



Memorandum

Date: November 14, 2011

To: Chris Jordan, City Manager

From: John Sonnen, Planning Director

Subject: Phase I of the Highway 43/Willamette Falls Drive corridor vision project

Purpose

Phase I of the Highway 43/Willamette Falls Drive corridor vision project is nearing completion. On November 21, 2011 staff and the project consultant, Crandall Arambula, will present the concept vision for the Highway 43/Willamette Falls Drive corridor (see Attachment 1) and related information to the City Council. Staff requests that the Council provide direction regarding whether to pursue refinement and implementation of all or part of the concept vision components (Phase II).

Background

Council direction. As part of its annual goal setting in January 2011, the City Council established the following goals pertaining to the Highway 43/Willamette Falls Drive corridor:

- City staff will develop an action plan and initiate a citizen visioning process for a targeted Comprehensive Plan change affecting Highway 43 and Willamette Falls Drive;
- The City Council and staff will actively communicate this process with the community so there is understanding about the vision and involvement in the process; and
- The City will work with regional governments to achieve a satisfactory ownership and maintenance agreement for transportation corridors.

Project approach. The project approach consists of three potential phases, as follows:

- *Phase I:* Work with the community to prepare a broad brush, conceptual vision for the corridor that reflects how the community would like the corridor to evolve in the next 20-30 years and present it to the City Council for their consideration. The Council decides whether or not to pursue refinement and implementation of all or part of the concept vision.
- *Phase II:* If the City Council authorizes proceeding with Phase II, the approved components of the concept vision will be fleshed out and refined through a public process.
- *Phase III:* Implement the vision. This could include, depending on what the Council authorizes, comprehensive plan amendments; zoning map/code amendments; design guidelines; and catalytic public investments.

Overview of Phase I. Staff began the project last spring and hired the consulting firm Crandall Arambula on May 26, 2011. During Phase I, staff and the consultants worked with the community to perform the following tasks:

- **Background research.** The project team conducted background research including:
 - Documenting existing physical constraints (e.g., steep slopes, wetlands and riparian areas) and opportunities that have a bearing on planning for the area (see <http://westlinnoregon.gov/vision/opportunities-and-constraints>); and
 - Compiling and analyzing the guidance from Imagine West Linn, the Sustainable West Linn Strategic Plan, the Comprehensive Plan and neighborhood plans as well as Metro and State regulations that pertain to the corridor (see <http://westlinnoregon.gov/vision/state-and-local-regulatory-considerations>).
- **Public outreach.** Staff made a concerted effort to inform and involve the community in the project. Over the summer of 2011, staff met with and surveyed residents to identify the problems that they want addressed in the corridor, the places they want preserved or changed, and what they want to see in the corridor over the next 20-30 years. Attachment 2 documents the public outreach effort. Some of the highlights include:
 - Establishment of a project advisory committee comprised of members from throughout the study area, the Planning Commission, Economic Development Committee and the Transportation Advisory Board, that advised staff and the consultant;
 - Three neighborhood meetings (Willamette, Robinwood and a joint Bolton/Sunset meeting) with a total of 45 attendees;
 - Online and telephone surveys with a total of 155 respondents; and
 - A community workshop attended by approximately 150 people.

Much of what we heard from community members through these outreach efforts confirms the general policy direction the Comprehensive Plan, Imagine West Linn and the Sustainable West Linn Strategic Plan, but there are new ideas as well. Also, there seemed to be more openness to appropriate, higher density infill development near commercial areas than is indicated in some neighborhood plans. Summaries of the input from community members over the course of the summer are contained in Attachment 3. This information served as the basis for developing preliminary concepts for the future of the corridor.

At the community workshop on September 29, 2011 the project team presented the preliminary concepts for the future of the corridor and related background information to the workshop participants. Then the participants had round table discussions and indicated on response sheets whether or not they liked the concepts, identified other ideas and reported the preferences of the group at each table. The results of the community workshop are contained in Attachment 4.

- **Concept vision.** The key concepts for the future of the corridor that were supported by the majority of those participating in the community workshop are reflected in the concept vision contained in Attachment 1. That document also identifies some of the opportunities and barriers associated with implementing each of the vision components.

Potential implementation approaches. If the Council decides to proceed with the concept vision, the vision components will have to be prioritized and phased, unless additional funding is made available. Attachment 5 identifies the components of the concept vision and a possible implementation strategy. The recommended implementation sequence is based on the anticipated timing of related plan updates, cost, staff capacity, opportunity and need.

Other issues:

Proposed amendments to the Transportation Planning Rule. The current state Transportation Planning Rule is intended to protect the state highways and interchanges from increased traffic congestion. It has had the effect of stifling compact development called for by Metro 2040 and local plans in the Metro region. Proposed amendments of the Transportation Planning Rule currently out for public comment would eliminate consideration of traffic congestion on state highways more than 1/4 mile from highway interchanges. If adopted, this rule change would enable higher intensity urban development along Highway 43 and I-205, if desired, than would otherwise be the case.

Staff capacity/available funding. In 2012, the Planning Department has roughly 1.2 FTE staff and approximately \$80,000 available for Phase II of the project. If the City is successful in getting state funding to update the Transportation System Plan in mid-2012, many of the transportation related components can be largely addressed through that effort. In addition, staff will research grants that may be available to help fund desired project components.

Options:

1. Consider the concept vision and give staff direction on which components you want to pursue and your priorities.
2. Defer action regarding the concept vision to a later date and ask for additional information as desired or consider the desired vision components in the context of other potential projects competing for staff time and resources.
3. Do not proceed with the concept vision.

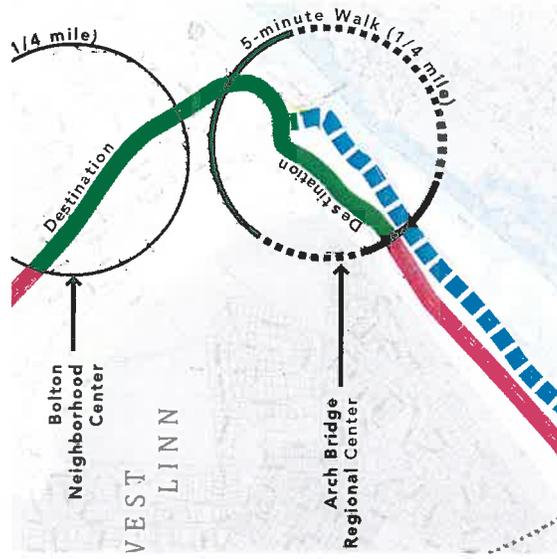
Recommendation: Staff recommends Option 1: Consider the concept vision and give staff direction regarding which components you want to pursue and your priorities.

- Attachments:**
1. Concept Vision and General Feasibility Assessment
 2. Public outreach activities
 3. Public input prior to community workshop
 4. Public input at community workshop
 5. Possible implementation approach

ATTACHMENT 1

CONCEPT VISION AND GENERAL FEASIBILITY ASSESSMENT

City of West Linn Highway 43/Willamette Falls Drive Vision, Phase I Concept Vision and General Feasibility Assessment



Prepared November 2011 by Crandall Arambula

DRAFT

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Disclaimer: This product is for informational purposes and may not have been prepared for, or be suitable for, legal, engineering, or surveying purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information.

Maps prepared June to September, 2011.

INTRODUCTION

Cities change. Rather than reacting to development pressures, the West Linn City Council asked the community to create a vision for the Highway 43/Willamette Falls Drive corridor that the City can implement to encourage desirable change and discourage undesirable change as the area evolves.

The Highway 43/Willamette Falls Drive Vision project is proposed to be completed in three phases.

Phase 1

The first phase involves an assessment of the community's desires for the long-term future of the corridor. It culminated with a city-wide workshop in September that generated a concept vision for the corridor. This report identifies the concept vision and provides a broad-strokes feasibility discussion of that vision. This report is intended to support the West Linn City Council in deciding how to proceed with implementation of all, or part, of the vision.

Phases 2 & 3

If the City Council determines that sufficient public support exists to proceed with all or part of the project, Phase 2 will entail refining the concept vision and Phase 3 will entail implementation of the vision through amendments to the City's Comprehensive Plan and zoning ordinance as well as possible economic development strategies and public investments.



Early Public Outreach

STUDY AREA

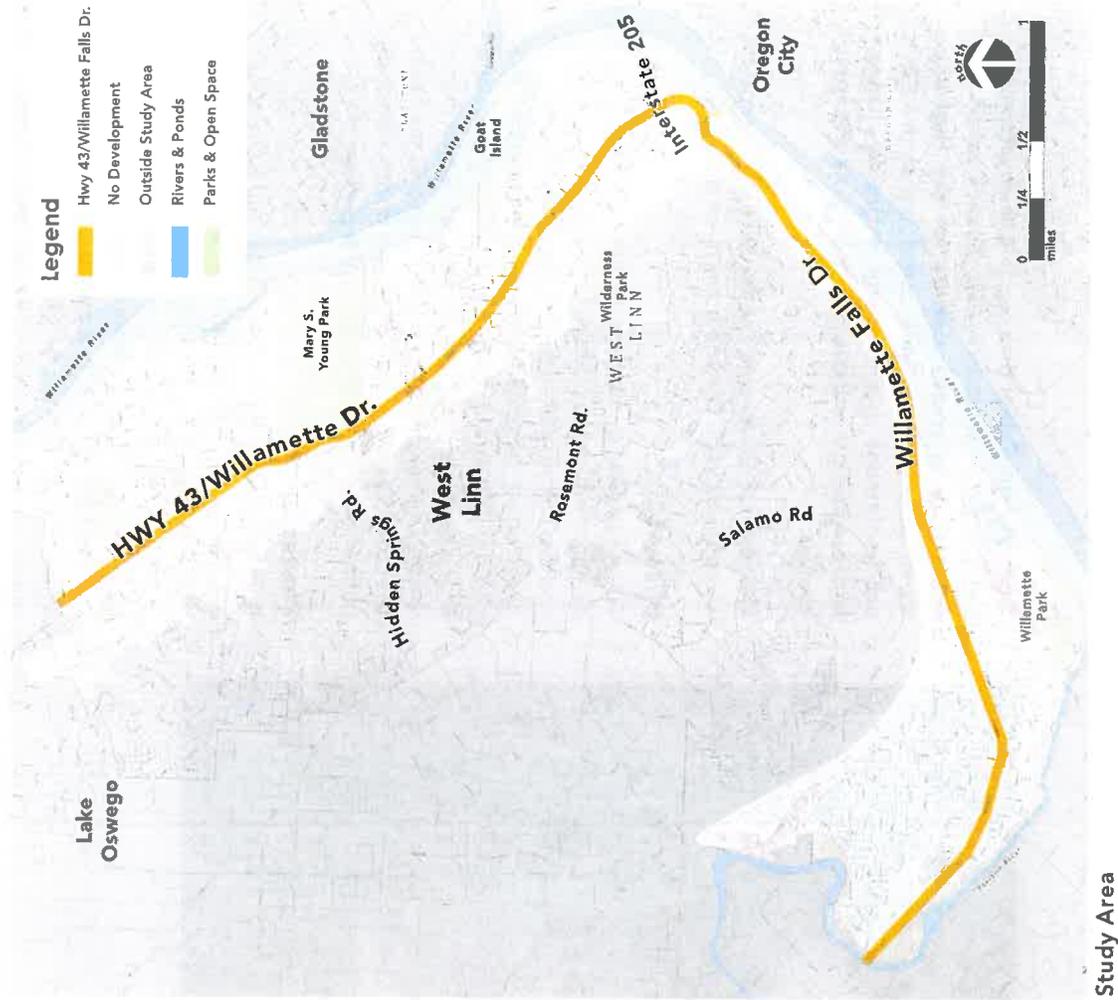
West Linn is divided by steep topography into two distinct regions and pedestrian and bicycle access between these two areas is limited. The lower area, the corridor between the Willamette river and the base of the slope, forms the study area for this project. Highway 43 and Willamette Falls Drive are the dominant elements connecting the length of this corridor.

The study area encompasses the Highway 43/Willamette Falls Drive corridor within the City of West Linn. The Willamette River forms the eastern boundary and the western edge of the study area is bounded by steep slopes and Interstate 205. The map to the right indicates the study area, corridor, local parks and open spaces, City of West Linn boundaries and adjacent cities.

Constraints

Within the study area, environmental constraints restrict the possibility of development in many areas. 'No Development' areas, identified in pink on the adjacent map, are those areas where any of the following conditions occur:

- Goal 5 Wetlands and buffers
- Goal 5 Significant Riparian Corridors
- Slopes greater than 40%
- Historic/Active DOGAMI Landslides
- Streams
- Stormwater drainageways



COMMUNITY INVOLVEMENT

The Highway 43/Willamette Falls Drive Corridor Vision was developed between June and October 2011 with the input of West Linn residents, including members of the business and developer community, from across the city.

Community Outreach

During the Summer of 2011, City staff met with the residents to identify the community's needs and desires for the future of the corridor. All together, about 200 people provided input. Outreach took place through:

- Neighborhood meetings
- Web-based surveys
- Individual interviews

Public Workshop

Based on the community outreach and the city's existing guiding documents—including *Imagine West Linn*, the *West Linn Comprehensive Plan*, and *Sustainable West Linn Strategic Plan*—preliminary vision concepts were presented to the community during a workshop held on September 29, 2011. More than 150 West Linn residents attended and provided feedback via small-group discussions, table reports, and ballot response sheets.

Support for Vision Concepts

Each of the design concepts presented as part of the draft vision were supported by workshop attendees. Specifics of community support for the vision concepts are identified in this report.



Public Workshop

CONCEPT VISION

The Highway 43/Willamette Falls Drive Concept Vision includes three central concepts—Neighborhood centers, complete streets and the Willamette riverfront.

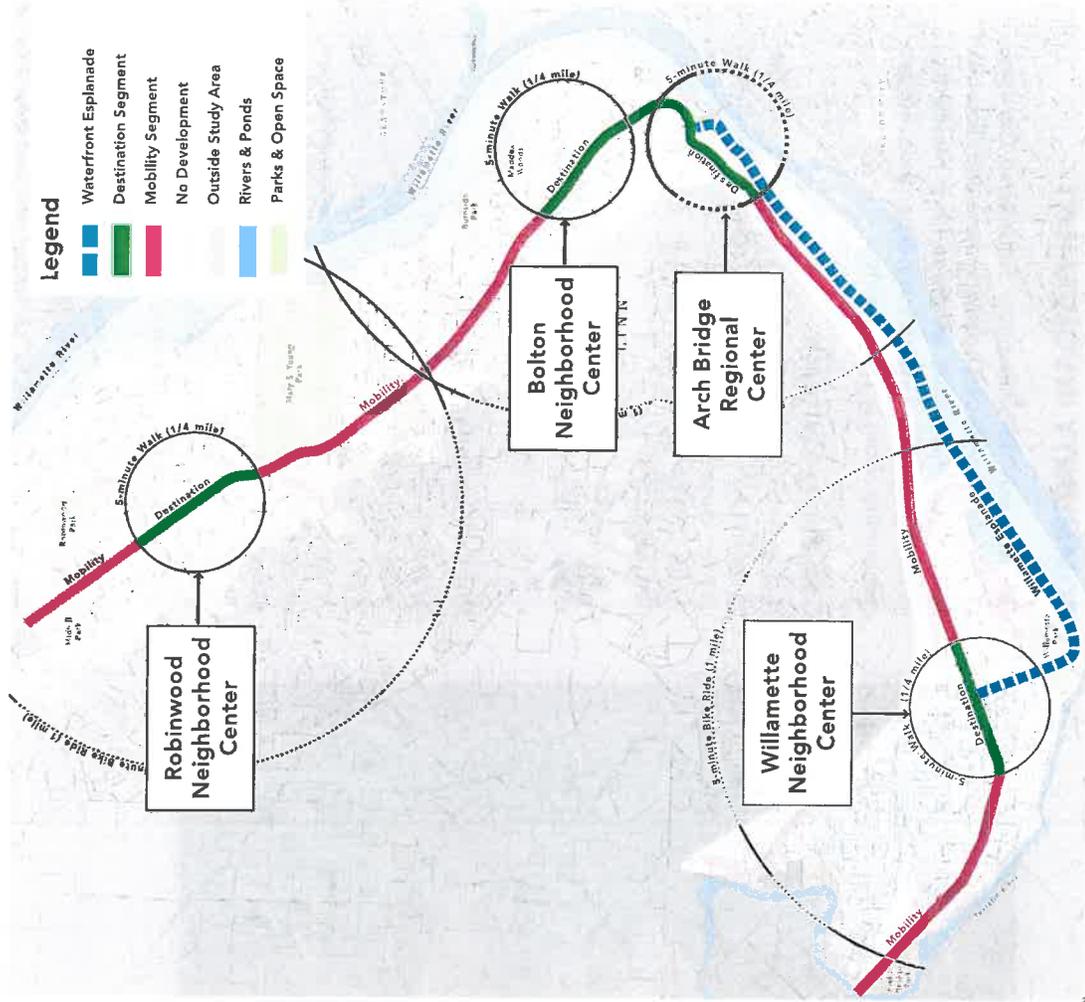
Neighborhood and Regional Centers DETAILS ON PAGE 8

West Linn residents expressed a desire to be able to shop locally and to access daily shopping needs by walking or biking.

The Vision includes three potential neighborhood center locations—Robinwood, Bolton, and Willamette—and a regional center location at the Arch Bridge. With the exception of the Arch Bridge location, these centers are located in areas with existing retail and commercial concentrations.

In the proposed neighborhood centers, focusing new development intensity in areas of existing concentrations of retail and commercial uses can provide daily goods and services within walking (1/4 mile) or biking (1 mile) distance of many residences.

The Arch Bridge location may be an opportunity to establish a regional center with an employment focus. Due to the proximity of Interstate 205 and future high capacity transit service in Oregon City, developable land, and the scenic amenities of the riverfront, this location has the potential to attract regional businesses.



Complete Streets

DETAILS ON PAGE 13

West Linn residents expressed concerns about pedestrian and bicycle safety along the Highway 43 and Willamette Falls Drive corridor.

Complete streets balance the needs of all users by prioritizing pedestrian and bicycle circulation, accommodating transit, and providing for auto traffic.

Complete street treatments should be sensitive to the function of the corridor and the needs of adjacent land uses. Destination-type complete street treatments of Highway 43 and Willamette Falls Drive are appropriate where these roads pass through centers. Mobility-type treatments support safe and convenient use of the roads between centers by all users.

A key component of the complete streets concept is a continuous protected bikeway along the length of the corridor that would link the centers.

The Willamette Riverfront

DETAILS ON PAGE 20

West Linn residents expressed a desire to celebrate the Willamette River as a scenic and recreational resource.

The members of the public who participated in the workshop expressed support for:

- Taking advantage of views from Willamette Falls Drive at the recycling center and bus garage areas
- Using the Blue Heron site for a park, natural area, or hotel
- Exploring opportunities to enhance views or access to the Willamette River Falls and Locks.

An esplanade along the Willamette River could connect the city to this scenic and recreational river resource and provide pedestrian and bicycle access between the Arch Bridge and Willamette centers along this space-constrained segment of the corridor.

Other Ideas

Public workshop attendees identified transit service along the corridor as being of significant concern. Specifically, there is community desire for:

- Regular, frequent service connecting destinations along the corridor.
- Regular, frequent service connecting the lower elevations of West Linn to the City Hall area.
- Direct, frequent commuter connection to downtown Portland.

NEIGHBORHOOD AND REGIONAL CENTERS

A neighborhood center is a small hub of retail, commercial and employment uses surrounded by medium- to higher-density housing. The neighborhood center retail and commercial uses provide the day-to-day goods and services used by surrounding residents.

