

An aerial photograph of a street in Creswell, Oregon. The street is paved and has white lane markings. On the left side of the street, there are several white buildings, possibly industrial or commercial. On the right side, there are more buildings, including one with a red roof. In the background, there are mountains under a clear sky. The text "Creswell Downtown Plan" is overlaid in the center of the image.

***Creswell
Downtown
Plan***

Downtown Plan Focus

- **Transportation**
- **Land Use**

Other Existing Plans

- **Transportation System Plan (1998)**
- **Creswell Development Code (1999)**
- **Interchange Refinement Plan (1999)**

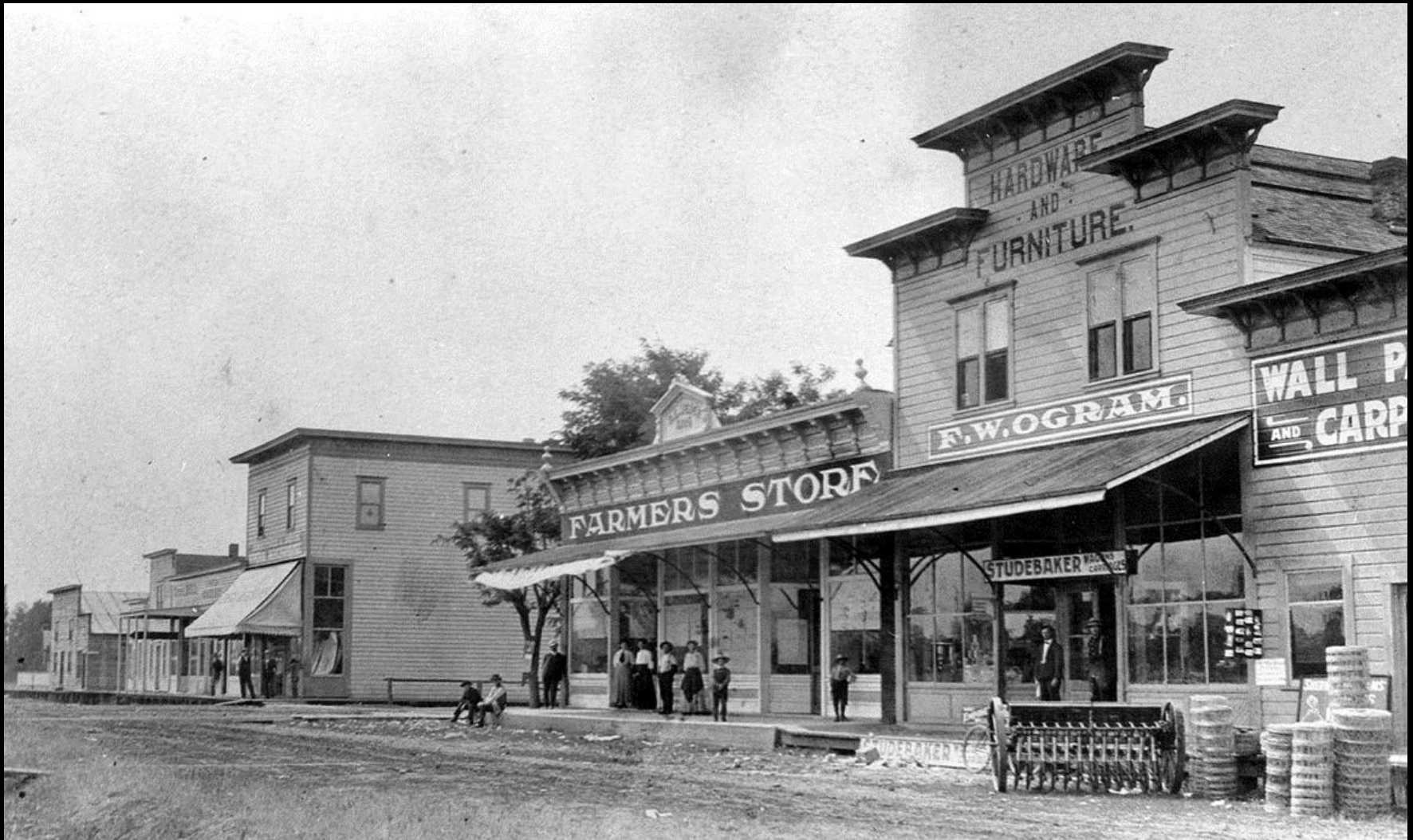
Planning Process

- 10 member citizen advisory committee (CAC)
- Issues survey
- 2 public workshops (September 2000 and February 2001)
- Joint work session for the CAC, City Council, and Planning Commission
- Joint Planning Commission/City Council public hearing scheduled for Tuesday, May 29.

