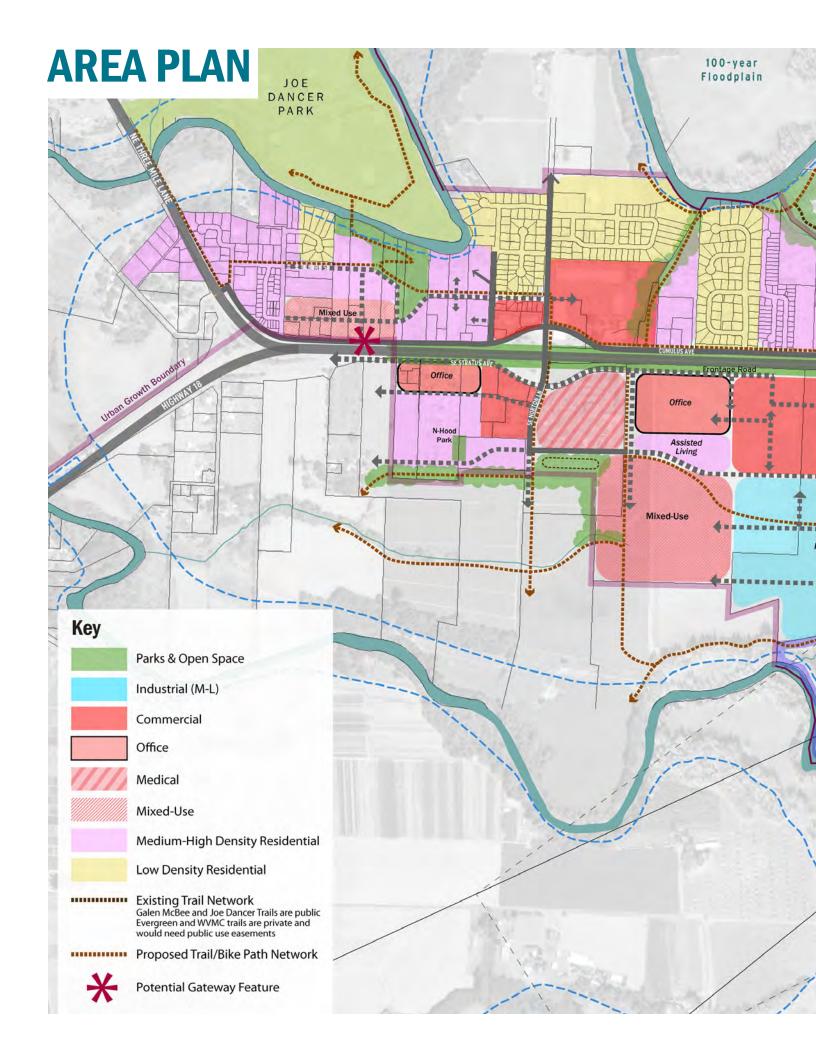
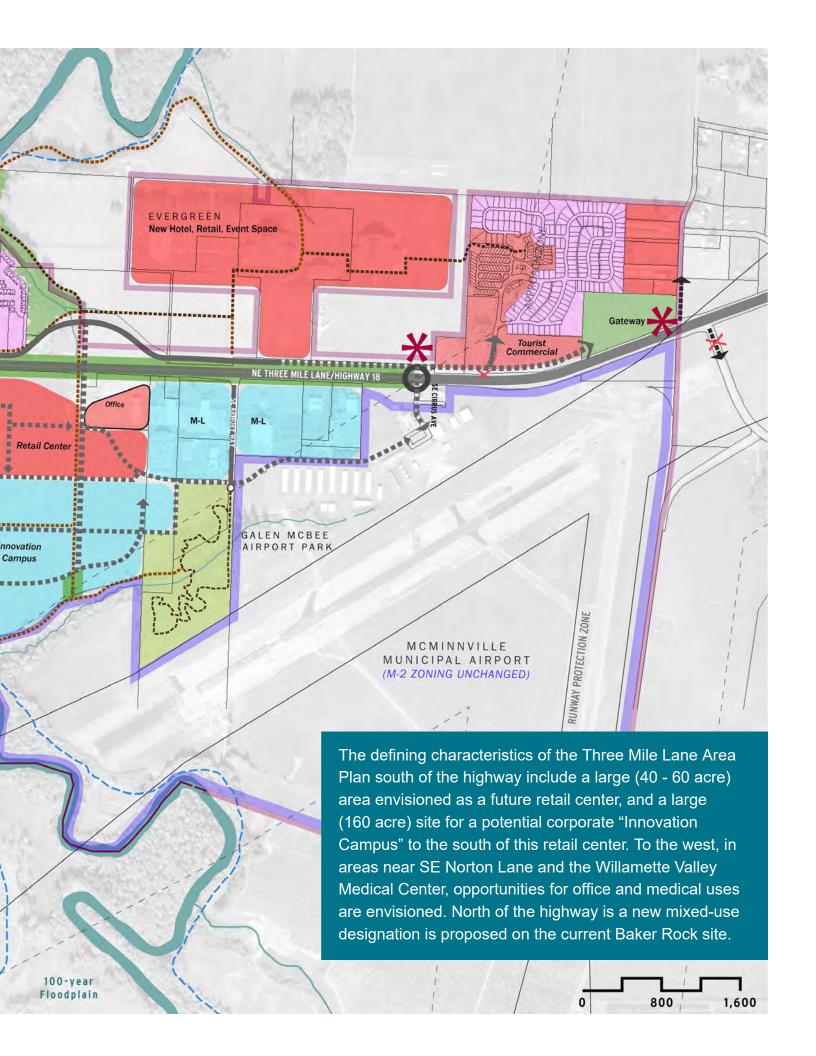