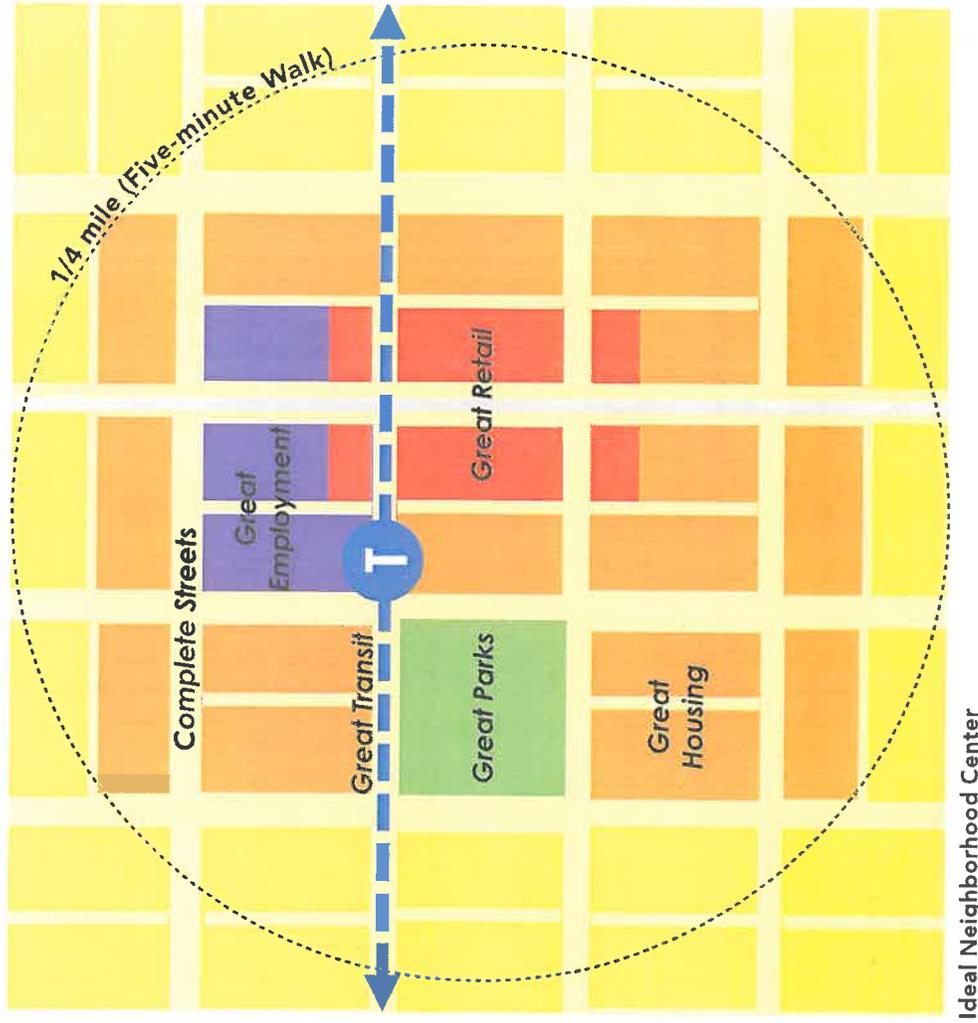
The Building Blocks

While every neighborhood center is unique, the following components are typically included:

- **Great Retail**—Continuous, ground-floor retail with curb-side parking
- **Great Housing**—Variety of housing types for a range of income levels
- **Complete Streets**—Safe and convenient circulation for pedestrians, bicyclists, autos, and transit
- **Great Transit**—Frequent and dependable service linking destinations
- **Great Parks**—Spaces designed for a range of ages and uses
- **Great Employment**—Medium to large parcels with a good front door address

Five and Five

As a rough rule-of-thumb, people prefer to travel no more than five minutes to reach their day-to-day shopping needs. A five-minute walk covers approximately one-quarter mile; a five-minute bike ride covers approximately one mile. Both modes are affected by topography and the quality of the street grid. Neighborhood centers should be designed to maximize pedestrian and bicyclist access by providing a direct and complete street grid.



WILLAMETTE

The existing Willamette neighborhood center is a model of neighborhood center development in West Linn and should be protected and strengthened. Willamette was identified as a Town Center in the Metro 2040 growth plan.

Public Workshop Feedback

This concept was supported during table reports. Response sheets results were:

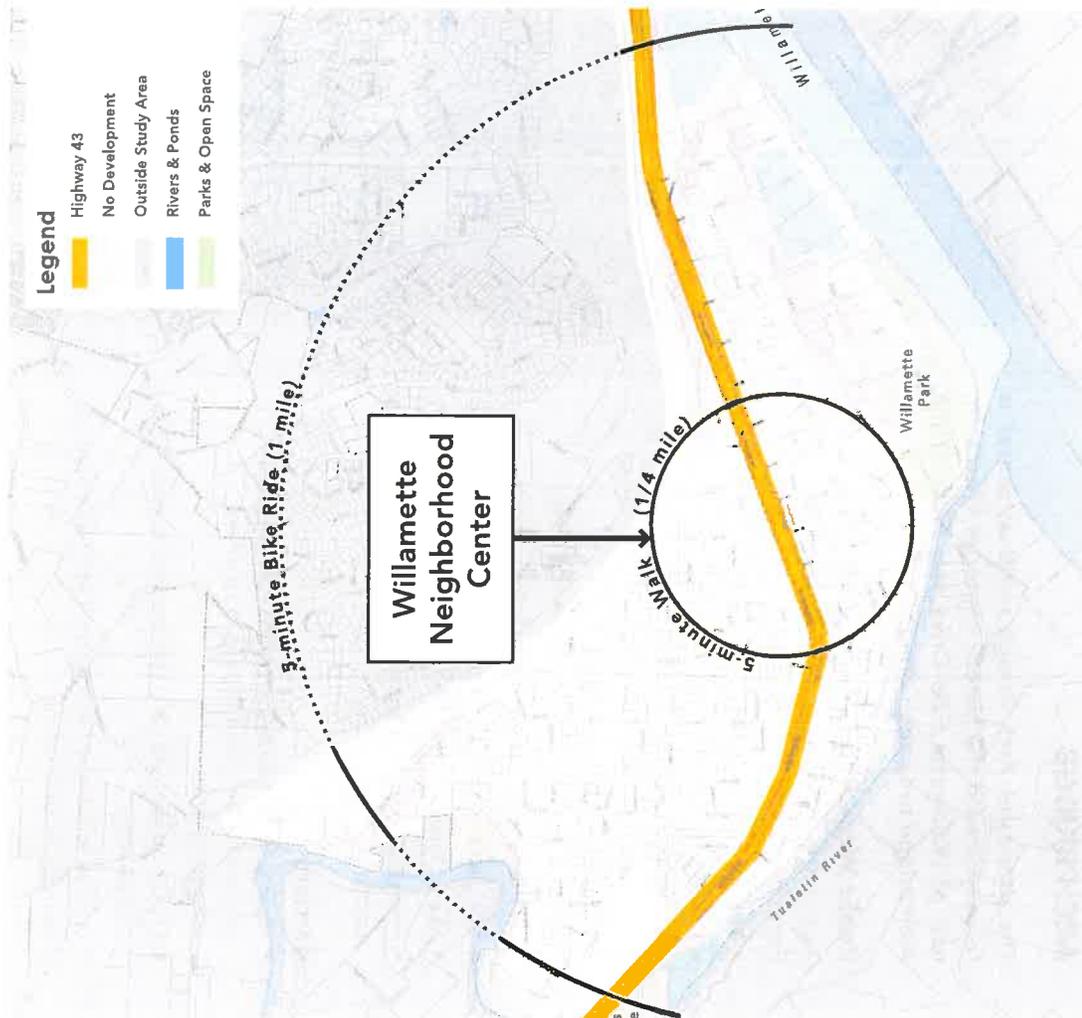
- Yes-70
- No-6
- No Reply-20

Opportunities

- Existing and historic neighborhood characteristics and uses
- Existing street grid provides direct and convenient access to the center
- Access roads provide pedestrian-friendly streets while maintaining mobility for through traffic
- Good access and exposure from Willamette Falls Drive and I-205
- Willamette Park, the Willamette River, and the Tualatin River amenities are attractive to new development and strengthen existing uses

Barriers

- Isolated from most of the city of West Linn
- I-205 limits access from neighborhoods north of the freeway
- Few short-term development parcels are available



ARCH BRIDGE

The proposed Arch Bridge regional center is focused around the historic center of West Linn, east of Willamette Falls Drive and south of the Arch Bridge to Oregon City.

Public Workshop Feedback

This concept was supported during table reports. Response sheets results were:

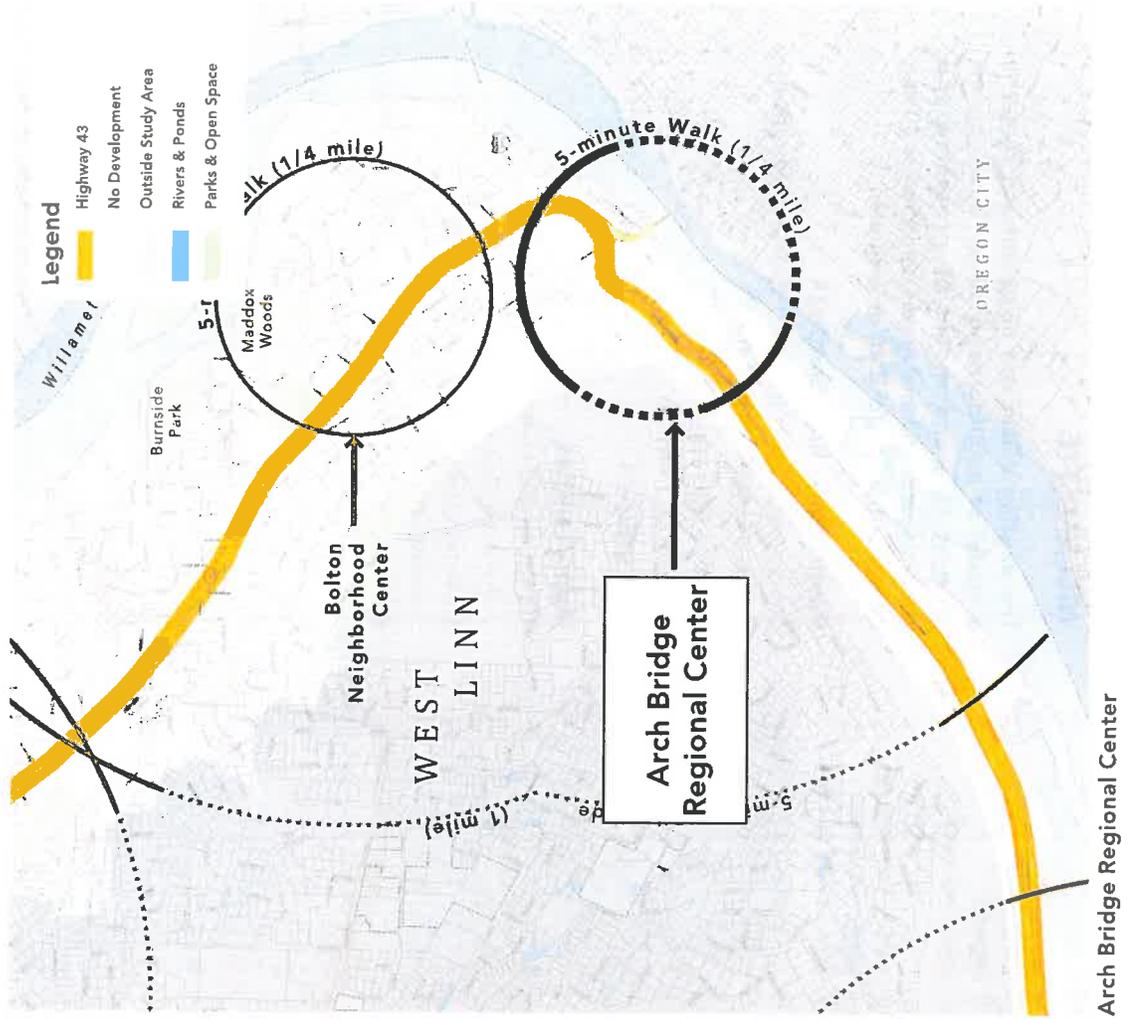
- Yes—67
- No—16
- No Reply—13

Opportunities

- Large underutilized and vacant parcels
- City ownership of parcels in key locations
- Easy access/visibility from I-205
- Scenic views of the river and the falls
- Potential for future connections to high-capacity transit in Oregon City

Barriers

- High volume roadways create barriers to pedestrian and bike access from other neighborhoods
- ODOT limitations on traffic operation near I-205 interchange
- Access to adjacent West Linn Paper operations requires coordination



BOLTON

The existing Bolton Town Center identified in the Metro 2040 growth plan was confirmed as a neighborhood center location.

Public Workshop Feedback

This concept was supported during table reports. Response sheets results were:

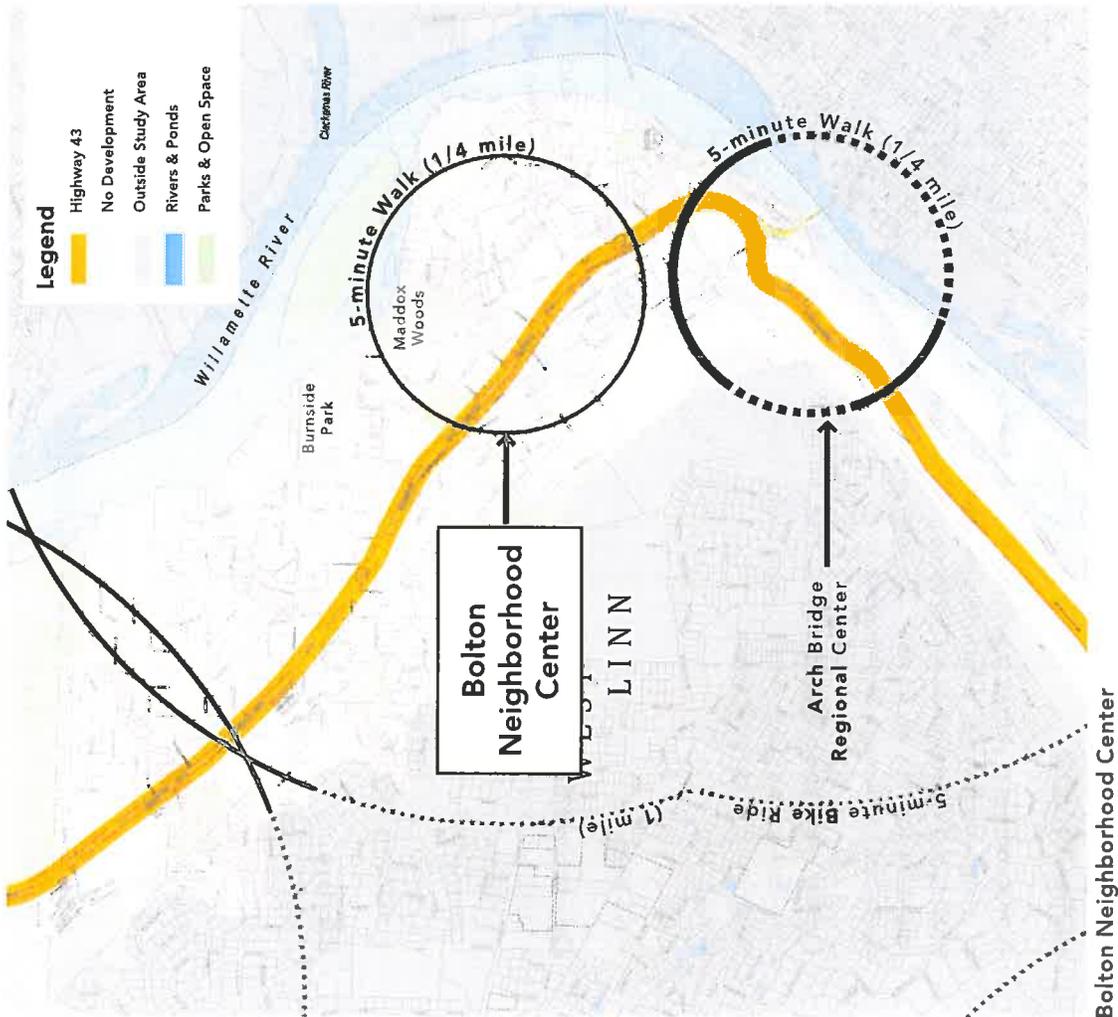
- Yes—75
- No—6
- No Reply—15

Opportunities

- Existing concentration of neighborhood-scale retail and commercial uses, including a grocery store
- Existing civic destinations include library, post office, Hammerle Park, and West Linn High School
- Maddox Woods Park and Burnside Park are amenities attractive to new housing development

Barriers

- Existing retail is primarily auto-oriented and lacks exposure from Highway 43
- Access is limited for pedestrians west of Highway 43
- Street-oriented retail along Hood Street is one-sided, lacks adequate drive-by traffic, and lacks visual exposure to Highway 43
- Topography and no development zones limit access to retail from surrounding neighborhoods
- Few short-term development parcels are available



ROBINWOOD

A neighborhood center is proposed for the area of strip commercial along Highway 43 in the Robinwood neighborhood. The focus of this center might be located at, or near, the intersection of Cedar Oak Drive and Highway 43.

Public Workshop Feedback

This concept was supported during table reports. Response sheets results were:

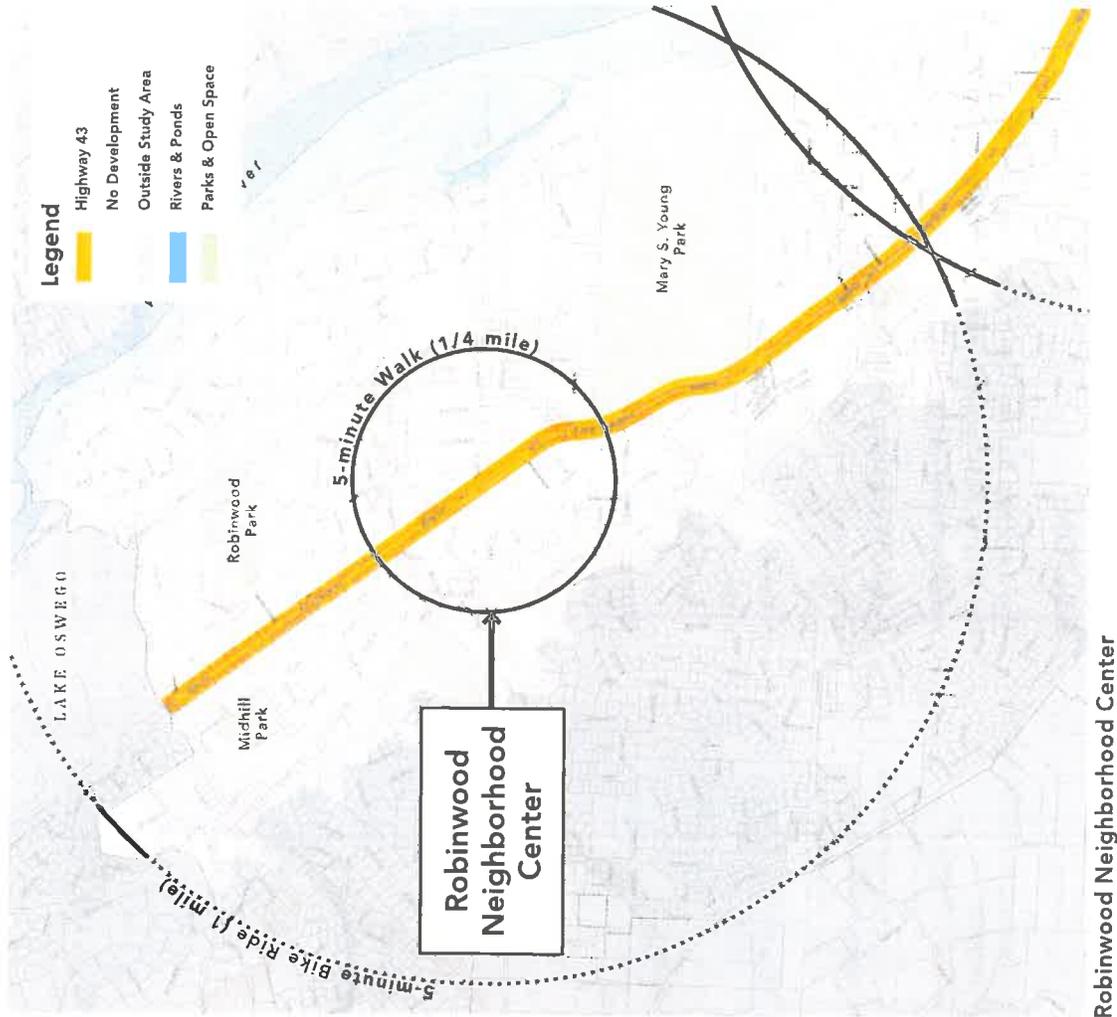
- Yes-74
- No-11
- No Reply-11

Opportunities

- Greenways, Mary S. Young and other parks are amenities attractive to new retail and housing development
- Lateral roads may be used to create a more pedestrian-friendly environment

Barriers

- Traffic speeds and volumes along Highway 43 create inhospitable pedestrian environments
- ODOT mobility functions may constrain improvements within the right-of-way
- No existing street grid
- Small, piecemeal parcels and multiple ownerships may make land assembly for new development challenging



COMPLETE STREETS: HIGHWAY 43 AND WILLAMETTE FALLS DRIVE



Complete Streets for Mobility



Complete Streets as a Destination

Complete Streets are designed and operated so that they are safe and comfortable for all modes, balancing the needs of pedestrians, bicyclists, autos and transit.

