

City of Lowell Downtown Master Plan

DOWNTOWN MASTER PLAN

Steering

Committee

Meeting

November 5, 5018



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
Nov/Dec	Policy and Code Amendments
Jan/Feb	Review of Draft Downtown Master Plan
Mar/Apr	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 activities in the parks: music, water play, etc.
- More shade in open spaces
- Better and safer connections to the lake
- Bus service on the weekends



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

Interest in finding recreational activities that help connect parks to Downtown and future economic development

Opportunities for further trail connectivity, camping/cabins along Dexter Lake

Lowell Schools

Both the high school and elementary school have plans to grow closer to Main Street but have no deliberate frontage plans

Lack of housing for educators in Lowell

Desire to relocate the bus barn off of Main Street

Business and Landowners

Need to clearly identify downtown, clean it up, and optimize prime frontage

Preference for activity to be focused on North Shore Drive

Relocating City Hall to/near Rolling Rock Park would benefit downtown

Downtown Design Workshop

21 Participants

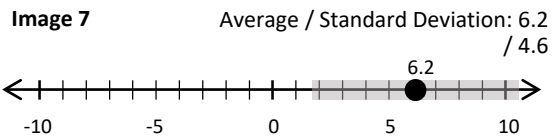
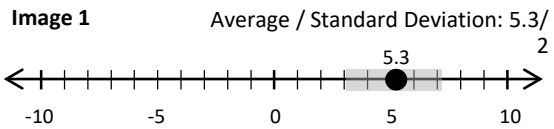
ACTIVITIES:

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



Visual Preference Survey Results

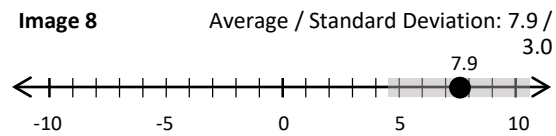
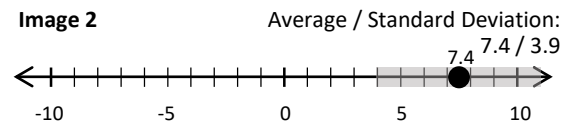
Pair 1: Images 1, 7



Lessons Learned

- Housing faces park
- Front porches on houses
- Shade trees
- Clean and open park
- Friendly looking

Pair 2: Images 2, 8

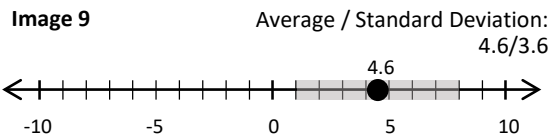
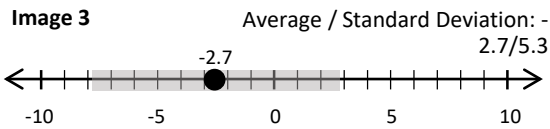


Lessons Learned

- Sense of community
- Old style of architecture
- Landscaped plaza
- Human scale
- Buildings surround public space

Visual Preference Survey Results

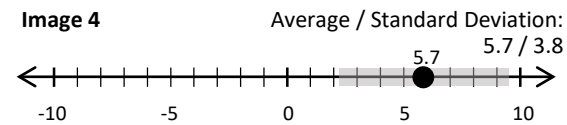
Pair 3: Images 3, 9



Lessons Learned

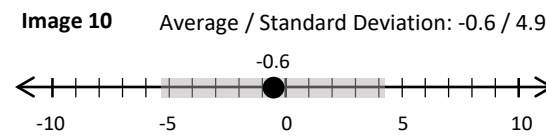
- Building frontage on street
- Continuous sidewalks covered by awnings
- Connected buildings
- Mixed-use buildings
- Old buildings give character
- Street trees

Pair 4: Images 4, 10



Lessons Learned

- Regularly spaced street trees
- Porches
- Visible entries
- Garages in back
- Continuous building frontage



Lessons Learned

- Garages in front
- Recessed entry
- No street trees
- No sidewalk

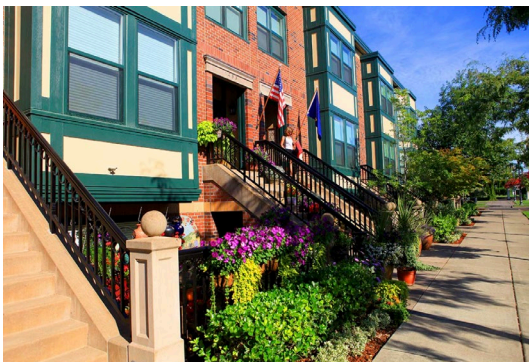
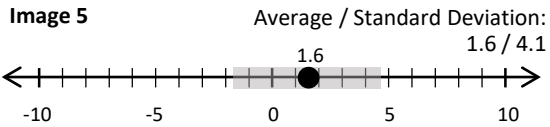
Visual Preference Survey Results

