



City of Yamhill
A small taste of Oregon

Economic Development
Committee
Meeting Packet

October 6, 2026

3:00 pm

STAFF MEMORANDUM

TO: Yamhill Planning Commission

FROM: Walt Wendolowski, Contract City Planner

SUBJECT: Downtown Design

DATE: July 13, 2026

I. BACKGROUND

During their May 2026 meeting the Planning Commission discussed potential changes to the Development Code regarding downtown design. The Mayor and Council supported additional review of the matters by the Commission.

This memorandum does not include proposed Code language. Instead, it provides discussion points, and suggestions, for the Commission to consider. Based on the Commission's comments, staff will return at a future meeting with proposed language for the Commission to consider.

II. INTRODUCTION

Downtown design requirements run the gamut from simple to complex. The Commission is likely familiar with Carlton. For the record, their regulations run for over 20 pages, maintains strict design guidelines for several subdistricts in the City, establishing regulations governing colors, roofs, façade finishes, window treatment, signage, sidewalks, and the like.

To introduce some of the issues for the Commission's consideration, this memorandum includes a matrix that summarizes general design requirements for several communities. The matrix focuses on other smaller agricultural-related communities in the Willamette Valley (at the request of the Commission, Carlton was not included). Please note that the matrix is not highly detailed but generalizes some key aspects of each City's downtown design criteria. There are too many nuances to integrate the information in the matrix. For example, benches may be allowed by some, but one community (Amity) requires the benches to conform to specific design themes. Again, the focus is on general requirements and not specific details.

DOWNTOWN DESIGN MATRIX

(Key Follows)

	AMITY	AUMSVILLE	DAYTON	DONALD	HARRISBURG	LAFAYETTE
Architectural Guidelines (1)	Y	N	Y	Y	Y	Y
Entrance/Orientation To Street	Y	Y	Y	Y	Y	Y
Building Materials (2)	A,B	A,B	A,B	A,B	A	A,B
Windows and/or Treatment (3)	Y	Y	Y	Y	Y	Y
Awning: Walkway or Entrance (4)	Y	N	Y	Y	Y	Y
Color (5)	A,B	B	A,C	N	D	C
Screened Equipment	Y	Y	Y	Y	Y	Y
Public Space (6)	N	N	N	Y	N	N
Requires Off-street Parking	N	Y	N	N	N	Y
Drive-through/in	N	Y	N	Y (CUP)	N (Historic)	Y (CUP)
Review Process (7)	A,PC	A,PC	A,PC	A,PC	A,PC	A,PC

KEY:

Y - Yes, N – No, CUP – Conditional Use Permit

- (1) This includes specific themes (e.g., early 20th century) or specific design requirements such as articulation or architectural separation of floors. Many of the requirements extend to roof design, as well.
- (2) A – Generally limited to brick, stone, wood, or similar.
B – Specifically prohibits finishes such as T-111, corrugated metal.
- (3) Includes % of wall, or specific design requirements.
- (4) Required at building entrance, or along entire building frontage protecting sidewalk.
- (5) A -Generally earth tones, subdued colors.
B – Use of primary colors prohibited with possible exception for trim
C - Maintains a specific color chart(s).
D – Compatible with area color patterns.
- (6) Dedication of public space to provide amenities such as benches or artwork.
- (7) A – Administrative
PC - Planning Commission
A, PC – Depends on the specific development

Matrix Summary:

1. Architectural Guidelines – With the exception of Aumsville, there was some level of design consistency required. Amity went as far as to develop an early 20th century theme based on the existing structures and the Town Center Plan adopted in 1999.
2. Entrance/Orientation to Street – Universally, building entrances are to the street while buildings on corner lots are allowed a corner entrance.
3. Building Materials – Brick, stone, and wood are the universally preferred material. Except for Harrisburg, the communities prohibit certain exterior finishes such as T-111 siding or corrugated metal.
4. Windows and/or Treatment – Windows are an important design feature and are required along the street frontages, usually a certain percentage of the façade. In some cases, regulations require certain designs such as recessed windows, use of wood or masonry trim, and sills.
5. Awning: Walkway or Entrance – Entrances were interesting. A covering (awning) was usually required but options included recessed entryways to provide required pedestrian coverage. Donald required awnings along 60% of the building façade facing a street.
6. Color – Color preferences leaned toward earth tones, or muted colors. Dayton and Lafayette have color charts while Harrisburg requires the colors to be compatible with existing buildings. Bright or primary colors are often limited to trim or prohibited.
7. Screened Equipment – Mechanical equipment must be screened from view, whether located on a roof or ground. All the regulations were consistent with this standard.
8. Public Space – Only Donald required a dedicated public space (2% of the property) to be developed with benches, public art, or similar.
9. Requires Off-street Parking – Only Aumsville and Lafayette required off-street parking. It is optional in other communities but must comply with off-street standards.
10. Drive-ins/drive throughs – Again, except for Aumsville and Lafayette, these were prohibited.
11. Review Process – In cases where the codes are clear and objective, design issues can be addressed administratively, often by site design reviews. The Commission hears cases where a developer wants to modify the design requirements.

III. ISSUES

The following is a list of issues the Planning Commission may wish to consider as part of their discussion in framing new Code language.

1. Location of district – Current Code establishes design standards for commercial property on Maple Street. Maintain the area, expand, or contract?
2. Off-street Parking – Currently required, should this continue? Parking uses space that can be otherwise used for commercial purposes.
3. Standards – Should the design standards be clear and objective or provide mechanisms for flexibility? As noted, some communities have a process to permit modification through commission reviews.
4. Design Approach – There are two ways to approach design: specify exactly what you want or exclude what you absolutely don't want. This would cover items such as exterior facades, building placement and setbacks, entrance requirements, color schemes, or even design themes. Both options allow for modification through a variance – or similar – process and can greatly benefit by using illustrations.
5. Uses – Are there uses that you wish to prohibit within areas that include design standards?
6. Current Regulations – What do you like or dislike about the current regulations that is driving this request? Is a complete overhaul necessary or just some tweaks to current code language?
7. Future – By establishing such standards, there is always the damage of missing opportunities that the City may find attractive and beneficial.

IV. SUMMARY

As stated, the intent of this memorandum is to provide discussion points, and suggestions, for the Commission to consider. Based on the Commission's comments, staff will return at a future meeting with proposed language for the Commission to consider.

Attachments: Deign regulations for Amity, Aumsville, Dayton, Donald, Harrisburg, Lafayette, and Yamhill

