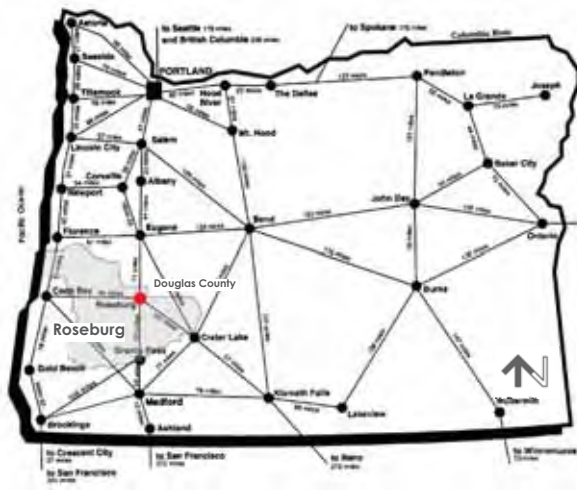




# Roseburg Outreach Project

A Land Use and  
Transportation Strategy for  
Revitalizing Downtown:  
*Options to Consider*

June 30, 2007



Vicinity Map

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*The contents of this document do not necessarily reflect the views or policies of the State of Oregon.*

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# Introduction

## Project Objectives

The goals of the Roseburg Outreach Project are to:

- Expand local transportation choices
- Help strengthen the economic vitality and improve the livability of the community with a focus on three key areas:
  1. Roseburg's Downtown
  2. Riverfront Area
  3. Mill-Pine National Register Historic District

More specifically, this project explored ways to:

- Improve connections for pedestrians, bicyclists and vehicles between the three key areas
- Revitalize downtown retail
- Preserve and strengthen the Mill-Pine Historic District
- Enhance and create a gateway focus on the south end of Stephens Street
- Reduce commercial transportation (vehicle/rail/truck) impacts on the Historic District
- Calm traffic along the Stephens Street - Pine Street corridor

## Project Process and Schedule

The outreach project included a public workshop and stakeholder meetings with government agency representatives, local residents, businesses and the Mill Pine Historic District Neighborhood Association. The three-month process and schedule are shown below.

### Final Report and Workshop Evaluation

This report is a summary of the public outreach project identified above and includes concepts and recommendations for policy-makers and the public to consider in developing a revitalization strategy for the areas indicated on the left. Further study and analysis would be required to implement any or a portion of the ideas presented here.

This report includes:

- Background Information
- Downtown Possibilities
- Workshop Evaluation
- Next Steps

The Next Steps chapter of this summary report outlines key strategies that should be considered and recommendations for further study.



Three Key Areas



Project Process and Schedule

## Background

## Site Opportunities, Constraints and Stakeholder Issues

The consultant team visited Roseburg, toured the three key areas and met with local stakeholders on April 5, 2007. The diagrams below illustrate existing conditions in these areas and identify opportunities and constraints.

### Site Opportunities

The proposed plan builds on the following existing downtown features and unique characteristics.

- Good local roadways and regional interstate access
- Close-in library, employment and civic campus
- Historic building stock and “main street retail” along Jackson Street
- Close-in schools, parks, neighborhoods and historic districts
- A local and visitor economy oriented to the natural environment (Umpqua River and Crater Lake)

### Site Constraints

The plan mitigates the following traffic impacts, development patterns and physical features negatively affecting the downtown’s economic health and livability.

- Traffic speed and truck traffic impacts on the Mill-Pine District along Pine and Stephens streets
- Poor pedestrian connections to and from downtown to the waterfront and Mill-Pine District
- Lack of safe pedestrian and bike crossings along Pine and Stephens streets
- Railroad bisects downtown from the riverfront
- Traffic congestion at Harvard Avenue, I-5 and 124 Interchange
- Lack of adequate gateway elements north and south of downtown
- Loss of major retail anchor downtown (Safeway grocery store)

### Stakeholder Issues

Stakeholder comments identifying issues, concerns and areas of interest within the study area were tallied and are noted below. These issues helped guide the creation of the “downtown possibilities” presented at the outreach workshop.

**Transportation**

- Traffic calming (esp. Pine St, Stephens St., Portland Ave.)
- Pedestrian safety (esp. school crossings)
- Bicycle and pedestrian connections between districts

**Historic Character**

- Preservation and enhancement Mill/Pine Historic District

**Riverfront Enhancement**

- Create open space along river/waterfront access
- Preservation of Elk Island
- Bring commercial activity to waterfront
- Maintain native habitat along riparian zone

**Downtown Vitality**

- Public plaza for gatherings
- South entrance to downtown
- Increase occupancy and vitality of downtown stores
- Pedestrian-friendly streets

Stakeholder Issues



Site Opportunities Diagram



Site Constraints Diagram

## Existing Plans, Policies and Studies

The following plans, policies and studies were reviewed:

- Comprehensive Plan
- Roseburg Land Use and Development Ordinance
- City of Roseburg Transportation System Plan
- Roseburg Urban Renewal Plan
- Downtown Roseburg Master Plan
- Highway 138 Corridor Solutions Study
- I-5 Interchange - 124 Interchange Area Management Plan
- Draft of Stephens Street Overlay Project 06PW24
- Mill-Pine Historic Neighborhood District Brochure
- Roseburg Historic Downtown *Blast* Walking Tour Brochure



Highway 138 Corridor Solutions Study (DEA-2006)



Existing Plans, and Policies



Existing Residences, Mill-Pine Historic District



Mill-Pine Historic District



## Downtown Possibilities

**Fundamental Concept**

The fundamental concept proposed in this report will enhance downtown vitality and economic viability. The concept was based on the characteristics found in the “best downtowns” (see lower right).

These characteristics, the project objectives, local issues and concerns formed the basis for eight key downtown revitalization possibilities represented in the concept plan shown below.

It should be noted that some of these concepts, especially those relating to circulation along Pine and

Stephens streets, would require further analysis and input from ODOT.

