





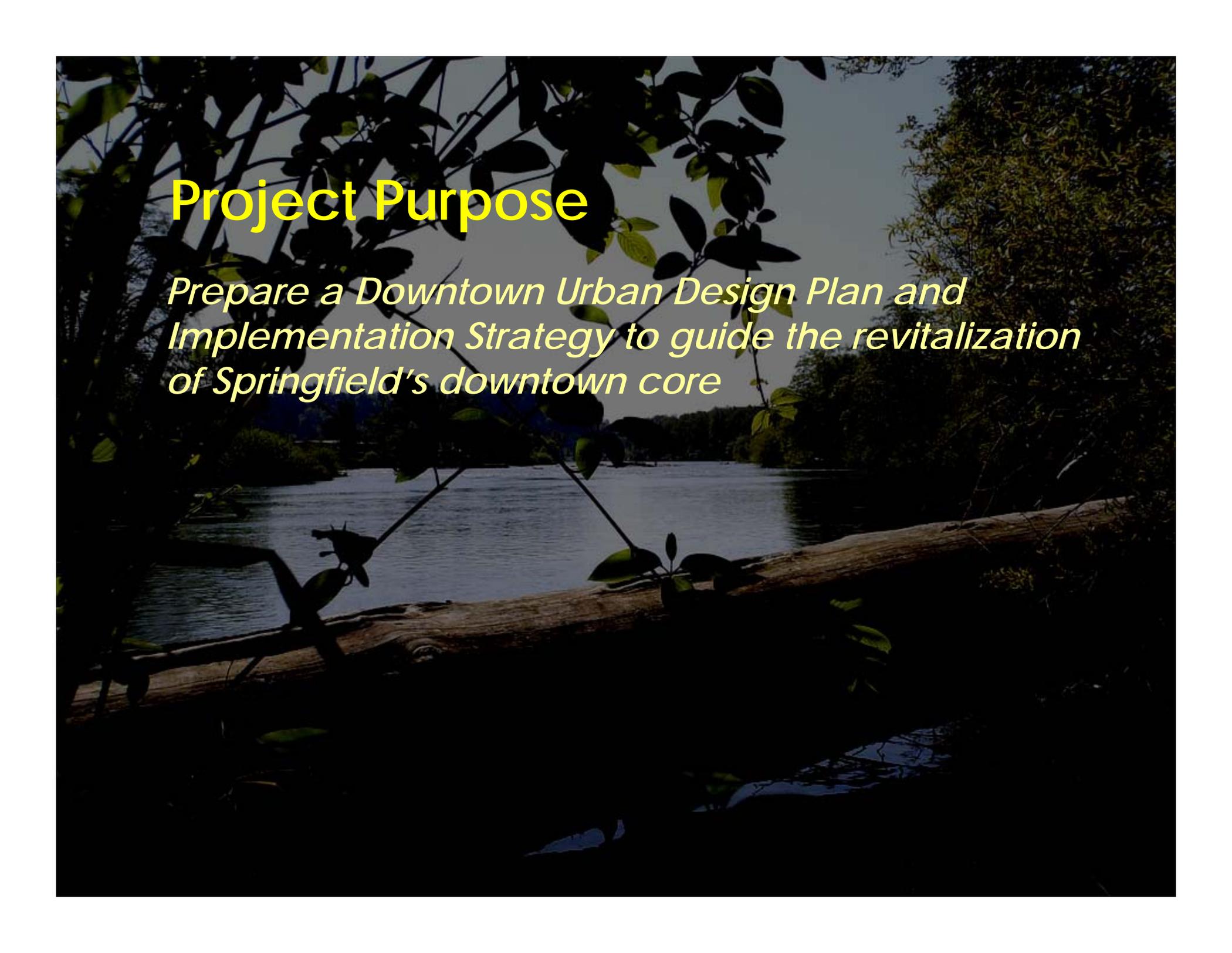
# Downtown Urban Design Plan & Implementation Strategy

City Council and Planning Commission-  
Joint Work Session

July 12, 2010  
Springfield, Oregon

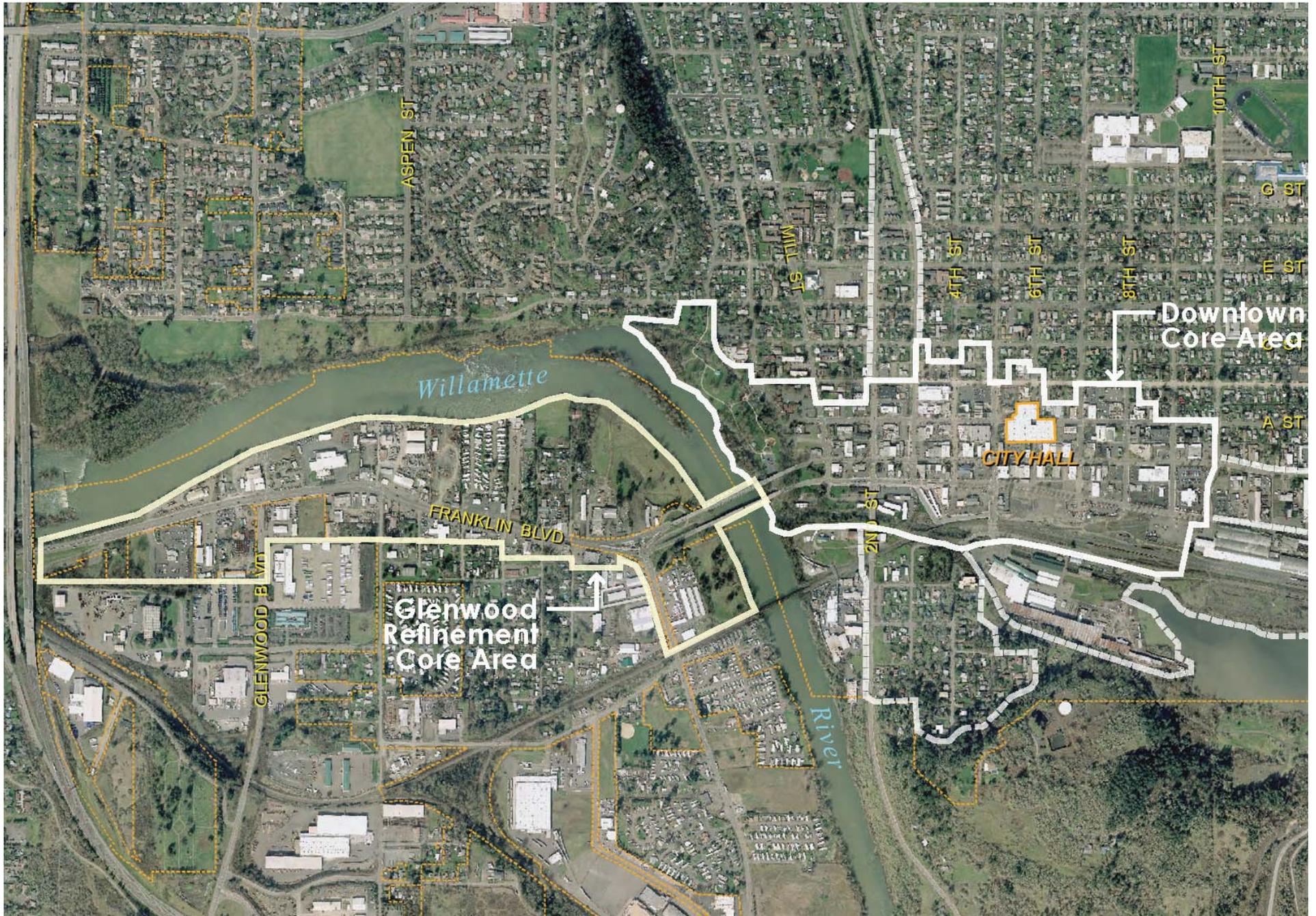
**CRANDALL ARAMBULA PC**

**DKS Associates/Harper Houf Peterson Righellis**

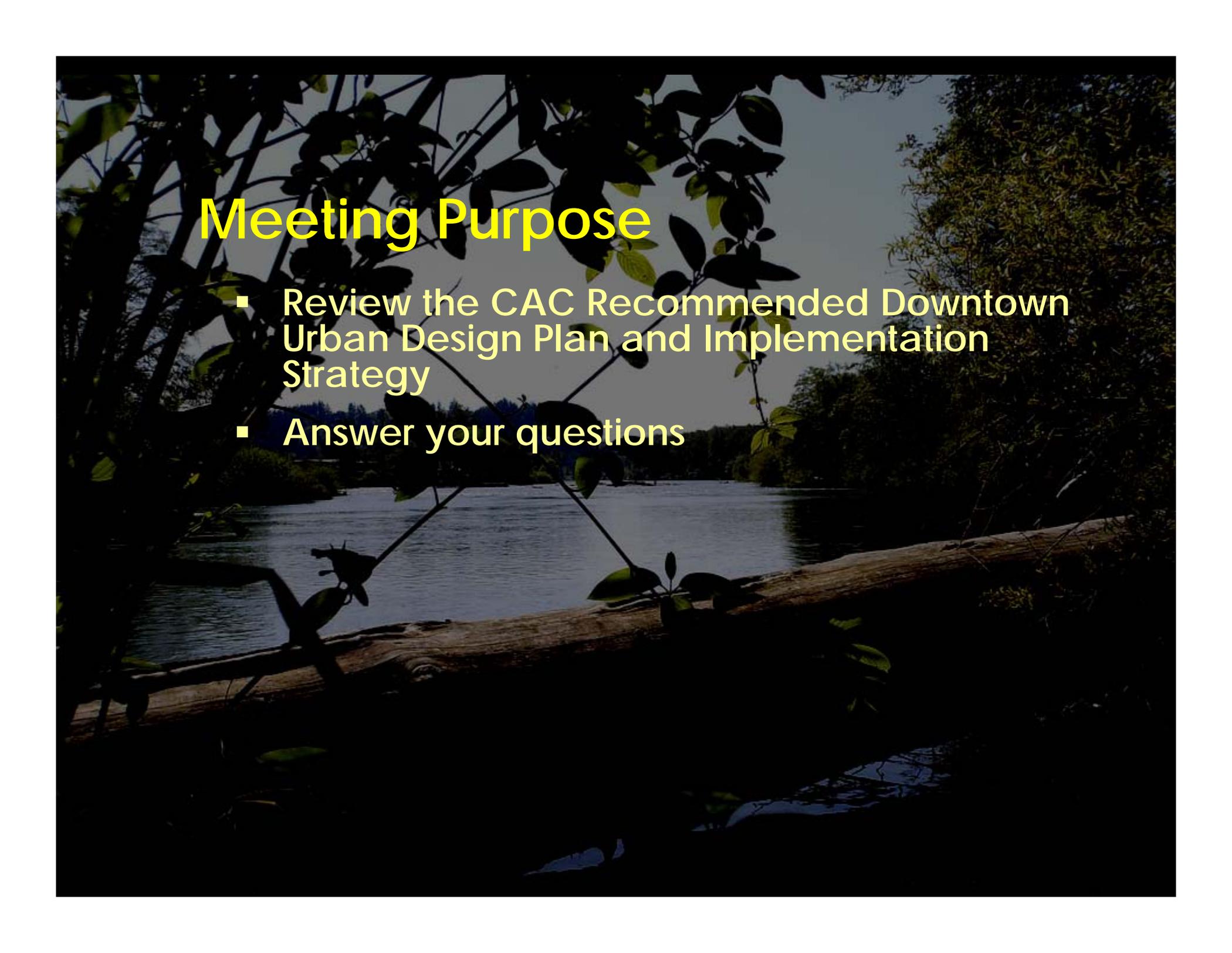


# Project Purpose

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



Study Area

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

# Meeting Purpose

- Review the CAC Recommended Downtown Urban Design Plan and Implementation Strategy
- Answer your questions

# Process & Schedule

2009

2010

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

## 1 STARTING

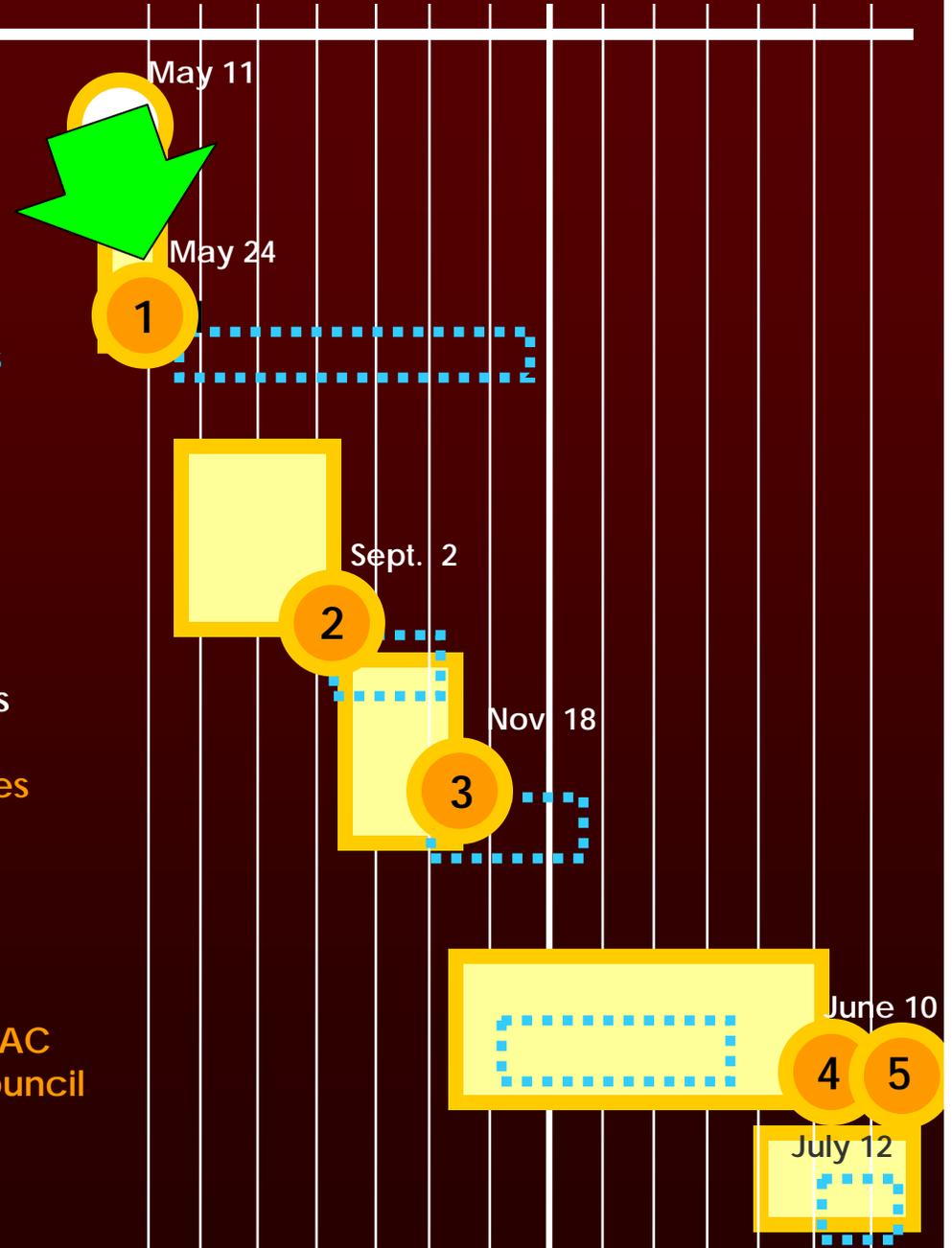
- 1) Kick-Off Meeting/Review Info.
- 2) Meetings with Stakeholders  
Parking Stakeholder
- 3) Prepare Opportunities & Constraints
- 4) **Review Findings/Develop Objectives**  
**Parking Supply and Demand Analysis**

## 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  
**Parking Strategy Development**
- 13) **Present Implementation Strategy to CAC**
- 14) **Present CAC Recommendations to Council**
- 15) Refine Implementation Strategy
- 16) Prepare and Review Final Products



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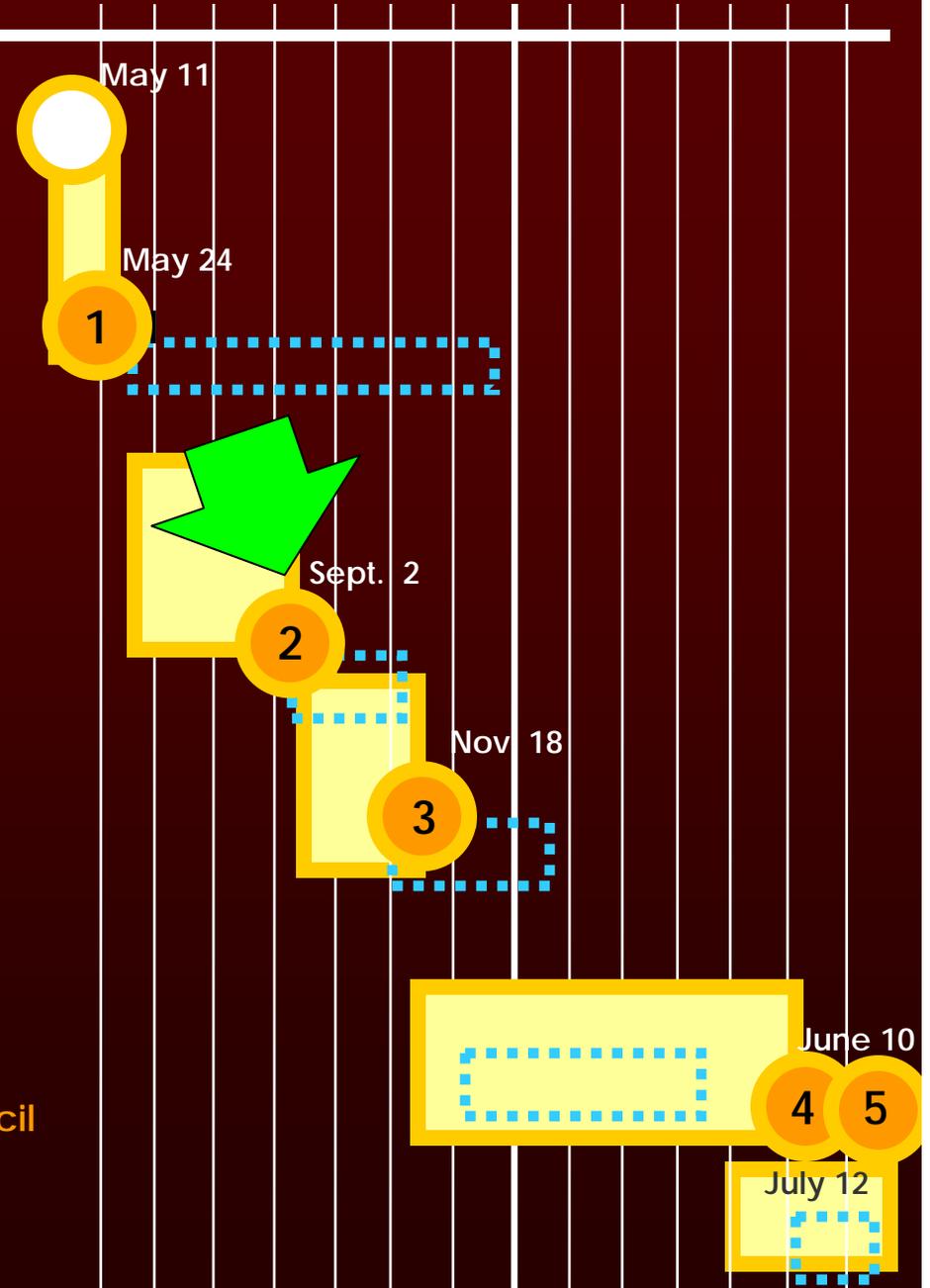
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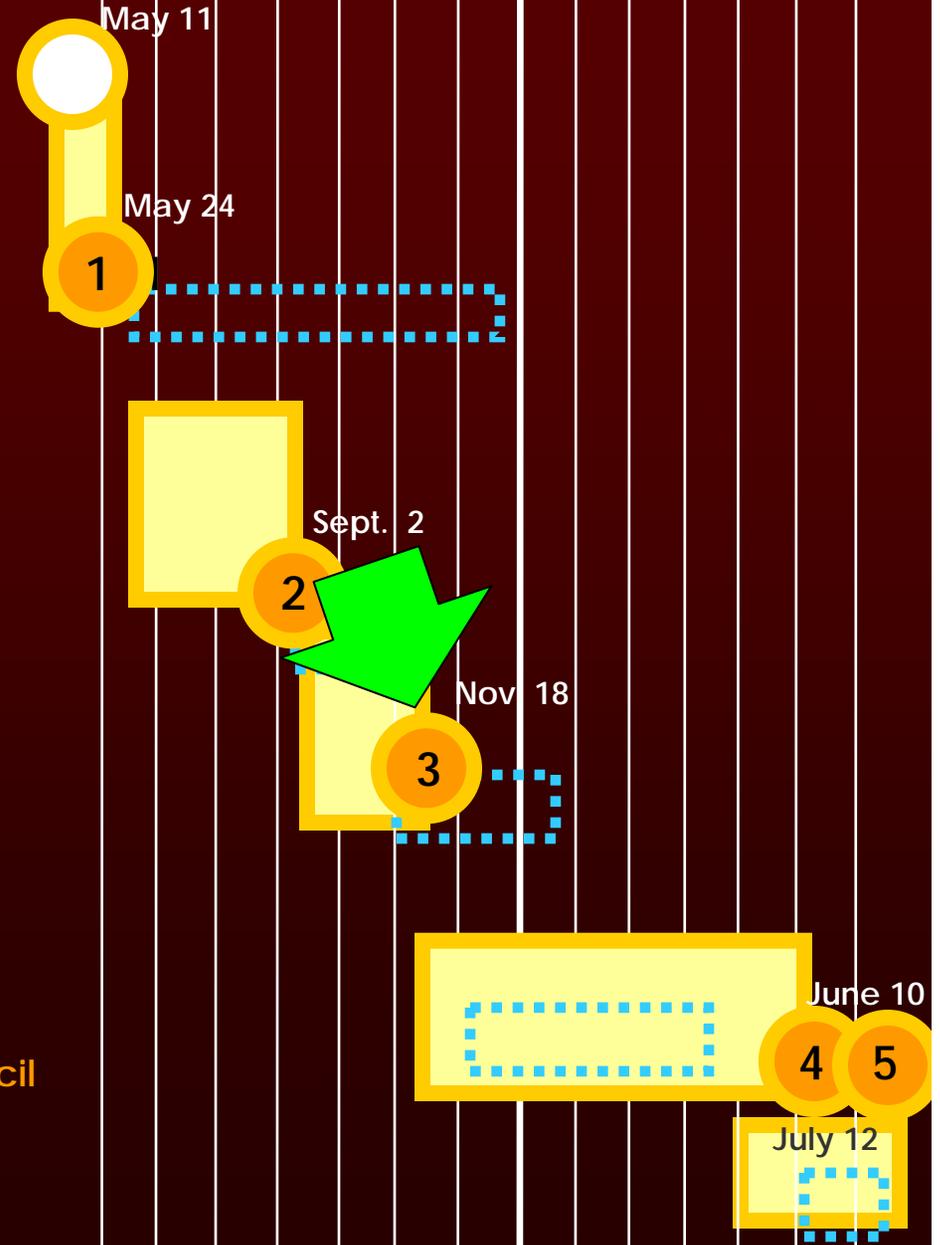
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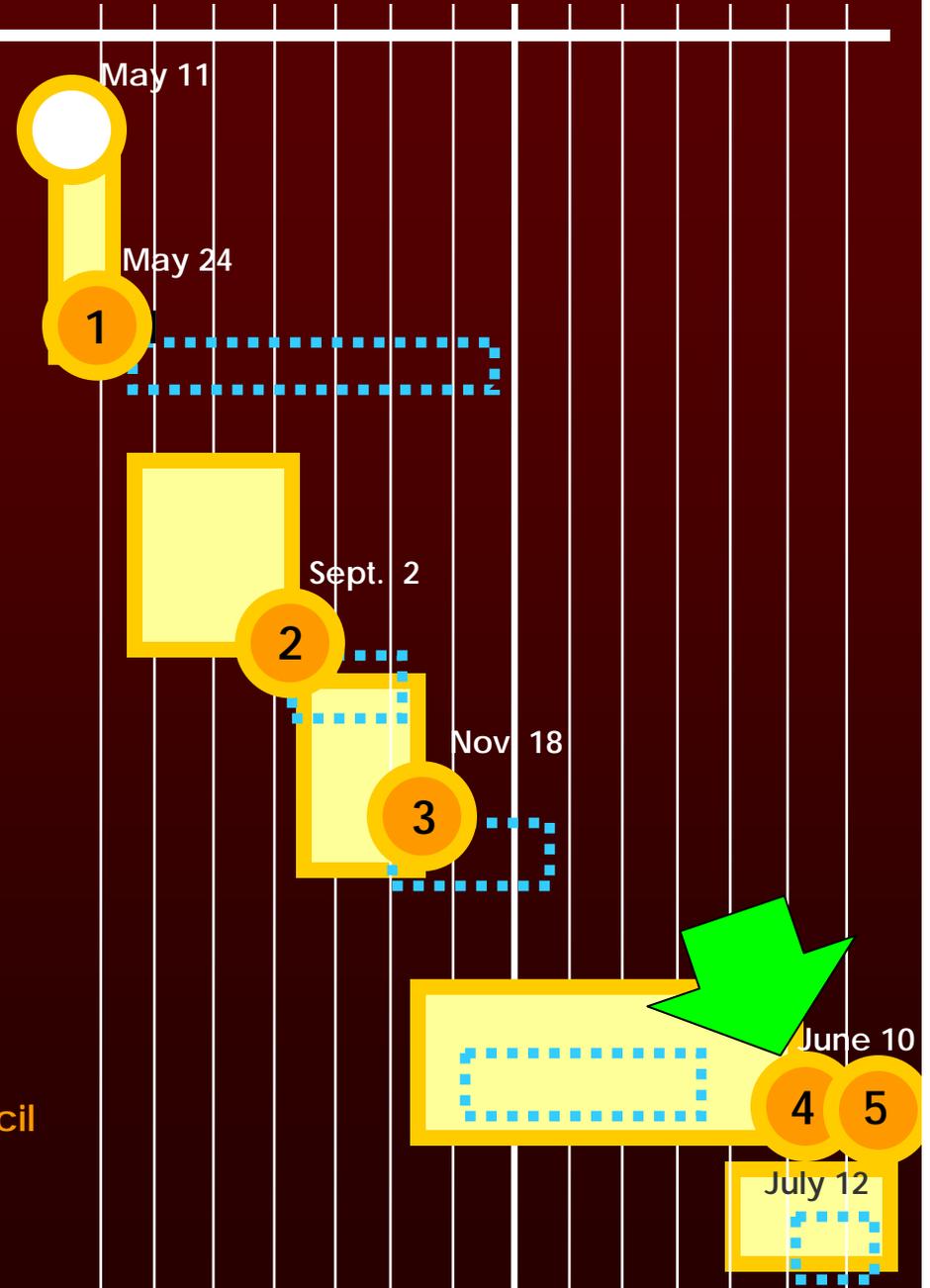
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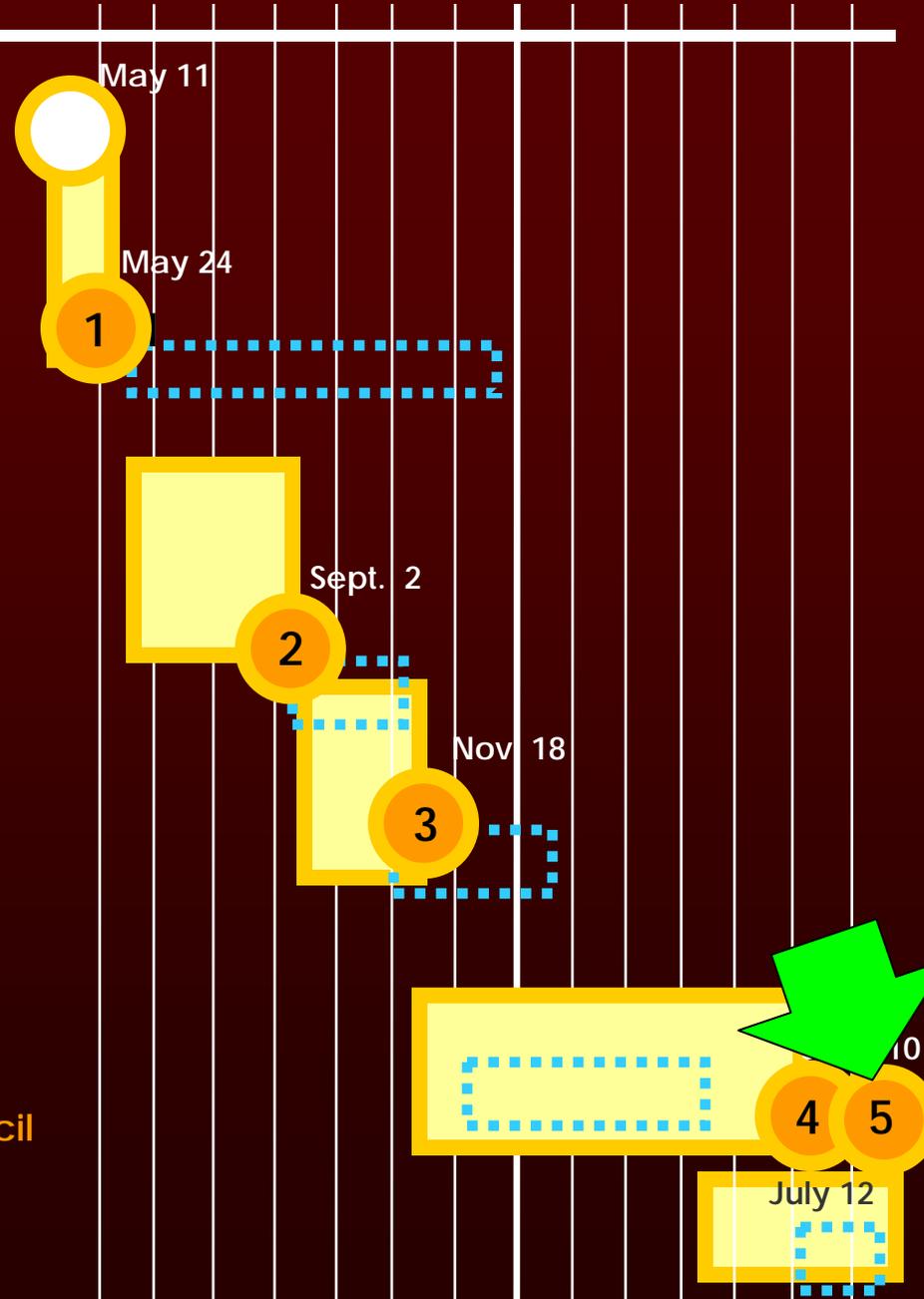
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# The Best Downtowns

Catalyst Projects

# Urban Planning

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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”

