

# LOWELL

## Downtown Master Plan



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Don Bennett  
*Mayor*

Gail Harris  
*Council President*

Patricia Jo Angelini  
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Samantha Dragt  
*Councilor*

Tim Stratis  
*Councilor*

## CITY OF LOWELL PLANNING COMMISSION

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## LANE COUNTY + CITY OF LOWELL RESIDENTS

Thank you to the residents and stakeholders that participated in the online survey, gave interviews, submitted feedback and comments, and attended planning workshops and meetings!



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# LETTER FROM YOUR CITY COUNCIL

The Lowell Downtown Master Plan is the product of research and participatory planning with community members and stakeholders. Through an extensive engagement process, surveys, and workshops, the plan has been shaped by our community and represents our shared vision for the future of Downtown Lowell.

The Downtown Master Plan will be part of our city's daily efforts to help our community achieve its goals. This plan provides a roadmap and tools that City staff can use and follow for many years. It provides the groundwork for sustained economic and community development over time.

Included in the plan are strategies, policy recommendations, and projects to increase walkability, improve connectivity to our parks, encourage housing diversity, and link community benefits to all aspects of development.

One of the greatest strengths of our community is a population of residents that care deeply about each other and the place they have chosen to live. The City Council fully supports this plan and encourages the entire community to embrace and help implement the goals and objectives of the Lowell Downtown Master Plan.

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Don Bennett  
*Mayor*

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Gail Harris  
*Council President*

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*Councilor*

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*Councilor*

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Tim Stratis  
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# PLANNING CONTEXT

# BACKGROUND AND CONTEXT

Between the Summer of 2018 and the Spring of 2019, the community of Lowell, in partnership with City staff, a local steering committee, and a local team of planners and designers leveraged state grant dollars through the Oregon Department of Land Conservation and Development to create a Lowell Downtown Master Plan (Plan).

The Plan lays out the community's vision for Lowell's downtown and enumerates goals, patterns, and policies. It establishes a Regulating Plan which will guide the realization of the vision and goals through implementation tools like the Lowell's Development Code. The Plan introduces an Illustrative Plan which provides one useful example of how the Plan can be realized. The Plan establishes specific projects for the City to focus attention on, and delineates initial priorities for those projects over a twenty-year period. Finally the Plan outlines recommendations and considerations for implementation, identifying practical steps and possible partnerships for realizing the Plan's Vision and Goals.

The Plan was developed from a series of six technical memoranda which constitute the bulk of the Plan's Appendix. The memos contain additional background and process detail not contained in this Plan. The Technical Memoranda address the following topics:

1. Background, Context and Plan Review
2. Physical Analysis of Downtown Study Area
3. Stakeholder Outreach
4. Vision, Goals, Concepts
5. Code and Policy Amendments
6. Implementation Projects, Partners and Funding

## **The Downtown Master Plan Planning Area**

"Downtown" is not an objectively defined term. The Plan establishes a "planning area" that is a subset of the town as a whole. The area is depicted in Figure 1. Defining elements include city offices, public parks, schools, primary transportation corridors and commercial frontages. The planning area was vetted throughout the process. Although the intent of the planning area is to delineate areas supportive of downtown, some portions of the planning area are not contemplated for meaningful change. In 2019, the planning area includes approximately 100 tax lots, four schools, two public parks, and six operating commercial businesses.

Historic City of Lowell General Store  
and early town center



Figure 1. City of Lowell, Downtown Study Area



# PUBLIC ENGAGEMENT

## A Participatory Approach

Stakeholder outreach was an integral component of the Lowell Downtown Master Planning process. Consistent with the Oregon Statewide Planning Goal 1, Lane Council of Governments (LCOG), The Urban Collaborative, and the City of Lowell, in conjunction with the Department of Land Conservation and Development, engaged in numerous outreach events and methods.

### Public Engagement Schedule

<i>Lowell Downtown Master Plan Steering Committee Meeting</i>	<i>June 4, 2018</i>
<i>Lowell Downtown Master Plan Steering Committee Meeting</i>	<i>July 16, 2018</i>
<i>Community Survey</i>	<i>July 4 – 31, 2018</i>
<i>Blackberry Jam Festival Booth</i>	<i>July 28, 2018</i>
<i>Focus Group (Recreation Providers)</i>	<i>September 19, 2018</i>
<i>Focus Group (Schools/Education)</i>	<i>September 19, 2018</i>
<i>Focus Group (Key Business and Land Owners)</i>	<i>September 20, 2018</i>
<i>Lowell Downtown Master Plan Steering Committee</i>	<i>September 25, 2018</i>
<i>All Day Public Design Workshop</i>	<i>September 29, 2018</i>
<i>Lowell Downtown Master Plan Steering Committee</i>	<i>November 5, 2018</i>
<i>Public Open House</i>	<i>November 14, 2018</i>
<i>Lowell Downtown Master Plan Steering Committee</i>	<i>February 5, 2019</i>
<i>Lowell Downtown Master Plan Steering Committee</i>	<i>March 18, 2019</i>
<i>Lowell Planning Commission Hearing</i>	<i>May 29, 2019</i>
<i>Lowell City Council Hearing</i>	<i>June 18, 2019</i>

Participants and the steering committee conducting site analysis



All events during the planning process were well promoted and generally well attended. Technical Memorandum 3 provides summary detail related to many key outreach efforts. Using multiple engagement tools helps to verify and confirm key elements underpinning the Plan development and final outcome.

All city residents received a community survey and the planning team conducted several focus groups. In addition, the steering committee and planning team hosted a booth at the Blackberry Jam Festival at Rolling Rock Park in Lowell to reach additional community members and stakeholder groups. Several key elements came through all of the feedback:

**Top Strengths**

- Natural setting
- Proximity to Eugene/Springfield
- Walkability

**Top Opportunities**

- Tourism associated with the lake
- Retail and restaurant development
- Residential development and improvement
- Tourism associated with hiking/biking
- School development closer to Main Street

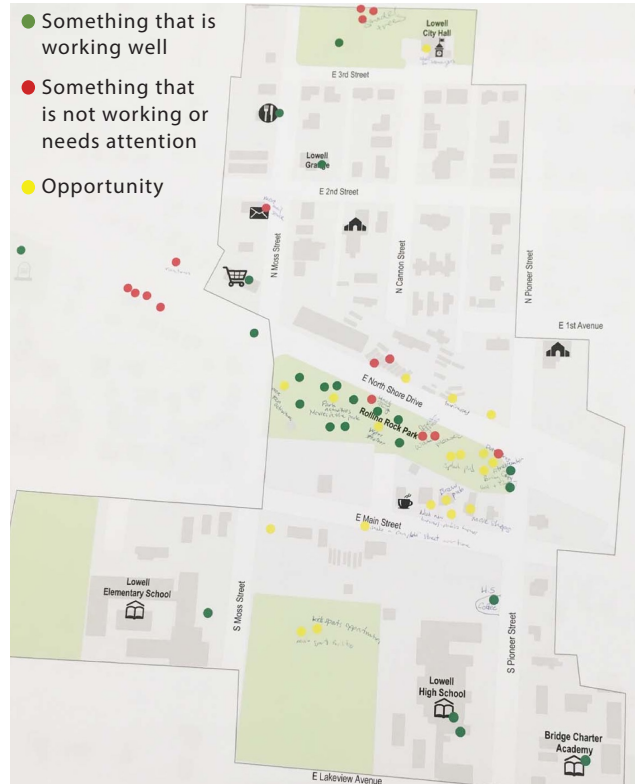
**Challenges to Address**

- Commercial/Retail services
- Clearly defined downtown
- Housing affordability
- Tourism

**Priorities for Future Growth**

- Preserve parks and open space
- Commercial retail growth
- Affordable residential options
- Relocation of City Hall to/near Rolling Rock Park

Map with stakeholder input



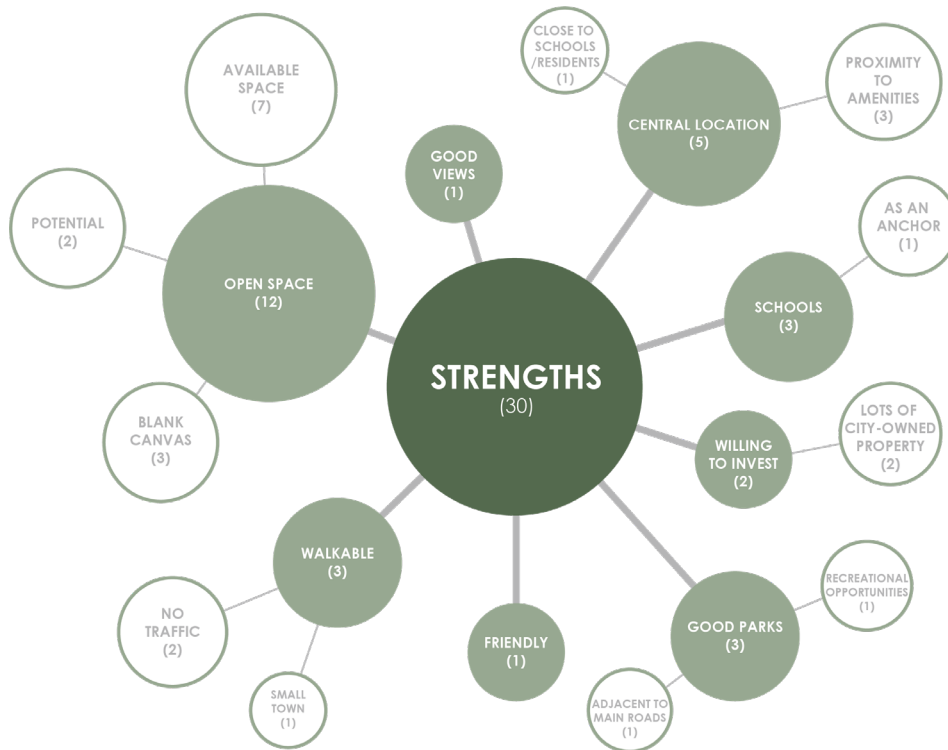
Community members giving feedback at the Blackberry Jam Festival



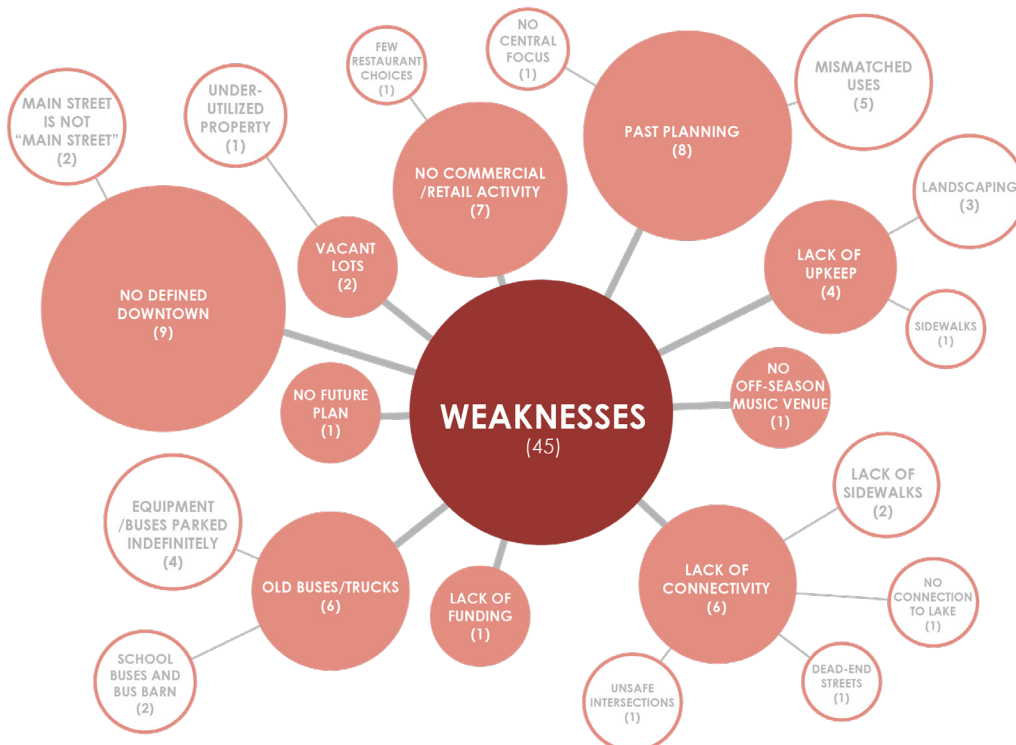
# PUBLIC ENGAGEMENT

## SWOT Exercise

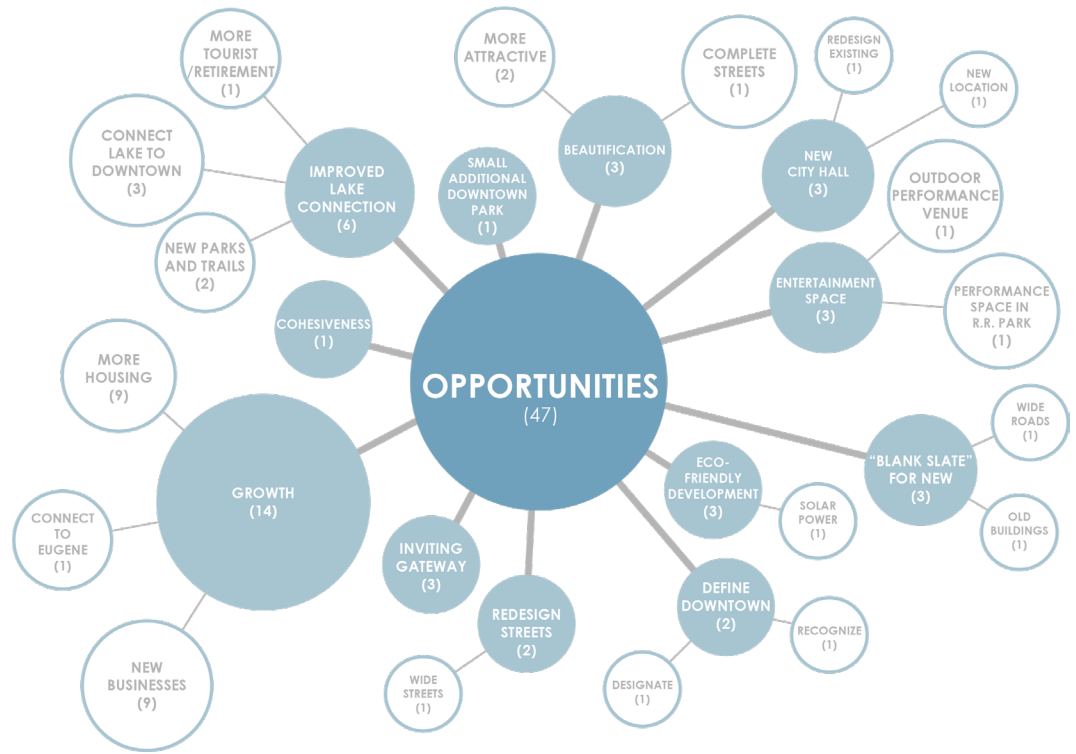
Survey respondents and workshop participants responded to a series of questions about downtown Lowell's strengths, weaknesses, opportunities, and threats (SWOT). Each person could put as many different answers as they wanted. Responses were then compiled in concept maps, below.



*Lowell community members noted that open space was one of Lowell's greatest strengths, as well as being in a central location for the region.*



*Lowell will work to address the largest perceived weaknesses by defining a downtown area and incentivizing downtown commercial and retail activity.*



Participants agreed that the biggest opportunity for Lowell is growth, both in new businesses as well as housing. Many people saw an opportunity to have a greater connection to Dexter Lake.



Stakeholders felt a threat to the future of Lowell from a general unwillingness to change. A lack of funding could also hinder future projects.

# PUBLIC ENGAGEMENT

## Design Workshop and Process

The day-long design charrette was an opportunity for all stakeholders to work together with the City and the planning team to develop ideas and a clear road map for the future. The charrette was held at the Fire Department Community Room where the team set up a working studio and workshop setting. Twenty-one members of the public were able to attend throughout the day and provide input.

### ACTIVITIES

Visual Preference Survey + Principle Development

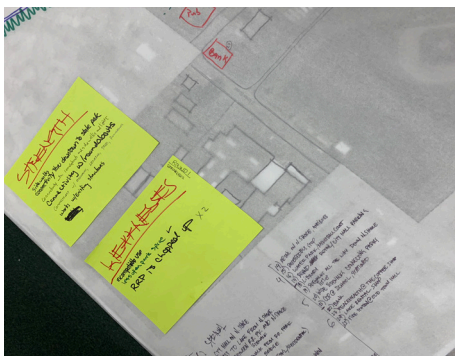
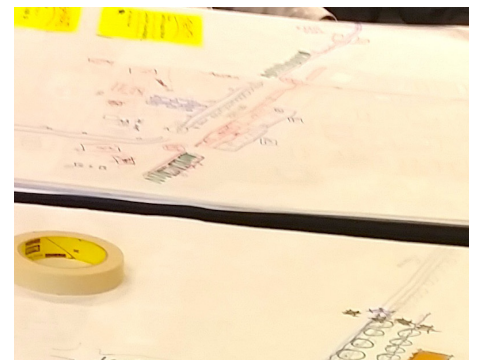
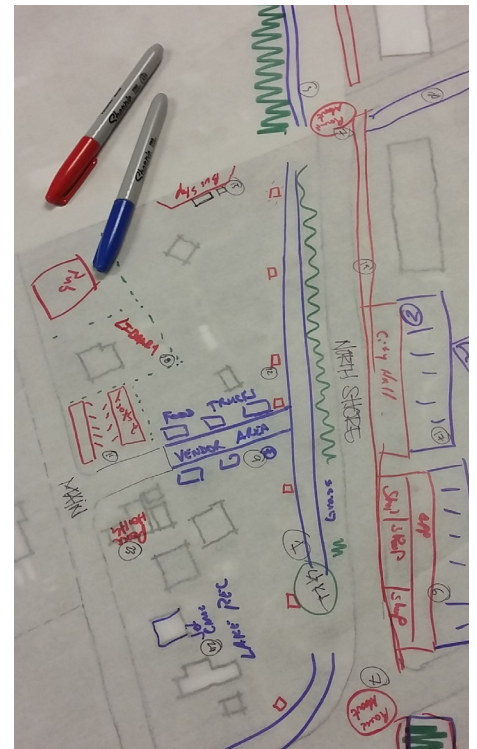
Site Analysis + Verification

Vision Development

Design Game + Analysis

Preferred Alternative Development

Regulating Plan Development









HOME OF THE **RED DEVILS**



# DOWNTOWN VISION

Rolling Rock Park

# PLANNING VISION AND GOALS

Over the course of a six-month engagement process, the local community and regional stakeholders established a vision for Downtown Lowell. This vision and corresponding goals will guide future development in the downtown area.

## **Lowell Downtown Vision:**

**“A quaint downtown with a central park, multi-story mixed use buildings, a variety of homes, and wide sidewalks connecting to Dexter Lake’s recreational opportunities.”**

1

**GOAL: QUAIN T DOWNTOWN**

Downtown Lowell will be defined by gateways, have its City Hall at the center, and streets will be walkable with slow traffic.

2

**GOAL: CENTRAL PARK**

A central park will be at the heart of downtown and provide a tree-lined, comfortable place for pedestrians.

3

**GOAL: MULTI-STORY, MIXED-USE BUILDINGS**

Buildings in the downtown area will be a mix of commercial and residential uses with a diversity of businesses.

4

**GOAL: VARIETY OF HOMES**

Homes in downtown will be a mix of sizes and be available to a wide range of income levels.

5

**GOAL: CONNECTED, WIDE SIDEWALKS**

Downtown Lowell will incorporate an interconnected system of sidewalks and multi-modal pathways to better connect greenspaces and amenities such as Dexter Lake.



# PLANNING POLICIES

## Achieving Your Goals

Planning policies, in conjunction with goals and objectives, serve as a tool to help guide and implement downtown development decisions. These policies were developed through a participatory planning process with the community where planning patterns were established and then formed into implementable policies. The planning policies should be reflected in the zoning regulations and inform future approval processes in the downtown area.

## 1 QUAIN T DOWNTOWN

Goal 1 Planning Policies

### 1.1 LINED STREET FRONTS

Buildings along main streets in downtown shall adhere to a consistent build-to line and have continuous or connected facades to form a single facade. Downtown setback requirements shall be standardized. Mixed-use buildings shall have consistent window sizes and clear glass storefront windows on the ground floors.

### 1.2 SAFE STREETS and TRAFFIC CALMING

To create safe, walkable streets in downtown, intersection crossings shall be clearly striped, helping to signal to cars and pedestrians where a designated crossing is. "Bulb-outs", or the narrowing of intersections by creating wider sidewalk areas and planting medians at corners, are also used to slow traffic and create a shorter crossing for pedestrians.

### 1.3 GATEWAYS

Visible gateways are located at entries to towns and districts and help to announce to people who are coming into town that they have arrived. Gateways lend a sense of place and are indicative of the town's character. They can be made of local stone, be a sign, banner, or include other identifying features. They are appropriately scaled for their context and the speed at which vehicles will be entering town. They are clear, prominent, concise, and should incorporate plantings and/or lighting. Consistent signage should be appropriately scaled and visible throughout Lowell.

Conceptual rendering of a gateway into downtown Lowell on Pioneer Street



Narrowing of intersections for traffic calming and safer crosswalks



#### 1.4 ON-STREET PARKING

Place parallel parking spaces at least eight feet wide and 20 feet long along the edge of all streets in the downtown area.

#### 1.5 OFF-STREET PARKING

Off-street parking in the downtown area shall be placed behind new commercial and residential development, with clear passages linking the parking to entries and the front of the buildings. Only where there is no ability for parking to be located behind the building, it shall be placed to the side of the building, setback ten feet from the public right of way and adjoining properties. Appropriate landscaping or seating should be placed on the street-facing side in order to shape the public realm.

#### 1.6 PLANTING STRIPS

Place planting strips on both sides of the street to absorb stormwater between street curbs and sidewalks.

#### 1.7 STREET TREES

Place deciduous canopy trees at regular intervals, approximately 25 feet on center, on both sides of a street in the space between the curb and sidewalk. Street trees shall align with local landscape standards and should be placed a minimum of 10 feet from fire hydrants and 20 feet from stop signs.

#### 1.8 CITY HALL AT THE CENTER

A quaint and vibrant downtown has homes, businesses, schools, libraries, and local government close together, connected by safe, comfortable sidewalks. Lowell City Hall should relocate closer to the center of downtown to help define the area and promote community involvement and activity in downtown.

# 2 CENTRAL PARK

Goal 2 Planning Policies

## 2.1 CENTRAL PARK STREET-TO-STREET

Rolling Rock Park could become a vibrant heart of downtown by stretching between North Shore Drive and Main Street, allowing it to be framed by active streets and pedestrian paths. On-street parking around the square can serve the whole downtown.

## 2.2 FRAMED OPEN SPACES

Framed parks are bordered by public roads and perimeter trees to define space. The City of Lowell shall require that building fronts face parks in the downtown area, even from across the street. This provides a connection between the buildings and the park and increases safety by improving the opportunity for natural surveillance of the parks by building occupants.

## 2.3 ACTIVE SPACES

Downtown parks shall have programmed areas such as playgrounds, pavilions, and water features, as well as open spaces and places to sit and relax. Shoppers, employees, children, and seniors will have more reasons to walk and get exercise, promoting a healthier community.

## 2.4 CONNECTED PARKS

Further connection to downtown parks is achieved by connecting sidewalks to the park edges. Sidewalks connecting to parks should be on one side of the street, at a minimum.

Rolling Rock Park, looking east





# 3 MULTI-STORY, MIXED-USE BUILDINGS

Goal 3 Planning Policies

## 3.1 MIXED-USE BUILDINGS

A mix of commercial and residential uses should be encouraged in downtown. Mixed-use buildings support active town centers by allowing for a mix of uses in a small footprint. Buildings along main streets shall have ground floor commercial or retail uses with offices or residential units above. Ground-floor retail fronts that face the street shall have large, clear windows, especially around entries, to encourage transparency and a sense of place along the pedestrian realm.

## 3.2 FLEX-USE BUILDINGS

Lowell shall use the Downtown Regulating Plan and identified zones in downtown to allow for the flexible use of buildings. Building size, height, and lot coverage should remain consistent while allowing for a range of uses in the flex-use zone.

## 3.3 MULTI-STORY BUILDINGS

Plan for a minimum of two to three-story buildings along North Shore Drive in the downtown area to maximize land use efficiencies.

## 3.4 COVERED ENTRIES AND FRONTAGES

Buildings along main streets in downtown shall have covered front entries using canopies, awnings, roofs, or similar. Frontages facing the street should have awnings or overhangs to provide pedestrians protection from the elements.

Mixed-use main streets



# 4 VARIETY OF HOMES

Goal 4 Planning Policies

Townhomes and single-family residences



#### 4.1 DIVERSITY OF HOMES

Residences in the downtown area shall include single-family homes, townhomes, and apartments or lofts. A connected townhome is an attached home of one to three levels with an individual entry, stoop, or porch from its connected neighbors. Garages can be on the first level, if accessed from the back of the home, or tucked under the first story, and may be a detached style if across an alley. Entryways shall face the street or adjacent greenspace.

Apartments and lofts should be a variety of sizes to provide for a range of affordability. In downtown, they should be in multi-story buildings, often above ground-floor retail.

#### 4.2 PORCHES AND STOOPS

Homes with entrances on the ground floor shall have a porch or stoop that faces the street. Comfortable front porches are a minimum of 6' deep by 6' wide. They are elevated a minimum of 18" from the ground with a roof above. Porches and stoops help provide places for homeowners to sit and watch the neighborhood and allow for opportunities for social interaction.

#### 4.3 BALCONIES

Homes entirely above the ground floor shall have a balcony at least four feet deep.

# 5 CONNECTED, WIDE SIDEWALKS

Goal 5 Planning Policies

## 5.1 SAFE STREETS

Streets in downtown shall have pedestrian crosswalks, planting strips between curbs and sidewalks, and on-street parallel parking. This provides a comfortable pedestrian environment that is buffered from moving traffic. Crosswalks should be well marked and “bulb-outs” should be used to narrow the walking distance across wide streets.

## 5.2 WIDE SIDEWALKS

Design sidewalks at least six feet in width on less traveled roads (local roads), such as Moss Street, and 15 feet in width in commercial areas, such as the north side of North Shore Drive. See the street sections of downtown for more detail.

## 5.3 CONNECTED SIDEWALKS

Continuous sidewalks should be on one or both sides of the street and connect to at least two adjacent sidewalks to form a pedestrian grid in downtown. Sidewalks shall be separated from the curb by planting strips on higher-traffic streets and boulevards.

## 5.4 CONNECTED GREENSPACES

Parks, open space, and recreation areas should be connected by pedestrian and/or multi-use paths. Trails can be designed as a soft surface (dirt, wood chips) or hard surface (concrete, asphalt, crushed stone) based on intended users and construction and maintenance costs. Lowell should prioritize connected pedestrian access to Dexter Lake from downtown. Additional connections to regional trail systems should be considered.

Poudre River Trail, Colorado



Benefits associated with a connected trail network include income generation from tourism on trails, increased public health and healthcare savings, more attractive and safe communities with increased property values, greater regional connectivity, community cohesion, and the preservation of open space.

JULY 27 28 & 29

**BLACKBERY**

MUSIC • FOOD • FUN

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# 3

## MAKING IT HAPPEN

# ILLUSTRATIVE PLAN

The Lowell Downtown Master Plan includes an Illustrative Plan. The Illustrative Plan is not intended to be overly prescriptive or strict. It conveys one example of development consistent with the Lowell Downtown Master Plan's policies and Regulating Plan. The Illustrative Plan is useful as a reference for communicating plan concepts, for cost estimation and as a possible starting place for plans to realize the vision and policies of the Master Plan. Individual property owners will establish their own development concepts for their properties in accordance with the Downtown Regulating Plan and Lowell Development Code which will be updated to implement the policies of the Downtown Master Plan. Updating the Lowell Development Code is included as a highest priority in the Implementation section of the Plan.

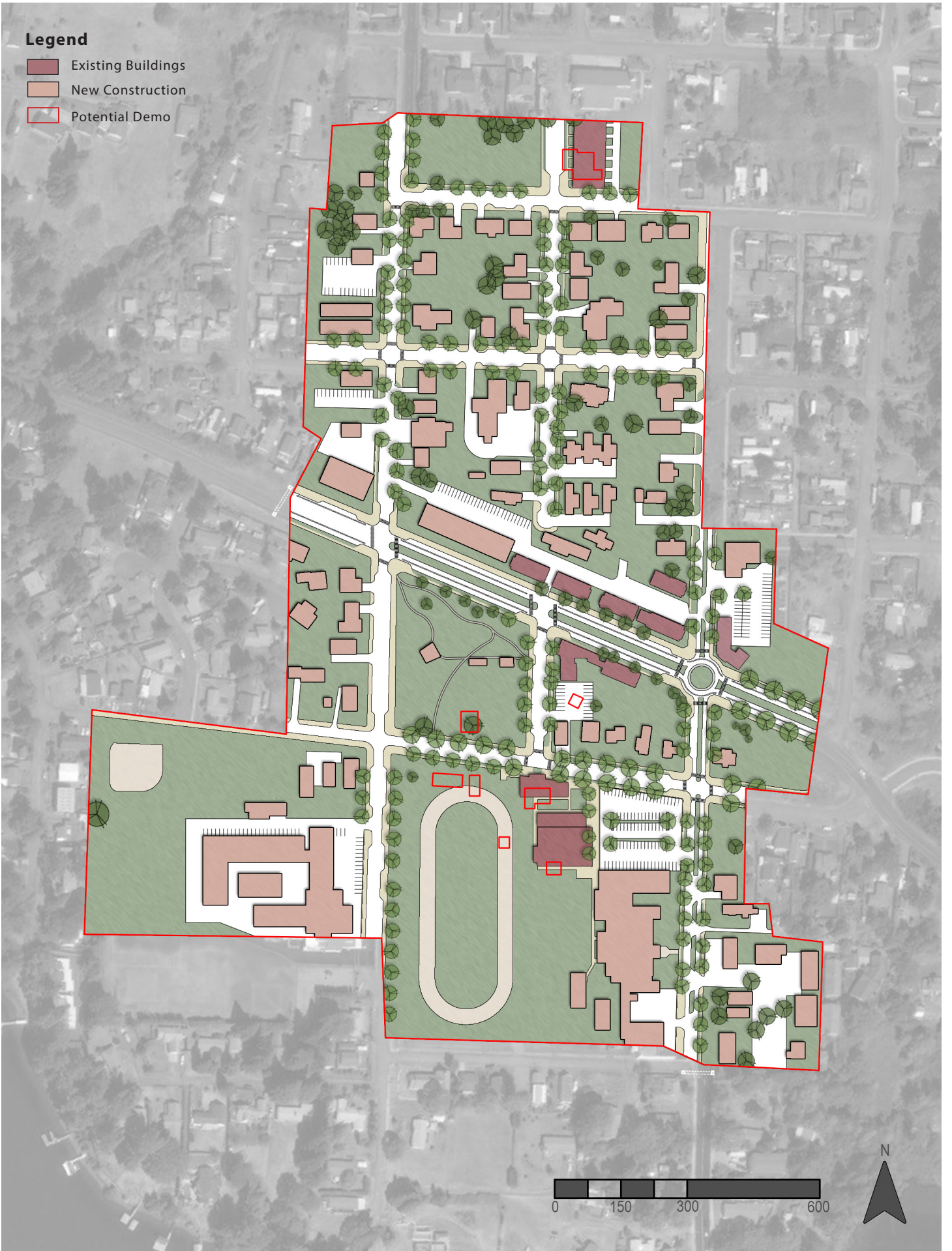
The Illustrative Plan (attached) provides a visual diagram for most implementation projects. Conceptual details presented in the Illustrative Plan that relate to development and construction within the right of way also provide the initial concepts necessary for planning-level cost estimates.

Lowell High School



**Legend**

- Existing Buildings
- New Construction
- Potential Demo



# REGULATING PLAN

The Downtown Master Plan proposes a simplification of the planning process for downtown by combining the land use map with the zoning map to minimize confusion and inconsistencies. This is referred to as the Regulating Plan since it flexibly regulates development consistent with the community's vision and planning policies.

## What is a Regulating Plan?

A regulating plan can be viewed as an enhanced land use plan. At a basic level, this plan dictates building function within each area and also develops a land use typology for future growth. The regulating plan uses a standard land use and zoning methodology to ensure that there is proper separation between certain types of development, such as industrial and housing but also leaves flexibility for development to happen by designating building typology rather than use. In areas that are developed with housing already, the regulating plan does little more than indicate what type of housing may be developed there in the future.

In areas identified appropriate for future growth, where there is no current development, the regulating plan indicates the layout of the area as well, providing specific street layouts and open space requirements to ensure that future growth adheres to the master plan and helps meet the community's goals and objectives for downtown.

The Regulating Plan refers to building types rather than land uses. This Plan focuses on allowable building types and the built form which makes up the public realm. This includes build-to lines, setbacks, and minimum and maximum building heights. The regulating plan also designates layout such as parking locations and required entry zones and locations. This will further coordinate land use and zoning, creating consistency for planning and development decisions.

A key strategy has been to define the public realm in downtown, mainly on North Shore Avenue and Main Street. The proposed changes occur in commercial areas, to allow more flexibility to support appropriate development. Existing uses are always allowed and need not change at all. The Regulating Plan pertains to future development in all areas and the default is to support current property owners and their rights with respect to the currently allowed uses of their properties.

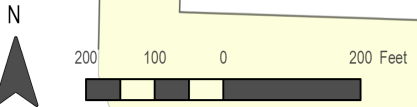
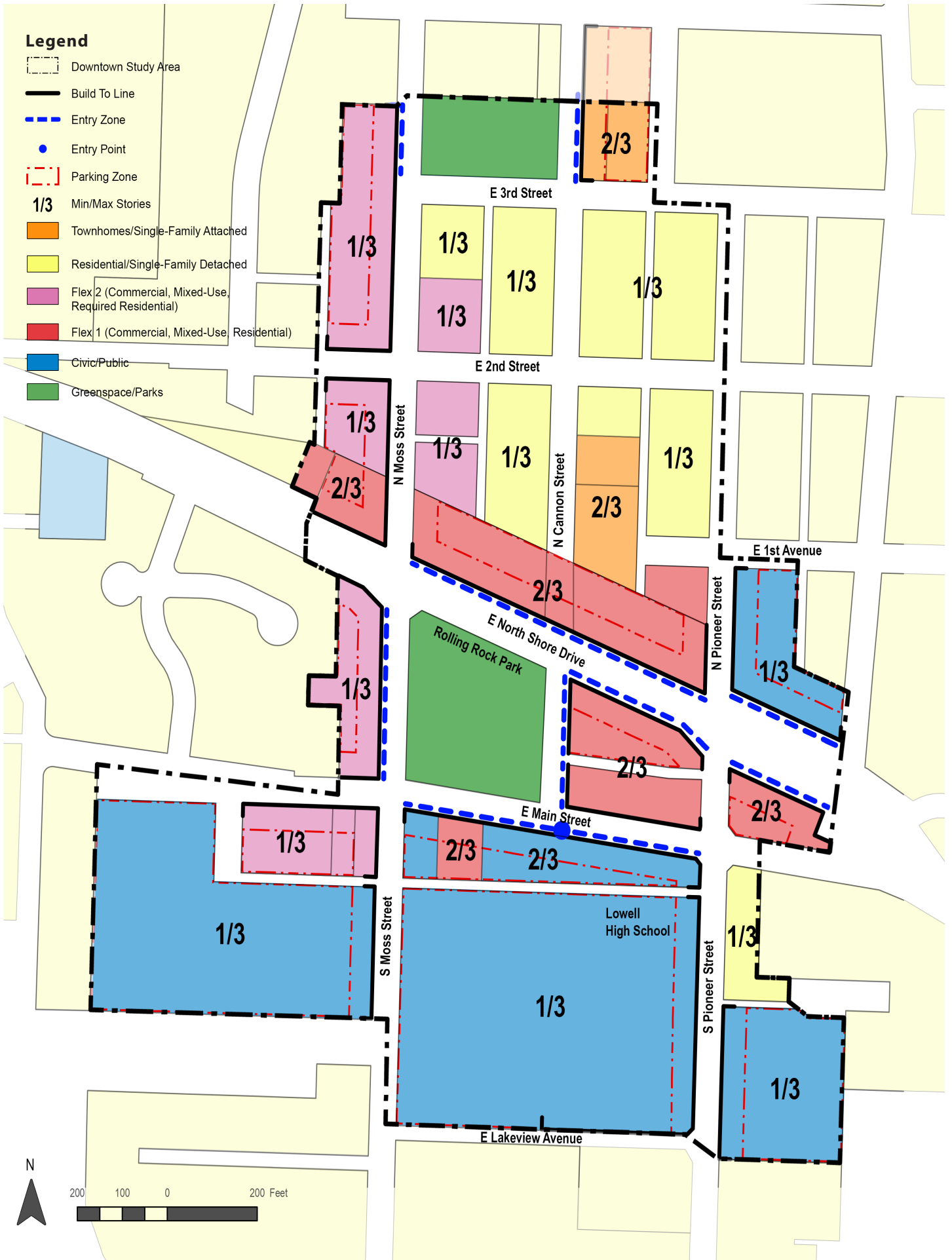
### Zoning Code Implications

Specific development types, building heights, and where build-to-lines, parking locations, and required entry zones are indicated on the Regulating Plan. Zoning regulations for the downtown area should be updated to reflect and further define aspects of the Downtown Regulating Plan as well as the planning policies established during the Master Plan process.



