



MAIN STREET REFINEMENT PLAN

CITY OF COTTAGE GROVE - MAIN STREET/DOWNTOWN HISTORIC DISTRICT



Adopted by City Council
April 13, 2015
Ordinance No. 3053



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

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1. INTRODUCTION

The Main Street Refinement Plan (plan) is a community-driven, multi-modal streetscape plan that provides the foundation for a more engaging pedestrian and community environment that protects, enhances, and capitalizes on the historical character and heritage of Main Street, and promotes a sustainable and long-term vision for Downtown Cottage Grove. The plan leverages the strengths of Main Street as a public amenity and gathering space, and supports Cottage Grove's active historic commercial district while making necessary safety and multi-modal facility improvements for all modes of travel.

The streetscape design modifies the current configuration of Main Street, including changes to the widths of travel lanes within the existing right-of-way; proposes streetscape design elements such as trees, benches, lighting, and other aesthetic elements; and identifies the locations where they would be applied. Design preference was given to elements that evoke the historic character of Main Street and provide opportunities to highlight the unique identity of the area. To provide a coherent and connected downtown area with a distinct sense of place, improvements to the side streets and alleys for better pedestrian and bicycle circulation are also provided.



A historic photo taken along Main Street. Note the use of awnings on shop fronts.



Downtown Cottage Grove area of project interest. Streets must be designed to equitably accommodate a wide variety of users, from pedestrians and cyclists to motorists, freight, and transit.

This plan provides a summary of the project work that has been completed and how that work informed the development of the Main Street design as a way to achieve the community’s vision for the area. Full reports are available in the appendices (under separate cover). The plan is broken up into five chapters:

- **Chapter 1, Introduction-** Provides an overview of the process and the objectives of the project.
- **Chapter 2, Planning Context and Concept Development-** Describes the plan’s relation to other City of Cottage Grove adopted plans and policies, the existing issues, the existing conditions, the design parameters, and the planning process.
- **Chapter 3, The Plan: Preferred Streetscape Concept-** Presents the layout, themes, and details of the design.
- **Chapter 4, Other Opportunity Areas-** Describes areas outside the scope of this plan, but which were identified through the planning process as areas for further study to support the activity of Main Street.

- **Chapter 5, Funding and Implementation-** Provides specific guidance for identifying funding sources and measures to implement the plan.



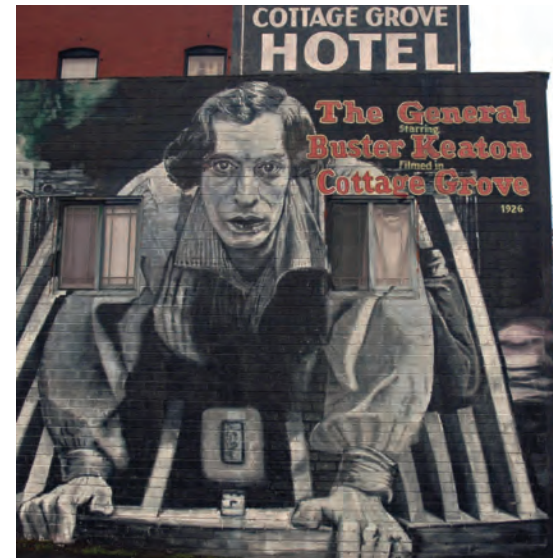
The historic armory building on 7th St., (top) and All-America City Square (bottom).

PROJECT OBJECTIVES AND CONSIDERATIONS

A city's streets, as the most abundant and heavily used of public spaces, are the predominant structure that informs the character of a city over time. Additionally, they are the public framework upon which land uses are organized, through which utilities are routed, and around which people's daily lives revolve. Pedestrians, cyclists, motorists, and transit riders of all ages and abilities must be able to move along and across a street and be accommodated in a safe and respectful fashion. Streets must be planned in consideration of guiding objectives that maximize their benefits for the community. For the purposes of this plan, a successful streetscape is one that:

- Makes the right-of-way accessible to all users, regardless of age, ability or mode of transportation.
- Supports the economic vitality of Main Street for businesses and residents.
- Incorporates the use of green approaches to design and construction that improve the long-term environmental performance of the street and the uses along it.
- Promotes understanding of historic preservation and restoration.
- Treats the planning of Main Street as a coordinated community design strategy.
- Enhances the attractiveness of the business district through design improvements that result in a reinvestment of public and private dollars in the downtown.
- Creates a consistent and memorable image for the street that reflects its history and character.
- Makes the street a safe, attractive, and comfortable place to bike or walk as part of the Covered Bridge Scenic Bikeway.

In addition to the functionality that streets require for their users, Main Street is special in that it is the backbone of the Cottage Grove Historic District. Not only must it provide for multi-modal movement, it must also function as an integral part of the district by complementing the historic buildings and promoting the area as the center of Cottage Grove.



Downtown Cottage Grove has several vintage-themed wall murals.



2. PLANNING CONTEXT AND CONCEPT DEVELOPMENT

EXISTING CONDITIONS

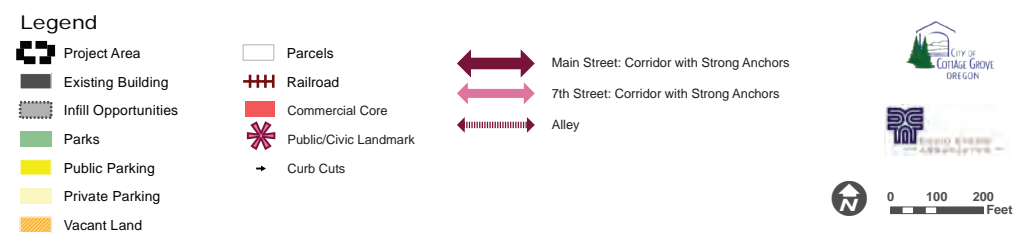
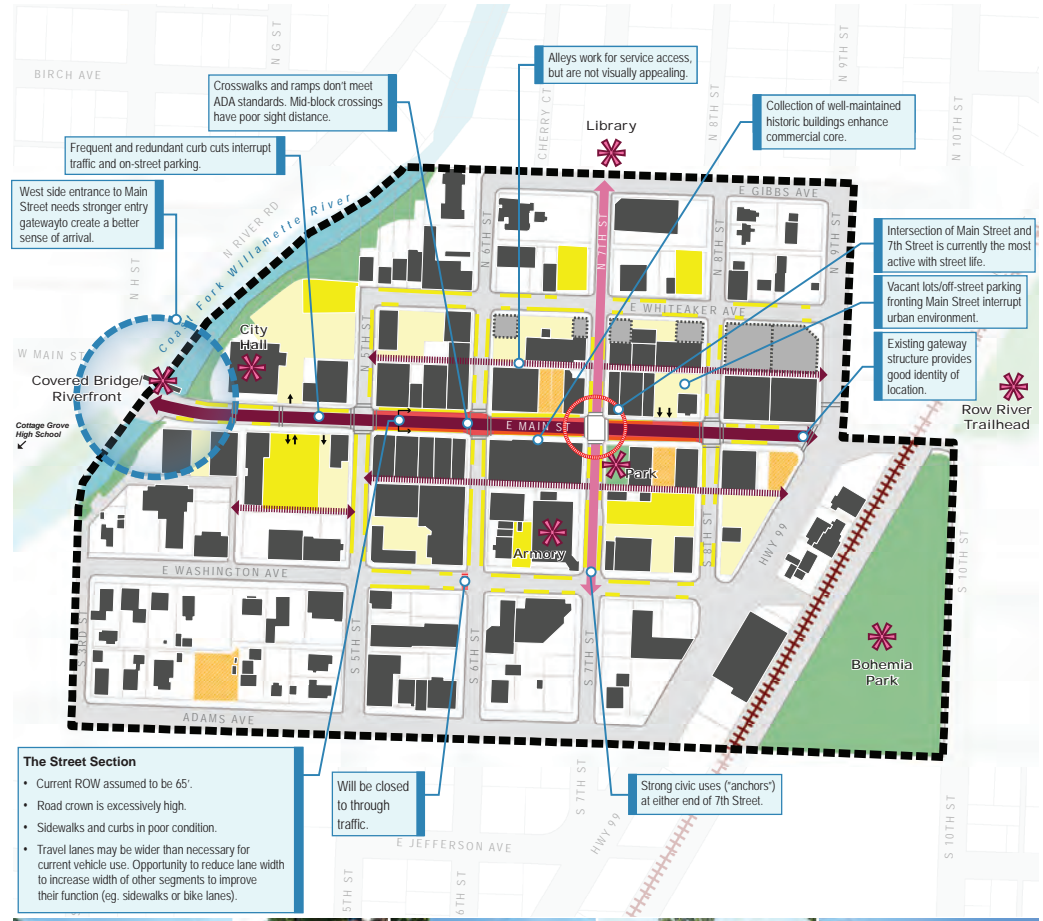
Main Street has many positive attributes that begin to provide a “sense of place” as a public realm. These attributes include historic buildings that have consistent frontages along the street and areas of active pedestrian use. However, Main Street is currently inhibited by its existing cross section, which fails to maximize the use of right-of-way for safe multi-modal travel; facilities that are in disrepair; and the lack of a consistent urban design palette that leverages Main Street’s appeal. A detailed review of the existing issues is provided in Appendix A. To summarize, overarching issues found in the study area include:

- **Street:** Pavement conditions on Main Street have deteriorated, and multiple overlays over the years have built up the pavement and caused excessive crowning of the pavement profile. The excessive crown can cause motorists to drive closer to the center of the road and can make the roadway travel lanes feel narrower than they actually are. The existing travel lanes on Main Street are approximately 16.5 feet wide, taking up a larger area of the 65 feet of right-of-way for vehicle travel than is typical on comparable streets.
- **Sidewalks:** Sidewalk width, currently 8 to 10 feet, does not allow for pedestrian flow and the use of sidewalks as social areas. Pedestrian routes and sidewalks don’t comply with Americans with Disabilities Act (ADA) standards and are in poor condition in many areas. Curb ramps on Main Street are inadequate, and they are missing on side streets.
- **Bike Facilities:** Bicyclists often ride on the sidewalks, which can create conflicts with pedestrians. Limited wayfinding and signage exists to appropriately direct bike travel and promote bike use. There is a lack of bike parking.



Existing streetscape and pedestrian environment.

- Parking:** Both on-street and off-street parking is provided on Main Street, but it is not well organized to maximize available space and in some cases interferes with multi-modal operations.
- Urban Design:** The urban design and streetscape elements (sidewalks, crosswalks, landscaping, awnings, lighting, street furnishings, signage, etc.) of Main Street are inconsistent. Street tree wells are not appropriately sized, and therefore trees are damaging the sidewalk.
- Wayfinding:** Wayfinding is lacking or too inconsistent to be effective in directing users to and from Main Street and to other key civic places, such as the library, city hall, bike routes, and the historic armory.
- Signage:** There is a lack of acknowledgement of Cottage Grove's historic significance or uniqueness.
- Utilities:** Existing stormwater runoff drains directly into the Coast Fork of the Willamette River without treatment.



An early site analysis and identified issues map.

