

CANBY DOWNTOWN PLAN

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PREPARED FOR:

- THE CITY OF CANBY
182 NORTH HOLLY STREET
CANBY OREGON 97013
503-266-4021
MATILDA DEAS, AICP, PROJECT PLANNER

PREPARED BY:

- DAVID EVANS AND ASSOCIATES, INC.
709 NW WALL STREET, SUITE 102
BEND OREGON 97701
541-389-7614
KAREN SWIRSKY, AICP, PROJECT MANAGER
- SEDER ARCHITECTS AIA
1314 NW IRVING STREET, SUITE 511
PORTLAND OREGON 97209
503-227-2727
MARK SEDER, AIA, ARCHITECT
- MARKETEK
9220 SW BARBUR BLVD., SUITE 119-220
PORTLAND OREGON 97219
503-638-1615
MARY BOSCH, ECONOMIC ANALYSIS

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- Rayven Davis (County Fairground Manger)
- Ashley Doty (Student)
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CANBY-A



CANBY-F



CANBY-J



CANBY-O



CANBY-T



CANBY-B



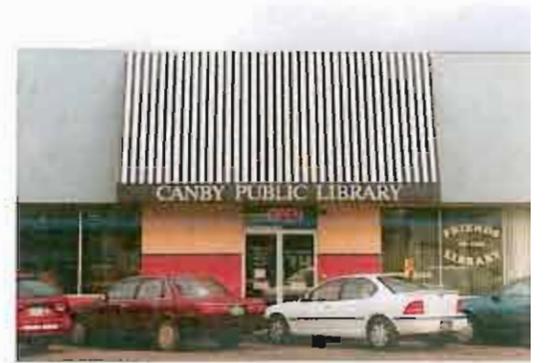
CANBY-G



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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 completed 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 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.

Most 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 and , 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 main 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. Redeveloping 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 to not 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 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 undifferentiated 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 Pine.

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 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, Grant, 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 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 a 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 an 80-foot right-of-way, 18-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 sidewalk 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 proscriptive design code.

TRANSIT 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.

OVERALL DEVELOPMENT PATTERNS

The study area consists of several types of development: strip commercial and shopping center commercial along 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 the 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 are 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-used 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

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

TABLE 2: EVALUATION OF PROPOSED DESIGN ELEMENTS FOR DOWNTOWN CANBY

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

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 in the downtown. 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

	1990	2000 (est)	2005 (est)
Population	25,227	32,079	34,582
Households	9,141	12,093	13,236
Median Household Income	\$35,357	\$51,855	\$60,010
Median Age	36.5	41.0	43.0
Percentage Age 65 or over	14%	15%	15%
Percentage Age 5-19	22%	20%	19%
Percentage Hispanic	6%	10%	13%

Source: CACI Marketing Services, U.S. Census

Most significant is the fact that trade area residents possess above average incomes and a higher median age than for Oregon as a whole. The Canby trade area is forecast to continue rapid population growth – in the last decade, the average annual population growth was 2.6%, nearly double the state average.

Other Target Markets

Several numbers illustrate the size of other market segments for downtown Canby. First, the daytime business and employee population within the trade area is around 8,909 persons. Second, the commuter traffic volumes are very high. The secondary market for Canby includes area visitors and tourists. The Canby area has numerous visitor attractors that could increase visitors to downtown, including the

Clackamas 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)

Retail Category	Actual Sales (\$)	% of Total
General Merchandise	\$5,472.00	2%
Food Stores	\$90,474.00	28%
Automotive Dealers/Gasoline	\$121,430.00	38%
Apparel and Accessory Stores	\$892.00	0.2%
Home Furnishings	\$43,306.00	13%
Miscellaneous Retail*	\$38,932.00	12%
Eating and Drinking	\$21,630.00	7%
Total	\$322,136.00	100.0%

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

Source: InfoUSA and CACI

Existing retail sales within the Canby Trade Area totaled over \$322 million in 1999. This figure does not include sales from the Fred Meyer shopping center, which opening in the spring of 2000. Detailed retail sales figures from the prior year are generally not available until April of the following year.

Potential Spending

One of Canby’s best selling points to prospective businesses is that the trade area population will continue to grow at an above average rate for the foreseeable future. This population growth translates into an increase in potential retail demand. That is, trade area customers have the potential to generate sales demand above and beyond the retail sales currently being captured by area businesses.

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 (1,143) projected for the year 2005.

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

Merchandise Category	Potential Sales: New Trade Area Households*	Target Sales * Per Sq. Ft.	Potential Sales/Target Sales (Sq. Ft)
Groceries	\$3,930,770	\$371/SF	10,595 SF
Apparel/Accessories	\$1,557,909	\$164/ SF	9,499 SF
Home Furnishings	\$2,846,070	\$186/ SF	15,301 SF
Misc. Retail	\$3,753,612	\$190/SF	4,074 SF
Eating/Drinking	\$1,908,810	\$198/SF	9,640 SF

*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, is there 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

does not fill this need for trade area customers, they will leave the area to purchase these goods.

Analysis indicates that the level of spending is close to the national average in the majority of categories. However, spending is well above the national average for groceries, home improvement, appliances, electronics/audio equipment and homeowner insurance. The possible explanations are that consumers prefer to spend only the average amount for most goods and that higher priced merchandise may not be available in the trade area. This information is helpful to retailers in gauging how to price their merchandise.

Retail Trends

A review of the publications by the nation's top retail-related associations reveals trends driving today's retail industry:

- The retail industry set sales records in 1999 with an increase of nearly 11% over the previous year and total sales at \$421 billion. Three retail 'formats' have dominated the list of the top 100 retailers for the years between 1989 and 1999: Supermarkets, department stores and discount stores.
- Developers are introducing a new 'hybrid' shopping center that combines characteristics of large, enclosed traditional malls with an urban streetscape retail/entertainment concept that is open-air. Using plazas, fountains, art and sculptures, waterfront areas or other features as focal points, new hybrid shopping centers are becoming common in urban settings.
- As retailing continues to evolve into new distribution channels, notably the internet, two key factors continue to drive shopping behavior: time-pressure and sensation-hungry consumers.
- Successful retailers continue to focus on niche development—finding and filling product micro-niches.
- The rebirth of specialty stores, inner-city retailing and unique formats presents a key influence. Though volume discounts often allow these big box retailers to offer low prices, the small retailer can compete on service and uniqueness, two features often lacking in large chains.
- Retailers have abandoned the bigger-is-better philosophy that dominated much of the 1990s.

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 (35), 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 Parsons 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 Meyers 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.

PERCENTAGE OF PROFITS RETAINED IN THE COMMUNITY BY TYPES OF BUSINESSES	
▪ Retained by large superstore discounters: <i>Source: Rocky Mountain Institute</i>	\$.06 on the dollar
▪ Retained by chain stores <i>Source: Small Business Administration</i>	\$.20 on the dollar
▪ Retained by independent, mom and pop businesses:	\$.60 on the dollar

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	Services	Entertainment
<ul style="list-style-type: none"> ▪ Book/music shop ▪ Garden supplies ▪ Children’s clothing, toys ▪ Craft supplies ▪ Unique apparel, accessories, shoes ▪ Gifts/antiques/home accessories ▪ Florist ▪ Kitchen accessories ▪ Sporting goods ▪ Jewelry ▪ Cards and gifts ▪ Lighting, home accessories ▪ Handcrafted goods ▪ Antique reproductions 	<ul style="list-style-type: none"> ▪ Tailor/alteration ▪ Computer repair ▪ Dry cleaner <p>Restaurants/Food</p> <ul style="list-style-type: none"> ▪ Yogurt/sweet shop/ice cream ▪ Healthy foods restaurant/juice bar ▪ Specialty—Italian, family, fine dining, seafood/steaks ▪ Specialty foods—wine and cheese, baked goods ▪ Brewpub 	<ul style="list-style-type: none"> ▪ 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 summa-

alized 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 district.”
 “Old Town Canby”
 “Oregon’s Garden Spot”
 “A Place for All Ages through the Ages: We Have a History with Our Customers”

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

<ul style="list-style-type: none"> ▪ One-page fact sheet on Downtown Canby Plan ▪ Monthly promotion calendar ▪ Downtown business directory ▪ Special events for children ▪ Downtown ambassadors ▪ Downtown Time Machine ▪ Customer loyalty rewards ▪ Creative Window Display Contests ▪ Promote staff:customer ratio ▪ 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 	<ul style="list-style-type: none"> ▪ Downtown website ▪ Downtown Trivia Contest ▪ Displays in empty buildings ▪ Maps of downtown walks ▪ Niche based promotions: i.e., Health & Harvest, promoting health food stores, professionals ▪ Thursday night ‘Alive after 5!’ ▪ Senior passport ▪ 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
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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 sheets 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 that 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/planters with banners and baskets, 8 plain 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* \$27,000.

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 (OECDD).

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 road 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 send it to the Traffic Management Section to determine eligibility. State and local agencies may apply.

Special Public Works Fund is administered by OECDD. 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 a 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.

OECDD 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 OECDD'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

PROJECT	FIGURE	LOCATION	¹ APPROXIMATE UNIT COSTS	² POTENTIAL FUNDING SOURCE	³ PRIORITY
Canby downtown gateways, low wall, "Welcome to Downtown Canby" sign, landscaping	6, 14	At corners of Elm, Grant, Ivy & railroad right-of-way	Walls \$15/face ft, 20x4 = \$1,200; 12" letters \$85/letter or \$2,000; landscaping \$5/sq ft; \$350/tree	EID/URD	High (1 – 5 years)
Widen sidewalks from 8 ft to 11 ft	8	First & Second Avenues bet Elm & Ivy; on 3rd bet Grant & Holly	\$2.75/sq ft plain concrete; \$12/lf for curbs	BID	High on 1 st & 2 nd , moderate elsewhere
Redevelop railroad ROW parking area with landscaping, "antique" railroad cars & Growers Market.	15	Between Ivy & Elm	Unknown	EID/URD/grants	High
Drinking fountains	Not shown	At Pioneer Plaza & on 1 st St	\$1,300/drinking fountain	EID/URD	Moderate
Pioneer Plaza style light poles/street signs	7	Corners & mid-block on N-S streets, 2 light poles/block on E-W streets	\$2,500/light poles	EID	High on 1 st & NW 2 nd , low on SW 2 nd , and Moderate on other streets
Planters at corners coupled with combined light pole/street sign	6, 7	On NW 2 nd Ave and SW 2 nd Ave. at curb extensions (Nos. 7 & 8)	\$900/10 ft dia planter; \$2,000/light pole	EID	High on NW 2 nd , low on SW 2 nd
Trash cans, benches/bollards per Pioneer Plaza.	7	At curb extensions (see Nos. 7 & 8)	\$500/trash cans; \$800/bench; \$100/bollard	EID/URD	High on 1 st & 2 nd ; moderate elsewhere
Bike racks	11, 13	Corners & mid-block on 1 st & 2 nd & mid-block/Wait Park at 3 rd .	\$200/bike rack	EID/URD	High on 1 st & 2 nd ; moderate elsewhere
Corner curb extensions	9	At all corners on 1 st & NW 2 nd from Elm to Ivy, on 3 rd at Grant & Holly, and on SW 2 nd between Ivy and Elm.	\$2,200/corner	URD	Moderate on 1 st & NW 2 nd , low elsewhere
Mid-block curb extensions	9	At 1 st bet Elm & Ivy; 2 nd bet Fir & Ivy; & 3 rd at Wait Park. (No mid-block extensions on N-S streets.)	\$1,000/extension	URD	High at Pioneer Plaza on 2 nd , moderate elsewhere
Bollards per Pioneer Plaza	7	At curb extensions (Nos. 8 & 9).	\$100 unlighted; \$600 lighted	URD	High on 1 st & 2 nd , low elsewhere
Pathway between 2 nd and 3 rd	6, 9	From Pioneer Plaza to Wait Park	\$3.50/sq ft for textured, colored concrete	URD	Moderate
Street trees (branch above awning level)	6, 9, 11	Throughout downtown at 28 ft, avoid blocking sight lines at corners	\$350/tree; \$800/tree grate	EID	High on 2 nd , moderate elsewhere
Textured, colored concrete crosswalks	9, 11	Corners & mid-block curb extensions (nos. 7 & 8), except where entire intersection is textured (No.13)	\$3.50/sq ft	URD	High on NW 2 nd , low on SW 2 nd , and moderate elsewhere
Bike lanes on Highway 99E	Per ODOT	From Elm to Ivy	\$1.10/linear f	ODOT	High
Zebra-striped crosswalks	Per ODOT	On Highway 99 at Ivy, Grant, & Elm	\$1000/crosswalk	ODOT	High
Textured, colored concrete at intersections with inset stamped design per community selection.	9-16	At NW 2 nd & Fir, Grant, Holly, and Ivy & SW 2 nd	\$3.50/sq ft	URD	High on NW 2 nd , low on SW 2 nd , and moderate elsewhere
Multi-use pathway	6	Along railway ROW bet Fred Meyer shopping center & downtown.	\$10/linear ft for asphalt	URD	Moderate
Water tower or other tall feature	14	In railroad parking area at Grant Street gateway.	Unknown	TBD	TBD
Canby historical/information display shelter	6	At T-intersection of Fir & railroad property.	\$3000 to \$8000	EID	Low
Redevelop edges of Pioneer Plaza with textured concrete or pavers, trees, lampposts	7, 9	At Pioneer Plaza.	\$3.50/sq ft for textured, colored concrete; \$350/tree; \$800/tree grate; \$2,500/light pole; \$500/trash can; \$800/ bench	TBD	Moderate
Close the alley between City Hall & Pioneer Plaza to vehicles; resurface per Pioneer Plaza	9	Between Holly & Grant	\$3.50/sq ft	URD	Moderate
Add street trees along Highway 99	Not shown	Along Highway 99 between Elm & Ivy, 30' spacing.	\$350/tree	ODOT/BID	Low
Pedestrian bridge over RR & 99E.	6, 14	Between Ivy & Grant, at future landmark building	Unknown	Unknown	Low
Hanging flower baskets (irrigated)	7	At each light pole	\$100/basket (not including irrigation)	EID	High
Banners, seasonal	7	At ea light pole, changing seasonally	\$100/banner	EID	Moderate

