

A REFINEMENT PLAN FOR



SPRINGFIELD
DOWNTOWN

Ordinance No.5316
Adopted February 18, 1986
Effective March 20, 1986

CITY OF SPRINGFIELD

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INTRODUCTION

Purpose

The Springfield Downtown Refinement Plan has been developed to provide goals and policies through which Downtown Springfield may become a more vital and attractive place to shop, conduct business, and recreate. Although some of the policies will be implemented immediately, it is intended that other policies will be implemented over time.

This plan is a detailed examination of and response to the needs of the Downtown. It is formulated within the more general goals and policies of the Metro Area General Plan and Draft TransPlan and concepts presented in the Downtown Tomorrow report, A Conceptual Landscape Plan, and The National Main Street Resource Team Report. The production of this plan was directed by the Downtown Refinement Plan Review Group, and additional information was received from the Springfield Utility Board, Springfield Downtown Association, Willamalane Parks and Recreation District, Eugene Public Works Department, and the citizens of Springfield. This Plan will be used by the city, other governmental agencies, and the community as a policy guide for revitalizing Downtown Springfield and will also be a source of useful information. The City of Springfield shall use this plan when conducting site review of development projects in the Downtown area.

The area covered by this plan is from the Willamette River on the west to 10th St. on the east, and from the City limits to the south to the Washburne Historic District and the East Kelly Butte Neighborhood to the north. The Willamette Heights area and Borden property are generally excluded.

Previous Planning Activity

City planning in Springfield was in its infancy in 1947 when the City passed the Comprehensive Zoning Plan of the City of Springfield. In 1950 the long-range street program, A Master Plan for Street and Highway Development, was adopted. Other plans in effect during this period included storm drainage and street lighting plans.

During the late 1950's planning became more involved with the development of Direction for Development - A Workable Program for Urban Renewal and in 1959, the Development Plan: Eugene-Springfield Metropolitan Region.

The first mention of Downtown's special problems is in the 1968 Core Area Plan by Lutes and Amundson. This document was a comprehensive study of the Core Area including field surveys, inventories, findings and recommendations, and goals and objectives. This plan covered the area bounded by North B Street, 8th Street, South A Street, and 3rd Street.

In 1972, A Plan For Downtown, was adopted by the City Council. This document emphasized land use, circulation, and public facilities. The size of the area covered by this plan was expanded from that covered by the Core Area Plan to

include North C Street and Island Park. This increased plan area reflects the changing perception of the "Downtown".

The Metro Area General Plan was adopted and acknowledged in 1982. Since that time, it has been the primary policy document for Downtown Springfield.

In 1984 there was a flurry of activity related to planning for the Downtown area. In February the Springfield Downtown Commission submitted the Downtown Tomorrow report. This report makes specific recommendations concerning tasks to be undertaken to establish an attractive and healthy Downtown. In March, the National Main Street Resource Team finished their document, the Resource Team Report for Springfield, Oregon. In June of 1984 Jerome Diethelm completed the Conceptual Landscape Plan. The Conceptual Landscape Plan built on the ideas outlined in Downtown Tomorrow and offered numerous design suggestions. Both the Conceptual Landscape Plan and Downtown Tomorrow include the Booth-Kelly site in their description of Downtown.

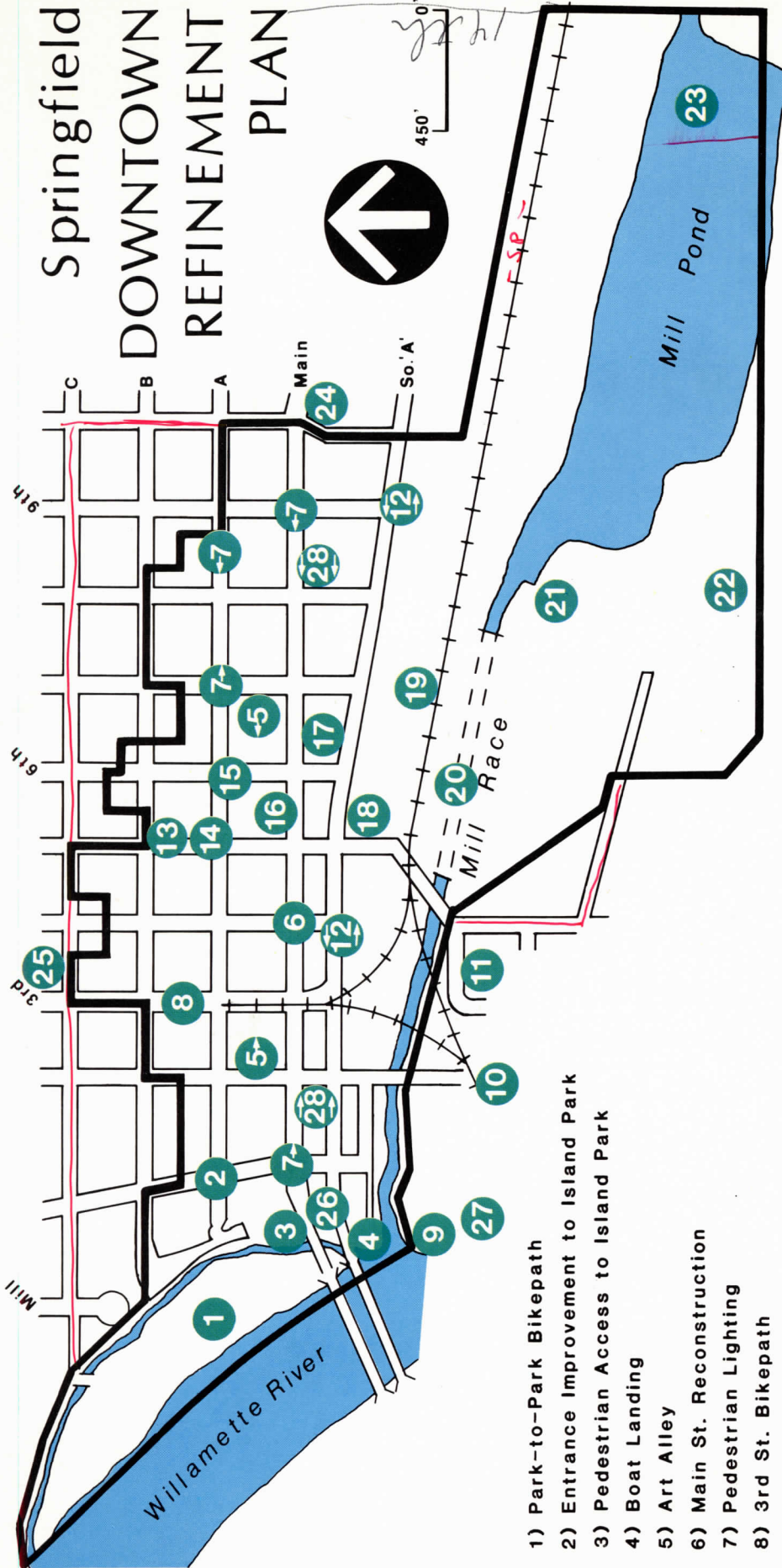
PROPOSED PROJECTS - DESCRIPTIONS (Refer to map following.)

- 1 Park-to-Park Bike Path: Complete the system which is planned to connect the Willamette River parks in Eugene through Island Park to Dorris Ranch Park. (ACP-5)
- 2 West B entrance to Island Park: Improve the entrance to Island Park at West B and Mill Streets within the right-of-way to improve its ties to Downtown. (DES-3b)
- 3 Pedestrian Access to Island Park: Develop a pedestrian access to Island Park at the Main Street Bridge. (DES-3a)
- 4 Island Park Boat Ramp: Improve existing boat ramp and parking lot at south end of Island Park. (DES-3)
- 5 Art Alley: Develop murals with a common theme in the alley between Main and North A Streets. (DES-5)
- 6 Main Street Reconstruction: Reconstruction of Main St. and addition of pedestrian amenities. (DES-9j)
- 7 Pedestrian Lighting: Develop pedestrian scale lighting to entice pedestrians onto the street. (DES-9b)
- 8 3rd Street Bike Path: Construct a bike path in the abandoned railroad right-of-way along 3rd St. (ACP-2)
- 9 East Bank Bike Path: Develop a bike path along the Willamette River from Island Park to Harbor Dr. (ACP-5)
- 10 South 2nd Street Bike Lane: Develop a bike lane on So. 2nd in conjunction with improvements. (ACP-1)
- 11 Downtown Viewpoint: Establish the area at So. 4th and So. B as a viewpoint of Downtown Springfield. (PS-2)
- 12 So. A Street Resurfacing and Sidewalks: Part of the proposal made to the State for the Main and So. A St. project. Includes resurfacing, sidewalks, and street trees. (DES-8)
- 13 Transit Station Restrooms: Install restrooms at the Downtown Transit Station. (ED-5d)
- 14 City Hall Main Entrance Improvements: Complete the installation of the fountain and continue to develop the area as a major gathering place within Downtown. (ED-5c)
- 15 City Hall Ground-level Improvements: Includes installation of sprinklers above the parking areas, removal of parking bumpers, and increased lighting. (ED-5b)

PROPOSED PROJECTS

- 16 Museum Parking Lot Improvements: Provide pedestrian paths across planting beds. (DES-2)
- 17 Pocket Park: To be developed on the vacant lot facing Main St. between 6th and 7th Streets. (PS-5)
- 18 Booth-Kelly Access Improvements: Improve the 5th St. access to the Booth-Kelly site. (LU-C2b)
- 19 Railroad Depot Relocation: Relocation of the Historic Railroad Depot. (ED-4a)
- 20 Millrace Reopening or Relocation: Examine the possibility of reopening the millrace across the Booth-Kelly site or relocating it to the north. (LU-C2d)
- 21 Millrace and Pond Bike path: Starting at 2nd St. extending along the southern edge of the mill pond and following the Millrace east. (PS-3)
- 22 Booth-Kelly Site Overlook: Develop an overlook area on City property on the hillside south of the Booth-Kelly mill pond. (PS-2)
- 23 Georgia-Pacific Access Controls: Construct public access controls to the Georgia-Pacific Mill Site, at the eastern end of the mill pond. (LU-C4c)
- 24 East Entry Improvements: Develop a Downtown entrance at Main and 10th streets. (DES-7)
- 25 North Entry Improvements: Develop a Downtown entrance at North B and 2nd streets. (DES-7)
- 26 West Entry Improvements: Develop a Downtown entrance at So. A and Mill streets. (DES-7)
- 27 Briggs Ferry Landing: Potential acquisition and development of the historic site. Construct barriers to limit access to the Borden site. (ED-4b)
- 28 Street Tree Program: Continue and expand the street tree planting program. (DES-8a)

Springfield DOWNTOWN REFINEMENT PLAN



- 1) Park-to-Park Bikepath
- 2) Entrance Improvement to Island Park
- 3) Pedestrian Access to Island Park
- 4) Boat Landing
- 5) Art Alley
- 6) Main St. Reconstruction
- 7) Pedestrian Lighting
- 8) 3rd St. Bikepath
- 9) East Bank Bikepath
- 10) South 2nd Bikepath
- 11) Downtown Viewpoint
- 12) South A St. Improvements
- 13) Transit Station Restrooms
- 14) City Hall Entrance Improvements
- 15) City Hall Ground Level Improvements
- 16) Museum Parking Lot Improvements
- 17) Pocket Park
- 18) Booth-Kelly Access Improvements
- 19) Depot Relocation
- 20) Millrace Reopening or Relocation
- 21) Millrace & Pond Bikepath
- 22) Booth-Kelly Overlook
- 23) Georgia-Pacific Access Controls
- 24) East Entry Improvements
- 25) North Entry Improvements
- 26) West Entry Improvements
- 27) Brigg's Ferry Landing
- 28) Street Tree Program

PROPOSED PROJECTS

Map #1

ASSETS AND LIABILITIES

Downtown is the historical heart of Springfield. It is the place where Elias Briggs established the original town plat, built a millrace to power his saw and flour mills, and established a ferry across the Willamette River. In the early 1900's the Booth-Kelly Mill brought prosperity to Springfield establishing its role and reputation as a major lumber town.

One of the many assets of Downtown today is its role as the governmental and cultural center of Springfield. Nearly all government offices and community-wide cultural services in Springfield are headquartered in Downtown: City offices, Springfield Utility Board, Willamalane Park and Recreation District, Metropolitan Wastewater Management, State Employment Office, Lane Regional Air Pollution Authority, the Post Office, Library, Senior Center, and Historical Museum.

There are a number of natural and constructed resources located within the Downtown area. Among these are: Island Park, the water related features of the Millrace and pond and associated vegetation, the Willamette River, Willamette Heights hillside features, low rents and land prices, the Booth-Kelly Development Area (80 acres of underutilized industrial/commercial land), several financial establishments, a strong health professional center, proximity to Lane Community College and the University of Oregon, open areas for public gatherings and performances, and a major railroad network.

For many years Downtown has suffered from a general state of neglect, delivering a message to newcomers, neighbors, and residents that the community has little pride in its past, present, or future. Whether that message is correct or not, Springfield's image is represented by the physical character of its Downtown. Among the liabilities which Downtown must overcome are: dominating signs and billboards, vacant buildings, unmaintained or lack of landscaping, crumbling sidewalks, heavy-vehicle through-traffic, poor access to the Booth-Kelly site, and unsightly overhead power lines along South A Street.

With the commitment of the City and Downtown businesses (through the SDA) the many assets can be enhanced to overcome the existing liabilities, resulting in a Downtown which is a vital and exciting place for people to do business, shop, and recreate.

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INVOLVEMENT OF DOWNTOWN ORGANIZATIONS

Springfield Downtown Association

The Springfield Downtown Association was formed in 1983. It has a full-time manager, a board of directors, and has grown to a membership of 63 businesses (as of November 1985). The Association is a member of both the Oregon Downtown Development Association and the National Main Street program. The Association has committees addressing organization, economic restructuring, promotions, and design. They prepare a monthly newsletter, maintain a resource library, offer design assistance, sponsor workshops, and coordinate a tree planting program and Downtown events.

City of Springfield

A variety of urban services are provided to the Downtown by the City of Springfield. These include storm and sanitary sewers, police and fire protection, and most street maintenance. The City funds construction projects within public rights-of-way, which entails sidewalks (paving, street trees, signage, etc.), alleys, and all streets except Main and South A (State-owned). Planning services for the Downtown include: overall comprehensive planning, transportation planning, streetscape design, development review, relocation of the Depot, and historic preservation. These planning efforts are coordinated with all affected agencies and groups.

Willamalane Parks and Recreation District

The Willamalane Parks and Recreation District was created as a special service district for planning and implementing parks and recreation services in the City, including the Downtown. Willamalane policy is established by its elected Board of Directors. Willamalane's administrative offices are presently located in the Downtown, as is a recreation center and Senior Center they operate.

Island Park, on the Willamette River on the western edge of the Downtown, is a metropolitan park of great importance. Major improvements are scheduled for the park in the near future. Access to Dorris Ranch Park, about one mile to the south of the Downtown, is through the Downtown. When this park is developed to its role of regional significance, it will undoubtedly draw additional tourists to and through the Downtown.

The District has assisted the City in maintaining some of the landscaped areas in the Downtown, and discussions have recently occurred regarding Willamalane's possible assumption of all Downtown landscape maintenance. Communication between Willamalane and the City has also occurred regarding Willamalane's potential role in using the Depot after it is relocated.

Springfield Utility Board

The Springfield Utility Board is also affiliated with the City of Springfield, and has the responsibility of providing and maintaining water and electricity through-

INVOLVEMENT OF DOWNTOWN ORGANIZATIONS

out the Downtown. As with Willamalane, SUB's policy is set by its elected Board of Directors.

Oregon State Highway Division

The Oregon State Highway Division (of the Department of Transportation) has primary maintenance responsibility for Main, South A, 2nd, and 3rd streets. They also own the West Entrance Park, although the City is currently doing improvements and shares maintenance responsibilities with Willamalane.

Springfield Chamber of Commerce and the Eugene-Springfield Metropolitan Partnership

These two organizations are both involved with the economic revitalization of Downtown Springfield, however they have broader geographic areas of concern than just the Downtown. They both provide advice and assistance to new and existing businesses in the area.

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LAND USE ELEMENT

The map entitled "Existing Land Use" illustrates the many and varied land uses within the Downtown. The Downtown area is where the original field with a spring in it was located (now an apartment complex) after which Springfield was named. It also contains the area that was in the original town plat of Springfield filed by Elias Briggs.

Since that time, the Downtown area has functioned as the City's heart, and continues to do so even though the City has spread out, and other important nodes have developed on east Main Street, and in the Mohawk and Gateway areas. A significant retail base remains in the Downtown, and professional offices and services are increasing. The southeast portion of the Downtown is the location of several mill sites, which provide employment and a customer pool which Downtown businesses benefit from.

Beginning in the 1970's, and worsening in the recession/depression of the early 1980's, the Downtown community has been wrestling with an increasing vacancy rate. The situation seems to be improving somewhat as evidenced in recent reports of the Springfield Downtown Association. Although businesses are still leaving the area, new businesses and expansions of existing businesses are approximately matching the rate of exodus. Trends are not clearly identifiable in recent land use changes: a variety of types of uses have left, and a variety have located in Downtown.

The Booth-Kelly site has long fascinated visionaries in the Downtown community. The proximity of the site to Downtown, and the potential redevelopment of the site utilizing its amenities (millrace and pond, forested slopes, rail access, etc.) could prove to be very beneficial to the Downtown. Much of the site is currently vacant and inaccessible, and the existing development on it does not take advantage of the site amenities. Redevelopment of the site would be very expensive, but could be accomplished in a cohesive fashion over a long period with the development plan concept presented in the Booth-Kelly Development Area policies herein.

It is desired and anticipated that the eventual redevelopment of the Downtown area will feed upon itself: that is, new and expanded development will attract more new development. This will eventually make use and delivery of public services more cost-effective and increase demand for Downtown land and buildings resulting in a rise in property values to a point that development will be more economical than retaining a property's vacant status.

The Plan Diagram illustrates the broad land use designations for future development of the Downtown area. Various zones will provide more specific standards for use as described in the Development Code.

LAND USE ELEMENT

Land Use Categories (Refer to Map #2)

The land use map shows general categories of uses which occupy Downtown properties. Land use does not necessarily correspond to ownership. The following is a brief description of the 16 categories found in the Downtown area.

Residential

This designation includes single family, duplex, and multi-family residential uses including: associated parking areas, and common or open areas.

Industrial

Industrial uses include a variety of manufacturing and assembly uses, such as: creameries, commercial printers, chemical plants, steel products, auto body shops, cabinet shops, and sawmills.

Government

Government land uses include: city, state, and federal offices, and utilities.

Services

Service land uses include: banking, insurance carriers, laundering and dry cleaning, photographic services, window cleaning, car wash, professional and medical office buildings, and other non-governmental services.

Retail

Retail land uses include: hardware, clothing, and grocery stores, service stations, auto sales (new and used), sporting goods, and florists.

