

West Valley View Vision Master Plan

Talent Urban Renewal Agency - City of Talent, Oregon



STUDY DRAFT

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West Valley View Vision

Introduction

One of the longstanding goals of the City of Talent is to establish a vital downtown that grows with the community. Talent's downtown was developed when it was a much smaller town, and needs to expand with the city if it is not to become a simple suburb. The West Valley View area is the gateway to Downtown Talent, lying between Talent Avenue and Highway 99 (South Pacific Highway). While Talent Avenue and Main Street comprise the main historic intersection of Talent, the West Valley View area plays an essential role in expanding the downtown core for businesses and citizens. In the West Valley View area, through a master plan that includes a new street network design, the City can improve transportation networks, promote mixed-use development, and provide the community-oriented amenities that citizens have said they desire.

Historically, Talent's growth has been based on transportation connections to the surrounding region. Since Talent's commercial area began to take shape in the 1880s, its citizens have been actively involved in guiding the city's downtown development. This new master plan is based on feedback from Talent's citizens on the importance of maintaining the city's feel, identity and uniqueness; providing a "face-lift" to West Valley View while preserving historic structures and supporting the traditional downtown core area; promoting business and creating economic opportunities in Talent; addressing improved transportation for pedestrians, bicycles and automobiles; and encouraging development that includes a mix of uses.

Why This Plan is Needed

This master plan is intended to convert the vision of a more vital downtown Talent into reality. Simply planning for a better downtown will not lead to its success – it will require a concerted effort by city leaders, local businesses and residents, and new investors. Fortunately, the City and its urban renewal agency have many of the tools in place that can help create a vital West Valley View area: appropriate regulations, key strategic public investments, and the ability to partner with the public sector.

This plan is the result of studies and workshops that envision a strong downtown that functions as a center of community business and culture. A key component of the plan is its set of strategies that take the vision to reality— a process that builds on each success and encourages private investments that are crucial to the downtown's vitality.

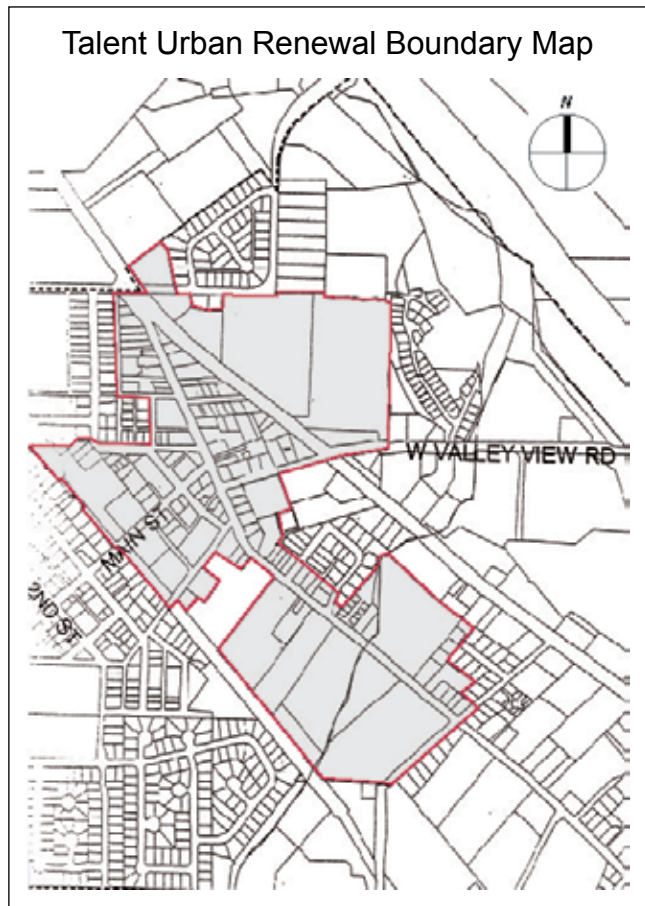


West Valley View Area Map

Talent Urban Renewal District

In 1991, the City formed an urban renewal agency to assist in making public improvements in the downtown area for the benefit of the community. The Agency's projects must occur within a defined geographical boundary as shown in the adjacent map. Projects typically deal with making major street improvements, building parks, providing public amenities, working on projects that aid economic development, building a new city hall, leveraging other public funds and grants, and providing assistance to property owners in the downtown core area through a rehabilitation/façade improvement grant program. The Agency is scheduled to have all projects completed by 2019.

The West Valley View master plan is a project of the Agency and, with the City as a joint applicant, has obtained a \$1 million grant in federal funds for assistance in building this project.



Workshops

Agency sponsored a workshop with over 50 citizens and stakeholders from West Valley View and throughout Talent. During the workshop, participants were asked how they would like the West Valley View area to change over the next 20 years.

The workshop attendees were divided into tables of about eight people; each group was given a large-scale map of the West Valley View area. They were asked to place “chips” (small stickers that contained various types of buildings) on the map and draw the kinds of specific improvements they would like to see. In addition, the groups designed a street cross section for the area using a 60-foot right-of-way design.

The workshop results helped focus and organize the approach used for the plan. Participants also helped identify a set of key values and visions that will guide the expanded downtown toward becoming a more vital, active, and pedestrian-friendly area and a shining light for the community.



This is an example of a completed workshop map.



Participants work together to develop their vision for the West Valley View Area.



Workshop Results

Talent citizens have shared many ideas that will guide the future of the city. Generally, in the categories of Transportation, Economics and Environment, workshop participants prioritized:

- Creating an accessible, multi-modal community that encourages pedestrians, bicycles, automobiles and some form of public and/or private transportation
- Encouraging businesses that offer goods and services targeted for downtown residents and encouraging the development of local businesses through incentives and the creation of an association
- Improving the overall appearance and feel of the West Valley View area, while protecting and improving its natural quality



Each group presented their ideas at the conclusion of the workshop.

Relating to these general guiding principles were more specific comments from participants, broken into five general categories:

Transportation and Parking

- Concerns about traffic problems increasing
- Providing sufficient parking is important
- People prefer to allow on-street parking whenever possible
- Pedestrian amenities should be a cornerstone of the plan, the area must be walkable
- Underground parking should be explored as part of the plan
- Property owners along Highway 99 are excited about having access to internal streets for more connectivity
- Many people are very frustrated with ODOT because of the intersection work at Valley View Road and Highway 99
- Loading and unloading goods from large trucks is an issue, the plan needs to look at providing areas for freight trucks

Economic Development

- Talent needs to provide more services so that citizens don't always have to drive to Medford
- Bring more business to Talent!
- Ideas about bringing in another grocery store and possibly a movie theater

Development/Redevelopment

- The Valley View area is in desperate need of a "facelift"
- People realize the potential for redevelopment in the area
- There is strong interest in mixed-use development
- Many property owners are waiting to see what the plan brings before making any decisions concerning their land
- People want to "grow up, not out"

Community Identity

- Make sure that the plan respects the uniqueness of “old” Downtown Talent
- The small town feel is important to Talent residents
- The city wants to keep its own identity and not try to emulate other cities in the region
- Some think that the city is growing too fast but feel that growth is inevitable

Preservation of Historic and Other Buildings

- Preserve and restore historic structures within the study area
- Some concerns about homes being demolished



Conclusions

The workshop provides a means to gauge community priorities and gain local recommendations on transportation networks and optimal areas to concentrate different land uses.

