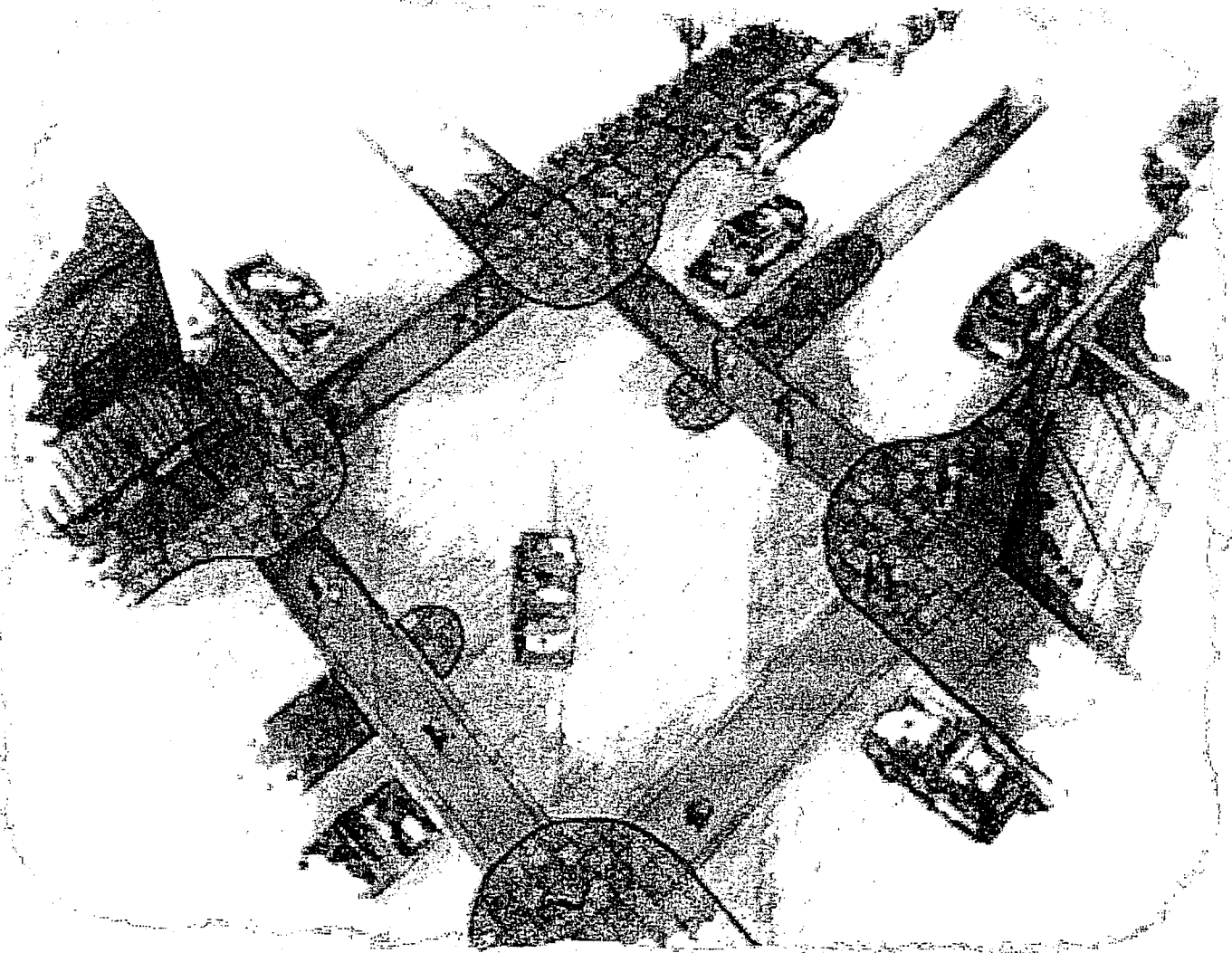


# Nyssa 2003 Main Street Revitalization Plan



August 1997

Prepared By **otak**

# M e m o r a n d u m



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**Date:** September 5, 1997  
**Subject:** *Nyssa 2003 Main Street Revitalization Plan*

Enclosed is a copy of final report for the *Nyssa 2003 Main Street Revitalization Plan*. We appreciate your participation in the public meetings in Nyssa and your support for the plan. We also appreciate the information and guidance we received from Don Fine and Tom Busche. It was very helpful.

We hope to see you at the next public meeting for *Nyssa's Transportation System Plan*.

# Acknowledgments

## Sponsoring Agencies and Partners

### *City of Nyssa, Oregon*

Gordon Zimmerman, City Manager  
J.R. Shuster, Mayor  
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Diego Castellanoz, City Council  
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*Part I — Introduction*

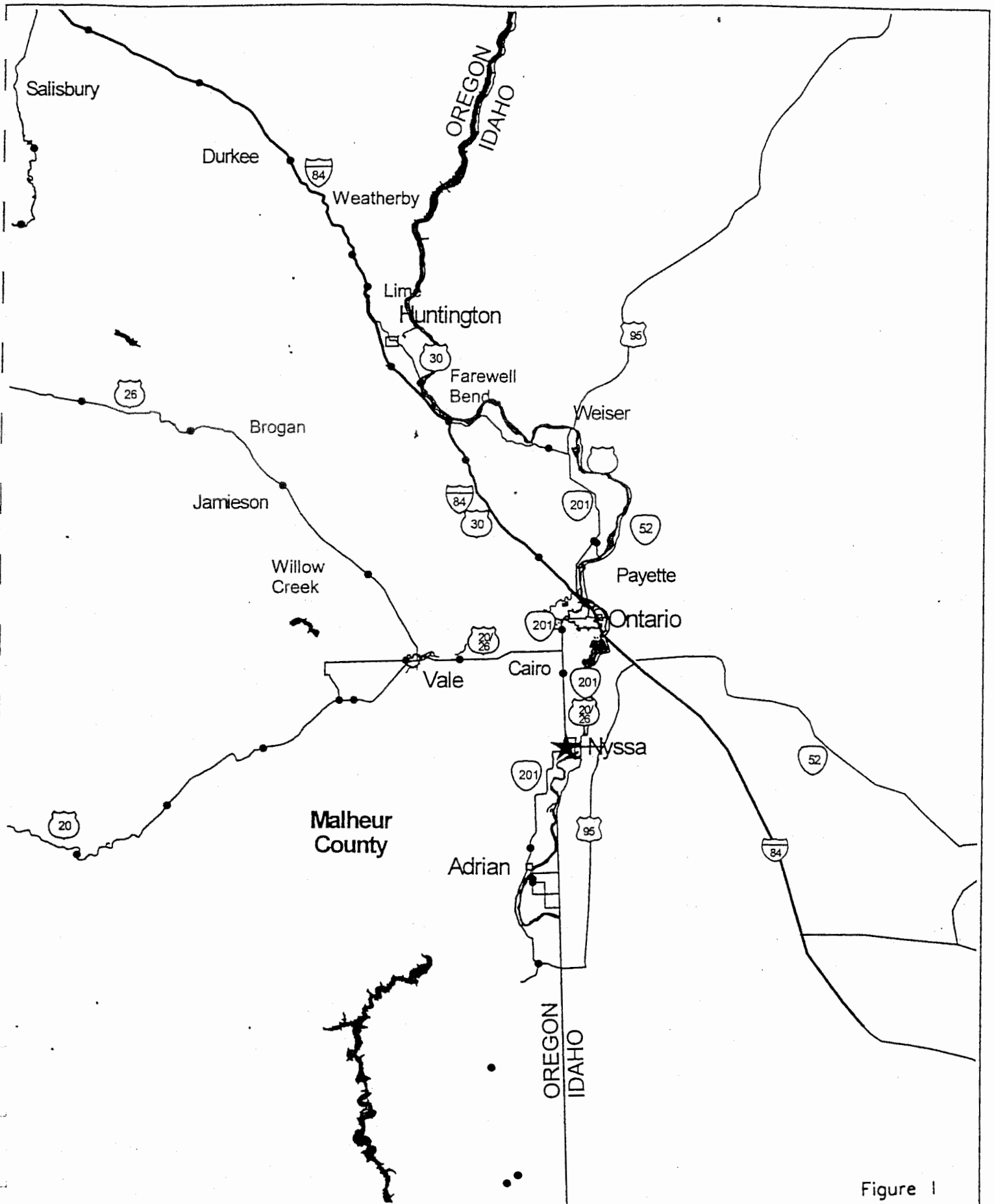
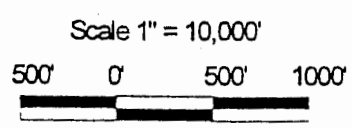


Figure 1



**CITY OF NYSSA**  
Vicinity Map



Aug. 11, 1997

## Introduction

Nyssa is located in Malheur County on the western portion of the Snake River plain. Five miles to the south the Boise and Owyhee Rivers join the Snake River and define a fertile agricultural valley that benefits from a long, mild growing season and ample irrigation water from the Owyhee Dam. Historic uses of the valley and the townsite include salmon fishing and trading festivals by Native Americans, fur trading by Hudson's Bay Company, gold mining, and the passage of emigrants following the Oregon Trail to the Willamette Valley.

Since its incorporation in 1903, Nyssa has developed as a commercial and agricultural center in Malheur County. From a population of 100 in 1903, the town has grown to almost 3,000 today. Completion of the Oregon Short Line Railroad in 1884 established an orientation for the original townsite along the railroad tracks, with a commercial district served by the rail line and South First Street (Part III, Figure 3). To accommodate increasing automobile traffic, a steel bridge replaced the ferry crossing across the Snake River in 1912. Seven years later Main Street became a state highway, presently designated as Highway 20-26. The railroad and Main Street became the distinguishing axes of the incorporated town. As an agricultural center, the town was linked to surrounding farming communities by both transportation systems.

Construction of the bridge created a link across the river that gave the Nyssa a focus not only as an agricultural and railroad center, but as a "gateway" to Oregon along the Oregon-Idaho border. As a gateway, Nyssa enjoyed a distinct advantage over other communities in Malheur County and the town prospered during the 1930s. That prosperity was also made possible by the construction of the Owyhee Dam that would provide irrigation water to the abundant agricultural land; construction of a sugar beet processing plant next to the railroad tracks; and expansion of the commercial and retail district along Main Street.

Since the mid-1940s, Nyssa has been characterized by the positive impacts of a continuing demand for refining and shipping agricultural products, and the negative impacts of a decline in regional importance as a commercial and retail center. Nyssa's Main Street, in many ways a classic American small town "main street," reflects those impacts in two significant ways. First, as trucks replaced the rail system as the overland carrier of the specialty crops locally refined and shipped, Main Street has borne increasing volumes of truck traffic. While the movement of agricultural products through the town is vital to the local economy, high volumes of truck traffic can be a deterrent to pedestrians and other vehicles in the downtown area. Second, Main Street reflects the decline of Nyssa as a retail and



# Introduction

*Continued*

commercial center through diminished retail vitality, vacant buildings, and the loss of visually attractive streetscape elements, such as street trees and well-maintained architecture of older buildings. The combination of heavy truck traffic and the loss of a vibrant, attractive retail environment has eroded the downtown area's traditional "main street appeal."

Recapturing that appeal is part of an overall economic revitalization program for Nyssa. After a long period of virtually no growth, the city is facing new opportunities as a bedroom community in a growing regional and multi-state economy to provide housing and retail services. At the same time, the city will continue to serve the ranching community and meet processing and shipping needs of local farmers. This changing face of Nyssa reflects Malheur County's current economy, which blends historic tradition with emerging opportunities.

The opportunities are not only economic. There is also an opportunity to renew community pride, community image, and attract new visitors. The *Main Street 2003 Revitalization Plan* is an important step toward embracing those opportunities.

## **Goals of the Nyssa 2003 Main Street Revitalization Plan**

The City of Nyssa will host its Centennial Celebration in the year

2003. By that date the city intends to implement the *Nyssa 2003 Main Street Revitalization Plan* as an important step toward creating a downtown environment that embraces a community dynamic between historic tradition and emerging opportunities. In order to provide that environment, four goals were established for the plan:

*Goal 1: Provide a attractive Main Street atmosphere for existing and new businesses.*

*Goal 2: Create a multiple use Main Street.*

*Goal 3: Establish community identity and community pride.*

*Goal 4: Provide a focus for efforts to secure funding.*

Those goals are consistent with the goals and objectives of the *Malheur County Strategic Plan*, particularly Quality of Life Goals that are to be supported within each community through strategies to:

- build support for a community image concept
- secure financial and material resources to implement community image projects
- showcase community pride

# Introduction

*Continued*

## Developing a Plan

There were three phases in the development of the *Nyssa 2003 Main Street Revitalization Plan*.

- Research and Design Analysis
- Main Street Concept Design
- Implementation Strategies

The City of Nyssa undertook a unique approach in completing this plan. All planning and decision-making in each phase was integrated with the simultaneous development of the city's *Transportation System Plan (TSP)*. Careful integration ensured that traffic management strategies, pedestrian network improvements, and bikeway development proposals from each plan would be compatible and result in truly comprehensive benefits to the community.

### *Research and Design Analysis*

Research for the project included four distinct tasks completed prior to the development of a final concept plan for Main Street:

- review of previous plans
- review of the *Historic and Architectural Resources of Nyssa, Oregon* report submitted by the City of Nyssa to the Oregon State Historic Preservation Office
- public outreach that included two public meetings and a resident questionnaire to determine personal preferences for

improvements to Main Street and the overall downtown environment

- meetings with local business owners and representatives of the Malheur County Economic Development Department

Design analysis consisted of field work and collection of relevant technical data. The field work included:

- verification of existing conditions and dimensions
- documentation of existing land uses
- site analysis that included observation of the existing traffic and pedestrian movements on and near Main Street
- a public meeting to identify residents' concerns about traffic, safety, and the overall appearance of Main Street

Technical data collection included:

- existing traffic volume and turning movement counts for Main Street
- existing data for pedestrian crossings on Main Street
- review of roadway and bikeway design standards with Oregon Department of Transportation (ODOT) staff

### *Concept Design for Main Street*

A Main Street Study Area was defined that is consistent with the two "main street" types described in Part III. The study area boundaries are the

# Introduction

*Continued*

intersection of Adrian Boulevard and Main Street to the west, the highway viaduct to the east, and Bower and Good Avenues to the north and south of Main Street (Part III, Figure 2).

*The Nyssa 2003 Main Street Revitalization Plan* presents a concept design. It is intended to establish a program of improvements and guidelines for final design, as well as a vision that will energize community pride and attract funding for the final design and construction by the year 2003. The focus of the concept design is on the street itself and includes:

- attractive street furnishings
- sidewalk improvements for pedestrian comfort and storefront activity
- safe pedestrian crossings
- traffic calming
- traffic management

The first step in design development was the creation of three alternative street designs for the study area (Part III, Figure 4). There are significant differences between the alternatives with regard to sidewalk design, pedestrian crossing treatments, street lighting and trees, and potential changes to the configuration of the intersection of Main Street with Adrian Boulevard. However, each alternative was consistent with the plan goals. Each of the alternatives also included designation of an Historic District that would include

historically significant buildings within the original townsite.

The conceptual alternatives were presented at a second public meeting that included the Nyssa City Council and representatives of ODOT Region 5. Consensus was reached for the design elements to be included in a final Concept Plan. There was little support for the creation of a designated Historic District and that element was not included in the final plan.

## *Implementation*

The City of Nyssa intends to complete streetscape improvements for Main Street in time for their Centennial Celebration in 2003. A Phasing Plan was developed that will allow the Concept Plan to be implemented in separate fiscal years.

Potential funding strategies were inventoried and evaluated (see Part IV). Local, state, and federal funding sources were summarized separately and a contact person or agency was identified. The summary information includes funding deadlines, award limits, eligible uses of the funds, and the typical conditions of award.

Main street/downtown redevelopment projects along Oregon State Highways in four small communities were reviewed as case studies. In addition, planned or constructed projects to improve downtown streetscapes in

## Introduction

*Continued*

additional Oregon cities were also reviewed. These case studies identified the type of street improvements, capital costs, and funding sources for each project.

While the *Nyssa 2003 Main Street Revitalization Plan* is primarily focused on visual and functional qualities of the street and sidewalk systems, residential housing infill along Main Street is also an opportunity to increase the vitality of the downtown area. Opportunities for infill development were evaluated as part of an overall implementation strategy.

The next steps toward a revitalized Main Street include:

- continue to build community support
- form a steering committee for the *Nyssa 2003 Main Street Revitalization Plan*
- complete and adopt the *Transportation System Plan*
- develop a downtown business retention strategy
- pursue funding
- develop final design for each phase of the Concept Plan for Main Street

With each step, the City of Nyssa has a unique opportunity to fully support the goals and objectives of the *Malheur County Strategic Plan* and become a model for Main Street redevelopment in small communities.

*Part II — Research and Design  
Analysis*

## Research and Design Analysis

### Research

Background research for the project included three tasks that significantly influenced the development of a conceptual design for Main Street.

- Review of the previous *Nyssa Main Street Plan*.
- Review of the *Historic and Architectural Resources* report for Nyssa.
- Public outreach.

The *Nyssa Main Street Plan* was completed in 1986. The plan pursued a very broad focus that included economic analysis of retail markets, preservation of historic buildings, guidelines for new commercial buildings, and expanded recreational facilities along the Snake River, along with specific recommendations for streetscape improvements for Main Street. While there are excellent aspects to the 1986 plan, it was, perhaps, too broad in its scope. As a result, funding and momentum were not maintained and no elements of the plan have been implemented.

In 1997, the City of Nyssa initiated the *Nyssa 2003 Main Street Revitalization Plan* in order to regain lost momentum and obtain available funding for redevelopment of Main Street. A decision was made to focus on improvements to the street itself and their potential impact on community livability and image. The improvements to Main Street recommended in the 1986 plan included new sidewalks, ornamental

street lighting, and attractive landscaping. Those recommendations were updated in the 1997 plan with revised concept design for each element. In addition, four critical issues not include in the previous plan were addressed.

- Pedestrian crossing treatments to improve safety.
- Traffic calming to achieve reduced vehicle speeds.
- Traffic management.
- Coordination with the *Transportation System Plan (TSP)* for Nyssa.

Review of the *Historic and Architectural Resources* report, submitted to the Oregon State Historic Preservation Office was valuable in understanding the evolution of the land use patterns in Nyssa, as well as understanding the impact on Main Street of changes in the local transportation routes and economy. The report includes official nomination documents for the entrance of four buildings into the National Register of Historic Places. The report also notes several other historically significant buildings within the 22 block area that is the original townsite of Nyssa.