The treatment used to complete a street depends upon the function of the street segment. The character of pedestrian, bicycle, auto and transit facilities is different in centers than along the ways connecting centers.

By applying appropriate complete streets treatments to Highway 43 and Willamette Falls Drive, the overall function of these roads as both destinations and mobility corridors can be balanced.

Mobility Segments

Mobility-type complete streets support through-vehicle movement while providing safe and comfortable pedestrian and bicycle circulation. Mobility Streets maximize auto and transit speed and capacity and minimize user conflicts.

Destination Segments

Destination-type complete streets support center destinations by prioritizing pedestrian and bicycle circulation and auto access to businesses. Destination streets tolerate congestion and reduce auto and transit speeds.

Protected Bikeway

A continuous protected bikeway along the length of the corridor is a key component of a complete streets treatment of the corridor as a link between neighborhoods and neighborhood centers.

MOBILITY SEGMENTS

Mobility-type complete streets are proposed along Highway 43 and Willamette Falls Drive as the common thread linking the centers and unifying the corridor.

Public Workshop Feedback

This concept was supported during table reports. Response sheets results were:

City Limits to Robinwood

- Yes-58
- No-16
- No Reply-22

Robinwood to Bolton

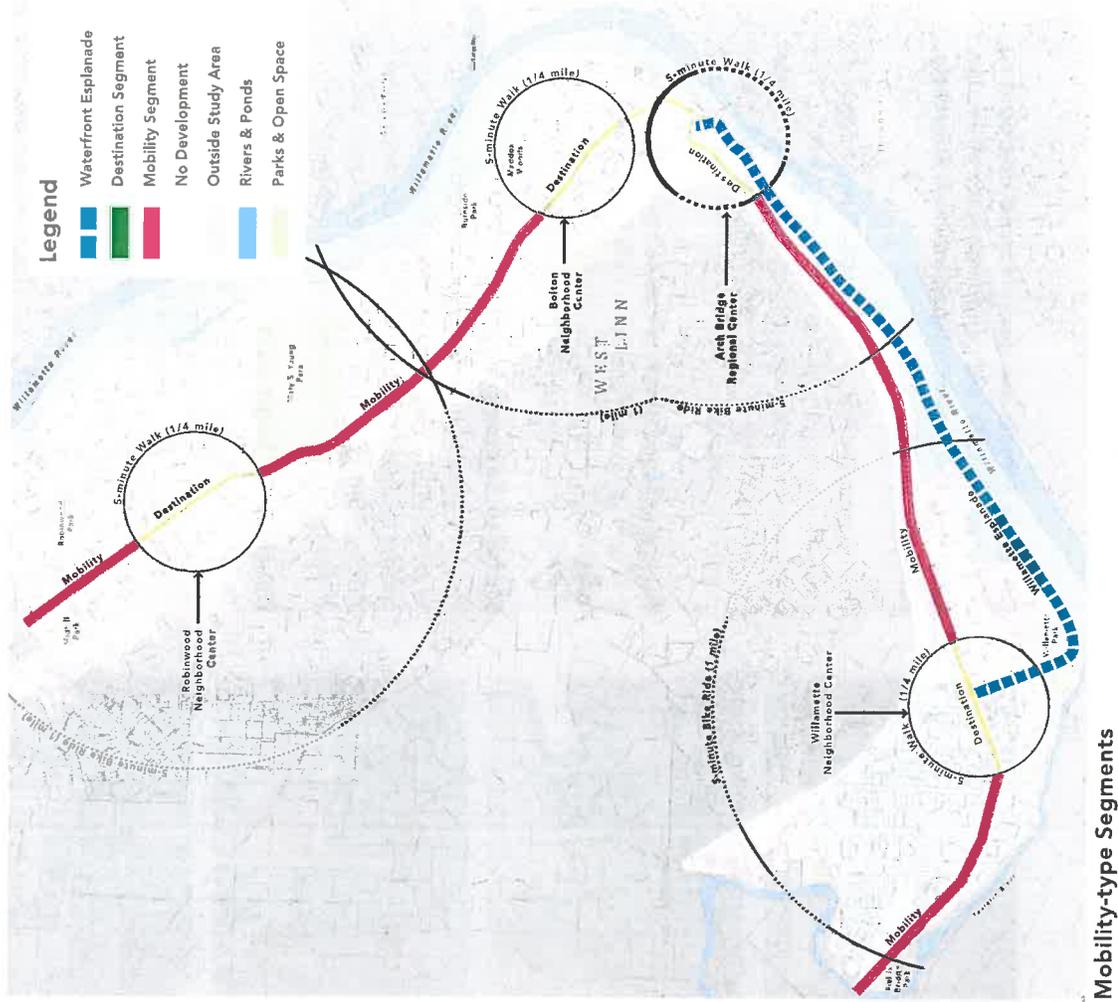
- Yes-65
- No-13
- No Reply-18

Arch Bridge to Willamette

- Yes-62
- No-11
- No Reply-23

Willamette to City Limits

- Yes-52
- No-20
- No Reply-24



Mobility-type Segments

City Limits to Robinwood

Opportunities

- Potential for connection to multi-use path at boundary with Lake Oswego

Barriers

- Greenways create pinch-points of severely limited right-of-way
- Few designated crossings
- No existing sidewalks

Robinwood to Bolton

Opportunities

- Portion of existing multi-use path at Mary S. Young park

Barriers

- Bike lanes located in the shoulder
- Constrained right-of-way in sections
- Narrow bike lanes in sections
- Limited existing sidewalk
- Existing sidewalks narrow and attached to roadway

Arch Bridge to Willamette

Opportunities

- Waterfront esplanade may provide alternative pedestrian/bicycle connection
- Scenic view opportunities

Barriers

- Constrained right-of-way along Willamette Falls Drive with steep adjacent topography
- Limited existing sidewalk
- Existing sidewalks narrow and attached to roadway

Willamette to City Limits

Opportunities

- Some existing sidewalks separated from roadway

Barriers

- Discontinuous sidewalks
- Some existing sidewalks attached to roadway
- Bike lanes are discontinuous or absent
- Narrow right-of-way

DESTINATION SEGMENTS

Destination-type complete streets support center destinations by prioritizing pedestrian and bicycle circulation and auto access to businesses. Destination streets tolerate congestion and reduce auto and transit speeds.

Public Workshop Feedback

This concept was supported during table reports. Response sheets results were:

Robinwood Neighborhood Center

- Yes-63
- No-16
- No Reply-17

Bolton Neighborhood Center

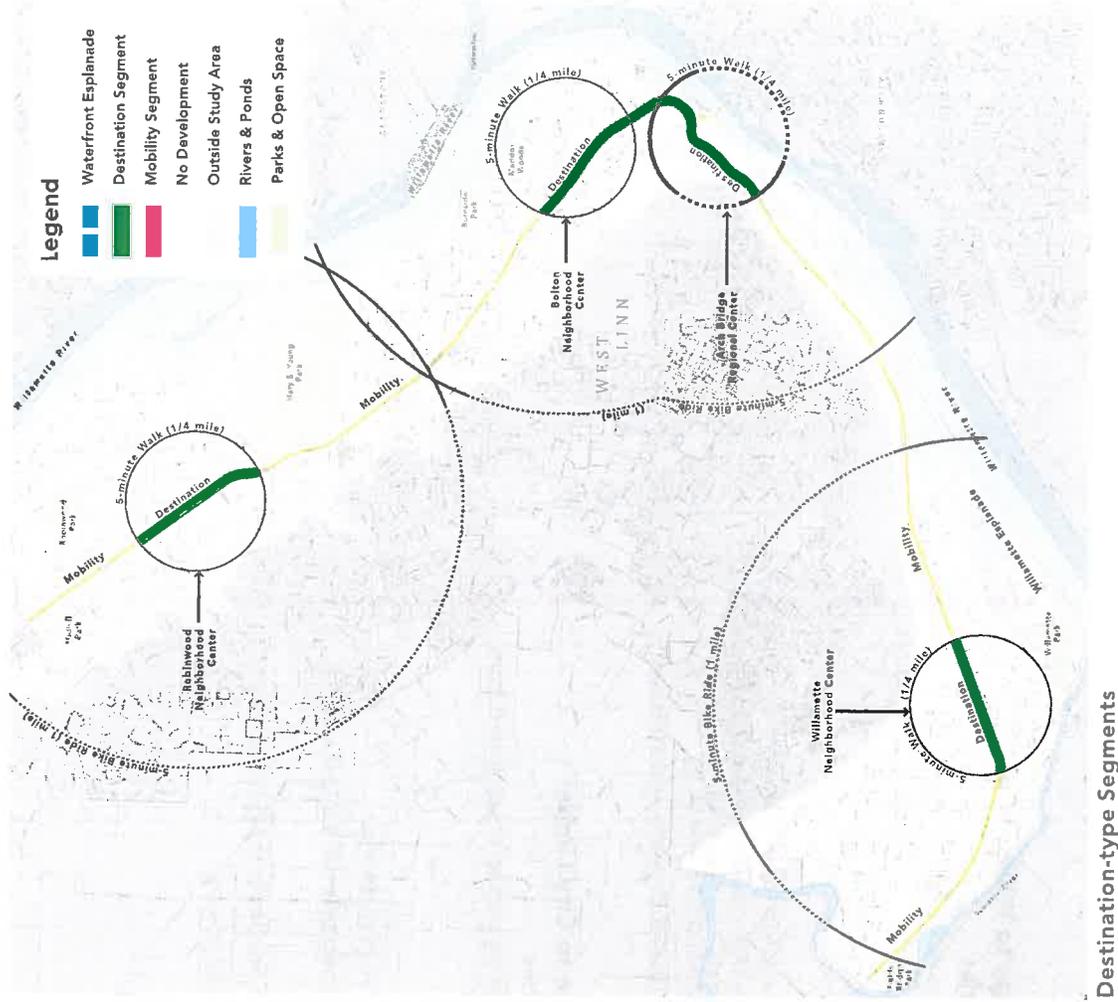
- Yes-66
- No-11
- No Reply-19

Arch Bridge Regional Center

- Yes-60
- No-16
- No Reply-20

Willamette Neighborhood Center

- Yes-67
- No-8
- No Reply-21



Destination-type Segments

Robinwood Neighborhood Center

Opportunities

- Wide right-of-way
- Existing traffic signals establish designated crossing points
- Existing bike lanes
- Existing sidewalks

Barriers

- High traffic volumes and speed on Highway 43
- Sidewalks are discontinuous, interrupted by driveways
- Crossings are far apart
- Sidewalks are narrow and attached to roadway

Bolton Neighborhood Center

Opportunities

- Wide right-of-way
- Continuous sidewalks

Barriers

- High traffic volumes and speed on Highway 43
- Crossings are far apart
- Narrow bike lanes
- Sidewalks are narrow and attached to roadway

Arch Bridge Regional Center

Opportunities

- No existing street network (street grid can be created)
- Connections to riverfront

Barriers

- Extremely wide right-of-way and crossings
- High traffic volumes and speed on Highway 43
- Large intersections at Interstate 205 interchange
- The West Linn Paper Mill is a key property owner that should be consulted at the outset of any planning effort for the area

Willamette Neighborhood Center

Opportunities

- Existing lateral roads
- Existing on-street parking
- Bulb-outs reduce pedestrian crossing distances

Barriers

- No bike lanes or bikeways
- Narrow sidewalks

PROTECTED BIKEWAY

Protected bikeways physically separate bicyclists from auto traffic, allowing people of all ages and fitness levels to feel safe and comfortable riding bikes. Protected bikeways support increased bike ridership and reduced auto use and congestion.

Public Workshop Feedback

Public workshop attendees were asked whether they support the goal of creating a continuous protected bikeway connecting destinations along Highway 43 and along Willamette Falls Drive.

This concept was supported during table reports.

Response sheets results were:

Highway 43

- Yes-79
- No-10
- No Reply-7

Willamette Falls Drive

- Yes-73
- No-14
- No Reply-9



Protected Bikeway



Protected Bikeway



Highway 43 Opportunities

- Sufficient space along some sections of Highway 43 right-of-way
- Sections of separated trail exist along Mary S. Young park

Barriers

- Costly to implement
- Space constraints along some sections of Highway 43

Willamette Falls Drive Opportunities

- Willamette Esplanade may provide an alternative connection

Barriers

- Severe space constraints along Willamette Falls Drive right-of-way

THE WILLAMETTE RIVERFRONT

WATERFRONT ESPLANADE

The creation of an esplanade along the Willamette River between the Willamette and Arch Bridge centers could provide a safe and comfortable alternative to Willamette Falls Drive for pedestrians and bicyclists, create a unique feature supporting development at the centers and along the rivers, and provide a unique opportunity in West Linn to engage the river.

Public Workshop

This concept was supported during table reports. Response sheets results were:

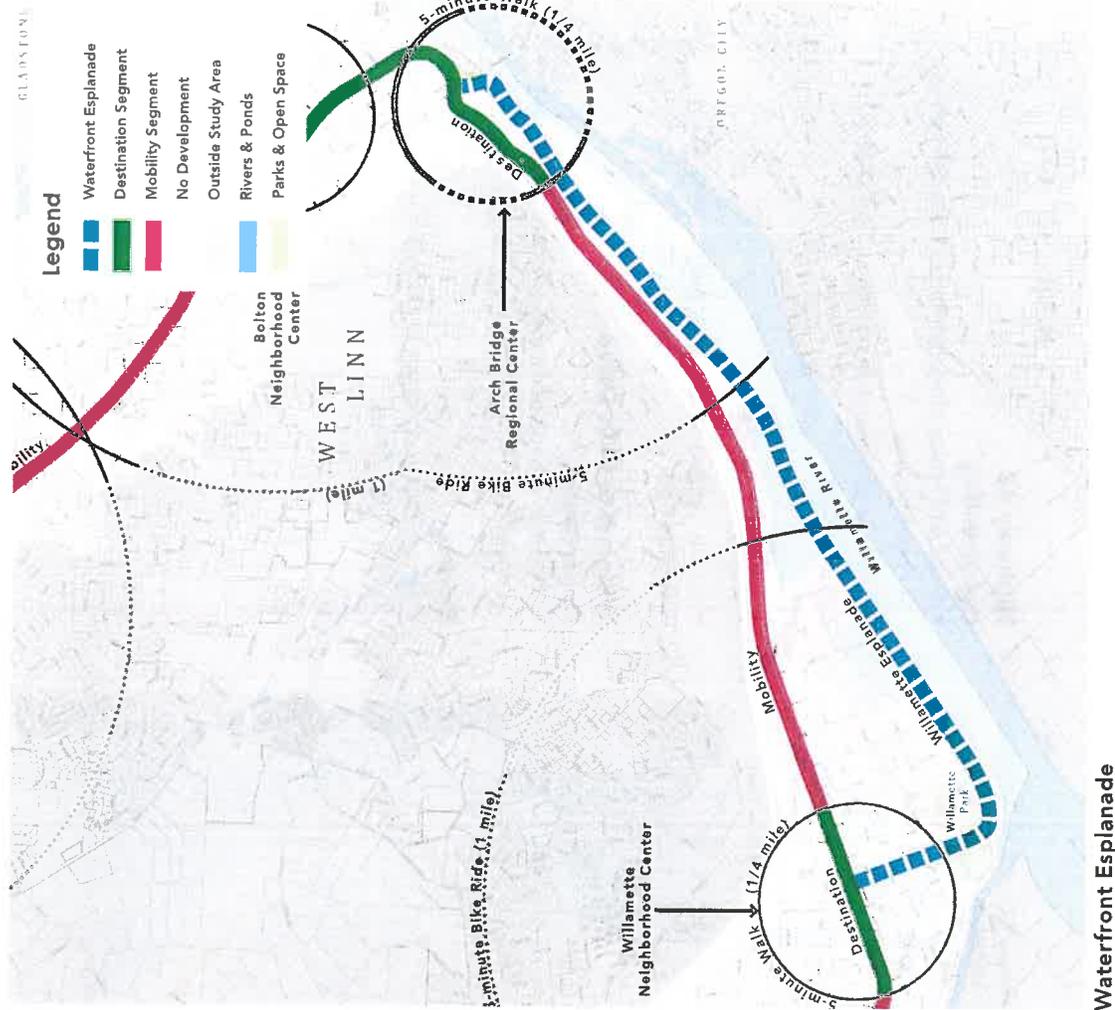
- Yes-78
- No-9
- No Reply-9

Opportunities

- Preliminary conceptual design work has been undertaken
- Exploration of access issues has been undertaken

Barriers

- Continuous alignment would require consent of PGE and the West Linn Paper company



BLUE HERON SITE

The Blue Heron site encompasses 39 acres in the Willamette neighborhood. The site is surrounded by residential uses on the north and west and includes approximately 300 feet of river frontage. The principal use on the property is the 15-acre settling pond which is used in conjunction with the paper mill plant in Oregon City.

Due to environmental issues and the high cost of providing infrastructure to this site, there are limitations to its future development potential. Nevertheless, opportunities exist. Approximately 18 acres of the site include no significant natural features (industrial pond, driveways, maintenance buildings), it is currently zoned industrial and is accessible to the river. These qualities don't exist anywhere else in West Linn and are relatively scarce in the region.

