

DRAFT

DOWNTOWN STREETScape PLAN

11-2-88



March 31, 1988

Council
City of Corvallis
Corvallis, Oregon

Dear Councilors:

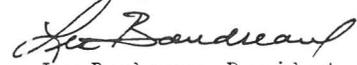
We are very pleased to present to you the Corvallis Downtown Streetscape Plan.

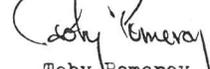
The Downtown Corvallis Association Board of Directors appointed a Streetscape Advisory Committee more than one year ago to investigate the issue of downtown trees, to explore ways to enhance the vitality of downtown, and to develop, with City staff assistance, a set of guidelines and policies to administer the plan.

What follows is a document reflecting the work of the Committee and city staff. This plan has the approval and support of the Board of Directors of the Downtown Corvallis Association. We are convinced that the Downtown Streetscape Plan provides a vision which will make Downtown Corvallis a community focal point. The plan creates an atmosphere that is attractive and inviting to shoppers and pedestrians.

We are confident that this plan will strengthen the economic and cultural vitality of one of Corvallis' most important and priceless assets -- its Downtown.

Sincerely,


Les Boudreaux, President
Downtown Corvallis Association


Toby Pomeroy, Chairman
Streetscape Advisory Committee

Credits:

This document is a joint effort by the Tree Advisory Committee of the Downtown Corvallis Association and the City of Corvallis Planning Division.

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SUMMARY STATEMENT

The Downtown Streetscape Plan identifies physical features of Downtown Corvallis which significantly contribute to its character and unique identity. Guidelines are provided for the retention and enhancement of these physical features, as well as the incorporation of new features, which will strengthen the economic and cultural vitality of Downtown Corvallis. The Plan includes a tree management program and is designed to guide and incorporate future downtown streetscape improvements.

HOW THIS PLAN CAME TO BE

Concerns have been raised about trees and tree-related problems in the Downtown for many years. A variety of opinions on how the trees should be managed have been expressed. In 1984, a team from the National Main Street Center used their four-point program to evaluate Downtown. In this evaluation, the team observed that "Street trees provide a comfortable, intimate street experience for the Downtown user. However, some trees appear to be out of control..."

The City also began an intensive study of Downtown trees and related issues in 1984. This study was shared with Downtown merchants, property owners and various community groups. The findings from this effort were reported to the City Council in 1985 (see Appendix "Downtown Street Trees, Problems and Potentials"). The Downtown Corvallis Association (DCA) and the City concluded from the findings that a tree management plan for the Downtown was necessary.

Initial work on the tree management plan indicated that some proposed solutions to the "tree problems" would significantly change the appearance of Downtown Corvallis. It was concluded that a vision for Downtown must be identified prior to developing a tree management program. This vision would establish a more comprehensive set of guidelines which addressed all elements in the streetscape and would provide a policy framework for a tree management program consistent with the vision.

The Downtown Streetscape Plan provides the desired comprehensive approach. This plan resulted from the DCA and the City working together to develop a vision for Downtown from citizen input, other community's experience, and our own history.

WHERE IS DOWNTOWN?

Downtown Corvallis is an area generally west of the Willamette River, south of the City gateway at Highway 34 and the Willamette River, north of the Mary's River, and east of the Southern Pacific Railroad tracks. Madison Avenue links OSU and the Riverfront through the heart of Downtown. The Riverfront Park and the Benton County Courthouse are two familiar landmarks. The Downtown Core Area is the heart of Downtown, generally focused around Madison Avenue between 5th and the Riverfront.

WHAT IS DOWNTOWN?

