



MEMORANDUM

Vision and Guiding Principles

Pleasant Valley/North Carver Comprehensive Plan

DATE October 31, 2018
TO PV/NC Comprehensive Plan TAC and CAC Members
FROM Joe Dills and Jamin Kimmell, Angelo Planning Group

The purpose of this memo is to document a draft vision statement and set of guiding principles for the Pleasant Valley/North Carver (PV/NC) Comprehensive Plan. The vision and principles set forth key ideas that will shape the development and implementation of the plan. They were drafted based on input received from the first meetings of the Technical Advisory Committee (TAC) and Community Advisory Committee (CAC) on October 11, 2018.

VISION STATEMENT

In 2040, the Pleasant Valley/North Carver area is an integral part of the growing Happy Valley community, and a natural extension of East Happy Valley. The area is comprised of a network of walkable neighborhoods, vibrant mixed-use centers, and thriving employment areas. The natural beauty and function of the landscape is embraced and enhanced, and part of every neighborhood. The Carver riverfront has been transformed to include great public access and unique destinations. The area is supported by a resilient and safe network of streets, transit service, infrastructure, high-quality schools, and attractive parks and trails.

GUIDING PRINCIPLES

Community. All development is planned and design to create a strong identity and sense of community in Pleasant Valley and North Carver.

Nature. Nature is protected, celebrated, and integrated into the community. Stream and habitat corridors are preserved and enhanced to ensure they can provide critical ecological functions. People can experience nature up-close through a network of parks and trails. People can appreciate nature from afar, in everyday situations, through views of rolling hills and forested buttes.

Neighborhoods. Neighborhoods are more than a collection of housing. Neighborhoods feel and function like villages: welcoming communities that make room for people of all ages, abilities, and life

experiences. Within each neighborhood, housing options include family-sized homes, compact cottages, and livable townhomes and apartments where appropriate. Streets and blocks are designed for walking and local shops and services are within walking distance.

Mixed-use centers. People gather in town centers to shop, play, and celebrate as a community. Mixed-use buildings allow people to live in these centers, ensuring that streets are alive with activity both during the day and in the evenings. The centers are destinations because they are built around special places, such as the waterfront of the Clackamas River or the confluence of important streets.

Identity and sense of place. People perceive the communities in the plan area as distinctive places. Homes and buildings are designed to be varied and interesting. Gateways into the area and individual neighborhoods are marked with distinctive public art or monuments. Unique features are designed into corridors and centers to reinforce a sense of place.

Local jobs and businesses. Residents have opportunities to live and work in the same community. Local jobs are available to people with a range of backgrounds and skills, and all pay a living wage. Businesses are attracted by unique advantages of locating in the area and reinforce the development of industry clusters.

Transportation that works. A robust network of streets and transit routes allow people to move efficiently in, out, and across the area. Streets are designed to both manage traffic flow and encourage walking, biking, and riding transit. Transportation infrastructure is built prior to or concurrent with development.

Regional fit. The plan area is integrated with the regional transportation system, land use patterns, and public facilities network. The plan area is viewed both as a distinct, individual place and a part of a larger system of neighboring cities and rural areas.

Fiscal health. The plan can be implemented because it addresses fiscal realities. Service providers—including transportation, sewer, water, stormwater, parks, schools, and parks—can build infrastructure to support development because funding mechanisms are aligned with needs and costs.