

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 Meeting announcement from West Linn Chamber of Commerce in weekly email notice	Presented project purpose and objectives to Chamber of Commerce Board of Directors
11 September 29 Workshop notice posted on Chamber of Commerce events calendar	
12 Meeting with Neighborhood Association Presidents	Presented project purpose and objectives to Presidents of West Linn Neighborhood Associations
13 Phoned Neighborhood Association Presidents	Telephoned NA Presidents to encourage their participation and their neighborhood's participation at the September 29 Workshop
14 Emailed Neighborhood Association members	Emailed NA member lists to encourage participation at the September 29 Workshop
15 September Utility Bill Update	Article in utility bill announcing date of September 29 workshop and project objectives
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	Posted notice of September 29
27 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.

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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.

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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@westlinnoren.gov

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

To take the survey, visit <http://westlinnoren.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:

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:

[REDACTED]

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.

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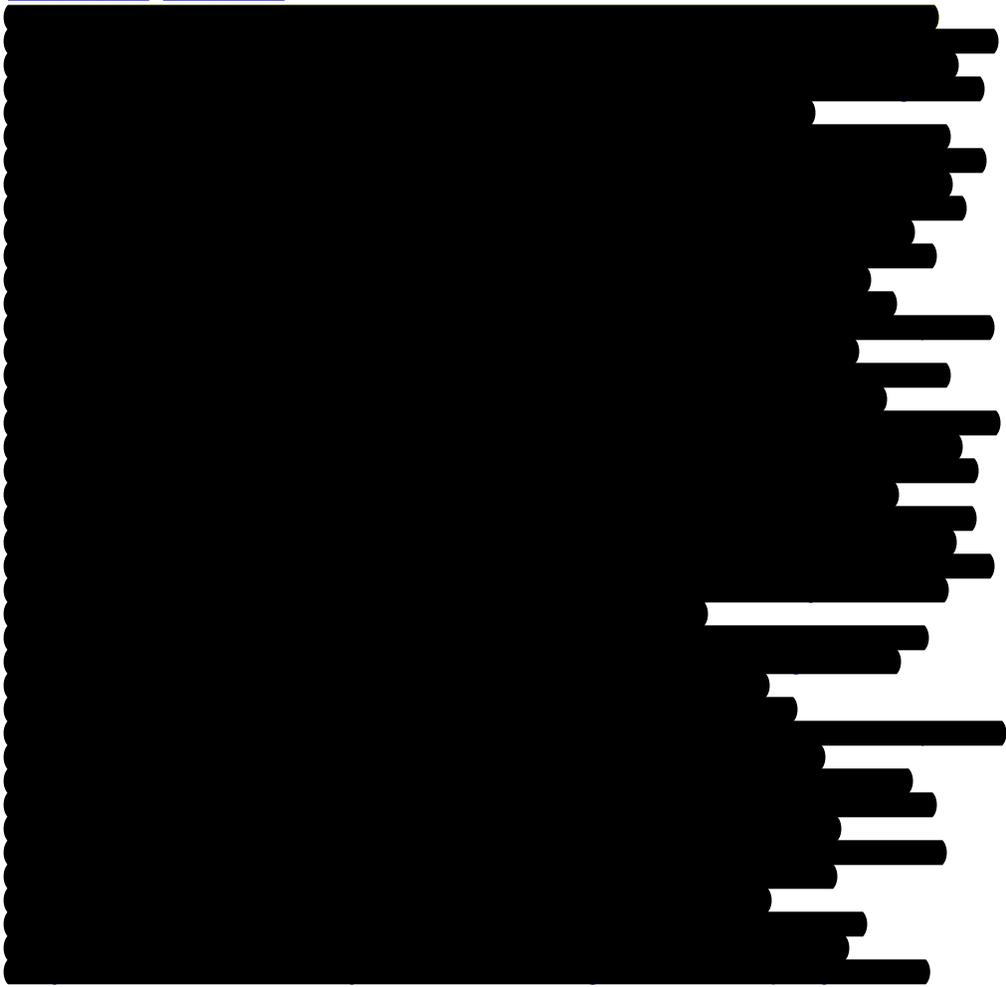
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From: [Pelz, Zach](#)
To: [Pelz, Zach](#)
Cc: [Javoronok, Sara](#); [Sonnen, John](#)
Bcc:



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.

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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

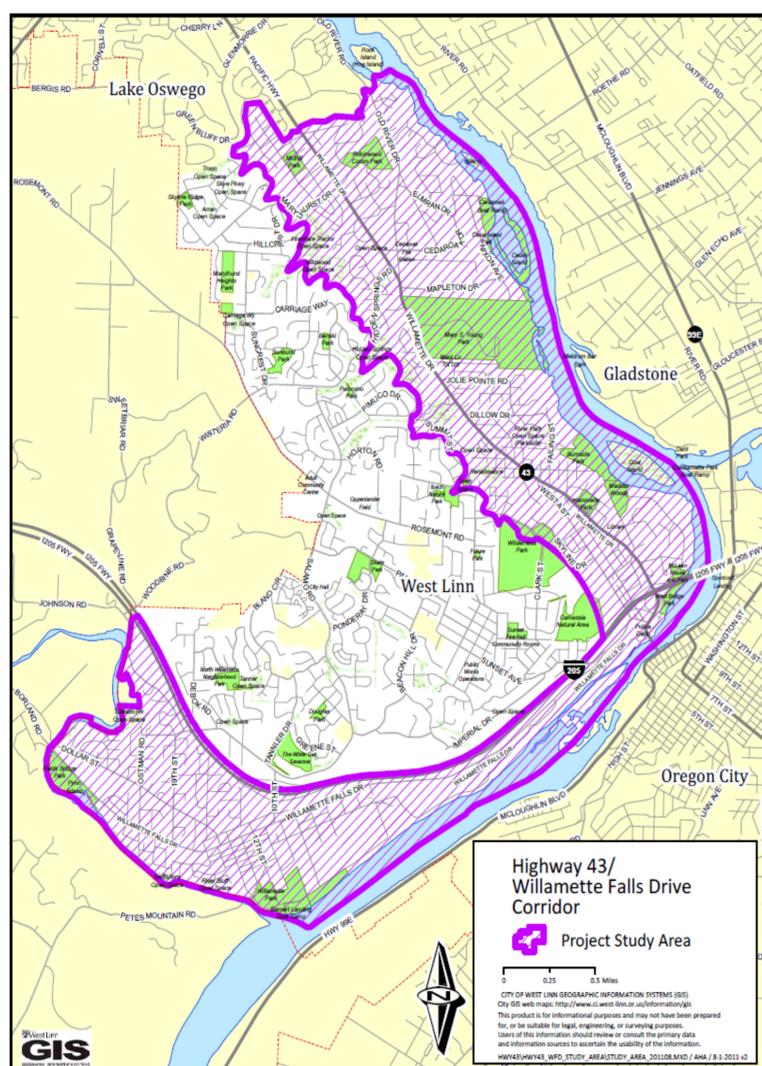
Cities change. Rather than reacting to development pressures, the West Linn City Council wants the community to create a vision for the Highway 43/Willamette Falls Drive corridor that the City can implement to encourage desirable change and discourage undesirable change as the area evolves.

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>

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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.