

# Memorandum



10/26/2016

**To:** Technical Advisory Committee and Project Advisory Committee  
**Cc:** Project Team  
**From:** Joe Dills and Andrew Parish, Angelo Planning Group  
**Re:** Vision, Guiding Principles, and Evaluation Criteria

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## INTRODUCTION

The following vision statement and guiding principles were derived from the Project Advisory Committee and Technical Advisory Committees' discussions held on October 5, 2016 in Hood River. Themes from the early project work (e.g. the Opportunities and Constraints Report, and Smart Growth Principles) have also been included. Please see Figure 1 below and the minutes and materials from the October 5<sup>th</sup> meetings for background information about the input received.

The vision statement will serve as the overarching and long range intent for the Concept Plan. The guiding principles will serve as the guidance to achieve the vision. The vision and guiding principles will be the evaluation criteria used to compare alternatives developed during the process. This memo includes a set of draft "performance indicators," which are the project team's initial thoughts about what we intend to measure and compare between Concept Plan alternatives in order to evaluate how well a given alternative meets the guiding principles.

## VISION

***The Westside Area will grow to become an interconnected community of great neighborhoods, an attractive gateway of commercial and mixed use activity, and an affordable and diverse area of the City. The Westside's hallmarks will be:***

- ***Housing options that provide choices for all income levels, life stages, and cultures within Hood River***
- ***Streets, trails, and paths that are walkable, connected, and green***
- ***Neighborhood design that celebrates the landforms, views, and magnificent landscape of Hood River***
- ***Open spaces and parks that support community gathering and a connection to nature***

***The Westside Area will be an integral part and extension of the larger Hood River community.***



## EVALUATION CRITERIA AND PERFORMANCE INDICATORS

The Westside Area Concept Plan will be developed through the preparation of alternatives that provide options and choices for how land uses, streets, and other elements might be arranged within the project area. The alternatives will be compared and discussed by the Committees and community, ultimately leading to the crafting of a single “preferred alternative” to use as the basis for the final Concept Plan. It is common that such an alternatives evaluation process leads to the creation of a hybrid plan that includes desirable elements from each of the alternatives.

The process of creating the preferred alternative will be a combination of art and science, combining technical information from the team with pros and cons as identified by the Committees and community. The list below outlines the project’s guiding principles and an initial list of suggested “performance indicators.” These indicators are intended to help assess specific elements of the land use and transportation alternatives. The indicators will not be used as a simple “report card” for each alternative. Rather, they will provide information to support discussions about the benefits and drawbacks of each alternative.

Each guiding principle is stated below in bold type. Collectively, they are the evaluation criteria that will be used. The bullets are the performance indicators for each criterion. They are the types of information that will be assembled to support the evaluation.

- A. Create livable neighborhoods that make good use of the Westside's limited land supply.**
  - Total number of units expected (by zone, by unit type)
  - Units per residential acre in project area (density)
  - Units per total acre in the project area (gross density)
  - Appropriate transitions between residential zones (qualitative)
- B. Create well-planned and commercially successful mixed-use districts in the Westside gateway area.**
  - Housing units within walking distance of "Gateway" area
  - Amount of commercial/mixed use expected in "Gateway" area (acres and built square footage)
  - Effects of alternative on the design of the district (qualitative, may not vary between alternatives)
  - Percent of city-wide commercial land need accommodated in the Westside Area
  - Percent of city-wide industrial land need accommodated in the Westside Area
- C. Create a plan that works for all ages and abilities of the community.**
  - (Qualitative, may not vary between alternatives)
- D. Provide a range of densities and housing types, increasing affordable housing choices in Hood River.**
  - Total number of units expected (by zone, by unit type)
  - Location of unit types (qualitative, addressing proximity to services and transit accessibility)
  - Percent of R-2 medium density relative to base case.
  - Percent of R-3 high density relative to base case.
  - Information on expected home prices (specific metrics to be determined)
  - Discussion of subsidized affordable housing (qualitative; county property location, zone, role in the overall plan).
- E. Incorporate natural features and a sense of place into each neighborhood and district.**
  - (Qualitative, may not vary between alternatives, unique features of each neighborhood to be noted)
- F. Include open space and parks integrated in neighborhoods.**
  - Assumed park space per dwelling unit
  - Other qualitative discussion about park design and location
- G. Provide a connected transportation network with walkable, bike-friendly and green streets.**

- Integration of Westside Area street network into the context of citywide transportation system plan and ODOT facilities (Qualitative, to be followed by detailed transportation analysis of preferred alternative)
  - Degree to which network supports feasible land development
- H. Promote active and healthy living through community design.**
- Qualitative discussion of land use and transportation attributes and their role in active and healthy design (may not vary between alternatives)
- I. Plan land uses and transportation facilities so the area may be served by fixed route transit in the future.**
- Households within 1/4 mile of proposed transit route
- J. Integrate Westside Elementary School and future new schools as key community places.**
- Design issues in alternative that affect schools (qualitative; pedestrian access, role of schools in overall plan)
- K. Promote human-scaled building designs**
- (Qualitative, may not vary between alternatives)
- L. Plan for efficient water, sewer and storm water infrastructure, utilizing green practices for storm water management.**
- Degree to which alternative address identified problem areas for water, sewer and storm water infrastructure
  - (May not vary between alternatives)
- M. Provide a realistic infrastructure funding strategy**
- The infrastructure funding strategy will be prepared after the preferred alternative is created, and used to finalize it