



Monmouth, OR

Toward a Thriving Downtown...



Project Goals:

1. Help the City improve the vitality of its Downtown through good urban design
2. Improve multi-modal transportation access to the Downtown core and Western Oregon University
3. Examine parking management strategies
4. Address the barrier Highway 99 currently creates between Monmouth's Downtown and other parts of the city.





1. Great Urban Design... The Pedestrian Experience

General Urban Design Considerations

A solid building wall defines the street and creates interest for pedestrians



Opportunities:



1. THE PEDESTRIAN EXPERIENCE

General Urban Design Considerations

Buildings built to the edge of the sidewalk



1. THE PEDESTRIAN EXPERIENCE

General Urban Design Considerations

Parking located behind (or to the side of) buildings



1. THE PEDESTRIAN EXPERIENCE

Ground Floor Building Design

High degree of visibility (fenestration)

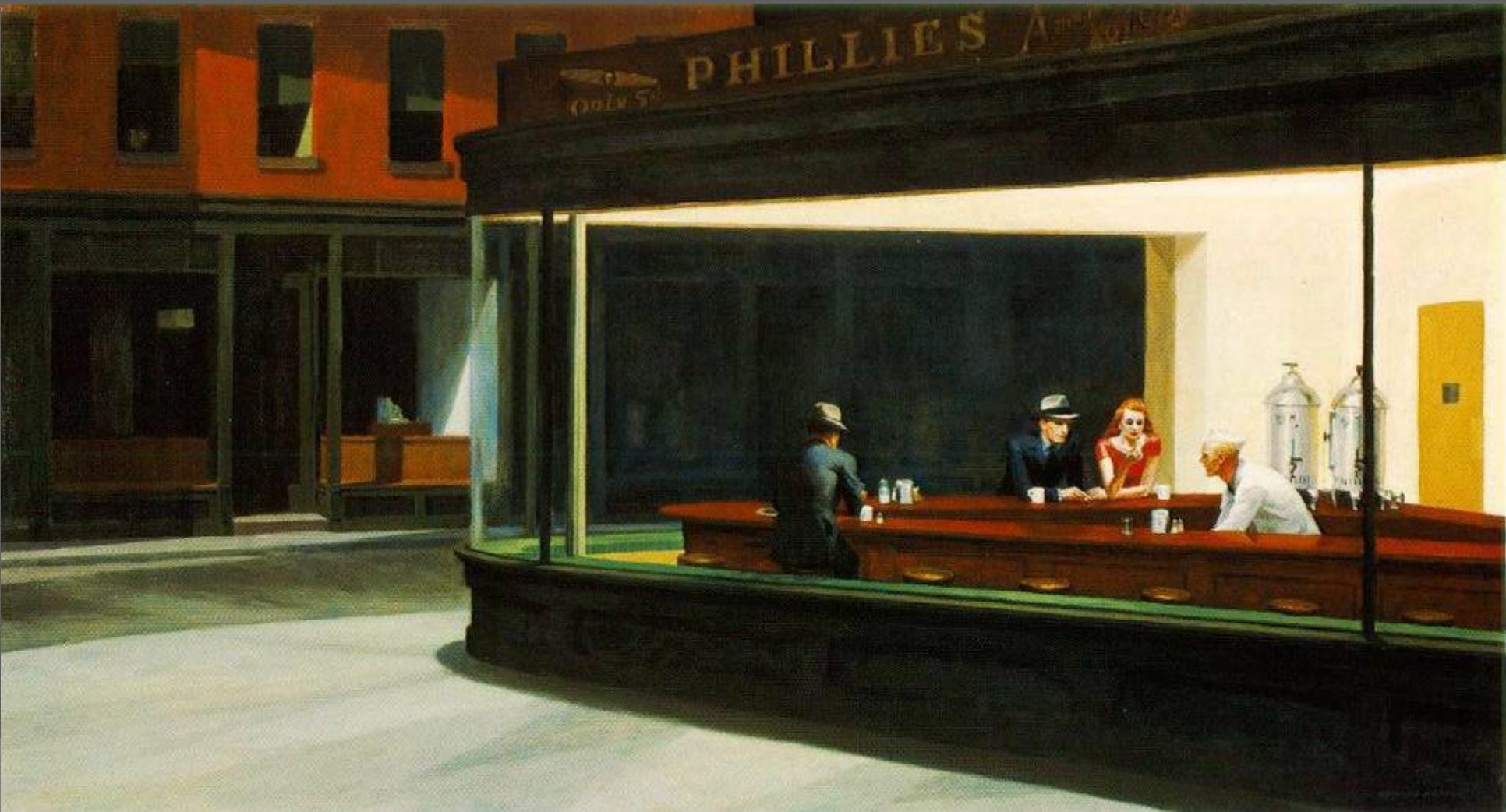


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1. THE PEDESTRIAN EXPERIENCE

Ground Floor Building Design

High degree of visibility (fenestration)



1. THE PEDESTRIAN EXPERIENCE

Ground Floor Building Design

Inviting building entries



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Ground Floor Building Design

Pedestrian - oriented ground floors



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Ground Floor Building Design