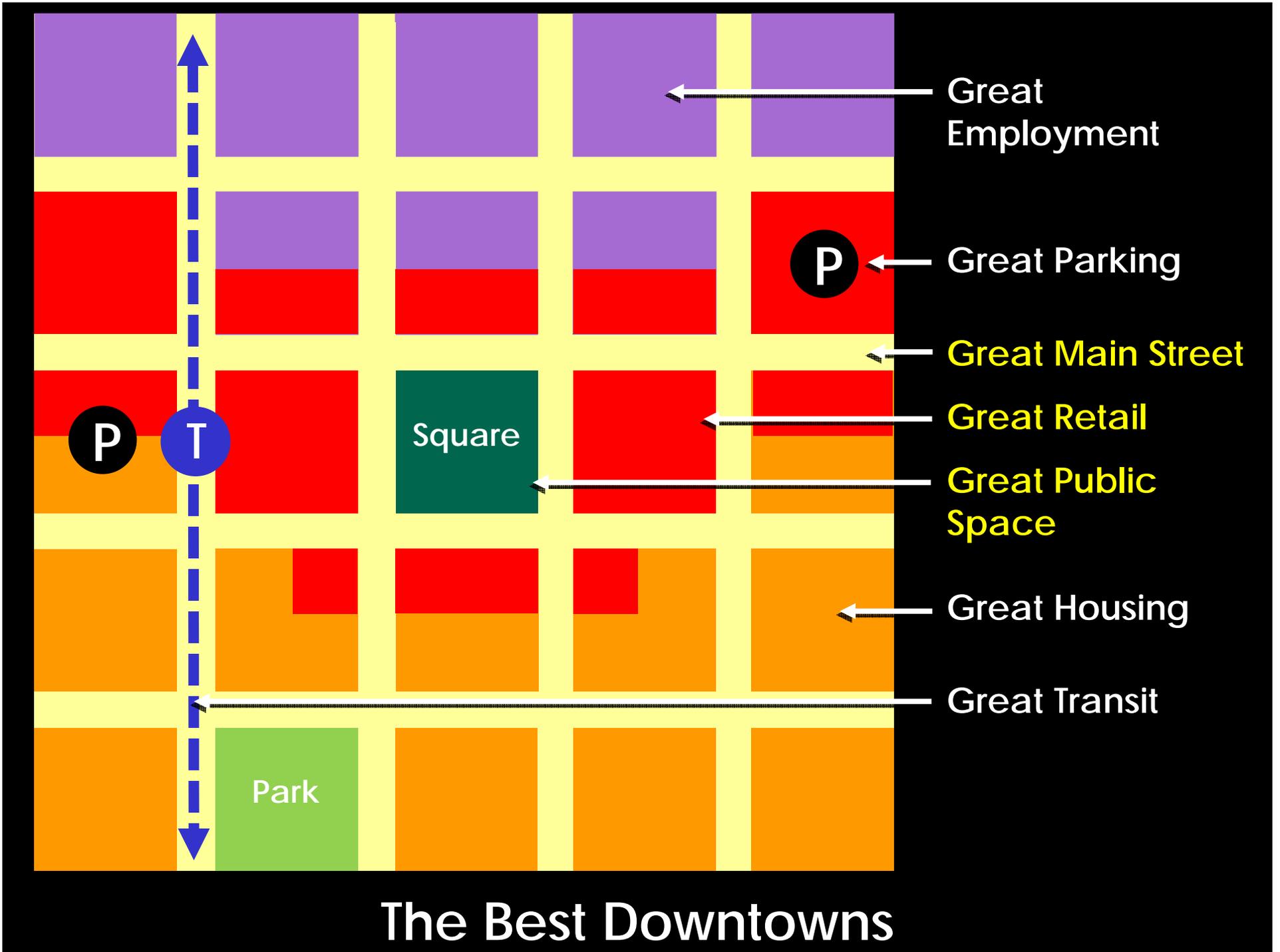
# Catalyst Projects

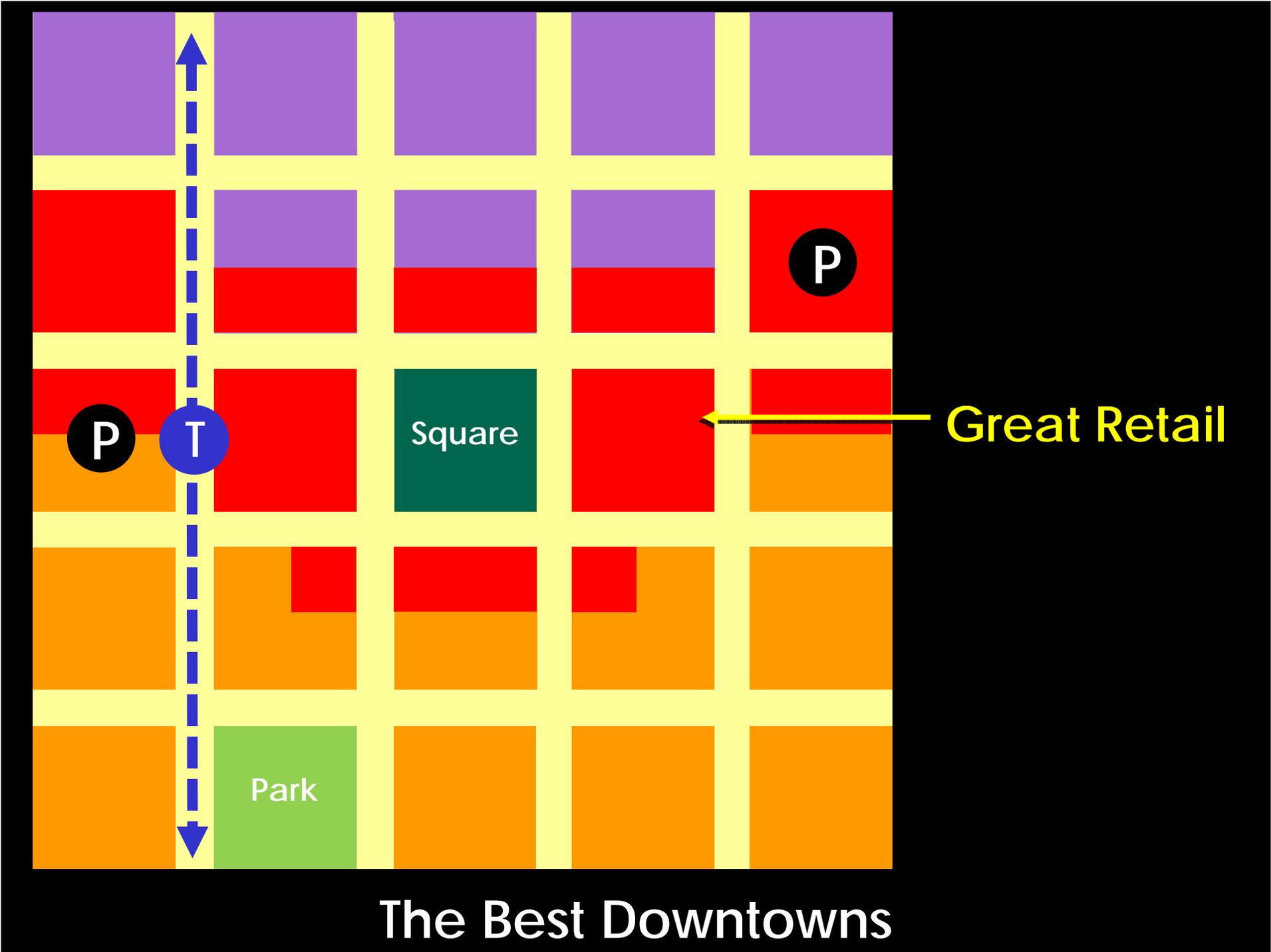
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- 1) Are strategically located
- 2) Change the public's perception of an area
- 3) Stimulate new private development
- 4) Produce revenue to offset the cost of improvements

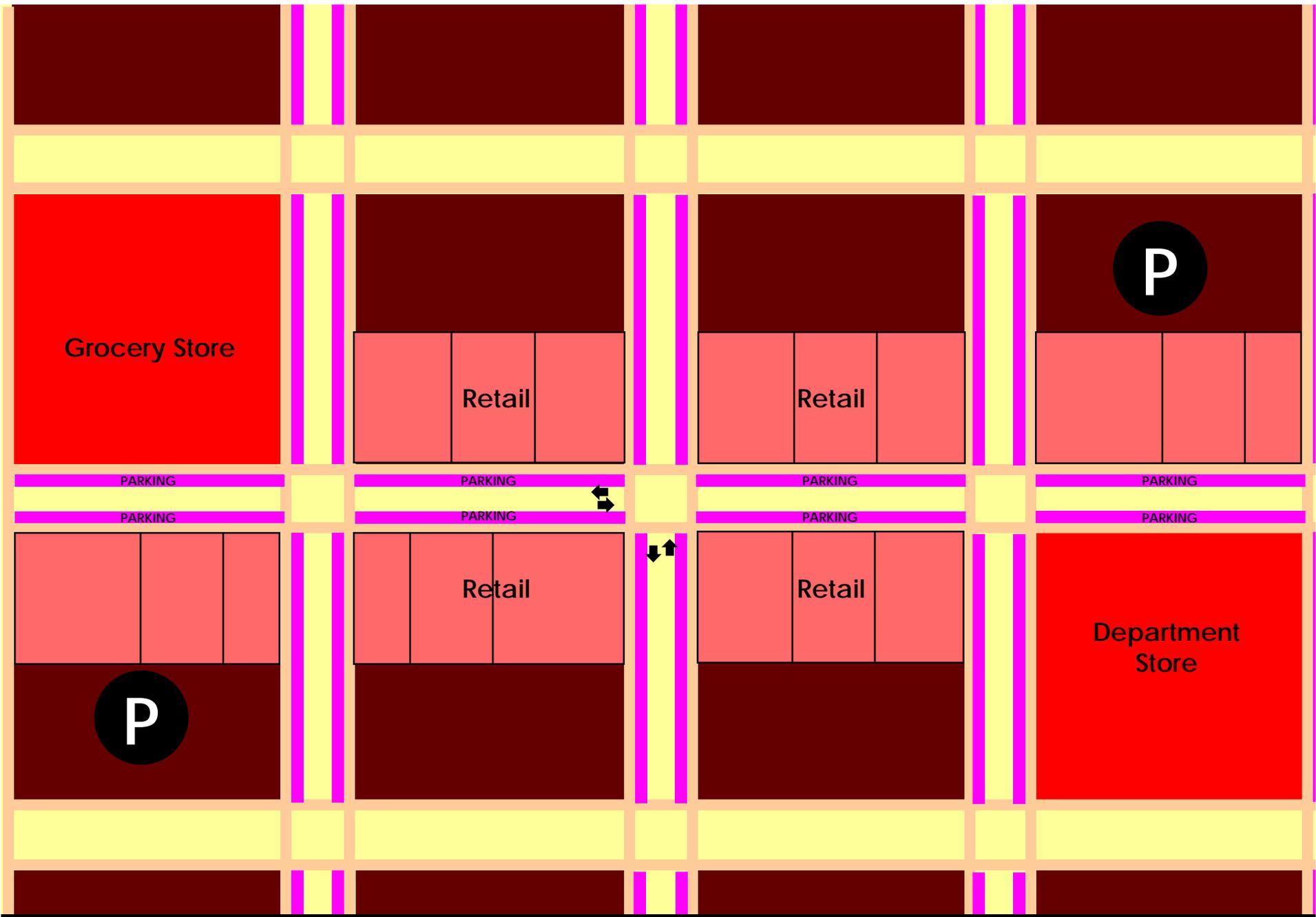
# The Best Downtowns

Key Features

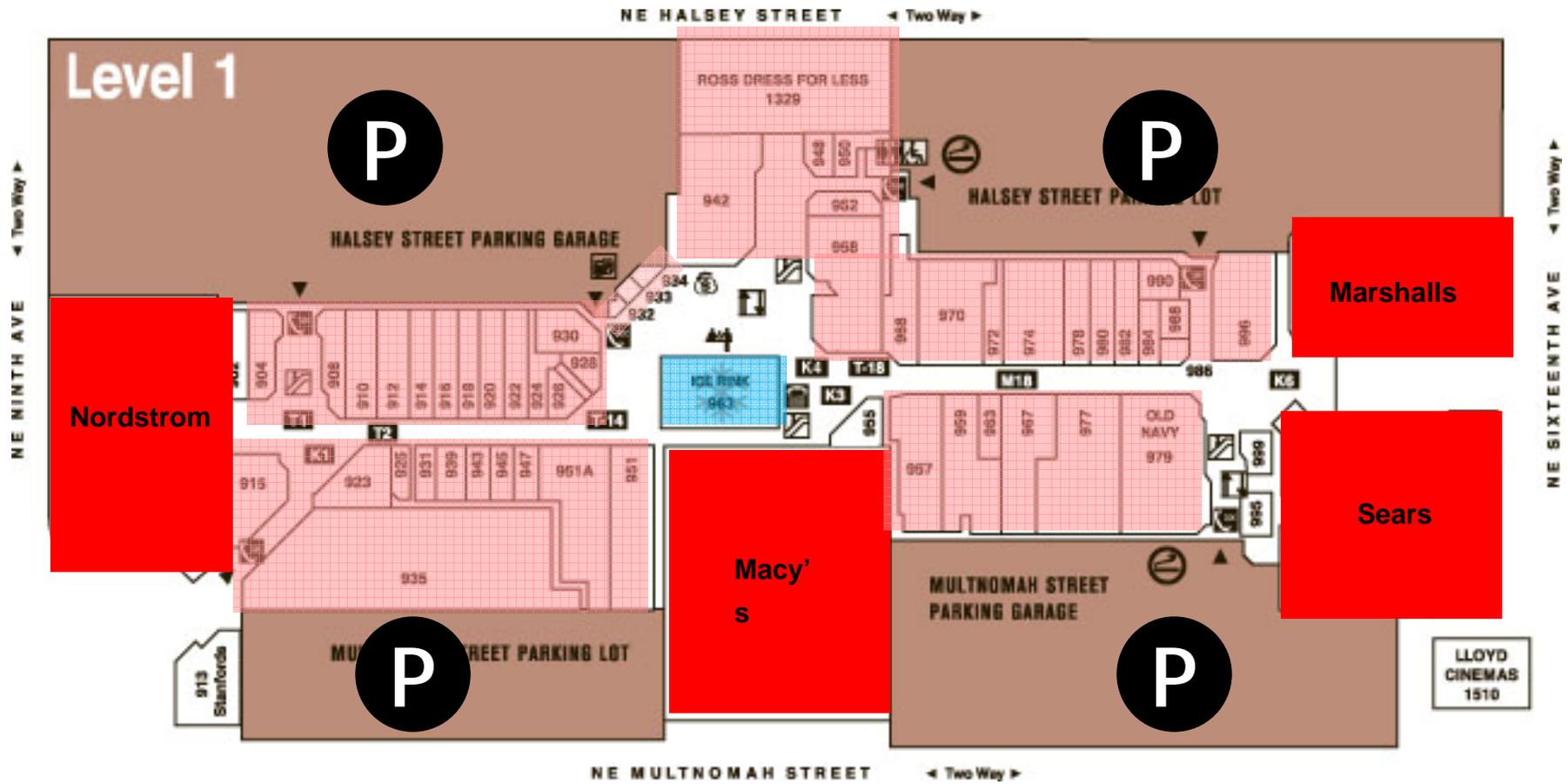




The Best Downtowns



Traditional Retail Main Street



Typical Shopping Center



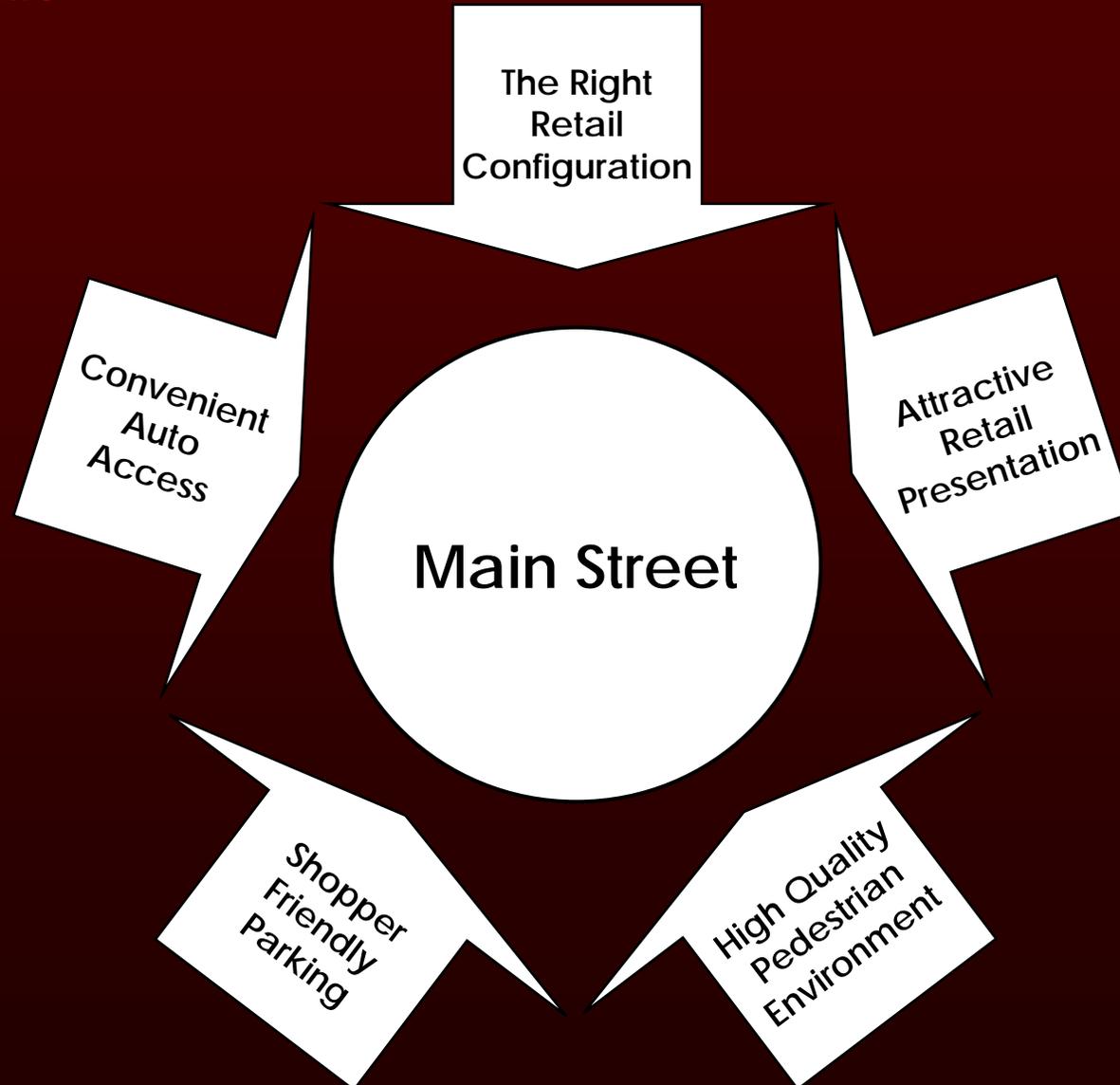
Hood River, Oregon



West Elm, Nashville, Tennessee

# Retail Recipe for Success

CRANDALL ARAMBULA PC





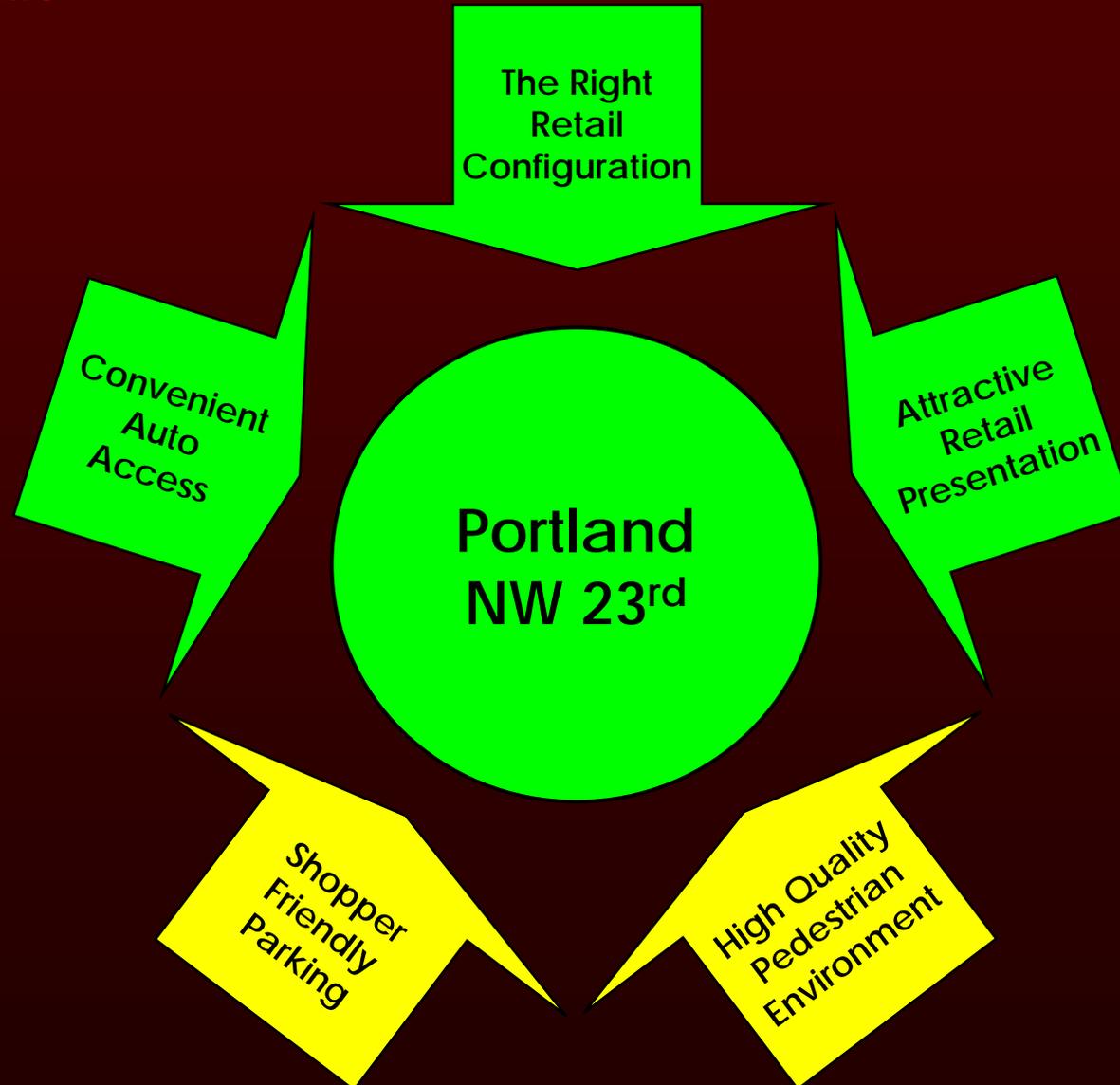
Portland, NW 23rd





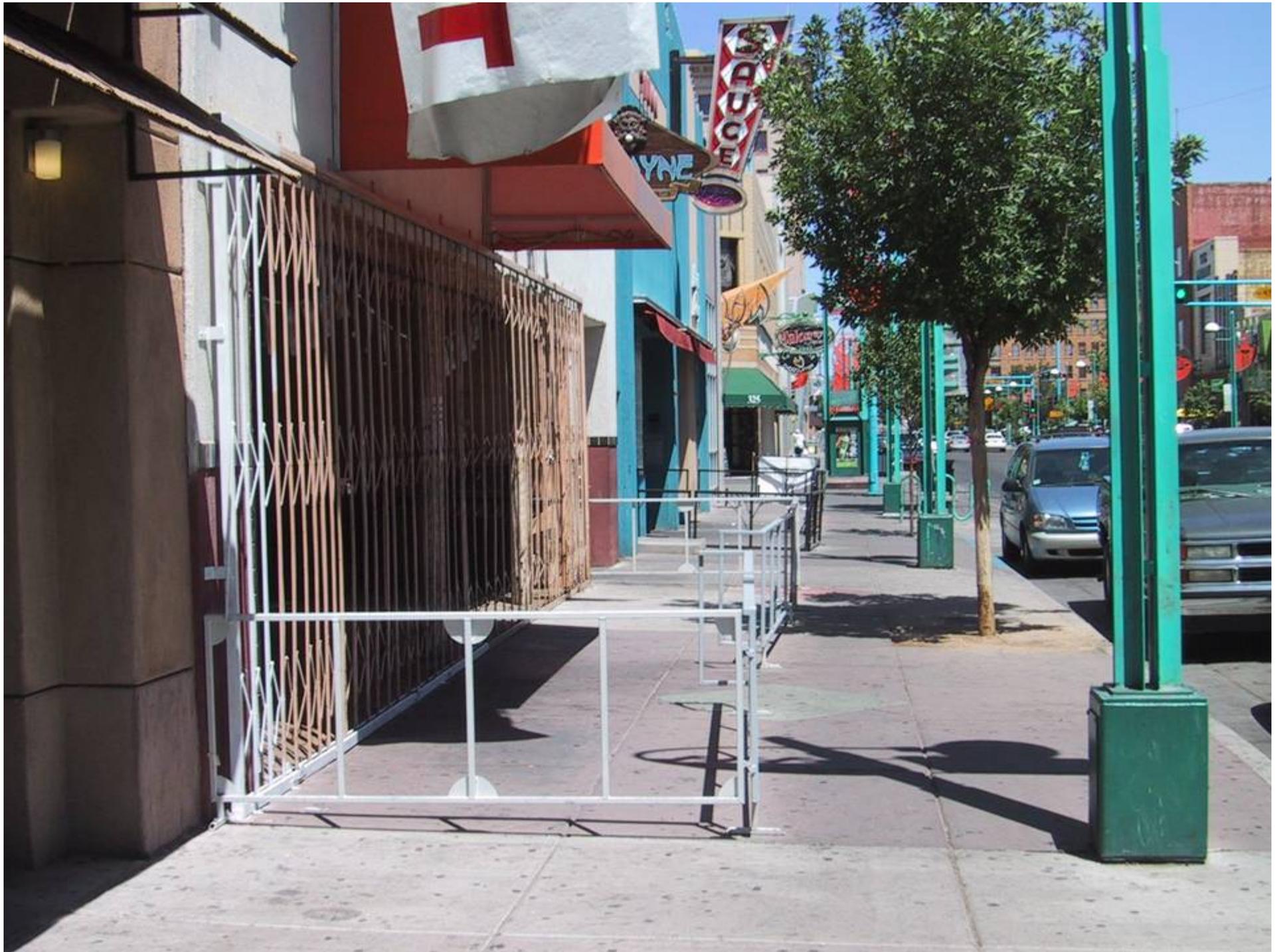
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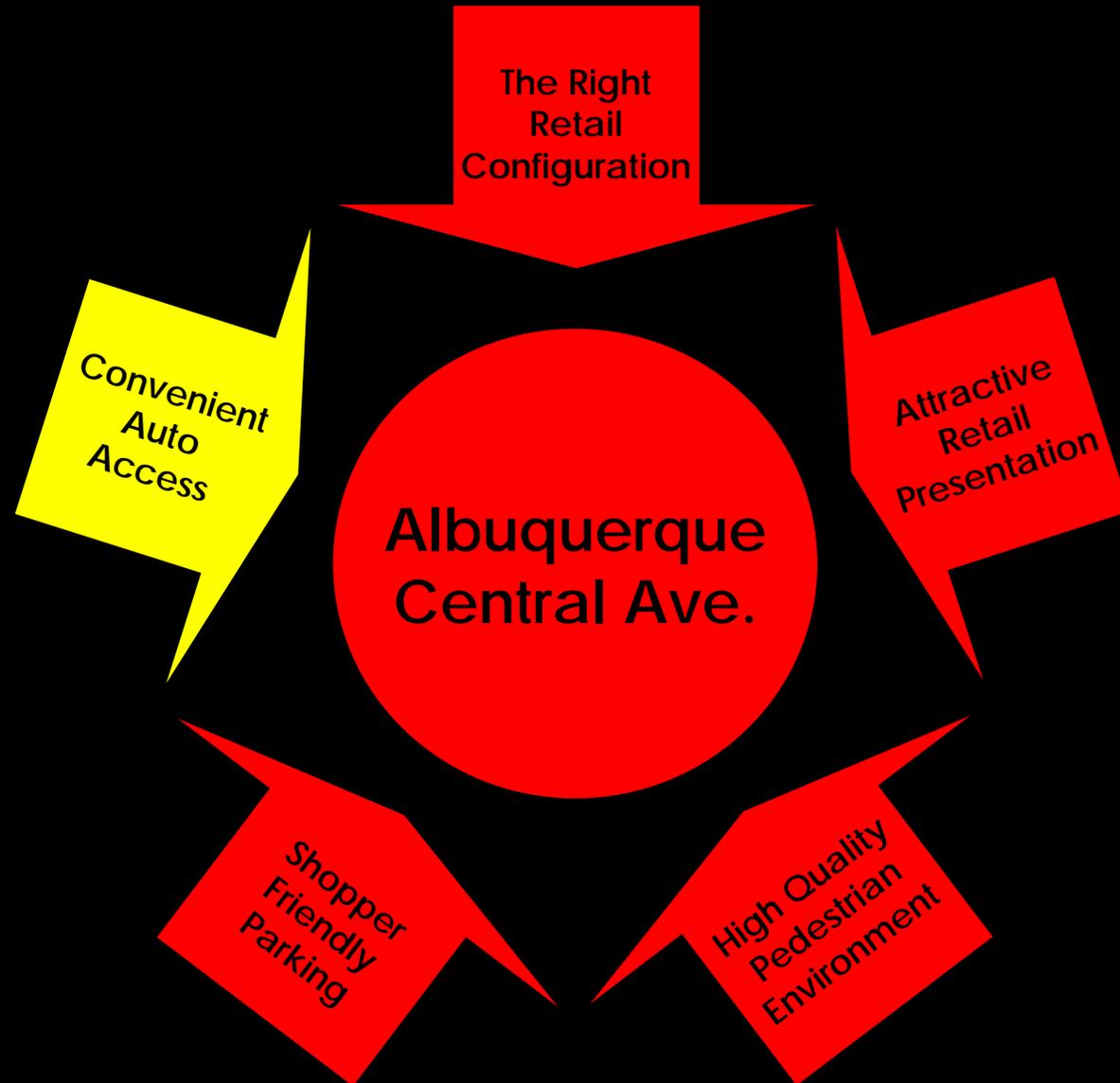




Albuquerque Central Avenue



# 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.

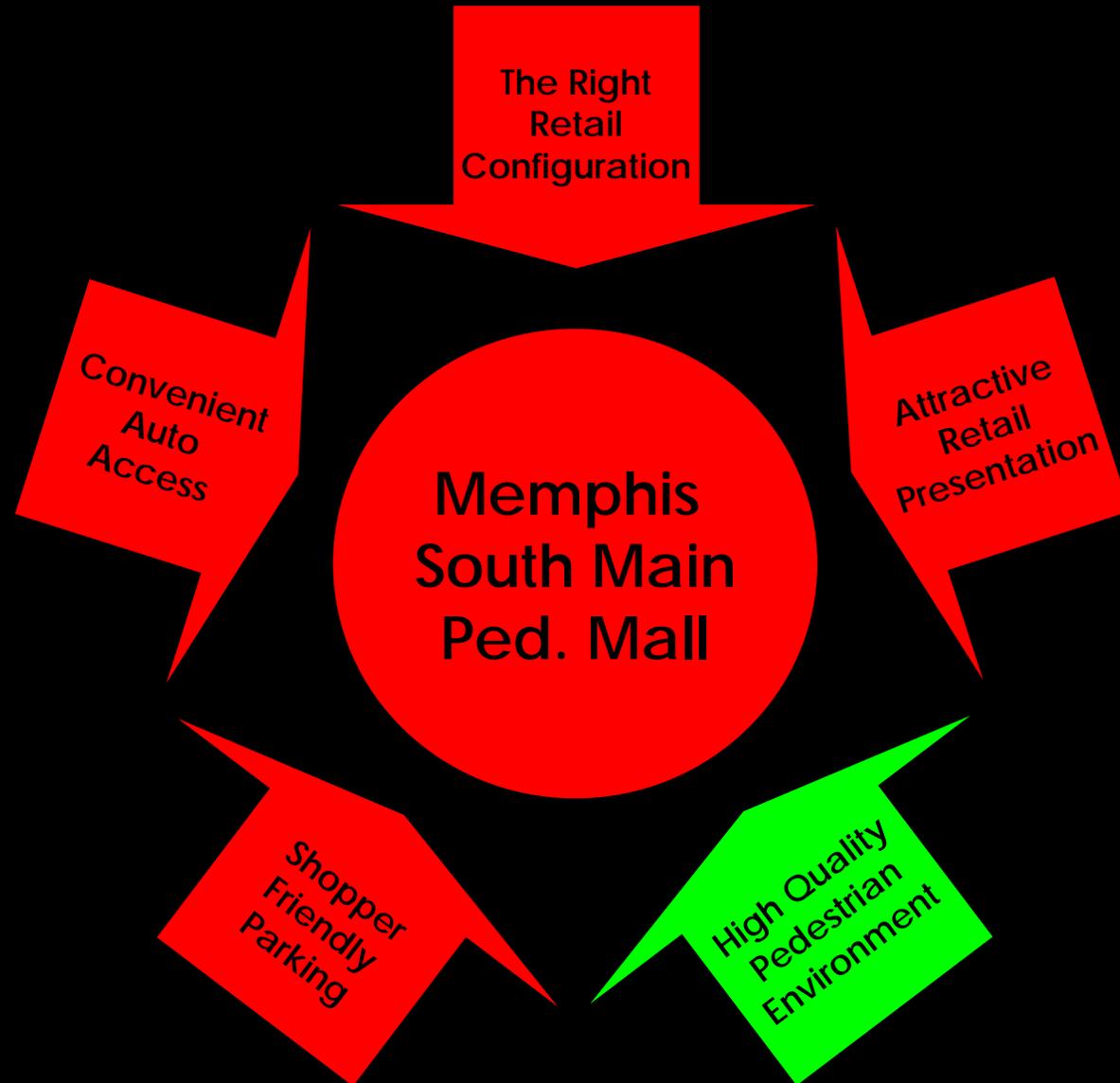
But take a closer look at each building and there's a different story unfolding. The retail space at the foot of many new residential developments does not do the staples of a shopping center out East or those of urban meccas like New York or Chicago. Rather, many new spaces reserved for retail are home 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.

