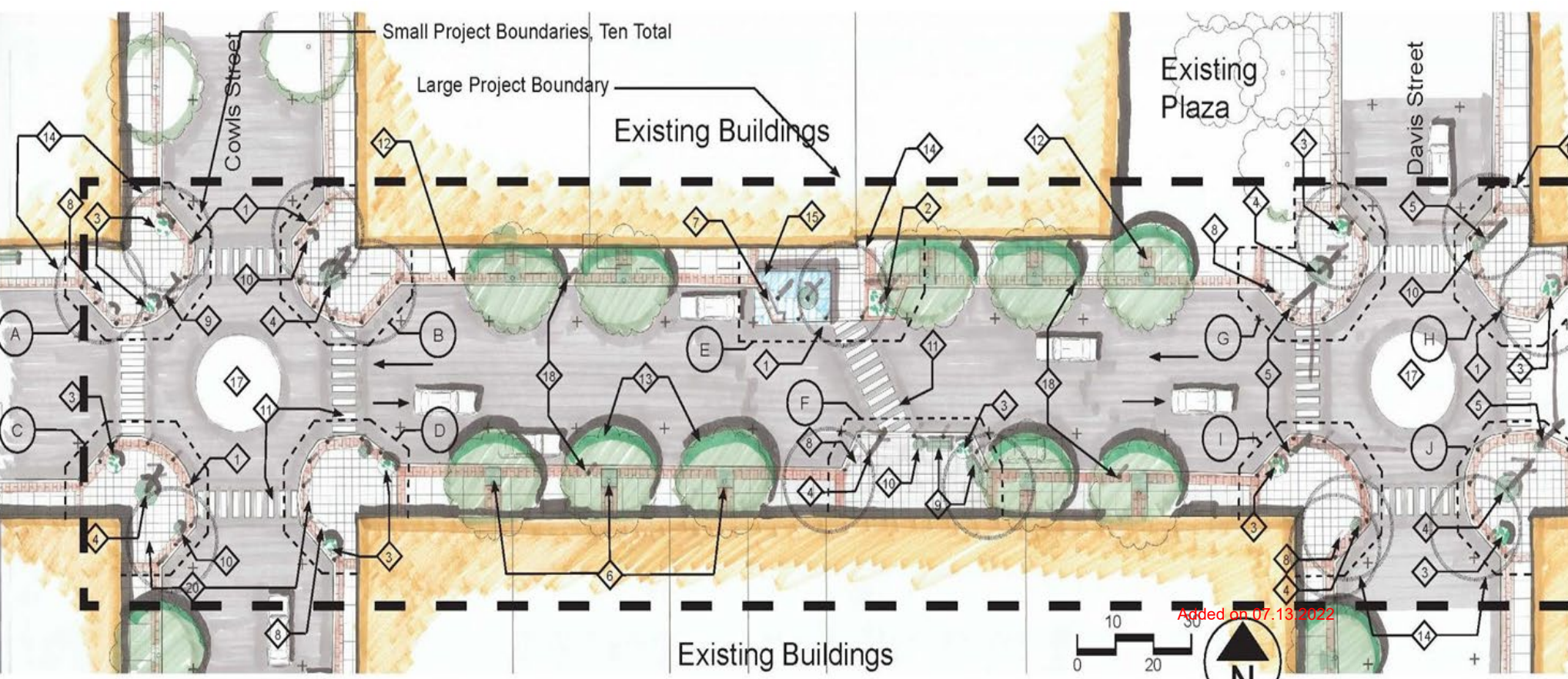


# THIRD STREET PUBLIC IMPROVEMENT PROJECT

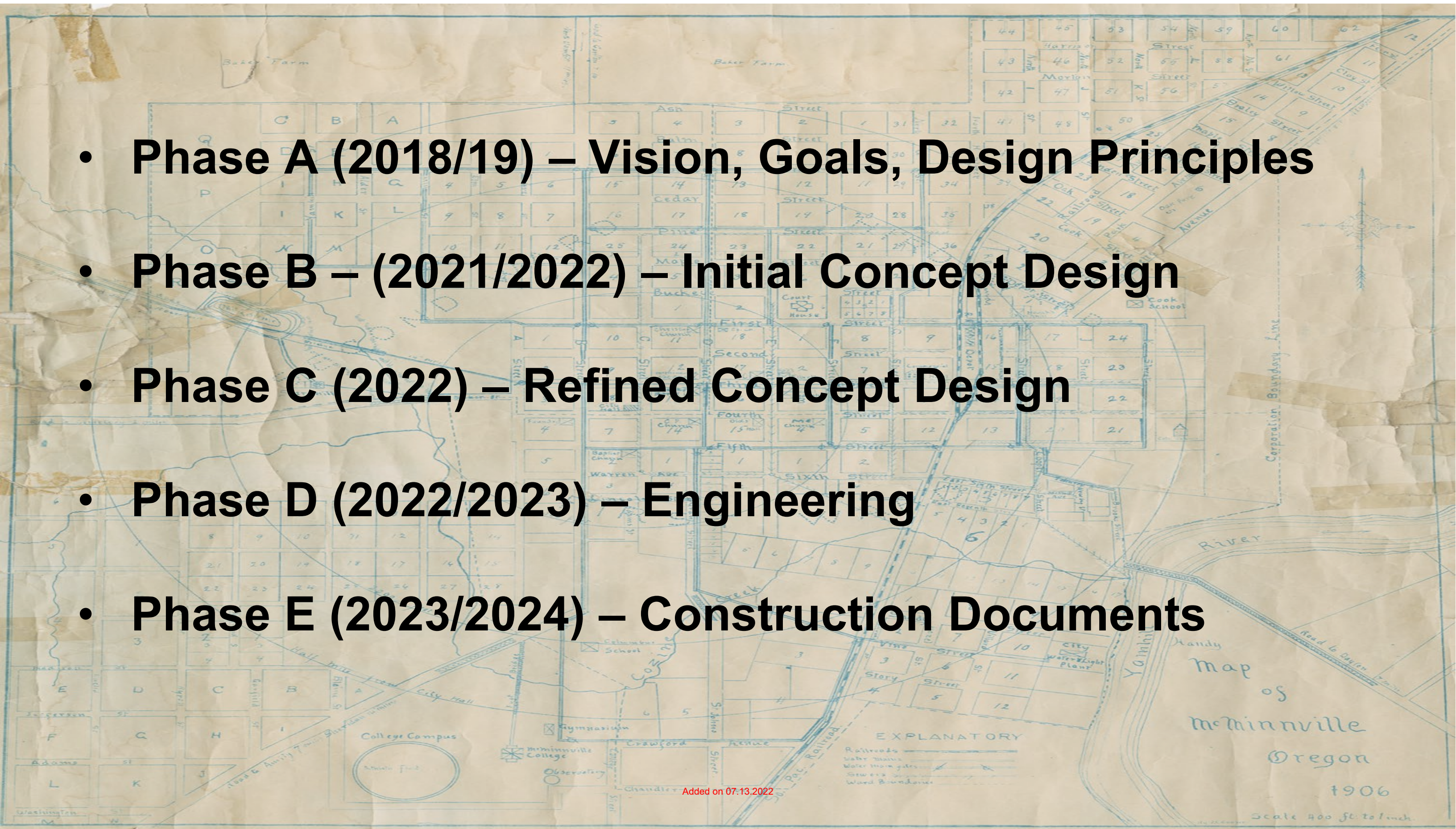
McMINNVILLE, OREGON





# THIRD STREET IMPROVEMENT PROJECT: SCOPE

- **Phase A (2018/19) – Vision, Goals, Design Principles**
- **Phase B – (2021/2022) – Initial Concept Design**
- **Phase C (2022) – Refined Concept Design**
- **Phase D (2022/2023) – Engineering**
- **Phase E (2023/2024) – Construction Documents**





# study Area: Adams to Johnson





# THIRD STREET IMPROVEMENT PROJECT

- Phase A (2018/19) – Vision, Goals, Design Principles





# a VISION for third street:

**Third Street is McMinnville's signature People Place and year-round "living room" - a comfortable space for daily living and social cohesion - as well as its "central stage" for extraordinary events that bring everyone together. It is the welcoming feature and "heartbeat" of the community - the place where locals mingle with visitors to enjoy the authentic ambiance and lively atmosphere of this rural Downtown. Leafy green and shaded in summer, magically illuminated in the evenings and during the winter, Third Street is intimate, artistically creative, and beautifully enchanting.**

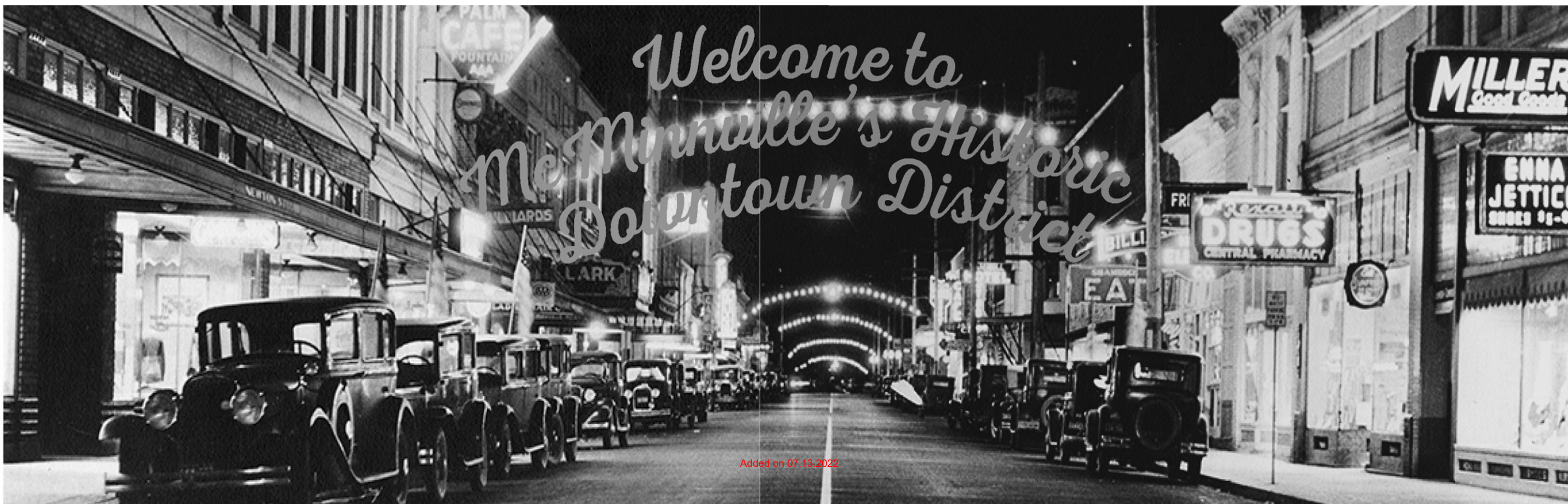
**Third Street is both quirky and classy, proudly reflecting the cultural richness of the city and the surrounding region while forging an identity all its own. Featuring historic architectural gems, curated art and furnishings, and adaptive infrastructure, Third Street's organic flexibility makes it both timeless and future-proof. It maintains a diverse, thriving, and independent business community. Local ownership and an overarching commitment to authenticity ensure an interesting and rewarding experience unique to**



