

An aerial perspective of a wide, modern city street. The street is filled with pedestrians, including a person in a wheelchair. Lush green trees line both sides of the street, casting shadows on the pavement. On the left, there are modern buildings and a small food cart. On the right, there are more trees and a blue and white striped awning. The overall atmosphere is bright and sunny, with a clear blue sky.

# The Third Street Improvement Project

**McMINNVILLE, OREGON**  
**VOLUME I: STREETScape PLAN REPORT**  
**18 JUNE 2025**

# PROJECT ACKNOWLEDGMENTS

## **McMinnville City Council**

Kim Morris, Mayor  
Sal Peralta, Council President  
Chris Chenoweth  
Dan Tucholsky  
Zack Geary\*  
Jessica Payne  
Scott Cunningham\*

## **McMinnville Urban Renewal Advisory Committee**

Peter Kircher, Chair\*  
Mike Morris, Vice-Chair\*  
Walt Gowell, PAC Chair\*  
Dan Gibson\*  
Abigail Neilan\*  
Lisa Pool\*  
Diana Riggs\*  
Dave Rucklos\*  
Tim Wade\*  
John Dietz, McMinnville Water & Light (MWL)\*^

## **Project Advisory Committee**

Dani Chisholm, McMinnville Downtown Association (MDA)  
Heather Miller, MDA  
Marilyn Kosel, MDA  
Carson Benner  
Ken Diener  
Sylla McClellan

\* also a member of the Project Advisory Committee

^ also a member of the Technical Advisory Committee

## **City of McMinnville Staff**

Jody Christensen, Community Development Special Projects Manager^  
Jeff Gooden, Engineering Project Manager^  
Heather Richards, Community Development Director^  
James Lofton, City Engineer^  
Geoffrey Hunsaker, Public Works Director^  
David Renshaw, Public Works Superintendent^  
Robert Reygers, ADA Coordinator^  
Leland Koester, Wastewater Services Manager^

## **Technical Advisory Committee**

Ty Darby, McMinnville Fire District  
James Burke, MWL  
Steve Wendell, MWL

## **Consultant Design Team**

Jason White, BKF Engineers, Design Team Lead  
Emily Lehmann, BKF Engineers  
Cory Schermesser, BKF Engineers  
Chris McNutt, BKF Engineers  
Jake Mastrud, BKF Engineers  
Alex Croskey, BKF Engineers  
Matthew Arnold, Toole Design Group  
Teresa Damaske, Toole Design Group  
Alex McKeag, Toole Design Group  
Cindy Zerger, Toole Design Group  
Vaidehi Shah, Toole Design Group  
Joey Bansen, Kittelson & Associates  
Sutapa Banerjee, Kittelson & Associates  
Dan Bowers, Kittelson & Associates  
Steve Goetz, The Pacific Resources Group  
Micah Hintz, Haley & Aldrich  
Colby Hunt, Haley & Aldrich

*The City also would like to acknowledge  
and thank the many former committee  
members, staff members, elected  
officials, community members, and  
consultants who have contributed to this  
project over the previous seven years.*



# TABLE OF CONTENTS

<b>A</b> Designing McMinnville's Living Room A NEW VISION FOR THIRD STREET	A-1
<b>B</b> A Beloved Main Street in Need of a Rebuild EXISTING CONDITIONS ALONG THIRD STREET	B-1
<b>C</b> Flexible, Classy, and Quirky THE PREFERRED DESIGN FOR THIRD STREET	C-1
<b>D</b> The Road Ahead NEXT STEPS TOWARDS IMPLEMENTATION	D-1
<b>E</b> Supporting Documentation LIST OF APPENDICES (TO BE FOUND IN VOLUME II)	E-1

*This is a preliminary document. All results, recommendations, cost opinions, and commentary contained herein are based on limited available data at the time of preparation. Further engineering analysis and design are necessary prior to implementing any of the recommendations contained herein. This document is an instrument of professional service. Reuse or alteration is at the user's sole risk.*

McMinnville



Ashley Hope 2017



# **A** Designing McMinnville's Living Room

A NEW VISION FOR THIRD STREET

# ABOUT THE THIRD STREET IMPROVEMENT PROJECT

The Third Street Improvement Project is a re-imagining of McMinnville's historic Main Street, a fifty-year investment to rebuild critical infrastructure, improve safety and accessibility, and reaffirm Third Street as the community's core gathering place. Running from Adams Street to Johnson Street, the new Third Street will feature a flush design that will provide pedestrian comfort while maximizing flexibility for a wide range of community functions and events. The new Third Street will have widened sidewalks, larger curb extensions, smaller travel lanes, and an urban forest canopy that arches across the street. Its beautiful paving, furnishings, and fixtures will complement Downtown's historic architecture, and its plantings, twinkle lights, and quirky art will remind locals and visitors alike of what a unique place McMinnville really is. All of this will be underpinned by a new roadbed above upgraded water, sanitary, stormwater, and power infrastructure that will help future-proof the street for decades to come.

Although inspired by previous efforts, the formal process for the Third Street Improvement Project began in 2018. It has included the robust participation of a Project Advisory Committee (PAC) comprised of local business and property owners, community members, and representatives from the McMinnville Downtown Association, the McMinnville Urban Renewal Advisory Committee (MURAC), and McMinnville's City Council. Design and engineering concepts have been reviewed with the public through a series of community forums (both in-person and online) and various outreach meetings. And the project has been reviewed in joint sessions of MURAC and City Council on numerous occasions.

To date, there have been four major project phases:

## Phase A: Vision, Goals, and Design Principles (2018-19)

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The City initiated the streetscape discussion by convening a Project Advisory Committee (PAC) in 2018. Over the course of several meetings that extended into 2019, the PAC discussed issues and needs for Third Street, considered opportunities and constraints, and reviewed relevant case studies from around the region and the Western United States. Phase A concluded with the drafting of project Vision, Goals, and set of Design Principles (which can be found in the next section of this report). Although these statements have been slightly modified in subsequent years, they remain largely intact and continue to guide the project to this day.

## Phase B: Initial Concept Design (2021-22)

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Building from the 2018-19 visioning work, the City launched an initial design phase in 2021, engaging the PAC and the broader community in an iterative process to consider the overall look, feel, and function of Third Street. Through that process, the City decided to widen the sidewalks (to enhance pedestrian activities) while simultaneously reducing the travel lanes (to slow through traffic). There were also discussions of the street's urban design – centered around street tree concepts and pedestrian amenities.

## Phase C: Refined Concept Design (2022)

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Through a series of PAC meetings and Community Forums, the City refined the Third Street streetscape concept. Recognizing the aging (and, in some cases, failing) condition of the roadway and its below-grade systems, the City broadened the project's scope to also include full street reconstruction and infrastructure improvements.



## Phase D: Preliminary Engineering (2023-25)

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In 2023, the City began the engineering process for the project in earnest, working through various technical studies (geotechnical, traffic, utilities audit, existing tree health) and preparing a 30% Design Package. In an effort to make Third Street as flexible as possible—for community events, outdoor commerce, pop-ups, etc.—the PAC and the community also decided to make the street curbless and to feature more programmable hardscape.

## Phase E: Final Design / Construction Documentation (TBD)

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Following the successful completion of both this report and its complement, the 30% Design Package, the City intends to begin the final stage of design and the preparation of bid-ready Construction Documents (CDs) for the Third Street Improvement Project.

## Phase F: Construction (TBD)

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The intention is to move the Third Street Improvement Project into construction once a full funding package can be secured. Construction timing, phasing, and means/methods will be determined, in part, on that funding.

During the Preliminary Engineering work (Phase D), the City introduced another important component to the project – a Business Resilience effort to help Downtown businesses prepare for, operate during, and recover after project construction. While this effort has initially focused on business operations and storefront improvements, it is also expected to include events, promotions, and potential improvements to the alleyways businesses may use for access during construction.



*Community Forum (2022).*



*Early street tree concept sketch (2022).*



*Third Street walking tour (2019).*





# A New 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 McMinnville.



# PROJECT GOALS & OBJECTIVES

The following Goals & Objectives were prepared during 2018-19 with the Project Advisory Committee and, with minor modifications, have guided the Third Street Improvement Project ever since:

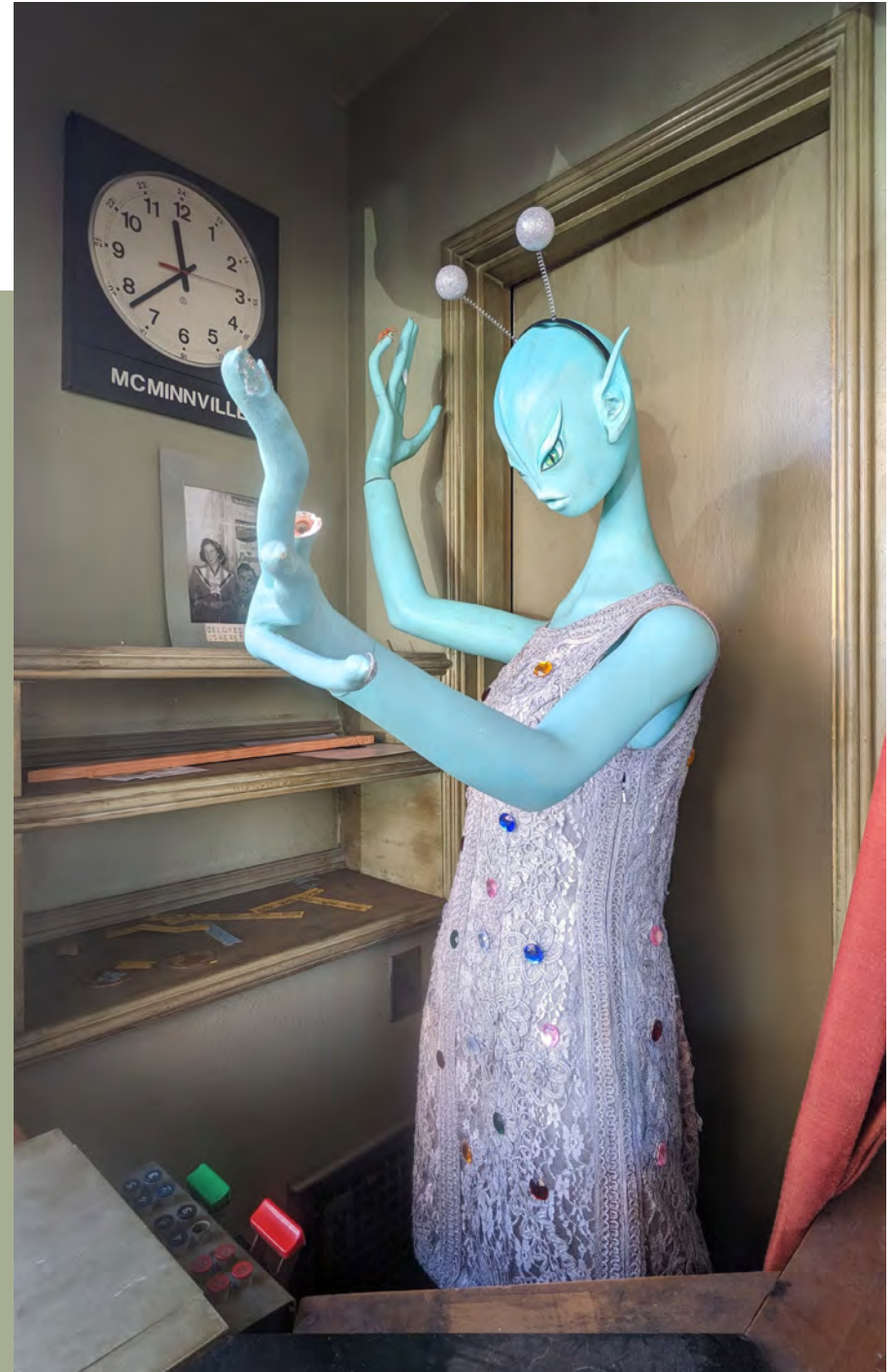
- Reinforce and celebrate McMinnville's **unique** and **welcoming identity**
- Strengthen the **prosperity** of **local businesses**
- Ensure **safety** for all users and **connectivity** throughout Downtown
- Foster a range of **events** and **activities** for citizens and visitors alike
- Modernize aging and non-functional **infrastructure**
- Choose **durable, long-lasting** solutions that allow for **efficient construction** and **effective maintenance**
- Facilitate a robust **public engagement** process that engages the entire community
- Where feasible, preserve Third Street's **existing street trees**



# THIRD STREET DESIGN PRINCIPLES

To supplement the Project Goals & Objectives, the following Design Principles were also developed with the Project Advisory Committee in 2018-19 and vetted with the community:

- 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**









A large, white, stylized letter 'B' with a dark brown outline and two dark brown oval cutouts on its left side, serving as a graphic element for the title.

# **A Beloved Main Street in Need of a Rebuild**

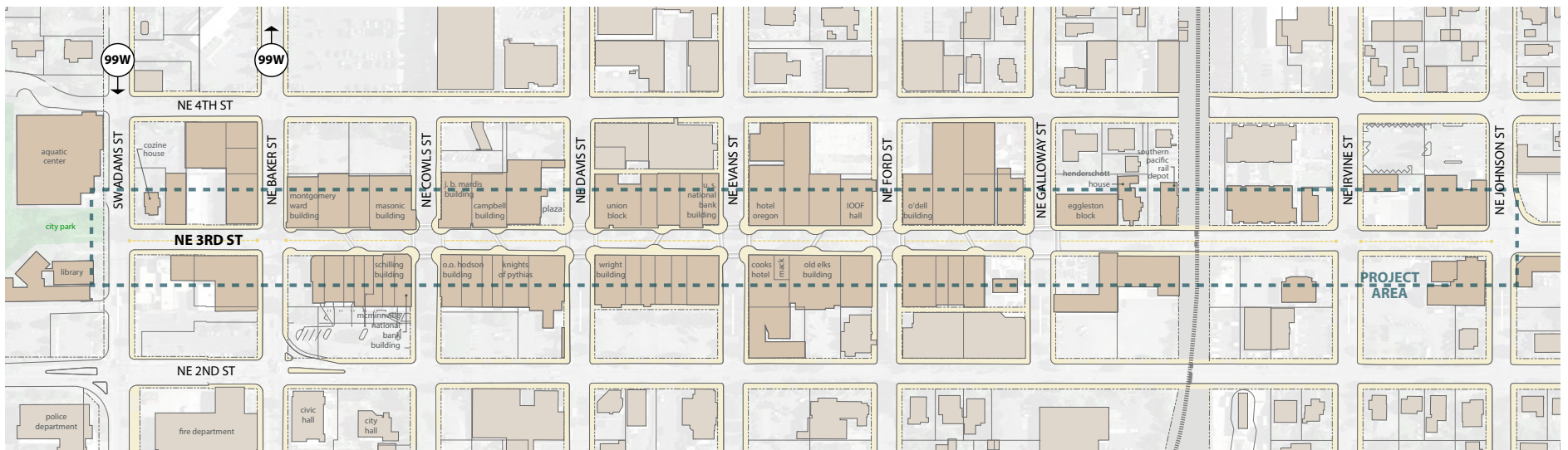
**EXISTING CONDITIONS ALONG THIRD STREET**

## PROJECT AREA

McMinnville is the Yamhill County Seat, and its Downtown has for more than a century been a central focal point not only for the city itself, but for the smaller communities, farms, and vineyards that surround it. Downtown McMinnville is a designated National Historic District, featuring 64 historic properties. The tree-lined NE Third Street is the core of the Downtown and features the highest concentration of historic properties.

The nine-block **Third Street Improvement Project** runs the length of Downtown from a T-intersection with NW Adams Street at the west to the intersection with NE Johnson Street at the east. The street includes an at-grade rail crossing at Hembree and is intersected by the Highway 99 couplet (at Adams and Baker). Currently, Third Street is classified as a 'major collector' in the City's Transportation System Plan (TSP). The City plans to reclassify Third Street to a 'local street' with the TSP Update, scheduled for completion in ~2027.

Initially paved in 1912, Third Street's last major reconstruction came in 1976, when its first street trees were planted and its mid-block curb extensions were introduced. While the City has performed occasional spot improvements (road resurfacing, tree replacement) as necessary, the streetscape design today is largely the one envisioned in the early 1970s. While the vibrancy of Third Street remains intact—due largely to the bustling restaurant and retail scene and the popularity of local events—the public realm is showing its age. There is visible stormwater ponding during the rainy season, many sidewalk sections are lifted and/or cracked from street tree roots, many trees are in compromised health, and the furnishings are in various states of disrepair.