THREE MILE LANE AREA PLAN RECOMMENDED DESIGN





DESIGN FEATURES FOR NEW DEVELOPMENT

The overall goal for new developments in the Three Mile Lane Area is that they echo the features of traditional, older retail districts like downtown McMinnville, with similar common features that include:

- 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.
- Parking lots, generally located behind buildings, featuring wide pedestrian walkways, integrated stormwater treatment and ample landscaping including shade trees.
- High-quality architecture, sometimes 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.

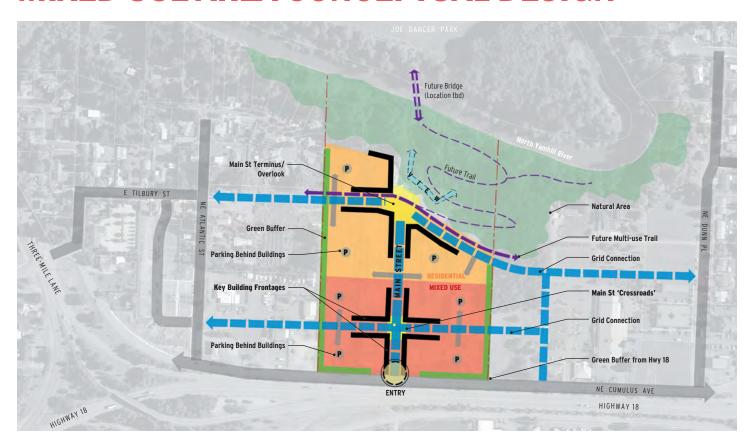








MIXED USE AREA CONCEPTUAL DESIGN

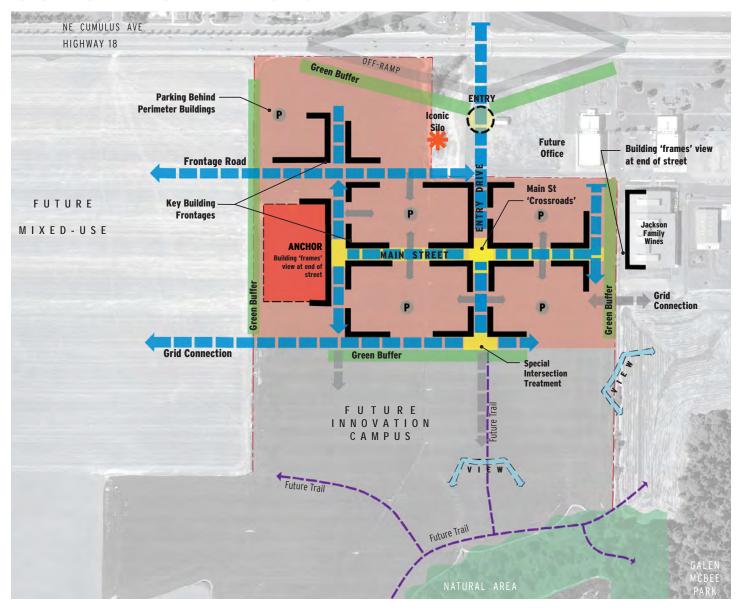


KEY URBAN DESIGN ELEMENTS

- Local streets can be logically extended through the site from the west (NE Atlantic) and the east (NE Dunn Place), creating access to the commercial and residential halves of the site, while a new central 'Main Street' can be extended north from NE Cumulus Avenue, bisecting the site and creating two crossroads intersections.
- Where the Main Street meets the bluff-top street, a
 public overlook can provide views to Joe Dancer Park and
 perhaps even a trailhead for a nature trail switch-backing
 down the bluff to a riverside trail system and a potential
 footbridge over the river connecting to the park and
 beyond to downtown.

- The proposed street extending east-west across the northern half of the site follows the top of the bluff and should be designed as a well-landscaped parkway, with an adjacent multi-use trail which will eventually extend throughout the Three Mile Lane study area as a safe parallel route to Hwy 18.
