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Topic: DRAFT Technical Memo #4: Vision
Statement and Guiding Principles

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Basecamp

John Day Innovation Gateway Area Plan

Technical Memo #4: Vision Statement and Guiding Principles

The following brief memorandum provides a proposed vision statement and guiding principles for the project, and includes a set of evaluation criteria with which to assess concept plans for the Gateway project.

Proposed Vision Statement

The John Day Innovation Gateway Project is an integrated community development, transportation and design plan that will envision and support the revitalization of the former Oregon Pine mill site and adjacent properties as a dynamic, thriving and welcoming public space. The Gateway will be connected with public trails through restored floodplain habitat along the banks of the John Day River. New land uses, including recreational facilities and an exciting vision for the use of reclaimed wastewater, offer significant public investments for John Day's future. These support the City's initiatives to maximize innovation and efficiency, build partnerships and spur a sustainable and resilient economy that retains and attracts a range of residents and businesses to John Day.

Guiding Principles

As stated in the project statement of work, the following objectives are guiding the project's development:

- Support development of the former Oregon Pine mill site and adjacent City-owned land to unify design, land uses and transportation connections.
- Rebrand John Day as a thriving rural community to retain residents, attract visitors and sustainable commerce.
- Identify an area for the new wastewater treatment plant to be constructed outside the 100-year floodplain.
- Create a community destination attraction focused on rural innovation and rural value creation to support infill development and a multimodal transportation system.
- Create a beautiful and scenic environment to promote inviting community gathering places and launch new opportunities through transit supportive urban designs.

- Provide active transportation choices to serve all ability levels and provide a healthy, safe and comfortable user experience.
- Restore public access to the riverfront on both sides of the John Day River and enhance the greenbelt along Canyon Creek to link recreational areas and neighborhoods.
- Improve efficiency in use of land and public infrastructure investments so they become vibrant places.
- Enhance planned and existing amenities which support conservation and renewable energy.
- Apply smart growth development strategies to optimize collaboration and leverage public-private partnerships.
- Capitalize on natural assets that improve livability and health of the community.

The consultant team proposes a synthesis of these detailed objectives into more concise guiding principles for a future Innovation Gateway, as follows, under an overarching vision of *“keep what is great about our community and enhance it”*:

The Gateway Project should:

1. Create a thriving destination
2. Attract investment and jobs
3. Honor John Day’s identity and character
4. Promote a connected and healthy community
5. Create opportunities for walking and biking
6. Provide public access to the John Day River and Canyon Creek
7. Efficiently use public resources and land; and
8. Support innovation in conservation

Evaluation Matrix

Concept plans for the Gateway will be prepared with close consideration of background information provided to the consultant team, as summarized in Technical Memo #3. As a method of comparing and evaluating the concept plans and draft preferred concept, the following set of 13 criteria are proposed. The team suggests that a concept that scores 6 or fewer points will require further revision or will not be considered as a preferred alternative. The Project Advisory Committee will review all “scores” but public input will be critical in evaluating the first three: Community Support, Complementary Design, and Identity and Character.

Table 1: Evaluation Criteria

Criteria	Evaluation Range <i>(potential score of +1, 0, -1)</i>	Evaluation Score
Community support	+1 Recommendations and findings complement and support other pertinent plans 0 No opportunity to implement in coordination with other projects or partners -1 Poses barriers to implementing other projects	

Identity and character	+1 Plan honors John Day identity 0 Some elements of plan context-appropriate -1 Plan doesn't feel appropriate for regional context	
Complementary design to City as a whole, "enhances existing community"	+1 Provides opportunity to connect residents to downtown and provides an attractive and welcoming gateway into the City 0 No real change - doesn't change relationship of study area to downtown -1 Draws focus away from downtown, feels disconnected from City.	
Trail system for active transportation	+1 Clear, connected trail system 0 Some trail connections -1 Disconnected, incomplete trails	
Public access to the John Day River	+1 Access provided on both banks 0 Access provided to at least one bank -1 Incomplete access to riverbank	
Smart location for wastewater treatment plant	+1 Plant is located out of floodplain 0 Plant is partially in floodplain -1 Plant is within floodplain and requires mitigation	
Accommodates mix of uses	+1 Plan proposes sites for range of land uses 0 Plan provides sites for at least 2 land uses -1 Most of site dedicated to single land use	
Street network and connections	+1 Fully connected, improved complete streets 0 Some connections, incomplete streets -1 Inadequate connections	
Use existing rights of way (ROW)	+1 Plan uses existing ROW 0 Plan requires some ROW acquisition -1 Plan requires significant ROW acquisition	
Potential for future bus transit	+1 Potential for improved transit service 0 No improvement on existing limited transit -1 Transit access is constrained or reduced	
Flood hazard mitigation for new buildings	+1 All buildings avoid or raised above floodplain 0 Most buildings avoid or raised above floodplain -1 Flood hazard not considered or avoided	
John Day River habitat and function	+1 River habitat is protected and enhanced 0 Some river restoration and protection -1 River conditions not improved	
Plan ensures implementing of plan in future land use and development actions	+1 Policy and code amendments provided/adopted 0 Policies and code amendments not provided -1 Current policies and code conflict/not resolved with new or amended policies and code	
Cost of public improvements <i>*Cost estimating is not part of this planning process.</i>	+1 Plan proposes reasonable improvements within existing funding or future grant potential 0 Plan will require additional public investment -1 Plan may entail higher costs; sources of funding unclear	

End