Recreation

Recreation land uses include: fairgrounds, tennis courts, bowling alleys, and other cultural and recreational facilities.

Parks, Open Space & Vacant

This land use category includes: play areas, picnic grounds, pocket parks, and vacant, unused, or undeveloped land.

Water

The water land use category includes: rivers, creeks, streams, lakes, ponds reservoirs, swamps and sand bars.

LAND USE ELEMENT

POLICIES

A GENERAL

- 1 The City and SDA shall actively work to enhance the redevelopment and diversity of Downtown by promoting mixed-uses: office/professional, second-story residential, destination retail, and other commercial uses.

Implementation

- a Residential use shall be permitted and encouraged as a second-story use in the Downtown area within the commercial mixed-use areas.
- 2 The City shall actively participate in efforts to maintain and enhance existing residential neighborhoods and attract compatible medium and high density residential developments in and around the Downtown area that would enhance and benefit Downtown.

B DOWNTOWN MIXED-USE AREA (Refer to Plan Diagram)

- 1 The City of Springfield Planning and Development Department shall prepare special use standards for the Development Code for the Downtown Mixed-Use Area. Until adoption of the Code, any development in the Area must comply with the policies in this Refinement Plan.
- 2 Development plans submitted within the Downtown Mixed-Use Area shall emphasize compatibility with adjacent uses. Landscaping and building facades shall be encouraged to be harmonious and complementary with new landscaping and renovated facades on the same block. Where no landscaping exists, landscaping shall meet Development Code requirements (at a minimum), and additional landscaping (such as planters) shall be encouraged. Landscaping within the Main/South A Design Committee's plan area shall conform to that plan. Variations which meet the intent of the plan may be approved by the Site Plan Review Committee.
- 3 A wide variety of commercial uses shall be permitted within the district, and special emphasis shall be given by all Downtown groups and the City to attract needed businesses identified by the Main Street Resource Team in their report (March 13, 1984, pages 17, 19, and 20) and the Downtown Tomorrow report by the Downtown Commission (February, 1984, pages 5 and 8). Profes-

LAND USE ELEMENT

sional offices shall also be encouraged. Residential uses shall be permitted on second floors or higher.

- 4 The development of a small-scale single-facility pedestrian oriented shopping mall shall be encouraged in the Area, and permitted in the new zoning district standards.
- 5 Site review for developments in the Downtown Mixed-Use Area shall include requirements for treatment of alley sides of buildings to screen unsightly trash or storage areas. Painting and repainting of alley sides of buildings shall be strongly encouraged.

C BOOTH-KELLY DEVELOPMENT AREA (Refer to Plan Diagram)

- 1 The City of Springfield Planning and Development Department shall prepare an article for the Development Code which creates a new zoning district and standards for the Booth-Kelly Development Area. This article shall be submitted to the Planning Commission for review in 1986. Until that time, any development or new use in this area shall comply with the policies in this Refinement Plan.
- 2 A conceptual development plan(s) shall be prepared for the entire Booth-Kelly Development Area and reviewed by the Planning Commission prior to development (including partitioning or subdividing) occurring on the site. Development proposed for the site shall normally have a development area of at least 10 acres and comply with an approved conceptual development plan; development of a smaller size may be appropriate if consistent with the conceptual development plan. The conceptual development plan and any subsequent modifications shall comply with the following policies, and be kept on file in the Planning and Development Department. The conceptual development plan for the Development Area shall:
 - a provide for preservation and adaptive use of the natural and historic features of the site, particularly the millrace, mill pond, riparian vegetation, and forested slopes;
 - b provide an overall circulation plan for all modes of transportation that: 1) encourages integration (i.e. linkage) of uses on the site; 2) minimizes creation of barriers between complementary uses; 3) accentuates natural features of the site; and 4) promotes development of the site as a pedestrian, people-oriented place;

LAND USE ELEMENT

- c recognize that heavy industrial uses on adjacent property will continue, and ensure that the overall design considers compatibility issues;
 - d consider providing for the eventual uncovering or relocation of the enclosed portion of the millrace;
 - e limit the intensity of development on hillside areas, encouraging land uses which gain a direct benefit from a hillside location;
 - f minimize the effect and rate of surface runoff into the Millrace and Millpond from construction of new impervious surfaces, using techniques which include but are not limited to the following:
 - 1) temporary ponding of water,
 - 2) minimizing impervious surfaces,
 - 3) emphasizing natural water percolation,
 - 4) prevention of water flowing from roadways in an uncontrolled fashion,
 - 5) stabilization of natural drainageways using techniques consistent with the natural character of the Millrace and Millpond,
 - 6) use of filtration systems to improve the quality of water entering the Millrace and Millpond.
 - g ensure compatibility of land uses, transportation facilities, and natural features by using buffering and other appropriate techniques.
- 3 General types of uses which shall be permitted within this designation are as follows:
- a all permitted uses in the Special Light Industrial District
 - b office uses
 - c all light-medium industrial uses
 - d tourist commercial uses, including restaurants, hotels, gift shops, and entertainment centers
 - e service and retail commercial uses, and other commercial uses which utilize the site's natural features and serve the development area
 - f medium density residential uses
 - g parks and recreational uses

LAND USE ELEMENT

- h educational facilities
 - i other uses similar in size and nature to the above uses
- 4 Development within this designation bordering the millrace and pond shall be in compliance with the following policies.
 - a Permitted uses within this designation are limited to those which are water-related and gain a direct benefit from the aesthetic, recreational, historic, and educational aspects of the millrace and pond;
 - b Natural trees and shrubs within this area shall be preserved to the greatest extent possible, although some removal may occur where necessary to accommodate permitted uses.
 - c Public access to the millrace and pond shall be increased over time as security concerns are addressed. Recreational opportunities shall be developed as funding permits. This may include enhancement of the waterway to better facilitate use by canoes and other non-motorized water craft. The owners of the mill to the northeast (presently Georgia-Pacific) shall be included in development planning so that trespassing and public safety concerns may be addressed.

LAND USE ELEMENT

Plan Diagram Designations (See Map #4)

When used with the policies and implementations contained in the text of this plan, the Plan Diagram designations provide direction for decisions pertaining to appropriate redevelopment, urbanization of vacant parcels, and increased use of underdeveloped parcels.

Parks and Open Space

This designation includes: existing publicly owned metropolitan and regional scale parks and publicly and privately owned areas of significant natural resources. (For further information see the Metro Area General Plan, page II-E-10.)

Government

This designation includes: major governmental and utility office complexes and facilities.

Heavy Industrial

This designation includes industries which are generally involved in the primary processing of raw materials such as: lumber and wood products, paper, chemicals and primary metal manufacturing, power plants, and railroad yards. (For further information see the Metro Area General Plan, page II-E-7)

Downtown Mixed Use

This designation encourages a mixing of compatible uses, including: residential, commercial, office/professional, and urban open-space.

Booth-Kelly Development Area

This designation includes the following general uses: all Special Light Industrial, office, light-medium industrial, tourist commercial, service and retail commercial, medium density residential, parks and recreation, educational facilities, and other uses compatible with a conceptual development plan and other criteria outlined in the Booth-Kelly Development Area policies.

LAND USE ELEMENT

Plan Diagram Designation (See Map 44)

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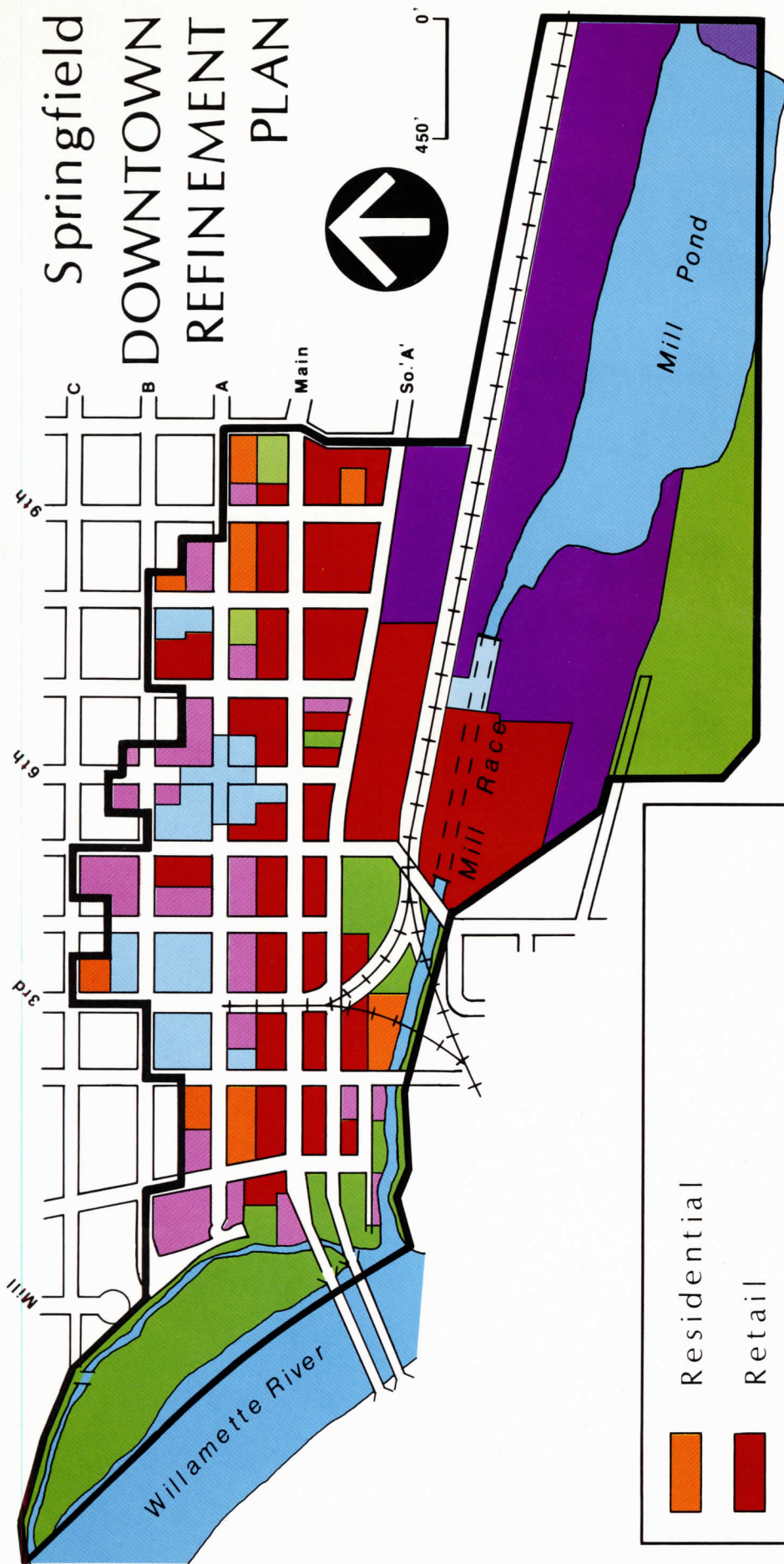
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Springfield DOWNTOWN REFINEMENT PLAN

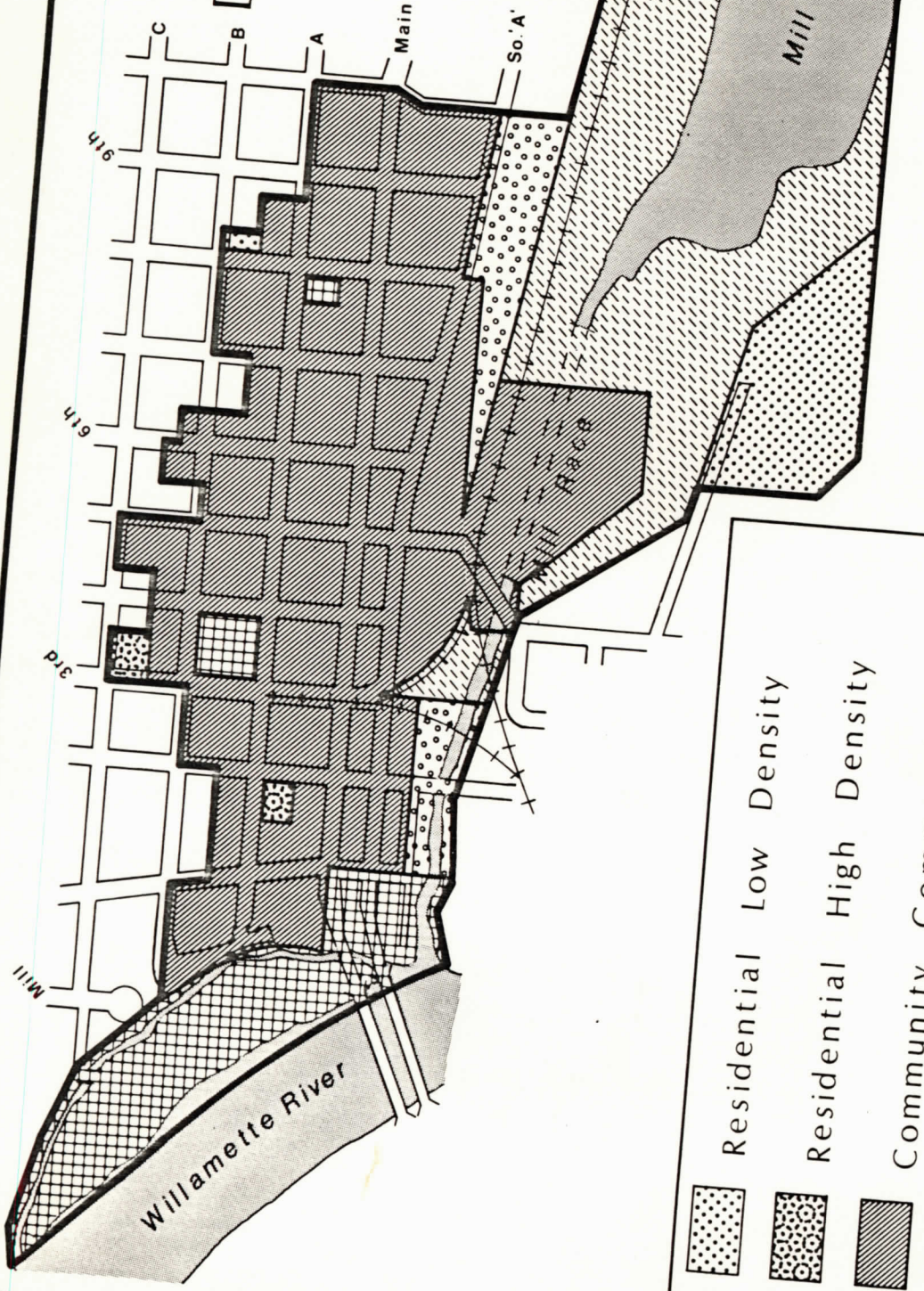


EXISTING LAND USE

Map #2




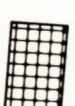


- | | |
|---------------------------------------------------------------------------------------|-----------------------------|
|  | Residential |
|  | Retail |
|  | Services |
|  | Industrial |
|  | Recreation |
|  | Parks, Open Space, & Vacant |
|  | Government |

Springfield DOWNTOWN REFINEMENT PLAN

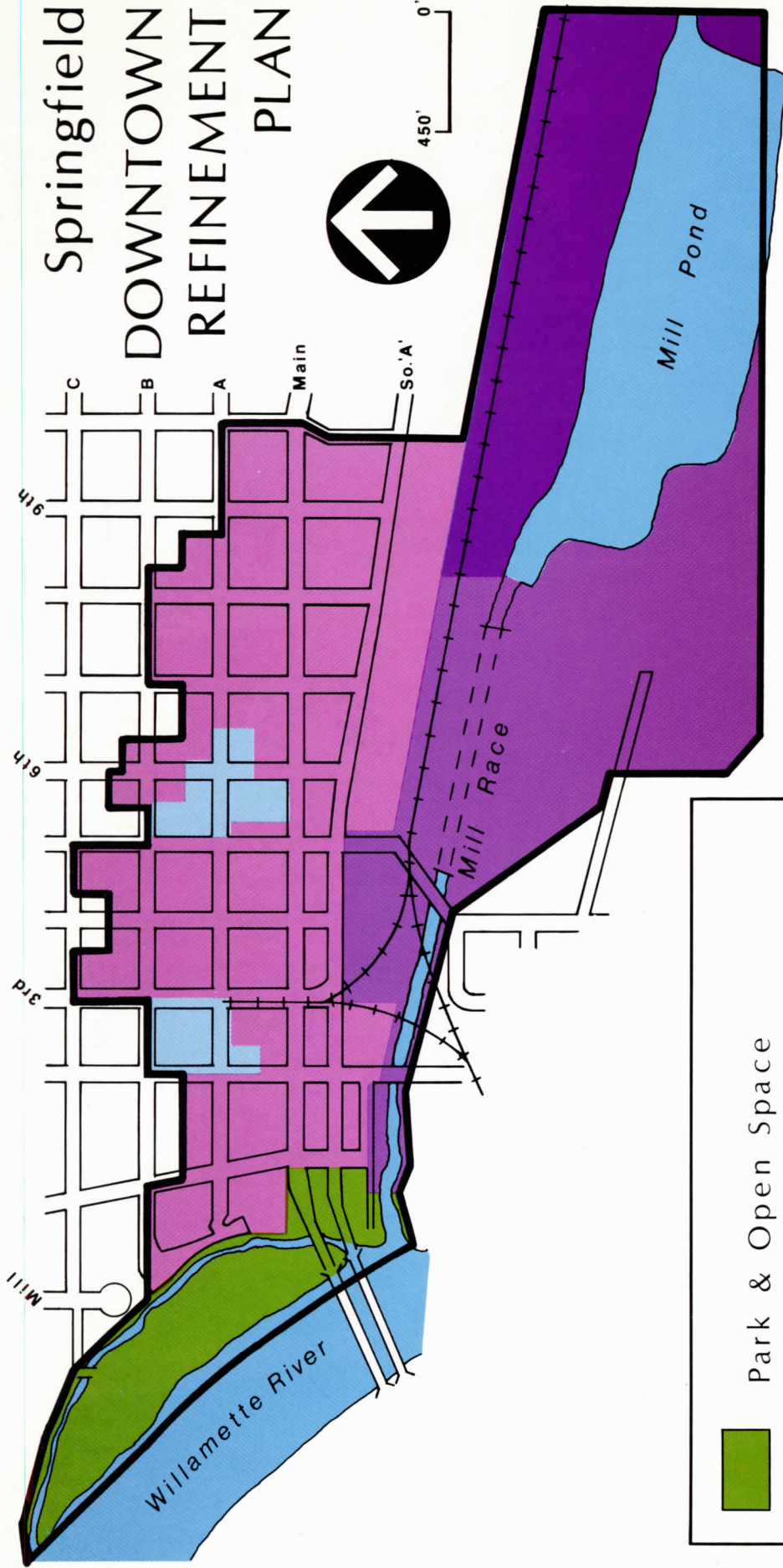


CURRENT ZONING FEB. 1986

Map #3

-  Residential Low Density
-  Residential High Density
-  Community Commercial
-  Public Lands
-  Medium Industrial
-  Heavy Industrial

Springfield DOWNTOWN REFINEMENT PLAN



PLAN DIAGRAM

Map #4

- Park & Open Space
- Government
- Downtown Mixed Use
- Booth-Kelly Mixed Use
- Heavy Industrial

ACCESS, CIRCULATION, AND PARKING ELEMENT

This element looks at the access, circulation, and parking for all modes of travel with the purpose of creating a system which moves people and goods efficiently and recognizes the pedestrian nature of the Downtown.

