

Third Street Improvement (TSI) Project

Community Forum #1

McMinnville, Oregon

26 October 2023

5-7p



MEETING PURPOSE

- Publicly launch the next phase of work on the Third Street Improvement (TSI) Project.
- (Re)orient community members to the work and decisions from the Visioning and Concept Design phases.
- Review the overall project scope and schedule for the Engineering / 30% Design effort.
- Introduce the community to the Downtown Business Resiliency efforts that will accompany the design and engineering work.

Third Street Improvement Project :: **Community Forum #1 Agenda**

AGENDA

5p Open House

All

530p Welcome + Introductions

City of McMinnville

535p Presentation

Downtown Evolution + Resiliency
Project Goals + Objectives
Review of Vision + Concept Design
30% Design Scope + Schedule
Downtown Resiliency Schedule

*Civilis
City of McMinnville
SERA
SERA / BKF
Civilis*

605p Q+A / Discussion

SERA / All

630p Open House

All

7p Adjourn

Michele Reeves Downtown Resiliency



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ZOOM OUT



ADAMS STREET

FIFTH STREET

THIRD STREET

JOHNSON STREET

FIRST STREET



YUMMY!

KUDOS



OVERVIEW

Downtown Economic Stages

Resiliency Approaches

Schedule

OVERVIEW

Downtown Economic Stages

Resiliency Approaches

Schedule

ECONOMIC STAGES

- Emerging
- Transition
- Mature

ECONOMIC STAGES

- **Emerging**
- Transition
- Mature

EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



EMERGING





EMERGING

ECONOMIC STAGES

- Emerging
- **Transition**
- Mature

TRANSITION



TRANSITION



TRANSITION



Bella Boutique
100 E. Main St., Waco, TX 76798
(767) 795-1149
Bella Boutique



TRANSITION

TRANSITION



TRANSITION





TRANSITION

TRANSITION



TRANSITION



USED TO BE SIMILAR



ECONOMIC STAGES

- Emerging
- Transition
- **Mature**

MATURE



MATURE



MATURE



MATURE



MATURE

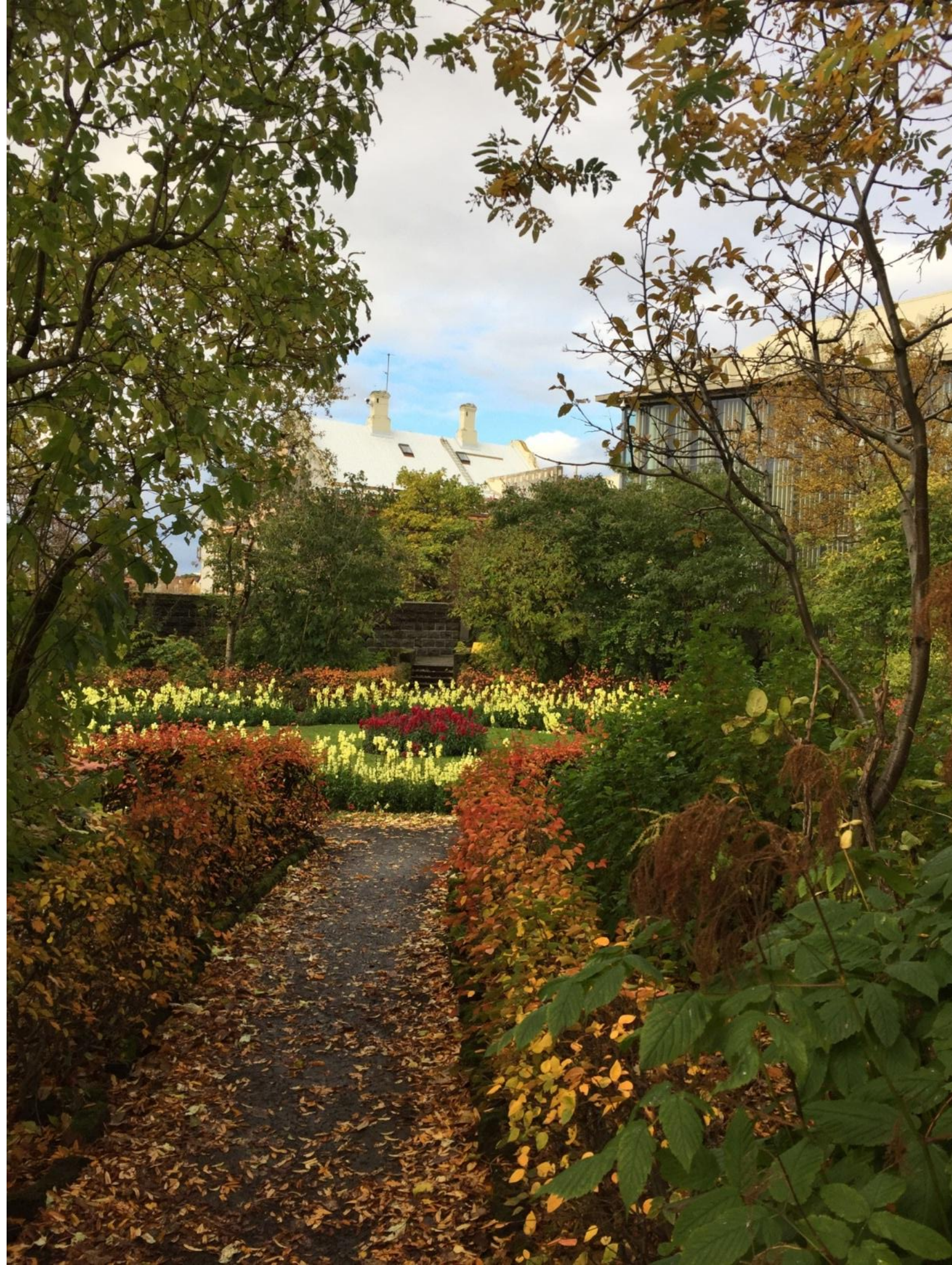


MATURE





MATURE



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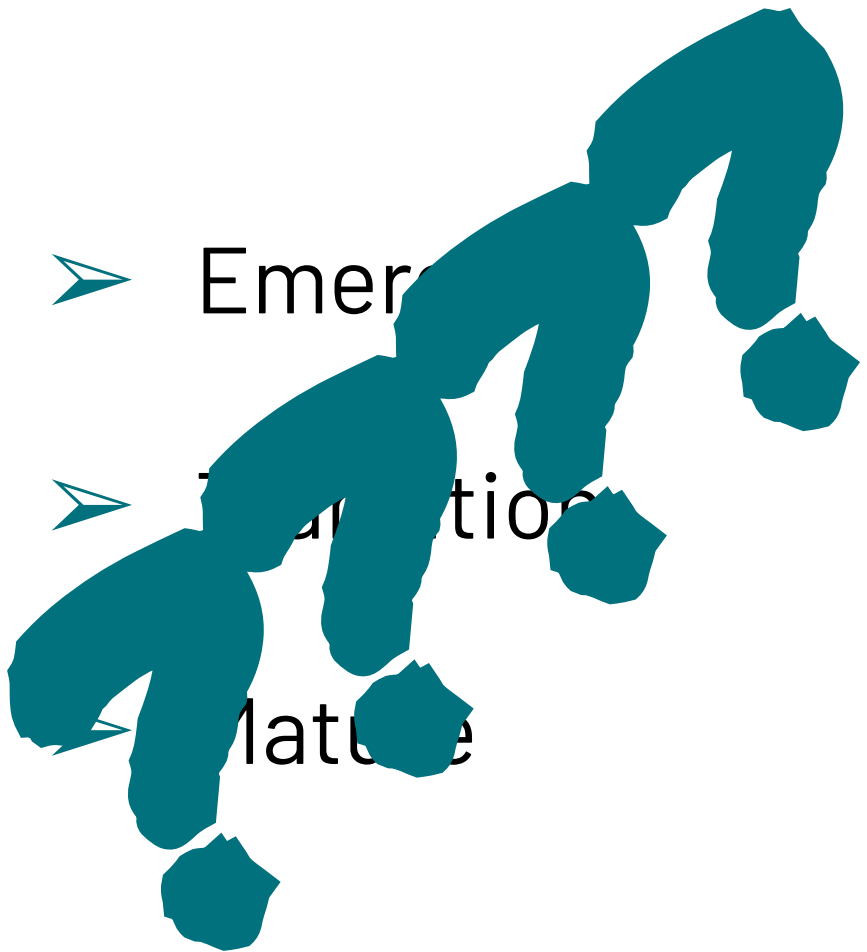
MATURE



ECONOMIC STAGES

- Emerging
- Transition
- Mature

ECONOMIC STAGES



OVERVIEW

Downtown Economic Stages

Resiliency Approaches

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OVERVIEW

Downtown Economic Stages

Resiliency Approaches

Schedule

RESILIENCY APPROACHES

- ❖ Match Resiliency Tools to Stage

RESILIENCY TOOLS THAT HELP IN ALL STAGES



➤ Emerging

➤ Transition

➤ Mature





BACK IN THE PLANNED
TRIP BUSINESS!

