

Alpine Avenue Streetscape

Planning Context

16 July 2015





FINAL DRAFT, MARCH 2012

Planning Context

Northeast Gateway Plan



Figure 1 - Northeast Gateway Study Area

The Northeast Gateway Plan is:

- an infill and redevelopment plan
- addresses current and future transportation needs
- guides future development to achieve an integrated, mixed-use, pedestrian-oriented neighborhood

The Plan seeks to:

- efficiently use land
- complement surrounding development
- create a close-in working neighborhood within walking distance of downtown.

Northeast Gateway Plan

Project Vision & Urban Design Framework

Northeast Gateway will be viewed as a unique destination that reflects the authenticity of historic and current uses within the area – a place where things are crafted, experienced and enjoyed – a place to live, work and play.

Transformed over time by public and private investment, Northeast Gateway will possess a number of additional key characteristics, including:

- Vibrancy and economic vitality;
- Mix of residential, employment, cultural/tourism uses and support services;
- attractive and affordable to a broad section of the community;
- walkability and accessibility by many modes of transportation;
- Range of neighborhood-scale support services making it possible to meet most daily needs within a convenient distance;
- Attractive streetscape and signage, signaling a sense of arrival to someplace special.

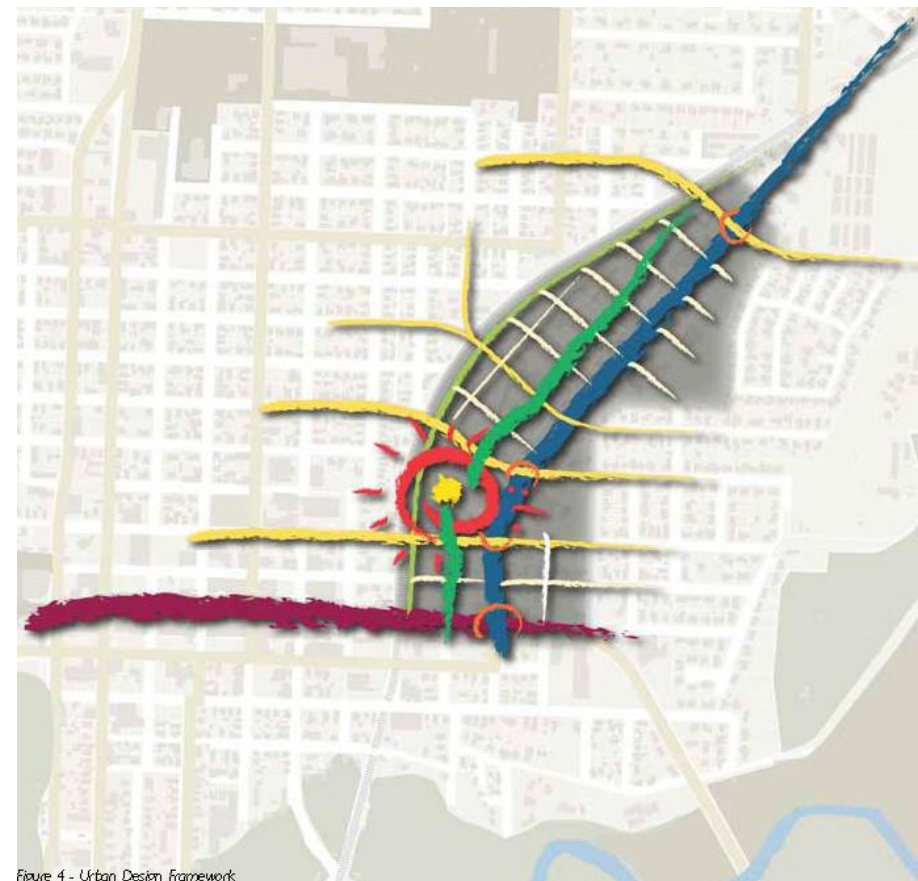


Figure 4 - Urban Design Framework

GRANARY DISTRICT



The Granary District is a catalyst for transformation. It has set a standard for the character for the Northeast Gateway and should be complemented, but not imitated as the greater area develops. The public realm (streets, gathering space, and the exterior of buildings) of the Granary District should continue to emphasize that distinct character and strive for a high quality environment that is primarily pedestrian, but allows for vehicular access for loading and parking.

As the core of the area, a central gathering space or plaza should be located in the Granary District or very close by. Consider curb-less, shared street design techniques, especially as a connection to Alpine Avenue. Make parking less formal and emphasize pedestrian quality. Utilize the space to demonstrate innovative and sustainable storm water practices in an interactive way by capturing, retaining, and treating local storm water from rooftops and impervious surfaces.



