

City of Lowell Downtown Master Plan

DOWNTOWN MASTER PLAN

Public

Review

Open House

November 14, 2018



MASTER PLAN SCHEDULE

June	Document Review and Existing Conditions
June/July	Physical Analysis
July/Aug	Stakeholder Interviews and Engagement
Sept	Focus Groups
Sept 29th	Downtown Design Workshop
Oct	Plan Refinement
Nov 5th	Steering Committee Meeting 4
Nov 14th	Public Meeting
Dec/Jan	Policy and Code Amendments
Feb/Mar	Review of Draft Downtown Master Plan
Apr/May	Public Hearings and Adoption

Downtown Master Plan Study Area





ENGAGEMENT BY THE NUMBERS

- 3** Steering Committee Meetings
- 7** Hours at the Blackberry Jam Festival
- 117** Survey Responses
- 3** Focus Groups
- 1** All-Day Downtown Design Workshop

Blackberry Jam Festival Comments

Green = Something that is working well

Red = Something that is not working or needs attention

Yellow = Opportunity

Most Common Comments

- Need more food options
- More shade in open spaces
- Better and safer connections to the lake



Survey Findings

Top Strengths

1. Natural Setting
2. Proximity to Eugene/Springfield
3. Walkability

Challenges to Address

1. Commercial/Retail Services
2. Clearly Defined Downtown
3. Housing Affordability
4. Tourism

Top Opportunities

1. Tourism associated with the Lake
2. Retail and Restaurant Development
3. Residential Development and Improvement
4. Tourism associated with Hiking/Biking

