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TECHNICAL MEMORANDUM #2

September 2, 2025 Project# 27003.045

To: Thomas Guevara Jr, Oregon Department of Transportation (ODOT)
Anthony Pagano and Ryan Baxter, City of Gold Beach

From: Susan Wright, PE; Amy Griffiths, PE; and Eza Gaigalas

RE: TM#2: Community Transportation Framework, Corridor Vision
Gold Beach US 101 Community Connections Plan

Introduction

This memorandum establishes the corridor vision, goals, objectives, and evaluation criteria to guide transportation improvements along US Highway 101 (US 101) in Gold Beach. A performance-based approach helps identify alternatives and make informed decisions around tradeoffs to select a preferred alternative that advances the near-term and long-term vision of the community. The project aims to improve safety and multimodal facilities for all users of US 101. It will identify an integrated network of multimodal transportation facilities and services adequate to support the development of the City's existing and planned land uses over a twenty-year planning horizon.

Study Area

The study area encompasses US 101 and adjacent city streets from Jerry's Flat Road to Hunter Creek Road in Gold Beach, Oregon. US 101 runs north-south along the west coast, stretching from California to Washington. The cross-section and surrounding land use of the US 101 corridor vary throughout its length. Table 1 and Figure 1 describe and illustrate the typical cross section segments in the study area.

Table 1. US 101 Cross Section Segments

Segment Number	Segment Limits	Segment Description
1	Jerry's Flat Road to Moore Street	The segment from Jerry's Flat Road to Port Drive-Harbor View Lane is surrounded by a steep hillside to the east with residential land use beyond the hillside. To the west lies the Rogue River. As the segment approaches the signal at Moore Street, there is some commercial land use on both sides of the street. This segment has two travel lanes with a two-way left turn lane along the northern portion of the segment and transitions to a five-lane cross section (four travel lanes with a two-way left turn lane) at Harbor Way. The segment has striped shoulders and a sidewalk with curbing on the west side as depicted in Figure 2. The striped shoulder on the east side transitions to curbed sidewalk at Colvin Street.
2	Moore Street to 11th Street	From Moore Street to Gauntlett Street and from 5th Street to 7th Street, the segment has two travel lanes in each direction with a two-way left turn lane, as depicted in Figure 3. The intersections at Moore Street, 5th Street, 6th Street, and 7th Street feature the five-lane cross section with left turn lanes. The rest of the segment is a four-lane cross section without a left turn lane, and street parking is allowed except where the curb is painted yellow, as shown in Figure 4. The intersections with Moore Street and with 6th Street are signalized. Sidewalks with curbing are present on both sides of the street. This segment is surrounded by commercial land uses with medium building density.
3	11th Street to Hunter Creek Road	From 11th Street to Kerber Drive, there is some commercial land use which transitions to primarily residential land use beyond Kerber Drive. This segment has four travel lanes along the north end and transitions to a two-lane cross section (one lane in each direction) around Kerber Drive with striped shoulders, as shown in Figure 5. There is a short segment that includes a two-way left turn lane. Sidewalks with curbing are present on both sides of the street until the north driveway of the SureStay hotel, where the sidewalks on the west side of the street end. The sidewalks on the east side of the street end at the northern intersection with Kerber Drive. *Note that the segment south of Pacific Vista Drive to Hunter Creek Road is currently designated by ODOT as rural.*

Figure 1

Study Area
Gold Beach, OR

Figure 2. Typical Cross Section from Jerry's Flat Road to Moore Street Looking Southbound[1]

Figure 3. Typical 5-Lane Cross Section from Moore Street to 11th Street Looking Southbound[1]

Figure 4. Typical 4-Lane Cross Section with On-Street Parking from Moore Street to 11th Street Looking Southbound[1]

Figure 5. Typical Cross Section from 11th Street to Hunter Creek Road Looking Southbound[1]

[1] Source: Google Maps Aerial Imagery, Accessed April 2025.

