



# Planning Commission Agenda

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**Planning Commissioners:**

Greg James, Chair  
Nick Nelson, Vice Chair  
Johnny Kirschenmann  
Steve Moe  
Stacy Salladay  
Tim Vohs  
Joe Pishioneri

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The meeting location is wheelchair-accessible. For the hearing-impaired, an interpreter can be provided with 48 hours notice prior to the meeting. For meetings in the Council Meeting Room, a "Personal PA Receiver" for the hearing impaired is available. To arrange for these services, call 541.726.3610.

**Meetings will end prior to 10:00 p.m. unless extended by a vote of the Planning Commission.**

All proceedings before the Planning Commission are recorded.

**September 16, 2014**

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**6:00 p.m. Work Session  
Jesse Maine Room**

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(Planning Commission work sessions are reserved for discussion between Planning Commission, staff and consultants; therefore, the Planning Commission will not receive public input during work sessions. Opportunities for public input are given during all regular Planning Commission meetings.)

**CONVENE AND CALL TO ORDER THE WORK SESSION OF THE SPRINGFIELD PLANNING COMMISSION**

**ATTENDANCE:** Chair James \_\_\_\_\_, Vice Chair Nelson \_\_\_\_\_, Kirschenmann \_\_\_\_, Moe\_\_\_\_, Salladay\_\_\_\_, Vohs \_\_\_\_\_, and Pishioneri \_\_\_\_\_.

**WORK SESSION ITEM(S)**

**1. Main Street Corridor Vision Plan Project Update- TYP413-00006**

**Staff: Linda Pauly, Senior Planner  
30 Minutes**

**ADJOURN WORK SESSION OF THE SPRINGFIELD PLANNING COMMISSION**

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**AGENDA ITEM SUMMARY**

**Meeting Date:** 9/16/2014  
**Meeting Type:** Work Session  
**Staff Contact/Dept.:** Linda Pauly/DPW  
**Staff Phone No:** 541-726-4608  
**Estimated Time:** 30 Minutes  
**Council Goals:** Encourage Economic Development and Revitalization through Community Partnerships

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**SPRINGFIELD  
PLANNING COMMISSION**

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**ITEM TITLE:** MAIN STREET CORRIDOR VISION PLAN PROJECT UPDATE  
(TYP413-00006)

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**ACTION REQUESTED:** Review staff's presentation highlighting progress of the project to date and provide input on Draft Strategies and Actions (ATT 1, pages 1-3)

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**ISSUE STATEMENT:** With input received through an extensive public involvement process, the City's Main Street Corridor Vision Plan is taking shape. New visions and goals for preferred future land use and transportation outcomes have emerged from the process. The Vision Plan also will identify implementation strategies and actions the City could pursue in the short term and long term to advance new visions for the corridor.

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**ATTACHMENTS:**

1. Draft Strategies and Actions  
Exhibit A Map – Proposed Corridor Segments & Activity Nodes  
Exhibit B – D Illustrated Examples of Potential Corridor Improvements  
Exhibit E Map of Opportunity Sites
2. To view the Complete Results of Public Involvement Activities:  
<http://ourmainstreetspringfield.org/main-street-corridor-vision-plan/>

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**DISCUSSION:** One year ago (September 17, 2013) the CCI approved the Citizen Involvement Plan for the Main Street Corridor Vision Plan project. Since then, the City has conducted extensive outreach activities to involve the community in development of integrated land use and transportation visions for lands along Springfield's Main Street/Highway 126. The purpose of the Plan is to take a comprehensive look at the future of the Corridor as a whole and how it connects Springfield while considering community development, transportation projects and other initiatives to improve Main Street's economic vitality and livability. The Planning Commission will conduct a work session on the Draft Main Street Corridor Vision Plan on November 4 and a public hearing on February 17, 2015.

