Project Purpose

Prepare a Downtown Urban Design Plan and Implementation Strategy to guide the revitalization of Springfield’s downtown core
Proposed Study Area

Areas of Influence

Core 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:
Grendal Armutha
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grm@ca-city.com
City of Springfield
Development Services Department

Citizen Advisory Committee, Technical Advisory Team, Springfield Planning Commission, City Council and Springfield Economic Development Agency, Lane Transit District

Public: residents, business and property owners, developers, neighborhood groups, utility companies

Project Management/Community Involvement/Urban Design
George Crandall, FAIA, Project Director
Don Arambula, ASLA, Project Manager/Principal Urban Designer
Jason Graf, Associate Principal/Project Coordinator
Crandall Arambula

Urban Design/Implementation/Design Standards
Jason Graf, Urban Designer/Project Coordinator
Erin Carter, Urban Designer
Brenda Fusté, Urban Designer
Support Staff
Crandall Arambula

Traffic/Transportation/Parking
Carl Springer, PE, Principal/Transportation Planner/Parking
Ransford McCourt, PE, PTOE, Principal/Transportation Planner/Parking
Chris Maciejewski, PE, Traffic/Transportation Engineer
DKS Associates

Stormwater Best Practices/Infrastructure Analysis/Cost Estimating
Kimberly Shera, PE
Project Manager/Engineer
Chris Beaty, PE, Project Manager/Engineer
Support Staff
Harper Houf Peterson Righellis, Inc.

Signage & Wayfinding Program
Elizabeth Anderson, Principal
Anderson Krygiel, Inc.
Process & Schedule

1. **STARTING**
   1) Kick-Off Meeting/Review Info.
   2) Meetings with Stakeholders
   3) Prepare Opportunities & Constraints
   4) Review Findings/Develop Objectives

2. **DESIGNING**
   5) Develop Alternatives
   6) Perform Technical Reviews
   7) Draft Parking & Stormwater Strategies
   8) Present Alternatives
   9) Refine Preferred Alternative/Strategies
   10) Meet with Stakeholders
   11) Present Preferred Alternative/Strategies

3. **IMPLEMENTING**
   12) Prepare Implementation Strategy/Draft Standards
   13) Present Implementation Strategy/Standards
   14) Refine Implementation Strategy/Standards
   15) Prepare and Review Final Products
Your Downtown

Existing Conditions, Regulatory Documents and Plans
The information on this map was derived from a database owned by the Lane Council of Governments' geographic information system. Care was taken to ensure accuracy of the information, but it is provided "as is." The Lane Council of Governments cannot accept any responsibility for errors, omissions, or positional accuracy in the digital or the underlying records. Current plan designs growing, etc., for specific parcels should be confirmed with the appropriate governmental entity - Eugene or Springfield - prior to planning activities.
Legend

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

Existing Land Use
Downtown Plans

Springfield Station Specific Area Plan - 2001
Downtown Refinement Plan - 2005
<table>
<thead>
<tr>
<th>Guiding Documents</th>
<th>Significance to Downtown Revitalization</th>
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<tr>
<td><strong>Downtown Plans</strong></td>
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<td>Downtown Tomorrow (1984)</td>
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<td>A Vision for Springfield Downtown (1990)</td>
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<td>Springfield Station Specific Area Plan (2001)</td>
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<td>Downtown Springfield Charrette Plan (2006)</td>
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<td><strong>Policy/Regulation</strong></td>
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<tr>
<td>Springfield Downtown Refinement Plan (1986, 1999 with 2005 Updates)</td>
<td>![Low]</td>
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<tr>
<td>Glenwood Refinement Plan (1999 with 2003 Updates)</td>
<td>![Low]</td>
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<tr>
<td>Springfield Bicycle Plan (1998)</td>
<td>![Low]</td>
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<td>Multi-Unit Design Standards Handbook (2000)</td>
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<td>Eugene-Springfield Metro Area Public Facilities and Services Plan (2001)</td>
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<td>Vertical Housing Development Zone (2004)</td>
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<td>Zoning Ordinance</td>
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<td>2031 Regional Transportation Plan (2007)</td>
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<td>Downtown Urban Renewal Plan (2007)</td>
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<td>Springfield Mill Race Ecosystem Restoration (2008)</td>
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<td>Stormwater Master Plan (Draft 2008)</td>
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<td><strong>Analysis</strong></td>
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<td>Downtown Revitalization—An Overview (2007)</td>
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<td>Springfield Nodes Market Analysis and Development Strategy (2003)</td>
<td>![High]</td>
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<tr>
<td>Commercial and Industrial Buildable Lands Inventory and Economic Opportunities Analysis (2006)</td>
<td>![High]</td>
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</table>
## Existing Market - Nodal Areas*