Corridor Vision

The Corridor Vision Statement is developed based on the review of statewide and local plans and policy background material. The Corridor Vision Statement informs the selection of an urban context consistent with ODOT's Highway Design Manual (HDM).

CORRIDOR VISION STATEMENT

The US 101 corridor through Gold Beach is a vibrant and accessible route that balances the needs of residents, visitors, emergency services, and businesses and supports the city's evolving economy. It promotes safe and comfortable walking, biking, rolling, and driving with features designed to calm traffic and reduce speeds. The corridor also serves essential motor vehicle and freight mobility. By providing convenient access to key destinations, the corridor fosters economic growth, reduces environmental impact, and meets recreational needs for all who live, work, and visit Gold Beach.

ESTABLISHING THE URBAN CONTEXT

The ODOT HDM approach to context-sensitive design should guide planning and design for state roadways. Identifying the study area's urban context informs roadway characteristics, roadway user types, and travel demand expectations. It also offers additional support for the vision and goals of the project.

Table 2 summarizes the six types of land use contexts as described in the HDM. The existing land use context for the study area is described for each segment using icons. Segments 1 through 3 mentioned in Table 1 correspond to icons 1 through 3 in Table 2.

Table 2. ODOT Urban Context Matrix

Land Use *Context*	**Setbacks** *Distance from the building to the property line*	**Building Orientation** *Buildings with front doors that can be accessed from the sidewalks along a pedestrian path*	**Land Use** *Existing or a future mix of land uses*	**Building Coverage** *Percent of area adjacent to the right-of-way with buildings, as opposed to parking, landscape or other uses*	**Parking** *Location of parking in relation to the building along the right-of-way*	**Block Size** *Average size of blocks adjacent to the right-of-way*
Traditional Downtown/ CBD	Shallow/ none (2)	Yes	Mixed (residential, commercial, park/ recreation) (2)	High	On-street/ garage/ shared in back	Small, consistent block structure
Urban Mix	Shallow (2)	Some (2)	Commercial fronting, residential behind or above (2)	Medium (2)	Mostly off-street/single row in front/in back/on side (2)	Small to medium blocks (2)
Commercial Corridor	Medium to large (2)	Sparse	Commercial, institutional, industrial (2) (1)	Low (1) (3)	Off-street/in front (2)	Large blocks, not well defined
Residential Corridor	Shallow	Some	Residential	Medium	Varies	Small to medium blocks
Suburban Fringe	Varies (1) (3)	Varies (1) (3)	Varied, interspersed development (1) (3)	Low (1) (3)	Varies (1) (3)	Large blocks, not well defined (1) (3)
Rural Community	Shallow/ none	Some	Mixed (residential, commercial, institutional, park/ recreation) (3)	Medium	Single row in front/in back/ on side	Small to medium blocks

(1) Jerry's Flat Road to Moore Street (2) Moore Street to 11th Street

(3) 11th Street to Hunter Creek Road *(Note: The segment south of Pacific Vista Drive to Hunter Creek Road is currently designated by ODOT as rural).*

Jerry's Flat Road to Moore Street

The building setbacks are generally medium, and the building coverage is low. This segment features a three-lane cross section (two travel lanes and a two-way left turn lane) and five-lane cross section (four travel lanes and a two-way left turn lane). There are intermittent commercial businesses in this segment. The blocks in this area are not well defined, and the existing urban land use context is primarily **Suburban Fringe** as shown in Figure 6.

Figure 6. Typical Urban Land Use Context from Jerry's Flat Road to Moore Street.

