

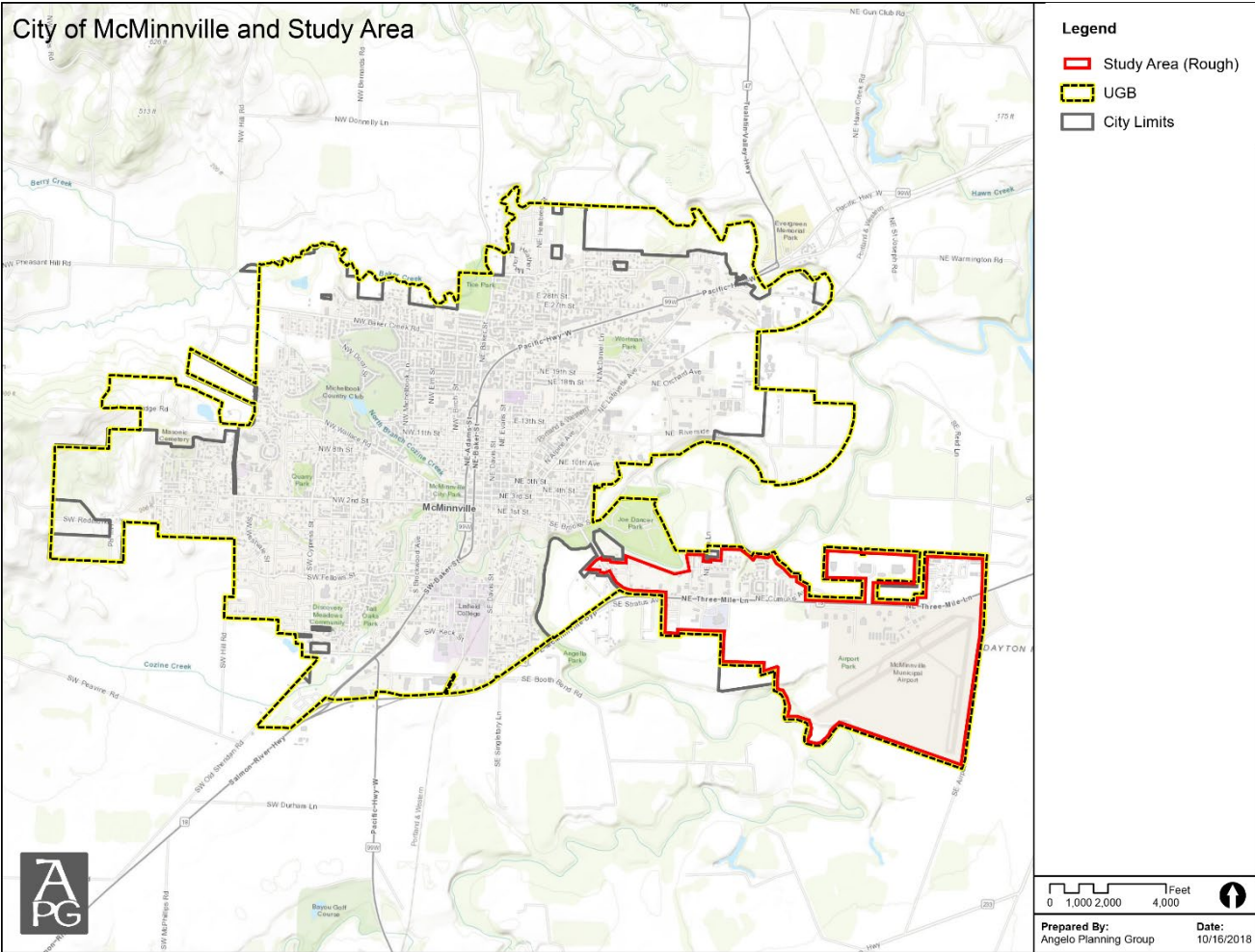


Three Mile Lane Area Plan

FAQ SHEET

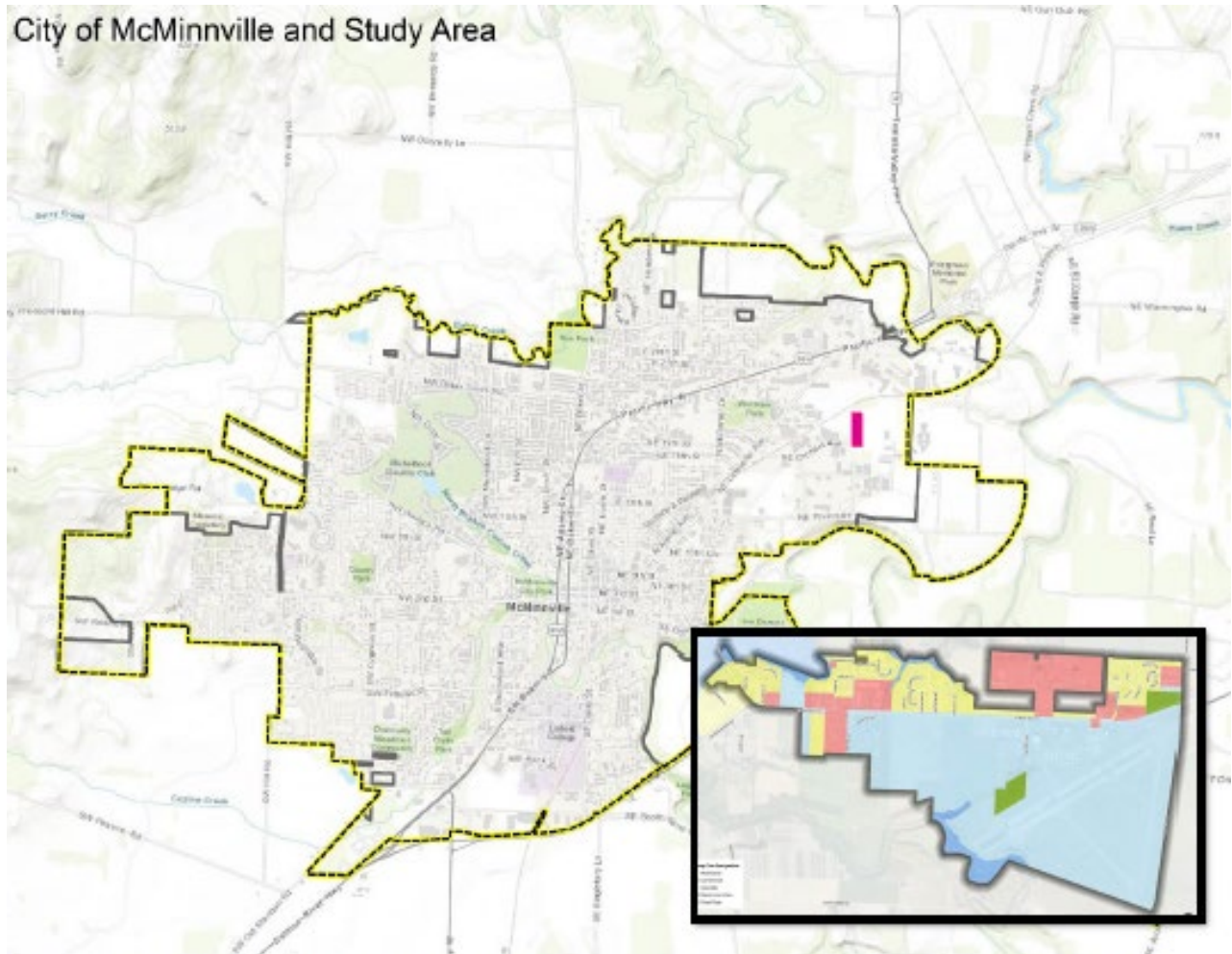
Where is the Three Mile Lane Area?

