





Downtown Urban Design Plan & Implementation Strategy Springfield, OR

Citizen Advisory Committee Mtg. #1

June 24, 2009

CRANDALL ARAMBULA PC

DKS Associates/Harper Houf Peterson Righellis

A scenic view of a river or lake with trees and a fallen log in the foreground. The text is overlaid on this image.

Project Purpose

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



Proposed Study Area

Meeting Purpose

- Inform you about the planning process
- Obtain your thinking on issues that need to be addressed
- Answer your questions

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

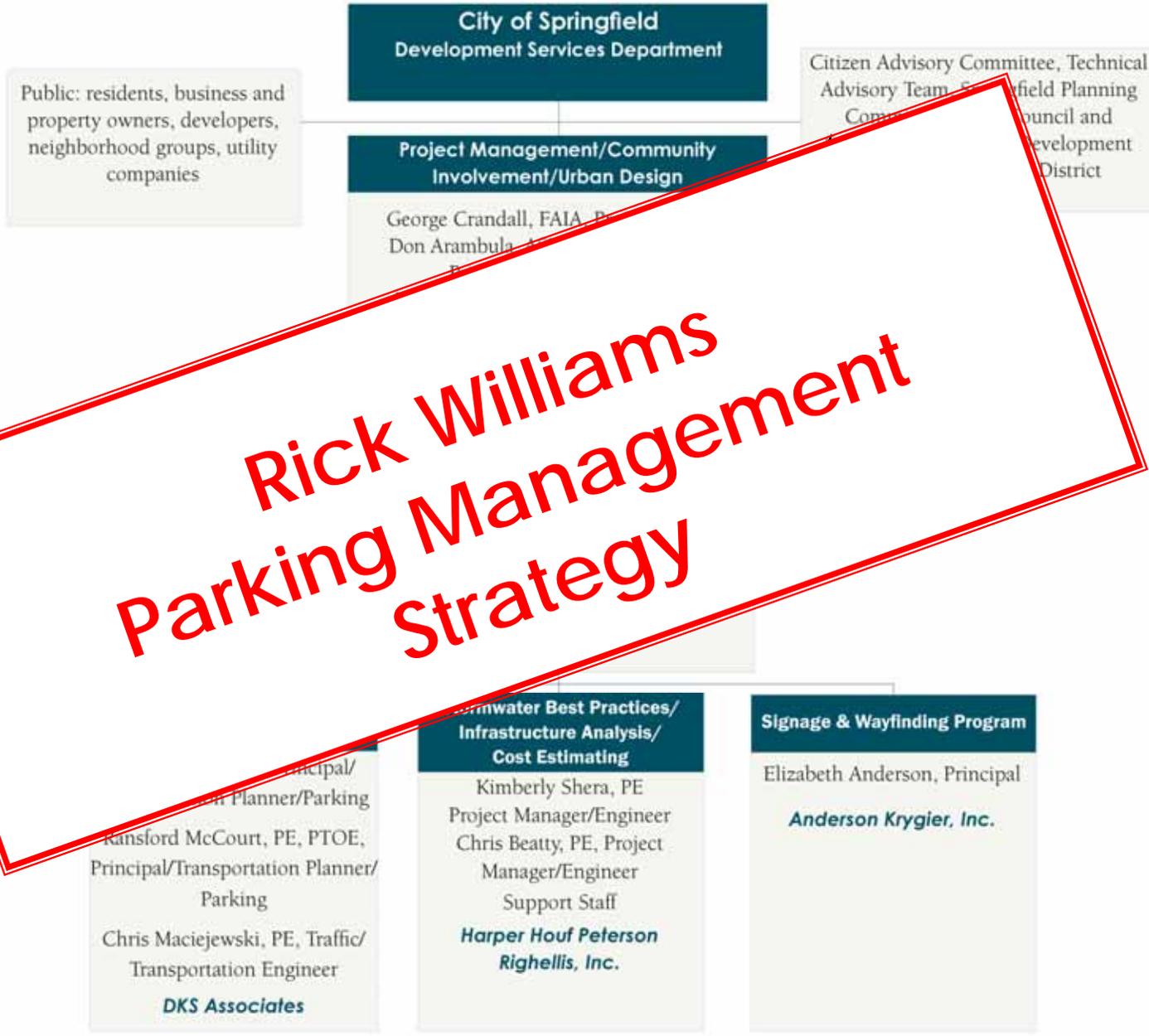
Name (optional): _____

If you need additional time to respond, please return your comments to:
Crandall Arambula
520 SW Yamhill, Roof Suite 4 Portland, Oregon 97204 (503) 417-7679 fax (503) 417-7604
jgraf@ca-city.com

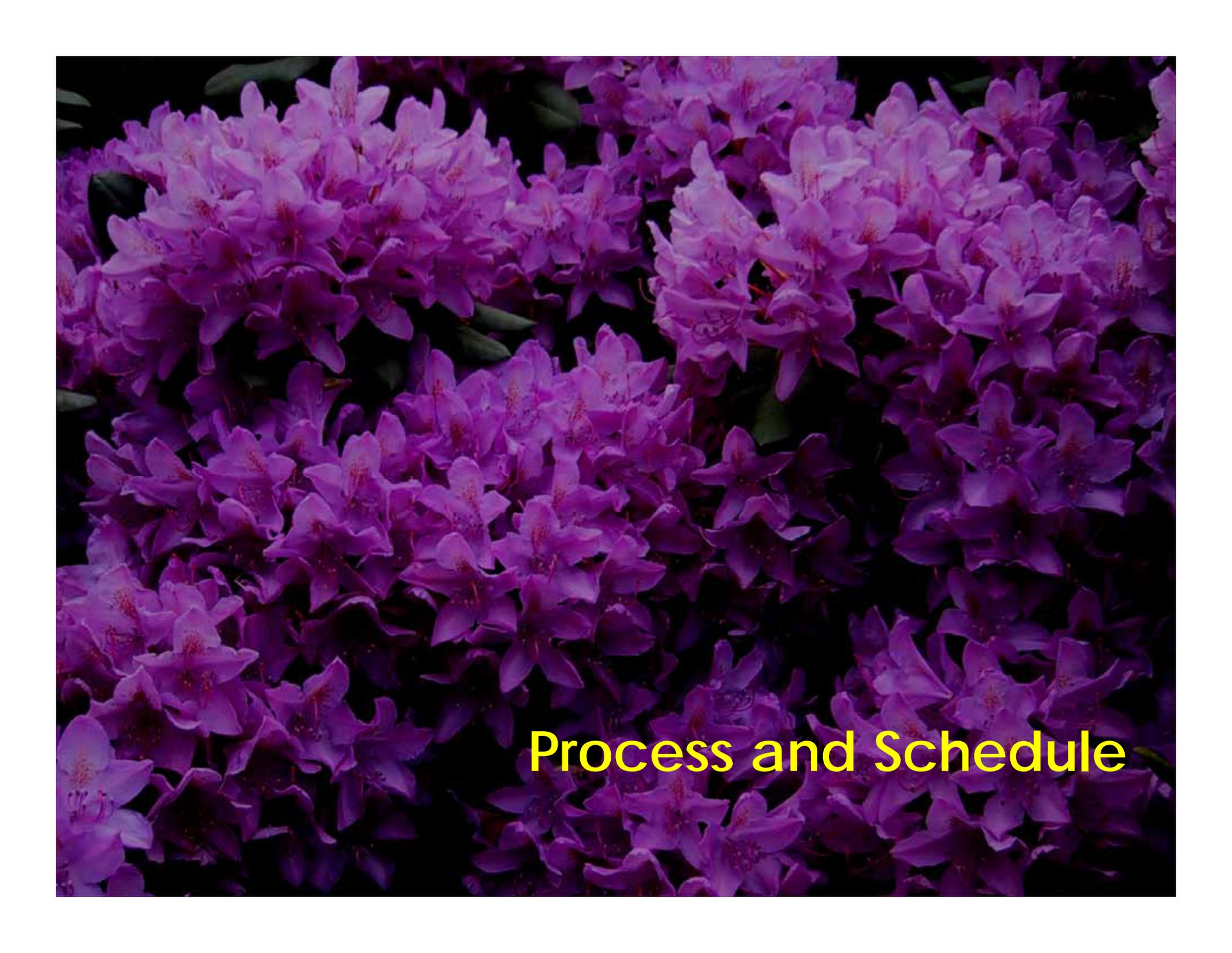


The Team





**Rick Williams
Parking Management
Strategy**

A close-up photograph of a large number of purple flowers, likely azaleas, in full bloom. The flowers are densely packed and fill most of the frame. The background is dark, making the purple color of the petals stand out. In the lower right portion of the image, the text "Process and Schedule" is written in a bright yellow, sans-serif font.

Process and Schedule

Process & Schedule

May June July Aug Sept Oct Nov Dec Jan

1 STARTING

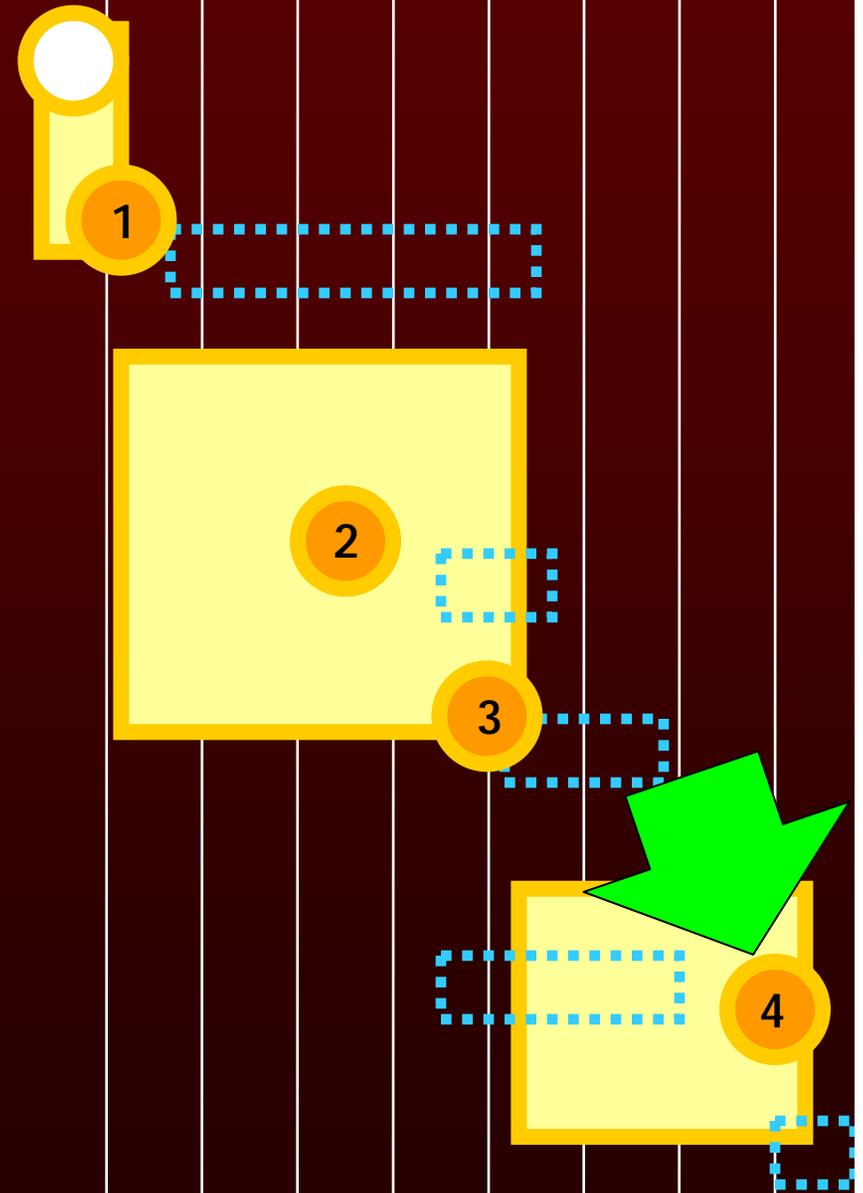
- 1) Kick-Off Meeting/Review Info.
- 2) Meetings with Stakeholders
Parking Stakeholder
- 3) Prepare Opportunities & Constraints
- 4) Review Findings/Develop Objectives
Parking Supply and Demand Analysis

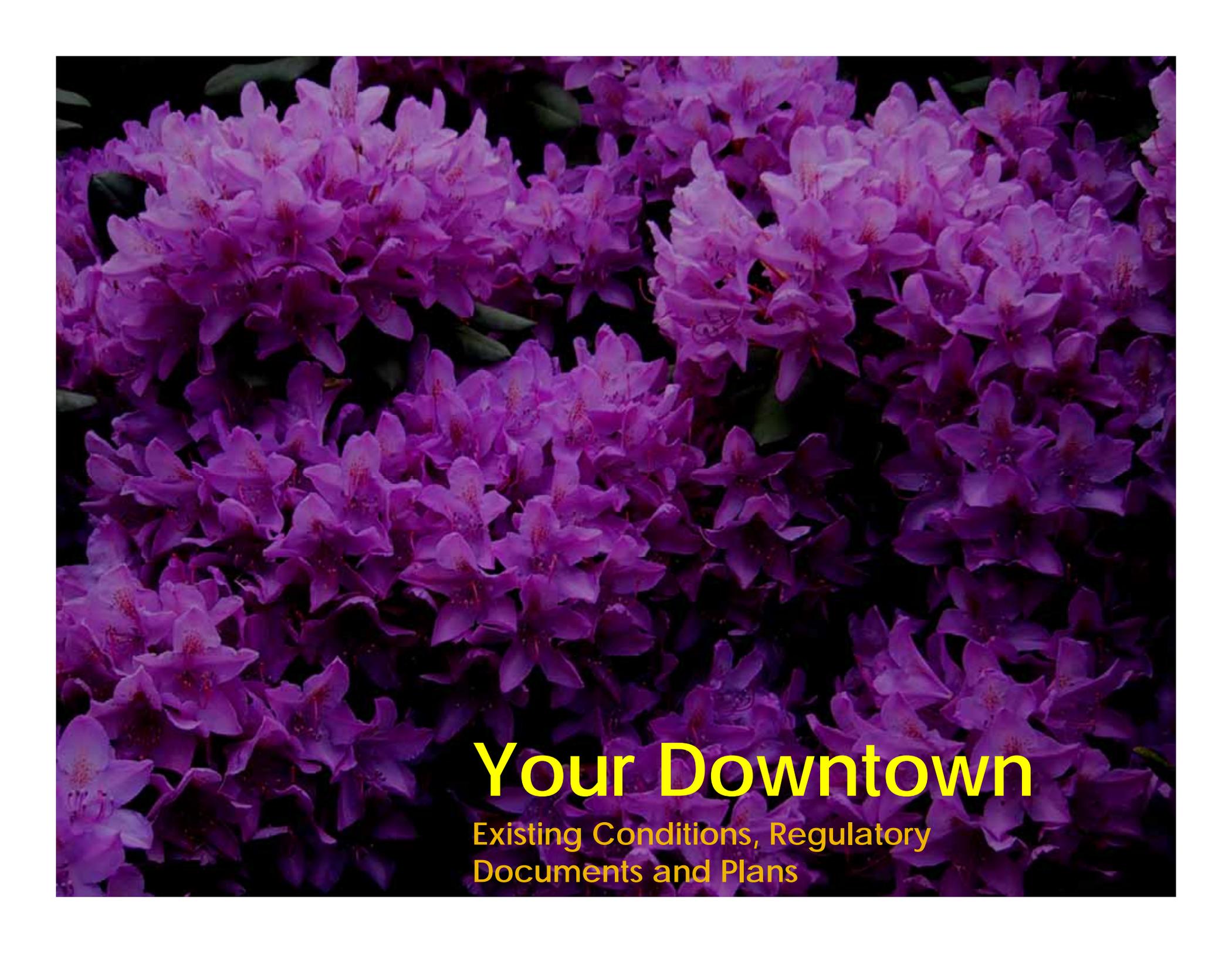
2 DESIGNING

- 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

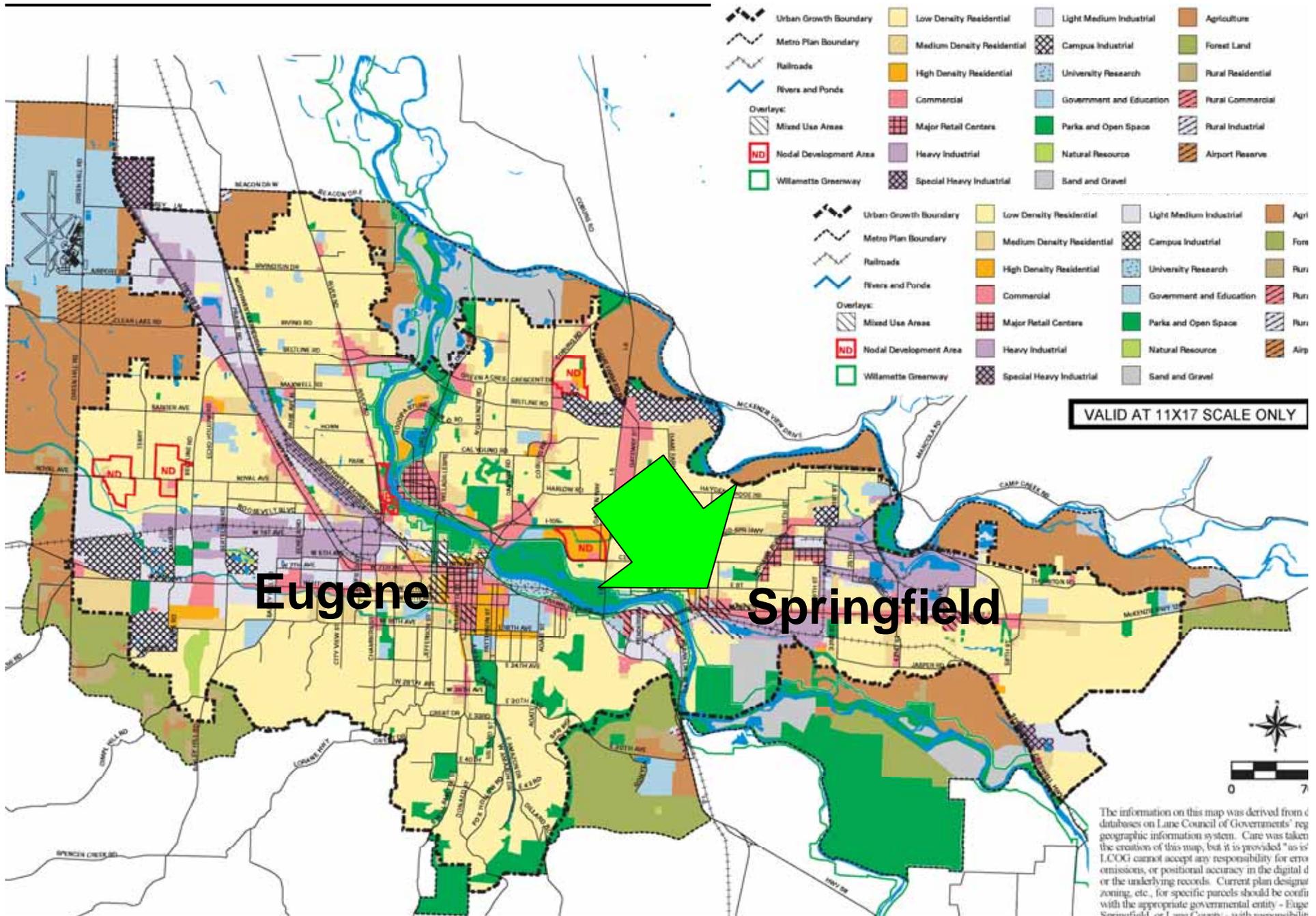
- 12) Prepare Implementation Strategy/
Draft Standards
Parking Strategy Development
- 13) Present Implementation Strategy/Standards
- 14) Refine Implementation Strategy/Standards
- 15) Prepare and Review Final Products
Parking Final Report



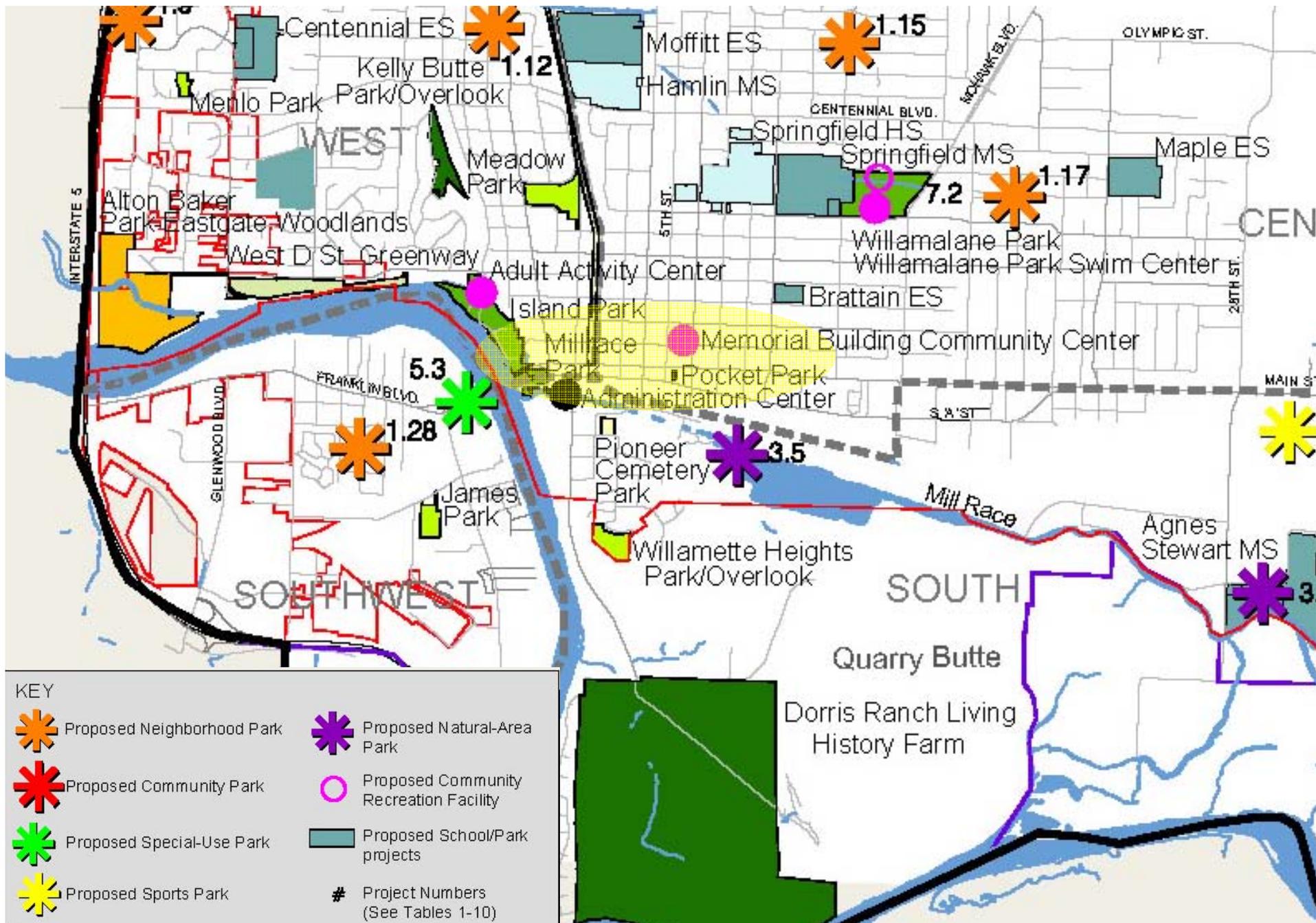


Your Downtown

Existing Conditions, Regulatory
Documents and Plans



Metro Plan



Parks and Recreation



CENTRAL LANE METROPOLITAN PLANNING ORGANIZATION
REGIONAL TRANSPORTATION PLAN

LANE COUNCIL OF GOVERNMENTS
99 EAST BROADWAY, SUITE 400
EUGENE, OREGON 97401-3111

NOVEMBER 2007

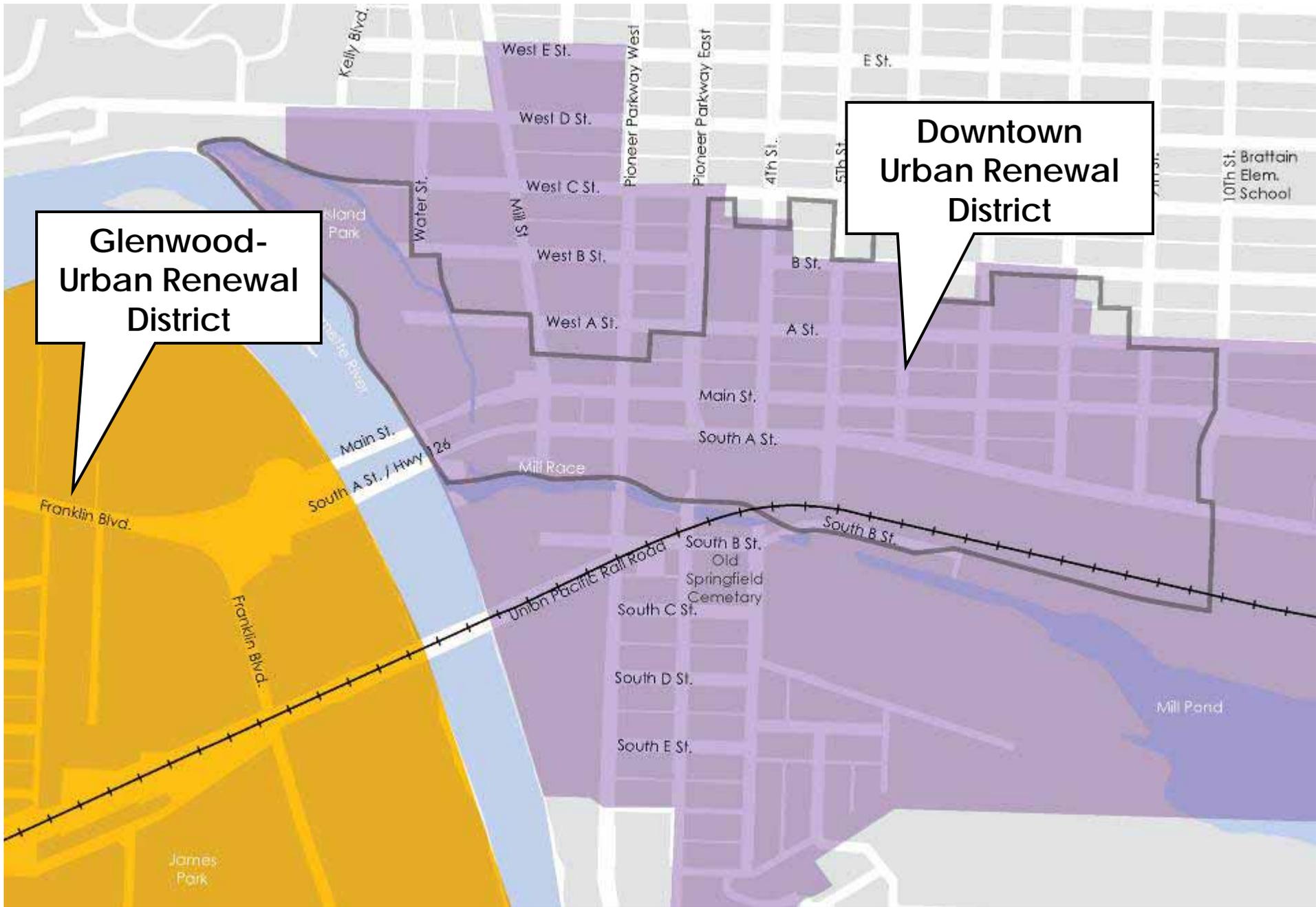


TransPlan
*The Eugene-Springfield
Transportation System Plan*

Lane Council of Governments
99 E. Broadway, Suite 400
Eugene, Oregon 97401-3111
(541) 682-4283
www.lcog.org

July 2002

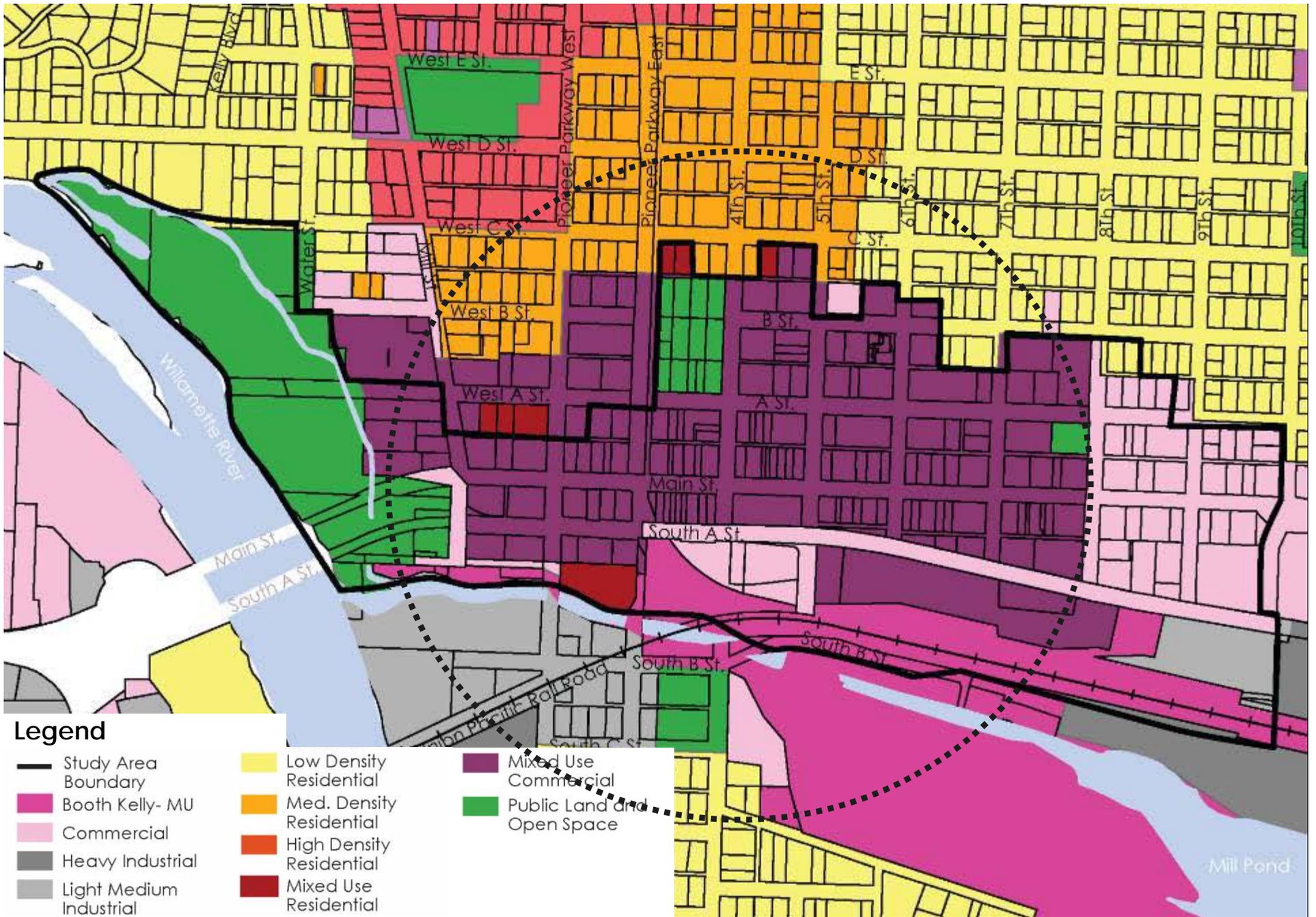
Transportation Plan



**Glenwood-
Urban Renewal
District**

**Downtown
Urban Renewal
District**

Urban Renewal Plan



Legend

- Study Area Boundary
- Booth Kelly- MU
- Commercial
- Heavy Industrial
- Light Medium Industrial
- Low Density Residential
- Med. Density Residential
- High Density Residential
- Mixed Use Residential
- Mixed Use Commercial
- Public Land and Open Space

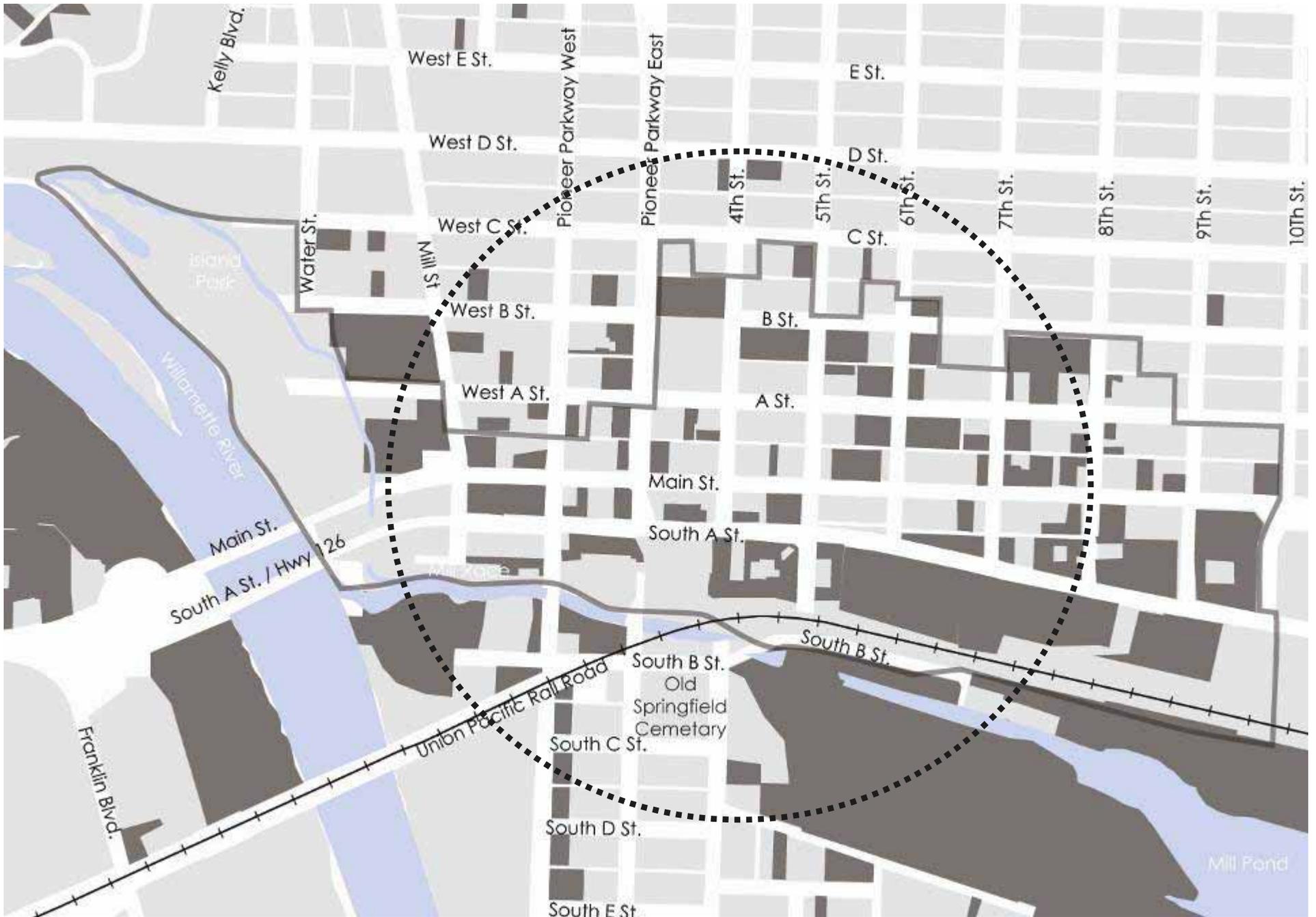
Zoning



Legend

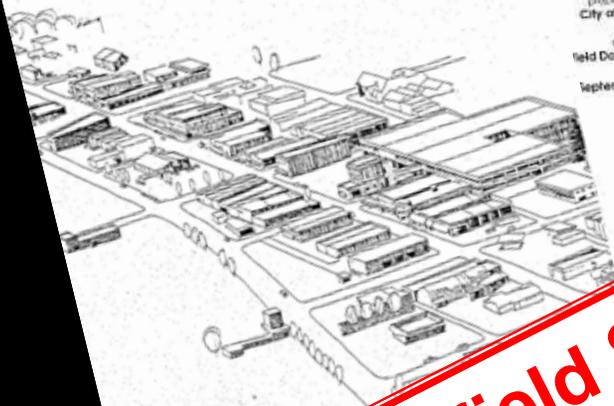
- | | | |
|---------------------|--------------------|-----------------------------|
| Study Area Boundary | Housing: Low Den. | Parking |
| Retail | Housing: Mid Den. | Vacant, Unused, Undeveloped |
| Commercial | Housing: High Den. | |
| Employment | Industrial | |
| Cultural | Parks & Open Space | |

Existing Land Use



Soft Sites

DOWNTOWN TOMORROW
SPRINGFIELD DOWNTOWN COMMISSION
February 1984



A Vision for
SPRINGFIELD DOWNTOWN

outline of downtown Springfield's development
prepared for the
City of Springfield
and the
Springfield Downtown Association
September 17, 1990

REFINEMENT PLAN FOR



Springfield Station Specific
Area Plan
Charrette

DOWNTOWN SPRINGFIELD
UPDATE 2006

Springfield Station Specific Area Plan- 2001
Downtown Refinement Plan- 2005

In Association With
ECONORWEST
KOTELSON & ASSOCIATES
University of Oregon
School of Architecture
Tom McGivty, AIA
Tom Leight, P.A.A.



