Vision Statement and Action Plan
For the Willamette Neighborhood of West Linn

This document is a result of many neighborhood “visioning” brainstorming meetings, written surveys (120) from the Willamette Neighborhood Night-Out, the West Linn Old Time Fair and the Willamette Arts Festival and Email responses as well as additional input from community members. The follow-up survey results validated the final version of the vision with resounding support.

This document, created by the Willamette Neighborhood Association (WNA) contains:

- Willamette Neighborhood Vision Statement
- Willamette Neighborhood Vision Descriptions
- Tactical Plans: Prioritized City and Neighborhood Efforts
- Detailed Tactical Plans by Goal with Task Forces

By adopting this plan the City of West Linn pledges to carry out the goals and policies spelled out in this document. The City pledges to consider the action measures proposed for implementing the goals and policies, but is not required to implement them as written.

Willamette Neighborhood Association (WNA) Planning Committee:

- Stefanie Becker
- Jody Carson
- Stephanie Nicoletti
- And Many others...
- Franny Heald
- Edward Springman
- Vicki Handy-Dunstan
- Carol Truffo
- Larry Tonks
- John Lightowler
- David Lawrence
- Don Wood
- Chris Henry

Facilitation: Paul Koch
Vision Statement for the Willamette Neighborhood of West Linn

Willamette is a safe neighborhood with a strong sense of community and connectivity. The most unique aspect of Willamette is its ability to retain a small-town feel with a designated historic district, while maintaining connection with surrounding communities.

Those elements that make Willamette neighborhood special and reflect the Willamette neighbors’ values are seen in this plan’s commitments. The Willamette Neighborhood is committed to:

1. Safety for the community
2. Education and activities for children and adults.
3. Vibrant business growth, consistent with Willamette’s historical downtown area standards
4. Communication and involvement with Willamette’s citizens
5. Respectful use and care for the environment including the neighborhood, river, parks and trails
6. Well thought out neighborhood planning which sustains the value of the community.
7. Systematic and fiscally responsible long-term planning, working with the neighborhood, community, city, county, and state partners.

Strategic Plan for Willamette Neighborhood of West Linn:

1. **GOAL 1: Safety for the community**
   **Policy:**
   - Maintain and support West Linn’s police and fire services.
   - Willamette’s historic downtown area and other commercial areas have excellent lighting and parking.
   - Sidewalks or pathways on Willamette’s neighborhood streets provide access to neighborhood destinations.
   **Recommended action measures include:**
   - Add sidewalks or pathways to priority sections: Willamette Falls Drive from HWY 43 to Fields Bridge and Blankenship; parks, schools and businesses.
   - Bike paths along sidewalks where possible.

2. **GOAL 2: Education and activities for children and adults**
   **Policy:**
   - The City and neighborhood will continue support of the annual “Old Time Fair”
   - The City and neighborhood will continue support of the annual Willamette Arts Festival
   - The City and neighborhood will continue to support and protect the students of Willamette Primary and other neighboring schools.
   - Willamette’s parks host a wide variety of activities and sports.
   **Recommended action measures include:**
   - Provision of a multifaceted community center.
   - A community pool built by the City of West Linn.
   - Adult volunteering and involvement in the school activities.
3. **GOAL 3:** Vibrant business growth, consistent with Willamette’s historic downtown area standards

**Policy:**
- Maintain strict standards and codes regarding the structures in Willamette’s business areas.

**Recommended action measures include:**
- The City and neighborhood aggressively pursue the businesses and restaurants that bring tasteful value to Willamette.
- The City and neighborhood aggressively discourages growth of large chain wholesale or discount stores.
- The City uses planters and landscaping to beautify Willamette’s neighborhood streets.

4. **GOAL 4:** Communication and involvement with Willamette’s citizens.

**Policy:**
- Willamette has an active Neighborhood Association that listens to all input, actively engages those impacted by decisions, employs behaviors that treat all with respect, and works collaboratively with City leaders to plan effectively.

**Recommended action measures include:**
- The City has up-to-date information on the Web.
- Willamette neighbors use the West Linn Tidings and the Metro West Linn segment of the Oregonian for news and information.