Pair 5: Images 5, 11



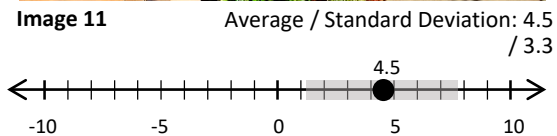
Lessons Learned

- Isolated feel



Lessons Learned

- Wide sidewalk
- Visible entries
- Inviting

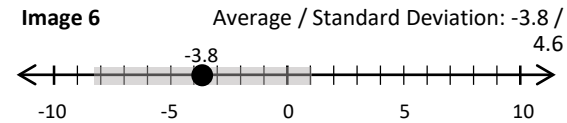


Pair 6: Images 6, 12



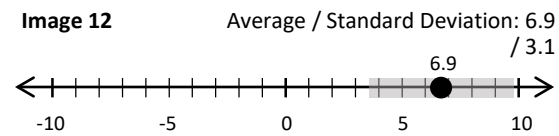
Lessons Learned

- Not really at entry

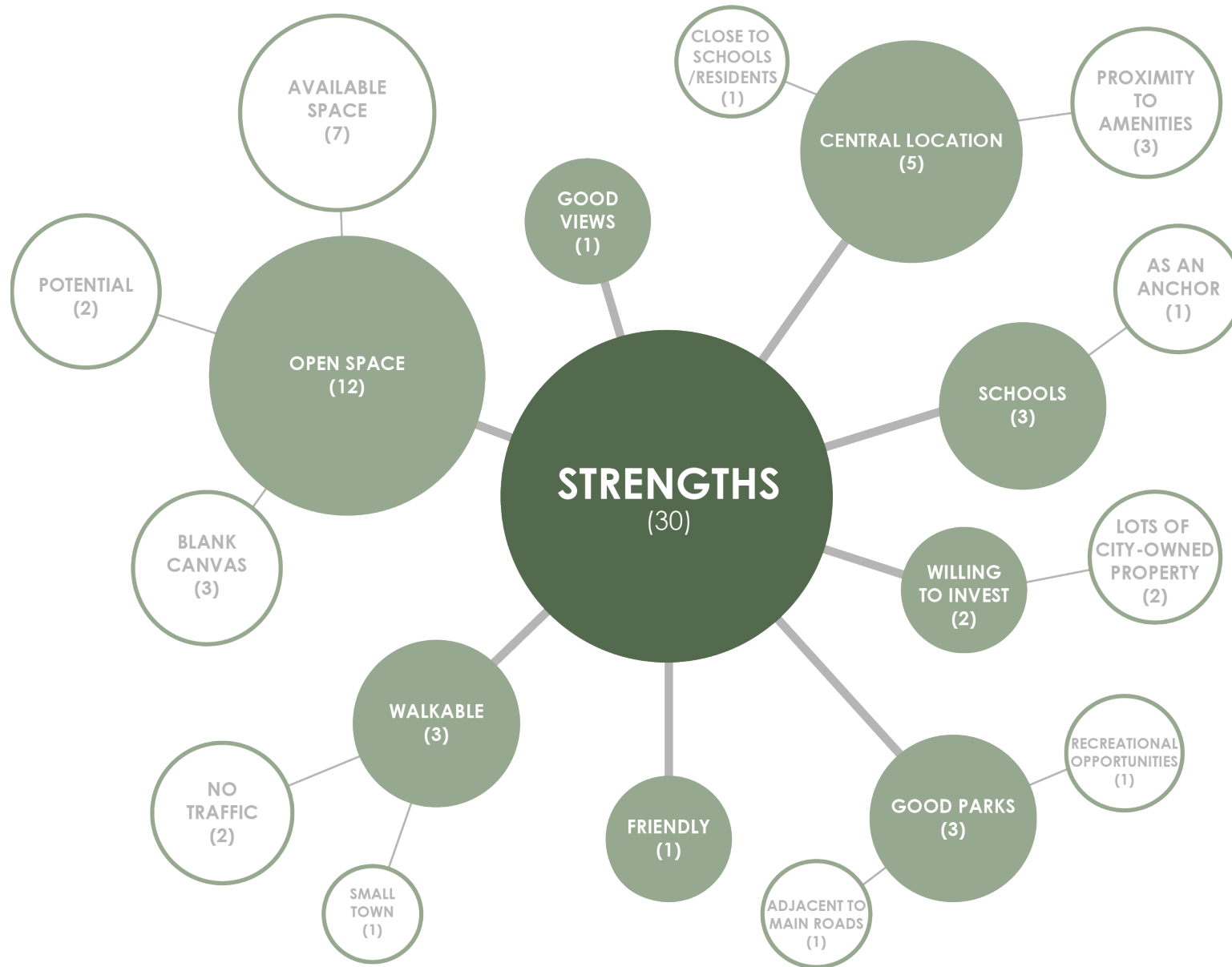


Lessons Learned

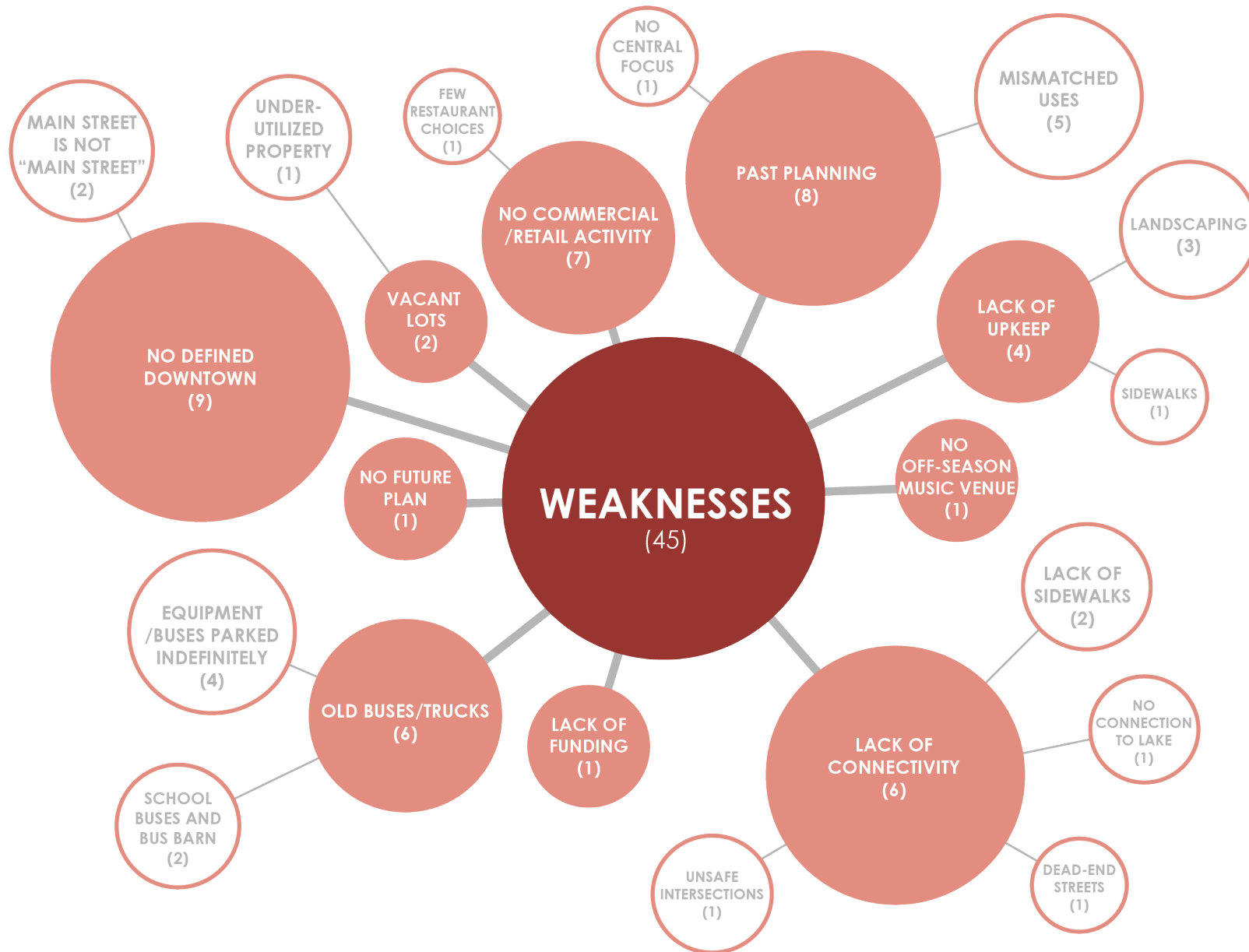
- Large gateway with large lettering
- Unique style
- Actually at the entry of downtown



