

**PLANNING COMMISSION  
WEDNESDAY, MARCH 11, 2015  
6:00 P.M.**

**Wilsonville City Hall  
29799 SW Town Center Loop East  
Wilsonville, Oregon**

**Approved  
April 8, 2015  
With Correction on Page 1**

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**Minutes**

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**I. CALL TO ORDER - ROLL CALL**

Chair ~~Alman~~ McGuire called the meeting to order at 6:02 p.m. Those present:

Planning Commission: Marta McGuire, Eric Postma, Al Levit, Peter Hurley, Phyllis Millan, and Jerry Greenfield. Simon Springall and City Councilor Charlotte Lehan arrived after roll call.

City Staff: Chris Neamtzu, Barbara Jacobson, Miranda Bateschell, Jennifer Scola, Jon Gail

**II. PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was recited.

**III. INTRODUCTION OF PLANNING COMMISSIONER, SIMON SPRINGALL**

Chris Neamtzu, Planning Director introduced Commissioner Springall, noting that he had served on the Development Review Board for several years, was passionate about the environment, and employed by Mentor Graphics.

Commissioner Springall said he has lived and worked in Wilsonville since 1996. He was happy to be part of the Planning Commission, and looked forward to working on the Memorial Park and Frog Pond Master Plans, noting he is a member of the Frog Pond Task Force. He hoped something could be done with Town Center in the near future.

**IV. ELECTION OF 2015 PLANNING COMMISSION CHAIR AND VICE CHAIR**

**Jerry Greenfield nominated Marta McGuire as Chair of the Planning Commission for 2015. Phyllis Millan seconded the nomination. Marta McGuire was unanimously elected as the 2015 Planning Commission Chair.**

**Al Levit nominated Jerry Greenfield as Vice Chair of the Planning Commission for 2015. Martha McGuire seconded the nomination. Jerry Greenfield was unanimously elected as the 2015 Planning Commission Vice Chair.**

**V. CITIZEN'S INPUT** - This is an opportunity for visitors to address the Planning Commission on items not on the agenda. There was none.

**VI. CITY COUNCIL LIAISON REPORT**

Councilor Lehan arrived during the Other Business agenda item and addressed these questions and concerns regarding the City's new logo at that time.

Commissioner Greenfield expressed his concern about the urban growth management decision and its effect on the Frog Pond development. It seemed completely unreasonable that a

community across the county that was seeking disincorporation should be able to stymie development in the Metro region. He asked if the City had any recourse available.

Chris Neamtzu, Planning Director, explained Commissioner Greenfield was referencing the article on the front page of today's The Spokesman regarding what was happening with the urban growth boundary at the regional level. He said he would provide a synopsis of events which were evolving daily as an item under Communications of the agenda.

## **VII. CONSIDERATION OF THE MINUTES**

### **A. Consideration of the January 14, 2015 Planning Commission minutes**

The January 14, 2015 Planning Commission minutes were approved 5 to 0 to 2 as presented with Al Levit and Simon Springall abstaining.

## **VIII. WORK SESSIONS**

### **A. Communications Plan**

Chris Neamtzu, Planning Director, introduced Jon Gail, who has been a great addition to the Administration Department. He explained the Communications Plan was a refresh of the previous Plan drafted by Mark Ottenad. Mr. Gail had given a work session update of the Plan to City Council, and since the Planning Staff and the Commission were prominent in the Plan, he wanted to provide an opportunity for Mr. Gail to present the updated Communications Plan to the Commission.

Jon Gail, Community Relations Coordinator, said he has lived in Wilsonville since 2002 and has been employed with the City for about a year. His children attend Wilsonville schools and so he was connected to the community. He was amazed at the amount of work going on in the city. He thanked the Planning Commission for their fabulous work and was now happy to be involved firsthand. Formerly, he was employed by the State of Oregon and the City of Portland in a variety of communications roles.

- He presented the Communications Plan, which was included in the meeting packet, via PowerPoint, describing the City's internal and external communication goals and the various methods used to keep Wilsonville citizens well informed about what was happening. He said Wilsonville's citizens were extremely happy with work the City was doing in the community. Although no one was present at tonight's work session, encouraging public participation was important because controversial issues might arise in the future.