- New buildings should be located to form an urban frontage, with no setbacks, at the intersections of local streets. They should feature pedestrian-scaled ground floors, prominent entries, and canopies over sidewalks with street trees, onstreet parking, and safe crossings. Surface parking will be located behind these frontages, separated from adjacent uses by well-landscaped green buffers.

RETAIL CENTER/INNOVATION CAMPUS CONCEPTUAL DESIGN



The retail market continues to evolve rapidly in response to the challenges of competing with online retail and market consolidation. One tactic that the retail industry has successfully used to attract and retain shoppers is the creation of 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.

A retail center at Cumulus Avenue is a central feature of the Area Plan. The design of this development, the connectivity it provides to the street system south of Highway 18, and how well it contributes to McMinnville's Great Neighborhood Principles will be key in the success of this plan. This $40\,$ -

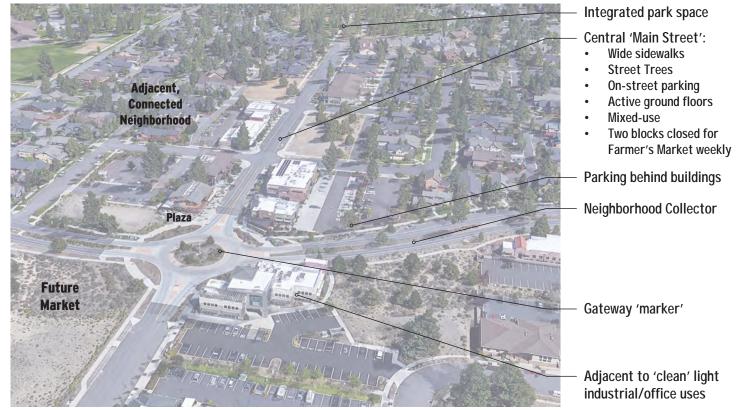
60 acre parcel is one of the largest regional sites with easy highway access. The site is flat and developable—a unique characteristic for a site of this size, and has a locational advantage being both near to the highway and the McMinnville Municipal Airport. The diagram on this page provides an example of how this site could develop, implementing design features desired in the Three Mile Lane Area.