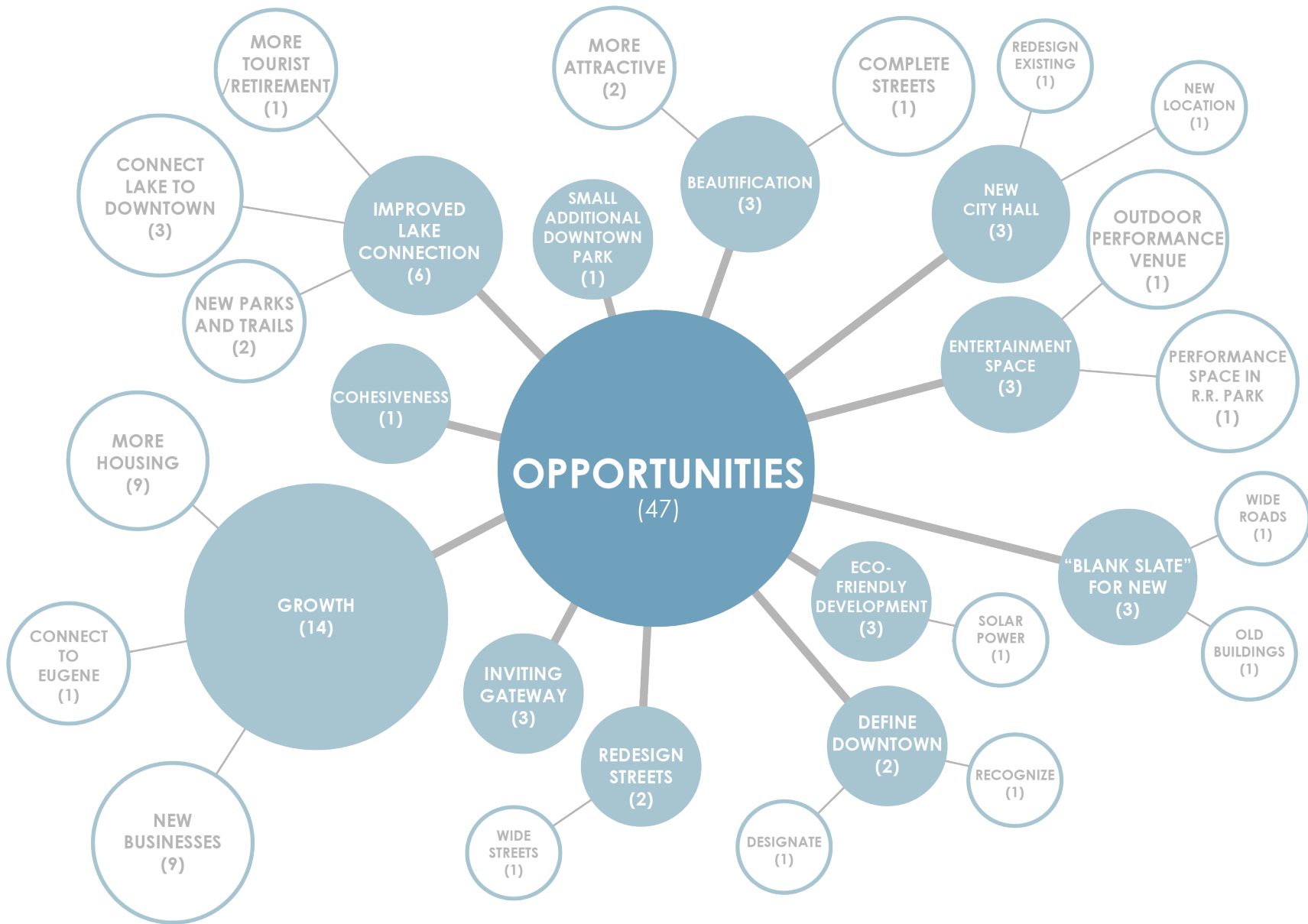
SWOT Results



SWOT Results



SWOT Results



SWOT Results



WORKSHOP OUTCOMES

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

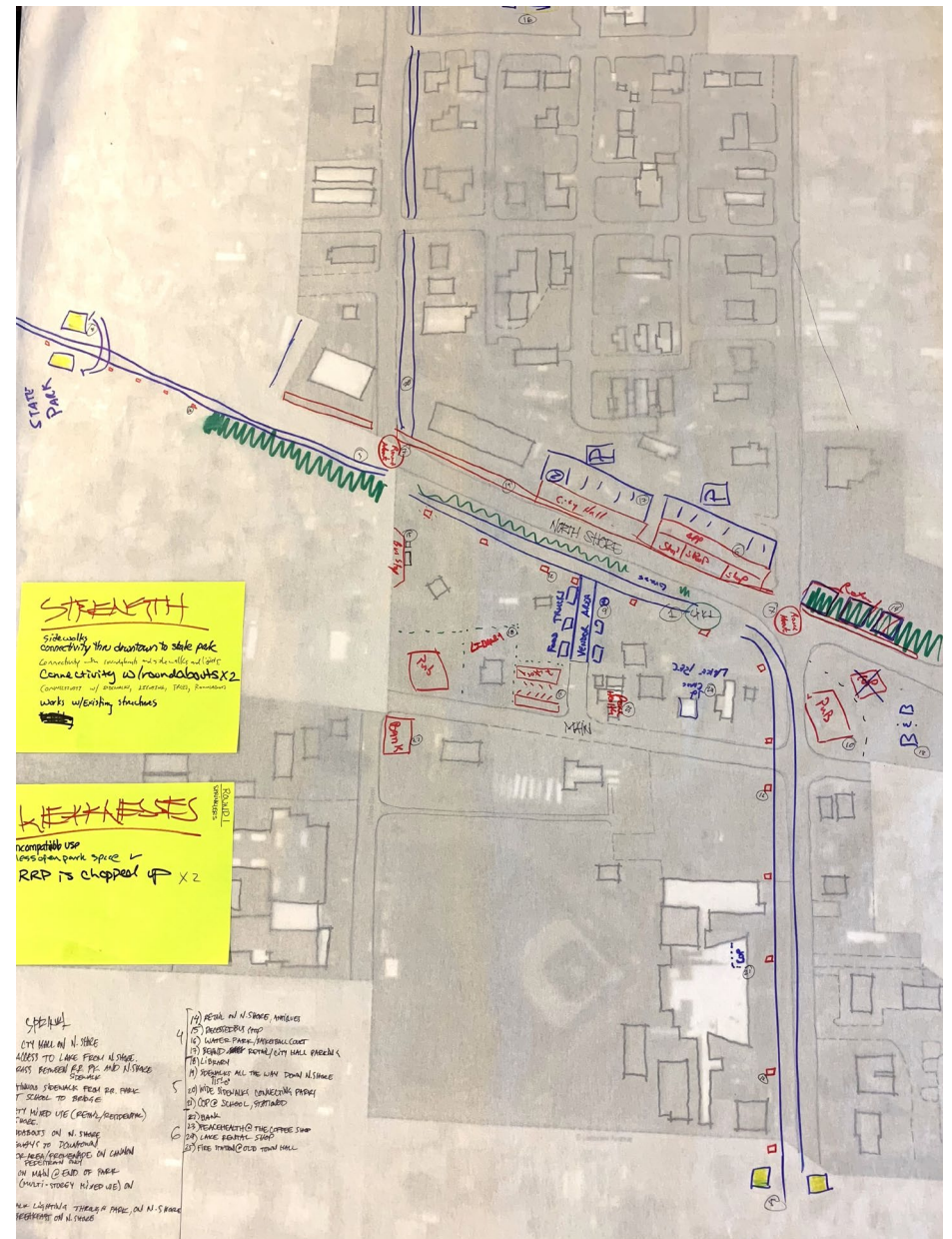
Planning Patterns

- 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)



