



main street revitalization report

Stanfield, Oregon



AUGUST 26, 2014

Main Street US-395

ODOT designation:

Hwy. 054 Umatilla/Stanfield Hwy.



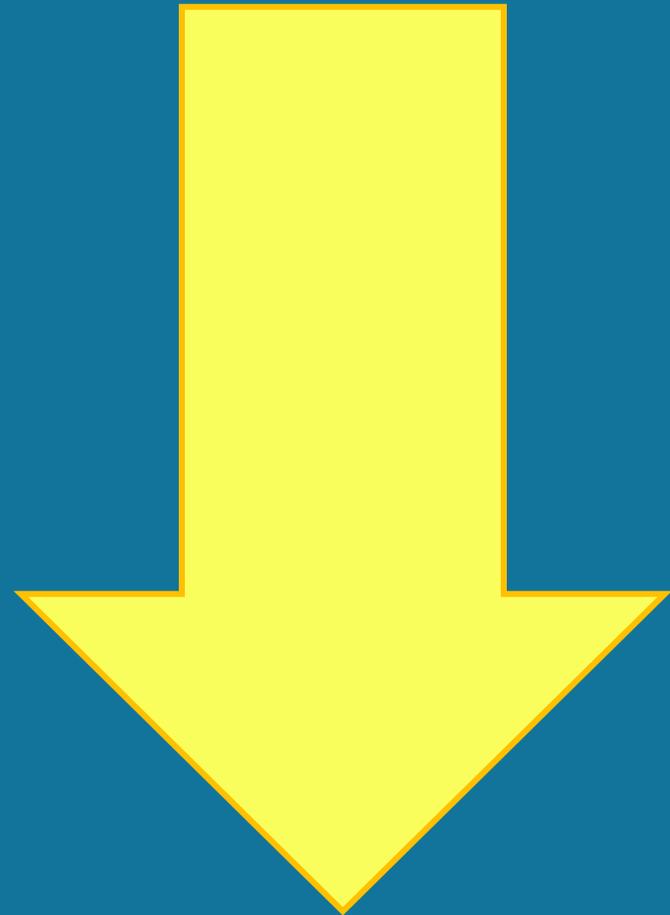
Agenda

- Process overview
- Workshop results
- Action plan highlights
- Phasing

Process

- Field work
- Interviews
- Research
- Workshop
- Research
- Draft + Final Report
- Final Presentation

April 2014



Sept. 2014

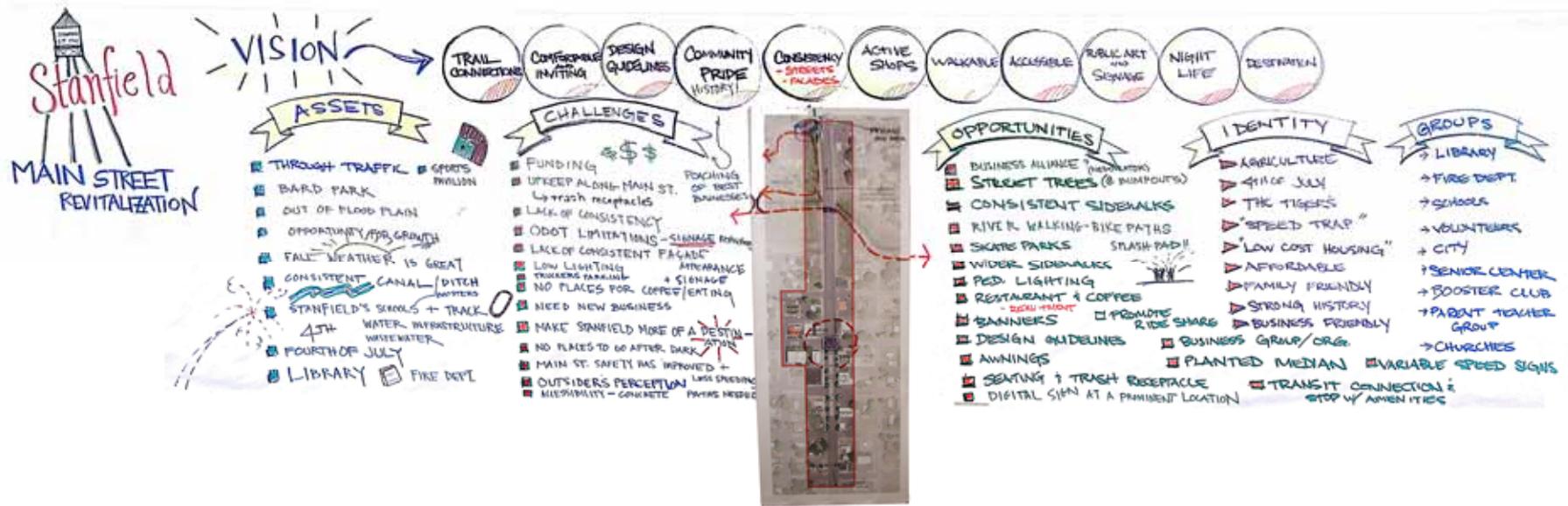
Public Workshop Overview

- June 18, 6:30-8:30pm, Stanfield High School Cafeteria
- 27 attendees
- Advertised at various locations along Main Street and fliers were given out at the library.



Public Workshop Overview

- Presentation
- Productive, interactive large group discussion
- Graphic recording of all comments





Report Findings

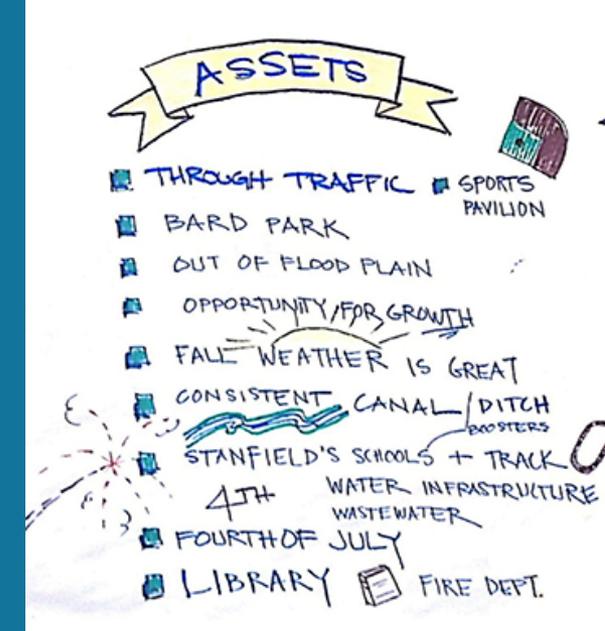
assets + issues



Stanfield Main Street Revitalization
AUGUST 26, 2014

Main Street Assets

- Stanfield School District
- Bard Park, 4th of July
- Traffic doesn't bypass Main Street
- Main & Coe - 100% corner



Main Street Assets

- Local businesses – essential and boutique items available
- Civic buildings
- Summer planters
- Irrigation channels along open spaces