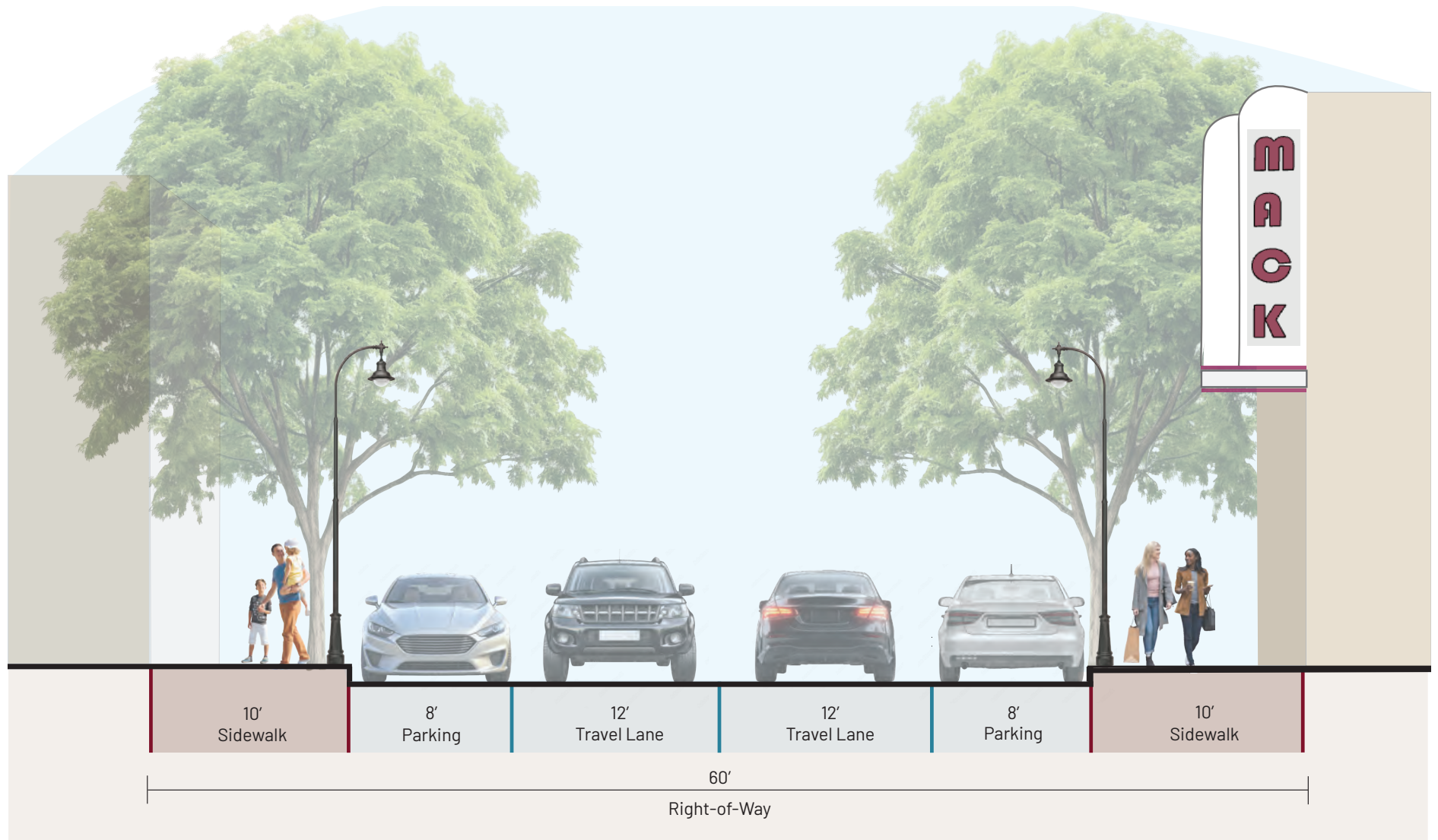
*The Third Street Improvement Project covers nine blocks of NE Third - from SW Adams Street to NE Johnson Street.*



## RIGHT-OF-WAY AND CROSS-SECTION

NE Third Street's existing right-of-way averages 60' wide (generally from building face to building face) with 10' sidewalks and an 8' parking strip on either side as well as two 12' travel lanes in the middle.

As has been noted by community members, 67% of the current roadway is dedicated to vehicles and 33% to pedestrians and amenities.

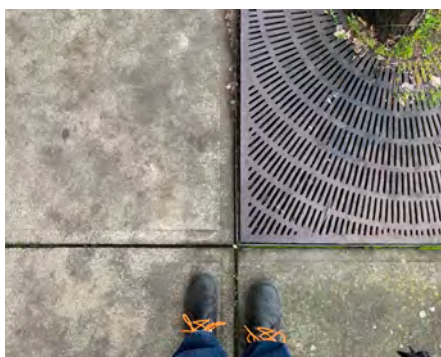
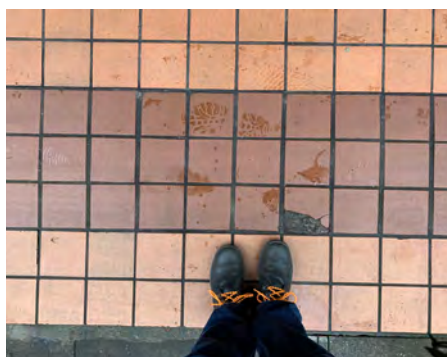






## SIDEWALKS

Third Street's sidewalks are in various states of disrepair, with cracks, spalling, and ponding occurring in some spots. While the sidewalks generally follow a standard 2' x 2' concrete scoring pattern found throughout Downtown, there are a range of scoring patterns along Third Street—as well as areas where tiles or pavers of various colors, materials, and/or shapes have been installed. Street trees have caused significant sidewalk and curb damage—including lifting and cracking—in some areas.



*Third Street's sidewalks exhibit a range of materials, patterns, and conditions.*

*Many of the sidewalks along Third Street have been damaged by tree roots.*



## STREET TREES

Third Street's trees (primarily Armstrong red maples) are a signature piece of Downtown McMinnville, providing needed shade, fall color, and an 'arch' or 'tunnel' effect over the roadway. It is a stated project goal to "where feasible, preserve Third Street's existing street trees." Recognizing the difficulty of preserving trees through a full roadway reconstruction, the project Design Team worked closely with the PAC to develop a set of Street Tree Preservation Criteria and an associated 'Decision Matrix' by which to determine the trees intended for preservation. These criteria are as follows:

**Compromised Health:** *Is the existing tree in Poor or Very Poor health or is the existing tree's health demonstrably declining (as determined by the project's Consulting Arborist)?* Based on above-ground observations, trees that are in "Poor" or "Very Poor" health are those that have visible wounds, exposed decay, and/or deadwood; poor annual twig growth; asymmetric crowns or imbalanced structure; sunscald; and/or some amount of dead stems.

**Lifted Roots:** *Are the existing tree's roots lifting the sidewalks? Would the roots need to be significantly trimmed / removed in order to rebuild the new sidewalk to meet ADA standards and building entrances? Would the existing tree survive if its roots were shaved / cut / trimmed back?* The older existing trees are lifting the sidewalks and creating ADA accessibility issues (for which both the City and the adjacent property owner may be liable). The proposed improvements will need to restore proper ADA-compliant grading while also maintaining access to existing buildings and businesses. This means that, were existing trees with lifted roots to remain, their above-grade roots would need to be shaved / trimmed / cut / removed, actions that would greatly compromise their health.

**Conflict with Critical Infrastructure:** *Will the existing tree conflict with critical infrastructure / improvements (either above or below ground)?* The existing street trees on NE Third Street were sited and planted to match both a previous streetscape design and an



Third Street's existing tree canopy.

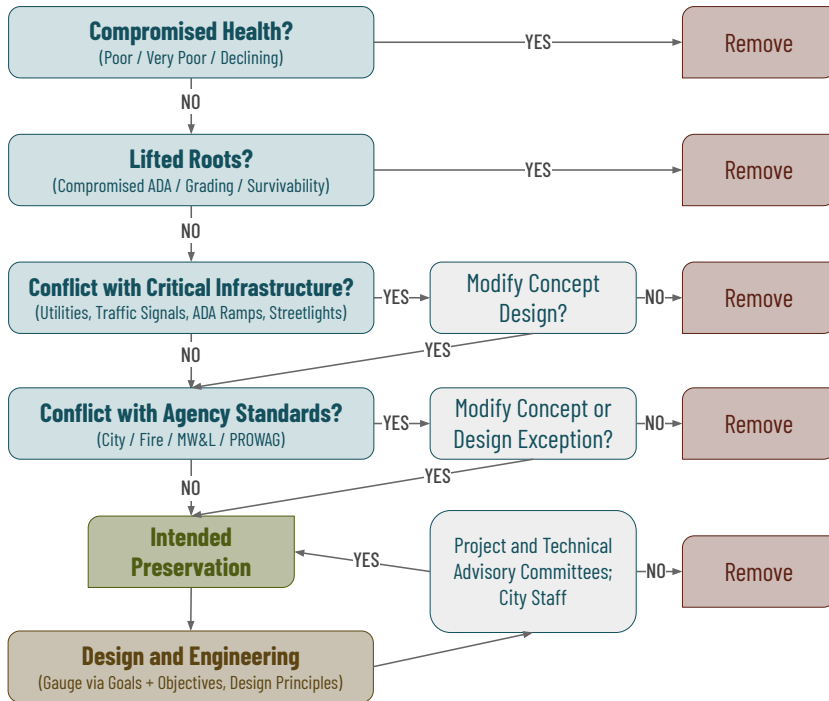


At ground-level, one can see how constrained the root systems are for the existing trees - and the damage they have caused to sidewalks and curbs.

## STREET TREES continued...

earlier set of local standards. Some of the existing trees today conflict with important infrastructure such as traffic signals and streetlights—and diminish the effectiveness of that infrastructure. Such conflicts should be avoided with the new Third Street improvements—including with ADA ramps, utilities, etc.

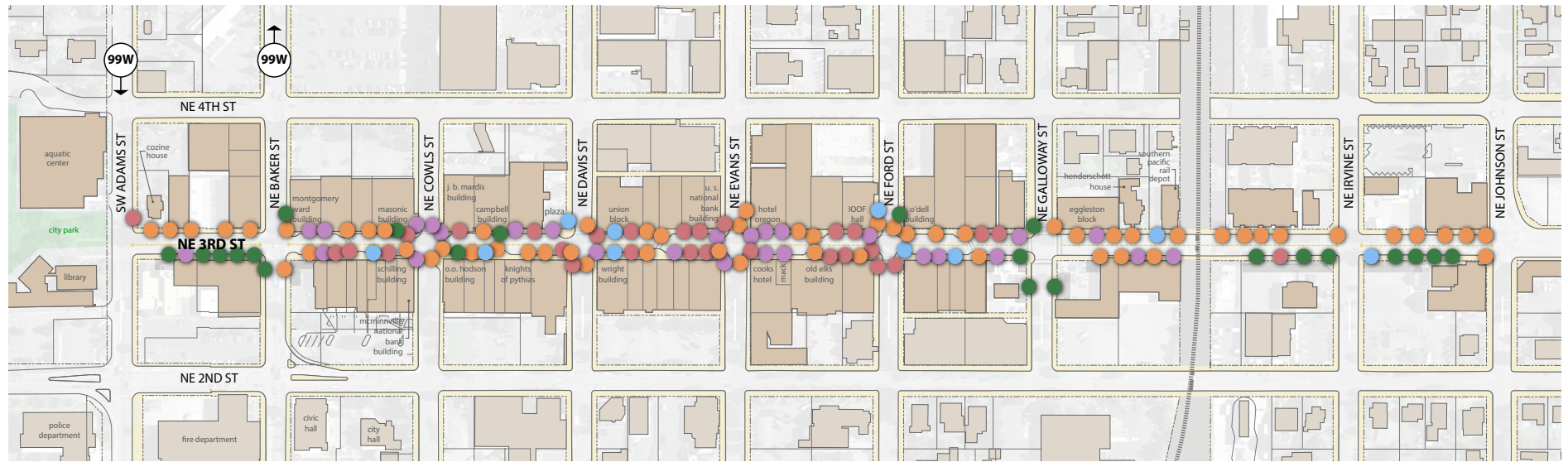
**Conflict with Agency Standards:** Will preserving the existing tree cause conflicts with standards set by the City of McMinnville, McMinnville Water & Light, or the United States Access Board's Public Right-of-Way Accessibility Guidelines (PROWAG)? And can exceptions be made in order to preserve existing trees? Currently, there are several municipal code sections, agency standards, or PROWAG guidelines that affect where street trees can be placed, including those that specify distances from fire hydrants, utility poles, sanitary sewer, storm sewer, water lines, street lights, driveways, intersections, or railroads.



The 'Decision Matrix' above describes the evaluation process to determine whether an existing street tree on Third Street is scheduled for removal or intended for preservation.



## STREET TREES continued...



Pacific Resources Group (the project's Consulting Arborist) conducted a complete survey of Third Street's existing street trees in 2019 and again in the Spring of 2024, noting the condition of each. Trees were considered to have 'compromised health' if they exhibited: visible wounds, exposed decay, and/or deadwood; poor annual twig growth; asymmetric crowns or imbalanced structure, sunscald, or a concerning amount of dead stems.

Of the 145 trees within the project area in 2024, 28 were found to have compromised health and another 58 had lifted roots which would prevent them from being preserved within the future project. When compared with the proposed design for Third Street, the project Design Team found that 27 additional existing trees would conflict with the project's critical infrastructure and another 10 would conflict with existing agency standards regarding the distance trees could be planted relative to new infrastructure. At present, 24 of Third Street's existing street trees have been tagged in the design for preservation; the rest will be replaced. (Note: the 24 trees set for preservation include several on side streets at the intersection with Third Street.)





*On-street parking lines the majority of Third Street.*



*The historic Southern Pacific Railroad station sits at the corner of Third Street and Hembree.*

## OTHER ROADWAY CONDITIONS

### Pavement / Road Quality

Third Street's existing roadway is generally asphalt concrete (AC) over Portland cement concrete (PCC) with a stabilization layer made of a gravelly/cobbly mix. The existing pavement is in relatively good condition overall but due to the extents of the underground utility trenching and flush design, the entire Third Street roadway surface within the project limits is planned for replacement.

### Driveways

Within the project area, there are currently 12 driveways that provide direct access to/from Third Street and another six on the cross streets. Each driveway represents a potential conflict point between vehicles and pedestrians. The Preferred Design (described in the next section of this report) maintains all existing driveways and seeks to minimize conflicts to the degree possible. There may be opportunities for driveway closure (e.g., with redevelopment or a change in business operation) and these will be explored in future project phases.

### On-Street Parking

On-street parking is currently available on eight of the nine project blocks. There are generally five or six parking spaces per block face, although existing driveways reduce this number in some locations. The block between Hembree and Irvine has less parking because of both existing driveways and the lane split that occurs in the approach to Irvine Street. The block between Irvine and Johnson, which has two travel lanes and a center turn lane, has no on-street parking.

### Rail Crossing

Hembree Street through Downtown is currently an active Union Pacific railroad right-of-way with two sets of tracks that cross Third Street—one perpendicular main line, the other an angled spur. The spur is not in current use and there is some potential to remove it concurrent with the improvements to Third Street.



## STREET FURNISHINGS

### Lighting

The existing public streetlights are an historic-style black metal and come in two varieties: acorn or crook-arm. These are complemented by cobrahead fixtures at most of the signalized intersections. The streetlights are periodically adorned with banners celebrating certain events or institutions. “Twinkle lights,” coordinated by the McMinnville Downtown Association, are often hung in or around the street trees. The project’s Business Resilience consultant noted that private business and property owners should add more light to their storefronts, entrances, and/or building facades, thereby creating a more welcoming evening environment while also celebrating Downtown’s historic architecture.



*The glow of Third Street’s businesses and twinkle lights make it an attractive evening destination.*



*The City’s standard light fixture is an historic black crook-arm to which banners can be affixed. There is also an acorn version.*





*One of the existing mid-block kiosks, complete with bench.*



*A few of the pieces of public art currently found along Third Street.*

## STREET FURNISHINGS continued...

### Kiosks

The mid-block curb-extensions on Third between Baker and Galloway feature kiosks with benches—although these are in various states of disrepair (and, as of this writing, two of them are missing their roofs).

### Seating

The few public benches are supplemented with benches and chairs of various styles put out by local businesses. Depending on the season, there are also numerous tables and chairs set up for outdoor dining at many of Third Street's restaurants.