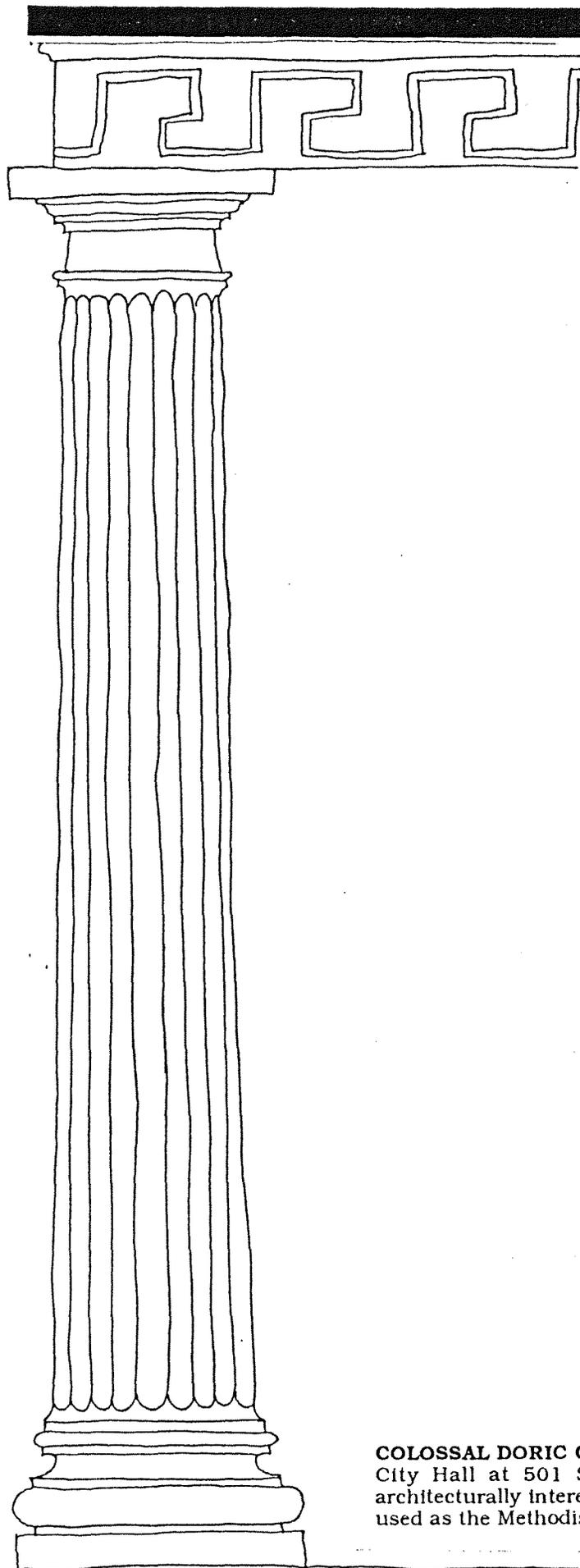
Downtown Corvallis is the center of our community. It is a place where people live, work, and recreate. Citizens might describe it as the major community shopping center. Others might see Downtown as the seat of local democracy, with the Benton County Courthouse and City Hall symbols of our political freedoms and responsibilities. Downtown Corvallis is a shopper picking up a greeting card and a prescription on the way to lunch, an elderly man watching the traffic from a park bench at 4th and Monroe, and an office worker immersed in a project at his desk.

Downtown is still a small town where it's common to receive a friendly "Good Morning" from a merchant sweeping the walk in front of her shop. It's the excitement of watching people. It's the fragrance of chocolate melting, corn popping, and coffee roasting. It's celebrations and art displays.

Since Avery and Dixon first envisioned this community known as the Heart-of-the-Valley, nearly 140 years of community life have been lived at the confluence of the Mary's and the Willamette rivers. The early history of Corvallis is still evident in the character of many of the brick buildings in Downtown which date from the late 1800's. In its variety, the Downtown also reflects the evolution of taste, convention, transportation, and technology.

WHAT SHOULD DOWNTOWN BE?

Downtown should continue to provide the many different and desirable experiences people anticipate in a healthy town center. It should also reflect the community's self-image. More than any other place, Downtown symbolizes how we feel about Corvallis. Our commitment to enhance commercial, governmental, cultural, and recreational aspects of the Downtown should be visually apparent to citizens and visitors. This Downtown Streetscape Plan takes Corvallis a step toward this vision.