Priorities for Future Growth

1. Preserving Parks and Open Space
2. Commercial Retail Growth
3. Affordable Residential

Focus Group Feedback

Recreational Providers and Users

Opportunities to connect parks to Downtown

Lowell Schools

Growing closer to Main Street

Business and Landowners

Need a clearly identified downtown

Relocating City Hall to/near Rolling Rock Park

Downtown Design Workshop

21 Participants

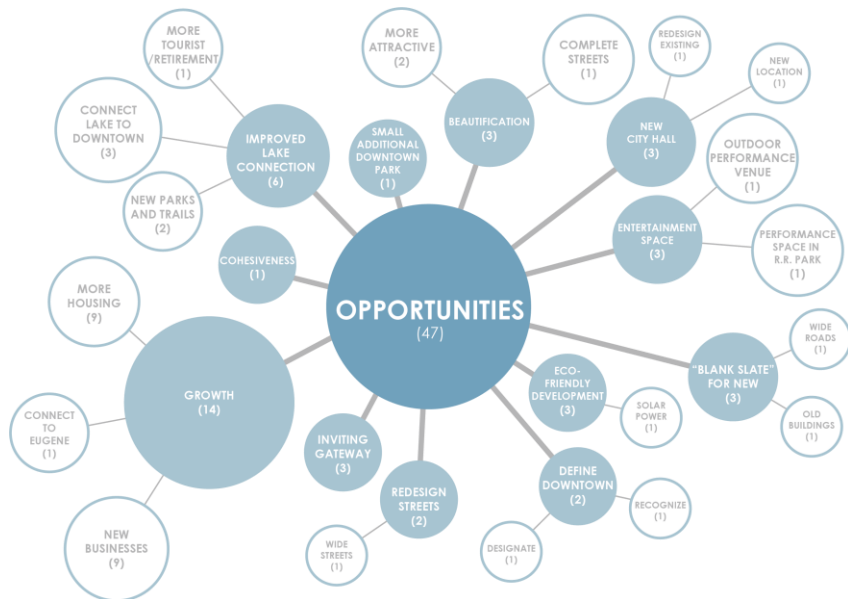
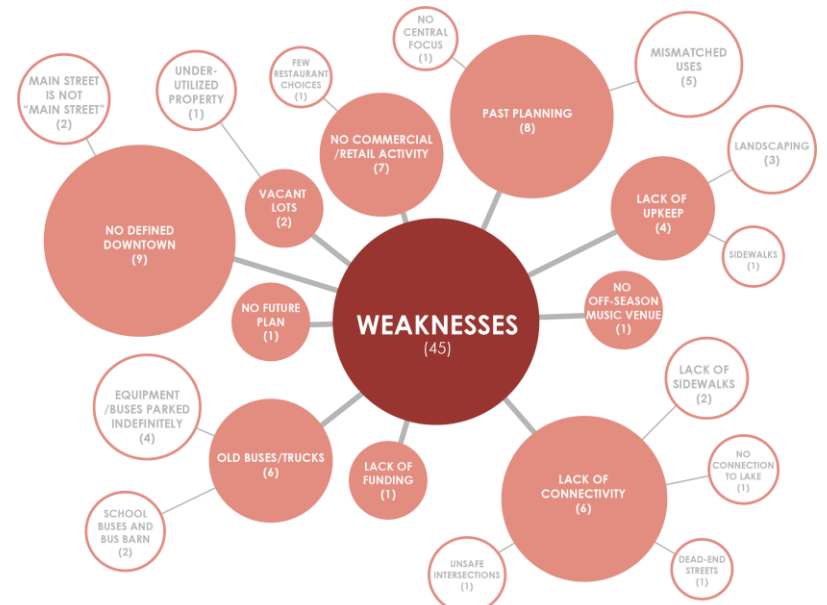
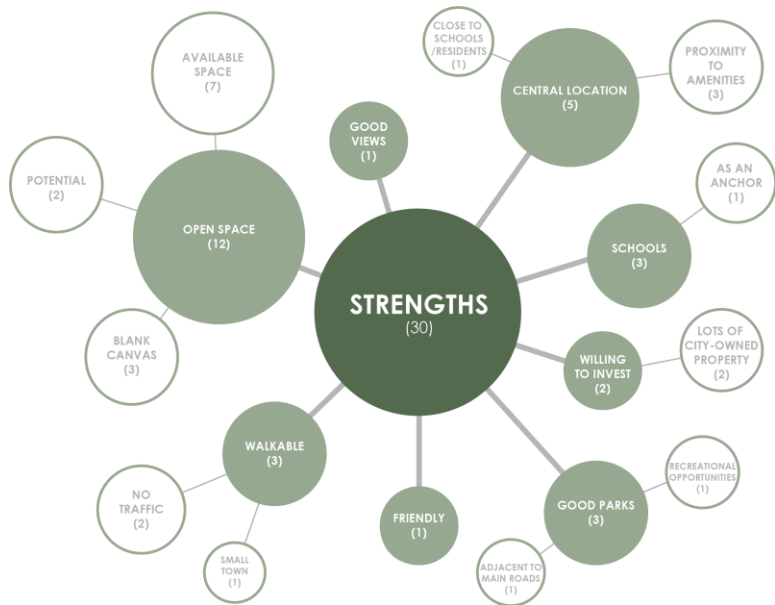
ACTIVITIES:

- Visual Preference Survey + Principle Development
- Site Analysis + Verification
- Vision Development
- Design Game + Analysis
- Preferred Alternative Development
- Regulating Plan Development



WORKSHOP OUTCOMES

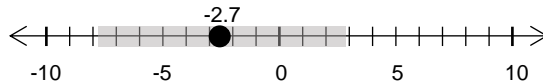
SWOT Results



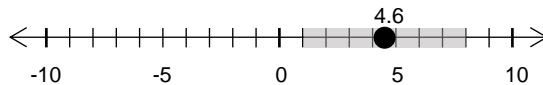
Visual Preference Survey Results



Average / Standard
Deviation: -2.7/5.3



Average / Standard
Deviation: 4.6/3.6



Lessons Learned

- Building frontage on street
- Continuous sidewalks covered by awnings
- Connected buildings
- Mixed-use buildings
- Old buildings give character
- Street trees

Planning Patterns

- Wide Sidewalks
- Paths (walking/multi-use)
- Two-story, mixed-use buildings
- Awnings on building frontages
- Roundabouts
- Street Trees
- Building frontages on the street
- Gateways
- Lined Parks (with frontages facing park)
- Porches
- Traffic calming (bulbous, landscaping)



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.