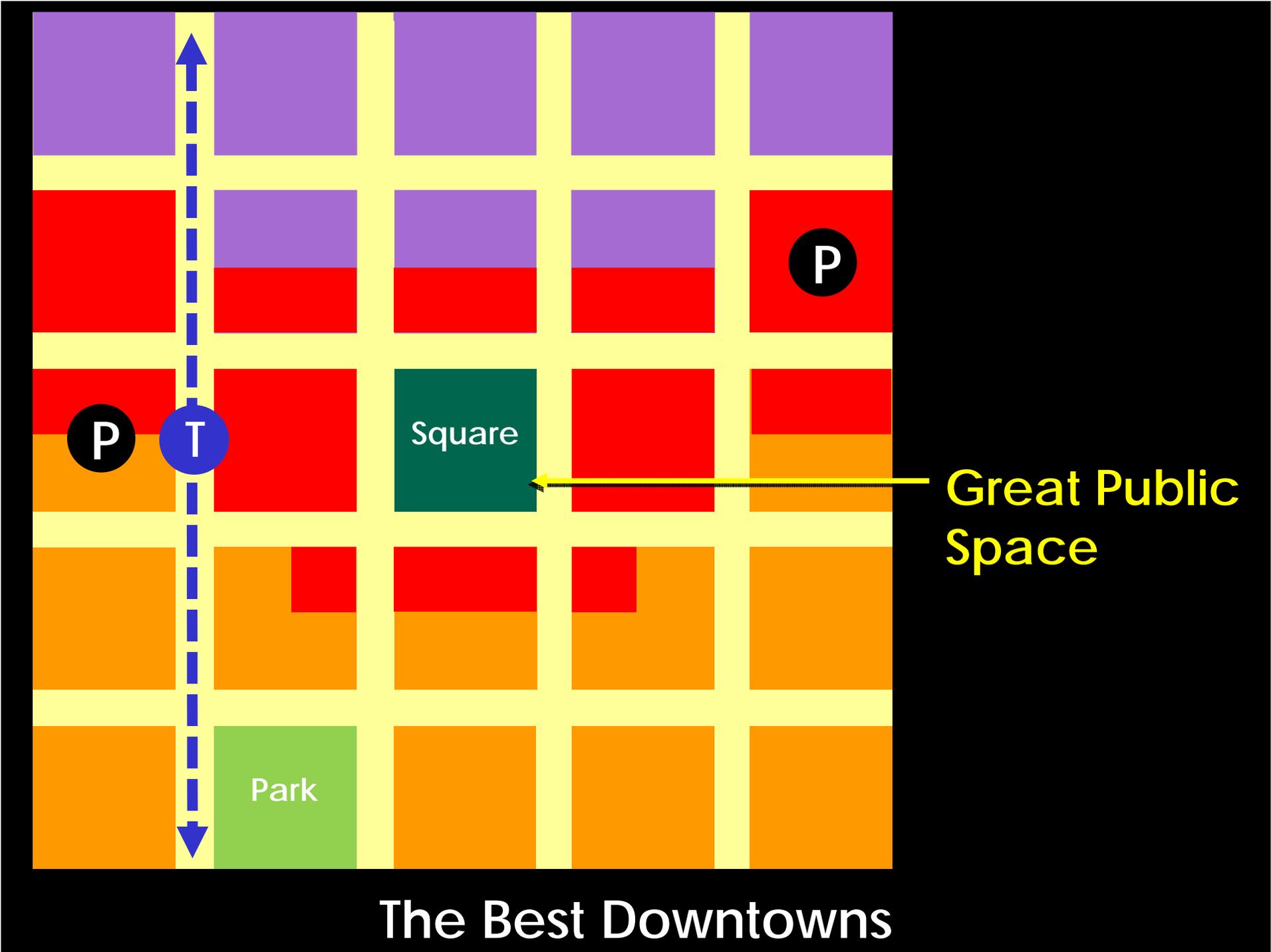
Developers say leasing retail space Downtown is difficult. Stores large and small decide where to locate based on demographic factors -- population, education and age, among others -- so the more people who move Downtown, the easier it will be to lure tenants. But with a current population of 28,000, 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





The Best Downtowns

## Fundamental Characteristics

# Square

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- 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



Square

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# Park

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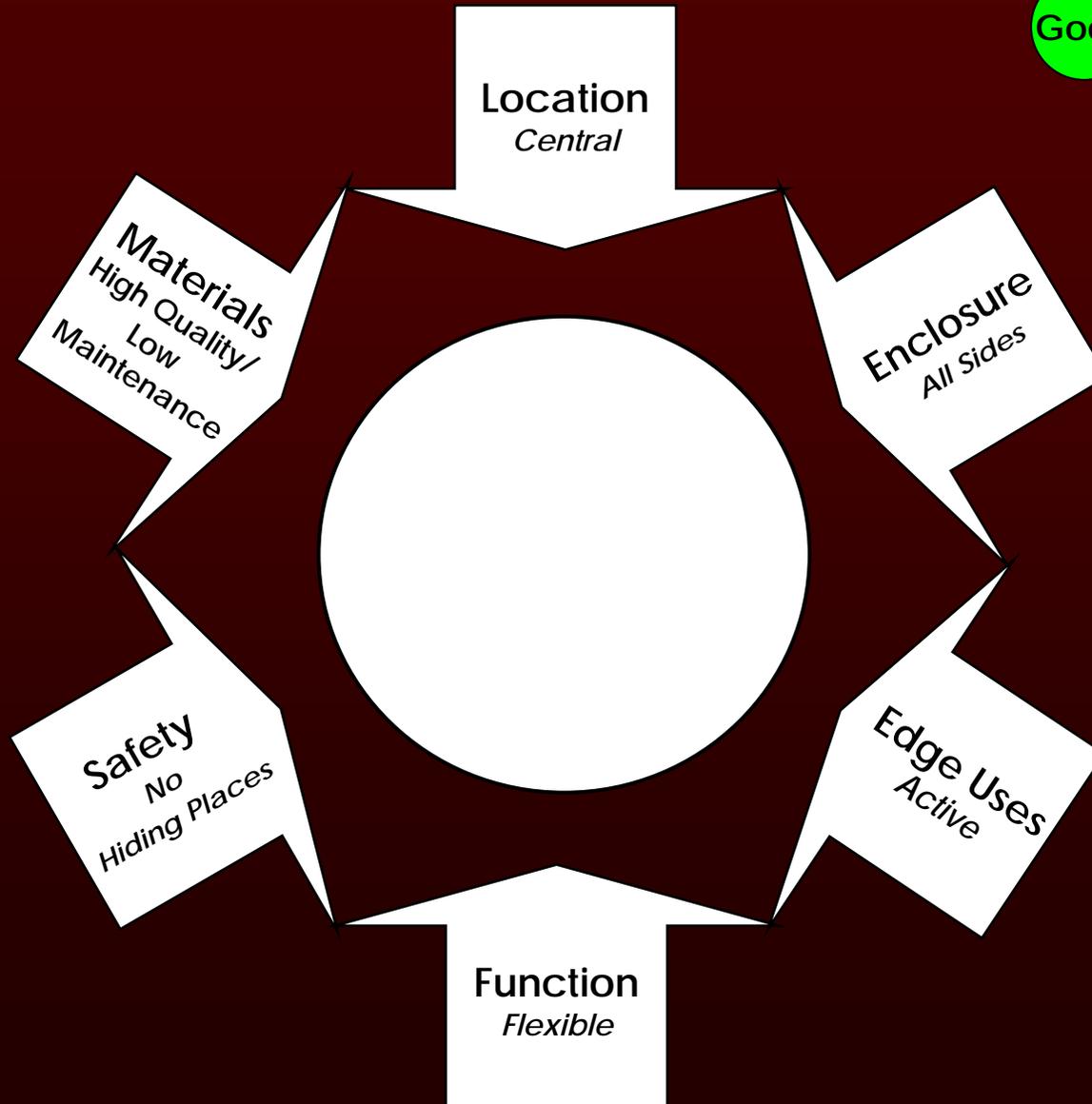
- 1) Adjacent to the city center
- 2) A place for:
  - All ages
  - Recreation
  - Quiet contemplation
- 3) Dominant materials:
  - Grass
  - Trees



Park

# Square Recipe for Success

CRANDALL ARAMBULA PC





O'Bryant Square



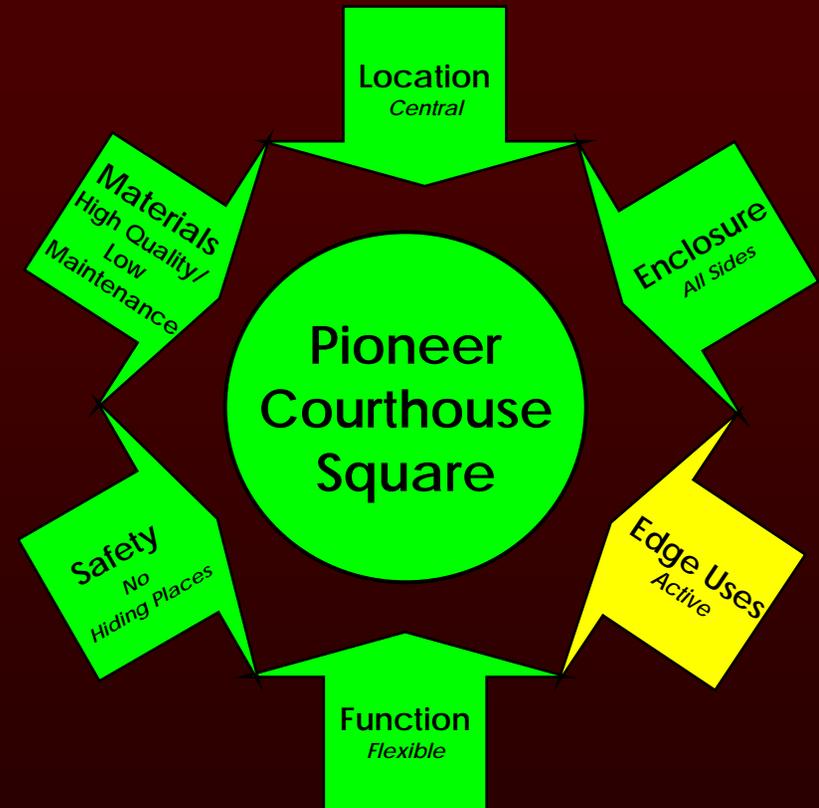
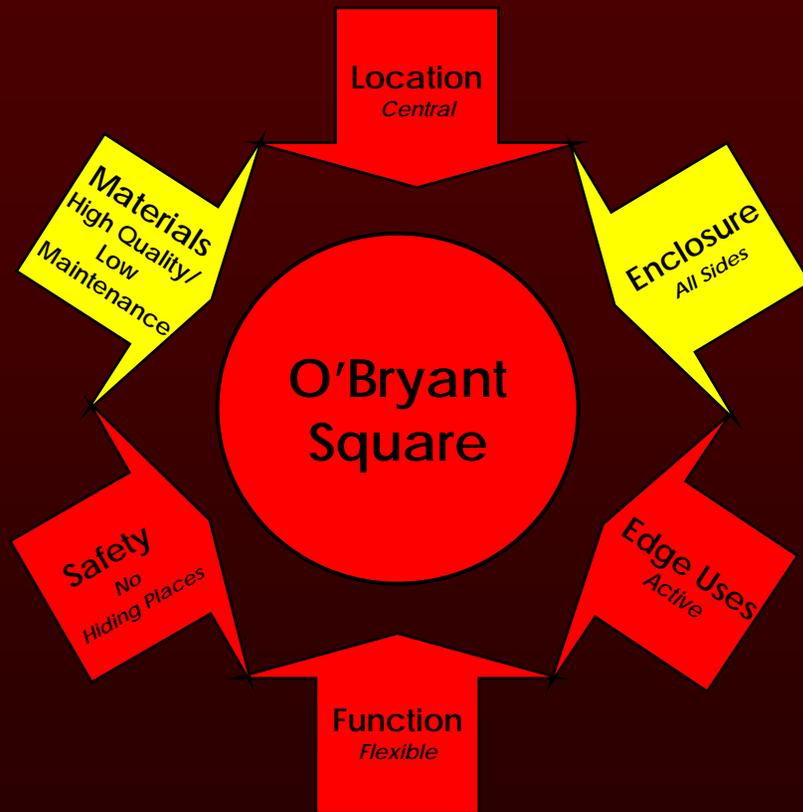
Pioneer Courthouse Square

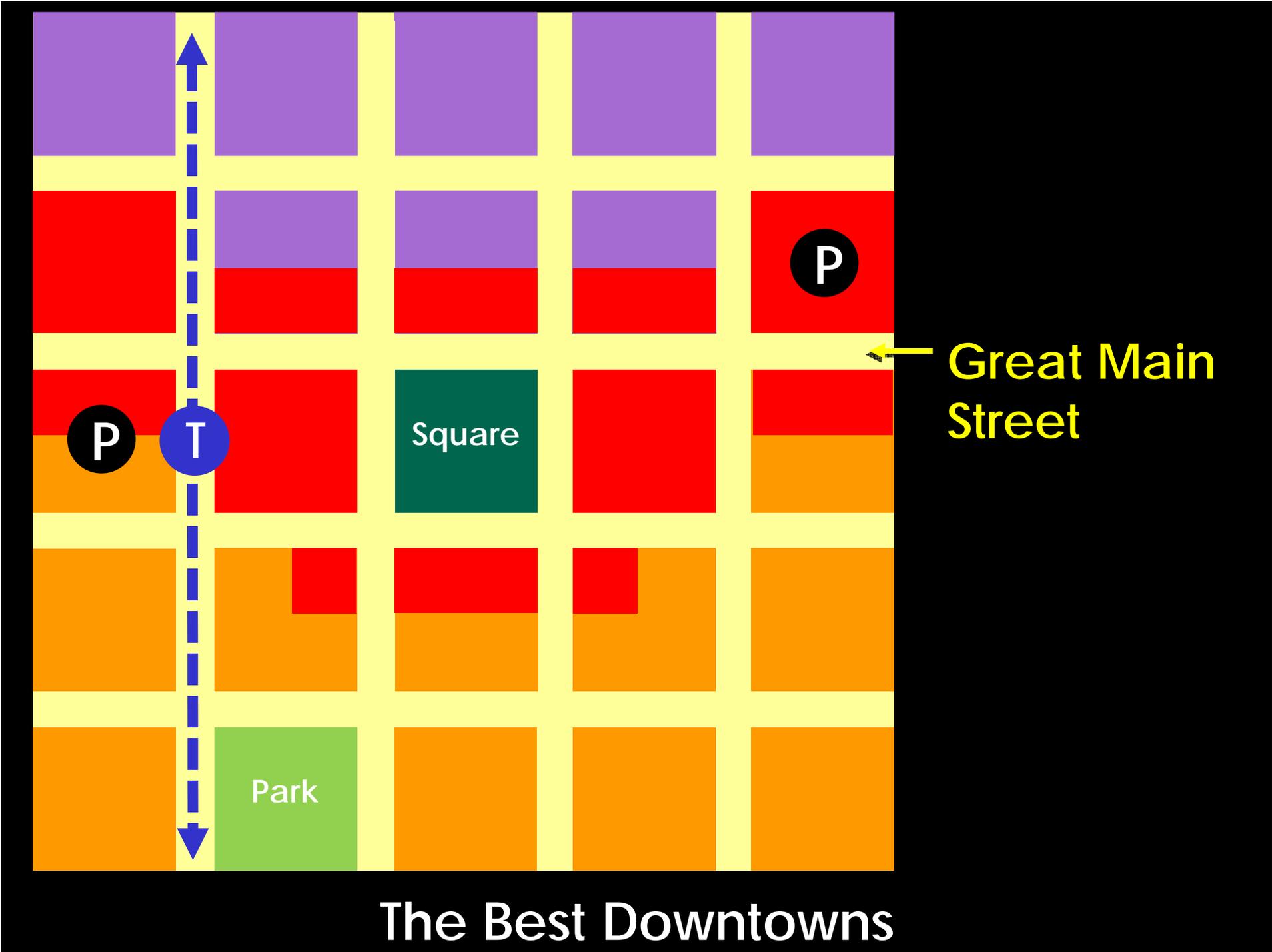


Location

# Square Recipe for Success

CRANDALL ARAMBULA PC





The Best Downtowns

Private  
Ownership  
(200'x200')

60%

Public Streets (60' Right-Of-Way)

40%

Downtown Land Ownership

# Great Streets = Great Downtowns



# Bad Streets = Bad Downtowns



# Street Design Priorities

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## Method One

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

## Method Two

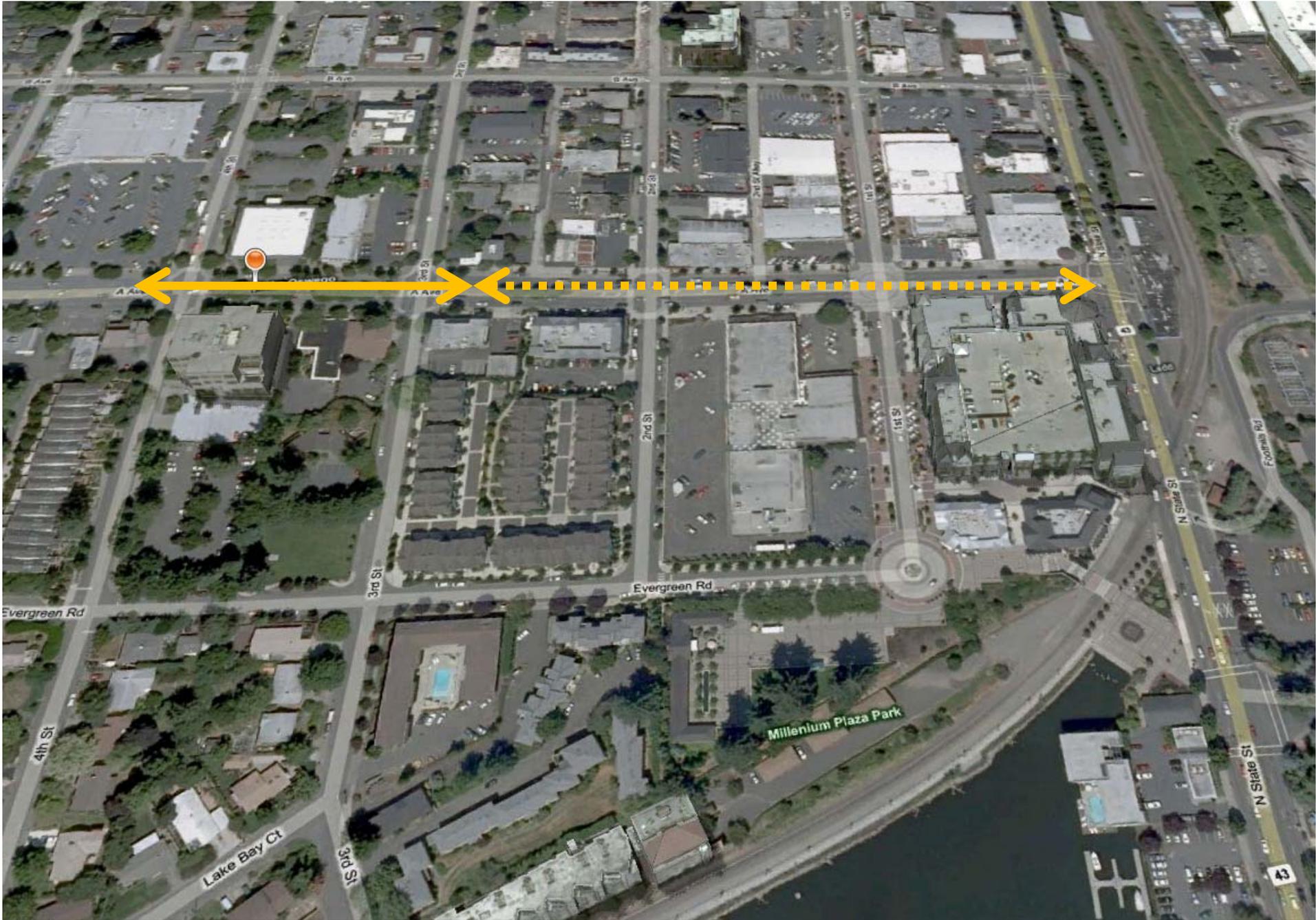
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- 1) Pedestrians
- 2) Bicycles
- 3) Cars & Trucks

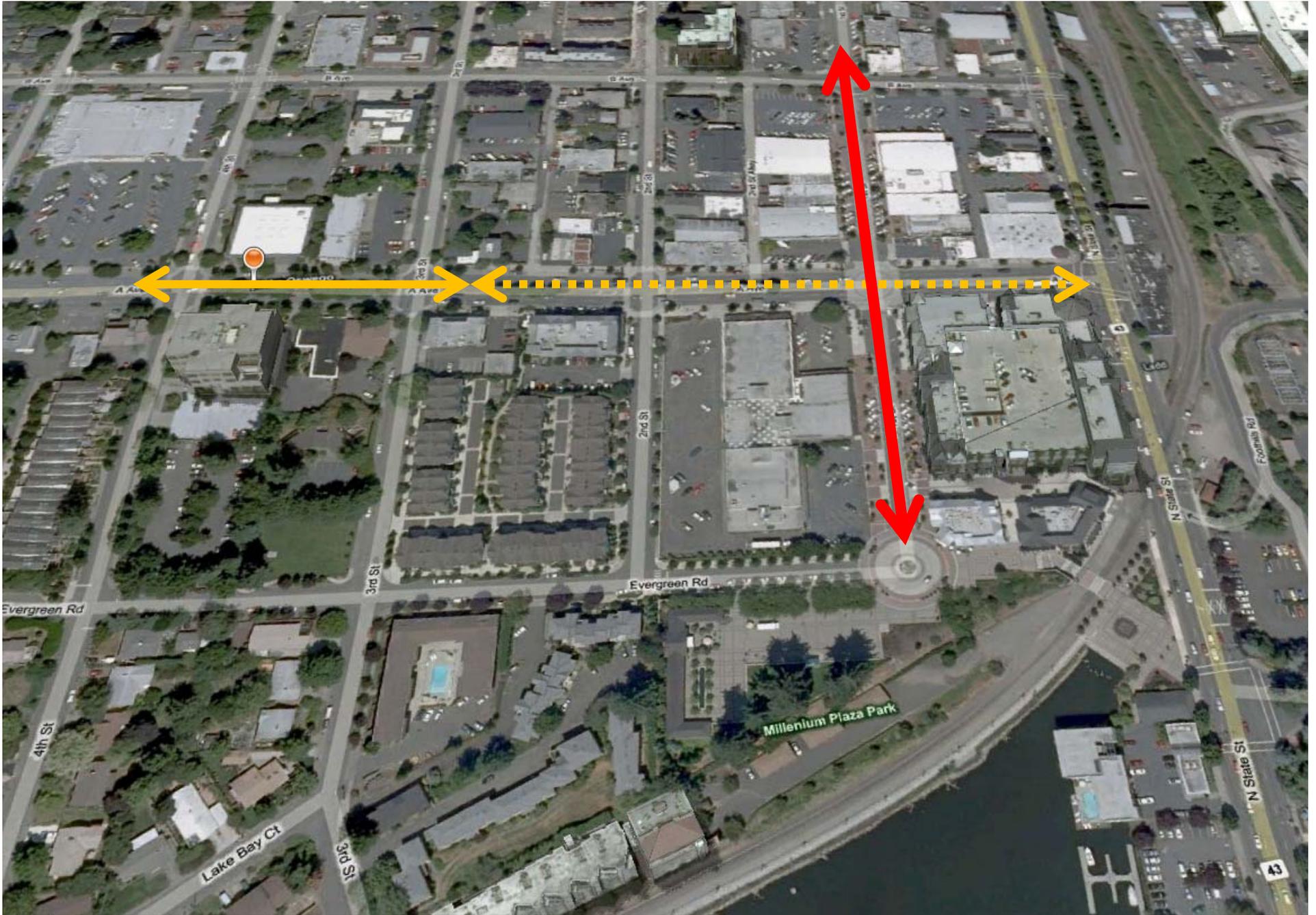
*Investors are attracted to pedestrian friendly streets.*