COLOSSAL DORIC COLUMNS: Located on the front of the current City Hall at 501 SW Madison Avenue, these columns are architecturally interesting. This building, built in 1924, was first used as the Methodist Church and became the City Hall in 1956.

BACKGROUND OF PLANNING FOR DOWNTOWN

Downtown Corvallis has been the subject of several planning efforts. As early as 1950, citizens began to plan for relocating truck traffic around the Downtown core. While pursuing a reduction in north-south truck traffic, the community initiated efforts to strengthen the east-west pedestrian connection between the riverfront, Downtown, and the University. These efforts culminated in adoption of the Madison Avenue Plan in 1978. A number of phases of this plan have been implemented including replacement of the street with a pedestrian plaza in front of the Corvallis Art Center, improvements between 9th and 11th Streets, and improved pedestrian crossings at 8th, 9th, and 11th Streets.

The Corvallis Downtown Urban Renewal/Redevelopment Plan was adopted in 1978. In 1980, a regional shopping center was proposed in a study completed by Wurster, Bernardi and Emmons. Economic factors kept the plan from being implemented. Other mall concepts have been explored in recent years and efforts to attract and maintain major tenants are still being pursued. The Riverfront Park Plan was approved in 1981. Two phases of this plan have been completed and the City has begun the process to implement a third. On the basis of a study completed in 1984 which concluded that City municipal offices should be maintained in the Downtown, the City Hall at 5th & Madison is currently being renovated.

RELATIONSHIP TO OTHER PLANS

The Streetscape Plan helps implement Corvallis Comprehensive Plan Policies 12.5.2, 12.5.3, and 12.5.4 which encourage a compact, pedestrian oriented comparison shopping and business center in Downtown. Upon adoption by the City Council, the Downtown Streetscape Plan will join and guide various efforts to improve Downtown. This plan supports and complements the Riverfront Plan, Madison Avenue Plan, and other master plans referenced in the appendix of this document.

REVIEW OF PLAN CONCEPTS

Part I, the Streetscape Guidelines, provides a policy framework for the enhancement of Downtown. The guidelines are not intended as a comprehensive urban renewal plan nor do they restrict the existing rights of property owners. Rather, they provide four key concepts which focus on ways to improve areas visible from Downtown streets. These concepts include :

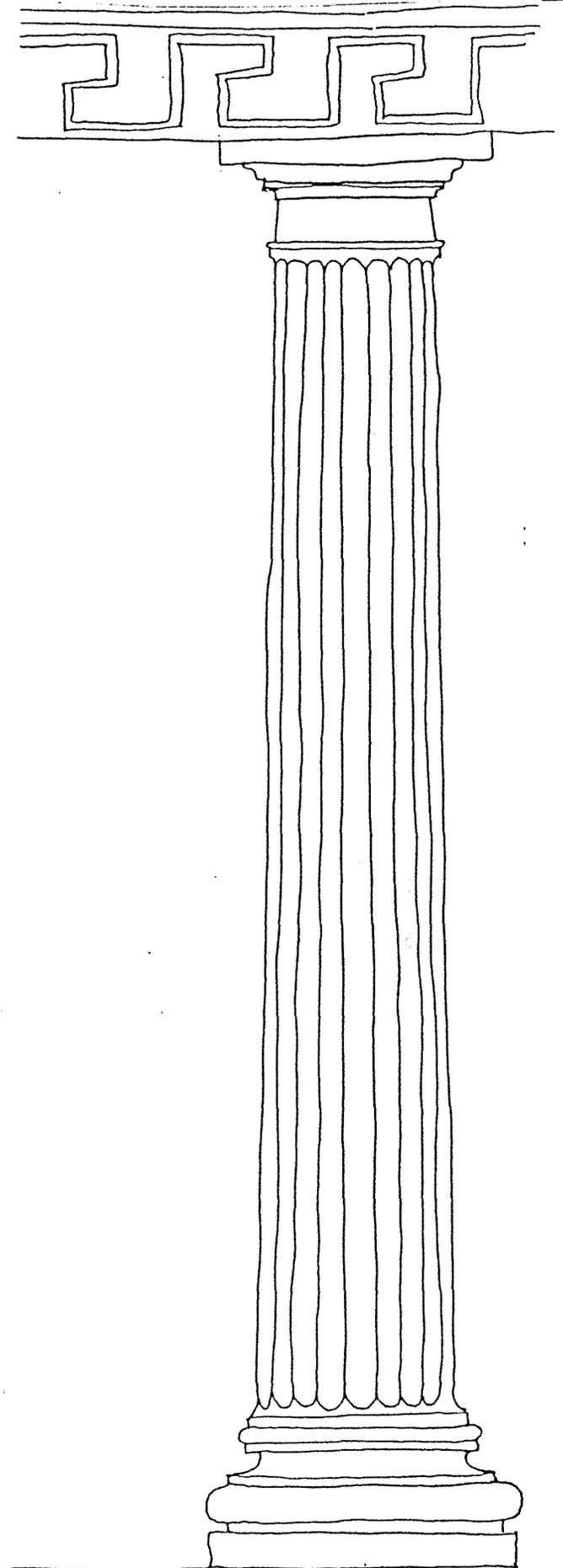
- A. Strengthen the Downtown Image
- B. Encourage Pedestrian Activity
- C. Enhance Downtown Entries
- D. Integrate Vehicle and Pedestrian Activity