The major access routes to the Downtown are: Main St., South A St., and 2nd and 3rd Streets. Main and So. A streets are the major east/west arterials through Downtown and are part of the State highway system, designed for the efficient movement of traffic through the area. A good deal of discussion has taken place over the conversion of these two one-way streets back to the old two way system. This occurred during preliminary discussion of the proposed State funded project for reconstruction of Main St. and overlaying of So. A St. The traffic projection for this arterial system showed that conversion of Main and So. A Street to a two way system would create an unacceptable level of service. One alternative would have been to acquire extra rights-of-way; however the cost for this would have been prohibitive because of several structures which would need to be acquired and demolished in order to achieve sufficient width. With these factors in mind the City Council decided to retain the one-way system and has requested that the state include additional pedestrian amenities in the Main and So. A Street Project.

The 2nd and 3rd Street Couplet is the major north-south connection from Downtown to I-105 and the Gateway development area and is also owned by the state of Oregon with the median strip belonging to Southern Pacific. The beauty of the median strip presents a good first impression of the Downtown when entering from this area. This north-south arterial will become increasingly important as growth continues in the Gateway area. As the importance of this arterial increases it will be necessary to work to retain and enhance its quality as an entrance to Downtown.

Access to the Booth-Kelly Development Area is in need of improvement in order to encourage development of the site. There is currently a proposal for funding which would widen 5th Street and provide landscaping of the same design as that being proposed for the Main and So. A Street Project; this would effectively improve the ties between the Downtown Core Area and the Booth-Kelly Development Area.

One of the most dominant features of Downtown Springfield is that approximately 40% of the surface area is paved. This reflects the importance of the automobile in the Downtown. The Metro Plan has identified the need to incorporate alternative modes of travel throughout the metro area and in particular in downtown areas. The idea behind this is to gradually reduce space allocated for automobiles, and increase spaces for people to work, play, shop, and socialize.

Bicycle traffic in the Downtown is not adequately provide for. Currently there is no through east-west route to the Downtown, the Park-to-Park bicycle system connecting the Willamette River park system has not been completed into Springfield, the Booth-Kelly site has no bicycle access, and the abandoned 3rd St. railroad right-of-way remains as a potential element of the bikeway system.

ACCESS, CIRCULATION, AND PARKING ELEMENT

Downtown has a major transit station, at 5th and North B, which is an important part of providing alternative transportation. Currently there are no Main St. or So. A St. stops on the transit routes in the Downtown area. Some merchants feel that it might be beneficial to have bus stops back on Main St. This might present other problems along Main St. including: loss of parking spaces for bus lanes and travel delays for other traffic in the area. Other suggestions for increasing bus passenger shopping Downtown include increased layover time and Main St. shuttle service. The layover system is a project which can be worked on in the immediate future, while the shuttle is long range in nature.

It is also important to recognize the role of the pedestrian in downtown areas. Pedestrian traffic is the life of a healthy downtown and needs to be strongly encouraged. The Main and So. A Street Project is an example of the importance being placed on foot traffic in Downtown. The importance of pedestrians is also recognized in the proposed Island Park pedestrian access.

Parking in the Downtown area has long been perceived as a problem. Most recently the City reinstated enforcement of parking regulations as a way of dealing with the abuse of two hour parking zones by Downtown employees. There appears to be an abundance of spaces, (2864 total spaces) but distribution of spaces, and restricted use policies (e.g. "employees only", "church use only", "by permit only") appear to be a problem. Many of the parking lots are located in areas which are inconvenient for Downtown patrons and some restricted lots are underutilized.

The resolution of these problems will play an integral part in improving the image and functional nature of Downtown as a people place.

POLICIES

- 1 The City, Willamalane, and Lane County shall coordinate planning and delivery of services and facilities to Dorris Ranch Park with each other and the State of Oregon.
- 2 The City and Willamalane shall continue negotiations to acquire the abandoned railroad right-of-way along 3rd Street for uses which include a bike path and open space.
- 3 The City shall examine re-distributing the location of free public parking in the Downtown to balance availability with areas of need.
- 4 Willamalane and the City shall cooperatively work to install a pedestrian entrance from Main St. into Island Park.
- 5 Willamalane and the City shall cooperatively work to complete the Park-to-Park bicycle path system through Island Park to Dorris Ranch.

ACCESS, CIRCULATION, AND PARKING ELEMENT

- 6 The City and S.D.A. shall examine alternatives that would reduce the negative effects of truck traffic in the Downtown area, including but not limited to: designation of alternates route(s), enforcement of vehicular noise regulations, and load restrictions.

Implementation

- a Use of signage and enforcement to designate an alternative route (some alternatives are North 28th St. and 42nd St.)
 - b Increase enforcement of existing noise regulations within Downtown.
- 7 The City shall study, and where appropriate, implement a plan to improve auto, pedestrian, and bicycle access to the Booth-Kelly site.
- 8 The City shall work with LTD to encourage efficient and low cost bus service in the Downtown. (LTD currently allows one hour layovers on one-way trips.)

Implementation

- a The SDA and the City shall work with LTD to determine the feasibility of extending the time allowed for layovers in Downtown Springfield and if feasible work with LTD to implement the extension.
- b All Downtown groups shall encourage transit ridership through incentive programs including but not limited to: reduction of employer payroll tax in proportion to employee transit fare subsidies, reduction of parking requirements, and encouraging employers to provide free or discounted bus passes as employee benefits.
- c The City, SDA, and LTD shall examine the possibility of free shuttling within Downtown Springfield, and between Downtown Eugene and Downtown Springfield.

ACCESS, CIRCULATION, AND PARKING ELEMENT

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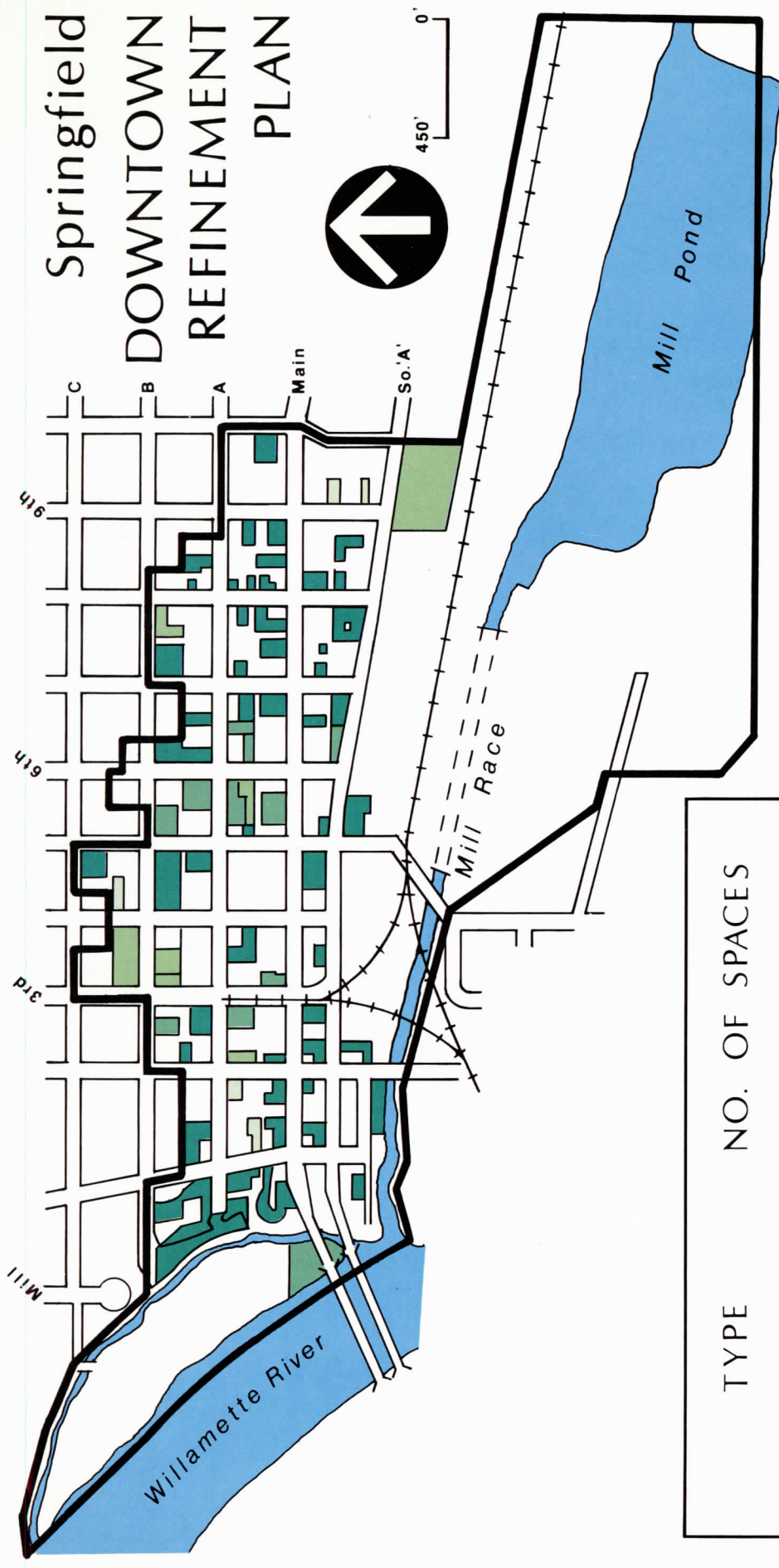
Implementation

- a Use of signage and enforcement to designate an alternative route (some alternatives are North 35th St. and 42nd St.)
 - b Increase enforcement of existing noise regulations within Downtown.
- 7 The City shall study, and where appropriate, implement a plan to improve auto, pedestrian, and bicycle access to the Booth-Kelly site.
- 8 The City shall work with LTD to encourage efficient and low cost bus service in the Downtown. (LTD currently allows one hour layovers on one-way trips.)

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Springfield DOWNTOWN REFINEMENT PLAN

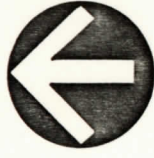
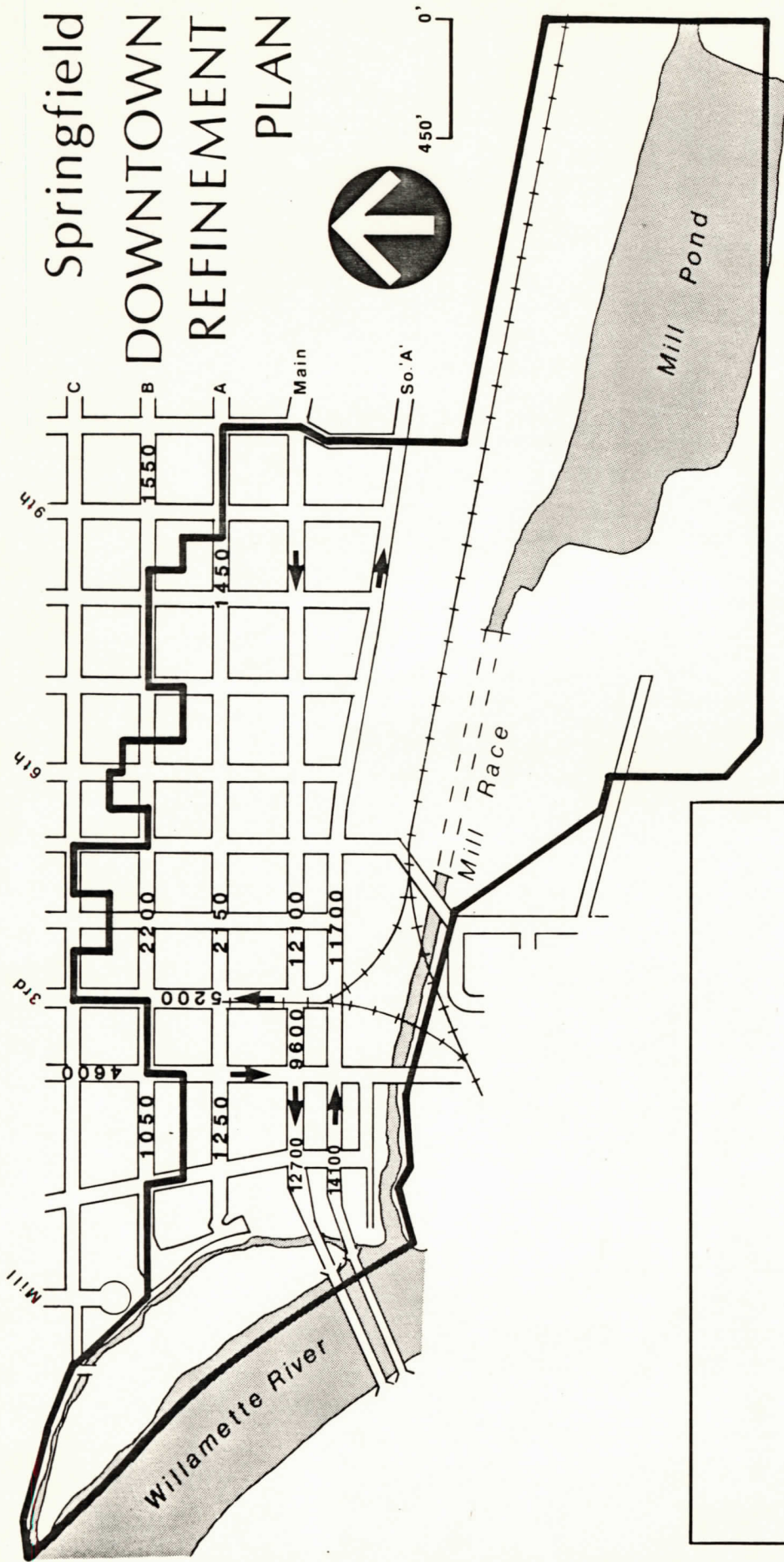


OFF-STREET PARKING

Map #5

TYPE	NO. OF SPACES
Residential	82
Employee	252
Public	376
Patron	1564
Total	2274

Springfield DOWNTOWN REFINEMENT PLAN



450' 0'

9600 Vehicles / Day

One-way Traffic Flow



TRAFFIC FLOW

DEC. 1985

Map #6

ECONOMIC DEVELOPMENT ELEMENT

Economic development in Downtown Springfield must be a cooperative effort between the public and private sectors. Without the cooperation of the private sector, public attempts at economic development will be incomplete.

Concepts tied into economic development are integrated throughout this plan. This element addresses funding sources for local projects, developing the Downtown as a destination point for tourists, improving the physical image of buildings (through facade renovation and building maintenance), historic preservation, and improvement of Downtown's overall image. Land use policies (see land use element) will provide for a broader diversity of land uses in the Downtown area to occur within an environment aesthetically pleasing and accommodating of pedestrians and bicycles on a more equal basis with automobiles. An environment which invites people to be in it can act as an incentive to new business to locate there also. New businesses will be looking at efficient access and parking (see policies) as prerequisites for their locating in the area. Numerous design projects (see policies) have been identified to enhance the Downtown environment. Improvements in public spaces (see policies) will provide excitement and diversity. These projects can have a cumulative effect which would exceed their individual impacts added together. Stated another way, the whole can be greater than the sum of the parts.

Economic development in the Downtown can be the catalyst not only for increased development in the Downtown, but for the rest of Springfield as well.

ECONOMIC DEVELOPMENT ELEMENT

POLICIES

- 1 The City shall encourage continued implementation of the Main Street Program by the S.D.A., including design review and maintenance of building facades, signage and awnings.

Implementation

- a Improvement of the physical image of building sides facing So. A is encouraged, including landscape installation and maintenance, painting and other building maintenance.
 - b The City, Willamalane, and SDA shall pursue the development of a mural program, and negotiation with building owners for the location of murals.
 - c The City shall study, and if appropriate, create a design commission composed of members of the local professional design community to review and provide suggestions for design of public improvements. The Design Commission and the SDA Design Committee shall coordinate review of projects of mutual interest.
 - d The SDA shall continue its program of recognition of building owners' improvements to facades and grounds.
- 2 The City shall examine and implement appropriate public and private financing mechanisms for the purpose of improving the identity, appearance, safety, viability and character of the Downtown, including but not limited to: tax increment financing, revolving loan funds, Industrial Development Revenue Bonds, Umbrella Revenue Bond Program, Oregon Business Development Fund, Lane and Linn Counties' Revolving Loan Fund, State lottery funds, Local Improvement District, Economic Improvement District, and special assessment district.

- 3 The City, Willamalane, and SDA shall develop Downtown as a destination point for visitors and tourists.

Implementation

- a Willamalane Parks and Recreation District shall strive to improve access to Island Park and the River, including improving the access via North "A" and "B" streets.
- b The City shall examine and if feasible open the City Hall meeting rooms to wider use, and Willamalane shall examine and, if feasible, open the Memorial Building and the Senior Center meeting rooms to wider use, considering free use to City and non-profit groups, and small fees to other private users.

ECONOMIC DEVELOPMENT ELEMENT

- c The City and Willamalane shall work together to develop a comprehensive parks, open space, and recreation plan for Downtown and the surrounding area.

- 4 All Downtown groups and agencies shall cooperate to preserve and enhance Downtown's historic resources.

Implementation

- a The City or its designee shall complete restoration of the train depot upon completion and positive conclusion of the feasibility study.
- b The City shall continue to pursue negotiations for acquisition of the historic Briggs Ferry Landing site and, upon successful completion of negotiations, Willamalane, the Historic Commission, and the City shall work together to develop the site.
- c The Historic Commission shall continue to examine and publicize options and incentives for preservation of Downtown historic features.

- 5 All Downtown groups and agencies shall work together to improve Downtown as an exciting community stage, meeting and gathering place, desirable location for business, and civic center.

Implementation

- a The City and SDA shall continue promotions and advertising of Downtown amenities.
- b The City shall make the necessary improvements to the area beneath City Hall (with priority given to the southwest area) in order to allow public activities. This shall include studying the possibility of:
 - 1 temporarily or permanently moving City vehicles from under City Hall to other storage areas,
 - 2 removing some parking spaces,
 - 3 changing some restricted parking designations to public,
 - 4 addition of parking in underutilized areas and on-street,
 - 5 other physical alterations to enhance viability as an activity area, including; lighting, seating, murals, sprinklers, and removal of some concrete wheel stops, and
 - 6 addition of ground-level office or retail space under City Hall.

ECONOMIC DEVELOPMENT ELEMENT

- c The City shall continue to develop the front stairway plaza to City Hall as a town square.
 - d The City shall work with LTD to examine the feasibility of constructing of a rest room facility near or at the transit station.
- 6 Where appropriate include Downtown in all City and metro-wide promotional efforts and materials designed to attract industry, commerce, and/or residents.
- 7 The City shall coordinate and encourage efforts of various agencies to retain existing jobs and businesses and to attract new businesses and jobs.