# The Best Downtowns

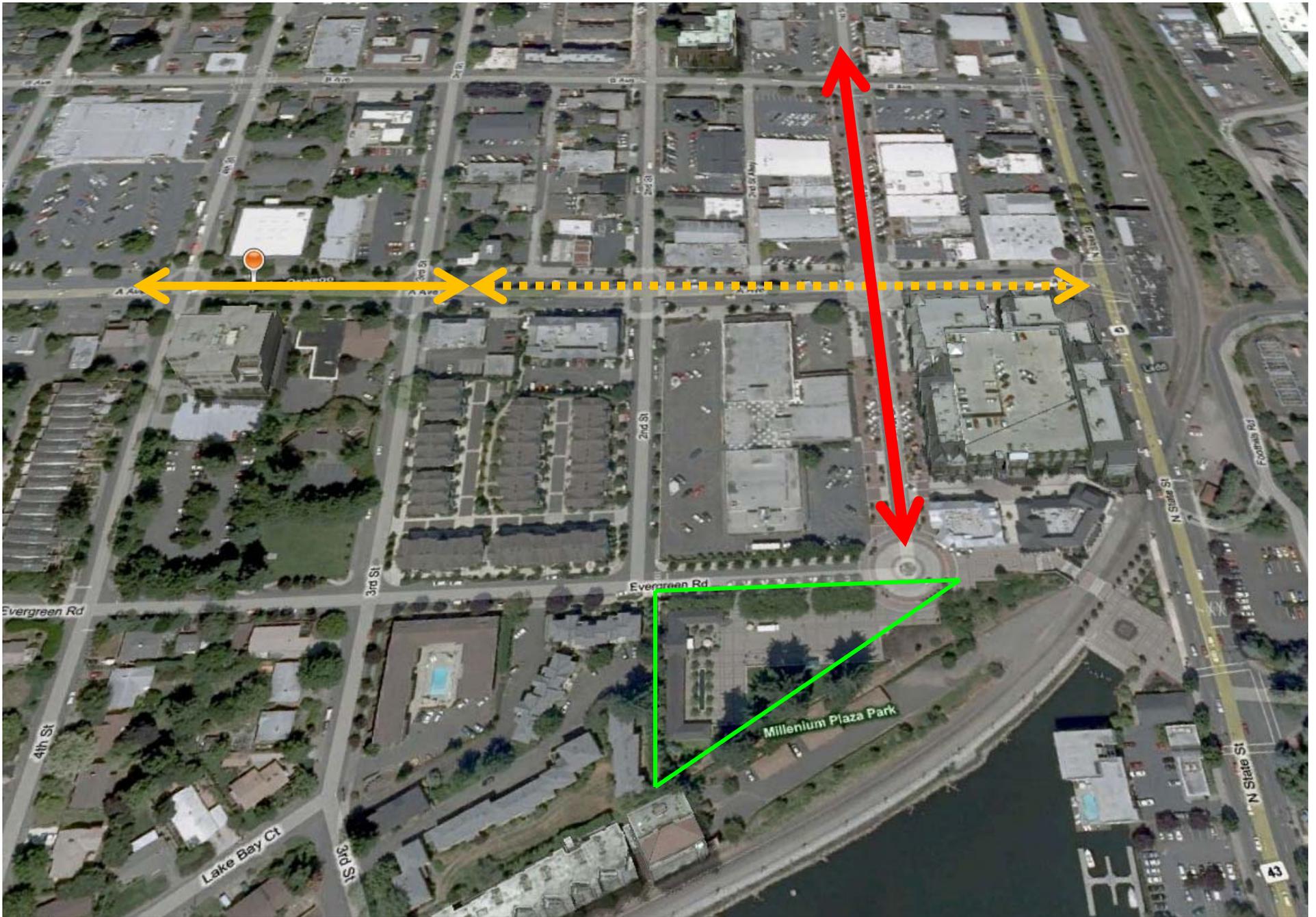
Catalyst Project Examples



Lake Oswego



Lake Oswego – Catalyst Streetscape Project



Lake Oswego



Lake Oswego- 'A' Street



Lake Oswego- 'A' Street Demonstration Project



Lake Oswego- Catalyst Streetscape Project



Lake Oswego- Catalyst Streetscape Project



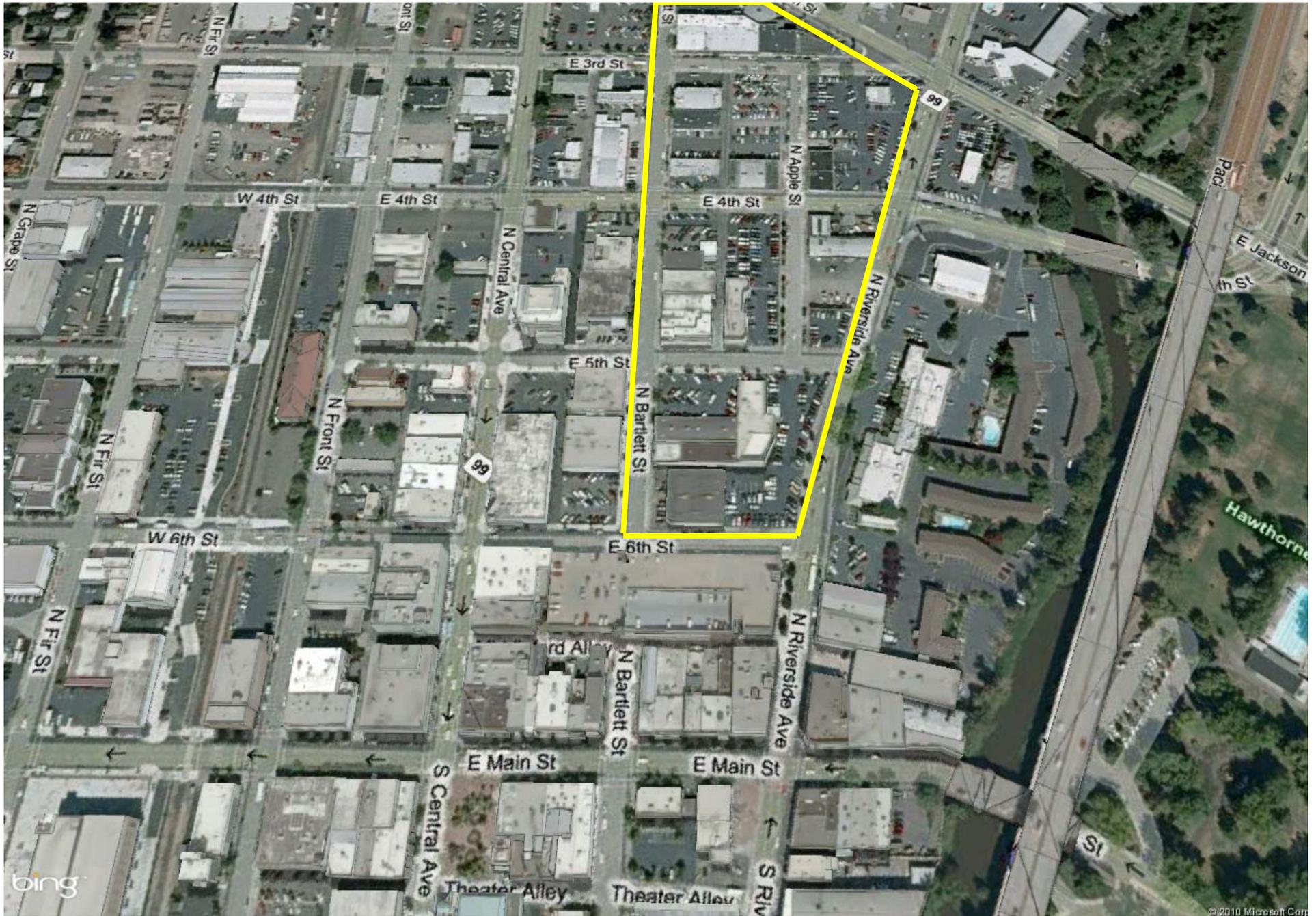
Lake Oswego- Retail Anchor Project



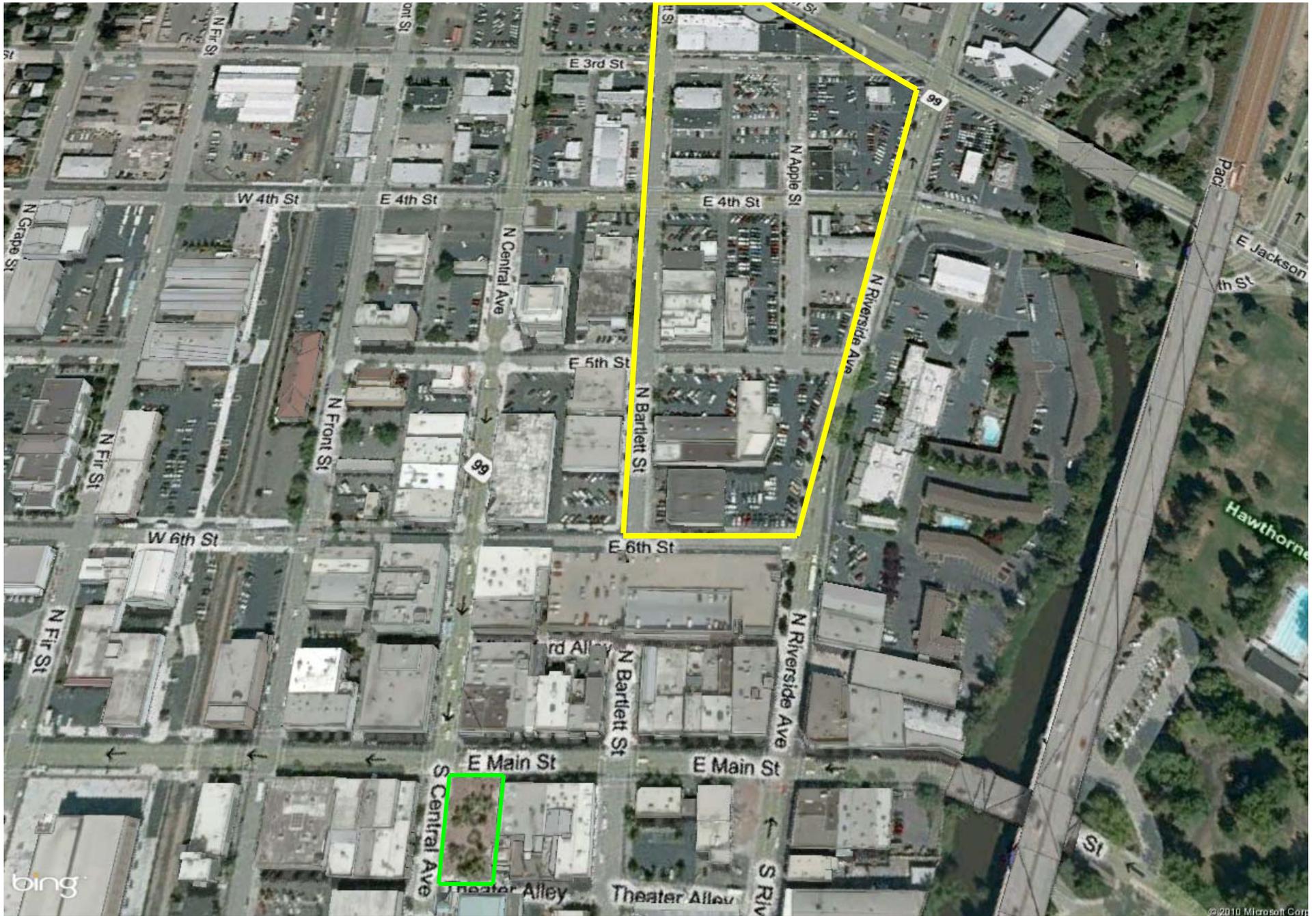
Lake Oswego- Catalyst Plaza Project

# The Best Downtowns

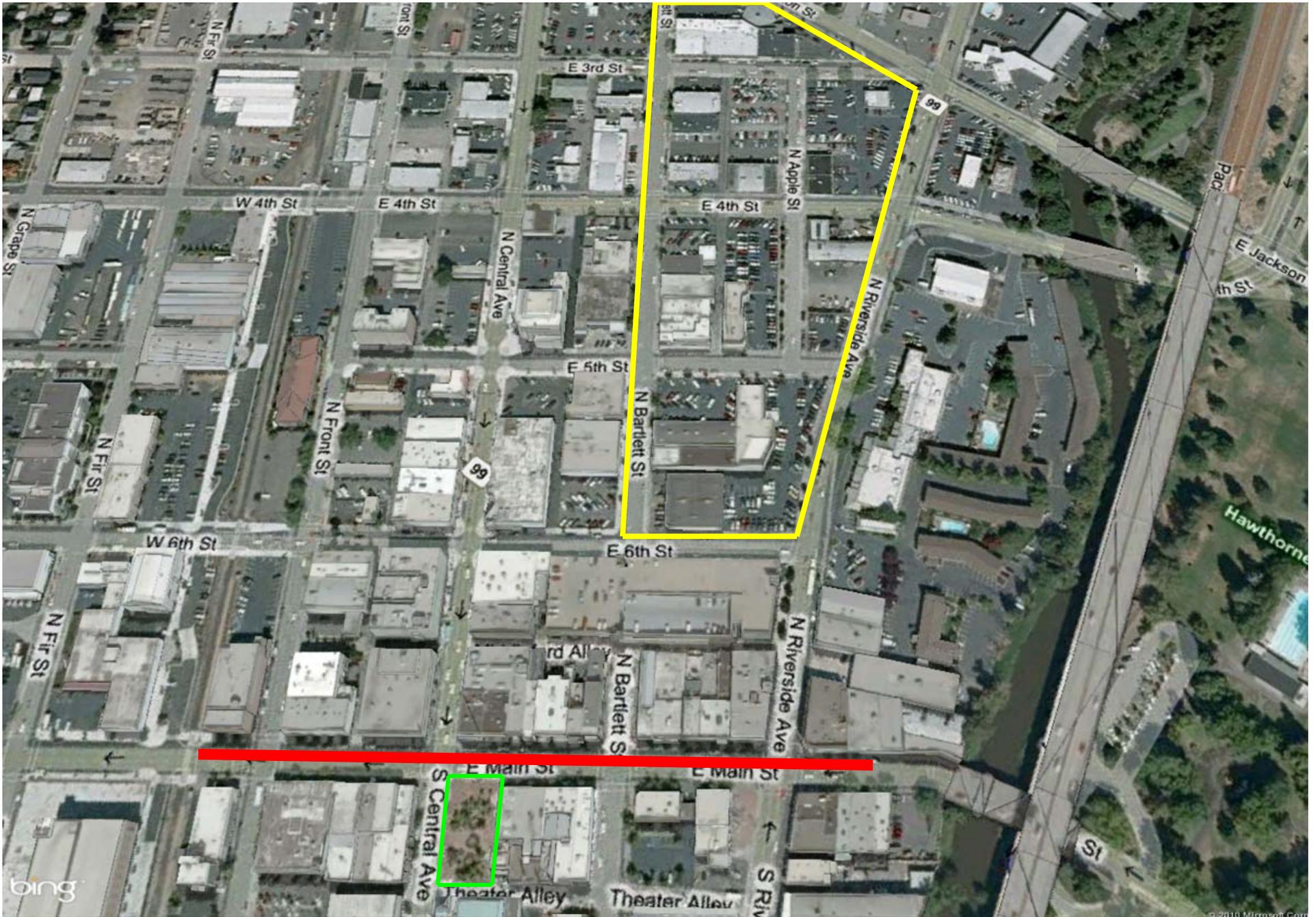
Catalyst Project Examples



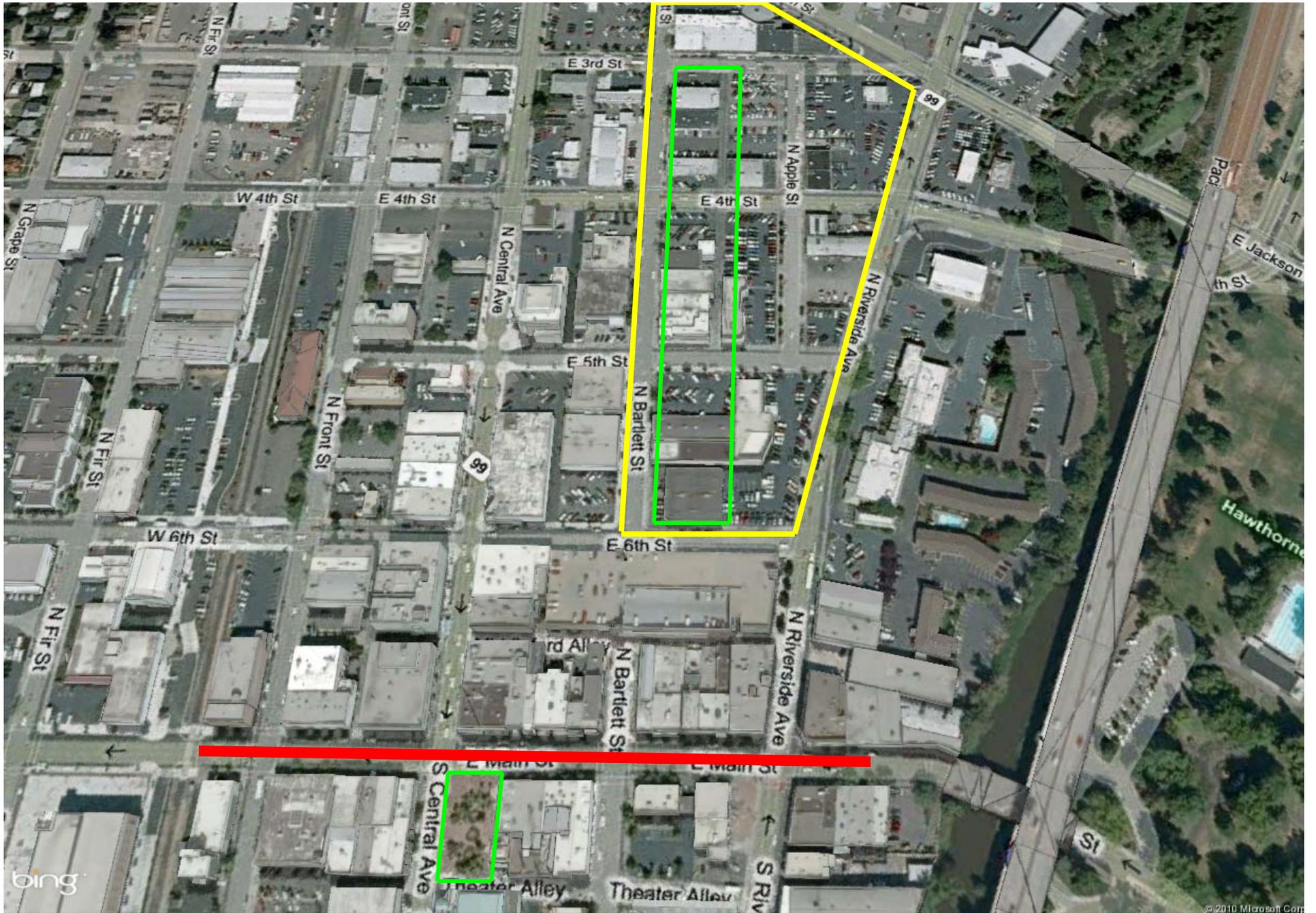
Medford (77,000)



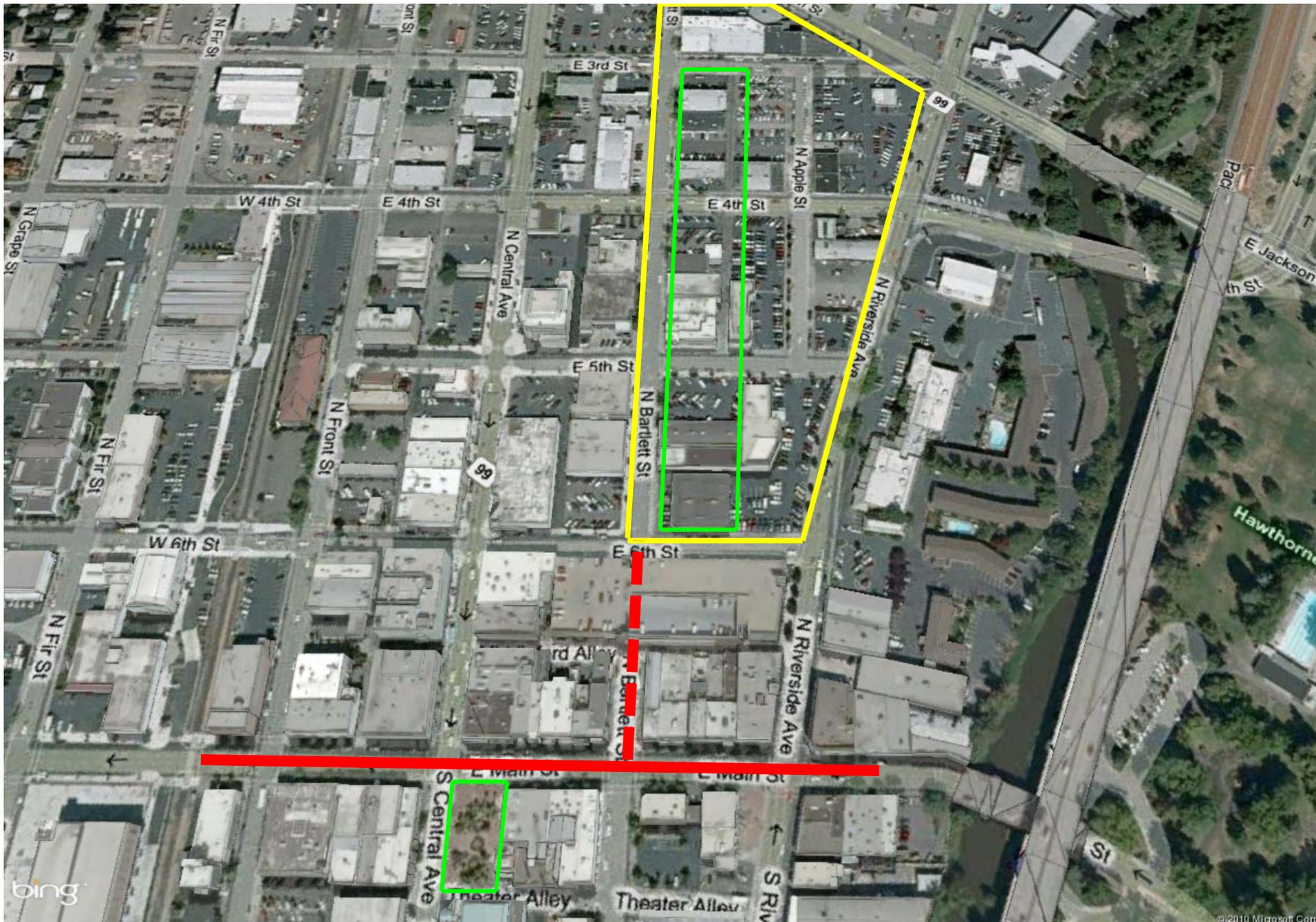
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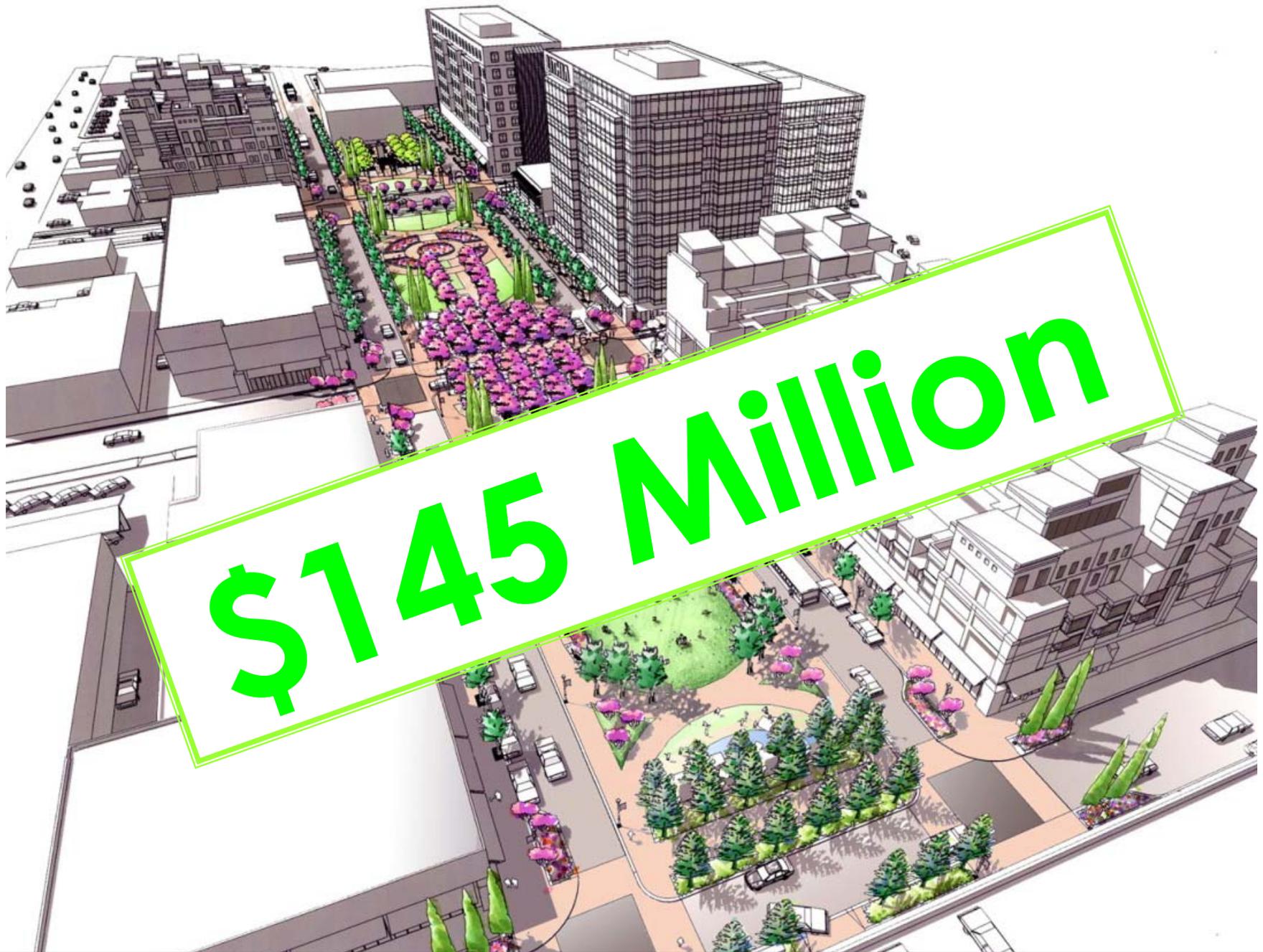
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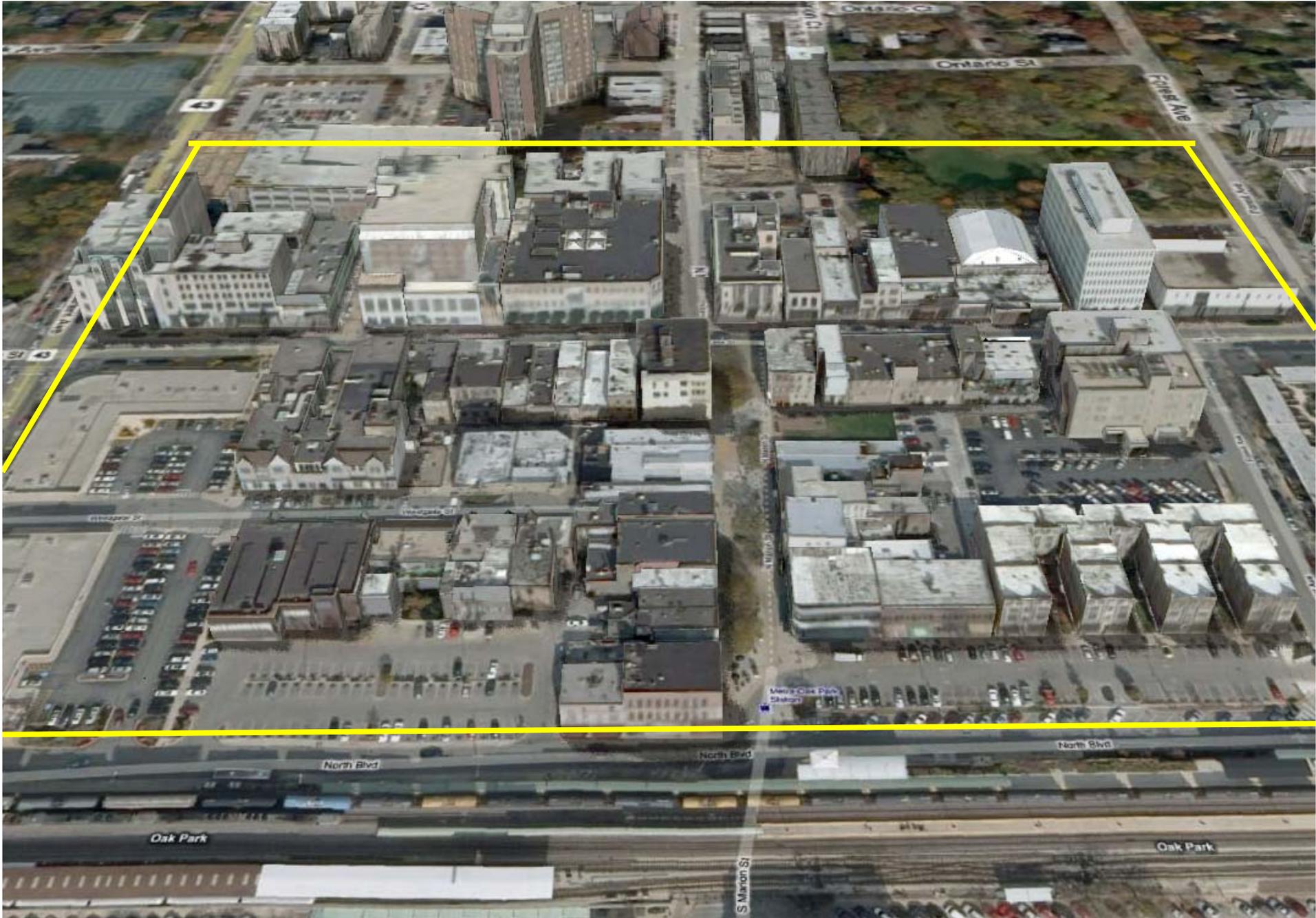
**Downtown Medford - Catalyst Plaza & Park Project**



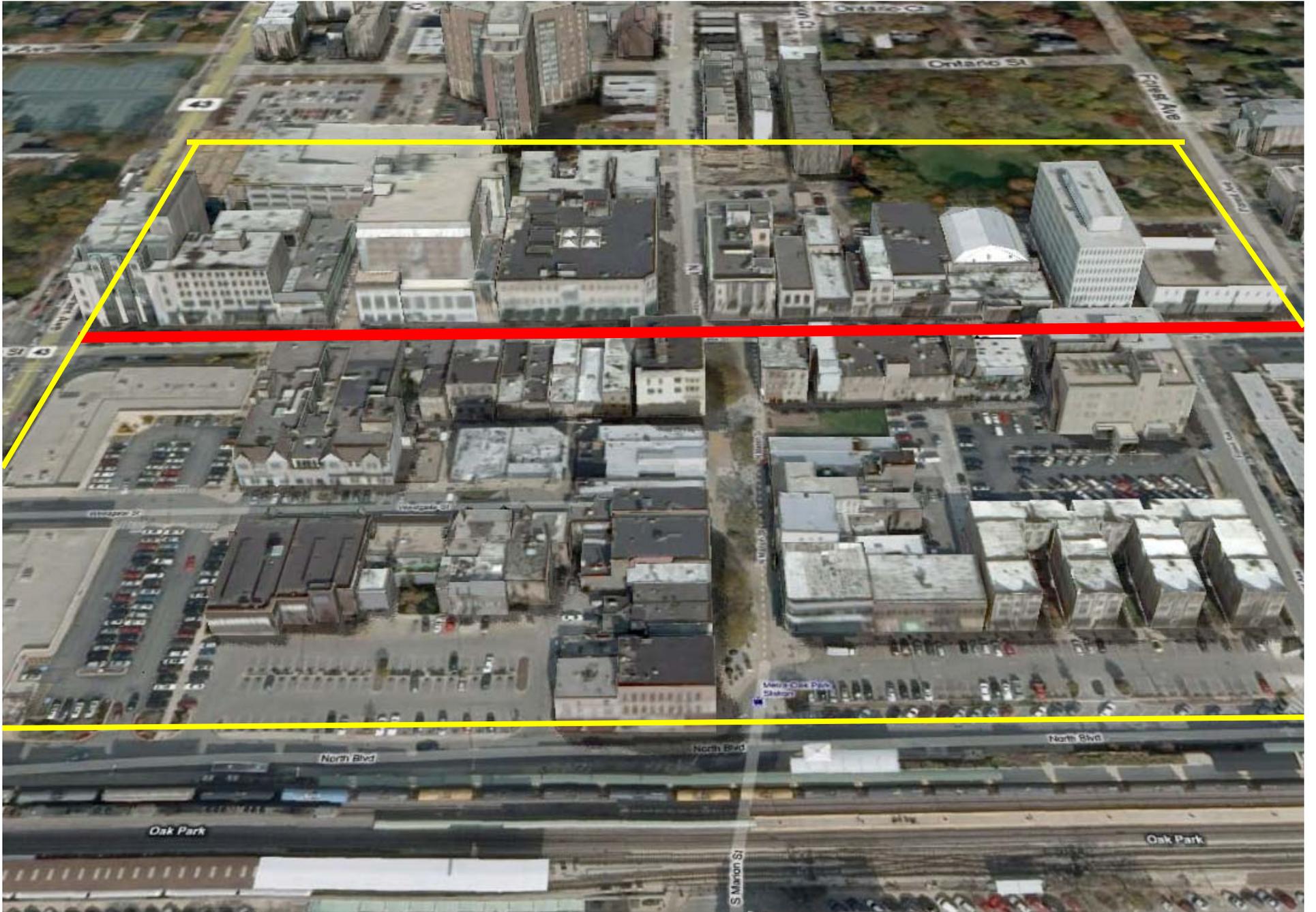
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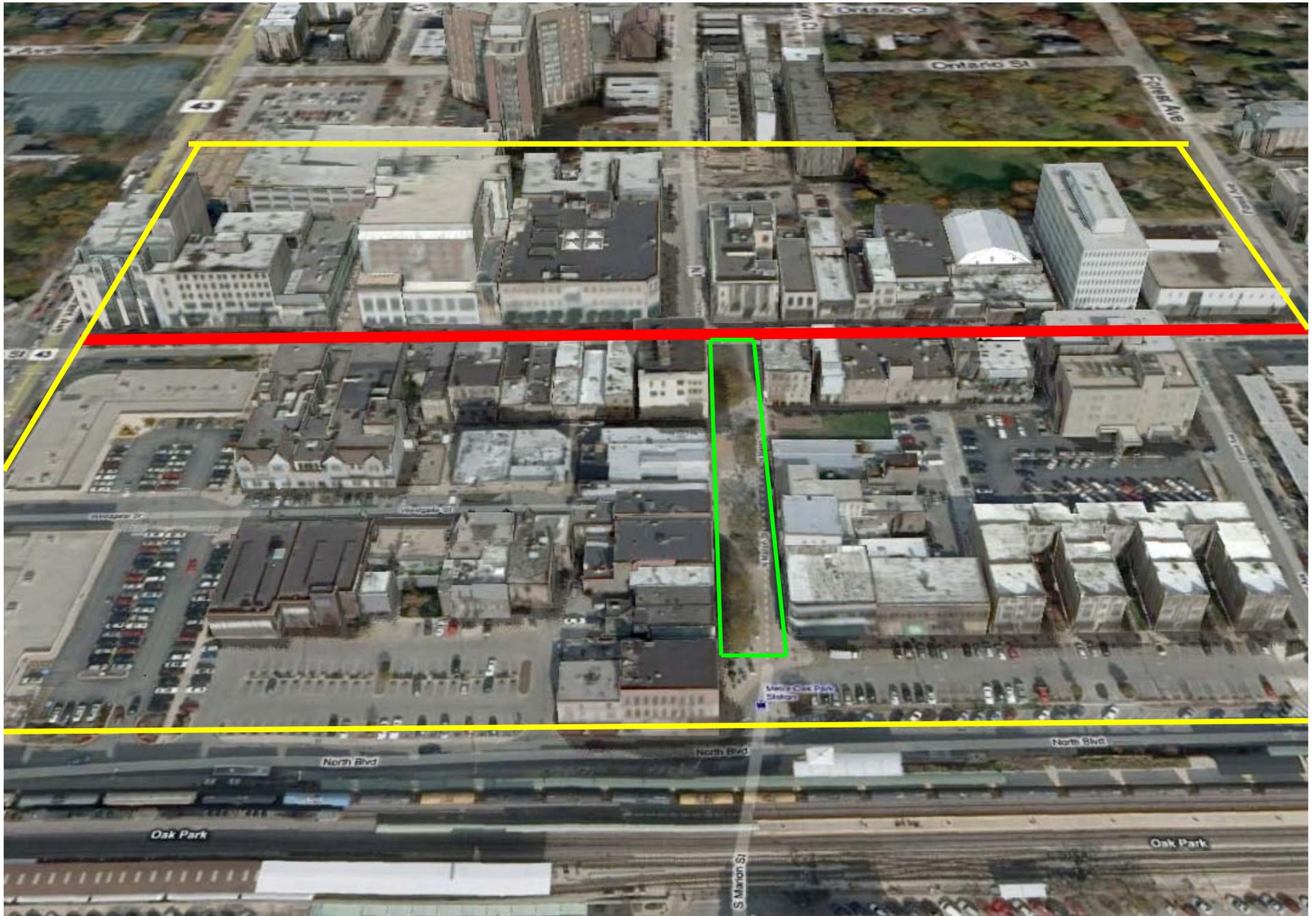
Catalyst Project Examples