Main Street Issues

- Perception that Stanfield is not a destination - too few businesses
- Lack of curb appeal, uninviting
- No obvious Stanfield identity or history
- Broken or inadequate signage
- Dilapidated properties or properties that appear closed



Main Street Issues

- Marked crosswalks (6 total) aren't visible, and have long crossing distances (80')
- Empty storefronts, but none ready to accept tenants
- Few places to sit, and no shade
- Inadequate street lighting
- Speeding
- Challenge of finding adequate funding source for real change



Main Street Opportunities



OPPORTUNITIES

- BUSINESS ALLIANCE? (NEGOTIATOR)
- STREET TREES (@ BUMPOUTS)
- CONSISTENT SIDEWALKS
- RIVER WALKING-BIKE PATHS
- SKATE PARKS SPLASH PAD!!
- WIDER SIDEWALKS
- PED. LIGHTING
- RESTAURANT & COFFEE
- BANNERS - RECRUITMENT □ PROMOTE RIDE SHARE
- DESIGN GUIDELINES ■ BUSINESS GROUP/ORG.
- AWNINGS ■ PLANTED MEDIAN ■ VARIABLE SPEED SIGNS
- SEATING & TRASH RECEPTACLE
- DIGITAL SIGN AT A PROMINENT LOCATION ■ TRANSIT CONNECTION & STOP w/ AMENITIES



Report Findings

implementation strategy

- Action Plan
- Phasing Plan – Immediate Actions
- Funding Sources and Financing Strategy



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Action Plan

ACTION PLAN OVERVIEW		
POLICY & REGULATION	PHYSICAL IMPROVEMENTS	PROGRAMMING
Code Amendments and Enforcement (CAE)	Streetscape Design (SD)	Branding and Identity (B)
Design Guidelines (DG)	Main Street Furnishings (F)	Volunteer Base (V)
Community Redevelopment Agency (CR)	Façade Improvement Program (FI)	Business Education and Improvement (BEI)
Urban Forestry Planning (UF)	Leverage City Hall Improvements (CH)	Food and Drink Establishment (FD)
	Enhanced Maintenance (EM)	Stanfield Splash Pad (SP)
	Enhanced Trail Connectivity (TC)	Two-Way Reader Sign (RS)



POLICY & REGULATION



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Code Amendments & Enforcement

CAE-1:

City to develop a new
Commercial "Live/Work"
Mixed-use (CMU) Employment
Overlay Zone/Zone
Designation.

The CMU designation will be
most influential for new infill
development in vacant lots.

**POLICY &
REGULATION**



Code Amendments & Enforcement

CAE-2:

Code enforcement improvements.



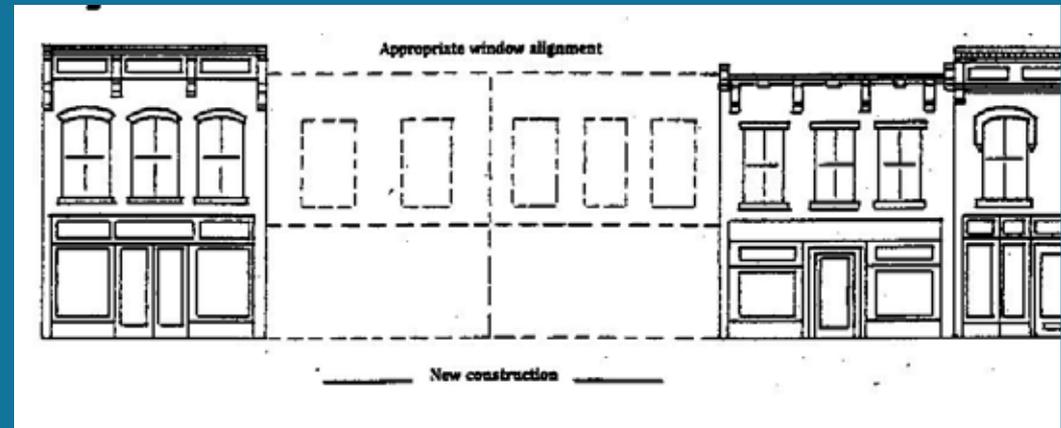
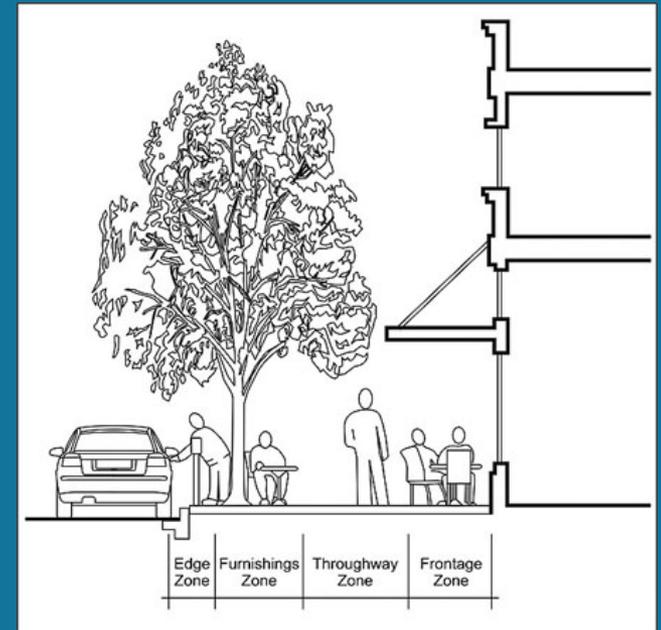
**POLICY &
REGULATION**

Design Guidelines

DG-1:

Develop Stanfield Downtown Design Guidelines:

- Exterior color palette
- Requirements for ground level residential uses
- Façade improvement guidelines
- Street furnishings standards
- Signage guidelines