This project is the first phase of a comprehensive planning process. The adopted Vision Plan will inform and guide:

- preparation of updated Springfield Comprehensive Plan land use designations and zoning in Phase Two to support the implementation of the vision;
- preparation of the Springfield Comprehensive Plan (2030 Plan) Land Use and Urban Design Element;
- the Main Street segments of the Main – McVay Transit Study

The Vision Plan project is part of a larger, coordinated City of Springfield multi-element Main Street Project that also includes implementation of new pedestrian crossings in the shorter term and a study to consider future transit options in the Main–McVay Corridor.

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# Draft Strategies and Actions

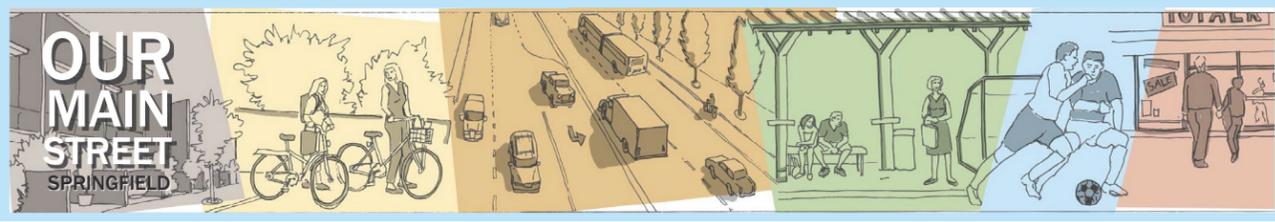
## Main Street Corridor Vision Plan

<b>Strategic Goals for Main Street <u>Transportation Choices</u></b>	<b>Examples of Actions, Projects &amp; Programs to Implement Transportation Choices Goals</b>
<p>Maintain flow of motor vehicle and freight movement.</p> <p>Encourage reduced vehicle speeds.</p> <p>Encourage multimodal travel.</p> <p>Encourage transit use.</p>	<ol style="list-style-type: none"> <li>1. City continues to work with ODOT for intersection, traffic signal and roadway improvements projects, and to maintain freight mobility in the corridor.</li> <li>2. Roadway design and signage to slow vehicle speeds.</li> <li>3. Pedestrian safety improvements for sidewalks and street crossings.</li> <li>4. Alternative bike routes parallel to Main Street.</li> </ol>
<b>Strategic Goals for Main Street <u>Transit and Community Benefits</u></b>	<b>Examples of Actions, Projects &amp; Programs to Implement Transit and Community Benefits Goals</b>
<p>Safe and comfortable access to bus stops/stations.</p> <p>Effective business outreach and community involvement</p> <p>Improve transit service.</p> <p>Encourage transit-supportive development.</p>	<ol style="list-style-type: none"> <li>5. Safety and comfortable improvements for pedestrians and cyclists getting to transit and waiting for transit.</li> <li>6. Assess and improve neighborhood walkability.</li> <li>7. Assess opportunities for neighborhood bike boulevards with transit stop access.</li> <li>8. Business outreach and support programs.</li> <li>9. Encourage future transit-supportive development.</li> </ol>
<b>Strategic Goals for Main Street <u>Public Realm Enhancements</u></b>	<b>Examples of Actions, Projects &amp; Programs to Implement Public Realm Enhancement Goals</b>
<p>Attractive sidewalk and roadways as a “front door” for businesses and</p>	<ol style="list-style-type: none"> <li>10. Comprehensive streetscape master plan with long-term projects.</li> </ol>

