



Area
Plan

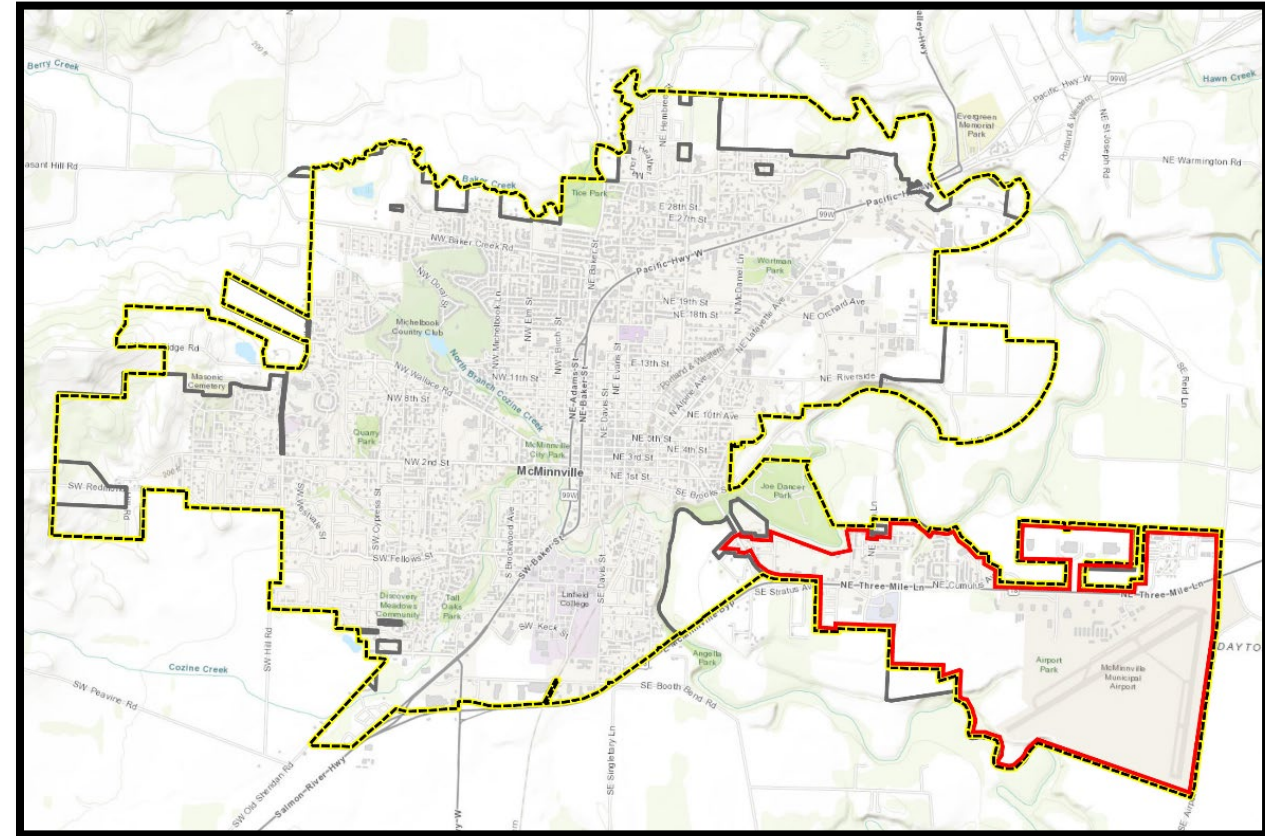
City of McMinnville

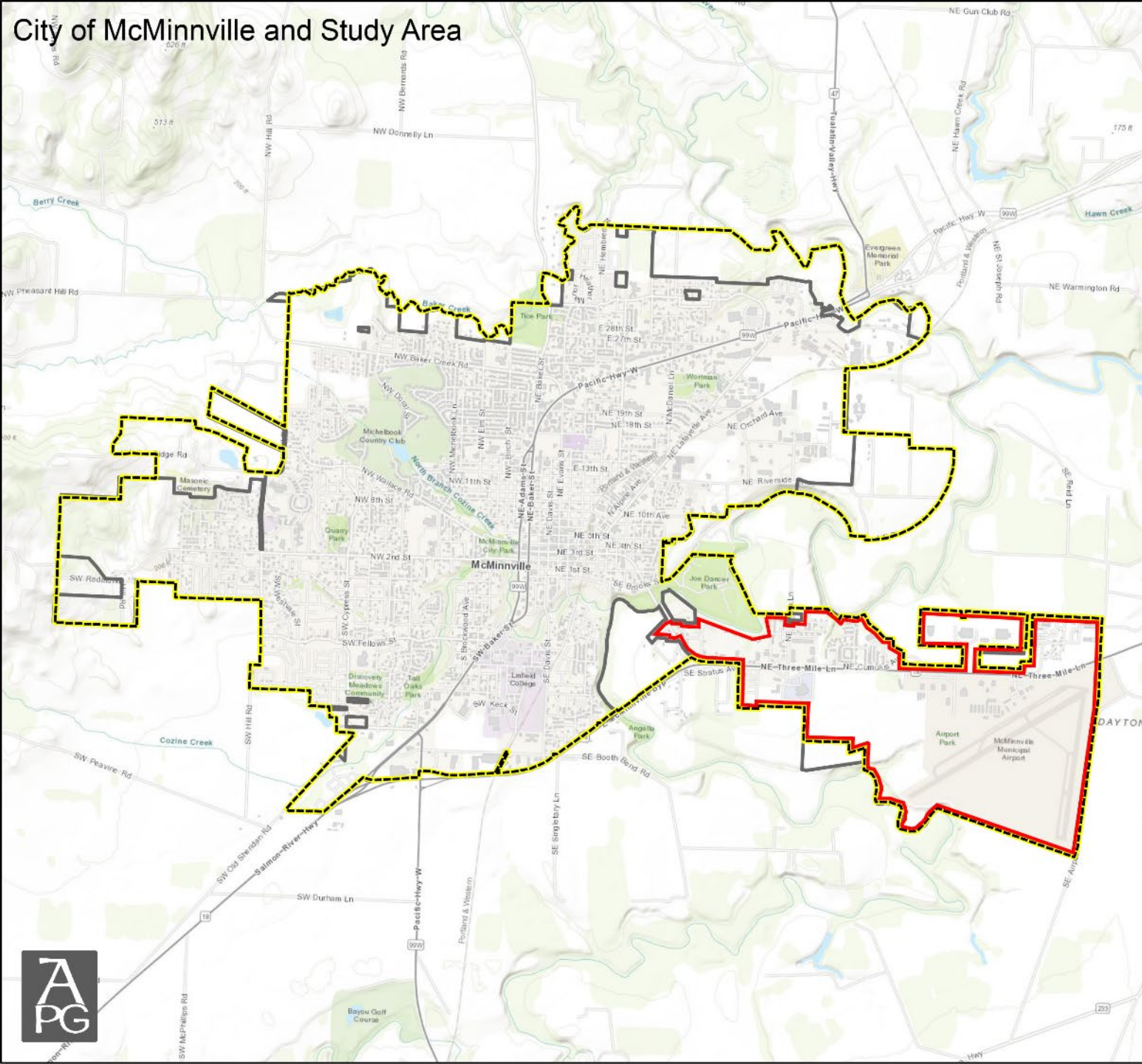
Public Information Session
July 18, 2022

TONIGHT'S GOAL:



- ❖ Tell you about the Three Mile Lane Area Plan discussion that is currently underway.
- ❖ Give you some basic information on the Plan itself.
- ❖ Highlight some of the more active discussions.
- ❖ Provide you with the tools to get involved in the discussion if you want to.





Legend

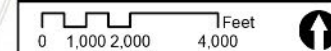
- Study Area (Rough)
- UGB
- City Limits



Study Area = 1340 Acres of Land

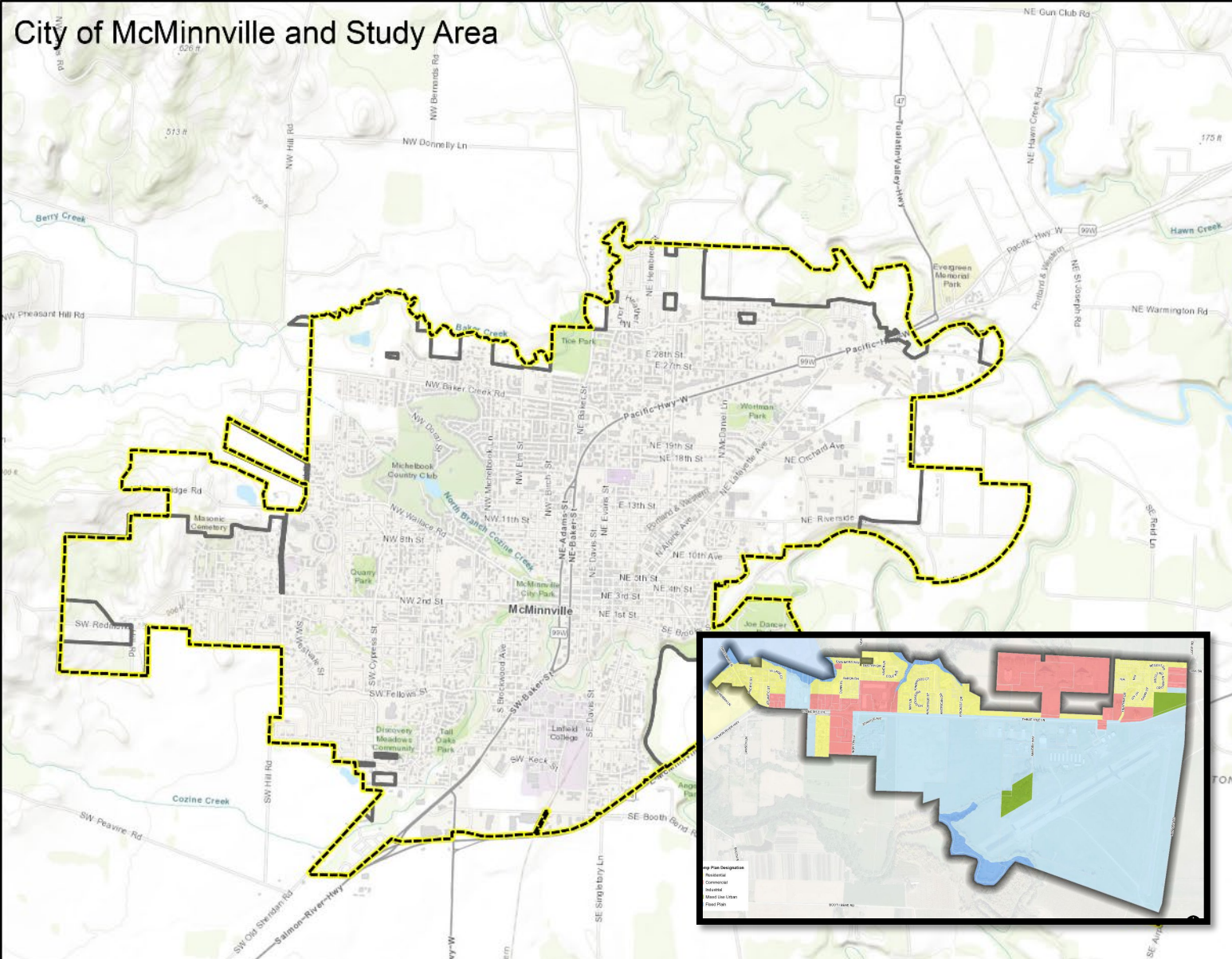
We asked the questions:

- How can this area best serve McMinnville now and into the future?**
- Does the current Comprehensive Plan support that vision?**
- How does that future vision impact the state and local transportation system?**



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

City of McMinnville and Study Area



Legend

- Study Area (Rough)
- UGB
- City Limits

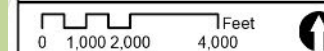


Study Area = 1340 Acres of Land

We asked the questions:

- How can this area best serve McMinnville now and into the future?**
- Does the current Comprehensive Plan support that vision?**
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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.



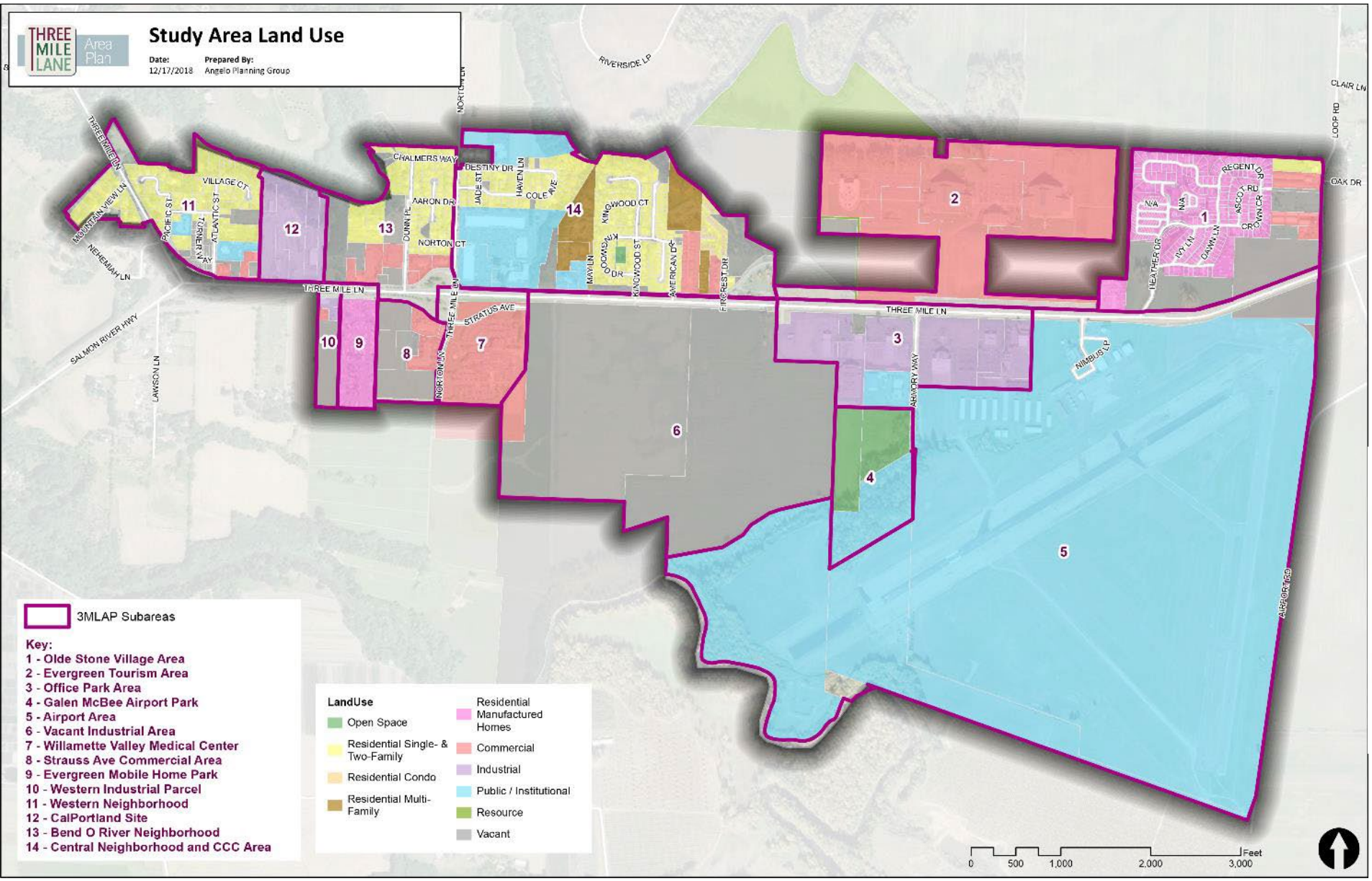
Prepared By: Angelo Planning Group
Date: 10/16/2018



Area Plan

Study Area Land Use

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



- 3MLAP Subareas**
- 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 Single- & Two-Family
■	Residential Condo
■	Residential Multi-Family
■	Residential Manufactured Homes
■	Commercial
■	Industrial
■	Public / Institutional
■	Resource
■	Vacant



Area Plan

Land Use

LandUse	
■	Open Space
■	Residential Single- & Two-Family
■	Residential Condo
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Land Use & Zoning

WHAT IS AN AREA PLAN?

It is a community vision developed by community members.

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.

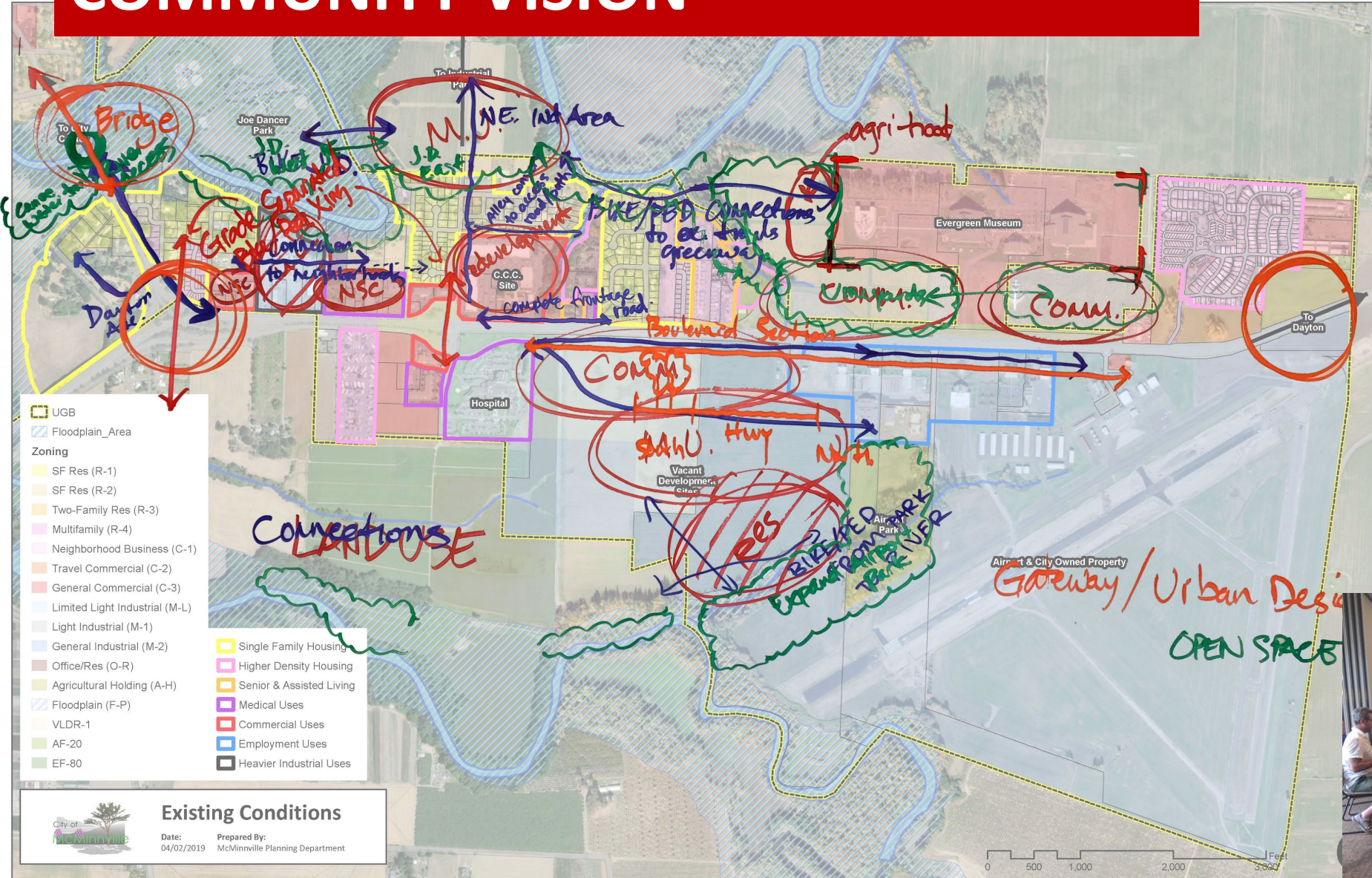
July 18, 2022



COMMUNITY VISION

THREE MILE LANE Area Plan

Literally Drawn by Community Members in Charrettes



The Documents

Three Mile Lane Area Plan – Draft March 17, 2022



Appendix A: Public Involvement

Appendix B: Existing Conditions

Appendix C: Case Study Report

Appendix D: Evaluation and Screening

Appendix E: Implementation

Transportation Analysis
Market Analysis
Economic Development Analysis
Design and Development Standards

City of McMinnville



Three Mile Lane Area Plan
March 17, 2022

McMinnville Three Mile Lane Area Plan

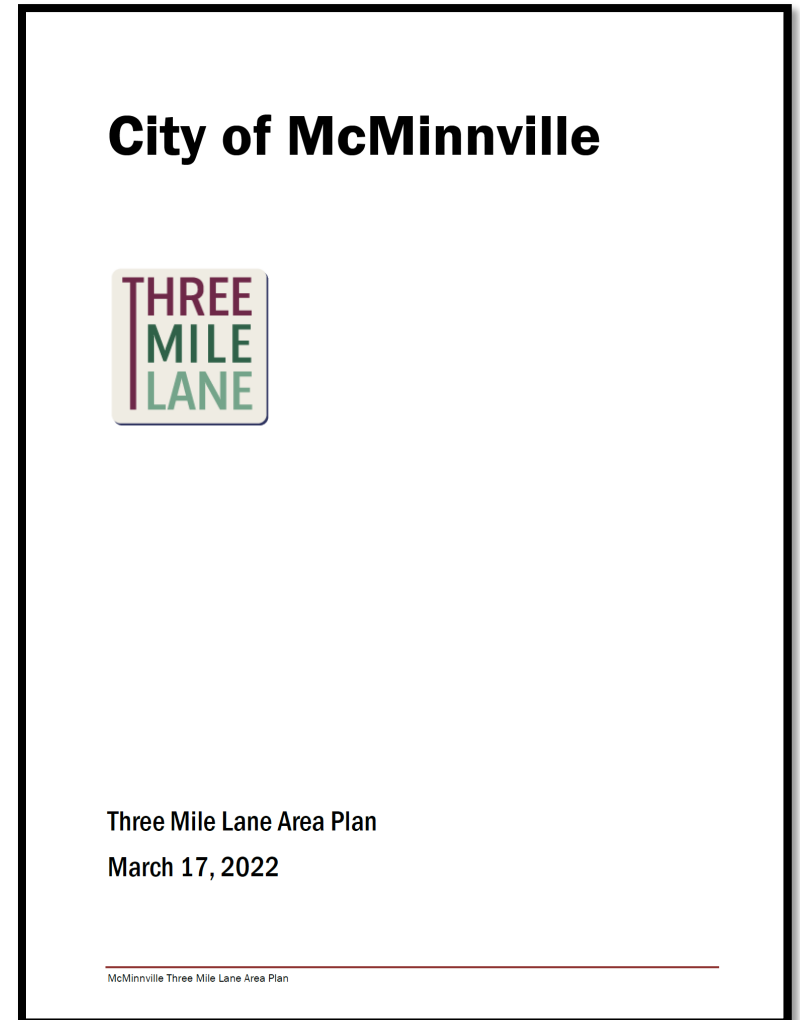
The Documents



The Plan is is a 50-page document.

Developed by Community Volunteers with the help of a consultant team comprised of land-use planners, transportation planners and transportation engineers.

And a staff team comprised of city staff and ODOT staff.



Project Goals

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

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

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

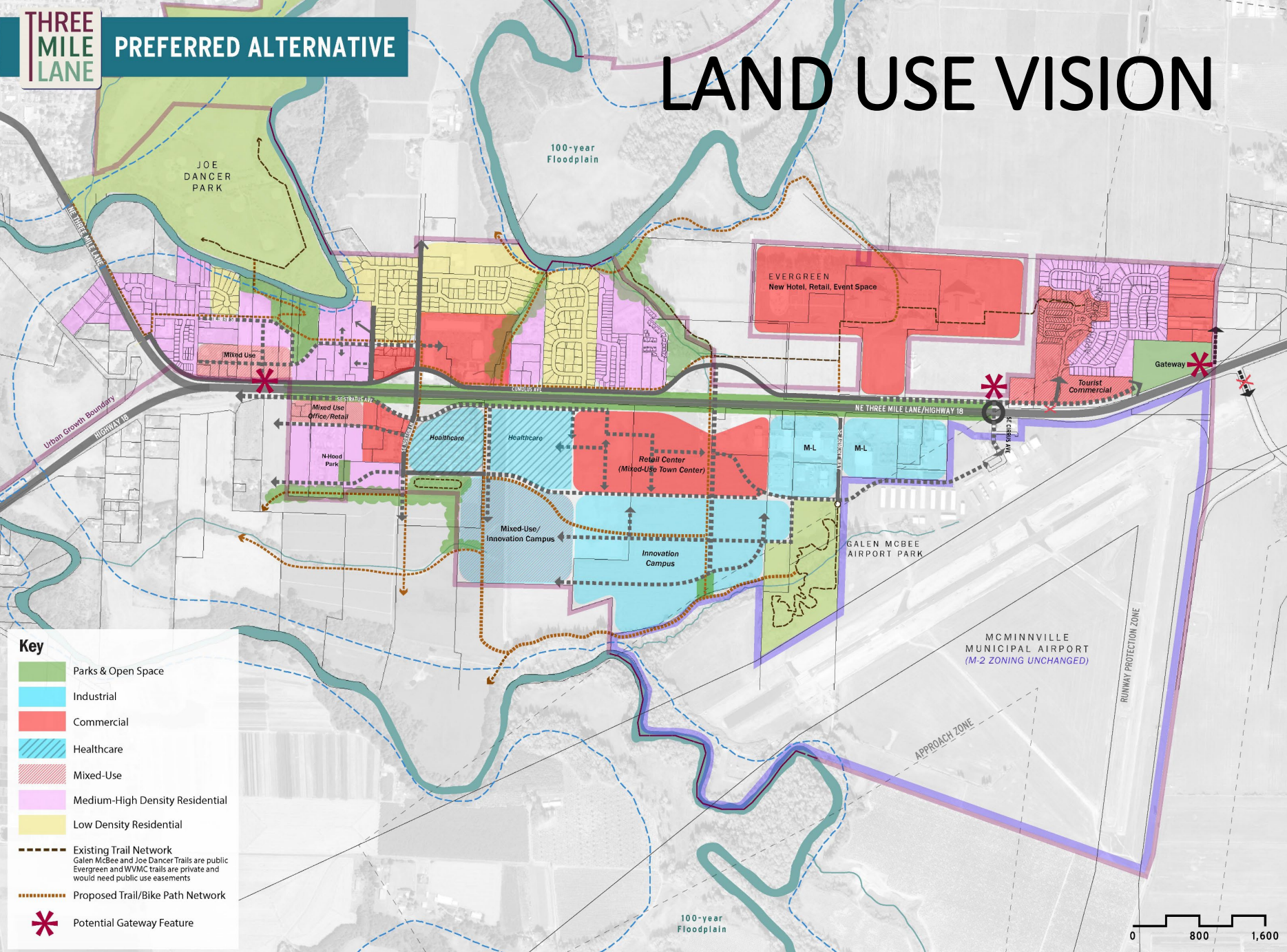
GOAL 4 – AESTHETICS AND DESIGN: Create an aesthetically pleasing gateway to the City of McMinnville.

GOAL 5 – RESIDENTIAL QUALITY OF LIFE: Improve the district for existing and future McMinnville residents in the area.