POLICY FRAMEWORK

The plan was developed to be generally consistent with the purpose and intent of the following City of Cottage Grove documents (see Appendix B, Plan and Policy Review, for more detail):

- City of Cottage Grove Downtown Revitalization and Refinement Plan (2005)
- City of Cottage Grove Comprehensive Plan (Adopted 1980, Revised July 2012)
- City of Cottage Grove Transportation System Plan (2008)
- City of Cottage Grove Development Code
- City of Cottage Grove Downtown Historic District Design Guidelines (2007)

The plan meets the standards in Chapter 2.6.300 -- Historic Preservation (HP) Overlay District of the City of Cottage Grove Development Code. Additionally, it reflects the Downtown Historic District Design Guidelines to promote the historical character of the downtown and maintain the historical designation. In 2005, the Downtown Revitalization and Refinement Plan was adopted as a part of the Cottage Grove Transportation System Plan (TSP). The Downtown Revitalization and Refinement Plan included projects to improve functionality, safety, and appearance of two intersections (Main/Highway 99 and Main/10th Street), and provide a streetscape plan for the Cottage Grove downtown. The elements of the Downtown Revitalization and Refinement Plan that have not been completed are all related to the need to reconstruct Main Street. This plan refines and replaces the streetscape design for Main Street contained in the Downtown Revitalization and Refinement Plan.

The plan will be adopted as a Comprehensive Plan Amendment, and as a refinement plan to the TSP. The 2008 TSP is currently being updated, and the adoption process is anticipated to begin in November 2015. The plan will be reflected in the TSP update. In the 2008 TSP, the arterial cross section includes bike lanes and 11-foot travel lanes. However, the plan proposes a multi-modal cross section with shared bikes lanes due to the slow vehicle speeds, low traffic levels, and parallel on-street parking, and includes a motor vehicle travel lane that is 12-feet wide.

The plan will not modify traffic operations on Main Street or the side streets, although several people have discussed whether or not the existing signals on Main Street are necessary and if they can be replaced with four-way stop signs. Changes to traffic operations will be considered and reviewed as part of the TSP update. Operational changes, such as converting traffic signals to stop signs, could easily be integrated into the plan in the future.

PUBLIC ENGAGEMENT

Plan Advisory Committee

A Project Advisory Committee (PAC) made up of representatives of city departments, local businesses owners, property owners, and other interested stakeholders, was formed to provide guidance as the project progressed. The PAC reviewed project materials and provided initial feedback in support of the project objectives.

Based on the project objectives identified in Chapter 1 and the existing conditions issues discussed, a range of potential streetscape design elements were chosen for consideration in the plan design. These design elements included varying sidewalk widths, pavement design and treatments, street furnishings, and landscaping (see Appendix C, Streetscape Elements). These elements were then presented to the public and Project Advisory Committee (PAC). The more popular elements were arranged as two potential streetscape design alternatives and again presented to the PAC and the public. The results were then used to formulate a Preferred Alternative that became the basis of the plan, thus incorporating the results of the public engagement process.

Stakeholder Meetings

In addition to the Plan Advisory Committee meetings, three public events, and the website, stakeholder interviews were conducted with businesses, landowners, and local organizations to identify key issues that the project must

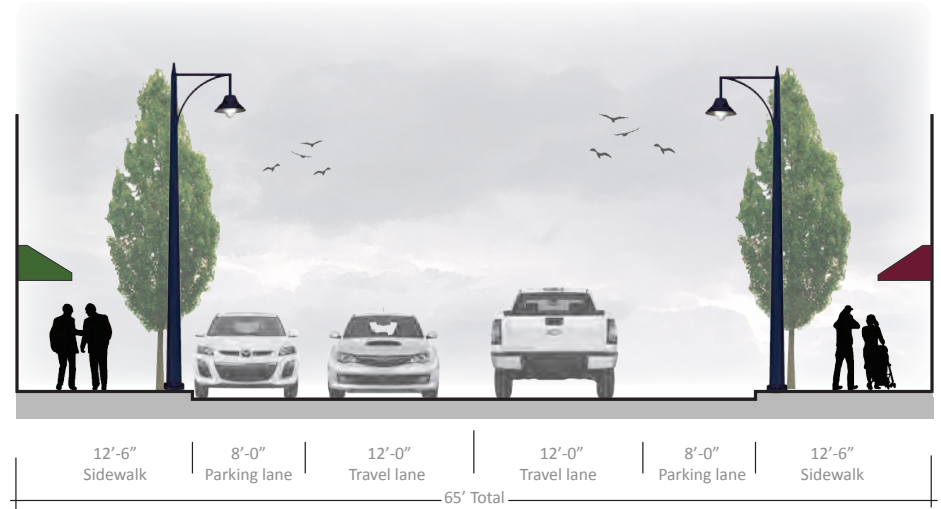
consider during the design process. The first round of stakeholder meetings occurred at the beginning of the project and represented businesses, historic preservation groups, and other interest groups. Another stakeholder meeting was held during the design refinement process, focused mainly on business owner concerns, but also covered a range of issues related to the project. This information was used to inform the design recommendations and identify communication strategies to improve turnout at the public events.

Public Event #1

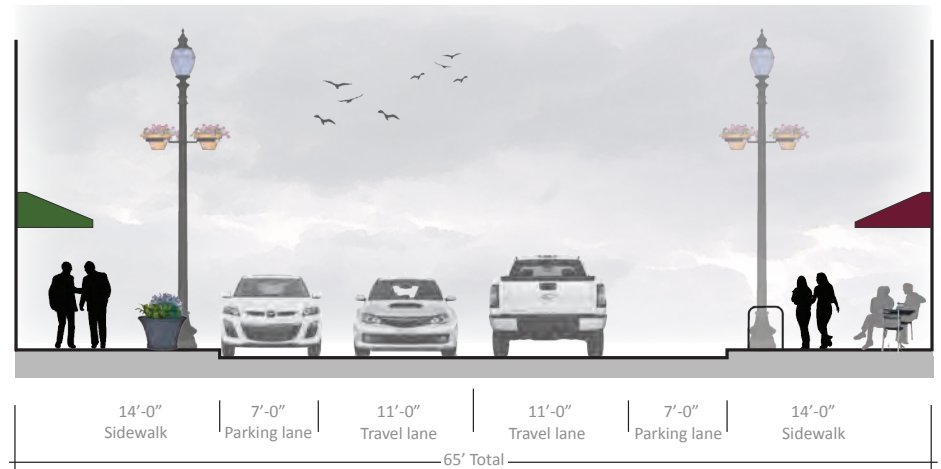
Approximately 70 people attended an open house on December 4, 2013, to discuss the potential streetscape design elements and provide input on the most important features to carry forward into the alternatives design process. After a presentation of the streetscape design elements, participants were asked to take part in two interactive exercises:

- **Street cross section configuration exercise.** Participants built their ideal Main Street by placing pieces of the street cross section, such as sidewalks, travel lanes, and landscape planters, on sections of a street to construct a roadway within 65 feet of right-of-way, the same width as Main Street.
- **Element selection exercise.** Meeting participants voted using sticky dots to identify their preferences for various streetscape elements.

In addition to these exercises at the open house, an online and paper survey was conducted that used the same images of streetscape elements and allowed participants to vote on the elements they found appealing. Input was tallied to provide an assessment of public support for project features (see Appendix D for the tallied table). Additional surveys were completed by high school students and others in the community, which were also included in the tally. As a result of this input, the number of potential streetscape design elements was reduced considerably. Multi-modal circulation features that were popular with the public included creating wider sidewalks and modifying alleys to create a public amenity that will increase use by pedestrians and bicyclists. Some of the popular aesthetic elements were varied stamped and/or colored concrete elements, wrought iron benches, old-fashioned streetlights, and hanging baskets.



Streetscape Concept Option 1: Section at Main Street.



Streetscape Concept Option 2: Section at Main Street.

Project Website:

A project website was created to provide easily accessible project information for the community. The website included an overview of the project objectives, the project timeline and schedule, project memorandum, graphics and other materials, public meeting information, and dates for upcoming public meetings. Additionally, it was a venue for an online survey that was used to gather data on streetscape design element preferences. <http://www.cottagegrovemainstreet.com/>

Public Event #2

Based on the public responses from the initial event and online surveys, two streetscape concepts were developed that synthesized the elements the community was most interested in. The primary differences between the concepts were that Option 1 included street trees on Main Street and a smaller sidewalk width 12.5 feet (see Appendix E for a detailed description of each concept). A festival street was proposed along 7th Street south of Main Street, including All-America City Square. Option 2 did not include street trees on Main Street (though they were included on side streets) and proposed a wider sidewalk width (14 feet).

The two streetscape design concepts were then presented at the second public event, an open house on March 5, 2014 to gather input on which design elements had the most support, and what changes were needed to meet the community’s needs. Approximately 30 people attended the open house to discuss the two concepts and provide input on the most important features from each to carry forward into the plan. After a presentation of both concepts, participants were asked to comment on the concepts by using sticky notes they could put on the displays and by filling out comment sheets. These responses were incorporated into the Preferred Streetscape Alternative, which integrates elements from the two streetscape design concepts presented. The preferred features from the March open house were similar to those from the previous open house. Some of the most popular features were improvement of the alleys, the landscaped frontage of the parking area across from city hall, and the festival street. Appendix D describes the specific comments that were provided on sticky notes on each of the draft streetscape design concepts.



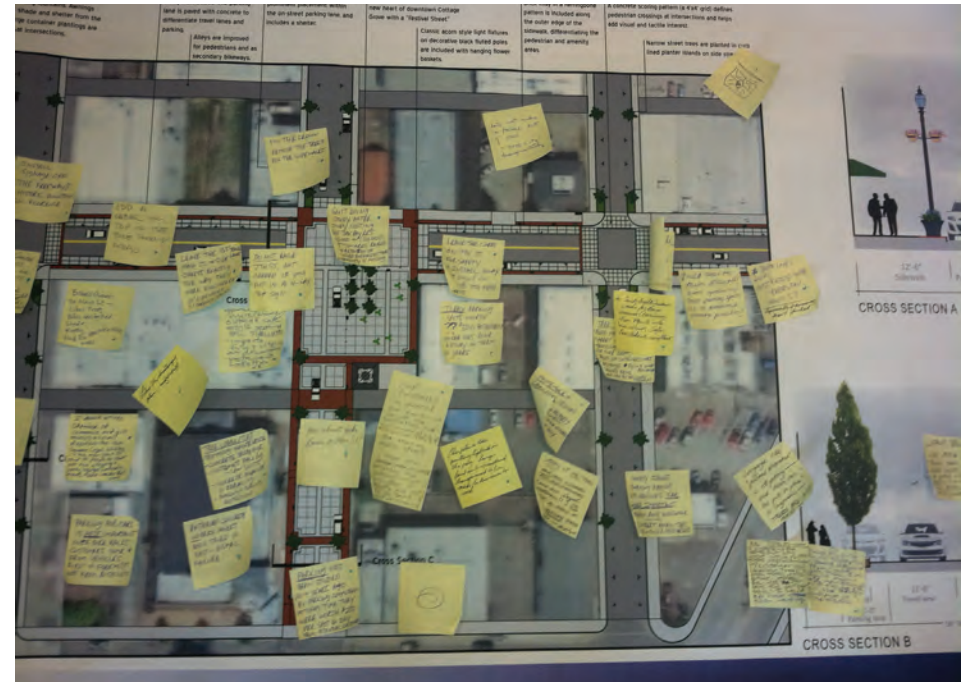
Open house participants use various street section components to design Main Street.