Public Workshop Feedback

Public workshop attendees supported uses for redevelopment of the site as follows:

- Industrial—8%
- Park—26%
- Higher Density Housing—10%
- Hotel—20%
- Natural Area—24%
- Other—12%

Other proposed uses for the site included:

- Senior Housing
- Restaurants, shops and offices along the riverfront
- Pedestrian and bike trails



Blue Heron Site

ATTACHMENT 2

PUBLIC OUTREACH ACTIVITIES

List of Public Outreach Activities

Outreach	Description
1 Project Advisory Committee	7 member committee to review project development
2 Project and workshop notice in Citywide email	Email to city distribution list (5200 email addresses) advertising website and September 29 Workshop
3 Press release to Oregonian and West Linn Tidings	Advertisement of project kick-off, how to get information and become involved
4 Articles in Oregonian and West Linn Tidings	Advertising project and key objectives as well as important meeting dates
5 Online survey	Questions soliciting opinions of major issues and opportunities in the Corridor
6 Telephone survey of local business owners	Administered telephone version of online survey to six small-business owners in Corridor
7 Telephone survey of local developers	Administered telephone version of online survey to five local developers
8 Project Website	Repository of project information, survey, meeting dates and contact information
9 Meeting with Chamber of Commerce	Presented project purpose and objectives to Chamber of Commerce Board of Directors
10 Meeting announcement from West Linn Chamber of Commerce in weekly email notice	Presented project purpose and objectives to Presidents of West Linn Neighborhood Associations
11 September 29 Workshop notice posted on Chamber of Commerce events calendar	Telephoned NA Presidents to encourage their participation and their neighborhood's participation at the September 29 Workshop
12 Meeting with Neighborhood Association Presidents	Emailed NA member lists to encourage participation at the September 29 Workshop
13 Phoned Neighborhood Association Presidents	Article in utility bill announcing date of September 29 workshop and project objectives
14 Emailed Neighborhood Association members	
15 September Utility Bill Update	
16 Email notice of Workshop to meeting participants and survey respondents	

List of Public Outreach Activities

Outreach	Description
17 October Utility Bill Update	Article in utility bill announcing date of September 29 workshop and project objectives
18 Overstreet Banner on Willamette Falls Drive	Banner advertising September 29 Workshop over Willamette Falls Drive for one week
19 Overstreet Banner on Highway 43	Banner advertising September 29 Workshop over Highway 43 for two weeks
20 Posters at West Linn Public Library	Project information and notice of September 29 Workshop
21 Posters at West Linn Adult Community Center	Project information and notice of September 29 Workshop
22 Project and workshop notice at community events	Project information and Workshop notice distributed at Neighbors Helping Neighbors, Music in the Park, West Linn Arts Festival
23 Notice of September 29 Workshop on West Linn-Wilsonville School District online bulletin board	
24 Facebook event page for the community workshop	
25 Rescheduled City Advisory Board meetings	Parks and Recreation, Transportation, Sustainability and Utility Advisory Boards agreed to replace their regular September meeting with the Community Workshop
26 Project updates on Twitter	
27 Posted notice of September 29 Workshop in numerous area businesses	50 project flyers distributed at West Linn businesses
28 Notice of September 29 workshop on Willamette Falls Television	
29 Notice of September 29 workshop at West Linn Lutheran Church Service	
30 Notice of September 29 workshop at Emmanuel Presbyterian Church Service	
31 Video of September 29 Workshop posted to project website	Email to Workshop attendees, past meeting attendees and survey respondents

From: City of West Linn [mailto:webmaster=westlinnoregon.gov@mail315.us3.mcdlv.net] **On Behalf Of** City of West Linn
Sent: Monday, August 22, 2011 4:54 PM
To: Saladino, Bridget
Subject: Help shape the future of West Linn!



Cities change. Rather than reacting to development pressures, the West Linn City Council wants the community to create a [vision](#) for the **Highway 43/Willamette Falls Drive** corridor that the City can implement to encourage desirable change and discourage undesirable change.

The City is looking for your thoughts and opinions regarding the future of the corridor. You can weigh in and take our [survey](#). The ideas and information gathered from community members over the summer will be used to generate preliminary design concepts for the community to consider at a visioning workshop, scheduled for **September 29 at 6:00 p.m.** in the Rosemont Commons at Rosemont Ridge Middle School. At the workshop, community members will consider the identified possibilities for the future

of the corridor, generate additional ideas, and state their preferences. These community preferences will be captured in a concept vision for the future of the Highway 43/Willamette Falls Drive corridor.

We want to make sure that as the community creates the [Vision](#), a wide array of opinions and desires about the future of the Highway 43/Willamette Falls Drive corridor are considered. Please [sign up to join our e-mail list](#) (by updating your subscription settings) to be sure you receive the latest project information and updates. Thanks again for helping to shape the future of the Highway 43/Willamette Falls Drive corridor.

[view email in browser](#) | [Unsubscribe](#) | [Update your profile](#) | [Forward to a friend](#)

Highway 43/Willamette Falls Drive Visioning Meeting is September 29 at 6:30 p.m. at Rosemont Ridge Middle School

Press release date: 2011-09-19



WEST LINN - Cities change. In the decades to come, West Linn, like other communities in the region, will likely experience increased population growth and traffic congestion, potentially higher fuel costs, economic challenges, and the uncertainties posed by climate change, all of which could affect the livability of the community. One of the City Council's goals for the year is to have the community develop a long-term vision that will encourage desirable change and discourage undesirable change as the area evolves. The Council wants to hear the community's desires and ideas for the future for the Highway 43/Willamette Falls Drive corridor, including the commercial, residential and industrial areas beside these roads, at a workshop on September 29 at 6:30 p.m. at the Rosemont Ridge Middle School Commons.

At the workshop, community members will consider some possibilities for the future of the Highway 43/Willamette Falls Drive corridor, brainstorm other ideas, and identify their preferences. These community preferences will be captured in a concept vision.

There are important choices to make. For example, should the property along the Willamette River between Bolton and Willamette be retained for industrial use or eventually redeveloped as an historic interpretive center with shops, restaurants and a hotel; as a park; or as something else? Should we continue the pattern of strip commercial development along Highway 43; or should we provide for more concentrated development in mixed use centers offering a variety of goods and services? Should we provide for growth in a way that reduces dependence on automobiles?

Over the summer, City staff met with and surveyed residents to identify current problems that they want addressed, the places they want preserved or changed, and what they want to see in the Highway 43/Willamette Falls Drive corridor over the next 20-30 years. Nearly 95% of the survey respondents think the corridor should be improved. The nearly 200 community members involved to date would like:

- Roadways improved to ease traffic congestion;
- Continuous sidewalks or bike paths along Highway 43 and Willamette Falls Drive and safe crosswalks . Eighty

eight % of the respondents said that it is important to create safe pedestrian access to commercial areas, schools, and parks;

- An improved streetscape (e.g., landscaping, street lights, benches and trash receptacles) with a consistent theme and gateways to West Linn in Robinwood and near the intersection of Highway 43 and I-205; and
- Frequent transit (78% of survey respondents said that frequent transit should be a component of the vision for the corridor).

There also is interest in building on what we have at commercial centers to create small “villages” with pedestrian plazas, walk able business areas containing restaurants, entertainment, clothing stores, and other businesses meeting community needs, “interesting things worth walking to,” and a variety of housing types that can attract a broad array of residents. Some folks support the idea of providing for higher density housing near shopping areas to help sustain desired businesses.

Several people suggested redeveloping the areas around the I-205 and Highway 43 interchange and the West Linn/Oregon City Arch Bridge. Ideas for the future of these areas include creation of a gateway to West Linn, an historic attraction near the Arch Bridge, more intensive development including, perhaps, a hotel, offices and higher density housing with views of the river, and walkways/bike paths leading to viewpoints of the Willamette Falls. Some people suggested redeveloping the bus garage and recycling center along Willamette Falls Drive to better take advantage of the views.

Numerous people expressed interest in revitalizing the Robinwood Shopping Center. Initial ideas for that area include adding entertainment businesses and neighborhood/pedestrian oriented businesses, perhaps in a mixed use village concept.

People want to protect the historic Willamette area, but some residents are open to the idea of adding a hotel in character with existing commercial development, additional shops and higher density housing within walking distance of the commercial area to help support the desired businesses and provide opportunities to reduce dependence on automobiles.

Based on what they have heard so far, the City identified some possibilities for the future of the corridor to spur people’s brainstorming at the workshop on September 29 at 6:30 p.m. at the Rosemont Ridge Middle School Commons. They urge community members take advantage of this rare opportunity to shape the future of the community and consider these initial concepts, generate other ideas, and identify their preferences for the future of the corridor.

Child care for ages four and up and light refreshments will be provided at the workshop.

For more information, visit <http://westlinnoregon.gov/vision> or contact Sara Javoronok at 503-722-5512, sjavoronok@westlinnoregon.gov or Zach Pelz at 503-723-2542, zpelz@westlinnoregon.gov.

- [Vision](#)

Source URL (retrieved on 2011-10-27 10:27):

<http://westlinnoregon.gov/vision/highway-43willamette-falls-drive-visioning-meeting-september-29-630-pm-rosemont-ridge-middle->



Starting to shape future of Hwy. 43

BY BRYAN T. ROBINSON

The West Linn Tidings, Aug 18, 2011

A vision workshop on Monday night at the Sunset Fire Hall launched the first of three planning phases to develop a long-term conceptual vision of the Highway 43-Willamette Falls Drive corridor. A handful of community members voiced their ideas, which will be considered at a Sept. 29 meeting at Rosemont Ridge Middle School.

The Highway 43-Willamette Falls Drive corridor is the stretch of land between the Willamette River and the ridgeline above the highway, which extends from the Tualatin River to West Linn's northern city limits. The need for a development plan is a result of West Linn's population growth, housing needs, traffic congestion and mass transit possibilities.

"Cities change, and what the city council wants is a community plan that would encourage the kind of development they want, and discourage things they don't want," said John Sonnen, West Linn's planning director.

The first phase of the planning process is to hear the community's ideas. The second phase would refine those ideas through more in-depth community engagement, and the final third phase would implement the refined vision and curtail it to fit the city ordinances with amendments to the city's comprehensive plan and possible zoning ordinances and design guidelines.

"We're just at the beginnings of the first phase, so we're just trying to find out the problems the community would like to see addressed and what their long-term aspirations for the future of the corridor are," Sonnen said.

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Help shape the future of West Linn

Published: Monday, September 19, 2011, 2:21 PM Updated: Tuesday, September 20, 2011, 10:34 AM



Councilor Mike Jones
By

One of the West Linn City Council's unanimously-adopted goals for the year is to have the community develop a long-term vision that will encourage desirable change and discourage undesirable change along Highway 43/Willamette Falls Drive.

The Council wants to hear the community's desires and ideas for the future for the Highway 43/Willamette Falls Drive corridor, including the commercial, residential and industrial areas beside these roads, at a workshop on **September 29 at 6:30 p.m. at the Rosemont Ridge Middle School Commons.**

I encourage you to find time in your busy schedule to attend this important meeting and to help shape the future of West Linn. In the decades to come, West Linn, like other communities in the region, will likely experience increased population growth and traffic congestion, potentially higher fuel costs, economic challenges, and the uncertainties posed by climate change, all of which could affect the livability of the community.

At the workshop on September 29, community members will consider some possibilities for the future of the Highway 43/Willamette Falls Drive corridor, brainstorm other ideas, and identify their preferences. These community preferences will be captured in a concept vision.

There are important choices to make. For example, should the property along the Willamette River between Bolton and Willamette be retained for industrial use or eventually redeveloped as an historic interpretive center with shops, restaurants and a hotel; as a park; or as something else?

Should we continue the pattern of strip commercial development along Highway 43; or should we provide for more concentrated development in mixed use centers offering a variety of goods and services? Should we provide for growth in a way that reduces dependence on automobiles?

Child care for ages four and up and light refreshments will be provided at the workshop. I hope to see you there and I thank you for sharing your time with the City of West Linn.

For more information about this project, please visit the City **web site** or contact **Sara Javoronok** at 503-722-5512, or **Zach Pelz** at 503-723-2542.

WestLinn Tidings

Public input sought at meeting on future of Highway 43

BY LORI HALL

The West Linn Tidings, Sep 21, 2011. Updated Sep 21, 2011

In an effort to shape West Linn's future growth and design, the city is seeking community input on how it sees the Highway 43/Willamette Falls Drive corridor developing in the next 20 to 30 years.

The city is hosting a workshop Sept. 29 to share information it has gathered so far and to receive more opinions, ideas and concerns from the community.

Back in February, when the West Linn City Council was setting its goals and priorities, members requested the city to work on a "vision" for the corridor and its surrounding properties.

According to Planning Director John Sonnen, West Linn is under a lot of growing pressures in the next few years, including population and transportation increases.

"Changes are on our doorstep," Sonnen said. "The council wants to be in a position to act rather than react."

In this visioning process, the city is hoping to gather as much community information as possible through a variety of means.

Some of the questions the city is asking on its website include: "Should the property along the Willamette River between Bolton and Willamette be retained for industrial use or eventually redeveloped? Do you want to see a historic interpretive center with shops, restaurants and a hotel? A resident development? A park? Do you want to continue the pattern of strip commercial development along Highway 43, or do you want to provide for more concentrated development in mixed-use centers offering a variety of goods and services?"

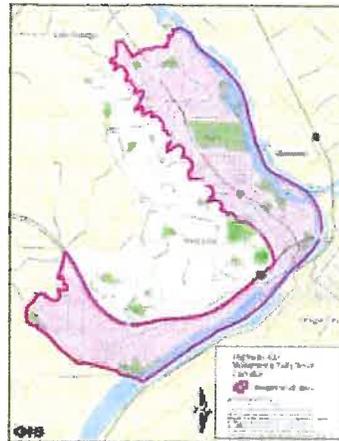
This summer, city staff attended three neighborhood association meetings – Bolton-Sunset, Robinwood and Willamette – to talk about the corridor. A total of 41 people attended those meetings, according to Sonnen.

The city also has a wealth of information about the corridor and its impacts on its website, in addition to a survey for citizens and a map of the area where locations of concern or importance are highlighted.

"We are trying to reach people in different ways and get them to take a longer view," Sonnen said.

So far, 155 residents have taken the survey. Of those, 94 percent think the corridor needs to be improved. The top issues of concern for Highway 43 and Willamette Falls Drive were the high traffic volumes and congestion, lack of sidewalks and bike lanes and that it is unsafe for pedestrians.

The survey also asks about factors that influence where residents live, services they would like to see – such as mass transit or public transportation – pedestrian and bicycle safety, job opportunities and areas needing improvement.



The above highlighted grid portrays the area to be studied in West Linn along the Highway 43 and Willamette Falls Drive corridor. The city of West Linn is seeking community input on the future of the area at a Sept. 29 meeting.

SUBMITTED PHOTO / WEST LINN TIDINGS

Of the areas cited as needing the most improvement, the Robinwood commercial area was top on the list, with Highway 43 and the Bolton area/Central Village coming in second and third.

Areas on the survey residents want preserved include the historic Willamette commercial district, parks and open spaces and viewpoints along Willamette Falls Drive.

On the map, the city allowed residents to select areas they would like to see changed, improved or preserved.

So far, the city is seeing some trends forming. Residents are preferring concentrated areas of development; they want more amenities worth walking to and a broader variety of housing types.

"It's really up to the community," Sonnen said. "It gives people the opportunity to change course at this point."

Sonnen said there was a lot of interest in developing the I-205 and Highway 43 interchange.

Other suggestions included a historic attraction, more lodging and improving the riverfront district.

"People are brainstorming. That's what this is about," Sonnen said. "This is the opportunity for people to consider what they want West Linn to be."

After the community meeting, city staff and the city council will review all the information, working with consultants from Crandall Arambula. During this first phase, the city is hoping to identify needs, desires and barriers; name places the community wants preserved, enhanced or changed; discover the physical and regulatory constraints of the corridor; and develop design concepts.

If the council determines that the community wants significant change to the corridor, it can start planning for those amendments, which may include zoning changes, amendments to the comprehensive plan and design guidelines.

While the city is encouraging all ideas big and small, there are government and natural restrictions that may inhibit some concepts.

At the Sept. 29 meeting, city staff will give a brief presentation about what they have heard so far, the realities of the area, the typography of the land and the constraints. Then, small groups will be formed to generate ideas. Major themes will then be brought back to the larger group. Childcare and refreshments will be provided.

The Sept. 29 meeting will be at 6:30 p.m. in the commons at Rosemont Ridge Middle School, 20001 Salamo Road. For more information, contact Sara Javoronok at 503-722-5512, or sjavoronok@westlin

noregon.gov or Zach Pelz at 503-723-2542, or zpelz@west

linnoregon.gov. To take the survey, visit [http://westlinnore](http://westlinnoregon.gov/vision/survey/)

[gon.gov/vision/survey/](http://westlinnoregon.gov/vision/survey/).

GUEST OPINION

Shape the future of the city

BY MIKE JONES

, Sep 22, 2011

One of the West Linn City Council's unanimously adopted goals for the year is to have the community develop a long-term vision that will encourage desirable change and discourage undesirable change along Highway 43/Willamette Falls Drive. The council wants to hear the community's desires and ideas for the future for the Hwy. 43/Willamette Falls Drive corridor – including the commercial, residential and industrial areas beside these roads – at a workshop on Sept. 29 at 6:30 p.m. in Rosemont Ridge Middle School's commons.



I encourage you to find time in your busy schedule to attend this important meeting and to help shape the future of West Linn.

In the decades to come, West Linn, like other communities in the region, will likely experience increased population growth and traffic congestion, potentially higher fuel costs, economic challenges and the uncertainties posed by climate change – all of which could affect the livability of the community.

At the workshop on Sept. 29, community members will consider some possibilities for the future of the Hwy. 43/Willamette Falls Drive corridor, brainstorm other ideas and identify their preferences. These community preferences will be captured in a concept vision.

There are important choices to make. For example, should the property along the Willamette River between Bolton and Willamette be retained for industrial use or eventually redeveloped as an historic interpretive center with shops, restaurants and a hotel – as a park or as something else?

Should we continue the pattern of strip commercial development along Hwy. 43 or, should we provide for more concentrated development in mixed-use centers offering a variety of goods and services? Should we provide for growth in a way that reduces dependence on automobiles? Child care for ages four and up and light refreshments will be provided at the workshop. I hope to see you there and I thank you for sharing your time with the city of West Linn.

For more information about this project, visit <http://westlinnoregon.gov/vision> or contact Sara Javoronok at 503-722-5512, sjavoronok@westlinnoregon.gov or Zach Pelz at 503-723-2542, zpelz@westlinnoregon.gov.

Mike Jones is a West Linn City Council member

From: [Pelz, Zach](#)
To: [Pelz, Zach](#)
Bcc: [REDACTED]
Subject: Highway 43/Willamette Falls Drive Corridor Vision Workshop Sept. 29 at 6:30 pm
Date: Thursday, September 22, 2011 2:55:00 PM

West Linn/Wilsonville Parent Teacher Association members;

The West Linn Planning Department is hosting a community workshop on **Thursday, September 29 at 6:30 pm at the Rosemont Ridge Middle School** to solicit input from residents about what they see as problems and prospects for the Highway 43 and Willamette Falls Drive Corridor and to share their ideas for ways to improve the area over the coming 20-30 years. This discussion is extremely relevant to you because we will be discussing ideas that could likely be implemented as your children age and raise their own families in West Linn. The information below provides a bit of background regarding the September 29th workshop, please feel free to use the information to distribute to your neighborhood members, friends and anyone else you think may be interested in this event.

Thanks again, and I look forward to seeing you on the 29th!

Zach

It's your chance to shape the future of West Linn. Your thoughts and opinions can impact the future of West Linn. The City Council requests that you and other community members share your ideas for the future of West Linn at a workshop on September 29 at 6:30 p.m. at the Rosemont Ridge Middle School Commons. We want you to consider possibilities for the future of the Highway 43/Willamette Falls Drive corridor that are based on the desires expressed by your neighbors, brainstorm other ideas for the future of the area, and identify your preferences. The intent is to capture the community's preferences in a concept vision that can be implemented to encourage desirable change and discourage undesirable change as the area evolves.

There are important choices to make. For example, should the property along the Willamette River between Bolton and Willamette be retained for industrial use or eventually redeveloped? Do you want to see an historic interpretive center with shops, restaurants and a hotel? Residential development? A park? Do you want to continue the pattern of strip commercial development along Highway 43, or do you want to provide for more concentrated development in mixed use centers offering a variety of goods and services?

Over the summer, City staff met with neighborhoods and surveyed residents to find out what they wanted to see in the Highway 43/Willamette Falls Drive corridor over the

next 20-30 years. Nearly 95 percent of the survey respondents think the corridor could be improved. They identified current problems that they want addressed and expressed their ideas for the long term future of the area. (See <http://westlinnoregon.gov/vision/help-shape-vision>).