Alternatives

Minimum Changes



Alternatives

Maximum Changes

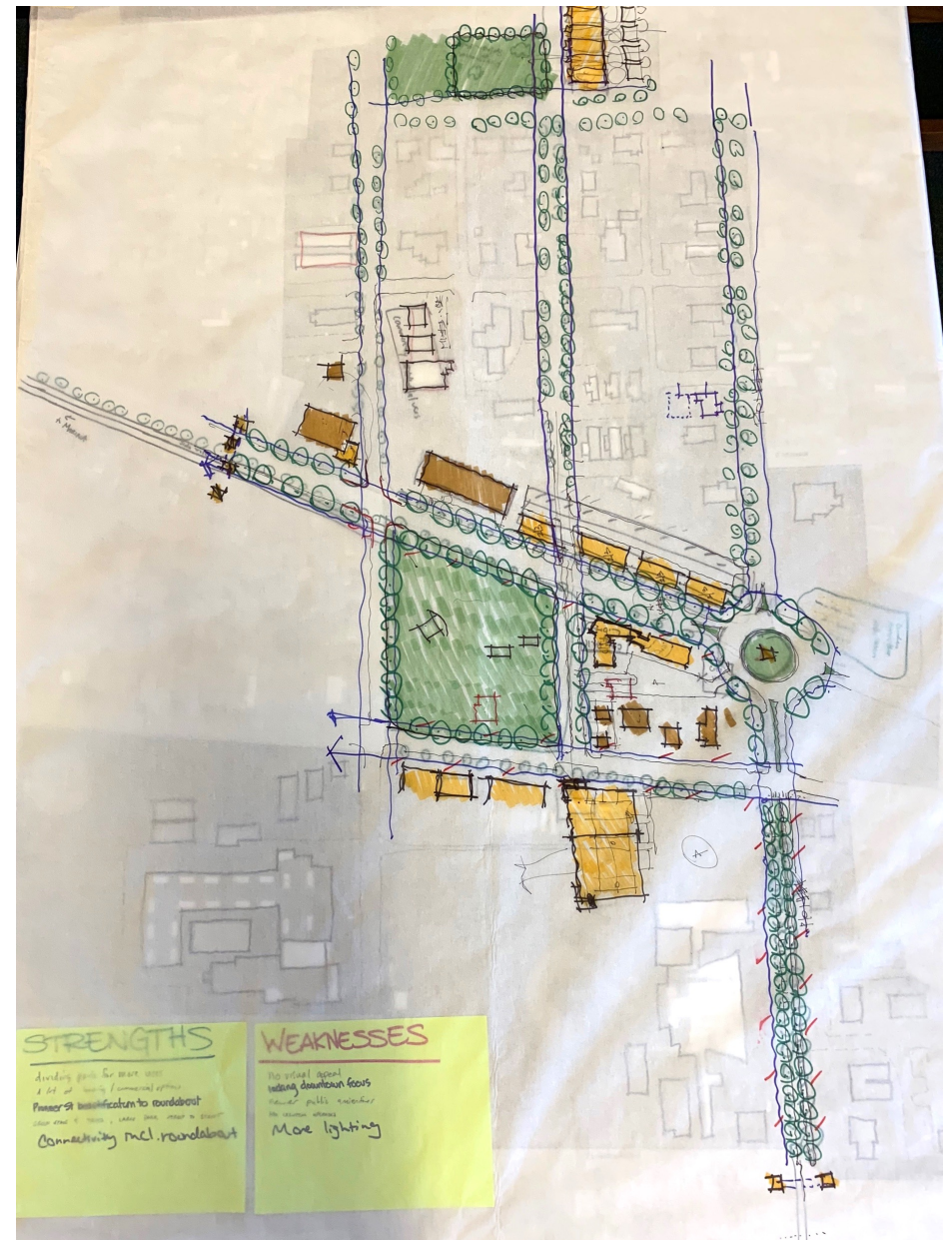


Alternatives

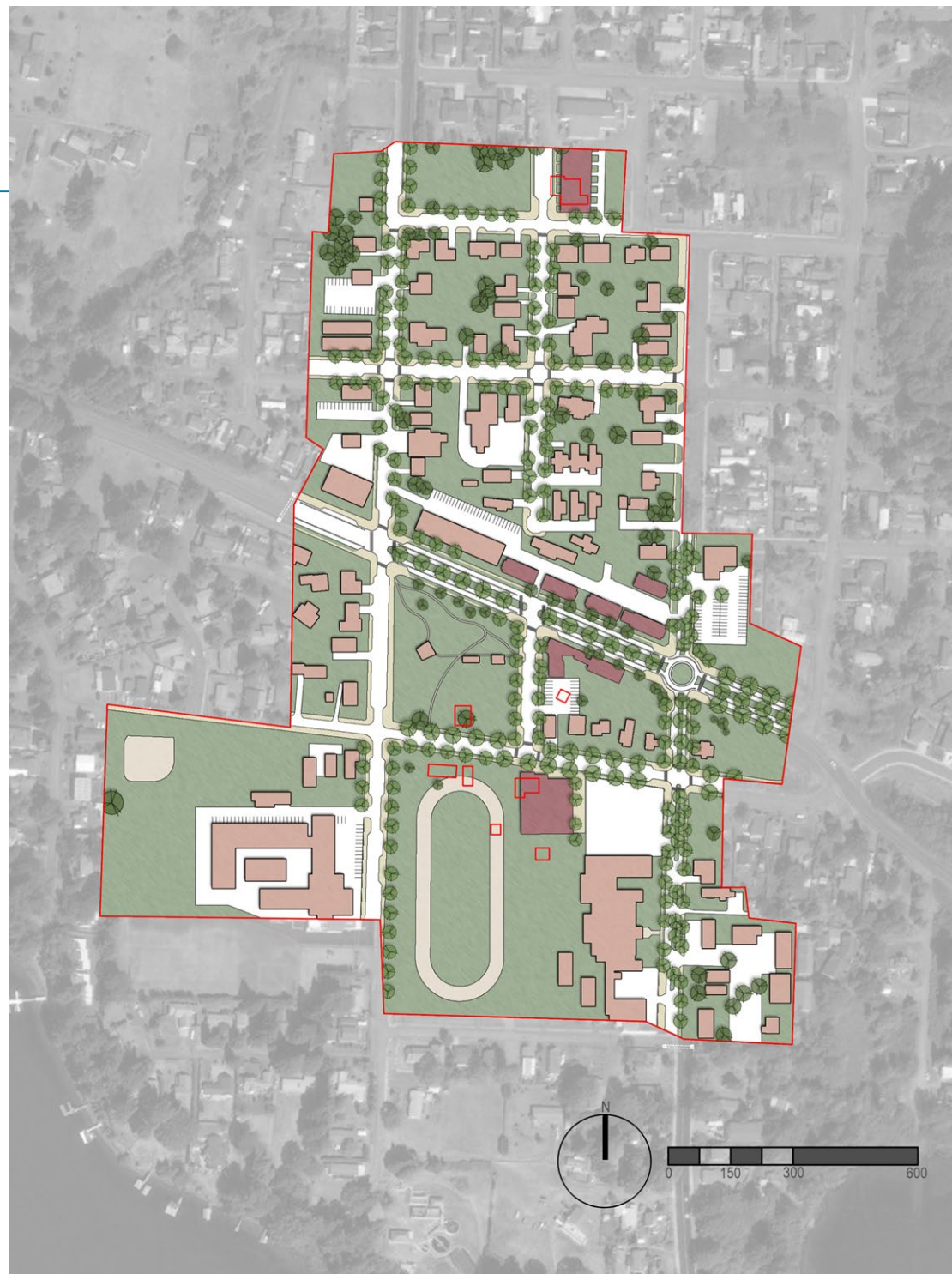
Preferred Alternative

Common Themes:

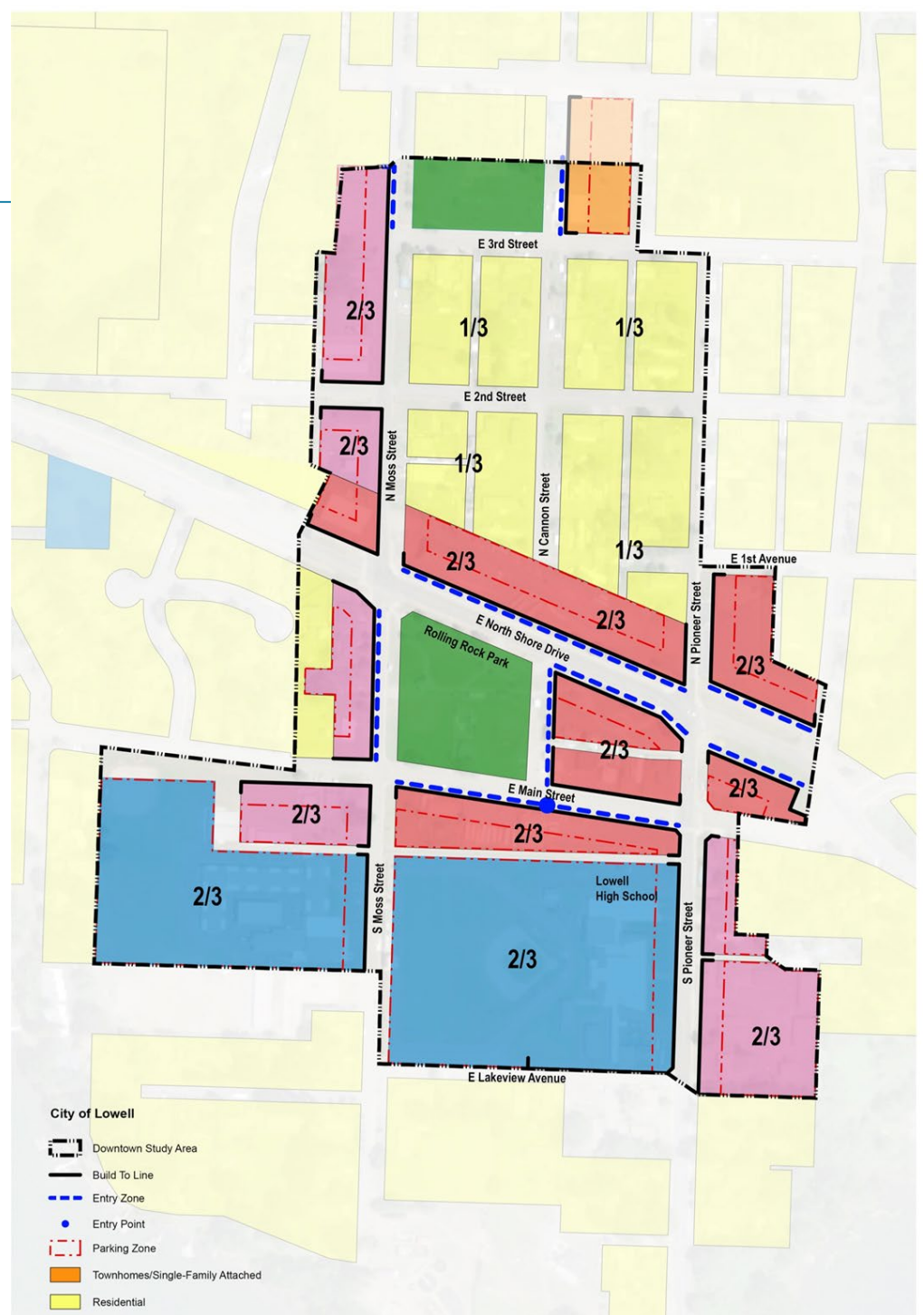