<table>
<thead>
<tr>
<th>Node</th>
<th>Resid.</th>
<th>Retail</th>
<th>Office</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Downtown</strong></td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Glenwood</strong></td>
<td>85 Units</td>
<td>Some Strip</td>
<td>Low-Rise</td>
</tr>
<tr>
<td><strong>Jasper Natron</strong></td>
<td>Some SFR</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Mohawk</strong></td>
<td>0</td>
<td>Strip/Big Box</td>
<td>0</td>
</tr>
<tr>
<td><strong>Riverbend</strong></td>
<td>180 Units</td>
<td>100 K Office/retail</td>
<td>0</td>
</tr>
</tbody>
</table>

* Source ECONorthwest-2003
### Market Potential (2015) - Nodal Areas *

<table>
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<tr>
<th>Node</th>
<th>Resid.</th>
<th>Retail</th>
<th>Office</th>
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</thead>
<tbody>
<tr>
<td><strong>Downtown</strong></td>
<td>Some Infill</td>
<td>Renovation</td>
<td>Renovation</td>
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<tr>
<td>Glenwood</td>
<td>600-800 Units</td>
<td>50K to 100K</td>
<td>100K to 200K</td>
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<tr>
<td>Jasper Natron</td>
<td>2,000 Units</td>
<td>350 K</td>
<td>?</td>
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<tr>
<td>Mohawk</td>
<td>40-80 Units</td>
<td>80K</td>
<td>?</td>
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<tr>
<td>Riverbend</td>
<td>880 Units</td>
<td>105 K office/retail</td>
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</tr>
</tbody>
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* Source ECONorthwest-2003
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
Great Downtowns

- Authentic Character
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- Housing Choices
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- Cultural/Entertainment Anchors
Existing Historic Resources

Washburne Historic District

Significant Resource

Designated Resource

Existing Historic Resources
Great Downtowns

- Authentic Character
- Retail Hot Spot
- Shopper-Friendly Parking
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- Reconnect to Nature
- Pedestrian and Bicycle Emphasis
- Housing Choices
- Employment Opportunities
- Transit Commitment
- Cultural/Entertainment Anchors
What People Want:

- Convenience
- Bargains
- A retail “experience”
Where People Shop

Percentage of Shopping Trips (Nationwide)

Big Box Centers: 55%
Malls: 27%
Internet: 9%
Lifestyle Centers: 7%
Downtowns: 2%
Ten Principles for Rethinking the Mall

Only 1 New Mall Constructed in America in 2006

Retail Trends
I-5

Gateway Mall- 580,000 SF

Mohawk Shopping Center- 800,000 SF

Downtown- 138,000 SF

Existing Retail
I-5 Gateway Mall - 580,000 SF
Mohawk Shopping Center - 800,000 SF
Downtown - 138,000 SF
Existing Retail - 1.4 Million SF
I-5
Downtown - 138,000 SF

