

# LOWELL

## Downtown Master Plan



JUNE 2019

This project is partially funded by Oregon general fund dollars through the Department of Land Conservation and Development. The content of this document does not necessarily reflect the views or policies of the State of Oregon.

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## CITY OF LOWELL CITY COUNCIL

Don Bennett  
*Mayor*

Gail Harris  
*Council President*

Patricia Jo Angelini  
*Councilor*

Samantha Dragt  
*Councilor*

Tim Stratis  
*Councilor*

## CITY OF LOWELL PLANNING COMMISSION

Lon Dragt

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## LANE COUNTY + CITY OF LOWELL RESIDENTS

Thank you to the residents and stakeholders that participated in the online survey, gave interviews, submitted feedback and comments, and attended planning workshops and meetings!

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# LETTER FROM YOUR CITY COUNCIL

The Lowell Downtown Master Plan is the product of research and participatory planning with community members and stakeholders. Through an extensive engagement process, surveys, and workshops, the plan has been shaped by our community and represents our shared vision for the future of Downtown Lowell.

The Downtown Master Plan will be part of our city's daily efforts to help our community achieve its goals. This plan provides a roadmap and tools that City staff can use and follow for many years. It provides the groundwork for sustained economic and community development over time.

Included in the plan are strategies, policy recommendations, and projects to increase walkability, improve connectivity to our parks, encourage housing diversity, and link community benefits to all aspects of development.

One of the greatest strengths of our community is a population of residents that care deeply about each other and the place they have chosen to live. The City Council fully supports this plan and encourages the entire community to embrace and help implement the goals and objectives of the Lowell Downtown Master Plan.

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Don Bennett  
*Mayor*

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Gail Harris  
*Council President*

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Samantha Dragt  
*Councilor*

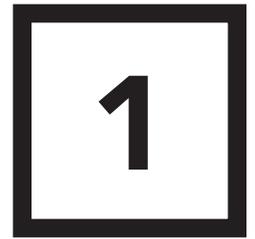
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Patricia Jo Angelini  
*Councilor*

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Tim Stratis  
*Councilor*





# PLANNING CONTEXT

# BACKGROUND AND CONTEXT

Between the Summer of 2018 and the Spring of 2019, the community of Lowell, in partnership with City staff, a local steering committee, and a local team of planners and designers leveraged state grant dollars through the Oregon Department of Land Conservation and Development to create a Lowell Downtown Master Plan (Plan).

The Plan lays out the community's vision for Lowell's downtown and enumerates goals, patterns, and policies. It establishes a Regulating Plan which will guide the realization of the vision and goals through implementation tools like the Lowell's Development Code. The Plan introduces an Illustrative Plan which provides one useful example of how the Plan can be realized. The Plan establishes specific projects for the City to focus attention on, and delineates initial priorities for those projects over a twenty-year period. Finally the Plan outlines recommendations and considerations for implementation, identifying practical steps and possible partnerships for realizing the Plan's Vision and Goals.

The Plan was developed from a series of six technical memoranda which constitute the bulk of the Plan's Appendix. The memos contain additional background and process detail not contained in this Plan. The Technical Memoranda address the following topics:

1. Background, Context and Plan Review
2. Physical Analysis of Downtown Study Area
3. Stakeholder Outreach
4. Vision, Goals, Concepts
5. Code and Policy Amendments
6. Implementation Projects, Partners and Funding

## The Downtown Master Plan Planning Area

"Downtown" is not an objectively defined term. The Plan establishes a "planning area" that is a subset of the town as a whole. The area is depicted in Figure 1. Defining elements include city offices, public parks, schools, primary transportation corridors and commercial frontages. The planning area was vetted throughout the process. Although the intent of the planning area is to delineate areas supportive of downtown, some portions of the planning area are not contemplated for meaningful change. In 2019, the planning area includes approximately 100 tax lots, four schools, two public parks, and six operating commercial businesses.

Historic City of Lowell General Store and early town center



Figure 1. City of Lowell, Downtown Study Area



# PUBLIC ENGAGEMENT

## A Participatory Approach

Stakeholder outreach was an integral component of the Lowell Downtown Master Planning process. Consistent with the Oregon Statewide Planning Goal 1, Lane Council of Governments (LCOG), The Urban Collaborative, and the City of Lowell, in conjunction with the Department of Land Conservation and Development, engaged in numerous outreach events and methods.

### Public Engagement Schedule

<i>Lowell Downtown Master Plan Steering Committee Meeting</i>	<i>June 4, 2018</i>
<i>Lowell Downtown Master Plan Steering Committee Meeting</i>	<i>July 16, 2018</i>
<i>Community Survey</i>	<i>July 4 – 31, 2018</i>
<i>Blackberry Jam Festival Booth</i>	<i>July 28, 2018</i>
<i>Focus Group (Recreation Providers)</i>	<i>September 19, 2018</i>
<i>Focus Group (Schools/Education)</i>	<i>September 19, 2018</i>
<i>Focus Group (Key Business and Land Owners)</i>	<i>September 20, 2018</i>
<i>Lowell Downtown Master Plan Steering Committee</i>	<i>September 25, 2018</i>
<i>All Day Public Design Workshop</i>	<i>September 29, 2018</i>
<i>Lowell Downtown Master Plan Steering Committee</i>	<i>November 5, 2018</i>
<i>Public Open House</i>	<i>November 14, 2018</i>
<i>Lowell Downtown Master Plan Steering Committee</i>	<i>February 5, 2019</i>
<i>Lowell Downtown Master Plan Steering Committee</i>	<i>March 18, 2019</i>
<i>Lowell Planning Commission Hearing</i>	<i>May 29, 2019</i>
<i>Lowell City Council Hearing</i>	<i>June 18, 2019</i>

Participants and the steering committee conducting site analysis



All events during the planning process were well promoted and generally well attended. Technical Memorandum 3 provides summary detail related to many key outreach efforts. Using multiple engagement tools helps to verify and confirm key elements underpinning the Plan development and final outcome.

All city residents received a community survey and the planning team conducted several focus groups. In addition, the steering committee and planning team hosted a booth at the Blackberry Jam Festival at Rolling Rock Park in Lowell to reach additional community members and stakeholder groups. Several key elements came through all of the feedback:

**Top Strengths**

- Natural setting
- Proximity to Eugene/Springfield
- Walkability

**Top Opportunities**

- Tourism associated with the lake
- Retail and restaurant development
- Residential development and improvement
- Tourism associated with hiking/biking
- School development closer to Main Street

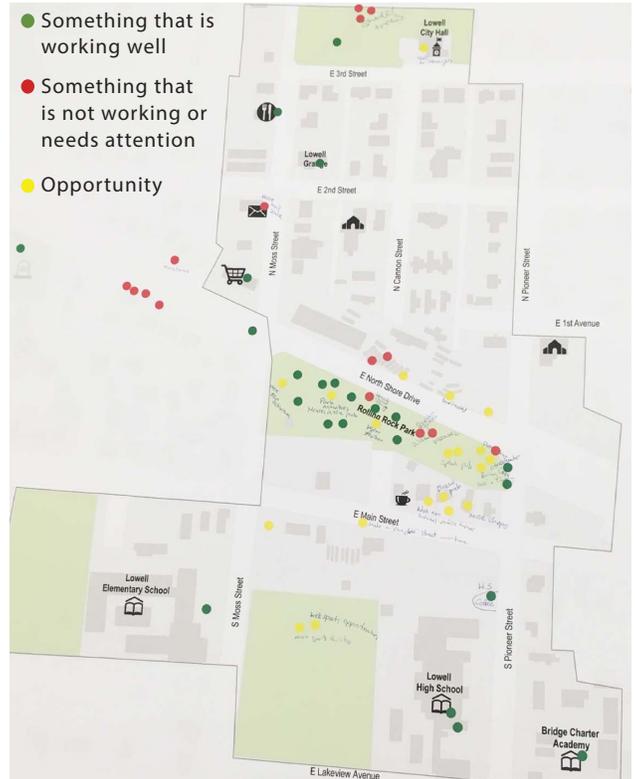
**Challenges to Address**

- Commercial/Retail services
- Clearly defined downtown
- Housing affordability
- Tourism

**Priorities for Future Growth**

- Preserve parks and open space
- Commercial retail growth
- Affordable residential options
- Relocation of City Hall to/near Rolling Rock Park

Map with stakeholder input



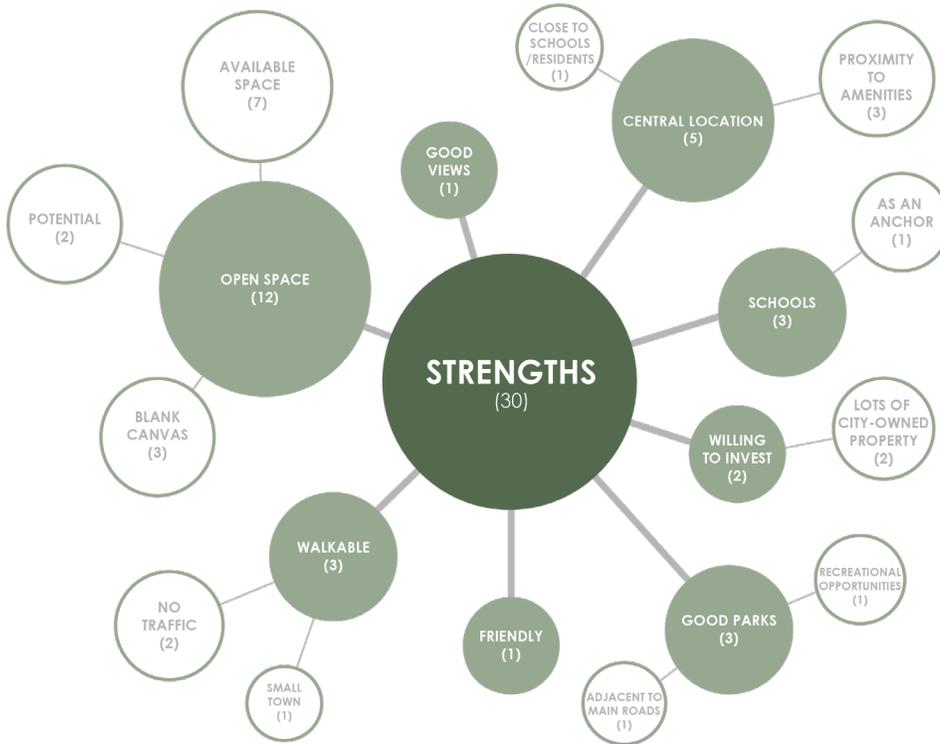
Community members giving feedback at the Blackberry Jam Festival



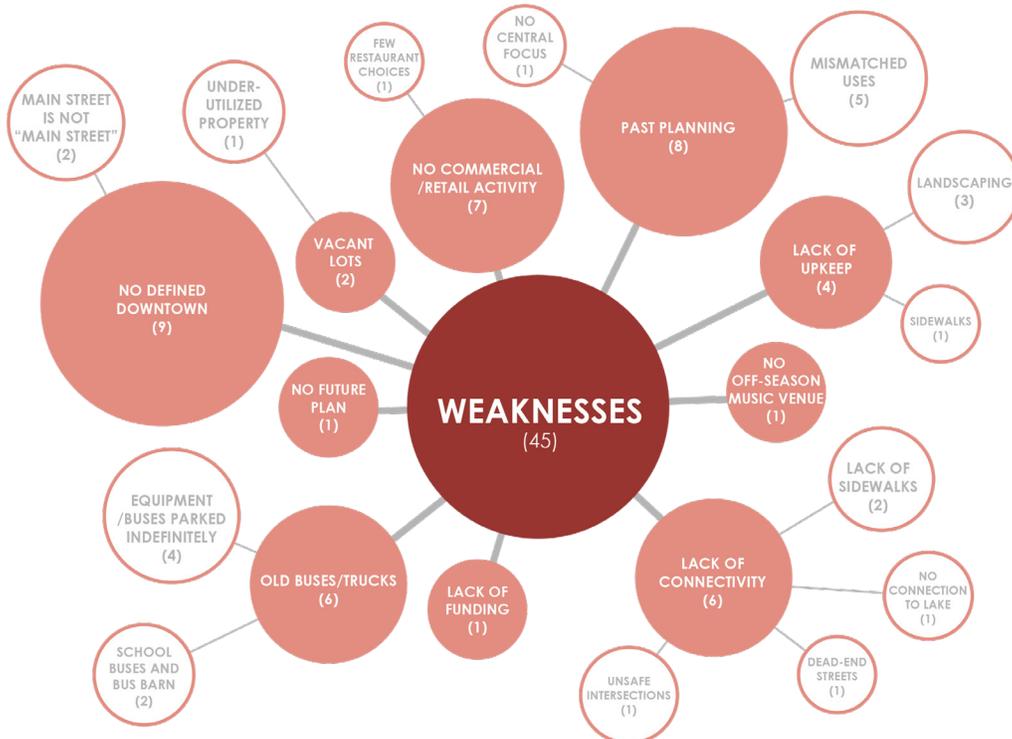
# PUBLIC ENGAGEMENT

## SWOT Exercise

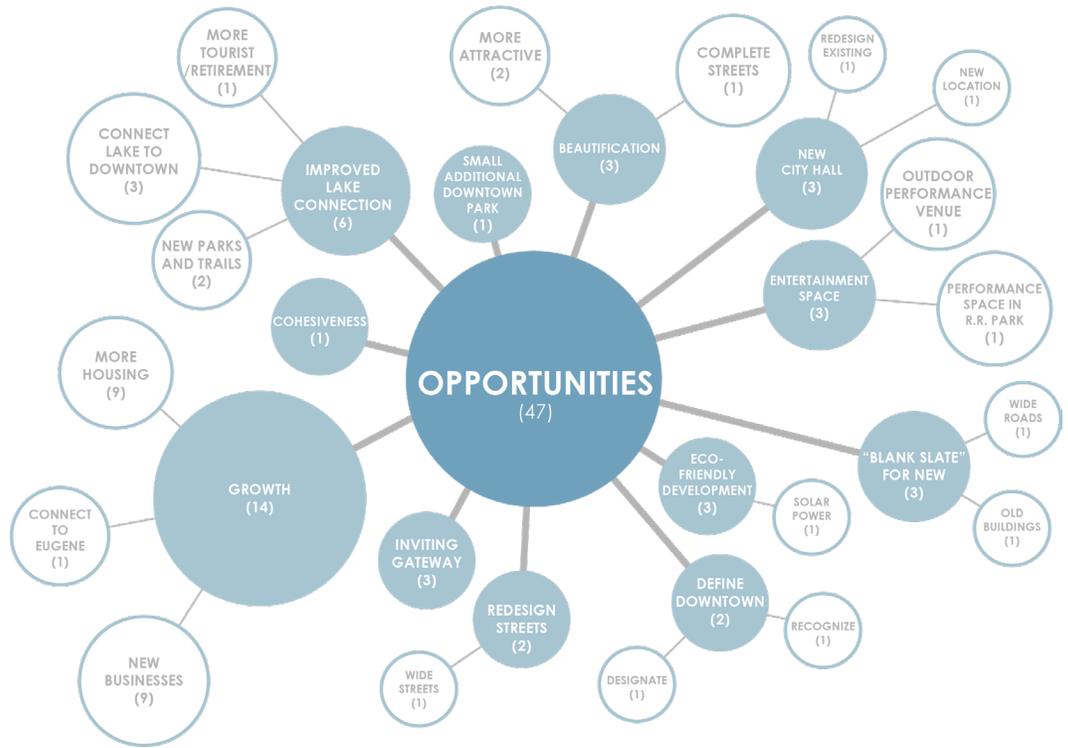
Survey respondents and workshop participants responded to a series of questions about downtown Lowell's strengths, weaknesses, opportunities, and threats (SWOT). Each person could put as many different answers as they wanted. Responses were then compiled in concept maps, below.