5. **GOAL 5:** Respectful use and care for the environment including the neighborhood, river, parks and trails

**Recommended action measures include:**
- The City and neighborhood support environmentally friendly solutions and recycling.
- The City and neighborhood maintain Willamette’s rivers, parks and connecting trails.
- The City and neighborhood partner to develop the beauty and access of the Willamette Falls area.
- The Willamette neighborhood has a trail system along the Willamette River.
- Willamette is part of the systematic planning for West Linn Parks and Recreation.
- Willamette has a dog park, family parks and sports fields.
- The City and neighborhood try to save and actively plant trees and local flora throughout Willamette.
- Field’s Park will grow to both sides of Willamette Falls Drive.

6. **GOAL 6:** Well thought out neighborhood planning which sustains the value of the community.

**Policy:**
- Willamette uses transition zones between the historic and other business districts and the surrounding residential neighborhood.
- Willamette’s freeway, neighborhood and business access is effective, efficient and safe for pedestrians and bicyclists.

**Recommended action measures include:**
- Willamette has a neighborhood public transportation that focuses on connectivity
- Development needs to be consistent with the value of the area.
- Developers need to take ownership for impact to the infrastructure such as streets, sidewalks, schools, water, sewer, etc.
- The City and the neighborhood will encourage development that sustains a livable environment with homes with lot sizes that add value and beauty to the neighborhood.
- The City and the neighborhood will sponsor a farmers market
- Utility lines are underground.

7. **GOAL 7:** Systemic and fiscally responsible long-term planning, working with the neighborhood, community, city, county, and state partners.

**Recommended action measures include:**
- Changes in Willamette will occur in multiple “phases” that will eventually reach the neighborhood’s goals within financial and legal boundaries.
- The City Planning Department and Willamette neighborhood are partners for effective planning in all of West Linn.
- The Willamette neighbors abide by and actively influence improvement to the regulations, laws and initiatives that impact Willamette.
TACTICAL PLANNING:

PRIORIZED ACTION: Prioritized Efforts in partnership with City of West Linn

1. Develop code language for the transitional zone which incorporates business and residential uses

2. Sidewalk Plan Implemented

3. Create an Inter-Neighborhood planning group to develop a vision and action plan for use and access of Willamette Falls area.

4. Traffic Control Plan Developed and Initiated

5. Become a Certified Local Government to enable Willamette neighbors to request grant funds for historic preservation

6. Aggressive exploration of funding sources for Willamette’s vision.
**TACTICAL PLAN IN DETAIL BY GOAL:**

**Goal #1: Safety for the community**

**Policy:**
- Maintain and support West Linn’s police and fire services.
- Willamette’s historic downtown area and other commercial areas have excellent lighting and parking.
- Sidewalks or pathways on Willamette’s neighborhood streets provide access to neighborhood destinations.

**Recommended action measures include:**
- Add sidewalks or pathways to priority sections: Willamette Falls Drive from HWY 43 to Fields Bridge and Blankenship; parks, schools and businesses.
- Bike paths along sidewalks where possible.

**Recommended Action Measure:**

<table>
<thead>
<tr>
<th>Vision Element</th>
<th>Actions to create reality</th>
<th>Partners for Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willamette’s historic downtown area and other commercial areas have excellent lighting and parking.</td>
<td>WNA define the criteria</td>
<td>WNA</td>
</tr>
<tr>
<td></td>
<td>Develop scope and cost of project with alternatives if necessary</td>
<td>City Planners</td>
</tr>
<tr>
<td>Sidewalks or pathways and bike paths front all of Willamette’s major streets and provide access to neighborhood destinations.</td>
<td>Create master plan of sidewalks and bike paths that connect major sites (Willamette Primary, Willamette Park, Fields Park, Willamette Falls, and Willamette Marketplace). Highest priority is to have sidewalks or pathways along Willamette Falls Drive between Fields Bridge Park and the Historic Commercial District and the second priority is on Blankenship under the highway overpass connecting to both sides of neighborhood.</td>
<td>WNA Task Force with City Planners</td>
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<td></td>
<td>Develop scope and cost of project with alternatives if necessary; generate funding options</td>
<td>City Planners</td>
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<td></td>
<td>Break project into prioritized “phases”</td>
<td>City Planners &amp; WNA</td>
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<td></td>
<td>Communicate to those impacted and ask for input</td>
<td>WNA</td>
</tr>
<tr>
<td>Traffic Control around business areas</td>
<td>Create a plan to better control traffic in the Old Willamette neighborhood and other commercial districts.</td>
<td>WNA and City Planning Department</td>
</tr>
</tbody>
</table>

