



***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.

# Study Area



# **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

A photograph of a blue building with a sign, a street, and a car, serving as a background for the text. The building is a single-story structure with a flat roof and a sign that appears to say 'EAT'. A dark-colored car is parked on the street in front of the building. The sky is blue with some clouds.

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

# Visual Preference Survey Results

## Most Positive



Apland Jewels

ANTIQUES  
&  
GIFTS

3rd St



STEVENS & CLARK  
Attorneys at Law

WINOOSKI  
RESTAURANT

TOM'S  
LOUNGE







ELECTRICIAN'S  
PARKING  
NO CONTACT PARKING  
NO STANDING  
NO STOPPING







# Visual Preference Survey Results

## Most Negative



**DARI  
MART**

**CITIZENS  
BANK**

**C**

Look for  
**1-80**  
**BOBS**

The freshest  
STATE of  
chickens:

**OREGON  
GROWN**

**DRUGS & SUPPLIES**  
**ANY DAY**

the Flower Galerie

Flower Services

**DRIVE THRU**



TRUCK

GOOD YEAR



SHEDS & SHEDS

Terry's Repair GAS

1.83  
91  
189

SPEED  
30

SPEED  
LIMIT  
30

## **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.



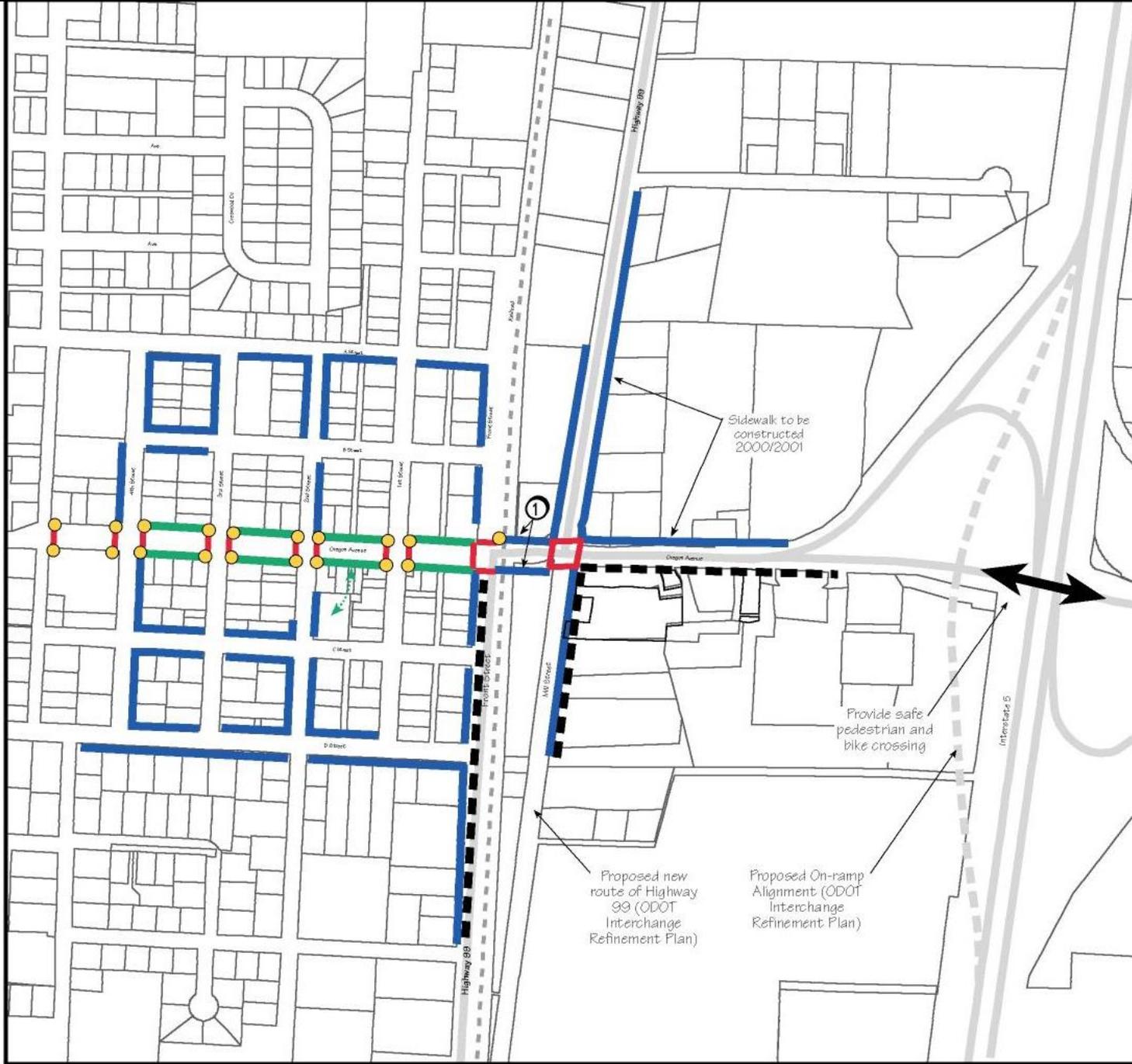
# Creswell Downtown Pedestrian Improvements