**Legend**

- Downtown Study Area
- Build To Line
- Entry Zone
- Entry Point
- Parking Zone
- 1/3** Min/Max Stories
- Townhomes/Single-Family Attached
- Residential/Single-Family Detached
- Flex 2 (Commercial, Mixed-Use, Required Residential)
- Flex 1 (Commercial, Mixed-Use, Residential)
- Civic/Public
- Greenspace/Parks



# IMPLEMENTATION

## Project Summary

Following is an overview of projects identified in support of the Lowell Downtown Master Plan. The Planning Team and Steering Committee developed a phased Implementation Strategy and cost estimates for the priority capital improvement projects. The planning team and Steering Committee prioritized projects based on need, impact, and feasibility. Phase I reflects projects that are estimated to be addressed within the first five years (2019-2024). Each of the following phases represent successive five year periods up to 20 years (2039). The Lowell Downtown Plan should be revisited and revised in the interim. As with all aspects of the Master Plan, projects and phasing should be reviewed annually to assess progress and remain a living document to change with the changing needs of the community.

Some elements presented within the Lowell Downtown Master Plan, including the Illustrative Plan, are not explicitly discussed within the prioritized projects or elsewhere within this Plan. Projects and details can be added if desired, but the Plan should not be assumed to address everything. Lowell decision makers will be required to interpret the Plan where it is not specific. Future iterations of the Plan will develop more detail as well.

Project phasing is a tool for resource allocation and planning; however, it should not be overly rigid. In all likelihood, over time, new opportunities, including funding sources will become available. It is important to monitor funding sources and be prepared to wisely take advantage of opportunities as they arise (potentially out of priority sequence). Potential funding opportunities and sources are outlined in an Implementation section of the Plan.



Train signals in Rolling Rock Park

**Phase 1 (Years 1 – 5)**

- 1A - Update downtown zoning regulations
- 1B - Establish design standards for signage and gateways
- 1C - Erect gateway on Pioneer Street
- 1D - Rolling Rock Park improvements
- 1E - City Hall and Library Concept Plan
- 1F - Sidewalk improvements along Moss and Main (adjacent to Rolling Rock Park)
- 1G - Paint parallel parking and bike lanes long North Shore (existing pavement)
- 1H - Plant street trees along North Shore Drive (adjacent to Rolling Rock Park)
- 1I - Investigate Improved Broadband Service for Lowell
- 1J - Develop a green space connectivity network and plan for pedestrian and bicycle pathways
- 1K - Street Section Improvements for new street connecting Main and North Shore

**Phase 2 (Years 6 – 10)**

- 2A - Street section improvements along North Shore Drive
- 2B - Sidewalk improvements along Moss and Main (unaddressed by 1F)
- 2C - Plant street trees along Moss and Main Streets (downtown segments)
- 2D - Expand pedestrian connectivity from downtown area to the covered bridge.
- 2E - Construct new city hall
- 2F - Detailed plans for a round-a-bout at North Shore and Pioneer Street.
- 2G - Expand pedestrian connectivity from the downtown to Lowell State Park.
- 2H - Paul Fisher Park Improvements

**Phase 3 (Years 11 – 15)**

- 3A - Street section Improvements along Main Street (not addressed previously)
- 3B - Street sections Improvements along Moss Street (not addressed previously)
- 3C - Sidewalk improvement along Pioneer Street
- 3D - Plant street trees along Pioneers Street

**Phase 4 (Years 16 - 20)**

- 4A - Street section improvements for Pioneer Street (not addressed previously)
- 4B - Round-about at North Shore and Pioneer

# IMPLEMENTATION

## Implementation Strategy

The most pivotal component of any plan is its implementation. This Plan presents some strategies for prioritizing, financing, and achieving the vision of Lowell Downtown Master Plan. The projects proposed within the previous section are organized by phases. These projects have additional implementation nuances that are critical to consider. These nuances include key partnerships, local leadership, as well as funding sources and allocations. The intent of the Downtown Master Plan is to be visionary but also financeable and practical. It will serve as a daily resource for citizens, decision makers and anyone with an interest in future public and private investments in Lowell.

### Phase 1 Projects (Years 2019 – 2024)

#### 1A - Update downtown zoning regulations

**Summary:** Development codes (including zoning ordinances) implement comprehensive plan policies. Development codes establish allowed, conditional and prohibited uses, development standards and other regulatory nuances enforceable by the City.

The City of Lowell should pursue these changes as the top priority. The City has begun coordinating an opportunity to accomplish this through the State of Oregon's Transportation and Growth Management (TGM) Code Assistance program, managed jointly by ODOT and DLCDC. TGM Code Assistance provides financial and technical support to complete this type of work. Early indications suggest that this work could proceed as early as Summer 2019, which would be an excellent opportunity to maintain momentum for Downtown.

**Key Partners:** LCOG, TGM (DLCDC and ODOT)

**Next Steps:** Submit application to TGM, obtain Council support, Support/complete project. Utilize code amendment recommendations from the Downtown Master Planning process.

**Funding Sources:** Local and/or TGM Code Assistance (DLCDC and ODOT)

**Local Lead:** City Administrator & Planning Commission

**Estimated Cost:** \$50,000 - \$60,000

#### 1B - Establish design standards for signage and gateways

**Summary:** Establishment of gateways and signage is a high prioritized project. The urban design consultants supporting the Downtown Master Plan created a concept for gateways and signage in Lowell. These and the signage needs established in the Parks Master Plan should be considered. If the City determines to go another direction, then they should establish standards with which to proceed.

**Key Partners:** A Design/Architecture Firm, LCOG

**Next Steps:** Determine if there is desire to pursue/refine existing designs. If not, establish concepts and standards and reach out to architectural/design firm(s) for help.

**Funding Sources:** Local and/or TGM Code Assistance (DLCDC and ODOT)

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$2,500-\$5,000

#### 1C - Erect Gateway on Pioneer Street and/or Monument Sign at North Shore and Pioneer

**Summary:** With a design in place, the City can proceed with construction of a gateway

**Key Partners:** A Design/Architecture Firm, Contractor(s), Owners

**Next Steps:** Confirm design and/or standards

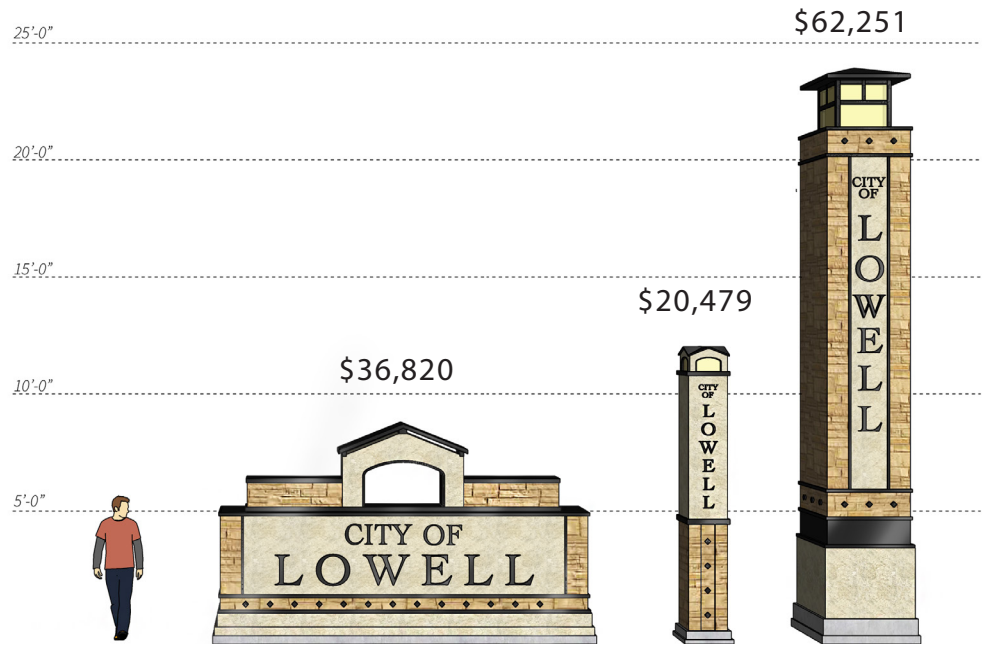
**Funding Sources:** Bonds, Oregon Tourism Commission, Urban Renewal

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$124,502 (Large Tower x 2), \$36,820 (Monument Sign x 1)

1C - Gateway Project  
Figure

Note: Gateways and signage presented here provide one example of conceptualization and planning level cost estimates. Signage design will realize as decision-makers and the community see fit.



### 1D - Rolling Rock Park improvements

**Summary:** The City of Lowell is completing a Parks Master Plan concurrent with the Downtown Master Plan. Rolling Rock Park is proposed to be reconfigured to provide a larger, more centralized and versatile space in downtown. The Illustrative Plan conveys some Rolling Rock park concepts, but the Lowell Parks Master Plan should be consulted for specific park improvement details and concepts.

**Key Partners:** University of Oregon, Landscape Architecture Firm, Construction firm(s)

**Next Steps:** Secure funding

**Funding Sources:** OPRD Local Government Grants, Land and Water Conservation Fund

**Local Lead:** City Administrator/ Parks and Recreation Committee, Private

**Estimated Cost:** \$840,000 (Including Design, Contingency and Fees – does not include sidewalk or street trees within City right-of-way))

### 1E - City Hall and Library Concept Plan

**Summary:** Lowell's current City Hall is unsafe and under evaluation for reconstruction or relocation. This presents a significant opportunity for the City to anchor the Downtown vision with some alignment of necessary public investment. Investigation into these concepts has already begun as of March, 2019.

**Key Partners:** The Urban Collaborative

**Next Steps:** Complete initial analysis and concept planning

**Funding Sources:** Secured

**Local Lead:** City Administrator/ Library Committee

**Estimated Cost:** Pending

### 1F - Sidewalk improvements along Moss and Main (adjacent to Rolling Rock Park)

**Summary:** Rolling Rock Park is proposed to be reconfigured to provide a larger, more centralized and versatile space in downtown. Moss Street and Main Street also have longer term plans established for street sections improvements. Although street improvements may not be undertaken fully in the first five years (Phase 1), the nexus of these two projects presents the possibility for sidewalks along Moss Street and Main Street to be addressed.

**Key Partners:** University of Oregon, Landscape Architecture Firm, Construction firm(s)

**Next Steps:** Secure funding

**Funding Sources:**

**Local Lead:** City Administrator/ Parks and Recreation Committee/Pubic Works Director

**Estimated Cost:** \$239,400 (includes 20% engineering and 20% contingency)


# IMPLEMENTATION



1D - Preliminary concept for Rolling Rock Park (from Draft parks Master Plan)



1E - Lowell City Hall & Library - Proposed Site - 70 Pioneer Street

-  Existing Building Footprint
-  Fence (Demarcates Building Property)
-  Lamppost

1F - Street Section for 60 foot right-of-way (Moss and Main)



Side-walk	Planting Strip	Parallel Parking	Travel Lane	Travel Lane	Parallel Parking	Planting Strip	Side-walk
6'	5.5'	8'	10.5'	10.5'	8'	5.5'	6'
11.5'			37'		11.5'		
60'							

**1G - Paint parallel parking along North Shore (existing pavement)**

**Summary:** The longer term vision for North Shore drive is for a widening of the pavement to utilize the entire 90 foot-right-of-way (between Moss and Pioneer Streets) In the meantime (shorter term), the existing pavement can be utilized to implement on-street parking for North Shore Drive.

**Key Partners:** Lane County Transportation, Owners

**Next Steps:** Secure funding and scope project further

**Funding Sources:** Local, Lane County, Lane County Road Improvement Assistance Fund

**Local Lead:** City Administrator, Public Works Director

**Estimated Cost:** \$166,320 (includes 20% engineering and 20% contingency)

**1H - Plant street trees along North Shore Drive (adjacent to Rolling Rock Park)**

**Summary:** The longer term vision for North Shore drive is for a widening of the pavement to utilize the entire 90 foot-right-of-way (between Moss and Pioneer Streets) established for street sections improvements. Planting street trees will need to be conducted in a way that accounts for and accommodates a City decision of whether to eventually expand the pavement of North Shore right-to-way to utilize all 90-feet.

**Key Partners:** Lane County Transportation, Owners

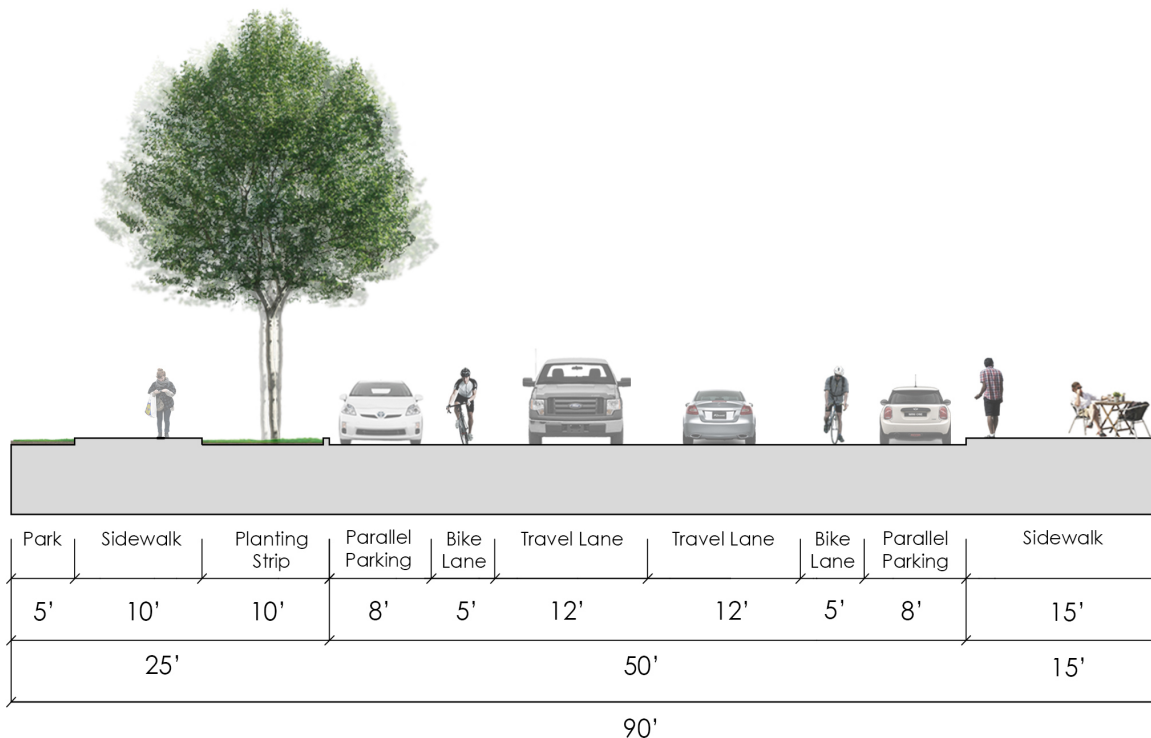
**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Urban Forestry Grants, Oregon Tourism, Private

**Local Lead:** City Administrator/Public Works Director/Economic Development Committee

**Estimated Cost:** \$12,320 (includes 20% engineering and 20% contingency)

1G; 1H - Street Section for 90 foot right-of-way (North Shore Drive)



# IMPLEMENTATION

## 1I - Investigate Improved Broadband Service for Downtown Lowell

**Summary:** Access to high speed internet is crucial for economic activity. Lowell should investigate and pursue opportunities and partnerships for increasing access to broadband in downtown. Broadband is provided to rural areas in a number of ways, but most ideally through a physical fiber-optic cable connection. Lowell is fortunate (and unique) in having long haul fiber optic cable that runs through downtown (including to the school and other locations in town). Acquiring service through that existing fiber cable is complex, but the City should dedicate resources to pursuing the unique opportunity that exists to access it.

**Key Partners:** The Regional Fiber Consortium, LCOG, Lane County, Internet Service Provider(s)

**Next Steps:** Establish a clear desire for improved fiber connectivity, work with Regional Fiber Consortium staff (LCOG) to map out next steps and potential private and public partnerships.

**Funding Sources:** Regional Fiber Consortium grants, public/private partnerships

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$1,000-\$25,000 (represents a range of only staff time to securing funding (including grants) to support broadband.

## 1J - Develop green space connectivity network plan for pedestrian and bicycle pathways

**Summary:** The community of Lowell recognizes its natural setting as one of its outstanding strengths. Preparing more deliberately for connections to this asset has been identified as a clear benefit for improving connections between Lowell's tourist amenities and its downtown.

**Key Partners:** Lane County Transportation, Lane County Parks, Army Corps of Engineers, Oregon Parks and Recreation Department, LCOG, Oregon Tourism Commission, Local Businesses, Owners

**Next Steps:** Find and encourage local champions (including the Parks and Recreation Committee) who can continue to emphasize the need and benefits of connectivity. Use prioritized projects as a starting place and to gain momentum for other opportunities.

**Funding Sources:** City of Lowell, OPDR, TGM (DLCD and ODOT)

**Local Lead:** City Administrator/Parks and Recreation Committee

**Estimated Cost:** \$25,000 - \$40,000

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$1,000-\$25,000 (represents a range of only staff time to securing funding (including grants) to support broadband.

**Key Partners:** Lane County Transportation (though their jurisdiction ends west of Moss Street), Oregon Parks and Recreation Department.

**Next Steps:** Work with Oregon PRD to seek funding for and complete preliminary analysis and concept planning, seek funding for project.

**Funding Sources:** Oregon Parks and Recreation Department

**Local Lead:** City Administrator/Parks and Recreation Committee

**Estimated Cost:** Option - \$1,764,000, Option B – \$3,648,400 (includes 20% engineering and 20% contingency)

## 1K - Street Section Improvements for new Street connecting Main Street and North Shore Dr.

**Summary:** The Illustrative Plan calls for development of the right-of-way that connects Main Street to North Shore Drive through what is now Rolling Rock Park – and is proposed to be the east side of Rolling Rock Park. Street section improvement a reshown in the diagram below.

**Key Partners:** Lane County Transportation, Future owner/developer of property to the east

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** SCA (ODOT), Adjacent Development

**Local Lead:** City Administrator/ Public Works Director/Economic Development Committee

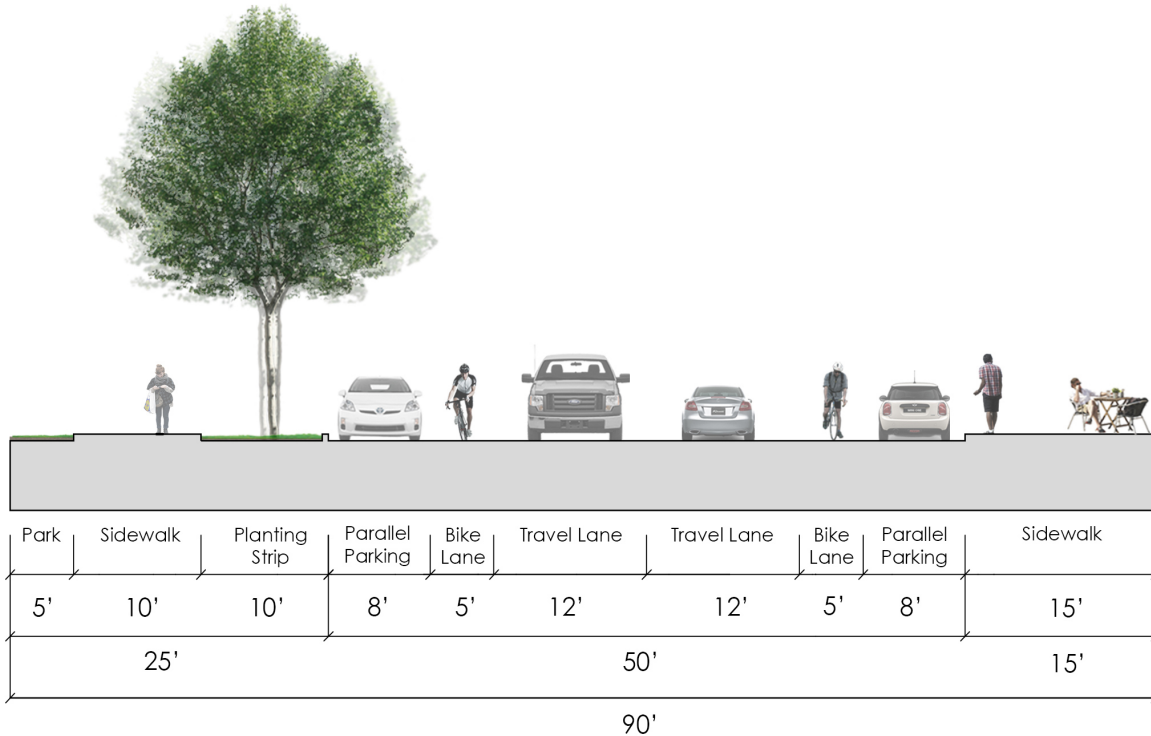
**Estimated Cost:** \$391,108 (includes 20% engineering and 20% contingency)

**Project Figure:** *Street Section for 60-foot right-of-way (New Street)*



2A - Street Section for 90 foot right-of-way (North Shore Drive)

Note: Costs would decrease by an estimated \$400,000 to \$700,000 if the City determined not to utilize all of the City's right-of-way along North Shore drive. This is partly because there would be less square footage to pave, but also because bike lanes could not be constructed, sidewalks would likely be narrower, and drainage engineering would be less complex.



## Phase 2 Projects (Years 2025-2030)

### 2A - Street Section Improvements along North Shore Drive (including pavement expansion)

**Summary:** The long term vision for North Shore drive is for a widening of the pavement to utilize the entire 90 foot-right-of-way, realizing the street section proposed below, complete with bike lanes, travel lanes, wide sidewalks, parallel parking, planting strip (and street trees for the north), striping, paving, curbs and gutters and a planting strip. It also includes the cost of bump outs and crosswalks including in the Illustrative Plan. A widening of the North Shore Drive pavement allows for a complete range of modes and amenities, including on street parking.

**Key Partners:** Lane County Transportation, Owners

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Lane County Road Assistance, CDBG, STIP, SCA (ODOT), Adjacent Development

**Local Lead:** City Administrator/ Public Works Director/Economic Development Committee

**Estimated Cost:** \$2,366,100 (includes 20% engineering and 20% contingency)

### 2B - Sidewalk improvements along Moss and Main Street (not included with Project 1F)

**Summary:** Moss Street and Main Street also have long term plans established for street sections improvements. Street improvements may not be undertaken fully in the first five to ten years (Phases 1 and 2). Sidewalk improvements may be possible without larger scale street section improvements.

**Key Partners:** Lane County Transportation (for crossings), Owners

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Lane County Transportation, SRTS, SCA (ODOT),

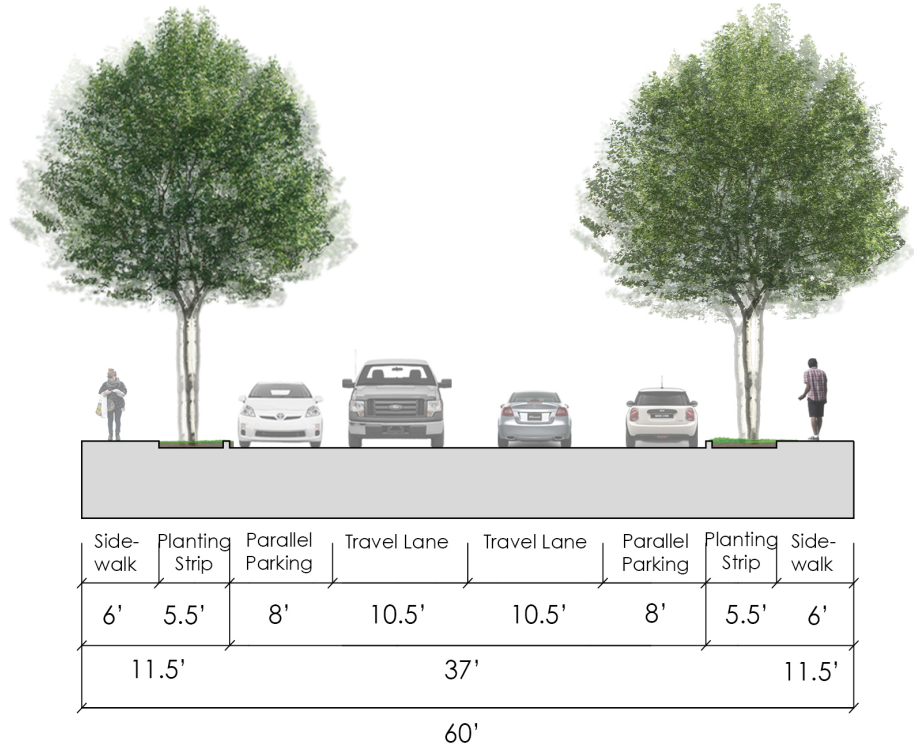
**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$878,724 (\$393,624 - Main Street, \$485,100 - Moss Street) (includes 20% engineering and 20% contingency)

# IMPLEMENTATION

## 2C - Street Section for 60 foot right-of-way (Moss and Main)

*Note: The remaining street section improvements for Moss and Main Streets should be addressed as soon as possible during Phase 2 or 3, if it is not possible to address them concurrent with Project 1F, 2B or 2C. These improvements are included in more detail under Project 3A and 3B.*



## 2C - Planting street trees along Moss and Main Streets along all downtown segments

**Summary:** Moss Street and Main Street also have long term plans established for street sections improvements. Street tree installation may be possible without larger scale street section improvements. The remaining street section improvements for Moss and Main Streets should be addressed as soon as possible during Phase 2 or 3.

**Key Partners:** Lane County Transportation (for crossings), Owners

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Lane County Transportation, SCA (ODOT),

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$44,660 (\$13,860 - Main Street, \$30,800 - Moss Street - includes 20% engineering and 20% contingency)

## 2D - Expand pedestrian connectivity from the downtown area to the covered bridge

**Summary:** The community of Lowell has a long standing desire to connect the town to its parks and open spaces, including Dexter Lake and one of the amenities that the City is most widely known for, the Lowell Covered Bridge Interpretive Center (managed by Lane County). Bicycle and pedestrian connections to Interpretive Center along Pioneer Street are currently nonexistent. Addressing this lack of connectivity has been identified as a clear benefit for improving connections between Lowell's tourist amenities and its downtown. Unfortunately, a safe path to the covered bridge requires either widening of the roadway or a covered bridge adjacent to the existing roadway at a significant cost.

**Key Partners:** Lane County Parks, Lane County Transportation, ODOT, Owners

**Next Steps:** Work with Lane County to seek funding for and complete preliminary analysis and concept planning, seek funding for project.

**Funding Sources:** State Bike/Ped Grants, STIP, Oregon Tourism Commission, Private

**Local Lead:** City Administrator/Parks and Recreation Committee

**Estimated Cost:** \$9,646,000 (includes 20% engineering and 20% contingency)

## 2E - Construct New City Hall

**Summary:** Wherever, it is located, Lowell's new City Hall should be seized as an opportunity to serve as an anchor in Downtown.

**Key Partners:** Architectural/Design firm(s), Property Owners

**Next Steps:** Complete initial analysis and concept planning. Pursue any necessary land acquisition.

**Funding Sources:** Partially Secured/ City of Lowell/ Various

**Local Lead:** City Administrator/City Council

**Estimated Cost:** Pending

**2F - Detailed plans for a round-a-bout at North Shore and Pioneer Street**

**Summary:** Broad support was expressed for a round-about in the heart of downtown Lowell. A round-about would more effectively (and safely) manage east-west and north-south traffic at one of the City’s primary intersections (North Shore Drive and Pioneer Street).

**Key Partners:** Lane County Transportation, Land and Business Owners

**Next Steps:** Continue to coordinate with Lane County Transportation. Investigate opportunities together to scope and fund a round-about.

**Funding Sources:** Local, SCA (ODOT), Lane County Community Development Road Improvement Assistance, Transportation Safety Grants, CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$70,000

**2G - Expand pedestrian connectivity from downtown to Lowell State Park**

**Summary:** The community of Lowell has a long standing desire to connect the town to its parks and open spaces, including Dexter Lake and one of the amenities that the City is most widely known for, Lowell State Park, managed by Oregon Parks and Recreation Department. Bicycle and pedestrian connections to the park along Northshore Drive are currently nonexistent. Addressing this lack of connectivity has been identified as a clear benefit for improving connections between Lowell’s tourist amenities and its downtown. There are two key alternatives for constructing such a connection. Option A would be to include a ten-foot wide concrete multiuse path along the existing edge of the travel lane. This would require curb and gutters to be installed. Option B would be an asphalt path constructed ten feet from the existing edge of the roadway. This would require more shoulder work and stabilization (including a retaining wall) but would not require curb and gutter.

**2H - Paul Fischer Park Improvements**

**Summary:** Lowell’s current City Hall may relocate. In any case, Paul Fischer presents great opportunities to promote options for activity and community near downtown. The Lowell Parks Master Plan did not include specific plans for Paul Fischer Park.

**Key Partners:** University of Oregon, Oregon Parks and Recreation Department

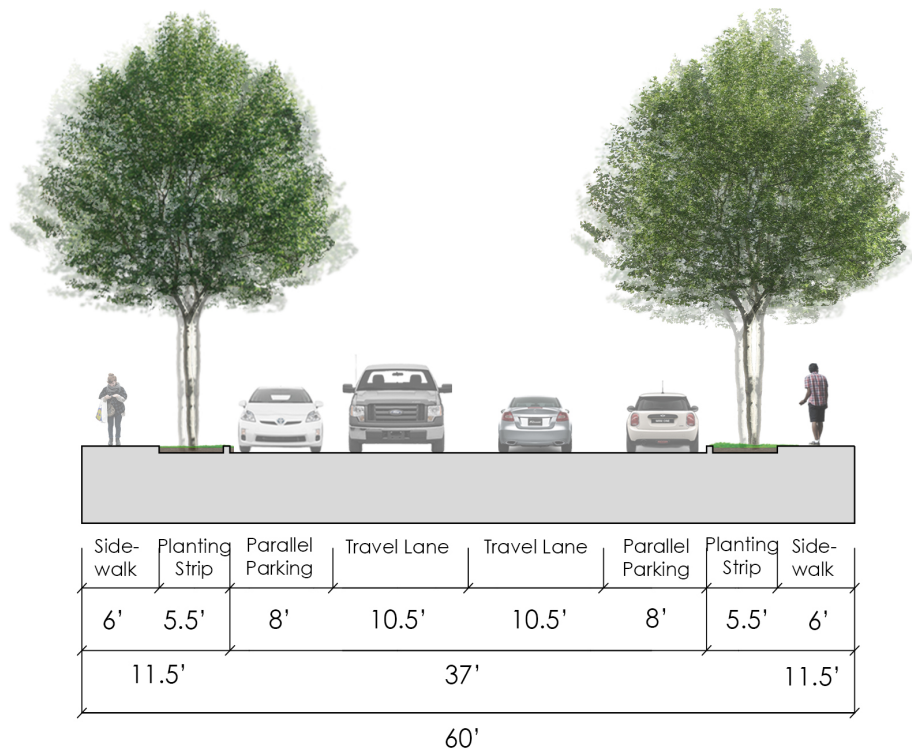
**Next Steps:** Use Lowell’s Parks Master Plan update (2019) as the launch point to complete initial analysis and concept planning/scoping for the Paul Fischer Park.

**Funding Sources:** City of Lowell, Oregon Parks and Recreation Department/Various Other

**Local Lead:** City Administrator/ Parks and Recreation Committee

**Estimated Cost:** N/A

2H - Street Section for 60 foot right-of-way (new street)



# IMPLEMENTATION

## Phase 3 Projects (Years 2031-2035)

### 3A – Street section improvements along Main Street (not addressed in Projects 1F, 2A)

**Summary:** Main Street also has a long term plan established for full street section improvements. Street improvements may not be undertaken fully in the first five to ten years (Phases 1 and 2). Project 3A realizes the street section proposed below, complete with travel lanes, wider sidewalks (if they have not been realized, striping, paving, curbs and gutters and a planting strip (if not already realized). It also includes the cost of bump outs and crosswalks including in the Illustrative Plan.

**Key Partners:** Lowell School District, Land/Business Owners

**Next Steps:** Develop refined (construction level) costs, secure funding

**Funding Sources:** Bond, SRTS, Lowell School District, SCA (ODOT), Adjacent Development, CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$750,737 (includes 20% engineering and 20% contingency)

### 3B – Street Section improvements along Moss Street (not addressed in Projects 1F, 2B)

**Summary:** Moss Street also has a long term plan established for full street section improvements. Street improvements may not be undertaken fully in the first five to ten years (Phases 1 and 2). Project 3B realizes the street section proposed below, complete with travel lanes, wider sidewalks (if they have not been realized, striping, paving, curbs and gutters and a planting strip (if not already realized). It also includes the cost of bump outs and crosswalks including in the Illustrative Plan.

**Key Partners:** Land/Business Owners, Lowell School District, Lane County Transportation (crossings), Owners

**Next Steps:** Develop refined (construction level) costs, secure funding

**Funding Sources:** SRTS, Lowell School District, Lane County, SCA (ODOT), CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$931,035 (includes 20% engineering and 20% contingency)

### 3C - Sidewalk improvements along Pioneer Street

**Summary:** Pioneer Street has long term plans established for street section improvements. The plan anticipates that street improvements for Pioneer Street may not be undertaken fully in the first ten years (Phases 1 and 2). The street section improvements for Pioneer Street should be addressed as soon as possible in any case.

**Key Partners:** Lane County Transportation, Owners

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Lane County Road Improvement Assistance, STIP, State Bike/Ped, SCA (ODOT), SRTS, CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$88,200 (includes 20% engineering and 20% contingency)

### 3D - Plant street trees along Pioneers Street

**Summary:** Pioneer Street has long term plans established for street section improvements. The plan anticipates that street improvements for Pioneer Street may not be undertaken fully in the first ten years (Phases 1 and 2). The street section improvements for Pioneer Street should be addressed as soon as possible in any case.