The concept includes land use, open space and circulation possibilities that:

- Showcase downtown as the **Retail Hot Spot**, a unique shopping and entertainment district that links the existing retail on Jackson Street to recent investment along Cass Street and the Roseburg Depot
- Provide for an **Event and Cultural Center** linked with a major hotel; this center serves as an anchor for retail expansion and expands Roseburg’s ability to compete in the conference center and meeting markets

- Suggest a location and character for a new public square – referred to in this report as **Umpqua Square** – that would provide a central focus for community activities and events, serve as a catalyst for strengthening existing retail and support retail expansion in the downtown
- Create a highly-marketable public amenity – the **Roseburg Ped/Bike Loop** – an off-street system, enhancing redevelopment potential and knitting together downtown retail, neighborhoods, the existing civic campus and the riverfront
- Identify expansion of the **Riverside Park** that capitalizes on the river as a major amenity, provides for new river-oriented development and improves access to the river and Elk Island
- Preserve the viability of the close-in Mill-Pine residential neighborhood and improve pedestrian, auto and truck safety and circulation along **Pine Street and Stephens Street**
- Expand on existing gateways and offer strategic locations for **Gateways** on the north, south and west that reflect the natural landscape and support improved access to major landmarks and districts



Fundamental Concept

The following pages provide greater detail on the “downtown possibilities.”

**The Best Downtowns**

- Great Streets (walkable and bikable)
- Great Retail (street oriented)
- Great Public Space (centrally located)
- Great Transit (regional/local)
- Government services
- Professional employment
- Housing
- Cultural facilities
- Entertainment and restaurants
- Capitalize on the natural setting
- Defined edges
- Clean and safe

Fundamental Characteristics



Existing Conditions

**Land Use**

The following land-use possibilities help to develop a retail hot spot that uses potential redevelopment sites to strengthen existing retail, support retail expansion, and integrate an Event/Cultural center in the downtown.

**Strengthening Existing Retail**

Jackson Street meets most of the fundamental requirements for retail (shown below) and, over time, will continue to be a unique retail destination. However, two factors are contributing to its deterioration:

- 1) The loss of Safeway as a major retail development anchoring the beginning of the street.

Retail strength should be supported by:

- A mixed-use development that includes a major retail anchor at the old Safeway redevelopment site. A grocery store continues to offer the greatest opportunity to strengthen Jackson Street
- An additional anchor between Cass Street and Lane Street coupled with the Umpqua Square would be the lynch pin for the long-term viability of downtown retail

- 2) The loss of side-by-side retail uses has created interruptions in the retail “string.”

Every effort should be made to:

- Recruit and maintain active ground-floor retail tenants, restaurants and businesses that will support a 12-hour environment
- Promote 75% openings in storefronts and discourage blanks walls



Discourage Blank Walls



Promote 75% Openings in Storefronts



Discourage Inactive Ground-Floor Uses



Encourage Active Ground-Floor Uses

**Retail Main Streets**

- On-street parking
- Busy street – 8,000/20,000 cars/day
- Ground floor retail on both sides of the street
- Side by side retail uses with no interruptions
- Major retail development anchoring beginning and end of street
- Street length approximately 1/4 mile – 5 minute walk
- Comfortable pedestrian environment – sidewalks, landscaping and street furniture

Fundamental Requirements



Retail Hotspot

**Retail Expansion**

Existing retail would benefit from an expanded retail offering and additional parking. There will be added demand for retail; and, unless sites are identified and encouraged in downtown, expansion will occur elsewhere.

The location of retail expansion was identified based on the fundamental requirements for retail and the ability to aggregate uses that:

- Adapt and re-use a strong historic building fabric along Cass Street and Pine Street
- Build off of recent investments in retail, office and restaurant uses, such as the Roseburg Depot Station
- Connect well to existing retail along Jackson Street
- Provide for active retail uses surrounding the Umpqua Square

**Potential Redevelopment Sites**

Retail expansion can be supported within the redevelopment sites along Cass Street and Pine Street and would support or include:

- **The Event Center** - Can be phased with expansion potential of up to 140,000 SF
- **A Parking structure** - Up to three structures over time creating up to 1,150 parking spaces
- **Ground-floor retail** - Up to 130,000 SF
- **Upper-floor uses over ground-floor retail** - 240,000 SF of office space or 200-240 housing units

### Event/Cultural Center

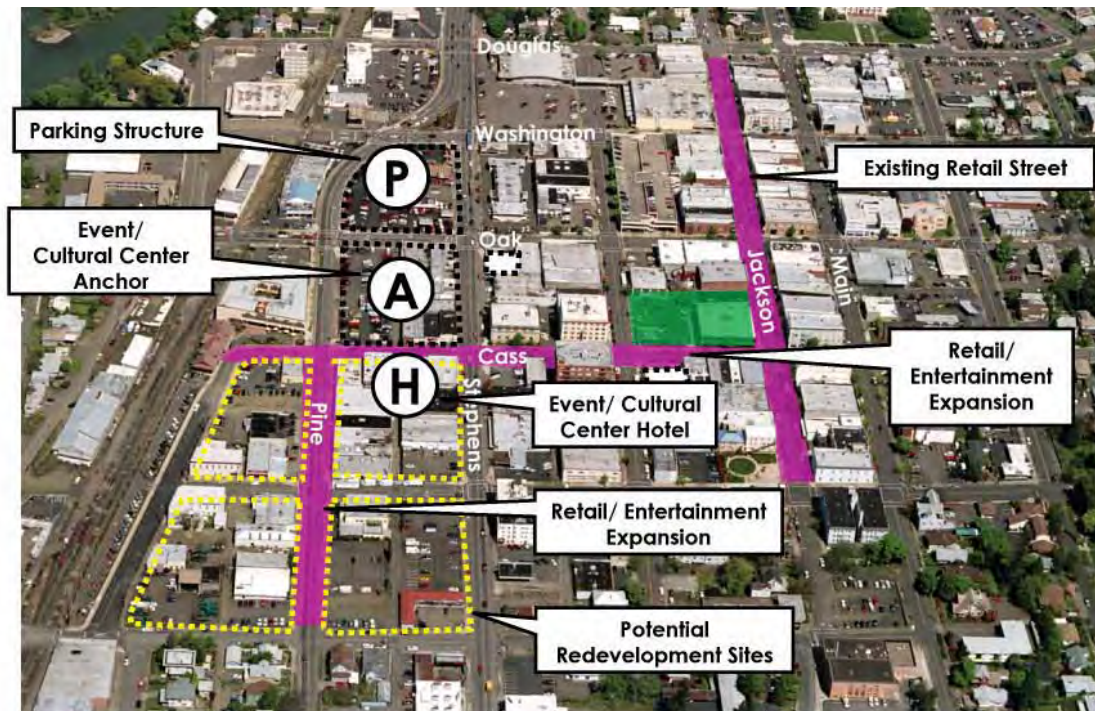
Event and cultural facilities are most successful when they are located near shopping areas and restaurants, have the ability to expand, include a headquarters hotel and have convenient parking. The benefits of an Event/Cultural Center can:

- *Build community strength and identity* - help celebrate the people of the community, connect them to each other and build local pride
- *Strengthen economic development and bring repeat business* - introduce people to the downtown, attract outside visitors and stimulate new local spending; people return again in the future to patronize businesses, attractions and events
- *Raise community profile* - can shape a community's identity beyond the local area

The fundamental characteristics (see below right) outline the essential elements considered when locating the Event/Cultural center.