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

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

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

Table 6-2 Priority Private Redevelopment Projects

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

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 1 st Fourth Avenue and Territorial Way has been reclassified from an arterial to a collector
Holly Street	<u>Holly Street, between the railroad right of way and Northwest Fourth Avenues, has been reclassified as a downtown street.</u>
NW 1st Avenue	<u>Northwest First Avenue, between Ivy and Elm Streets, has been reclassified as a downtown street</u>
NW 2nd Avenue	<u>Northwest Second Avenue, between Ivy and Douglas Streets, has been reclassified</u>

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

Fir Street Fir 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 ~~should shall~~ be at least a minimum of six (6) feet long and two (2) feet wide, and overhead clearance in covered spaces ~~should shall~~ be at least a minimum of seven (7) feet wide. A minimum five (5) foot-wide aisle for bicycle maneuvering ~~should shall~~ be provided and maintained beside or between each row of bicycle parking. Bike 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 ~~or lockers should shall~~ be securely 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	
LAND USE CATEGORY	MINIMUM REQUIRED NUMBER OF PARKING SPACES
Commercial	
Downtown Commercial	4 spaces per block

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~~ Residential

- 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 storefront space for commercial uses and public/institutional uses; it does not limit residential uses 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;

~~24. 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 awnings, 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 N PROJECT DENSITY

Functional Classification	Minimum Spacing	Residential Use	Commercial or Industrial Use
Downtown Street (C-1 zone)	<u>Alley access must be used if available. One access per block if alley access is not available.</u>	<u>No new direct accesses.</u>	<u>Shared access driveways required.</u>

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.

1. 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)	
BUILDING LOCATION AND ORIENTATION	
<i>Criteria</i>	<i>Possible Scores</i>
Building located at front property line: Parking in front=0; 50% of building front at property line=1; 100% of building front at property line=2.	0 1 2
Building oriented to street: no=0; yes=2	0 2
ENTRANCES	
<i>Criteria</i>	<i>Possible Scores</i>
Major retail entrance on street: no=0; yes=2	0 2
Corner building entrances on corner lots: no=0; yes=1	0 1
Entrance inset (not more than 3 feet behind front glass line except at corner entries): no=0; yes=1	0 1

WINDOWS	
<i>Criteria</i>	<i>Possible Scores</i>
<u>Regularly spaced and similar-shaped windows – around 70% of storefront area is glass (includes doors). (No mirrored glass): less than 50%=0; more than 50% but less than 70%=1; 70% or more=2</u>	<u>0 1 2</u>
<u>Second story windows (where applicable): no=0; yes=2</u>	<u>0 2</u>
ARCHITECTURAL DETAILS	
<i>Criteria</i>	<i>Possible Scores</i>
<u>Blade sign or painted wall sign(no internally illuminated box signs): no=0; yes=2</u>	<u>0 2</u>
<u>Brick, stucco, and horizontal lap or ship lap painted wood siding: concrete, wood, or wood siding=0; concrete masonry, stucco, or similar material=1; brick or similar appearance=2.</u>	<u>0 1 2</u>
<u>Colors from recommended color palettes (on file with the City of Canby), or as otherwise approved: no=0; yes=2</u>	<u>0 2</u>
<u>Cornice treatments to emphasize building tops at parapet-type buildings; Flat roofs behind parapets acceptable, otherwise, visible roofs should be pitched: no treatment=0; pitched roof=1; parapet roof=2</u>	<u>0...1...2</u>
<u>All walls have doors, windows, or display windows (no blank walls). Murals, art niches, benches, or light sconces at blank walls where windows are not feasible: no treatment=0; mural or other treatment=1; windows or display window=2</u>	<u>0...1...2</u>
<u>Awnings 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=2</u>	<u>0...2</u>
PARKING	
<i>Criteria</i>	<i>Possible Scores</i>
<u>Off-street parking (if required) located behind or to the side of building: no=0; side=1; behind=2</u>	<u>0 1 2</u>
BONUS	
<u>Provide usable pedestrian space such as a plaza, outdoor seating, or extra-wide pathway/sidewalk near one or more building entrances: no=0; yes=1.</u>	<u>0 1</u>
<u>Planters and window boxes: no=0; yes=1.</u>	<u>0 1</u>
<u>Public art (e.g., fountain, sculpture, etc.): no=0; yes=1.</u>	<u>0 1</u>
<u>Second story residential or office: no=0; yes=1.</u>	<u>0 1</u>

CODE REVISION TO CHAPTER 16.64 – SUBDIVISIONS – DESIGN STANDARDS

16.64.020 Blocks.

- B. 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

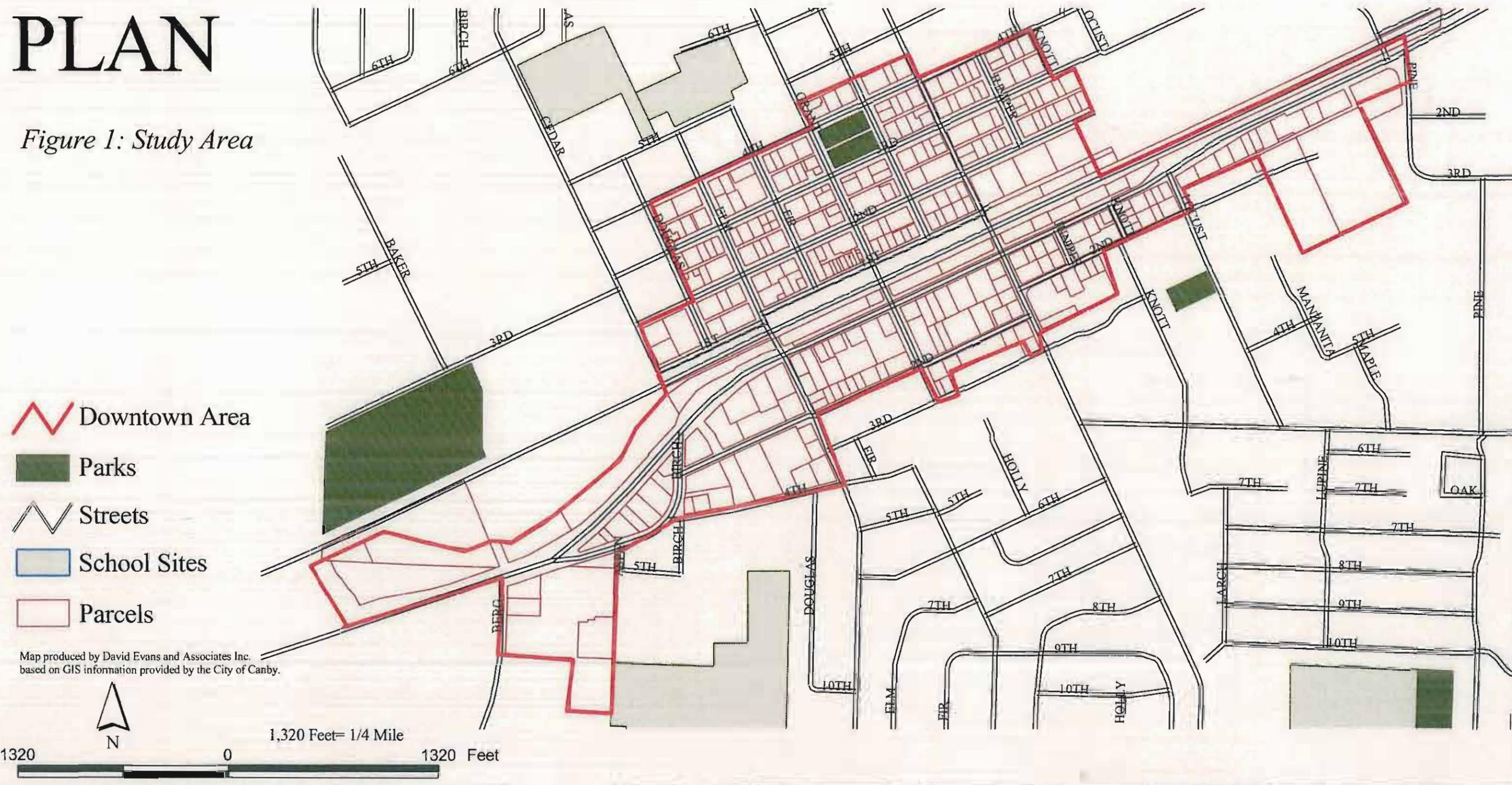
- **Table 16.86.040: Recommended Roadway Standards:** Add Downtown Street (C-1 zone) standard (Figure 18 A and B).