Flexibility is key to attracting a corporate Innovation Campus. The City and/or developer would have to be opportunistic and actively market the property and McMinnville as a corporate destination. Early infrastructure investments and construction of housing and commercial amenities within walking distance of the property would help attract a corporate user, as would a clear but flexible vision and development plan for the property.

KEY URBAN DESIGN ELEMENTS: PRECEDENTS

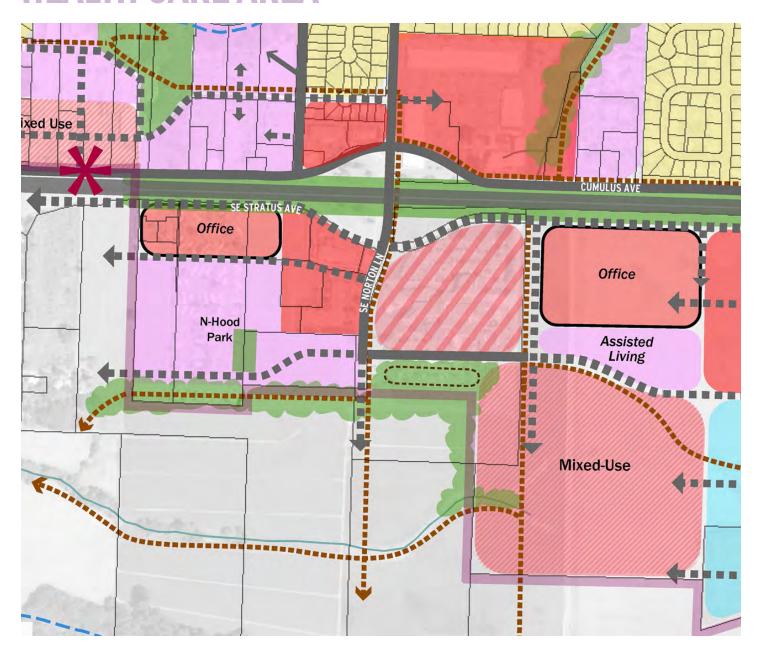


Old Mill District, Bend



NorthWest Crossing, Bend

HEALTH CARE AREA



Vacant parcels surrounding the Willamette
Valley Medical Center are a significant
opportunity for medical offices, housing for
people reliant on medical services, and other
uses that benefit from a health care cluster. As
envisioned in the Area Plan existing industrial
and high-density residential land and uses
fronting the highway and in close proximity to
the Medical Center could, over time, develop
with housing – including assisted living and longterm care facilities - office uses, and services
related to the hospital.

KFY URBAN DESIGN FLEMENTS

- Transitions between uses: Health care facilities and surrounding residential areas. Health care facilities are often active around the clock with bright lighting and they generate significant vehicle traffic. They also require a lot of delivery traffic and, in the case of a major medical center, helicopter use. Buffering between uses should be considered, particularly senior housing or market-rate apartments. Assisted living or nursing care facilities, however, would benefit from close proximity to the hospital.
- Transitions between uses: Health care facilities and other commercial uses. The scale and orientation of existing uses, as related to future uses should be considered. For example, while Senior Housing might benefit from a location within walking distance of a retail center, there should be careful site planning to ensure the housing isn't directly adjacent to loading or parking facilities. It may be most feasible to place health-care related housing with an orientation south towards views and the river.
- Walkability between uses. Convenient, safe connections between a variety of uses in this area will be important to current and future users.
- Visual quality of buildings facing Highway 18. New development should avoid placing loading docks or creating blank walls visible from passing vehicles.