As a bookend anchor development to the Umpqua Square and dialed in directly to downtown retail expansion, the Event/Cultural center has the potential to include:

- A phased development with up to 140,000 SF of conference, event or performance space
- A parking structure with up to 4 levels with 570 spaces
- A headquarters hotel with 150 to 200 rooms



Event/Cultural Center

### Event and Cultural Centers

- On an edge location
- Adequate area for expansion of exhibit, meeting and parking needs
- Adjacent to a "headquarters hotel"
- Adjacent to downtown retail

Fundamental Characteristics

## Open Space

The following open space possibilities would supplement the existing downtown parks and open spaces (see image at right), expand the Riverside Park as a premier riverfront amenity and provide for Umpqua Square, a new center for public gathering in the downtown.

### Umpqua Square

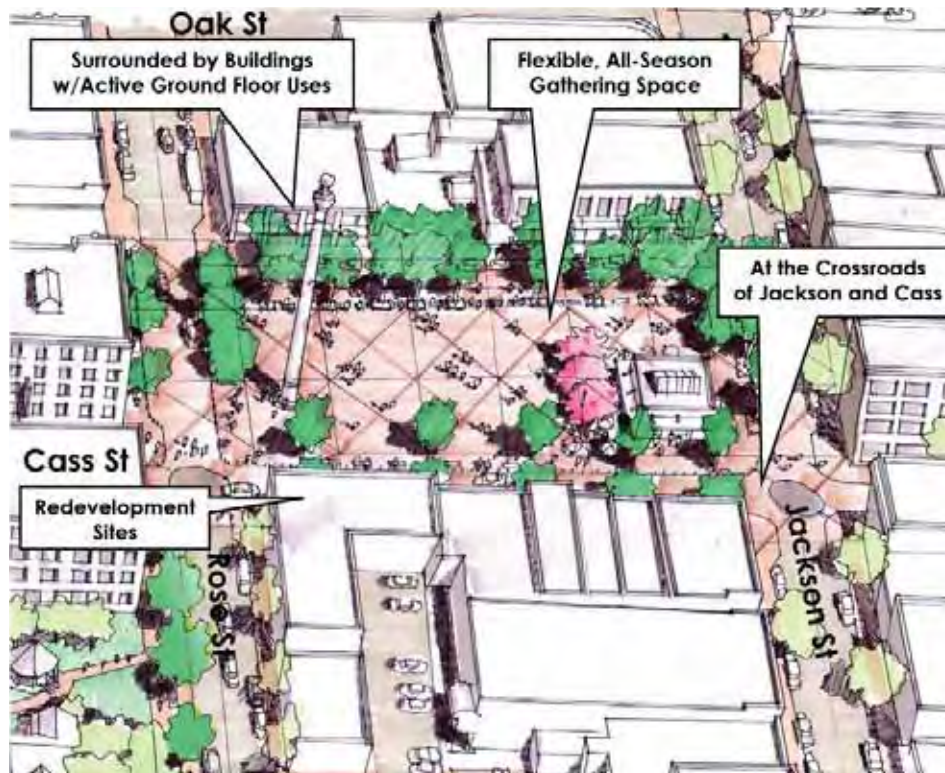
Applying the fundamental characteristics for great public spaces (see below right), a new Umpqua Square was proposed for the intersection of Jackson Street and Cass Street (see Existing Conditions at center right).

Umpqua Square provides an opportunity to:

- Create a highly-visible, flexible, all-season public amenity and center for local activities
- Provide a safe family-friendly place for all ages during all seasons and hours of the day
- Support existing and expanded retail with active ground-floor uses surrounding the square on all sides
- Incorporate simple and elegant design elements that reflect the rich history of Roseburg



Parks and Open Space



Proposed Umpqua Square



Existing Conditions

### Great Public Space

- In the center of the city
- At a crossroads (retail/pedestrian/auto/transit)
- Surrounded by buildings with active ground floor uses
- A place for:
  - All ages
  - All seasons
  - All hours of the day
- With large paved areas for holding public events
- Simple and elegant design

Fundamental Characteristics



Riverside Park Illustration



Ped/Bike Bridge to Elk Island



Riverside Park Expansion

### Riverside Park

The existing Riverside Park includes many of the fundamental characteristics for parks in the city (see below), but it is isolated by low-intensity development, vacant lots and separated from downtown by the railroad. The expansion of Riverside Park should incorporate Elk Island. The park provides the opportunity to:

- Showcase the Umpqua River as a special downtown amenity and expand park use and activities
- Provide for new mixed-use river and bike-oriented commercial, restaurant and entertainment uses
- Improve access to and use of the Visitors Center

### Park Expansion Elements

An expanded Riverside Park would include:

- A large gathering area suitable for all ages that accommodates events and recreation activities
- The Roseburg pedestrian and bike loop
- A possible 'drop-in' location for a world-class whitewater park
- A mix of uses with up to 35,000 SF of -floor space that includes all of or a combination of:
  - 1) River-oriented commercial, such as rental and sales for canoes, kayaks and boats
  - 2) Restaurants and entertainment uses
  - 3) Upper-floor housing or office uses

### Parks

- 1) Adjacent to the city center
- 2) Oriented to and includes natural features
- 3) A large area for:
  - All ages
  - Recreation
  - Quiet contemplation
- 4) Dominant materials include grass, trees and landscaping