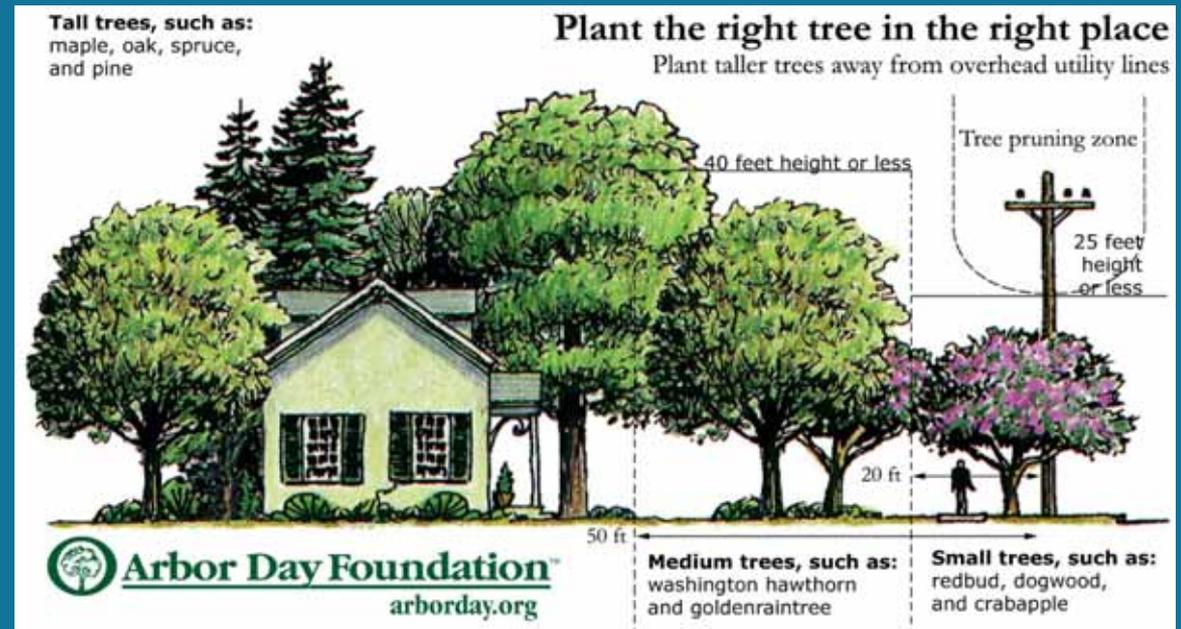
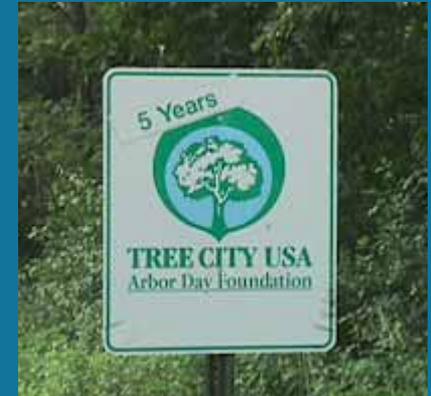
Urban Forestry Planning

UF-1:

Write and adopt a Stanfield tree care ordinance.

UF-2:

Appoint a tree board or commission.



**POLICY &
REGULATION**

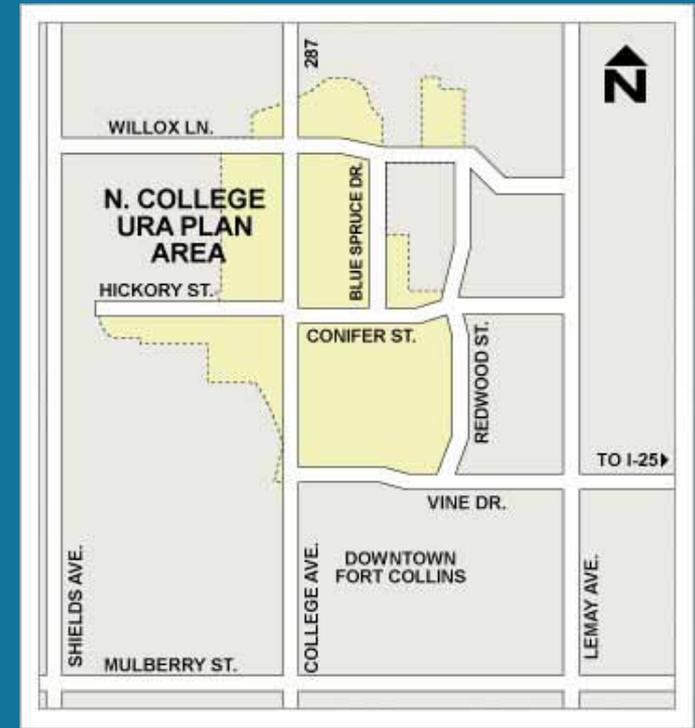
Community Redevelopment Agency

CR-1:

City Council to establish a Community Redevelopment Agency. Need for more staff anticipated.

CR-2:

Hire a consultant to draft a Stanfield Redevelopment Plan.



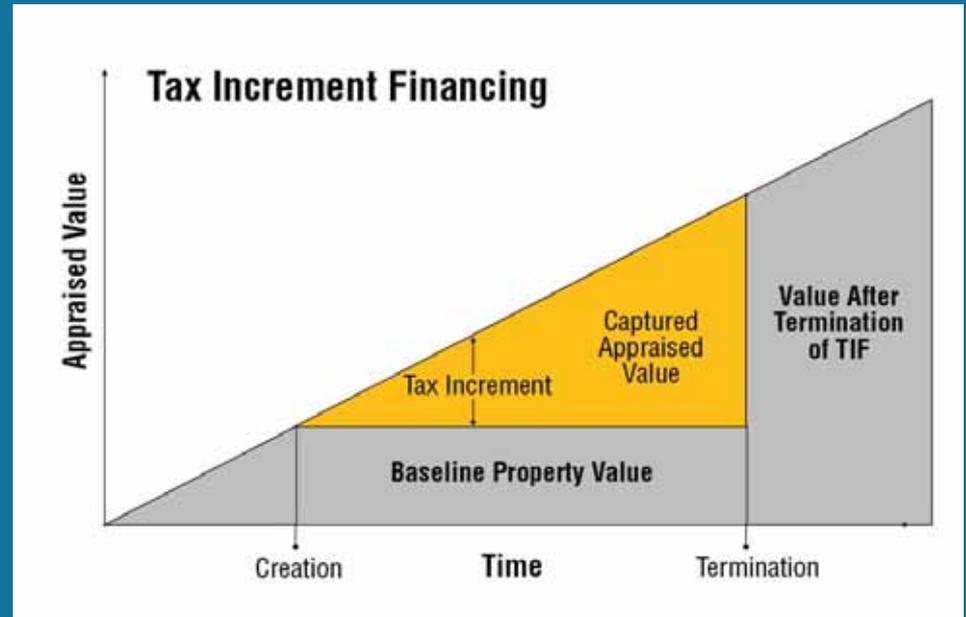
Association of
Oregon
Redevelopment Agencies

POLICY &
REGULATION

Community Redevelopment Agency

CR-3:

After plan adoption, freeze tax base within area boundary.





PHYSICAL IMPROVEMENTS



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Streetscape Design

SD-1:

Review Main Street Revitalization Plan recommendations with ODOT/DLCD representatives.



**QUICK
WIN**

**PHYSICAL
IMPROVEMENTS**

Streetscape Design

SD-2:

As an interim step to redesign:

Restripe US-395 to improve existing crosswalks, add bike lanes or sharrows, delineate areas where future bulb outs or mid-block crossings may be located, and formalize on-street parking areas.



