CANBY DOWNTOWN PLAN
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CANBY DOWNTOWN PLAN
CANBY IMAGES
DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETEK
CHAPTER 1. INTRODUCTION TO THE CANBY DOWNTOWN PLAN

Over the last decade, the City of Canby’s strong agricultural history and excellent location have resulted in residential, commercial, and industrial growth. However, a significant portion of commercial growth has occurred along Highway 99E, with the City’s older downtown intact but struggling. The downtown is disconnected from the commercial development along Highway 99E by the railroad tracks.

Canby wants to enhance and promote its downtown. The challenge has been to keep the downtown friendly and local while making it more attractive to commuters and visitors. In recent years, a group called Canby Business Revitalization has been formed to guide revitalization efforts, and the Canby Chamber of Commerce has organized efforts to promote the downtown.

In 1998, the City voted in a Commercial Economic Improvement District (EID), where local property owners have agreed to tax themselves to pay for projects to revitalize the downtown commercial core. In 1999, the City adopted an Urban Renewal District (URD) to utilize tax increment financing to pay for projects.

As part of these efforts to improve downtown, the City recognized the need to coordinate and expand previously created plans for the downtown, including a marketing analysis, transportation study, and several visioning programs. To this end, Canby created this Canby Downtown Plan. The Plan includes public and business participation to find ways to meet the community’s objectives. The Plan focuses the direction for revitalization through marketing, strengthening the connection between the downtown and the highway, and design improvements to the downtown.

PLAN AREA

The plan area encompasses the City of Canby’s Economic Improvement Districts shown in Figure 1. The plan area stretches from SW Second Avenue to NW Fourth Avenue and from Cedar Street on the west to Cutsforth’s Market on the east.

The project Steering Committee directed the main focus of this plan on the downtown area. This area, referred to throughout this plan as the “downtown,” constitutes a smaller area than the EID, and is defined by the City’s C-1 zone, as shown in Figure 2.

The downtown includes the older downtown area, Wait Park, a section of Highway 99E and the railroad, and several areas of residential development. (This plan recommends slightly expanding the C-1 zone to include the railroad right-of-way. Please see Chapter 7.)

The potential for redeveloping SW Second is also discussed.

PLAN ORGANIZATION

The Canby Downtown Plan is organized into six chapters:

- Chapter 2: Downtown Canby Today – provides a snapshot of existing downtown Canby, especially as relates to transportation and design conditions.
- Chapter 3: Canby’s Challenges – describes the possibilities presented by Canby’s current conditions, especially relating to transportation in downtown Canby.
- Chapter 4: Design Elements For Canby – examines the existing, desired, and proposed design elements in the public and private realm.
- Chapter 5: Canby’s Market Assessment and Strategy – summarizes the market conditions and proposed strategies for marketing downtown Canby.
- Chapter 6: Revitalization Projects – based on the information and analysis in Chapters 2-5, private and public projects to move downtown Canby towards its goals are listed, including priorities and estimated costs.
- Chapter 7: Policy and Code Revision – includes language to amend the City Comprehensive Plan, Transportation System Plan, and City Codes needed to implement this Plan.

PROJECT GOALS

Through interviews with stakeholders, meetings with the Task Force, and a series of three design workshops and public meetings, the following project goals were identified for downtown Canby:

- Beautification
- Economic health
- Connectivity to Highway 99E
- Diversity of uses

PUBLIC INVOLVEMENT

Public involvement was an essential component of this Plan. The project was guided by an active Task Force consisting of downtown merchants, business owners, historians, staff, and citizens. Marketing interviews and surveys were also conducted.

The project was started off by a Town Hall Meeting to review existing plans and to brainstorm. Following the Town Hall, a series of three all-day workshops were held throughout the summer of 2000. These generated numerous comments, maps, and sketches that form the basis for this plan.

The schedule below shows the major steps of the Canby Downtown Development Plan public involvement process:

- Kick-off Walking Tour – June, 2000
- Town Hall Meeting – July, 2000
- Charrette (Workshop) Sessions – August and September, 2000
- Meeting with Stakeholders – October, 2000
- Meeting with Task Force – October, 2000
- Public Meeting for Market Assessment – November, 2000
- Public Meeting for Final Draft – February 22, 2001
- Work Sessions with Planning Commission – April, 2001
- Presentation of Final Plan to City Council – May, 2001

NEXT STEPS

The City of Canby will adopt this plan, along with recommended changes to policies in the City’s Comprehensive Plan, Transportation System Plan, and code language. Following adoption, the City will be able to detail design development and construction documents, as well as implementing suggested leadership, organization, and marketing concepts. Chapter 6 lists projects and priorities, and Chapter 7 provides policy and code language.
CHAPTER 2  DOWNTOWN CANBY TODAY

This chapter provides a snapshot of conditions in downtown Canby—what works and what doesn’t—with an emphasis on transportation and design. Marketing issues are discussed separately in Chapter 5.

LAND USE PATTERN

The land use patterns in the study area are dominated by the highway and downtown. The highway is mainly auto-oriented strip commercial. The downtown consists of a more traditional grid street system. The downtown area includes the city hall, police station, public library, a variety of small offices, businesses, and shops, a public park, several coffee shops, a restaurant and a grocery store.

First Avenue and Grant Street have traditional downtown building patterns, with continuous storefronts and older buildings. NW Second Avenue, on the other hand, was largely redeveloped during the 1960s. Most of these more recent structures are one-story and separated from adjacent buildings, many with off-street parking.

Several sources were examined to develop the basis for the land use pattern analysis: zoning, actual development pattern, and building types. The City of Canby has an existing Geographic Information System (GIS) database that includes a great deal of useful information. This information is summarized in the following figures:

- Figure 2 shows the current zoning for the study area.
- Figure 3 shows the dates that buildings were constructed to provide historical context.
- Figure 4 identifies lots in the study area that are either undeveloped (with no existing buildings) or underdeveloped (with buildings valued at less than 30% of total assessed value), according to the GIS database.
- Figure 5 illustrates important building types and design elements in the downtown, with photographs keyed to the base map.
- Information on the history of downtown Canby was provided by local historian Peggy Sigler.

TRANSPORTATION

This description of transportation movements and connectivity through Downtown Canby is based on the Canby Transportation System Plan (TSP), adopted in April, 2000. This review of the TSP focused on the study area, as shown in Figure 1. The study area includes Highway 99E (State District highway), Ivy Street, (City arterial), and a number of other streets classified as collectors, neighborhood connectors, or local streets. The TSP mainly addresses motor vehicles, although other modes are mentioned. A combination of the TSP and field observations concludes that the following traffic movements prevail in the study area.

Pedestrians

No pedestrian counts were included in the Canby TSP, so the following description of pedestrian movement is based on interviews and field observations over several weekdays encompassing both morning and evening peak traffic periods.

Pedestrian movement in the study area is within the downtown core north of the highway and railroad tracks. Highest weekday pedestrian activity was observed on NW First and Second Avenues, Grant and Holly Streets, particularly in the vicinity of the library and Wait Park. Weekday pedestrian activity in the downtown is largely absent after most businesses close, around 5:30 PM. Pedestrian activity is higher during events, such as the County Fair and Saturday Markets.

The pedestrian environment in the downtown core is generally adequate, since sidewalks and crosswalks are present. However, amenities that make the pedestrian environment inviting, such as benches, pedestrian-scale lighting, and consistently interesting storefronts, are lacking. Street trees and awnings are present but sporadic. Sidewalks are approximately eight feet wide, which is too narrow to accommodate trees or benches.

There are sidewalks and crosswalks on Highway 99E, as well as traffic signals with a push-button activated pedestrian phase at Grant, Ivy, and Elm Streets. The environment along the highway through the study area is generally oriented towards motor vehicles. There is no shelter or shade. There are numerous driveway curb cuts, and there are many off-street parking lots located between the sidewalks and the buildings. Pedestrians seeking the downtown core from the highway commercial area must traverse not only the highway, a distance of around 60 feet, but also the railroad and adjacent right-of-way, which is currently used by the City of Canby as an overflow parking area. Sidewalks into downtown from the highway are discontinuous on Elm Street.

Bicyclists

No counts of bicyclists were included in the Canby TSP, so the following description of bicyclist movement is based on field observation over several weekdays encompassing both morning and evening peak traffic periods.

The study area is generally lacking bicycle-specific facilities, such as bike lanes or paths. In the downtown, bicycle lanes have proven to be difficult because of the prevailing diagonal parking. Grant Street leading into downtown has bike lanes that end at 4th Avenue. The highway does not currently have bike lanes in the study area. The City of Canby Comprehensive Plan describes “bike routes” along a portion of First and along Holly Street in the study area. The TSP recommends the addition of bike lanes along Highway 99E through the study area and on short portions of Second, Third, Elm, Grant, Holly, and Ivy just outside of the downtown core. The Oregon Department of Transportation is planning to re-stripe the highway to include bike lanes.

A separated multi-use pathway is planned to run along the railroad right-of-way, ultimately linking Fred Meyer, Cutsforth’s Market development, and the redeveloped railroad parking lot.

There are several bicycle parking racks of the inverted “U” type located throughout the downtown, but because the City Code requires sidewalks to be unobstructed for a full five feet, and the existing sidewalks are narrow, these racks require users to park one wheel in the street. This is an unusual pattern that may be confusing to users.

Transit

There are two transit routes through Canby along 99E at the current time. The transit routes have a stop at Grant along the railroad right-of-way. The stop does not have a shelter. This service is currently provided by Tri-Met and restricted to weekday work hours. Average weekday ridership is reportedly around 200 within Canby, but very few riders use the bus for internal trips within Canby. The City of Canby is developing its own transit program to be operational by January 2002.

There is currently no commuter rail. Transportation for the elderly and disabled is provided by Clackamas County’s Social Services Program.
Delivery Vehicles

Truck routing is not discussed in the TSP. However, the Canby Comprehensive Plan describes a truck route within the study area along Ivy to Fourth to Holly Streets. This route is not signed or otherwise differentiated from the general street system. Delivery trucks in the downtown area use a combination of street and alley access. The alley between Holly and Grant Streets, north of Second Street, is used by delivery vehicles to several businesses. The City is considering closing the alley between Holly and Grant Streets south of Second to improve the pedestrian access to Pioneer Plaza.

Private Automobiles

The TSP identifies Ivy Street as carrying the highest traffic volumes in the downtown area. The intersection of Ivy Street and Highway 99E is described as needing the improvements identified in the Canby Comprehensive Plan, which have since been implemented.

The TSP does not include detailed intersection analysis, especially pertaining to queuing problems at created at First Avenue and Elm Street when the train is occupying the tracks, which is a concern at peak traffic periods. Also missing are street standards appropriate for a downtown area.
CHAPTER 3. OPPORTUNITIES & CONSTRAINTS

The following section discusses opportunities and constraints for transportation connectivity, streetscape, development patterns, expansion of the commercial area to SW Second Avenue, and market conditions identified through review of existing reports, ordinances, codes, and plans; field visits; walking tour with the Task Force; the Town Hall meeting; and comments from the first workshop. These opportunities and constraints were used to develop design alternatives during the following two workshops. The opportunities and constraints consist of the following categories. These categories overlap to some extent:

1. Highway 99E
2. Railroad Area
3. Downtown Streets
4. Transit Connections
5. Overall Development Patterns
6. Market Conditions
7. SW Second Avenue

HIGHWAY 99E

Highway 99E brings traffic through the center of Canby. However, the highway is off-set from the downtown core, and serves a great deal of through traffic. This off-set location is a benefit to downtown Canby, since the highway is able to retain its through-traffic characteristics without impacting the "main street" of downtown.

In many communities, the highway is also the main street, leading to real conflicts between the desire for a traditional, economically healthy, and attractive downtown and the need to serve long-distance travel. In particular, large freight trucks traveling through a downtown can interfere with a pleasant atmosphere because of their size, noise, and diesel fumes. Wide travel lanes and intersections are typically needed on a freight route; on-street parking can be problematic, and it is harder to balance the needs of pedestrians with motorists. Downtown Canby is free of these constraints because it is not directly on the highway and serves only destination traffic.

However, the Canby Downtown Task Force expressed concern over a lack of "connectivity" between the downtown and the highway. Through discussion with the Task Force, it was determined that chief concern is that downtown does not have a strong enough presence on the highway. In other words, it is too easy to pass by downtown without being attracted off of the highway.

The main reason downtown Canby's lack of presence on the highway is that there are no clear entrances into downtown from the highway. Although there are three streets leading into the downtown core (Ivy, Grant, and Elm Streets) with signalized intersections at Highway 99E, there is currently no landscaping or special signage to notify travelers that there is a downtown shopping district one block away. This concern became a major focus of the Canby Downtown Plan, with specific recommendations on making the entrances to the downtown clear and recognizable from the highway.

The Task Force also expressed a desire to beautify the highway. Some members of the Task Force initially felt that the downtown should be extended to include the highway. However, after discussion, it was concluded that this was not appropriate for several reasons.

First, the stretch of Highway 99E through the center of Canby supports a strip development pattern, with relatively narrow, curb-tight sidewalks, numerous driveway cuts, off-street parking, little landscaping, and no bike lanes. Redesigning this stretch of highway to make it more like downtown would require changing the land use pattern to place buildings close to the highway, extensive infill development, moving off-street parking lots so they are hidden by buildings, and adding street trees. In addition, the highway is five lanes wide, which is difficult for pedestrians. A center median would ameliorate this; however, ODOT and the City of Canby have agreed not to place any access controls, such as a median, on this section of the highway.

It was the conclusion of the Task Force that it was most appropriate to focus efforts on enhancing the existing downtown's strengths, establish some strong gateway treatments, and increase the contrast between the highway and downtown characteristics. Therefore, improvements to the highway segment were limited to increasing the crosswalk visibility and adding bike lanes and street trees.

The highway acts as a barrier, particularly for pedestrians and bicyclists who must cross the wide highway and the railroad tracks to reach the downtown. Although there are painted crosswalks at the highway intersections, there are no other streetscape treatments, such as wider sidewalks, medians, or landscaping, that could indicate the downtown destination. Pedestrians have a walk signal push button at Elm, Grant, and Ivy streets and there are clearly marked crosswalks. Walk time appeared to be adequate for these signals; however, the crossing distance is long and disabled persons may have difficulty crossing the entire street within the signal time.

The stretch of Highway 99E through the center of Canby supports a strip development pattern, with relatively narrow, curb-tight sidewalks, numerous driveway cuts, off-street parking, little landscaping, and no bike lanes. The highway, which is five lanes wide, is uncharacterized from strip development to the north and south of downtown. With the exception of a standard "Chamber of Commerce" directional sign and the small "Welcome to Canby" signs at the city limits, there is little on Highway 99E to notify travelers of the businesses and services available in downtown Canby.