As part of the *Nyssa 2003 Main Street Revitalization Plan*, consideration was given to identifying a designated historic district with protective zoning regulations for a portion of the original townsite. However, the decision of the city was to keep the focus of the plan on improvements to the street itself.

# Research and Design Analysis

*Continued*

Public outreach included three public meetings and a resident questionnaire. The initial public meeting gathered community input for establishing plan goals, and identified specific street design and traffic management issues for further study. The concerns raised most frequently at the initial public meeting were:

- accommodating the truck traffic essential to the city's agricultural economy
- providing safe pedestrian crossings during periods of high traffic volumes
- a desire for a visually appealing Main Street environment, particularly street trees and ornamental street lighting
- availability of funding sources for Main Street improvements

Following the first public meeting, a questionnaire was mailed to the residents of Nyssa inviting them to prioritize personal preferences for improving vehicle and pedestrian traffic citywide, and for improving the appearance of Main Street and the downtown area (see Appendix A). The questionnaire also asked residents to identify which stores and offices along Main Street they visited most frequently and what type of additional businesses they would like to see in the downtown area.

The intent of the questionnaire was to provide valuable assistance to the City

of Nyssa in three ongoing planning efforts:

- *Nyssa 2003 Main Street Revitalization Plan*
- *Nyssa Transportation System Plan*
- Strategic planning to attract new businesses

With regard to the *Nyssa 2003 Main Street Revitalization Plan*, the results of the questionnaire helped set priorities for the design development process and, in some cases, determined the design guidelines for specific streetscape elements. Following a review of the questionnaire results and input from the first public meeting, the Project Design Team and City Council established four project goals:

*Goal 1: Provide an attractive Main Street atmosphere for existing and new businesses.*

*Goal 2: Create a multiple use Main Street.*

*Goal 3: Establish community identity and community pride.*

*Goal 4: Provide a focus for efforts to secure funding.*

Two subsequent public meetings allowed for review and refinement of the concept design for Main Street by City Council, interested members of the community, and ODOT District

# Research and Design Analysis

*Continued*

14 and Region 5 staff. A consensus emerged for a Concept Plan to accomplish the following for Main Street:

- improve the visual appeal
- improve the pedestrian environment
- slow vehicle speeds
- reduce the parking lot access points

With regard to access for off-street parking areas, there was some initial reluctance to accept the plan's proposal to reduce the number of parking lot access points along Main Street. However, as the concept design was developed and reviewed at subsequent public meetings, a general consensus emerged that reducing the number of access points along Main Street would lead to a more attractive and pedestrian friendly downtown area.

Public outreach efforts also included meetings with representatives of the Malheur County Economic Development Department. Those meetings confirmed that goals established for the *Nyssa 2003 Main Street Revitalization Plan* are consistent with the goals and objectives of the *Malheur County Strategic Plan*, particularly Quality of Life Goals that are to be supported by specific strategies developed within each community.

The final component in the public outreach effort was one-on-one meetings with local business owners. In addition to building community support for the plan, the meetings identified a consensus for creating a more attractive shopping environment along Main Street.

## Design Analysis

Design analysis provided the Project Team's first opportunity to reconcile the goals established for the *Nyssa 2003 Main Street Revitalization Plan* with opportunities and constraints inherent in the existing conditions, including traffic movements, of Main Street. Analysis involved:

- site inventory and analysis
- public review meetings
- independent review with ODOT staff

Site inventory included verification of existing right-of-way, sidewalks, and pavements widths. The land uses and tax lots within the study area were documented and existing base maps were updated for use in developing all concept design alternatives. Existing utility and street light locations were also noted. Site analysis included evaluation of sidewalk and roadway pavement conditions, the extent and nature of any public right-of-way landscaping in the study area, and observation of traffic and pedestrian movement patterns at various times of day. The observation of vehicle and



## Research and Design Analysis

*Continued*

pedestrian movements was supplemented with a review of ODOT data from 1995, obtained as part of an evaluation of traffic signal warrants for Main Street.

Concept designs were reviewed at two public meetings. At the first public meeting, conceptual design alternatives responding to the established plan goals and specific traffic issues were reviewed. A consensus was reached that allowed development of the Main Street Concept Plan to proceed. The second meeting reviewed the final Concept Plan and public input led to minor adjustments to some elements of the plan. Funding and implementation strategies were also discussed.

Independent review with ODOT staff focused on specific roadway design elements of the Main Street Concept Plan. ODOT staff reviewed drawings throughout the design development process, attended all public meetings, and supplied technical data and relevant roadway and bikeway design standards. Those review efforts were closely coordinated by the Project Design Team with ODOT review of the *Nyssa Transportation System Plan*. That coordination resulted in integrated goals for the two plans and compatible recommendations for city bikeways, sidewalk improvements, and traffic management.

*Part III — Main Street Design  
Concept*

# Main Street Design Concept

## The American Main Street

Main Street is an important place in the landscape of American towns. From a traveler's perspective, a town's "main street" is often an abrupt change in their continuous route along a state highway. It is also a traveler's dominant experience of a community's economic and architectural images. For some traveler's, it may be a momentary stop with a pedestrian experience in a setting of more complexity than they would have noticed as a motorist. From a resident's perspective, a main street provides access to the town's public places and a setting for shared activities such as shopping, conducting business, and going to school. While main street is not likely to be a resident's dominant experience of their community, it does contribute to their sense of place and civic pride.

The classic American main street can be categorized in two basic types. The first type, found in thousands of communities with 2,000 to 25,000 population, is a linear main street which is really a state highway passing through the town on its way to the next town. The highway becomes a commercial street, reaching an architectural climax that is usually only a few blocks long. Those few blocks create the sense of place thought of as "downtown" in most communities. What lies beyond downtown, visually and functionally, is the rest of the highway and higher speed limits.

The second type of main street is less common. This main street may also be part of a highway corridor and is equally linear. However, it leads to something more interesting than the rest of the highway. This main street is usually no more than a few blocks long, ending at a strong visual focus, such as a public square, a school, a civic building, or the junction of two roads. There is often a stronger sense of enclosure and architectural space compared to the first type of main street.

For both types of main street, aesthetic factors and the overall environment are critical factors in attracting businesses, shoppers, pedestrians, and motorists. Successful redevelopment efforts require careful planning to overcome the tendency of main streets in small communities to become little more than corridors and access points for vehicles in a hodge-podge of architecture and roadway signs.

## Main Street in Nyssa

In Nyssa, characteristics of both types of the classic American main street are present. These characteristics helped the Project Design Team and the City of Nyssa define the project study area (Figure 2). Oregon State Highway 20-26 has traversed the town as a linear Main Street since 1919. The highway reaches the city from the northwest where it intersects with Adrian Boulevard before running due east for six blocks to its intersection with First

# Main Street Design Concept

*Continued*

Street. From there, the highway passes beneath the railroad tracks and continues to the Snake River bridge.

This six-block segment of Highway 20-26 is Main Street in contemporary Nyssa.

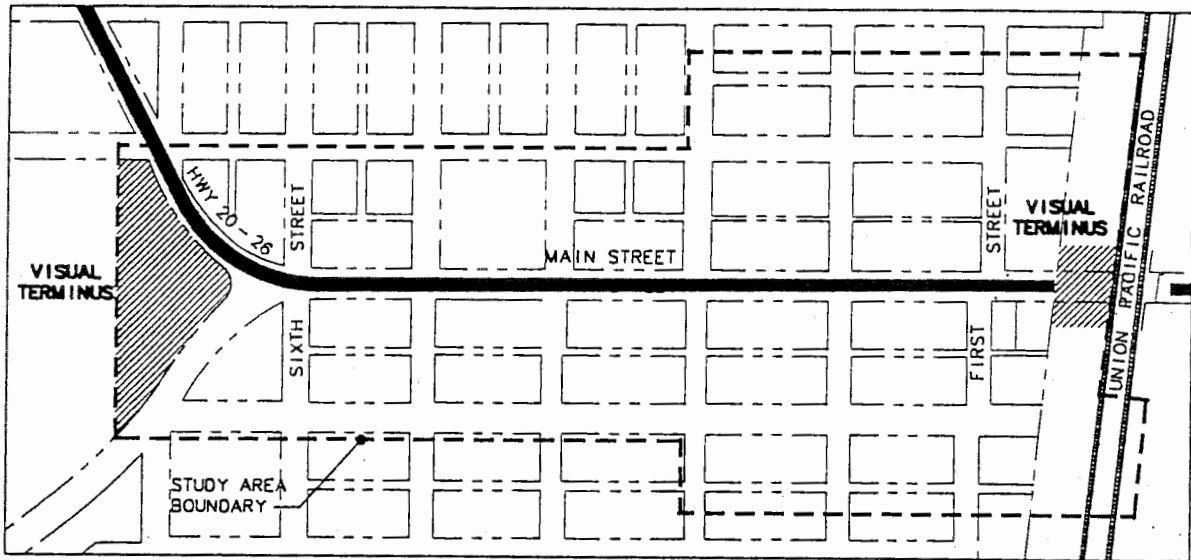
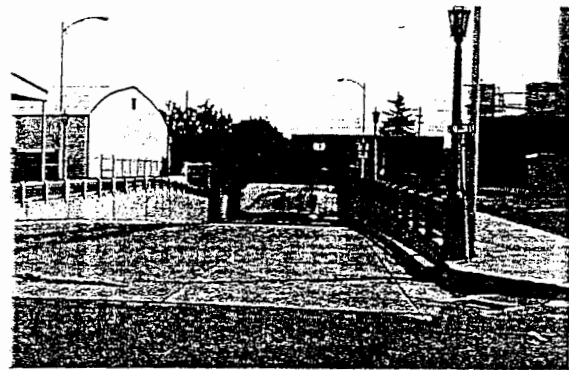


Figure 2



Main Street & Adrian Blvd.



Highway Viaduct



Main Street

# Main Street Design Concept

*Continued*

Historically, Main Street and First Street were part of the dual axes along which much of Nyssa's evolution as a commercial center in Malheur County can be traced. Since the early years of the town's development, the public school at the roadway junction of Highway 20-26 and Adrian Boulevard has defined the western end of Main Street. The ferry landing at the Snake River defined the eastern end. In contemporary Nyssa, a modern school campus has replaced the original school building. A highway viaduct beneath the railroad tracks, constructed with ornamental railings and street lights, now provides the visual and functional eastern end for Main Street. The architectural climax

for the street is in the historically significant buildings of the three western blocks (Third Street to First Street) that once defined the original townsite (Figure 3).

Main Street remains the most public and visible part of Nyssa's street system. It provides access to businesses and public buildings, access to the school campus, and carries the highest volumes of local and visitor traffic. It defines downtown. The public outreach effort confirmed Main Street's significance to the community and identified high priority opportunities to upgrade its visual appearance, improve pedestrian safety, and slow traffic.

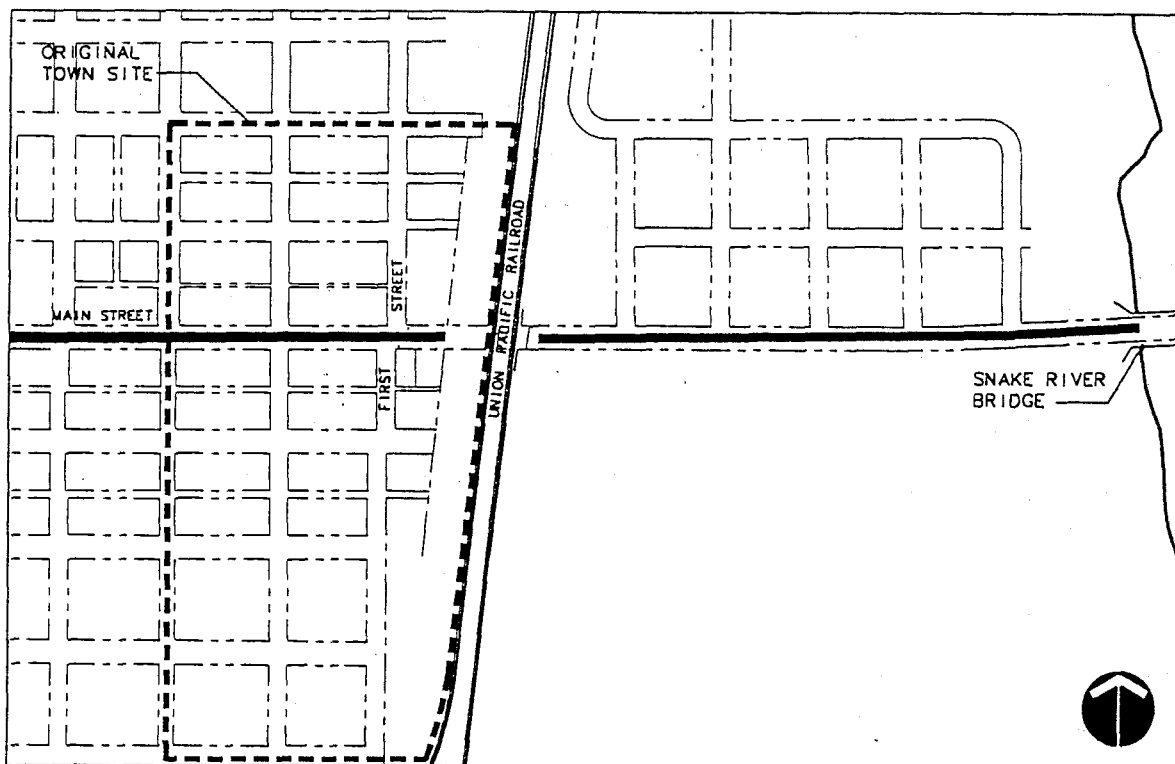


Figure 3

# Main Street Design Concept

*Continued*

## Revitalizing Main Street

The *Nyssa 2003 Main Street Revitalization Plan* provides a concept design focused on the street itself. The plan does not assume that street improvements alone will rejuvenate economic activity in the downtown area. However, implementation of the plan will put in place streetscape elements that support the four goals established in the Research and Design Analysis phase of the project.

### **Goal 1**

*Provide an attractive Main Street atmosphere for existing and new businesses.*

Street furnishings, including continuous street trees, ornamental street lights, drinking fountains, landscape buffers for parking lots, and new sidewalks, are the principal design elements that will create an attractive atmosphere for traditional "main street" activities. These elements will also provide continuity and distinction to the downtown area.

### **Goal 2**

*Provide a multiple use street.*

Main Street should be more than a simple traffic corridor for vehicles. It is a public space that also should be safe and comfortable for pedestrians and bicyclists, and should promote traditional sidewalk activities such as shopping and conversation.

### **Goal 3**

*Establish community identity and community pride.*

Main Street can be the primary focal point for visitors to Nyssa. An enhanced streetscape will contribute to re-establishing the city as both a "gateway" to Oregon and as a vital part of expanding economic opportunities in Malheur County. Redevelopment of Main Street can also be source of civic pride for the community, embodying a sense of optimism and high expectations for the future.

Redevelopment of Main Street is also an opportunity to identify and preserve important elements of Nyssa's history as part of the town's sense of place.

### **Goal 4**

*Establish a focus for efforts to secure funding.*

Streetscape improvements that meet the first three goals of the *Nyssa 2003 Main Street Revitalization Plan* will involve substantial capital costs. Small communities usually cannot cover these costs through local funding sources alone. State and federal funds are available, but the City of Nyssa will need guidance in exploring those funding opportunities and a attractive plan to present to the various agencies that distribute the funds.

# Main Street Design Concept

*Continued*

In addition to establishing exemplary goals for the *Main Street 2003 Revitalization Plan*, the City of Nyssa prepared this plan and its *Transportation System Plan (TSP)* jointly. As a result, both planning efforts benefited from the integration of traffic management strategies, pedestrian network improvements, and bikeway development. The traffic management strategies of each plan focused on accommodating the high volumes of truck traffic generated by the city's agricultural economy while decreasing its negative impacts on the downtown and residential areas. Safer pedestrian access to downtown destinations and the school campus was jointly addressed by recommendations for a complete sidewalk system and pedestrian crossing treatments. Bikeway recommendations are intended to create a single, continuous bikeway through the city, updating an earlier bikeway plan that did not provide access to and from areas beyond the city limits.

## **Developing a Concept Plan for Main Street**

At the conclusion of the Research and Design Analysis phase, three preliminary alternatives for modifying the sidewalk and street characteristics were developed (Figure 4). Each alternative addressed:

- improving the pedestrian environment
- improving pedestrian crossings
- traffic management

The critical differences between the alternatives were in the number and type of new street furnishings, width and surface finish for the sidewalks, pedestrian crossing treatments, and traffic calming measures to reduce vehicle speeds along Main Street.

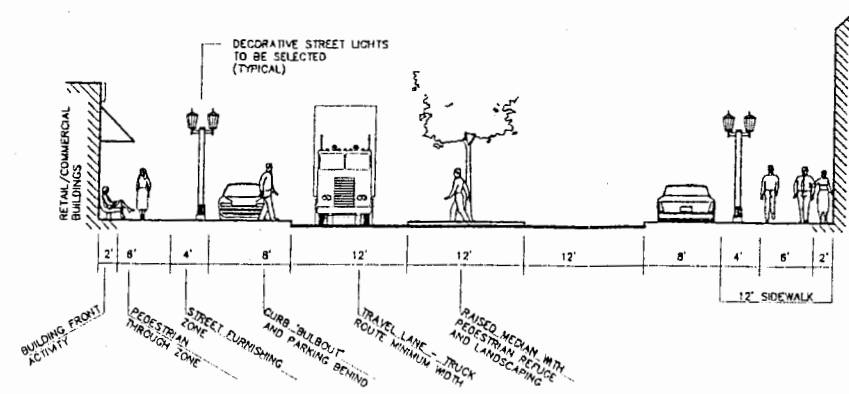
Options were also studied for modifying configuration and turning movements for two Main Street intersections, at Adrian Boulevard and First Street. The study was conducted jointly with the *TSP* in order to gather public comment on the success of integrating both planning efforts. A detailed analysis of each alternative can be found in the *TSP*.

At the intersection of Main and Adrian, the study focused on improving the unconventional geometry. The alternatives ranged from minimal construction to total reconstruction. The minimal construction option was preferred, limiting access at Main and Sixth Streets to right-turn in and right-turn out. The option was included in the Concept Plan as a near-term improvement. Total reconstruction of the Main Street and Adrian Boulevard intersection was reserved for future consideration as a long-term improvement (Appendix B).