residents	11. Gateway design plan for Main Street with long-term projects.  12. “Garden Street” Plan (Main Street from 10th to 19th Streets).  13. Storefront improvement program and projects.  14. Zoning and code updates with appropriate design standards.  15. Encourage development of community gathering places.
Attractive development consistent with vision statements	
Gateway or street corner features along the street	
New Opportunities with Stormwater facilities: <ul style="list-style-type: none"> <li>• Stormwater planters as part of streetscape amenities.</li> <li>• A focus for plazas and gathering spaces.</li> <li>• New approaches to development of properties.</li> </ul>	
<b>Strategic Goals for Main Street <u>Business Activity</u></b>	<b>Examples of Actions, Projects &amp; Programs to Implement Business Activity Goals</b>
Support retention and growth of long-standing and viable businesses.	16. Expanded Façade Improvement Program.  17. Explore multiple financial support options.  18. Business recruitment strategies.  19. Partnerships with Lane Transit District (LTD).  20. Updates to the Zoning Code to consider more mixed-use areas.  21. Targeted outreach to business and property owners.
Encourage broad range of new business and employment uses.	
Maintain an industrial land supply to support small businesses, start-ups and emerging enterprises.	
Improve pedestrian safety, strengthen unique neighborhood identities, and create attractive pedestrian environments at activity hubs along the corridor.	
Support transition from single-use zoning to mixed-use compact, walkable land use patterns for new development in the segment near downtown, in the Thurston neighborhood commercial area, and in distinct nodes along the corridor.	
<b>Strategic Goals for Main Street <u>Housing Choices</u></b>	<b>Examples of Actions, Projects &amp; Programs to Implement Housing Choices Goals</b>
Affordable choices for mixed incomes	22. Downtown Urban Renewal District.

and age groups.	<ul style="list-style-type: none"> <li>23. Vertical Housing Development Zone and CDBG Downtown Redevelopment Area.</li> <li>24. Work with providers of low-income housing</li> <li>25. Partner with Lane Transit District.</li> <li>26. Financial support for selected projects.</li> </ul>
Mixed use development where appropriate.	
Intensification of development at targeted locations.	





### Corridor Segments and Activity Nodes



# Transportation Choices

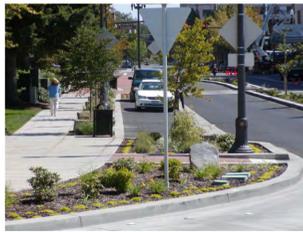
## Pedestrian Facilities



Wide Sidewalks With Foliage and Bicycle Parking Facilities



Corner Bulb Outs



Landscaped Bulb Outs



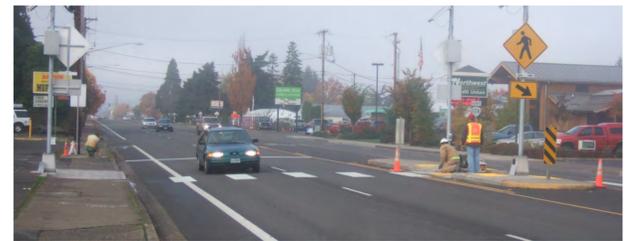
Pedestrian Refuge Island



Sign and Flashing Beacon



Rectangular Rapid Flashing Beacon (RRFB) and Pedestrian Island



RRFB Construction in Springfield, OR



## Access to Transit



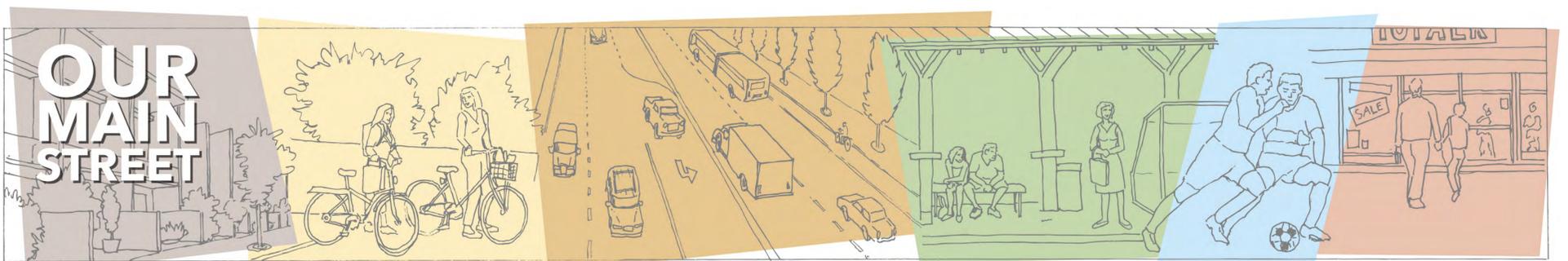
Enhanced Station Design and Passenger Amenities