Opportunities

The opportunity is to enhance create a stronger connection to downtown from Highway 99E. The high volume of traffic on the highway creates potential to draw more commuters and travelers into the downtown core. One way this potential can be realized is by making a stronger visual connection to the highway through entrance treatments at Ivy, Grant, and Elm. Gateway treatments clearly visible from the highway should be considered at Grant, Ivy, and Elm Streets. The treatment could include significant landscape treatments on the railroad area between the highway and First Street, especially at these three entrances. Street trees should be added where missing along the railroad between Ivy and Elm, since these are highly visible from the highway. In addition, a striking feature such as a clock or water tower or a train-oriented building would enhance the identification of downtown from the highway.

Crosswalk visibility can be enhanced by changing the striping pattern to the "zebra" or continental pattern of wide bars parallel to the curb. When the proposed bike lanes are added to the highway, the lanes will be narrowed, which may slow traffic speeds. Slower traffic speeds will provide an opportunity to increase the impact of entry treatments and signs directing motorists to the downtown.

Better signage indicating the downtown business area could be added to the highway, although its effectiveness will be compromised by ODOT highway sign limitations and the existing visual clutter.

Constraints

There may not be sufficient right-of-way on Highway 99E for the addition of street trees, particularly if bicycle lanes are added.
Adding signs to the highway may not be effective, since the right-of-way is already highly cluttered with highway and business signs. ODOT has standards for signs within the highway right-of-way that may not provide enough visual distinctiveness.

**RAILROAD AREA**

A railroad parallels Highway 99E. The right-of-way is approximately 100 feet wide. The rail line is actively used by Union Pacific and Amtrak. According to the City's Transportation System Plan, Union Pacific has about 16 trains a day, and Amtrak has two daily trains. The City of Canby leases a portion of the right-of-way to use as parking for the downtown. First Avenue fronts the railroad right-of-way. The presence of the railroad affects the character of downtown - many people have mentioned that "rail" could be the theme of downtown redevelopment. However, the active trains also generate traffic problems: when a train is on the tracks, queuing occurs on Elm, Greet, and Ivy Streets, and right turns off of the highway into downtown are prohibited. The right-of-way also increases the distance that pedestrians must travel from the highway to reach downtown.

**Opportunities**

The railroad right-of-way provides a buffer to downtown from the noise and traffic of Highway 99E. As discussed previously, there is an opportunity to improve the appearance of the right-of-way to serve as a gateway for downtown. The City does not currently own the land along the railroad, but Union Pacific has agreed to sell the property to the City when the City secures financing. Union Pacific has agreed to lease the 10-foot right-of-way between the parking lot and the tracks to the City at no charge so the area can be enhanced with landscaping and decorative fencing.

Purchase of the railroad right-of-way would allow the City to pursue increased landscaping. Gateway treatments, placement of a significant structure such as a water tower, construction of a depot-style building, developing the railroad parking area as a combination of downtown parking and unique retail shops (possibly located in vintage railroad cars), and relocating the historic train depot to serve as a museum.

The railroad right-of-way also provides the opportunity to create a planned multi-use trail between the Fred Meyer and the downtown area.

The City is also pursuing funds to complete a detailed intersection analysis for Ivy, Elm, and Grant Streets where they cross the railroad to improve queuing concerns.

**Constraints**

If the City is unable to procure funds to purchase the parking lot, improvement options could be limited.

**DOWNTOWN STREETS**

The roadway network within the downtown provides good travel connectivity because blocks are small and fall into a regular grid street pattern. Grid street patterns offer many choices to motorists, pedestrians, and bicyclists. However, visual connectivity with the highway is generally absent.

There are three signalized entrances to downtown; however, traffic concentrates at the Ivy Street/Highway 99 intersection, the main entrance into downtown. At peak periods, traffic backs up across the railroad tracks.

In downtown Canby, the typical streetscape consists of a one or two story building with an 80 foot wide right-of-way (except for First Avenue, with 60-feet) that includes the road, on-street parking, and sidewalks.

The quality of the streetscape is mixed, with some attractive areas of historic buildings mixed with buildings in poor condition and lacking street level appeal. A large area of the downtown is off-street surface parking, which creates gaps in the downtown fabric. Street level amenities such as landscaping and street furniture are generally absent. Awnings are visually significant but inconsistent feature in the downtown.

Sidewalk continuity is good in the downtown. Surface quality ranges from good to poor. In the downtown, sidewalks vary from 5-8 feet wide. There are marked (painted) crosswalks at most corners. There are no curb extensions. Temporary curb extensions were installed in downtown for a short period during the 1980s. These were poorly designed and as a result were unpopular and were eventually removed.

Pedestrian amenities such as shade and rain protection, benches, visual interest (such as landscaping, public art, and especially shop window displays) are found in some locations but are generally missing. The notable exception is a number of very large, historically significant maple trees. Within the downtown core, street signs are too few, and not well located to provide useful information to pedestrians, and there are no local directional signs (i.e., to Wait Park, Library, Police, etc.).

The Transportation System Plan for the City of Canby includes five street categories: (1) arterials, (2) collectors, (3) neighborhood connector, (4) local, and (5) highway. However, none of these street standards address the specific criteria for a downtown area. Collectors are the closest fit, but have only 8-foot sidewalks in the commercial areas (existing downtown streets have 8-foot sidewalks, identified as insufficient by the Task Force), parking on one side, and center turn lanes. In addition, the collector standard includes bike lanes, which are not usually needed in a downtown.

Pavement conditions are generally fair to poor in the downtown area.

**Opportunities**

Throughout downtown, streets and destinations could be marked with a series of recognizable downtown Canby signs oriented, sized, and located for pedestrians. The addition of distinctive directional signs to identify the location of public parking and services, such as City Hall, the Chamber of Commerce, Police Station, library, etc., supported street treatments, could improve the use of downtown.

A downtown street standard should be developed that fits the downtown streetscape. Downtown streets must include on-street parking on both sides, wide sidewalks, and typically do not need to include bike lanes (because of slow traffic speeds) or center turn lanes (because of short blocks). The travel lanes should be kept to the minimum width, so that pedestrian crossing distances are as short as possible and motorist speeds are kept low. In addition, planting strips are usually inappropriate in a downtown because of the need for a hard surface adjacent to parking. Street trees in individual planting cut-outs usually work better. The downtown street standard could include, within 80-foot right-of-way, 16-feet for diagonal parking on both sides, two 11-foot travel lanes, and 11-foot sidewalks (see Figure 9).

There are opportunities to improve the pedestrian environment in downtown through the addition of curb extensions at main intersections (such as at Grant and Second), adding street trees, placing awnings on existing buildings that lack them, adding benches, trash cans, bike racks, and drinking fountains and encouraging downtown businesses to have active and changing window displays.

The City of Canby currently has a design review matrix that will be expanded to guide new development in the downtown (see Chapter 7). These downtown guidelines could include requirements for such building features as awnings and windows, roofs etc. As sections of poor pavement are resurfaced, an opportunity to make other general streetscape improvements is presented. Sidewalks could be widened.
drainage improved, utilities can be placed underground, and other changes made while the street is already disrupted.

**Constraints**

Making the mid-block connection between Pioneer Plaza and Wait Park work may require the removal or relocation of some off-street parking spaces, and possibly the acquisition of property or easement by the City.

Constraints that affect the downtown streetscape are insufficient space on the sidewalks in downtown for street furniture, too much off-street parking, undeveloped or underdeveloped lots, single-story buildings, buildings without street-level windows, missing awnings, and uneven building condition.

 Widening sidewalks is costly and requires right-of-way. If not properly engineered, curb extensions can cause drainage problems and turning concerns for large trucks. Landscaping and street furniture require maintenance.

Funding for improvements is always a constraint, and developers may resist the restrictions imposed by a prescriptive design code.

**TRANSPORT CONNECTIONS**

There is an existing transit stop in the downtown area on First Street serving commuters during the weekday peak hours. The transit stop is without any amenities such as a bus shelter, although Tri-Met is planning to construct a shelter this year. The City of Canby is working on providing its own transit service rather than depending on Tri-Met. Local service is scheduled to begin service in January 2002. A Max light-rail line is planned (although not funded) to extend to Oregon City. There are no plans at the existing time to extend the light-rail line to Canby.

**Opportunities**

Several opportunities exist to improve the influence of the transit on downtown, especially as Canby installs its own transit system. The stop itself could be improved so that commuters can wait comfortably with coffee and a paper. Nearby stores could experiment with extending their hours and services to target commuters.

The new local transit service will provide a local shuttle to bring customers to downtown. This is a strong opportunity to improve local use of the downtown area.

**Constraints**

Tri-Met does not plan to extend the light rail to Canby. Heavy rail commuter is not planned for the foreseeable future. The existing transit stop reportedly does not encourage commuters to use downtown because commuting hours are typically earlier and later than stores in the downtown are open.

**O P E R A L L D E V E L O P M E N T P A T T E R N S**

The study area consists of several types of developments: strip commercial and shopping center along commercial highway 99E, the downtown mix of services and commercial, and adjacent residential areas.

Along the highway, the study area’s land development pattern is typical of cities and towns that created their basic growth pattern in the 60s, 70s, and 80s. A concern with this land use pattern is that uses tend to compete rather than support each other. Development pattern strongly favors the use of automobile over other ways of getting around. As a result, local as well as through traffic heavily use the highway, contributing to congestion. Because each business stands alone, each needs or desires a separate driveway entrance. The numerous turning movements create safety concerns and contribute to highway congestion.

Downtown Canby has a traditional downtown development pattern of smaller blocks and a grid street system. Parking is dispersed across the area with on-street parking and several small off-street lots. Most uses are accessible by pedestrians. The downtown functions more as a single, coherent destination that do the individual businesses located along the highway.

Although there a number of historical buildings in Canby, portions of downtown were largely constructed during the 1970s in a previously residential area. This is particularly true of NW Second Avenue. This means that parts of the downtown core are lacking the historical appearance of many older towns, and that development is more spread out than is optimal for a downtown. Most of the buildings on Second Avenue are single story with adjacent off-street parking contributing to a feeling of discontinuity.

Pioneer Plaza, a combined off-street parking area and public plaza on NW Second between Holly and Grant, is located to the south of Wait Park, a small and exceptionally lovely urban park. At the present time, there is a parking lot separating Wait Park from Pioneer Plaza.

Residential uses in the study area are concentrated to the north and west of the older downtown core. A number of historic homes on smaller lots are located near the downtown. In the area around Wait Park, some homes have been converted into offices. The condition of the older homes ranges from poor to completely restored and maintained. There is more recent residential development along SW 2nd, mainly single family homes on larger lots than those adjacent to downtown.

**Opportunities**

Opportunities to change land use patterns to improve the downtown focus on infill and redevelopment of vacant or underdeveloped lots with buildings constructed to the front property line and parking provided on the street or behind the building, and adding second story residential development to increase the number of people living in the downtown. The existing C-1 zoning anticipates and allows both of these land use pattern changes.

Opportunities to improve the land use pattern on the highway include converting, over time, the existing highway commercial style of development to one more similar to a traditional downtown main street. This could involve steps such as eliminating front setbacks to bring buildings closer to the front property line, providing rear parking, reducing the amount of space dedicated to car parking, and combining driveways. However, although the community is interested in improving the appearance and safety of the highway, at this time the desire is to focus redevelopment efforts on the downtown core than in changing the land use pattern on the highway.

Pioneer Plaza has potential to function more strongly as a public town square than it does at present. It is surrounded by small businesses, and could provide a central place to hold organized events such as markets as well as more space to site, people watch, eat lunch, and hold informal gatherings. There are opportunities to improve the store front connections to Pioneer Plaza through refurbishing facades, to add seating and a feature of interest such as a fountain, and to provide additional landscaping. Connected with Wait Park, Pioneer Plaza could add a pedestrian-oriented environment to the downtown without compromising traffic movement on the existing streets.

The lack of significant historical structures, especially on NW Second, is an opportunity for Canby to create an organized appearance that will not be unduly constrained by existing buildings.
Constraints

Infill and redevelopment projects are typically market-driven and can take a long time to accomplish. Adding second-story residential in downtown may not be physically possible for some buildings. There is frequently resistance to removing or relocating off-street parking, as would need occur if surface parking is redeveloped.

REDEVELOPING SOUTHWEST SECOND AVENUE

The Task Force also discussed the possibility of improving SE Second Avenue, particularly the potential for SE Second to be redeveloped into a commercial collector or arterial street.

Reportedly, this concept was initially mentioned by ODOT with the thought that SE Second Avenue could potentially provide a parallel street to the highway for local traffic. The number of commercial uses and access along Highway 99E through Canby has an effect on the function of the highway that is expected to worsen over time. Turning movements can hinder through traffic and cause crashes.

Limiting access to commercial businesses, particularly by reducing the opportunities for left turns, is one approach to solving this problem. However, this can result in a less convenient business environment, and ODOT has agreed to not pursue an aggressive access management program along the highway in the study area.

Another option that has been proposed is increasing the usability of the local street network, especially parallel to the highway. The Canby TSP suggested that SW Second Avenue between Birch and Ivy be improved to collector standards to help serve local traffic. The TSP suggests improving the street to collector standard, with on-street parking on one side.

SW Second between Birch and Grant is zoned CM (Heavy Commercial Manufacturing) and between Ivy and Locust the street is zoned C-2 (Highway Commercial) and R-2 (High Density Residential). Presently, there is a mix of commercial uses on the north side of SW Second between Ivy and Grant. A small single-story commercial complex adjoins the Highway Marketplace, a strip-development. There is also an auto body shop and funeral home. A church building and parking lot dominate the south side of that block.

The remaining two large blocks on SW Second between Grant and Birch are occupied principally with residential uses and are zoned for high-density residential development on the south side (outside of the study area). South of SW Second, existing development is primarily single-family residential.

Opportunities

SW Second parallels the highway and is more or less continuous through the City. Other than through downtown, SW Second represents one of the only opportunities to provide a parallel route.

It has been suggested that, if SW Second is upgraded to collector standards, the street be actively developed as a commercial area to attract and serve local traffic. Since the street is zoned the same as the highway, it could potentially be developed as strip commercial. As a part of this study, the potential effects of an expanded commercial area were examined.

Much of the street is currently developed with single family homes; therefore, commercial development would involve either remodeling or replacing existing structures. Street level residential use could become less desirable because of increased traffic; however, second story residential uses could be considered (see Chapter 7).