Sidewalk Taskforce Members: Karin O’Brien, Vicki Handy-Dunstan, Bob Miller, Ed Springman
GOAL #2: Education and activities for children and adults

Policy:
- The City and neighborhood will continue support of the annual “Old Time Fair”
- The City and neighborhood will continue our support of the annual Willamette Arts Festival
- The City and neighborhood will continue support and protect the students of Willamette Primary and other neighboring schools.
- Willamette’s parks host a wide variety of activities and sports.

**Recommended action measures include:**
- Provision of a multifaceted community center.
- A community pool built by the City of West Linn.
- Adults volunteer and are involved in the school activities.

Recommended Action Measure:

<table>
<thead>
<tr>
<th>Vision Element</th>
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<th>Partners for Implementation</th>
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<tbody>
<tr>
<td>Continue our annual “Old Time Fair”</td>
<td>Continue current planning including Parade</td>
<td>Fair Board, WNA</td>
</tr>
<tr>
<td>Art Festival</td>
<td>Continue current involvement</td>
<td></td>
</tr>
<tr>
<td>Protect and Support Willamette Primary Students</td>
<td>Proceed with Sidewalk plan (see #1)</td>
<td>City Planners</td>
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<tr>
<td>Adult Volunteer Programs</td>
<td>Continue as school volunteers</td>
<td>Willamette Primary</td>
</tr>
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<td></td>
<td>Continue with neighborhood volunteer coordination</td>
<td>City Volunteer Coordinator</td>
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<td></td>
<td>Continue volunteer maintenance of historic district landscaping</td>
<td>Carol Truffo</td>
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<tr>
<td>Activity and sports in parks</td>
<td>Continue activities through Parks and Recreation</td>
<td>Parks and Recreation</td>
</tr>
<tr>
<td>Aquatic Center</td>
<td>Long Term plan TBD</td>
<td>WNA, Parks &amp; Rec.</td>
</tr>
<tr>
<td>Community Center</td>
<td>Long term plan TBD</td>
<td>WNA, Parks &amp; Rec., West Linn School Dist., City Planners, Retirement Communities, Etc.</td>
</tr>
</tbody>
</table>

Look into sites for this purpose

City & WNA

Community Events Task Forces divided by event
### Goal #3: Vibrant business growth, consistent with Willamette’s historical downtown area standards

**Policy:**
Maintain strict standards and codes regarding the structures in Willamette’s business areas.

**Recommended action measures include:**
- The City and neighborhood aggressively pursue the businesses and restaurants that bring tasteful value to Willamette.
- The City and neighborhood aggressively discourage growth of large chain wholesale or discount stores.
- The City uses planters and landscaping to beautify Willamette’s neighborhood streets.

