2022