RECONNECT THE STREET GRID



Streets are important not only as connections between spaces and places, but also because streets are spaces themselves. They are defined by their physical dimension and character as well as the size, scale, and character of the buildings that line them. The pattern of the street network is part of what defines a city and what makes each area unique.

To the extent practical, streets that have been vacated over time should be re-established

to knit the District into the existing urban fabric of McMinnville to improve circulation, activity, and access. Specifically, Railroad Avenue should be recreated as an additional north/south route and to provide another address for development. Connecting streets and adhering to the grid would make this area an easier to navigate, more pedestrian friendly, walkable, and vibrant neighborhood.



ALPINE AVENUE IMPROVEMENTS



Alpine will be the central spine and primary pedestrian route through the District. It should be a unique street that complements the craft workshop atmosphere of the businesses along Alpine and within the Granary District. The design of Alpine should consider curb-less, shared space road treatments, as well as sustainable storm-water facilities.

Closest to the Granary District, Alpine should be a "festival street," which is a flexible space

for cars, bikes, and pedestrians that can easily be blocked off for festivals. It would be wired for electricity for setting up booths and entertainment. North of the festival street treatment, the design could give way to a "woonerf" (a Dutch term that means "living street"), which is similar in that it is a curb-less, shared road space, with low speed limits to improve pedestrian, bicycle, and automobile safety.



STREETSCAPE

The streets in Northeast Gateway should have a consistent streetscape design that enhances the character of the area in support of the vision. While Alpine and Lafayette Avenues should have a distinctive section and design as discussed earlier in the plan, all of the streets in the District should have a similar or complementary set of streetscape elements to unify the area.

Following are guidelines and examples of potential street design improvements to increase the attractiveness and sense of place as well as pedestrian and bicycle safety and comfort in the Northeast Gateway area. The majority of these tools are applicable to multiple locations in the District; specific improvement locations and design treatments should be informed by engineering studies as development occurs and/or additional funding becomes available. More information regarding the development of a Streetscape and Gateway Plan to help flesh out and apply these (and other) tools is in the Implementation Strategy.



SIDEWALK CORRIDOR

The sidewalk corridor is the zone between the curb and the edge of the right-of-way/property line of adjacent development. It consists of three functional zones: Frontage Zone, Pedestrian Zone, and Furnishings Zone (see Figure 16).

STREET CROSSINGS

Crossing improvements that may be used at intersection and mid-block locations include:

- upgrading or installing crosswalks,
- reducing pedestrian crossing distances by installing curb extensions or narrowing travel lanes,
- adding new crossing locations,
- designing corner curb radii to slow turning vehicles,
- installing median pedestrian islands, or
- using signing or beacons to increase awareness and visibility of pedestrians.