We have identified some possibilities for the future of the corridor based on these ideas. **Now it's your turn.** Please take advantage of this rare opportunity to shape the future of your community.

For more information, visit <http://westlinnoregon.gov/vision> or contact Sara Javoronok at 503-722-5512, sjavoronok@westlinnoregon.gov or Zach Pelz at 503-723-2542, zpelz@westlinnoregon.gov.

From: [Pelz, Zach](#)
To: [Pelz, Zach](#)
Bcc:



Subject: Highway 43/Willamette Falls Drive Corridor Vision Workshop Sept. 29 at 6:30 pm
Date: Thursday, September 22, 2011 2:04:00 PM

Good afternoon,

The West Linn Planning Department would like to extend a big thank you for visiting our website to give us your thoughts about a Vision for the Highway 43 and Willamette Falls Drive Corridor. Your input has given us a great foundation to work from as we head into our **community-wide workshop on September 29 at 6:30 pm at the Rosemont Ridge Middle School**. At the September 29th workshop; we want you to consider possibilities for the future of the Highway 43/Willamette Falls Drive corridor that are based on the desires expressed by you and your neighbors, brainstorm other ideas for the future of the area, and identify your preferences. The intent is to capture the community's preferences in a concept vision that can be implemented to encourage desirable change and discourage undesirable change as the area evolves.

There are important choices to make. For example, should the property along the Willamette River between Bolton and Willamette be retained for industrial use or eventually redeveloped? Do you want to see an historic interpretive center with shops, restaurants and a hotel? Residential development? A park? Do you want to continue the pattern of strip commercial development along Highway 43, or do you want to provide for more concentrated development in mixed use centers offering a variety of goods and services?

From information collected at neighborhood meetings and through our online survey, nearly 95 percent of you said that you think the corridor could be improved. You and your neighbors identified current problems to address and also ideas for the long term future of the area. (See <http://westlinnoregon.gov/vision/help-shape-vision>).

Please join us to continue this discussion and share your ideas for a Vision for the Highway 43 and Willamette Falls Drive Corridor on Thursday, September 29, 2011, at 6:30 pm at the Rosemont Ridge Middle School Commons here in West Linn.

For more information, visit <http://westlinnoregon.gov/vision> or contact Sara Javoronok at 503-722-5512, sjavoronok@westlinnoregon.gov or Zach Pelz at 503-723-2542, zpelz@westlinnoregon.gov.

Light refreshments and child care for ages four and up will be provided at the workshop.

Thanks again for all your great input and I'm looking forward to seeing you on the 29th,

Zach

From: [Pelz, Zach](#)
To: [Neighborhood Association Presidents](#)
Subject: Highway 43/Willamette Falls Drive Corridor Vision Workshop Sept. 29 at 6:30 pm
Date: Thursday, September 22, 2011 2:20:00 PM

West Linn Neighborhood Association Presidents;

I spoke with many of you early in the week about a **community workshop** the West Linn Planning Department is hosting on **Thursday, September 29 at 6:30 pm at the Rosemont Ridge Middle School** and invited you and your neighborhood residents to attend. Please feel free to use the information below to distribute to your neighborhood members and anyone else you think may be interested in this event.

Thanks again, and I look forward to seeing you on the 29th!

Zach

It's your chance to shape the future of West Linn. Your thoughts and opinions can impact the future of West Linn. The City Council requests that you and other community members share your ideas for the future of West Linn at a workshop on September 29 at 6:30 p.m. at the Rosemont Ridge Middle School Commons. We want you to consider possibilities for the future of the Highway 43/Willamette Falls Drive corridor that are based on the desires expressed by your neighbors, brainstorm other ideas for the future of the area, and identify your preferences. The intent is to capture the community's preferences in a concept vision that can be implemented to encourage desirable change and discourage undesirable change as the area evolves.

There are important choices to make. For example, should the property along the Willamette River between Bolton and Willamette be retained for industrial use or eventually redeveloped? Do you want to see an historic interpretive center with shops, restaurants and a hotel? Residential development? A park? Do you want to continue the pattern of strip commercial development along Highway 43, or do you want to provide for more concentrated development in mixed use centers offering a variety of goods and services?

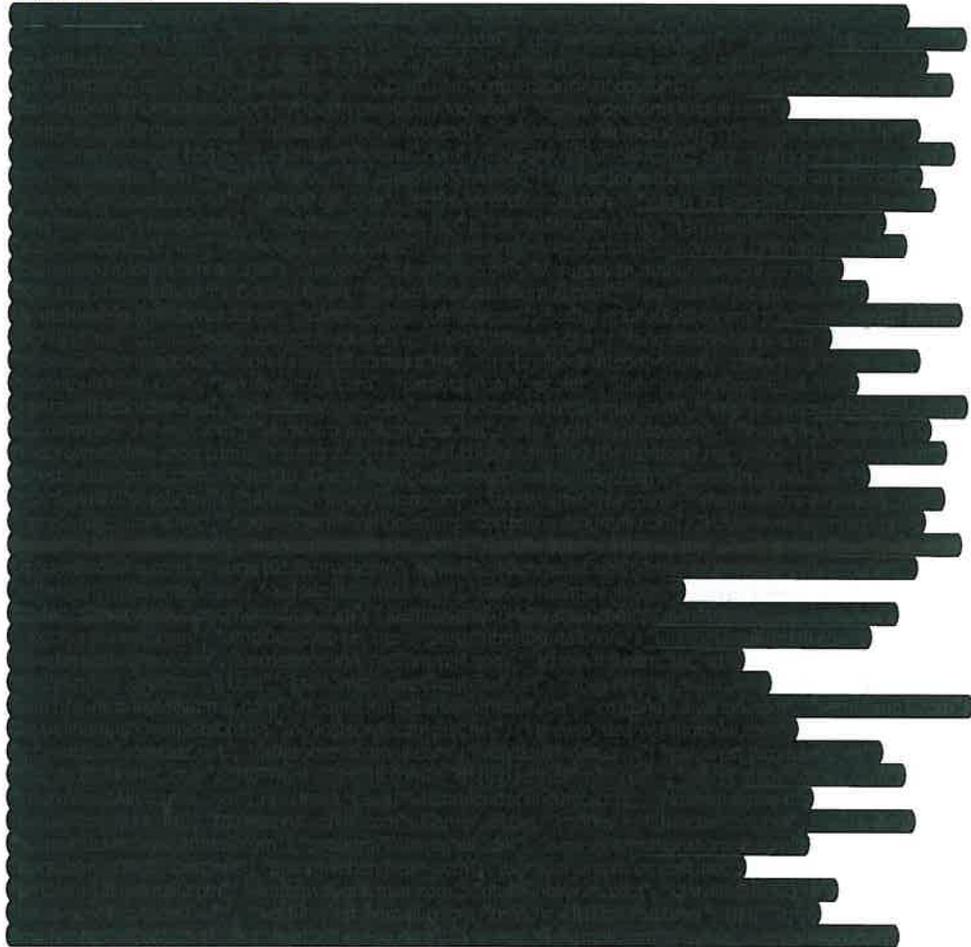
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We have identified some possibilities for the future of the corridor based on these

ideas. **Now it's your turn.** Please take advantage of this rare opportunity to shape the future of your community.

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From: [Pelz, Zach](#)
To: [Pelz, Zach](#)
Cc: [Javoronok, Sara](#); [Sonnen, John](#)
Bcc:



Subject: Highway 43/Willamette Falls Drive Corridor Vision Workshop Sept. 29 at 6:30 pm
Date: Thursday, September 22, 2011 1:40:00 PM

Good afternoon,

The West Linn Planning Department would like to extend a big thank you for making it out to our initial meetings and workshops and participating in our online survey to give us your thoughts about a Vision for the Highway 43 and Willamette Falls Drive Corridor. Your input has given us a great foundation to work from as we head into our **community-wide workshop on September 29 at 6:30 pm at the Rosemont Ridge Middle School**. At the September 29th workshop; we want you to consider possibilities for the future of the Highway 43/Willamette Falls Drive corridor that are based on the desires expressed by you and your neighbors, brainstorm other ideas for the future of the area, and identify your preferences. The intent is to capture the community's preferences in a concept vision that can be implemented to encourage desirable change and discourage undesirable change as the area evolves.

There are important choices to make. For example, should the property along the Willamette River between Bolton and Willamette be retained for industrial use or eventually redeveloped? Do you

want to see an historic interpretive center with shops, restaurants and a hotel? Residential development? A park? Do you want to continue the pattern of strip commercial development along Highway 43, or do you want to provide for more concentrated development in mixed use centers offering a variety of goods and services?

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Please join us to continue this discussion and share your ideas for a Vision for the Highway 43 and Willamette Falls Drive Corridor on Thursday, September 29, 2011, at 6:30 pm at the Rosemont Ridge Middle School Commons here in West Linn.

For more information, visit <http://westlinnoregon.gov/vision> or contact Sara Javoronok at 503-722-5512, sjavoronok@westlinnoregon.gov or Zach Pelz at 503-723-2542, zpelz@westlinnoregon.gov.

Light refreshments and child care for ages four and up will be provided at the workshop.

Thanks again for all your great input and I'm looking forward to seeing you on the 29th,

Zach



West Linn Update

OCTOBER 2011

It's your chance!

Help shape the future of West Linn.

Your thoughts and opinions can impact the future of West Linn. The City Council requests that you and other community members share your ideas for the future of West Linn at a workshop on September 29 at 6:30 p.m. at the Rosemont Ridge Middle School Commons. We want you to consider possibilities for the future of the Highway 43/Willamette Falls Drive corridor that are based on the desires expressed by your neighbors, brainstorm other ideas for the future of the area, and identify your preferences. The intent is to capture the community's preferences in a concept vision that can be implemented to encourage desirable change and discourage undesirable change as the area evolves.



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See <http://westlinnoregon.gov/vision>.

We have identified some possibilities for the future of the corridor based on these ideas. Now it's your turn. Please take advantage of this rare opportunity to shape the future of your community.

Light refreshments and child care for ages four and up will be provided at the workshop. Please come!

For more information, visit <http://westlinnoregon.gov/vision> or contact Sara Javoronok at (503) 722-5512, sjavoronok@westlinnoregon.gov or Zach Pelz at (503) 723-2542, zpelz@westlinnoregon.gov.

Highway 43 & Willamette Falls Drive Vision—About the Project

Background

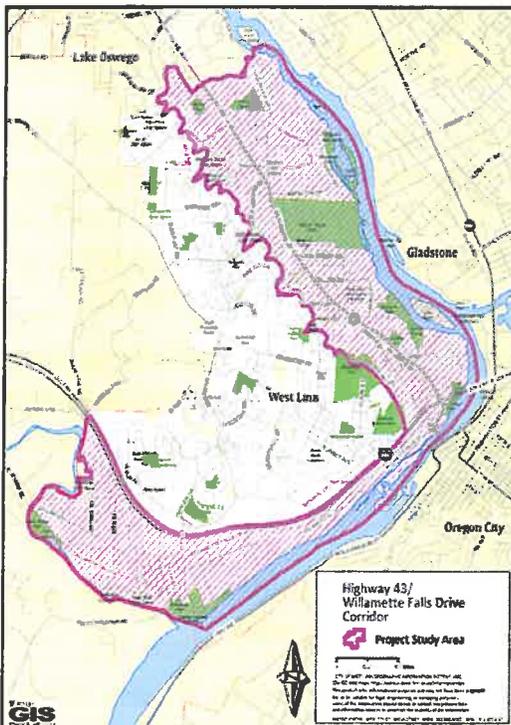
Cities change. Rather than reacting to development pressures, the West Linn City Council wants the community to create a vision for the Highway 43/Willamette Falls Drive corridor that the City can implement to encourage desirable change and discourage undesirable change as the area evolves.

The Project

The project is proposed to be completed in three phases. The first phase involves an assessment of the community's desires for the long-term future of the corridor. It will culminate with a City-wide workshop in September that will generate a concept vision for the Corridor. If there is community support for a vision for the future of the corridor, the City Council will proceed with the project. That entails refining the concept vision in Phase II and implementation of the vision in Phase III through amendments to the City's Comprehensive Plan and zoning ordinance as well as possible economic development strategies and public investments.

We Need Your Help

The City Council requests that you and other community members share your ideas for the future of West Linn at a workshop on **September 29 at 6:30 p.m. at the Rosemont Ridge Middle School Commons**. We want you to consider possibilities for the future of the Highway 43/Willamette Falls Drive corridor that are based on the desires expressed by your neighbors, brainstorm other ideas for the future of the area, and identify your preferences.



There are important choices to make. For example, should the property along the Willamette River between Bolton and Willamette be retained for industrial use or eventually redeveloped? Do you want to see an historic interpretive center with shops, restaurants and a hotel? Residential development? A park? Do you want to continue the pattern of strip commercial development along Highway 43, or do you want to provide for more concentrated development in mixed use centers offering a variety of goods and services?

Additional Information

Website:

<http://westlinnoregon.gov/vision>

Planning Staff:

Sara Javoronok at 503-722-5512, sjavoronok@westlinnoregon.gov
Zach Pelz at 503-723-2542, zpelz@westlinnoregon.gov

WestLinn Tidings

Envisioning improvements along Highway 43

BY LORI HALL

The West Linn Tidings, Oct 6, 2011

Less traffic congestion, more bike lanes and better walking paths are on top of West Linn residents' list of wanted improvements for the city.

More than 120 residents turned out for the city's visioning workshop Sept. 29 at Rosemont Ridge Middle School.

In an effort to shape West Linn's future growth and design, the city is in the process of seeking input on how residents see the Highway 43/Willamette Falls Drive corridor developing in the next 20 to 30 years.

At the Sept. 29 workshop, the city shared the information it has gathered so far and received more opinions and ideas from attendees.

"It's amazing how many people are getting involved," said Mayor John Kovach to the audience. "If you have a plan, you might get there. If we have a plan, perhaps we can do better. We want to be ahead of the curve on growth. This meeting is about you and what you'd like to see."

The area involved in this visioning process spans wider than just the two roads, Highway 43 and Willamette Falls Drive. It also includes neighborhoods and shopping centers, such as Robinwood shopping center, the Willamette neighborhood and the Bolton neighborhood.

"This is much more than those two major roads," said Planning Director John Sonnen. "Really, you're in the driver's seat."

The city is using consultants Crandall Arambula to help direct the vision process. They specialize in city redevelopment. The consulting cost for this phase of the process is \$25,000.

At the workshop, George Candrall and Don Arambula gave a presentation of what attributes make a city or neighborhood function.

Crandall said the ideal neighborhood looks like a circle, with business in the center and housing spreading out from the center, gradually decreasing in density. Using a network of bike paths, sidewalks and roads, residents would travel toward the center of the village to do their business, run errands and recreate.

Arambula said the vision would be to build on to the city's existing commercial centers to create small villages. He said the best villages contain employment, mass transit, a park, retail stores, streets and a wide range of housing.

Areas the consultants were looking at for the village concept include Bolton, the Willamette historical area, the property near the West Linn/Oregon City Arch Bridge and the Robinwood community.

At the workshop, after the presentation, residents broke out into small groups. Participants were asked to fill out a worksheet asking their level of support on various project ideas.



LORI HALL / WEST LINN TIDINGS
Residents held roundtable discussions during a Sept. 29 meeting on what they would like to see in the future along Highway 43 and Willamette Falls Drive.

Alicia Tomasi said she attended the meeting because they are relatively new to the Bolton neighborhood having moved there a year and a half ago and wanted to know what was going on and being proposed.

Willamette resident Ron York expressed concern about access, bike and pedestrian paths and traffic.

Most residents spoke about transportation and the notion of more bike and pedestrian access.

Another area the city received a lot of positive feedback on was the idea of creating an esplanade along the Willamette River.

Sonnen said residents also seemed to like the vision of making the area near the arch bridge into a historical tourist attraction complete with a hotel.

The city will take all the information from previous neighborhood meetings, the online survey and the workshop, and identify the major themes.

The main supported ideas will be presented to the City Council during its Nov. 21 meeting. From there, if the council determines that the community wants significant change, it will start planning for amendments and growth. The consultants will do a rough feasibility study of the themes.

Sonnen said the city will likely post another refined survey online for residents in a few weeks.

"We want to give people another opportunity upon reflection to continue to support this," said Sonnen.

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ATTACHMENT 3

**PUBLIC INPUT PRIOR TO COMMUNITY
WORKSHOP**

Highway 43/Willamette Falls Drive Vision Project

WHAT WE HAVE HEARD SO FAR

September 29, 2011

The approximately 200 people who attended workshops at neighborhood meetings or responded to surveys provided a wealth of information, including the following:

Transportation

- 88% of the respondents to the online survey said that it is important to **create safe pedestrian access to commercial areas, schools, and parks**. Respondents identified specific locations for improved pedestrian crossings. The need for safe crosswalks also came up numerous times in the workshops.
- **80% of the survey respondents said safe bicycle access to corridor destinations is important**. Continuous sidewalks or bike paths along Highway 43 and Willamette Falls Drive came up repeatedly in the workshop discussions.
- **78% of the survey respondents said that frequent transit should be a component** of the vision for the corridor.
- 45% of the survey respondents indicated that Highway 43 should be **improved to ease traffic congestion**; 42% said the same for Willamette Falls Drive.
- 11% of the survey respondents noted that **access to corridor destinations was inconvenient**. In addition, several business operators/developers that were surveyed called for improving access to businesses along Highway 43.

Community Centers

- Participants at the workshops expressed interest in building on existing commercial centers to create **small “villages”** with:
 - **pedestrian plazas**; and
 - **walkable** business areas containing restaurants, entertainment, clothing stores, other businesses meeting community needs, “interesting things worth walking to,” hardware and office supply stores, and daycare for the employees’ children. Survey respondents noted that they most often **leave town for restaurants (19%), arts and entertainment (18%), and clothing (12%)**.
- Some workshop attendees support the idea of providing for **higher density housing near shopping areas** to help sustain desired businesses and provide opportunities to reduce dependence on automobiles.
- 11% of the survey respondents want to **create a cohesive downtown/central gathering place**.
- Some of the surveyed business owners suggested adding **more commercial uses** to draw in customers from outside of the area and called for better parking in Bolton and Willamette.

Neighborhoods

- The top factors respondents cited in **deciding where to live in coming years** included: **attractive neighborhoods (24%), distance to daily/weekly shopping (21%), and proximity to parks and open space (21%)**.
- Participants at workshops suggested providing for a variety of housing types that can attract a broad array of residents, including small homes to attract young people/families and empty nesters.

Robinwood Shopping Center

Numerous people expressed interest in revitalizing the Robinwood Shopping Center. 34 percent of survey respondents said that the **Robinwood Commercial Area provided the best opportunity for positive change** in the Corridor. Initial ideas for that area include:

- adding entertainment businesses and neighborhood/pedestrian oriented businesses; and
- a facelift or a new theme, perhaps in a mixed use village concept.

I-205 and Highway 43 interchange and the Arch Bridge

- Several people suggested **redeveloping the areas around the I-205 and Highway 43 interchange and the Arch Bridge**. Ideas for the future of these areas include:
 - creation of a gateway to West Linn;
 - an historic attraction near the Arch Bridge;
 - more intensive development that could include, a hotel, offices and higher density housing with views of the river; and
 - walkways/bike paths leading to **viewpoints of the Willamette River Falls**, and extending to Willamette.
- There is interest in considering the opportunities and implications of High Capacity Transit along I-205 in coming years.

Willamette Falls Drive between Highway 43 and Willamette

- Some people suggested redeveloping the bus garage and recycling center along Willamette Falls Drive to better utilize views of the Willamette Falls.
- There is interest in redeveloping the Blue Heron site. Ideas expressed thus far include a hotel, high density housing, a river district with shops/mixed use, or a park.
- Also, a few people expressed interest in eventually converting the mill, if it ceases operation, to an historic attraction with restaurants and shops, light industrial, or perhaps technology firm start-ups.