Bicycle Access to Transit



Pedestrian Refuge Island Near Transit Stop Location



# Transportation Choices

## Bicycle Facilities



Cycle Track Trail



Conceptual Design of Protected Bike Lanes



Left Turn Bike Box



Protected Bike Lane Next to Sidewalk



Aerial of a Cycle Track Along an Urban Street

## Reduced Vehicle Speeds



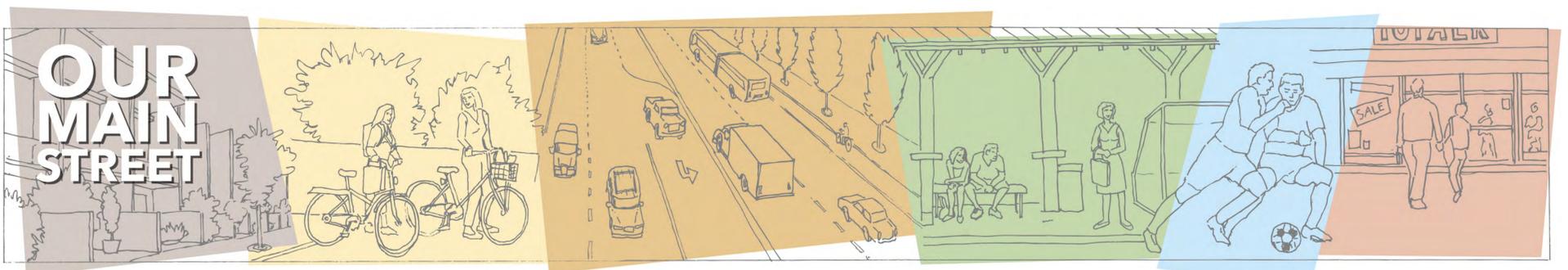
Driver Speed Feedback Sign



Planter Medians Reduce Vehicle Speed



Increase Bicycle and Pedestrian Activity



# Public Realm Enhancement

## Garden Street Plan

Develop a unique streetscape plan for Main Street between 10th Street and 19th Street. The plan can emphasize pedestrian-oriented design and the “greening of Main Street” expressed through the cultural, landscape and garden history of Springfield. Plan elements might include:

- street trees and street corner landscaping
- distinctive street furniture
- outdoor seating and small plazas
- wayfinding signs and public art
- green street stormwater facilities

**Potential Partners:** local nurseries, garden clubs, Springfield Museum Garden Tour, business owners and seniors and youth groups.

**Potential Implementation:** Segment I



Artful Street Furniture



Outdoor Seating and Plazas



Planting the Street Corner



Greening the Street

## Public Art Plan

Develop a public art plan for project area with an emphasis on installation opportunities in the Couplet Area and in the activity nodes along Main Street. Include local public artists and the community in developing art themes and guidelines. Establish a proposal and selection process and funding support. Coordinate with public art planning for downtown and future BRT stations.

**Potential Partners:** Springfield Arts Commission, Lane Arts Council, University of Oregon and Lane Community College Arts Departments, Springfield School District and various grants.

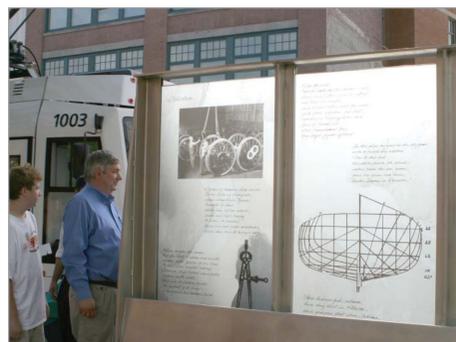
**Potential Implementation:** Segment I and Activity Nodes