TOURIST COMMERCIAL



The Evergreen complex continues to draw visitors to McMinnville who support other local businesses in the Three Mile Lane area and beyond. The Area Plan foresees the continuation and intensification of tourism-related uses as allowed by existing zoning designations. East of Evergreen, land is currently zoned for commercial uses along the highway and has the possibility of hosting more tourism- and travel-related commercial uses in the vicinity of the Aviation & Space Museum and waterpark. The Area Plan envisions activities and uses related to visitors and the traveling public that could boost tourism and be mutually beneficial to existing attractions. A cluster of these uses in the northeast part of the study area could have a synergistic effect, strengthening McMinnville's and the region's reputation as a

KEY URBAN DESIGN ELEMENTS

- Connectivity to the Evergreen complex. An important design element of this visitor-oriented area is connectivity to existing Evergreen tourist uses. Providing a safe walking and biking connection parallel to Highway 18 will help integrate future development with the Evergreen attractions, which will continue to attract significant amounts of visitors.
- "Gateway" location. In addition, with a prominent location on the east entrance to McMinnville, this development opportunity area should be required to meet the City's Great Neighborhood Principles with high-quality design.



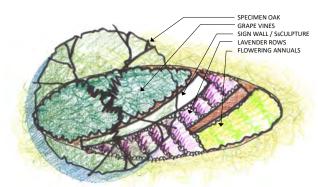




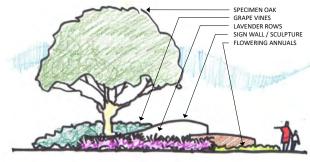
Visitor-oriented facilities with distinctive design elements

GATEWAYS

Three Mile Lane will serve as a figurative gateway to McMinnville, and future design of Highway 18 improvements should consider opportunities for corridor design that respects the area's agricultural heritage and landscape character (see below). There will also be opportunities for specific gateway features that physically mark this entrance to McMinnville. These images present some design considerations for these features.



PLAN VIEW



ELEVATION VIEW



Large landscape design gestures, visible from fast-moving vehicles (and the air)

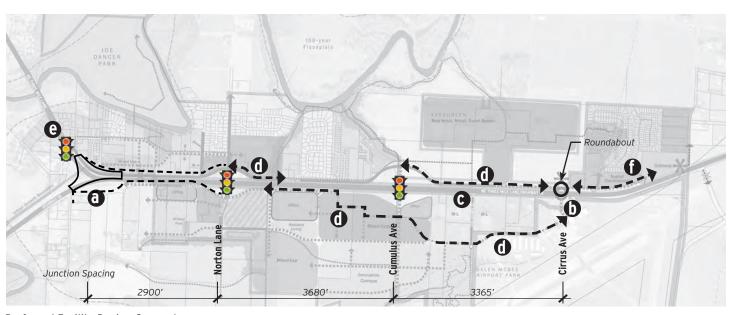


A large-scale public art piece, perhaps dramatically lit at night

TRANSPORTATION

Transportation analysis confirmed that both signalized intersections in the area – Oregon Highway 18 and Norton Lane and Oregon Highway 18 and Cumulus Avenue – will operate at volume-to-capacity ratios below ODOT's established standards under year 2041 Preferred Alternative traffic conditions. However, two of the study area unsignalized intersections fail to meet established mobility targets, as described at right:

- Three Mile Lane & First Street: Three Mile Lane
 experiences high traffic volumes throughout the day,
 especially during the PM peak hour. There are limited
 gaps in the traffic flow for motorists turning from First
 Street. The intersection also doesn't meet mobility
 targets based on 2018 traffic conditions.
- Three Mile Lane & Cumulus Avenue: The westbound and eastbound approaches are controlled with stop signs.
 There is no separate left-turn lane on the north leg of Three Mile Lane. Future traffic on Three Mile Lane and Cumulus Avenue is sufficiently high that eastbound and westbound motorists will find insufficient gaps to turn and travel north or south through the intersection.