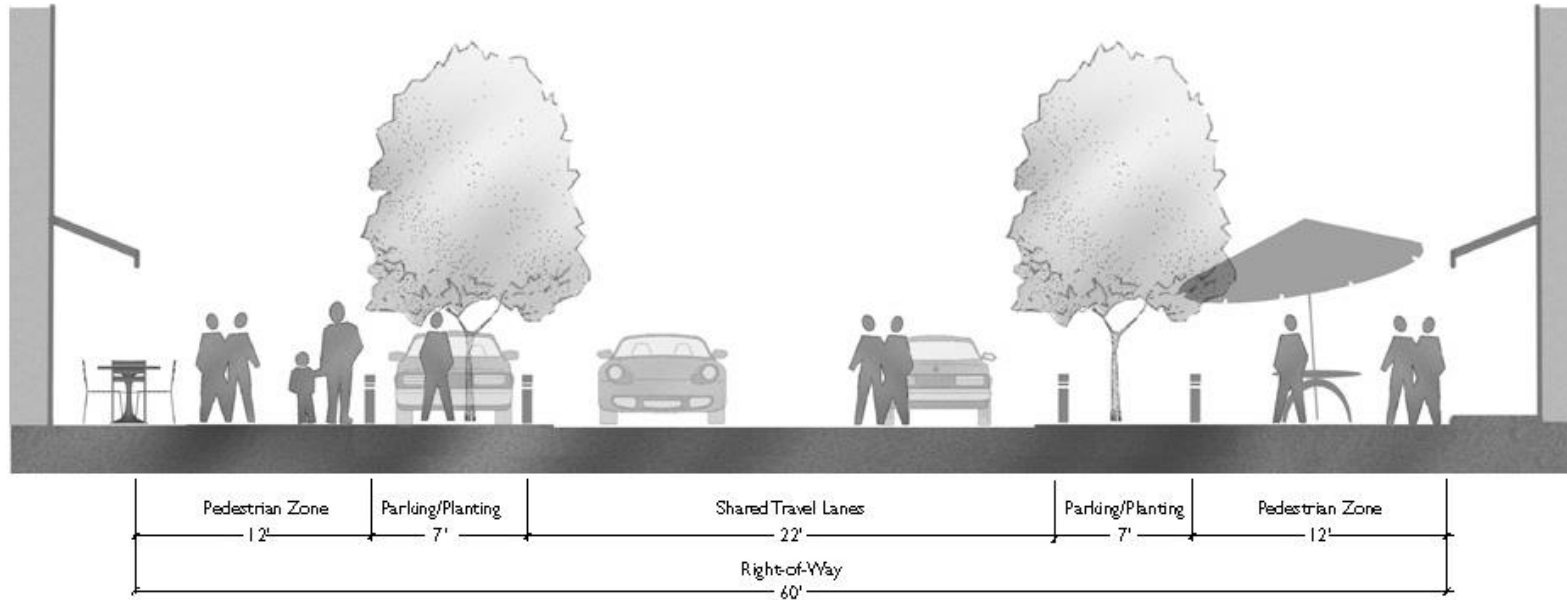
GATEWAYS AND WAYFINDING

Street signs should be supplemented with attractive wayfinding signs and landmarks, such as public art, to help people find destinations and encourage extended visitation in the District. People will generally walk farther if there is a destination or sign in sight and a clear path to direct them.



ALPINE AVENUE

An improved Alpine Avenue will provide a low traffic, pedestrian-friendly connection between downtown and destinations throughout the Northeast Gateway District. The design of Alpine should consider curb-less, shared space road treatments, as well as sustainable stormwater facilities. Closest to the Granary District, Alpine should be a "festival street," which is a flexible space for cars, bikes, and pedestrians that can easily be blocked off for festivals or other special, in-street activities.



Northeast Gateway Plan Summary

Alpine will be:

- The central spine
- primary pedestrian route through the District
- a unique street that complements the craft workshop atmosphere of the businesses along Alpine and within the Granary District.

The design of Alpine should consider:

- curbless, shared space road treatments
- sustainable storm-water facilities.

Closest to the Granary District, Alpine should be a “festival street”.