Part II, Implementation of Guidelines, provides specific programs to implement the guidelines outlined in Part I.

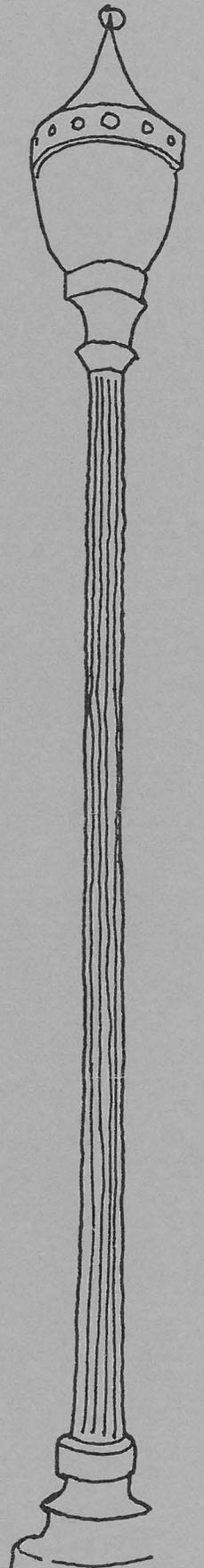
PLAN IMPLEMENTATION

The Plan is intended to guide public policy and private investment so that Downtown Corvallis remains vital, reflecting and responding to the dynamic forces which shape our community. The Downtown Streetscape Plan will be used as a guide for future improvement and development of Downtown Corvallis. The Plan will be available to property owners and developers wishing to make improvements. It will be used by the DCA Design Committee when assisting prospective developers. The City will use the Plan to review public programs and projects which will affect the Downtown Streetscape. It is anticipated that the sequence of any major public improvements Downtown would follow the phasing plan provided in the appendix.

The Streetscape Guidelines will also provide a framework for developing other implementation tools. One of these tools, the Tree Management Program, has been developed as a part of the current effort and is included in Part II of this plan. Other implementation tools, such as a weather protection program and a street furniture program are anticipated and will become part of this plan once they are developed and adopted. Unlike the Guidelines of Part I, implementation programs in Part II may include plans, policies or standards which could effect development.