*Goals are not in priority order,
all are considered equal goals.*

LAND USE VISION

Meet Some of McMinnville's Future Needs (2021-2041)



Key

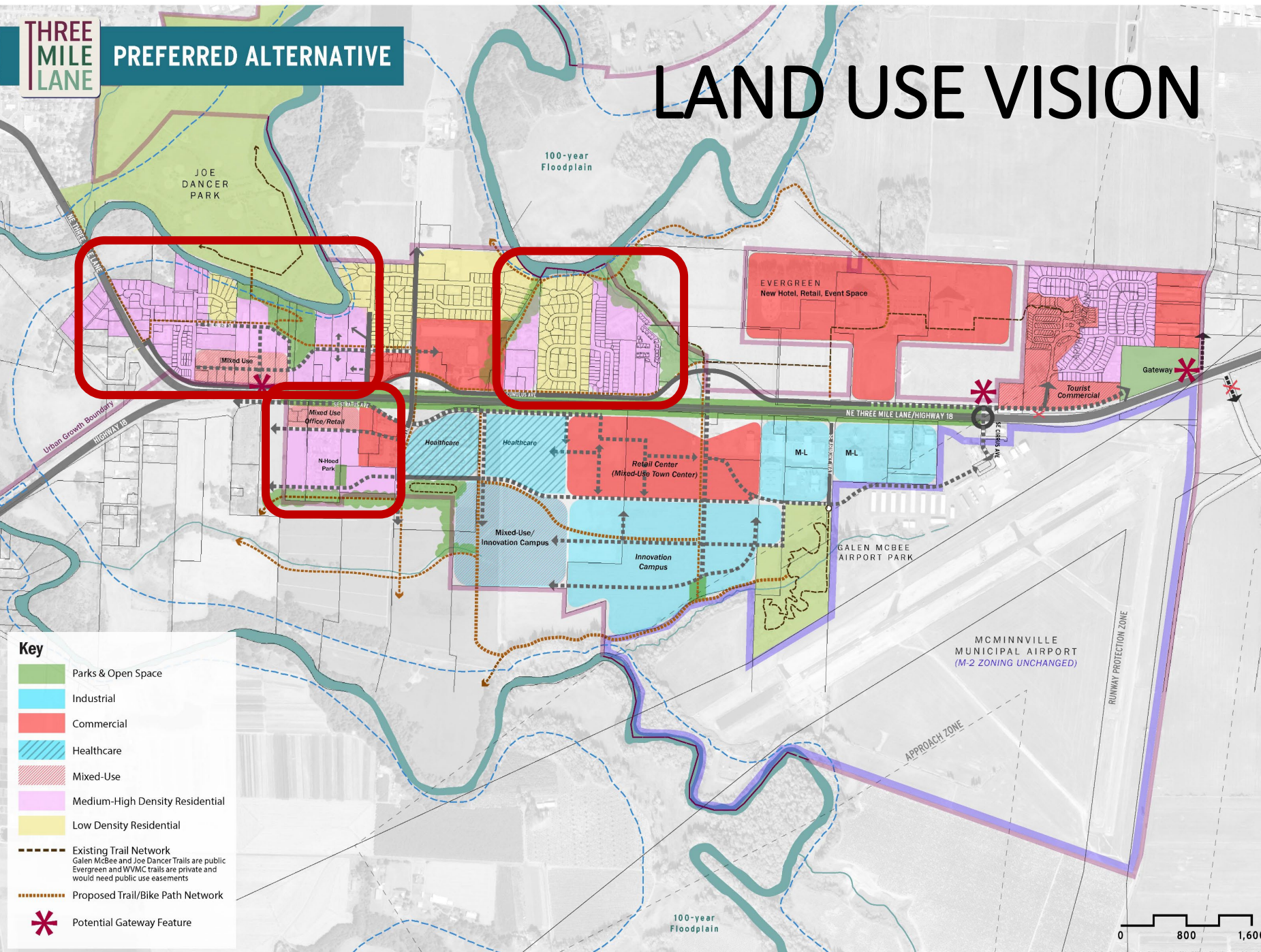
- Parks & Open Space
- Industrial
- Commercial
- Healthcare
- Mixed-Use
- Medium-High Density Residential
- Low Density Residential
- Existing Trail Network
Galen McBee and Joe Dancer Trails are public
Evergreen and WVMC trails are private and
would need public use easements
- Proposed Trail/Bike Path Network
- ✳ Potential Gateway Feature



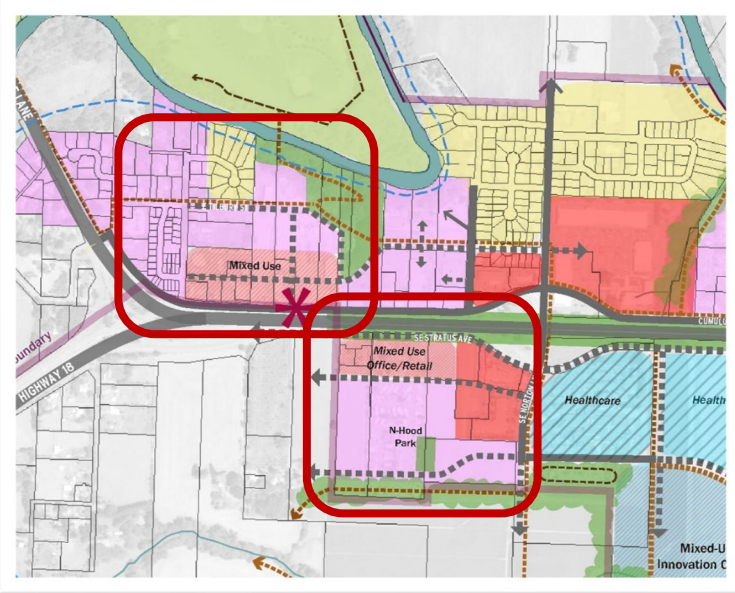
LAND USE VISION

Meet Some of McMinnville's Future Needs (2021-2041)

- Affordable Housing:**
- High-Density Housing**



High Density Housing



Key Features: Mixed-Use Neighborhoods

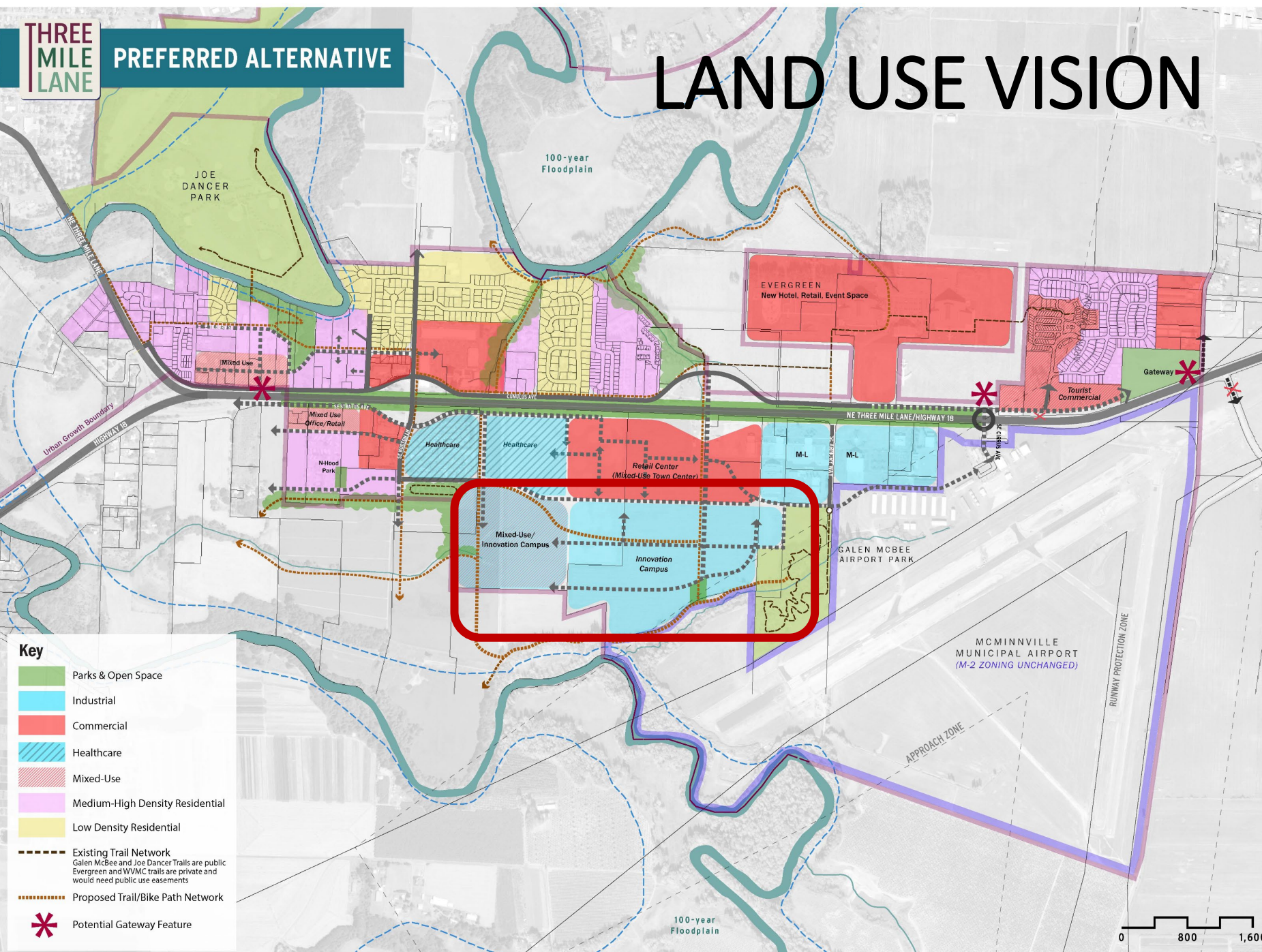
- High Density Residential and Neighborhood Serving Commercial
- Local Street Grid with safe crossings
- Pedestrian-Oriented Buildings (no setbacks, parking behind buildings, pedestrian-scaled ground floor)
- Trail Connectivity to Other Amenities
- Incorporate Natural Features



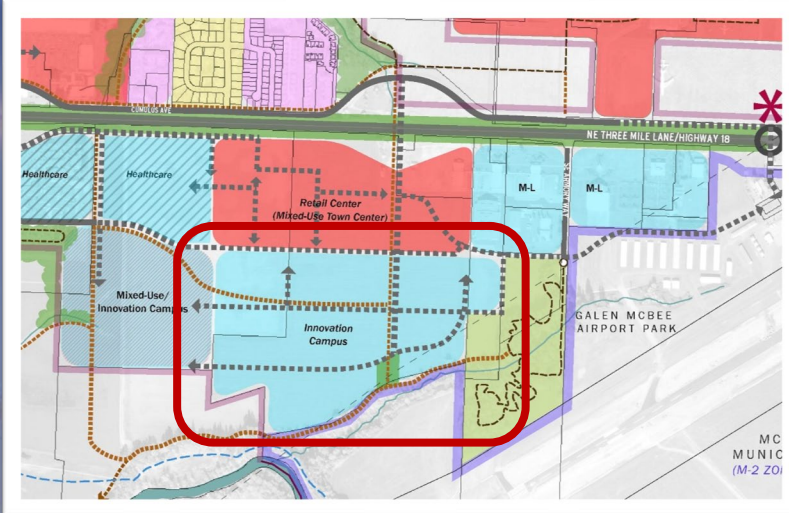
LAND USE VISION

Meet Some of McMinnville's Future Needs (2021-2041)

- Affordable Housing: High Density Housing
- **Good Jobs:** Innovation Center, Industrial campus adjacent to the airport with access to Highway 18.



Innovation Center



Key Features: Innovation Campus

- Entrepreneurial Industrial Businesses
- Fusion of R & D, Education, Supportive Services, Flex Space and Manufacturing Space on a Large Campus
- Adjacency to the Airport for Corporate Interests and Aviation Businesses
- Parks and Open Space for Employee Wellness and Connectivity

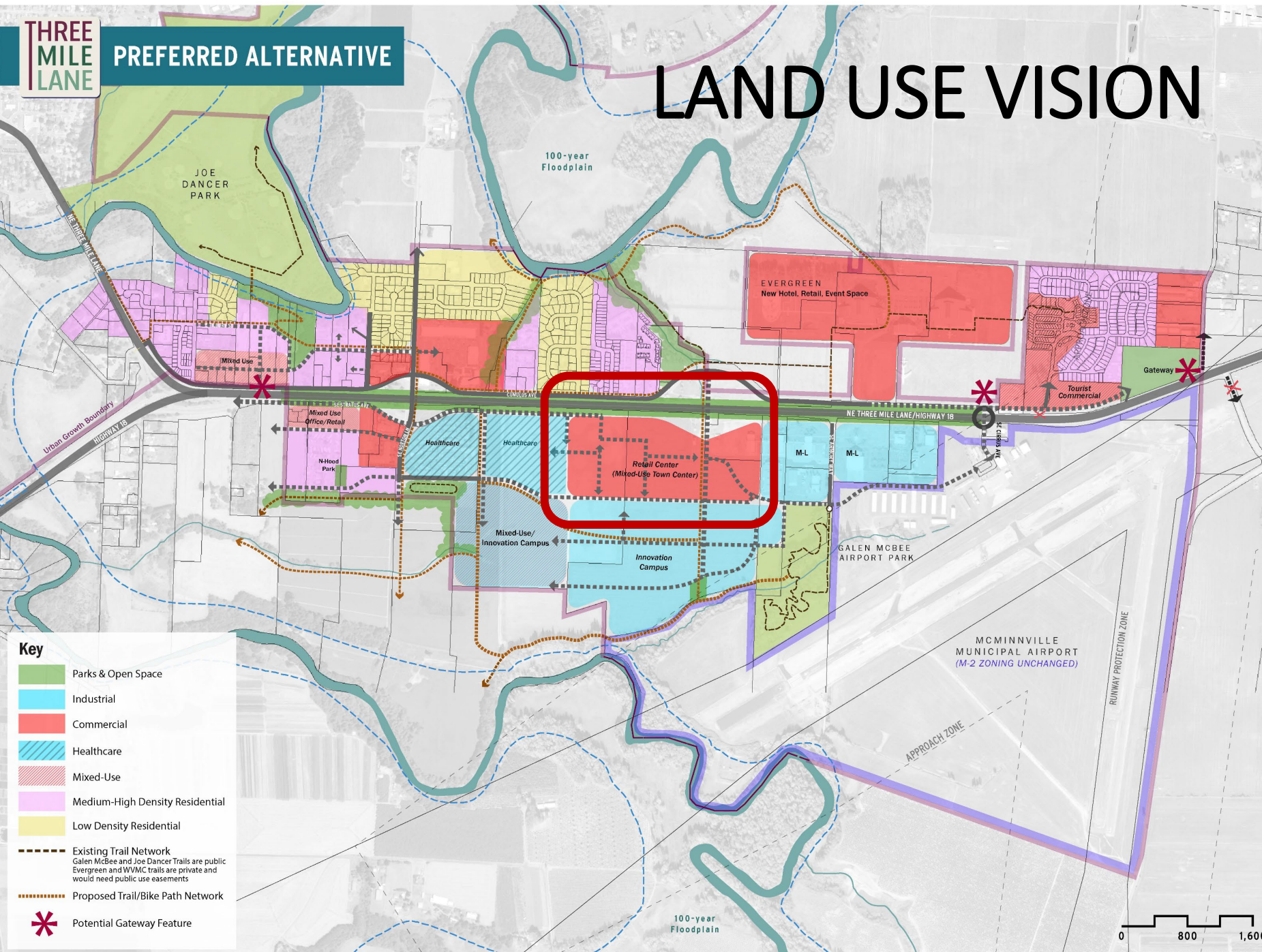


LAND USE VISION

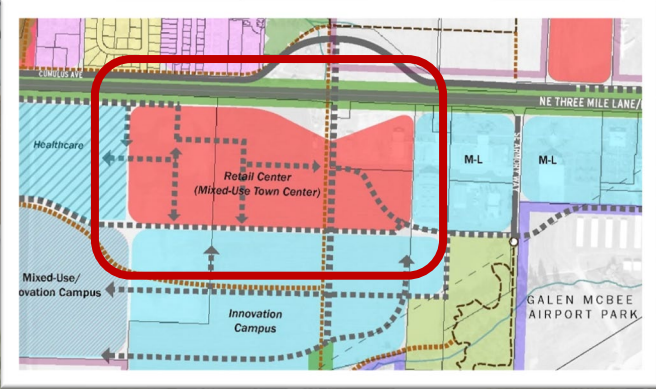
Meet Some of

McMinnville's Future Needs
(2021-2041)

- Affordable Housing: High Density Housing
- Good Jobs: Industrial Innovation Center, adjacent to the airport with access to Highway 18.
- **More Commercial Options: "Mixed-Use Town Center". Walkable Retail Center with shops, restaurants, entertainment, offices, lodging, parks and open space reflecting McMinnville's unique charm.**

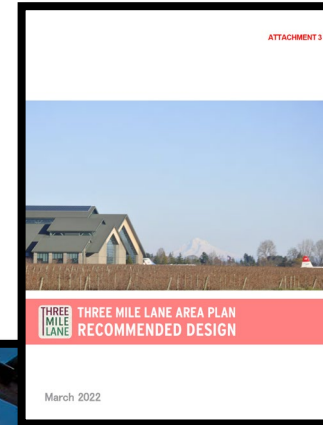


Walkable mixed-use town center



Key Features: Walkable Mixed-Use Town Center

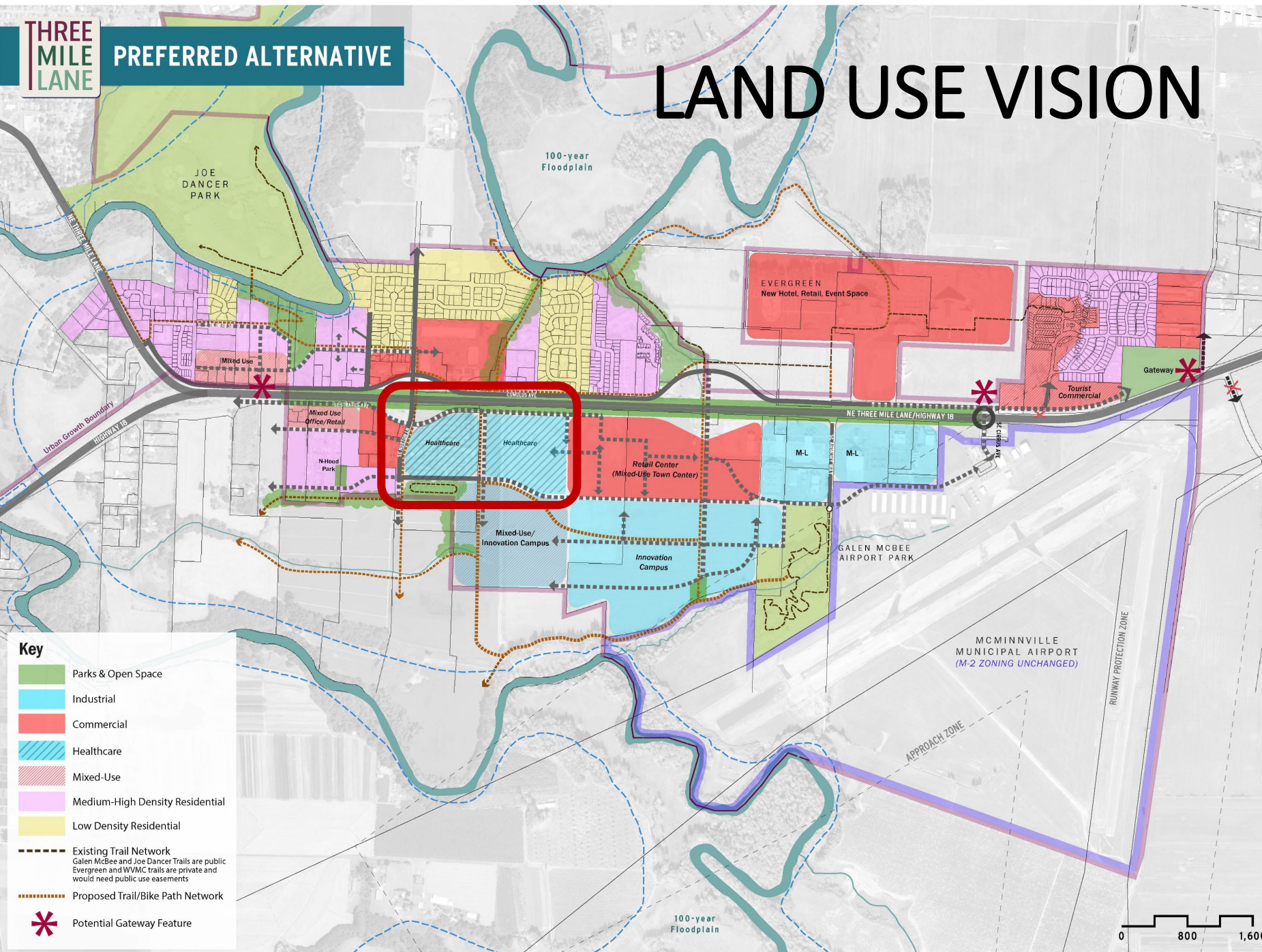
- Gateway Location
- Well Designed
- Design and Development Standards that reflect “McMinnvilleness”
- Connectivity – Trails to Southside Housing, Adjacency to Innovation Center, Local Frontage Road Access, Highway Access



LAND USE VISION

Meet Some of McMinnville's Future Needs (2021-2041)

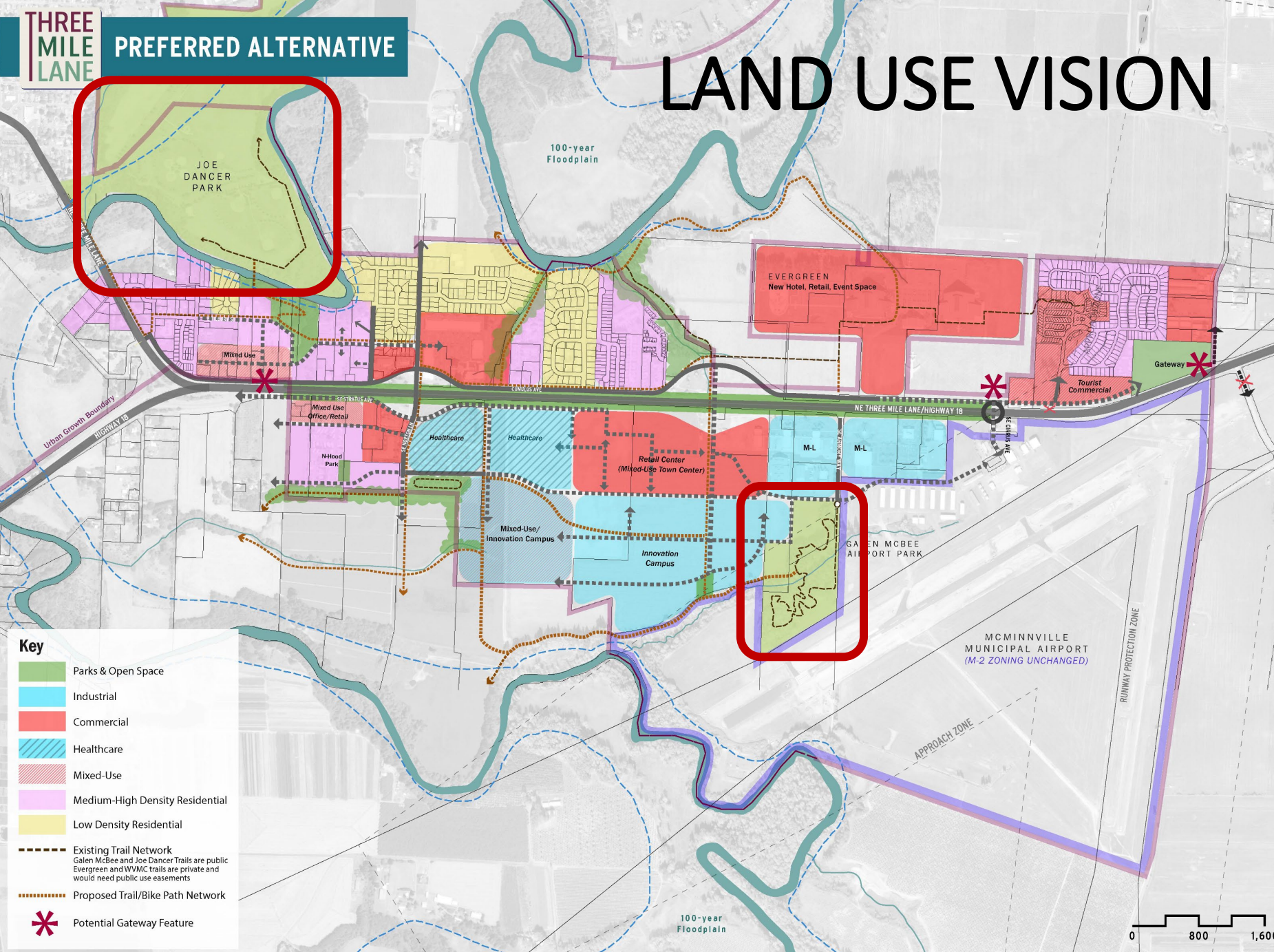
- Affordable Housing: High Density Housing
- Good Jobs: Industrial Innovation Center, adjacent to the airport with access to Highway 18.
- More Commercial Options: "Mixed Use Town Center", Walkable Retail Center reflecting McMinnville's unique charm.
- **Health Care Campus: Expansion around the hospital for medical industry**



LAND USE VISION

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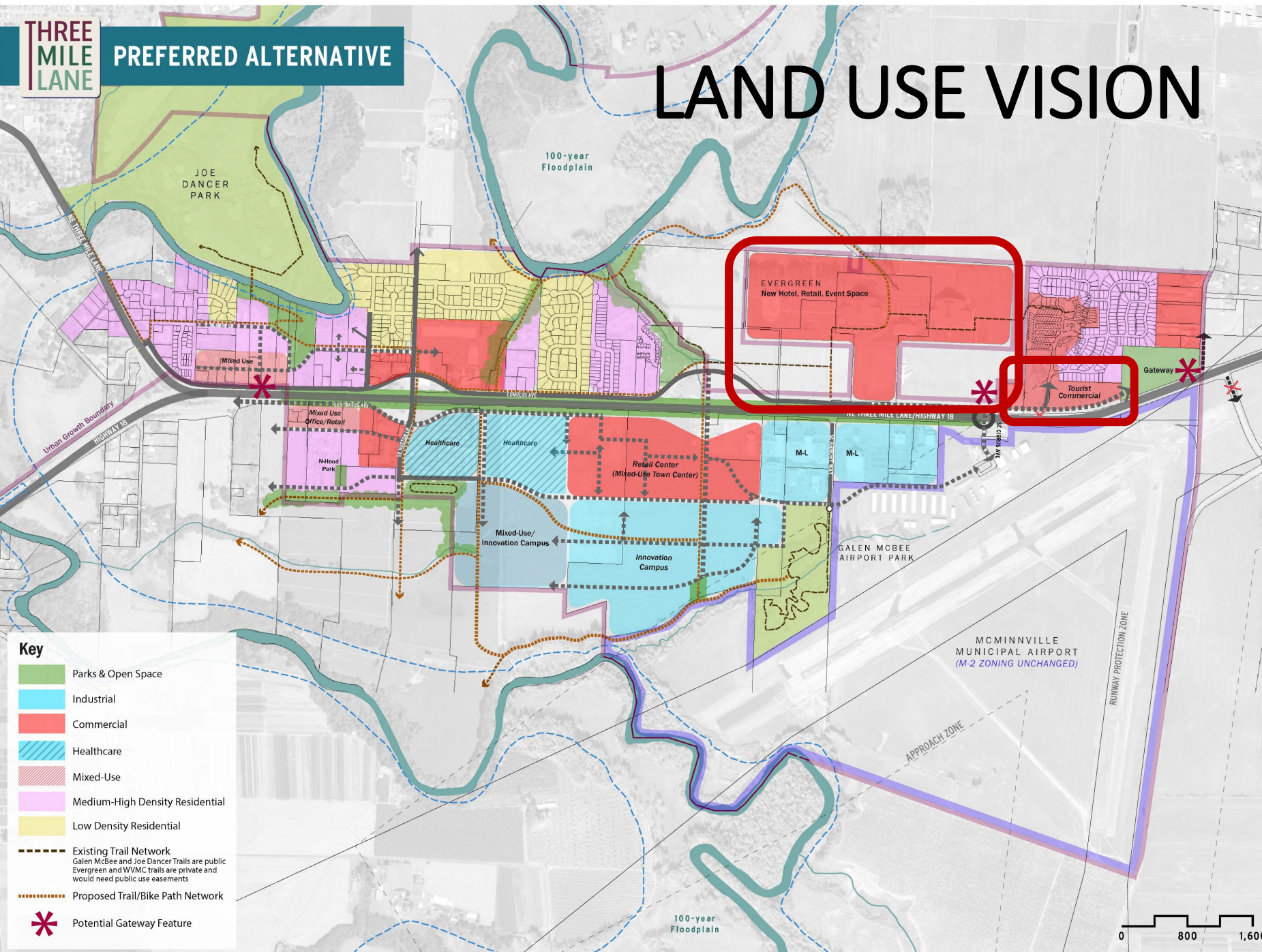
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- Health Care Campus: Expansion around the hospital for medical industry
- Open Spaces, Trails, Bike/Ped Connectivity to Parks and amenities.