Implementation

- a The City and SDA shall cooperatively maintain a current inventory of vacant land and structures within the Downtown.
 - b The City and SDA shall strive to target types of industry and commerce which would be of the greatest benefit to Downtown and that would benefit by being Downtown, and encourage the location of these within the Downtown area.
 - c Encourage state, federal, and local government agencies to locate offices in the Downtown area.
- 8 The City shall work with the SDA, the Chamber of Commerce, the Eugene/-Springfield Convention and Visitors Bureau, and the Eugene/Springfield Partnership to attract people to Downtown Springfield.

Implementation

- a The SDA shall establish and maintain a calendar of events which would attract more people to Downtown.
- b The City and SDA should maintain a published inventory of sites for tours.
- c The SDA should continue promoting a few quality events each year, and eliminate those events which have not been successful.
- d The museum and library should continue to stage and promote events to attract children and young adults to the Downtown.

DESIGN ELEMENT

"Design" is often mistakenly limited in meaning to aesthetic issues. Functional issues should also be included in this definition: any visible and experienced part of the Downtown environment is a part of Downtown design.

There are two "arenas" of design issues in Downtown Springfield, as there are in any Downtown: private and public. Design of private spaces and structures is almost entirely the responsibility of individual property owners, who normally make decisions based on their previous individual experience. In the case of Downtown Springfield, such a space or structure may be viewed or used by 10,000 to 20,000 people each day.

The Springfield Downtown Association, as a member of the Main Street Program, has begun to offer design assistance to owners of private property. The Program's results can be seen in the facades of several buildings in the Downtown renovated in the last 12 to 24 months. The involvement of design professionals and use of experience from other areas adds to the success of the Program.

The City of Springfield conducts development review of private development, but regulations are generally limited on private property to health, safety, and general welfare issues. Suggestions regarding aesthetic concerns are sometimes offered, but are not strictly regulated at this time.

The City is also the primary agency responsible for making design decisions within the public right-of-way. The Oregon State Highway Division is involved from "curb-to-curb" on Main, South A, 2nd, and 3rd streets, and Willamalane and SUB design their own improvements. These designs undergo development review by the City, but as with private development, aesthetics are not regulated. These agencies, however, typically enlist professional designers in their design projects.

Springfield has an image problem resulting (at least partially) from haphazard development patterns of the past. A common belief of individuals and agencies of the Downtown community is that involvement of design professionals in a concerted, comprehensive design approach will change the Downtown's image and benefit the entire community.

DESIGN ELEMENT

POLICIES

- 1 The City shall work to reduce visual clutter of unnecessary signs and poles.

Implementation

- a The City shall work with billboard companies, the State of Oregon, and Downtown property owners to reduce the visual impact of bill boards throughout the Downtown area, especially near entrances. This will include, but not be limited to investigation of: eliminating billboards from Downtown, purchasing Downtown billboards, and transfer of billboard locations to areas outside Downtown.
 - b The City shall attempt to remove two unused signs or poles in the Downtown for each new sign or pole erected in the public right-of-way.
 - c The City and SDA shall encourage businesses and property owners to remove unused and unnecessary signs and poles.
- 2 The City shall install pedestrian crossings in landscaped areas of the City Hall/Museum parking lot. (See The Conceptual Landscape Plan.)
 - 3 The City and Willamalane shall continue to develop and integrate the elements of the river, bridge, White Horse, Millrace and Island Park to enhance historic, recreational, and aesthetic values and promote tourism.

Implementation

- a Willamalane shall design and construct a pedestrian entrance to Island Park from Main Street.
 - b The City shall improve the entrances to Island Park at "B" Street within the public right-of-way.
- 4 Alternative methods of lessening the negative aesthetic character of overhead electric lines in the Downtown Area shall be examined and pursued by SUB. This may include: 1) undergrounding new service connections and "clean-up" of overhead express feeders in the near future, and 2) possible undergrounding of all lines in the future. Priorities for this action are as follows:

1st - South "A" Street

2nd - Mill Street

3rd - All remaining overhead lines within the Downtown area.

DESIGN ELEMENT

Implementation

- a SUB shall designate the Downtown Area as an underground district, and require new development to underground individual service lines.

- 5 The City and SDA shall encourage the development of "Art Alley". (See The Conceptual Landscape Plan)

Implementation

- a Cooperative development of a mural theme shall be undertaken by the City, Willamalane, and SDA.
- b Pedestrian improvements shall be provided as public and private funding becomes available, including but not limited to:
 - Crosswalks connecting the Alley across streets
 - Weatherproof coverings
 - Plantings and other features to accent entryways.
 - Funding through the City's CIP should be considered.

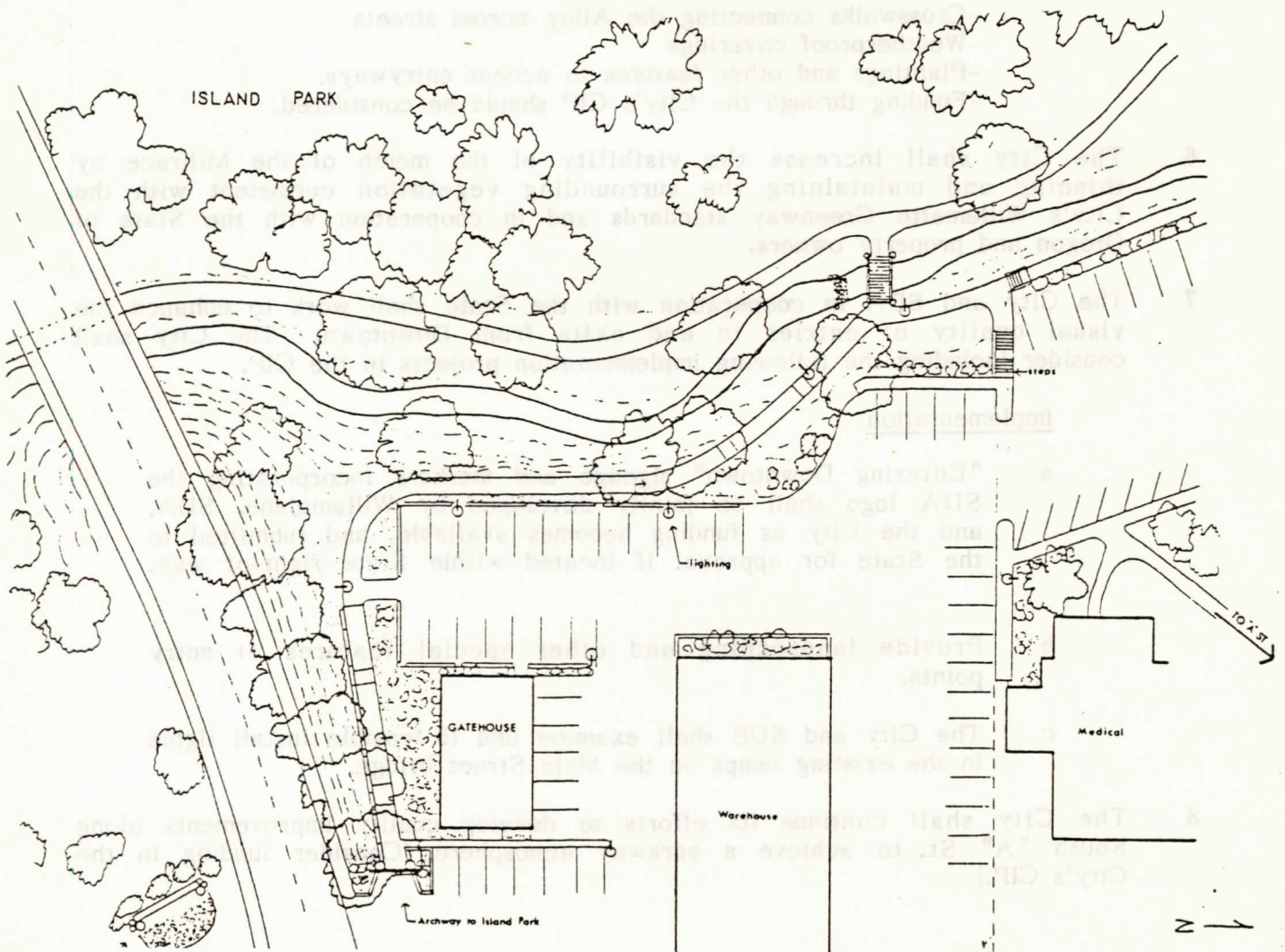
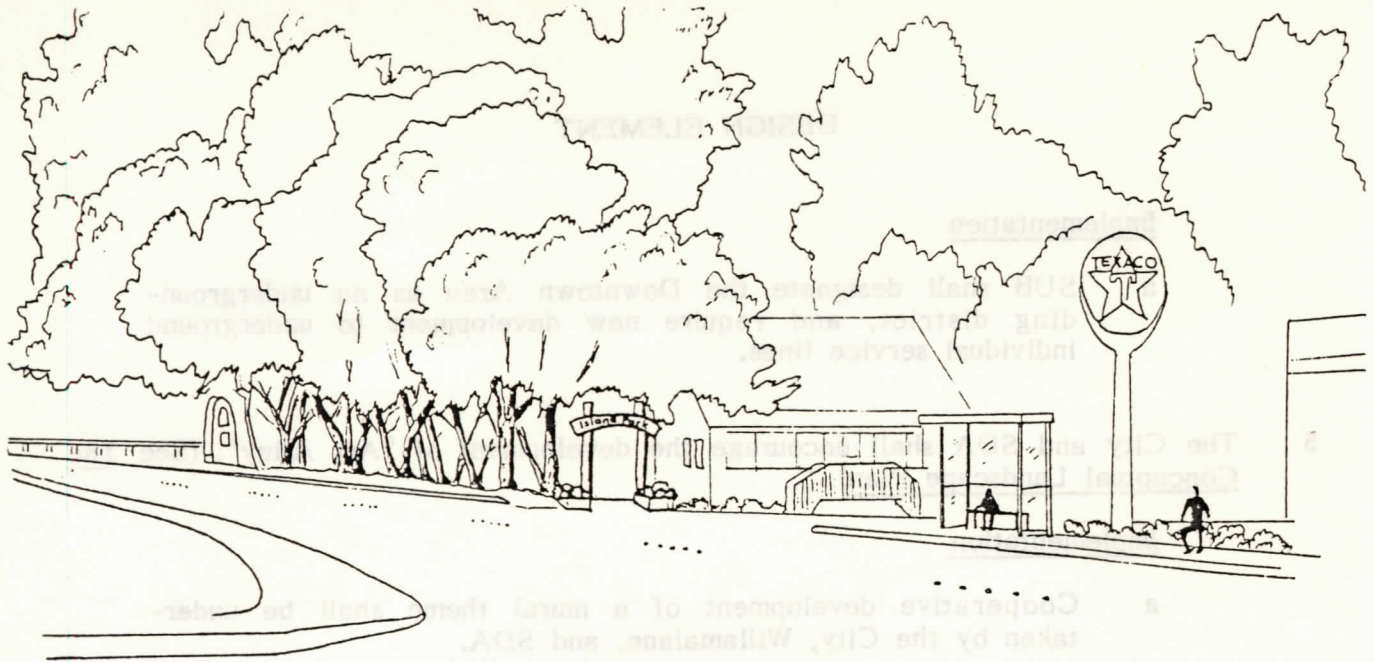
- 6 The City shall increase the visibility of the mouth of the Millrace by thinning and maintaining the surrounding vegetation consistent with the City's Willamette Greenway standards and in cooperation with the State of Oregon and property owners.

- 7 The City and SDA in cooperation with the State shall work to enhance the visual quality of entries to and exits from Downtown. The City shall consider including the following implementation projects in the CIP.

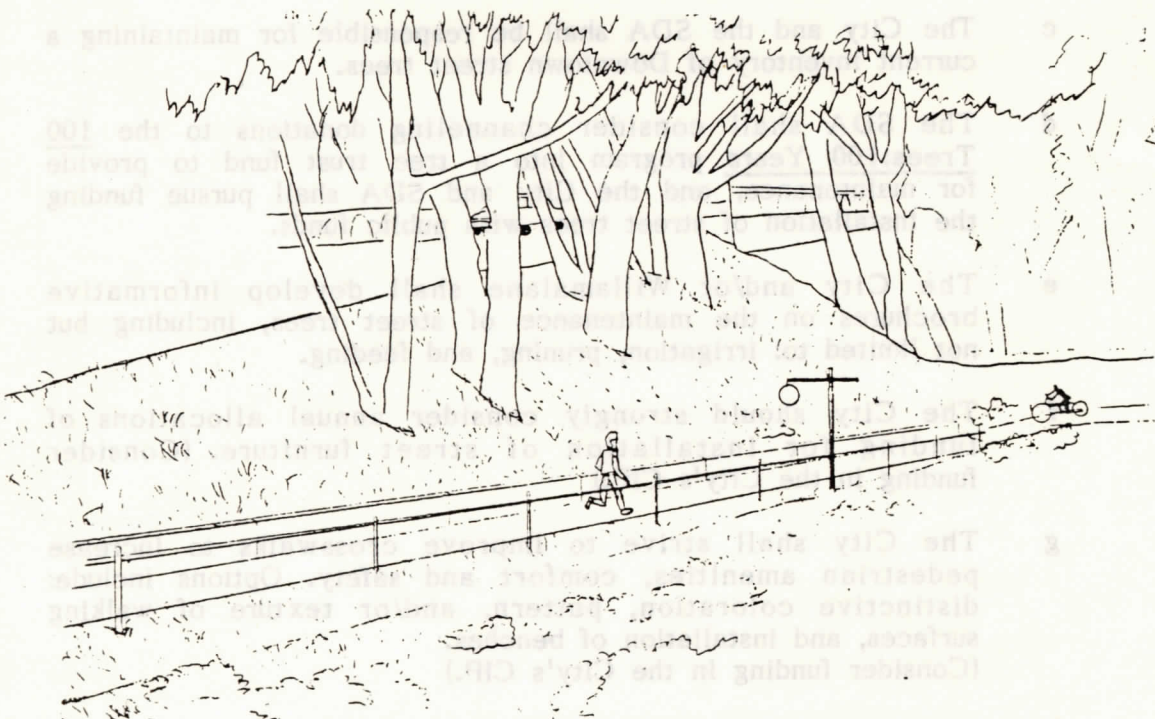
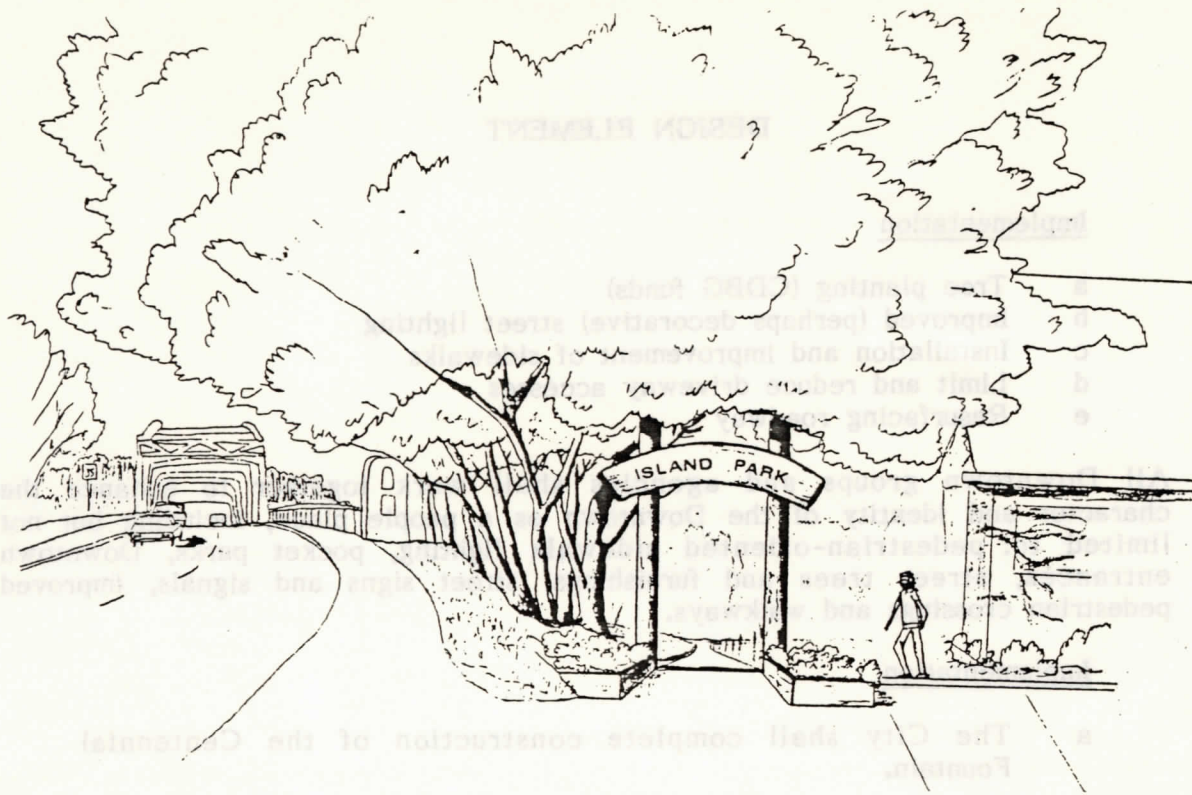
Implementation

- a "Entering Downtown" signage and markers incorporating the SDA logo shall be jointly developed by Willamalane, SDA, and the City as funding becomes available, and submitted to the State for approval if located within State right-of way.
- b Provide landscaping and other special features at entry points.
- c The City and SUB shall examine and if feasible install lights in the existing lamps on the Main Street bridge.

- 8 The City shall continue its efforts to develop quality improvements along South "A" St. to achieve a parkway atmosphere. (Consider funding in the City's CIP.)



ISLAND PARK PEDESTRIAN ENTRANCE



Tom Thompson - Landscape Architecture Intern

DESIGN ELEMENT

Implementation

- a Tree planting (CDBG funds)
- b Improved (perhaps decorative) street lighting
- c Installation and improvement of sidewalks
- d Limit and reduce driveway accesses
- e Resurfacing roadway

- 9 All Downtown groups and agencies shall work together to enhance the character and identity of the Downtown as a people place, including but not limited to: pedestrian-oriented sidewalk lighting, pocket parks, Downtown entrances, street trees and furnishings, street signs and signals, improved pedestrian crossings and walkways.

