

**NE Third Street Streetscape Plan
Project Advisory Committee Meeting #2**

AGENDA
5 April 2019
10a-12p

10a Introductions & Ice-Breaker (ALL)

1010a Review / Recap
A brief review of Problem Statement, Existing Conditions, Opportunities & Constraints, etc. (SERA)

1020a Goals & Objectives
Full group exercise to pinpoint key topics / points to be included in project Goals & Objectives, followed by facilitated sorting and discussion. (ALL)

1055a Vision Statement
Small group exercise to begin crafting / drafting a Vision Statement describing the future for Third Street. (ALL)

1135a Report Out
Full group reporting on Vision Statements (PAC) and Initial Goals & Objectives (SERA).

1155a Next Steps
Description of Chartering process moving forward (SERA).

12p Adjourn

NE Third Street Streetscape Plan Focus Group Meeting #1

MEETING NOTES

15 February 2019

Prepared by: Matthew Arnold

Attendees: Chris Shelby (The Springs Living)

City of McMinnville Staff: Heather Richards, Jamie Fleckenstein

The following are thematic notes from this Focus Group meeting; they are grouped by topic area and are not attributed to individual participants.

Background

- Worked on Third for several years
- The Springs Living employs ~60 people in their offices in McMinnville, and would prefer their corporate HQ in Downtown
- Employs ~1,800 people in 15 facilities in Oregon and beyond

Overall Quality / Experience / Themes

- Third Street is a gem with great amenities; it will be a challenge to improve it “without screwing it up.” (E.g., Eugene’s pedestrian mall was a failure)
- City has done a great job marketing Third Street / Downtown
- The “energy stops at Galloway” – drawing energy / activity further east will be a challenge
- Maintain the historic nature
- There is an energy that comes with the ‘closeness’ of the street
- Quirkiness is key to McMinnville’s authenticity; “nobody seems out of place”
- Design should be cohesive and tied to historic nature

Uses

- Overall diversity of Third Street businesses is very important
- Wine-related businesses should be fostered
- Restaurants and shopping should be emphasized. Shopping during the day, with restaurants taking over at night.
 - Restaurant interface is critical – street seats would be a great idea.
- The East end of Third could be mixed-use: housing and hospitality, perhaps destination-oriented

Parking

- On-street parking should always be full – makes the area feel ‘special’ and ‘in-demand’

Street Trees

- Street trees are key, but not necessarily *these* specific trees

Kiosks and Mid-Block Crossings

- Existing kiosks 'hide' pedestrians looking to cross which presents a safety issue
- Redesigning the kiosks could accommodate more art and plantings while improving safety

Other Amenities

- Trash cans and benches are necessary elements (but not necessarily the existing bench style)

Buildings

- The old Depot could be a potential amenity

Special Events

- Events bring a great deal of vitality; we have about the right number of big events now, but could use more evening events in particular

Public Space

- More public space adjacent to Third would be appreciated

Bike Parking

- On-street bike corrals could be useful

Other Areas of Downtown, Other Issues, etc.

- There has been an increasing number of 'unhoused' along Third Street and in Downtown, in conjunction with transit and/or community services. Presence creates a perception that Downtown is not always safe.
- The smoking ban has been helpful
- Could the County Courthouse and/or other County facilities be relocated?
- Downtown design guidelines need to be strengthened to protect character

NE Third Street Streetscape Plan Focus Group Meeting #2

MEETING NOTES

15 February 2019

Prepared by: Matthew Arnold and Martin Glastra van Loon (SERA)

Attendees: Jim Schlotfeldt (First Federal), Kenneth Diener (KJD Architecture), Scott Cunningham (Community Plate), Rhonda Feero (La Bella Casa / Wright Building)

City of McMinnville Staff: Heather Richards, Jamie Fleckenstein

The following are thematic notes from this Focus Group meeting; they are grouped by topic area and are not attributed to individual participants.

Overall Quality / Experience / Themes

- Strengths of Third Street include walkability, compactness, and open storefronts
- Feeling of community, a welcoming atmosphere
- The sense of “small-town America” – a “step back in time”
- A mix of people
- A mix of local businesses
- The City, MURAC, and MDA are solid resources and very supportive of businesses

Uses

- Good mix of businesses (and business owners connect with each other)

Street Trees

- The trees along Third are key – they should be “large and lit up”
- Not getting pruned enough; block lighting; should be limbed up
- The overall number of trees along Third Street should be revisited – “maybe we could do more with less”
- “Trees do different things at different heights”

Sidewalks

- There are ADA issues on the sidewalk and crossing ramps

Signage

- Sandwich board signs clutter the sidewalks and may not be that effective

Kiosks

- Kiosks and their mid-block curb extensions should be revisited
- Existing kiosks were locally built, but appear out-of-date; perhaps a new design could better preserve their function

Lighting

- Not enough lighting, and the existing street trees block much of the light; gets pretty dark in the evening

Mid-Block Crossings

- A strong feature that should be included in the redesign

Special Events

- Need a wine-focused event
- Consider including bollards in the design to ensure pedestrian safety during events, and to create more attractive way to do road closures