Riverbend

Gateway Mall - 580,000 SF

Mohawk Shopping Center - 800,000 SF

Marcola Meadows - 365,000 SF

Marcola Meadows

Jasper-Natron - 350,000 SF

Glenwood

Downtown - 138,000 SF

Jasper-Natron
Great Retail
Crandall Arambula PC

Retail Rating

The Right Retail Configuration

Auto Access
Convenient

Attractive Retail Presentation

Parking
Friendly

Pedestrian Environment
Comfortable & High Quality

Pedestrian Crossings
Safe & Special

Retail CRANDALL ARAMBULA PC
The Right Retail Configuration

- Auto Access Convenient
- Parking Shopper Friendly
- Pedestrian Crossings Safe & Special
- Attractive Storefront Presentation
- Comfortable & High Quality Environment

Retail Rating

CRANDALL ARAMBULA PC

- Good
- Fair
- Poor
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

- Grocery Store
- Parking
- Retail
- Parking
- Retail
- Parking
- Department Store
One Sided Retail
Discontinuous Retail
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
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Traditional Retail Main Street

- Grocery Store
- Parking
- Parking
- Retail
- Parking
- Parking
- Retail
- Retail
- Department Store
Retail Streets (Nationwide): Anchors = 30% Additional Sales for Adjacent Shops
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
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
Existing Retail - Not Contiguous

130,000 SF

Retail Shops

Restaurant/Entertainment
Great Retail

The Right Retail Configuration

Auto Access
Convenient

Parking
Shopper Friendly

Pedestrian Crossings
Safe & Special

Pedestrian Environment
Comfortable & High Quality

Attractive Storefront Presentation

Retail Rating

Good Fair Poor
Storefront Evaluation
Existing Retail Storefronts - Good
Existing Retail Storefronts - Poor
The Right Retail Configuration

Auto Access Convenient

Attractive Storefront Presentation

Parking Shopper Friendly

Pedestrian Crossings Safe & Special

Pedestrian Environment Comfortable & High Quality

Retail Rating

Poor
Fair
Good
Great
Great Retail

CRANDALL ARAMBULA PC

The Right Retail Configuration

- Auto Access
  - Convenient
- Attractive Storefront Presentation
- Parking
  - Shopper Friendly
- Pedestrian Environment
  - Comfortable & High Quality
- Pedestrian Crossings
  - Safe & Special

Retail Rating

Good | Fair | Poor
Great Retail

CRANDALL ARAMBULA PC

Retail Configuration

Auto Access
Convenient

Attractive Retail Presentation

Pedestrian Environment
Comfortable & High Quality

Pedestrian Crossings
Safe & Special

Parking Shopper Friendly

Retail Rating

Good
Fair
Poor
## Fundamental Requirements

### Downtown Parking

<table>
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<tr>
<th></th>
<th>Local Shopper</th>
<th>Visitor</th>
<th>Employment</th>
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<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Retail Proximity**
- **Convenient Access**
- **Work Proximity**
Retail Parking
Main Street Retail - Available 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
Great Retail

CRANDALL ARAMBULA PC

Retail Rating

- The Right Retail Configuration
- Auto Access Convenient
- Attractive Storefront Presentation
- Parking Shopper Friendly
- Pedestrian Environment Comfortable & High Quality
- Pedestrian Crossings Safe & Special

Rating: Good, Fair, Poor
Busy Street

12,000 Average Daily Trips
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
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

- 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
Mill Pond Restoration - Remove Dam to Create Seasonal Pond/Wetlands and Future Loop Trail
Great Downtowns

- Authentic Character
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- Housing Choices
- Employment Opportunities
- Transit Commitment
- Cultural/Entertainment Anchors
Downtown Land Ownership

Private Ownership

Private Ownership

Private Ownership (200' x 200')

59%

41%

Public Streets (60' Right-Of-Way)
Great Streets = Great Downtowns
Bad Streets = Bad Downtowns
Street Classifications

- Local Truck Route
- Local Street
- Urban Collector Street
- Urban Minor Arterial
- Principal Urban Arterial
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
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
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)
Great Downtowns

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- Housing Choices
- Employment Opportunities
- Transit Commitment
- Cultural/Entertainment Anchors
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
City/County/State & Public Utilities = 798 Jobs