Downtown Plans

Guiding Documents

● Low ● Med ● High ● Unknown

Significance to Downtown Revitalization

Downtown Plans

Downtown Tomorrow (1984)



A Vision for Springfield Downtown (1990)



Springfield Station Specific Area Plan (2001)



Downtown Springfield Charrette Plan (2006)



Policy/Regulation

Springfield Downtown Refinement Plan (1986, 1999 with 2005 Updates)



Glenwood Refinement Plan (1999 with 2003 Updates)



Springfield Bicycle Plan (1998)



Multi-Unit Design Standards Handbook (2000)



Eugene-Springfield Metro Area Public Facilities and Services Plan (2001)



Springfield Historic Design Guidelines (2003)



Metro Plan- Eugene-Springfield Metropolitan Plan (2004)



Vertical Housing Development Zone (2004)



Zoning Ordinance



2031 Regional Transportation Plan (2007)



Downtown Urban Renewal Plan (2007)



Springfield Mill Race Ecosystem Restoration (2008)



Stormwater Master Plan (Draft 2008)



Analysis

Downtown Revitalization—An Overview (2007)



Springfield Nodes Market Analysis and Development Strategy (2003)



Commercial and Industrial Buildable Lands Inventory and Economic Opportunities Analysis (2006)



Existing Market - Nodal Areas*

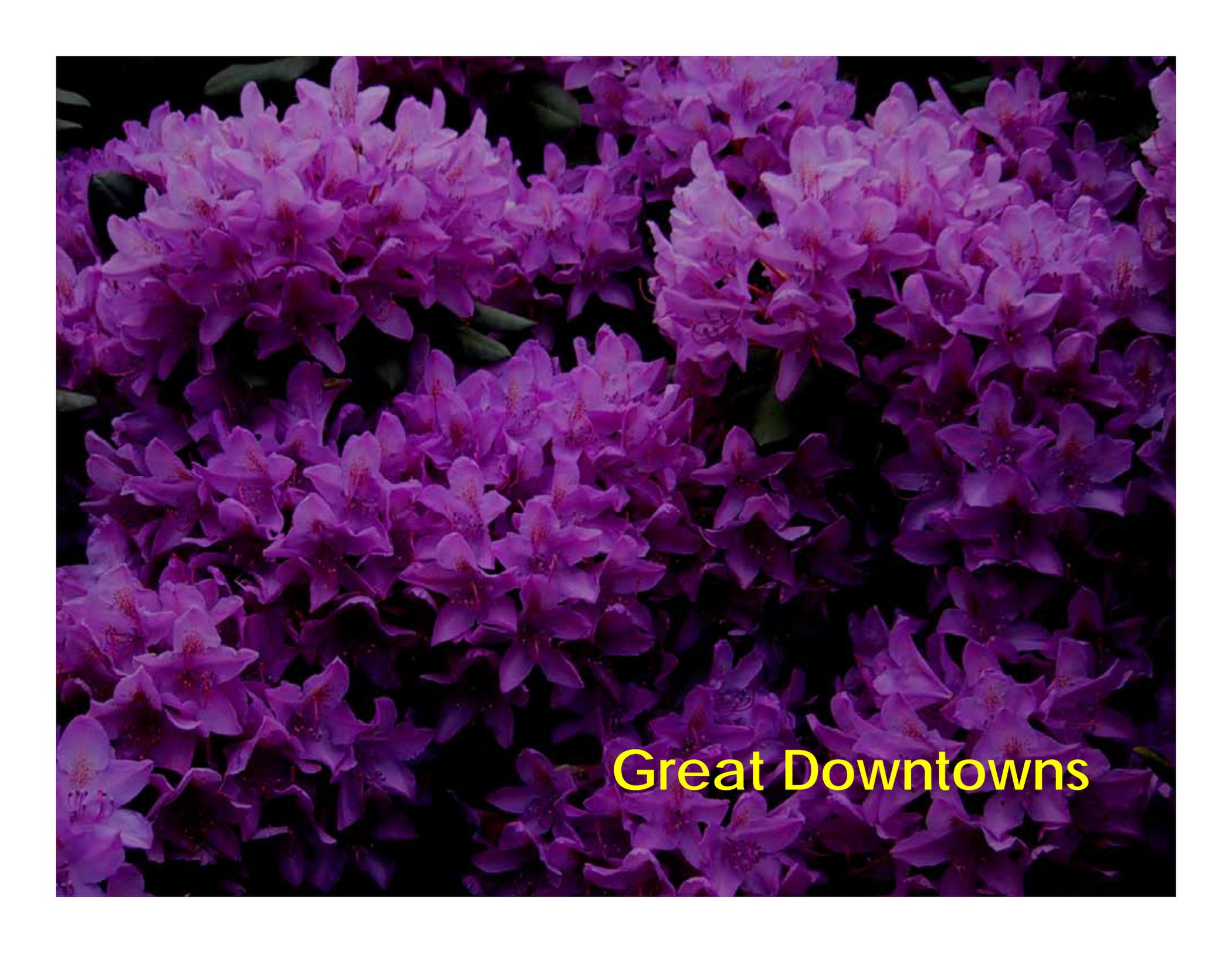
Node	Resid.	Retail	Office
Downtown	0	0	0
Glenwood	85 Units	Some Strip	Low-Rise
Jasper Natron	Some SFR	0	0
Mohawk	0	Strip/Big Box	0
Riverbend	180 Units	100 K office/retail	

* Source ECONorthwest-2003

Market Potential (2015)- Nodal Areas*

Node	Resid.	Retail	Office
Downtown	Some Infill	Renovation	Renovation
Glenwood	600-800 Units	50K to 100K	100K to 200K
Jasper Natron	2,000 Units	350 K	?
Mohawk	40-80 Units	80K	?
Riverbend	880 Units	105 K office/retail	

* Source ECONorthwest-2003

A close-up photograph of a large number of purple flowers, likely azaleas, in full bloom. The flowers are densely packed and fill most of the frame. The background is dark, making the purple color of the petals stand out. In the lower right quadrant, the text "Great Downtowns" is written in a bold, yellow, sans-serif font.

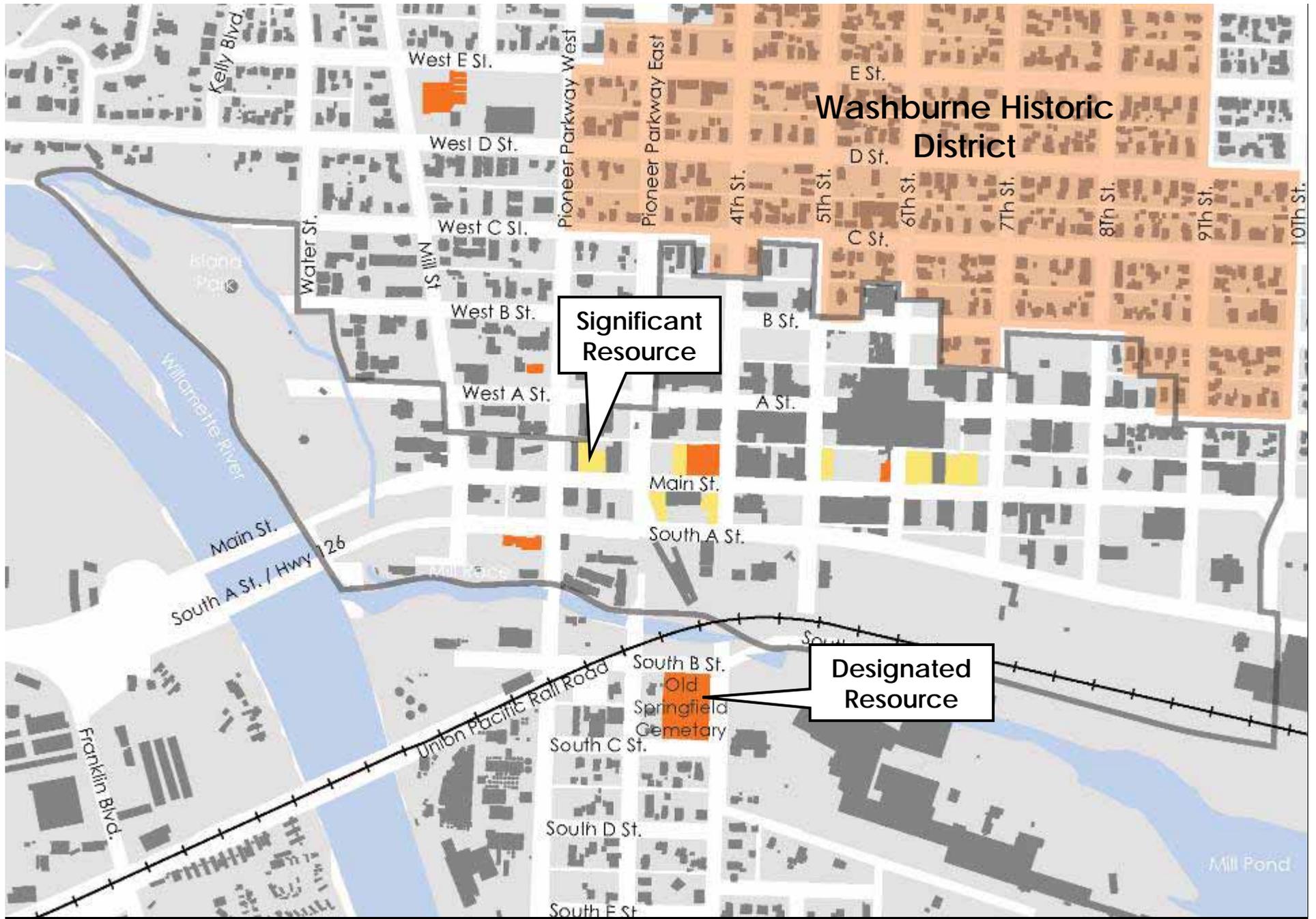
Great Downtowns

Great Downtowns

- Authentic Character
- Retail Hot Spot
- Shopper-Friendly Parking
- Downtown Living Room
- Reconnect to Nature
- Pedestrian and Bicycle Emphasis
- Housing Choices
- Employment Opportunities
- Transit Commitment
- Cultural/Entertainment Anchors

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Existing Historic Resources



Historic Character

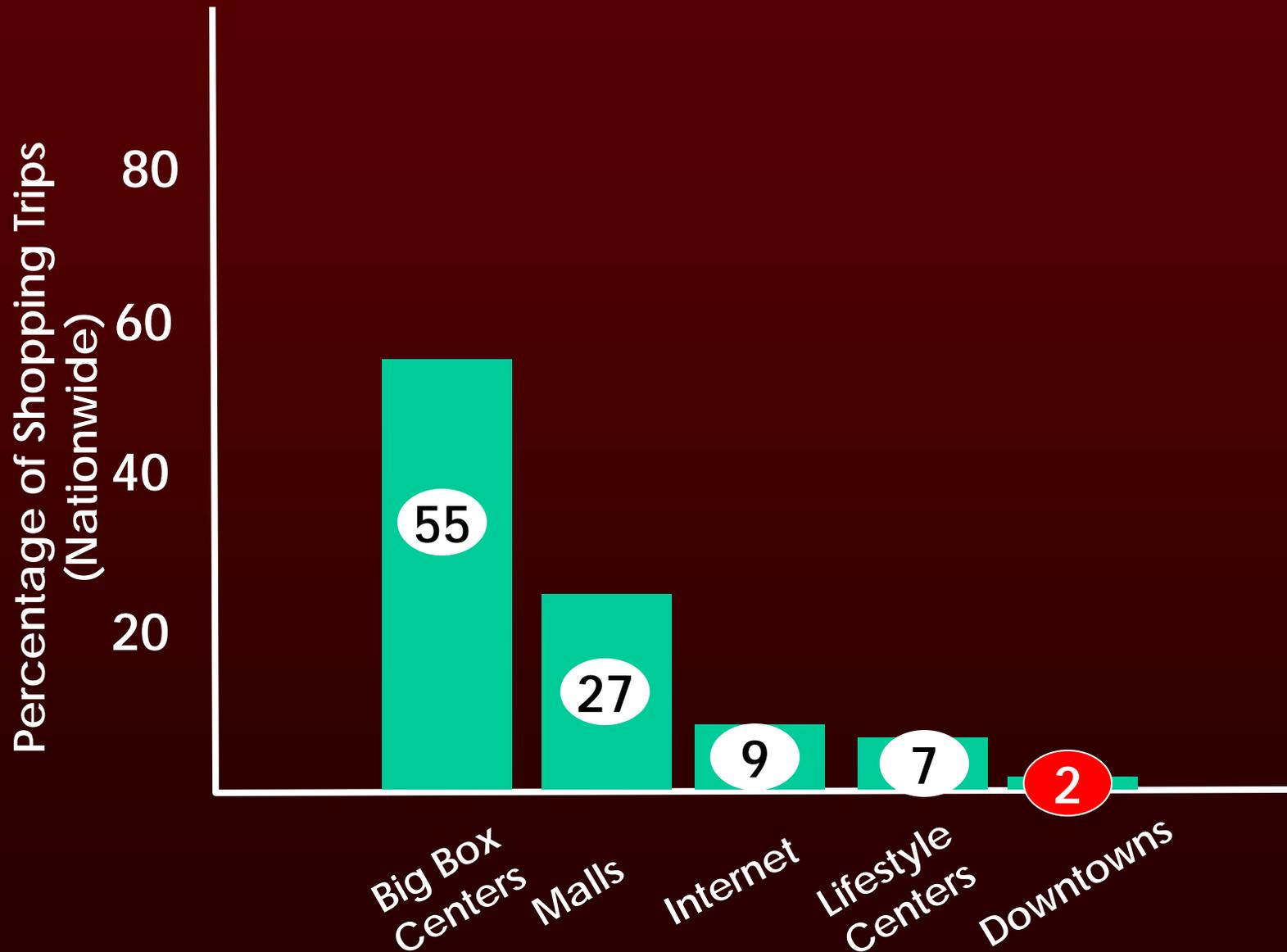
Great Downtowns

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What People Want:

- Convenience
- Bargains
- A retail “experience”

