



Downtown Urban Design Plan & Implementation Strategy Springfield, OR

Citizen Advisory Committee Mtg. #4

June 10, 2010

CRANDALL ARAMBULA PC

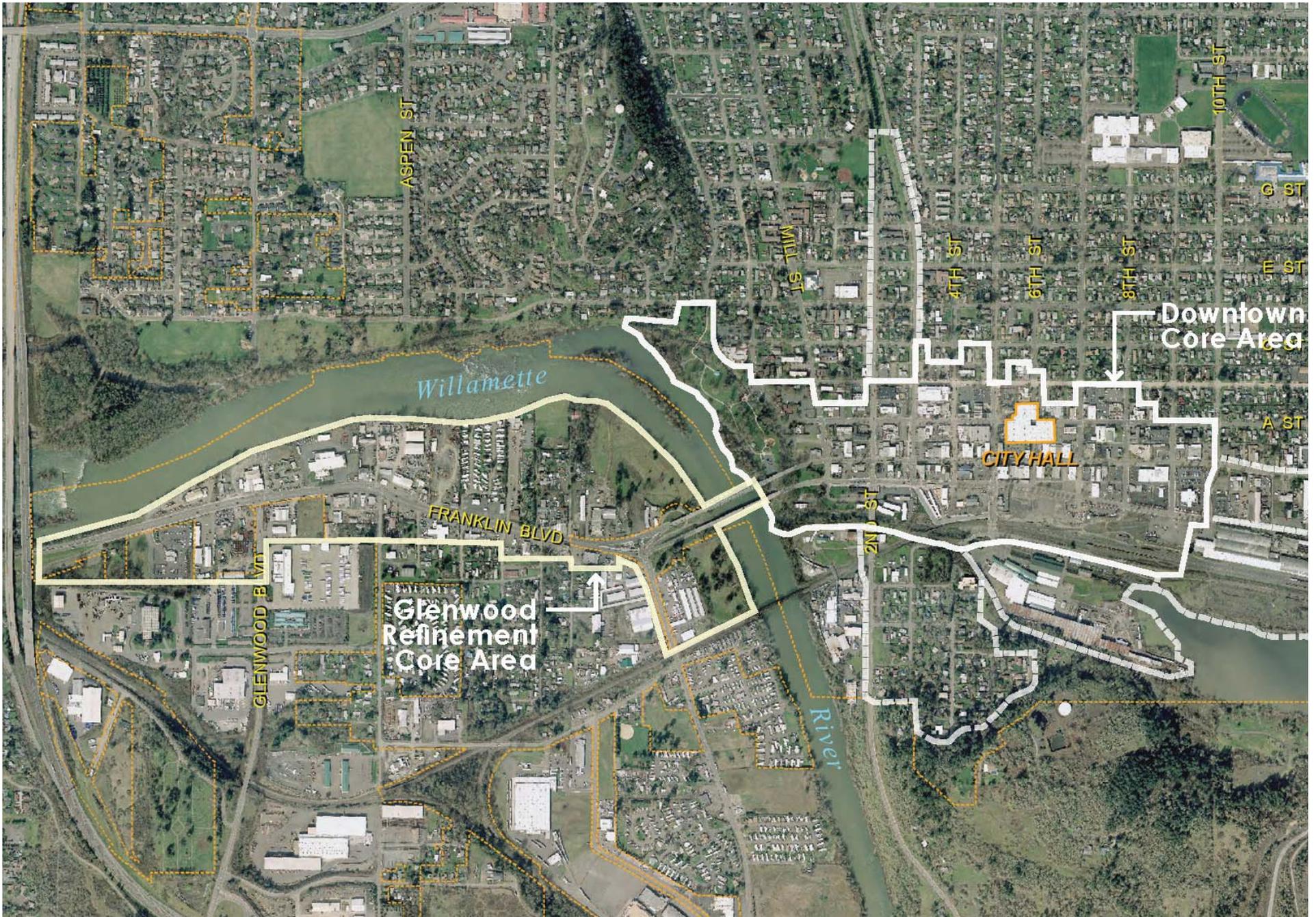
DKS Associates/Harper Houf Peterson Righellis





Project Purpose

Prepare a Downtown Urban Design Plan and Implementation Strategy to guide the revitalization of Springfield's downtown core



Study Area



Meeting Purpose

- Inform you about the planning process
- Obtain your thinking about the downtown plan
- Answer your questions

Agenda

Part 1 – Presentation

- 1) Background
- 2) Plan Summary and Implementation Strategy

Part 2 – Discussion

- 1) Questions and Comments

Process & Schedule

2009

2010

May June July Aug Sept Oct Nov Dec Jan Feb Mar Apr May June July

1 STARTING

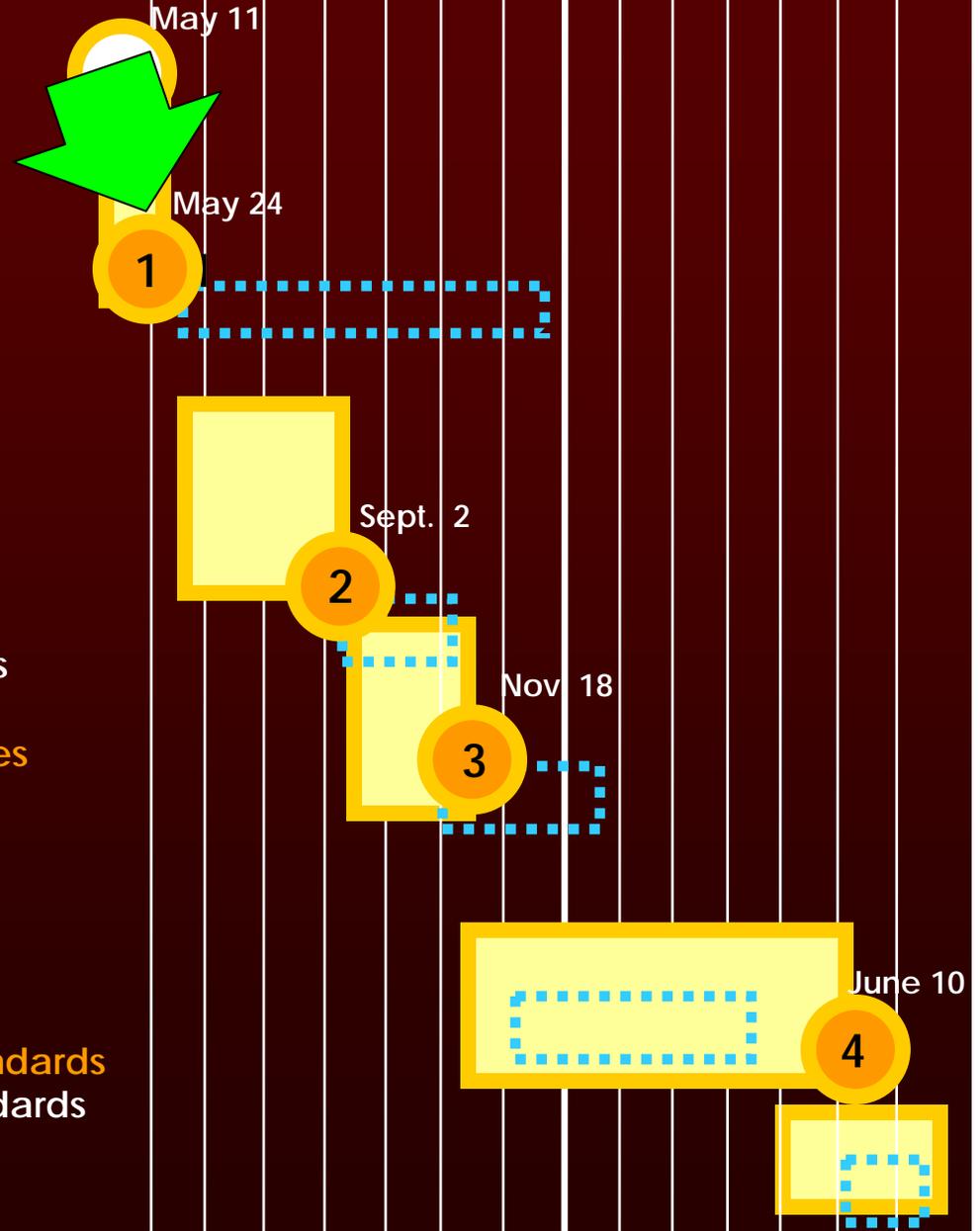
- 1) Kick-Off Meeting/Review Info.
- 2) Meetings with Stakeholders
Parking Stakeholder
- 3) Prepare Opportunities & Constraints
- 4) Review Findings/Develop Objectives
Parking Supply and Demand Analysis

2 DESIGNING

- 5) Develop Alternatives
- 6) Perform Technical Reviews
- 7) Draft Parking & Stormwater Strategies
- 8) Present Alternatives
Parking Alternatives Analysis
- 9) Refine Preferred Alternative/Strategies
- 10) Meet with Stakeholders
- 11) Present Preferred Alternative/Strategies
Parking Development Opportunities

3 IMPLEMENTING

- 12) Prepare Implementation Strategy/
Draft Standards
Parking Strategy Development
- 13) Present Implementation Strategy/Standards
- 14) Refine Implementation Strategy/Standards
- 15) Prepare and Review Final Products
Parking Final Report



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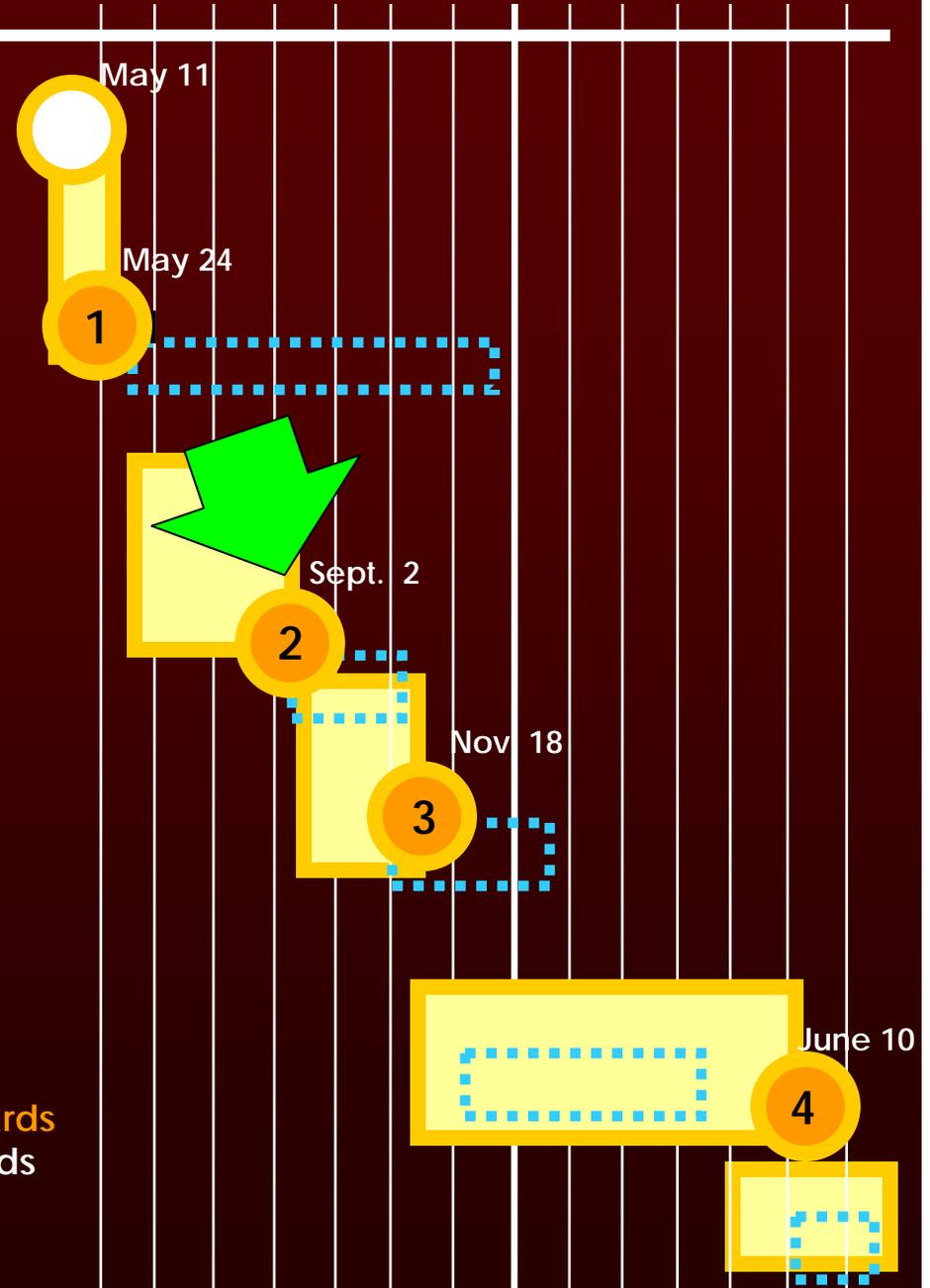
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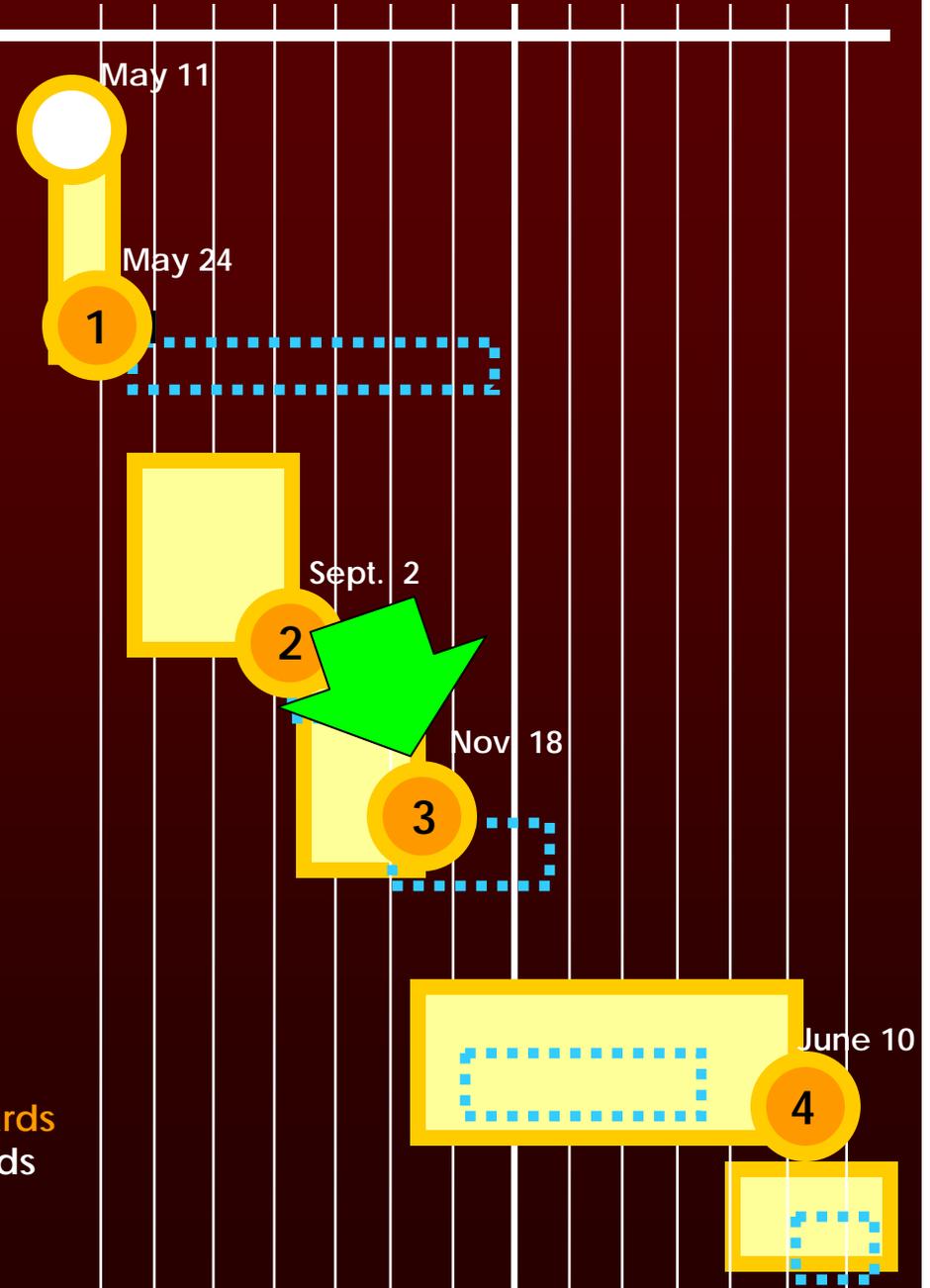
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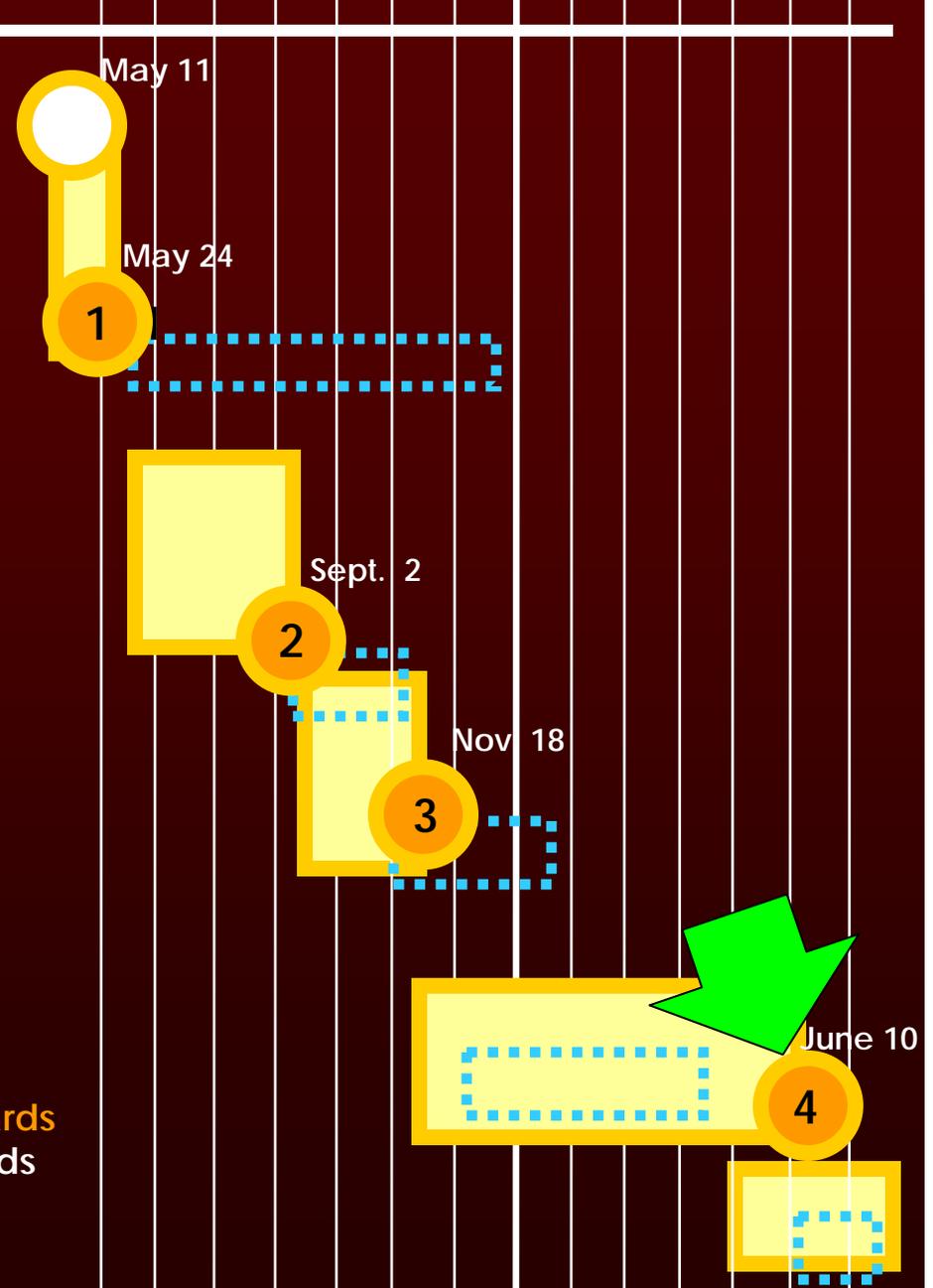
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The Best Downtowns

Catalyst Projects

Urban Planning

Planning should be defined as “**public action** (*catalyst projects*) **that generates a sustained and widespread private market reaction.**” That is precisely what has occurred wherever planning has been successful.

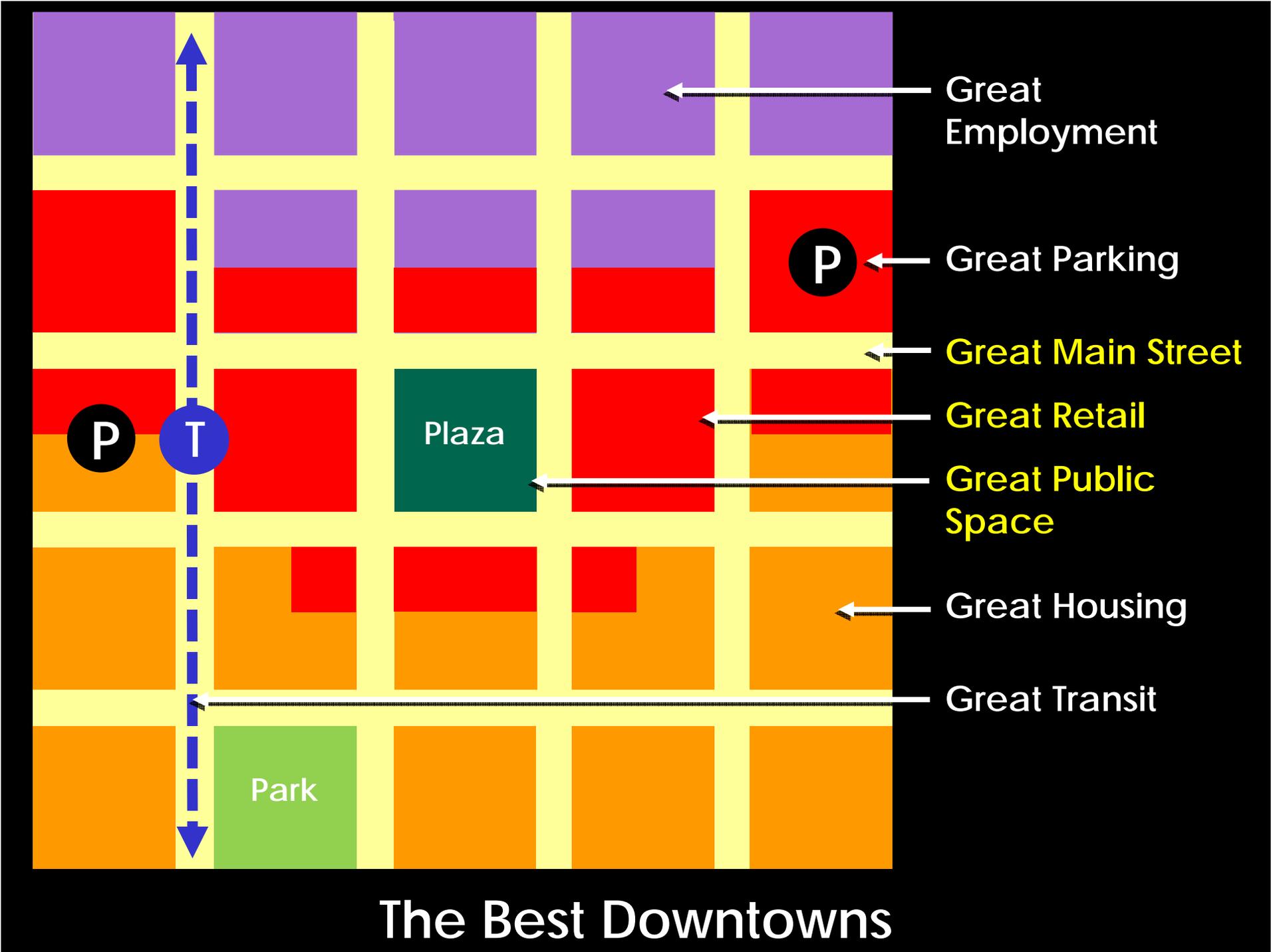
--Alexander Garvin “America’s Cities... What Works and What Doesn’t”

Catalyst Projects

- 1) Are strategically located
- 2) Change the public's perception of an area
- 3) Stimulate new private development
- 4) Produce revenue to offset the cost of improvements

The Best Downtowns

Key Features



Great Employment

Great Parking

Great Main Street

Great Retail

Great Public Space

Great Housing

Great Transit

P

P

T

Plaza

Park

The Best Downtowns

Retail and Commercial Definitions

Retail:

- Businesses that engage in the **sale of merchandise, food drink and entertainment**

Commercial:

- Businesses that engage in the **sale of services**



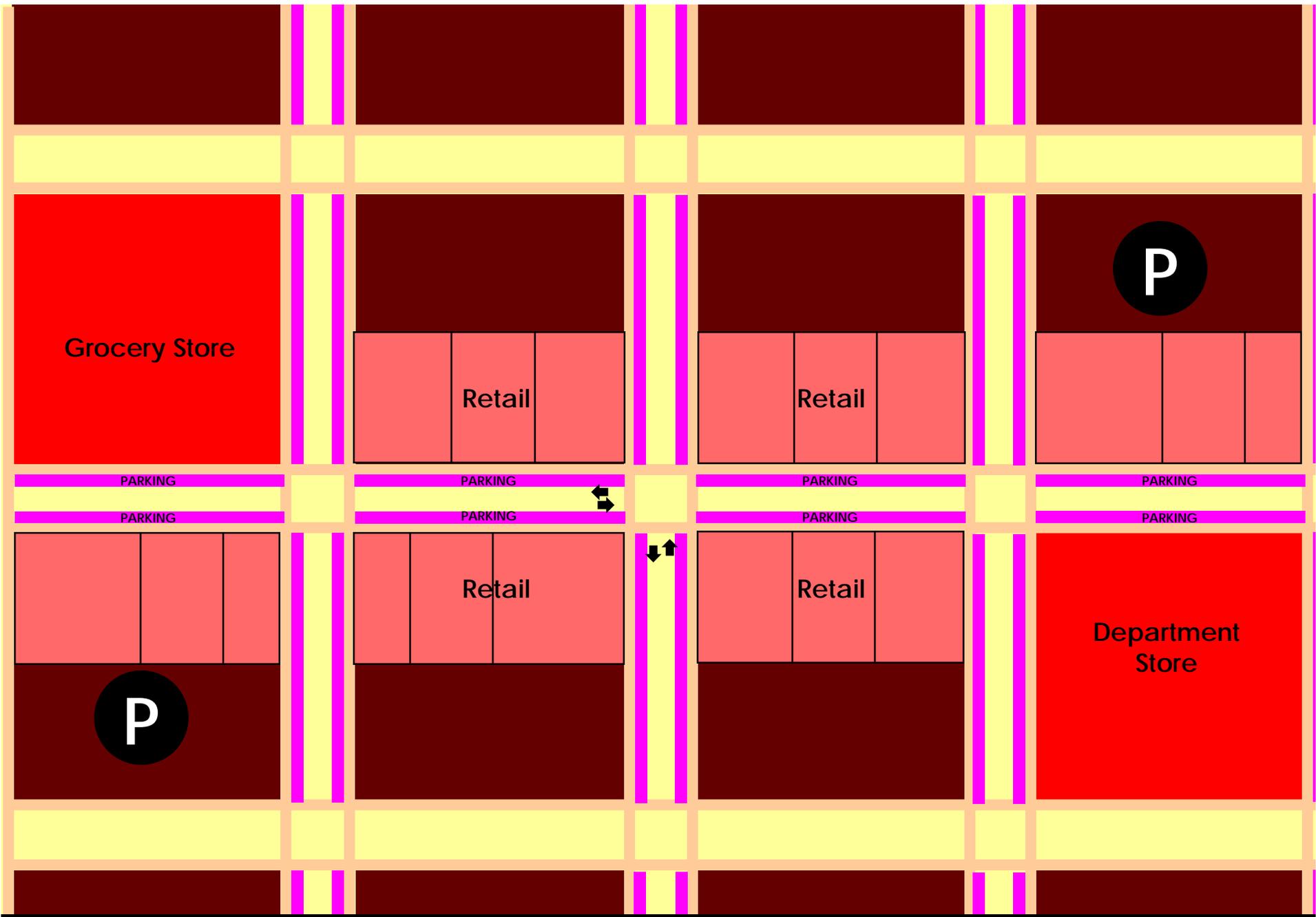
Ground-Floor Commercial



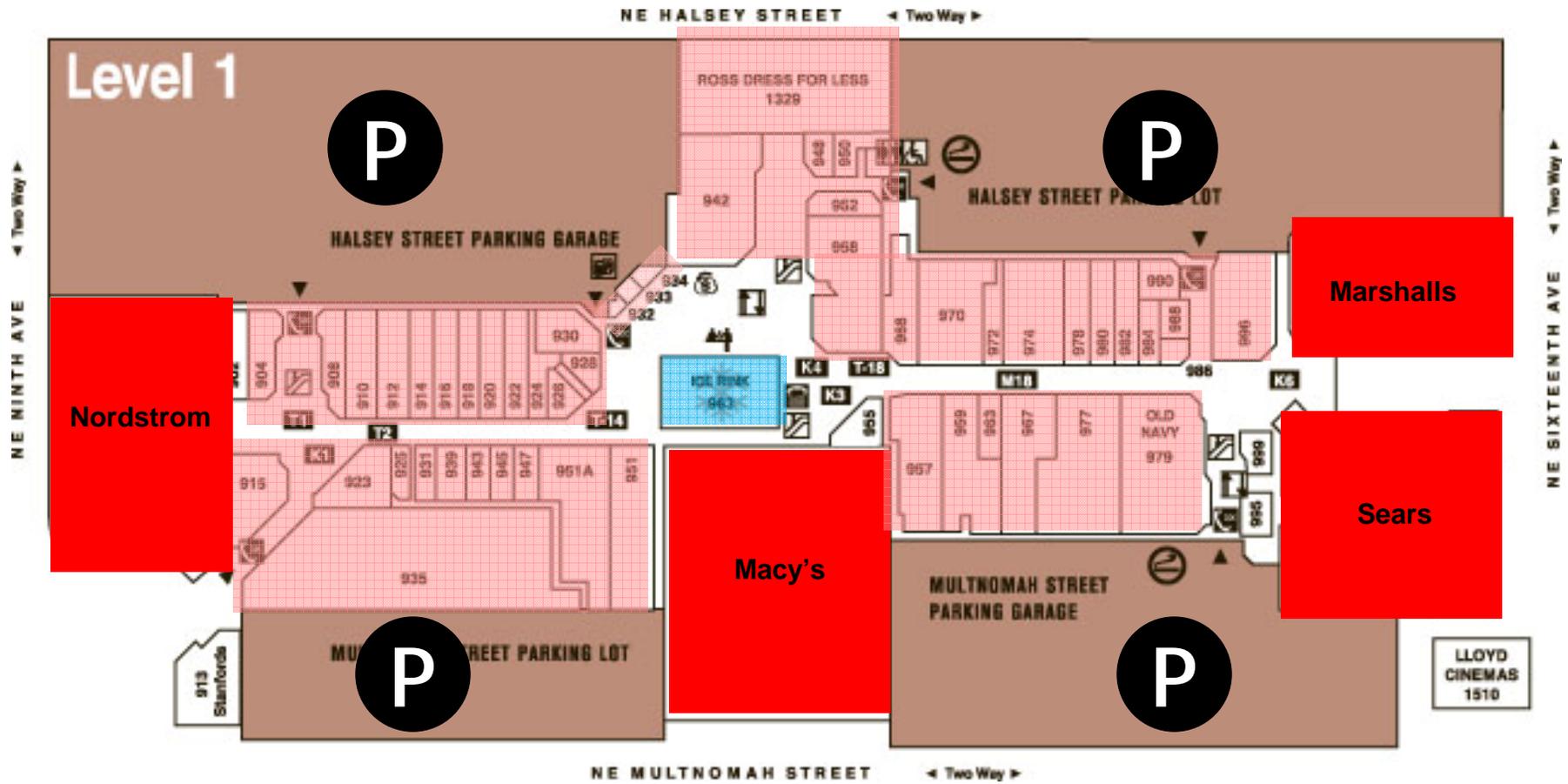
Ground-Floor Retail



The Best Downtowns



Traditional Retail Main Street



Typical Shopping Center



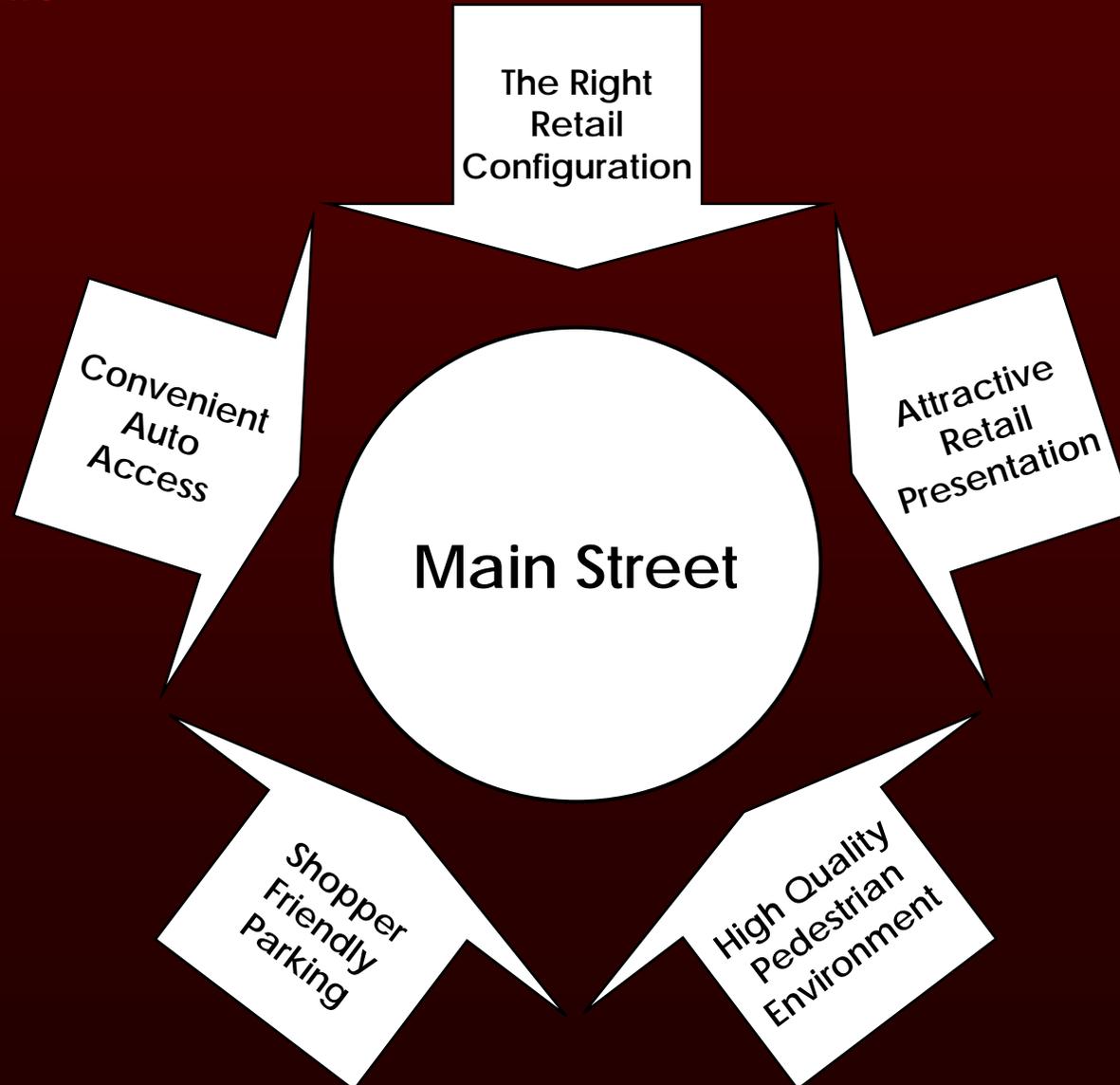
Hood River, Oregon

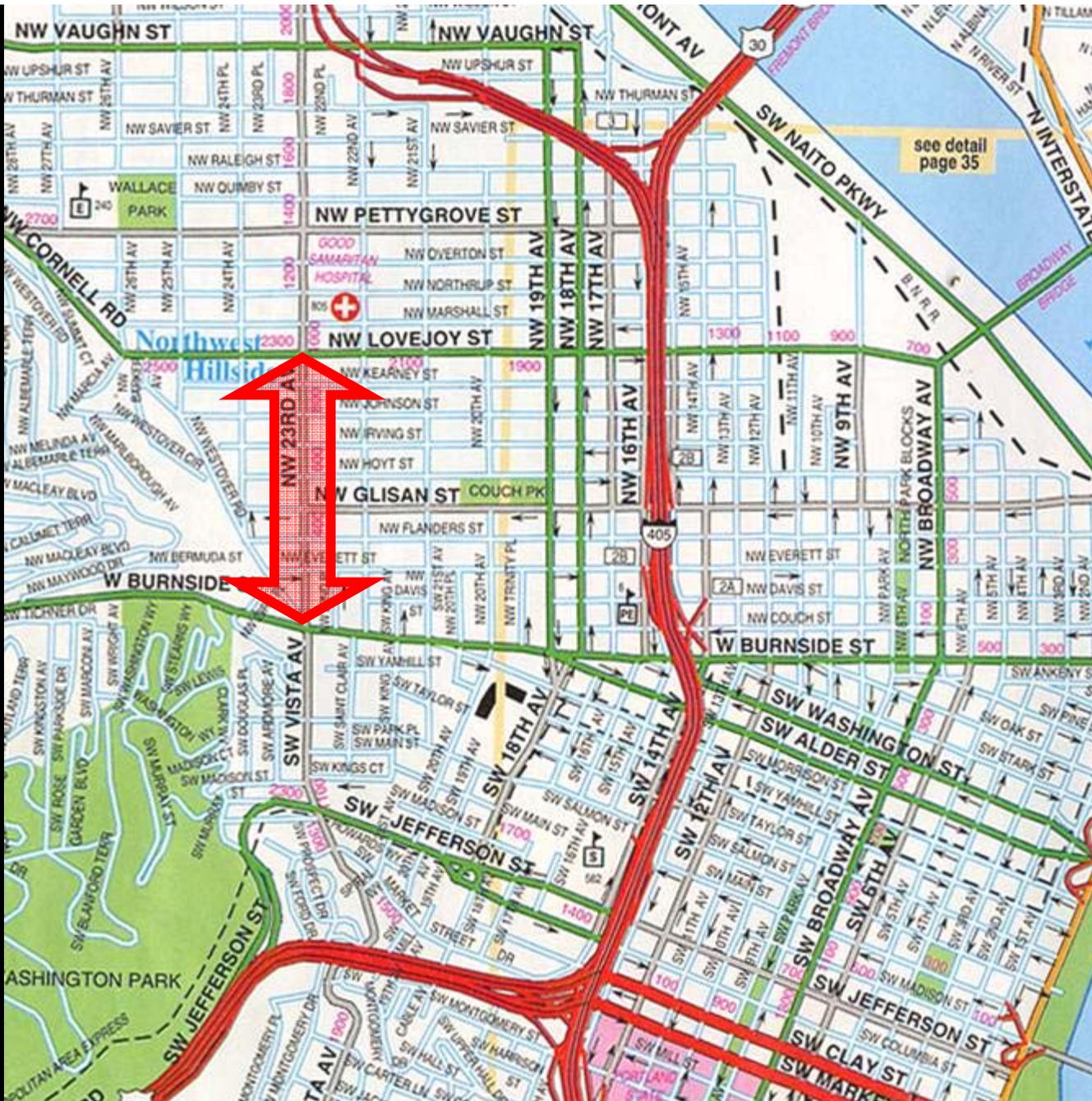


West Elm, Nashville, Tennessee

Retail Recipe for Success

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Portland, NW 23rd

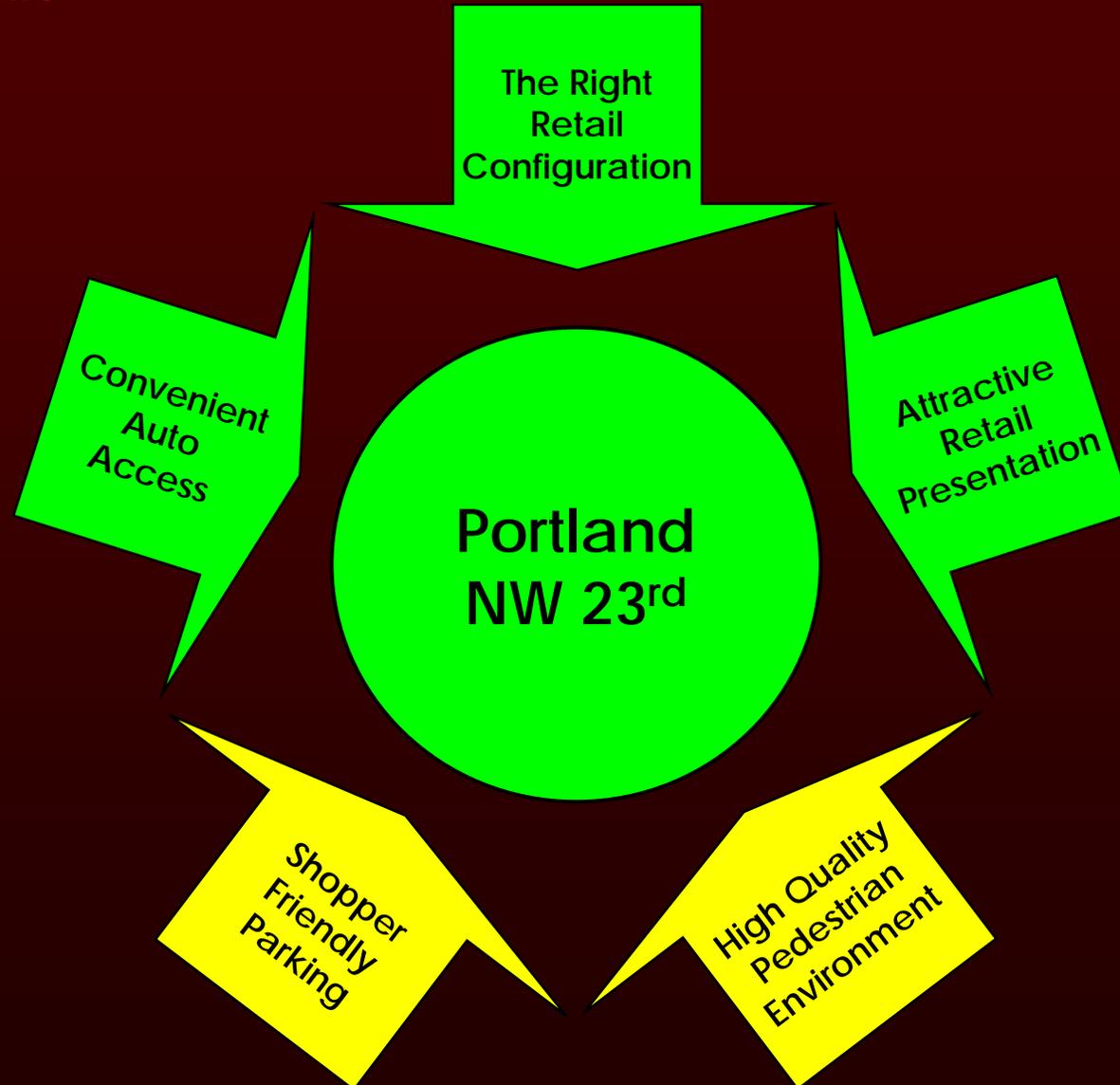






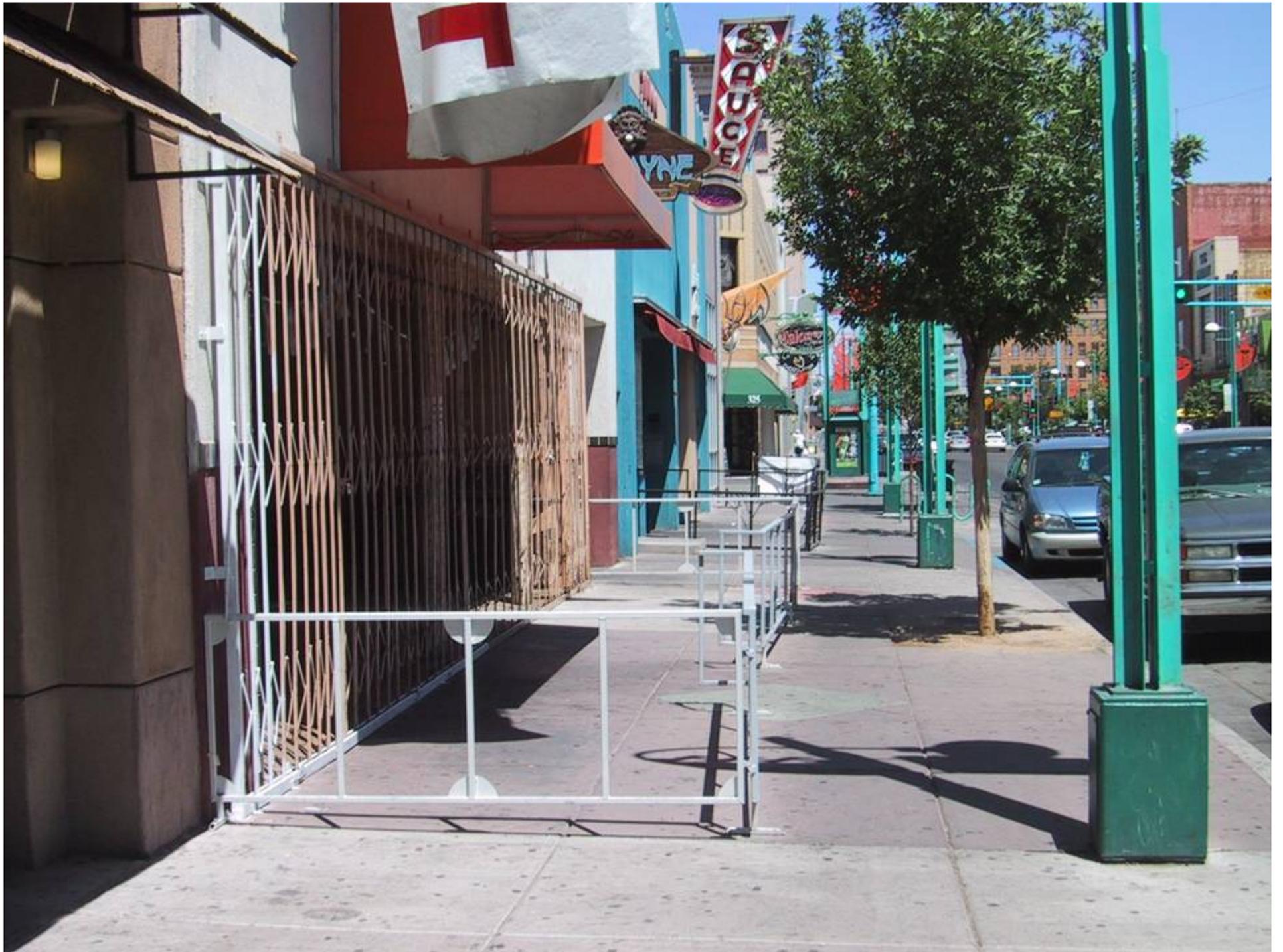
Retail Recipe for Success

CRANDALL ARAMBULA PC

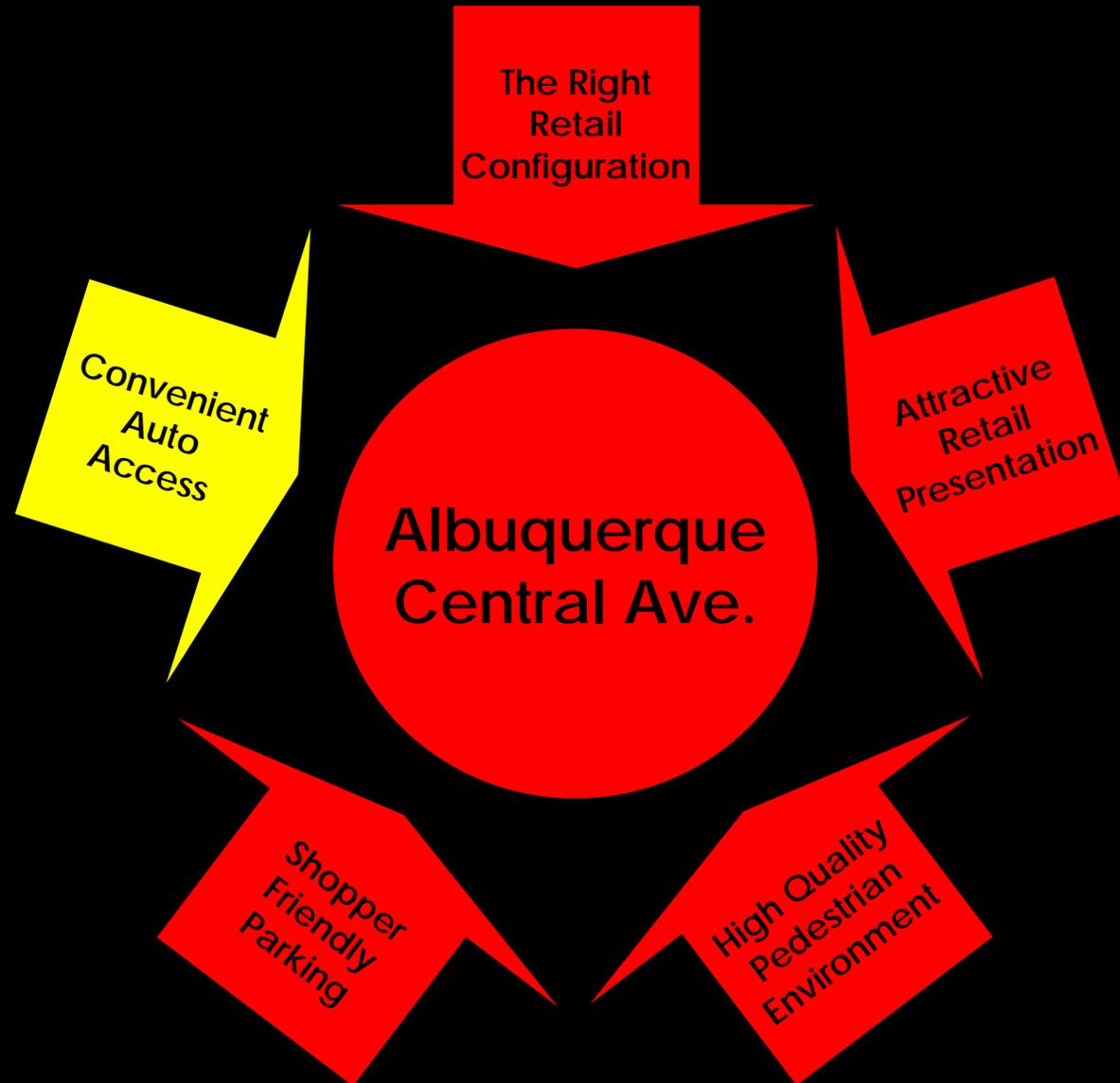




Albuquerque Central Avenue



Retail Recipe for Success





Memphis Mall



Memphis Business Journal

Downtown retail: Will it ever show up?

Memphis Business Journal - June 16, 2006

by [Michelle Diamant](#)

A glance down South Main or along Tennessee Street yields a small glimpse of the housing boom that has enveloped Downtown Memphis in recent years. Dump trucks roar by and bold signs advertise granite countertops and stainless steel appliances inside new, luxury condos.

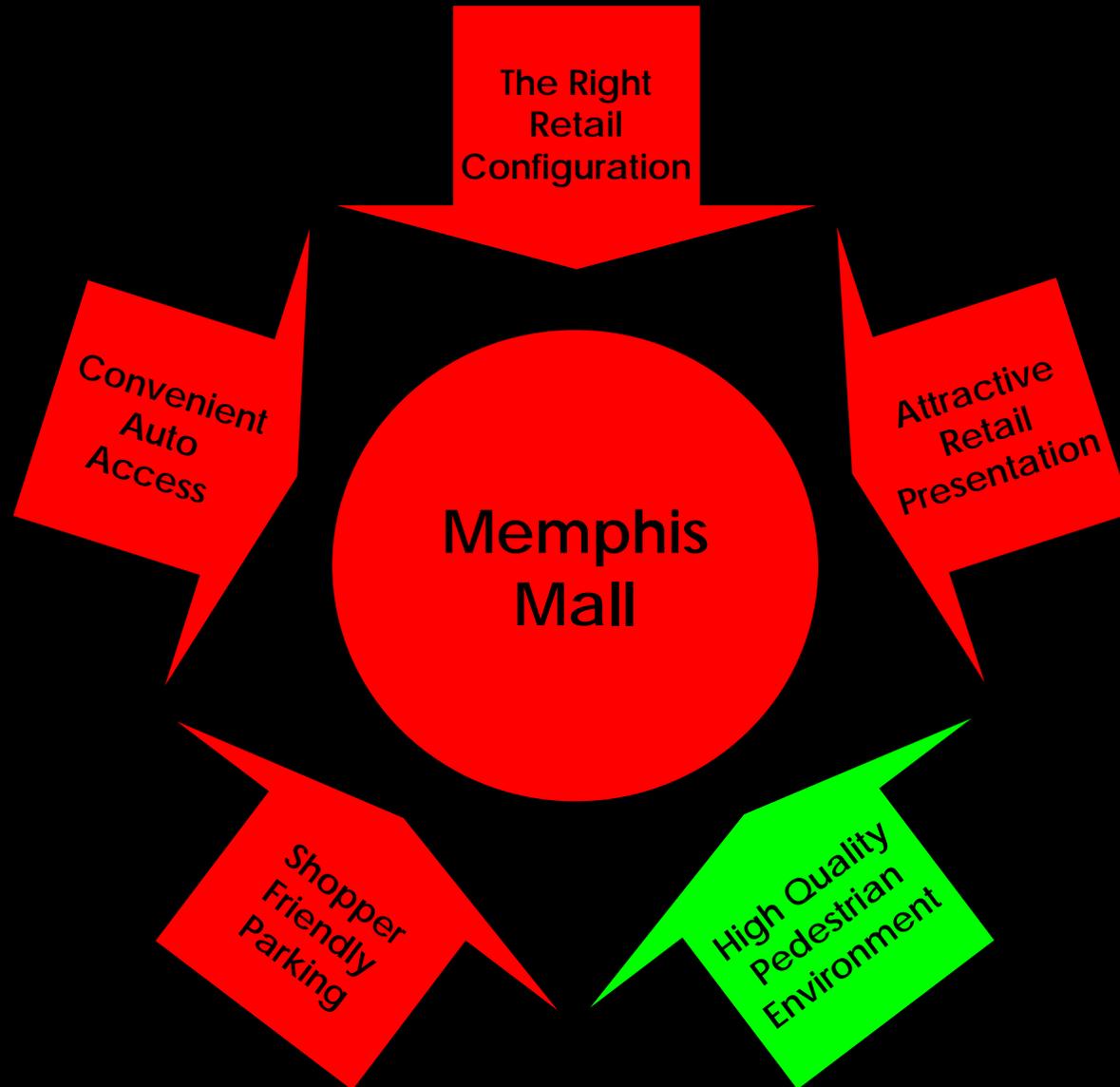
But take a closer look at each building and there's a different story unfolding. The retail space at the foot of many new residential developments does not do the staples of a shopping center out East or those of urban meccas like New York or Chicago. Rather, many new spaces reserved for retail are home to offices, dry cleaners and banks, at best, or simply remain empty. It's the most visible sign yet of how far Downtown redevelopment has come and how far it has to go.

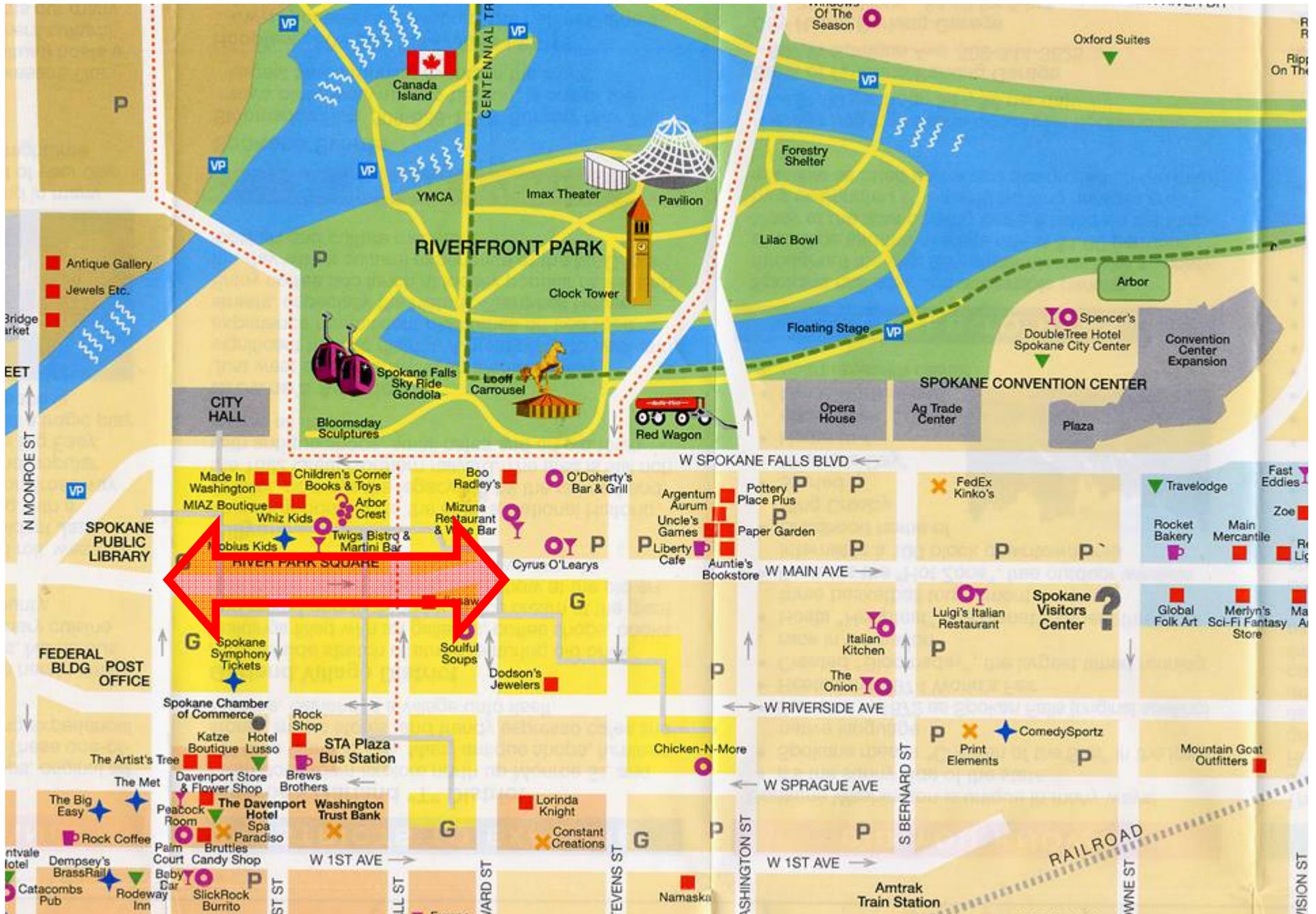
Developers say leasing retail space Downtown is difficult. Stores large and small decide where to locate based on demographic factors -- population, education and age, among others -- so the more people who move Downtown, the easier it will be to lure tenants. But with a current population of 28,000, there's still a long way to go. Each retailer has its own criteria and it's difficult to meet the needs of different kinds of stores with such a small population to draw from.

So right now, it's a game of patience and planning. Housing must come first, developers and local officials say, and retail will follow.

In the meantime, attracting retail Downtown is "a slow and arduous process," says Katrina Shelton, who was hired earlier this year by the Center City Commission to bring retail to the area.

Retail Recipe for Success

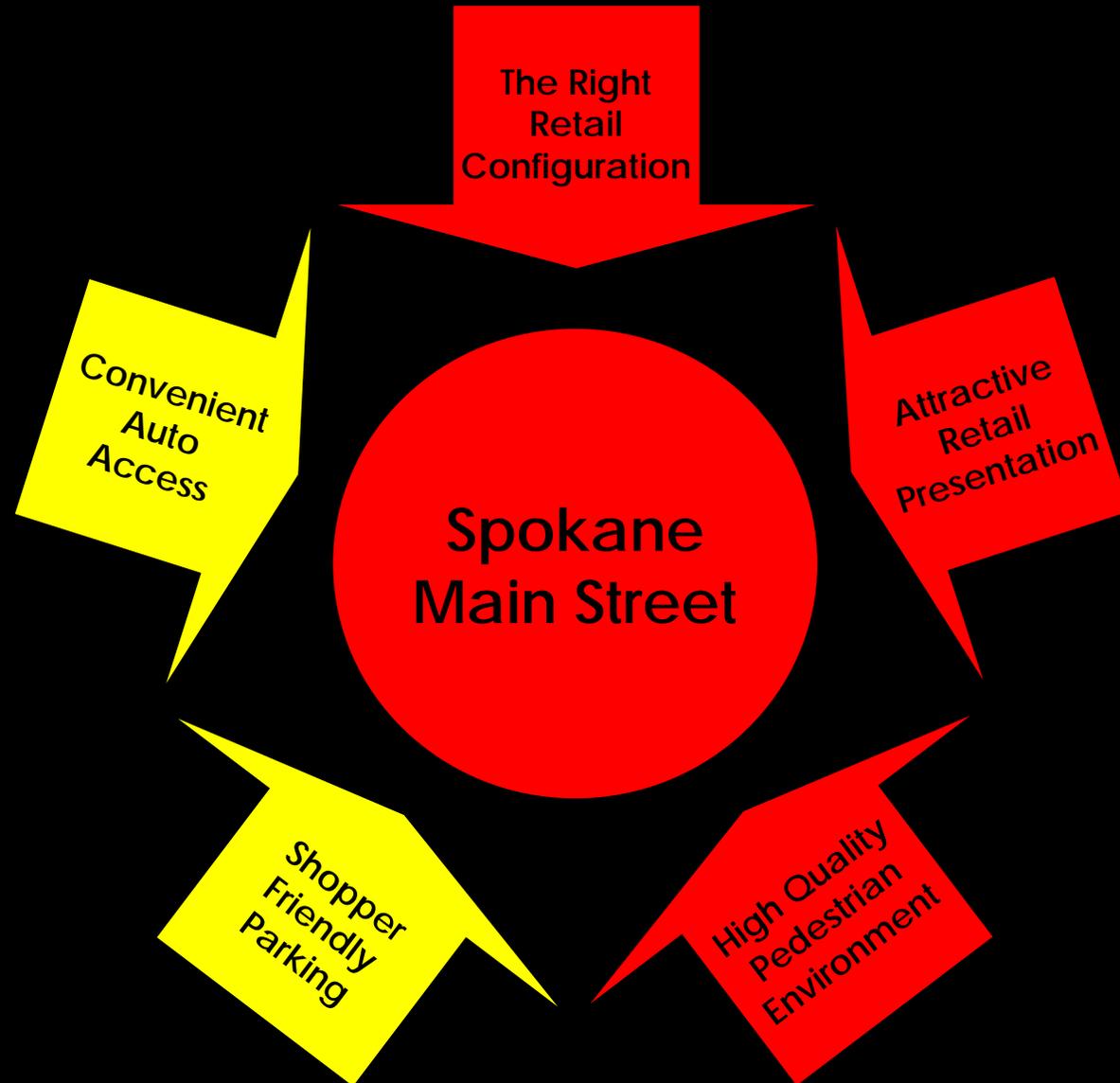


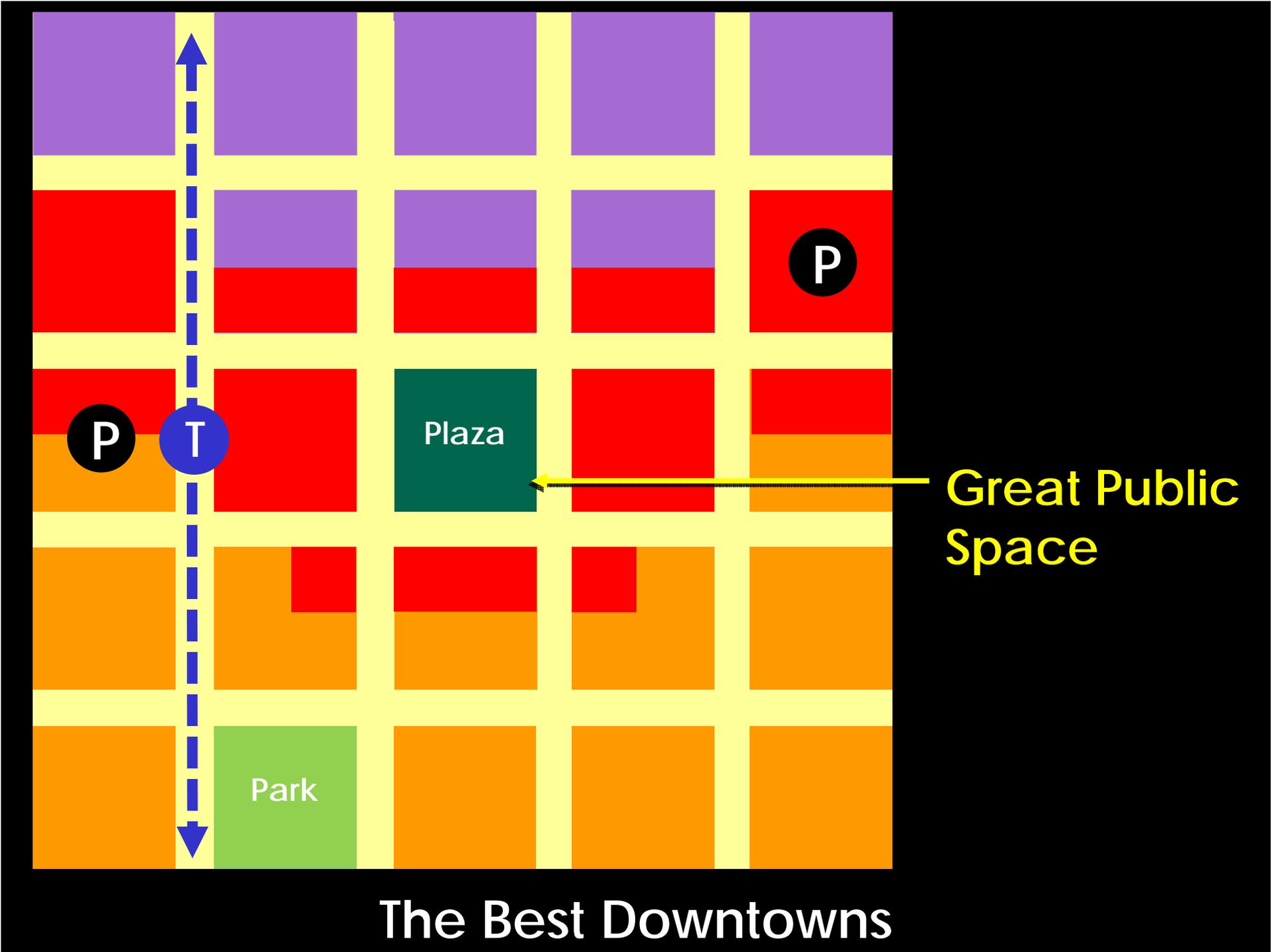


Spokane Main Street



Retail Recipe for Success





The Best Downtowns

Fundamental Characteristics

Plaza

- 1) In the center of the city
- 2) At a crossroads
(retail/pedestrian/auto/transit)
- 3) **Surrounded by buildings with active ground floor uses**
- 4) A place for:
 - All ages
 - All seasons
 - All hours of the day
 - Civic events
- 5) Dominant material:
 - Paved ground surface



Plaza

Fundamental Characteristics

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Park

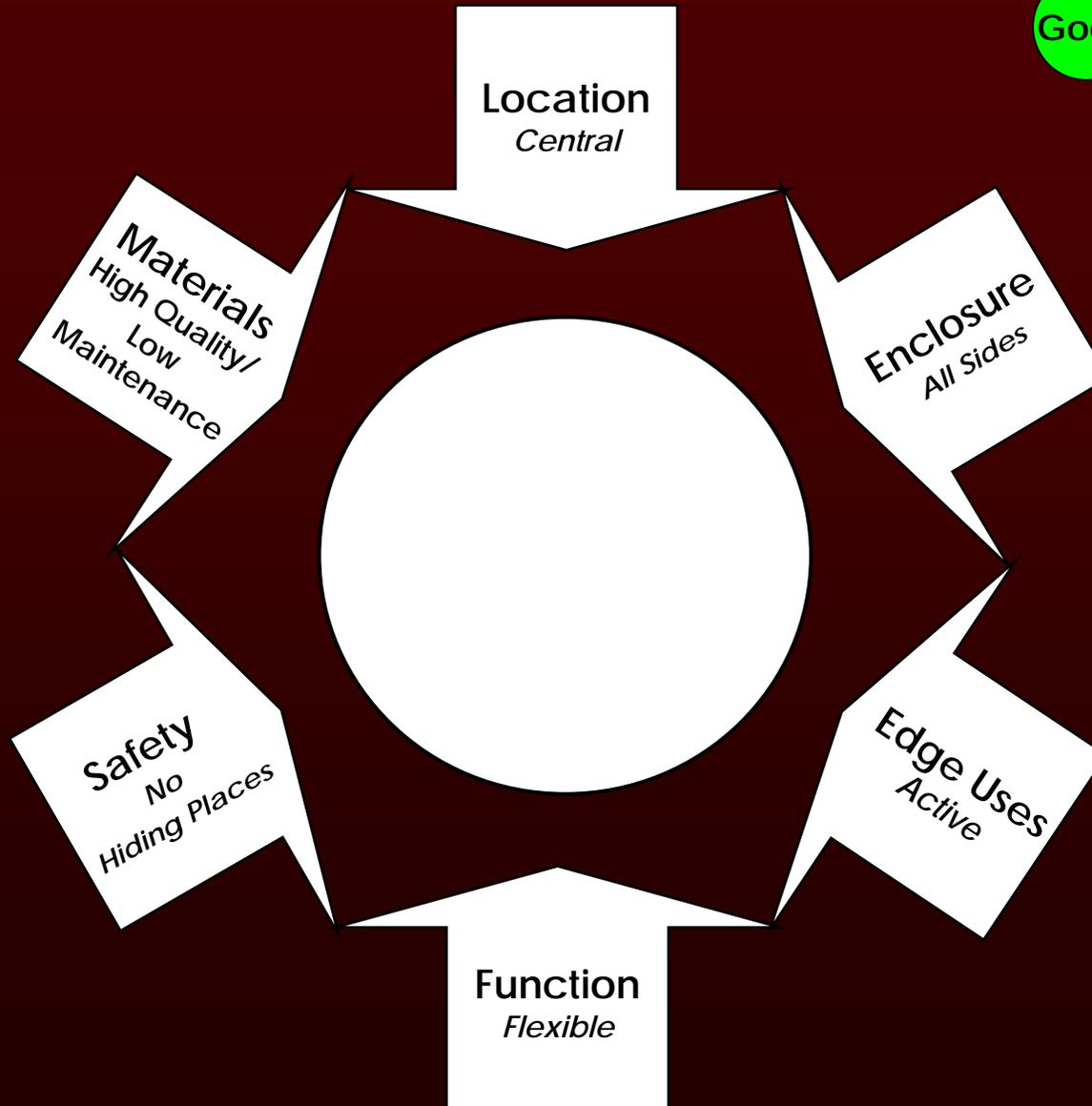
- 1) Adjacent to the city center
- 2) A place for:
 - All ages
 - Recreation
 - Quiet contemplation
- 3) Dominant materials:
 - Grass
 - Trees



Park

Square Recipe for Success

CRANDALL ARAMBULA PC





O'Bryant Square



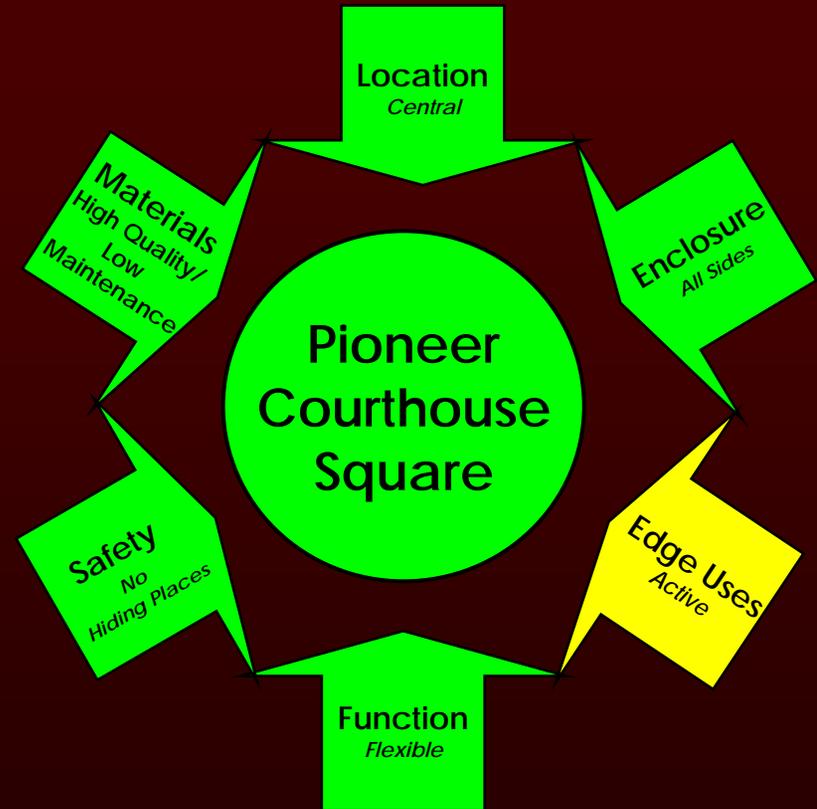
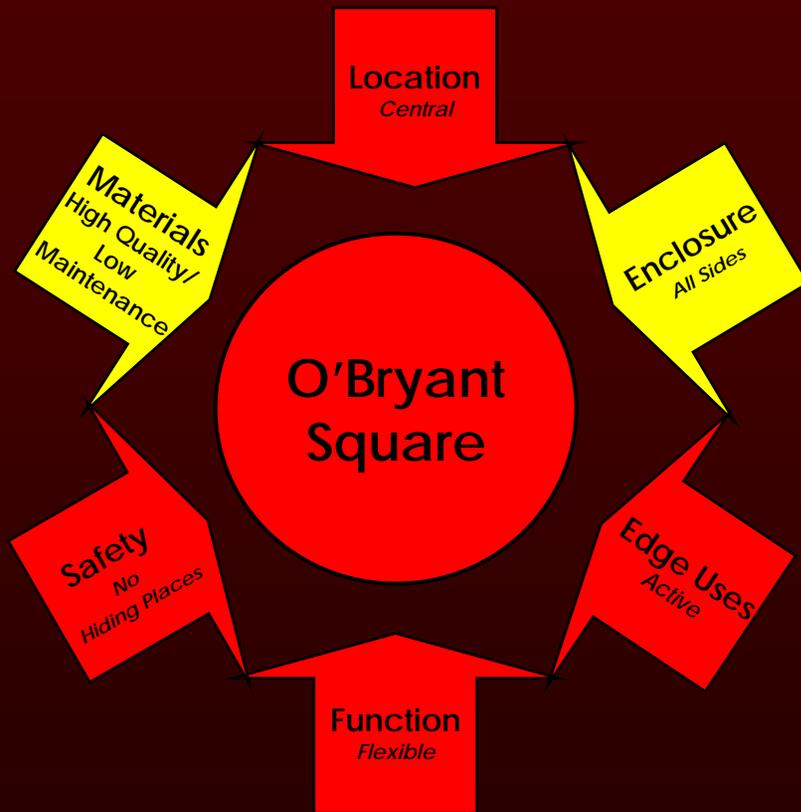
Pioneer Courthouse Square

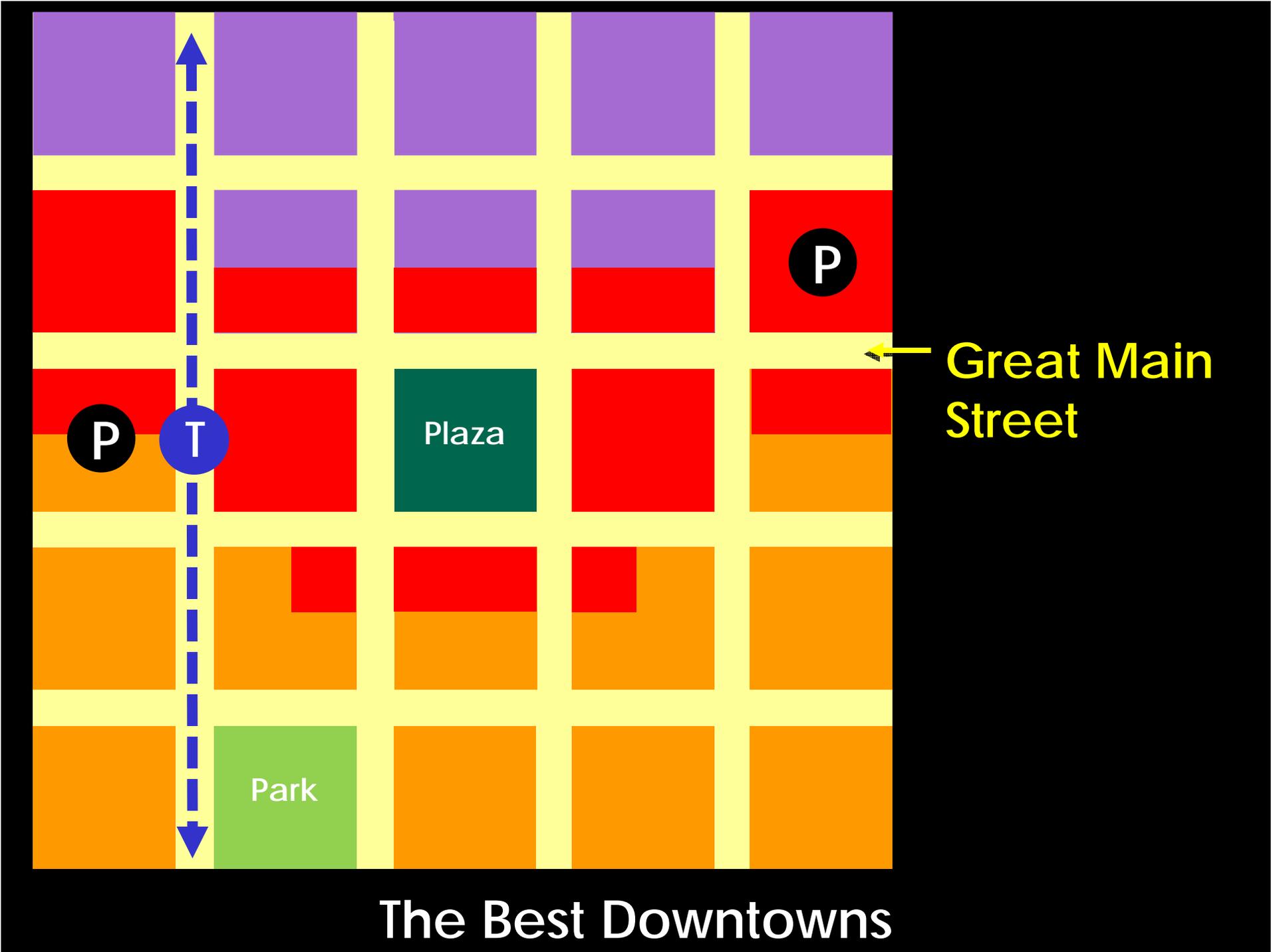


Location

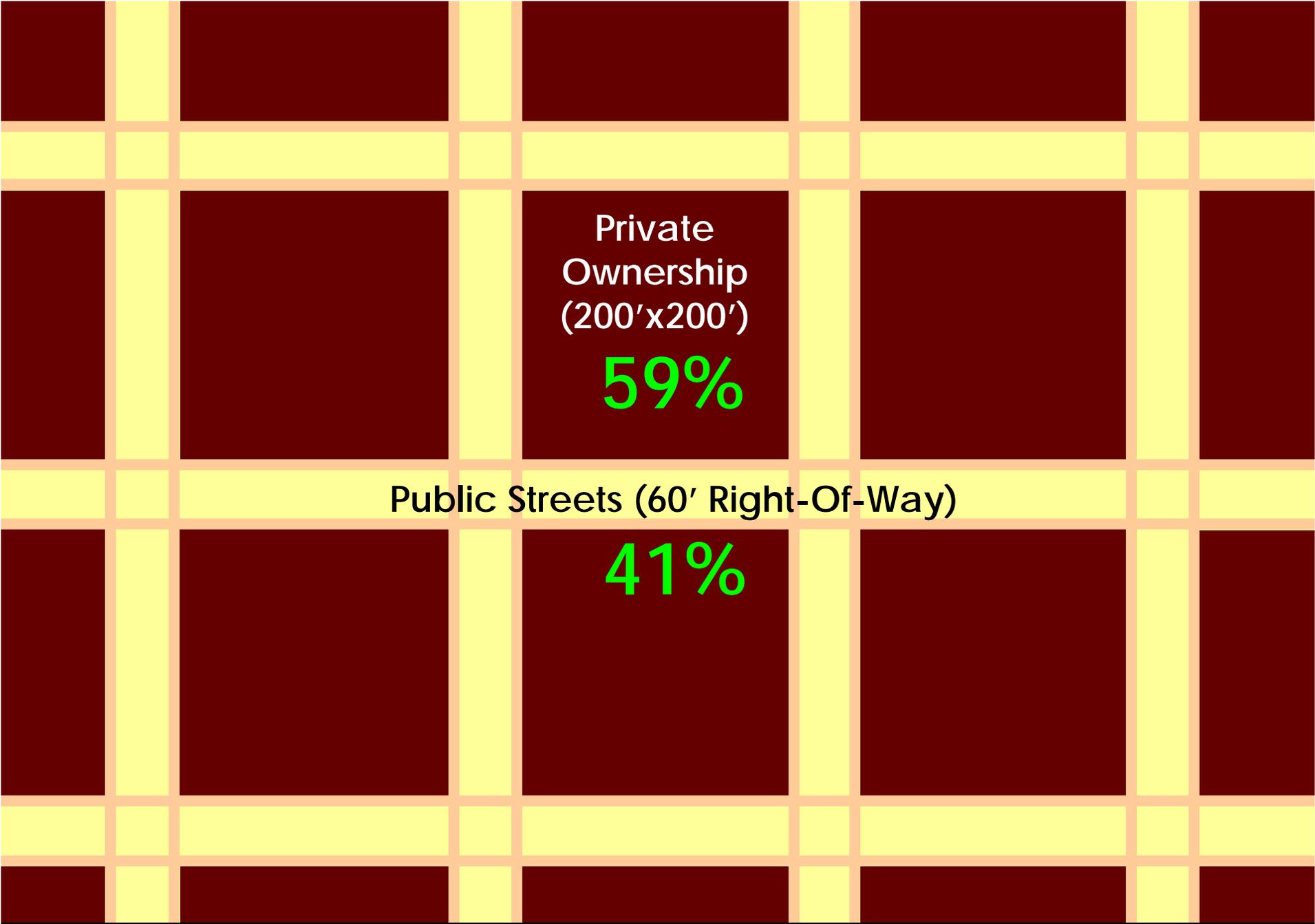
Square Recipe for Success

CRANDALL ARAMBULA PC





The Best Downtowns



Private
Ownership
(200'x200')

59%

Public Streets (60' Right-Of-Way)

41%

Downtown Land Ownership

Great Streets = Great Downtowns



Bad Streets = Bad Downtowns



Street Design Priorities

Method One

- 1) Cars & Trucks
- 2) Bicycles
- 3) Pedestrians

Method Two

- 1) Pedestrians
- 2) Bicycles
- 3) Cars & Trucks

Investors are attracted to pedestrian friendly streets.