# project GOALS + OBJECTIVES:

**reinforce and celebrate McMinnville's UNIQUE and WELCOMING IDENTITY**

- Honor Downtown's heritage and include the contributions of previous generations
- Perpetuate Downtown's quirky character (and leave room for individual expression)
- Define cohesive furnishing, material, and color palettes
- Integrate public art into the streetscape and create opportunities for temporary art installations
- Create a comprehensive lighting program that includes building illumination
- Strategically revitalize Third Street's iconic canopy of street trees
- Create more gathering spaces and provide more seating





# project GOALS + OBJECTIVES:

## strengthen the PROSPERITY of LOCAL BUSINESSES

- Partner with property owners, local businesses, and the Downtown Association to foster and develop a sense of shared pride and ownership of the street
- Design sidewalk areas, seating, lighting, and access to support business function
- Ensure that special events are programmed and facilitated in ways that complement and bolster commercial businesses





# project GOALS + OBJECTIVES:

ensure **SAFETY** for all users and **CONNECTIVITY** throughout Downtown

- Manage the needs of all modes of transportation while prioritizing pedestrians
- Provide universal access
- Improve wayfinding and signage
- Maintain mid-block crossings
- Improve connections between Third Street and key destinations (e.g., City Park, Library, East End, Granary District, surrounding neighborhoods, etc.)
- Manage downtown parking holistically





# project GOALS + OBJECTIVES:

choose **DURABLE, LONG-LASTING** solutions that allow for **EFFICIENT CONSTRUCTION** and **EFFECTIVE MAINTENANCE**

- Develop a comprehensive phasing strategy with business owners and contractors to minimize construction impacts on businesses
- Improve and/or expand existing infrastructure (e.g., power, water, sewer, stormwater drainage, communication) to meet current and future needs
- Future-proof utility investments



Added on 07.13.2022





# project GOALS + OBJECTIVES:

**foster a range of EVENTS for citizens and visitors alike**

- Integrate features into the streetscape to facilitate special events and improve safety and security for pedestrian crowds
- Provide facilities and amenities that support events and benefit local businesses
- Program events that generally cater to a mix of local residents and visitors





# project GOALS + OBJECTIVES:

**facilitate a robust PUBLIC ENGAGEMENT process that engages the entire community**

- Manage a transparent design and decision-making process
- Engage a complete cross-section of stakeholders (e.g., businesses, property owners, utility providers, City / agency staff, event organizers, and the general public)
- Provide a mix of engagement activities (e.g., meetings, open houses, workshops, website, social media)



Added on 07.13.2022





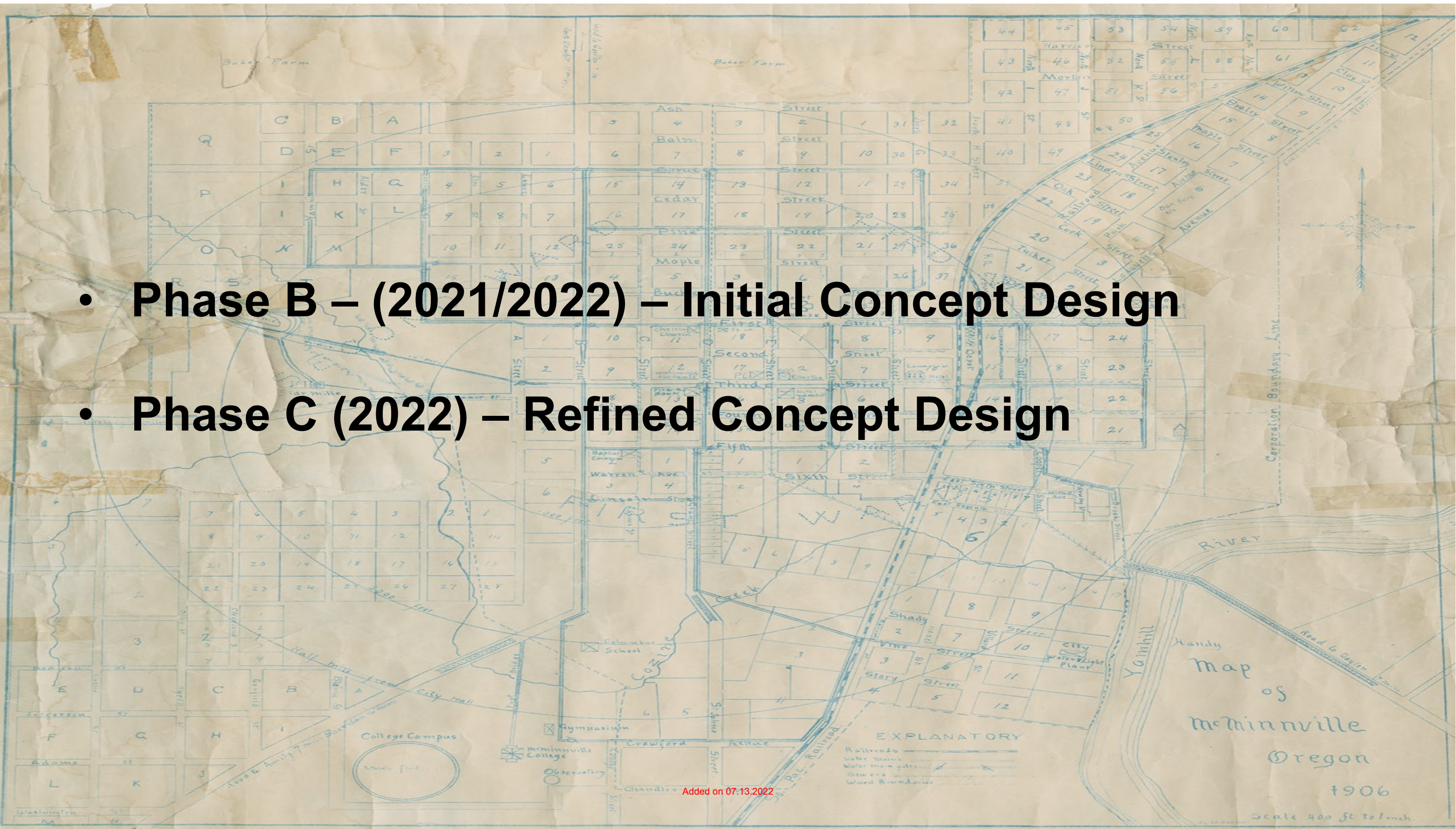
# project DESIGN PRINCIPLES:

- Third Street is of the **people**, for the people, and created by the people
- Third Street is **safe, inclusive, and accessible to all**
- Third Street is Downtown's premier **public space**
- Third Street is an **integral part of Downtown**
- Third Street is the **vibrant commercial heart** of Downtown McMinnville
- Third Street's success relies on **public-private partnerships**
- Third Street is an **ever-evolving** street that **embraces change**
- Third Street is actively geared towards **early implementation-oriented improvements**
- Third Street contributes to a more **sustainable** environment
- Thirds Street is **quirky** and **unique**



# THIRD STREET IMPROVEMENT PROJECT: SCOPE

- Phase B – (2021/2022) – Initial Concept Design
- Phase C (2022) – Refined Concept Design





# HISTORY OF DISCUSSION: Third Street Improvement Project

- 2000 – Downtown Improvement Plan
- 2005 – Downtown Streetscape Plan
- 2010 – McMinnville Transportation System Plan
- 2013 – Downtown Urban Renewal Plan
- 2017 – URA Priority Project in Five Year Work Plan





# 2000 Downtown Improvement Plan

## Recommendations:

The plan provides a balanced approach to the improvement of downtown McMinnville. The plan's recommendations are arranged into three categories:

- Partnerships - Agencies and organizations the City should cooperatively work with to achieve common goals.
- Programs - Programs to be developed or expanded to add vitality to downtown.
- Improvement Projects - Specific improvements to be implemented.

## Partnerships:

One of the primary reasons the downtown has been successful is its cooperative partnerships with the community and with governmental agencies. Through ongoing dialogue and cooperation, the downtown can tap the resources necessary to continue its success. The following partners are key to the success of McMinnville's Downtown Improvement Plan.

- Yamhill County- Retain county offices downtown and encourage the county to cooperatively plan the growth and development of its governmental facilities.
- Willamette and Pacific Railroad- Encourage the railroad to upgrade its facilities and work to develop future passenger service.
- Oregon Dept. of Transportation (ODOT)- Partner with ODOT to upgrade Adams Street and Baker Street to be more pedestrian friendly, easily crossed and developed to a similar standard as downtown streets.
- U.S. Bank- Negotiate with U.S. Bank to lease or acquire the plaza at Third Street and Davis Street for public use.
- McMinnville Downtown Association (MDA)- Continue to cooperate with the MDA to expedite the improvement of downtown.
- Chamber of Commerce- Continue to work with the Chamber of Commerce to attract businesses downtown.
- McMinnville Water & Light - Coordinate streetscape and other improvements with future utility upgrades.
- City of McMinnville - Coordinate with future developments and implement improvement projects.

## Programs:

The following programs have been identified to guide improvement of downtown.

- Building Infill Programs - *Building infill refers to the development of new building in areas that reinforce the structure and vitality of downtown.* Develop building infill programs consistent with downtown's existing character that maintains high quality and good economic performance. Continue to encourage housing and office uses downtown to support businesses and add vitality.

- Parking Management- Implement a parking management program to balance the needs of residents, employees and visitors. Establish parking system to efficiently utilize existing public and private downtown.
- Downtown Events and Activities- Expand activities to enliven downtown, encourage people to visit, and activate the public open space.
- Youth Programs-Establish programs for youth that provide opportunities for safe activities and positive interactions.
- Design Guidelines - Develop design guidelines to encourage and consistent downtown development. Guidelines should focus on achievable levels of improvement and management. Establish standards for: buildings, site development, signs, lighting, parking and other important components.
- Economic Programs - Establish an ongoing program to secure financial assistance to aid with the construction of new and redevelopment projects. Include sources in governmental agencies as well as private industry.
- Physical Links and Connections - Accommodate opportunities for transit and expand pedestrian and bicycles networks. Discourage development of one-way streets or closure of any street pattern in downtown grid.