### Fundamental Characteristics

## Circulation

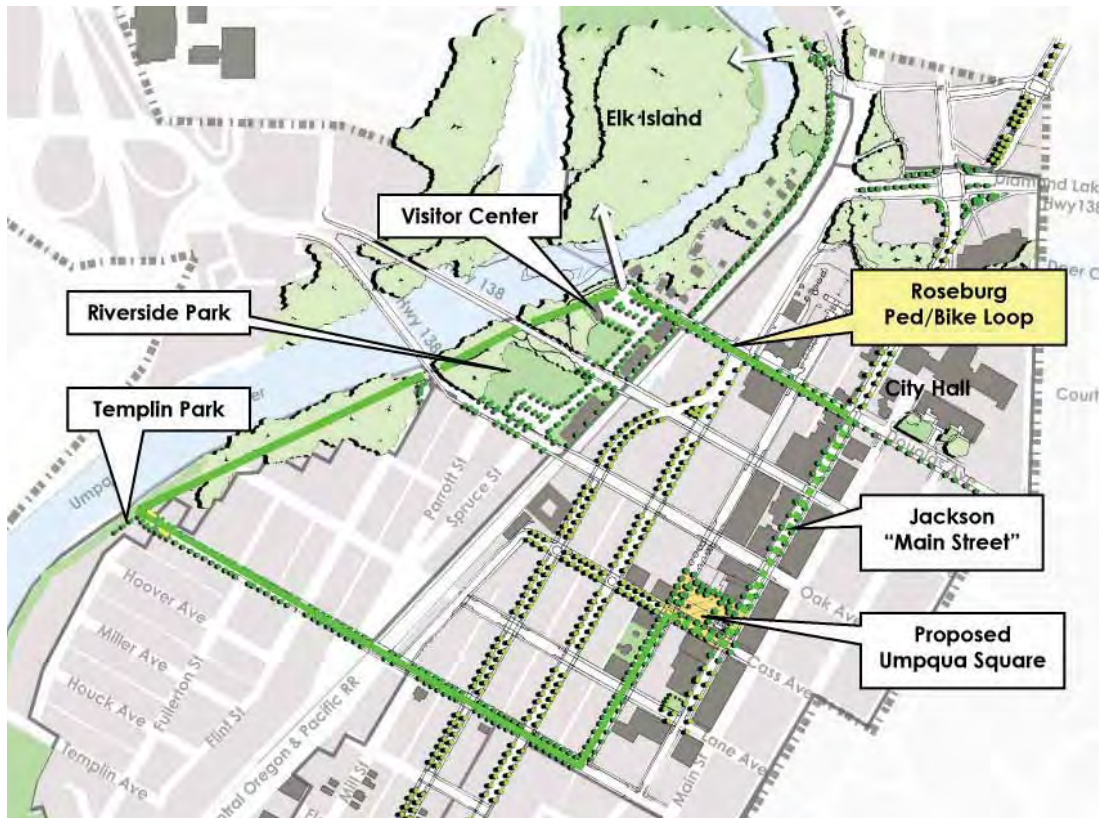
The following circulation possibilities would supplement existing pedestrian and bike routes, support a balanced transportation system, preserve the viability of the Mill-Pine Neighborhood and identify key locations for gateways into the downtown.

### Roseburg Ped/Bike Loop

On- and off-street pedestrian and bike routes are an important transportation component for downtowns. They provide commuters and recreational users safe and direct access to key destinations and support healthy lifestyles and alternative modes of travel.

Located and designed to meet the fundamental characteristics of off-street pedestrian and bike routes (see below right), this unique downtown amenity:

- Provides for a variety of activities, including walking, running/jogging, biking, strollers, and skating/skateboarding
- Is well-connected to existing pedestrian and bike routes
- Is an organizing element and framework for connecting major destinations in the downtown



### Off-street Pedestrian/Bike Amenities

- Form a complete loop- "no dead ends"
- Link major destinations
- Are well-connected to existing pedestrian and bike routes
- Provide for multi-use:
  - Bikes
  - Pedestrians
  - Skate/skateboarding
  - Cross-country skiing

### Fundamental Characteristics



### Location of the Roseburg Ped/Bike Loop

The Roseburg ped/bike loop is located along the following route:

- Douglas Avenue from Jackson Street to Spruce Street
- Through Riverside Park from Douglas Street to Mosher Street
- Mosher Street from Templin Beach to Rose Street
- Rose Street from Mosher Street to Cass Avenue
- Jackson Street from Rose Street to Douglas Avenue\*

\* Not an off-street path but located on-street with traffic.

### Integration within Existing Street Right-of-Way

Based on standard dimensions for a high-quality off-street path and the need to serve parking and auto circulation, the following photographs illustrate the ability to integrate the ped/bike loop within existing streets (see photographs lower left).

### Safety at Rail Crossings

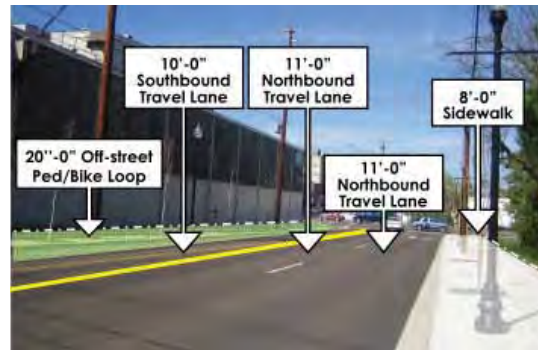
The ped/bike loop crosses the Central Oregon and Pacific Railroad at Mosher Street and Douglas Avenue. The image on the lower right shows an example of safety measures incorporated where trains and bikes intersect. The design of these should include:

- Lighted and audible signals and crossing arms to warn autos and pedestrians of oncoming trains

- A level surface for bikes crossing tracks
- Truncated domes or a change of pavement material to signal that the rider is approaching a rail crossing



Existing Douglas Street (Jackson St to Railway)



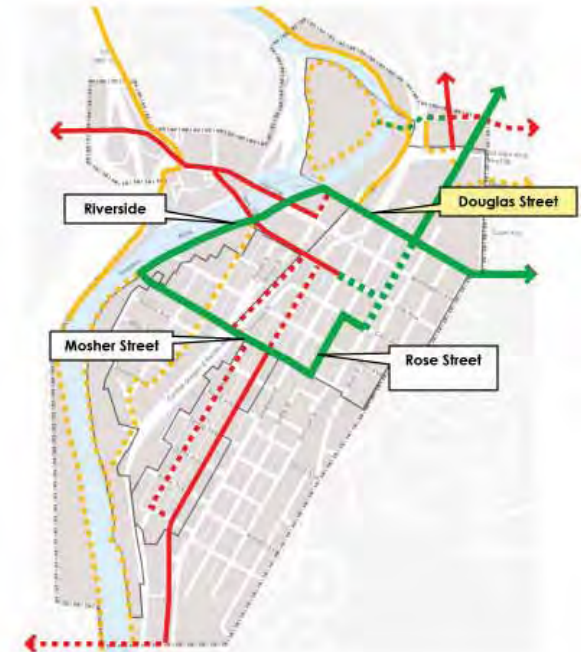
Proposed Douglas Street (Jackson St to Railway)



Existing Douglas Street (Railway to Spruce St)



Proposed Douglas Street (Railway to Spruce St)



Ped/Bike Loop Segments- Douglas Street



Off-street Ped/Bike and Rail Intersection



Existing Conditions

**Stephens Street and Pine Street Corridor**

Stephens and Pine streets are a major north/south connection into downtown that link the Old Highway 99 on the south to Hwy. 138 on the north, and carry a large volume of auto and truck traffic. See existing corridor conditions at left. A fundamental element of this outreach process was to explore ways to:

- Reduce commercial transportation (vehicle/rail/truck) impacts on the Historic District
- Calm traffic along the Stephens Street - Pine Street corridor

The following pages outline current city efforts to improve pedestrian, bike and vehicular circulation along this corridor. These pages also offer a concept, subject to further study and analysis, that recommends transforming Pine Street into a “neighborhood street” while maintaining Stephens Street as the primary “mobility corridor” for through auto and truck traffic.