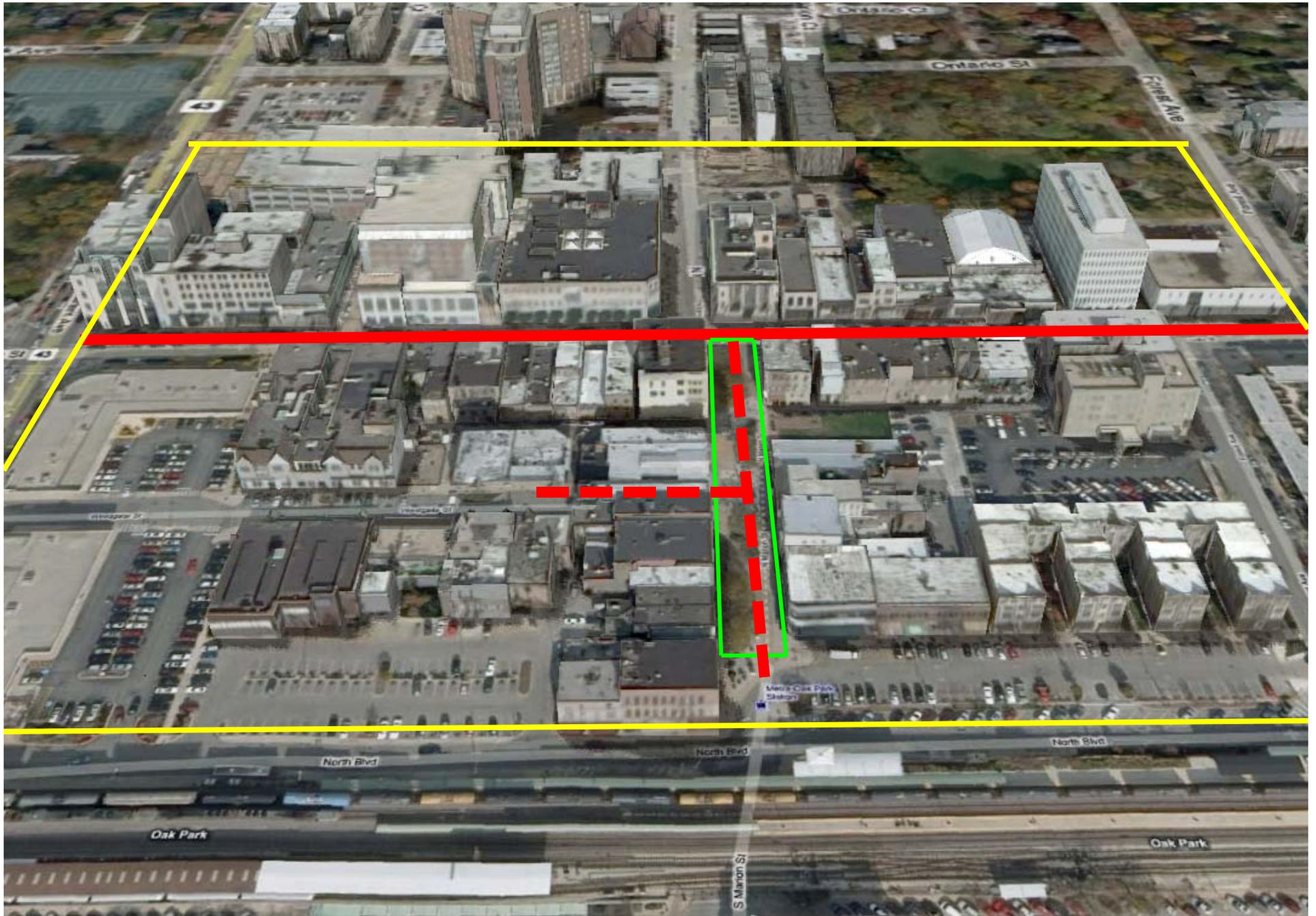
Oak Park (50,000)



Oak Park



Oak Park



Oak Park



**Downtown Oak Park – Streetscape Catalyst Project Before**



**Downtown Oak Park – Streetscape Catalyst Project After**



**Downtown Oak Park – Streetscape Catalyst Project After**



**\$300 Million**

Downtown Revitalization Strategy, Oak Park, Illinois

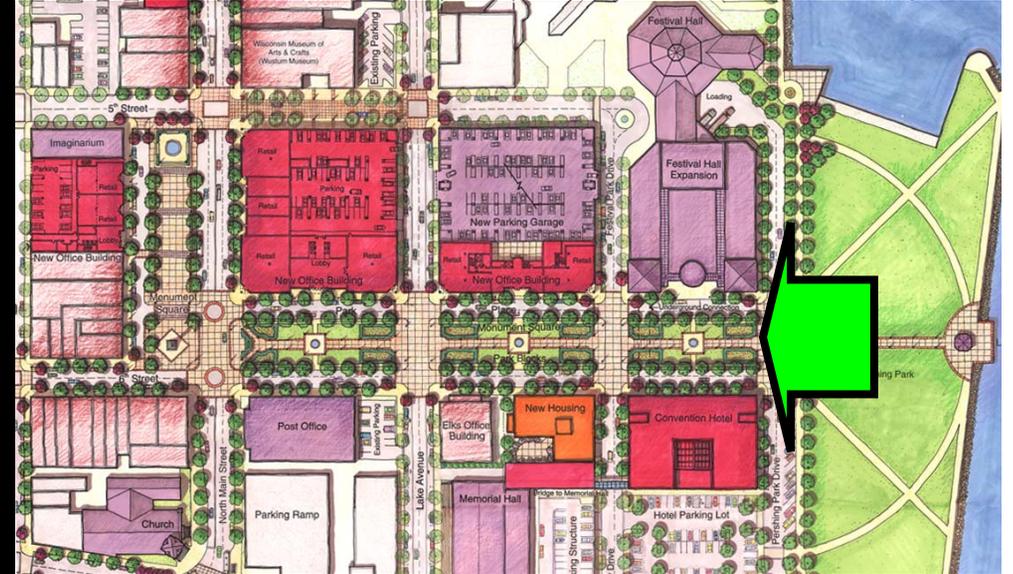
# The Best Downtowns

Catalyst Project Examples



Racine, Wisconsin

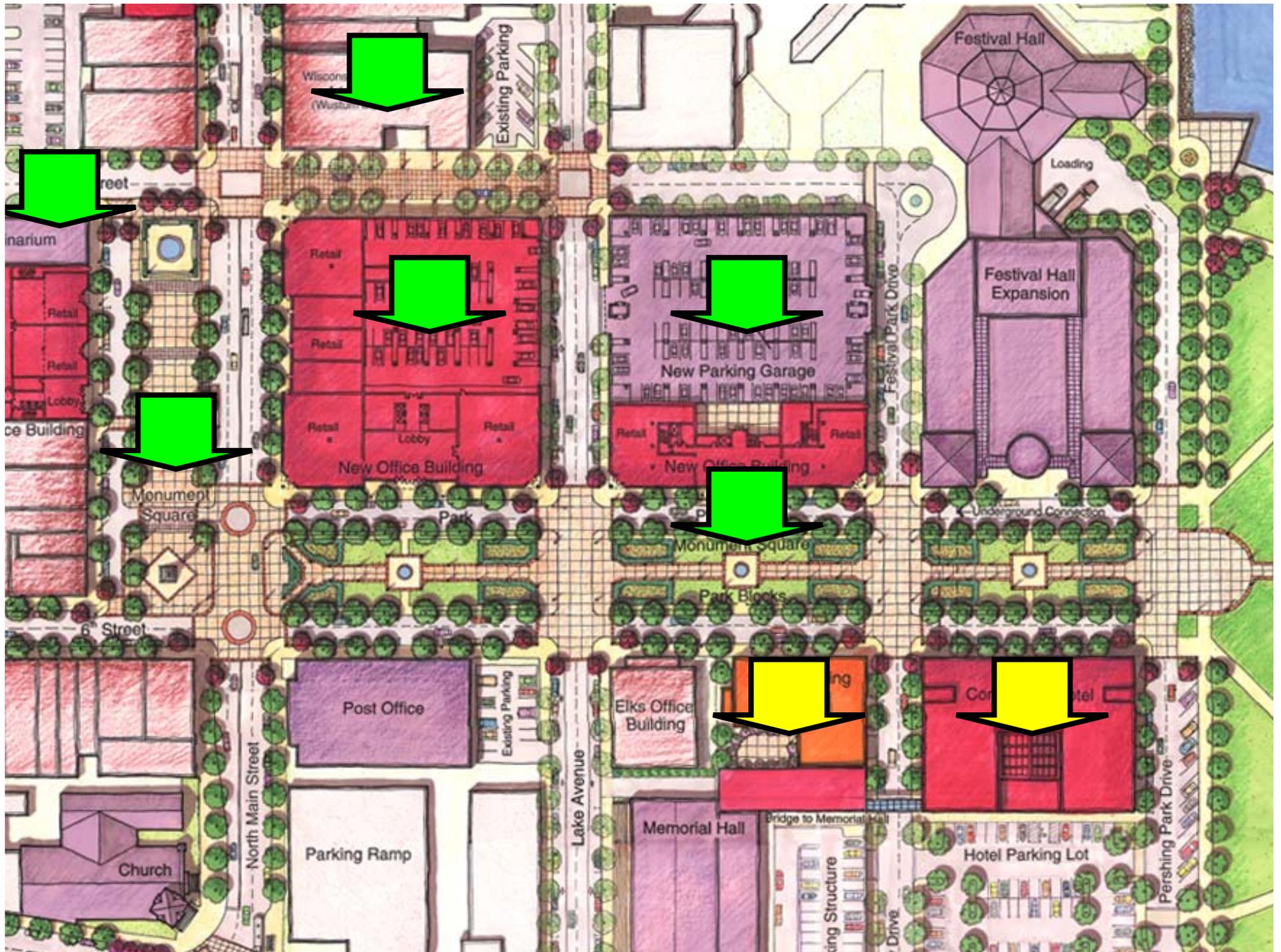
1999



Before

Catalyst Project

Racine





**Racine - Main Street Catalyst Project**



**Racine - Park Blocks Catalyst Project**



**Racine - Park Blocks Catalyst Project**



Racine - Monument Square Catalyst Project



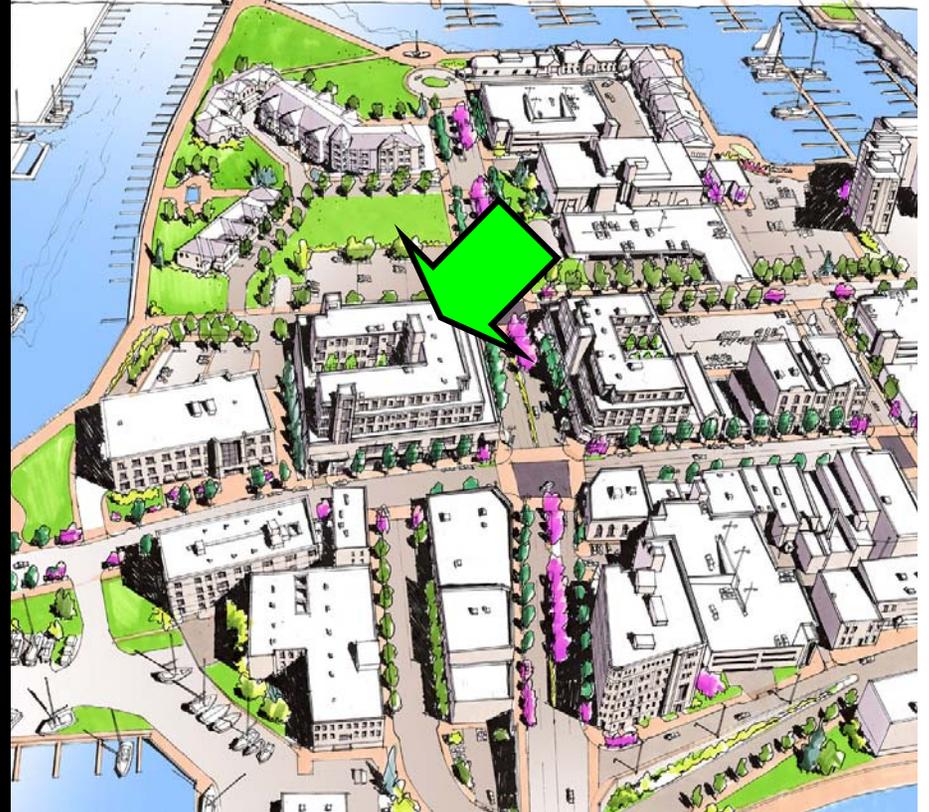
Racine - Johnson Building Anchor Project



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

**I**F 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."

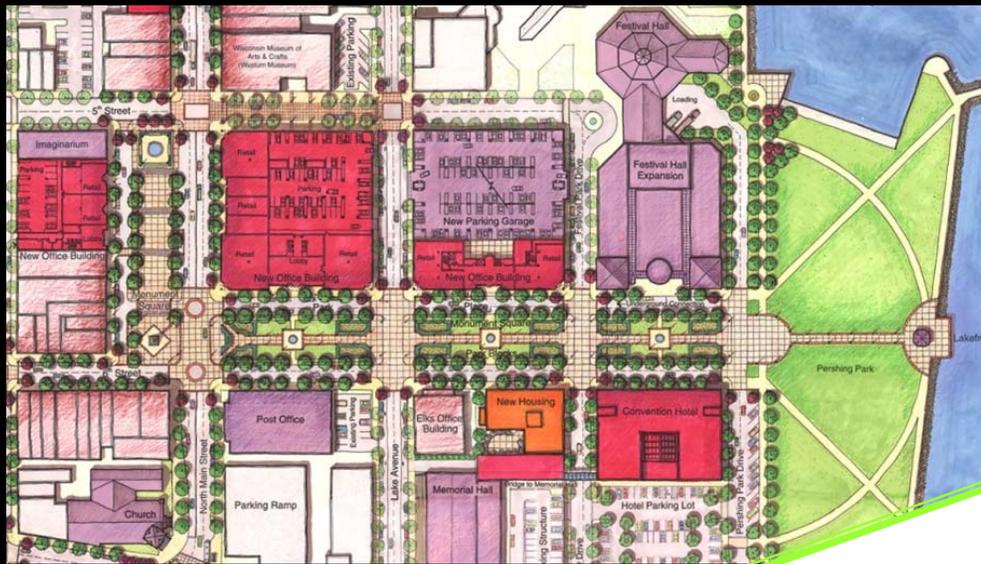
"The City of Racine needs more good and affordable housing options for seniors," Racine Mayor Gary Becker said. "The two developments downtown in particular will help spur economic development in the city."

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**



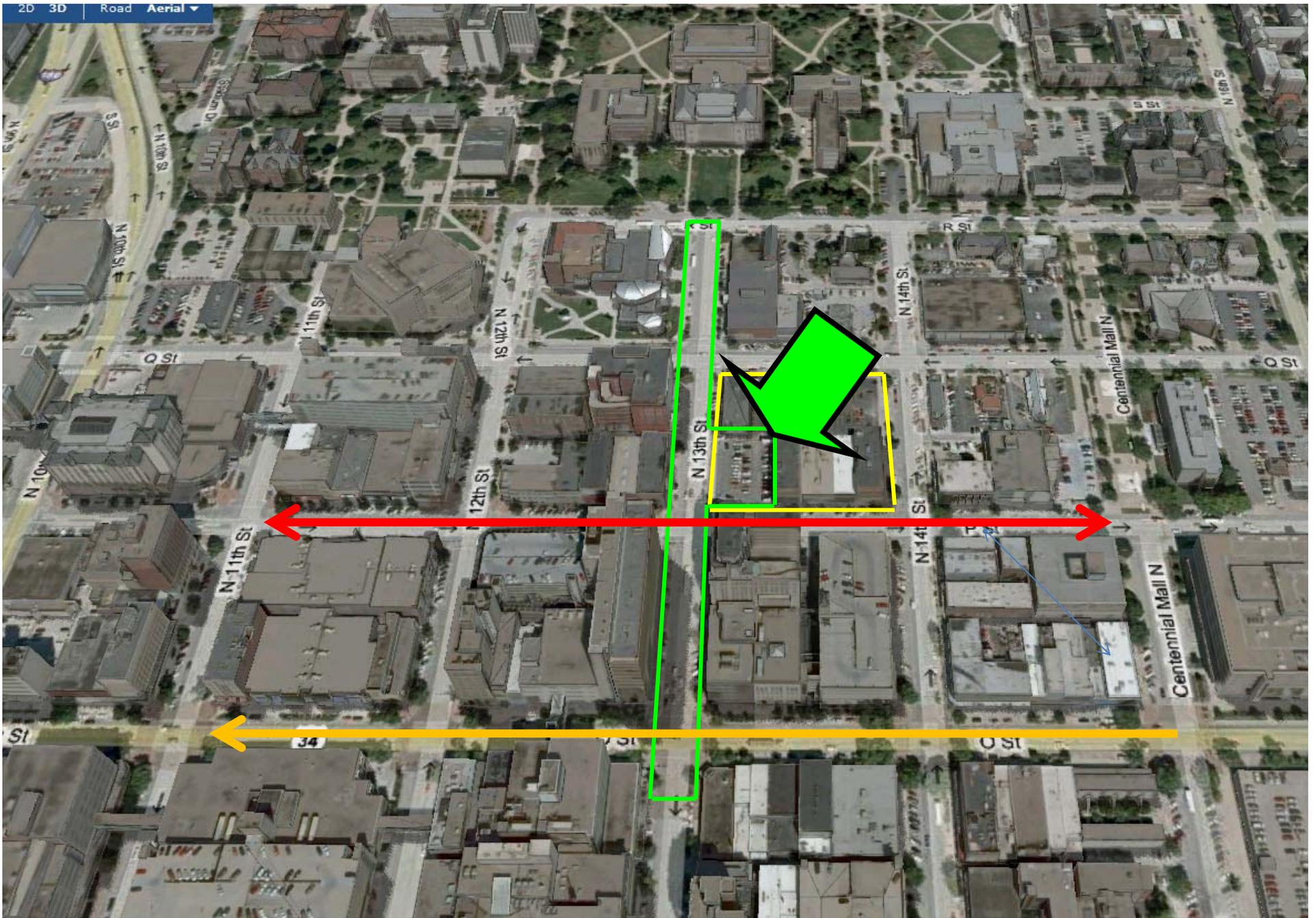
## Downtown Revitalization Strategy, Racine, Wisconsin

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



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

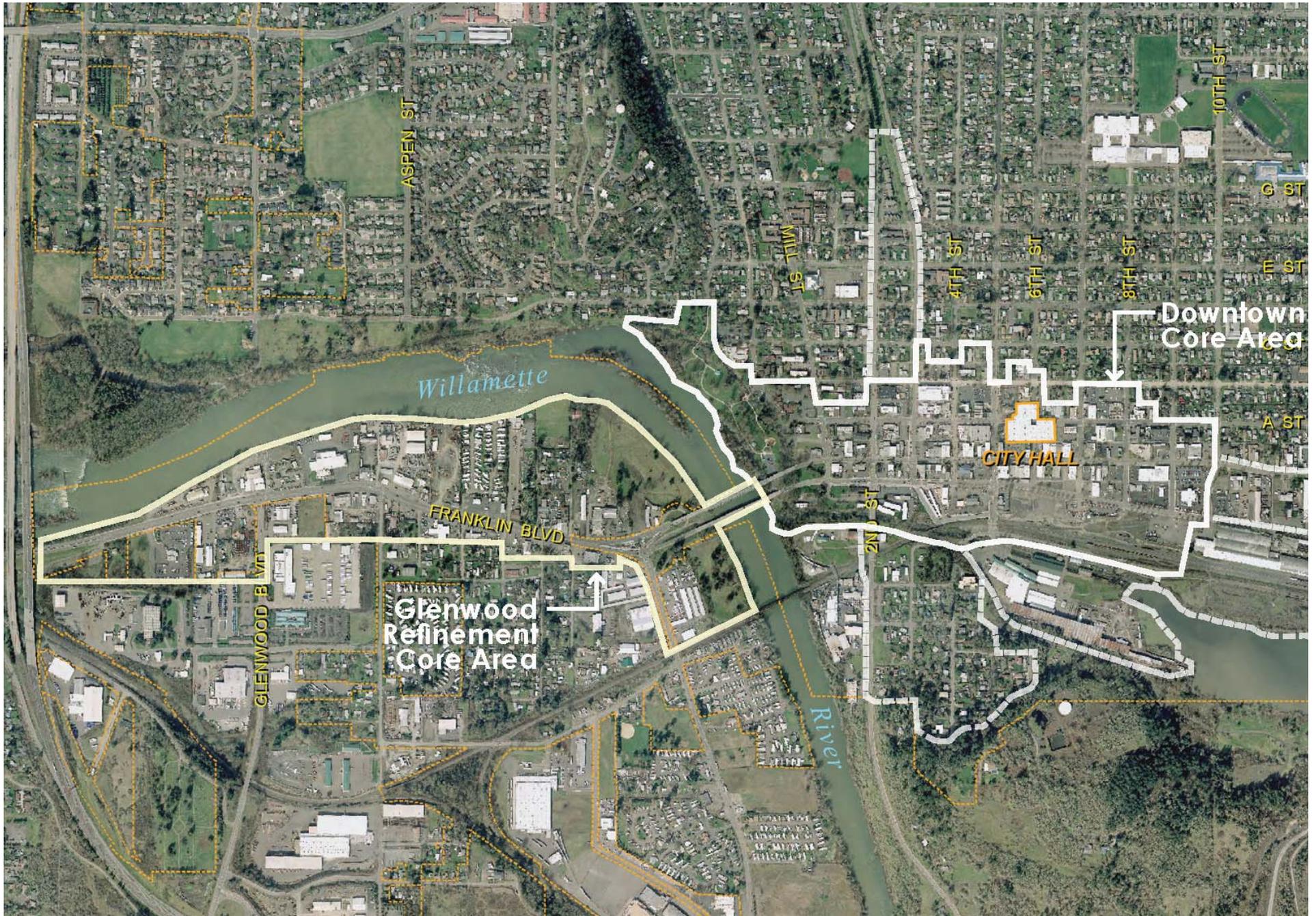


After

## Portland – Waterfront Park Catalyst Project

# Downtown Springfield





Study Area

A photograph of a forest with trees in full autumn foliage. The leaves are a bright, golden-yellow color, and the branches are dark and intricate. The background is a soft, out-of-focus green, suggesting some evergreen trees or a different part of the forest. The overall scene is bright and colorful, capturing the peak of fall.

# 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

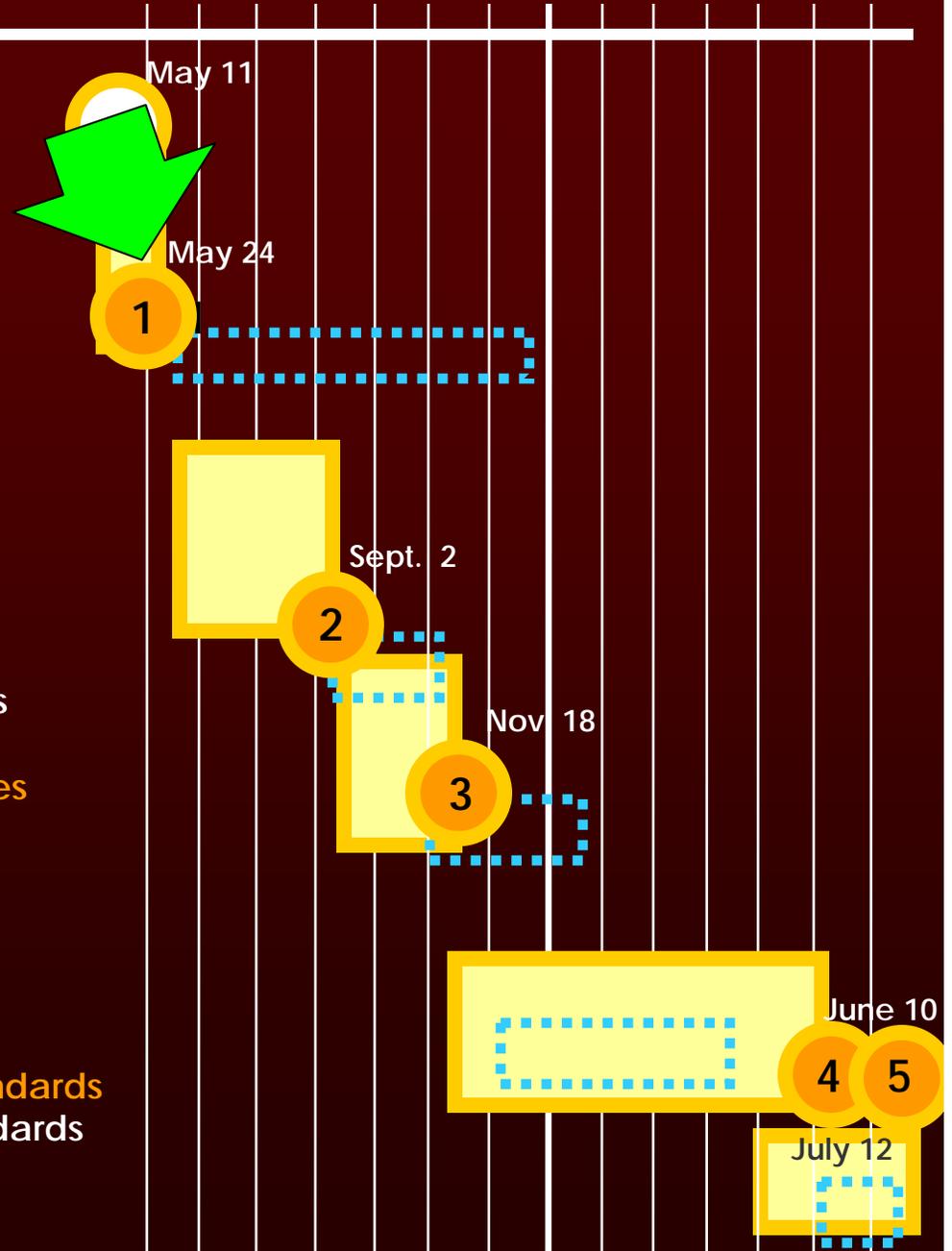
- 1) Kick-Off Meeting/Review Info.
- 2) Meetings with Stakeholders  
Parking Stakeholder
- 3) Prepare Opportunities & Constraints
- 4) **Review Findings/Develop Objectives**  
**Parking Supply and Demand Analysis**

## 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**



# Response Sheet

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

## Proposed Planning Area:



Issues and concerns:

3.

## Special Areas:

On the map above, please note areas you believe:

- Present special design opportunities
- Are areas of concern

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

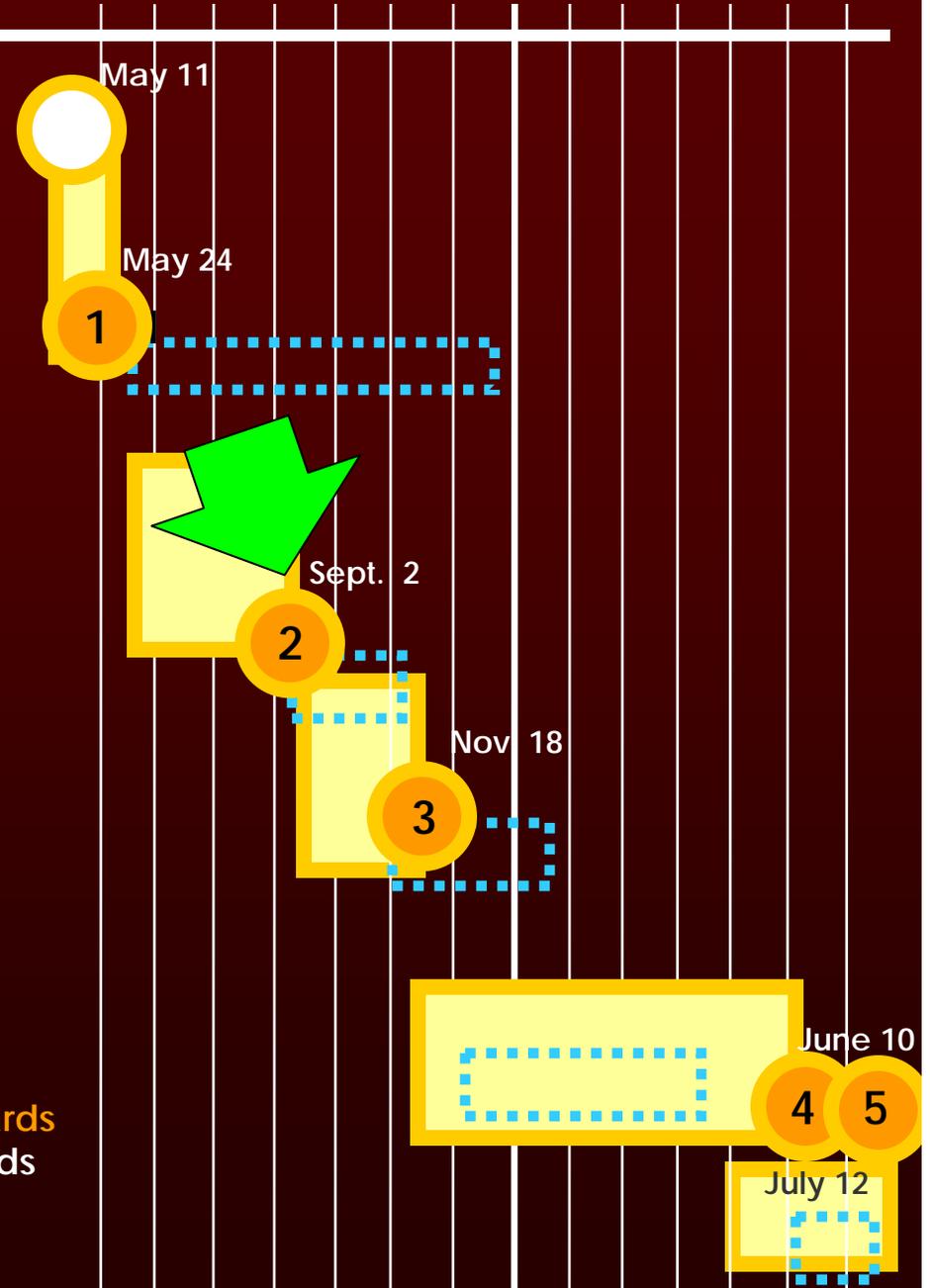
- 1) Kick-Off Meeting/Review Info.
- 2) Meetings with Stakeholders  
Parking Stakeholder
- 3) Prepare Opportunities & Constraints
- 4) Review Findings/Develop Objectives  
Parking Supply and Demand Analysis

## 2 DESIGNING

- 5) Develop Alternatives
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- 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



# 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

5. **Government District**

### Employment

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: \_\_\_\_\_

A photograph of a forest with trees in full autumn foliage. The leaves are a bright, golden-yellow color, and the branches are dark and intricate. The overall scene is a rich, textured display of fall colors.