Implementation

- a The City shall complete construction of the Centennial Fountain.
- b The City and SDA shall explore the need and feasibility of establishing a lighting district with the purpose of providing pedestrian-oriented lighting.
- c The City and the SDA shall be responsible for maintaining a current inventory of Downtown street trees.
- d The SDA shall consider channeling donations to the 100 Trees:100 Years program into a tree trust fund to provide for maintenance, and the City and SDA shall pursue funding the installation of street trees with public funds.
- e The City and/or Willamalane shall develop informative brochures on the maintenance of street trees, including but not limited to: irrigation, pruning, and feeding.
- f The City should strongly consider annual allocations of funding for installation of street furniture. (Consider funding in the City's CIP.)
- g The City shall strive to improve crosswalks to increase pedestrian amenities, comfort and safety. Options include: distinctive coloration, pattern, and/or texture of walking surfaces, and installation of benches. (Consider funding in the City's CIP.)
- h The City should look into the feasibility of a Downtown clock. (Consider funding in the City's CIP.)
- i When traffic signals are upgraded in the Downtown area, they shall be converted to dark-colored mast-arm fixtures where possible.

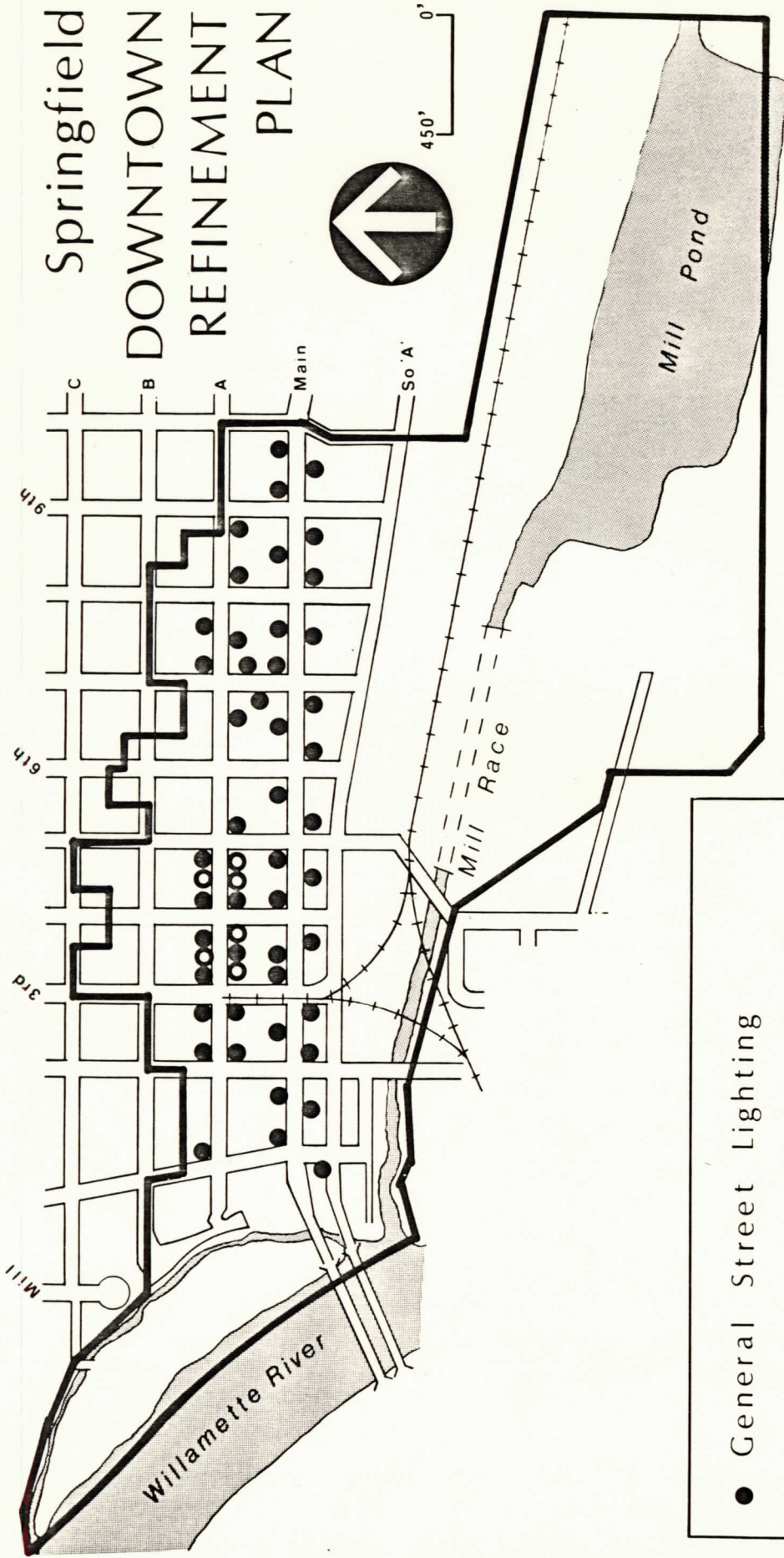
DESIGN ELEMENT

- j The design recommendations of the Main/South A Design Review Committee, as adopted by the City Council, shall be added as an addendum to this plan. Future development shall be reviewed and constructed so as to achieve the objectives put forth in the addendum.

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Springfield DOWNTOWN REFINEMENT PLAN



- General Street Lighting
- Pedestrian Oriented Lighting

This diagram displays existing street lighting on Downtown's two major pedestrian streets, Main St. and North A St., for the purpose of examining possible locations of proposed pedestrian oriented lighting.

EXISTING STREET LIGHTING

Map #7

PUBLIC SPACES ELEMENT

This element includes policies which deal with use and access to publicly-owned spaces. Some policies are directed to physical resources which could be important to the revitalization of Downtown if public access were acquired. Among these resources are the Millrace and pond. The Millrace has historic importance, and is a possible recreation corridor link in the Eugene- Springfield metro area.

Another privately-owned resource is the Briggs Ferry Landing site. This site has historic value for Downtown and the City of Springfield. Policies in this element encourages continuing efforts to negotiate acquisition and development of public access to the Briggs Ferry Landing site.

Encouraging public activities in public spaces is another directive of this element. Some ideas which have been envisioned to increase the use of those spaces include: encouraging street activities (such as farmers markets and street vendors), developing murals in the alley between A and B streets (Art Alley), developing the parking area below City Hall as an activity area, and increasing art exhibits and public access to meeting rooms in City Hall.

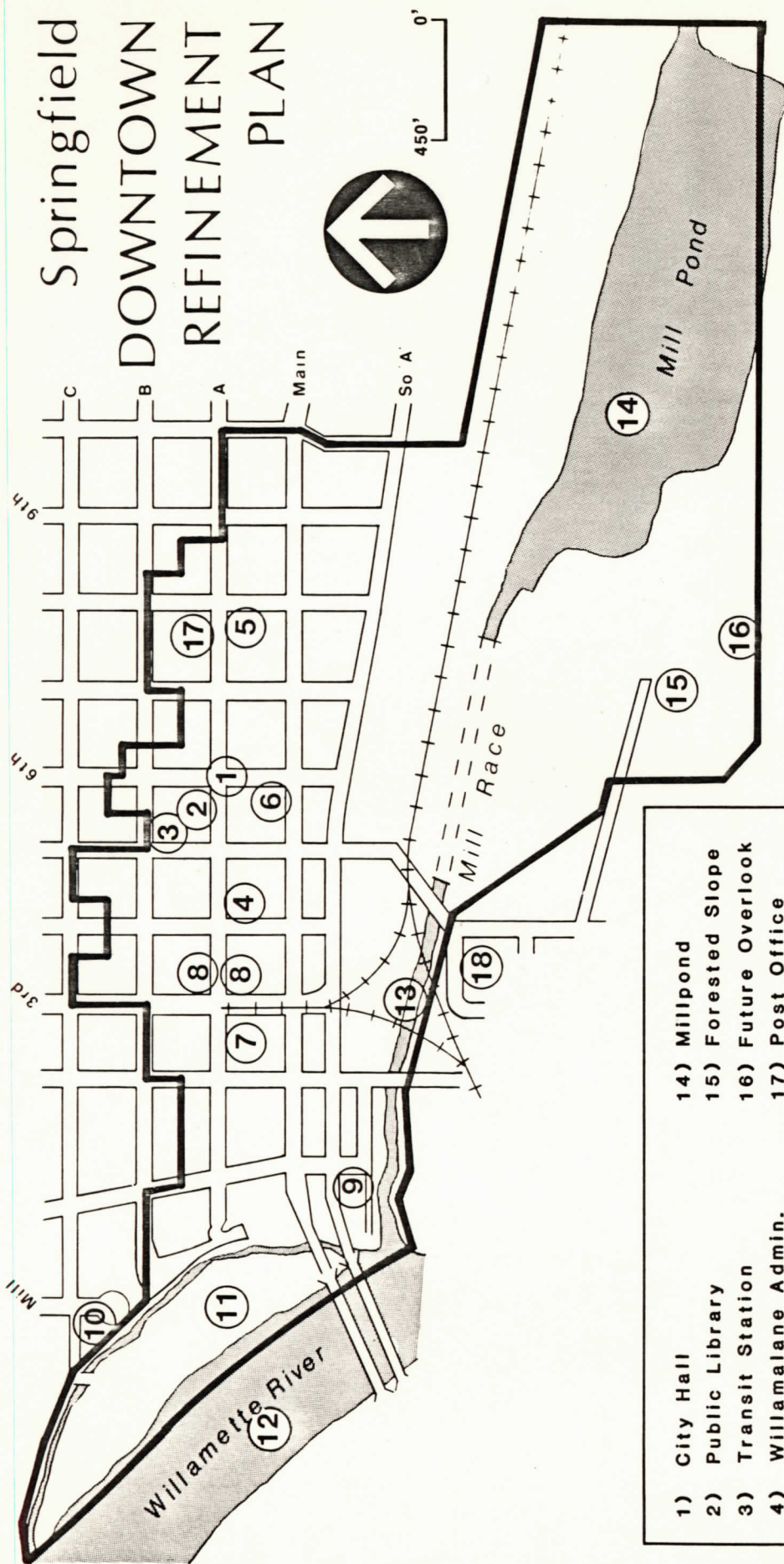
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Springfield DOWNTOWN REFINEMENT PLAN



AMENITIES & PUBLIC FACILITIES

Map #8

- | | |
|------------------------------|---------------------|
| 1) City Hall | 14) Millpond |
| 2) Public Library | 15) Forested Slope |
| 3) Transit Station | 16) Future Overlook |
| 4) Willamalane Admin. | 17) Post Office |
| 5) Willamalane Rec. Center | 18) Viewpoint |
| 6) Museum | |
| 7) Children's Services | |
| 8) Springfield Utility Board | |
| 9) White Horse | |
| 10) Senior Center | |
| 11) Island Park | |
| 12) Willamette River | |
| 13) Millrace | |

PUBLIC SPACES ELEMENT

POLICIES

- 1 The City and SDA shall develop places to exhibit art work and displays of public interest throughout Downtown.

Implementation

- a Increase the frequency of art displays within City Hall.
- 2 The City and Willamalane shall look into development of a Downtown Overlook on the hillside south of Downtown.
- 3 The City shall continue efforts to increase and develop public access to the Millrace.

Implementation

- a The City shall work with Willamalane and other agencies (The Nature Conservancy, the Oregon Department of Fish and Wildlife, etc.) on park acquisition and development long the Millrace. (Consider funding in the City's CIP)
- b The City and Willamalane shall work with the property owners to acquire land and/or easements providing public access to the Millrace. (Consider funding in the City's CIP)
- 4 The City and Willamalane shall continue to seek development of the Briggs Ferry Landing site for public use.

Implementation

- a The Historical Commission and Willamalane shall work together to facilitate donation of the site.
- b Contingent on site acquisition, the City and Willamalane shall develop access to the site and construct an historical marker at the site as funding becomes available.
- 5 Willamalane, SDA, and the City shall work with the property owners to use vacant land for temporary or permanent park and open space use.
- 6 The City should pursue improved maintenance of sidewalks within the Downtown.

Implementation

- a Increase enforcement of City Code (Sec. 2-7-4) which requires landowners to maintain sidewalks adjacent to their property.

PUBLIC SPACES ELEMENT

- b The City and SDA should study the need and feasibility of a sidewalk maintenance assessment district within the Downtown.
- 7 The City and SDA shall encourage a variety of street activities in the Downtown area.

Implementation

- a Continue support of the Farmers Market.
- b Re-examine policies dealing with street vendors.
- c The City shall examine the need and methods of instituting a program which would regulate loitering and transient traffic in the Downtown area.

FUTURE PLANNING ELEMENT

In order for this document to achieve the desired results it will be necessary to monitor progress made towards its implementation through an on-going process. All agencies involved in the revitalization and maintenance of the Downtown need to be familiar with the Plan and its policies in order to insure coordination of Downtown projects.

In addition, the Plan will have to be adjusted and updated annually to reflect changes in the community and its attitudes towards Downtown revitalization.

POLICIES

- 1 The Planning and Development Department, with input from SDA, shall report annually to the Planning Commission regarding progress made toward implementation of the Downtown Refinement Plan and suggested amendments to the Plan.

Implementation

- a The City shall continue to encourage the participation of the Springfield Downtown Association (SDA) in the Downtown refinement planning process.

FUTURE PLANNING ELEMENT

In order for this document to achieve the desired results it will be necessary to monitor progress made towards its implementation through an on-going process. All agencies involved in the revitalization and maintenance of the Downtown need to be familiar with the Plan and its policies in order to insure coordination of Downtown projects.

In addition, the Plan will have to be adjusted and updated annually to reflect changes in the community and its attitudes towards Downtown revitalization.

POLICIES

1. The Planning and Development Department, with input from SDA, shall report annually to the Planning Commission regarding progress made toward implementation of the Downtown Revitalization Plan and suggested amendments to the Plan.

Implementation

a. The City shall continue to encourage the participation of the Springfield Downtown Association (SDA) in the Downtown revitalization planning process.

FINDINGS

- 1 The Downtown area has a mix of uses including; residential, commercial, retail, and industrial. * (LU-A1)
- 2 There is a lack of continuity in building color and facades within any one block of the Downtown. (LU-B2, ED-1)
- 3 Island Park is the only park in the Downtown area. (PS-5)
- 4 There are features which distinguish Downtown from the rest of Springfield. These include: the historical quality of several buildings, and large concentrations of commercial buildings and public facilities. (ED-4c,5, DES-6)
- 5 The entries to Downtown have few features which "announce" the beginning of Downtown. (DES-6,4)
- 6 There are a number of types of service businesses which would be important to the revitalization of Downtown. (LU-B3,4)
- 7 There are large buildings within Downtown which could accommodate a single structure, multiple-use facility. (LU-B4)
- 8 There are residential areas abutting the Downtown area. (LU-A1,2)
- 9 The Downtown alleys are currently used as loading, access, storage, and garbage receptacle locations. (LU-B5, DES-5)
- 10 The Millrace and mill pond are important historical and natural features of the Downtown and Springfield. (LU-C2a,f, DES-6, PS-3)
- 11 The Booth-Kelly site is important to the Downtown because of its potential for complementary development. (LU-Cb, PS-3)
- 12 There are existing medium and heavy industrial uses on the Booth-Kelly site.
- 13 The Booth-Kelly site is primarily in single ownership.
- 14 There are significant natural amenities on the Booth-Kelly site: the Millrace & pond, riparian vegetation, and the hillside. (LU-C2a,4a,b,c, DES-6, PS-3)
- 15 Access to the Booth-Kelly site is presently inadequate for major development. (LU-C2b, ACP-7)
- 16 There are heavy industrial uses northeast of the Booth-Kelly site which could impact or be impacted by development of the site. (LU-C2c,4c)
- 17 The heavy industrial uses northeast of the Booth-Kelly site use water from

FINDINGS

- the Millrace for industrial purposes. (LU-C2c)
- 18 Pedestrian activity is not well established or planned for within the Downtown area, it is not a people place. (LU-B4, DES-2,5,9, ED-5)
 - 19 (Reserved for expansion.)
 - 20 The hillside south of Downtown provides an excellent view of the city. (LU-C2e, PS-2)
 - 21 The current mixture of signs, utility poles, unpainted buildings and billboards produce a visually cluttered image of the city. (DES-1,4,8,9j)
 - 22 The technology exists which makes undergrounding of utility lines possible. (DES-4)
 - 23 There is a street tree planting program (100 Trees-100 Years) currently in effect in the Downtown area. (DES-8a,9d)
 - 24 There are areas of sidewalk within Downtown which need repair and some sections of South A Street which have no sidewalks. (DES-4,8,9)
 - 25 Access to Dorris Ranch Park is via South 2nd Street, bike lanes are planned to the site in the Trans Plan. (ACP-1,5)
 - 26 The railroad right-of-way which parallels 3rd Street north of North A Street is abandoned and for sale. (ACP-2)
 - 27 There is a large amount of parking within Downtown. (ACP-3)
 - a Parking distribution does not meet demand in all areas. (ED-5b)
 - b City employee parking is perceived to be located too far from the place of employment.
 - 28 Truck traffic passing through Downtown is perceived to:
 - a be a hazard, and
 - b produce excessive noise. (ACP-6)
 - 29 The transit layover system is not perceived to by merchants to be a significant incentive for shoppers. (ACP-8)
 - 30 Many students of the University of Oregon live close to Downtown Springfield. (LU-A1,2)
 - 31 Residential rent rates are low in and around the Downtown in comparison to the metro area as a whole. (LU-A1,2)

FINDINGS

- 32 Commercial rent rates are low in Downtown in comparison to the metro area as a whole. (LU-B3)
- 33 Springfield has an active Downtown association (Springfield Downtown Association) and manager. (ED-1)
- 34 Downtown Springfield is a member of the National Main Street Program. (ED-1)
- 35 The Park-to-Park bikepath system has been planned to continue through Springfield. (ACP-5)
- 36 No bikeway connection presently exists between the Downtown and Springfield to the east.
- 37 Competition for public and private funding is growing while availability of funds is shrinking. (ED-2)
- 38 Downtown Springfield is not currently a destination point for tourism. (ED-3, DES-5)
- 39 Much of the historic character of Springfield is rooted in Downtown; the Willamette River, the Booth-Kelly mill site and Millrace, the original town site, and several historic buildings. (LU-C2a, ED-4, DES-6)
- 40 Downtown is the governmental, cultural, and historical center of the city. (LU-A1, ED-5)
- 41 The Southern Pacific Railroad Depot has been designated as a City historical landmark. (ED-4a)
- 42 A study has determined that moving the Depot is feasible. (ED-4a)
- 43 The historic Briggs Ferry Landing site is near the southwestern edge of the Downtown area. (ED-4b)
- 44 There are a number of commercial buildings within Downtown which could qualify for renovation incentives. (ED-4c)
- 45 The area underneath City Hall has potential as a community staging area. (ED-5b, DES-9a, PS-7)
- 46 Part of the area underneath City Hall is used for the storage of City vehicles. (ED-5b)
- 47 Approximately one third of the area beneath City Hall is unused space. (ED-5b)
- 48 Downtown has a regional bus transfer station. (ACP-8)

FINDINGS

- 49 There are no public rest rooms located at the Transit Station causing bus patrons to use City Hall rest room facilities. (ED-5d)
- 50 There are numerous commercial vacancies in Downtown. (LU-B3)
- 51 There are 9 second-hand stores in the Downtown area.
- 52 There are 12 restaurants in the Downtown area.
- 53 The museum and library are important cultural features of Downtown. (ED-8, PS-1)
- 54 There are 2574 parking spaces (on- and off-street) in the Downtown Core area. (ACP-3)
- 55 The only soils with development constraints in the Downtown area are located on the hillsides and in Island Park. (LU-C2e)
- 56 A portion of the Millrace has been covered on the Booth-Kelly site. (LU-C2d)
- 57 Much of the Core Area has underground utilities.
- 58 Small-scale retail is important in the Downtown area.
- 59 There are several destination point retail businesses in the Downtown area.
- 60 Approximately 40% of the Core Area is paved.
- 61 The reconstruction of Main St. and the overlaying of South A St. is currently under consideration by the state for funding by the State of Oregon. (DES-8,9j)
- 62 5th St. is funded for reconstruction by the City.
- 63 Some sections of the Downtown water distribution system are in poor condition particularly those sections which constructed of wrought iron or OD steel.