**Planned Stephens Street Overlay**

A locally-identified need to improve pedestrian safety and auto circulation along the corridor of Stephens Street and Pine Street in the Mill-Pine neighborhood has resulted in suggestions to lower the speed limit and design pedestrian safety improvements along Stephens Street.

The city is pursuing a South Stephens Street Structural Overlay Project (see image at left) to address current operational constraints such as roadway surface, pedestrian crossing, curb and driveway upgrades, lighting and landscape improvements. The City Council is scheduled to grant the bid award July 23, 2007 with construction to start sometime in mid August. The Stephens Street structural overlay will:

- Promote safe pedestrian and bike access to schools and along Stephens Street
- Potentially reduce traffic speeds
- Maintain existing auto and truck traffic mobility
- Visually improve the Stephens Street corridor

The structural overlay project includes:

- New curb extensions and landscaping
- New crosswalks
- Driveway and curb upgrades



Stephens Street Structural Overlay- Project Area



Existing Truck Traffic



Proposed Truck Route

Stephens Street and Pine Street separate the Mill-Pine neighborhood from the Rose School. Trucks heading through town and servicing the Umpqua Dairy regularly use neighborhood streets as indicated in the far left illustration.

The planned Stephens Street improvements mentioned on the previous page are an important first step in improving pedestrian, bike and auto circulation. Below are recommendations for further study.

**Traffic Control**

No traffic control devices, such as crosswalks, stop signs or traffic lights exist on Pine Street today. Additional study for the location of potential traffic signals, stop signs, crosswalks and street lighting should occur. The image on the left identifies areas for further study that have the potential to:

- Maintain through traffic on Stephens Street
- Reduce traffic speed on Pine Street
- Improve pedestrian and bike safety to Rose School

**Truck Traffic**

Creating a clearly defined truck route, as shown above on the right, to service Umpqua Dairy and allow for through truck traffic, would reduce traffic impacts on the Mill-Pine neighborhood. The city, neighborhood residents and Umpqua Dairy should work together to identify a mutually beneficial resolution to truck traffic in the neighborhood.

**Further Study for Pine Street**

Safe school routes are recognized as a national priority through the Safe Routes to School Federal Program and in Oregon are managed through ODOT's Transportation Safety Division. The city has received a grant to develop safe routes to Eastwood, Jo Lane and Rose Schools. Further study of Pine Street is critical in developing a comprehensive safe route to school that encompasses both Stephens Street and Pine Street. The study should identify ways to:

- Improve pedestrian and bike safety
- Improve public health
- Reduce need for busing students



Traffic Control



Existing Conditions



Circulation Concept

### “Pine” Neighborhood Street and “Stephens” Mobility Corridor Concept

The Pine Street and Stephens Street corridor is part of a one-way couplet comprised of arterial streets (see image at left). The concept for Pine Street and Stephens Street was developed from the perspective that the pedestrian is the priority while supporting freight and commerce appropriately.

The street design should:

- Preserve the livability of the Mill-Pine neighborhood
- Promote safe pedestrian and bike access to schools
- Support and attract investment
- Provide for a designated truck route
- Maintain adequate auto and truck traffic mobility

The concept proposes to:

- Convert Pine Street from a one-way arterial to a two-way collector or local street
- Convert Stephens Street from a one-way arterial to a two-way contra-lane arterial and truck route

The following pages outline the design of the Pine “neighborhood street” and Stephens “mobility corridor concept.” This concept would require additional study and the feasibility of the improvements is not known at this time. Any further study of this concept should include a process for public involvement in the design and implementation and would require coordination with the Oregon Department of Transportation.

Method One	Method Two
1) Cars & Trucks	1) Pedestrians
2) Bicycles	2) Cars & Trucks
3) Pedestrians	3) Bicycles

*Investors are attracted to pedestrian friendly streets.*

The long-term negative impacts of auto and truck traffic on the Mill-Pine neighborhood have contributed to a lack of investment in the area. Along Pine Street, the traffic volumes (see below right) exceed what is desirable on a neighborhood street.

### Value of Close-in Neighborhoods

The preservation of close-in neighborhoods is critical to the long-term viability of downtown. These older neighborhoods are essential resources that support:

- Preservation of the city's historic character
- Housing that is close to employment, services and schools
- Affordable housing for families and first-time home buyers

### “Pine” Neighborhood Street Concept

The Neighborhood Street concept proposes design segments that support expanding retail along Pine Street (see *Retail Expansion*, pg. 9) from Oak Street to Mosher Street and preserve the character of a local residential street from Mosher Street to Rice Avenue. These improvements could occur in the existing right-of-way as illustrated below.

#### The Retail-Supportive Segment provides:

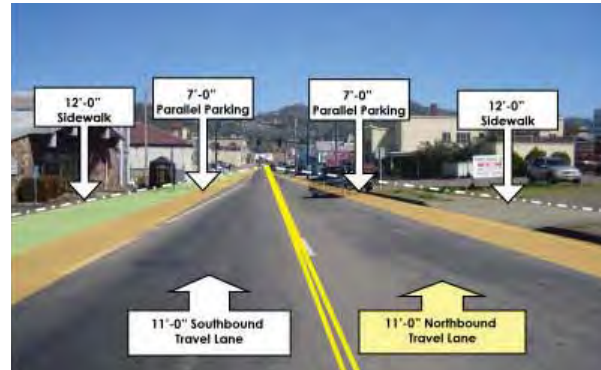
- On-street parking essential to support retail, buffer the pedestrian from the street and calm traffic
- Two-way traffic that offers good accessibility to businesses
- Wide sidewalks that support retail-oriented pedestrian traffic
- Alleys used for residential vehicle access

#### The Neighborhood Street Segment provides:

- Two-way bike lanes
- Two-way traffic that offers good accessibility to homes and businesses
- A residential-scale sidewalk and planting strip



Existing Pine Street (Oak St. to Mosher St.)