Public Event #3

A Draft Preferred Concept was presented to the public at an open house on May 13, 2014 (see Appendix F for a detailed description of the Planning Process). Approximately 40 people attended the open house. Participants at the open house were asked to comment on the Draft Preferred Concept by using sticky notes they could place on the graphics. Many of the comments (included in Appendix D) related to street trees on Main Street – for and against the inclusion of street trees. Based on this input, two options were included in the draft plan presented to the Planning Commission (with and without street trees on Main Street). Additional comments related to preserving the Opal Whitely mural in All-America City Square, bike parking locations, and funding and maintenance of awnings.

Planning Commission

The Planning Commission held two public hearings on the draft preferred plan. The first public hearing was on August 20, 2014. Approximately 20 people spoke at the public hearing. A petition signed by over 1,000 people was submitted to save the trees. The record was held open for two months to address requests for an arborist study of the trees on Main Street. Two arborist reports were prepared, with correlating findings recommending the removal of approximately half of the current trees, based on their current condition. The Plan Advisory Committee met with a representative of the Urban Forestry Committee on October 13, 2014, to review the findings of the arborists' reports. The PAC put forward a recommendation to revise the preferred plan, which included eliminating the option for no trees, planting new trees in a continuous planting strip along Main Street, deferring any alterations to All-America City Square to a separate planning effort, and maintaining 8' sidewalks on all side streets. This recommendation was submitted to the Planning Commission at their October 15th, 2014, meeting. Thirty-one citizens spoke at this public hearing. The Commission deliberated the testimony at a special meeting on October 29, 2014, and determined to recommend adoption of the plan with the PAC's suggested alterations with one additional modification (to limit the festival plaza to 7th Street). The draft plan was then edited for the City Council's review in February 2015. (See Appendix H for the Planning Commission's recommendations.)



Public event participants were asked to provide feedback on the design concepts using sticky notes on the presented graphics.

3. THE PLAN: PREFERRED STREETSCAPE CONCEPT

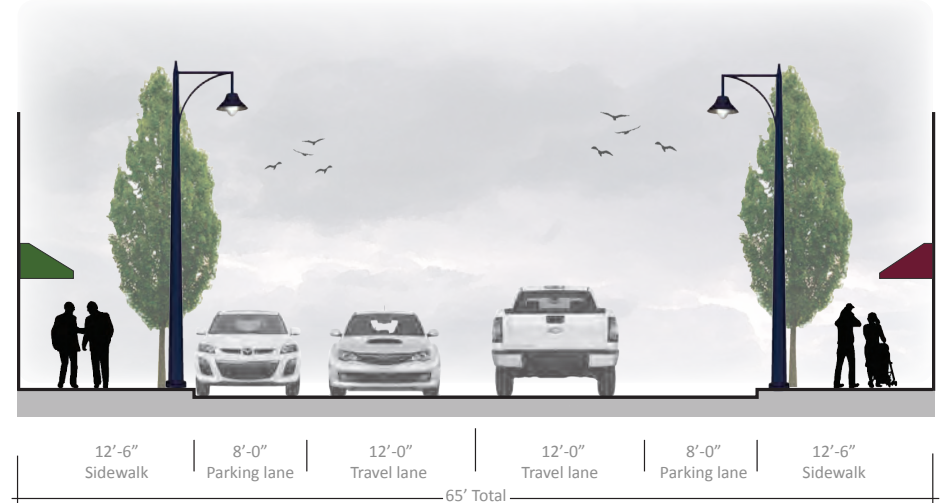
The preferred streetscape design is illustrated on pages 12 through 14 of this report. The design integrates multi-modal transportation and facility planning and urban design to provide a pedestrian-focused, attractive environment for the study area while maintaining traffic flow on Main Street.

MULTI-MODAL CROSS SECTION AND NETWORK

Cross Section

The multi-modal cross section of Main Street includes:

- **12-foot-wide shared travel lane.** The 12-foot lane width is narrower than the existing travel lanes which are approximately 16.5 feet wide in order to manage speed, shorten crossing distances for pedestrians, and allow for increased sidewalk width while not negatively affecting vehicle traffic, including truck traffic. Given the slow vehicle speeds, low traffic levels, and parallel on-street parking, bicyclists and vehicles share the travel lane.
- **8-foot-wide parking lane.** The 8-foot-wide parking lane for parallel parking will be maintained along Main Street. The spaces will be marked to provide a more efficient use of available on-street parking spaces and further demarcated with concrete in a grid scoring pattern.
- **12-foot 6-inch sidewalks.** Sidewalks will be widened from the current 8 to 10 feet to 12.5 feet, creating space for benches and seating, and providing a more comfortable pedestrian environment. There will be a 6-inch curb zone, a 4-foot-wide landscaping/furnishings zone, a 5-foot-wide pedestrian through zone, and a 3-foot-wide building frontage/furnishings zone with the required ADA clearance of 36 inches from furnishings, such as trees, benches, tables, bike racks, etc., as part of an unobstructed pedestrian travel zone.



Preferred cross section at Main Street.

Multi-modal Network

Additional multi-modal improvements that will provide for a more integrated network in the study area consist of:

- **Intersections and crosswalks.** All of the intersections are treated with the same decorative concrete paving and stamped and/or colored concrete band to delineate the pedestrian crossing areas.
- **Sheltered bike parking.** Bike parking is organized and enhanced. Bike parking is located in one on-street parking spot adjacent to Main Street, located north of Main Street on the east side of 7th Street, and one on-street parking spot south of Main Street on the west side of 5th Street. The bike parking shelters are designed to incorporate aesthetic details from iron work found at the Cottage Grove Armory.

MAIN STREET PREFERRED STREETScape PLAN

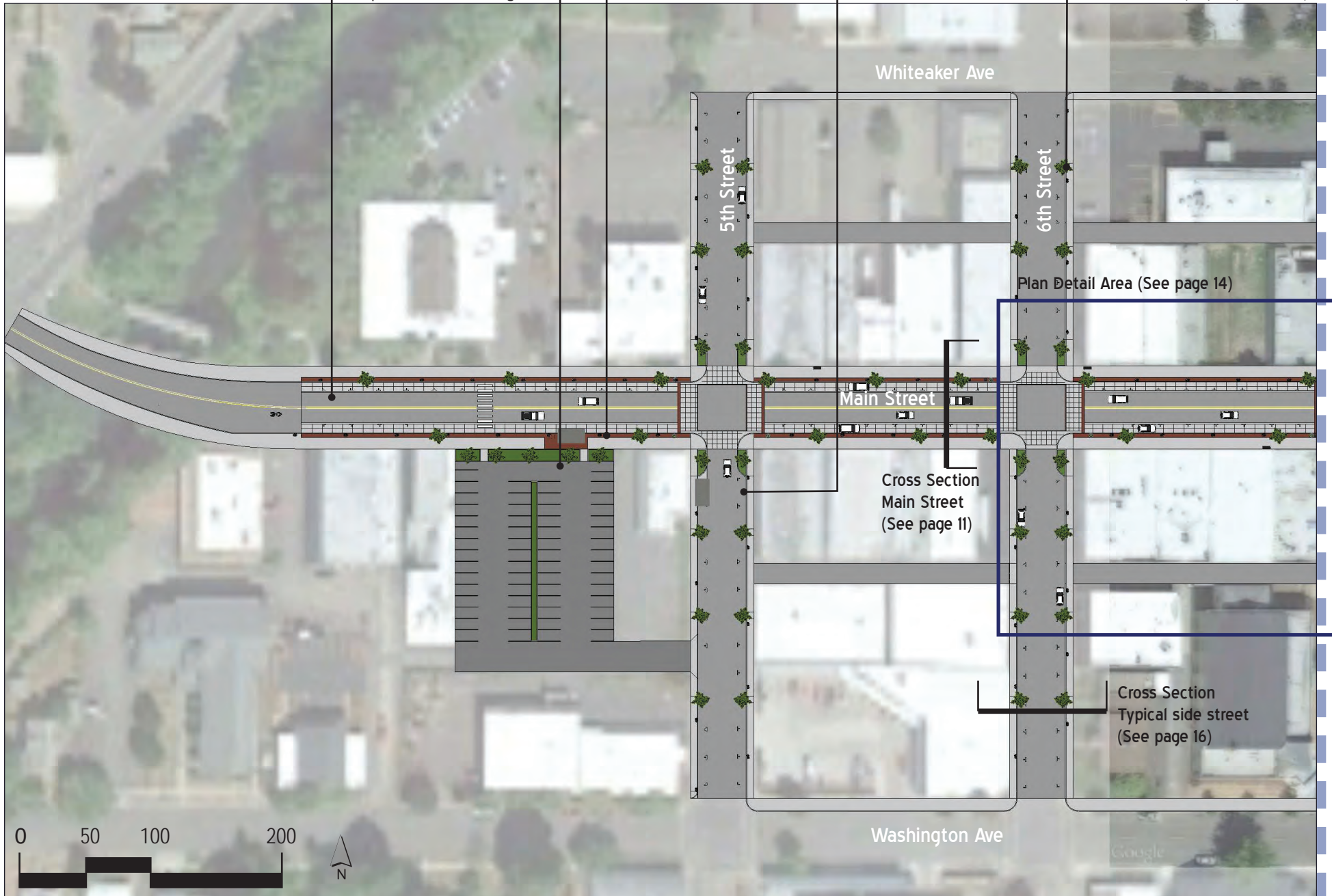
A second gateway arch is proposed at the west end of Main Street, matching the one near Highway 99. The arch could also be incorporated into the bridge.

The public parking lot is reconfigured to remove vehicle access from Main St. Access is provided from 5th St.

Custom-designed bus stop and shelter

Bike parking is enhanced by prominent placement within the on-street parking lane under a shelter. Drinking fountains are located nearby.

Street trees are included on side streets in curbed planters, and in select locations along Main Street, to maximize business visibility. Final location of street trees will be determined with property owner input.