ASSUMPTIONS

- 1 The site plan review process will be used in the Downtown area. (LU-B5)
- 2 Piece-meal development of the Booth-Kelly site is undesirable. (LU-C1,2)
- 3 The natural amenities of the Booth-Kelly site should be preserved. (LU-C2a,g,4a,b,c)
- 4 Public access to the Millrace and pond is desireable. (LU-C2b,4c, ACP-7, PS-3)
- 5 Exposing the Millrace across the Booth-Kelly site would be desireable if feasible. (LU-C2d)
- 6 Billboards are inappropriate in a downtown area due to their disproportionate scale with Downtown features. (LU-B1, DES-1a,7)
- 7 Encouraging stronger ties with the University of Oregon is important could increase activity and business within the Downtown. (ED-6)
- 8 It is important to have SDA actively involved in the effort to revitalize Downtown Springfield. (LU-B3, ED-1)
- 9 It would be beneficial to Downtown to encourage bicycle traffic in and around Downtown.
- 10 It is desirable to increase transit ridership and convenience of service to Downtown businesses. (ACP-8)
- 11 It is beneficial for the City to work with the private sector to enhance the visual quality of Downtown. (ED-1, DES-5,7, PS-1)
- 12 A pedestrian oriented Downtown is necessary for the revitalization of the area. (LU-C2b,3a, ACP-4, DES-5,9)
- 13 Moving the historic depot is important as an integral part of the revitalization process. (ED-4a)
- 14 Expansion of office/professional uses in the Downtown is desireable. (LU-A1, B2)
- 15 To increase Downtown's viability an activity center it must become a people place. (ED-5, DES-5,9, PS-1,7)
- 16 Medium and high density residential is desirable in and near Downtown. (LU-A1,2)
- 17 Ties between Island Park and the Downtown Core Area need to be strengthened. (DES-3a)

ASSUMPTIONS

- 18 There is a need to visually define Downtown as a unique and coherent area. (DES-2,6,7,9, PS-1)

* The policy numbers which follow the findings and assumptions are to aid the user of this plan in finding the policies that relate to each finding.

ACP - Access, Circulation and Parking

LU - Land Use

ED - Economic Development

DES - Design

PS - Public Spaces

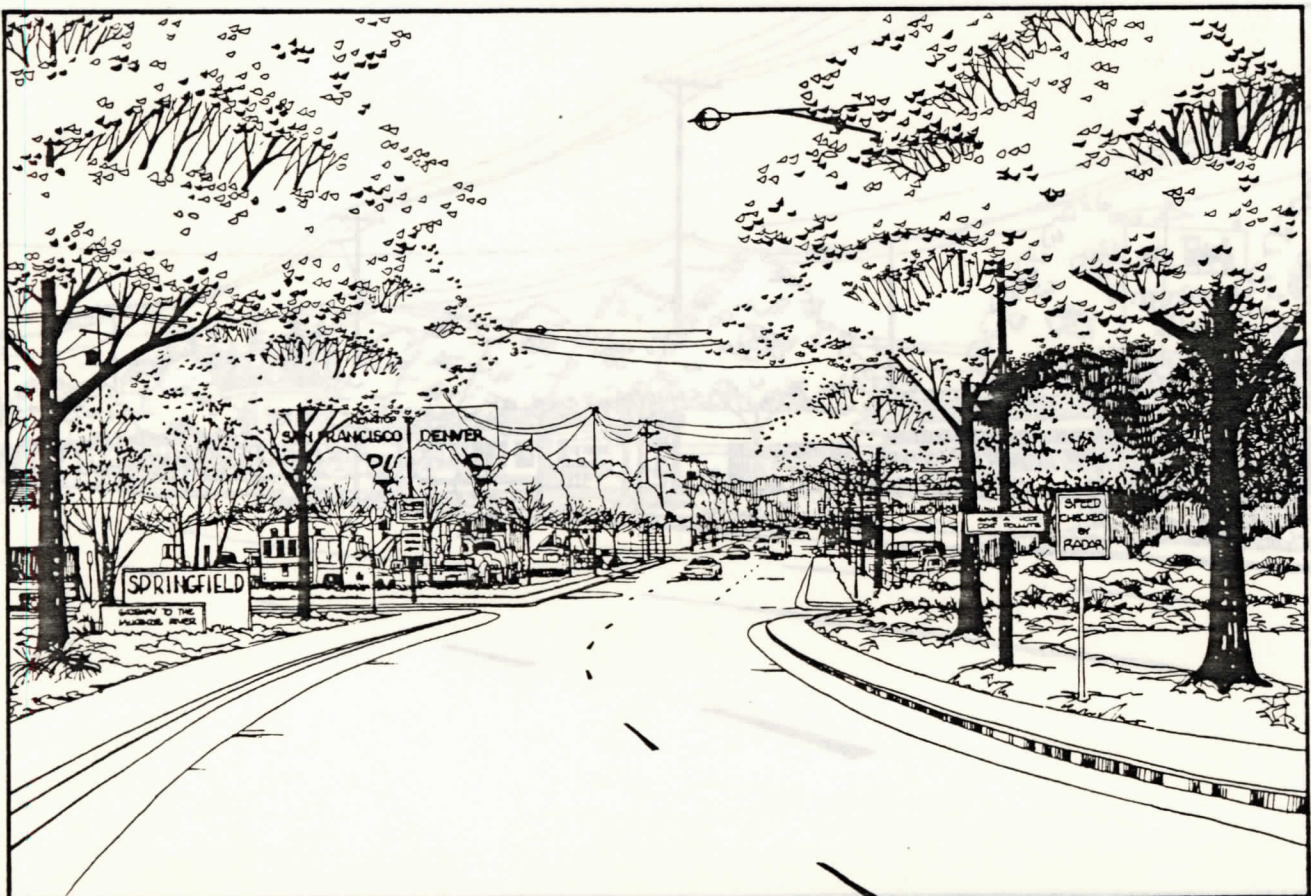
Summary
DECA Springfield Shopping Survey

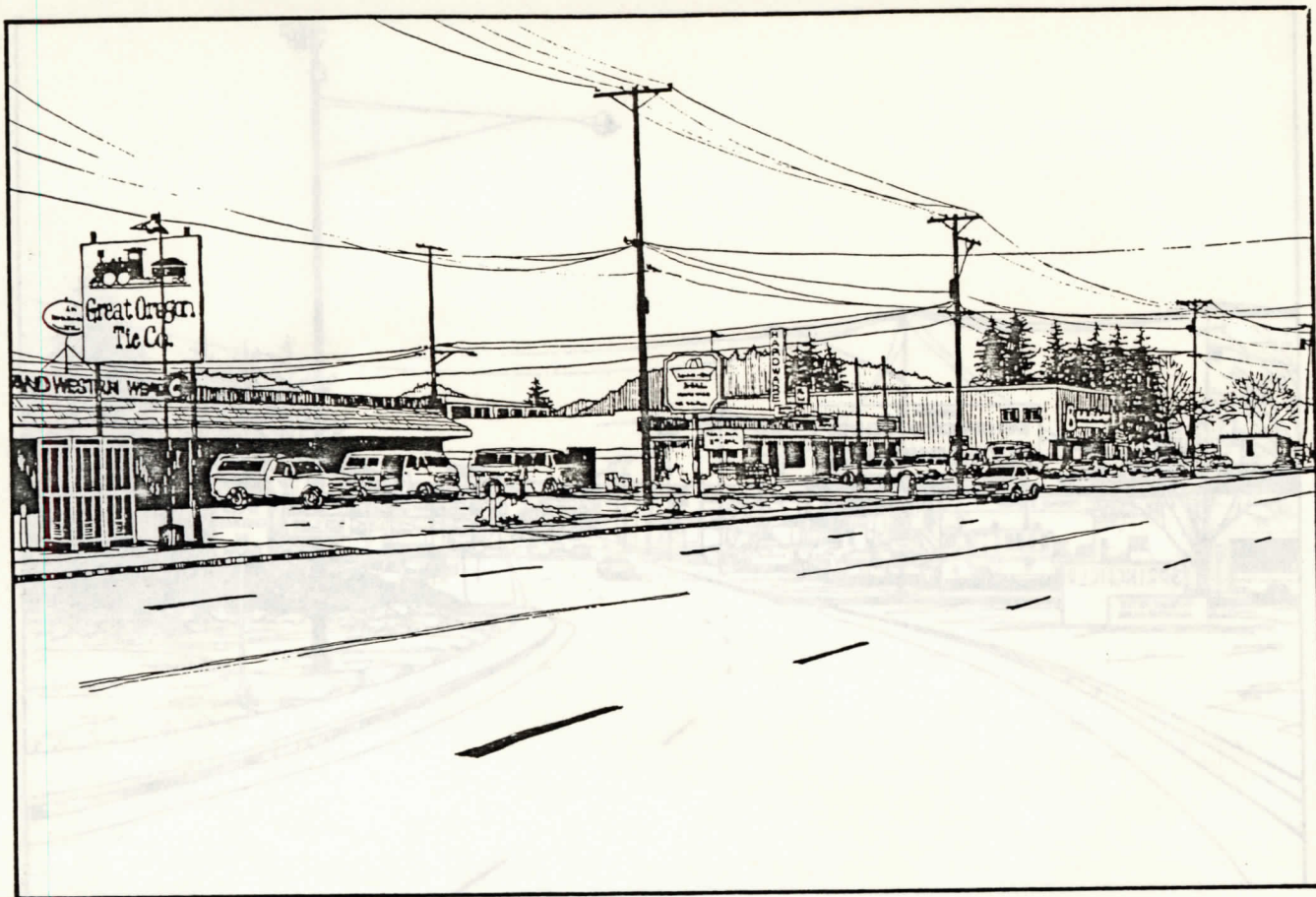
During the 1984-85 school year the Springfield High School's DECA (Distributive Education Clubs of America) chapter developed the manual Shopping Habits of Springfield Residents. The purpose of the study was to ascertain the shopping habits of Springfield residents in order to provide merchants with a data base to work from in providing service to Springfield. The survey looks at all of Springfield, however, there are certain sections which are relevant to the Downtown area. The following is a brief summary of elements relevant to Downtown.

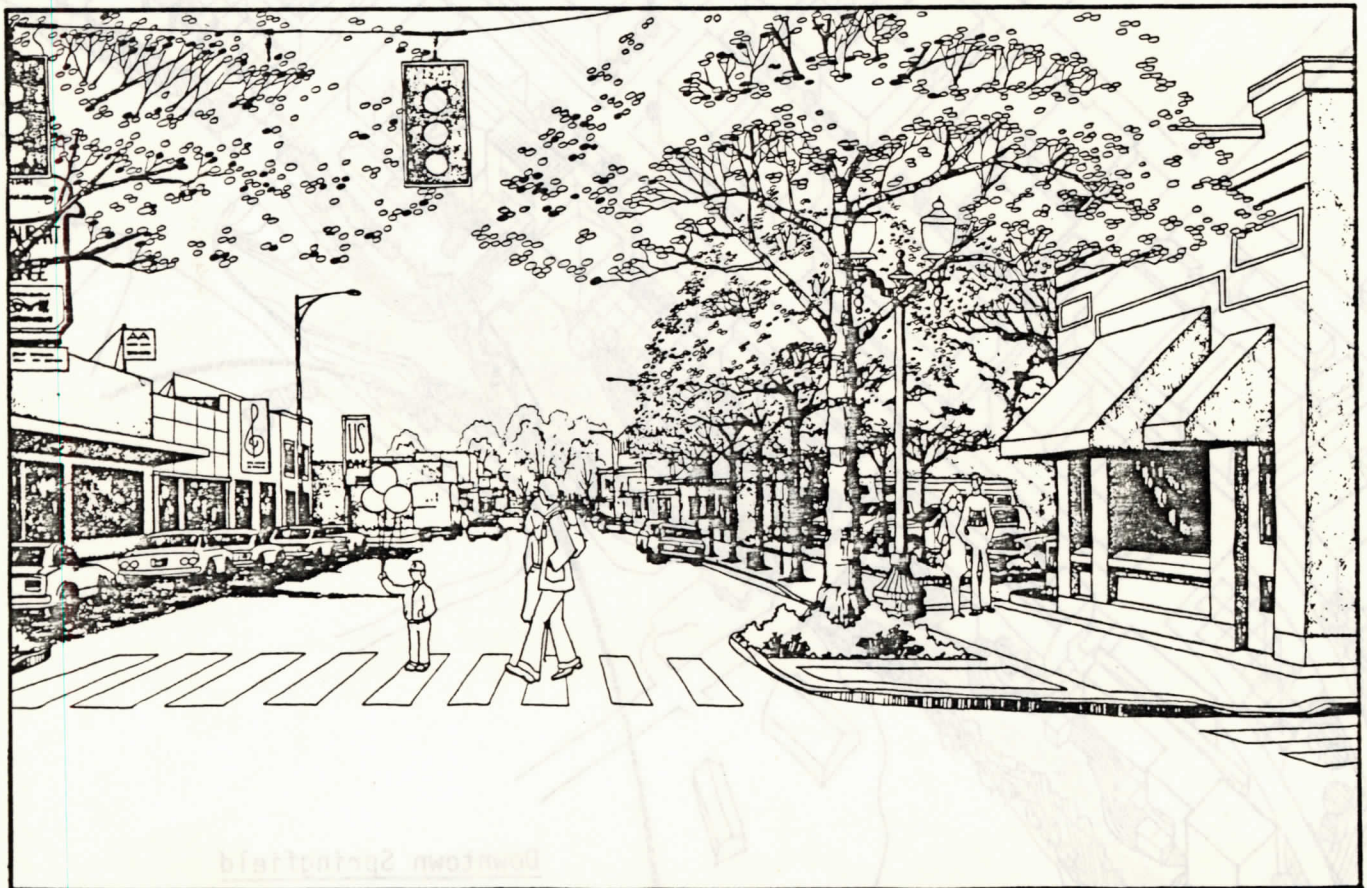
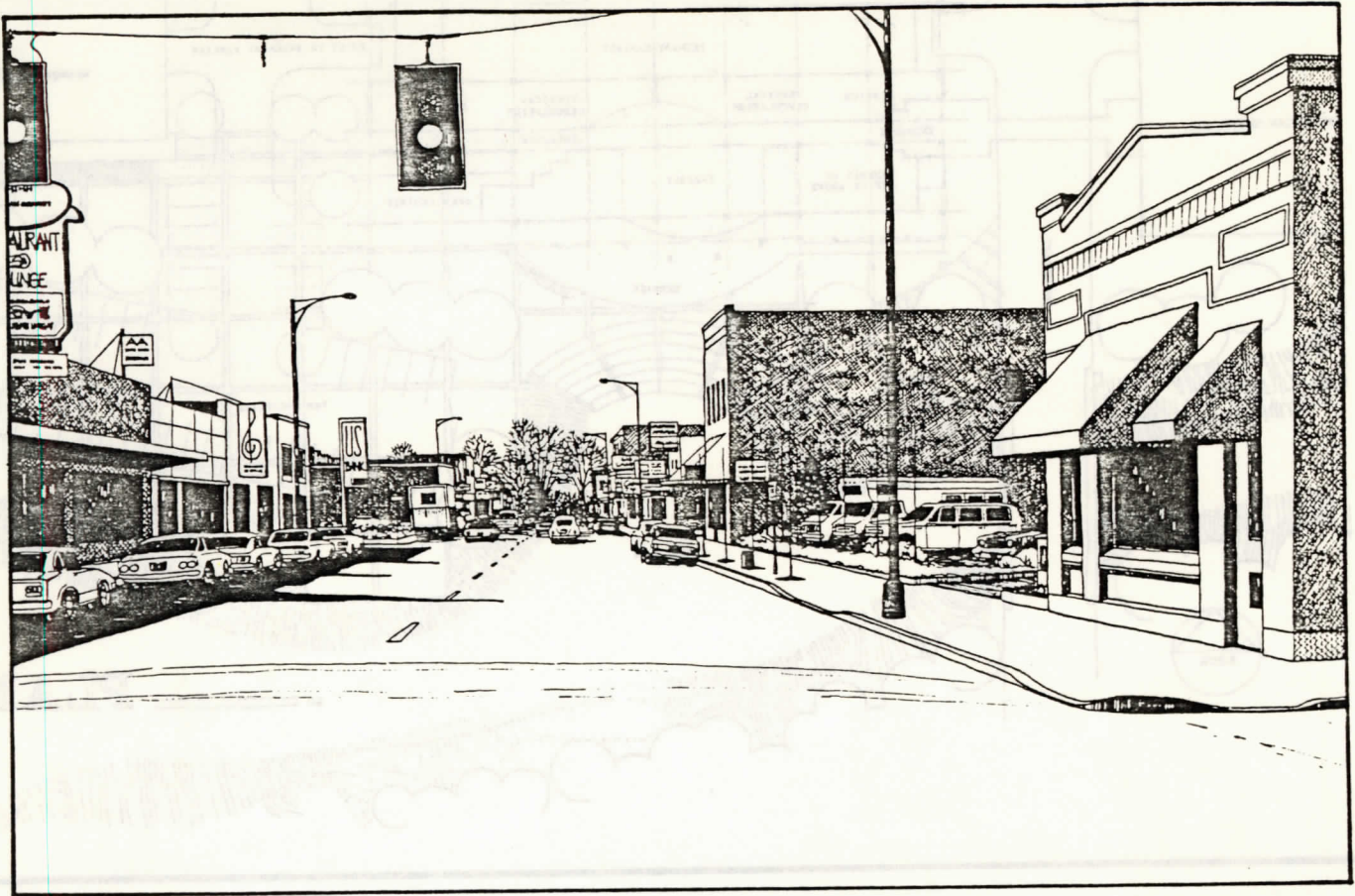
- Of the Springfield residents who shop in Springfield only 8.5% shop frequently Downtown and 48% shop only occasionally Downtown.
- 96% shop in Eugene, with 60% making special trips to Eugene for goods.
- 55% of those polled felt they had to go to Eugene to get certain items, some of these items are;
 - a) Clothing, 46%
 - b) Athletic, 13%
 - c) Selection, 8%
 - d) Household goods, 6%