APPENDIX: COST ESTIMATE WORK SHEETS

SECOND STREET PROJECT				
ELEMENT	UNIT COST	# UNITS	COST	NOTES
widen sidewalk by 2.5 ft	\$3.50	5000	\$17,500	4 blocks, 300' ea, minus 50' for curb ext and mid-block; 8x250=2000
6" curbs	\$12.00	2000	\$24,000	does not include curb extensions
street trees	\$1,150.00	32	\$36,800	4/block side
light pole/planter	\$2,900.00	24	\$69,600	one on ea corner
mid-block light poles	\$2,000.00	8	\$16,000	
bike racks	\$200.00	8	\$1,600	one/block side
benches	\$800.00	8	\$6,400	one/block side
trash cans	\$500.00	4	\$2,000	one/block
crosswalks	\$3.50	4,400	\$15,400	20 crosswalks, 10' wide, 22' long
midblock curb extensions	\$1,000.00	6	\$6,000	6 crossings, 100 sf each + 30' curb
curb ext	\$2,200.00	20	\$44,000	at ea corner, around 400 sf, 72' curb
banners	\$100.00	48	\$4,800	four seasonal banners
baskets	\$100.00	24	\$2,400	does not include irrigation
total			\$246,500	
PIONEER PLAZA/PEDESTRIAN WAY PROJECT				
ELEMENT	UNIT COST	# UNITS	COST	NOTES
repave alley	\$3.50	6000	\$21,000	
2nd Ave midblock curb ex	\$1,000.00	2	\$2,000	
3rd Ave midblock curb ex	\$1,000.00	2	\$2,000	
walkway, 2nd-3rd	\$3.50	6000	\$21,000	
Wait park plaza	\$3.50	400	\$1,400	
trees & grates	\$1,150.00	20	\$23,000	does not include irrigation
benches	\$800.00	4	\$3,200	
bollards (unlighted)	\$100.00	12	\$1,200	
drinking fountain	\$1,300.00	2	\$2,600	
total			\$77,400	
FIRST AVE				
ELEMENT	UNIT COST	# UNITS	COST	NOTES
widen sidewalk by 2.5 ft	\$3.50	2500	\$8,750	4 blocks, 300' ea, minus 50' for curb ext and mid-block
6" curbs	\$12.00	1000	\$12,000	does not include curb extensions
light pole/planter	\$2,900.00	12	\$34,800	one on ea corner
mid-block light poles	\$2,000.00	4	\$8,000	
bike racks	\$200.00	4	\$800	one/block side
benches	\$800.00	4	\$3,200	one/block side
trash cans	\$500.00	4	\$2,000	one/block
crosswalks	\$3.50	3,080	\$10,780	14 crosswalks, 10' wide, 22' wide
midblock curb extensions	\$1,000.00	4	\$4,000	4 crossings, 100 sf each + 30' curb
curb ext	\$2,200.00	12	\$26,400	at ea corner, around 400 sf, 72' curb
banners	\$100.00	24	\$2,400	four seasonal banners
baskets	\$100.00	12	\$1,200	does not include irrigation
total			\$114,330	
IVY, HOLLY, GRANT, FIR, ELM STREETS (TYPICAL COSTS FOR 1ST TO 4TH)				
ELEMENT	UNIT COST	# UNITS	COST	NOTES
widen sidewalk by 2.5 ft	\$3.50	3075	\$10,763	3 blocks, 225' ea, minus 20' for curb ext
6" curbs	\$12.00	1000	\$12,000	does not include curb extensions
street trees/grates	\$1,150.00	18	\$20,700	3/block side
light pole/planter	\$2,900.00	8	\$23,200	one on ea corner minus those included for 1st & 2nd
mid-block light poles	\$2,000.00	6	\$12,000	mid-block
bike racks	\$200.00	6	\$1,200	one/block side
benches	\$800.00	6	\$4,800	one/block side
trash cans	\$500.00	3	\$1,500	one/block
crosswalks	\$3.50	1,760	\$6,160	8 crosswalks (3rd & 4th), 10' wide, 22' wide
curb ext	\$2,200.00	8	\$17,600	at ea corner (3rd & 4th), around 400 sf, 72' curb
banners	\$100.00	32	\$3,200	four seasonal banners
baskets	\$100.00	8	\$800	does not include irrigation
total			\$113,923	per street
GATEWAYS AT IVY, ELM, GRANT				
ELEMENT	UNIT COST	# UNITS	COST	NOTES
walls	\$15.00	240	\$3,600	4' high, 20' long, with capstone, located at Elm, Grant, Ivy
letters	\$85.00	88	\$7,480	"WELCOME TO DOWNTOWN CANBY" - 12" metal letters
lighting	\$300.00	3	\$900	ground located, upwash on wall
landscaping	\$5.00	1200	\$6,000	about 400 sq ft landscaping per sign
street trees	\$350.00	25	\$8,750	5 per wall, located behind, no grates needed
total			\$26,730	About \$9,000 per gateway
RAILROAD ROW				
ELEMENT	UNIT COST	# UNITS	COST	NOTES
street trees/grates	\$1,150.00	16	\$18,400	replace aging maples, infill missing trees
repave parking	\$0.66	120000	\$79,200	assumes repaving and restriping (but not reconstruction) from Elm to Ivy
landscaping	\$5.00	3000	\$15,000	assumes addition of around 3000 sq ft of landscaping per block
light pole/planter	\$2,900.00	12	\$34,800	at least 12, along mid-point of row area to light parking
banners	\$100.00	48	\$4,800	four seasonal banners
"antique" railroad cars			unknown	
total			\$152,200	

CANBY DOWNTOWN PLAN

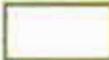
Figure 1: Study Area



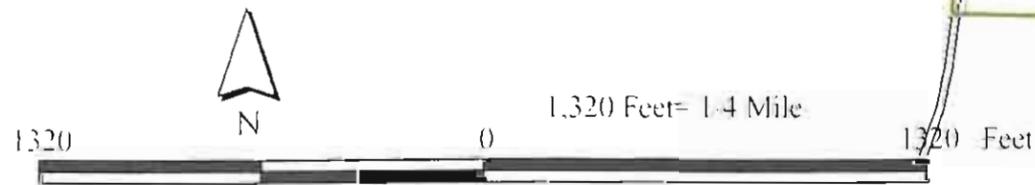
CANBY DOWNTOWN PLAN

Figure 2: Current
Zoning for the
Study Area

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.



CANBY DOWNTOWN PLAN

Figure 3: Property Characteristics

Re-Developable Designation
 Re-Developable: 21 Parcels

Improvement Designation
 Improved: 301 Parcels
 Vacant: 25 Parcels
 No Data: 4 Parcels

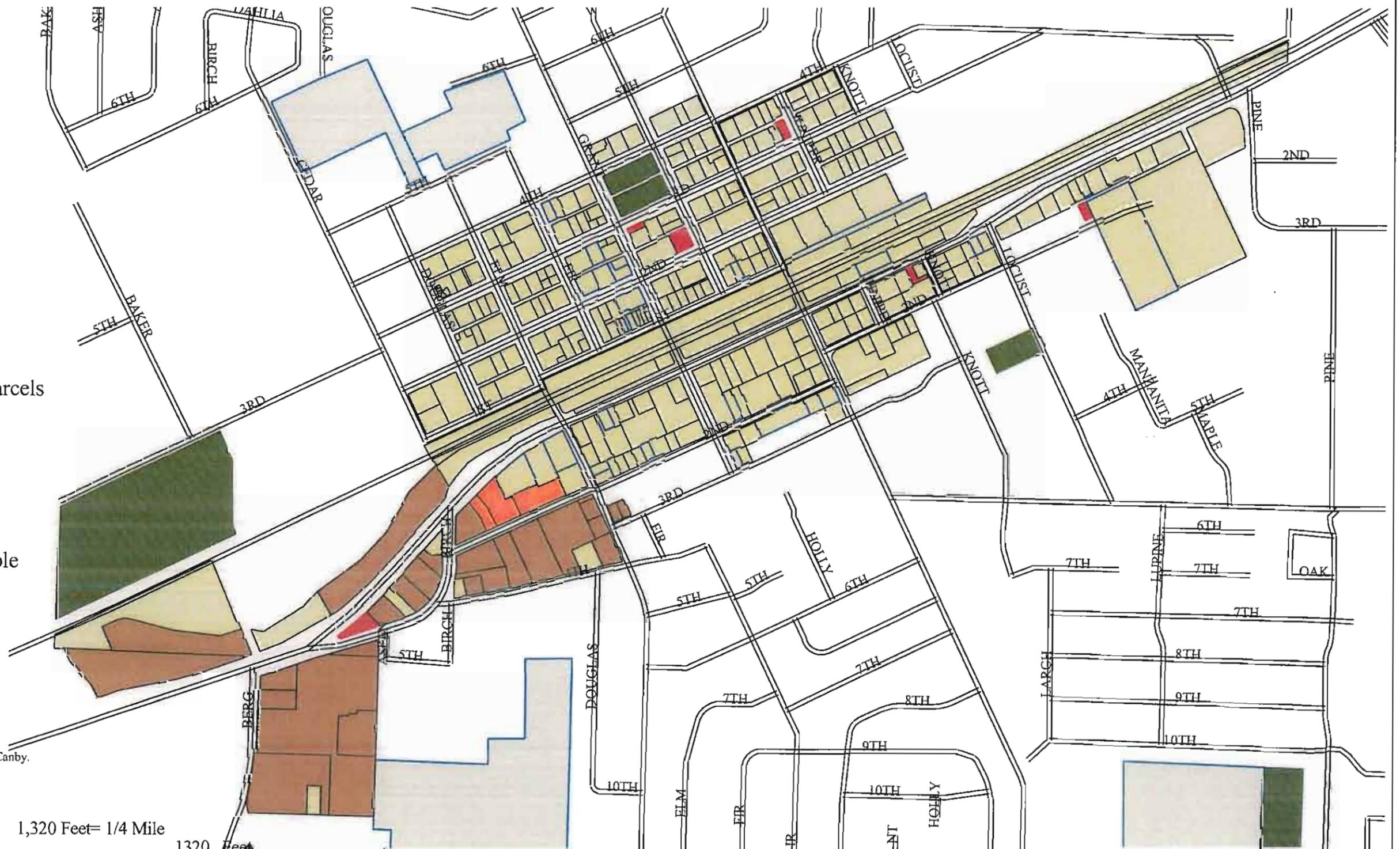
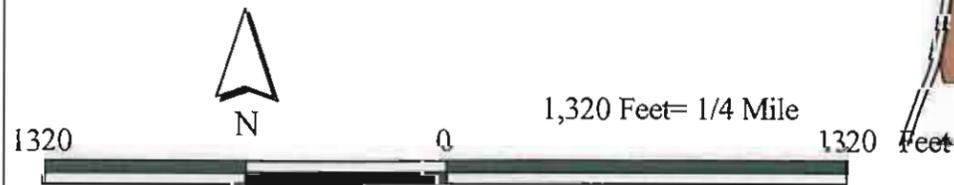
No Parcel Data Available

School Sites

Parks

Streets

Map produced by David Evans and Associates Inc.
 based on GIS information provided by the City of Canby.



CANBY DOWNTOWN PLAN

Figure 4: Improvement Dates



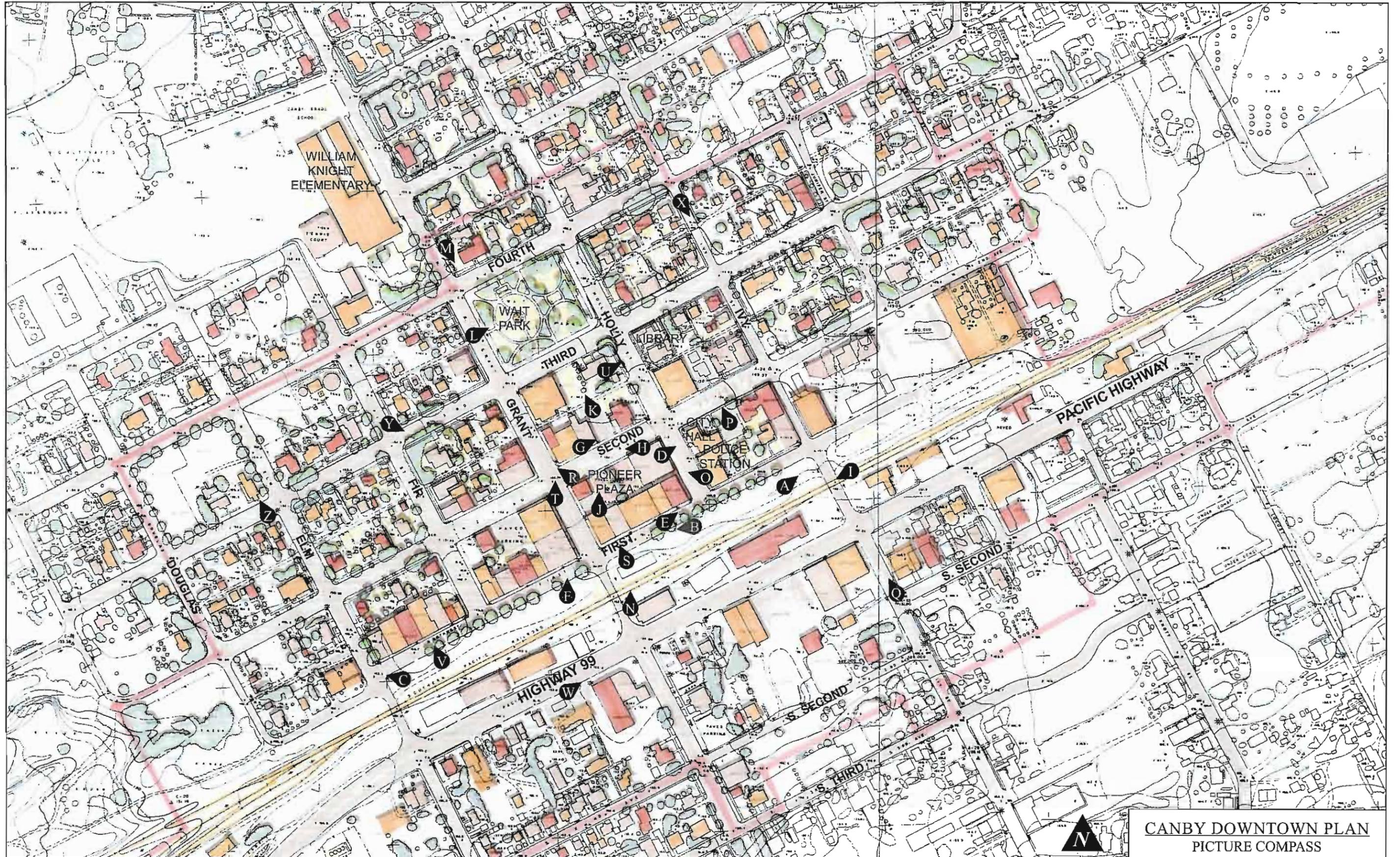
- Downtown Area
- Streets
- Year Built
 - 1900 - 1920
 - 1921 - 1940
 - 1941 - 1960
 - 1961 - 1980
 - 1981 - 2000
- No Parcel Data Available
- Parks
- School Sites

Map produced by David Evans and Associates Inc.
based on GIS information provided by the City of Canby.



