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
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
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

- Business Alliance (or equivalent)
- Street Trees (at bumpouts)
- Consistent Sidewalks
- River Walking - Bike Paths
- Skate Parks - Splash Pad
- Wider Sidewalks
- Ped. Lighting
- Restaurant & Coffee
- Banners - 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
## Action Plan Overview

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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.
Code Amendments & Enforcement

CAE-2:
Code enforcement improvements.
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.
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.
Community Redevelopment Agency

CR-3:

After plan adoption, freeze tax base within area boundary.
PHYSICAL IMPROVEMENTS
Streetscape Design

SD-1:

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

FI-1:

Establish a façade improvement matching grant program through the Stanfield Community Redevelopment Agency.
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.).
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.
Façade Improvement Program

FI-4:

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

EM-1:

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

TC-3:
Hire tails consultant to draft design and identify construction funding sources/grants.

TC-4:
Fundraise for trails with City-adopted plans.

Diablo Trails Challenge

PHYSICAL IMPROVEMENTS
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.
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.
Volunteer Base

V-1:

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

BEI-1:
Organize a Main Street Business Alliance.
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
Food and Drink Establishment

FD-1:
Recruit establishment of a coffee shop/café with seating along Main Street.
Stanfield Splash Pad

SP-3:

Once location of future Stanfield splash pad is determined, identify funding source. Begin fundraising.
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.
## Phasing - Immediate Actions

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Implementation Actions</th>
<th>Timeframe</th>
<th>Cost</th>
<th>Potential Partners¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAE-1</td>
<td>Code Amendments and Enforcement Amend the Development Code. Add a Commercial Mixed-use employment overlay zone/zone designation.</td>
<td>Immediate</td>
<td>$</td>
<td>City</td>
</tr>
<tr>
<td>B-1</td>
<td>Branding and Identity Articulate branding and identity goals and summarize findings.</td>
<td>Immediate</td>
<td>$</td>
<td>SV</td>
</tr>
<tr>
<td>B-2</td>
<td>Branding and Identity Identify needed signage and solicit feedback.</td>
<td>Immediate</td>
<td>$</td>
<td>SV</td>
</tr>
<tr>
<td>CR-1</td>
<td>Community Redevelopment Agency City Council to establish a Community Redevelopment Agency.</td>
<td>Immediate</td>
<td>$</td>
<td>UC</td>
</tr>
<tr>
<td>SD-1*</td>
<td>Streetscape Design Review plan recommendations with ODOT/DLCD.</td>
<td>Immediate</td>
<td>$$$</td>
<td>TGM</td>
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<tr>
<td>SD-2</td>
<td>Streetscape Design Restripe US-396</td>
<td>Immediate</td>
<td>$$$</td>
<td>ODOT TGM UC</td>
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<tr>
<td>V-1*</td>
<td>Volunteer Base Cultivate and organize the next generation of Stanfield volunteers and donor base.</td>
<td>Immediate</td>
<td>-</td>
<td>SSD SPL</td>
</tr>
<tr>
<td>F-1</td>
<td>Street Furnishings Create a course for high school students to construct Main Street furnishings.</td>
<td>Immediate</td>
<td>$$$</td>
<td>SSD V</td>
</tr>
<tr>
<td>BEI-1</td>
<td>Business Education and Improvement Organize a Main Street Business Alliance.</td>
<td>Immediate</td>
<td>$</td>
<td>DLCD</td>
</tr>
<tr>
<td>RS-1</td>
<td>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.</td>
<td>Immediate</td>
<td>-</td>
<td>SSD ODOT UC V</td>
</tr>
</tbody>
</table>

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.