Where People Shop



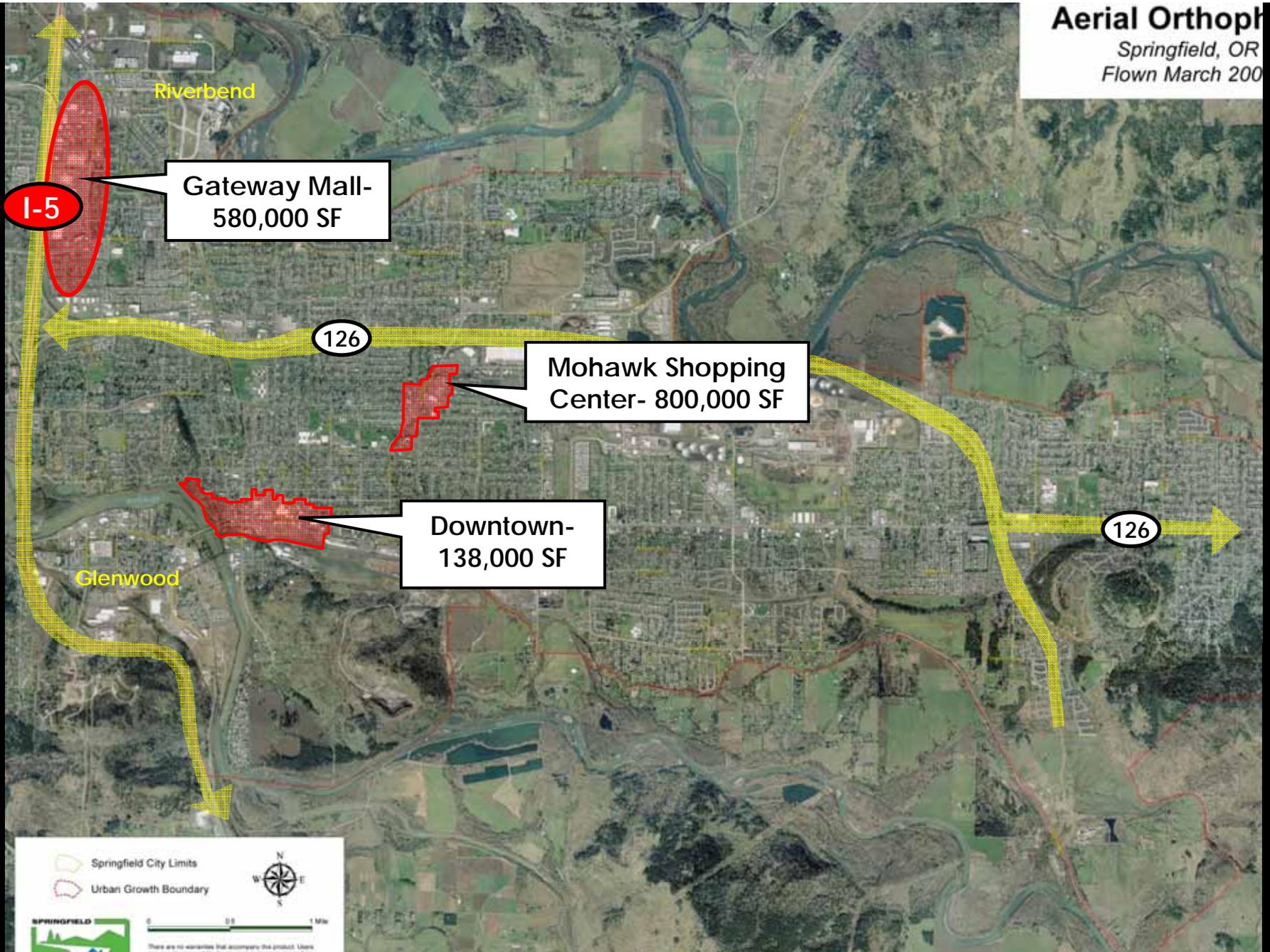
Ten Principles for Rethinking the Mall

Only 1 New Mall Constructed
in America in 2006



Urban Land
Institute

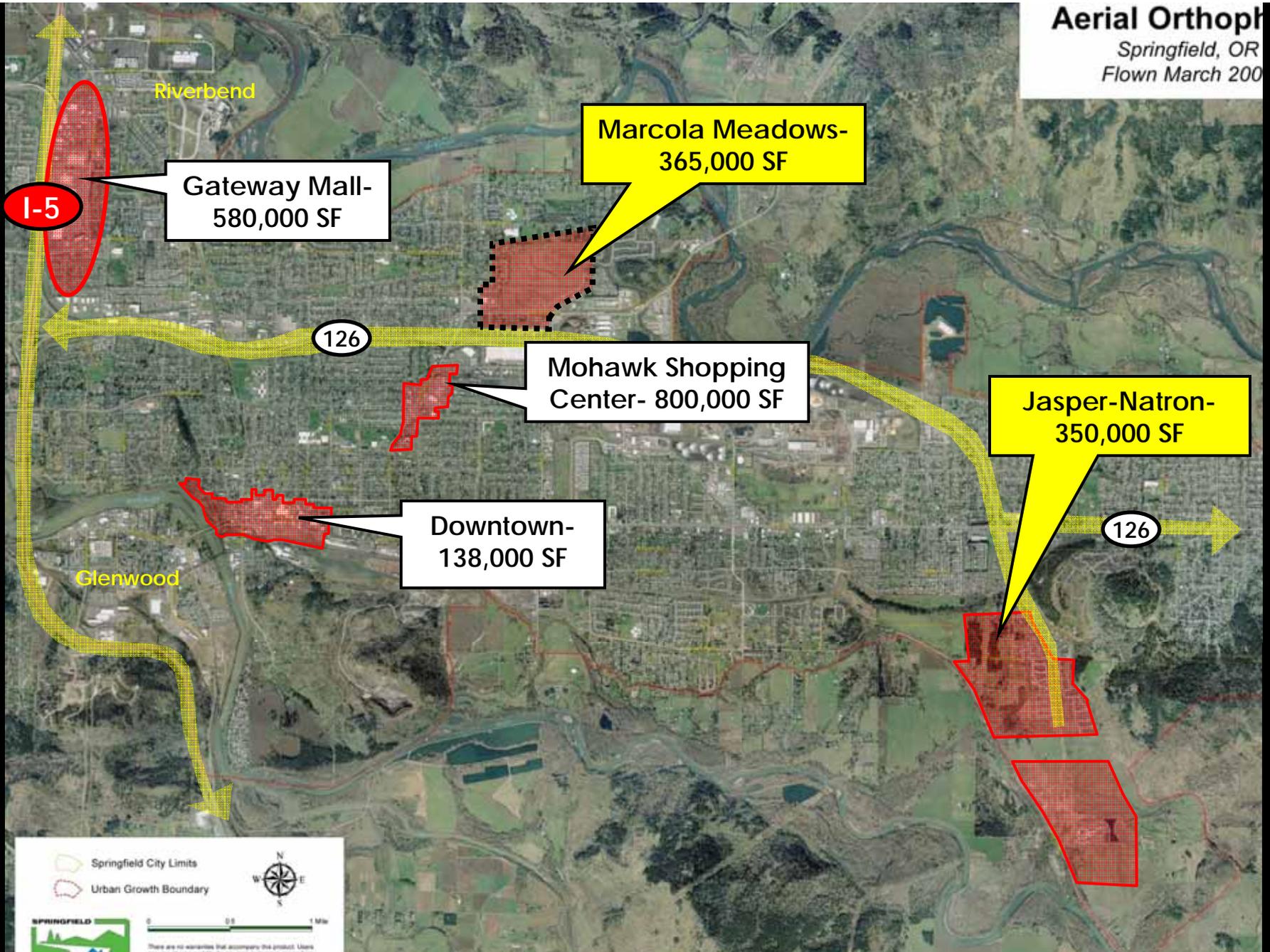
Retail Trends



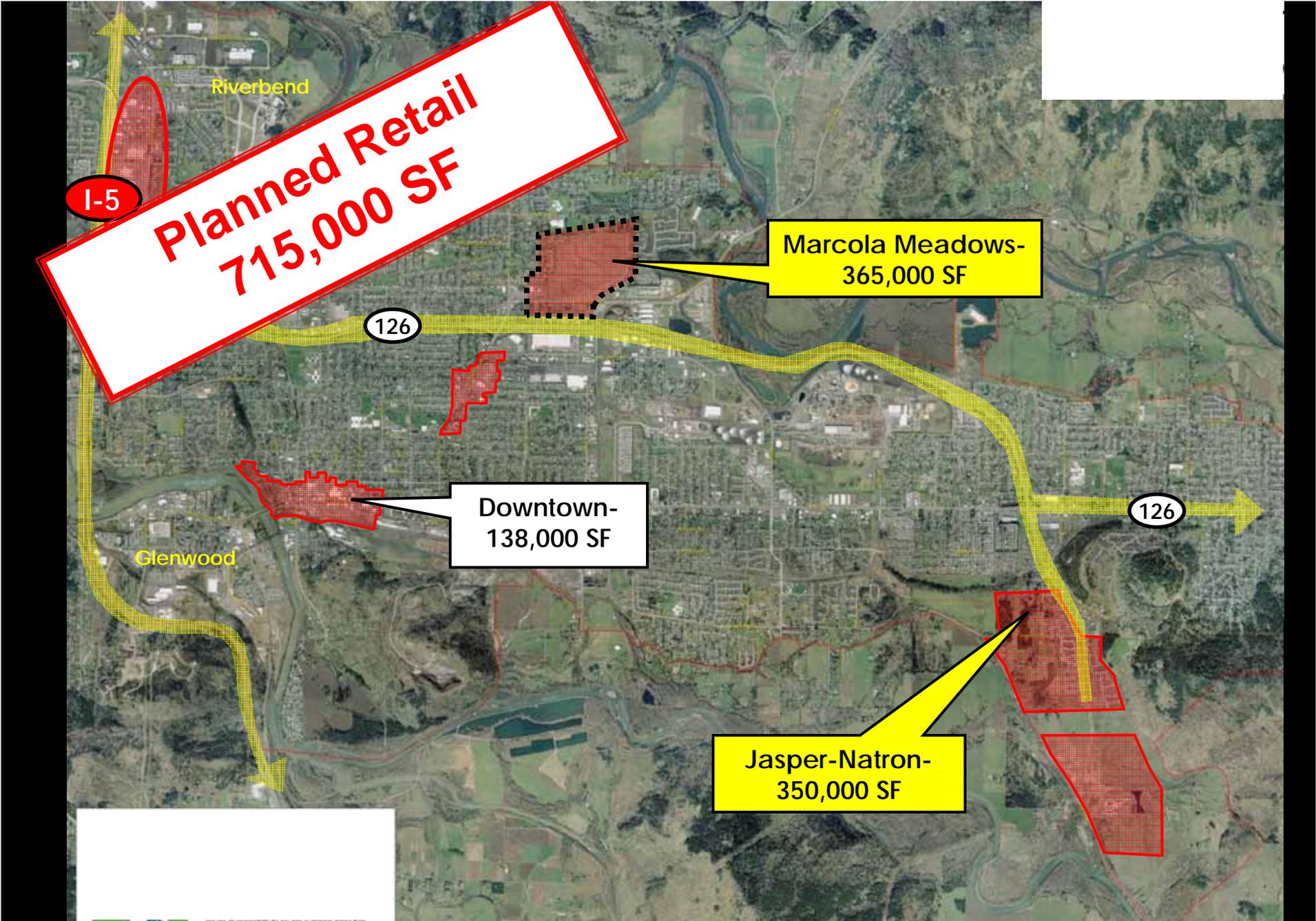
Existing Retail



Existing Retail



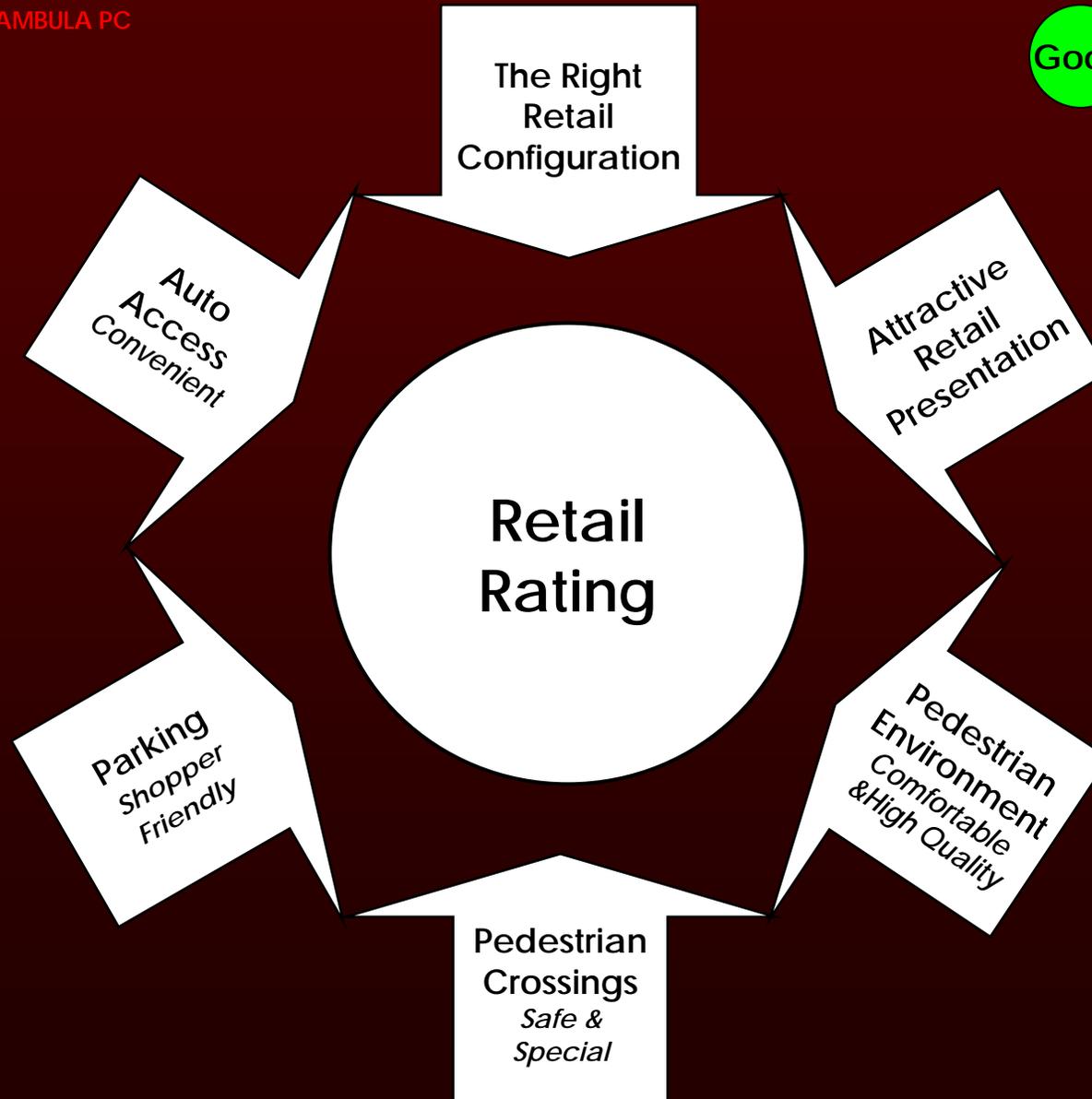
Planned Retail



Planned Retail

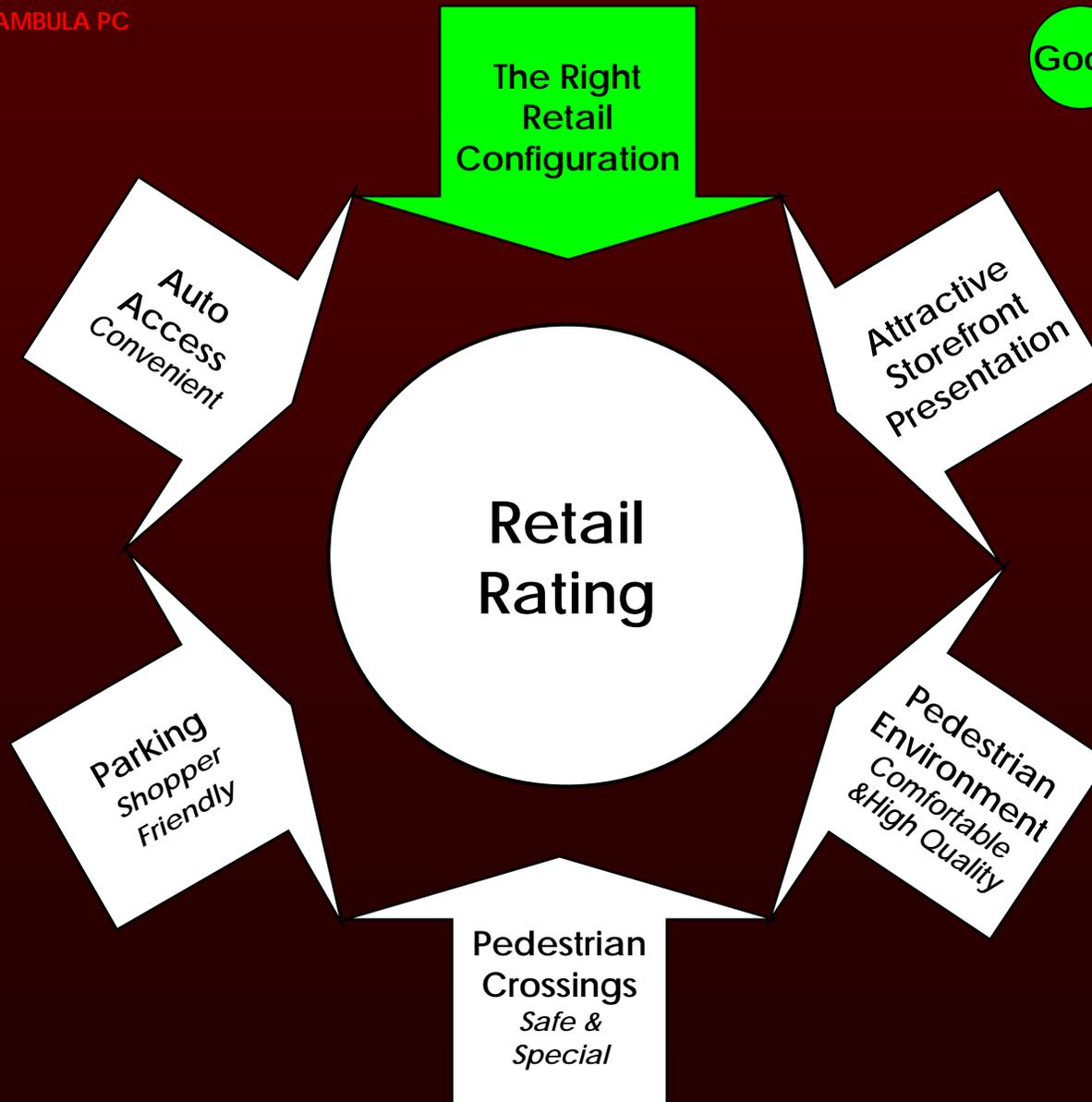
Great Retail

CRANDALL ARAMBULA PC



Great Retail

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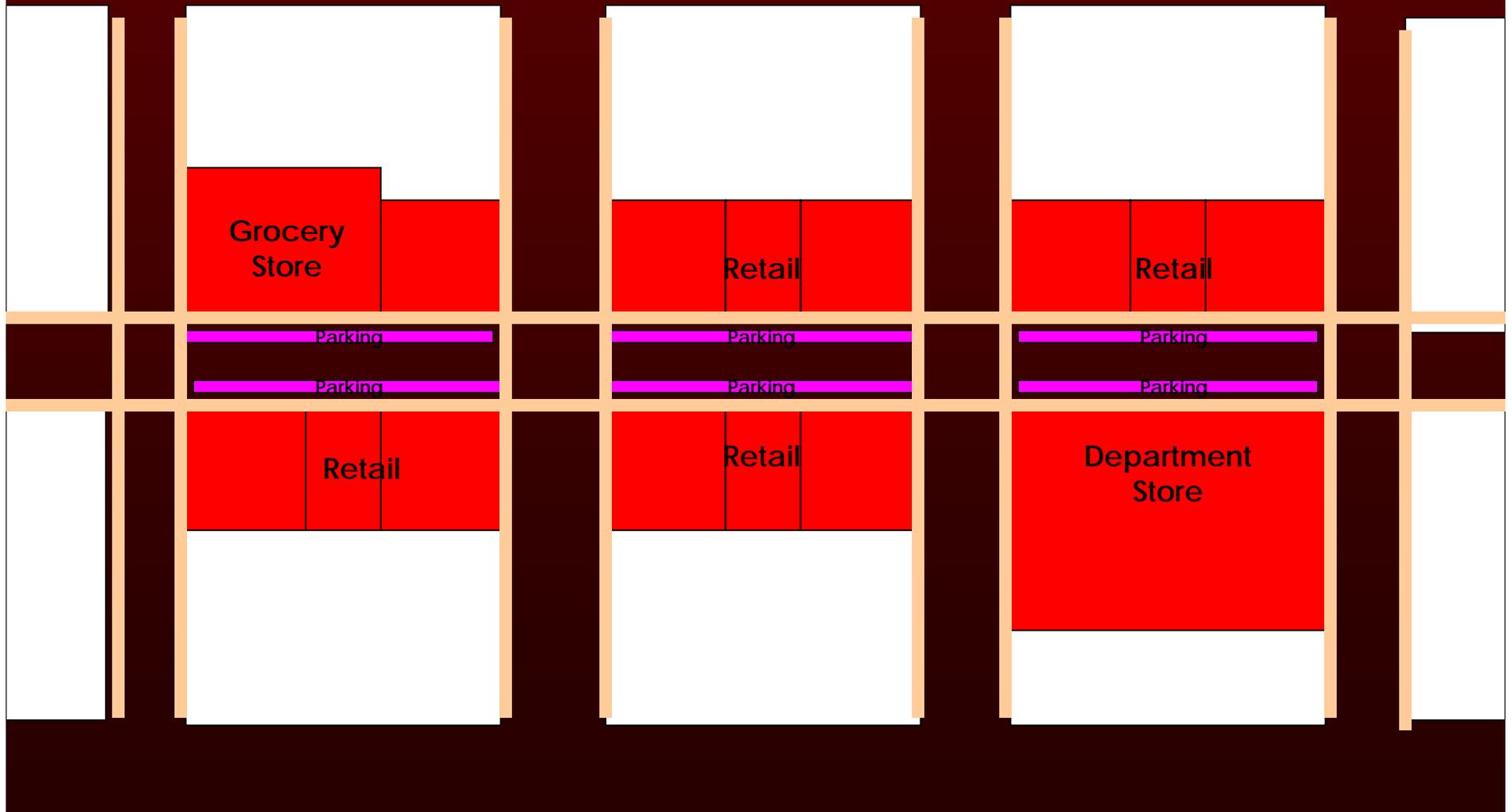


Fundamental Retail Street Requirements

The Right Retail Configuration

- 1) **Ground floor retail on both sides of the street**
- 2) Major retail development anchoring beginning and end of street
- 3) Street length approximately 1/4 mile – 5 minute walk
- 4) Critical Mass- Minimum of 150,000 square feet of contiguous retail uses

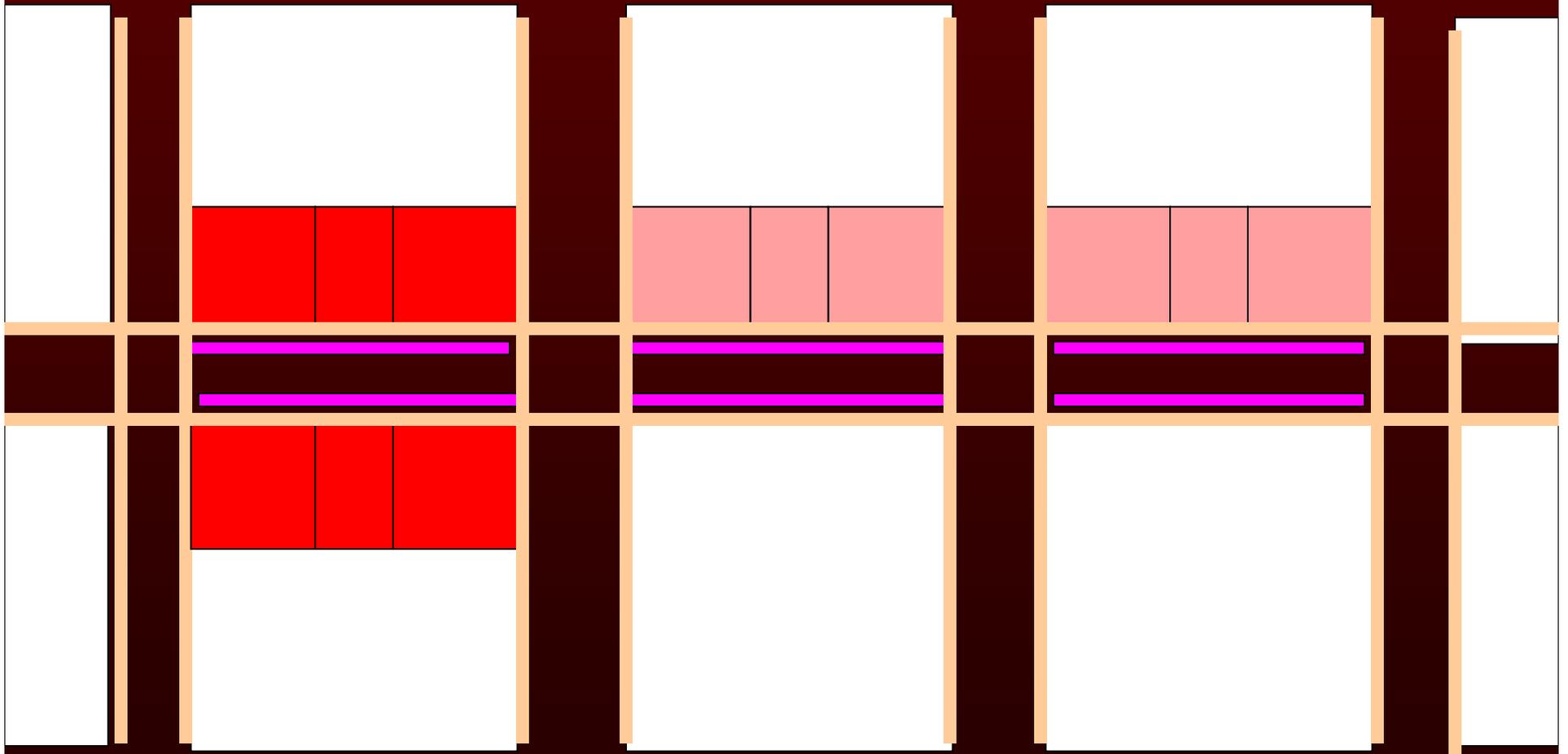
Traditional Retail Main Street



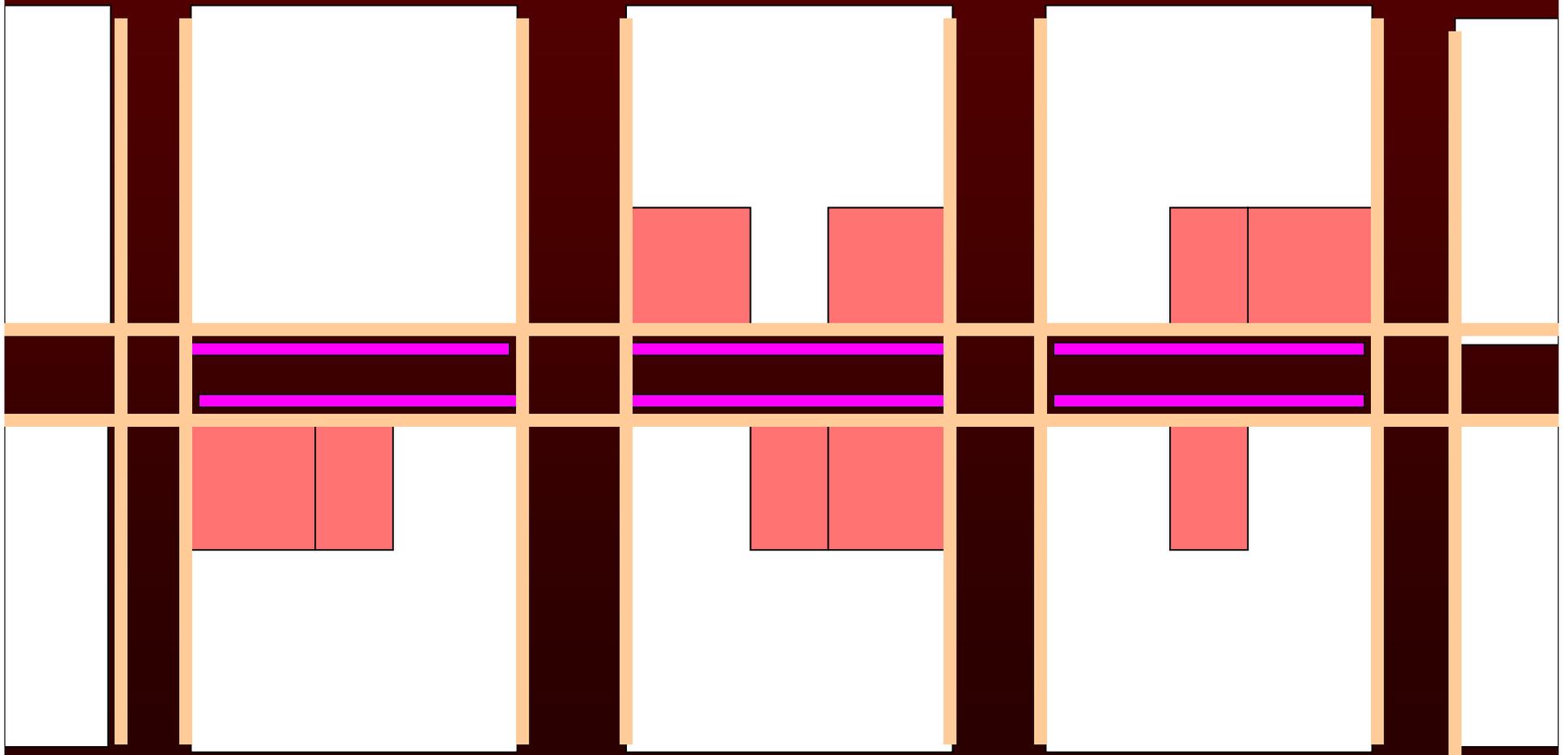


Hood River, Oregon

One Sided Retail



Discontinuous Retail

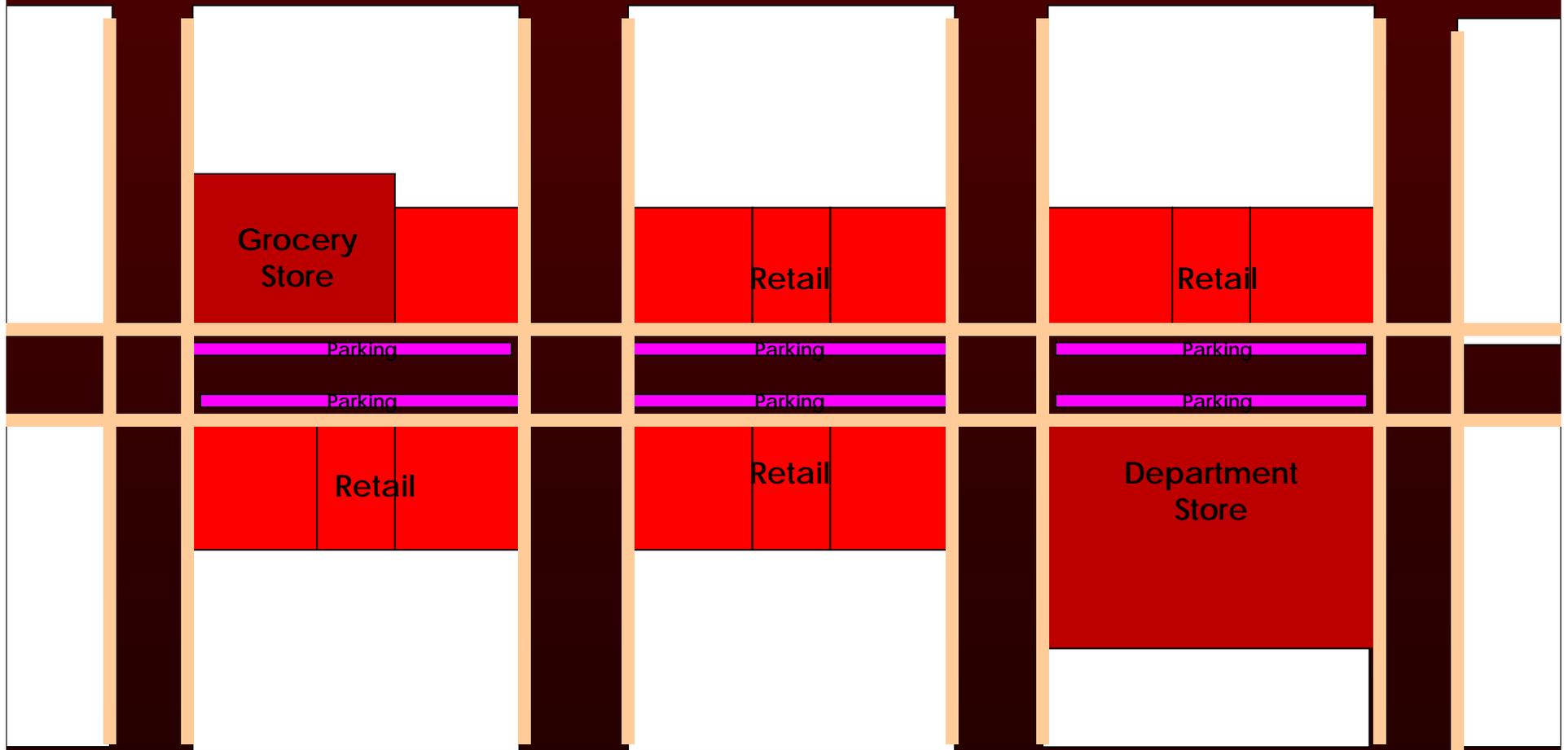


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Traditional Retail Main Street





**Retail Streets (Nationwide):
Anchors = 30% Additional Sales for
Adjacent Shops**

Retail Anchors

Fundamental Retail Street Requirements

The Right Retail Configuration

- 1) Ground floor retail on both sides of the street
- 2) Major retail development anchoring beginning and end of street
- 3) **Street length approximately 1/4 mile – 5 minute walk**
- 4) Critical Mass- Minimum of 150,000 square feet of contiguous retail uses



Main Street



1/4 Mile



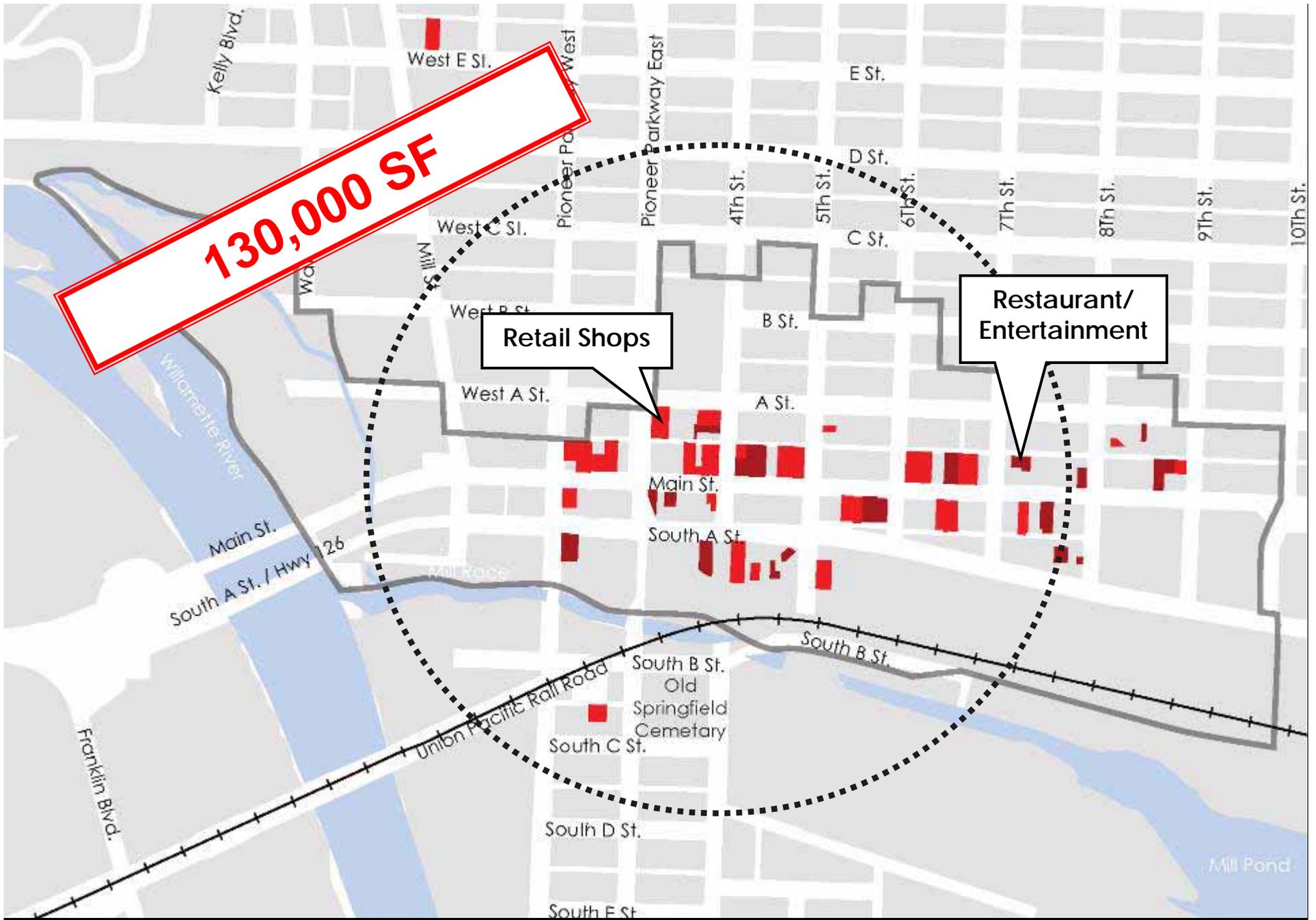
Typical Mall

Springfield

Fundamental Retail Street Requirements

The Right Retail Configuration

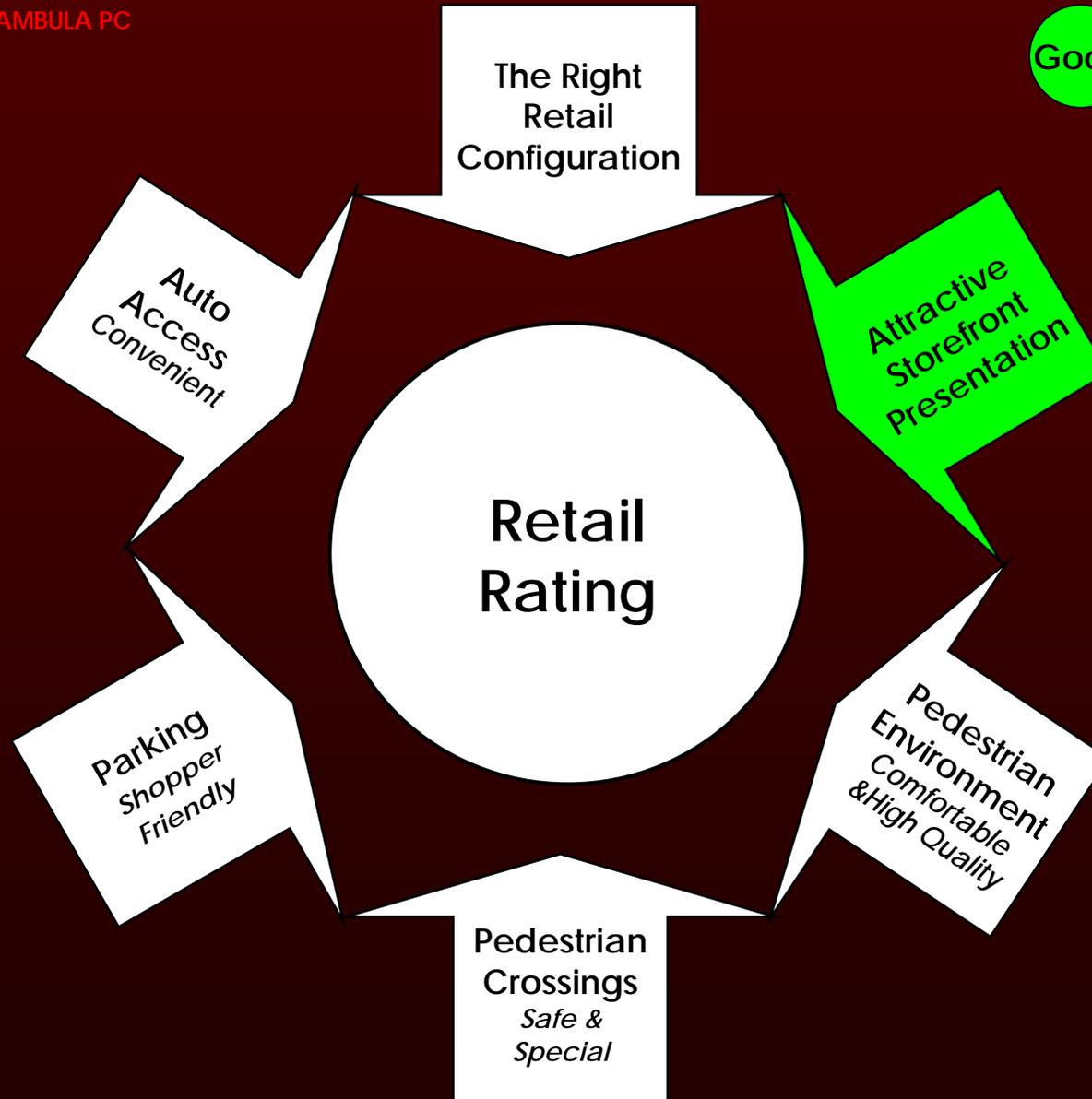
- 1) Ground floor retail on both sides of the street
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- 3) Street length approximately 1/4 mile – 5 minute walk
- 4) **Critical Mass- Minimum of 150,000 square feet of contiguous retail uses**