On-street parking is maintained along Main St. The parking lane would be paved with concrete with a grid scoring pattern

7th Street is re-imagined as a curbsless 'Festival Street' (See Plan Detail)

Traffic-calming landscaped planters are located at intersections with Main Street

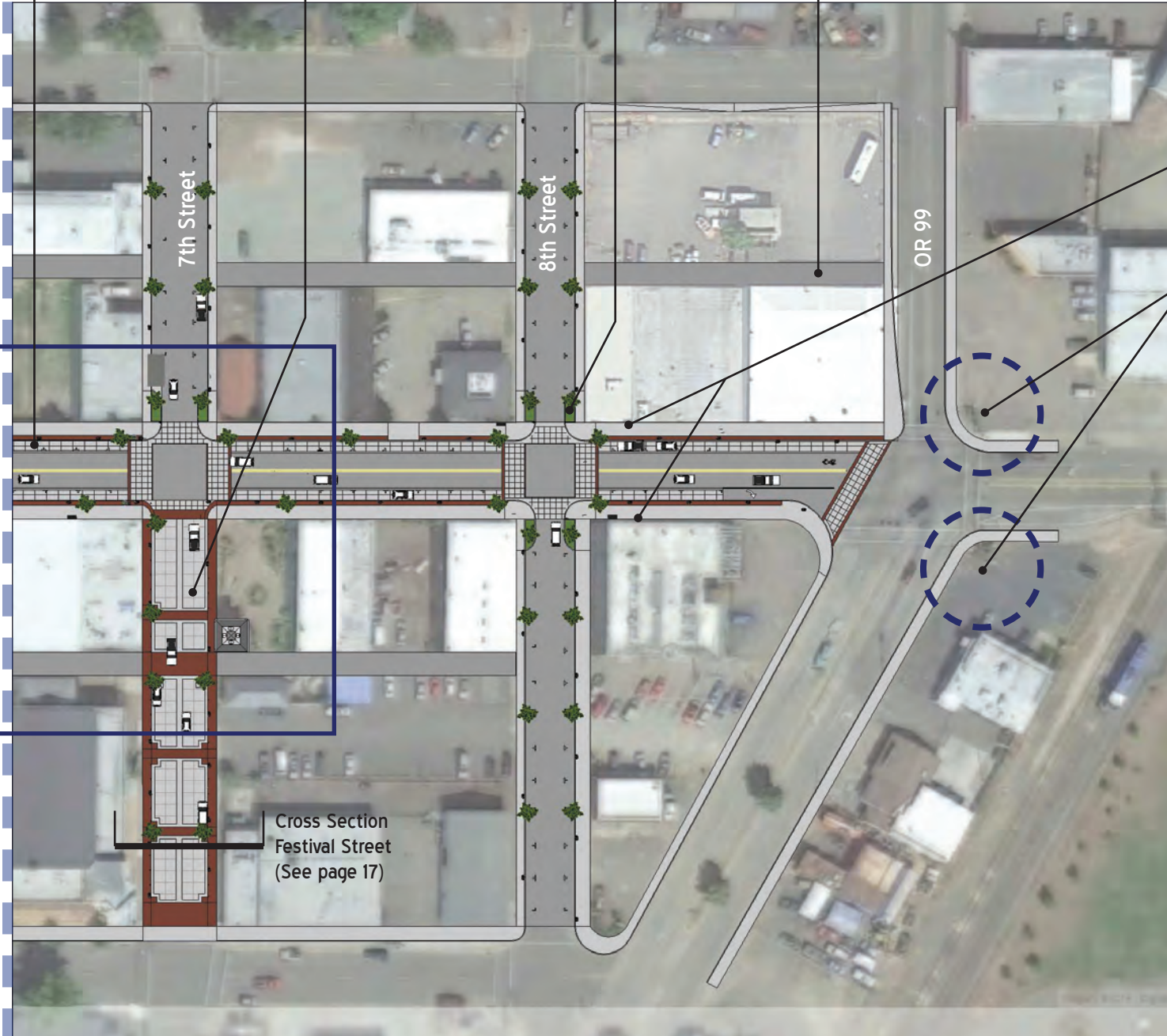
Alleys would be improved for pedestrian use and as secondary bikeways

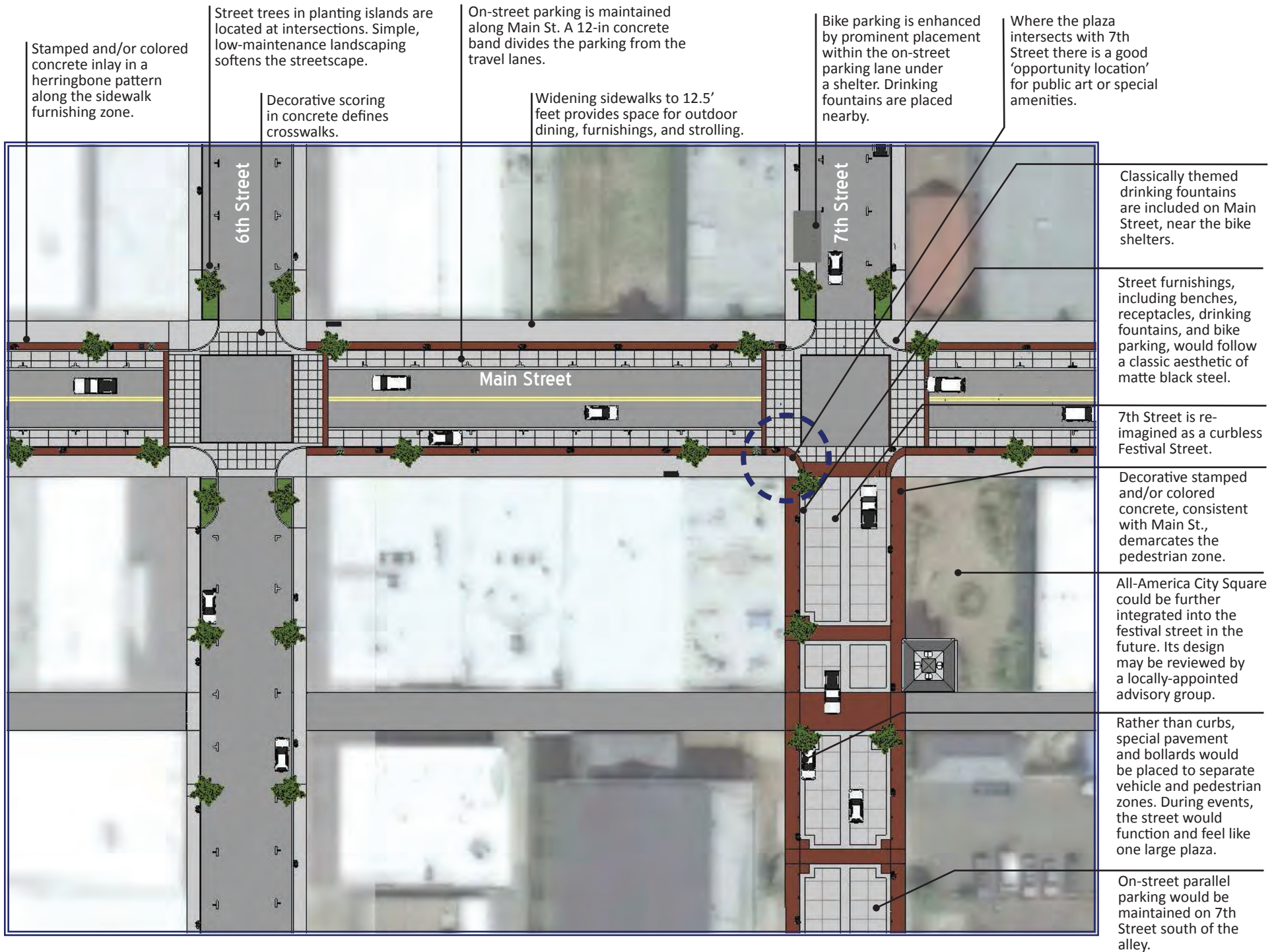
Awnings would be placed on most building facades, per historic guidelines

Opportunity location for prominent architecture or directional signage at these 'gateway' corners

Cross Section Festival Street (See page 17)

Note: street trees are shown schematically for illustrative and discussion purposes only. Final street tree placement will be determined by city staff in coordination with property owners.

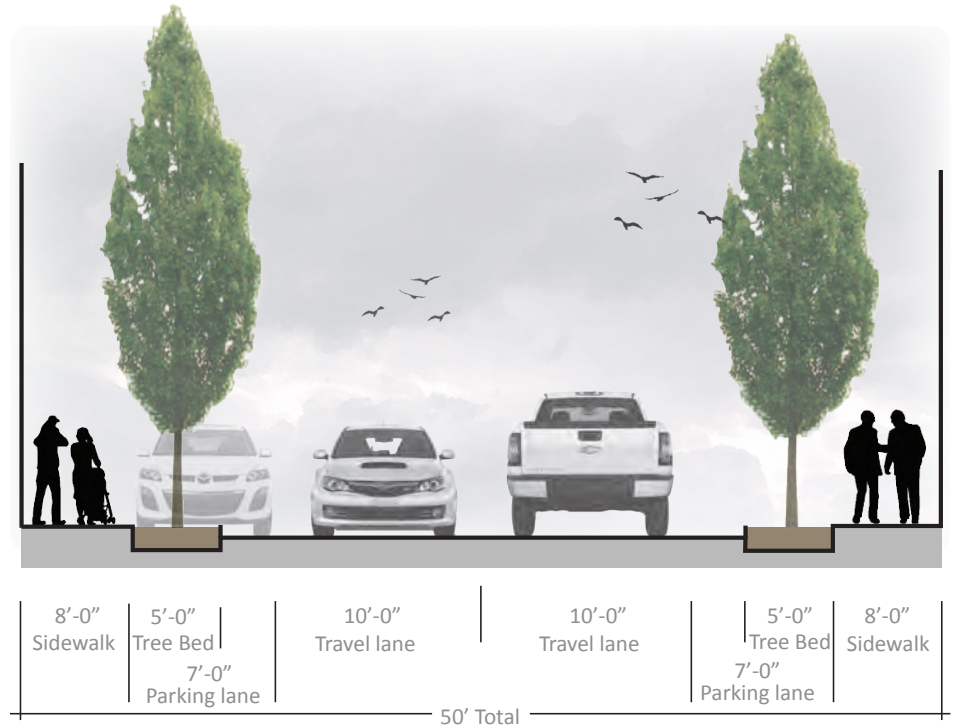




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Multi-modal Network (continued)

- **Sheltered bus stop.** A sheltered bus stop (across from city hall) will be provided in the same location as the existing bus stop and also incorporates the armory design details.
- **Alleys.** Alleys are repurposed as “people places” and secondary bikeways. Improvements to alleys include new pavement, decorative gateways at each block, and suspended lighting.
- **Side streets.** Improvements on the side streets include adding street trees and improving sidewalks to meet ADA standards in order to increase connectivity with Main Street.
- **ADA Compliance and Standards:** The plan was developed to be ADA-compliant. Although not all of these ADA compliance features are shown on the figures, they will include:
 - Sidewalks: Designed with a maximum slope of 2 percent.
 - Crosswalks: All crosswalks in the study area will feature pedestrian ramps, grade improvements, and audible signals where signals are warranted.
 - Transit stops: Improvements will be made to allow for ADA access through use of a bus lift. The locations of transit stops will not change.

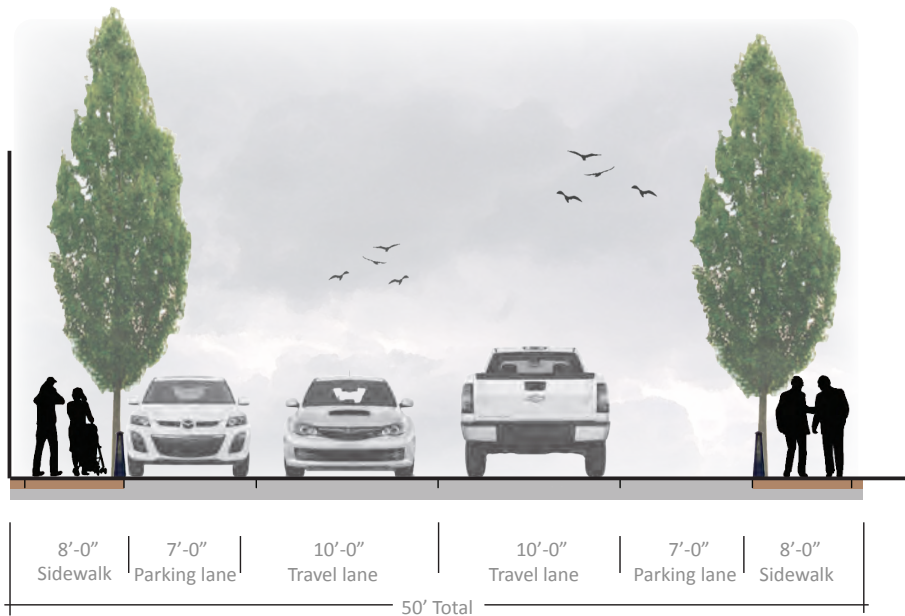


Section, typical for side streets.