Downtown Plan Components

- 1. Assessment**
- 2. Vision**
- 3. Plan**

Assessment



1905



1911

Transportation Related Issues

Dangerous Intersections

- Oregon Avenue at Front Street and Mill Street

Parking

- Angle Parking Dangerous
- Potential Loss of Parking





Pedestrian/Auto Conflicts

- Long Crossing Distances
- Missing Sidewalks

Access Control

- Unimproved Streets
- Multiple Curb Cuts



Bicycle Facilities

- Limited Bicycle Parking
- No safe bicycle access downtown



Land Use Related Issues

Existing Buildings

- Some downtown buildings are in poor condition



Current Development Code Does Not Insure Good Downtown Development

- Permitted Uses
- Setbacks
- Building Design



Off-street Parking Requirements Discourage Redevelopment and Development on Small Lots



Other Downtown Issues

**Lack of
Theme or
Unifying
Elements**

**Narrow
Sidewalks
Limit
Potential
Uses**

- Plantings
- Outdoor Seating
- Bicycle Parking
- Sidewalk Displays



The Common Theme

People love the small town feel of Creswell and want a downtown they can be proud of.

Downtown Creswell has a lot going for it:

- *City Hall, Library, Community Center*
- *Some great businesses*
- *Proximity to Residences*
- *Proximity to I-5*
- *Wide right-of-way on Oregon Avenue*
- *People that care*

The Vision

1. Downtown Presentation (public workshop)
2. Visual Preference Survey (VPS)

Visual Preference Survey Results

Most Positive















Visual Preference Survey Results

Most Negative



Mobil

Food mart

Car care

99¢

1.03¢

1.19¢

Esperium

Pizza Hut

WESTERN BANK
Savings

A&W

WIK

FOUR'S CHURCH







Like

- Well maintained buildings
- Street trees
- Colored crosswalks
- Bike lanes
- Brick sidewalks
- Parallel parking
- Nice pedestrian scale signs
- Design details on buildings
- Quality building materials
- Landmark buildings
- Banners
- Benches
- Bicycle parking
- Public spaces

Dislike

- Missing or narrow sidewalks
- Non-pedestrian friendly streets
- Streets that are difficult to cross
- Parking lots next to streets
- Poorly maintained buildings
- Blank walls and bland buildings
- Sterile streetscapes
- Too many curb cuts
- Power lines and poles

Vision Statement

Downtown Creswell will enhance our residents' quality of life by providing an economically viable and attractive business community served by safe and efficient transportation options, while maintaining the City's historic, small-town, and friendly atmosphere.

Objective 1

Improve auto, bike,
and pedestrian
access and safety
throughout the
downtown and
provide a
comfortable
environment for
pedestrians and
bicyclists.