Willamette

- People want to **protect the historic Willamette area**, but some residents are open to bolstering its role as a destination. The ideas raised so far include adding a hotel in character with existing commercial development, additional shops and higher density housing (townhomes and condos) within walking distance of the commercial area to help support the desired businesses and provide opportunities to reduce dependence on automobiles.
- There is also interest in a **traffic signal or roundabout at 10th Street** and Willamette Falls Drive and ornamental street lights in the commercial area.

Aesthetics

- About 15% of the survey respondents and several people at workshops desired **streetscape improvements** (e.g., coordinated landscaping, street lights, benches and trash receptacles).
- Some people called for **gateways to West Linn** in Robinwood and near the intersection of Highway 43 and I-205.

(Q.1) Do you think that the Highway 43/Willamette Falls Drive Corridor should be improved?

	Total	Pct.
Yes	134	94%
No	8	6%

(Q.2) What are your top THREE issues with the current conditions along Highway 43?

	Total	Pct.
lack of sidewalks/bike lanes	46	14%
road design is unwelcoming/unsafe for pedestrians	35	11%
poorly defined streetscape	26	8%
lack of retail/entertainment/cultural opportunities	19	6%
Roadway is inadequate to handle traffic volume	144	45%
Beautiful natural appearance	3	1%
Shabby looking development in corridor and numerous vacant spaces	28	9%
Poor public transit	12	4%
Noise	2	1%
Cost	2	1%
Lack of action by City to implement change	4	1%
Inconvenient parking	1	0%

(Q.3) What are your top THREE issues with the current conditions along Willamette Falls Drive?

	Total	Pct.
lack of sidewalks/bike lanes	35	16%
road design is unwelcoming/unsafe for pedestrians	25	12%
poorly defined streetscape	19	9%
lack of retail/entertainment/cultural opportunities	13	6%
Roadway is inadequate to handle traffic volume	91	42%
Beautiful natural appearance	2	1%
Shabby looking development in corridor and numerous vacant spaces	17	8%
Poor public transit	4	2%
Noise	1	0%
Cost	0	0%
Lack of action by City to implement change	0	0%
Inconvenient parking	10	5%

(Q.4) Please identify the top three factors in your decision about where you will live in the coming years.

	Total	Pct.
distance to daily/weekly shopping or service needs	81	21%
Proximity to schools	39	10%
Proximity to parks, trails or open space	82	21%
Housing affordability	44	11%
Walking distance to public transportation	28	7%
Attractive neighborhood	94	24%
Other	27	7%

(Q.5) If you selected other for the question regarding your decision to stay or relocate in coming years (Q.4) please describe

	Total	Pct.
Would like a new center in the location of the former Zupans	2	5%
Crime	6	15%
Government overreach/spending	2	5%
Distance to work	5	12%
Pedestrian safety	2	5%
Quality schools	6	15%
Good neighborhoods	9	22%
Sun exposure	1	2%
Taxes	1	2%
Access to public transit	2	5%
Proximity to cultural/entertainment/recreation destinations	4	10%
Medical services	1	2%

(Q.6.) Do you use any of these West Linn centers on a daily or weekly basis?

	Total	Pct.
Willamette Main Street	65	38%
Bolton Commercial Center	62	37%
Robinwood Commercial Center	42	25%

(Q.7) Identify the top three goods, services or activities you currently leave town for, but would like to have locally available

	Total	Pct.
Restaurants	79	19%
Office supplies	28	7%
Clothing and apparel	50	12%
Sporting goods	24	6%
Fitness center	44	11%
Medical	25	6%
Appliances	8	2%
Employment	36	9%
Arts & Entertainment/cultural events	75	18%
Education/professional development	8	2%
Other	36	9%

(Q.8) If you selected other for the question regarding your goods, services or activities you leave town for (Q.7) please describe	Total	Pct.
Hotel/motel	1	2%
Employment	1	2%
Specialty grocer	9	20%
Bookstore	3	7%
Department store	3	7%
Recreational/entertainment opportunities	12	27%
Building supplies/hardware stores	4	9%
Pharmacy	2	5%
Auto repair/maintenance	2	5%
Bakery/coffee shops	4	9%
Bike shop/sports retail	2	5%
Dog park	1	2%

(Q.9) Should frequent transit be a component of the Vision for the Corridor?	Total	Pct.
Yes	110	78%
No	31	22%

(Q.10) How important is it to create safe pedestrian access to corridor destinations (e.g. commercial areas, schools, parks)?	Total	Pct.
Important	126	88%
Unimportant	6	4%
Unsure	12	8%

(Q.11) Where are the most important pedestrian crossings in the corridor?	Total	Pct.
Cedar Oak/Hwy 43/Hidden Springs	16	18%
Mary S Young/Hwy 43	12	13%
Bolton Central Village/Library	15	16%
12th/WFD - Commercial Area	12	13%
WFD/Hwy 43	11	12%
WLHS	3	3%
Jolie Pt/Hwy 43	3	3%
McKillican/Hood/Hwy 43	9	10%
10th St/8th Ct	1	1%
Burns St/Hwy 43	1	1%
Pimlico/Hwy 43	1	1%
Failing St/Hwy 43	1	1%
Marylhurst/Hwy 43	2	2%
West A/Hwy 43	2	2%
Buck St/Hwy 43	1	1%
WFD/Fields Bridge Park	1	1%

(Q.12) How important is it to create safe bicycle access to corridor destinations?	Total	Pct.
Important	114	80%
Unimportant	14	10%
Unsure	15	10%

(Q.13) How important is it to create more local job opportunities?	Total	Pct.
Important	96	68%
Unimportant	24	17%
Unsure	21	15%

(Q.14) Which areas of the Corridor provide the best opportunities for positive change?	Total	Pct.
Robinwood Commercial Area	31	34%
Paper Mill/Arch Bridge	9	10%
Willamette Historic Commercial District	9	10%
Hwy 43	14	15%
WFD/Hwy 43/Entire Corridor	7	8%
WFD	7	8%
Bolton Area/Central Village	12	13%
Hwy 43/Pimlico	1	1%
Mary S Young Park	1	1%

(Q.15) Which areas of the Corridor should be protected from change?	Total	Pct.
Historic Willamette Commercial District	21	29%
Viewpoints along WFD	11	15%
Parks/open space/trails	17	23%
Riparian corridors	8	11%
Historic buildings and districts	3	4%
Existing neighborhoods	2	3%
Everything that is not currently developed	4	5%
Bolton Area/Central Village	2	3%
None - entire Corridor needs work	5	7%

(Q.16) Do you have any additional thoughts or ideas about the Study Corridor we should know about?	Total	Pct.
leave it as it is	1	2%
Fix access issues to commercial area near Mill on WFD	1	2%
Better manage signage	1	2%
Attract employment and commerce	5	9%
Keep trees and protect our watershed	1	2%
Access to corridor is inconvenient	6	11%
Improve the appearance of the streetscape	8	15%
Do not allow unlimited commercialization of the corridor	5	9%
Improve trails and sidewalks on Hwy 43/WFD	8	15%
Create a cohesive downtown/central gathering spaces	6	11%
Provide noise and safety barriers	2	4%
Minimize use of urban renewal or TIF programs	1	2%
Consider urban renewal for Robinwood and 43/I-205 area	1	2%
Better public transit/transit from the Corridor to the top of the hill	6	11%
Showcase the Willamette Falls	1	2%
Protect housing values	1	2%

Highway 43/Willamette Falls Drive Vision

PUBLIC INPUT AUGUST 2011



West Linn
GIS
GEOGRAPHIC INFORMATION SYSTEMS

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or planning purposes. Users of this information should review or consult the primary data and information sources to ascertain the usability of the information.



Map Date: 08/24/2011 10:54:11 AM
 Tax Lot Parcel Base Map source: Clackamas County GIS
 Public Comments Collected in GIS by West Linn Planning Dept
 Staff: Zach Pfeiffer and Sara Jaworski
 Map Production: West Linn GIS
 MAP PUBLICATION: AUGUST 24, 2011 v2

Legend	
●	Preserve
●	Enhance
●	Change
	Willamette Drive (Hwy 43) & Willamette Falls Drive
	Areas in Gray are outside the Study Area
	Rivers & Ponds
	Parks & Open Spaces
	Tax Lot Parcel Lines & Roads



HIGHWAY 43/WILLAMETTE FALLS DR

July 26, 2011

Notes for round robin on challenges/issues, needs, and opportunities

CHALLENGES/ ISSUES

- Topography *
- Road easement varies/narrow
- Investment in maintenance
- State ownership
- Community understanding *****
- Wildlife/floodplain/environmental constraints
- Failed intersection – volume/alignment *

Individual notes turned in:

Issues

- Traffic volume
- Pedestrian safety
- Continuity from one side of highway to the other
- Visual cohesiveness/beauty
- Traffic flow (through)
- Perception of growth (negative)
- Perception of change
- Discontinuity between Lake Oswego and West Linn

Challenges

- Financial investment/maintenance
- No sidewalks
- Constriction
- Funding
- Land use
- Perception of growth and change
- State ownership
- Narrow right of way in certain areas constrains bike path

NEEDS (PROBLEMS TO ADDRESS) & DESIRES

Robinwood – misaligned Cedaroak/Hidden Springs

No accessibility to places – lack of identity
Road improvement – bike, pedestrian improvements *
Pedestrian oriented development *
Traffic volume *
Continuous sidewalks & bike paths
Transit – WFD/43 corridor – not timely/shelters *
Caufield narrow – topography
Topographic limitations
Planned business/retail
Negative perception of growth *
Capitalize on opportunity of thru traffic
Safety zone (where get off bus) to cross road
Path along river away from traffic
43 toward OC – traffic disaster onto 205
Educate kid re: density
Trees and lights
Multi-family housing – density goal – pedestrian oriented/mixed use *
Continuity on both sides of the road (Linnton)
No big parking lots along street
Connect business, library... *

Individual notes turned in:

Pedestrian-oriented development
Mixed-use
Multi-family housing
Concentrated housing around Bolton Center and Robinwood
Neighborhood oriented development (node)
Beautification
Continuous sidewalk/bike path
Safety zones (medians) for crossing Hwy 43
Street trees/beautify corridor
Mixed-use zoning in some areas to allow housing next to main street
Eliminate massive parking lots adjacent to road

Problems

Highway 32/Caufield Rd is narrow and topography is high/low
Robinwood (Cedar Oak Rd and Hidden Springs Rd need to align to assist traffic flow)
Highway 43 merging northbound onto I-205 is bogged down
10th Street/Willamette Falls Dr failing, Tannler and Blankenship failed
Bus service is slow and infrequent

Desires

Connect community with bikes, walking along main corridor
Timely transportation

Create pedestrian plaza, living (condos/townhomes) for town centers in our different business districts

OPPORTUNITIES

Build on existing transportation infrastructure – sidewalks, etc.

Underground utilities when possible

Use landscaping and redevelopment to create beauty

Take advantage of river access *

Opportunity to take advantage of redevelopment to create thoughtful access to 43 (Central Village)

Opportunity to structure code to reduce the need to travel outside of the city

Create pedestrian plazas surrounded by condo/townhouse development in business districts *****

Individual notes turned in:

Housing – especially for Marylhurst

Density

Islands, landscaping

Shopping

Capitalize on business opportunities of capturing through traffic

Natural charm

River access/identity

Willamette Falls

Oregon City Bridge and union of two communities

Local ownership and decision-making

Underground utilities during Lake Oswego construction

ATTACHMENT 4

**PUBLIC INPUT AT COMMUNITY
WORKSHOP**

Highway 43 / Willamette Falls Drive Vision

Community Workshop Map Exercise Results

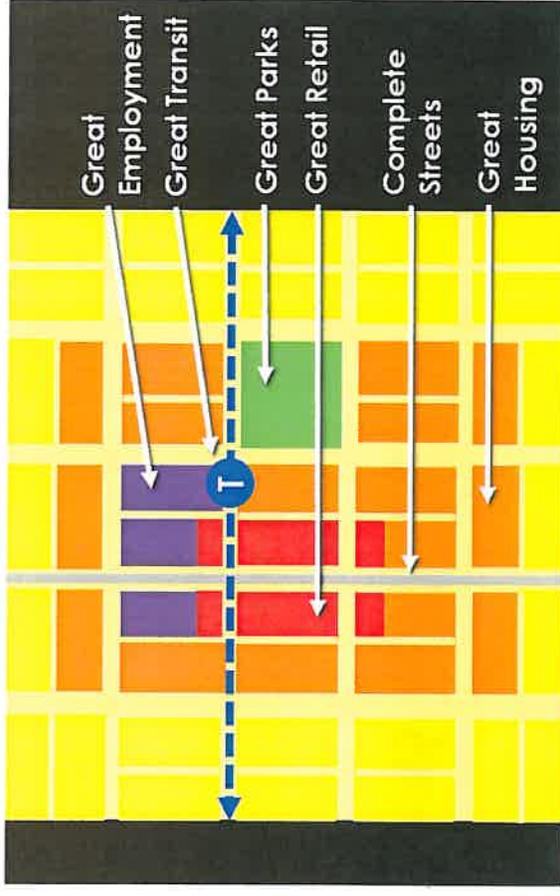
September 29, 2011

6:30 pm Rosemont Ridge Middle School

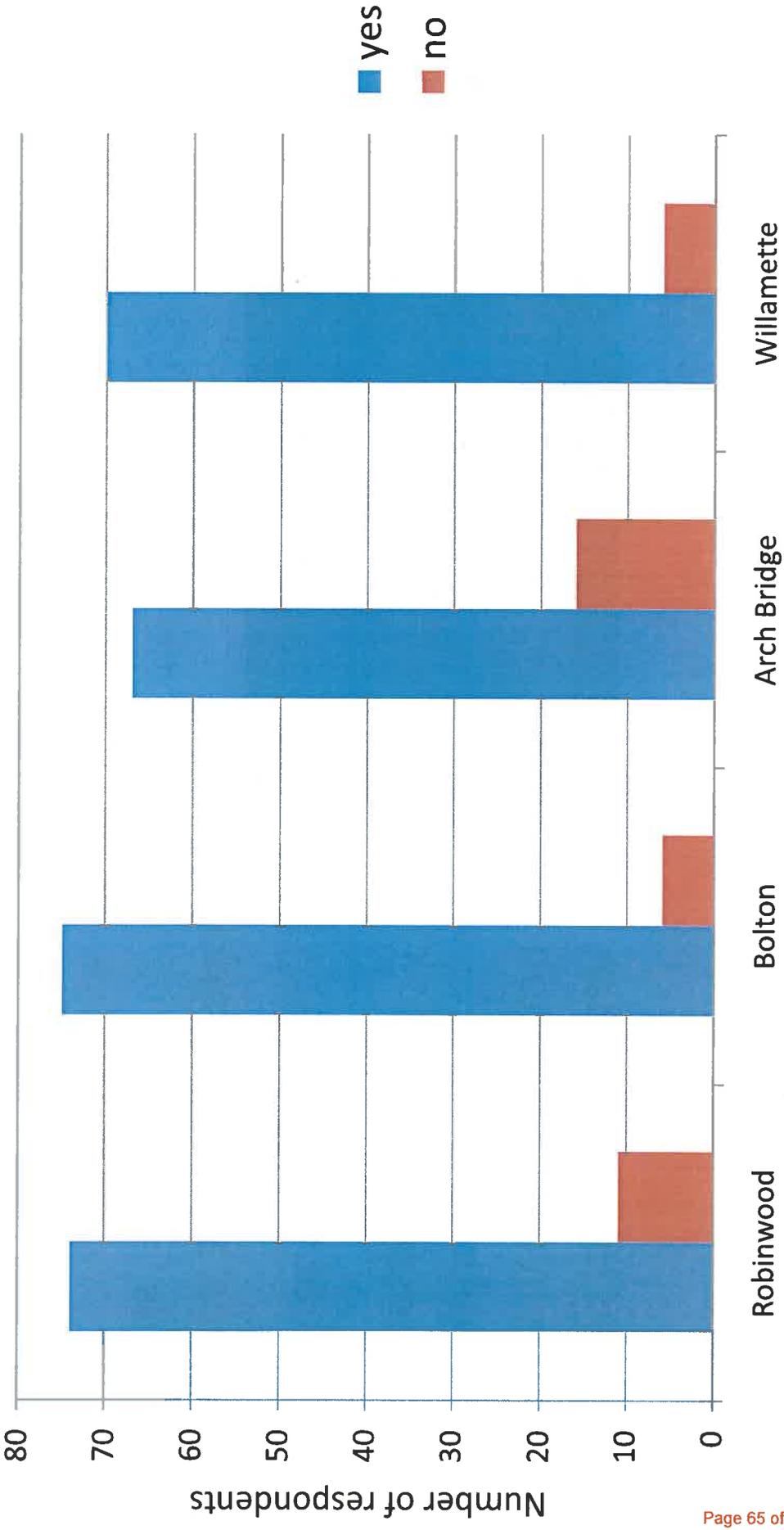


Centers are characterized by:

- **Great employment:** medium to large parcels with good front door address
- **Great transit:** frequent and dependable service linking destinations
- **Great parks:** spaces designed for range of ages and uses
- **Great retail:** continuous, ground-floor retail fronting on-street parking
- **Complete streets:** outdoor rooms for public enjoyment
- **Great housing:** variety of housing types

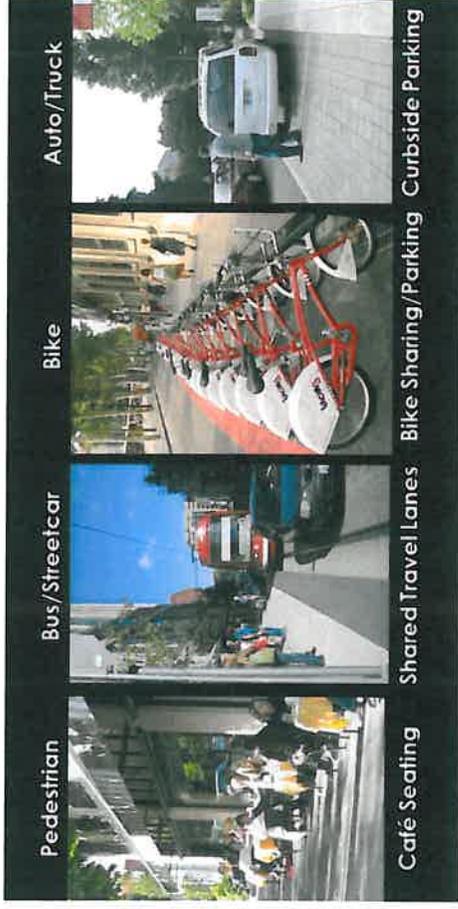


Do you support a Center in:

