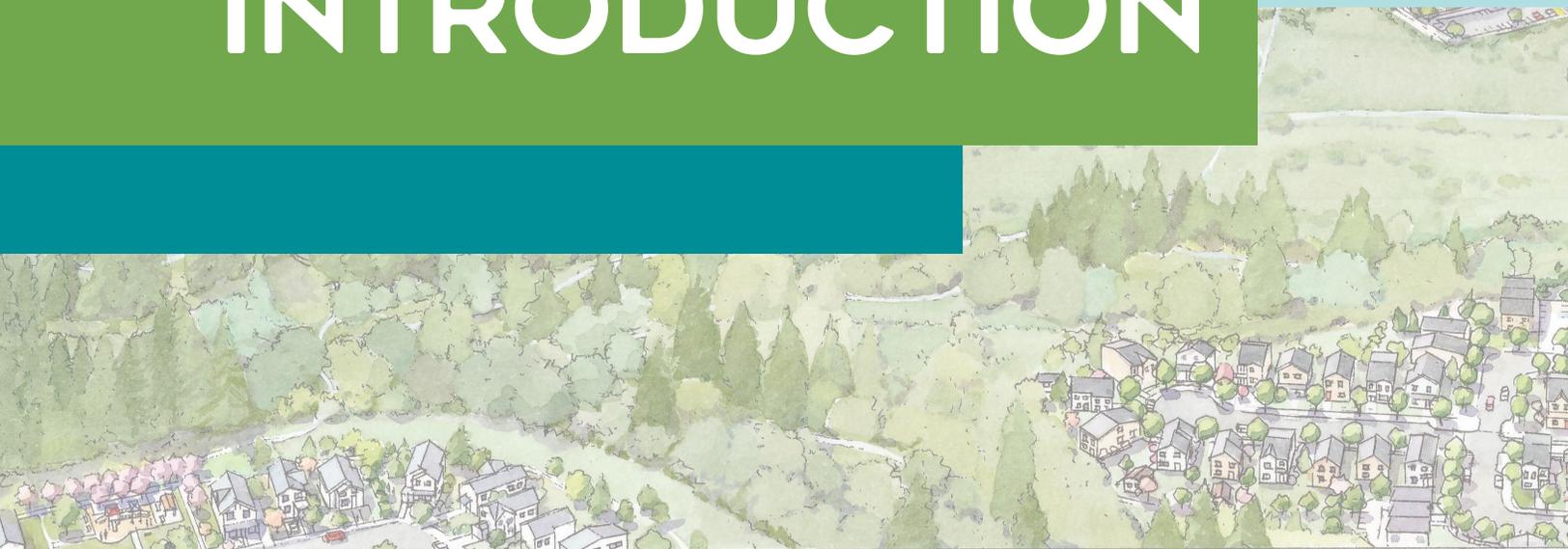




# INTRODUCTION





# INTRODUCTION

## PURPOSE - WHAT THIS PLAN IS ABOUT

### A VISION AND GUIDING BLUEPRINT

The Frog Pond East & South Master Plan (Master Plan) is a vision and guiding blueprint for the development of two new neighborhoods in East Wilsonville. It includes:

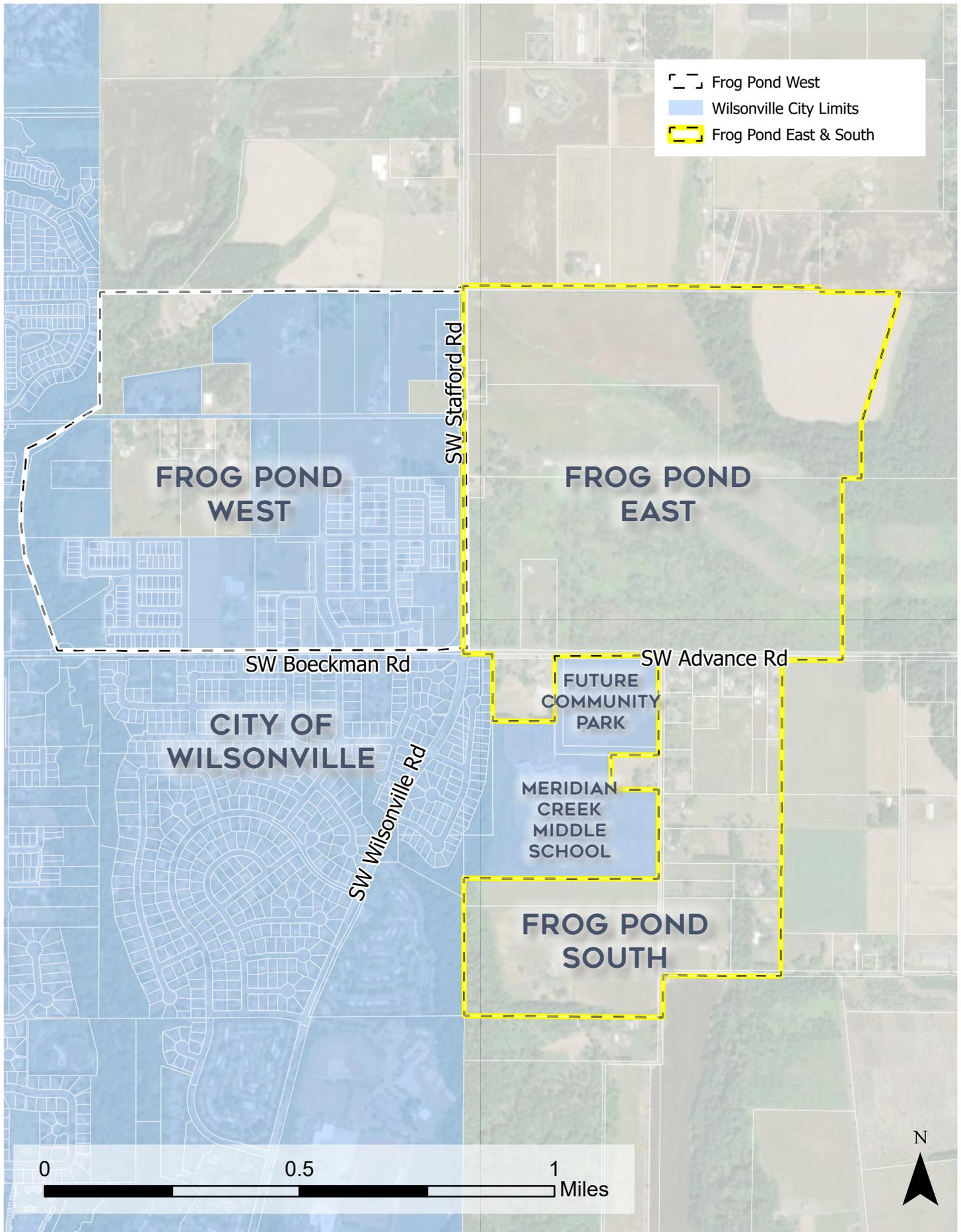
- The overall vision and intended outcomes for the Frog Pond East and South neighborhoods
- Background information on Frog Pond's context and setting
- An affordable housing analysis, with a focus on equitable housing strategies
- A market analysis of neighborhood commercial opportunities
- Design concepts to create a connected, livable community
- Neighborhood-specific plans for land use, streets, pedestrian connections, bike routes, parks and open spaces, and natural resource areas
- Transportation and utility infrastructure analysis and plans
- Implementation strategies for land use regulations and infrastructure funding

### WHAT IS A MASTER PLAN?

Master Planning identifies the types and locations of the homes, parks, open spaces, streets, trails and neighborhood amenities to be built over the next 10-20 years. Master Plans also identify implementing policies and regulatory strategies, along with water, sewer, stormwater, and transportation infrastructure needs and funding sources.

While Master Planning identifies the general types and locations of homes, parks, etc. it is not an approval for construction of such uses. Following Master Planning, the City develops a variety of detailed standards and rules that development must follow to remain consistent with the Master Plan. Final City approval of what to build comes as property owners request annexation into the City and the City reviews proposed subdivisions and building permits against these implementing standards and rules. Some variation from specific illustrations in the Master Plan may occur as detailed development plans are approved, while still remaining substantially consistent with the Master Plan and with the implementing standards and rules.

Figure 1. Frog Pond East & South Master Plan Area





# INTRODUCTION

## KNITTING TOGETHER A COMMUNITY

Frog Pond East and South will build out over a 10-20 year timeframe and occur in multiple phases and individual developments. North of Advance Road, the East Neighborhood is 172 acres in size (excluding existing right-of-way) and comprised of only 8 tax lots. The relatively large parcel sizes will use the plan to lay out phased developments that fit together in an intentional way over the years. South of Advance Road, the South neighborhood is different: its 121-acre area (excluding existing right-of-way) has 31 tax lots and about 14 existing homes. New development in the South neighborhood will need to blend seamlessly with the homes that remain, Meridian Creek Middle School, and the future 10-acre Community Park. The Master Plan plays a key role to ensure that all of the individual developments add up to connected and cohesive new neighborhoods that are an integral and treasured part of Wilsonville.

Figure 1 illustrates the Master Plan area. South of SW Advance Road, approximately 40 acres owned by the West Linn-Wilsonville School District was added to the UGB in 2013 through a major adjustment process. This land includes Meridian Creek Middle School and adjacent school-owned land, the future community park which the school district transferred to City ownership, and the intervening SW 63rd Avenue and SW Hazel Street right-of-way. The school and park properties are surrounded on three sides by the Frog Pond East and South Master Plan area. From a design and function perspective, they will be an integral part of these new neighborhoods and are shown on many of the Frog Pond East and South maps. The land is not technically part of the Master Plan because it was not in the 2018 UGB expansion – no changes are proposed for the school and park properties.