**Key Partners:** Lane County Transportation, Owners

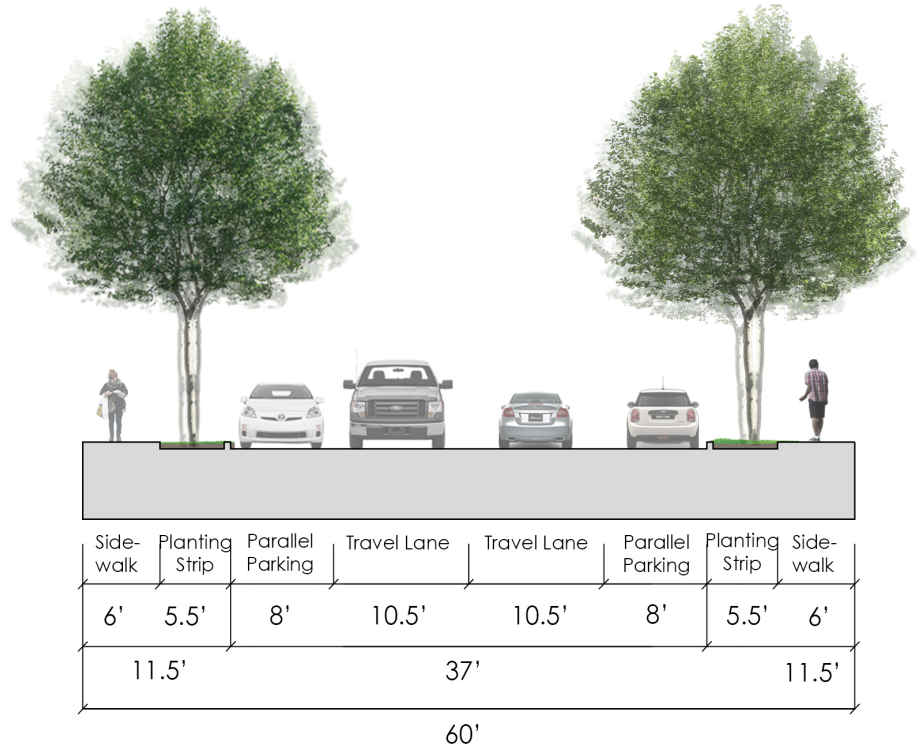
**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Local, Urban Forestry Grants, Private

**Local Lead:** City Administrator/Public Works Director

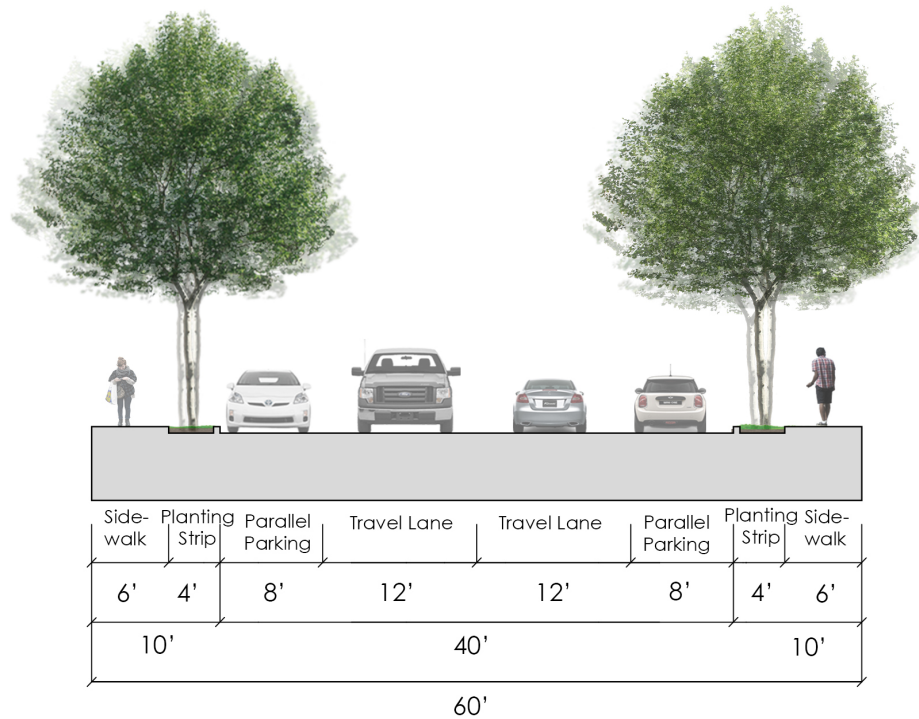
**Estimated Cost:** \$24,640 (includes 20% engineering and 20% contingency)

3B - Street Section for 60 foot right-of-way (*Moss and Main*)



3C; 3D - Street Section for 60 foot right-of-way (*Pioneer Street*)

*Note: The 60-foot street section for Pioneer Street differs from other in Lowell because it is owned by Lane County, and the County requires a minimum 12 foot travel lane.*



# IMPLEMENTATION

## Phase 4 Projects (Years 2036-2040)

### 4A – Street section improvements for Pioneer Street

**Summary:** Pioneer Street has long term plans established for street section improvements. The plan anticipates that street improvements for Pioneer Street may not be undertaken fully in the first fifteen years (Phases 1, 2 and 3). They are proposed for Phase 4, but should be addressed as soon as possible in any case.

**Key Partners:** Lane County Transportation, Lowell School District, Owners

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Lane County Road Improvement Assistance, STIP, State Bike/Ped, SCA (ODOT), SRTS, CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$541,625

### 4B - Round-about at Northshore Drive and Pioneer Street

**Summary:** A round-about would more effectively (and safely) manage east-west and north-south traffic at one of the City’s primary intersections (North Shore Drive and Pioneer Street).

**Key Partners:** Lane County Transportation, Land and Business Owners

**Next Steps:** Reference earlier scoping and planning documents for realization of round-about.

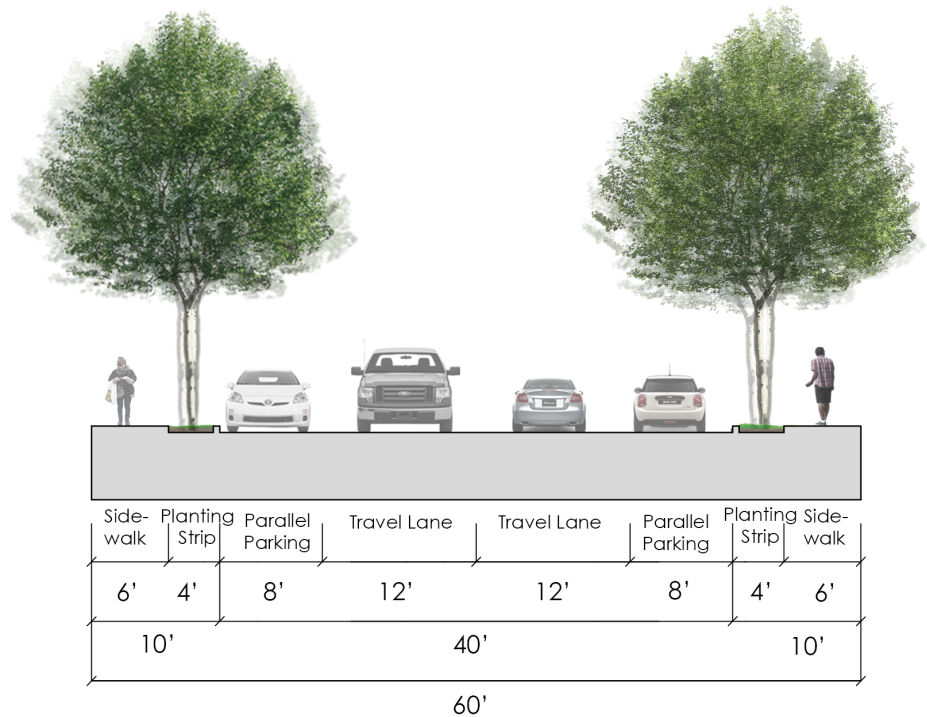
**Funding Sources:** Lane County Road Improvement Assistance, STIP, State Bike/Ped, SCA (ODOT), SRTS, CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$420,000 (includes 20% contingency)

3C; 3D - Street Section for 60 foot right-of-way (Pioneer Street)

*Note: The remaining street section improvements for Pioneer Street should be addressed as soon as possible during Phase 4, if it is not possible to address them concurrent with Projects 3C and 3D.*





Current conditions looking south on Moss Street



Current conditions looking east on North Shore Drive; Rolling Rock Park on the right

# IMPLEMENTATION

## Implementation Projects Summary

Phase 1 (Years 1-5)	Key Partners	Local Lead(s)	Estimated Cost
1A - Update downtown zoning regulations	LCOG, TGM (DLCD/ODOT)	City Admin/PC	\$50-60,000
1B - Establish design standards for signage and gateways	A&D Firm, LCOG	City Admin/EDC	\$2,500-\$5,000
1C - Erect gateway on Pioneer Street	A&D Firm, Contractor(s)	City Admin/EDC	\$124 – \$160,000
1D - Rolling Rock Park improvements	UO, A&D Firm, Contractor(s)	City Admin/PRC	\$840,000
1E - City Hall and Library Concept Plan	The Urban Collaborative	City Admin/LC	Pending
1F - Sidewalk improvements along Moss and Main (adjacent to Rolling Rock Park)	UO, A&D Firm, Contractor(s)	City Admin/PRC	\$234,400
1G - Paint parallel parking and bike lanes long North Shore (existing pavement)	Lane County Transp.	City Admin	\$166,320
1H - Plant street trees along North Shore Drive (adjacent to Rolling Rock Park)	Lane County Transp.	City Admin	\$12,320
1I - Investigate Improved Broadband Service for Lowell	Reg. Fiber Consortium, LCOG,	City Admin/EDC	\$1,000-\$25,000
1J - Develop a green space connectivity network and plan for pedestrian and bicycle pathways	Lane County Transp., Lane County Parks, ACOE, OPRD	City Admin/PRC	\$25 – 40,000
1K - Street Section Improvements for new street connecting Main and North Shore	Lane County, Future Owner	City Admin/PRC	\$391,800

Rolling Rock Park





<b>Phase 2 (Years 6-10)</b>	<b>Key Partners</b>	<b>Local Lead(s)</b>	<b>Estimated Cost</b>
2A – Street section improvements along North Shore Drive	Lane County Transp.	City Admin/ EDC/PW	\$2,346,800
2B - Sidewalk improvements along Moss and Main (unaddressed by 1F)	Lane County Transp.	City Admin/PW	\$878,724
2C - Plant street trees along Moss and Main Streets (downtown segments)	Lane County Transp.	City Admin/PW	\$44,660
2D - Expand pedestrian connectivity from downtown area to the covered bridge	Lane County Parks, Lane County	City Admin/PRC	\$9,646,000
2E - Construct new city hall	A&D Firm,	City Admin/CC	Pending
2F - Detailed plans for a round-a-bout at North Shore and Pioneer Street.	Lane County Transp./Owners	City Admin/PW	\$70,000
2G - Expand pedestrian connectivity from the downtown to Lowell State Park.	Lane County Transp., OPRD	City Admin/PRC	\$1.8 –3.6 Million
2H – Paul Fisher Park Improvements	UO, OPRD	City Admin/PRC	N/A
<b>Phase 3 (Years 11-15)</b>	<b>Key Partners</b>	<b>Local Lead(s)</b>	<b>Estimated Cost</b>
3A – Street section Improvements along Main Street (not addressed previously)	Lane County Transp.	City Admin/PW	\$750,737
3B – Street sections Improvements along Moss Street (not addressed previously)	Lane County Transp.	City Admin/PW	\$931,035
3C -Sidewalk improvement along Pioneer Street	Lane County Transp.	City Admin/PW	\$88,200
3D - Plant street trees along Pioneers Street	Lane County Transp.	City Admin/PW	\$24,640
<b>Phase 4 (Years 16-20)</b>	<b>Key Partners</b>	<b>Local Lead(s)</b>	<b>Estimated Cost</b>
4A – Street section improvements for Pioneer Street (not addressed previously)	Lane County Transp.	City Admin/PW	\$541,625
4B - Round-about at North Shore and Pioneer	Lane County Transp., Owners, A&D Firm, Contractors	City Admin/PW	\$420,000
Lowell Committees: Parks and Recreation Committee (PRC), Economic Development (EDC), Library (LC). (OPRD) - Oregon Parks and Recreation Department, (A&D) – Architecture and Design, (TGM) – Transportation and Growth Management, (ISP) – Internet Service Provider, (ACOE) Army Corps of Engineers, (DLCDD) – Dept. of Land Conservation and Development			

# IMPLEMENTATION COORDINATION

## Lane County

Lane County Parks is also a critical partner for realizing elements of the Downtown vision. Lane County owns and has jurisdiction over North Shore Drive (west to Moss Street) and Pioneer Street. The Master Plan should convey the County's support of the City's vision and the two agencies acknowledge that they will need to coordinate implementation efforts, including funding and design details related to North Shore and Pioneer Street improvements. Lane County Transportation has been an active contributor and partner in the Downtown Master Planning process.

The County is also a partner for park related improvements. The County manages the Covered Bridge Interpretive Center, which is widely recognized and serves as one gateway to Lowell. Working with Lowell fits within Lane County's recent Parks and Master Plan in terms of its goals (economic vitality, collaboration, connectivity, and vibrancy). Lowell and Lane County are interested in finding recreational activities that can connect County Parks to downtown Lowell, touching on the goals of increased tourism and vibrancy. In a focus group conversation with recreation providers, Lane County staff noted that they foresee Lowell as becoming a "hub" for trail connectivity between Eugene and the Cascades. The Eugene to Crest Trail goes through Lowell.

Connectivity is not limited to roads and trails. Lane County also sees water trails from Dexter Lake onto the Willamette down to Mt. Pisgah. Such an undertaking should be regionally advertised with Travel Lane County. Though limited in its ability to help financially, Lane County Parks is ready and willing to help out as an active partner.

## State of Oregon

No State (Oregon Department of Transportation) facilities pass directly through the City of Lowell, however state Highway 58, the primary transportation facility supporting Lowell and significant portions of southern and eastern Oregon, is less than a quarter mile from the City.

Oregon Parks and Recreation Department (OPRD) is another key state partner for Lowell in implementation of the Downtown Master Plan. One key project is an improved pedestrian connection between Downtown Lowell and the premiere recreation facility on Dexter Lake, Lowell State Park. Lowell should continue to work with OPRD to secure Local Government grants for Park related infrastructure. The Downtown Master Plan provides a compelling and attractive foundation for grant funding in these areas. The City should continue to track OPRD grant cycles and connect with OPRD staff to communicate local plans, including sharing draft and adopted versions of the Downtown Master Plan.

Oregon Parks and Recreation Department also sponsors the Oregon Main Street, as part of the Oregon Heritage program. OMS is designed to assist with the revitalization of traditional downtowns and historic commercial districts, promote economic development, and encourage historic preservation. The program uses an approach that advocates a return to community self-reliance, local empowerment, and the rebuilding of central business districts based on their assets, unique architecture, personal service, local ownership and entrepreneurship, and a sense of community. The Oregon Main Street Handbook is a helpful reference for steps related to promoting Lowell's Downtown: <https://www.oregon.gov/oprd/HCD/SHPO/docs/2018OMSHandbook.pdf>

The Oregon Department of Land Conservation and Development (DLCD) works in partnership with local governments, and state and federal agencies, to address the land use needs of the public, communities, regions, and the state. The Land Conservation and Development Commission (LCDC) provides policy direction for the land use planning program and helps carry out the vision of managing urban growth; protects farm and forest lands, coastal areas, and natural resource lands; and provides for safe, livable communities in concert with the vision of the local community.

DLCD provided funding for the Downtown Master Plan through its Technical Assistance funding program. DLCD staff have also provided key support in its creation and adoption. The City should remain in close contact with its DLCD regional representative in efforts to realize the downtown vision.

## Lowell Schools

The Lowell School District is experiencing unprecedented growth and support. The passage of local bonds and capital projects underway make Lowell schools a critical partner. All three schools are in very close proximity to the downtown core and overlapping interests are crucial to consider. LCOG and the City of Lowell met with representatives from Lowell Schools, including the Superintendent, Director of the Bridge Charter Academy, and Chairperson of the Lowell Education Foundation. They noted that their primary goal is to increase enrollment. Increased attractiveness of Lowell (including its Downtown) is viewed by education leadership as a mechanism to attract families (students) and teachers/staff. Lowell schools also recognize that activity in Downtown Lowell has immediate benefits to faculty, students and families. Some specific benefits noted in focus groups include the possibility of more and closer food options, and providing out-of-town family members with more to do while they wait for their children to attend special school programs.

The City must place a priority on continuing the partnership schools have with the City of Lowell. The school district and the City should be leveraging shared interests. The school district has expressed, for example, some longer term plans for facilities along its Main Street frontage (including a community fitness center). Opportunities to promote Main Street as a front facing and active space should be strongly encouraged and cultivated by the City. The school is a key partner in making Main Street a more ideal location for “downtown” investments. The City should continue to encourage school leadership participation on City Committees and decision making bodies.

# IMPLEMENTATION COORDINATION

## US Army Corps of Engineers

The City of Lowell's interests are directly tied to the Army Corps of Engineers due to their management of Dexter Lake and nearby Lookout Point and Fall Creek Reservoirs. In 2008, the US Army Corps of Engineers made a decision to update the Dexter Lake Shoreline Management Plan in response to dealing with a variety of controversial shoreline issues near that time. The scope of the SMP is along the Dexter Lake shoreline and does not have a focus on the downtown core of Lowell. However, if future development occurs along Dexter Lake shoreline, the SMP will be a document in need of consultation.

The City has also contemplated green connections between downtown and public lands nearby. The Corps has park property east of downtown, which could be part of a path corridor connecting recreation areas east and west of downtown. The Corps is an important partner in matters dealing with Dexter Lake. Any efforts at marketing and branding Lowell as a destination and tourism location should involve the Army Corps of Engineers.

## Federal Public Land Management Agencies

The City of Lowell is in very close proximity to Bureau of Land Management & US Forest Service lands. Until the late 2000s, the Forest Service maintained station offices in downtown Lowell. Lowell is a gateway to a number of recreation areas, including the highly visited Fall Creek Recreation Area and the public recreation areas along Highway 58 (Willamette and Deschutes National Forests). BLM and USFS partnerships should focus on grant opportunities from those agencies promoting Lowell as a clear access/embarkation point for these important areas.

## Neighboring Communities

There are a number of unincorporated areas near Lowell that provide partnership potential and should be considered in ongoing planning and implementation efforts. These areas include Dexter, Fall Creek and Pleasant Hill. These communities share social and economic cohesion with Lowell. Efforts to refine needs should consider outreach to these neighboring areas.

## Business and Landowners

The successes of downtown Lowell will rely heavily on the participation and partnership of local businesses and landowners. Retail and service sector activity is an important part of the downtown's economic base; consequently, business owners have a vested interest in the success of downtown revitalization. Retailers are often most interested in, and the most valuable contributors to, downtown promotional activities, though their involvement in other downtown activities can also be beneficial.

Property owners literally own the downtown, and must have a direct interest in the success of the downtown vision. Owners should be active participants in the revitalization process. A focus group with Lowell Downtown business owners revealed an optimism for and commitment to the success of Downtown Lowell. Owners are hopeful that the community will recognize the risks that owners take and that the community can buy-in to concepts that may reflect a new type of downtown.

## City of Lowell Decision Makers, Boards and Committees

The City of Lowell has a number of Boards and Committees that will need play a vital role in various elements identified within the Downtown Master Plan. These groups should be utilized for direction, support and implementation. Beyond City Council, these groups include the Planning Commission, Budget Committee, Economic Development Committee, Parks and Recreation Committee, Library Committee, and Blackberry Jam Festival Committee. This report recommends a number of projects where it is recommended that these groups be involved.

# INCENTIVES

*Revitalization of Lowell's Downtown requires actions and investments both by public agencies, such as the City of Lowell and Lane County, and from private property and business owners. Working together, these efforts will impact the physical streetscape as well as adjoining storefronts and properties.*

While future private investment and development in properties in Downtown Lowell will play the most important role in transforming the built environment, there are some steps that the City, business organizations, and other stakeholders can take to help incentivize this private investment, attract new visitors, and reinforce the downtown as the heart of the community. The following are some recommended steps to aid in economic development.

## Storefront Improvement Program

Storefront improvement programs provide assistance and financial incentive for commercial property owners to reinvest in the facade of their buildings. These programs are a common use of Urban Renewal funding that encourages investment in private property, while emphasizing the building's facade to ensure that there is an outward public impact and community benefit. For a revitalization program, improvements to storefronts work with public improvements to the streetscape to create an overall sense of investment in the area. Storefront improvements might range from simple paint and repair, to awnings, signage, lighting, or more major rehabilitation include structural and window renovations.

Programs can also aid in the design and planning for these projects. There are multiple ways to structure such programs including grants or loans, and many examples from across the region to serve as models.

## Downtown Branding, Marketing, and Events

Throughout this planning process the community expressed a desire for a distinct sense of entry to downtown. This can be achieved many ways and will already be highly evident by the change in streetscape, landscape, and development character in the Downtown Core.

Gateway features at key entrances to downtown will provide a clear sense of distinction and arrival. The City has contemplated signage and monuments designating arrival in Lowell's downtown. In the Illustrative Plan, a gateway is proposed at the main south entrance of downtown Lowell along Pioneer Street. Another is proposed at the west entrance along North Shore Drive. Archways were contemplated for both, but Lane County, who own both streets prohibits archways on facilities that accommodate freight traffic. Figure X shows some examples of alternatives for these gateway locations. The examples reflect a covered bridge theme. A sign is also proposed as part of the Illustrative Plan. It is proposed to be located at the southwest corner of Pioneer Street and North Shore Drive. Again Figure X provides a conceptualization of what that sign might look like.

In conjunction with the Lowell Economic Development Committee, the City can pursue other tools and means to reinforce downtown Lowell as a unified district and destination. This means messaging and coordination among business owners, the City, and other stakeholders to brand the district and explicitly advertise events as taking place in "Downtown Lowell." Businesses can coordinate their approach to such events, such as keeping the same hours, agreeing on sidewalk activities, or creating marketing materials prior to events.

Marketing and branding efforts can be applied to existing events, such as the Blackberry Jam Festival, or new events made possible by the newly focused Downtown described in this Plan. The street redesign described in this Plan will create excellent new spaces for new events.

Other on-going messaging efforts might include physical improvements such as streetlight banners or signage in the downtown, or small handouts such as a guide to local businesses. The goal of these activities is to ensure that the community does not miss opportunities to brand “Downtown Lowell” as a distinct place in the community.

## Leverage City Hall and Library Improvements to Strengthen Downtown

It is crucial to emphasize the degree to which public projects in the area can contribute to the success of downtown and can leverage and mutually reinforce each other. This planning process has made clear that the eventual redevelopment or likely relocation of the City Hall and Library will provide important underpinning to the revitalization of Downtown Lowell. A new City Hall and Library presents the opportunity to create model civic buildings in the Downtown Core, bringing customers and activity. Such development can be catalytic of other new development in the area. It has the potential to provide an example of good building design and aesthetics. The City has encountered two possible locations for City Hall and the Library in the Downtown Core area. Both locations present opportunities for the key intersection of North Shore Drive and Pioneer Street.

The volume and type of traffic these uses can bring to downtown will greatly enhance revitalization efforts by bringing greater awareness and more visitors to the area. It will also support existing, and create additional, marketing and event opportunities for local business and boosters.

## Parking

There are current, and will be more, off-street spaces throughout downtown Lowell. Many of these spaces could be used by customers or employees of other, nearby businesses. To enable this, the City could initiate collaboration between private property owners to create shared-use agreements. The City may offer incentives for property owners that establish such agreements.

# FUNDING MATRIX

Funding Source	Eligibility	Types of Projects	Criteria
<b>Transportation and Growth Management Program (TGM)</b>	Cities; Counties; COGs; Indian Tribes.	Category 1 – Transportation System Planning intended to meet requirements of Oregon Transportation Planning Rule. Category 2 – Integrated Land Use and Transportation Planning. Projects should result in the development of an adoption-ready plan.	Project must demonstrate they are timely and reasonably achievable. Category 1 projects will result in a transportation decision. Category 2 projects will result in a land use decision.
<b>Special Small City Allotment Program (SCA)</b>	Cities < 5,000 in population.	Street projects not part of county road or state highway system. Surface projects (drainage, curbs, and sidewalks).	All previously funded SCA projects must be complete; Appropriate projects.
<b>State Bicycle and Pedestrian Grants (All Roads Transportation Safety)</b>	Cities; Counties.	Increase awareness of safety on all roads; Promote best practices for infrastructure safety; compliment behavioral safety efforts; limit serious crashes and fatalities.	Hotspot Method – identifies location with documented crash problems. Systemic Method – takes a broader view by looking at crash history and risks associated with roadway or corridor. Projects selected on a cost-benefit analysis; Projects that are data drive to show a need.
<b>State Bicycle and Pedestrian Grants (Safe Routes to School)</b>	Cities; Counties	Infrastructure programs focus on safety on existing routes/pedestrian crossings, bike lanes and flashing beacons. Non-infrastructure programs focus on education and outreach and safe use of walking and biking routes.	Project identification; consultant support; accountability; public outreach campaign; ability to provide adequate project management.
<b>Connect Oregon (ODOT)</b>	Public, private, and non-profit entities.	Construction; Physical improvements; Real estate; capital Infrastructure; Professional services; Other expenditures.	Cover up to 70% of project costs. Current on all state and local taxes, fees and assessment; Project must meet the definition of "Transportation Project"; Projects that are eligible for funding from revenues the Highway Trust Fund, are not eligible; The project will not require continued subsidies from ODOT.
<b>Statewide Transportation Improvement Program (STIP)</b>	Cities; Counties	Sidewalk infill; ADA upgrades; street crossings; intersection improvements; minor widening for bike lanes; landscaping and beautification.	Projects are selected using criteria that include response to identified problems, innovation, clear objectives, adequate evaluation plans, and cost-effective budgets. Proposals must already be adopted in local TSP.



Required Forms/Documents	Matching Funds	Grant Amount	Contact
Complete application; Written statement that recipient can meet all obligations; Support of local officials.	12% of the total project cost.	Generally, between 100K-250K.	David Helton, ODOT Region 2, 541-726-2545, <a href="mailto:David.i.helton@odot.state.or.us">David.i.helton@odot.state.or.us</a> Visit: <a href="https://www.oregon.gov/lcd/TGM/Pages/Planning-Grants.aspx">https://www.oregon.gov/lcd/TGM/Pages/Planning-Grants.aspx</a>
Managed by ODOT. Complete application.	Not required.	Maximum of \$50,000.	Deanna Edgar, <a href="mailto:SmallCityAllotments@odot.state.or.us">SmallCityAllotments@odot.state.or.us</a> , Visit: <a href="https://www.oregon.gov/ODOT/LocalGov/Pages/Funding.aspx">https://www.oregon.gov/ODOT/LocalGov/Pages/Funding.aspx</a>
List of selected projects that identify as a Hotspot or Systemic Methods. Initial data analysis. Project estimates; Identified countermeasures; Complete application.	Approximately 7.78% of project cost.	2018 cycle awarded 133 potential projects at an estimate of \$126M.	Region 2: Angela Kargel, 503-986-2656, <a href="mailto:Angela.J.Kargel@odot.state.or.us">Angela.J.Kargel@odot.state.or.us</a> Visit: <a href="https://www.oregon.gov/ODOT/Engineering/Pages/ARTS.aspx">https://www.oregon.gov/ODOT/Engineering/Pages/ARTS.aspx</a>
Letter of Intent; Letters of Support from parties involved.	Voluntary match included in grading criteria (past awardees have all included a percentage match).	Maximum per project: \$200,000.	Non-infrastructure: Heidi Manlove, Program Manager, 503-986-4196, <a href="mailto:Heidi.MANLOVE@odot.state.or.us">Heidi.MANLOVE@odot.state.or.us</a> Infrastructure: LeeAnne Ferguson, Safe Routes to School Program Manager, 503-986-5808, <a href="mailto:LeeAnne.FERGASON@odot.state.or.us">LeeAnne.FERGASON@odot.state.or.us</a> Visit: <a href="https://www.oregon.gov/ODOT/LocalGov/Pages/Funding.aspx">https://www.oregon.gov/ODOT/LocalGov/Pages/Funding.aspx</a>
Tax declaration form; Department of Revenue Tax Certification; Racial and Ethical Impact Statement; Railroad Certification (if applicable)	30% cash match.	Largest: \$7.9M; smallest: \$16K; average: \$2M	John Boren, Freight Program Manager, 503-986-3703 <a href="mailto:John.Boren@odot.state.or.us">John.Boren@odot.state.or.us</a> Visit: <a href="https://www.oregon.gov/odot/programs/pages/connectoregon.aspx">https://www.oregon.gov/odot/programs/pages/connectoregon.aspx</a>
Applicants are encouraged to contact program manager about specific grant applications.	Not specified.	Not specified.	Frannie Brindle, 541-757-4104, <a href="mailto:Frances.BRINDLE@odot.state.or.us">Frances.BRINDLE@odot.state.or.us</a> Visit: <a href="https://www.oregon.gov/ODOT/STIP/Pages/About.aspx">https://www.oregon.gov/ODOT/STIP/Pages/About.aspx</a>

# FUNDING MATRIX

Funding Source	Eligibility	Types of Projects	Criteria
<p><b>Local Government Grant Program (Oregon Parks and Recreation Department)</b></p>	<p>Cities; Counties; Metropolitan service districts; Park and recreation districts; Port districts.</p>	<p>Acquisition; Development; Rehabilitation; Planning and feasibility studies.</p>	<p>Eligibility is limited to public outdoor park and recreation areas and facilities. These areas and facilities must be open and accessible to the public-at-large.</p>
<p><b>Urban Forestry Grants</b></p>	<p>Private land owners; cities; counties; Indian Tribes.</p>	<p>ODF offers several different grants and opportunities for land owners in: Bark Beetle Mitigation; Establishing community forests; converting private forest lands to a public use; assist land owners in conservation and protection of soil, water, fish and wildlife; wetland reservation; Fire protection.</p>	<p>Depends on specific grant. See contact.</p>
<p><b>Land and Water Conservation Fund (OPDR)</b></p>	<p>Cities; Counties; Park and Recreation Districts; METRO; Port District; Indian Tribes; Oregon State Agencies.</p>	<p>Acquiring land and water for public access, including new area or additions to existing parks, forests, wildlife areas, beaches or similar; Development Developing outdoor recreation activities and support facilities needed by the public for recreation activities.</p>	<p>Projects must be consistent with the outdoor recreation goals and objectives stated in the Statewide Comprehensive Outdoor Recreation Plan (SCORP) and elements of your local comprehensive land use plans and park master plans. Projects must also comply with the Rehabilitation Act and the Americans with Disabilities Act.</p>

Required Forms/Documents	Matching Funds	Grant Amount	Contact
<p>Be prepared to submit the following attachments, if relevant:  Vicinity map; Park boundary map; Site map; UGB; Environmental assessments/checklist; State agency review forms; Concept drawings or construction plans; Resolution to apply for a grant; Land use compatibility statement; Property deed/lease agreement; Photos; Letter(s) of support; Additional items if needed.</p>	<p>Depends on population.  At least 20% match (from a variety of sources) for cities and districts under 5,000 population, and counties under 30,000 population.</p>	<p>Approximately \$5M funding available annually.  Depends on size of project and request. Small grants - max of \$75K;  large request - max of 750K (1M for land acquisition); small community planning grants - max of 40K.</p>	<p>Utilizes an online application through OPRD.</p> <p>Mark Cowan, Grant Program Coordinator, 503-986-0591, <a href="mailto:mark.cowan@oregon.gov">mark.cowan@oregon.gov</a></p> <p>Visit:  <a href="https://www.oregon.gov/oprd/GRANTS/Pages/local.aspx">https://www.oregon.gov/oprd/GRANTS/Pages/local.aspx</a></p>
<p>Depends on specific grant. See contact.</p>	<p>Depends on specific grant. See contact.</p>	<p>Depends on specific grant. See contact.</p>	<p>Ryan Gordon, Private Forest Division, Landowner Assistance Program, 503-945-7393, <a href="mailto:Ryan.P.Gordon@oregon.gov">Ryan.P.Gordon@oregon.gov</a></p> <p>Tom Fields, Fire Protection Division, 503-945-7440, <a href="mailto:tom.fields@oregon.gov">tom.fields@oregon.gov</a></p> <p>Visit:  <a href="https://www.oregon.gov/ODF/AboutODF/Pages/GrantsIncentives.aspx">https://www.oregon.gov/ODF/AboutODF/Pages/GrantsIncentives.aspx</a></p>
<p>Proposal description and environmental screening form (for any proposal requiring federal action); Environmental assessment (if required); Public review; Environment impact statement (if required); Vicinity map; Project boundary map and site plan; Urban growth boundary map; Property deed/lease agreements; Permits; Construction plan and specification; Land use compatibility statement; Letters of support; Resolution to apply; Maintenance documentation; State natural resource agency review procedures and transmittal form.</p>	<p>50% match (from a variety of sources).</p>	<p>Not specified, but 2016 awardees ranged from 43K-265K.</p>	<p>Utilizes an online application through OPRD.</p> <p>Michele Scalise, Grants Manager, <a href="mailto:michele.scalise@oregon.gov">michele.scalise@oregon.gov</a>, 503-986-0708</p> <p>Visit:  <a href="https://www.oregon.gov/oprd/GRANTS/Pages/lwcf.aspx">https://www.oregon.gov/oprd/GRANTS/Pages/lwcf.aspx</a></p>

# FUNDING MATRIX

Funding Source	Eligibility	Types of Projects	Criteria
<p><b>Recreational Trails Grant</b></p>	<p>Non-profits; Cities; Counties; State agencies; Federal government agencies; Other government entities; Tribal governments.</p>	<p>New trail construction; Heavy trail restoration; Trail head facilities; Purchase of tools to construct and/or renovate trail(s); Land acquisition for trail purposes; Safety and educational programs; Engineered trail design/maintenance documents; Water trails</p>	<p>An RTP project must be a distinct project with a distinct purpose. All project elements, including the project match, must be tied to the distinct purpose. RTP functions as a reimbursement grant program. Project sponsors must have the financial capacity to pay for project expenses prior to being reimbursed by grant funds.</p>
<p><b>Oregon Community Foundation - Community Grant</b></p>	<p>Public, and non-profit entities.</p>	<p>Health &amp; wellbeing of vulnerable populations (30%-40% of grants); Educational opportunities, and achievement (30%-40% of grants); Arts and cultural organizations (15%-25% of grants); Community livability, environment, and civic engagement (10%-20%).</p>	<p>Must have 501(c)(3) status as a public entity (not a private foundation) or have a qualified fiscal sponsor; Cannot apply until previous grant funded project(s) have been completed and reports submitted; Cannot apply for the same project twice.</p>
<p><b>Oregon Community Foundation - The Oregon Parks Foundation Fund</b></p>	<p>private, non-profit, and public agencies within Oregon. Preference placed on small, rural communities.</p>	<p>Land protection and acquisition; Habitat restoration; Enhancement of the outdoor experience, e.g., trail construction and interpretive signage; Park-related ecological education programs</p>	<p>Strong connection to parks and/or publicly-accessible, native undeveloped land; Strong park-related educational component for youth and/or adults; Promotes connectivity; Strong community-based support ; Provides park opportunities and access for underserved communities; A grant from OPF will clearly make a difference (i.e. close the funding gap, leverage other sources of support)</p>