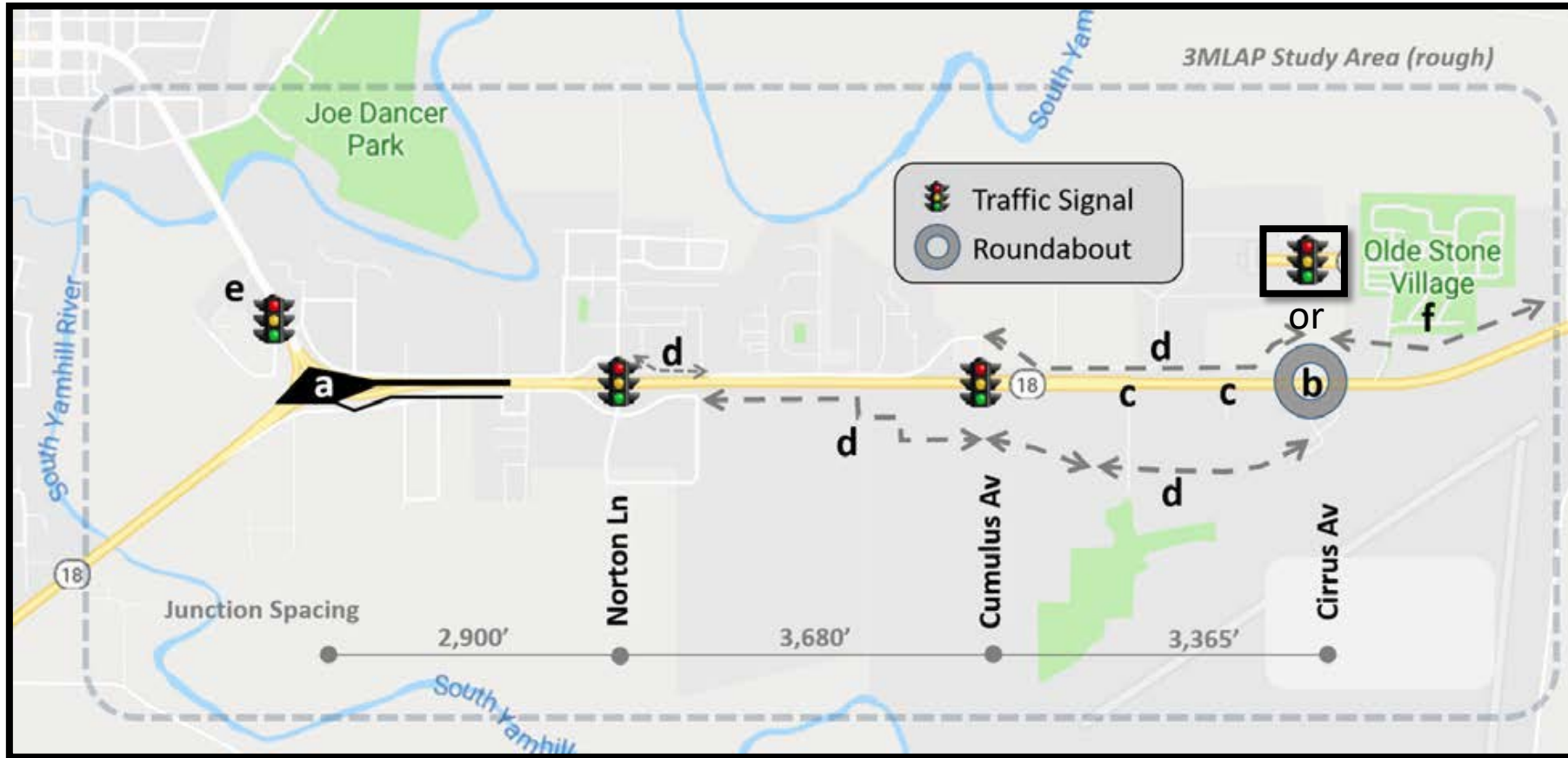
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- Tourism



TRANSPORTATION PLAN:



- Maintains Highway 18 as a State Expressway and Freight Route (Bypass).
- Meets OHP mobility and access standards.
- Follows the 1996 Oregon Highway 18 Corridor Refinement Plan
- Optimizes the two Signal intersections that exist today
- Closes more local access roads and install a new controlled intersection at Cirrus Avenue.
- **FRONTAGE ROADS** become a focus. Local traffic, bikes and pedestrians
- No planned overpass is eliminated.



Area
Plan

How Was the Plan Developed?
THE PUBLIC PROCESS

PUBLIC PROCESS / ENGAGEMENT



The Three Mile Lane Area Plan was developed by community volunteers with public engagement and input.

- 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 was presented to the Planning Commission and they voted to recommend it to City Council for adoption.
- City Council is final decision-making body.



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

GREEN CITIES, SUMMMER 2017



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

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- (4) Expand **wine industry** near McMinnville Airport. Play 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
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- (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.
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- (2) Add more **bike lanes** that are easily accessible, safe routes – residential. Construct bike lanes on Cumulus
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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.
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- (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**
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- (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



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.



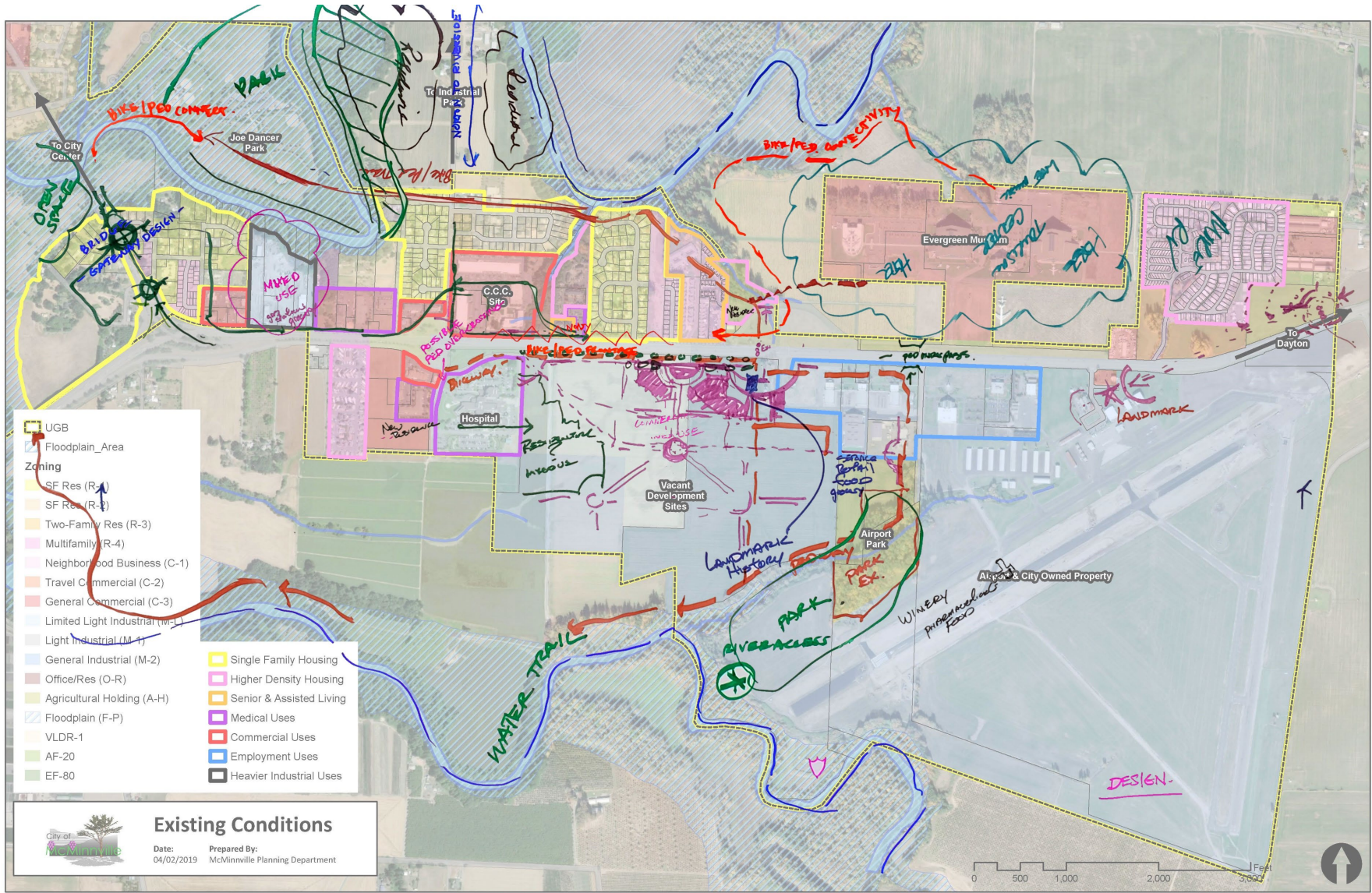
July 18, 2022

Public Open

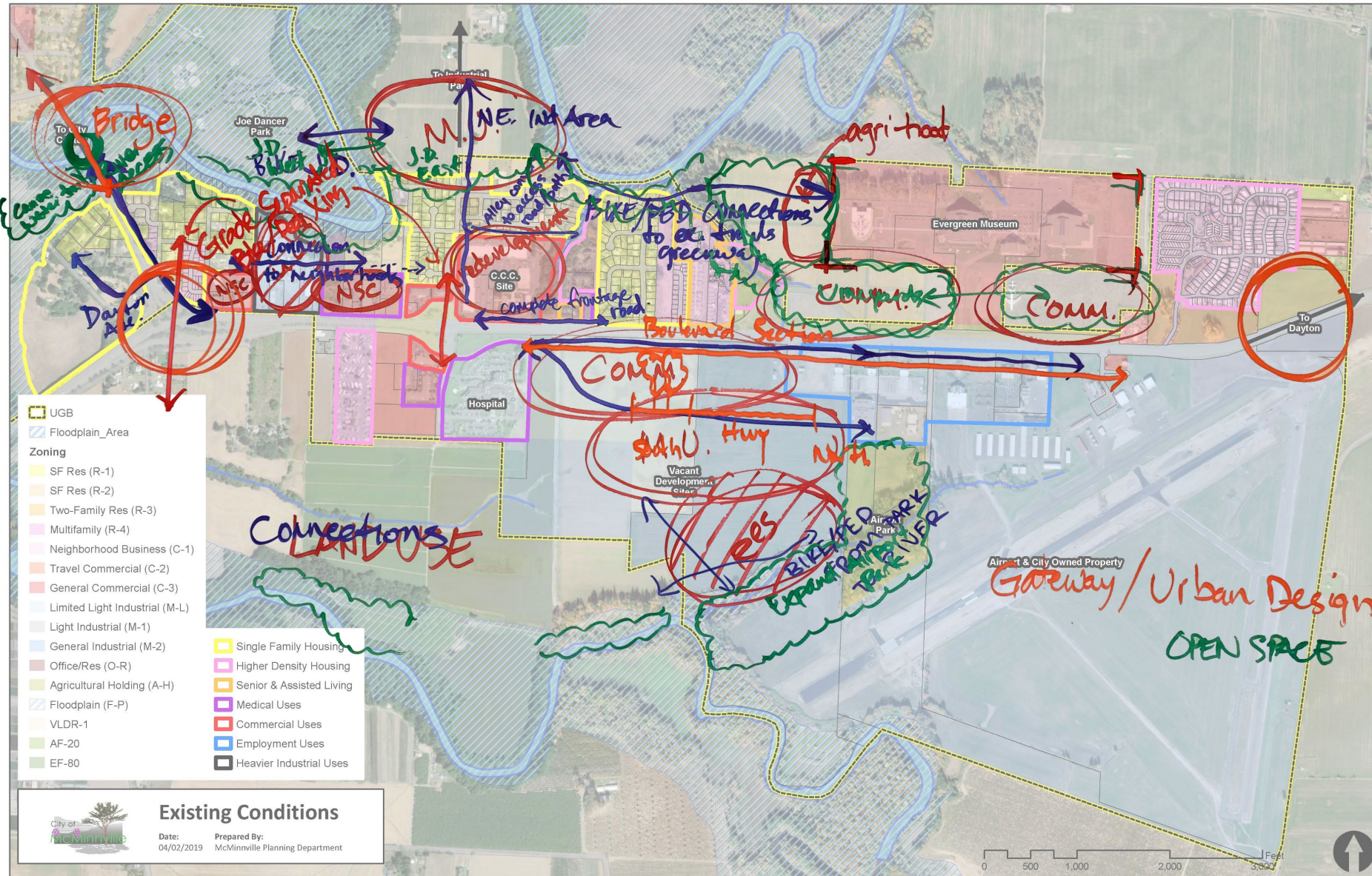
Citizen Advisory Committee (CAC)	
REPRESENTING	
Planning Commission	Lori Schanche
City Council	Zach Geary Scott Hill Wendy Stassens
Representatives of Property and Business Owners in the Study Area	Robert Banagay Paul Davis Danielle Hoffman Peter Hoffstetter Kit Johnston Stewart Kircher Chris Norville 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

Public Outreach Open House and Survey



Area
Plan



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

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.





Town Hall and Charrette



Area
Plan

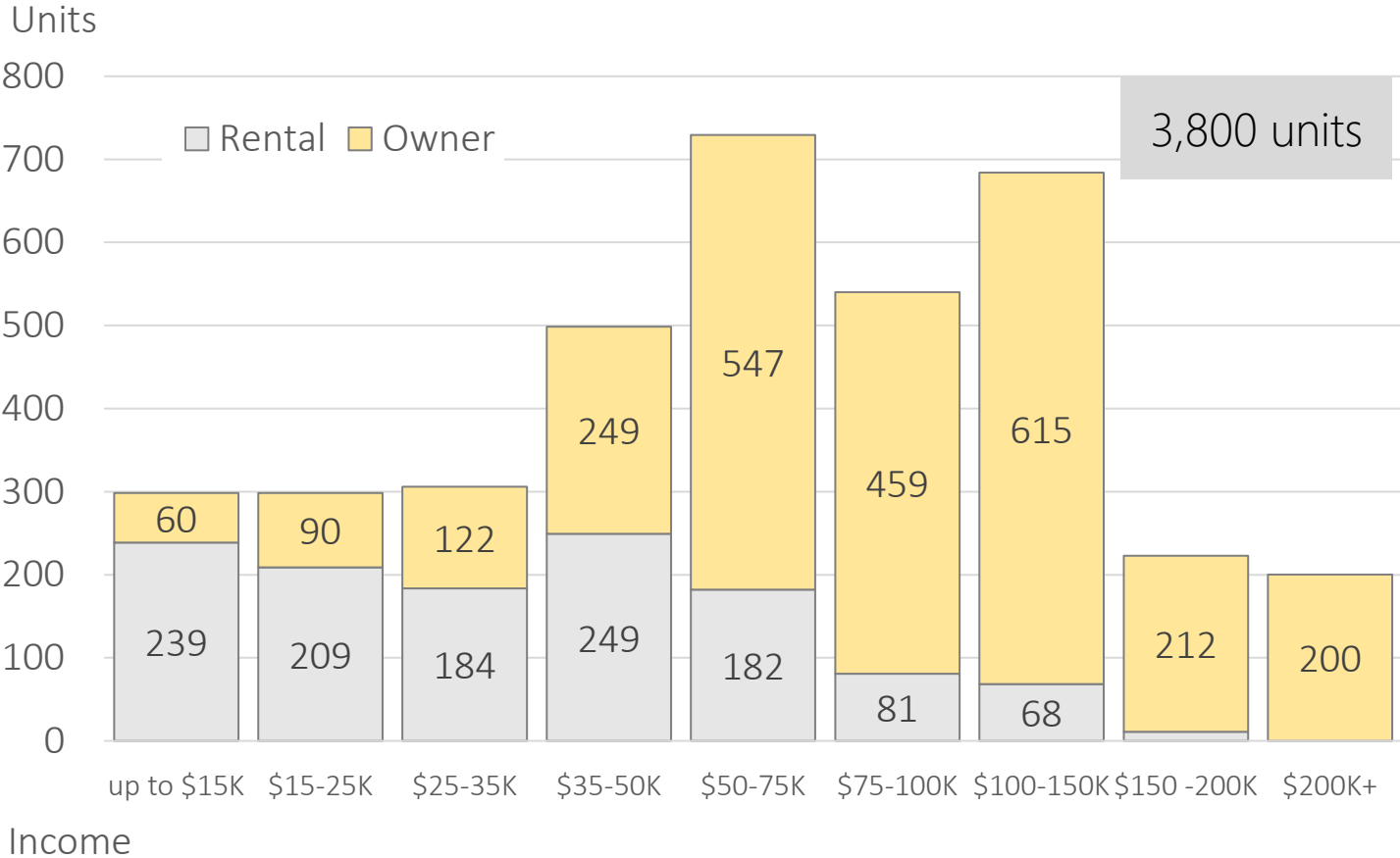
RESEARCH THAT INFORMED THE PLAN

Market Analysis



10-year Residential Demand Market Area

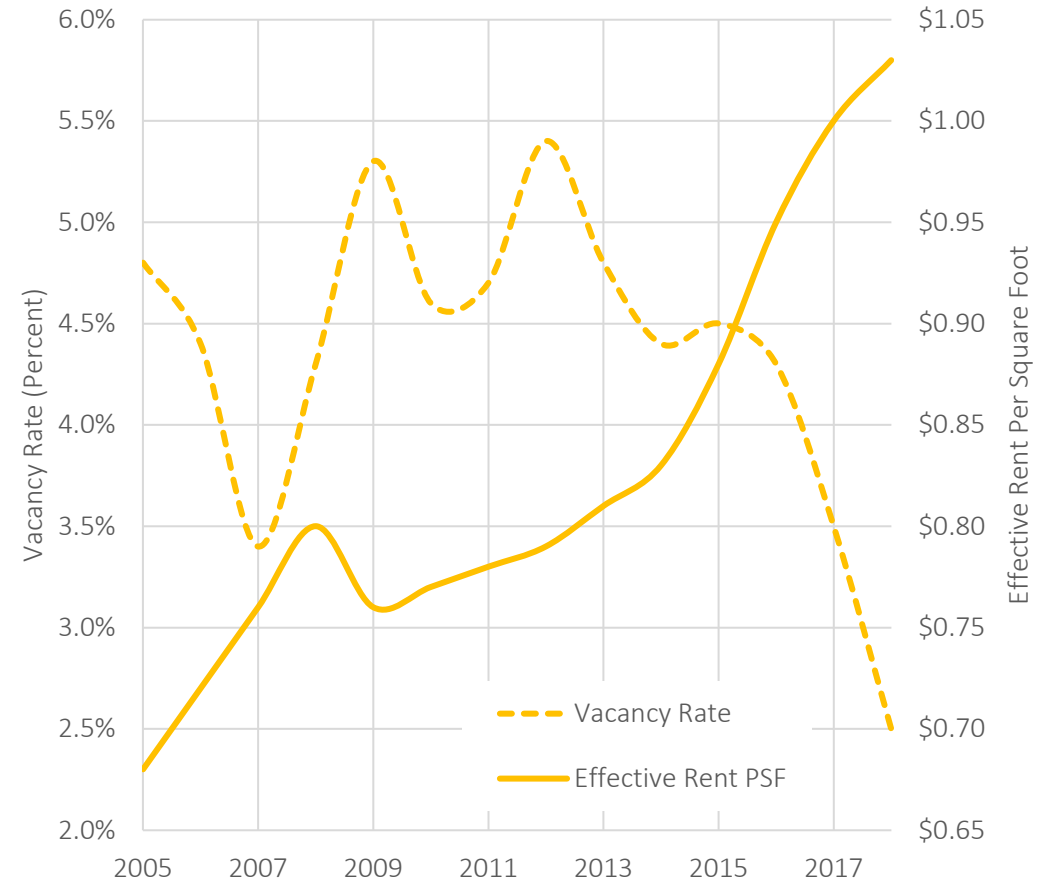
- Regional demand for 3,800 residential units over 10 years
- 3ML could capture a significant portion on site:
 - 200+ apartments (~6 acres)
 - ~100 townhomes (~7 acres)
 - Single-family, zoning permitting



Apartment market data indicates strong demand for new construction

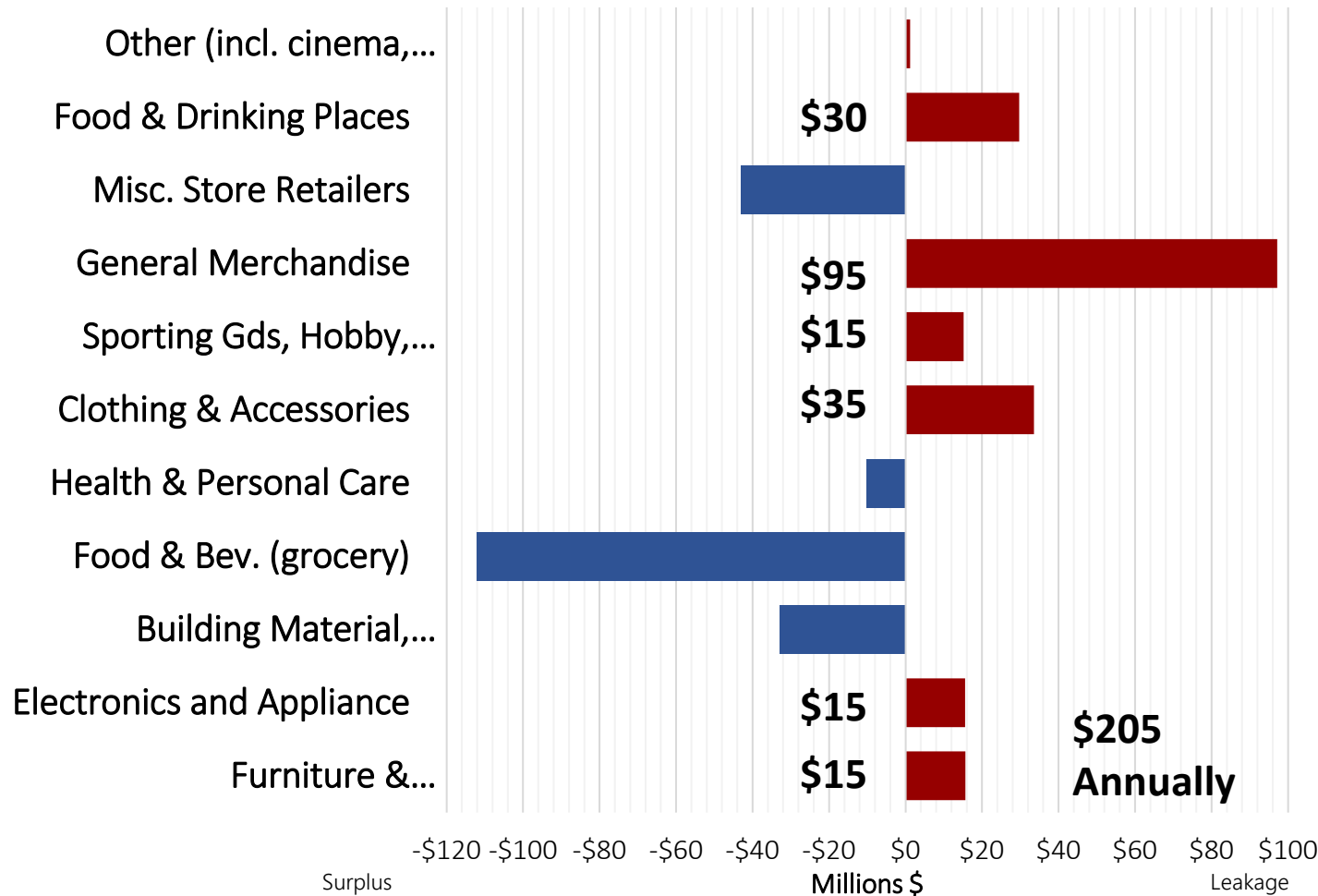


- Prospects are strong regional and nationally.
- Strong rent growth but low average rents across all inventory
- New construction expected to rent for ~\$1.50 PSF
- Very low vacancy indicates demand, but rents may only support lower-density residential typologies like townhomes and garden apartments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

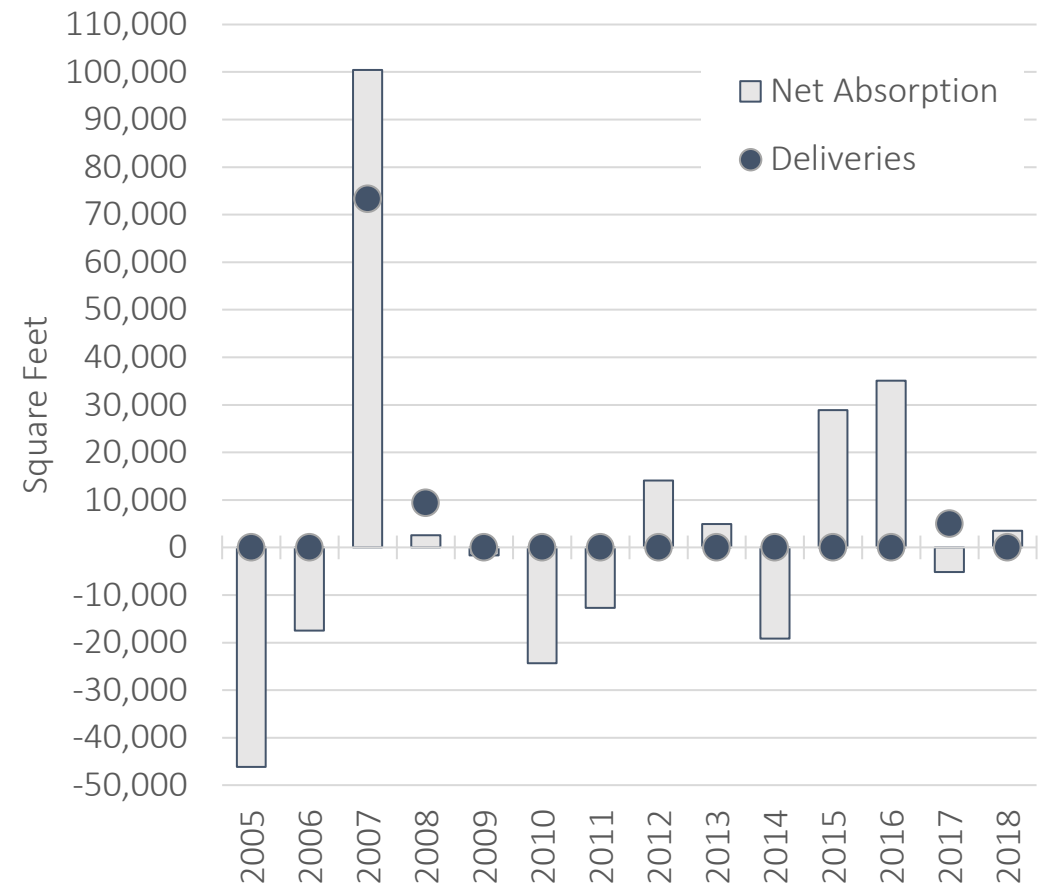
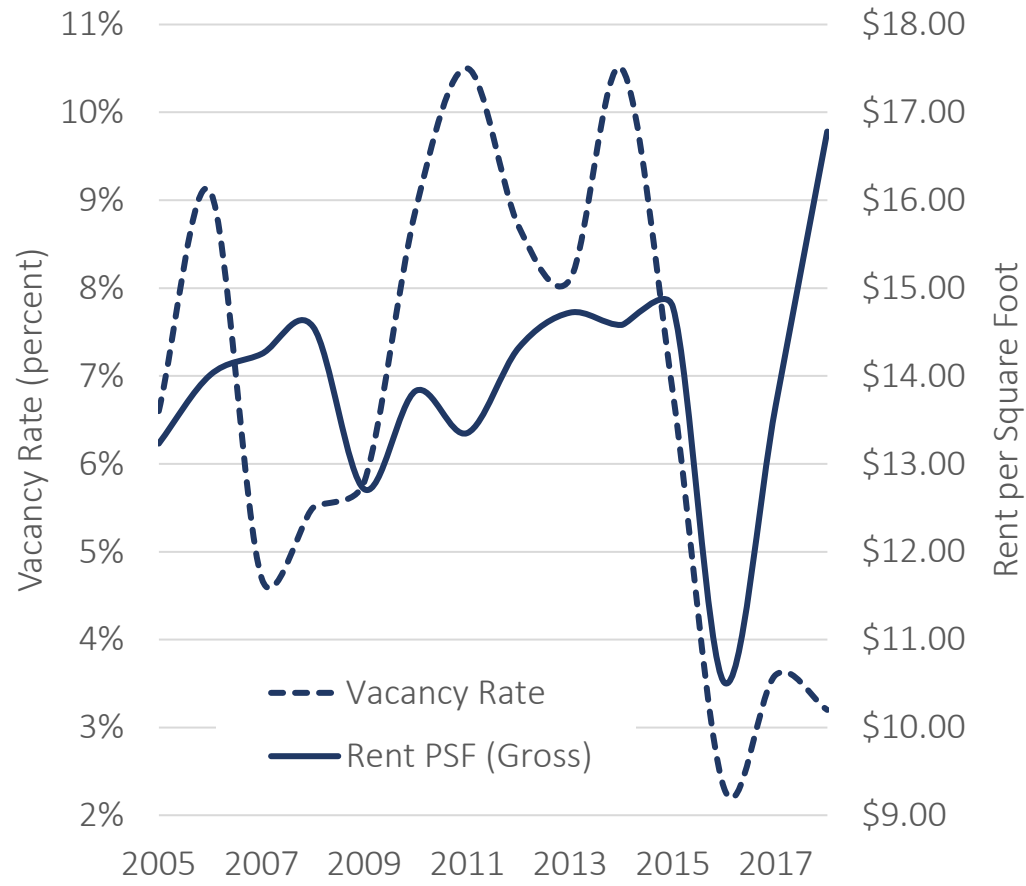