Festival Street and All-America City Square

South of Main Street, 7th Street would be constructed as a curbless festival street that could be closed to vehicles to create a public event space. The festival street and the adjacent existing All-America City Square could be used for a variety of public gatherings. During events, the street would function and feel like one large plaza.

The festival street would be raised 6 inches above Main Street to be flush with curbs, resulting in a 'curbless' effect. The festival street would have special paving treatments and bollards to separate vehicle and pedestrian zones. Street furnishings, including benches, receptacles, and bike parking, would be matte black steel. Bistro style seating could be added to the plaza and would be in a contrasting color, and ideally, would be moveable. Within the 7th Street plaza, double-lamp poles would be used as well as overhead suspended lighting. Overhead suspended lighting was used historically on Main Street at some intersections and has been used in several locations where focused area lighting is appropriate. Street trees would be included along the festival street, to provide shade and seasonal interest.



Section at 7th Street festival street, south of Main Street.



Concept rendering from Main Street, looking west.

Aesthetic Features and Details

The design was developed to favor a timeless aesthetic within the existing historic context of downtown. A 3.5-foot-wide band of stamped and/or colored concrete is inlaid in a herringbone pattern in the sidewalk along the curb of Main Street, creating a cohesive pedestrian corridor and setting a historic tone for the streetscape. This stamped and/or colored concrete pattern is carried through onto the festival street portion of 7th Street. Black steel and Art Deco detailing provide a consistent look and feel for elements such as signposts and light poles, tree grates, benches, and trash receptacles.

The Armory building (and its unique Art Deco style) is identified as a primary resource in the Cottage Grove Downtown National Register Historic District. Incorporating the architectural details of the Armory into new streetscape elements, such as bike shelters or bus stops on Main Street creates a unifying connection between the unique historic and present features of the public realm. A sample amenities location plan is shown on page 20.

Additional amenities include:

- Regular water fountains are included on Main Street, near the bike shelters. The water fountains should also have the capability to fill water bottles for cyclists.
- A second gateway arch, matching the one near Highway 99, will be added at the west end of Main Street to signal to visitors that they are entering a distinct area.
- Awnings provide shade and recall the historic character of Main Street; they are recommended for the north side and, where appropriate, the south side of the street, as outlined in the City of Cottage Grove Downtown Historic District Design Guidelines.
- An anchoring element, such as a significant piece of art or a clock, for example, could be placed within All-America City Square or opposite it, across 7th Street, to demarcate the location as special. Providing unique and memorable features along Main Street would cue both residents and visitors to the significance of the street within the greater downtown historic district.



Selected complementary street furnishings, amenities, and finishes.

AMENITIES LOCATION PLAN

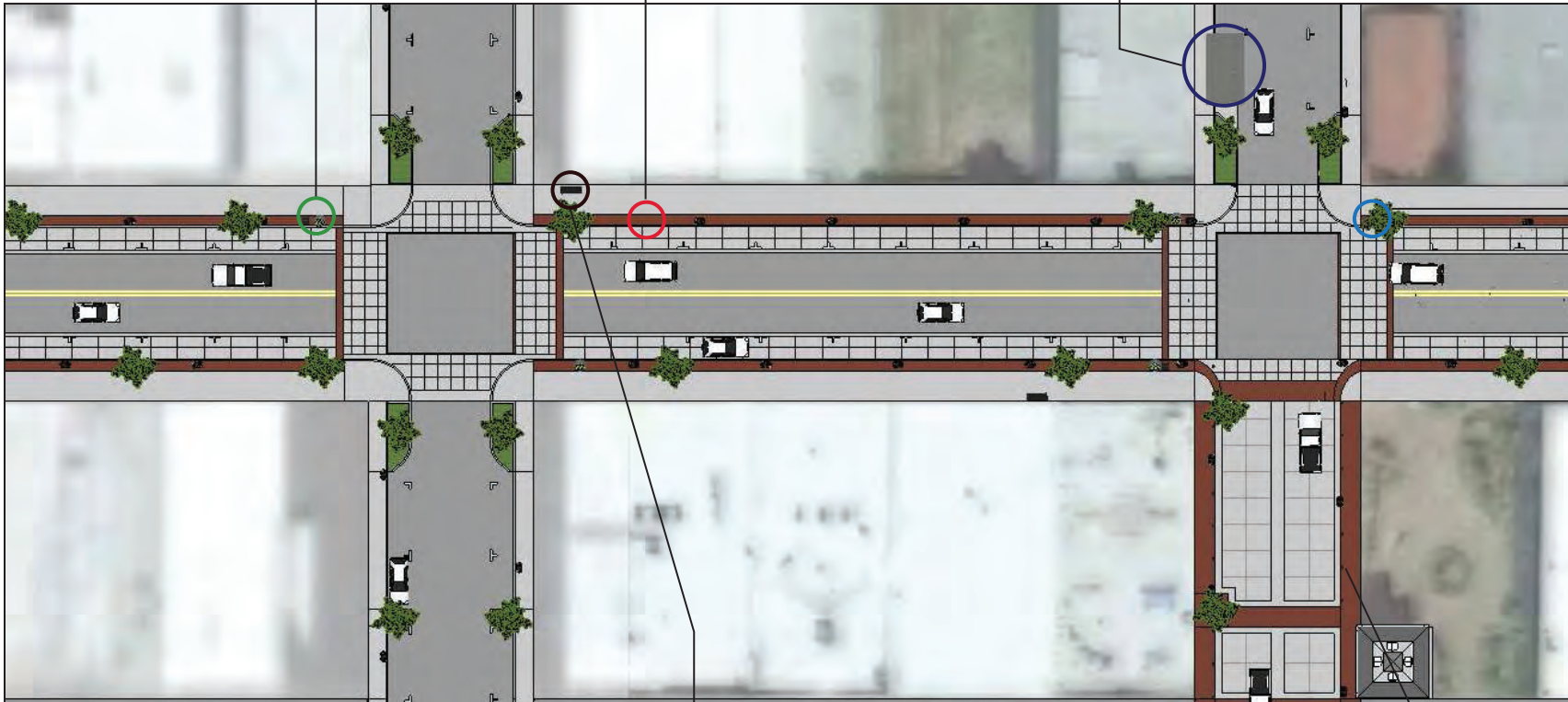


Planting Container

Stamped and/or Colored Concrete Paving



Bike Parking Shelter



Drinking Fountain, similar style



Bollards



Seating and Receptacles

Street Trees and Landscaping

Landscaping, including street trees, contributes to the quality of the streetscape environment by softening the appearance of urban infrastructure and provides water and air quality as well as safety benefits. Well placed and maintained landscape elements also enhance a community's 'sense of place' and provide an appealing environment for pedestrians to access and support small businesses.

Landscape elements provided in the streetscape design include street trees on Main Street (in a continuous planting strip with tree grates), and on side streets (in planted islands along 5th, 6th, 7th and 8th Streets), landscaped strips at intersections, baskets of flowering plants on street light poles, and large container plantings along Main Street. In combination, these elements will help to soften the built environment, enhance the aesthetics of Main Street, and provide environmental benefits. The specific landscaping amenities and plant palettes listed below were chosen to provide visual and tactile interest in all seasons, thrive in the conditions of the study area with low maintenance, and promote the sense of place unique to Cottage Grove with native plant species.

- **Street trees.** Street trees will be planted along Main Street as well as in curbed islands outside the sidewalk along streets intersecting Main within the historic district. The islands will also serve as a separation between parking spaces on the side street to minimize the loss of on-street parking while maintaining the existing sidewalk clear zone of 8 feet. A variety of street tree species is desired, and local leaders will work with business owners, urban arborists, and the forestry committee to select appropriate varieties. Strategic placement of street trees will also be critical along Main Street, to give trees room to grow while minimizing visual obstruction of business frontages and providing a consistent, appealing streetscape. To maximize tree health, a continuous volume of soil beneath the sidewalk along Main Street is recommended. See page 25 for more detailed description.
- **Hanging flower baskets.** These are included on light poles for seasonal beauty and place-making.
- **Landscaping strips and public parking lot frontage.** Trees, shrubs and groundcovers are proposed in planted beds located at intersections where



Street trees, such as Chanticleer pear or other proven street tree varieties, should be selected to provide environmental benefits as well as year round interest.

PLANTING LOCATION PLAN

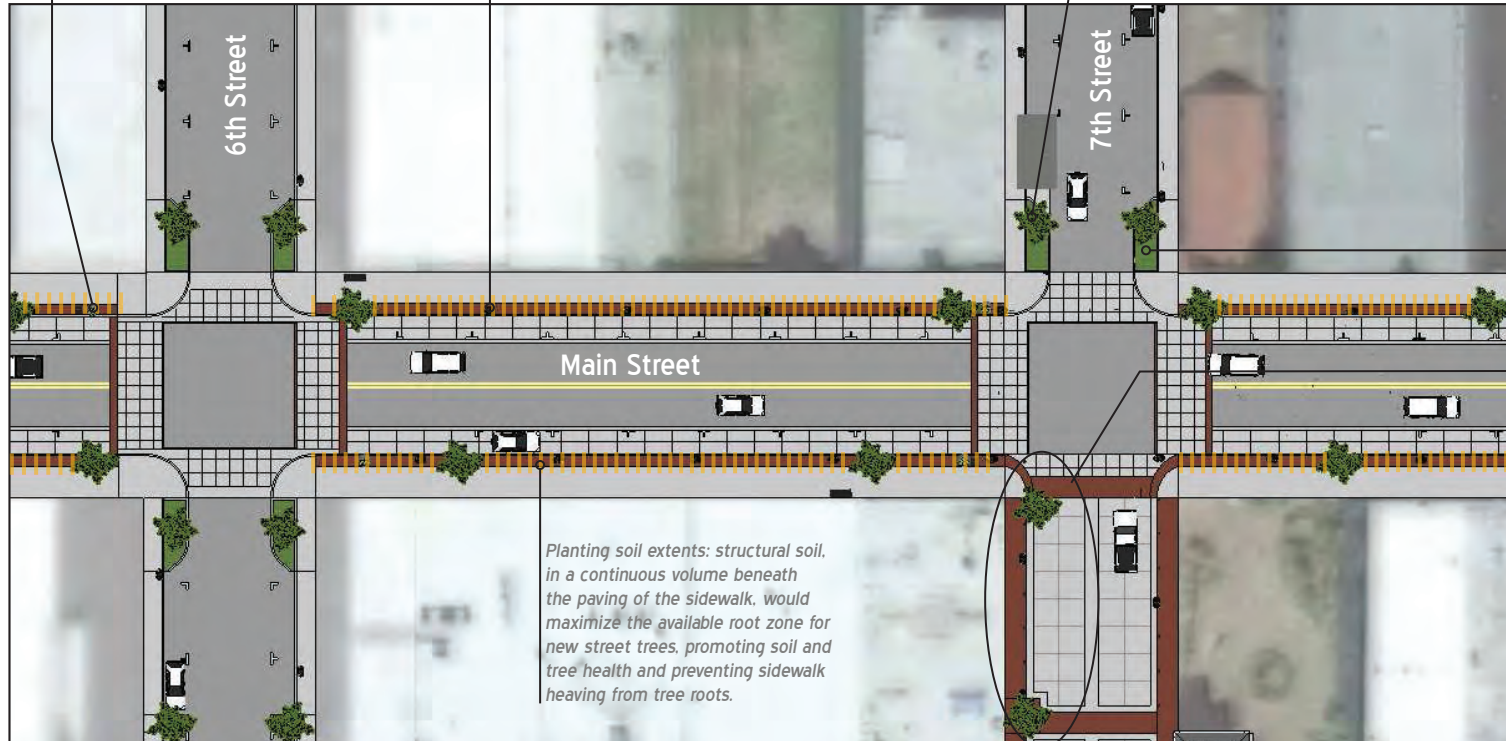
Planting Container



Hanging baskets on street light poles



Street Tree
Option:
Chanticleer
Pear



Landscaped bed

Festival Street Tree Option:
Red Maple



Note: street trees are shown schematically for illustrative and discussion purposes only. Final street tree placement will be determined by city staff in coordination with property owners.