## SCOPE AND REGULATORY ROLE - HOW THE PLAN WILL BE USED

This Master Plan guides the Frog Pond area that was added to the Urban Growth Boundary (UGB) in 2018, located east of SW Stafford Road and north and south of SW Advance Road East Wilsonville. See Figure 1.

The Frog Pond East & South Master Plan is a “supporting document” of the Wilsonville Comprehensive Plan (Plan), with the regulatory force and effect of the Plan. The Master Plan fits within the City’s three-part regulatory structure for development review:

- The Comprehensive Plan provides the policies and high-level intent for the Frog Pond area.



# INTRODUCTION

- The Master Plan establishes the overall vision and intended outcomes for the area; geographically-specific plans for land use, transportation, parks and open space, and other community elements; and implementing strategies for zoning, infrastructure development and funding.
- The Development Code (Code) establishes the specific zoning, standards, and procedures for development.

Development reviews that include housing will be subject to the Code's clear and objective development standards as required by state law. For development applications that are reviewed through a discretionary process, the Master Plan serves a regulatory role.

## THE PLANNING PROCESS - COMMUNITY ENGAGEMENT

The Frog Pond East & South Master Plan builds on ongoing community conversations around housing, the public realm, and growth. As such, the community engagement for the project had two phases, one in the Spring of 2022 focused on housing and one in the late Summer of 2022 focused on the public realm.

Housing was a central part of the community conversation that developed into the Frog Pond Area Plan. Since adoption of the Area Plan in 2015 the housing conversation has continued, including community engagement as part of the Equitable Housing Strategic Plan in 2020 and Middle Housing in Wilsonville Project



***The City's online engagement platform, Let's Talk Wilsonville!, was used throughout the project.***



# INTRODUCTION



in 2021. The housing-focused community engagement for Frog Pond East and South did not restart the housing conversation, but rather sought to continue and expand it as specifically relevant to housing opportunities in a new urban area. The community conversation around housing will continue beyond this plan including during upcoming planning processes for a community-wide Housing Needs Analysis and Housing Production Strategy planned for 2023-2024. Figure 2 on page 7 provides an overview of recent housing housing-related work in Wilsonville and how it aligns with Frog Pond planning work. Table 1 (starting page 8) lists key housing-related inputs from the Frog Pond East and South community engagement and how the plan responds to them. A full engagement summary is included in Appendix A.

The following principles guided outreach and engagement for the Frog Pond East & South Master Plan:

- **Many voices** - The voices of those who will be affected by the Master Plan will have opportunities for meaningful input into the decision-making process
- **Equity lens** - An equity and inclusion lens will be applied at each step
- **Responsiveness** - The engagement process will include “feedback loops” that demonstrate how community input has been addressed
- **Many ways to participate** – Across the full spectrum in information and engagement, there will be multiple ways to learn about the project, provide input, and participate
- **Clarity** - The process will provide clear and accurate information to ensure all participants understand the process
- **Welcoming process** – The process will provide a safe and welcoming space for participants to share their opinions and ideas regarding the project



# INTRODUCTION

The process began in May of 2021 with initial research tasks and preparation for a robust outreach process. The City created a page on *Let's Talk Wilsonville!* to serve as the central hub for project information and online engagement.

Initial outreach and public information included kickoff meetings with City staff and the consultant team, the Wilsonville Planning Commission, and City Council to set the stage for work to come. This step previewed the priorities and conditions that have changed since the adoption of the Frog Pond Area Plan in 2015.

Wilsonville's Planning Commission guided the process through check-ins at key milestones, meeting a total of 11 times, and heard public comment about the plan. The Wilsonville City Council also had 11 meetings that addressed Frog Pond East and South, including worksessions and the adoption hearings.

The City took steps to involve a broad range of the Wilsonville Community, including those who have been historically underrepresented in planning processes. The City partnered with Centro Cultural to conduct bilingual (English and Spanish) focus groups to learn more about the community's housing, parks, and neighborhood design preferences.

The City also held the following events that addressed the Frog Pond East & South Master Plan. Project information and meeting notices were provided through a variety of ways including *Let's Talk Wilsonville!*, the Boones Ferry Messenger, the project Interested Parties email list, and social media posts.