**ALTERNATIVE A**

- IMPROVED PEDESTRIAN CROSSING AT INTERSECTIONS:
- RAISED MEDIANS OR PEDESTRIAN REFUGE ISLANDS WITH LANDSCAPING
  - CURB EXTENSIONS TO SHORTEN CROSSING DISTANCE
- IMPROVED PEDESTRIAN ENVIRONMENT:
- WIDER CONTINUOUS SIDEWALKS
  - STREET TREES AND ORNAMENTAL LIGHTING ACCOMMODATE STOREFRONT ACTIVITY
- TRAFFIC MANAGEMENT:
- SLOWER VEHICLE SPEEDS THROUGH TRAFFIC CALMING
  - POTENTIAL TO REDUCE MID-BLOCK TURNING MOVEMENTS
  - 12-FOOT VEHICLE TRAVEL LANES EACH DIRECTION
  - CONTINUOUS MEDIAN FOR SELECTED BLOCKS TO LIMIT MID-BLOCK TURNING MOVEMENTS

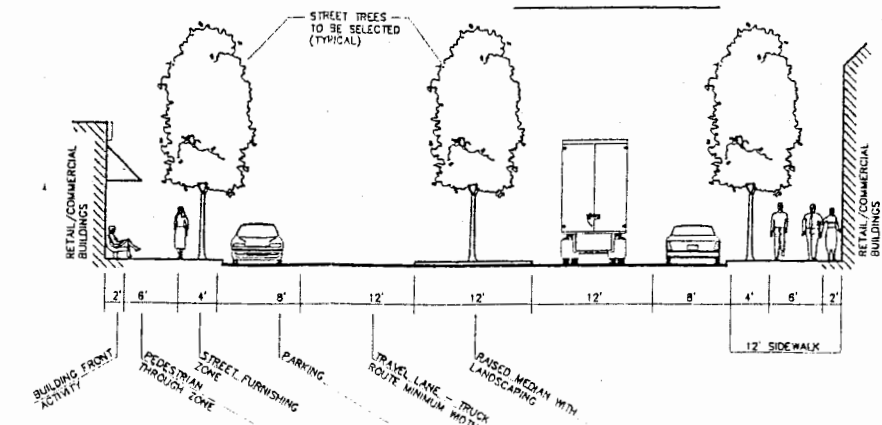
**INTERSECTIONS WITH PEDESTRIAN CROSSING**



TYPICAL IMPROVEMENT AT SELECTED INTERSECTIONS

(NOT TO SCALE)

**MID-BLOCK**

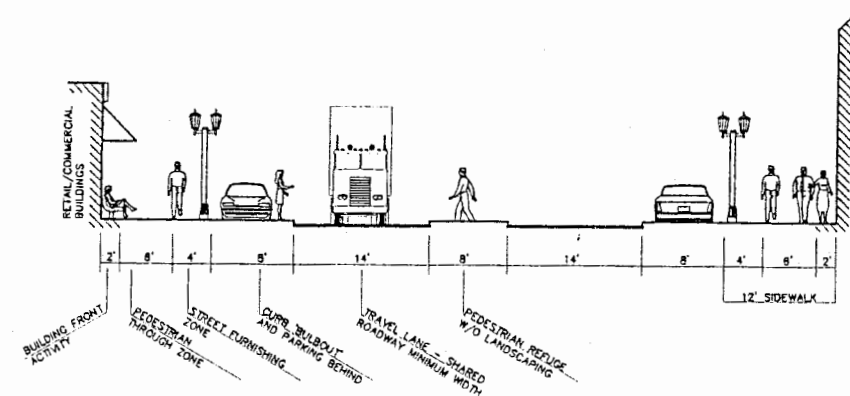


TYPICAL IMPROVEMENT FOR SELECTED BLOCKS

(NOT TO SCALE)

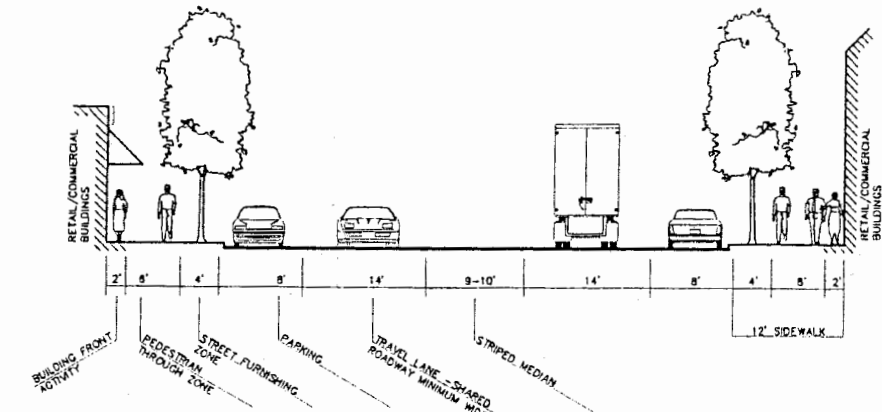
**ALTERNATIVE B**

- IMPROVED PEDESTRIAN CROSSING AT INTERSECTIONS:
- PEDESTRIAN REFUGE ISLANDS WITHOUT LANDSCAPING
  - CURB EXTENSIONS TO SHORTEN CROSSING DISTANCE
- IMPROVED PEDESTRIAN ENVIRONMENT:
- WIDER CONTINUOUS SIDEWALKS
  - STREET TREES AND ORNAMENTAL LIGHTING
  - ACCOMMODATE STOREFRONT ACTIVITY
- TRAFFIC MANAGEMENT:
- SLOWER VEHICLE SPEEDS THROUGH TRAFFIC CALMING
  - POTENTIAL TO REDUCE MID-BLOCK TURNING MOVEMENTS
  - 14-FOOT VEHICLE AND TRAVEL LANE EACH DIRECTION TO ACCOMMODATE VEHICLES AND OCCASIONAL BIKE USE



TYPICAL IMPROVEMENT AT SELECTED INTERSECTIONS

(NOT TO SCALE)

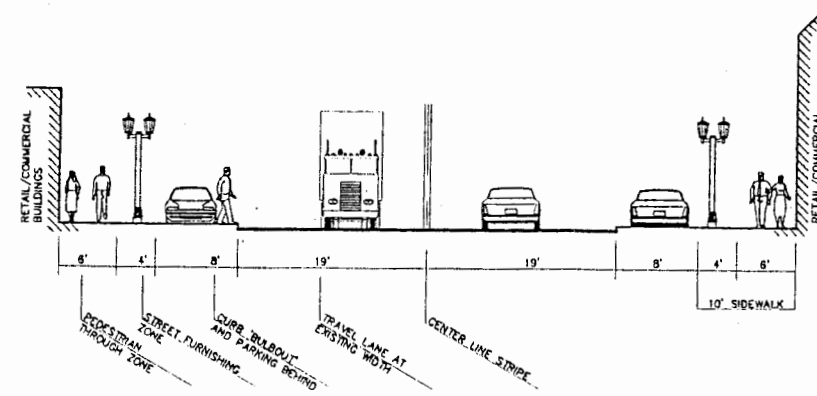


TYPICAL IMPROVEMENT FOR ALL BLOCKS

(NOT TO SCALE)

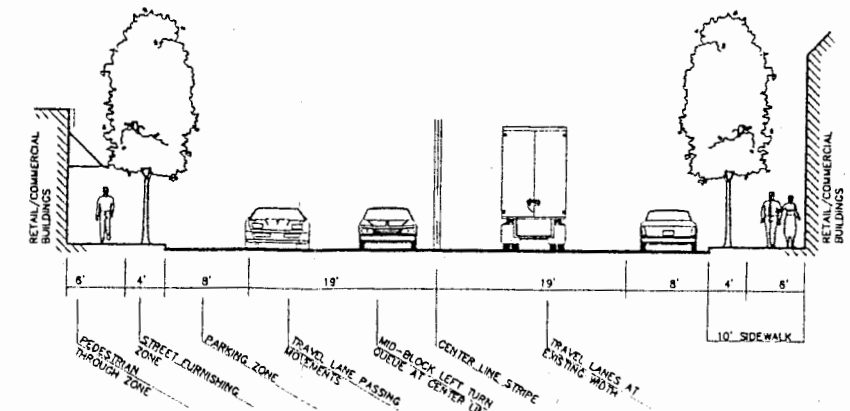
**ALTERNATIVE C**

- IMPROVED PEDESTRIAN CROSSING AT INTERSECTIONS:
- CURB EXTENSIONS TO SHORTEN CROSSING DISTANCE
- IMPROVED PEDESTRIAN ENVIRONMENT:
- STREET TREES AND ORNAMENTAL LIGHTING
  - SIDEWALKS REMAIN AT EXISTING 10-FOOT WIDTH
- TRAFFIC MANAGEMENT:
- LESS REDUCTION IN VEHICLE SPEEDS THROUGH TRAFFIC CALMING
  - MID-BLOCK LEFT TURN MOVEMENT ALLOWED
  - 19-FOOT VEHICLE AND TRAVEL LANE EACH DIRECTION TO ACCOMMODATE VEHICLES AND OCCASIONAL BIKE USE (OPTION TO REDUCE LANE WIDTH WITH STRIPED MEDIAN)



TYPICAL IMPROVEMENT AT SELECTED INTERSECTIONS

(NOT TO SCALE)



TYPICAL IMPROVEMENT FOR ALL BLOCKS

(NOT TO SCALE)

**Main Street 2003 Revitalization Plan**  
**Conceptual Street Section Alternatives**  
**Nyssa, Oregon**

Figure 4





# Main Street Design Concept

*Continued*

At the intersection of Main and First Streets, the focus of the study was improving right-turn movements for truck traffic. The options were:

- new lane striping and removing on-street parking along a portion of First Street
- realignment of First Street between Main and Bower

Lane striping and parking removal was the selected option for the Concept Plan. Realigning First Street would involve high costs, acquisition of private property, and reduce available off-street parking (Appendix B).

Review of all potential elements of a Main Street Design concept took place at two public meetings. The meetings included review of the *TSP*. There was additional design review with ODOT staff to identify technical design standards and maintenance concerns.

Following that review process, a final Concept Plan was developed for Main Street (Figures 5-7). The final plan incorporates preferred streetscape characteristics with traffic management strategies and selected options for improving the Main/Adrian and Main/First Street intersections.

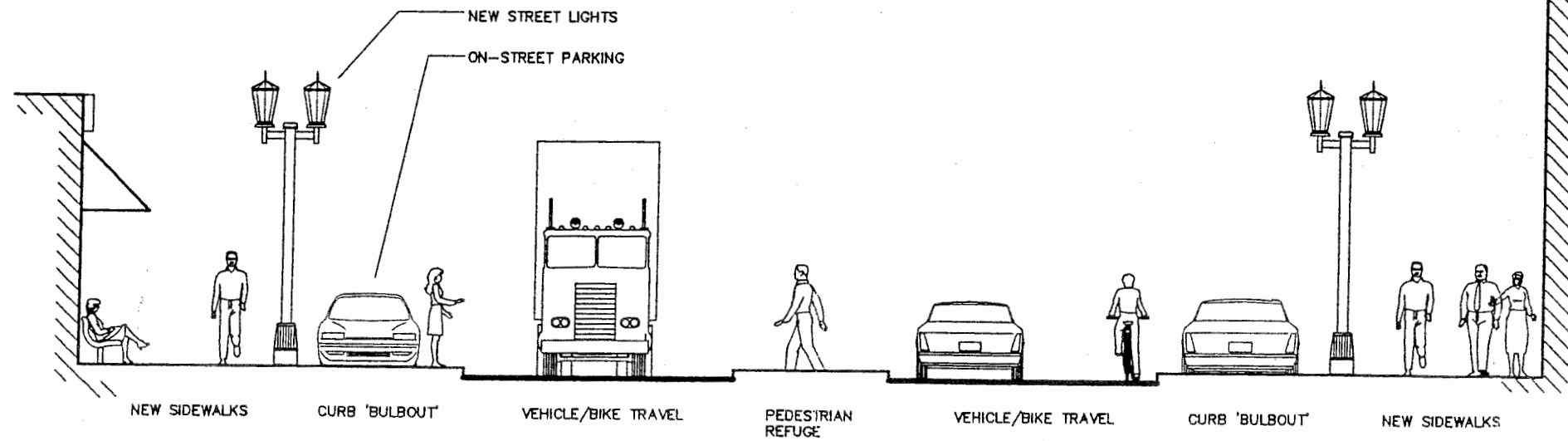
Key streetscape elements are:

- wider and more attractive sidewalks

- street furnishings that include trees, ornamental lights, and drinking fountains
- curb extension and refuge islands at pedestrian crossing points
- narrower travel lanes that will still accommodate bicycles
- vehicle access management

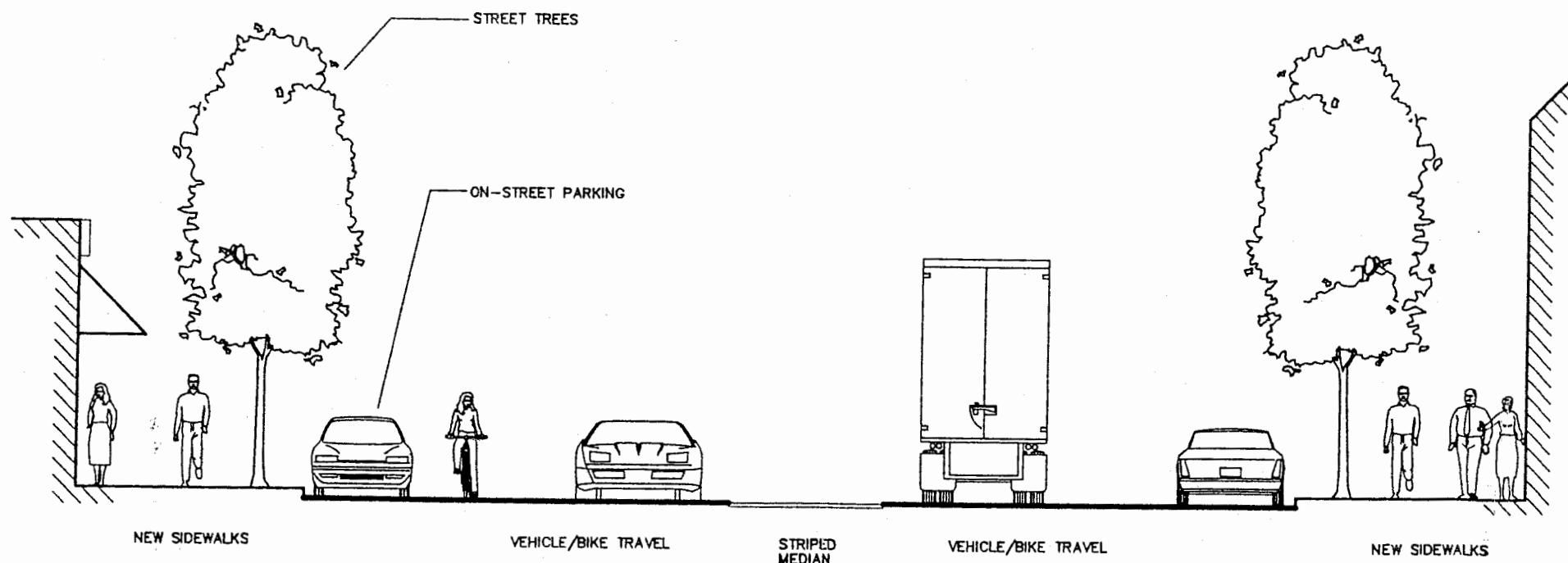
Key traffic management strategies, developed jointly with the *TSP*, include:

- traffic calming
- better channelization of traffic at the Main/Adrian intersection
- access management along Main Street
- designation of Main Street as a city bikeway



SELECTED INTERSECTION IMPROVEMENTS

(NOT TO SCALE)



TYPICAL MID-BLOCK IMPROVEMENTS

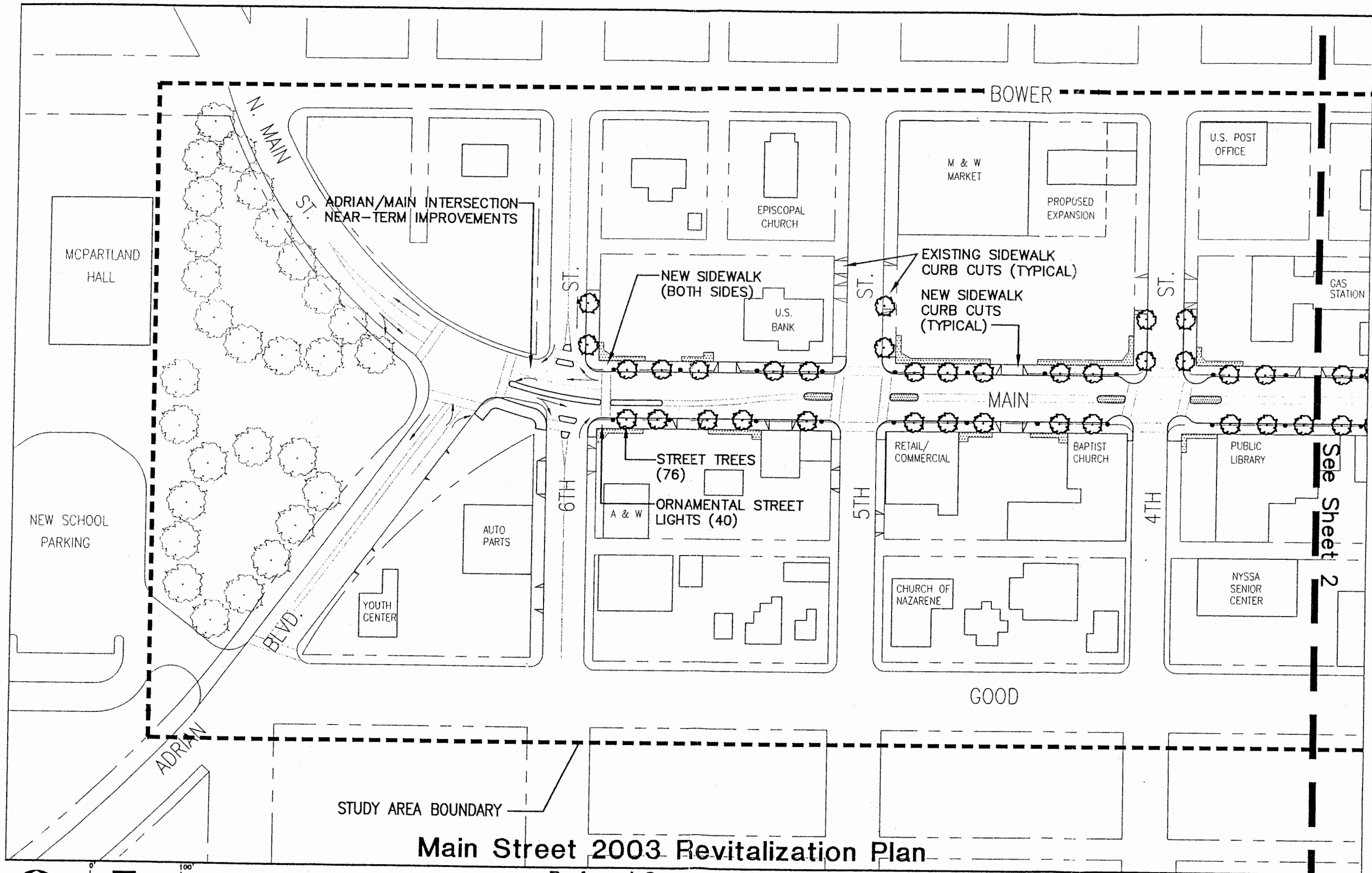
(NOT TO SCALE)