Main and the numbered streets meet. A combination of flowering or evergreen native shrubs and groundcovers are proposed. Trees and groundcovers are also proposed in a landscape strip across Main Street from city hall, fronting the public parking lot where the existing vehicle access will be removed. A sample plant list for the intersection planted areas is provided in Table 3-1.



Example of a landscaped area at an intersection

- **Container plantings on sidewalks.** Container plantings will provide seasonal interest and foliage along the street. Planted containers will be placed at intersections and near city hall. The plants selected would provide food for birds and insects. Plant materials would be selected for low maintenance needs once established. Native perennials should be favored. A plant list is provided in Table 3-2.
- **Maintenance.** The City will pursue funding options to provide for the maintenance of street trees.

Table 3-1. PLANT LIST FOR INTERSECTION LANDSCAPED BEDS













| | PLANT NAME COMMON NAME/BOTANICAL | SIZE | NOTABLE FEATURES |
|---|--|-------------|--|
|  | Dense spreading yew / <i>Taxus x media 'Densiformis'</i> | 3'H x 4'W | <ul style="list-style-type: none"> • Evergreen foliage • Female plants produce bright red fruits in summer • Spreading form stays dense |
|  | Vine maple / <i>Acer circinatum</i> | 15'H x 5'W | <ul style="list-style-type: none"> • Native small deciduous tree • Offers inconspicuous spring flowers and vivid fall color |
|  | Kinnickinnick / <i>Arctostaphylos uva-ursi</i> | 6"H x 3' W | <ul style="list-style-type: none"> • Attractive native groundcover • Produces small flowers in spring and berries in summer |
|  | White flowering currant / <i>Ribes sanguineum 'White Icicle'</i> | 4'H x 3-4'W | <ul style="list-style-type: none"> • Native deciduous shrub produces profuse white flowers in late spring |
|  | Oregon iris / <i>Iris tenax</i> | 2'H x 6"W | <ul style="list-style-type: none"> • Native bulb with bright green strap-shaped foliage • Blue-purple flowers in summer; attracts pollinators |

Table 3-2. PLANT LIST FOR SIDEWALK CONTAINERS

| | PLANT NAME COMMON NAME/BOTANICAL | SIZE | NOTABLE FEATURES |
|---|---|--------------|--|
|  | Dwarf Hinoki cypress / <i>Chamaecyparis obtusa</i> 'Nana Gracilis' | 3'H x 2'W | <ul style="list-style-type: none"> • Evergreen foliage • Vertical form and interesting shape |
|  | Creeping Oregon grape / <i>Mahonia repens</i> | 1.5'H x 1' W | <ul style="list-style-type: none"> • Native spreading perennial with semi-evergreen foliage • Flowers and berries |
|  | Sword fern / <i>Polystichum munitum</i> (Shaded sites only) | 1'H x 2'W | <ul style="list-style-type: none"> • Bold colored foliage through spring, summer and fall |
|  | Bergenia / <i>Bergenia bessingham ruby</i> | 2'H x 1.5'W | <ul style="list-style-type: none"> • Bold colored and textured foliage in spring and summer • Brightly colored flowers on tall stems in spring |
|  | Hardy fuchsia / <i>Fuchsia genii</i> | 2'H x 2'W | <ul style="list-style-type: none"> • Fountain-shaped perennial • Brightly-colored flowers in summer attract butterflies and hummingbirds |
|  | Lithodora / <i>Lithodora spp.</i> | 4"H x 2'W | <ul style="list-style-type: none"> • Draping, prostrate form • Vivid blue flowers in summer; attracts pollinators |
|  | Oregon iris / <i>Iris tenax</i> | 2'H x 6"W | <ul style="list-style-type: none"> • Native bulb with bright green strap-shaped foliage • Blue-purple flowers in summer; attracts pollinators |



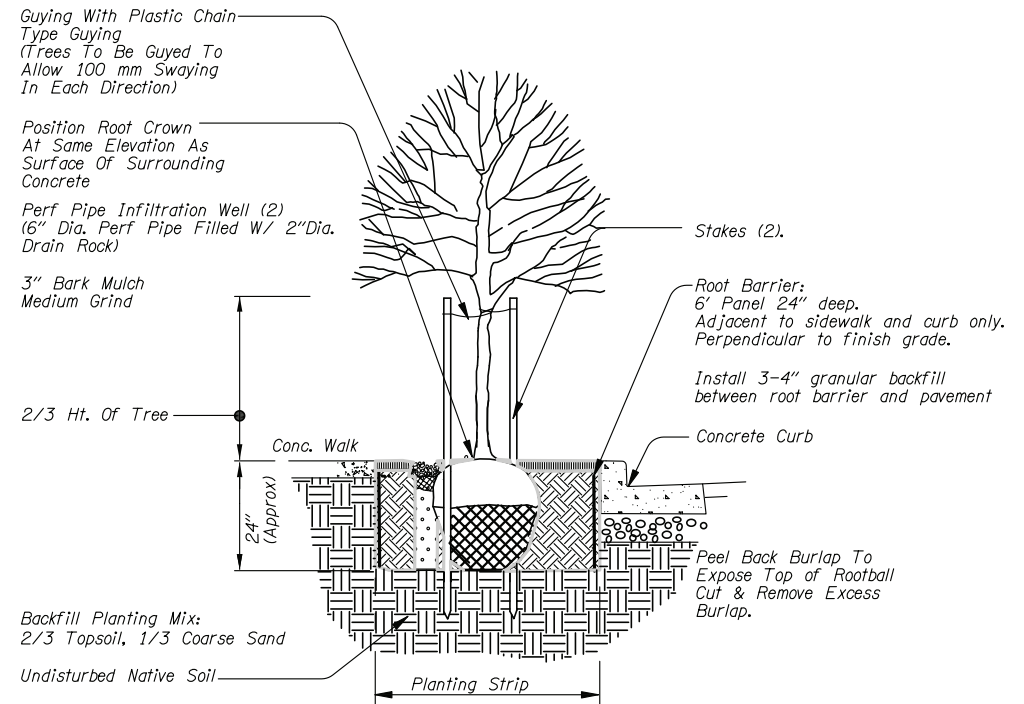
Container Style

Providing seasonal interest and foliage along the streetscape, planted containers will be included at intersections and near city hall. As the example image above demonstrates, container plantings can include many different plants for continuous interest. The plants selected would be attractive to birds and insects to maintain the character of today's All-America City Square. Plant materials would be drought tolerant and require little maintenance once established.

Street Trees on Main Street

At the Open House held on May 13, 2014, a streetscape design was introduced that did not include street trees on Main Street. Many citizens expressed their preference for street trees, so street trees were included for the final preferred design.

Species selection, installation design (allowing for healthy tree root systems) and tree placement will be critical success factors. Street trees should be carefully located at building corners (i.e., not directly in front of buildings) to the greatest extent practicable so as to maintain open views of businesses, while also keeping consistent spacing and not interfering with street lighting. A vertical canopy shape may be desirable to maintain views and the species would be chosen to be suitable for, and capable of thriving in, conditions of an urban hardscape. Possible species candidates include Chanticleer pear (*Pyrus calleryana* 'Chanticleer'), varieties of red maple (*Acer rubrum*), hedge maple (*Acer campestre*) or a larger choice, Homestead elm (*Ulmus* 'Homestead'). The City, with stakeholder involvement, may choose to develop an approved street tree list to help define appropriate choices.



TREE WELL AND DECIDUOUS TREE INSTALLATION

Street Tree Installation Diagram

Adequate root zone space helps urban trees thrive by providing porous soil, including oxygen and water-retention. An expanded root zone corridor, which would run continuously beneath the sidewalk, as shown in this diagram and in plan view on page 22, maximizes the available rooting space for street trees while still providing hardscape paving at the surface for pedestrians and streetscape amenities. Street trees installed with adequate rooting space would be less likely to buckle and damage public sidewalks, saving maintenance funds over the long term.

Parking

The streetscape plan was designed to maintain as many on- and off-street parking spaces as practicable. On-street parking will be provided on both sides of Main Street and the side streets to maximize parking stalls in the given available space. The off-street public parking lot across from City Hall will be reconfigured to remove the current vehicle access from Main Street, with access maintained from 5th Street. Removing this access will improve streetscape aesthetics for pedestrians, increase safety and maintain a consistent, attractive frontage along Main Street. A landscape strip between the parking lot and Main Street will provide a visual buffer for pedestrians from the parking area. Other existing parking areas, north of Main Street, will remain as-is, but improved signage will be installed along Main to identify their locations and direct travelers for improved wayfinding.

Additionally, ADA improvements in the plan—including universal curb ramps and a uniform road crown—will provide better access between these parking areas and Main Street and also provide accessible circulation throughout the downtown area. ADA-compliant parking will be provided in the public lot off of 5th Street. In addition, the inclusion of accessible on-street parking may be recommendable on Main Street in the future as space and circulation safety permits.



An example image of how street trees or other plantings can be creatively integrated into the streetscape. An approach like this appropriate for Cottage Grove is proposed along the side streets off Main Street.

Signage

The plan recommends locating signage to improve multi-modal circulation and access, and to make signage more consistent with the historical aesthetic feel of the study area. The signage plan includes:

- Bikeway route signs at the east and west Main Street entrances to the study area and sharrows on the pavement to signify that bikes are in the roadway.
- “Watch for pedestrians” signs to alert drivers in areas where there is high pedestrian traffic, such as near city hall and 7th Street.
- Parking signs to direct people from Main Street to parking lots off of Main Street and to clearly denote public parking areas.
- Wayfinding and interpretative signage to direct pedestrians to local attractions and resources, and to provide information on Cottage Grove’s historic district.

Additional signage, such as small, instructional signage, should be consolidated on light poles to the extent possible. Where additional signage may be needed, a decorative black, fluted pole should be used within the historic district to maintain a consistent aesthetic.