RESILIENCY TOOLS THAT HELP IN ALL STAGES



- Emerging
- Transition
- Mature



RESILIENCY APPROACHES

- ❖ Match Resiliency Tools to Stage
- ❖ **Laser Focused on Driving Sales**

SALES REALITY ZONE

**THREE
WAYS TO
INCREASE
SALES**

THREE WAYS TO INCREASE SALES

1. SELL MORE TO EXISTING CUSTOMERS



ADD FRESH FOOD TO INCREASE
BASKET SIZE!

THREE WAYS TO INCREASE SALES

- 1. SELL MORE TO EXISTING CUSTOMERS**
- 2. IMPROVE CONVERSION RATE**



CONVERSION RATE:
WHAT IS IT?

% OF PEOPLE WHO
BUY SOMETHING

CONVERSION RATE FOR A MALL?



CONVERSION RATE FOR A MALL?

17-25%

INCREASE CONVERSION RATE, INCREASE SALES



1 3/4

to



2 1/2

OUT OF TEN PEOPLE

THREE WAYS TO INCREASE SALES

- 1. SELL MORE TO EXISTING CUSTOMERS**
- 2. IMPROVE CONVERSION RATE**
- 3. INCREASE TRAFFIC**

PARKING
TO 9³⁰ AM
1 HOUR
PER TIMES

LURE MORE FOLKS DOWNTOWN



ENTICE FOLKS ON THE SIDEWALK



INTO BUSINESSES



EVERYONE'S JOB

**CROSS-POLLINATE
TRAFFIC!**



RESILIENCY APPROACHES

- ❖ Match Resiliency Tools to Stage
- ❖ Laser Focused on Driving Sales
- ❖ **Timing/Staging/Show, Don't Tell**

MINIMIZE IMPACT ON SALES

ALLEY
CLOSURES

MORNINGS

WEEKDAYS

AFTERNOONS

WEEKENDS

WHERE
STAGE

STREET
CLOSURES

TIME OF
YEAR



**IS IT SHOWING IT'S OPEN?
OR DOES IT LOOKED CLOSED?**

SHOWING
CLOSED...



TRYING TO
TELL "IT'S
OPEN"



CAN WE
SHOW
"WE'RE OPEN!"



Additional
Customer
Parking in
Garage on
Millikan Way

DO NOT
ENTER

OVERVIEW

Downtown Economic Stages

Resiliency Approaches

Schedule

OVERVIEW

Downtown Economic Stages

Resiliency Approaches

Schedule

OVERVIEW

RETURN LATER!

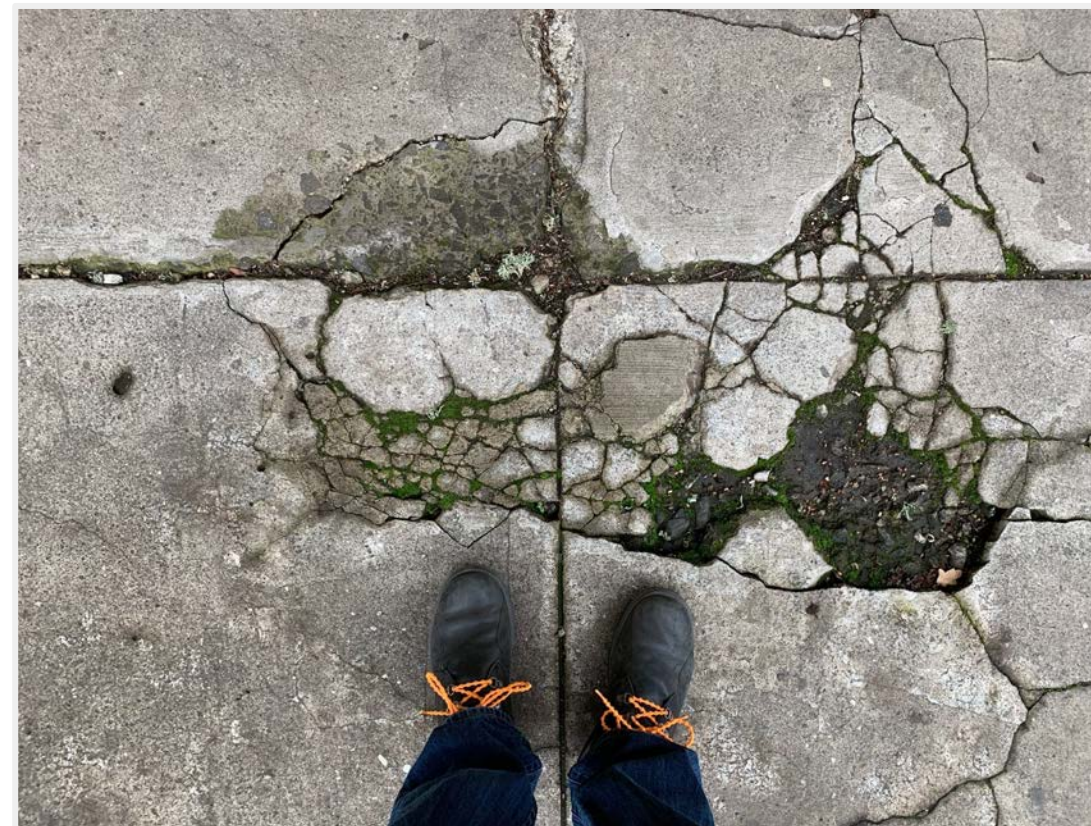
Downtown Economic Stages

Resiliency Approaches

Schedule

Third Street Improvement (TSI) Project Project Background

NE Third Street :: Existing Conditions



Third Street Improvement Project Overview :: **Adams to Johnson**

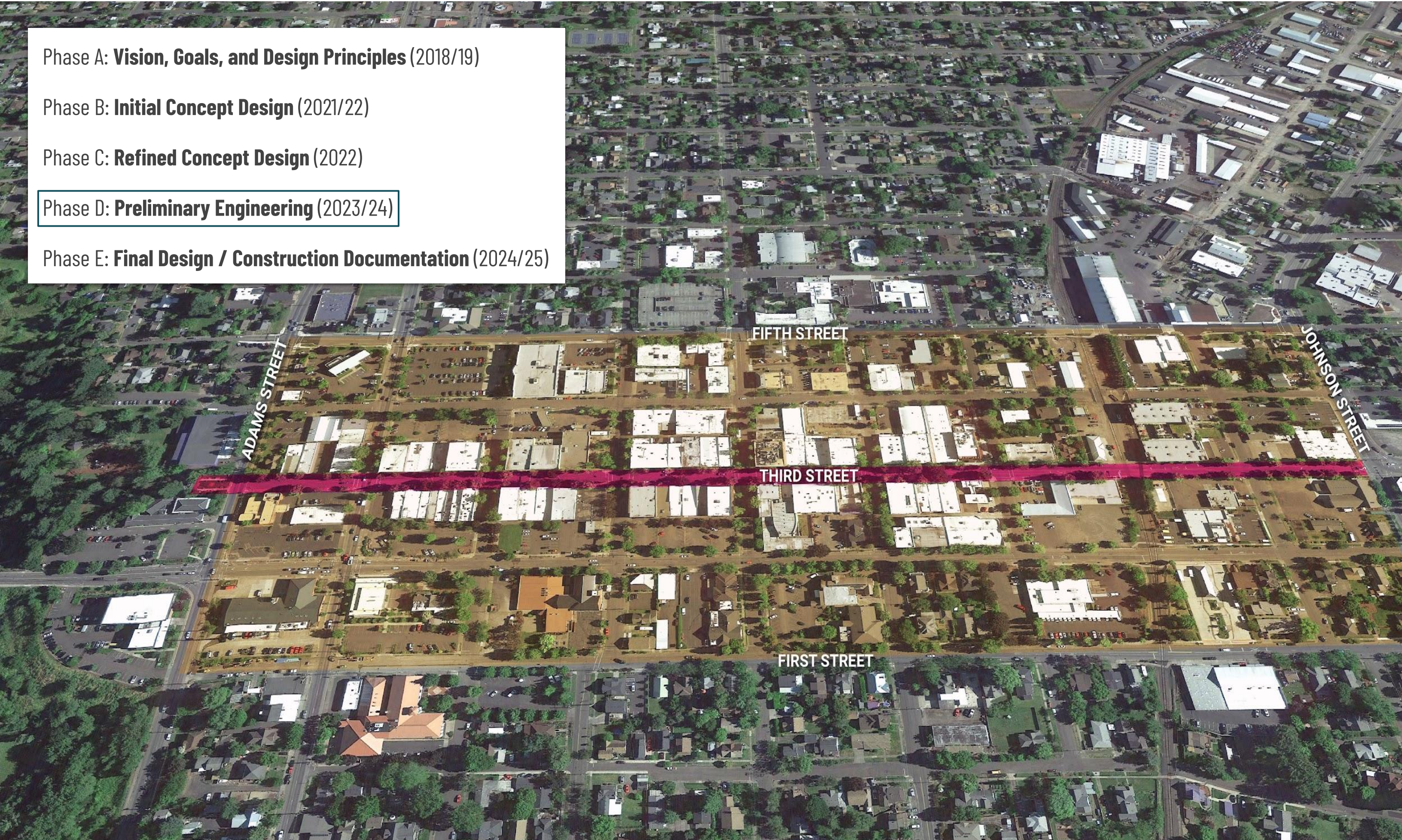
Phase A: **Vision, Goals, and Design Principles** (2018/19)

Phase B: **Initial Concept Design** (2021/22)

Phase C: **Refined Concept Design** (2022)

Phase D: **Preliminary Engineering** (2023/24)

Phase E: **Final Design / Construction Documentation** (2024/25)



NE Third Street :: Previous Plans + Policies

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.