Creswell Downtown

Pedestrian Improvements

Draft

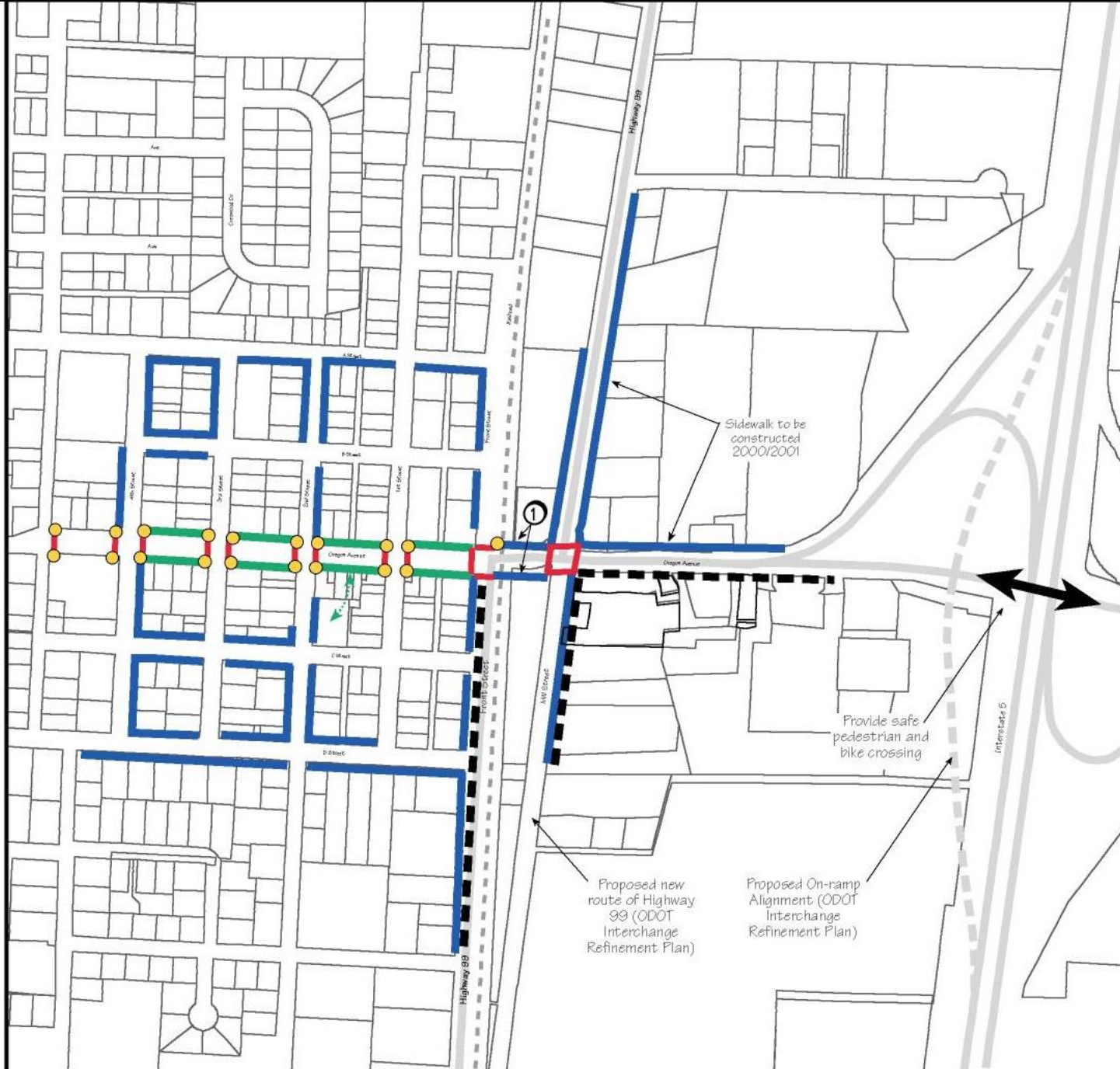
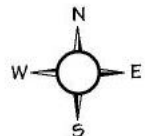
February 1, 2001

Legend

-  New Sidewalks
-  Widened Sidewalks (14 feet)
-  Curb Extensions
-  Colored or Textured Cross Walks
-  Pedestrian Connection
-  Consolidate Access Points
-  ① Improve Pedestrian Crossing at Tracks (make ADA compliant)

Note: see adopted Creswell Transportation System Plan (1998) for information on projects outside of the downtown area.