Draft

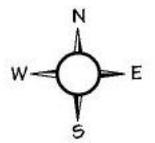
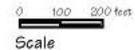
February 1, 2001

## Legend

-  New Sidewalks
-  Widened Sidewalks (14 feet)
-  Curb Extensions
-  Colored or Textured Cross Walks
-  Pedestrian Connection
-  Consolidate Access Points
-  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.



# Creswell Downtown Street Improvements Draft

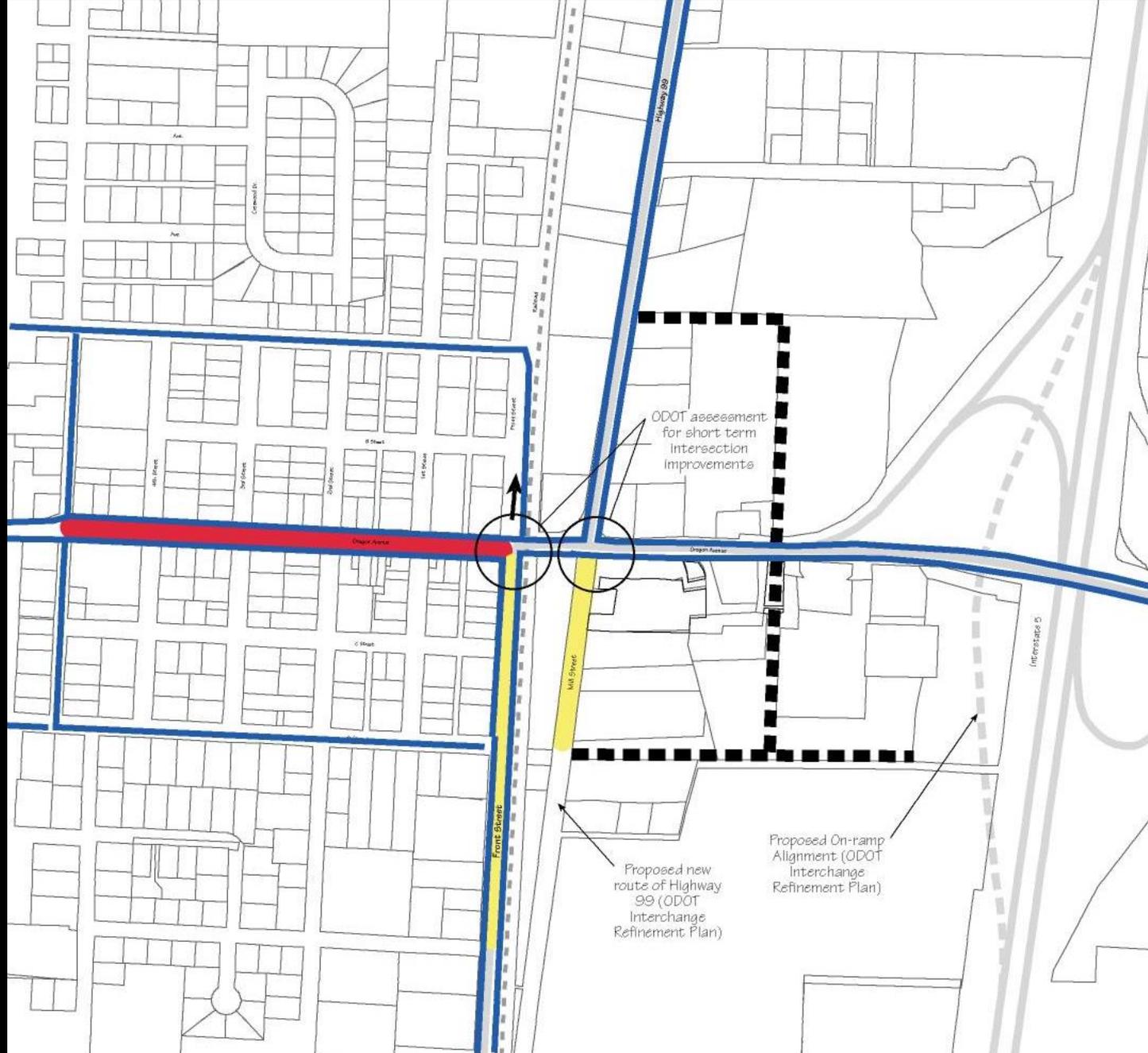
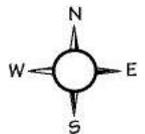
February 1, 2001