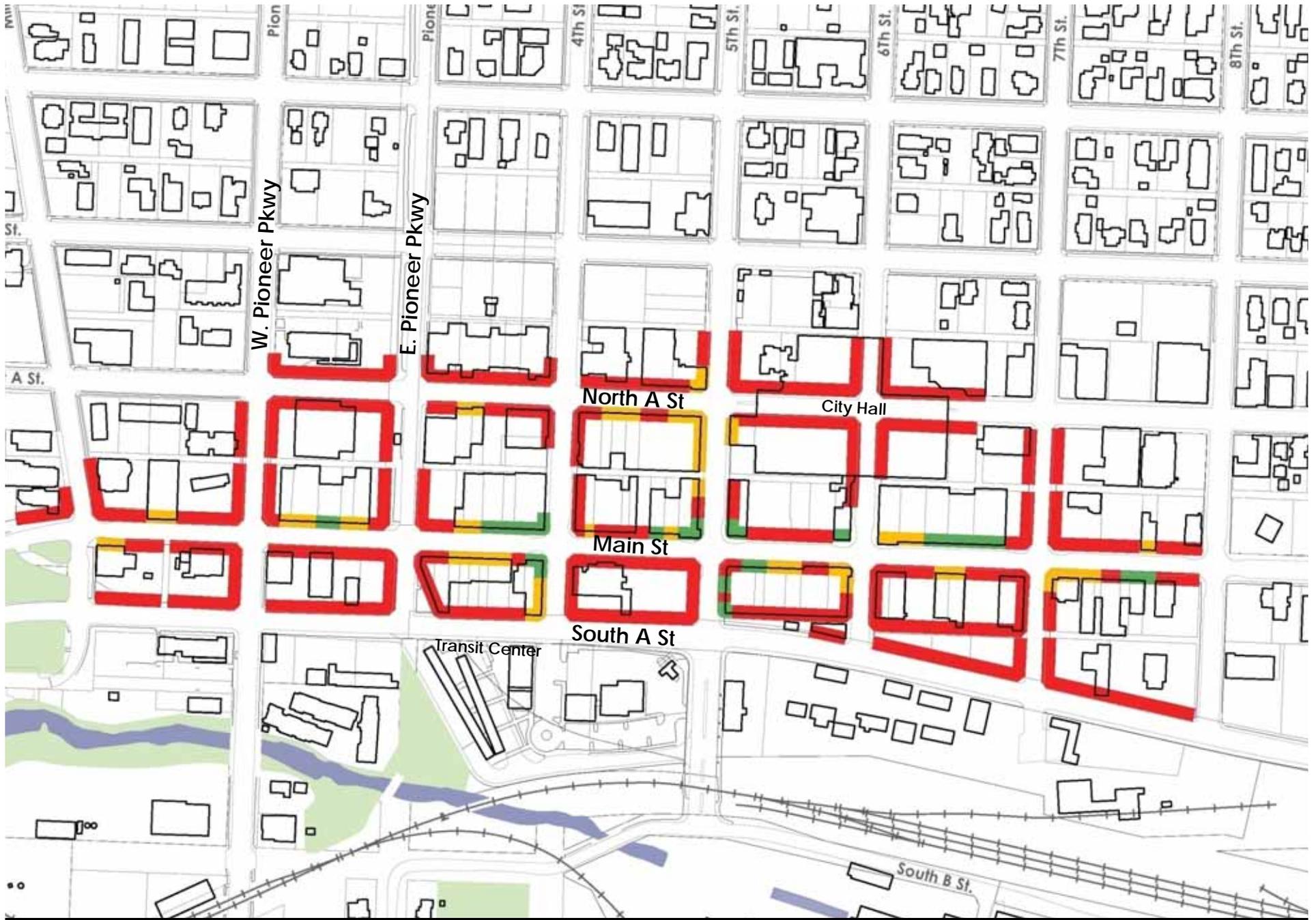
Existing Retail- Not Contiguous

Great Retail

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Storefront Evaluation



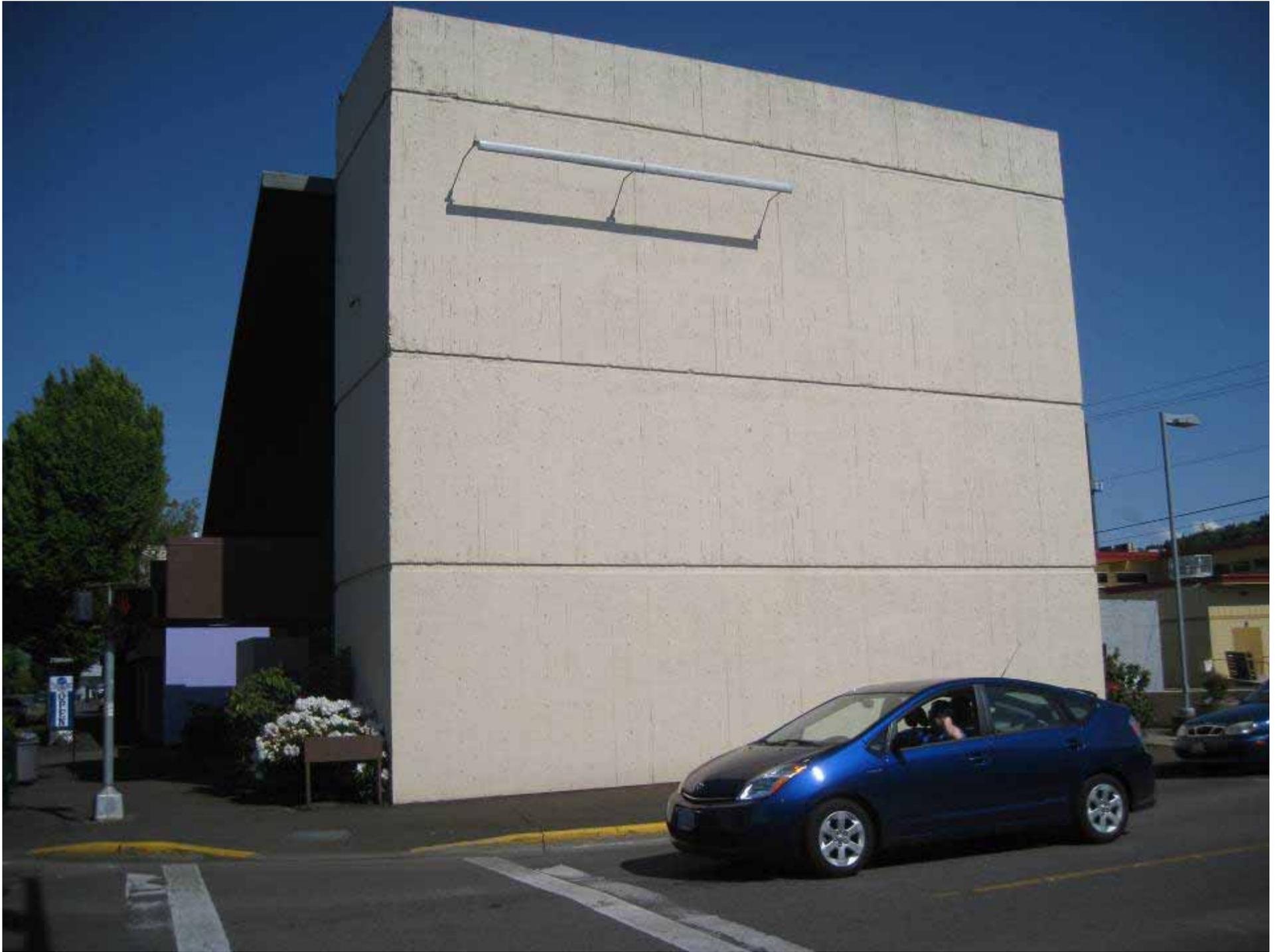
Existing Retail Storefronts- Good





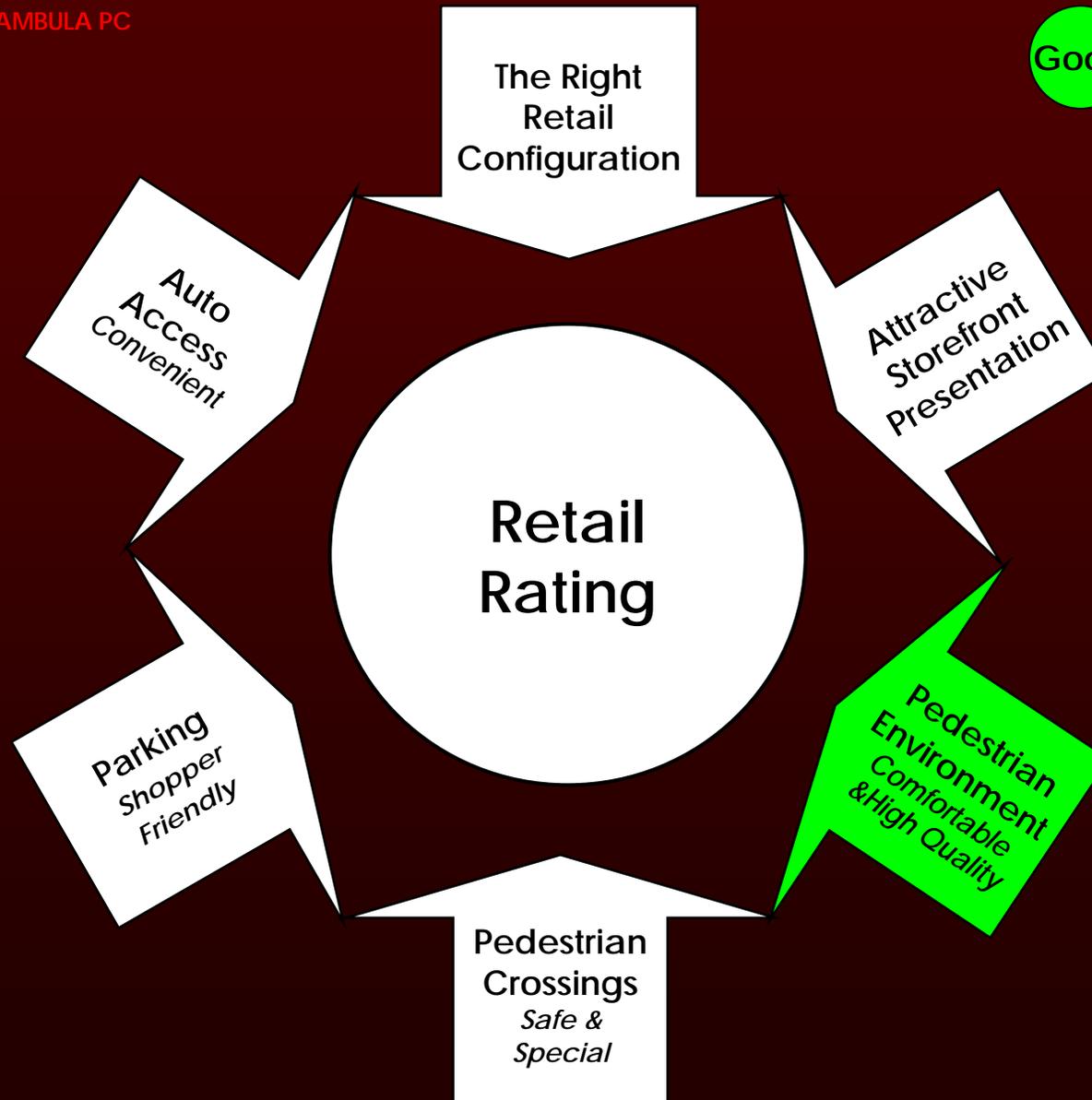
Existing Retail Storefronts- Poor





Great Retail

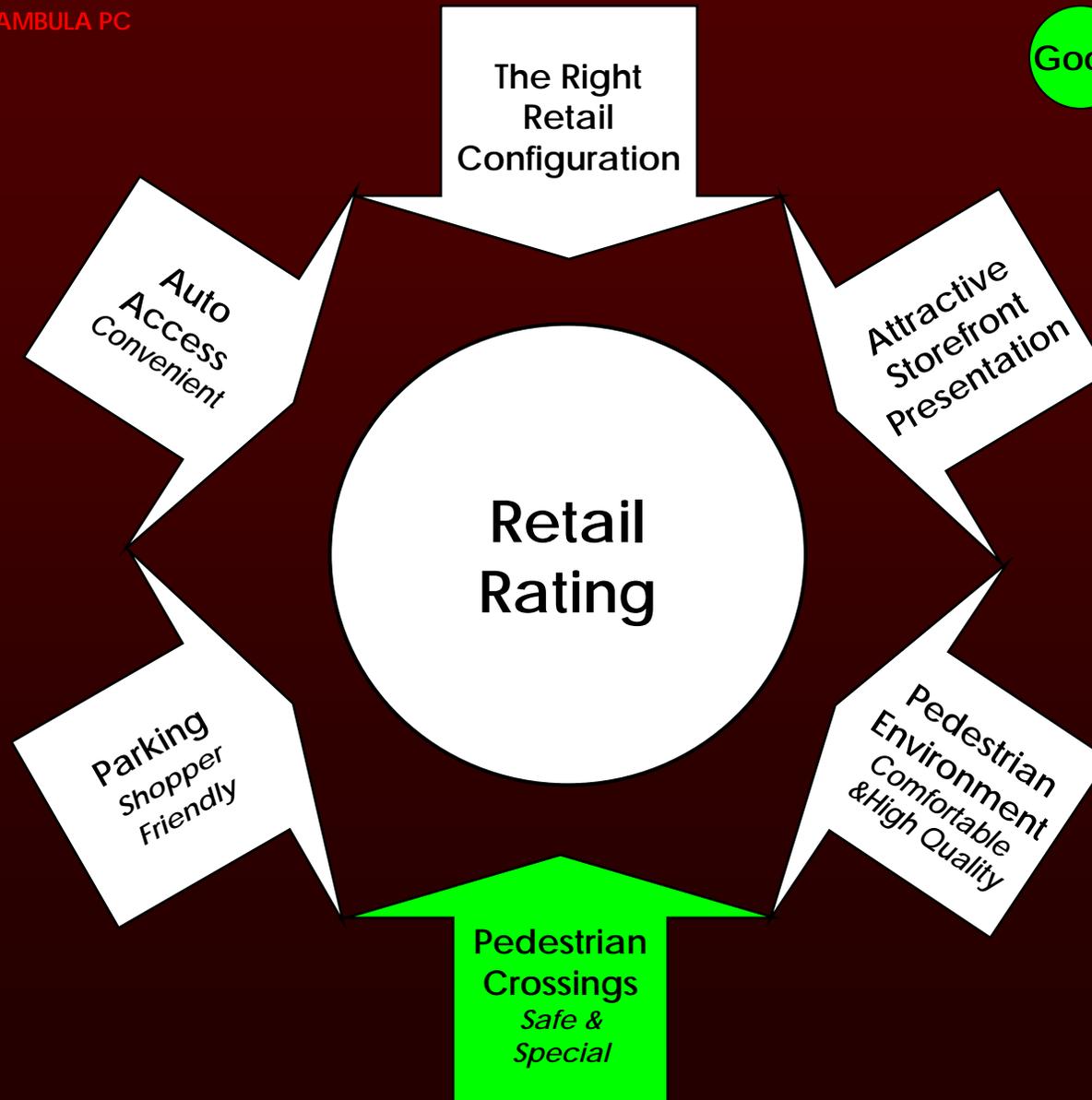
CRANDALL ARAMBULA PC





Great Retail

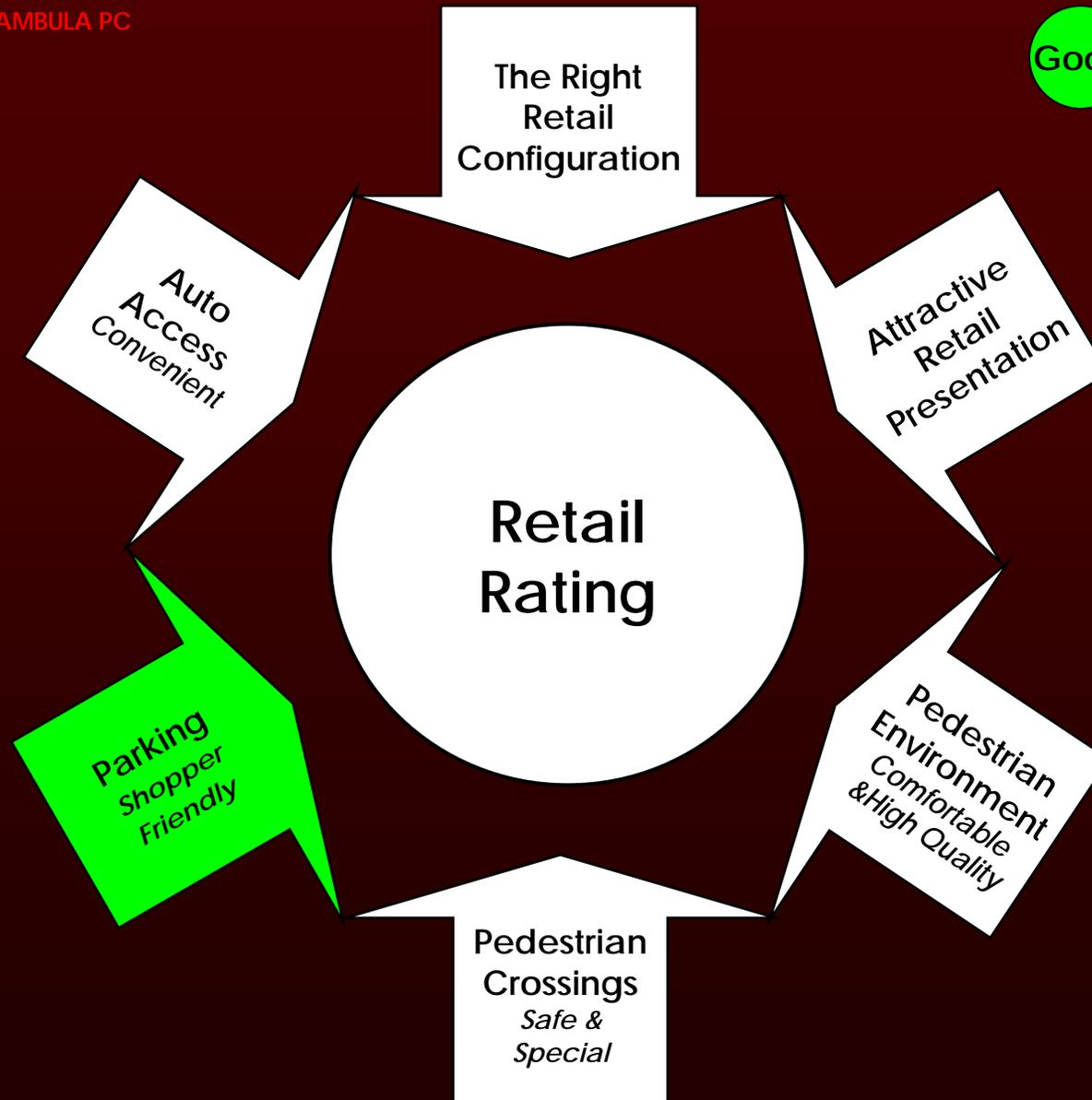
CRANDALL ARAMBULA PC





Great Retail

CRANDALL ARAMBULA PC



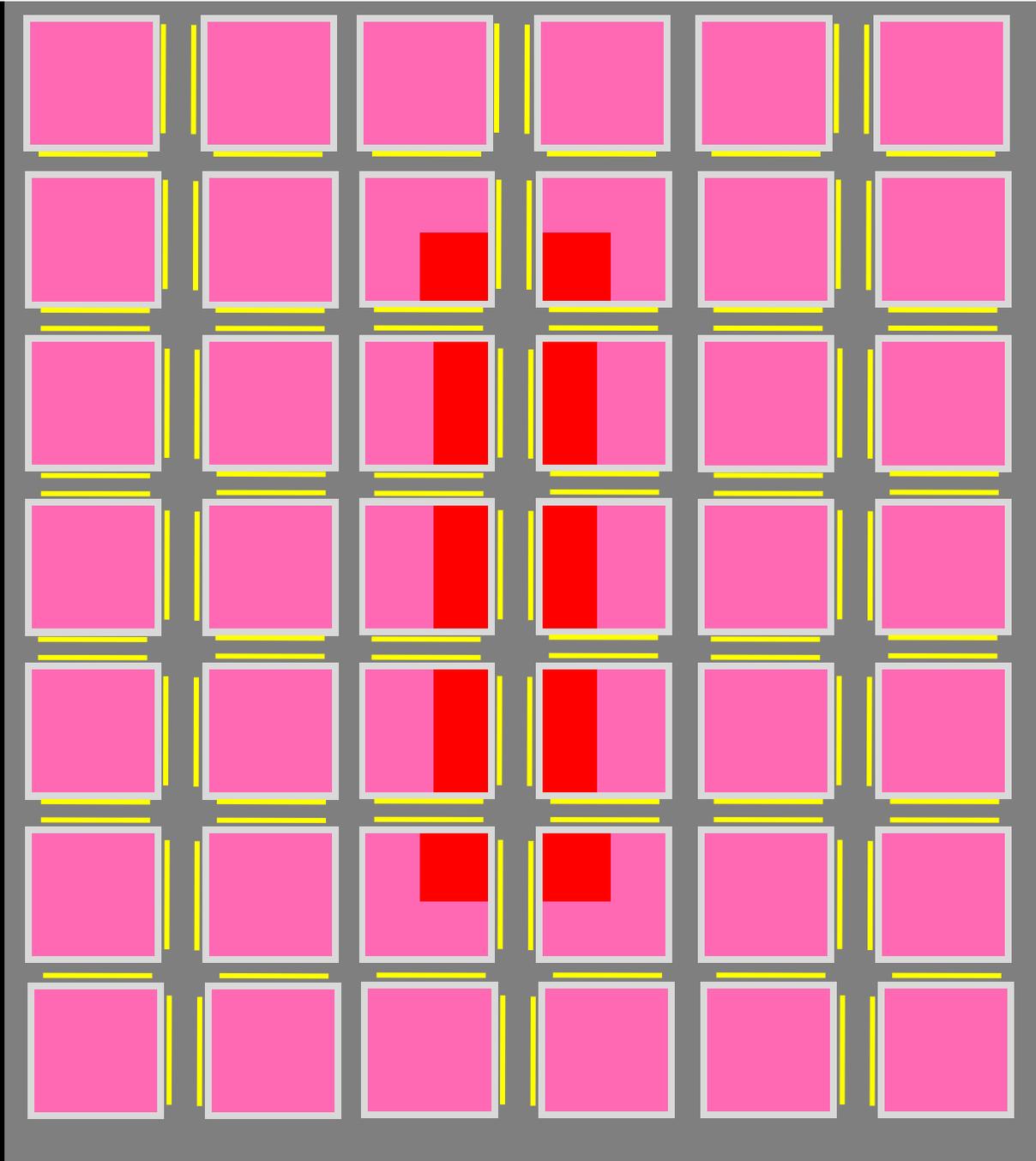
Fundamental Requirements

Downtown Parking

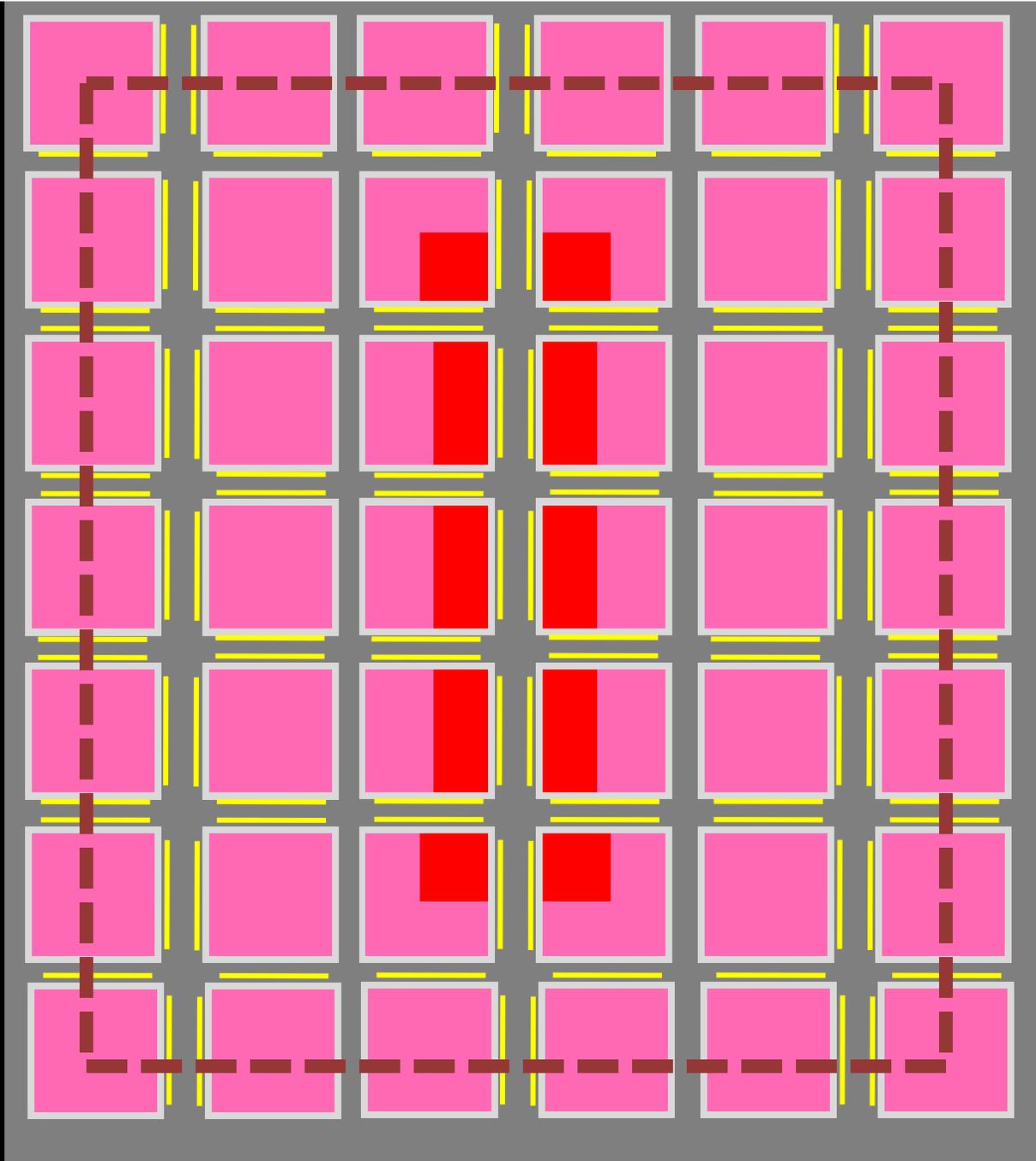
	Retail Proximity	Convenient Access	Work Proximity
1 Local Shopper	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 Visitor	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
3 Employment	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



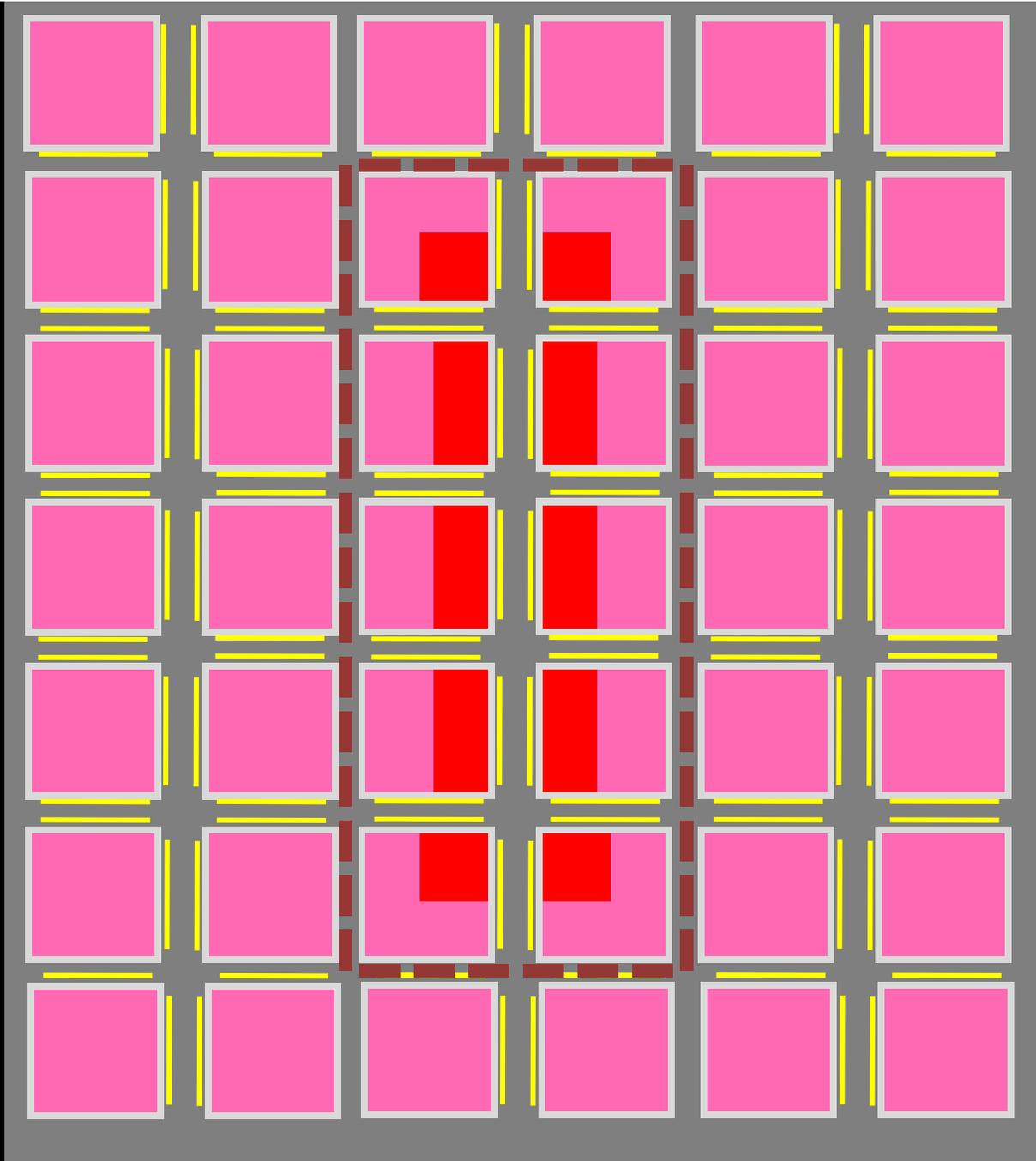
Retail Parking



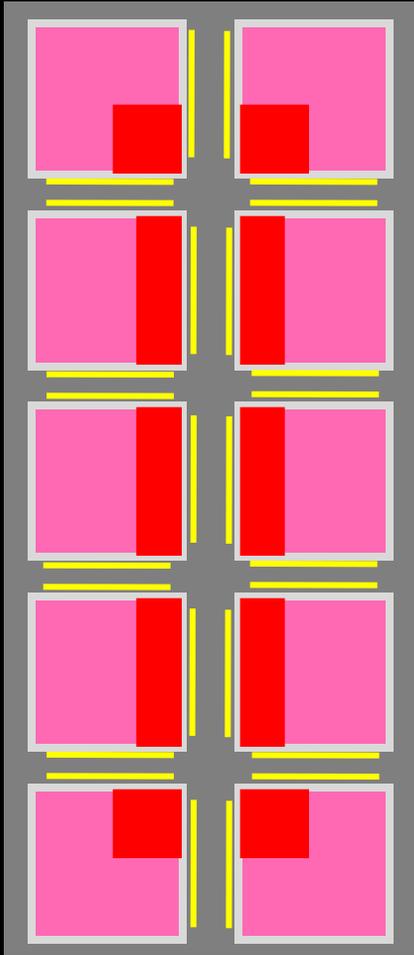
Main Street Retail



Main Street Retail – Available Parking

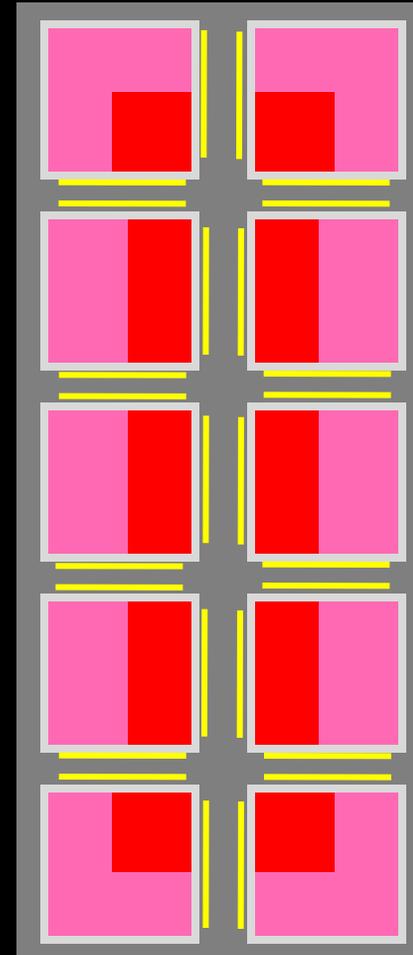


Main Street Retail – Convenient Parking



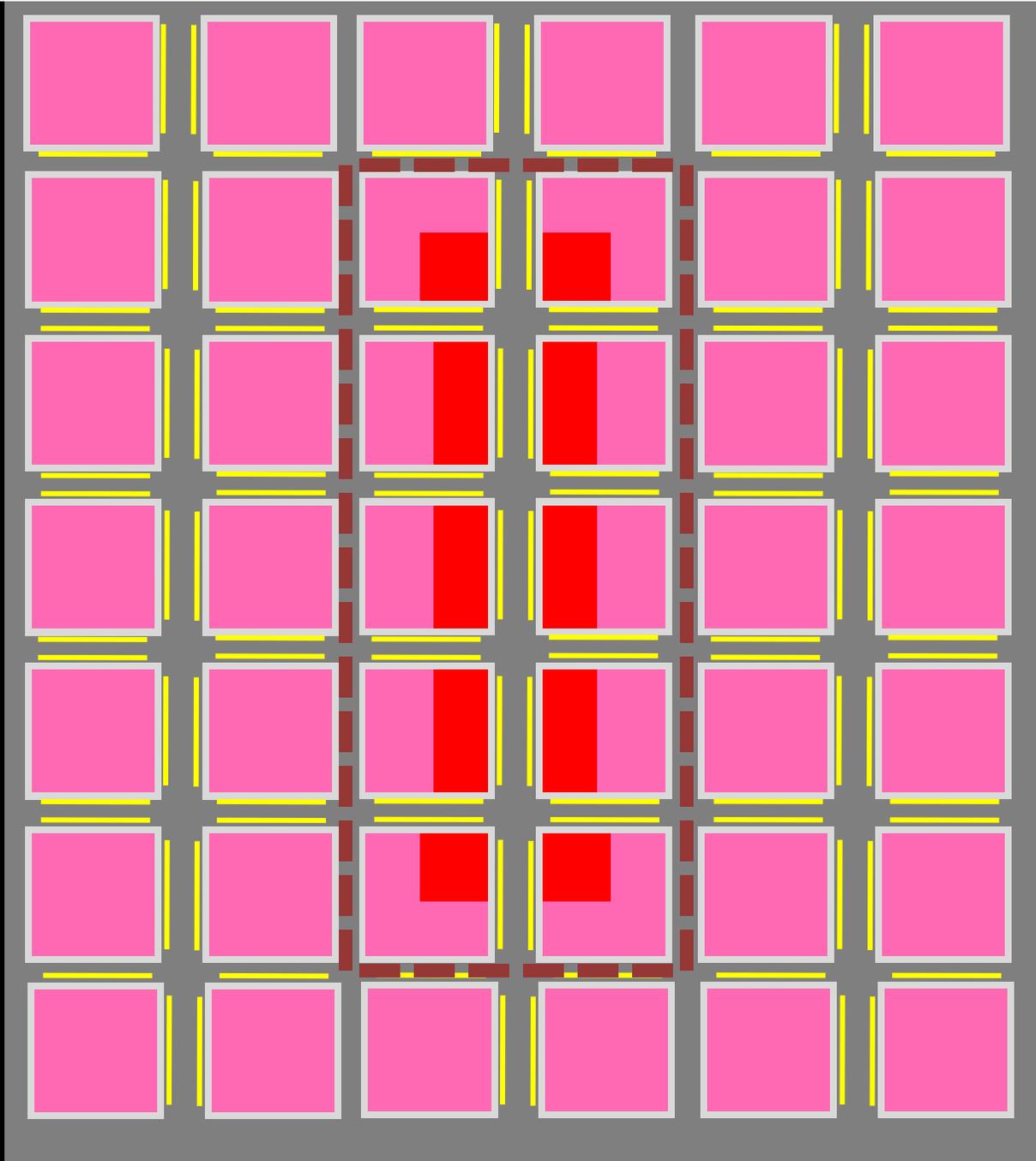
60' Retail

Retail Area	86,400 SF
Convenient Parking	180 Spaces
Parking Demand	430 Spaces
Parking Shortage	250 Spaces

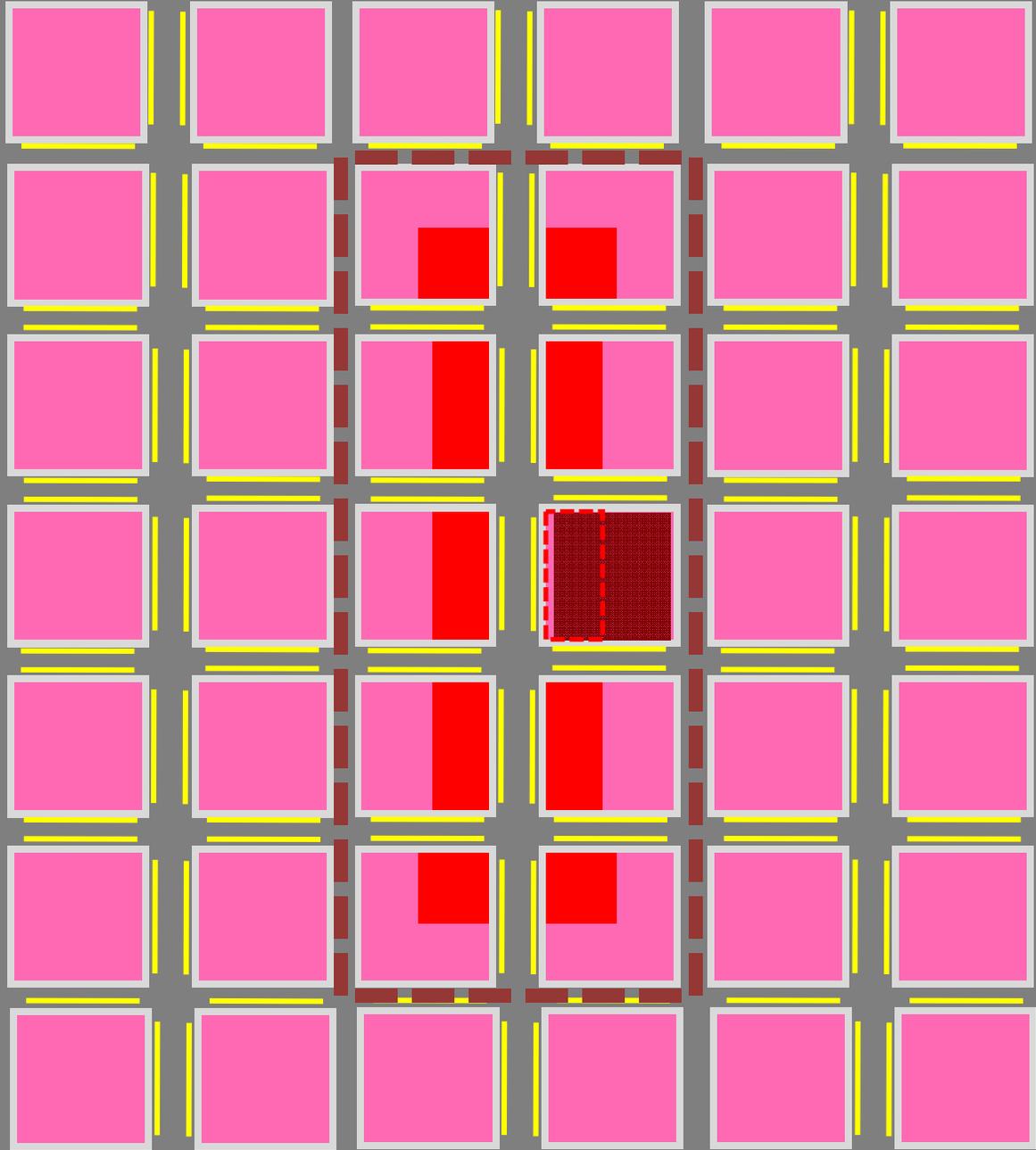


100' Retail

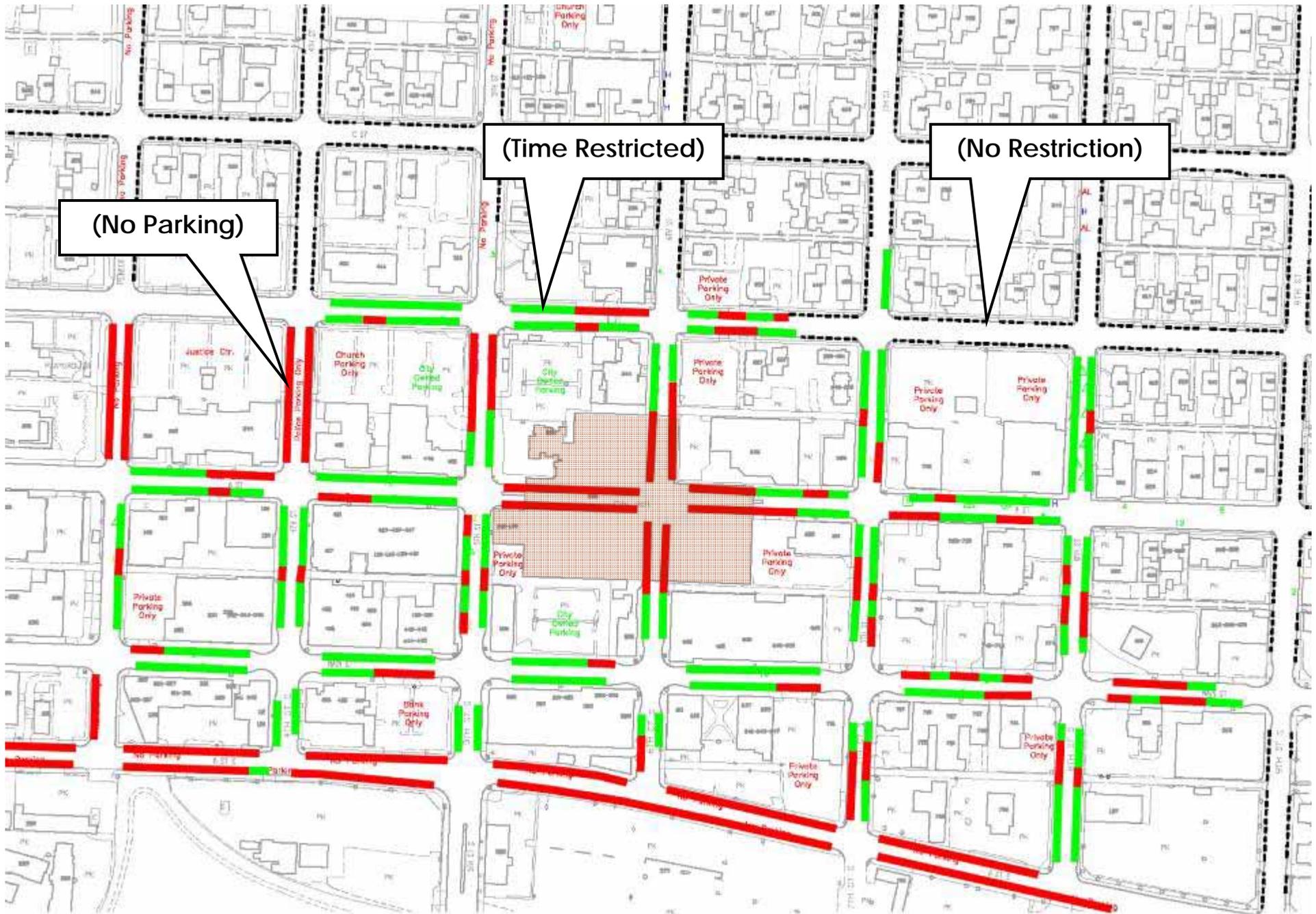
Retail Area	160,000 SF
Convenient Parking	180 Spaces
Parking Demand	800 Spaces
Parking Shortage	620 Spaces