**Recommended Action Measure:**

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<tbody>
<tr>
<td>Business area standards consistent with historic district</td>
<td>WNA review and update code and criteria to be consistent within historical area</td>
<td>WNA</td>
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<tr>
<td></td>
<td>Complete the historic inventory</td>
<td>WNA</td>
</tr>
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<td></td>
<td>Enforce code</td>
<td>City</td>
</tr>
<tr>
<td>Recruit neighborhood friendly specialty food store or restaurant, to Marketplace such as Trader Joe’s, New Seasons, Wild Oats, etc.</td>
<td>Survey and petition community citizens regarding type of business (completed)</td>
<td>WNA</td>
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<td></td>
<td>Proposal developed and submitted to Trader Joe’s</td>
<td>WNA</td>
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<tr>
<td></td>
<td>Recruit business that will be complementary to existing business</td>
<td>WNA; BINGO; Chamber</td>
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<td></td>
<td>Coordinate with Bolton NA for business planning in market areas to avoid redundancy</td>
<td>WNA</td>
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<tr>
<td>Transitional Zoning</td>
<td>Define the transitional zone incorporating business and residential uses</td>
<td>WNA</td>
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<td></td>
<td>Revise code language</td>
<td>City</td>
</tr>
<tr>
<td>Learn about funding options</td>
<td>Presentation on Local Improvement District, System Development Charges, Lottery, Tax Increment Financing, Street Grants, T 21, etc.</td>
<td>WNA and City</td>
</tr>
<tr>
<td></td>
<td>Encourage West Linn to become a Certified Local Government to allow us to apply for grant funds from State Historic Preservation Office (SHIPO)</td>
<td>City SHIPO Tourism Development Council</td>
</tr>
<tr>
<td>Organize a Farmer’s Market</td>
<td>Create an action plan to organize a Farmer’s Market</td>
<td>WNA, BINGO, Chamber of Commerce</td>
</tr>
<tr>
<td>Develop a parking plan</td>
<td>Generate and review options to determine a site or other options</td>
<td>Local businesses, WNA, City</td>
</tr>
</tbody>
</table>

Business Taskforce Members: Chris Henry, Chris Ling, Javad Farza, Larry Tonks, Brad Williams, Clint Coleman, Stephanie Nicoletti, Jody Carson, David Lawrence
Goal #4: Communication and involvement with Willamette’s citizens.

Policy:

♫ Willamette has an active Neighborhood Association that listens to all input, actively engages those impacted by decisions, employs behaviors that treat all with respect, and works collaboratively with City leaders to plan effectively.

Recommended action measures include:

♫ The City has up-to-date information on the Web.
♫ Willamette neighbors use the West Linn Tidings and the Metro West Linn segment of the Oregonian for news and information.

Recommended Action Measure:

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<tr>
<td>WNA Excellence</td>
<td>WNA supports a code of conduct for meetings that ensures that all input is welcome and treats all with respect and dignity</td>
<td>WNA</td>
</tr>
<tr>
<td></td>
<td>Continue using email, web, surveys, and meetings</td>
<td>WNA</td>
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<td>Appoint a Communications Specialist for web updates and input to media.</td>
<td>WNA</td>
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<tr>
<td>Maintain and support our</td>
<td>Each Task force will have a facilitator to ensure continuation</td>
<td>WNA</td>
</tr>
<tr>
<td>Taskforces</td>
<td>Each Task force will be on the WNA email list</td>
<td>WNA</td>
</tr>
</tbody>
</table>
Goal # 5: Respectful use and care for the environment including the neighborhood, river, parks and trails.

Recommended action measures include:
- The City and neighborhood support environmentally friendly solutions and recycling.
- The City and neighborhood maintain Willamette’s rivers, parks and connecting trails.
- The City and neighborhood partner to develop the beauty and access of the Willamette Falls area.
- The Willamette neighborhood has a trail system along the Willamette River.
- Willamette is part of the systematic planning for West Linn Parks and Recreation.
- Willamette has a dog park, family parks and sports fields.
- The City and neighborhood try to save and actively plant trees and local flora throughout Willamette.
- Field’s Park will grow to both sides of Willamette Falls Drive.