Quality building Materials



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Sand Point, ID

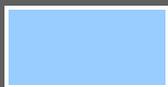


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The Sidewalk and the Street



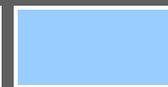
Pedestrian zone



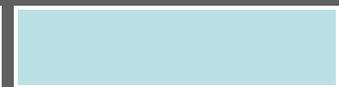
Parking zone



Travel zone



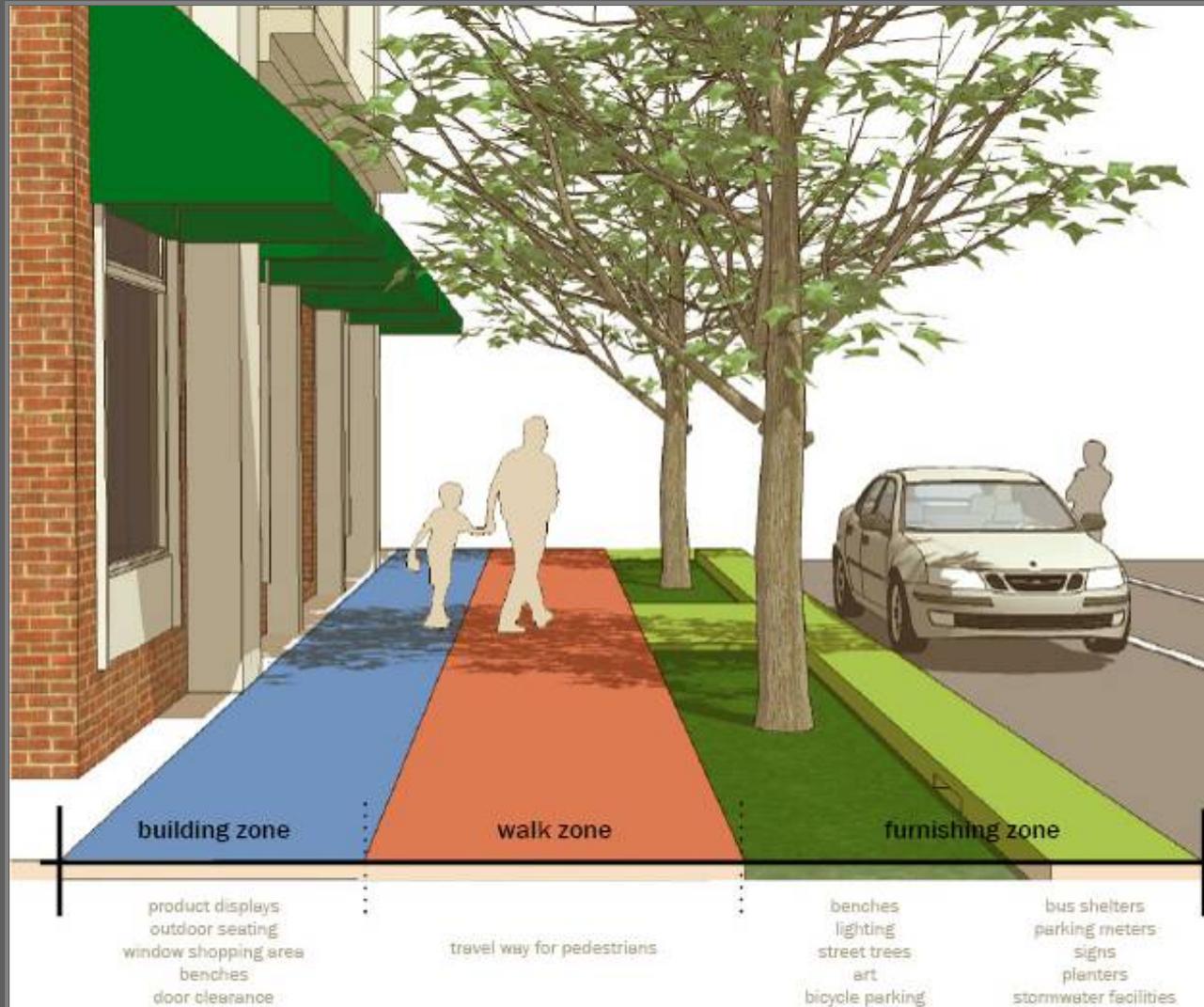
Parking zone



Pedestrian zone

1. THE PEDESTRIAN EXPERIENCE

The Sidewalk and the Street: Zones of the Sidewalk