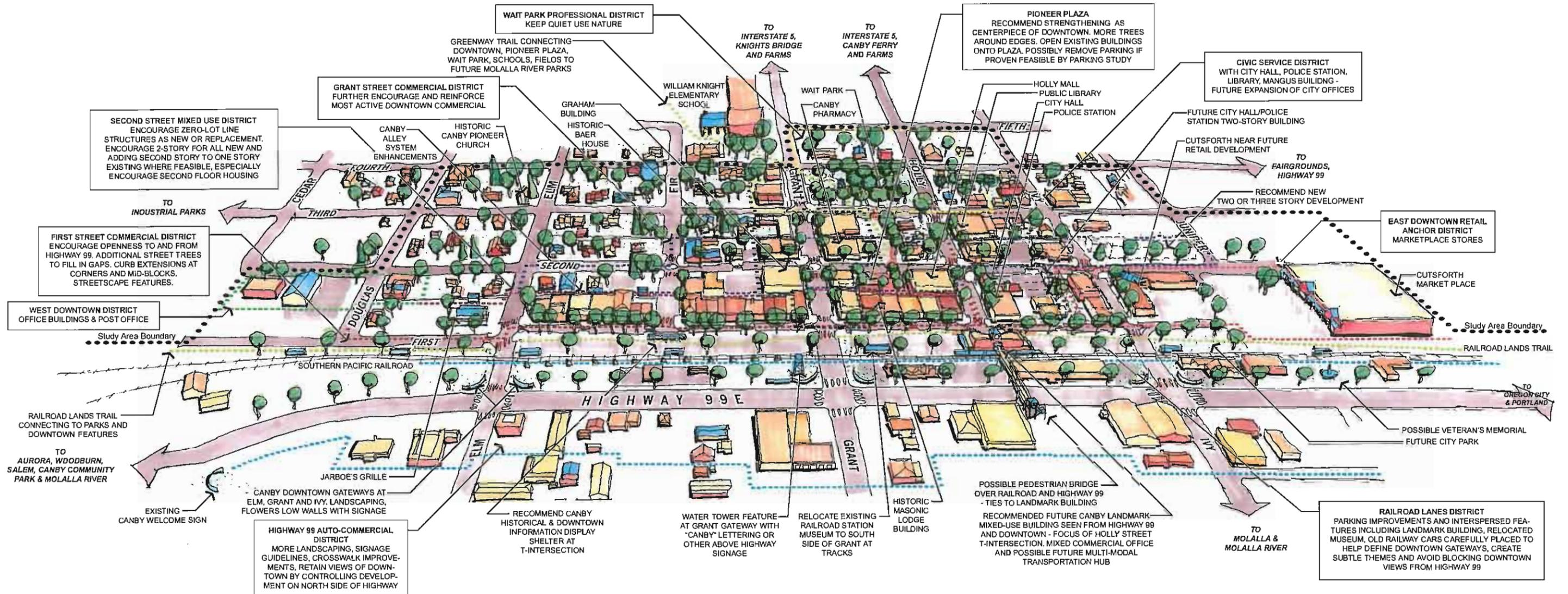
1,320 Feet = 1/4 Mile





CANBY DOWNTOWN PLAN
PICTURE COMPASS

Figure 5: Features of Existing Canby



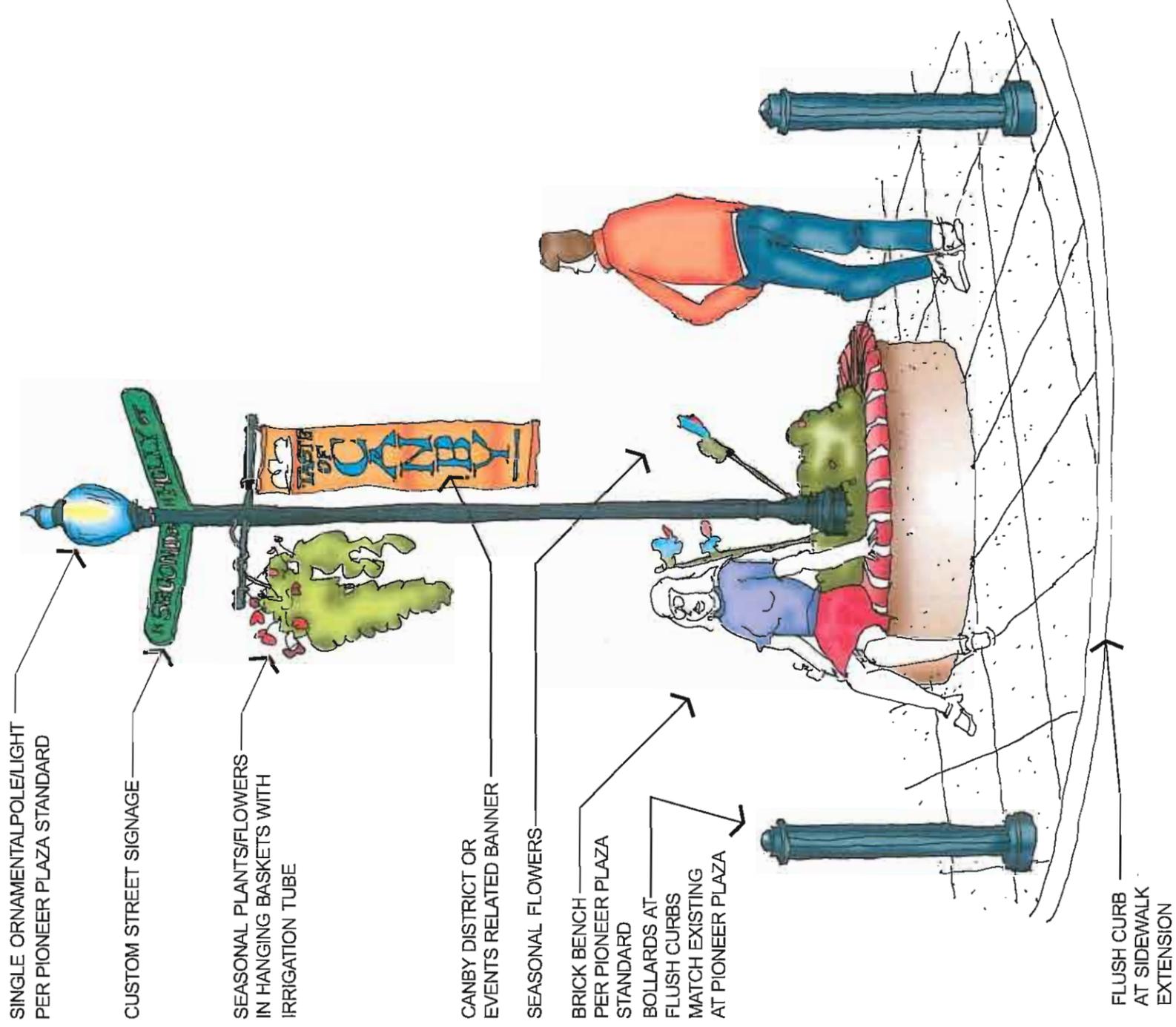
CANBY DOWNTOWN PLAN

GENERAL OVERVIEW OF DOWNTOWN & PLAN RECOMMENDATIONS

DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETEK



Figure 6: General Overview

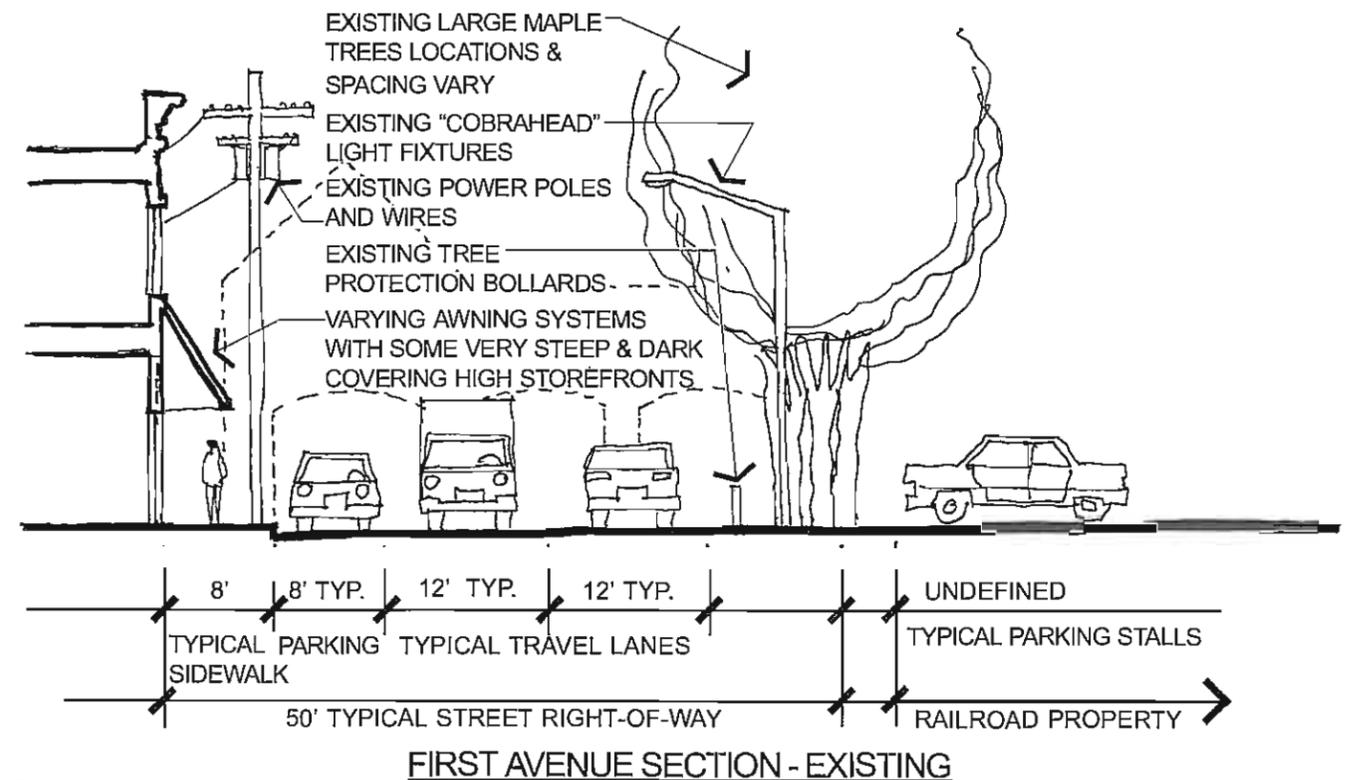
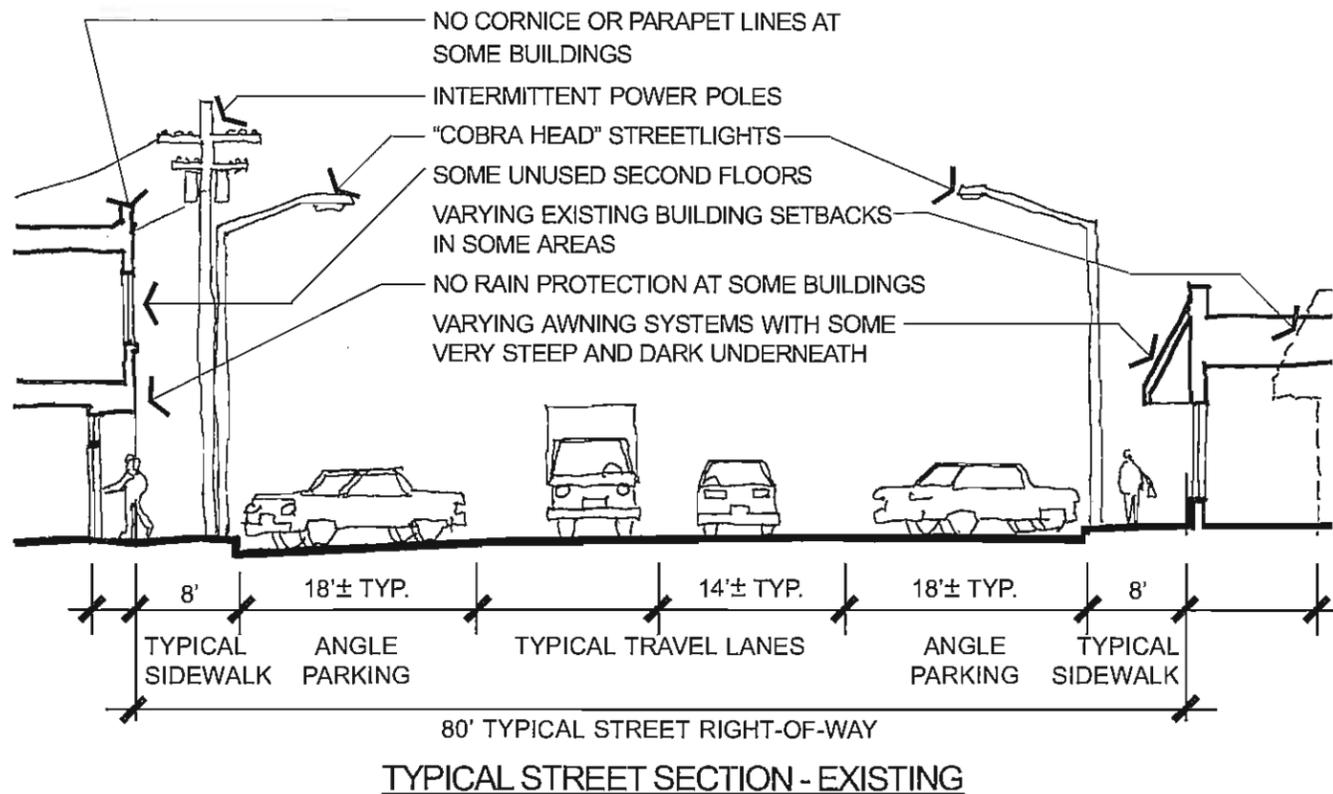
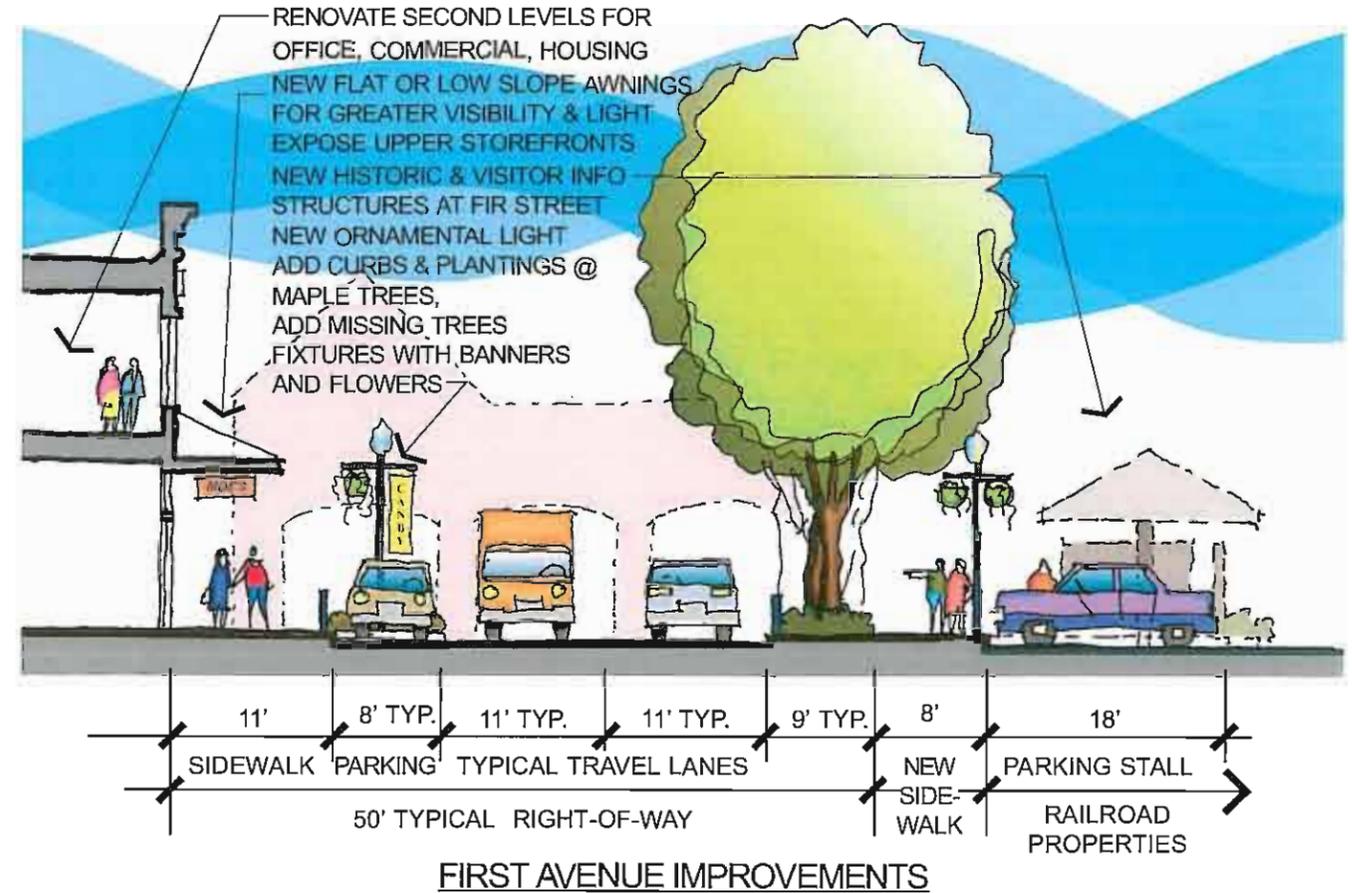
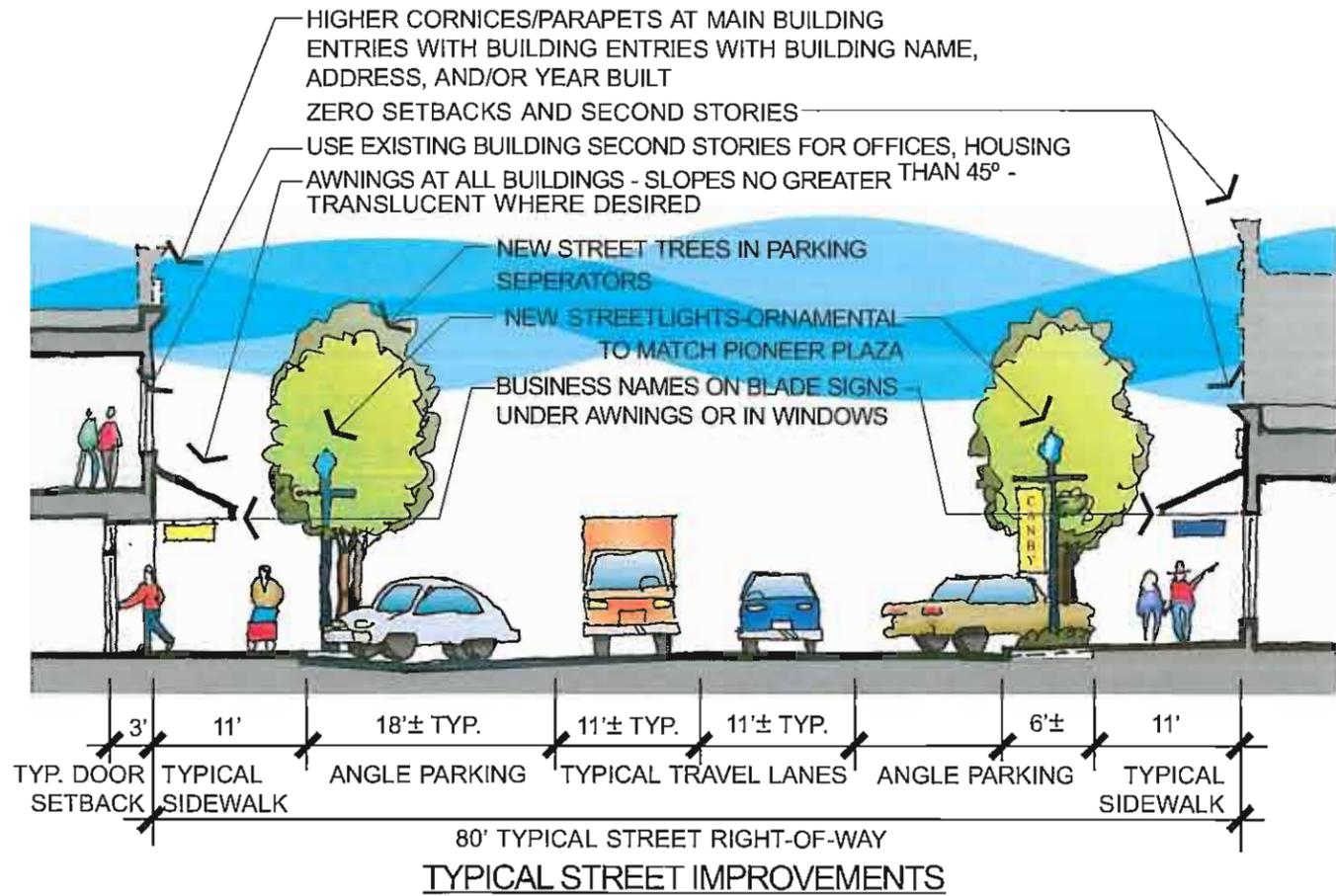


CANBY DOWNTOWN PLAN

TYPICAL STREETScape ELEMENTS

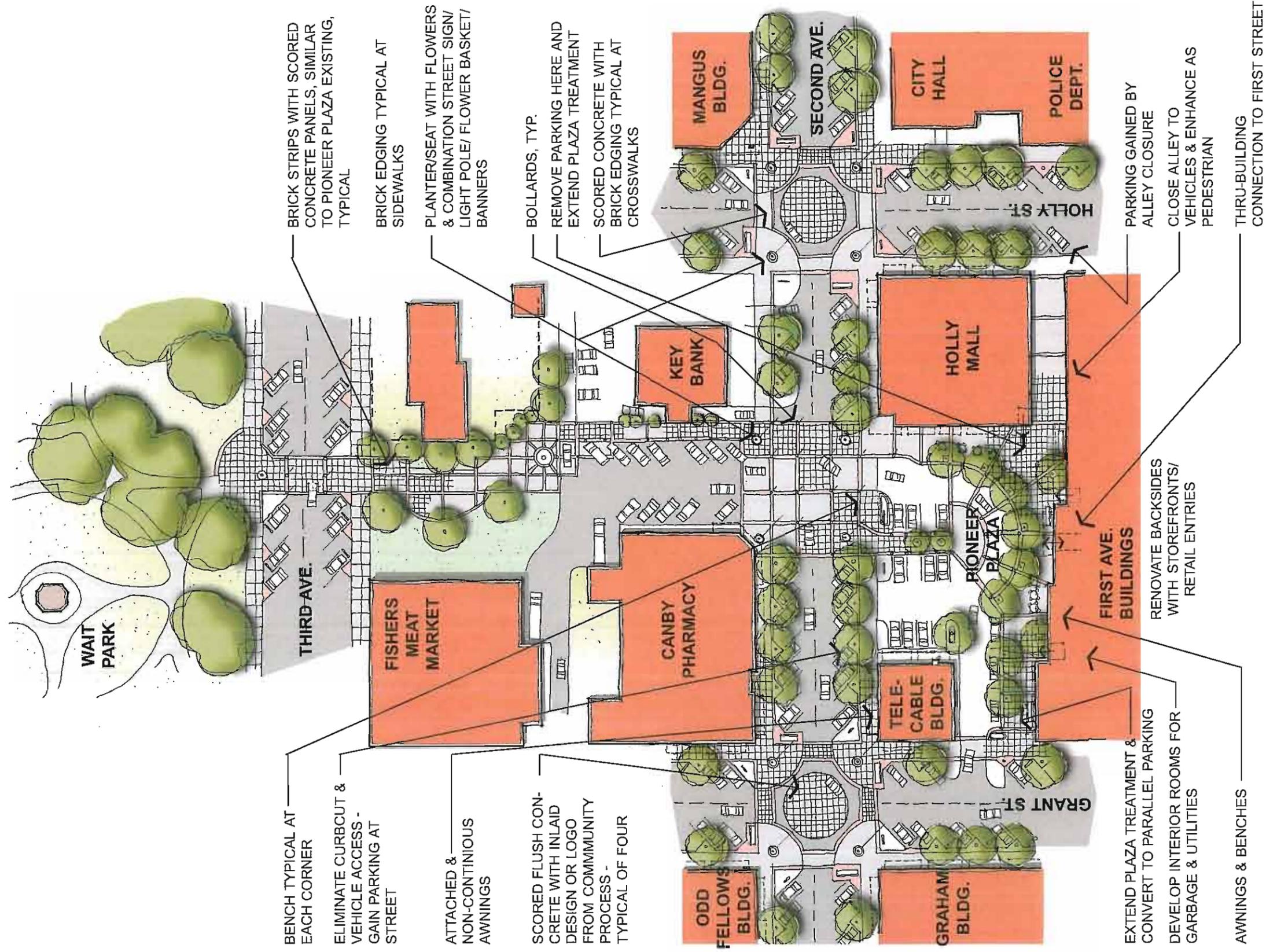
DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKE TEK