# Main Street 2003 Revitalization Plan

Conceptual Street Section  
Nyssa, Oregon

Figure 5





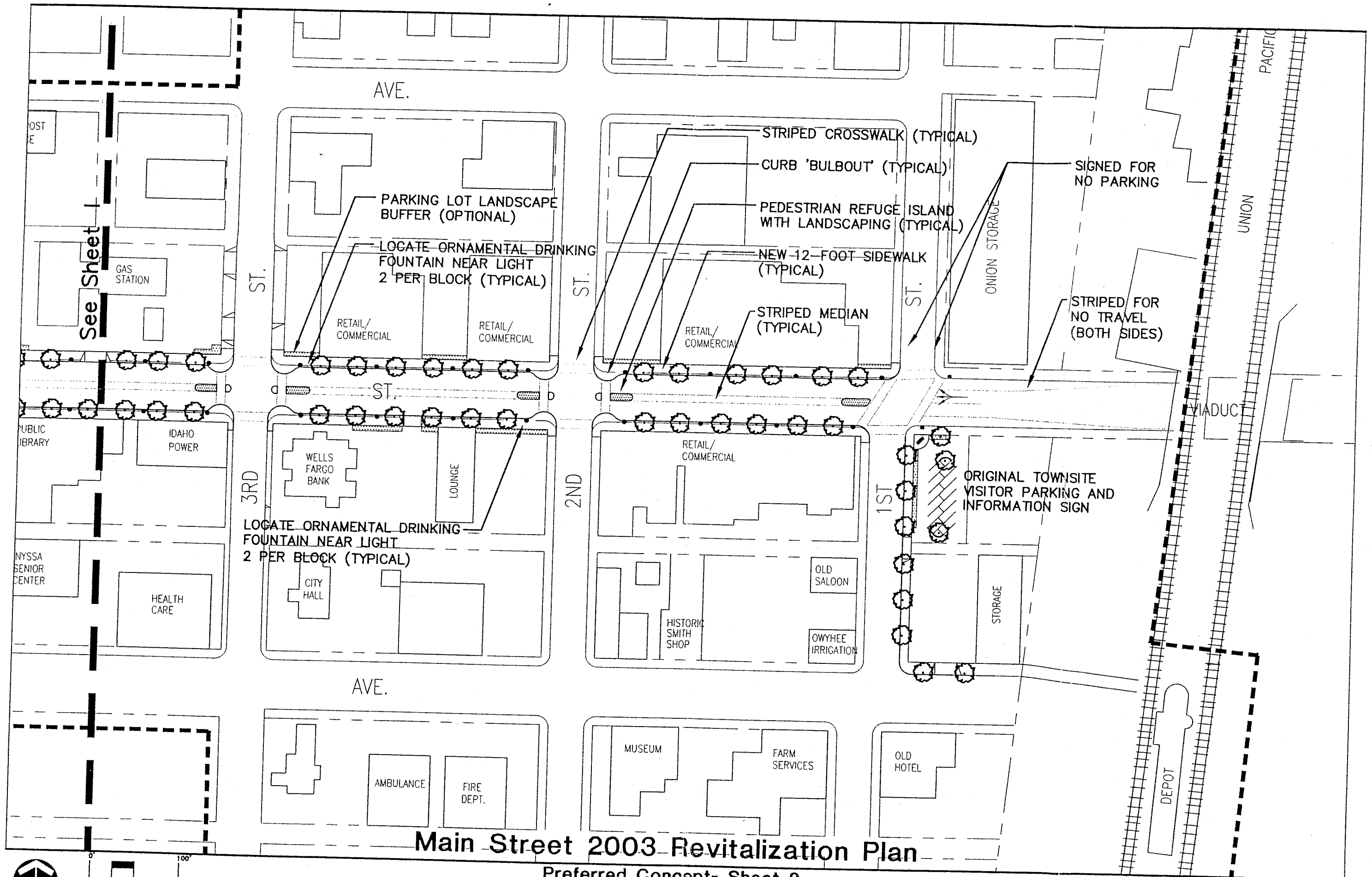
# Main Street 2003 Revitalization Plan

Preferred Concept- Sheet 1  
Nyssa, Oregon



Figure 6





**Main Street 2003 Revitalization Plan**

Preferred Concept- Sheet 2  
Nyssa, Oregon

Figure 7



# Main Street Design Concept

*Continued*

## Access Management

Major streets, such as arterials and collectors, are often perceived as undesirable for use by non-motorized traffic. High traffic volumes, travel speeds, and numerous cars leaving and entering the roadway at driveway access points contribute to that perception. Numerous access points are a deterrent for both pedestrians and bicyclists. However, pedestrians are likely to experience the greatest sense of danger and discomfort when the sidewalk system is frequently interrupted by driveway aprons and moving vehicles. In order to safely cross the street, pedestrians must take advantage of gaps in traffic. Vehicles entering the street from the numerous driveway and parking lot access points can quickly fill any traffic gaps.

At present, there are more than twenty curb-cuts with driveway aprons through the Main Street sidewalks. These curb-cuts allow mid-block access to off-street parking lots and drive through businesses. With one exception, those parking areas and businesses have additional access points from the intersecting local streets.

Nyssa's Main Street must accommodate pedestrians and bicyclists, as well as vehicles. Most conflicts between non-motorized and motorized traffic do not occur when both are moving in the same direction.

The conflicts occur at intersections, driveways, and alleys. Numerous access points along Main Street create a situation where cars entering and leaving the street between intersections pose a danger to pedestrians and bicyclists.

The objective of access management is to reduce the number of conflict points. The Concept Plan consolidates or eliminates curb-cut access points, reducing the number from over twenty to only seven ( Figure 8).

# Main Street Design Concept

Continued

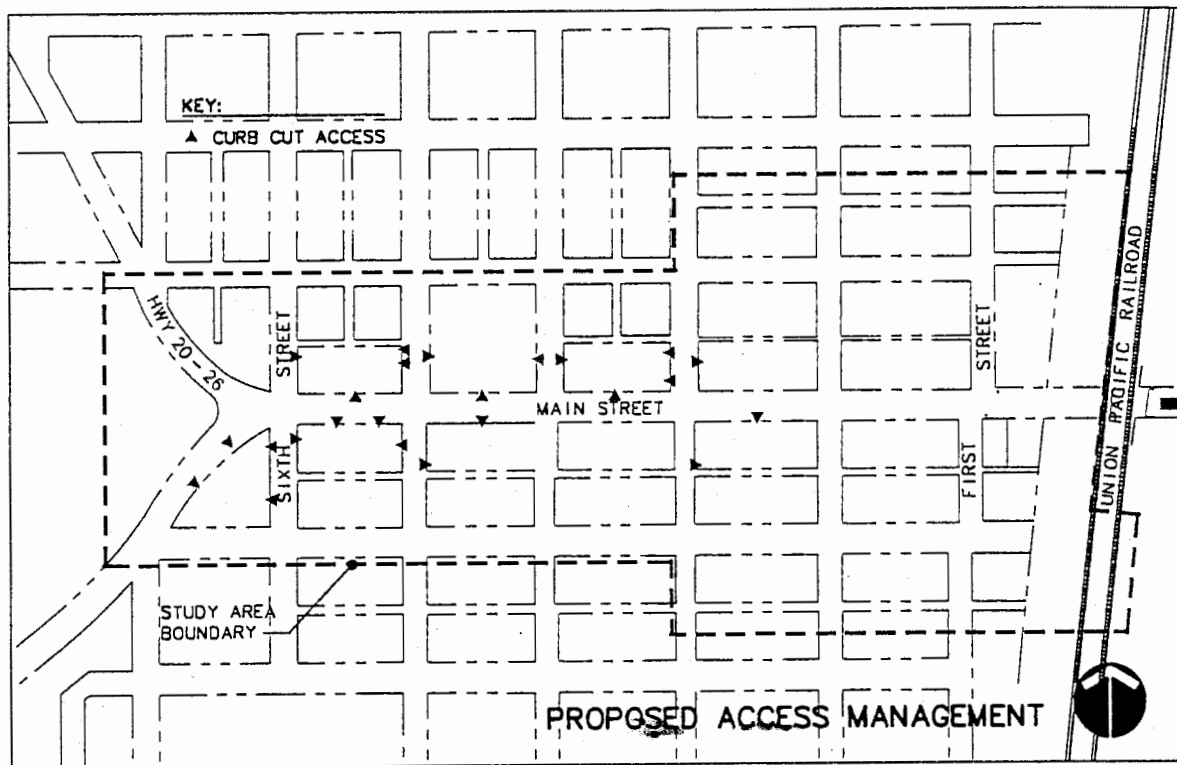
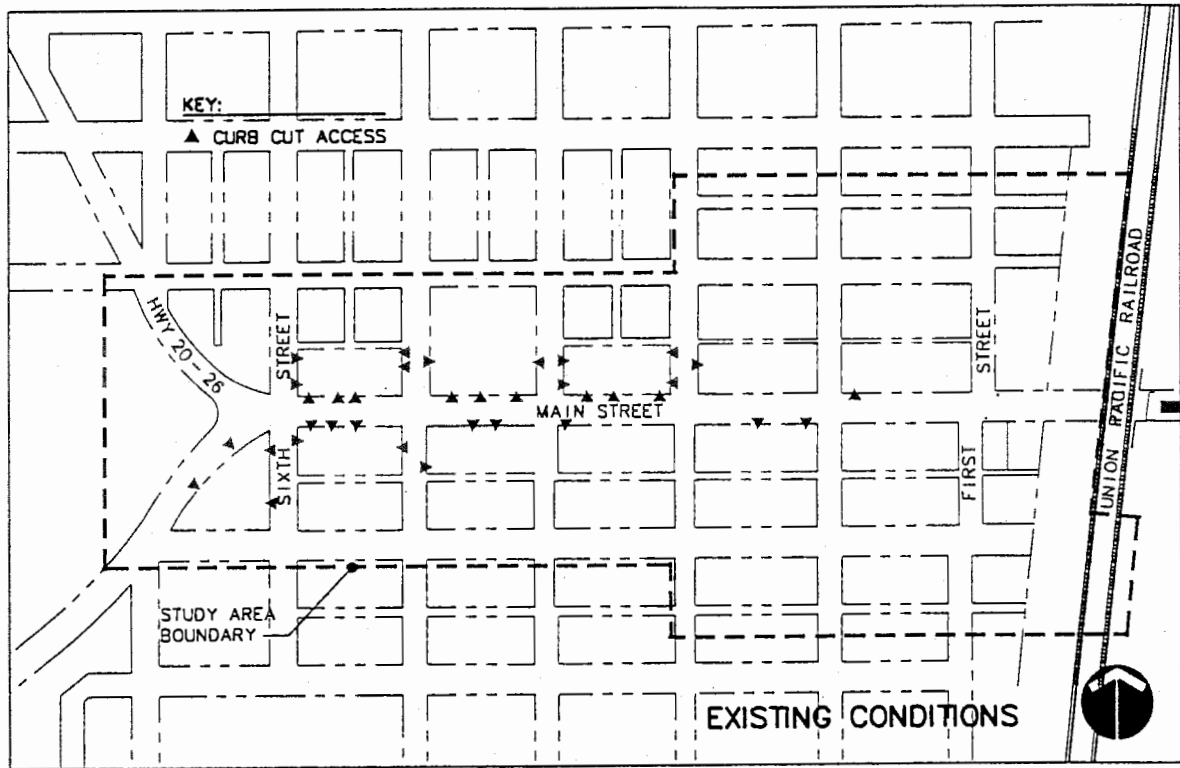


Figure 8

# Main Street Design Concept

*Continued*

## Design Guidelines

The final step in developing the Concept Plan was establishing design guidelines for critical elements of the streetscape. The guidelines are intended to convey a more detailed vision of a redeveloped Main Street and to direct final design toward creating:

- a multiple use street that is safe for all intended users
- a functional and appealing pedestrian environment
- unifying visual elements for Main Street
- an enhanced sense of place for downtown Nyssa

The guidelines are intended to suggest overall design characteristics and critical locations for elements of an enhanced streetscape. They are not architectural or engineering standards, and should not be construed as being in conflict with existing city or state standards and codes. They are conceptual design solutions that allow for refinement of materials, colors, and surface treatments through further design development and public input.

The guidelines do not include specific maintenance recommendations for any of the suggested elements. However, it should be emphasized that poor maintenance can quickly turn an

attractive streetscape into a failed improvement.

Lastly, the guidelines do not address relocation of above and below ground utilities or modifications to the existing stormwater system. Study of each of those issues should occur as part of a preliminary engineering project and on the basis of accurate as-built drawings and site survey data.

# Main Street Design Concept

*Continued*

## *Developing a Multiple Use Street*

### *Purpose*

- To provide safe vehicle and bike travel along Main Street.
- To provide a safe and attractive pedestrian environment.
- To provide access to businesses and public buildings in the downtown area.

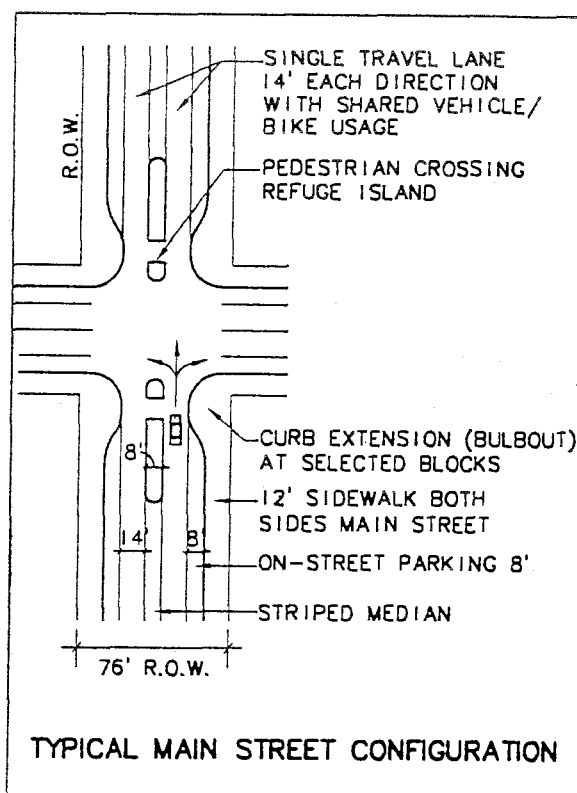
### *Location*

- Main Street from Adrian Boulevard to First Street.

### *Design Characteristics*

- Shared vehicle and bike travel lanes in each direction at minimum ODOT standards.
- Intersection configuration free of "pinch points" between vehicles and bikes.
- Vehicle access management that reduces the number of vehicles entering and leaving the street at mid-block.
- Maintain on-street parallel parking.
- Continuous sidewalk system with curb 'extensions' at intersections.
- Pedestrian refuge islands and striped crosswalks.

- Striped median between pedestrian refuge islands.
- Attractive street furnishings.
- Roadway surface free of irregularities that may pose a hazard to bicyclists or pedestrians.





# Main Street Design Concept

Continued

## New Sidewalks

### Purpose

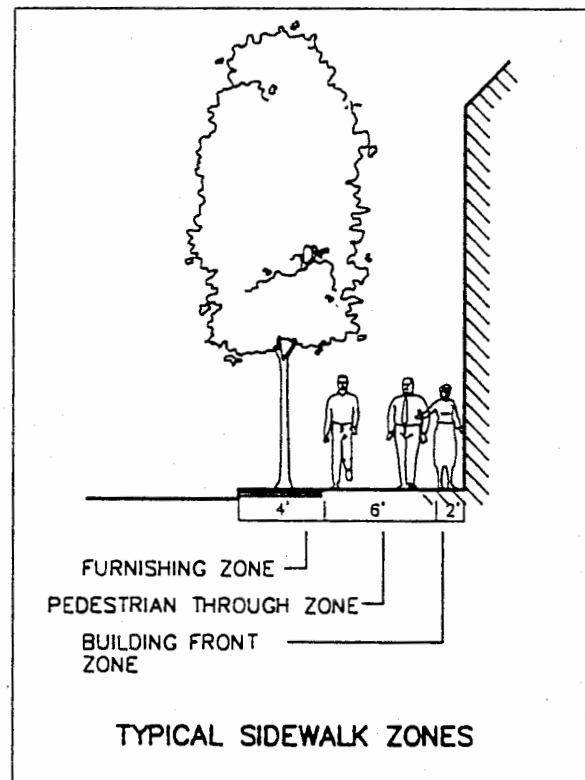
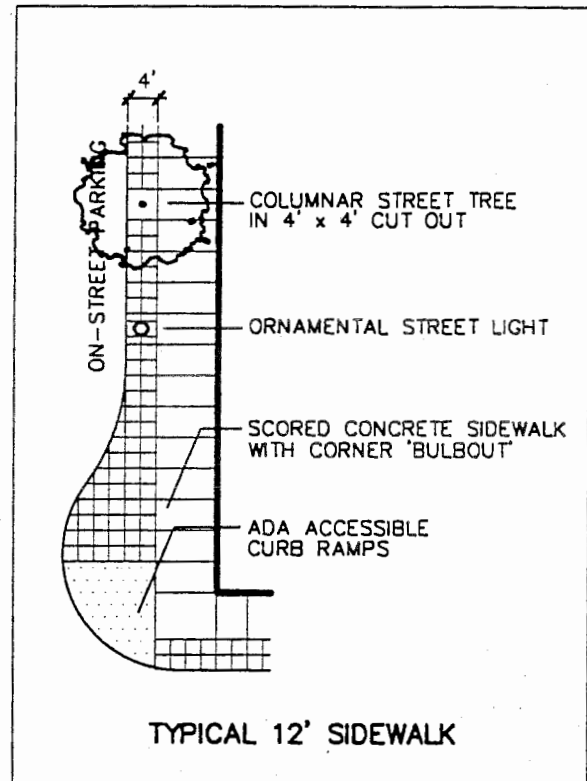
- To meet pedestrian needs of safety and comfort.
- To visually enhance the downtown area.
- To accommodate street furnishings and storefront activity.