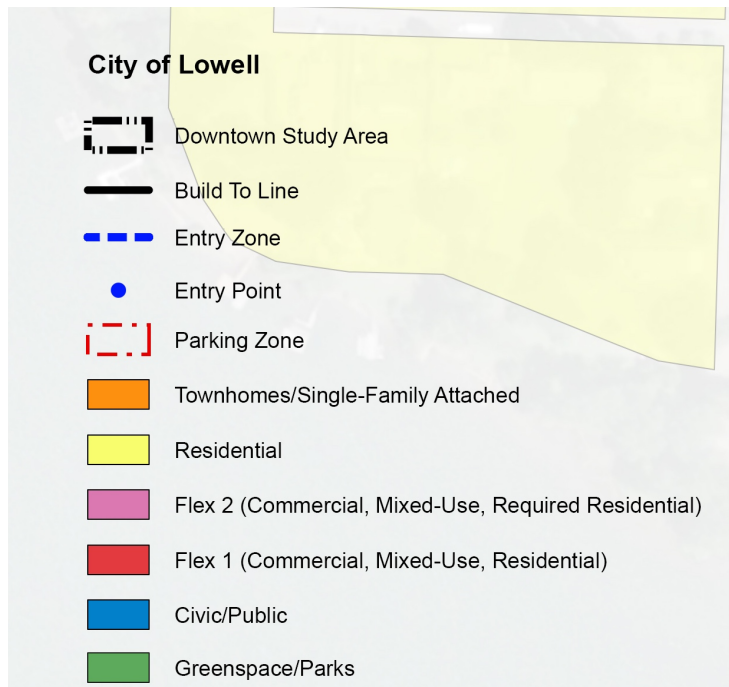
- Sidewalks to greenspace
- Mixed-use buildings with residential along North Shore Drive
- Street trees
- Gateway locations
- Roundabout
- Central park orientation
- Central location of City Hall and Library