Figure 7: Typical Streetscape Elements



CANBY DOWNTOWN PLAN
BUILDING & STREETSCAPE IMPROVEMENTS
 DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETEK

Figure 8: Building and Streetscape Improvements

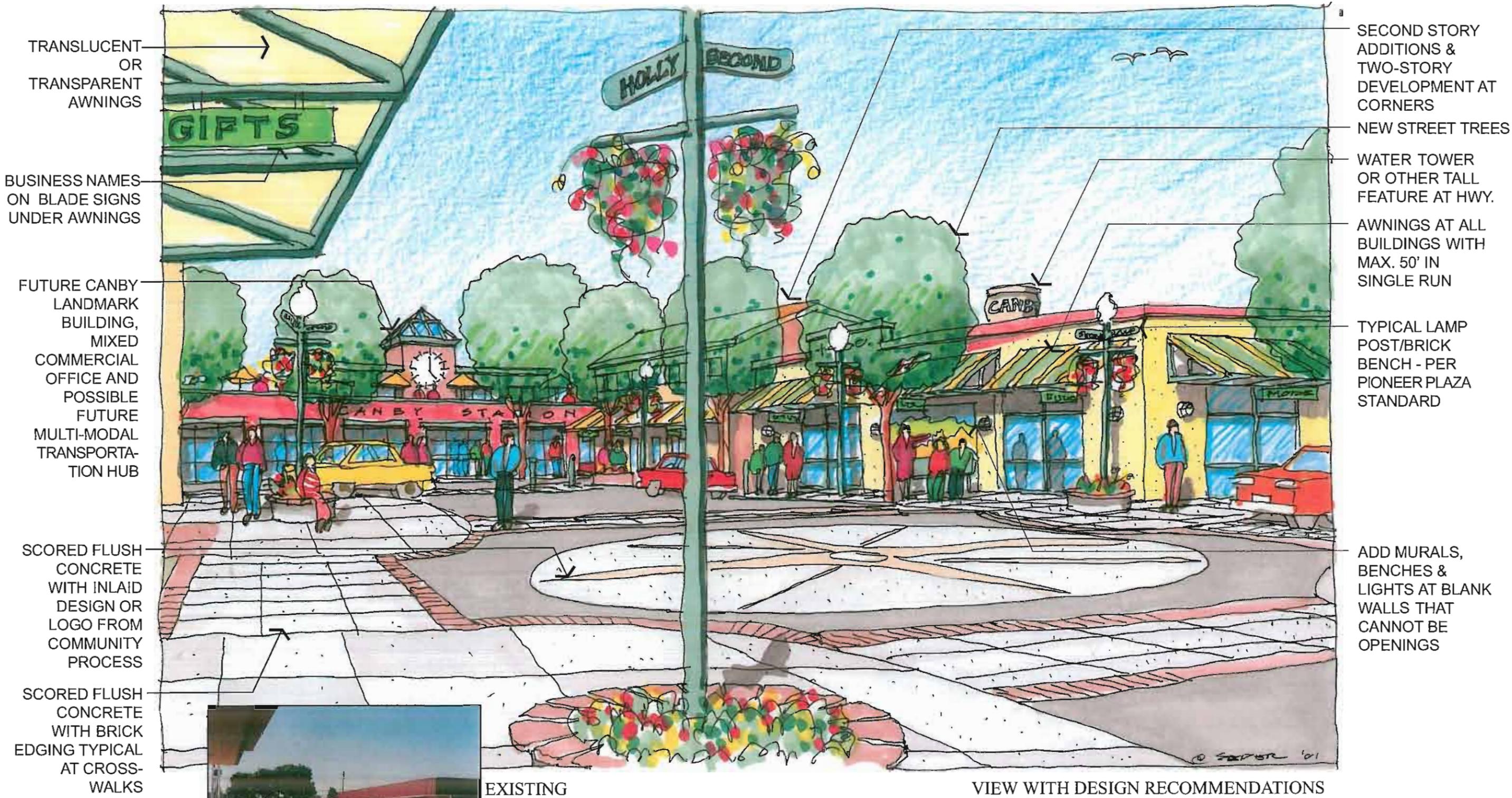


CANBY DOWNTOWN PLAN

DESIGN RECOMMENDATIONS FOR SECOND AVE. AND PIONEER PLAZA

DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETEK

Figure 9: Design Recommendations for Second Ave and Pioneer Plaza



- TRANSLUCENT OR TRANSPARENT AWNINGS
- BUSINESS NAMES ON BLADE SIGNS UNDER AWNINGS
- FUTURE CANBY LANDMARK BUILDING, MIXED COMMERCIAL OFFICE AND POSSIBLE FUTURE MULTI-MODAL TRANSPORTATION HUB
- SCORED FLUSH CONCRETE WITH INLAID DESIGN OR LOGO FROM COMMUNITY PROCESS
- SCORED FLUSH CONCRETE WITH BRICK EDGING TYPICAL AT CROSS-WALKS

