



# City of Yamhill

A small taste of Oregon

## AGENDA

**CITY OF YAMHILL, CITY PLANNING COMMISSION MEETING**  
City of Yamhill Council Chambers, 205 S Maple St., Yamhill, OR 97119 & Zoom  
**Wednesday, August 17, 2022**  
**7:00 PM**

Please use the link below to join the webinar:

[https://us02web.zoom.us/j/89896800213?pwd=-3-DZoNMRR1HjnXsd9Y\\_V50Hf4Bt1d.1](https://us02web.zoom.us/j/89896800213?pwd=-3-DZoNMRR1HjnXsd9Y_V50Hf4Bt1d.1)

Passcode: 371225

Please use the following phone number link:

(253) 215-8782 or (346) 248-7799

Webinar ID: 898 9680 0213

Passcode: 371225

1. **Call to Order** – Roll Call
2. **Public Comment:** Anyone wishing to comment during this Teleconference Meeting, please send an email with the topic and a brief overview at least 2 days prior to the meeting date to [s.b.candau@cityofyamhill.org](mailto:s.b.candau@cityofyamhill.org) or call 503-662-3511
3. **New Business:**
  - A. Yamhill Downtown – *see memorandum from City Planner*
4.
  - A. Next Planning Commission Meeting on September 21, 2022
  - B. Commissioner Comments/Discussion
5. **Adjournment**

**\*\*\*\*\* Yamhill Planning Commission meetings are accessible for disabled individuals. The City will also endeavor to provide services for persons with impaired hearing or vision and other services, if requested, at least 48 hours prior to the meeting. To obtain services, please call City Hall at (503)662-3511 \*\*\*\*\***

## MEMORANDUM

**TO:** Yamhill Planning Commission  
**FROM:** Walt Wendolowski, Contract Planner  
**SUBJECT:** Yamhill Downtown  
**DATE:** August 10, 2022

### I. BACKGROUND

During the July meeting, the Commission discussed the City's downtown. While nothing specific was emphasized, the Commission's general feeling was the City needs to seriously consider the downtown's future. To address this issue, contract staff was directed to prepare a memorandum concerning some issues and possible actions.

### II. DISCUSSION

- A. To process this discussion, there are several questions for the Commission to consider:
1. What do we want to achieve? Is the City looking for design standards to preserve/enhance the downtown, establish the downtown as a potential engine for economic development, or both; or is there possibly another objective? It is important to note this not only an aesthetic issue but a financial one as well. Financial interest in continually maintaining the downtown is critical for success.
  2. Why? What is the reasoning behind choosing a particular objective? Is this a short-term or long-term approach?
  3. Where? Has the City clearly defined the downtown? Why this area; can it be narrowed down or eventually expanded?
  4. Why hasn't this happened before now? What previous attempts were made regarding the downtown and what was the outcome? Why is the City revisiting this issue now? The Commission should be aware of the following communication with Oregon Main Street coordinator (Sheri Stuart):

*There is a group that is getting re-started: the Yamhill Downtown Association. They initially joined right before the pandemic, and I was out to do a Main Street Overview community presentation. Then, the pandemic hit, and things were put on hold. The group recently reached out to me, and we re-activated them at the Connected Communities level of our Network*

*(we went through a tier structure update and renamed tiers and the services we offer). Kara Weber is our primary point of contact.*

Were Commission members aware of the Downtown Association – or the Oregon Main Street program - and if not, should the Commission begin discussions with this group?

5. What barriers and opportunities exist? Given a possible objective, what are the possible barriers? Is it land availability, population, traffic, organization, or other factors?
  6. What needs to be done? What needs to occur? Planning code changes, design standards, financial incentives, other?
  7. How? How should the City proceed? Should the City consider an entire program or begin with a simple project. If the community can capture some “low-hanging fruit” to kick-start interest, what would it be?
  8. When? What is a reasonable time to start and see results?
  9. In what order? What is step One?
  10. By whom? Again, apparently the community has an existing Downtown Association – should they take the lead?
  11. With what resources? Time – who is available to volunteer? Money – where does it come from?
  12. How is success measured? How do you know whether the efforts are successful?
- B. It is important to note the City is not alone in this process. As stated earlier, there is an Oregon Main Street program that is designed to assist cities in preserving and enhancing their downtowns. This group is an agency within the Oregon Department of Parks and Recreation.
- C. Final notes: it is critical that thinking be totally focused on doing that which realistically will attract private investment - flower baskets are not economic development!