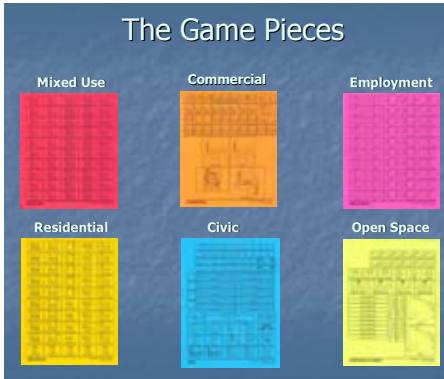
Street Alignment

One of the common ideas from the workshop was the re-alignment of Main Street. Citizens agreed that it was best to direct most traffic from Highway 99 directly to Main Street, and the rest to Talent Avenue. This alignment allows the future creation of a roundabout, as well as many smaller parcels of land.



Land Use Concentrations

Workshop participants were able to use chips, in order to show the areas which would be best suited for specific development types, as summarized below:



Mixed use

Workshops participants focused mixed use development in the southwest portion of West Valley View, along with concentrations north of West Valley View.

Commercial

Commercial chips were placed primarily in two main areas: east of Talent Avenue, and in the southeast portion of the area, along Highway 99.

Employment

The main employment chips were placed on the south side of New Street as well as some clusters along Highway 99.

Civic

Priority for civic sites was spread fairly evenly throughout the study area.

Open Space

Citizens distributed open space through most of the area, with some concentrations in the central West Valley View area just east of Talent Avenue. Additionally, there was open space located in the southern part, next to the Ganges area.



Mixed-Use 2 Story



Mixed-Use 3 Story



Commercial

Plan Goals

Talent has great potential to create a more thriving, successful downtown. Talent residents and leaders can choose how the downtown develops and grows. Whatever outcome is desired, it should be evaluated in terms of how it contributes to Talent's long-range vision for the West Valley View area as an extension of the downtown core area.

The following goals define the plan for the West Valley View area, based in part on previous plans and work accomplished by the City, along with considerable public input from the project's workshop, property owner interviews and stakeholder review, including:

Transportation

1. Create a community with multi-modal mobility that encourages pedestrians, bicycles, automobiles, and some form of public and/or private transportation.
2. Improve accessibility while planning for traffic growth and making traffic flow smoother.
3. Increase connectivity in the area through the realignment of Valley View Road with Main Street.
4. Provide creative parking solutions to manage long and short term parking needs (shared parking strategies)

Environment

1. Improve the overall appearance and urban feel of the district.
2. Protect and improve the natural quality of the area through attractive, environmentally friendly development and maintenance.
3. Create a community that wisely uses natural resources to create a healthful place to play, work and live.
4. Maintain a safe environment within the community and develop a strong relationship with police officers.

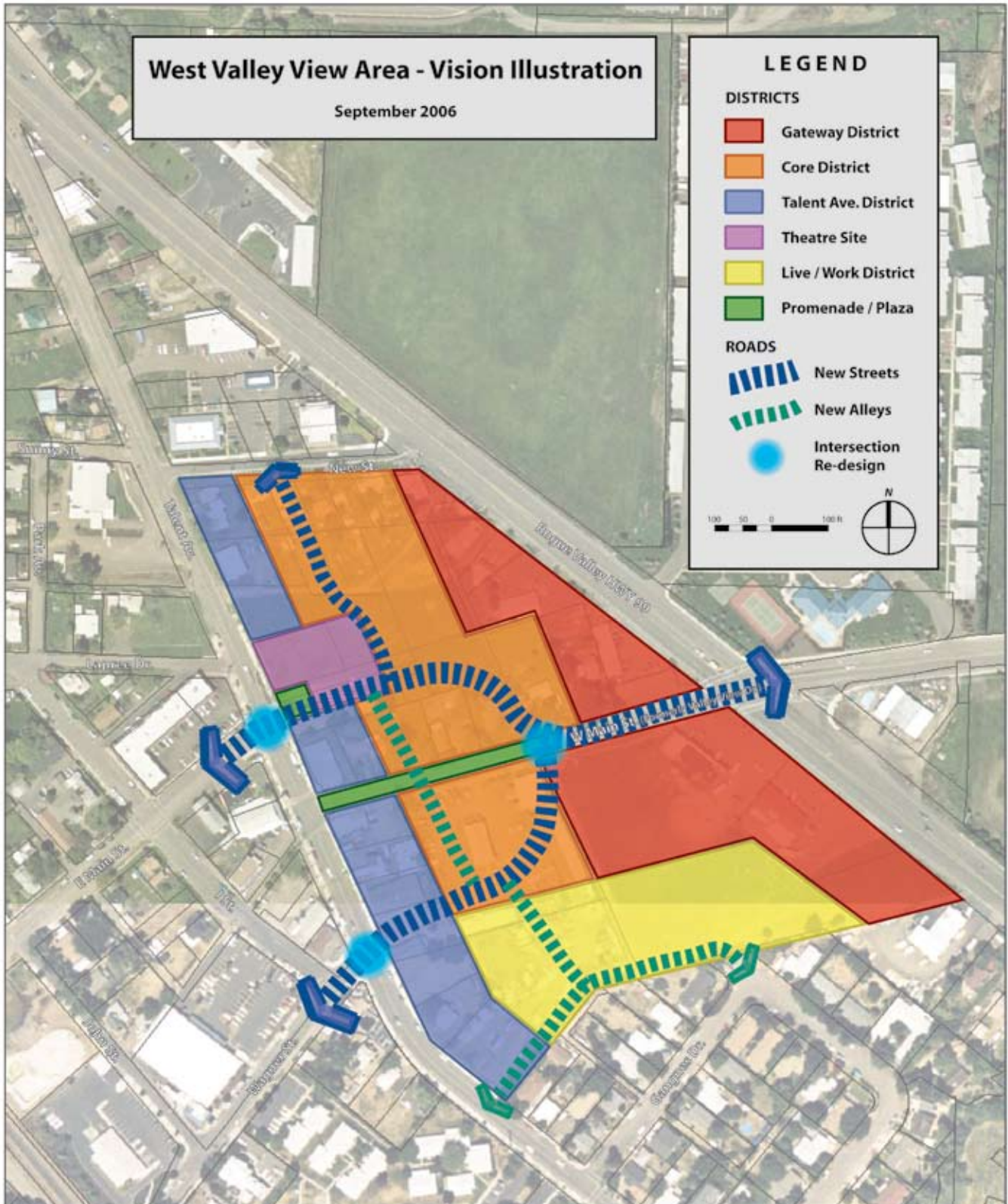
Economy

1. Encourage businesses that offer goods and services targeted for existing and future downtown residents.
2. Encourage the development of an association of small retail and service businesses that are complementary to each other.
3. Provide incentives for businesses to expand, start, improve, and/or move into the West Valley View area
4. Foster a business friendly environment.
5. Bring jobs to Talent and sustain them
6. Realize the potential for redevelopment in the area.
7. Ensure that jobs, retail sales, and property values are constantly increasing