Main Street Retail – Convenient Parking



Main Street Retail – Deficit Parking



(No Parking)

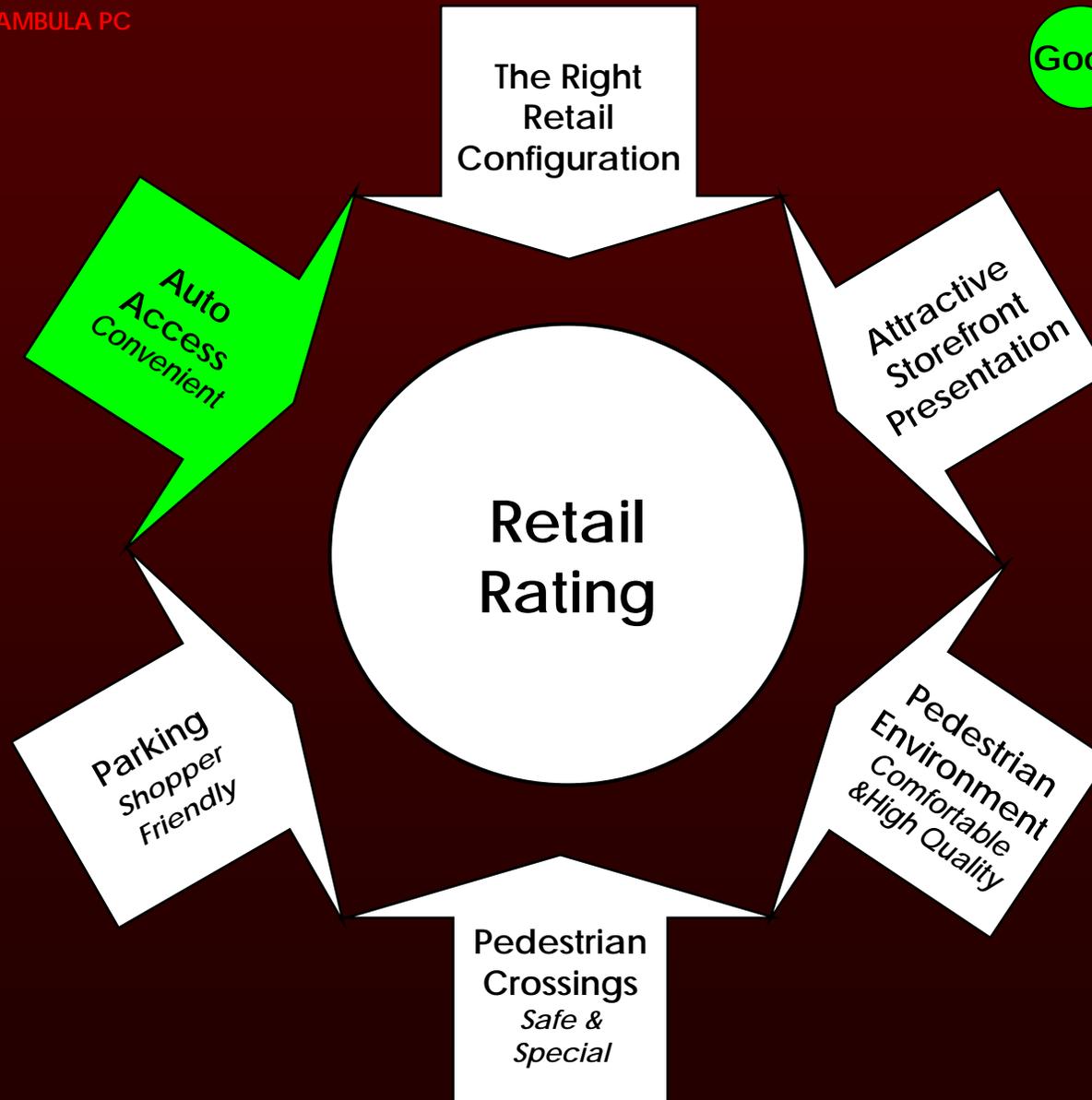
(Time Restricted)

(No Restriction)

On- Street Parking

Great Retail

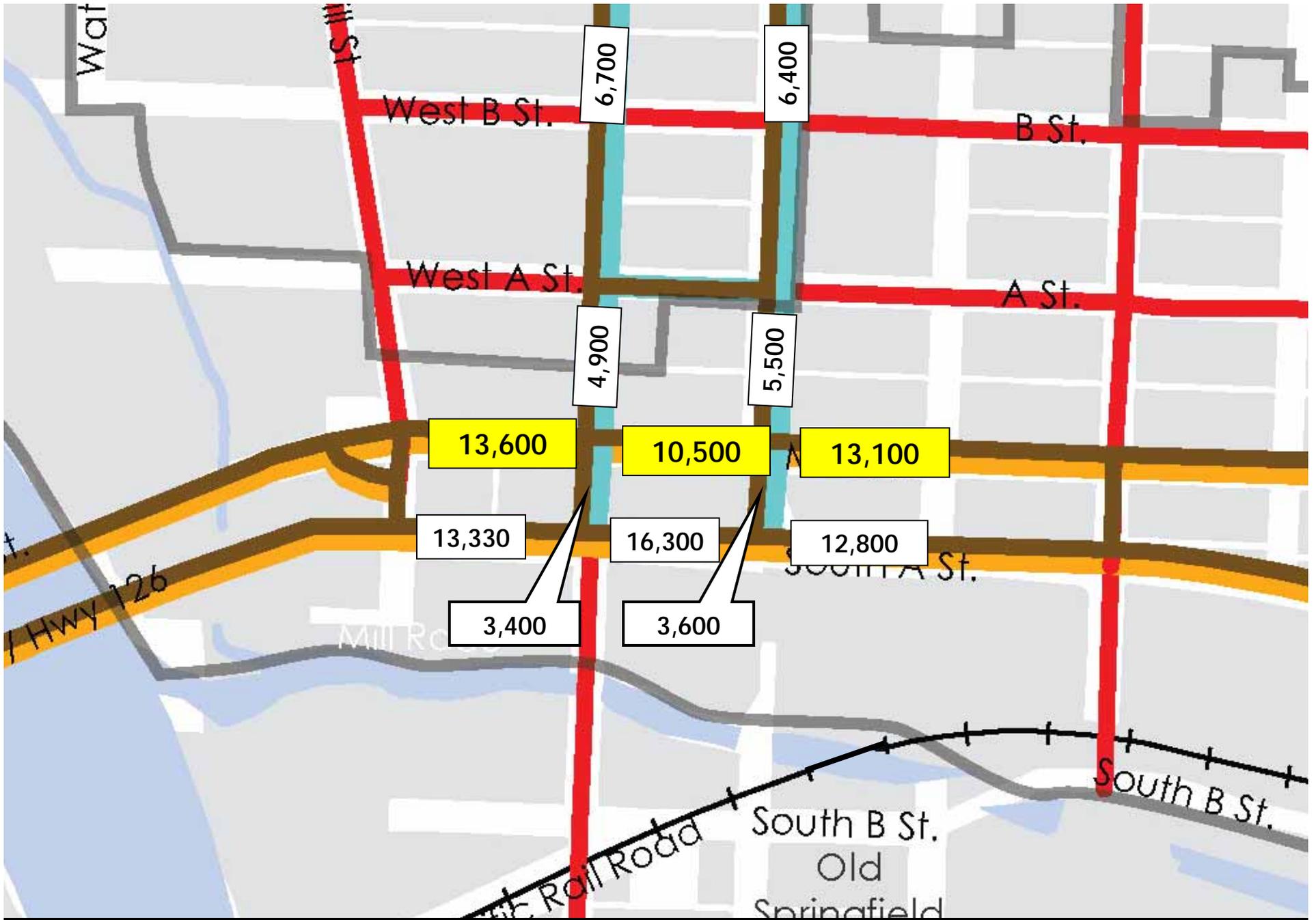
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12,000 Average
Daily Trips

Busy Street



Existing Traffic

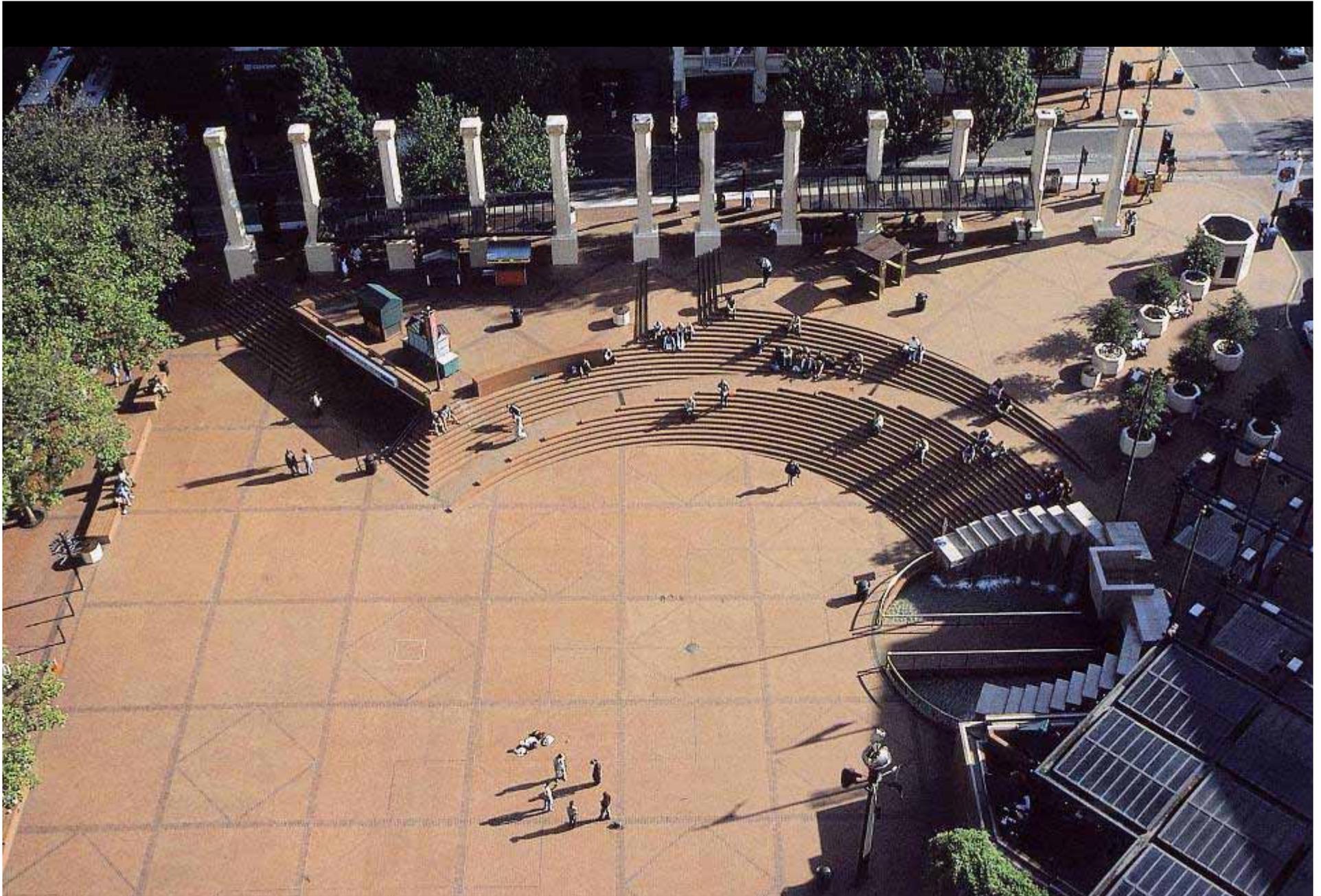
Great Downtowns

- Authentic Character
- Retail Hot Spot
- Shopper-Friendly Parking
- **Downtown Living Room**
- Reconnect to Nature
- Pedestrian and Bicycle Emphasis
- Housing Choices
- Employment Opportunities
- Transit Commitment
- Cultural/Entertainment Anchors

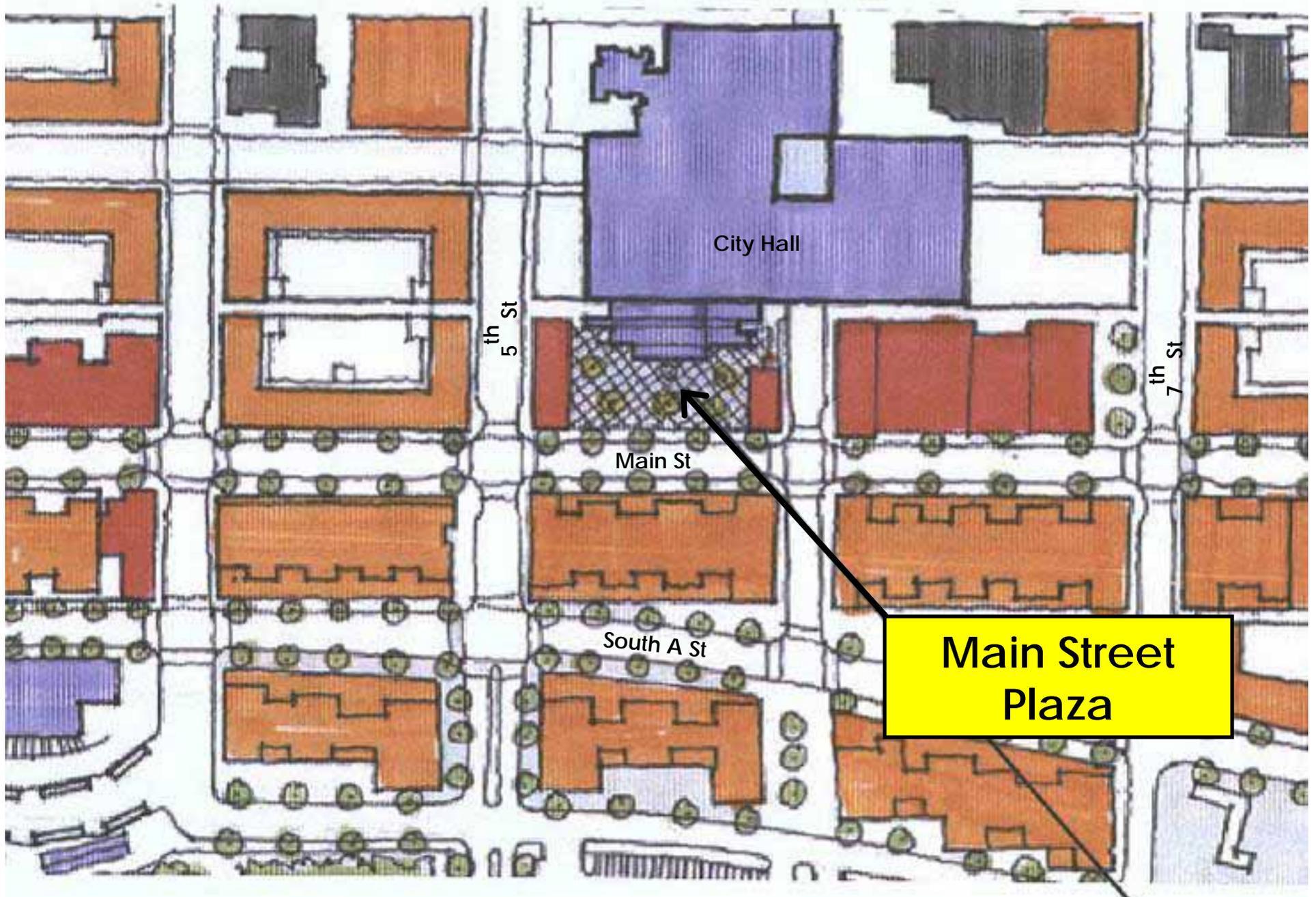
Fundamental Characteristics

Great Public Space

- In the center of the city
- At a crossroads (retail/pedestrian/auto/transit)
- Surrounded by buildings with active ground floor uses
- A place for:
 - All ages
 - All seasons
 - All hours of the day
- With large paved areas for holding public events
- Simple and elegant design



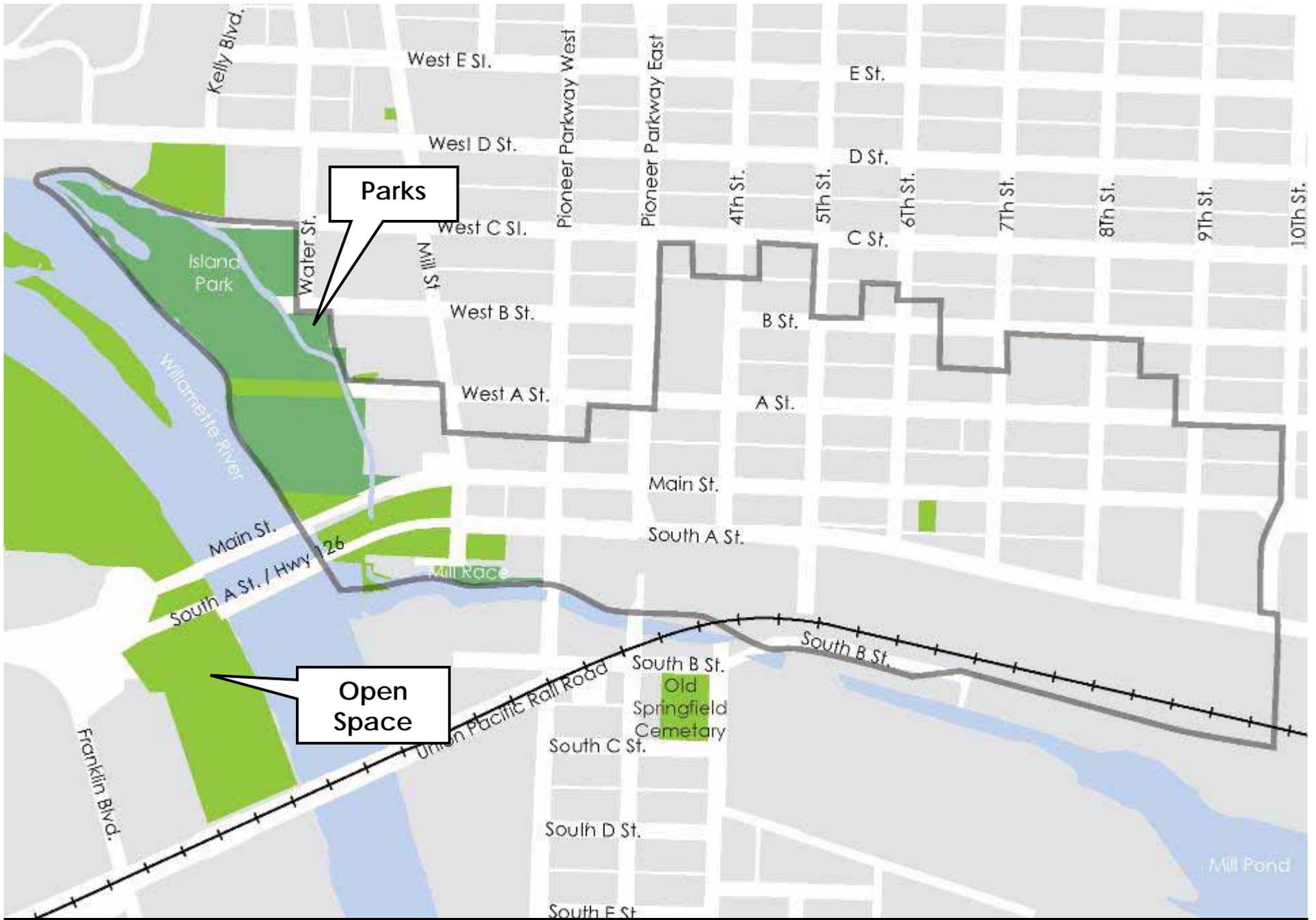
Pioneer Courthouse Square, Portland, OR



Springfield Station Specific Area Plan (2001)

Great Downtowns

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Parks

Open Space

Parks







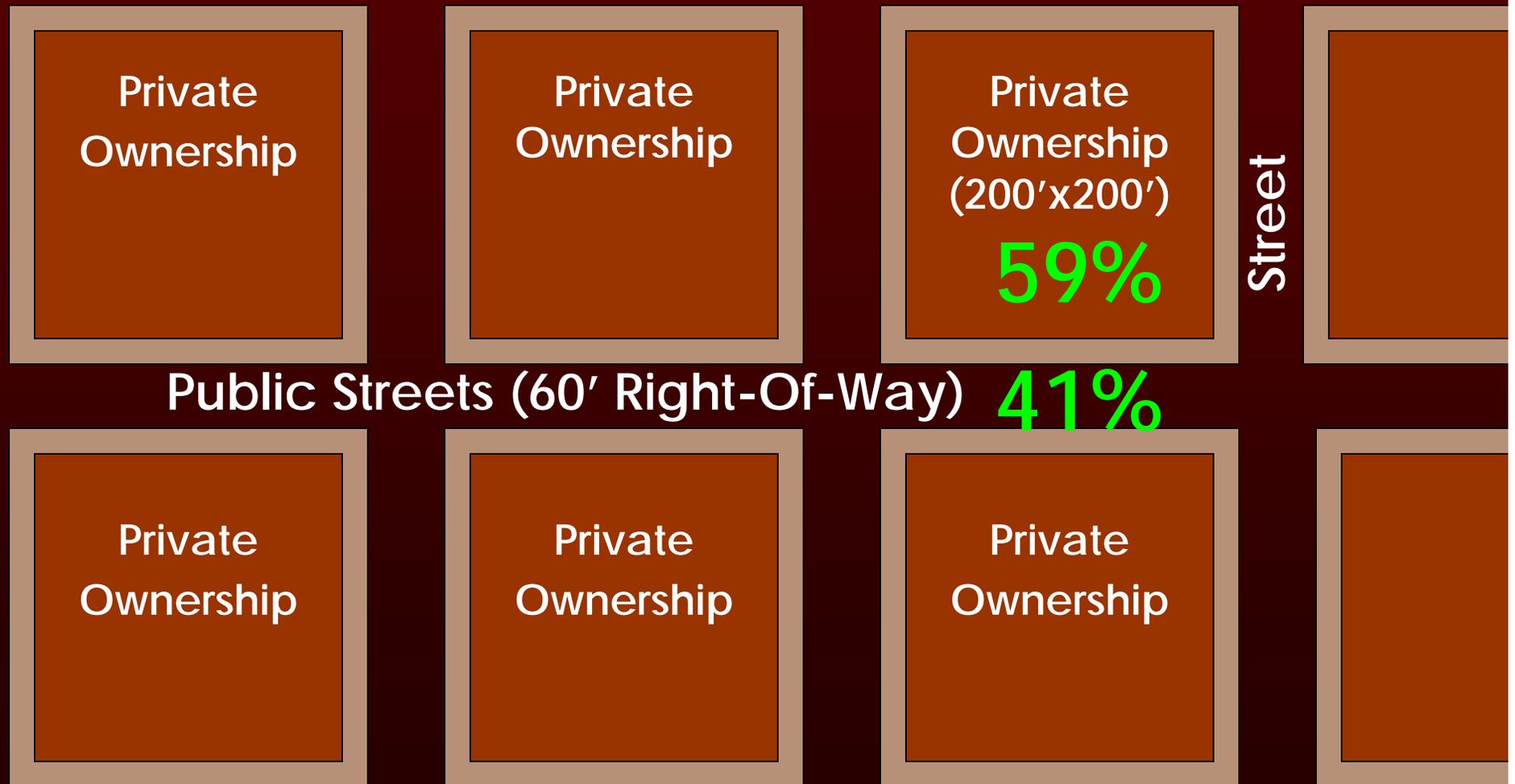
**Remove Dam to Create Seasonal Pond/Wetlands
and Future Loop Trail**

Mill Pond Restoration-

Great Downtowns

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Downtown Land Ownership

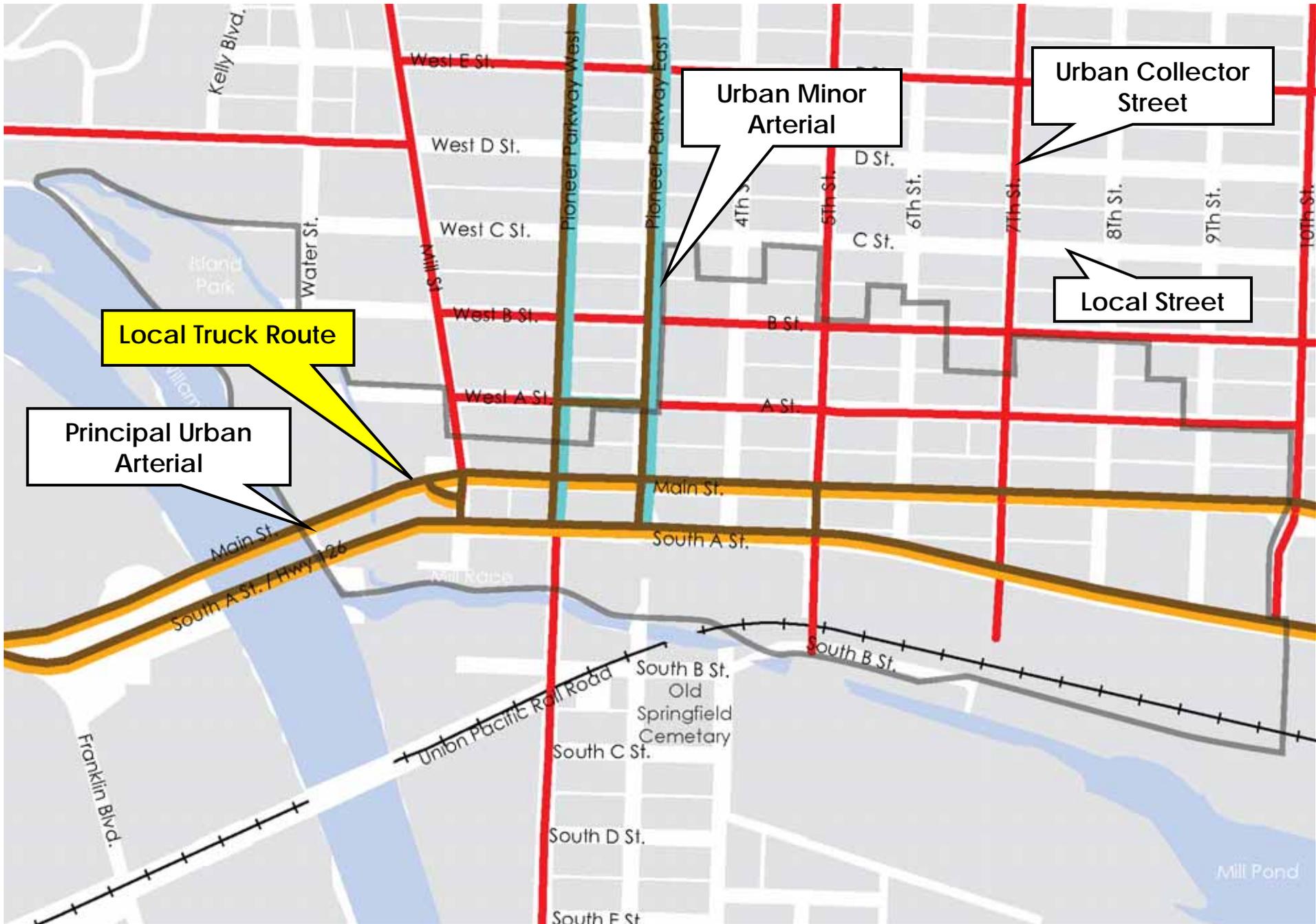


Great Streets = Great Downtowns



Bad Streets = Bad Downtowns





Street Classifications



Great Downtowns

- Authentic Character
- Retail Hot Spot
- Shopper-Friendly Parking
- Downtown Living Room
- Reconnect to Nature
- Pedestrian and Bicycle Emphasis
- **Housing Choices**
- Employment Opportunities
- Transit Commitment
- Cultural/Entertainment Anchors

Fundamental Requirements

“Market Rate” High Density Housing

- In a “prestige” location
- Adjacent to other “Market Rate” Housing
- Adjacent to amenities (open space, shops, restaurants, entertainment and cultural)
- A safe environment
- Buffered from traffic noise
- On a pedestrian friendly street

Fundamental Requirements

Senior Friendly Housing

- Housing near essential services (groceries, pharmacies, and public transportation)
- Housing near public amenities (parks, community centers, etc.)
- Housing choices (apartments and condominiums-market rate and affordable)
- Potential for retirement communities (independent living, assisted living, adult care)
- ADA accessible streets and public spaces

Fundamental Requirements

Multi-Family Housing

- Near parks and schools
- Close to a grocery store and other services
- On a pedestrian friendly street
- A safe environment
- Buffered from traffic noise
- Easy access to transit



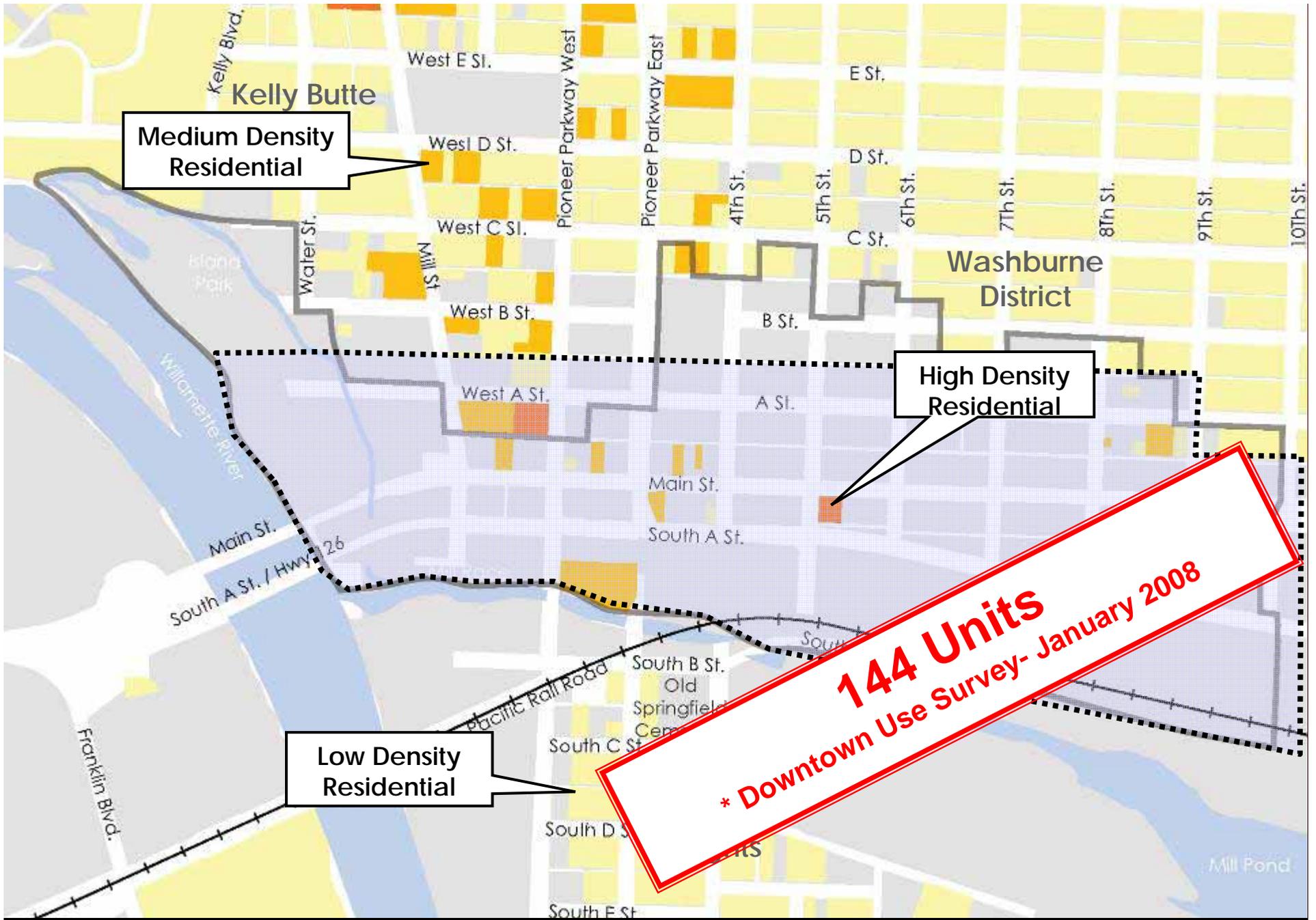
Market Rate Rental



Affordable-Royal Building



Parks (Active)