*Lowell community members noted that open space was one of Lowell's greatest strengths, as well as being in a central location for the region.*



*Lowell will work to address the largest perceived weaknesses by defining a downtown area and incentivizing downtown commercial and retail activity.*



Participants agreed that the biggest opportunity for Lowell is growth, both in new businesses as well as housing. Many people saw an opportunity to have a greater connection to Dexter Lake.



Stakeholders felt a threat to the future of Lowell from a general unwillingness to change. A lack of funding could also hinder future projects.







# DOWNTOWN VISION

Rolling Rock Park

# PLANNING VISION AND GOALS

Over the course of a six-month engagement process, the local community and regional stakeholders established a vision for Downtown Lowell. This vision and corresponding goals will guide future development in the downtown area.

## **Lowell Downtown Vision:**

**“A quaint downtown with a central park, multi-story mixed use buildings, a variety of homes, and wide sidewalks connecting to Dexter Lake’s recreational opportunities.”**

1

**GOAL: QUAIN T DOWNTOWN**

Downtown Lowell will be defined by gateways, have its City Hall at the center, and streets will be walkable with slow traffic.

2

**GOAL: CENTRAL PARK**

A central park will be at the heart of downtown and provide a tree-lined, comfortable place for pedestrians.

3

**GOAL: MULTI-STORY, MIXED-USE BUILDINGS**

Buildings in the downtown area will be a mix of commercial and residential uses with a diversity of businesses.

4

**GOAL: VARIETY OF HOMES**

Homes in downtown will be a mix of sizes and be available to a wide range of income levels.

5

**GOAL: CONNECTED, WIDE SIDEWALKS**

Downtown Lowell will incorporate an interconnected system of sidewalks and multi-modal pathways to better connect greenspaces and amenities such as Dexter Lake.



# PLANNING POLICIES

## Achieving Your Goals

Planning policies, in conjunction with goals and objectives, serve as a tool to help guide and implement downtown development decisions. These policies were developed through a participatory planning process with the community where planning patterns were established and then formed into implementable policies. The planning policies should be reflected in the zoning regulations and inform future approval processes in the downtown area.

## 1 QUAIN T DOWNTOWN

Goal 1 Planning Policies

### 1.1 LINED STREET FRONTS

Buildings along main streets in downtown shall adhere to a consistent build-to line and have continuous or connected facades to form a single facade. Downtown setback requirements shall be standardized. Mixed-use buildings shall have consistent window sizes and clear glass storefront windows on the ground floors.

### 1.2 SAFE STREETS and TRAFFIC CALMING

To create safe, walkable streets in downtown, intersection crossings shall be clearly striped, helping to signal to cars and pedestrians where a designated crossing is. "Bulb-outs", or the narrowing of intersections by creating wider sidewalk areas and planting medians at corners, are also used to slow traffic and create a shorter crossing for pedestrians.

### 1.3 GATEWAYS

Visible gateways are located at entries to towns and districts and help to announce to people who are coming into town that they have arrived. Gateways lend a sense of place and are indicative of the town's character. They can be made of local stone, be a sign, banner, or include other identifying features. They are appropriately scaled for their context and the speed at which vehicles will be entering town. They are clear, prominent, concise, and should incorporate plantings and/or lighting. Consistent signage should be appropriately scaled and visible throughout Lowell.

Conceptual rendering of a gateway into downtown Lowell on Pioneer Street



Narrowing of intersections for traffic calming and safer crosswalks



#### 1.4 ON-STREET PARKING

Place parallel parking spaces at least eight feet wide and 20 feet long along the edge of all streets in the downtown area.

#### 1.5 OFF-STREET PARKING

Off-street parking in the downtown area shall be placed behind new commercial and residential development, with clear passages linking the parking to entries and the front of the buildings. Only where there is no ability for parking to be located behind the building, it shall be placed to the side of the building, setback ten feet from the public right of way and adjoining properties. Appropriate landscaping or seating should be placed on the street-facing side in order to shape the public realm.

#### 1.6 PLANTING STRIPS

Place planting strips on both sides of the street to absorb stormwater between street curbs and sidewalks.

#### 1.7 STREET TREES

Place deciduous canopy trees at regular intervals, approximately 25 feet on center, on both sides of a street in the space between the curb and sidewalk. Street trees shall align with local landscape standards and should be placed a minimum of 10 feet from fire hydrants and 20 feet from stop signs.

#### 1.8 CITY HALL AT THE CENTER

A quaint and vibrant downtown has homes, businesses, schools, libraries, and local government close together, connected by safe, comfortable sidewalks. Lowell City Hall should relocate closer to the center of downtown to help define the area and promote community involvement and activity in downtown.

# 2 CENTRAL PARK

Goal 2 Planning Policies

## 2.1 CENTRAL PARK STREET-TO-STREET

Rolling Rock Park could become a vibrant heart of downtown by stretching between North Shore Drive and Main Street, allowing it to be framed by active streets and pedestrian paths. On-street parking around the square can serve the whole downtown.

## 2.2 FRAMED OPEN SPACES

Framed parks are bordered by public roads and perimeter trees to define space. The City of Lowell shall require that building fronts face parks in the downtown area, even from across the street. This provides a connection between the buildings and the park and increases safety by improving the opportunity for natural surveillance of the parks by building occupants.

## 2.3 ACTIVE SPACES

Downtown parks shall have programmed areas such as playgrounds, pavilions, and water features, as well as open spaces and places to sit and relax. Shoppers, employees, children, and seniors will have more reasons to walk and get exercise, promoting a healthier community.

## 2.4 CONNECTED PARKS

Further connection to downtown parks is achieved by connecting sidewalks to the park edges. Sidewalks connecting to parks should be on one side of the street, at a minimum.

Rolling Rock Park, looking east



# 3 MULTI-STORY, MIXED-USE BUILDINGS

Goal 3 Planning Policies

## 3.1 MIXED-USE BUILDINGS

A mix of commercial and residential uses should be encouraged in downtown. Mixed-use buildings support active town centers by allowing for a mix of uses in a small footprint. Buildings along main streets shall have ground floor commercial or retail uses with offices or residential units above. Ground-floor retail fronts that face the street shall have large, clear windows, especially around entries, to encourage transparency and a sense of place along the pedestrian realm.

## 3.2 FLEX-USE BUILDINGS

Lowell shall use the Downtown Regulating Plan and identified zones in downtown to allow for the flexible use of buildings. Building size, height, and lot coverage should remain consistent while allowing for a range of uses in the flex-use zone.

## 3.3 MULTI-STORY BUILDINGS

Plan for a minimum of two to three-story buildings along North Shore Drive in the downtown area to maximize land use efficiencies.

## 3.4 COVERED ENTRIES AND FRONTAGES

Buildings along main streets in downtown shall have covered front entries using canopies, awnings, roofs, or similar. Frontages facing the street should have awnings or overhangs to provide pedestrians protection from the elements.

Mixed-use main streets



# 4 VARIETY OF HOMES

Goal 4 Planning Policies

Townhomes and single-family residences



#### 4.1 DIVERSITY OF HOMES

Residences in the downtown area shall include single-family homes, townhomes, and apartments or lofts. A connected townhome is an attached home of one to three levels with an individual entry, stoop, or porch from its connected neighbors. Garages can be on the first level, if accessed from the back of the home, or tucked under the first story, and may be a detached style if across an alley. Entryways shall face the street or adjacent greenspace.

Apartments and lofts should be a variety of sizes to provide for a range of affordability. In downtown, they should be in multi-story buildings, often above ground-floor retail.

#### 4.2 PORCHES AND STOOPS

Homes with entrances on the ground floor shall have a porch or stoop that faces the street. Comfortable front porches are a minimum of 6' deep by 6' wide. They are elevated a minimum of 18" from the ground with a roof above. Porches and stoops help provide places for homeowners to sit and watch the neighborhood and allow for opportunities for social interaction.

#### 4.3 BALCONIES

Homes entirely above the ground floor shall have a balcony at least four feet deep.

# 5 CONNECTED, WIDE SIDEWALKS

Goal 5 Planning Policies

## 5.1 SAFE STREETS

Streets in downtown shall have pedestrian crosswalks, planting strips between curbs and sidewalks, and on-street parallel parking. This provides a comfortable pedestrian environment that is buffered from moving traffic. Crosswalks should be well marked and “bulb-outs” should be used to narrow the walking distance across wide streets.

## 5.2 WIDE SIDEWALKS

Design sidewalks at least six feet in width on less traveled roads (local roads), such as Moss Street, and 15 feet in width in commercial areas, such as the north side of North Shore Drive. See the street sections of downtown for more detail.

## 5.3 CONNECTED SIDEWALKS

Continuous sidewalks should be on one or both sides of the street and connect to at least two adjacent sidewalks to form a pedestrian grid in downtown. Sidewalks shall be separated from the curb by planting strips on higher-traffic streets and boulevards.

## 5.4 CONNECTED GREENSPACES

Parks, open space, and recreation areas should be connected by pedestrian and/or multi-use paths. Trails can be designed as a soft surface (dirt, wood chips) or hard surface (concrete, asphalt, crushed stone) based on intended users and construction and maintenance costs. Lowell should prioritize connected pedestrian access to Dexter Lake from downtown. Additional connections to regional trail systems should be considered.

Poudre River Trail, Colorado



Benefits associated with a connected trail network include income generation from tourism on trails, increased public health and healthcare savings, more attractive and safe communities with increased property values, greater regional connectivity, community cohesion, and the preservation of open space.



# 3

## MAKING IT HAPPEN

# ILLUSTRATIVE PLAN

The Lowell Downtown Master Plan includes an Illustrative Plan. The Illustrative Plan is not intended to be overly prescriptive or strict. It conveys one example of development consistent with the Lowell Downtown Master Plan's policies and Regulating Plan. The Illustrative Plan is useful as a reference for communicating plan concepts, for cost estimation and as a possible starting place for plans to realize the vision and policies of the Master Plan. Individual property owners will establish their own development concepts for their properties in accordance with the Downtown Regulating Plan and Lowell Development Code which will be updated to implement the policies of the Downtown Master Plan. Updating the Lowell Development Code is included as a highest priority in the Implementation section of the Plan.

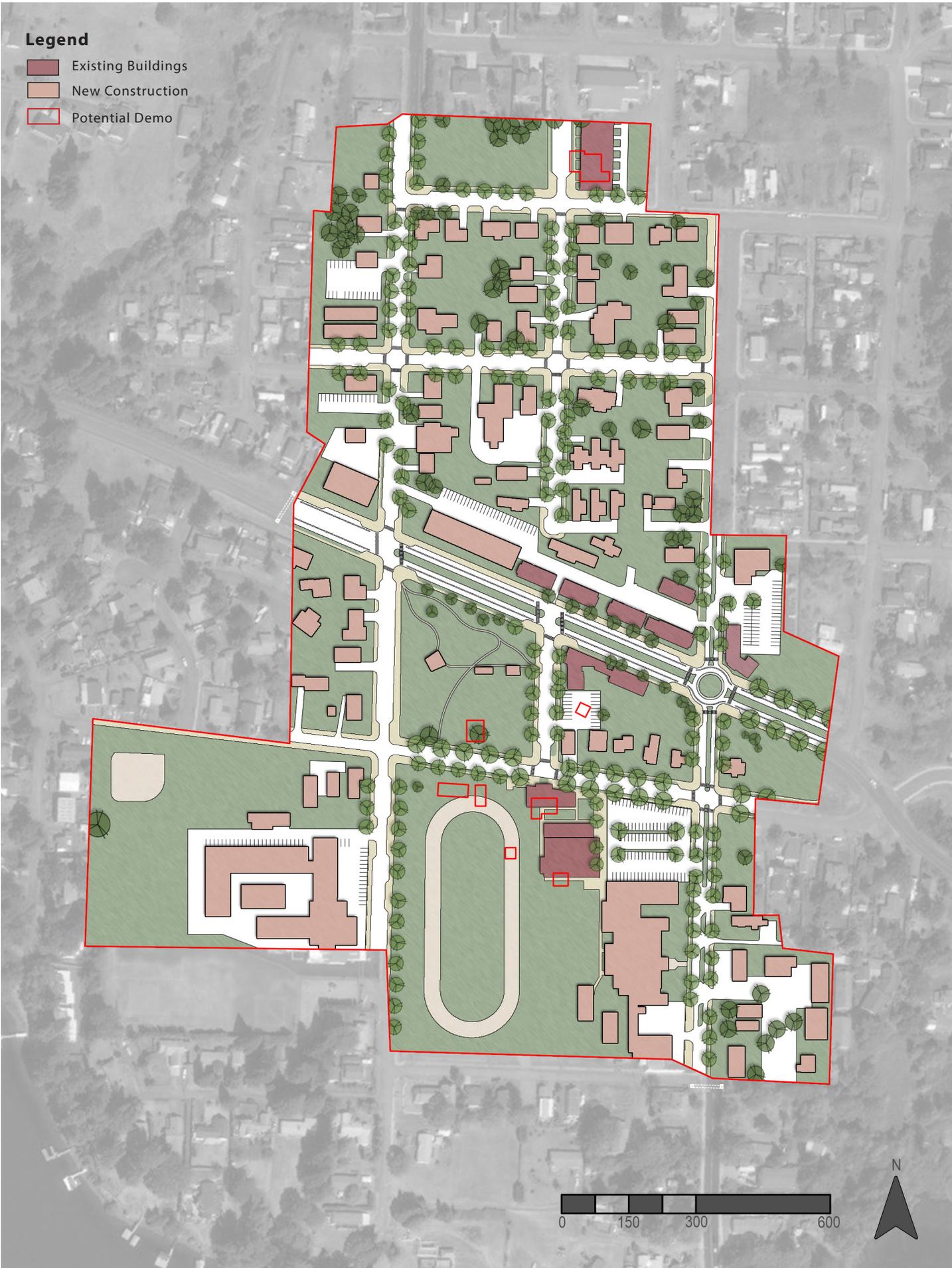
The Illustrative Plan (attached) provides a visual diagram for most implementation projects. Conceptual details presented in the Illustrative Plan that relate to development and construction within the right of way also provide the initial concepts necessary for planning-level cost estimates.