Furniture zone

Pedestrian through and building frontage zones

Street Investment Environment

Considerations

Good

Fair

Poor

-
- Sidewalk Width
 - Curb Radius
 - Curb Extension
 - Crosswalks
 - Trees & Landscaping
 - Lighting & Furniture
 - On-Street Parking

Street Investment Environment

Considerations	Good	Fair	Poor
▪ Sidewalk Width	+12'	10/12'	-10'
▪ Curb Radius	-15'	15/25'	+25'
▪ Curb Extension	With landscape	W/O landscape	None
▪ Crosswalks	-30'	30/45'	+45'
▪ Trees & Landscaping	Curbside	Some	None
▪ Lighting & Furniture	Continuous	Some	None
▪ On-Street Parking	Continuous	Some	None

Investors are attracted to pedestrian friendly streets.

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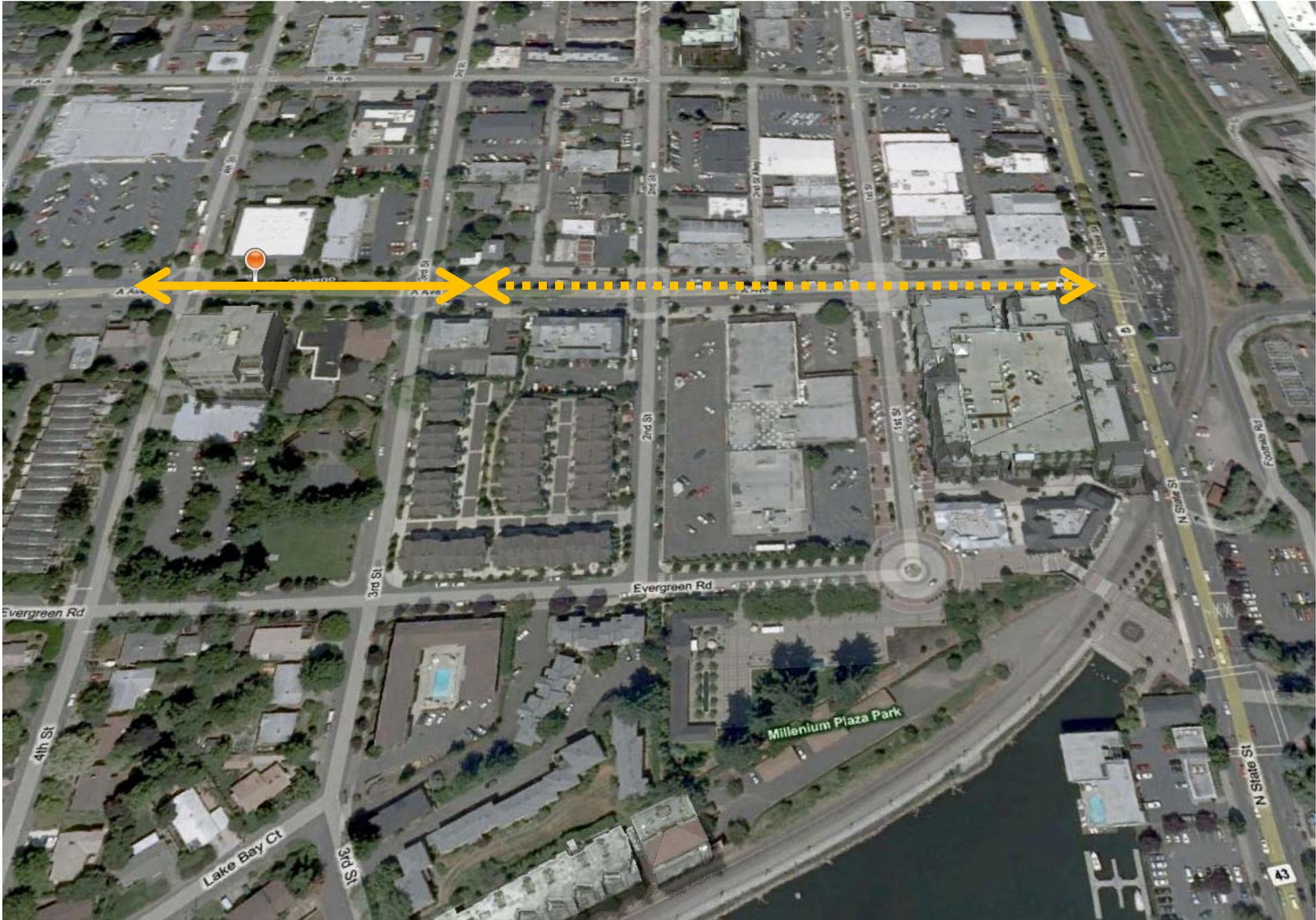
--Alexander Garvin “America’s Cities... What Works and What Doesn’t”

The Best Downtowns

Catalyst Project Examples



Lake Oswego (40,000)



Lake Oswego



Lake Oswego- 'A' Street



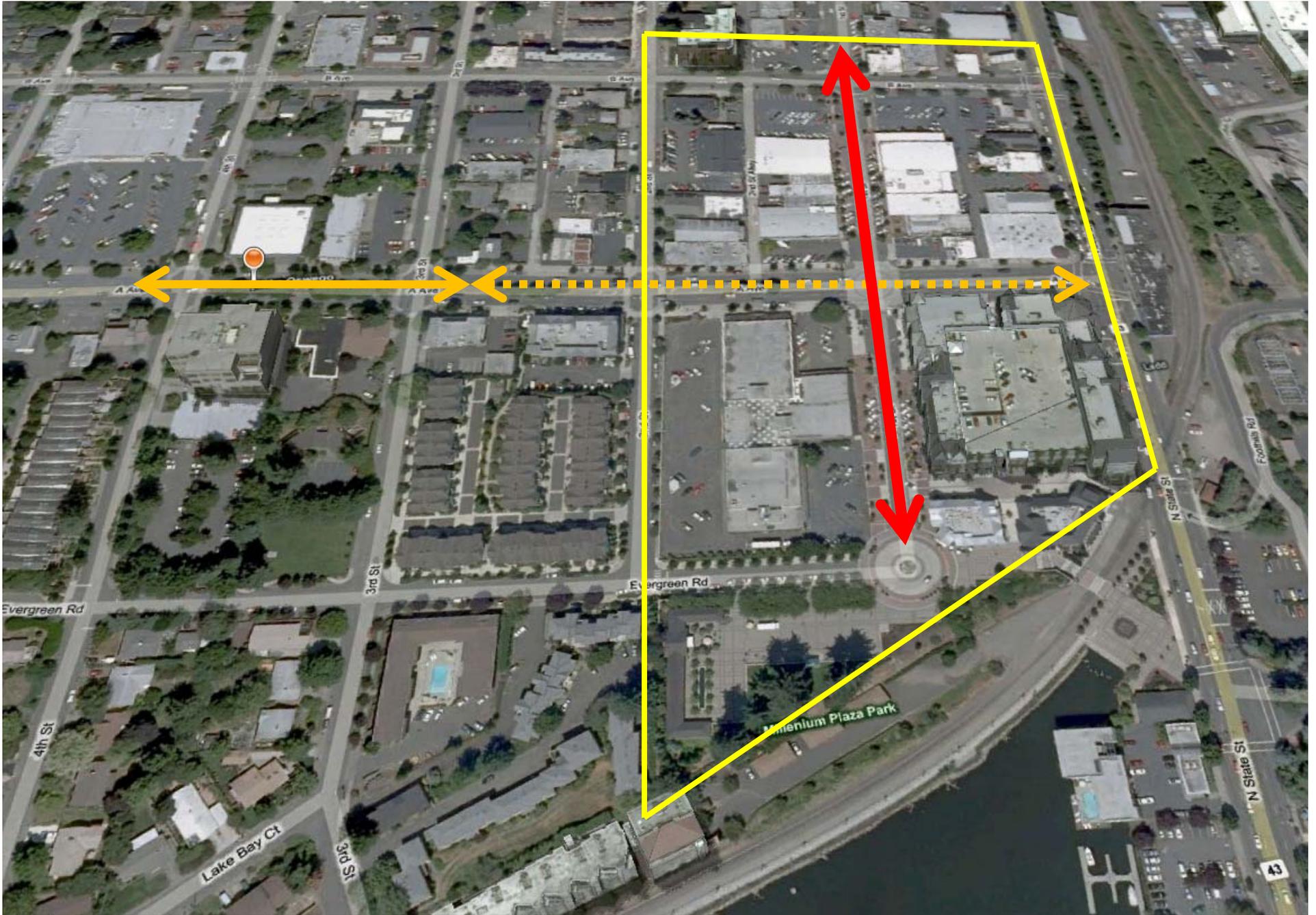
Lake Oswego- 'A' Street Demonstration Project



Lake Oswego- Catalyst Streetscape Project



Lake Oswego- Catalyst Streetscape Project



Lake Oswego – Catalyst Streetscape Project



Lake Oswego- Catalyst Streetscape Project



Lake Oswego- Retail Anchor Project



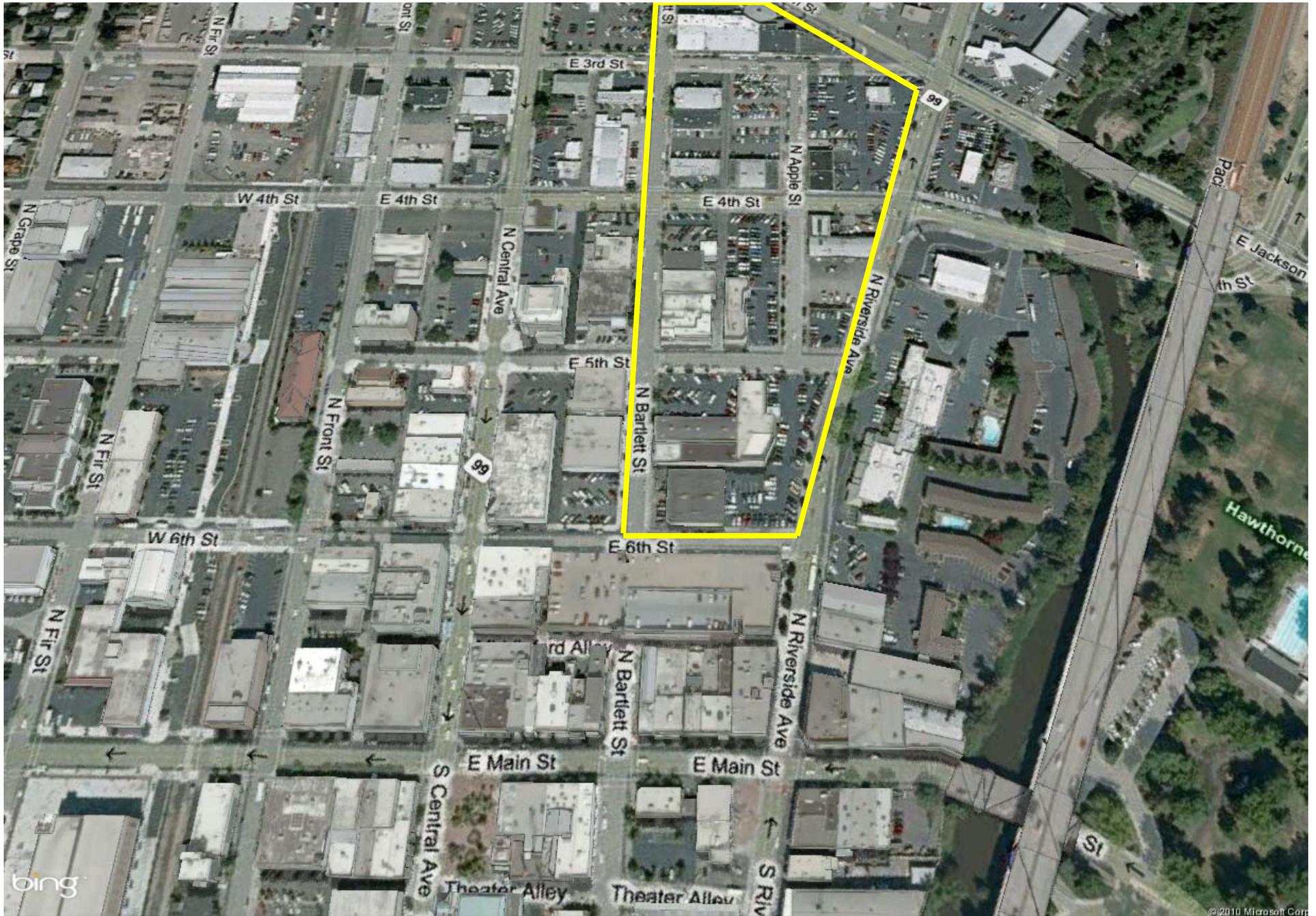
Lake Oswego



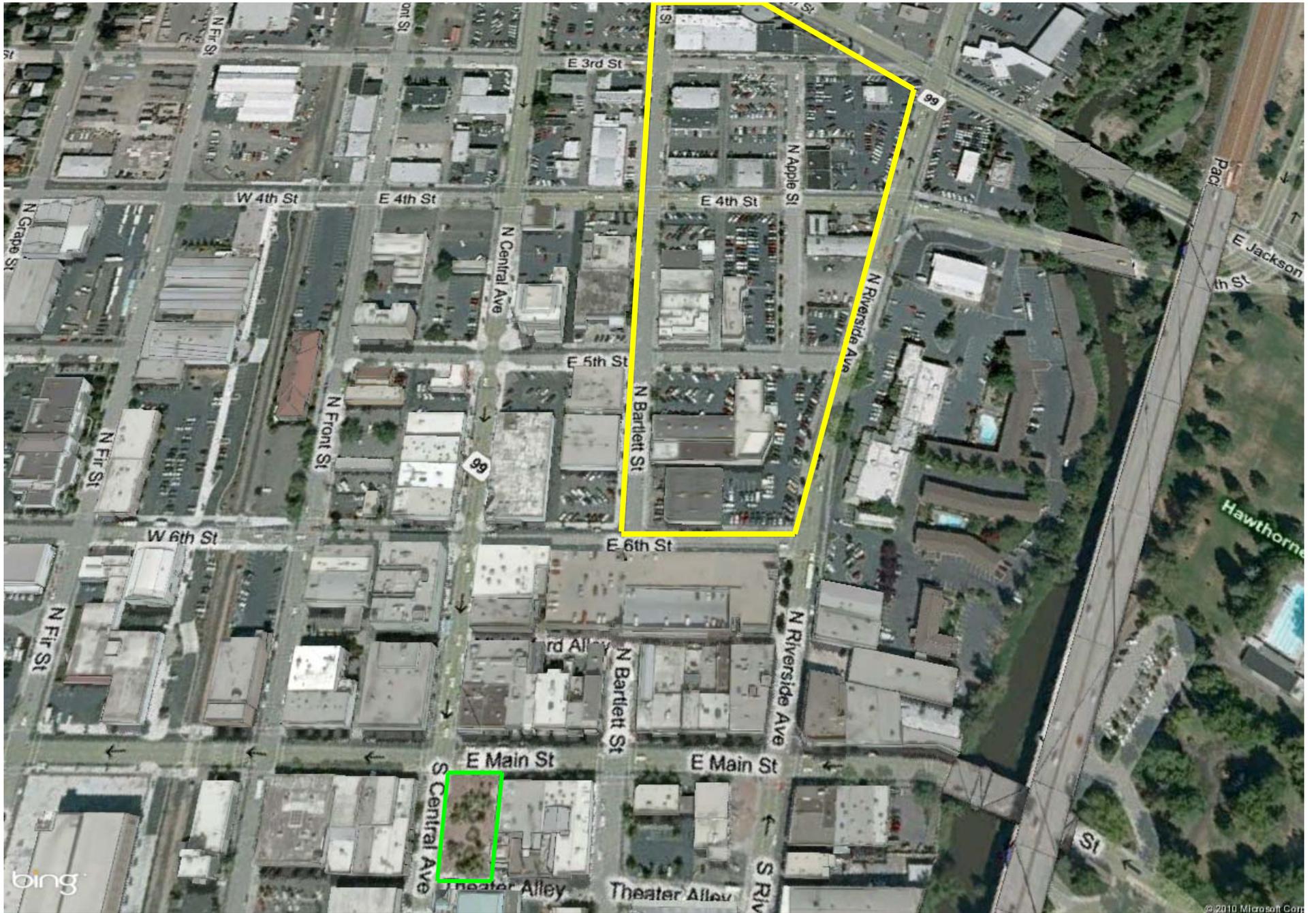
Lake Oswego- Catalyst Plaza Project

The Best Downtowns

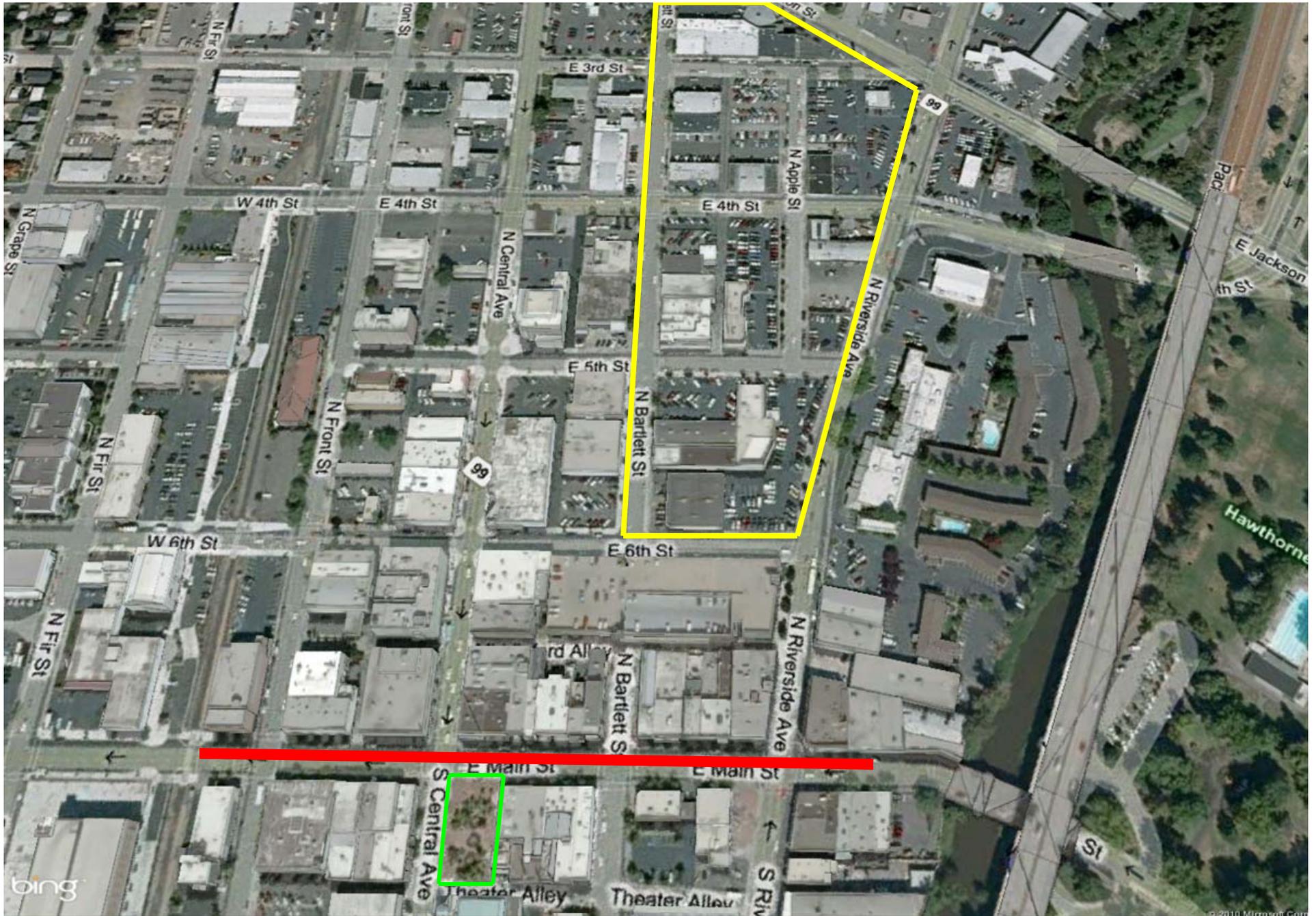
Catalyst Project Examples



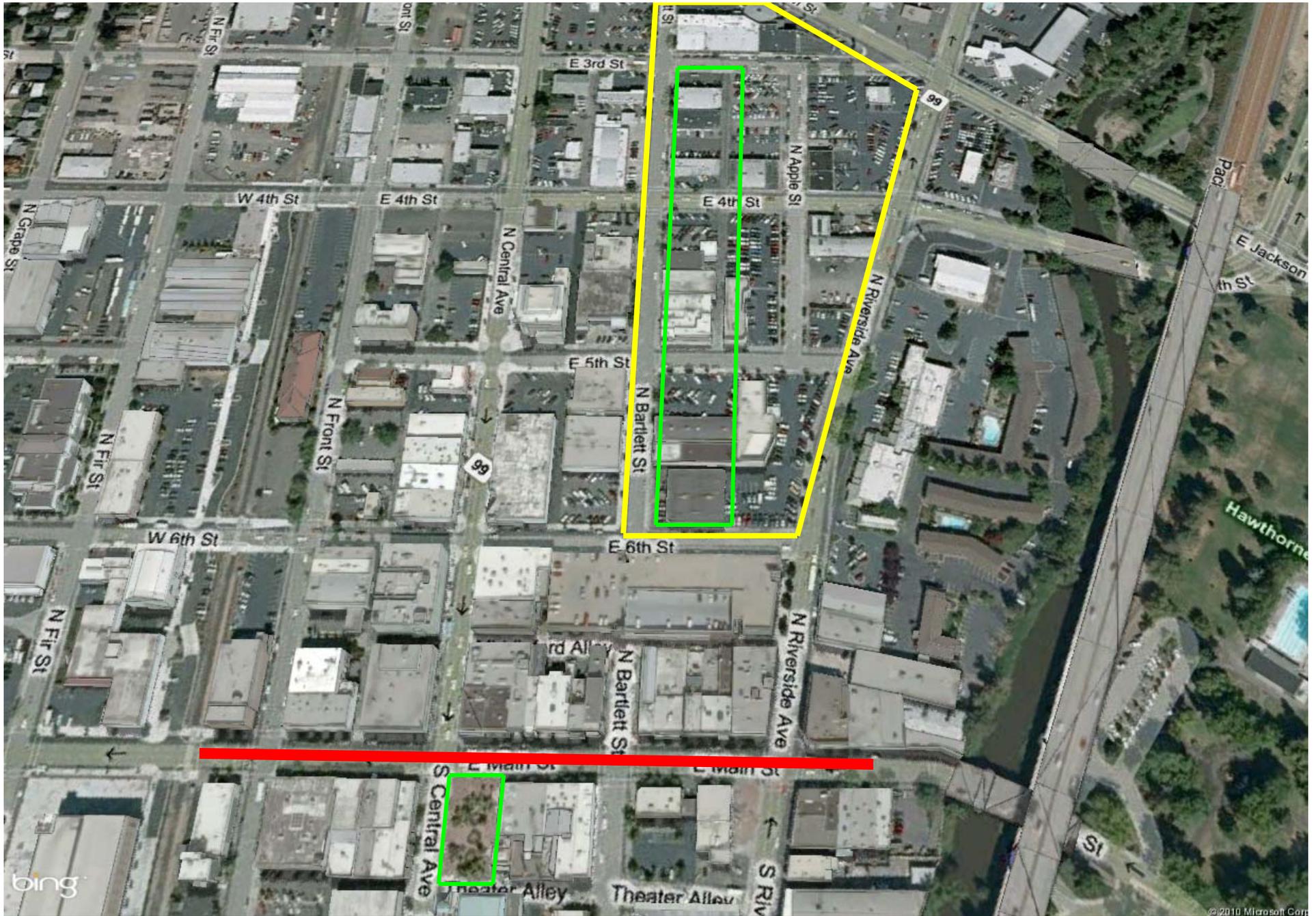
Medford (77,000)



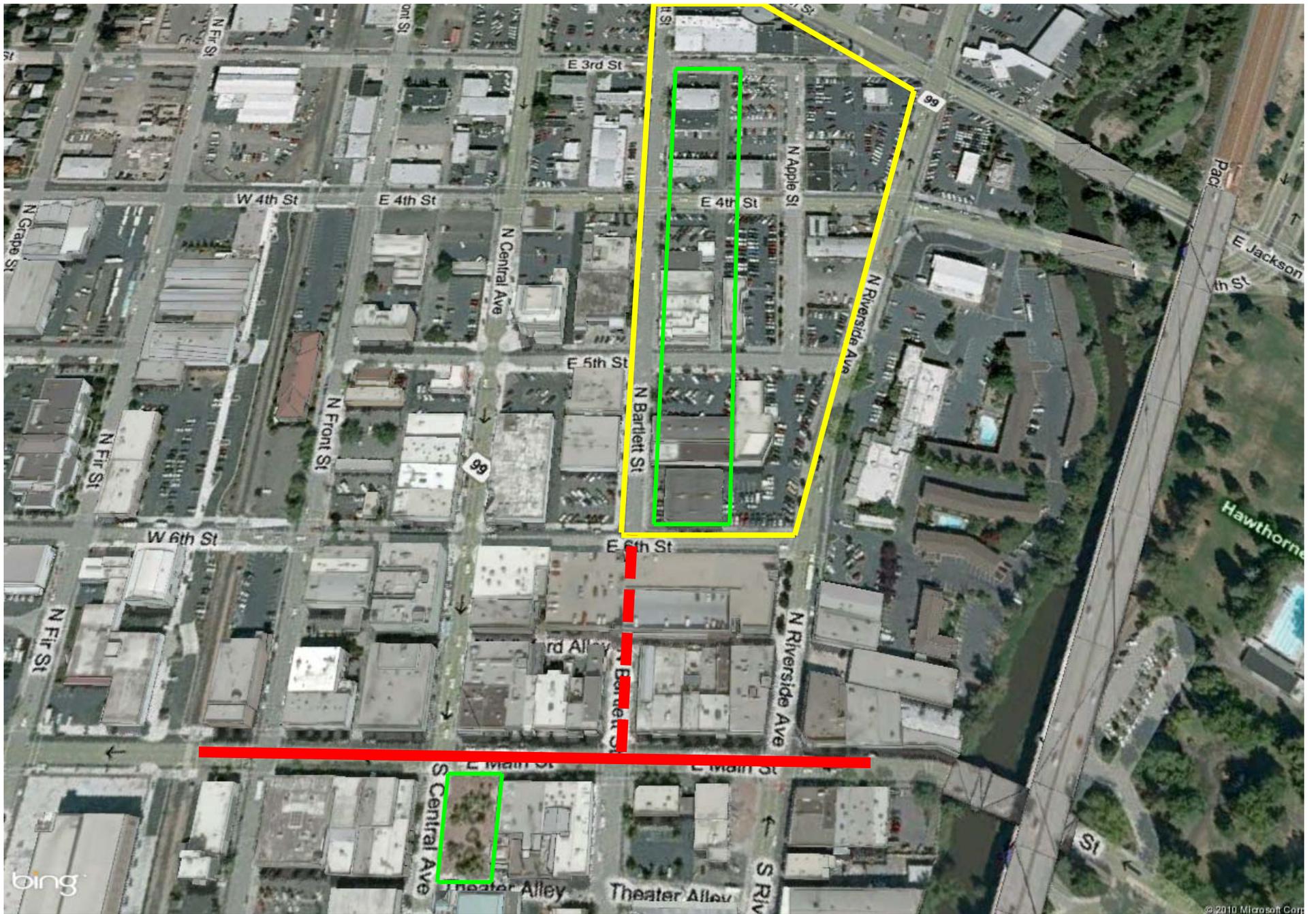
Medford



Medford



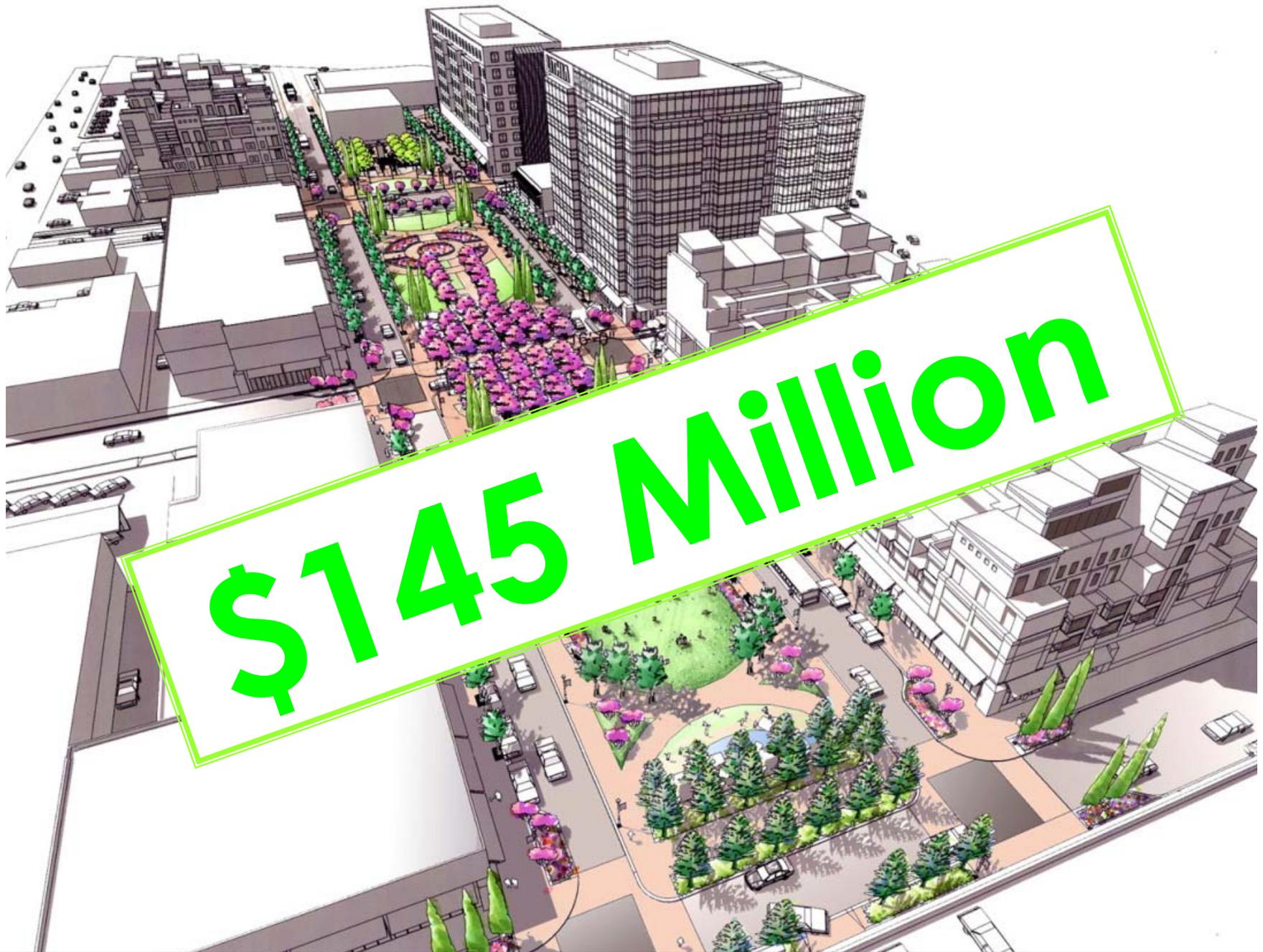
Medford



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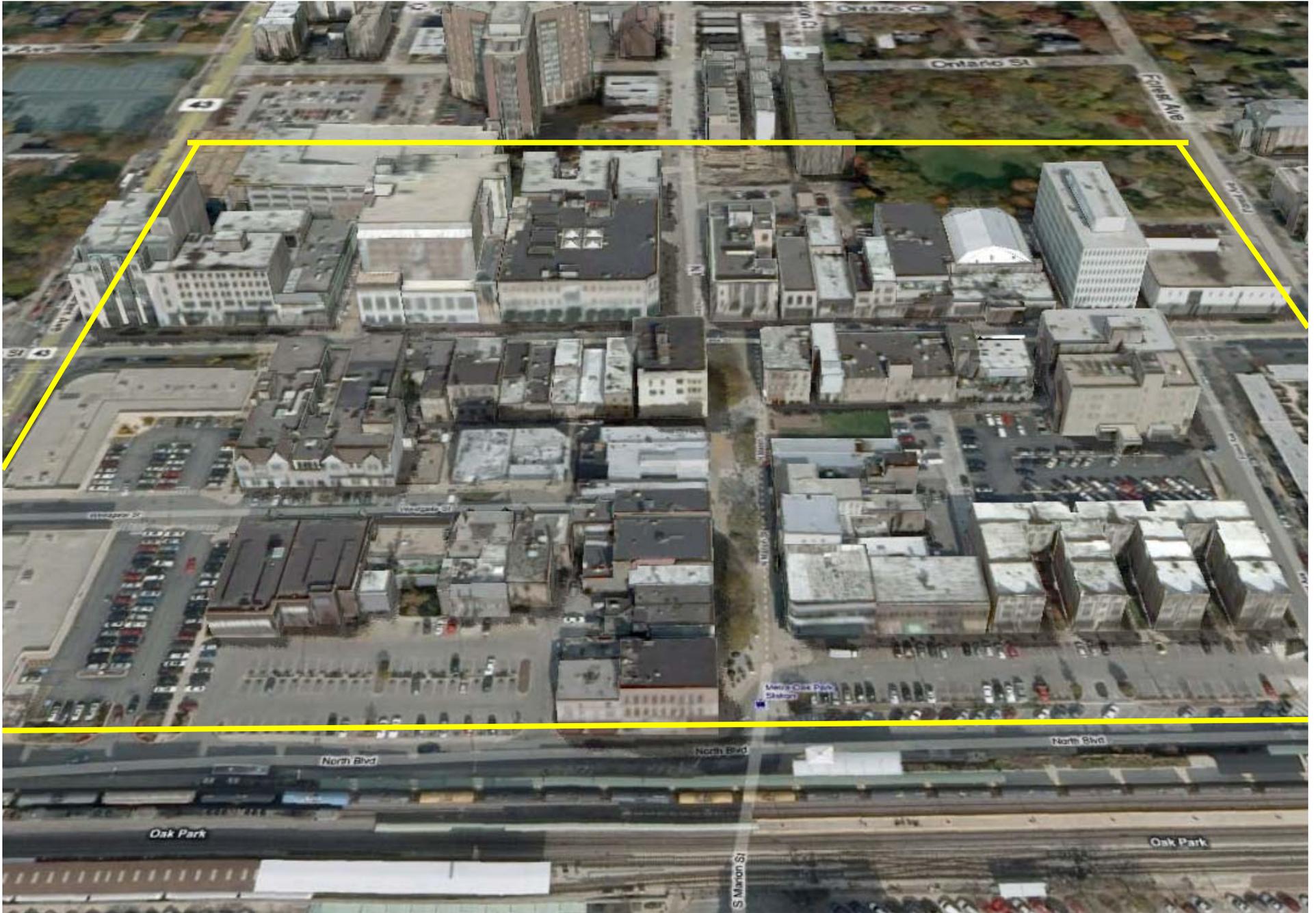
Downtown Medford - Catalyst Plaza & Park Project