Required Forms/Documents	Matching Funds	Grant Amount	Contact
<p>Letter of intent (LOI); State historical preservation office (SHPO) approval; NEPA approval; Sponsor name; DUNS number (see application); Vicinity map; Site location/boundary map; Project/site plan(s); Proof of control of property; Approval from land manager; Land use compatibility statement; Environmental documentation; Trail accessibility assessment memo; Project timeline.</p>	<p>20% match (from a variety of sources).</p>	<p>Minimum grant amount: 10K; No maximum grant amount; Grant term: approximately two years, as specified in grant agreement; Project sponsors who request \$50K or more are required to make a brief presentation in front of the RTP Committee.</p>	<p>Utilizes an online application through OPRD. Jodi Bellefeuille 503-986-0716, <a href="mailto:jodi.bellefeuille@oregon.gov">jodi.bellefeuille@oregon.gov</a></p> <p>Visit: <a href="https://www.oregon.gov/oprd/GRANTS/Pages/trails.aspx">https://www.oregon.gov/oprd/GRANTS/Pages/trails.aspx</a></p>
<p>501(c)(3) tax-exempt status letter from the IRS; Board of directors list, including contact information, affiliations, plus the skills and experience each contributes to the organization; Organization budget for current year; Organization budget for past year; Most recent audited financial statements (if available); Multi-year project budget (if applicable); Project graphic, schematic or timeline (optional).</p>	<p>Not specified but must have some separate funding other than grant to be competitive.</p>	<p>Awards about 175 grants per cycle, twice a year. Average grant is 20K (range is typically 5K-50K).</p>	<p>Utilizes an online application through My OCF. For proposals in Benton, Douglas, Lane, Linn, Coos, and Curry counties, please contact: Damien Sands, program officer, Southern Willamette Valley: <a href="mailto:dsands@oregoncf.org">dsands@oregoncf.org</a> Eugene Office: 541.431.7099</p> <p>Visit: <a href="https://www.oregoncf.org/grants-scholarships/grants">https://www.oregoncf.org/grants-scholarships/grants</a></p>
<p>A project budget detailing both projected revenue and expenditures, along with the amount sought from the Oregon Parks Foundation Fund. A copy of the applicant's 501(c)(3) tax determination letter; A copy of the applicant's most recent full fiscal year's final financial statement ; The name that should appear on the check if the grant is awarded, and the mailing address for the check</p>	<p>Not specified.</p>	<p>Not specified, but based on past recipients, as low as \$1,250, and as high as \$6K.</p>	<p>Utilizes a paper application. Marcy Houle: 503-621-1018 Melissa Hansen, program officer, <a href="mailto:mhansen@oregoncf.org">mhansen@oregoncf.org</a> or 503-227-6846</p> <p>Visit: <a href="https://www.oregoncf.org/grants-scholarships/grants/ocf-funds/oregon-parks-foundation">https://www.oregoncf.org/grants-scholarships/grants/ocf-funds/oregon-parks-foundation</a></p>

# FUNDING MATRIX

Funding Source	Eligibility	Types of Projects	Criteria
<p><b>Travel Oregon - Competitive Small, Medium and Large Grants</b></p>	<p>Local government; Port Districts; Federally recognized tribes; Non-profit entities.</p>	<p>Sales; Marketing; Industry services; Development; Large Grants program must demonstrate statewide impact and is at the direction of the Oregon Tourism Commission.</p>	<p>Align with regional and/or local objectives; Address a need in the tourism industry and shows potential to generate significant regional and/or local impact; Community support; Applying entity has a track record of effective work, evident through strong support letters; Good planning is evident in the project timeline, budget and sustainability; Plans for evaluating impact are clear, appropriate and achievable; Promote diversity and inclusion; Showcase a public/private partnership with Oregon-based small businesses.</p>
<p><b>Community Development Block Grant (CDBG) Program</b></p>	<p>Non-metropolitan cities and counties in rural Oregon.</p>	<p>Development of viable (livable) urban communities; downtown revitalization; improvements to publicly owned facilities (curbs, gutters, storm water, sidewalks, street lights, landscaping, water and sewer).</p>	<p>All projects must meet one of three national objectives: 1. The proposed activities must benefit low and moderate and moderate – income individuals; 2) The activities must aid in the prevention or elimination of slums or blight; 3) There must be an urgent need that poses a serious and immediate threat to the health or welfare of the community.</p>
<p><b>Rural Business Development Grans (RBDG)</b></p>	<p>Towns; Communities; State agencies; Non-profit; Tribes; Universities; Rural cooperatives.</p>	<p>Acquisition or development of land; Project planning; renovations; Right-of-Way access; Parking areas; Utilities; Rural transportation improvement; Economic development (to include technology based); Rural business incubators.</p>	<p>RBDG is a competitive grant designed to support targeted technical assistance, training and other activities leading to the development or expansion of small and emerging private businesses in rural areas that have fewer than 50 employees and less than \$1 million in gross revenues. Programmatic activities are separated into enterprise or opportunity type grant activities.</p> <p>Outside the urbanized periphery of any city with a population of &gt;50,000.</p>

Required Forms/Documents	Matching Funds	Grant Amount	Contact
<p>Proof of federal tax ID; Entity's federal W-9 form; Project budget; Project timeline; Project support letters (recommended); For signage: evidence of approval from all parties involved; For marketing: if producing collateral you must describe your distribution plan and associated budget costs; For infrastructure development: if your project involves construction you must include plan drawings and approval from permitting authorities if required locally.</p>	<p>10% for small grants; 25% for medium grants; 50% for large grants.</p>	<p>Small: up to 20K ask; Medium: 20K - 100K ask; Large: greater than 100K ask.</p>	<p>Jessica Otjen, Travel Oregon/Oregon Tourism Commission, 503-967-1560, <a href="mailto:jessica@traveloregon.com">jessica@traveloregon.com</a></p>
<p>Complete application; Environmental review; income data for applying jurisdiction(s); Letters of support where necessary.</p>	<p>Not required but allowed. Must be in the form of cash. In-kind services or costs are allowed as match.</p>	<p>Maximum possible for any individual project, by category:  Microenterprise: 100K  Public Works: 2.5M  Community/Public Facilities: 1.5M  Community Capacity/Technical Assistance: no specific maximum.  Regional Housing Rehabilitation: 400K  Emergency Projects: 500K.</p>	<p>Melissa Murphy, Regional Development Officer, 503-983-8857, <a href="mailto:Melissa.Murphy@oregon.gov">Melissa.Murphy@oregon.gov</a>   Michelle Bilberry, Regional Project Manager, 503-986-0142, <a href="mailto:Michelle.Bilberry@oregon.gov">Michelle.Bilberry@oregon.gov</a></p>
<p>Complete application; Applicants are encouraged to work with their local office to fill out and submit and application. See Contact.</p>	<p>Not required</p>	<p>Generally, between 10K-500K. No specific maximum grant amount.</p>	<p>John Huffman, State Director, 503-414-330, <a href="mailto:john.huffman@or.usda.gov">john.huffman@or.usda.gov</a>   Visit: <a href="https://www.rd.usda.gov/programs-services/rural-business-development-grants/or">https://www.rd.usda.gov/programs-services/rural-business-development-grants/or</a></p>

# FUNDING MATRIX

Funding Source	Eligibility	Types of Projects	Criteria
<p><b>Kodak American Greenways Grants</b></p>	<p>Non-profits; Public agencies; Community organizations.</p>	<p>Mapping; eco-logical assessments; Surveying; Conferences and design activities; Developing brochures; Interpretative displays; Audio-visual productions or public opinion surveys; Hiring consultants; Incorporating land trusts; and/or building footbridges; Planning bike paths or other creative projects.</p>	<p>Importance of the project to local greenway development efforts; Demonstrated community support for the project; Extent to which the grant will result in matching funds or other support; Likelihood of tangible results; and capacity of the organization to complete the project.</p>
<p><b>The Collins Foundation</b></p>	<p>Non-profits; Public agencies.</p>	<p>Diverse range of projects that support Foundation's goals and directly benefit the people of Oregon.</p>	<p>IRS recognized non-profit status, or have tax exemption as a governmental entity; Project or scope that directly benefits the residents of Oregon</p>
<p><b>Ford Family Foundation</b></p>	<p>Non-profits; Public agencies (particularly rural communities).</p>	<p>Land acquisition Purchase of buildings New construction and renovation; Fixtures, furnishings and equipment; Architecture, engineering and planning fees.</p>	<p>Central to the mission of the applying organization; A strong staff and project team overseeing the plan and a strong board commitment to the project; A clear timeline and project budget; Evidence of sustainability, including a clear and defensible budget; Organizational financial stability and evidence that the capital project will not have a negative effect on the sustainability of the applying organization; Evidence of strong community support and collaboration; Funding, including in-kind, committed from a variety of sources and a credible plan to raise remaining funds; Evidence of positive community impact and the means to evaluate that impact.</p>



Required Forms/Documents	Matching Funds	Grant Amount	Contact
Two letters of reference; 501(c)(3) status confirmation letter for non-profit organizations, documentation of public agency status for governmental organizations; one-page budget.	Not specified.	between \$500-\$2500K	Utilizes a paper application sent via mail. American Greenways Program Coordinator 1655 N. Fort Meyer Drive Suite 1300 Arlington, VA 22209-2156 Visit: <a href="http://www.rlch.org/funding/kodak-american-greenways-grants">http://www.rlch.org/funding/kodak-american-greenways-grants</a>
501(c)(3) status confirmation letter for non-profit organizations, documentation of public agency status for governmental organizations; Cover letter; Executive summary; Proposal narrative; Budget and funding plan.	Not specified.	Not specified, but based on past recipients, as low as 8K, and as high as 150K.	Utilizes paper application sent via mail. Cynthia G. Addams, Chief Executive Officer, <a href="mailto:caddams@collinsfoundation.org">caddams@collinsfoundation.org</a> Visit: <a href="https://www.collinsfoundation.org/submission-guidelines">https://www.collinsfoundation.org/submission-guidelines</a>
501(c)(3) status confirmation letter for non-profit organizations, documentation of public agency status for governmental organizations; Budget form; Financial statements for past two fiscal years; Mission statement; Number of paid full-time staff, part time; Number of volunteers per year;	50% match (may include in-kind) for the total project budget committed before applying.	50K-250K. Funds requested may not exceed one-third of the project's total budget.	Utilizes an online application. Grants Management, 541-957-5574 <a href="mailto:GrantsManagement@tfff.org">GrantsManagement@tfff.org</a> Visit: <a href="https://www.tfff.org/how-we-work/grants/current-funding-opportunities">https://www.tfff.org/how-we-work/grants/current-funding-opportunities</a>





# 4

## APPENDICES

# APPENDIX A

## Development Code Amendment Recommendations

The following code amendment recommendations will help update the zoning code to implement the downtown master plan vision. Updating Lowell's zoning code is an essential next step to achieving the community's vision and planning policies for downtown. The recommendations are organized by development typology on the Regulating Plan.

### Flex-Use 1

<b>Use</b>	Commercial, Mixed-use, Residential
<b>Height</b>	Minimum number of floors: 2 (or 30' in height) Maximum number of floors: 3 Finished ground floor level: 0 inches minimum above sidewalk
<b>Placement</b>	Front required build-to line (RBL): 0 feet, where RBL is indicated on the Regulating Plan Primary entries must occur where designated on the Regulating Plan along the RBL Side setbacks: 0 feet Rear setbacks: 0 feet
<b>Coverage</b>	Primary street façade built to RBL: 90% Lot coverage: 100% maximum
<b>Façade Transparency</b>	Percent of façade area (ground floor): 75% minimum along RBLs Percent of façade area (upper floors): 40% minimum
<b>Parking</b>	Parking shall occur in the parking envelop shown on the Regulating Plan

### Flex-Use 2

<b>Use</b>	Commercial, Mixed-use, Required Residential Homes entirely above the ground floor should have a balcony at least four feet deep.
<b>Height</b>	Minimum number of floors: 1 Maximum number of floors: 3 Finished ground floor level: Refer to component building type
<b>Placement</b>	Front required build-to line (RBL): 0 to 10 feet, where RBL is indicated on the Regulating Plan Primary entries must occur where designated on the Regulating Plan along the RBL Side setbacks: 5 feet Rear setbacks: 20 feet
<b>Coverage</b>	Primary street façade built to RBL: 80% minimum Lot coverage: 70% maximum
<b>Façade Transparency</b>	Percent of façade area (ground floor): 70% minimum along RBLs Percent of façade area (upper floors): 40% minimum
<b>Parking</b>	Parking shall occur in the parking envelop shown on the Regulating Plan

## Townhome / Single-Family Attached

<b>Use</b>	Residential
<b>Height</b>	Minimum number of floors: 2 Maximum number of floors: 3 Finished ground floor level: 18 inches minimum above sidewalk
<b>Placement</b>	Front required build-to line (RBL): 5 to 15 feet, where RBL is indicated on the Regulating Plan Primary entries must occur where designated on the Regulating Plan along the RBL Side setbacks: 5 feet Rear setbacks: 20 feet
<b>Coverage</b>	Primary street façade built to RBL: 80% Lot coverage: 60% maximum
<b>Façade Transparency</b>	Percent of façade area (ground floor): 40% minimum along RBLs Percent of façade area (upper floors): 40% minimum
<b>Parking</b>	Required two (2) spaces per unit and parking shall be accessed from the rear, using alleys; no front access garages
<b>Porch</b>	Required covered stoop or porch: minimum six feet by six feet (6'x6') for each entry that can be extended beyond the RBL provided it does not encroach on the public right-of-way

## Residential / Single-Family Detached

<b>Use</b>	Residential
<b>Height</b>	Minimum number of floors: 1 Maximum number of floors: 3 Finished ground floor level: 18 inches minimum above sidewalk
<b>Placement</b>	Front setback: 10 to 30 feet Side setbacks: 5 feet Rear setbacks: 20 feet
<b>Coverage</b>	Lot coverage: 50% maximum
<b>Façade Transparency</b>	Percent of façade area (ground floor): 40% minimum Percent of façade area (upper floors): 40% minimum
<b>Parking</b>	Required two (2) spaces off-street and parking shall be accessed from the rear, using alleys
<b>Porch</b>	Required covered stoop or porch: minimum six feet by six feet (6'x6') for the primary entry that can extend beyond the front setback provided it does not encroach on the public right-of-way

# APPENDIX A

## Development Code Amendment Recommendations

### Streets

1. Street trees shall be planted on the planting strip between 25' and 30' on-center
2. Place parallel parking spaces at least eight feet wide and 20 feet long along the edge of all streets in the downtown area
3. Street trees shall be placed a minimum of 10' from fire hydrants and 20' from stop signs
4. Design sidewalks at least six feet in width on secondary roads and 15 feet in width in commercial areas, such as the north side of North Shore Drive.
5. Sidewalks shall be on one or both sides of the street and connect to at least two adjacent sidewalks
6. Bike lanes shall be a minimum of 5 feet wide and shared bicycle/vehicular roads shall be indicated with a "sharrow" painted in the center of the travel lane.

# APPENDIX B

## Technical Memo 1: Project Background, Context, and Plan Review

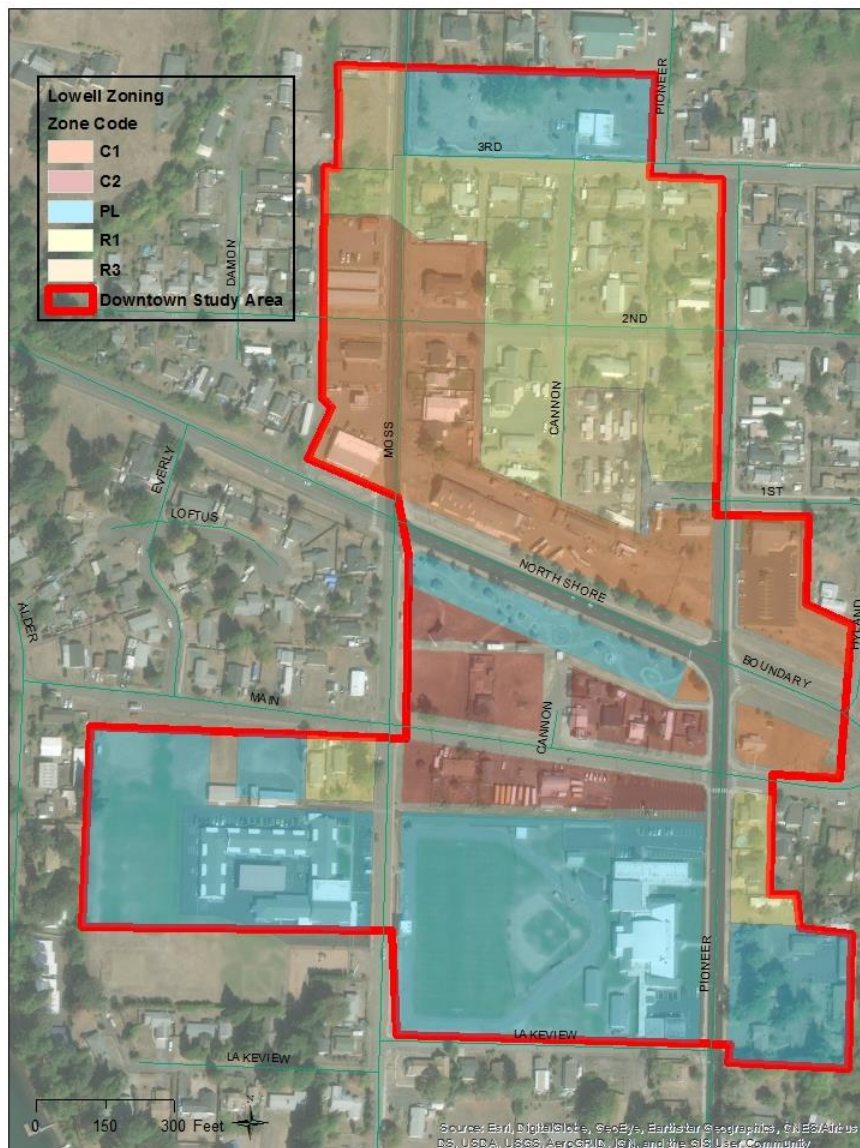
### ***I. Introduction***

The City of Lowell has secured grant funding through the Oregon Department of Land Conservation and Development (DLCD) to pursue a Downtown Master Plan. Lane Council of Governments (LCOG) has been contracted to work with local decision makers and stakeholders to prepare the Plan. The process is expected to be completed by June, 2019.

### ***II. A Study Area for the Downtown Master Plan***

LCOG and their subcontracted urban design firm, The Urban Collaborative, have conceptualized a preliminary study area for Lowell’s Downtown Master Planning process. The draft study area is depicted in Figure 1. Included in the draft study area are: City Hall, approximately 100 tax lots, four schools, two public parks, and six operating commercial businesses.

*Figure 1: Preliminary Downtown Study Area*



# APPENDIX B

## *III. Historic Sketch of the City of Lowell*

Lowell, also known as the Town of a Thousand Sunsets, is actually a fairly new city. Located only 20 miles southeast of Eugene, and surrounded by rich natural and recreational resources, Lowell is a highly livable community.

Originally settled in 1852, Lowell was initially named Cannon, after an early settler of that name. In 1882, Amos Hyland, who owned significant property in the area renamed the town Lowell after his hometown in Massachusetts. The City of Lowell was incorporated in 1952.



*Construction of the dam at Lookout Point, 1952*

The first sizable increase in population occurred in conjunction with the building of the Lookout Point Reservoir by the U.S. Army Corps of Engineers (Corps) in 1948. The dam ushered in a new era for the people who had settled on the Middle Fork of the Willamette River near Lowell. Much of the town of Lowell was relocated when the dam was built. Many of the houses had to be moved out of the river bottom east of town and new houses were built north of the town for the new employees hired to build the dam.

Over the years, the city has sought to maintain its viability as an attractive residential community with a limited local employment base. Lowell was a timber town until the late 1980s. The early industries in the area were hop raising, stock raising, and logging; the present town site of Lowell was once a huge hop yard.

Today, some timber-related industries, as well as public lands management and some agriculture, still operate in Lowell. The City's close proximity to Eugene-Springfield makes it easy for workers to commute to the metro area and nearby communities.

The Blackberry Jam Festival, which occurs every July, is a celebration of food and music that is celebrating its 24<sup>th</sup> year in 2018. Other events include a fishing derby, and the annual Columbia Speedboat Association Races, and other events associated with Dexter Lake.



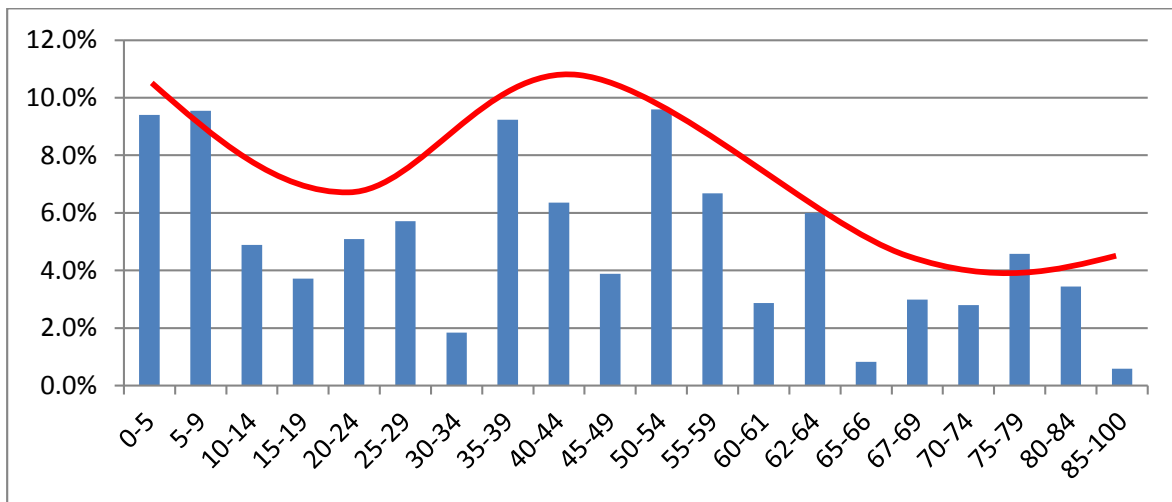
#### IV. Economic and Demographic Data.

An assessment of key economic and demographic data can help guide and inform the goals of the Lowell Downtown Plan and ensure that the Plan is reflective of all residents, and businesses located in Lowell.

#### Demographic

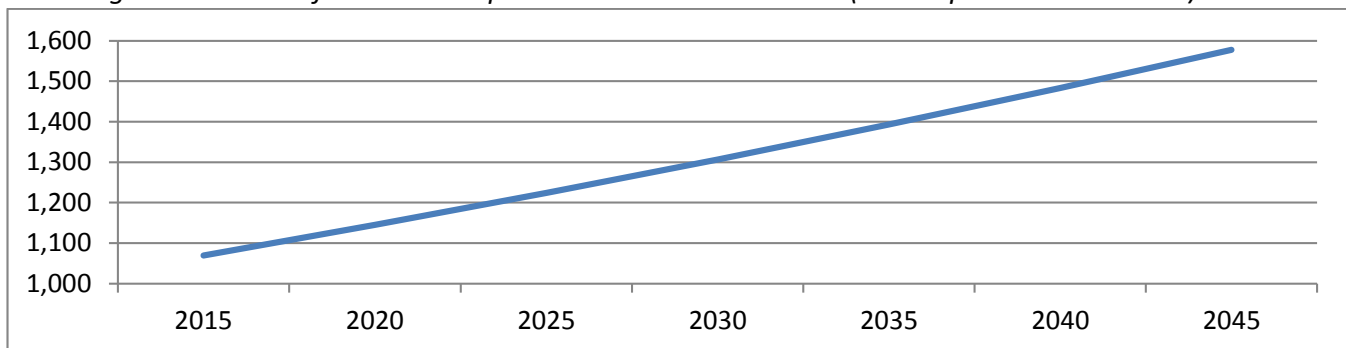
According to the 2012 -2016 American Communities Survey (ACS), Lowell has a total population of approximately 1,147. Figure 2, below depicts the percentage of Lowell’s population by age categories. The age ranges reveal a high percentage of elementary aged children. The data shows a relative dearth of the youngest adult category. According to the ACS data, Lowell is home to a large percentage of minors and middle aged residents and fewer young adults and retirement aged residents.

Figure 2: Population Pyramid for the City of Lowell, 2012-2016 ACS



Lowell has experienced an approximately 2.4% increase in population between 2000 and 2017. According to Oregon’s Population Research Center (housed at Portland State University), Lowell’s total population is estimated to reach 1,578 people by the year 2045. Based on the data, this represents an increase in population of 509 people from 2015 to 2045, or a 47% increase over that same time span, an annual growth rate of 1.5%. This growth rate is represented in Figure 3.

Figure 3: Lowell's forecasted Population Growth 2015-2045 (PSU Pop. Research Center)



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According to the 2016 American Community Survey, Lowell’s population is predominantly white. The second largest category in Lowell is Hispanics who represented 7.6% of the population in 2016.

## **Economic**

According to Quarterly Census of Wage and Employment (QCEW) data from 2016 (the most current valid data), 35 businesses were listed as having a physical location within Lowell city limits. 20 of the 35 listed businesses report 0-2 employees. These are often home office businesses. This is confirmed by the geographic location of many of these businesses is; within residential neighborhoods. This is not a surprising finding in Lowell. Each business in the QCEW has an assigned North American Industry Classification (NAICS) Code. Because Lowell has a small number of businesses and employees, State confidentiality rules prohibit reporting specific employment by NAICS category. The NAICS categories with the most employees in Lowell are Education (39.3%), Construction (17.8%) and Transportation and Warehousing (7.3%). Manufacturing, Health Care & Social Services and “Other Services” all had 6.8%. Notably, Accommodation and Food Services made up less than 1% of the City’s employment in 2016.

Figure 4 below depicts median household income in Lowell in comparison to the county, state and nation according to the 2010 Census and 2009-2013 ACS. County income is lower than Lowell’s, but incomes are higher for Oregon and the United States.

*Figure 4: Median Household Income and Poverty.*

Area	Median Household Income	Individuals below the Poverty Level
US	\$53,046	15.1%
Oregon	\$50,229	15.7%
Lowell	\$45,300	8.0%
Lane County	\$42,931	19.7%

## **V. Existing Land Uses**

The two primary controlling documents that guide planning and development in Lowell are the City’s Comprehensive Plan, and the Lowell Development Code (LDC). The purpose of comprehensive planning is to provide guidelines for conservation and development of community resources and to promote the public health, safety and general welfare of community residents. It is intended to ensure that the City’s livability will be enhanced rather than weakened when confronted with the pressures of growth and change.



Lowell’s downtown study area contains five of the City’s six distinct zoning districts, and one overlay district (see map on Page 1) . These districts determine and guide what types of development and activities are allowed in the area.

The purpose of the Single-Family Residential District (R-1) is to provide areas for low-density, urban, single-family residential use with provisions for associated residential or public service uses. Although the predominant zone in Lowell, the R-1 zone is understandably limited in the downtown study area.

The purpose of the Multi-Family Residential District (R-3) is to provide areas suitable and desirable for medium density multiple-family residential development. In the R-3 zone, the maximum dwelling units per acre is 15, unless approved as a conditional use. A relative concentration of multiple-family development has occurred along North Moss at the intersection with 4<sup>th</sup> Street. The southern part of this concentration of R-3 properties is located in the northern section of the downtown study area.



*Street view of South Moss Street in the C-1 zone.*

The purpose of the General Commercial District (C-1) is to provide areas appropriate for the full range of commercial activities to serve the needs of area residents and employees. Areas in the C-1 are should have good access to and from Lowell’s major thoroughfares and should be free from conflict with non-compatible land uses. In the C-1 zone, there is no minimum lot size, or maximum building height, except when abutting a residential zone. All development in the C-1 zone is subject to site plan review by the Planning Commission. The areas zoned C-1 in

Lowell are just north of the Downtown Commercial District, and are located along the northern edge of East North Shore Drive, near the intersection of West 2<sup>nd</sup> Street and North Moss, and the intersection of East 1<sup>st</sup> Street and North Pioneer.

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*An existing commercial use across from Rolling Rock Park in the C-1 zone.*

The Downtown Commercial District (C-2) purpose is to provide a central shopping center for the community to serve the needs of area residents and employees. The area should be Lowell's central feature of activity, supporting easy access, convenient pedestrian circulation and attractive amenities for all users. In the C-2 zone there is no set minimum lot size, a maximum building height of three stories, and all development is subject to site plan review by the Planning Commission. The areas zoned C-2 are along both sides of East Main Street, abutting Lowell High School to the south, and East North Shore Drive to the north. The Downtown Commercial District and adjacent properties will be the primary focus of the Lowell Downtown Master Plan.



*Vacant lot in the C-2 zone on East Main Street.*



*The Gitty Goat, an existing commercial use in C-2 zone on East Main Street.*

## **Comparison of Commercial Zones**

The permitted and conditional uses in the two commercial zones in Lowell (C-1 and C-2) are similar with the main exception being in the C-1 zone residential care facilities, hotels or motels, and group child care facilities are allowed, but not allowed in the C-2 zone. In the C-2 zone

indoor commercial amusement and recreation uses are a permitted use, but not in the C-1 zone.

The purpose of the Light Industrial District (I-1) is to create, preserve and enhance areas for low intensity, light manufacturing and commercial development which create no obnoxious impact on abutting properties and are free from conflict with non-compatible uses. There is no I-1 zoning in the downtown study area. Presently, the only parcels zoned I-1 are in the northwest corner of Lowell along Seneca Street; this area is also known as the Lowell Industrial Park.

The purpose of the Public Land District (PL) is to establish development standards for public lands. Public lands are those owned by public entities, specifically, the Federal Government, State of Oregon, Lane County, and the City of Lowell, as well as special districts such as the Lowell Fire District and Lowell School District. Public parcels in the downtown study area are occupied by Lowell School District, Bridge Charter Academy, City Hall and Rolling Rock Park.

### **Non-conforming Land Uses in Downtown Lowell**

Examination of the C-1 and C-2 zones identified non-conforming uses located in these zones. A non-conforming use is a use of property that was allowed under zoning regulations at the time the use was established, but which because of subsequent changes in those regulations, is no longer a permitted use. Non-conforming uses and structures are not illegal uses and structures; they are generally allowed to continue. There are currently six residences on parcels zoned for commercial use. Due to changes in the local land use regulations (including zoning), these uses would not be permitted today and are subject to regulations that discourage their perpetuation. What this means for Lowell is that over time, the City in a planning regulatory sense, is expecting the parcels zoned C-1 and C-2 to fully transition out of non-conforming uses and into commercial uses consistent with the purpose of the zone.

## ***VI. Applicable Comprehensive Plan Goals and Policies***

### **State Regulatory Framework**

Since 1973, Oregon has maintained a strong statewide program for land use planning, and the foundation of that program is a set of 19 statewide planning goals. These goals express the state's policies on land use and on related topics, such as citizen involvement, economic development, housing, and urbanization.

Oregon's statewide goals are achieved through local comprehensive planning. State law requires each city and county to adopt a comprehensive plan, and the zoning and land-division ordinances needed to put the plan into effect. The local comprehensive plans must be consistent with the statewide planning goals. Plans are reviewed for such consistency by the State's Land Conservation and Development Commission (LCDC). Once acknowledged, the plan becomes the controlling document for land use in the area covered by that plan.

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A review of Lowell’s Comprehensive Plan, last updated in 2005, found several goals and policies that should guide the Downtown Plan planning process. Goals are statements of purpose and specify, on a general level, what the planning effort is intended to accomplish. The policies are The means by which the city will implement the plan; policies are official statements of strategy or principle that specify the intent concerning the future growth and development of the community.



*Rolling Rock Park in the Center of Lowell*



*Outdoor amphitheater used for community events.*

## Planning

The first goal of the Oregon Statewide Planning Goals is citizen involvement. Lowell has adopted several goals and policies that ensure the public is informed of the planning process, and every opportunity is provided to include all residents to be involved during every step of the process.

- Goal 1: *“to encourage development in a planned and considered manner consistent with the community’s vision, general health, safety and welfare.”*
- Goal 5: *“to achieve effective communication between city residents and city officials and to provide an ongoing opportunity for all persons to participate in all phases of the planning process.”*

Relevant policies with respect to the planning process and the Downtown Plan include

- Policy 8: *“An active and on-going citizen involvement program shall be maintained by the City to insure that all citizens have an opportunity to be informed and involved in the planning process”*
- Policy 9: *“The City of Lowell shall reinforce the applicable Statewide Planning Goals as they apply to the community through specific goals, objectives and policies in response to community needs.”*

Consistent with the Statewide Planning Goals and the Lowell Comprehensive Plan, a Downtown Steering Committee has been formed as a part of the Lowell Downtown Master Planning process. The Steering Committee is made up of Lowell residents that represent a diverse range of backgrounds, and interests. The volunteer Committee is composed of existing members of

Committee, and at-large residents. It will be the Committee’s responsibility to guide progress, review deliverables, provide feedback, promote community involvement and provide direction to staff. Members of the Steering Committee include:

**Lowell Downtown Master Plan Steering Committee:**

<b>Member</b>	<b>Affiliations</b>
Aaron Graham	At-large resident, Parks and Recreation Committee
Pat Woodhurst	Parks and Recreation Committee
William George	Economic Development Committee
Michael Galvin	Lowell School Board, Economic Development Committee
Jerry Bjornstad	Planning Commission, Economic Development Committee
Lon Dragt	At-large resident
Lisa Bee-Wilson	Economic Development Committee
Don Swain	Planning Commission
Robert Burr	Economic Development Committee

**Environment**

Maintaining Lowell’s environmental quality is essential to the livability of the community. It’s important to consider how any future growth and development may impact the natural environment. The Downtown Steering Committee has made it evident that the community places a high value on the natural beauty and environmental resources Lowell has to offer.

- Goal 2 *“The City shall encourage developments that reinforce the aesthetic appeal of the community’s natural setting.”* This goal will be important to reflect on when developing street scape plans, and other landscape improvements for the downtown area.

**Economy**

Steering Committee members present a clear desire to realize what they view as Lowell’s potential to become more of a destination location. The Comprehensive Plan provides policies that are designed to strike this right balance between tourism and the needs of residents.

- Policy 1: *“The City of Lowell shall strive for continual and substantial progress toward improving the quality of life for area residents including livability and economic prosperity.”*
- Policy 2 *“The City shall actively encourage young families with children to locate in Lowell to support and maintain the Lowell School District.”*
- Policy 7 *“The City recognizes the need to create a centralized downtown business district in Lowell and shall encourage new retail, office and service commercial developments to locate there.”*

**Housing**

The Downtown Master Planning process includes looking at existing and potential locations for affordable housing. The Downtown Steering Committee has expressed interest in an active

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downtown core that involves mixed uses with ground floor commercial and residential above. These mixed uses have the ability to reignite a downtown core by bringing both commercial uses and people into downtown. The Comprehensive Plan addresses the future need of a diverse selection of housing units to meet all income levels of Lowell residents, including the desire to see a variety of mixed uses locating in the downtown core.

- Goal 1: *“To increase opportunities for all citizens of Lowell to enjoy safe, decent, sanitary housing at affordable prices.”*
- Policy 1: *“The City shall strive to provide all citizens of the community with the opportunity to live in sound housing, adequate to their needs, at reasonable cost relative to their income.”*
- Policy 5: *“The City shall continue to support increased residential development while also encouraging business and commercial activities that support residential community needs.”*
- Policy 6: *“The City shall develop standards for mixed use housing and commercial use in its downtown commercial core as part of Downtown Development Plan.”*
- Policy 9: *“The City shall support a wide range of housing types and innovative residential design and planning concepts.”*
- Policy 14: *“The City shall support orderly in-fill development of underdeveloped land in existing residential areas.”*

## Land Use

Lowell’s commercial core is strongly impacted by the close proximity to retail and service centers in Eugene and Springfield. Outside influences may continue to limit commercial development in Lowell until a larger population is achieved. The goals and policies of the land use element of the Lowell Comprehensive Plan are divided into five sections: general land use, residential land use, commercial land use, industrial land use, and open space. In a way, the land use section of the Comprehensive Plan reiterates and combines most of the goals and policies found elsewhere in the plan. For the purpose of this section, the following goals and policies apply:

- Goal 4 *“To provide an inviting Downtown Core Area enhanced with mixed uses, sidewalks, bike lanes, landscaping, distinctive lighting and underground facilities.”*

## Residential

- Policy 3 *“The City shall encourage the removal and rehabilitation of unused or abandoned/dilapidated buildings.”*
- Policy 7 *“The City shall encourage in-fill development on over-sized lots.”*
- Policy 8 *“The City shall consider mixed use developments within the downtown core area.”*



## Commercial

- Policy 10 *“The City shall complete a Downtown Development Plan to encourage commercial and public uses to locate within the Downtown Core Area.”*
- Policy 11 *“The City shall encourage commercial facilities that will serve the needs of the community as well as those of the visiting tourists and recreational participants.”*
- Policy 12 *“The City shall ensure that future commercial development will not have a significant adverse effect on surrounding land uses.”*
- Policy 13 *“Vehicular and pedestrian efficiency and safety shall be required criteria for all commercial developments.”*
- Policy 14 *“The City shall encourage redevelopment of existing commercial properties that are underutilized or those that have fallen into disuse.”*

## Open Space

- Policy 24 *“The City shall require inclusion of landscaping as an integral part of site and street developments.”*

It must be noted that the Comprehensive Plan, developed in 2005, incorporated a vision, goals and policies for the downtown core, which resonates with much of what City staff and the Steering Committee have expressed a desire for: open space, mixed use, economic development, and housing.

