



VISION





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CONTINUING PRIORITIES FROM THE AREA PLAN AND FROG POND WEST

The vision for Frog Pond's three neighborhoods was first crafted as part of the Frog Pond Area Plan (see Vision Statement, page iii), and implemented for Frog Pond West. The key elements from that vision will continue as part of Frog Pond East and South.

As with Frog Pond West, Frog Pond East and South will create:

- **Great neighborhoods** that are a connected part of Wilsonville.
- **A cohesive place** where individual private developments and public realm improvements fit seamlessly together into a coordinated whole.
- **Neighborhoods with walkable and active streets**, a variety of housing, extensive walking and biking routes, an excellent school, and quality parks, open spaces, and natural areas.
- **Quality development and community design** that is an attractive and valued addition to the City.
- **Easy access to nature, parks and open spaces** for all neighborhood residents.

ADDITIONAL PRIORITIES FOR FROG POND EAST AND SOUTH

This Master Plan builds on previous work and incorporates the priorities as described below.

INCLUSIVE COMMUNITY ENGAGEMENT

The planning process invited all community members to participate and specifically reached out to people who do not typically participate in land use planning. There were many ways to participate: two focus groups to engage Spanish speakers; focus groups to involve renters and potential first-time home buyers; multiple open houses, community forums and tabling events; a design workshop; and 3 online surveys. All in all, the City took an inclusive approach to involve a broad spectrum of the Wilsonville community.





IMPLEMENTATION OF THE CITY'S EQUITABLE HOUSING STRATEGY PLAN

Frog Pond East and South will be an important part of the City of Wilsonville's efforts to meet future housing needs and provide equitable housing options for residents. The City's 2020 Equitable Housing Strategic Plan (EHSP) recognized this and called for the Master Plan to establish achievable goals/targets for affordable housing in the area and integrate affordable housing into the Master Plan. This Master Plan identifies potential targets and strategies for affordable housing and how they may be applied as Frog Pond East and South develop.

MIDDLE HOUSING

To help implement the City's Equitable Housing Strategic Plan and Oregon House Bill 2001 adopted by the Oregon Legislature in 2019, in 2021 the City amended the Development Code to allow townhouses, duplexes, triplexes, and fourplexes - "middle housing" - in all zones that permit single-family detached dwellings. The amendments included updates to siting and development standards for single-family and middle housing throughout Wilsonville, and new regulations specific to Frog Pond West. This Master Plan takes middle housing implementation further by including strategies and regulations that will deliver a range of middle housing types throughout Frog Pond East and South.

HOUSING VARIETY AND AFFORDABILITY

This Master Plan is built on two principles for housing implementation:

- **Housing variety throughout.** The plan creates opportunities for a wide variety of housing choices in each neighborhood and subdistrict. This concept focuses on mixing and integrating different housing choices throughout the Frog Pond neighborhoods rather than having separate areas for separate housing unit categories.
- **Affordable housing integration.** The planned variety of housing - together with minimum density, housing mix requirements, and other code standards - will provide opportunities for the development of housing types targeted toward home buyers and renters with incomes of 80-150% area median income (AMI). This is the market-based and zoning-based strategy of the plan. Additionally, the land use, transportation, open space, and infrastructure elements of the plan set the stage for affordable housing initiatives that City may wish to undertake in the future.

Please see the Residential Land Use section for more information on how the above priorities are implemented.