# 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

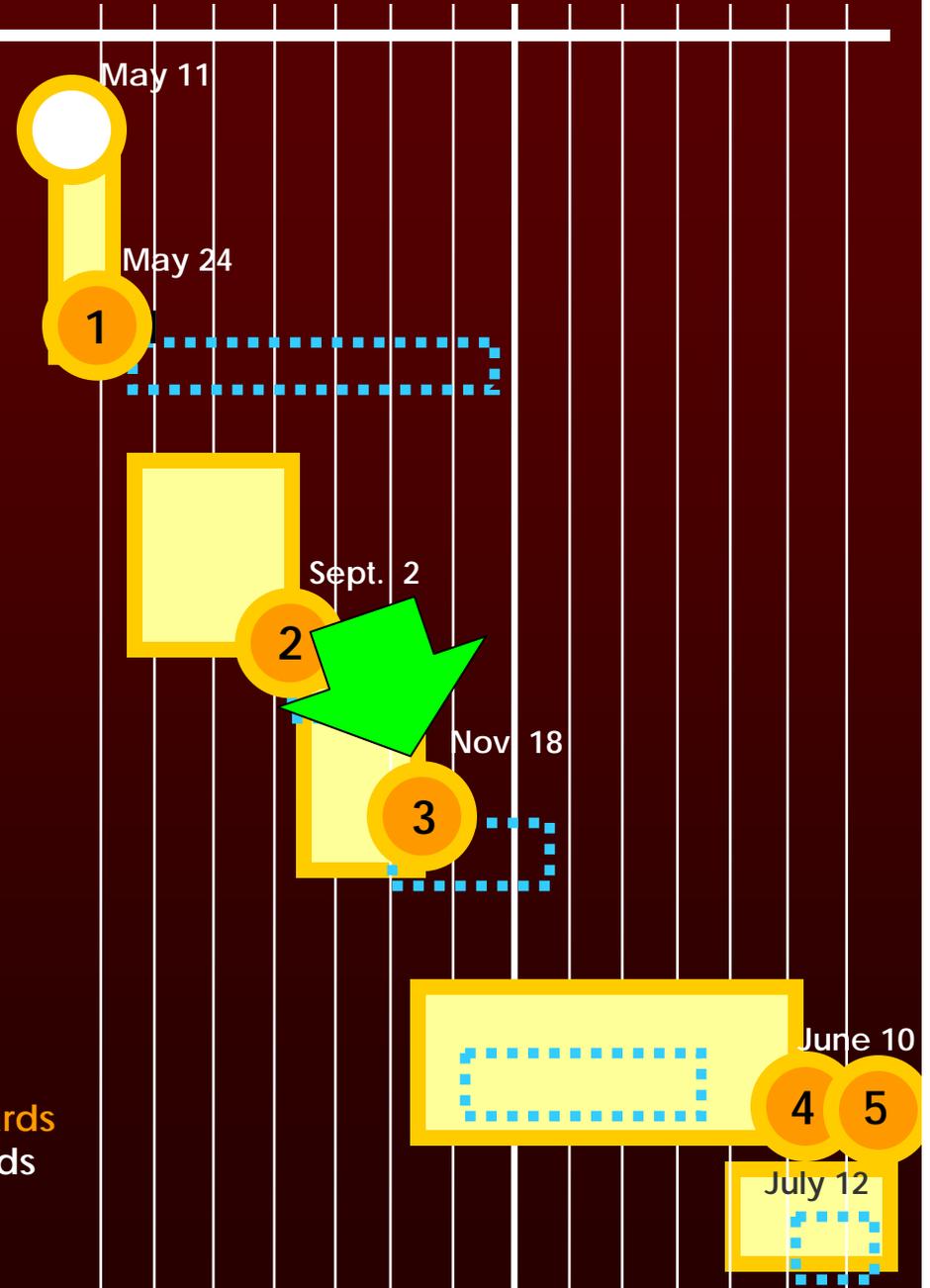
- 1) Kick-Off Meeting/Review Info.
- 2) Meetings with Stakeholders  
Parking Stakeholder
- 3) Prepare Opportunities & Constraints
- 4) **Review Findings/Develop Objectives**  
**Parking Supply and Demand Analysis**

## 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**



# Response Sheet

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



## CIRCULATION

- 1. Downtown Mobility Concept
  - Phase I
  - Phase II

- 2. High Speed Rail

## LAND

**Refined Alternatives**

	Yes	No	Other
			<input type="checkbox"/> Other
		<input type="checkbox"/> No	<input type="checkbox"/> Other
	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> Other
	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Other
West End	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Other
Using District- East End	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Other

## IMPLEMENTATION

- 10. Essential Implementation Elements

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# CAC Meeting #4

June 10, 2010

# Process & Schedule

2009

2010

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

## 1 STARTING

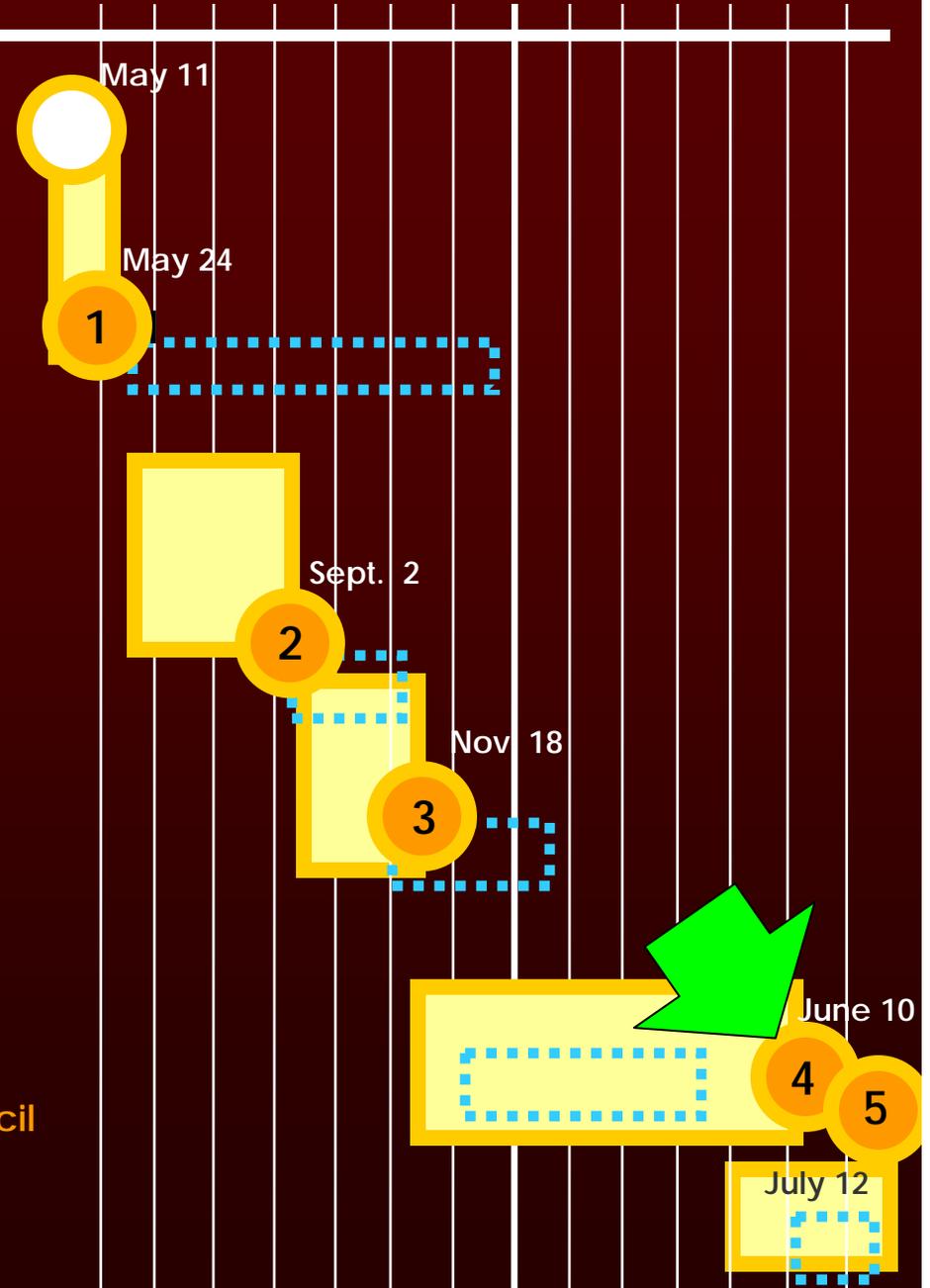
- 1) Kick-Off Meeting/Review Info.
- 2) Meetings with Stakeholders  
Parking Stakeholder
- 3) Prepare Opportunities & Constraints
- 4) Review Findings/Develop Objectives  
Parking Supply and Demand Analysis

## 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  
Parking Strategy Development
- 13) Present Implementation Strategy to CAC
- 14) Present CAC Recommendations to Council
- 15) Refine Implementation Strategy
- 16) Prepare and Review Final Products





***Springfield Downtown District Plan***  
*City of Springfield Community Planning & Revitalization*

July 12, 2010

Dear Mayor Leiken and City Council members:

On behalf of the entire Downtown Citizen Advisory Committee, it is our pleasure to transmit to the City Council the committee's recommendations for the future of Downtown Springfield. We believe in Downtown and are excited about the extraordinary potential of the area. Through our work with the City's consultants, we have developed a visionary concept plan and a strategic course of action for your consideration. The committee believes that implementation of these recommendations will catalyze the type of private investment that is necessary to transform Downtown.

The Committee is unanimous in our support of the concepts and proposed strategies embedded in the Downtown District Urban Design Plan and Implementation Strategy prepared by Crandall Arambula. The committee has participated in each step of the plan's development. We encourage the Council to consider adoption of the plan and implementation of the plan's recommendations.

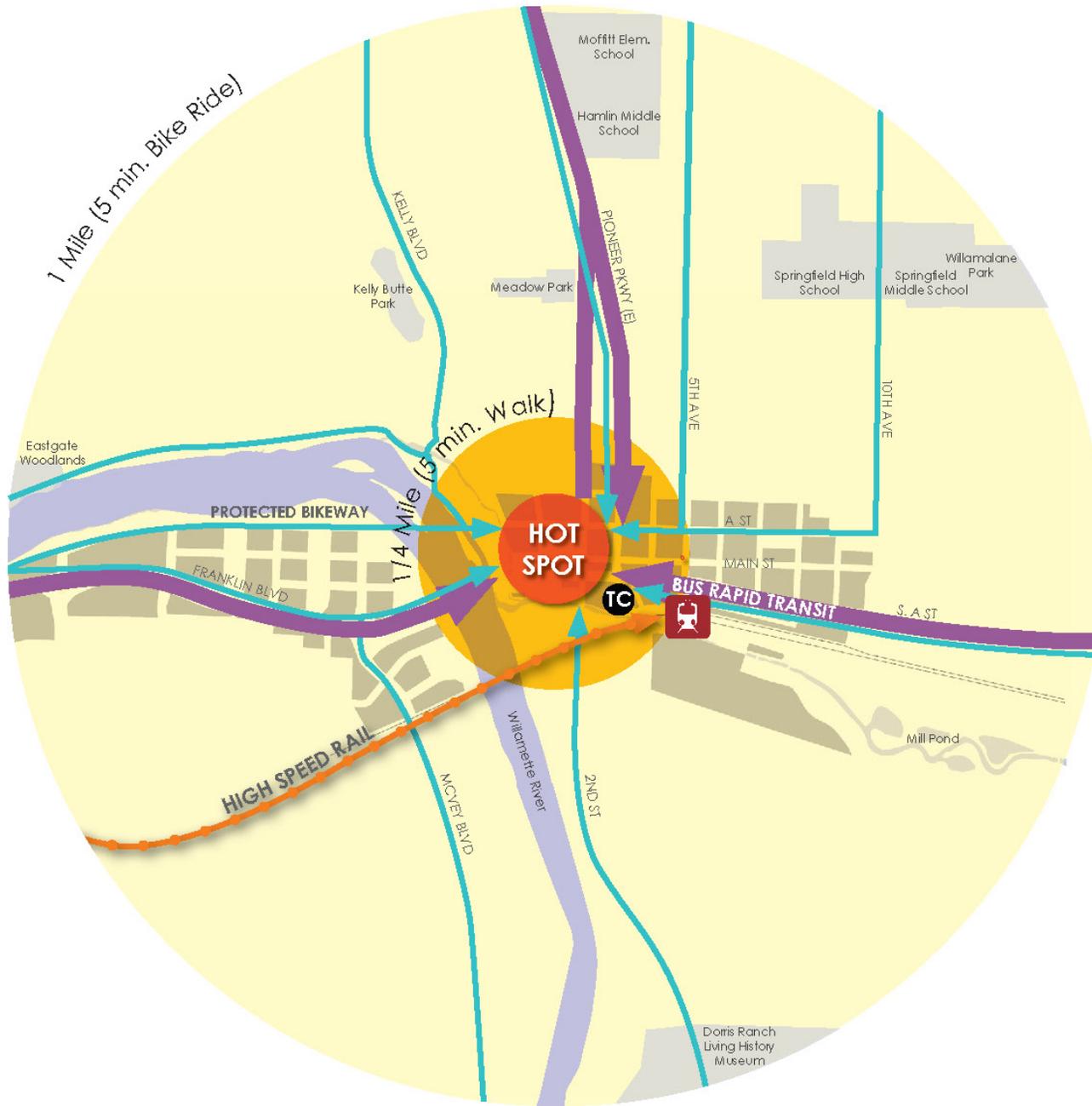
Respectfully submitted,

John Thomas, Committee Chair

Steve Moe, Vice Chair

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 petals are a vibrant purple color, and the centers of the flowers show stamens with reddish-brown anthers. The background is dark, making the purple flowers stand out. In the bottom right corner, the words "Executive Summary" are written in a bold, yellow, sans-serif font.

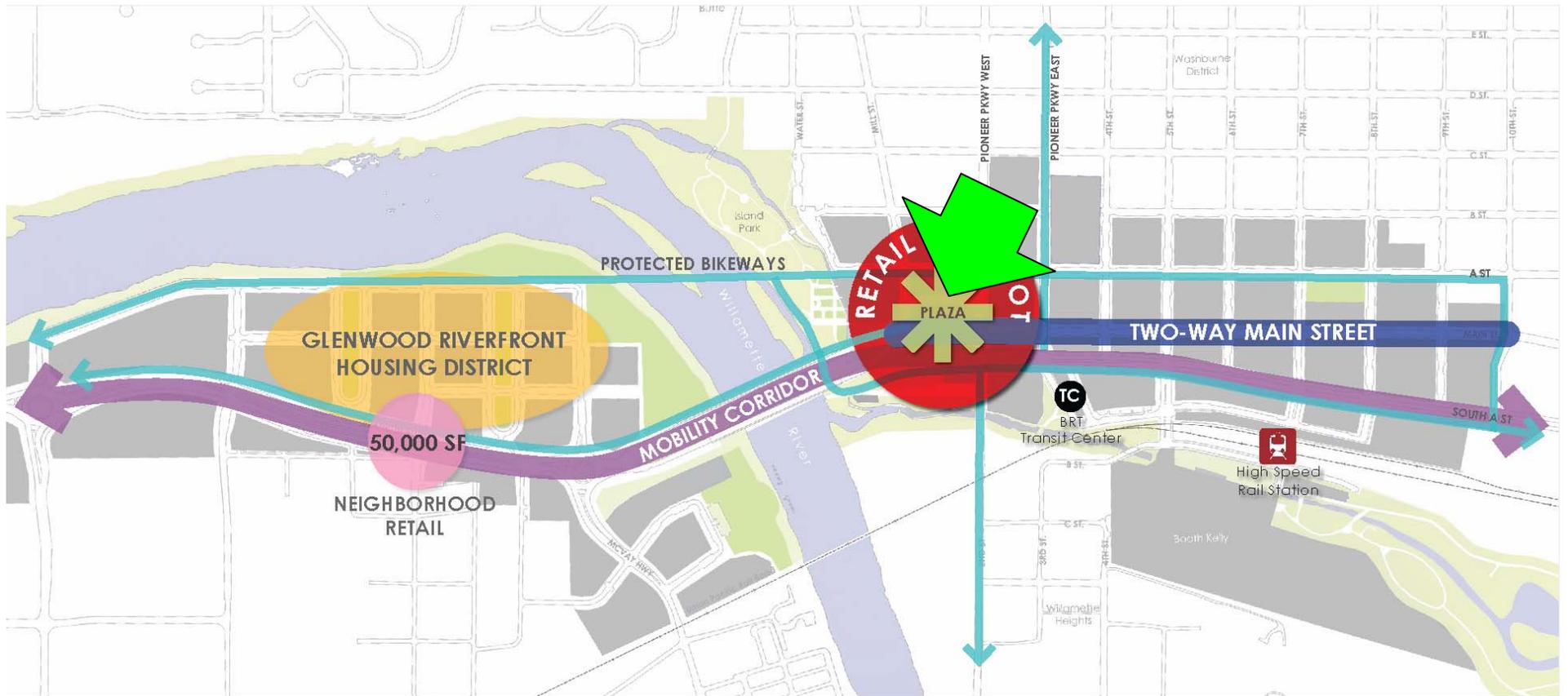
# Executive Summary



# Springfield Mobility Oriented Downtown

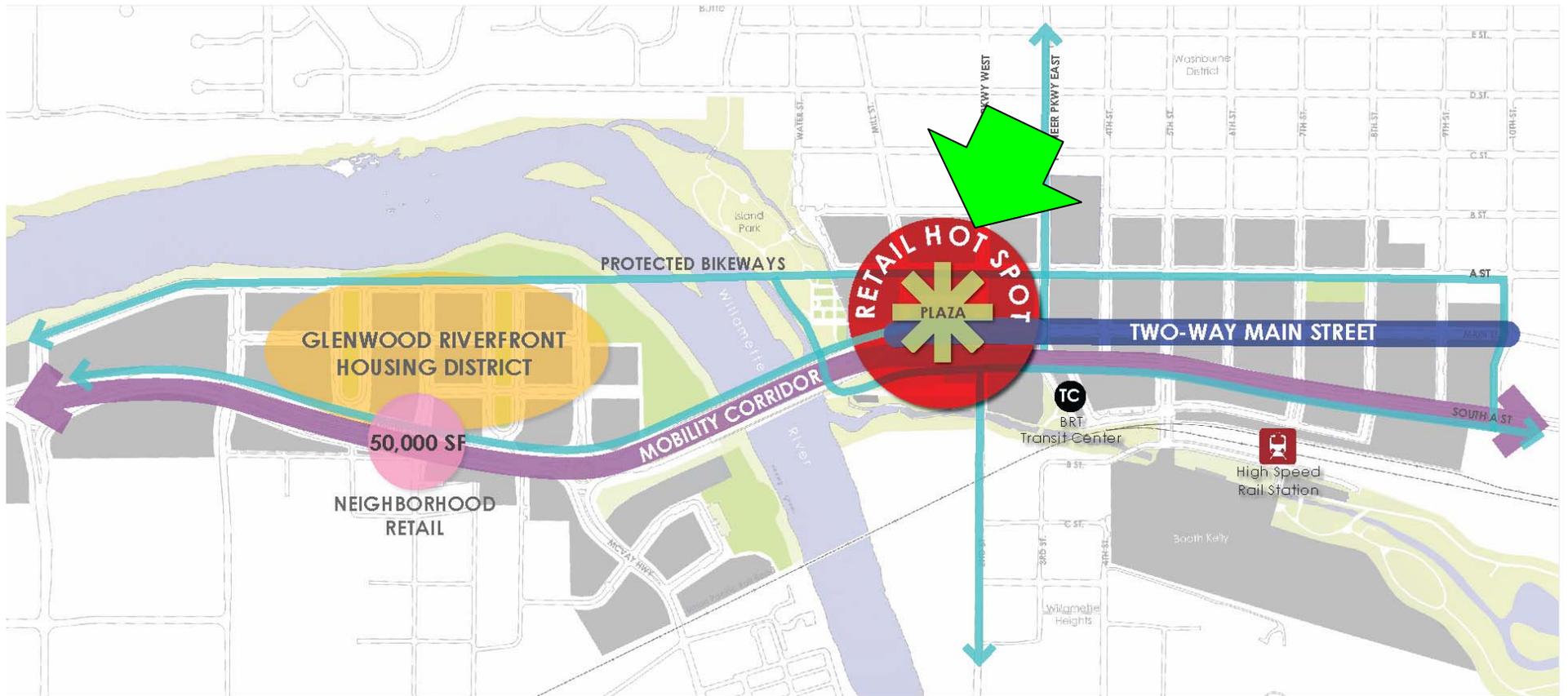


# Springfield/Glenwood "Vision"



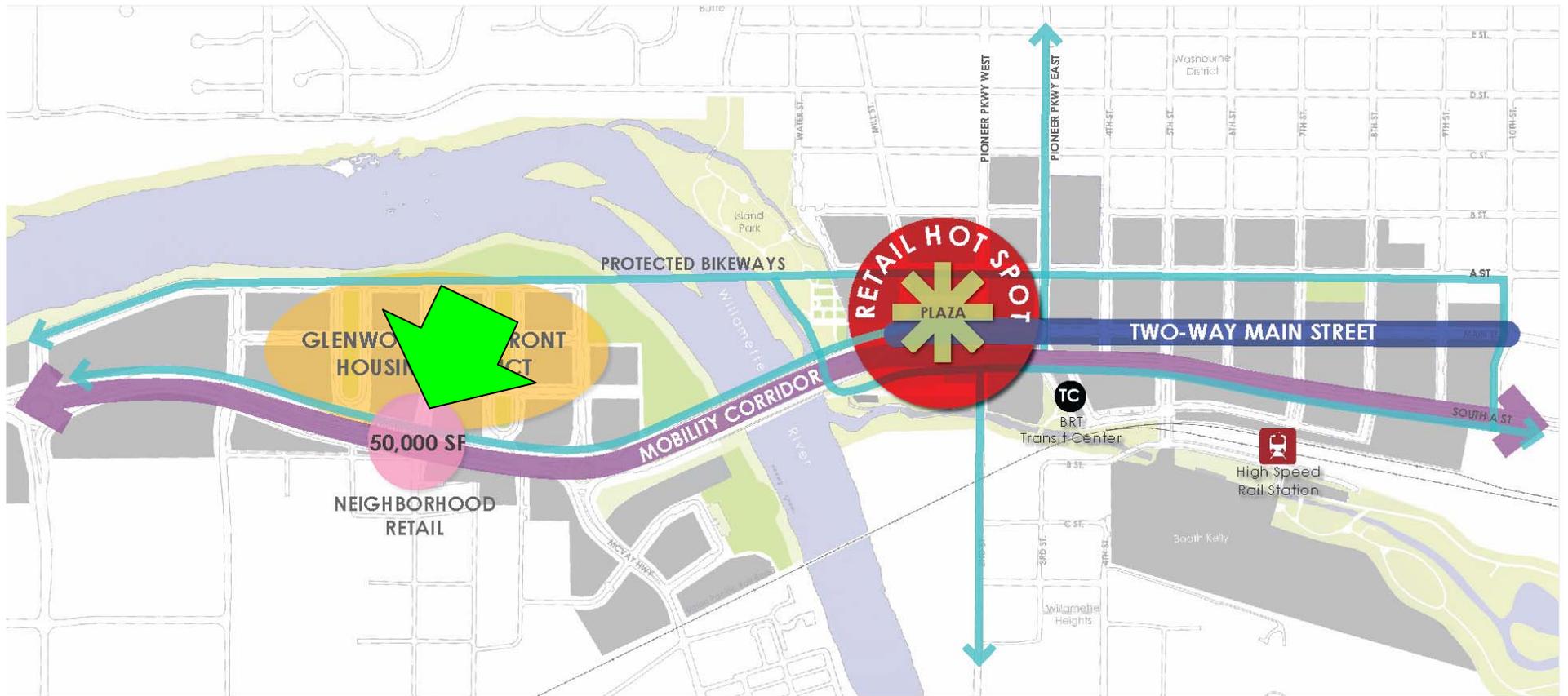
Downtown Springfield Fundamental Concept Diagram

# Springfield Fundamental Concept



Downtown Springfield Fundamental Concept Diagram

# Springfield Fundamental Concept



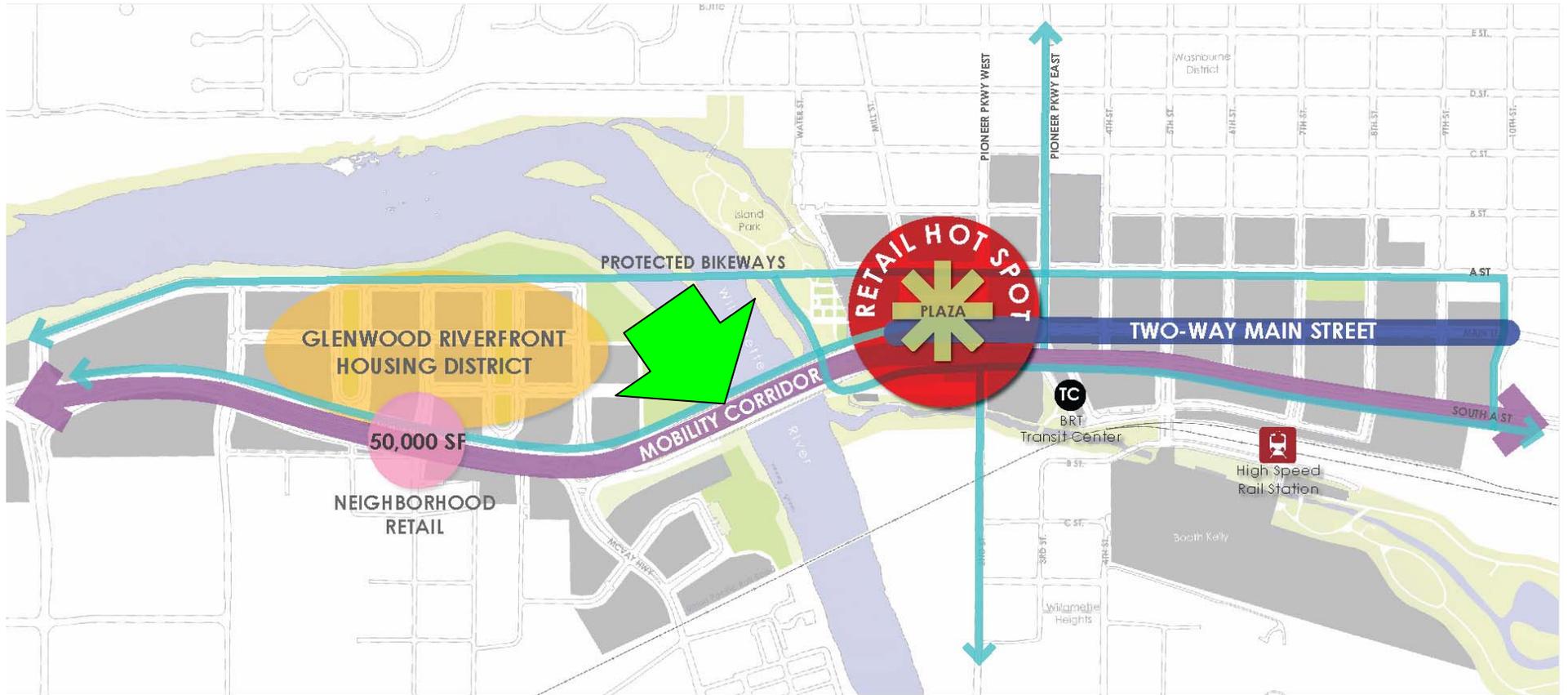
Downtown Springfield Fundamental Concept Diagram

# Springfield Fundamental Concept



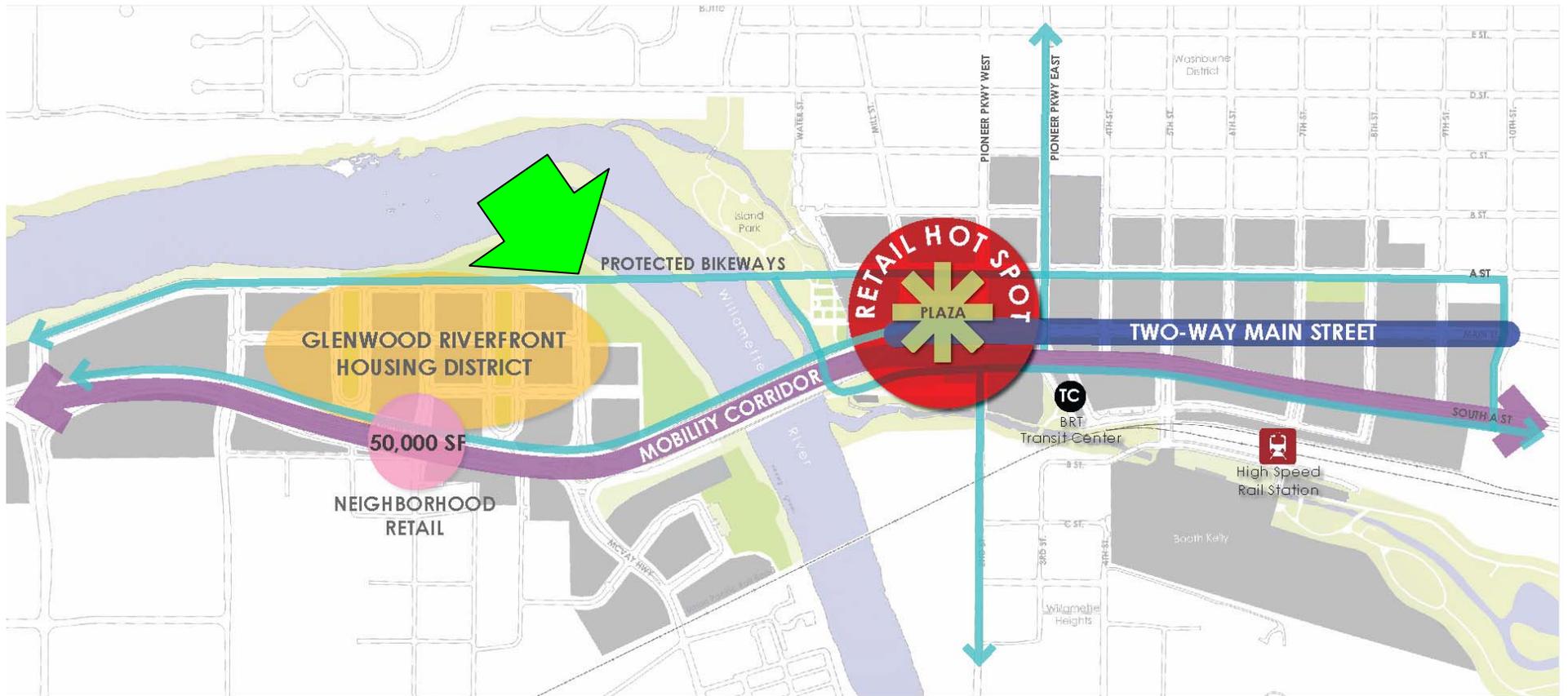
Downtown Springfield Fundamental Concept Diagram

