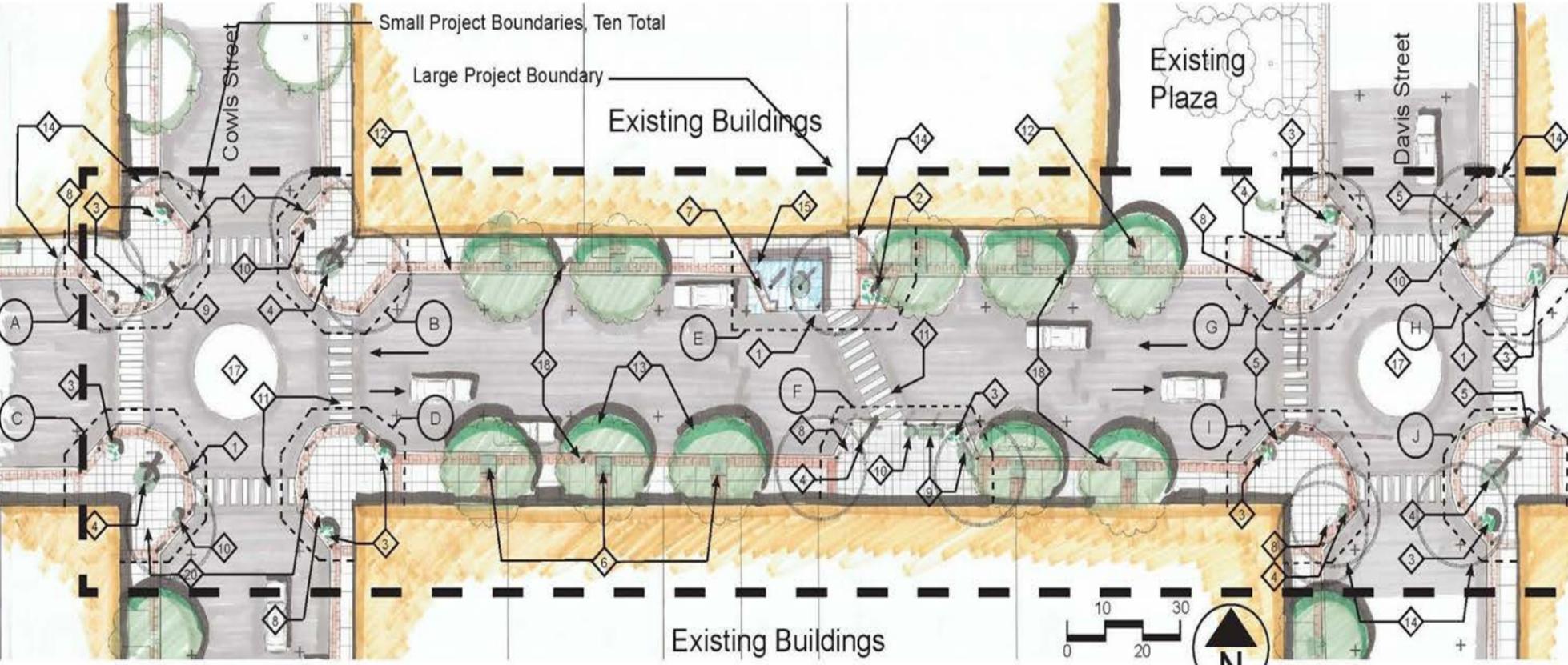


NE THIRD STREET Streetscape Plan

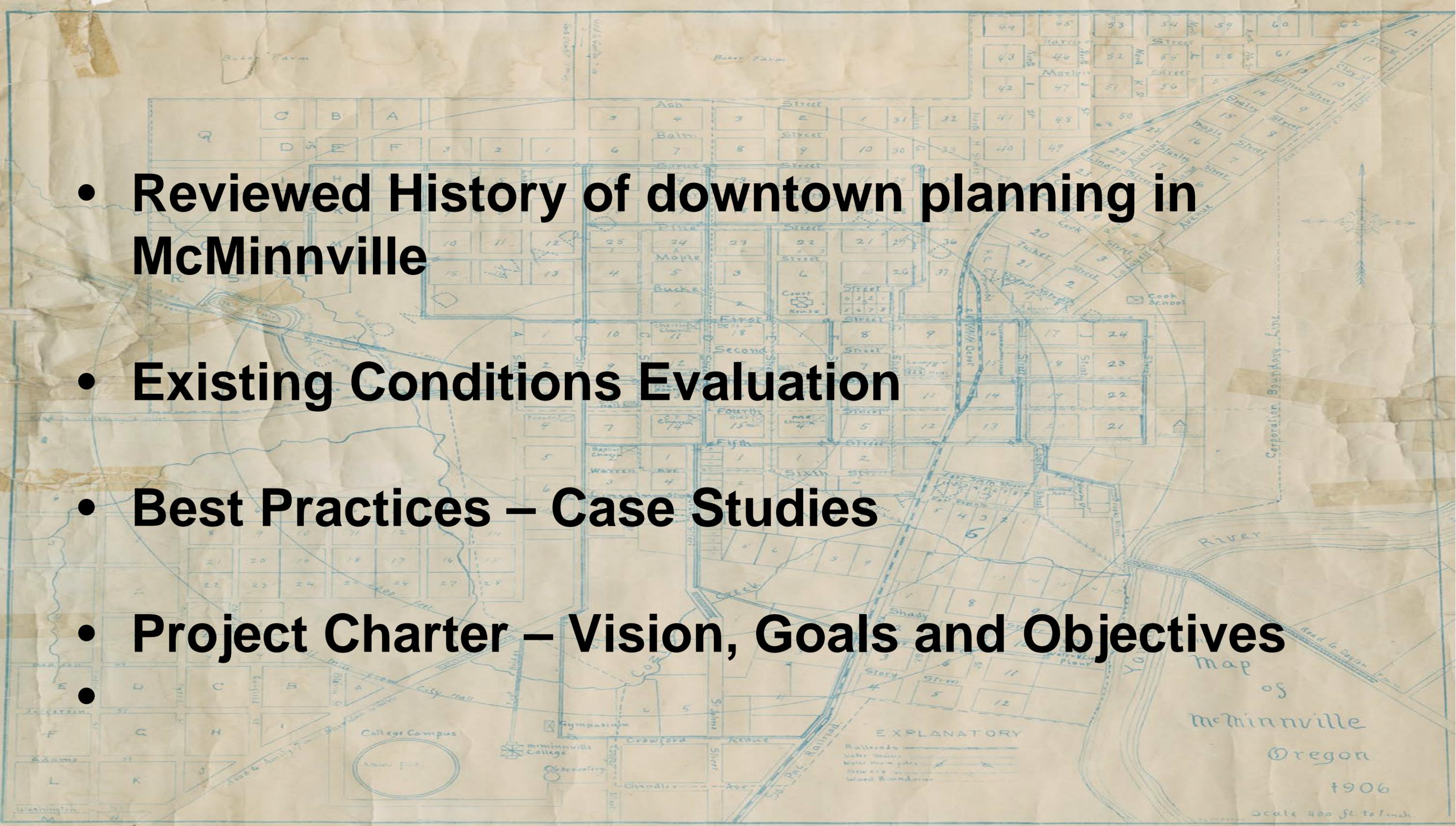
Phase A

McMINNVILLE, OREGON



THUS FAR:

- Reviewed History of downtown planning in McMinnville
- Existing Conditions Evaluation
- Best Practices – Case Studies
- Project Charter – Vision, Goals and Objectives



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.

a VISION for third street:

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 McMinnville.

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



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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



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)



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**