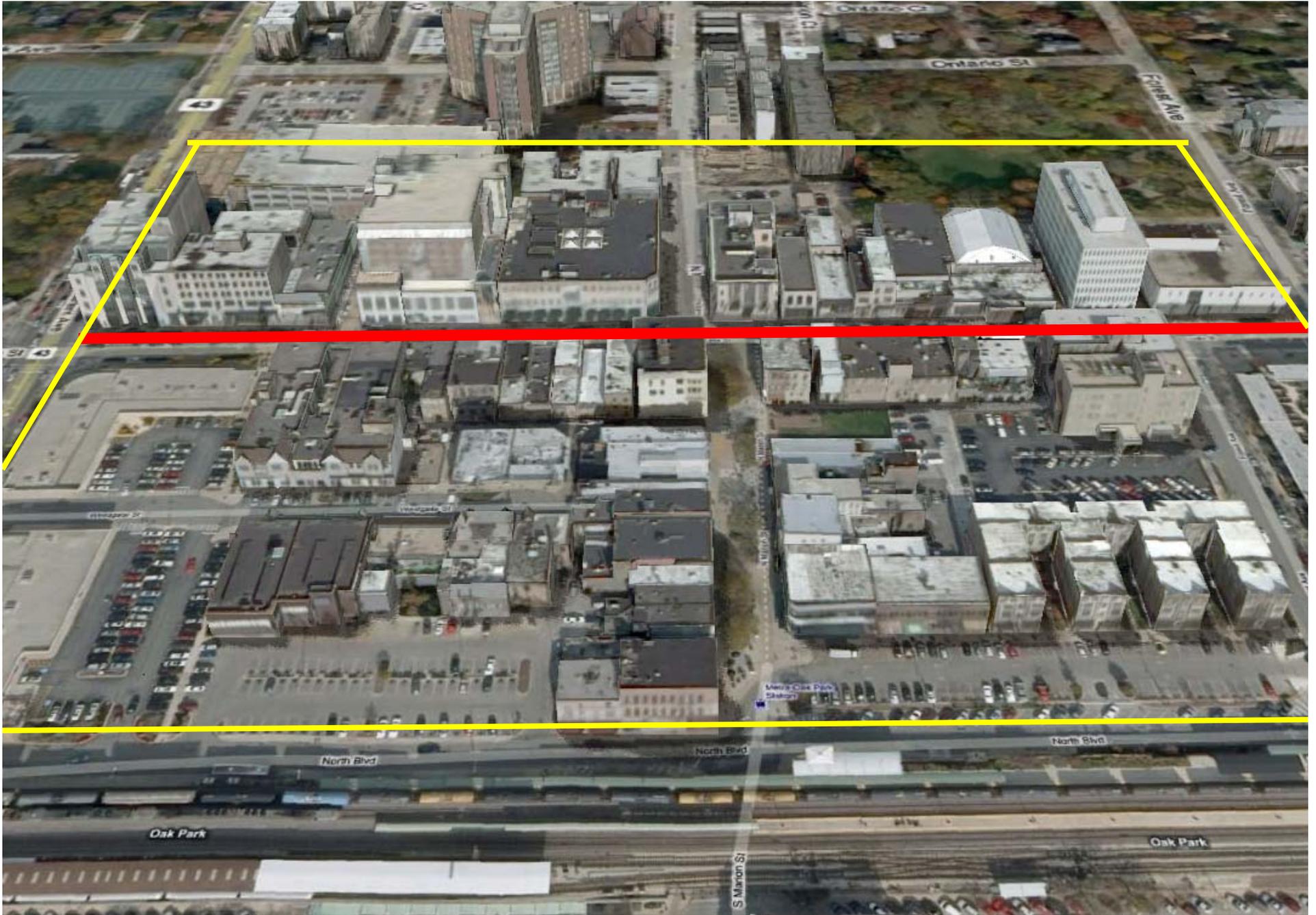
Downtown Medford - Catalyst Plaza & Park Project

The Best Downtowns

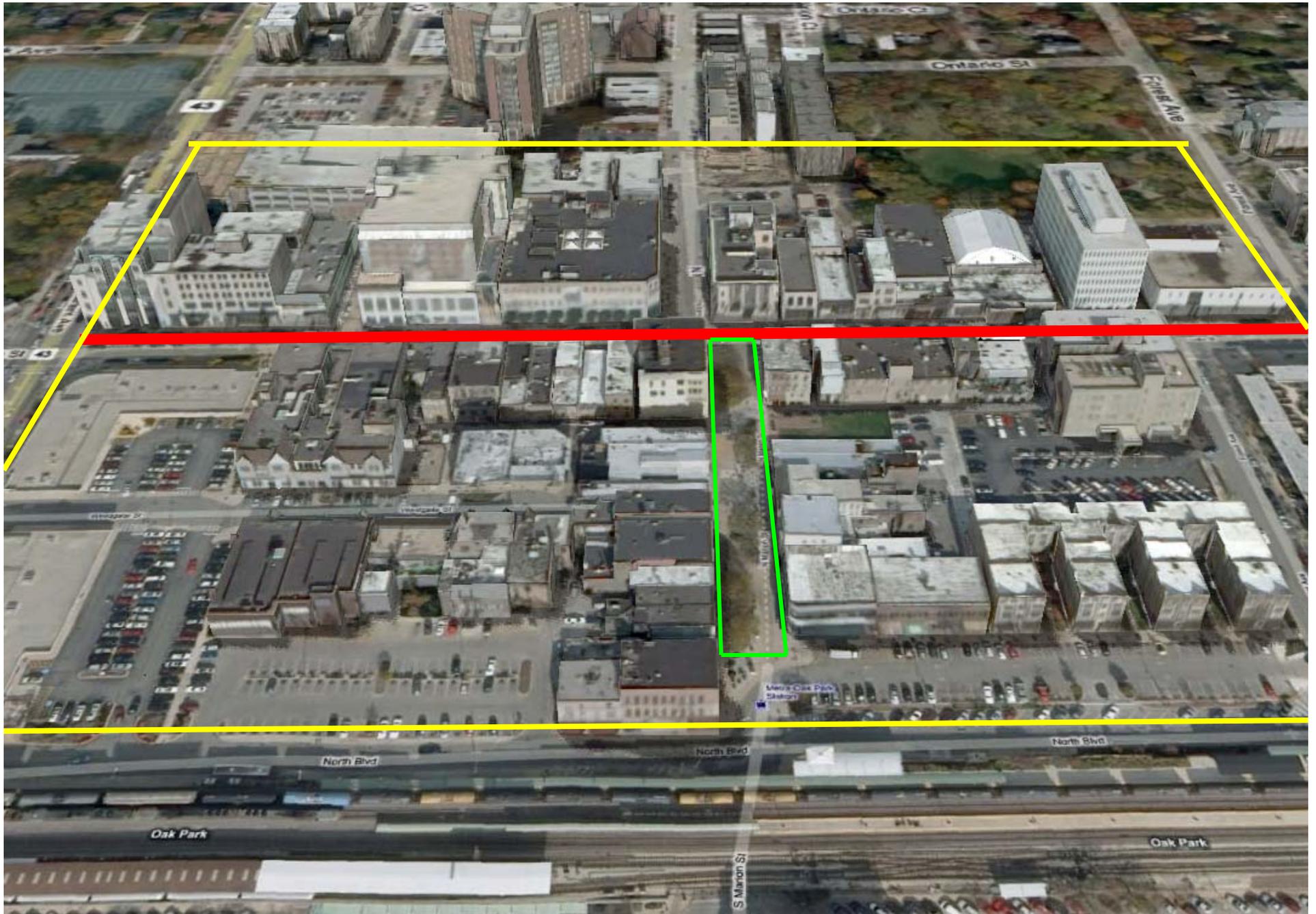
Catalyst Project Examples



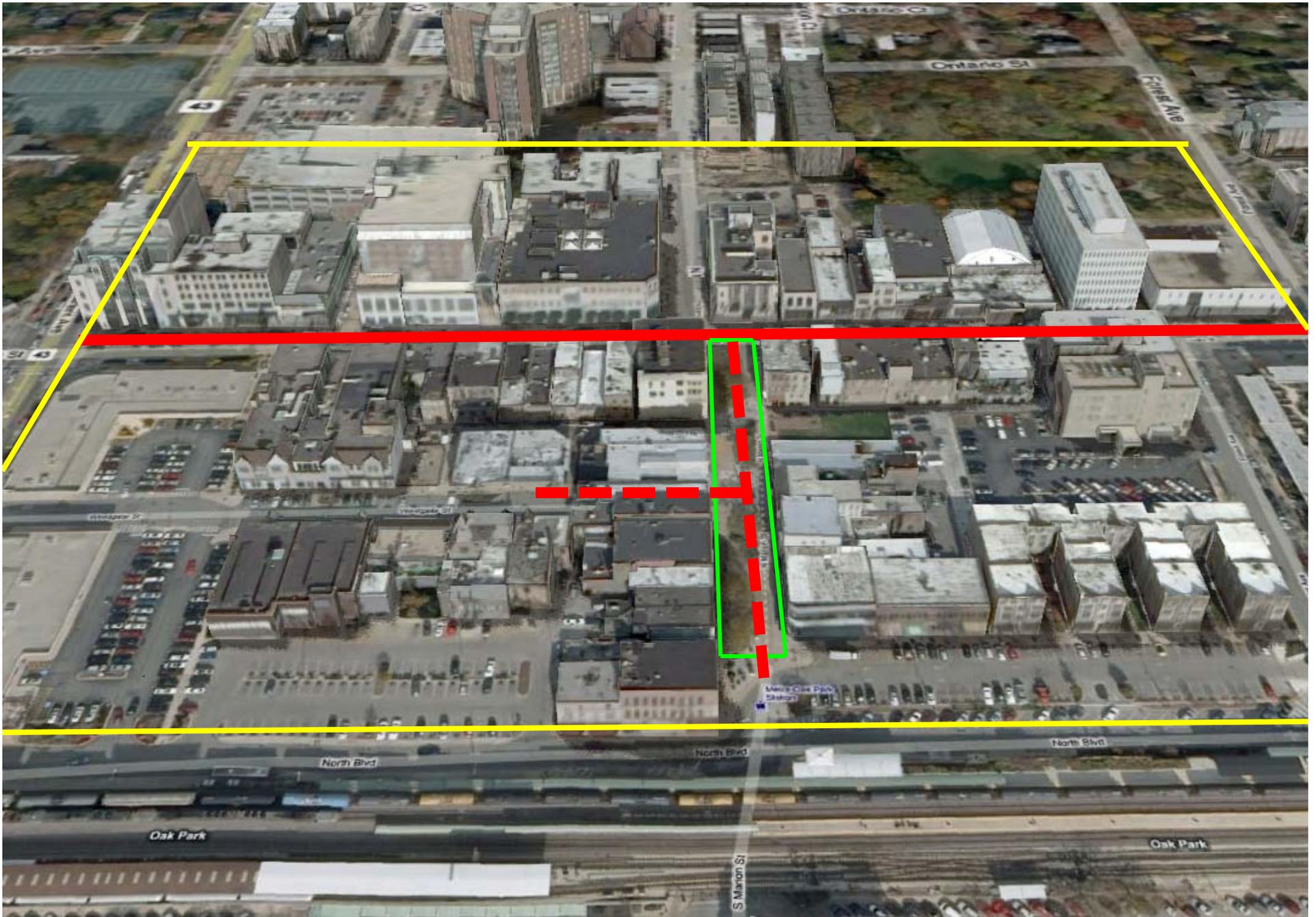
Oak Park (50,000)



Oak Park



Oak Park



Oak Park



Downtown Oak Park – Marion Street Before



Downtown Oak Park – Streetscape Catalyst Project After



Downtown Oak Park – Streetscape Catalyst Project After



Downtown Revitalization Strategy, Oak Park, Illinois

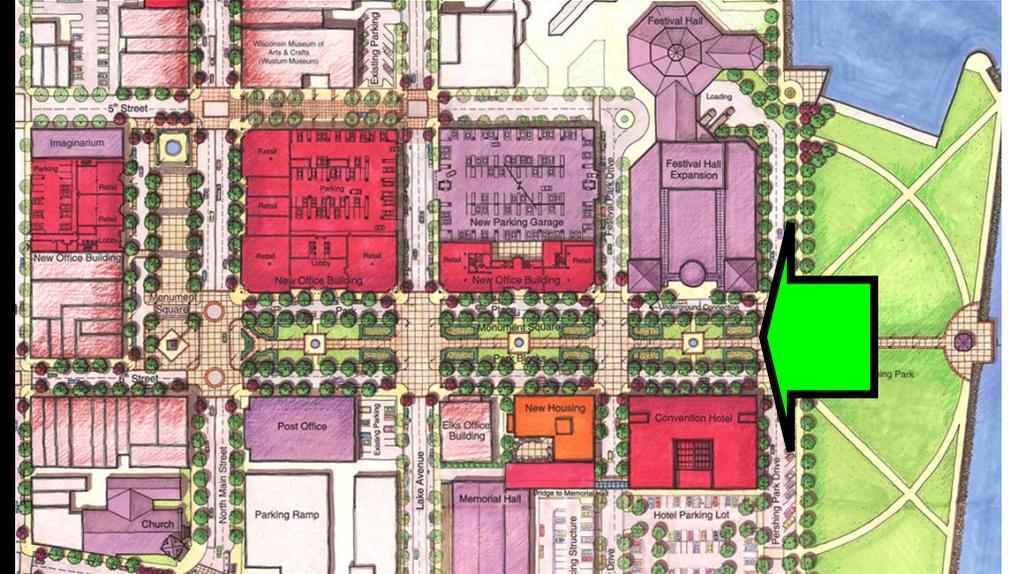
The Best Downtowns

Catalyst Project Examples



Racine, Wisconsin

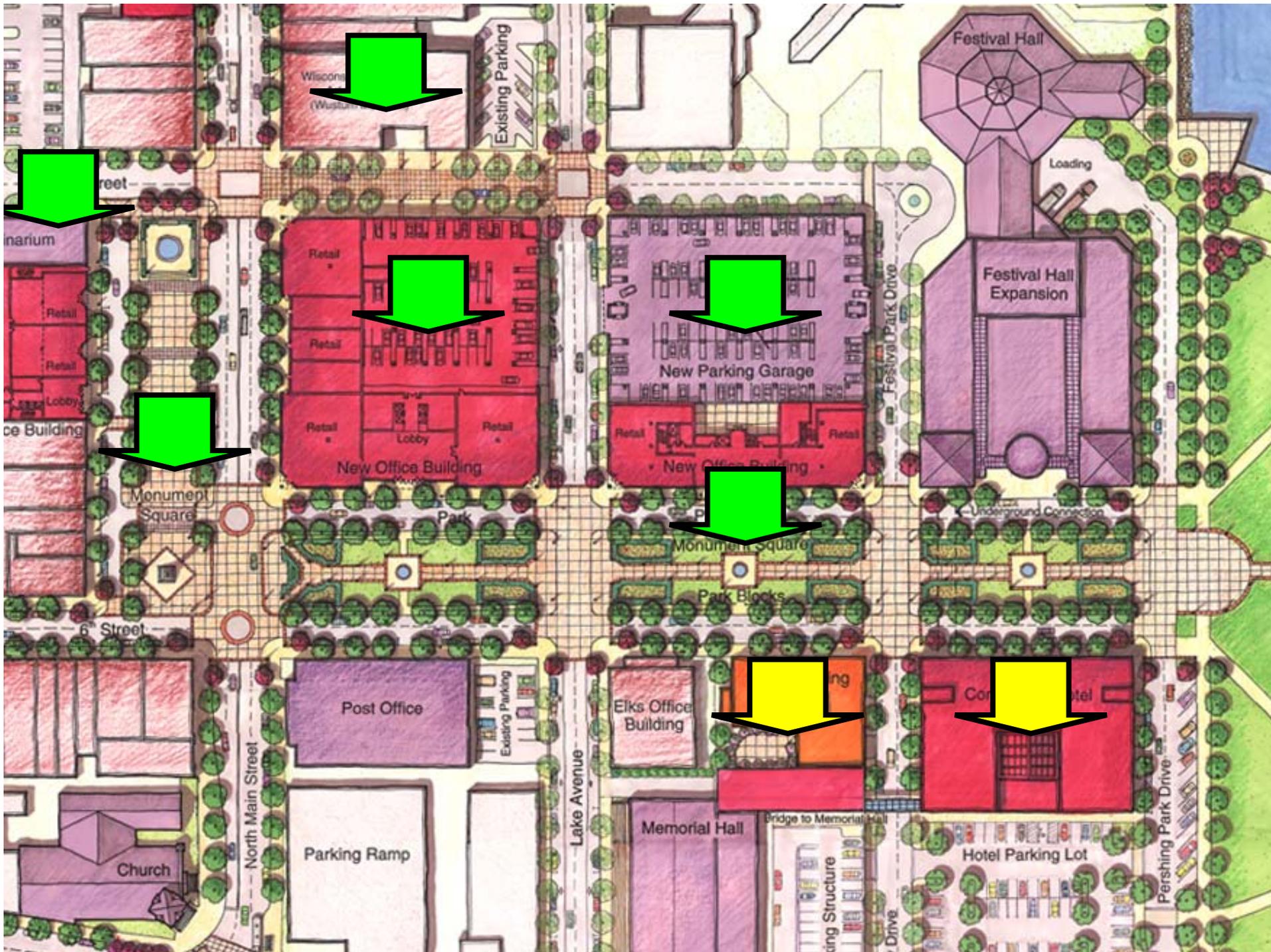
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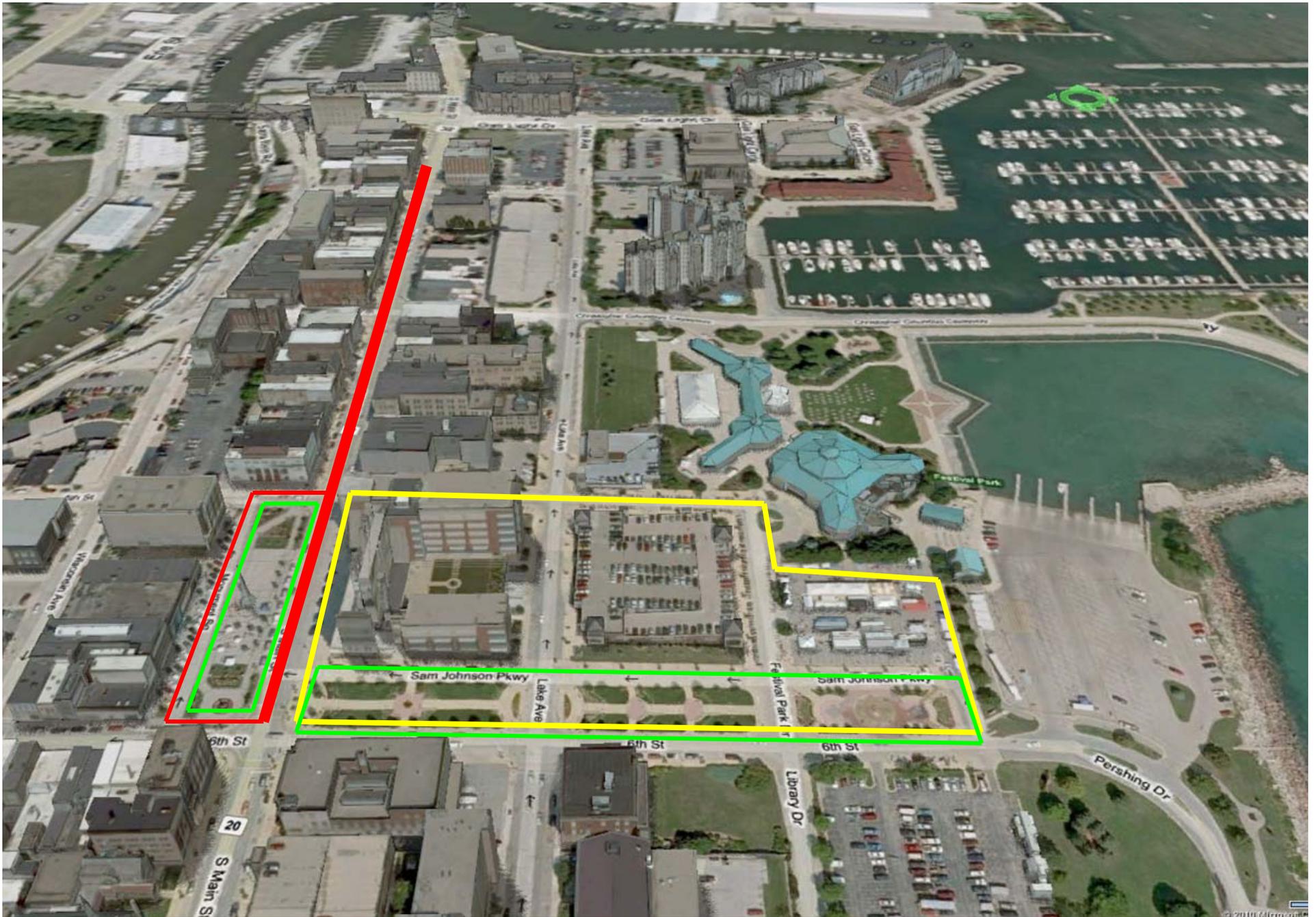


Before

Catalyst Project

Racine





Racine



Racine - Main Street Catalyst Project



Racine - Park Blocks Catalyst Project



Racine - Park Blocks Catalyst Project



Racine - Monument Square Catalyst Project



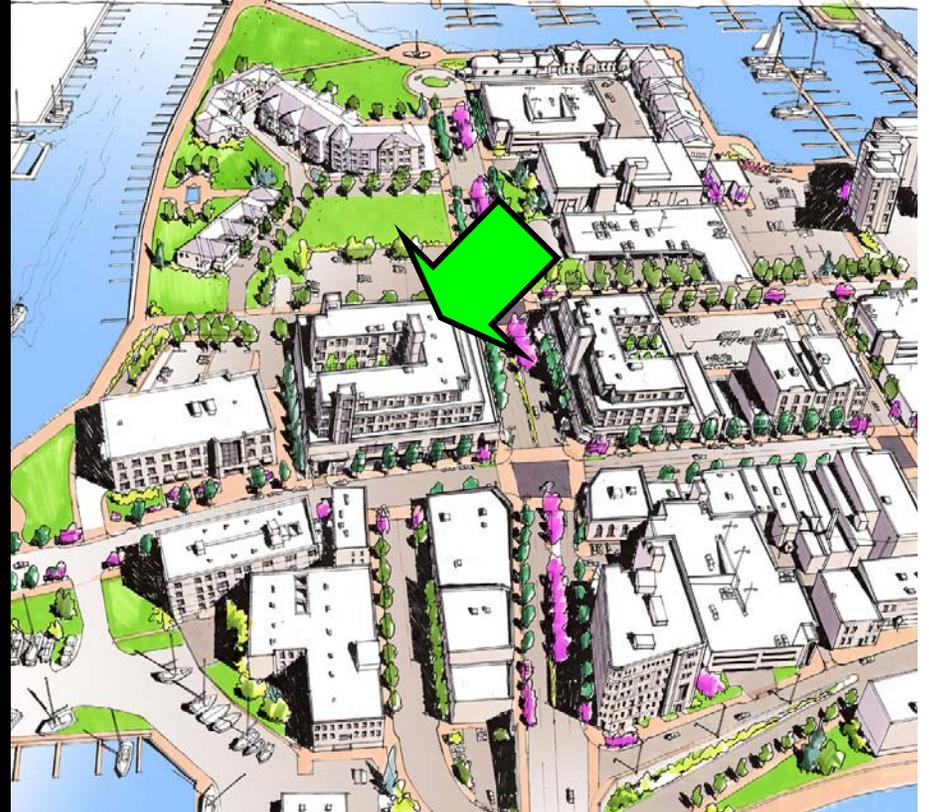
Racine - Johnson Building Anchor Project



Racine - Art Museum Anchor Project



Existing



Proposed

Racine – Mixed Use Anchor Project



Racine - Mixed Use Anchor Projects

RENEWING RACINE

The makeover of the city's downtown, below, began a decade ago and includes the Mitchell Wagon Factory Lofts, right. Mark Denman, an artist, at work in his loft apartment.

**NATIONAL PERSPECTIVES**

A Gritty Midwest City Is Reinventing Itself As a Colony for Artists

By ROBERT SHAROFF

IF Racine, Wis., is not yet the Hamptons of the Midwest, it's not for lack of effort.

This formerly gritty industrial city roughly 70 miles north of Chicago and 30 miles south of Milwaukee on the shores of Lake Michigan has been trying for much of the last decade to reinvent itself as an artist's colony and tourist destination.

The efforts have included the opening of the \$11 million Racine Art Museum on Main Street in 2003 and the creation of a gallery district centering on nearby Sixth Street, currently home to about a dozen galleries.

"Our mission isn't just cultural," said Bruce Pepich, executive director and curator of collections at the museum. "It's also about economic development. We're here to anchor Main Street."

The new museum is attracting about 3,000 visitors a month, mainly from Chicago and Milwaukee, according to Devin Sutherland, executive director of the nonprofit Downtown Racine Corporation. "People are starting to recognize us as a place to see quality art," he said.

Gary Becker, the city's mayor, said Racine is trying to attract Chicago people on summer weekends. "We're getting more outside influences today," Mayor Becker said. "Things are changing, but not enough. We're still somewhat parochial." He added that part of his job is "talking to service clubs about the need to be open and ac-



has largely imported its art. This spring, however, Gorman & Company, a developer based in Madison, Wis., finished the Mitchell Wagon Factory Lofts, a 100-unit project carved out of a historic factory building and designed to lure artists to the city. The architect is McFadden & Company, also of Madison.

In addition to fairly large units, 1,000 square feet to just over 2,500, the \$15 million complex also includes gallery spaces, a woodworking shop, a photography darkroom and a ceramics kiln.

Rents in the building range from \$575 to \$1,210 a month and all but 20 of the units fall into the category of "affordable" housing,



Photographs by Bill Zbaren for The New York Times

selling out to the Nash Motors Company in 1922. The building was sold during the Depression and has been largely empty for decades.

Tenants began moving into the spaces late last year and there is a waiting list.

Two recent arrivals from Chicago are Molly Carter and David Menard, who are married and expecting their first child. Ms. Carter is a fiber artist and also works as coordinator of studio programs at the Milwaukee Art Museum. Mr. Menard is a print maker and painter.

"We love this building," Mr. Menard said. "The fact that it's so new and efficient is really appealing."

Ms. Carter added: "There's some interesting things in Racine—the history, the architecture, the lakefront. Being close to the lake is very important for us."

Another tenant, Sherri Myers-Wray, an illustrator and woodworker from the nearby town of Kenosha, said the diversity of the tenants was important to her.

"I like the fact that it's an artists' community," she said. "Last night I had a conversation in the hall with a woman who is a dot-com advice columnist and a man who is struggling to set up a music booking business. We ranged in age from 20's to 50's."

Ms. Myers-Wray was also the guiding force behind the building's first open house last April for the purpose of introducing Racine to its new artist community. "We were hoping for 100 people and 600 showed up," she said.

who died in 2004, was chairman emeritus of SC Johnson, manufacturer of household products like Windex and Pledge, and the city's largest private employer. Mr. Johnson was also a lifelong resident of Racine.

"Sam took a look at the greater Racine community and said this is a great place to live but it could use a boost from a quality of life standpoint," said Jane Hutterly, executive vice president of worldwide corporate and environmental affairs for SC Johnson.

Indeed, in the early 1990's, "downtown was pretty grim," Mayor Becker said. The city's manufacturing base had declined, taking with it much of the economic vitality of the downtown area.

The plan identified focal points for downtown redevelopment and also stressed the importance of new retail and residential projects.

Since then, about \$200 million in public and private money has been invested downtown. The projects have ranged from a \$12 million infrastructure upgrade along Main Street executed by the city to "catalyst projects" financed entirely or partly by the Johnson family.

They include the new art museum and a \$25 million office building for several of the company's divisions. (SC Johnson is based in a Frank Lloyd Wright-designed complex west of downtown.)

"The whole thing is about creating an experience," Mr. Pepich said. "There are probably two generations of people in this area who never come downtown unless they have

Friday, April 15, 2005

Governor Doyle Announces \$21 Million in Affordable Housing Tax Credits for Racine

Funding For Four Developments, Creating 300 New Units for Elderly, Disabled

RACINE – Governor Jim Doyle today announced affordable housing tax credits worth \$21 million over ten years to four Racine area rental housing developments. The federal housing tax credits, awarded by the Wisconsin Housing and Economic Development Authority (WHEDA), will help build new housing for the elderly at four locations in Racine, preserving or creating 300 Racine area apartment units, 260 of which will be set aside for lower income residents. The Governor made the announcement at a news conference at the Historic Olson Building Lofts in downtown Racine.

"These tax credits will create new affordable living opportunities for elderly Racine residents and others with disabilities," Governor Doyle said. "Everyone deserves a decent place to live, and these developments will help us ensure affordable housing for all Racine residents, no matter their age, background, or income."

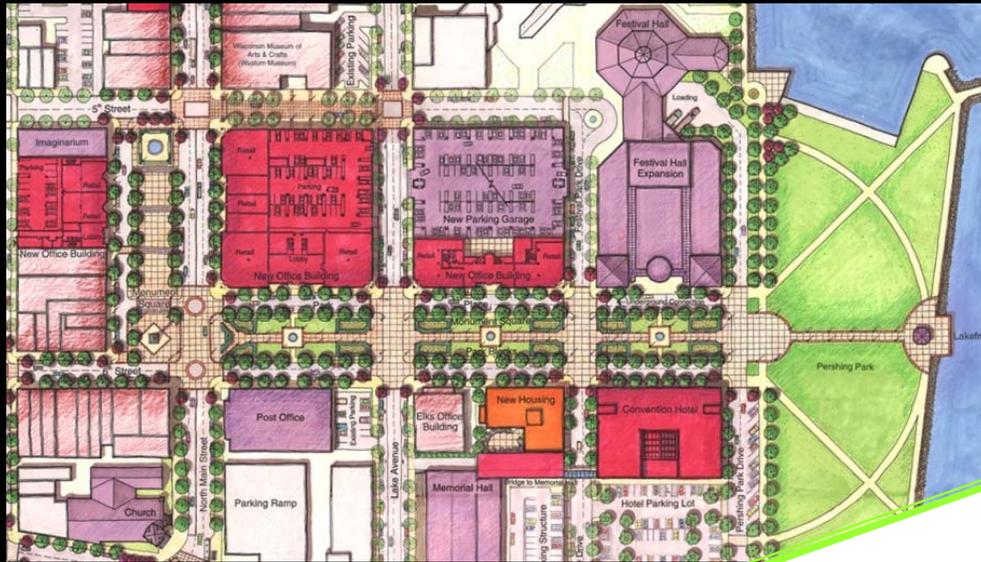
"The City of Racine needs more good and affordable housing options for seniors," Racine Mayor Gary Becker said. "The two developments downtown in particular will help spur economic development in the city."

The four projects receiving affordable housing tax credits are:

State at Main, City of Racine – Gorman and Company will receive tax credits worth \$7.5 million over ten years to build an 84-unit development for active seniors. Of the building's 84 units, 66 will be reserved for low- or fixed-income seniors.

Lincoln Manor, Mt. Pleasant – The not-for-profit Lincoln Lutheran of Racine will receive tax credits worth \$3.6 million over 10 years to rehabilitate a property that will offer 120 units of senior housing, all at below-market rents.

Shoreline Manor, City of Racine – Developer Patrick Anderson will receive tax credits worth \$2.3 million over 10



\$600 Million



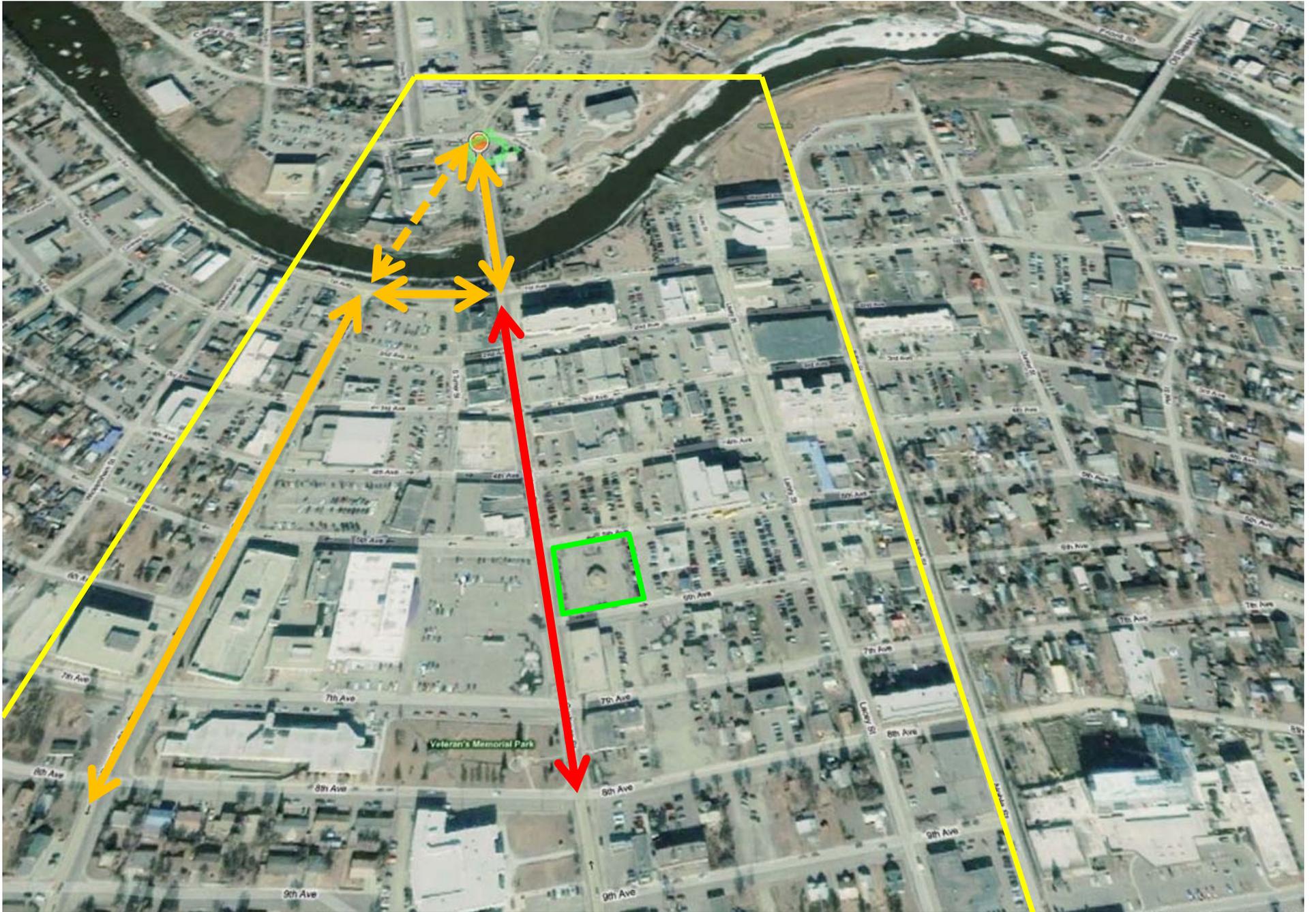
Downtown Revitalization Strategy, Racine, Wisconsin

2001 National Honor Award for Regional & Urban Design: American Institute of Architects

2000 Special Achievement Award: International Downtown Association

The Best Downtowns

Catalyst Project Examples



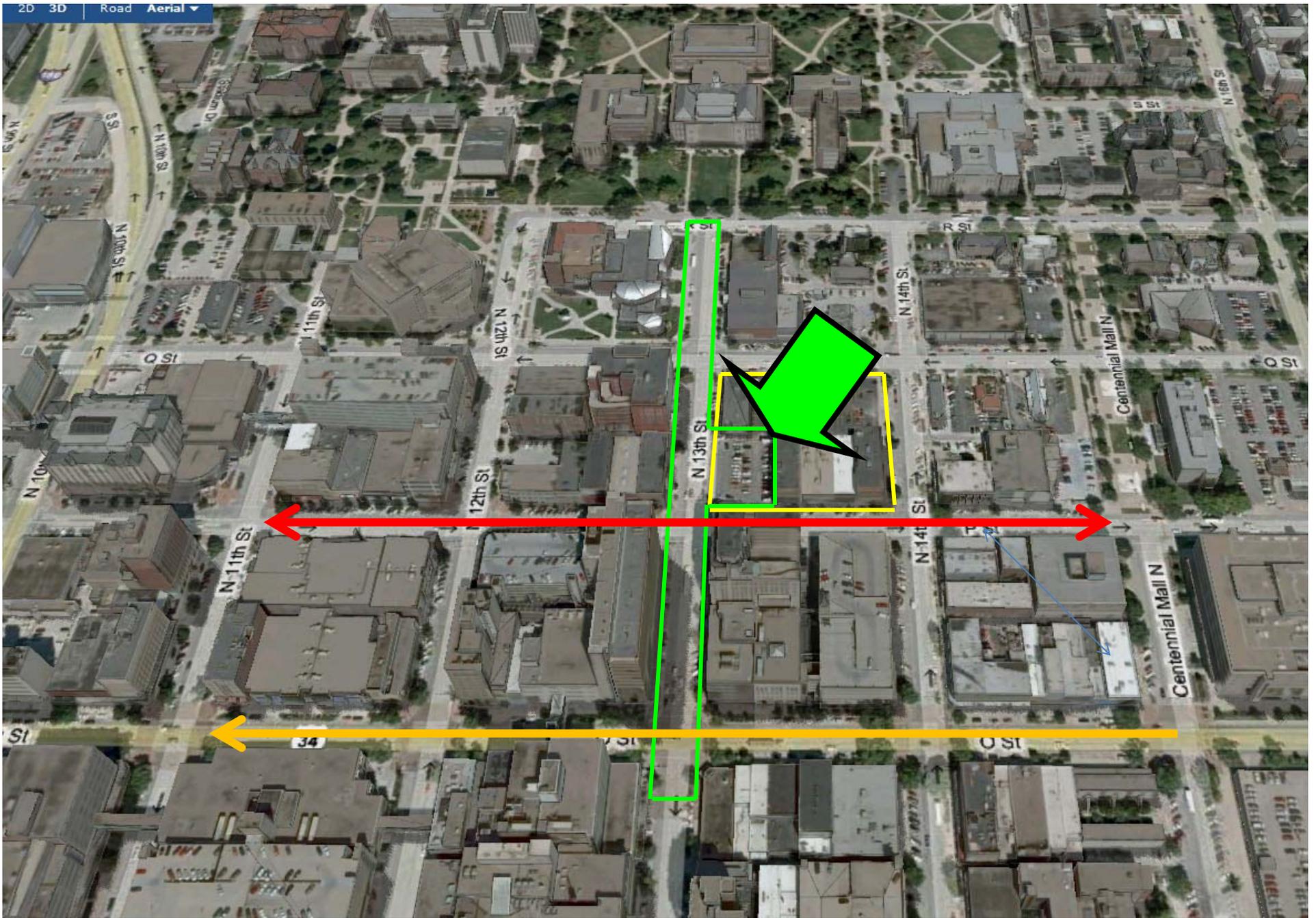
Fairbanks



Vision Fairbanks Downtown Plan, Fairbanks, Alaska

The Best Downtowns

Catalyst Project Examples



Lincoln



Lincoln - Civic Plaza Catalyst Project



Lincoln - Civic Plaza Catalyst Project

The Best Downtowns

Catalyst Project Examples



After

Before



After

Portland – Pioneer Square Catalyst Project



Before



After

Portland - Transit Mall Catalyst Project



Before

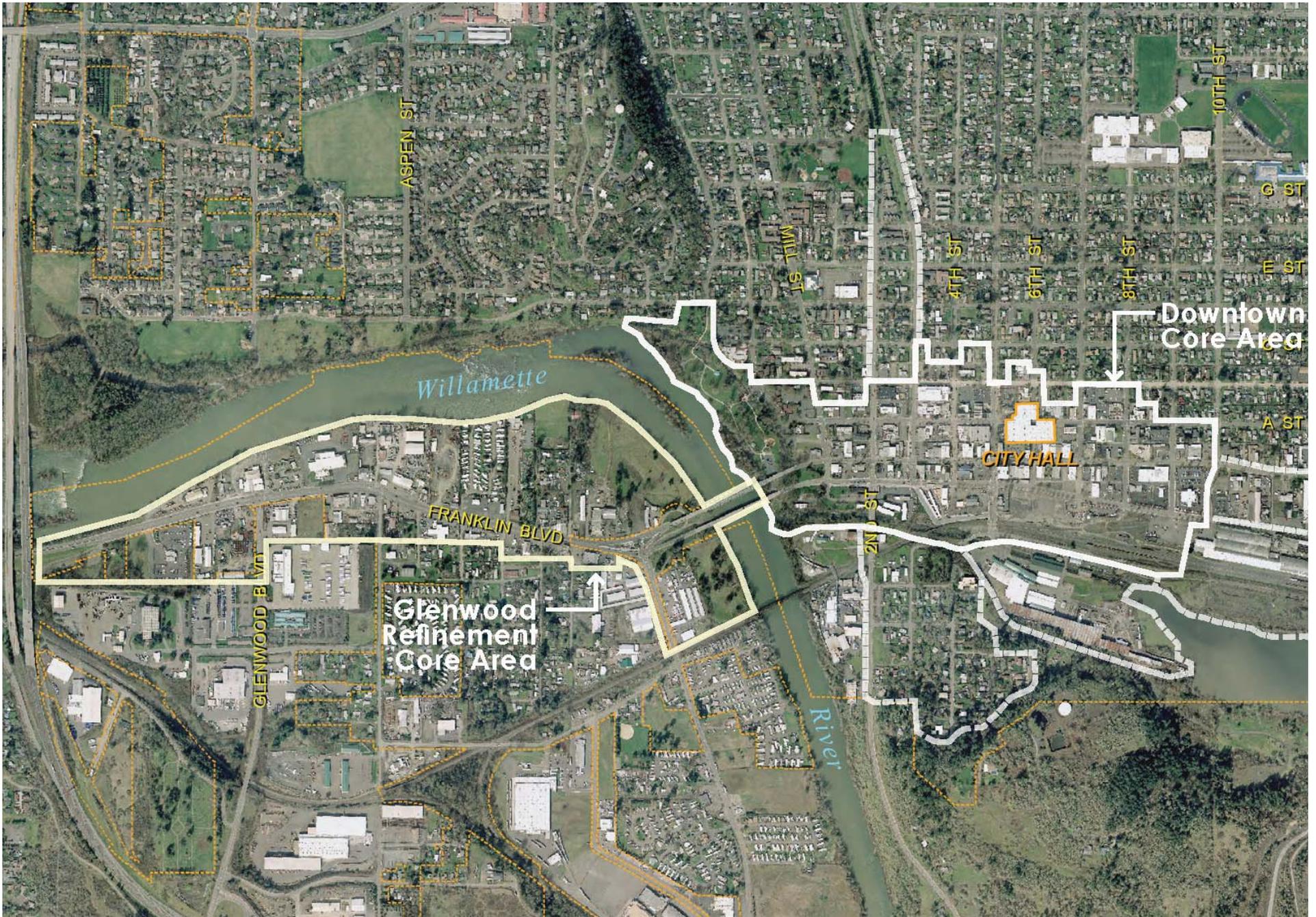


After

Portland – Waterfront Park Catalyst Project

The Best Downtowns

Springfield



Study Area

A photograph of a forest with trees in full autumn foliage. The leaves are a bright, golden-yellow color, and the tree trunks are visible through the canopy. The overall scene is a dense, textured wall of yellow.

