



**2024 VISION43 WORKING GROUP MEETING  
Draft Meeting Notes of April 23, 2024**

Members present: Greg Close, Shatrine Krake, Molly Macom, Steve Schwartz, Mary Carlson, Dawn Meaney, Spencer Crandall, Danut Haj, David D. Jones, Carol Bryck, Rob Henderson, and Tanner Woody

Staff present: Chris Myers and Lynn Schroder

Consultant present: Matt Hastie and Brandon Crawford, MIG Consultants

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The meeting video is available on the [here](#).

**1. Introduction**

Chris Myers introduced the project team and welcomed VISION43 Working Group members. Working Group members introduced themselves. Members selected Tanner Woody to serve as the Chair for the VISION43 Working Group.

**2. Project Objectives and Project Workplan And Schedule**

Matt Hastie discussed the overall project objectives and schedule.

**3. Status Update And Survey Responses**

Matt Hastie discussed the project tasks that have been complete or are currently in process. He also summarized the online survey responses that have been received to date. He opened the discussion up to the group. The group provided the following comments:

- One member suggested it may be better to ask about “job” or “employment” opportunities rather than asking if folks want to see more office space for the survey.
- One member mentioned industrial uses for tool share/community industrial/incubators could be useful in the area and may be worth asking in the survey.
- A member suggested the team talk to the Hwy 43 Business Coalition. Chris responded that the team plans on connecting with them.
- A member suggested businesses ask for customer zip codes to better understand where people are coming from and if they are local.
  - A member responded that businesses could have a window scan/QR code to ask where customers are coming from. The City could provide this to businesses and compile the data so that the responsibility isn't being placed on the businesses.
  - A member suggested the team consider virtual businesses too.
  - A member mentioned that businesses can get customer data from credit card transactions.
- A member mentioned the team should ask other businesses that are not on 43 why they chose other areas (e.g., businesses along the Cruise in Lake Oswego).
- A member asked how to entice The Garage to locate on 43 and how to get other desirable businesses on 43. It may be useful to ask these businesses what they look for when finding a location.
- Steve (Backyard Burger) was told by people in the business community to not open a restaurant on 43 given a variety of challenges for businesses there.

- A member noted that people must drive to 43, so many of them feel that they might as well drive the rest of the way to Oregon City or Lake Oswego if they want to go to a restaurant or shop.
  - Steve mentioned that the ability to be seen on 43 is an issue and that City sign restrictions limit his business' ability to be seen.
- A member remarked that the community views 43 as a "pass through" and not an integral part of the community.
- A member mentioned that the strip mall has had a vacant car wash pad for 3 years and they've been trying to market it for re-use.
  - The owners of the site have been unsuccessful with recruiting some larger national restaurant chains and noted it'd be a big investment to redevelop a car wash.
  - Chipotle's proprietary software said it wouldn't be successful at 43 based on their location site suitability analysis.
- A member commented that Enterprise Oil has come into the community and become very community focused and invested in West Linn.
  - 43 might be more successful and promising for smaller, more community focused/local businesses who have a vested interest in West Linn.
- A member remarked that Kruse Way has zoning and favorable site conditions (i.e., lack of topography) to support attractive businesses.
- A member noted that West Linn has a parking problem and there may be concerns about allowing more businesses along the corridor without adding more parking.
- One member said they'd like to see a more accurate representation of people using the corridor in the project outreach and engagement. They mentioned the team will probably need to access corridor users in physical spaces.
- One member suggested the Central Village area could use more 3-4 story mixed use development.

#### 4. Focus Areas

Brandon Crawford provided a summary of each of the focus areas identified along the corridor.

#### 5. Development Examples

Matt Hastie shared some examples for the types of development or land uses the City may consider along the corridor.

#### 6. OR43 Concept Plan Review

Tabled due to time constraints.

#### 7. PWG Open Discussion/Questions

PWG members mentioned they'd like to see the following along the corridor:

- Mixed use and live work all along the east side of 43.
- Better neighborhood connectivity.
- Incorporate the corridor into the surrounding neighborhoods.
- Mixed-use and redevelopment, village community atmosphere, active storefronts oriented to the street.
- Alternative housing, co-op housing, self-managed housing.
- Better public transit.
- Mixed use housing.
- Bike/walk/trail mecca around the park, bike paths and bike connectivity.
- Trolley system.

- Build upon what the area already has and give it a “face lift.”
- Placemaking/and re-branding of the area, not necessarily changing the existing uses.
- Parcel owners need to understand the site limitations. A large, no-build easement runs through the strip mall site.
- Redevelopment of the lots at McDonalds.
- There’s a lack of daycare spaces in the area – could be opportunities for childcare.
- Multimodal pathways.
- Office, co-working, multi-use spaces.
  - Locate them near existing businesses so they can provide a customer base.
  - Think about how to build upon what the community already has – waterways, trails, water access and tourism opportunities.

## 8. Next Steps

- Neighborhood group and renters’ discussions/meetings
- Open house (June 2024)
- Draft project Vision and Goals
- Corridor alternatives and concepts
- Draft Corridor Master Plan
- Adopt Corridor Plan

### PWG Meeting Timeline:

- Meeting #2 – July/Aug 2024
- Meeting #3 – Nov/Dec 2024
- Meeting #4 – Feb/Mar 2025
- Meeting #5 – April/May 2025