There is one level, approximately ½ acre lot on the corner of Ivy and SW Second that is potentially suitable for mixed-use or commercial-office development because of relatively higher traffic on Ivy Street. A small apartment building could also potentially be appropriate and would complement the existing single-family residences on Ivy Street.

Constraints

The difficulties associated with making SE Second into a parallel route are that the street has some continuity problems. The intersection of Birch and SW Second currently requires several sharp turns to access the highway. In addition, SW Second is off-set by about 200 feet where it intersects at Ivy. Both of these intersections somewhat limit SW Second’s usefulness as a local through route. The TSP does not address improvements to these intersections. Further traffic flow and engineering analysis would be needed to address improvements.

As for commercial redevelopment along SE Second, the market analysis (Chapter 5) shows that Canby needs to focus on infill and redevelopment in the downtown core to increase the diversity and density of businesses in that area. There does not appear to be a need for additional off-highway commercial development.

Future streetscape improvements for SW 2nd Avenue, although a low priority at this time, shall conform to the streetscape recommendations for the core downtown.
CHAPTER 4. DESIGN ELEMENTS

EXISTING DESIGN ELEMENT CONDITIONS

During the discussions of existing conditions and opportunities and constraints in downtown Canby, a number of design elements were identified as being important for meeting the project objectives. Once a list was created, the discussion compared the existing conditions with those found in a “generic” downtown that would fully meet the project objectives. The comparison of the existing with the desired conditions allowed the Task Force and the public to define and prioritize missing design elements in downtown Canby. Table 4-1 summarizes the comparison.

DESIGN ELEMENT EVALUATION CRITERIA

During the design workshops, a number of different design standards were suggested, discussed, and compared to the project objectives. Criteria for evaluating design standards were developed and refined during the design workshops and with the Task Force. The following four criteria were developed:

1. Appropriateness to downtown Canby’s character.
2. Practicality.
3. Perception of cost and difficulty.
4. Contribution to project objectives.

EVALUATION OF POTENTIAL DESIGN ELEMENTS

Table 4-2 summarizes the design standards that were identified as potential ways for the City of Canby to reach its desired condition. These were then evaluated against the four evaluation criteria listed above. Some of the standards were rejected as not meeting project objectives, and others were forwarded as preliminary recommendations.

RECOMMENDED DESIGN ELEMENTS

Based on the evaluation of various design elements described in Table 2, the following basic list of design elements were forwarded as recommended projects. These are described in detail in Chapter 6, along with cost estimates and suggested priorities.

- Streetscape:
  - Widen sidewalk on both sides of street.
  - Add street trees.
  - Add curb extensions.
  - Add textured crosswalks.
  - Add mid-block crossings.
  - Use existing street furniture and planters at Pioneer Plaza to set the style for rest of downtown.
  - Develop a Downtown street sign treatment.

- Buildings:
  - Create a standard awning treatment.
  - Develop façade standards for redevelopment and new buildings.

- Land Use:
  - Create gateway treatment with landscaping, low walls, and signs.
  - Add pathway connection from Pioneer Plaza to Wait Park.
  - Add buildings to railroad right-of-way area such as the historic train depot, railroad cars, and future mixed use transit building.
  - Encourage second story residential or office development.
  - Add downtown street standard to TSP.
TABLE 4-1: EXISTING DESIGN ELEMENTS AND DESIRED CONDITION

<table>
<thead>
<tr>
<th>IDENTIFIED ELEMENT</th>
<th>EXISTING CONDITION</th>
<th>DESIRED CONDITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streetscape (Public Realm)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benches</td>
<td>Few</td>
<td>Regular placement, consistent style</td>
</tr>
<tr>
<td>Bike racks</td>
<td>Limited, non-standard placement</td>
<td>Regular placement, consistent style</td>
</tr>
<tr>
<td>Block length</td>
<td>Around 300 feet in downtown core</td>
<td>Continue existing pattern</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>At Pioneer Plaza</td>
<td>Where appropriate to prevent vehicle encroachment into pedestrian space</td>
</tr>
<tr>
<td>Connection to Highway</td>
<td>Poor: no special landscaping, features, or signs visible from highway</td>
<td>Create gateway treatment with landscaping and distinctive signs</td>
</tr>
<tr>
<td>Drinking fountains</td>
<td>None</td>
<td>One in Pioneer Plaza, First Street</td>
</tr>
<tr>
<td>Features (gazebo, shelters, fountains)</td>
<td>None, except for well-known gazebo in Wait Park</td>
<td>Fountain in Pioneer Plaza, transit shelters &amp; area railroad-related structures in area</td>
</tr>
<tr>
<td>Flowers</td>
<td>Plants in Pioneer Plaza include flowers, several property owners plant flowers (notably City Hall)</td>
<td>Flowers throughout downtown, in hanging baskets and planters, relate to Dahlia Festival</td>
</tr>
<tr>
<td>Intersections</td>
<td>No special treatment</td>
<td>Add texture, curb extensions, plantings</td>
</tr>
<tr>
<td>Parking</td>
<td>Diagonal throughout, several off-street lots</td>
<td>No net loss of parking, keep diagonal</td>
</tr>
<tr>
<td>Pavement materials</td>
<td>Concrete except for Pioneer Plaza, which includes red pavers</td>
<td>Pavers and textured concrete throughout downtown</td>
</tr>
<tr>
<td>Pedestrian crossings</td>
<td>Side-by-side crosswalks, long crossing distances</td>
<td>Shorter and clearly delineated crossings, scored concrete, red-striped or pavers</td>
</tr>
<tr>
<td>Planters</td>
<td>Confined to Pioneer Plaza</td>
<td>Regular placement, consistent style</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>Narrow, around 8 ft</td>
<td>Wider sidewalks, 11 foot minimum</td>
</tr>
<tr>
<td>Street and directional signs</td>
<td>Insufficient signs, especially for pedestrians in downtown and for motorists on highway</td>
<td>Add appropriate signs to highway, improve directional pedestrian signs downtown</td>
</tr>
<tr>
<td>Street lights</td>
<td>Utilitarian and varied styles</td>
<td>Pedestrian scale, Pioneer Plaza style</td>
</tr>
<tr>
<td>Street trees</td>
<td>A number of large old maples on First, several new trees in Pioneer Plaza</td>
<td>Trees throughout downtown, not blocking building signs</td>
</tr>
<tr>
<td>Utilities</td>
<td>Above ground</td>
<td>Underground</td>
</tr>
<tr>
<td>Vehicular movement areas (roadway)</td>
<td>Roadways are very wide (50 ft with diagonal parking)</td>
<td>11 ft travel lanes, with 18-ft parking</td>
</tr>
<tr>
<td>Buildings (Private Realm)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awning and overhangs</td>
<td>Range from sloped to flat, many buildings without</td>
<td>Regular pedestrian protection with appropriate style awnings</td>
</tr>
<tr>
<td>Building identification signs</td>
<td>Some are car-oriented, many are internally illuminated plastic box-style, inconsistent style</td>
<td>Compatible styles, externally illuminated, oriented to pedestrians and cars.</td>
</tr>
<tr>
<td>Entries</td>
<td>Range from street floor to set back</td>
<td>Street front, property Sei entrance</td>
</tr>
<tr>
<td>Height</td>
<td>Range from one to two stories</td>
<td>Mainly two- and three-story buildings</td>
</tr>
<tr>
<td>Materials</td>
<td>Stucco, brick, 70's style shingles</td>
<td>Consistent, compatible exterior material</td>
</tr>
<tr>
<td>Roofs</td>
<td>Range from flat to pitched</td>
<td>More integrated roof line</td>
</tr>
<tr>
<td>Windows</td>
<td>First, Grant, have street level windows; on 2nd, some windows are boarded, some blank walls</td>
<td>At least 70% street-front, ground level windows and door openings with interesting window displays</td>
</tr>
<tr>
<td>Land Use (Public and Private Realm)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation Connectivity</td>
<td>Downtown is separated from State Highway by RR</td>
<td>Downtown is well-connected to a grid of streets</td>
</tr>
<tr>
<td>Commercial Uses</td>
<td>Small specialty shops, one diner house, public services (library, city hall, emergency services)</td>
<td>Large variety of services and shops, family restaurants (open in evening).</td>
</tr>
<tr>
<td>Urban Open Space</td>
<td>Pioneer Plaza, Wait Park, and Railroad Property</td>
<td>Varied open space: parks, plazas, paths, public art, pathways connecting open spaces</td>
</tr>
<tr>
<td>Residential</td>
<td>One apartment over the Mangus bldg, adjacent single family houses, Canby Care Center</td>
<td>Second story apartments, senior housing, townhouses, homes offices</td>
</tr>
<tr>
<td>Design Guidelines</td>
<td>Not specific to downtown</td>
<td>Encourages appropriate downtown elements through design metrics</td>
</tr>
<tr>
<td>Districts</td>
<td>It is possible to loosely identify districts</td>
<td>Strong districts contributing to a diverse but coherent downtown</td>
</tr>
<tr>
<td>Flexible zoning code</td>
<td>Present code is fairly flexible, minor changes suggested</td>
<td>Allows diverse land uses, including residential, has appropriate parking requirement</td>
</tr>
<tr>
<td>Themes and events</td>
<td>Several downtown festivals, Saturday Market in RR, parking lot</td>
<td>Strong community identity, extensive use of public open spaces for public events, active downtown scene</td>
</tr>
</tbody>
</table>

June 2001
### Table 2: Evaluation of Proposed Design Elements for Downtown Canby

<table>
<thead>
<tr>
<th>Element</th>
<th>FITS CHARACTER</th>
<th>FUNCTIONAL</th>
<th>EVALUATION CRITERIA</th>
<th>MEETS OBJECTIVES</th>
<th>FORWARDED AS PROJECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Streetscape</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Widening sidewalk one side to 14-16'</td>
<td>Yes, sidewalks are part of downtown</td>
<td>Moderate, only improves one side</td>
<td>Medium, need to move centerline of road</td>
<td>No, improvements needed on both sides</td>
<td>No</td>
</tr>
<tr>
<td>Widening sidewalks on both sides to 11 feet</td>
<td>Yes</td>
<td>High</td>
<td>Medium</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Create zigzag edge on sidewalk</td>
<td>Maybe, Canby now has straight-edged sidewalks</td>
<td>Moderate, could provide some additional sidewalk space for street furniture, trees</td>
<td>High, expensive to construct &amp; difficult to maintain</td>
<td>Maybe</td>
<td>Yes, for tree placement</td>
</tr>
<tr>
<td>Center median, leave sidewalks as is</td>
<td>Maybe, there are no existing medians, but town is similar to Canby</td>
<td>Low, does not improve pedestrian facilities</td>
<td>Medium, Combining diagonal parking &amp; medians is problematic</td>
<td>Maybe, provides space for trees and traffic calming, but not for pedestrians.</td>
<td>No</td>
</tr>
<tr>
<td>Reconfigure parking from diagonal to parallel</td>
<td>No, Canby has diagonal parking for many years, preferred by business owners</td>
<td>Moderate, substantial number of spaces would be lost</td>
<td>Low, needs only restriping</td>
<td>Maybe, but is not necessary &amp; Canby wants to keep diagonal parking</td>
<td>No</td>
</tr>
<tr>
<td>Curb extensions</td>
<td>If done properly</td>
<td>High</td>
<td>Must be engineered for radius, drainage</td>
<td>Yes, provides public space, traffic calming, space for trees</td>
<td>Yes</td>
</tr>
<tr>
<td>Raised crosswalks</td>
<td>In some areas, such as Pioneer Plaza</td>
<td>Must be engineered for safety</td>
<td>Maybe, could look too urban for Canby</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Textured crosswalks</td>
<td>Yes, if done as a consistent style</td>
<td>Moderate, improves the aesthetic of the pedestrian path</td>
<td>Moderate cost, must be installed well</td>
<td>Yes, ties downtown together</td>
<td>Yes</td>
</tr>
<tr>
<td>Mid-block crossing</td>
<td>Maybe at Pioneer Plaza if connecting path to Willamette River is built</td>
<td>Low because of short blocks except as aesthetic treatment</td>
<td>Moderate, depending on treatment</td>
<td>Yes, relatively inexpensive way to tie downtown together</td>
<td>Yes</td>
</tr>
<tr>
<td>Use existing street furniture at Pioneer Plaza as “standard” for rest of downtown</td>
<td>Yes, Pioneer Plaza reflects the character of Canby</td>
<td>High</td>
<td>Cost depends on item, difficulty is low because sources are known</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Downtown street sign treatment</td>
<td>High, downtown needs unique signs</td>
<td>Moderate</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td><strong>Buildings</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create a standard window treatment</td>
<td>Yes, a number of older buildings in Canby have awnings</td>
<td>High</td>
<td>Moderate</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Develop design standards for redevelopment and new buildings</td>
<td>Yes, new and redeveloped property should fit with Downtown vision</td>
<td>High, design codes can help owners &amp; developers with planning</td>
<td>Moderate, requires City to work closely with building owners</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Land Use</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create gateway with landscaping, signs, street treatment</td>
<td>Yes, this could be done as a natural extension of 1st Street</td>
<td>High</td>
<td>Moderate, may involve negotiations with RR</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Create gateway arch over I-205 or Grant</td>
<td>Maybe, can be too strong a statement</td>
<td>Moderate</td>
<td>Maybe, but landscaping and placement of historic features may be more appropriate</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Add pathway connection from Pioneer Plaza to Willamette River</td>
<td>Yes, is an extension of Pioneer Plaza</td>
<td>Moderate</td>
<td>Moderate, easy; no off-street parking lost</td>
<td>Yes, these are the best public spaces in Canby</td>
<td>Yes</td>
</tr>
<tr>
<td>Add buildings in RR right of way area, historic train depot, RR cars</td>
<td>If done properly</td>
<td>Moderate, depending on building</td>
<td>High</td>
<td>Yes, RR ROW is underused, separates downtown from Highway</td>
<td>Yes</td>
</tr>
<tr>
<td>Encourage 2nd story residential through code language and possibly incentives</td>
<td>Yes</td>
<td>High</td>
<td>High, must buildings in Canby would require seismic retrofit &amp; elevators</td>
<td>Yes, residential use is an important part of a vibrant downtown</td>
<td>Yes</td>
</tr>
<tr>
<td>Add downtown street standard to TSP</td>
<td>Yes</td>
<td>High</td>
<td>Low (continues existing standard)</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Improve 1st/14th at 3rd/Grant St intersections &amp; associated RD xing</td>
<td>Yes</td>
<td>High</td>
<td>High, probably requires reconstruction</td>
<td>Yes, a traffic impact study should be conducted to recommend specifics.</td>
<td>Yes</td>
</tr>
</tbody>
</table>
CHAPTER 5: MARKETING ASSESSMENT AND STRATEGY

INTRODUCTION

The following discussion of the market assessment for downtown Canby is summarized from a report completed by Marketek, Inc. Additional technical data is available from the City of Canby.