### Location

- Both sides of Main Street as indicated on Concept Plan.

### Design Characteristics

- Replace the existing ten-foot sidewalks with twelve-foot sidewalks.
- Maintain a “furnishing zone” and a pedestrian “through zone” and a “building front zone”.
- Material should be concrete with minimum thickness of four inches.
- Use of a consistent scoring pattern to distinguish the pedestrian “through zone” from “furnishing zone” is optional.



# Main Street Design Concept

Continued

## Curb Extensions

### Purpose

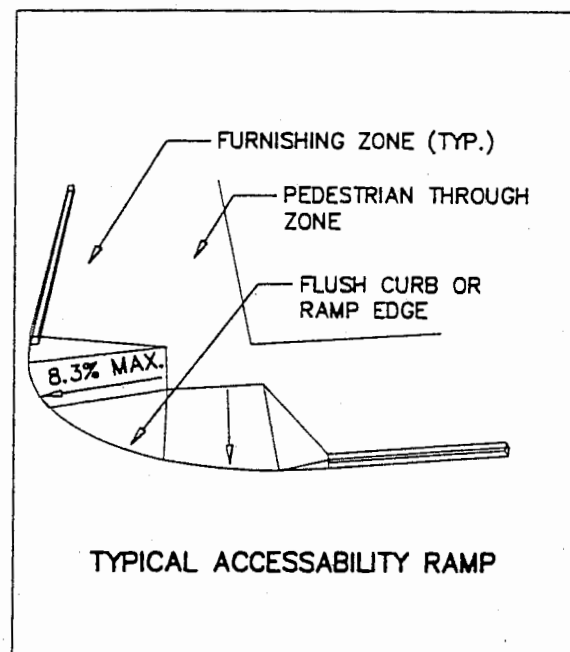
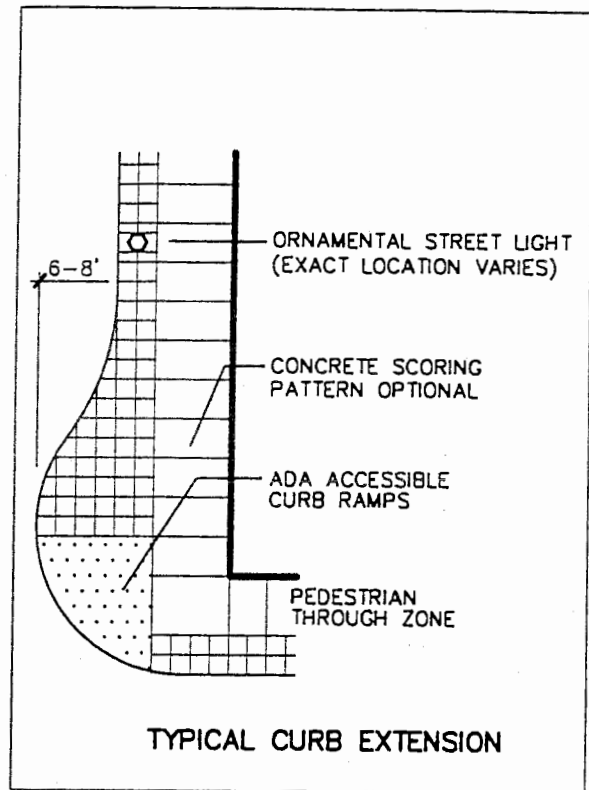
- To improve pedestrian safety, comfort, and accessibility.
- To shorten pedestrian crossing distances.
- To slow vehicle speeds along Main Street.

### Location

- At Main Street intersections as illustrated on the Concept Plan.

### Design Characteristics

- Width of the extensions should be a minimum of six feet and a maximum of eight feet.
- Material should be concrete with minimum thickness of four inches.
- If concrete scoring pattern is used the pattern should be consistent for all sidewalks and refuge islands.
- Construct accessibility ramps consistent with ODOT standards for each pedestrian crosswalk.
- Use a modified scoring pattern or textured surface within the accessibility ramp area.



# Main Street Design Concept

Continued

## Pedestrian Refuge Islands

### Purpose

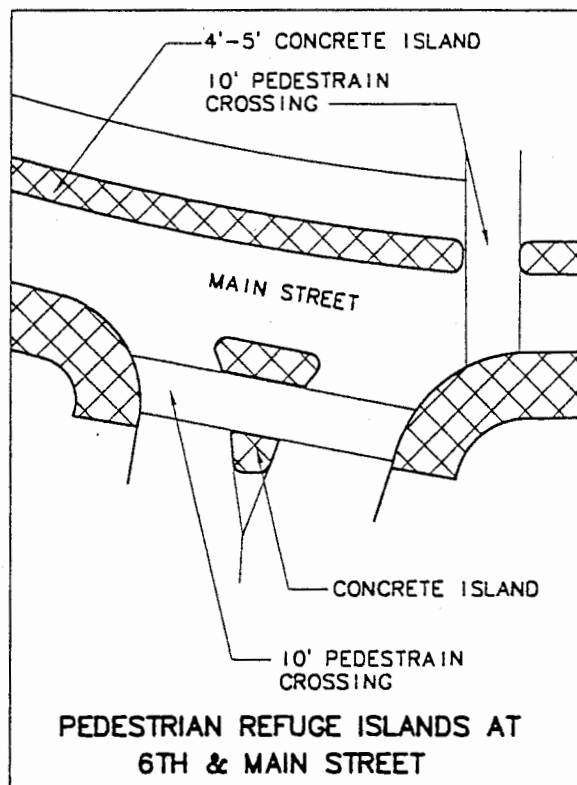
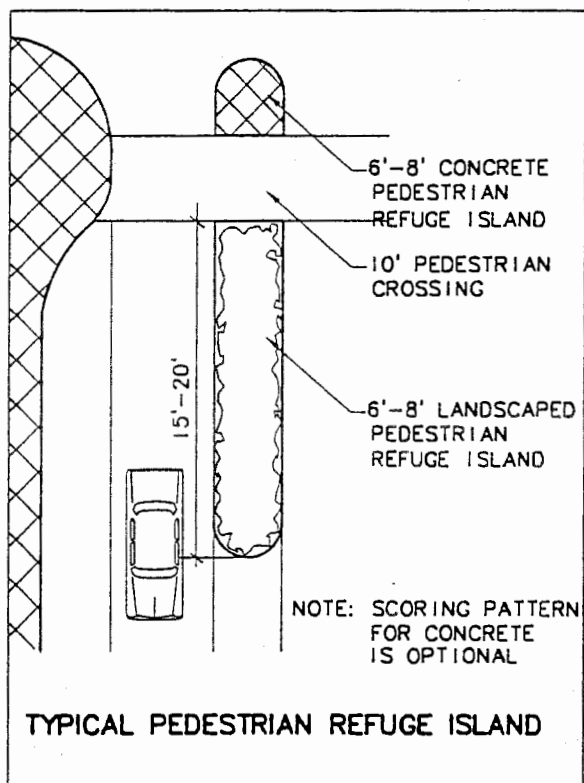
- To increase pedestrian safety.
- To visually and functionally define pedestrian space within the roadway.
- To provide an attractive streetscape element.

### Location

- Landscaped islands at the intersections Fourth through First Streets.
- Concrete islands at the intersection of Main Street and Adrian Boulevard.

### Design Characteristics

- Landscaped islands should be six to eight-feet wide with one-foot "shy" distance each side.
- Concrete islands should be four to six-feet wide with one-foot "shy" distance each side.
- Construct mountable curbing for concrete islands.
- Landscaping planting should not interfere with safe sight distance for vehicles.
- Scoring patterns for concrete islands are optional.



# Main Street Design Concept

*Continued*

## Street Trees

### Purpose

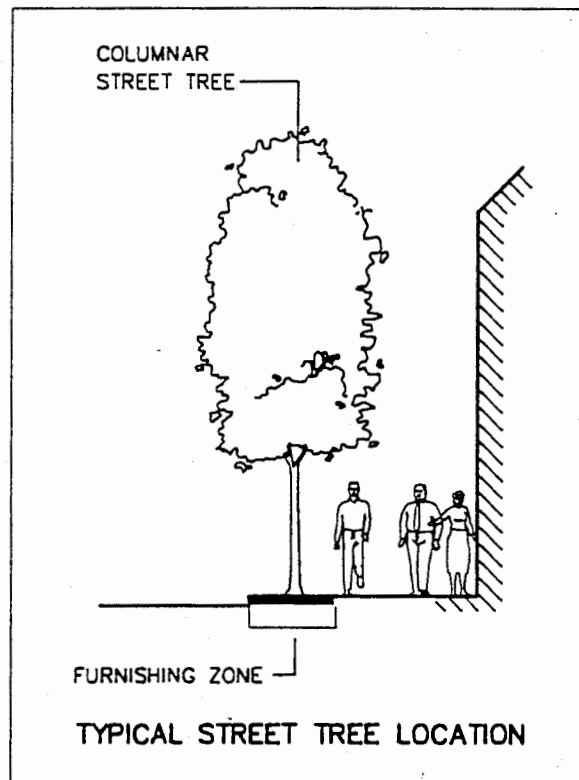
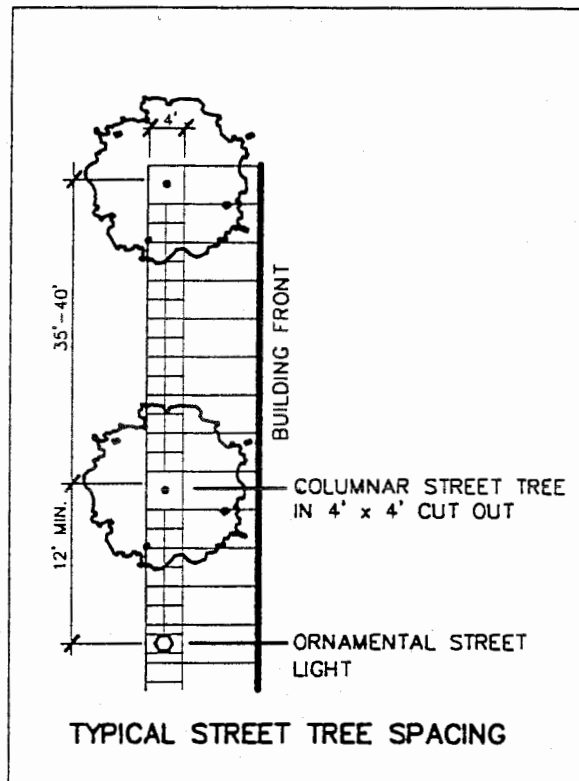
- To visually define and distinguish Main Street.
- To enhance the aesthetic appearance of the downtown area.
- To provide a sense of comfort for pedestrians.

### Location

- As illustrated on the Concept Plan.

### Design Characteristics

- Locate all trees within the "furnishing zone" of the sidewalk.
- Do not install trees at locations that will obstruct safe sight distance requirements for vehicles.
- Install trees of two-inch caliper or greater, with a columnar growth habit.
- Select a single species of tree in order to establish continuity for Main Street.
- Recommended species include:  
 Acer rubrum 'Armstrong'/  
 Armstrong Red Maple  
 Acer rubrum 'Bowhall'/  
 Bowhall Red Maple  
 Pyrus calleryana 'Chanticleer'/  
 Flowering Pear



# Main Street Design Concept

Continued

## Street Lights

### Purpose

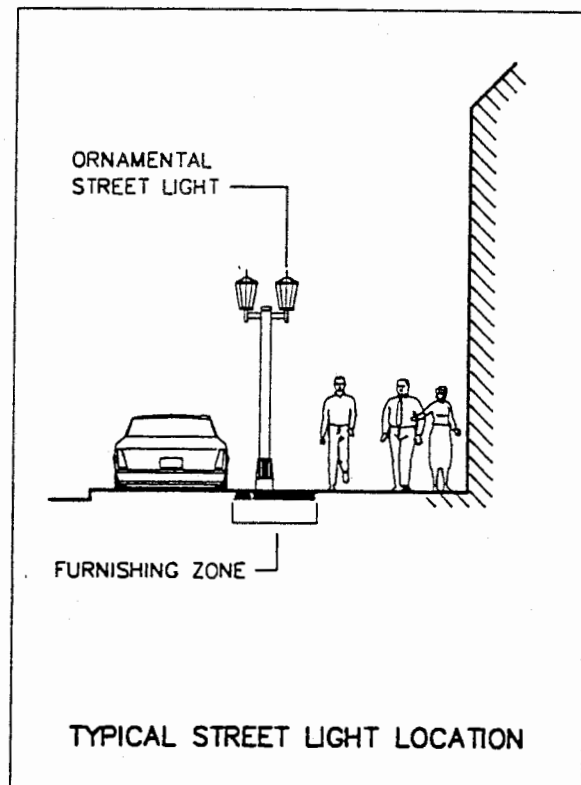
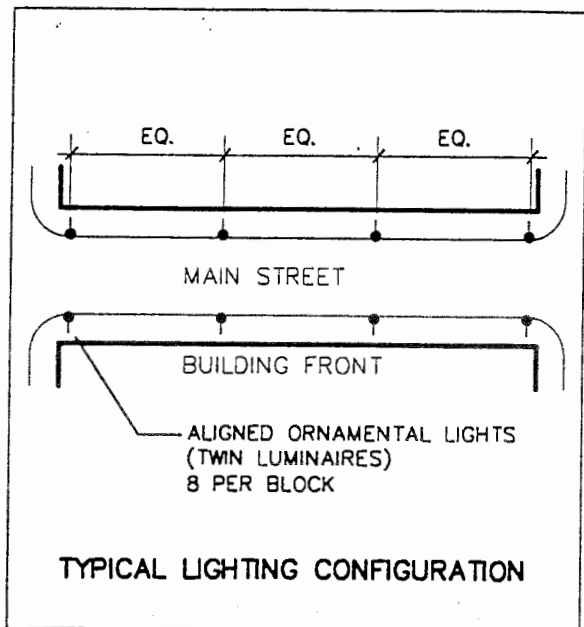
- To provide an attractive and unifying visual element along Main Street.
- To provide a sense of comfort and personal safety.
- To discourage unintended uses of the sidewalk or roadway.

### Location

- Four locations per block face from Sixth Street to First Street.

### Design Characteristics

- Use ornamental style poles and luminaires with selected style approved by City of Nyssa.
- Spacing between light locations should be approximately eighty feet.
- Mount each luminaire at a uniform height of approximately eighteen feet.
- Maintain illuminance level at a minimum of 1.2 footcandles at the pavement surface, with higher levels at intersections.



# Main Street Design Concept

Continued

## Landscape Buffer

### Purpose

- To provide a visual screen for off-street parking lots.
- To visually enhance and distinguish the downtown area.
- To provide visually and functionally stronger edges for Main Street.

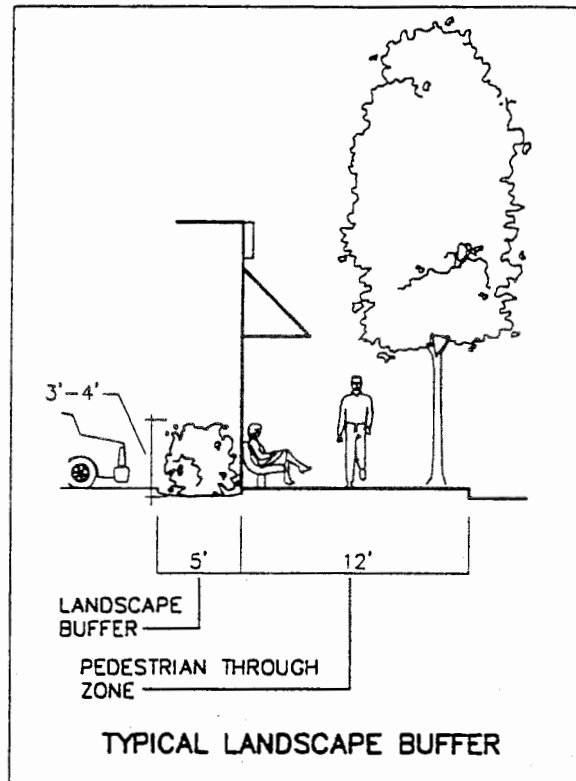
### Location

- At all parking lots abutting the sidewalks along Main Street.

### Design Characteristics

- Buffer planting area should be five-feet wide.
- Use plant materials whose mature or maintained height will not exceed four feet.
- Use plant materials with a compact growth habit that will not interfere with the pedestrian "through zone" of the sidewalk.

The location of this landscape buffer is outside the public right-of-way. Implementing this improvement will require a voluntary agreement with individual property owners.



# Main Street Design Concept

*Continued*

## *Information Sign*

### *Purpose*

- Provide visitor information about Nyssa's history and development.
- Encourage self-guided tours of the architecturally significant buildings in the original townsite.

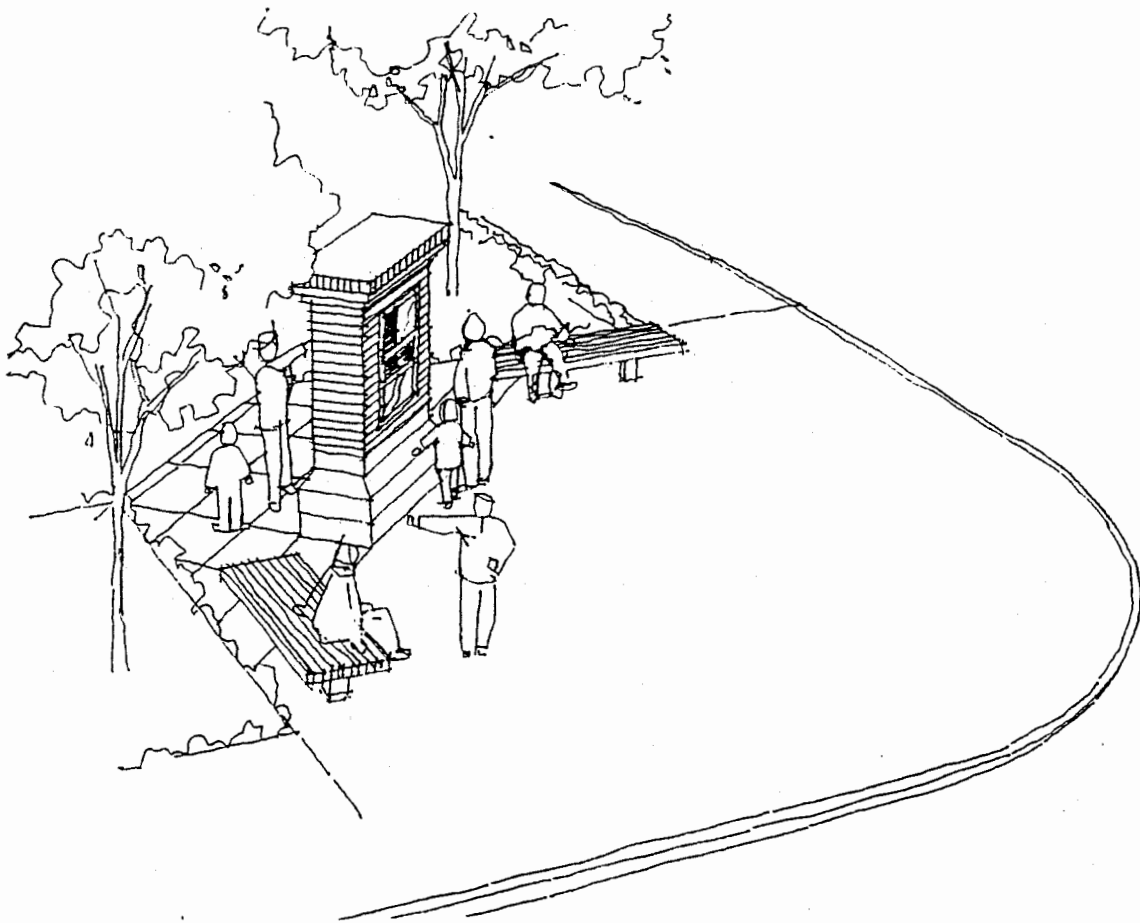
### *Location*

- At the intersection of Main and First Streets.