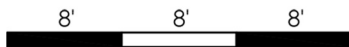
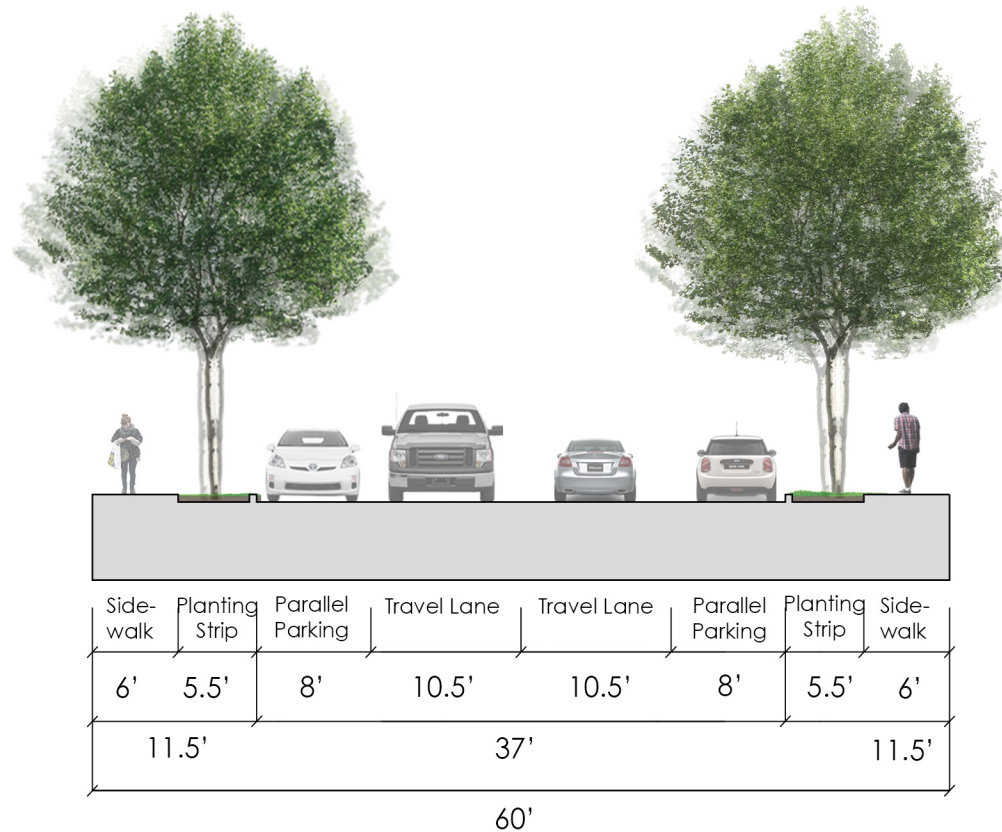
Illustrative Plan



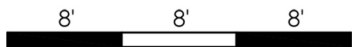
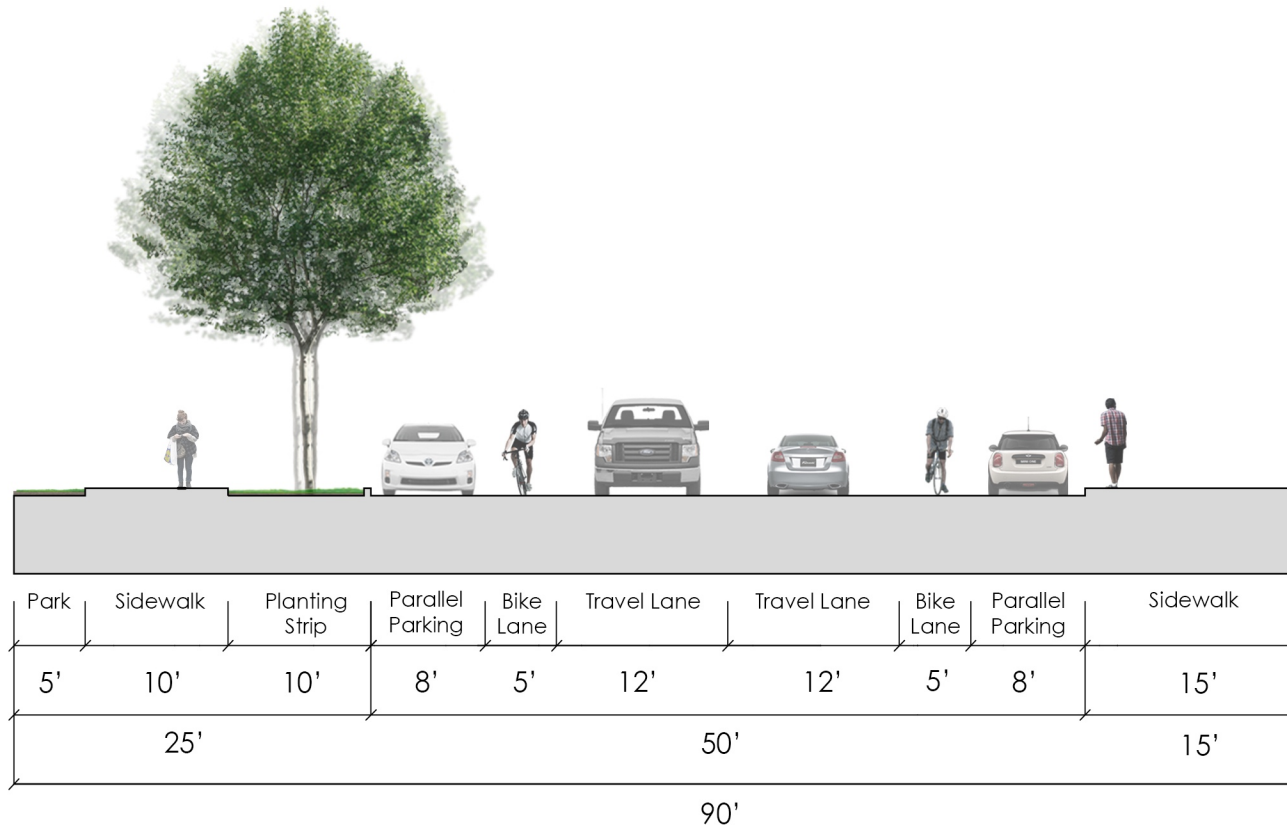
Regulating Plan