0 100 200 feet
Scale



Creswell Downtown Street Improvements Draft

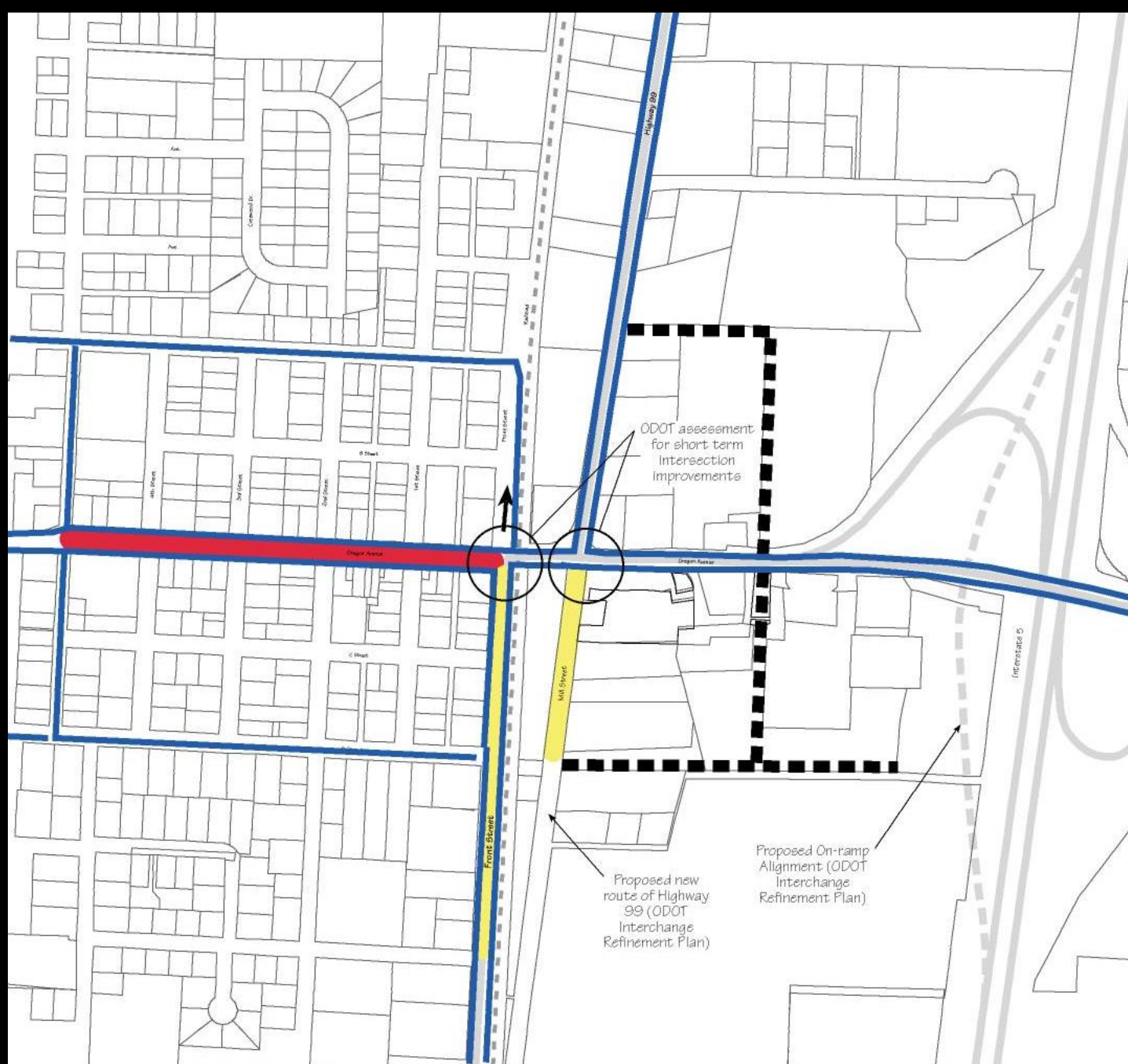
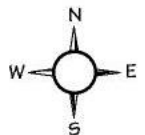
February 1, 2001

Legend

-  Streetscape Enhancements (widened sidewalks, curb extensions, textured crosswalks, bike parking, benches, hanging baskets) - see Pedestrian Improvements Map and Downtown Concept Plan for details