- Community Focus Group #1 (April 30, 2022)
- Affordable Housing Focus Group #1 (May 11, 2022)
- Community Design Workshop (May 12, 2022)
- Affordable Housing Focus Group #2 (May 13, 2022)
- Community Focus Group #2 (May 14, 2022)
- First round of online surveys on *Let's Talk Wilsonville!* (May 12 – May 30, 2022)

**Figure 2. Timeline of Frog Pond**





# INTRODUCTION

- Popsicles in the Park. A pop-up event on a warm day at Murase Park (August 9, 2022)
- Back to School Resource Event (August 17, 2022)
- Meridian Creek Middle School Event. (August 23, 2022) Information was shared about three significant projects taking place along Boeckman Road, including the Frog Pond East & South Master Plan
- Open House for Frog Pond Projects (August 23, 2022)
- Wilsonville Block Party. (August 25, 2022) A long-standing annual event with representation from many City of Wilsonville departments and committees. Planning staff asked questions about active transportation and the public realm of the many community members present enjoying the festivities
- A second round of online surveys on *Let's Talk Wilsonville!* (entire month of August, 2022)
- Grupo de Enfoque en Espanol (Focus Group in Spanish, September 17, 2022)

**Table 1. Feedback Highlights from Frog Pond East and South Community Engagement**

Key Engagement Input Received	Impact on Master Plan
<b>Phase 1 - Spring</b>	
Openness and support of housing variety, including middle housing, particularly to provide for more lower cost housing options	The plan includes a variety of housing and implementation measures that will require it throughout the neighborhoods.
Concerns about look and feel of higher density, especially how it relates to surrounding areas. Overall preference for less dense look and feel.	The Master Plan focuses on look and feel in combination with providing a variety of housing and thoughtful transition of housing form. Much of the planned larger and taller building forms are not at the neighborhood edges. Care has particularly been taken to have Stafford Road have a unified look and feel on both sides through both public realm design and design requirements for private development.



# INTRODUCTION

<b>Key Engagement Input Received</b>	<b>Impact on Master Plan</b>
Interest in single-level smaller units	The Master Plan provides opportunities for and encourages small accessible units of a variety of types in all residential areas of the Master Plan. These “accessible and affordable” housing units are particularly called out in the Master Plan’s categorizing of housing unit types.
Most participants have lived in a variety of housing types over their life	The Master Plan provides opportunities for a variety of housing types to meet a variety of needs for people over their lifetime.
For those preferring detached single-family homes, if they are priced out of their preference their next preferences include attached middle housing like townhouses and duplexes and triplexes as well as small detached cottages.	The Master Plan still provides for the development of detached single-family homes, but also allows and encourages townhouses, plexes, and cottages to provide less costly options as detached homes become more expensive.
Efficient land use is important with limited land available	The Master Plan provides for efficient use of land to provide for a variety of housing through thoughtful planning
Explore a variety of uses for the BPA easement area	The design team focused on this and included park uses and potential residential parking uses in the BPA easement beyond just passive open space with trails.
Concerns about increased traffic	The Master Plan provides improvements to ensure the area functions at City’s standards for traffic level of service and safety. Work was coordinated with other nearby projects including Boeckman Corridor Project and short and long-term improvements to the Elligsen/ Stafford/65th intersection.
A successful commercial area, a place of gathering	The Master Plan utilizes a thoughtful “Main Street” design and flexibility for development of a variety of desired uses such as eating and drinking establishments and convenient services.
Transit access is important and will continue to gain importance	Frog Pond East and South will be served by Wilsonville’s SMART transit main cross-town route.



# INTRODUCTION

Key Engagement Input Received	Impact on Master Plan
<b>Phase 2 - Summer</b>	
<p>Participants really like Wilsonville’s parks, particularly Memorial Park and the Villebois Parks, and want more of the same including: amenities for a variety of users, playground structures (including new and interesting playgrounds that add to the variety of playgrounds in the City), a rich trail network, family and community gathering spaces (shelters), and areas for sports and exercise</p>	<p>The Master Plan provides park space that allows for expansion of parks but does not recommend any departure from traditional park design in Wilsonville such as those used in Memorial Park and Villebois. The Master Plan also integrates small green spaces in each subdistrict, trails in the BPA easement area, and an overall trail system that is interconnected with the regional trail network.</p>
<p>Ability to walk, bike, and roll is very important</p>	<p>The Master Plan includes an extensive network of trails and sidewalks. Care was taken to understand the best solutions for bicycle and pedestrian street crossings.</p>
<p>Bike and pedestrian paths should be physically separated from motor vehicles to the extent possible</p>	<p>The Master Plan shows extensive off-street trails including through the BPA easement. Both Stafford and Advance Road are planned with separated facilities.</p>
<p>Trees and shade are important, rated in survey most important for inclusion in parks and green spaces.</p>	<p>The Master Plan both seeks to preserve existing tree canopy as well as provide a rich variety of new trees along streets and in open space.</p>
<p>Access to nature is important</p>	<p>All areas of development are planned to be near parks and open space</p>