CAC Meeting #1

June 24th, 2009

Process & Schedule

2009

2010

May June July Aug Sept Oct Nov Dec Jan Feb Mar Apr May June July

1 STARTING

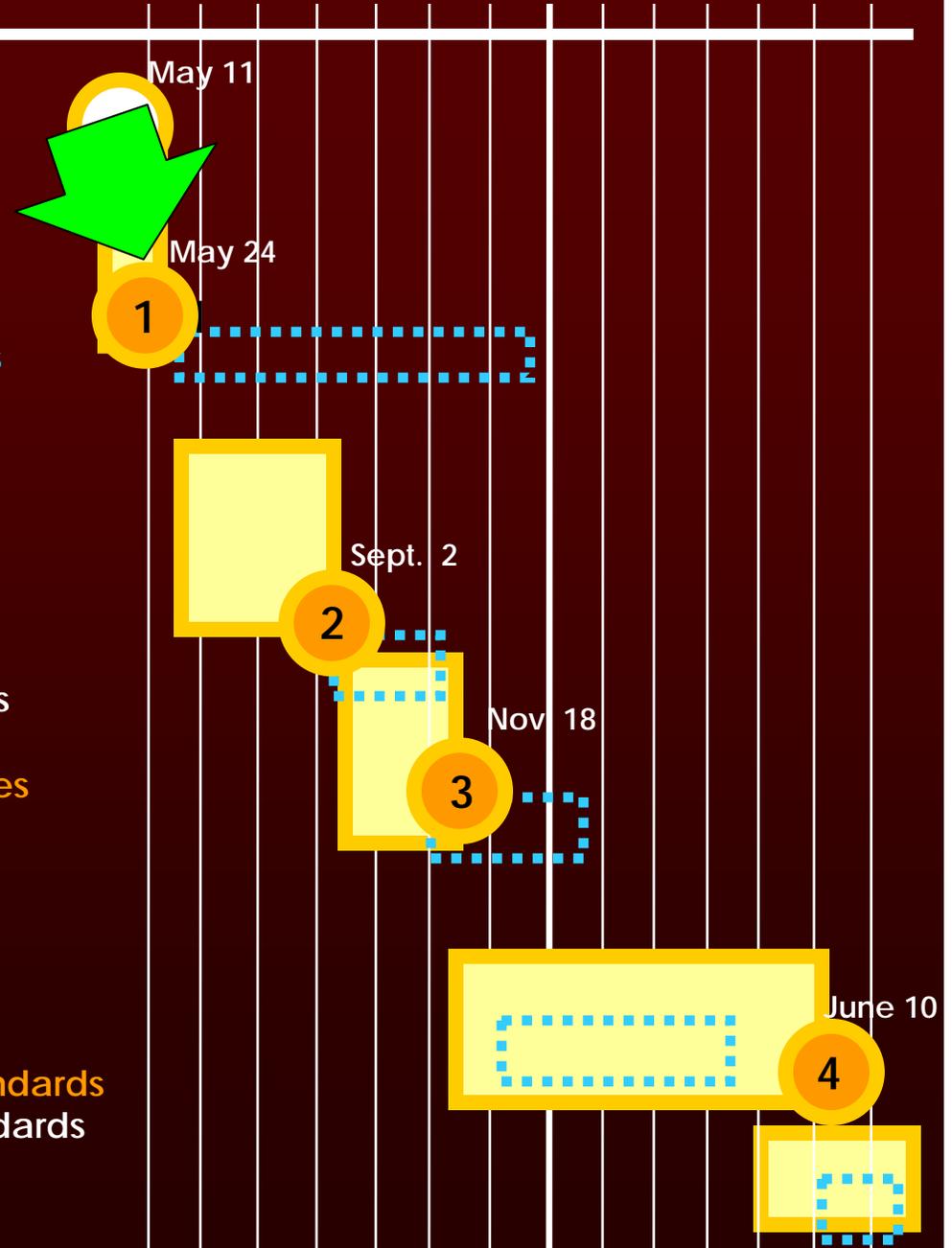
- 1) Kick-Off Meeting/Review Info.
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Parking Stakeholder
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Parking Supply and Demand Analysis

2 DESIGNING

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3 IMPLEMENTING

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Draft Standards
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Parking Final Report



Response Sheet

Springfield Downtown District Plan and
Implementation Strategy
Citizen Advisory Committee Meeting #1
June 24, 2009

Proposed Planning Area:



Your Issues and
Concerns?

Issues and concerns:

3.

Special Areas:

On the map above, please note areas you believe:

- Present special design opportunities
- Are areas of concern

Response Sheet

Springfield Downtown District Plan and
Implementation Strategy
Citizen Advisory Committee Meeting #1
June 24, 2009



Proposed Planning Area:



Issues and Concerns:

List your three top issues and concerns:

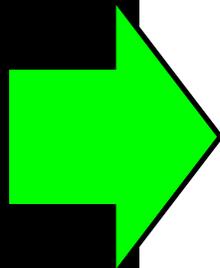
1. _____
2. _____
3. _____

Special Areas:

On the map above, please note areas you believe:

- Present special design opportunities
- Are areas of concern

Name (optional): _____



Project Goals

Times Mentioned

LAND USE

1. Provide for a community plaza or gathering space (4)
2. Identify opportunities for retail and entertainment (8)
3. Provide for safe and convenient parking (7)
4. Preserve and expand employment downtown (5)
5. Revitalize underutilized sites (3)
6. Increase density and mix of uses (4)

CIRCULATION

7. Identify safe, direct connections to neighborhoods (6)
8. Promote pedestrian friendly streets (6)
9. Improve access to river, parks and open space (13)
10. Reduce the impact of truck traffic downtown (10)

IMPLEMENTATION

11. Encourage investment in public infrastructure (5)
12. Create standards and guidelines for development (3)
13. Identify incentives for new and existing businesses (3)

OTHER

14. Maintain and enhance historic character (10)
15. Create a family-friendly downtown (4)
16. Improve downtown image and increase safety (10)

A photograph of a forest with trees in full autumn foliage. The leaves are a bright, golden-yellow color, and the tree trunks are visible through the canopy. The overall scene is a dense, textured wall of yellow.

CAC Meeting #2

September 2nd, 2009

Process & Schedule

2009

2010

May June July Aug Sept Oct Nov Dec Jan Feb Mar Apr May June July

1 STARTING

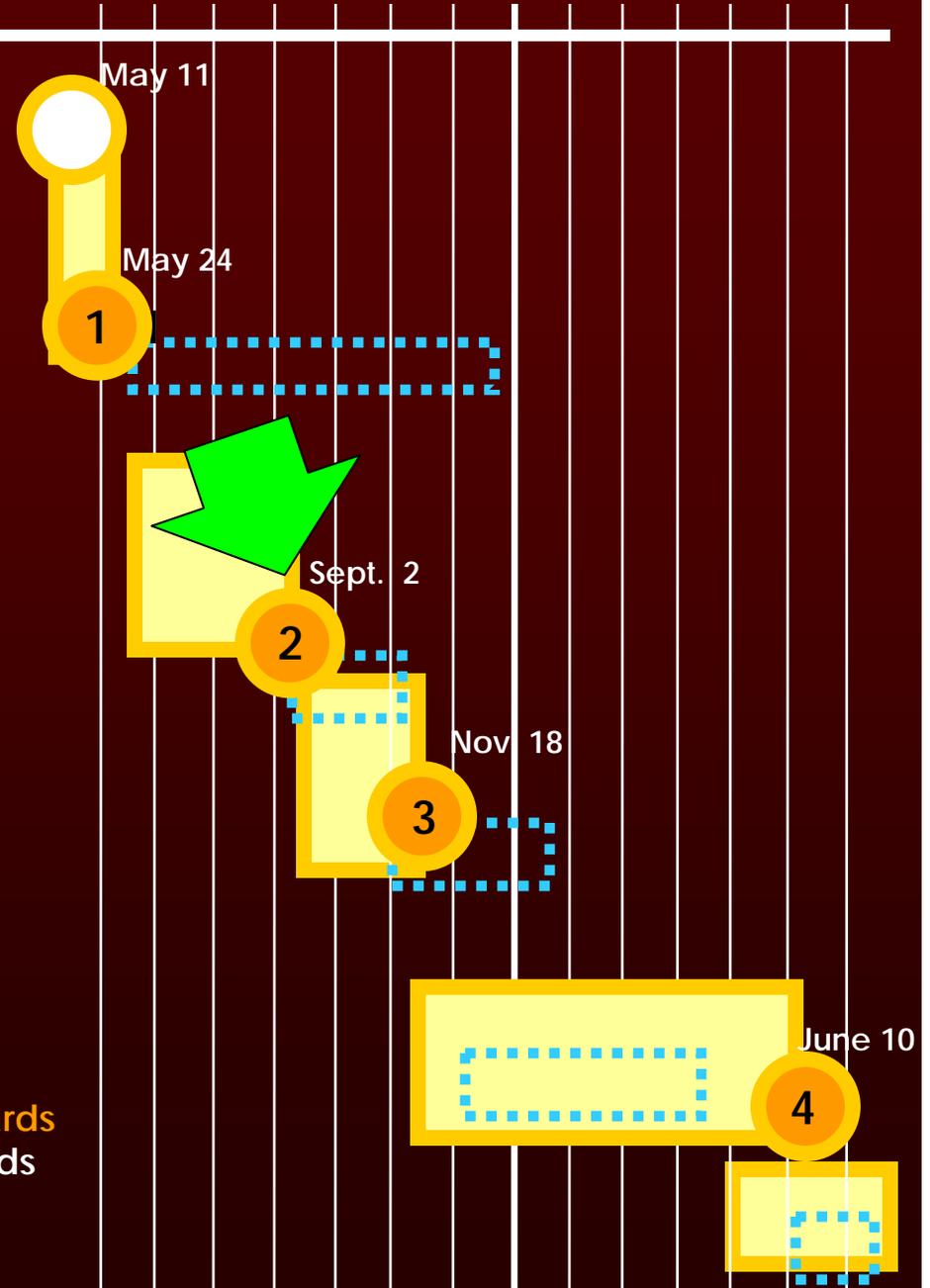
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Response Sheet

Springfield Downtown District Plan and
Implementation Strategy

Citizen Advisory Committee Meeting #2

September 2, 2009

CIRCULATION CONCEPTS

Auto/Truck

1. Main "Great Street"
2. South A "Mobility Street"

Bicycle/Pedestrian

3. Protected
4. Shared

Alternative
Concepts

13. **Government Campus**

Government Campus

14. Government Campus
15. Mill Pond Office Campus (Phase I)

Cultural/Visitor

16. Cultural District

	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Other
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Other
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Other
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Other
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Other
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Other
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Other
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Other
<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Other

Comments: _____

Response Sheet

Springfield Downtown District Plan and
Implementation Strategy

Citizen Advisory Committee Meeting #2

September 2, 2009



CIRCULATION CONCEPTS

Check Preference

Auto/Truck

- | | | | |
|------------------------------|---------------------------------|-------------------------------|----------------------------------|
| 1. Main "Great Street" | <input type="checkbox"/> 11 Yes | <input type="checkbox"/> 0 No | <input type="checkbox"/> 0 Other |
| 2. South A "Mobility Street" | <input type="checkbox"/> 11 Yes | <input type="checkbox"/> 0 No | <input type="checkbox"/> 0 Other |

Bicycle/Pedestrian

- | | | | |
|-----------------------------|---------------------------------|-------------------------------|----------------------------------|
| 3. Protected Bicycle Loop | <input type="checkbox"/> 9 Yes | <input type="checkbox"/> 0 No | <input type="checkbox"/> 0 Other |
| 4. Primary Pedestrian Loop | <input type="checkbox"/> 10 Yes | <input type="checkbox"/> 1 No | <input type="checkbox"/> 0 Other |
| 5. Main Street Bridge | <input type="checkbox"/> 8 Yes | <input type="checkbox"/> 0 No | <input type="checkbox"/> 1 Other |
| 6. Garden Bridge | <input type="checkbox"/> 8 Yes | <input type="checkbox"/> 0 No | <input type="checkbox"/> 0 Other |
| 7. Neighborhood Connections | <input type="checkbox"/> 7 Yes | <input type="checkbox"/> 1 No | <input type="checkbox"/> 0 Other |

LAND USE CONCEPTS

Check Preference

Retail

- | | | | |
|--------------------|---------------------------------|-------------------------------|----------------------------------|
| 8. Retail Hot Spot | <input type="checkbox"/> 11 Yes | <input type="checkbox"/> 0 No | <input type="checkbox"/> 0 Other |
|--------------------|---------------------------------|-------------------------------|----------------------------------|

Open Space

- | | | | |
|-------------------------|--------------------------------|-------------------------------|----------------------------------|
| 9. Pioneer Plaza | <input type="checkbox"/> 8 Yes | <input type="checkbox"/> 0 No | <input type="checkbox"/> 0 Other |
| 10. Springfield Gardens | <input type="checkbox"/> 9 Yes | <input type="checkbox"/> 1 No | <input type="checkbox"/> 0 Other |
| 11. Washburne Square | <input type="checkbox"/> 5 Yes | <input type="checkbox"/> 1 No | <input type="checkbox"/> 2 Other |

Housing

- | | | | |
|-------------------------------|---------------------------------|-------------------------------|----------------------------------|
| 12. Island Park District | <input type="checkbox"/> 10 Yes | <input type="checkbox"/> 1 No | <input type="checkbox"/> 0 Other |
| 13. Washburne Square District | <input type="checkbox"/> 8 Yes | <input type="checkbox"/> 1 No | <input type="checkbox"/> 0 Other |

Employment

- | | | | |
|---------------------------------------|---------------------------------|-------------------------------|----------------------------------|
| 14. Government Campus | <input type="checkbox"/> 10 Yes | <input type="checkbox"/> 1 No | <input type="checkbox"/> 0 Other |
| 15. Mill Pond Office Campus (Phase I) | <input type="checkbox"/> 8 Yes | <input type="checkbox"/> 0 No | <input type="checkbox"/> 0 Other |

Cultural/Visitor

- | | | | |
|-----------------------|--------------------------------|-------------------------------|----------------------------------|
| 16. Cultural District | <input type="checkbox"/> 7 Yes | <input type="checkbox"/> 0 No | <input type="checkbox"/> 0 Other |
|-----------------------|--------------------------------|-------------------------------|----------------------------------|

Comments: _____

A photograph of a forest with trees in full autumn foliage. The leaves are a bright, golden-yellow color, and the tree trunks are visible through the canopy. The overall scene is a dense, textured wall of yellow.

CAC Meeting #3

November 18, 2009

Process & Schedule

2009

2010

May June July Aug Sept Oct Nov Dec Jan Feb Mar Apr May June July

1 STARTING

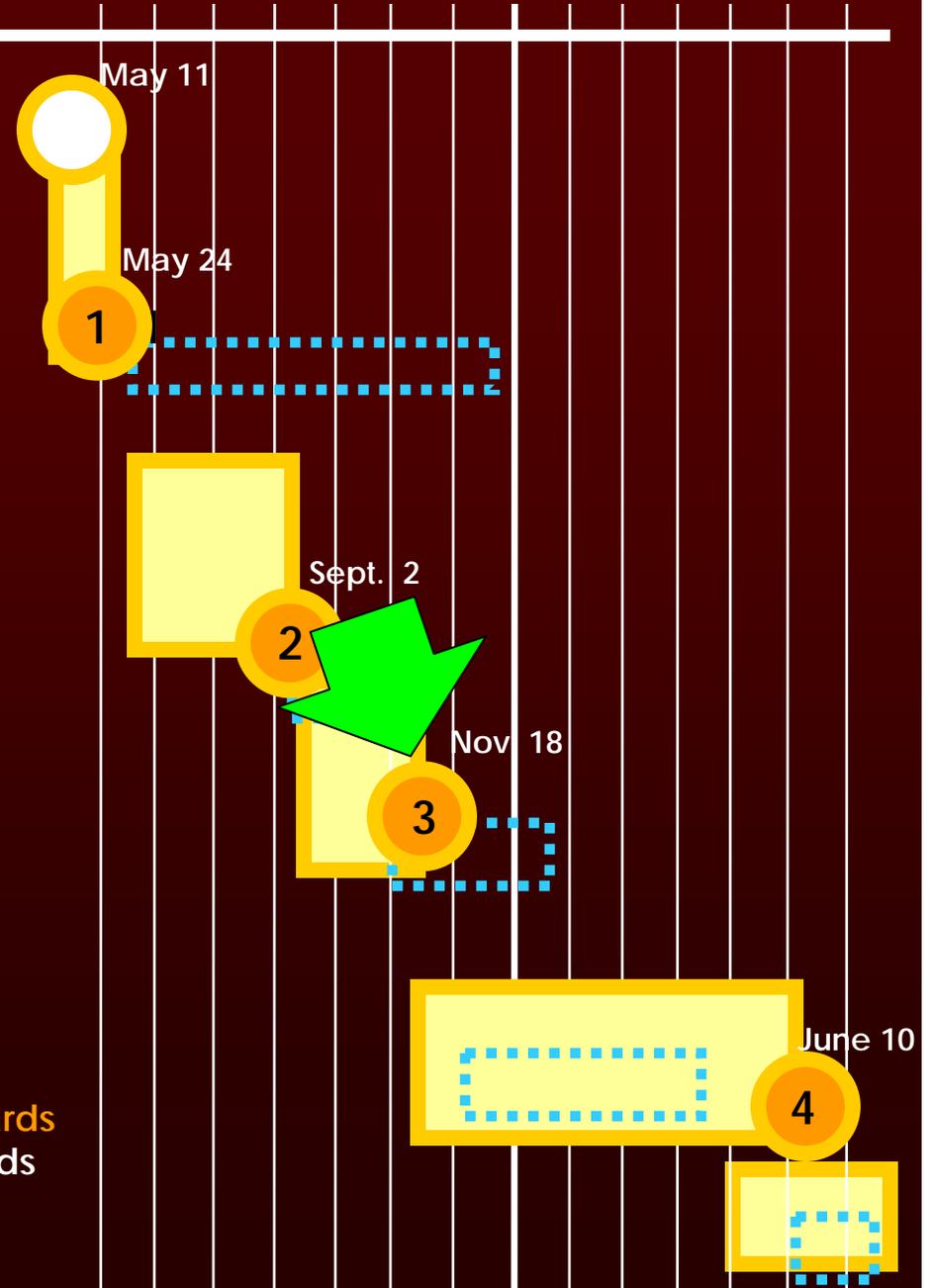
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Parking Final Report



Response Sheet

Springfield Downtown District Plan and
Implementation Strategy
Citizen Advisory Committee Meeting
November 18, 2009



CIRCULATION

Check Preference

- | | | | | | | |
|------------------------------|--|-----|---------------------------------------|----|---------------------------------------|-------|
| 1. Downtown Mobility Concept | | | | | | |
| Phase I | <input checked="" type="checkbox"/> 9 | Yes | <input checked="" type="checkbox"/> 1 | No | <input checked="" type="checkbox"/> 0 | Other |
| Phase II | <input checked="" type="checkbox"/> 9 | Yes | <input checked="" type="checkbox"/> 0 | No | <input checked="" type="checkbox"/> 0 | Other |
| 2. High Speed Rail Concept | <input checked="" type="checkbox"/> 12 | Yes | <input checked="" type="checkbox"/> 0 | No | <input checked="" type="checkbox"/> 0 | Other |

LAND USE

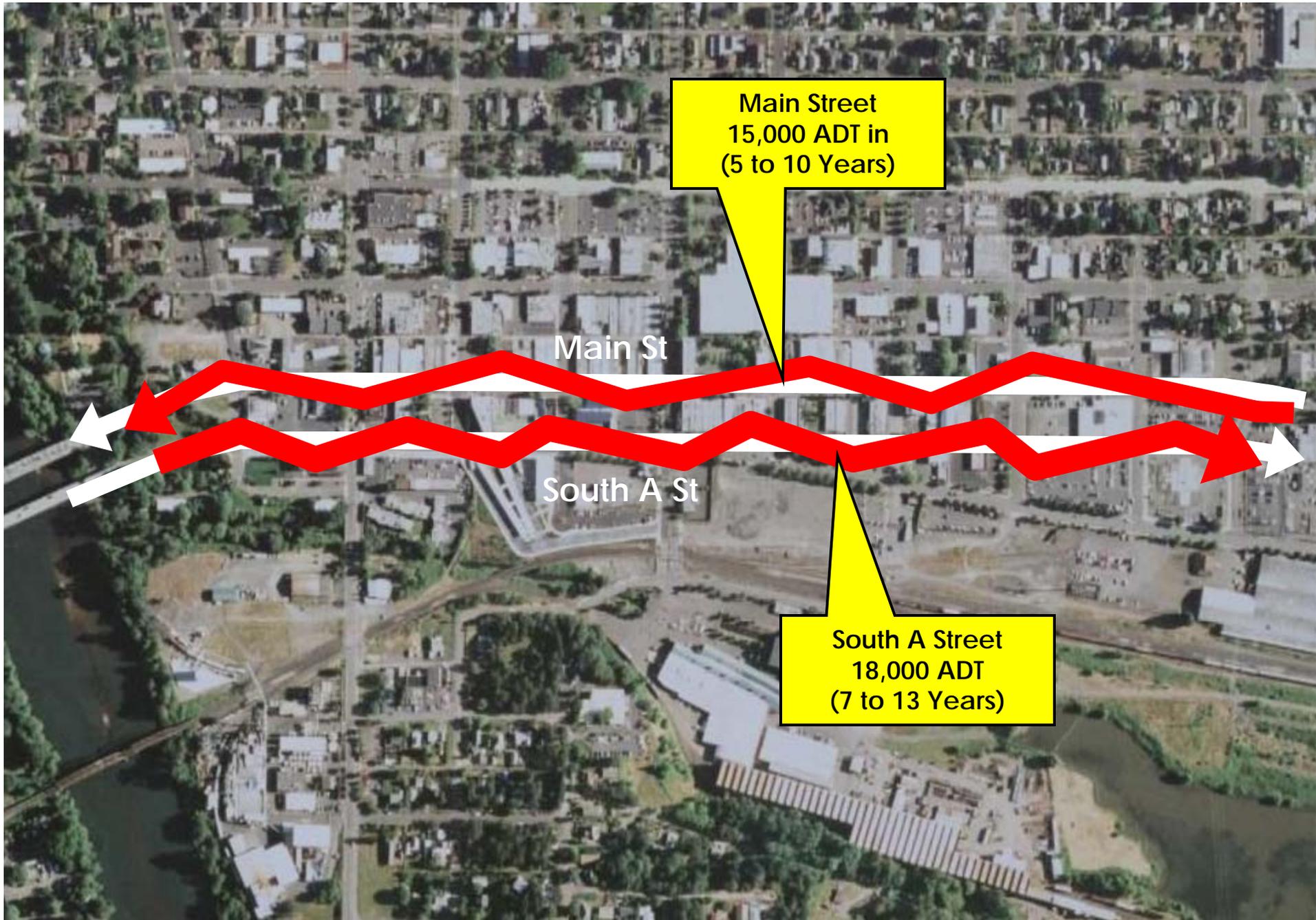
Check Preference

- | | | | | | | |
|------------------------------------|--|-----|---------------------------------------|----|---------------------------------------|-------|
| 3. Mill Plaza | <input checked="" type="checkbox"/> 11 | Yes | <input checked="" type="checkbox"/> 0 | No | <input checked="" type="checkbox"/> 1 | Other |
| 4. Retail Hot Spot-West End | <input checked="" type="checkbox"/> 11 | Yes | <input checked="" type="checkbox"/> 0 | No | <input checked="" type="checkbox"/> 0 | Other |
| 5. Retail Hot Spot-East End | <input checked="" type="checkbox"/> 11 | Yes | <input checked="" type="checkbox"/> 0 | No | <input checked="" type="checkbox"/> 0 | Other |
| 6. Office District- Main Street | <input checked="" type="checkbox"/> 10 | Yes | <input checked="" type="checkbox"/> 0 | No | <input checked="" type="checkbox"/> 1 | Other |
| 7. Office District- South A Street | <input checked="" type="checkbox"/> 11 | Yes | <input checked="" type="checkbox"/> 0 | No | <input checked="" type="checkbox"/> 0 | Other |
| 8. Housing District- West End | <input checked="" type="checkbox"/> 10 | Yes | <input checked="" type="checkbox"/> 0 | No | <input checked="" type="checkbox"/> 0 | Other |
| 9. Housing District- East End | <input checked="" type="checkbox"/> 10 | Yes | <input checked="" type="checkbox"/> 1 | No | <input checked="" type="checkbox"/> 0 | Other |

IMPLEMENTATION

10. Essential Implementation Elements

Comments: _____



Tipping Point



CAC Meeting #4

June 10, 2010

An aerial photograph of a city grid, likely downtown Springfield, Oregon. The image shows a dense network of streets and buildings. A river flows through the lower right portion of the image, and a park area with trees and a path is visible in the lower center. The overall scene is a mix of urban development and green space.

Downtown District Urban Design Plan Executive Summary and Implementation Strategy

**Citizen Advisory Committee
Recommendations**

DRAFT
June 10, 2010

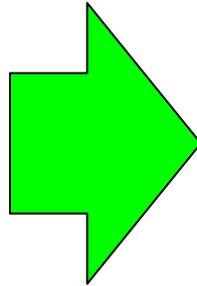


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Mobility Oriented Downtown	3
Fundamental Concept	4
Downtown Springfield/Glenwood Vision	6
Downtown Build Out.....	8
Land Use.....	9
Circulation.....	10

Land Use

To Be Developed	
-----------------------	--

Circulation

To Be Developed	
-----------------------	--

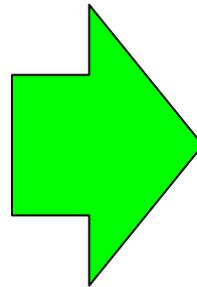
Implementation Strategy

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Other Actions.....	18
Public Projects Schedule.....	20
Responsibilities	21

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Land Use

To Be Developed	
-----------------------	--

Circulation

To Be Developed	
-----------------------	--

Implementation Strategy

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Land Use

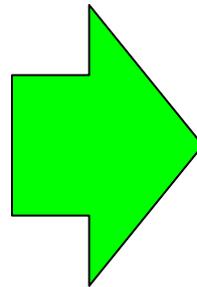
To Be Developed	
-----------------------	--

Circulation

To Be Developed	
-----------------------	--

Implementation Strategy

Overview.....	12
Funding.....	13
Catalyst Project	14
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Other Actions.....	18
Public Projects Schedule.....	20
Responsibilities	21



Project Overview

The Springfield Downtown District Urban Design Plan is an innovative yet realistic vision and a strategy for strengthening downtown Springfield's role as the economic and cultural heart of the community.

Study Area

The project study area is identified to the right. The plan includes consideration of both downtown Springfield and the Glenwood North Riverfront Corridor.

Stakeholder Meetings

A citizen advisory committee comprised of local neighborhood representatives, citizens, property owners and business representatives provided input and direction for the development of all plan concepts and implementing actions. A technical advisory committee (TAC), consisting of representatives from transportation, planning, public works, and economic development reviewed all plan materials and provided input.

Project Objectives

The following stakeholder-created objectives served as touchstones for the development and evaluation of the plan.

Land Use

- Provide for a community plaza or gathering space
- Identify opportunities for retail and entertainment uses
- Provide for safe and convenient parking
- Preserve and expand employment downtown
- Revitalize underutilized sites
- Increase density and mix of uses

Circulation

- Identify safe, direct connections to neighborhoods
- Promote pedestrian-friendly streets
- Improve access to river, parks and open space
- Reduce the impact of truck traffic downtown



Downtown-Glenwood District Study Area

Implementation

- Encourage investment in public infrastructure
- Create standards and guidelines for development
- Identify incentives for new and existing businesses

Other

- Maintain and enhance historic character
- Create a family-friendly downtown
- Improve downtown image and increase safety

Mobility Oriented Downtown

Down Springfield is envisioned as a destination rather than a thoroughfare. Within a five-minute walk or a five-minute bike ride, residents will be able to access a concentration of retail, employment, and services.

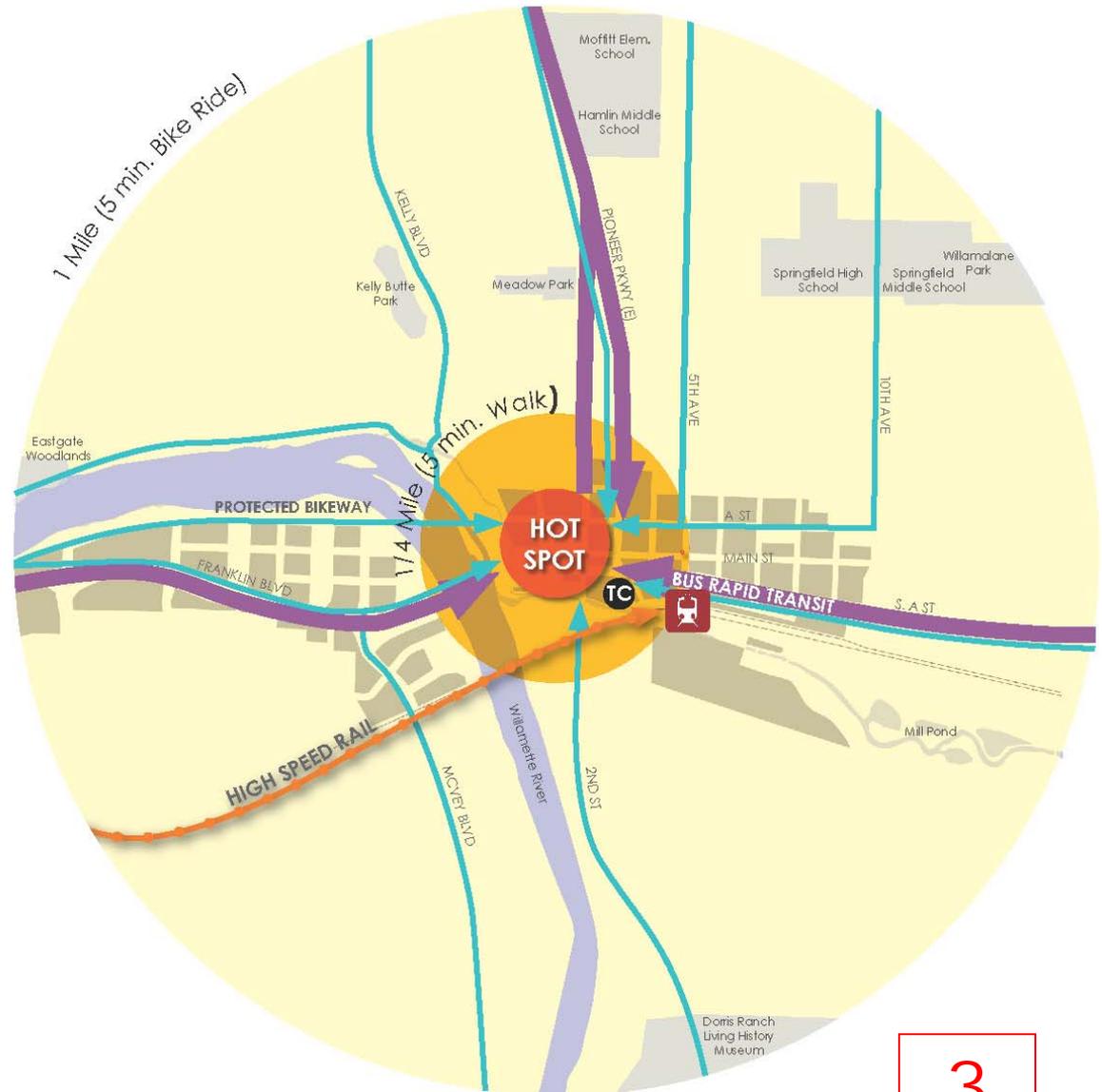
What is a Mobility Oriented Downtown (MOD)?

A MOD's one-mile radius includes:

- **A Hot Spot.** The center or 'Hot Spot' contains a concentration of the community's residential, retail, employment, business, and service uses and a civic plaza
- **Pedestrian-Friendly Sidewalks.** The sidewalks leading to the Hot Spot are comfortable, safe and vibrant
- **Protected Bikeways.** Bicyclists are separated from auto traffic
- **Transit Supportive.** Bus rapid transit will connect to neighborhoods and other centers in the region. High-speed rail will provide premium transit access between Springfield, Portland, Seattle and Vancouver, B.C.

What are the benefits of a Springfield MOD?