## 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.

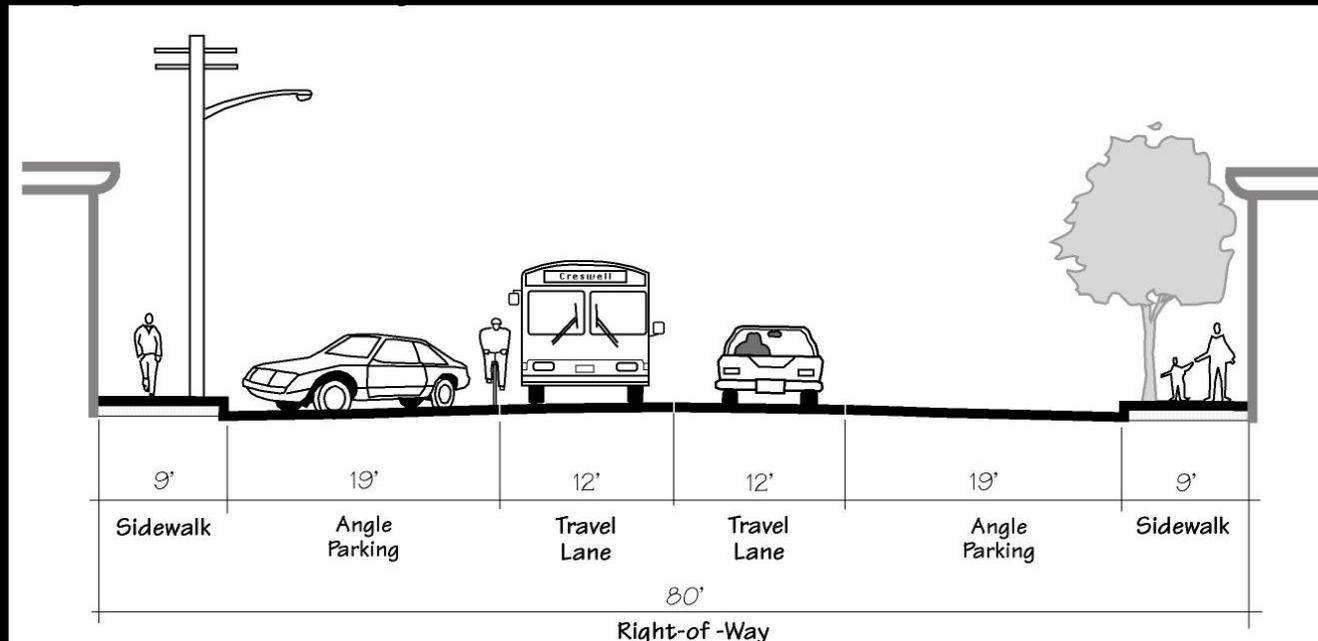
0 100 200 Feet  
Scale



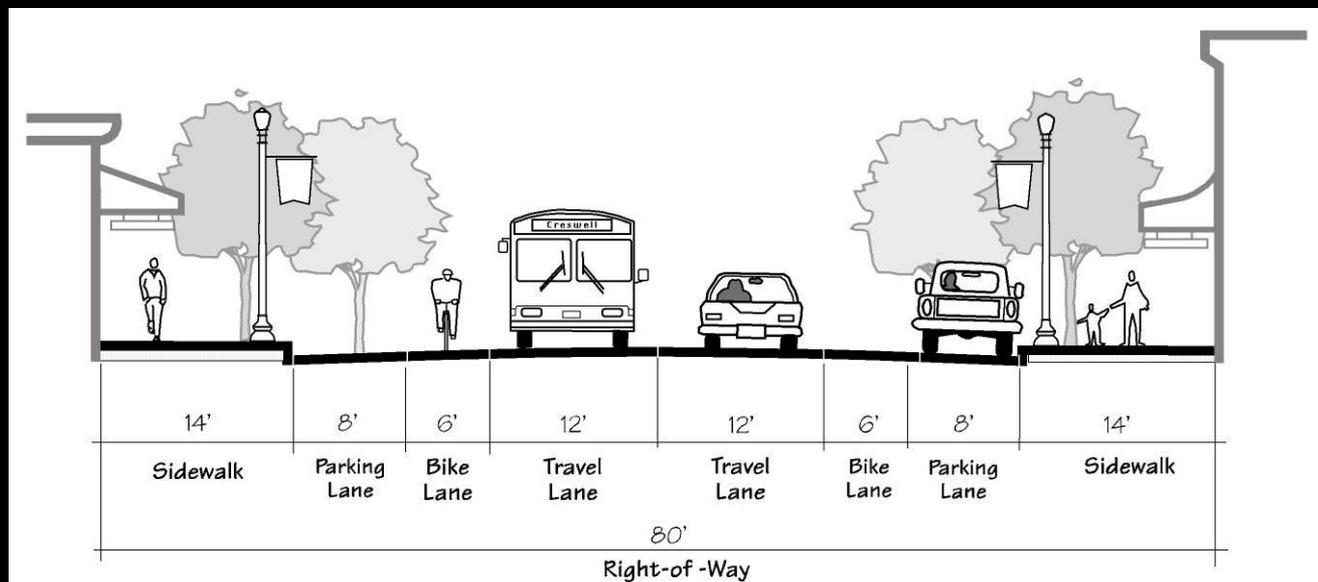
## Existing Conditions

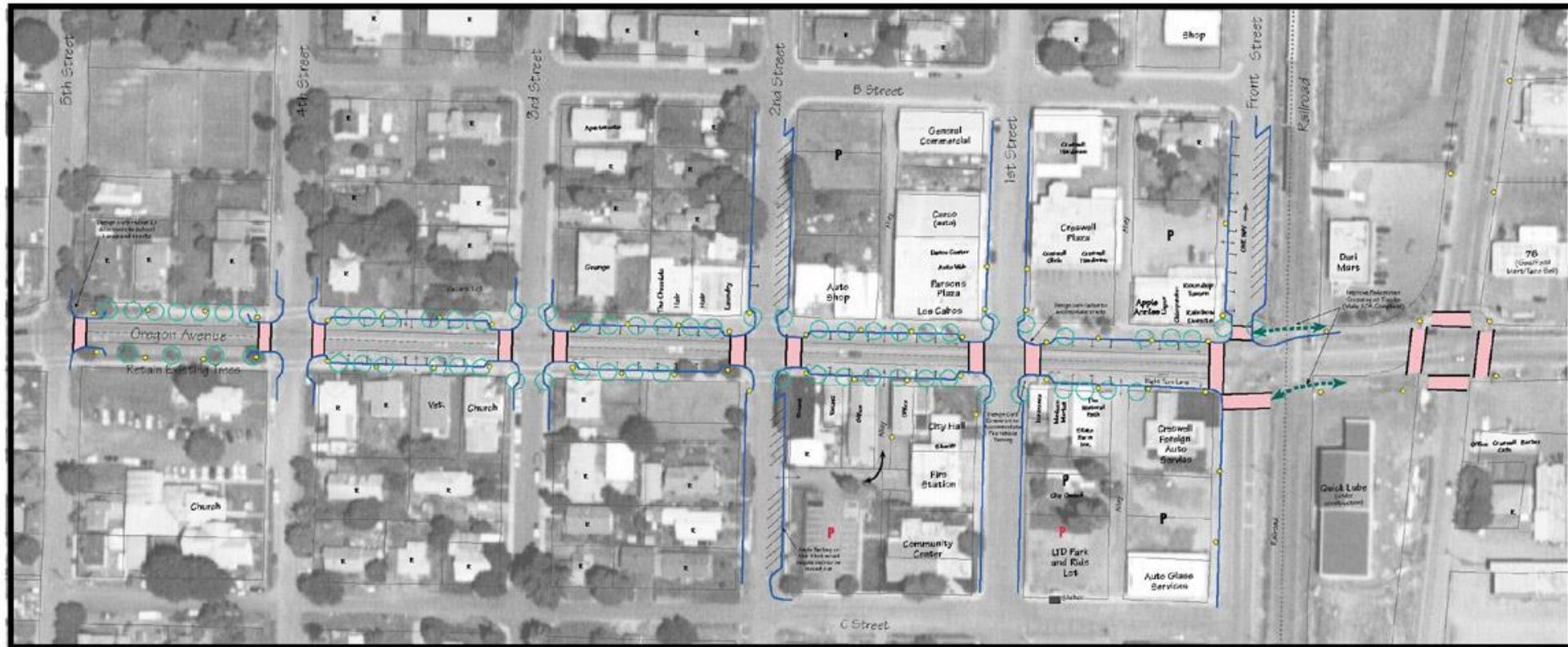
# Objective 2

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



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

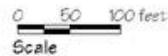




# Creswell Downtown Plan

## Oregon Avenue Capital Improvements

Draft 5/2/2001



**Legend**

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









# Objective 3

Provide adequate parking within the downtown area.