## Improvement Projects:

The following projects have been identified as specific improvements to downtown McMinnville.

**District Streetscape** - Streetscape refers to all of the physical elements that comprise the area within the public right of way. Elements such as pavements, lighting, furnishing, and planting are part of the downtown McMinnville streetscape. These elements are to be developed and maintained to establish recognizable patterns which are pleasant and identify the downtown. All of the streets, First Street through Fifth Street, as well as the streets, are to be developed with this consistent and attractive streetscape.

**Adams Street and Baker Street** - Improve Adams Street and Baker Street to appear and function as downtown streets. Improvements include additional pedestrian crossings, consistent planting and lighting, as well as additional on-street parking.

**Third Street** - Third Street is the identifiable center of the City. Ensuring that the street is successful both functionally and aesthetically is important to the health of the entire downtown. Planned improvements for Third Street include:

1. Replace the street trees over a period of years with tree species that do not damage sidewalks.
2. Upgrade street furnishings, lighting, and pavements to the same standards of the entire downtown.
3. Reconstruct mid-block crossings to be more useable by pedestrians.

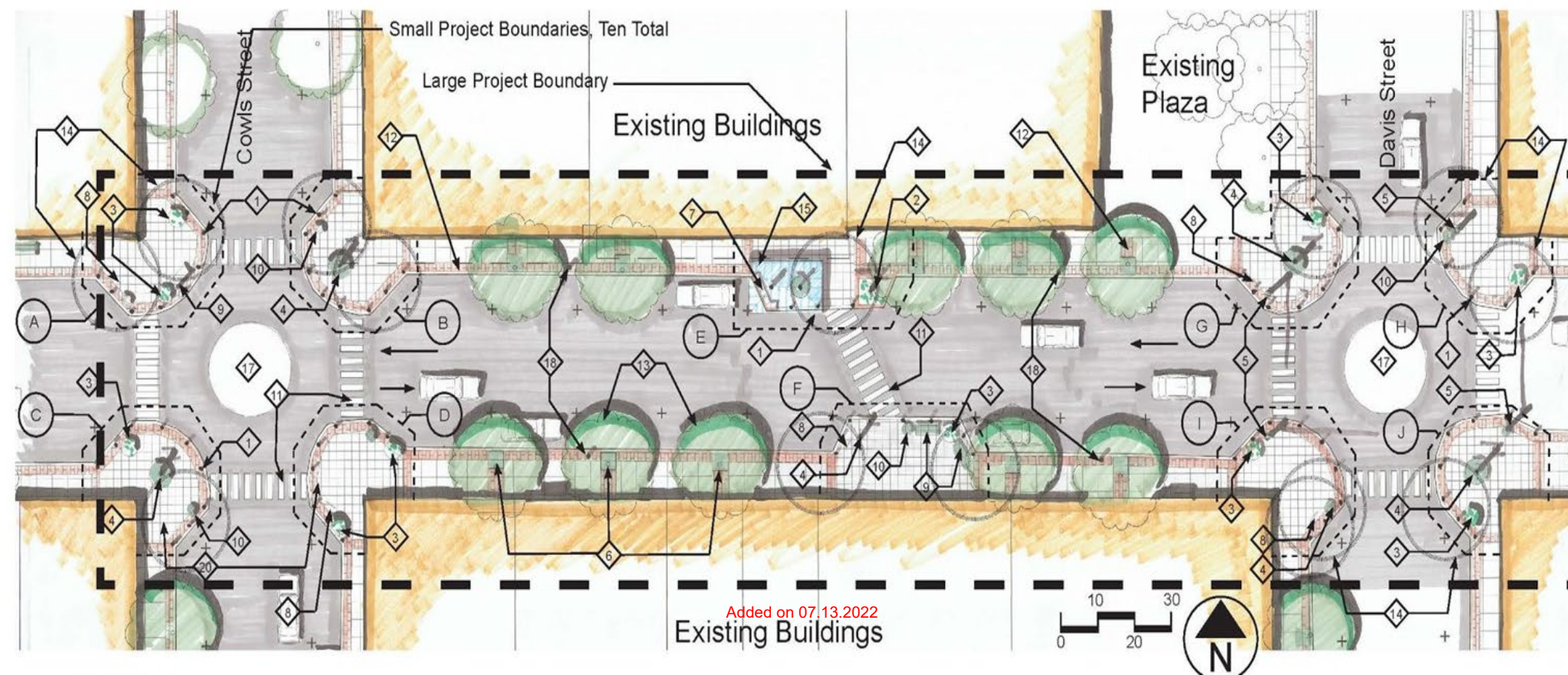
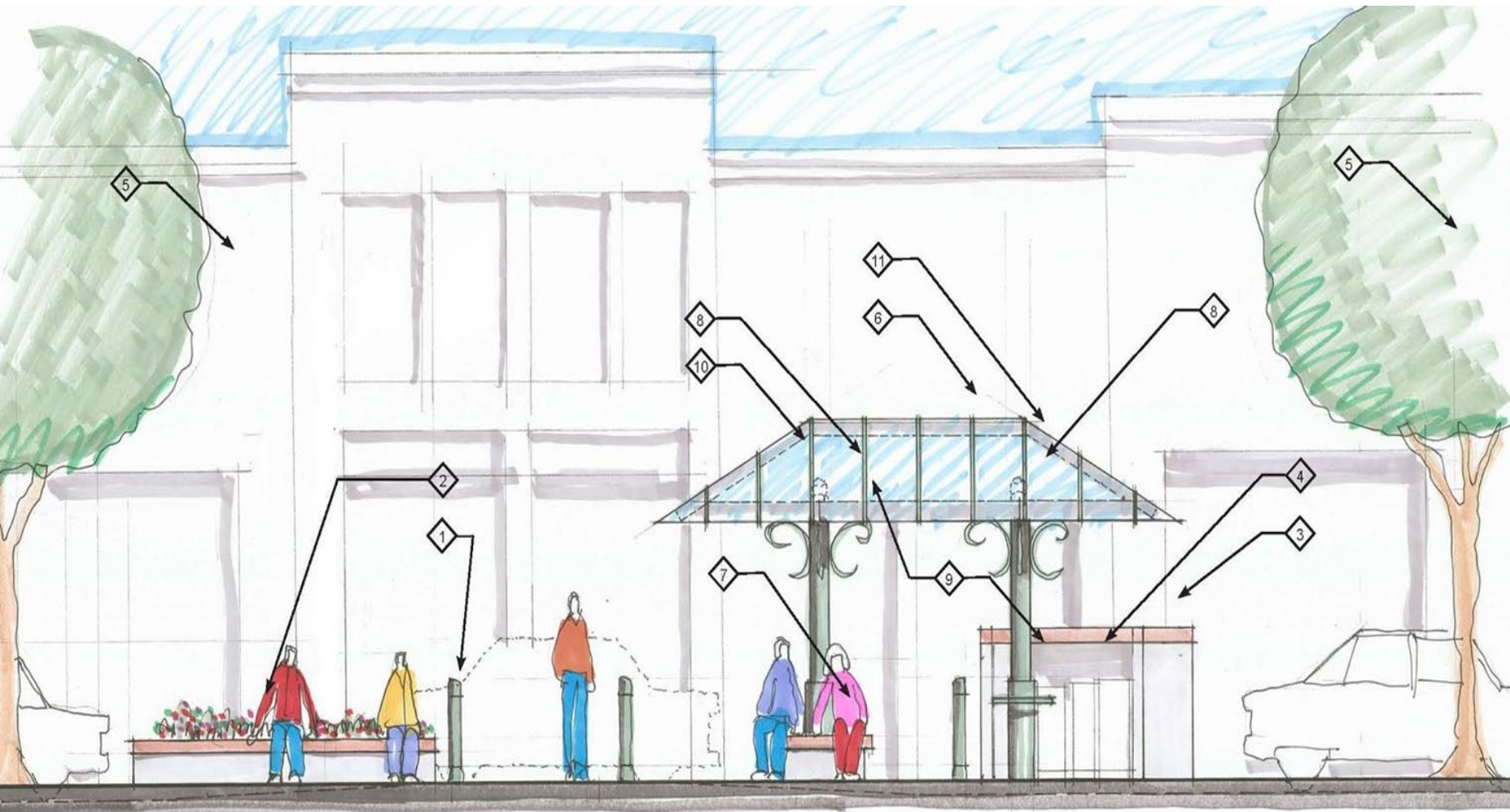
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# 2005 Third Street Streetscape Plan