### Public Art

The wooden bench at the corner of Davis has a statue of Ben Franklin lounging on it—one of the more photographed pieces of public art in Downtown. Two pieces of art—including a “Welcome to Historic McMinnville” piece—were installed with the redevelopment of the south side of Third between Adams and Baker. There is an historic “Cline Chevrolet” mural along Third just east of Galloway (and there are significant murals on intersecting side streets and in the parallel alleys). And temporary pavement art appears along Third periodically. In addition to these pieces, there are significant pieces of public art nearby – on intersecting side streets and adjacent alleyways. There is significant interest in bringing more art to Third Street and Downtown generally (as discussed in Section C of this report).



## STREET FURNISHINGS continued...

### Waste Receptacles

The existing waste receptacles are black metal, round with vertical banding fluted at the top. Most have a rain guard.

### Bike Racks

There are few bike racks on Third today, and those that exist are usually found at corners and/or mid-block curb extensions. The existing racks are a post style with a bicycle icon ring to which bikes can be locked.

### Planters

There are plants and flowers up/down Third Street—primarily in stand-alone pots or barrels, although some businesses also have window boxes and/or hanging baskets. Some of the pots—including those designed by George Stastny—are officially part of the public streetscape, but most have been put out by businesses, property owners, or the McMinnville Downtown Association.

### Commemorative and/or Memorial Plaques

A sometimes subtle but meaningful feature of Third Street are the plaques commemorating events and/or people that, over the years, have been affixed to pots, light poles, or other streetscape features. Some date back to the 1976 streetscape improvements, some represent more recent contributions individuals or organizations have made to the street. Many but not all of these plaques have been managed/placed by the McMinnville Downtown Association.



There are numerous furnishings and fixtures throughout Third Street, including waste receptacles (top left), bicycle racks (top right), and planters (middle left and bottom left). Some of these features are adorned with commemorative or memorial plaques (middle right and bottom).

## UTILITY INFRASTRUCTURE

The existing utilities have been evaluated for replacement based on age, condition, location, and planned future improvements noted by the City and/or utility purveyors.

### Water

Per direction from McMinnville Water & Light, all existing cast iron water mains within the Third Street project area are to be replaced with new ductile iron pipe. This includes the replacement of the existing 14" cast iron main between Adams Street and Ford Street. East of Ford Street, the existing 8" cast iron main will be abandoned, while the parallel 16" ductile iron main will remain in service. Cast iron mains on cross streets—including Baker, Davis, Evans, Ford, and Irvine—will also be replaced, with new ductile iron mains extending 10 to 20 feet beyond the limits of surface improvements. All domestic water laterals connected to replaced mains will be replaced and tied into the new mains, and laterals previously served by the abandoned 8" main will be reconnected to the remaining 16" main. New laterals will be installed perpendicular to the main, maintaining 18" of separation between connections and 10 feet of horizontal clearance from street trees; tracer wire is recommended on the private side due to the number of existing bends. (Note: If there are instances where the clearance requirements are unable to be met, design exceptions will be pursued in future design phases.) Existing water meters will either be protected in place and raised to finished grade or replaced and relocated, depending on site conditions. Meters will be placed outside pedestrian paths of travel wherever feasible and will feature ADA-compliant nonslip lids. Fire hydrants will be relocated based on Fire Department standards and preferences, typically placed near intersection bulb-outs for improved access and, where possible, within curbed landscape areas to reduce vehicle conflicts.

### Sanitary Sewer

All existing sanitary sewer mains within the project limits between Adams Street and Irvine street are to be replaced; the existing sanitary sewer system is generally in poor condition due to the age and



*Third Street's today experiences significant ponding on rainy days. The storm sewer, like much of the street's existing infrastructure, is in need of replacement.*



## UTILITY INFRASTRUCTURE continued...

material of the existing clay tile pipes, as well as suboptimal alignment beneath sidewalks and curbs. Most of Third Street between Adams and Johnson Streets does not currently contain mainlines, as lateral service connections run through alleys behind buildings. Where mains do exist—particularly between Evans and Ford Streets and from Ford to Irvine Street—they are scheduled for full replacement. This includes consolidating dual mains into a single main and relocating new pipe alignments into the roadway for improved access and maintenance. Cross streets such as Cows, Evans, and Galloway will also see full main replacements from manhole to manhole due to similar age and condition concerns. All associated sanitary laterals within the right-of-way will be replaced if they are not air-tight or are connected to mains marked for replacement. While the City's Sanitary Sewer Conveyance System Master Plan does not provide detailed downstream information for this area, no existing backup issues have been identified. Replacement work will follow City standards for pipe material selection based on cover depth, with 8" mains recommended throughout the project corridor.

### Storm Sewer

All storm sewer infrastructure within the Third Street project limits is proposed for full replacement due to age, condition, and suboptimal location—much of the existing system is deteriorated or misaligned under sidewalks and curbs. New mains will be relocated within the roadway to improve future maintenance access. Storm inlets will be placed at low points along the valley gutters, consistent with existing drainage patterns and not exceeding ODOT's maximum spacing requirements. The City has indicated a preference for catch basins over trench drains due to maintenance concerns, though trench drains may be considered in specific locations during future design phases. Inlet leads will connect to the new storm mains via blind connections or manholes, with configurations determined per City markup and in accordance with City standards for spacing and layout. Pipe materials will be selected based on cover depth, and the system has been designed using the City's Storm Drainage Design and Construction

Standards and the ODOT Hydraulics Manual. The new system will accommodate both 10-year and 50-year storm events, with hydraulic grade line analysis used to prevent surface flooding due to known downstream capacity issues. Pipe sizing will include 18" mains from Adams Street to the railroad and 24" mains from the railroad east to Johnson. Storm mains in adjacent streets—Cows, Davis, and Ford—are also proposed for replacement due to structural failures. While no downstream pipes are currently included in the project scope, it is recommended that the City further evaluate downstream deficiencies identified in the Storm Drainage Master Plan to determine whether those segments should be concurrently upgraded with this project.

### Natural Gas

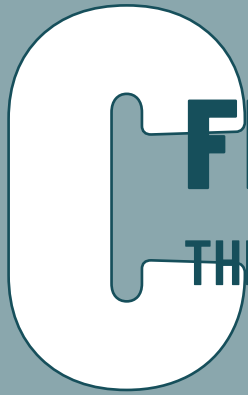
Natural gas in the area is provided by NW Natural. Per initial coordination, NW Natural has informed the design team that they will not be proactively installing any additional gas mains within the project area; however, if existing gas mains are in conflict, then these mains would need to be relocated with the possibility of extending the gas mains at that time. At this time, no gas mains are proposed for replacement/relocation. Based on the 30% design, it appears there will be some conflicts that will need to be resolved and the design team will continue to coordinate with NW Natural in future design phases to determine which mains to be relocated.

### Electrical and Telecommunication

It is anticipated that new electrical lines will be required for the proposed street lights and potentially for the upgraded traffic signals; however, specific improvements to the existing electrical system have not yet been determined as the layout of these lights are still in flux. Similar to gas, if existing electrical or telecommunication lines are in conflict with the proposed design, then these lines will need to be relocated. The design team will continue to evaluate these utilities as the design progresses.







# **Flexible, Classy, and Quirky**

**THE PREFERRED DESIGN FOR THIRD STREET**

# PREFERRED DESIGN

The Preferred Streetscape Design recognizes the importance of Third Street as the city's 'living room' and signature 'people place.' Its quirky and classy design will celebrate McMinnville's unique and welcoming identity, amplifying its long-cherished position as a vibrant destination for McMinnville and Yamhill County residents as well as for visitors from across the region.

The design also responds to the community's expressed desire for flexibility and accessibility. With clearly delineated sidewalks, parking areas, and travel lanes, the new Third Street will function when needed as a conventional street, serving residents and customers as it does today. But the street will be flush for its entire length, allowing part or all of the street to be flexed in order to accommodate market events, parades, outdoor dining, festivals, pop-ups, parklet, and uses the community has not even dreamed up yet. The flush street will also allow for make these events more navigable by those with mobility impairments.

With wider sidewalks than exist today, the Preferred Design emphasizes programmable hardscape throughout the project. Curb extensions will be broad and well-appointed with key amenities and trees will be planted in wells with grates to maximize usable surfaces. The Preferred Design considers on-street parking areas as 'flex zones' that could be permitted to accommodate outdoor dining, bike corrals, pop-up retail, parklets, etc. (Note: The City still needs to determine an evaluation, approval, and permitting process for these 'flex zones'.)

While the rebuilt Third Street will be absolutely unique within McMinnville (and the region), the streetscape will be adorned with furnishings, fixtures, and paving materials that both tie into the existing fabric of Downtown and complement the district's historic architecture. To maintain downtown McMinnville's beloved, "quirky" sense of place, many of the furnishings could be custom designed, functional public art installations. All of these elements will be set against a backdrop of carefully laid-out street trees and plantings that

carry forth the beauty of Third Street's arching canopy and introduce additional species and color.

The broad intent of the Third Street Improvement Project is to apply a consistent design across all nine blocks of NE Third Street within McMinnville's Downtown. While there may be a need to modify the design to accommodate functional needs (e.g., truck turning) and there may be key opportunities to amplify the design (e.g., gateways), the aim is to have all blocks, properties, and businesses—and ultimately the community—benefit equitably from this investment. A further goal is that the improvements on Third Street help connect McMinnville's civic assets (e.g., the Library, Aquatic Center, and City Park) to Downtown.

Underpinning the streetscape will be a new roadbed, stormwater system, and below-grade utilities that will replace aging systems with infrastructure designed to last decades. Third Street's organic flexibility, rendered with durable, long-lasting fixtures and infrastructure will make the street both timeless and future-proof.

## KEY FEATURES

Flush Street Design Throughout  
Hardscape for Flexible Programming  
On-Street Parking as 'Flex Zones'  
Large, Mid-Block Curb Extensions  
Historic Furnishings & Fixtures  
Diversified Tree Canopy  
Planters & Hanging Flower Baskets  
Unique Public Art  
Renewed Infrastructure



*The beauty and color of 3rd Street is in the historic buildings, their windows, the trees and plants that create a beautiful oasis.*

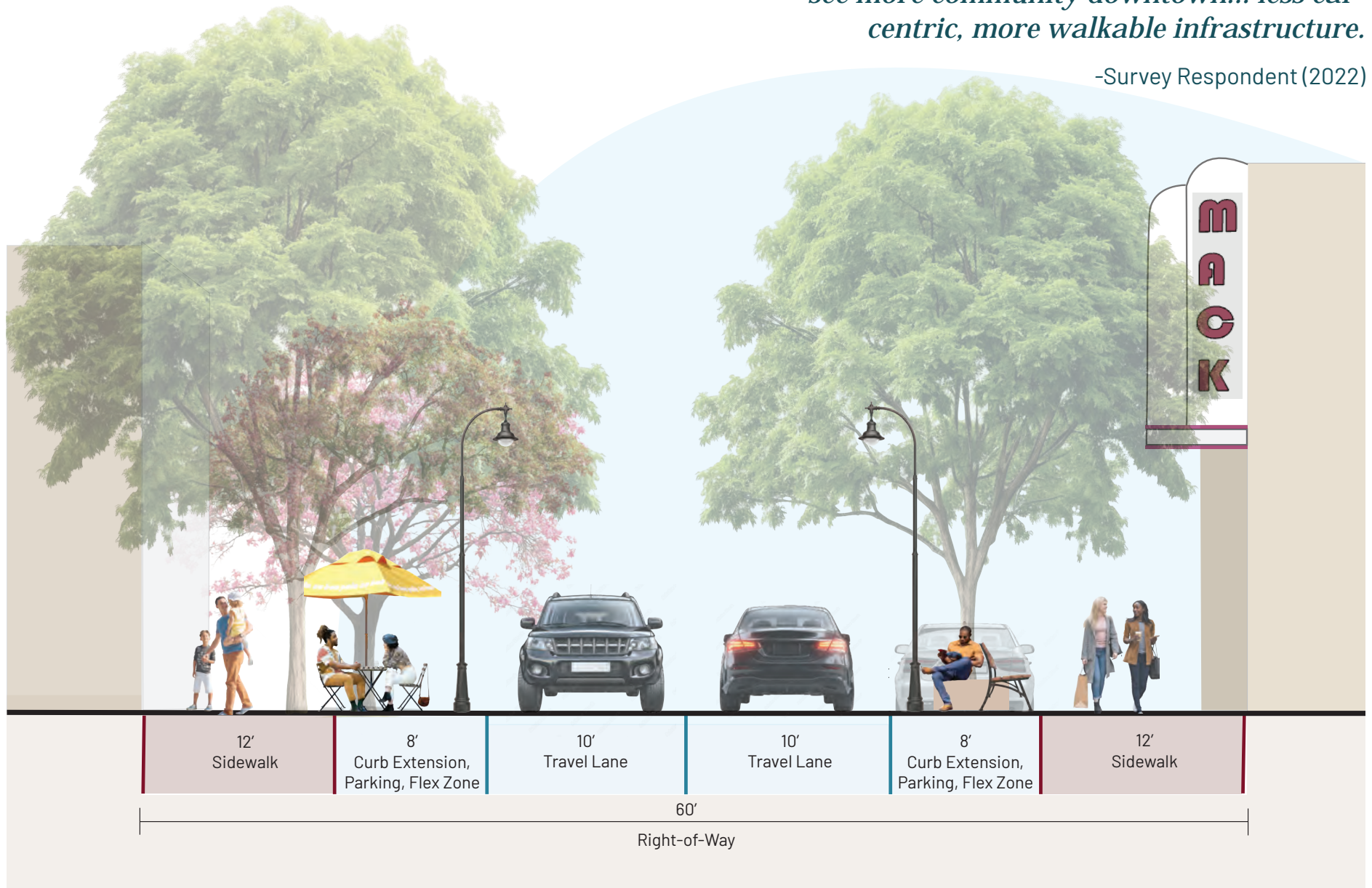
-Survey Respondent (2022)





*I like designs that add to the culture, safety, utility, and welfare of everyone. I want to see more community downtown... less car-centric, more walkable infrastructure.*

-Survey Respondent (2022)

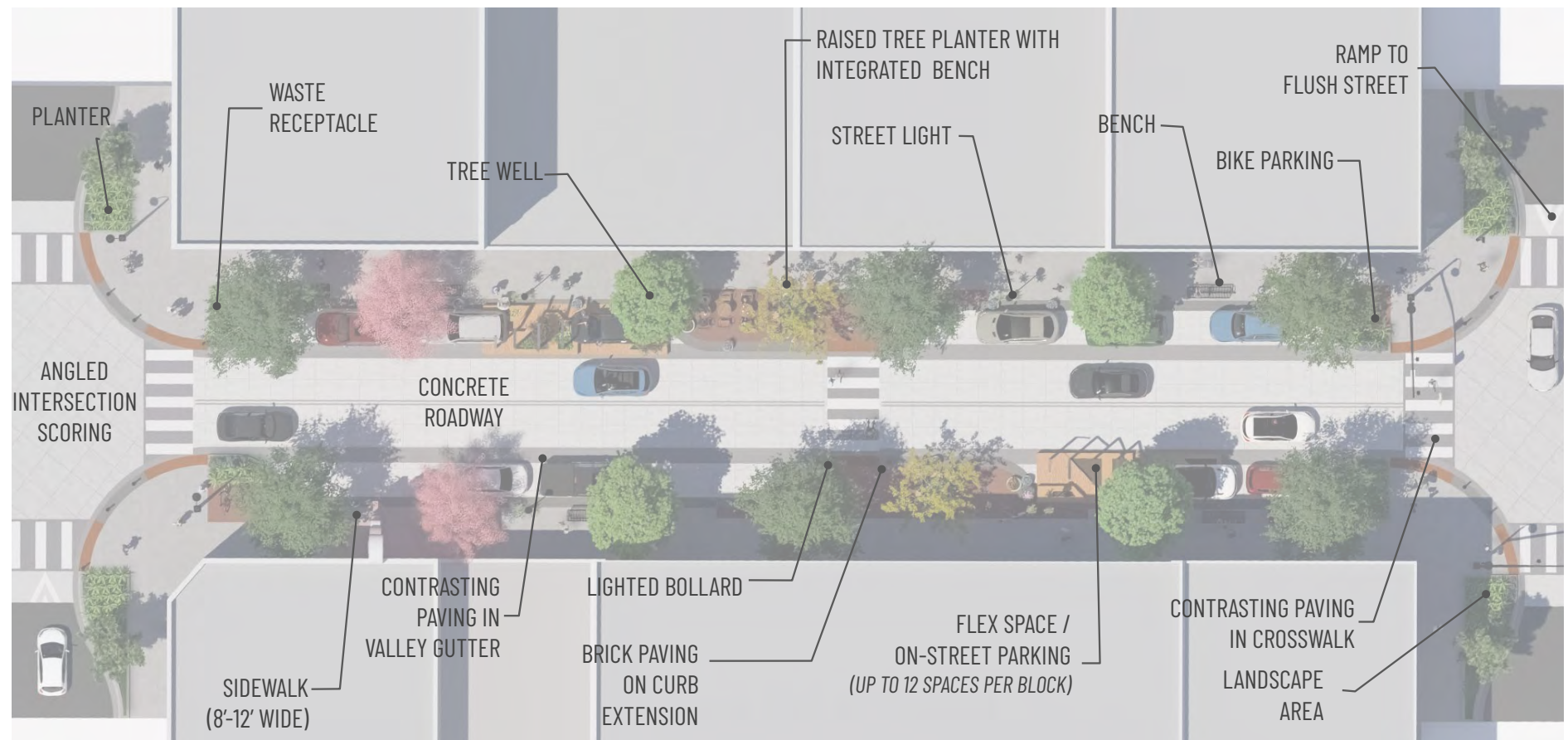




## CROSS-SECTION & TYPICAL BLOCK

Third Street's new cross-section has been designed to enhance the pedestrian experience while still allowing vehicular access. In particular, the street will be given a 'road diet,' wherein the two travel lanes (one in each direction) will be reduced from 12' to 10' wide while the sidewalks on either side of the street will be increased from 10' to 12' wide. Meanwhile, the curb extensions at the intersections and at

the mid-blocks—which today provide safety benefits by shortening crossing distances and improving visibility of/for pedestrians—will be lengthened significantly to provide additional space for seating, plantings, commerce, and programmable hardscape. Taken together, these changes will calm traffic and improve pedestrian comfort.



