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.
General Urban Design Considerations

Buildings built to the edge of the sidewalk
General Urban Design Considerations

Parking located behind (or to the side of) buildings

Opportunities:

1. THE PEDESTRIAN EXPERIENCE
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Ground Floor Building Design

High degree of visibility (fenestration)
Ground Floor Building Design

High degree of visibility (fenestration)
1. THE PEDESTRIAN EXPERIENCE

Ground Floor Building Design

Inviting building entries
Ground Floor Building Design

Pedestrian - oriented ground floors

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Ground Floor Building Design

Quality building Materials

Portland, OR
Sand Point, ID
Portland, OR
The Sidewalk and the Street

1. THE PEDESTRIAN EXPERIENCE

Travel zone
Pedestrian zone
Parking zone
Travel zone
Parking zone
Pedestrian zone
The Sidewalk and the Street: Zones of the Sidewalk

1. THE PEDESTRIAN EXPERIENCE
Pedestrian Zone Elements

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Pedestrian Zone Elements
Other Pedestrian Elements: Crossings

1. THE PEDESTRIAN EXPERIENCE

- Highly visible crosswalks
- Corner elements
- Accessible curb extensions
- Slow Moving traffic
Other Pedestrian Elements: Crossings
Other Intersection Elements

1. THE PEDESTRIAN EXPERIENCE

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)
2. DEVELOPING DOWNTOWN’S RETAIL PRESENCE

General Retail and Urban Design Considerations

1. Strong anchors (preferably at the ends)
2. Uninterrupted retail on both sides of the street
2. DEVELOPING DOWNTOWN'S RETAIL PRESENCE

General Retail and Urban Design Considerations

1. Strong anchors (preferably at the ends)
2. Uninterrupted retail on both sides of the street
3. ¼ mile walking length (and may be vital up to ½ mile given sufficient density)
2. DEVELOPING DOWNTOWN’S RETAIL PRESENCE

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”
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
  ▪ Restaurants

Portland, OR
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
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 / independent movie theaters
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
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

Portland, OR
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
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
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

Portland, OR
These should preferably be LOCAL businesses
Beyond Retail: The Importance of **HOUSING**

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

Oakland, CA
How to Get There?

Approach owners of underutilized properties (especially at key corners)
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
## How to Get There?

### Other tools:
- Development Opportunity Strategies
- Establish a Downtown Management Group (involving the University...a healthy downtown is in their interest)

## Developing Downtown's Retail Presence

### Chestnut Hill Management Group
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...
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

A good start…
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

Portland, OR
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
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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