Downtown Improvement Plan (2000)

D. Third Street Streetscape Plan

The Third Street Streetscape Plan (TSSP) is an in-depth plan for making Third Street into a coordinated, inviting, pedestrian friendly street that will boost the economic potential of Downtown McMinnville. Submitted in 2005, the TSSP lays out a plan for Third Street including street tree modification options, crosswalks, street lighting, landscaping, benches and bike racks, and more.

The Plan conforms with and will directly support the vision of streetscape improvements put forth by the TSSP. It will provide the funds to complete projects identified in the TSSP.

Urban Renewal Plan (2013)



Third Street Streetscape Plan (2015)

| 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. |

Transportation System Plan (2010)

Third Street Improvement Project :: **Components and Decisions To-Date**

With the guidance of the Project Advisory Committee (PAC), the Technical Advisory Committee (TAC), and City Council, and with input from stakeholders and community members via our Community Forums, surveys, and online info sessions, we have:

- Established a project **Vision, Goals + Objectives**, and **Design Principles**
- Determined **roadway functional design / cross-section**
- Developed approach to **street trees** and plantings
- Designed and programmed **mid-block curb extensions**
- Selected a design theme for **furnishings and fixtures**
- Recommended **roadway and sidewalk materials**





Background map of downtown Portland, Oregon, showing a grid of streets and building footprints. The map is rendered in a light, semi-transparent style. Key streets labeled include NE 5th St, NE 4th St, NE 3rd St, NE 2nd St, and NE 1st St running east-west, and SW Adams St, NE Baker St, NE Cowles St, NE Davis St, NE Evans St, NE Ford St, NE Galloway St, NE Irvine St, and NE Johnson St running north-south. Specific buildings and landmarks are labeled, including the aquatic center, city park, library, downtown association, u.s. bank plaza, hotel oregon, the barber, and a train station. A yellow double-headed arrow highlights the segment of NE 3rd St between SW Adams St and NE Johnson St.

Third Street Improvement (TSI) Project Vision, Goals, and Principles

Third Street Improvement Project :: **Vision**

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 McMinnville.

Third Street Improvement Project :: **Goals + Objectives**

reinforce and celebrate McMinnville's UNIQUE and WELCOMING IDENTITY

strengthen the PROSPERITY of LOCAL BUSINESSES

ensure SAFETY for all users and CONNECTIVITY throughout Downtown

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

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

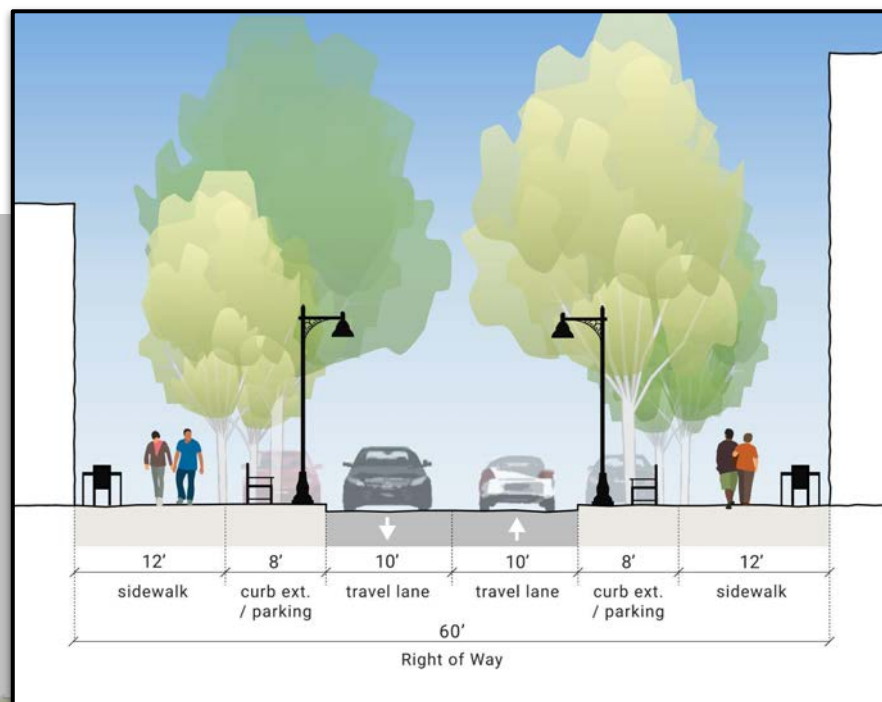
facilitate a robust PUBLIC ENGAGEMENT process that engages the entire community

Third Street Improvement 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
- Third Street is **quirky** and **unique**

Design Concept A Person-Centered Main Street

Functional Design Concept :: A Person-Centered Main Street



Reapportion the existing 60' right-of-way with a familiar layout that improves upon what works well today

Parking pockets serve as a buffer to pedestrians / seating

Parking spaces and flexible use for parklets, bike corrals, etc.

Wider, symmetrical sidewalks (12' per side) provide more room for pedestrians + commerce

Traffic calming "Lane Diet" to 10'

60' right-of-way

More flex space. Opportunity to utilize ample curb extension space for flexible uses (seating, plantings, art)

Generally 5 parking spaces per block face (10 spaces total per block)



Design Concept :: Overview

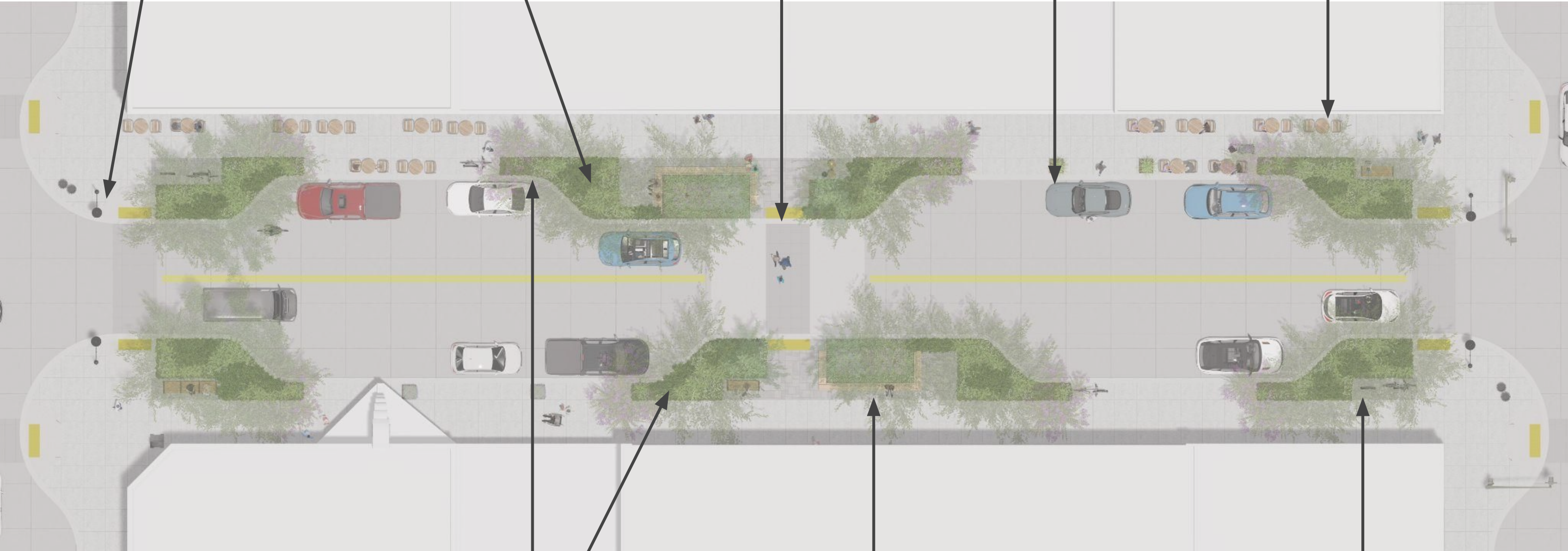
Historic lighting fixtures at intersections

Tree Groves

Perpendicular mid-block crossings

On-street parking

Outdoor dining or commercial use



Offset curb extensions

Raised planters with seating

Intersection grove with flex space

Design Concept :: **Mid-Block**



Mid-Block



Mid-Block Grove



Intersection / Corners



From a Ford F-150



Street Frontage Zone



Mid-Block / Outdoor Dining

Grove Street Tree Concept

Open Mountain Woodland

Existing Conditions :: **Street Trees**



The existing street trees - particularly the mature red maples - are a defining feature of Third Street and are beloved by the McMinnville community. It is the goal of the project to save as many of these existing street trees as possible and to incorporate them into the new streetscape.