Retail spending indicates immediate opportunities for new construction

- 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



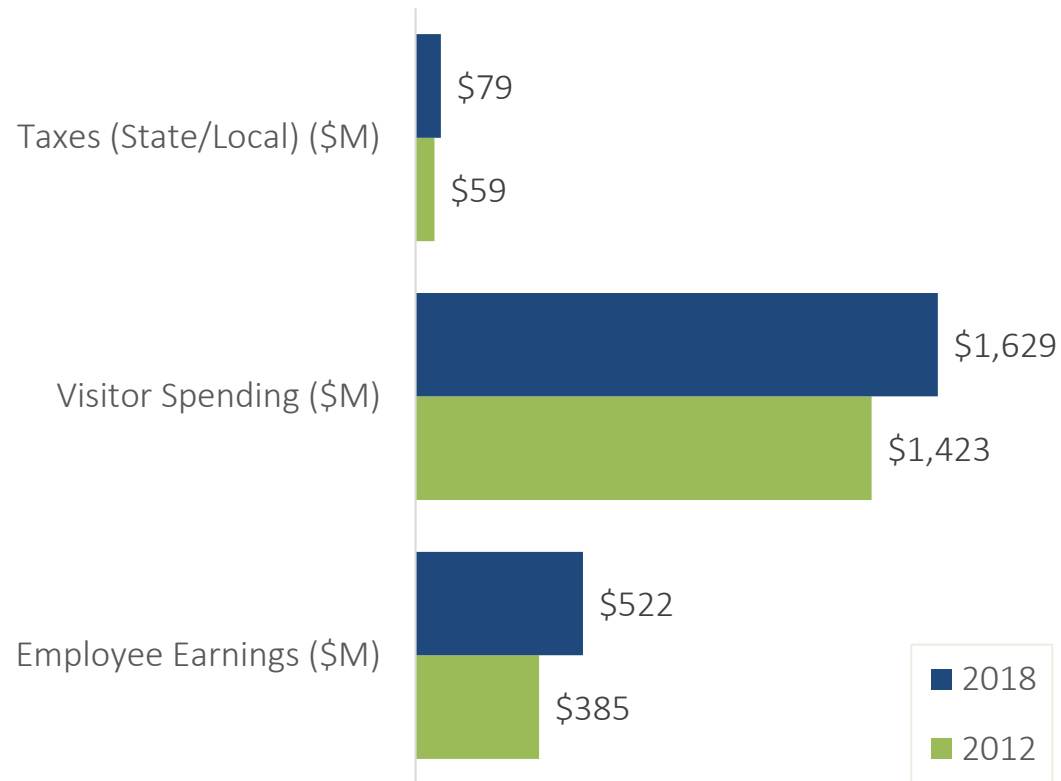
The office market is tight and rents are improving



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.

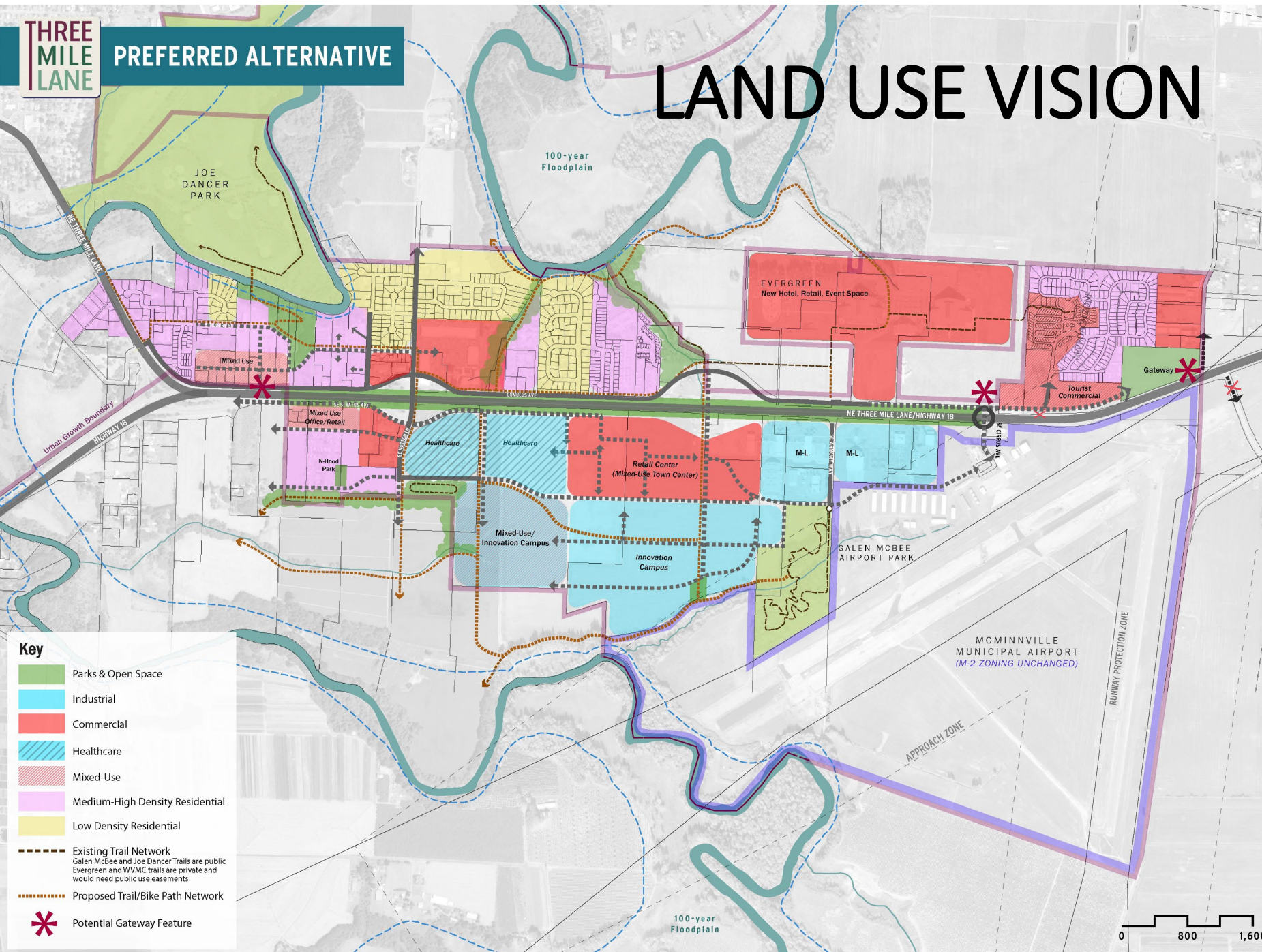
Anticipated Development Mix

- 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

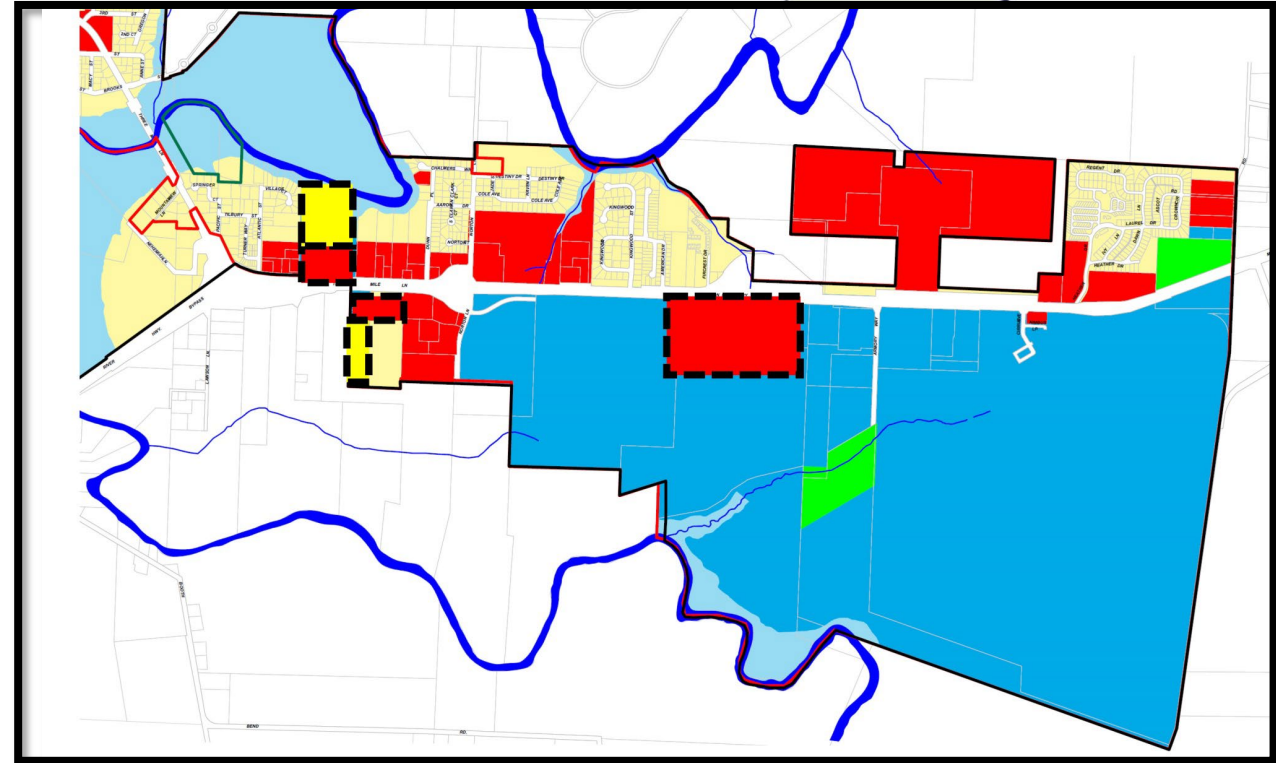
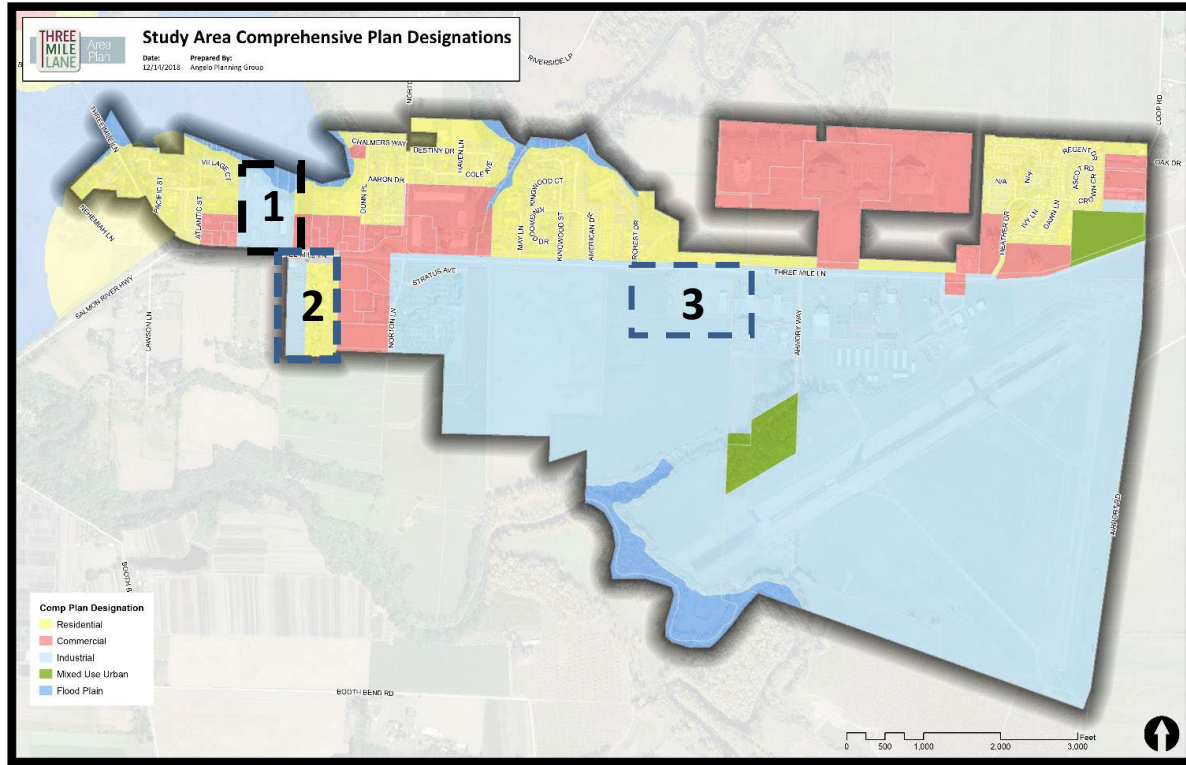
LAND USE VISION

Meet Some of McMinnville's Future Needs (2021-2041)

- Affordable Housing
- Good Paying Jobs with Upward Mobility: Industrial Innovation campus, with buildings oriented to Yamhill River; maintaining view corridors.
- More Commercial Options: Walkable McMinnville Retail Center reflecting McMinnville's unique charm. "Mixed-Use Town Center".
- Medical Campus Expansion
- Tourism
- Open Spaces, Trails, Connectivity



Community Vision = 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	<u>50 Acres</u> 79.02 Acres TOTAL	17 Acres	<u>33.00 Acres Commercial</u> 48.58 Acres TOTAL

Can the land-use be realized with the existing underlying comprehensive plan map designation?



Area
Plan

TRANSPORTATION ANALYSIS

How Does This Plan Affect the Functionality of Highway 18

HIGHWAY 18 - FUNCTIONALITY



Here is what we know

Highway 18 is going to carry more traffic in the future than it does today – the question is how much more traffic will this plan cause and how does it affect the functionality of Highway 18?

Highway 18 is an expressway and freight route in the Oregon Highway System. That means that it needs to maintain a certain amount of mobility (ability to travel from one place to another with travel time reliability).

- **Limited Access**
- **Controlled Access Where it Exists**

ACCESS AND MOBILITY (Access Control)

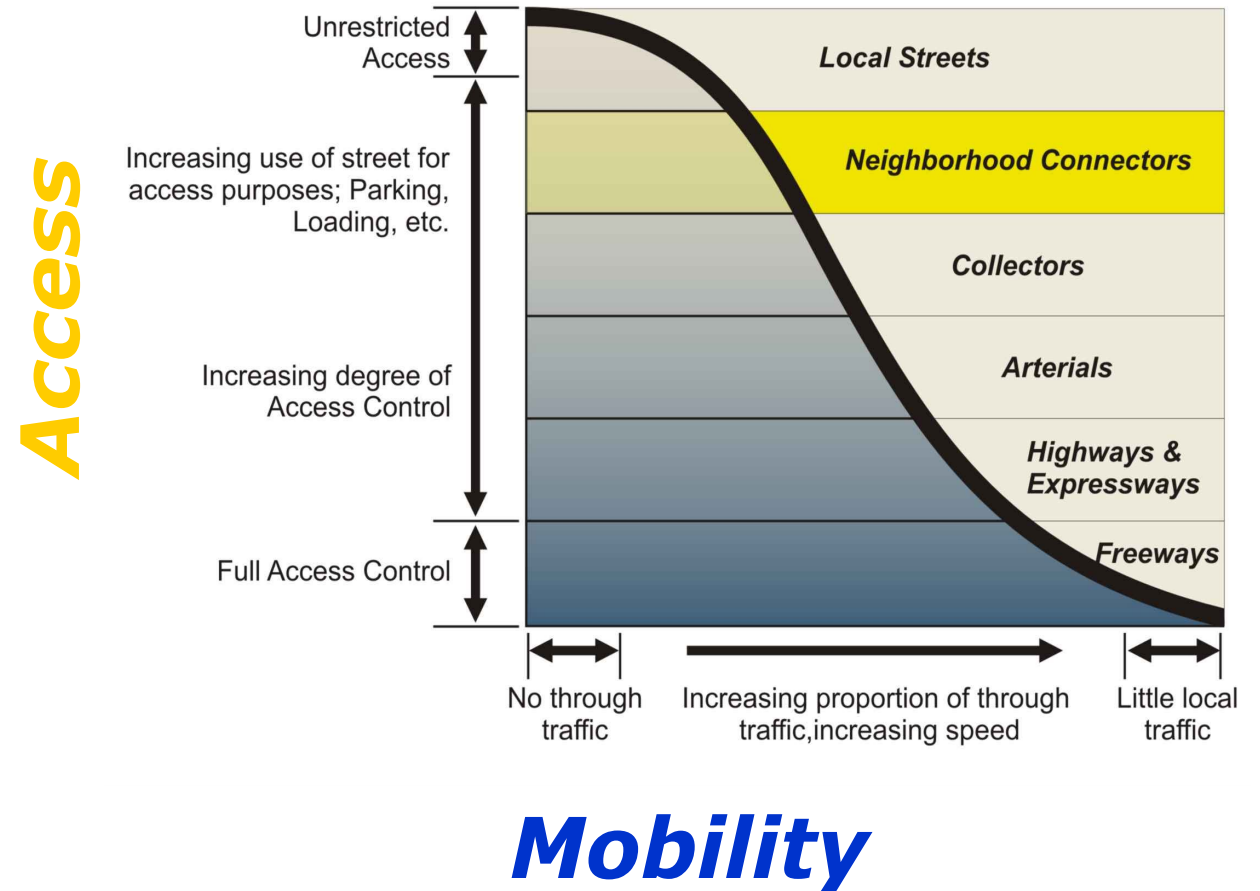


Access and mobility for different types of Oregon highway facilities are governed by the Oregon Highway Plan.

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.



ACCESS AND MOBILITY (Access Control)

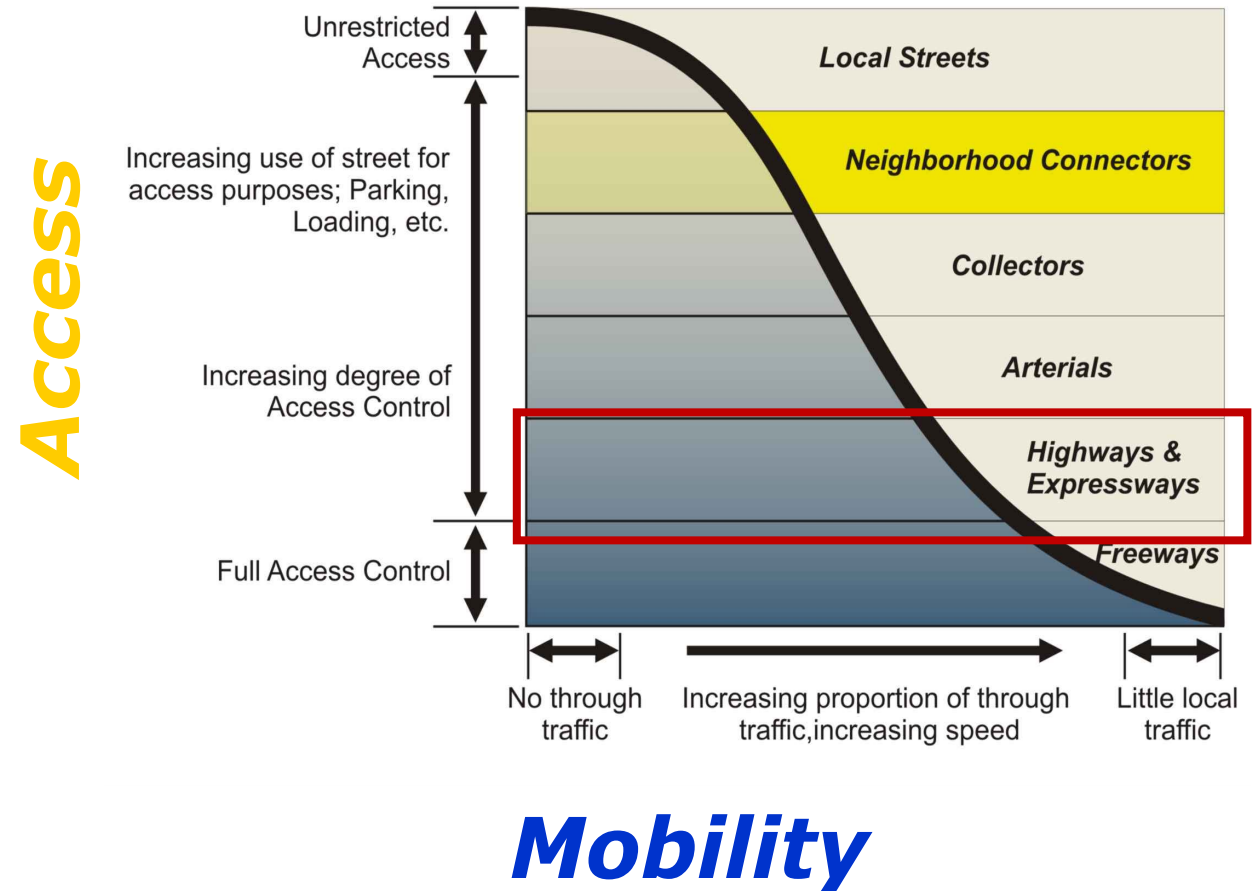


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MEASURING HIGHWAY MOBILITY (Travel Time Reliability)

Understanding Levels of Service – a measurement for functionality.

$v/c = \text{volume/capacity ratio}$

Percentage of 100% Capacity

LOS C is the Threshold

<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)

HIGHWAY 18 = 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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Percentage of 100% Capacity

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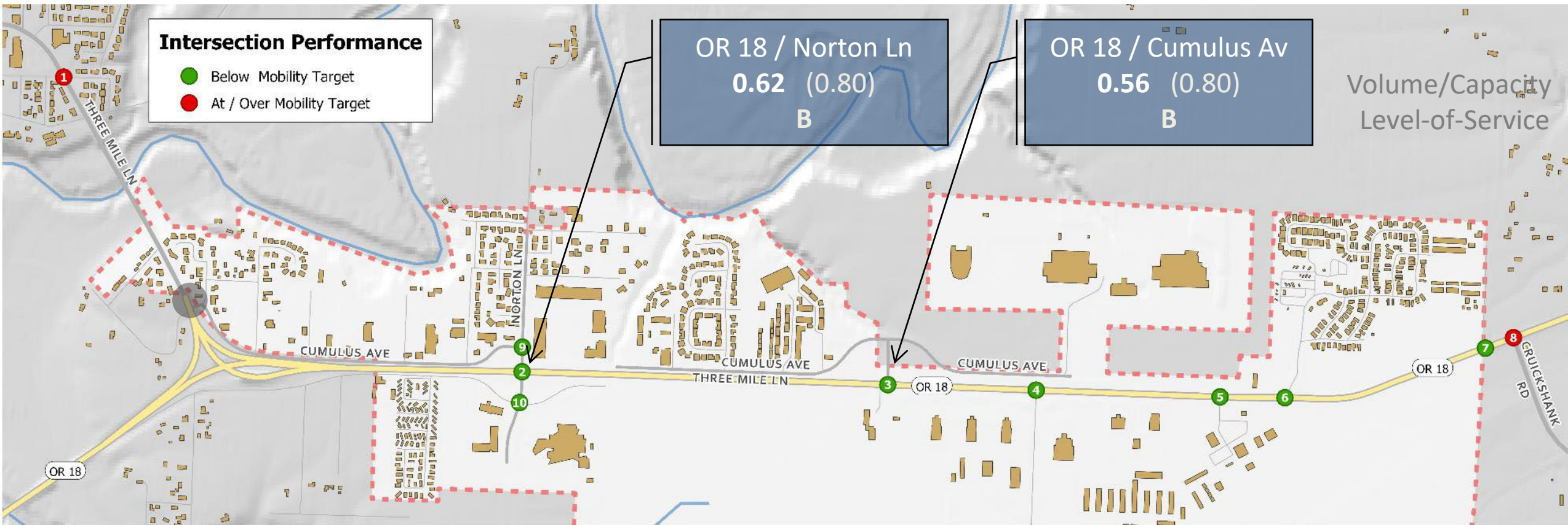
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Vehicle System – Existing Conditions (2018)



Intersection Traffic Operations – P.M. Peak Hour



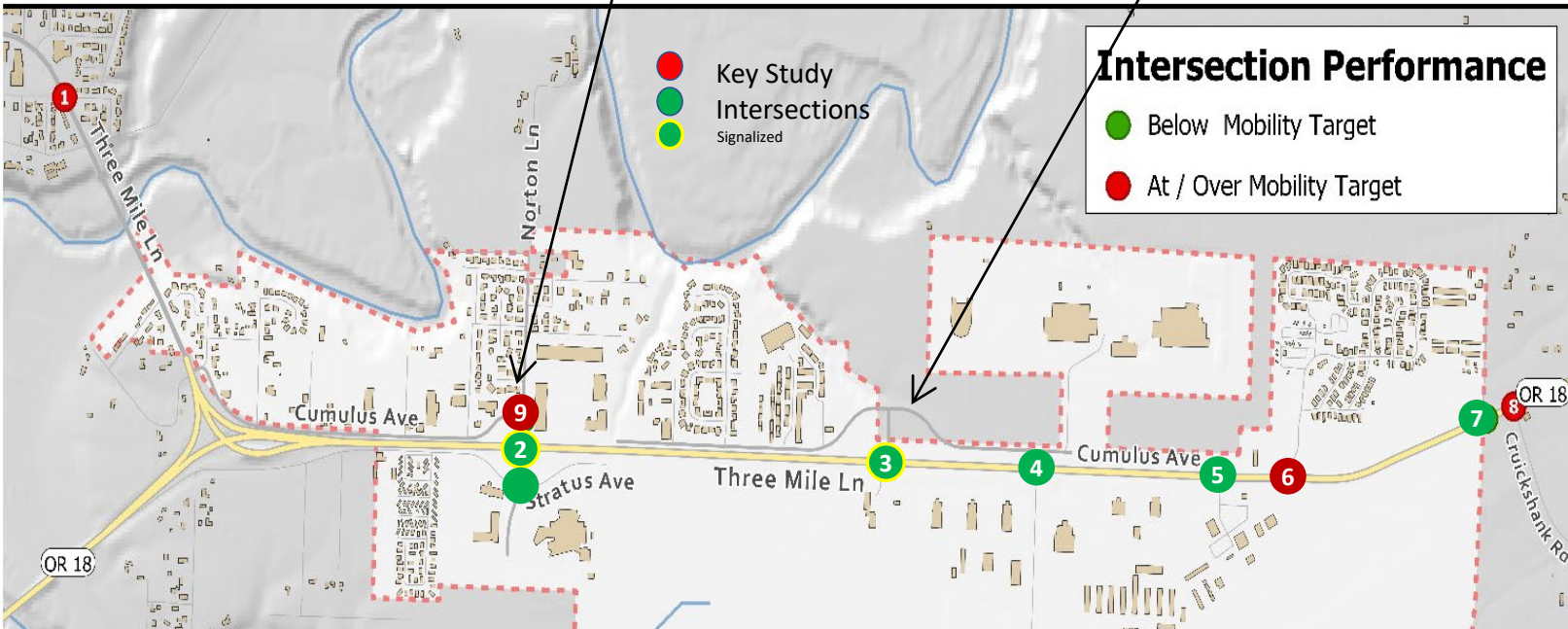
Vehicle Performance (2041)