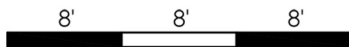
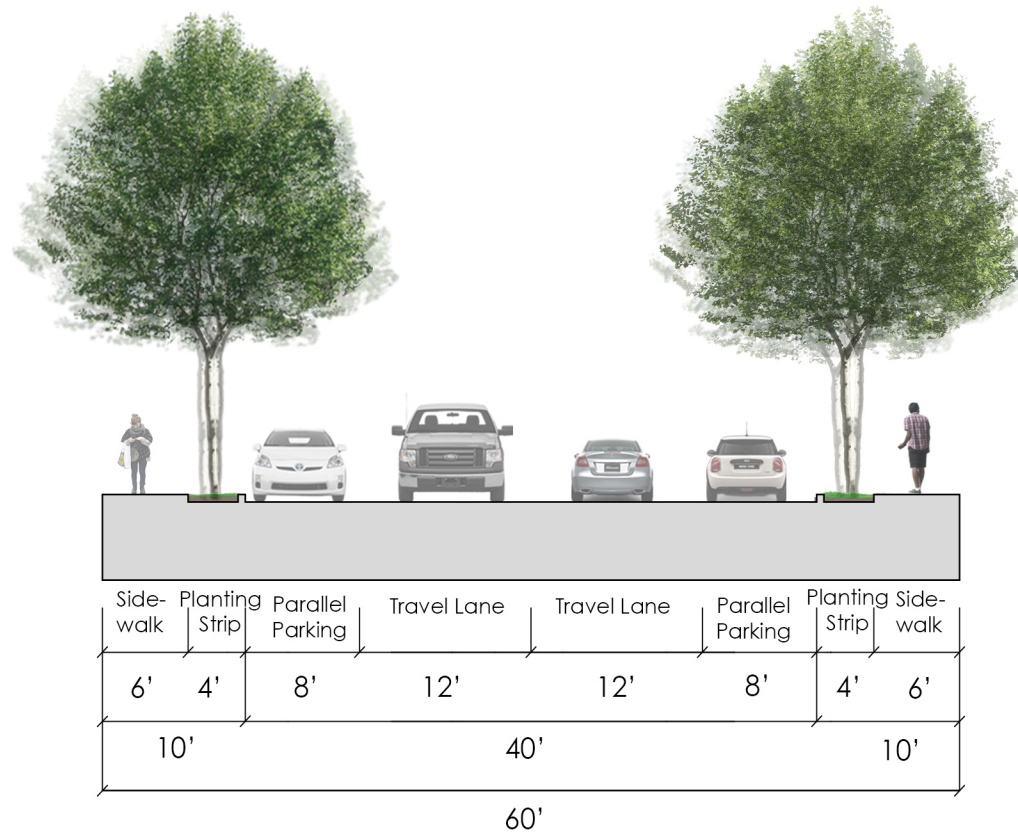
Street Section: Moss St. / Main St.



Street Section: North Shore Drive



Street Section: Pioneer Street



DOWNTOWN MASTER PLAN

Master Plan Table of Contents

Section 1

- Background + Context
- Existing Conditions

Section 2

- Design Process Overview
- Public Engagement

Section 3

- Vision
- Goals + Principles

Section 4

- Concept Plans
 - Illustrative Plan
 - Regulating Plan
- Projects + Locations Map
 - Downtown Gateway Concepts
 - Streetscape Improvements
 - Projects 3, 4, etc.

Section 5

- Implementation Strategy
- Capital Improvements Projects

Appendices

- Strategic Plan
- Zoning Map
- Academic Development Plan

Potential Projects

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

Next Steps

Public Meeting: Nov 14th

Task 5: Policy and Code Amendments

- Recommended Policy Amendments
- Recommended Development Code Amendments
- Steering Committee Meeting #5

Task 6: Prioritized Capital Improvements Plan and Implementation Strategy

- Descriptions, Details, Cost Estimates
- Implementation Strategy for Capital Improvement Projects
- Steering Committee Meeting #6

Task 7: Review of Draft Lowell Downtown Master Plan

- Steering Committee Meeting #7

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