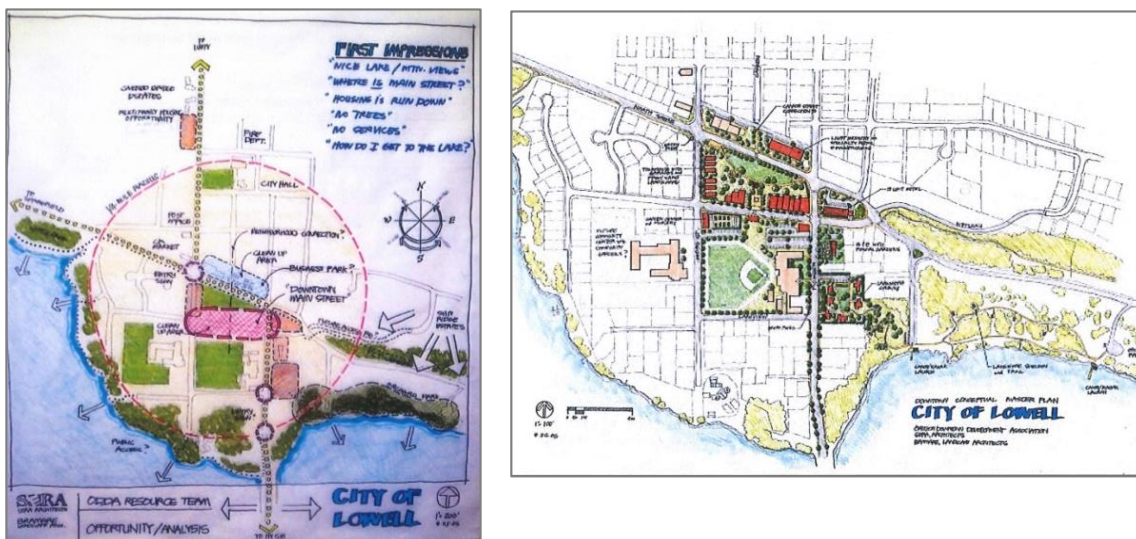
## ***VI. Applicable Plans and Studies***

### **Downtown Lowell Resource Team Report, 2005**

Out of all existing plans and studies, the Downtown Lowell Resource Team Report completed in 2005, is the most applicable to the current Lowell Downtown Master Planning process. The goals of the resource team were to assist revitalization of a downtown business district, including exploration of mixed use. The Resource Team was on-site in Lowell for three days over which they collected information and feedback from residents through a series of public meetings. Among the recommendations that resulted from the plan were to enhance Rolling Rock Park and improve its relationship with downtown, and to focus new business development and expansions within the downtown commercial district. The plan also included several beautification projects that involved improvements being made in public areas and to rights-of-way near the town entrance and downtown core.

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*Concept drawings from the 2005 Downtown Lowell Resource Team Report*



## **Lowell Urban Renewal Plan, 2009**

The Lowell Urban Renewal Plan was developed with the help of the Urban Renewal Advisory Committee. This committee is comprised of individuals representing varied interests in the Lowell community. The purpose of urban renewal is to improve specific areas of a city that are poorly developed or underdeveloped. These areas can have old or deteriorated buildings, public spaces that need improvements, streets and utilities in poor condition, a complete lack of streets and utilities altogether or other obstacles to development.

Urban renewal allows for the use of tax increment financing to fund urban renewal projects. Urban renewal is unique in that it brings its own financing: tax increment financing (TIF). Tax increment revenues, the amount of property taxes generated by the increase in total assessed values in the urban renewal area from the time the urban renewal area is first established, are used to repay borrowed funds.

The Urban Renewal Area in Lowell consists of approximately 138.6 acres of land including rights of way. Among the areas included are: Downtown adjacent to Main Street, Moss Street corridor, and the school districts properties.

## **Economic Development Strategic Plan, 2003**

The plan is intended to assist the Lowell community in its economic development efforts and improve opportunities for long-term family-wage jobs in the Lowell area by identifying types of compatible employers that would most likely to be interested in locating in the Lowell area and be able to market itself to potential employers.

The plan provides relevant demographic and economic data that describes the community, its economic status, and workforce. As the plan is nearing two-decades in age, some of the economic and demographic data may have changed and will need to be updated for use in the Lowell Downtown Plan; the same level of analysis that was completed in the 2003 plan is

unlikely to be repeated in the Lowell Downtown Plan, though will contain relevant economic and demographic data.

### **City of Lowell Strategic Plan, 2018**

The City of Lowell's Strategic Plan, adopted by the City Council, is the management plan for the City. The Strategic Plan is a political, compliance, and inspirational document that serves two main purposes. First, the plan provides the Council's political direction in addressing the City's vision, mission, goals prioritized objectives, and evaluation criteria. Second, the Strategic Plan, with action taken by the Council in the prioritizing of the objectives, provides clarity and inspiration to the City Administrator and staff in addressing the priorities of the Council and community.

The Strategic Plan calls for several goals and objectives to be met with respect to the Lowell Downtown Plan. Under the goal and objective of community development and economic vitality, objective 5.5 calls for a Downtown Master Plan steering committee shall submit a progress report to City Council by the end of 2018. A Downtown Master Plan steering committee was formed during the May Planning Commission meeting. Under the strategic goal of quality of life include several elements that will be a part of the Lowell Downtown Plan, including, but not limited to, parks and recreation opportunities and community beautification efforts. Lastly, under the objective of planning and zoning, call for the City Administrator to identify and apply for funding opportunities to complete a Transportation System Plan (TSP) or Local Street Network Plan (LSNP) that shall include design standards for street, lighting and sidewalks.

### **Pavement Preservation and Maintenance Plan, 2018**

The City regularly undertakes projects to maintain or improve key streets within the community. This project has been developed to evaluate the existing roads within the City that are in need of repair, and assist the City in completing repairs in an efficient and timely manner.

### **Lowell School District 10-Year Facilities Planning, 2016**

In 2016, the Lowell School District completed a 10-Year Master Planning process that culminated in an open house for residents to learn about the plan and the future of the Lowell School District. The goal of the plan was to review all Lowell School District facilities in the context of current needs, enrollment and projections for the next decade. With the location of the High School and Junior High School near the downtown core of Lowell, the planning and public involvement should take into consideration the relationship between the schools and downtown in terms of aesthetics and pedestrian access.

### **Dexter Lake Shoreline Management Plan (SMP), USACE, 2008**

In 2008, the US Army Corps of Engineers made a decision to update its Dexter Lake Shoreline Management Plan in response to dealing with a variety of controversial shoreline issues during 2005. The Willamette Valley Project staff recognized that the 1995 SMP did not provide sufficient detail and guidance to resolve many of the issues. The purpose of the SMP is to provide guidance for managing the Dexter Lake shoreline. The SMP addresses rules and

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regulations, shoreline allocations, and requirements for permitting private facilities on public lands. The scope of the SMP is along the Dexter Lake shoreline and does not have a focus on the downtown core of Lowell. However, if future development occurs along Dexter Lake shoreline, the SMP will be a document in need of consultation.

# APPENDIX C

## Lowell Downtown Plan Update Technical Memorandum 2: *Physical Analysis of Downtown Study Area*

### ***I. Introduction***

The City of Lowell secured grant funding through the Oregon Department of Land Conservation and Development (DLCD) to pursue a Downtown Master Plan (Plan). As part of the planning process, LCOG and The Urban Collaborative conducted a physical analysis of existing conditions in the Lowell downtown study area.

### ***II. Study Area for the Downtown Master Plan***

The study area, defined in Technical Memorandum 1, is depicted in Figure 1, which is the base map for the physical analysis.

### ***III. Methodology***

The physical analysis was conducted through a guided site visit, measurements, field verification, photography, using data from Geographic Information Systems (GIS), and reviewing satellite maps of the area.

### ***IV. Physical Analysis***

#### **a. Figure 2: Current Land Use**

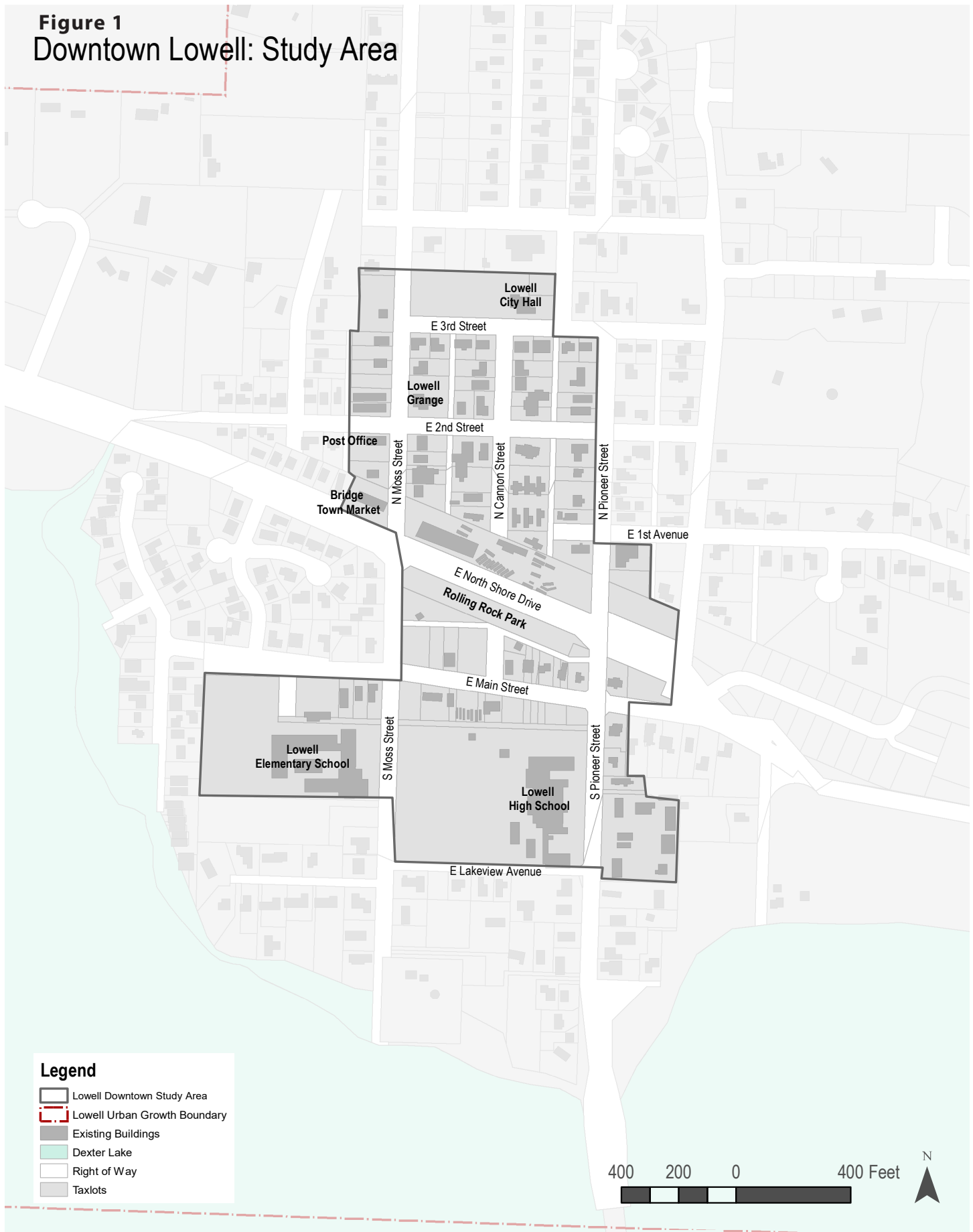
The current land use map differs from the Zoning Code map depicted in Technical Memorandum 1 in that it focuses on the current, specific uses of each tax lot. The tax lots in Lowell are primarily used for single-family housing, with some mobile homes. A small number of tax lots in the study area are used for multi-family housing.

Outside of residential uses, the majority of land within the downtown area is currently used for public and civic use, shown in blue. This includes public parks, religious property, Lowell Grange, and Lowell Elementary and High Schools. There is some light industrial use along North Shore Drive and Main Street as well as a small amount of commercial use mostly along N Moss Street, which includes Lowell's grocery market.

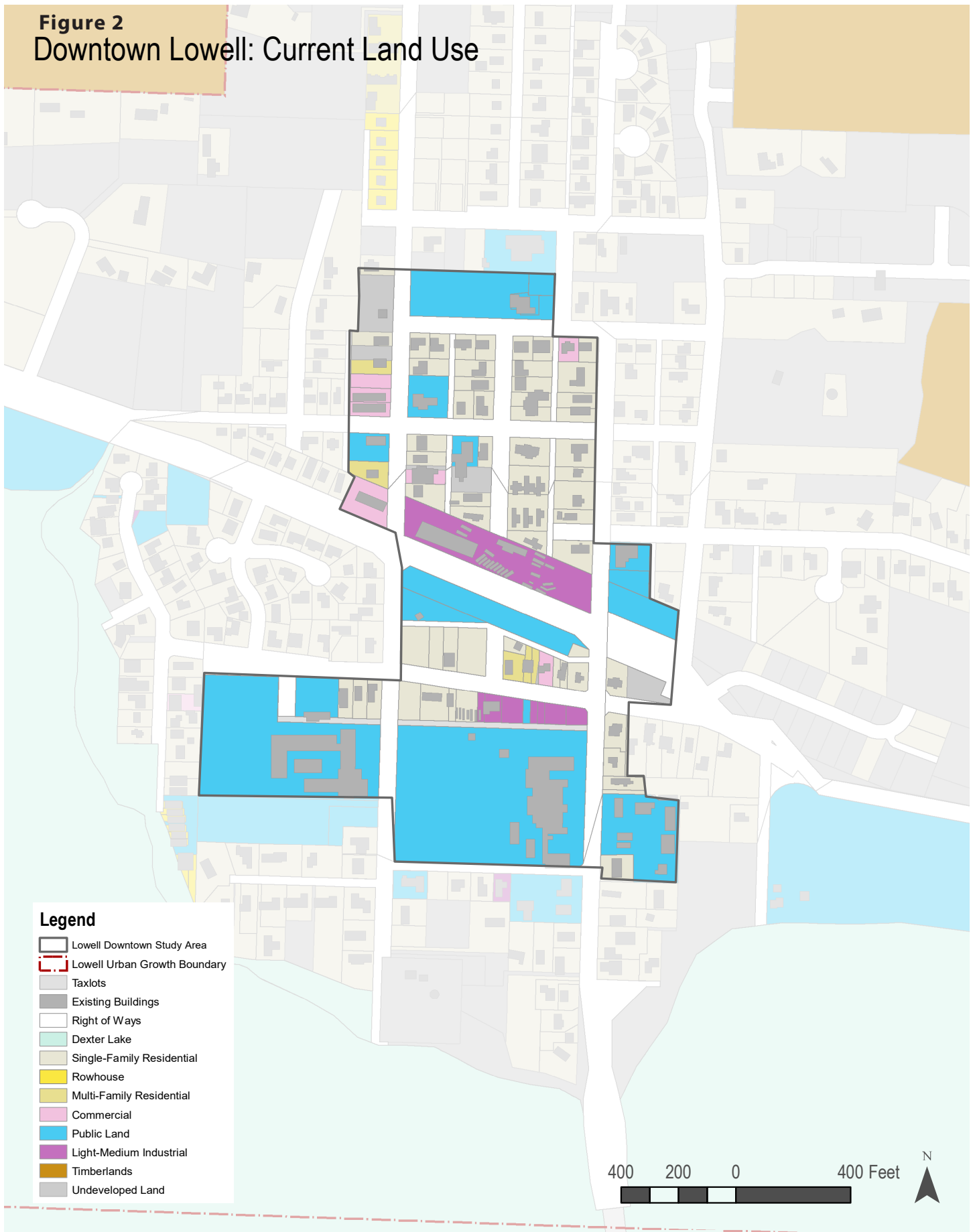
More intense land uses are focused around busier roads and intersections and there is ample opportunity for further development along these roads and intersections, especially commercial, retail, and other services, without disturbing residential areas.

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Figure 1  
Downtown Lowell: Study Area



**Figure 2**  
**Downtown Lowell: Current Land Use**



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## b. Figure 3: Access to Public Amenities

The downtown study area is rich in public amenities and resources, all within a five-minute walk from Rolling Rock Park, which is often characterized as the center of the downtown area. The Walk Circles shown on the map indicate a quarter mile, or five-minute walk, from both Rolling Rock Park and City Hall. This illustrates that downtown Lowell is very walkable and public amenities are accessible to residents of all ages and abilities. Both the elementary and high schools are very close to downtown and Main Street, and community gathering places, such as the market, churches, and the grange all, are easily accessible throughout the surrounding neighborhood.

Access to food and beverage options are limited in the area. Year-round food establishments are few and spread out. Armando's Mexican Restaurant, shown below, stands out as a restaurant by itself on South Moss Street. The farmer's market offers an additional source of food items in downtown, but is only available once a week during summer months.

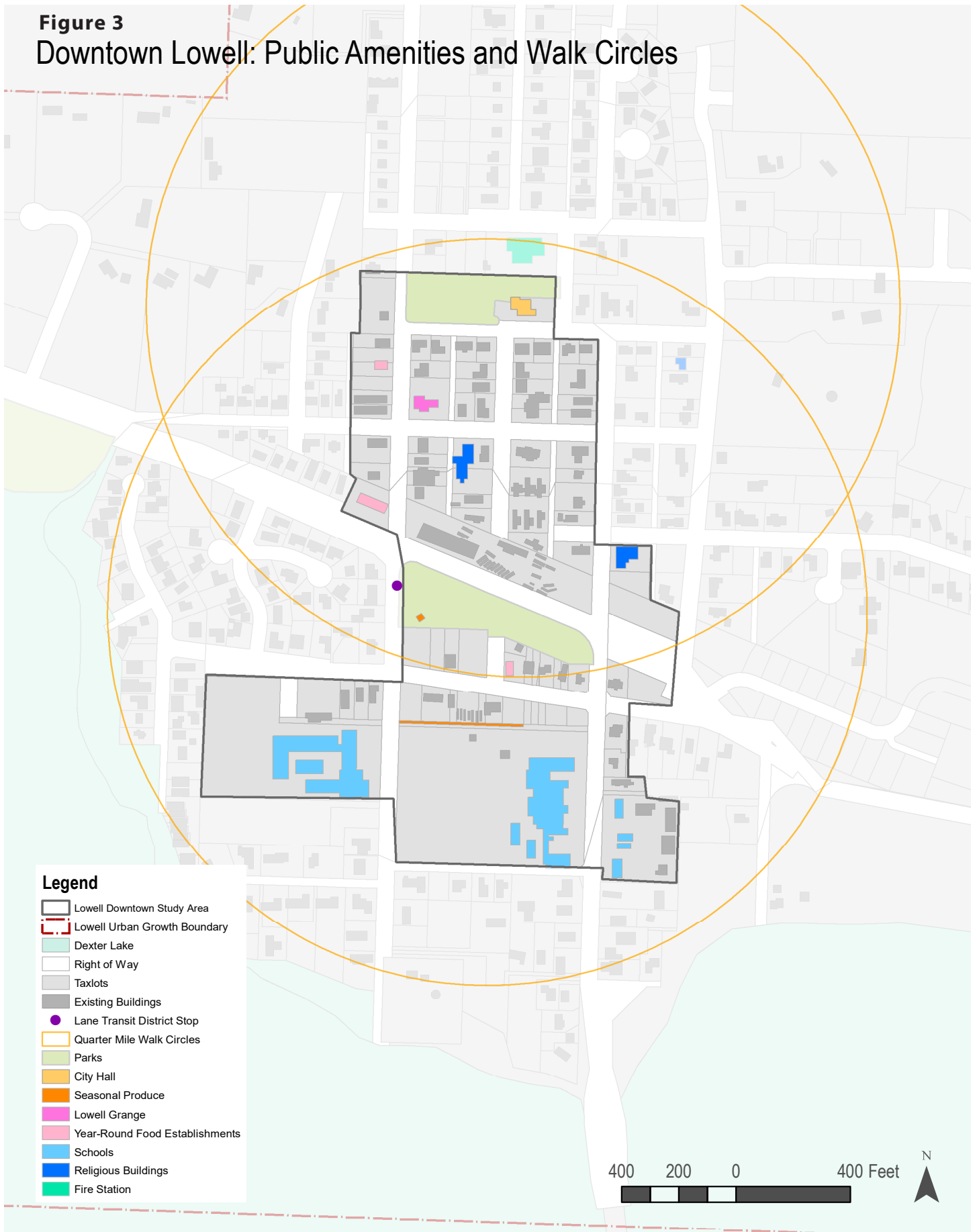


## c. Figure 4: Existing Gateways and Markers

Distinct gateways help define an area and are an important way for a town to establish a sense of place. Currently, the only significant marker for downtown Lowell is the "Welcome to Lowell" sign placed at the northwest corner of Rolling Rock Park, shown below.



**Figure 3**  
**Downtown Lowell: Public Amenities and Walk Circles**



# APPENDIX C

**Figure 4**  
**Downtown Lowell: Gateways and Markers**



While the sign is a distinct marker when approached from the north, one of the main entrances to Lowell is from the south, as cars come across the bridge on Dexter Lake. Another marker or gateway along S Pioneer Street would help to define the southern entrance to Lowell and the downtown area.



**d. Figure 5: Building Condition Analysis**

All buildings, except residences, were rated for their physical condition. Buildings are judged to be of good condition if there is no sign of physical damage or aging on the façade. Buildings are judged to be of fair condition if there is a sign of slight ageing of the façade. No buildings within the study area are judged to be of poor condition. In general, nonresidential buildings in the downtown area are in good condition; however, more could be done to beautify the neighborhood.

**e. Figure 6: Building Height Analysis**

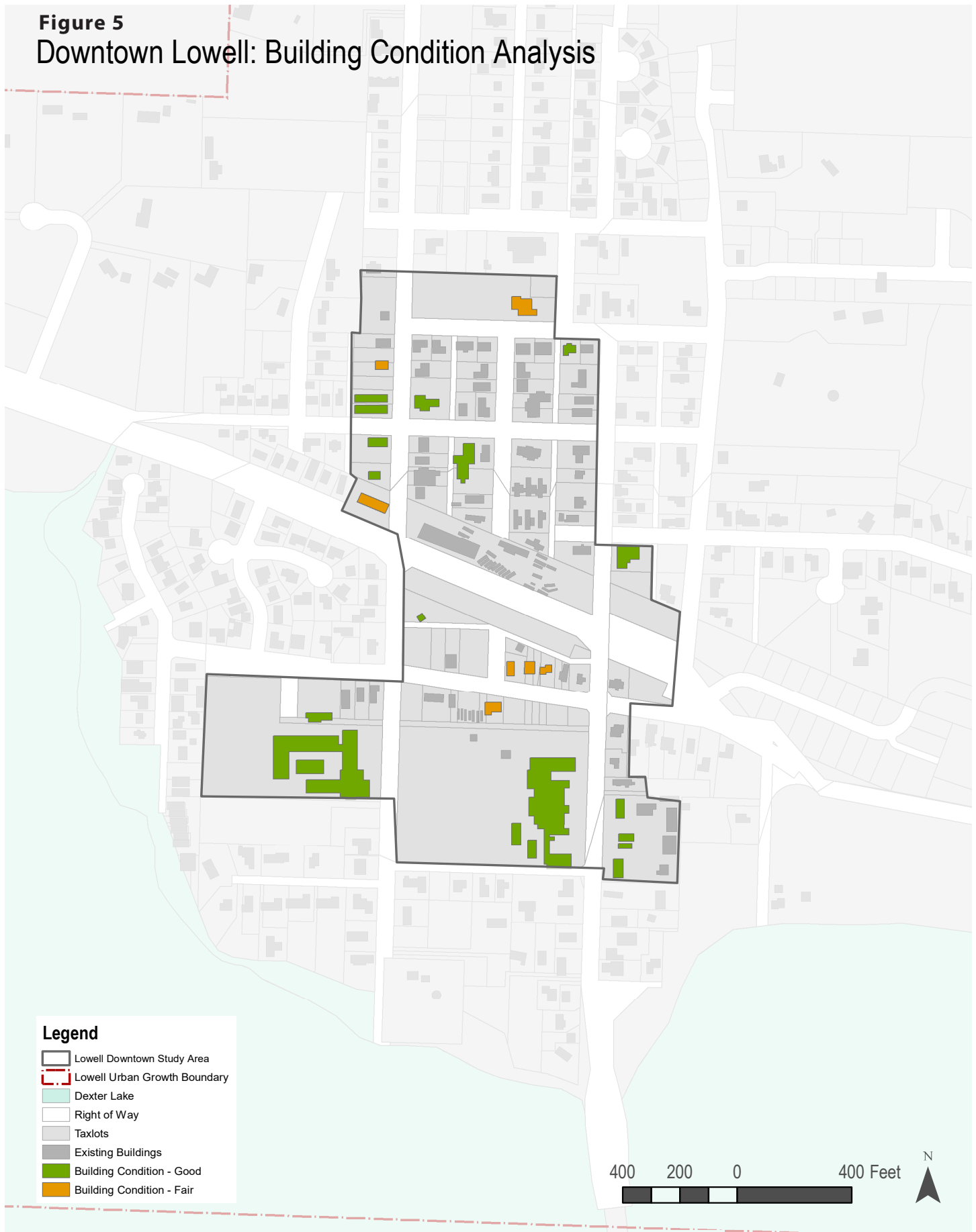
Buildings within the study area that are one story were indicated in orange; buildings that are two stories were indicated in green. The study area features primarily one-story buildings, indicating design pattern of low-rise buildings in Lowell.

**f. Figure 7: Sidewalk Condition Analysis**

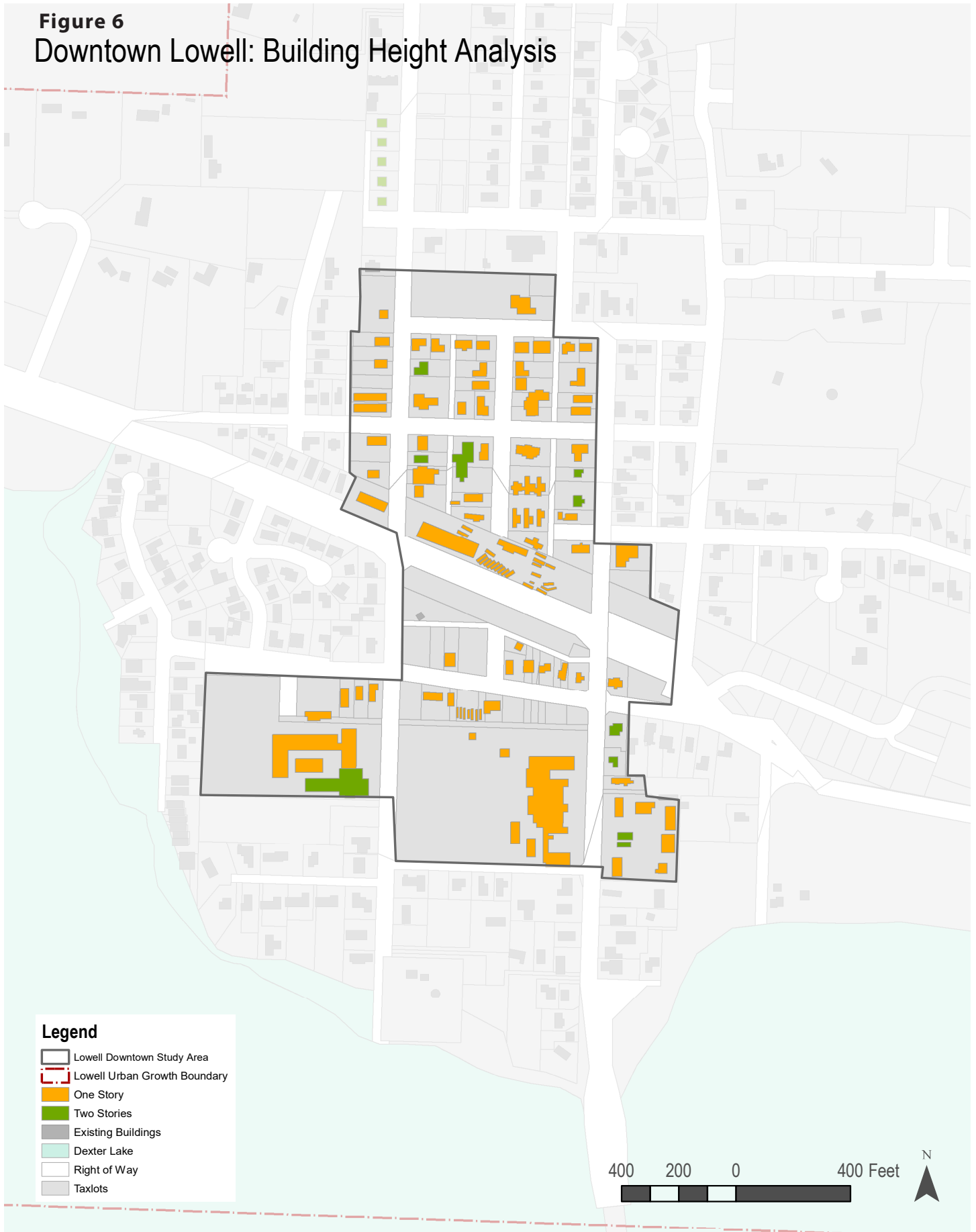
The sidewalks were evaluated based on their quality. Sidewalks of good quality, indicated in green, feature accessible ramps and tactile paving for the visually impaired. The good quality sidewalks also have even paving. The sidewalk running through Rolling Rock Park, shown below, is an example of a good quality

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**Figure 5**  
**Downtown Lowell: Building Condition Analysis**

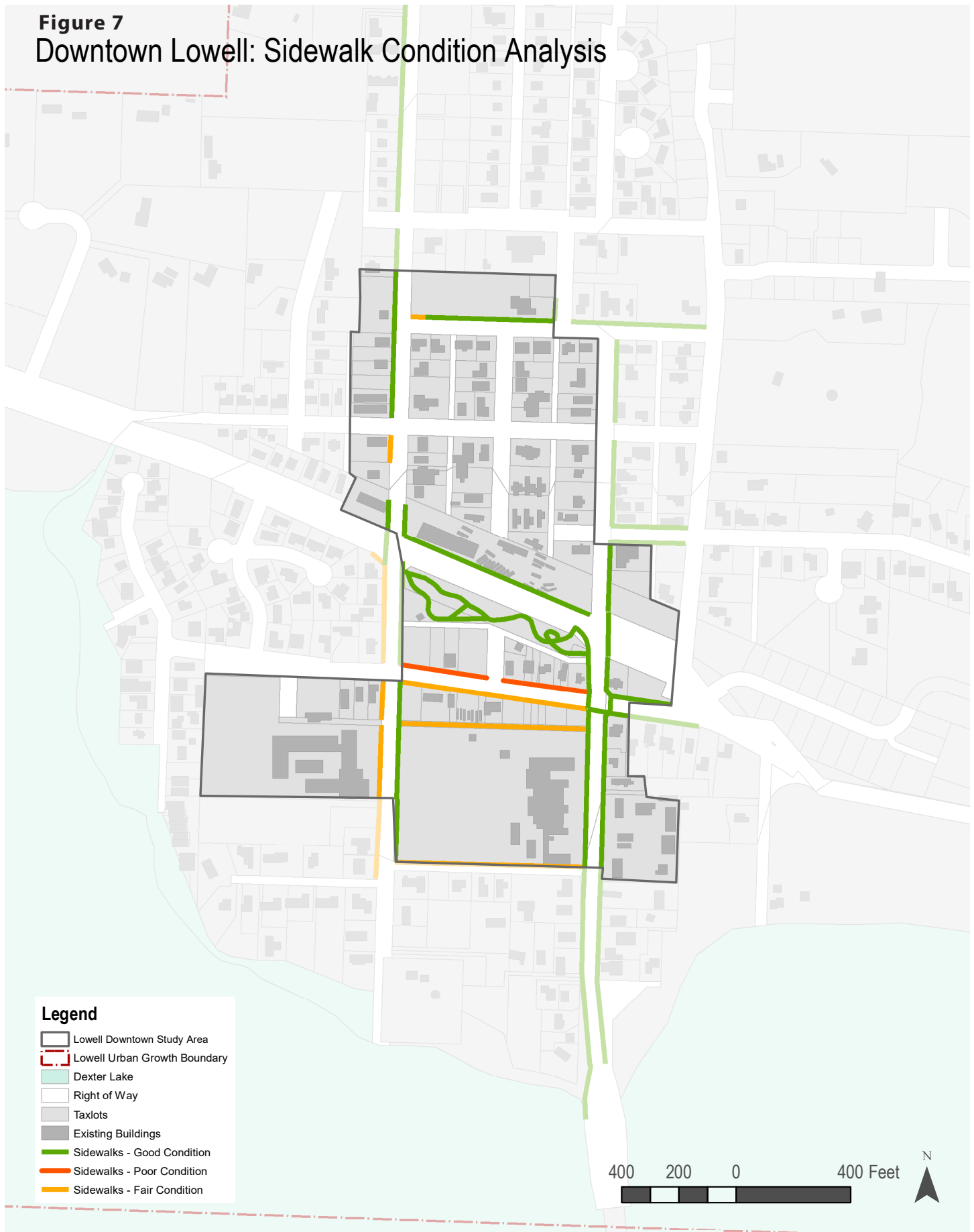


**Figure 6**  
**Downtown Lowell: Building Height Analysis**



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**Figure 7**  
**Downtown Lowell: Sidewalk Condition Analysis**



sidewalk in the downtown area. Fair quality sidewalks have rougher paving with no curb ramps on some intersections. Poor quality sidewalks have cracks, holes, and/or are slanted.



Walkability is essential to a successful downtown and sidewalk and road crossings are an important part of walkability.

Recently, Lowell has installed several new pedestrian road crossings which greatly improves pedestrian circulation. Over time, all of the sidewalks in the downtown area should be improved to good quality, connected sidewalks with accessible ramps.