It is about 1300 acres of land that is within the existing city limits on the north and south side of Highway 18 as it enters McMinnville from the east to the Yamhill River Bridge (bridge currently under construction) on the west.



Is some of the land exclusive farm use land?

No. All of the land is within the city limits and zoned for development. The Area Plan is a community vision on how it should develop to best serve McMinnville now and in the future.



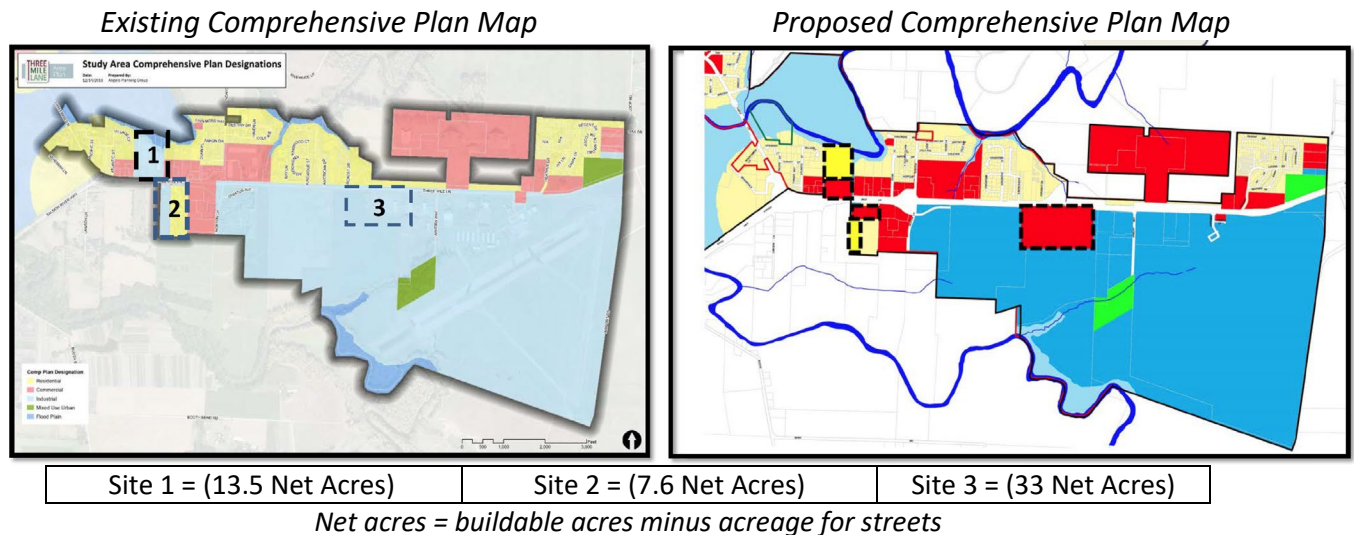
**The land is within the city limits and zoned for development.
It is not a matter of "IF" it will develop,
it is a matter of "HOW" it will develop.**

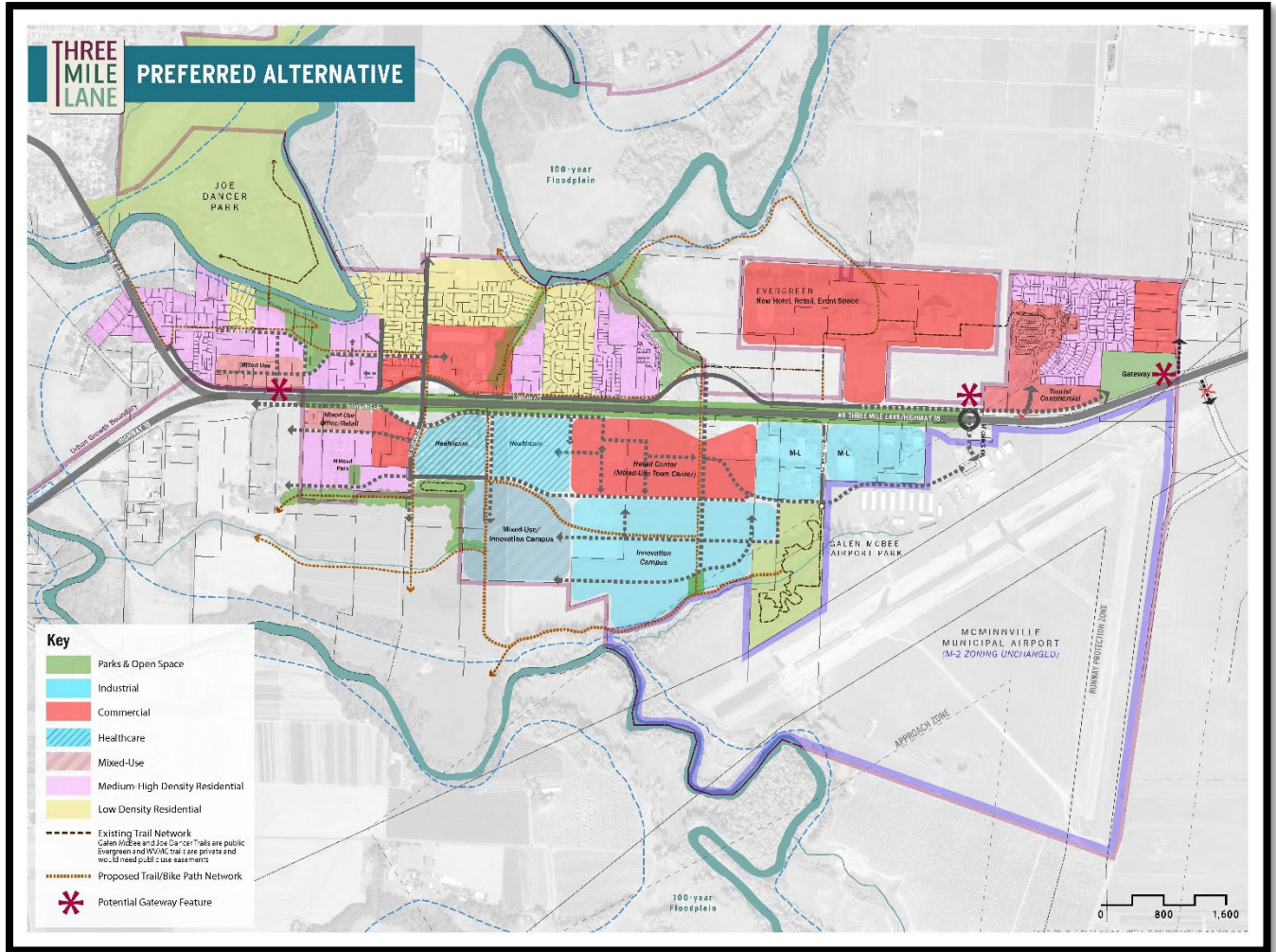
What is an Area Plan?