Proposed Retail Supportive Street (Oak St. to Mosher St.)



Existing Pine Street (Mosher St. to Rice St.)



Proposed Neighborhood Street (Mosher St. to Rice Ave.)



Traffic Volumes

### Neighborhood Streets

- Speeds less than 30 MPH
- Less than 5,000 cars a day
- Wide sidewalks (6' to 8')
- Street trees and planting strip between sidewalk and street
- Narrow curb to curb 36' max

Fundamental Characteristics

The Pine Street and Stephens Street corridor serves as an arterial street and moves high volumes of auto and truck traffic through town. The use of a contra-lane on Stephens Street could maintain existing traffic and support future through traffic while allowing Pine Street to serve as a collector or local street.

**“Stephens” Mobility Street**

The concept for this street is based on the fundamental characteristics identified on the right below. The images below demonstrate a possible configuration of the contra-lane within the existing right-of-way. The concept includes:

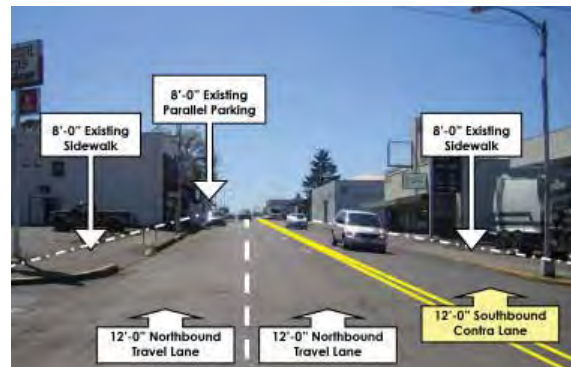
- Continued through traffic access
- Removal of on-street parking on the west side of the street (with input from those affected)
- Maintenance of existing sidewalks
- A new southbound “contra-lane”
- Coordination with the Stephens Street Overlay Project



Contra Lane



Existing Stephens Street



Proposed Stephens Street

**Mobility Streets**

- Speeds greater than 30 MPH
- Supports greater than 10,000 cars a day
- Provide for large vehicles and turning radii
- Include minimum sidewalks - 6' (8' preferred)
- Have a minimum 36' curb to curb

Fundamental Characteristics

### Additional Traffic Analysis

The circulation improvements outlined in the Pine “neighborhood street” and Stephens “mobility corridor” would require additional transportation analysis and coordination with the Oregon Department of Transportation and include:

- Identifying potential impacts on the Highway 138 and verifying the ability of these streets to effectively transition to Highway 138 on the north end of town and the Old Highway 99 on the south end (see images below).
- Reviewing the design elements from the proposed Stephens Street improvements that may preclude the ability to create a contra-flow lane on Stephens Street over time.

Recommendations for additional transportation analysis are indicated below on the right.



Transition Areas for Further Study



North End Transition Area to HWY 138



South End Transition Area to Stephens Street

**Additional Transportation Analysis Required**

- Couplet Connections- Stephens and Pine at Oak and Washington (North), Stephens and Pine (South), other areas
- Traffic signalization
- Left turning movements onto side streets
- Curbside parking
- Truck intersection turning radii
- Truck impacts on pedestrian and bicycle environment
- Truck impacts on businesses, residences and schools
- Impacts of the proposal on the I-5 interchange.

Additional Analysis

## Gateways

Gateways form the first impression on visitors entering a community. A gateway's design should make every attempt to highlight area history, the natural landscape and integrate and support major landmarks and destinations.

### Gateway Locations

Three gateway locations were identified to create a series of "entry" experiences:

- 1) On the north end along Diamond Lake Boulevard from Stephens Street to Jackson Street
- 2) A roundabout to the south at the intersection of Pine Street and Stephens Street
- 3) On the west as a "front door" to the Riverside Park, new Event/Cultural Center and Jackson Street retail

### Gateway Character

The intent and character of each gateway location are identified in the images below and include:

#### *South Gateway at Pine Street and Stephens Street*

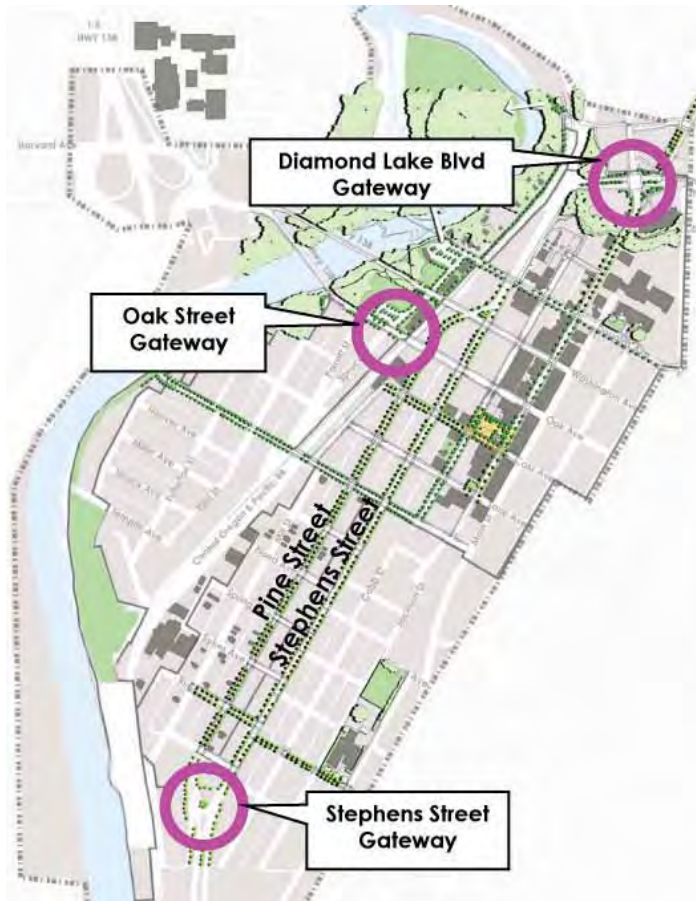
- Incorporates a roundabout to resolve traffic issues resulting in the creation of a two-way "Pine" Neighborhood Street and "Stephens" Mobility Corridor
- Uses dense planting of native trees, shrubs and perennials along edges of roadways and medians

#### *North Gateway on Diamond Lake Boulevard*

- Locates landscaping around the intersection of Diamond Lake Boulevard and Jackson Street that continues the landscape design in front of the library
- Includes a median on Diamond Lake Boulevard with trees and perennials on either side of Jackson Street
- Locates a raised planter in a median along the bridge crossing Deer Creek from Jackson Street to Stephens Street

#### *West Gateway on Oak Avenue*

- Relocates the existing gateway arch to the intersection of Oak Avenue and Pine Street.