**QUICK
WIN**

**PHYSICAL
IMPROVEMENTS**

Streetscape Design

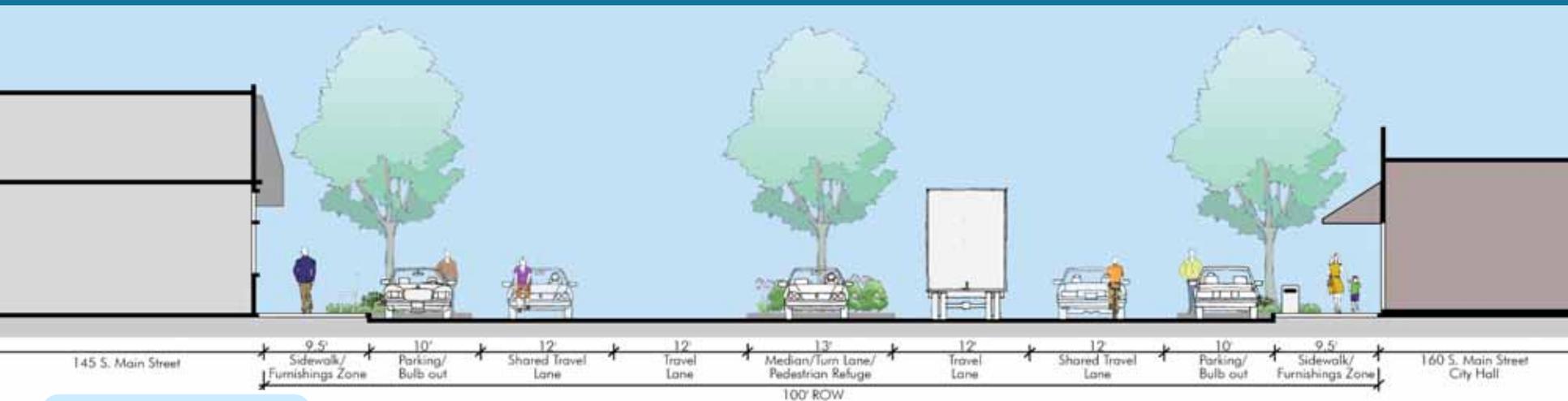
SD-3:

Develop planning level cost estimates and proposed streetscape improvements to include street trees, bulb outs, and improving existing crosswalks.

SD-4:

Hire consultant to design and prepare drawings for preferred streetscape concept.

Below: 5-lane configuration with bulb out crosswalk at Coe



**PHYSICAL
IMPROVEMENTS**

Streetscape Design

Through all steps in the process, observe requirements of ORS 366.125

ORS 366.215 states the Oregon Transportation Commission may not permanently reduce the vehicle-carrying capacity of an identified freight route.

Exceptions are allowed if safety or access considerations require the reduction. An exception may be granted by OTC if it is in the best interest of the state and freight movement is not unreasonably impeded.

Local and regional agencies conducting planning, design or project development on state highways should contact a highway region office to initiate the ORS 366.215 review.

PHYSICAL
IMPROVEMENTS



Main Street Furnishings

F-1:

Establish a Stanfield School District program to recruit students to research, design, construct, and install furnishings such as improved planters, benches, trash receptacles, and historical markers.



**QUICK
WIN**



**PHYSICAL
IMPROVEMENTS**

Main Street Furnishings

F-5:

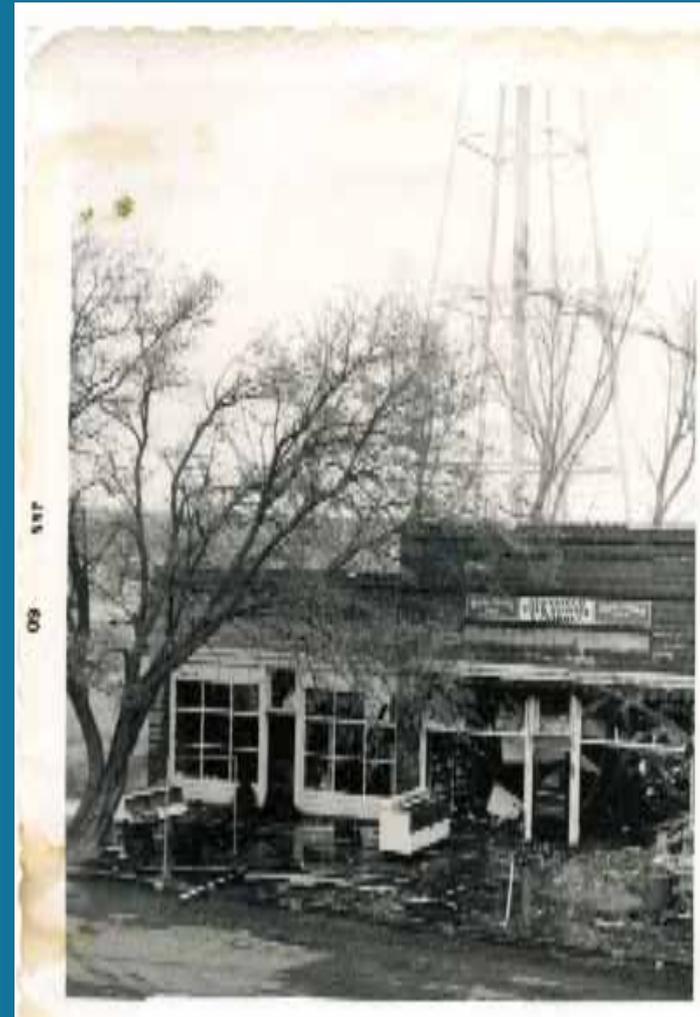
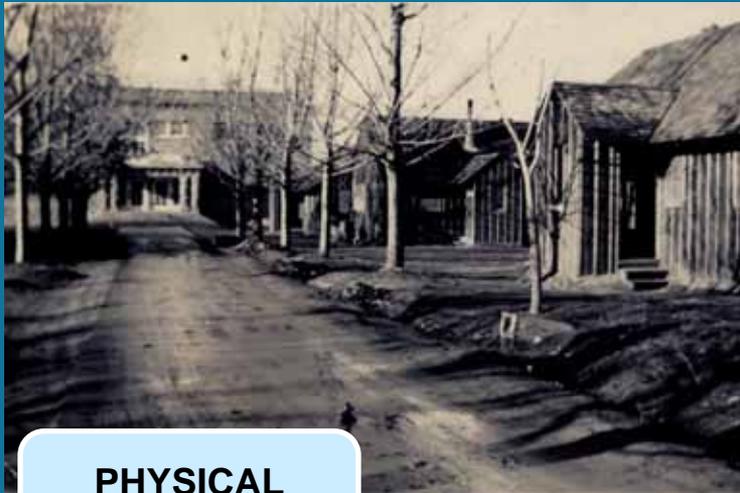
Student-led research projects on significant Stanfield historic events, figures or landmarks.

Display at 4th of July event.