1. THE PEDESTRIAN EXPERIENCE

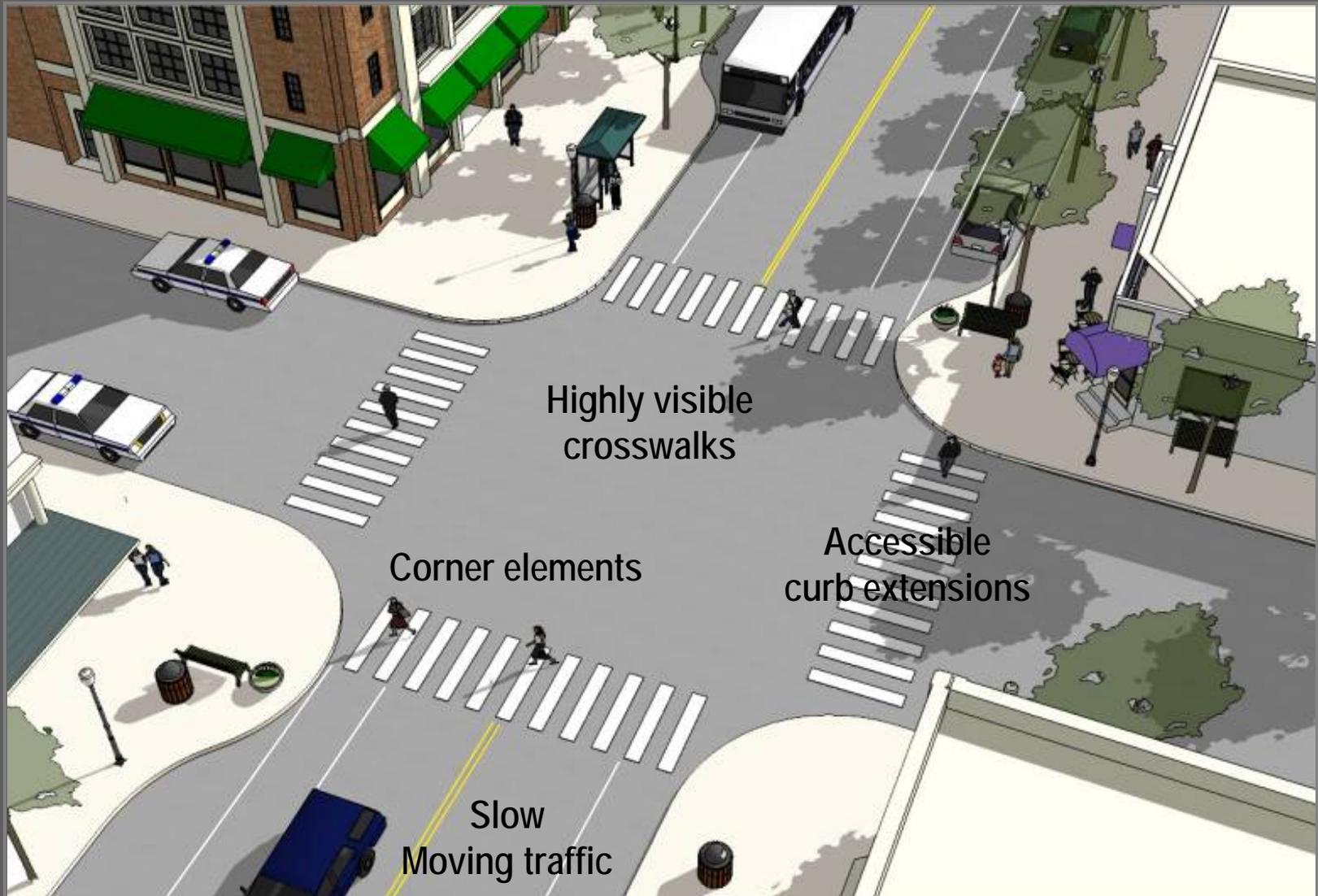
Pedestrian Zone Elements



Pedestrian Zone Elements



Other Pedestrian Elements: Crossings



Other Pedestrian Elements: Crossings



1. THE PEDESTRIAN EXPERIENCE

Other Intersection Elements



Bend, OR



Walla Walla, WA

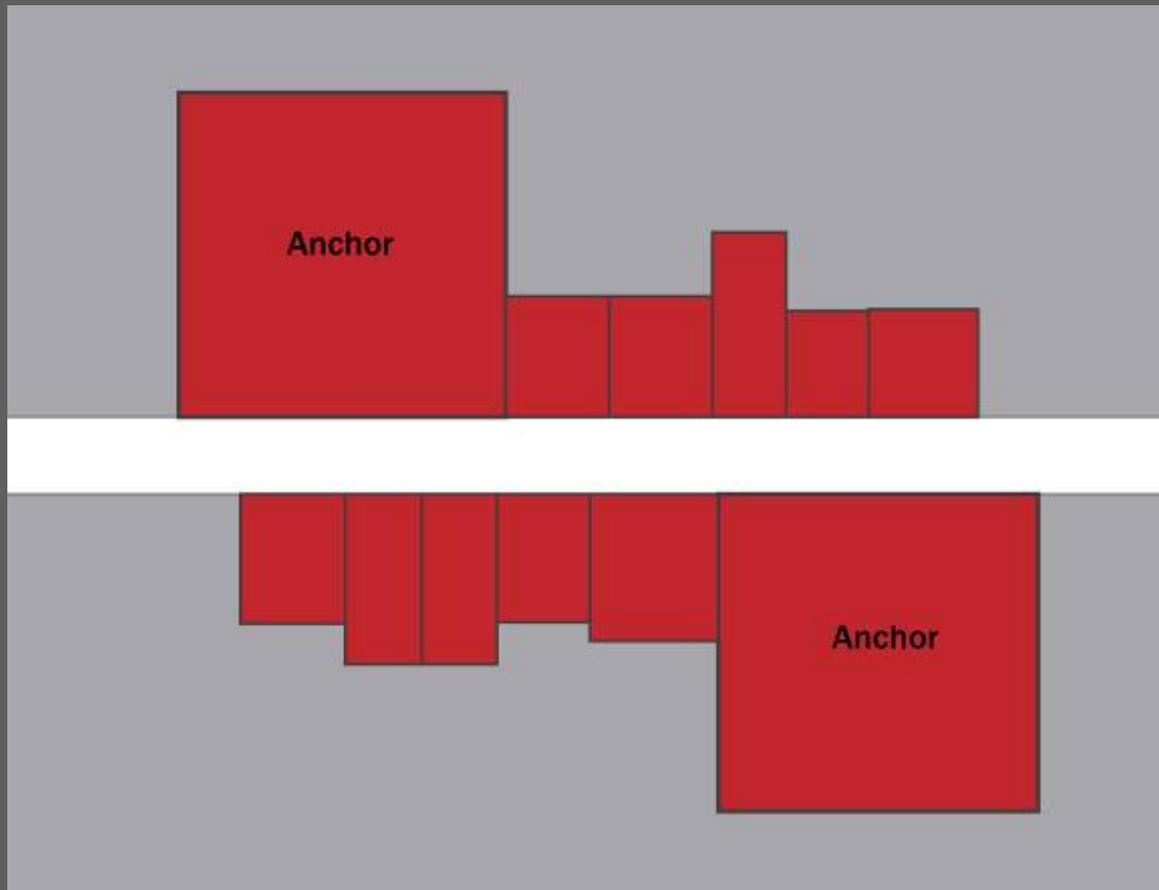


2. Developing Downtown's Retail Presence...

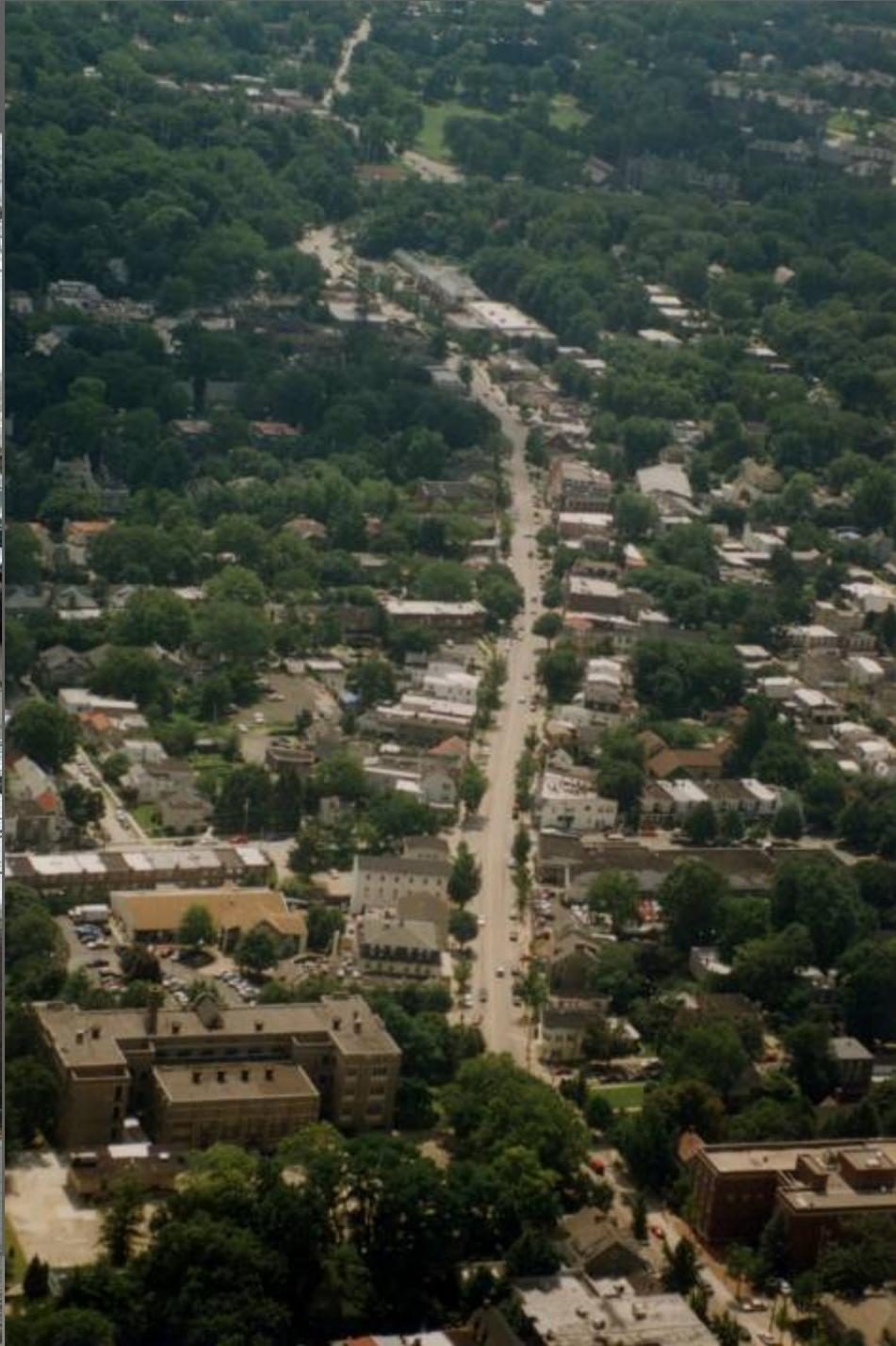
2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