Lowell High School



**Legend**

- Existing Buildings
- New Construction
- Potential Demo



# REGULATING PLAN

The Downtown Master Plan proposes a simplification of the planning process for downtown by combining the land use map with the zoning map to minimize confusion and inconsistencies. This is referred to as the Regulating Plan since it flexibly regulates development consistent with the community's vision and planning policies.

## What is a Regulating Plan?

A regulating plan can be viewed as an enhanced land use plan. At a basic level, this plan dictates building function within each area and also develops a land use typology for future growth. The regulating plan uses a standard land use and zoning methodology to ensure that there is proper separation between certain types of development, such as industrial and housing but also leaves flexibility for development to happen by designating building typology rather than use. In areas that are developed with housing already, the regulating plan does little more than indicate what type of housing may be developed there in the future.

In areas identified appropriate for future growth, where there is no current development, the regulating plan indicates the layout of the area as well, providing specific street layouts and open space requirements to ensure that future growth adheres to the master plan and helps meet the community's goals and objectives for downtown.

The Regulating Plan refers to building types rather than land uses. This Plan focuses on allowable building types and the built form which makes up the public realm. This includes build-to lines, setbacks, and minimum and maximum building heights. The regulating plan also designates layout such as parking locations and required entry zones and locations. This will further coordinate land use and zoning, creating consistency for planning and development decisions.

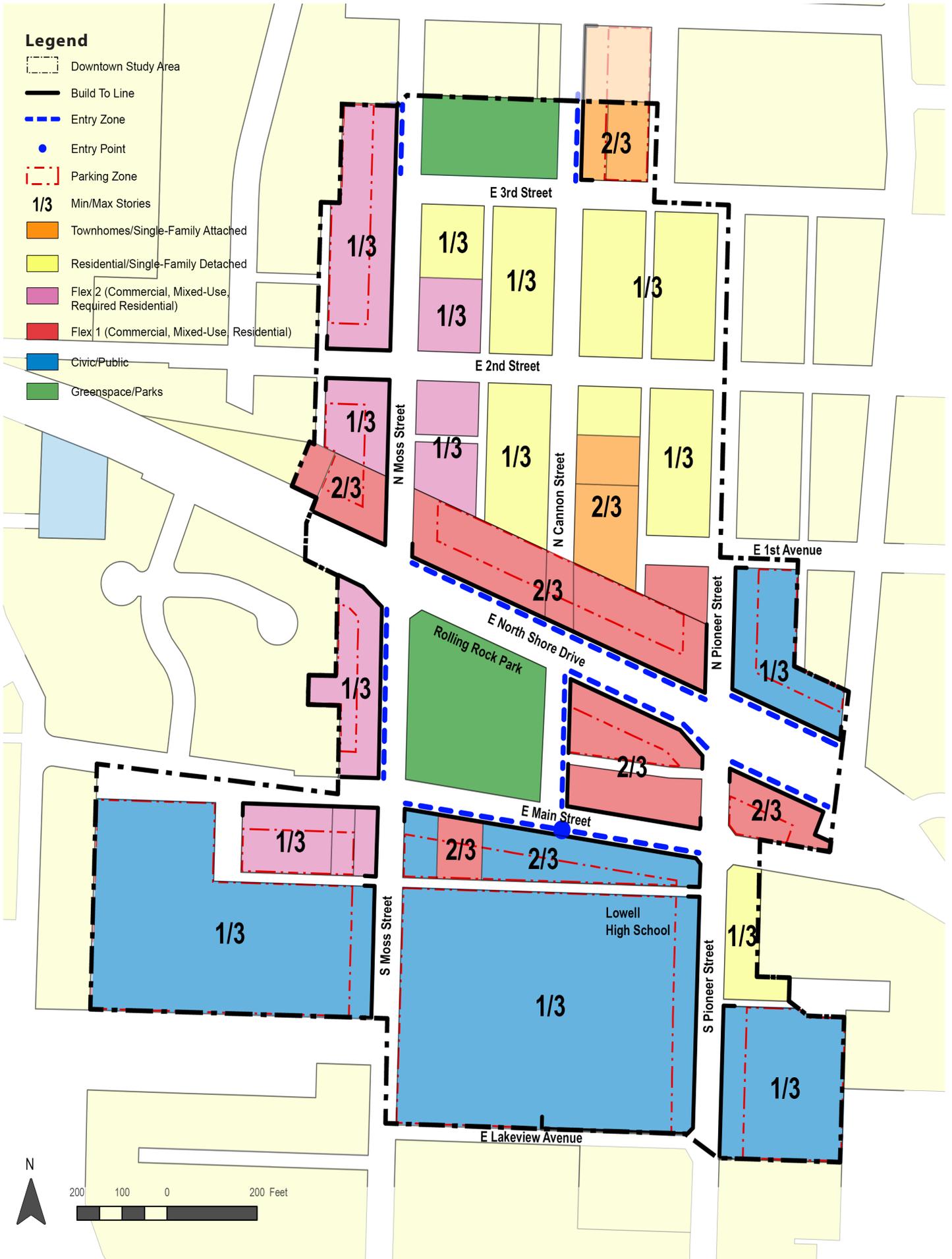
A key strategy has been to define the public realm in downtown, mainly on North Shore Avenue and Main Street. The proposed changes occur in commercial areas, to allow more flexibility to support appropriate development. Existing uses are always allowed and need not change at all. The Regulating Plan pertains to future development in all areas and the default is to support current property owners and their rights with respect to the currently allowed uses of their properties.

### Zoning Code Implications

Specific development types, building heights, and where build-to-lines, parking locations, and required entry zones are indicated on the Regulating Plan. Zoning regulations for the downtown area should be updated to reflect and further define aspects of the Downtown Regulating Plan as well as the planning policies established during the Master Plan process.

**Legend**

- Downtown Study Area
- Build To Line
- Entry Zone
- Entry Point
- Parking Zone
- 1/3** Min/Max Stories
- Townhomes/Single-Family Attached
- Residential/Single-Family Detached
- Flex 2 (Commercial, Mixed-Use, Required Residential)
- Flex 1 (Commercial, Mixed-Use, Residential)
- Civic/Public
- Greenspace/Parks



# IMPLEMENTATION

## Project Summary

Following is an overview of projects identified in support of the Lowell Downtown Master Plan. The Planning Team and Steering Committee developed a phased Implementation Strategy and cost estimates for the priority capital improvement projects. The planning team and Steering Committee prioritized projects based on need, impact, and feasibility. Phase I reflects projects that are estimated to be addressed within the first five years (2019-2024). Each of the following phases represent successive five year periods up to 20 years (2039). The Lowell Downtown Plan should be revisited and revised in the interim. As with all aspects of the Master Plan, projects and phasing should be reviewed annually to assess progress and remain a living document to change with the changing needs of the community.

Some elements presented within the Lowell Downtown Master Plan, including the Illustrative Plan, are not explicitly discussed within the prioritized projects or elsewhere within this Plan. Projects and details can be added if desired, but the Plan should not be assumed to address everything. Lowell decision makers will be required to interpret the Plan where it is not specific. Future iterations of the Plan will develop more detail as well.

Project phasing is a tool for resource allocation and planning; however, it should not be overly rigid. In all likelihood, over time, new opportunities, including funding sources will become available. It is important to monitor funding sources and be prepared to wisely take advantage of opportunities as they arise (potentially out of priority sequence). Potential funding opportunities and sources are outlined in an Implementation section of the Plan.



Train signals in Rolling Rock Park

**Phase 1 (Years 1 – 5)**

- 1A - Update downtown zoning regulations
- 1B - Establish design standards for signage and gateways
- 1C - Erect gateway on Pioneer Street
- 1D - Rolling Rock Park improvements
- 1E - City Hall and Library Concept Plan
- 1F - Sidewalk improvements along Moss and Main (adjacent to Rolling Rock Park)
- 1G - Paint parallel parking and bike lanes long North Shore (existing pavement)
- 1H - Plant street trees along North Shore Drive (adjacent to Rolling Rock Park)
- 1I - Investigate Improved Broadband Service for Lowell
- 1J - Develop a green space connectivity network and plan for pedestrian and bicycle pathways
- 1K - Street Section Improvements for new street connecting Main and North Shore

**Phase 2 (Years 6 – 10)**

- 2A - Street section improvements along North Shore Drive
- 2B - Sidewalk improvements along Moss and Main (unaddressed by 1F)
- 2C - Plant street trees along Moss and Main Streets (downtown segments)
- 2D - Expand pedestrian connectivity from downtown area to the covered bridge.
- 2E - Construct new city hall
- 2F - Detailed plans for a round-a-bout at North Shore and Pioneer Street.
- 2G - Expand pedestrian connectivity from the downtown to Lowell State Park.
- 2H - Paul Fisher Park Improvements

**Phase 3 (Years 11 – 15)**

- 3A - Street section Improvements along Main Street (not addressed previously)
- 3B - Street sections Improvements along Moss Street (not addressed previously)
- 3C - Sidewalk improvement along Pioneer Street
- 3D - Plant street trees along Pioneers Street

**Phase 4 (Years 16 - 20)**

- 4A - Street section improvements for Pioneer Street (not addressed previously)
- 4B - Round-about at North Shore and Pioneer

# IMPLEMENTATION

## Implementation Strategy

The most pivotal component of any plan is its implementation. This Plan presents some strategies for prioritizing, financing, and achieving the vision of Lowell Downtown Master Plan. The projects proposed within the previous section are organized by phases. These projects have additional implementation nuances that are critical to consider. These nuances include key partnerships, local leadership, as well as funding sources and allocations. The intent of the Downtown Master Plan is to be visionary but also financeable and practical. It will serve as a daily resource for citizens, decision makers and anyone with an interest in future public and private investments in Lowell.

### Phase 1 Projects (Years 2019 – 2024)

#### 1A - Update downtown zoning regulations

**Summary:** Development codes (including zoning ordinances) implement comprehensive plan policies. Development codes establish allowed, conditional and prohibited uses, development standards and other regulatory nuances enforceable by the City.

The City of Lowell should pursue these changes as the top priority. The City has begun coordinating an opportunity to accomplish this through the State of Oregon's Transportation and Growth Management (TGM) Code Assistance program, managed jointly by ODOT and DLCD. TGM Code Assistance provides financial and technical support to complete this type of work. Early indications suggest that this work could proceed as early as Summer 2019, which would be an excellent opportunity to maintain momentum for Downtown.

**Key Partners:** LCOG, TGM (DLCD and ODOT)

**Next Steps:** Submit application to TGM, obtain Council support, Support/complete project. Utilize code amendment recommendations from the Downtown Master Planning process.

**Funding Sources:** Local and/or TGM Code Assistance (DLCD and ODOT)

**Local Lead:** City Administrator & Planning Commission

**Estimated Cost:** \$50,000 - \$60,000

#### 1B - Establish design standards for signage and gateways

**Summary:** Establishment of gateways and signage is a high prioritized project. The urban design consultants supporting the Downtown Master Plan created a concept for gateways and signage in Lowell. These and the signage needs established in the Parks Master Plan should be considered. If the City determines to go another direction, then they should establish standards with which to proceed.

**Key Partners:** A Design/Architecture Firm, LCOG

**Next Steps:** Determine if there is desire to pursue/refine existing designs. If not, establish concepts and standards and reach out to architectural/design firm(s) for help.

**Funding Sources:** Local and/or TGM Code Assistance (DLCD and ODOT)

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$2,500-\$5,000

#### 1C - Erect Gateway on Pioneer Street and/or Monument Sign at North Shore and Pioneer

**Summary:** With a design in place, the City can proceed with construction of a gateway

**Key Partners:** A Design/Architecture Firm, Contractor(s), Owners

**Next Steps:** Confirm design and/or standards

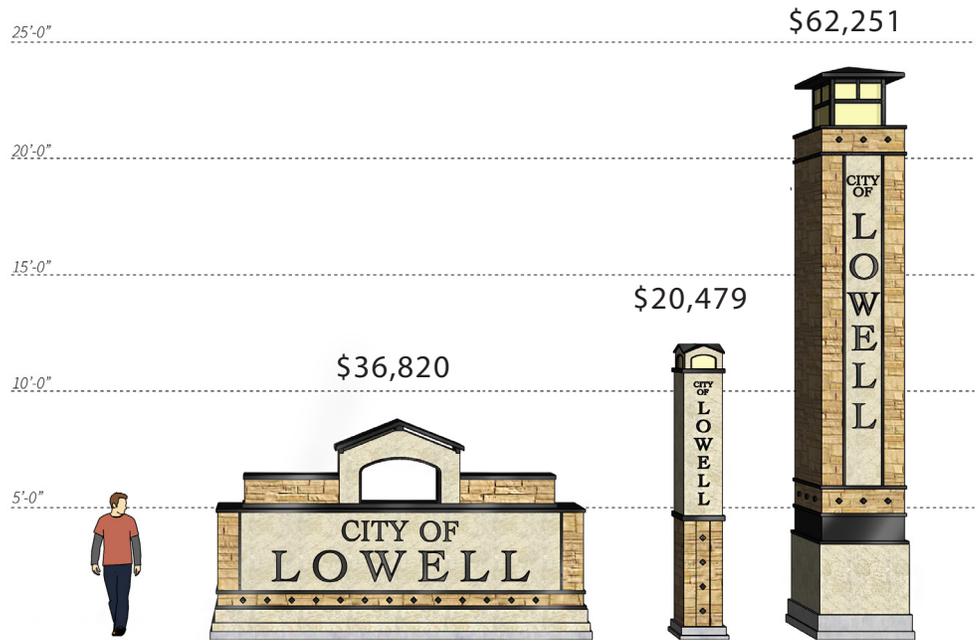
**Funding Sources:** Bonds, Oregon Tourism Commission, Urban Renewal

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$124,502 (Large Tower x 2), \$36,820 (Monument Sign x 1)

1C - Gateway Project  
Figure

*Note: Gateways and signage presented here provide one example of conceptualization and planning level cost estimates. Signage design will realize as decision-makers and the community see fit.*



**1D - Rolling Rock Park improvements**

**Summary:** The City of Lowell is completing a Parks Master Plan concurrent with the Downtown Master Plan. Rolling Rock Park is proposed to be reconfigured to provide a larger, more centralized and versatile space in downtown. The Illustrative Plan conveys some Rolling Rock park concepts, but the Lowell Parks Master Plan should be consulted for specific park improvement details and concepts.

**Key Partners:** University of Oregon, Landscape Architecture Firm, Construction firm(s)

**Next Steps:** Secure funding

**Funding Sources:** OPRD Local Government Grants, Land and Water Conservation Fund

**Local Lead:** City Administrator/ Parks and Recreation Committee, Private

**Estimated Cost:** \$840,000 (Including Design, Contingency and Fees – does not include sidewalk or street trees within City right-of-way))

**1E - City Hall and Library Concept Plan**

**Summary:** Lowell’s current City Hall is unsafe and under evaluation for reconstruction or relocation. This presents a significant opportunity for the City to anchor the Downtown vision with some alignment of necessary public investment. Investigation into these concepts has already begun as of March, 2019.