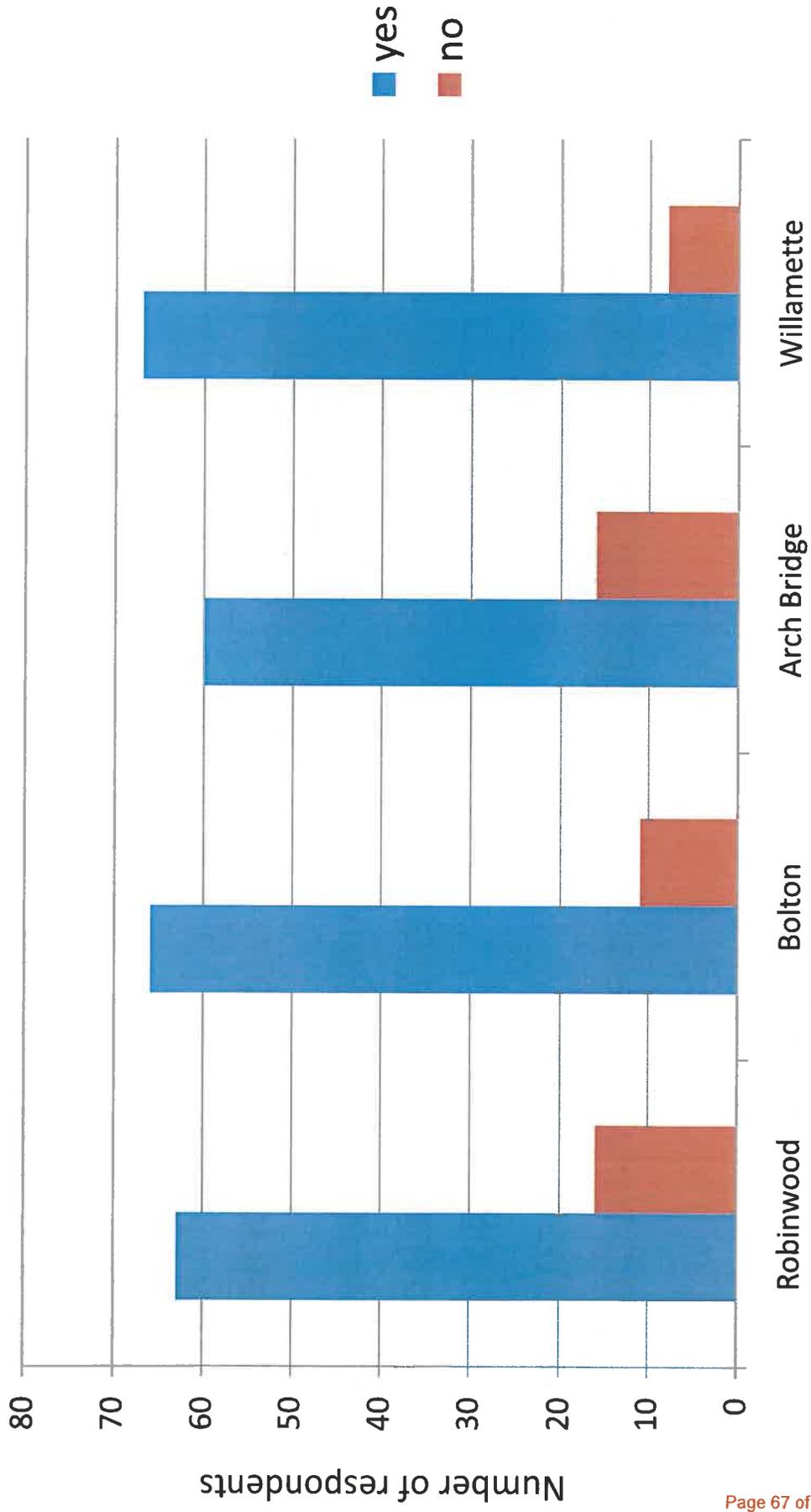


Destination Streets are characterized by:

- Prioritizing pedestrian and bicycle circulation and auto access to businesses
- Tolerate congestion
- Reduce auto and transit speeds

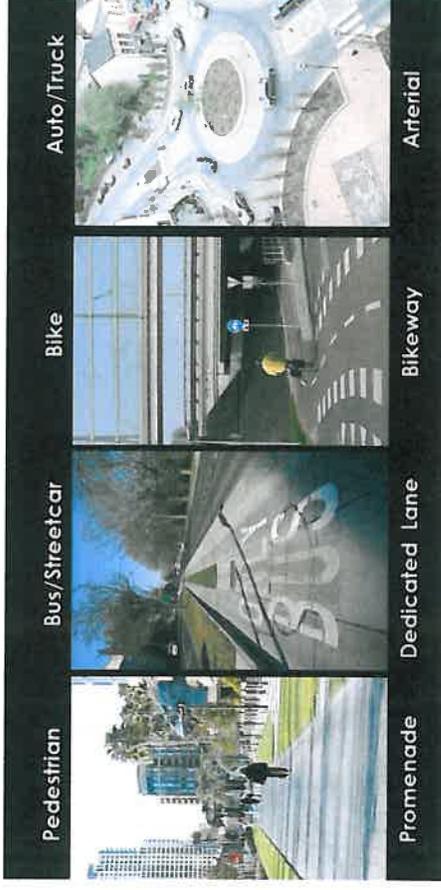


Do you support Destination Streets in:

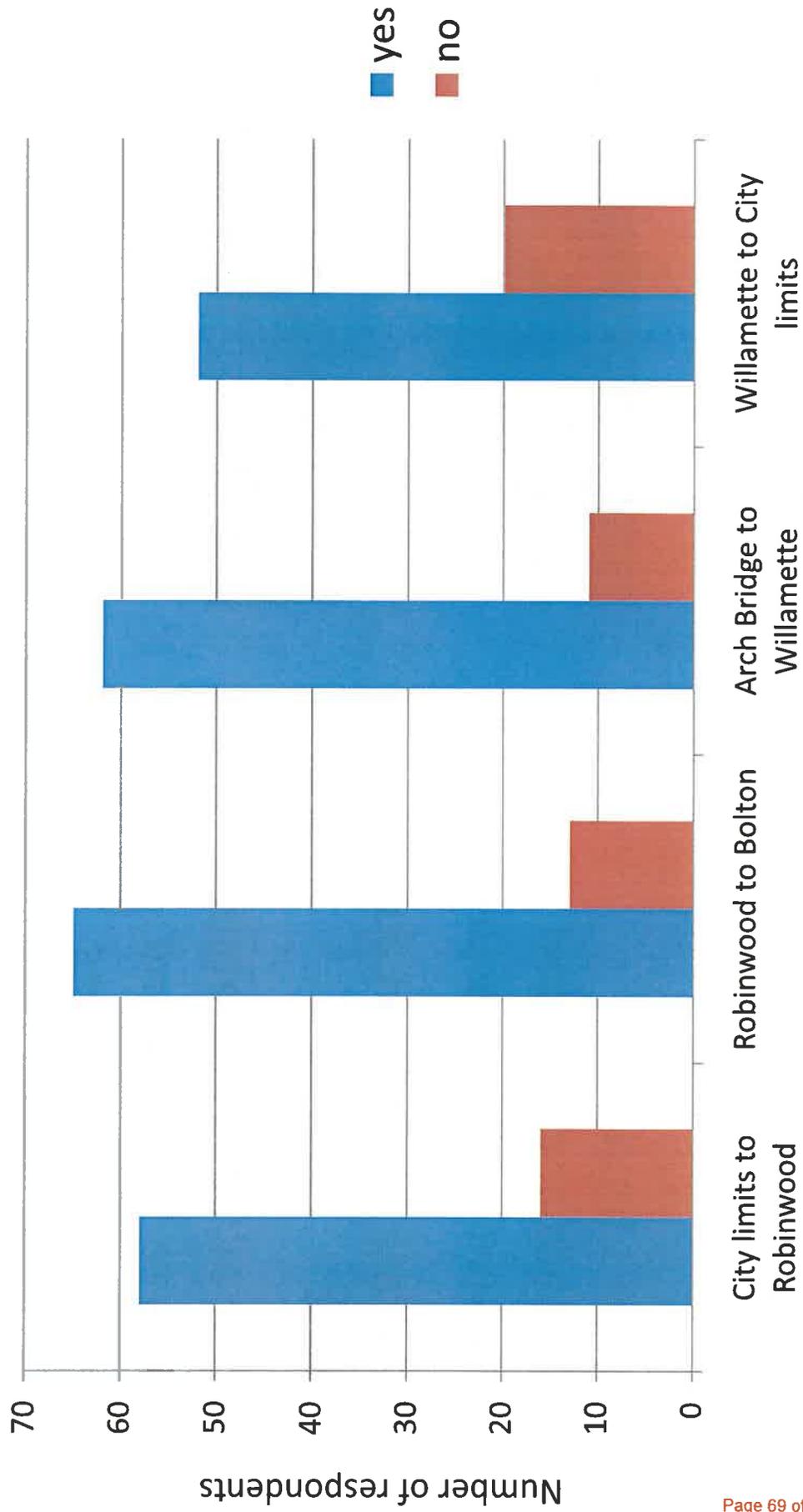


Mobility Streets are characterized by:

- Support through-vehicle movement while providing safe and comfortable pedestrian and bicycle circulation
- Maximize auto and transit speed and capacity
- Minimize user conflicts



Do you support Mobility Streets from:

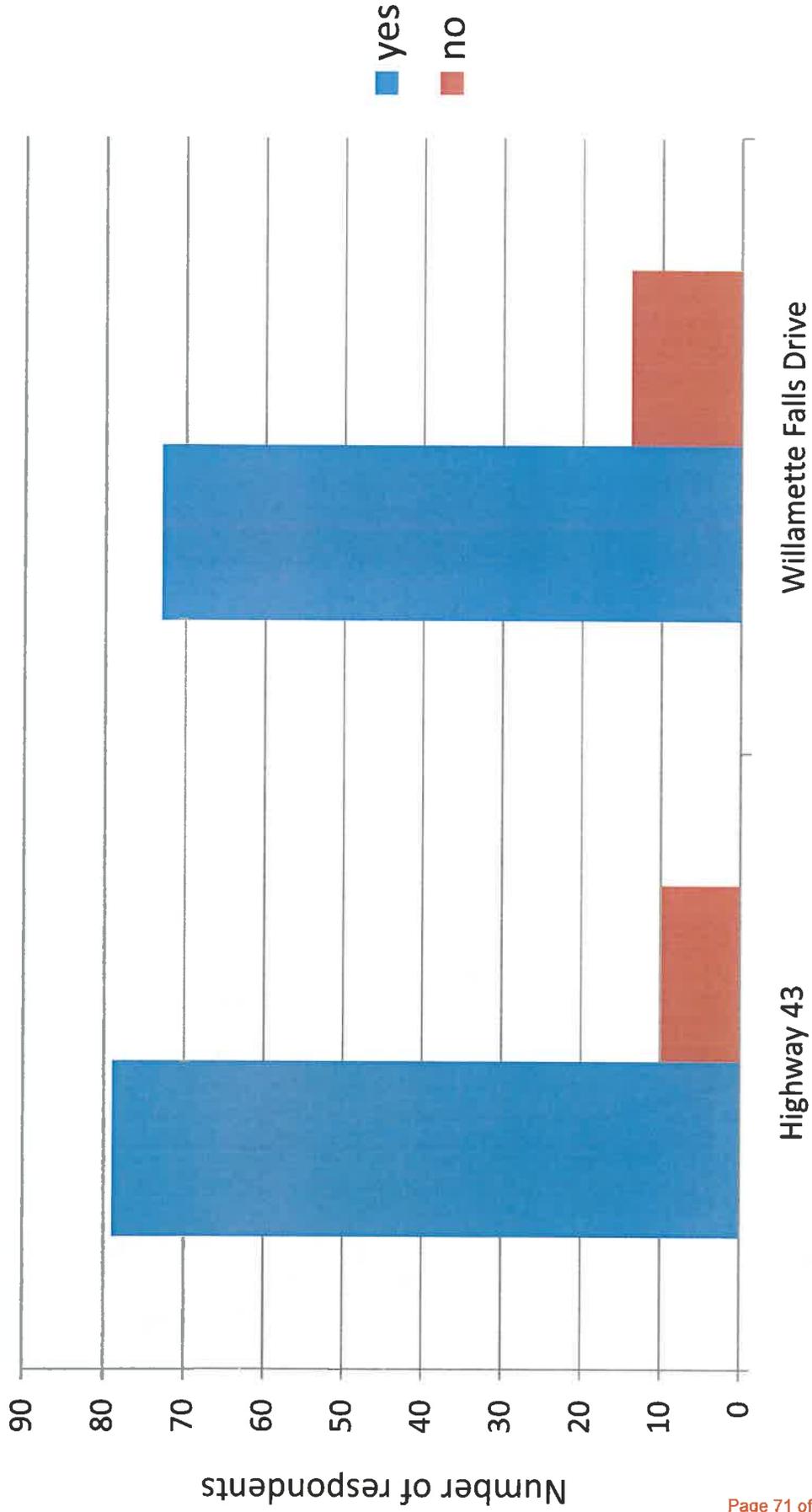


Protected Bikeways are characterized by:

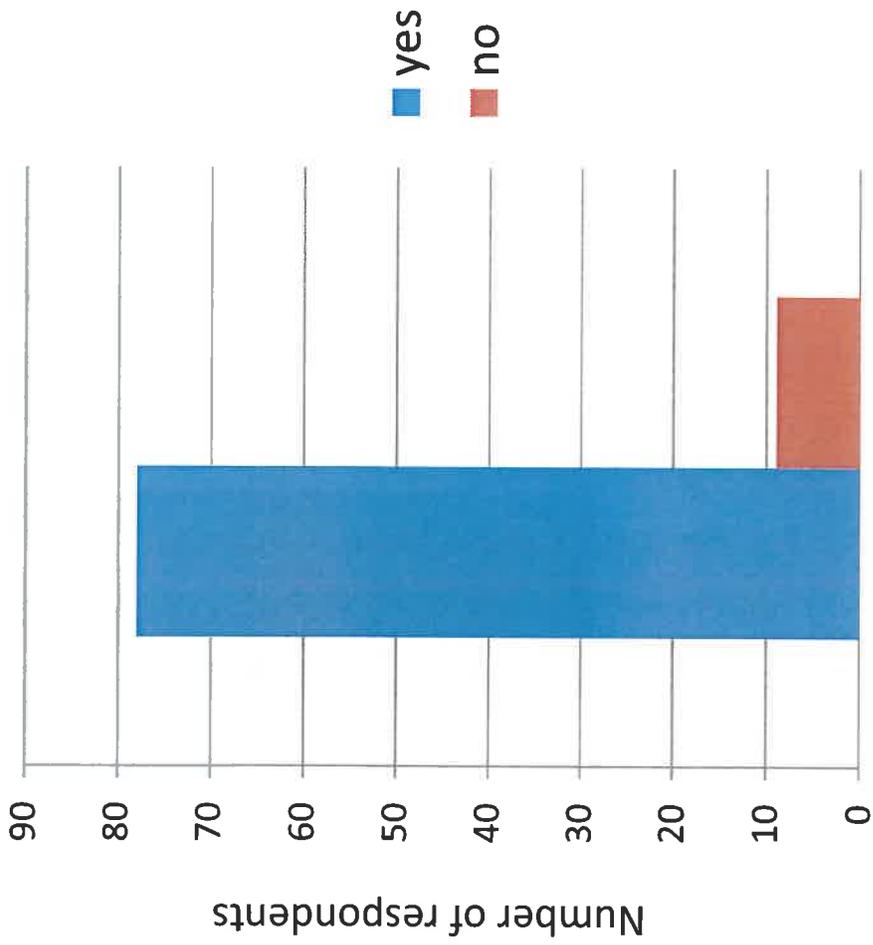
- Support increased ridership and reduced auto use and congestion
- Separate bikes from auto traffic
- Allow all ages and ability levels to feel safe and comfortable on bikes



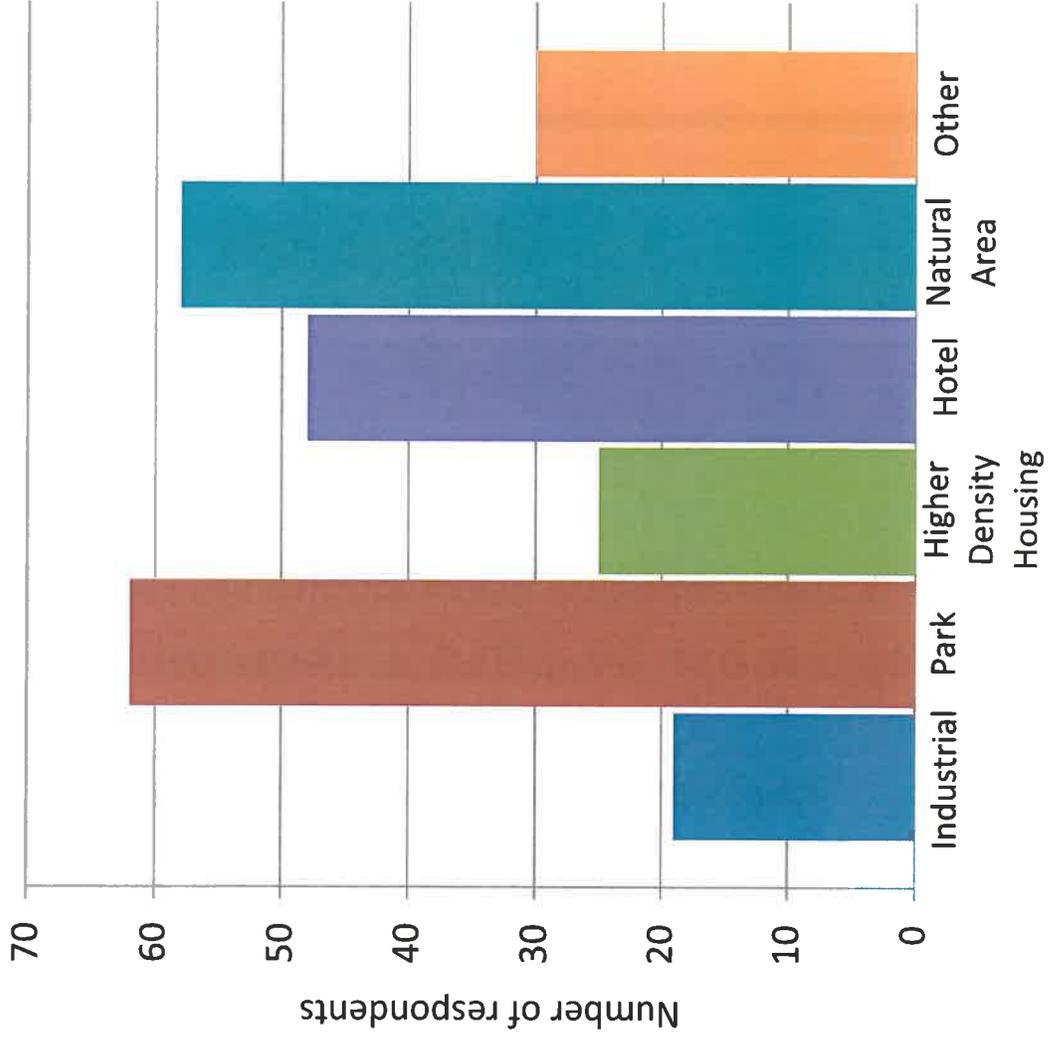
Do you support a Protected Bikeway on:



Do you support a Waterfront Esplanade?



Which of the following do you support for redevelopment of the Blue Heron site?





CITY OF
West Linn

**Comprehensive list of comments received from
September 29, 2011, Community Workshop
for
Highway 43/Willamette Falls Drive Vision**

Compiled by West Linn Planning Department
2250 Salamo Rd., West Linn, OR 97068
October 14, 2011

*All comments are presented as written on the workshop comment form and are grouped by topic. Original comment forms are on file with the City of West Linn Planning Department.