# 2005 Third Street Streetscape Plan

## Small Projects Description

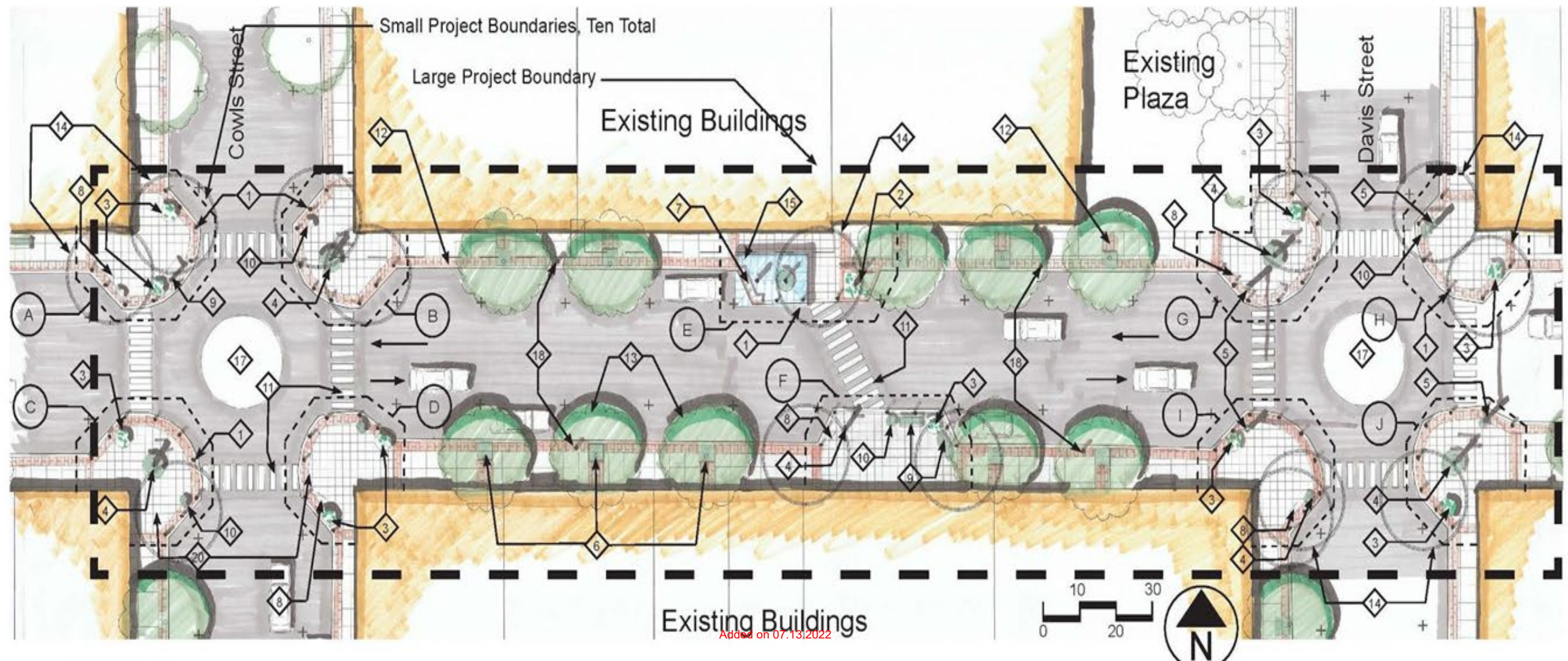
Small localized projects denoted by letters A-J are improvements that can be completed on a phased schedule. Projects require only asphalt patching at adjacent street, without street demolition and with only localized utility work.

## Large Project Description

The large project encompasses all street improvements for one block including two intersections along Third Street. This includes street and sidewalk repaving as well as the implementation of new crosswalks.

## Keynotes

- |   |  |    |   |    |   |
|---|--|----|---|----|---|
| 1 | Bollards at Street corners and mid-block   | 7  | Newspaper and trash receptacle surround                                   | 14 | Existing Trees removed for project                                    |
| 2 | Raised Planter Bed   | 8  | Bike Parking Rack   | 15 | Mid-block Shelter   |
| 3 | Concrete Planter Tub   | 9  | Bench   | 16 | Custom Bench surrounding street-light, typical.                       |
| 4 | Street Lights with custom bench surrounding and street signage to match existing downtown Historic District signage.   | 10 | Trash Receptacle  | 17 | Drivable Street Intersection Inlaid with Decorative or Historic Theme |
| 5 | Light Signal - remove Cobra Lights above traffic signal level - repaint traffic signal exposed steel uprights and arms to match finish of other streetscape elements | 11 | Painted Zebra Stripe Crosswalk/ alternate of brick paving with same width | 18 | Light Bollards between corner and mid-block for fill light            |
| 6 | Open tree wells at all existing trees. Replace with 48" square tree grates when trees are replanted/ rotated.  | 12 | Brick sidewalk strips, 2' wide  | 19 | Concrete - 4' x 4' pattern  |
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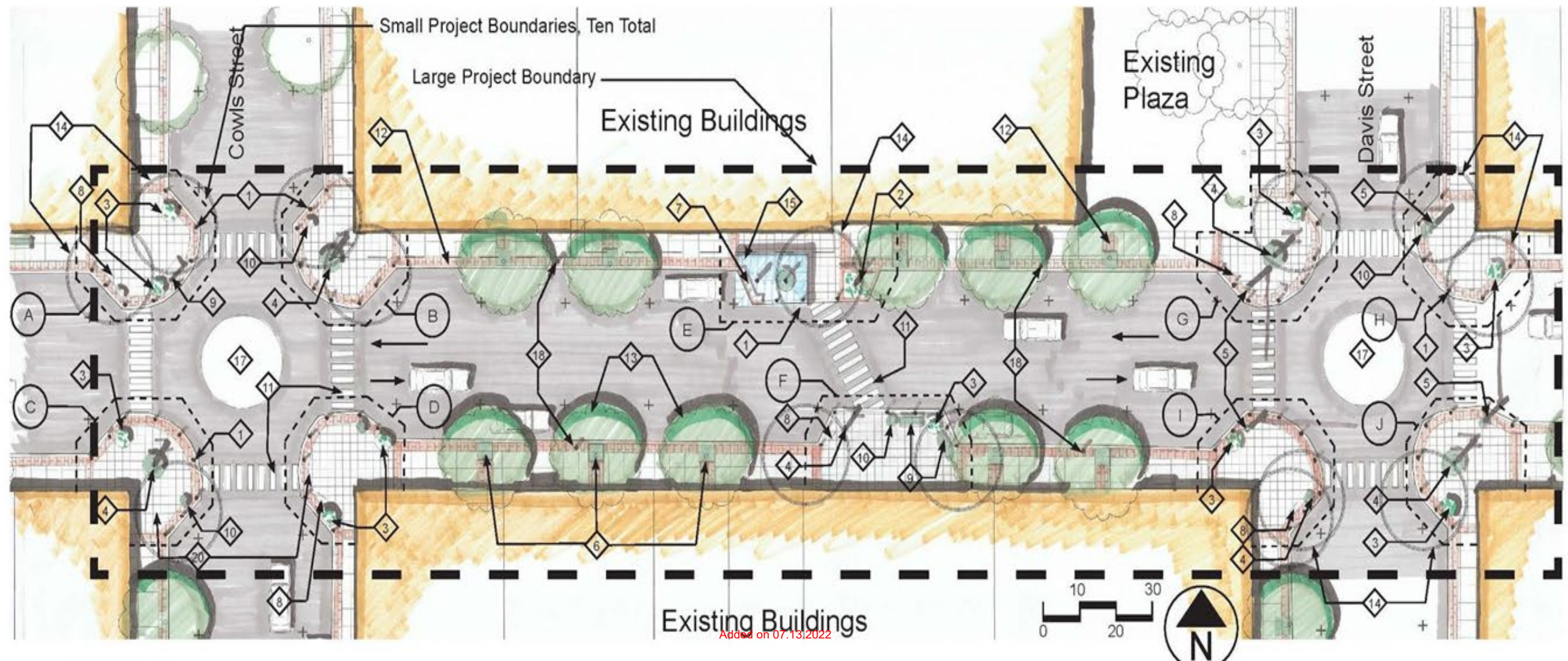
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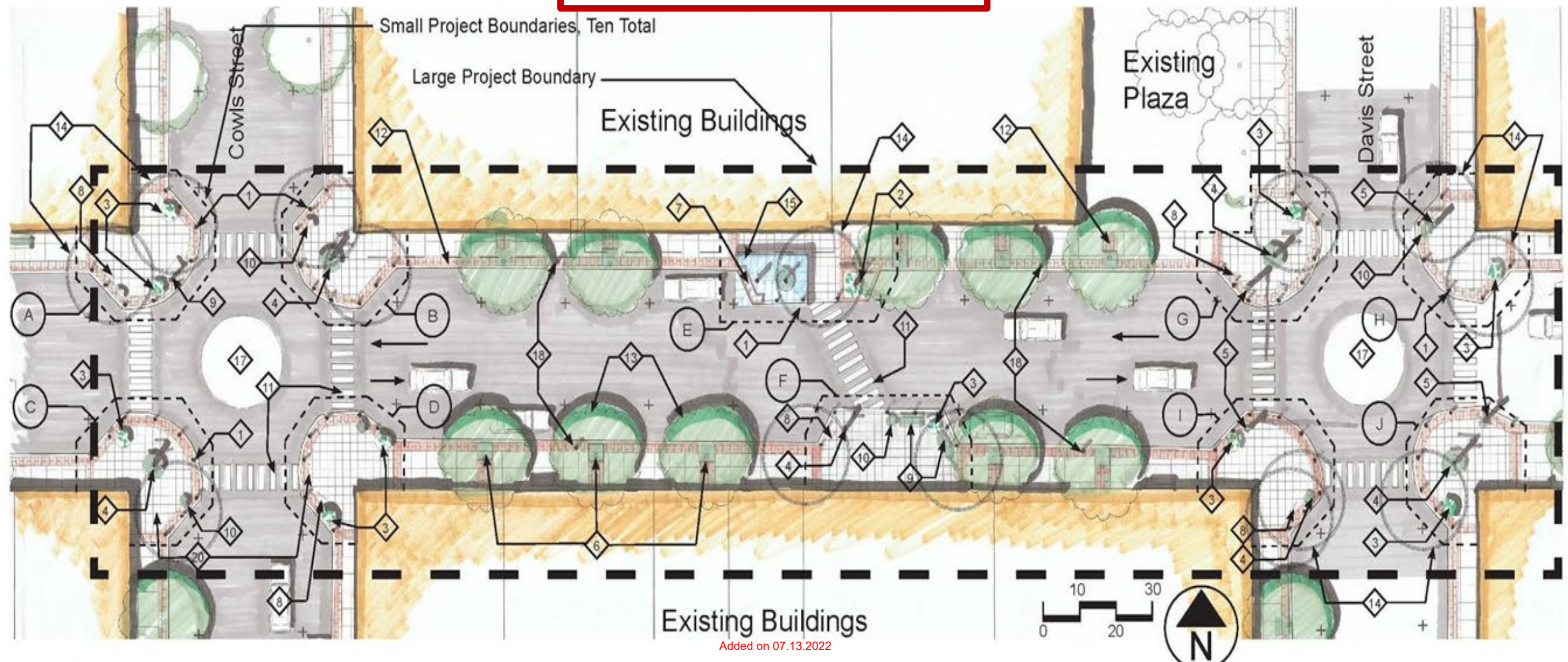
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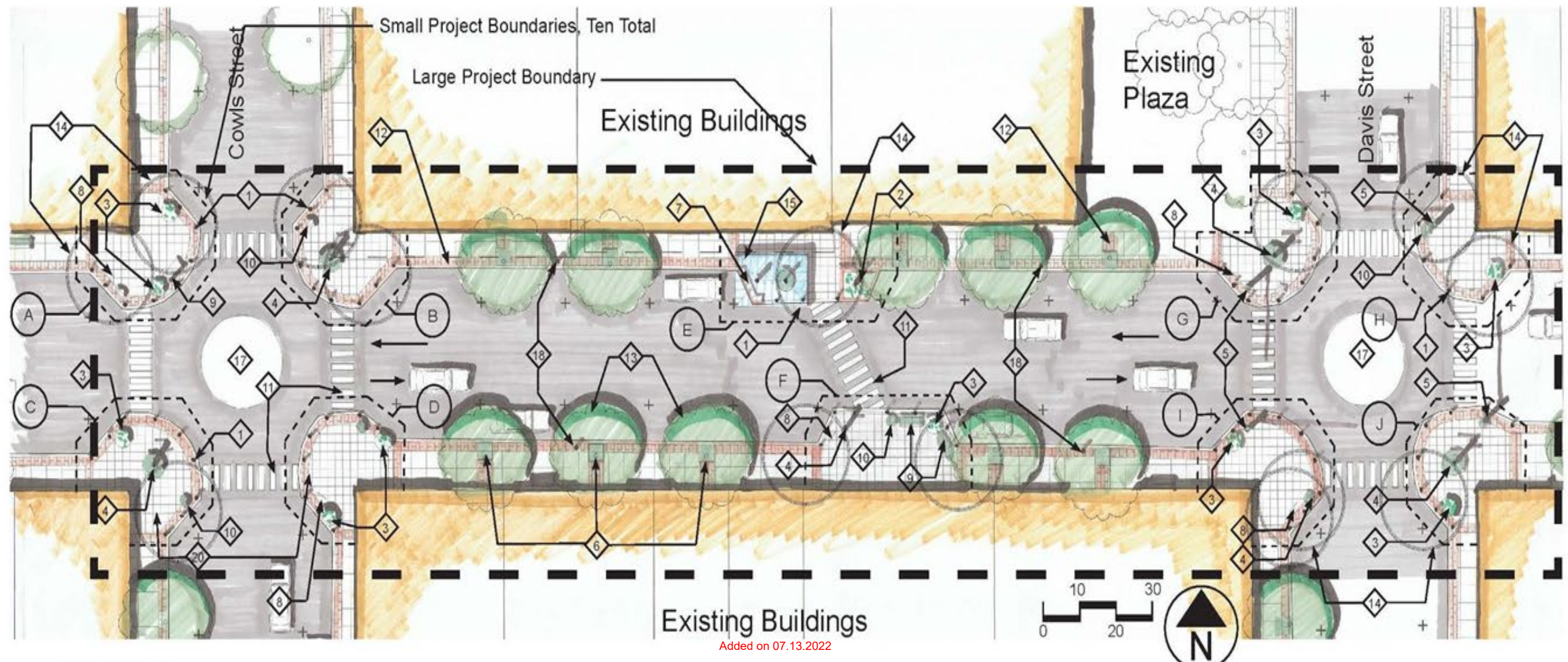
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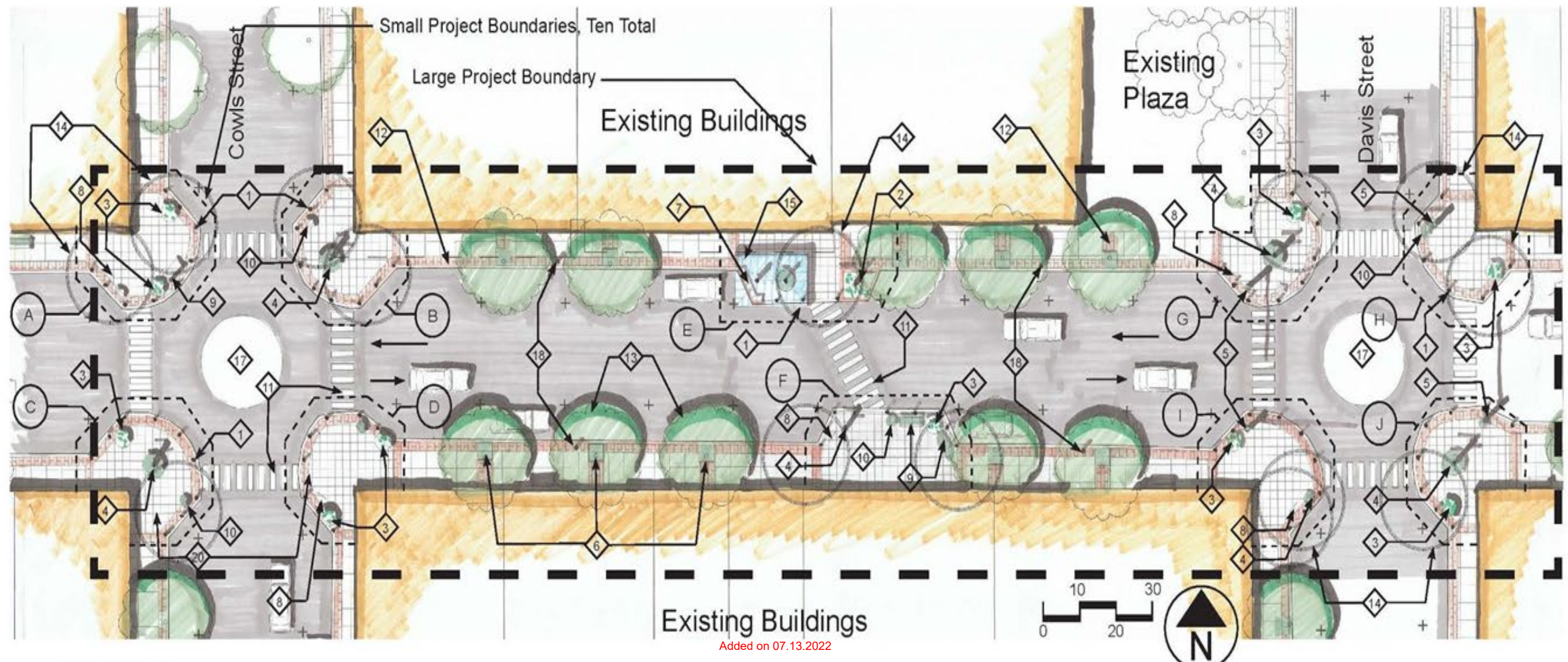
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Third Street Streetscape Plan