Livability

1. Design easy pedestrian access to a system of parks, open spaces, walkways and gathering places promoting interactions within the Downtown area.
2. Foster pride through an aesthetically pleasing environment.
3. Keeping Talent's own identity is desired; the plan should not try to emulate other cities in the region. Talent and the West Valley View area should work to maintain the small-town feel of the community.
4. Promote a community with a clearly established identity that compliments the uniqueness of "old downtown."
5. Encourage and promote areas which promote pedestrian design and amenities.
6. Encourage a mixture of land uses throughout the area.
7. Maintain Talent's history through preservation of historic structures.
8. Encourage redevelopment.

The Plan Vision



The Plan Concept Illustration

This is not a specific proposal, but is an illustration of how the West Valley View area could develop.



Current Conditions



Proposed Future Conditions

Complementing the Goals for the West Valley View project is the Vision for the area. It is anticipated that over the years the area will be largely redeveloped by private property owners with approximately \$50 million of private investment, 200 housing units, and 160,000 square feet of retail and office. In addition, a new community theater on the corner of Talent Avenue and Main Street will reflect and enhance the historic downtown's role as a center of Talent civic life.

The foundation of the Plan is the alignment of the major streets that provide an entry into Talent. One of the primary goals of the West Valley View project was to resolve the awkward intersections of West Valley View Avenue, Talent Avenue, and Main Street. In the course of developing several street realignment solutions, it became clear that Wagner Street would also need to be included in the alignment discussion – in the 1999 Transportation System Plan (TSP) for Talent, Wagner Avenue had more trips (4,600) than Main Street (4,200) or Talent Avenue (2,800). The flows from Main Street and Wagner Avenue filter mostly east to West Valley View Avenue (6,600 trips per day) and Talent Avenue.

To develop a good street system that would distribute trips equitably and also provide access and visibility to West Valley View properties, the Plan contains a major intersection just west of the intersection of West Valley View Avenue and Highway 99. This provides for the distribution of traffic north to Main Street, and south to Wagner Street. It is expected that this distribution will create equal amounts of traffic flow.



Intersection of Main Street extension at new 40' road connecting to New Street toward the north.

While in the long-term this major intersection is envisioned to be a roundabout, initially, and probably for many years, it will function well as a “T” intersection, a much less expensive street improvement to implement. The remaining section of West Valley View would be converted into a tree-lined public open space with local alley access for properties fronting on to that section.

This practical solution would provide for a dramatic new entry into Talent, an attractive view into the historic downtown area, and two curving main roads providing a direct connection to Main and Wagner streets and the downtown core.



Intersection of Highway 99 and West Valley View looking west.

These two curving roads intersect Talent Avenue at right angles, forming standard four way intersections that accommodate standard turning movements. While signalization is not needed currently or in the near future, these intersections are much easier and less expensive to signalize than the current offset intersection of West Valley View, Talent Avenue and Main Street.

However, these new roads and intersections require property acquisition. In the case of Wagner Street/Talent Avenue, it would require the careful alignment of a narrowed section of street between two important historic buildings.

The current plan shows this narrow section of property being acquired with an equal property swap along the back, providing parking and loading areas that would otherwise be removed during street construction. This would be facilitated by the Talent Urban Renewal Agency. The timeframe is dependent on the future plans of the Talent Irrigation District.

In the case of the Main Street/Talent Avenue intersection, it would require removal of a rental property and the relocation of the current Camelot Theatre. This intersection would become the new city center, with a small square built adjacent to the new theater.

The Wagner Street and Main Street extensions should retain their current names; however, it is advisable that the remaining section of West Valley View be renamed East Main Street, giving a key intersection the names of East Main Street and Highway 99.



Intersection of Wagner Street and Talent Avenue today.



Proposed future intersection of Wagner Street and Talent Avenue.

This basic street pattern is supplemented with a narrow road that links the new West Main Street with New Street to the north, partly by utilizing property already owned by the Talent Urban Renewal Agency. Access alleys connect other properties, providing access to parking, waste disposal, and deliveries to the rear of properties.



Intersection of Main Street and Talent Avenue today.



Proposed future intersection of Main and Talent showing potential new theater location.

Streetscapes

The three major streets of West Valley View, Main, and Wagner each need to handle two lanes of traffic, on-street parallel parking, sidewalks and bicycle lanes. It is important that the West Valley View area develops an urban cross section, with wide sidewalks, street trees in tree wells, and appropriate pedestrian lighting.

This streetscape will be slightly different from the design seen on Main Street, as sidewalks will be three feet wider and fewer old fashioned streetlights will be used. Awnings will be encouraged. Balcony projections, outdoor seating, limited display of merchandise and small “A frame” signs will be considered. These streets will need a 70- foot right of way to be developed fully. Because of the width, curb bumpouts will be used at each intersection curb, and where narrow right of way is encountered, an alternate cross section will be considered.

A second streetscape design is required for the narrow right-of-way envisioned on some sections of New Street. The 40-foot sections will contain narrower sidewalks, street trees in planters in the parking area, and on-street parking on one side. This street section, primarily in the northern half of the area, is to allow for circulation and internal access to properties, and also to develop better pedestrian connections.

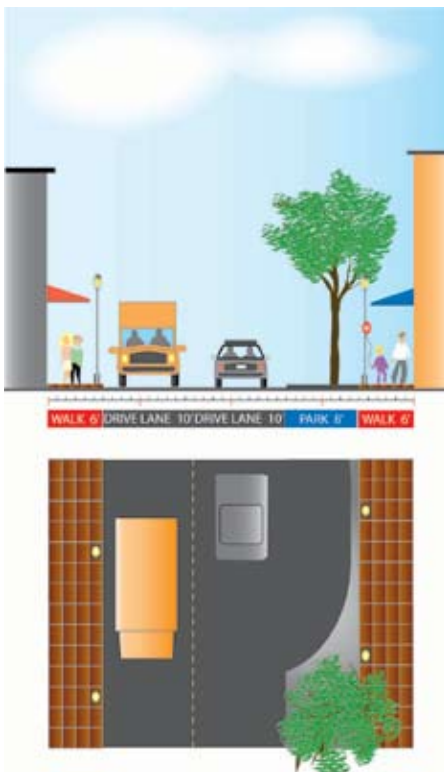
Finally, alleys are anticipated to provide access to parking lots, public utilities, services, and waste disposal. They will also be used by pedestrians, and therefore should include an inverse crown cross section, but with a designated sidewalk (without curb).