Art You Play With



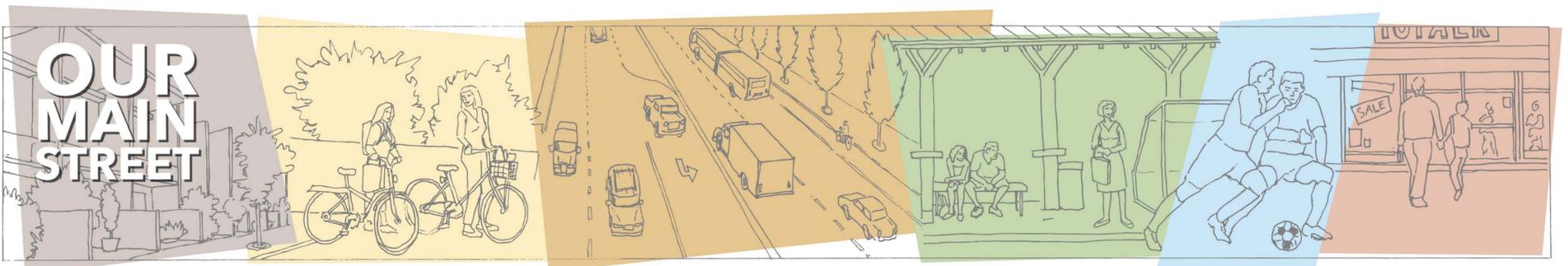
Art You Sit With



Art at Transit Stations



Art and Buildings



# Public Realm Enhancement

## What Would You Like to See on Main Street?

### Landscaping

Landscaping can change the image of a street, encourage people to walk, and reduce traffic speeds.



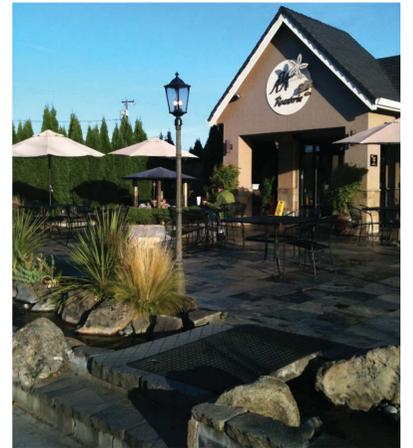
### Street Furnishings

A nicely furnished sidewalk makes it comfortable to walk, talk, and shop.



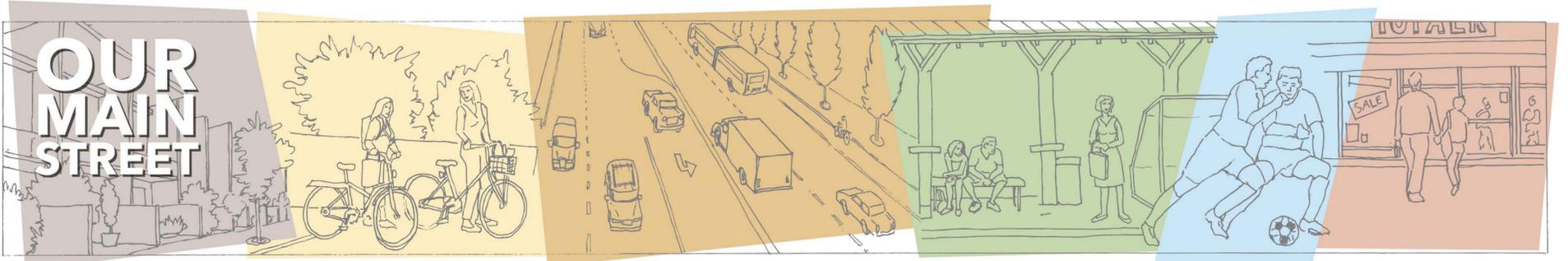
### Plazas and Outdoor Seating

Plazas and outdoor spaces focus pedestrian activity and community gathering.



### Attractive Buildings

The appearance of buildings is a significant element of an attractive street.