Left: CCC - Camp Stanfield c. 1935-38

Middle: Henry Waldo Coe

Right: Stanfield Public Library fire, 1960



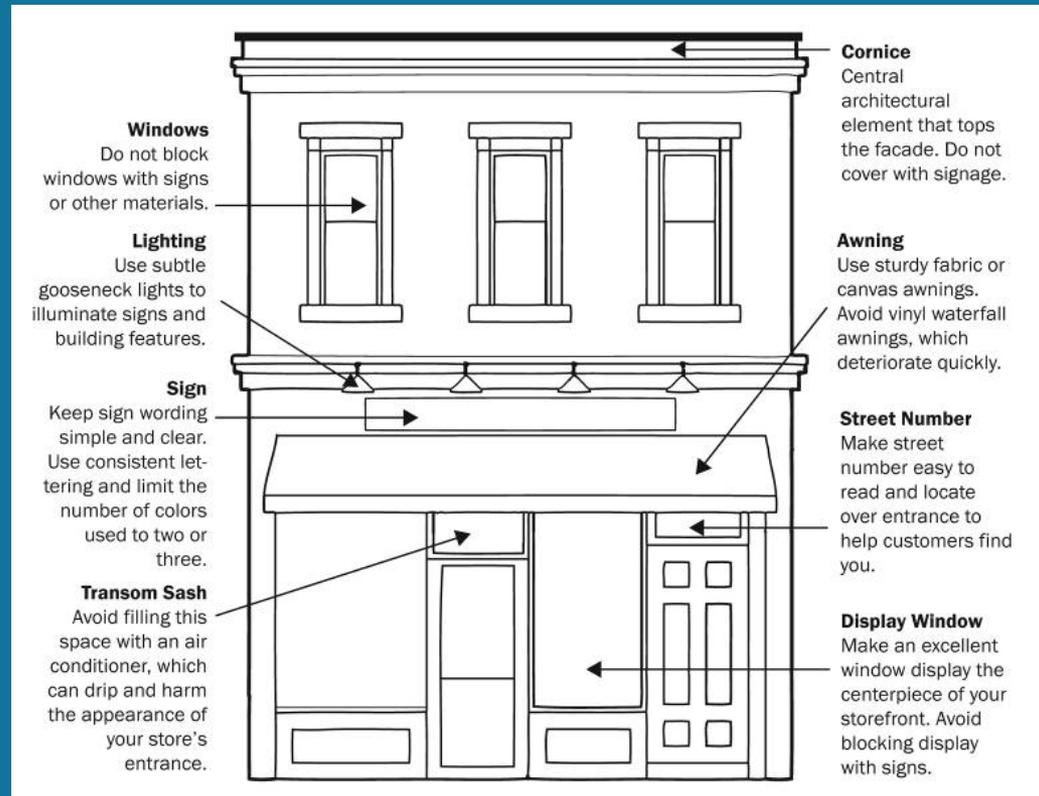
**PHYSICAL
IMPROVEMENTS**

Façade Improvement Program

**QUICK
WIN**

FI-1:

Establish a façade improvement matching grant program through the Stanfield Community Redevelopment Agency.



**PHYSICAL
IMPROVEMENTS**

Façade Improvement Program

FI-2:

City to pilot program with public property along Main Street.

(City Hall, police station, post office, and/or water tower, etc.).

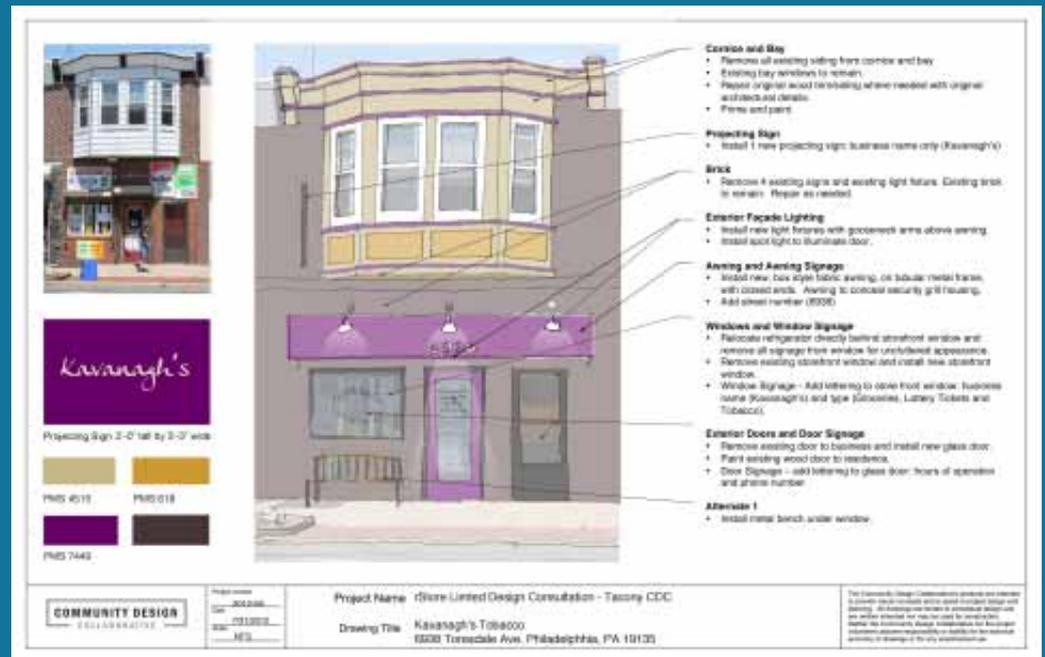


**PHYSICAL
IMPROVEMENTS**

Façade Improvement Program

FI-3:

City to develop a list of partner contractors who know about the program and can provide quick bids for potential projects.



PHYSICAL IMPROVEMENTS

Façade Improvement Program

FI-4:

City to open grant applications to Main Street business owners and residents as funding allows.

IV. PROJECT INFORMATION
Please specify costs for work items as categorized below:

Eligible Activity	Description of Improvements	Amount
Canopy/awning	<input type="checkbox"/>	\$
Accessibility ADA compliant projects	<input type="checkbox"/>	\$
Exterior finishes and materials	<input type="checkbox"/>	\$
Exterior lighting	<input type="checkbox"/>	\$
Exterior painting, including prep	<input type="checkbox"/>	
Fencing	<input type="checkbox"/>	
Towers/monumental exterior improvements	<input type="checkbox"/>	
Hardscape improvements	<input type="checkbox"/>	
Landscape improvements	<input type="checkbox"/>	
Paving	<input type="checkbox"/>	
Permanent landscape related features	<input type="checkbox"/>	
Roofing	<input type="checkbox"/>	
Signage	<input type="checkbox"/>	
Windows/doors	<input type="checkbox"/>	
Window and curtain Walling	<input type="checkbox"/>	
Other:	<input type="checkbox"/>	

Has any construction, rehabilitation, or project cost? Yes No

If Yes, please summarize the extent of the total work to be done:

I. PROJECT APPLICANT (Owner of Property)

Project Applicant's Legal Name: _____
 Street Address: _____
 City, State, Zip: _____
 Telephone Number: _____
 Email Address: _____
 Contact Person(s)/Title: _____
 Address of Property: _____