Streetscapes

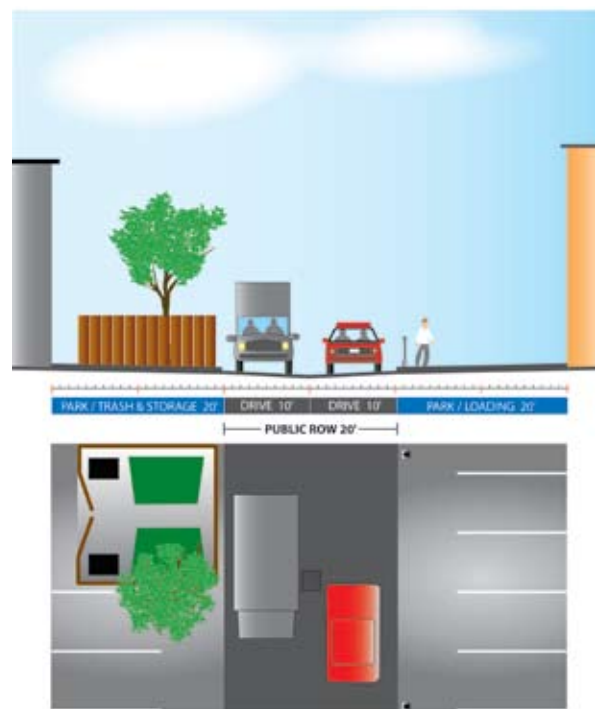
70' ROW



40' ROW



20' Alley ROW





Scenarios

The primary driver of development and achieving the City's plan for the West Valley View area will be individual property owners. The Talent Urban Renewal Agency will also be a key player that will coordinate private development activities, ensuring that the City can deliver the public facilities that will support this private development. This partnership can only work if the private development is financially feasible. To develop strategies for the development and funding of the plan, we tested several prototype buildings.

The current zoning of C-2 Downtown in this area envisions a small scale urban development of one to two story mixed use developments. Talent's Old Town Design Standards currently apply to the traditional downtown including properties along Talent Avenue and do not extend further into the West Valley View area. In addition, several acres in the southeast of the study area are zoned C-2 Highway, which has different standards than C-2 Downtown. In analyzing this plan, two scenarios were analyzed:

1. A scenario that expands the Old Town Design Standards and C-2 Downtown zoning throughout the site, and makes some changes to allow more development intensity in the West Valley View portion
2. A scenario that allows 3-story buildings for sites within 300 feet of Highway 99.

Scenario 1

This scenario provides for reduced off street parking in the district assuming that there will be a shared public parking resource, which reduces the need for private off street parking. If the larger mixed use sites use tuck-under parking for the residential portion of the site, additional development will ensue, but this may result in the residential square footage of the upper stories exceeding that of retail. Given the increase in density does not exceed the current zoning limit of 36 units per acre, this seems desirable.

Scenario 2

A second scenario allows for taller buildings if located within 300 feet of Highway 99, and permits more than 36 units per acre and permits guest lodging of up to 50 units in this area, while including all the design standards in the C-2 Downtown zoning overlay.

The table below shows the summary results of the scenarios:

SCENARIO 1		SCENARIO 2	
C2 Downtown Zoning and Design Standards		3 story mixed use with underground parking	
Maximum height (stories)	2	Maximum height (stories)	3
Maximum height (feet)	30	Maximum height (feet)	40
Landscaping percent	15%	Landscaping percent	15%
Levels of above ground parking	1	Levels of above ground parking	1.5
Levels of below ground or structured parking	0	Levels of below ground or structured parking	0.5
Useable FAR	0.78	Useable FAR	1.43
du/acre	17	du/acre	41
Value per acre	\$ 6,478,000	Value per acre	\$ 12,676,000

Costs and Urban Renewal Impacts

The plan area was split into two stand alone development modules. These modules can each develop independently in terms of infrastructure. The following table shows the results of implementing the plan on development feasibility, total development, and total increase in assessed value. The plan impacts the amount of funds the Talent Urban Renewal Agency will have available for redevelopment in the West Valley View area.

Basically the plan's implementation will cost approximately \$2.5 million in public improvements. These costs include \$1.8 million in street improvements and \$426,000 in land acquisition costs for right of way and a public parking lot. Assuming that 65% of the plan area takes advantage of the zoning between the time of plan adoption and 2019, the new assessed value would be between \$50 and \$70 million, and this would provide \$1.9 million in new bonding authority to the Urban Renewal District.

The conclusions of this analysis are:

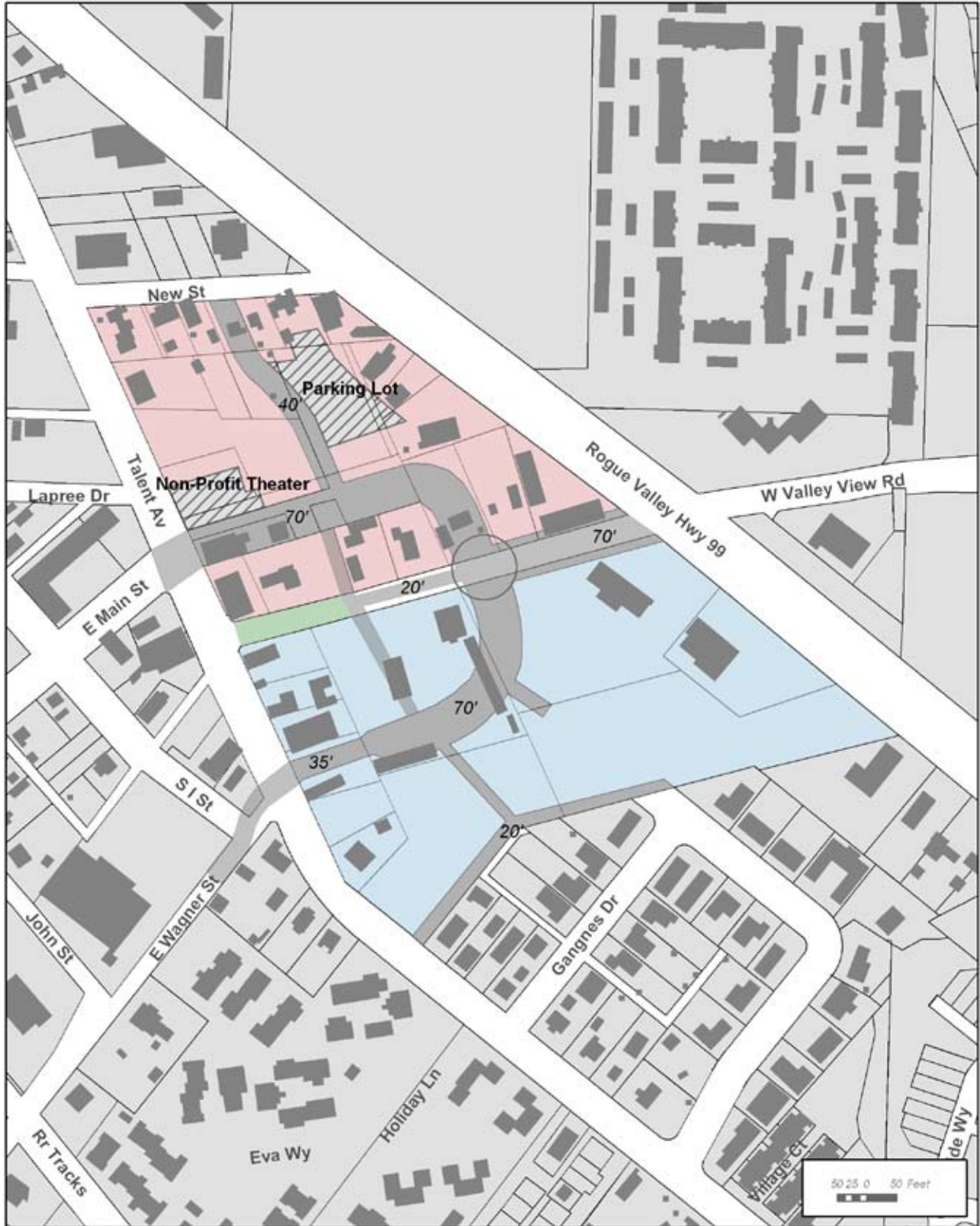
- 1) The Old Town Design Standards should extend to Highway 99, with some modifications for the West Valley View area, as the guidelines are an excellent tool for ensuring a compatible urban form. The new areas to be added should be allowed a greater diversity of materials, for example the stucco or metal siding that has become almost a signature of modern mixed use buildings.
- 2) Densities and heights, as well as more guest lodging should be permitted within 300 feet