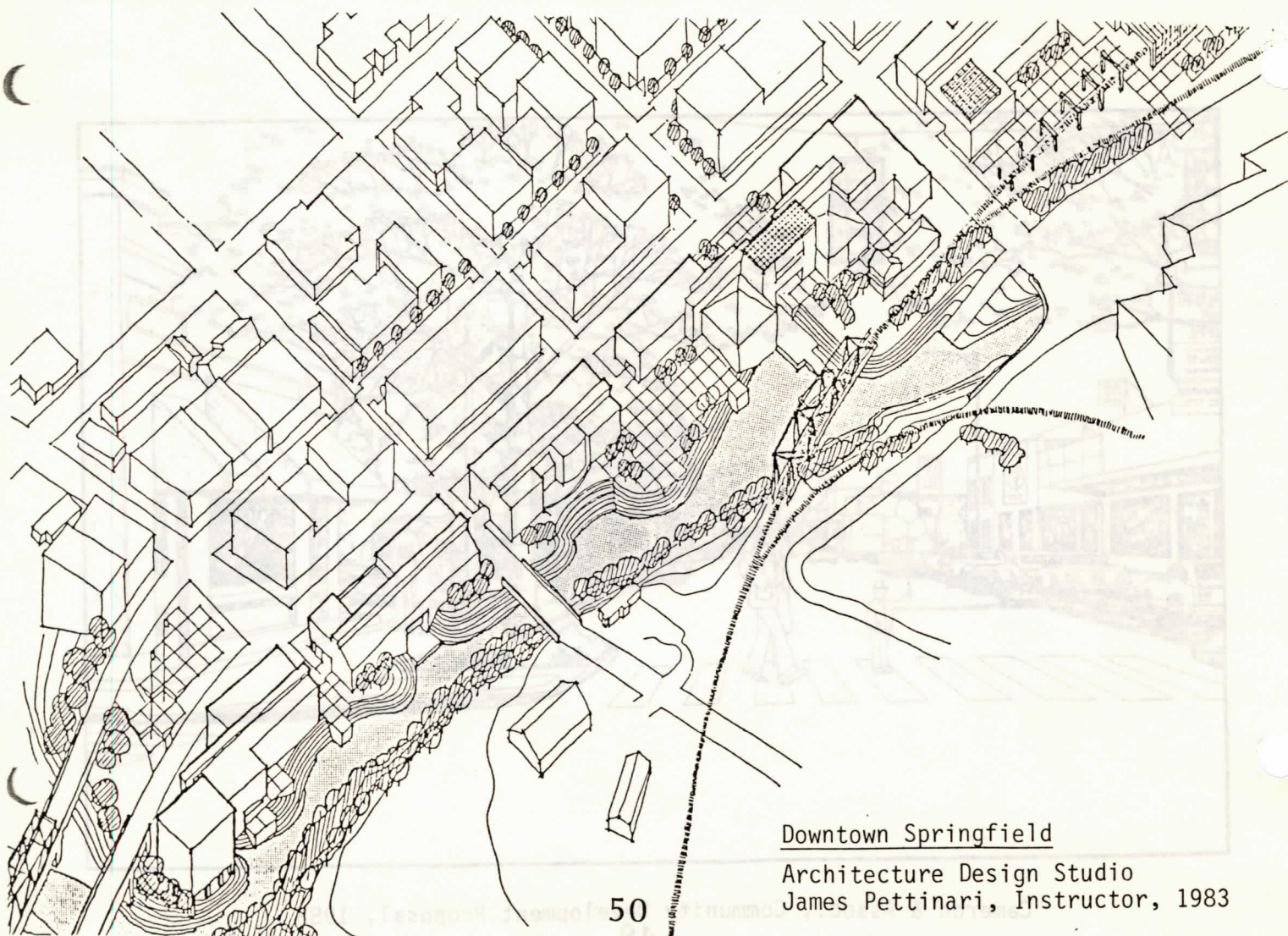
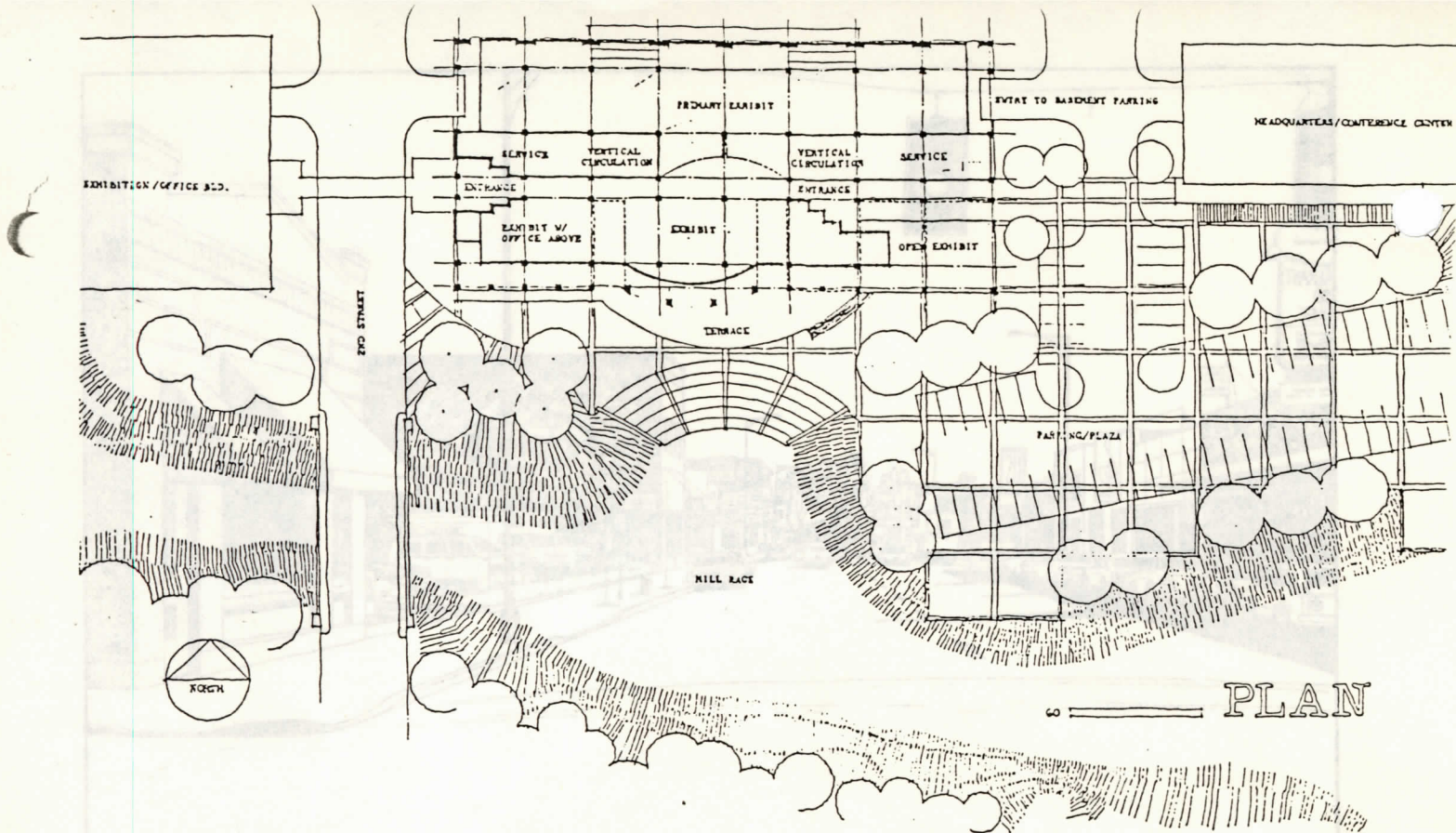
The major conclusion which can be drawn from this information is;

- Downtown is not providing the type of goods which the people of Springfield are shopping for. In order to attract these shoppers, Downtown needs to provide the types of products and services which they leave the City to find; clothing stores, athletic supplies, and household goods. In addition, there must be a substantial increase in the selection of goods provided and the diversity of businesses in the Downtown.









Downtown Springfield

Architecture Design Studio
James Pettinari, Instructor, 1983

EXISTING
CONDITION

MAXIMUM
INFILL

GROWTH AND
DISPLACEMENT

DOWNTOWN DENSITY STUDIES

3C

TIEN DUONG

By taking the advantage of the immediate natural setting and unused area of the downtown, this program is (emphasize) to the better use of the Millrace area and the study also reinforces the west entrance by creating the city corner of South "A" Street and 2nd Street.

The urban design buildings have the relative compact mix of housing, commercial, business offices in the downtown area.

COMPACT MIX OF HOUSING, COMMERCIAL, BUSINESS OFFICES IN THE DOWNTOWN AREA.

NORTH 'A' ST.

MAIN ST.

SOUTH 'A' ST.



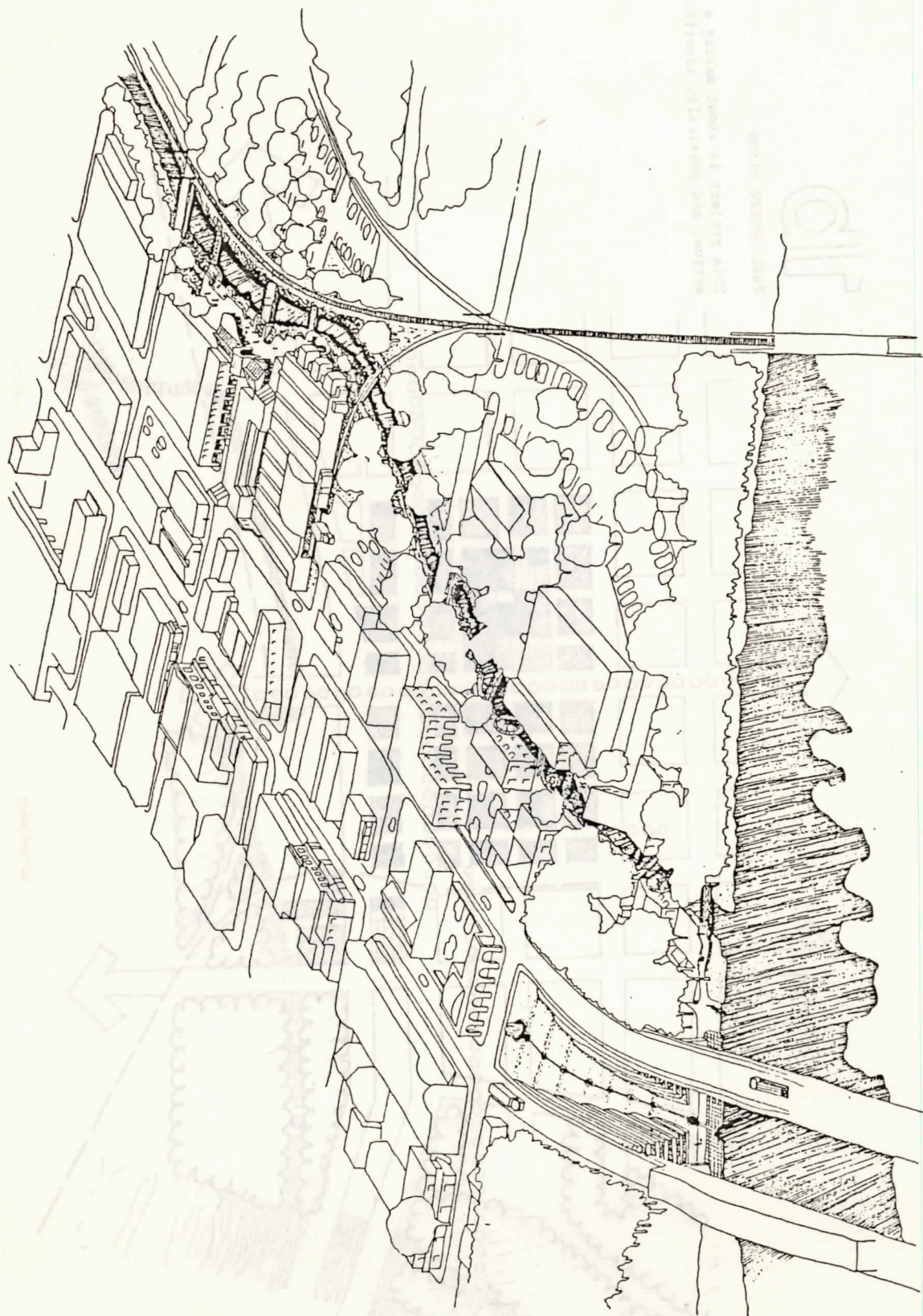
SCALE: 1" = 400' 0"

- EXISTING BLDGS
- ▨ NEW BLDGS

PROJECTED ENCLOSURE

366

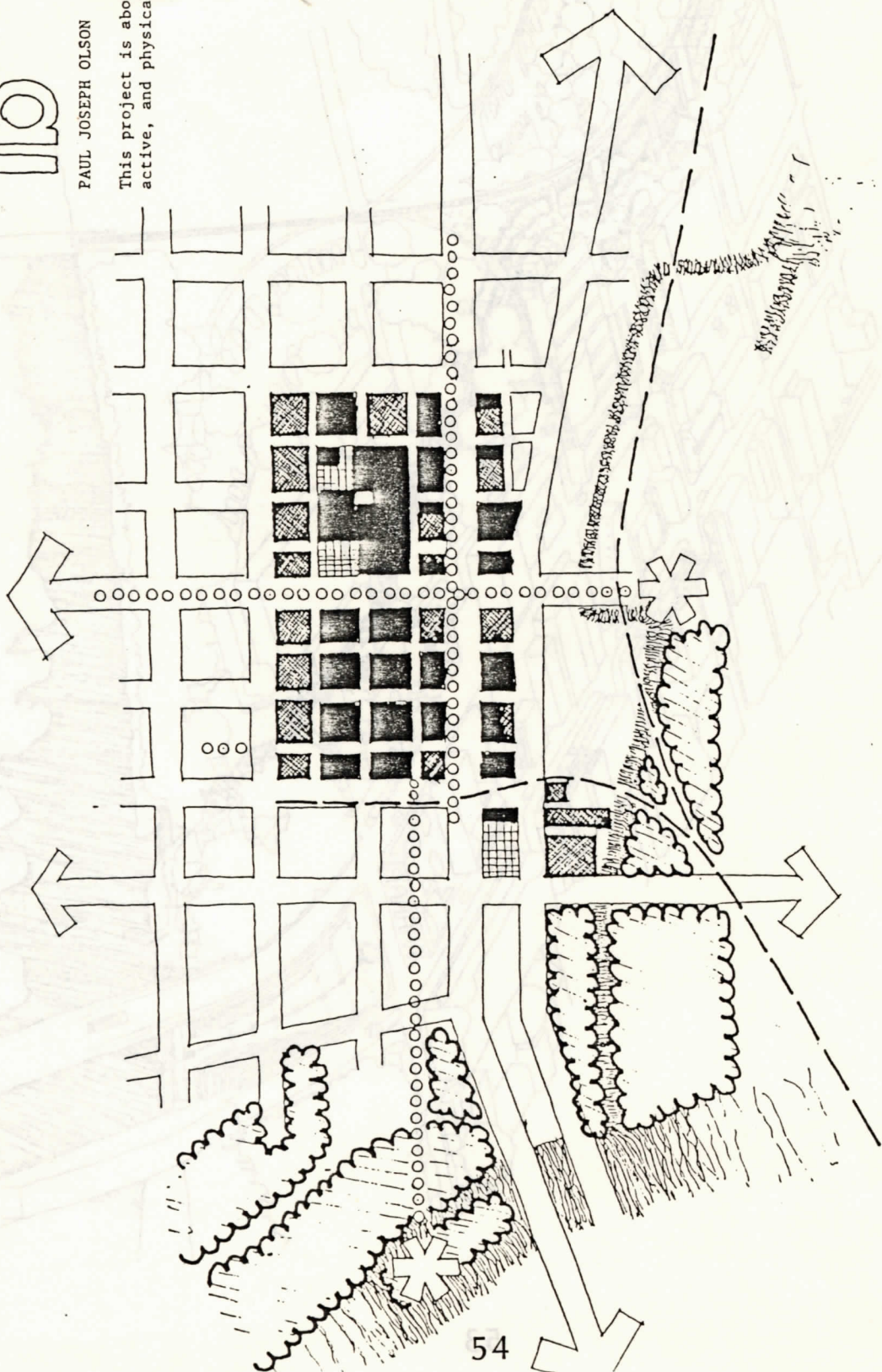
TIEN DUONG Z.



11b

PAUL JOSEPH OLSON

This project is about making a regionally dist
active, and physically identifiable city centre.



James Pettinari, Instructor, 1983
Architecture Design Studio
Downtown Springfield

3e
JOHN KLINGMAN

Park Extension

Develop a formal green gateway between the River and the edge of the city at Mill Street.

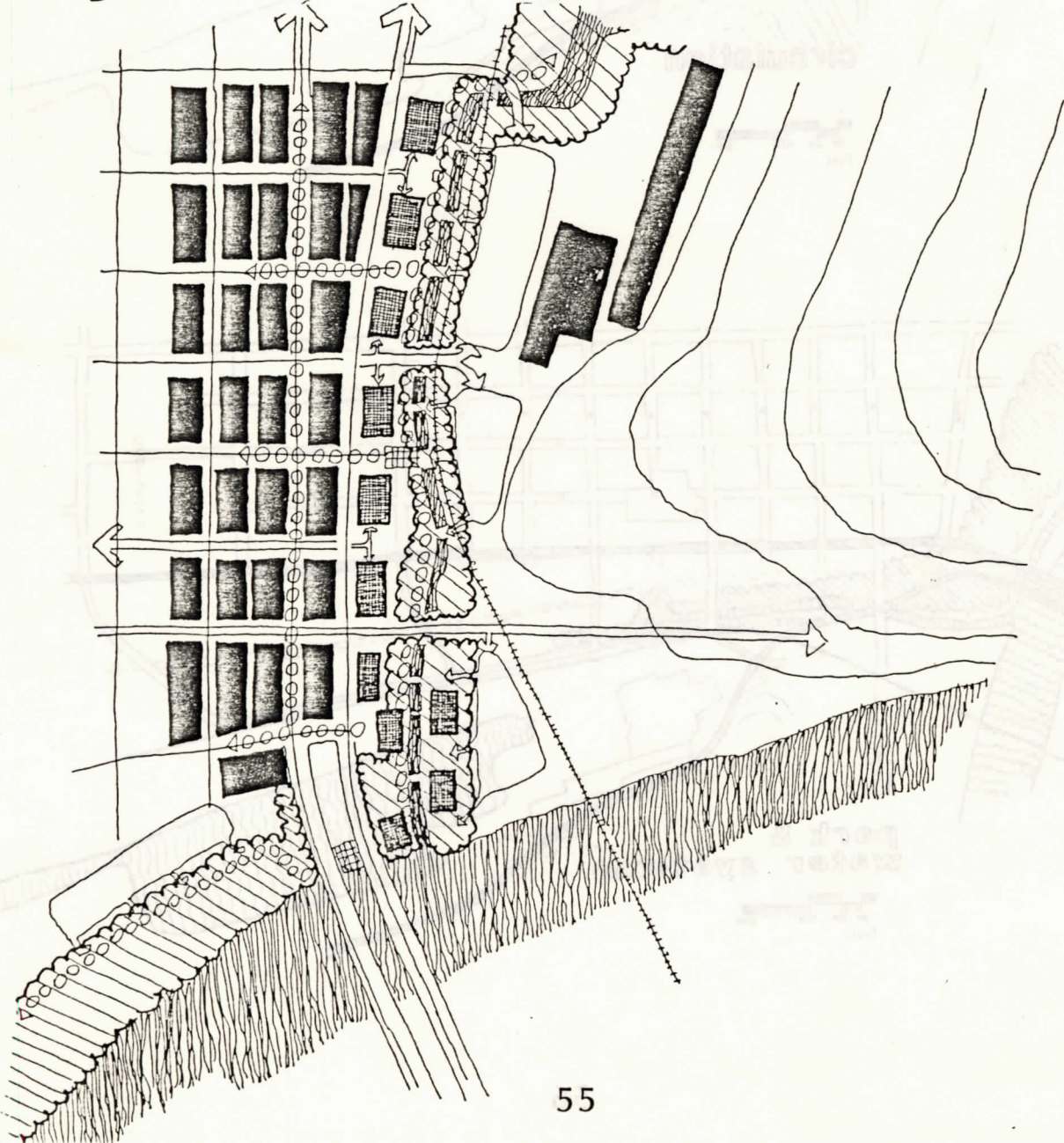
Develop public pathways along the Millrace eventually connecting to a park along the Mill Pond.