Is applicant a subsidiary or direct? Yes No

All Property Owners are to be list

Name: _____
 Street Address: _____
 Telephone number: _____

1. _____

2. _____

3. _____

Does any individual person or company own or indirectly? Yes No

(Name of Applicant) _____ (Date Submitted) _____

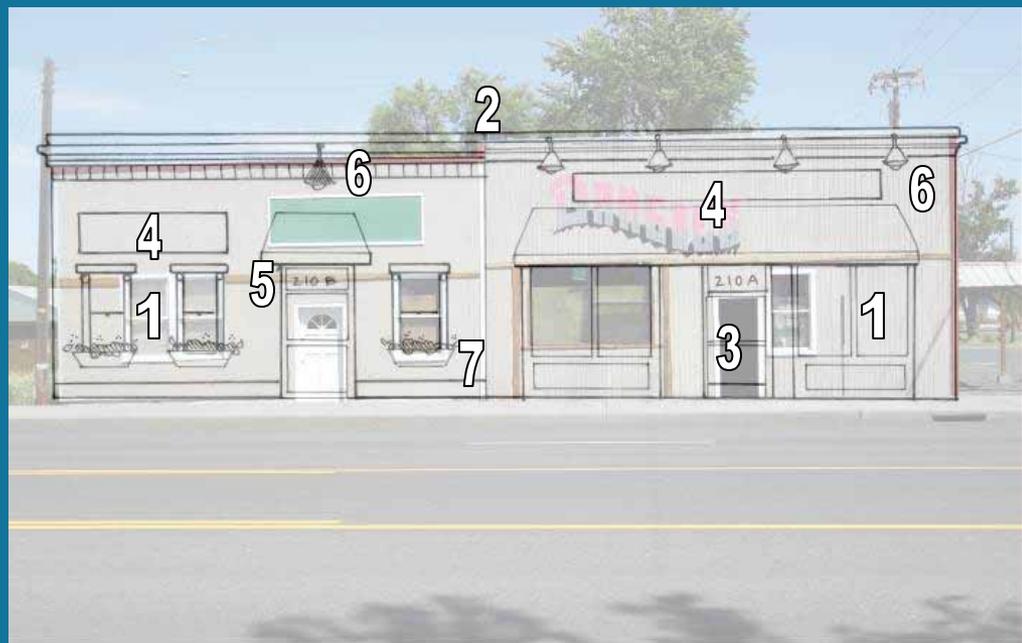
(Signature of Applicant) _____ (Grant Amount Requested) _____




PHYSICAL IMPROVEMENTS

Possible façade improvements:

1. Regularize the window spacing
2. Create a continuous cornice line
3. Improve the scale of the entries
4. Signage placement and awnings
5. Add transom windows over entries
6. Lighting
7. Plantings



**PHYSICAL
IMPROVEMENTS**

Possible façade improvements:

1. Widen and regularize the window spacing
2. Add visual interest between 1st and 2nd floors
3. Increase visibility through all windows
4. Better define and widen the residential entry
5. Signage placement and awnings
6. Lighting
7. Plantings to define entry
8. Relocate air conditioning units/system



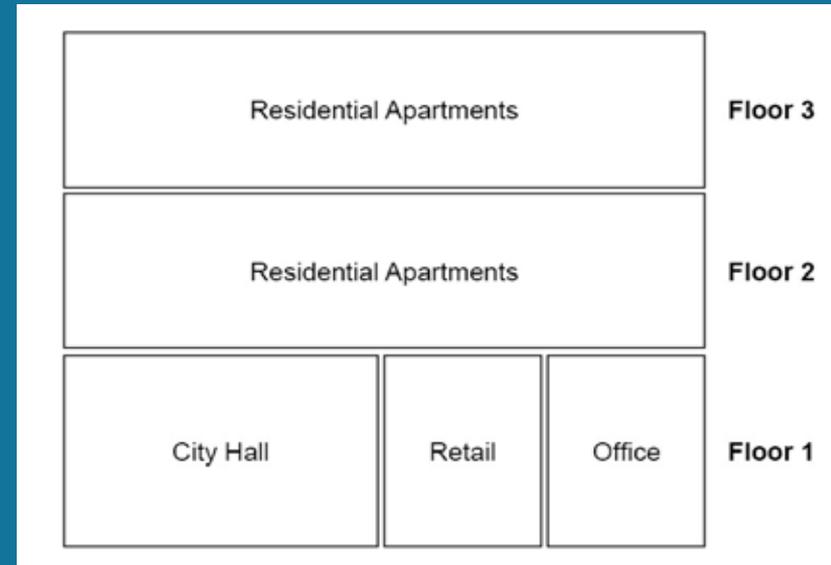
Leverage City Hall Improvements

CH-1:

In lieu of façade improvements at the existing City Hall, City either:

1) begins process to build a new mixed-use City Hall as a demonstration project, or

2) initiates adaptive reuse and renovation of an existing building, such as the historic Stanfield Bank.



**PHYSICAL
IMPROVEMENTS**

Leverage City Hall Improvements

CH-3:

City to issue RFP for a developer to build a 2-3 story building with room for City Hall offices and food service/coffee shop on the ground floor and 1-2 stories (4-8 units) of housing above.

Below: A new mixed-use building in Pendleton. A shorter stature building type may be appropriate for Stanfield.



**PHYSICAL
IMPROVEMENTS**

Enhanced Maintenance

EM-1:

Follow street furnishings maintenance plan provided by Stanfield School District street furnishings program.



**PHYSICAL
IMPROVEMENTS**

Enhanced Maintenance

EM-2:

Hold annual spring or fall fundraising event to raise money for street furnishings construction.

Organize twice a year Main Street clean-up day in the spring and fall.



**PHYSICAL
IMPROVEMENTS**

Trail Connectivity

TC-1:

Identify trail loop and connectivity opportunities along Stage Gulch Ditch in Bard Park.

TC-2:

Solicit public feedback and propose trail alignment.



**PHYSICAL
IMPROVEMENTS**

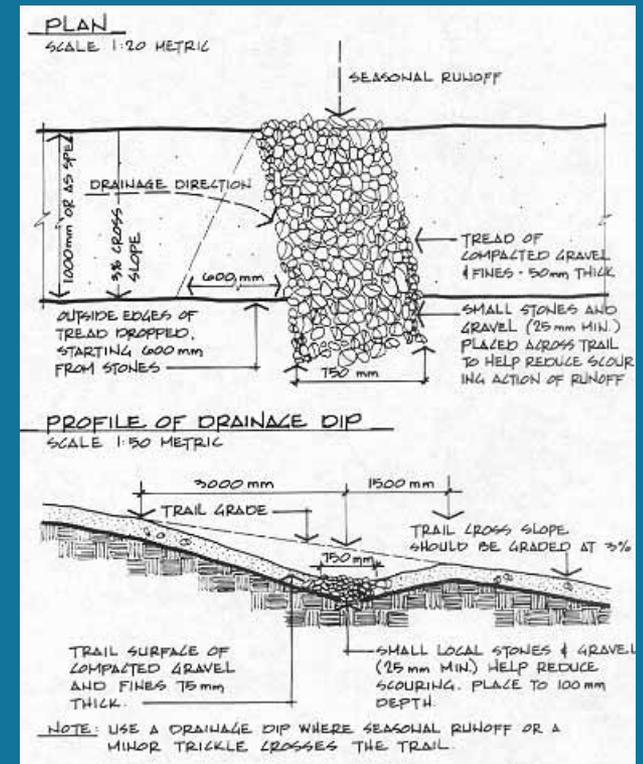
Trail Connectivity

TC-3:

Hire trails consultant to draft design and identify construction funding sources/grants.