# Public Realm Enhancement

## A Green Street Approach

Stormwater can be managed and treated where it naturally falls within roadways and public spaces. This is a sustainable alternative to conventional stormwater infrastructure, providing a cost-effective balance between urban development and natural processes. The facilities are simple and can be an attractive focus for:

- streetscapes enhancements
- community gathering places
- transit stations and transit centers
- public art



Stormwater Planters



Stormwater Planters



Stormwater Plaza



Stormwater Art

## Low Impact Development (LID) Approach

A similar approach can be part of the future property development along Main Street. LID strategies mimic natural hydrology and can address other stormwater management challenges by improving runoff water quality and reducing flooding. Typical practices include:

- connected landscape areas
- bioretention swales
- planters for building runoff
- 'green roofs' for buildings



Many Opportunities with Development



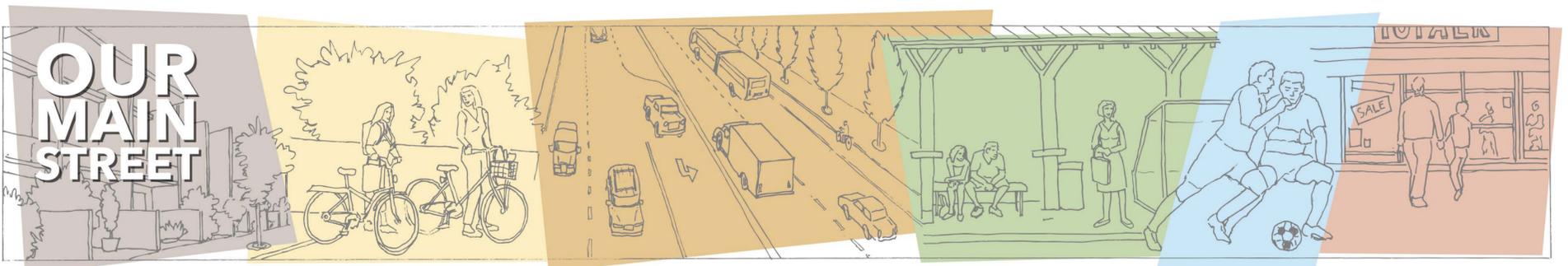
On-Site Bioretention



RoofTop Stormwater Planters



Stormwater Art



# Business and Housing

## Main Street Couplet

Potential updates to the Zoning Code:

- Allow mixed use buildings
- Encourage active ground floor uses
- Emphasize pedestrian-oriented design
- Intensification of development at 14th and 21st Nodes

Potential Programs that can incent new residences and enhance business activity include:

- Facade Improvement program implemented by NEDCO
- Vertical Housing Development Zone
- Urban Renewal
- Federal dollars associated with substantial transit improvements
- HUD-designated Downtown Redevelopment Area.

Implement recommendations for **Transportation Choices** and the **Public Realm**.



Live/Work Housing



Pedestrian-Oriented Design



Active Ground Floor

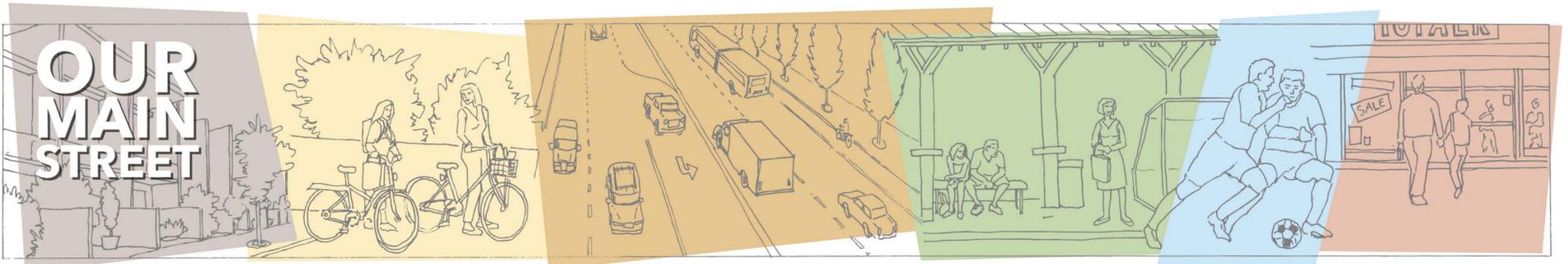
## South A Street Couplet Area

Retain existing businesses

Support the development of new businesses

Implement recommendations for **Transportation Choices** and the **Public Realm**

Potential Program that can attract new business is the City's Enterprise Zone program.