- 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



EXISTING

VIEW WITH DESIGN RECOMMENDATIONS

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

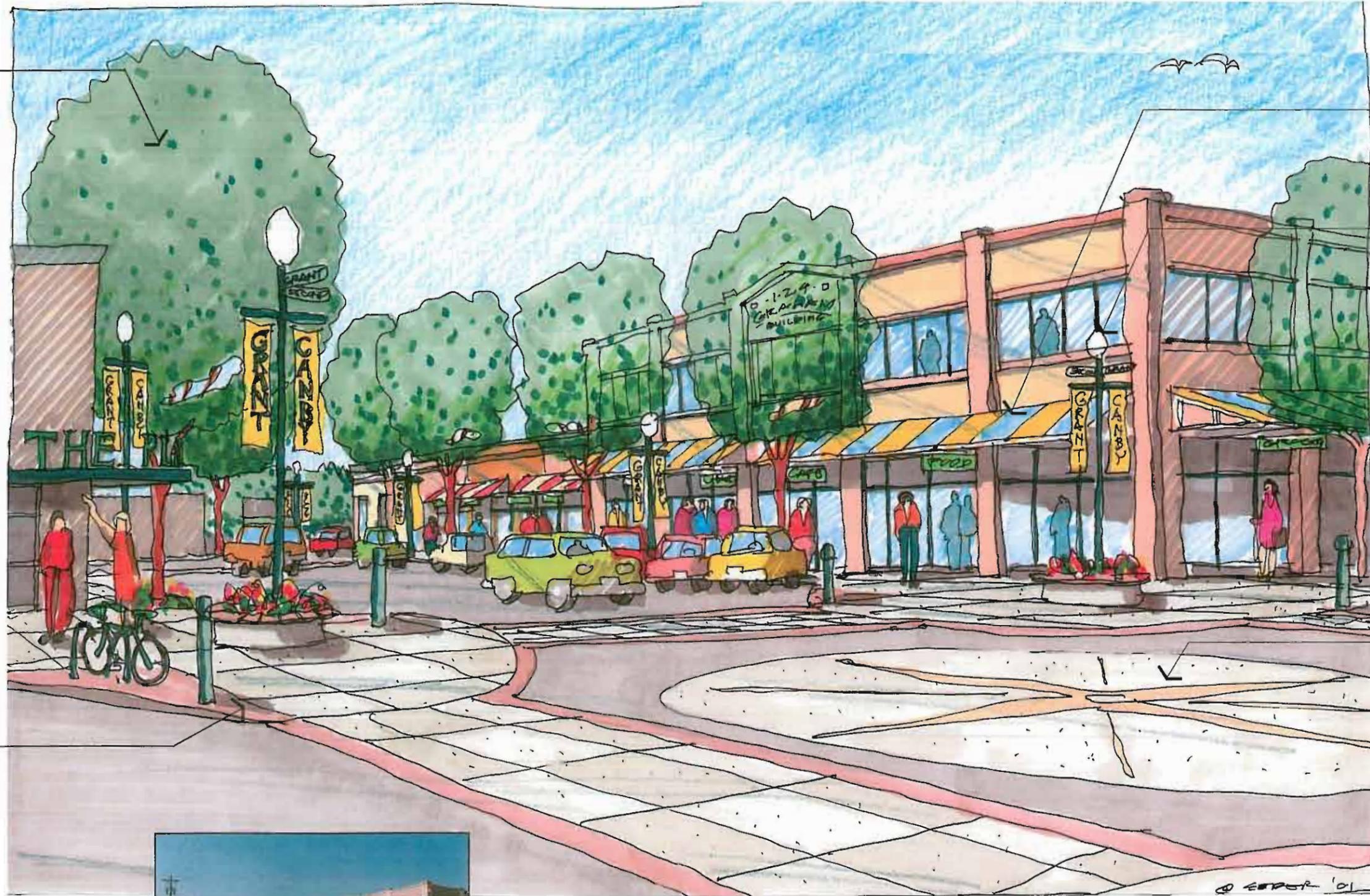
NEW STREET TREES, IN PARKING SEPERATORS

AWNINGS AT ALL BUILDINGS, TRANSLUCENT WHERE DESIRED

NEW ORNAMENTAL STREETLIGHTS WITH BRICK BENCH PLANTER, MATCH PIONEER PLAZA

SCORED FLUSH CONCRETE WITH INLAID DESIGN OR LOGO FROM COMMUNITY PROCESS

TYPICAL BOLLARD AND CROSSWALK TREATMENT

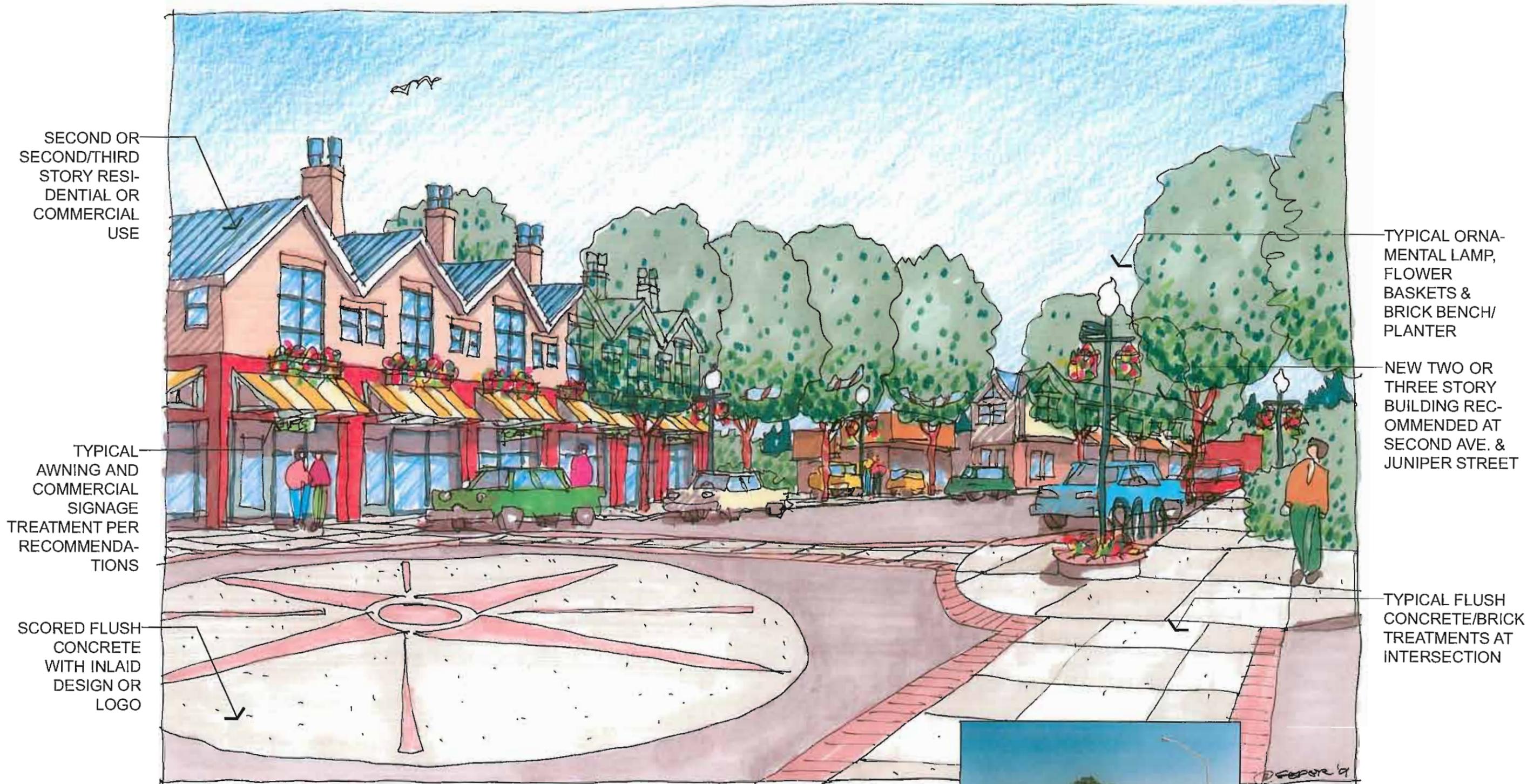


EXISTING

VIEW WITH DESIGN RECOMMENDATIONS

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

Figure 11: Holly St. and Second Ave. Looking Southwest



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

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

VIEW WITH DESIGN RECOMMENDATIONS

EXISTING



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

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 CORNICES

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

VIEW WITH DESIGN RECOMMENDATIONS

EXISTING



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

Figure 13: First Ave. and Grant St. Looking Northeast

WATER TOWER
OR OTHER
FEATURE

POLES & BAN-
NERS SIMILAR
TO EXISTING
WELCOME SIGN

DOWNTOWN
IDENTIFYING
SIGNS ABOVE
ROCK RETAIN-
ING WALLS
SIMILAR TO
EXISTING CANBY
WELCOME SIGN



FUTURE
LANDMARK
BUILDING

FUTURE PEDES-
TRIAN CROSSING
OVER HIGHWAY -
CONNECTS TO
LANDMARK
BUILDING

NEW LANDSCAP-
ING AT THREE
DOWNTOWN
ACCESS STREETS

VIEW WITH DESIGN RECOMMENDATIONS

EXISTING



CANBY DOWNTOWN PLAN
VIEW AT GRANT STREET GATEWAY ON HIGHWAY 99
DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETEK

Figure 14: Grant St. Gateway on Highway 99



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



VIEW WITH DESIGN RECOMMENDATIONS

EXISTING



CANBY DOWNTOWN PLAN

VIEW AT PIONEER PLAZA LOOKING SOUTH

DAVID EVANS & ASSOCIATES, SEDER ARCHITECTS, MARKETEK

Figure 16: Pioneer Plaza Looking South

CANBY DOWNTOWN PLAN

Figure 17: Area to be Rezoned from C2 to C1

Hatched Area
to be Rezoned
from C2 to C1

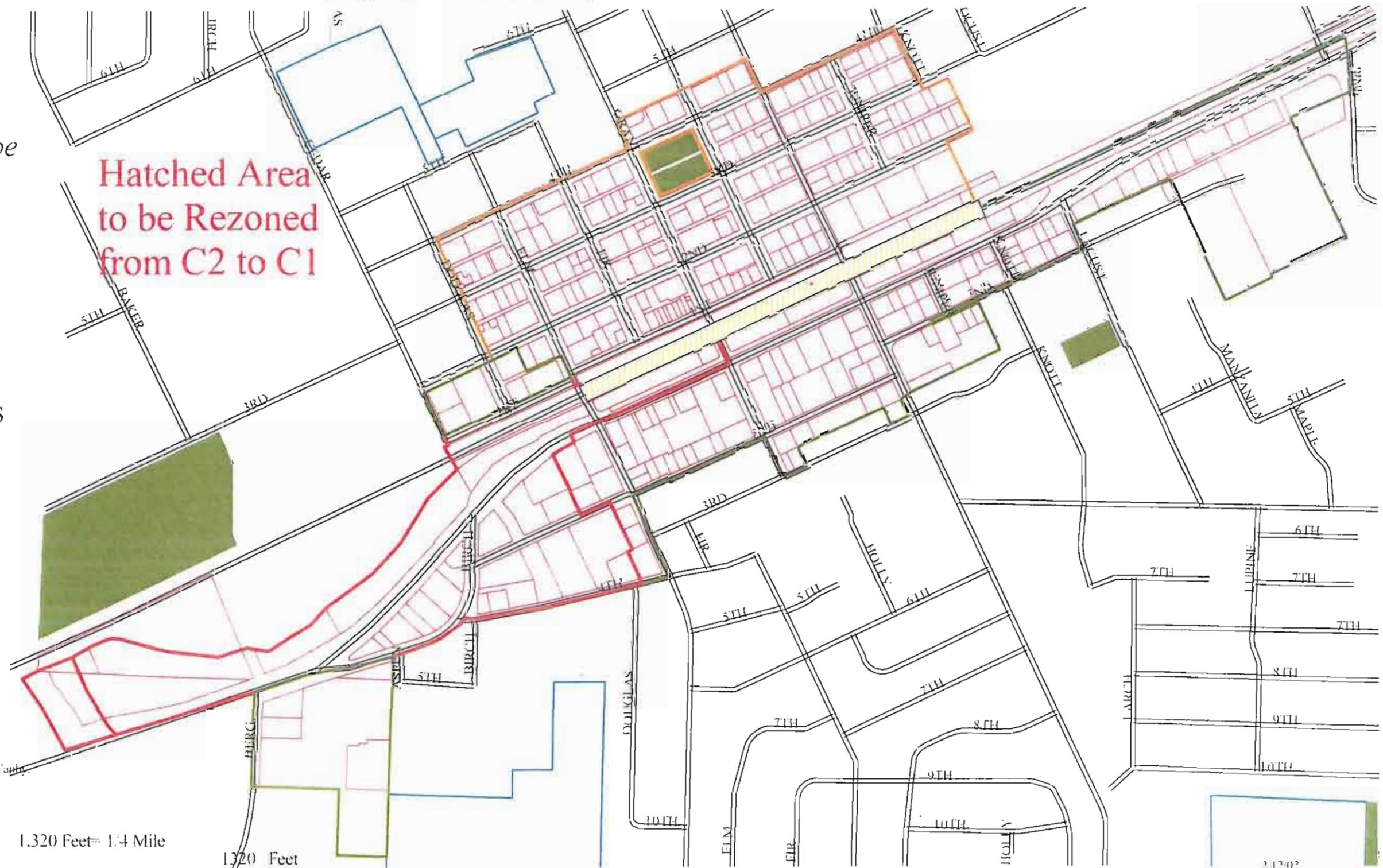
Zoning Designations

-  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.