of Highway 99. The additional height will not be noticeable from Talent Avenue, it will form an effective barrier to the noise of the highway, it will increase the capital available for infrastructure, and the higher buildings will fit well with the wide highway.

- 3) Talent's current parking requirements are not excessive and will work well as a redevelopment guide. However, the off street loading requirement will be unnecessary for many of the parcels, given the extensive local road and alley network. It is recommended that the loading requirement be deleted, except for large (e.g. greater than 1 acre) developments, or waived if alley loading is available.
- 4) Live-work units should be permitted in the southern part of the property, providing a good buffer to the Gangnes neighborhood, and also encouraging an increasingly popular form of small business development.
- 5) The City can develop the North or South Module independent of the other. One of the two should begin implementation in the next few years if the plan is to be realized. When the module is developed, it will begin to provide Urban Renewal authority to assist in the funding of the second module. Both modules have distinct advantages and disadvantages, and the Urban Renewal Agency should be prepared to begin when one of the modules has developed consensus to move forward.
- 6) Regardless of the pace of development, the Urban Renewal Agency should attempt to acquire the properties necessary for right-of-way and parking lot development.

Module	Street Costs	Streetscape Improvements	Plaza Improvements	Public Art	ROW+ Parking Acquisition	Total	NPV of New Authority
North	\$ 794,021	\$ 132,124	\$ 25,000	\$ 30,071	\$ 347,460	\$ 1,328,676	\$ 1,297,328
South	\$ 1,017,305	\$ 68,876	\$ -	\$ 15,676	\$ 78,867	\$ 1,180,723	\$ 672,592
Total	\$ 1,811,326	\$ 201,000	\$ 25,000	\$ 45,747	\$ 426,327	\$ 2,509,400	\$ 1,969,920

City of Talent



Regulatory Changes

In addition to general land use changes, a specific set of sidewalk use and open space recommendations would help the City achieve its goals in the West Valley View area.

Sidewalk Use and Architectural Projections

Other regulatory changes that should be implemented are those that govern the use of the public rights-of-way in the downtown. There are two types: those that regulate the temporary use of the sidewalk for commercial enterprise (such as sidewalk restaurants, signs, displays of merchandise and vending carts) and those that regulate and allow architectural projections over the public right-of-way (such as porticos and balconies).

SIDEWALK USE PERMITS

A second category is the use of sidewalks for commercial purposes. This is one of the easiest ways to enliven a downtown, since it draws people and activity to the sidewalk areas. Where sidewalk widths exceed 10 feet, narrow tables can be used and still allow the minimum travel width necessary (five or six feet in most jurisdictions). When the sidewalk is wider, an area can be enclosed for full table seating. In addition, some small “A-frame” signs can be accommodated.

On a cautionary note, however, this type of signage should be regulated. Competition for customers may lead to chaos and overly aggressive displays. This plan recommends that regulations be adopted for permits that allow sidewalk seating, specifying the location of tables, the width of unobstructed walking area, and the owner’s responsibilities for cleaning and trash disposal. In addition, regulation of sidewalk signs should be included in a sidewalk use ordinance that also restricts outdoor displays of merchandise except for City-approved events.

ARCHITECTURAL PROJECTIONS PERMITS

This plan encourages the extension of shade-producing structures such as awnings and balconies over the sidewalk, especially where those sidewalks are widened to more than 10 feet. These should be permitted with certain conditions to ensure that the public use of the sidewalk below continues, that there is sufficient clearance both vertically and horizontally, and that the conditions for their temporary or permanent removal is spelled out when they project over a public right-of-way.

A balcony also may be formed to provide a unique seating area on the second story. These often are useful for restaurants and hotels and can stimulate development within second stories of buildings. These structures should be covered by a sidewalk use permit ordinance that spells out the standards and conditions of such uses and structures and should be limited only to those types of projections that do not require support columns. Aesthetically, any use of projections should be complimentary to the building’s architectural design and style and should be designed as usable space, rather than fake or tacked-on elements.



Downtown Amenities

Open Spaces, Plazas and Amenities

Public art enriches the urban environment providing visually rich destinations, meeting points and a unique identity to the city. Civic art can take on a variety of forms from statuary to plazas and fountains. Each public art project is designed to have a distinct character and place in the urban area. Various types of public art could be used at gateway locations, in urban plazas or as focal points in downtown Talent.



CAMELOT THEATRE

Cultural amenities are an essential component of successful downtown areas. In Talent, the Camelot Theatre is a unique resource that produces high-quality, affordable plays, musicals, and musical events. Maintaining and expanding these types of attractions is essential for the future success of downtown Talent. The removal and construction of a new theater is an essential public-private partnership in achieving this plan. The theater location, at the corner of Main Street and Talent Avenue, is at the heart of the community. The square in front of the new Camelot Theatre will be the focus of civic gatherings and community life.



FARMER'S MARKET

One way to attract people to downtown Talent is providing a market for local farmers to sell their products. Residents benefit from fresh produce, and farmers profit from higher returns than they can get from wholesale transactions. Local markets also provide a place for people to meet and attract people who might not ordinarily come downtown.