General Retail and Urban Design Considerations

1. Strong anchors (preferably at the ends of the downtown core)



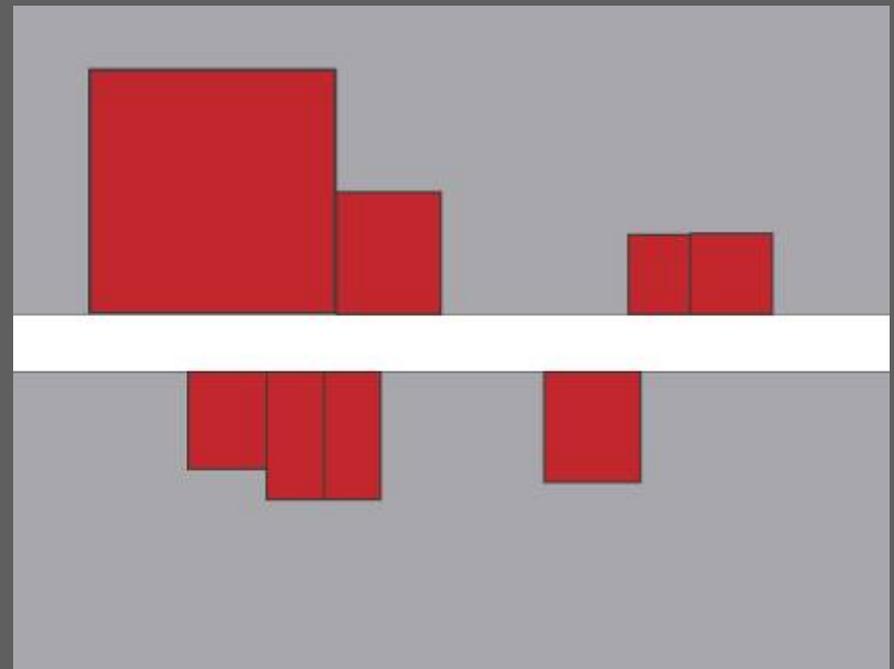
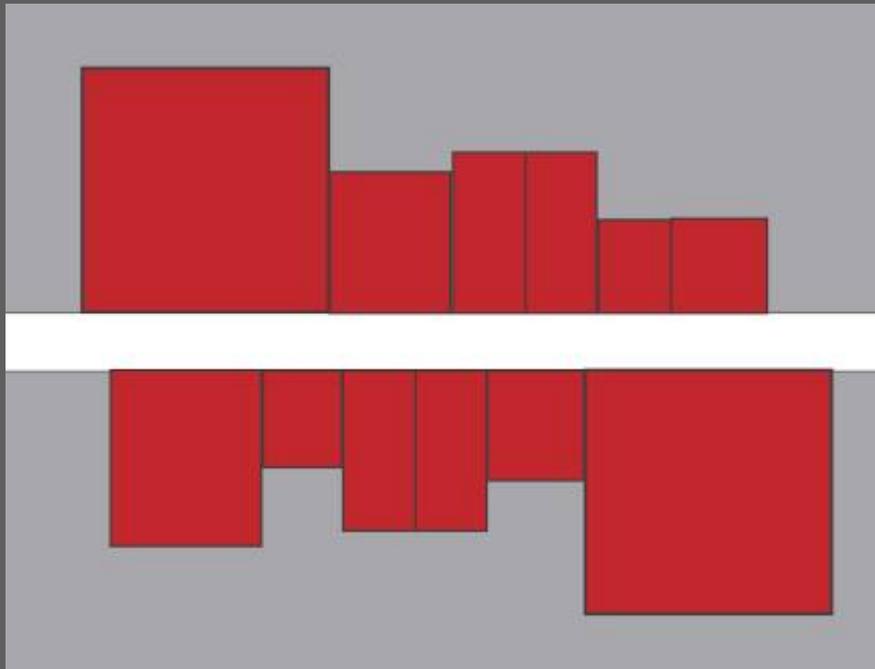
Chestnut Hill, PA





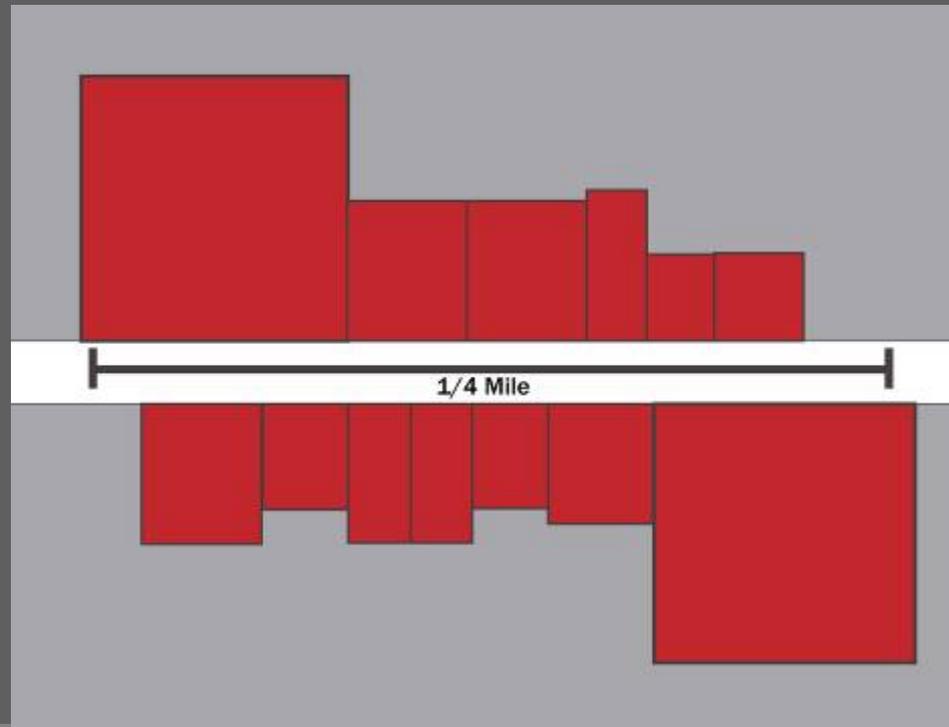
General Retail and Urban Design Considerations

1. Strong anchors (preferably at the ends)
2. Uninterrupted retail on both sides of the street



General Retail and Urban Design Considerations

1. Strong anchors (preferably at the ends)
2. Uninterrupted retail on both sides of the street
3. $\frac{1}{4}$ mile walking length (and may be vital up to $\frac{1}{2}$ mile given sufficient density)



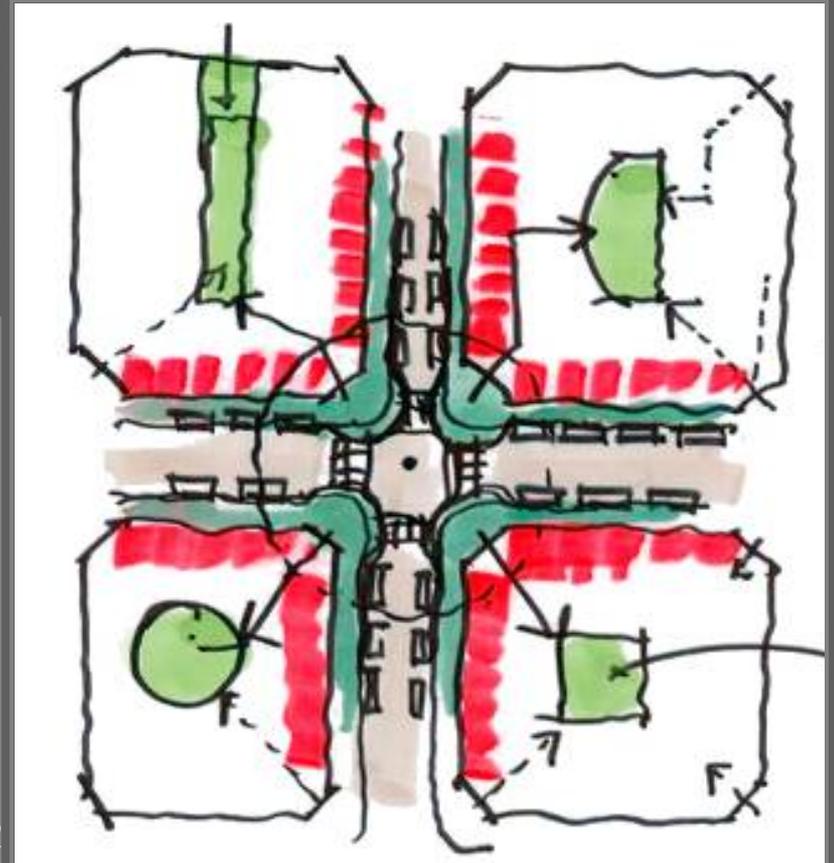
General Retail and Urban Design Considerations