While each block along Third Street has its own unique conditions, the above shows a typical layout of the streetscape's various features.



**TYPICAL:** Third Street will be open to vehicular traffic—although some of the on-street parking spaces may be ‘flexed’ for outdoor dining, etc.



*Visually, pedestrians should look at the whole street and want to walk down it, and people in cars should sit in a car and think, “this is for pedestrians, I should drive down another street.”*

-Survey Respondent (2022)



**TRANSFORMED:** The curbless environment will enable Third Street to be converted into a plaza for festivals, markets, parades, or other special events.



## DESIGNED FOR FLEXIBILITY



*Conventional use: on-street parking during 'non-programmed' times.*



*Pop-up booths and tents will appear during festivals and outdoor markets.*



## DESIGNED FOR FLEXIBILITY continued...



*With proper permitting, outdoor dining could take over a parking / flex zone.*



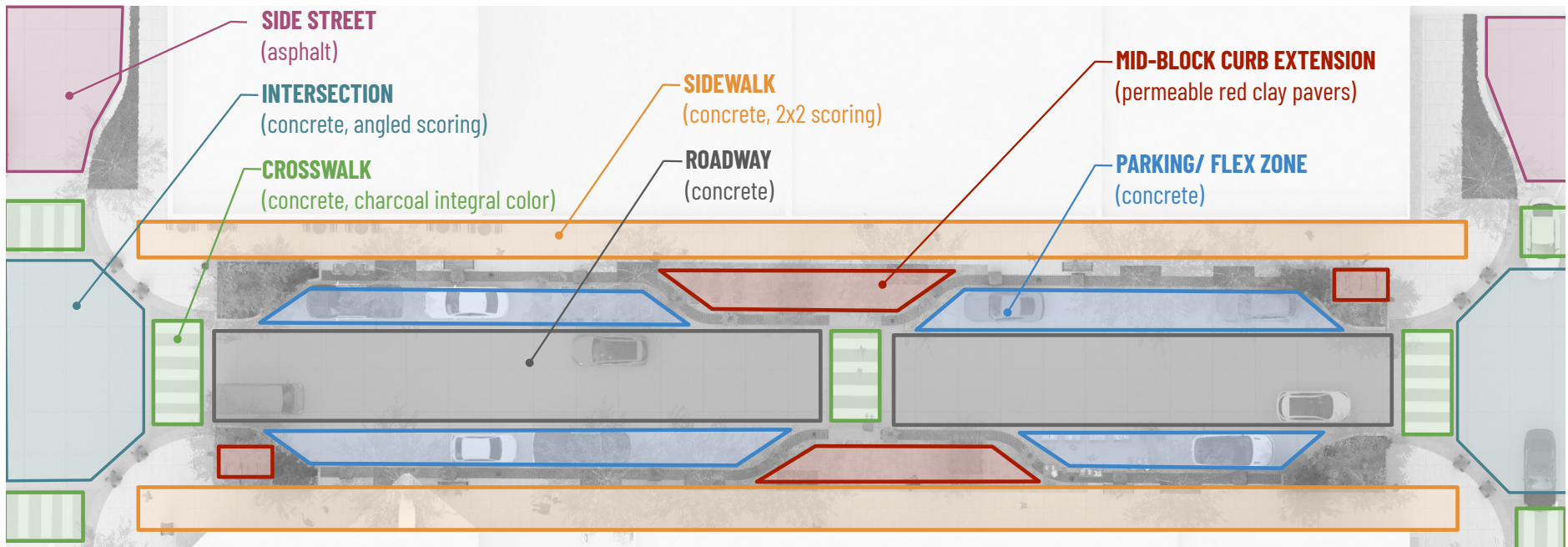
*'Parklets' could be used to create temporary public space.*



## PAVING MATERIALS

The new Third Street hardscape will be concrete. Gray concrete sidewalks will continue the 2' x 2' scoring pattern standard throughout Downtown McMinnville. The gray concrete roadway will have significantly broader, ~8.5' scoring, with the intersections distinguished by scoring that is off-set by 45-degrees. Rendered in a dark, charcoal gray via integral color concrete, a valley gutter will handle stormwater like a typical curb while also clearly delineating travel lanes from parking areas. This same dark, charcoal gray will be used for the crosswalks and for the driveways that access Third; it also should be considered for the gateway intersections at Adams, Baker, and Johnson.

Mid-block curb extensions will be built with permeable, red clay brick pavers that reference the Third Street's historic buildings. These pavers will be a uniform size but of variable colors arranged 'organically' without a defined pattern. These same pavers will be used near some street corners to accommodate bike racks and/or other amenities. (Note: Given the clay soil conditions beneath most of the project area, permeable pavers are to be installed only in areas with soil cell that allow for percolation. See "Street Trees" section below.)



*The various paving 'zones' along Third Street are considered in terms of material, color, and scoring.*



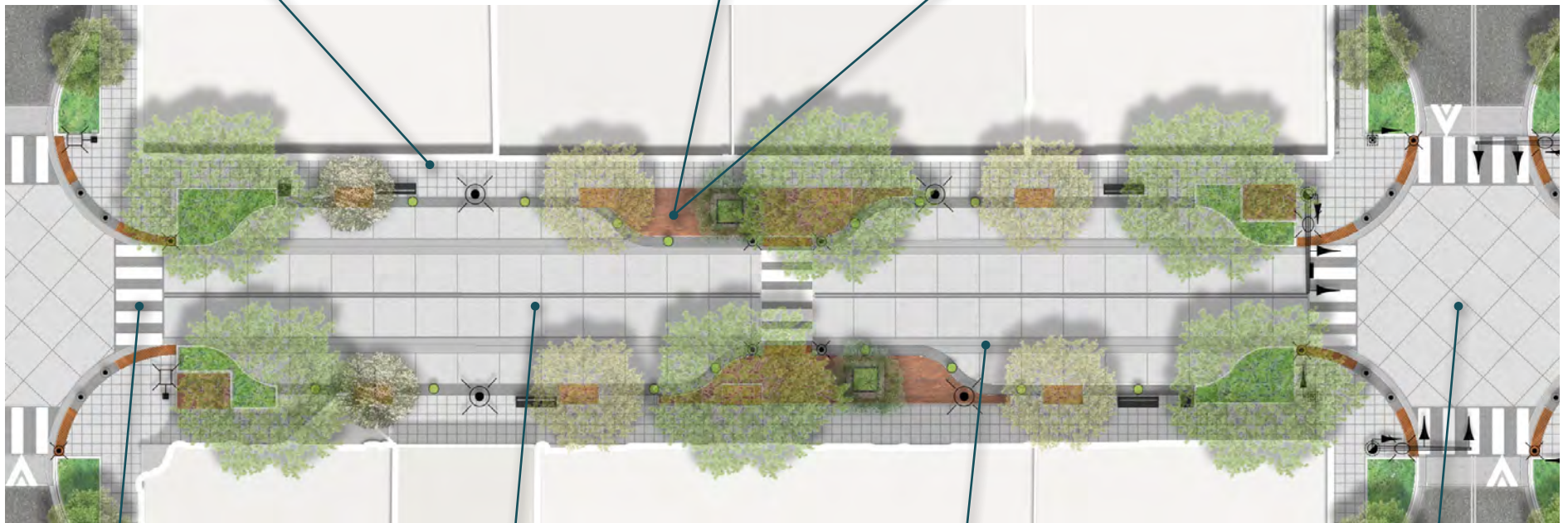
## PAVING MATERIALS continued...



Concrete sidewalks with 2'x2' scoring



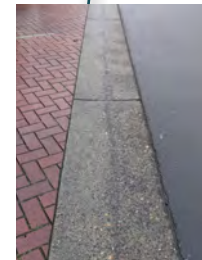
Mid-block curb extensions with permeable red clay brick pavers



Dark, charcoal gray crosswalks



Gray concrete roadway with orthogonal scoring



Differentiated valley gutter



Concrete intersections with angled scoring



LEFT: Third Street's detectable warning surfaces (found at all crosswalks) will be uncoated cast iron.

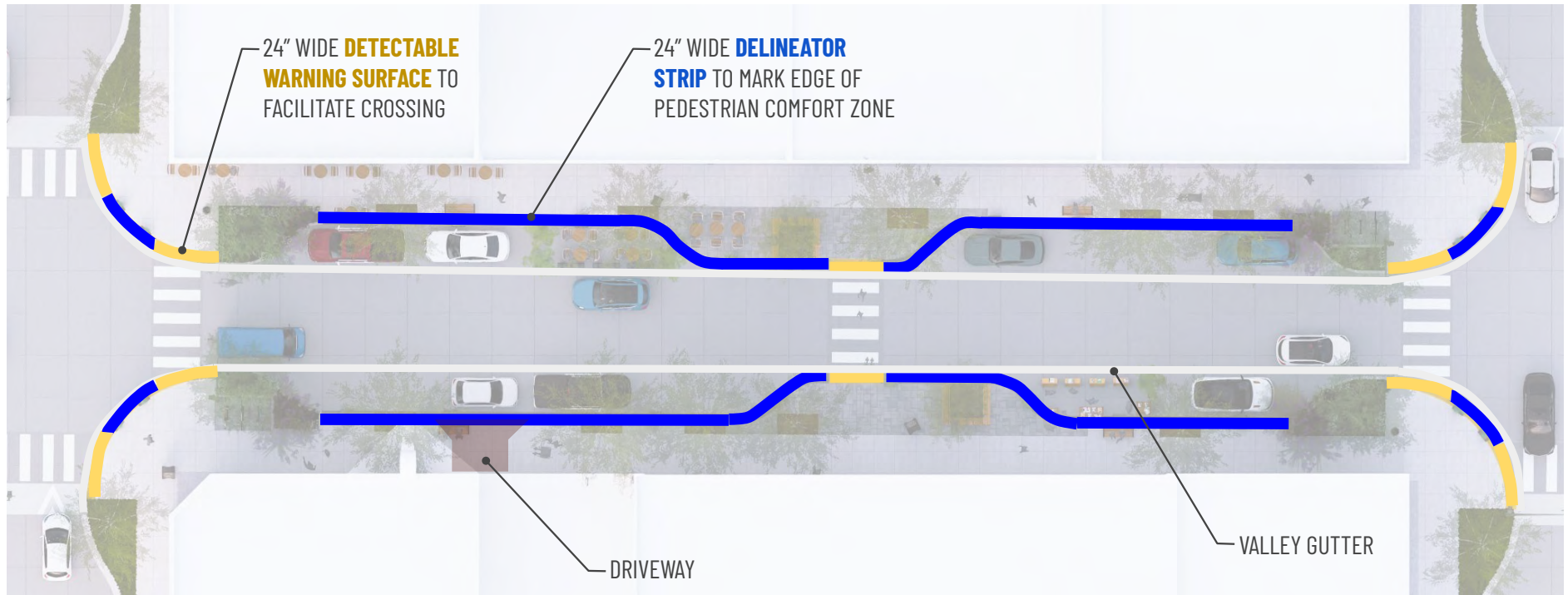


RIGHT: Delineator strips of rough-faced basalt will distinguish the separation between pedestrian and vehicular areas.

## ACCESSIBILITY FEATURES

There will be a 24" band of rough-faced basalt placed as a 'delineator strip' between the pedestrian areas and the parking / roadway. The texture of this basalt will enable vision-impaired visitors to cane-detect the edge of sidewalk and/or curb extension, while the basalt's color will stand in stark contrast to the adjacent concrete and/or red brick pavers. (Note: basalt was selected for this purpose as a locally relevant and source-able material.)

Detectable warning surfaces are required at all designated crosswalks. For Third Street, these 'truncated domes' will be uncoated cast iron, lending a patina to the streetscape's historic finishes.

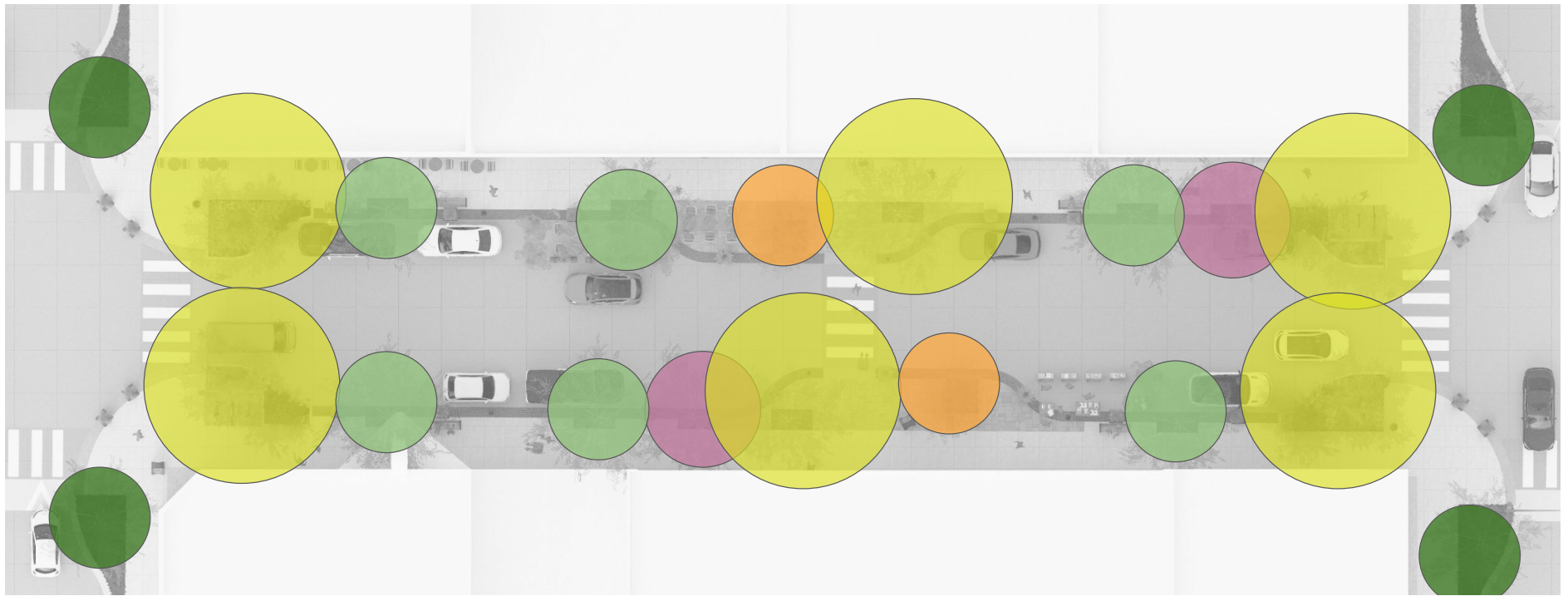
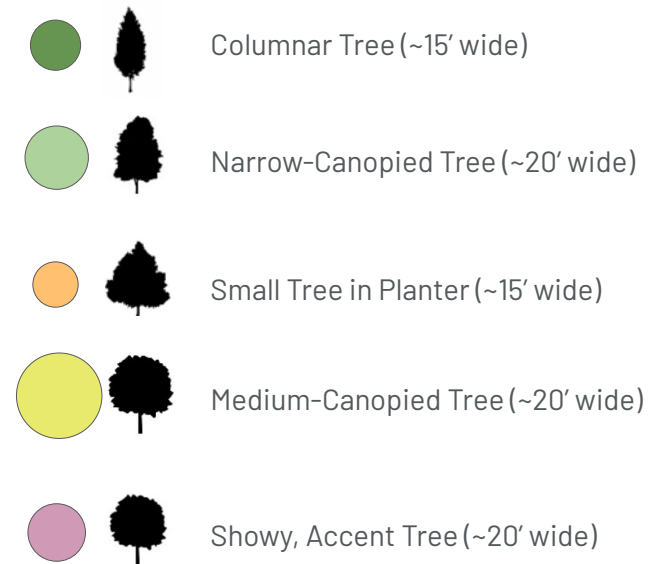


The various paving 'zones' along Third Street are considered in terms of material, color, and scoring.