While a full analysis is recommended of the transportation issues, the alternative selected was subjected to a “Fatal Flaws” analysis to determine if there were any design flaws that would render it infeasible. The plan was modified based on this analysis to ensure it is feasible to develop.

The roundabout component of the plan deserves special mention. While roundabouts provide a unique and iconic design, their more important properties are the advantages they can provide for traffic circulation. For example, roundabouts can eliminate the left turn delays and travel time delays that occur with conventional three- and four-legged intersections. ODOT and departments of transportation in other states have studied roundabout operations and developed design guidelines for them. Some highlights of those guidelines applicable to the West Valley View area include:

- A recommendation to replace intersections with intersecting roads that have the same functional classification, where speeds are under 35 mph, and there is a balanced volume on all legs.
- Single-lane roundabouts must have a minimum travel lane width of 21 feet
- Pedestrian crossings are at the approaches to the roundabout

These conditions can be met at the proposed roundabout location, but the traffic flows do not require a roundabout at this time because the number of daily trips is expected to remain manageable for a number of years. The recommendation is to acquire the right of way necessary for a roundabout, install a “T” intersection for the present, and build the roundabout in the future when capacity demands.

Review of Traffic Circulation

A key component of the Transportation Plan is an analysis of through and local traffic patterns.

THROUGH TRAFFIC PATTERNS:

West Valley View Road and Talent Avenue are the principal means of access to the West Valley View area and are major carriers of traffic in the city. It is critical that connections between these two streets be maintained and, where possible, improved. The plan provides for direct connections between the two roadways, and the set of new local streets and the curvilinear nature of the proposed east/west roadways provides a transition between the Highway 99 environment and the town center.

Following this connection are the primary routes to Main Street and Wagner Street. While a continuous direct access is provided to Main Street, it is important that the new streets line up with Wagner Street, which carries 4,600 Average Daily Traffic (ADT), the highest traffic volume street after West Valley View Road. It is important for both alternatives to line up Wagner Street and the south leg of any new West Valley View connection in a standard four-way intersection.

Providing this connection to Wagner Street will distribute trips more directly to desired destinations to the north and south on Talent Avenue instead of aggregating them all to a single intersection at West Valley View and Talent Avenue.

This transportation plan provides an efficient circulation pattern that facilitates adequate local access to proposed development parcels.

LOCAL TRAFFIC PATTERNS

While more detailed data collection and analysis is necessary before completing any evaluation of the local access roads to new development parcels, initially they appear to meet standards and require only STOP signs to access West Valley View Road.

With new access provided directly to Wagner Street the sub-standard spacing and connections in the area of South I Street, Wagner Street and Talent Avenue need to be improved. The potential conflicts here could be eliminated by making South I Street a northbound one-way street and, near the post office, turning John Street from a northbound one-way street into a southbound one-way street. This would reduce stacking at the Wagner intersection and allow for one-way circulation around the Tark's Market block.

Similarly, the new direct routing from West Valley View to Main Street will exacerbate conflicts between Lapree Street (eastbound), Main Street (both directions), and Talent Avenue (both directions). This conflict can be eliminated by either making LaPree Street one-way westbound or prohibiting left turns from Lapree onto Talent Avenue.



Review of Roadway Design

The roadway systems were analyzed for fatal flaws with respect to layout or location and none were apparent. But as the concepts evolve and become more detailed, it will be important to acknowledge and consider several design standards and characteristics as described below:

Location

- The area between Highway 99 and the local street system provide an opportunity for a “transition” – i.e., visually and operationally – between the principal arterial environment of the highway and the downtown area.
- Adhere to the City of Talent’s Department of Public Works Standard Details approach to access management based on the following principles:
 - A. Properties with frontage along two streets shall take primary access from the street with the lower classification.
 - B. Any one development along the arterial street system shall be considered in its entirety, regardless of the number of individual parcels it contains. Individual driveways will not be considered for each parcel.
 - C. Signalized access for private streets and driveways onto the major street system shall not be permitted within 1,320 feet (1/4 mile) of any existing or planned future signal.
 - D. Shared, mutual access easements shall be designed and provided along arterial street frontage for both existing and future development.

E. The spacing of access points shall be determined based on street classification. Generally, access spacing includes accesses along the same side of the street or on the opposite side of the street. Access points shall be located directly across from existing or future access, provided adequate spacing results.

F. All access to the public right-of-way shall be located, designed, and constructed to the approval of the Public Works Director, or his designee. Likewise, variances to access management standards shall be granted at the discretion of the Public Works Director, or his designees.

- Traffic calming design elements and strategies such as curb extensions, landscaping, on-street parking, raised medians, etc., are strongly encouraged.



Design Details

Roadways

- Roadways should be designed for automobile speeds of 25 mph or less.
- Lane width of 10-12 feet is adequate where truck traffic is expected to be less than 100 truck trips/day.
- Where truck trips are higher than 100/day, 11.0' lane widths are standard. These small lanes can support a pedestrian-oriented environment, but will require a relatively short curb radius which will require trucks that turn into the narrow streets to enter opposing lanes to navigate turns.

Considerations for Pedestrians

- Compliance with ADA – provide sidewalk ramps
- Minimum sidewalk widths of 10 feet.
- Buffers between sidewalk and traffic lane – e.g., landscaping, on-street parking – 4 feet minimum.
- Street furniture – including landscaping, signage, concessions, amenities, etc – placed in the sidewalk must not encroach in a manner that restricts effective walkway width to less than 6 feet.
- Permit crossings across all legs of intersection, and mid-block crosswalks are permitted under certain circumstances.
- Curb extensions, channelized and raised islands can reduce walking distances across intersections.

Parking & Bike Lanes

Bike Lanes and Shoulders

- Shoulders should have a width of 5 feet where right-of-way permits.
- Bike lanes must be minimum 4 feet – in a shoulder, outside a shoulder, off-street, etc.
- On two-way streets, bike lane must be on right hand side; in one-way couplets, bike lanes must be on left hand side of road

On-Street Parking

- Diagonal parking may be allowed under the following circumstances;
- Must have posted speed limit 25 mph or less
- ADT must be under 6,000 vehicles per hour
- Need minimum 33 feet from centerline to curb (i.e., only one travel lane)
- When parking is adjacent to bicycle lane, must allow minimum of 11 feet for both to co-exist – 4 feet for bike lane, 7 feet for parking area.



Next Steps

The next step in the transportation development planning in the West Valley View area is to consider a series of preliminary engineering components to help determine feasibility and cost before a Capital Improvements Plan is prepared for final engineering. The efforts by the preliminary engineering team should be completed in concert with the land use planning and urban design efforts that will be underway in a collaborative and simultaneous process. That is, planning and design concepts should initially be reviewed by the engineering team for feasibility and general cost before plan concepts fully develop. Once plan concepts are selected for further development, the engineering team should conduct the following tasks:

- Complete a survey of drainage/soils, etc., and utilities
- Prepare a traffic and parking needs study of the initial and full build out of the plan, including documentation impacts, potential mitigation of impacts, traffic control warrants analysis, and a conceptual traffic control and markings plan.
- Preliminary capital cost estimates of the plan(s).
- A phased implementation plan of the roadway facilities.