The unique historic qualities of Main Street were a defining theme of this plan. Interpretive elements identifying specific historical events are proposed. For example, stamped concrete text within the sidewalk would be an easy, low- maintenance option to provide some history of a person or an event, and would be difficult to vandalize.



Signage used for wayfinding and to express artistic or historically unique aspects of a place.



Examples of consolidated street sign styles.



Street Lighting

Lighting is a critical element of the project. At the public events, residents said that the existing lighting is not adequate and makes the area feel unsafe at night. The plan includes distinct lighting types, depending on location and need for the area. This includes:

- Main Street and side streets. Acorn -style lights similar to what is located on some parts of Main Street. Acorn style lights are staggered to provide a consistent lighting pattern and proper coverage. Along Main Street, the lights would also include hanging baskets.
- Festival Street. Double lamp poles and overhead suspended lights would be located in this area to provide a festival style lighting

SIGNAGE LOCATION PLAN



LEGEND

- 
Stop sign on decorative pole
- 
Public parking lot
- 
Public parking directional signage
- 
Watch for pedestrians sign
- 
Bike way sign
- 
Wayfinding and interpretive signage location
- 
Traffic light (existing)

Consolidated Signage
 Light poles should be used to the extent possible to carry small instructional signage. Where additional signage may be needed, a decorative black fluted pole should be used within the historic district to maintain the consistent aesthetic.

STREET LIGHTING PALETTE

Acorn Street Lights and Suspended Luminaires

Following a timeless style, acorn lamps will be included on a black, fluted aluminum or steel pole matching or complementary to the signpost style. Double lampposts (an example shown at bottom left) could be used within the 7th Street plaza with overhead suspended lighting, similar to the photo below. Lights like these were used historically on Main Street.



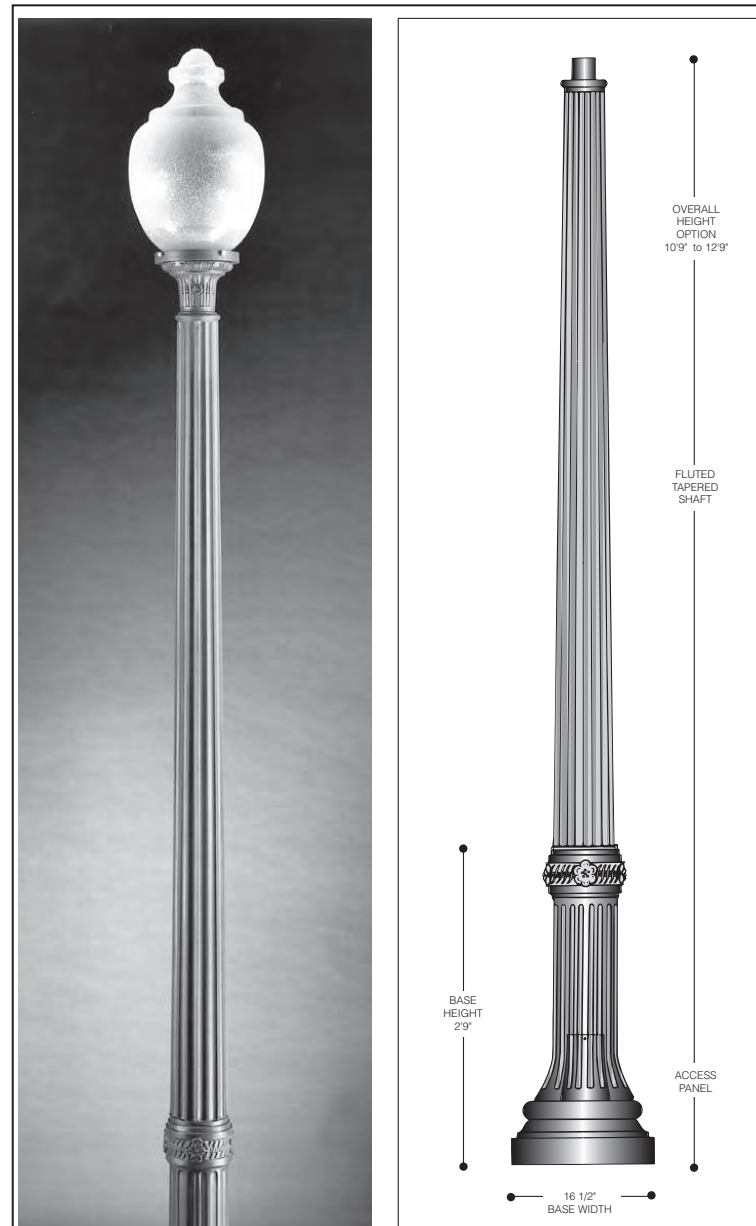
Examples of double and single lampposts.

pattern. The double lamp posts permit stringing the overhead suspended within the 7th Street/All-America City Square plaza area. Overhead suspended lighting was used historically on Main Street at some intersections and has been used in several locations in other communities where focused area lighting is appropriate.

- **Alleys.** Alleys would be lit with bistro-style hanging lights suspended from the sides of buildings. Globe style bistro lights are proposed in this area. The lights would be smaller than the hanging lights proposed for All-America City Square, given the more confined space.

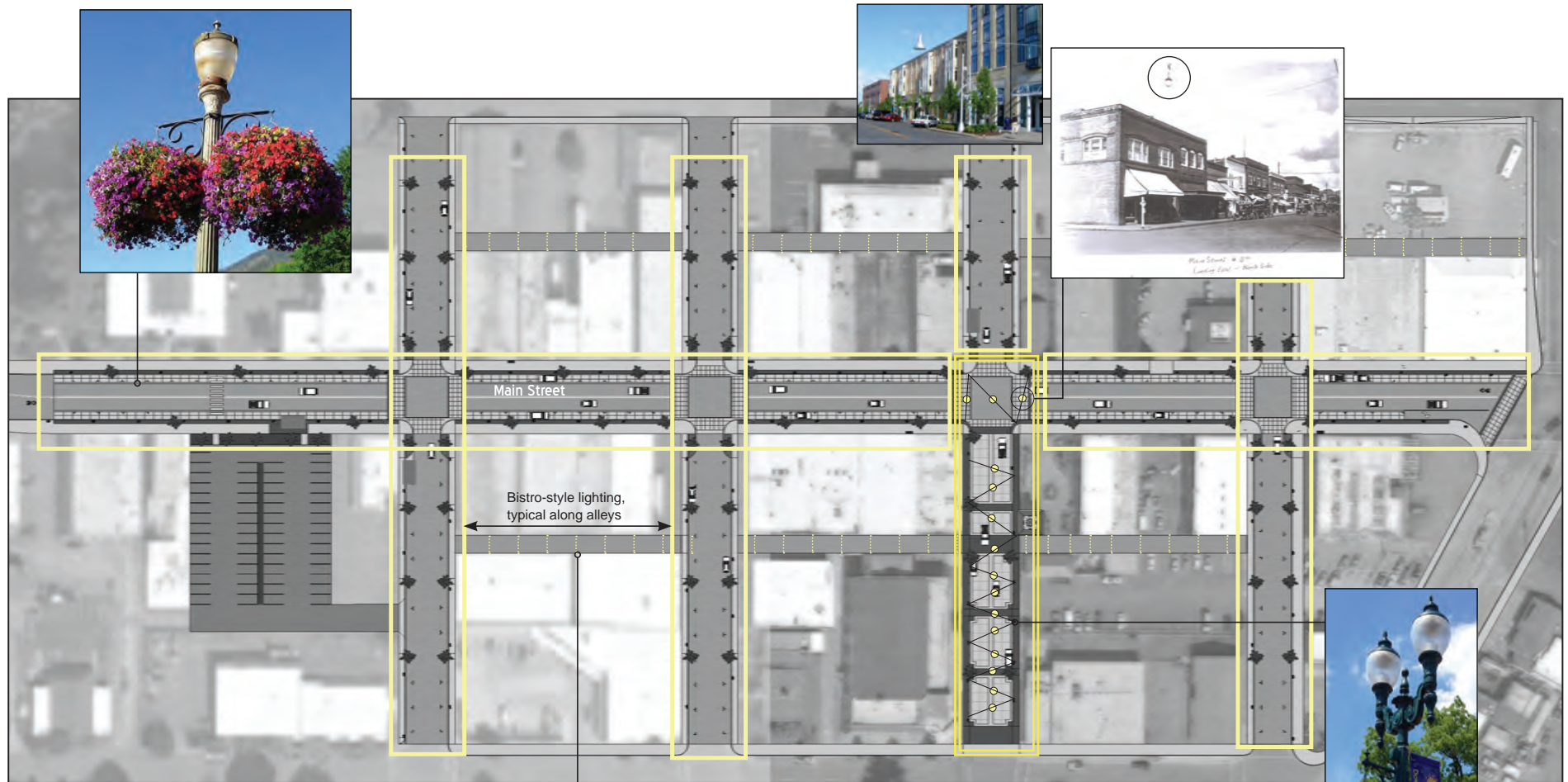
Utilities and Stormwater

Utilities to support public uses, such as water and electricity for events and activities, will be included in the reconstruction of the streets. Proposed utility improvements are shown on page 31. New utilities will connect to the existing utilities in 7th Street. Points of connection should be established as streetscape improvements are planned. Water should be provided for drinking and for efficient automatic irrigation, including for watering street trees and the hanging flower baskets on light poles. Electricity should be provided for all street lights and alley lighting. Stormwater runoff would flow to catch basins, similar to today, although the inlets would each have a cartridge to filter contaminants and debris in order to meet current stormwater standards.

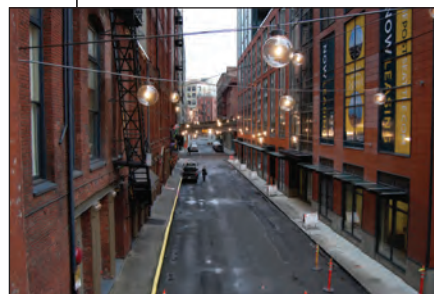


Selected lamppost: 'Harrisburg'.