-  Bike Lanes
-  New Public Street (with on-street parking)
-  Convert to One Way Street
-  Bring up to Urban Standards (sidewalks/curb and gutter)

Note: see adopted Creswell Transportation System Plan (1998) for information on projects outside of the downtown area.

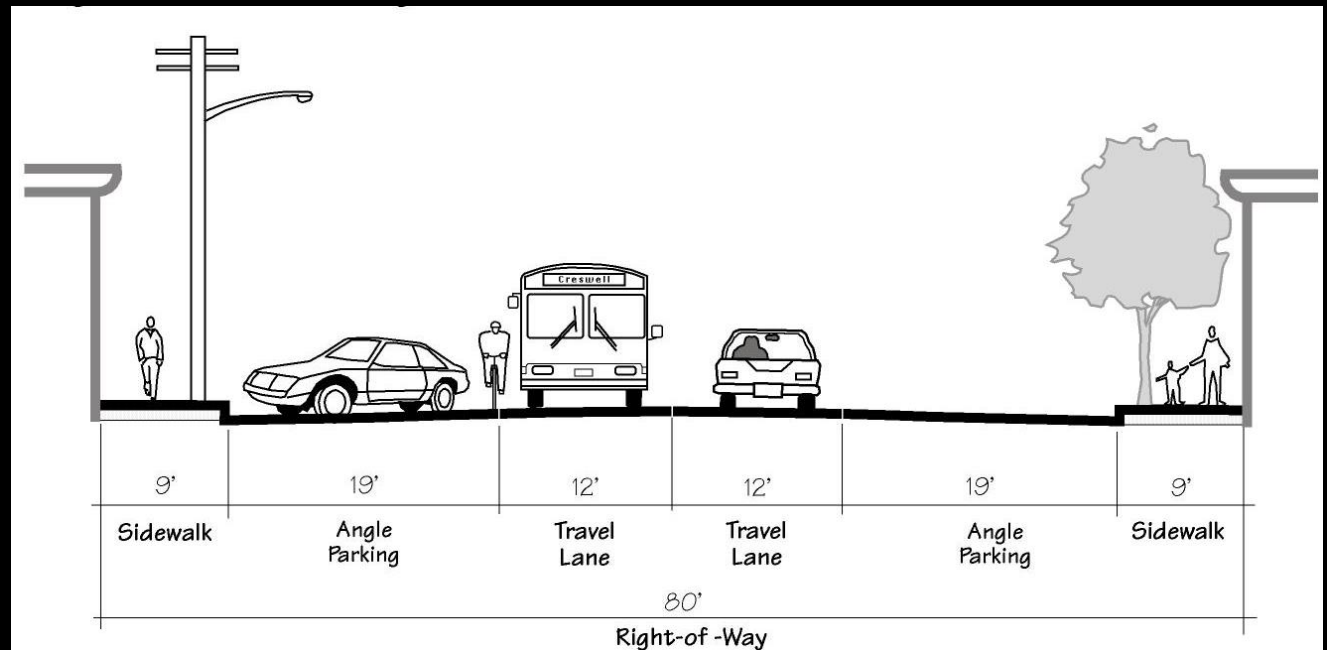
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Scale