### *Design Characteristics*

- Concrete and brick construction including brick cap piece.

- A recessed double-sided information panel with optional night lighting fixtures in cap piece.
- Panel construction of wood backing with text and graphics imbedded in fiberglass overlay.
- Provide paved pedestrian space around all sides of the sign.
- Provide benches, trash receptacle, street trees, and landscape buffer planting.
- Provide a paved parking area for ten to twelve cars.



*Irrigation Systems*

*Purpose*

- To maintain the vigor and attractive appearance of street trees and public landscaping along Main Street.

*Location*

- At all tree cut outs in the sidewalk.
- At landscape planting in the visitor information sign parking area.
- At all landscaped pedestrian refuge islands.

*Design Characteristics*

- Automatic independent-station control system.
- Pop-up type sprinkler heads at all locations that are typical of conventional irrigation systems.
- Use matched precipitation nozzles.
- Street trees and landscaped refuge islands should operate as separate irrigation zones.
- Subsurface irrigation systems are a water conservation alternative to conventional irrigation systems if experienced local contractors are available to do the installation.



*Part IV — Implementation*

# Implementation

## Project Phasing

The City of Nyssa intends to fully implement the Concept Plan for Main Street by the year 2003, the city's centennial celebration. Since the overall costs for final design and construction will be substantial, a Project Phasing Plan was developed (Figure 9). The plan will allow the project to be completed in four phases, with each phase funded in separate fiscal years (Figure 10).

In addition to allowing the city to pursue an incremental funding strategy, the Phasing Plan will ensure:

- logical and cost-effective construction
- completion of all design elements within each phase
- development of construction priorities for the Main Street study area

Phase I includes the M & W Market renovation that is already in the planning and approval stages of development. The new parking lot access points and public sidewalks for the market can be constructed to conform to the design elements and guidelines of the Concept Plan for Main Street.

The near-term improvements to the Main and Adrian Boulevard intersection will also be constructed during Phase I. These improvements will be a significant step toward achieving the traffic management and

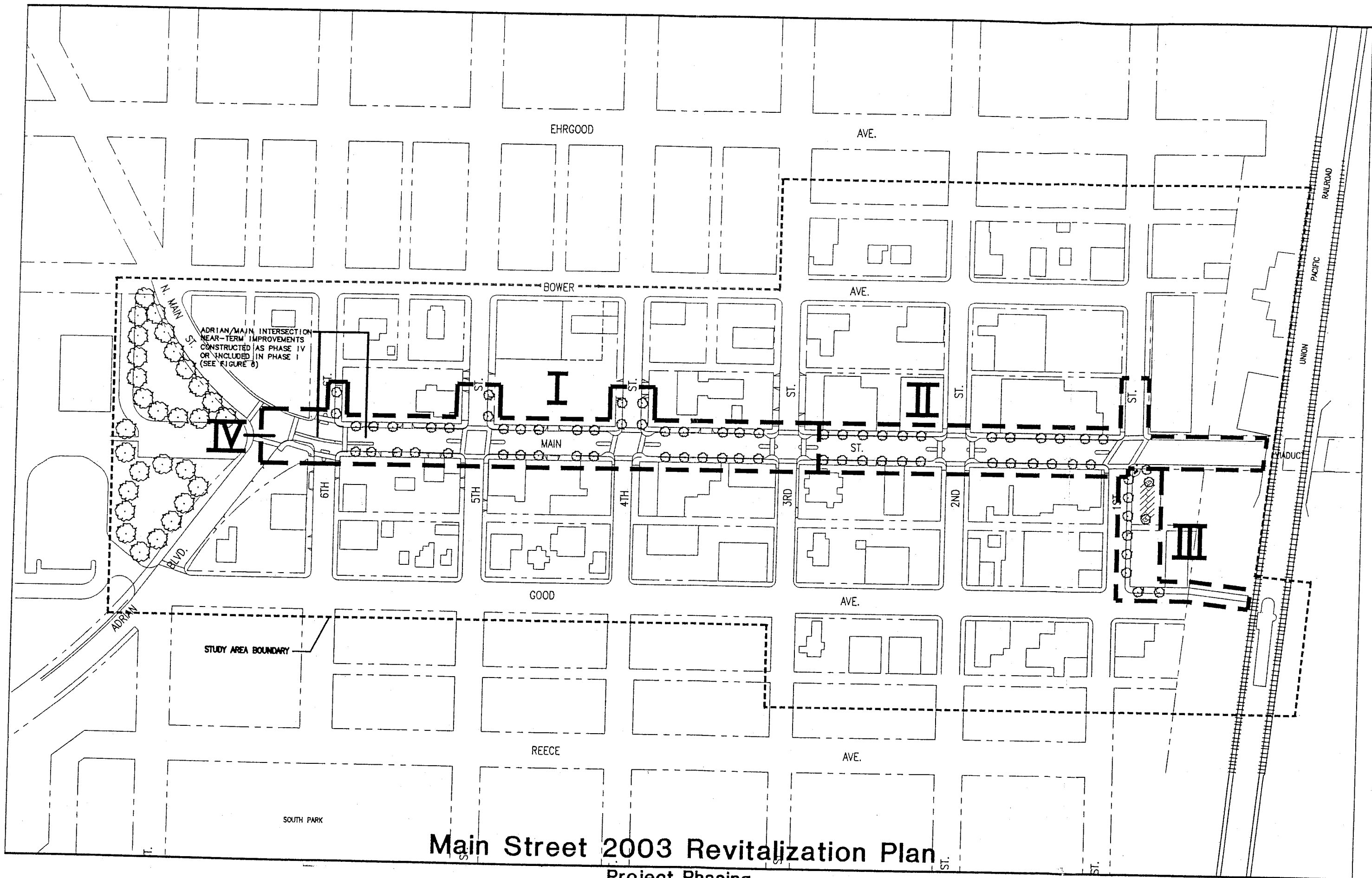
traffic calming objectives of *Nyssa 2003 Main Street Revitalization Plan* and the *Transportation System Plan*.

Phase II will complete streetscape and traffic management elements of the Concept Plan within the original townsite. This three block segment of Main Street from the railroad viaduct to West Third Street function as the retail core of downtown. The core area also provides the greatest opportunity to develop new housing units by adding second story apartments to the street level businesses.

With the completion of Phases I and II, the sidewalk system, street furnishings, pedestrian crossing treatments, and improved roadway design for Main Street will be in place.

Phase III will promote the city's history and architecturally significant buildings as a tourist attraction. An information sign and visitor parking area will be developed in the original townsite, at the intersection of First and Main Streets. If sufficient funding is available, a restroom facility can be included in the parking area, providing an additional amenity.

Phase IV includes construction of near-term improvements for the Main Street/Adrian Boulevard intersection (Part III, Figure 6). This is relatively inexpensive construction and could be included in Phase I. Costs for the long-term improvements to this intersection (Appendix B) have not been included in the cost estimate.



**Main Street 2003 Revitalization Plan**  
**Project Phasing**  
 Nyssa, Oregon

NYSSA 2003 MAIN STREET REVITALIZATION PLAN  
 Concept Plan Cost Estimate

| Item                                | Cost             | Phase I          | Phase II         | Phase III       | Phase IV        |
|-------------------------------------|------------------|------------------|------------------|-----------------|-----------------|
| Mobilization (8%)                   | \$41,100         | \$19,500         | \$15,800         | \$4,300         | \$1,500         |
| Traffic Control (3%)                | 15,250           | 7,250            | 5,900            | 1,600           | 500             |
| Concrete Curb                       | 43,500           | 20,000           | 15,000           | 4,000           | 4,500           |
| Concrete Sidewalk                   | 157,500          | 75,500           | 66,000           | 12,000          | 4,000           |
| Asphalt Pavement & Aggregate Base   | 45,000           | 14,000           | 10,000           | 18,000          | 3,000           |
| Concrete Inlets                     | 12,000           | 5,000            | 5,000            | 1,000           | 1,000           |
| Landscaping Allowance               | 3,000            | 0                | 0                | 3,000           | 0               |
| Median Landscaping                  | 4,000            | 2,000            | 2,000            | 0               | 0               |
| Median Paving                       | 7,000            | 1,000            | 1,000            | 1,000           | 4,000           |
| Street Trees                        | 18,250           | 9,000            | 6,500            | 2,750           | 0               |
| Ornamental Street Lights            | 168,000          | 96,000           | 72,000           | 0               | 0               |
| Irrigation                          | 12,000           | 5,000            | 5,000            | 2,000           | 0               |
| Fountains                           | 30,000           | 15,000           | 15,000           | 0               | 0               |
| Information Sign                    | 10,000           | 0                | 0                | 10,000          | 0               |
| Engineering and Contingencies (35%) | 198,500          | 94,000           | 77,000           | 21,000          | 6,500           |
| <b>1997 Total Cost</b>              | <b>\$765,000</b> | <b>\$363,500</b> | <b>\$296,000</b> | <b>\$80,500</b> | <b>\$25,000</b> |

Cost Escalation @ 4% per Year

|                 |           |           |           |          |          |
|-----------------|-----------|-----------|-----------|----------|----------|
| 1998 Total Cost | 796,000   | 378,000   | 308,000   | 84,000   | 26,000   |
| 1999 Total Cost | 827,000   | 393,000   | 320,000   | 87,000   | 27,000   |
| 2000 Total Cost | 860,500   | 409,000   | 333,000   | 90,500   | 28,000   |
| 2001 Total Cost | 895,500   | 425,500   | 346,500   | 94,000   | 29,500   |
| 2002 Total Cost | \$931,000 | \$442,500 | \$360,000 | \$98,000 | \$30,500 |

**Cost Estimate Notes:**

1. Scored concrete sidewalks along main street only.
2. Estimate includes a 3-foot wide section of pavement replacement adjacent to new curb.
3. Estimate includes 1 to 2 storm drain inlets per block.
4. Landscape buffer planting for off-street parking lots not included in this cost estimate.
5. Costs are stated in current year dollar amounts.

Source: Otak, Inc. preliminary conceptual cost estimates.

# Implementation

*Continued*

## Potential Funding Sources

Otak inventoried potential financing and funding sources for streetscape improvements in downtown Nyssa. Federal, state, local, and other prospective funding sources were evaluated. A listing of potential funding resources is provided in Table A and summarized below.

### *Federal Funding*

Federal funds for transportation and infrastructure improvements are derived through the Economic Development Administration (EDA), the Housing and Urban Development Administration (HUD), and through the US Department of Transportation, Federal Transportation Administration (FTA). Access to federal grants is typically obtained through county or state governmental bodies, such as Malheur County, Oregon Economic Development Department and Oregon Department of Transportation.

### *Economic Development Administration*

Unless significant infrastructure improvements are required to serve a specific major prospective employer, the potential for EDA funding is minimal.

### *Department of Housing and Urban Development*

HUD program funding is administered through the Community Development Block Grant (CDBG) program which

provides grants for projects that can demonstrate significant job creation or benefits to low income inhabitants. CDBG funding for this project would only be feasible if a specific benefit could be attributed to low income residents such as the provision of new affordable dwellings on second-level vacant space in downtown, or if investment is made in a State Historic District. Both options are possible in Nyssa (see State funding below).

### *Federal Transportation Administration*

The Intermodal Surface Transportation Efficiency Act (ISTEA) was signed into law in 1991 and is up for reauthorization by the U.S. Congress this year. ISTEA is an important highway, safety, and public transportation act that has authorized millions of dollars in intermodal funds for the State of Oregon over years 1992 through 1997.

ISTEA makes available highway funds for activities that "enhance the environment" such as historic sites and a wide range of bicycle and pedestrian projects. Potential to enhance pedestrian access connections along US 26/20 in Nyssa may also be considered under ISTEA as a special enhancement project. To be eligible for funding through ISTEA, the City of Nyssa must coordinate with ODOT Region 5 to identify projects for special enhancement program funding. Since all authorized federal funds have been "committed" in Oregon, this is not a

## Implementation (Cont.)

viable funding source until 1998, and only then if ISTEA is reauthorized with the "special enhancements" provision.

### *State Funding*

State funding, financing, and technical assistance are provided through Oregon Economic Development Department (OEDD) Oregon Department of Transportation and other programs.

### *OEDD Programs*

These programs are designed to enhance job creation and assist selected businesses and industries. OEDD administers Community Development Block Grant (CDBG) program grants in two categories:

- Type 1 to benefit specific industry
- Type 2 for constructing infrastructure in rural and economically distressed communities

The Type 2 program is a potential funding source for downtown Nyssa streetscape improvements.

### *ODOT Programs*

In addition to OEDD administered programs described in Table A, there are ODOT funding programs that have been successfully used by rural communities throughout Oregon to fund improvements similar to the Concept Plan for Main Street improvements. Selected ODOT programs include:

### *Special City Allotment (SCA)*

SCA funding is available to incorporated cities with populations less than 5,000. Funding comes from state gas tax funds and provides grants up to \$25,000 for selected cities. Cities are annually asked by ODOT to apply for funding for local street system projects. Cities may apply only if previous SCA grants are complete and paid for. Each ODOT Region evaluates and ranks project proposals from each city. Region 5 is usually allocated eight grants per year for small cities.

### *State Bicycle/Pedestrian Grants*

Cities and counties can apply annually for bike path or sidewalk grants for projects they have selected. Grants for projects on local street systems require a local funds match of 20 percent. Projects along state highways require no local fund match. However, each bicycle/pedestrian grant cannot exceed \$100,000 in funding through this program. Project evaluation and selection is made annually statewide by the Statewide Bicycle/Pedestrian Committee.

### *Oregon Infrastructure Bank*

In 1996, Oregon became one of ten states in a national pilot program that provides innovative financing for a variety of highway and transit capital projects. The bank helps fund needed infrastructure through revolving loans to Oregon communities. Important advantages of the bank include providing tax-exempt, low interest rate

## Implementation (Cont.)

loans, quick processing of loan applications, and administrative simplicity.

The first round of loans from the Oregon Infrastructure Bank totaled \$5.8 million including funding from state highway money and federal matching funds.

Representative projects include transit facilities in Hood River, Marion County, Washington County; planning for the Newberg-Dundee Bypass and the Tualatin-Sherwood Highway; and a statewide ride-share/van-pool program. Momentum appears to be building in support of this program as the U.S. Congress considers authorizing state infrastructure banks to use federal funds for other modes of transportation. This may become a viable alternative to local bond levies, especially for innovative or multi modal transportation projects.

### *Local Funding*

Local funding through traditional debt financing, equity contributions, and other funding sources may be required to match State and Federal funding starts. Selected local financing "tools" that may be appropriate for the City of Nyssa include:

- establishment of a Local Improvement District (LID)
- an Urban Renewal District
- Economic Improvement or Special Assessment District
- general obligation bonds or revenue bonds

The following programs have been successfully used by cities in the funding of transportation improvements.

### *General Obligation Bonds (G.O. Bonds)*

Bonds are often sold by a municipal government to fund transportation (or other types) of improvements, and are repaid with property tax revenue generated by that local government. Under Measure 50, voters must approve G.O. bond sales with at least a 50 percent voter turnout. Cities all over the state use this method to finance the construction of transportation improvements. For smaller jurisdictions, underwriting costs can become a high percentage of the total financing cost for bond issues. "Bond Pools" such as those associated with the Oregon Infrastructure Bank (see above) assists small jurisdictions by pooling together several small bond issues, thereby achieving economies of scale with lower financing costs.

### *Revenue Bonds*

Revenue Bonds include bonds sold by a city and repaid from an enterprise fund that has a steady revenue stream such as a water or sewer fund.

Revenue bonds are typically sold to fund improvements in the system which is producing the revenue.

Revenue bonds are a common means to fund large high cost capital improvements with a long useful life.

A water or sewage treatment plant are

## Implementation (Cont.)

examples where high construction cost over a short period makes it difficult to pay for the project with operating funds. However, the long-term revenue stream from user revenues makes the sale of bonds a viable alternative, with the cost of the facility spread over a long time period.

Innovative applications include the City of Independence where local fuel tax revenue was pledged to finance revenue bonds to pay for street improvements. Revenue bonds for street improvements are not considered a likely funding source in Nyssa.

### *Transportation System Development Charges (SDC)*

A transportation system development charge or traffic impact fee can be charged to new development to pay for infrastructure improvements needed to serve new development. Cities throughout Oregon use transportation system development charges or impact fees to assist in funding traffic improvements related to the development. This is not expected to be a major source of local funding for Main Street improvements given limited future development potential.

### *Local Improvement District (LID)*

Through a Local Improvement District (LID), a street or other transportation improvement is built and the adjacent benefiting properties are assessed a proportional share of the cost. LID programs have wide application for

funding new or reconstructed streets, sidewalks, water/sewer, or other public works projects. An LID is a good potential source of local funding, especially if used to match local public and non-local state or federal sent programs.

Economic Improvement Districts (EID) are generally intended to fund annual maintenance or marketing efforts within a designated downtown district after capital improvements are in place. Given relatively weak market conditions in Nyssa at this time, formation of an EID is not recommended.

The appropriate mix of local funding depends on the magnitude of any funding gap between project costs and available state funding, and on the ability of the City or private property owners to assist in funding infrastructure improvements.