Parking Plan

A successful downtown relies on an adequate supply of parking at different times of the day and in the appropriate locations. This plan assesses the future need of parking in the West Valley View area and recommends parking strategies that act as tools to create an environment conducive to shopping, living, operating a business, or just enjoying an afternoon in downtown Talent.

PARKING DEMAND

Many customers choose not to walk more than a block or two to a particular destination, yet the distances needed to walk in many downtowns are similar to those encountered in many suburban shopping malls – the difference between the two experiences is often in the perceived distance to the destination. Downtown Talent must, in addition to providing adequate parking, create an attractive environment to walk. This means creating shady, cool streets with amenities and a variety of shops and businesses. Where there is not retail along the street, clear visual clues should lead the pedestrian to those areas that have the best pedestrian-oriented shopping areas.

Type of use

Exactly how close parking should be depends on the nature of the trip, the type of destination and the type of user. Minimum acceptable walking distances can be categorized as:

1. Adjacent (less than 100 feet), for people with disabilities, deliveries and loading, emergency services and convenience stores.
2. Short (less than 800 feet), for grocery stores, professional services, clinics and residents
3. Medium (less than 1,200 feet), for general retail, restaurants, employees, entertainment centers and religious institutions

Downtown residents

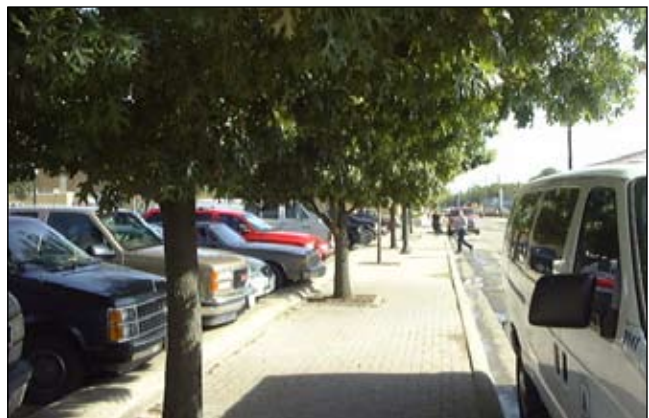
As the area adds housing opportunities, more customers will patronize businesses and cultural facilities without having to rely on a car to get there, given the short distances in downtown Talent. Studies show that downtown residents depend less on car trips for their daily needs and are excellent local customers. As the number of residents living in the downtown area increases, the number of parking spaces per customer can be reduced without adverse effects.

Off-Street Parking Policies

Parking plays an important role in any downtown. However, excessive off-street parking eats away land that can be used to provide destinations and leads to a loss of activity in an area. It can ultimately discourage the appeal of the area, despite ample parking. With proper parking demand management and sensible use of space, downtown Talent can turn parking spaces into more active uses without creating parking shortages. However, this is not to say that there won't be a need for off-street parking in the future in some areas of downtown. Talent's current parking standards are low enough for most uses to develop an urban form, but uses that have high peaks such as theaters and restaurants should have the standards lowered, and the City rely instead on overflow parking occurring on-street and perhaps in a public lot. A closer examination is needed to determine the kinds of uses expected for the different areas in the West Valley View area and to assess the future parking demand for each. It is likely that as areas develop and the demand for land increases, there may be a need for off-street parking facilities to handle the West Valley View area as well as overflow from the downtown core. Here are some strategies to implement regarding off-street parking:

Strategies

- Continue the policy of providing off-street parking behind buildings to maintain continuity of building facades and shops.
- Where alleys exist allow parking to be accessed directly off the alley, without the need for separate aisles and back up area. This greatly facilitates development of small lots with alley access and minimized excess asphalt.
- Limit the number of driveways which take away space for on-street parking and pedestrian amenities and break the continuity of building facades and shops.
- Create and enforce time limits to ensure that parking spaces have a proper customer turnover and that employees do not use the spaces.
- Be strategic about location. Determine the area with the greatest need and find a central location for off-street parking. Ideally, off-street parking should not be in the "100 percent corner" (in its place there should be some sort of destination), but not too far removed from it.
- The parking facilities can be funded through the Urban Renewal Agency or a public improvement district.
- In the longer term, encourage pay-to-park underground parking or structure parking when financially feasible.



On-Street Parking

On-street parking is a valuable asset in any community. It acts as a buffer between pedestrians and vehicles, brings customers to a commercial area, and helps ease parking requirements for housing and commercial development. On-street parking should play a greater role in downtown Talent as the area redevelops and parking lots are turned into more intensive uses.

More on-street parking could be provided over time with adequate policies that would protect and add more spaces and with proper demand management that would maximize their use.

Strategies

- Use time limits to ensure that parking spaces have a proper customer turnover and that employees do not use the spaces.
- Reduce the number of driveways. There are blocks that have almost no on-street parking due to large number of driveways or driveways that are too wide. As the area develops, discourage driveways or instead require fewer and narrower ones.
- If streets are wide enough, encourage diagonal parking. It holds more parking spaces per block and for many people it is easier to use. A drawback of diagonal parking is that cars have difficulty seeing oncoming traffic when backing up. This can be very dangerous to bicyclists. Therefore, do not allow bicycle lanes and diagonal parking on the same side of the street.
- Designate sufficient and conveniently located parking spaces for people with disabilities.
- Plan for transit stops.
- Ensure that future transit stops and loading zones do not take excessive parking space, especially in the most active areas.

- As demand for parking increases, install parking meters to control use and bring in revenue that can be used to further improve the area. Evaluate whether the parking fee will keep the downtown competitive relative to other commercial districts in the region. Additionally, adjust the rates accordingly to encourage optimal turnover and revenue.
- Create a permit program exempting residents and a certain number of employees from paid time-limited spaces.

Shared Parking

While parking should be maximized, it is impractical to provide sufficient parking for each store within a few feet of the front door. This leads to the unfortunate situation in which the parking area sits unoccupied for much of the day. Under the shared parking concept, one parking space easily can serve two or three businesses. For example, an office building may find its parking spaces nearly unused in the evenings or on weekends, which is the time an adjacent restaurant may be reaching its own peak need for customer parking spaces. Shared parking also makes good business sense as well, since people can park in one location and visit a range of nearby businesses.

Summing the total demand of uses on the block and measuring this at various times of day can help calculate shared parking by block. The time of day with the highest total parking demand is the block's peak demand.

