

HHPR REVISED PROJECT APPROACH

Project Approach

Task 1: Background and Analysis of Planning Context

Task 1.1: Kickoff Meeting

Task 1.1 sets the stage for the project. City staff, in partnership with the consultant team, will use this meeting as an opportunity to review the scope and schedule, go over team logistics including project management, roles, and discuss communication protocols for the project.

Deliverables: Agenda, project schedule, meeting notes.

Task 1.2: Document Review

The consultant team will review existing planning documents adopted by the City and current planning efforts impacting the Fox Ridge Road Area to ensure consistency with the findings, goals, and policies adopted in these documents, as well as state and regional planning frameworks. The consultant team will take special care to understand the Great Neighborhood Principles adopted in Comprehensive Plan Policies 187.10 through 187.50 as a model for future neighborhood development.

Deliverable: Memo summarizing consultant's findings, and any key issues identified that could impact the planning process.

Task 1.3: Economic Analysis for Neighborhood Activity Center (NAC)

Johnson Economics will perform a market/development analysis focusing on identifying highest and best uses for the 5–10-acre Neighborhood Activity Center (NAC) proposed for the Fox Ridge Road Area in the Framework Plan. The analysis will inform the process by looking at feasible development types for commercial the higher-density residential land in the NAC, and possible suggestions on configuration and siting considerations for the NAC.

Deliverable: Economic analysis memo.

Task 2: Initial Stakeholder Engagement

Key stakeholders include:

- McMinnville School District
- Property owners
- Area residents
- And others as identified by City staff

Task 2.1: Community Engagement Materials

SERA will prepare an Opportunities & Constraints Diagram for use throughout the Initial Community Engagement task. This diagram will summarize the opportunities for various land uses, development patterns, building relationships, open spaces, and connections – as well as any key constraints that would need to be overcome in order to realize those opportunities. To the extent feasible, HHPR will provide Spanish translations of outreach materials developed by the consultant team.

Deliverables: Opportunities and constraints diagram, draft language for electronic public outreach and/or surveys, database of comments received, draft survey questions or other agreed-upon form of electronic public outreach.

Task 2.2: City Council and Planning Commission Project Update #1

For this task, the consultant team will present at one (1) work session with the McMinnville Planning Commission and one (1) work session with the McMinnville City Council to discuss the project goals, findings from the economic analysis, and gather input to begin developing scenarios for consideration.

Deliverables: Update memo (1-2 pages) and project presentation.

Task 2.3: Advisory Group Meeting #1

In coordination with City staff, HHPR will facilitate an Advisory Group meeting of key stakeholders identified by the City. The meeting will review project goals, findings from the economic analysis, and gather input to begin developing scenarios for consideration.

Deliverables: Update memo (1-2 pages) and project presentation.

Task 3: Broad & Targeted Public Outreach

Task 3.1: Stakeholder Focus Groups

The consultant team, in coordination with City staff, will prepare for and conduct up to three focus group meetings to understand the perspective of closely involved stakeholders such as property owners, public agencies, nearby residents, and developers. Stakeholders will be identified at the kickoff meeting and focus groups will be sorted based on common interests, in order to allow more focused and detailed questions.

Deliverables: List of questions and notes summarizing each focus group.

Task 3.2: Community Design Workshop #1–Development Scenarios

SERA will lead a Community Design Workshop to engage stakeholders, City staff, and citizens in an interactive design session around potential development scenarios for the Fox Ridge Road area. The intent of this event will be to collaboratively develop a framework for future growth as well as a set of up to three (3) distinct development scenarios for the area. The team will test these scenarios in real time, considering land use, urban design, connectivity, access, infrastructure, and stakeholder concerns. The scenarios that emerge from this workshop will be further refined in Task 4.1.

Deliverables: Workshop materials, written summary of workshop results.

Task 3.3: Advisory Group Meeting #2

HHPR will facilitate a second Advisory Group meeting to review the outcomes of the community design workshop and provide guidance in interpreting stakeholder feedback and refining scenarios.

Deliverables: Agenda and meeting notes.

Task 4: PLAN DEVELOPMENT

Task 4.1: Development Scenarios / Preferred Development Scenario

Based on the results of the Task 3.2 Community Design Workshop, SERA will prepare a package of illustrative graphics, precedent imagery, and text describing the range of development scenarios explored for the Fox Ridge Road area. and the Preferred Development Scenario for the area. With input from City staff and the Advisory Group, the team will also identify a Preferred Development Scenario which will be the basis for subsequent project tasks.

Deliverables: Graphics and written descriptions for development scenarios, with additional detail describing preferred development scenario.

Task 4.2: Land Use Trip Generation and Land Use Scenarios

DKS will provide trip generation estimates for the three land use scenarios developed in Task 4.1.