Recommended Action Measure:

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<tr>
<td>Develop plan for the area of Willamette Falls including access / trail on the Willamette River</td>
<td>Develop a inter-neighborhood planning group to develop a vision and coordinated plan for the Willamette Falls area</td>
<td>WNA, BNA, SNA, Will. Falls Cultural Heritage Comm., League of Neighborhoods; WL Parks and Rec., PGE and West Linn Power</td>
</tr>
<tr>
<td>Implement West Linn Parks Master Plan</td>
<td>Work with WL Parks and Recreation</td>
<td>WNA</td>
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<tr>
<td></td>
<td>Look at appropriate park usage</td>
<td>WNA for WL Parks and Rec.</td>
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<td></td>
<td>Continue to develop parks (neighborhood, city, athletic fields, trails)</td>
<td>WL Parks and Rec.</td>
</tr>
<tr>
<td>Support environmentally friendly solutions and recycling</td>
<td>Preserve wetlands and riparian areas</td>
<td>Follow the suggestions of West Linn Goal 5 recommendation</td>
</tr>
</tbody>
</table>

Parks Taskforce: Jay & Brita Zimmerman, David Carr, Karen Bettin, Pat Beisel, Vicki Handy-Dunstan, Kathi Haugen, Fran Soder, and Shelly Knight
Goal #6: Well thought out neighborhood planning that sustains the value of the community.

Policy:
- Willamette uses transition zones between the historic and other business districts and the surrounding residential neighborhood.
- Willamette's freeway, neighborhood and business access is effective, efficient and safe for pedestrians and bicyclists.

Recommended action measures include:
- Willamette has a neighborhood public transportation that focuses on connectivity.
- Development needs to be consistent with the value of the area.
- Developers need to take ownership for impact to the infrastructure such as streets, sidewalks, schools, water, sewer, etc.
- The City and the neighborhood will encourage development that sustains a livable environment with homes with lot sizes that add value and beauty to the neighborhood.
- The City and the neighborhood will sponsor a farmers market.
- Utility lines are underground.

Recommended Action Measures:

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<tr>
<td>Create a master street/HWY/Transportation plan for anticipated growth of area. See specific recommended changes below</td>
<td>Ask for process recommendations and current planning from City</td>
<td>WNA, Trimet and City</td>
</tr>
<tr>
<td>Transit</td>
<td>Create two routes for bus 154: one for commuters and one for the daytime community</td>
<td>Trimet</td>
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<tr>
<td>Transitional Zoning</td>
<td>Define the transitional zone incorporating business and residential uses</td>
<td>WNA</td>
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<td></td>
<td>Revise code language</td>
<td>City</td>
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Recommended action measures involving changes to traffic:

1. Put a stop light at the off ramp from I-205 on the south side of the freeway.
2. Place a control or light at the intersection of 10th St. and 8th Ave. (round-about or light).
3. Include the Thriftway property in the traffic flow to enhance the development potential of this property and other properties along the freeway.
4. Change the configuration of 10th Street at I-205 in accordance with the City's Transportation System Plan.
5. Use longer speed bumps, raised sidewalks and other traffic calming solutions to reduce speeding in Old Willamette.
6. Improve the ability to cross Tualatin River Bridge to get to the Park.
7. Create a park and ride lot for transit.

Neighborhood Planning & Traffic/Parking Taskforce Members: Larry Tonks, Stephanie Becker, Rae Henry, Pat Styles, Nancy Zauner, Shelly Knight, Beverly Lyons
Non-motorized transit: Franny Heald, Edward Springman
Vision Statement for the Willamette Neighborhood of West Linn

Goal #7: Systemic and fiscally responsible long-term planning, working with the neighborhood, community, city, county, and state partners.

Recommended action measures include:
- Changes in Willamette will occur in multiple “phases” that will eventually reach the neighborhood’s goals within financial and legal boundaries.
- The City Planning Department and Willamette neighborhood are partners for effective planning in all of West Linn.
- The Willamette neighbors abide by and actively influence improvement to the regulations, laws and initiatives that impact Willamette.

Recommended Action Measure:

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<tr>
<td>Partner with others in long term planning for phased implementation.</td>
<td>Build the tactical plan for the WNA Vision</td>
<td>WNA, City</td>
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<td></td>
<td>Reference and do not duplicate other City efforts in Willamette neighborhood planning</td>
<td>WNA, City</td>
</tr>
<tr>
<td></td>
<td>Work collaboratively with other neighborhood associations and city departments, state and county agencies.</td>
<td>WNA, City of West Linn Neighborhood Associations, Metro, ODOT and others</td>
</tr>
</tbody>
</table>