## STREET TREES

With their arching tunnel effect, flower accents, and variegated fall color, the street trees will be a defining feature of the new Third Street. To enhance diversity and resilience, the Preferred Streetscape design will use an informal mix of five tree types, and, in some cases, varying species for each type. (It should be noted that the current intention is to preserve 24 of the existing trees in the project area.)



*There are five general tree types that will be used on Third Street. The above shows the arrangement of these tree types on a 'typical' block.*



Persian Ironwood



Persian Spire Parrotia



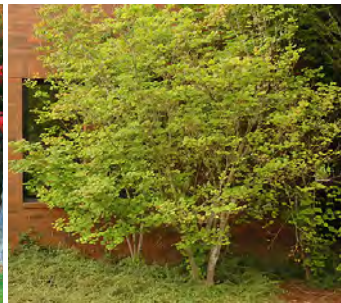
Armstrong Maple



Armstrong Maple (autumn)



Fernleaf Full Moon Maple



Vine Maple



Trident Maple

## STREET TREES continued...



### Columnar Tree (~15' wide)

These trees will mark the entrances to Third Street from the intersecting side streets. Where no overhead wires exist, the intent is to plant Persian Ironwood (*Parrotia persica* 'Vanessa'). Where overhead wires do exist, and shorter columnar trees will be necessary, the intent is to plant a related variant—Persian Spire Parrotia (*Parrotia persica* 'JL Columnar'). Both trees are on McMinnville's Street Tree List.



### Narrow-Canopied Tree (~20' wide)

These narrower trees will provide shade and visibility to storefronts while allowing pockets of sunlight through. The intent is to replant Armstrong Maple (*Acer rubrum* 'Armstrong'), a tree that flourishes on Third Street today and which provides brilliant fall color. This tree is on McMinnville's Street Tree List.



### Small Tree in Planter (~10 to ~20' wide)

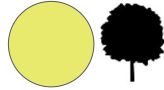
These smaller trees will be placed in large planters that appear on the mid-block curb extensions. Generally, these trees will be either Vine Maple (*Acer circinatum*) or Trident Maple (*Acer buergerianum*), the latter of which appears on the City's Street Tree List. In cases where a larger tree overhangs the planter, the intent will be to utilize a smaller Fernleaf Full Moon Maple (*Acer japonicum* 'Aconitifolium').



## STREET TREES continued...

### Medium-Canopied Tree (~35' wide)

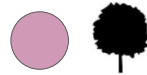
In keeping with the community's desire to carry forth the current 'tunnel effect' of trees that arch over Third Street, medium-canopied trees will be planted at the beginning, middle, and end of each block. The intent is to replant American Hornbeam (*Carpinus caroliniana*) for this purpose, noting that these trees exist on Third Street today and are approved on McMinnville's Street Tree List.



American Hornbeam

### Showy Accent Trees (~20' wide).

These trees, planted sparingly and for effect along most of Third Street's blocks, will provide seasonal interest. The intent is to utilize Venus Dogwood (*Cornus (kousa x nuttallii) x kousa 'KN 30-8'*) or Okame Flowering Cherry (*Prunus 'Okame'*), both of which appear on the City's Street Tree List.



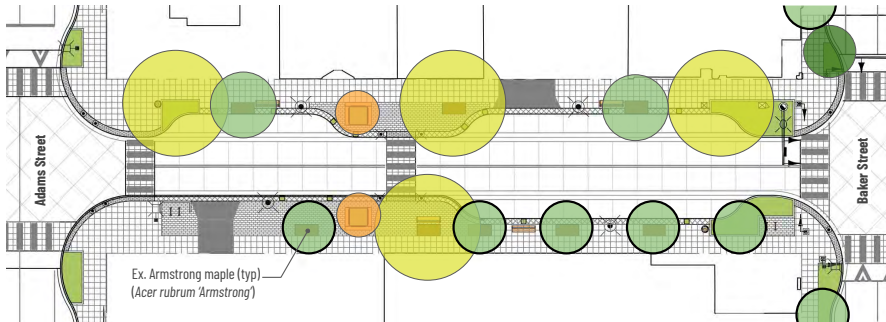
Okame Flowering Cherry



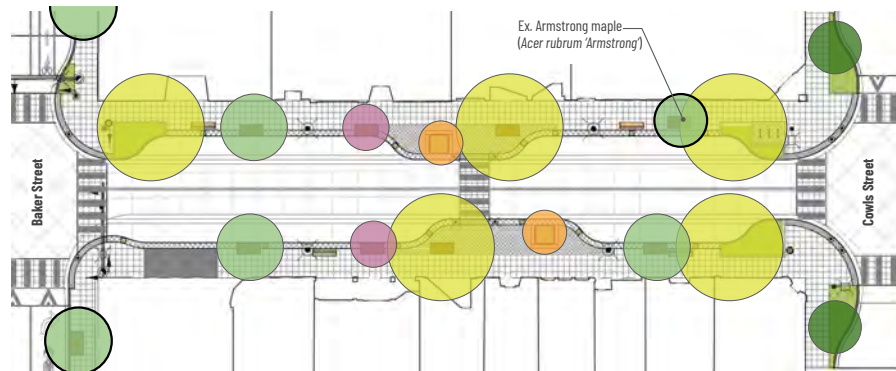
Venus Dogwood

## STREET TREES continued...

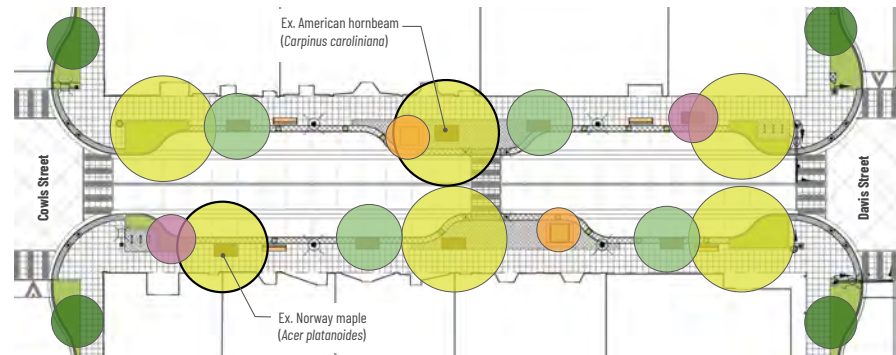
The Street Tree diagrams on this and the following page show how the five different tree types will be arrayed on each block, as well as how existing street trees will be incorporated into the overall design. It should be noted that these diagrams represent the trees at the potential mature canopy. It should also be noted that existing driveways and (on the eastern-most blocks) lane configurations necessarily alter the 'typical' pattern. Final street tree placement will be coordinated with critical infrastructure and agency standards and will preserve sightlines for intersections and the railroad crossing.



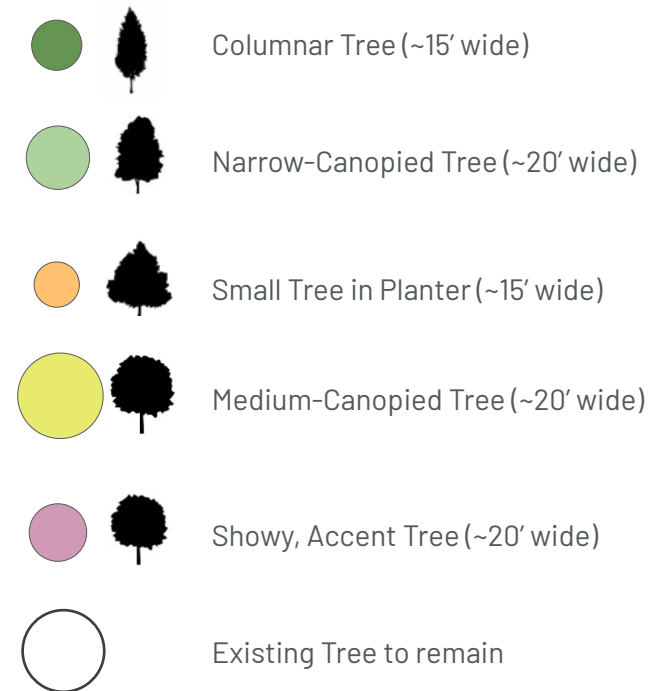
Street Trees: Adams to Baker



Street Trees: Baker to Cowles

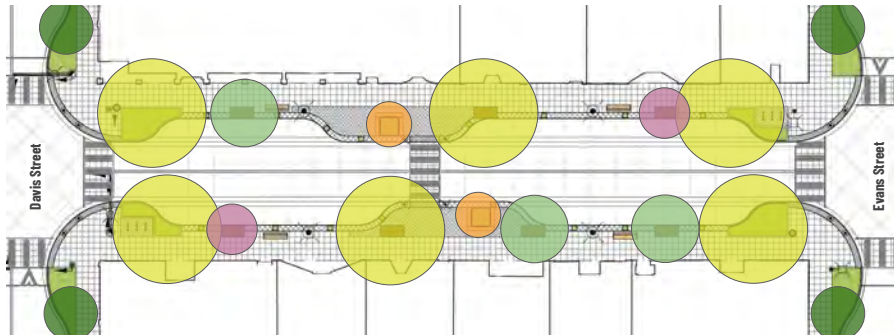


Street Trees: Cowles to Davis

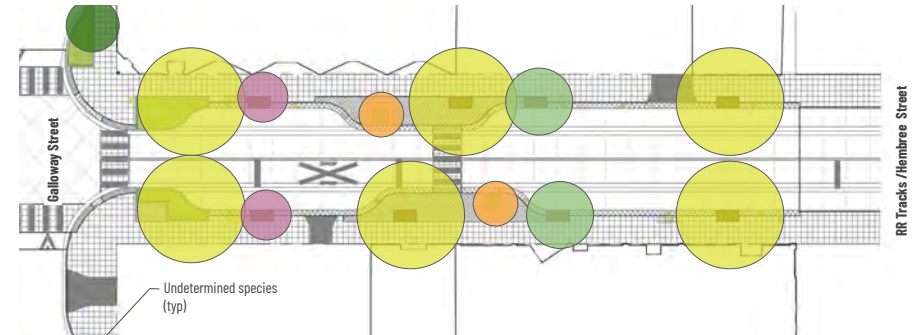




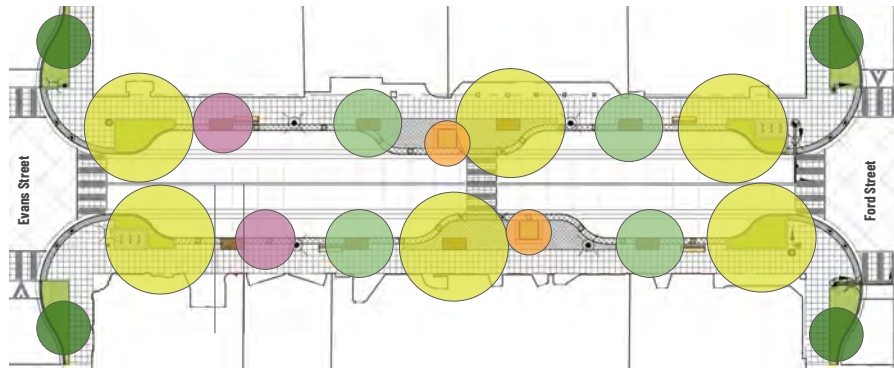
## STREET TREES continued...



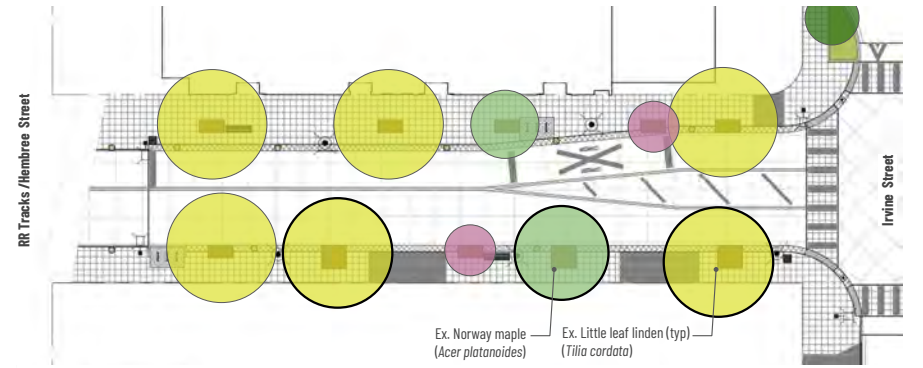
Street Trees: Davis to Evans



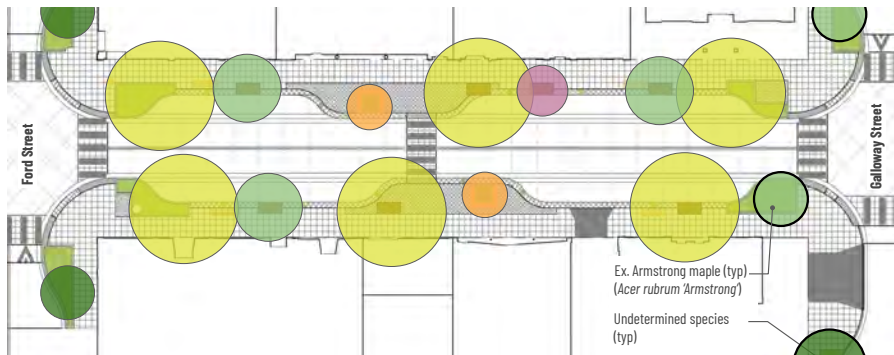
Street Trees: Galloway to Hembree (RR)



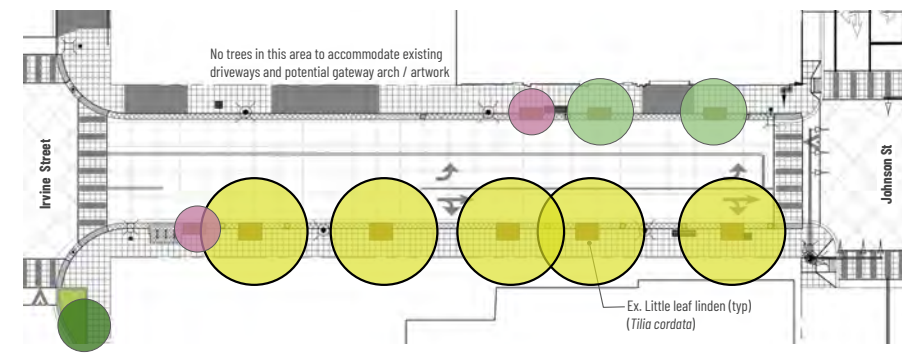
Street Trees: Evans to Ford



Street Trees: Hembree (RR) to Irvine



Street Trees: Ford to Galloway



Street Trees: Irvine to Johnson

## STREET TREES continued...

### Tree Grates

Save for the small trees in the mid-block planters and those placed in the at-grade corner planters, it is recommended that tree wells be covered with attractive and distinctive tree grates made from weathered steel. While the specific design has yet to be determined, it should be noted that grates can either be custom or 'off-the-shelf.' These grates must be maintained as the trees grow—to both protect the tree and prevent pedestrian tripping hazards. If / when root flares emerge such that grates are no longer feasible, the tree well can be mulched, planted, or filled with decomposed granite or other permeable material.