Moore Street to 11th Street

From Moore Street to 7th Street, the building setbacks are mostly shallow or nonexistent, and the building coverage is medium to high with small blocks. This segment includes a mix of five-lane and four-lane cross sections. The four-lane cross section features on-street parking. From 7th Street to 11th Street, the building setbacks are shallow and medium, and the building coverage remains medium. The blocks are large in this segment and the cross section has four lanes. Gold Beach Junior/Senior High School is a key activity generator in this segment. The urban land use context here is primarily **Urban Mix** as shown in Figure 7. This is consistent with the land use context described in the Gold Beach Utility Undergrounding Feasibility Report. The Gold Beach US 101 Community Connections Plan is intended to help improve the safety and comfort of the US 101 corridor in Downtown Gold Beach. Therefore, the project will strive to achieve the design element recommendations—particularly for the pedestrian zone—of Traditional Downtown/CBD for this section.

Figure 7. Typical Urban Land Use Context from Moore Street to 11th Street

11th Street to Hunter Creek Road

The building setbacks are generally medium, and the building coverage is medium to low. This number of lanes in this segment varies between four-lanes and two-lanes. The blocks in this area are not well defined, and the urban land use context is primarily **Suburban Fringe** as shown in Figure 8. *The segment south of Pacific Vista Drive to Hunter Creek Road is currently designated by ODOT as rural and does not have an existing Urban Context. In the future, this segment may align with the Suburban Fringe Context, therefore the long-term vision will consider the modal expectations consistent with Suburban Fringe.*

Figure 8. Typical Urban Land Use Context from 11th Street to Hunter Creek Road[2]

[2] Source: Google Maps Aerial Imagery, Accessed April 2025.

MODAL EXPECTATIONS

The land use contexts identified in the HDM help planners and engineers understand the types of users (motorist, freight, transit, bicyclist, pedestrian) and the intensity of use expected. The modal considerations based on land use contexts are starting points, as specific modal integration is determined on a project-by-project basis. The modal expectations based on the identified urban contexts along the corridor are outlined in red in Table 3.

Table 3. General Modal Considerations in Different Urban Contexts

Land Use Context	Motorist	Freight	Transit	Bicyclist	Pedestrian
Traditional Downtown/CBD	Low	Low	High	High	High
Urban Mix	Medium	Low	High	High	High
Commercial Corridor	High	High	High	Medium	Medium
Residential Corridor	Medium	Medium	Low	Medium	Medium
Suburban Fringe	High	High	Varies	Low	Low
Rural Community	Medium	Medium	Varies	High	High

High: Highest level facility should be considered and prioritized with other modal treatments.
Medium: Design elements should be considered; trade-offs may exist based on desired outcomes and user needs.
Low: Incorporate design elements as space permits.

US 101 is a state highway without alternative routes in and serves as an important evacuation route for residents. The lack of complete parallel routes for all modes indicates that US 101 must achieve the balance identified in the corridor vision statement. It must continue to serve essential motorist and freight mobility while providing safe and comfortable facilities for pedestrians and bicyclists.

Goals, Objectives, and Evaluation Criteria

Goals, objectives, and evaluation criteria are defined as follows:

- **Goals** are broad statements that reflect the community's desires and vision for the corridor. The goals are purposefully visionary and may not be fully attained within the 20-year planning horizon. The goals are supported by the objectives.
- **Objectives** are specific, measurable statements that provide a way for the community to assess progress toward achieving its goals.
- **Evaluation Criteria** are metrics derived from the goals and objectives to evaluate how well each concept design alternative meets the project's vision.

GOALS AND OBJECTIVES

Three goals were identified to reflect the community's vision for the corridor: safety, multimodal connectivity, and economic development. These goals and their associated objectives are described below.

Goal #1: Safety

Improve multimodal safety and comfort, enhance emergency access, and promote evacuation preparedness.

- Objective #1a: Identify and address known safety issues at locations with a history of fatal and/or severe injury crashes.
- Objective #1b: Identify and prioritize transportation improvements that provide safe access for all users, including people walking, biking, rolling, driving, and taking transit.
- Objective #1c: identify and address barriers to effective emergency response to reduce emergency response times.
- Objective #1d: Support efficient evacuations via walking, biking, driving, and taking transit.