Comments and suggestions from the Planning Commission regarding the Communications Plan were as follows with responses from Staff as noted:

- Mr. Gail admitted the City was not doing a good job of reaching out to the Hispanic population in terms of bilingual information on the website or printed materials. However, SMART was getting more involved in producing more information about transit in Spanish.
- There were many disjointed calendars throughout the city and, as was discussed with City Manager Bryan Cosgrove, the Chamber is interested in coordinating with the City to bring the calendars together and avoid creating more calendars by having them separated too distinctly.
- Mr. Gail affirmed that the Tourism Development Strategy called for the formation of a Tourism Promotion Committee, yet to be constituted, and the development of a Wilsonville tourism website was a priority. Mr. Cosgrove has asked that those efforts move forward this year; however, no firm date had been set. Whether the tourism website would have the same branding theme as the City was also uncertain.

- The size and amount of detail in the Communication Plan and the variety of ways the City was reaching out was impressive.
- Information about how to contact the City or get involved should be cross-pollinated on Twitter, Facebook, YouTube, and other social media outlets. For example, **Notify Me®** (Slide 20), the email subscription option provided by the City notifying subscribers about specific issues or committees, should be promoted via social media.
- Small City ads were being placed in the Boones Ferry Messenger to notify citizens of things they might not know about, such as being able to ride SMART buses for free in Wilsonville. These ads could also be used to promote signing up for Notify Me® or joining the City's Facebook page.
  - Those same ads would make great tweets on Twitter and great Facebook posts.
- The Boones Ferry Messenger was a great medium for obtaining very useful information about the city and was constantly seen being read and discussed by neighbors, so it was good to see that it would be continued into the future.
- Having a unified calendar was a wonderful idea to work toward because people prefer getting information in one place and tend to quit searching for information when directed to a second site.
- A Youth Leadership Academy would be a wonderful opportunity for high school students to learn about civic engagement and foster leadership.
- Distributing new resident packets provided a great opportunity to encourage partners and share information on services available within the city.
- Social media is a great avenue as everyone was on Facebook, but the City needed some kind of a catalyst or hot topic to bring people in, such as posting a silly video to get a bunch of likes, and then people would get updates.
  - The City could build on the social media discussion regarding the Wilsonville logo and attach the Notify Me® link so people would know the next time branding strategies were discussed.
- Page 13 of 86 of the Staff report (page 8 of the Communications Plan), discussed the functions of the legal department and the fact that Barbara Jacobson attends all Planning Commission and DRB meetings should be noted.
- The acronym NPDES used on Page 14 should be more clearly defined.
- The Organizational Chart on Page 10 of 86, which defined the functions of the City's boards and subcommittees and to whom they reported, should be updated because some things seemed to have changed from what was shown in the chart.
- On Page 25 of 86, Item B Externally Produced Communications, was a good list of what the city should be putting out, but to correct misinformation should be added to the list; otherwise the City was reactive to misinformation and often, it was just faster and easier to kill misinformation.

Commissioner Levit said he took the results of the Community Survey with a grain of salt. The Boones Ferry Messenger was likely the major source of information, but in 2012, people believed the SMART bus system was terrific and rated it highly, however, most people did not use SMART. He believed much of the survey feedback regarded an awareness that things exist so they should be a good source of information, even though people might not actually use them.

- Mr. Gail noted the survey was sent to 1,200 people and was scientifically valid.
- The Wilsonville Community Seniors Inc. (WCSI) Gazette, the community center newsletter, included a picture of the front of the community center but did not have any people in it, which was quite uninviting. It should be easy to obtain written approval to use a picture of a person walking into a building.
  - The newsletter suggested that those receiving the newsletter should make a donation for getting the newsletter; it was not required, but it was suggested.