Planning Context

Urban Renewal Plan

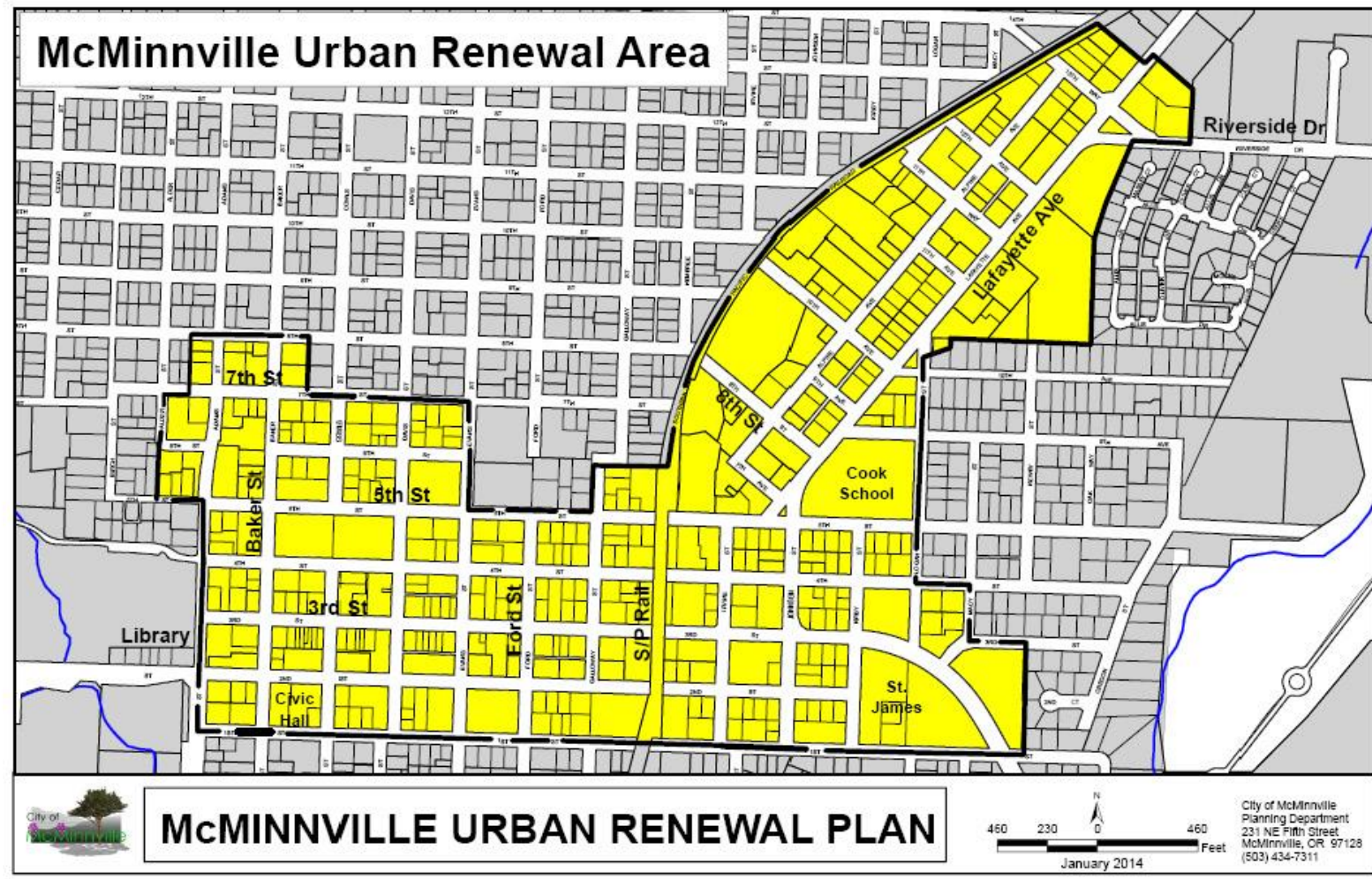
McMinnville Urban Renewal Plan



Adopted by the City of McMinnville
July 23, 2013
Ordinance No. 4972

Elaine Howard Consulting, LLC
ECONorthwest

Figure 1 – Urban Renewal Area Boundary



5. Remove barriers to development and redevelopment in the Area.

Goal 3: ENCOURAGE A UNIQUE DISTRICT IDENTITY

One intent of the Plan is to enhance the physical appearance of the district, create a pedestrian environment that encourages the development and redevelopment of active uses such as shopping and entertainment, and support commercial, civic, and craft industrial business activity.

DOWNTOWN COMMERCIAL CORE

The downtown commercial core should be a regional destination as well as the commercial center for the citizens of McMinnville. Its identity should enhance and preserve the qualities of the downtown, including its historic heritage, that make it an economically healthy, attractive, and unique environment for people to live, work, shop, and socialize.

NORTHEAST GATEWAY

The Northeast Gateway area should be a unique destination that reflects the authenticity of historic and current uses within the area – a place where things are crafted, experienced, and enjoyed, and a place where you can live, work, and play.

Objectives:

1. Extend common streetscape features and signage throughout the Area so the streetscape design is consistent and ties the Area together visually. Such improvements could include, but are not limited to, gateways and directional signage, landscaping and street tree improvements, street lighting and traffic signal standards, and public use amenities, including benches, bike racks, fountains, restrooms, shelters, kiosks, mid-block crossings, and crosswalk and street improvements.
2. Create public spaces that provide a venue for formal and informal community activities.
3. Encourage the incorporation of public art into the Area.
4. Underground the overhead utilities.
5. Draft and implement design standards and guidelines.

Goal 4: TRAFFIC AND TRANSPORTATION

Encourage development of a transportation network that provides for safe and efficient multi-modal transportation for vehicles, pedestrians, and bicyclists, and encourages the redevelopment and development of parcels within the Area.

Objectives:

1. Restore the historic grid system in the Northeast Gateway area. Provide street improvements to facilitate development of under-developed properties.
2. Design and implement improvements in the Area as recommended in the McMinnville Transportation System Plan.
3. Provide sidewalk and streetscape improvements that enhance the Area and provide access and safety.
4. Provide sufficient off-street parking.
5. Improve and enhance physical connections for pedestrians and bicyclists from the downtown commercial center to the Northeast Gateway area.
6. Provide transit facilities.

Goal 5: PUBLIC UTILITIES

Provide necessary public and private facilities and utilities at levels commensurate with urban development. Public utilities should be extended in a phased manner, and planned and provided in advance of, or concurrent with, development.

Objectives:

1. Encourage the development and redevelopment of commercial and residential parcels within the Area to ensure the public infrastructure already in place is efficiently utilized.
2. Upgrade infrastructure to encourage development and redevelopment of parcels in the Area in coordination with adopted master plans.
3. Underground the overhead utilities.