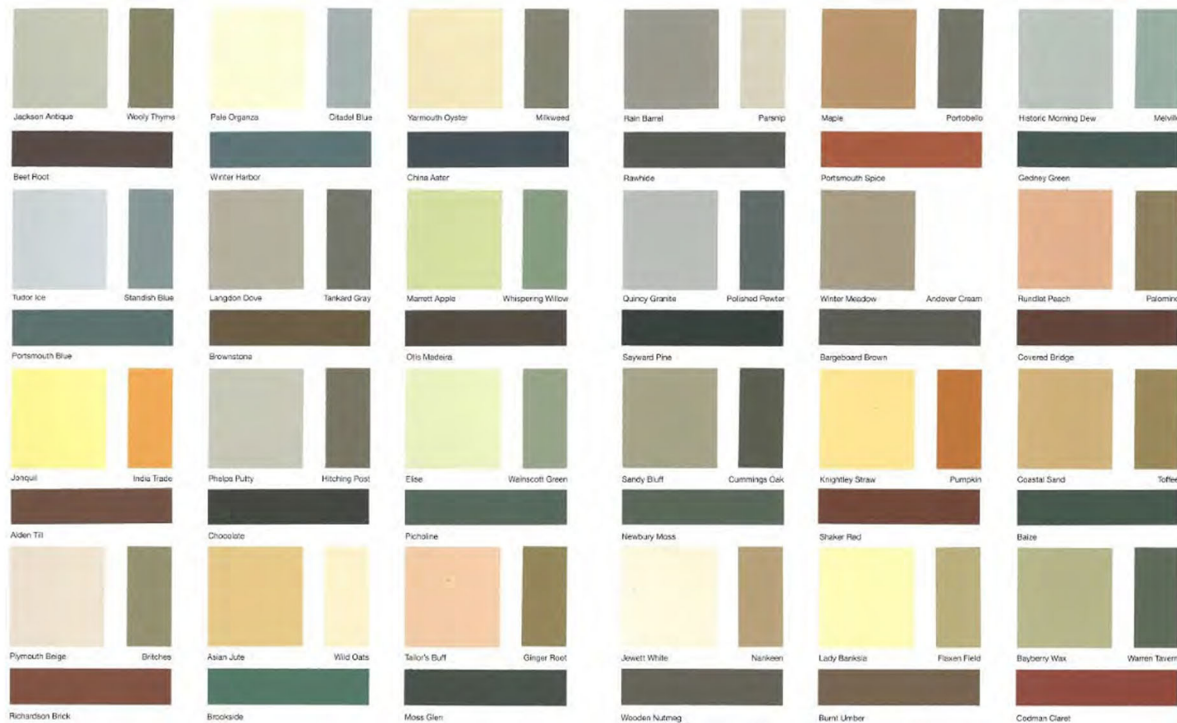
Design Code Edits/Additions

10.46.070. Building Standards

- E. Special Design Requirements
 - Incorporate this heading to describe the intent of the standards/requirements:
 - Architectural Design Standards. The following standards are intended to support downtown development and revitalization consistent with Yamhill's vision for the future. The standards preserve Yamhill's historic character and rural identity, promote pedestrian-friendly development, and guide cohesive architectural growth in the cen while allowing contemporary interpretations of building forms and styles.

Color Palette. Building exterior paint colors shall conform to the Color Palette in Appendix (XX)

Miller Paint Historic Colour Collection:



Add where appropriate:

Outdoor Display. There shall be no outdoor display or storage of materials or merchandise within a designated alleyway, roadway or sidewalk that would impede pedestrian or vehicular traffic except during community retail sales events.

- **To discuss:**
 1. (D) Building Façade. Building façades **visible from a public street** shall provide a brick, masonry, or wood appearance and a minimum 30% of the ground floor between three feet to nine feet above finished grade with **window glazing**.
 - **Clarify façade definition to street-facing:** As presently written, this does not consider that the zero setback between buildings means a side wall currently visible from a public street because it is next to an empty lot could have a neighboring building constructed right up to the property line, blocking the required windows.
 - **Specify transparent window glazing**
 2. Discuss elements from Downtown Design Code Template document provided by the EDC to be incorporated.



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City of Yamhill Volunteer Application

Position Applying for:		☐ Council	☒ Committee	☐ Commission
Personal Information				
Name: Jenny Morrison				
Telephone: [REDACTED]		Email: [REDACTED]		
Length of Residency: 22 years				
Education:		☐ HS Diploma	☒ College Degree	
Employment:		Boehringer Ingelheim		
Government Service History				
Type:				
Position:				
Length of Service:				
Explain what background prepares you for this position:				
I have chaired this committee for the past two years and been an active member for approximately four years. I am also on the board of the Yamhill Downtown Association and committed to supporting our town and community.				
Explain why you wish to serve in this position:				
The EDC has been making progress and I would like to continue working to see our projects and efforts implemented.				
Signed: [REDACTED]		Date: 9/23/26		

Yamhill Resolution R-233 requires all Council and Committee applicants to be a resident of the City for a minimum of one (1) year prior to appointment. Yamhill Ordinance O-507 requires not more than one member of the Planning Commission be a nonresident of the City. Proof of residency may be required at time of application.



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City of Yamhill Volunteer Application

Position Applying for:	☐ Council	☒ Committee	☐ Commission
Personal Information			
Name:	Jessica L. Garcia		
Telephone:	[Redacted]	Email:	[Redacted]
Length of Residency:	6 years		
Education:	☒ HS Diploma	☒ College Degree	
Employment:	Oak Creek Family Farm (Self-employed)		
Government Service History			
Type:	None		
Position:			
Length of Service:			
Explain what background prepares you for this position:			
I am an award winning and Published, wedding Planner, event Planner and designer, with a degree in Hospitality Management.			
Explain why you wish to serve in this position:			
I love Yamhill and would love to help preserve and improve our town.			
Signed:	[Redacted Signature]	Date:	9/22/20

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