# Springfield Fundamental Concept



Downtown Springfield Fundamental Concept Diagram

# Springfield Fundamental Concept



Downtown Springfield Fundamental Concept Diagram

# Springfield Fundamental Concept



Downtown Springfield Fundamental Concept Diagram

# Springfield Fundamental Concept

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	210,000 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
-  Existing Buildings
-  Parks and Open Space
-  Transit Center
-  Public Parking
-  High Speed Rail Station
-  Park and Ride



# 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	210,000 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
- Mill Plaza Streets
- Mill Plaza
- Post Office Park/Island Park
- Protected Pedestrian/Bike
- Public Parking Structures
- Park and Ride Lot
- Transit Street & Rail Platform

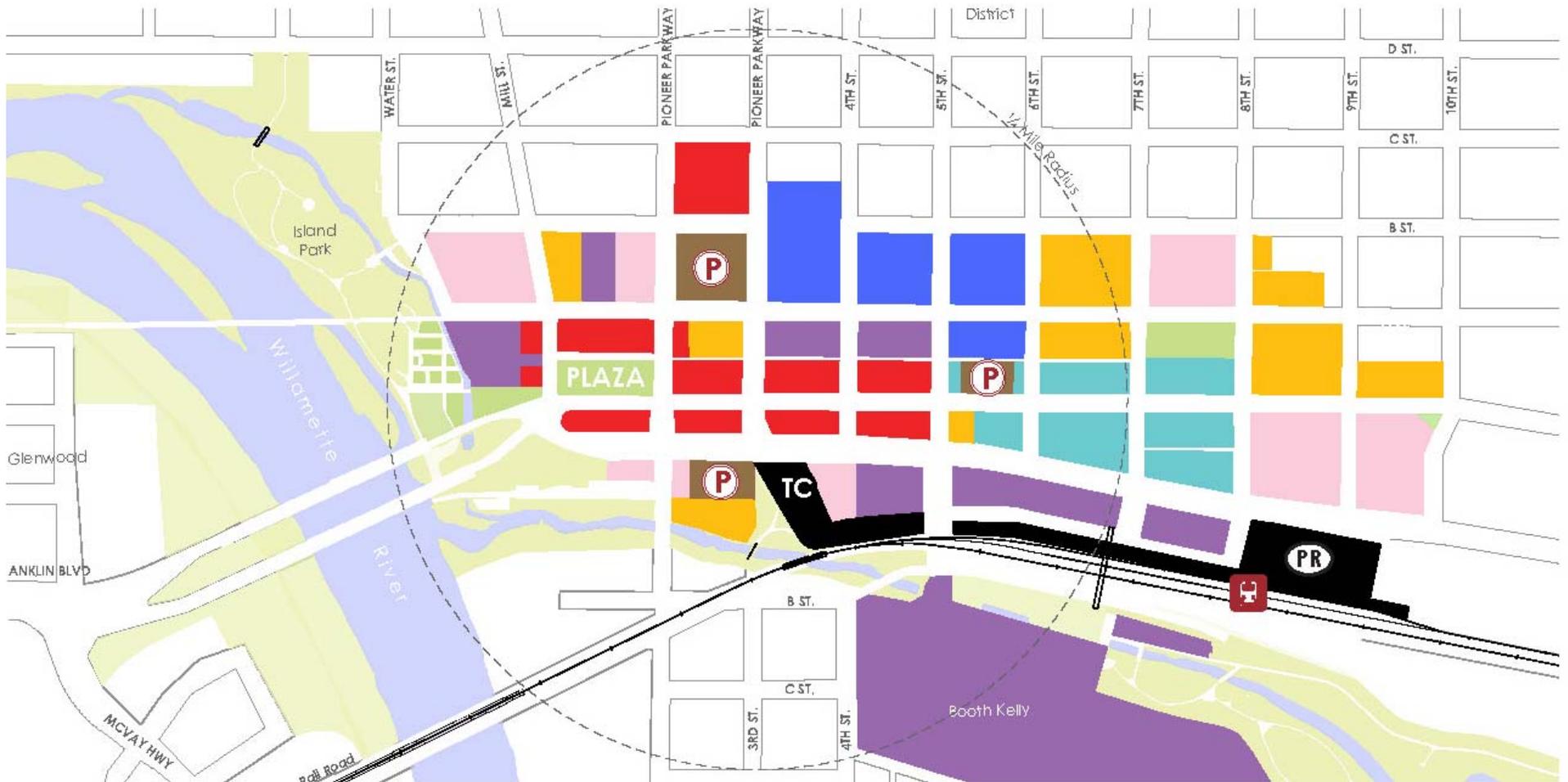
Private Investment Potential  
**\$510 Million**



**Legend**

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

# Downtown Build-Out



Primary Land Use Diagram

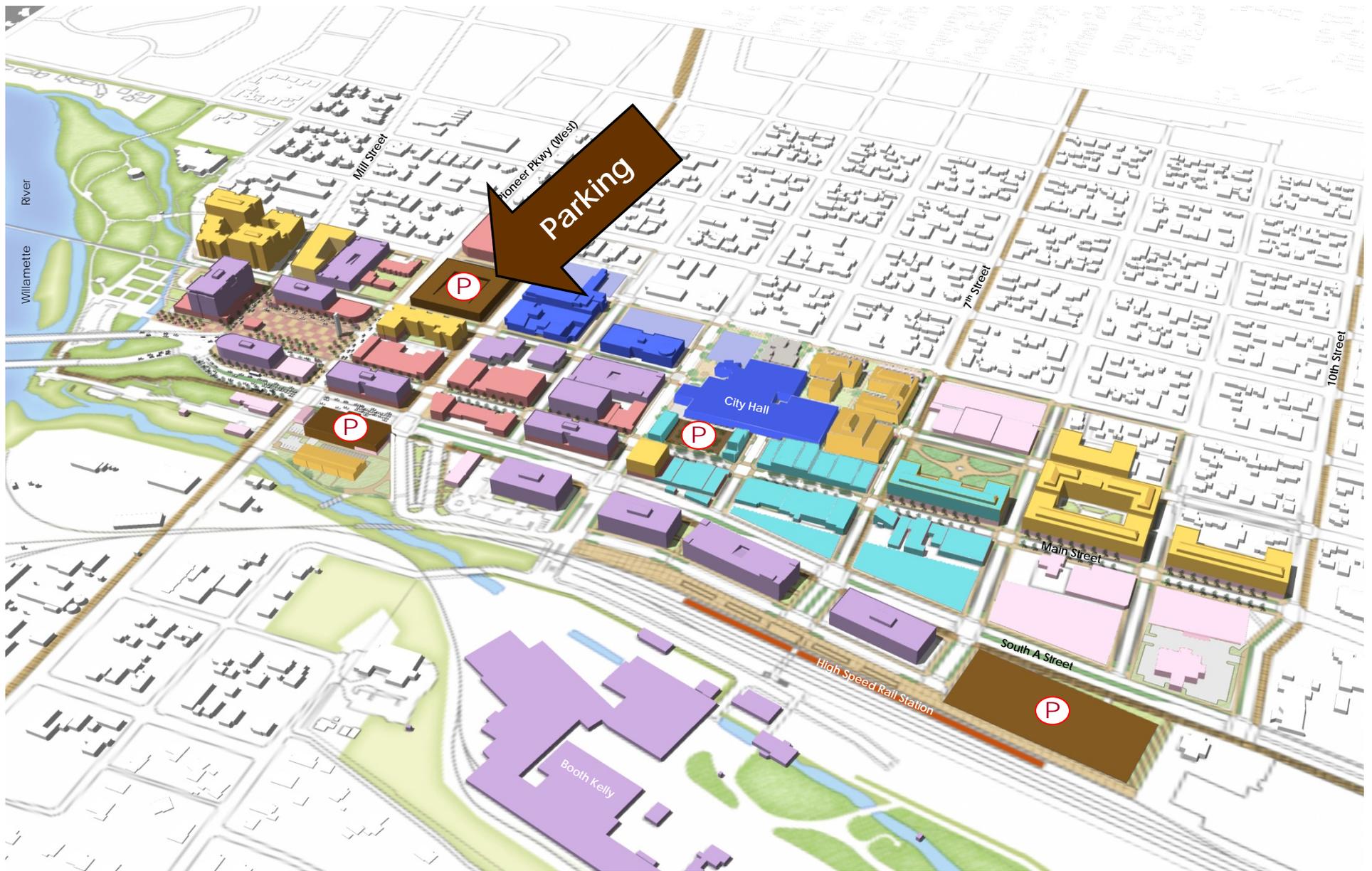
**Legend**

- |   |                     |   |                             |   |                         |
|---|---------------------|---|-----------------------------|---|-------------------------|
|  | 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           |