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- Several differing, non-complementary light fixtures
- Several variations in trash receptacles,
- The usual array of newspaper and periodical stands,
- Different and clashing paving patterns,
- Drainage difficulties due to multiple asphalt overlays,
- Plentiful, variety of street trees (asset), but several are non-appropriate species, some are over-mature and in some cases, awkwardly located, and
- Mid-block shelters at mid-block crossings are unique but awkward (“heavy in feel”), a design non-complimentary to presiding corridor.

The Study engaged a downtown Streetscape Committee that helped make recommendations for streetscape improvements on Third Street that could become standards for all downtown streetscapes (see First and Second Street Enhancement Plan below).

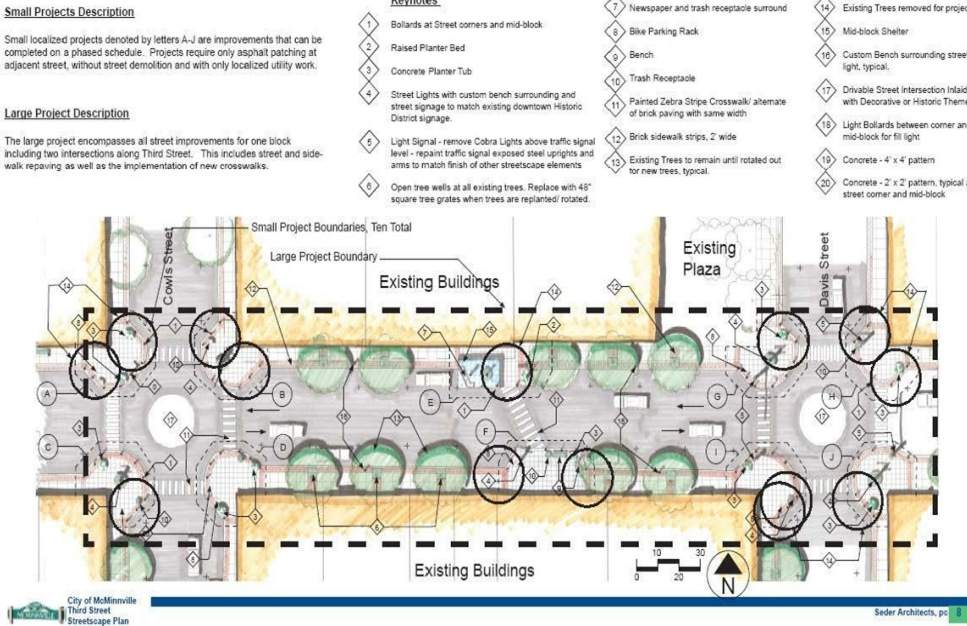
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Table 5-3 Recommended Third Street Streetscape Enhancements

Streetscape Amenity	Recommendations
Street Trees	Removal of existing trees at corners and mid-block crossing to open these areas up for light, views, and for separation of new street lights from high vegetation; replacement of some trees with appropriate species, some relocated for better placement with street lights, and gradual establishment of metal ornamental tree grates.
Crosswalks & Streets	Either zebra-striped or alternately, brick paver crosswalks, including retaining the diagonal orientation of mid-block crossings.
Street Lighting	New streetlights at diagonal corner locations and at one side of the mid-block, with arms for both additional flower baskets and irrigation tube, and for banners; and new lit steel bollards between corners and mid-block, for fill light under street trees, supplementing new street lights.
Shelters at Mid-Block Crossings	New mid-block ornamental steel and translucent glass shelters, open air coverings, designed to be far lighter and more urban in appearance, to serve as night “beacons” at the mid blocks. The north to south diagonal placement of the new shelters complements the diagonal mid-block crossings.
Landscaping	Concrete planter tubs at corners and mid-blocks, to add color, greenery and variety at the pedestrian level complementing the overhead tree canopy; and brick planters at the mid-block on the shelter side, with raised sitting surface and irrigation.
Benches & Bike Racks	New benches at corners and mid-block crossings and new bike racks at each corner, and at the mid-block.
Trash & Newspaper Units	Trash receptacles to match existing receptacles in City Park near Library, and brick newspaper and trash receptacle at the mid-block shelter, also containing utility boxes, valves and cutoffs.
Sidewalk Surfacing	Inlaid design(s) with possible decorative/historic themes at the center of Davis and Cows intersections, and sidewalk surfacing sections of scored concrete and brick edging strips (accessible utilities) and brick cross-strips.