An area plan is a community vision for a specific area in the community developed by community members.

An area plan is a high-level guidance document illustrating how a community would like to see a specific area develop in the future. It is meant to help future planning efforts in terms of planning infrastructure and amenities to support the vision of the Area Plan. It is very conceptual. Exact locations, engineering, and design of public improvements occur at a future date. Land development is based on the underlying comprehensive plan map designation and zoning. The Three Mile Lane Area Plan recommends three different areas of comprehensive plan map changes but does not actually change the comprehensive plan map. See below. (Red = Commercial, Blue = Industrial, and Yellow = Residential)

Specific land uses highlighted on the preferred land use alternative plan are the city's desired land uses for that area. The property owner has the right to develop their land per the allowed land uses in the underlying zoning on the property.





Three Mile Lane Area Plan Preferred Land Use Plan

What is the value of an Area Plan?

An area plan can put all of the pieces of the puzzle together to ensure that there is a coherent and cohesive plan for development in an area in terms of the larger land-use classifications, zoning, and necessary public amenities and improvements. It also serves to communicate the city’s desired future development for the area on a conceptual level.

Will the Area Plan make Highway 18 a congested road similar to Highway 99 and will adopting it jeopardize the long worked for Bypass efforts?

The Area Plan does not change the classification of Highway 18 as a bypass (which technically is classified as an expressway in the state highway system). The Oregon Department of Transportation (ODOT) has adopted standards for mobility and congestion on all of their highways based on the classification of that highway. An expressway and freight route (which

is the classification for Highway 18 – is the second highest classification for mobility just after an interstate (ie I-5 and I-84). The Three Mile Lane Area Plan was funded by ODOT, managed by ODOT and the transportation analysis was conducted by ODOT and consultants hired by ODOT to ensure that the standards for Highway 18 as an expressway and freight route are not compromised by the Three Mile Lane Area Plan.

Highway 99 is a regional highway – it has a much lower mobility standard, this is evidenced by how close the signalized intersections and driveways are to each other on 99 W.

Next time you drive down 99W in McMinnville, take a look around at how many driveways access the highway, how close those driveways are to each other and how closely spaced the signalized intersections are to each other. Then drive down Highway 18 and look for driveways (there are very few), how many signalized intersections there are (two) and how far apart they are. This is what ensures that Highway 18 functions as an expressway and differentiates it from Highway 99W.

OREGON HIGHWAY PLAN (1999)

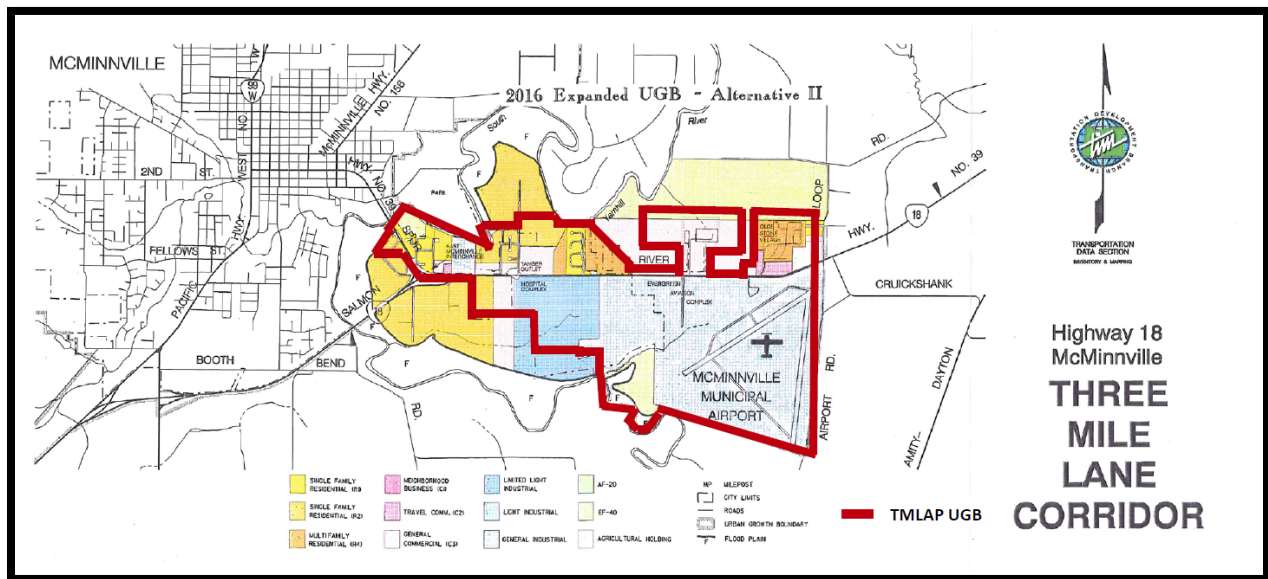
VOLUME TO CAPACITY RATIO TARGETS OUTSIDE METRO ^{17A, B, C, D}							
Highway Category	Inside Urban Growth Boundary					Outside Urban Growth Boundary	
	STA ^E	MPO	Non-MPO Outside of STAs where non-freeway posted speed <= 35 mph, or a Designated UBA	Non-MPO outside of STAs where non-freeway speed > 35 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
Freight Route (Statewide)	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

Volume to capacity ratio indicates the amount of accepted congestion at intersections and represents the percentage of overall capacity – ie 0.80 = 80% of overall capacity.

What about the Plan that McMinnville and ODOT worked on in 1996 to ensure that Highway 18 functions like a bypass as it travels through McMinnville.

The 1996 Oregon Highway 18 Corridor Refinement Plan is still in play. It is predicated on three phases of transportation improvements on Highway 18 based on how much growth and development occurs and how many vehicular trips are using the system. When it was first developed, it contemplated both a larger urban growth boundary (UGB) and more commercial land in the Three Mile Lane area than what is contemplated in the Three Mile Lane Area Plan.