# Business and Housing

## Mid-Springfield Business Corridor

Strategic Actions include:

- Retain existing businesses
- Support the development of new businesses
- Make key changes to the Zoning Code to allow more intense uses within the identified nodes
  - Allow more intense development in Activity Nodes
  - Allow housing



Retain existing businesses that need room to display bulky goods.

Potential Programs include:

- Recruit businesses using the City's Enterprise Zone program.
- Focus infrastructure improvements in Nodes
- Coordinate with LTD to link infrastructure improvements to transit development



Allow more dense development with a mix of uses and good transit access in Activity Nodes



Allow more dense residential development in Activity Nodes

Implement recommendations for **Transportation Choices** and the **Public Realm**

## Thurston Neighborhood Area

Strategic Actions include:

- Retain existing businesses
- Support the growth of additional commercial activity
- Maintain a mix of housing opportunities
- Make key changes to the Zoning Code to allow multi-family housing

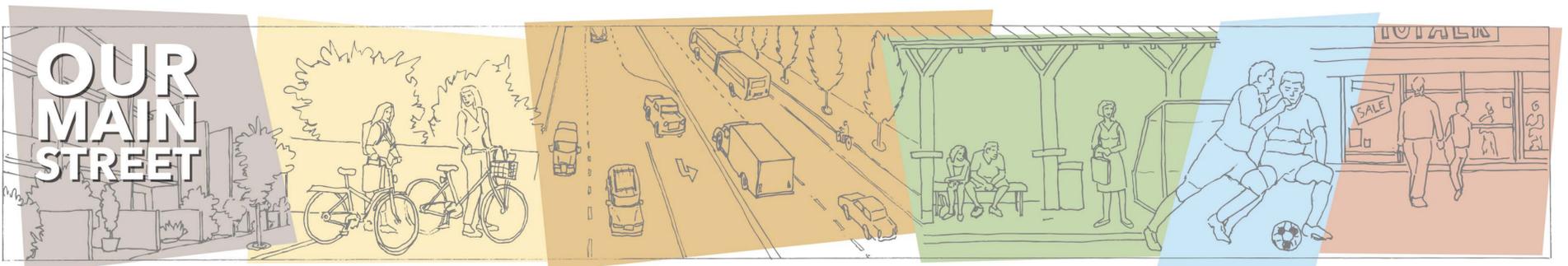


Allow increased multi-family housing

Potential Programs include:

- Focus infrastructure improvements in Nodes
- Coordinate with LTD to link infrastructure improvements to transit development

Implement recommendations for **Transportation Choices** and the **Public Realm**







## Gateways and Activity Nodes

Design features and the development at key intersections can reinforce neighborhood centers and create uniqueness within the Main Street corridor.