1320 0 1320 Feet = 1.4 Mile 1320 Feet



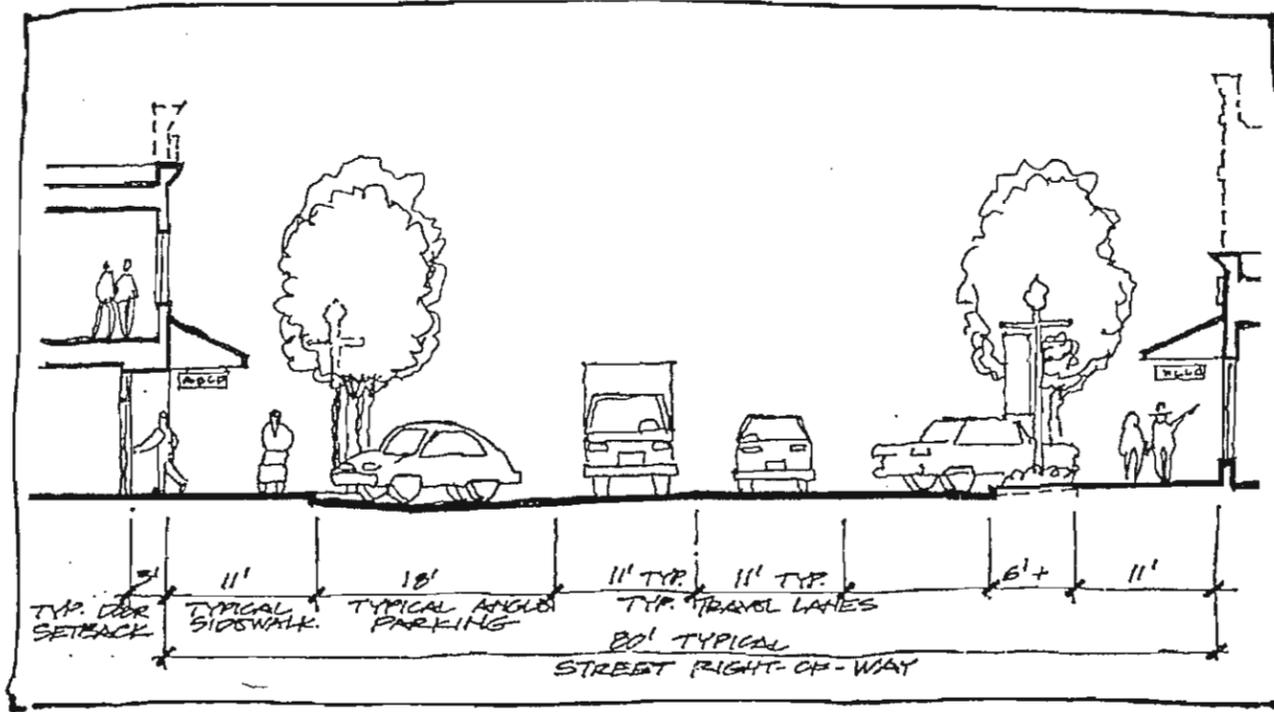


Figure 18A: Downtown Street Standard for All Street Except First Avenue

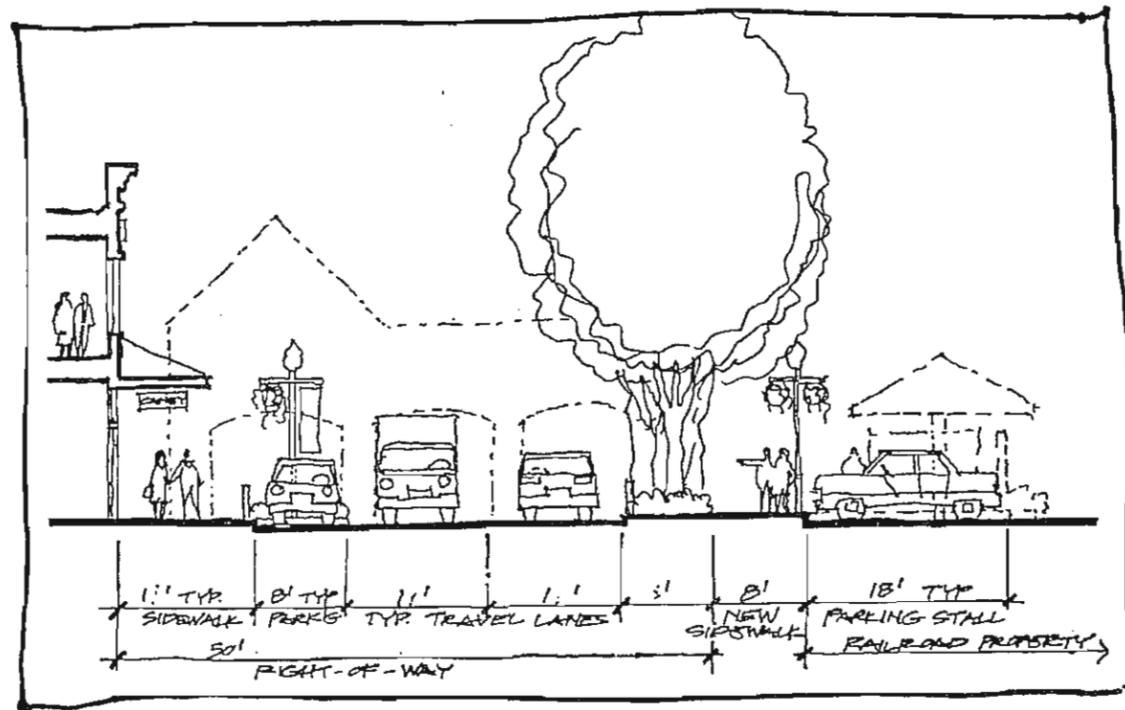
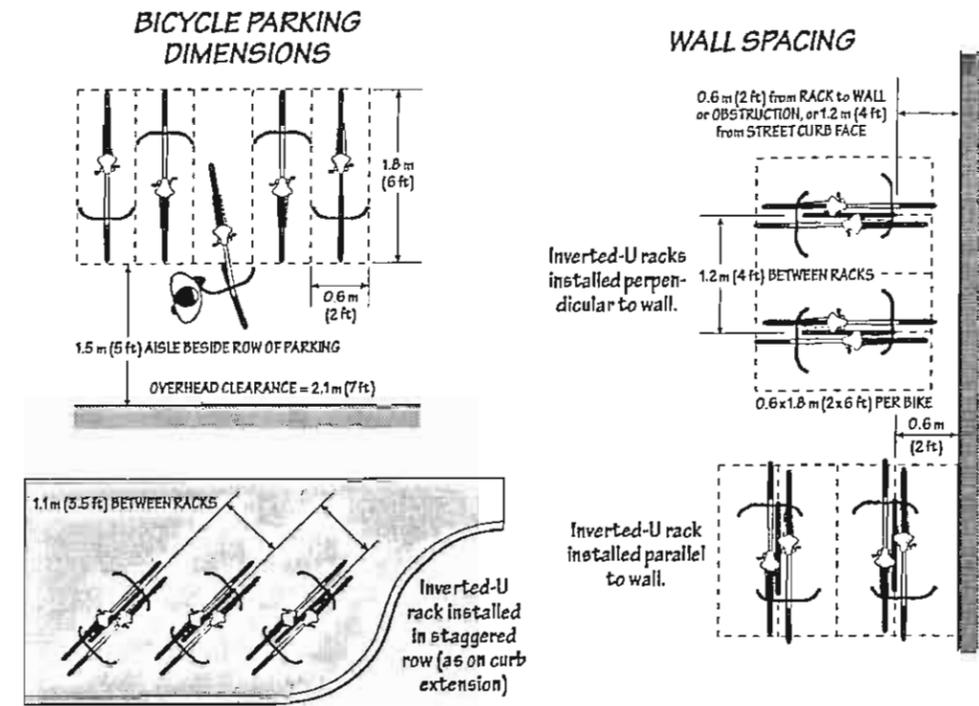


Figure 18 B: Downtown Street Standard for First Avenue

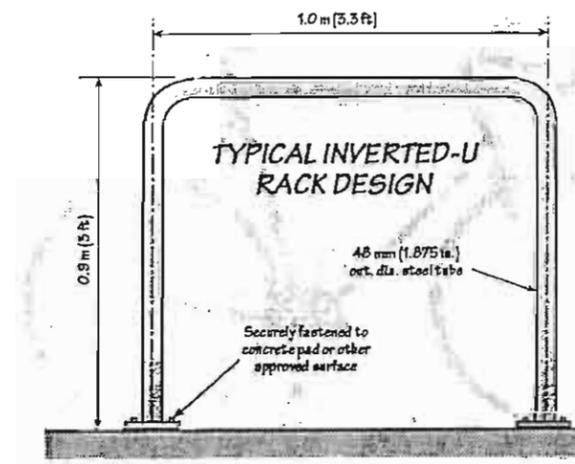
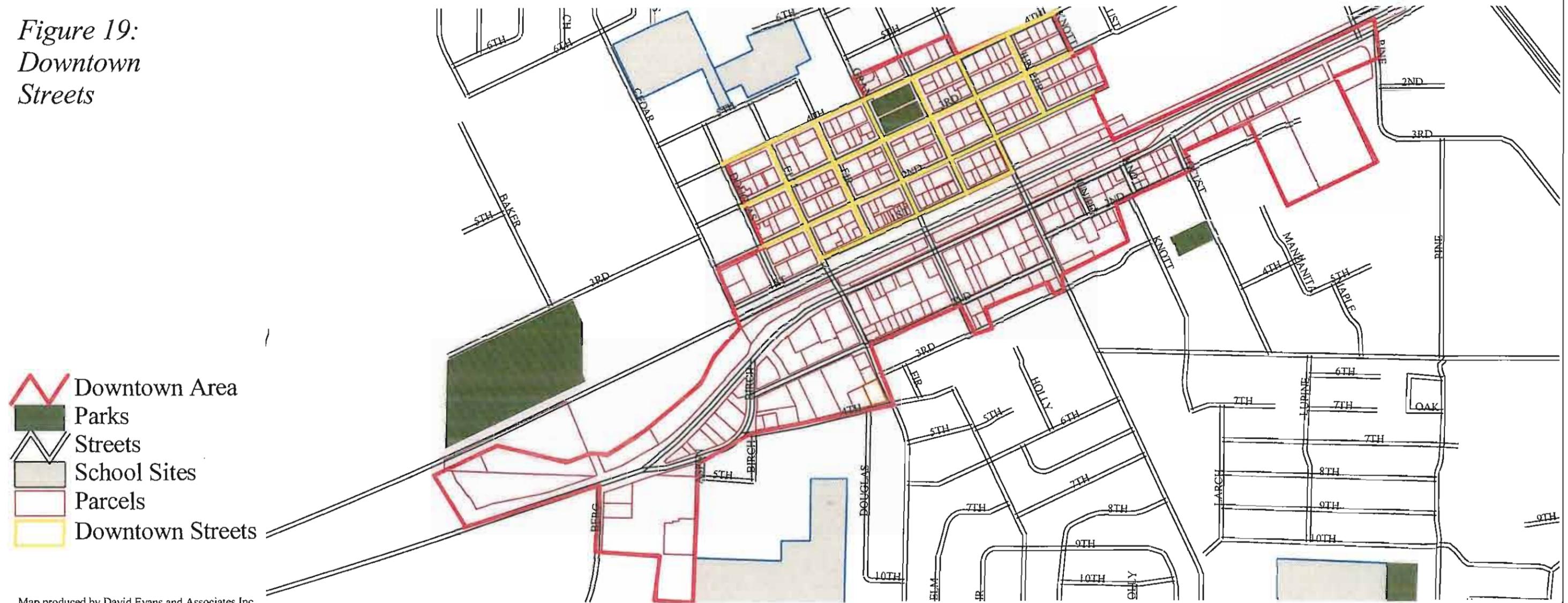


Figure 20: Bike Rack Placement

CANBY DOWNTOWN PLAN

Figure 19:
Downtown
Streets



-  Downtown Area
-  Parks
-  School Sites
-  Parcels
-  Downtown Streets

Map produced by David Evans and Associates Inc.
based on GIS information provided by the City of Canby.



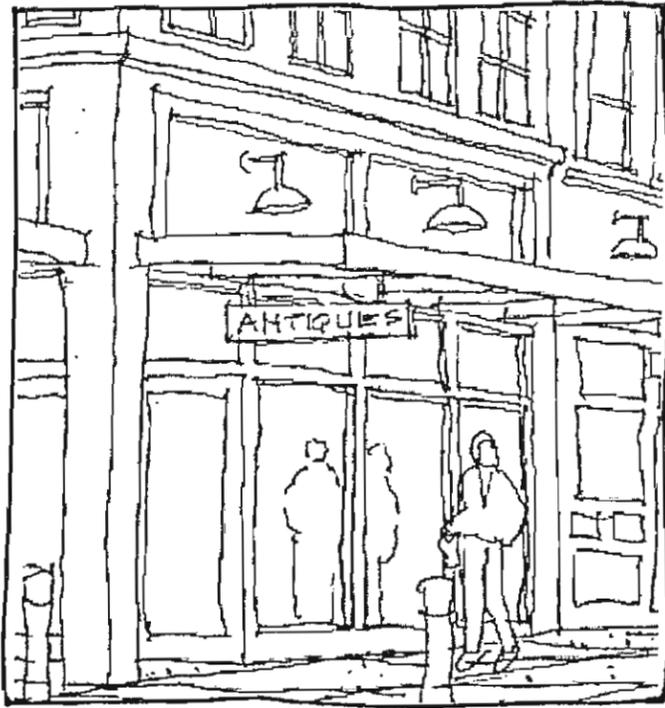


Figure 20: Corner Entrance, Flat Awning Style

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

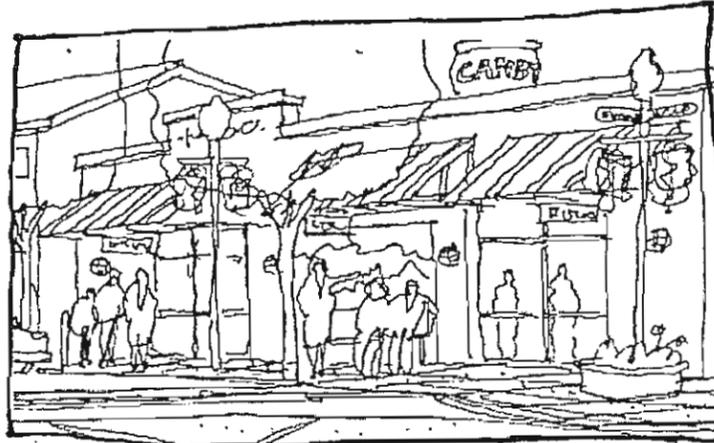


Figure 22: Roof Lines, Awnings

Figure 23: Blade Sign

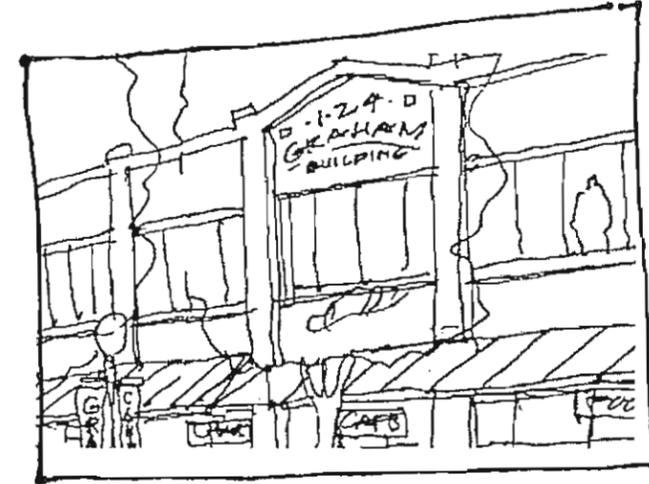
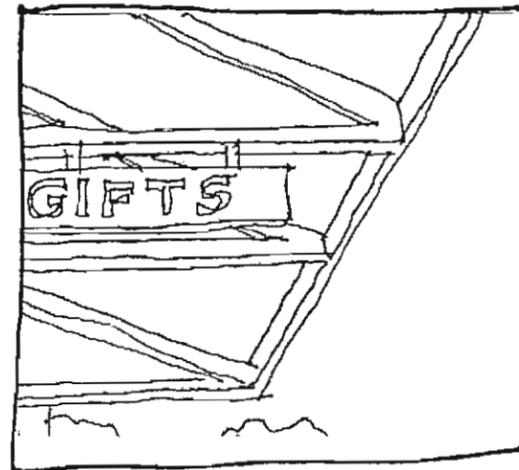


Figure 24: Awnings, Second Story Windows