Oregon Highway 18 Corridor Refinement Plan – Growth Scenario with Three Mile Lane Area Plan UGB juxtaposed on it.

This growth scenario contemplates significantly more housing to the north and the southwest, as well as extended industrial to the south, and more commercial south of the Hospital and west of the Evergreen Campus.

Data analysis from the Three Mile Lane Area Planning effort estimates that we are currently in Phase I of the Oregon Highway 18 Corridor Refinement Plan moving into Phase II and that the Three Mile Lane Area Plan at buildout is at the beginning of the Phase II scenario of the Oregon Highway 18 Corridor Refinement Plan.

I heard that the Three Mile Lane Area Plan will add signals and intersections to Highway 18 that we do not need and will also remove a much-needed interchange from the Plan?

The Three Mile Lane Area Plan does not remove any interchanges from existing or future plans for Highway 18. The transportation analysis conducted for the Plan, which contemplated full build-out of the land within the city limits as illustrated in the Three Mile Lane Area Plan demonstrates that the interchange is not yet needed in the next twenty years even with the anticipated population growth in McMinnville in that time period. Determination of need is calculated by how many vehicular trips are anticipated to use the highway at its peak times and the v/c (volume/capacity) ratio at the intersections. Per state law the planning horizon for a comprehensive planning process is 20 years. For the Three Mile Lane Area Plan, the planning horizon is 2021-2041, and the transportation analysis was based on the full build-out of the Three Mile Lane Area Plan as proposed.

The interchange will probably be needed in the future beyond 20 years and ODOT and the City are working with property owners to preserve the land for it, however, if the data does not demonstrate the need for it, it will not be funded and constructed until such time the data indicates it is warranted. This is the way that ODOT ensures that public money is not building public improvements that are not yet needed. If the City wants to build it prior to the data supporting the need for it, the City would need to finance it. An interchange is currently estimated to be \$50 - \$80 million dollars.

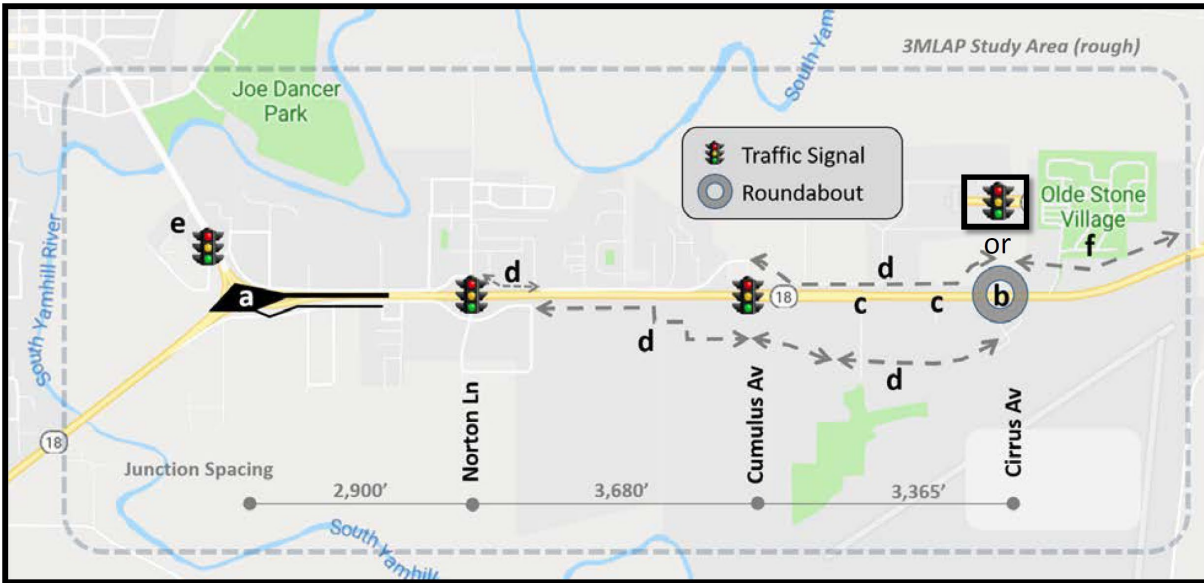
If development exceeds the transportation projections of the Plan then ODOT and the City can require the construction of the needed improvement. Traffic impact analysis is required for comprehensive plan map amendments, rezones and development review. For each stage of land use that becomes more detailed – ie a development review is more detailed than a rezone which is more detailed than a comprehensive plan map amendment – the traffic impact analysis becomes more detailed and refined. The Oregon Highway Plan requires traffic impact analysis for each stage of land use when the proposed land use application is impacting a state highway or facility.

The Plan does highlight a planned controlled intersection at Cirrus and Highway 18 – either a signal or a round-about – that does not exist today. This intersection improvement is identified in the Oregon Highway 18 Corridor Refinement Plan and is based on the premise that a controlled intersection will be needed at Cirrus when the local access points to Highway 18 between Cumulus and Cruickshank Road are closed to increase safety and mobility on the highway which are also identified in the Oregon Highway 18 Corridor Refinement Plan.

The consultants proposed a round-about, city leadership did not want to commit to a roundabout as the best solution and wanted more time to study whether the needed

improvement should be a roundabout or a signalized intersection with the City's Transportation System Plan update.

The two signalized intersections on the Three Mile Lane Area Plan exist today.