Goals and Principles

Quaint Downtown

- Lined street front
- Slow Traffic
- Small town feel
- Walkable
- City Hall at the center

Central Park

- Green and blue spaces
- Regularly spaced trees along streets
- Park street-to-street

Multi-Story Mixed-Use Buildings

- Mix of Commercial and Residential'
- Diversity of businesses (more retail/commercial ["storefront"])

Variety of Homes

- Front Porches
- Housing facing the street

Connected, Wide Sidewalks

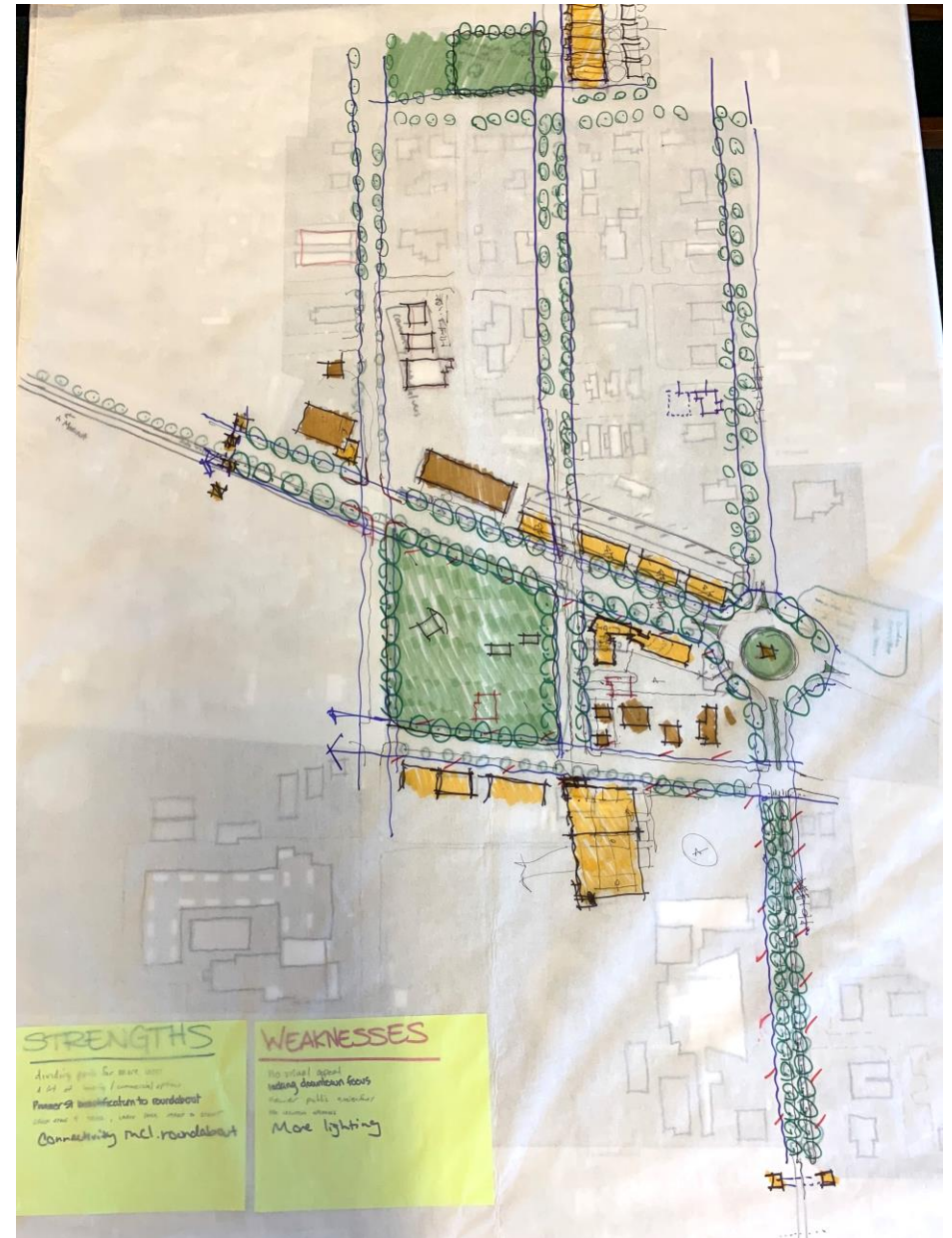
- Paths connecting park spaces and lake
- Connect Downtown to Dexter Lake
- Safe crossings for pedestrians