- **Auto Travel Distances are Reduced.** Most residents do not have to travel outside of the MOD to shop, work or conduct business. Most auto travel is to the commercial core, reducing typical auto travel distances
- **Auto trips are Reduced.** Protected bike lanes allow residents—young and old alike—to substitute safe bicycle travel for auto travel within the downtown
- **Homeowners' Fuel Costs are Reduced.** The average U.S. household drives 22,000 miles per year. Households within the MOD could drive 50 percent fewer miles for an annual savings of approximately \$2,500
- **Fuel Savings Provide a Local Economic Stimulus.** If MOD households spend their energy savings locally—instead of sending the money overseas to multi-national companies—the annual local economic stimulus would likely be \$80 million annually in Springfield's MOD



Mobility Oriented Downtown

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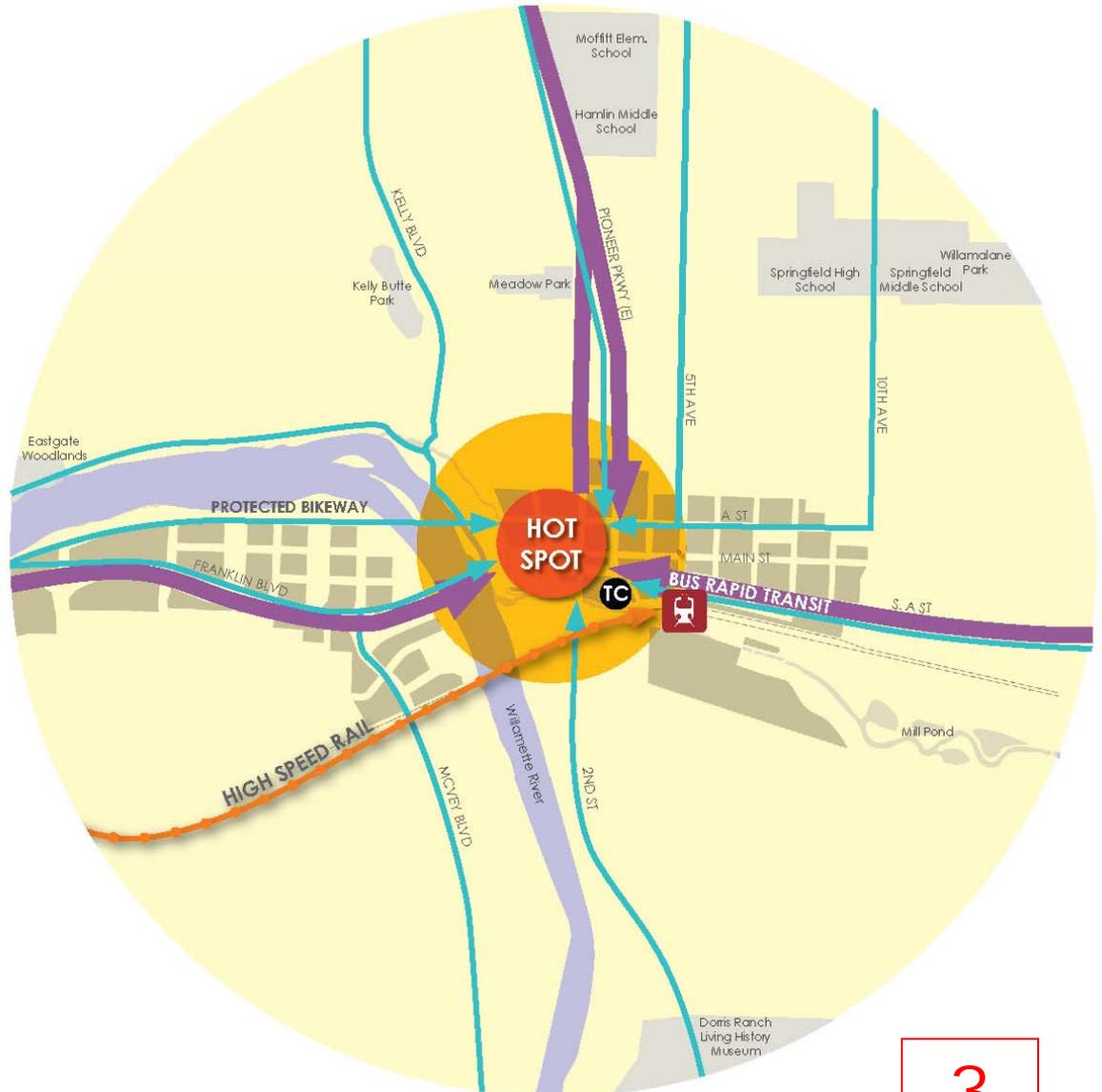
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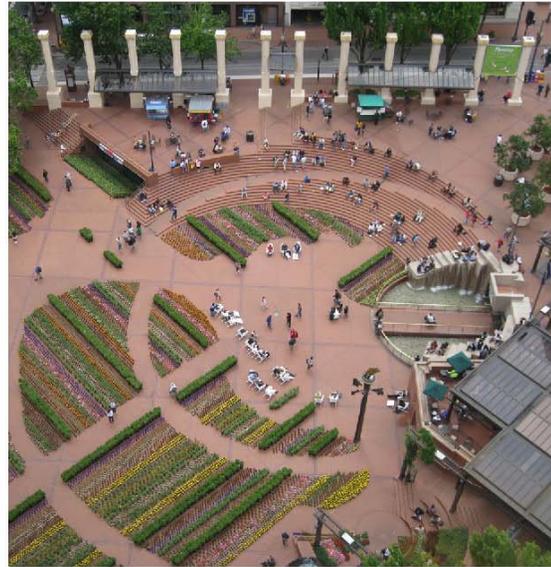


Fundamental Concept

Revitalization of downtown Springfield is dependent on the implementation of a few essential actions.

A focused and coordinated effort will be required. Once these projects are implemented, other projects may be considered.

- **Mill Plaza**—the city's 'living room' hosts the community's day-to-day gatherings. This paved multi-use space is intended to be active 18 hours a day
- **Retail Hot Spot**—oriented around and near the plaza, a variety of local shops and anchor national tenants are envisioned as the main shopping destination and the heart of downtown. A critical mass of at least 150,000 square feet of ground-floor retail is necessary
- **Neighborhood Retail**—Glenwood will have a neighborhood retail hub. To preclude development of a center that competes with the Hot Spot, ground-floor retail should be limited to 50,000 square feet
- **Two-Way Main Street**—one-way street is converted to two-way, providing pedestrian-friendly direct access to downtown retail and providing visibility for Main Street businesses
- **Mobility Corridors**—provide more efficient auto access through downtown and support Bus Rapid Transit (BRT) to the metro area
- **Protected Bikeways**—separate bicycles from auto traffic, providing a safe and direct five minute or less bike ride from neighborhoods to all downtown destinations
- **Glenwood North Riverfront Housing District**—2,000 new residences surrounded by parks and oriented to the riverfront are located within a short walk or bike ride to downtown retail, employment and services



Plaza



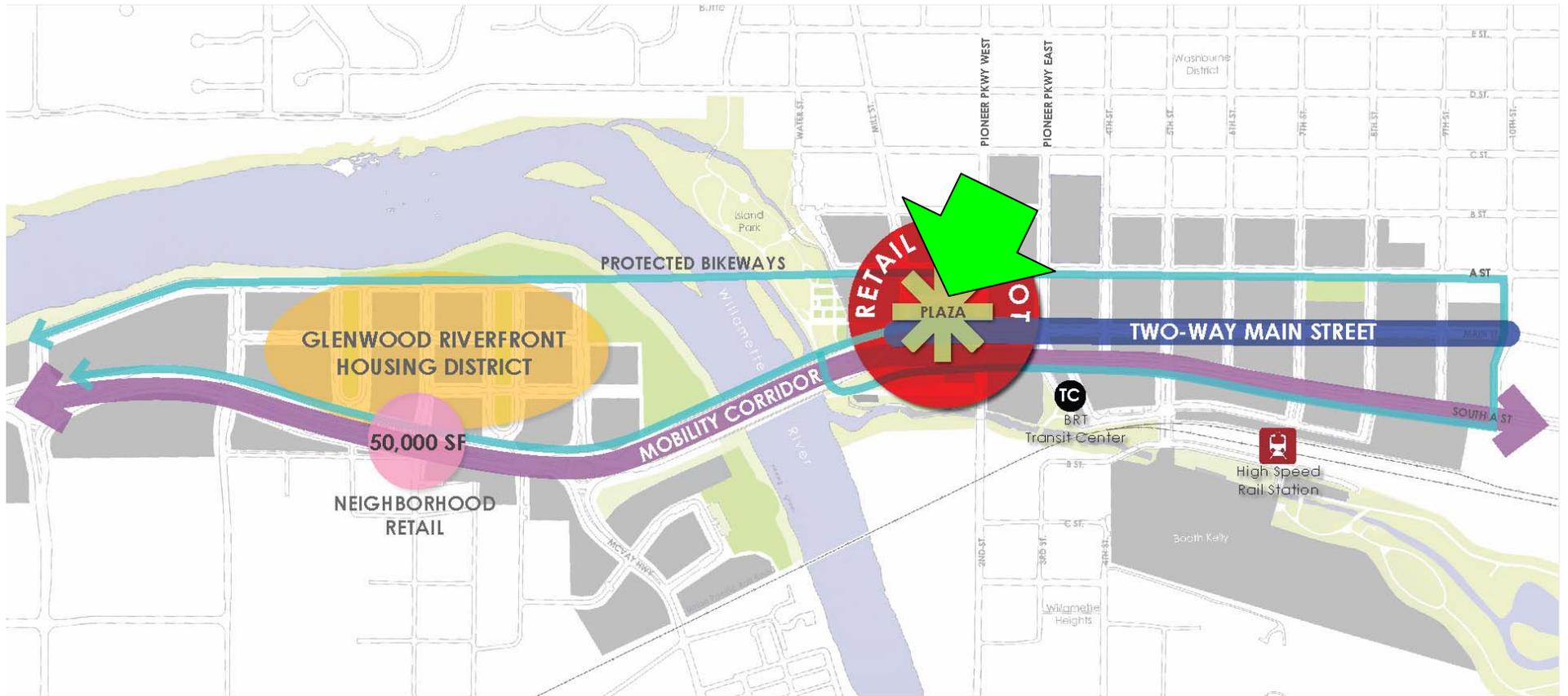
Retail Hot Spot



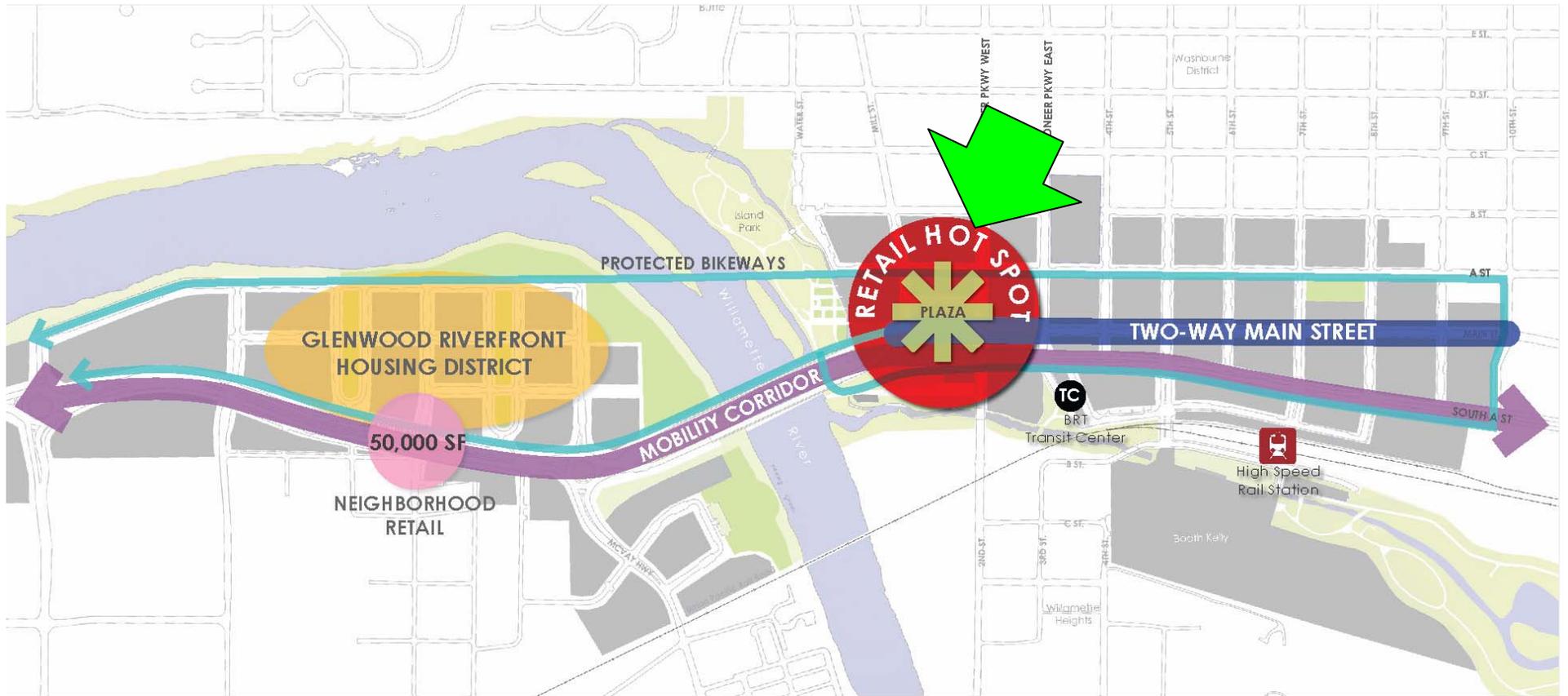
Protected Bikeway



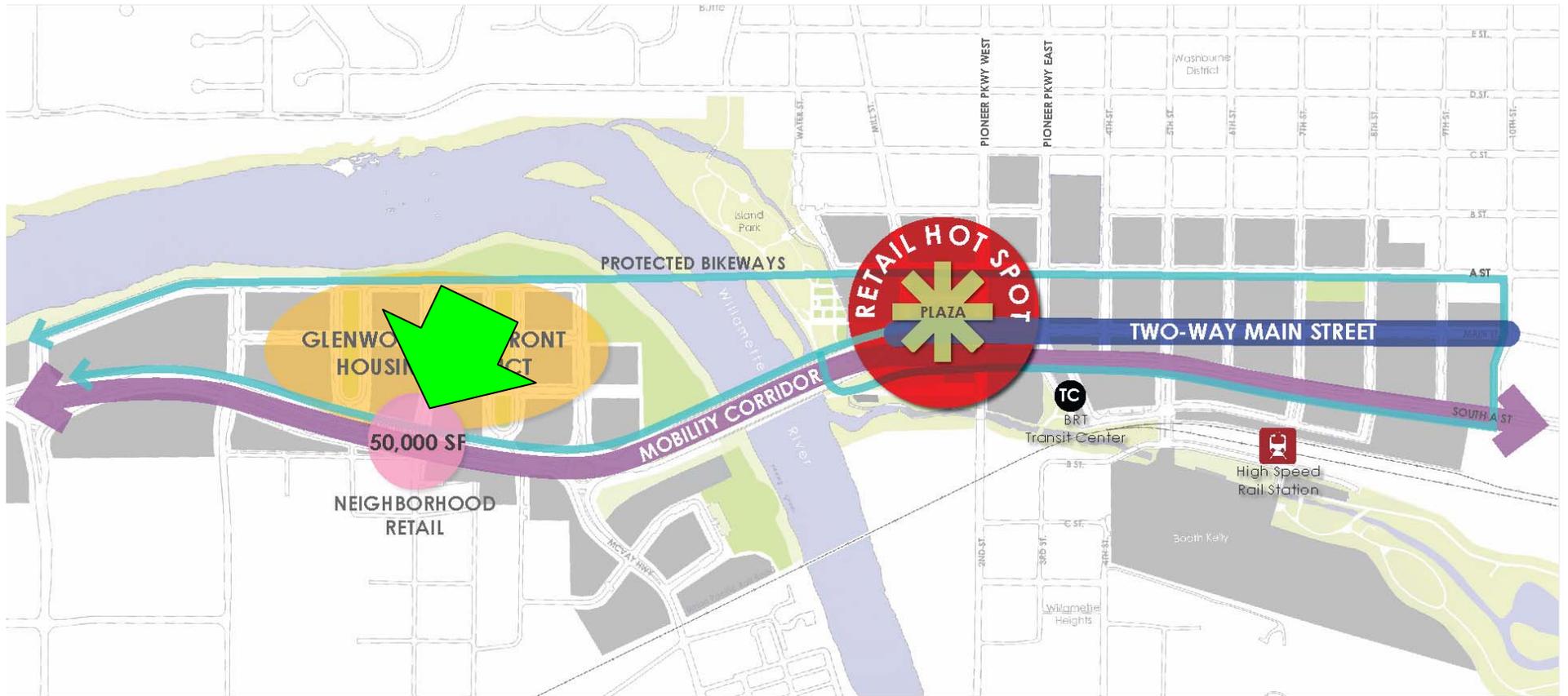
Mobility Corridor



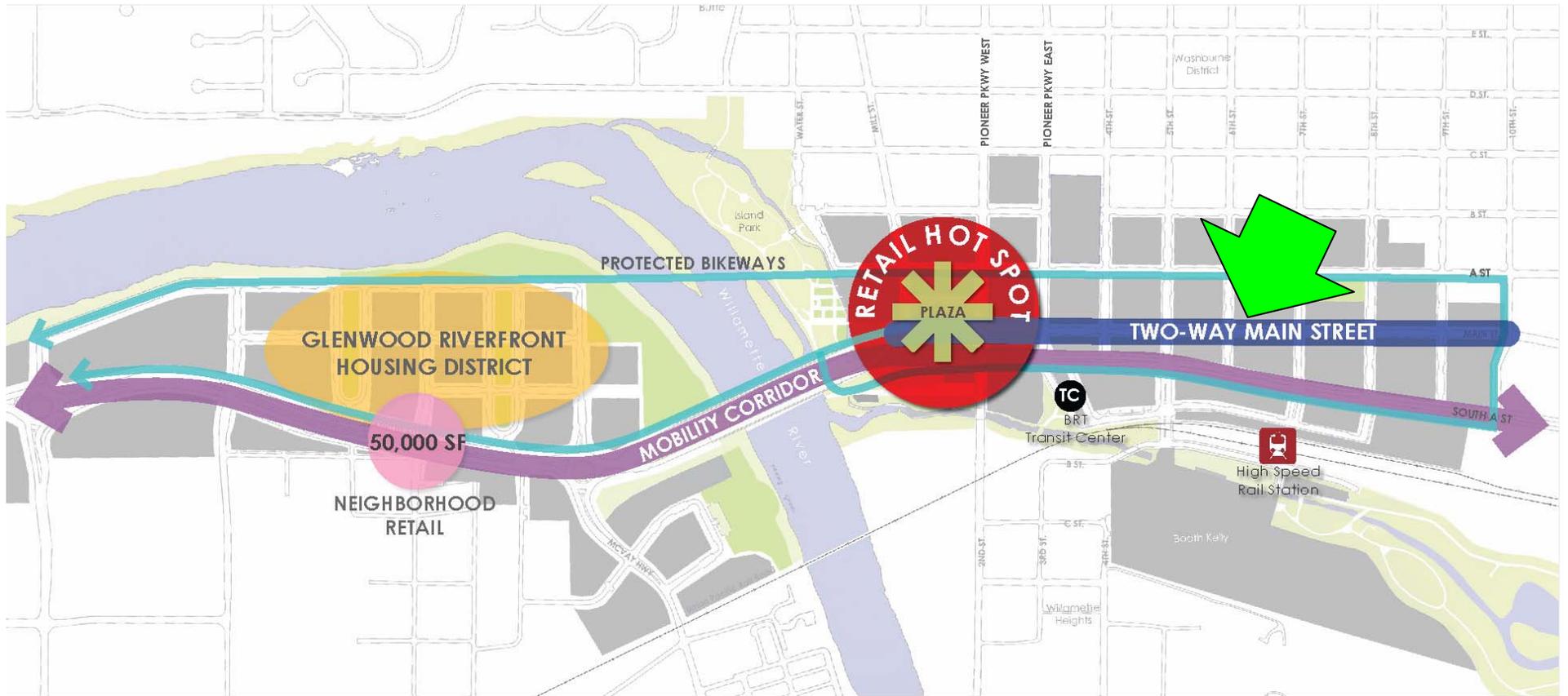
Downtown Springfield Fundamental Concept Diagram



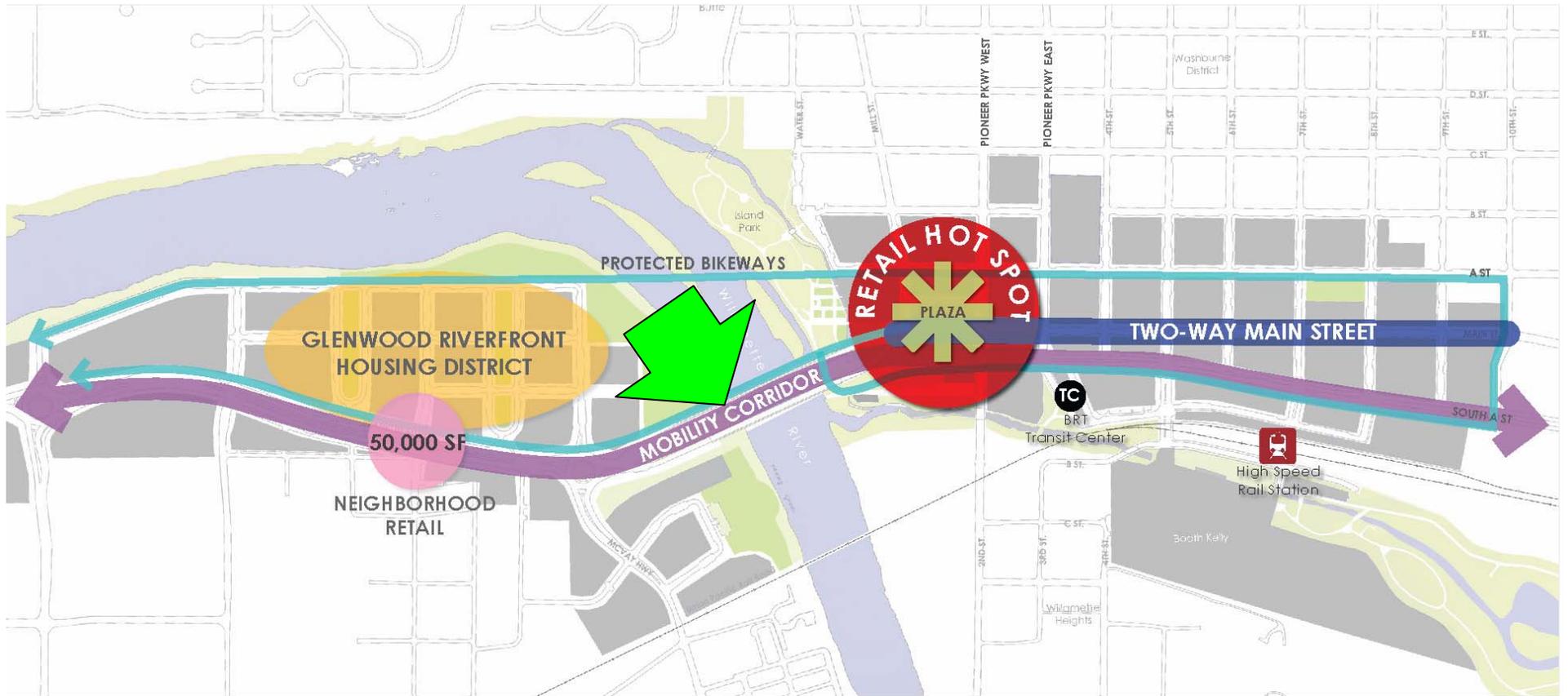
Downtown Springfield Fundamental Concept Diagram



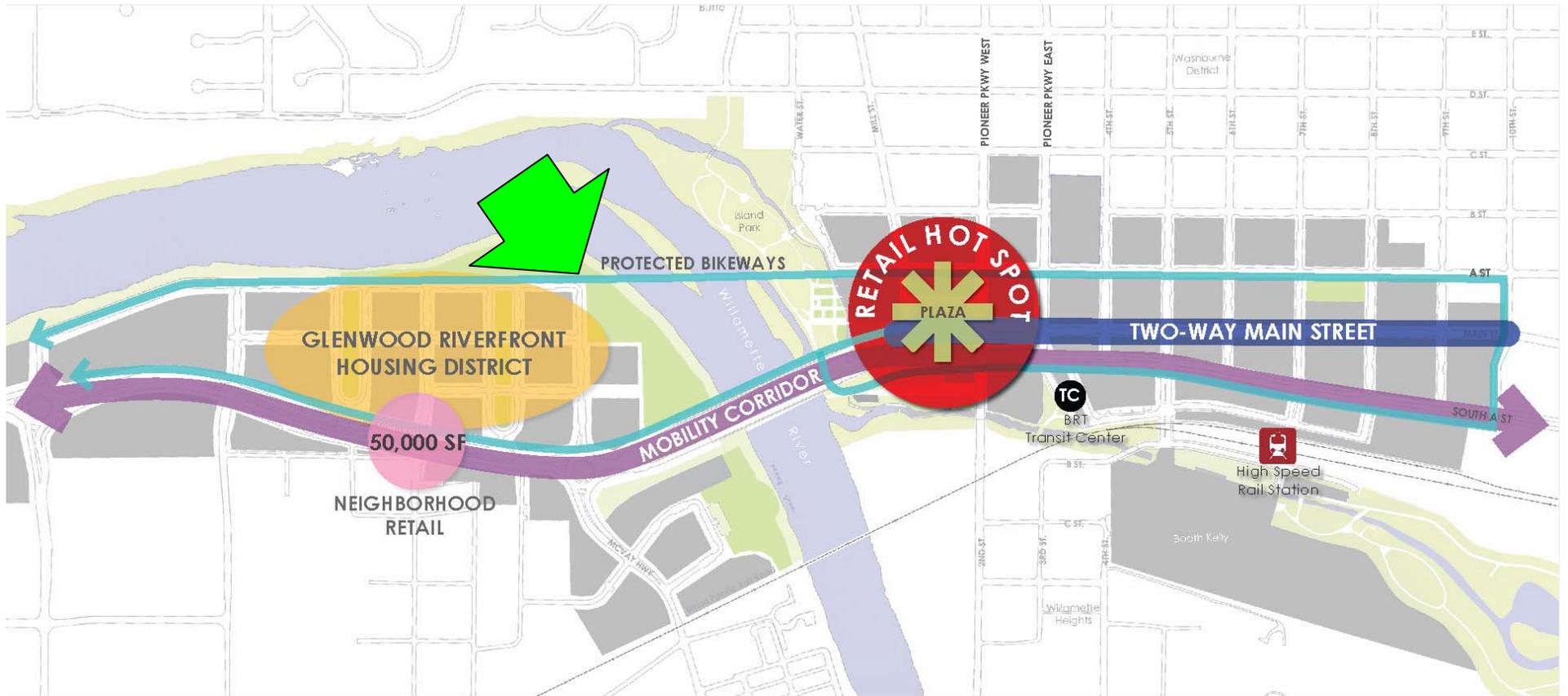
Downtown Springfield Fundamental Concept Diagram



Downtown Springfield Fundamental Concept Diagram



Downtown Springfield Fundamental Concept Diagram



Downtown Springfield Fundamental Concept Diagram



Downtown Springfield Fundamental Concept Diagram



617

Springfield/Glenwood "Vision"

Downtown Build-Out

The build-out diagram provides a summary of the potential amount and type of new downtown development and public infrastructure projects. Most new development is located on vacant or underutilized sites.

NEW DEVELOPMENT POTENTIAL

Retail	195,000 sf
Commercial	105,000 sf
Employment (Office)	885,000 sf
Cultural/Education	26,250 sf
Housing	1,080 units
Parking	3,150 sp
New Library	60,000 sf

PUBLIC INFRASTRUCTURE PROJECTS

Two-Way Main Street	3200 lin. ft
Mill Plaza Streets	1265 lin. ft
Mill Plaza	.75 ac
Post Office Park/Island Park	2.3 ac
Protected Pedestrian/Bikeway Loop	9125 lin. ft
Public Parking Structures	1,145 sp
Park and Ride Lot	255 sp
Transit Street & Rail Platform	1,585 lin.ft

Legend

	New Buildings		Transit Center
	Existing Buildings		Public Parking
	Parks and Open Space		High Speed Rail Station
			Park and Ride



Downtown Build-Out

Downtown Build-Out

The build-out diagram provides a summary of the potential amount and type of new downtown development and public infrastructure projects. Most new development is located on vacant or underutilized sites.

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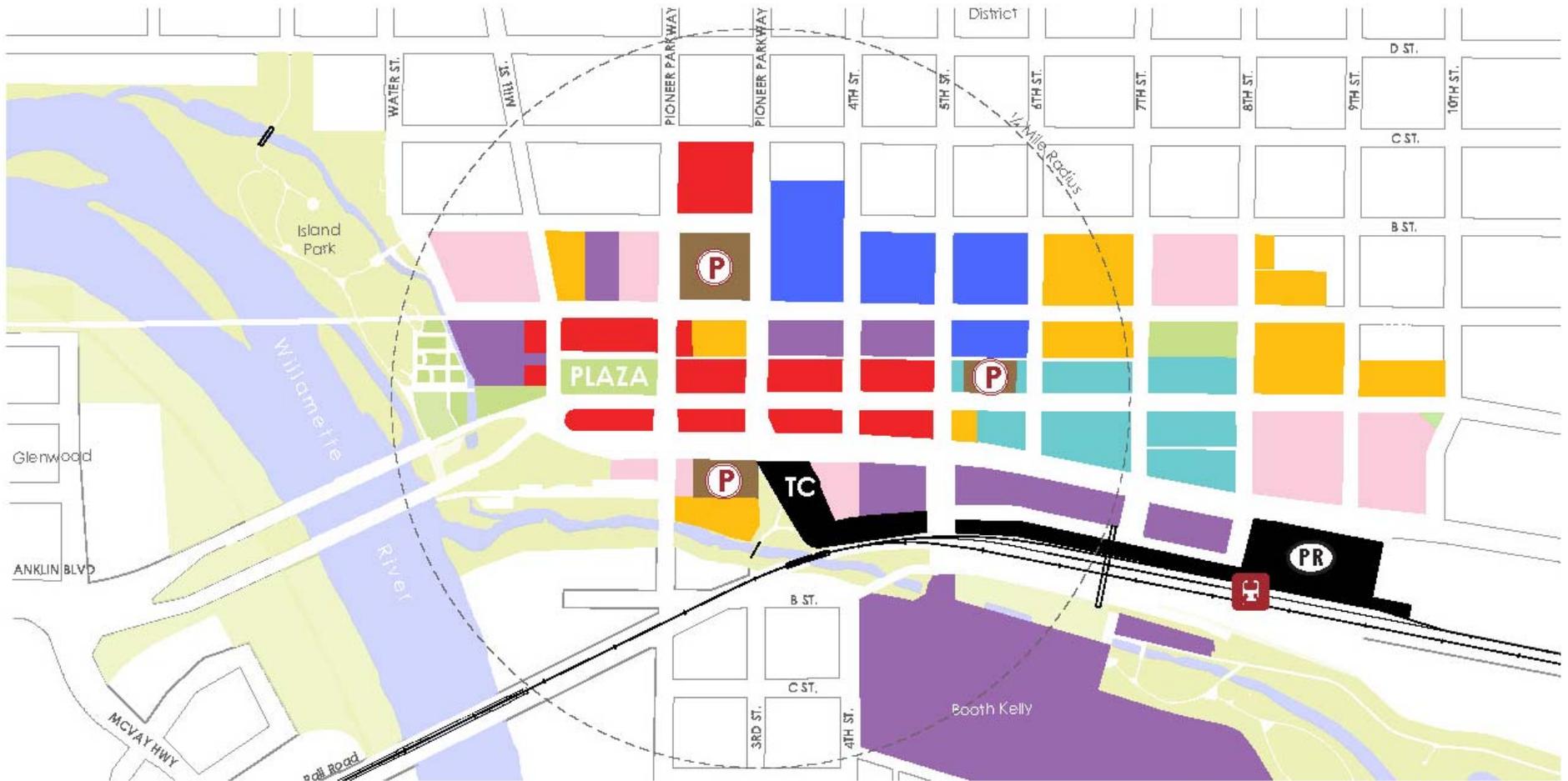
PUBLIC INFRASTRUCTURE

Two-Way Main Street
Mill Plaza Streets
Mill Plaza
Post Office Park/Island Park
Protected Pedestrian/Bikeway
Public Parking Structures
Park and Ride Lot
Transit Street & Rail Platform

Legend

	New Buildings		Transit Center
	Existing Buildings		Public Parking
	Parks and Open Space		High Speed Rail Station
			Park and Ride





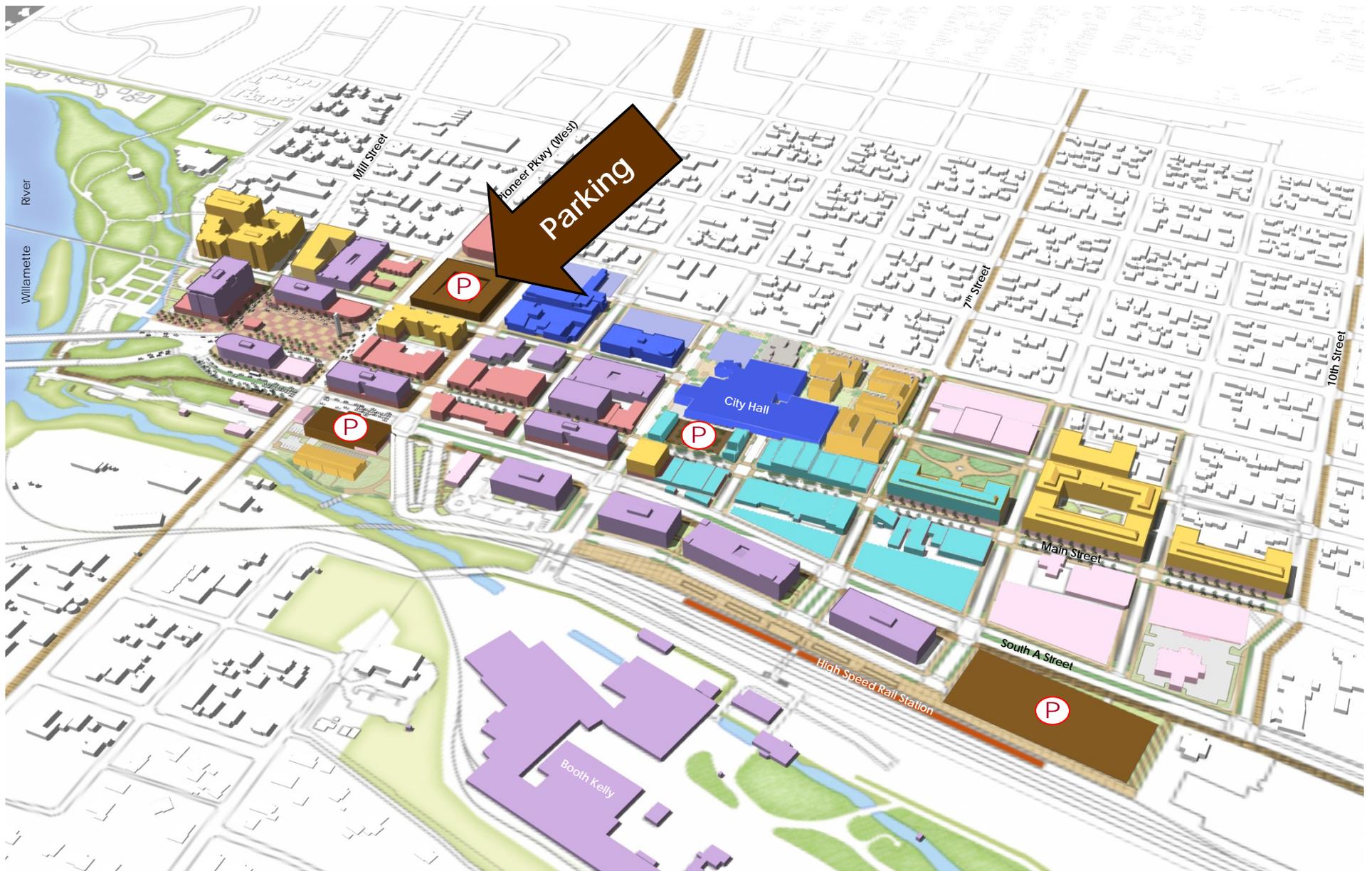
Primary Land Use Diagram

Legend

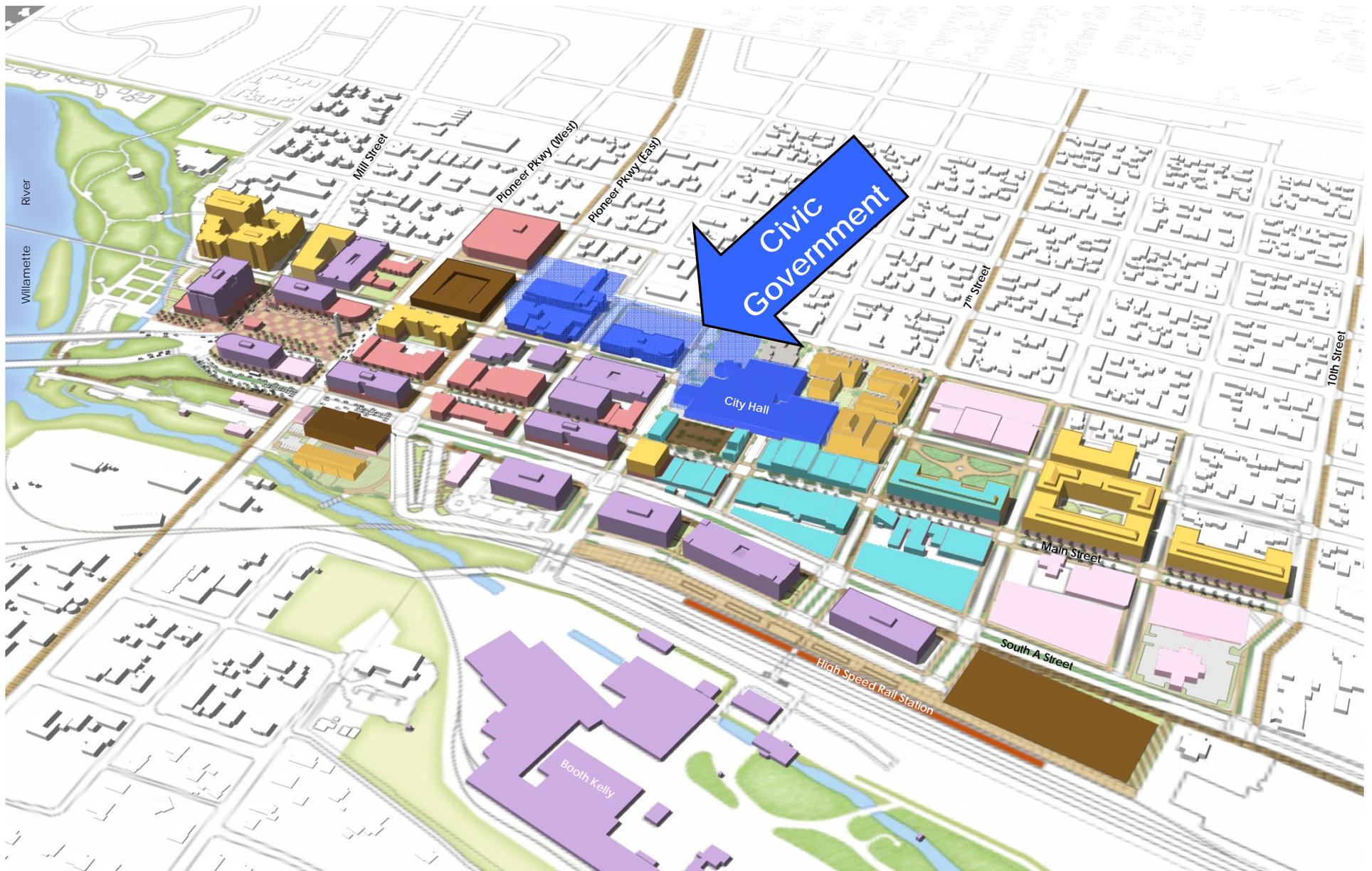
- | | | | | | |
|---|---------------------|---|-----------------------------|---|-------------------------|
|  | Ground Floor Retail |  | Housing |  | Public Parking |
|  | Commercial |  | Transit |  | High Speed Rail Tracks |
|  | Employment |  | New Parks |  | BRT/Bus Transit Center |
|  | Civic/Government |  | Existing Parks & Open Space |  | High Speed Rail Station |
|  | Cultural/Education | | |  | Park and Ride |