Paved Intersection and Crosswalks



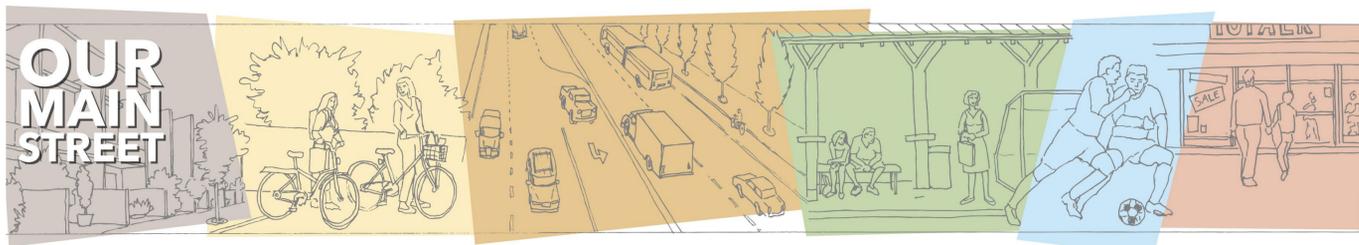
Transit Amenities and Development



Gateway Arch



Gateway Plaza



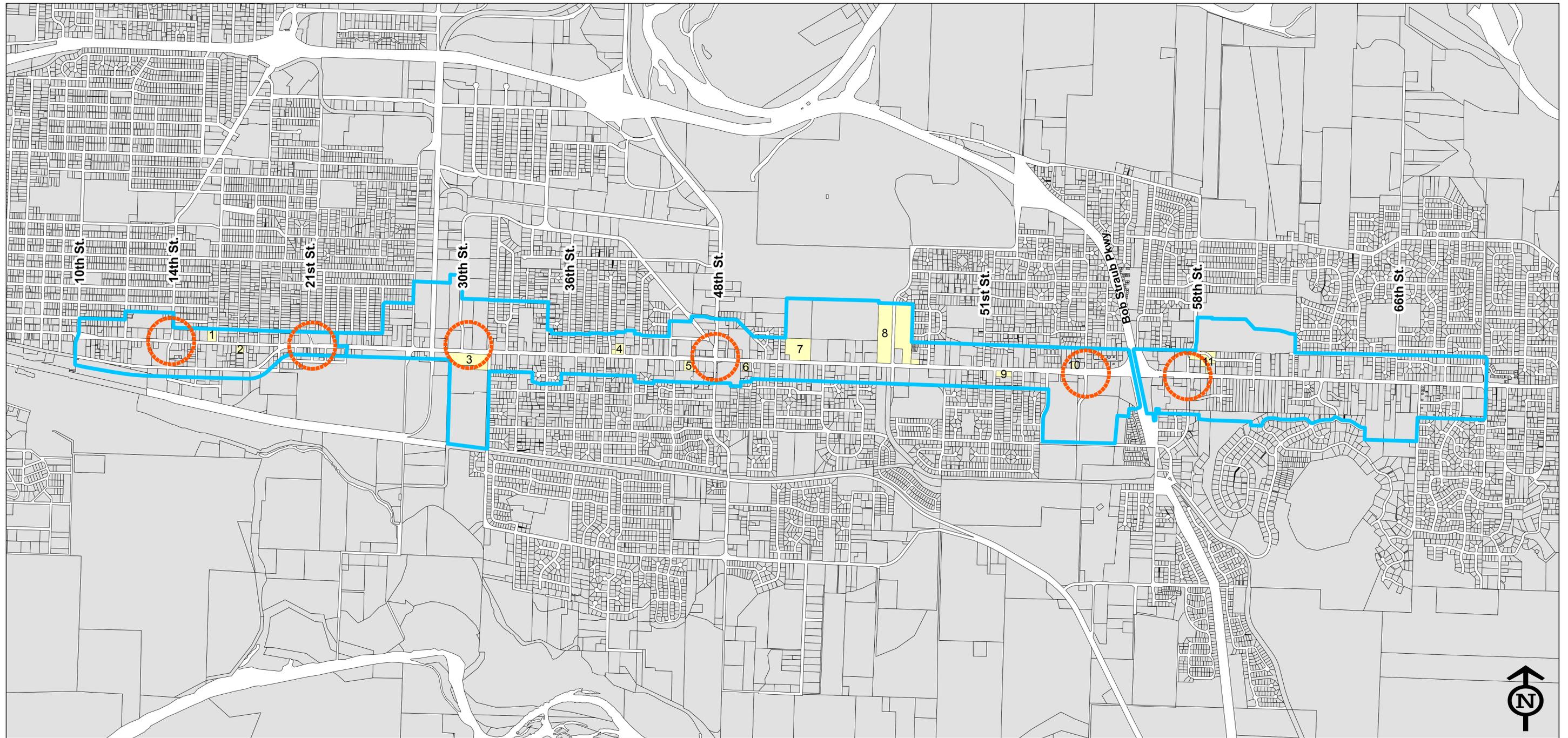
## Public Realm Enhancement





# Main Street Corridor Vision Plan

• Our Main Street •



- Activity Nodes
- Segments
- Development Opportunities

*An opportunity site is a parcel (or group or parcels) that has potential to be redeveloped in a manner that could catalyze additional redevelopment in surrounding areas.*