TABLE A

POTENTIAL RESOURCES FOR DOWNTOWN DEVELOPMENT ACTIVITIES IN THE STATE OF OREGON  
SPRING, 1997

| PROGRAM NAME                                 | FUNDING SOURCE   | FORM OF AVAILABLE FUNDS |       | CONTACT PERSON<br>PHONE #                                     | FUNDING DEADLINE            |                      | AWARD LIMITS                    | ELIGIBLE FUNDING USE |   | NOTES/CONDITIONS OF AWARD  |
|--|--|-------------------------|-------|---|-----------------------------|----------------------|---------------------------------|----------------------|---|--|
|  |  | Grants                  | Loans |   | First Come/<br>First Served | Competitive<br>Cycle |                                 | Operational          | Capital<br>Improvements                   |  |
| County Video Poker Fund                      | County Commission  | X                       | X     | County Commissioners or County Administration                 | X                           | X                    | Varies by County                | X                    | X   | Counties typically do not prescribe downtown development as a specific eligible activity; nonetheless, downtown development may be an eligible activity.   |
| Transient Room Tax Funds                     | Cities and Counties  | X                       |       | Cities, Counties, & Convention & Visitors Bureaus             |                             | Typically            | Varies                          | X                    | X   | Traditionally, these funds have been used for Convention & Visitor Bureau financing and as a source for general fund revenues. Stronger connections between downtowns and tourism objectives increase probability for this funding source. |
| Corporate Foundations with Local Connections | Statewide Corporations                                       | X                       |       | See <i>Guide to Oregon Foundations</i>                        | X                           | X                    | Varies                          |                      | More typical than "operational" use       | Communities can capitalize on the local "branch office" of statewide and national corporations (banks, utilities, other institutions).   |
| City and County General Fund                 | Cities and Counties  | X                       | X     | City Managers and County Administrators                       | X                           | X                    | Varies                          | X                    | X   | Due to the passage of two property tax limitation measures in the 1990s, availability of funding from cities and counties for downtown development purposes is on the decline.   |
| Foundations                                  | Oregon Foundations   | X                       |       | See <i>Guide to Oregon Foundations</i>                        | X                           | X                    | Varies                          |                      | Generally preferred over operating funds. | Funding increments are typically small and undependable. Requires significant "leg work" to apply and obtain foundation funding.   |
|  | State Historic Preservation Office                           | X                       |       | James Humrick (503) 378-6821 ext. 231                         |                             | X                    |                                 | X                    |   | Generally funds are used to inventory historic districts and buildings   |
| Preservation Services Fund                   | National Trust for Historic Preservation                     | X                       |       | Anthony Veerkamp (415) 956-0610                               |                             | X                    | Generally not exceeding \$3,000 | X                    | X   | Generally for historic preservation purposes   |
| National Preservation Loan Fund              | National Trust for Historic Preservation                     |                         | X     | Regional Staff  | X                           | X                    | \$100,000                       |                      | X   | A very competitive program nationwide  |
| Rural Investment Fund                        | Oregon Economic Development Department                       | X                       |       | Regional Staff  | X                           | X                    | Varies                          | X                    | X   | Must be an identified activity in the region's Rural Action Plan   |
| ISTEA Enhancement Fund                       | Oregon Department of Transportation                          | X                       |       | Federal Aid Specialist in Regional Office                     |                             | X                    | Approx. \$500,000               |                      | X   | Congress is considering reauthorizing the Intermodal Surface Transportation Efficiency Act Enhancement Program. If approved, funding may become available in 1998.   |
| Old Growth Diversification Fund              | US Forest Service/<br>Oregon Economic Development Department | X                       |       | Regional Development Office/Regional Coordinator 800-233-3306 | X                           |                      | Varies                          |                      | Preferred over operating expenses         | Project target to community's priorities; strategically impacts local communities; fills a funding "gap;" and has a 50% match.   |

Source: Oregon Economic Development Department; modified by Otak, Incorporated.

## Implementation (Cont.)

### Case Studies

Otak reviewed planned or constructed main street/downtown redevelopment projects along Oregon State Highways in the cities of Enterprise, Heppner, Madras, and Joseph (Table B). We also conducted a case study evaluation of downtown streetscape improvements in the cities of Gresham, Tualatin, Seaside, Hood River, and The Dalles. The results of these case studies are summarized in Table C.

The mix of funding sources for Oregon State Highways in small rural cities includes a variety of state and local sources. Typical state funding sources include:

- ODOT/ISTEA enhancement grants
- ODOT Bicycle-Pedestrian Program grants (no more than \$100,000)
- OEDD Livable Oregon/Cluster City Program
- OEDD Regional Strategy Grant
- ODOT statewide capital improvement program (STIP).

ODOT funding through the STIP is not likely until the next reconstruction of US 26/20 through Nyssa. ODOT reconstructed this segment of the highway in 1995 and the next reconstruction is not anticipated until after 2005. While the STIP program is not a likely source of near-term funds, funding through ODOT's Bicycle/Pedestrian Program, ISTEA Enhancement Grants, and various

OEDD programs are likely sources of non-local funding, especially if matched by local funding.

The local funding sources most often relied on in the case study projects include urban renewal (tax increment financing) districts, local general fund revenue, Local Improvement Districts (LID), and economic improvement districts. Tax increment financing is not that popular today after passage of Measures 5 and 50 which cap property taxes and limit their increases.

The preferred funding scenario will depend on the availability of federal and state funding and willingness of Nyssa property owners to participate in an LID, EID, or special bond levy.

Nyssa Main Street Improvements  
Summary of Case Studies Along State Highways

TABLE B

| City       | Improvements   | Project Size                       | Capital Cost                                | Funding Sources   |
|------------|--|------------------------------------|---|---|
| Enterprise | <ul style="list-style-type: none"> <li>• Roadway</li> <li>• Sidewalks</li> <li>• Bike lane</li> <li>• Intersection design work</li> <li>• Street lighting</li> <li>• Vegetation</li> </ul>   | 1-1.5 mi (Hwy 82)<br>1 mi. (Hwy 3) | \$6.3 million; in design phase              | <ul style="list-style-type: none"> <li>• ODOT - \$6.3 million</li> <li>• OEDD (\$30,000) Livable Oregon/Cluster City Program - funding investigation of grant options and design issues</li> <li>• Tax Exempt Status - being pursued by city Merchant Assoc.</li> <li>• City Motel Tax - new funding resource being pursued</li> </ul>  |
| Heppner    | <ul style="list-style-type: none"> <li>• Roadway</li> <li>• Storm drains</li> <li>• Curbs</li> <li>• Sidewalks</li> <li>• Street lighting</li> <li>• Street vegetation</li> </ul>  | 7 blocks<br>with 100 ft ROW        | Estimated \$300,000+;<br>under construction | <ul style="list-style-type: none"> <li>• ISTEA (\$136,000) - contingent upon city funding sidewalks: city match (\$36,000) - 3-4 year Reserve Fund from state gas tax</li> <li>• ISTEA (\$16,000 with \$4,000 match) - for wayside/park improvements</li> <li>• US Forest Service (\$20,000) - funding trees, shrubs and electric work for lighting</li> <li>• OR Dept. Of Justice (\$50,000) - award from 1970's settlement re: oil issue</li> </ul> |
| Madras     | <ul style="list-style-type: none"> <li>• Roadwork</li> <li>• Widen sidewalks</li> <li>• Brickwork between sidewalk and curb</li> <li>• Street trees</li> <li>• Benches</li> <li>• Curb extensions at intersections</li> <li>• Bike lane</li> <li>• Street lighting</li> </ul>  | 6 blocks                           | Estimated \$750,000;<br>under construction  | <ul style="list-style-type: none"> <li>• ISTEA (\$390,000)</li> <li>• ISTEA supplemental (\$330,000) - contingent upon 10% match, promised by business community</li> <li>• OEDD Regional Strategy Grant (\$40,000)</li> <li>• General Fund/State Fuel Tax (\$96,000)</li> </ul>  |
| Joseph     | <ul style="list-style-type: none"> <li>• Sidewalks</li> <li>• Street lighting</li> <li>• Street vegetation</li> <li>• Curb extensions at intersections</li> <li>• Footbridges</li> <li>• Design treatment between curb and sidewalk</li> <li>• Banner poles</li> <li>• Water fountains</li> <li>• Benches</li> <li>• Storm drains (?)</li> </ul> | .75 mi                             | Estimated \$631,000;<br>in design phase     | <ul style="list-style-type: none"> <li>• Potential NEXTEA Enhancement Grant - contingent upon reauthorization of ISTEA</li> <li>• ODOT (\$1,000,000) - expected in 1999</li> <li>• NE Rural Investment Fund (\$25,000) - contingent upon successful creation of EID and \$50,000 city match over 5 years</li> </ul>   |

New program through ODOT: Small Scale Urban Highway Improvement Grant - Bicycle/Pedestrian Program

- Provides up to \$100,000 per project
- Applications were sent out previously, will be sent out again Oct./Nov.
- Asking that city administer the project
- Loose "match" requirement - ex. Program will provide cost of simple "bare bones" curb extensions, if city desires custom design, pattern or materials, they will have to fund the cost of the "specialty" components

Source: Otak interviews with city, ODOT and OEDD representatives, July 1997.

Comparative Case Studies Matrix

TABLE C

| City       | Improvement/Year  | Area      | Capital Cost  | Funding Sources  | Comments   |
|------------|---|-----------|---------------|--|--|
| Gresham    | pavers/lights/furn.<br>underground utilities<br>(1991 and 1994)                                   | 12 Blocks | \$2 Million   | EID for administration<br>City street fund — construction                                      | Increase in business, overall economic health increased,<br>vacancies are down                                     |
| Tualatin   | 3 acre lake/plazas promenade<br>(1993 and 1994)   | 19 Acres  | \$6 Million   | Urban Renewal<br>(Tax Increment Financing)   | Approximately \$15 million in private investment in mixed<br>used development has followed lake/plaza construction |
| Seaside    | pavers/planters<br>parking/restrooms<br>(1978 to present)   | 20 Blocks | \$15 Million  | Urban Renewal<br>(Tax Increment Financing)   | 20 years of Urban Renewal investment; district to<br>decommission in 1998  |
| Hood River | underground utilities,<br>pedestrian lights/sidewalks<br>street reconstruction<br>(1992 and 1993) | 10 Blocks | \$1.5 Million | Urban Renewal<br>(Tax Increment Financing)   | Complete street reconstruction of downtown area  |
| The Dalles | 46 period lights<br>3' pavers/irrig./power<br>(to bid 1995)                                       | 5 Blocks  | \$230,000     | Urban Renewal (\$40,000)<br>National Scenic Area (\$100,000)<br>LID (\$90,000 or \$40/lin.ft.) | Complex funding package; grant decreased LID costs for<br>private business owners and gained support               |

Source: Otak, Inc. interviews with city officials.

## Implementation (Cont.)

### Downtown Residential Infill Potential

As part of the *Nyssa 2003 Main Street Revitalization Plan*, the project team evaluated the potential for residential redevelopment in downtown. Given the existing built-out nature of downtown properties, future infill opportunities are limited. Upper-level floor space in the Nyssa Farm Store and Kline Hardware appear to be the only opportunities for conversion of vacant building area to residential units. Affordable or market-rate apartments would be the most suitable conversion.

Additional long term opportunities exist for residential infill through new construction on various vacant lots and under-utilized parking areas along Main Street. Those units could be added as market conditions warrant.

Reconstruction and residential conversion in older buildings may not be economical in comparison to new construction on vacant sites. Preliminary onsite inspection of the Nyssa Farm Store and Kline Hardware buildings revealed limited potential for conversion to apartment units. The primary constraints are:

- difficulty in providing ground-level entries for the residential units
- bringing plumbing and electrical system up to code for multiple users within the building

- possible structural deficiencies
- limited off-street parking

However, if appropriate levels of public assistance is available and the design constraints can be cost-effectively addressed, residential conversion could accommodate six to eight dwellings.

### Next Steps

The *Nyssa 2003 Main Street Revitalization Plan* sets the stage for strategic economic development in downtown. Implementing the plan will require a continued effort between the City of Nyssa and local businesses and residents to build support for the goals established by this plan and commitments to secure funding. Community support will be necessary to determine the preferred funding approach for any local match needed to leverage state or federal funding.

Completion and local adoption of Nyssa's *Transportation System Plan (TSP)* will be required before state or federal funding can be obtained. Adoption of the Nyssa *TSP* is expected by winter of 1998. Once the *TSP* is adopted, the City of Nyssa in conjunction with ODOT, should complete the final design of Main Street improvements with funding through state programs as outlined previously.

## Implementation (Cont.)

Reconstructing Nyssa's Main Street, in conjunction with a targeted economic growth and business retention strategy, is needed to meet the objectives of the Malheur County Strategic Plan, further enhance community pride and economic diversity

It is recommended that the City immediately form an ad hoc downtown development association, possibly as an off-shoot of the Chamber of Commerce. This group would function as the Main Street Revitalization committee with membership consisting of Main Street business owners, Chamber of Commerce, director, City Manager, and City Planning Council representatives. This group would provide a "single voice" for pursuing local funding, downtown marketing, promotional activities/events, building facade improvements, and refinement and implementation of the *Main Street 2003 Revitalization Plan* improvements.

*Appendices*

*Appendix A*



TSP Questionnaire Results  
June 17, 1997

Number Mailed: 330 (Mailed June 2, 1997)  
Number Returned: 57 17.27%

1. Which of the following transportation items would you like to see improved?

|                                      | High<br>Priority | High<br>Percent | Low<br>Priority | Low<br>Percent | Positive<br>Responses | No<br>Priority | No<br>Percent | Total<br>Count | Total<br>Percent |        |
|--------------------------------------|------------------|-----------------|-----------------|----------------|-----------------------|----------------|---------------|----------------|------------------|--------|
| Pedestrian crosswalk near schools    | 30               | 52.63%          | 5               | 8.77%          | 35                    | 61.40%         | 8             | 14.04%         | 43               | 75.44% |
| Pedestrian crosswalks on Main Street | 15               | 26.32%          | 15              | 26.32%         | 30                    | 52.63%         | 9             | 15.79%         | 39               | 68.42% |
| Adrian/Main intersection realignment | 8                | 14.04%          | 15              | 26.32%         | 23                    | 40.35%         | 15            | 26.32%         | 38               | 66.67% |
| Re-do sidewalks along Main Street    | 11               | 19.30%          | 13              | 22.81%         | 24                    | 42.11%         | 16            | 28.07%         | 40               | 70.18% |
| Sidewalks near school                | 19               | 33.33%          | 9               | 15.79%         | 28                    | 49.12%         | 10            | 17.54%         | 38               | 66.67% |
| Auto parking along/off Main Street   | 5                | 8.77%           | 15              | 26.32%         | 20                    | 35.09%         | 16            | 28.07%         | 36               | 63.16% |
| Roadway striping                     | 18               | 31.58%          | 11              | 19.30%         | 29                    | 50.88%         | 8             | 14.04%         | 37               | 64.91% |
| Roadway signage                      | 15               | 26.32%          | 11              | 19.30%         | 26                    | 45.61%         | 12            | 21.05%         | 38               | 66.67% |
| Truck routes through town            | 20               | 35.09%          | 11              | 19.30%         | 31                    | 54.39%         | 10            | 17.54%         | 41               | 71.93% |

2. Main Street and "historic" district improvements

|                                  | High<br>Needed | High<br>Percent | Least<br>Needed | Least<br>Percent | Positive<br>Responses | Not<br>Needed | No<br>Percent | Total<br>Count | Total<br>Percent |        |
|----------------------------------|----------------|-----------------|-----------------|------------------|-----------------------|---------------|---------------|----------------|------------------|--------|
| Street Trees/Landscaping         | 21             | 36.84%          | 10              | 17.54%           | 31                    | 54.39%        | 9             | 15.79%         | 40               | 70.18% |
| New Street Lights                | 10             | 17.54%          | 19              | 33.33%           | 29                    | 50.88%        | 11            | 19.30%         | 40               | 70.18% |
| New benches and trash containers | 10             | 17.54%          | 15              | 26.32%           | 25                    | 43.86%        | 11            | 19.30%         | 36               | 63.16% |
| Pedestrian crossings             | 21             | 36.84%          | 11              | 19.30%           | 32                    | 56.14%        | 4             | 7.02%          | 36               | 63.16% |
| New or wider sidewalks           | 5              | 8.77%           | 12              | 21.05%           | 17                    | 29.82%        | 18            | 31.58%         | 35               | 61.40% |
| Additional businesses            | 47             | 82.46%          | 2               | 3.51%            | 49                    | 85.96%        | 0             | 0.00%          | 49               | 85.96% |
| More off-street parking          | 9              | 15.79%          | 16              | 28.07%           | 25                    | 43.86%        | 10            | 17.54%         | 35               | 61.40% |
| Historic Building rehabilitation | 17             | 29.82%          | 12              | 21.05%           | 29                    | 50.88%        | 9             | 15.79%         | 38               | 66.67% |
| Building facade treatments       | 16             | 28.07%          | 11              | 19.30%           | 27                    | 47.37%        | 9             | 15.79%         | 36               | 63.16% |
| Slower truck/auto traffic        | 22             | 38.60%          | 7               | 12.28%           | 29                    | 50.88%        | 11            | 19.30%         | 40               | 70.18% |

3. Would improvements downtown cause you to visit/shop more often?

|     |    |        |
|-----|----|--------|
| Yes | 38 | 66.67% |
| No  | 10 | 17.54% |

4. How often do you shop in Nyssa?

|  | 1/week | %      | 1/month | %      | Never | %      | Total<br>Count | Total<br>Percent |
|--|--------|--------|---------|--------|-------|--------|----------------|------------------|
| Food/drug stores                       | 52     | 91.23% | 4       | 7.02%  |       | 0.00%  | 56             | 98.25%           |
| Gas stations                           | 30     | 52.63% | 20      | 35.09% | 1     | 1.75%  | 51             | 89.47%           |
| Entertainment/video stores             | 4      | 7.02%  | 13      | 22.81% | 25    | 43.86% | 42             | 73.68%           |
| Family restaurants                     | 19     | 33.33% | 21      | 36.84% | 9     | 15.79% | 49             | 85.96%           |
| Fast food restaurants                  | 11     | 19.30% | 25      | 43.86% | 7     | 12.28% | 43             | 75.44%           |
| General merchandise                    | 8      | 14.04% | 25      | 43.86% | 8     | 14.04% | 41             | 71.93%           |
| Hardware                               | 15     | 26.32% | 31      | 54.39% | 4     | 7.02%  | 50             | 87.72%           |
| Barber shop/beauty salon               | 7      | 12.28% | 29      | 50.88% | 13    | 22.81% | 49             | 85.96%           |
| Arts and crafts                        | 6      | 10.53% | 17      | 29.82% | 26    | 45.61% | 49             | 85.96%           |
| Banks or credit unions                 | 24     | 42.11% | 21      | 36.84% | 10    | 17.54% | 55             | 96.49%           |
| City Hall                              | 3      | 5.26%  | 27      | 47.37% | 16    | 28.07% | 46             | 80.70%           |
| Library                                | 7      | 12.28% | 19      | 33.33% | 21    | 36.84% | 47             | 82.46%           |
| Legal, accounting, or medical services | 3      | 5.26%  | 20      | 35.09% | 18    | 31.58% | 41             | 71.93%           |

5. What type of additional stores or businesses are most needed in Nyssa?

|  |    |        |
|--|----|--------|
| Food/drug stores                       | 45 | 78.95% |
| Gas stations                           | 6  | 10.53% |
| Entertainment/video stores             | 2  | 3.51%  |
| Family restaurants                     | 28 | 49.12% |
| Fast food restaurants                  | 8  | 14.04% |
| General merchandise                    | 34 | 59.65% |
| Hardware                               | 10 | 17.54% |
| Barber shop/beauty salon               | 4  | 7.02%  |
| Arts and crafts                        | 6  | 10.53% |
| Banks or credit unions                 | 9  | 15.79% |
| Legal, accounting, or medical services | 7  | 12.28% |
| Physicians                             | 2  | 3.51%  |

TSP Questionnaire Comments:  
(Listed in order of return.)