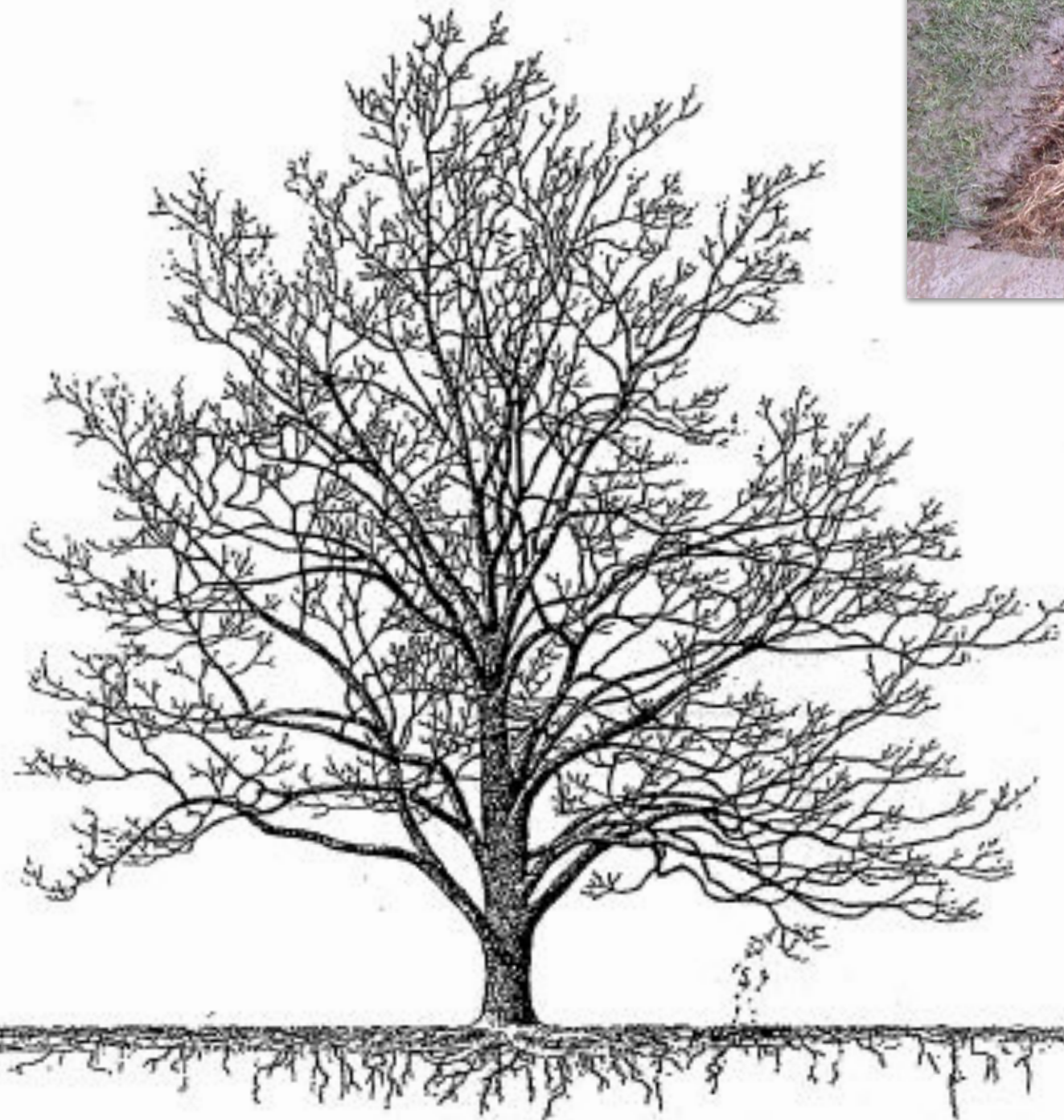
Existing Conditions :: **Street Trees**



There are anticipated difficulties with the proposition of preserving existing trees, and these need to be studied and discussed openly during future design and construction phases. For example:

- The older existing trees are lifting the sidewalks and creating **ADA accessibility issues** - for which both the City and the adjacent property owner are liable.
- Most of the current trees likely have **shallow root systems**, which will be difficult to work around as new sidewalks, curbs, utilities, and roadway are installed.
- Existing trees may become unstable during construction, raising **safety** concerns.
- Recent tree removals showed that roots are **damaging building foundations and infrastructure**.

Existing Street Trees :: **Extensive Root Growth**



It is often impractical to demolish an existing street, dig trenches for utilities, and reconstruct a streetscape around large root systems

Existing Street Trees :: **Healthiest When in Curb Extensions**



**CANOPY TREES NEED
MORE ROOM TO GROW**

WEX 3rd St

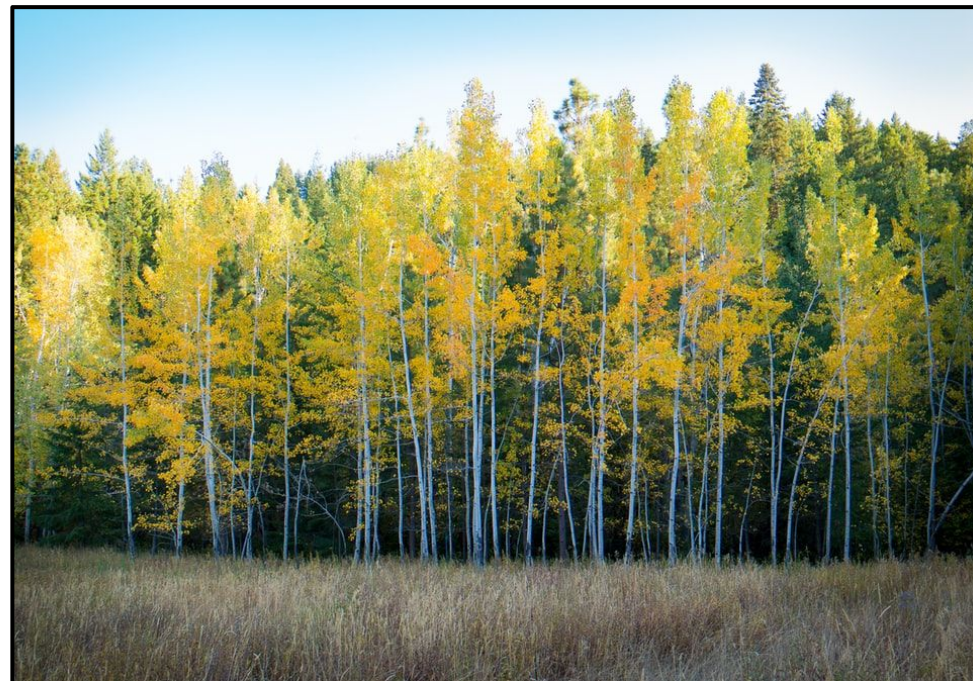
LOS MOLCAJETES

Grove Concept :: **Street Tree Design Principles**

Given the potential difficulties of preserving the existing street trees, it is recommended that a new street tree concept be pursued for NE Third that attempts to strategically accommodate existing trees while adhering to the following principles:

- Create a **diverse streetscape** that gets better with age.
- Highlight and frame Downtown's **historic architecture**.
- Preserve the **tunnel effect** created by today's street trees.
- Enliven Third Street with both **streetlights and "twinkle lights."**
- Strive to work within the City's list of **pre-approved street tree species**.
- Include species that enhance **ecological function**.
- Include species that will have the greatest **seasonal interest** (e.g., flowering, bark, summer canopy, fall color, winter rain capture / protection....)
- Select species that allow the **attributes of adjacent species** to stand out (e.g., fall color against a green backdrop).

Grove Concept :: **Open Mountain Woodland**



TREE DESIGN

- Concentration of trees that vary in species, height, spread.
- Limited to wider curb extension areas.
- Employs a variation of tree species to create a lush/dense effect.
- Utilizes a range of upper/middle/lower story layering.
- Planting space at base of groves.

