

Façade Improvement Grant Program



Economic Development

Oregon City has two grant programs which work to create a healthy downtown that is welcoming and appealing to visitors that come to shop, work and play. It is critical that the frontages and uses of buildings are oriented toward creating a comfortable and interesting pedestrian environment.

The Oregon City Urban Renewal Agency partners with local businesses to provide matching grants for their investment in storefront improvements and adaptive reuse or rehabilitation of buildings in historic downtown Oregon City. By partnering with local businesses, Urban Renewal accelerates the growth of retail shopping downtown and enables the creation of new spaces to incubate the growth of small businesses within existing buildings.

This project will set the tone for future private sector investment by encouraging infill development north of 10th Street, adaptive reuse along the Willamette River waterfront, and mixed-use redevelopment in the north end business district and at the Blue Heron Mill overlooking Willamette Falls. Building for success as a Regional Center brings us closer to achieving regional planning and transportation goals. These enhancements support Oregon City's downtown reinvestment strategy that is successfully using a public/private partnership to revitalize our waterfront downtown.

Business Oregon lists Oregon City as a distressed city in 2015

Our storefront improvement and adaptive reuse/rehabilitation program has spurred over \$1.5 million in private investment

How do we compare to other grant applications?

Out of 9 applications submitted for projects in Clackamas County, Oregon City and its application is:

- 1 of 2 projects that identify as distressed communities
- 1 of 2 projects at a TriMet Regional Transit Center
- 1 of 2 projects at a 2040 Regional Center
- A 2040 Regional Center in critical need of investment in its infrastructure with a market value of \$12/sq ft of land which is less than half the value of the 7 other Metro-identified regional centers

The need . . .

In order to better serve transportation users and improve economic development within Oregon City, connectivity within multi-modal transportation systems must be improved between the City's north end downtown business district and the Regional Transit Center, as well as between Oregon City's downtown core and future access to the Willamette Falls Riverwalk to the south.



Main Street:10th Street - 15th Street Main Street Connective Corridor

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Main Street:10th Street - 15th Street Main Street Connective Corridor

"Our family walks up Main Street . . . we usually turn back at 10th Street because the stretch towards 15th Street does not yet feel pedestrian friendly." - Brent Barton, State Representative



Project Description

This project would be the second phase in Oregon City's Main Street Connective Corridor Project. This phase would build on the successful first phase with similar design elements and construction. As with the first phase, this project would fill gaps in multi-modal infrastructure - linking modes and nodes to provide a safer and more inviting corridor for all users. This project would accommodate drivers, pedestrians, transit users and bicyclists by utilizing:

- Pedestrian crossings, curbs, sidewalks, ADA-compliant curb ramps and driveways that are continuous, safe and accessible to all users
- Energy-efficient, pedestrian-level LED lighting along the corridor to create a safe, inviting environment for all users
- Street furnishings to serve all users, including new street trees with tree well pavers, mid-block solar electronic parking meters, bicycle parking racks, refuse containers, benches, public art and wayfinding pavers
- Safety enhancements to existing pedestrian crossings, new pedestrian crossings and new bicycle parking facilities near the Oregon City Transit Center to improve connectivity and safety for pedestrians, bicycles, transit users and drivers
- Access and safety improvements at the Transit Center in downtown Oregon City, with sidewalk and bus stop improvements for full ADA accessibility, bike parking, illumination and other safety measures including more open sight lines for vehicles and pedestrians