*Steel tree grates come in a wide variety of standard designs, but can also be customized for Third Street. The key is to ensure that the selected grate can be cut out from the center to accommodate tree growth.*



## STREET TREES continued...

### Soil Cells

Typical urban tree wells (4' wide, 6' long, and 2' deep) provide 48 cubic feet of uncompacted soil for street trees. However, the recommended soil volume to maximize tree health is 1,000' cubic feet—and this is why many urban street trees struggle. To provide adequate soil volume for Third Street's trees, it is recommended that a soil cell system be used. Soil cells are modular, load-bearing structures that support urban sidewalks while providing high-quality, uncompacted soil volumes for tree roots. Such systems tend to promote faster tree growth than standard street tree wells. Soil cells can also be integrated into a stormwater management system, whereby stormwater can be directed into the soil cells (via pipe or infiltration) for uptake by the trees.

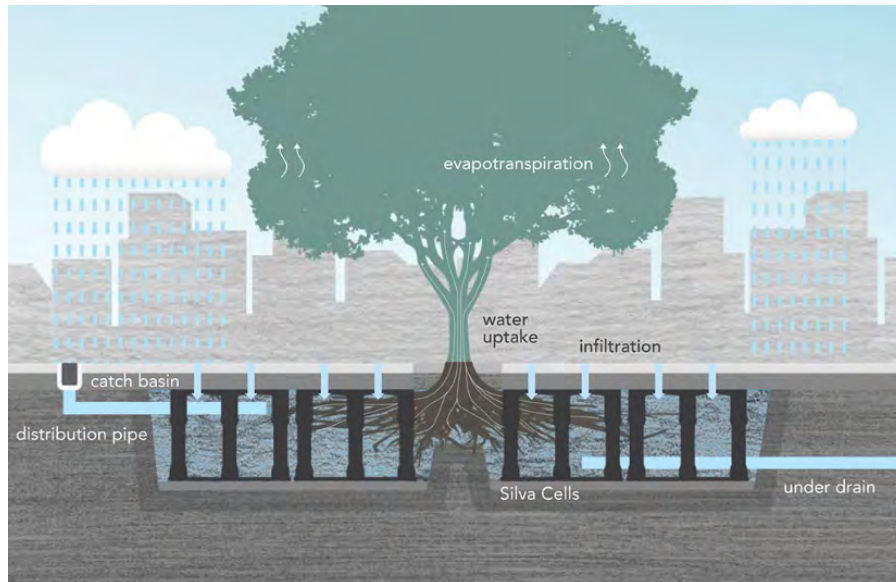
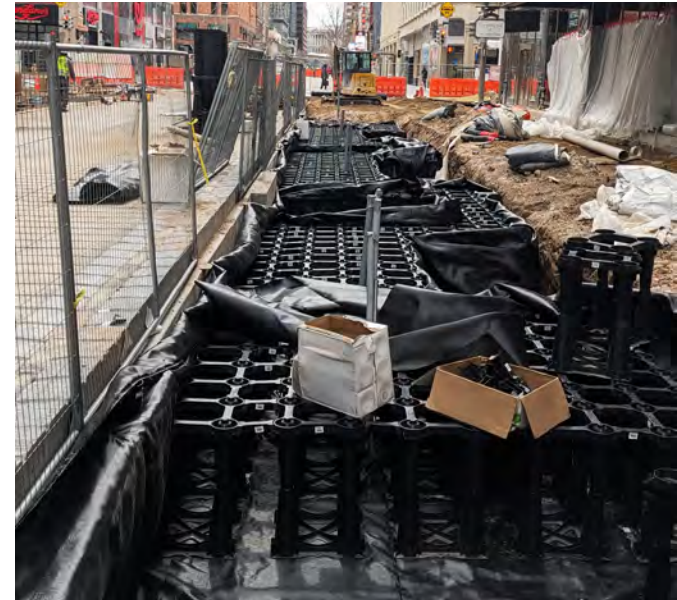


Diagram showing how soil cells (e.g., Silva Cells) function. The structural soil cells hold up the sidewalk, allowing tree roots to grow in uncompacted soil. Stormwater can also flow through the cells. (Credit: DeepRoot)



These two photos show the Denver's curbless 16th Street Mall under construction (April 2025). Soil cells are being used for all of the street's trees.





*If there is a way to make it almost exactly how it is now, with the tunnel of tree canopy lining both sides and the trees looking beautiful... that would be ideal. It wouldn't feel like Third Street without that.*

-Survey Respondent (2022)





*While most of this report's renderings show the street trees at mid-growth (to allow readers to see the other streetscape details), the image above and the one that precedes it illustrate the 'tunnel effect' when the trees reach full maturity.*







## LANDSCAPING / PLANTERS continued...

### At-Grade Planters

Most intersections will feature irrigated, at-grade landscaped areas to anchor the corners with greenery. It is recommended that evergreen species be planted for year-round interest, with a few perennials included as well. This vegetation is to be kept low (less than 24") in order to preserve sightlines. These planters will have a curb border to prevent intrusion by vehicles and/or pedestrians.

### Large Bench Planters

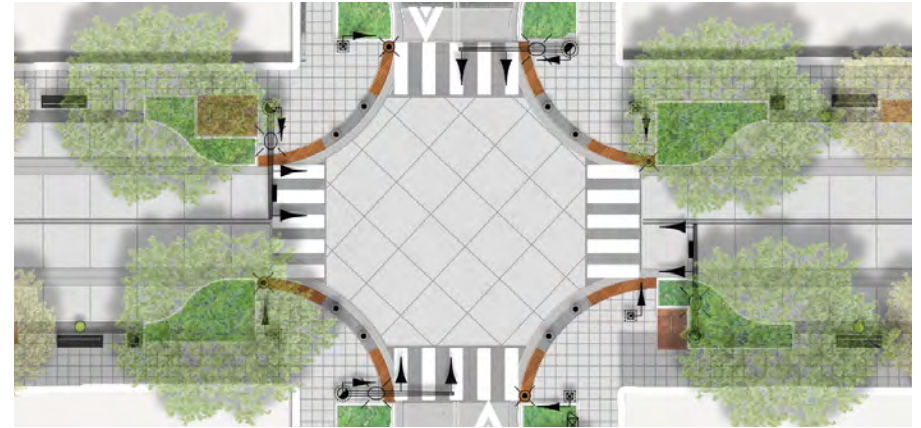
A signature piece of the mid-block curb extensions will be large, above-grade planters that feature a small tree and groundcover plantings with perennials. (It is recommended that these planters be irrigated.) Benches will wrap all four sides, allowing visitors, customers, and parade watchers to take in the full panorama of Third Street. These wood slat benches will be joined at the corners and will feature periodic armrests.

### Stand-Alone Planters

The project's standard planter will be a simple, round design - rendered in concrete (reinforced with glass fiber for durability). It is recommended that a mix of sizes and colors (e.g., natural, gray, and charcoal) be clustered in some locations - to emulate the loose, organic feel of the planters that exist today on Third. It is also recommended that some or all of the existing 'Stastny' planters be retained if feasible to retain some of the street's cultural heritage. (Note: Self-watering irrigation systems should be considered for stand-alone planters if feasible.)

### Hanging Baskets

It is recommended that the street light poles be able to accommodate hanging flower baskets (with irrigation) to add additional color and small-town charm to the streetscape.



Curbed, at-grade planters will be constructed at the intersections.



Large bench planters with small trees and plantings will be a key project feature.



It is recommended that the historic 'Stastny' planters (LEFT) be retained to complement the standard round planters (RIGHT).

## LIGHTING

### Street Lights

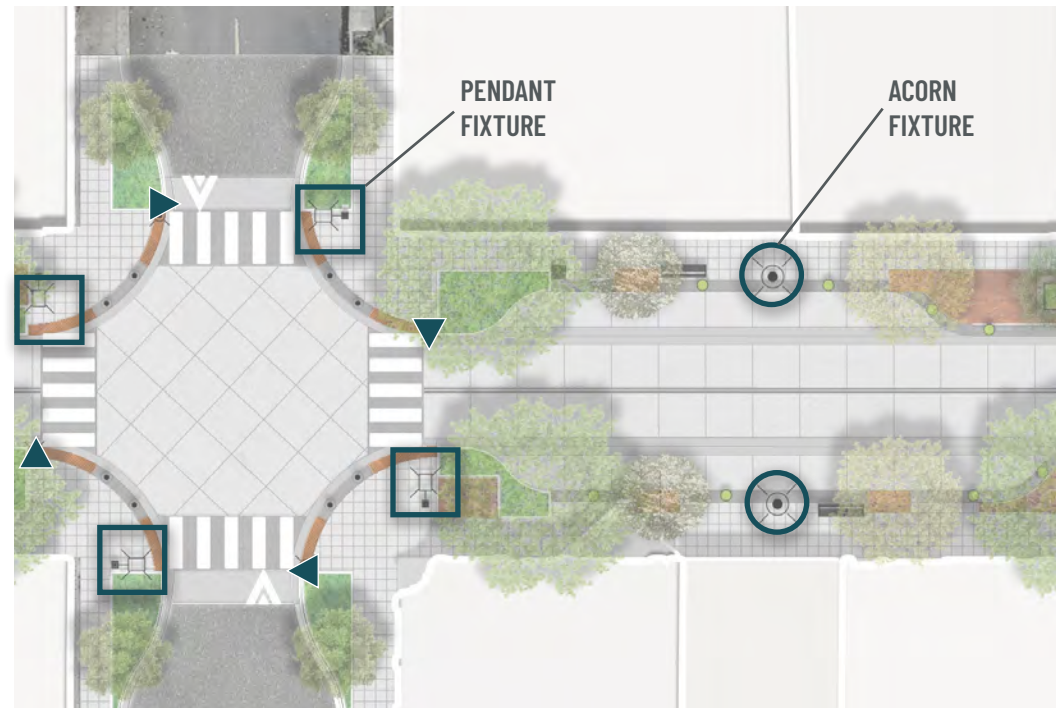
Each block face will have four (4) pedestrian-scaled street lights. These black metal, historic-looking fixtures will be the same as those found elsewhere in Downtown and the community. Lights at the corners will be pendant-style fixtures and will help illuminate the crosswalks, while those along the mid-block will be acorn-style fixtures. At signalized intersections, the pendant-style fixtures (and their decorative bases) will be integrated into the signal pole configuration. It is recommended that the light fixtures include convenience outlets and be able to accommodate banners, flags, and hanging flower baskets (the latter ideally with irrigation).



The acorn light fixture (LEFT) will be for mid-blocks and the pendant (RIGHT) for intersections.



Where applicable, the historic pendant light fixtures will be affixed to signal poles with decorative bases (RIGHT). The LEFT image above shows a recently-installed example at NE 5th and Evans Streets in Downtown McMinnville.



The above diagram shows the locations of the three standard light fixtures on a typical block.



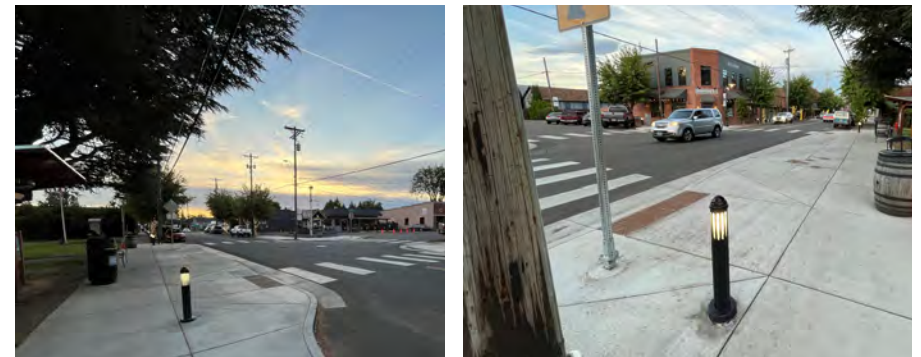
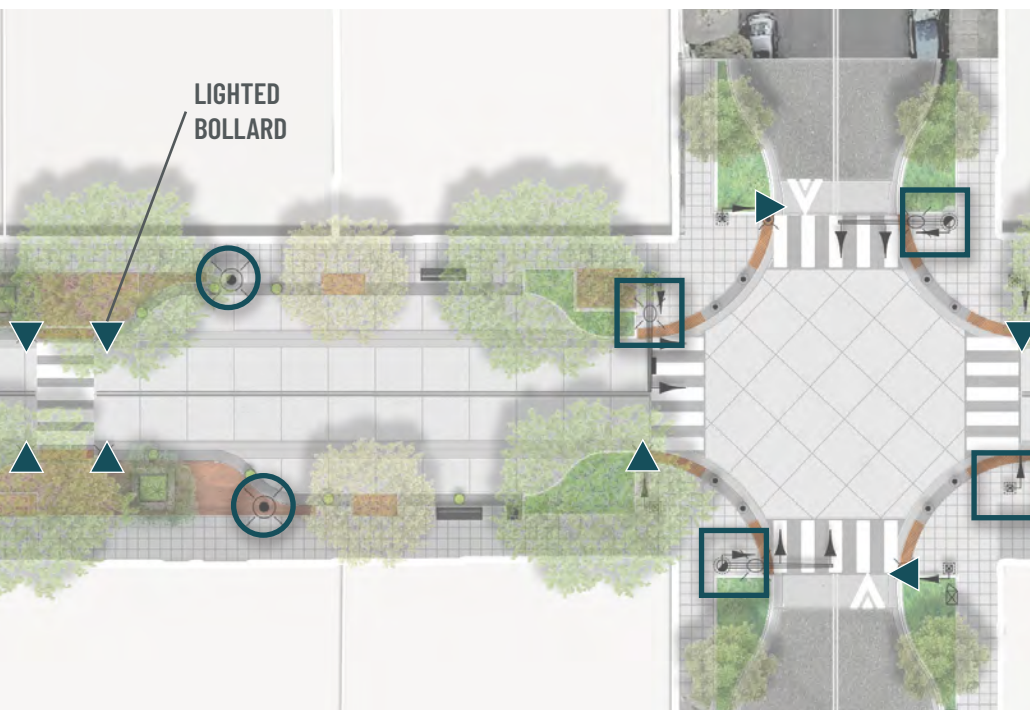
## LIGHTING continued...

### Lighted Bollards

Black metal lighted bollards, chosen to emulate the historic light fixtures, will be used to further illuminate each crosswalk. At the well-lit intersection crosswalks, one lighted bollard will be installed per crosswalk—one opposite each pendant light fixture. For the mid-block crossings, where the tree canopy will create more shadow, four lighted bollards will be installed per crosswalk—two on either end. The standard bollard will match the unlit “corner guide” bollards. One option to be considered in final design is whether or not to use ‘artistic’ lighted bollards in select locations; such bollards could be designed by local artisans, reference McMinnville’s historic past, and/or add quirk and whimsy to the streetscape.



The preferred lighted bollard (LEFT) and a more decorative alternative (RIGHT).



The preferred lighted bollard as seen in Carlton, OR.



Artistic lighted bollards may also be an option to consider at select locations.





*Decorative lighting has always been a part of Third Street, as shown in the TOP images from the 1930s and the contemporary ones BELOW.*



*Decorative lighting as a placemaking feature. Clockwise from TOP LEFT: Larimer Square (Denver, CO); Tulsa, OK; Church Street (Burlington, VT); Naperville, IL.*

## LIGHTING continued...

### Decorative Lighting

Third Street has long benefited from decorative ‘twinkle lights’ that appear seasonally or to mark special events. These decorative lights have generally been the purview of the McMinnville Downtown Association, and it is the recommendation of this plan that a decorative lighting program—whether around or between trees, above the street, outlining façades, etc.—be continued when the new streetscape is implemented. Such a program could be particularly advantageous in creating visual interest in the first few years following construction, when the newly-planted street trees will be smaller. (Note: External outlets to accommodate decorative lighting should be located and designed so as to discourage vandalism and attractive nuisances.)

### Building Lighting

Lighting provided by private property and business owners can contribute greatly to the evening ambiance of individual storefronts and Third Street as a whole. Owners are strongly encouraged to ensure that entrances are well (and warmly) lit, display windows emanate a ‘glow’ onto the sidewalk, and historic façade features are highlighted.



*Lighting façade details can celebrate historic architecture while creating a welcoming feeling in Downtown.*



## OTHER FURNISHINGS + FIXTURES

### Corner Guides

Because the new Third Street will be a curbless environment, it is paramount that pedestrians and drivers alike understand where the roadway ends and where the sidewalk begins. To facilitate this distinction, each intersection corner will feature a delineator strip (a dark band of rough-edged basalt), cast-iron detectable warning surfaces at the crosswalks, and corner guide bollards at the corner apex. These metal bollards will be post-mounted for durability and will be of a similar design to the lighted bollards—made to emulate the historic light standards.