MARKET CONDITIONS

Trade Area

The primary retail trade area for downtown Canby is an approximately 100 square mile surrounding the city. The great majority of potential customers originate in this area.

Market Segments

Market segments represent the consumers who currently or potentially shop downtown Canby. The primary market segments for downtown Canby include trade area and downtown residents and workers who may use downtown because of its convenience, location, and selection. Table 5-1 summarizes the trade area demographics.

Table 5-1: Downtown Canby Trade Area Demographics

<table>
<thead>
<tr>
<th>1990</th>
<th>2000</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>25,227</td>
<td>36,079</td>
</tr>
<tr>
<td>Households</td>
<td>9,141</td>
<td>13,093</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$35,397</td>
<td>$51,825</td>
</tr>
<tr>
<td>Median Age</td>
<td>36.5</td>
<td>36.1</td>
</tr>
<tr>
<td>Percentage Age 65 or over</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Percentage Age 19-24</td>
<td>22%</td>
<td>20%</td>
</tr>
<tr>
<td>Percentage Hispanic</td>
<td>6%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Sources: CACI Marketing Services, U.S. Census

Clarkamass County Fairgrounds, less than a mile from downtown, which is booked year-round.

Other attractions in the Canby area are tied to the nursery industry, which attracts thousands of visitors annually. Festivals and special events held in or near Wait Park attract visitors directly to the downtown area, including the Canby Jazz Festival, General Canby Day and Slice of Summer Concerts.

MERCHANDISE POTENTIAL ANALYSIS

Existing Retail Spending

Table 5-2 represents the total retail sales of businesses located within the trade area and includes sales generated from both trade area residents and customers from outside the trade area as well.

Table 5-2: Canby Trade Area Actual Retail Sales (1999)

<table>
<thead>
<tr>
<th>Retail Category</th>
<th>Actual Sales ($)</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Merchandise</td>
<td>$2,492,000</td>
<td>28%</td>
</tr>
<tr>
<td>Food Stores</td>
<td>$90,474,000</td>
<td>28%</td>
</tr>
<tr>
<td>Automotive Dealers/Gasoline</td>
<td>$127,430,000</td>
<td>38%</td>
</tr>
<tr>
<td>Apparel and Accessory Stores</td>
<td>$892,000</td>
<td>0.3%</td>
</tr>
<tr>
<td>Home Furnishings</td>
<td>$41,306,000</td>
<td>13%</td>
</tr>
<tr>
<td>Miscellaneous Retail*</td>
<td>$38,932,000</td>
<td>12%</td>
</tr>
<tr>
<td>Eating and Drinking</td>
<td>$21,630,000</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>$3,322,136,000</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

*Miscellaneous: specialty-type retail goods such as arts/crafts, cards, toys, florists, pet supplies, sporting goods, etc.

Source: InSiteUSA and CACI

In Table 5-3, potential sales were calculated to determine the increase in spending that could be expected from new residents to the trade area by the year 2005. The increase in potential retail demand is estimated by multiplying the average dollars spent per household on selected categories of merchandise by the number of new trade area households (1,413) projected for the year 2005.

Table 5-3: Canby Trade Area Potential for New Retail Sales, 2005

<table>
<thead>
<tr>
<th>Merchandise Category</th>
<th>Potential Sales: New Trade Area Households*</th>
<th>Target Sales * Per Sq. Ft.</th>
<th>Potential Sales/Target Sales (Sq. Ft.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grounds</td>
<td>$3,916,770</td>
<td>$371/SF</td>
<td>10,925 SF</td>
</tr>
<tr>
<td>Apparel/Accessories</td>
<td>$1,157,009</td>
<td>$164/SF</td>
<td>9,499 SF</td>
</tr>
<tr>
<td>Home Furnishings</td>
<td>$2,846,070</td>
<td>$186/SF</td>
<td>15,301 SF</td>
</tr>
<tr>
<td>Misc. Retail</td>
<td>$3,753,612</td>
<td>$190/SF</td>
<td>4,074 SF</td>
</tr>
<tr>
<td>Eating/Drinking</td>
<td>$1,006,810</td>
<td>$198/SF</td>
<td>9,660 SF</td>
</tr>
</tbody>
</table>

*Urban Land Institute, “Dollars and Cents of Shopping Centers”

Potential sales figures are divided by target sales per square foot for community shopping centers in order to obtain the additional square feet of space that can be supported by the growth in population. This translates to approximately 49,000 square feet of retail and restaurant space. Given that the average specialty store/retailer operates with an estimated 2,000 square feet of space, downtown Canby can attract a number of businesses in all categories.

Market Activity

To augment the findings of the merchandise potential analysis, estimates of retail “market activity” for specific goods and services were examined.

For the Canby area, the market activity figures indicate a higher than average propensity to purchase auto parts, memberships, auto and home loans, investments, home improvement products, lawn and garden products, electronics, video equipment, insurance, pets and supplies, sporting goods and restaurant food. These purchasing patterns are highly indicative of the family and retiree population segments in Canby’s trade area.

This information can be used to identify potential voids in the marketplace. For instance, there is a quality pet store or lawn and garden shop? While department stores like Fred Meyer may offer all the basics, in these categories of merchandise, there may be room in the marketplace for a specialty shop with strong customer service. If Canby
The most promising retail sectors were mixed-use town centers, urban mixed-use properties, neighborhood and community shopping centers, and urban entertainment centers, in that order, each of which will offer fair to good development opportunities through mid-2001.

Survey Results
Two surveys were conducted to help determine the current status and perceptions of existing businesses in Canby as well as downtown shoppers. Fifty businesses responded to the survey, 30% of them professional and 28% of them retail. A synopsis of the results appears below.

- The majority of respondents have been in business for ten or more years.
- There is no uniformity among established business hours.
- 14 businesses are open Saturdays and 5 are open Sundays.
- More than half of the businesses reported making some investment in their business in the past year, with the emphasis on physical improvements and new or expanded products or services.
- The average dollar value of business investments during the last year reported was $30,859.
- 71% percent reported modest or significant growth in sales during the last year.
- The three most common forms of marketing and promotion used are: word-of-mouth (25), Newspaper ads (25) and the Internet (14).
- When asked if they plan to expand or reduce operations in the next year, over half replied they had no plans for change.
- 34% noted that they plan to expand operations. Ten said they did not have adequate space at their present location to expand.
- 55% of the respondents are very satisfied with their present location and 40% are satisfied.
- Business respondents noted that the major advantages of their location are: customer familiarity, visibility, proximity to customers, good parking, and good value for their space.
- Disadvantages cited most frequently were limited parking and limited foot traffic.
- When asked to rate their overall confidence in the economic future of Canby, 17% of business owners rated it High; 61% rated it Moderate; with 9% rating it Low.

- When asked about shopping needs and interests, responses to the business owner survey and the shopper survey had several themes in common:
- Apparel was the most desired retail merchandise with both men's and women's apparel topping the list. The need for shoes was mentioned next most frequently in the apparel category.
- The need for a bookstore was very highly rated, as were craft supplies and sporting goods.
- Restaurants are in very high demand by all. The most requested type of restaurant by both groups of survey respondents was fine dining and family-style, followed by seafood.
- A movie theater, together with the need for more live entertainment was highly desired (such as music, theater).
- Among services needed in town, dry cleaners and computer repair/training were most frequently noted.

Regarding the identity or image, business owners and shoppers want downtown Canby to develop but with the following themes:
- Quaint, clean, cozy and inviting
- Convenient and customer-service oriented
- Small, old town feel AND modern, professional
- Focus on the town's heritage and the strong ties to agriculture and the railroad

The majority of shoppers noted two major disadvantages about downtown shopping - limited selection and store hours. The major advantages were convenience, no crowds, and supporting local businesses.

**MARKET CONDITIONS**

Based on the charrette process, market surveys, research, and on-site observations, the following factors characterize Canby's key market condition challenges and opportunities.

**Opportunities**
- Surveys and research indicate a growing market area and target markets.
- There are several strong traffic generators and institutional anchors, including banks, City Hall, the library, Cutsforth's market, Jarboe's Restaurant, and Peterson's Pharmacy.
- There has been significant recent investment and business growth.
- Wait Park is a social, cultural, and recreational center.
Adjacent residential neighborhoods provide a mix of land uses. There is an established Economic Improvement District with a funding base and staff. There is a strong base of professionals in the downtown area. Overall, the business community is committed and willing to work for the common good. The downtown is basically walkable and friendly. Significant vacant property, such as the Mangus building, Holly Mall, and nursing home, provides the opportunity for development. There is opportunity for infill on vacant or under-developed lots. Cross-marketing opportunities exist with other area visitor attractions and the Canby Fred Meyer shopping center.

Constraints

- Many blocks and buildings are not conducive to retail – there are numerous off-street surface parking lots, structures, and facades that are not enticing to shoppers.
- There may be an absence of a critical mass of retail to attract shoppers.
- Downtown has a lack of clear market identity.
- Downtown has a reputation for having a limited selection and limited store hours.
- Commercial development on Highway 99 has diluted Canby’s retail base and shifted focus away from downtown core.
- The downtown must serve multiple target markets to be successful: Local population, local workers, visitors, Hispanics, etc.
- Property owner expectations of property values may inhibit redevelopment.
- The amount of retail space continues to expand (i.e. Fred Meyer’s shopping center) challenging downtown to differentiate itself.

Effect of Canby Market Center on Downtown

Because Canby is part of a dynamic and growing market area, retail expansion will continue to occur, challenging the competitiveness of downtown and all other Canby retail businesses. If change continues at the pace of the last decade, market data will need to be updated every two-to-three years.

The new Canby Market Center (Fred Meyer) of over 200,000 square feet has dealt a psychological blow to downtown businesses and other Canby retailers. Many are concerned that Fred Meyer will encourage additional Highway 99 commercial sprawl and an erosion of the retail base. Others believe it will pull customers away from downtown businesses.

It is incumbent upon all retail businesses wishing to succeed in a fast changing consumer marketplace to constantly monitor and adapt to market changes. This is especially true when a large general merchandiser comes to town. Downtown Canby merchants will want to stay on top of the offerings, prices and activities of Fred Meyer and other stores at the shopping center and continue to innovate in their own product lines and marketing activities.

On the plus side, the Canby Fred Meyer reports retaining a large portion of Canby area sales that were previously going to the Oregon City Fred Meyer, thus keeping more Canby residents spending at home. Additionally, the Canby Fred Meyer is pulling from beyond the trade area identified for the downtown market assessment, including Molalla, unincorporated areas south of Oregon City and areas further south on Highway 99. Drawing more shoppers into Canby is a win-win for all Canby businesses, if other shopping districts work to attract those shoppers while they are in town.

After a time, it is also not uncommon for small downtowns to recruit viable businesses from new community shopping centers, many of whom over time find they cannot afford the high rents and low margins that they experience at a “traditional” shopping center location.

One recommended response for downtown Canby as a whole is to promote the advantages of shopping at locally owned stores over chains and large corporate businesses. In addition to having a sales staff to customer ratio at least four times higher than a chain department store, the local economic impacts are also highly varied, as indicated by the figures provided in the table below.

<table>
<thead>
<tr>
<th>Percentage of Profits Retained in the Community by Types of Businesses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Retained by large supermarket discounters:</td>
<td>$.10 on the dollar</td>
</tr>
<tr>
<td>Source: Rocky Mountain Institute</td>
<td></td>
</tr>
<tr>
<td>Retained by chain stores:</td>
<td>$.20 on the dollar</td>
</tr>
<tr>
<td>Source: Small Business Administration</td>
<td></td>
</tr>
<tr>
<td>Retained by independent, mom and pop businesses:</td>
<td>$.60 on the dollar</td>
</tr>
</tbody>
</table>

Marketing Strategies

Recommended Business Mix for Downtown Canby

Identifying the most appropriate business mix for downtown Canby is a function of many factors, including demographics and lifestyle characteristics, spending and purchasing potential, survey research, existing business base, and retail trends.

Downtown Canby’s best business opportunities are for specialty retail, entertainment and restaurants. The following list of business and merchandise opportunities were identified as appropriate for downtown Canby. Combinations of these goods and services as well as many others that have unique appeal to area markets should be considered for business development efforts.

| Business Opportunities For Downtown Canby |
|-----|-----|
| Merchandise |
| Books |
| Cards and gifts |
| Clothing, toys |
| Craft supplies |
| Hairdresser/Barber |
| Florist |
| Furniture |
| Jewelry |
| Kitchen accessories |
| Sporting goods |
| Unique apparel |
| Gift antique/some accessories |
| Service |
| Tailor/seamstress |
| Computer repair |
| Dry cleaner |
| Speciality—linen, family, fine dining, seafood/steaks |
| Specialty foods—wine and chocolates, baked goods |
| Entertainment |
| Live entertainment at a restaurant, coffee house, or microbrewery |
| Movie theatre |
| Activity center for youth |

Marketing & Development Strategies

This section provides a recommended market position for downtown Canby, together with strategy recommendations for business development, property development, image and market development as well as organization and management of these efforts. For each category, an overall goal statement and a series of strategies or key activities are delineated.

Market Position Statements

A market position statement for downtown Canby would help to distinguish it from competing shopping centers and to define downtown’s unique product mix. Downtown’s current position could be summar-
Fixed as: A daytime convenience shopping, government and professional service center for area residents.

Below are several proposed positioning statements for downtown Canby to aim for during the coming years. The first statement targets the local market, followed by a statement aiming more at the visitor market. The third statement is somewhat a combination of the two. The downtown Canby team may wish to utilize one or more of these in marketing and promotional efforts, as well as to guide the “market vision” for downtown.

- Proposed market position statement for the Local Market:
  Downtown is Canby’s pedestrian-friendly, hometown shopping district offering personal service and specialty shopping in a quaint atmosphere.

- Proposed market position statement for the Visitor Market:
  Downtown Canby is the heart of scenic farm and flower country in the north Willamette Valley. Downtown offers an outstanding mix of specialty shopping, restaurants, recreation and entertainment amid a relaxing small town atmosphere.

- Proposed market position statement for both Local and Visitor Markets:
  Downtown Canby is a historic shopping and entertainment district offering small town ambiance and unique goods and services...where the customer always comes first!