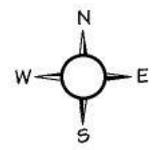
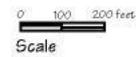
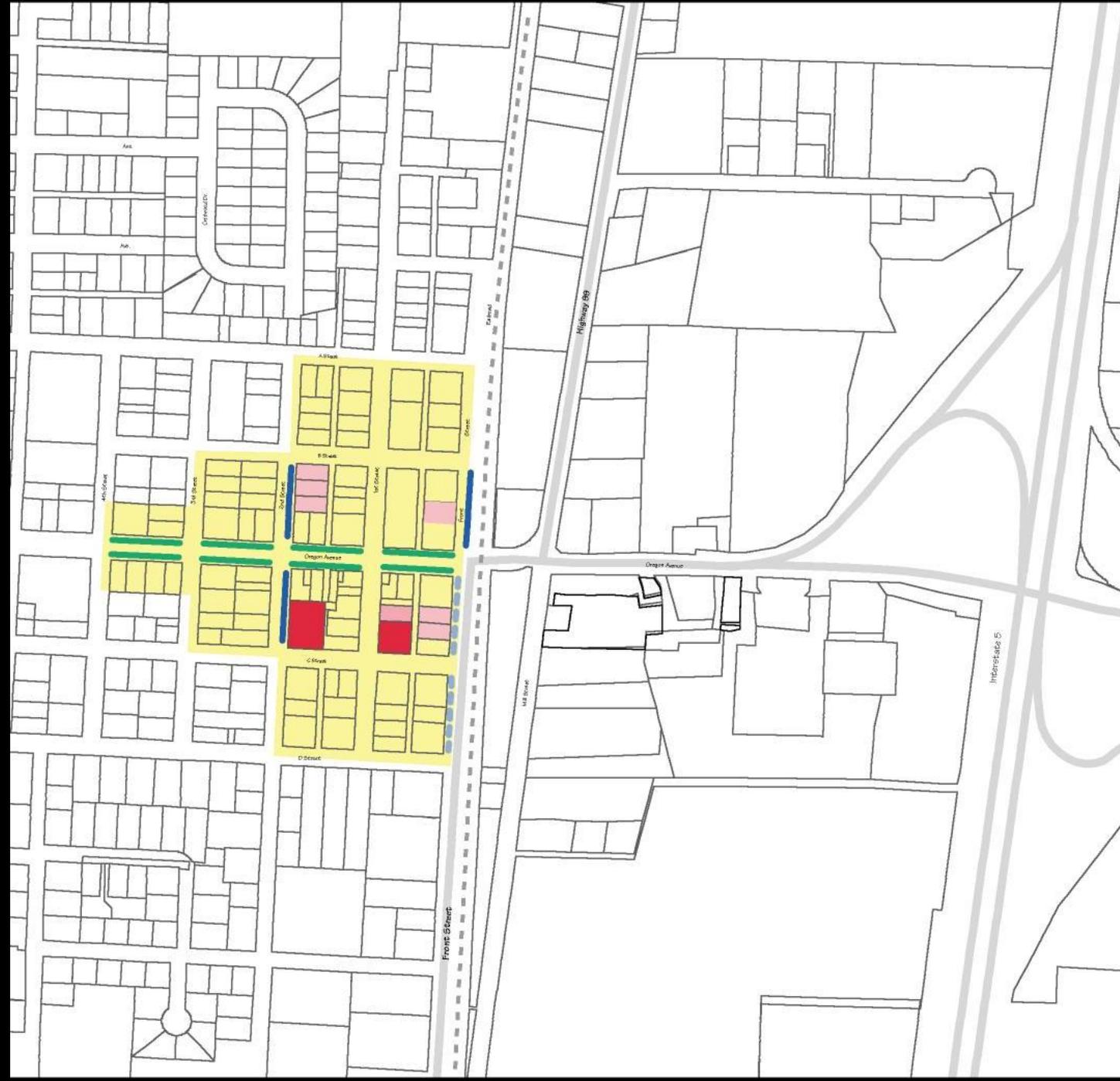
# Creswell Downtown Parking

