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To:	Project Team / Chris Workman City of Philomath	From:	Ryan Givens, Planner Ryan.Givens@stantec.com /  Carrie Rackey, Project Manager Carrie.Rackey@stantec.com
File:	Corvallis Area Coalition United States Environmental Protection Agency (EPA) Brownfield Assessment Grant Project	Date:	October 19, 2021

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**Reference: Engagement Plan – Philomath Area-Wide Planning (AWP) Project *\*\*Working Draft\*\****

The purpose of this memorandum is to outline the public engagement plan for the area-wide planning (AWP) project for Downtown Philomath, Oregon and to outline the structure of the first of two public meetings. This work is being conducted as part of the Corvallis Area Coalition United States Environmental Protection Agency (EPA) Brownfield Coalition Assessment Grant Project. Eligible activities under the grant include site reuse planning, community engagement, technical studies, and area-wide planning.

*\*\*Note, this is a working draft and specific information will be added upon coordination with City of Philomath and the Corvallis Grant Administrator staff. The engagement plan will involve community member participation at two community meetings to guide the recommendations and outcomes of the resulting area-wide planning revitalization strategies and final report.*

## PROJECT OVERVIEW

Using the Corvallis Area Coalition US EPA Brownfield Grant, the City of Philomath (“City” - a coalition partner) would like Stantec to conduct an AWP project to identify brownfields, explore property conditions, and define revitalization opportunities in Philomath’s downtown core. The project team includes staff representatives from the City of Philomath and Stantec. The project boundaries (“focus area”) include the public right-of-way and properties along Main Street/Applegate Street between 11th and 15th Streets. The key objectives will be (1) to identify property conditions and brownfields with redevelopment potential, (2) identify the existing regulatory/area conditions (while accounting for recently-completed City initiatives), (3) engage with community members/stakeholders to define goals and local preferences to land use/urban design, (4) identify urban design enhancements to the public realm (to complement upcoming streetscape construction documents), (5) explore redevelopment components for up to two catalyst sites identified by the City/Coalition, and (6) define implementation strategies.

**Focus Area** - The AWP focus area is an established commercial/mixed-use corridor lined with older buildings arranged in a traditional urban design pattern (e.g., mixed-use buildings are positioned close to the public sidewalk with ground level tenant spaces, and a formal street grid radiates outward). Main Street and Applegate Street form a parallel couplet that passes through downtown. Each street is a two-lane major roadway designed in a one-way configuration with bicycle lanes, street parking, and continuous sidewalks - several local streets intersect the couplet corridor creating secondary roadways. Figure 1 depicts the proposed focus area. Several of the properties within the downtown vicinity are vacant/abandoned or underutilized – there are opportunities to identify these sites and define reuse/redevelopment strategies to put them into productive use.

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**Visioning and Outreach** - Stantec and the City will host two community meetings to allow community members to provide feedback and recommendations relating to potential downtown revitalization strategies. The AWP engagement plan will include two (2) in-person community meetings as outlined below:

1. **Community Meeting #1 – Visioning Session:** Stantec and the City will facilitate a “Visioning Session” with community members to create an opportunity for participants to provide guidance and preferences on revitalization in the AWP focus area. The event will include a brief presentation on the project objectives, existing conditions, and preliminary findings. Stantec and City/Coalition staff will then serve as facilitators at break-out groups. Each facilitator will lead their group to provide feedback on the following topics which will guide the AWP project’s planning strategies. Each facilitator will be given a set of questions and maps/visuals and will document the feedback they receive through the discussions.
  - **Land Uses/Urban Design** – Participants will be asked to identify their desired land uses in terms of commercial services, employment, and housing. Participants will also identify their preferences regarding building scale, façade design, and other urban design elements. This information will inform potential recommendations relating to zoning and the City’s business/developer recruitment initiatives.
  - **Streetscape and Amenities** – Participants will be asked to identify their preferences and desires for future streetscaping, mobility enhancements, and public amenities. This information will inform potential recommendations relating to future capital improvement projects in the AWP focus area.
  - **Catalyst Infill Projects** – Participants will be asked to identify their preferences and desires for up to two (2) catalyst infill projects in the AWP focus area in terms of land uses and spatial design. The City/Coalition shall be responsible for selecting the catalyst sites (the City-owned parcel at the southwest corner of Main Street and S 14th Street will be one of the catalyst sites). This information will inform potential recommendations for capital investments, supportive zoning/regulatory amendments, and the City’s developer recruitment initiatives.
  - **Interim Uses** – Participants will be asked to identify sites that could be used to support interim uses until said sites are redeveloped (e.g., art installations, community gardens, pop-up markets, etc.). This information will inform potential recommendations for interim uses and to assist the City to recruit community groups/organizations for project implementation.
2. **Community Meeting #2 – Planning Strategies:** Stantec will co-facilitate (with City representatives) a second community meeting to present the draft recommended planning strategies for the AWP focus area. These strategies will respond to the participant feedback from Community Meeting #1. Stantec will create interactive engagement stations to allow meeting participants to provide feedback on the draft strategies.