### Waste Receptacles

The new Third Street will feature 'cart garage' waste receptacles that help facilitate the efficient removal of collected waste. The cart garage is a lockable fixture into which a roll cart can be inserted. The roll carts, owned and maintained by the waste hauler, work with the hauler's automated side-loaded trucks. The cart garage itself can be covered with replaceable artistic wraps that can be designed by local artisans to celebrate the community, McMinnville's history, etc. This plan specifies a 60-gallon cart, but it should be noted that 35-gallon and 90-gallon carts (and their associated 'garage') are also available.

### Benches

To complement the other historic-style fixtures along Third and throughout Downtown, Third Street's stand-alone benches will be a classic black metal with vertical steel straps and cast-iron arms on the end-frame. There can also be a mix of back and backless benches depending on final location and the need for flexibility. (While not always as comfortable, backless benches would allow visitors to face either the storefronts or the parades / events going on when the street is closed to traffic.)



*The preferred corner guide (LEFT) and a more decorative alternative (RIGHT).*



*The preferred 'cart garage' waste receptacle balances function with custom art.*



*The black metal benches can come in either back or backless versions depending on placement and the need for flexibility.*

## OTHER FURNISHINGS + FIXTURES continued...

### Bicycle Racks

Third Street's standard bike rack will be a black, flat-top staple rack with square tubing and a lean-bar to facilitate locking bicycles of different sizes and configurations. Optionally, the lean bars could be utilized for applied graphics or laser-cut artwork to make them unique to Downtown McMinnville. These standard bike racks could also be complemented by the occasional custom 'art rack.' Bike racks will generally be located at the corners, although depending on demand or business need, additional racks could be added along some block faces, in mid-block curb extensions, or in an on-street 'bike corral.'

### Drinking Fountains

Drinking fountains will be black metal and with a design that complements the other historic-style fixtures on the street. They will feature a pair of polished brass drinking bowls—one vertical and one accessible—as well as a pet bowl at the base.



*The preferred standard bike rack is a black, square-tubed, flat-top staple rack with a lean-bar (LEFT). There is also an option to put McMinnville-specific branding and/or artwork on the lean-bar.*



*There may also be opportunities throughout the project to add custom 'art racks' to the streetscape. These occasional pieces would be both quirky, functional, and unique to McMinnville.*



*Preferred drinking fountain... for everyone!*



## PUBLIC ART

In the case of McMinnville’s Third Street, where “quirky” is embedded in the Vision Statement, public art is a must. While the community design process has not yet focused specifically on art, a few ideas have emerged and are recorded here for future consideration

### Stand-Out Pieces

Vertical public art—whether colorful and striking or monumental and serious—can add distinctive character to any streetscape or Downtown. The Preferred Design puts forth the potential for a substantial piece at the NE Baker / Third intersection and the potential for another at the NE Johnson / Third gateway (see ‘Gateways’ below). There is the potential for additional vertical art as well, and the 30% Design Package (on which this Plan is based) includes an allowance for standard pedestals and footings to accommodate a few significant pieces. (And it should be noted that the project intends to retain the beloved Ben Franklin statue!)

### Subtle, ‘Discoverable’ Works

There are opportunities to embed artwork with the streetscape—even within the street or sidewalk itself—to reward the sharp-eyed visitor and bring additional richness to Third Street. This could include mosaics, historic seals, or playful pieces.

### Temporary Installations

Third Street today enjoys occasional sidewalk murals and chalk drawings that bring some color pop to intersections, etc.—and this kind of ongoing effort should be encouraged. The community should also consider having larger pieces ‘rotate’ through the City to bring fresh interest on a regular basis.

### Functional Art

As has been noted in previous sections, there are opportunities—with the waste receptacles and bicycle racks in particular—to strategically include functional art within the streetscape design.



Stand-out vertical art from Cedar Falls, IA; McMinnville, OR; and Camas, WA.



Discoverable pieces of embedded history from Portland and Milwaukie, OR.



Temporary pieces in Redwood City, CA and Portland, OR.



An example gateway arch from Sunnyvale, CA.

## GATEWAYS

### SW Adams + Third

The intersection of SW Adams and Third will feature gateway elements to welcome visitors traveling south on Highway 99W into Downtown McMinnville. The signature element here will be a gateway arch spanning Third Street east of SW Adams, which will also create a strong community statement when viewed from the Library and City Park on the west side of SW Adams. This arch will be complemented by the existing welcome sculptures installed on the south side of Third. It is also recommended that the raised concrete intersection be colored the same dark gray as the crosswalks—and potentially branded—to further signify the gateway.



Existing sculptural welcome sign (McMinnville, OR)

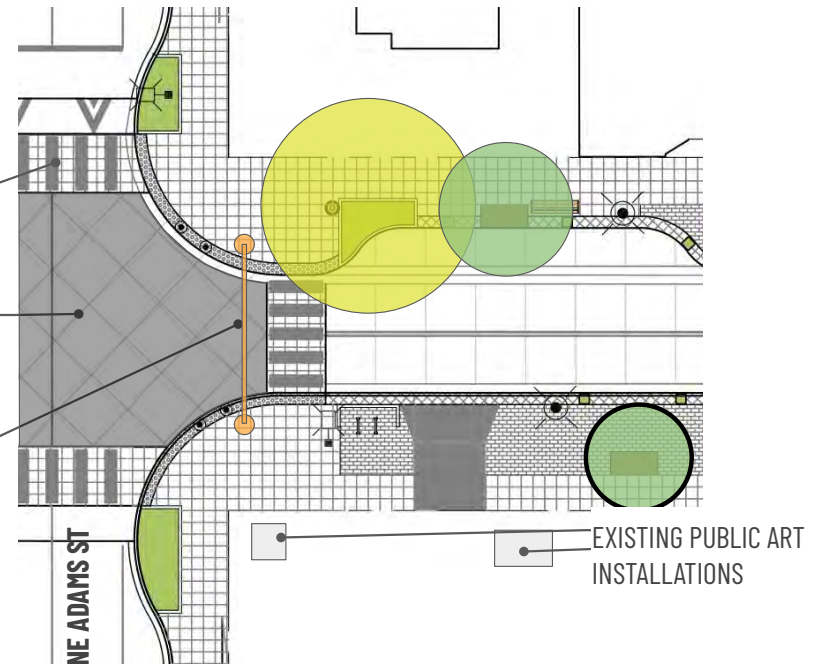


Branded intersection (Plainfield, IL).

CONTRASTING COLOR  
CONCRETE IN CROSSWALK

GATEWAY INTERSECTION WITH  
INTEGRAL COLOR CONCRETE +  
DISTRICT BRANDING OPPORTUNITY

ARCH GATEWAY





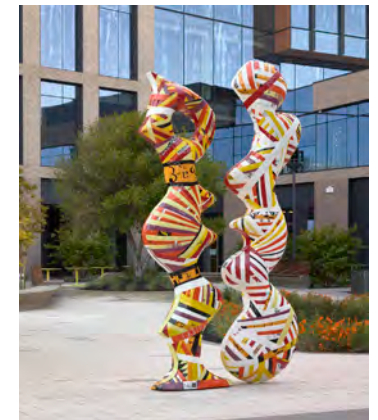
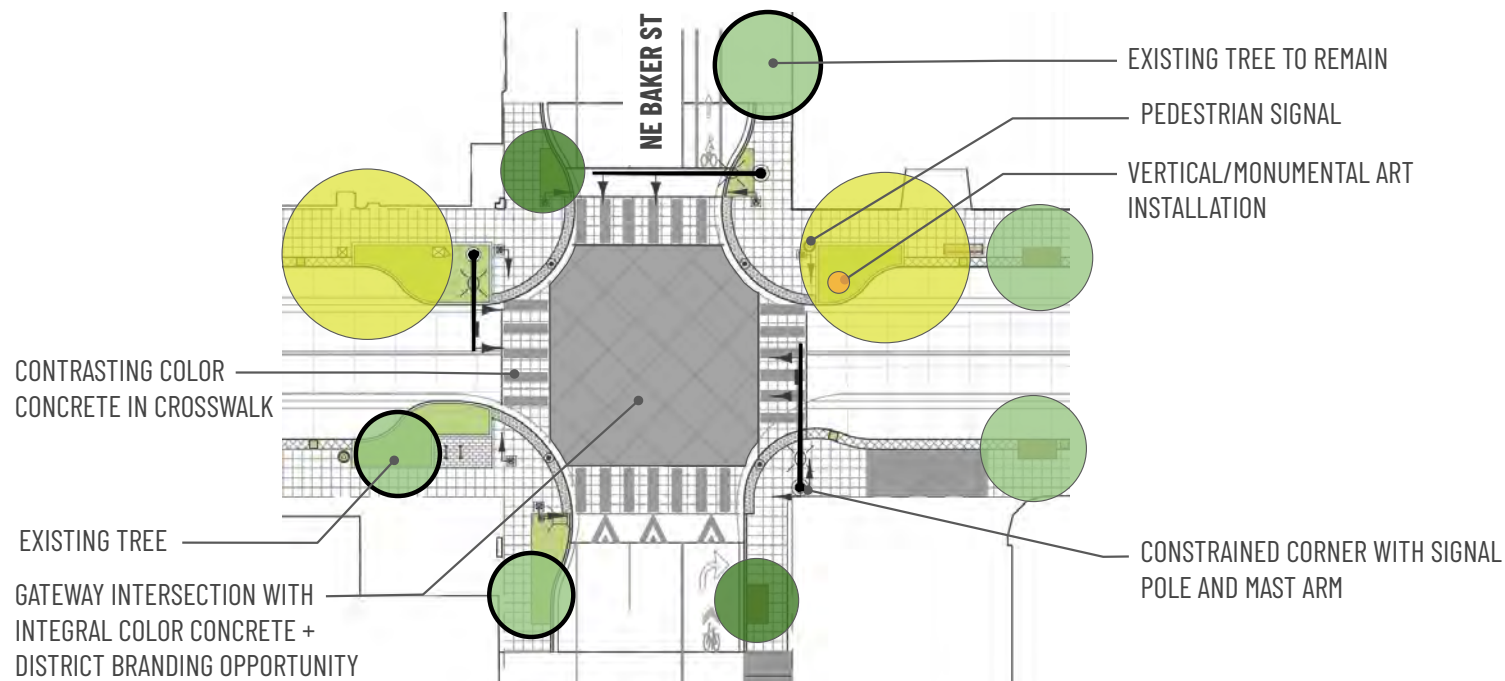
## GATEWAYS continued...

### NE Baker + Third

The intersection of NE Baker and Third is also a gateway from Highway 99W—for those travelers heading north into Downtown. At this constrained location, it is recommended that a column or vertical piece of art (perhaps emulating the proposed arch at SW Adams) be installed in the planting area on the northeast corner of the intersection. It is also recommended that the concrete intersection be colored the same dark gray as that at SW Adams—and potentially branded as well.



Monumental art from Arlington County, VA (LEFT) and Seattle, WA (RIGHT).



A piece from Emeryville, CA.

## GATEWAYS continued...



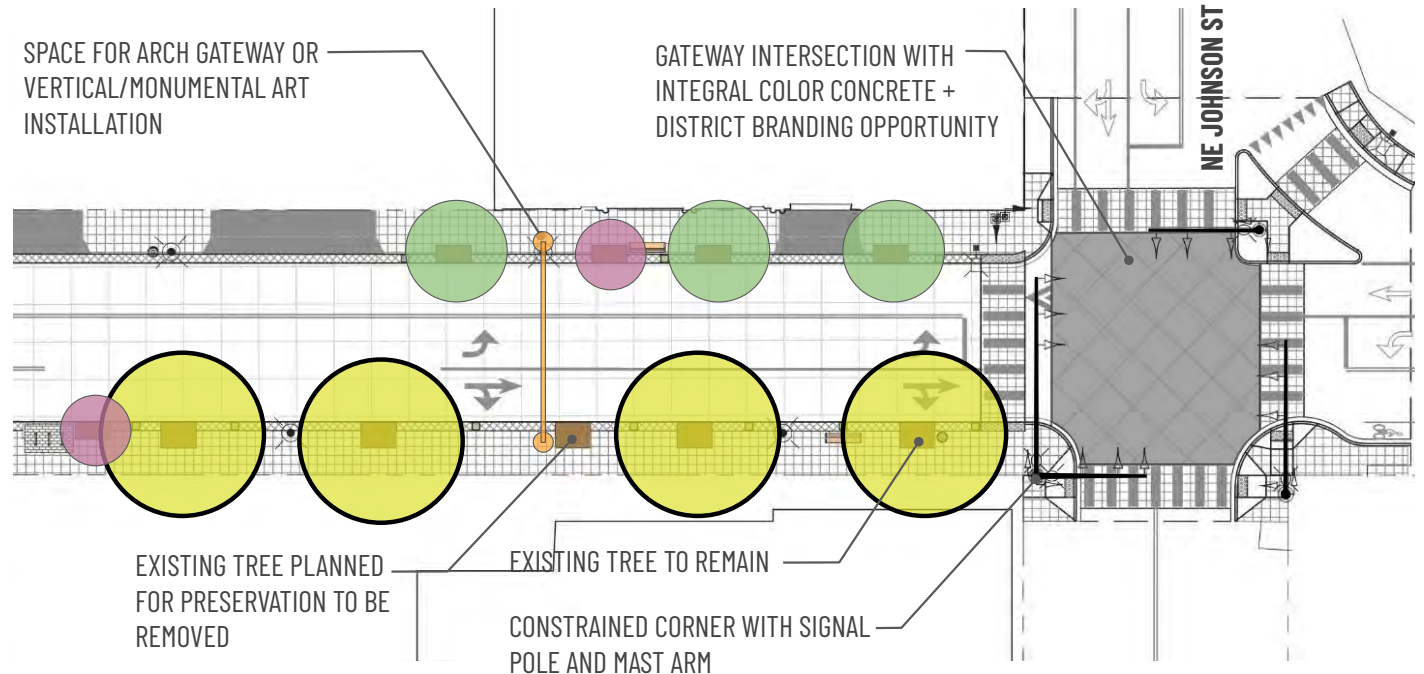
An example gateway arch from Old Hilliard, OH.

### NE Johnson + Third

The intersection of NE Johnson and Third is a gateway into Downtown for travelers and visitors heading northwest on Three Mile Lane or southwest on NE Lafayette / Johnson. While this concrete intersection should be colored and potentially branded in the same way as the SW Adams and NE Baker intersections, it will be difficult to place an arch or significant artwork directly at the intersection given the existing development and roadway lane configurations. It is therefore recommended that a second arch (or vertical column / artwork) be placed instead ~mid-block between NE Irvine and Johnson.



Branded intersection (Plainfield, IL).