TC-4:

Fundraise for trails with City-adopted plans.



PHYSICAL IMPROVEMENTS



PROGRAMMING



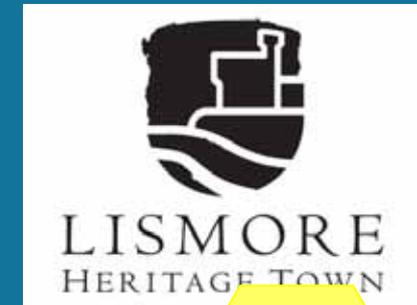
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Branding & Identity

B-1:

Form a committee to clarify and articulate goals/ideas/concepts for the Stanfield brand/identity to be adapted for use across multiple venues.

Draft summary of committee findings.



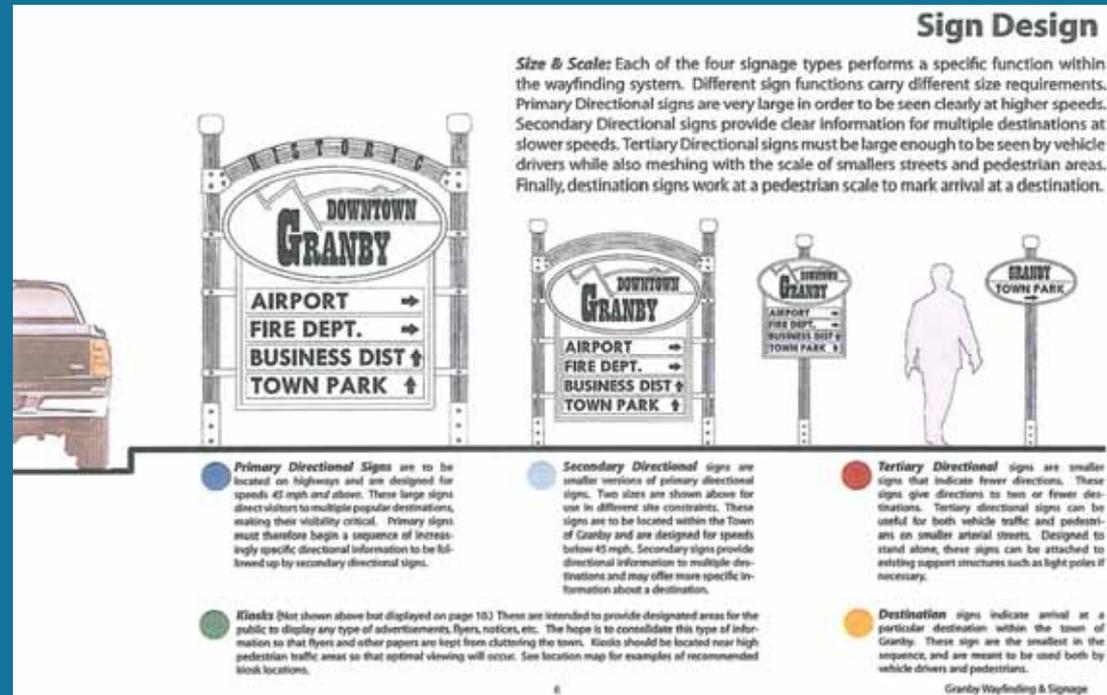
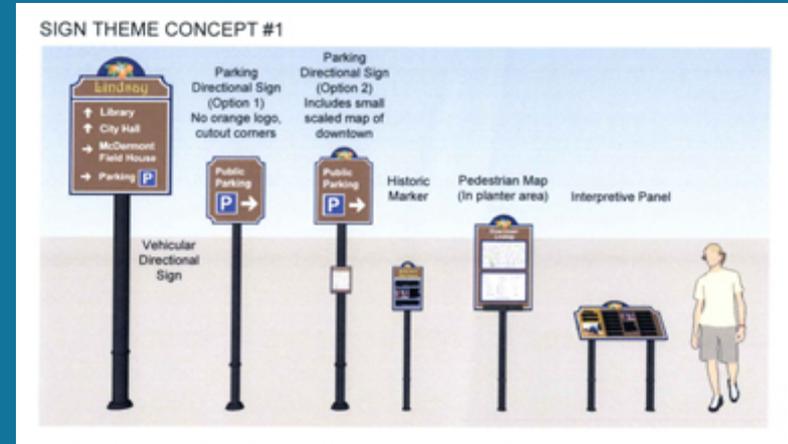
PROGRAMMING

Branding & Identity

B-3:

Hire a consultant to develop a Downtown Stanfield signage hierarchy and wayfinding plan.

Include option for historical interpretative signs, or do at a later phase.



PROGRAMMING

Volunteer Base

V-1:

Cultivate and organize the next generation of Stanfield volunteers and donor base.



PROGRAMMING

Business Education and Improvement

BEI-1:

Organize a Main Street Business Alliance.



PROGRAMMING

Business Education and Improvement

BEI-2:

Business Alliance to champion establishment of an improvement district (BID, EID, or LID) with City overseeing its charter.

- Business Improvement District
- Economic Improvement District
- Local Improvement District



What can BID and EID funds pay for?

Maintenance Services

Rubbish collection
Litter and graffiti removal
Sidewalk washing
Snow removal
Grass and tree cutting, flower planting
Streetscape furniture installation
Directional signage

Marketing/Hospitality Services

Tourism kiosks
Maps and area information
Marketing/advertising campaigns
Festivals
Farmer's market
Arts events
Historic tours
Holiday decoration

Public Space

Code compliance
Sidewalk vending management
Urban design/façade guidelines
Enforcement of urban design/façade guidelines

Business Recruitment/Retention

Market research
Performance reporting
Financial incentives for new/expanding businesses
Business recruiting
Marketing

Security Services

Community policing program

Social Services

Youth programs

Transportation Services

Rideshare program

Source: International Downtown Association, 2011

PROGRAMMING

Food and Drink Establishment

FD-1:

Recruit establishment of a coffee shop/café with seating along Main Street.