Strategies

- Encourage private parking lots to be available to the public after hours or during off-peak times. Private parking lot owners can be encouraged to participate by having neighboring businesses provide liability insurance and cleanup services during off hours.
- Provide adequate parking to handle the shared parking demand. While Talent presently has adequate parking, as the downtown area grows, the supply for parking may be exhausted.
- Encourage sharing among businesses and devise mechanisms for addressing logistical issues. Some businesses should share parking at all times of day, while other businesses should share parking after their individual peak time of day. Also, equity issues may need to be resolved between existing businesses that have either an oversupply or undersupply of parking.
- Encourage customers to use shared parking. A signage strategy may be needed to tell drivers that parking is shared among merchants and to point the way to large, common parking areas away from the town center.
- Establish municipal or cooperative parking facilities. Land owned by the City or urban renewal agency could be improved to provide parking, or new land could be acquired.
- Identify critical parking areas and encourage short-term parking there. The conflict between employee and customer parking downtown may need to be addressed in such areas, since employees tend to use spaces for longer periods that may discourage customer and visitor use.

Long-term policies may need to:

- Plan for the appropriate amount and location of necessary parking supply. These decisions will be based on the estimated evaluation of need but also will be based on site-by-site considerations. These include locating sites nearest to intense parking demand and the type and configuration of adjacent land uses.
- Determine the timing of parking need. When should land be purchased and parking structures developed?
- Encourage walking. An excellent way to encourage customers to use one parking space while visiting several businesses is to encourage walking. One way to do this is by improving site design and architecture to make walking a pleasant, safe experience.



In order to implement the plan, several small studies should be completed in the near term, and then the construction of one of the two modules (North or South) should be initiated. The following are the steps involved in the implementation of the plan:

Traffic and Parking Analysis

Objective – Traffic and parking impact analysis of up to two alternative West Valley View downtown circulation and parking plans will be prepared.

Approach – The focus of the effort will be an impact assessment of the person trips generated under each of the alternative plans, and an assignment of those trips throughout the city's downtown transportation network. The technical work will include analyses of traffic and/or parking impact, and mitigation of any adverse impacts, if warranted. The transportation analysis will assist in the production of an implementation plan for any suggested transportation improvements (i.e., capital and operating costs and phasing of improvements).

The transportation assessment will utilize existing available data – including transportation analyses, geometric and traffic control characteristics, on- and off- street parking capacities, traffic counts, regulatory and design standards, model output, etc. – to produce an existing and future baseline conditions evaluation for a downtown study area bounded by Highway 99, John Street, New Street and Wagner Street. A traffic assessment of the above was produced in 1998 for the Talent Transportation System Plan with a future growth forecast to the year 2020.

The transportation analysis associated with the alternative development scenarios will also establish trip generation, distribution, mode split and assignment, and the assessment of traffic impacts will be based on whether trips generated by the scenarios meet a threshold for an adverse traffic impact. The existing traffic model will be used where appropriate, and other forecasting will be completed manually.

On- and off- street parking demand and available capacity should be evaluated using reference sources such as the ITE Parking Generation manual and the Eno Foundation.

Estimated Cost: \$18,000

Public Facility Plan

Objective – Prepare general public facilities plans for each of the two alternative plans. At this point in the project, the level of detail will be limited to the type, number and location of the needed public infrastructure, and for development of a conceptual cost estimate (see next section on Capital Improvements Plan).

Approach – The public facilities plan effort will have two objectives: 1) advise the planning team about general location and design parameters of public infrastructure to aid the planning process; and, 2) develop general infrastructure plans for two alternatives. The public facilities plan will include the infrastructure associated with the transportation, storm water, water, and wastewater systems, and will acknowledge and incorporate the infrastructure supporting power and communications systems.

A general layout with topographic characteristics of the site will be produced from information provided by the City of Talent.

The public facilities plan will be provided with the following characteristics for both alternative plans – illustrative sketch of roadways, development program (size and type of structures), anticipated population and employment, and proposed traffic and parking improvements. Using these materials, the consultant will assess the infrastructure needed to meet the demands of the two alternative plans.

The assessment of public facilities will be documented in a narrative and a concept plan layout.

Estimated Cost: \$3,000

Capital Improvements Plan (CIP)

Objective – The primary purpose is to develop a general capital improvement program with planning level estimates of site-specific related capital improvement projects associated with the transportation, stormwater, water and wastewater systems.

The public infrastructure costs for the West Valley View project are very difficult to estimate at the current time. Roadway construction costs are changing rapidly due to rising fuel, labor and materials costs, and even more importantly, the very large number of infrastructure projects in the Pacific Northwest is reducing the number of bidders, and bids are coming in as much as 50% higher than estimated.

Also, we do not yet know about the subterranean environment, and whether or not there are any sub-surface impediments or unusual regulatory requirements at the site.

While this estimate is based on recent bids for street work by developers in Talent, it should be considered a “planning level estimate” and used with caution until an engineering cost estimate is developed. Once the plan is adopted, one of the first strategic plan elements is to develop a better cost estimate, and to develop pre-engineering studies to make the estimate more reliable.

Approach – The Capital Improvements Plan (CIP) team will prepare capital cost estimates of the infrastructure proposed in the Public Facilities Plan based on documented unit costs and quantities estimates, as well as comparisons with other similar development projects. The CIP will also identify anticipated regulatory procedures, needed permits, and public processes, and will outline the schedule for development of each of the infrastructure elements. The Plan will be documented in both a narrative and a spreadsheet format.

Estimated Cost: \$3,000

Schedule – Work can begin after completion of the Public Facilities Plan, and depending on the progress made in the site planning work, can be completed within two to three months.

Regulatory Review

As the Talent regulations are up to date and working well, there is a short list of improvements to make. The following should be initiated by the City:

- 1) Extend the Old Town Design Standards to the entire West Valley View area and strengthen protections for historic properties:

Conclusion

i. Add a new section to the Old Town Design Standards that allows a broader use of materials and architectural styles in the West Valley View area so as to differentiate new development from the historic downtown core.

ii. Create strategies, benefits, and incentives for the C-2 Downtown zone to provide protection and encourage preservation and use of historic buildings, and to maintain the downtown core's identity.

Estimated Cost: \$4,000

2) Extend the C-2 Downtown zone to the entire plan area

3) Modify the C-2 Downtown zone to permit live-work townhouses in the area adjacent to the Gangnes neighborhood.

4) Modify the C-2 Downtown zone to permit 40 foot heights, 45 units per acre, and 50 unit lodging uses if within 300 feet of Highway 99.

i. Develop maximum off street parking, so that the minimum standards can not be exceeded by more than 25%.

Project Design and Construction

The City has received a \$1 million dollar grant to improve this area of Talent. In addition, the Urban Renewal Agency has available authority to fund the implementation of one of the two modules. Following the completion of the above studies, the Urban Renewal Agency should initiate the set of improvements outlined in this plan for either of the two modules, followed by the remaining module within a five year period.

CONCLUSION

The development of a strategic plan is one of the more exciting aspects of downtown planning. Talent is in excellent shape to undertake this exercise, with a financing mechanism, funds collected, strategically owned public land, and several developers interested in the downtown. With this plan, Talent can bring new life and civic life to the city center and realize the citizen's goals for their city.