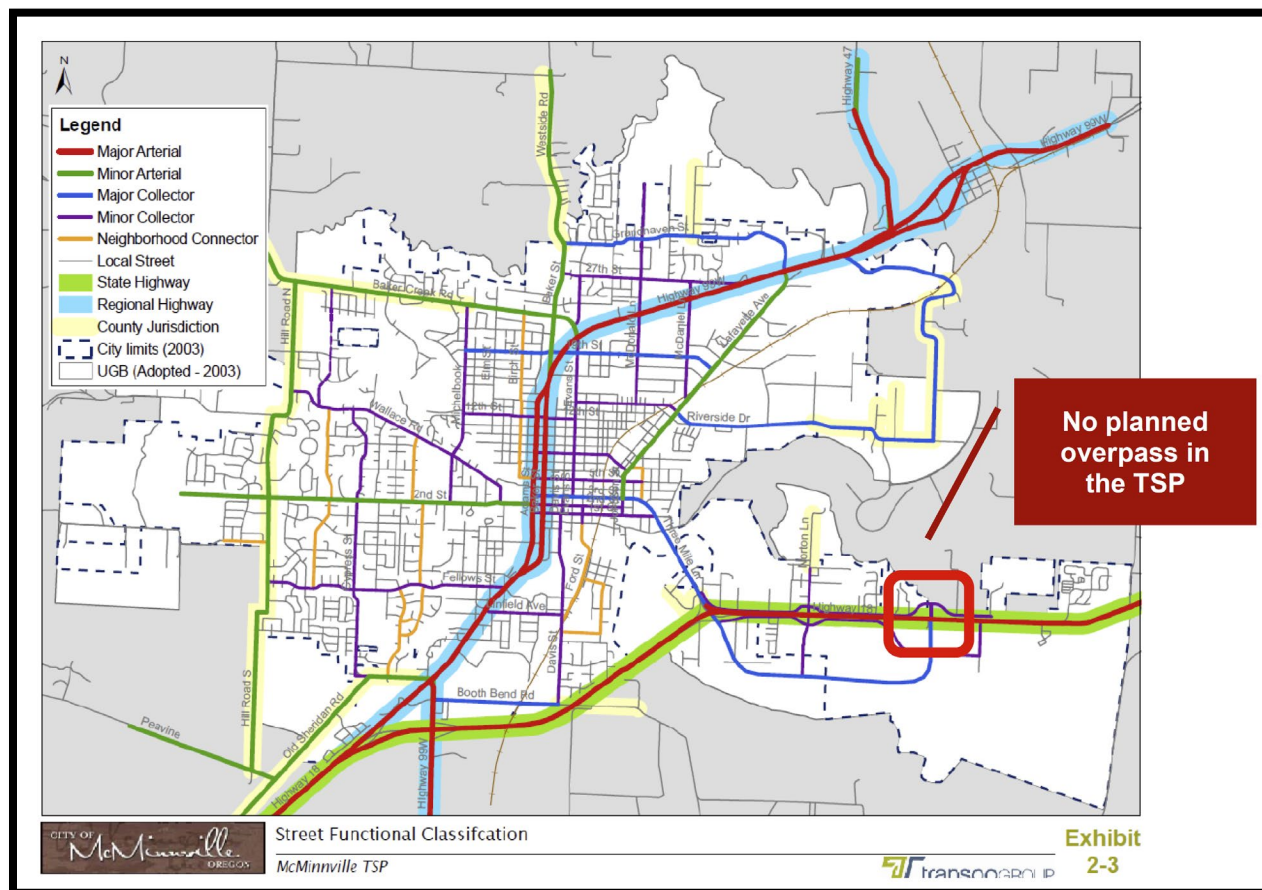


Preferred Transportation Plan for Three Mile Lane Area Plan

- a) Three Mile Lane interchange - reconstructed for full directional access and crossing, with new connector to Stratus Avenue).
- b) Cirrus Avenue - new roundabout or traffic circle on OR 18.
- c) Removal of at-grade street and driveway accesses to OR 18 in the section between Cumulus Avenue and the eastern edge of the study area, including Loop Road and Cruickshank Road (Cruickshank Road is not shown as Cruickshank Road is external to the Three Mile Lane Study area).
- d) New east-west frontage streets north and south of OR 18, linking Cirrus Avenue, Cumulus Avenue and Norton Lane.
- e) New traffic signal (or roundabout) at Three-Mile Lane and Cumulus Avenue.
- f) Loop Road - disconnect from OR 18 and realign to new Cirrus Avenue connector and roundabout.

Does the Three Mile Lane Area Plan removes a planned interchange at Cumulus Avenue and Highway 18 from McMinnville's Transportation System Plan.

The McMinnville Transportation System Plan does not contemplate an interchange at Cumulus Avenue and Highway 18, because it was not considered needed during the planning horizon of the Transportation System Plan, 2003-2023.



Transportation System Plan map.

Note that the urban growth boundary modeled in the Three Mile Lane area is larger than the current urban growth boundary (UGB) in this area. In 2003 the City submitted an urban growth boundary amendment to the state to meet identified future residential, industrial and commercial land need. That UGB submittal was challenged and appealed resulting in a remand in 2013 that did not allow the additional land in the Three Mile Lane area to come into the UGB. The McMinnville Transportation System Plan conducted in 2010 was based on the 2003 UGB submittal.

I don't want to see the farmland on the south side of Highway 18 developed.

The reality is that much of the farmland on the south side frontage of Highway 18 is located within the city limits and is zoned for development whether the Three Mile Lane Area Plan is adopted or not. The question is what will be developed on that land. Currently, it is zoned mostly M2, which is the city's general and heavy industrial zone. This zoning allows for everything from heavy industrial uses like an asphalt batch plant to light industrial manufacturing, industrial research and development office space, as well as education facilities, etc. The Three Mile Lane Area Plan tries to proactively state that McMinnville would rather see some of it developed as commercial to meet McMinnville's future commercial land need and the majority of it developed as a mixed-use Industrial Innovation Center with light industrial uses, industrial incubator space, office space, and supportive educational facilities. The Three Mile Lane Area Plan also calls for distinctive design and development standards to ensure that the development reflects McMinnville's unique sense of place as this is McMinnville's gateway and the first impression for travelers on Highway 18.