Draft

February 1, 2001

## 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*



FRESH  
SOUPS  
SANDWICHES  
SALADS

D. Bubs

QUACKENBUSH BUILDING

MELANGE

100 E. Broadway

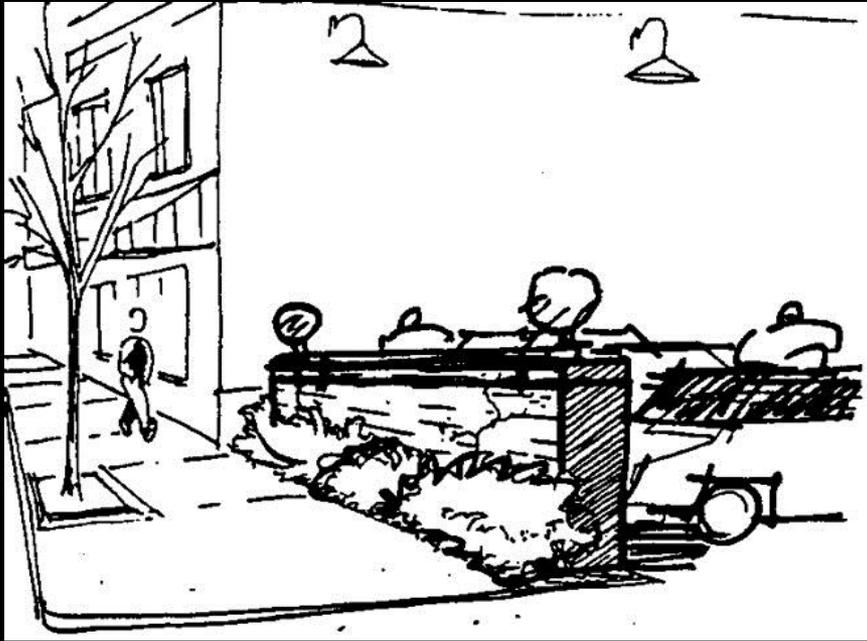
J. MICHAELS

BOOKS & MORE

ONE WAY  
←  
ALLEY







*Screening and landscaping*



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



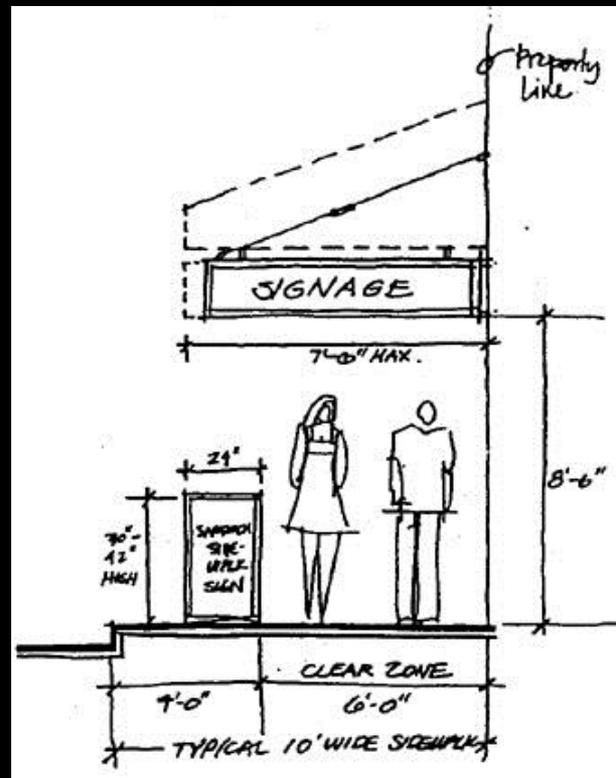
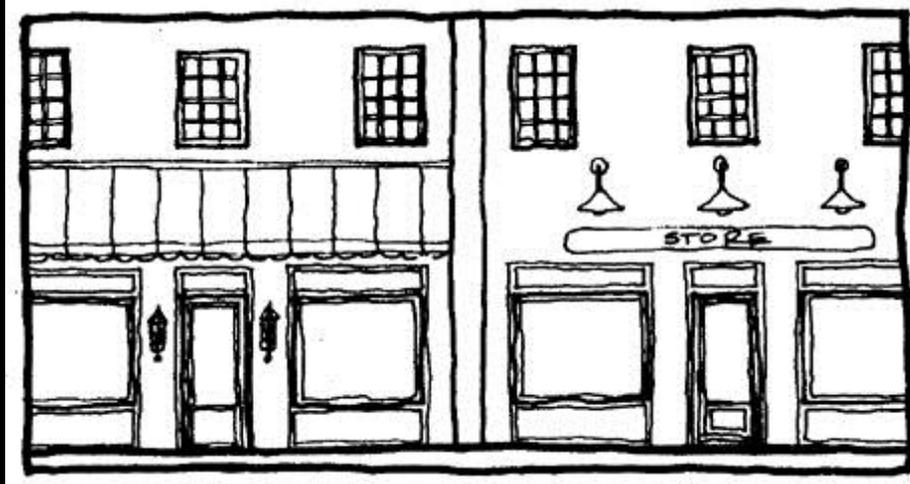
# Signage



**GOLDWORKS**  
JEWELRY ART STUDIO

**Hawthorne's**  
CAFE & DELI





## **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

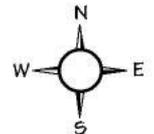
February 1, 2001

## Legend

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



0 100 300 feet  
Scale











WELCOME TO



FLORENCE

INCORPORATED 1893











## 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