**Business Development Goal**

Business development strategies focus on recruiting and retaining target businesses to the downtown. The goal for downtown Canby should be to launch an aggressive business recruitment campaign. The key activities to accomplish this goal include:

- Organize and train downtown recruitment/retention team
- Prepare recruitment package
- Develop/promote business incentives
- Target business prospects and developers
- Identify priority businesses, properties, locations (top 3)
- Coordinate leasing
- Provide assistance to existing businesses

**Property Development Goal**

Property development strategies focus on getting properties ready for lease or purchase. The goal for downtown Canby should be to identify and ready downtown Canby’s top three properties for occupancy. The key activities to accomplish this goal include:

- Establish key contacts program for property owners to determine which properties are or could be available for lease and establish priorities for those with greatest redevelopment potential or marketability.
- Target the top 3 priority properties for leasing or redevelopment.
- Create an individualized game plan, one property at a time.
- Establish building owner assistance program to encourage property improvements.
- Purchase, redevelop, and sell key properties, if necessary, to create needed change.

**Image Development Strategies**

An image or branding device portrays verbal and visual cohesiveness to help make a place identifiable. While image development is an integral part of marketing and promotion, it has been separated here for emphasis. The goal for downtown Canby should be to develop a meaningful image or identity that enables target audiences and businesses to identify with downtown on a personal level. The key activities to accomplish this goal include:

- Create uniform logo/graphic symbol, tagline, banners and signage
- Develop an action plan for applying and integrating the image throughout all downtown marketing, special events and redevelopment activities.

Based upon surveys, interviews and public input during the charrette process, Downtown’s Canby’s current image includes the following attributes:

- Attractive and inviting
- Quaint, clean, cozy
- Convenient and customer-service oriented
- Small, old town feel and modern, professional
- Family-oriented and friendly
- Strong ties to agriculture and railroad heritage

A graphic logo and tagline are ideally developed simultaneously. Below are recommendations for a promotional theme for downtown Canby:

**Suggested Promotional Themes for Downtown Canby**

- "The Heart of Canby"
- "A place apart—under the trees."
- "Canby’s pedestrian friendly shopping districts."
- "Old Town Canby"
- "Oregon’s Garden Spot”

**Market Development Strategies**

Marketing and promotion activities give life, form and meaning to the image downtown wishes to convey. Marketing strategies include a variety of tools, such as events, media, and retail sales activities. Downtown Canby’s goal should be to get downtown’s message out as often as possible to the largest number of people.

**Suggested Promotional Ideas for Downtown Canby**

- One-page fact sheet on Downtown Canby
- Monthly promotion calendar
- Downtown business directory
- Special events for children
- Downtown ambassadors
- Downtown Time Machine
- Customer loyalty rewards
- Creative Window Display Contest
- Promote staff/customer ratios
- Downtown Fun and Free Tour
- Rack cards for visitors
- One-page downtown newsletter
- Kids’ art in windows
- Downtown Visitors Guide
- Play Name that Building
- Scavenger Hunt Downtown
- Downtown website
- Downtown Trivia Contest
- Displays in empty buildings
- Maps of downtown walks
- Niche based promotions, i.e., Health & Harvest, promising healthy food stores, professionals
- Thursday night ‘Alive after 5!’
- Senior paspports
- Speakers bureau on downtown plan
- Joint advertising on cable TV, newspaper, fairgrounds events
- Employee appreciation- Discount Cards
- Street Art
- Save your Receipts—Downtown Jingle Bucks
CHAPTER 5

ORGANIZATION AND MANAGEMENT STRATEGIES

The critical success factors for implementation of downtown Canby’s revitalization plan are: leadership, vision, commitment to the vision and perseverance to see it through to completion. Downtown Canby’s goal for organization and management should be to agree on roles and responsibilities of key players and develop a workable action plan. Key activities include:

* Organize the implementation team.
* Establish a mechanism to coordinate and manage all functions and activities.
* Monitor, track and publicize progress.

Successful downtown revitalization programs include merchants, property owners, chamber of commerce, city (and county) government, civic clubs, media, schools, financial institutions and historic organizations. Several existing organizations representing stakeholder groups are currently active or involved in the downtown Canby development process:

- Canby Business Revitalization Group
- Canby Chamber of Commerce
- City of Canby
- Merchants Group

An implementation program for the Canby downtown redevelopment effort should build on the strengths of each existing organization and be guided by the response to the following questions:

- Which group is responsible for strategies or tasks now? Is the work getting done? Does the group wish to retain this responsibility? Should a different group take the lead or be involved as collaborators?
- Which group is best suited for carrying out what strategies or tasks in the future? The answer to this question should be based on each group’s mission or objectives, link with the constituency needed to carry out the work; and the skills, resources, interest and capability for carrying out the work.

Implementation of the Canby Downtown Plan will need to include the following assumptions:

- Visible results or accomplishments need to be demonstrated in a short period of time
- Utilizing existing organizations is the most expedient manner for moving forward
- Developing a master action plan and calendar for all activities is imperative to success
- Creating a coordinating committee of all organizations involved with downtown development is essential for good collaboration, effective communication and monitoring progress.
CHAPTER 6  DOWNTOWN REVITALIZATION PROJECTS

The projects to accomplish downtown Canby’s physical revitalization are based on the information compiled in the preceding portions of this Plan. These projects were generated through the inventory and analysis of existing and desired conditions in the downtown, relative to the project goals, as well as the market analysis. Figure 10 displays a summary of the proposed physical changes to downtown Canby. These include improvements to both the public realm of the streetscape and the private realm of building facades and infill development.

PUBLIC REALM PROJECTS

In the public realm, the streetscape influences the appearance and function of the downtown. A number of streetscape elements to enhance downtown Canby have been identified through the processes described in Chapters 2 through 5. Because certain construction costs are based on experience in other cities, it is possible to make approximate cost estimates for some types of public realm improvements. The costs shown used to estimate the costs included in this section are included as an appendix to this report. Final costs will be developed by the City as detailed design and engineering drawings are prepared for specific locations.

Table 6-1 describes each proposed improvement, location, approximate cost, and suggested priority, element by element. The Summary of Projects describes each project on an area basis (i.e., Second Avenue), with an estimated total cost for each project.

The City has an opportunity to influence the downtown’s appearance through Site Plan Review. Design guidelines, as well as other needed code amendments, are provided in Chapter 7.

PRIVATE REALM PROJECTS

Table 6-2 summarizes recommendations for the private realm of downtown Canby based on the market analysis (summarized in Chapter 5 and included in the appendix). These are properties that appear to be key to revitalizing the downtown area. The properties are listed here so that any changes can be supported by the City, Canby Revitalization, and the Chamber.

SUMMARY OF PROJECTS

Figure 6 provides an overview of projects in the downtown area. Typical design elements and street standards to be used throughout the downtown are shown in Figures 7 and 8. Other projects are described by street.

Pioneer Plaza/Pedestrian Way

The Pioneer Plaza forms the center of downtown Canby. Several design improvements have been identified to strengthen this area, as shown in Figure 9 and 16.

This project includes the following elements:
- **Additional landscaping** (approximately 20 new trees),
- **Adding eight benches and two drinking fountains** (one at Pioneer Plaza, one at Wait Park),
- **Creating a walkway between Second and Third Avenues,**
- **Creating a mid-block crossing to Wait Park across Third Avenue, and a small plaza at Wait Park,**
- **Extending the plaza treatment to include the alley between Grant and Holly streets and a mid-block crossing**, 

The estimated cost for these improvements, which would include around 20,000 square feet of colored and textured concrete, is approximately $77,400.

Also identified as critical is the renovation of the retail buildings facing the plaza, particularly those that front on First Avenue and back onto the Plaza. There are too many unknown aspects to estimate costs for this aspect of the Pioneer Plaza project.

NW Second Avenue

Figure 9 also shows a plan view of intersection redesign along Second Avenue at Grant and Holly Streets. These intersections will include curb extensions and scored concrete details.

Second Avenue from Ivy to Elm Streets will be renovated with new combined light poles street signs (Figure 7), street trees, bike racks, and other street furniture (benches, trash cans). Figures 10, 11, and 12 demonstrate the details of the Second Avenue project.

The estimated cost for this project excludes the mid-block crossing of Second Street, which is included in the Pioneer Plaza/Pedestrian Way Project. The cost estimate includes the following assumptions for the Second Street project:
- The project includes five intersections and three mid-block crossings (in addition to Pioneer Plaza crossing), and all of these include curb extensions and textured concrete crosswalks,
- Street furniture will include 8 bike racks, 8 benches, 4 trash cans, 32 street trees and grates, 24 light pole/planter with banners and baskets, 8 plate light poles, and
- Sidewalks will be widened about three feet (including a 6-inch curb) along approximately 2,000 linear feet (mid-block and intersection curb extensions have been subtracted from this length).

The estimated cost of the Second Street project is approximately $246,500.

Second Avenue is also the focus of storefront improvements and infill projects. The Mangus Building at Holly Street and Second Avenue is an example of well-located but currently under-used property. Occupation and redevelopment of this structure is a high priority. Along Second Avenue, there is the opportunity for property improvements such as awnings, better window treatments, and the development of second stories for retail and housing. There are too many unknown aspects of these redevelopment concepts to estimate costs.

First Avenue

Details of the First Avenue project are shown in Figure 13. From Ivy to Elm Streets, First Avenue will be improved with curb extensions, scored concrete crosswalks, light poles, and street furniture. This will be similar to Second Avenue but on the west side of the street only. A downtown information kiosk is described for the "T" intersection of Fir Street and First Avenue. The approximate cost for the First improvements is approximately $114,000.

First Avenue presents the opportunity for the addition of second story offices or residential, particularly at the northwest corner of First Avenue and Grant Street. Façade improvements, such as awnings, signs, and building lighting are all important for this street, since it is...
visible from the highway. There are too many unknown aspects to estimate the costs of these improvements.

Ivy, Holly, Grant, Fir, and Elm Streets

Improvements to these streets consist of typical street treatments as shown in previous figure. The appearance will be similar to that for Second Avenue, but without the mid-block crossings, since these would interfere with the function of the alleys. The cost for improving these streets is estimated to be approximately $114,000 per street.

Gateways

Gateway treatments at Ivy, Grant, and Elm Streets are proposed as low masonry walls with metal letters spelling out “Welcome to Downtown Canby,” trees, landscaping such as a low growing flowering plant, and up-wash lighting. Figure 14 illustrates this concept. The cost of each gateway is estimated to be approximately $77,000.

RR Right-of-way

The railroad right-of-way along First Avenue provides significant opportunities for improvement. Figure 15 shows these improvements, include re-paving, planting additional street trees and other landscaping, and providing light poles, and scored concrete crosswalks at the railroad crossings Elm, Grant, and Ivy. The estimated costs of these improvements is approximately $152,000.

There are also opportunities to improve the railroad area with additional structures. Relocating the Canby Depot, placing a water tower, adding historical railroad cars for retail or Saturday Market use, and ultimately constructing a landmark building are all possibilities for improvements within the railroad right of way. There are too many unknown aspects to estimate the costs of these improvements.

Funding Sources

City Financing

It is expected that most of the public realm revitalization projects identified in this plan will be funded by the existing Economic Improvement District (EID), a voluntary special assessment district, or the Urban Renewal District (URD), which provides tax increment financing and tax exempt bonding. Other funding sources that the City might use include system development charges (SDC), which are reimbursable assessments for parks, transportation, water, and sewer improvements, or Local Improvement Districts (LID), voluntary assessments similar to EIDs but for specific projects within a limited area.

Projects occurring on the highway may be financed by ODOT, the city, or a combination of the two. Any project funded by ODOT must be included on the State Transportation Improvement Program, which is updated biannually.

The available funding can also be used to leverage grants and loans. Several of the applicable sources of funding for downtown improvement are as follows:

Grants and Loans

State Pedestrian and Bicycle Grants, administered by the Oregon Department of Transportation (ODOT), are grants for pedestrian or bicycle improvements on state highways or local streets. Grant amounts are up to $200,000, with a local match encouraged. The grants require the applicant to administer the project, and projects must be situated in road or highway rights-of-way. Projects include sidewalk infill, handicap access, street crossings, intersection improvements, and minor widening for bike lanes. The grant cycle is every two years, coinciding with State Transportation Improvement Program update cycle. Cities and counties may apply.

The Immediate Opportunity Fund provides street and road improvements to influence location or retention of firms providing primary employment or revitalize business or industrial centers where the investment is not speculative. Application is through the Oregon Economic and Community Development Department (OECD).

The Oregon Transportation Infrastructure Bank provides loans and other financial assistance to local jurisdictions for federal-aid eligible highway and transit capital projects. Loans can cover all or a portion of an eligible project. Cities, counties, special districts, transit districts, tribal governments, ports, state agencies, and private for-profit and non-profit organizations can apply. The OTIF is administered by ODOT.

The Federal Surface Transportation Program is used to construct, reconstruct, and restore roads and complete operational improvements on federal aid highways. In particular, Transportation Enhancement activities can be funded. Matching (non-federal) funds are required in varying proportions from 10% to 50% depending on program selected.

The Hazard Elimination Program (HEP), administered by ODOT, carries out safety improvement projects to reduce the risk, number, and severity of accidents at highway locations or public roads or public transportation facility. If, for example, Canby identified a safety problem at one of the intersections of Highway 99E and downtown, then accident records, justification documents, and other information could be submitted to ODOT, which would then prepare a draft prospectus and sends it to the Traffic Management Section to determine eligibility. State and local agencies may apply.

Special Public Works Fund is administered by OECD. The Fund has money targeted from lottery bond proceeds for loan and grant assistance to eligible public entities for the construction of infrastructure that leads to business location or expansion and the creation or retention of jobs. These are defined as providing "educational, commercial, recreational, cultural, social, or similar services to the public. This is program for which cities and counties may apply. The infrastructure must be needed primarily to support economic development, and 30% of jobs created or retained must be family wage jobs.

OECD also administers the Oregon Bond Bank, which pools municipal loans made under the Special Public Works Fund and Water/Wastewater Financing programs into state revenue bonds. The purpose of the bond bank is to provide small communities access to financial markets to finance infrastructure projects at lower rates.