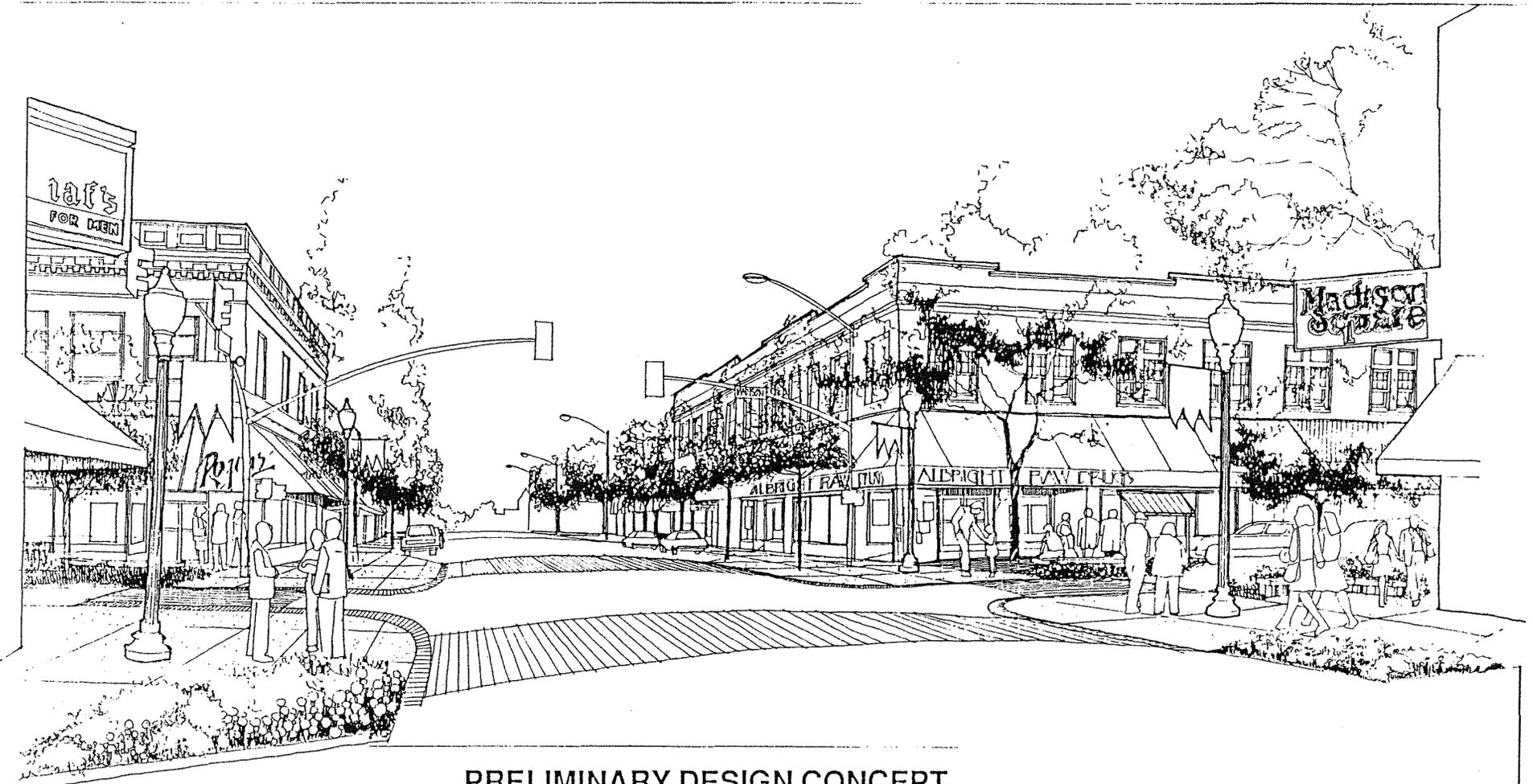
PART 1:
STREETSCAPE GUIDELINES



WHAT IS A STREETScape?

A streetscape includes everything visible on the street: building facades, awnings, signs, street furnishings, plantings, lighting, sidewalks, and roadway surfaces. It is a public space where people meet, mingle, and move about. It is "where the action is", a physical environment serving many functions. A successful streetscape should provide interesting and comfortable places for people to shop, work, and recreate. It should reflect life's complexity and provide a place to watch people and participate in the diverse activities of a downtown. It should help provide a clear identity for Downtown Corvallis, fostering community pride and customer loyalty.

The successful downtown streetscape is not achieved if the manner in which these visual and functional features are combined is left to chance. A community can enhance its downtown streetscape by using carefully thought out guidelines. This plan identifies guidelines to maintain and reinforce the elements of a successful streetscape.