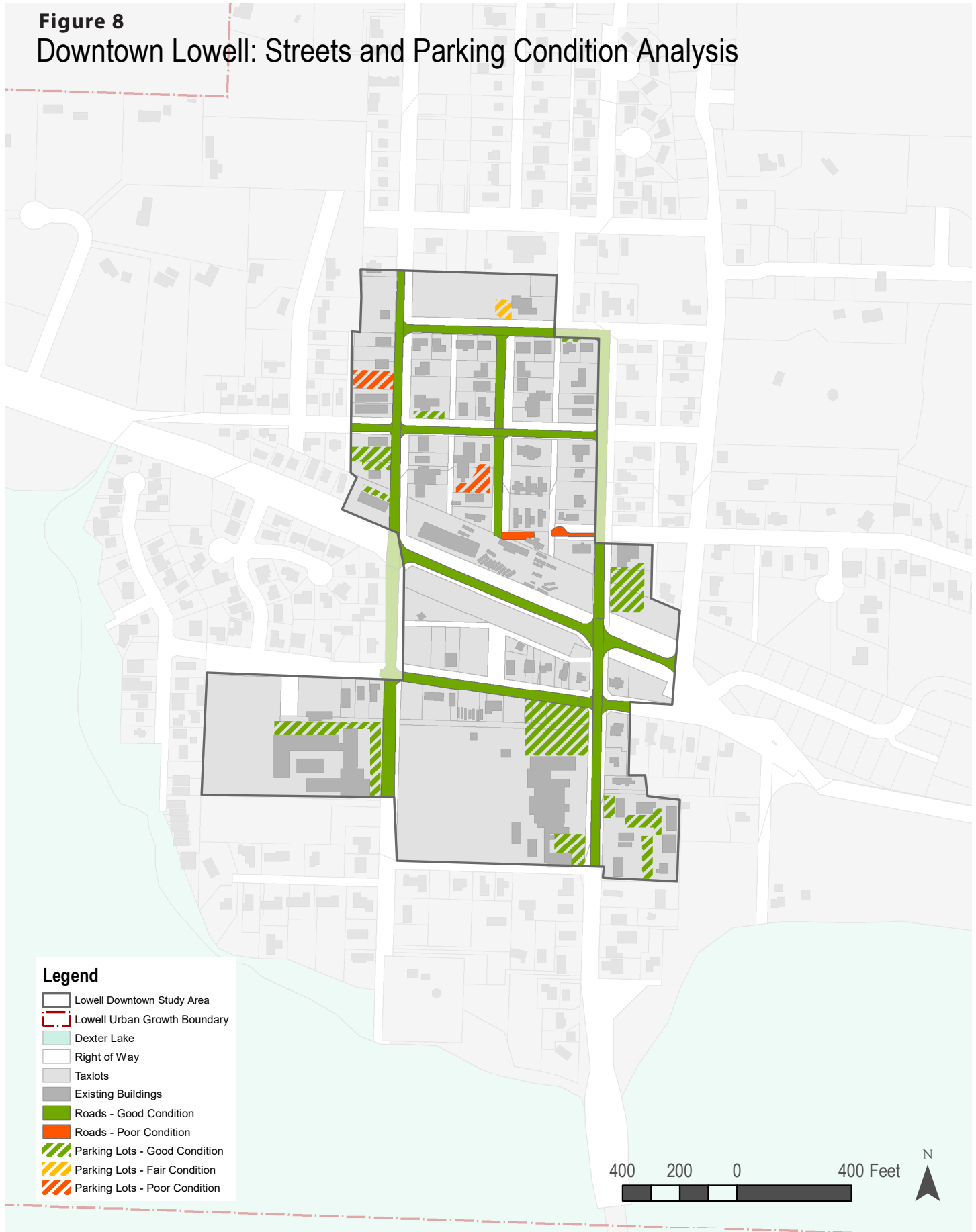
#### **g. Figure 8: Streets and Parking Condition Analysis**

The team analyzed street and parking lot condition in the downtown study area. Good quality streets and parking lots have even paving, crosswalks, and clear markings. The intersection of North Shore Drive and Moss Street is an example of a good quality street and crosswalk. There were no streets deemed fair quality. Gravel roads were designated poor quality; however, this does not necessarily mean they need to be changed. Figures 8-A through 8-G are street sections of specific streets in the study area, indicated on the Streets and Parking Condition map. These help to indicate the current streetscape in the downtown area and will help with future planning efforts. Please note the street width measurements still need site verification.

The majority of parking lots in the study area are in good condition, such as the parking lot in front of Bridge Town Market, shown below. While the parking lot next to City Hall is paved, it was determined to be of fair condition because it lacks parking lines to differentiate between parking spots. The parking lots in poor condition are gravel parking lots.

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**Figure 8**  
Downtown Lowell: Streets and Parking Condition Analysis





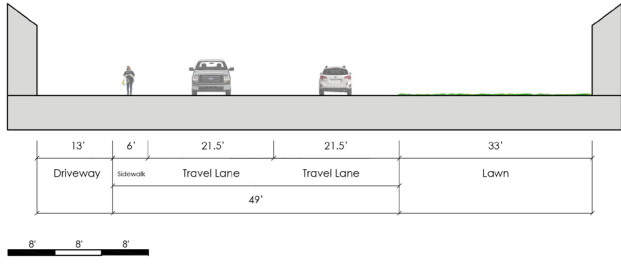


Figure 8-A: North Moss Street

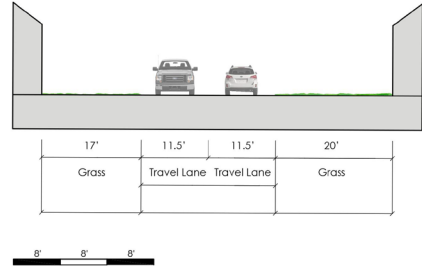


Figure 8-B: East 2nd Street

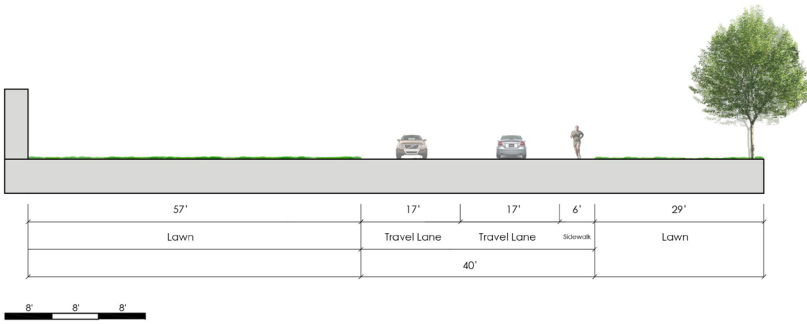


Figure 8-C: North Pioneer Street

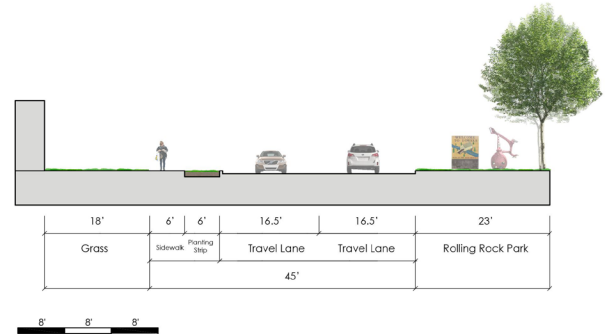


Figure 8-D: North Shore Drive

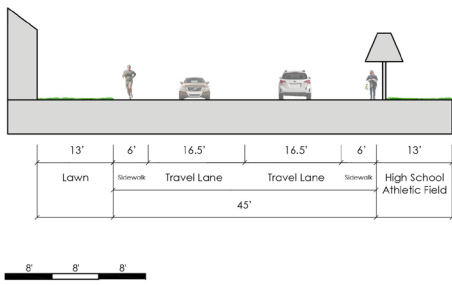


Figure 8-E: South Moss Street

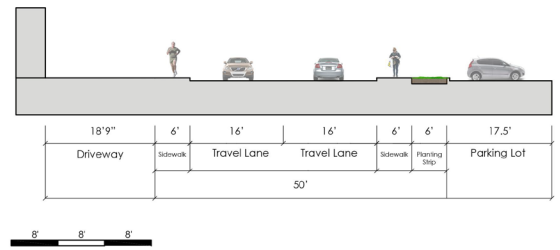


Figure 8-F: East Main Street

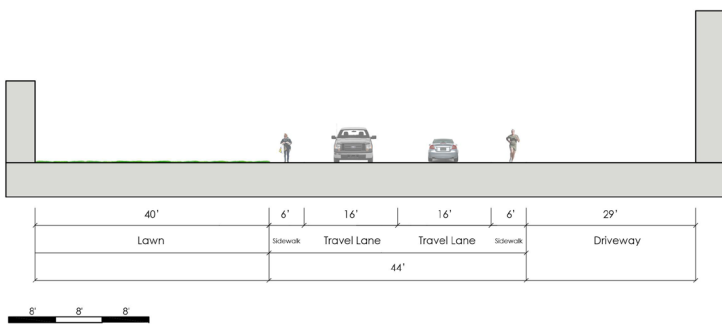


Figure 8-G: South Pioneer Street

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## h. Figure 9: Undeveloped Land

This map highlights the tax lots within the study area on which there is no permanent development. There are several undeveloped parcels of land close to Main Street and North Shore Drive, the center of downtown Lowell, which indicates a great opportunity for future development to be centered in this area.



## i. Figure 10: Redevelopment Potential

This map identifies the undeveloped land, as well as parking lots and open spaces as potential areas for redevelopment of some form. While there are no current plans to build on open spaces, the parks within the study area are highlighted because parks can be important areas that promote development in their surrounding context. The open spaces within the school tax lots are similarly highlighted because they are open to all members of the public during non-school hours, and therefore could be further enhanced to provide significant support to surrounding development in the downtown area. Parking lots are highlighted to indicate parcels of land that are easy to develop, as parking could be moved nearby or onto the street.

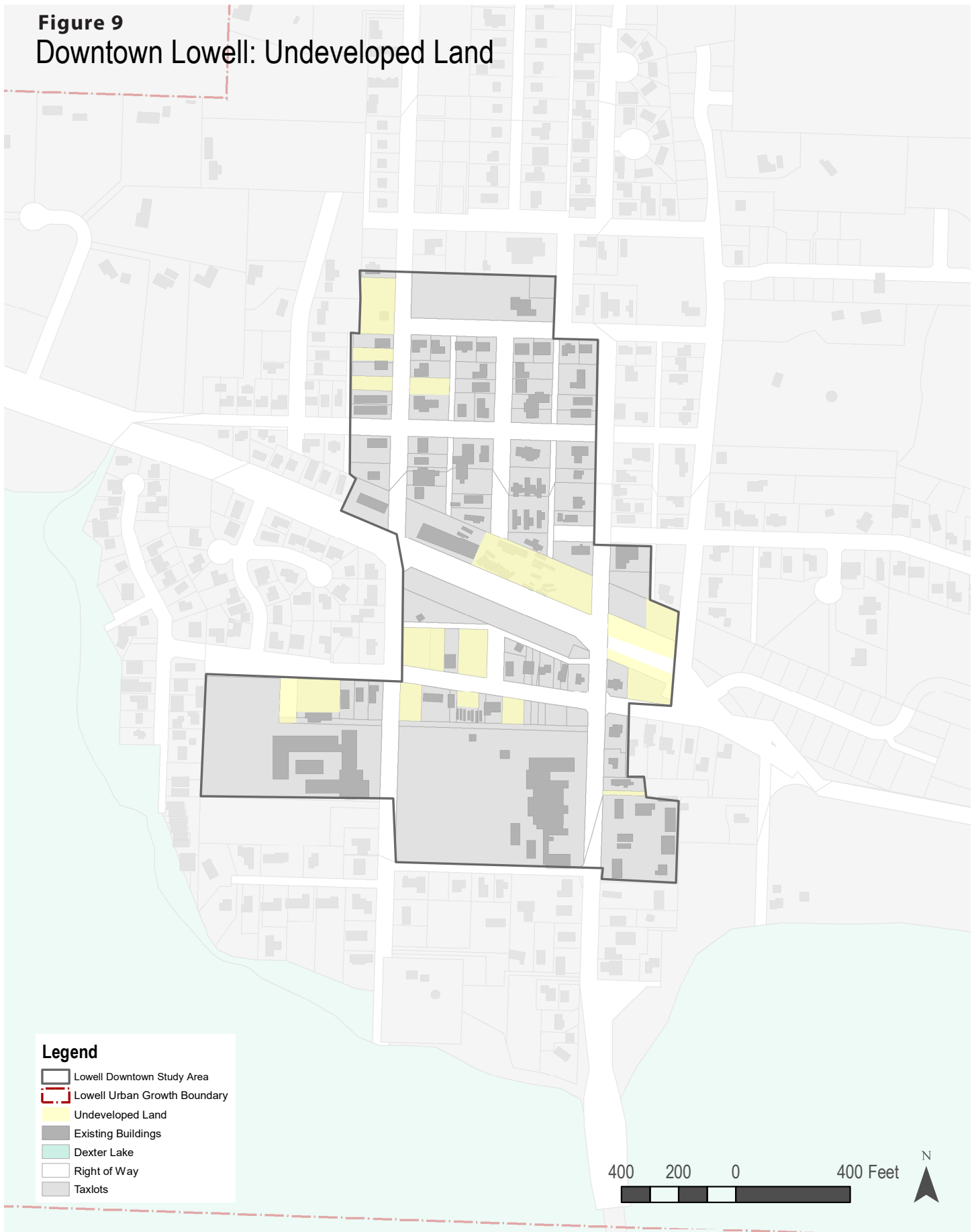
## j. Bicycle Connectivity

In the study area and in surrounding areas of Lowell, there are no separate bicycle lanes or shared lane markings, “sharrows,” on roads. In general, road traffic is slow on most streets except North Shore Drive and South Pioneer Street, which explains the lack of bicycle-related infrastructure. However, as bicycle tourism increases throughout Oregon, especially on designated routes such as the covered bridge loop, it will be important to plan for bicycle infrastructure with future development and growth.

## k. 100 Year Floodplain

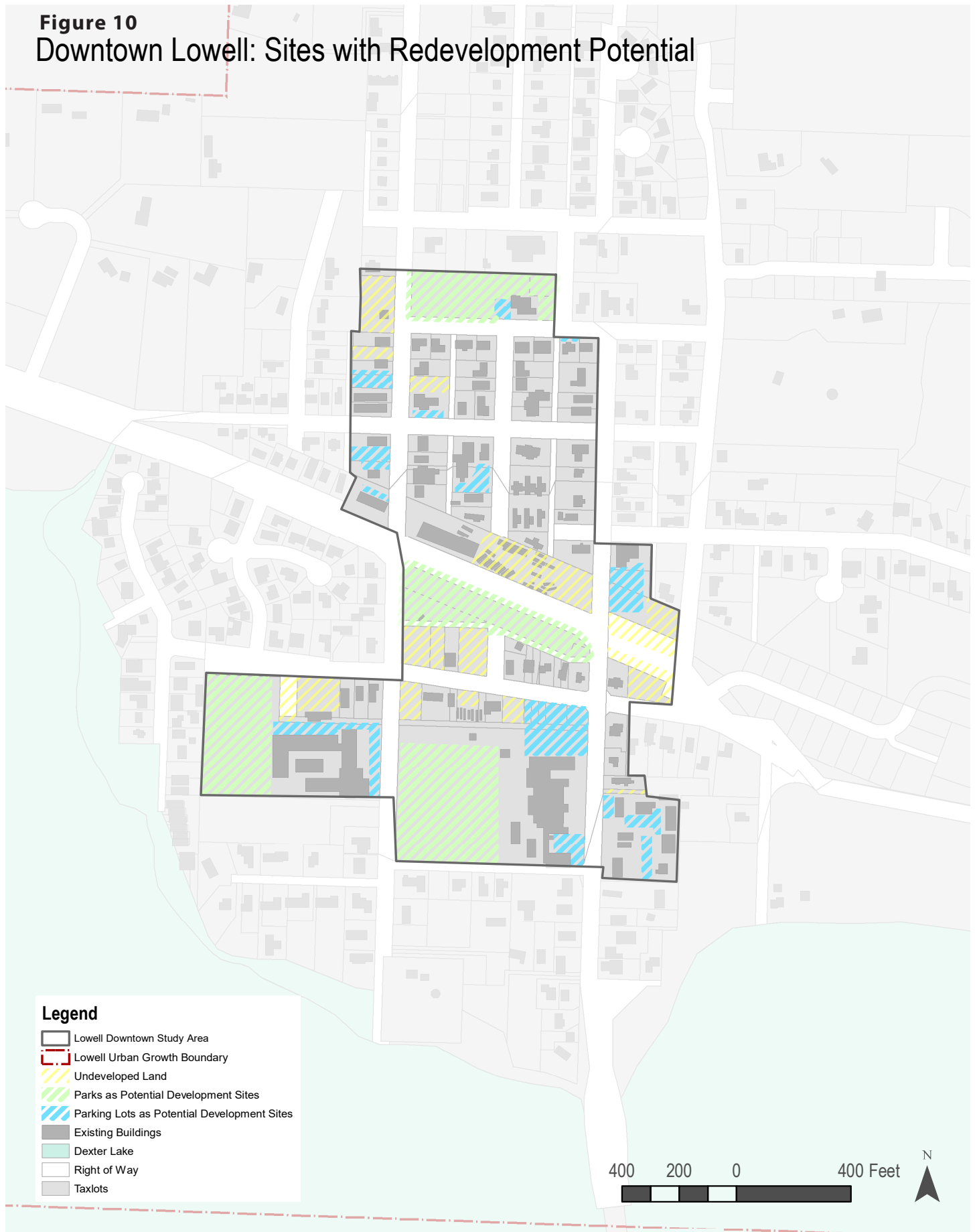
All of Lowell sits within the 100-year floodplain according to 2016 data from the Federal Emergency Management Agency (FEMA). This indicates that property within the downtown master plan site must have proper flood insurance for future development. Buildings built on this property should follow the building standards of the International Building Code (IBC) and meet standards indicated in the American Society of Civil Engineers (ASCE) reference ASCE 24.

**Figure 9**  
**Downtown Lowell: Undeveloped Land**



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**Figure 10**  
**Downtown Lowell: Sites with Redevelopment Potential**



# APPENDIX D

## Lowell Downtown Plan Update Technical Memorandum 3: *Stakeholder Outreach*

### ***I. Introduction***

Stakeholder outreach is an integral component of the Lowell Downtown Plan update. Consistent with the Oregon Statewide Planning Goal 1, Lane Council of Governments (LCOG), Urban Collaborative, and the City of Lowell, in conjunction with the Department of Land Conservation and Development, have engaged in several outreach events early in the process including: a booth at the Blackberry Jam Festival on July 28<sup>th</sup> from noon to 7:30 P.M., a survey (in cooperation with the University of Oregon’s parallel Parks and Recreation Master Plan update), and four stakeholder focus group meetings. This memorandum provides a summary of those outreach events and feedback collected.

### ***II. Blackberry Jam Festival Feedback***

The Downtown Plan Steering Committee along with representatives from LCOG and the Urban Collective sponsored and set up a booth at the Blackberry Jam Festival on July 28<sup>th</sup>, from Noon to 7:30 P.M. The goal of this outreach effort was to introduce the project and interact with community residents and visitors enjoying the festival. It provided an opportunity for those in attendance to provide feedback in an informal setting. Those in attendance were given summary information (See Attachment A) and were also encouraged to share their answers to the questions: “What do you want to see in Downtown?” and “What’s the future of Downtown Lowell?” Comments received are organized below. The number in parentheses indicates the number of identical (or very similar) responses received.

#### ***Business/Economic***

- More options for food/reasonably priced (8)
- Brew Pub (3)
- More jobs and businesses located downtown.
- Drive in movie theater.
- Coffee shops/boutique shops
- Fitness center
- Laundromat

#### ***Housing***

- Reduce System Development Charges (SDCs) for mixed use buildings (like Eugene/Springfield)
- Affordable housing



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## ***Public/Community Spaces***

- Music in the park (5); Movies (2)
- Water play features for kids(4)
- More shade in open spaces (3)
- Green grass in Rolling Rock Park (3)
- More activities for teenagers/skate park (2)
- Pool (2)
- Off-leash dog park (2)
- Movies in the Park (2)
- Interpretive signs (2)
- Interactive parks
- Friday night gut drive (“Dragging Main”)
- More pokestops
- Geo-caching (involving City Hall)
- More events
- Kid’s sports (fields/facilities)
- More mail service
- Senior center
- More places to hang
- Bring City Hall and Library to part of Rolling Rock Park
- Clear center
- Artist residency program

## ***Accessibility***

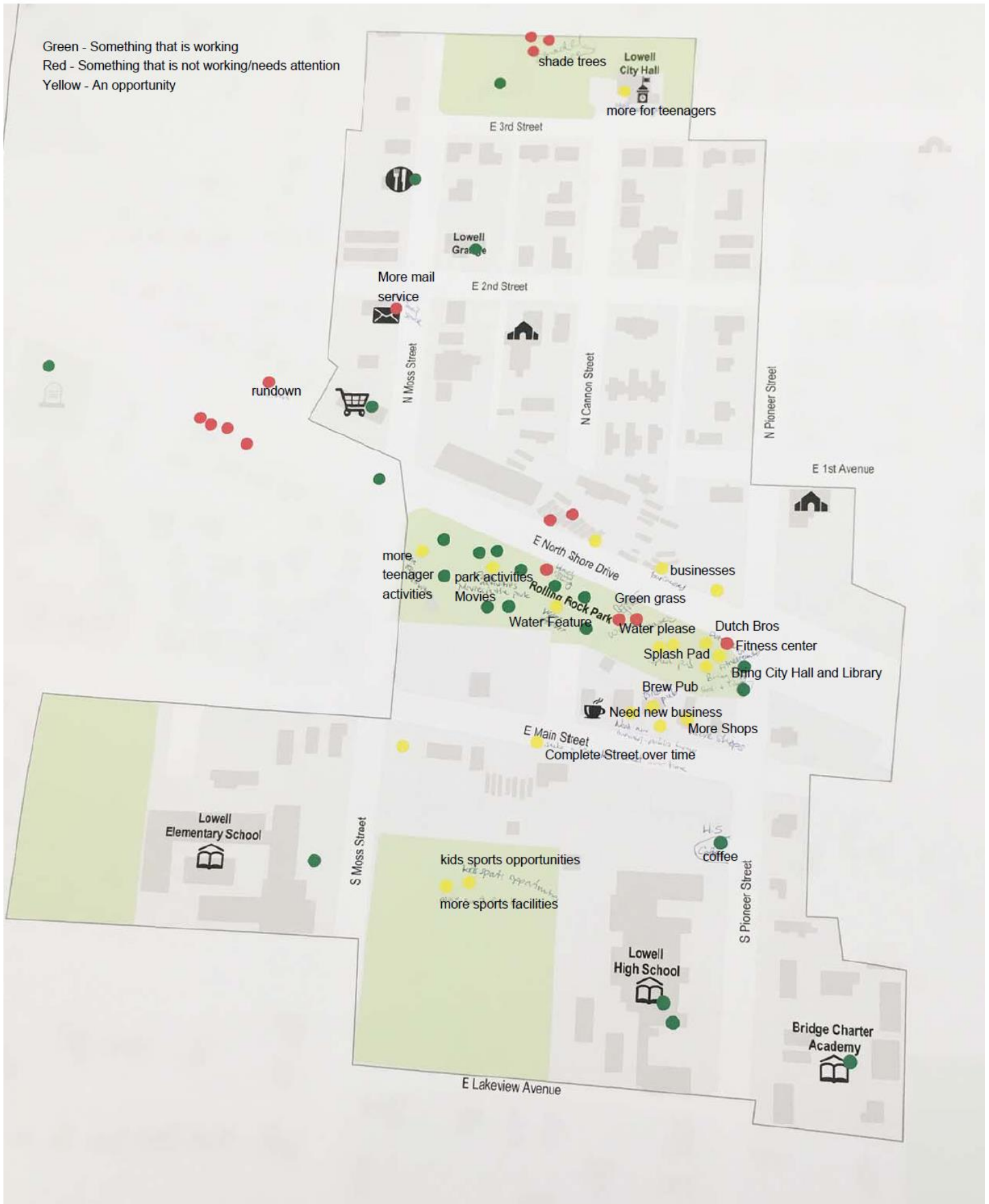
- Better and safer connection to lake (6)
- LTD bus service on weekends (5)
- Sidewalk access from North Shore to Third Streets
- Make Main Street a complete street over time

## ***Other/Non-Downtown***

- Paved trails around lake
- Docks

The booth also provided an opportunity for attendees to provide feedback on maps. Attendees were encouraged to look at a map of Lowell’s downtown area, and identify areas where good things were happening with a green dot, where bad things are happening with a red dot, and where there was particular potential with a yellow dot. Attendees frequently shared notes to narrate their feedback. This feedback is summarized in Figure 1 on Page 3. Figure 1 also serves as a map reference for some of the answers to the questions summarized above.

Figure 1: Scan of mapping exercise from project booth at Blackberry Jam Festival, July 28, 2018.



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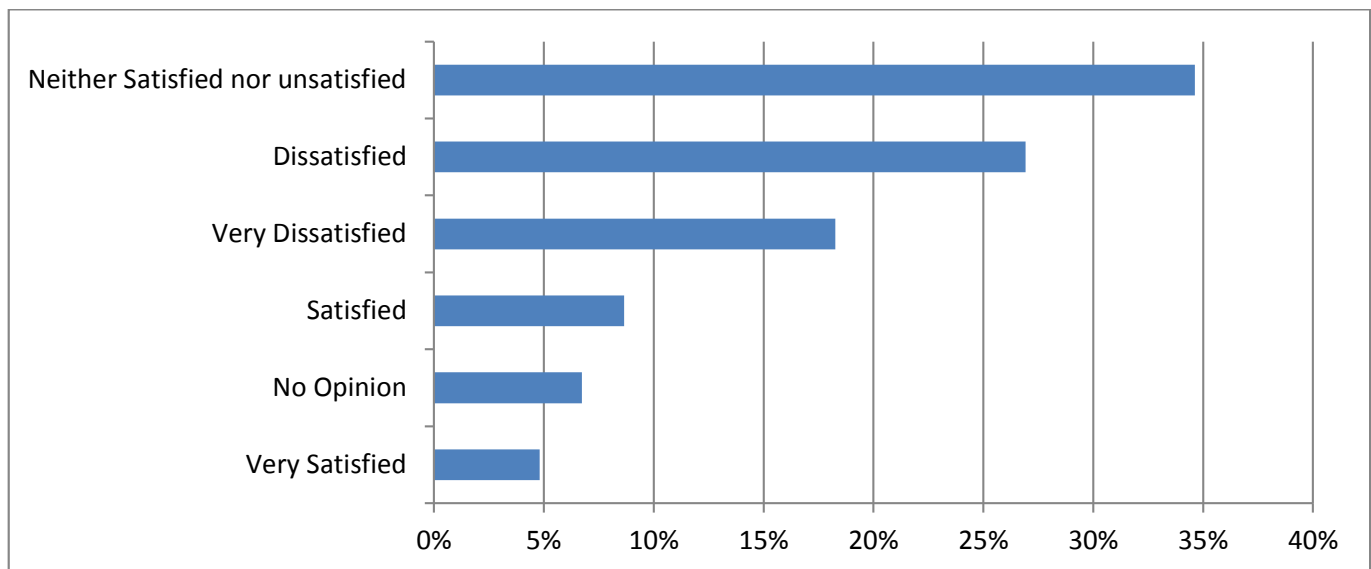
## III. Survey Feedback

Project and City staff worked in coordination with the University of Oregon’s Institute for Policy Research and Engagement (IPRE), to seize an opportunity to gain valuable feedback from Lowell residents by piggy backing off IPRE’s Park Master Plan survey which was in development when the idea was first discussed. As a result, eight survey questions relating to Lowell’s Downtown were included on the survey. The survey was delivered to residents through the City’s utility billing process. An analysis and discussion of those results follows. Some surveys were also distributed at the Blackberry Jam Festival event.

Distribution of the survey included 412 being mailed, in which 117 responses were received (72 paper surveys returned; 45 online submissions.) At the end of the survey respondents were asked to list their zip code, of those zip codes listed, 100 out of 105 were located within Lowell or Fall Creek.

The survey and survey results are included in their entirety as Attachments B and C.

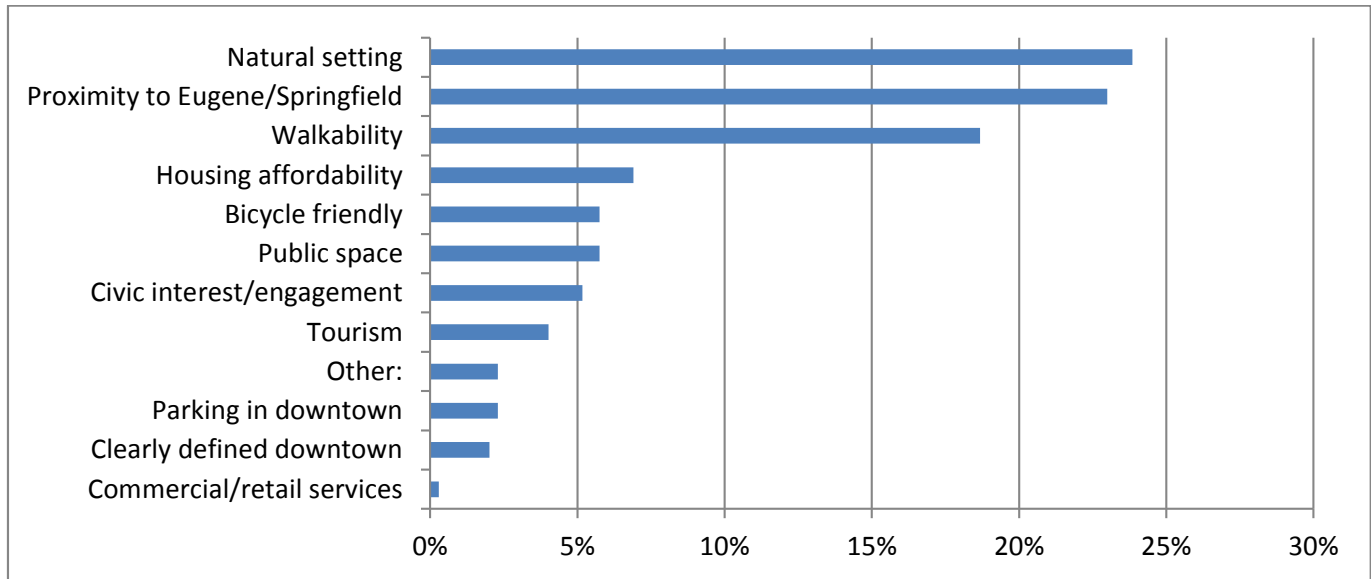
### **Question 19: How satisfied or dissatisfied are you with Downtown Lowell now as a destination and central gathering area for the City of Lowell?**



Survey responses to this question are mixed. 27% of respondents responded they are dissatisfied with Downtown Lowell as a destination and central gathering place, while only 9% of residents indicated they were satisfied. The category that received the most responses was neutral (e.g. neither satisfied nor unsatisfied) identified by 35% of respondents. Several survey comments indicated that there is room for improvement in regards to making Downtown Lowell a primary destination and or gathering place that residents and visitors can identify.



**Question 20: What are Lowell's current strengths and/or assets? (Select all that apply)**



The survey results suggest that residents feel that proximity to the Eugene/Springfield Metro Area and Lowell's natural setting and natural resources are its biggest assets. The proximity allows residents to address their employment and service needs relatively close to their home, while living in and being able to enjoy the benefits of a more rural setting. Lowell is located adjacent to several natural resource recreational areas including: Dexter Lake, Fall Creek Lake, Lookout Point Lake and Elijah Bristow State Park. Lowell has also strongly identified with these, and more, natural resource recreation areas.

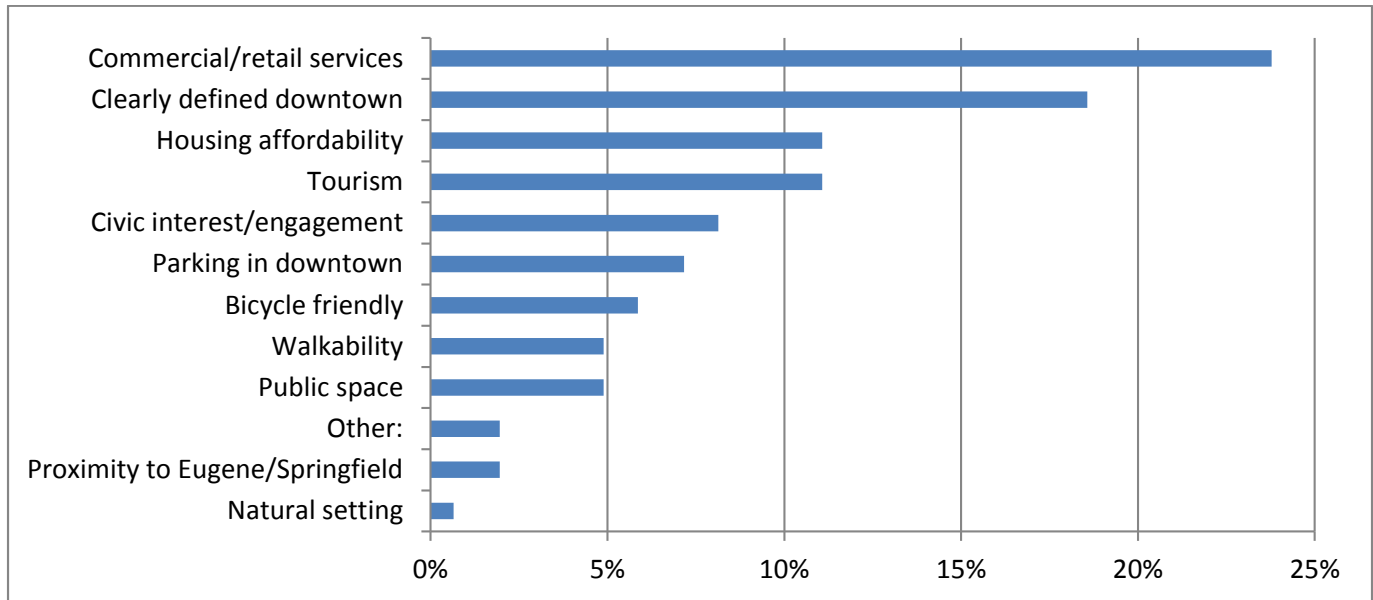
Other comments (summarized) received with respect to the above question include the following: (results are included in their entirety in Attachment C)

- *There is no downtown / downtown is not easily identifiable (5);*
- *Great schools and affordable housing make Lowell a desired destination(3);*
- *Lack of walking paths or safety concerns for pedestrians (5);*
- *Lack of connection between Rolling Rock Park, Downtown and the water(1);*
- *Natural resources / recreational opportunities are being under-utilized (6); and*
- *More walking/biking paths and the creation of a dog park (2).*

*In summarizing the comments received to question 20, there is a reoccurring theme of respondents unable to identify what downtown Lowell actually is, or downtown is lacking an identity. Another reoccurring theme is the abundant natural resources Lowell possesses are being undersold or under-utilized. There seems to be room for improvement in making the natural resources of Lowell more of a main component of downtown.*

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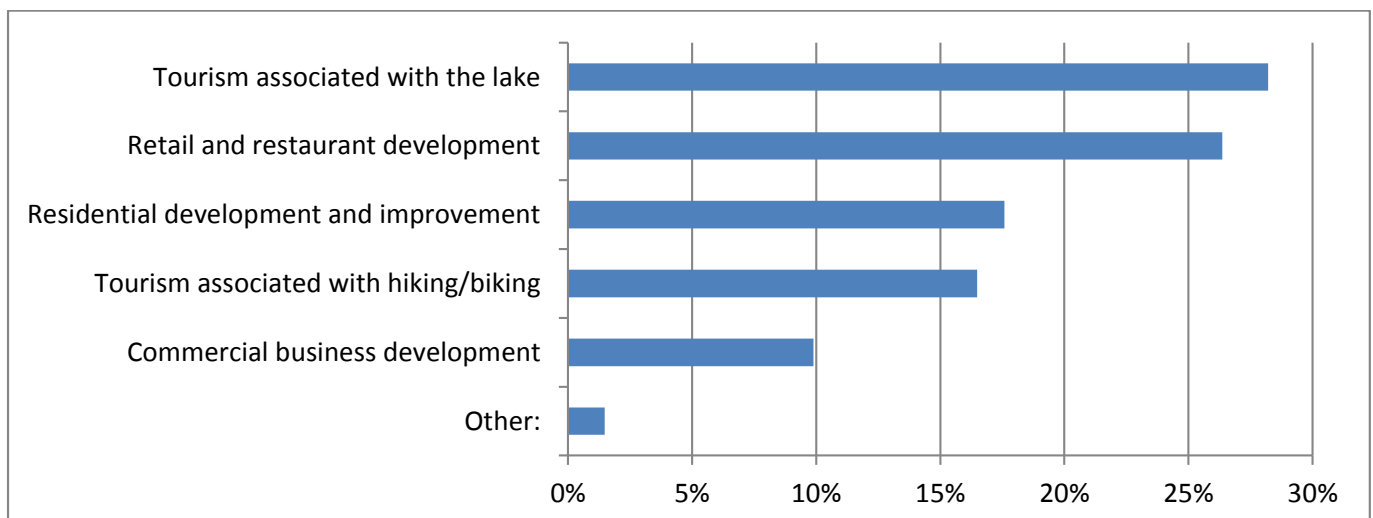
## Question 21: What are Lowell's current challenges? (Select all that apply)



A lack of a clearly defined downtown and commercial and retail services continue to be the common theme among survey results that pertain to Downtown Lowell. Additional responses to the question include: (results are included in their entirety in Attachment C)