Oregon Tourism Commission provides matching grants up to $100,000, coordinated with OECD’s Needs and Issues process in order to give applicants more exposure to a greater number of potential funders. The focus is on tourism-related projects within a larger economic development strategy, with funds are for tourism projects such as marketing materials, market analyses, signage, visitor center development planning, etc., but not for construction of infrastructure. Non-profit agencies, municipalities, tribes, and ports may apply.
### TABLE 6-1: RECOMMENDED PUBLIC REALM REVITALIZATION PROJECTS

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>FIGURE</th>
<th>LOCATION</th>
<th>APPROXIMATE UNIT COSTS</th>
<th>POTENTIAL FUNDING SOURCE</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carby downtown gateways, low wall, &quot;Welcome to Downtown Canby&quot; sign, landscaping</td>
<td>6, 14</td>
<td>At corner of Elm, Grant, Ivy &amp; railroad right-of-way</td>
<td>Walls $1.50/lace ft, 20c/d = $1.20/lc, 12&quot; letters $3.50/letter or $2,000; landscaping $3/sq ft; $350/tree</td>
<td>EID/URD; High (1-5 years)</td>
<td>Moderate</td>
</tr>
<tr>
<td>Widening sidewalks from 8 ft to 11 ft</td>
<td>8</td>
<td>First &amp; Seco; Avenues bet Elm &amp; Ivy; on 3rd bet Grant &amp; Holly</td>
<td>$2.75/sq ft plain concrete; $12/lw for each</td>
<td>BID</td>
<td>High</td>
</tr>
<tr>
<td>Redevelopment ROW parking area with landscaping, &quot;antique&quot; railroad cars &amp; Growers Market</td>
<td>15</td>
<td>Between Ivy &amp; Elm</td>
<td>Unknown</td>
<td>EID/URD/Grants; High</td>
<td>High</td>
</tr>
<tr>
<td>Drinking fountains</td>
<td>Not shown</td>
<td>At Pioneer Plaza &amp; on 1st St</td>
<td>$1,300/drinking fountain</td>
<td>EID/URD; Moderate</td>
<td>Moderate</td>
</tr>
<tr>
<td>Pioneer Plaza style light poles/street signs</td>
<td>7</td>
<td>Corners &amp; mid-block on N-S streets; 2 light poles/block on E-W streets</td>
<td>$2,500/light poles</td>
<td>EID</td>
<td>High</td>
</tr>
<tr>
<td>Planters at corners coupled with combined light poles/street sign</td>
<td>6, 7</td>
<td>On NW 2nd Ave and SW 2nd Ave, at curb extensions (Nos. 7 &amp; 8)</td>
<td>$900/10 ft dia planter; $2,000/light pole</td>
<td>EID</td>
<td>Moderate</td>
</tr>
<tr>
<td>Trash cans, benches/bollards per Pioneer Plaza</td>
<td>7</td>
<td>At curb extensions (see Nos. 7 &amp; 8)</td>
<td>$500/trash can; $800/bench; $100/bollard</td>
<td>EID/URD; Moderate</td>
<td>High</td>
</tr>
<tr>
<td>Bike racks</td>
<td>11, 13</td>
<td>Corners &amp; mid-block on 1st &amp; 2nd &amp; mid-block/Walk/Walk at 3rd</td>
<td>$200/bike rack</td>
<td>EID/URD; Moderate</td>
<td>High</td>
</tr>
<tr>
<td>Corner curb extensions</td>
<td>9</td>
<td>At all corners on 1st &amp; 2nd &amp; 3rd &amp; 4th from Elm to Ivy, or 3rd to Grant &amp; Holly, and on SW 25th between Ivy and Elm.</td>
<td>$2,200/cornerway</td>
<td>EID/URD; Moderate</td>
<td>High</td>
</tr>
<tr>
<td>Mid-block curb extensions</td>
<td>9</td>
<td>At 1st bet Elm &amp; Ivy; 2nd bet Fir &amp; Ivy; &amp; 3rd at Wait Park. (No mid-block extensions on N-S streets.)</td>
<td>$1,000/extension</td>
<td>EID/URD</td>
<td>Moderate</td>
</tr>
<tr>
<td>Bollards per Pioneer Plaza</td>
<td>7</td>
<td>At curb extensions (Nos. 8 &amp; 9)</td>
<td>$100/unsigned; $600/lighted</td>
<td>EID/URD</td>
<td>Moderate</td>
</tr>
<tr>
<td>Pathway between 2nd and 3rd</td>
<td>6, 9</td>
<td>From Pioneer Plaza to Wait Park</td>
<td>$3.50/sq ft for textured, colored concrete</td>
<td>EID/URD</td>
<td>Moderate</td>
</tr>
<tr>
<td>Street trees (trellis above awning lever)</td>
<td>6, 9, 11</td>
<td>Throughout downtown at 28 ft, avoid blocking sight lines at corner.</td>
<td>$350/tree; $800/tree grace</td>
<td>EID/URD; Moderate</td>
<td>High</td>
</tr>
<tr>
<td>Textured, colored concrete crosswalks</td>
<td>8, 9, 11</td>
<td>Corners &amp; mid-block curb extensions (nos. 7, 8, &amp; 9, except where entire intersection is textured (No. 13)</td>
<td>$3.50/sq ft</td>
<td>EID/URD</td>
<td>Moderate</td>
</tr>
<tr>
<td>Bike lanes on Highway 99</td>
<td>Per ODOT</td>
<td>From Elm to Ivy</td>
<td>$1.10/linear ft</td>
<td>ODOT; High</td>
<td>High</td>
</tr>
<tr>
<td>Zebra-striped crosswalks</td>
<td>Per ODOT</td>
<td>On Highway 99 at Ivy, Grant, &amp; Elm</td>
<td>$1000/crosswalk</td>
<td>ODOT; High</td>
<td>High</td>
</tr>
<tr>
<td>Textured, colored concrete at intersections with inset stamped design per community selection</td>
<td>9-16</td>
<td>At NW 2nd &amp; Fir, Grant, Holly, and Ivy &amp; SW 2nd</td>
<td>$3.50/sq ft</td>
<td>EID/URD; Moderate</td>
<td>High</td>
</tr>
<tr>
<td>Multi-use pathway</td>
<td>6</td>
<td>Along railroad ROW bet Fred Meyer shopping center &amp; downtown.</td>
<td>$110/linear ft for asphalt</td>
<td>EID/URD</td>
<td>Moderate</td>
</tr>
<tr>
<td>Water tower or other tall feature</td>
<td>14</td>
<td>In railroad parking area at Grant Street gateway</td>
<td>Unknown</td>
<td>TBD</td>
<td>Low</td>
</tr>
<tr>
<td>Canby historical information display shelter</td>
<td>6</td>
<td>At T-intersection of Fir &amp; railroad property</td>
<td>$3000 to $8000</td>
<td>TBD</td>
<td>Low</td>
</tr>
<tr>
<td>Redevelopment of Pioneer Plaza with textured concrete or pavers, trees, lamp posts</td>
<td>7, 9</td>
<td>At Pioneer Plaza</td>
<td>$5.50/sq ft for textured, colored concrete</td>
<td>TBD</td>
<td>Moderate</td>
</tr>
<tr>
<td>Close the alley between City Hall &amp; Pioneer Plaza to vehicle_recreation per Pioneer Plaza</td>
<td>9</td>
<td>Between Holly &amp; Grant</td>
<td>$3.50/sq ft</td>
<td>TBD</td>
<td>Moderate</td>
</tr>
<tr>
<td>Pedestrian bridge over RR &amp; 99L</td>
<td>Not shown</td>
<td>Along Highway 99 between Elm &amp; Ivy, 30&quot; spacing.</td>
<td>$350/tree</td>
<td>ODOT/BID; Low</td>
<td>Low</td>
</tr>
<tr>
<td>Hanging flower baskets (irrigated)</td>
<td>7</td>
<td>At each light pole</td>
<td>$100/basket (w/o irrigation)</td>
<td>EID</td>
<td>High</td>
</tr>
<tr>
<td>Banners, seasonal</td>
<td>7</td>
<td>At ea light pole, changing seasonally</td>
<td>$100/banner</td>
<td>EID/URD</td>
<td>Moderate</td>
</tr>
</tbody>
</table>

1. These costs are approximate and should not be considered actual costs until detailed design and engineering drawings are prepared for specific locations.

2. BID = Business Improvement District; URD = Urban Renewal District; ODOT = Oregon Department of Transportation.

3. Priorities: High = develop in 1-3 years; Moderate = develop in 5-10 years; Low = develop in 10-20 years.

June 2001
## Table 6-2 Priority Private Redevelopment Projects

<table>
<thead>
<tr>
<th>Property/Block</th>
<th>Advantages</th>
<th>Constraints</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mangus Building</td>
<td>Vacant; strategically located; excellent exposure</td>
<td>Relatively large; 10,000 SF office; building improvements needed to encourage retail or for redevelopment.</td>
<td>Subdivide for up to five retail tenants; ultimately consider large single tenant; potential theatre, office, or telemarketing firm. Possible upper story addition for residential development.</td>
</tr>
<tr>
<td>Care facility at Second &amp; Fu</td>
<td>Excellent location on edge of retail core, close to residential</td>
<td>Needs public or non-profit management</td>
<td>Good possibilities for mixed-use community center: youth, arts, education, summer recreation programs, etc.; possibility of purchasing and demolishing adjacent home to allow parking.</td>
</tr>
<tr>
<td>Pioneer Planu</td>
<td>Small-scale; friendly; new restaurant location</td>
<td>Buildings do not offer great exposure to attract potential customers</td>
<td>Signage on businesses and at street to attract customers; open windows to improve exposure; encourage business focus on home and apparel goods; female target market.</td>
</tr>
<tr>
<td>Holly Mall vacancy at Second.</td>
<td>High visibility; excellent proximity to customers</td>
<td>None</td>
<td>Retail business to complement existing attractions in that block—Parsons and Piper’s Jewelry.</td>
</tr>
<tr>
<td>Infill lot: 1st &amp; Ivy</td>
<td>Excellent high visibility; high convenience location</td>
<td>Location directly across from railroad may not be conducive to residential</td>
<td>Mixed-use commercial/residential; 2 to 3 story structure.</td>
</tr>
<tr>
<td>New development NW Second between Ivy &amp; Juniper</td>
<td>Access from Caudle’s offering potentially excellent exposure; very convenient access to downtown.</td>
<td>None</td>
<td>Mixed-use commercial/residential; 2 to 3 story structure. Best opportunity to increase residential population downtown.</td>
</tr>
<tr>
<td>Infill lot: NW Third between Grant &amp; Holly</td>
<td>Excellent location directly across from Wait Park</td>
<td>None</td>
<td>Ideally suited for mixed-use structure that could be catalyst for commercial (retail) development near the park and also encourage additional residential.</td>
</tr>
<tr>
<td>Infill project: Holly &amp; NW First.</td>
<td>High visibility from Hwy 99; potential commercial attractor</td>
<td>Currently owned by railroad</td>
<td>Mixed-use building and possible transportation hub; potential to increase density and critical mass of business and to generate customer activity.</td>
</tr>
<tr>
<td>NW First</td>
<td>Excellent Highway 99 visibility; developing Home Furnishings cluster; several strong businesses; interesting historic properties; anchored at both ends by major activity centers: City Hall &amp; Jasco’s Restaurant</td>
<td>Many buildings in need of exterior facelift; incongruent business mix</td>
<td>Facade renovations and signage would help promote these businesses and entice motorists to downtown; redevelopment of block(s) nearest I-95/90 into specialty retail to capitalize on customer traffic; vacancy next to Touch of Home.</td>
</tr>
<tr>
<td>NW Second</td>
<td>Strong business anchors, including Parsons, banks &amp; others</td>
<td>Low density; no critical mass of businesses; not pedestrian-oriented</td>
<td>Improve signs, windows, and visibility of existing businesses at Pioneer Plaza and Holly Mall to entice shoppers; build on existing businesses to encourage more home and apparel shops; focus retail core between 1st and Ivy; develop block between Ivy and Juniper as higher density, mixed-use.</td>
</tr>
<tr>
<td>NW Third</td>
<td>Uniform identity as professional office district with some residential; Wait Park &amp; library are significant community anchors</td>
<td>No commercial attractions to build upon in developing retail.</td>
<td></td>
</tr>
<tr>
<td>Ivy St.</td>
<td>Busiest traffic corridor in downtown core; Caudle’s Marketplace significant Magnet; excellent business exposure</td>
<td>Existing business mix does not encourage pedestrian activity</td>
<td></td>
</tr>
<tr>
<td>Holly St.</td>
<td>City Hall and Library anchors</td>
<td>Mix of uses and lack of critical retail mass challenges pedestrian-oriented shopping experience; windowless Holly Mall not enticing to customers.</td>
<td>Mangus Building key to expanding shopper traffic in this area. Opportunity to redevelop the library block as a new civic center.</td>
</tr>
<tr>
<td>Grant St.</td>
<td>Architectural interest and general appeal; business traffic generators (Parsons’ gym, meat market, newspaper)</td>
<td>Business mix lacks unity—office, retail; Parking lot(s) are a &quot;blank space&quot; to shoppers.</td>
<td>Upper story office and residential development; specialty retail—health and food-related.</td>
</tr>
</tbody>
</table>
CHAPTER 7. PLAN AND CODE REVISIONS

INTRODUCTION
The following revisions to the City of Canby Comprehensive Plan, Transportation System Plan, and Zoning Ordinance are needed to ensure that the downtown plan is implemented. In the following sections, new language is shown as **bold, underlined** text, and deletions are shown as **bold strikethrough** text. Only the plan or code sections for which there are needed changes are included.

COMPREHENSIVE PLAN POLICY REVISIONS
- The railroad right-of-way that is located between Knott and Elm Streets and between First Avenue and the southern boundary of the railroad right-of-way, an area of approximately 2.5 acres, will be rezoned from C-2 and CM to C-1. The Zoning Map is amended as shown in Figure 17 altered to reflect this change.

TRANSPORTATION SYSTEM PLAN REVISIONS
- The Canby Transportation System Plan is amended to include a Downtown Street Standard (Figures 18 A and B).
- Insert the following text into the TSP on page 4-3, following the description of Local Streets:

  **Downtown Streets**

  Downtown streets have the primary function of providing access to the core commercial. The streets in a downtown are equally important for motorists and pedestrians. On-street parking is critical to a downtown because the desired density of businesses precludes large areas of off-street parking. Wide sidewalks and curb extensions at intersections and mid-block improve walking conditions. Planting strips are replaced by tree well to maximize the space for pedestrians and street furniture, and to facilitate on-street parking.

  The Canby Downtown street standard includes 11-foot sidewalks, 18-foot 45-degree diagonal parking (except along First Street, where parking is parallel), 11-foot travel lanes, curb extensions, and planting areas for street trees.

- Insert the **Downtown Street Standard** shown in Figure 18 A and B as **Figure 4-1d** of the TSP (following Figure 4-1c).

- On page 4-4, make the following revisions:

  **Holly Street**
  Holly Street, between NW 4th Fourth Avenue and Territorial Way has been reclassified from an arterial to a collector street.