Goal #2: Multimodal Connectivity

Provide an interconnected, multimodal transportation network that connects all members of the community to key destinations.

- Objective #2a: Identify and address existing walking, biking, and rolling gaps in the multimodal network.
- Objective #2b: Improve transit access.
- Objective #2c: Maintain vehicle and freight access according to defined state mobility targets.
- Objective #2d: The project provides fair distribution of benefits and impacts to reflect Title VI and Environmental Justice requirements.

Goal #3: Economic Development

The transportation system shall enhance economic development and vitality within the City and support a vibrant and welcoming environment.

- Objective #3a: Provide transportation facilities that support existing and planned land uses.
- Objective #3b: Enhance public spaces and streetscapes to create a more vibrant community.

EVALUATION CRITERIA

The evaluation criteria were developed to assess how well each concept design alternative meets the project's intended goals and objectives. The methodology provides for a qualitative scoring scale ranging from poor to good, as shown below. The Project Management Team (PMT) and Project Advisory Committee (PAC) may use this information during the preferred alternative selection process.

Evaluation Matrix Legend

○ Poor	◐ Fair	● Good
Alternative has a negative impact on measure.	Alternative has a moderately positive or neutral impact on measure.	Alternative has substantially positive impact on measure.

The proposed methodology for evaluating each performance measure is summarized in Table 4. Qualifying terms, such as "moderate", "substantial", and "some" will be defined with respect to the other alternatives during the alternative's evaluation.

Table 4. Proposed Evaluation Criteria

Goal	Evaluation Criteria	Scoring Scale		
		○ Poor	◐ Fair	● Good
Safety	Improve vehicular safety issues on the US 101 corridor.	The project is expected to have a negative impact.	The project is expected to have no impact or measurable safety benefit.	The project is expected to have a positive impact.
	Improve non-motorized safety issues on the US 101 corridor.	The project is expected to have a negative impact or multimodal safety benefit.	The project is expected to have no impact or measurable multimodal safety benefit.	The project is expected to have a positive multimodal safety impact and will directly benefit vulnerable system users.
Multimodal Connectivity	Improve connections to/from Gold Beach's neighborhoods, schools, parks, transit stops, employment centers, and other key destinations.	The project does not involve or improve connections to/from key destinations.	The project will generally improve connections to/from key destinations.	The project will improve connections to/from multiple key destinations, and/or serves destinations with limited or no multimodal infrastructure.
	Address existing gaps in the multimodal network.	The project does not address an existing multimodal network gap.	The project will partially fill an existing multimodal network gap.	The project will fully complete an existing multimodal network gap.
Economic Development	Improves the amount of on-street parking.	The project is expected to decrease the amount of on-street parking.	The project is expected to have no impact on the amount of on-street parking.	The project is expected to increase the amount of on-street parking.
	Improve pedestrian access.	The project is expected to decrease walkability.	The project is expected to have no impact on walkability.	The project is expected to increase walkability.
	Improve bicycle access.	The project is expected to decrease accessibility by bike.	The project is expected to have no impact on accessibility by bike.	The project is expected to increase accessibility by bike.
	Promote traffic calming measures to reduce vehicle speeds while maintaining year-round mobility.	The project is expected to increase vehicle speeds and decrease mobility.	The project is expected to have no impact on vehicle speeds and mobility.	The project is expected to decrease vehicle speeds and increase mobility.
	Increases the sense of place, allowing for vibrant mix of development, a reduction of travel speeds, and transportation facilities meeting the needs of the all users.	The project will have a negative impact on the overall quality of life and attractiveness of the area for residents and visitors.	The project is expected to have no impact on the overall quality of life and attractiveness of the area for residents and visitors.	The project will have a positive impact on the overall quality of life and attractiveness of the area for residents and visitors.

NEXT STEPS

The urban context established within this document, along with other factors such as the corridor vision, and evaluation criteria, will be used to inform the performance-based design decision framework and ultimate conceptual design alternative development.