Seating

- Need more outdoor seating
- There would be some opposition to removing on-street parking in favor of café seating
- How should outdoor seating be managed? The City needs to provide more guidance such that there is more consistency up/down the street (but not necessarily a “mono-culture”); each business should have its own furniture.
- The number of benches could also be revisited

Parking

- Parking inventory should be balanced 1:1, with any loss on Third Street replaced in nearby proximity Downtown
- Downtown needs more bike parking

Gateways

- Should improve connectivity to City Park (and this notion is supported by First Federal); potentially a rapid-flash beacon (RFB)
- The upper portion of City Park – including the area between the Library and the Aquatic Center – are akin to Portland’s Pioneer Square, and could be a public heart for Downtown

Other Issues, Ideas

- Drainage needs to be improved
- Recycling and composting should be added (in addition to traditional trash cans)
- The unhoused are becoming a problem in Downtown and along Third Street
- City Park (both upper and lower) is underutilized and could use a re-think; unhoused / transient population there is a key issue
- Public restrooms would be appreciated by business owners who bear the burden – especially from public events. (City has explored this, but vandalism is a major concern.)

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MEETING NOTES

15 February 2019

Prepared by: Matthew Arnold

Attendees (Project Advisory Committee):

Ossie Bladine, MURAC
 Kyle Faulk, MURAC
 Walt Gowell, MURAC
 Kelly McDonald, MURAC
 Cassie Sollars, MURAC
 Wendy Stassens, MURAC
 Marilyn Worrix, MURAC
 Kellie Menke, City Council
 Scott Hill, Mayor
 Jeff Towery, City Manager
 Jenny Berg, Downtown Association
 Gerry Hunter, Downtown Assoc.
 Brad James, Downtown Assoc.
 Sylla McClellan, Downtown Assoc.
 Ken Diener, Community Stakeholder
 Charles Hillestad, Community Stakeholder
 Steve Rupp, Community Stakeholder
 Rob Stephenson, Community Stakeholder

Attendees (Technical Advisory Committee):

Heather Richards, Planning
 Jamie Fleckenstein, Planning
 Mike Bissett, Engineering
 John Dietz, McMinnville Water & Light

The NE Third Street Streetscape Plan Project Advisory Committee met for the first time on 2/15/19 at the McMinnville Community Center. SERA's Matthew Arnold and Martin Glastra van Loon utilized a slideshow presentation to facilitate a conversation with Committee members. The following are thematic notes from the meeting; they are grouped by topic area and are not attributed to individual participants.

Overall Quality / Experience / Themes

- Preservation: focus on / enhance what's already here. Maintain the community's reverence for Downtown and the feelings it engenders
- This is McMinnville's "living room" – it has a sense of family / community
- Third Street should be like McMinnville – organic and authentic and quirky
 - There may not need to be a single "theme" for the street as a whole
- Openness to reconsidering Third Street's Classification as a Major Collector (remnant of when the street used to be a State Highway?)

Uses

- Restaurants are a key use

Cross-Section

- Potential to narrow travel lanes, widen sidewalks, and slow down traffic

Street Trees

- Existing trees provide Third Street's ambiance, and help to create a sense of enclosure

Sidewalks

- The condition of the sidewalks today presents an issue for walkability.

Signage

- "A-Frame" / sandwich-board signs are a clutter / mobility issue on sidewalks.
- Hopefully this project can lock in wayfinding signage
- We should question standard assumptions about all signage, including regulatory signs

Kiosks

- Mixed feelings about existing kiosks. Questions about who uses them and in what way.
- These could be used as a location for wayfinding signage

Lighting

- Street generally not lit well enough
- Suggestion for bollard lighting or "street-level" lighting
- Suggestion of LED lighting incorporated in furniture
- Question about lights that were 'sponsored' or 'donated' – general feeling that these should be preserved somehow, but perhaps they don't need to be kept on Third Street

Public Art

- General feeling that art should be included. This could even be modern art to stand in contrast to historic elements.

Mid-Block Crossings

- Locations/configurations present safety concerns

Buildings

- (Existing/historic) buildings are key, and the streetscape should complement them (as opposed to Alpine Avenue, which had little architectural character)

Special Events

- Should look to build in mechanism to close streets for festivals, etc. (e.g., Corvallis)

Gateways

- Third / Adams Intersection
 - Questions about how to connect Third Street to Library & City Park. (Concerns about some of the current, negative uses of City Park)
 - Both Adams and Baker should be considered gateways – given the one-way / N-S couplet
- Alternatively: perpendicular to the Adams/Baker couplet on Second and Fourth Streets, with Third Street integrally connected to City Park, creating a "Drive through a Park" experience.

Sponsorships, Commemorations, and Memorials

- There are many items (street lights, planters, etc.) that have plaques on them, and there is a question about how these should be honored and/or preserved

Other Areas of Downtown, etc.

- Side streets should also be given attention, as should alleys (and back doors). Consider Third Street in the context of the Downtown as a District.
 - Alleys and accessways to off-street parking should be well-lit
- Yamhill County owns significant property in Downtown; consolidation or relocation could free up significant land that could be (re)developed to the benefit of Downtown
- Perhaps the Third Street project could be somehow extended to 3-Mile, perhaps with a roundabout. Architectural and/or design elements could begin at 3-Mile and be most concentrated at intersections and in the core of Third Street