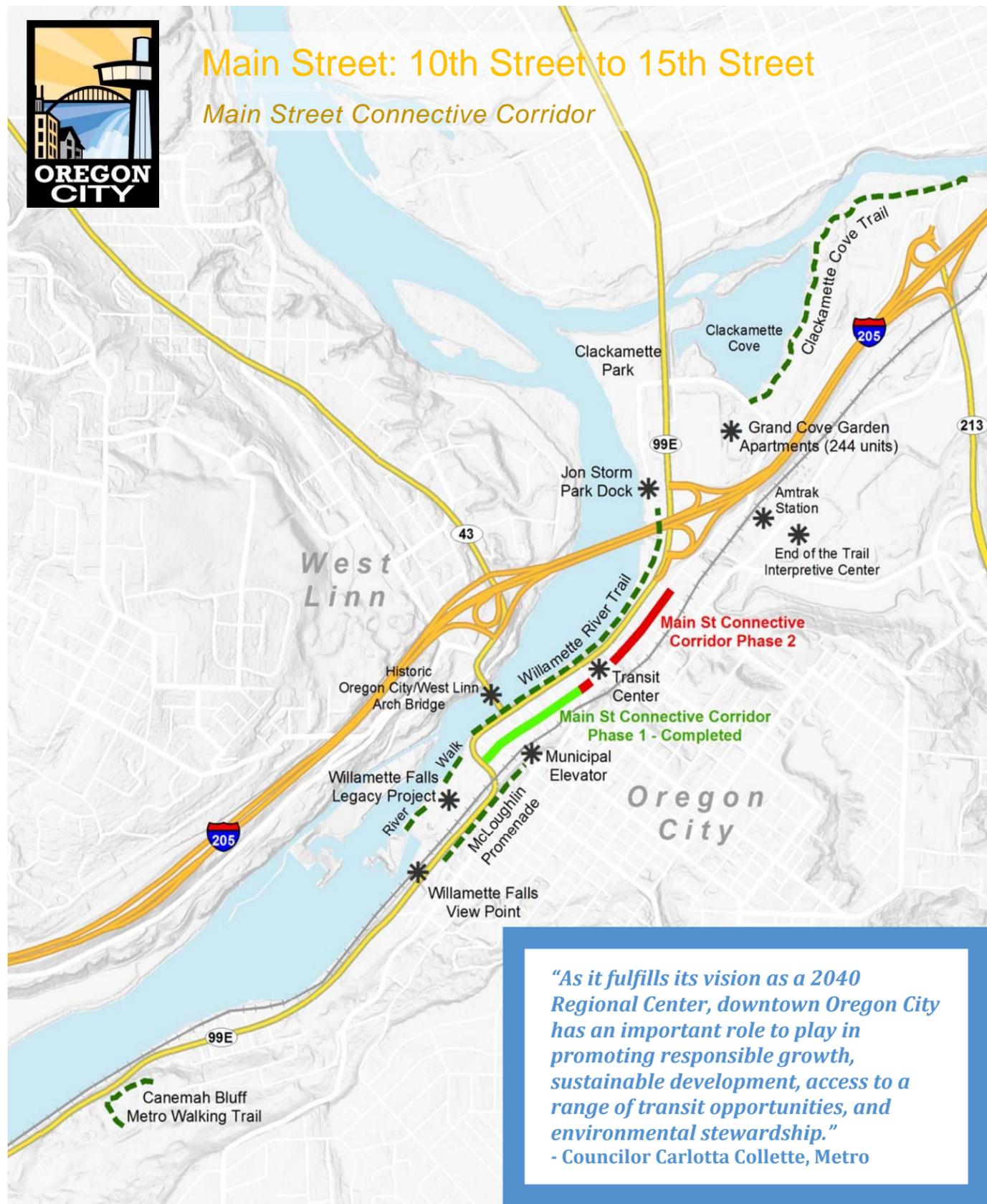


This will complete the connective corridor stitching together state and regional transportation systems that converge in Oregon City's 171 year-old downtown



Main Street: 10th Street to 15th Street

Main Street Connective Corridor



"As it fulfills its vision as a 2040 Regional Center, downtown Oregon City has an important role to play in promoting responsible growth, sustainable development, access to a range of transit opportunities, and environmental stewardship."
 - Councilor Carlotta Collette, Metro

Only \$30M in 2018-2021 STIP funding is available state-wide & \$11M locally	Oregon City has applied for a 2018-2021 STIP Grant of \$1.6M	The total estimated cost for this second and final stage project is \$2.4M	Oregon City will provide a matching contribution of \$800K, or 33%
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Oregon City's Main Street Connective Corridor

This project addresses critical needs including:

- Access & Mobility
- Connectivity
- Safety & Public Health
- Environmental Stewardship
- Social Benefits