  **NW 1st Avenue**
  Northwest First Avenue, between Ivy and Elm Streets, has been reclassified as a downtown street.

  **NW 2nd Avenue**
  Northwest Second Avenue, between Ivy and Douglas Streets, has been reclassified as a downtown street.

  **NW 3rd Avenue**
  Northwest 3rd Avenue, between Ivy Knott and Holly Douglas Streets, has been reclassified from an arterial to a collector downtown street.

  **NW 4th Avenue**
  Northwest Fourth Avenue, between Knott and Douglas Streets, has been reclassified as a downtown street.

  **Juniper Street**
  Juniper Street, between First Avenue and 4th Avenue, has been reclassified as a downtown street.

  **Ivy Street**
  Ivy Street, between the railroad right of way and 4th Avenue, has been reclassified as a downtown street.

  **Grant Street**
  Grant Street, between the railroad right of way and 4th Avenue, has been reclassified as a downtown street.

  **Elm Street**
  Elm Street, between the railroad right of way and 4th Avenue, has been reclassified as a downtown street.

- Figure 4-2 of the Canby TSP is amended to show the Downtown Street Standard area as demonstrated in Figure 19.

- On page 4-16 of the TSP, the following deletion is made:

  **NW 2nd Avenue**
  Between North Ivy and North Douglas, NW Avenue should be reconstructed as a 40-foot collector built-to-adequacy standards.

CODE REVISIONS TO CHAPTER 16.10 – OFF STREET PARKING AND LOADING

16.10.100 Bicycle Parking.

Bicycle parking shall be provided for all multi-family residential, institutional, commercial, and industrial uses.

A. Dimensions and characteristics: Bicycle parking spaces shall be at least a minimum of six (6) feet long and two (2) feet wide, and overhead clearance in covered spaces shall be at least a minimum of seven (7) feet wide. A minimum five (5) foot-wide aisle for bicycle maneuvering shall be provided and maintained beside or between each row of bicycle parking. Bicycle racks located on a sidewalk shall provide a minimum of two (2) feet between the rack and a wall or other obstacle, and four (4) feet between the rack and the curb face. Bicycle racks located in the Downtown Commercial Zone shall be anchored to the surface or a structure. Bicycle racks located in the Downtown Commercial Zone shall be of the inverted U style (a.k.a. staple racks). See Figure 20 for correct rack placement.
### TABLE 16.10.100 BICYCLE PARKING STANDARDS

<table>
<thead>
<tr>
<th>LAND USE CATEGORY</th>
<th>MINIMUM REQUIRED NUMBER OF PARKING SPACES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>4 spaces per block</td>
</tr>
<tr>
<td>Downtown Commercial</td>
<td></td>
</tr>
</tbody>
</table>

## CODE REVISION TO CHAPTER 16.22 - C-1 DOWNTOWN COMMERCIAL ZONE

16.22.010 Uses permitted outright:

Uses permitted outright in the C-1 zone shall be as follows:

F. Dwelling Units

2. Residential uses shall be permitted only when part of a mixed use development (residential with commercial, office, or public/institutional use). Both “vertical” mixed use (housing above the ground floor), and “horizontal” mixed use (housing on the ground floor) developments are allowed as follows:

A. Ground floor dwelling units that are incidental (less than 25% of the ground floor gross area), and attached to any use allowed in a C-1 zone, and have access from a side or back entrance, or an entrance that is incidental to the commercial main ground floor use. The maximum number of incidental and attached dwelling units allowed on a parcel in the C-1 zone shall conform to 16.20.030(A).

B. Residential units occupying the second and third story of any structure in the C-1 zone, provided the primary ground floor use is as listed in 16.22.010.

C. Limitation on street-level housing. No more than 50 percent of a single street frontage may be occupied by residential uses. This standard is intended to reserve street front space for commercial uses and public/institutional uses; it does not limit residential use above the street level on upper stories, or behind street-level storefronts. For parcels with street access at more than one level (e.g., sloping sites with two street frontages), the limitation on residential building space shall apply to all street frontages.

4. Density. There is no minimum or maximum residential density standard. Density shall be controlled by the applicable lot coverage and building height standards.

5. Parking, Garages, and Driveways. All off-street vehicle parking intended for residential use, including surface lots and garages, shall be oriented to alleys, placed underground, placed in structures above the ground floor, or located in parking areas located behind or to the side of the building; except that side-yards facing a street (i.e., corner yards) shall not be used for surface parking. All garage entrances facing a street (e.g., underground or structured parking) shall be recessed behind the front building elevation by a minimum of four (4) feet. On corner lots, garage entrances shall be oriented to a side-street when access cannot be provided from an alley.

6. Creation of Alleys. When a residential subdivision (e.g., four or more townhome lots) is proposed, a public alley shall be created for the purpose of vehicle access. Alleys are not required when existing development patterns or topography make construction of an alley impracticable. As part of a subdivision, the City may require dedication of right-of-way or easements, and construction of pathways between townhome lots (e.g., between building breaks) to provide pedestrian connections through a development site.

2. Retail store or shop, except those first listed as permitted or conditional uses in the C-2 zone;

10. Hardware store, not including lumber or other large building materials requiring on-site outside or warehouse storage;

34. Parking lot or parking structures;

37. Public Transit center.

16.22.020 Conditional uses,

Conditional uses in the C-1 zone shall be as follows:

A. A use listed as conditional in the R-1 zone;

B. Miniature golf courses.

B. Parking lot or parking structures;

16.22.030 Development standards.

F. Other regulations:

1. Vision clearance distances shall be ten feet from an alley and fifteen feet from any other street.

2. Sidewalks eight a minimum of eleven feet in width shall be required in commercial locations unless existing building locations or street width necessitate a more narrow design.

3. All setbacks to be measured from the foundation line of the building. Overhangs shall not exceed two feet (not including overhangs, which are subject to building code requirements); mechanical units, used for the heating/cooling of residential units are exempt from interior and/or rear yard setback requirements.

4. New commercial buildings, particularly retail shopping and offices, shall be oriented to the primary street, near or at the setback line. A main entrance shall be oriented to the primary street.

5. Off-street motor vehicle parking for new commercial developments shall be located at the side or behind the building(s).
CODE REVISION TO CHAPTER 16.42 – SIGNS

16.42.68 Signs exempted or prohibited.

B. Prohibited Signs. It shall be unlawful for any person to erect, display or maintain, and no permit shall be issued for the erection, display, or maintenance of any sign or advertising structure falling within any of the following descriptions:

2. Internally illuminated signs (box-style) are prohibited in the C-1 Zone.

2-3. Such advertising devices...

CODE REVISION TO CHAPTER 16.46 – ACCESS LIMITATIONS & PROJECT DENSITY

<table>
<thead>
<tr>
<th>TABLE 16.46.030</th>
<th>ACCESS MANAGEMENT GUIDELINES FOR CITY STREETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Functional Classification</td>
<td>Minimum Spacing</td>
</tr>
<tr>
<td>Downtown Street (C-1 zone)</td>
<td>Alley access must be used if available. One access per block if alley access is not available.</td>
</tr>
</tbody>
</table>

CODE REVISION TO CHAPTER 16.49 – SITE AND DESIGN REVIEW

16.49.030 Site and design review plan approval required.

2. The following are exempt from site and design review:

f. Parking lot or paving projects. If no buildings or structures are involved, paving or parking lot development in excess of 2,500 square feet of impervious surface is exempted from site and design review, except in the C-1 zone. In the C-1 zone, all new parking lots that do not involve buildings or structures are subject to site plan review as required in Section 16.49. All new paved areas and parking lots in excess of 2,500 square feet must meet the requirements of Section 16.49.150.

16.49.035 Application for Site and Design Review

C. A traffic impact analysis, conducted or reviewed by a traffic engineer contracted by the city and paid for by the applicant (through the city), and including an accident report for the adjacent roads and nearby intersections, for any project that results in any one of the following:

1. More than one access onto any collector or arterial street (such streets being designated by the city of Canby Transportation Plan);

2. More than six (6) residential units that enter onto any collector or arterial street, except for streets classified as downtown streets, where up to 15 residential units are allowed with a traffic impact analysis;

3. Any multiple family dwellings (apartments, condominiums, townhouses, etc.) with more than six (6) units, except in the C-1 zone where up to 15 residential units are allowed without a traffic impact analysis;

4. Industrial or Commercial enterprises that generate more than one hundred (100) vehicles per day, except in the C-1 zone, where up to 200 trips may be generated without a traffic impact analysis.

E. Site Plan Information. The site plan shall include the following information:

5. Connectivity. The following information shall be shown on the site plan:

   c. Minor collector, neighborhood connector, and local residential access, and downtown streets shall connect with surrounding streets to permit the convenient movement of traffic between residential neighborhoods to facilitate emergency access and evacuation.

   Connections shall be designed to avoid or minimize through traffic on local streets. Appropriate design and traffic control such as four-way stops and traffic calming measures are the preferred means of discouraging through traffic.

16.49.040 Criteria and standards.

I. The Board shall, in exercising or performing its powers, duties or functions, determine whether there is compliance with the following:

D. The C-1 zone, as the downtown core of the City, has special design standards, as shown in the Design Review Matrix for the C-1 zone.

D.E. The Board shall, in making its determination of compliance with subsections B and C above, use the following matrix to determine compatibility. An application is considered to be compatible, in regards to subsections B, and C and D above, if a minimum of 65 percent of the total possible number of points (not including bonuses) are accumulated for the whole development, and if the applicant has received a minimum of 1 point in each applicable category.

DESIGN REVIEW MATRIX: C-1 ZONE
(See Figures 21-24 for illustrations of design elements)

<table>
<thead>
<tr>
<th>BUILDING LOCATION AND ORIENTATION</th>
<th>Possible Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteria</td>
<td></td>
</tr>
<tr>
<td>Building located at front property line: Parking in front=0; 50% of building from at property line=1; 100% of building from at property line=2.</td>
<td>0 1 2</td>
</tr>
<tr>
<td>Building oriented to street: no=0; yes=2</td>
<td>0 2</td>
</tr>
</tbody>
</table>

ENTRANCES

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Possible Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major retail entrance on street: no=0; yes=2</td>
<td>0 2</td>
</tr>
<tr>
<td>Corner building entrances on corner lots: no=0; yes=1</td>
<td>0 1</td>
</tr>
<tr>
<td>Entrance front (not more than 3 feet behind front glass line except at corner entrances): no=0; yes=1</td>
<td>0 1</td>
</tr>
</tbody>
</table>
## WINDOWS

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Possible Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularly spaced and similar-shaped windows - around 70% of storefront area is glass (includes doors). Not mirrored glass: less than 50%: 0; more than 80%: 1, 70% or more: 2</td>
<td>0 1 2</td>
</tr>
<tr>
<td>Second story windows (where available): no=0; yes=2</td>
<td>0 2</td>
</tr>
</tbody>
</table>

## ARCHITECTURAL DETAILS

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Possible Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blade sign or painted wall sign (no internally illuminated box sign): no=0; yes=2</td>
<td>0 2</td>
</tr>
<tr>
<td>Brick, stone, and horizontal lap or shoe lap painted wood siding: concrete, stucco, or wood siding: 1; concrete masonry, stucco, or similar material: 2; brick or similar appearance: 3; colors from recommended color palettes (on file with the City of Canby), or as otherwise approved: no=0; yes=2</td>
<td>0 1 2</td>
</tr>
<tr>
<td>Cornice treatments to emphasize building tops at parapet-type buildings: flat roofs behind parapet acceptable; otherwise, visible roofs should be pitched; no treatment: 0; pitched roof: 1; parapet roof: 2</td>
<td>0 0 1 2</td>
</tr>
<tr>
<td>All walls have doors, windows, or display windows (on blank walls): Murals, art niches, benches, or light sources at blank walls where windows are not feasible: no treatment: 0; mural or other treatment: 1; windows or display window: 2</td>
<td>0 0 1 2</td>
</tr>
<tr>
<td>Awning and rain protection of durable canvas, vinyl, glass, or acrylic: No awning slope over 45 degrees, with flat or semi-flat awnings along First Ave and at buildings with windows above entries. Awnings are discontinuous, with lengths generally under 30 linear feet for longer buildings: no awnings: 0; awnings meet criteria: 1</td>
<td>0 0 1 2</td>
</tr>
</tbody>
</table>

## PARKING

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Possible Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off-street parking (if required) located behind or to the side of building: no=0; side=1; behind=2</td>
<td>0 1 2</td>
</tr>
</tbody>
</table>

**CODE REVISION TO CHAPTER 16.64 - SUBDIVISIONS - DESIGN STANDARDS**

16.64.020 Blocks.

- Sizes. Block length shall be limited to **300 feet in the C1 zone**, 600 feet in all other zones, except for 800 feet on arterials.