Deliverable: Trip generation estimates for potential development scenarios.

Task 4.3: Advisory Group Meeting #3

The consultant team will prepare for and facilitate a third Advisory Group meeting to discuss the development scenarios, Preferred Development Scenario, and directions for goal and policy development.

Deliverables: Agenda and meeting notes.

Task 4.4: Prepare Draft Plan Goals, Policies, Implementation Measures

HHPR will prepare the first draft of the background, goals, and policies based on project goals and public input. The text portions of the draft will be crafted to incorporate visuals generated in Task 4.1 and throughout the process and be easy to navigate in an online format.

Deliverables: Draft plan content, including background and context, goals, policies, and summary of engagement process and input received.

Task 4.5: TPR Analysis and Goal 12 Findings

DKS will conduct an existing conditions analysis at up to 5 intersections (PM Peak hour only) and 20-year future forecasting for base year and future growth assumptions, based on PM Peak Hour growth assumptions with a model provided by the City. The analysis will include a future 20-year no-build and build analysis for the PM Peak hour and identify transportation infrastructure needs for the Fox Ridge Road Area based on the preferred development scenario in Task 4.1.

Deliverables: Transportation Planning Rule (TPR) analysis and findings for the Preferred Growth Scenario.

Task 4.6: Community Design Workshop #2 – Parks, Trails, Connectivity

HHPR Planners and Landscape Architects will lead a Community Design Workshop to engage stakeholders, City staff, and citizens focused on the developing concepts for the neighborhood park, trail system, and other recreation or open space opportunities identified in the Preferred Development Scenario. The workshop will explore design concepts for specific parks and trails, as well as possibilities for multimodal connections between parks, open spaces, the high school, and Neighborhood Activity Center. The concepts that emerge from this workshop will be further developed in Tasks 4.7 and 4.8.

Deliverables: Workshop materials, written summary of workshop results.

Task 4.7: Prepare Draft Local Street and Trail Connectivity Plan

SERA, DKS, and HHPR will collaborate on a local street and trail connectivity plan to accompany, enable, and enliven the Preferred Development Scenario. This plan will emphasize multi-modal access and connectivity with a goal of enabling safe, non-motorized movement to and through the Fox Ridge Road area.

Deliverables: Local Street and Trail Connectivity Plan, with concept graphics and supporting text.

Task 4.8: Prepare Neighborhood Park and Trail Design Concepts

HHPR will develop up to three (3) concept plans for the neighborhood park, as well as refining the trail alignment and section options developed in Task 4.5.

Deliverables: Concept plans for neighborhood park, trail sections. Concept map showing refined trail alignments where necessary.

Task 4.9: English/Spanish Translation of Plan Draft

HHPR will translate the draft Area Plan into Spanish, with an emphasis on facilitating public understanding of the plan concepts and encourage feedback from Spanish speakers during the refinement and revision process.

Deliverables: Spanish translation of the draft Area Plan.

Task 5: Plan Refinement

Task 5.1: Technical Review and Comment on Draft Plan

HHPR will distribute the draft plan to members of the consultant team and technical reviewers at City of McMinnville for review and commentary prior to revision.

Deliverables: Review draft to consultant team and technical reviewers.

Task 5.2: Advisory Group Meeting #4

The consultant team will prepare for and attend one (1) Advisory Group meeting to discuss feedback on the draft Area Plan and possible revisions prior to the adoption phase.

Deliverables: Agenda and meeting notes.

Task 5.3: Planning Commission and City Council Update #2

The consultant team will prepare for and attend one (1) Planning Commission and one (1) City Council work session to discuss feedback on the draft Area Plan and possible revisions prior to the adoption phase.

Deliverables: Update memo (1-2 pages) and project presentation.

Task 5.4: Finalize Plan Document and English/Spanish Translation

The consultant team will incorporate feedback received during 5.1 through 5.3 to prepare a revised “adoption-ready” draft of the proposed code language, consistent with locally adopted planning documents and regulations and Statewide Planning Goals.

Deliverables: Adoption-ready draft Area Plan document, with text sections in English and Spanish, and graphics incorporated throughout.

Task 6: Plan Review and Adoption

Task 6.1: Draft Compliance Findings and Supporting Documents for Approval Process

HHPR will prepare final supporting documents for the Area Plan, including findings for compliance with Oregon Land Use Planning Goals, the goals and policies of the McMinnville Comprehensive Plan, and city regulations.

Deliverables: Draft supporting memo summarizing the planning process, key policies, and draft findings related to compliance with Oregon Land Use Planning Goals and applicable local and regional policies.

Task 6.2: Hearings and Adoption

HHPR will prepare and present the Final Area Plan at one (1) Planning Commission hearing and one (1) City Council hearing for adoption.

Deliverables: Final supporting memo and project presentation.