Exhibit 5-7 Third Street Streetscape Plan Summary

Streetscape Furnishings





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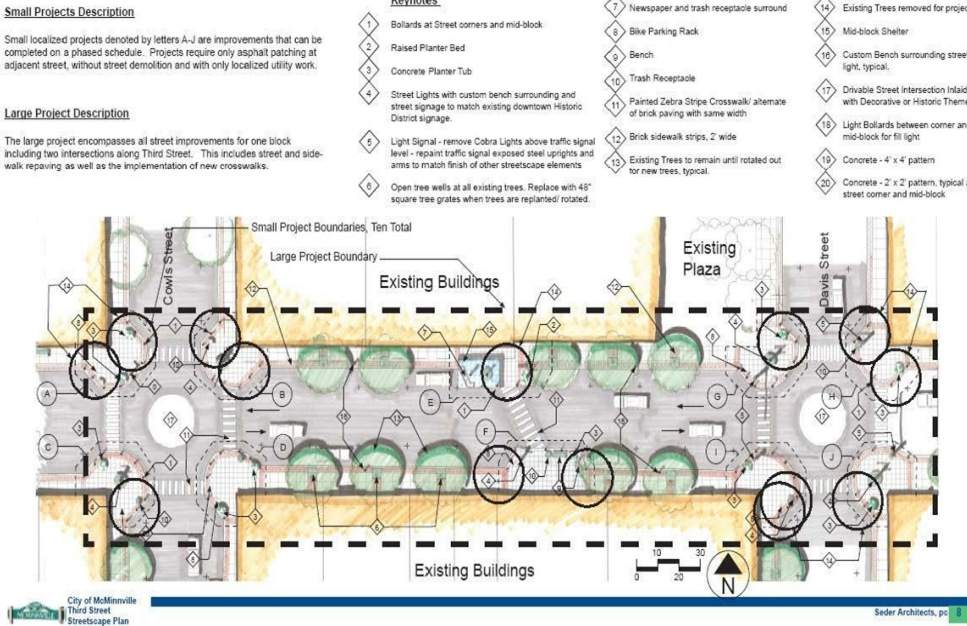
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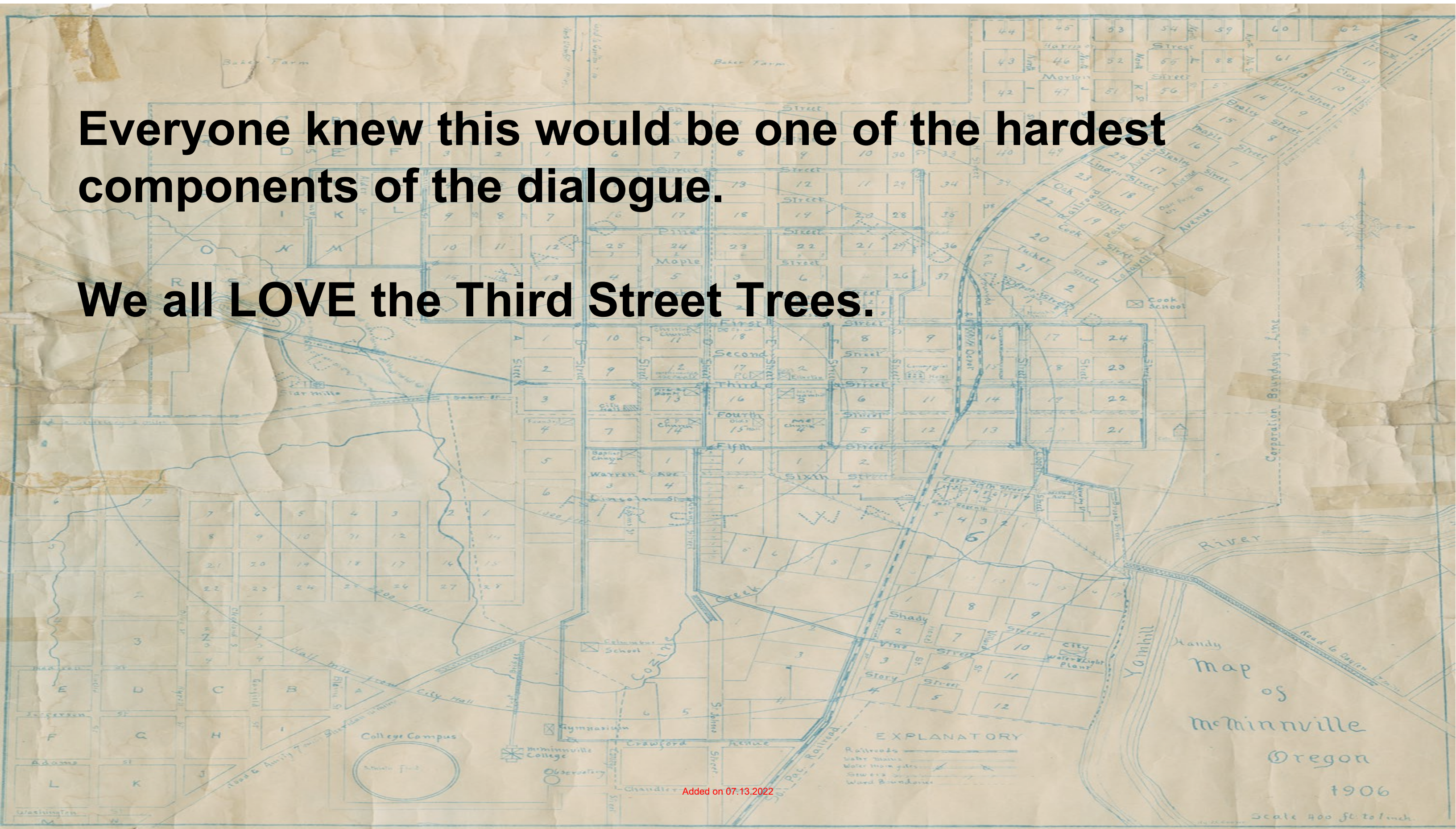




# THIRD STREET IMPROVEMENT PROJECT: TREES

Everyone knew this would be one of the hardest components of the dialogue.

We all LOVE the Third Street Trees.



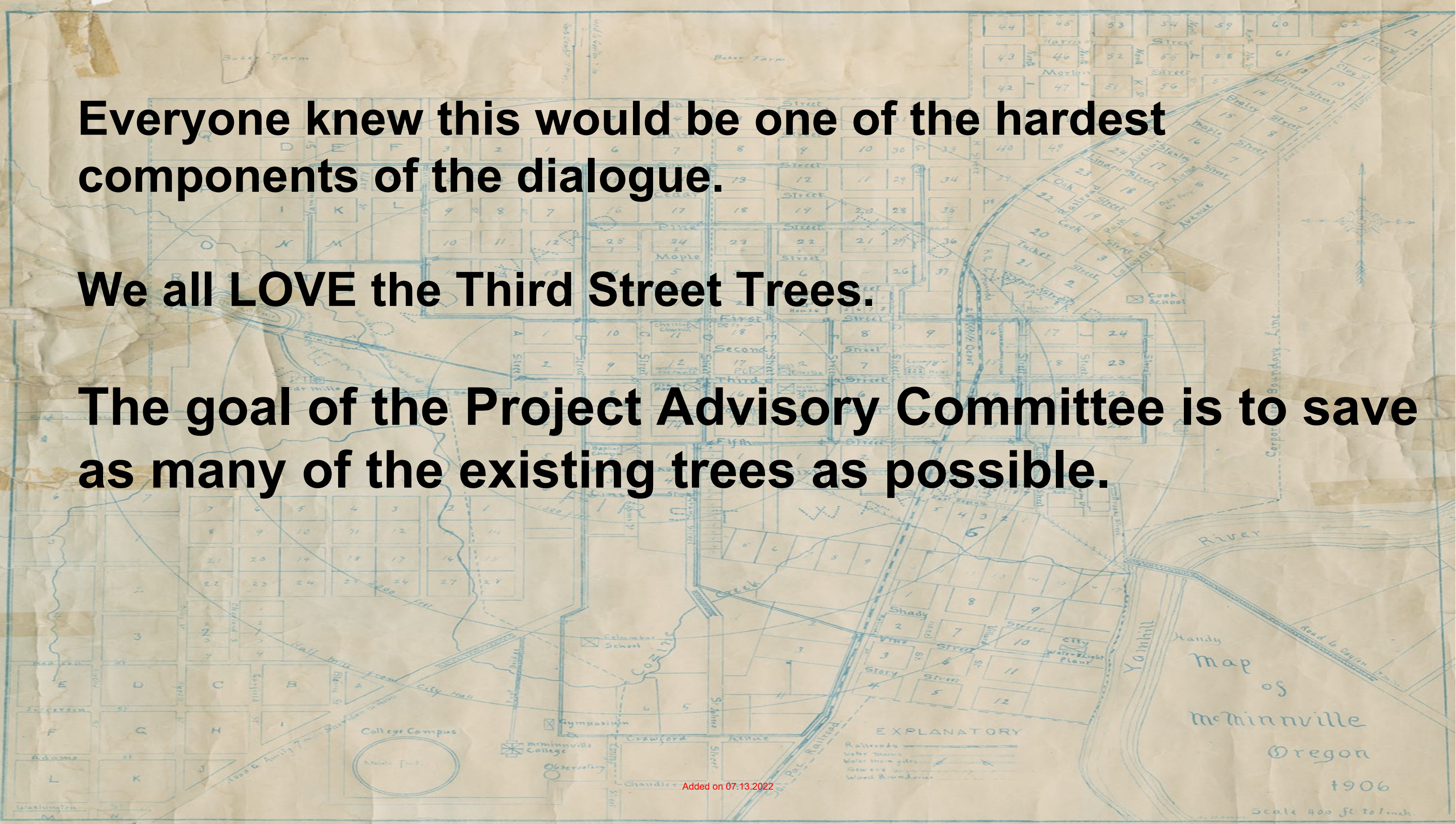


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**The goal of the Project Advisory Committee is to save as many of the existing trees as possible.**