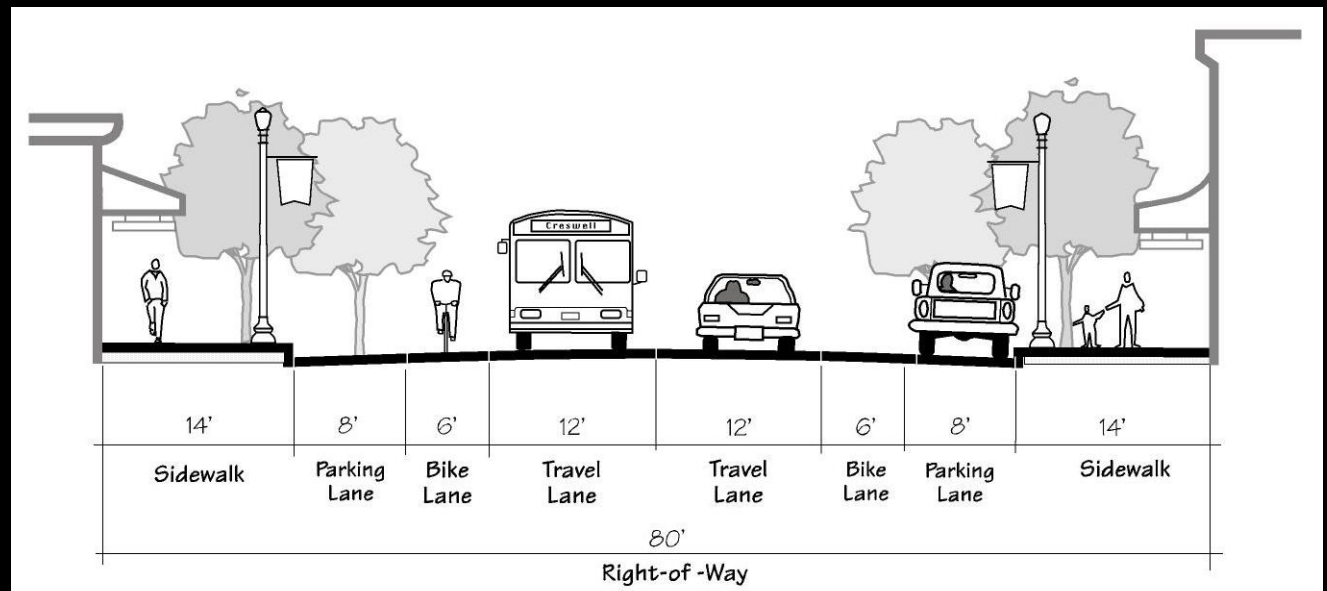
Objective 2

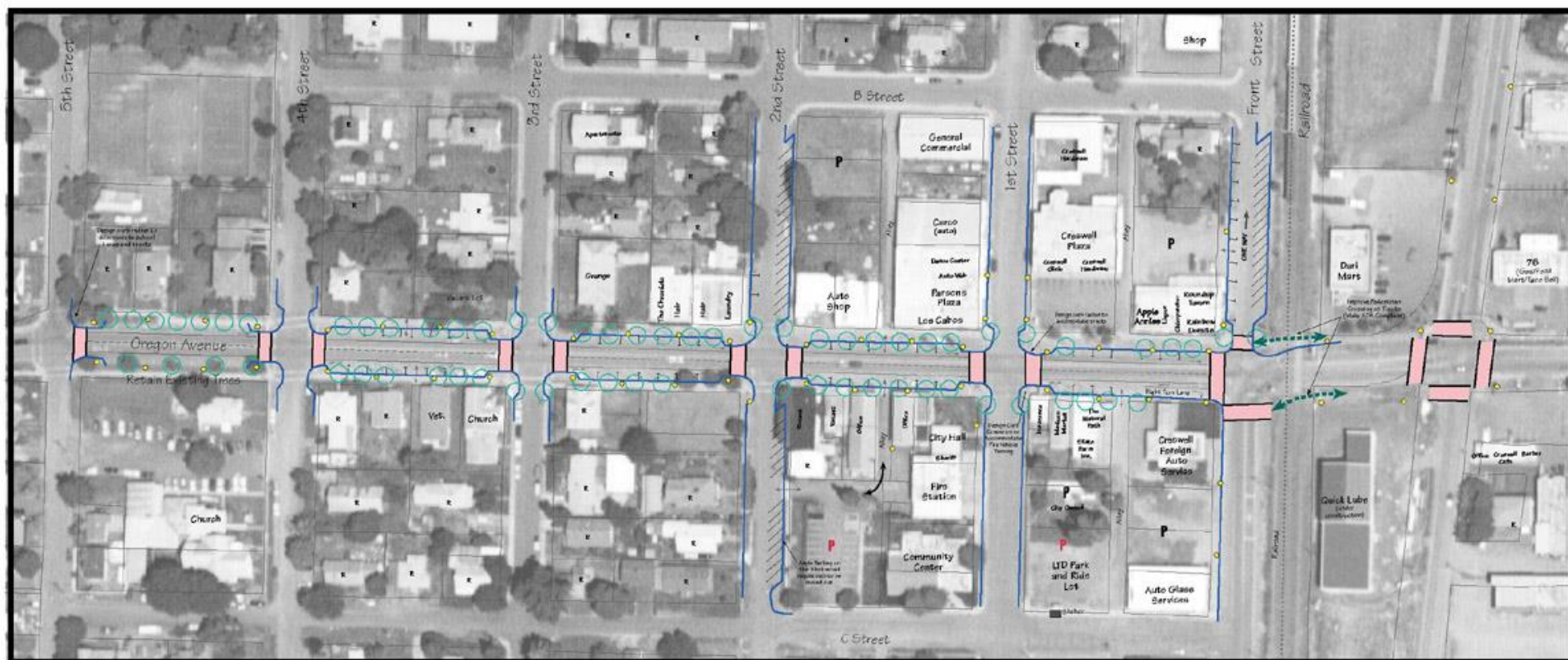
Improve the utilization of the public right of way along Oregon Avenue

Existing Conditions



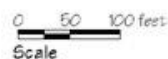
Oregon Avenue with Parallel Parking, Bike Lanes, and Wide Sidewalks