**Key Partners:** The Urban Collaborative

**Next Steps:** Complete initial analysis and concept planning

**Funding Sources:** Secured

**Local Lead:** City Administrator/ Library Committee

**Estimated Cost:** Pending

**1F - Sidewalk improvements along Moss and Main (adjacent to Rolling Rock Park)**

**Summary:** Rolling Rock Park is proposed to be reconfigured to provide a larger, more centralized and versatile space in downtown. Moss Street and Main Street also have longer term plans established for street sections improvements. Although street improvements may not be undertaken fully in the first five years (Phase 1), the nexus of these two projects presents the possibility for sidewalks along Moss Street and Main Street to be addressed.

**Key Partners:** University of Oregon, Landscape Architecture Firm, Construction firm(s)

**Next Steps:** Secure funding

**Funding Sources:**

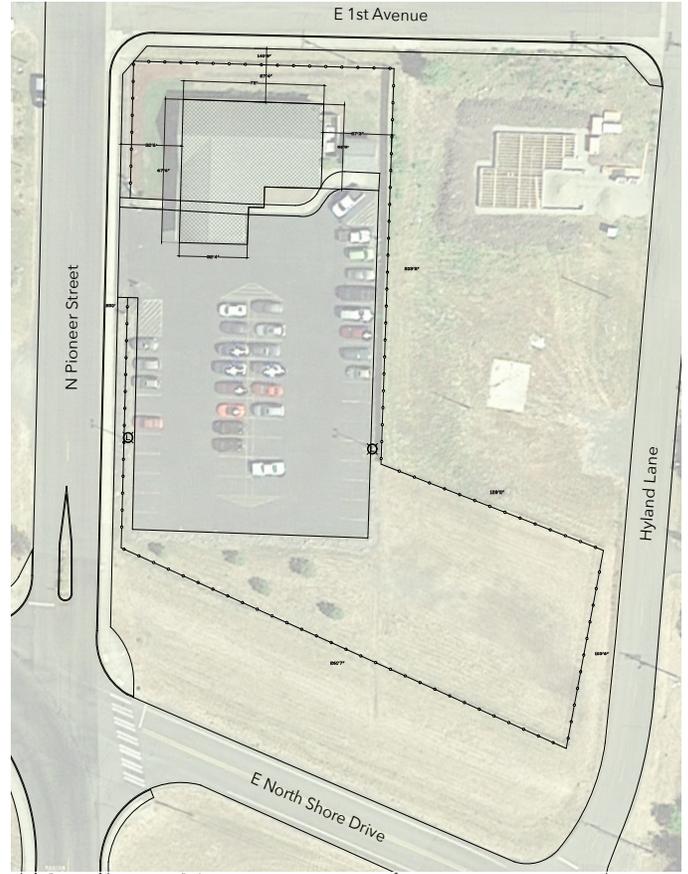
**Local Lead:** City Administrator/ Parks and Recreation Committee/Pubic Works Director

**Estimated Cost:** \$239,400 (includes 20% engineering and 20% contingency)

# IMPLEMENTATION



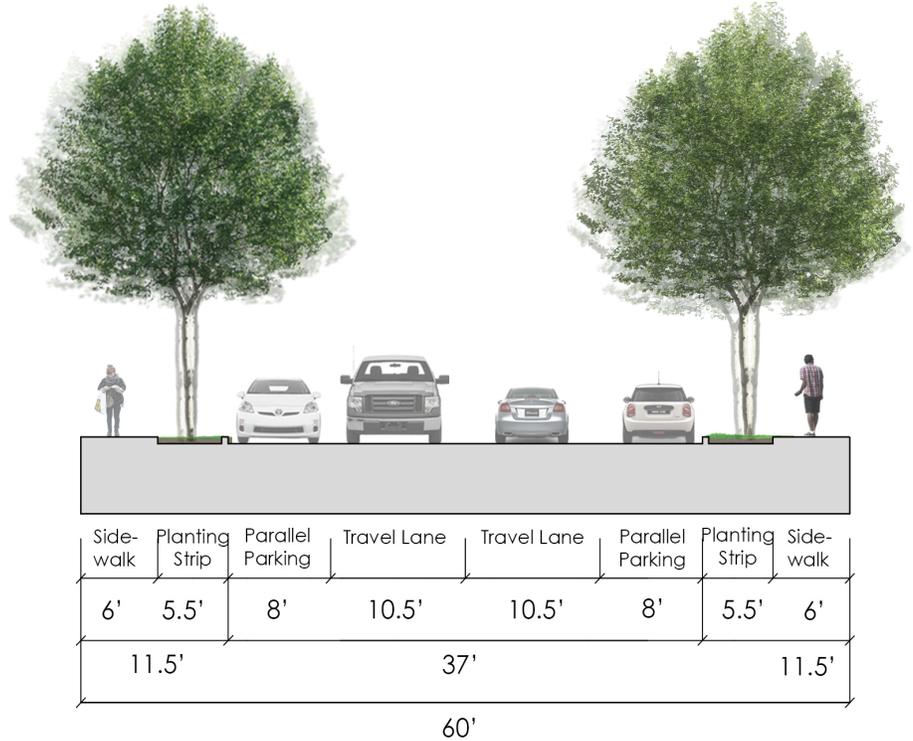
1D - Preliminary concept for Rolling Rock Park (from Draft parks Master Plan)



1E - Lowell City Hall & Library - Proposed Site - 70 Pioneer Street

-  Existing Building Footprint
-  Fence (Demarcates Building Property)
-  Lamppost

1F - Street Section for 60 foot right-of-way (Moss and Main)



**1G - Paint parallel parking along North Shore (existing pavement)**

**Summary:** The longer term vision for North Shore drive is for a widening of the pavement to utilize the entire 90 foot-right-of-way (between Moss and Pioneer Streets) In the meantime (shorter term), the existing pavement can be utilized to implement on-street parking for North Shore Drive.

**Key Partners:** Lane County Transportation, Owners

**Next Steps:** Secure funding and scope project further

**Funding Sources:** Local, Lane County, Lane County Road Improvement Assistance Fund

**Local Lead:** City Administrator, Public Works Director

**Estimated Cost:** \$166,320 (includes 20% engineering and 20% contingency)

**1H - Plant street trees along North Shore Drive (adjacent to Rolling Rock Park)**

**Summary:** The longer term vision for North Shore drive is for a widening of the pavement to utilize the entire 90 foot-right-of-way (between Moss and Pioneer Streets) established for street sections improvements. Planting street trees will need to be conducted in a way that accounts for and accommodates a City decision of whether to eventually expand the pavement of North Shore right-to-way to utilize all 90-feet.

**Key Partners:** Lane County Transportation, Owners

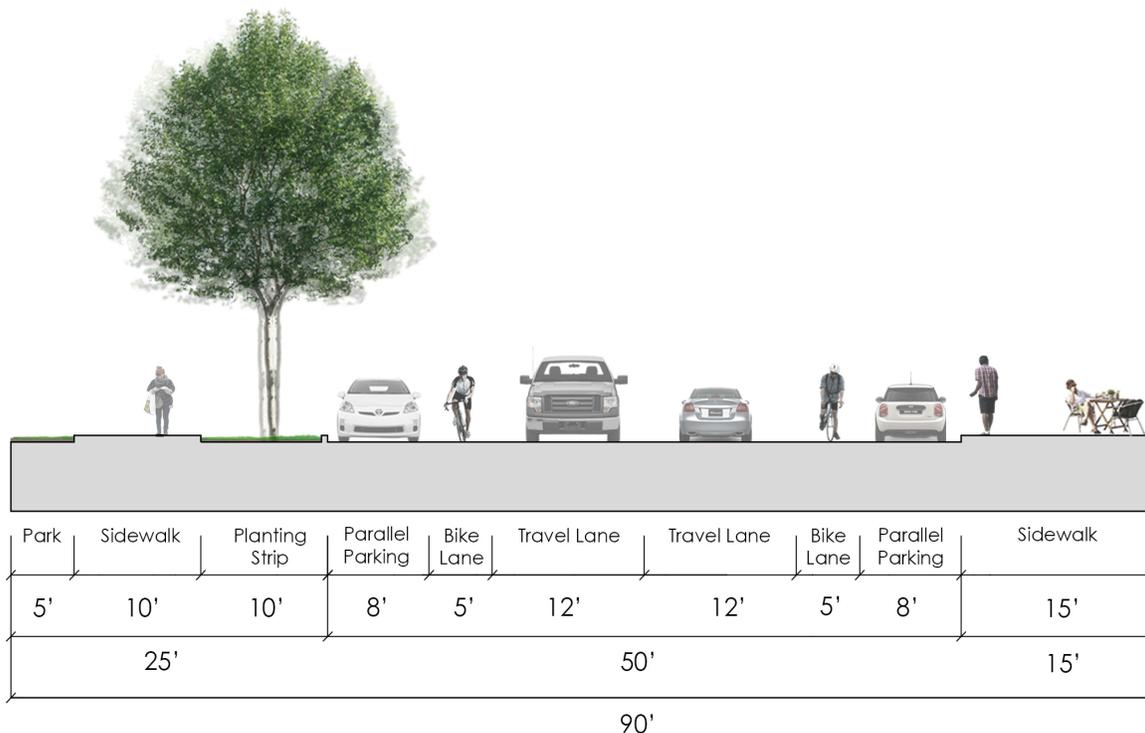
**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Urban Forestry Grants, Oregon Tourism, Private

**Local Lead:** City Administrator/Public Works Director/Economic Development Committee

**Estimated Cost:** \$12,320 (includes 20% engineering and 20% contingency)

1G; 1H - Street Section for 90 foot right-of-way (North Shore Drive)



# IMPLEMENTATION

## 1I - Investigate Improved Broadband Service for Downtown Lowell

**Summary:** Access to high speed internet is crucial for economic activity. Lowell should investigate and pursue opportunities and partnerships for increasing access to broadband in downtown. Broadband is provided to rural areas in a number of ways, but most ideally through a physical fiber-optic cable connection. Lowell is fortunate (and unique) in having long haul fiber optic cable that runs through downtown (including to the school and other locations in town). Acquiring service through that existing fiber cable is complex, but the City should dedicate resources to pursuing the unique opportunity that exists to access it.

**Key Partners:** The Regional Fiber Consortium, LCOG, Lane County, Internet Service Provider(s)

**Next Steps:** Establish a clear desire for improved fiber connectivity, work with Regional Fiber Consortium staff (LCOG) to map out next steps and potential private and public partnerships.

**Funding Sources:** Regional Fiber Consortium grants, public/private partnerships

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$1,000-\$25,000 (represents a range of only staff time to securing funding (including grants) to support broadband.

## 1J - Develop green space connectivity network plan for pedestrian and bicycle pathways

**Summary:** The community of Lowell recognizes its natural setting as one of its outstanding strengths. Preparing more deliberately for connections to this asset has been identified as a clear benefit for improving connections between Lowell's tourist amenities and its downtown.

**Key Partners:** Lane County Transportation, Lane County Parks, Army Corps of Engineers, Oregon Parks and Recreation Department, LCOG, Oregon Tourism Commission, Local Businesses, Owners

**Next Steps:** Find and encourage local champions (including the Parks and Recreation Committee) who can continue to emphasize the need and benefits of connectivity. Use prioritized projects as a starting place and to gain momentum for other opportunities.

**Funding Sources:** City of Lowell, OPDR, TGM (DLCD and ODOT)

**Local Lead:** City Administrator/Parks and Recreation Committee

**Estimated Cost:** \$25,000 - \$40,000

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$1,000-\$25,000 (represents a range of only staff time to securing funding (including grants) to support broadband.

**Key Partners:** Lane County Transportation (though their jurisdiction ends west of Moss Street), Oregon Parks and Recreation Department.

**Next Steps:** Work with Oregon PRD to seek funding for and complete preliminary analysis and concept planning, seek funding for project.

**Funding Sources:** Oregon Parks and Recreation Department

**Local Lead:** City Administrator/Parks and Recreation Committee

**Estimated Cost:** Option - \$1,764,000, Option B – \$3,648,400 (includes 20% engineering and 20% contingency)

## 1K - Street Section Improvements for new Street connecting Main Street and North Shore Dr.

**Summary:** The Illustrative Plan calls for development of the right-of-way that connects Main Street to North Shore Drive through what is now Rolling Rock Park – and is proposed to be the east side of Rolling Rock Park. Street section improvement a reshown in the diagram below.

**Key Partners:** Lane County Transportation, Future owner/developer of property to the east

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** SCA (ODOT), Adjacent Development

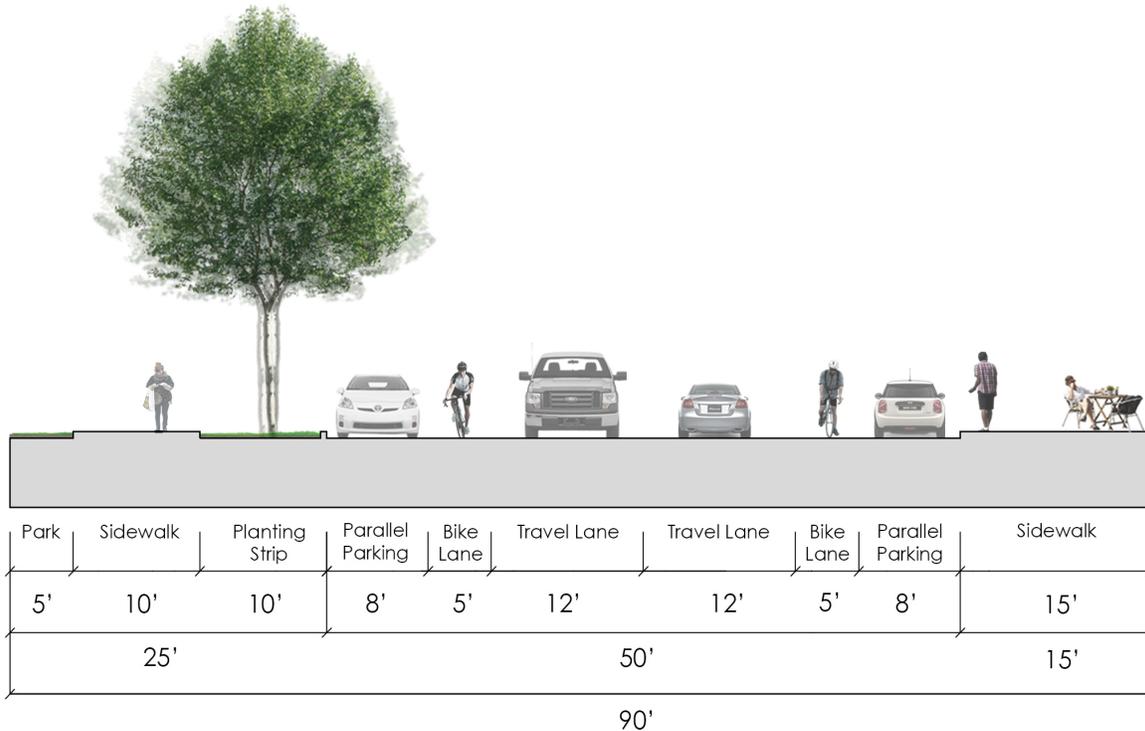
**Local Lead:** City Administrator/ Public Works Director/Economic Development Committee

**Estimated Cost:** \$391,108 (includes 20% engineering and 20% contingency)

**Project Figure:** *Street Section for 60-foot right-of-way (New Street)*

2A - Street Section for 90 foot right-of-way (North Shore Drive)

Note: Costs would decrease by an estimated \$400,000 to \$700,000 if the City determined not to utilize all of the City's right-of-way along North Shore drive. This is partly because there would be less square footage to pave, but also because bike lanes could not be constructed, sidewalks would likely be narrower, and drainage engineering would be less complex.