PRELIMINARY DESIGN CONCEPT

3RD AND MADISON

KEY CONCEPTS OF THE STREETScape GUIDELINES

These key concepts form the foundation for the Streetscape guidelines

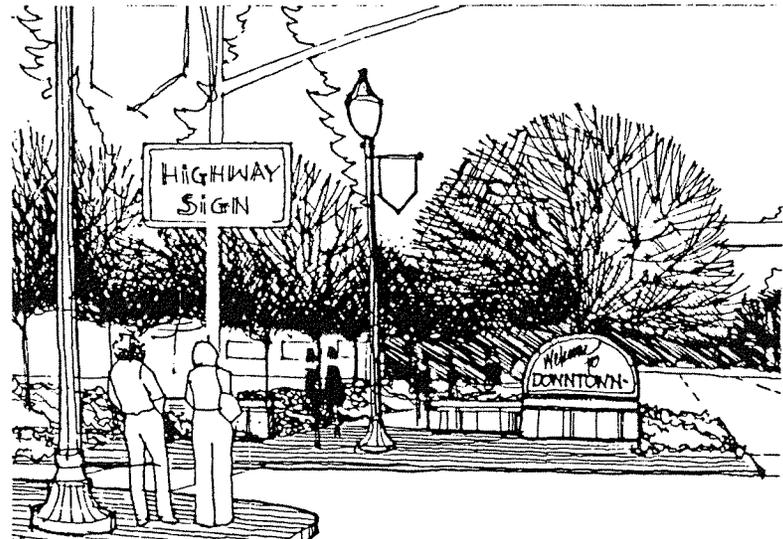
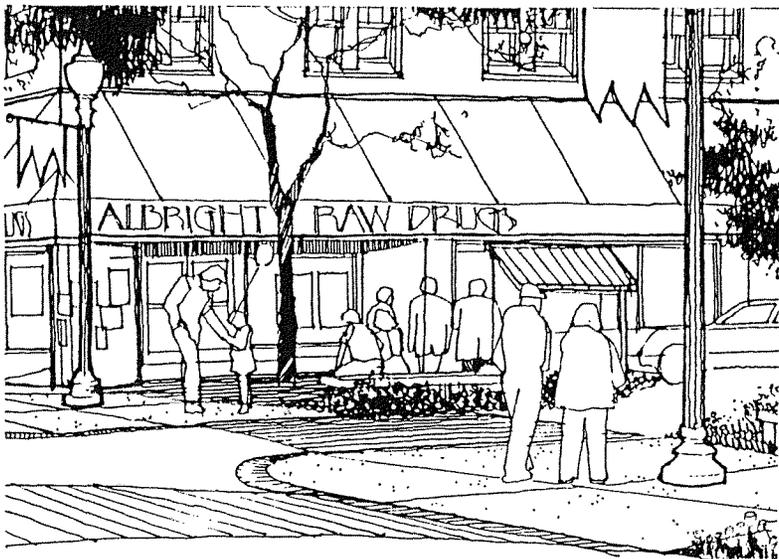


A. STRENGTHEN THE DOWNTOWN IMAGE

Downtown has an identifiable character that should be maintained and developed. This character helps one recognize Downtown as the vital center of our community. Section A describes this character and provides ways to maintain and enhance it.

B. ENCOURAGE PEDESTRIAN ACTIVITY

Downtown should encourage activity by providing a variety of functions within easy walking distance and by improving the street area where pedestrians walk, shop, and recreate. Section B provides guidelines to encourage pedestrian activity.