Creswell Downtown Plan **Oregon Avenue Capital Improvements**

Draft 5/2/2001

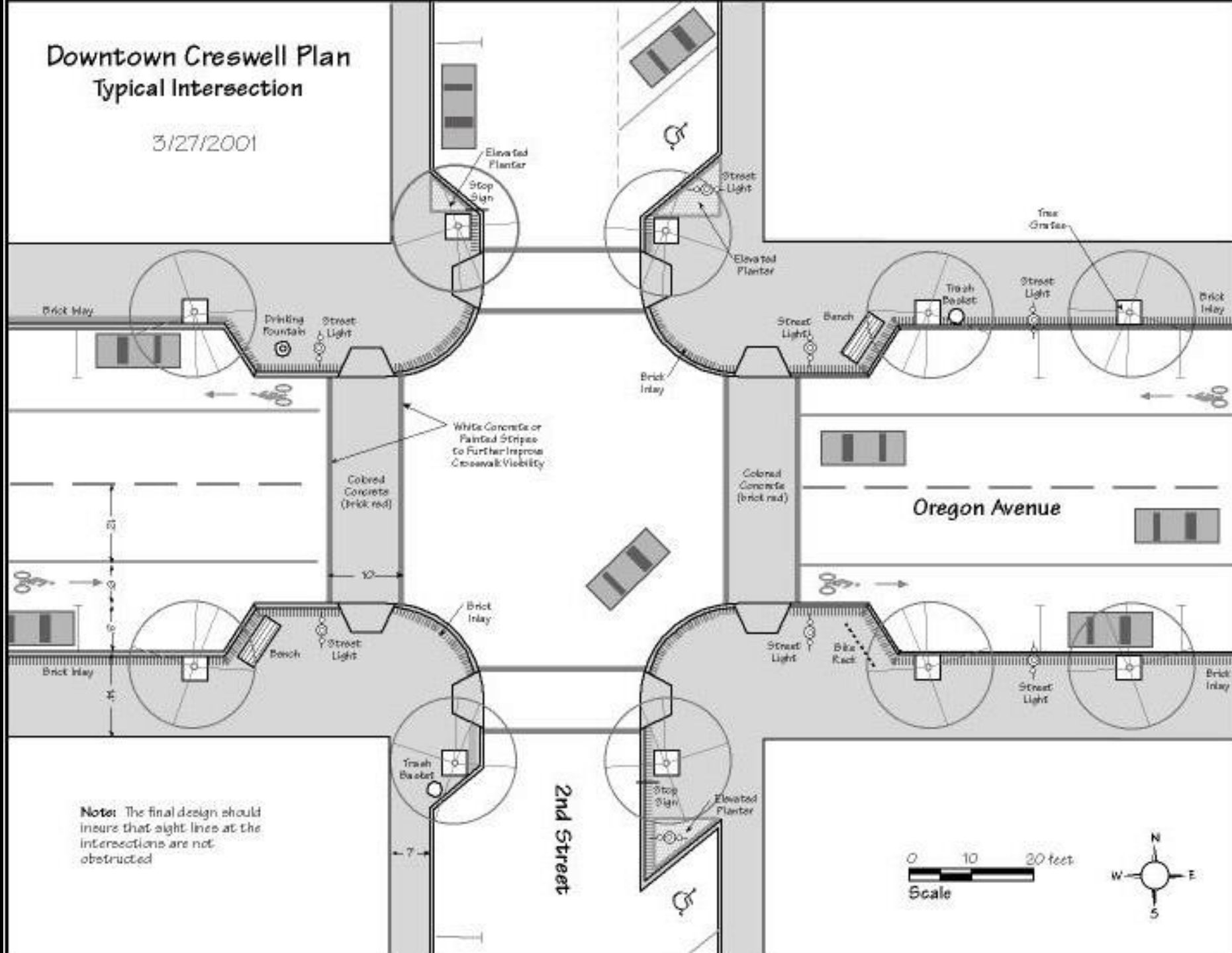


Legend

- Tax Lot Lines
- New Curb Line
- New Street Tree
- P Existing Public Parking Lots
- P Potential New Public Parking Lots
- Ornamental Street Light
- Colored Concrete Cross Walk

Downtown Creswell Plan Typical Intersection

3/27/2001



Note: The final design should insure that sight lines at the intersections are not obstructed







Objective 3

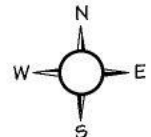
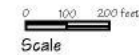
Provide adequate parking within the downtown area.



Draft

Legend

-  Existing Public Parking Lots
-  Potential Future Public Parking Lots
-  Convert Parallel Parking to Angle Parking
-  Convert Angle Parking to Parallel Parking
-  Add Parallel Parking
-  Area of Reduced Off-street Parking Requirements







Objective 4

Ensure that future downtown development is of high quality and follows basic downtown design principles (new regulation should be written in a way that does not discourage future investment in downtown).