Preferred Facility Design Concept

Design Concept Notes:

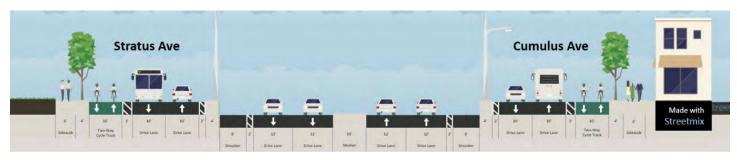
- a. Three Mile Lane interchange: reconstructed for full directional access and crossing, with new connector to Stratus Avenue - see facing page).
- b. Cirrus Avenue: new roundabout on OR 18, with McMinnville gateway features.
- c. Removal of at-grade street and driveway accesses to OR 18 in the section between Cumulus Avenue and the eastern edge of the study area, including Loop Road and Cruickshank Road.
- 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.



Oregon Highway 18 / Three Mile Lane Interchange Preferred Facility Design

The diagram above illustrates the reconstructed interchange of Oregon Highway 18 at Three Mile Lane. The interchange modifications allow full vehicular movement to and from the highway in all directions, and a bi-directional connection between the southern half of the Study Area and McMinnville's city center via Stratus Avenue. These new connections will likely carry significant local traffic demand that would otherwise travel on Oregon Highway 18 between the study area and McMinnville's city center.

The Stratus Avenue connection also provides direct connectivity for pedestrian and cyclists traveling between the southern half of the Study Area and McMinnville's city center. Separated, two-way cycle tracks on both Cumulus Avenue and Stratus Avenue will improve rider comfort and significantly reduce level of traffic stress on these routes (see below).



Proposed Oregon Highway 18 Cross Section

COMPLETE STREETS DESIGN

The Three Mile Lane Area Plan includes special complete street standards to encourage biking and walking, requiring stormwater treatment and extensive street tree plantings on all study area streets. These standards are compared to exiting standards applicable elsewhere in the City in the table blow; complete street cross-sections for Major Collector and Local Residential streets are shown on the facing page.

	Major Collector Existing Standards	Notes	Local Residential Existing Standards	Notes
Right-of-Way	74'	Increase to 80'	50′	Increase to 58'
Speed	25-30 mph		15-25 mph	
Maximum Average Daily Traffic (ADT)	16,000		1,200	
Adjacent Land Use Intensity	Medium		Low	
Sidewalks	5' residential 10–12' commercial	6'	5′	Increase to 6'
Planter Strips	6′ residential N∕A commercial	8′	5′	Increase to 6'
Curb-to-Curb Street Width	44'	Suggest 50'	28'	
On-Street Parking Two Sides	N/A		yes	Switch to one side parking if travelway too narrow.
Bike Facility	2 lanes (5')	Change to 8' buffered bike lanes (or cycle tracks)	Shared Lane	OK, with sharrow markings
Median / Center Turn Lane	12'		None	
Travel Lane Width	2 lanes (11')		See street width	



PROPOSED 3ML MAJOR COLLECTOR STREET CROSS-SECTION



PROPOSED 3ML LOCAL RESIDENTIAL STREET CROSS-SECTION

BICYCLE FACILITIES

The Preferred Alternative includes recommended bicycle system improvements on existing streets and new connectors to help form a more complete bicycle network within the 3MLAP study area. Bicycle facilities provide improved mobility for users riding to the city center and seeking active transportation options that support a healthy lifestyle. Bicycle facilities considered in the study include bike lanes, buffered bike lanes, bike boulevards (shared lane), cycle tracks and shared-use paths as shown on this page.

The combination of bicycle facility improvements along existing and planned collector streets, and planned pathway improvements in the study area will significantly improve bicycle access, mobility and comfort for users of all ages and confidence levels.