## Phase 2 Projects (Years 2025-2030)

### 2A - Street Section Improvements along North Shore Drive (including pavement expansion)

**Summary:** The long term vision for North Shore drive is for a widening of the pavement to utilize the entire 90 foot-right-of-way, realizing the street section proposed below, complete with bike lanes, travel lanes, wide sidewalks, parallel parking, planting strip (and street trees for the north), striping, paving, curbs and gutters and a planting strip. It also includes the cost of bump outs and crosswalks including in the Illustrative Plan. A widening of the North Shore Drive pavement allows for a complete range of modes and amenities, including on street parking.

**Key Partners:** Lane County Transportation, Owners

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Lane County Road Assistance, CDBG, STIP, SCA (ODOT), Adjacent Development

**Local Lead:** City Administrator/ Public Works Director/Economic Development Committee

**Estimated Cost:** \$2,366,100 (includes 20% engineering and 20% contingency)

### 2B - Sidewalk improvements along Moss and Main Street (not included with Project 1F)

**Summary:** Moss Street and Main Street also have long term plans established for street sections improvements. Street improvements may not be undertaken fully in the first five to ten years (Phases 1 and 2). Sidewalk improvements may be possible without larger scale street section improvements.

**Key Partners:** Lane County Transportation (for crossings), Owners

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Lane County Transportation, SRTS, SCA (ODOT),

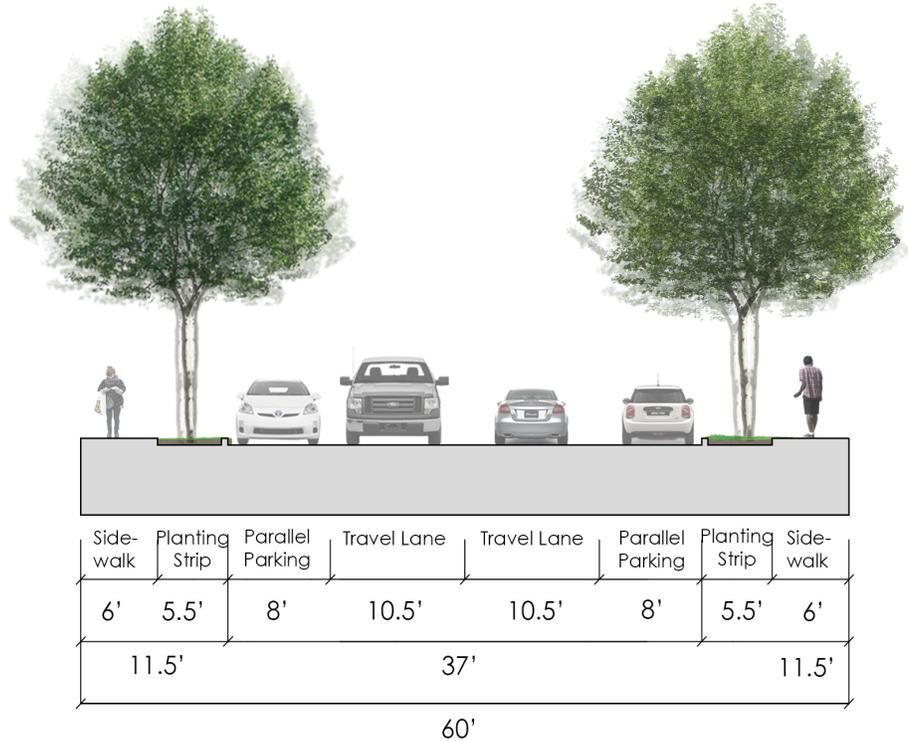
**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$878,724 (\$393,624 - Main Street, \$485,100 - Moss Street) (includes 20% engineering and 20% contingency)

# IMPLEMENTATION

## 2C - Street Section for 60 foot right-of-way (Moss and Main)

*Note: The remaining street section improvements for Moss and Main Streets should be addressed as soon as possible during Phase 2 or 3, if it is not possible to address them concurrent with Project 1F, 2B or 2C. These improvements are included in more detail under Project 3A and 3B.*



## 2C - Planting street trees along Moss and Main Streets along all downtown segments

**Summary:** Moss Street and Main Street also have long term plans established for street sections improvements. Street tree installation may be possible without larger scale street section improvements. The remaining street section improvements for Moss and Main Streets should be addressed as soon as possible during Phase 2 or 3.

**Key Partners:** Lane County Transportation (for crossings), Owners

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Lane County Transportation, SCA (ODOT),

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$44,660 (\$13,860 - Main Street, \$30,800 - Moss Street - includes 20% engineering and 20% contingency)

## 2D - Expand pedestrian connectivity from the downtown area to the covered bridge

**Summary:** The community of Lowell has a long standing desire to connect the town to its parks and open spaces, including Dexter Lake and one of the amenities that the City is most widely known for, the Lowell Covered Bridge Interpretive Center (managed by Lane County). Bicycle and pedestrian connections to Interpretive Center along Pioneer Street are currently nonexistent. Addressing this lack of connectivity has been identified as a clear benefit for improving connections between Lowell’s tourist amenities and its downtown. Unfortunately, a safe path to the covered bridge requires either widening of the roadway or a covered bridge adjacent to the existing roadway at a significant cost.

**Key Partners:** Lane County Parks, Lane County Transportation, ODOT, Owners

**Next Steps:** Work with Lane County to seek funding for and complete preliminary analysis and concept planning, seek funding for project.

**Funding Sources:** State Bike/Ped Grants, STIP, Oregon Tourism Commission, Private

**Local Lead:** City Administrator/Parks and Recreation Committee

**Estimated Cost:** \$9,646,000 (includes 20% engineering and 20% contingency)

## 2E - Construct New City Hall

**Summary:** Wherever, it is located, Lowell’s new City Hall should be seized as an opportunity to serve as an anchor in Downtown.

**Key Partners:** Architectural/Design firm(s), Property Owners

**Next Steps:** Complete initial analysis and concept planning. Pursue any necessary land acquisition.

**Funding Sources:** Partially Secured/ City of Lowell/ Various

**Local Lead:** City Administrator/City Council

**Estimated Cost:** Pending

**2F - Detailed plans for a round-a-bout at North Shore and Pioneer Street**

**Summary:** Broad support was expressed for a round-about in the heart of downtown Lowell. A round-about would more effectively (and safely) manage east-west and north-south traffic at one of the City’s primary intersections (North Shore Drive and Pioneer Street).

**Key Partners:** Lane County Transportation, Land and Business Owners

**Next Steps:** Continue to coordinate with Lane County Transportation. Investigate opportunities together to scope and fund a round-about.

**Funding Sources:** Local, SCA (ODOT), Lane County Community Development Road Improvement Assistance, Transportation Safety Grants, CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$70,000

**2G - Expand pedestrian connectivity from downtown to Lowell State Park**

**Summary:** The community of Lowell has a long standing desire to connect the town to its parks and open spaces, including Dexter Lake and one of the amenities that the City is most widely known for, Lowell State Park, managed by Oregon Parks and Recreation Department. Bicycle and pedestrian connections to the park along Northshore Drive are currently nonexistent. Addressing this lack of connectivity has been identified as a clear benefit for improving connections between Lowell’s tourist amenities and its downtown. There are two key alternatives for constructing such a connection. Option A would be to include a ten-foot wide concrete multiuse path along the existing edge of the travel lane. This would require curb and gutters to be installed. Option B would be an asphalt path constructed ten feet from the existing edge of the roadway. This would require more shoulder work and stabilization (including a retaining wall) but would not require curb and gutter.

**2H - Paul Fischer Park Improvements**

**Summary:** Lowell’s current City Hall may relocate. In any case, Paul Fischer presents great opportunities to promote options for activity and community near downtown. The Lowell Parks Master Plan did not include specific plans for Paul Fischer Park.

**Key Partners:** University of Oregon, Oregon Parks and Recreation Department

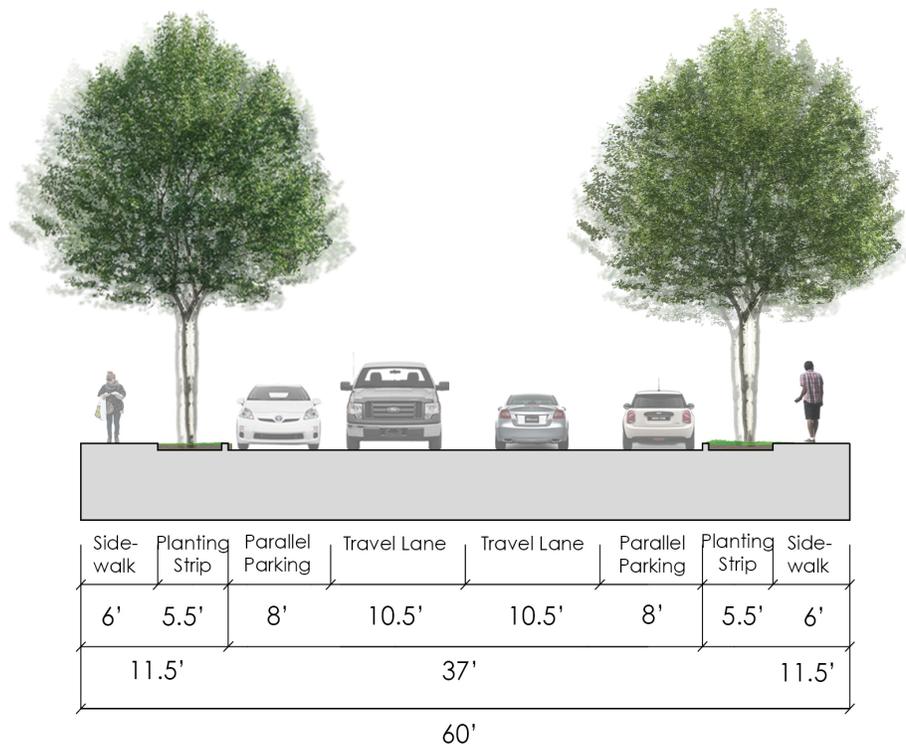
**Next Steps:** Use Lowell’s Parks Master Plan update (2019) as the launch point to complete initial analysis and concept planning/scoping for the Paul Fischer Park.

**Funding Sources:** City of Lowell, Oregon Parks and Recreation Department/Various Other

**Local Lead:** City Administrator/ Parks and Recreation Committee

**Estimated Cost:** N/A

2H - Street Section for 60 foot right-of-way (new street)



# IMPLEMENTATION

## Phase 3 Projects (Years 2031-2035)

### 3A – Street section improvements along Main Street (not addressed in Projects 1F, 2A)

**Summary:** Main Street also has a long term plan established for full street section improvements. Street improvements may not be undertaken fully in the first five to ten years (Phases 1 and 2). Project 3A realizes the street section proposed below, complete with travel lanes, wider sidewalks (if they have not been realized, striping, paving, curbs and gutters and a planting strip (if not already realized). It also includes the cost of bump outs and crosswalks including in the Illustrative Plan.

**Key Partners:** Lowell School District, Land/Business Owners

**Next Steps:** Develop refined (construction level) costs, secure funding

**Funding Sources:** Bond, SRTS, Lowell School District, SCA (ODOT), Adjacent Development, CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$750,737 (includes 20% engineering and 20% contingency)

### 3B – Street Section improvements along Moss Street (not addressed in Projects 1F, 2B)

**Summary:** Moss Street also has a long term plan established for full street section improvements. Street improvements may not be undertaken fully in the first five to ten years (Phases 1 and 2). Project 3B realizes the street section proposed below, complete with travel lanes, wider sidewalks (if they have not been realized, striping, paving, curbs and gutters and a planting strip (if not already realized). It also includes the cost of bump outs and crosswalks including in the Illustrative Plan.

**Key Partners:** Land/Business Owners, Lowell School District, Lane County Transportation (crossings), Owners

**Next Steps:** Develop refined (construction level) costs, secure funding

**Funding Sources:** SRTS, Lowell School District, Lane County, SCA (ODOT), CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$931,035 (includes 20% engineering and 20% contingency)

### 3C - Sidewalk improvements along Pioneer Street

**Summary:** Pioneer Street has long term plans established for street section improvements. The plan anticipates that street improvements for Pioneer Street may not be undertaken fully in the first ten years (Phases 1 and 2). The street section improvements for Pioneer Street should be addressed as soon as possible in any case.

**Key Partners:** Lane County Transportation, Owners

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Lane County Road Improvement Assistance, STIP, State Bike/Ped, SCA (ODOT), SRTS, CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$88,200 (includes 20% engineering and 20% contingency)

### 3D - Plant street trees along Pioneers Street

**Summary:** Pioneer Street has long term plans established for street section improvements. The plan anticipates that street improvements for Pioneer Street may not be undertaken fully in the first ten years (Phases 1 and 2). The street section improvements for Pioneer Street should be addressed as soon as possible in any case.