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## ENGAGEMENT SCHEDULE

The following table outlines the draft meeting schedule including topics, tentative dates, and meeting components. The subsections herein provide additional detail for Community Meeting #1.

Community Engagement Schedule		
Meeting and Main Discussion Topics	Date and Time	Components
Community Meeting #1 – Visioning Session	October 28, 2021 / 7pm	<p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>• Provide project overview / objectives</li> <li>• Review existing conditions findings</li> </ul> <p><b>Breakout Groups</b></p> <ul style="list-style-type: none"> <li>• Facilitate community priorities discussion</li> <li>• Identify opportunities and challenges</li> <li>• Generate initial revitalization ideas</li> </ul>
Community Meeting #2 – Planning Strategies	January 2022 (to be determined)	<p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>• Provide project overview / objectives</li> <li>• Provide summation of participant feedback obtained from Meeting #1</li> <li>• Present preliminary revitalization strategies / concepts</li> </ul> <p><b>Engagement Stations (involving the following topics)</b></p> <ul style="list-style-type: none"> <li>• Streetscaping and Mobility Enhancement</li> <li>• Urban Design / Building Form</li> <li>• Catalyst Projects</li> <li>• City-owned Property (options)</li> </ul>

## INVITATION/ANNOUNCEMENT SAMPLE LANGUAGE

The following language is provided for the City of Philomath to use to invite individuals to participate in Community Meeting #1.

**\*\*\*\*\* Invitation and Announcement Language\*\*\*\*\***

**Project Intent:** *The City of Philomath has embarked on an area-wide planning initiative to attract redevelopment and investment in Downtown and surrounding neighborhoods with emphasis on the properties along Main Street/Applegate Street between 11th and 15th Streets (the “focus area”). We would like to engage community members to provide recommendations, feedback, and guidance through the planning process. Preliminary outcomes from this planning process may include recommendations relating to future amenities, streetscape enhancements, business recruitment actions/incentives, and potential regulatory/zoning amendments.*

**Request:** *We want to hear your ideas about the future revitalization planning and opportunities in the Downtown Philomath focus area – we invite you to participate at a Community Meeting on October 28, 2021, from 7:00pm to 8:30pm at City Hall – located at 1010 Applegate St, Philomath, OR 97370*

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**Meeting Format:** *The meeting will include a brief presentation to identify the project objectives, existing conditions, concurrent planning/investment projects, and preliminary revitalization opportunities. Next, attendees will be asked to provide feedback in breakout groups relating to desired land use/urban design characteristics, services/amenities, and redevelopment options for a City-owned property in the focus area. At a follow-up meeting anticipated to be held in early 2022, the City will present potential revitalization strategies that respond to the community feedback obtained from Community Meeting #1.*

**Funding Background:** *This project is being funded by the Corvallis Area Coalition United States Environmental Protection Agency (EPA) Brownfield Coalition Assessment Grant. The EPA defines a brownfield as “real property, the expansion, redevelopment or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant or contaminant”. Existing and former industrial uses, vehicle service stations, and abandoned structures fall within this definition.*

*The grant allows recipients to use portions of the funds for area-wide planning initiatives to establish strategies to improve brownfield-impacted areas through redevelopment, adaptive reuse, and capital investments. The City is using a portion of the grant for planning efforts in the Downtown Philomath focus area.*