Buffered Bike Lane



Cycle Track



Two-Way Cycle Track



Shared Lane (sharrows)

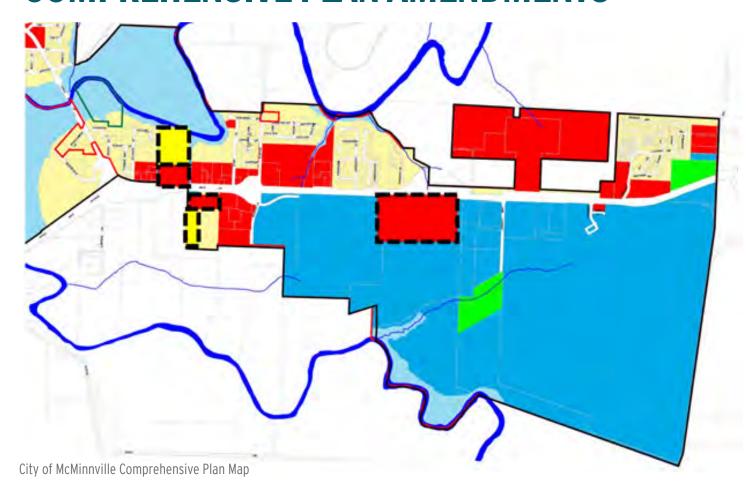
POLICIES

The following policies are intended to guide development and future planning decisions in the Three Mile Lane area. These policies implement the Three Mile Lane Area Plan goals and describe how Great Neighborhood Principles are expected to be expressed in the future growth and development of the Three Mile Lane Area.

- Require future development to be consistent with the design elements of the Three Mile Lane Area Plan.
- 2. Public improvements and private development shall strive to protect tree groves and mature individual trees.
- Riparian corridors and adjacent native landscape shall be protected.
- 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.
- Enhancing connections to existing trails and open space, such as connections into Joe Dancer Park and Galen McBee Airport Park, and creating a public greenway along South Yamhill River with trails and connections to the Three Mile Lane Area is a priority.
- 6. New gathering spaces will be designed to incorporate natural areas and views.
- Require native landscape plantings with seasonal variation and tree plantings that include shade streets with mature tree canopy.
- 8. A network of sidewalks and trails will connect people to key locations within the Three Mile Lane Area.
- 9. The Three Mile Lane Area will have safe bicycle routes for residents and touring cyclists.
- 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.
- New commercial developments should be designed to be at a walkable, human scale and for ease of use by all ages and abilities.

- 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.
- New commercial, office, mixed-use, and industrial campus developments should promote inclusion and interaction within the right-of-way.
- 14. Encourage mixed-use development where feasible.
- 15. Proposed site landscape 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.
- New development should consider adjacency to agricultural fields and respect this heritage through careful transitions.
- 17. Architectural building design that includes simple roof forms (industrial and agricultural) is encouraged in the Three Mile Lane Area.
- 18. Encourage a diversity of future housing forms, types, and design that respect the current character of the area.
- 19. Ensure that new commercial and industrial campus development creates a welcoming and visible interface with Three Mile Lane.
- 20. Encourage site design and architecture that visibly convey the historic or current industry on the site (e.g., aviation, wine-making).
- 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.

COMPREHENSIVE PLAN AMENDMENTS



In addition to the Three Mile Lane Area Plan being adopted as an element of the Comprehensive Plan, a map amendment will be a necessary implementation action. The Area Plan envisions land uses that are different than what is currently planned for on the City's Comprehensive Plan map. To allow for the area to develop consistent with the vision for the Three Mile Lane Area, the City will need to change the Comprehensive Plan Land Use Map in the areas indicated by the dashed black line above. The predominant change is from an Industrial designation to a Commercial designation for 40 acres south of Highway 18. The other change south of the highway, west of Norton Lane, is from Industrial to Commercial and Residential. The needed amendment north of the highway and west of Norton Lane changes Industrial designated land to Commercial and Residential designations to enable the subject properties to develop as a mixed-use area.

REGULATORY FRAMEWORK

The Three Mile Lane Planned Development Overlay covers the entirety of the Three Mile Lane Area. Adopted in 1981, the overlay was established to ensure high quality design, compatibility of living and working environments, provision of open spaces and parks, and buffering of residential uses from the highway. Amendments in 1994 replaced outdated policies and added regulations for commercial signage along the Three Mile Lane corridor. The Three Mile Lane Area Plan recommends another update to address development requirements. Future development in this area will continue to be regulated by the underlying base zones, with additional or modified standards applied as applicable, based on the updated Three Mile Lane Planned Development Overlay.