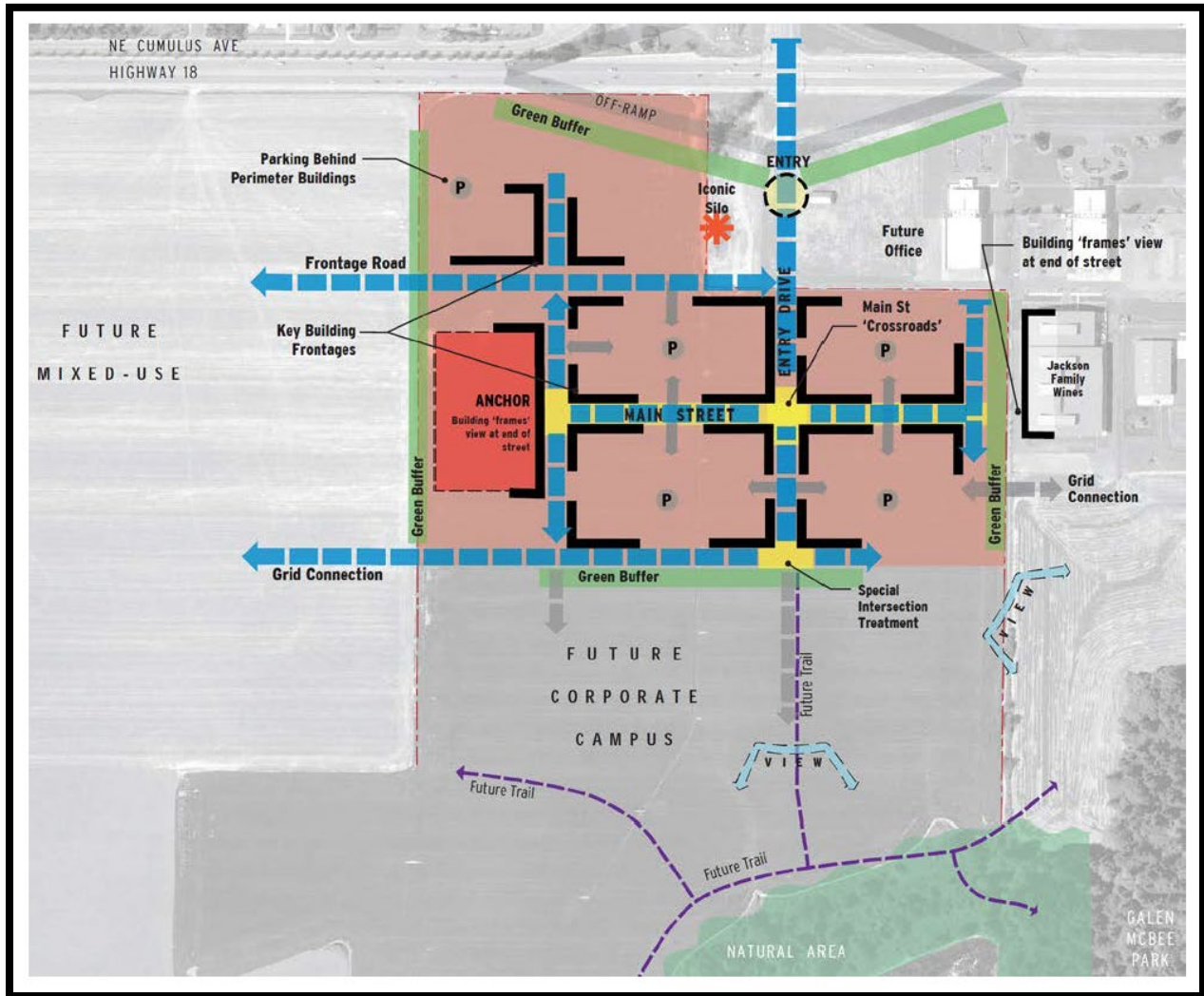
I heard that the commercial plan for the south side of Highway 18 will be the largest shopping center in Yamhill County and the region – we don't want a Washington Square Mall or Keizer Station in McMinnville.

The commercial site on the south side of Highway 18 that is contemplated is called out as 40 – 60 acres in the Plan, however, only 33 net buildable acres were modeled in the transportation plan. Land that is not already developed needs to set aside acreage for public roads to access the land. In this particular area of the Three Mile Lane Area Plan major street infrastructure has not been constructed yet, including the necessary frontage road network and the improvements at the intersection of Cumulus Avenue and Highway 18. The City is also hopeful that it can work with the property owners to set aside land for the future interchange at Cumulus so that it is available when the interchange is needed.

For some size perspective, consider that:

- 33 net acres is comparable to the Walmart, Winco and Wilco sites combined in McMinnville on Highway 99 W (those are 34 net acres).
- The Safeway complex and the Lowe's complex are both approximately 20 net acres.
- Keizer station is 237 acres and Washington Square Mall is 135 acres.

Conceptual rendering from Three Mile Lane Area Plan of Retail Center on south side of Highway 18



I heard that the Plan is based on what KIMCO, an outside developer wanted to see happen in the Three Mile Lane study area.

The Three Mile Lane Area Plan is the result of three years of community planning led by a project advisory committee comprised of McMinnville residents and business owners. KIMCO is a partial owner in a 90-acre site on Highway 18 that is currently vacant. They own the property with Alan Roodhouse who was a long-term McMinnville resident and member of McMinnville Industrial Promotions. The final map for the Three Mile Lane Area Plan is derived from public design charrettes, public open houses and town halls. The project advisory committee reviewed what the public said they wanted, the studies provided by the consultants and their own work to collaborate on the final recommended Plan document.



Design Charette for Three Mile Lane Area, Summer 2017

COMMUNITY VISION

THREE MILE LANE

Area Plan

Literally
Drawn by
Community
Members in
Charrettes

Drawing from design charrette in 2019

If the commercial site on the south side of Highway 18 is actually only intended to be 33 net buildable acres of commercial development, why is it considered a regional shopping center in the Plan document?

McMinnville’s commercial amenities serve many of the smaller communities around it. The commercial market area expands beyond the McMinnville city limits thus it is defined as a regional shopping center.

Do we need more commercial land in McMinnville?

That probably depends on who you talk to. Many different land-use studies have identified the need for more commercial land in McMinnville. The 40-acre site contemplated in the Three Mile Lane Area Plan is representative of the 40 acres that the city adopted as a land-use efficiency in its recent Urban Growth Boundary amendment. A land-use study conducted in 2001 identified the need for additional commercial land. The city had to show the state how it was going to meet that land need. The city could either expand its urban growth boundary to meet the need or it could rezone land to commercial to meet the need. At the same time, studies have shown that McMinnville has a surplus of industrial land. After lengthy community dialogues, the city opted to rezone 40 acres of industrial land on the south side of Highway 18 to meet the commercial land need within the city limits rather than expand its UGB for that land need. This was adopted by the City in December 2020 and memorialized in its Comprehensive Plan goals and policies document.

Additionally, the City has conducted many different studies over the past 10 – 15 years that demonstrate a significant retail leakage in McMinnville of general merchandise dollars. What this means is that McMinnville residents are driving to other communities to shop for general merchandise. The most recent study indicated an annual retail leakage of approximately \$97 million dollars. One of the roles of city planning is to ensure that residents have access to needed amenities in their own communities to prevent the need to drive somewhere else to access them. This is done for equity and climate change purposes. Driving 70 miles round trip to another community to shop for ongoing necessities puts a cost burden on low-income families and encourages gas emissions that we should be trying to reduce.