Existing Housing

Housing Absorption

- For all Springfield Nodes housing growth projected at 40 to 80 dwelling units a year
- Projected need for **900 units by 2015**

* Springfield Nodes Market Analysis and Development Strategy (ECONorthwest 2003)

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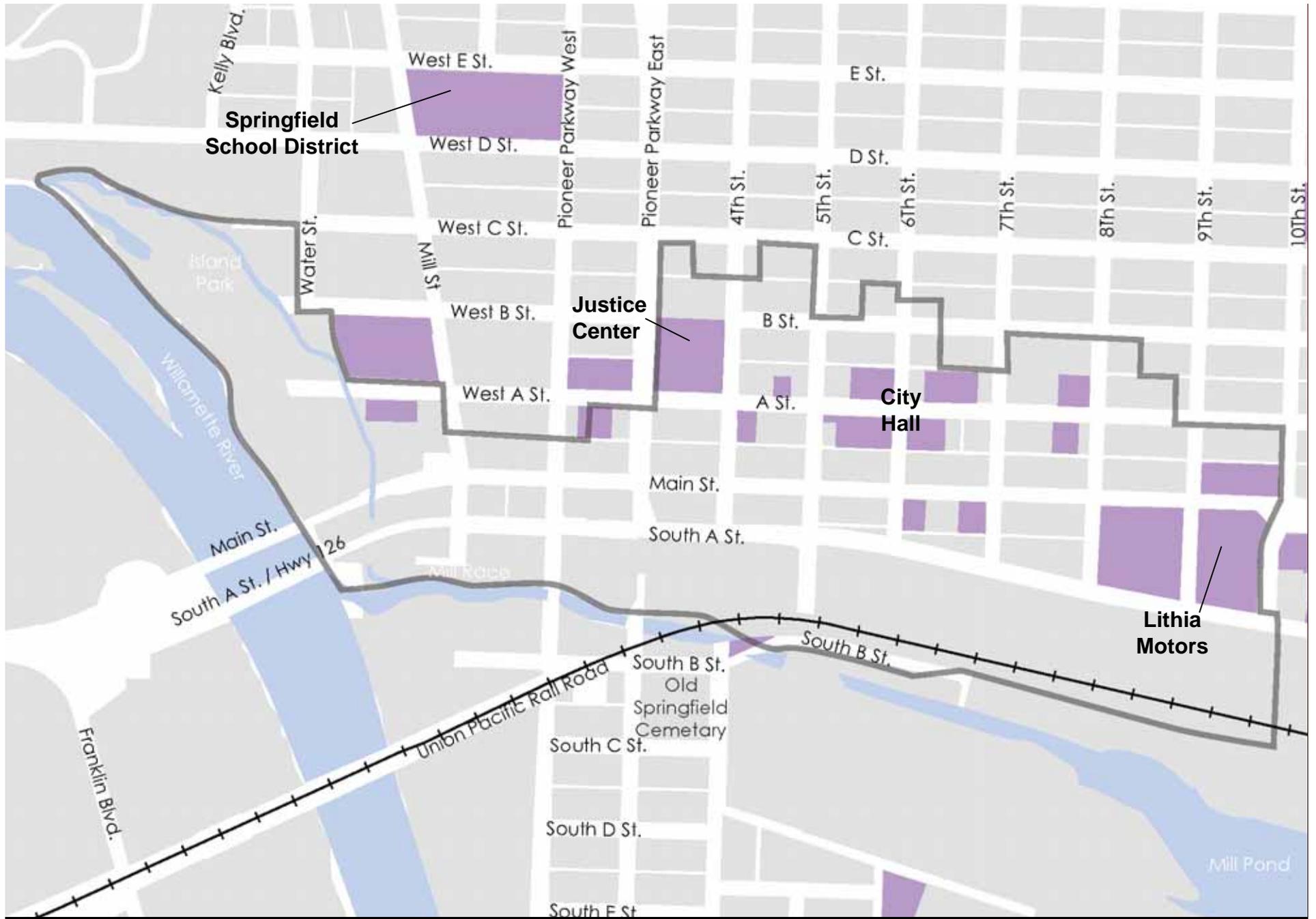
Fundamental Requirements

Office/Employment

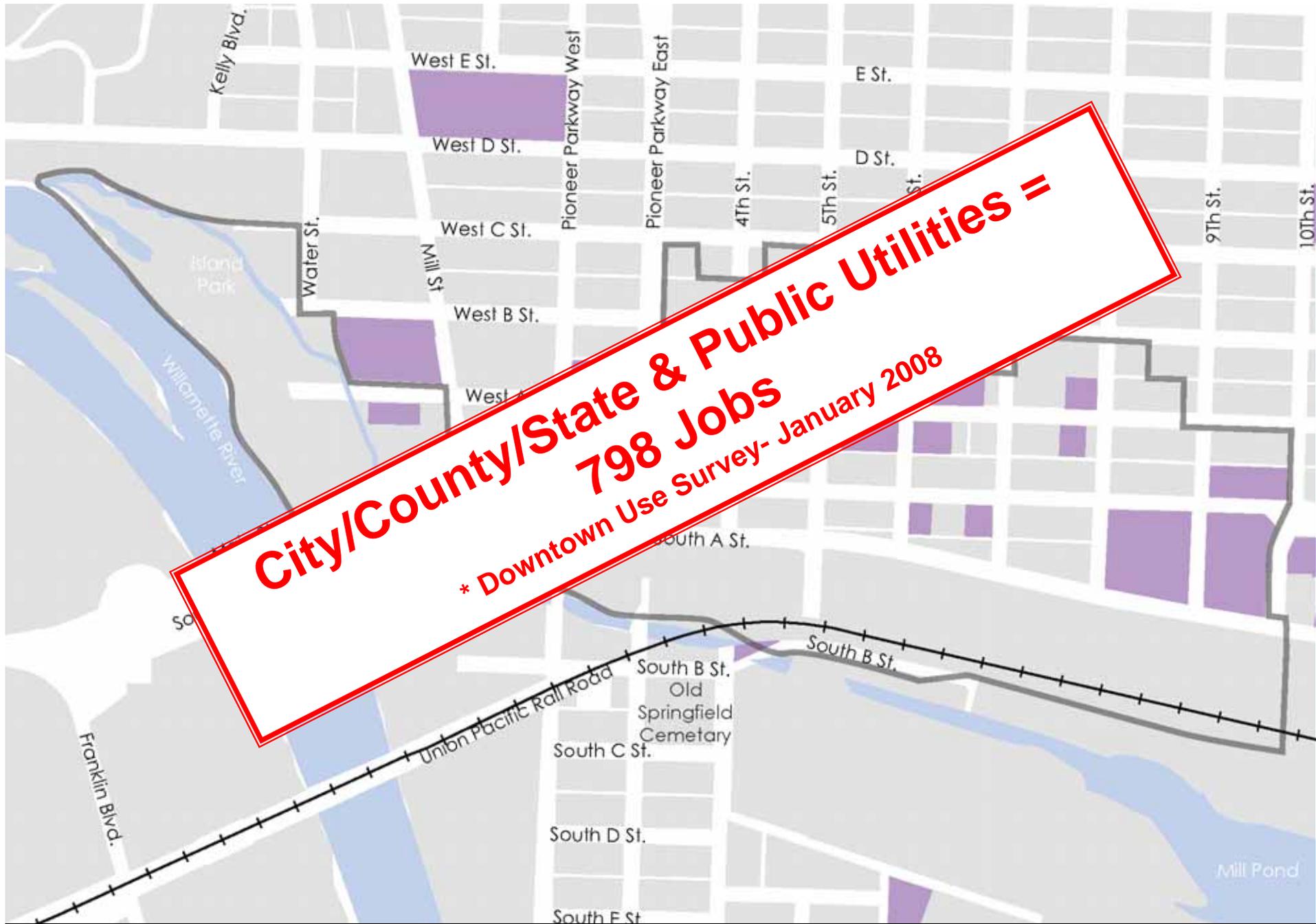
- Medium to large parcels
- Good front door address
- Easy auto ingress and egress
- Adequate parking
- Adjacent to other offices
- High visibility
- Adjacent to pleasant surroundings

CRANDALL ARAMBULA PC

www.ca-city.com



Employment



Employment



Justice Center

Employment Growth

Type	New Employees (2018)
Health care & Social Assistance	5600
Government	3,600
Office/Professional Business	3,000
Leisure/Hospitality	2,800
Retail Trade	2,400

* Springfield Economic Opportunities Analysis 2008

Great Downtowns

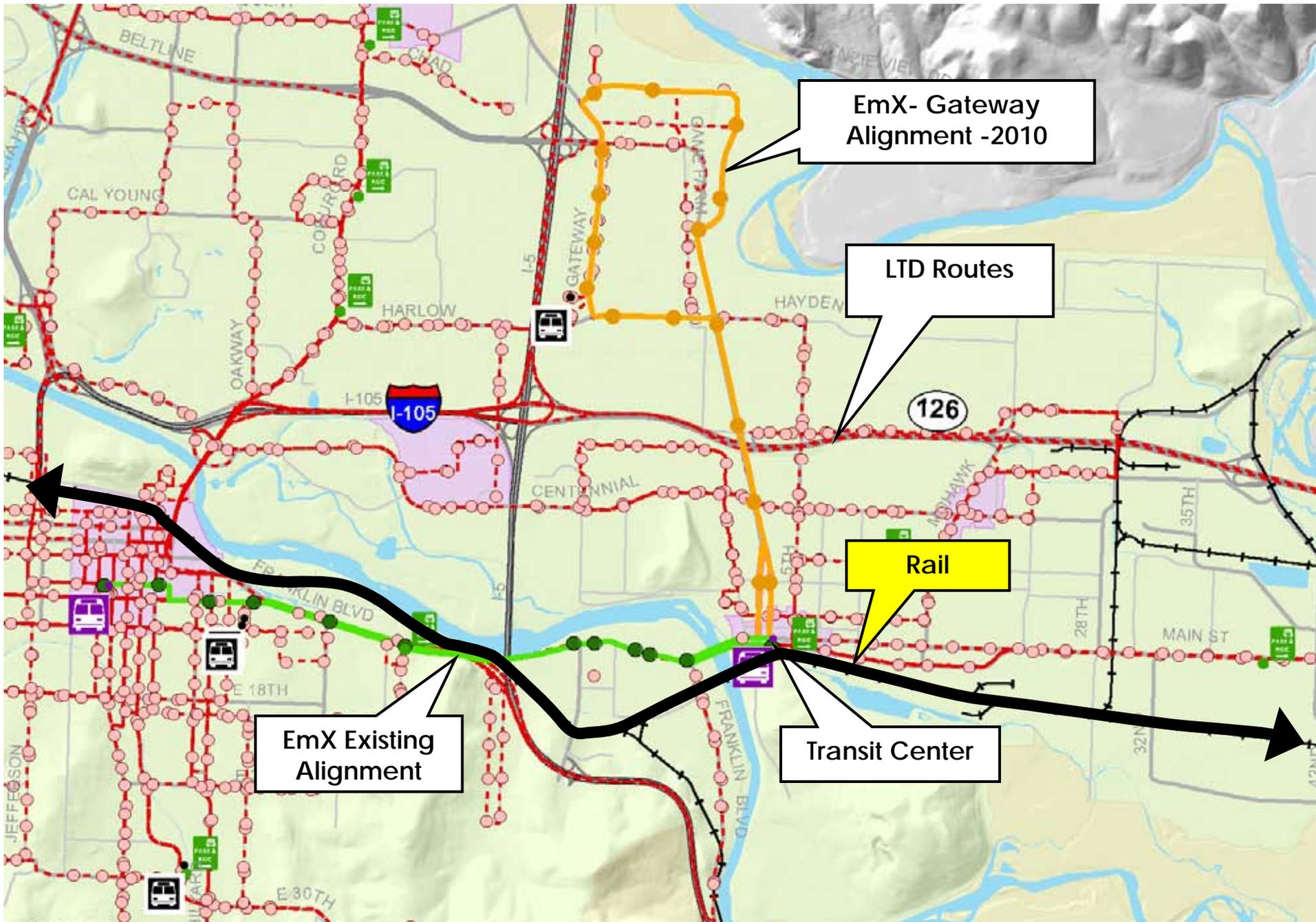
- Authentic Character
- Retail Hot Spot
- Shopper-Friendly Parking
- Downtown Living Room
- Reconnect to Nature
- Pedestrian and Bicycle Emphasis
- Housing Choices
- Employment Opportunities
- **Transit Commitment**
- Cultural/Entertainment Anchors



Transit Routes



Transit Center



Rail

17 Freight Trains Daily

* The Register Guard-2004



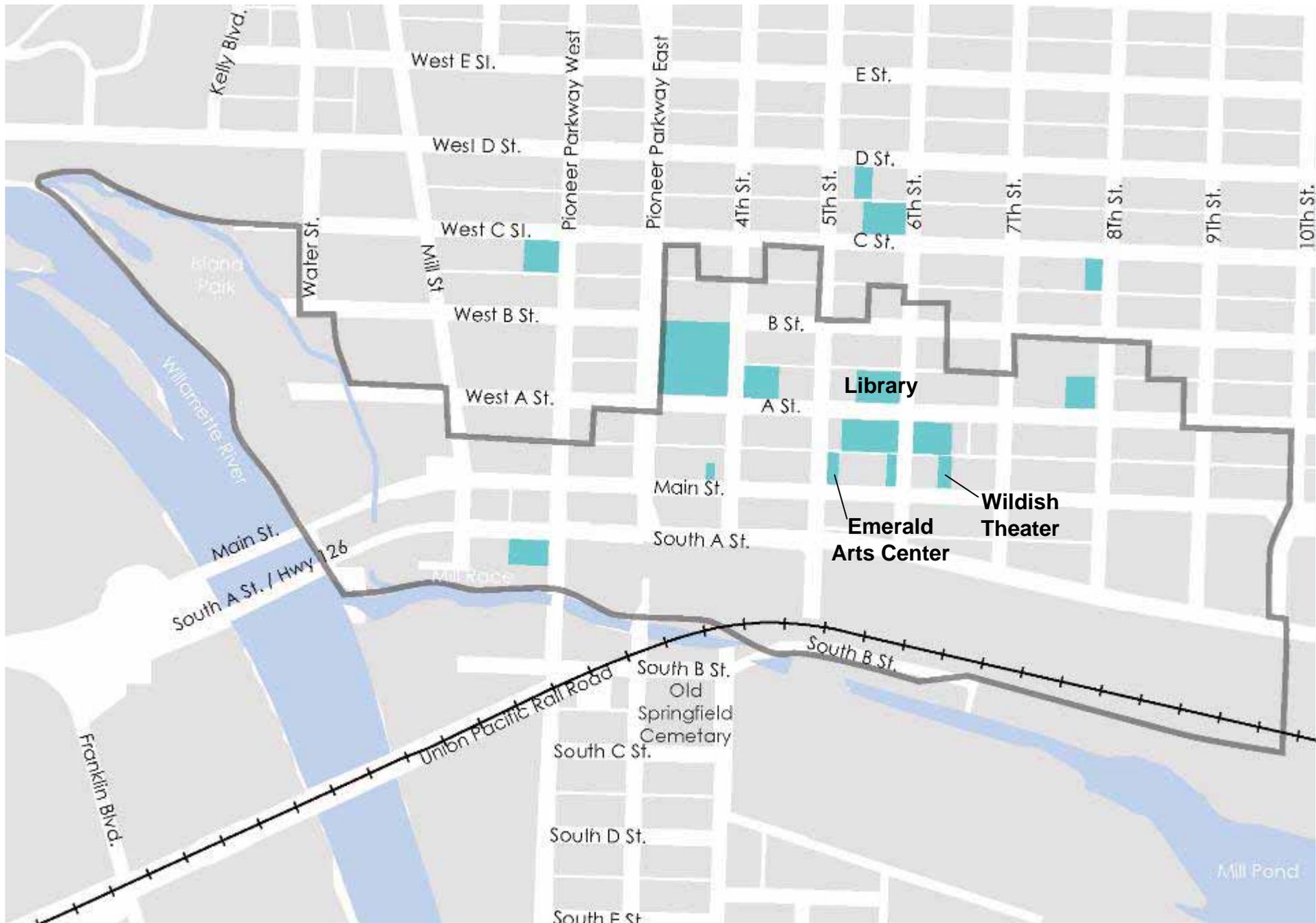
A photograph of an Amtrak train crossing a large steel truss bridge over a river. The train is white with blue and red accents. The bridge is made of dark metal with a complex lattice structure. The background shows a clear blue sky and green foliage along the riverbank.

2 Amtrak Trains Daily (AM/PM)

* The Register Guard-2004

Great Downtowns

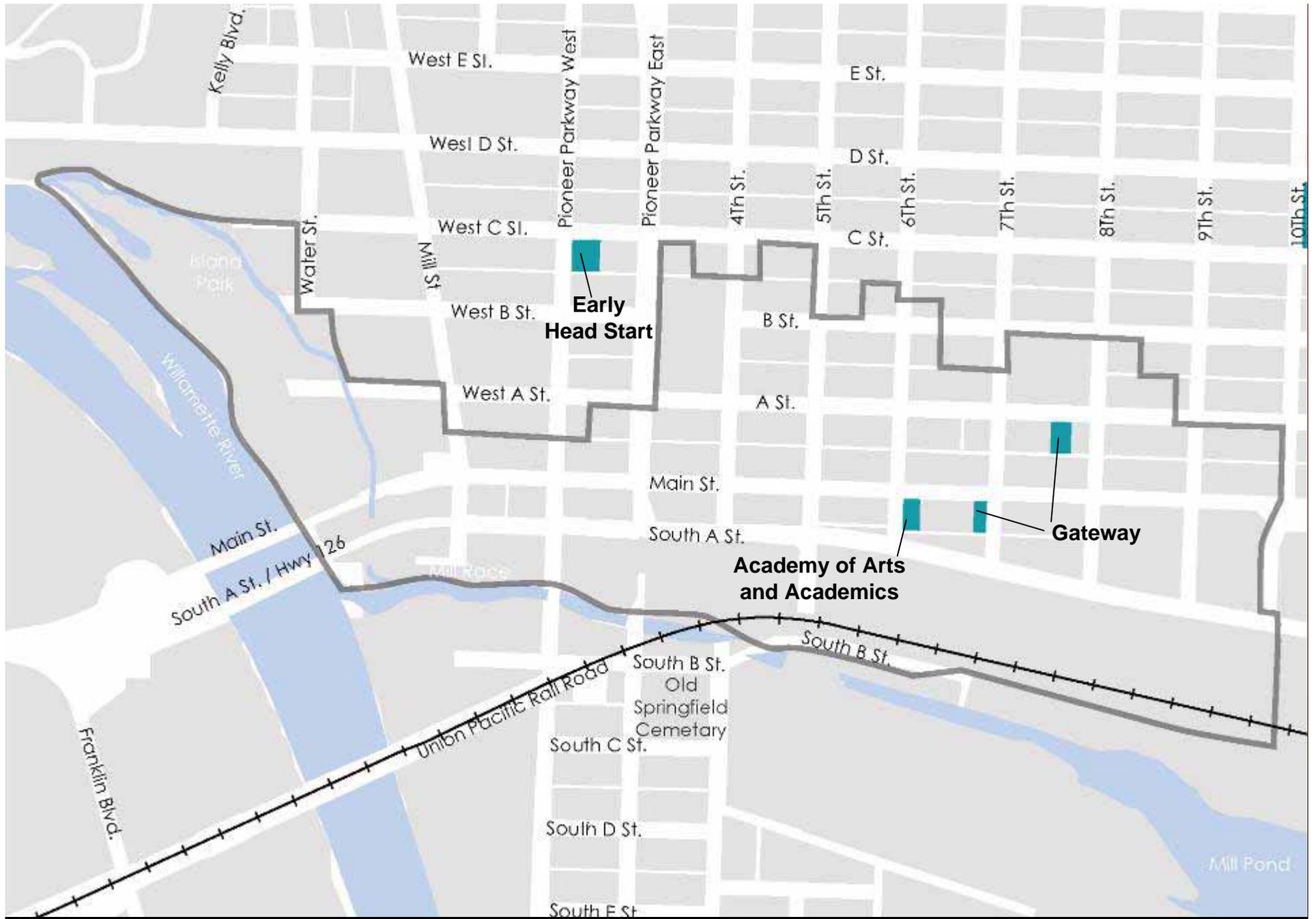
- Authentic Character
- Retail Hot Spot
- Shopper-Friendly Parking
- Downtown Living Room
- Reconnect to Nature
- Pedestrian and Bicycle Emphasis
- Housing Choices
- Employment Opportunities
- Transit Commitment
- **Cultural/Entertainment**