Transportation

- If 43 is to remain under ODOT we need to be able to demand cooperation of both ODOT and City to make improvements when opportunity arises - if improvements at time of water to Oswego to put widening underground utilities, bike/ped, curbs, beautification for city identity etc.
- I see a problem with commuter traffic along 43 if there are "destination" roads.
- Support for "complete streets" & some "friction" to help congestion seems counter-intuitive but to help access points.
- Concern that "complete street" will increase congestion.
- Slow traffic between centers.
- Maintain mobility but include protected bike & pedestrian ways.
- Hwy 43 from LO to Hwy 205 should be designed to speed traffic through.
- How to discourage through traffic?
- No solution offered for our 20,000/day vehicle trips - how will centers fix that?
- Don't engineer streets to tightly, there will always be long or large vehicles that need to negotiate streets.
- Hwy 43 Plan is done, use it.
- Improved access to 205 at arch bridge.
- Widen and improve WFD from Willamette to Arch Bridge = bike and pedestrian walkway.
- Highway 43 should be 3 lanes all the way with left turns in middle lane.
- 43 needs to be much wider.
- Don't widen 43.
- Increase left turn lanes on 43.
- Arch Bridge historic area to the Max potential of crosswalks and turn pockets along 43 from Oswego through Bolton
- Need traffic light in Willamette at 10th & 8th

- 10th Street is a traffic mess, this needs fixing.
- 8th Court shouldn't be a dead end.
- Re-route traffic on WFD.
- Close off WFD from Methodist church north to former community church at the corner of 10th street.
- More walkways, stoplights, transit.
- Traffic light on Pimlico; Light at Pimlico.
- Traffic light at Pimlico & 43.
- Highway 43 sidewalks and bike lane and WFD.
- Really bad backup Hwy 43 as folks go to freeway getting caught by metering lights.
- Widen Highway 43 to 3 lanes for left turns.
- Left hand turn lanes on Hwy 43 to limit congestion and danger (3 lanes all the way).
- Make a left turn lane onto Buck St coming from 205 or 3 lanes all the way on 43.
- Left-turn lane at Buck St/Caufield is dangerous.
- Relieve traffic congestion at intersection of 43/WFD - possibly with a roundabout.
- Possibly roundabouts on 43 at needed locations.
- Traffic circle at Arch Bridge 43/WFD interchange and pedestrian linkage to Oregon City.
- Rename Willamette Drive for WL's founder, Robert Moore, end the confusion with WFD.
- Corridors and the river will be needed again in the near future for renewed barging. Marine freight movement is green, low-carbon, and takes extreme tonnage off our roads and bridges.
- Improve accessways to 43.
- WFD streets, trails, stairways.
- Concern about street space needed & encroachment on property along 43.
- Don't encroach on Emmanuel Presbyterian Church street front.
- Nothing has been done to improve that section of "43 Project" for 50 years!
- 3 lanes on I-205 would reduce bypass traffic through Willamette
- No Lake Oswego control over West Linn's main street.

- Coordinate Hwy 43 & LO Water Treatment-Access lanes, pathways to 43.

Pedestrians /bikes

- Provide for protected bicycle lanes and pedestrian sidewalks.
- Love the idea of connecting Robinwood, Bolton, Bridge and Willamette.
- Find ways for walking connection in some older areas to destination points (i.e., Sunset Area down to Highway 43 - combine and connect Bolton and Mill together).
- Need better bike/walkways along 43 between "destination areas."
- Try to connect Fields Bridge to Willamette Park.
- Sidewalk along both sides of 43 and bike lanes.
- When pedestrians and bicycles share a promenade, bikes go back on road.
- Protected bikeways are not always a good answer; if they become multi-use, they become much less suitable for serious commuting.
- Bike/pedestrian should work together.
- Use parallel neighborhood streets to create bike lanes (i.e., parallel to Hwy 43 or WFD).
- Slower traffic flow, more protected crossings.
- Want safe sidewalks.
- Pedestrian and bike routes and safety a high priority.
- Pave Mapleton Dr. to MSY Park's paved trail.
- Improved sidewalks, crosswalks & signaling.
- 43 desperately needs controlled crossings, a light for pedestrians.
- Work with ODOT to increase pedestrian crossings on Hwy 43.
- Need crosswalks along 43.
- More pedestrian crossings on 43.
- Increase ease of pedestrian crossings on 43.
- Left turns and crosswalks where needed.
- Crosswalks on 43.
- Better crosswalks across 43.

- Flashing lights and buttons on 43.
- Pedestrian and bike access on WFD.
- Powered bike lifts.
- If 45% are concerned about traffic and we are setting up these plans, shouldn't a land use review be done before WalMart comes in?
- How are we dealing with traffic?
- How does it tie in with Metro plans?
- Important for bike lanes & pedestrian access.
- Current paths are not well maintained, concern about new plans – invasives, path structure compromised.
- We should give pedestrians the ROW in West Linn, let the impatient pass-through drivers select another route.
- Trail wood
- Salamo Rd needs two crosswalks, one at each entrance to Cascade Summit (Safeway) area.

Esplanade/alternative connections

- Focus on esplanade focusing on the rivers and the falls; this is West Linn's greatest asset.
- Strong support for esplanade wildlife viewing area along Willamette.
- Love the esplanade idea.
- Make a "promenade" along Willamette River.
- West Linn needs to find a way to link 10th St & Hwy 43, either by esplanade or a dedicated bike & ped lane/path; the inability to get from one part of West Linn to the other is a serious hindrance and impacts quality of life.
- Develop esplanade along Willamette.
- Riverwalk - hotel, restaurants and shops connecting Arch Bridge and Robinwood - we need a core!
- Extend the esplanade further north.
- Continue esplanade to Fields Bridge Park and Mary S Young Park and Oaks Park Boat ramp.
- Expand esplanade to Robinwood neighborhood.
- Have an esplanade along the river from Willamette Park clear to Mary S Young Park.

- Continue esplanade up to Mary S Young Park.
- An esplanade on river isn't a good idea because this isn't downtown PDX; this is a natural bank or residential, with more wildlife concerns.
- Esplanade wasteful use of limited resources.
- Arch Bridge is part of Bolton; no fat wide esplanade - nature trail.
- Waterfront esplanade only if well above high water line and doesn't condemn private property; some dreams of paths infringe on private land owners.

Transit

- Encourage transit throughout.
- Need own City public transportation that makes a circular route throughout the day.
- City bus system.
- Local bus to run corridor between Robinwood commercial area (or Marylhurst) and back to Fields Bridge, picking up Albertson's on the way.
- Leave TriMet, link up with SMART, or similar.
- I live near Safeway off Salamo – I would like to see more transit options (mini-bus) linking Robinwood and Bolton and Willamette with residential areas on hills near City Hall.
- Public transit to top of the hill.
- Funiculars up and down Skyline to High School and Bolton, Arch Bridge.
- I would like to see a trolley or some rail access from Willamette to Robinwood up over the hill; SMART bus.
- Better transit to Portland.
- TriMet serve to Tualatin via Legacy Hospital.
- No streetcar - bus necessary and ok.
- Generate bus route that loops through Salamo Rd. to access market, City Hall, etc.
- Route a cute local bus between Fields bridge Park to Robinwood Center and include Cascade Summit.
- Streetcar on 43 from Lake Oswego and turnaround in Willamette for continue to Milwaukie to connect to MAX.

- Streetcar or separate bus lane outside of car flow on Hwy 43.
- Future streetcar connection to Lake Oswego/Milwaukie along Hwy 43.
- We need voting seat on LO to Portland Transit.
- Some support to help commuters-street car and direct across to Portland and surrounding communities.
- We need a through bus from Portland during rush hour.
- Hidden Springs Hwy 43 box so transit rider can see oncoming buses.
- The intersection of Blankenship/DeBok Rd needs a bus shelter and crosswalk.
- Buses should have a turnout refuge so traffic isn't blocked when picking up/dropping off transfers in LO.
- River bus mass transit, bus turnouts
- Trash/recycling at bus stops and turnouts; bus stop turnouts and trash cans at all stops; make bus turnouts on Hwy 43 and garbage containers at each bus stop; bus turn outs for bus stops with trash cans at all stops.
- Water taxi from Bolton to downtown Portland.
- Return TriMet to this area.

Recreation alternatives

- Increase recreational opportunities; kayak launching into Willamette.
- Redo Fields Bridge Park, baseball fields as they create traffic and impede traffic - make the park for the neighborhood.
- More parks.
- Bike and walking trails.

Community Centers/alternatives

- Core center connecting Robinwood and Arch Bridge - including hotels, esplanade, history, shops, restaurants walking areas.
- Don't have a common look or design theme throughout the corridor; let each commercial center/neighborhood design its own look.

- Mixed-use & higher density housing along arterial.
- Prefer not to have 43 turn into NW 23rd.
- Need stores for clothing, office supplies.
- More entertainment opportunities, teen center.
- Fill commercial space.
- Would like to see more practical shopping (retailers) opportunities in the centers.
- Mixed use.
- No WalMart, Trader Joes - it will save gas, wouldn't have to drive to Clackamas, Lake Oswego.
- Encourage a Trader Joes in West Linn. West Linn needs more clean industry (good for the tax base. Will keep residential taxes down.).
- More employment space in destination
- We need more businesses in West Linn.
- Centers – how much is really sustainable?
- City does not need so much retail; already empty stores.
- Is there a need for all this retail when we have so many empty spaces?
- Centers developed adjacent to 43.
- More Department stores like K-mart, Target, etc.
- No big box; no WalMart.
- Build net zero buildings, make "centers" net zero, install EV charging stations, stormwater management with sidewalks.
- Centers for residential.
- Housing
- West Linn has highest number of home based businesses - mixed use buildings would work for them.
- Encourage manufacturing-alternative residential artists' lofts.
- You neglected great parking in descriptions of best centers.

Robinwood Shopping Center

- Traffic southbound on 43 in the evening can take 45 minutes from Robinwood to Bolton due to I-205 metering lights. I don't think center at Robinwood can work with a highway running through the middle.
- We don't need the proliferation of retail in Robinwood now, there are 17 places of food purchases in a 3 block area, 3 karate, 3-4 nails/tan or dry cleaners or dental offices.
- Boring.
- Need clean up of Robinwood retail or office spaces.
- Lots of empty space.
- Hidden Grove - specialized memory care center. Attached is a visual rendering and info. On the management company, Encore.
- Robinwood land use plan should be in place along w/traffic treatments before allowing WalMart to potentially dominate the traffic generation and retail space.
- No WalMart! I want a Trader Joes!
- Year round farmers market at old Zupans store in Robinwood.
- Robinwood center become hospital medical center.

Bolton

- Grow Bolton neighborhood center and Arch Bridge.
- Establish firm plan so we have something to execute when opportune.
- Need a teen center developed at the old Bolton Station.
- Could old Bolton fire station become satellite police station?
- No development on Buck St. - Historical value, logging history.

I-205 and Highway 43 interchange and the Arch Bridge.

- Develop area near Arch Bridge as public offices.
- Cluster library, senior center, City offices, police station, etc.

- Emphasize cultural center development by Arch Bridge & historic falls area with hotel with lt. industrial & housing. Preserve rural, woodsey flavor & not develop it to like today's favorite flavor.
- Hotel in Arch Bridge area.
- Develop the Arch Bridge area-restaurants, hotel, river walk, cultural center, artists' center.
- Create gateway in Arch Bridge area that embraces the esplanade.
- Jewel - as center - Arch Bridge.
- Arch Bridge Regional Center-Historic Center, hotel, plaza.

Willamette Falls Drive between Highway 43 and Willamette

- West Linn needs a core center like Lake Oswego has in Millennium Plaza. This is nothing here but houses, schools and strip malls. I believe the Blue Heron property is perfect for that.
- A hotel built overlooking the falls would draw people to our city-It would be a memorable destination for visitors-honeymooners. Beautiful getaway (keeping with the architecture) of Historic Willamette Village or that of the Blue Heron area.
- Potential for drawing in some tourism or history and natural history buffs! Develop falls and locks area to create a set of things to see between Oregon City and the Blue Heron sites on both sides of the river all within walking distance of each other and connected by a loop trail; remove paper mill.
- Some support to buy Blue Heron & develop waterfront esplanade amenities.
- Utilize bus garage and recycle areas for more public amenities; find suitable site for bus barn.
- Develop Blue Heron area into a first class river walk style project with a hotel, restaurants, shops, etc.
- 35 story condos on Willamette Falls Drive.

Willamette

- Above ground parking/commercial /residential buildings on land behind new Willamette Fire Hall (convert WFD into a plaza/mall).

Aesthetics/Character

- Gateway entry into West Linn from Lake Oswego that makes a statement.
- Quality streetscapes.
- Reclaim views of river whenever possible.
- Maintain feel of community, family, residential - WL is not SE Portland, not Europe-Keep it ours.

Other

- Nice concepts. Put plan in place to shape future.
- Why wasn't Cascade Summit area in the discussion?
- Cascade Summit?
- Provide visual dictionary.
- Define terms; "Hwy 43 Corridor," "Hwy 43 Travel Shed" summary sheets.
- Voting seats on all LOPT committees.
- Tell us who pays for this.
- How is all this going to be paid for?
- We need information provided at the library because the majority of WL residents do not know about this and a significant percentage of residents (20%) do not use internet.
- We seem to think we have to give in to whatever Lake Oswego wants; it appears that WL City Hall has no backbone against them. This town belongs to the citizens of West Linn!
- WL Planning needs to be proactive with LO water.
- Daylight streams.
- Protect significant trees.
- Came to clarify the size of WalMart.
- Where's ODOT?
- Focus on easy area to implement.
- We need better advocates with Metro and State!

ATTACHMENT 5

POSSIBLE IMPLEMENTATION APPROACH FOR THE HIGHWAY 43/WILLAMETTE FALLS DRIVE CONCEPT VISION (PHASE II)

Concept Vision Component	Support at Workshop	Possible Next Steps	Rough Cost /Staffing	Recommendation	Priority	Council Direction	
						Yes/No	Priority
<p>Centers (Attachment 1, page 8)</p> <ul style="list-style-type: none"> o Willamette Center (see Attachment 1, pages 9) 	70 Yes/6 No	<p>A plan to provide for appropriate infill development and coordinated streetscape amenities to enhance the commercial area as a destination, tie the old and new areas together, address traffic issues, and potentially provide for housing within walking distance of the commercial area could be accomplished with comprehensive plan, zoning code and Transportation System Plan (TSP) amendments and new design guidelines. Alternatively, an analysis could be done using renderings or computer simulations to explore the options for the location and scale of infill commercial and residential development and public spaces prior to amending the comprehensive plan and code.</p>	\$30,000-\$80,000 plus 1 FTE staff	Start in 2013-2014 depending on available resources.	Staff -6 PC -6		
<ul style="list-style-type: none"> o Arch Bridge Center (see Attachment 1, page 10) 	67 Yes/16 No	<p>This area has the potential for the most dramatic positive change in the corridor, largely due to its transportation accessibility (particularly if high capacity transit becomes available) and proximity to the river and Oregon City. It has potential to accommodate employment and higher density housing, if desired. It should be planned in conjunction with the TSP and with consideration of planning for the former Blue Heron site across the river. The plan for this area would set the eastern alignment for the esplanade. Potential redevelopment of the Arch Bridge area is best explored through an alternatives analysis using renderings or computer simulations to identify potential street modifications, the location, scale and character of infill development and public spaces. A public process would be used to test the desirability and feasibility of the alternatives. This effort would yield a master plan that would provide the basis for amending the comprehensive plan, zoning code and drafting design guidelines.</p>	\$80,000 - \$100,000 plus .5 FTE staff (\$156,000 if combined with Bolton)	Start in 2012. Plan for the Arch Bridge and Bolton area together.	Staff -1 PC- 2		
<ul style="list-style-type: none"> o Bolton Center (see Attachment 1, page 11) 	75 Yes /6 No	<p>A plan to provide for appropriate infill development and streetscape amenities could be accomplished with comprehensive plan, zoning code and TSP amendments and new design guidelines. Alternatively, an analysis could be done using renderings or computer simulations to explore the options for the location and scale of infill commercial and residential development, public spaces, and streetscape improvements. In that case, comprehensive plan and zoning code amendments and design guidelines would follow.</p>	\$30,000 - \$80,000 plus .5-1 FTE staff				
<ul style="list-style-type: none"> o Robinwood Center (see Attachment 1, page 12) 	74 Yes/11 No	<p>This area is undergoing change. Planning now would allow the community to shape the development that is likely to occur in the commercial area with the addition of Wal-Mart. Minimally, design guidelines and zoning code refinements should be prepared to ensure that short term development is of a type and character supported by the community and compatible with an ultimate center plan. This area would also benefit from a master plan derived through an alternatives analysis using renderings or computer simulations to explore the options for the location and scale of infill commercial and residential development, public spaces, streetscape improvements and a gateway to West Linn. This work is best done in coordination with the TSP update. Comprehensive plan and zoning code amendments and design guidelines would follow.</p>	-\$35,000 plus .4 FTE staff for interim fixes; -\$80,000 for a center plan	PC: Proceed with both the Robinwood and Arch Bridge projects in 2012. If that's not possible start with Robinwood. Staff: In 2012, refine the zoning code and develop commercial design guidelines. Determine if there is local/commercial property owner support for planning for a center. If so, proceed as funding permits.	Staff -2 PC -1		
<p>Transportation Improvements</p> <p>Complete streets (page 13)</p> <ul style="list-style-type: none"> o Mobility and destination street designations that give higher priority to pedestrians and bicyclists in centers and improve traffic flow on Highway 43 and Willamette Falls Drive outside of centers. 	<p>Average: 59 Yes/15 No 64 Yes/13 No</p>	<p>The transportation related components of the concept vision could be addressed through the update of the TSP expected to be undertaken in 2012-2013. The TSP update would involve a design process to create and evaluate alternatives with the public and to ensure that each element could be accommodated in context. (The City sought but did not receive a grant to perform a TSP update in 2011, reportedly due to a state funding shortfall. Staff intends to reapply during upcoming funding cycle. Grant awards will be made in July, 2012).</p>	\$100,000 and .3 FTE staff	Start in mid-2012 as part of the TSP update. (The TSP update is defacto #1 because the City has to do it - but it needs to be informed by the center plans)	Staff -5 PC -4 (one PC member thinks it should be 1)		

Concept Vision Component	Support at Workshop	Possible Next Steps	Rough Cost /Staffing	Recommendation	Priority	Council Direction	
						Yes/No	Priority
<ul style="list-style-type: none"> o Protected bikeways (see Attachment 1, page 18) <ul style="list-style-type: none"> - Highway 43 - Willamette Falls Drive o Safe pedestrian crossings in key locations o Transit improvements - improved stops and service 	<p>79 Yes/10 No 73 Yes/14 No</p>						
<p>Riverfront improvements along Willamette Falls Drive section</p> <ul style="list-style-type: none"> o Esplanade (see Attachment 1, page 20) 	<p>78 Yes/9 No</p>	<p>In coordination with the TSP and Master Trail Plan and building upon the 2005 Willamette River Trail Plan, staff and consultants would refine the esplanade concept. We would explore with representatives from the mill, PGE, and the future Blue Heron owners the possibility of eventual access through their properties, test the desirability and feasibility of various alignments and access points, and work with the community to decide on the alignment. The eastern alignment would be coordinated with the Arch Bridge Center Plan. The Phase II product could be a typical esplanade cross section and alignment and identification of key trail features/view points to guide acquisition of easements. Design could wait until implementation was pending. The Parks Department currently has approximately \$200,000 set aside for a riverfront trail in this area. These funds could potentially be supplemented with grant funds if easements are secured.</p> <p>Comprehensive plan and zoning code amendments could be done to establish appropriate zoning for the Blue Heron site and potentially adjacent properties that provides for an acceptable range of uses and prohibits undesirable uses.</p>	<p>3 FTE, and \$25,000</p>	<p>In 2012, secure an appropriate easement for the esplanade through the Blue Heron site and the adjacent West Linn Paper parcels. Establish the esplanade alignment and secure other needed easements as possible and finalize the design when funding for implementation is available.</p>	<p>Staff -3 PC -3</p>		
<ul style="list-style-type: none"> o Blue Heron site (see Attachment 1, page 21) 		<p>Evaluate the potential of reuse of the recycling center and discuss options for the bus garage with the property owners. Develop site plans as appropriate.</p>	<p>.3 FTE</p>	<p>In 2012, rezone the Blue Heron site and adjacent property as appropriate.</p>	<p>Staff -4 PC -5</p>		
<ul style="list-style-type: none"> o Potential overlooks along Willamette Falls Drive (i.e., at the recycling center and/or bus garage). 			<p>?</p>	<p>Coordinate with esplanade planning</p>	<p>Staff -7 PC -7</p>		