2041 P.M. Peak Hour - Base

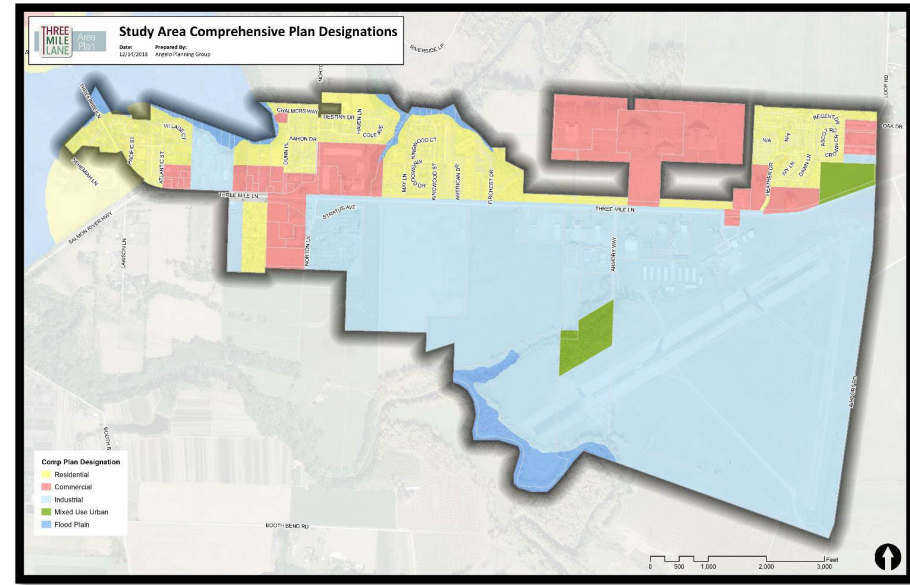
OR 18 / Norton Ln
0.74 (0.80)
C

OR 18 / Cumulus Ave
0.63 (0.80)
B



Intersection Performance

- Below Mobility Target
- At / Over Mobility Target



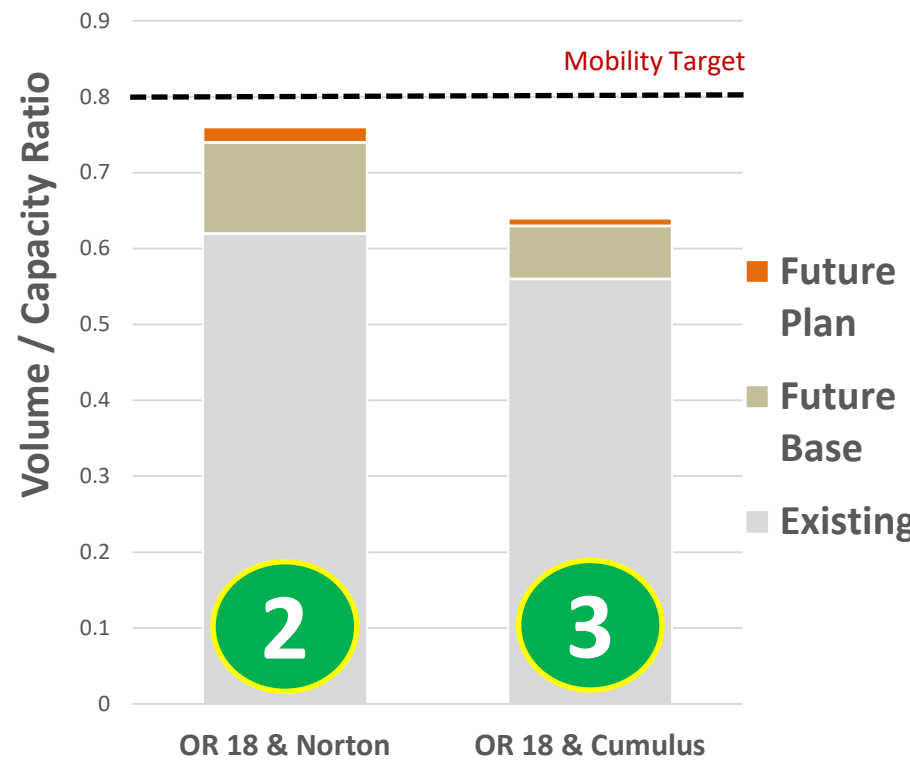
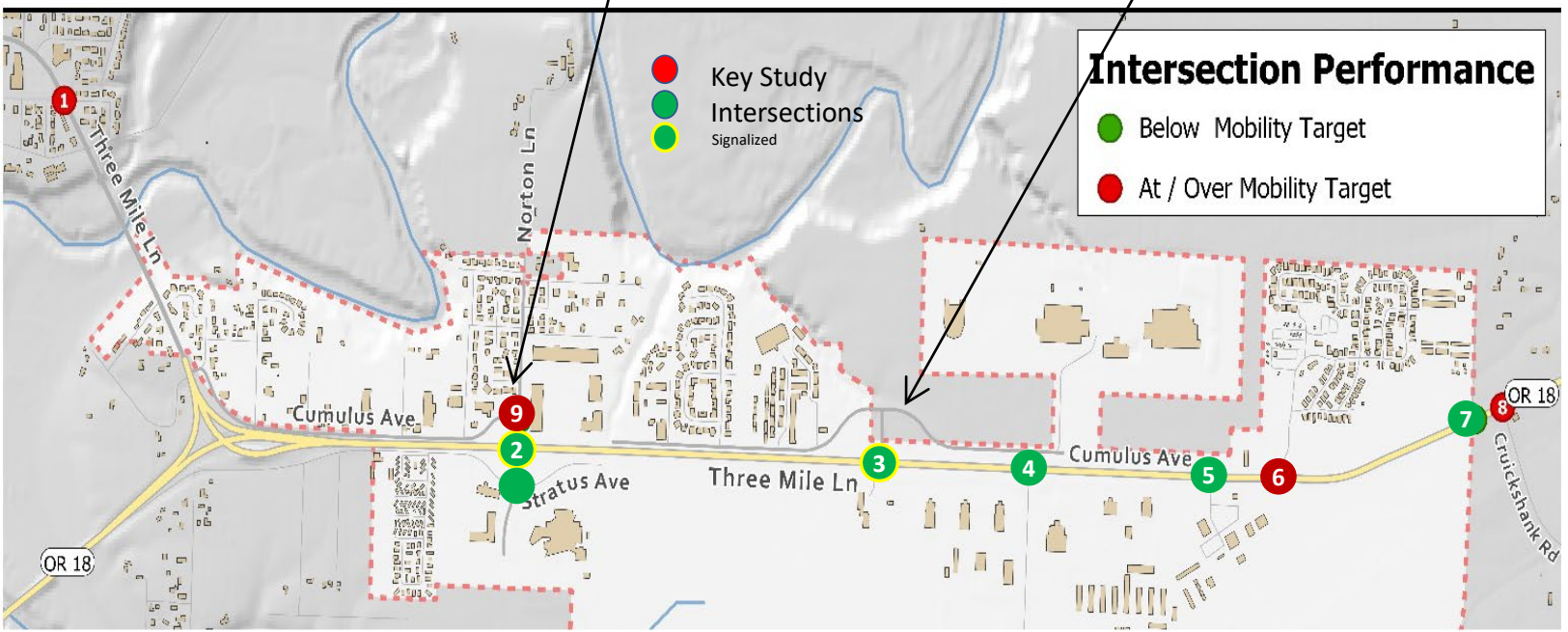
Vehicle Performance (2041)



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



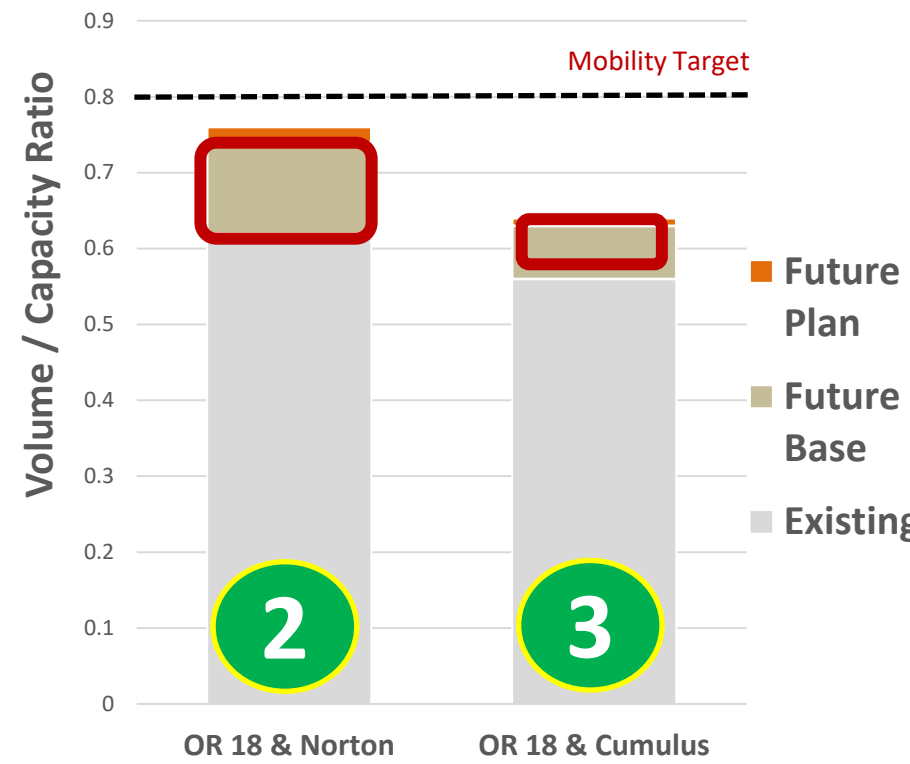
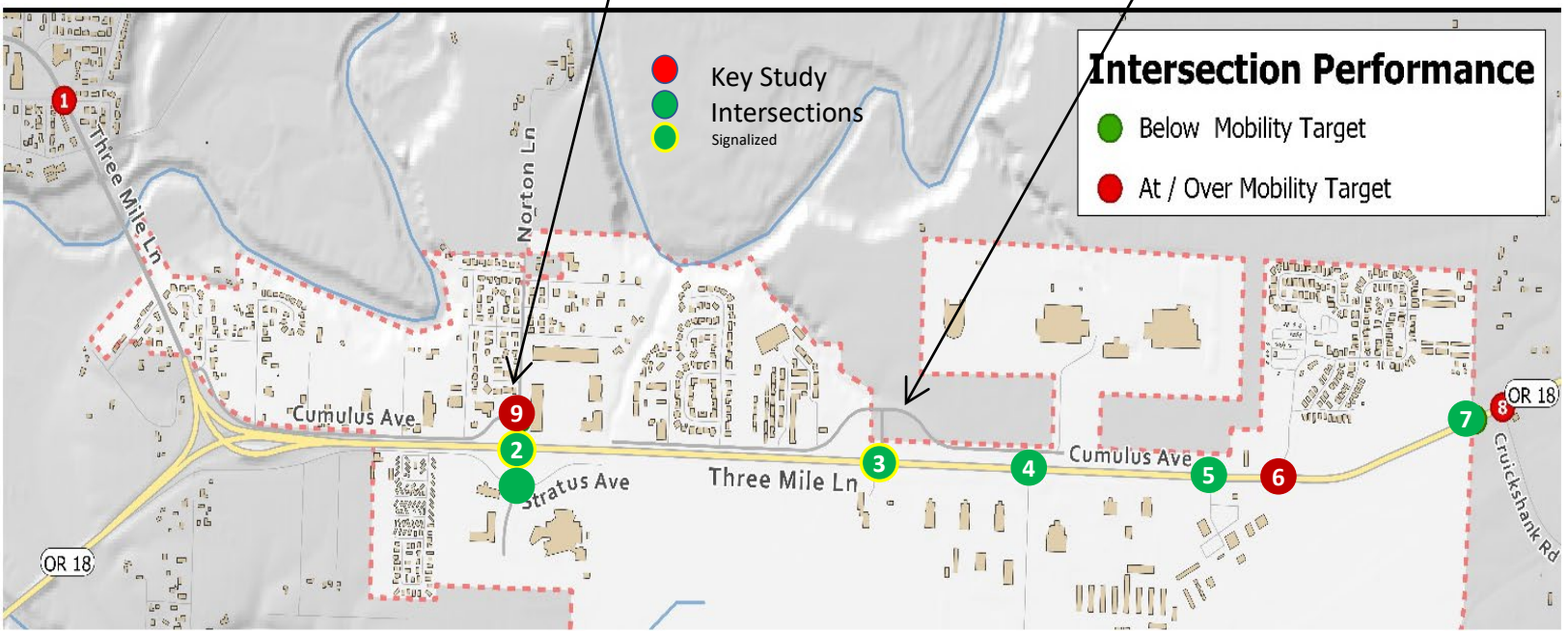
Vehicle Performance (2041)



2041 P.M. Peak Hour - Base

OR 18 / Norton Ln
0.74 (0.80)
C

OR 18 / Cumulus Ave
0.63 (0.80)
B



Vehicle Performance (2041)

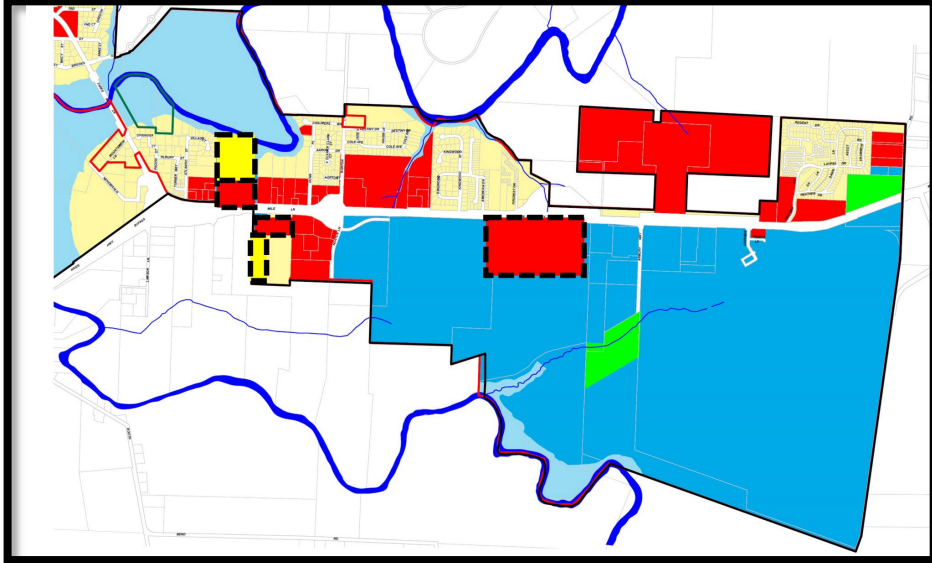
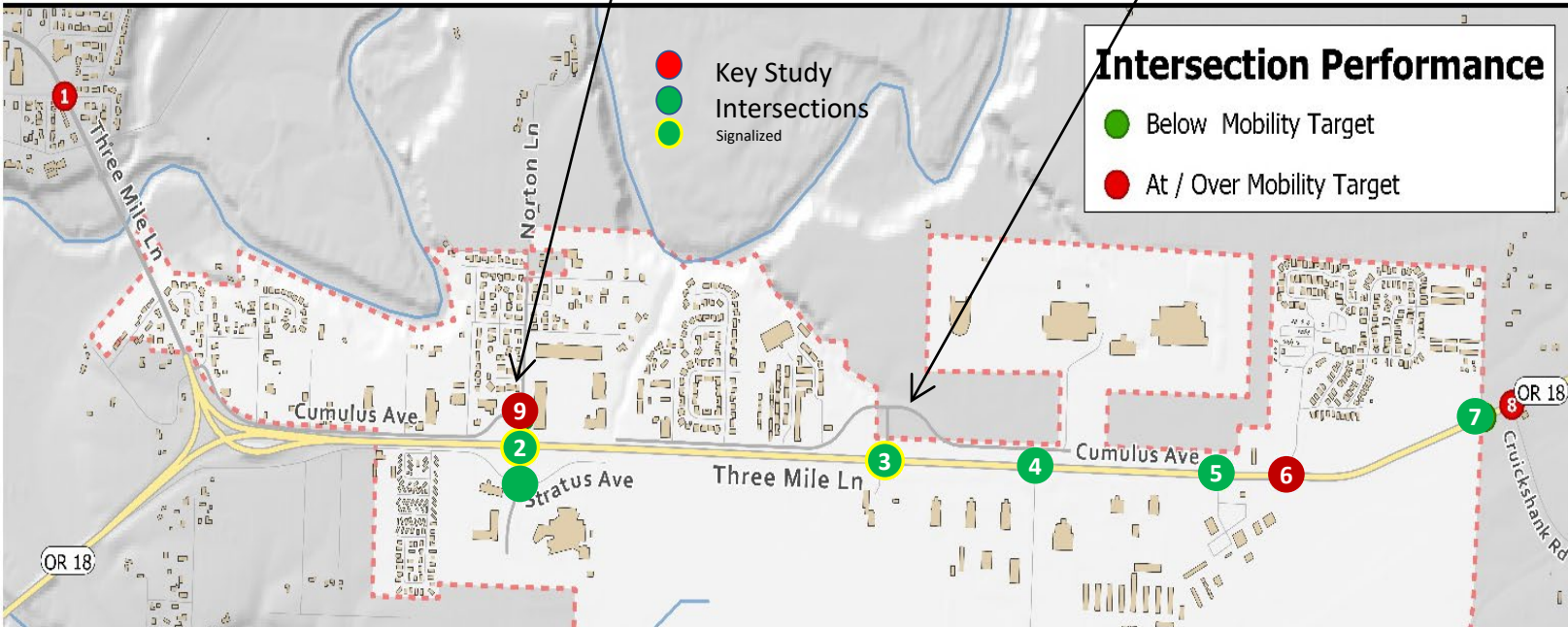


The proposed amendments increase the v/c ratio by .02 and .01 respectively.

OR 18 / Norton Ln
0.76 (0.80)
C

OR 18 / Cumulus Ave
0.64 (0.80)
B

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



Vehicle Performance (2041)

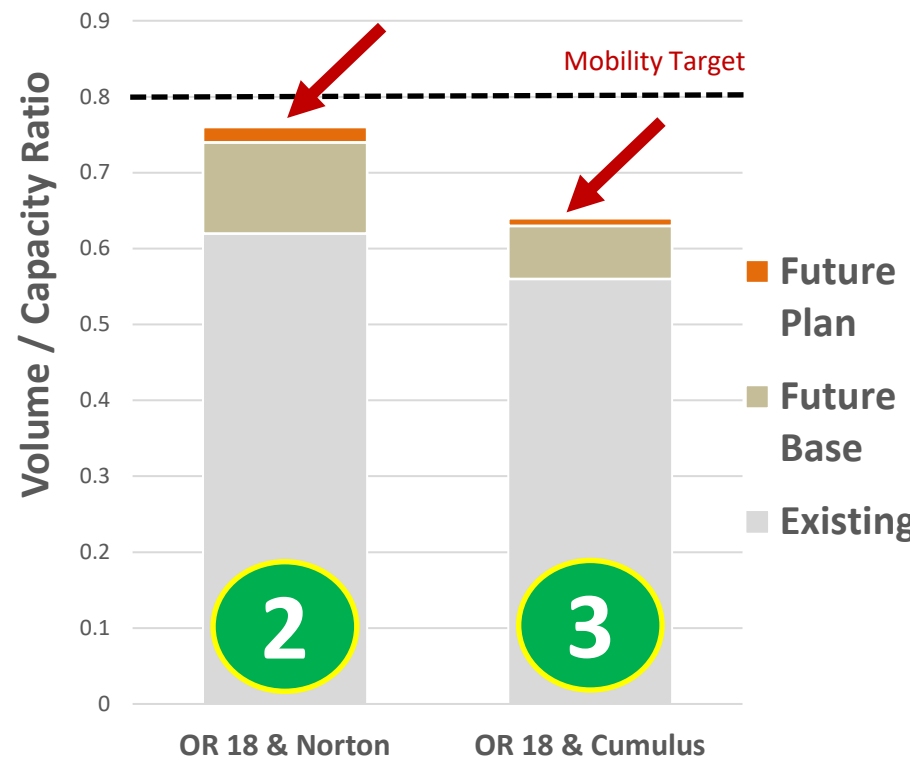
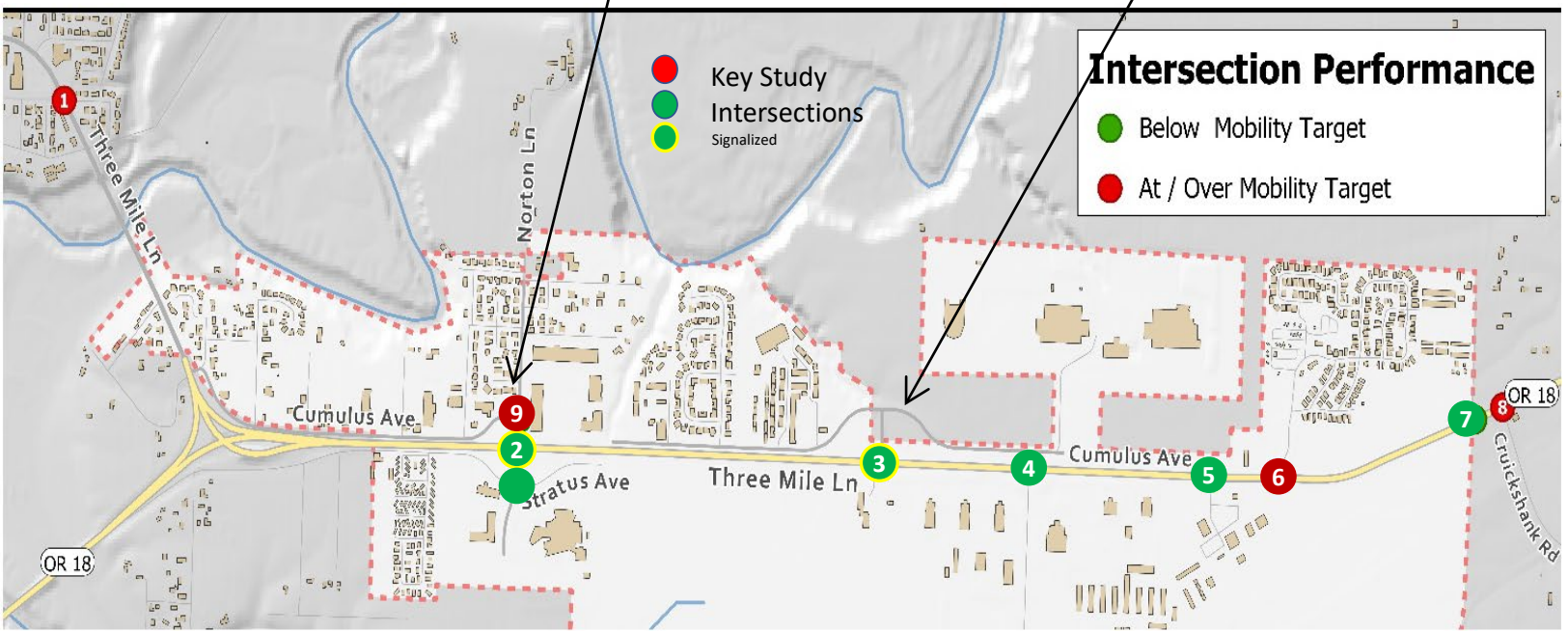


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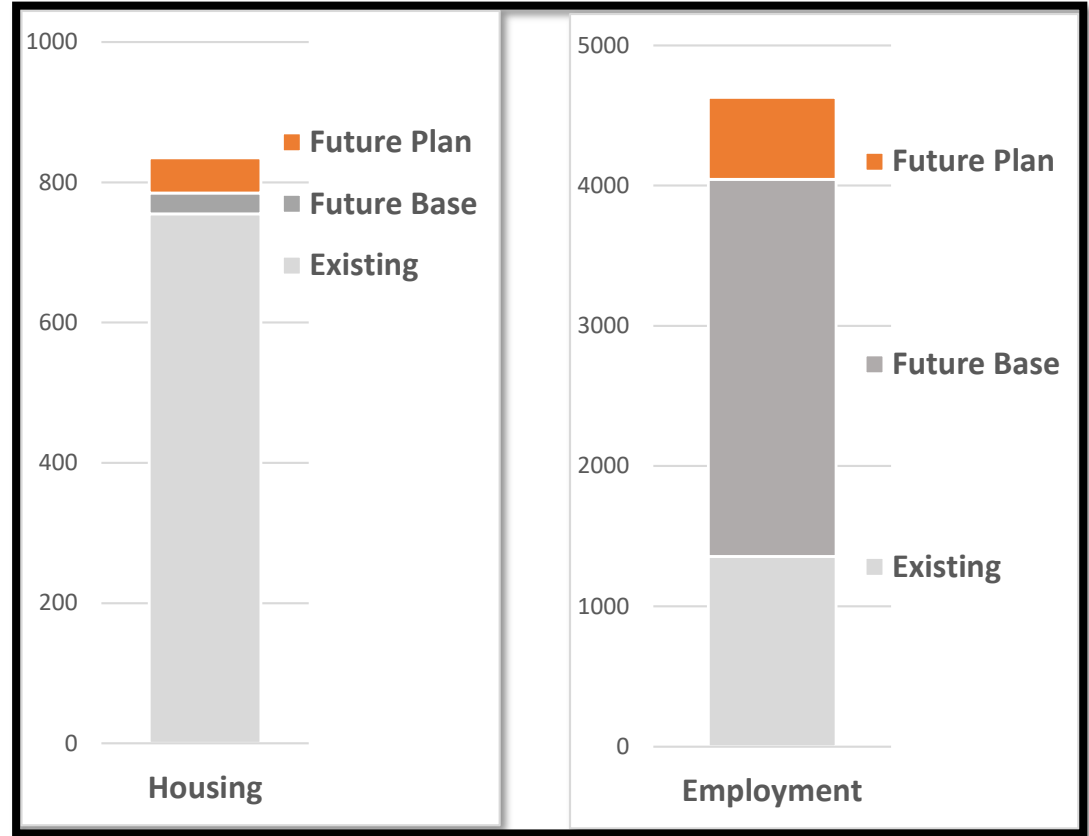
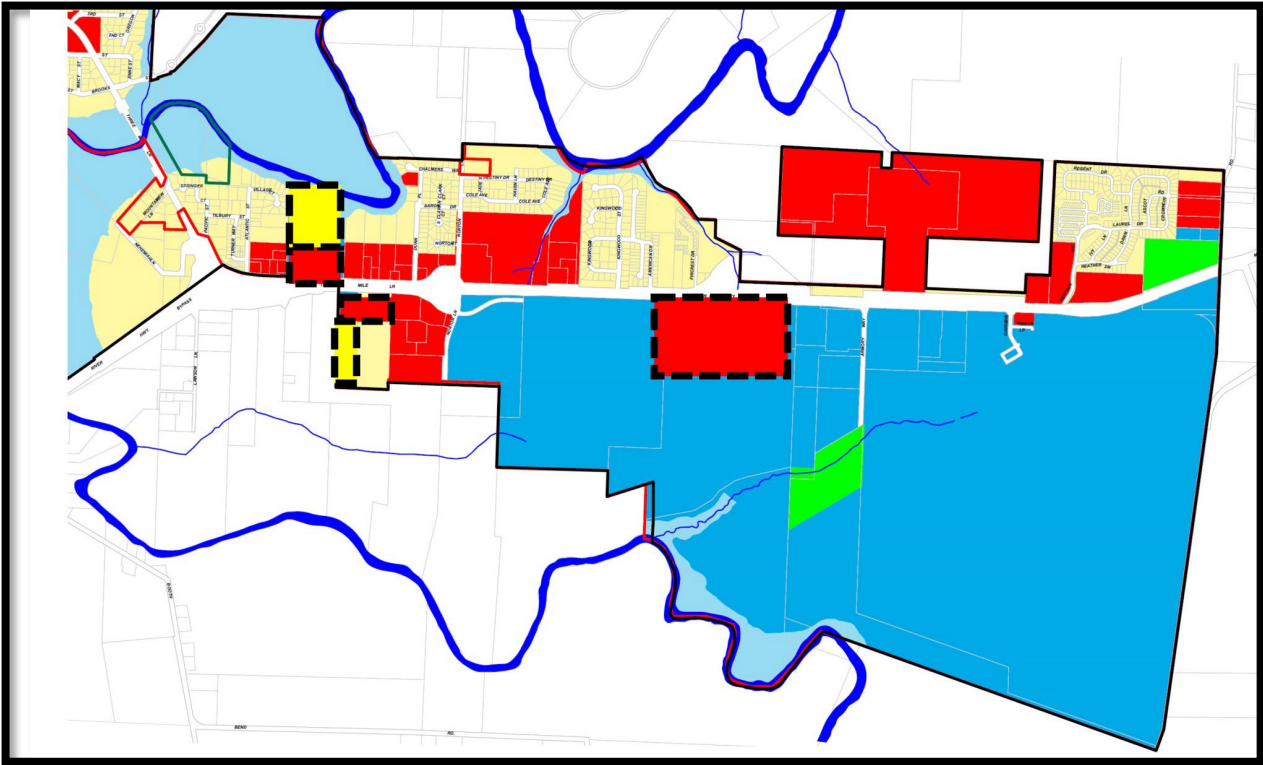
OR 18 / Norton Ln
0.76 (0.80)
C