Alternatives

Preferred Alternative

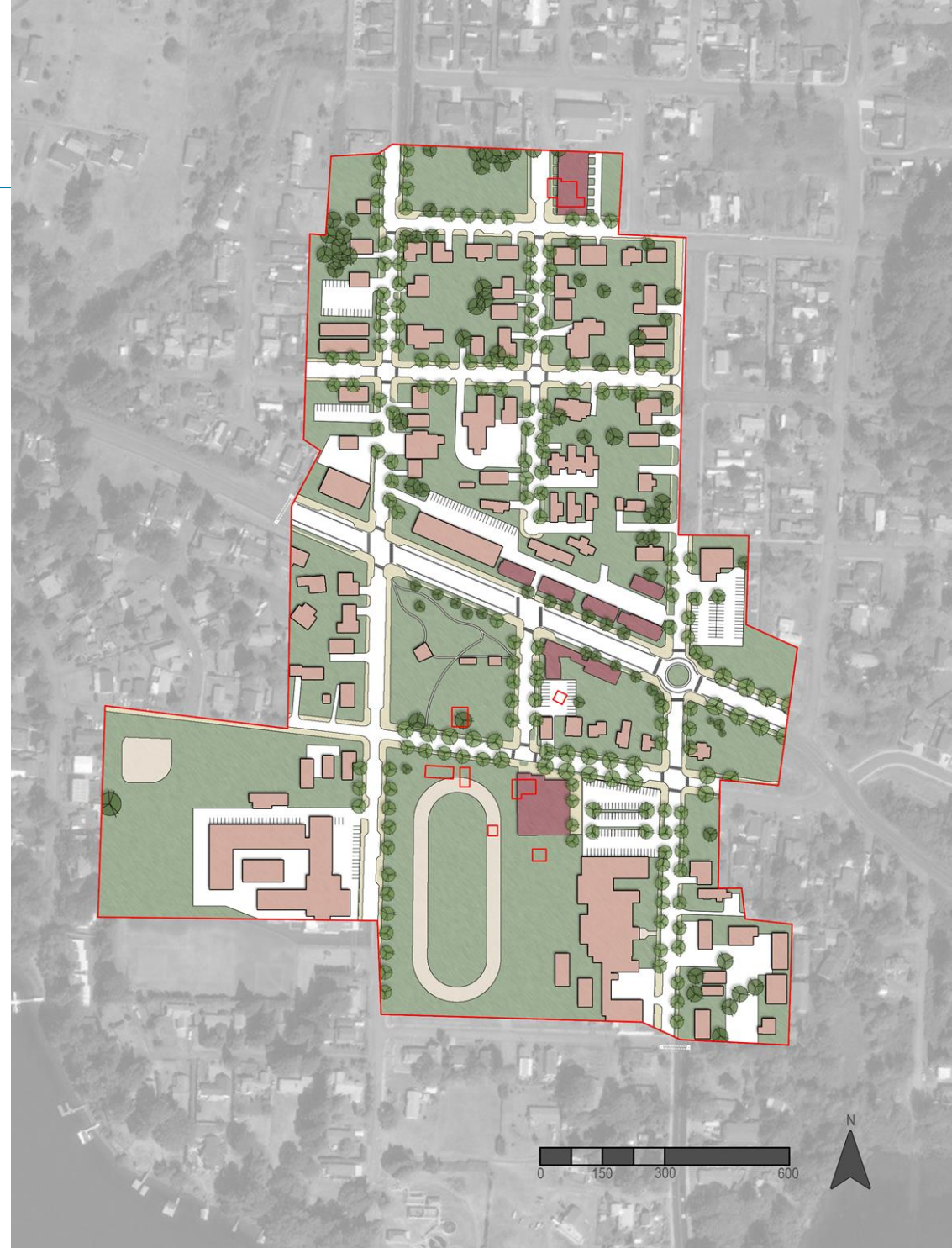
Common Themes:

- Sidewalks to greenspace
- Mixed-use buildings with residential along North Shore Drive
- Street trees
- Gateway locations
- Roundabout
- Central park orientation
- Central location of City Hall and Library

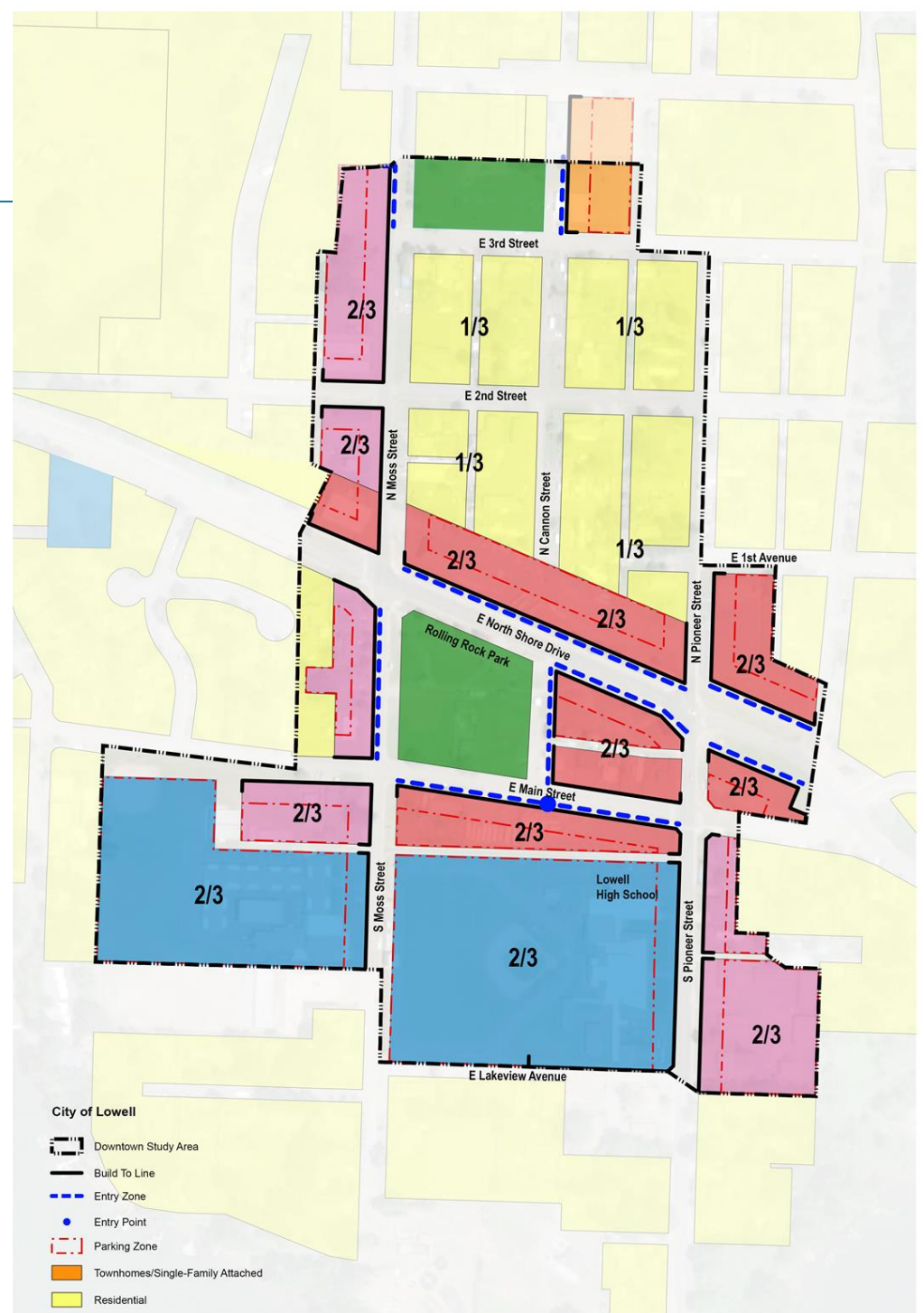


Illustrative Plan