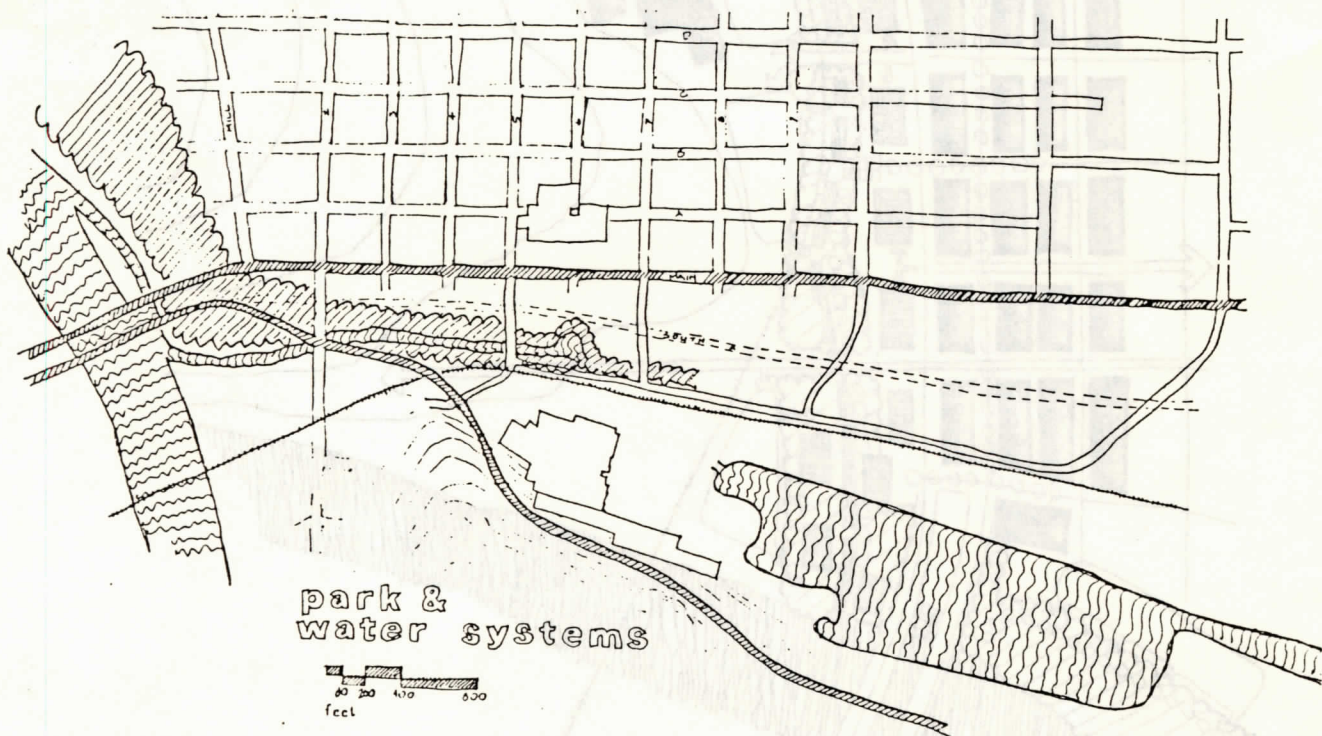
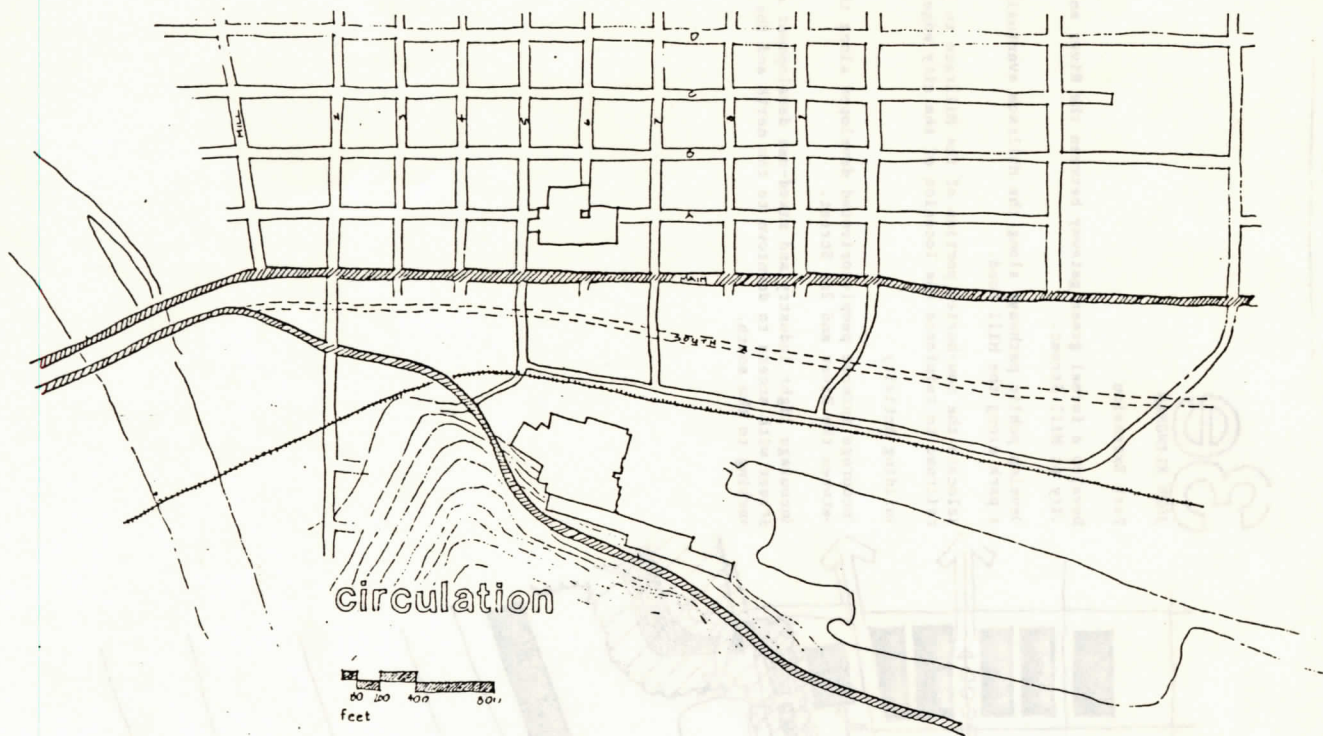
Relocate the now-buried portion of the Millrace to the north of the railroad to reinforce the location of the city edge.

Building Activity

Encourage intense people-oriented development along the Millrace between the River and 2nd Street.

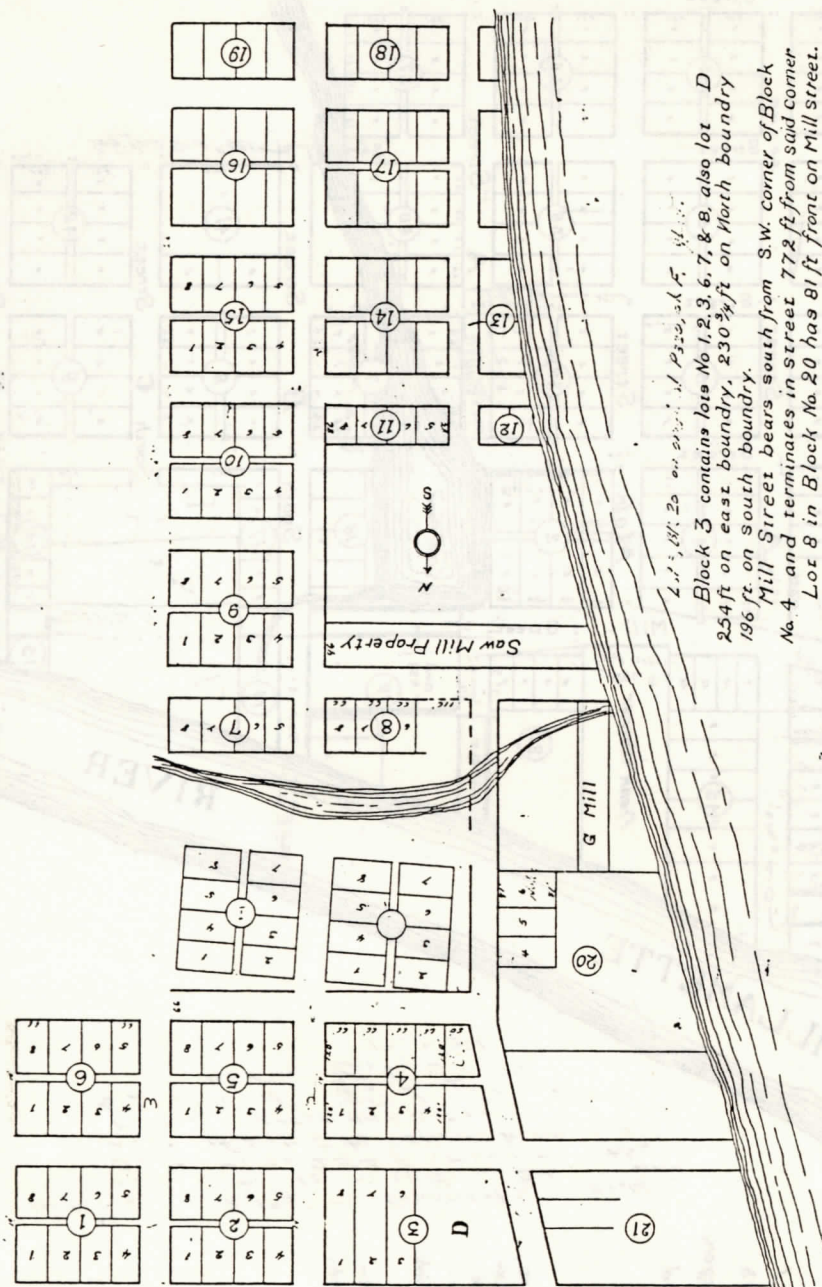
Encourage light industry and mixed-use development along South "A" Street with access to downtown to the north and the linear park and parking to the south.





SURVEY OF SPRINGFIELD

*Filed in Eugene Lane County Oregon and
recorded on page 320 Book F of deeds, in
Office of County Clerk. Feb. 8 1867.*



Commencing at a point, thence East bear
20° E 26 4 ft thence N. 66 ft to the S.E. corner of
Block 4, from which corner an oak tree 12 inches
in diameter bears S. 69° E. 41 links dist. An oak
tree 12 inches in diameter, bears S. 69° 10 W 120
links dist.

From S.W. corner Block 4 Mill Street bears
N. 11° 35' W.

Block 4 has 4 full lots, 66 ft each on Main Street and fractional lot C of 50 ft. on Southwest Corner.

The logs are 66 feet by 120 feet.

Streets	"	66 fl.
Alleys	"	14 fl.

Lot 2, 187.20 on east of p. 300, sk. f. 4 ft. 10 in.

Block 3 contains lots No 1, 2, 3, 6, 7, & 8, also lot D
254 ft on east boundary, 230 $\frac{3}{4}$ ft on North boundary
196 ft. on South boundary.

190 ft. on south boundary.
Mill Street bears south from S.W. corner of Block No. 4 and terminates in street 772 ft from said corner. Lot 8 in Block No. 20 has 81 ft front on Mill street.

Sauthwest corner of lot No 6 in Block 8 bears east from Mill street and street 116 ft.

Fractional Block No.8 Contains lots 6.7.&8.

Fractional Block No 7 Contains lots 5, 6, 7, & 8.

Saw Mill lot. North east corner bears south from

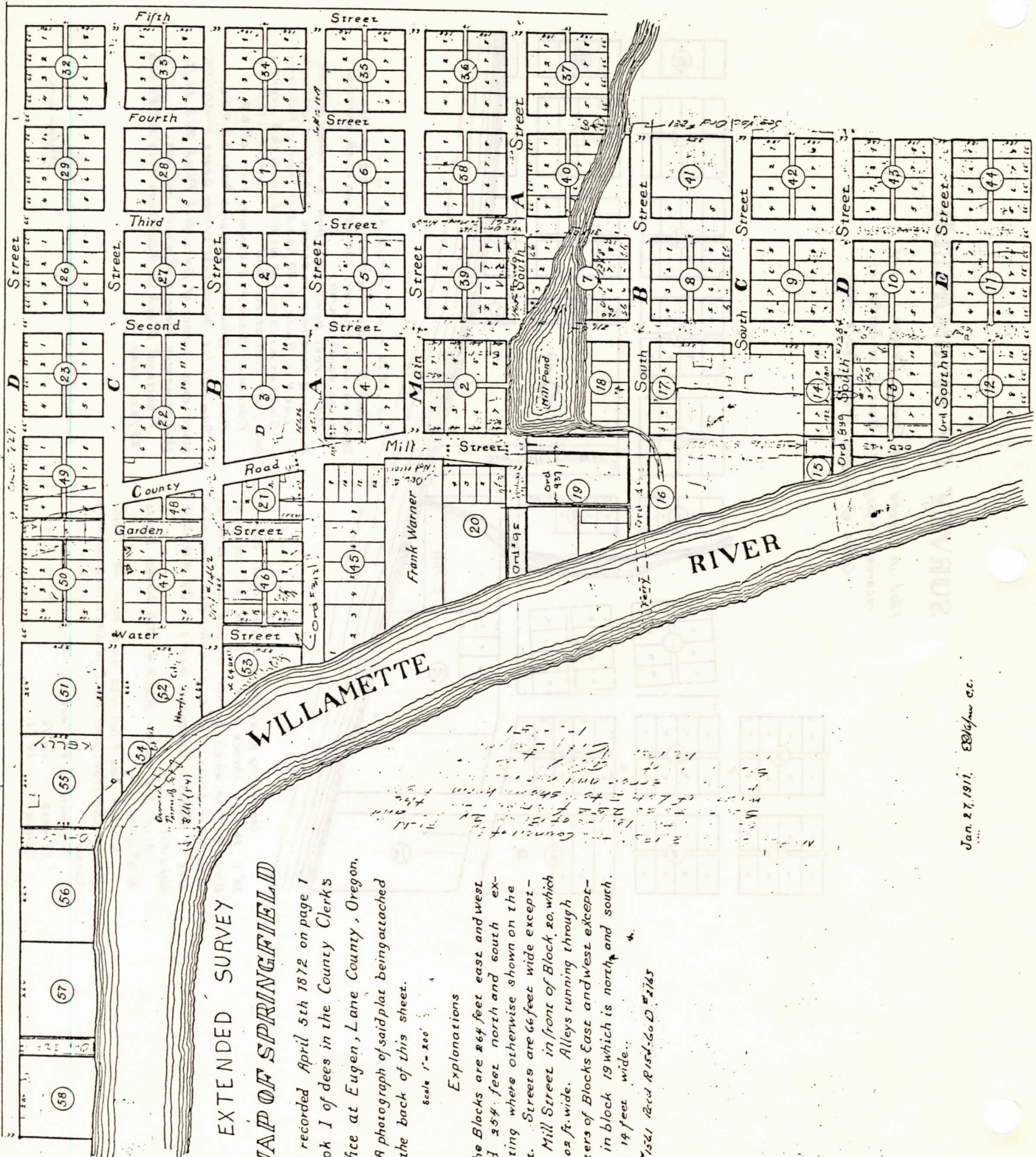
South east corner of fractional Block No 8 66 ft.

thence west to river and south 96 feet.

Fractional Block No. 11 contains lots 56, 7 & 8 each

86 feet deep.

Compiled from the County records Dec. 16, 1910.
 S.D. Chapman O.H. Engstrom



EXTENDED SURVEY MAP OF SPRINGFIELD

As recorded April 5th 1872 on page 1
Book I of deeds in the County Clerk's
Office at Eugene, Lane County, Oregon.

A photograph of said plat being attached
to the back of this sheet.

Scale 1" = 200'

Explanations

The Blocks are 264 feet east and west
and 354 feet north and south ex-
cepting where otherwise shown on the
plat. Streets are 66 feet wide except-
ing Mill Street in front of Block 20 which
is 102 ft. wide. Alleys running through
centers of Blocks East and west except-
ing in block 19 which is north and south.
are 14 feet wide.

See Ord. 1541 Rec'd R. 1st-60 D. 2185

Jan. 27, 1911. E. D. Phelps & Co.

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ORDINANCE NO. 5316 (SPECIAL)

AN ORDINANCE ADOPTING THE SPRINGFIELD DOWNTOWN REFINEMENT PLAN AS A REFINEMENT PLAN OF THE METROPOLITAN AREA GENERAL PLAN.

THE CITY OF SPRINGFIELD DOES ORDAIN AS FOLLOWS:

Section 1: The Springfield Downtown Refinement Plan, a copy of which is attached hereto and incorporated herein by reference, is hereby adopted.

Section 2: The Springfield Downtown Refinement Plan shall be applicable to all lands within the Downtown boundaries illustrated in the Plan.

ADOPTED by the Common Council of the City of Springfield by a vote of 4 in favor and 0 against this 18th day of February, 1986.

APPROVED by the Mayor this 18th day of February, 1986.

John D. Lively
MAYOR

ATTEST:

Cynthia O. McClanahan
CITY RECORDER

Deputy

REVIEWED & APPROVED
AS TO FORM

JOSEPH J. LEATH

DATE: FEB 3, 1986

OFFICE OF CITY ATTORNEY
CITY OF SPRINGFIELD