Primary Land Use



Primary Land Use



Primary Land Use



Primary Land Use



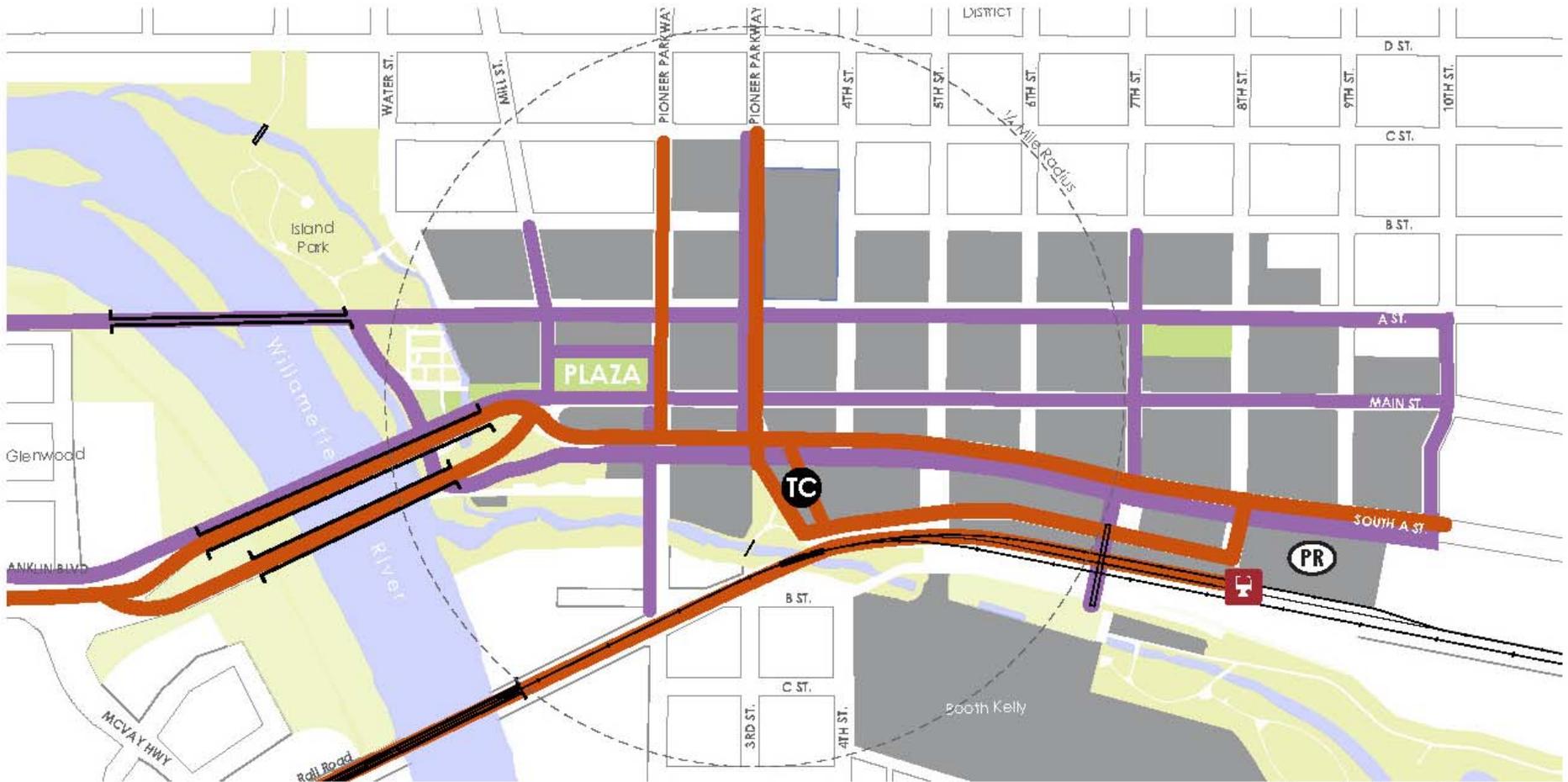
Primary Land Use



Primary Land Use



Primary Land Use



Circulation Diagram

Legend

- Mobility Connections
- Livability Connections
- High Speed Rail Tracks
- TC BRT/Bus Transit Center
- T High Speed Rail Station
- PR Park and Ride

10

Circulation



Circulation Diagram

Legend

- Mobility Connections
- Livability Connections
- High Speed Rail Tracks
- TC BRT/Bus Transit Center
- PR Park and Ride
- T High Speed Rail Station

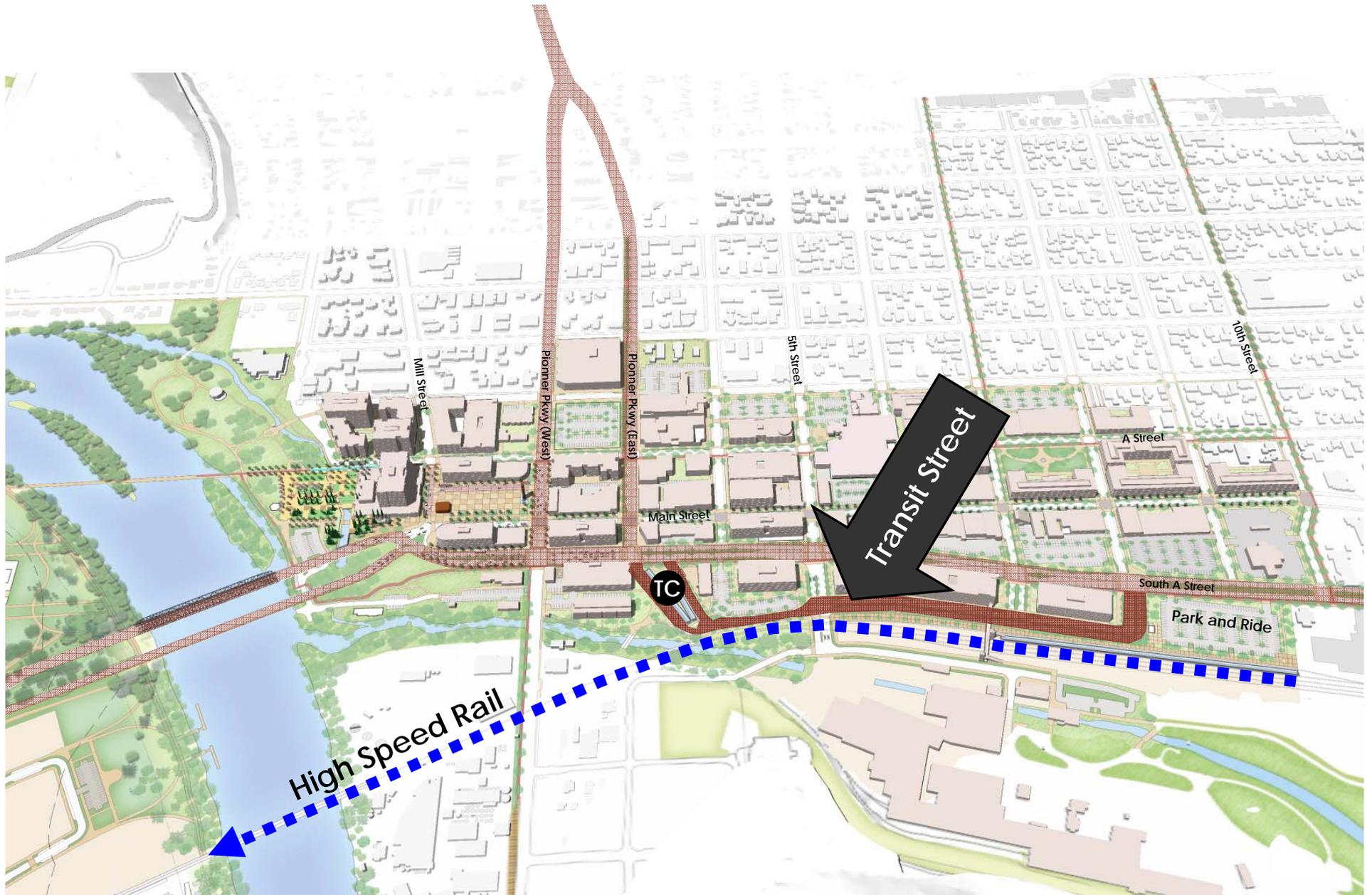
Circulation – Mobility Framework



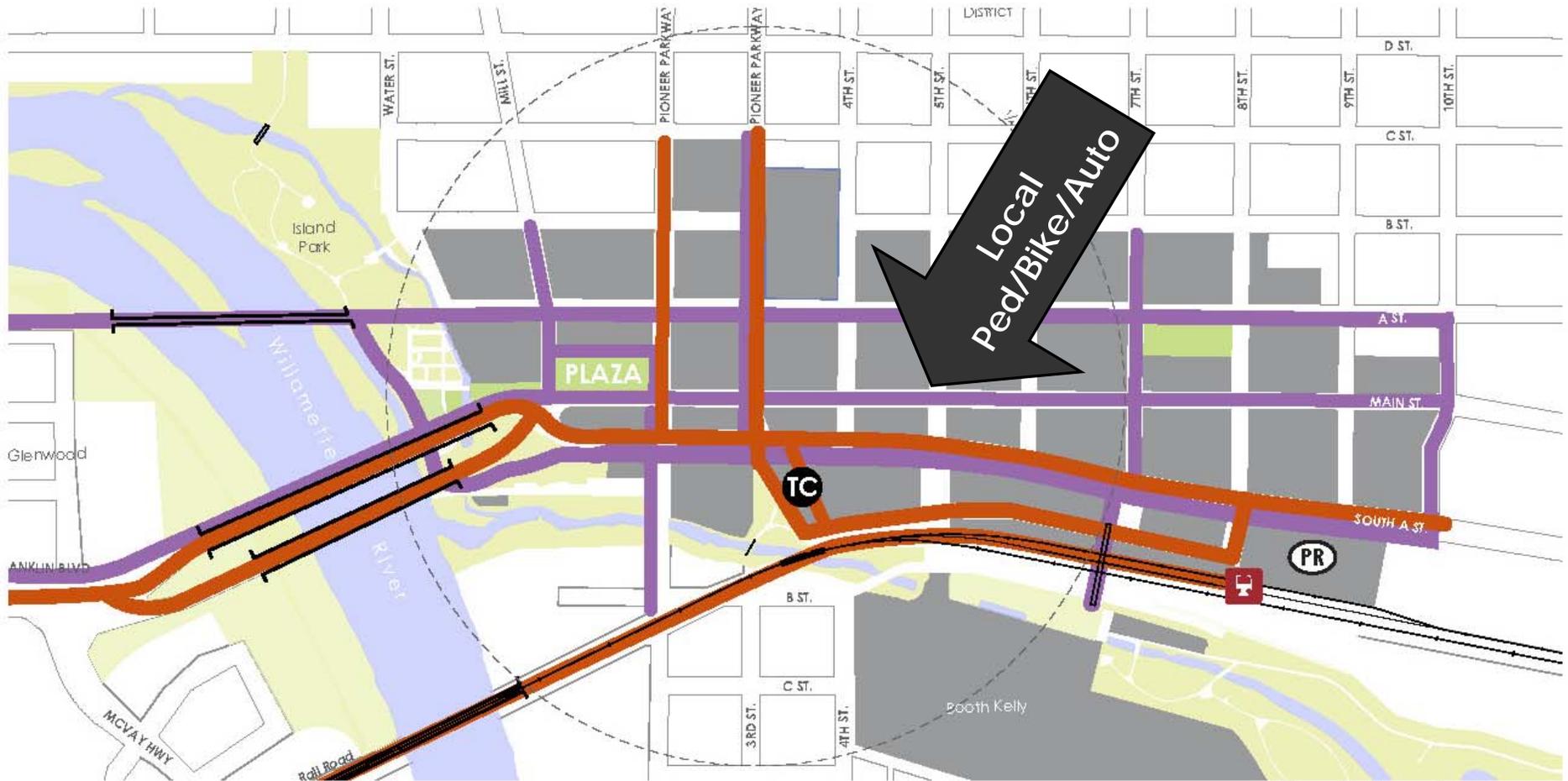
Pioneer Parkway

South A Street

Mobility Framework



Mobility Framework



Circulation Diagram

Legend

- Mobility Connections
- Livability Connections
- High Speed Rail Tracks
- TC BRT/Bus Transit Center
- H High Speed Rail Station
- PR Park and Ride

Circulation – Livability Framework



Livability Framework



Main Street



Livability Framework



Downtown Loop – North A



Livability Framework



Neighborhood Connections

Livability Framework

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Land Use

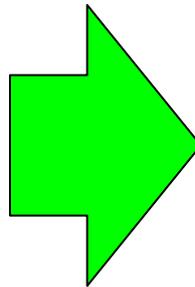
To Be Developed	
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Circulation

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Implementation Strategy

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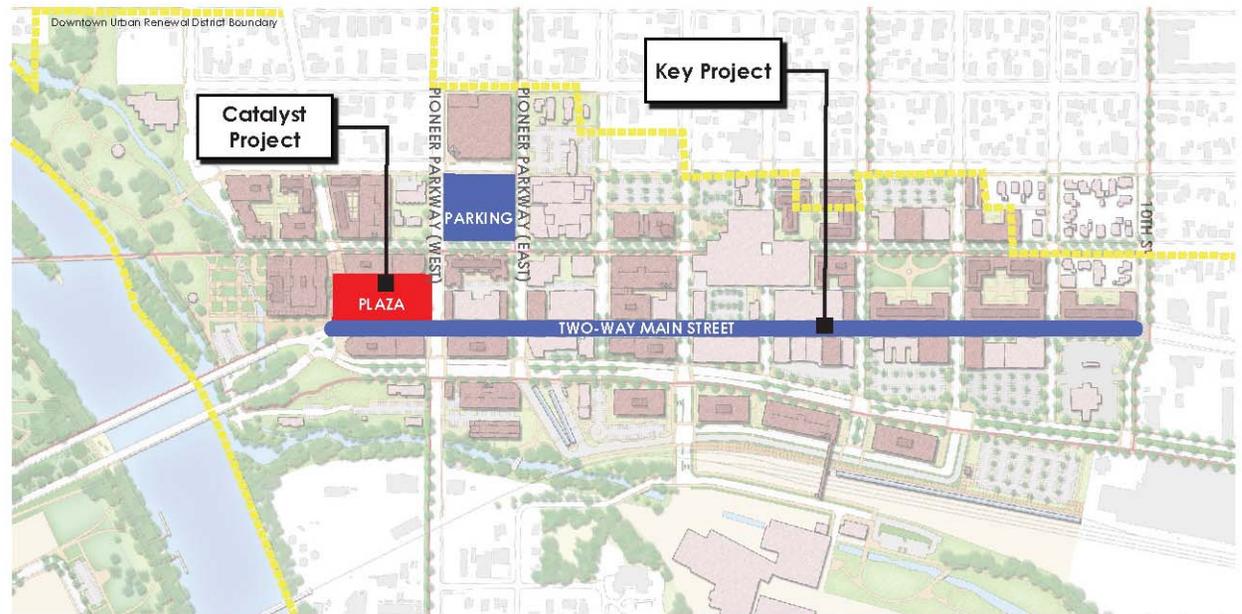


Overview

The implementation strategy prescribes a program for creating positive change and stimulating development momentum in downtown Springfield.

The implementation strategy is founded on the principle that public dollars must be spent on projects that stimulate significant private investment in the downtown. The strategy includes:

- **Catalyst and Key Projects**—Essential projects and actions that stimulate downtown investment and support revitalization efforts over time
- **Other Actions**—Actions that demonstrate momentum and establish the regulatory framework needed to implement the plan
- **Schedule**—A schedule for implementing the downtown plan's projects and actions
- **Responsibilities**—Identifies a comprehensive, consistent and coordinated effort



Implementation Projects

Catalyst Projects

Catalyst Projects have the ability to stimulate significant new downtown private investment.

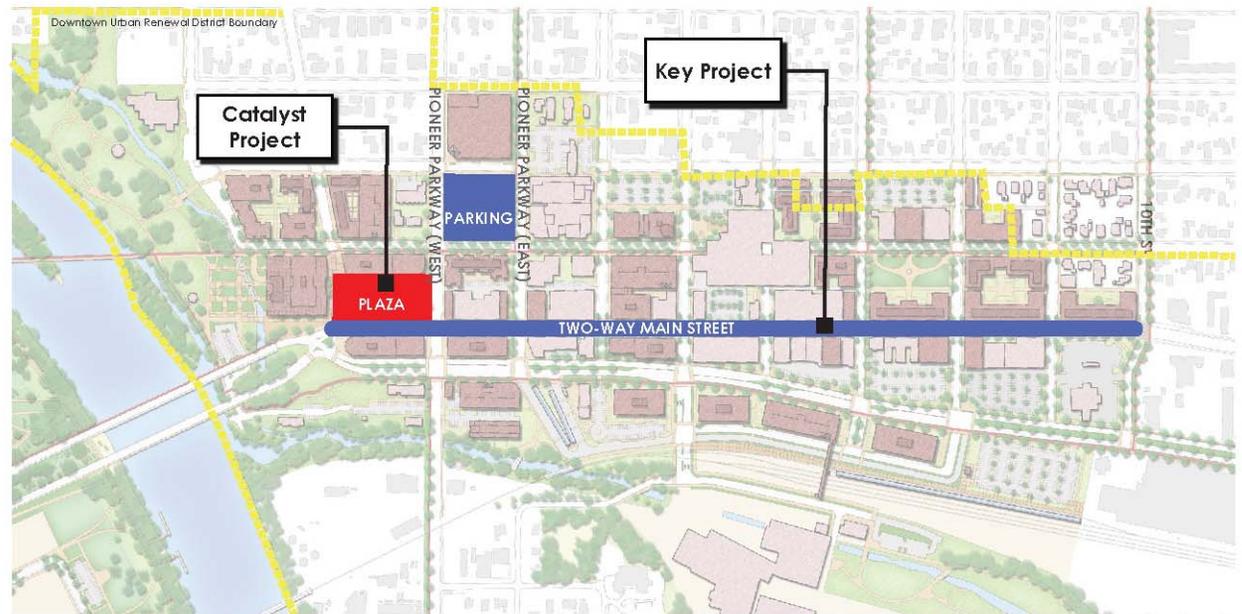
Mill Plaza is essential to creating a positive downtown atmosphere and will trigger significant private investment.

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Implementation Projects

Key Projects

Key Projects support revitalization efforts over time.

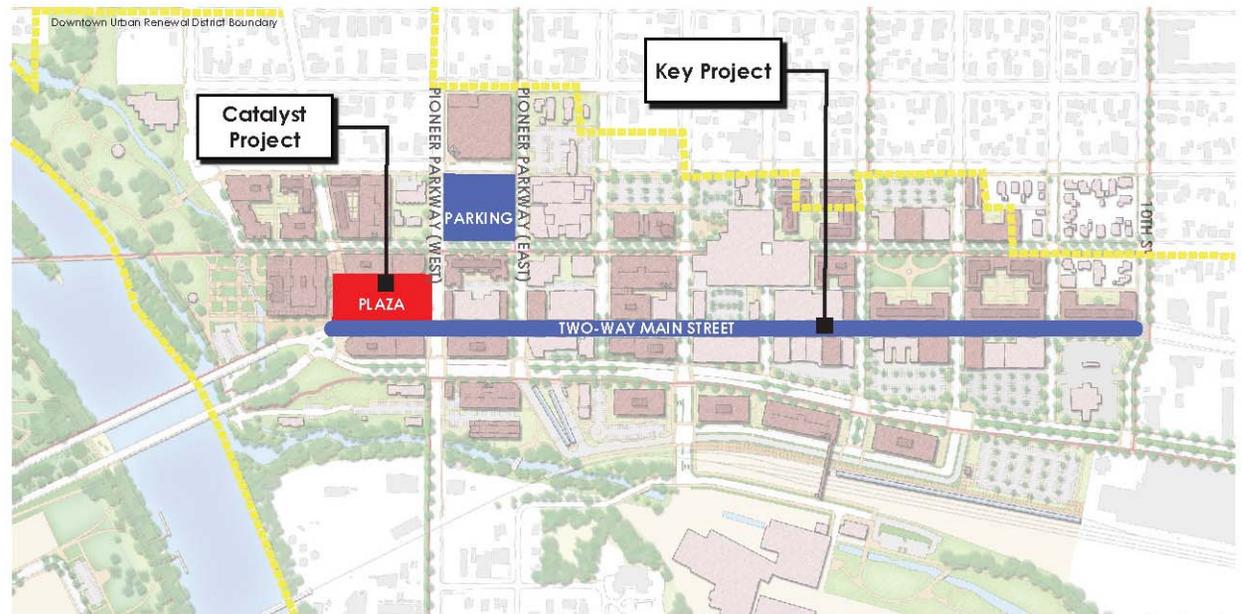
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Implementation Projects

Funding

Public investment in infrastructure and open space will be necessary to improve the private investment environment within the Downtown Springfield study area. The area currently lacks fundamental components of a vibrant downtown such as a public plaza, a significant retail presence and a pedestrian friendly shopping street. Therefore, the Implementation Strategy suggests focusing on the catalyst and key public projects as the initial step required to stimulate adjacent private development.

Public Investment

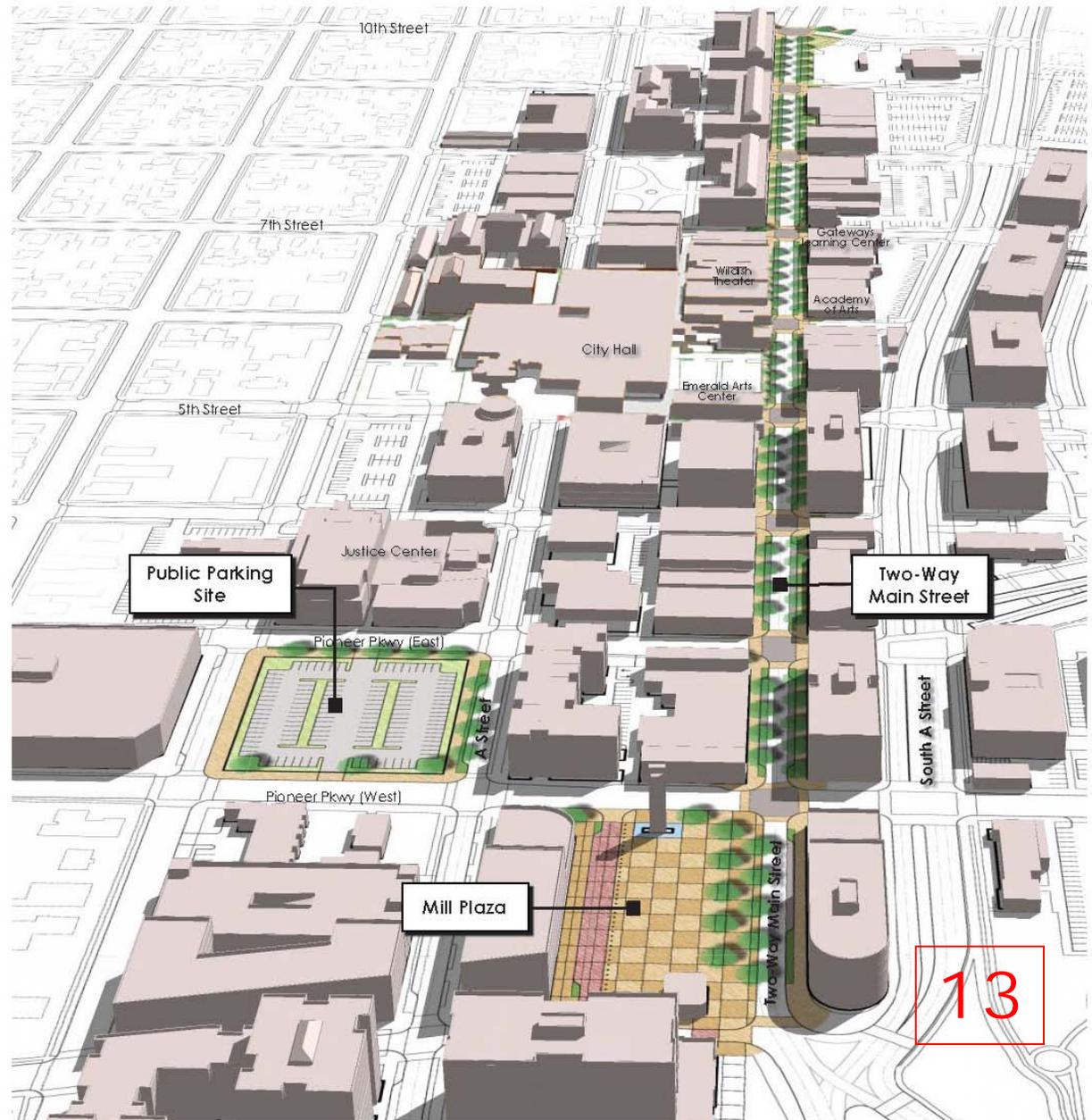
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Public Investment Tools

It is important to keep in mind what Springfield “wants to be when it grows up” and to devise an implementation strategy around that notion rather than simply crafting a strategy based upon limited available funds. For Downtown Springfield to be revitalized and the community’s vision to be realized, a concerted and disciplined adherence to the strategies and elements of the plan will be required.

Funding of Downtown public projects will likely come from various sources. Some of these sources such as Tax Increment Financing (TIF) or the City’s Capital Improvements Program (CIP) are currently in place. Additional funding from local, state and national sources should be explored.

Nationwide, tax increment financing of public projects has proven the most effective tool for funding downtown infrastructure. The Downtown Urban Renewal District has produced a limited amount of increment, however over time it will be an invaluable source of financing implementation projects.



Catalyst and Key Projects

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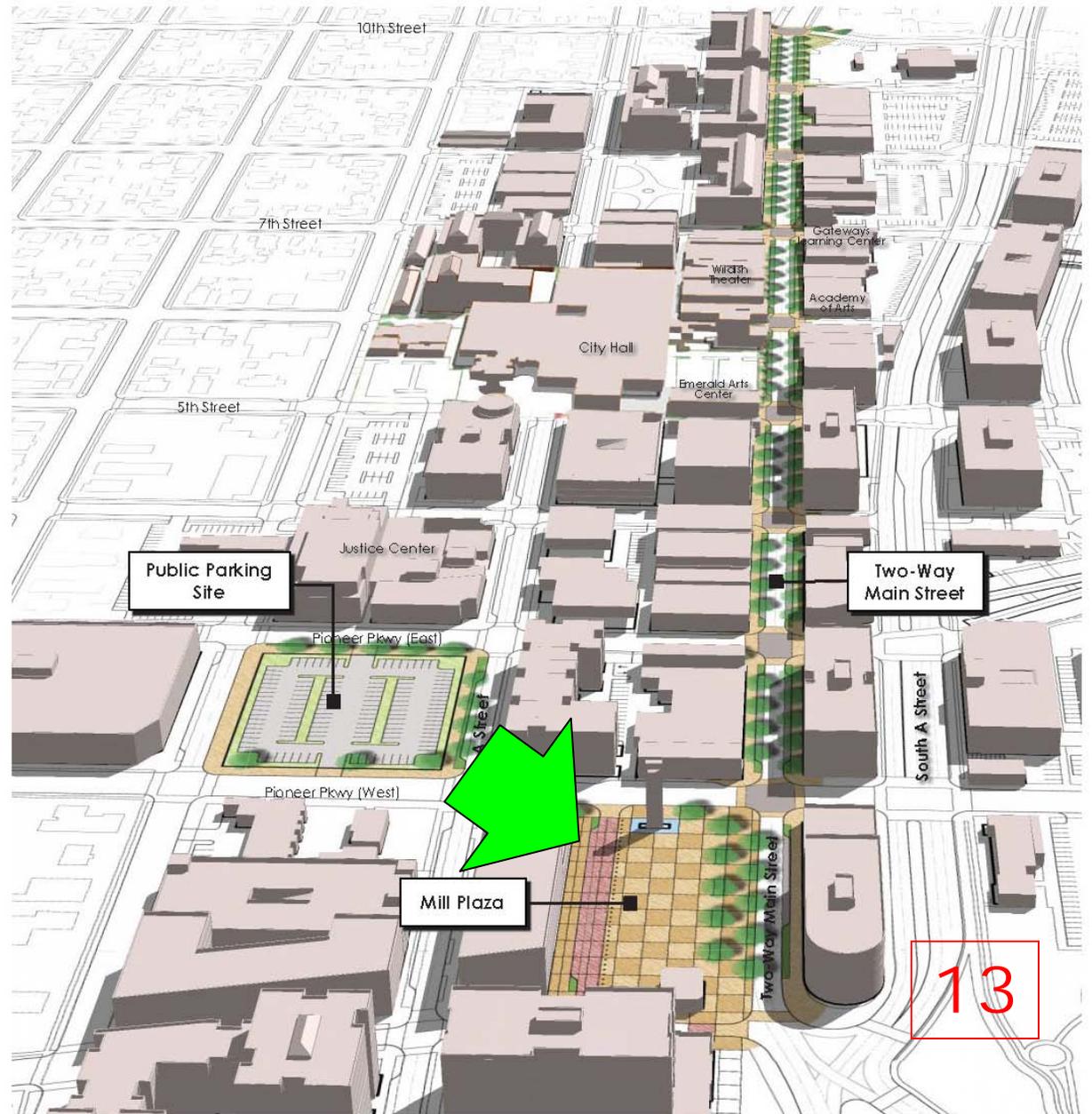
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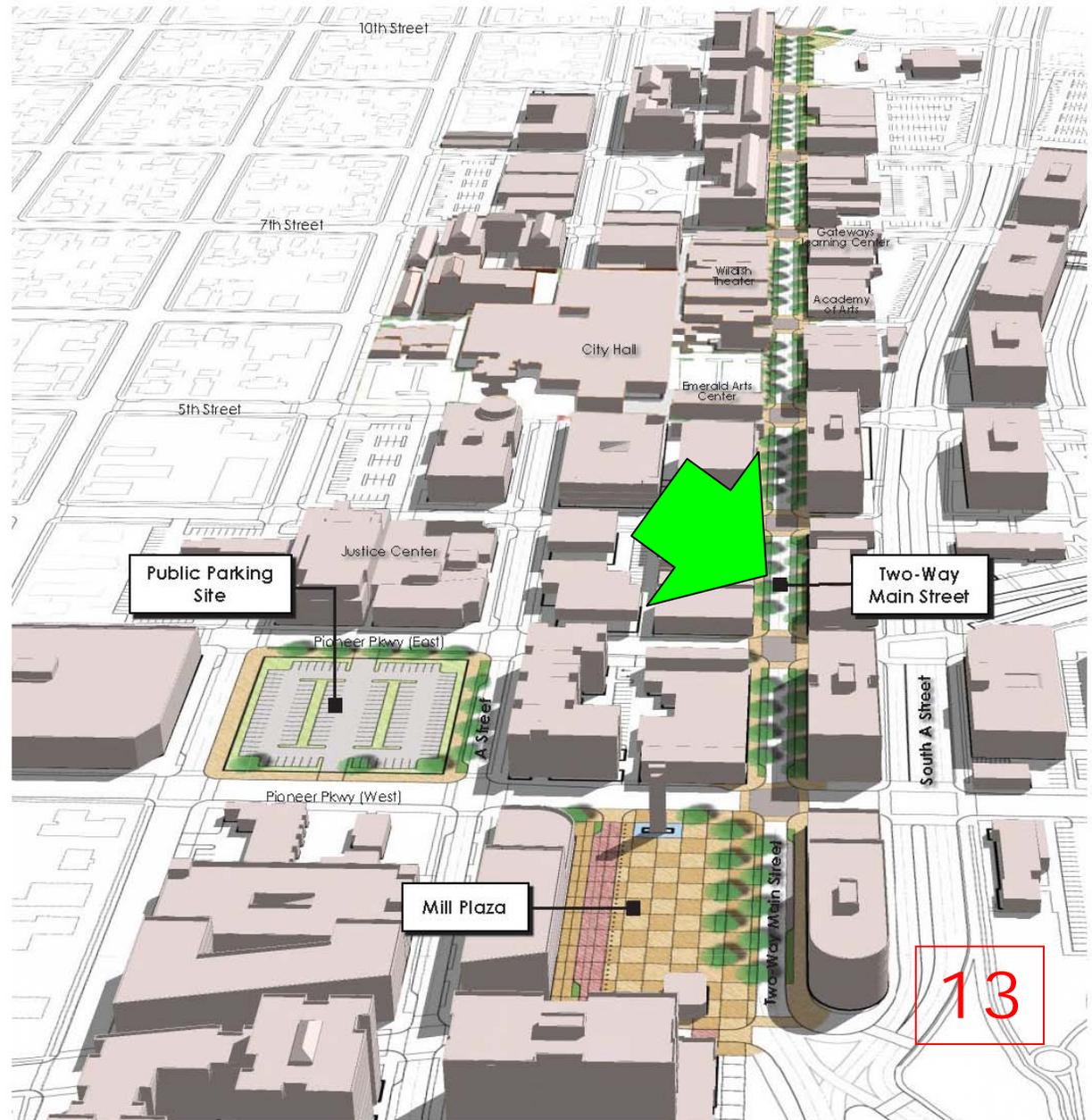
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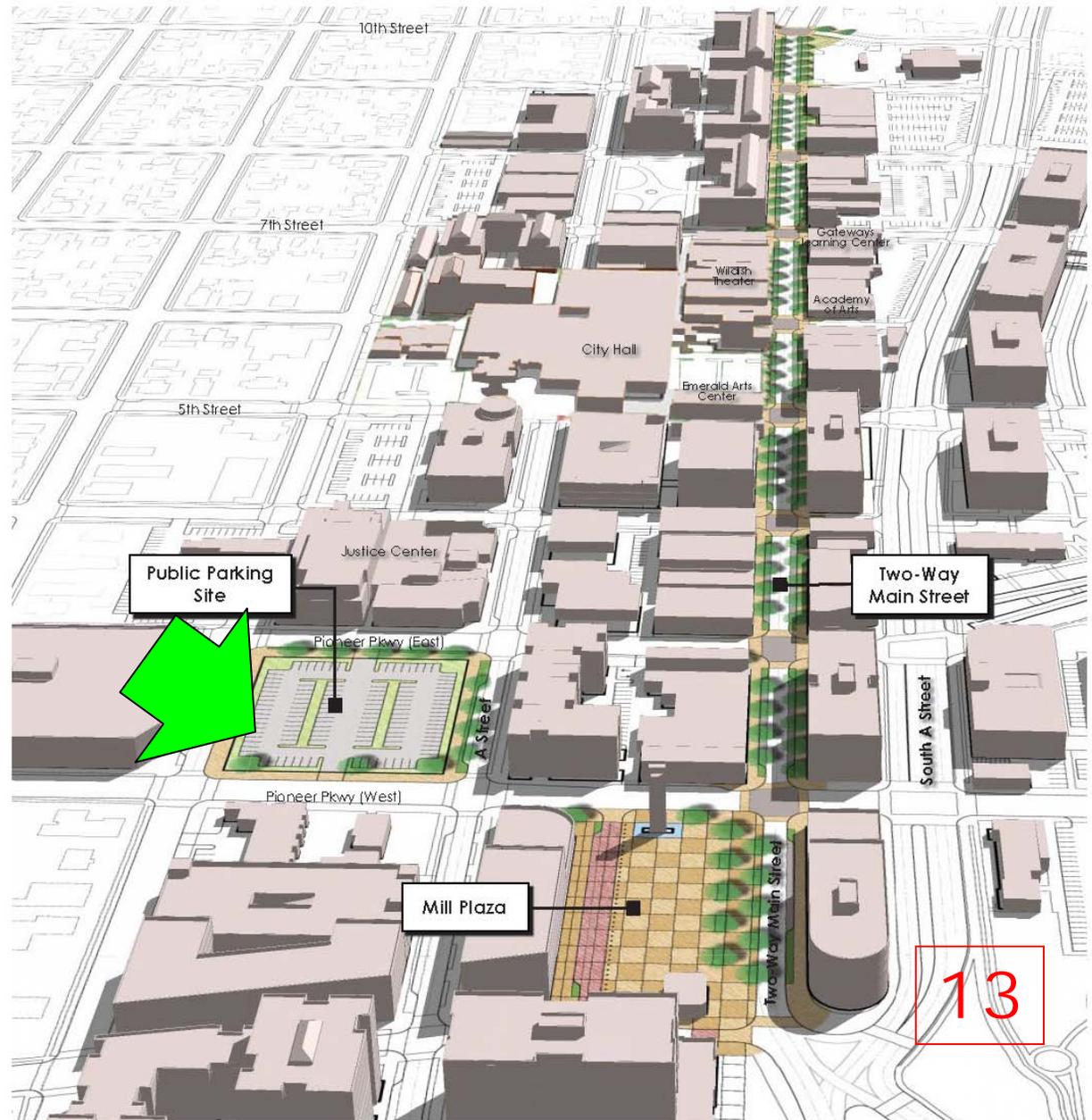
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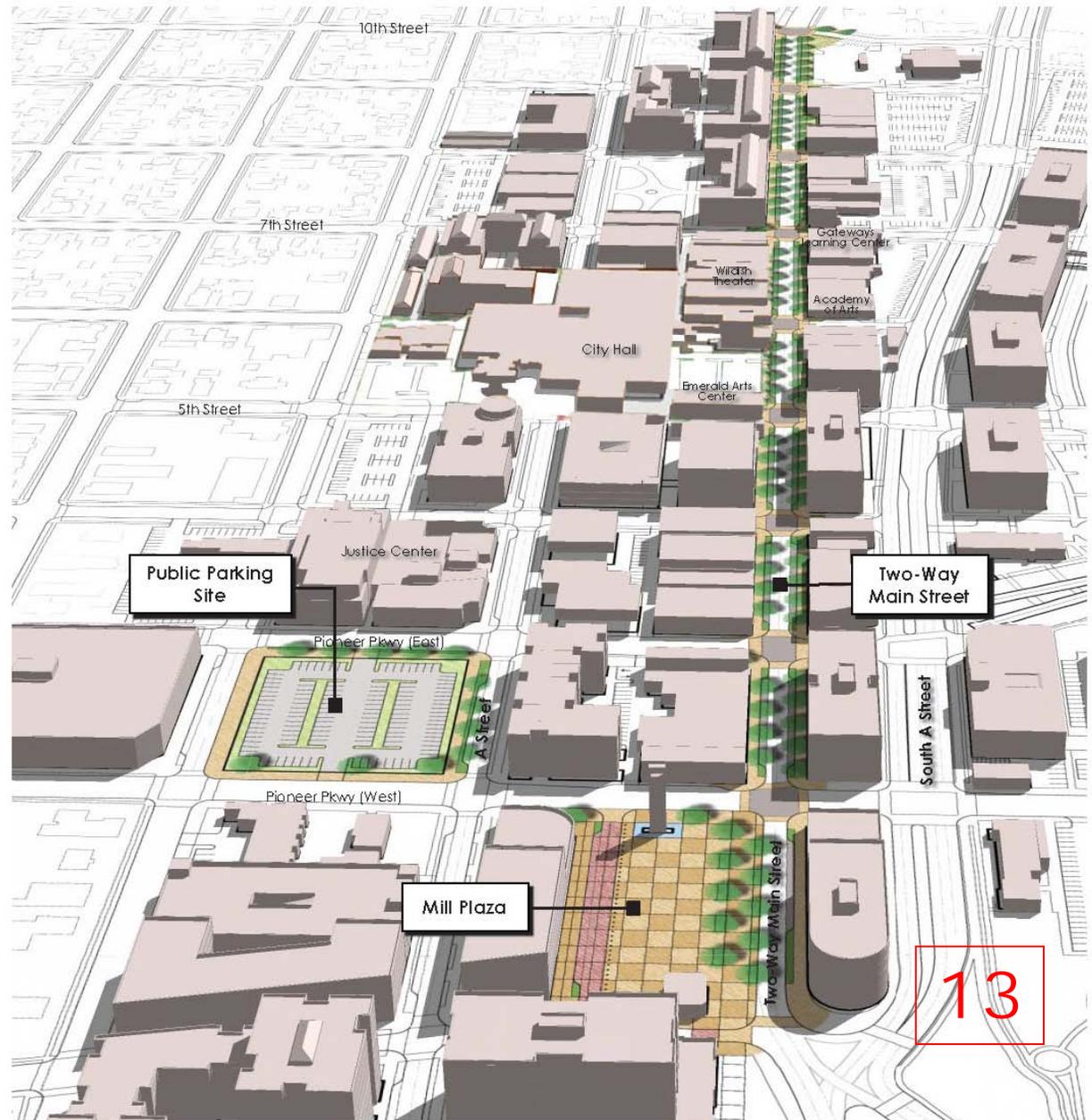
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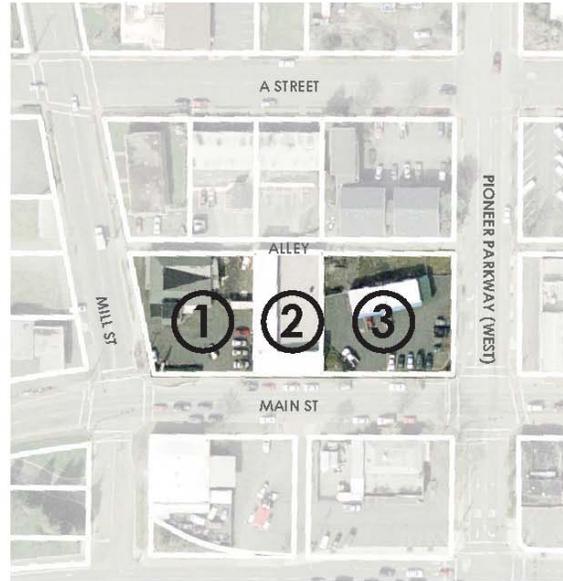
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The project will serve as an amenity and focus for downtown development. It will help to create a downtown identity that will add value to surrounding parcels.