- Mr. Gail noted Staff worked to have pictures of people in the Boones Ferry Messenger. Universally, no one ever declined to have their picture taken. He would pass the comment to Senior Programs Manager Patty Brescia for follow-up.
- Bicycle and pedestrian maps for getting around the city should be included in the list of Brochures (Page 28 of 86).
- Legal/Public Notices; Display Advertisements on Page 29 of 86 should list that DRB hearing items and information are displayed on a sandwich board at the site. This was a good thing that the City was already doing.
- The public hearing notice procedures, which began on page 35 of 86, did not identify which City position was responsible for getting things done. The concern was that the ball could be dropped if someone did not know a task was their responsibility.
- One metric for improving the City's promotions would be how many people attended meetings; though it was difficult to get people to meetings and to determine the number of people attending online.
- Concern was expressed about people not knowing the City's regulations, for example, that a permit was required for tree cutting, and, if a tree removal permit was obtained and the tree replaced, the City would reimburse the property owner. The new resident packet and an article in the Boones Ferry Messenger could feature such City rules, including leash and scoop laws.
  - Mr. Gail replied articles about such regulations run in the Boones Ferry Messenger every year.
- Public information about Wilsonville was very important to those considering living or working in Wilsonville and the City was doing a very good job in that presentation.
  - The immediate development of a new resident welcome packet was strongly urged. Other communities have a Welcome Wagon, but as a town, the City could do a better job to help orient new residents.
- Having a unified calendar was a good idea and making it available for mobile devices was suggested; perhaps a Wilsonville app could be created.
- The Wilsonville Police Department was a great resource and should be contacted to learn positive things to put on Facebook.
- A weekly Facebook posting entitled Rumor Control was suggested. Staff could share what people were contacting the City about most, and posts could address everything from whether this was actually the rainiest week on record to what business was going in at the Kraven's site.
- Information about regulations in the Boones Ferry Messenger, such as trees or leash laws, should be informative, but conveyed in a light or happy manner, such as through humorous pictures or comics. Citizens did not need to be cited City Code sections.
- Using announcement boards at Wilsonville's largest retailers, such as Albertson's, Fred Meyer, Lamb's, Target, and Costco, would reach and inform about 85 percent of Wilsonville's citizens. The City could agree to update and maintain the boards, which could be erected all year long or for temporarily periods. A QR code could be added to the announcement to get people further engaged.
- Use of a 311 number to call in issues for a city was discussed at the Smart Growth Conference; however creating, subscribing, and implementing a 311 system would be cost prohibitive. It would have to be done through the County.

Mr. Gail appreciated the ideas presented and encouraged the Commissioners to contact him with further comments.

Mr. Neamtzu added that SMART Transit was doing something unique with regard to meeting bilingual needs. He learned from Transit Director Stephan Lashbrook that SMART subscribes to an economical service that provides translators for 27 languages. Fees are only charged for the

calls fielded on the City's behalf. If a person said Spanish or Espanola they would immediately be connected to a translator.

- He noted the City did have people on staff who were used regularly for front counter communications and translation, and the City contracts with individuals who would do sign language for public meetings.

#### B. 2014 Housing Report (Bateschell)

Chris Neamtzu, Planning Director, explained that he had tasked Assistant Planner Jennifer Scala to follow up on the Commission's recommendation during the Goal 10 Housing Analysis to develop an annual report that would highlight the housing developments in the community. He noted a corrected, edited version of the Wilsonville 2015 Annual Housing Report was distributed to the Commission at the beginning of the meeting to replace the original Report that was included in the meeting packet. The report was a work-in-progress that would be polished moving forward and would serve as a tool to assist in future Urban Growth Boundary (UGB) discussions by quantifying the City's residential development activity.

Long-Range Planning Manager Miranda Bateschell and Assistant Planner Jennifer Scola presented the Wilsonville 2014 Annual Housing Report via PowerPoint. Ms. Bateschell reminded that the City completed its Housing Needs Analysis in May 2014, and published the Wilsonville Residential Land Study. She reviewed the benefits of the Land Study, which recommended monitoring residential development activity on an ongoing basis rather than just having a snapshot of residential activity from 2014.

The 2014 Annual Housing Report was created to track what occurred in 2014, and Staff would continue providing these annual reports. Staff sought the Commission's input on the 2014 Housing Report to inform future reports.

Discussion and feedback from the Planning Commission was as follows with responses by Staff to Commissioner's questions as noted:

- The report needed to make clear that the net acres were actually net acres that were already built on as opposed to the complete project. Originally, the net acreage would never accommodate the average lot size for the full development, so making that clear would make a big difference.
- The definitions for the single-family large, standard, medium, and small houses were Villebois terms from the Villebois Master Plan.
- Detached row houses were a new housing product unique to Villebois and created in response to market conditions. The brownstones constructed along Barber Street portrayed the image originally envisioned, but the Master Planner went through a Code amendment process with the Commission to create new standards that would detach the row homes because they were faced with lending and banking issues, including the loan devaluation ratios on structures, so multi-family housing was just not happening; attached blocks of eight row homes were a thing of the past.
  - Detached row homes have a specific dimensional lot size. Code was created that defined the detached row house product type, which typically involves a passive/active configuration between the homes where one homeowner accesses their courtyard between the two homes that was often reciprocating on a portion of the neighbor's property and then the neighbor had the same configuration with the next adjoining property. A fundamental aspect of the detached row houses was having no windows on the passive side of the neighbor's home looking into the courtyard to afford privacy. The homes were usually 18 ft to 20 ft wide and had unique setbacks.