1. Strong anchors (preferably at the ends)
2. Uninterrupted retail on both sides of the street
3. $\frac{1}{4}$ mile walking length
4. "Critical mass"

2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

Focusing on a Development Strategy

- Focus on key corners to build momentum



2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

Focusing on a Development Strategy

- Actively pursue potential businesses that would improve Downtown's retail mix



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- Restaurants

2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

Focusing on a Development Strategy

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- Restaurants
- Beer and / or wine bars

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Focusing on a Development Strategy

- Actively pursue potential businesses that would improve Downtown's retail mix



Birmingham, MS

- Restaurants
- Beer and / or wine bars
- Small / independent movie theaters

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Focusing on a Development Strategy

- Actively pursue potential businesses that would improve Downtown's retail mix



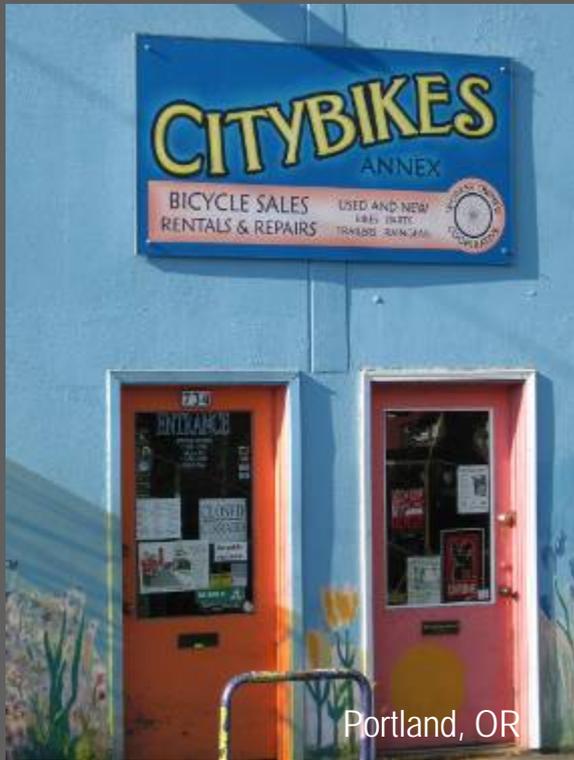
Portland, OR

- Restaurants
- Beer and / or wine bars
- Small movie theaters
- Bookstores

2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

Focusing on a Development Strategy

- Actively pursue potential businesses that would improve Downtown's retail mix



- Restaurants
- Beer and / or wine bars
- Small movie theaters
- Bookstores
- Other retailers targeting college population

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Focusing on a Development Strategy

- Actively pursue potential businesses that would improve Downtown's retail mix



- Restaurants
- Beer and / or wine bars
- Small movie theaters
- Bookstores
- Other retailers targeting college population
- Small hotels, bed and breakfasts, and inns

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Focusing on a Development Strategy

- Actively pursue potential businesses that would improve Downtown's retail mix



- Restaurants
- Beer and / or wine bars
- Small movie theaters
- Bookstores
- Other retailers targeting college population
- Small hotels , bed and breakfasts, and inns
- Art galleries and arts-oriented commercial space

2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

Focusing on a Development Strategy

- Actively pursue potential businesses that would improve Downtown's retail mix



- Restaurants
- Beer and / or wine bars
- Small movie theaters
- Bookstores
- Other retailers targeting college population
- Small hotels , bed and breakfasts, and inns
- Art galleries and arts-oriented commercial space
- Farmers' markets



wine
down
on 28th

down
on 28th

wine
down
on 28th

LIVE

These should
preferably be
LOCAL
businesses

2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

Beyond Retail: The Importance of **HOUSING**

- Density = Rooftops to support retail
- “Eyes on the street” for public safety
- Housing diversity benefits



Oakland, CA

2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

How to Get There?

Approach owners of underutilized properties (especially at key corners)

2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

How to Get There?

Maximize relationship with the University as a partner

- Develop a continuous physical presence between Main Street and the University (along Warren and Monmouth)



2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

How to Get There?

Involve the University in Downtown's development

- Locate the University Bookstore (or other University-related uses) on Main Street
- Recruit faculty members to house / conduct businesses on Main Street



Portland, OR

2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

How to Get There?

Be cautious about over-zoning for retail / commercial at the outer periphery

2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

How to Get There?

Funding redevelopment

- The City may consider offering a temporary subsidy for new businesses within the URA (to help them get established)

How to Get There?

Other tools:

- Development Opportunity Strategies
- Establish a Downtown Business Association or Management Group involving the University



CONSERVATION PLAN FOR THE EASEMENT PROGRAM

of the Chestnut Hill Historical Society and the
Friends of the Wissahickon

Germantown Avenue Easement Inventory
September 1996



8227-29 Germantown Avenue
The Great Britain building
was constructed in 1808.
In 1966, efforts to stop the
demolition of the 8044-50 led
to the creation of the Chestnut
Hill Historical Society.

Germantown Avenue Priority One and Eased Properties

Designation	Address
Priority 1	7795 Germantown Ave.
EASED	7814 Germantown Ave.
EASED	7826 Germantown Ave.
EASED	7912 Germantown Ave.
EASED	7930 Germantown Ave.
Priority 1	7950 Germantown Ave.
Priority 1	8001 Germantown Ave.
Priority 1	8014-15 Germantown Ave.
Priority 1	8020 Germantown Ave.
High Priority 1	8030-35 Germantown Ave.
Priority 1	8121 Germantown Ave.
Priority 1	8123A Germantown Ave.
Priority 1	8178 Germantown Ave.
High Priority 1	8178 Germantown Ave.
EASED	8131-39 Germantown Ave.
EASED	8149 Germantown Ave.
Priority 1	8013-19 Germantown Ave.
High Priority 1	8226 Germantown Ave.
Priority 1	8226 Germantown Ave.
Priority 1	8225-28 Germantown Ave.
Priority 1	8331 Germantown Ave.
Priority 1	8333 Germantown Ave.
Priority 1	8335 Germantown Ave.
Priority 1	8337 Germantown Ave.
Priority 1	8381 Germantown Ave.
Priority 1	8329 Germantown Ave.
Priority 1	8341 Germantown Ave.
Priority 1	8319 Germantown Ave.
EASED	8330 Germantown Ave.
High Priority 1	8433 Germantown Ave.
High Priority 1	8436 Germantown Ave.
Priority 1	8436-40 Germantown Ave.
Priority 1	8501-03 Germantown Ave.
EASED	8513 Germantown Ave.
EASED	8515 Germantown Ave.
Priority 1	8527 Germantown Ave.
Priority 1	8532 Germantown Ave.
Priority 1	8681 Germantown Ave.
Priority 1	8786 Germantown Ave.
Priority 1	8729 Germantown Ave.
Priority 1	8715-87 Germantown Ave.
Priority 1	Clayton B. Clayton III, A/c.