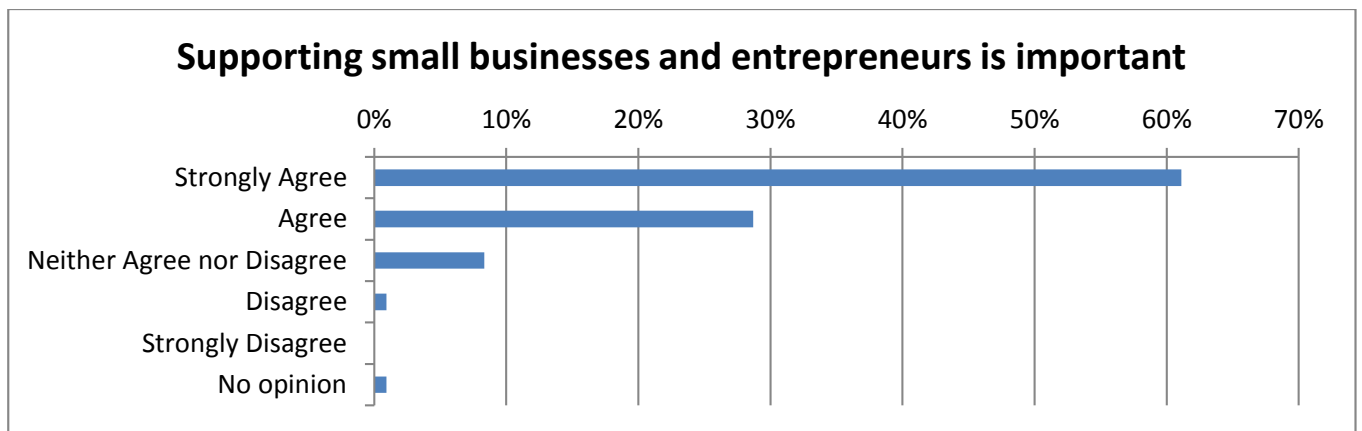
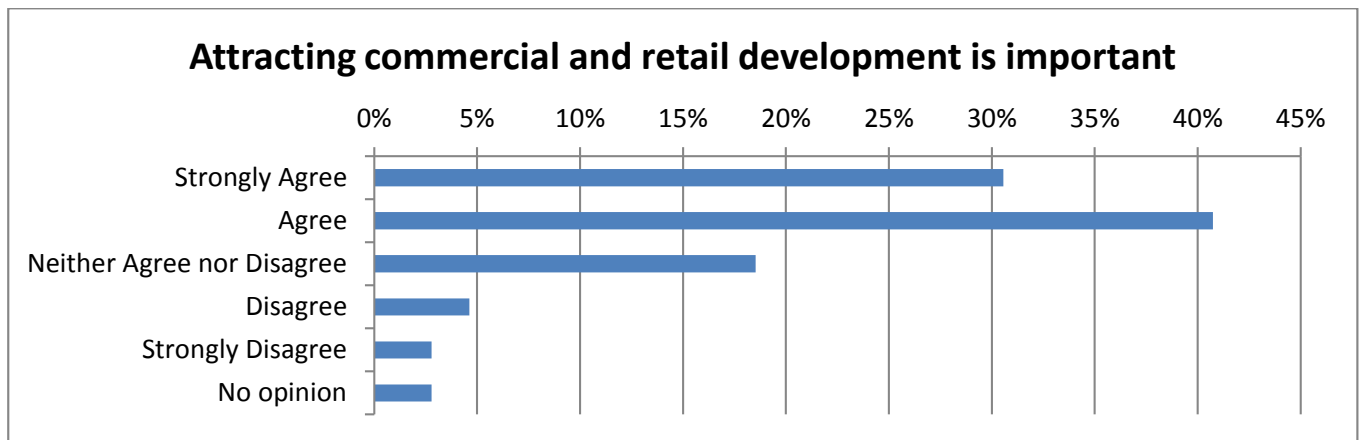
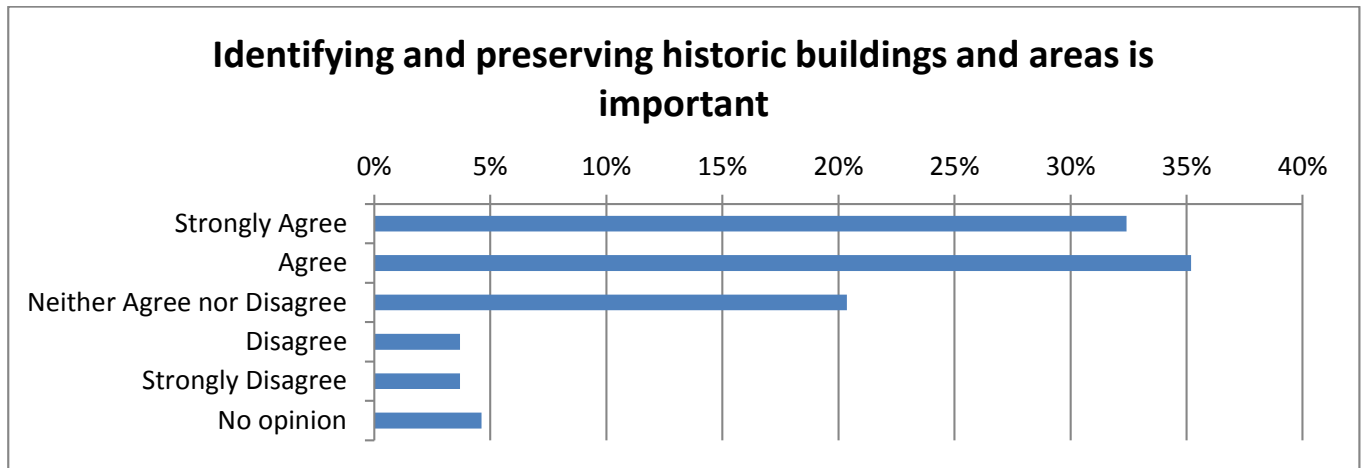
- *Needs to be more defined (3)*
- *Need more casual/outdoor food, coffee or brewery. (4)*
- *Need more local services (4)*
- *Need more tourism services (3)*
- *Need to clean up (3)*
- *Traffic Safety/Sidewalks/Walkability(3)*
- *Lake not fully being utilized.(2)*

## Question 22: Where do you see Lowell's future opportunities?



The desire to add to Lowell’s commercial and recreational needs is apparent throughout the survey. Tourism associated with the lake and retail and restaurant development are among the leading responses to this question.

**Question 23: Please indicate your level of agreement or disagreement with the statements below.**

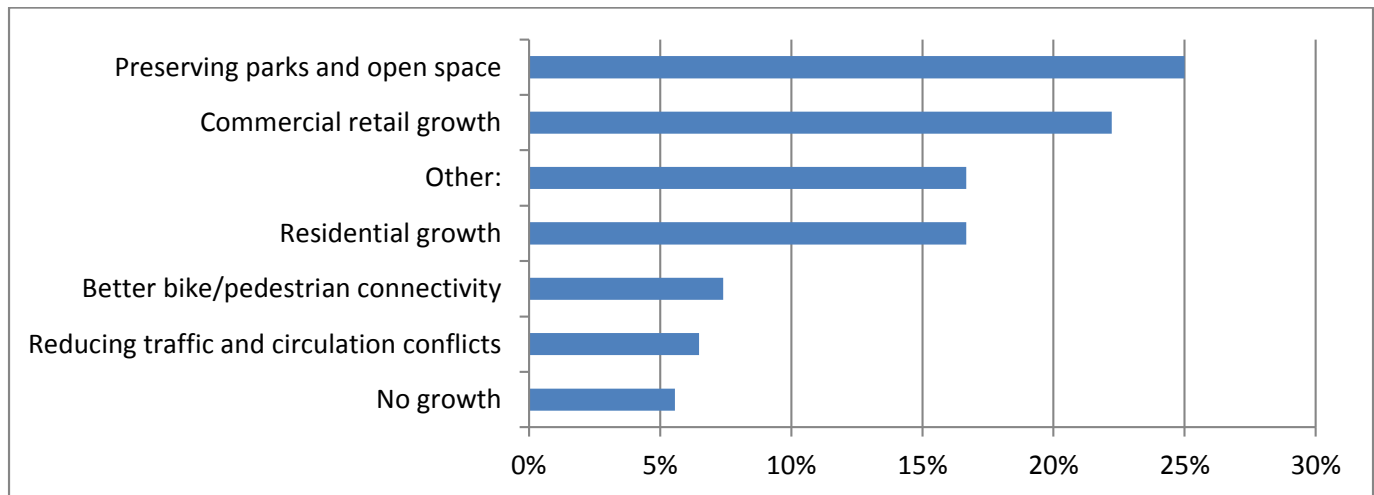


Most survey respondents indicated they agree or strongly agree that supporting small businesses and entrepreneurs, attracting commercial and retail development, and identifying

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and preserving historic buildings are all important to the long-term success and vitality of downtown Lowell.

**Question 24: What is your highest priority for the future growth of downtown Lowell?  
(Choose only one)**

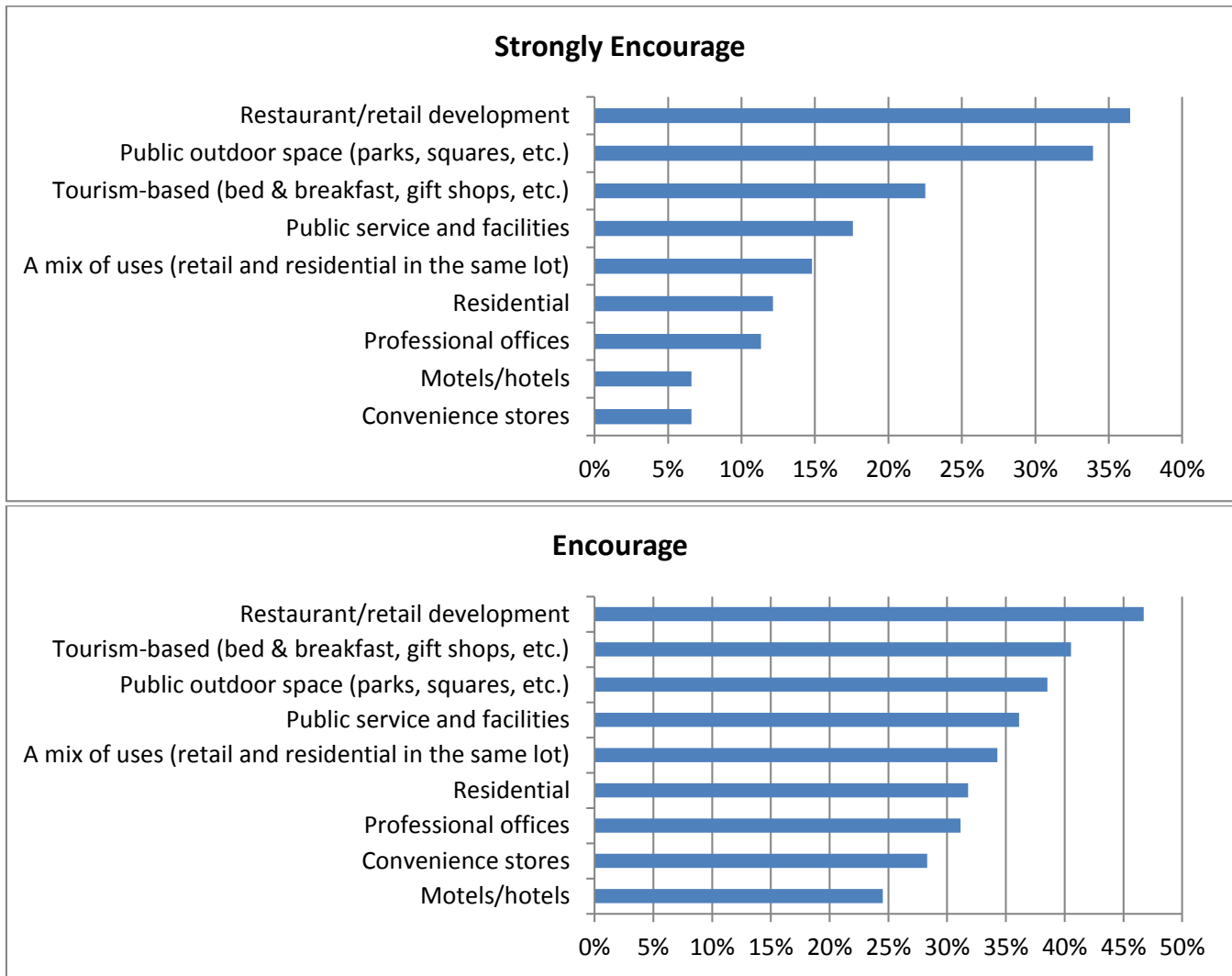


The top three categories receiving the most responses to this question are: “Preserving parks and open space,” “commercial/retail growth” and “residential growth.”

“Other” categories identified include the following:

- *Affordable housing and rental property*
- *Clean up town*
- *Cleaning up the busses that sit on our main street.*
- *Law enforcement and improving the appearance of the city/*
- *Safety and security*
- *Family friendly community*
- *Defining where downtown Lowell is*
- *Improving parks*
- *Increasing tourism*
- *It’s a fine line but we need to preserve our small town and its assets. It’s hard to enjoy the lakes when they are overrun with people not from here who don’t take care of them*
- *More bus routes, it would be nice to have a bus go to Springfield*
- *More gathering places like restaurant and brew pub, music venue*
- *More to do for people who live in Lowell*
- *Preserving parks and open space and reducing traffic and circulation conflicts equally*
- *Residential Growth and Commercial retail growth*
- *Restaurant development*
- *Restaurants and tourism*

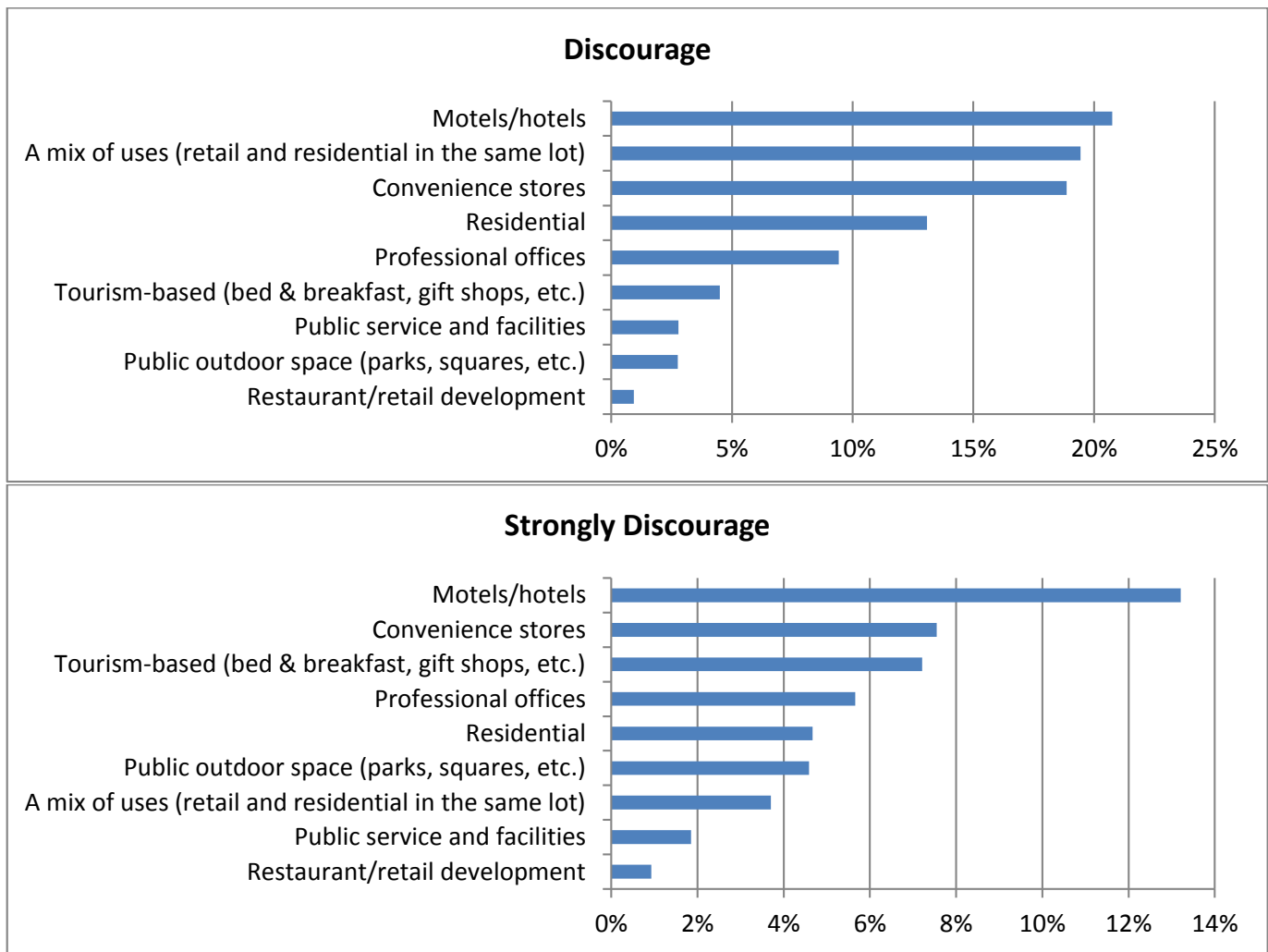
**Question 25: To what extent would you encourage or discourage the following land uses in downtown Lowell?**



The land uses that are most consistently identified in the survey as being “Strongly Encouraged” or “Encouraged” in the downtown area are “Restaurant/retail development.” “Public outdoor space (parks, squares, etc.),” “Tourism-based (bed breakfast, gift shops, etc.),” and “Public service and facilities.” Leading in both cases is the “Restaurant/Retail development” category.

The land uses that are most consistently identified in the survey as being “Strongly Discouraged” or “Discouraged” in the downtown area are “Motels/hotels” and “Convenience stores,” “Tourism-based (bed & breakfast, gift shops, etc.) and “A mix of uses (retail and residential in the same lot).” It’s important to note that the respondents were far less consistent with land uses they discouraged. For example, while “A mix of uses...” was strongly encouraged by nearly 15% or residents and encouraged by 34% of residents, it was strongly discouraged by 3% and discouraged by 19% (see the following page). It’s important to look at both summaries to draw conclusions. Most significant are those that seem to resound on both summaries (e.g. Motels/hotels is both generally encouraged a generally discouraged).

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**Question 26: Do you have any additional comments or suggestions about how to improve Lowell's Parks or Downtown?**

The comments that respondents shared that were related to the downtown (which includes some park focused comments) are thematically summarized below. The comments are included in their entirety in Attachment D.

- *I encourage positive downtown development as long as it doesn't impinge on the existing residential area nearby - possible problems would be traffic, noise, trash, and crime. It's easy to say will attract and build these restaurants, motels, and more people, cars, but they need to be in coordination with the people who live across the street, or in earshot of such activity.*
- *I really hate the boat races. They are loud, noise all day 2) closes use of the lake for the 3 nicest weekends of the summer 3) There is nobody who lives here I know that likes it.*
- *Too much is spent on parks. Reduce costs and reduce water bill it is outrageous.*
- *Need sidewalk along Moss Street to the parks*
- *I have a dog and three young children and we use the school yard at the elementary*

*school and the high school multiple times a week, year around. They are not official "city parks" but are what can use.*

- *Don't infringe on private property rights and the right to peaceful enjoyment of one's own property!!! most important*
- *Parks and cemetery are the first thing people see... keep them green!!*
- *Keep the parks green in the summer, clean up towns of old cars and RV in people's front yards.*
- *Stop trying to make our quiet quaint town bigger. The bigger it gets the more crime we see. We need more safety features like street lights and police presence than we do more tourist. Most of us dread summer when the "townies" come to town and wreak havoc on our community.*
- *Rolling Rock park needs to be better maintained and security added*
- *Lowell has a lot of good things going for it. Don't try to make it something it is not.*
- *The parks and downtown need to be more cohesive - sidewalks connecting most parks to the main city features - post office, library, parks, and markets to the schools and grange. Mostly, sidewalk on both sides of Moss Street!*
- *Lowell already has a solid base: we just need more people coming in to capitalize on it.*
- *More biking/hiking trails would be great, and better kayak / sailing / paddle board facilities.*
- *Commercial design cohesiveness - maybe covered bridge theme - lakeside theme - resort/Lodge etc. Not a mishmash of weirdly painted bldgs.*
- *As government offices create no income for the district (property taxes) I discourage any more publicly owned buildings*
- *Would love to see something fun/safe for our teens to enjoy. Not sure what that would be though. Bowling alley? :)*
- *A hotel and restaurant should be a priority.*
- *Define where downtown is. Main St. is deceiving. People think Main St. is downtown*
- *The city hall and fire dept. should be Downtown and not some side street in Lowell.*
- *Get rid of Rolling Rock Park, then rebuild in its place. Keep the music hall for evening and day events.*
- *Rolling Rock Park is sitting on some valuable land that could be better used for commercial purposes as it is highly visible to the road that runs by it. If we made the park smaller (half the size), and allow commercial buildings (offices, retail, restaurant) on the other half, that would be a start.*
- *Downtown - Small, traditional downtown feel with restaurants, retail, and services to meet needs of residents and visitors on North Shore Drive. Additional multifamily housing; first floor commercial, second floor condos or apartments. Preserve and improve the western half of Rolling Rock Park for special events. Wider sidewalks and street lighting. Design standards to encourage historic architecture, such as Lowell Junior/Senior High School and the Green Tortoise. Scale of any new development should fit Lowell.*

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*downtown... Encourage several blocks of business density*

- *The "Green Tortoise" building is sitting on valuable commercial land as well. If that lot could be divided and the remaining area be used for commercial use, that would be better.*
- *We need to consider mixed used developments such as apartments above and commercial uses on the ground floor. Right now there is no downtown; the few shops and businesses we have are scattered about.*
- *We love it here and encourage any growth!*
- *We need to focus on building a vibrant downtown and a connection to the Marina. The covered bridge is overrated. Many more people use the Marina and we should focus on that connection. It would be great to get a restaurant back in there.*
- *We need to promote businesses to coming in so others from surrounding areas are coming here to shop and supporting our community. We need to upgrade the parks so they aren't outdated and run down. The Lowell state park needs bathrooms closer to the lake and shade structures closer to the water. The whole city needs an upgrade. If an increase in utility costs the money should go to updates not to staff.*
- *Increase tourism by developing the Lowell Marina waterfront (paddle boat rentals, cafe)*
- *Adding or creating a splash pad area for kids*
- *I think you are doing a great job by WANTING to improve our town in ways WE as citizens want it improved. It would be very easy for you all to use your power to do nothing, or only do what you as a governing group think should be done. I also appreciate this survey and your willingness for change!*
- *Parks - Improved maintenance of existing parks with additional trees and larger shelters. For new parks, additional trails and more access to the lake with non-motorized recreational dock, kayak and paddle board rentals.*
- *Traffic signals, speed limit enforcement.*



### **III. Focus Group Feedback**

On September 19<sup>th</sup> and 20<sup>th</sup>, 2018, the City, with support from the Lane Council of Governments, hosted three stakeholder focus groups. Among the numerous stakeholder categories identified, the following were selected to pursue more focused conversations with.

- Recreation providers and users
- School/education
- Business Owners/Key Landowners

#### ***Recreational providers and users.***

On the evening of September 19<sup>th</sup>, LCOG and the City of Lowell met with a representative from Lane County Parks, and Army Corps of Engineers (USACE), respectively. Absent from the stakeholder focus group was the rowing community that utilizes Dexter Lake for recreational uses. It's important all voices concerning recreational users and providers are heard, equally. If responses from the rowing community are returned, they will be added to a final version of this memorandum.

Following are key points from the recreation providers and users focus group:

- Working with Lowell fits within Lane County's recent Parks and Master Plan in terms of its goals (economic vitality, collaboration, connectivity, and vibrancy).
- Lowell and Lane County are interested in finding recreational activities that can connect County Parks to Downtown thus in turn creating a climate for economic development (restaurants, places for visitors to go) touching on the goals of increased tourism and vibrancy.
- Lane County foresees Lowell as possibly becoming a "hub" for trail connectivity between Eugene and the Cascades. The Eugene to Crest Trail goes through Lowell.
- Trail connectivity for not only roads and trails, but Lane County also sees water trails from Dexter Lake onto the Willamette down to Mt. Pisgah. Such a venture should be regionally advertised with Travel Lane County.
- Opportunities for RV camping and or cabins to be built along Dexter Lake as a tourism destination.
- Both Lane County and USACE are ready and willing to help out wherever possible (not financially though...)
- The City of Lowell has expressed interest in taking over jurisdiction of Orchard Park from the USACE. Orchard Park is located on the east end of town on West Boundary Road. Amenities include picnic tables, restrooms, a historic apple orchard and wetland viewing areas. Both the Corps and Lowell are interested in finding a way to connect Orchard Park to downtown.

#### ***Lowell Schools***

On the evening of September 20<sup>th</sup>, LCOG and the City of Lowell met with representatives from Lowell School District, including the Superintendent, Director of the Bridge Charter Academy, and Chairperson of the Lowell Education Foundation. The Lowell School District is experiencing

# APPENDIX D

unprecedented growth and support. All three schools are in very close proximity to the core downtown area and overlapping interests are crucial to consider.

Following are key points from the Lowell Schools focus group:

- Goal of school district is to increase enrollment. Increase businesses that want to locate in Lowell, as a mechanism to attract families (students) and teachers/staff.
- The School district identifies itself as forward thinking and entrepreneurial.
- Would like to continue to attract students from inside Lowell and outside of Lowell.
- Continue to thrive off partnership schools have with the City of Lowell. The School district and the City should be leveraging shared interests.
- Lowell should be seen as a destination town.
- School District has no deliberate plans for its Main Street frontage. Both the High School and Elementary school have plans that include improvements that are closer to Main Street (and may include some additional access for the elementary school). These plans may make Main Street a less ideal location for “downtown” investments.
- A pressure point is housing for educators in Lowell. As soon as a property is available it is quickly snatched up by someone within the school community. For the district to hire new educators, one of the first things they have to think about is housing for them. There is a lack of housing for educators in Lowell.
- Parking at and around the school can get congested at times. The overflow parking lot is usually at 80 percent capacity.
- The Bridge Charter Director notes that they have not heard about inadequate food options for educators to choose from (in contrast to most comments regarding availability of food choices)
- Though the Charter school has a “Parent Center” focus group participants noted that many parents spend as much as three hours at the site, often with little to do and nowhere to go. More destination and food options could satisfy a real need for this group.
- District is looking at relocating bus barn off of Main Street to the industrial zoned area of Lowell

## ***“Downtown” Key Business and Landowners***

On the evening of September 20<sup>th</sup>, LCOG and the City of Lowell met with two Business and Landowners. Numerous others were invited, but unable to attend. The two business owners represent three businesses in town (including businesses on Main Street and Northshore Drive) and approximately 3 acres of key downtown property. It is crucial to understand business owner perspectives in any visioning efforts, and involve those business owners in the planning process.

Following are key points from the Key Business and Landowners focus group:

- Business owners shared their perspectives on downtown. Business owners at the focus group represent significant portions of the area on and around both Main Street and Northshore Drive.
- Business owners shared optimism about Lowell's future prospects, citing the schools recent successes with enrollment and bond measures and the areas availability and cost of land. One business owner asserted their perspective that the population forecast that was used in Technical Memorandum 1 does not accurately reflect the growth that Lowell should be expecting and planning for.
- Business Owners expressed appreciation for a process that aims to identify "downtown."
- Business Owners felt strongly that efforts to "clean-up" the main part of town will go far to improve interest from future businesses and future patrons.
- Business Owners expressed the importance of residents understanding the rights of property owners (e.g. that even in the face of the most highly supported ideas; they ultimately are responsible for what realizes on their property).
- Business Owners felt that improvements in the availability of housing will help vitalize Lowell. They note that Lowell does not have resources to help with more diverse and needed forms of housing (like tax incentives).
- Business Owners expressed a desire for the community to buy-in to the ideas and vision they articulate. One business owner pointed to the tax incentives that other communities use to encourage community objectives and offset individual property owner burden as an example. They pointed out that a developer has to pay around \$10,000 per new unit for System Development Charges. This could achieve a community goal, but can be cost prohibitive for the landowner. If the community is passionate about seeing something happen, they need to be willing to support in real terms (something like the reduction or waiving of SDUs, for example).
- One business owner presented conceptual plans for his large property in downtown and articulated his vision for his property, citing numerous benefits to the community, including diverse housing and basic services that the City desperately needs.
- Business Owners highlighted the fact that the City has a history of failing to optimize prime frontage. Key corridors in town (like Main and Northshore) are lined with back yards and fences, and underutilized space.
- Business Owners pointed out that the School District's plans include utilization of the north side of their property along Main Street. These SD improvements, which include relocation of the bus barn, stand to improve the area, but also mean Main Street as an economic opportunity is really limited to the north side.
- The Business Owners (representing both Main Street and North Shore Drive) conveyed a clear preference for activity to be focused on Northshore Drive. They indicated that, as the route that accommodates Lowell's through traffic, it should be the focal point for investment and increased opportunities.

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- Business Owners articulated two philosophies – “If you build it, they will come,” “if you clean it up, they will come.”
- A Business Owner noted that the City’s evaluation of its City Hall will likely result in the desire to relocate it. They noted that the obvious place for Lowell’s City Hall is in the area around Northshore and Main Street. It presents numerous clear benefits and opportunities. Moving City Hall would open up additional opportunities for park uses at the current City Hall site.
- Business Owners feel strongly that Rolling Rock Park could provide its current functions and still accommodate City Hall and/or other civic uses.
- Business Owners conveyed a sense of being perceived as “rich” and that perhaps perceptions of them and expectations of them from community members are not always accurate. They conveyed the pride they have in the work they do every day to maintain their businesses. They described the risks that they take in their pursuits. They expressed their genuine interest in Lowell’s long term well-being.
- Business Owners encouraged the installation of street lights, particularly at the corner of North Shore Drive and Moss Street.

# Lowell Downtown Master Planning Project

## Frequently Asked Questions

### **Q- What is the Lowell Downtown Master Planning project?**

**A-** The City of Lowell City Council has identified Master Planning for the City's Downtown Area as a priority in its 2018 Strategic Plan. The Strategic Plan provides clarity and inspiration to the City Administrator and staff in addressing the priorities of the Council and community.

The Plan aims to improve quality of life in Lowell by addressing parks and recreation opportunities, economic development and community beautification efforts in Lowell's Downtown area. The result will be a Master Plan Document capturing the City's ideas and hopes and setting out a strategy for realizing the Plan, including potential funding sources and tools. The Strategic Plan calls for a Downtown Master Plan Steering Committee, which has been formed and includes all members of the Economic Development Committee and several other local representatives.

### **Q- Why is the City pursuing this project?**

**A-** Decision makers in Lowell recognize opportunities for improvements in quality of life through a downtown that is better defined, utilizes space better, and realizes its intended (zoned) uses more effectively. These opportunities include momentum from the local school district and other local initiatives. A funding partner has seen that potential as well. The City Council is has secured funds to design a project which includes numerous opportunities for local feedback, an analysis of existing conditions, plans, goals and policies, and access to tools for envisioning and evaluating alternatives.

### **Q- Who is paying for it?**

**A-** The City of Lowell was very fortunate to receive grant funding through the Oregon Department of Land Conservation and Development (DLCD) to pursue the Downtown Master Plan. The City is leveraging \$10,000 in local funds to receive an additional \$30,000 from DLCD. Competition for these funds was significant and Lowell was the only community in the region with a successful request.

### **Q- What is "Downtown" Lowell?**

**A-** This is a question that is still open for some consideration. With input from the City, the LCOG team have conceptualized a preliminary study area for Lowell's Downtown Master Planning process (see map on the right). Defining an area is important for managing the scope of the project and establishing priorities. The study area is designed to include key transportation corridors, key facilities and also some influencing areas. Currently included in the draft study area are: City Hall, approximately 100 tax lots, four schools, two public parks, and six operating commercial businesses. Inclusion of a property in the preliminary and final downtown study area does not necessarily mean it will be addressed uniquely or experience direct impacts from the Plan.



Figure 1: Preliminary Downtown Study Area

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**Q- Who is leading the project?**

**A-** The project is being led by the City of Lowell’s City Manager. The Downtown Master Plan Steering Committee, made up of eight Lowell residents, is guiding the process. The Lane Council of Governments (LCOG) and The Urban Collaborative have been contracted to work with local decision makers and stakeholders to facilitate research and outreach and to prepare the Master Plan.

**Q- How can I get involved and stay informed?**

**A-** Any community wide planning project should reflect the broad range of voices and values within the community. The City Council has designed the project to include numerous opportunities for residents and other stakeholders to weigh in. Opportunities include a survey, public open houses, a design charrette and public hearings. All of these are designed with public input in mind. A project webpage has been developed for tracking progress: <https://www.ci.lowell.or.us/downtown-master-plan>. A tentative schedule of these opportunities is also included below.



If you have not completed a survey, and would like to, go here: <https://bit.ly/2tBputh>. You can also scan the QR code above to go directly to the survey, or ask how to obtain a hard copy. The survey will close on August 1<sup>st</sup>.

**Q- What about all of the work that has been done in the past around Downtown planning?**

**A-** There have been a number of historic efforts to improve downtown. Project staff have worked closely with the City to capture and characterize these efforts to build on the progress they represent. The Plan will acknowledge these efforts and the project will build on that progress.

**Q- What is the Project Schedule?**

**A-** The project schedule outlines tasks and subtasks the LCOG Team is contracted to complete for the City and their associated timeframes. Tasks and subtasks with public participation elements are highlighted in green. This is an estimated schedule and is subject to change. Any Interested should check the project website for updates: <https://www.ci.lowell.or.us/downtown-master-plan> -- Updates will also be provided through appropriate local facebook groups.