- Copper Creek had a similar configuration with 6 ft setbacks between buildings and 3 ft setbacks to the property line.
- The Housing Report was well done and a spectacular way to describe and stay abreast of all the housing development activities in the city.
- Staff was still discussing the report's intended audience, but primarily, it was intended for the City to track and better understand residential development activity and what that would mean in terms of capacity, supply, and the needs of the community. Staff would also share the report with the Commission and City Council as the City considered what would best be suited for the City's long-range planning activities. The report also provided good information for Staff's discussions with Metro regarding urban growth management decisions made regionally.
  - Staff welcomed any suggestions as to who else might be interested in the information.
  - The intended target audience would always inform the language. Staff needed to decide how technical the report should be; for example detached row houses and specific Villebois terminology, as well as acronyms familiar to the Planning Commission, DRB, and City Council would not be familiar to most citizens.
    - The graphs on Page 31 showing the 20-year forecast was very interesting, but not many people would know that "HHs" referred to households.
- The Planning Department was commended for its work and the publication as a whole spoke to the City's goals. The document needed to be target-market friendly, accessible, and drafted to all citizens; however, if the audience was more technical, an Executive Summary should be included. Acronyms and technical terms, such as HHs, net density, and gross density, should be clearly defined.
- The graphs on Page 31 were concerning. They seemed to indicate that in the past year the City had used 10 percent of its households, but had approved 14 percent of its acreage for development according to Metro's forecasts. With densities of 9 units per acre and greater on most developments, how could the City be at 14 percent of its forecasted land use for 10 percent of the forecasted households?
  - Ms. Bateschell agreed greater clarity was needed, even internally. She explained that the left graph showed actual permitted households that were counted towards the expected households. The right graph looked at the acres dedicated by the approved plans and involved potential development over the next couple years, not necessarily those built in 2014. In reality, the graphs involved two different numbers, which was due, in part, to how the buildable lands inventory was counted and the timeframe for the development of that land, which was calculated in gross acreage as opposed to net acreage. This was why things looked dense; however, about one-third of the land was for the development of open space and right-of-way, which was the reason for the differential.
  - The graphs needed to be explained better, because they did not seem to add up.
  - Getting this information out to the public was absolutely critical. Wilsonville had a sincere problem in that the city was currently growing significantly faster than Metro's forecast. Grassroots support from citizens who understood the fight and contacted Metro would be required for the City to get additional lands from Metro. The public needed to understand the issue and why the City needed their help.
  - If the entire circle of each graph represented a 20-year horizon, it did not make sense that 10 percent of permitted households would be used up in one year. According to a quick calculation based on the population and the total number of new homes built in one year, there would be 30 homes, but clearly many more had been built.
  - More information was needed in the report to help people understand the fast rate at which Wilsonville was growing compared to the rate the City was being allowed to plan for.
- The Housing Report was one of the important recommendations resulting from the Housing Needs Analysis. The City was now tracking housing locally, which would be an important metric in the future.

- While the report was primarily for internal use, it would be useful to share with the public.
- Adding more information or a table that illustrated the yearly calculations of the City's growth rate over the last 10 years was suggested, as well as including table(s) illustrating how housing values and the City's population had increased from 2013 to the present.
- The circle graphics on Page 31 were confusing, but the community profiles and case studies of what was actually happening were great in providing a big picture perspective. People are interested in what was on the ground, and the report included all the major developments that have occurred in Wilsonville.
- Mr. Neamtzu believed the total valuation figure came from the building permit and represented the value of the home's construction, exclusive of the finished product, i.e. land cost, tile, finishes, appliances, etc. It was not a sales price. He believed an important nuance existed which he would double-check.
  - Ms. Bateschell added total valuation figures were provided for homes that had been issued building permits in the first section of the report, not for the section discussing approved plans.
- The total valuation amounts should be rounded off for simplicity.