Mill Plaza

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Required Land Assembly



Mill Plaza Project Concept

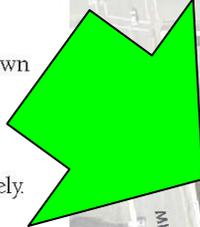
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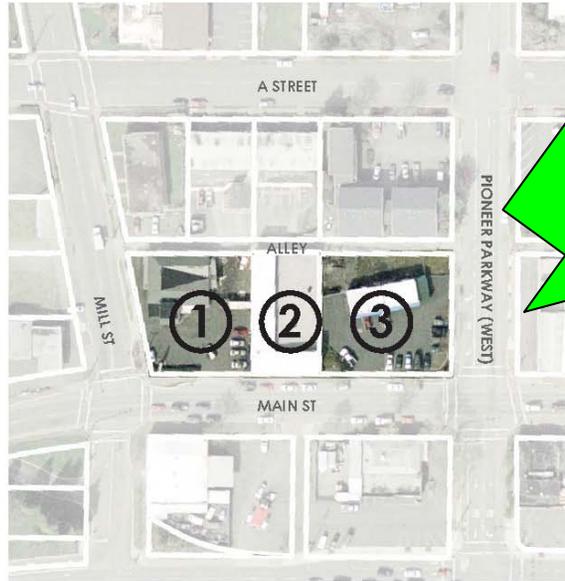
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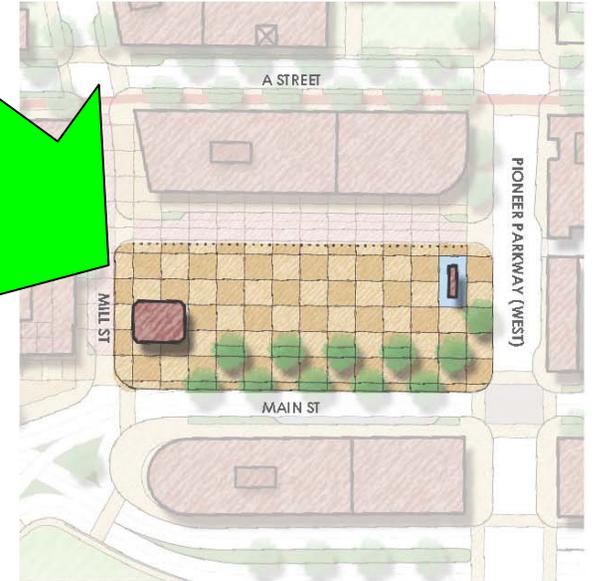
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A conceptual estimate of the public cost to acquire and build the plaza is approximately \$5 million.

MILL PLAZA	
Acquire Site (Estimated Value)	\$1.1 mil
Construct Plaza (88,800 sf @ \$45.00 sf)	\$4.0 mil
Total:	\$5.1 mil

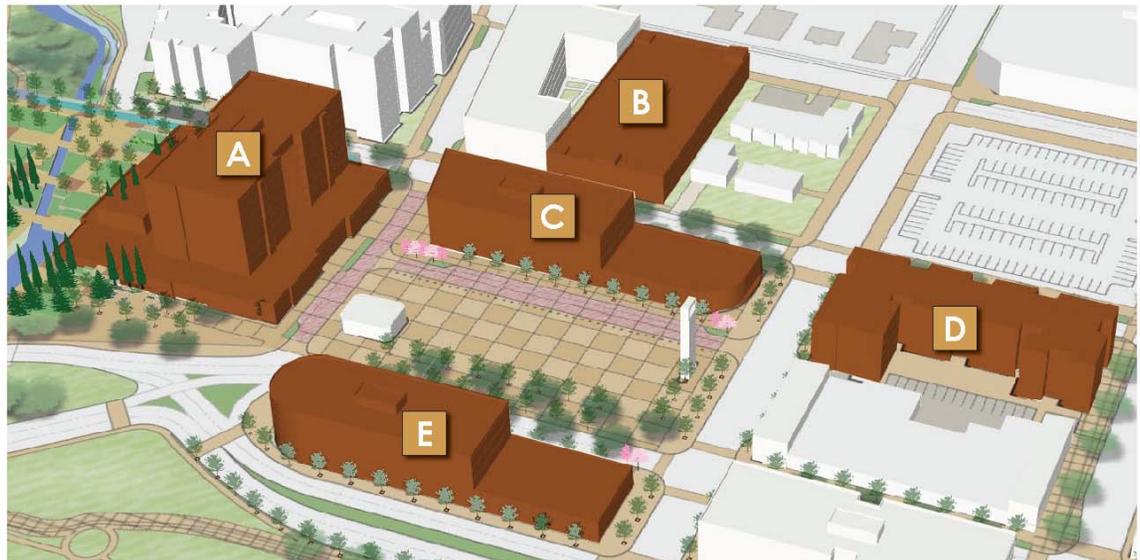


Mill Plaza (Looking Northwest)

Private Investment

The potential for private investment adjacent to the plaza is approximately \$81 million.

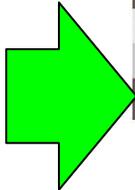
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A	Mill Street Office and Retail	\$35.0 mil
B	A Street Parking Structure	\$6.7 mil
C	Plaza Office and Retail	\$11.6 mil
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E	Main and Mill Office and Retail	\$11.5 mil
Total:		\$80.8 mil



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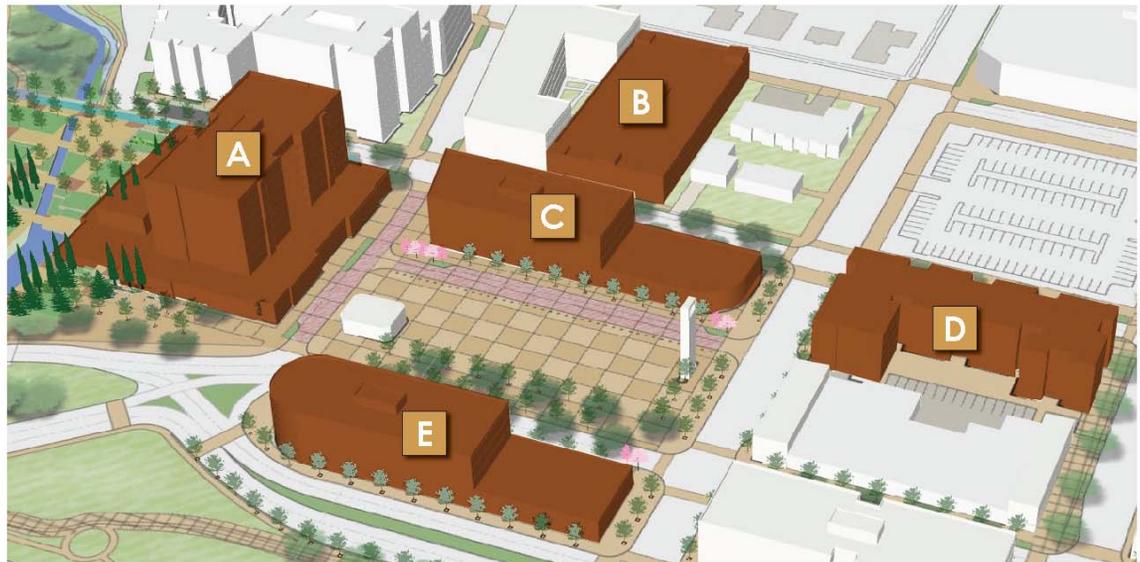


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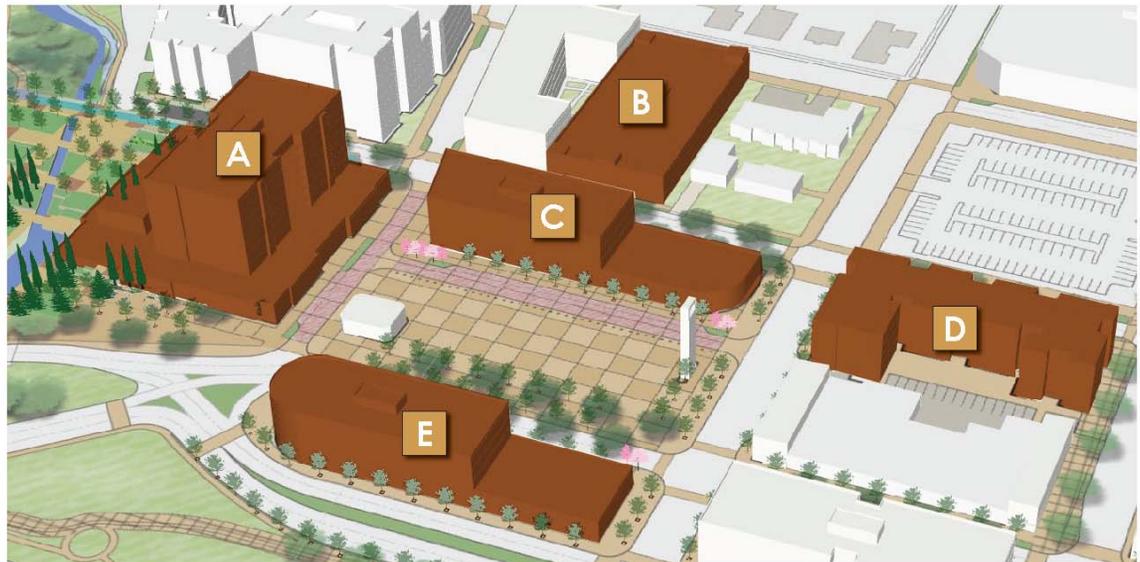
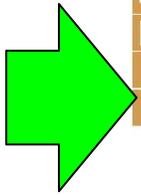


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Stimulated Private Investment

Key Projects

After the Mill Plaza site is secured, key projects must be implemented to support retail revitalization.

The two key projects are:

- Converting Main Street from one-way to two-way travel
- Securing a significant public parking site

Two-Way Main Street

Currently, Main Street's one-way travel limits business accessibility and visibility and reduces pedestrian safety. Returning Main Street to its historic two-way travel pattern will create an environment in which businesses can thrive. The following actions should be implemented over time.

- At a minimum, Main Street should include two-way travel between Mill Street and 10th Street
- Curbside on-street parking should be maintained
- Traffic signals should be reconfigured along with roadway striping

No changes are required to Main Street's existing sidewalks, curb extensions or crosswalks to implement two-way travel.



Existing Conditions



Two-Way Main Street Limits

Public Parking Site

Public parking will be needed to serve customers who frequent ground-floor retail uses surrounding Mill Plaza. Parking can be built in phases as shown below.

Phase I

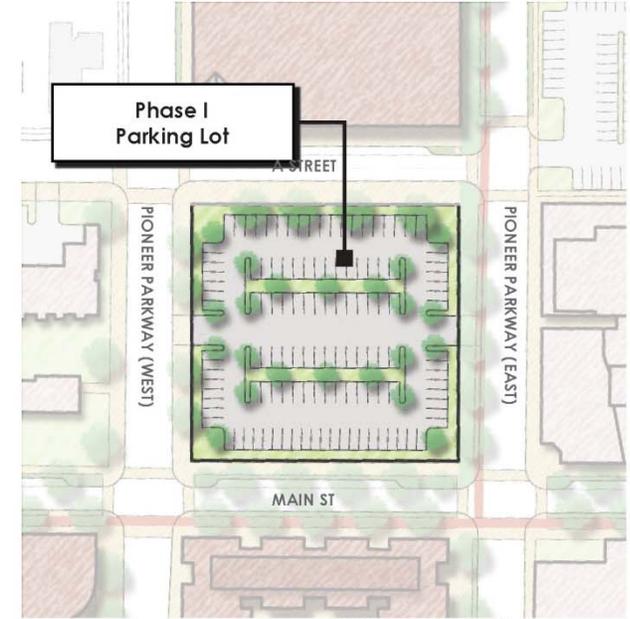
- Acquire sites: 1) the north side of the block currently under private ownership and occupied by County services 2) the south side of the block currently occupied by the Springfield Utility Board
- Design and build a surface lot with approximately 135 parking stalls

Phase II

Design and build the parking structure to serve primarily ground-floor 'hot spot' retail uses. At full retail build-out, approximately 475 spaces would be required.



Public Parking Site—Required Land Assembly



Public Parking Site—Phase I



Public Parking Site—Phase II

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	New Retail
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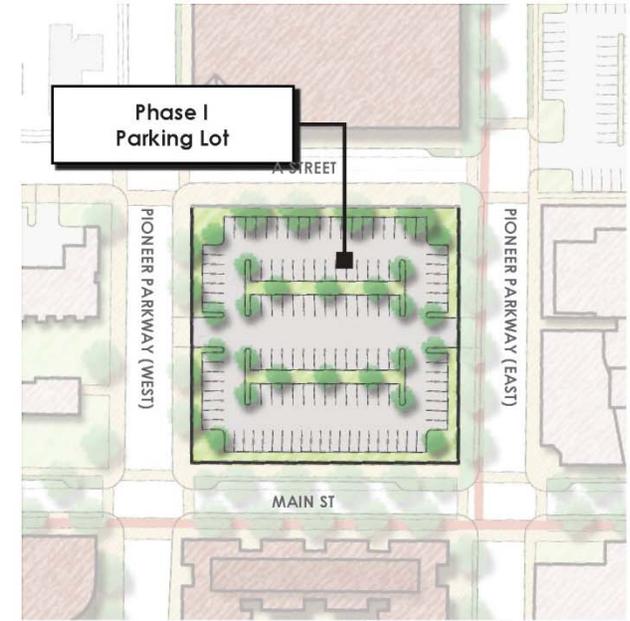
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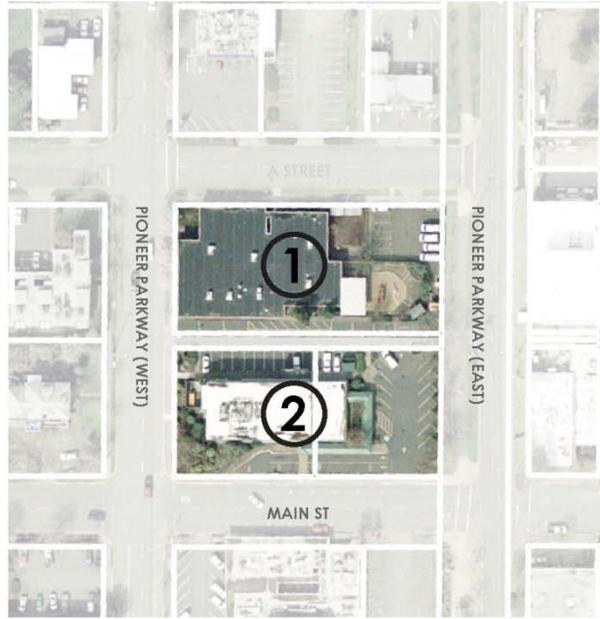
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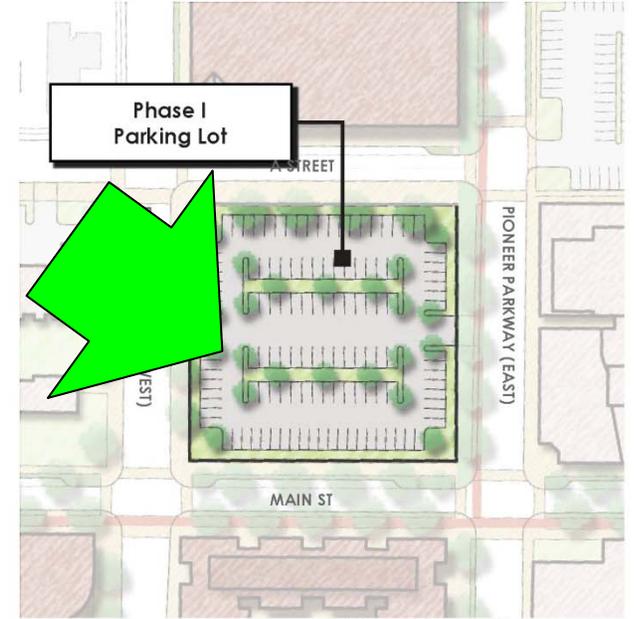
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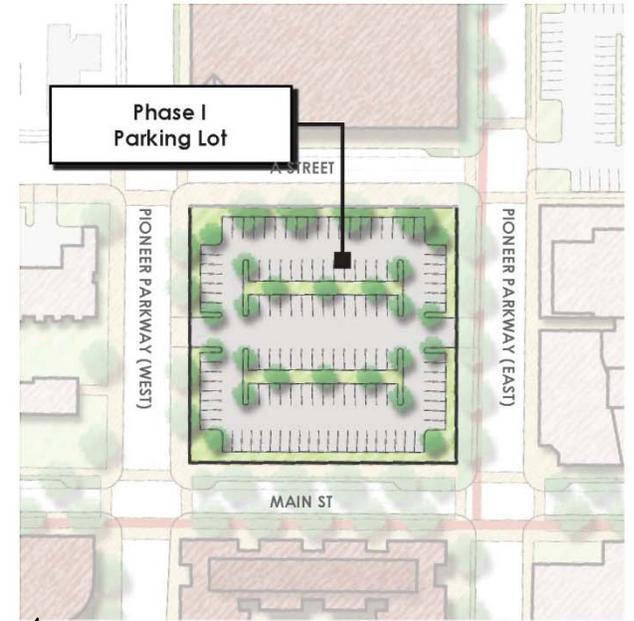
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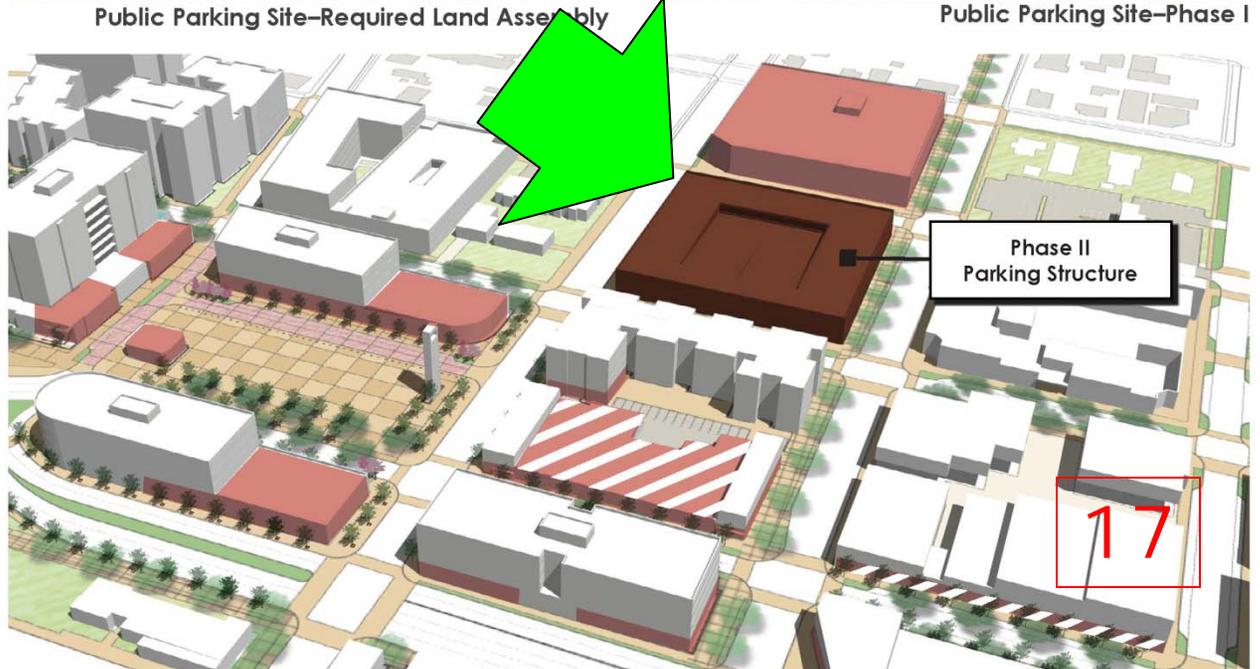
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Other Actions

Other actions are necessary to ensure that projects are implemented as envisioned by the plan.

The other actions are:

- Plan adoption
- Updates to existing policy and regulatory documents
- Additional planning efforts
- A Main Street demonstration block project

Plan Adoption

The following plans should be adopted by city council.

Downtown Urban Design Plan and Implementation Strategy Adoption

Plan adoption is the first step in providing a clear commitment to Springfield's future and a tool for decision makers to use to prioritize public investment that will generate significant and sustained private investment. The plan should be reviewed by the Planning Commission with recommendations presented to the City Council. The plan should be adopted by City Council as a subarea plan or other policy-guiding resolution as an amendment to the Downtown Refinement Plan, the Eugene-Springfield Metro Plan, and the Springfield 2030–Comprehensive Plan.

Parking Management Plan Adoption

Adoption of the Parking Management Plan will strategically support development identified in the 30-year build-out plan.

Policy and Regulatory Updates

Plan recommendations generally comply with existing and updated plans, policies and regulations. Where recommendations do not comply or additional regulations are needed, updates to the existing policies and regulations should be made to ensure that the intent of the Urban Design Plan is realized.

Springfield Development Code Update

The current Mixed-Use Zoning Districts (3.2-600) and Mixed-Use Development Standards (3.2-615) identified in the Springfield Development Code are not consistent

with the plan. Staff and Council should consider the modification of existing zones/standards and the addition of mixed-use zones/standards as needed to support development consistent with the Urban Design Plan. Recommended code modifications are identified in the appendix to this report.

Downtown Design Guidelines

The City should initiate a process for the creation of design guidelines and a design review process as an essential tool for review of downtown projects. Typically, more extensive (major) projects could be reviewed by a review committee, while less extensive (minor) projects could be reviewed by planning staff.

Downtown Street Standards

Design standards and details that are consistent with the circulation framework should be developed for the downtown streets, sidewalks, intersections and public spaces. These standards must address roadway safety requirements and have an emphasis on pedestrians and bicycles.

Additional Planning Efforts

The following planning efforts are necessary to ensure that the implementation strategy is executed in a timely manner and is consistent with the Urban Design Plan's recommendations.

Develop a Retail Strategy and Implementation Plan

The City needs to fund a retail strategy that identifies retail development sites, recruitment, management and financial incentives to ensure a critical mass of retail in the downtown. The strategy should incorporate:

- A comprehensive database as a leasing and information tool
- A recruitment brochure and information on downtown sites and opportunities
- Formation of a representative retail recruitment team
- Development incentives for retailers and public/private partnerships to encourage retail development

Initiate a Two-Way Main Street Transportation Study

A two-way Main Street will ensure successful development of future retail along Main Street. The study should include a plan for:

- Converting Main Street to two-way from Mill Street to 10th Avenue at a minimum.
- Including the two-way conversion as a priority project in the update to the Transportation System Plan
- Funding improvements and a schedule for implementation

To enable conversion of Main Street, the study should also develop a design concept for converting South A Street to a mobility corridor for autos, trucks and transit traffic through downtown. The design should consider:

- Two-way conversion of South A Street
- Potential impacts of two-way streets (South A and Main) accessing or exiting from a one-way bridge crossing on the eastside of the Willamette River
- The impacts and need for additional road widening and new signalization
- An east/west truck route along South A Street or other streets
- Protected bikeways on the south side of the street
- Pedestrian-friendly and safe crossings at key intersections

Develop a High-Speed Rail Plan

The Urban Design Plan proposes a "multi-modal hub" that maximizes current investment in transit by locating a High-Speed Rail (HSR) station and a park-and-ride lot/structure in close proximity to the current BRT station. Additionally, the proposed station location is adjacent to properties outside the downtown study area that are ideally located and large enough to serve as maintenance facilities needed for HSR system operations. Efforts should be made by the City to include the proposed station and related transit facilities as part of ODOT's ongoing HSR environmental analysis or any subsequent supplemental environmental analysis, engineering and design studies.

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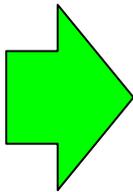
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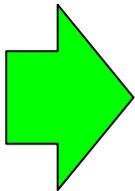
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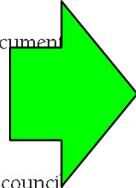


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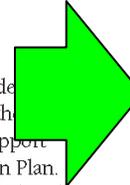
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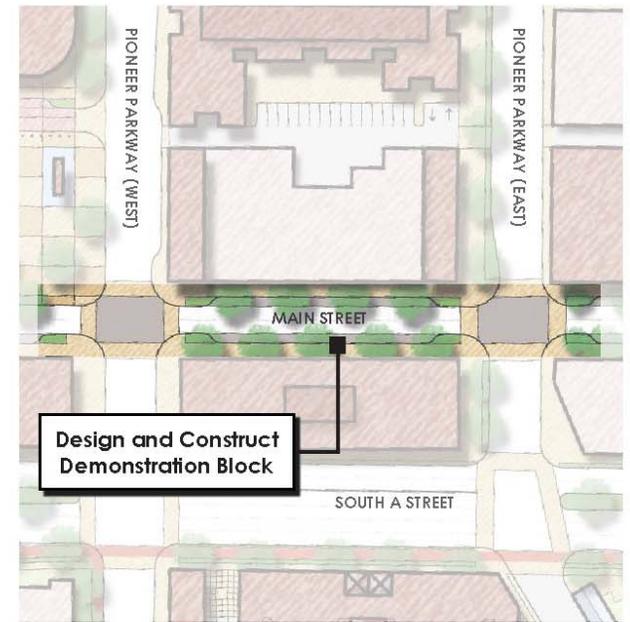
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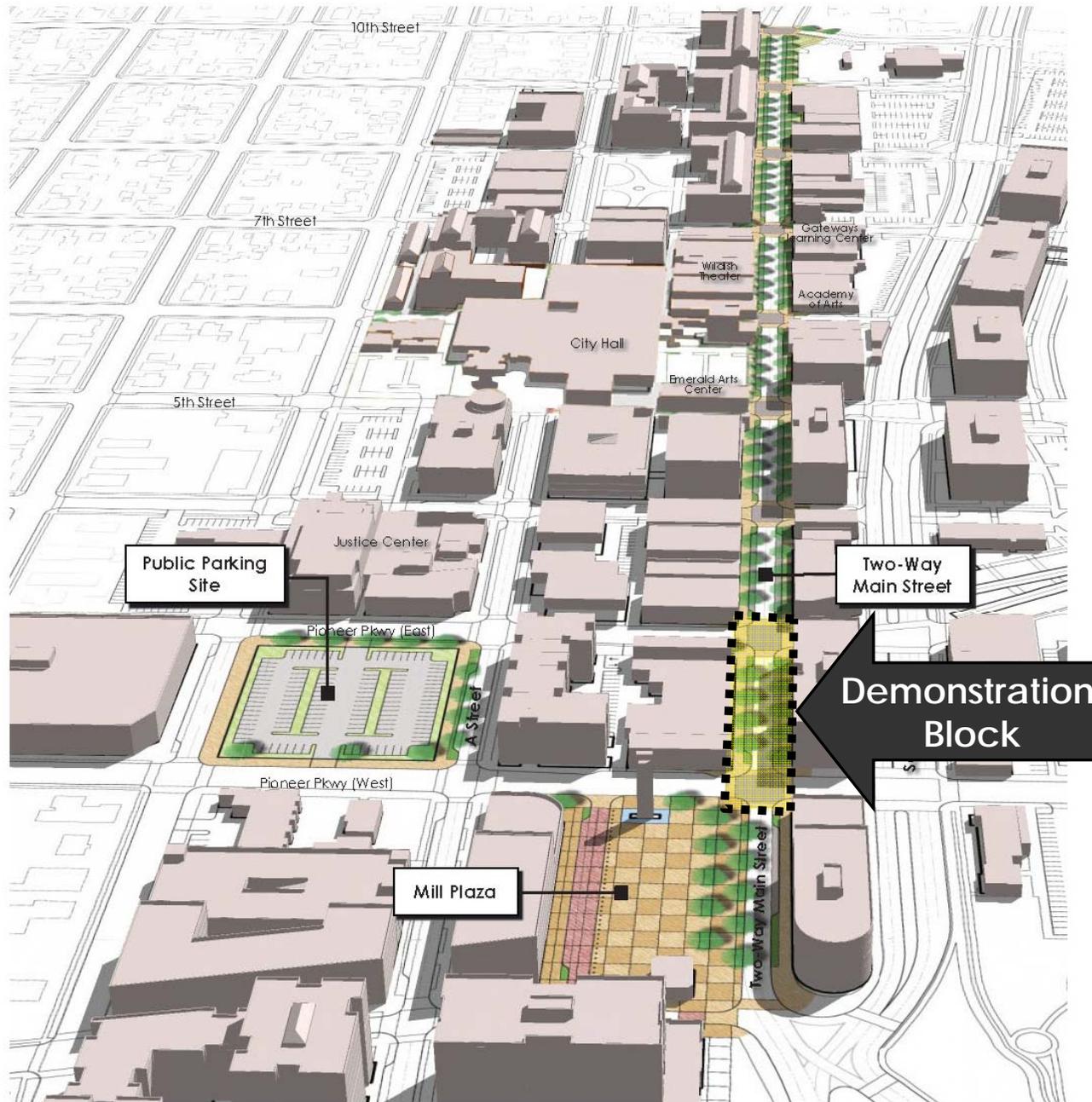
Existing Conditions



Proposed Construction Limits



Main Street Demonstration Block (Looking East)



Main Street Demonstration Block

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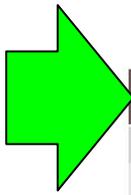
Develop a High-Speed Rail Plan

The Urban Design Plan proposes a “multi-modal hub” that maximizes current investment in transit by locating a High-Speed Rail (HSR) station and a park-and-ride lot/structure in close proximity to the current BRT station. Additionally, the proposed station location is adjacent to properties outside the downtown study area that are ideally located and large enough to serve as maintenance facilities needed for HSR system operations. Efforts should be made by the City to include the proposed station and related transit facilities as part of ODOT's ongoing HSR environmental analysis or any subsequent supplemental environmental analysis, engineering and design studies.

Public Projects Schedule

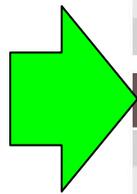
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First 120 Days												
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2. Adopt Parking Management Plan												
3. Establish an inter-departmental implementation team												
4. Develop Financing Strategy to Secure Mill Plaza Site and Public Parking Site												
5. Initiate Update to Development Code, Design Guidelines, and Street Standards												
6. Initiate Two-Way Main Street Transportation Study												
7. Initiate Retail Strategy and Implementation Plan												
Six Months												
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2. Develop a High-Speed Rail Plan												
One Year												
1. Complete Two-Way Main Street Transportation Study												
2. Complete Update to Development Code and Design Guidelines												
3. Complete Retail Strategy and Implementation Plan												
4. Design Mill Plaza												
5. Secure Public Parking Site												
Two to Three Years												
1. Construct Mill Plaza												
2. Design and Construct Public Parking Surface Lot												
3. Obtain Approvals for Two-Way Main Street Recommendations												
4. Complete Update to Street Standards												
Three to Seven Years												
1. Construct Main Street Demonstration Project												
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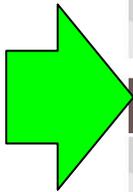
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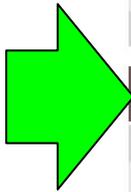
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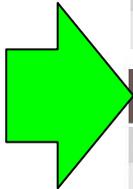
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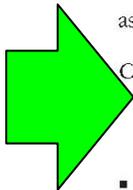
Responsibilities

Implementation of this plan will require focused, aggressive efforts by the public and private sectors over the coming years. For this plan to be successful, a comprehensive, consistent and coordinated effort will be necessary.

Plan success depends upon establishing implementation momentum.

Managing Implementation

The key entities below will be responsible for managing aspects of plan implementation:



City of Springfield

Convene Downtown Citizen Advisory Committee meetings every six months to review plan implementation progress

- Establish an inter-departmental implementation team to coordinate public and private sector efforts
- Create a Parking and Transportation Manager position and Parking Advisory Committee to assist in the parking program implementation
- Coordinate design and construction of public infrastructure and amenities such as the Main Street Demonstration Project and Mill Plaza
- Administer loan and grant programs contributing to downtown revitalization and affordable housing
- Encourage creation of a downtown business association

City of Springfield, Development Services Planning Division

- Coordinate a public process for amending code and development standards and new downtown design guidelines consistent with the recommendations identified in the Downtown Urban Design Plan
- Support adoption of the Downtown Urban Design Plan as an amendment to the Downtown Refinement Plan

City of Springfield, City Manager's Office

- Develop and implement urban redevelopment activities, such as attracting developers and assisting in site assembly

City of Springfield, Public Works

- Manage study of two-way conversion of Main Street and additional South A traffic analysis
- Coordinate a public process for amendments to downtown street standards consistent with the recommendations identified in the downtown plan
- Coordinate a public process for design and construction of the Main Street Demonstration Project

Downtown Citizen Advisory Committee

- Meet on a regular basis to review and provide recommendations to the City and Council on implementation progress
- Provide updates to constituent groups for downtown revitalization and implementation progress

Willamalane Parks and Recreation District

- Coordinate with the City on design, construction, funding and management of park improvement projects, such as Mill Plaza and the Island Park enhancements

Oregon Department of Transportation

- Coordinate with the City for the study of two-way conversion of Main Street and additional South A traffic analysis

NEDCO

- Coordinate with local businesses and owners on their support of downtown revitalization projects and solicit grants through the Oregon Main Street program

Springfield Chamber of Commerce

- Promote tourism marketing
- Identify planning strategies for attracting visitors, meetings and events

Property Owners and Business Owners

- Organize a downtown business association and coordinate planning efforts and needs with the City interdepartmental team responsible for the downtown plan implementation
- Focus on building renovations and tenant upgrades by taking advantage of available loan and grant programs
- Provide the information required to create an effective leasing strategy and marketing materials for the downtown

- Participate in retail and office recruitment outreach and marketing programs

Other Implementors

- Local and national foundations
- Other governmental entities

Process & Schedule

2009

2010

May June July Aug Sept Oct Nov Dec Jan Feb Mar Apr May June July

1 STARTING

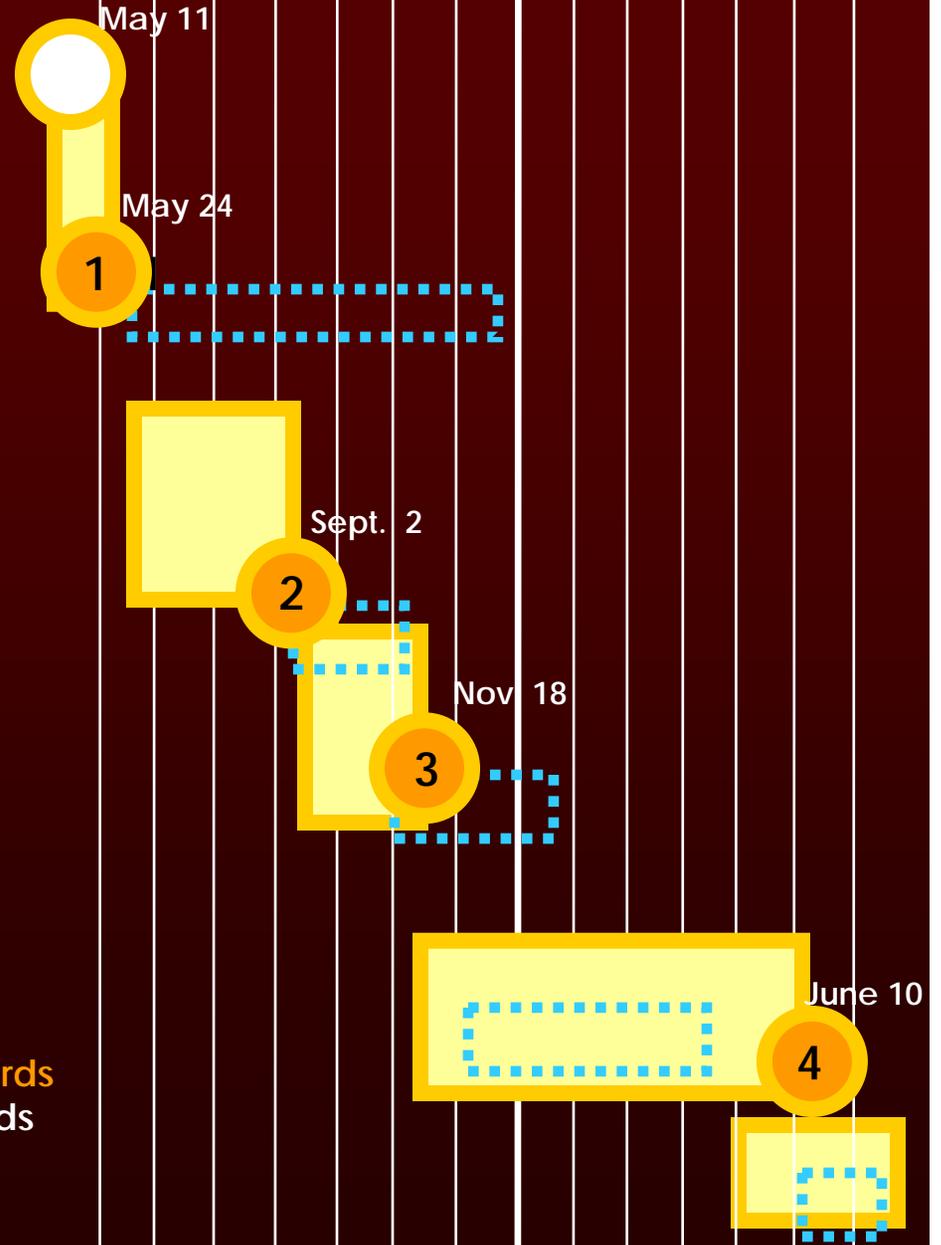
- 1) Kick-Off Meeting/Review Info.
- 2) Meetings with Stakeholders
Parking Stakeholder
- 3) Prepare Opportunities & Constraints
- 4) Review Findings/Develop Objectives
Parking Supply and Demand Analysis

2 DESIGNING

- 5) Develop Alternatives
- 6) Perform Technical Reviews
- 7) Draft Parking & Stormwater Strategies
- 8) Present Alternatives
Parking Alternatives Analysis
- 9) Refine Preferred Alternative/Strategies
- 10) Meet with Stakeholders
- 11) Present Preferred Alternative/Strategies
Parking Development Opportunities

3 IMPLEMENTING

- 12) Prepare Implementation Strategy/
Draft Standards
Parking Strategy Development
- 13) Present Implementation Strategy/Standards
- 14) Refine Implementation Strategy/Standards
- 15) Prepare and Review Final Products
Parking Final Report



The background is a dark, textured mosaic. It features a grid of small, light-colored rectangular tiles in the upper right quadrant, transitioning into larger, irregular, organic shapes in shades of brown, tan, and grey in the lower left and bottom sections.

Downtown Urban Design Plan & Implementation Strategy Springfield, OR

Citizen Advisory Committee Mtg. #4

June 10, 2010

CRANDALL ARAMBULA PC

DKS Associates/Harper Houf Peterson Righellis