Main Street is the central focus of Oregon City's downtown core. This project would replace deficient pedestrian and bicyclist facilities, thereby improving **safety & mobility** for all users. Included in the project are improvements at two critical intersections, Moss Street & 11th Street (adjacent to the Oregon City Transit Center) and Main Street and 14th Street. Safer transit, bicycle and pedestrian oriented connections encourage a safer, healthier environment for all. Converging downtown are:

- The Willamette River
- Local roadways
- Hwy 99E
- Regional trails
- Hwy 43
- Rail
- I-205
- Mass transit

As a transportation nexus, we lack the **connectivity** needed to make multi-modal transportation efficient and ultimately reduce demand on highway systems. Oregon City recognizes these deficiencies and is ready to make investments in the public infrastructure that will fill gaps in **connectivity** by adding pedestrian and bicycle facilities to complete multi-modal routes. Filling these gaps will set the stage for future regional high-capacity transit and denser residential development.

This project will complete links between state and locally owned facilities and would enhance **access** and performance of the Arch Bridge/Hwy 43 & Hwy 99E - both feeders to I-205. It would integrate transit, bicycle, pedestrian and single occupancy vehicle options into a complete system. Improving the pedestrian scale infrastructure that connects the "last mile" to our mixed use downtown marketplace creates an environment that can support alternative transportation options beyond the use of Hwy 99E, Hwy 43 and even I-205.

Safer, more pedestrian-oriented connections promote tourism, walking, and **public health** by providing a unique way to see the area and travel through historic downtown Oregon City and the rich history the area provides.

Building connections reduce negative impacts on the environment by enhancing **connectivity** to mass transit (TriMet & Canby Area Transit), **access** to regional waterfront trails and our mixed-use downtown commercial center. These connections ultimately reduce reliance upon single occupancy vehicles and highway congestion.

Placing a higher priority on walk-ability and multi-modal transportation solutions decreases highway commuter activity and vehicle miles travelled. In addition, this project promotes **environmental stewardship** by replacing infrastructure only when not ADA-compliant, or otherwise deficient or unsafe. Additionally, the installation of energy-efficient lighting and expanding our urban forest canopy also adds value to our local environment. Furthermore, this project encourages sustainable private-sector adaptive re-use and building restoration. An increase in mass transit ridership equates to a direct reduction in greenhouse gas emissions.

Leveraging existing built form, downtown culture, and urban character is a sustainable foundation for redevelopment and higher density infill providing **social benefits**. These infrastructure upgrades take the next step in our evolution toward higher density land use that supports improved livability and greater residential and commercial activity. A more accessible downtown acts as a business incubator that supports higher levels of commercial activity for entrepreneurs and small business owners.

As a complete street this project also has the support of our State and Nationally recognized Main Street program known as the Downtown Oregon City Association. This public/private venture was created to ensure that our historic downtown evolves into a modern marketplace that supports entrepreneurs, creative professionals and supports future residential activity downtown.

Oregon City's historic downtown is an epicenter of state transportation infrastructure

Leverage & Project Readiness

Our vision for a fully connective corridor leverages the strength of our mixed use historic downtown and our future as one of eight Metro Regional Centers in the Portland metro area. Leveraging our existing 171 year-old downtown is a sustainable foundation for future higher density infill development in our north end. This investment takes the next step in our evolution toward a Metro Regional Center that merges a higher density of residential land use with high capacity transit. Pedestrian scale infrastructure improvements also meet near term performance measures of returning the downtown marketplace into a mixed-use neighborhood capable of more efficiently utilizing mass transit, trails and sidewalks.

Two adjacent areas are slated for redevelopment in areas directly accessible from our Main Street Connective Corridor. These include the Clackamette Cove (Grand Cove Garden Apts) and the Willamette Falls Legacy Project. The City's project will leverage these redevelopment projects and will result in improvements to access and multi-modal routes, significant factors in the success of these adjacent areas.

To prepare for construction funding opportunities, Oregon City has completed project development work, all necessary right-of-way acquisition and has 90% design plans. The Main Street Connective Corridor was originally one entire project rather than two phases, so a topographic survey and environmental studies have also been completed.