8031-39 Germantown Avenue
The south section of the stone
Capitol was built in 1787 at
the intersection of the Stone,
the north is 1638. This photo
shows the building prior to
restoration.



8532 Germantown Avenue. This first gabled Taylor building was built in
1891-92 as a store and dwelling.

Key

- Highest Priority
- Priority 1
- Priority 2
- Priority 3
- Dark Land
- ★ Eased
- ⬮ Philadelphia Register
- ⬮ Germantown Avenue

Map © 1996 David M. Greenman, Inc.

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How to Get There?

Other tools...

Investigate Development Opportunity Strategies such as:

- Establishing a Downtown Management Group, involving the University
- Assisting with historic designations (redevelopments may be eligible for Historic Tax Credits)
- Establishing a (non-profit) Community Development Corporation between the City, businesses, and the University
- Pursuing cooperative business models, food co-operatives, bookstores, galleries (cooperatives can reduce the cost of operating / running a business)
- Utilizing Federal Community Development Block Grants (issued through Polk County)
- Accessing state infrastructure grants
- Acquiring EPA grants for green infrastructure, including Green Street design

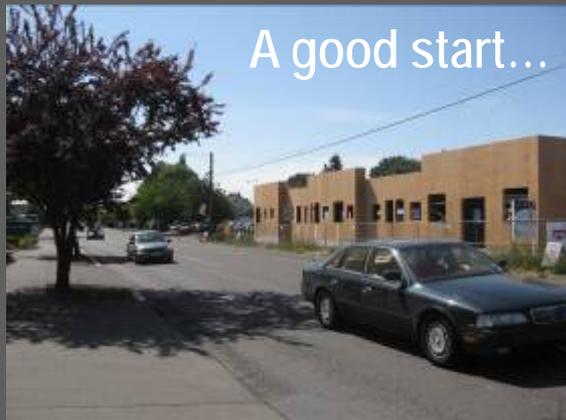


3. Other Urban Design Improvements...

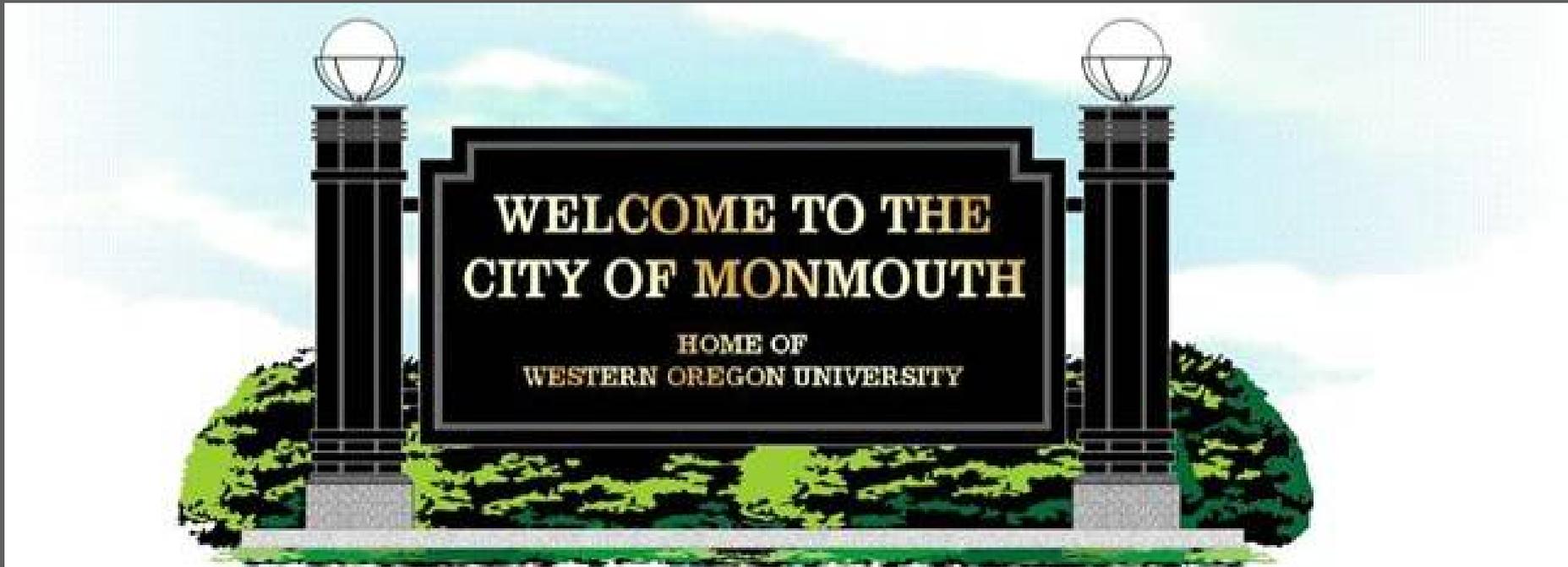
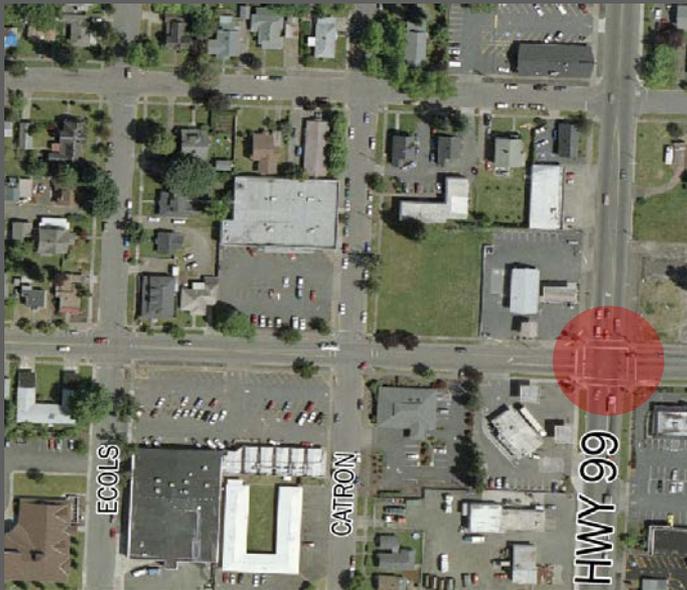
3. OTHER URBAN DESIGN IMPROVEMENTS

Linking East and West

- Create a “Gateway” at 99 and Main to announce the Downtown
- Need a prominent building (2-3 stories) to create an inviting sense of arrival