OR 18 / Cumulus Ave
0.64 (0.80)
B 1

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



Preferred Land Use Vision



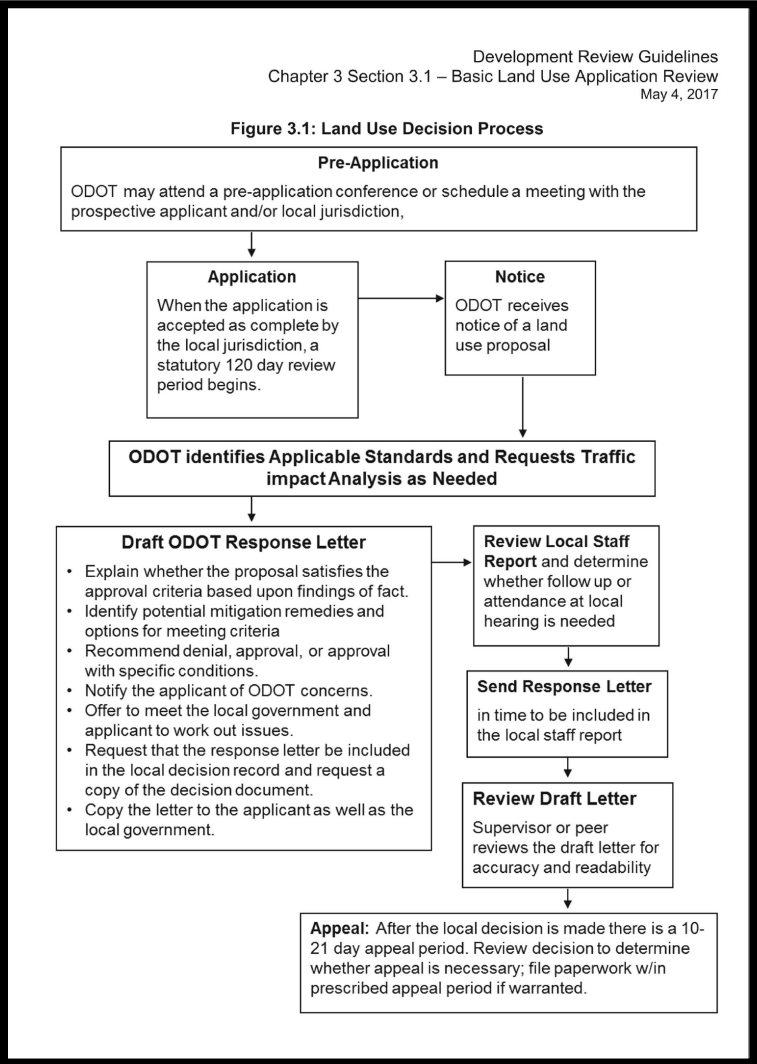
Site #	Gross Acres	Remove ROW/Unbuildable	Net
#1	18.62	10.32 Acres (5.0 Acres Open Space)	3.50 Acres Commercial/Mixed-Use 4.80 Acres Residential
#2	10.4 Acres	3.12 Acres	3.78 Acres Residential 3.50 Acres Commercial/Mixed Use
#3	50 Acres	17 Acres	33.00 Acres Commercial

Study Area Demographics

PROTECTING THE SYSTEM



ODOT Design Review Guidelines



Review by ODOT and City for compliance with state and local standards

Big Picture,
30,000 foot level



More refined,
15,000 foot level



Specific
Development Plan



OHP Section 1F.2,
OAR 660-012-0060

Significant Effect

Mitigation Measures
for performance to
adopted standards.

HIGHWAY 18 CORRIDOR REFINEMENT PLAN - 1996



Area Plan

A Plan that identifies three phases of improvements to maintain mobility on Highway 18 based on growth over the years.

Implementation of the phases is triggered by anticipated degradations in levels of service.

V/C goes above 0.80



Figure 9
Collector-Access Alternative
Phase 1



Figure 10
Collector-Access Alternative
Phase 2.

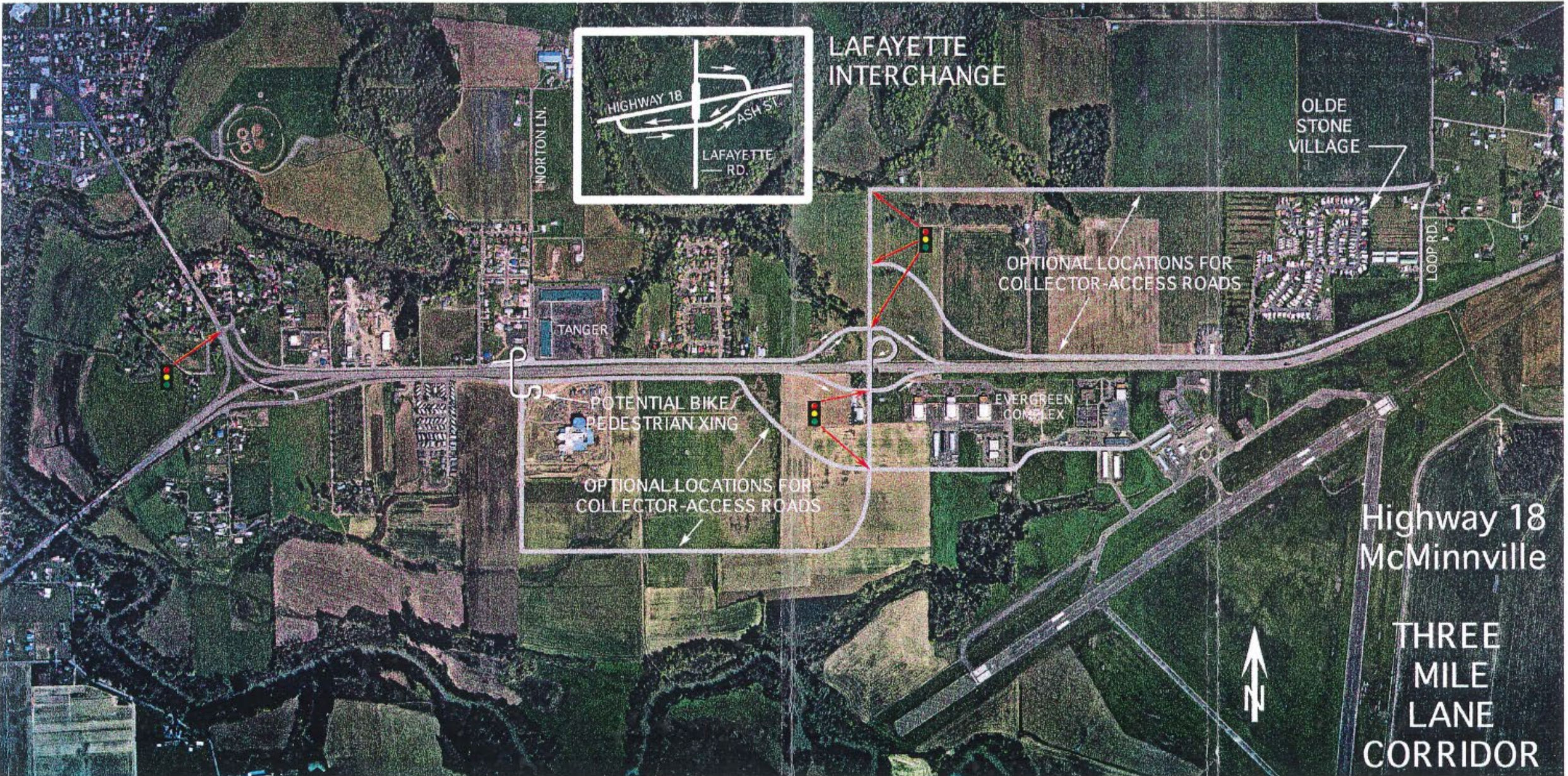
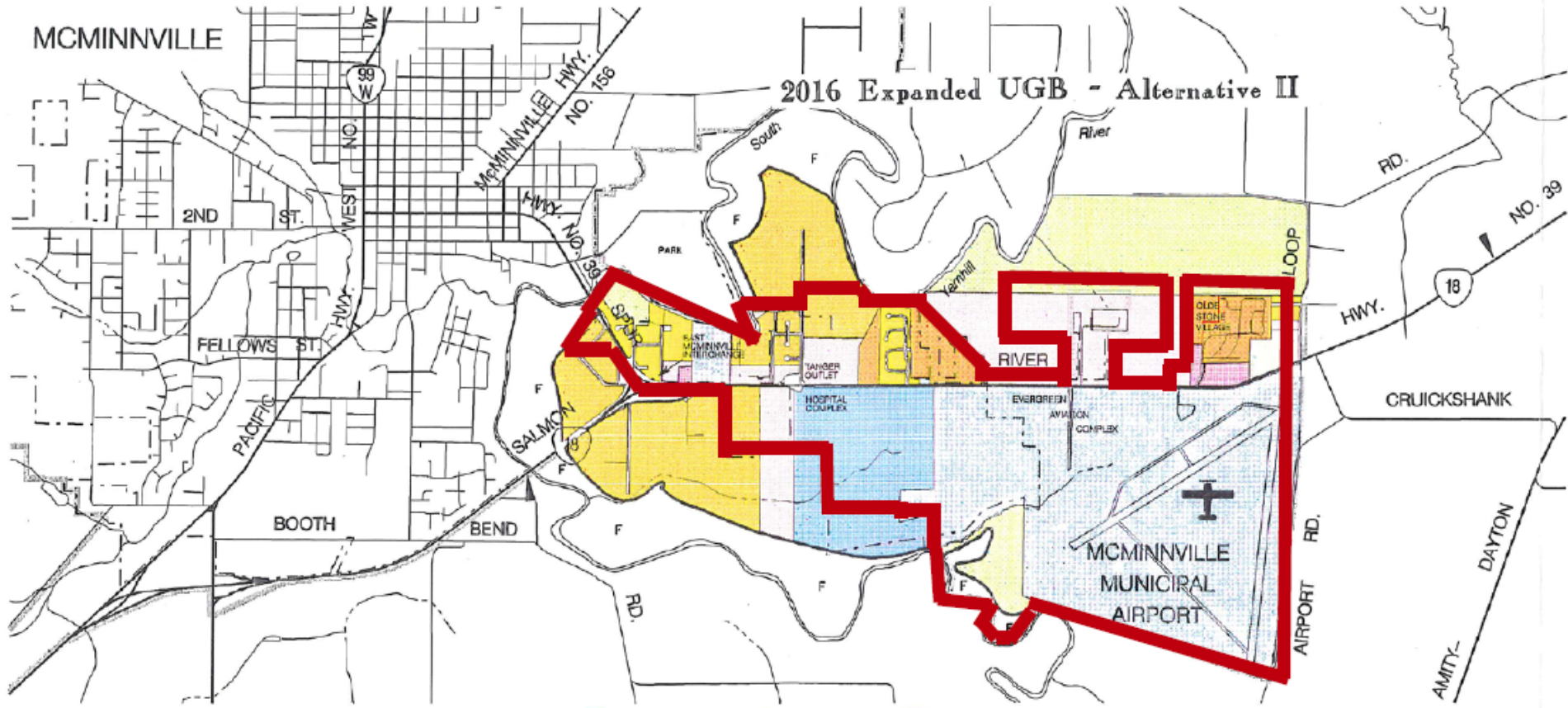


Figure 11
Collector-Access Alternative
Phase 3



2016 Expanded UGB - Alternative II



- | | | | | |
|--------------------------------|----------------------------|--------------------------|----------------------|-----------------------|
| SINGLE FAMILY RESIDENTIAL (R1) | NEIGHBORHOOD BUSINESS (CB) | LIMITED LIGHT INDUSTRIAL | AF-20 | MP MILEPOST |
| SINGLE FAMILY RESIDENTIAL (R2) | TRAVEL COMM. (C2) | LIGHT INDUSTRIAL | EF-40 | CITY LIMITS |
| MULTIFAMILY RESIDENTIAL (RM) | GENERAL COMMERCIAL (C3) | GENERAL INDUSTRIAL | AGRICULTURAL HOLDING | ROADS |
| | | | | URBAN GROWTH BOUNDARY |
| | | | | FLOOD PLAN |

TMLAP UGB



TRANSPORTATION
DATA SECTION
RECORDS & MAPPING

Highway 18
McMinnville
**THREE
MILE
LANE
CORRIDOR**



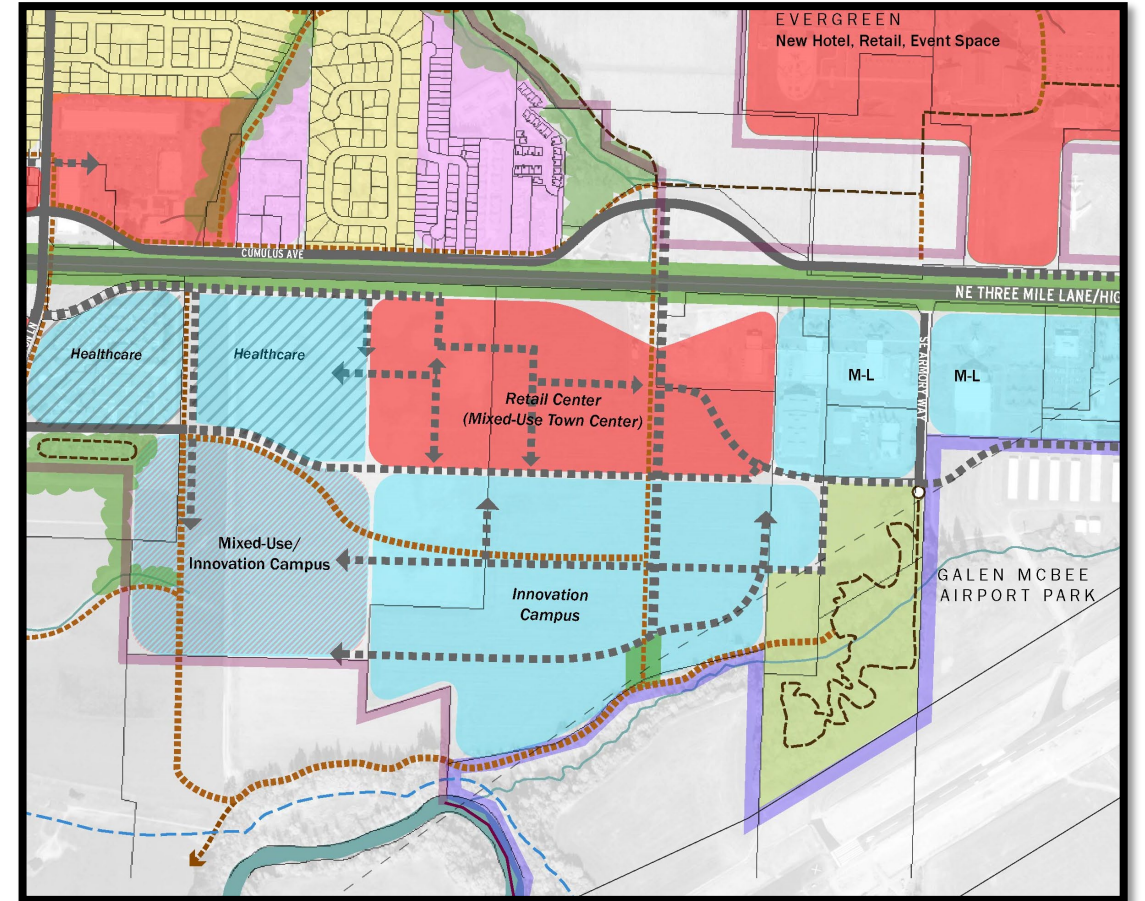
Area
Plan

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

Commercial Rezone

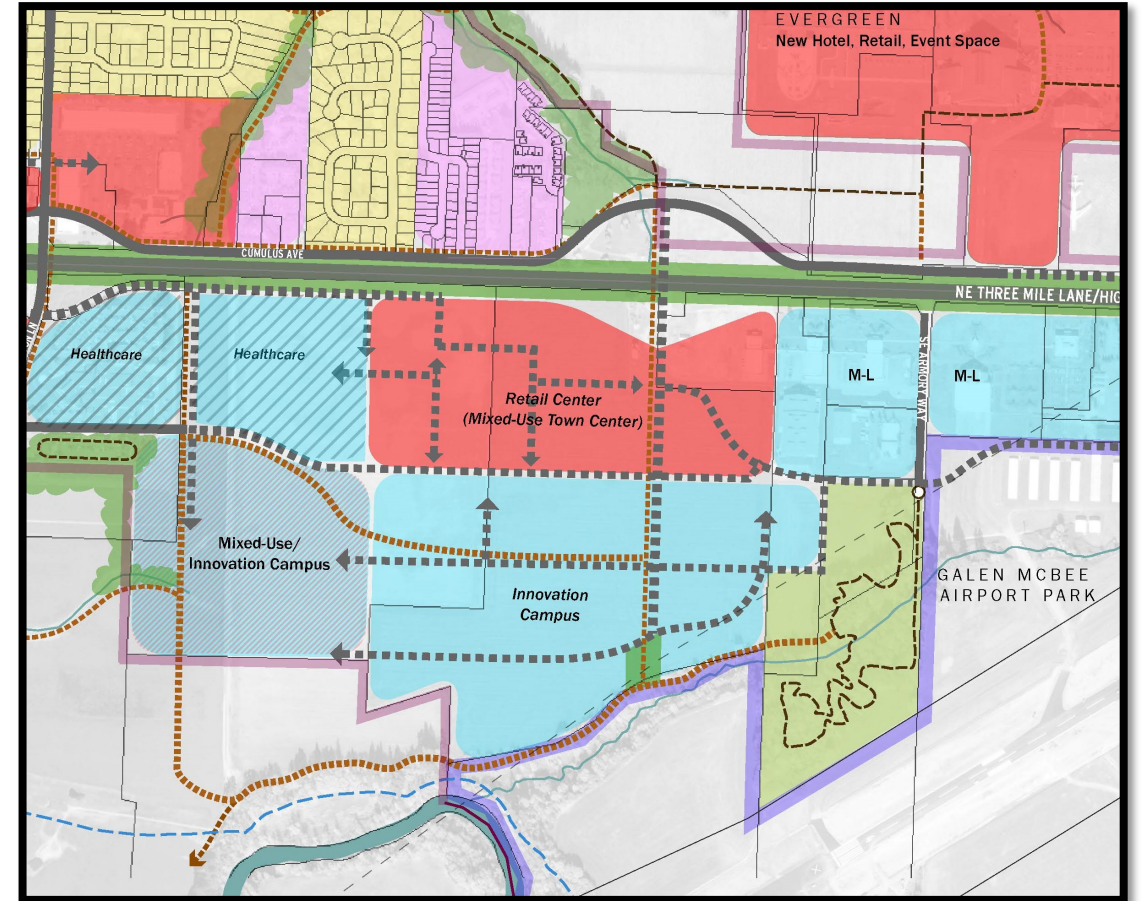
The recommendation is for 40 – 60 acres.

33 net acres with acreage set aside for public right-of-way needs including future interchange.



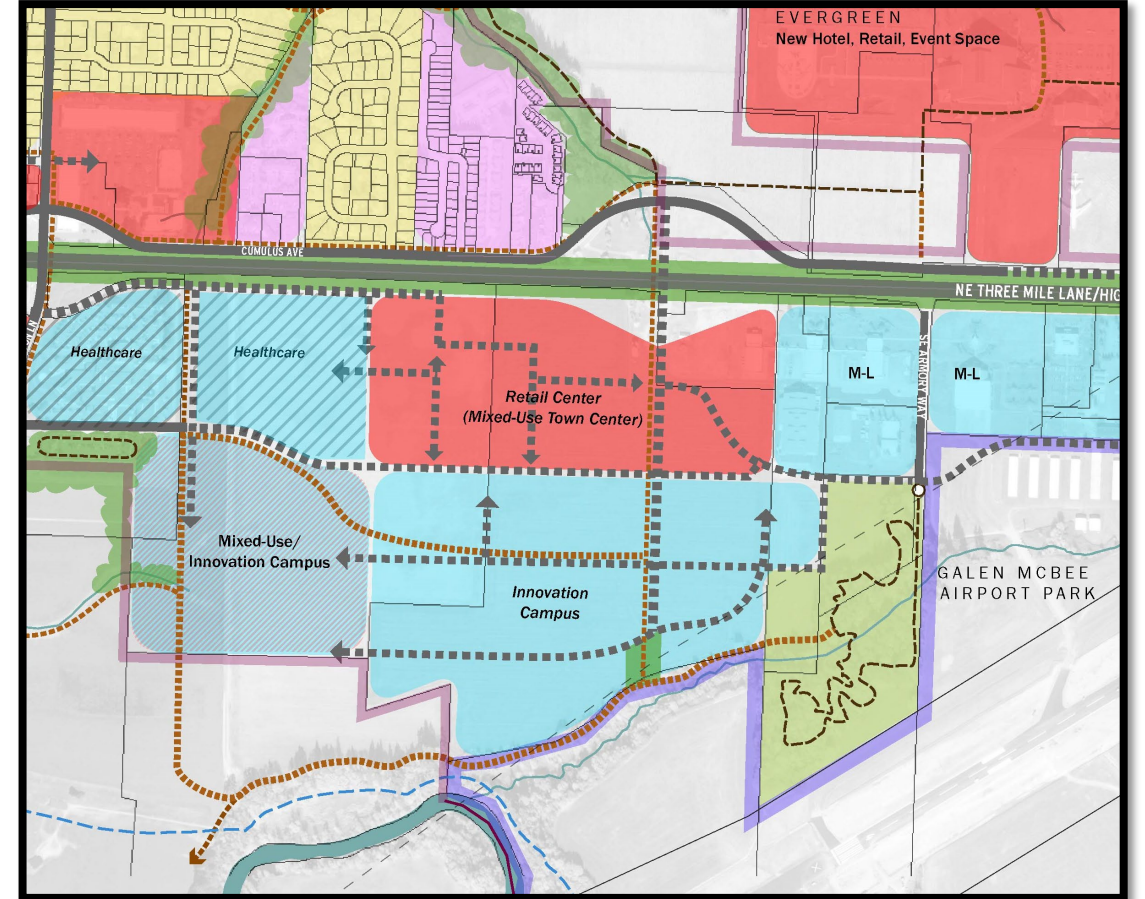
Commercial Rezone

Has become the most controversial element of the Plan.



Commercial Rezone

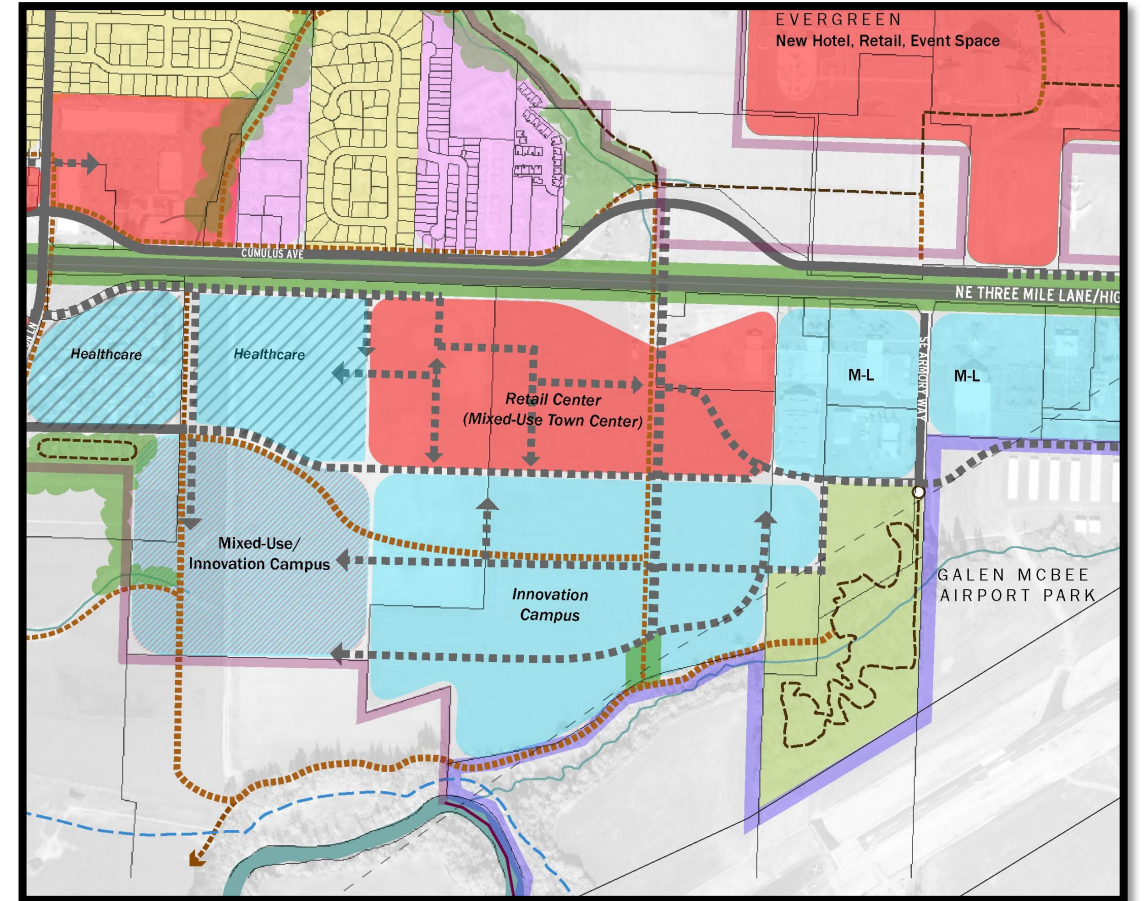
There are some who want to allow for the opportunity for a commercial retailer like Costco or Target to develop in town.



Commercial Rezone

There are some who want to allow for the opportunity for a commercial retailer like Costco to develop in town.

There are some who do not want any Big Box Retail and would like to see any future retail limited in size.