**For more information contact:**

**Chris Workman, Philomath City Manager**

**Telephone: 541-929-6148**

**Email: [chris.workman@philomathoregon.gov](mailto:chris.workman@philomathoregon.gov)**

**Alternative Invitation Language:**

**Downtown Philomath Area-Wide Planning Community Meeting #1**

**When:** Thursday, October 28, 2021, 7:00pm to 8:30pm

**Where:** Philomath City Hall, 1010 Applegate St, Philomath, OR 97370

**Presenters:** Chris Workman, Philomath City Manager and Ryan Givens, Planner at Stantec.

**Contact:** Chris Workman, 541-929-6148 / [chris.workman@philomathoregon.gov](mailto:chris.workman@philomathoregon.gov)

**Topic of Discussion -** *The City of Philomath and consultant partner Stantec are conducting an area-wide planning project for Downtown Philomath with emphasis on the properties along Main Street/Applegate Street between 11th and 15th Streets (the “focus area”). The goal is to engage with community members to identify potential strategies that would support business recruitment/retention, elevate quality of life, and promote economic development in the focus area. We invite community members to learn about the project and provide their ideas/feedback that will guide the resulting revitalization strategies for Downtown. The meeting will include a brief presentation at the beginning, and attendees will be asked to participate at group breakout sessions to provide feedback on specific topics relating to Downtown revitalization/economic development.*

**COMMUNITY MEETING #1 – VISIONING SESSION FORMAT**

The following table outlines the presentation and breakout group discussion topics that may be used at Community Meeting 1. In summary, the project team will provide a brief presentation for participants to learn about the project, existing conditions, and preliminary findings. Next, participants will be asked to convene at a breakout group to provide feedback on a series of facilitator-led discussion items – each are aimed to gather participant sentiments on a variety of planning-related topics (e.g., land use, amenities, etc.).

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<b>Community Meeting #1 Topics and Components Outline</b>	
<b>Topic</b>	<b>Components</b>
<b>Welcome &amp; Introductions</b>	<ul style="list-style-type: none"> <li>• Welcome Desk with facilitator</li> <li>• Sign-in sheet</li> <li>• Miscellaneous Materials: Pens, name tags, hand sanitizer, COVID-19 masks.</li> <li>• Refreshments: Hot Tea/Cocoa, cookies, crackers (gluten free / nut-free options)</li> </ul>
<b>Presentation &amp; Discussion</b>	<ul style="list-style-type: none"> <li>• AWP Overview and Objectives</li> <li>• Existing Conditions Overview</li> <li>• Concurrent / Past Planning Initiatives</li> <li>• Revitalization Opportunities</li> <li>• Engagement Instructions</li> </ul>
<b>Breakout Group Discussions</b>	
<b>Group Introductions</b>	<ul style="list-style-type: none"> <li>• State your name, tell us your connection to Philomath, and describe/identify your favorite place in Downtown.</li> </ul>
<b>Downtown Connection</b>	<ul style="list-style-type: none"> <li>• What businesses/amenities do you use in Downtown?</li> <li>• What do you appreciate most about Downtown?</li> </ul>
<b>Services</b>	<ul style="list-style-type: none"> <li>• Describe the services that are lacking in Downtown?</li> <li>• Describe types of services/businesses would you like to see added to Downtown? (e.g., restaurants, housing, medical services, etc.)</li> </ul>
<b>Urban Design / Building Appearance</b>	<ul style="list-style-type: none"> <li>• Describe the kind of development you would like to see in Downtown in terms of height, size, and appearance.</li> <li>• Describe the type of development that does NOT fit in Downtown.</li> <li>• Describe other communities you feel are good examples for Philomath - describe specific amenities/uses/character.</li> </ul>
<b>Streetscape Enhancements</b>	<ul style="list-style-type: none"> <li>• Identify side streets in Downtown that should be enhanced through new paving, landscaping, and furniture.</li> <li>• Describe how those streetscape enhancements would look like.</li> <li>• Describe access challenges in Downtown relating to motorists, pedestrians, and bicyclists.</li> </ul>
<b>Amenities</b>	<ul style="list-style-type: none"> <li>• Describe the types of amenities that should be added or expanded in Downtown.</li> <li>• Describe some potential locations for these amenities.</li> </ul>
<b>Catalyst Projects / One Big Idea</b>	<ul style="list-style-type: none"> <li>• Describe how you feel the City-owned property at Main and 14<sup>th</sup> Street should be used and redeveloped in the future.</li> <li>• Describe other projects that could be a catalyst for positive change in Downtown.</li> <li>• Describe "One Big Project" that you feel would enhance Downtown?</li> <li>• Describe potential interim uses that would help bring near-term vitality to Downtown? (e.g., pop-up markets, food truck courts)</li> </ul>
<b>Community Priorities</b>	<ul style="list-style-type: none"> <li>• What should the City/community prioritize for Downtown? (e.g., streetscape enhancements, economic development, new businesses, housing, amenities, incentives, etc.)</li> </ul>