**CODE REVISION TO CHAPTER 16.86 - REGULATIONS**

- **Table 16.86.040: Recommended Roadway Standards:** Add Downtown Street (C-1 zone) standard (Figure 18 A and B).
### SECOND STREET PROJECT

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>UNIT COST</th>
<th># UNITS</th>
<th>UNIT COST</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>wider sidewalk by 2.5 ft</td>
<td>$5.50</td>
<td>5000</td>
<td>$27,500</td>
<td>4 blocks, 300' ea., minus 50' for curb ext and mid-block, 8x250=2000</td>
</tr>
<tr>
<td>5&quot; curbs</td>
<td>$12.00</td>
<td>2000</td>
<td>$24,000</td>
<td>does not include curb extensions</td>
</tr>
<tr>
<td>street trees</td>
<td>$1,150.00</td>
<td>32</td>
<td>$36,800</td>
<td>4/block side</td>
</tr>
<tr>
<td>light pole/planters</td>
<td>$2,900.00</td>
<td>24</td>
<td>$69,600</td>
<td>one on ea corner</td>
</tr>
<tr>
<td>mid-block light poles</td>
<td>$2,000.00</td>
<td>8</td>
<td>$16,000</td>
<td>one on ea side</td>
</tr>
<tr>
<td>bike racks</td>
<td>$200.00</td>
<td>8</td>
<td>$1,600</td>
<td>one/block side</td>
</tr>
<tr>
<td>benches</td>
<td>$800.00</td>
<td>8</td>
<td>$6,400</td>
<td>one/block side</td>
</tr>
<tr>
<td>trash cans</td>
<td>$300.00</td>
<td>4</td>
<td>$1,200</td>
<td>one/block side</td>
</tr>
<tr>
<td>crosswalks</td>
<td>$3,500</td>
<td>4,400</td>
<td>$15,400</td>
<td>20 crosswalks, 10' wide, 22' long</td>
</tr>
<tr>
<td>mid-block curb extensions</td>
<td>$1,000.00</td>
<td>6</td>
<td>$5,000</td>
<td>6 crossings, 100 sf each + 30' curb</td>
</tr>
<tr>
<td>curb ext</td>
<td>$2,200.00</td>
<td>20</td>
<td>$44,000</td>
<td>at ea corner, around 400 sf, 72&quot; curb</td>
</tr>
<tr>
<td>banners</td>
<td>$100.00</td>
<td>48</td>
<td>$4,800</td>
<td>four Seasonal banners</td>
</tr>
<tr>
<td>baskets</td>
<td>$100.00</td>
<td>24</td>
<td>$2,400</td>
<td>does not include irrigation</td>
</tr>
</tbody>
</table>

**Total: $246,500**

### PIONEER PLAZA/PEDESTRIAN WAY PROJECT

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>UNIT COST</th>
<th># UNITS</th>
<th>UNIT COST</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>repave alley</td>
<td>$3.50</td>
<td>6000</td>
<td>$21,000</td>
<td></td>
</tr>
<tr>
<td>2nd Ave mid-block curb ext</td>
<td>$1,000.00</td>
<td>2</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>3rd Ave mid-block curb ext</td>
<td>$1,000.00</td>
<td>2</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>sidewalk, 2nd-3rd</td>
<td>$3.50</td>
<td>6000</td>
<td>$21,000</td>
<td></td>
</tr>
<tr>
<td>Wait park plaza</td>
<td>$3.50</td>
<td>400</td>
<td>$1,400</td>
<td></td>
</tr>
<tr>
<td>trees &amp; grates</td>
<td>$1,150.00</td>
<td>20</td>
<td>$23,000</td>
<td>does not include irrigation</td>
</tr>
<tr>
<td>benches</td>
<td>$800.00</td>
<td>4</td>
<td>$3,200</td>
<td></td>
</tr>
<tr>
<td>bollards (lightning)</td>
<td>$100.00</td>
<td>12</td>
<td>$1,200</td>
<td></td>
</tr>
<tr>
<td>drinking fountain</td>
<td>$1,300.00</td>
<td>2</td>
<td>$2,600</td>
<td></td>
</tr>
</tbody>
</table>

**Total: $77,400**

### FIRST AVE

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>UNIT COST</th>
<th># UNITS</th>
<th>UNIT COST</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>wider sidewalk by 2.5 ft</td>
<td>$3.50</td>
<td>5000</td>
<td>$8,750</td>
<td>4 blocks, 300' ea., minus 50' for curb ext and mid-block</td>
</tr>
<tr>
<td>6&quot; curbs</td>
<td>$12.00</td>
<td>1000</td>
<td>$12,000</td>
<td>does not include curb extensions</td>
</tr>
<tr>
<td>light pole/planters</td>
<td>$2,900.00</td>
<td>12</td>
<td>$34,800</td>
<td>one on ea corner</td>
</tr>
<tr>
<td>mid-block light poles</td>
<td>$2,000.00</td>
<td>4</td>
<td>$8,000</td>
<td>one on EA side</td>
</tr>
<tr>
<td>bike racks</td>
<td>$200.00</td>
<td>4</td>
<td>$800</td>
<td>one/block side</td>
</tr>
<tr>
<td>benches</td>
<td>$800.00</td>
<td>4</td>
<td>$3,200</td>
<td>one/block side</td>
</tr>
<tr>
<td>trash cans</td>
<td>$300.00</td>
<td>4</td>
<td>$1,200</td>
<td>one/block side</td>
</tr>
<tr>
<td>crosswalks</td>
<td>$3.50</td>
<td>3,080</td>
<td>$10,760</td>
<td>14 crosswalks, 10' wide, 22' wide</td>
</tr>
<tr>
<td>mid-block curb extensions</td>
<td>$1,000.00</td>
<td>4</td>
<td>$4,000</td>
<td>4 crossings, 100 sf each + 30' curb</td>
</tr>
<tr>
<td>curb ext</td>
<td>$2,200.00</td>
<td>12</td>
<td>$26,400</td>
<td>at ea corner, around 400 sf, 72&quot; curb</td>
</tr>
<tr>
<td>banners</td>
<td>$100.00</td>
<td>24</td>
<td>$2,400</td>
<td>four Seasonal banners</td>
</tr>
<tr>
<td>baskets</td>
<td>$100.00</td>
<td>12</td>
<td>$1,200</td>
<td>does not include irrigation</td>
</tr>
</tbody>
</table>

**Total: $114,330**

### IVY, HOLLY, GRANT, FIFTH, ELM STREETS (TYPICAL COSTS FOR 1ST TO 4TH)

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>UNIT COST</th>
<th># UNITS</th>
<th>UNIT COST</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>wider sidewalk by 2.5 ft</td>
<td>$3.50</td>
<td>3075</td>
<td>$10,763</td>
<td>3 blocks, 225' ea., minus 20' for curb ext</td>
</tr>
<tr>
<td>6&quot; curbs</td>
<td>$12.00</td>
<td>1000</td>
<td>$12,000</td>
<td>does not include curb extensions</td>
</tr>
<tr>
<td>street trees/grates</td>
<td>$1,150.00</td>
<td>18</td>
<td>$21,700</td>
<td>30' block side</td>
</tr>
<tr>
<td>light pole/planters</td>
<td>$2,900.00</td>
<td>8</td>
<td>$23,200</td>
<td>one on ea corner minus those included for 1st &amp; 2nd</td>
</tr>
<tr>
<td>mid-block light poles</td>
<td>$2,000.00</td>
<td>8</td>
<td>$16,000</td>
<td>mid-block</td>
</tr>
<tr>
<td>bike racks</td>
<td>$200.00</td>
<td>6</td>
<td>$1,200</td>
<td>one/block side</td>
</tr>
<tr>
<td>benches</td>
<td>$800.00</td>
<td>6</td>
<td>$4,800</td>
<td>one/block side</td>
</tr>
<tr>
<td>trash cans</td>
<td>$500.00</td>
<td>3</td>
<td>$1,500</td>
<td>one/block side</td>
</tr>
<tr>
<td>crosswalks</td>
<td>$3.50</td>
<td>1,760</td>
<td>$6,660</td>
<td>8 crosswalks (3rd &amp; 4th), 10' wide, 22' wide</td>
</tr>
<tr>
<td>curb ext</td>
<td>$2,200.00</td>
<td>8</td>
<td>$17,600</td>
<td>at ea corner (3rd &amp; 4th), around 400 sf, 72&quot; curb</td>
</tr>
<tr>
<td>banners</td>
<td>$100.00</td>
<td>32</td>
<td>$3,200</td>
<td>four Seasonal banners</td>
</tr>
<tr>
<td>baskets</td>
<td>$100.00</td>
<td>8</td>
<td>$800</td>
<td>does not include irrigation</td>
</tr>
</tbody>
</table>

**Total: $113,833**

### GATEWAYS AT IVY, ELM, GRANT

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>UNIT COST</th>
<th># UNITS</th>
<th>UNIT COST</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>wall</td>
<td>$15.00</td>
<td>240</td>
<td>$3,600</td>
<td>4' high, 21' long, with capstones, located at Elm, Grant, Ivy</td>
</tr>
<tr>
<td>letters</td>
<td>$65.00</td>
<td>88</td>
<td>$4,580</td>
<td>WELCOME TO DOWNTOWN CANTON - 12&quot; metal letters</td>
</tr>
<tr>
<td>lighting</td>
<td>$300.00</td>
<td>3</td>
<td>$900</td>
<td>ground located, upwash on wall</td>
</tr>
<tr>
<td>landscaping</td>
<td>$8.00</td>
<td>1200</td>
<td>$9,600</td>
<td>about 400 sq ft landscaping per sign</td>
</tr>
<tr>
<td>street trees</td>
<td>$350.00</td>
<td>25</td>
<td>$8,750</td>
<td>5 per wall, located behind, no grates needed</td>
</tr>
</tbody>
</table>

**Total: $26,730** About $5,000 per gateway

### RAILROAD ROW

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>UNIT COST</th>
<th># UNITS</th>
<th>UNIT COST</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>street trees/grates</td>
<td>$1,150.00</td>
<td>10</td>
<td>$11,500</td>
<td>replace aging maples, infill missing trees</td>
</tr>
<tr>
<td>repave parking</td>
<td>$5.66</td>
<td>1200</td>
<td>$7,650</td>
<td>assumes repaving and resurfacing (but not reconstruction) from Elm to Ivy</td>
</tr>
<tr>
<td>landscaping</td>
<td>$5.00</td>
<td>3000</td>
<td>$15,000</td>
<td>assumes addition of around 3000 sq ft of landscaping per block</td>
</tr>
<tr>
<td>light pole/planters</td>
<td>$2,900.00</td>
<td>12</td>
<td>$34,800</td>
<td>at least 12, along mid-point of row area to light parking</td>
</tr>
<tr>
<td>banners</td>
<td>$100.00</td>
<td>48</td>
<td>$4,800</td>
<td>four Seasonal banners</td>
</tr>
<tr>
<td>&quot;camoufl*, railroad cars&quot;</td>
<td>unknown</td>
<td>unknown</td>
<td>unknown</td>
<td></td>
</tr>
</tbody>
</table>

**Total: $152,200**
CANBY DOWNTOWN PLAN

Figure 1: Study Area

△ Downtown Area

■ Parks

□ Streets

〇 School Sites

□ Parcels

Map produced by David Evans and Associates Inc. based on GIS information provided by the City of Canby.
Figure 2: Current Zoning for the Study Area

Zoning Designations
- C1
- C2
- CM
- Parks
- Streets
- School Sites
- Parcels

Map produced by David Fries and Associates Inc. based on GIS information provided by the City of Canby.
Figure 3: Property Characteristics

Re-Developable Designation
- Re-Developable: 21 Parcels

Improvement Designation
- Improved: 301 Parcels
- Vacant: 25 Parcels
- No Data: 4 Parcels
- No Parcel Data Available
- School Sites
- Parks
- Streets

Map produced by David Evax and Associates Inc. based on GIS information provided by the City of Canby.
Figure 4: Improvement Dates

Map produced by David Evans and Associates Inc.,
based on GIS information provided by the City of Canby.
CANBY DOWNTOWN PLAN
DESIGN RECOMMENDATIONS FOR SECOND AVE. AND PIONEER PLAZA
DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETEK

Figure 9: Design Recommendations for Second Ave and Pioneer Plaza
SECOND STORY ADDITIONS & TWO- STORY DEVELOPMENT AT CORNERS
NEW STREET TREES
WATER TOWER OR OTHER TALL FEATURE AT HWY.
AWNINGS AT ALL BUILDINGS WITH MAX. 50' IN SINGLE RUN
TYPICAL LAMP POST/BRICK BENCH - PER PIONEER PLAZA STANDARD
ADD MURALS, BENCHES & LIGHTS AT BLANK WALLS THAT CANNOT BE OPENINGS

CANBY DOWNTOWN PLAN
VIEW AT SECOND AVE. & HOLLY ST. LOOKING SOUTHWEST
DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETEK

Figure 10: Second Ave. and Holly Street Looking Southwest
CANBY DOWNTOWN PLAN
VIEW AT HOLLY ST. AND SECOND AVE. LOOKING SOUTHWEST
DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETEK
CANBY DOWNTOWN PLAN
VIEW AT HOLLY ST. AND SECOND AVE. LOOKING NORTHEAST
DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETK

VIEW WITH DESIGN RECOMMENDATIONS
EXISTING

TYPICAL ORNAMENTAL LAMP, FLOWER BASKETS & BRICK BENCH/PLANTER
NEW TWO OR THREE STORY BUILDING RECOMMENDED AT SECOND AVE. & JUNIPER STREET
TYPICAL FLUSH CONCRETE/BRICK TREATMENTS AT INTERSECTION

SECOND OR SECOND/THIRD STORY RESIDENTIAL OR COMMERCIAL USE
TYPICAL AWNING AND COMMERCIAL SIGNAGE TREATMENT PER RECOMMENDATIONS
SCORED FLUSH CONCRETE WITH INLAID DESIGN OR LOGO

Figure 12: Holly St. and Second Ave. Looking Northeast
ADD SECOND STORY AT CORNER BUILDINGS WHERE FEASIBLE

RENOVATE SECOND LEVELS FOR OFFICE, COMMERCIAL, HOUSING OR OTHER USES

NEW LIGHTS THRU TRANSPARENT/TRANSLUCENT AWNINGS

NEW FLAT OR LOW SLOPE AWNINGS FOR GREATER VISIBILITY & LIGHT, EXPOSE UPPER STOREFRONTS

BOLLARDS TYPICAL AT FIRST STREET

TYPICAL SCORED CONCRETE/BRICK TREATMENT AT INTERSECTION

BUILDING NAMES, ADDRESSES, DATES OF CONSTRUCTION AT BUILDING CORNERS

ADD SECOND STORY AT CORNER BUILDINGS WHERE FEASIBLE

RENOVATE EXISTING POLICE STATION TO BECOME RETAIL/COMMERCIAL WHEN NEW CITY HALL IS BUILT

PLANT ADDITIONAL MAPLES AT FIRST STREET WHERE MISSING

CANBY DOWNTOWN PLAN
VIEW AT FIRST AVE. & GRANT ST. LOOKING NORTHEAST
DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETEX

VIEW WITH DESIGN RECOMMENDATIONS

EXISTING

Figure 13: First Ave. and Grant St. Looking Northeast
Canyon Downtown Plan

View at Grant Street Gateway on Highway 99

David Evans & Associates, Seder Architects, MarketeK
CANBY DOWNTOWN PLAN
VIEW AT GRANT ST & TRAIN TRACKS LOOKING NORTHEAST
DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETEK

Figure 15: Grant St. and Train Tracks Looking Northeast
CANBY DOWNTOWN PLAN
VIEW AT PIONEER PLAZA LOOKING SOUTH
DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKTEK
Figure 17: Area to be Rezoned from C2 to C1

Hatched Area to be Rezoned from C2 to C1

Zoning Designations
- C1
- C2
- CM
- Parks
- Streets
- School Sites
- Parcels

Map produced by David Evans and Associates Inc., based on GIS information provided by the City of Canby.
Figure 18A: Downtown Street Standard for All Street Except First Avenue

Figure 18 B: Downtown Street Standard for First Avenue

Figure 20: Bike Rack Placement
Figure 19: Downtown Streets

Map produced by David Evans and Associates Inc. based on GIS information provided by the City of Canby.
Figure 20: Corner Entrance, Flat Awning Style

Figure 21: Regularly Shaped And Placed Window, Second Story Residential

Figure 22: Roof Lines, Awnings

Figure 23: Blade Sign

Figure 24: Awnings, Second Story Windows