Tasks	2018							2019					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Task 1: Project Background/ Plan Reviews													
Task 2: Physical Analysis of Downtown/Study Area													
Steering Committee #2 - July 16, 2018													
Task 3: Stakeholder Interviews and Community Engagement													
Blackberry Jam Festival -- July 28, 2018													
Survey/Survey Anlysis													
Stakeholder Group Interviews													
Steering Committee Meeting #3 Sept. 10 - Sept. 17													
Public Meeting #1 - Sept. 17 - Sept. 24, 2018													
Task 4: Downtown Concept Plan Development													
Design Charette - Sept. 29, 2018													
Development of Downtown Concept Plan													
Draft Downtown Concept Plan													
Steering Committee Meeting #4 - Nov. 5, 2018													
Public Meeting #2 - Nov. 14, 2018													
Task 5: Policy and Code Amendments Development													
Task 6: Prioritize Capital Improv. Plan and Implement.Strat.													
Task 7: Review of Draft Lowell Downtown Master Plan													
Task 8: Public Hearings and Adoption (Dates TBD)													

# Lowell Downtown Master Plan

## Stay Informed, Get Involved!



Lowell's City Council has established a priority to improve quality of life in the City by addressing parks and recreation, economic development, and community beautification opportunities in Lowell's Downtown area. This includes looking at:

- *Park and open spaces*
- *Commercial and retail activity*
- *Bike and pedestrian safety*
- *Gateways and identity*
- *Streetscapes*
- *Affordable housing*



Ongoing project updates can be obtained from:  
[www.ci.lowell.or.us/downtown-master-plan](http://www.ci.lowell.or.us/downtown-master-plan)



An online survey addressing key questions can be accessed here: <https://bit.ly/2tBputh>

# Lowell Downtown Master Plan

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## Preliminary Project Schedule

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Tasks	2018							2019					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Task 1: Project Background/ Plan Reviews	█	█											
Task 2: Physical Analysis of Downtown/Study Area		█											
Steering Committee #2 - July 16, 2018		█											
Task 3: Stakeholder Interviews and Community Engagement		█	█	█									
Blackberry Jam Festival -- July 28, 2018		█											
Survey/Survey Anlysis		█	█										
Stakeholder Group Interviews			█	█									
Steering Committee Meeting #3 Sept. 10 - Sept. 17				█	█								
Public Meeting #1 - Sept. 17 - Sept. 24, 2018				█	█								
Task 4: Downtown Concept Plan Development				█	█	█							
Design Charette - Sept. 29, 2018				█	█								
Development of Downtown Concept Plan				█	█	█							
Draft Downtown Concept Plan						█							
Steering Committee Meeting #4 - Nov. 5, 2018						█							
Public Meeting #2 - Nov. 14, 2018						█							
Task 5: Policy and Code Amendments Development							█	█	█				
Task 6: Prioritize Capital Improv. Plan and Implement.Strat.					█	█	█	█	█	█			
Task 7: Review of Draft Lowell Downtown Master Plan									█	█	█		
Task 8: Public Hearings and Adoption (Dates TBD)											█	█	█

*\*This is an estimated schedule and is subject to change.*

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Task 2: Physical Analysis of Downtown/Study Area		█											
Steering Committee #2 - July 16, 2018		█											
Task 3: Stakeholder Interviews and Community Engagement		█	█	█									
Blackberry Jam Festival -- July 28, 2018		█											
Survey/Survey Anlysis		█	█										
Stakeholder Group Interviews			█	█									
Steering Committee Meeting #3 Sept. 10 - Sept. 17				█	█								
Public Meeting #1 - Sept. 17 - Sept. 24, 2018				█	█								
Task 4: Downtown Concept Plan Development				█	█	█							
Design Charette - Sept. 29, 2018				█	█								
Development of Downtown Concept Plan				█	█	█							
Draft Downtown Concept Plan						█							
Steering Committee Meeting #4 - Nov. 5, 2018						█							
Public Meeting #2 - Nov. 14, 2018						█							
Task 5: Policy and Code Amendments Development							█	█	█				
Task 6: Prioritize Capital Improv. Plan and Implement.Strat.					█	█	█	█	█	█			
Task 7: Review of Draft Lowell Downtown Master Plan									█	█	█		
Task 8: Public Hearings and Adoption (Dates TBD)											█	█	█

*\*This is an estimated schedule and is subject to change.*





## Greetings!

The City of Lowell is updating our Parks and Open Space Master Plan and our Downtown Master Plan. Parks and recreation facilities are key services that can enhance our community's overall quality of life and sense of place. Downtown areas play a central role in our community's social and economic vitality. This survey seeks your input on what existing features in Lowell's parks and open spaces are working well and what could be improved. We also want your input on identifying challenges, strengths, and opportunities in Lowell's downtown area.

Your input is critical to helping us build a more effective parks system and downtown! *Your answers are completely confidential and will not be connected to any personal information you provide.*

On behalf of the City of Lowell, I would like to thank you for your participation.

Jared Cobb, City Administrator

## INSTRUCTIONS

This survey has four sections and should take you about 15 minutes to complete. There are two easy ways for you to take the survey. Please choose the method that is most convenient for you, *but only complete the survey once.*

There are two ways to provide feedback; choose the survey method that is most convenient to you.

### 1) Paper Mailer Survey Instructions:

- This survey should be filled out by an adult in the household (18 years or older).
- Carefully read each question and mark your responses.
- We will not publish or share any personally identifying information that you share with us.
- **Please complete the survey by July 27, 2018 and return by mail using the provided envelope or bring to City Hall (107 E 3rd Street).**

– OR –

### 2) Online Survey Instructions:

- Visit <https://bit.ly/2tBputh> or use the QR Code to the right:
- **Please complete the online survey by July 27, 2018.**



To thank you for your participation, you have the opportunity to enter into a special drawing for **1 of 4 \$25 gift certificates from local businesses!** To enter, fill out the enclosed raffle ticket and return in the envelope with your completed survey (an anonymous entry form will be available if you complete the survey online).

*This survey was developed by the University of Oregon's Institute for Policy Research and Engagement (IPRE) in cooperation with the City of Lowell and the Lane Council of Governments. IPRE will be analyzing the results. Findings from the survey will be used to inform discussions and recommendations for the Parks and Open Space Master Plan and Downtown Master Plan. Look for announcements for several public workshops that the University of Oregon and Lane Council of Governments will conduct in the coming months. Please direct any questions about the survey to Michael Howard, IPRE Project Manager: [mrhoward@uoregon.edu](mailto:mrhoward@uoregon.edu) | 541-346-8413.*



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OREGON

School of Planning, Public  
Policy and Management

IPRE



CITY OF  
Lowell

# APPENDIX D

## Part 1: Current parks and open space use.

The City of Lowell currently operates and maintains two parks: Rolling Rock Park and Paul Fisher Park. Additional parks in the area that are not owned or operated by the City include Orchard Park, the Covered Bridge Interpretive Center, and Lowell State Park. Please answer the following questions to the best of your ability about your use of these parks.

### Q1. In your opinion, how important or unimportant are parks to Lowell's quality of life?

Very Important	Important	Neither Important nor Unimportant	Unimportant	Very Unimportant	No Opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q2. How satisfied or dissatisfied are you with the overall quality of the following parks?

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	No Opinion
Rolling Rock Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paul Fisher Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lowell State Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covered Bridge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orchard Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q3. How satisfied or dissatisfied are you with the level of maintenance in Lowell's parks system?

Very Satisfied	Satisfied	Neither Satisfied nor Unsatisfied	Dissatisfied	Very Dissatisfied	No Opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Q4. Have you visited a park in Lowell in the last 12 months?

- Yes → skip to Q6
- No

### Q5. If you answered NO to Q4, what are the main reasons you DIDN'T use a park? Check all that apply and then skip ahead to Q9 on page 3.

- |                                                  |                                                             |
|--------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Inadequate facilities   | <input type="checkbox"/> Don't know where parks are located |
| <input type="checkbox"/> Condition of facilities | <input type="checkbox"/> Too far away                       |
| <input type="checkbox"/> Feel unsafe             | <input type="checkbox"/> Too crowded                        |
| <input type="checkbox"/> Not accessible          | <input type="checkbox"/> Limited parking                    |
| <input type="checkbox"/> Don't have time         | <input type="checkbox"/> Would rather do something else     |
|                                                  | <input type="checkbox"/> Other: _____                       |

**Q6. In the past year, approximately how often did you visit the following park sites?**

	At least once	A few times	Monthly	Weekly	Daily	Didn't use
Rolling Rock Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paul Fisher Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lowell State Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covered Bridge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orchard Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q7. What activities do you or your household use the parks for? (Check all that apply)**

- |                                                            |                                                         |
|------------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Play with children                | <input type="checkbox"/> Parties/group gatherings       |
| <input type="checkbox"/> Sports (basketball, soccer, etc.) | <input type="checkbox"/> Entertainment (special events) |
| <input type="checkbox"/> Exercise (running, walking, etc.) | <input type="checkbox"/> Relaxation                     |
| <input type="checkbox"/> Picnic/BBQ                        | <input type="checkbox"/> Farmers market                 |
| <input type="checkbox"/> Dog-walking                       | <input type="checkbox"/> Other: _____                   |

**Q8. How do you most frequently get to the parks? (Choose one)**

- Walk  
 Bike  
 Drive  
 Other: \_\_\_\_\_

**Q9. Check any and all populations you feel are underserved by Lowell's parks.**

- |                                            |                                                    |                                                   |
|--------------------------------------------|----------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Children (0-5)    | <input type="checkbox"/> Adults (20-64)            | <input type="checkbox"/> People with disabilities |
| <input type="checkbox"/> Children (6-12)   | <input type="checkbox"/> Seniors (65+)             | <input type="checkbox"/> Other: _____             |
| <input type="checkbox"/> Teenagers (13-19) | <input type="checkbox"/> Multi-generational groups |                                                   |

**Q10. Are there any parks that you feel are underutilized or need improvement? If so, which park(s)? (Check all that apply) If None → Skip to Q12**

- |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Rolling Rock             | Paul Fisher              | Lowell State Park        | Orchard Park             | Covered Bridge           |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Q11. If you answered yes to Q10, please provide information on what, if anything, is needed to improve the parks selected in Q10.**

# APPENDIX D

## Part 2: Parks and open space improvements.

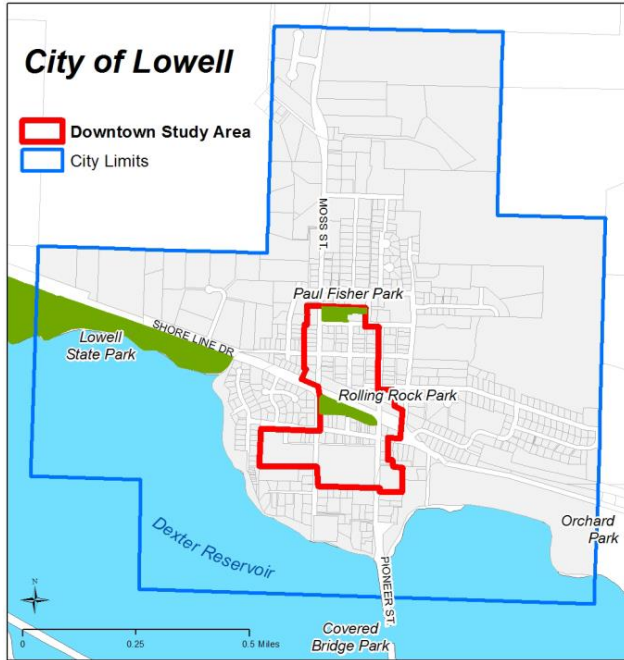
**Q12. How important are the following park facilities to you or your household? Mark your preference for future investment in the improvement or addition of the following park facilities.**

	High I feel improvement or addition of this type of facility should be a high priority.	Medium Some investment in this type of facility would be nice	Low I feel improvement or addition of this type of facility should be a low priority.	Don't Know
Playground equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covered play areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature-play playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rock climbing features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle terrain tracks (BMX)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water, spray, or splash play features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exercise equipment/stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paved trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unpaved trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green space or natural areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community vegetable garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational or interpretive signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amphitheater/performance venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnic tables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sheltered or covered areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooking facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Outdoor Sports Areas</b>				
Basketball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pickle ball				
Volleyball (sand)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baseball/softball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disc golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soccer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horseshoe pits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Other</b> (please write-in outdoor parks and recreation facilities important to you or your household that were not listed above):				
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13. Do you think the City of Lowell needs additional parks or open space?

- Yes       No → skip to Q16

Q14. Using the map below, please mark the location(s) where you would like to see new parks located. Consider areas that may be underserved by parks currently. Choose up to three locations.



Q15. Please tell us what kind of NEW parks or recreation facilities you would like.

Q16. Would you support a new fee on your utility bill to pay for park improvements, improved maintenance, and/or new parks? (Please explain your answer in the space provided below)

- Yes       No       It depends/I don't know

Q17. If you answered YES or IT DEPENDS to Q16, what monthly fee would you be willing to pay for a higher level of service? (The table below lists potential uses of the fee for reference.)

- Less than \$1      \$1 - \$3      \$4 - \$6      \$7 - \$9      \$10 or more
- 

Assuming 450 rate payers, these fees could potentially allow		
Fee	Total Revenue	Potential Use
\$1	\$5,400	1-2 Seasonal staff
\$3	\$16,200	1 part-time maintenance staff
\$6	\$32,400	1 part-time maintenance staff plus <u>minor</u> improvements
\$10	\$54,000	1 part-time maintenance staff plus <u>major</u> improvements

# APPENDIX D

**Q18. If you were given \$100 to spend on parks how would you divide it among the following categories? You may put it all in one category or in any combination of categories, but the total must add to \$100.**

Spending Category	
Improving existing facilities and equipment.	\$
Building new parks and new park facilities.	\$
Improving parking (cars and bikes).	\$
Park maintenance.	\$
Improving security.	\$
Improving recreational programming for children, adults, and seniors	\$
Other ( <i>please specify</i> ):	\$
<b>Total \$100</b>	

## Part 3: Downtown Development and Master Plan.

The Lowell City Council and Downtown Master Plan Steering Committee are interested in perspectives on the strengths, challenges and opportunities associated with Lowell’s downtown. Information gathered from this survey will inform downtown planning efforts over the next year.

**Q19. How satisfied or dissatisfied are you with Downtown Lowell now as a destination and central gathering area for the City of Lowell?**

Very Satisfied	Satisfied	Neither Satisfied nor Unsatisfied	Dissatisfied	Very Dissatisfied	No Opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q20. What are Lowell’s current strengths and/or assets? (Select all that apply)**

- |                                                          |                                              |                                                      |                                                |
|----------------------------------------------------------|----------------------------------------------|------------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Clearly defined downtown        | <input type="checkbox"/> Tourism             | <input type="checkbox"/> Bicycle friendly            | <input type="checkbox"/> Walkability           |
| <input type="checkbox"/> Proximity to Eugene/Springfield | <input type="checkbox"/> Parking in downtown | <input type="checkbox"/> Commercial/ retail services | <input type="checkbox"/> Housing affordability |
| <input type="checkbox"/> Natural Setting                 | <input type="checkbox"/> Public spaces       | <input type="checkbox"/> Civic interest/ engagement  | <input type="checkbox"/> Other: _____          |

**Please use this space to provide additional comments for Q20:**

**Q21. What are Lowell’s current challenges? (Select all that apply)**

- |                                                          |                                              |                                                      |                                                |
|----------------------------------------------------------|----------------------------------------------|------------------------------------------------------|------------------------------------------------|
| <input type="checkbox"/> Clearly defined downtown        | <input type="checkbox"/> Tourism             | <input type="checkbox"/> Bicycle friendly            | <input type="checkbox"/> Walkability           |
| <input type="checkbox"/> Proximity to Eugene/Springfield | <input type="checkbox"/> Parking in downtown | <input type="checkbox"/> Commercial/ retail services | <input type="checkbox"/> Housing affordability |
| <input type="checkbox"/> Natural Setting                 | <input type="checkbox"/> Public spaces       | <input type="checkbox"/> Civic interest/ engagement  | <input type="checkbox"/> Other: _____          |

**Please use this space to provide additional comments for Q21:**

**Q22. Where do you see Lowell’s future opportunities? (Select all that apply)**

- |                                                                  |                                                            |
|------------------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Tourism associated with the lake        | <input type="checkbox"/> Retail and restaurant development |
| <input type="checkbox"/> Tourism associated with hiking/biking   | <input type="checkbox"/> Commercial business development   |
| <input type="checkbox"/> Residential development and improvement | <input type="checkbox"/> Other: _____                      |

**Q23. Please indicate your level of agreement or disagreement with the statements below.**

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	No Opinion
Identifying and preserving historic buildings and areas is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting commercial and retail development is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting small businesses and entrepreneurs is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q24. What is your highest priority for the future growth of downtown Lowell? (Choose only one)**

- |                                                       |                                                                  |                                                           |                                 |
|-------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------|
| <input type="radio"/> Residential growth              | <input type="radio"/> Commercial retail growth                   | <input type="radio"/> Better bike/pedestrian connectivity | <input type="radio"/> No growth |
| <input type="radio"/> Preserving parks and open space | <input type="radio"/> Reducing traffic and circulation conflicts | <input type="radio"/> Other: _____                        |                                 |

# APPENDIX D

**Q25. To what extent would you encourage or discourage the following land uses in downtown Lowell?**

Land Uses	Strongly Encourage	Encourage	Neither Encourage nor Discourage	Discourage	Strongly Discourage	No Opinion
Residential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A mix of uses (retail and residential in the same lot)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant/retail development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public outdoor space (parks, squares, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motels/hotels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism-based (bed & breakfasts, gift shops, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional offices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public services and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q26. Do you have any additional comments about how to improve Lowell's Parks or Downtown?**

## Part 4: Household Information

Finally, we would appreciate any information you are willing to share with us about you and your household. This information will help us understand the characteristics of people who took the survey and will remain confidential.

**Q27. How many people live in your household (including yourself)? \_\_\_\_\_**

**Q28. Are there children in your household?**

- Yes       No

**Q29. What is your gender?**

- Male       Female       Other

**Q30. Do you identify as Hispanic or Latino?**

- Yes       No

**Q31. What is your age? \_\_\_\_\_**

**Q32. What was the combined income for your entire household last year?**

- Less than \$25,000       \$75,000 - \$99,999
- \$25,000 - \$49,999       \$100,000 or more
- \$50,000 - \$74,999

**Q33. What is your zip code? \_\_\_\_\_**

**Thank you!**



**Survey Results for Downtown related Questions (19-26)**

**Q19. How satisfied or dissatisfied are you with Downtown Lowell now as a destination and central gathering area for the City of Lowell?**

#	Field	Minimum	Maximum	Mean	Std Deviat	Variance	Count
1	Q19. How satisfied or dissatisfied are you with Do	1	6	3.65	1.21	1.46	104

#	Answer	%	Count
1	Very Satisfied	4.81%	5
2	Satisfied	8.65%	9
3	Neither Satisfied nor unsatisfied	34.62%	36
4	Dissatisfied	26.92%	28
5	Very Dissatisfied	18.27%	19
6	No Opinion	6.73%	7
	Total	100%	104

**Q20. What are Lowell's current strengths and/or assets? (Select all that apply)**

#	Answer	%	Count
1	Clearly defined downtown	2.01%	7
2	Proximity to Eugene/Springfield	22.99%	80
3	Natural setting	23.85%	83
7	Tourism	4.02%	14
8	Parking in downtown	2.30%	8
9	Public space	5.75%	20
4	Bicycle friendly	5.75%	20
5	Commercial/retail services	0.29%	1
6	Civic interest/engagement	5.17%	18
10	Walkability	18.68%	65
11	Housing affordability	6.90%	24
12	Other:	2.30%	8
	Total	100%	348

Other:

Other: - Text

pride and connection with each other

Regatta -(rowing and rag boat races)

Lake access

recreation nature

The lake is our biggest asset!

Schools

Small community

**Q20 - Please use this space to provide additional comments for Q20:**

Please use this space to provide additional comments for Q20:

It's quiet!!\*\* Except on dragboat weekends - but .... they are OK - they generate \$.

This an area that gets lots of tourism in good weather, great natural setting, and an engaged public (though it is mostly the same people)

there really is no downtown

The school district has made amazing progress the past five years. Families with younger children and looking for good schools for children, paired with more affordable housing makes Lowell a desired destination lately!

Need walking path to covered bridgeneed better walking path to Lowell Marina State Park

Walkability is just ok. As I wrote, it would be nice to utalize the track when not in use. Maybe after school hours and weekends.

Parking town very small. Especially for water competition.

Giddy goat is the best part of downtown. But we need a neighboring business to support it being open. I wish that whole street could be boutique shops which people could access from Rolling Rock Park.

Dexter Lake is a valuable asset which is under utilized

The lakes are a huge strength and should be better utilized. Blackberry Jam this year was great!

No destination as Oakridge has for mtn. biking - Sisters example & Cohesive design and decor - shopping, dining, experiences a lake resort restaurant destination is not being taken advantage of.

Tourism help the store out

Where is downtown Lowell

Our lakes and a great school

The proximity to Eugene is key but we lack on everything listed above...

There is no way to tell when you are in downtown.

# APPENDIX D

Lowell is perfectly situated to be a very desirable bedroom community for Eugene/Springfield. Most people I know who have moved to Lowell recently have done so because they can get more house and/or land for their money while still being within reasonable distance of Eugene/Springfield and having access to good schools. In my opinion, maintaining affordable housing and a quality schools is going to be absolutely essential to the continued growth and prosperity of Lowell. I also feel Lowell natural setting is an undersold asset both in terms of attracting residents/businesses and attracting tourism/events. Lowell is situated right on two reservoirs and very close to a third and is a 15 minute drive or less from state, BLM, National Forest and Army Corp of Engineers land. In an area where a lot of people are outdoors oriented, this can be attractive.

The lake is our most important asset. We need to tie downtown Lowell into the lake areas (bike or walking paths?) so create easy ways to get to the lake. And maybe a path around part of the lake that is marked.

Where is downtown?

Walking in the area of Bridgetown Market/Post Office can be terrifying! No sidewalks or designated areas. Too many driveways, no parking signs are not enforced.

I would love to see clean defined swimming areas that kids/families can access from walking or biking. I would like to see the City Hall Park utilized better. More money put into a well thought out plan for landscape/hardscape multigenerational use (splash park, skate park, play structure/ shade nature areas with benches, trees...). Orchard park would be perfect for a nature space and open safe parking/paths/exercise/dog area. The Marina needs a safe walking/biking path and clean swimming area for kids, float rentals and food area would also be beneficial and bring in money from town. The covered bridge by HWy 58 was such a great addition, but needs a safe path to walk/bike. Once parents load kids in the car, they are already driving to Thurston/town parks. Make more bike paths/walking trails/swimming areas please.

Lowell could gain so much if updates were done. We could be a destination for communities like Pleasant hill, Dexter and Oakridge

Lowell needs an upgrade and to make the parks especially Rolling Rock more family friendly. Plus some trees or covered pavilions near the water at the state park would be nice.

It is walkable, but the sidewalks/walking paths could use major improvement! The flashing crosswalks were a great improvement that we really appreciate! Way to go Lowell!

Lowell doesn't have an identity. We are the small town that is by the covered bridge or surrounded by the lakes, or better yet the place on your way to Fall Creek or Willamette Pass. The schools have done a great job of improving their buildings and graduation scores, the town has stayed the same, a little tired and vanilla. It looks like a place where people just pass through not stop and spend time. It would be great to have a reason for everyone to come out for the day, not just those with a boat. It would also be great to have a place for people to work. With the loss of the forest service compound Lowell lost a lot of support in outdoor maintenance, revenues and community support. The city and the FS partnered on many projects. We have the Corps in our back yard does the city partner with them?

## Q21. What are Lowell's current challenges? (Select all that apply)

#	Answer	%	Count
1	Clearly defined downtown	18.57%	57
2	Proximity to Eugene/Springfield	1.95%	6
3	Natural setting	0.65%	2
7	Tourism	11.07%	34
8	Parking in downtown	7.17%	22
9	Public space	4.89%	15
4	Bicycle friendly	5.86%	18
5	Commercial/retail services	23.78%	73
6	Civic interest/engagement	8.14%	25
10	Walkability	4.89%	15
11	Housing affordability	11.07%	34
12	Other:	1.95%	6
	Total	100%	307

Other:

Other: - Text

city's spending on parks etc. civic services

Need Lane County Sheriff Patrols

Drinking water I fell good about drinking.

Cleaning up

Lack of money/drive

Need a dog park :)

Please use this space to provide additional comments for Q21:

Please use this space to provide additional comments for Q21:

It's really a short commute to Eugene - needs to be stressed!

there is no clearly defined downtown (except on paper) there are a few commercial/retail services. no real casual/outdoor food, coffee, or brew pub.

The only high quality restaurant about 8-10 years ago didn't survive. Would be nice to have one

The lake is not fully utilized

build street be scraping at least 6 ft. They ignored and built the road to high. This is only one example. City spends too much for parks. the administration had a scandal but no one was brought to justice many things go wrongly. When there is a conscientious voice they squish it. Very sick city. I am so glad this survey came out.

I'm actually not even sure what "downtown Lowell" is. Everyone who lives out here drives into Eugene/Springfield for commercial/retail services.  
traffic law enforcement needed  
only one place to eat in town

House affordability with utilities is highly overrated. The seats depend too highly on very few people.  
The problem with blue green algae needs to be addressed. More people would be willing to come.  
Answers need to protect our resources and more tourism aimed not only at boats but other lake related sports and on ground.  
stop worrying about parks (we have natural beauty all around us) and enforce the laws about disabled vehicles and noxious weeds. Get rid of the feral cats.  
Lowell needs a motel, retirement center, and RV park, also a hardware store  
There is no downtown! Need to encourage businesses and tourism to Lowell  
Nothing to draw people, other than the lakes and events like Blackberry Jam  
Downtown not defined - where is downtown? Need a lakeside resort to get ppl. out here, I know ppl. in Eugene that never have been to Lowell! Need boat rentals, jet ski rental, docks, etc!  
Tourism: they drive right on through Lowell to get to their destination.  
Need more commercial enterprises like restaurants and beer tap halls  
We need a restaurant and motel  
The big ugly buses that sit right on our main street! I don't think this provides a very positive view of our city. I have noticed that it is being cleaned up somewhat.  
Where is downtown Lowell?

If you want to draw people to Lowell and capitalize on it, you need to make the town attractive. Clean up the town pass rules on people keeping up their prop. ie remove trash, broke down cars/busses. Put more camp spaces in. Advertise events, kayakers ect. Bring vendors in - rent space, ect. We need to bring in more business - a good coffee shop. Have a lodge/restaurant ect. on the lake. Rental equipment ect.  
there is no downtown  
Get rid of old cars and RVs.

commercial/retail development. The many retail offerings of Eugene/Springfield are just too accessible for Lowell to compete with at a large scale, and it probably shouldn't even try although I think there is room for a few niche offerings in Lowell. Commercial development may be a bit more attractive due to land prices, but the city also needs to be careful what kinds of deals it makes so that it doesn't get left with an unattractive mess if places go out of business (think the old buses still sitting around downtown).

Lowell is small enough that all of town and some of the surrounding attractions (eg. Lowell State Park, Fall Creek Rec Area) are in theory easily accessible by non-motorized means. Instead, walking or biking to many locales, even within town, requires walking/biking on roads that are fairly busy. An increase in sidewalks, bike lanes and/or non-motorized trails to connect these existing features would increase safety and probably increase access and usage.  
more food choices would be great

A nice cafe/espresso bar, perhaps a restaurant on the water, a wine bar or beer pub (small and perhaps only open 1-2 days a week to make it affordable for the purveyors), perhaps a vacant lot with food trucks once a week, a place to buy fresh flowers, a bakery. All of these businesses would have to have limited hours to keep COGS low and to survive with our small population. If the City were to subsidize these businesses until they could get on their feet, that might be an approach. It's a tough climate with such a small community. but a bakery, coffee bar, or pub could be a gathering spot for the community. Possibly look into unusual financing arrangements; for example, the citizens buy into a building which houses a restaurant or bakery and is able to reduce the rent so the business could survive until they became profitable. The local citizen who owns the building would have an incentive to patronize the business and the business would win by reducing initial costs. We are going to have to think out-of-the-box if we want to have any hopes of a retail or food business move into our small town!

Need more business  
Need to improve the "look" of the town (eg. remove inoperable vehicle from public view) aren't there ordinance against this?  
It seems not everyone knows where "downtown" is. Not much to do here in Lowell.

I've heard people talk about Lowell's potential and it would be nice to get people in the right positions to make things happen. We are so close to Eugene/Springfield and have all this nature and potential for tourism and improving local quality of life.

While I really liked events like the farmers market happening in our town, parking on both sides of the street in front of Rolling Rock in the green tortoise building makes for a dangerous situation for people parking, driving, pedestrians and bicyclists. A suggestion to alleviate that might be to make a notched parking area on one side or the other of the street.

Easily walkable but not super safely. Good sidewalks where it's necessary but not the best sidewalks everywhere. Just a small criticism.

There really aren't enough sidewalks. Sidewalks randomly end all over town causing you to be walking in the road. Yes traffic is usually sparse and in most cases people give you space but that's not always the case. Would love paved walking paths somewhere. Possibly in the dog park? The dog parks in town have gravel tracks around them, paved would be one up them

# APPENDIX D

I've live here my whole life where is "downtown" lowell?

It would be nice to see a few local shopping options and dining options. I'm tired of going into Springfield to go out to eat.

It's a hodge podge of areas. City Hall is in the middle of a residential area, there's a dentist office in the middle of residential. "Downtown" is vacant.

## Q22. Where do you see Lowell's future opportunities? You can select more than one answer.

#	Answer	%	Count
1	Tourism associated with the lake	28.21%	77
2	Tourism associated with hiking/biking	16.48%	45
3	Residential development and improvement	17.58%	48
4	Retail and restaurant development	26.37%	72
5	Commercial business development	9.89%	27
6	Other:	1.47%	4
	Total	100%	273

Other:

Other: - Text

Water problem restricts some when commercial development comes there are opportunities personal favors

Eliminate low income/ghetto image

Community center and activities

Great Schools

## Q23. Please indicate your level of agreement or disagreement with the statements below.

#	Field	Minimum	Maximum	Mean	Std Deviatii	Variance	Count
1	Identifying and preserving historic buildings and ai	1	6	2.25	1.3	1.69	108
2	Attracting commercial and retail development is ii	1	6	2.17	1.16	1.34	108
3	Supporting small businesses and entrepreneurs is	1	6	1.53	0.81	0.66	108
4	Other:	1	6	3.1	2.21	4.89	10

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree
1	Identifying and preserving historic buildings and ai	32.41%	35 35.19%	38 20.37%	22 3.70%
2	Attracting commercial and retail development is ii	30.56%	33 40.74%	44 18.52%	20 4.63%
3	Supporting small businesses and entrepreneurs is	61.11%	66 28.70%	31 8.33%	9 0.93%
4	Other:	40.00%	4 20.00%	2 0.00%	0 0.00%

Strongly Disagree	No opinion	Total
3.70%	4 4.63%	5 108
2.78%	3 2.78%	3 108
0.00%	0 0.93%	1 108
10.00%	1 30.00%	3 10

**Q24. What is your highest priority for the future growth of downtown Lowell (Choose only one)**

#	Field	Minimum	Maximum	Mean	Std Deviat	Variance	Count
1	Q24. What is your highest priority for the future g	1	7	3.85	2.1	4.4	108

#	Answer	%	Count
1	Residential growth	16.67%	18
5	Preserving parks and open space	25.00%	27
2	Commercial retail growth	22.22%	24
3	Reducing traffic and circulation conflicts	6.48%	7
4	Better bike/pedestrian connectivity	7.41%	8
6	No growth	5.56%	6
7	Other:	16.67%	18
	Total	100%	108

**Q25. To what extent would you encourage or discourage the following land uses in downtown Lowell?**

#	Field	Minimum	Maximum	Mean	Std Deviat	Variance	Count
1	Residential	1	6	2.83	1.26	1.6	107
2	A mix of uses (retail and residential in the same lo	1	6	2.71	1.2	1.45	108
3	Restaurant/retail development	1	6	1.86	0.87	0.76	107
4	Public outdoor space (parks, squares, etc.)	1	6	2.08	1.09	1.2	109
5	Motels/hotels	1	6	3.24	1.27	1.61	106
6	Convenience stores	1	6	3.01	1.14	1.29	106
7	Tourism-based (bed & breakfast, gift shops, €	1	6	2.44	1.29	1.65	111
8	Professional offices	1	6	2.73	1.09	1.18	106
9	Public service and facilities	1	6	2.55	1.24	1.54	108
10	Other:	1	6	2.5	2.29	5.25	10

#	Question	Strongly Encourage	Encourage	Neither Encourage nor Discourage
1	Residential	12.15%	31.78%	32.71%
2	A mix of uses (retail and residential in the same lo	14.81%	34.26%	25.00%
3	Restaurant/retail development	36.45%	46.73%	14.02%
4	Public outdoor space (parks, squares, etc.)	33.94%	38.53%	19.27%
5	Motels/hotels	6.60%	24.53%	30.19%
6	Convenience stores	6.60%	28.30%	35.85%
7	Tourism-based (bed & breakfast, gift shops, etc.)	22.52%	40.54%	21.62%
8	Professional offices	11.32%	31.13%	40.57%
9	Public service and facilities	17.59%	36.11%	35.19%
10	Other:	70.00%	0.00%	0.00%

	Strongly Discourage	No Opinion	Total
	4.67%	5.61%	6
	3.70%	2.78%	3
	0.93%	0.93%	1
	4.59%	0.92%	1
	13.21%	4.72%	5
	7.55%	2.83%	3
	7.21%	3.60%	4
	5.66%	1.89%	2
	1.85%	6.48%	7
	0.00%	30.00%	3

# APPENDIX D

## Q26. Do you have any additional comments or suggestions about how to improve Lowell's Parks or Downtown?

I encourage positive downtown development as long as it doesn't impinge on the existing residential area nearby - possible problems would be traffic, I really hate the boat races. They are loud, noise all day 2) closes use of the lake for the 3 nicest weekends of the summer 3) There is nobody who lives here I know that likes it.

too much is spent on parks. Reduce costs and reduce water bill it is outrageous.

Need sidewalk along moss street to the parks

I have a dog and three young children and we use the school yard at the elementary school and the high school trade multiple times a week, year around. They are not official "city parks" but are what can use.

Don't infringe on private property rights and the right to peaceful enjoyment of ones own property!!! most important

Parks and cemetery are the first thing people see... keep them green!!

Water the grass! Rolling Rock, is the first thing people see when they drive in - it should be beautiful.

new library and a pioneer museum with historical information about Lowell and the surrounding area.

Define where downtown is. Main St. is deceiving. People think Main St. is downtown

The parks and downtown need to be more cohesive - sidewalks connecting most parks to the main city features - post office, library, parks, and markets to the schools and grange. Mostly, sidewalk on both sides of moss street!

This survey is a waste of money. 450 households, mostly low income, could have had a door to door volunteer sampling

Lowell already has a solid base: we just need more people coming in to capitalize on it. More biking/hiking trails would be great, and better kayak /

Commercial design cohesiveness - maybe covered bridge theme - lakeside theme - resort/Lodge etc. Not a mishmash of weirdly painted bldgs.

As government offices create no income for the district (property taxes) I discourage any more publicly owned buildings

Would love to see something fun/safe for our teens to enjoy. Not sure what that would be though. Bowling alley? :)

A hotel and restaurant should be a priority.

Green grass and where is downtown?

FYI, the city hall and fire dept should be Downtown and not some side street in Lowell. Get rid of Rolling Rock Park, then rebuild botu (not sure what this word is AS) in its place. Keep the music hall for evening and day events.

Keep the parks green in the summer, clean up towns of old cars and RV in peoples front yards.

Lowell has a lot of good things going for it. Don't try to make it something it is not.

No

Rolling Rock Park is sitting on some valuable land that could be better used for commercial purposes as it is highly visible to the road that runs by it. If we made the park smaller (half the size), and allowed commercial buildings (offices, retail, restaurant) on the other half, that would be a start. Also the "Green Tortoise" building is sitting on valuable commercial land as well. If that lot could be divided and the remaining area be used for commercial use, that would be better. We also need to consider mixed used developments such as apartments above and commercial uses on the ground floor. Right now there is no downtown; the few shops and businesses we have are scattered about.

We love ot here and encourage any growth!

We need to focus on building a vibrant downtown and a connection to the Marina. The covered bridge is overrated. Many more people use the Marina Parks have been continually improving, impressive for the size of city. Downtown continues to fragment, little economic growth, needs strong zoning to become a downtown... Encourage several blocks of business density

We need to promote businesses to coming in so others from surrounding areas are coming here to shop and supporting our community. We need to upgrade the parks so they aren't outdated and run down. The Lowell state park needs bathrooms closer to the lake and shade structures closer to the water. The whole city needs an upgrade. If an increase in utility costs the money should go to updates not to staff.

Good on ya for giving us a voice. Your doing good work for our community

Stop trying to make our quiet quaint town bigger. The bigger it gets the more crime we see. We need more safety features like street lights and police presence than we do more tourist. Most of us dread summer when the "townies" come to town and real havoc on our community.

Increase tourism by developing the Lowell Marina waterfront (paddle boat rentals, cafe)

Adding or creating a splash pad area for kids

Rolling Rock park needs to be better maintained and security added

I think you are doing a great job by WANTING to improve our town in ways WE as citizens want it improved. It would be very easy for you all to use your power to do nothing, or only do what you as a governing group think should be done. I also appreciate this survey and your willingness for change!

Parks - Improved maintenance of existing parks with additional trees and larger shelters. For new parks, additional trails and more access to the lake with nonmotorized recreational dock, kayak and paddle board rentals.

Downtown - Small, traditional downtown feel with restaurants, retail, and services to meet needs of residents and visitors on North Shore Drive.

Additional multifamily housing; first floor commercial, second floor condos or apartments. Preserve and improve the western half of Rolling Rock Park for special events. Wider sidewalks and street lighting. Design standards to encourage historic architecture, such as Lowell Junior/Senior High School and the Green Tortoise. Scale of any new development should fit Lowell.

Traffic signals, speed limit enforcement.



**Lowell Downtown Master Plan  
2019**