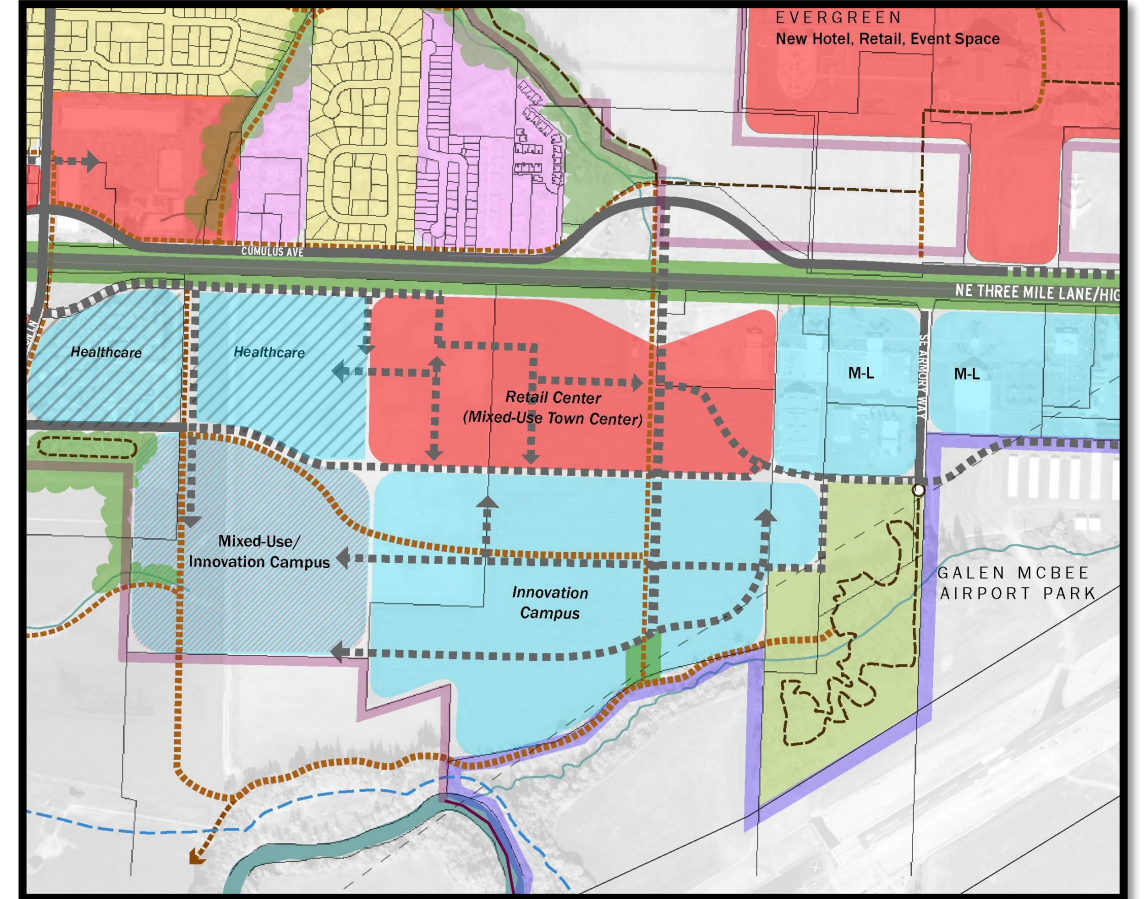


Commercial Rezone

There are some who want to allow for the opportunity for a commercial retailer like Costco to develop in town.

There are some who do not want any Big Box Retail and would like to see any future retail limited in size.

There are some who want to see a grocery store, gas station and some smaller retail services that would serve the residential households in the area.



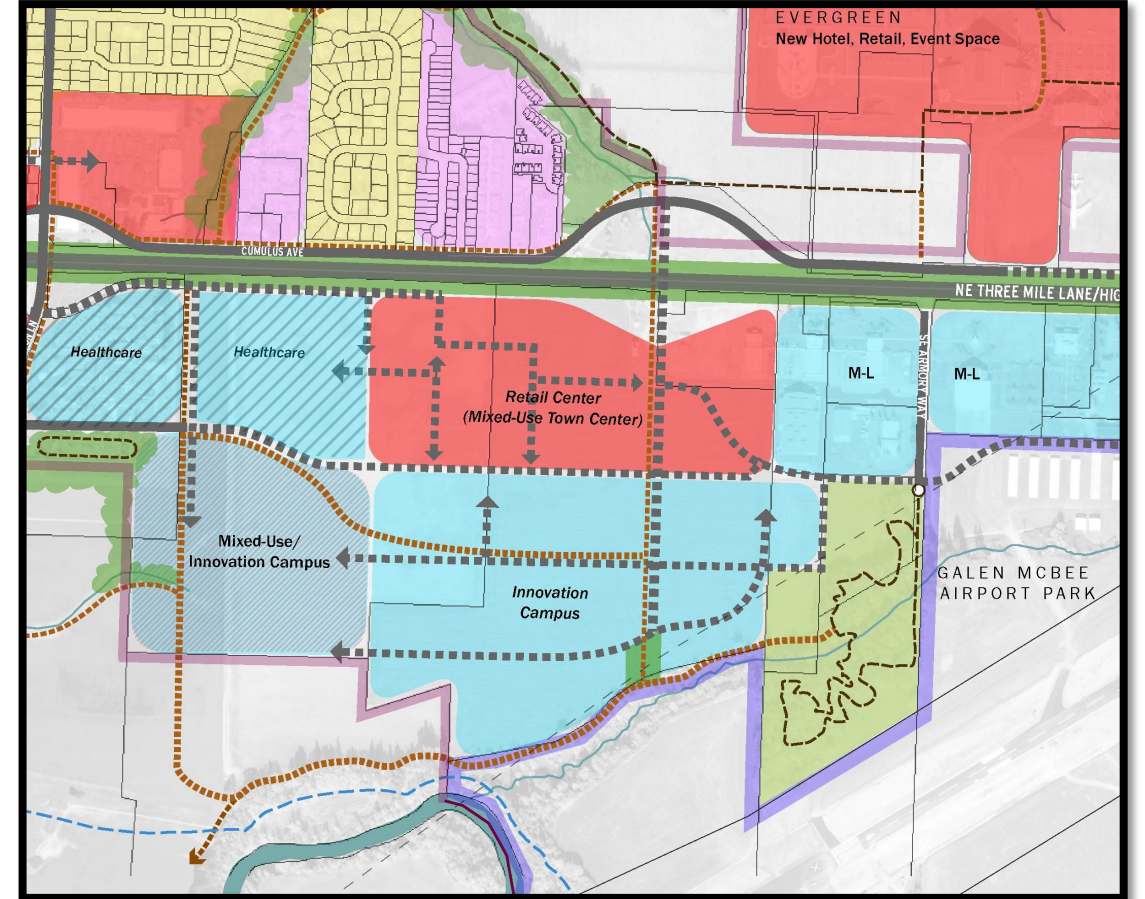
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There are some who only want retail to serve the surrounding industrial campus.



Commercial Rezone

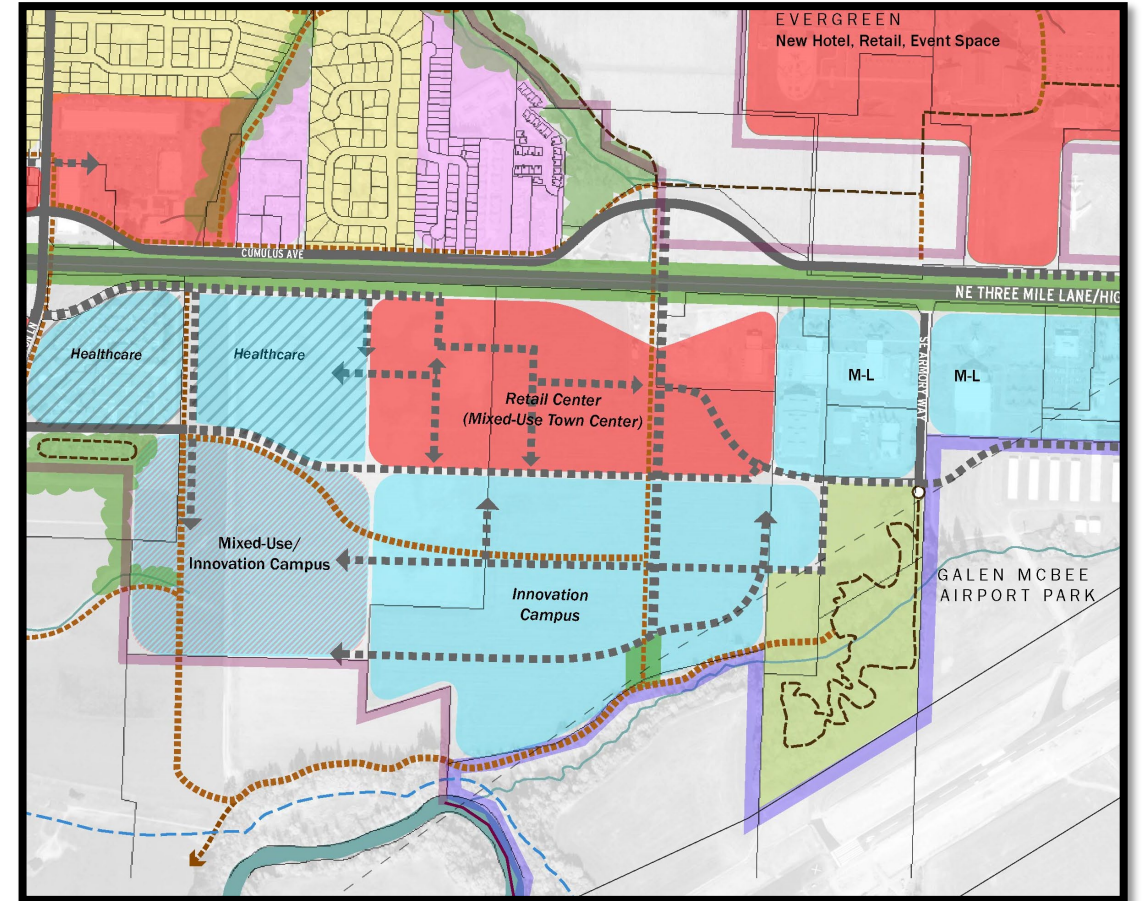
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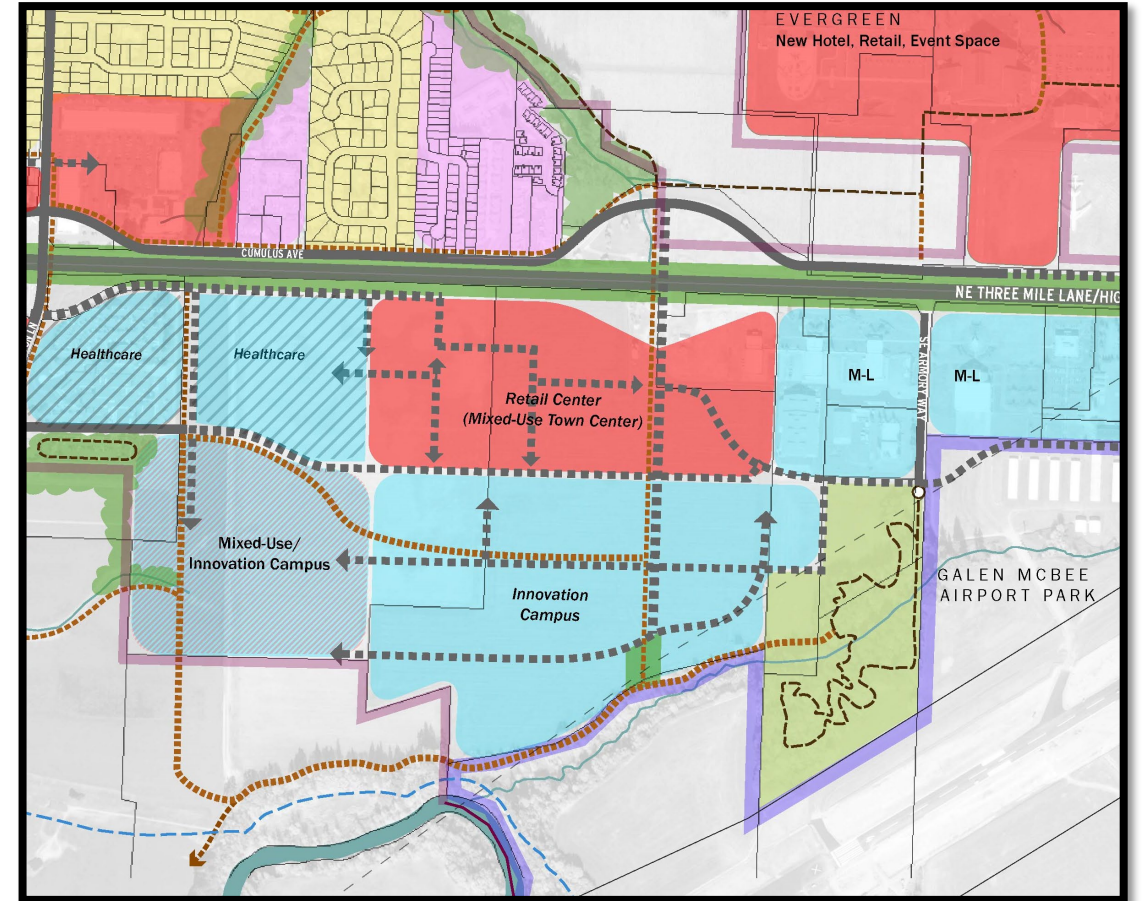
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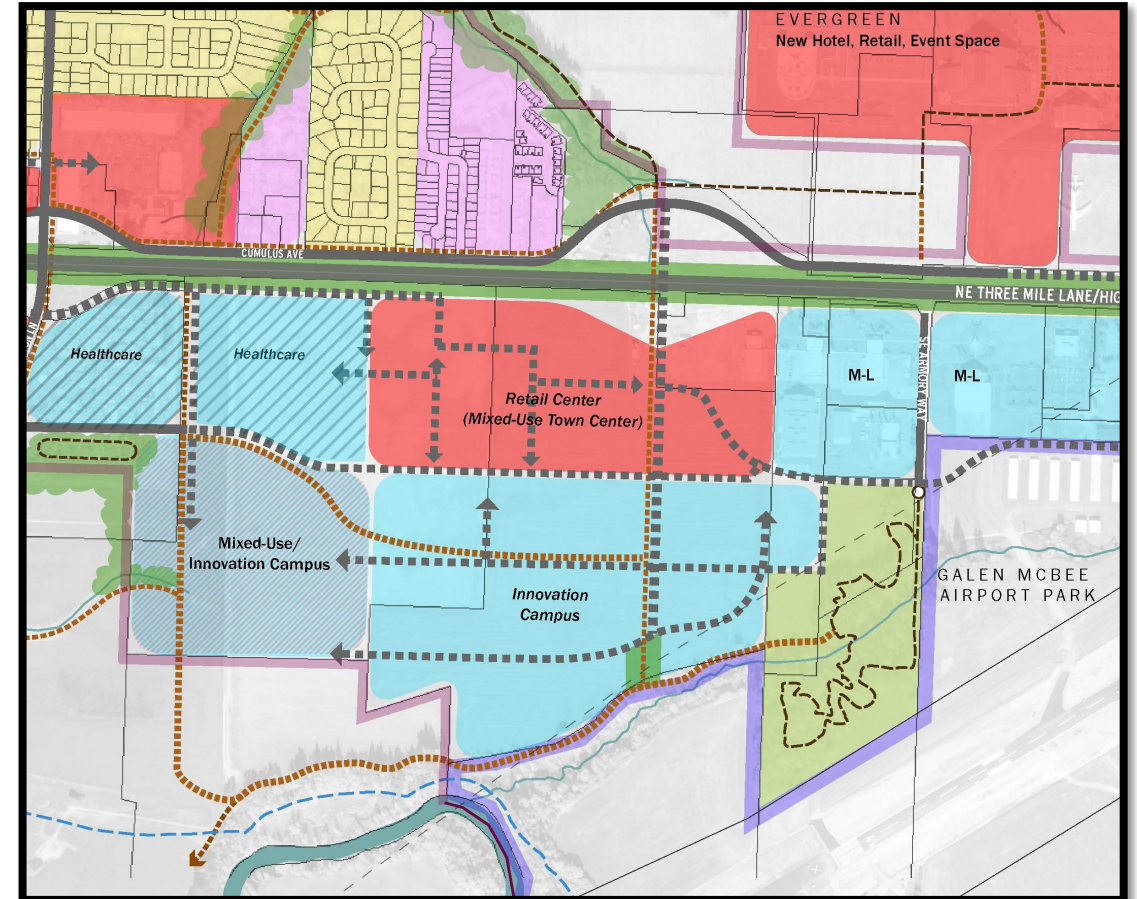
There are some who do not want any retail at all.

And there are some that believe that the Innovation Center and Industrial Development will not be able to happen without the Commercial Development unless it is publicly subsidized.



Commercial Rezone

- 1) There are some who want to allow for the opportunity for a commercial retailer like Costco to develop in town.
- 2) There are some who do not want any Big Box Retail and would like to see any future retail limited in size.
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- 4) There are some who only want retail to serve the surrounding industrial campus.
- 5) There are some who do not want any retail at all.
- 6) And there are some that believe that the Innovation Center and Industrial Development will not be able to happen without the Commercial Development unless the industrial development is publicly subsidized.



RETAIL CENTER / INNOVATION CENTER

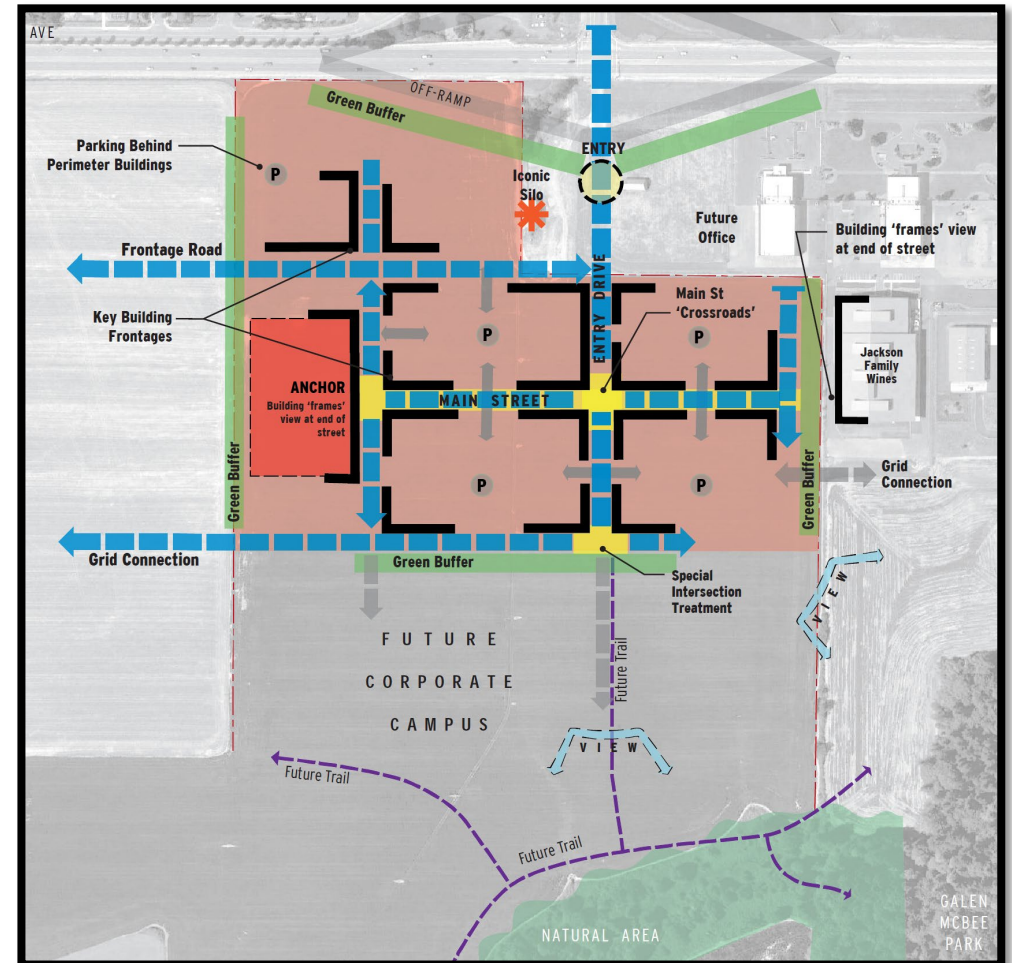


MIXED-USE TOWN CENTER, Pages 24 – 28.

Very intentional and thoughtful recommendation by the Project Advisory Committee.

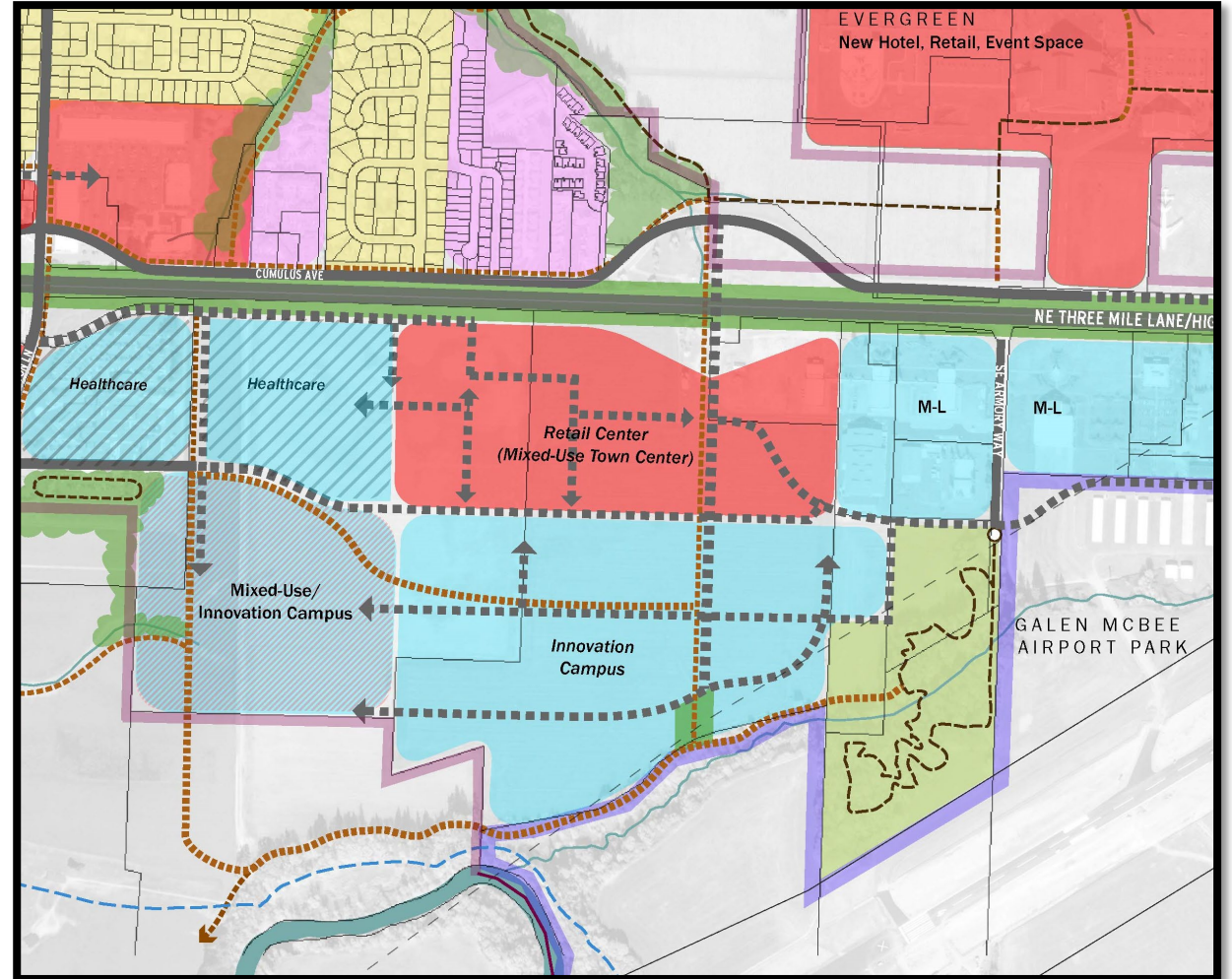
Allow a couple of anchor retailers and complement with smaller retailers, entertainment venues, restaurants, hotels, and offices.

“mixed-use “town centers” that offer gathering spaces, walkable streets and more dining options than typical strip suburban developments or enclosed shopping centers. Mixed-use town centers offer a greater diversity of uses that typical retail developments, particularly as it pertains to entertainment and some office uses, with the latter providing critical daytime population for retailers.”



Why that Recommendation?

- ❑ In the public process more commercial amenities was identified as one of the number one priorities
- ❑ Community Need – retail leakage
 - People are shopping elsewhere
 - Greenhouse Gas Emissions
- ❑ Food Desert for Residential Neighborhoods
- ❑ Industrial Development
 - Support Innovation Center
 - Fund Needed Public Improvements



Commercial Desire – Community



●●●●●●●●●●●●●●●●●●●●●●●●●● (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

Grocery Store - please include a grocery store at Cumulus & Fircrest; We really need one on this side of town. - a Market of Choice would be wonderful!! Also, the noise level on this side of town is already high (traffic, airport), so please take this into consideration when approving the industrial aspects of this plan.

Connectedness by trails for bike/ped use is very important. the retail spaces are great, as it allows for grocery services for the residential. I'd like to see a mix of residential and retail as well (i.e., stores on the bottom floor and residential above). Accessibility for humans, not cars, should be the focus.

To enhance the river area for local residents and bring in more, shopping, dining, etc. along with housing of various types would be a huge benefit to keep residents spending money in our own city and enhancing the area.

no planned site for a Costco type store that serves our part of the county and saves gasoline usage to drive to these type stores ??? offers jobs and serves 4 adjacent towns within 5 miles

I think we need to balance small local business with retail establishments that provided convenience, quality with good prices. Would love to see a Market of Choice as McMinnville and the area lacks high end grocery options. Mid-level retail options would be great as well....think Target instead of Wal-Mart.

Commercial Desire – Community

THREE MILE LANE

Area Plan

McMinnville

Jesus in all forms!

Costco - Fox Forest:
 New high school
 New high school, Bike Trails
 Please consider traffic congestion at lights - add designated
 turn signals - especially at Baker Co Rd - Hwy 99
 Officials that follow the constitutions
 New high school
 Affordable houses - no payments
 We want Costco - League Panera or Chix Fila
 Stop thong trash cans
 Stop light @ Hwy 18 + Lafayette Rd
 I think they should upgrade the school!
 make it safer to walk across 1st + 2nd streets from Ford St - the bank to another part of town that gets forgotten.

Costco
 Additional play equipment + bike racks + new park
 a + d is covered in elbows
 Government that follows its resolutions
 tiny house village for homeless with community center/health office.
 Video game center
 Olive garden!
 more legit bike lanes

Trader Joe's
 Need New Community/Aquatic Center
 more Schools (high middle)
 less bureaucratic bullpoo
 This TOWN needs a Target + Trader Joe's!
 yes! COSTCO!!!!!!!
 Government that follows mission statement
 More School equipment!!!
 #Gr Newby Elementary!!!
 - Less Huge houses more affordable homes!
 No ex-bankers in government!
 A Mall! Indoor Nature Reserve
 A mall so we can do them!
 !! Costco - TJs - Target !!!
 • Natural Grocers
 Costco!!
 Food court
 Athletic complex indoor tennis
 Teen center
 skating rink
 Trader Jos!
 a mall w/ Santa Claus Christmas
 TARGET + RED RUBIN!
 More gun stores
 INDIAN RESTAURANT!

It says mindfully; many are thinking only for themselves and only for spending \$ not for growing.

Growing McMinnville MINDFULLY kids Science center

Today's Ideas are Tomorrow's McMinnville

Jesus in all forms!

Costco - Fox Forest:
 New high school
 New high school, Bike Trails
 Please consider traffic congestion at lights - add designated
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Growing McMinnville MINDFULLY kids Science center

I Mac because...