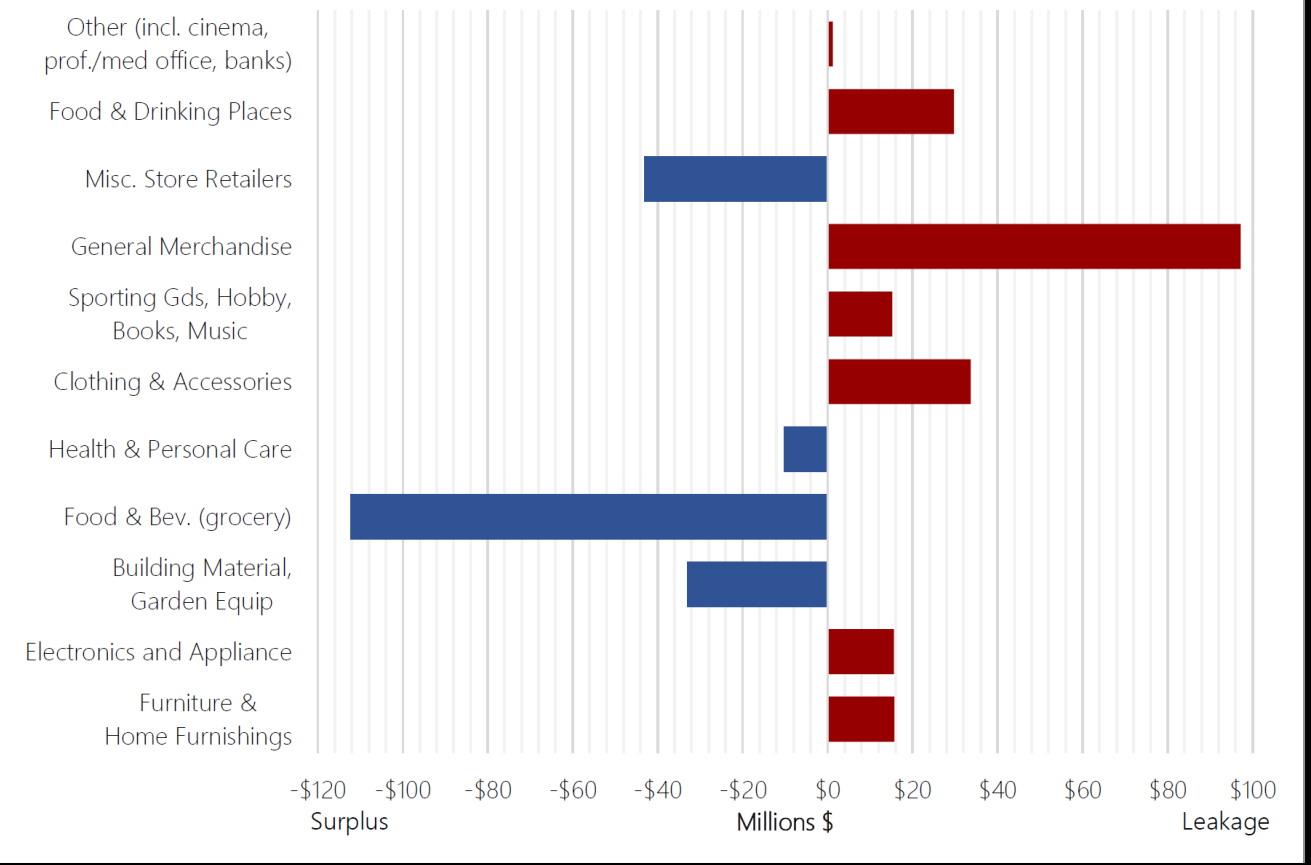
The following table is from a Market Analysis conducted by Leland Consulting Group in 2019 for the Three Mile Lane Area Plan project advisory committee to identify market needs in McMinnville. Those items illustrated in red indicate annual dollars that McMinnville residents spend on goods outside of town, which is often labeled as retail leakage.

Table 8. Retail Leakage Analysis, McMinnville Market Area

	Est. HH Demand	Current Est. Sales	Current Leakage (\$)
Furniture and Home Furnishings	\$25,459,215	\$9,815,869	15,643,346
Electronics and Appliance	\$25,779,334	\$10,205,468	15,573,866
Building Material, Garden Equip	\$56,286,379	\$89,349,237	-33,062,858
Food and Beverage (grocery)	\$132,402,012	\$244,668,336	-112,266,324
Health and Personal Care	\$49,511,435	\$59,825,939	-10,314,504
Clothing and Accessories	\$39,384,538	\$5,785,467	33,599,071
Sporting Gds, Hobby, Book, Music	\$27,981,058	\$12,792,050	15,189,008
General Merchandise	\$138,540,476	\$41,383,114	97,157,362
Misc. Store Retailers	\$38,326,257	\$81,493,693	-43,167,436
Foodservice and Drinking Places	\$83,233,240	\$53,518,658	29,714,582
Other (including cinema, prof./med. office, consumer banks, etc.)	\$92,535,592	\$91,325,675	1,209,917

Source: ESRI

Figure 25. Market Area Retail Demand: Surplus/Leakage



McMinnville Three Mile Lane Area Plan, Market Analysis, April 16, 2019

I don't want or think that McMinnville needs more large retailers.

As part of this planning effort the City conducted surveys, town halls and public open houses, where the majority of participants indicated that they did feel that McMinnville needed more large retailers and wanted to see those commercial amenities in McMinnville.

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

Community Priorities

The University of Oregon "Green Cities" research team conducted a design charrette to help 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 priority, and these scores are shown below. The overall highest scoring topics focus on employment land use, accessibility and diversity, multi-modal mobility and connectivity, and Three Mile Lane sense of place. These four topics form the foundation for this report.

Land Use Flexibility and Diversity

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

Community Priorities

- (5) Amplify the McMinnville Airport as an asset for tourism and commerce
- (4) Expand wine industry near McMinnville Airport. Play up all local economic - not just wine! Blueberries, hazelnuts...
- (3) Address the unique needs for more retail and restaurant spaces
- (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

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 88 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
- (3) 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
- (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
- (2) Maintain architectural themes in new development
- (2) Add park at west end of study area

Green Cities Survey, Summer 2017, #1 priority identified is the development of new commercial spaces along Three Mile Lane (ie gas station, grocery, retail)

2018 – “What would you like to see in McMinnville in the future” interactive boards placed at community events.

Updated, 07.18.22

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I don't need to go elsewhere to shop for what I need, I can find everything in McMinnville, why can't everyone else find that as well?

McMinnville is comprised of many different types of households – ranging from young families with many mouths to feed and kids to cloth on a limited income to retired couples maintaining a household of two people. What are one household's experience and need is not always representative of another household's experience and need. The city needs to consider all households. The data is clear that many McMinnville households are buying general merchandise elsewhere than in McMinnville.

I heard that the Plan will be trading good-paying industrial jobs for low-paying retail jobs.

The consultants actually conducted an economic study of what would be the best combination of land uses to achieve the city's goals of good-paying jobs. Industrial jobs have a fairly large scale of payroll, from minimum wage to higher wage management jobs. The Plan focuses on how to incentivize the industrial acreage so that it is attracting the higher paying industrial jobs through the development of a 140-acre innovation center with office space for research and development, incubators for industrial entrepreneurs and industrial manufacturers. The commercial development is meant to not only meet the needs and wants of McMinnville residents for more retail opportunities, but it also is meant to help pay for the infrastructure improvements needed for the development of the adjacent industrial land.