3. OTHER URBAN DESIGN IMPROVEMENTS



3. OTHER URBAN DESIGN IMPROVEMENTS

Linking East and West

- Continue street improvements along Main between Downtown and 99

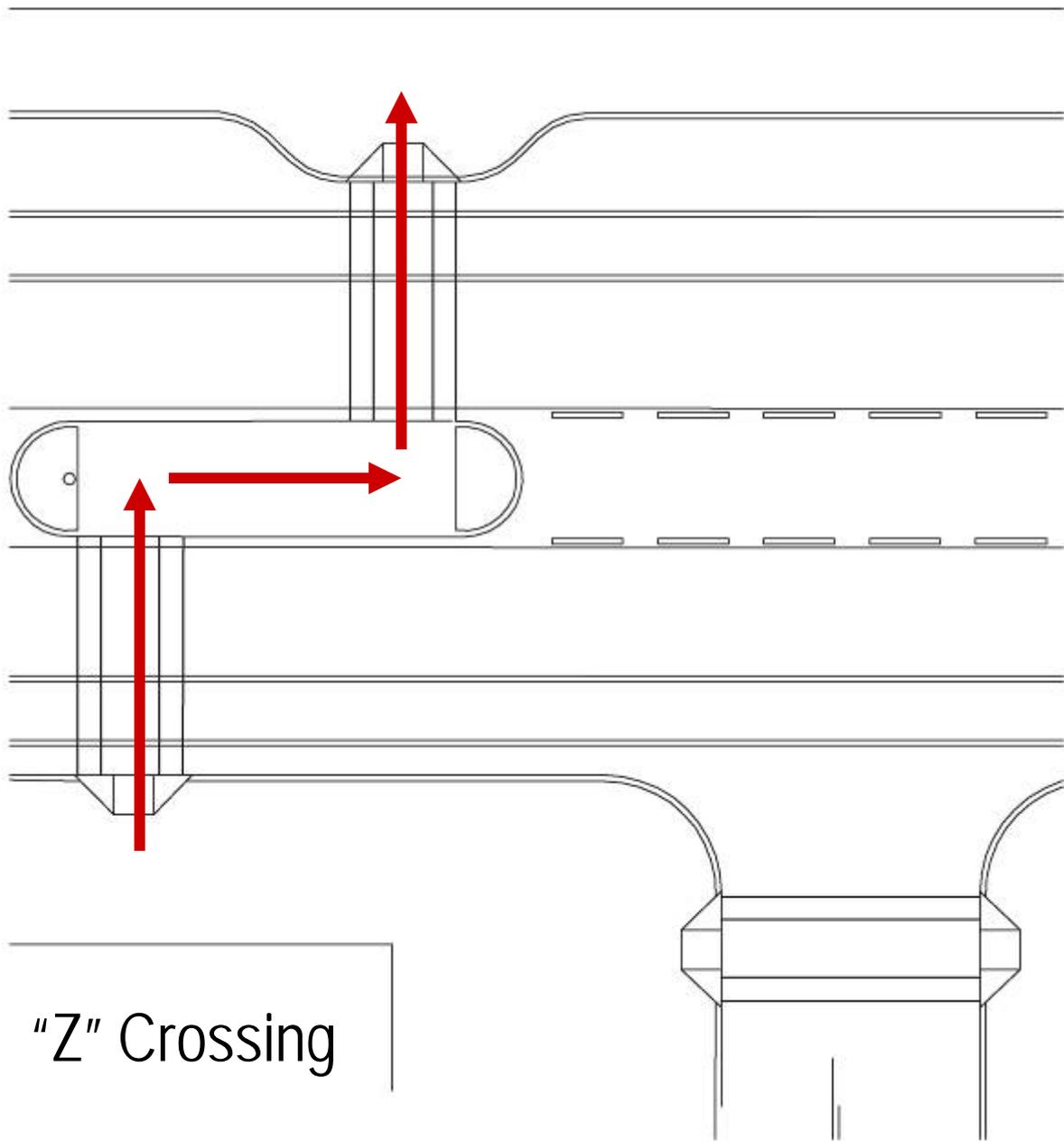


3. OTHER URBAN DESIGN IMPROVEMENTS

Linking East and West

- Work with ODOT to identify additional crossing opportunities across 99 (pedestrian, bike, and car)





"Z" Crossing

4. Circulation and Congestion...



Traffic is good for business

- Need a certain number of cars per day on a street to support a retail node
- Traffic (and some degree of congestion) is good for business



Portland, OR

The Effect of One-Way Streets on Retail Viability

- Commercial districts generally benefit from two-way streets which maximize circulation and visibility
- One-way streets may result in speeding (especially if parking spaces are not full)
- Need to determine what exactly the problem is to be addressed before implementing a one-way plan, especially since the only reason is to fix a parking problem
- Need to evaluate in context of the Transportation Systems Plan (TSP) update



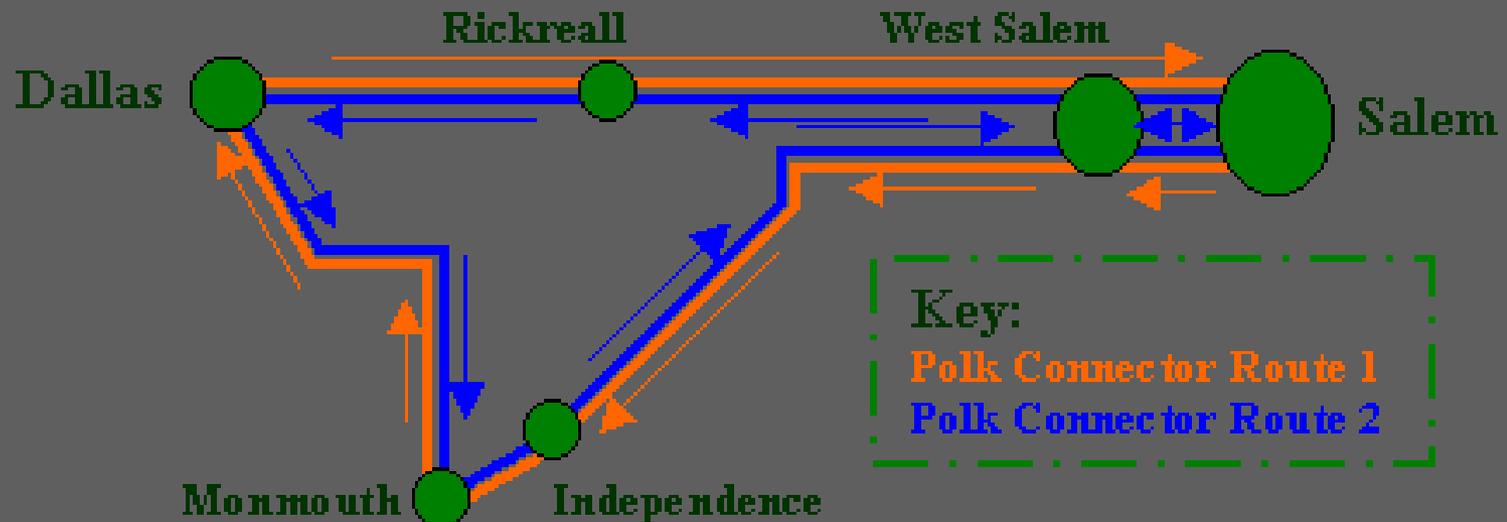
Multi-Modal Transportation...Bicycles

- Standard for bike lanes typically 3,000 cars per day and 25 mph travel speeds
- May look at producing an official bike routes map, and tying this into the City's Destinations Map
- Look at providing bike parking downtown (could be sponsored by and help identify local businesses)



Multi-Modal Transportation...Transit

- CARTS
 - Transit service between Marion, Polk, and Yamhill Counties for senior citizens, disabled, and economically disadvantaged citizens
 - Stops at WOU Campbell Hall, and Main Street
 - Service Monday through Friday, six times / day