**Key Partners:** Lane County Transportation, Owners

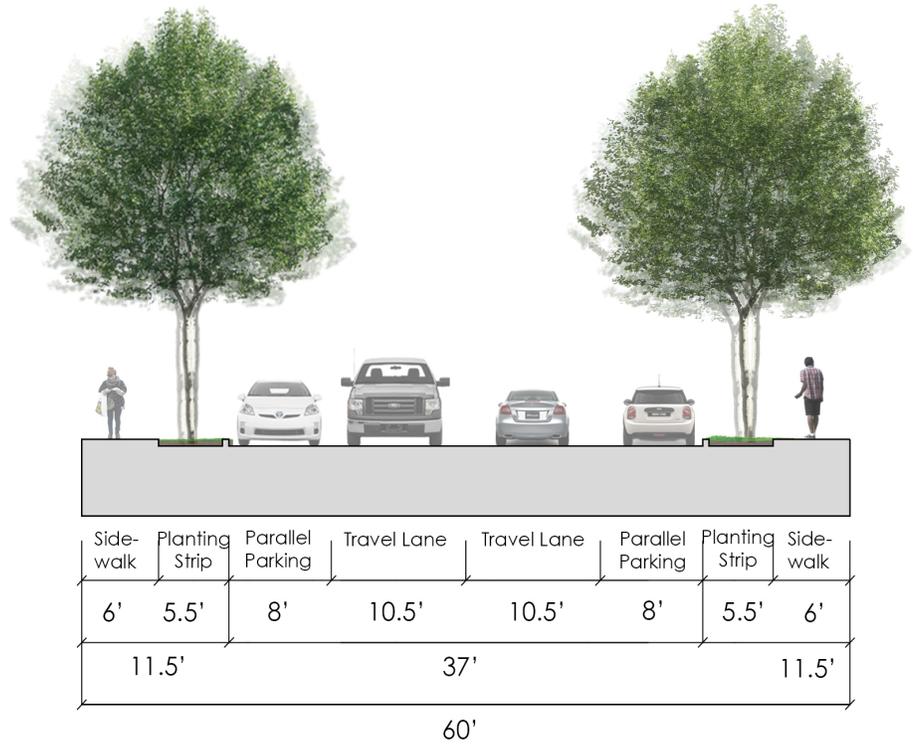
**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Local, Urban Forestry Grants, Private

**Local Lead:** City Administrator/Public Works Director

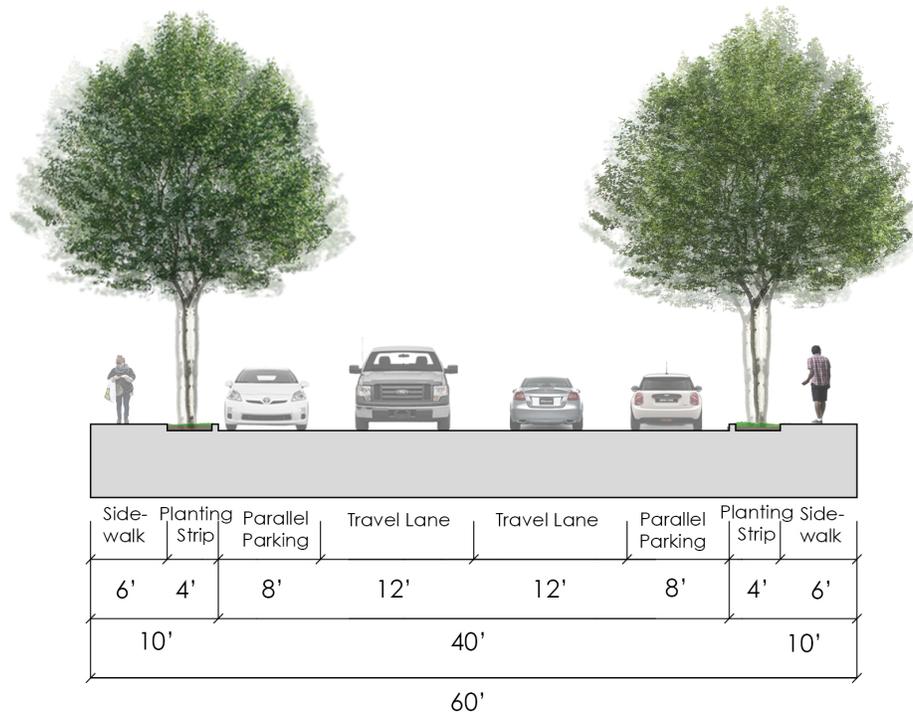
**Estimated Cost:** \$24,640 (includes 20% engineering and 20% contingency)

3B - Street Section for 60 foot right-of-way (*Moss and Main*)



3C; 3D - Street Section for 60 foot right-of-way (*Pioneer Street*)

*Note: The 60-foot street section for Pioneer Street differs from other in Lowell because it is owned by Lane County, and the County requires a minimum 12 foot travel lane.*



# IMPLEMENTATION

## Phase 4 Projects (Years 2036-2040)

### 4A – Street section improvements for Pioneer Street

**Summary:** Pioneer Street has long term plans established for street section improvements. The plan anticipates that street improvements for Pioneer Street may not be undertaken fully in the first fifteen years (Phases 1, 2 and 3). They are proposed for Phase 4, but should be addressed as soon as possible in any case.

**Key Partners:** Lane County Transportation, Lowell School District, Owners

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Lane County Road Improvement Assistance, STIP, State Bike/Ped, SCA (ODOT), SRTS, CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$541,625

### 4B - Round-about at Northshore Drive and Pioneer Street

**Summary:** A round-about would more effectively (and safely) manage east-west and north-south traffic at one of the City’s primary intersections (North Shore Drive and Pioneer Street).

**Key Partners:** Lane County Transportation, Land and Business Owners

**Next Steps:** Reference earlier scoping and planning documents for realization of round-about.

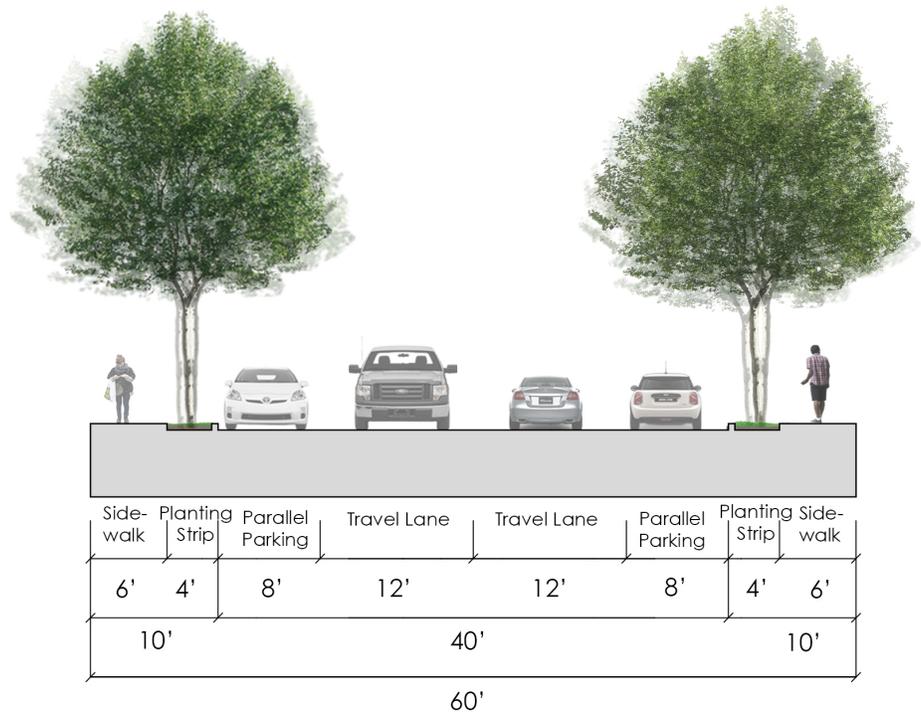
**Funding Sources:** Lane County Road Improvement Assistance, STIP, State Bike/Ped, SCA (ODOT), SRTS, CDBG

**Local Lead:** City Administrator/Public Works Director

**Estimated Cost:** \$420,000 (includes 20% contingency)

3C; 3D - Street Section for 60 foot right-of-way (Pioneer Street)

*Note: The remaining street section improvements for Pioneer Street should be addressed as soon as possible during Phase 4, if it is not possible to address them concurrent with Projects 3C and 3D.*





Current conditions looking south on Moss Street



Current conditions looking east on North Shore Drive; Rolling Rock Park on the right

# IMPLEMENTATION

## Implementation Projects Summary

Phase 1 (Years 1-5)	Key Partners	Local Lead(s)	Estimated Cost
1A - Update downtown zoning regulations	LCOG, TGM (DLCD/ODOT)	City Admin/PC	\$50-60,000
1B - Establish design standards for signage and gateways	A&D Firm, LCOG	City Admin/EDC	\$2,500-\$5,000
1C - Erect gateway on Pioneer Street	A&D Firm, Contractor(s)	City Admin/EDC	\$124 – \$160,000
1D - Rolling Rock Park improvements	UO, A&D Firm, Contractor(s)	City Admin/PRC	\$840,000
1E - City Hall and Library Concept Plan	The Urban Collaborative	City Admin/LC	Pending
1F - Sidewalk improvements along Moss and Main (adjacent to Rolling Rock Park)	UO, A&D Firm, Contractor(s)	City Admin/PRC	\$234,400
1G - Paint parallel parking and bike lanes long North Shore (existing pavement)	Lane County Transp.	City Admin	\$166,320
1H - Plant street trees along North Shore Drive (adjacent to Rolling Rock Park)	Lane County Transp.	City Admin	\$12,320
1I - Investigate Improved Broadband Service for Lowell	Reg. Fiber Consortium, LCOG,	City Admin/EDC	\$1,000-\$25,000
1J - Develop a green space connectivity network and plan for pedestrian and bicycle pathways	Lane County Transp., Lane County Parks, ACOE, OPRD	City Admin/PRC	\$25 – 40,000
1K - Street Section Improvements for new street connecting Main and North Shore	Lane County, Future Owner	City Admin/PRC	\$391,800

Rolling Rock Park



<b>Phase 2 (Years 6-10)</b>	<b>Key Partners</b>	<b>Local Lead(s)</b>	<b>Estimated Cost</b>
2A – Street section improvements along North Shore Drive	Lane County Transp.	City Admin/ EDC/PW	\$2,346,800
2B - Sidewalk improvements along Moss and Main (unaddressed by 1F)	Lane County Transp.	City Admin/PW	\$878,724
2C - Plant street trees along Moss and Main Streets (downtown segments)	Lane County Transp.	City Admin/PW	\$44,660
2D - Expand pedestrian connectivity from downtown area to the covered bridge	Lane County Parks, Lane County	City Admin/PRC	\$9,646,000
2E - Construct new city hall	A&D Firm,	City Admin/CC	Pending
2F - Detailed plans for a round-a-bout at North Shore and Pioneer Street.	Lane County Transp./Owners	City Admin/PW	\$70,000
2G - Expand pedestrian connectivity from the downtown to Lowell State Park.	Lane County Transp., OPRD	City Admin/PRC	\$1.8 –3.6 Million
2H – Paul Fisher Park Improvements	UO, OPRD	City Admin/PRC	N/A
<b>Phase 3 (Years 11-15)</b>	<b>Key Partners</b>	<b>Local Lead(s)</b>	<b>Estimated Cost</b>
3A – Street section Improvements along Main Street (not addressed previously)	Lane County Transp.	City Admin/PW	\$750,737
3B – Street sections Improvements along Moss Street (not addressed previously)	Lane County Transp.	City Admin/PW	\$931,035
3C -Sidewalk improvement along Pioneer Street	Lane County Transp.	City Admin/PW	\$88,200
3D - Plant street trees along Pioneers Street	Lane County Transp.	City Admin/PW	\$24,640
<b>Phase 4 (Years 16-20)</b>	<b>Key Partners</b>	<b>Local Lead(s)</b>	<b>Estimated Cost</b>
4A – Street section improvements for Pioneer Street (not addressed previously)	Lane County Transp.	City Admin/PW	\$541,625
4B - Round-about at North Shore and Pioneer	Lane County Transp., Owners, A&D Firm, Contractors	City Admin/PW	\$420,000
Lowell Committees: Parks and Recreation Committee (PRC), Economic Development (EDC), Library (LC). (OPRD) - Oregon Parks and Recreation Department, (A&D) – Architecture and Design, (TGM) – Transportation and Growth Management, (ISP) – Internet Service Provider, (ACOE) Army Corps of Engineers, (DLCDD) – Dept. of Land Conservation and Development			

# IMPLEMENTATION COORDINATION

## Lane County

Lane County Parks is also a critical partner for realizing elements of the Downtown vision. Lane County owns and has jurisdiction over North Shore Drive (west to Moss Street) and Pioneer Street. The Master Plan should convey the County's support of the City's vision and the two agencies acknowledge that they will need to coordinate implementation efforts, including funding and design details related to North Shore and Pioneer Street improvements. Lane County Transportation has been an active contributor and partner in the Downtown Master Planning process.

The County is also a partner for park related improvements. The County manages the Covered Bridge Interpretive Center, which is widely recognized and serves as one gateway to Lowell. Working with Lowell fits within Lane County's recent Parks and Master Plan in terms of its goals (economic vitality, collaboration, connectivity, and vibrancy). Lowell and Lane County are interested in finding recreational activities that can connect County Parks to downtown Lowell, touching on the goals of increased tourism and vibrancy. In a focus group conversation with recreation providers, Lane County staff noted that they foresee Lowell as becoming a "hub" for trail connectivity between Eugene and the Cascades. The Eugene to Crest Trail goes through Lowell.

Connectivity is not limited to roads and trails. Lane County also sees water trails from Dexter Lake onto the Willamette down to Mt. Pisgah. Such an undertaking should be regionally advertised with Travel Lane County. Though limited in its ability to help financially, Lane County Parks is ready and willing to help out as an active partner.

## State of Oregon

No State (Oregon Department of Transportation) facilities pass directly through the City of Lowell, however state Highway 58, the primary transportation facility supporting Lowell and significant portions of southern and eastern Oregon, is less than a quarter mile from the City.

Oregon Parks and Recreation Department (OPRD) is another key state partner for Lowell in implementation of the Downtown Master Plan. One key project is an improved pedestrian connection between Downtown Lowell and the premiere recreation facility on Dexter Lake, Lowell State Park. Lowell should continue to work with OPRD to secure Local Government grants for Park related infrastructure. The Downtown Master Plan provides a compelling and attractive foundation for grant funding in these areas. The City should continue to track OPRD grant cycles and connect with OPRD staff to communicate local plans, including sharing draft and adopted versions of the Downtown Master Plan.

Oregon Parks and Recreation Department also sponsors the Oregon Main Street, as part of the Oregon Heritage program. OMS is designed to assist with the revitalization of traditional downtowns and historic commercial districts, promote economic development, and encourage historic preservation. The program uses an approach that advocates a return to community self-reliance, local empowerment, and the rebuilding of central business districts based on their assets, unique architecture, personal service, local ownership and entrepreneurship, and a sense of community. The Oregon Main Street Handbook is a helpful reference for steps related to promoting Lowell's Downtown: <https://www.oregon.gov/oprd/HCD/SHPO/docs/2018OMSHandbook.pdf>

The Oregon Department of Land Conservation and Development (DLCD) works in partnership with local governments, and state and federal agencies, to address the land use needs of the public, communities, regions, and the state. The Land Conservation and Development Commission (LCDC) provides policy direction for the land use planning program and helps carry out the vision of managing urban growth; protects farm and forest lands, coastal areas, and natural resource lands; and provides for safe, livable communities in concert with the vision of the local community.

DLCD provided funding for the Downtown Master Plan through its Technical Assistance funding program. DLCD staff have also provided key support in its creation and adoption. The City should remain in close contact with its DLCD regional representative in efforts to realize the downtown vision.

## Lowell Schools

The Lowell School District is experiencing unprecedented growth and support. The passage of local bonds and capital projects underway make Lowell schools a critical partner. All three schools are in very close proximity to the downtown core and overlapping interests are crucial to consider. LCOG and the City of Lowell met with representatives from Lowell Schools, including the Superintendent, Director of the Bridge Charter Academy, and Chairperson of the Lowell Education Foundation. They noted that their primary goal is to increase enrollment. Increased attractiveness of Lowell (including its Downtown) is viewed by education leadership as a mechanism to attract families (students) and teachers/staff. Lowell schools also recognize that activity in Downtown Lowell has immediate benefits to faculty, students and families. Some specific benefits noted in focus groups include the possibility of more and closer food options, and providing out-of-town family members with more to do while they wait for their children to attend special school programs.