Civic/Cultural



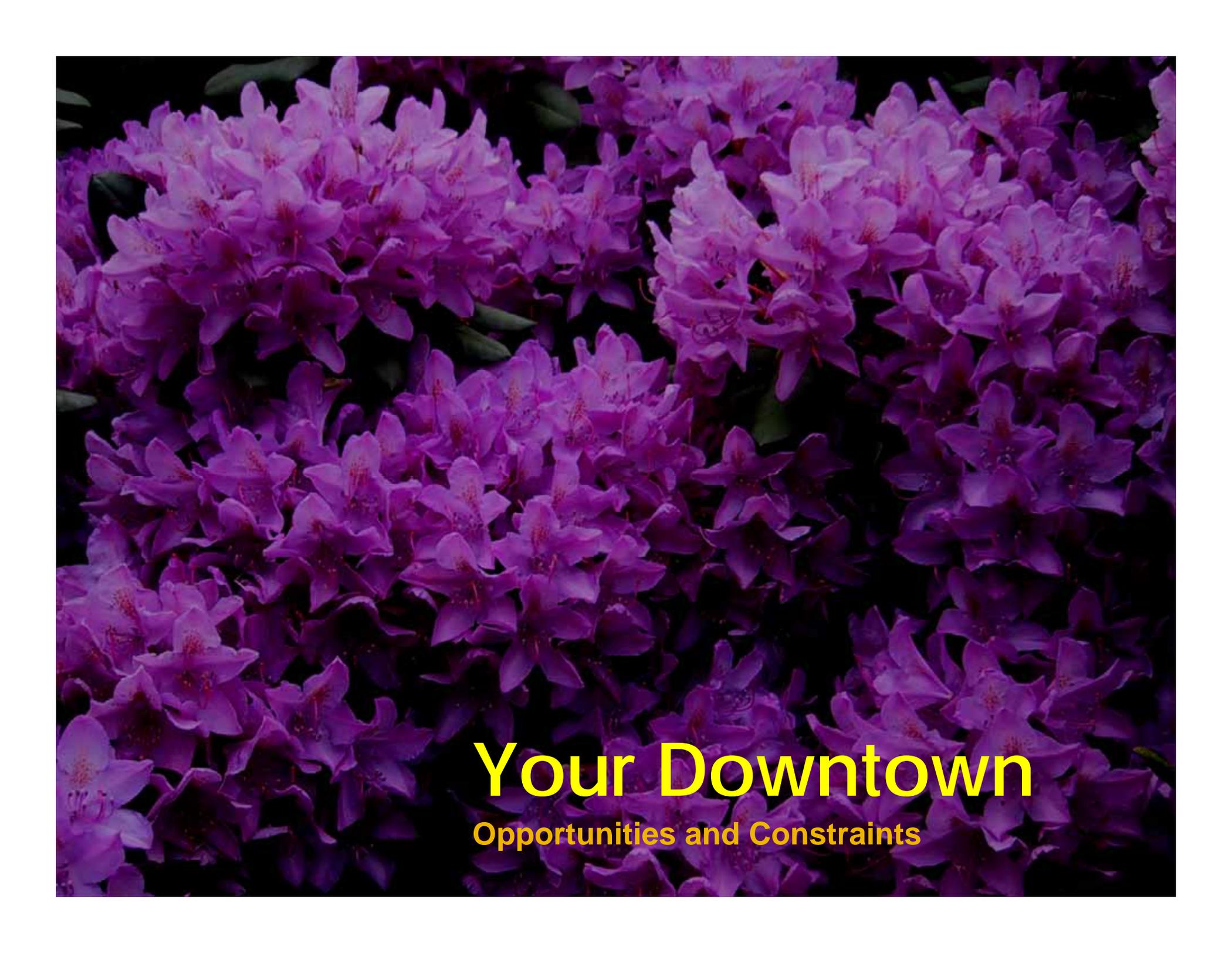
Wildish Theater



Education

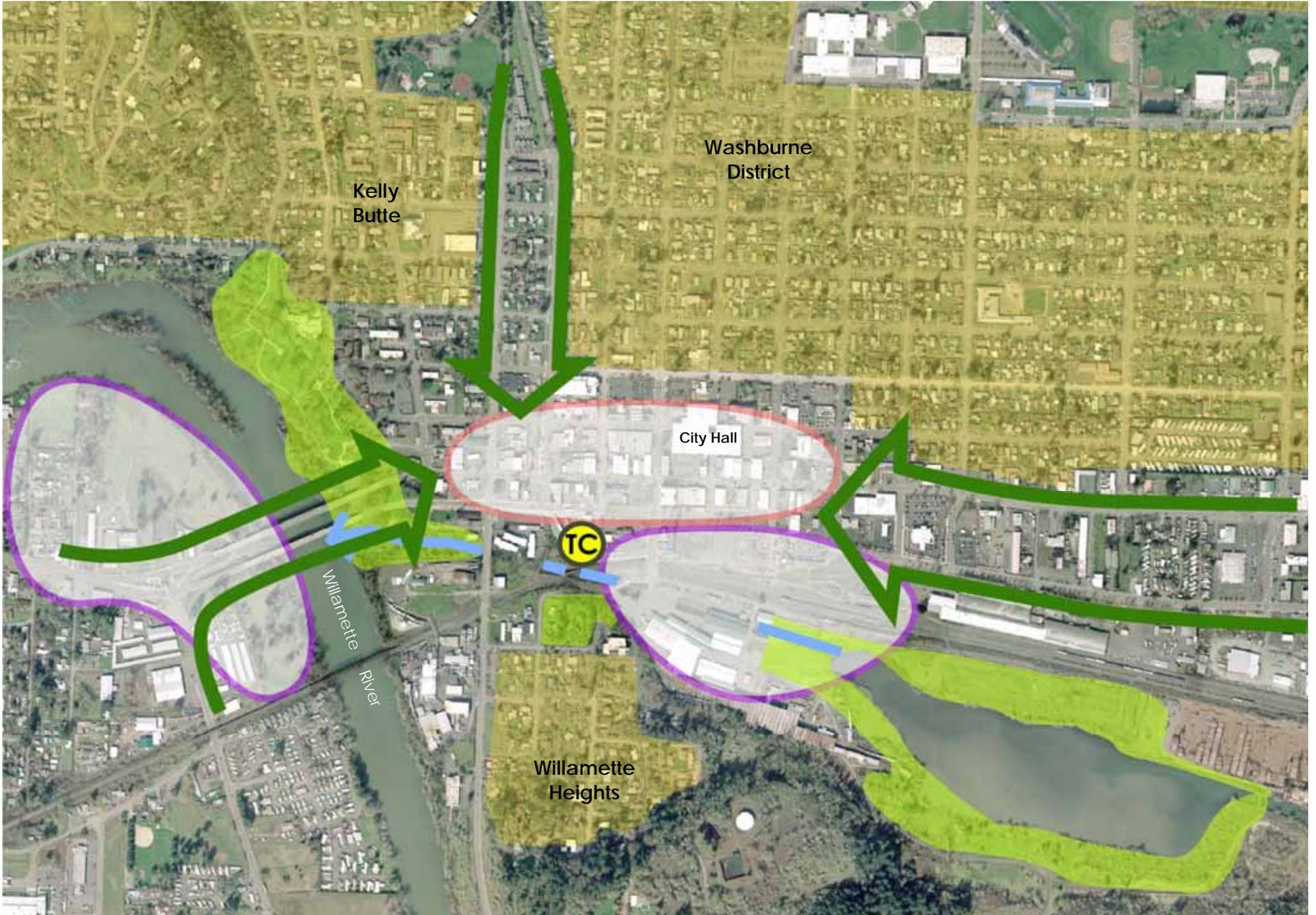


Gateway Learning Center

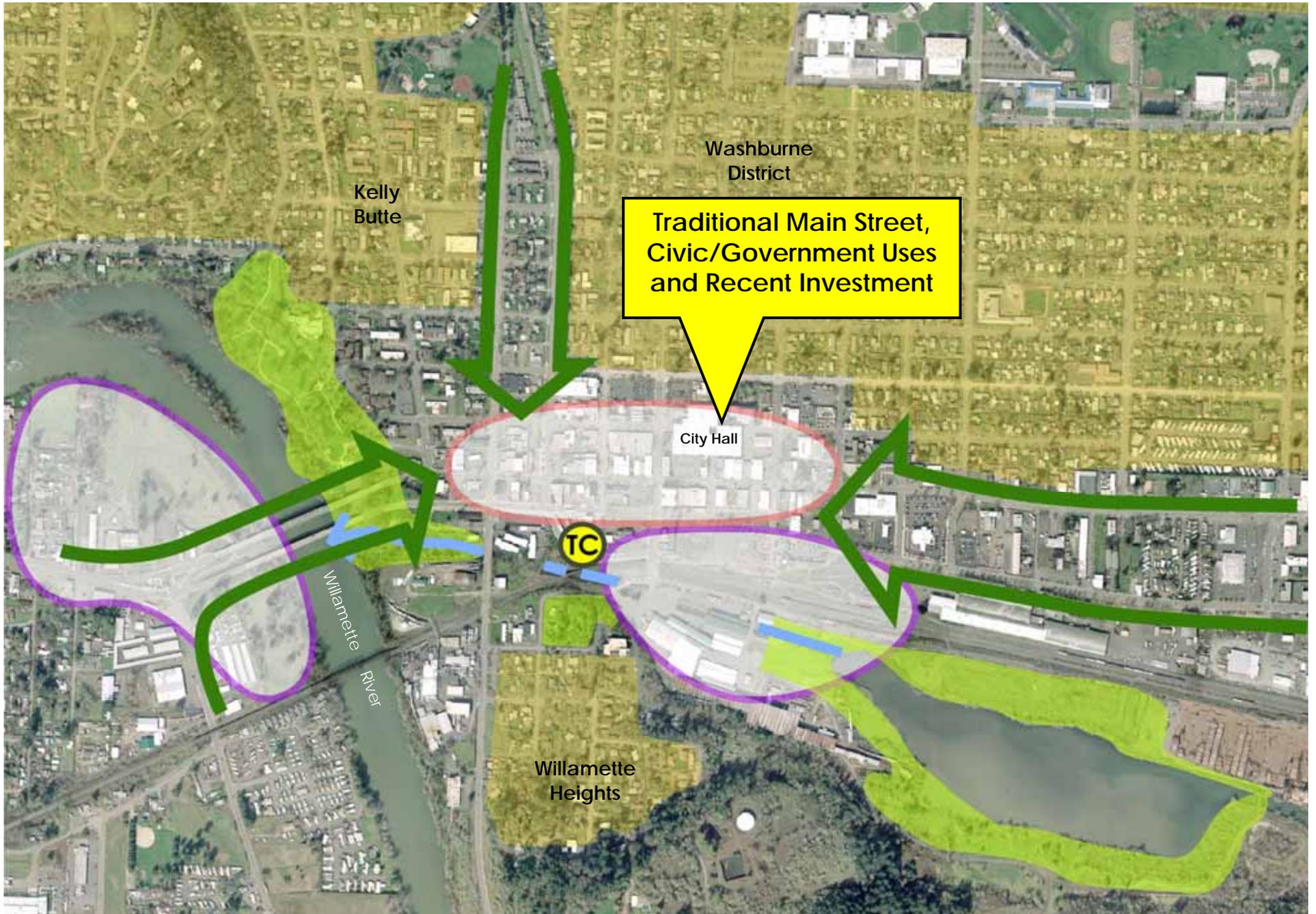


Your Downtown

Opportunities and Constraints



Opportunities



Traditional Main Street,
Civic/Government Uses
and Recent Investment

City Hall

TC

Kelly
Butte

Washburne
District

Willamette
River

Willamette
Heights

Opportunities



D' MARIA'S
BEAUTY
& SALON
Waxing & Waxing
744-1531

D' Maria's
BEAUTY SALON
WAXING & WAXING
WAXING \$15.00
HAIR \$12.00
NAILS \$10.00
EVALUATION \$10.00
CASH ONLY

ECONOMY SALES

Kenzie's Mist







7:00 AM
TO 5:00 PM

Basket Rowboat Sale
All plants \$10

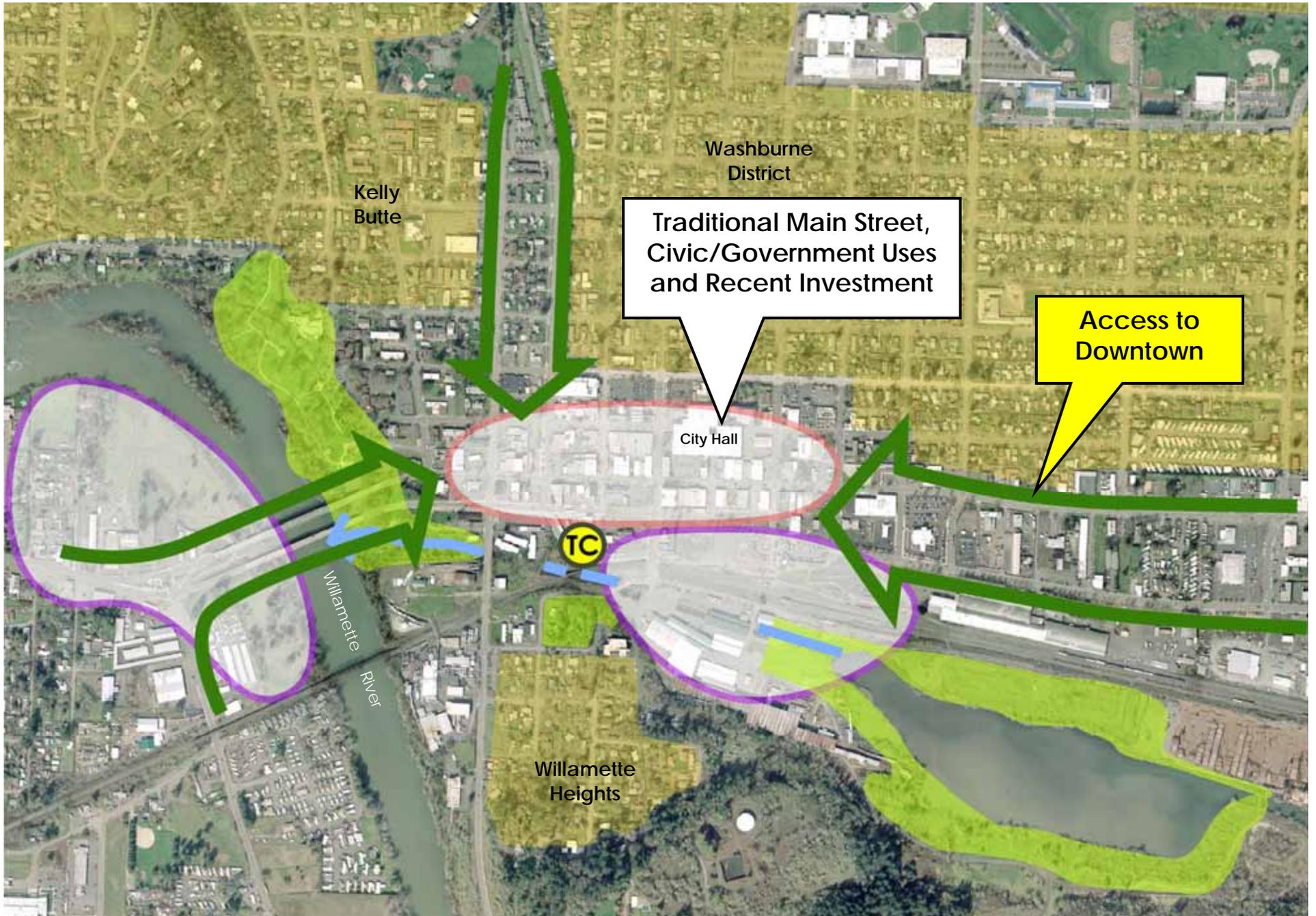
PARKING
7 days
8AM - 5PM

Oriental Lilies
\$12

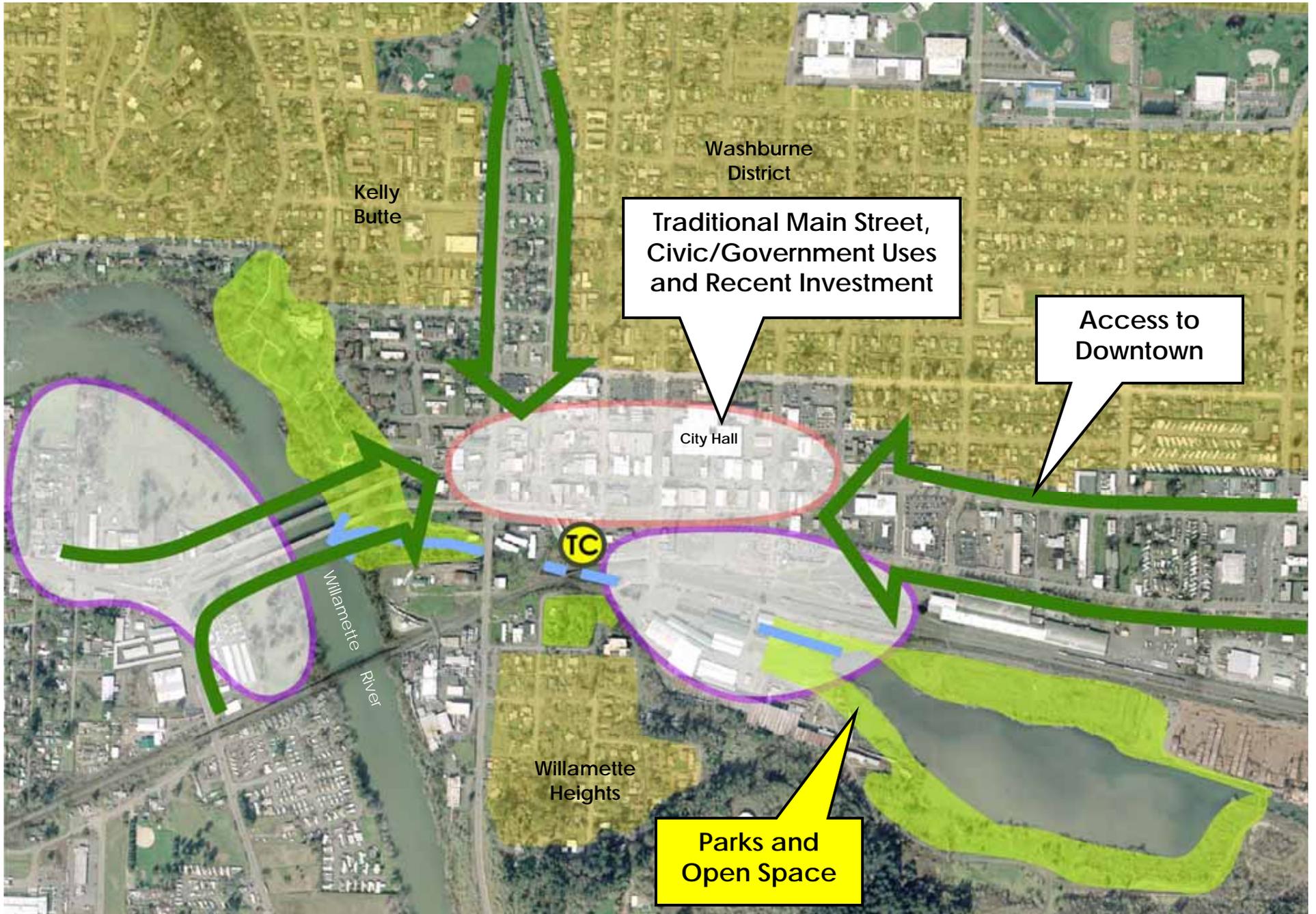
Next Ladies Spring Sale
Today 8:00-12:00

city hall



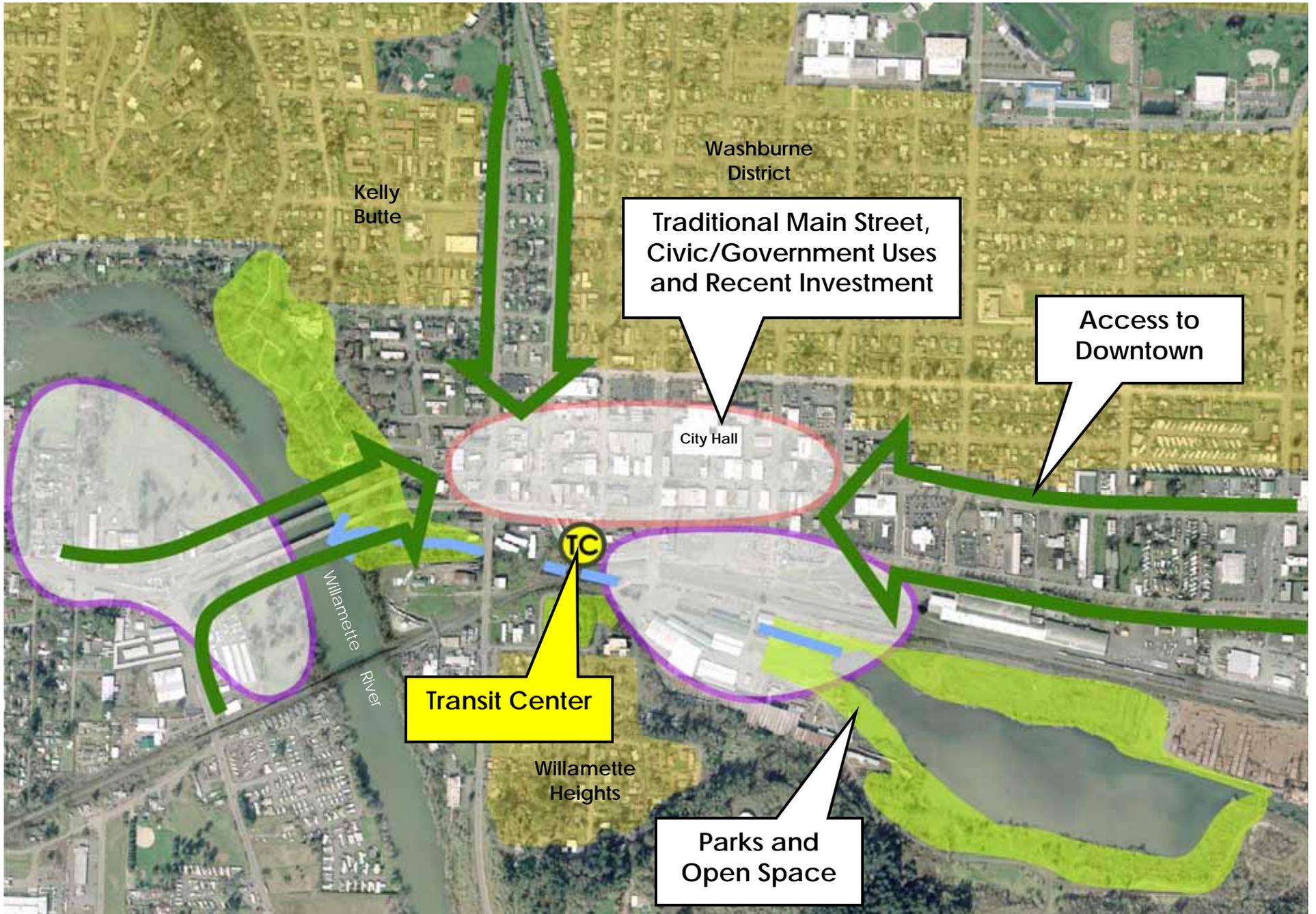


Opportunities



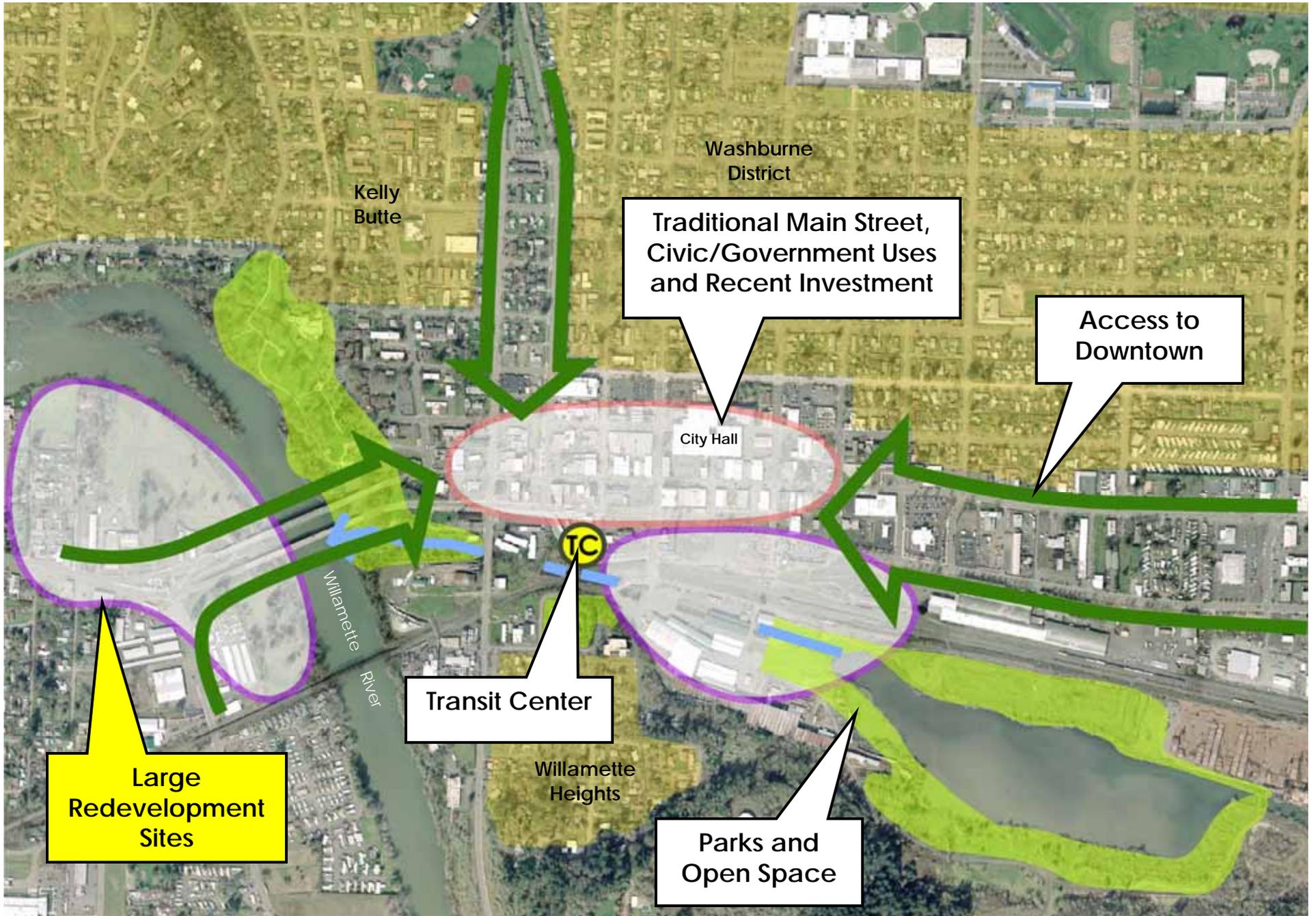
Opportunities





Opportunities





Opportunities



**Stable
Neighborhoods**

Kelly
Butte

Washburne
District

**Traditional Main Street,
Civic/Government Uses
and Recent Investment**

City Hall

**Access to
Downtown**

TC

Transit Center

Willamette
River

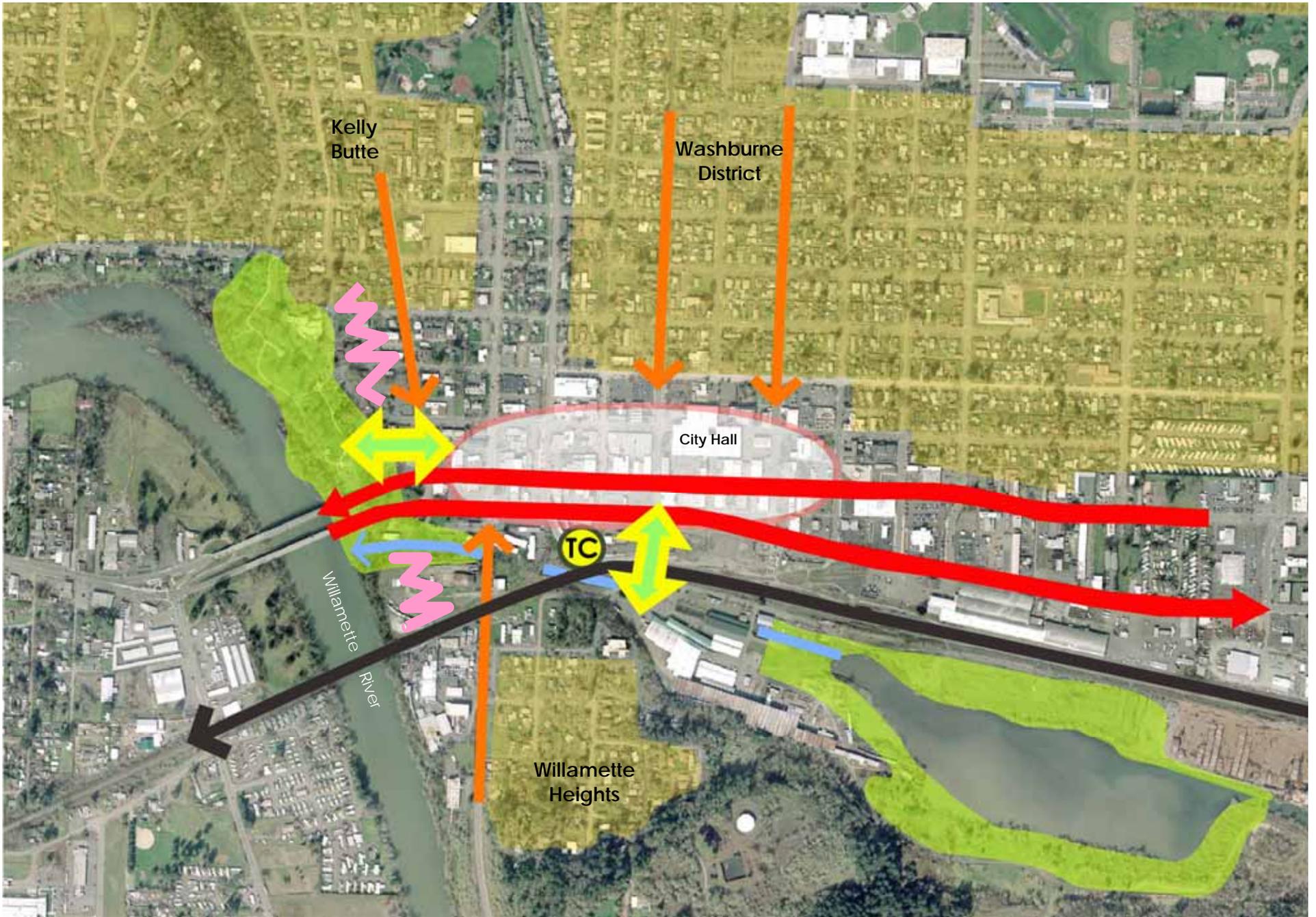
**Large
Redevelopment
Sites**

Willamette
Heights

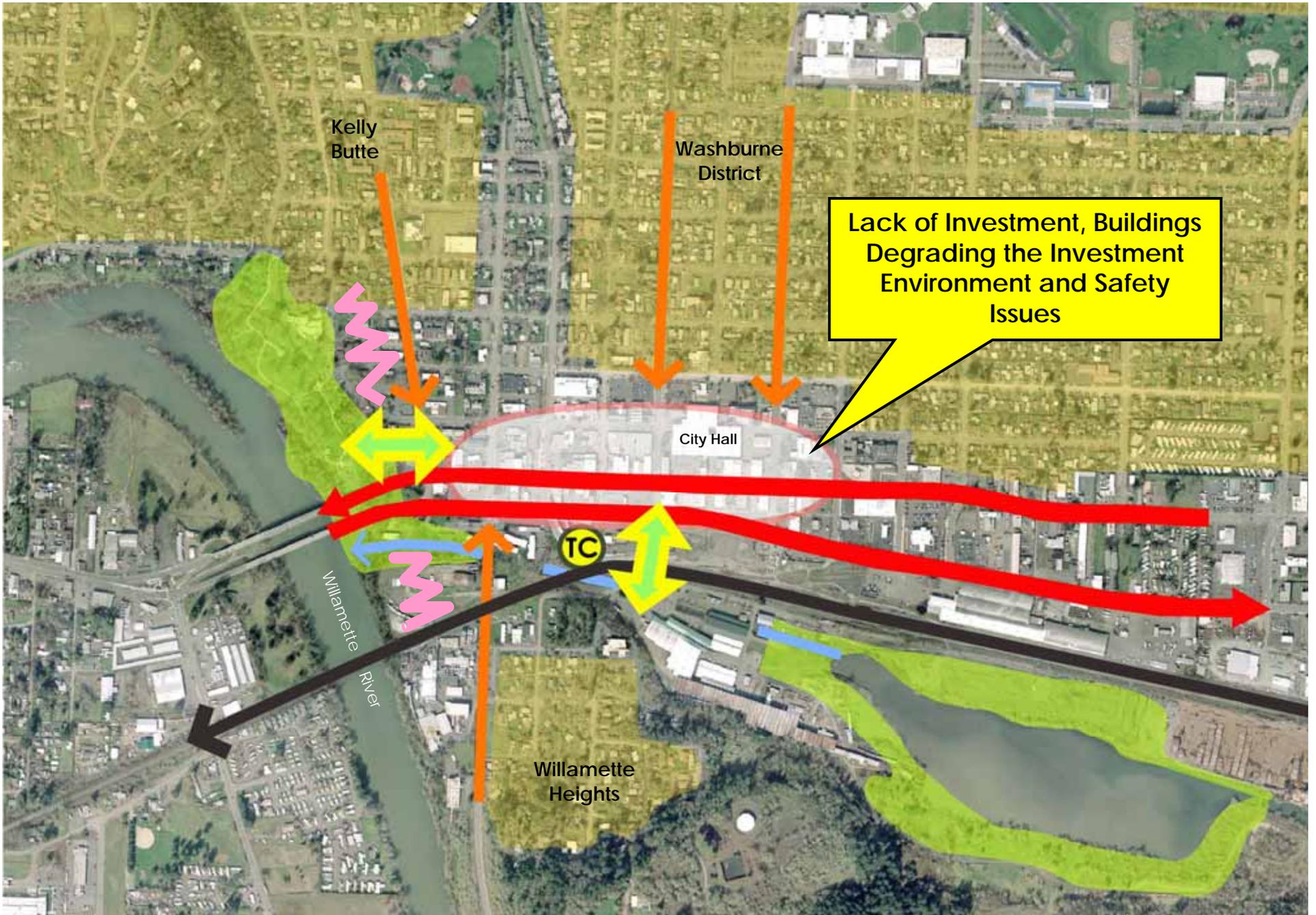
**Parks and
Open Space**

Opportunities





Constraints



Kelly Butte

Washburne District

Lack of Investment, Buildings Degrading the Investment Environment and Safety Issues

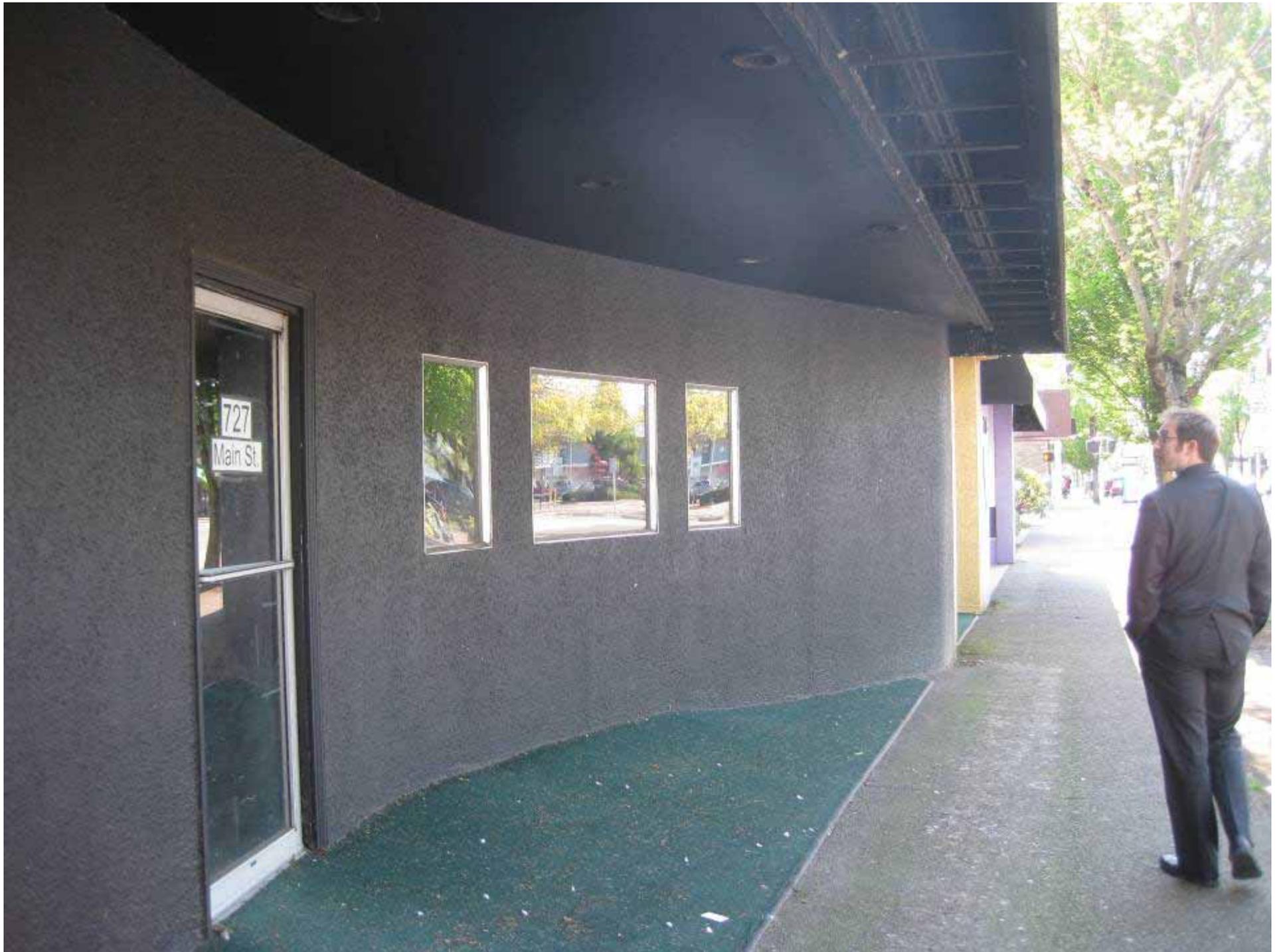
City Hall

TC

Willamette River

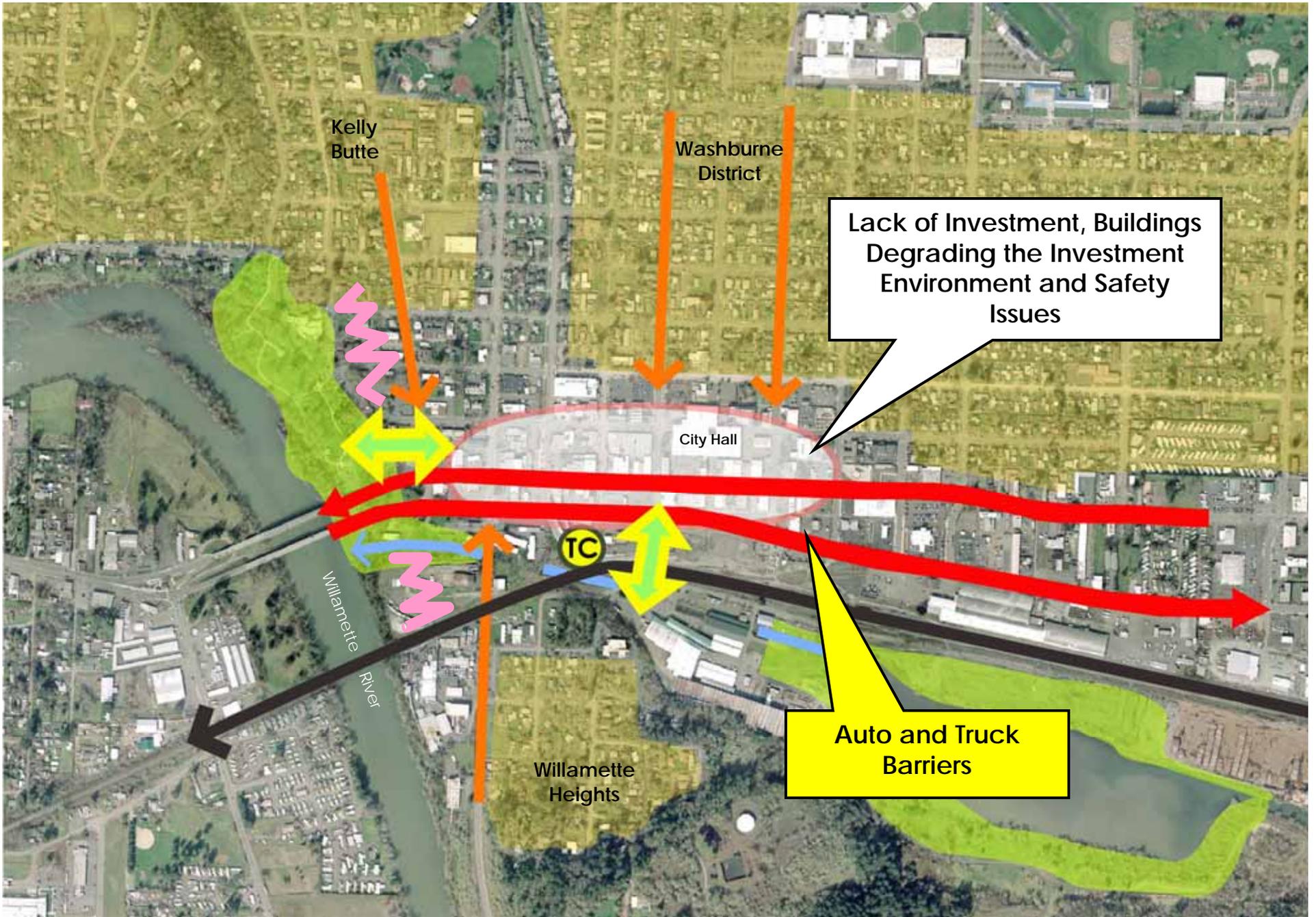
Willamette Heights

Constraints









Kelly Butte

Washburne District

Lack of Investment, Buildings Degrading the Investment Environment and Safety Issues

City Hall

Willamette River

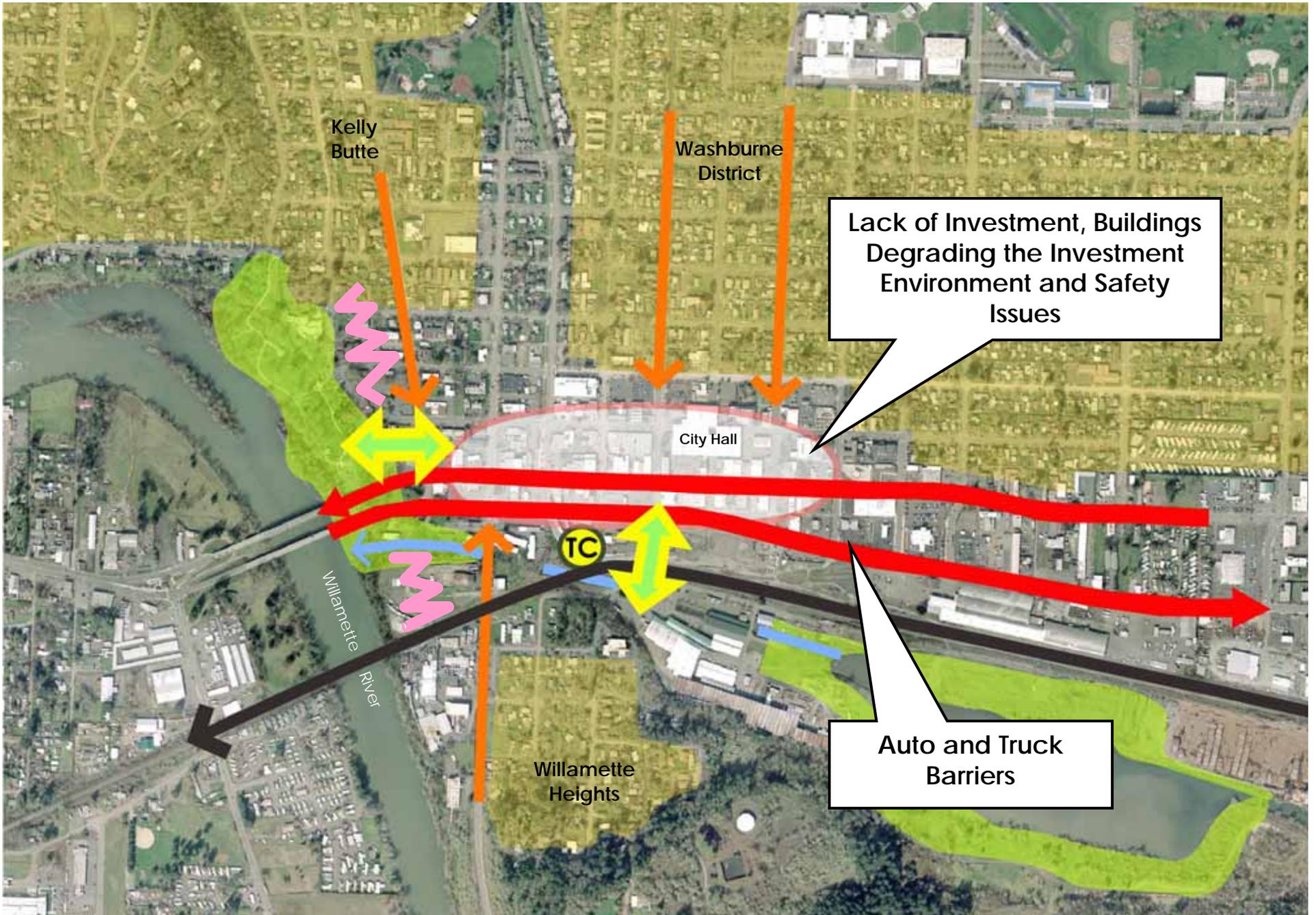
TC

Willamette Heights

Auto and Truck Barriers

Constraints





Kelly Butte

Washburne District

Lack of Investment, Buildings Degrading the Investment Environment and Safety Issues