Policy	Overlay Amendment	Recommended Future Action
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 [10] 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.		Identify tree groves and tree types to be protected and designate as significant or historic trees.
3. Riparian corridors and adjacent native landscapes shall be protected.	Require mapping and protection of stream corridors and revegetation 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.	

REGULATORY FRAMEWORK

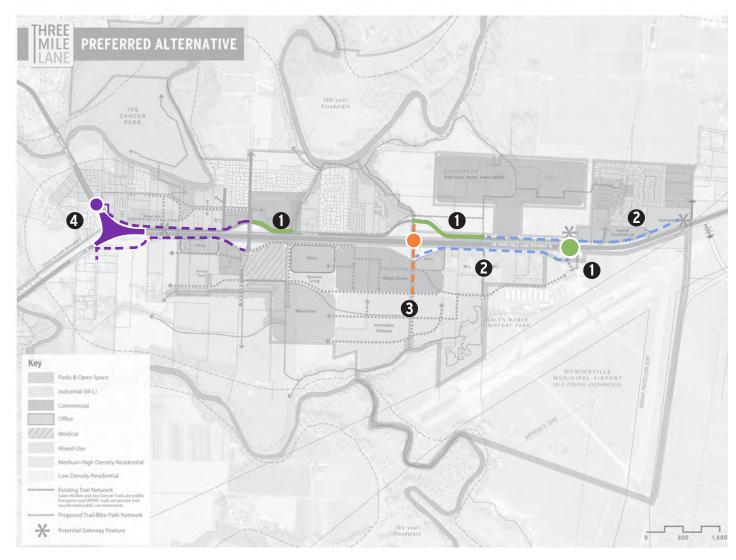
Policy	Overlay Amendment	Recommended Future Action
7. Require native landscape plantings with seasonal variation and tree plantings that include shade streets with mature tree canopy.	Require native landscaping and plantings of all development through Design Review.	Develop and define approved planting list and approved tree list.
8. A network of sidewalks and trails will connect people to key locations within the Three Mile Lane Area.	Apply pedestrian walkway and connectivity standards to all non-residential development. Note: Pedestrian walkway standards, currently are applied to Large Format Retail; site design requires connections between buildings and from building entrances to streets (§17.56.050.C.2).	
9. The Three Mile Lane Area will have safe bicycle routes for residents and touring cyclists.	Require transportation improvements consistent 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 consistent 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 size and massing. Standards for parking maximums for all uses. Parking lot location requirements for commercial uses.	Additional guidelines or standards related to façade treatments. 17.56.050 Development Standards
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 buildings to include minimum pedestrian shelter coverages along ground floor elevations/street frontages and main entrances. Residential design features to include clear and objective building design standards/architectural elements. 	Additional guidelines or standards related to façade treatments.
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 building orientation (set-to, building orientation); Additional guidelines or standards related to façade treatments, including transparency. Provision of on-street parking for ground-floor commercial uses (new requirements allowing on-street spaces to be counted toward parking minimums, new cross-section standards for streets with ground-floor retail).	
14. Encourage mixed-use development where feasible.		Consider additional guidelines or requirements for the Mixed Use area.

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, winemaking).		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 façade treatments; define acceptable color palate.

CONCEPT PHASING & COSTS

Cost in 2021 (millions of \$)

Phase	Description	Notes	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 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 Ave intersection	(1)	tbd	tbd
2	City/State Projects Reliant on Completion of New OR 18/Cirrus Roundabout			
	Disconnect loop road from OR 18 and realign 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)	tbd	tbd
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)	tbd	tbd
	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	City/State Projects Commensurate With/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
			\$81.6	\$115.6



^{*} Colors on map above correspond to Phases in table on facing page