The City must place a priority on continuing the partnership schools have with the City of Lowell. The school district and the City should be leveraging shared interests. The school district has expressed, for example, some longer term plans for facilities along its Main Street frontage (including a community fitness center). Opportunities to promote Main Street as a front facing and active space should be strongly encouraged and cultivated by the City. The school is a key partner in making Main Street a more ideal location for “downtown” investments. The City should continue to encourage school leadership participation on City Committees and decision making bodies.

# IMPLEMENTATION COORDINATION

## US Army Corps of Engineers

The City of Lowell's interests are directly tied to the Army Corps of Engineers due to their management of Dexter Lake and nearby Lookout Point and Fall Creek Reservoirs. In 2008, the US Army Corps of Engineers made a decision to update the Dexter Lake Shoreline Management Plan in response to dealing with a variety of controversial shoreline issues near that time. The scope of the SMP is along the Dexter Lake shoreline and does not have a focus on the downtown core of Lowell. However, if future development occurs along Dexter Lake shoreline, the SMP will be a document in need of consultation.

The City has also contemplated green connections between downtown and public lands nearby. The Corps has park property east of downtown, which could be part of a path corridor connecting recreation areas east and west of downtown. The Corps is an important partner in matters dealing with Dexter Lake. Any efforts at marketing and branding Lowell as a destination and tourism location should involve the Army Corps of Engineers.

## Federal Public Land Management Agencies

The City of Lowell is in very close proximity to Bureau of Land Management & US Forest Service lands. Until the late 2000s, the Forest Service maintained station offices in downtown Lowell. Lowell is a gateway to a number of recreation areas, including the highly visited Fall Creek Recreation Area and the public recreation areas along Highway 58 (Willamette and Deschutes National Forests). BLM and USFS partnerships should focus on grant opportunities from those agencies promoting Lowell as a clear access/embarkation point for these important areas.

## Neighboring Communities

There are a number of unincorporated areas near Lowell that provide partnership potential and should be considered in ongoing planning and implementation efforts. These areas include Dexter, Fall Creek and Pleasant Hill. These communities share social and economic cohesion with Lowell. Efforts to refine needs should consider outreach to these neighboring areas.

## Business and Landowners

The successes of downtown Lowell will rely heavily on the participation and partnership of local businesses and landowners. Retail and service sector activity is an important part of the downtown's economic base; consequently, business owners have a vested interest in the success of downtown revitalization. Retailers are often most interested in, and the most valuable contributors to, downtown promotional activities, though their involvement in other downtown activities can also be beneficial.

Property owners literally own the downtown, and must have a direct interest in the success of the downtown vision. Owners should be active participants in the revitalization process. A focus group with Lowell Downtown business owners revealed an optimism for and commitment to the success of Downtown Lowell. Owners are hopeful that the community will recognize the risks that owners take and that the community can buy-in to concepts that may reflect a new type of downtown.

## City of Lowell Decision Makers, Boards and Committees

The City of Lowell has a number of Boards and Committees that will need play a vital role in various elements identified within the Downtown Master Plan. These groups should be utilized for direction, support and implementation. Beyond City Council, these groups include the Planning Commission, Budget Committee, Economic Development Committee, Parks and Recreation Committee, Library Committee, and Blackberry Jam Festival Committee. This report recommends a number of projects where it is recommended that these groups be involved.

# INCENTIVES

*Revitalization of Lowell's Downtown requires actions and investments both by public agencies, such as the City of Lowell and Lane County, and from private property and business owners. Working together, these efforts will impact the physical streetscape as well as adjoining storefronts and properties.*

While future private investment and development in properties in Downtown Lowell will play the most important role in transforming the built environment, there are some steps that the City, business organizations, and other stakeholders can take to help incentivize this private investment, attract new visitors, and reinforce the downtown as the heart of the community. The following are some recommended steps to aid in economic development.

## Storefront Improvement Program

Storefront improvement programs provide assistance and financial incentive for commercial property owners to reinvest in the facade of their buildings. These programs are a common use of Urban Renewal funding that encourages investment in private property, while emphasizing the building's facade to ensure that there is an outward public impact and community benefit. For a revitalization program, improvements to storefronts work with public improvements to the streetscape to create an overall sense of investment in the area. Storefront improvements might range from simple paint and repair, to awnings, signage, lighting, or more major rehabilitation include structural and window renovations.

Programs can also aid in the design and planning for these projects. There are multiple ways to structure such programs including grants or loans, and many examples from across the region to serve as models.

## Downtown Branding, Marketing, and Events

Throughout this planning process the community expressed a desire for a distinct sense of entry to downtown. This can be achieved many ways and will already be highly evident by the change in streetscape, landscape, and development character in the Downtown Core.

Gateway features at key entrances to downtown will provide a clear sense of distinction and arrival. The City has contemplated signage and monuments designating arrival in Lowell's downtown. In the Illustrative Plan, a gateway is proposed at the main south entrance of downtown Lowell along Pioneer Street. Another is proposed at the west entrance along North Shore Drive. Archways were contemplated for both, but Lane County, who own both streets prohibits archways on facilities that accommodate freight traffic. Figure X shows some examples of alternatives for these gateway locations. The examples reflect a covered bridge theme. A sign is also proposed as part of the Illustrative Plan. It is proposed to be located at the southwest corner of Pioneer Street and North Shore Drive. Again Figure X provides a conceptualization of what that sign might look like.

In conjunction with the Lowell Economic Development Committee, the City can pursue other tools and means to reinforce downtown Lowell as a unified district and destination. This means messaging and coordination among business owners, the City, and other stakeholders to brand the district and explicitly advertise events as taking place in "Downtown Lowell." Businesses can coordinate their approach to such events, such as keeping the same hours, agreeing on sidewalk activities, or creating marketing materials prior to events.

Marketing and branding efforts can be applied to existing events, such as the Blackberry Jam Festival, or new events made possible by the newly focused Downtown described in this Plan. The street redesign described in this Plan will create excellent new spaces for new events.

Other on-going messaging efforts might include physical improvements such as streetlight banners or signage in the downtown, or small handouts such as a guide to local businesses. The goal of these activities is to ensure that the community does not miss opportunities to brand “Downtown Lowell” as a distinct place in the community.

## Leverage City Hall and Library Improvements to Strengthen Downtown

It is crucial to emphasize the degree to which public projects in the area can contribute to the success of downtown and can leverage and mutually reinforce each other. This planning process has made clear that the eventual redevelopment or likely relocation of the City Hall and Library will provide important underpinning to the revitalization of Downtown Lowell. A new City Hall and Library presents the opportunity to create model civic buildings in the Downtown Core, bringing customers and activity. Such development can be catalytic of other new development in the area. It has the potential to provide an example of good building design and aesthetics. The City has encountered two possible locations for City Hall and the Library in the Downtown Core area. Both locations present opportunities for the key intersection of North Shore Drive and Pioneer Street.

The volume and type of traffic these uses can bring to downtown will greatly enhance revitalization efforts by bringing greater awareness and more visitors to the area. It will also support existing, and create additional, marketing and event opportunities for local business and boosters.

## Parking

There are current, and will be more, off-street spaces throughout downtown Lowell. Many of these spaces could be used by customers or employees of other, nearby businesses. To enable this, the City could initiate collaboration between private property owners to create shared-use agreements. The City may offer incentives for property owners that establish such agreements.

# FUNDING MATRIX

Funding Source	Eligibility	Types of Projects	Criteria
<p><b>Transportation and Growth Management Program (TGM)</b></p>	<p>Cities; Counties; COGs; Indian Tribes.</p>	<p>Category 1 – Transportation System Planning intended to meet requirements of Oregon Transportation Planning Rule. Category 2 – Integrated Land Use and Transportation Planning. Projects should result in the development of an adoption-ready plan.</p>	<p>Project must demonstrate they are timely and reasonably achievable. Category 1 projects will result in a transportation decision. Category 2 projects will result in a land use decision.</p>
<p><b>Special Small City Allotment Program (SCA)</b></p>	<p>Cities &lt; 5,000 in population.</p>	<p>Street projects not part of county road or state highway system. Surface projects (drainage, curbs, and sidewalks).</p>	<p>All previously funded SCA projects must be complete; Appropriate projects.</p>
<p><b>State Bicycle and Pedestrian Grants (All Roads Transportation Safety)</b></p>	<p>Cities; Counties.</p>	<p>Increase awareness of safety on all roads; Promote best practices for infrastructure safety; compliment behavioral safety efforts; limit serious crashes and fatalities.</p>	<p>Hotspot Method – identifies location with documented crash problems. Systemic Method – takes a broader view by looking at crash history and risks associated with roadway or corridor. Projects selected on a cost-benefit analysis; Projects that are data drive to show a need.</p>
<p><b>State Bicycle and Pedestrian Grants (Safe Routes to School)</b></p>	<p>Cities; Counties</p>	<p>Infrastructure programs focus on safety on existing routes/pedestrian crossings, bike lanes and flashing beacons. Non-infrastructure programs focus on education and outreach and safe use of walking and biking routes.</p>	<p>Project identification; consultant support; accountability; public outreach campaign; ability to provide adequate project management.</p>
<p><b>Connect Oregon (ODOT)</b></p>	<p>Public, private, and non-profit entities.</p>	<p>Construction; Physical improvements; Real estate; capital Infrastructure; Professional services; Other expenditures.</p>	<p>Cover up to 70% of project costs. Current on all state and local taxes, fees and assessment; Project must meet the definition of "Transportation Project"; Projects that are eligible for funding from revenues the Highway Trust Fund, are not eligible; The project will not require continued subsidies from ODOT.</p>
<p><b>Statewide Transportation Improvement Program (STIP)</b></p>	<p>Cities; Counties</p>	<p>Sidewalk infill; ADA upgrades; street crossings; intersection improvements; minor widening for bike lanes; landscaping and beautification.</p>	<p>Projects are selected using criteria that include response to identified problems, innovation, clear objectives, adequate evaluation plans, and cost-effective budgets. Proposals must already be adopted in local TSP.</p>

Required Forms/Documents	Matching Funds	Grant Amount	Contact
Complete application; Written statement that recipient can meet all obligations; Support of local officials.	12% of the total project cost.	Generally, between 100K-250K.	David Helton, ODOT Region 2, 541-726-2545, <a href="mailto:David.i.helton@odot.state.or.us">David.i.helton@odot.state.or.us</a> Visit: <a href="https://www.oregon.gov/lcd/TGM/Pages/Planning-Grants.aspx">https://www.oregon.gov/lcd/TGM/Pages/Planning-Grants.aspx</a>
Managed by ODOT. Complete application.	Not required.	Maximum of \$50,000.	Deanna Edgar, <a href="mailto:SmallCityAllotments@odot.state.or.us">SmallCityAllotments@odot.state.or.us</a> , Visit: <a href="https://www.oregon.gov/ODOT/LocalGov/Pages/Funding.aspx">https://www.oregon.gov/ODOT/LocalGov/Pages/Funding.aspx</a>
List of selected projects that identify as a Hotspot or Systemic Methods. Initial data analysis. Project estimates; Identified countermeasures; Complete application.	Approximately 7.78% of project cost.	2018 cycle awarded 133 potential projects at an estimate of \$126M.	Region 2: Angela Kargel, 503-986-2656, <a href="mailto:Angela.J.Kargel@odot.state.or.us">Angela.J.Kargel@odot.state.or.us</a> Visit: <a href="https://www.oregon.gov/ODOT/Engineering/Pages/ARTS.aspx">https://www.oregon.gov/ODOT/Engineering/Pages/ARTS.aspx</a>
Letter of Intent; Letters of Support from parties involved.	Voluntary match included in grading criteria (past awardees have all included a percentage match).	Maximum per project: \$200,000.	Non-infrastructure: Heidi Manlove, Program Manager, 503-986-4196, <a href="mailto:Heidi.MANLOVE@odot.state.or.us">Heidi.MANLOVE@odot.state.or.us</a> Infrastructure: LeeAnne Ferguson, Safe Routes to School Program Manager, 503-986-5808, <a href="mailto:LeeAnne.FERGASON@odot.state.or.us">LeeAnne.FERGASON@odot.state.or.us</a> Visit: <a href="https://www.oregon.gov/ODOT/LocalGov/Pages/Funding.aspx">https://www.oregon.gov/ODOT/LocalGov/Pages/Funding.aspx</a>
Tax declaration form; Department of Revenue Tax Certification; Racial and Ethical Impact Statement; Railroad Certification (if applicable)	30% cash match.	Largest: \$7.9M; smallest: \$16K; average: \$2M	John Boren, Freight Program Manager, 503-986-3703 <a href="mailto:John.Boren@odot.state.or.us">John.Boren@odot.state.or.us</a> Visit: <a href="https://www.oregon.gov/odot/programs/pages/connectoregon.aspx">https://www.oregon.gov/odot/programs/pages/connectoregon.aspx</a>
Applicants are encouraged to contact program manager about specific grant applications.	Not specified.	Not specified.	Frannie Brindle, 541-757-4104, <a href="mailto:Frances.BRINDLE@odot.state.or.us">Frances.BRINDLE@odot.state.or.us</a> Visit: <a href="https://www.oregon.gov/ODOT/STIP/Pages/About.aspx">https://www.oregon.gov/ODOT/STIP/Pages/About.aspx</a>

# FUNDING MATRIX

Funding Source	Eligibility	Types of Projects	Criteria
<p><b>Local Government Grant Program (Oregon Parks and Recreation Department)</b></p>	<p>Cities; Counties; Metropolitan service districts; Park and recreation districts; Port districts.</p>	<p>Acquisition; Development; Rehabilitation; Planning and feasibility studies.</p>	<p>Eligibility is limited to public outdoor park and recreation areas and facilities. These areas and facilities must be open and accessible to the public-at-large.</p>
<p><b>Urban Forestry Grants</b></p>	<p>Private land owners; cities; counties; Indian Tribes.</p>	<p>ODF offers several different grants and opportunities for land owners in: Bark Beetle Mitigation; Establishing community forests; converting private forest lands to a public use; assist land owners in conservation and protection of soil, water, fish and wildlife; wetland reservation; Fire protection.</p>	<p>Depends on specific grant. See contact.</p>
<p><b>Land and Water Conservation Fund (OPDR)</b></p>	<p>Cities; Counties; Park and Recreation Districts; METRO; Port District; Indian Tribes; Oregon State Agencies.</p>	<p>Acquiring land and water for public access, including new area or additions to existing parks, forests, wildlife areas, beaches or similar; Development Developing outdoor recreation activities and support facilities needed by the public for recreation activities.</p>	<p>Projects must be consistent with the outdoor recreation goals and objectives stated in the Statewide Comprehensive Outdoor Recreation Plan (SCORP) and elements of your local comprehensive land use plans and park master plans. Projects must also comply with the Rehabilitation Act and the Americans with Disabilities Act.</p>