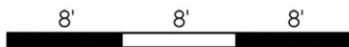
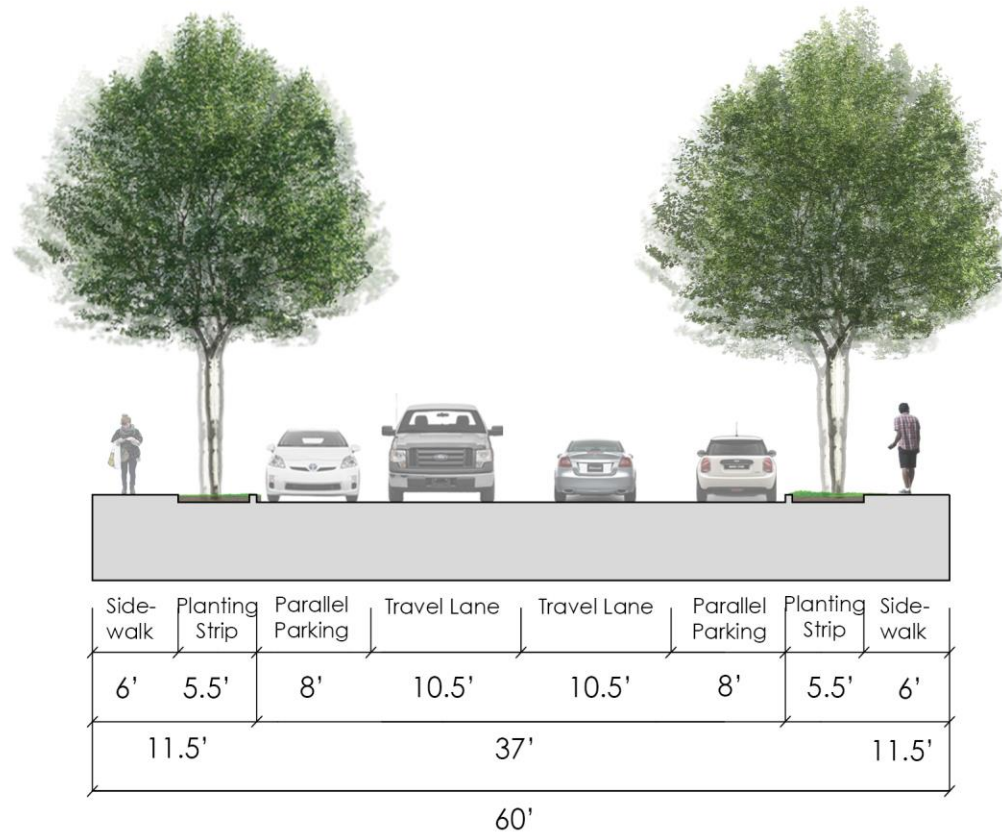
- ✓ Sidewalks to greenspace
- ✓ Mixed-use buildings along North Shore Drive
- ✓ Street trees
- ✓ Gateways
- ✓ Roundabout
- ✓ Central park
- ✓ Central location of City Hall and Library