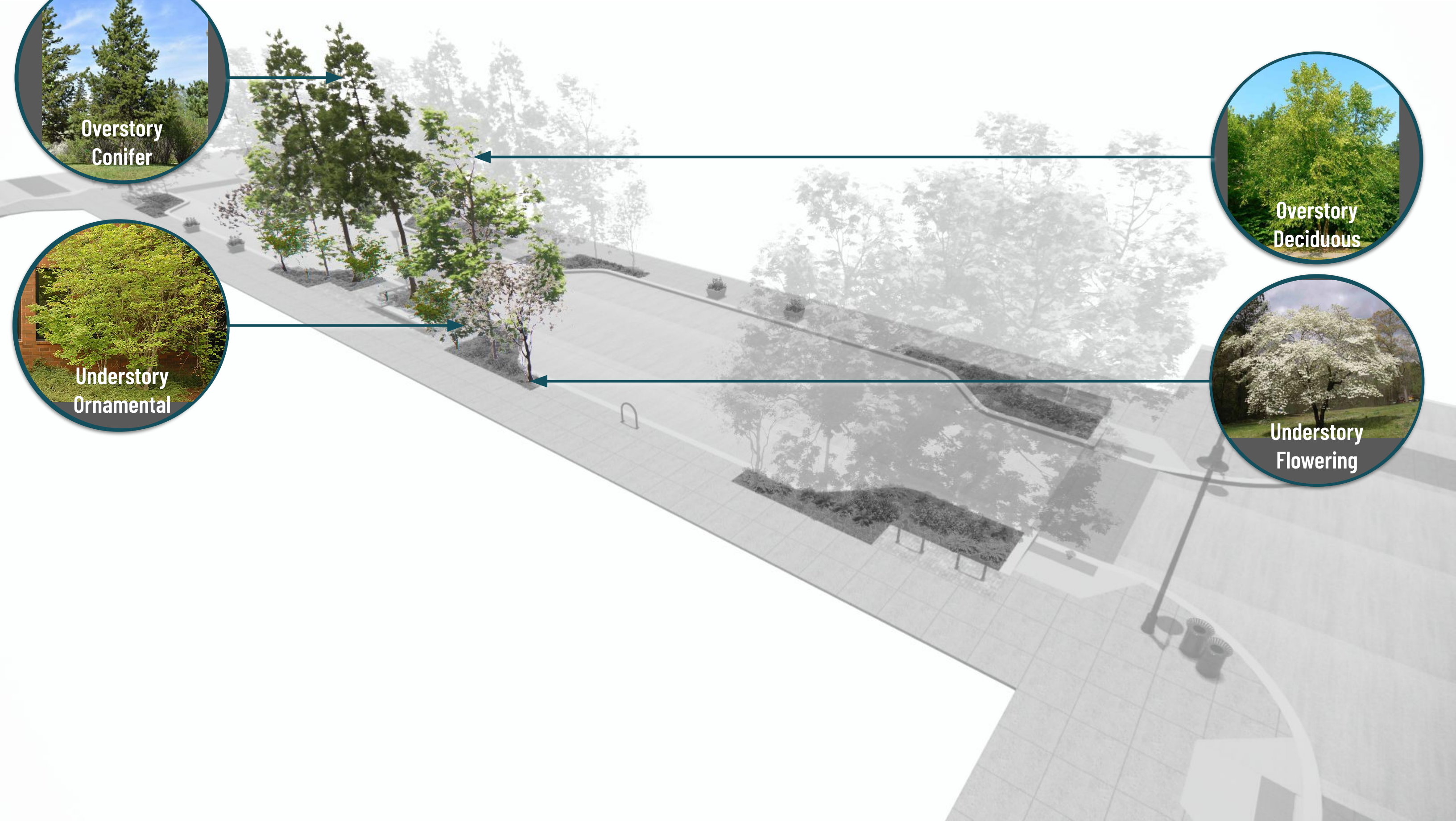
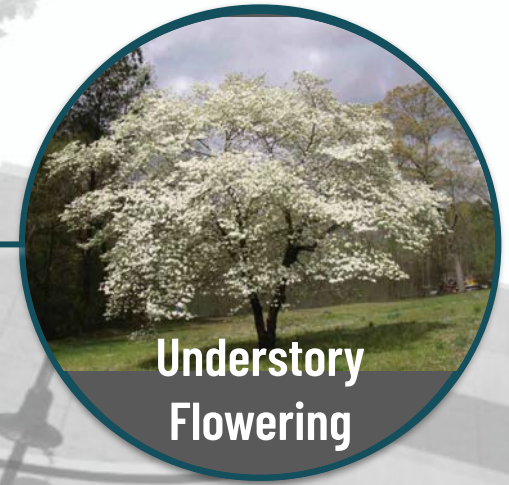
HUMAN EXPERIENCE

- Opens building architecture up to the street.
- Concentrates shade at gathering areas.
- Opportunity for other forms of vertical elements.

INSPIRATION

The Open Mountain Woodland Grove concept provides a low, open understory of grasses, perennials, and ferns. The mixture of tree species plays off one another: The bark, flowers, and fall color of the smaller deciduous trees really stand out against larger, denser conifers. The conifers provide a foundation, gateway, habitat, and extra rain cover year-round.

Grove Concept :: **Open Mountain Woodland**



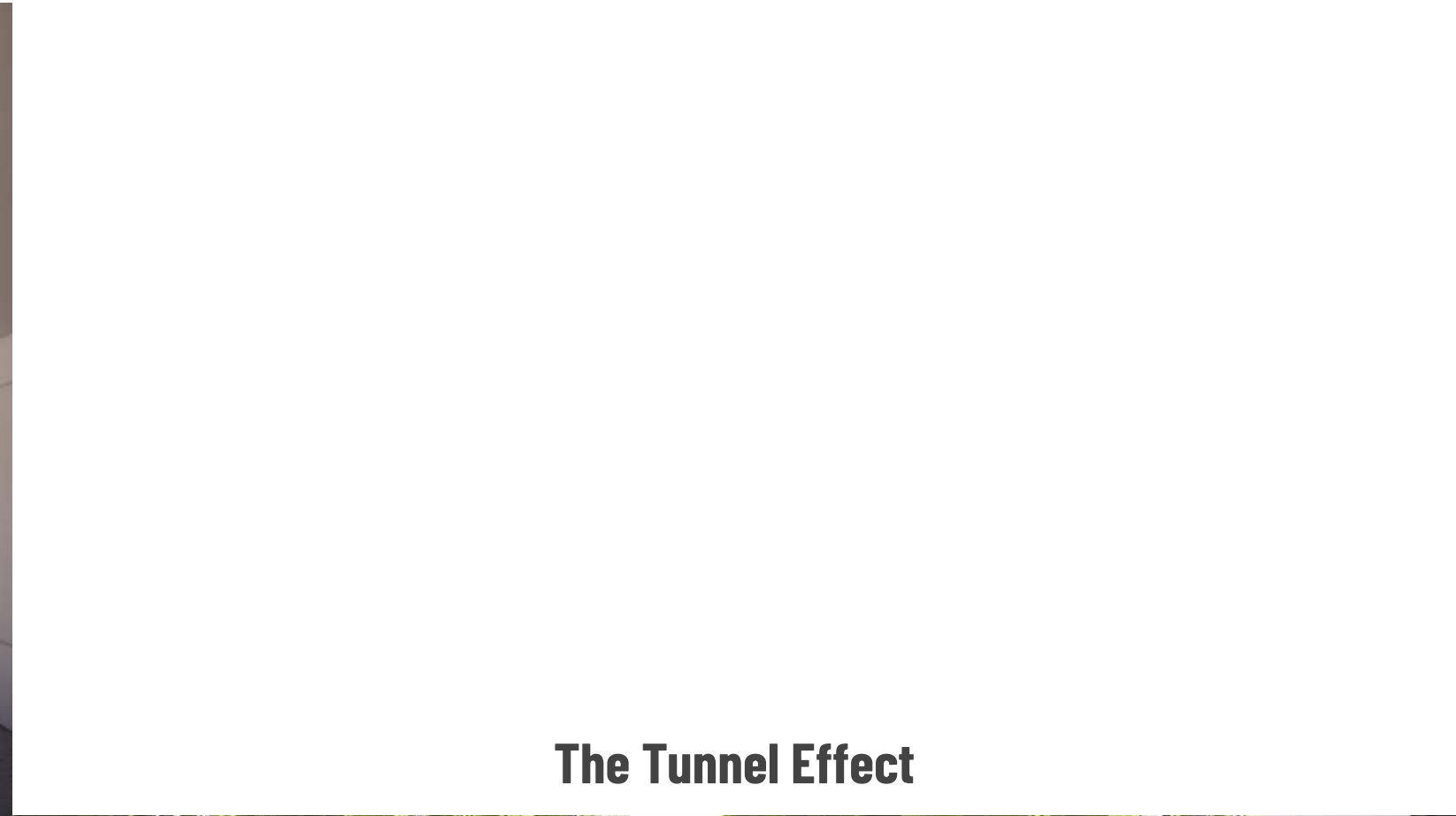
Grove Concept :: **Mid-Block Curb Extension**



Grove Concept :: **At Full Growth**



Mid-Block Groves



The Tunnel Effect



Design Theme
Historic Furnishings & Fixtures

Design Theme :: **Historic**

The design theme for fixtures and furnishings along Third honors and complements the Downtown McMinnville Historic District. Some pieces feature traditional ornamentation with intricate lines and details; others have cleaner, simpler forms that fade into the background and let Third Street's architecture and thriving businesses stand out. Together, they emulate the existing, beloved street furnishings that the community treasures while updating them for future generations to enjoy. These will be accented by occasional functional art pieces that bring additional surprises and character to the street.