* Downtown Use Survey- January 2008
## Employment Growth

<table>
<thead>
<tr>
<th>Type</th>
<th>New Employees (2018)</th>
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<tbody>
<tr>
<td>Health care &amp; Social Assistance</td>
<td>5600</td>
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<tr>
<td>Government</td>
<td>3,600</td>
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<tr>
<td>Office/ Professional Business</td>
<td>3,000</td>
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<tr>
<td>Leisure/ Hospitality</td>
<td>2,800</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>2,400</td>
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</table>

* 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

EmX Existing Alignment

EmX- Gateway Alignment -2010

LTD Routes

Transit Center
17 Freight Trains Daily

* The Register Guard-2004
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
Your Downtown
Opportunities and Constraints
Opportunities

Traditional Main Street,
Civic/Government Uses
and Recent Investment

Access to Downtown
Opportunities

Traditional Main Street, Civic/Government Uses and Recent Investment

Access to Downtown

Parks and Open Space

Kelly Butte

Washburne District

Willamette River

Washburne District

City Hall

Willamette Heights

Opportunities
Opportunities

Traditional Main Street, Civic/Government Uses and Recent Investment

Access to Downtown

Transit Center

Parks and Open Space

City Hall

Washbume District

Kelly Butte

Willamette River

Willamette Heights

Washbume District

Opportunities
Opportunities

Traditional Main Street, Civic/Government Uses and Recent Investment

Access to Downtown

Large Redevelopment Sites

Transit Center

Parks and Open Space
Opportunities

Traditional Main Street, Civic/Government Uses and Recent Investment

Access to Downtown

Stable Neighborhoods

Kelly Butte

Washburne District

City Hall

Willamette Heights

Willamette River

Transit Center

Large Redevelopment Sites

Parks and Open Space
Constraints

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

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

Auto and Truck Barriers
Constraints

- Lack of Investment, Buildings Degrading the Investment Environment and Safety Issues
- Auto and Truck Barriers

Areas:
- Kelly Butte
- Washbume District
- Willamette Heights
- City Hall
- Willamette River
Constraints

- Lack of Investment, Buildings Degrading the Investment Environment and Safety Issues
- Rail Barrier
- Auto and Truck Barriers

Locations:
- Kelly Butte
- Washbume District
- City Hall
- Willamette Heights
- Willamette River
- Washbume District

Constraints
Constraints

- 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

City Hall
Washbume District
Kelly Butte
Willamette Heights
Willamette River
Kelly Butte
Washbume District
City Hall

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

Poor Access to Riverfront Parks and Mill Pond

Lack of Development Oriented to the River

Auto and Truck Barriers

Constraints

Kelly Butte
Willamette Heights
City Hall
Washbume District
TC
Willamette
Constraints

- Lack of Investment, Buildings Degrading the Investment Environment and Safety Issues
- Lack of Clearly Defined Pedestrian and Bike Connections
- Lack of Development Oriented to the River
- Poor Access to Riverfront Parks and Mill Pond
- Rail Barrier
- Auto and Truck Barriers

Locations:
- City Hall
- Washbume District
- Willamette Heights
- Kelly Butte
- Willamette River
- Washbume District
- Washbume District
- Washbume District
- Washbume District
- Washbume District
Next Steps
Process & Schedule

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

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

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
South A "Parkway"

Two-Way

Main Street

Existing Couplet

Round-A-Bout

Two-Way "Parkway"
North A/South A “Contra Flow”

**Existing Couplet**

- North A- (2) Westbound Lanes (1) Eastbound Lane
- South A- (2) Eastbound Lanes (1) Westbound Lanes

**Two-Way Main Street**
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:

1. 
2. 
3. 

Special Areas:
On the map above, please note areas you believe:
- Present special design opportunities
- Are areas of concern
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Springfield Downtown District Plan and Implementation Strategy
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For meeting results and project updates

VISIT

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