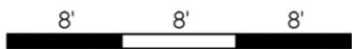
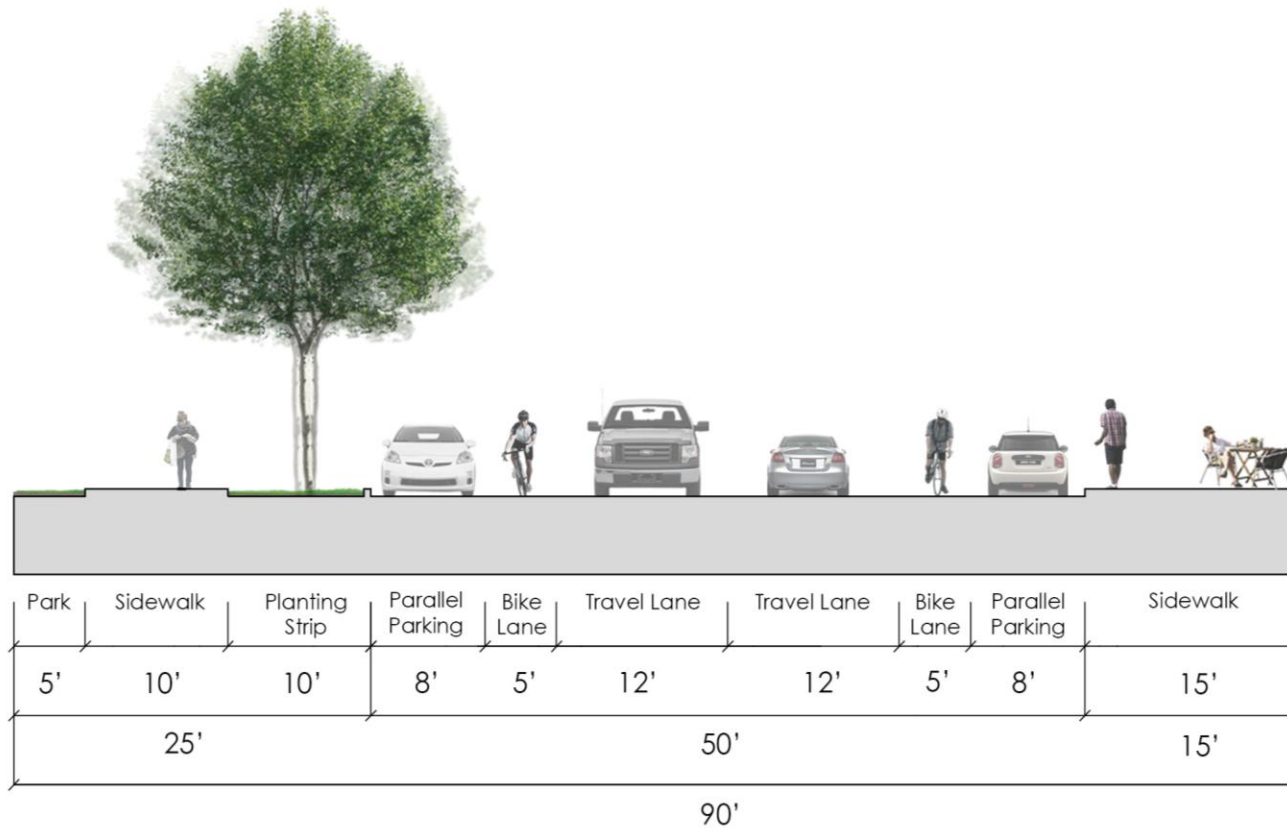
Regulating Plan