Mr. Neamtzu clarified that development of the approximate 15-unit Fox Center Townhomes located on Wilsonville Rd across from the middle and elementary schools remained basically unchanged after a year. The construction rate was very slow and moss started to form on the concrete foundations. The City had inquired about the status with the builder, who explained that permits for vertical construction were pending issuance. Permits had been issued for earthwork, utilities, and work was happening on the site. The City's building official was calling the project manager again this week to determine the project's status. Staff had been told numerous times that the deal was real and the money was coming. He did not have an explanation about why construction had not progressed.

## **IX. OTHER BUSINESS**

### **A. 2014 Planning Commission Work Program**

Chris Neamtzu, Planning Director, reviewed the Work Program included in the meeting packet with these key additional comments:

- The Planning Commission would host the Frog Pond Open House on April 2 as the Committee for Citizen Involvement (CCI). Frog Pond Task Force and Technical Advisory Committee meetings were scheduled for next Thursday night, and both meetings would lead into the April 2 open house, followed by additional work sessions with the Planning Commission and City Council.
- Ms. Bateschell has been working with DKS & Associates and the City's engineering staff on Transportation Performance Modeling, which was a follow up piece to the Transportation Systems Plan (TSP). This modeling project was master planning work that would build a track record and provide the ability to monitor and change in conditions, usage, and multimodal activity.
- A presentation on the pipeline alignments and routing being considered for the Hillsboro Water Pipeline Project would be added as a work session.

Commissioner Springall noted the draft alignment had been posted on Washington County's website and comments were being accepted. The proposed alignment followed 124<sup>th</sup> Ave, the new highway proposed south from Tualatin, and would run along the new Kinsman Rd in Wilsonville.

The Planning Commission discussed its role as the CCI and whether the CCI might function better as a separate body with separate membership. Concerns were expressed about the

staffing implications of maintaining a separate body and the need to update a new group of people on a number of issues, which would be difficult. The CCI's purpose was to ensure public engagement was occurring on issues presented to the Planning Commission, which was an obvious role of the Planning Commission anyway. The CCI structure of West Linn and Tualatin was different than Wilsonville and might be worth discussion. Those cities utilized a federated CCI system where local neighborhood boards fed into the planning commission or city council.

- Mr. Neamtzu noted the Planning Commission has had many discussions about the roles of the Commission versus the CCI over the years. He confirmed that Statewide Planning Goal 1 identified the CCI as a separate body, as did the Comprehensive Plan. The Planning Commission basically sat as the CCI. He was comfortable using the Chair and Vice Chair of the Planning Commission for the CCI Chair and Vice Chair positions, noting the April 2 meeting would be an open house so no CCI Chair would be required.

Following discussion, the Commission consented to maintain the Planning Commission Chair and Vice Chair for the CCI. Staff confirmed no formal elections would be required. A discussion would be held at the next CCI meeting to summarize the CCI's decision which would be included in the minutes of that meeting, and a resolution could then be adopted that the CCI would maintain the same officers as the Planning Commission.

Councilor Lehan arrived during the Commission's CCI discussion and explained that she had been attending the Comcast franchise meeting upstairs, which was quite heated. On behalf of the City, she expressed her appreciation of the work the Planning Commission did. She addressed questions from the Commission about the City's branding strategy and the process that resulted in the City's logo with these key comments:

- The chosen City logo was not her favorite. She was concerned because the description piece was historically inaccurate and bordered on offensive to some groups. She described how the logo's look had evolved, originally looking like a police badge and Colorado. She liked the addition of the water piece because water was so central to Wilsonville, in terms of transportation and being the first to the Willamette River. She tried view the W as farm fields rather than mountains because Wilsonville was as flat as Kansas. Wilsonville was different from Sherwood, Tualatin, West Linn and Lake Oswego because the city was the first piece of flatland that opened to the Willamette Valley, but the logo did not capture that as well as it could.
- As far as the process of moving from Point A to B, the consultant, who was well regarded for their graphic design capabilities and she understood they did a lot of research and outreach in the community. The consultant met with each City Councilor individually, who were sworn to not share their opinions on the topic with one another. She saw the second version of the logo at the City Council meeting when the design was pretty much set. She understood the design was vetted through various groups, she was not sure which ones; staff groups, community members, other boards and commissions, the library group, perhaps.
- She had suggested that the consultant solicit opinions from young people by contacting high school graphic design class, for example, and college-aged people because a logo was designed to go forward in time and those were the people who should be comfortable with the logo going forward. She did not believe input was received from younger people.
- Jeanna Troha had the most knowledge about the exact process, but in the long run, she believed the logo would work because there were a number of ways it could manifest itself.