Gateway Locations



Relocate Existing Gateway



Potential Diamond Lake Greenway



Potential South End Roundabout



## Workshop Evaluation

## Roseburg TGM Outreach Project- 28 Response Sheets Submitted May 15th, 2007

Land Use Possibilities		Check Preference		
1. Retail Hotspot	<b>25</b> Yes	<b>0</b> No	<b>2</b> Other	
2. Event/Cultural Center	<b>24</b> Yes	<b>0</b> No	<b>3</b> Other	

Open Space Possibilities		Check Preference		
3. Umpqua Square	<b>23</b> Yes	<b>1</b> No	<b>2</b> Other	
4. Riverside Park	<b>23</b> Yes	<b>1</b> No	<b>2</b> Other	

Circulation Possibilities		Check Preference		
5. Roseburg Ped/Bike Loop	<b>22</b> Yes	<b>3</b> No	<b>2</b> Other	
6. Neighborhood Street	<b>22</b> Yes	<b>2</b> No	<b>2</b> Other	
7. Mobility Corridor	<b>22</b> Yes	<b>1</b> No	<b>2</b> Other	
8. Gateways	<b>20</b> Yes	<b>0</b> No	<b>4</b> Other	

Response Sheet Tally



Concept Plan

### Overview

The public outreach workshop was held at the Douglas County Library - Ford Family Room on Tuesday, May 15, 2007 from 6:00 to 8:00 p.m. In attendance were over 35 community members who submitted 28 response sheets. The project response sheets and public comments provided guidance on circulation, open space, and land use possibilities that revitalize downtown and improve connections between downtown, the riverfront and the Mill-Pine Historic District.

### Workshop Purpose

- The purpose of the workshop was to:
- Present transportation, land use and community design concepts that could help Roseburg strengthen its downtown and improve the mobility of its residents
  - Give the public an opportunity to ask questions and provide input into Roseburg's revitalization plans

### Workshop Format

The workshop included a consultant presentation of the work program and a summary of the outreach objectives. An educational presentation on the fundamental elements that are found in the "best downtowns" was given along with a "concept plan" outlining eight possibilities that support future circulation, open space and land use improvements (see below).

A question and answer period followed. Community members seated at tables discussed the possibilities and filled out individual response sheets. A response sheet tally is shown on the left. Summary reports were presented to the larger audience by an individual from each table.

The following pages include:

- A summary of written comments from response sheets
- Table discussion summaries



**1. Retail Hotspot (19)**

- We need to lure a grocery store downtown 7
- Grocery at Qwest Building location 5
- Move retail hot spot to Diamond Lake Boulevard 2
- Anchor grocery near Mosher between Stephens & Pine Streets 2
- Extend retail down to Deer Creek 2
- Move post office to old Safeway store 1

**2. Event/Cultural Center (6)**

- We like the Event/Cultural center component 3
- The Event/Cultural center is being done by Cow Creek tribe south of Lane House 2
- A headquarters hotel over 3 stories would have a negative impact 1

**3. Umpqua Square (6)**

- Locate Umpqua Square at the old Rite Aide site 5
- Use the existing Wells Fargo parking lot 1

**4. Riverside Park (12)**

- We support the idea of the riverside park and white- water park 5
- No homes removed for park or trail 4
- Include a restaurant with riverfront view 2
- Move transient camp to have a safe park 1

**5. Roseburg Ped/Bike Loop (7)**

- Would love to see the ped/bike loop 5
- A bike lane and sidewalk one-side of Pine Street 2

**6. Neighborhood Street (18)**

- Return Pine Street to two-way; add stop signs 7
- Keep parking on Pine Street 4
- Signals on Pine Street would be welcome 4
- Set speed limit at 25 mph 2
- Not sure about changing Pine Street and Stephens Street to two-way 1

**7. Mobility Corridor (22)**

- Stop current Stephens Street project to study outreach possibilities 5
- Return Stephens Street to two-way 3
- Reroute the trucks around neighborhood 3
- We need safe crossings 3
- Portland Ave Bridge and 138 Bypass is needed to supplement contra lane 3
- Eliminating “some” parking on Stephens Street will kill commercial development 2
- There will be a problem rerouting semis at end of Pine Street and Stephens Street 2
- Widen Stephens Street 1

**8. Gateways (4)**

- Trucks don’t work in roundabout 3
- There is already a sign on Oak Street 1

**Other (17)**

- Must do something about railroad corridor- Move it ? Abandon it? 3
- No condemnation of private property 3
- Need to balance use of M-2 and C-2 on either side of MR-14 in Mill-Pine District- Current zoning limits the ability to own or use homes for business use 2
- Please do not portray stop signs as speed control devices
- Remember that downtown and residents of Mill-Pine are lower income. Be careful; they may not support restaurants, grocery stores etc.
- Transportation in and out of M-2 zone is critical and needs to be looked at
- No Diamond Lake bridge
- Overall, I think the plan is a wonderful one and with a little work could be great for Roseburg
- Good workshop
- Your presentation was like a breath of fresh air; I hope some of these ideas are successful
- Thank you for giving and getting creative ideas for downtown Roseburg
- This was a remarkable presentation



A summary of each table discussion is recorded below:

**Table 1**

- Not sure about the bank leaving but we loved the square idea!
- What about keeping the post office downtown with possible location at old Safeway site
- Passenger trains are needed!
- Include a waterfront restaurant in the Riverfront Park
- We need a grocery downtown

**Table 2**

- We thought all of this was great and comprehensive!
- Look for an alternative to the town square- may be difficult at Wells Fargo block
- Move hot spot further north to Deer Creek and along Diamond Lake Boulevard
- Whitewater Park would be an “elite” sport and an Olympic venue- Move route down stream from Elk Island on to the north
- Use Qwest building for grocery site

**Table 3**

- The railroad is a big problem- how do we solve this?
- We like two-way streets on Pine and Stephens
- Smooth transit from industrial to housing
- Add office uses in Mill/Pine District
- We want a grocery store downtown
- Loved the square; not sure about location
- Liked the Riverfront park
- Pedestrians first- yes!
- Bike loop- yes!