Design Theme :: **Furnishings & Fixtures**



**Black
Cast
Metals**



Wood

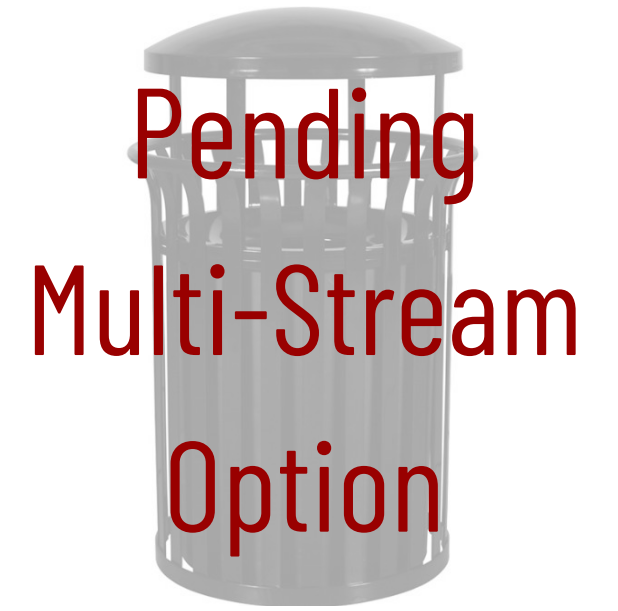


Bench

(In addition to raised planter seating)



Planter



Waste Receptacle



Lighting

(Dark Skies Compliant)



Bike Rack



Water Fountain

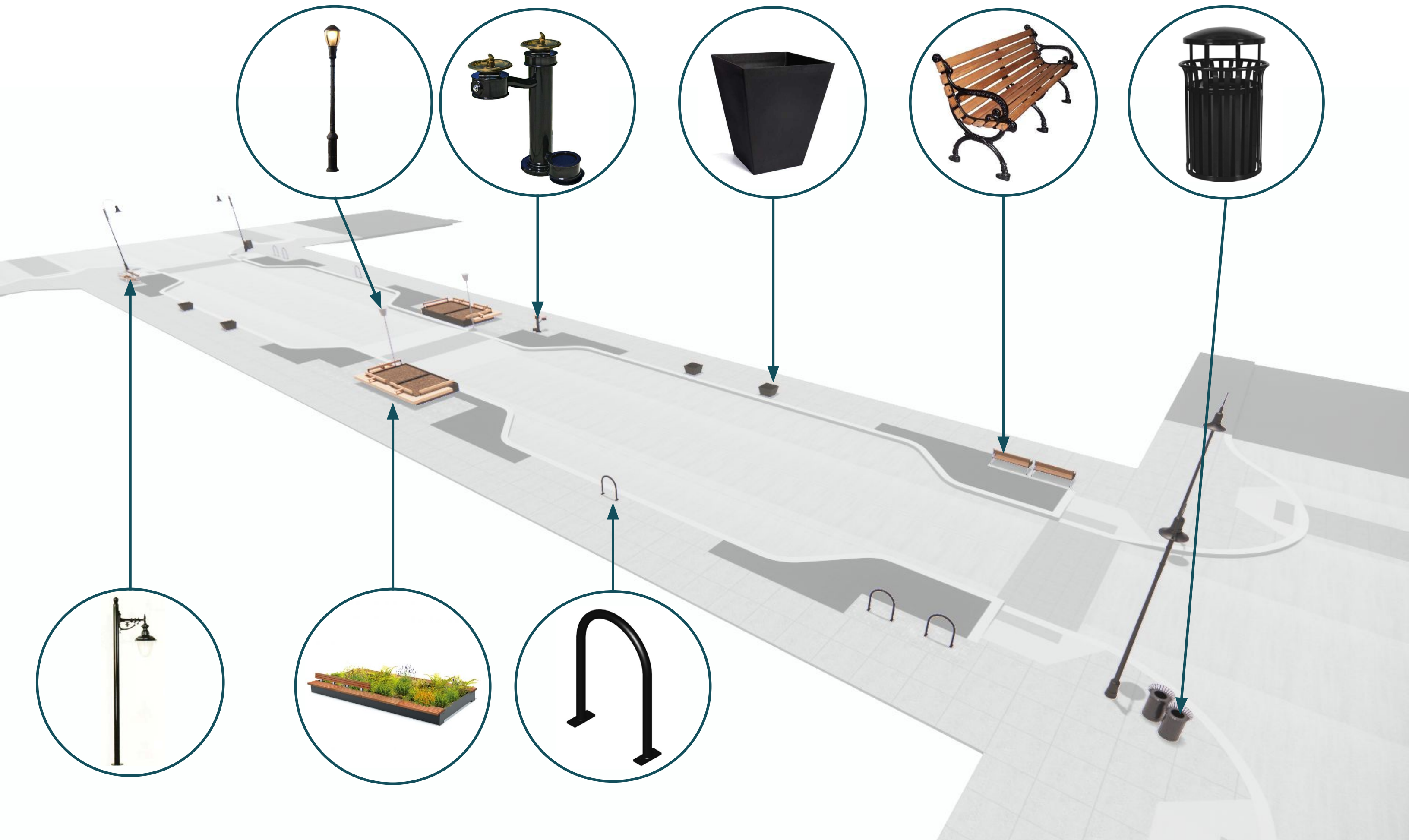
(ADA and Pet-Friendly)



Accent Paving

(Color / Pattern TBD)

Design Theme :: **Furnishings & Fixtures**



Design Theme :: **Additional Recommendations**



Recommendation: Keep **trash** and **recycling** in separate receptacles, and consider using functional art for one of them



Recommendation: Work with stakeholders and community members to design and incorporate **functional art** during later design phases

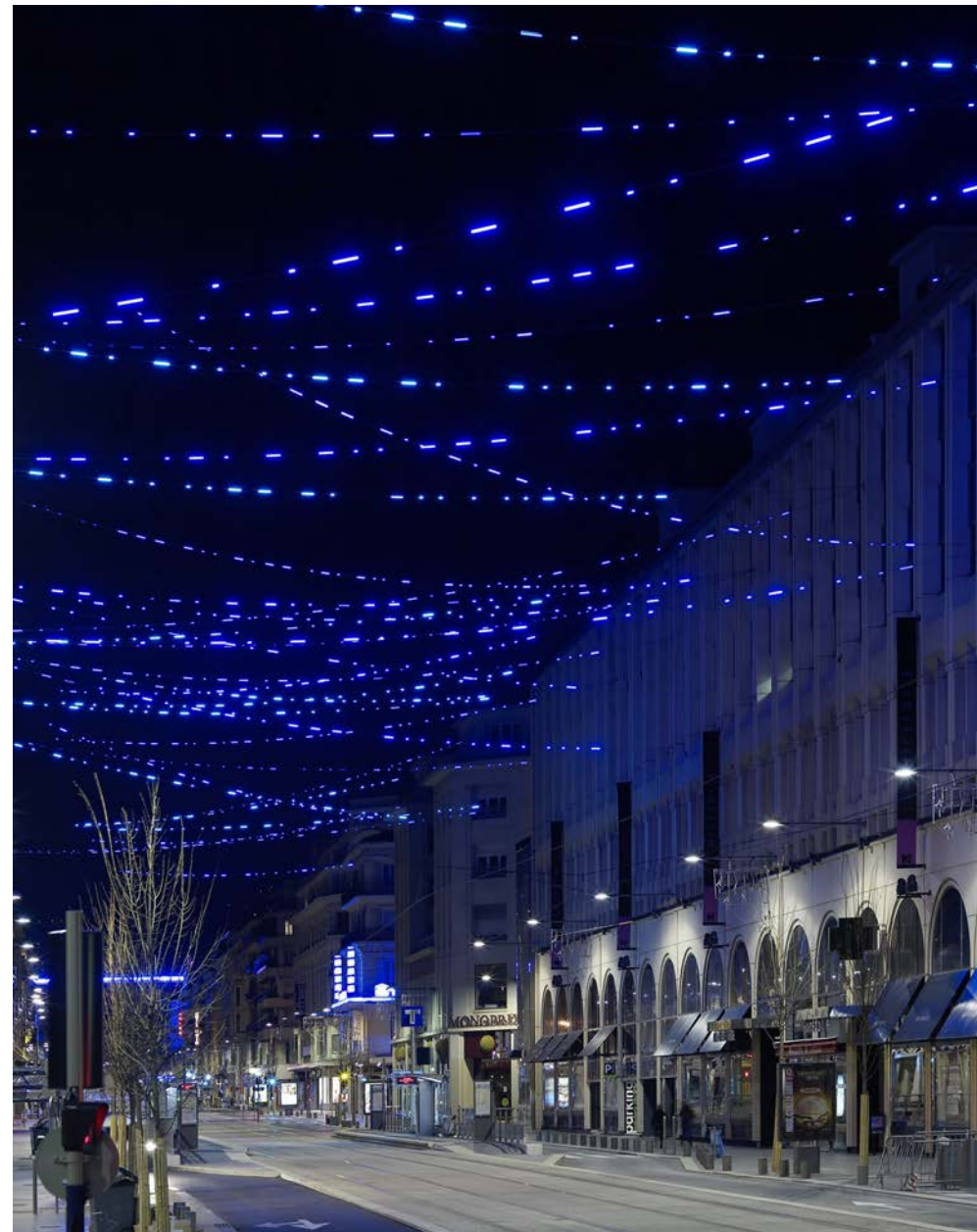


Recommendation: Work with the Downton community and stakeholders to identify opportunities **for public art**