Building Orientation



- *Minimal front and side setbacks*
- *Oriented to street*





Building Architecture



- *Architectural detail*
- *Large windows*
- *Awnings*
- *Materials*



QUACKENBUSH BUILDING

ME'LANGE

100 E. Broadway

J. MICHAELS

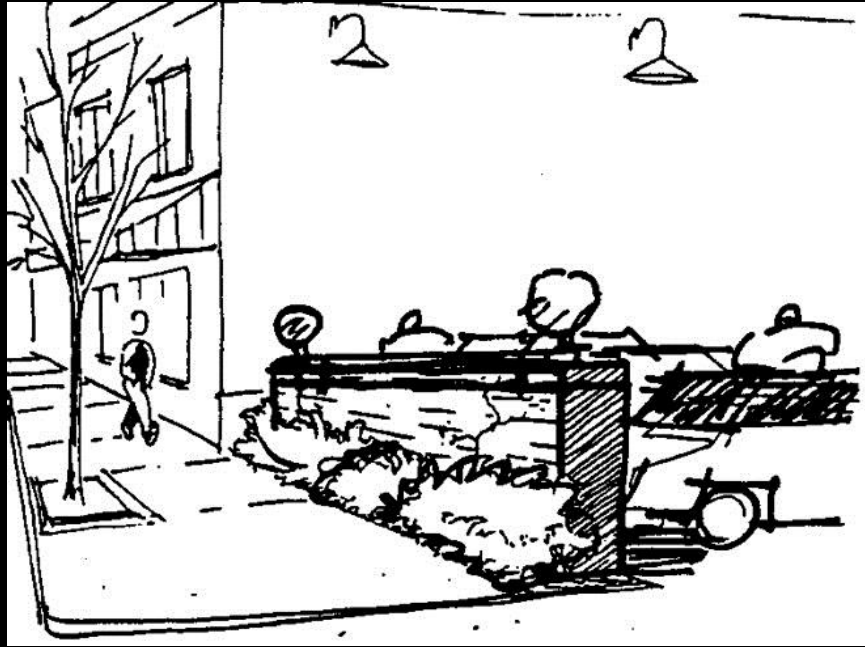
BOOKS & MORE

ONE
WAY
←
ALLEY

Parking



*Off-street parking
to side or rear*



Screening and landscaping





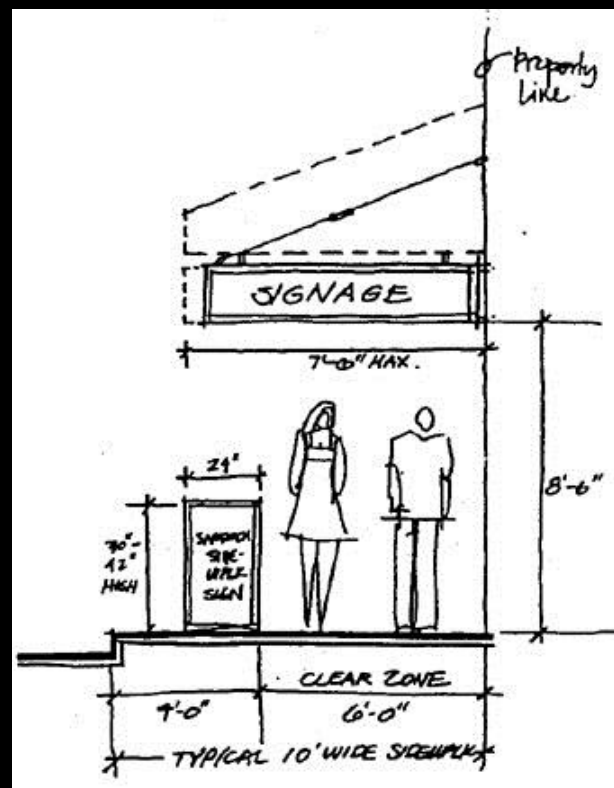
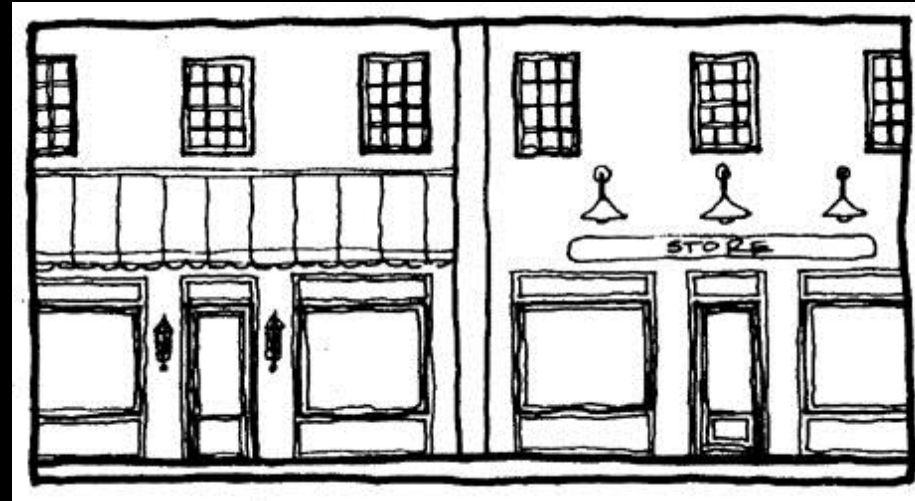
*Encourage new buildings on corner
lots to be two stories in height*



Signage







Objective 5

Provide incentives and otherwise encourage better upkeep and improvement of existing downtown buildings

Objective 6

Provide incentives to encourage investment and development in the downtown

Objective 7

Allow for a mix of uses in the downtown area

Objective 8

Beautify the downtown streetscape and create a place that people will want to visit and spend time.



Creswell Downtown Streetscape Elements

Draft

February 1, 2001

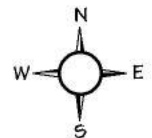
Legend

-  Ornamental Street Lights
(lamp posts will accommodate banners and hanging baskets)
-  Street Tree Plantings and
other Landscape Elements
-  New Entry Signage
-  Undergrounding Utilities



Proposed On-ramp
Alignment (ODOT
Interchange
Refinement Plan)

0 100 200 feet
Scale





















Objective 9

Create a unifying theme for downtown Creswell that helps retain the small town atmosphere and that gives the downtown a sense of place



Objective 10

Provide attractive public spaces and facilities
in the downtown area