**Table 4**

- A lot of exciting ideas
- We like the two-way on Stephens and Pine streets
- Some disagreement on grocery store location-but feel it is necessary
- One advantage the malls have over downtown is that they are climate controlled and have free parking
- Do not want to see condemnation as part of the URA

**Table 5**

- The presentation was very good
- Stephens and Pine should be two-way
- A grocery is a good thing- locate on Mosher between Stephens and Pine
- Vacate Rose between Washington and Douglas

**Table 6**

- The Mill/Pine residents liked that you listened
- We like “character” of the concepts and adding retail on Pine Street near old depot
- A grocery is important to downtown
- May need to make some compromises- but a good plan and ideas
- So what happens next?

**Additional Comments**

- The bike lane is not used on Pine Street- people ride on the sidewalk because of traffic. I would like parking on at least one side of the street on Pine (Mill-Pine resident)
- This is the first time anyone suggested changing Pine and Stephens- it is important to slow traffic and make two-way again. In the past, Pine Street did not go through to Stephens Street- traffic used to have to stop at Rice Street and turn to get to Stephens Street. Pine and Stephens are like a freeway! It is gratifying to have these consultants here! (Historic Resources Review Committee Member).

## Next Steps

## Overview

It is recommended that local citizens be given adequate opportunity to review, comment and shape the projects identified in this report and recommendations indicated in the next steps outlined below and on the following page.

First-step recommendations include:

- **Repeat the Roseburg Outreach Project presentation to the City Council, commissions and citizens**
- **Form community work groups to oversee refinement and implementation of the Priority Catalyst Projects**

## Priority Catalyst Projects

The highest priority must be given to projects that have the greatest potential to revitalize the downtown investment environment. These projects include:

- Private projects to develop tax increment
- Public projects to stimulate private development

Priority Catalyst Projects	Priority Actions	Work Tasks
1) Old Safeway Site	<i>Locate and install a grocer as the primary ground-floor tenant for a mixed-use redevelopment of the old Safeway site</i>	<p><b>Retain a consultant to:</b></p> <ul style="list-style-type: none"> <li>▪ Develop alternative plans for the entire site</li> <li>▪ Refine a preferred alternative</li> <li>▪ Prepare a design framework for the entire site</li> <li>▪ Prepare an implementation strategy and cost estimate for improvements</li> <li>▪ Locate potential grocery store tenants</li> <li>▪ Negotiate a tenant agreement for the grocery store</li> </ul>
2) Umpqua Square	<i>Develop a strategy for constructing the public square</i>	<p><b>Retain a consultant to:</b></p> <ul style="list-style-type: none"> <li>▪ Prepare a design program for the public square</li> <li>▪ Develop square alternatives</li> <li>▪ Refine a preferred square alternative</li> <li>▪ Prepare a development framework for the square and adjacent properties</li> <li>▪ Prepare implementation strategy and cost estimate for improvements</li> </ul> <p><b>Council is scheduled to grant the bid award July 23, 2007 with construction to start sometime in mid August.</b></p>
3) Stephens Street Structural Overlay	<i>Finalize construction documents for the structural overlay</i>	<p><b>Continue work on Grant to:</b></p> <ul style="list-style-type: none"> <li>▪ Collect data from relevant stakeholders</li> <li>▪ Evaluate data to identify issues and possible solutions</li> <li>▪ Identify preferred improvements and upgrades</li> <li>▪ Identify funding for engineering and construction</li> </ul>
4) Safe Routes to Schools	<i>Implement State grant for Safe Routes to Schools Programs</i>	<p><b>Retain a consultant to:</b></p> <ul style="list-style-type: none"> <li>▪ Analyze the Mobility Corridor concept</li> <li>▪ Prepare a strategy to reduce traffic impacts on the neighborhood</li> <li>▪ Coordinate analysis with the ODOT - Highway 138 Corridor Solutions Study</li> <li>▪ Coordinate design to be consistent with standards identified in the retail strategy</li> <li>▪ Analyze a recommended roundabout on the south end of Stephens Street consistent with the gateway concept</li> </ul>
5) Neighborhood Street and Mobility Corridor	<i>Initiate and complete a traffic analysis and feasibility study to identify the potential to convert Pine Street to a two-way street, and add a contra-lane along Stephens Street</i>	

## Key Projects

These include other catalyst projects that support revitalization efforts over time.

Key projects are identified below.

Key Catalyst Projects	Actions	Work Tasks
Retail Strategy	<i>Develop a retail strategy to strengthen existing retail and support retail expansion</i>	<ul style="list-style-type: none"> <li>▪ Develop a framework plan to enhance retail on Jackson Street, Cass Street, and Pine Street</li> <li>▪ Develop retail street design standards and public area requirements for Jackson Street, Cass Street, and Pine Street</li> </ul>
Event/Cultural Center	<i>Develop a strategy for building a downtown Event/Cultural Center</i>	<ul style="list-style-type: none"> <li>▪ Prepare a needs study for an Event/Cultural Center</li> <li>▪ Develop program, design and identify funding sources for an Event/Cultural center and parking</li> <li>▪ Develop a plan to acquire properties for the Event/Cultural Center and parking</li> </ul>
National Trust Main Streets Program	<i>Enroll and participate in National Trust Main Streets Program</i>	<ul style="list-style-type: none"> <li>▪ Contact the Main Street coordinating program to obtain information about the process for enrollment</li> <li>▪ Form workgroups to learn about benefits and determine community support</li> <li>▪ Develop program to obtain Main Streets designation</li> </ul>
Riverside Park	<i>Expand Riverside Park and incorporate Elk Island</i>	<ul style="list-style-type: none"> <li>▪ Prepare a design program for park expansion and access to Elk Island</li> <li>▪ Develop park design alternatives and include strategies to manage water quality and restore habitat along river's edge</li> <li>▪ Refine a preferred alternative</li> <li>▪ Prepare an implementation strategy and cost estimate for improvements</li> </ul>
Roseburg Pedestrian /Bike Loop	<i>Refine design for the off-street pedestrian bike loop</i>	<ul style="list-style-type: none"> <li>▪ Prepare a design program</li> <li>▪ Develop alternatives</li> <li>▪ Refine a preferred alternative</li> <li>▪ Prepare an implementation strategy and cost estimate for improvements</li> </ul>
Gateways	<i>Refine design alternatives for gateway locations</i>	<ul style="list-style-type: none"> <li>▪ Prepare a design program for the three gateway locations</li> <li>▪ Develop alternatives</li> <li>▪ Refine a preferred alternative</li> <li>▪ Prepare an implementation strategy and cost estimate for improvements</li> </ul>