



Memorandum

Date: June 26, 2015

To: Planning Commission

From: Chris Kerr, Community Development Director

Subject: Community Engagement Plan for the Arch Bridge/Bolton project

As we discussed at your joint meeting last month with the Economic Development Committee, a proposed Community Engagement Plan (attached) for this project has been prepared for your review. Steve Faust, lead consultant on the Arch Bridge/Bolton project, will be in attendance at your upcoming July 1, 2015 work session to review and discuss the Plan.

Attachment



Arch Bridge/Bolton Implementation

Draft Community Engagement Plan

June 26 2015

Introduction

On December 15, 2014, the West Linn City Council approved the Arch Bridge/Bolton Concept Plan. The City is seeking to realize the potential of the area, complement plans for the redevelopment of the former Blue Heron Paper Company across the river, and avoid independent actions that may foreclose preferred redevelopment options for the area. As part of their approval, the Council authorized the Planning Commission to initiate Comprehensive Plan amendments, Community Development Code amendments, zone changes or other applicable recommendations to implement the Concept Plan.

The Concept Plan envisions an economically viable mixed use development that builds on the natural features and cultural history in the area around the Arch Bridge. The amendments will enable the mixed use and residential development recommended in the Concept Plan.

Public Involvement Plan

This Community Engagement Plan identifies the community engagement objectives, project stakeholders, engagement methods and tools, City and consultant team roles and responsibilities, and a project schedule including community engagement opportunities.

Community Engagement Objectives

- Clearly convey project information using a variety of traditional and innovative outreach methods.
- Meet with a group of affected property owners to get their input on alternative approaches.
- Provide opportunities for the broader community to review and comment on preliminary tools and draft recommendations.
- Build community understanding and support for Comprehensive Plan and Community Development Code amendments and recommendations.

Targeted Stakeholders

- Affected property owners
- West Linn community members
- Historic Review Board
- Planning Commission
- City Council

Engagement Activities

Meetings with Affected Property Owners

The City will convene and the consultant will design and facilitate four meetings with affected property owners over the course of the project to get their input on alternative approaches. Preliminary agendas for the four meetings include:

Meeting 1: Introduction. Listen to community vision and priorities; present a range of possible tools for discussion, including step-backs, frontage zones and other tools.

Meeting 2: Preliminary zoning/design concepts. Gather comments on preliminary zoning/design concepts.

Meeting 3: Draft Comprehensive Plan/CDC recommendations. Gather comments on draft amendments and recommendations.

Meeting 4: Final Comprehensive Plan/CDC recommendations. Gather comments on final amendments and recommendations.

Community Conversations

The consultant will prepare materials and City staff will participate in a series of “community conversations” with other interested stakeholder groups. These groups could include neighborhood associations, the Chamber of Commerce, homeowner associations and City boards and commissions. The conversations will provide community members with information about the project and engage them in discussion about preliminary zoning and design concepts.

Community Open House

The consultant team will design and facilitate a community open house to present draft Comprehensive Plan and CDC recommendations, including code, zoning and design concepts. The open house will include an overview and summary of activities completed to date for residents who are unfamiliar with the project. Participants will review the recommendations, ask questions of City staff and consultants and provide written or verbal comments. The community meeting may be supplemented with an online survey to provide an alternative opportunity to comment for those who may not come to a meeting or feel uncomfortable voicing their opinions among others. City staff will be responsible for coordinating open house logistics, such as securing a venue and providing refreshments.

Communications

The City will use a variety of methods to notify residents about public events and other opportunities to be involved in the process. The consultant team will support City efforts by preparing communications content. Communications tools will include:

- Key messages. The consultant will prepare key messages for use through the duration of the project.
- Project website. The City will maintain a project website utilizing materials provided by the consultant. Website content will include a project overview and timeline, important contacts, schedules for public events, opportunities for public engagement, updates on the project’s status, and the ability to view or download documents.
- Social media. The City will use social media services as a supplement to traditional public relations and media approaches to increase project awareness and provide multiple avenues for community input.
- Media contacts. We will prepare media releases to local newspapers for the City to distribute.
- Meeting flyers. We will prepare a flyer for the community open house. City staff will post the flyer in areas of high traffic and distribute it to the project mailing list.
- Electronic mailing list. The City will maintain a database of e-mail addresses of people who express interest in the planning process. We will prepare e-blasts for the City to distribute to help notify people about events and activities. Interested parties will have several opportunities to join the mailing list, such as on the project website and at public meetings and events.

Roles and Responsibilities

City

- Coordinate and convene meetings of affected property owners
- Coordinate and convene the public open house
- Develop and maintain project mailing list
- Develop and maintain project website
- Distribute communications messages and materials
- Review and comment on draft materials
- Print and distribute informational and media materials

Consultant Team

- Design and implement community engagement process
- Develop materials and facilitate meetings of affected property owners
- Develop materials and facilitate community open house and online survey
- Prepare content for informational materials, webpage and social media
- Prepare materials for community conversations
- Participate in five work sessions with Planning Commission and City Council

Project Schedule



LAND USE AND ZONING AMENDMENTS TO IMPLEMENT THE ARCH BRIDGE/BOLTON CONCEPT PLAN SCHEDULE