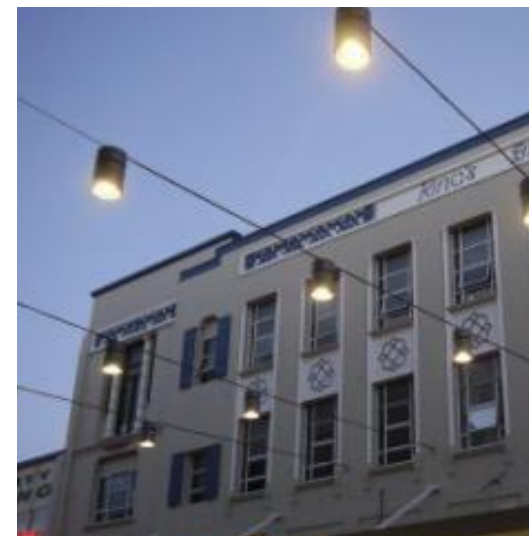


Recommendation: Work with MDA, stakeholders, and community members to determine approach to existing **commemorative** and **memorial plaques**

Design Theme :: **Ornamental / Decorative Lighting**



Recommendation: Work with MDA, stakeholders, and community members on an approach to (seasonal?) **decorative lighting**



Design Concept Paving Treatments

Sidewalk Paving Concepts :: **Commercial Activity on the Sidewalk**



Building Frontage Zone



Street Frontage Zone

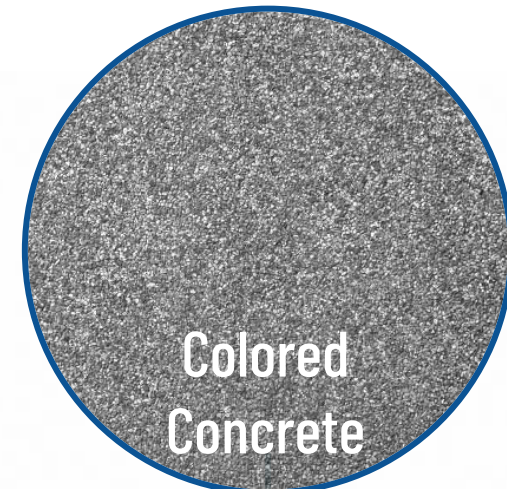


Curb Extension

Recommendation: Maintain sidewalk flexibility for now, but work with business owners, property owners, MDA, and City staff during the design and construction phases to determine agreements and/or regulations regarding commercial uses on public sidewalks

Design Concept :: **Paving**

Recommendation: Proceed with **concrete paving** - and reconsider during 30% Design



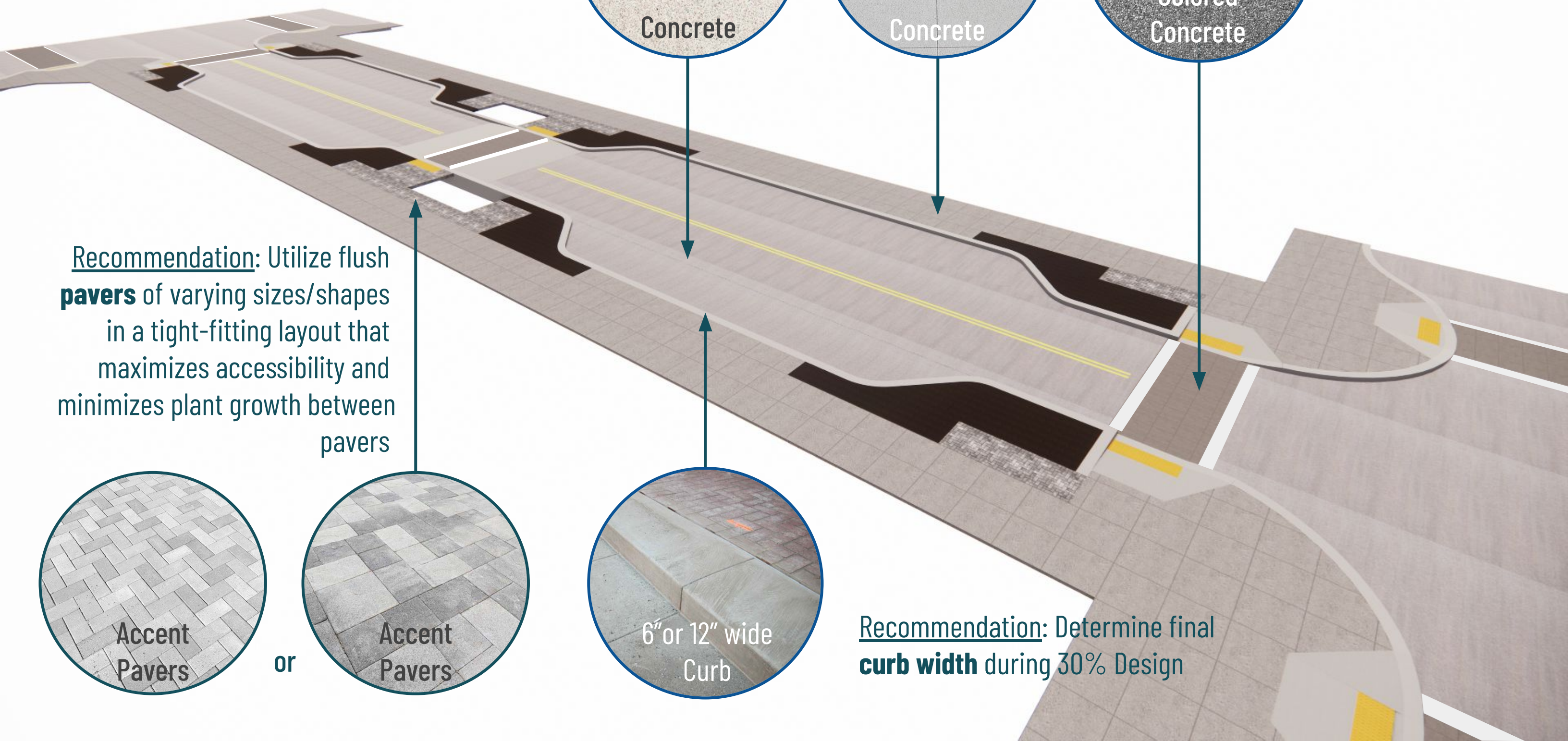
Recommendation: Utilize flush **pavers** of varying sizes/shapes in a tight-fitting layout that maximizes accessibility and minimizes plant growth between pavers