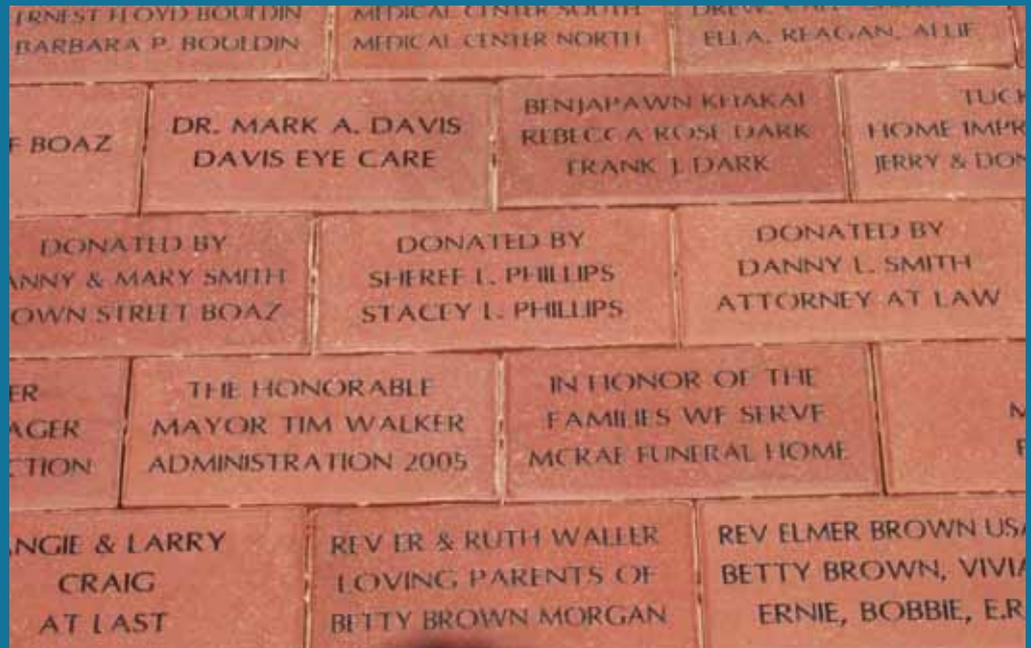


PROGRAMMING

Stanfield Splash Pad

SP-3:

Once location of future Stanfield splash pad is determined, identify funding source. Begin fundraising.



PROGRAMMING

Two-Way Reader Sign

RS-1:

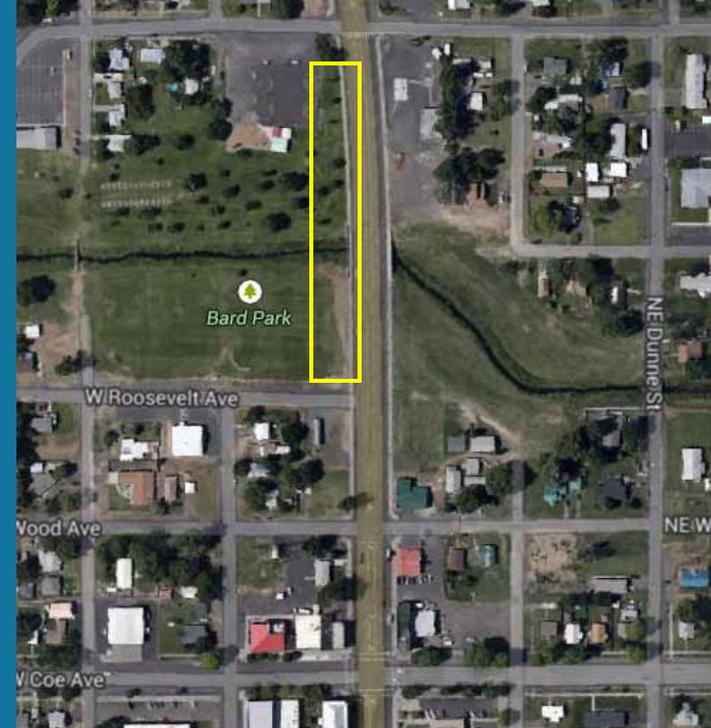
Convene a committee to fundraise for a two-sided digital sign located at Bard Park along US-395.

RS-2:

Gather information about cost, construction, vendors, permitting, etc.

RS-3:

Determine sign location and design options.



PROGRAMMING

Phasing - Immediate Actions

IMMEDIATE ACTIONS: YEAR 1					
Strategy		Implementation Actions	Timeframe	Cost	Potential Partners ¹
CAE-1	Code Amendments and Enforcement	Amend the Development Code. Add a Commercial Mixed-use employment overlay zone/zone designation.	Immediate	\$	City
B-1	Branding and Identity	Articulate branding and identity goals and summarize findings.	Immediate	\$	S V
B-2	Branding and Identity	Identify needed signage and solicit feedback.	Immediate	\$	S V
CR-1	Community Redevelopment Agency	City Council to establish a Community Redevelopment Agency.	Immediate	\$	S UC
SD-1*	Streetscape Design	Review plan recommendations with ODOT/DLCD.	Immediate	\$\$	S TGM
SD-2	Streetscape Design	Restripe US-395	Immediate	\$\$	S ODOT TGM UC
V-1*	Volunteer Base	Cultivate and organize the next generation of Stanfield volunteers and donor base.	Immediate	-	S SSD SPL
F-1	Street Furnishings	Create a course for high school students to construct Main Street furnishings.	Immediate	\$\$	S SSD V
BEI-1	Business Education and Improvement	Organize a Main Street Business Alliance.	Immediate	\$	S DLCD
RS-1	Two-Way Reader Sign	Fundraise for a two-sided dynamic reader sign. To be used for events, public alerts or service announcements, weather and traffic notifications, and possibly leased messages.	Immediate	-	S SSD ODOT UC V

¹ S = City of Stanfield
 SSD = Stanfield School District
 SPL = Stanfield Public Library
 DLCD = Department of Land Conservation and Development
 ID = Irrigation District
 ODOT = Oregon Department of Transportation
 OMS = Oregon Main Street
 SHPO = State Historic Preservation Office
 TGM = Transportation & Growth Management Program
 UC = Umatilla County
 V = Volunteers
 * = ongoing action



Funding Sources & Financing Strategy

Priority Mechanisms

- Donations and Corporate Sponsorships
- Grants (TGM, OR Dept of Forestry, State Administered CDBG)
- Improvement Districts (BID, EID, and/or LID)
- Urban Renewal District/Community Redevelopment Agency
- Retarget City Fuel and/or Street Tax Fund

Funding Sources & Financing Strategy

Other Mechanisms

- General Obligation Bonds or Revenue Bonds
- System Development Charges (SDCs)
- Street Utility Fee, Park Utility Fee, Stormwater Drainage Fee

Progress Reporting

- Accomplish quick wins first!
- Establish and maintain relationships with agencies, grant making organizations, business, and private individuals that can assist with project identification and funding.
- Revisit progress on Action Plan at least once per year.
- Modify and reprioritize Action Plan to capitalize on new funding opportunities and community interests.
- Celebrate and publicize all Main Street related accomplishments via newsletter, July 4 celebration, other events that draw the community.





Main Street in Stanfield during the 1950s.

Contributed photo



main street revitalization report

Stanfield, Oregon



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