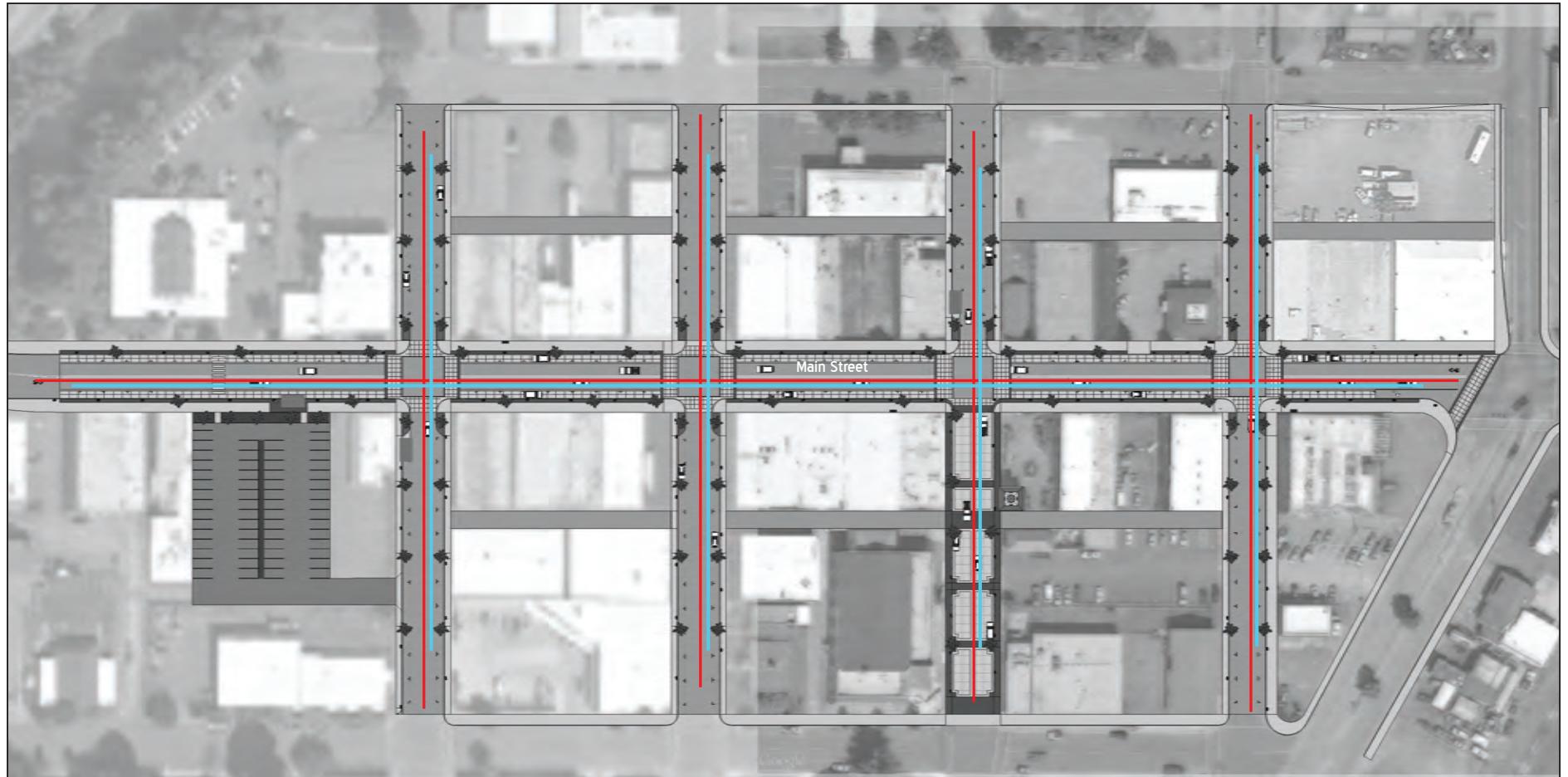
STREETSCAPE LIGHTING PLAN



- LEGEND
- Single lamppost
 - Double lamppost
 - Suspended luminaires
 - Alley 'bistro-style' lighting



PROPOSED UTILITIES PLAN



— Electrical

LEGEND — Water lines (for irrigation and drinking fountains)

4. OTHER OPPORTUNITY AREAS

Several key locations were identified during the planning process as opportunistic sites for enhancing the cohesiveness of the area, but were beyond the extent of the streetscape project. Three of these locations are the two gateway areas to Main Street (western and eastern) and All-America City Square in the central area of Main Street. These areas have the potential to be catalyst sites for Main Street and to drive future development. Although some improvements are presented in the plan for these areas, further planning and collaboration could pinpoint additional improvements and uses that would leverage these areas to the benefit of the community:

- **Western Gateway Area:** This area is along the river. The plan includes a gateway arch treatment for this segment that matches the existing one near Highway 99. However, this western gateway area also presents an opportunity to provide improved connectivity, access, and public spaces along the river. Additionally, some reconfiguring of publicly owned property could allow urban spaces in this area to accommodate new uses, such as food carts, and future buildings located along side streets could increase pedestrian activity.
- **Eastern Gateway Area:** There are currently few visual cues at the intersection of Main Street and Highway 99 that tell motorists they are entering a unique area. The eastern side of Highway 99 is an important component of the gateway to Main Street, and treating it as such, with special attention to building placement or identifiable features, would create a more deliberate urban environment that would draw attention to Main Street. Improvements in this area would provide a more cohesive connection between the Row River Trail and Covered Bridges Scenic Bikeway and the area east of Highway 99.
- **All-America City Square Area:** A concept for the Square was developed as part of the planning process to remove some of the barriers, provide a design aesthetic similar to the festival street, and establish a public space more directly incorporated into Main Street. After receiving public

comment at the Planning Commission, the PAC and Planning commission recommended that the design should retain the proposed festival plaza streetscape on 7th Street, but defer the remodeling of All-America City Square to a later date, and recommend the creation of a Council-appointed All-America City Square Parks Advisory Committee. The Parks Advisory Committee would be made up of community members and experts and would be charged with determining the future design of the All-America City Square, to solve issues such as visual obstruction, pedestrian flow, transient use, and maintenance and to integrate the Square into the festival street.

Continuing to study opportunities for improvements will result in a downtown that is well-integrated into surrounding areas through safe and successful multi-modal transportation linkages. Potential improvements could further protect and enhance the heritage of the area and draw attention to the natural and recreational resources (such as the Row River Trail) while promoting sustainable and long-term visions. Additionally, continual interest in making improvements in and adjacent to downtown Cottage Grove could increase the amount of usable public space and services, support economic development, and highlight the community of Cottage Grove.

5. FUNDING AND IMPLEMENTATION

In developing the plan, the collaborative efforts of stakeholders, including property owners, business owners, and residents, have been incorporated into the plan. Now the challenge is to convert this planning success into a constructed project, which requires a focused public infrastructure development process. This type of investment can be a powerful tool in transforming Downtown Cottage Grove and increasing the viability of desirable forms of development.

PHASING AND PROJECT COST

Funding for design and construction of the plan will ultimately dictate the phasing of the project, that is, whether it is broken into three projects or not. Generally, the elements that most directly address current safety and infrastructure needs have the highest priority for implementation. Second priority is given to elements that contribute to and enhance a cohesive and unique identity, and that focus improvements where the highest numbers of pedestrians exist. These priorities offer a logical way of sequencing phased improvements. With consideration of existing road conditions, and potential funding availability, priority is given, in order, to the following projects:

1. **Phase 1: Main Street** should be the first phase of the project to be implemented. Constructing Main Street first will enhance the overall physical character, public perception, and interest in the study area, which could in turn provide more urgency to implement subsequent phases.
2. **Phase 2: 7th Street/Festival Street** should be the second phase of the project. The proposed improvements give Cottage Grove a unique identity in the region and build upon the concept of Main Street as the neighborhood’s “front porch,” where people congregate.

3. **Phase 3: Side Street Improvements** should be the third and final phase of the project, because the side streets don’t experience the concentrated pedestrian use that Main Street does.

Total cost estimates for the project components are shown in Table 5-1, below. Estimates of construction costs are included for constructing the improvements both as a single project and as a three-phased effort. Detailed line item cost estimates for the project components are included in Appendix G. The cost estimates include construction, design engineering, construction engineering, and contingencies. These cost estimates will be used to assess the necessary funding amounts for further development and construction of the plan.

Table 5-1. Plan Cost Estimates by Phase*

| | LOCATION | COST, CONSTRUCTED AS ONE PROJECT | COST, PHASED CONSTRUCTION |
|---------|----------------------------|--|------------------------------|
| Phase 1 | Main Street | -- | \$4,232,000 |
| Phase 2 | 7th Street/Festival Street | -- | \$1,409,000 |
| Phase 3 | Side streets | -- | \$3,617,000 |
| | TOTAL | \$8,054,000 | \$9,258,000 |

* Amounts shown are representative of 2014 unit costs.

FUNDING AND FINANCING SOURCES

Even with phased implementation of the plan, more than one funding source, or match, for each phase will be required. A variety of funding sources are available for future design and construction of the plan, and elements of the plan may be eligible for funding sources separately or together. The type and location of the proposed improvements are also important considerations. For example, most of the study area is within the Cottage Grove Downtown Historic District, which was designated as a Local Historic District on the National Register of Historic Places in 1993. The historic designation may make the proposed improvements eligible for several state grant programs. With respect to funding sources, specific design details, such as road and sidewalk widths and pavement design, are not relevant. Therefore, to identify potential funding sources, the plan elements such as signage, lighting, and historical features were taken into account. Appendix G provides a list of each potential funding and financing source. All of the elements of the plan could be eligible under all of the sources identified in Attachment B, with the exception of the NEA Our Town program, which may apply only to the roadway improvements and the gateway.

IMPLEMENTATION STRATEGY

To implement the plan, several types of actions are required. These actions are grouped into three major categories of interventions: Regulatory, Leadership and Community Engagement, and Funding Strategies and Sources. The actions are listed in Table 5-2, Key Actions Punch List. Appendix G describes the actions in more detail and includes considerations to take into account to lessen the impacts to the community during construction of the plan.

Funding and constructing the project will be long term process, particularly if the project is constructed in phases. However, there are several early action implementation measures, such as aligning interest groups, identifying funding partners to help provide the local match that is often required, and maintaining energy to construct the project that can begin now. Applying for and receiving funding is an uncertain endeavor and can take several years, which means that realizing the plan could take five to ten years to complete, depending on how successful the City is in allocating local funds and receiving state and federal grants.

Table 5-2. Key Actions Punch List (note: stages may run concurrently)

| Action Reference # | Action | Timing | Primary Responsible Parties | Partners |
|---|--|---|--|--|
| Stage 1. Regulatory Action | | | | |
| 1a | Adopt the Plan and Stick to It | Immediate | City Planning Division/Planning Commission/ City Council | Neighborhood groups, property owners, key stakeholders |
| 1b | Amend the Cottage Grove Transportation element of the Comprehensive Plan | After Plan adoption | | |
| 1c | Amend City of Cottage Grove Design Standards | After Plan adoption | | |
| Stage 2. Leadership and Community Engagement Actions | | | | |
| 2a | Create an Advisory Committee to Provide Ongoing Guidance | Summer 2015, after adoption; Ongoing until all phases have been implemented | City Planning Division/Stakeholders | Property owners, project advocates, key stakeholders, and businesses |
| 2b | Create a Year-One Action Plan | Summer 2015, after adoption | | |
| 2c | Support the Economic and Business Improvement District (EBID) | 0-1 year | | |
| 2d | Encourage Stakeholder Advocacy | 0-1 year | | |
| 2e | Identify Project Advocates | 0-1 year | | |
| 2f | Create an All American Square and Main Street Advisory Committee | 0-1 year | | Cottage Grove Garden Club, EBID |
| Stage 3. Funding Strategies | | | | |
| 3a | Identify a Funding Manager to Manage and Coordinate Funding Resources. | Immediate and Ongoing | City Planning and Engineering Divisions | PAC |
| 3b | Review Existing Funding Sources | Summer 2015 | City Planning and Engineering Divisions, | PAC |
| 3c | Evaluate Urban Renewal District/ Tax Increment Financing (TIF) as a Funding Tool | 0-1 year | City Planning and Engineering Divisions, City Council | Property and business owners |
| 3d | Evaluate Local Improvement Districts (LIDs) for Specific Projects | 0-1 year | City Planning and Engineering Divisions, City Council | Property and business owners |
| 3e | Evaluate City Façade Grant Program | 0-1 year | City Planning and Engineering Divisions, City Council | Property and business owners |