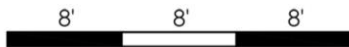
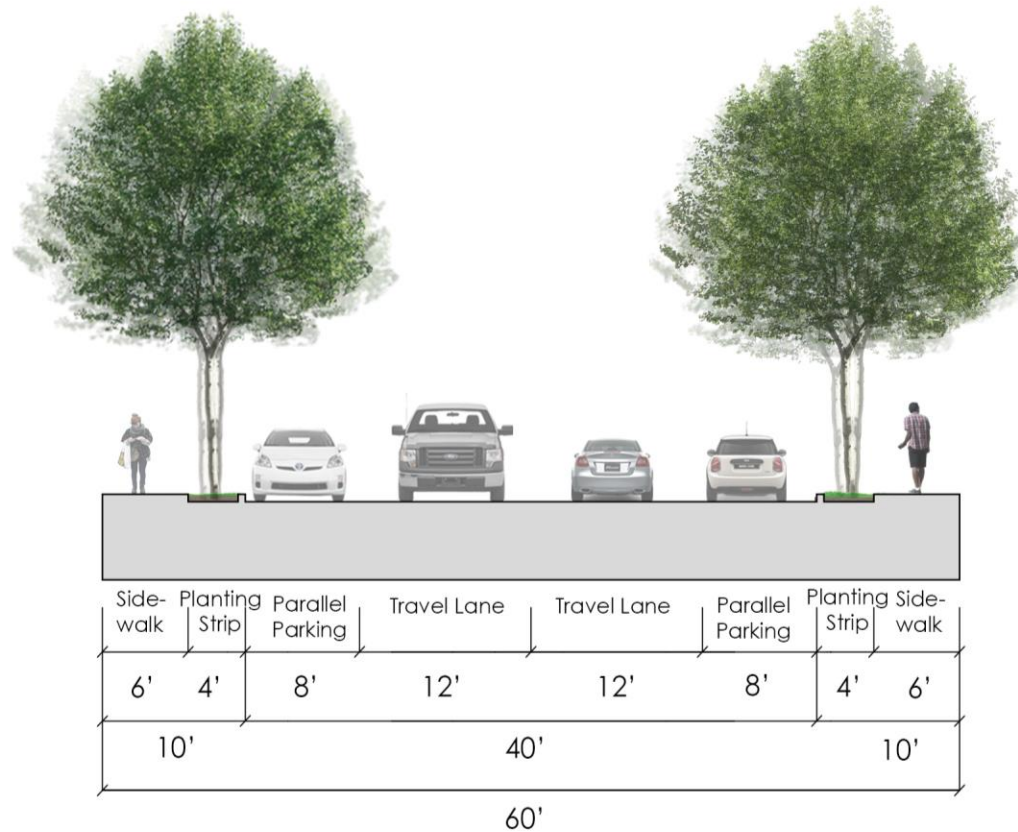
Street Section: Moss St. / Main St.



Street Section: North Shore Drive



Street Section: Pioneer Street



Gateway Concept: Pioneer Street



DOWNTOWN MASTER PLAN

Master Plan Contents

1. Background + Context
2. Design Process Overview
3. Public Engagement
4. Vision
5. Goals + Principles
6. Planning Patterns
7. Illustrative Plan
8. Regulating Plan
9. Projects
 - a. Downtown Gateway Concepts
 - b. Streetscape Improvements
 - c. Projects 3, 4, etc.
10. Implementation Strategy
11. Capital Improvements Plan

Potential Projects

1. Gateways
2. Park Improvements
3. City Hall and Library Concept Plan
4. Sidewalk Improvements (County plans?)
5. Bike Lanes
6. Street Trees
7. What else??

Next Steps

Task 5: Policy and Code Amendments

Task 6: Prioritized Capital Improvements Plan and Implementation Strategy

Task 7: Review of Draft Lowell Downtown Master Plan

Schedule

Dec/Jan	Policy and Code Amendments
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