City Hall

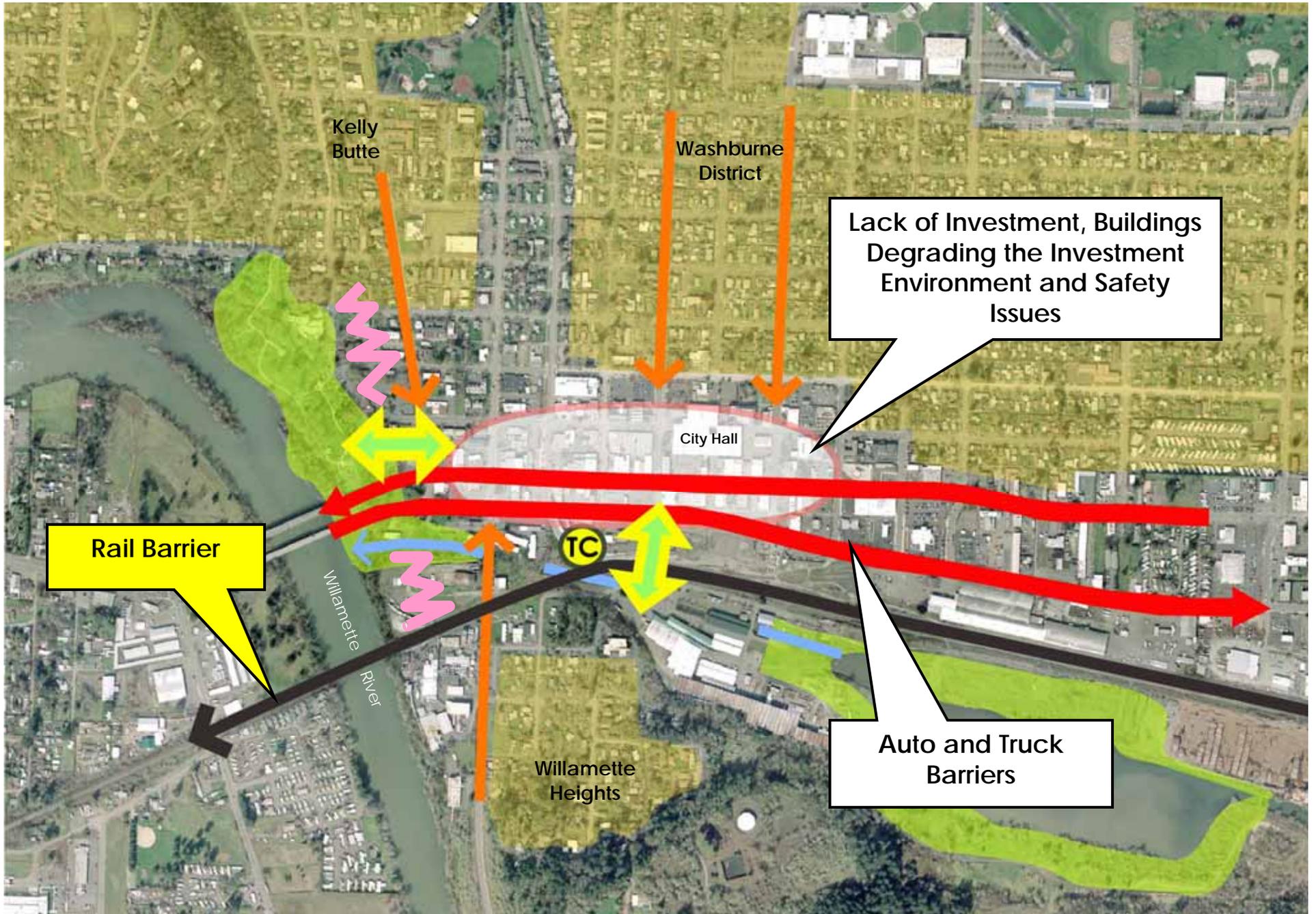
Willamette River

TC

Willamette Heights

Auto and Truck Barriers

Constraints



Kelly Butte

Washburne District

Lack of Investment, Buildings Degrading the Investment Environment and Safety Issues

City Hall

Rail Barrier

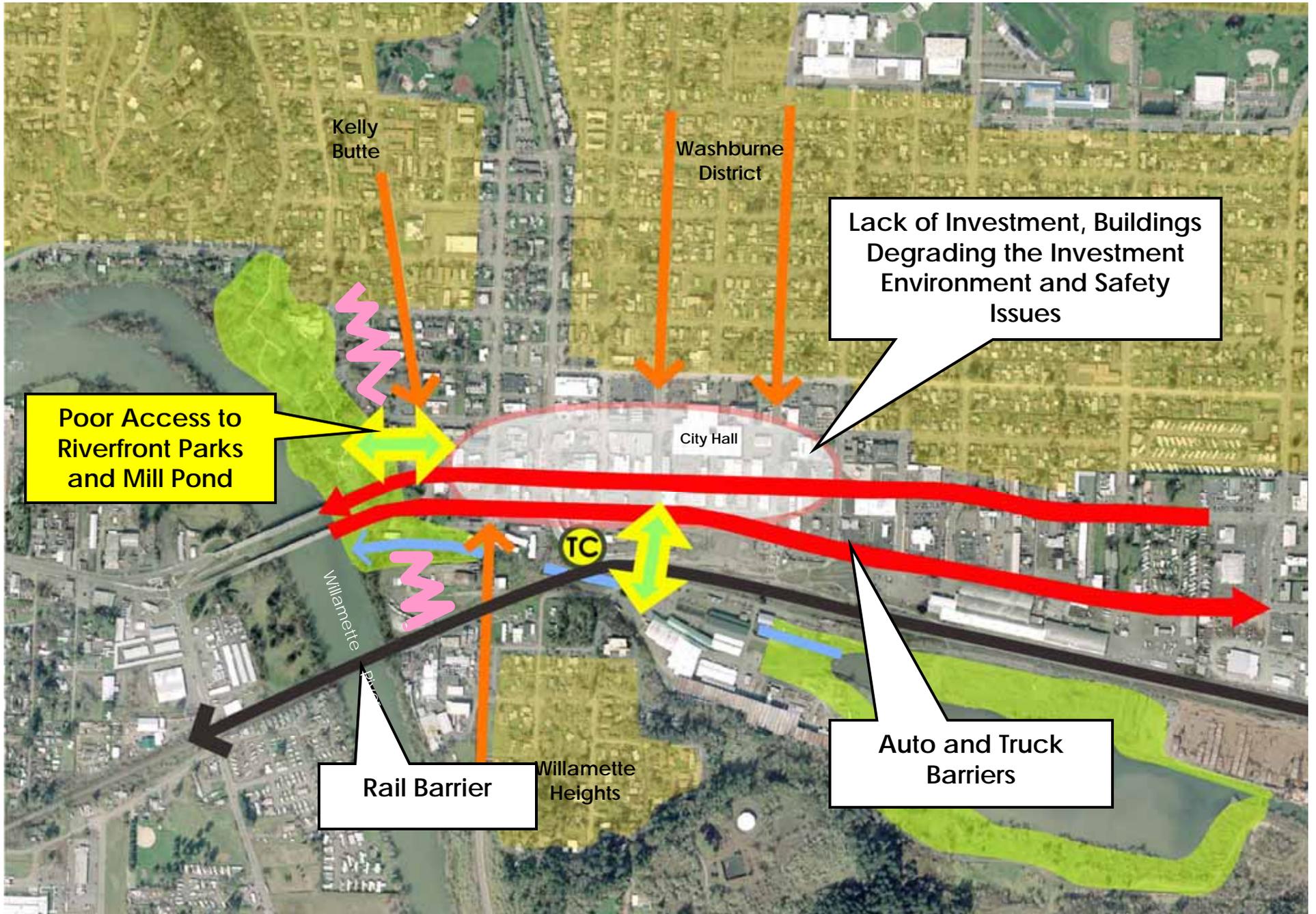
Willamette River

TC

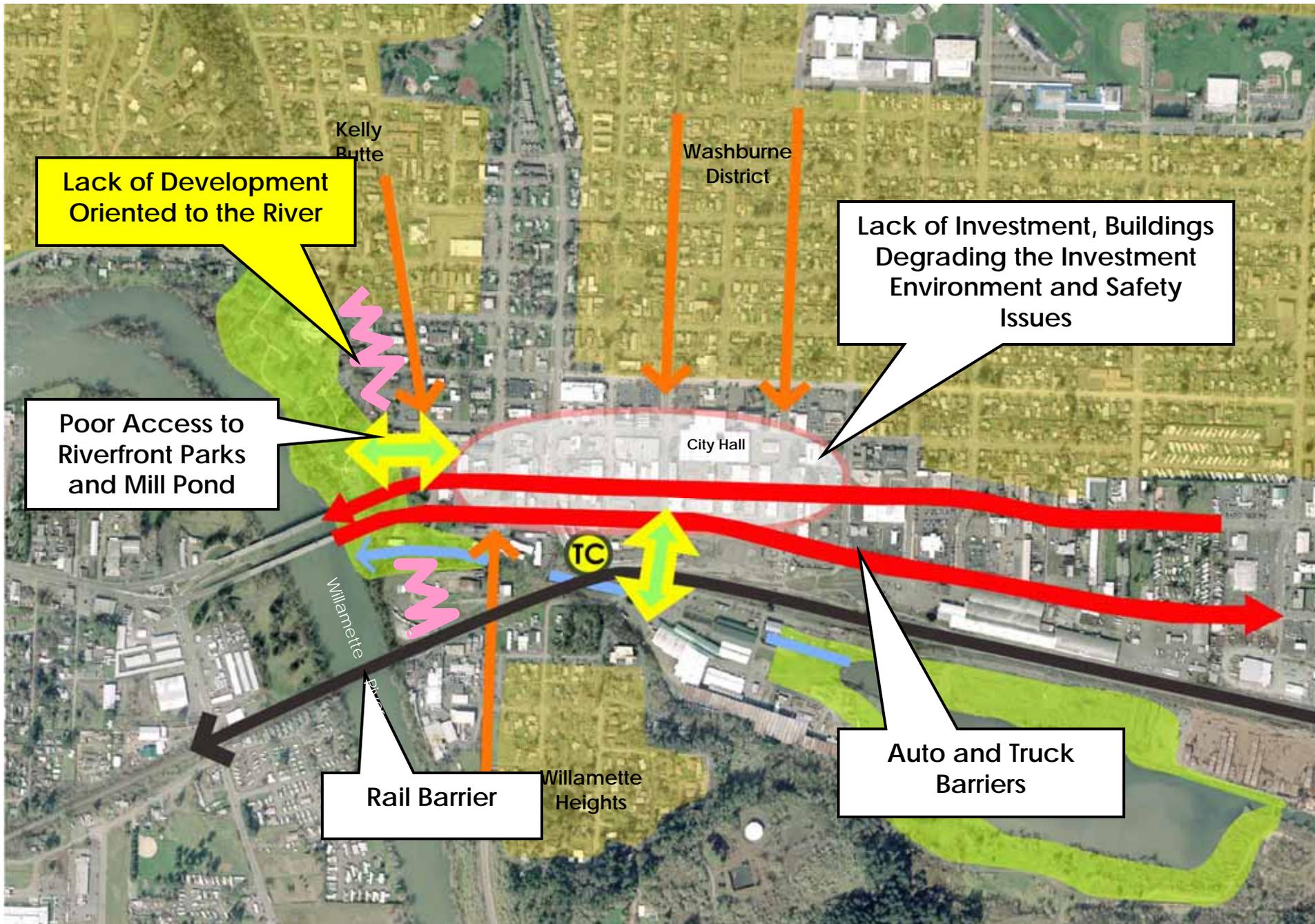
Auto and Truck Barriers

Willamette Heights

Constraints



Constraints



Lack of Development Oriented to the River

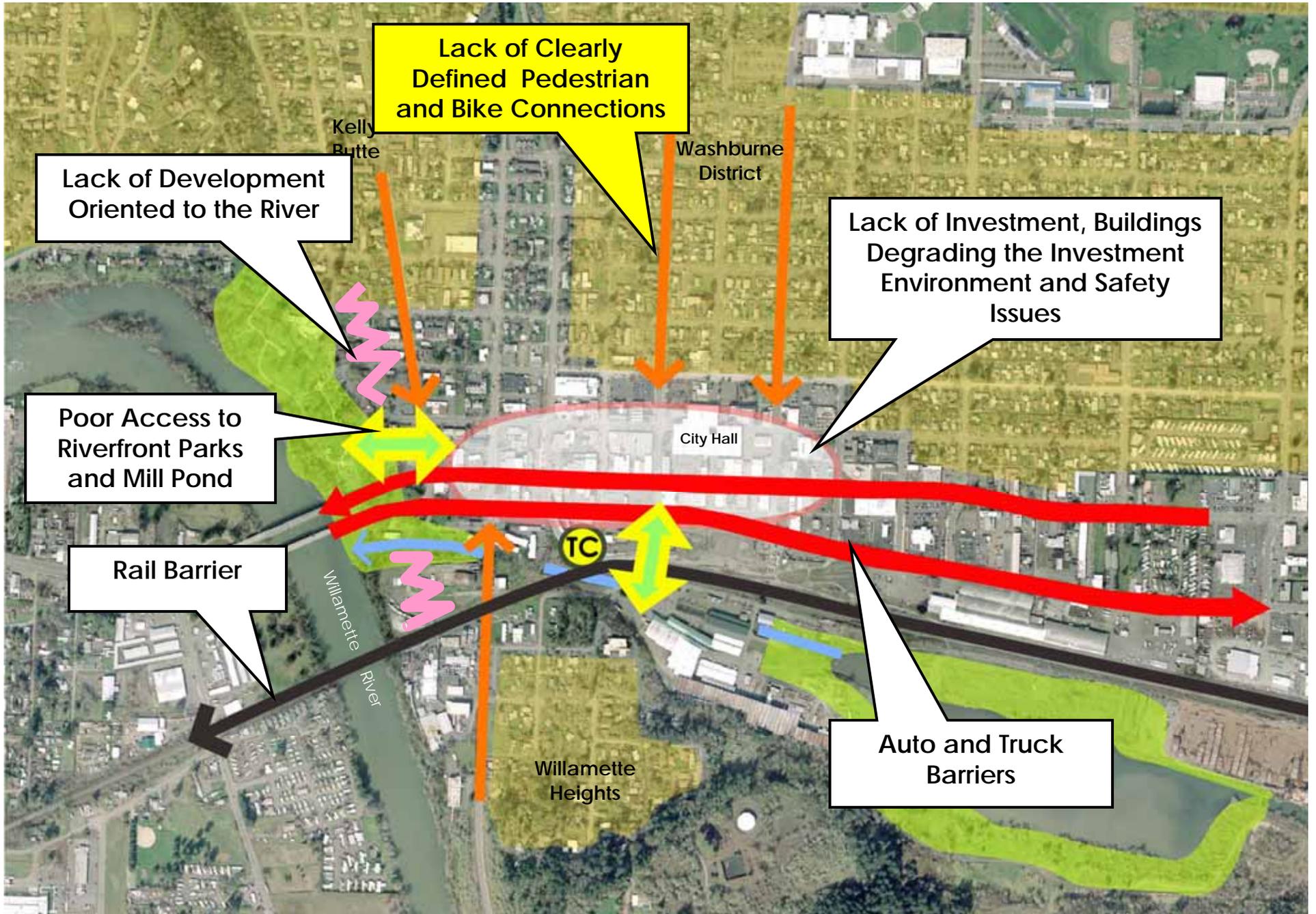
Lack of Investment, Buildings Degrading the Investment Environment and Safety Issues

Poor Access to Riverfront Parks and Mill Pond

Rail Barrier

Auto and Truck Barriers

Constraints



Constraints



Next Steps



Process & Schedule

May June July Aug Sept Oct Nov Dec Jan

1 STARTING

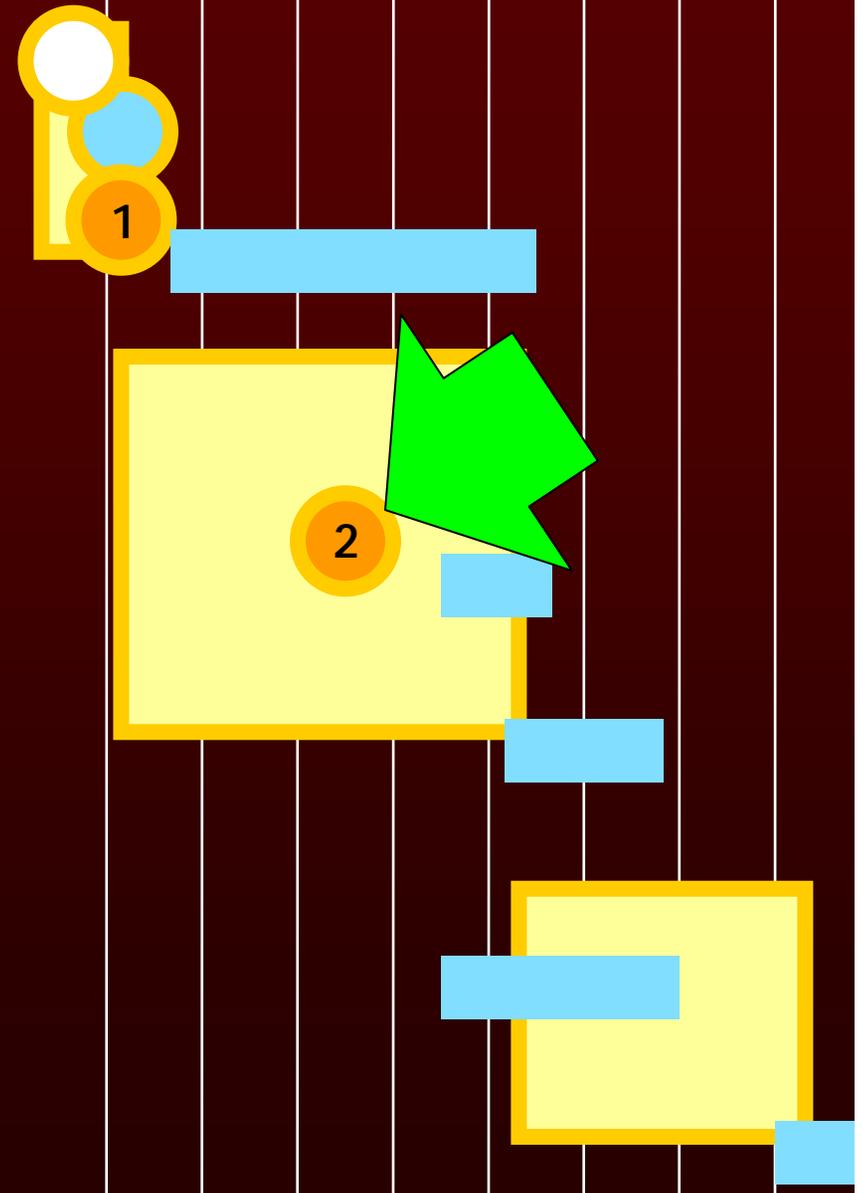
- 1) Kick-Off Meeting/Review Info.
- 2) Meetings with Stakeholders
Parking Stakeholder
- 3) Prepare Opportunities & Constraints
- 4) Review Findings/Develop Objectives
Parking Supply and Demand Analysis

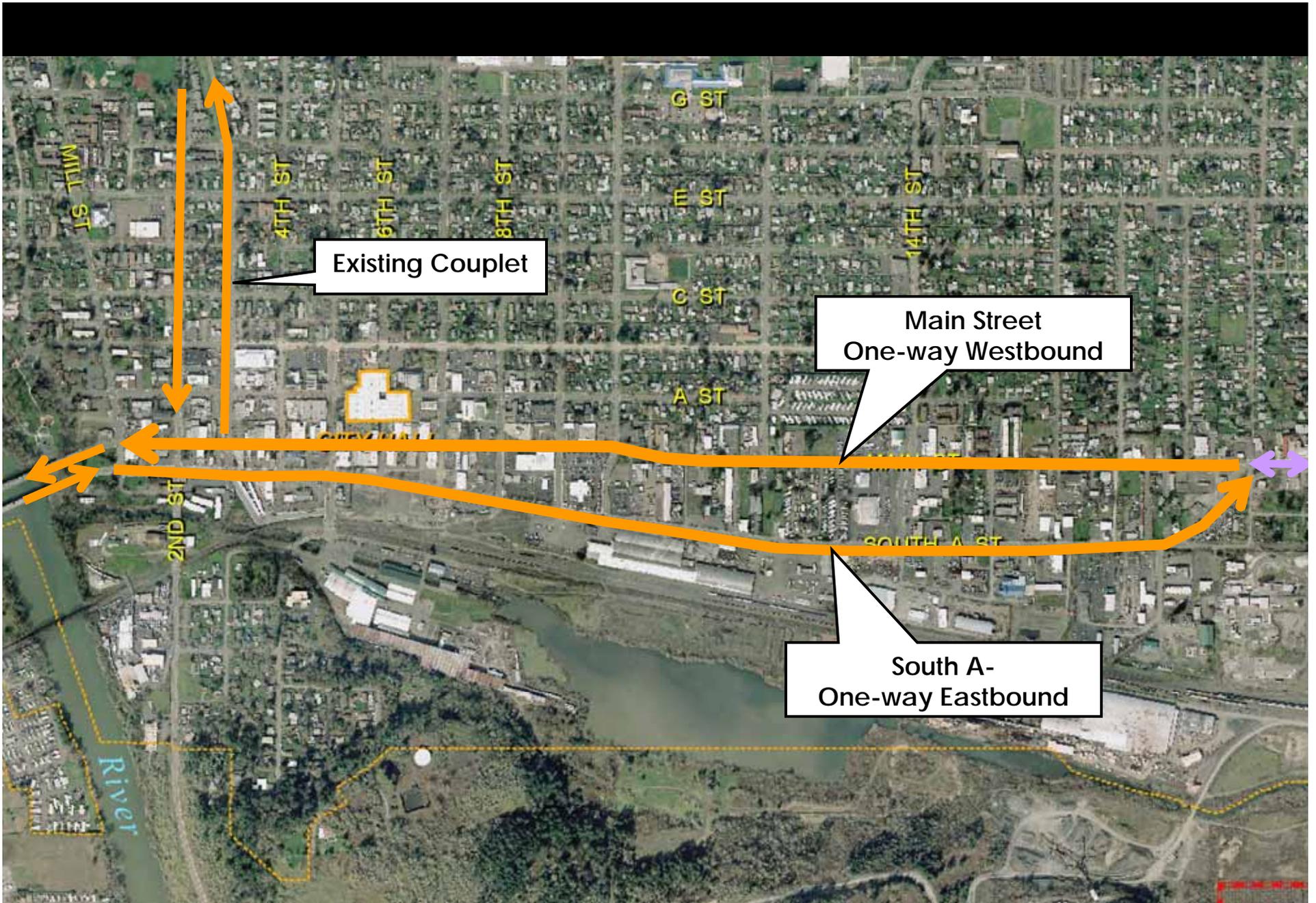
2 DESIGNING

- 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



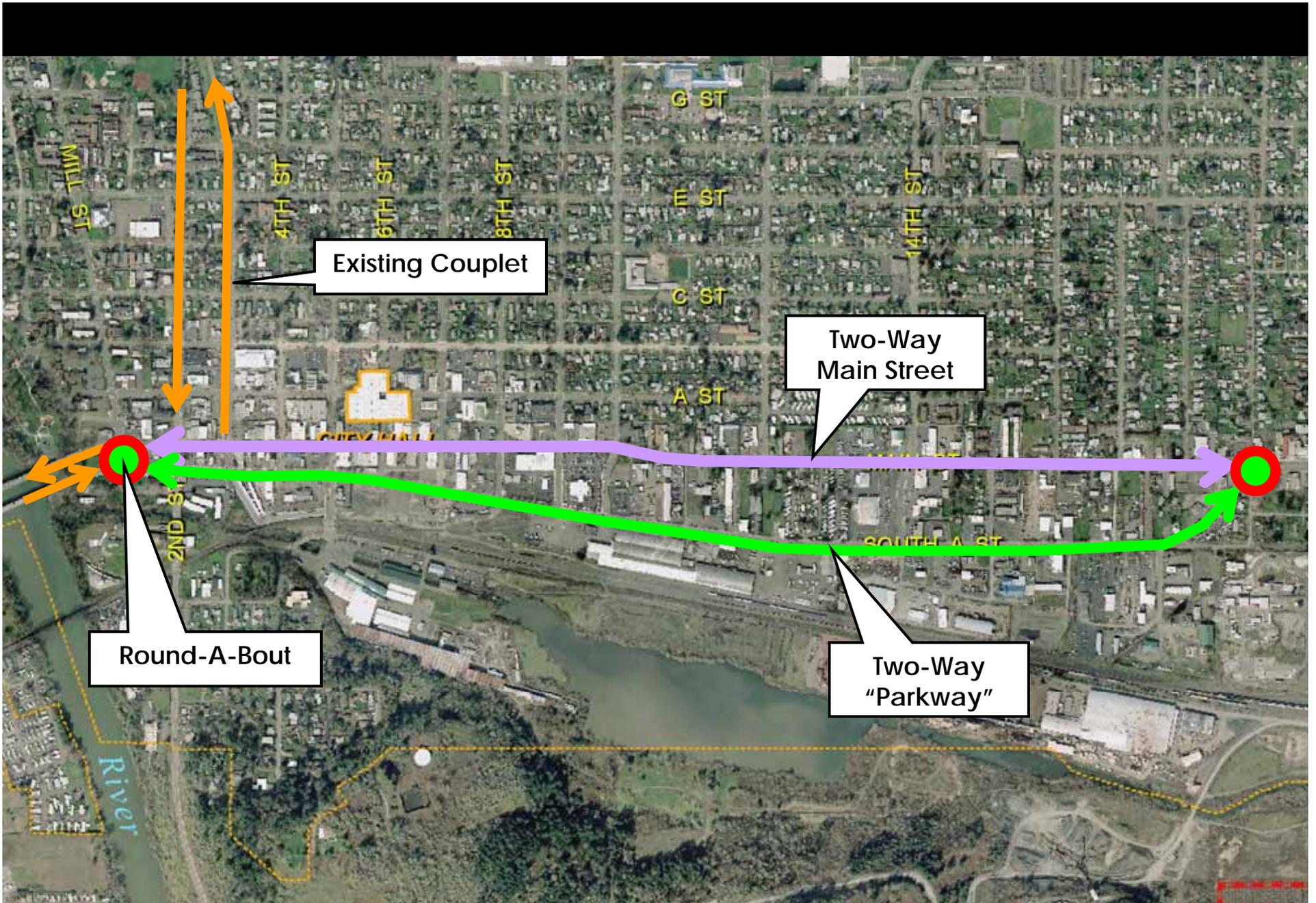


Existing Couplet

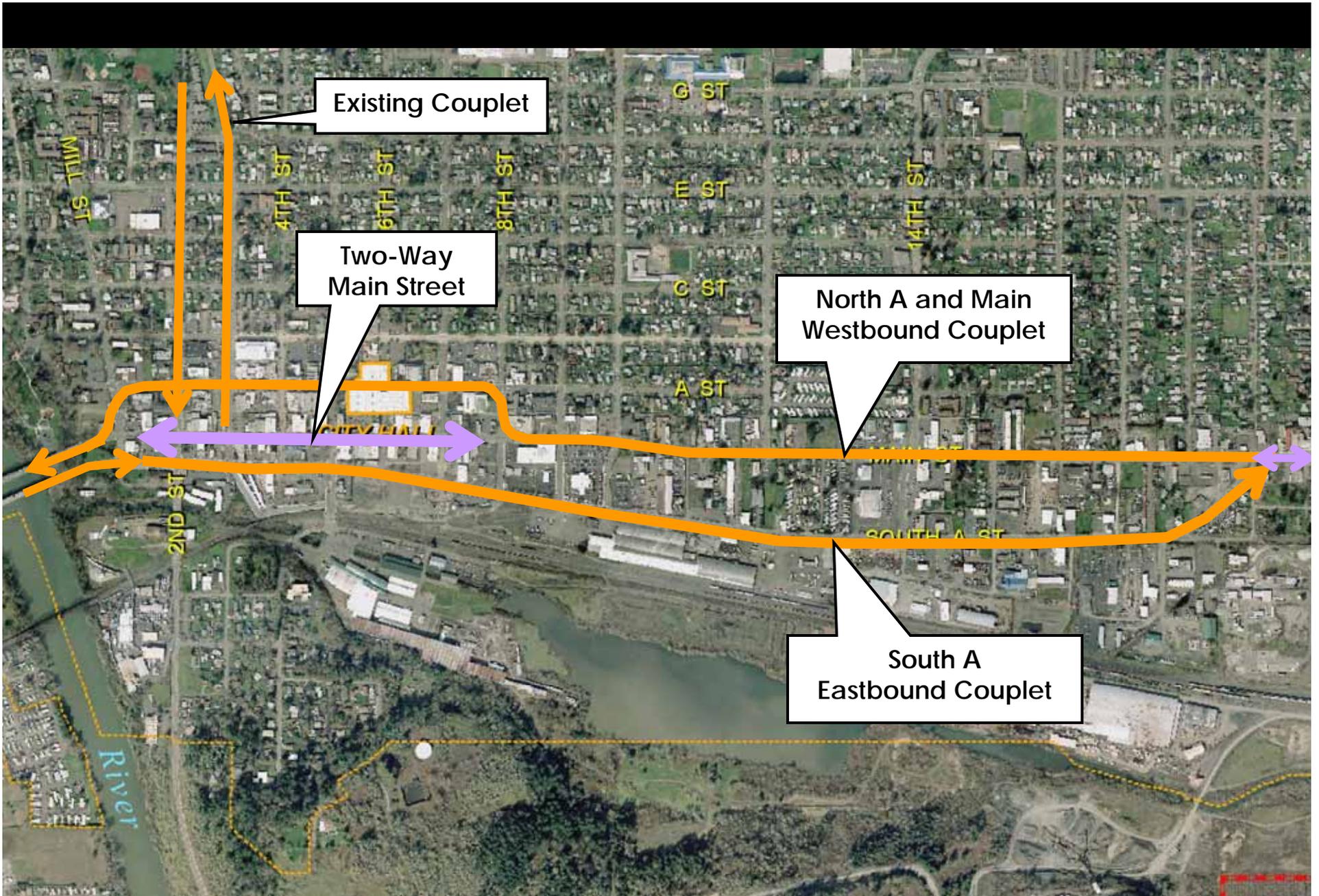
Main Street
One-way Westbound

South A-
One-way Eastbound

Existing



South A "Parkway"



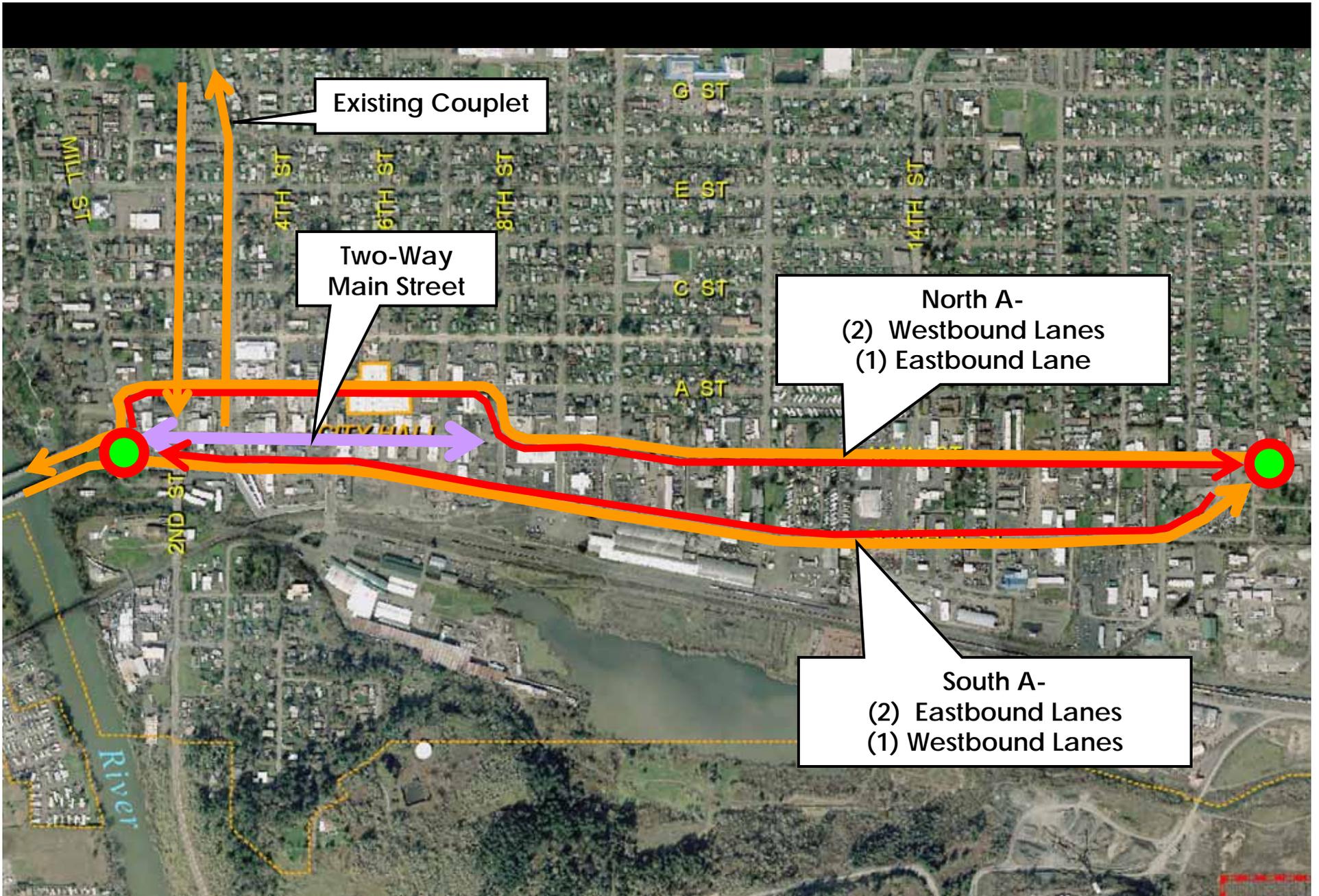
Existing Couplet

Two-Way
Main Street

North A and Main
Westbound Couplet

South A
Eastbound Couplet

North A/South A "Couplet"



North A/South A "Contra Flow"



Downtown Urban Design Plan & Implementation Strategy Springfield, OR

Citizen Advisory Committee Mtg. #1

June 24, 2009

CRANDALL ARAMBULA PC

DKS Associates/Harper Houf Peterson Righellis

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:

2.
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



Areas of Influence

Core Area

CITY HALL

Proposed Study Area

**For meeting results and project updates
VISIT**

www.ci.springfield.or.us/dsd/Planning/DowntownRevitalizationHome.html