Additional comments from the Commission were as follows with responses from Councilor Lehan and Staff as noted:

- The process was disappointing and not consistent with the City's character general transparency in how things were done. The logo design was one of the more important

things that had happened. A more open process with additional feedback possibilities should have been followed.

- Councilor Lehan explained it was extremely difficult to group-design a piece of artwork, and at some point it had to be referred to a graphic design type person or company and to give them feedback. She believed the consultant could have asked for more versions of feedback, but then perhaps that would result in a really weird looking logo that no one liked. She reiterated the importance of getting input from younger citizens.
- No one on the Planning Commission was asked for input on the logo, nor was input requested from those subscribed to the City's email system. The logo looked ridiculous.
  - Councilor Lehan noted she would have chosen the interim oak tree logo currently on the City's vehicles.
- Neither the Chamber of Commerce nor any of its membership was approached for feedback on the proposed logo. The non-transparent and problematic process was disappointing and young people and young businesses should have been approached for input. It was arrogant for one generation of people to create a logo for another generation without receiving input and presume what the other group would like.
  - Councilor Lehan added, or how the other group would interpret the logo design; whether it would speak to them. She noted the text of the description piece would be changed.
  - Mr. Neamtzu clarified the historical inaccuracies in the longer story piece would be cleaned up.
- The issue had blown up on social media. What was surprising was that the City tried so hard to get people to meetings to talk about neighborhood decisions, but then no feedback was requested on the logo, which got comments from every corner of Wilsonville.
- Understandably art was very subjective, and City Council would never get complete consensus, but given the response, perhaps Council would consider having a logo run off between three designs, which would go a long way in gaining public support. Council could take the input from the contest to ultimately make the decision.
  - A contest would be a great way to get citizens to like the City of Wilsonville Facebook page.
- It was good to see people involved and that they cared about the city, so the City should find a way to leverage that and not make people feel dismissive but rather, a part of the decision making process.
- If citizens' touch with civic engagement was negative, then they would no longer want to participate.
- From feedback in the community, people seemed to resonate with the oak tree and the new design looked too institutional and cold.
- The process seemed dismissive and not involving people in the process of choosing the logo that represents the City and community was counterintuitive. People inquiring what to do were advised to reach out to City Council and the city manager.
- City Manager Brian Cosgrove's email address had been posted on Facebook and people were encouraged to contact him about the logo.

#### B. Smart Growth Conference Briefing (Levit/Bateschell)

Miranda Bateschell, Long-Range Planning Manager, highlighted some key things from the Smart Growth Conference held in Baltimore in January that she believed might be useful for the City as follows:

- Community engagement tools, including new tools available on social media, as well as crowd sourcing and open source type tools that could be customized to a particular community were discussed. She has been thinking about how these might be implemented to engage community members, who were not involved or do not attend meetings, in upcoming and ongoing planning projects and long-range plans.

- Temporary uses were also discussed and the concept of activating unused parking spaces or vacant lots with temporary uses, which might be relevant for Town Center.
- Urban farming was relevant in Baltimore due to high vacancy rates and a decline in development, which were not issues in Wilsonville. However, the connection between urban farming and local food markets was relevant in Wilsonville. Presenters discussed how local farmers helped create farmers' markets which revitalized downtown main streets and had a catalytic effect on the local economy with that money staying within the local economy. The City could cultivate more of this activity to facilitate more economic wealth locally, especially since the community's foundation was in farming and Wilsonville was still surrounded by farmers. This concept would also feed into the upcoming Town Center Master Plan update.

Commissioner Levit discussed his highlights from the Smart Growth Conference with these key comments:

- Baltimore was a different city than Wilsonville or even Portland. He toured the harbor thinking there might be something that could relate to the Willamette River, but he found nothing relevant. He noted the second biggest coal shipping company in the country operated out of Baltimore, but Baltimore did not receive a blow-back from coal shipping.
- One furniture making business, which had been in a rundown neighborhood for years, decided to remodel their facilities rather than moving and they opened up space for the community to use free of charge for meetings and get-togethers, which worked well to bring business and community together. He did not see that happening in Wilsonville, outside of churches.
- One progressive developer focused on developing homes for teachers because he realized that Baltimore's housing cost too much for teachers. With the assistance of non-profits and rent support, he turned an old warehouse into condos for teachers, and then building on that concept, he acquired and remodeled an entire block of attached row houses and put them on the market, solely for teachers, and they sold in 30 minutes. He was now developing more of that neighborhood.
  - The developer had used acquisition loans, which were loans from the city and a concept Wilsonville might consider. The developer leveraged the money from the acquisition loans to access other funding and commence the projects with upfront money, which might be helpful in Wilsonville.
- There was a lot of information on bike share, though he would not recommend it in Wilsonville because most bike share programs seemed to focus on getting people to transit. The City of Nashville surveyed their citizens and determined that on average, people had four minutes of active lifestyle per week. They were trying to increase that number to 150 minutes per week with the bike share program.
- Comments were made about supporting transit. San Francisco instituted an additional \$1 to tolls and Arlington added \$8 to car registration fees for transit bike/pedestrian projects and advocacy.
- He learned about [www.codeforamerica.org](http://www.codeforamerica.org), a data driven organization whose goal was to build open source technology, and organize people and networks to make government service simple, effective, and easy to use. The service was essentially free and Mayor Knapp was excited about the potential.
  - Code for America had Streetmix, an application used to get design information from citizens at charrettes and online by enabling them to create their own street profiles.
  - In a study of about 30 projects, complete streets were generally safer as walking and biking increased, though driving was about the same. Employment increased in some areas. Code for America stressed telling people about the benefits and results. He believed Code for America would be good for Wilsonville because there were so many projects.

- **National Association of City Transportation Officials (NACTO)** was preferred over the American Association of State Highway and Transportation Officials (AASHTO). NACTO was apparently friendlier toward development.
- If the City ever had hired a bike coordinator, he has a lot of good ideas about setting up a good biking program and getting businesses involved.
- At the conference, there was a debate about whether millennials or baby boomers would dictate the future of our cities. Several statistics were provided, including:
  - About one third of the baby boomers would not be able to sell their houses because they were too big and there was no one to buy them.
  - 80 percent of retirees want stay in their community. The top three wants were a bus stop, grocery, and a park close by, which was good to remember while planning if the City wanted Wilsonville's population to stay.
  - Too much large lot development would hurt resale.
  - More mixed-use sources were needed for the suburbs and more universal designs were needed for homes to provide better handicap accessibility.
  - More housing options were needed for millennials to move up; essentially communities should focus on who would be coming to the community in the future, as opposed to who was presently in the community.
  - According to the vote of the audience, baby boomers would control the future of our cities.
- It was an interesting conference; at least 200 organizations were represented, and although about 1,200 people were registered, about 200 people did not show up.

Ms. Bateschell added that at the beginning of the lively debate, 60 percent of the audience believed millennials would drive what suburbs look like in 20 years. At the end of the debate, it had flipped, and 60 percent believed the baby boomers would drive suburbs in 20 years.

- One interesting point was the focus on who had clout, power, economic opportunity, and wealth, and who typically came to meetings and participated on boards, all of which described the baby boomers. She believed this might be why some people shifted their mindset.
- Another interesting point was that baby boomers were the first generation of people living significantly longer and taking care of their parents. These experiences might change what baby boomers want as far as retirement, as well as the type of lifestyle and designed community they want to live in.
- Additionally, millennials were willing to move anywhere, but they wanted the experience. They were fine living in a suburb, but wanted to have connectivity, ride their bikes, walk and have lots of options and places to go. Surveying millennials and baby boomers showed everyone wanted the same things, including a pharmacy, bus stop, grocery store, and park nearby. By planning for these things, cities could create communities to serve both populations.

## **X. COMMUNICATIONS**

### **A. Metro 2015 Urban Growth Management Decision**

Chris Neamtzu, Planning Director, reviewed the memorandum dated February 12, 2015, which was included in the meeting packets and prepared by Metro's Deputy Planning Director John Williams, and Ted Reid, Metro's staff person in charge of the Urban Growth Report (UGR). He reviewed the history and subsequent actions related to the Court of Appeals' remand of the urban reserve area specific to the Stafford area and the Order published by Land Conservation and Development Commission (LCDC). That LCDC Order was also appealed with the hearing taking place in Salem tomorrow. Because the appeals left the lands in limbo, there were no urban reserves by which Metro could make a growth management decision in 2015. They were without a supply of 50 year land to choose from because no acknowledged decision existed regarding the urban reserves. With no reserves to draw from, the memorandum from Metro outlined possible

options for Wilsonville, which he described. His additional comments were as follows with responses to Commissioner questions as noted:

- He believed the best option for Wilsonville was to work on the policy discussions included on Page 2 of the memorandum, specifically the questions about the point in the range forecast, Damascus, and the City of Portland.
  - Metropolitan Technical Advisory Committee (MTAC) and Metro Policy Advisory Committee (MPAC), the regional committees who advise the Metro Council, would discuss the policy choices and hopefully inform a shortened cycle on an urban growth boundary (UGB) decision. The appeals would likely drag on for at least one year, so the City could have reserves in place within one to two years. The regional committees discussing the policy considerations over the next seven or eight months could affect changes to the UGR in a couple of years. The delay would also change the data set used for growth management and forecasts; rather than using recession development and recovery data from three to four years ago when the economy was in bad shape, today's data would be used.
- Essentially, no urban growth management decision should be expected in 2015. The City was strategizing around the Metro Council engaging the region to discuss the three options, and perhaps, larger policy discussions were needed regarding the entire UGB process. The City was certainly interested in that policy discussion and would engage neighboring jurisdictions, such as the City of Hillsboro to discuss possible fixes that could be made to the process.
  - He reminded that Metro had changed from the old soils-based approach to the urban reserves approach. The soils-based approach did not work well for various reasons and would exclude Advance Road from the conversation because the Advance Road area was zoned Exclusive Farm-Use (EFU), which was automatically off the table as far as urban consideration.
  - The frustration was that no certainty existed that Wilsonville would be able to get and use urban reserves because the capacity in the region, and that zoned in the City of Portland, was sufficient to meet growth demands; although everyone recognized their client tastes were different. Some people want to live in Wilsonville, while others want a tower in the Pearl District.
- There were major problems and challenges to sort out and Staff has been meeting with Metro staff and electeds. The urban growth management issue was front and center for the City Council, and Mayor Knapp was doing a fantastic job telling Wilsonville's story in many territories and places, presenting to the National Association of Industrial and Office Professionals (NAIOP), the Homebuilders Association, and in Salem.
- He explained Damascus was anticipated to produce about 10,000 units in the last 10 years of the 20-year planning cycle. Even with the 10,000 units removed, no demand was shown for growth and there were still several thousand units beyond Damascus alone. Damascus was likely to get significantly discounted, and Happy Valley could pick up a lot of it. Only time would tell what would happen, but the policy decision definitely had to be discussed and tweaks made to the UGR to close the surplus gap and bring it closer to a need for growth.
  - If all 10,000 units were removed and Metro Council chose a high point in the projection, that the area would really grow, have a lot of jobs and need a lot of houses, statistically, it was less likely to happen because the middle point of the range was the most statistically likely place to have something happen, and further toward the edges of the bell curve, the less likely certain things would happen, which was why the UGR was so important. The Housing Report would enable Wilsonville to tell its story annually and provide years of documented data to more accurately calibrate the models to reflect what was really happening here.
- He confirmed all urban reserves were in limbo, including the 60-acre orchard in the urban reserve area west of Wilsonville and south of Wilsonville Rd, because the appeals on the

limited areas which prevented anything from being codified. He confirmed 181 acres of the Frog Pond planning area was inside the UGB, having been added in 2002.

- The work on Advance Road was important and would continue. The West Neighborhood could move forward pending approval of a concept plan and the implementation strategy which was Phase 2 of the project. The work to complete the zoning strategy and define the codes to be applied to the area would continue throughout 2015. The City's prior May deadline for the concept plans to be considered by Metro Council for a decision at the end of the year was no longer applicable, however the work program would proceed as originally designed.

Commissioner Postma noted the UGR showed Damascus was expected to grow in housing at a rate faster than every city in the Portland metro area, other than the City of Portland, and even outpace Wilsonville's building growth. In fact, Damascus would have to build annually the number of homes built by both Wilsonville and Tualatin in order to keep up. The Housing Report served another purpose by showing how fast Wilsonville could grow and that the City was doing a fine job... expected growth rate, calling into question how Damascus could keep up at a pace twice that level.

## **XI. ADJOURNMENT**

Chair McGuire adjourned the regular meeting of the Wilsonville Planning Commission at 8:34 p.m.

Respectfully submitted,

By Paula Pinyerd of ABC Transcription Services, Inc. for  
Linda Straessle, Administrative Assistant III