Required Forms/Documents	Matching Funds	Grant Amount	Contact
<p>Be prepared to submit the following attachments, if relevant:  Vicinity map; Park boundary map; Site map; UGB; Environmental assessments/checklist; State agency review forms; Concept drawings or construction plans; Resolution to apply for a grant; Land use compatibility statement; Property deed/lease agreement; Photos; Letter(s) of support; Additional items if needed.</p>	<p>Depends on population.  At least 20% match (from a variety of sources) for cities and districts under 5,000 population, and counties under 30,000 population.</p>	<p>Approximately \$5M funding available annually.  Depends on size of project and request. Small grants - max of \$75K;  large request - max of 750K (1M for land acquisition); small community planning grants - max of 40K.</p>	<p>Utilizes an online application through OPRD.</p> <p>Mark Cowan, Grant Program Coordinator, 503-986-0591, <a href="mailto:mark.cowan@oregon.gov">mark.cowan@oregon.gov</a></p> <p>Visit:  <a href="https://www.oregon.gov/oprd/GRANTS/Pages/local.aspx">https://www.oregon.gov/oprd/GRANTS/Pages/local.aspx</a></p>
<p>Depends on specific grant. See contact.</p>	<p>Depends on specific grant. See contact.</p>	<p>Depends on specific grant. See contact.</p>	<p>Ryan Gordon, Private Forest Division, Landowner Assistance Program, 503-945-7393, <a href="mailto:Ryan.P.Gordon@oregon.gov">Ryan.P.Gordon@oregon.gov</a></p> <p>Tom Fields, Fire Protection Division, 503-945-7440, <a href="mailto:tom.fields@oregon.gov">tom.fields@oregon.gov</a></p> <p>Visit:  <a href="https://www.oregon.gov/ODF/AboutODF/Pages/GrantsIncentives.aspx">https://www.oregon.gov/ODF/AboutODF/Pages/GrantsIncentives.aspx</a></p>
<p>Proposal description and environmental screening form (for any proposal requiring federal action); Environmental assessment (if required); Public review; Environment impact statement (if required); Vicinity map; Project boundary map and site plan; Urban growth boundary map; Property deed/lease agreements; Permits; Construction plan and specification; Land use compatibility statement; Letters of support; Resolution to apply; Maintenance documentation; State natural resource agency review procedures and transmittal form.</p>	<p>50% match (from a variety of sources).</p>	<p>Not specified, but 2016 awardees ranged from 43K-265K.</p>	<p>Utilizes an online application through OPRD.</p> <p>Michele Scalise, Grants Manager, <a href="mailto:michele.scalise@oregon.gov">michele.scalise@oregon.gov</a>, 503-986-0708</p> <p>Visit:  <a href="https://www.oregon.gov/oprd/GRANTS/Pages/lwcf.aspx">https://www.oregon.gov/oprd/GRANTS/Pages/lwcf.aspx</a></p>

# FUNDING MATRIX

Funding Source	Eligibility	Types of Projects	Criteria
<p><b>Recreational Trails Grant</b></p>	<p>Non-profits; Cities; Counties; State agencies; Federal government agencies; Other government entities; Tribal governments.</p>	<p>New trail construction; Heavy trail restoration; Trail head facilities; Purchase of tools to construct and/or renovate trail(s); Land acquisition for trail purposes; Safety and educational programs; Engineered trail design/maintenance documents; Water trails</p>	<p>An RTP project must be a distinct project with a distinct purpose. All project elements, including the project match, must be tied to the distinct purpose. RTP functions as a reimbursement grant program. Project sponsors must have the financial capacity to pay for project expenses prior to being reimbursed by grant funds.</p>
<p><b>Oregon Community Foundation - Community Grant</b></p>	<p>Public, and non-profit entities.</p>	<p>Health &amp; wellbeing of vulnerable populations (30%-40% of grants); Educational opportunities, and achievement (30%-40% of grants); Arts and cultural organizations (15%-25% of grants); Community livability, environment, and civic engagement (10%-20%).</p>	<p>Must have 501(c)(3) status as a public entity (not a private foundation) or have a qualified fiscal sponsor; Cannot apply until previous grant funded project(s) have been completed and reports submitted; Cannot apply for the same project twice.</p>
<p><b>Oregon Community Foundation - The Oregon Parks Foundation Fund</b></p>	<p>private, non-profit, and public agencies within Oregon. Preference placed on small, rural communities.</p>	<p>Land protection and acquisition; Habitat restoration; Enhancement of the outdoor experience, e.g., trail construction and interpretive signage; Park-related ecological education programs</p>	<p>Strong connection to parks and/or publicly-accessible, native undeveloped land; Strong park-related educational component for youth and/or adults; Promotes connectivity; Strong community-based support ; Provides park opportunities and access for underserved communities; A grant from OPF will clearly make a difference (i.e. close the funding gap, leverage other sources of support)</p>

Required Forms/Documents	Matching Funds	Grant Amount	Contact
<p>Letter of intent (LOI); State historical preservation office (SHPO) approval; NEPA approval; Sponsor name; DUNS number (see application); Vicinity map; Site location/boundary map; Project/site plan(s); Proof of control of property; Approval from land manager; Land use compatibility statement; Environmental documentation; Trail accessibility assessment memo; Project timeline.</p>	<p>20% match (from a variety of sources).</p>	<p>Minimum grant amount: 10K; No maximum grant amount; Grant term: approximately two years, as specified in grant agreement; Project sponsors who request \$50K or more are required to make a brief presentation in front of the RTP Committee.</p>	<p>Utilizes an online application through OPRD.  Jodi Bellefeuille  503-986-0716,  <a href="mailto:jodi.bellefeuille@oregon.gov">jodi.bellefeuille@oregon.gov</a>  Visit:  <a href="https://www.oregon.gov/oprd/GRANTS/Pages/trails.aspx">https://www.oregon.gov/oprd/GRANTS/Pages/trails.aspx</a></p>
<p>501(c)(3) tax-exempt status letter from the IRS; Board of directors list, including contact information, affiliations, plus the skills and experience each contributes to the organization; Organization budget for current year; Organization budget for past year; Most recent audited financial statements (if available); Multi-year project budget (if applicable); Project graphic, schematic or timeline (optional).</p>	<p>Not specified but must have some separate funding other than grant to be competitive.</p>	<p>Awards about 175 grants per cycle, twice a year.  Average grant is 20K (range is typically 5K-50K).</p>	<p>Utilizes an online application through My OCF.  For proposals in Benton, Douglas, Lane, Linn, Coos, and Curry counties, please contact:  Damien Sands, program officer, Southern Willamette Valley: <a href="mailto:dsands@oregoncf.org">dsands@oregoncf.org</a>  Eugene Office: 541.431.7099  Visit: <a href="https://www.oregoncf.org/grants-scholarships/grants">https://www.oregoncf.org/grants-scholarships/grants</a></p>
<p>A project budget detailing both projected revenue and expenditures, along with the amount sought from the Oregon Parks Foundation Fund.  A copy of the applicant's 501(c)(3) tax determination letter; A copy of the applicant's most recent full fiscal year's final financial statement ; The name that should appear on the check if the grant is awarded, and the mailing address for the check</p>	<p>Not specified.</p>	<p>Not specified, but based on past recipients, as low as \$1,250, and as high as \$6K.</p>	<p>Utilizes a paper application.  Marcy Houle: 503-621-1018  Melissa Hansen, program officer,  <a href="mailto:mhansen@oregoncf.org">mhansen@oregoncf.org</a> or 503-227-6846  Visit: <a href="https://www.oregoncf.org/grants-scholarships/grants/ocf-funds/oregon-parks-foundation">https://www.oregoncf.org/grants-scholarships/grants/ocf-funds/oregon-parks-foundation</a></p>

# FUNDING MATRIX

Funding Source	Eligibility	Types of Projects	Criteria
<p><b>Travel Oregon - Competitive Small, Medium and Large Grants</b></p>	<p>Local government; Port Districts; Federally recognized tribes; Non-profit entities.</p>	<p>Sales; Marketing; Industry services; Development; Large Grants program must demonstrate statewide impact and is at the direction of the Oregon Tourism Commission.</p>	<p>Align with regional and/or local objectives; Address a need in the tourism industry and shows potential to generate significant regional and/or local impact; Community support; Applying entity has a track record of effective work, evident through strong support letters; Good planning is evident in the project timeline, budget and sustainability; Plans for evaluating impact are clear, appropriate and achievable; Promote diversity and inclusion; Showcase a public/private partnership with Oregon-based small businesses.</p>
<p><b>Community Development Block Grant (CDBG) Program</b></p>	<p>Non-metropolitan cities and counties in rural Oregon.</p>	<p>Development of viable (livable) urban communities; downtown revitalization; improvements to publicly owned facilities (curbs, gutters, storm water, sidewalks, street lights, landscaping, water and sewer).</p>	<p>All projects must meet one of three national objectives: 1. The proposed activities must benefit low and moderate and moderate – income individuals; 2) The activities must aid in the prevention or elimination of slums or blight; 3) There must be an urgent need that poses a serious and immediate threat to the health or welfare of the community.</p>
<p><b>Rural Business Development Grans (RBDG)</b></p>	<p>Towns; Communities; State agencies; Non-profit; Tribes; Universities; Rural cooperatives.</p>	<p>Acquisition or development of land; Project planning; renovations; Right-of-Way access; Parking areas; Utilities; Rural transportation improvement; Economic development (to include technology based); Rural business incubators.</p>	<p>RBDG is a competitive grant designed to support targeted technical assistance, training and other activities leading to the development or expansion of small and emerging private businesses in rural areas that have fewer than 50 employees and less than \$1 million in gross revenues. Programmatic activities are separated into enterprise or opportunity type grant activities.</p> <p>Outside the urbanized periphery of any city with a population of &gt;50,000.</p>

Required Forms/Documents	Matching Funds	Grant Amount	Contact
<p>Proof of federal tax ID; Entity's federal W-9 form; Project budget; Project timeline; Project support letters (recommended); For signage: evidence of approval from all parties involved; For marketing: if producing collateral you must describe your distribution plan and associated budget costs; For infrastructure development: if your project involves construction you must include plan drawings and approval from permitting authorities if required locally.</p>	<p>10% for small grants; 25% for medium grants; 50% for large grants.</p>	<p>Small: up to 20K ask; Medium: 20K - 100K ask; Large: greater than 100K ask.</p>	<p>Jessica Otjen, Travel Oregon/Oregon Tourism Commission, 503-967-1560, <a href="mailto:jessica@traveloregon.com">jessica@traveloregon.com</a></p>
<p>Complete application; Environmental review; income data for applying jurisdiction(s); Letters of support where necessary.</p>	<p>Not required but allowed. Must be in the form of cash. In-kind services or costs are allowed as match.</p>	<p>Maximum possible for any individual project, by category:  Microenterprise: 100K  Public Works: 2.5M  Community/Public Facilities: 1.5M  Community Capacity/Technical Assistance: no specific maximum.  Regional Housing Rehabilitation: 400K  Emergency Projects: 500K.</p>	<p>Melissa Murphy, Regional Development Officer, 503-983-8857, <a href="mailto:Melissa.Murphy@oregon.gov">Melissa.Murphy@oregon.gov</a>   Michelle Bilberry, Regional Project Manager, 503-986-0142, <a href="mailto:Michelle.Bilberry@oregon.gov">Michelle.Bilberry@oregon.gov</a></p>
<p>Complete application; Applicants are encouraged to work with their local office to fill out and submit and application. See Contact.</p>	<p>Not required</p>	<p>Generally, between 10K-500K. No specific maximum grant amount.</p>	<p>John Huffman, State Director, 503-414-330, <a href="mailto:john.huffman@or.usda.gov">john.huffman@or.usda.gov</a>   Visit: <a href="https://www.rd.usda.gov/programs-services/rural-business-development-grants/or">https://www.rd.usda.gov/programs-services/rural-business-development-grants/or</a></p>

# FUNDING MATRIX

Funding Source	Eligibility	Types of Projects	Criteria
<p><b>Kodak American Greenways Grants</b></p>	<p>Non-profits; Public agencies; Community organizations.</p>	<p>Mapping; eco-logical assessments; Surveying; Conferences and design activities; Developing brochures; Interpretative displays; Audio-visual productions or public opinion surveys; Hiring consultants; Incorporating land trusts; and/or building footbridges; Planning bike paths or other creative projects.</p>	<p>Importance of the project to local greenway development efforts; Demonstrated community support for the project; Extent to which the grant will result in matching funds or other support; Likelihood of tangible results; and capacity of the organization to complete the project.</p>
<p><b>The Collins Foundation</b></p>	<p>Non-profits; Public agencies.</p>	<p>Diverse range of projects that support Foundation's goals and directly benefit the people of Oregon.</p>	<p>IRS recognized non-profit status, or have tax exemption as a governmental entity; Project or scope that directly benefits the residents of Oregon</p>
<p><b>Ford Family Foundation</b></p>	<p>Non-profits; Public agencies (particularly rural communities).</p>	<p>Land acquisition Purchase of buildings New construction and renovation; Fixtures, furnishings and equipment; Architecture, engineering and planning fees.</p>	<p>Central to the mission of the applying organization; A strong staff and project team overseeing the plan and a strong board commitment to the project; A clear timeline and project budget; Evidence of sustainability, including a clear and defensible budget; Organizational financial stability and evidence that the capital project will not have a negative effect on the sustainability of the applying organization; Evidence of strong community support and collaboration; Funding, including in-kind, committed from a variety of sources and a credible plan to raise remaining funds; Evidence of positive community impact and the means to evaluate that impact.</p>

Required Forms/Documents	Matching Funds	Grant Amount	Contact
Two letters of reference; 501(c)(3) status confirmation letter for non-profit organizations, documentation of public agency status for governmental organizations; one-page budget.	Not specified.	between \$500-\$2500K	Utilizes a paper application sent via mail. American Greenways Program Coordinator 1655 N. Fort Meyer Drive Suite 1300 Arlington, VA 22209-2156 Visit: <a href="http://www.rlch.org/funding/kodak-american-greenways-grants">http://www.rlch.org/funding/kodak-american-greenways-grants</a>
501(c)(3) status confirmation letter for non-profit organizations, documentation of public agency status for governmental organizations; Cover letter; Executive summary; Proposal narrative; Budget and funding plan.	Not specified.	Not specified, but based on past recipients, as low as 8K, and as high as 150K.	Utilizes paper application sent via mail. Cynthia G. Addams, Chief Executive Officer, <a href="mailto:caddams@collinsfoundation.org">caddams@collinsfoundation.org</a> Visit: <a href="https://www.collinsfoundation.org/submission-guidelines">https://www.collinsfoundation.org/submission-guidelines</a>
501(c)(3) status confirmation letter for non-profit organizations, documentation of public agency status for governmental organizations; Budget form; Financial statements for past two fiscal years; Mission statement; Number of paid full-time staff, part time; Number of volunteers per year;	50% match (may include in-kind) for the total project budget committed before applying.	50K-250K. Funds requested may not exceed one-third of the project's total budget.	Utilizes an online application. Grants Management, 541-957-5574 <a href="mailto:GrantsManagement@tfff.org">GrantsManagement@tfff.org</a> Visit: <a href="https://www.tfff.org/how-we-work/grants/current-funding-opportunities">https://www.tfff.org/how-we-work/grants/current-funding-opportunities</a>