Parks + Trails!
 The Homeless are friendly
 The People are friendly
 Harvest Fresh
 Play school!
 All the Parks!
 Fresh Food Police
 More water
 McMinnville gymnastics!
 Wine tasting
 YOU!
 walkable, safe
 I like Mac so much
 No where else feels
 like home
 I like the people
 PEOPLE
 I love Mac
 Mac

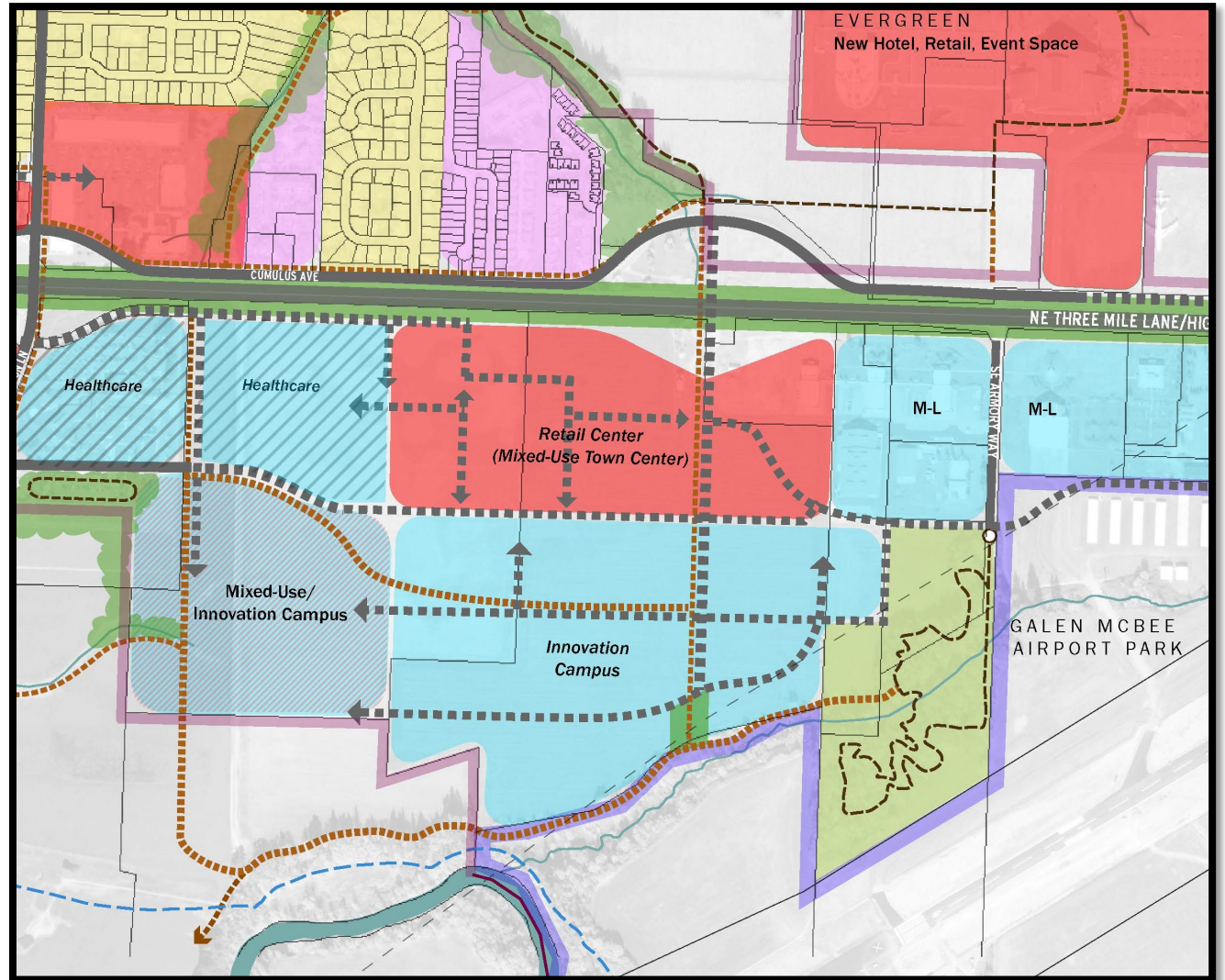
Peaceful with access to other pieces
TREES
 Down town could be "crisis"
 great location to access beach
 POX, mountains!
 Community Center
 SEANOR CENTER
 Because its HOME!
 GYMNASIUMS
 Small sustainable community
 Small town + Big Personality
 Coziness and peace &

Public Testimony Concerns

- ❑ McMinnville needs more retail choices. Many residents are driving out of town to shop.
- ❑ McMinnville has enough retail right now and for a future population of 45,000. *“You can find everything you need in McMinnville.”*
- ❑ Big Box Retail/Large Format Retail – Not appropriate for McMinnville

Will impact downtown and 99 W
Category Killers

- ❑ Giving up industrial land will give up high-paying jobs.
- ❑ Additional retail will lead to congestion on Highway 18



KEY URBAN DESIGN ELEMENTS



Regionally-inspired architecture; Barn and Industrial forms



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



Parking lots with extensive landscape and clear pedestrian accessways



Incorporate historic grain silo into new town center

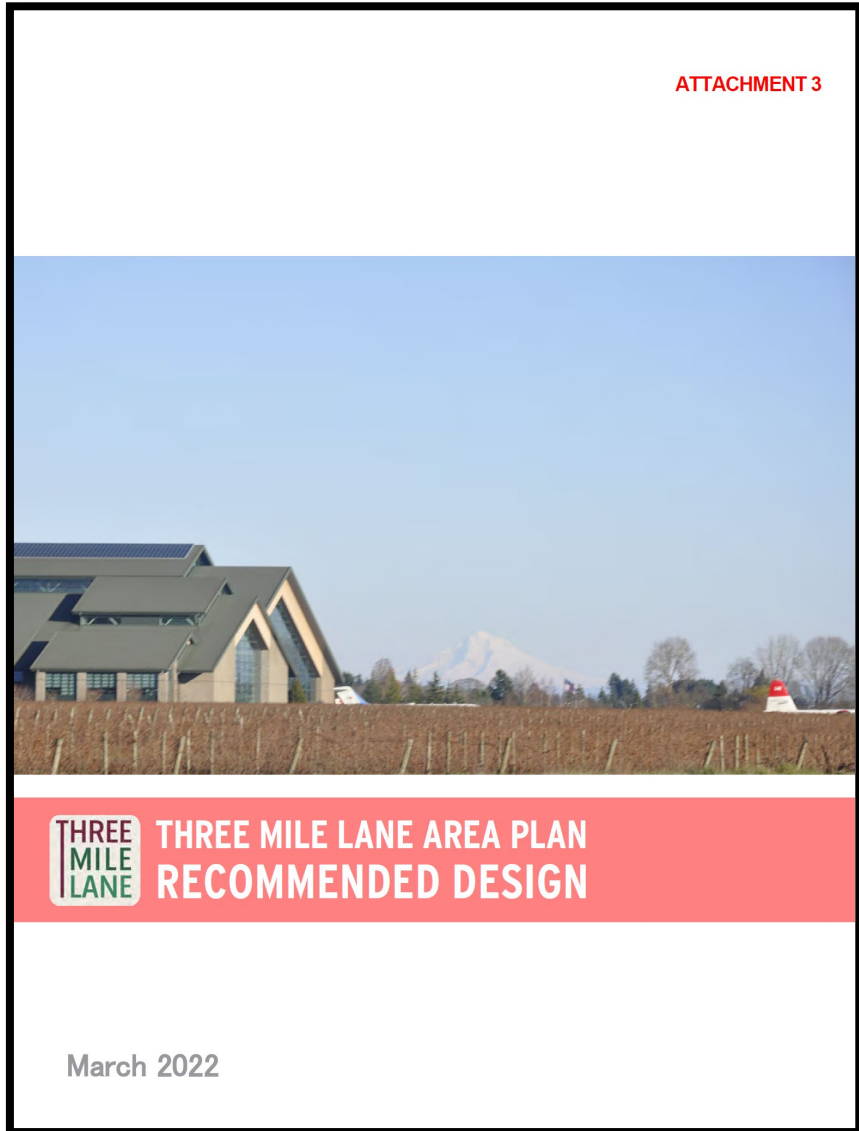
TABLE 4: IMPLEMENTATION RECOMMENDATIONS

Policy	Overlay Amendment	Recommended Future Action
1. Require future development to be consistent with the design elements of the Three Mile Lane Area Plan.	Include specific development standards (see amendments in this table) in the Three Mile Lane Planned Development Overlay to implement the Three Mile Lane Area Plan. Note that the review and approval process for land use applications is through Three Mile Lane Design Review, Director's Review with Notification. Require Mixed-use, Commercial, or Industrial development proposals over (1.0) acres to be subject to Planned Development Overlay (Chapter 17.51) and Planning Commission approval. In the Innovation Campus allow office uses that support products and services that are manufactured or developed on site or that serve as corporate offices for products that are manufactured elsewhere.	
2. Public improvements and private development shall strive to protect tree groves and mature individual trees.		
3. Riparian corridors and adjacent native landscapes shall be protected.	Require mapping and protection of stream corridors and re-vegetation with native plantings.	
4. The built environment will be designed to provide and protect views to rolling hills and volcanoes and to enhance visual and physical access to the North Yamhill River. New streets and open spaces will be oriented to capture views.	Require viewshed analysis as part of Design Review	
5. Enhancing connections to existing trails and open space, such as connections into Joe Dancer Park and McBee Park, and creating a public greenway along South Yamhill River with trails and connections to the Three Mile Lane Area is a priority.	Require connection to proposed trail, trail right-of-way dedication, and trail construction as part of Design Review/development approval.	
6. New gathering spaces will be designed to incorporate natural areas and views.	When proposed as part of a Planned Development master plan, require gathering spaces be designed to incorporate natural areas and views as a condition of approval.	
7. Require native landscape plantings with seasonal variation and tree plantings that include shade streets with mature tree canopy.	Require native landscaping and plantings development through Design Review.	

Policy	Overlay Amendment	Recommended Future Action
8. A network of sidewalks and trails will connect people to key locations within the Three Mile Lane Area.	Apply pedestrian walkway and standards to all non-residential development. Note: Pedestrian walkway standards applied to Large Format Retail; sidewalk connections between buildings and entrances to streets (§17.56.0	
9. The Three Mile Lane Area will have safe bicycle routes for residents and touring cyclists.	Require transportation improvements with the Area Plan through Design Review	
10. Proposed new streets will connect to the existing local street grid, consistent with the conceptual designs in the Three Mile Lane Area Plan and in compliance with Transportation System Plan standards.	Require transportation improvements with the Area Plan through Design Review	
11. New commercial developments should be designed to be at a walkable, human scale and for ease of use by all ages and abilities.	Requirements for commercial building massing. Standards for parking maximums. Parking lot location requirements.	
12. New commercial, office, mixed-use, and multi-family developments should be designed to reflect the micro-climate and enhance outdoor life through the incorporation of features such as porches, balconies, courtyards, plazas, etc.	Require as part of Design Review: • Standards for non-residential development include minimum parking along ground floor and main entrances • Residential design and objective building architectural elements	
13. New commercial, office, mixed-use, and industrial campus developments should promote inclusion and interaction within the right-of-way.	Require as part of Design Review: • New requirements for set-to, building setbacks • Additional guidelines for facade treatments • Provision of outdoor floor commercial spaces allowing on-street parking toward parking standards for	
14. Encourage mixed-use development where feasible.		

Policy	Overlay Amendment	Recommended Future Action
15. Proposed site landscaping for new development should strive to reflect patterns of wine industry—eg, rows of vines, southern orientation, shelter belts of trees – and consider functional site planning of vineyard and farm complexes as conceptual models.	Require landscaping proposed as part of a Planned Development master plan to demonstrate how it reflects existing patterns.	
16. New development should consider adjacency to agricultural fields and respect this heritage through careful transitions.	Buffer/perimeter requirements for new non-residential development adjacent to a dissimilar use.	Determine if specific buffering requirements are needed for proposed development abutting land zoned exclusive farm use.
17. Architectural building design that includes simple roof forms (industrial and agricultural) is encouraged in the Three Mile Lane Area.		Develop design guidelines or architectural standards.
18. Encourage a diversity of future housing forms, types, and design that respect the current character of the area.	Buffer/perimeter requirements for new non-residential development adjacent to a dissimilar use.	Evaluate Zoning Ordinance to ensure there are clear and objective design standards for new residential development.
19. Ensure that new commercial and industrial campus development creates a welcoming and visible interface with Three Mile Lane.	Requirements for landscape buffering fronting Three Mile Lane. Requirements for non-residential development related to building facades, including addressing blank walls and requiring articulation and materials or color variation.	Develop design guidelines to encourage a more cohesive visual character along the corridor.
20. Encourage site design and architecture that visibly convey the historic or current industry on the site (e.g., aviation, wine-making).		Develop design guidelines or architectural standards.
21. New commercial, mixed-use, office, and industrial campus development should consider using local materials for cladding and building structure (timber, corrugated steel cladding, red brick), and incorporating vibrant color.	Requirements for non-residential development related to building facades, including addressing blank walls and requiring articulation and materials or color variation.	Develop additional design guidelines or standards related to facade treatments; define acceptable color palette.

DESIGN PRINCIPLES



If these principles do not get us where we want to go, then let's amend them. This is the opportunity to state what the community wants to see happen on this site.

Where Are We at in the Process?



January 20, 2022 PC Public Hearing:

Heard a lot of concerns in public testimony about the impact of the proposed Plan on Highway 18's functionality and utility as an expressway.

PC requested transportation experts (Consultant and ODOT) at next public hearing to answer some of the concerns raised.

February 17, 2022 PC Public Hearing:

- Andrew Mortensen, David Evans and Associates
- Naomi Zwerdling, ODOT
- Michael Duncan, ODOT

Heard a lot of concern in public testimony about what the new development would look like and how it would reflect on McMinnville.

May 10, 2022 CC Public Hearing:

Heard opposition to the commercial site – too big, not needed in McMinnville, and in support of the commercial site.

Heard concerns about mobility of Highway 18 – different information in the community. Question on how the system is managed overtime.

CC requested that staff bring back information on the process for transportation review with different levels of land-use applications..

June 14, 2022 CC Public Hearing:

Heard opposition to the commercial site – too big, not needed in McMinnville. If City Council wants to support retail focus on smaller sizes and develop design and development standards to keep big boxes out of the mix. Started a discussion on what is the right size.

CC requested that staff bring back information on how big certain retailers are in McMinnville, and Fred Meyer in Newberg.

WHAT'S NEXT?



- **City Council Needs to Make A Decision**
- **Commercial = Policy Decision**
 - ❖ **Lots of discussion about the 40-acre commercial site – is it needed or not needed to support McMinnville’s current and future needs generally? (2041 – 45,000 people)**
 - ❖ **Is it needed for the residential neighborhoods in this eastern area of the community?**
 - ❖ **Is it needed to help stimulate the development of the industrial land and provide amenities for the Innovation Center?**
- **What do you think?**
- **Talk with your neighbors. Communicate to City Council. You can send in written testimony for the public record. You can visit with council members independently.**
- **You can participate in the upcoming public hearing on July 26, 2022, 7:00 PM**
- **If you have questions, seek out the information. Lots of misinformation floating around out there.**

NEXT STEPS

City Council is considering adoption of the Plan, they can either:

- 1) Adopt it as recommended by the Planning Commission and Project Advisory Committee.
- 2) Amend the Plan and then adopt it.
- 3) Choose to do nothing.

BE PART OF THE DISCUSSION

Provide Your Opinion (Do any or all of the following):

- ❖ Talk to City Council
- ❖ Written Testimony for the Public Hearing:

Send to Heather.Richards@mcminnvilleoregon.gov
prior to July 26, 2022

- ❖ Oral Testimony at the Public Hearing:
Tuesday, July 26, 7:00 PM, Civic Hall
Either in person or on zoom.

LAST THOUGHTS

This is a plan to serve McMinnville now and into the future (45,000 people).

This is a plan to serve the whole community – try to think about all of the different households that live here now and will live here in the future – their needs and wants.





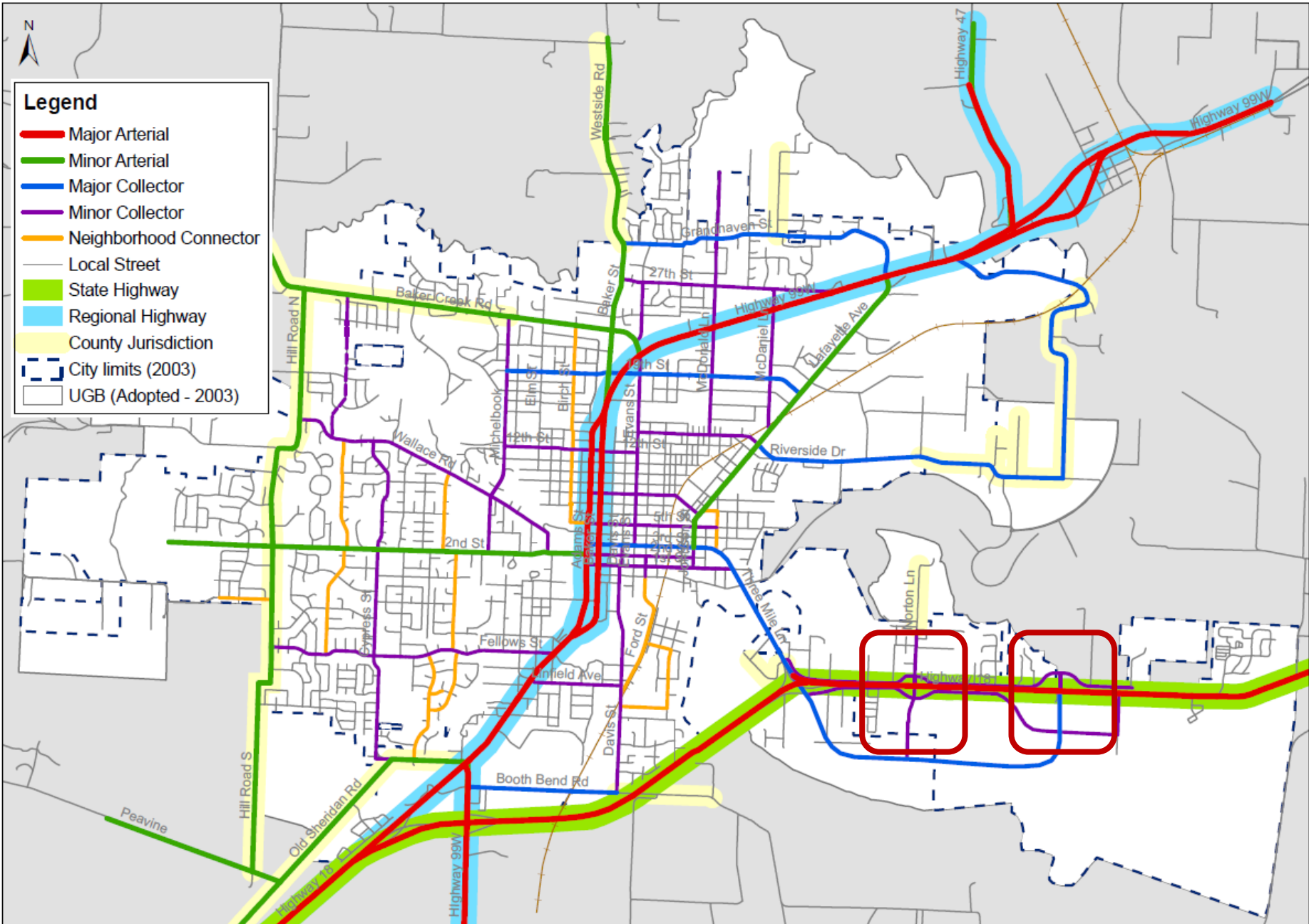
Area
Plan

City of McMinnville

Public Information Session
July 18, 2022

THREE MILE LANE

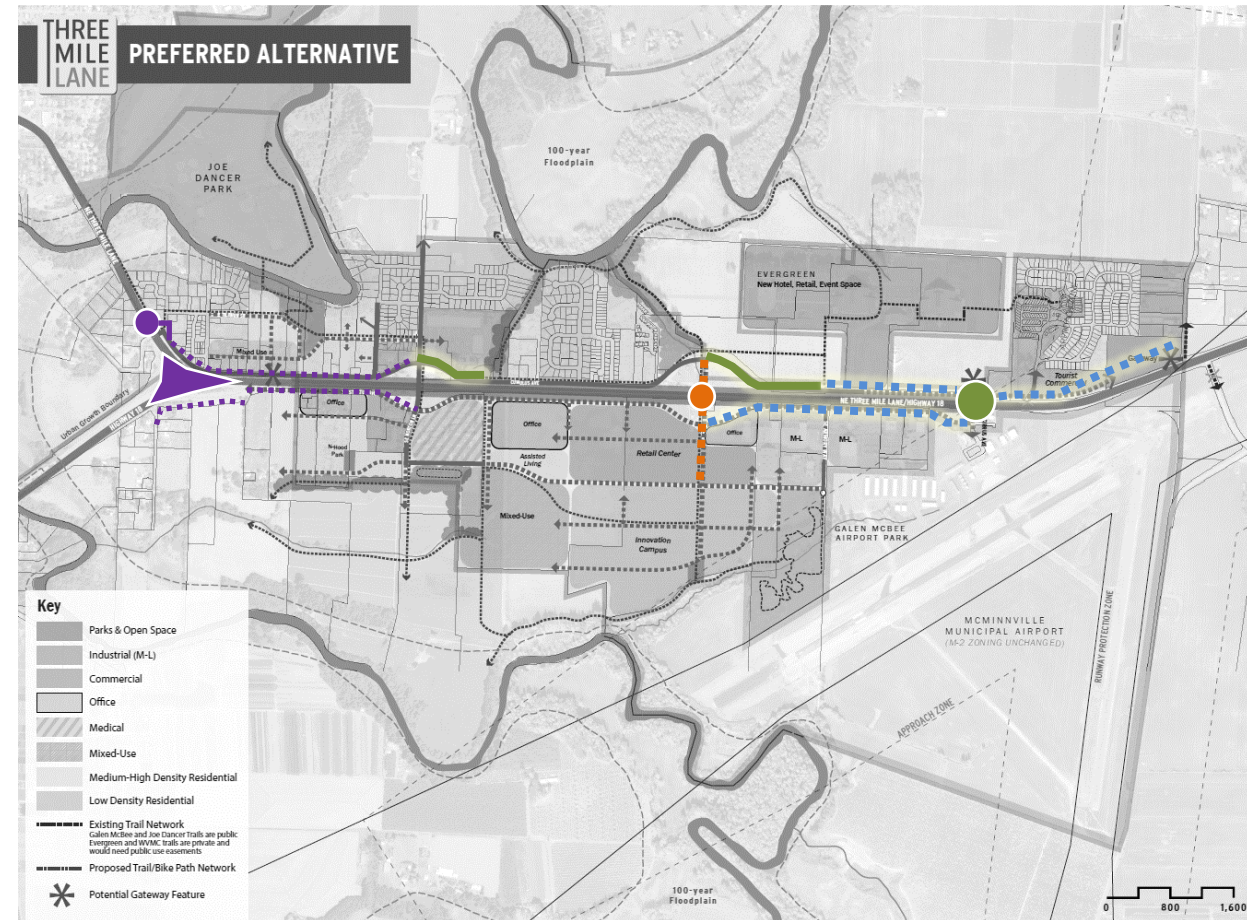
Area Plan



Concept Phasing and Costs



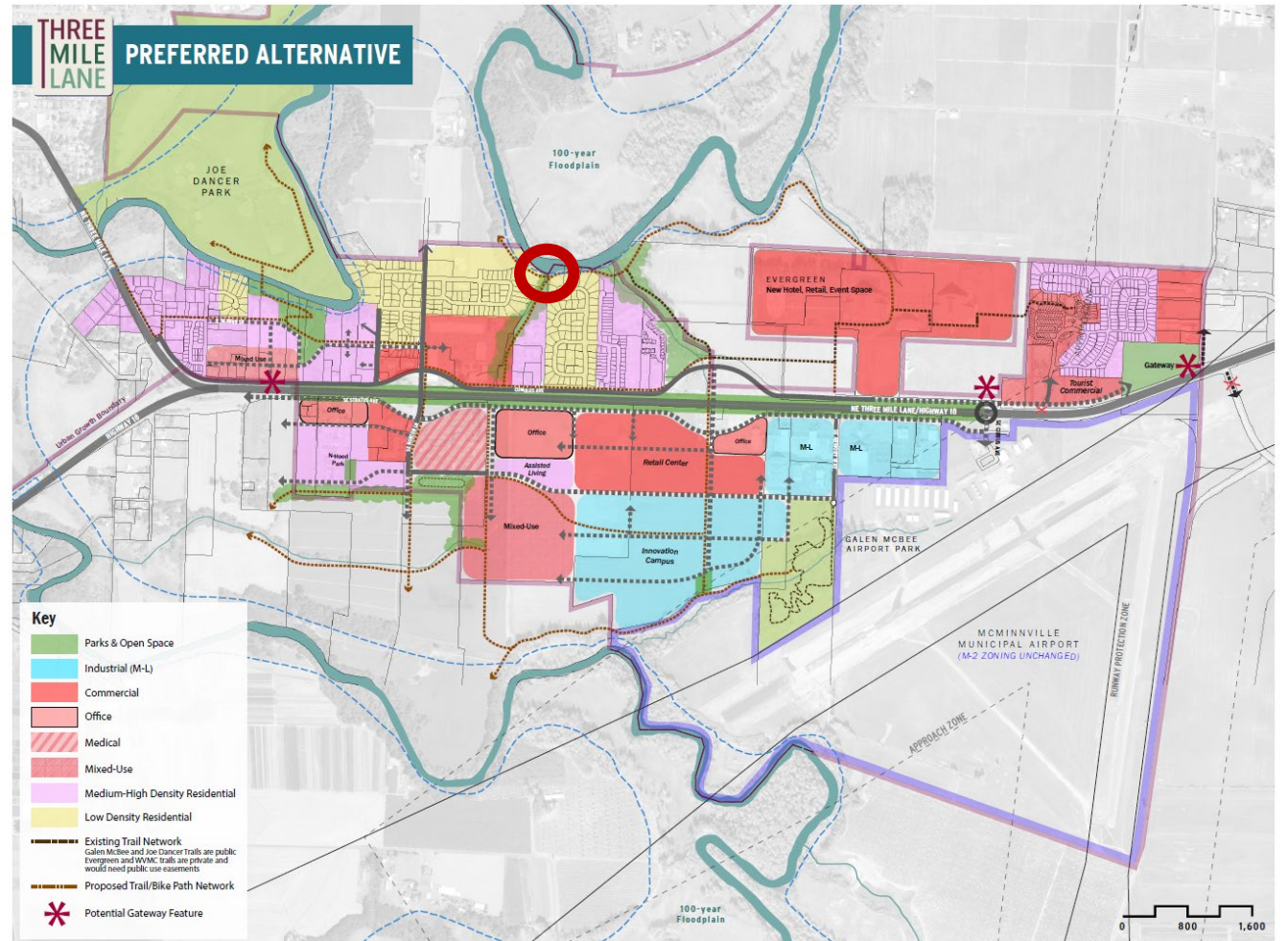
Phase	Description	Notes	Cost - 2021 Dollars (millions)	
			Low	High
1 Independent State and/or City Projects				
	New Multi-Lane Roundabout at OR 18 and Cirrus Avenue		\$8.0	\$10.0
	Construct Bicycle Lanes and Sidewalks on NE Cumulus Avenue from Cumulus Avenue to Evergreen Air and Space Museum Entrance		\$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



PUBLIC TESTIMONY

First noticed the public hearing and sent out a mailing to all property owners within the area and adjacent to the area, we heard from three people – one who was supportive and two who had concerns about the location of a proposed trail near the Kingwood and Norton Crest subdivisions.

Then, Friends of Yamhill County sent out an alert email to their membership and the City started to receive numerous testimonials opposing specific aspects of the plan, mostly with a focus on the Retail Center on the south side of Highway 18.



PUBLIC TESTIMONY RECEIVED



Misc	City of McMinnville Residents		Other	
<u>Agency Comments:</u> ODOT	Lisa Baker	Steve Iversen	Jason Lett	Ramsey McPhillips
	Nolan Chard	Margaret Cross	Tom Abrego	Lucien Gunderman
	Rich Blaha	Tim Cross	Nicholas Giannettino	Jake Rockwood
<u>Organization</u> <u>Comments:</u>	Mark Davis	Kathleen McKinney	Dee Goldman	Marcia Thomassen
Friends of Yamhill County	Steve Iversen	Currents Gallery	Patty O’Leary	Eleanor Fuhrer
	Rick Rozanski	Bill Bordeaux	Ilsa Perse	
	Susan Murrant	Peter and Linda	Joni Zimmerman	<u>Did Not Provide</u>
	Ellie Gunn	Enticknap	Kathryn Jernstedt	<u>Address:</u>
1000 Friends of Oregon	Jim Kreutzbender	John Dolan	Marilyn Walster	Jim Parker
	John Englebrecht	Jim Culbert	Peter Crockett	Steve Rupp
	Terry Peasley	Steve and Catherine	Sam Sweeney	Scott Neubig
Rick Nys, Greenlight Engineering	Robin Ricker	Olsen	SuAnn Reddick	Larry Larson
	Nanette Pirisky	Michael Rice	Ron and Connie	Kari Moser
	Mike Sullivan	Diane Gluskoter	Hutchinson	Jill Poyer
Yamhill County Parkway Committee	Lynn Crowell	Britt Block	Tad Beckwith	Amanda Winter
	Charles Hillestad	Linda Peterson	Eleanor Fuhrer	
	Sharon Morgan	Marie Vicksta	Dahe Good	