

# OREGON CITY 2-WAY MAIN STREET

Early in their downtown revitalization efforts, Oregon City was faced with the closure and restoration of the Oregon City Arch Bridge – a major entry point into downtown. Working with downtown stakeholders through Main Street Oregon City, they explored opportunities to serve the community and downtown throughout the 2-year project.

They decided to use the closure and reduced traffic flow as a chance to make infrastructure improvements. For most of its history, Oregon City’s downtown was the county campus for government offices. After the relocation of County offices out of downtown, it was clear that downtown Oregon City’s buildings, infrastructure, and even circulation system were ill equipped to handle a return to a downtown commercial district that could support retail, restaurant, and professional offices.

The \$2.5 million project resulted in a conversion back to a two-way Main Street fully connecting businesses on the north and south ends of downtown. The project led to a second round of public funding for streetscape enhancements that are currently underway and will be the foundation for future public improvements in the Rail Road Avenue Corridor and North end of downtown.



To date, they have noted increased visibility for retail storefronts and improved pedestrian walkability. During the last three years, there has been renewed private sector investment in downtown as well. They recognized early on that their public infrastructure needed to be upgraded to support a higher level of private investment. The result to date is 43 new business openings in the last three years, as well as more than \$1 million in private sector investment in downtown property annually.