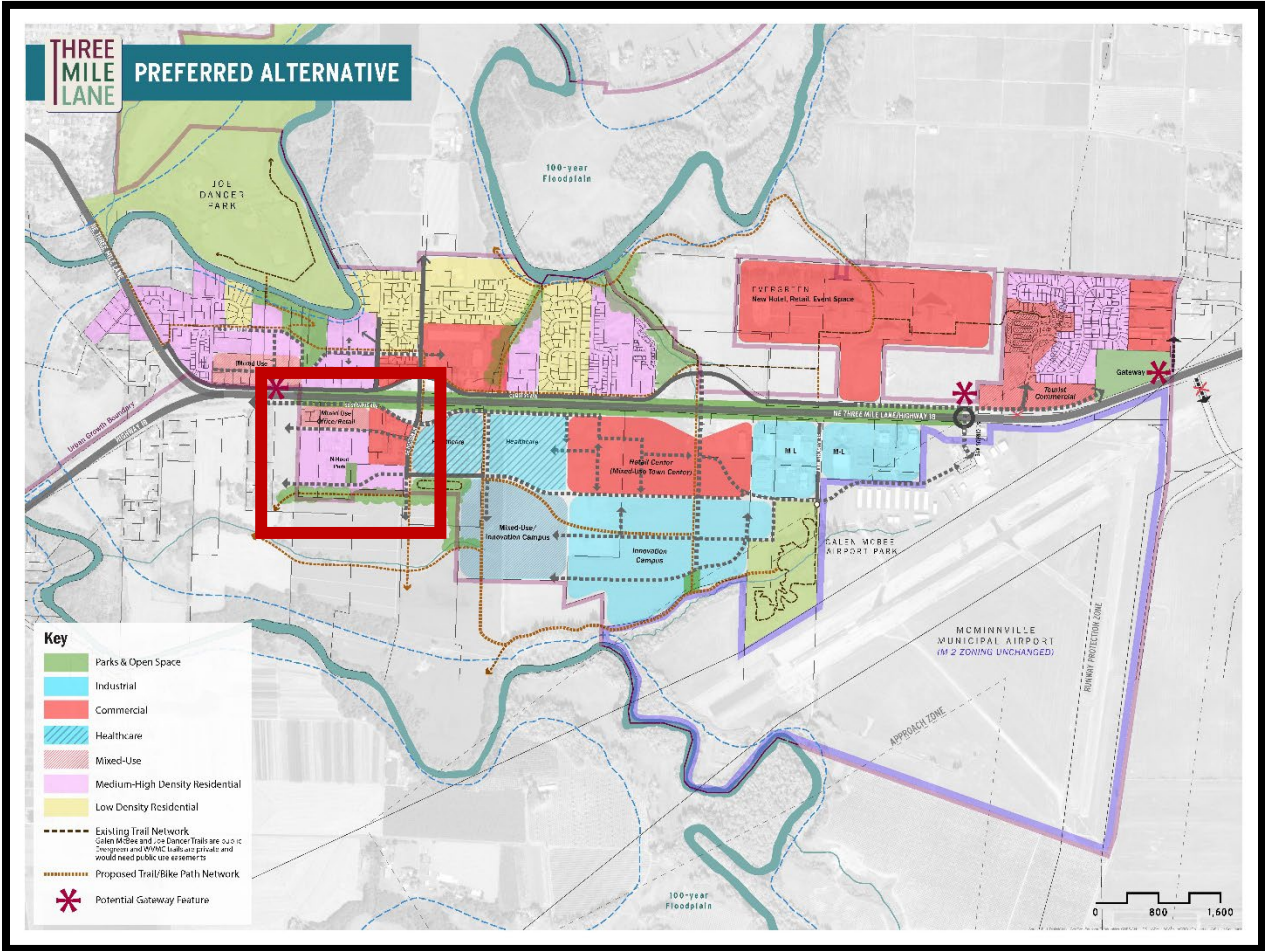
Development adjacent to a highway can be very expensive in terms of transportation improvements to protect the highway system. Industrial development is not dependent upon visibility to be successful so the market will not support the high lease rates needed to pay for the infrastructure costs to develop the land. However, retail is dependent upon visibility and typically will command lease rates of 3 – 4 times as much as industrial to help pay for the infrastructure associated with a highly visible site.

There is a lot of discussion of Great Neighborhood Principles in this Plan. Is the whole study area meant to be a Great Neighborhood?

No, the whole study area is not meant to be one great neighborhood. There are actually intended to be many different neighborhoods in the plan area on both the north side of Highway 18 and the south side of Highway 18. The great neighborhood principles are in place to ensure that each neighborhood is designed with intent and with the appropriate amenities to make it a great neighborhood.

Why are we trying to put housing on the south side of Highway 18 when it appears to be disconnected from everything else?

McMinnville has a need for future housing. McMinnville also has a need for land for housing. Due to many years of planning challenges, land supply and housing supply is very constrained. There is vacant land on the south side of Highway 18 that could serve this future housing need. It is adjacent to a fixed-route transit system and has close proximity to medical services. The viewsheds from this land are beautiful with views of the eastern mountain ranges and the south Yamhill River. The Area Plan then identifies a bike/ped trail system to connect it to Airport Park, and the commercial site on the south side of Highway 18 has been identified as a site for a future grocery store and other amenities.



NOTES:

These FAQs are meant to answer the most common questions in the community today about the Three Mile Lane Area Plan. Everyone is encouraged to review the Plan documents themselves. The actual plan document is only fifty (50) pages long. It has five appendices that provide some of the background information.

The plan website is at www.threemilelane.com

The public record for the adoption process is found on the city website at www.mcminnvilleoregon.gov on the Planning Department webpages under “Planning Projects Underway – City Initiated Projects”.

BE PART OF THE DISCUSSION:

The McMinnville City Council will be hosting a public hearing on the Three Mile Lane Area Plan on July 26, 2022. You can participate in the meeting both in-person or online. The meeting will be held at the Civic Hall, 200 NE Second Street, and on zoom:

<https://mcminnvilleoregon.zoom.us/j/85499007097?pwd=Nm5lcGZ4QlFSSXFFSFI2cElPOExxQT09>: Zoom Meeting ID: 854 9900 7097 Zoom **Password**: 226708.

* Masks will be strongly encouraged while in the building. If you are sick please stay home and join the meeting online or submit written testimony.

You can participate in the hearing process in the following ways:

Written Testimony: Email Heather.Richards@mcminnvilleoregon.gov before 12:00 pm on Monday, July 25th to provide written testimony or mail to Planning Director, 231 NE 5th St. McMinnville, OR 97128. Written testimony must be received by 12:00 pm on Monday, July 25th.

Teleconference Testimony: Pre-register to speak during the public hearing by providing your name and phone number, or Zoom name, to the Planning Director's Office before 4:00 pm on Monday, July 25th. During the public hearing, the Mayor will read the list of those who pre-registered. When the Mayor calls out your name, you will have the opportunity to provide your comments to the City Council. You can preregister by emailing Heather.Richards@mcminnvilleoregon.gov or calling 503-474-5107.

If you need more information please contact the planning department at 503-434-7311 or planning@mcminnvilleoregon.gov.