Multi-Modal Transportation...Transit

- Transit stop amenities



West Linn, OR



Portland, OR



Portland, OR



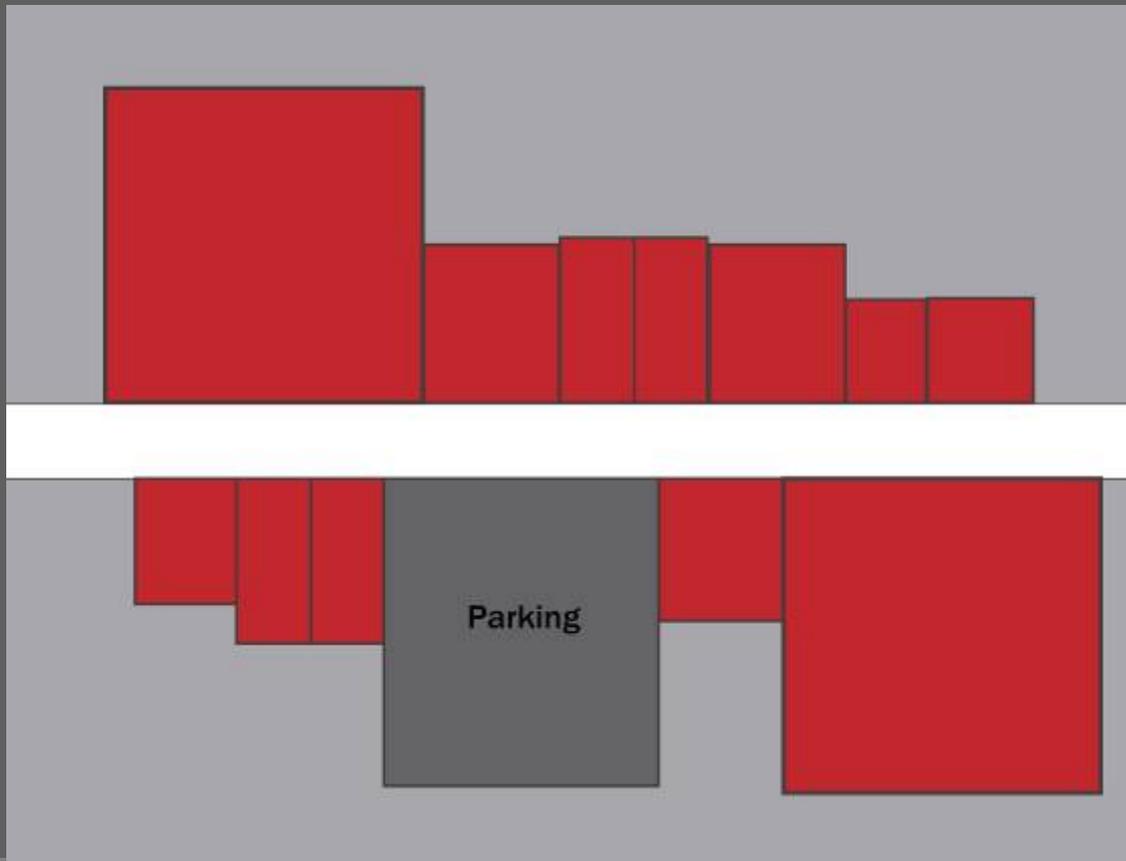
Portland, OR



5. Parking...

Short-term vs. Long-term Parking Needs

- Convenient, quick access (at the front door) vs. “park once and walk”



Short-term vs. Long-term Parking Needs

- The problem: long-term parkers often take up short-term spaces
- These long term parkers are often employees of neighboring businesses



Short-term vs. Long-term Parking Needs

- The solution: Provide both **long-term and short-term facilities** to provide for both employees and customers
 - On-street, “front door” parking
 - Centrally-located (City-operated?) off-street facility

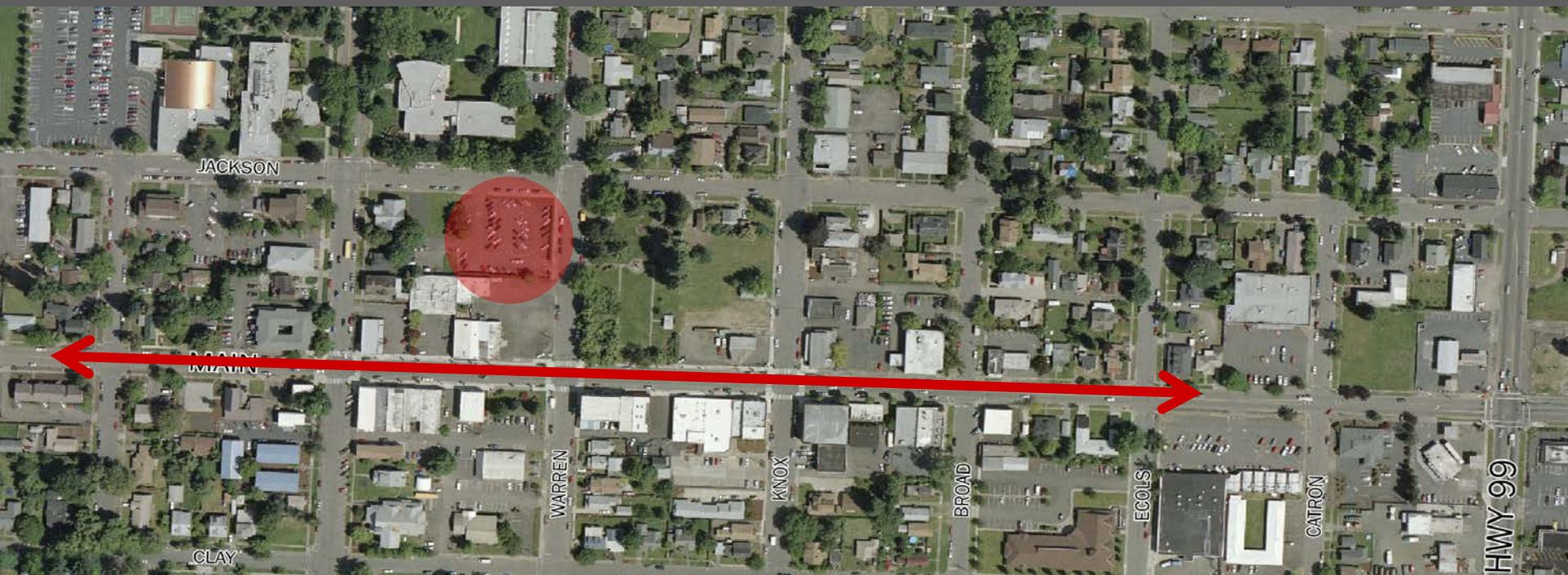


Troutdale, OR

Short-term vs. Long-term Parking Needs

Possible Long-term parking strategies:

- Existing campus lot presents an opportunity
- Investigate whether campus lots may be used by the City during evenings, and weekends
- Other shared parking strategies



Short-term vs. Long-term Parking Needs

Possible Short-term parking strategies:

- Timed parking in front of businesses to ensure short-term customer parking
 - The need for enforcement (this is crucial)
 - Enforcement may be funded through an Economic Improvement District



On-Street Parking Configurations

Diagonal vs. Parallel:

- Diagonal requires more room (17 feet from the curb), but yields more spaces
- Diagonal parking may not be ideal where headlights may shine into businesses (better situated on side streets)
- Diagonal parking can be dangerous for bicycles



Recommended First Step:

- Need to assess the current parking situation...
 - Do we have a parking problem?
 - If so, what kind of problem?

Questions and Focused Discussions...

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