

Project Approach



The project will be completed in three phases:

Phase 1: Work with the community to develop a long-term, conceptual vision for the Highway 43/Willamette Falls Drive corridor. The focus of Phase 1 is a City-wide visioning workshop at 6:30 p.m. on September 29 in the Rosemont Commons at Rosemont Middle School. The [themes and design concepts coming out of the workshop](#) will be posted on this site to give people an opportunity to clarify or identify the preferences for the future of the corridor. Staff will present the community's preferences for the future of the corridor along with the consultant's feasibility analysis to the City Council to determine whether there is support to proceed to the next step of refining the vision. The key Phase 1 activities include:

- Identifying needs, desires, opportunities and barriers to address during the planning process
- Identifying places the community believes should be preserved, enhanced or changed
- Identifying the physical and regulatory constraints in the corridor
- Developing alternative design concepts for community consideration during brainstorming about the vision

Phase 2: Refine the vision through more and more in-depth community engagement.

Phase 3: Implement the refined vision as warranted through amendments to the City's Comprehensive Plan, zoning ordinance, design guidelines, public investment and related development strategies.

Advisory Committee. A citizen advisory committee has been formed to help:

- Identify issues and opportunities that should be considered when planning for the corridor
- Advise on public outreach so people are informed and involved in the project in a meaningful way
- Generate ideas for the consultant to work from when developing alternative concepts for consideration at the September workshop
- Serve as a sounding board for the consultant's concepts before presentation at the September 29 workshop

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Supporting Documents



[Study Corridor Map](#)

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