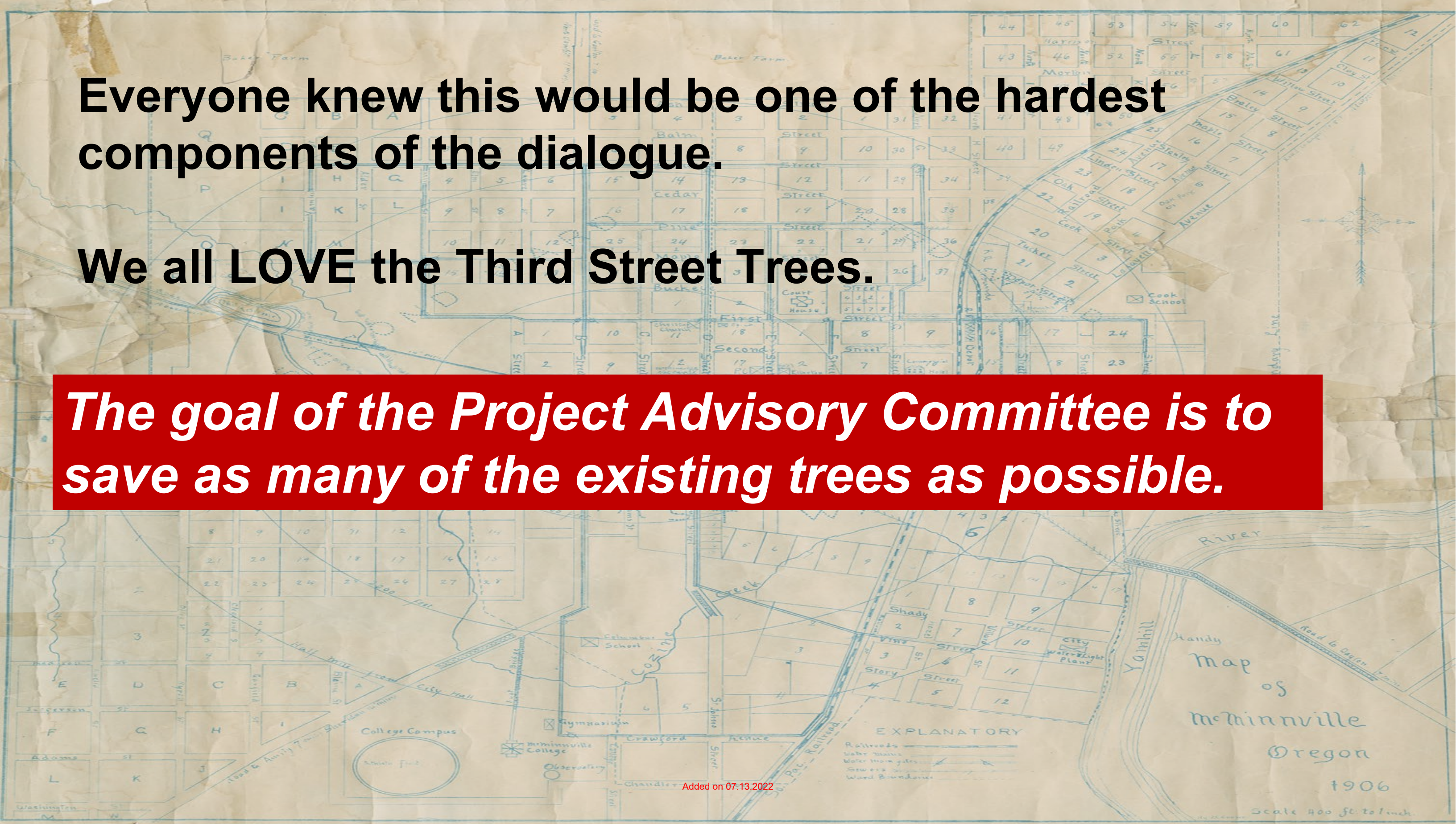


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# THIRD STREET IMPROVEMENT PROJECT: TREES

Everyone knew this would be one of the hardest components of the dialogue.

We all LOVE the Third Street Trees.

*The goal of the Project Advisory Committee is to save as many of the existing trees as possible.*

But . . . there is some inherent conflict, and we need to be honest about what that is as we are making decisions.



# THIRD STREET IMPROVEMENT PROJECT: TREES

**1) The Trees are lifting the sidewalks creating accessibility issues:**

**$\frac{1}{4}$ " allowance for a gap**

**$\frac{1}{2}$ " if edges are treated appropriately with the right slope**

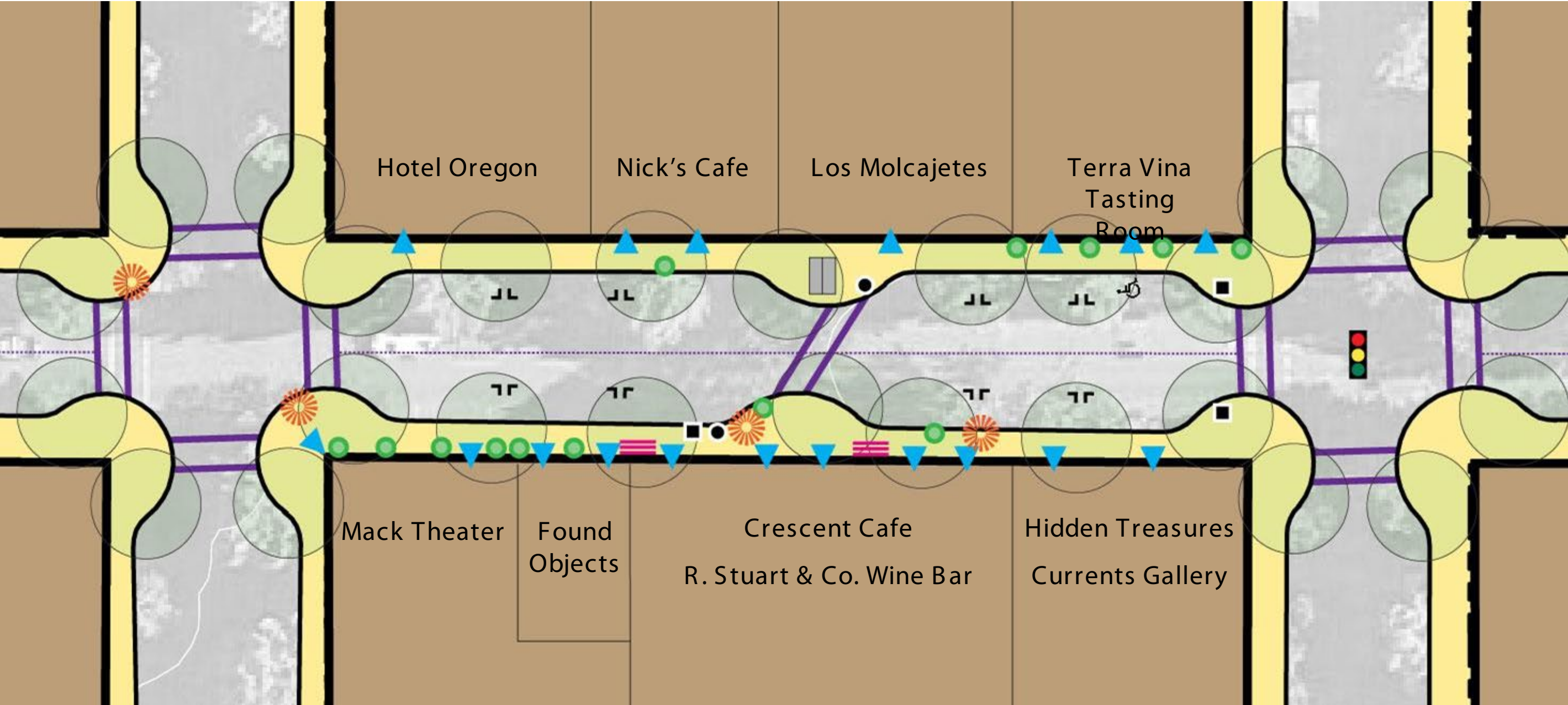
**Liability lies with the property owner and the City.**

**2) We suspect that most of the trees are shallow rooted based on past experience. Sidewalk and street construction could compromise roots and stability = unsafe situation.**

**3) Some recent tree removals showed that the roots were damaging building foundations and infrastructure.**



# Existing Conditions: Typical Block – Trees (8 on each side)



## LEGEND

- |                |                |                   |
|----------------|----------------|-------------------|
| Traffic Signal | Trash Can      | Street Centerline |
| Street Light   | Bicycle Rack   | Crosswalk         |
| Planter        | Building Entry | Kiosk             |
| Trash Can      | Bench          | Tree              |





# UFO FESTIVAL

May 12-15

**Two types of trees – maples and lindens –  
columnar and with canopy.  
All have been assessed – 2018 and 2020.**



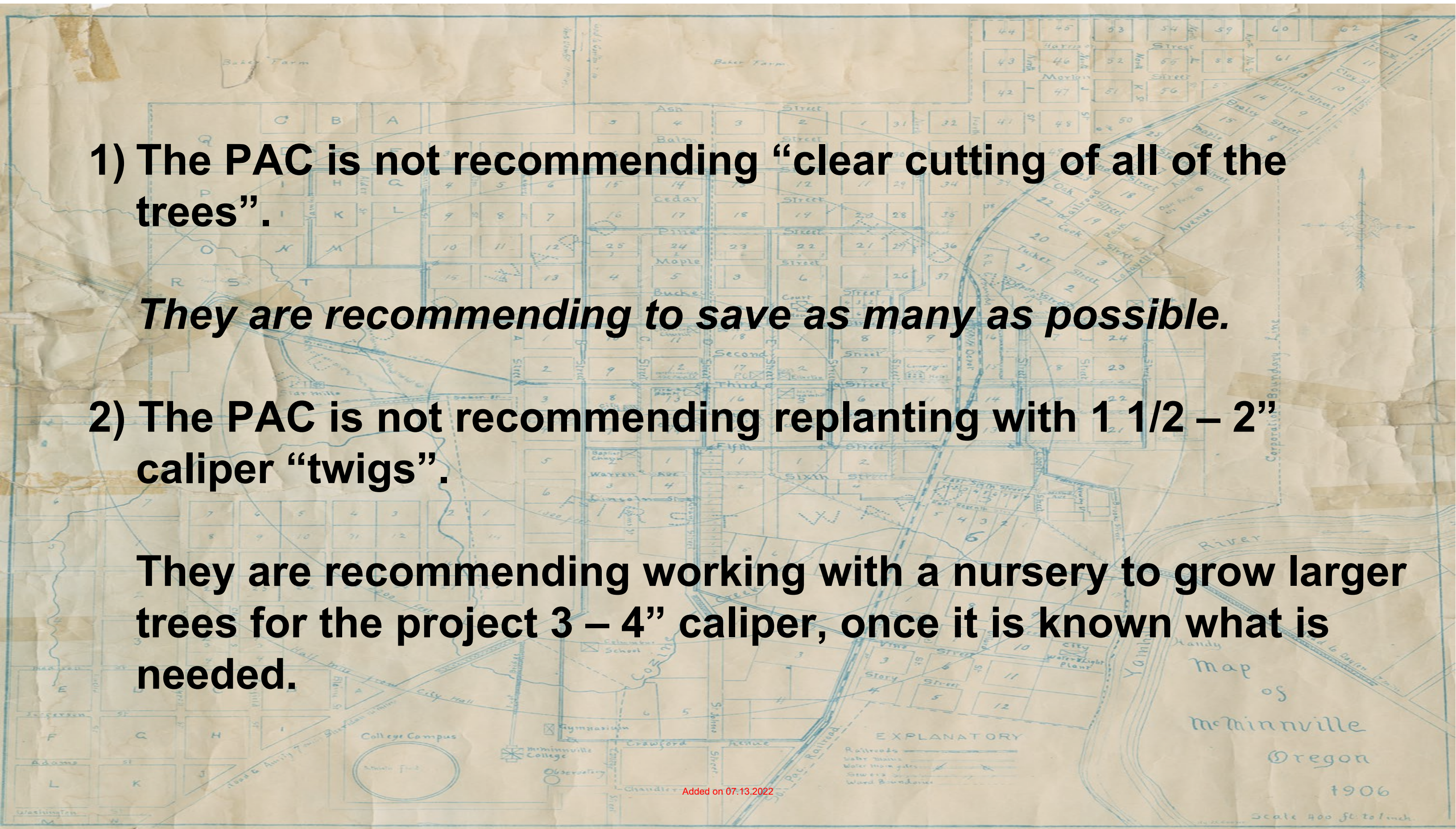
# THIRD STREET IMPROVEMENT PROJECT: TREES