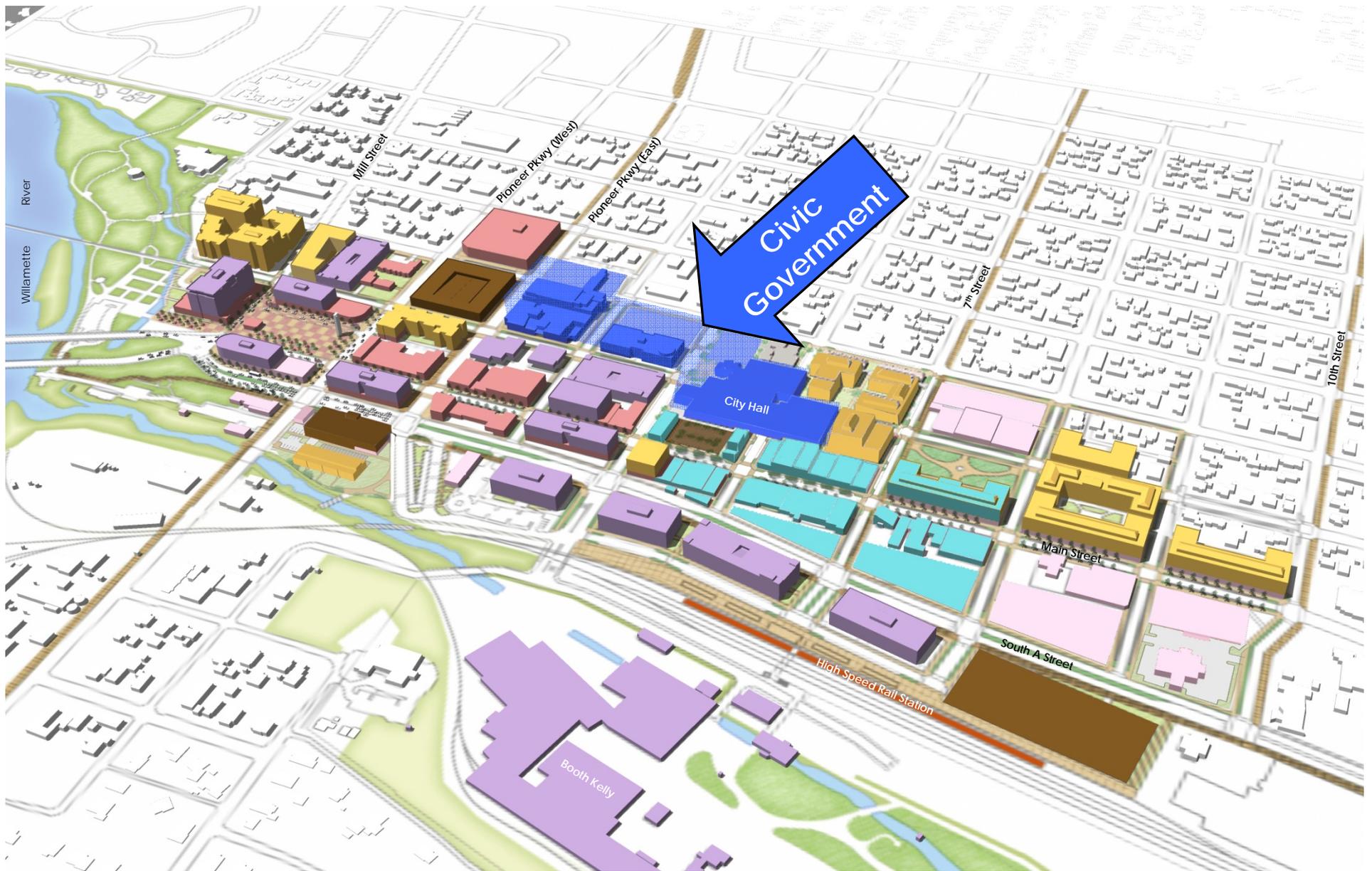
**Primary Land Use**



Primary Land Use



Primary Land Use



Primary Land Use



Primary Land Use



Primary Land Use



Primary Land Use



Primary Land Use



Circulation Diagram

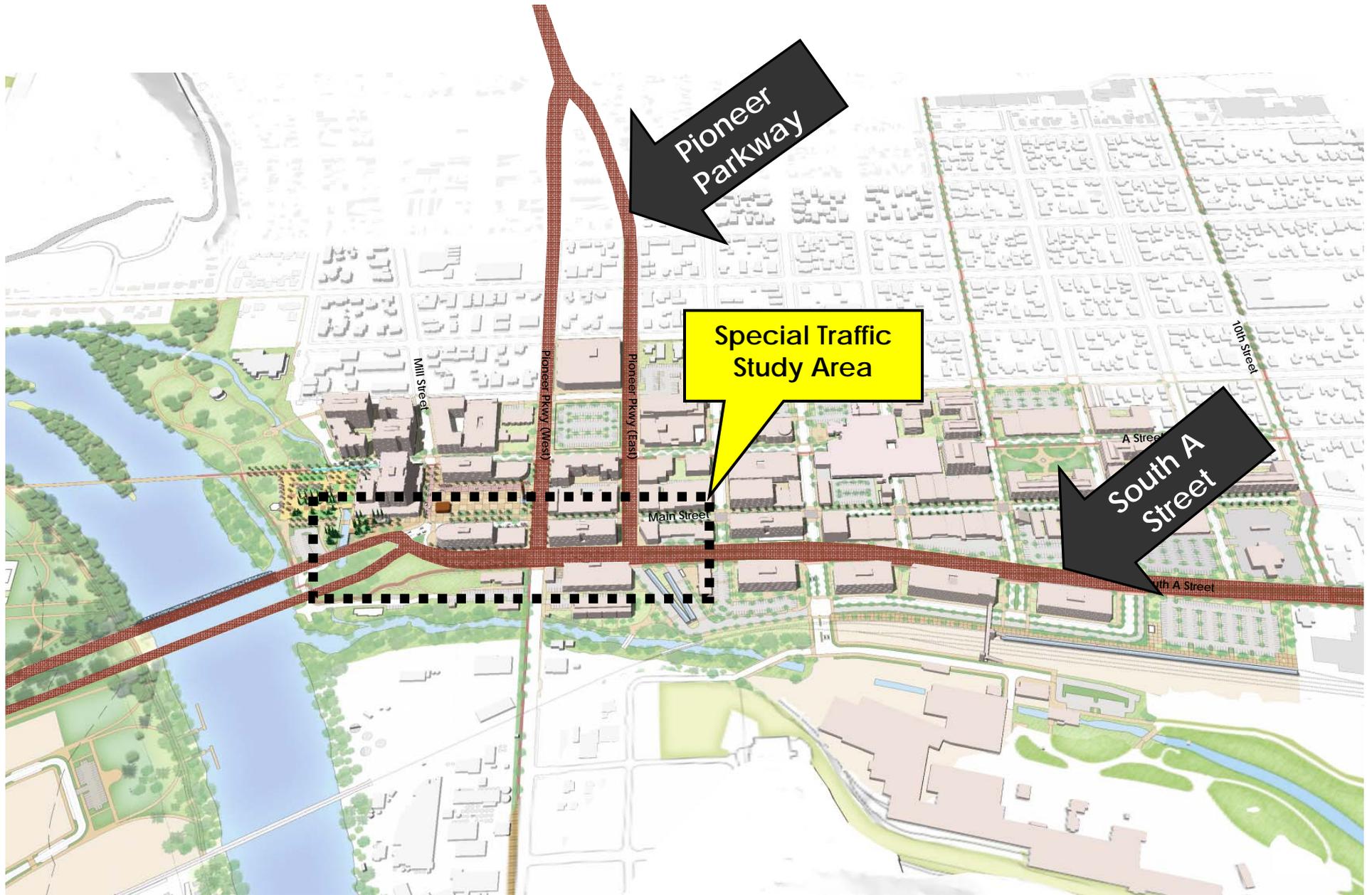
Legend

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

# Circulation



**Auto and Truck**



Auto and Truck



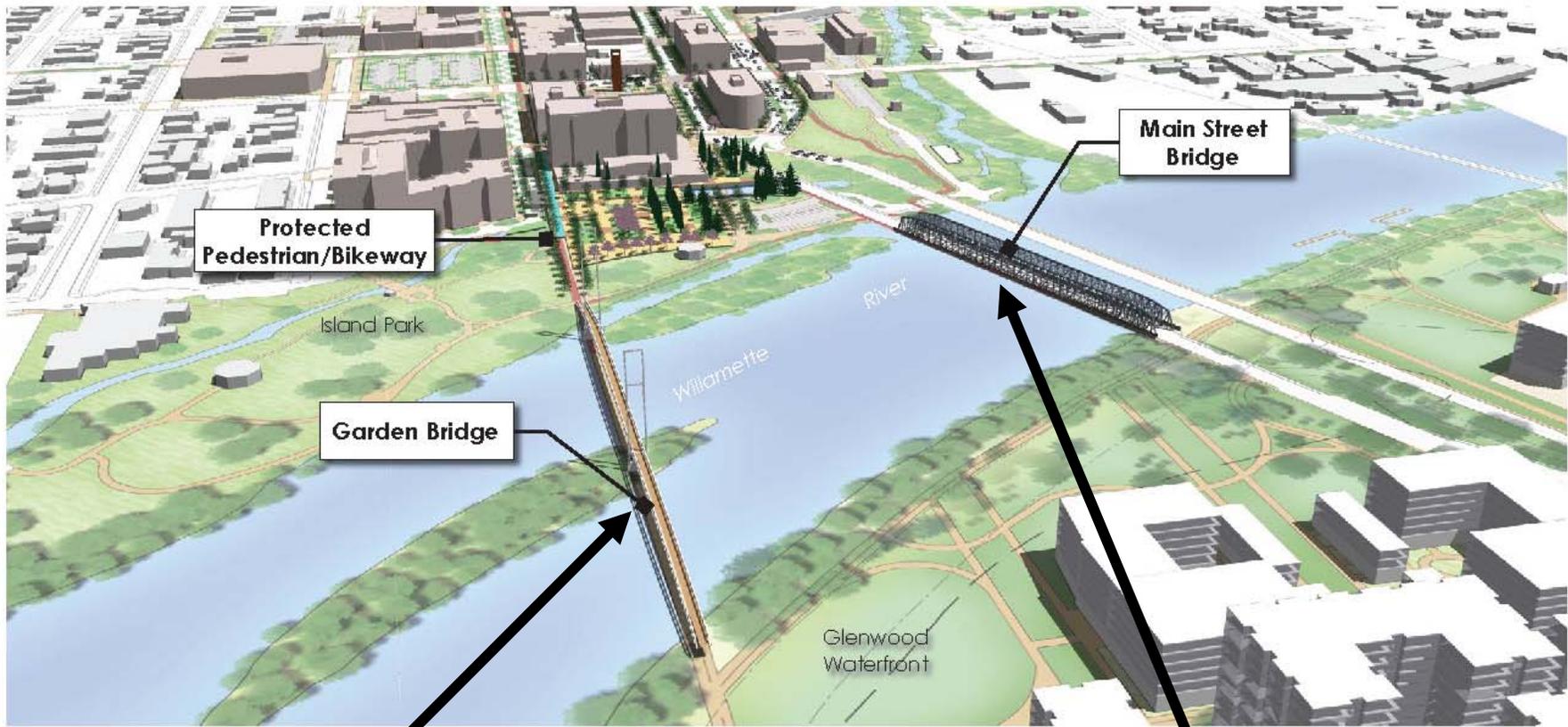
# Protected Bikeways



Protected Bikeways



# Protected Bikeways

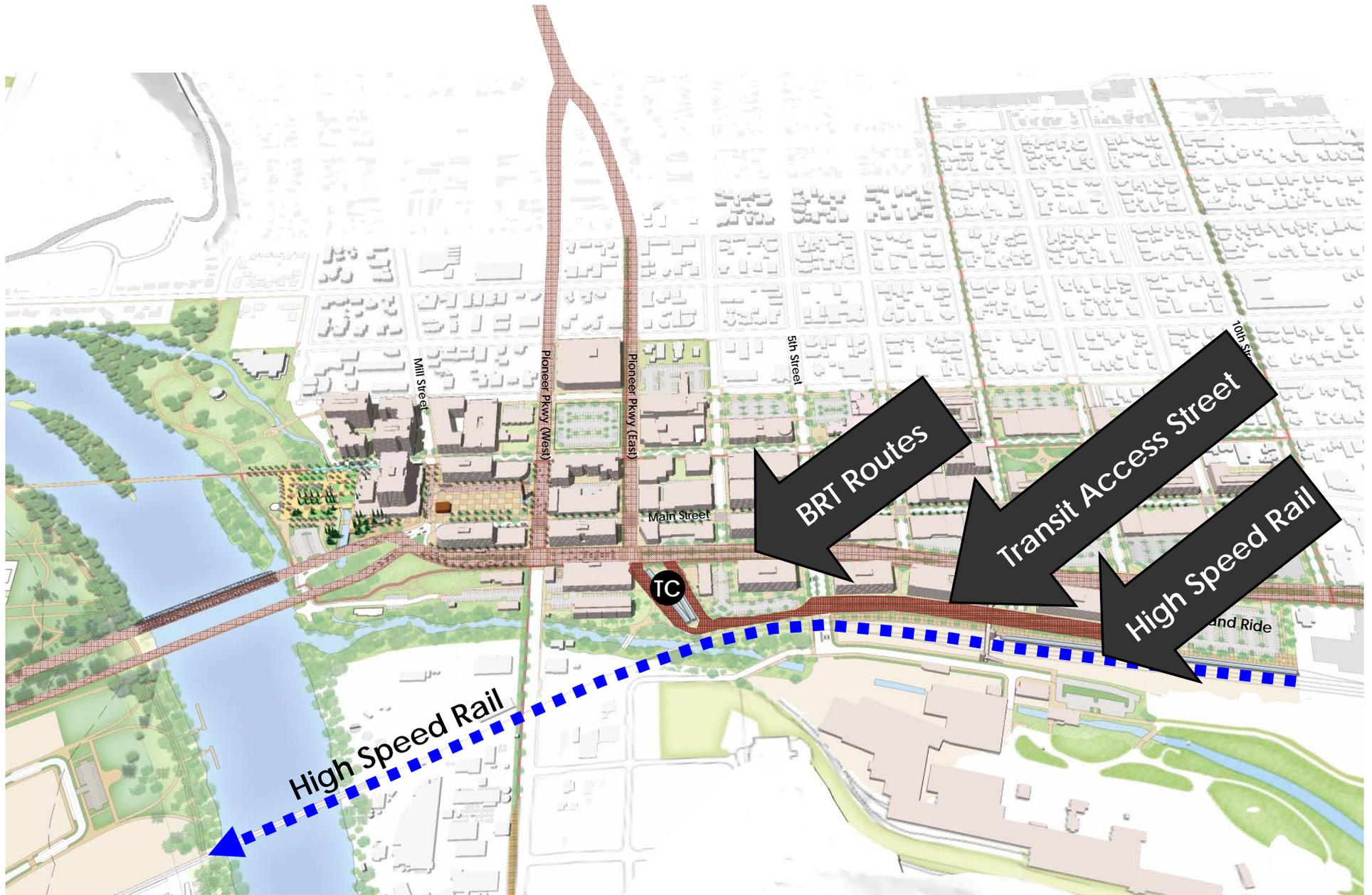


Pedestrian and Bicycle Bridge- Eugene

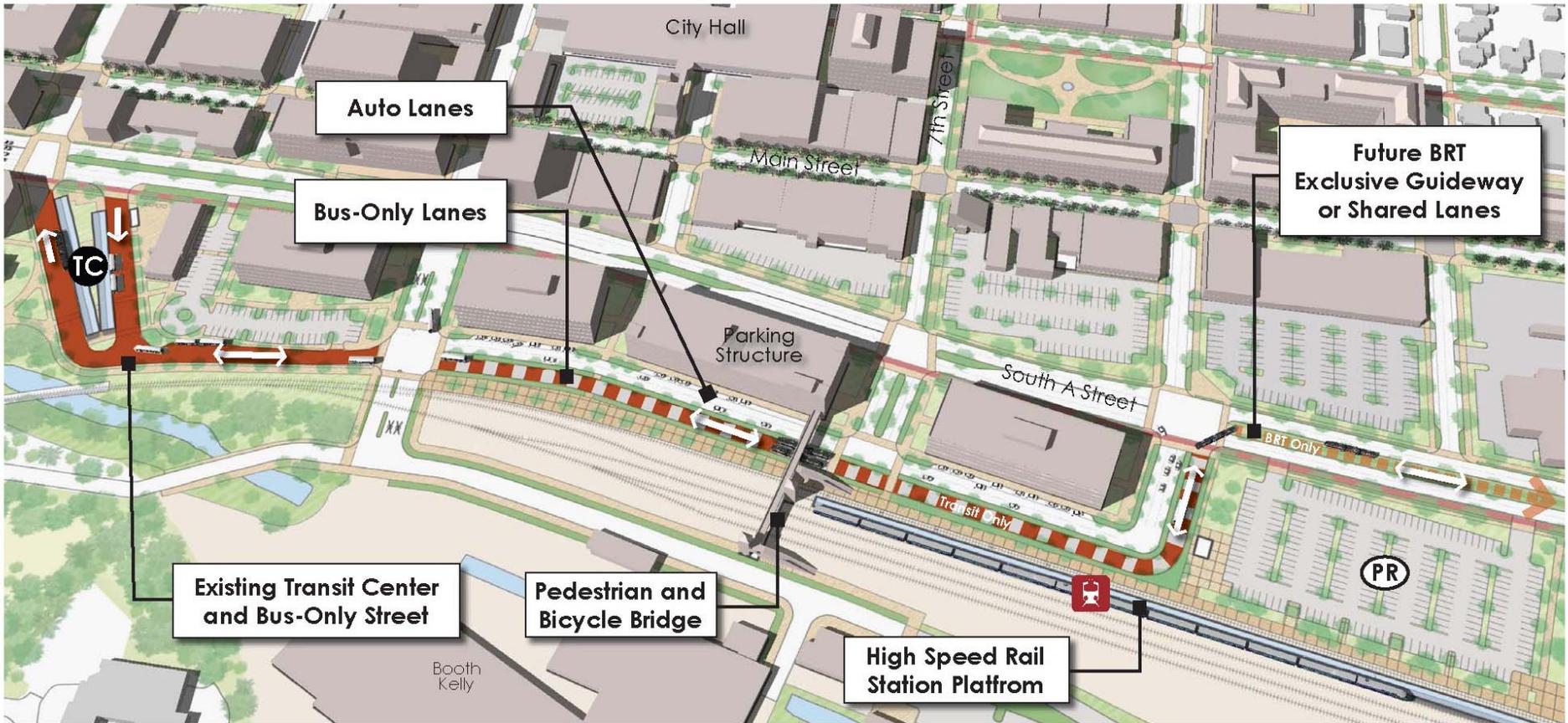


Main Street Bridge Option- Looking West

# Glenwood Connections

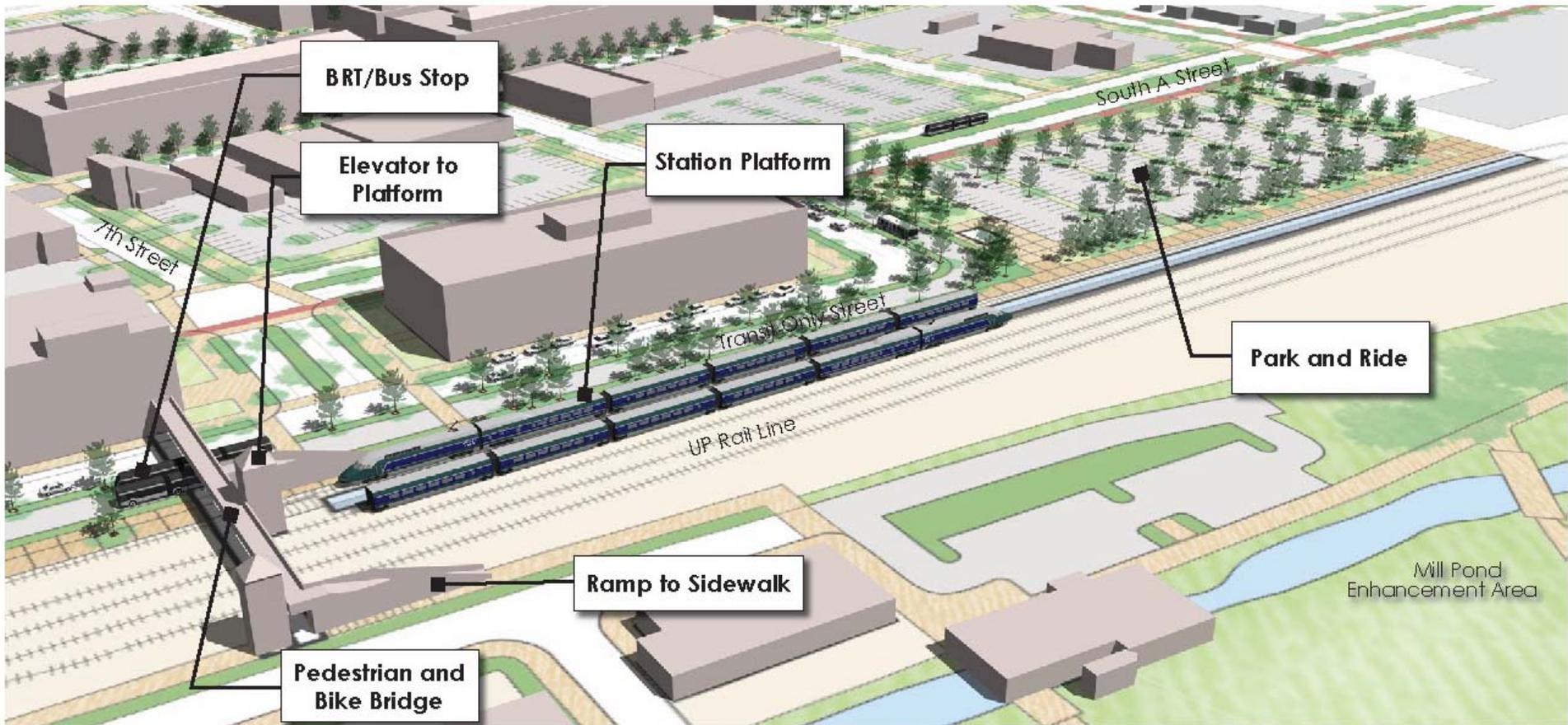


# Bus Rapid Transit and High Speed Rail



New Transit Access Street

# New Transit Access Street



High Speed Rail Station/Park and Ride

# High Speed Rail Station



Circulation Diagram

**Legend**

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

**Circulation – Livability Framework**



Future  
Development

Future  
Development

Mill Plaza

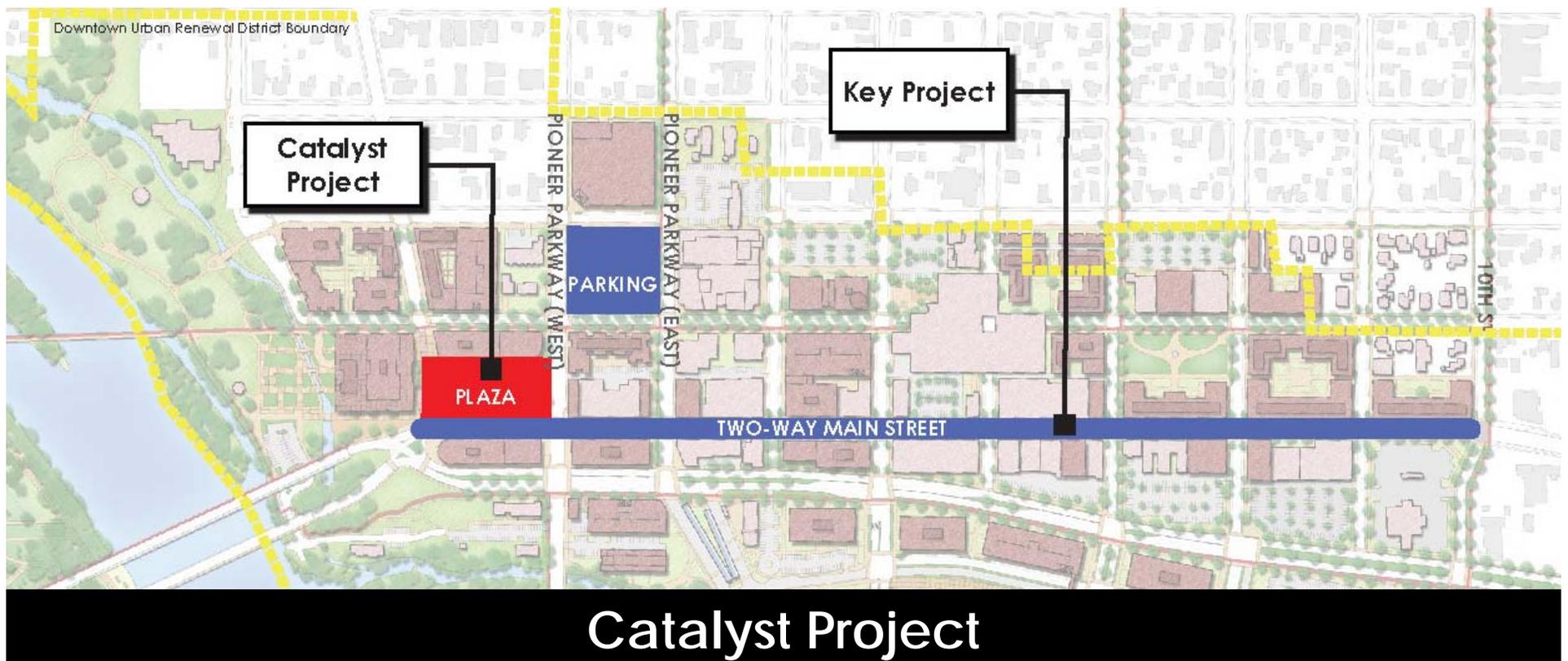
Main Street

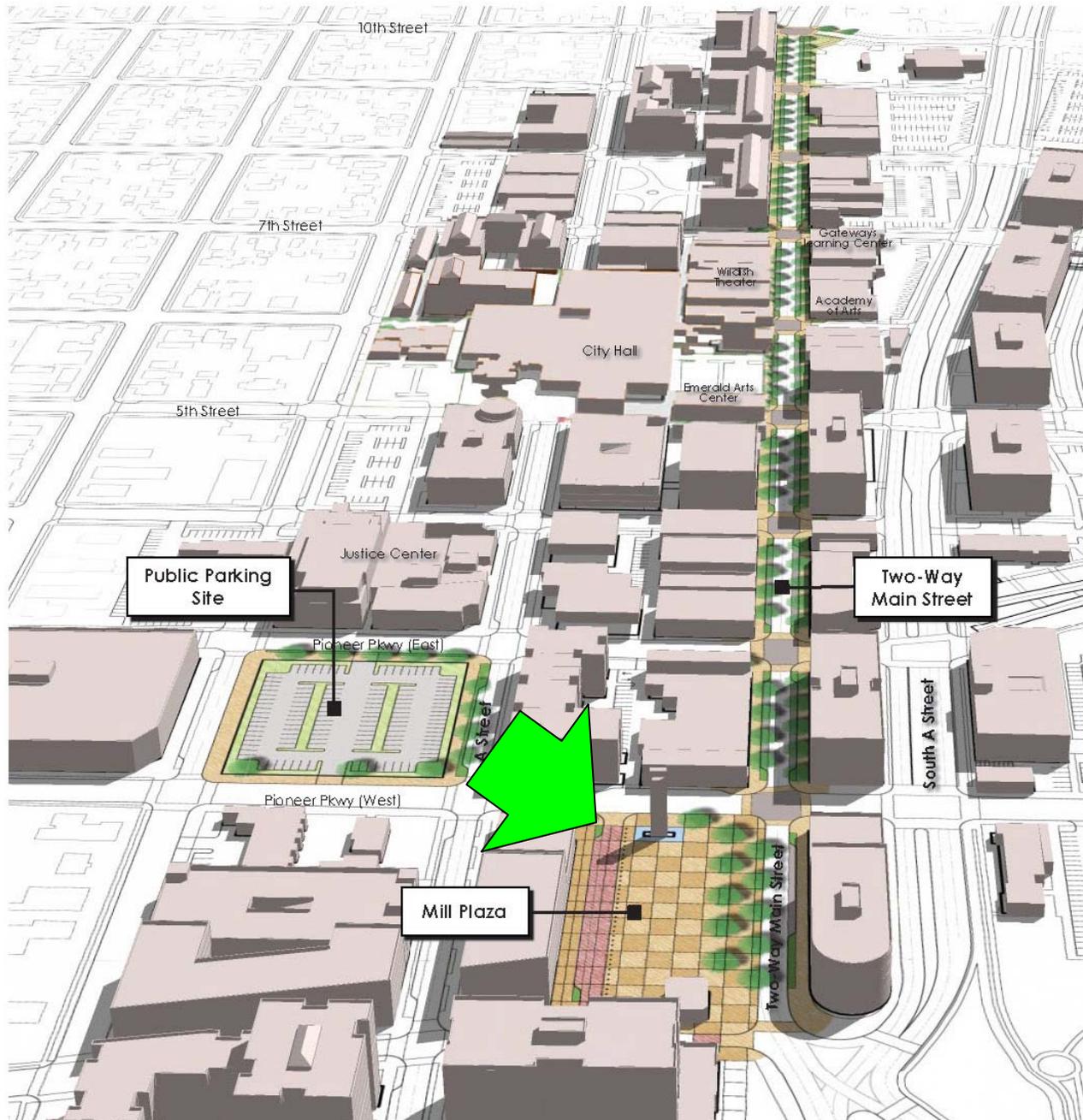
A close-up photograph of a large number of purple flowers, possibly azaleas, in full bloom. The flowers are densely packed and fill most of the frame. The background is dark, making the purple color of the petals stand out. The text 'Implementation Strategy' is written in a bold, yellow, sans-serif font across the bottom portion of the image.

# Implementation Strategy

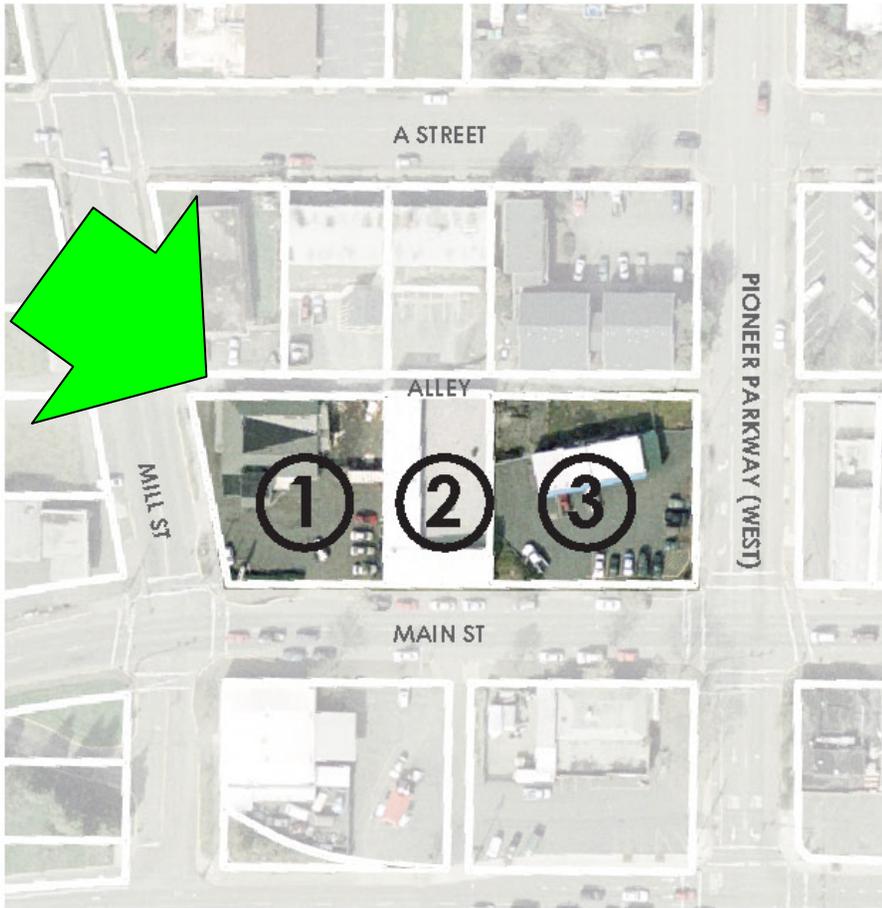
Catalyst Projects have the ability to stimulate significant new downtown private investment.

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

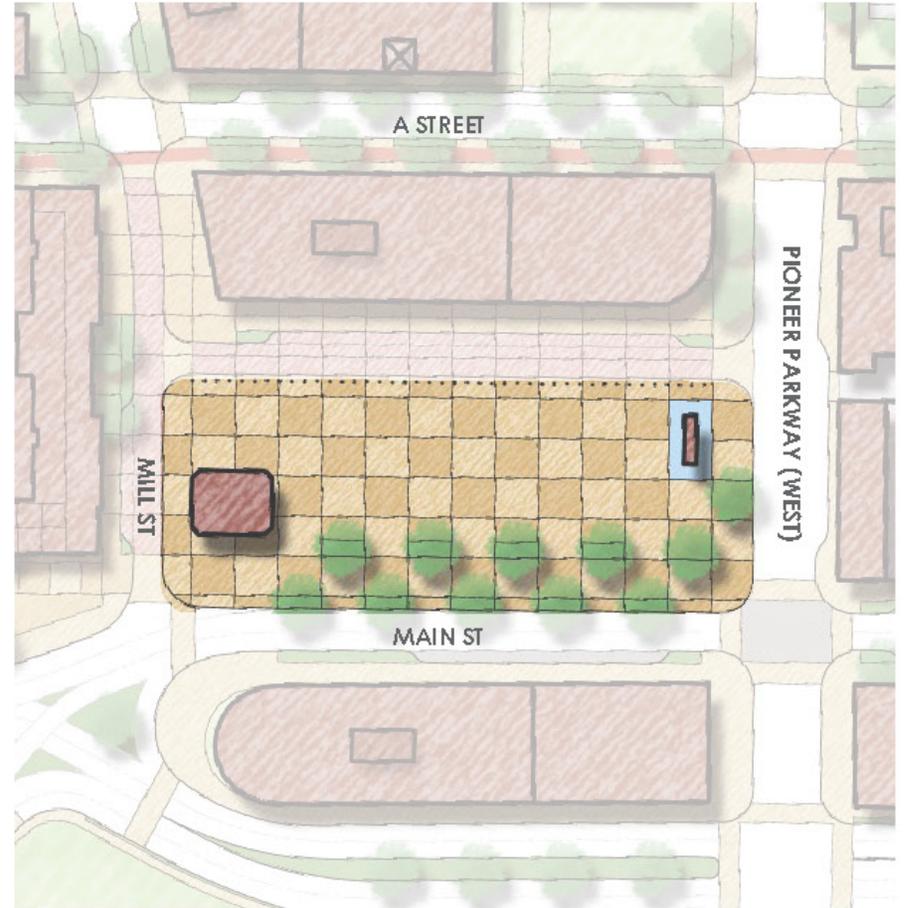




# Catalyst Project

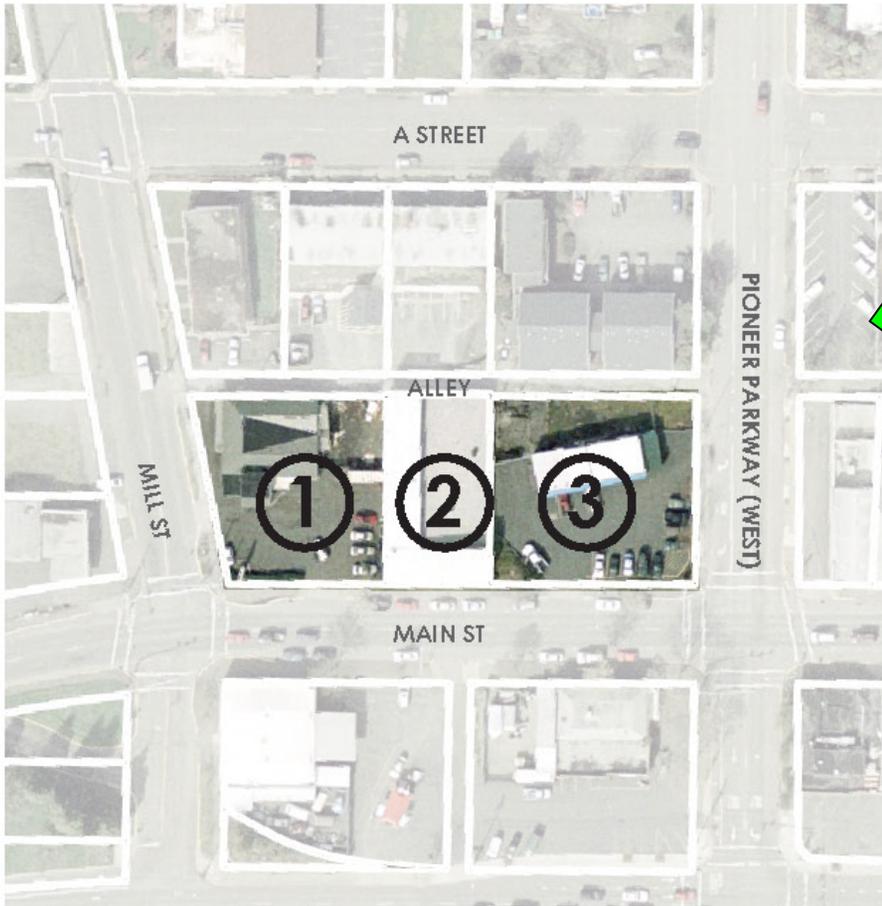


Required Land Assembly

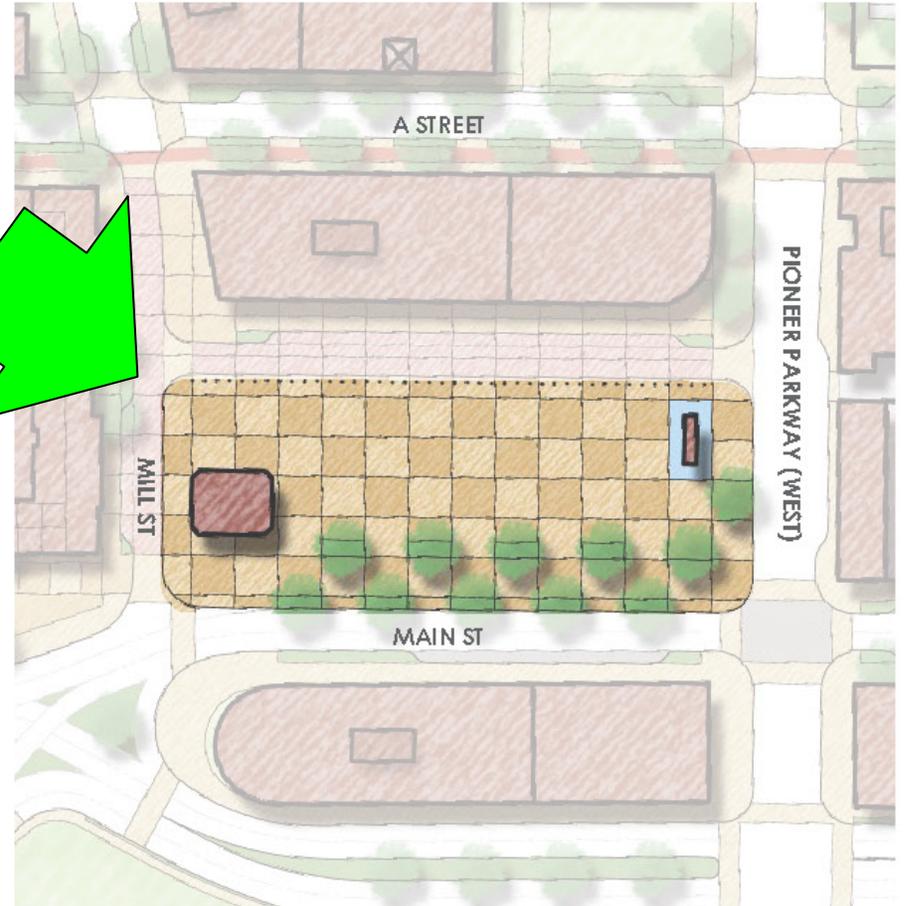
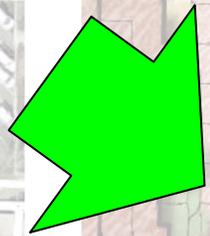


Mill Plaza Project Concept

# Catalyst Project



Required Land Assembly

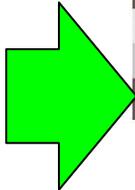


Mill Plaza Project Concept

# Catalyst Project

## Public Investment

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
<b>Total:</b>	<b>\$5.1 mil</b>

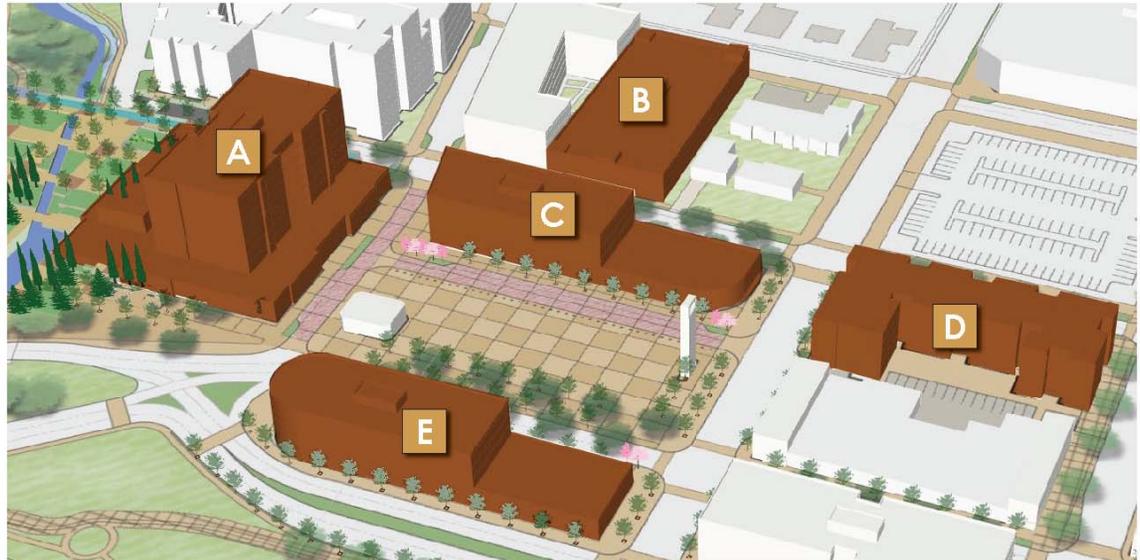


Mill Plaza (Looking Northwest)

## Private Investment

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

PRIVATE INVESTMENT		
<b>A</b>	Mill Street Office and Retail	\$35.0 mil
<b>B</b>	A Street Parking Structure	\$6.7 mil
<b>C</b>	Plaza Office and Retail	\$11.6 mil
<b>D</b>	A Street Housing and Retail	\$16.0 mil
<b>E</b>	Main and Mill Office and Retail	\$11.5 mil
<b>Total:</b>		<b>\$80.8 mil</b>



Stimulated Private Investment

# Catalyst Project

### Public Investment

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Acquire Site (Estimated Value)	\$1.1 mil
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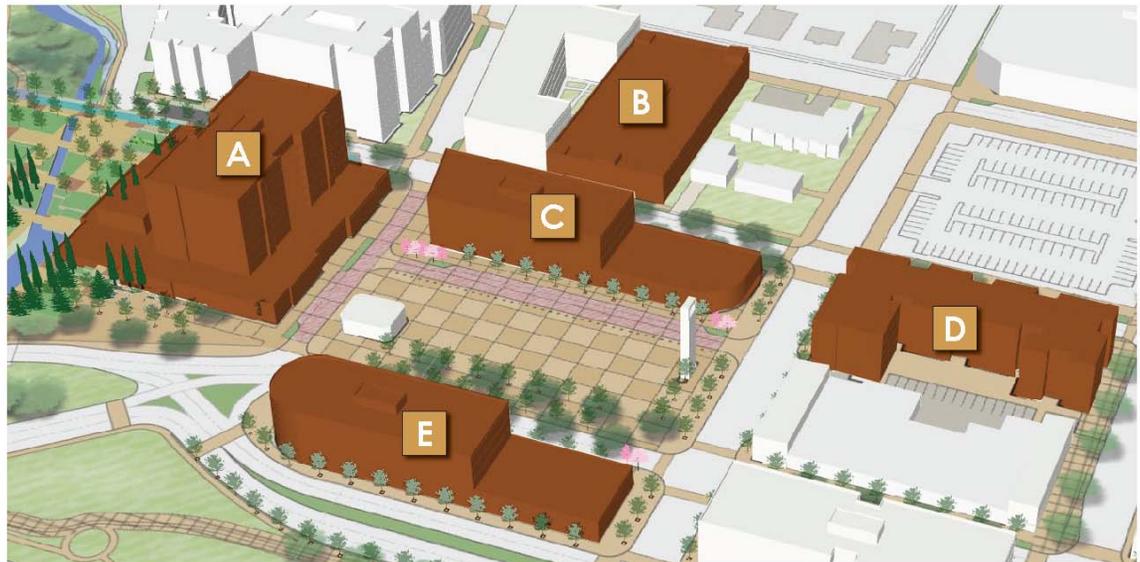
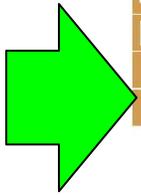


Mill Plaza (Looking Northwest)

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<b>C</b>	Plaza Office and Retail	\$11.6 mil
<b>D</b>	A Street Housing and Retail	\$16.0 mil
<b>E</b>	Main and Mill Office and Retail	\$11.5 mil
<b>Total:</b>		<b>\$80.8 mil</b>



Stimulated Private Investment

# Catalyst Project





Key Project



Existing Conditions



Two-Way Main Street Limits

Key Project



# Key Project



Public Parking Site—Required Land Assembly

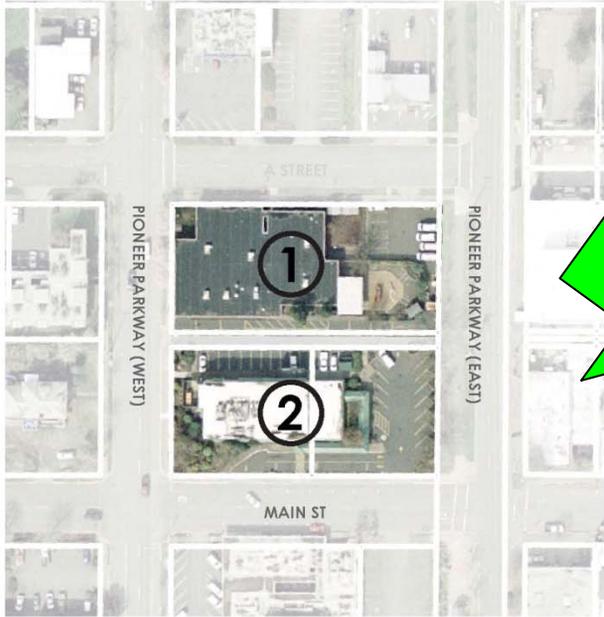


Public Parking Site—Phase I

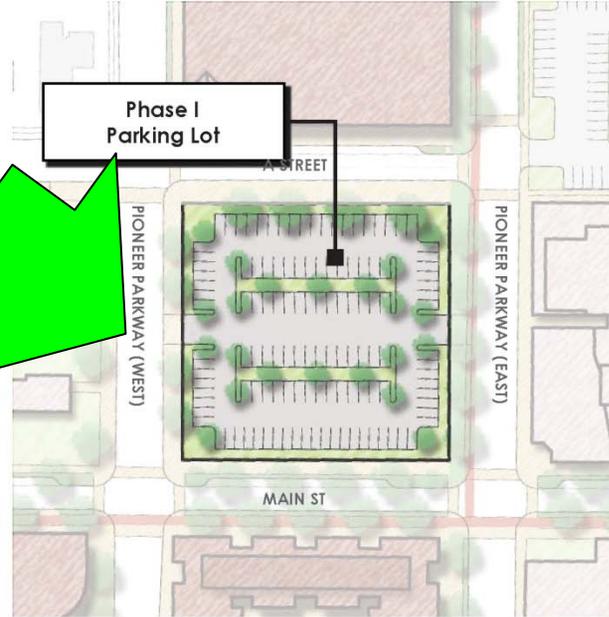


Public Parking Site—Phase II

# Key Project



Public Parking Site—Required Land Assembly



Public Parking Site—Phase I



Public Parking Site—Phase II

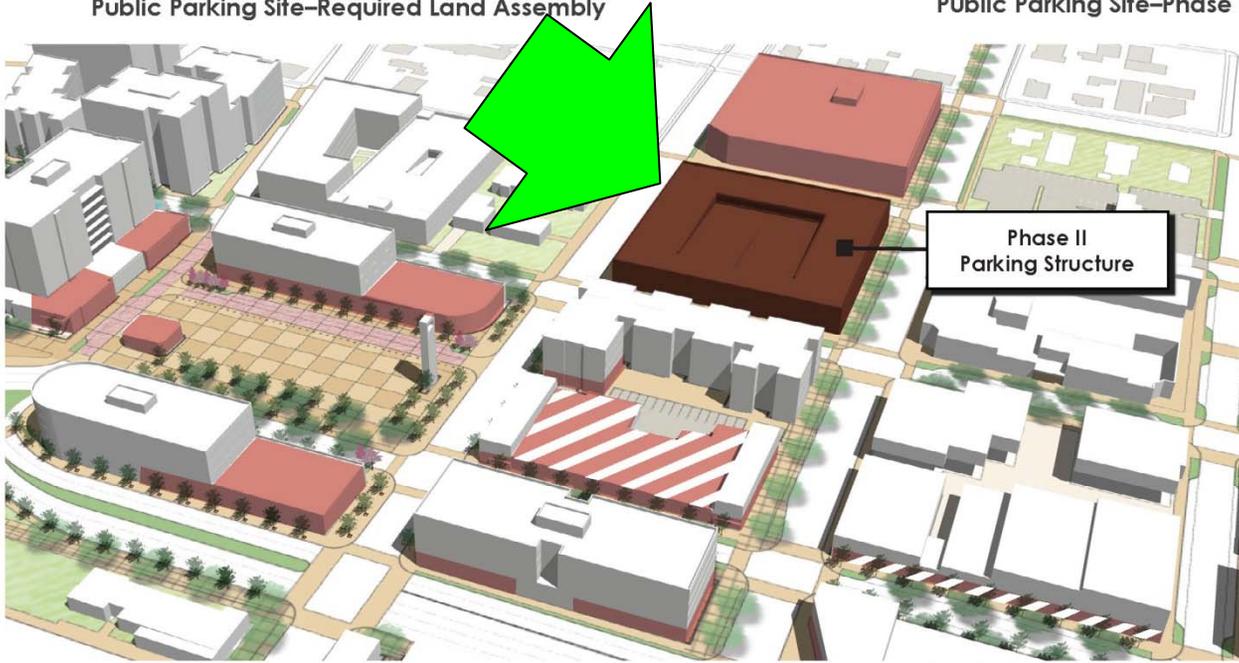
# Key Project



Public Parking Site—Required Land Assembly



Public Parking Site—Phase I



Public Parking Site—Phase II

# Key Project

## 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

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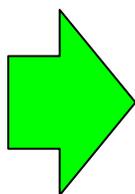
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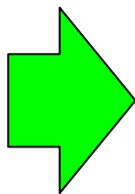
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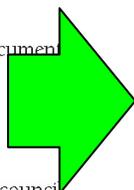
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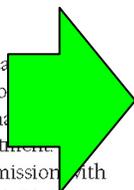
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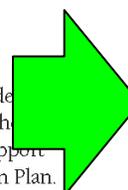
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The City should initiate a process for the creation of design guidelines and a design review process as an essential tool for review of downtown projects. Typically, more extensive (major) projects could be reviewed by a review committee, while less 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 manner and is consistent with the Urban Design Plan 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:

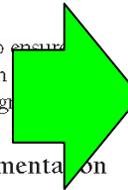
- Converting Main Street to two-way from Mill Street to 10th Avenue at a minimum.
- Including the two-way conversion as a priority project in the update to the Transportation System Plan
- Funding improvements and a schedule for implementation

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.







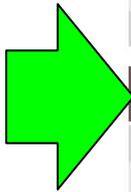






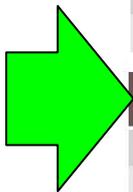
# Public Projects Schedule

	2010			2011			2012			2013		
	Mar	June	Sept									
<b>First 120 Days</b>												
1. Adopt Downtown District Urban Design Plan & Implementation Strategy												
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												
<b>Six Months</b>												
1. Secure Mill Plaza Site												
2. Develop a High-Speed Rail Plan												
<b>One Year</b>												
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												
<b>Two to Three Years</b>												
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												
<b>Three to Seven Years</b>												
1. Construct Main Street Demonstration Project												
2. Construct Improvements Identified in Two-Way Main Street Transportation Study												



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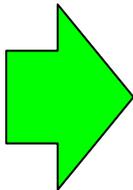
# Responsibilities

*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 or more frequently if needed to review plan implementation progress*
- Establish an inter-departmental implementation team to coordinate public and private sector efforts
- Create a Parking 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

### 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



# Downtown Urban Design Plan & Implementation Strategy

City Council and Planning Commission-  
Joint Work Session

July 12, 2010  
Springfield, Oregon

**CRANDALL ARAMBULA PC**

**DKS Associates/Harper Houf Peterson Righellis**



# Springfield/Glenwood "Vision"