or

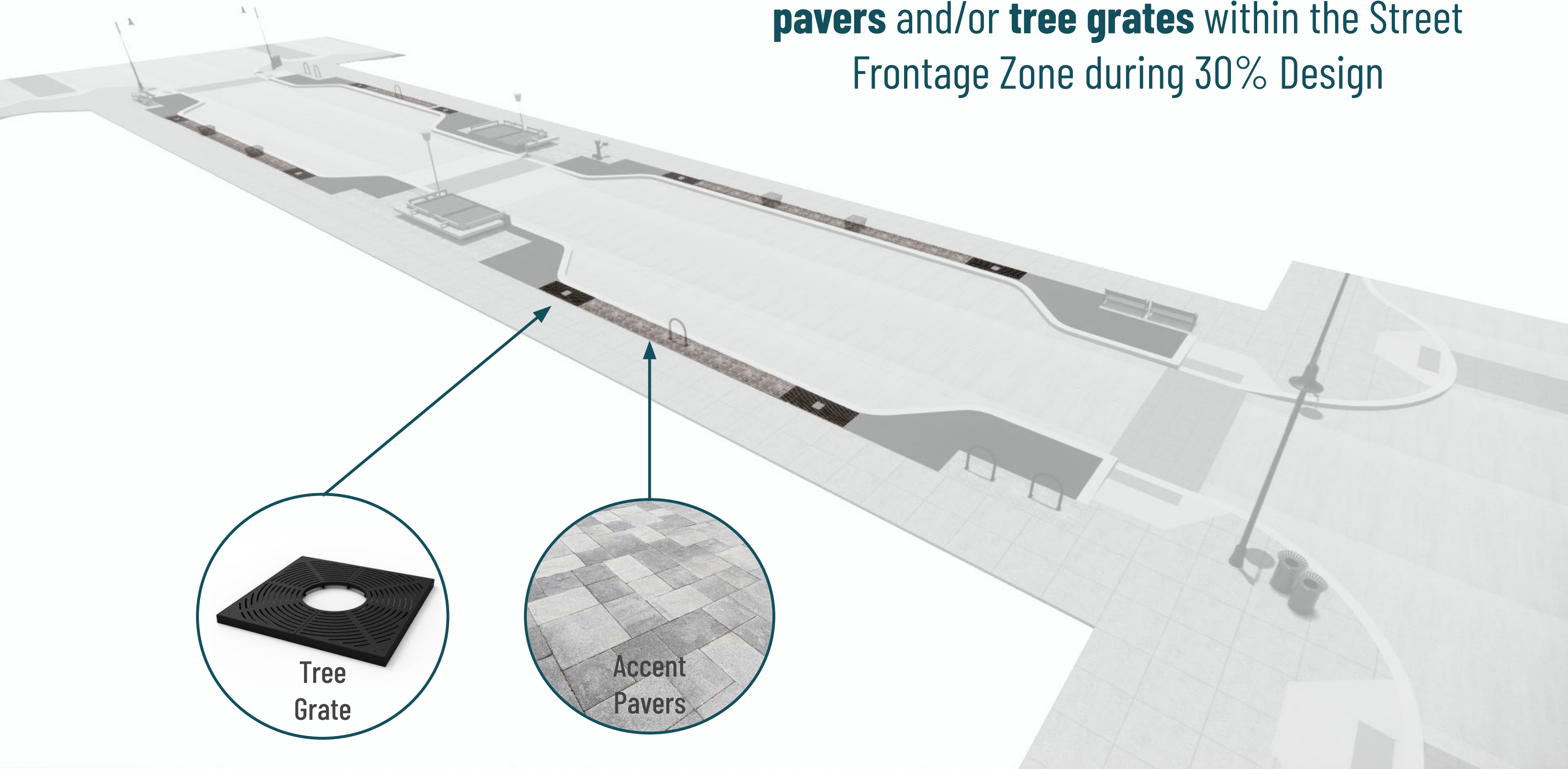


Recommendation: Determine final **curb width** during 30% Design



Street Frontage Zone :: **Additional Accent Pavers and/or Tree Grates** (Optional)

Recommendation: Consider the use of **accent pavers** and/or **tree grates** within the Street Frontage Zone during 30% Design



Roadway Options :: **Raised Mid-Block Crosswalks** (Optional)



Pros:

- Keeps pedestrians at same level as sidewalks
- Act as speed humps, slowing traffic
- Improves visibility of pedestrians
- Clearly designates the crosswalk
- Ramp 'wings' not required, giving more space to other curb extension functions

Cons:

- More expensive treatment
- Requires additional engineering / more elaborate drainage solution
- Durable, but can have collateral maintenance issues (related to utilities)

Recommendation: Consider **raised crosswalks** for some locations during 30% Design

Third Street Improvement Project Scope + Schedule

NE 5TH ST

NE 4TH ST

NE 3RD ST

NE 2ND ST

NE 1ST ST

aquatic center

city park

library

downtown association

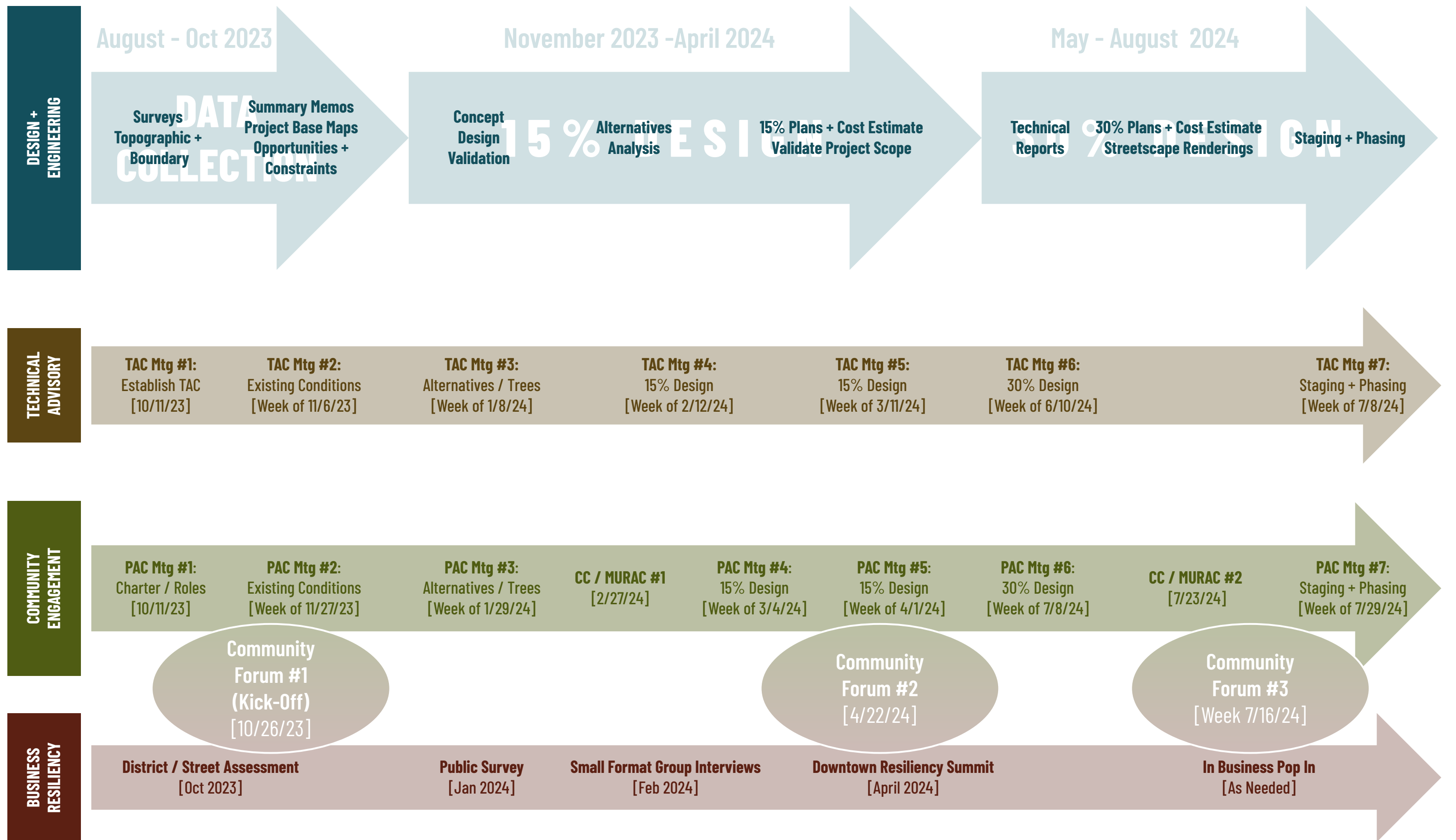
u.s. bank plaza

hotel oregon

the barber

train station

Third Street Improvement Project :: **Process / Schedule** (as of 10/26/23)



Dates subject to change



Michele Reeves Downtown Resiliency

I'M BACK

Downtown Economic Stages

Resiliency Approaches

Schedule

IT'S LATER!

SCHEDULE: 2023

**SECRET
SHOPPER**

DOCUMENT

**REVIEW
PARKING
STUDY**

PHOTOGRAPH

BUSINESS MIX

**FOLLOW
PEDESTRIANS**

**REVIEW
DATA**

MAD

SCHEDULE: 2024

**PUBLIC
SURVEY**
CITY OF MCMINNVILLE

**BUSINESS
OWNERS**

**DOWNTOWN
ASSOCIATION**

SMALL GROUP

**PROPERTY
OWNERS**

INTERVIEWS
**BUSINESS
SURVEY**

**VISIT
MCMINNVILLE**

SCHEDULE: APRIL 2024

**DOWNTOWN
RESILIENCY
CONFAB!**

OVERVIEW

- Downtown Economic Stages
- Resiliency Approaches
- Schedule**



*for more information on the **Third Street Improvement Project**, including a comprehensive summary of the Final Concept Design (2022), please contact:*

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Jody.Christensen@mcminnvilleoregon.gov

Jeff Gooden, Engineering Project Manager
Jeff.Gooden@mcminnvilleoregon.gov

or visit:

<https://www.mcminnvilleoregon.gov/thirdstreetimprovement>