**1) The PAC is not recommending “clear cutting of all of the trees”.**

***They are recommending to save as many as possible.***

**2) The PAC is not recommending replanting with 1 1/2 – 2” caliper “twigs”.**

**They are recommending working with a nursery to grow larger trees for the project 3 – 4” caliper, once it is known what is needed.**





# THIRD STREET IMPROVEMENT PROJECT: TREES

## TAYLOR DALE DEMONSTRATION PROJECT:

In 2018, in response to a code enforcement case for removing a Third Street tree without permission, city staff worked with the Taylor Dale development group on a plan to replace the trees as a demonstration project for a future Third Street Improvement Project:

Planted 4" Caliper Trees in 2019  
48" Root Barrier – Full Surround  
Structural Soil Evaluation  
4' x 6' Tree Wells





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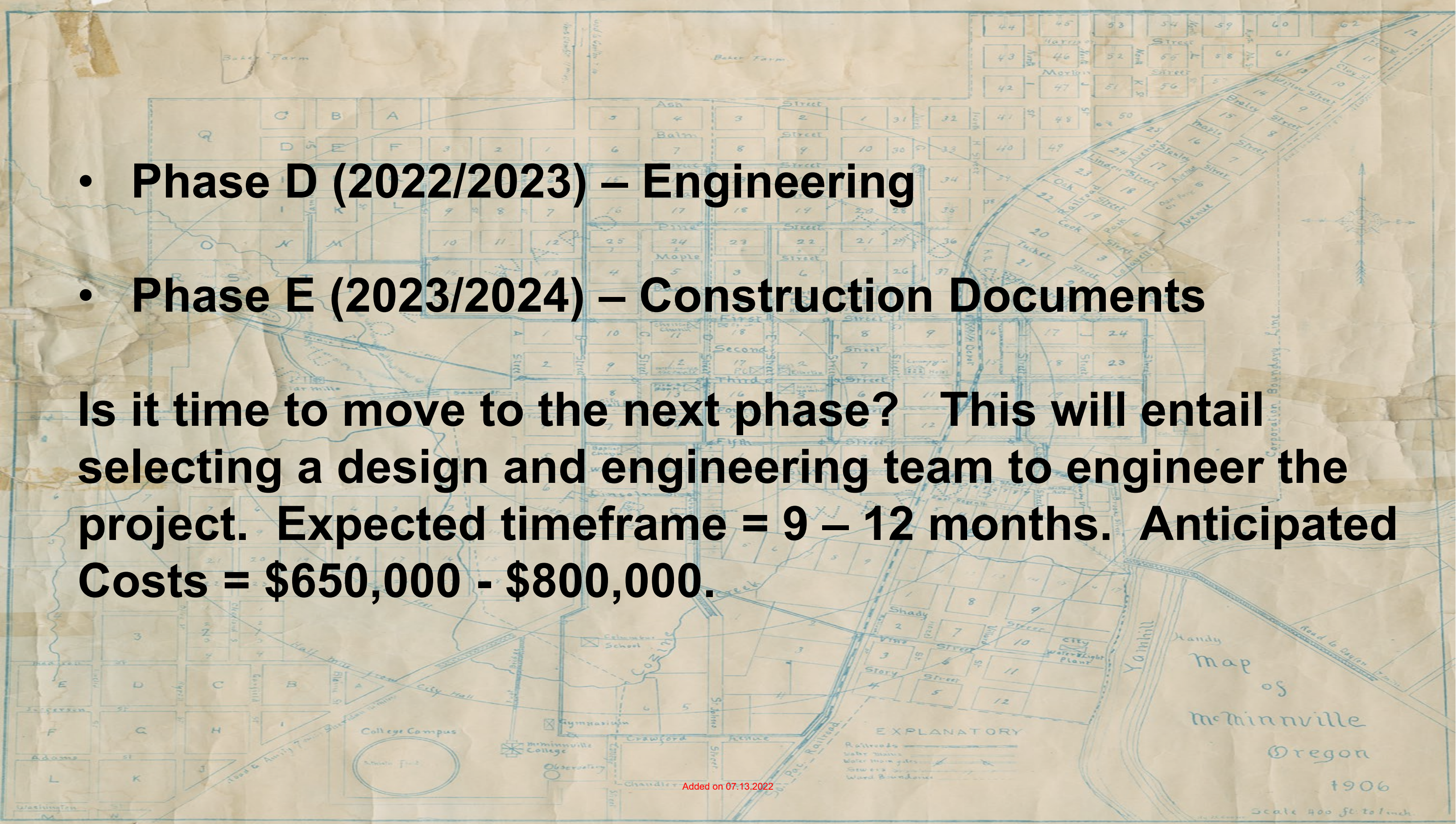




# THIRD STREET IMPROVEMENT PROJECT: DIRECTION

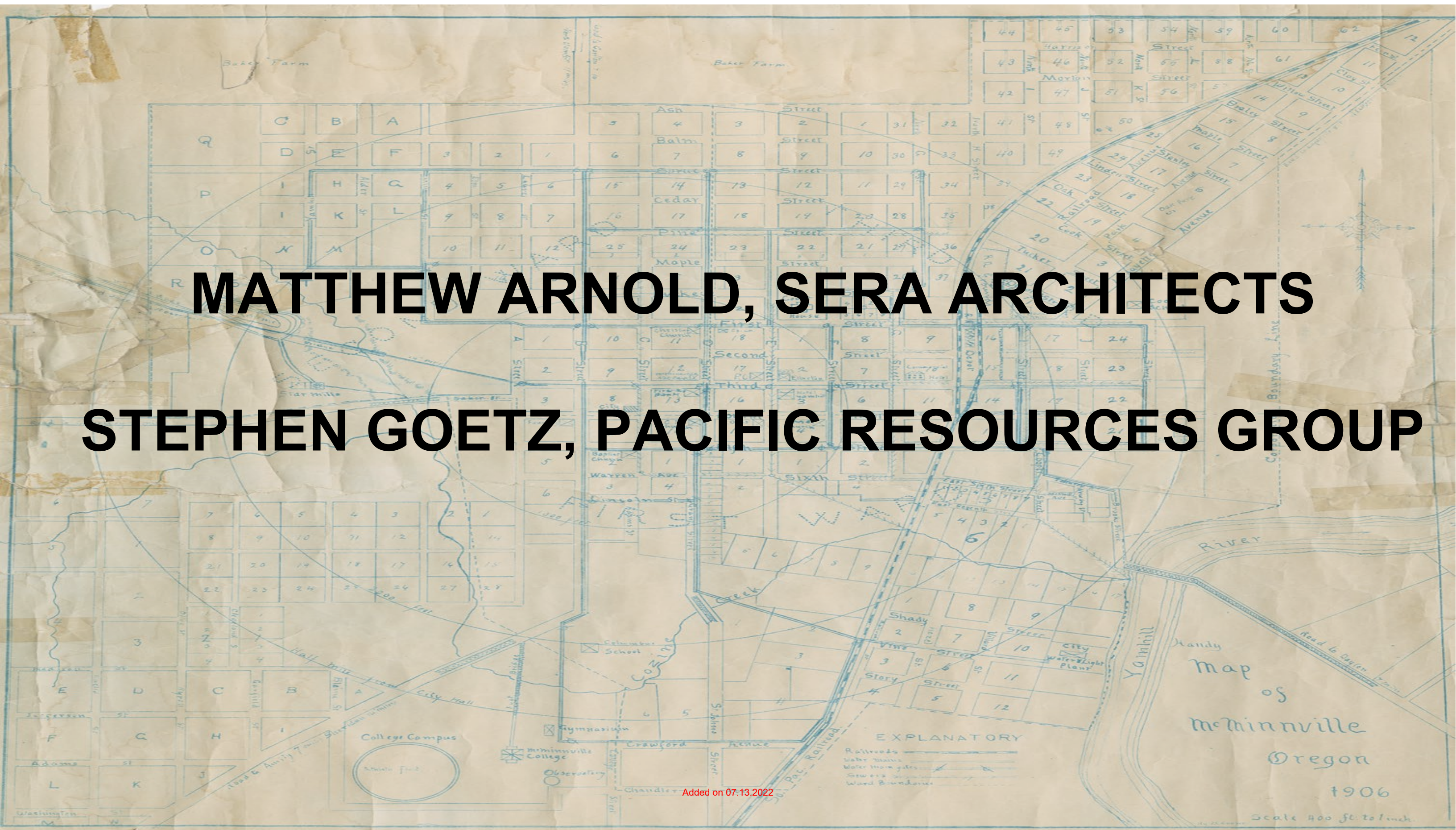
- Phase D (2022/2023) – Engineering
- Phase E (2023/2024) – Construction Documents

**Is it time to move to the next phase? This will entail selecting a design and engineering team to engineer the project. Expected timeframe = 9 – 12 months. Anticipated Costs = \$650,000 - \$800,000.**





# PHASE C (REFINED CONCEPT DESIGN) PRESENTATION



**MATTHEW ARNOLD, SERA ARCHITECTS**

**STEPHEN GOETZ, PACIFIC RESOURCES GROUP**