## PREFERRED (30%) DESIGN: Adams to Baker

Preliminary – Not for Construction

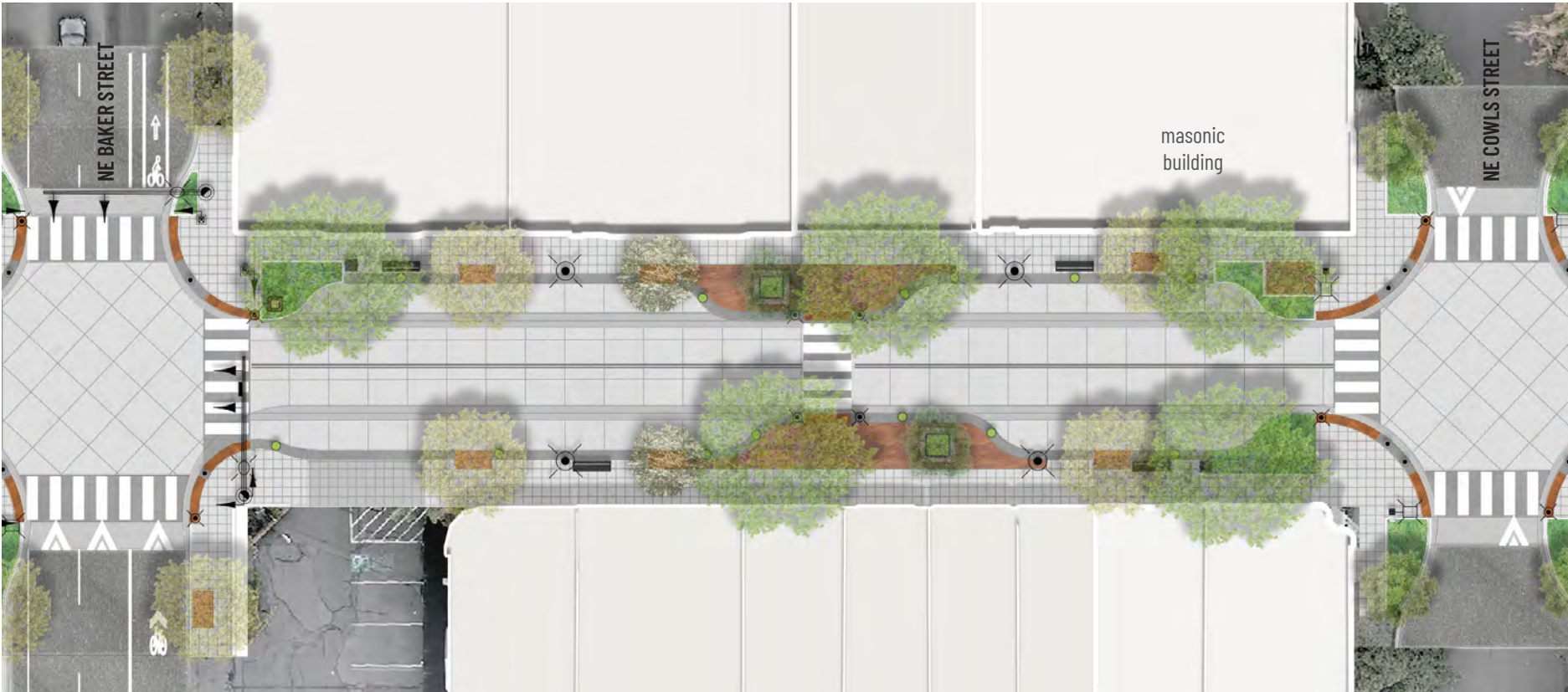


### LEGEND

	Tree Grate / Tree Opening		Landscape Area		Concrete Sidewalk		Permeable Brick Pavers		Acorn Light		Traffic Signal
	Raised Planter with Bench Seating		Asphalt Roadway		Waste Receptacle		Detectable Warning Surface		Pendant Light		Gateway Monument
	Existing or Proposed Tree		Concrete Roadway		Bike Rack		Delineator Strip		Lit Bollard		Gateway Arch
			Concrete Intersection		Bench & Standard Planter		Valley Gutter		Unlit Bollard		Roadway Ramp

PREFERRED (30%) DESIGN: Baker to Cows

Preliminary – Not for Construction



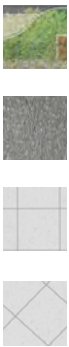
LEGEND



Tree Grate /  
Tree Opening

Raised Planter  
with Bench  
Seating

Existing or  
Proposed Tree



Landscape  
Area

Asphalt  
Roadway

Concrete  
Roadway

Concrete  
Intersection



Concrete  
Sidewalk

Waste  
Receptacle

Bike Rack

Bench &  
Standard Planter



Permeable  
Brick Pavers

Detectable  
Warning Surface

Delineator  
Strip

Valley Gutter



Acorn  
Light

Pendant  
Light

Lit  
Bollard

Unlit  
Bollard



Traffic Signal

Gateway  
Monument

Gateway  
Arch

Roadway  
Ramp



## PREFERRED (30%) DESIGN: Cows to Davis

Preliminary – Not for Construction



### LEGEND

	Tree Grate / Tree Opening		Landscape Area		Concrete Sidewalk		Permeable Brick Pavers		Acorn Light		Traffic Signal
	Raised Planter with Bench Seating		Asphalt Roadway		Waste Receptacle		Detectable Warning Surface		Pendant Light		Gateway Monument
	Existing or Proposed Tree		Concrete Roadway		Bike Rack		Delineator Strip		Lit Bollard		Gateway Arch
			Concrete Intersection		Bench & Standard Planter		Valley Gutter		Unlit Bollard		Roadway Ramp

# PREFERRED (30%) DESIGN: Davis to Evans

Preliminary – Not for Construction



## LEGEND

	Tree Grate / Tree Opening		Landscape Area		Concrete Sidewalk		Permeable Brick Pavers		Acorn Light		Traffic Signal
	Raised Planter with Bench Seating		Asphalt Roadway		Waste Receptacle		Detectable Warning Surface		Pendant Light		Gateway Monument
	Existing or Proposed Tree		Concrete Roadway		Bike Rack		Delineator Strip		Lit Bollard		Gateway Arch
			Concrete Intersection		Bench & Standard Planter		Valley Gutter		Unlit Bollard		Roadway Ramp



















# PREFERRED (30%) DESIGN: Evans to Ford

Preliminary – Not for Construction



## LEGEND







	Tree Grate / Tree Opening		Landscape Area		Concrete Sidewalk		Permeable Brick Pavers		Acorn Light		Traffic Signal
	Raised Planter with Bench Seating		Asphalt Roadway		Waste Receptacle		Detectable Warning Surface		Pendant Light		Gateway Monument
	Existing or Proposed Tree		Concrete Roadway		Bike Rack		Delineator Strip		Lit Bollard		Gateway Arch
			Concrete Intersection		Bench & Standard Planter		Valley Gutter		Unlit Bollard		Roadway Ramp

# PREFERRED (30%) DESIGN: Ford to Galloway

Preliminary – Not for Construction



## LEGEND

	Tree Grate / Tree Opening		Landscape Area		Concrete Sidewalk		Permeable Brick Pavers		Acorn Light		Traffic Signal
	Raised Planter with Bench Seating		Asphalt Roadway		Waste Receptacle		Detectable Warning Surface		Pendant Light		Gateway Monument
	Existing or Proposed Tree		Concrete Roadway		Bike Rack		Delineator Strip		Lit Bollard		Gateway Arch
			Concrete Intersection		Bench & Standard Planter		Valley Gutter		Unlit Bollard		Roadway Ramp



## PREFERRED (30%) DESIGN: Galloway to Hembree (RR)

Preliminary – Not for Construction



### LEGEND

	Tree Grate / Tree Opening		Landscape Area		Concrete Sidewalk		Permeable Brick Pavers		Acorn Light		Traffic Signal
	Raised Planter with Bench Seating		Asphalt Roadway		Waste Receptacle		Detectable Warning Surface		Pendant Light		Gateway Monument
	Existing or Proposed Tree		Concrete Roadway		Bike Rack		Delineator Strip		Lit Bollard		Gateway Arch
			Concrete Intersection		Bench & Standard Planter		Valley Gutter		Unlit Bollard		Roadway Ramp

PREFERRED (30%) DESIGN: Hembree (RR) to Irvine

Preliminary – Not for Construction



LEGEND

	Tree Grate / Tree Opening		Landscape Area		Concrete Sidewalk		Permeable Brick Pavers		Acorn Light		Traffic Signal
	Raised Planter with Bench Seating		Asphalt Roadway		Waste Receptacle		Detectable Warning Surface		Pendant Light		Gateway Monument
	Existing or Proposed Tree		Concrete Roadway		Bike Rack		Delineator Strip		Lit Bollard		Gateway Arch
			Concrete Intersection		Bench & Standard Planter		Valley Gutter		Unlit Bollard		Roadway Ramp














## PREFERRED (30%) DESIGN: Irvine to Johnson

Preliminary – Not for Construction



### LEGEND

	Tree Grate / Tree Opening		Landscape Area		Concrete Sidewalk		Permeable Brick Pavers		Acorn Light		Traffic Signal
	Raised Planter with Bench Seating		Asphalt Roadway		Waste Receptacle		Detectable Warning Surface		Pendant Light		Gateway Monument
	Existing or Proposed Tree		Concrete Roadway		Bike Rack		Delineator Strip		Lit Bollard		Gateway Arch
			Concrete Intersection		Bench & Standard Planter		Valley Gutter		Unlit Bollard		Roadway Ramp









# **The Road Ahead**

**NEXT STEPS TOWARDS IMPLEMENTATION**



## NEXT STEPS FOR THIRD STREET

### **Advancing to Final Design**

With 30% design for the Third Street streetscape now complete, it is recommended that the project advance to Final Design, including preparation of Plans, Specifications, and Estimates (PS&Es). This next phase will refine design details, incorporate remaining technical input, and position the project for construction funding and implementation. Coordination with ODOT, McMinnville Water & Light, the McMinnville Downtown Association, and franchise utilities will be essential during this phase to ensure alignment on infrastructure improvements and to minimize future conflicts. As part of this work, the project team should also update the cost estimate at the 60% design milestone to reflect evolving market conditions and to support funding strategies. Advancing to Final Design will help maintain momentum and sustain public and stakeholder confidence in the project's delivery.

### **Contractors' Round Table**

As the project enters Final Design, it is recommended that the City convene a Contractors' Round Table to gather early input on construction approaches that minimize disruption to Downtown businesses. Bringing experienced contractors into the conversation early will help identify practical strategies for phasing, access management, material staging, and other logistics that can reduce construction impacts. This input will be especially valuable in shaping the Plans, Specifications, and Estimates (PS&Es), ensuring that the final design supports a smooth, efficient build-out with minimal interference to daily Downtown activity.

### **Business Resilience**

Given the project's anticipated impact, it is recommended that the City continue to invest in a robust Business Resilience program to support Downtown businesses and property owners before, during, and after Third Street's reconstruction. Building on initial efforts, this work should include tailored strategies for business preparation, access planning, and recovery—delivered in collaboration with MURAC, the McMinnville Downtown Association (MDA), and other local and



## NEXT STEPS continued...

regional partners. Recommended Business Resilience components include enhanced alley access and signage, intentional wayfinding, timely business access updates, coordinated marketing campaigns, special events, and construction-phase materials designed to generate awareness, excitement, and community support. The program should provide practical tools and resources (checklists, business training sessions, communications guidance, and direct outreach) to help businesses stay visible, accessible, and informed throughout the project timeline. A Downtown Dollars program could be considered as a way to incentivize local spending and reinforce community support during construction. To support these efforts, the City should explore offering a limited, small grant program to assist with marketing, access enhancements, and/or business adaptation needs. In addition, the City should establish clear metrics for engagement, outreach effectiveness, and business support outcomes to track progress and inform ongoing programs and communication.

### On-Street Parking as 'Flex Zones'

As part of implementing the future streetscape, it is recommended that the City explore a permitting and management strategy for flexible use of on-street parking spaces along Third Street. These spaces could serve as "flex zones" to support outdoor dining, display areas for existing businesses, parklets, pop-up retail, bike corrals, temporary art installations, or other community-oriented uses that enhance Downtown activity. The program should consider opportunities for seasonal programming and include a clear framework for reviewing, approving, and maintaining installations, along with guidance on fee structures, use durations, and responsibilities. A well-defined process will help activate the corridor, support local businesses, and ensure consistent, equitable management over time.







## NEXT STEPS continued...

### Selecting and Siting Public Art

It is recommended that any permanent public art for Third Street's streetscape be selected through a process that includes active engagement from the Third Street Improvement Project's Technical and Project Advisory Committees, the MDA Committee for Public Art, the design team, and the broader community. The process could begin with identifying potential locations and/or establishing thematic direction to guide artist selection. (During the Concept and 30% Design Phases, PAC and community members made many suggestions regarding public art themes, including recognizing the area's Native American heritage, the contribution of Chinese immigrants to the City's development, the role of McMinnville as "Walnut City," and the general history of, and historic figures from, the area. However, no formal process has yet been initiated on themes or art selection.)

Public art could take any number of forms, such as statuary, sculptures, imprints in the hardscape, street furnishings, or the gateway pieces. Some pieces or locations could be considered for an 'outdoor art gallery' program, by which the Third Street Improvement Project could construct permanent pedestals upon which rotating, curated art could be mounted. There is also the potential for some of the street furnishings (e.g., benches, bicycle racks) to be custom designed and locally constructed as functional art. Doing so would result in moments of whimsy or flare in the streetscape that highlights local artisans or fabricators.

The siting of the various art pieces will need to consider traffic operations (e.g., vision clearance, clear zones) and accessibility. Final artworks should be integrated into the streetscape design in coordination with the broader project schedule.

While the public art budget has yet to be determined, a percent-for-art requirement is likely to be included in the overall project funding. Ongoing maintenance responsibilities for the artwork will also need to be determined in coordination with City partners and key stakeholders.



## NEXT STEPS continued...

(It should also be noted that, pending final maintenance agreements, ‘functional art’ could possibly be maintained with separate funds from those used for other furnishings.) Importantly, the public art process will help sustain public interest and enthusiasm for the overall streetscape effort during the final engineering phase, when much of the work will shift behind the scenes.

### Gateway Refinement

Related to the public art effort, it is recommended that the City continue to refine the gateway design concepts as part of the next phase of the Third Street Improvement Project, with particular focus on the arches and/or vertical art components. This process should include coordination with MURAC, the MDA Committee for Public Art, the Project and Technical Advisory Committees, and the design team to ensure that the gateways reflect the character, scale, and identity of Downtown. Concepts should be evaluated for visual impact, constructibility, long-term maintenance, and integration with adjacent streetscape elements. Community feedback should be sought during this phase to ensure the gateways are welcoming, context-sensitive, and aligned with the overall vision for Third Street.

### Relocating Memorial and Commemorative Plaques

Affixed to planters, light poles, and other streetscape elements, these plaques reflect layers of Downtown McMinnville’s cultural history—some dating back to the 1976 streetscape improvements, others added more recently to honor individual or organizational contributions. While many of these have been managed by the McMinnville Downtown Association, others have been added informally over the years. As the streetscape is re-imagined, these plaques should be thoughtfully preserved—either by reintegrating them into the new design or relocating them to a prominent place elsewhere in Downtown or the broader community. One option worth exploring is the creation of a dedicated “plaque walk” or interpretive display that brings them together in a cohesive and accessible format. It is recommended that the City work with the Downtown Association and local stakeholders to catalog existing

plaques, assess their condition, and explore preservation and interpretation strategies as part of the next phase of project planning.

### Downtown Wayfinding

It is recommended that the City of McMinnville work with City staff, the Technical Advisory Committee, Project Advisory Committee, and community members to develop a comprehensive wayfinding package for Downtown. This process should build on the 2018 package prepared by SEA Reach, using it as a foundation to inform concept development, preferred design direction, and the creation of a Wayfinding Plan & Design Guidance. The updated package should reflect current Downtown destinations, community identity, and mobility patterns. It should also complement the historic character of Downtown McMinnville and align with the furnishings and fixtures established through the new Third Street streetscape design.

### Maintenance

It is recommended that the City establish a dedicated and consistent funding strategy to support the long-term maintenance and operation of the Third Street streetscape. As a high-visibility public space, the corridor will require daily and seasonal care, including sweeping, blowing, litter and tag removal, weeding, watering, pruning, irrigation repair, event setup and takedown, and routine repair or resetting of pavers and furnishings. In addition to ongoing operations, the City should plan for future asset renewal to ensure the streetscape remains safe, functional, and attractive over time. The McMinnville Urban Renewal Advisory Committee (MURAC) may serve as an important partner in identifying and funding future capital renewal investments. To maximize effective community stewardship, the City should also explore partnership opportunities with the MDA, Downtown businesses and property owners, civic organizations, and volunteers to support various aspects of maintenance, programming, and public space care. Staffing, equipment, and resource needs should be clearly defined as part of implementation planning to ensure long-term success and sustainability.





# **E** SUPPORTING DOCUMENTATION

LIST OF APPENDICES TO BE FOUND IN VOLUME II





# LIST OF APPENDICES

## **Basis of Design Report (30% Design)**

The Basis of Design Report presents an overall technical summary for the project, including: jurisdictions and standards; key features of the proposed improvements; the utility infrastructure; street lighting; and stormwater management. (BKF Engineers, 5/1/25)

## **Streetscape Amenity Documentation**

This exhibit catalogs the existing amenities along NE Third Street. (BKF Engineers, 3/17/25)

## **Street Lighting Assessment Memorandum**

This memo defines the Third Street Improvement Project's intended outcomes for lighting within the public right-of-way, presents a preliminary design concept and options to be coordinated, and summarizes related considerations that should be tracked as plans are refined. (Kittelson & Associates, 4/24/25)

## **Permanent Parking Impacts & Opportunities Assessment**

This technical memorandum summarizes the anticipated impacts to on-street parallel parking supply resulting from the Third Street Improvement Project, as well as opportunities for increasing supply and utilization of existing parking in Downtown. (Kittelson & Associates, 3/14/25)

## **Traffic Analysis Memorandum**

This memo summarizes the transportation analysis of capacity and safety needs in the project area as well as recommendations to be carried forward as the project is developed. (Kittelson & Associates, 3/13/25)

## **30% CD Stormwater Report**

The 30% Stormwater Report details the existing conditions of Third Street's stormwater system and proposes an approach for its replacement within the context of the overall project. (BKF Engineers, 4/28/25)



# The Third Street Improvement Project

VOLUME I: STREETSCAPE PLAN REPORT

18 JUNE 2025