1. Shorten yellow no parking to add more parking  
Renew chipped curbs  
Sweep Main Street, wash Main Street at least once a week including Thunderegg  
Keep weeds killed  
Patrol Main Street better  
Stop all u-turns  
"City employees acquaint yourself with the people of Nyssa."  
"All police dress like professionals including from our police chief on down at all times when in police car.  
Build and maintain public restrooms back of City Hall. As a town of older people, this should be a high priority.
2. Enforce speeding in residential locations
3. The more competition any business have, the better they all do. Not the least competition.
4. Get trucks out of the residential area.
5. This sounds like another repair bill to add onto the sewer and water bill. I pay for a yard light I don't even have. Someone ruined Nyssa for a doctor when someone swindled the hospital. My husband's family and many more donated to have the hospital. We couldn't get doctors when the hospital was open. How could we get one now. I buy a lot in Ontario because I have to go a lot to the doctors. I have a lady living with me that has to go. With all the stores Ontario has at only 12 miles away, competing with that would be just like the restaurants that never made a go of it. It would take a lot more than the people of Nyssa to pay a debt like is on this paper. And we just built a new school. I trade here but if I can find what I want on Ontario, while I'm there and it's cheaper, I will buy it there. My druggist is at M&W. The IGA store downtown Nyssa would still be open if they didn't raise the rent. I suppose they make more on the building by leaving it empty.
6. "Gateway to Nyssa" underpass much needed.  
Streets cleaned oftener.  
Lots of homes could have yards cleaner with no cars parked on lawns or halfway in streets.
7. Before we can expect additional business to come into Nyssa and make a big investment, we have to start showing some pride in our town. The city has to start removing all the garbage, old furniture, appliances and weeds that invite rodents and create health hazard, i.e., the abandoned junk behind the closed upholstery shop on Main Street.

8. Swimming Pool  
entertainment for kids  
lower taxes or add incentives to encourage new business on Main Street (east end before the railroad tracks)  
(Gomez Upholstery, etc.)  
fewer liquor licenses

9. A traffic light at 4th and Main would allow traffic departing the grocery store a more orderly flow and enable pedestrian traffic to cross the street (Main) more conveniently, even one or two blocks away because of slowed or stopped traffic at 4th.

Need fewer entertainment/video stores.

10. Stunz's need to keep weeds from sidewalks and building.  
Downtown needs to keep weeds from sidewalk and building.  
Need assisted living facility.

11. I prefer not to shop M&W.

Nyssa needs to concentrate on bringing new business to town which will employ numbers of people. I feel that Amalgamated Sugar on the river is the one blemish in Nyssa. Who would want to move to Nyssa with that mess in our backyard?

12. If we could have more competition in the food line and if all the merchants would bring their prices down a little, we wouldn't have to go out of town to shop.

Also we would like the drains fixed. It is bad the way North 6th and Park intersection floods every time it rains.

13. Fix water leakage at underpass. Water is coming from under roadway.

14. We need another grocery store badly!

And a drug store.

Send out fliers to let us know when we can burn leaves.

15. Get trucks off North 3rd Street.  
Need additional businesses and more off-street parking, but have fun getting them.  
We need more appropriate play and recreation area for our kids and citizens.  
Have some council member quit worrying about more grocery stores coming in and just get one in.  
Make some improvements and accomplishments in the trashy looking residential areas and some business areas.

16. We used to have one of the best hospitals and doctor staff - now nothing.

17. What about covering up the graffiti? And punishing those who are doing it.

Could use a grocery store that is better at watching expiration dates on the food. I don't see any questions about the schools except whether or not they need curbs or sidewalks. How about fixing the roads correctly without spending a lot of money and not enough time to do it correctly. And when you send out notices to pick up trash in our back yard, take look at your own first? Could you be more specific as to what trash you are referring to? Nothing here about more police officers or at least giving them a raise they deserve.

18. We need to wash street during beet harvest.

19. We need a good furniture store. At one time we had three.  
We need more doctors so our hospital could survive. We worked hard to get it just to let it go to ruin.

20. Visited ag related business every week  
Need specialty shops (antiques, travel agency, home interior)  
Also need manufacturing industry

21. If streets that lead to Main Street are modern and current, then people may view our town as more than just a grocery store, tire store, and a hardware store. You drive by half the town to get to Main Street.  
This town needs modern streets and gutters. Most businesses want a modern city atmosphere. It is hard to draw people to a town where things are not modern, or kept up to date. Streets need to be paved, not chip sealed, and curbs and gutters should also clean the streets up. A clean appearance is more important than putting in trees, benches, and trash containers in one spot.

22. Clean up whole area.

23. We need Wal-Mart, K-Mart, Shop-Ko type of store.  
Clean up hangs and graffiti.

24. Look to Sisters and Joseph, Oregon, to make Nyssa a "theme" town. Something special like 5 antique shops with other specialty shops that would draw people from the entire Treasure Valley. They need a reason to come to Nyssa. Could add miniature golf and other entertainment specialties for families. Continue to expand the ag businesses. Have a "can do" attitude about our town. Entice small manufacturers to our area.

25. Need clothing/shoe store  
We really have a good variety of businesses but they just don't always have what I want or need - like jeans for my boys.

26. The community needs to get together and have a clean up and beautify the City - don't let this town die out. I like living here.  
Need places for kids to do things - swimming pool, etc., trees, flowers, special events
27. I visit City Hall every month to use outside drops. - Thanks!
28. Competition is good for all businesses including grocery stores, drug stores, hardware stores.
29. I would really like to see at least one more grocery store and five and ten store in Nyssa. Also a choice of garbage pick-up. S&S Disposal rates are ridiculously high when you're only allowed 1 can a week. If I was to put out all my trash, it would cost me \$30.00 a month. Most surrounding areas charge \$10-\$12 a month with 3 cans out a week or unlimited. S&S Disposal is really getting rich off of our garbage. We need variety five and dime, video poker, garbage collector.
30. Consider putting in an above the street pedestrian crossing for school children near elementary school.
31. Department store, clothes, sewing needs, kitchen needs, like Merc, Woolworth's, K-Mart, Shop-Ko. Grocery store and drug store for choices of merchandise and prices. I would shop more in Nyssa if choices and prices were better. If I go out of town to shop for one type of merchandise, I usually do the rest while I am there. I agree a nice landscaped, beautiful town would be nice, but feel that could come later. Will people respect such? I see kids swing on the little trees at the park, toss trash on the ground.
32. Clean up the side streets and burn all the weeds and etc. along the alleys. On Locust put in curb and gutters and make the owners clean up their places. It's hard to sell property here because of the trashy look of the town, and the graffiti all over everything! The town itself looks dirty and unkept. It is also very sick heartening that the laws are not enforced more with the graffiti being done to newly restructured buildings. That's a lot of money owners put out to spruce up buildings to have destroyed.
33. Under the question about transportation improvements, an "other" response was: defacing the mexican drawing on the old Headstart building by the bowling alley.

Under the Main Street improvements question: Historic Building Rehabilitation "grants . . ." Talk to the Malheur Historic project in Vale. They've improved their town by leaps and bounds! Not just transportation improvements, but to have businesses be responsible to improve property as you enter town after Nyssa sign and after Snake River bridge.

Under "other": do not waste your money in the direction you are going. Redo Locust

Avenue to the traffic light (Thunderegg Blvd.) The town is scary when you go through it for the first time impression. - Improvements to beautify the town a must if you want visitors or shoppers.

Under additional stores or businesses: swimming pool.

Thanks a lot, Mr. Zimmerman. Great to let the skateboarders have the old tennis courts. I hope that you can add to it with huge ramps, etc.

I work for a business that is growing rapidly. The talk at my work is that nobody cares to move here. Once you enter Nyssa on Thunderegg Blvd or once you cross the Snake River Bridge, the town looks dirty and filthy.

Suggestions: Have Nyssa Town Improvement Committees. (This questionnaire is a great start.) Owners of property should follow specific guidelines - if they can't, then the city can be responsible to help beautify. Town must have a goal as to what sort of attributes Nyssa has to offer the public. Get a central theme or plan of action to reach these goals as a town together. Make sure you offer chance for everyone in the town to take part, not just certain people.

*Appendix B*

## Intersection Alternatives

### Main Street and Adrian Boulevard

Reconstruction of the Main Street and Adrian Boulevard intersection was identified as a potential long-term improvement. The concept design (illustrated on the first of the following two pages) would:

- create a stronger visual terminus for Main Street
- create a distinct entrance into the downtown area
- simplify vehicle travel and turning movements
- simplify traffic signal phasing
- provide safer pedestrian crossings at the school campus

While each of those elements is a significant improvement, there were unresolved concerns about the high costs of right-of-way acquisition and roadway construction, potential negative impacts to the existing school grounds, and establishing the need for total reconstruction of the intersection based on existing traffic management and safety criteria.

Any further study of this alternative should be closely coordinated with representatives of the local school district and ODOT Region 5.

### Main Street and Adrian Boulevard

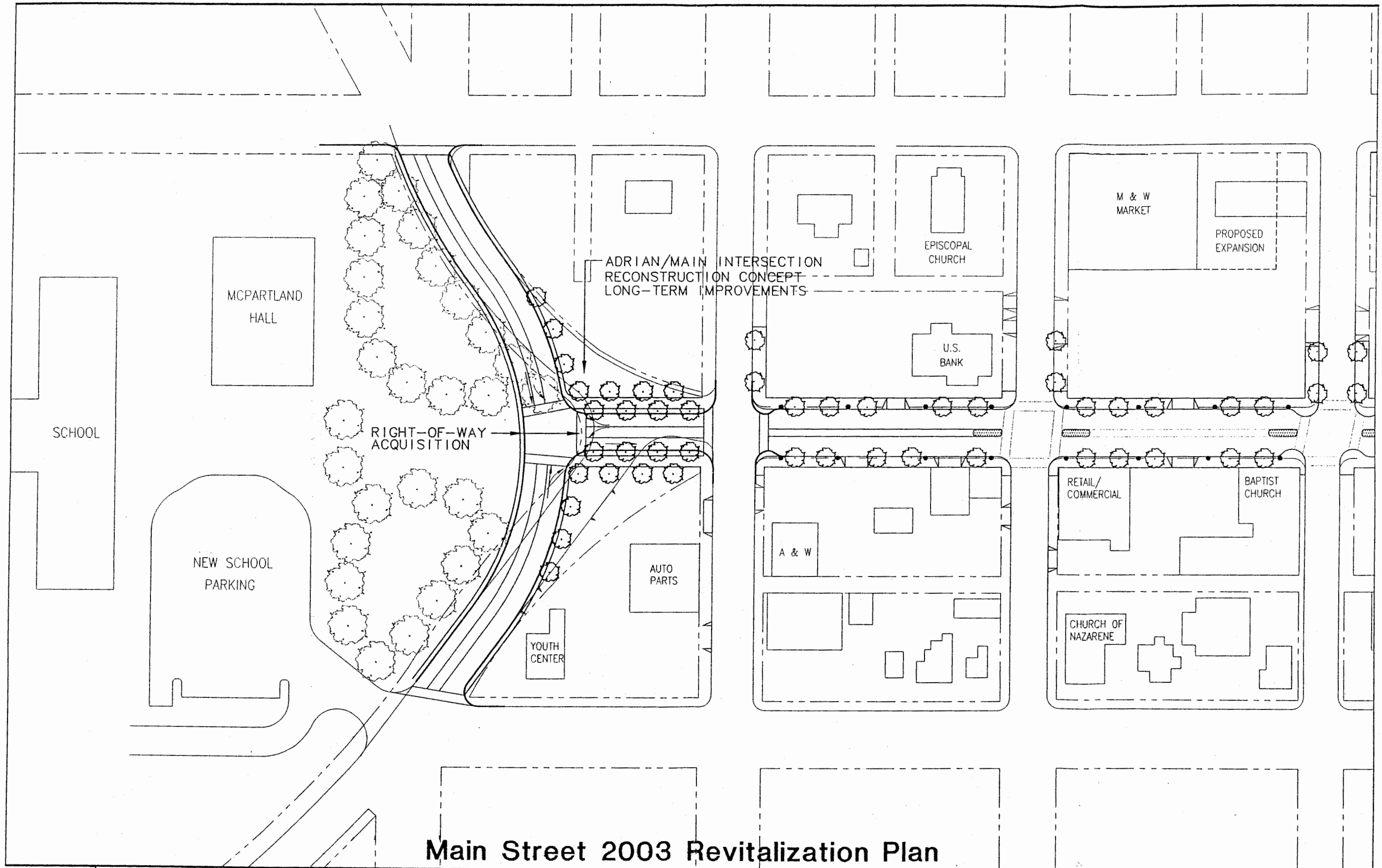
Reconstruction of the northern half of the intersection of Main and First Streets was studied as a potential solution to difficult right-turn movements for large trucks. Benefits

of the concept design for this alternative (illustrated on the second of the following pages) include:

- wider turning radius from Main Street onto First Street
- improved sight distance at the intersection
- better alignment of northern and southern segments of First Street
- reduced conflicts between large trucks and other parked or moving vehicles

The primary concerns expressed at design review meetings were the high cost of right-way acquisition and roadway construction, and the negative impact to parking in the downtown area.

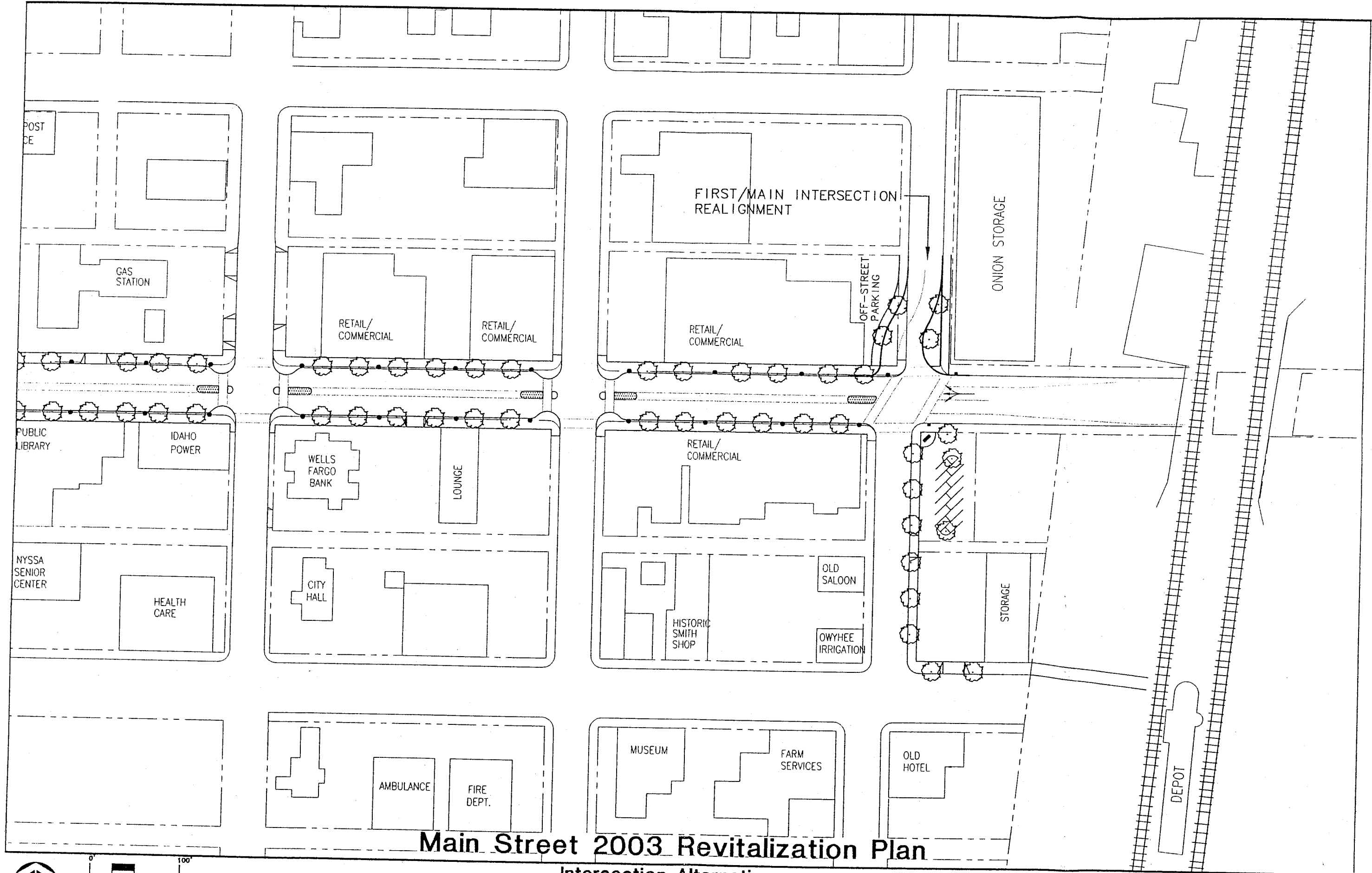




**Main Street 2003 Revitalization Plan**

Intersection Alternatives  
Nyssa, Oregon





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