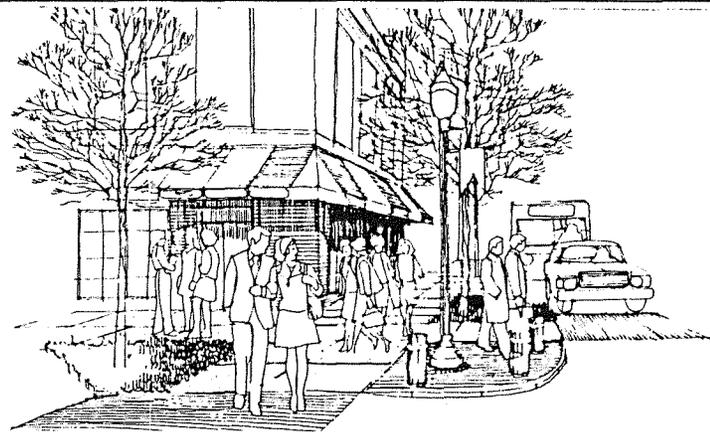


C. ENHANCE DOWNTOWN ENTRIES

Entries to Downtown should be enhanced to create positive, first impressions and draw one into the Downtown. They should be inviting and announce the Downtown Core Area. Section C locates the entries and suggests enhancements of these critical first impressions of Downtown.

D. INTEGRATE VEHICLE AND PEDESTRIAN ACTIVITY

Concentrations of people and vehicles should be encouraged, as they generate excitement and a sense of things happening in the downtown. But such concentrations can also create conflicts and confusion. Section D suggests ways to overcome the confusion, reduce potential conflicts and improve the experience for both pedestrians and drivers.



A. STRENGTHEN THE DOWNTOWN IMAGE

A visible architectural heritage, a waterfront setting and intense and diverse activity make Downtown Corvallis a dynamic and pleasant place. Enhancing the image of Downtown will provide commercial appeal and maintain Downtown as a quality work place. It will also support cultural and recreational activities and generally ensure that Downtown remains the vital center of our community.

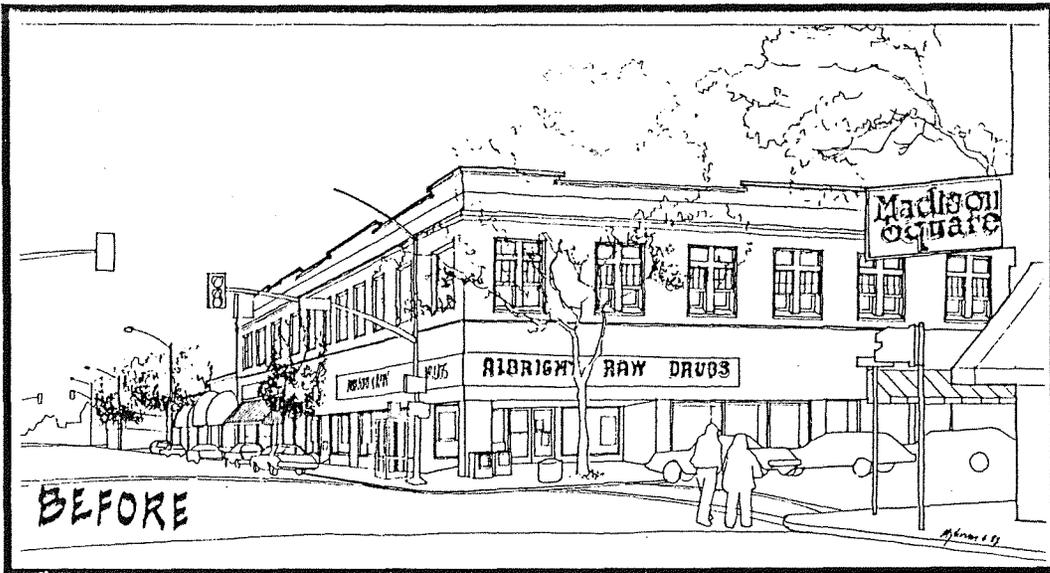
The dominant visual feature of Downtown is its architectural heritage. Well maintained, masonry buildings, typically two or more stories high, abut the sidewalk and each other creating a feeling of intensive development. Commercial activities on the ground level provide visual interest and an almost continuous array of storefront display windows.

But there are less attractive aspects of downtown. Overhead utilities, trash dumpsters and other alley functions clutter the views from the streets. A few poorly maintained buildings and parking lots without buffers also detract from the positive image of Downtown.

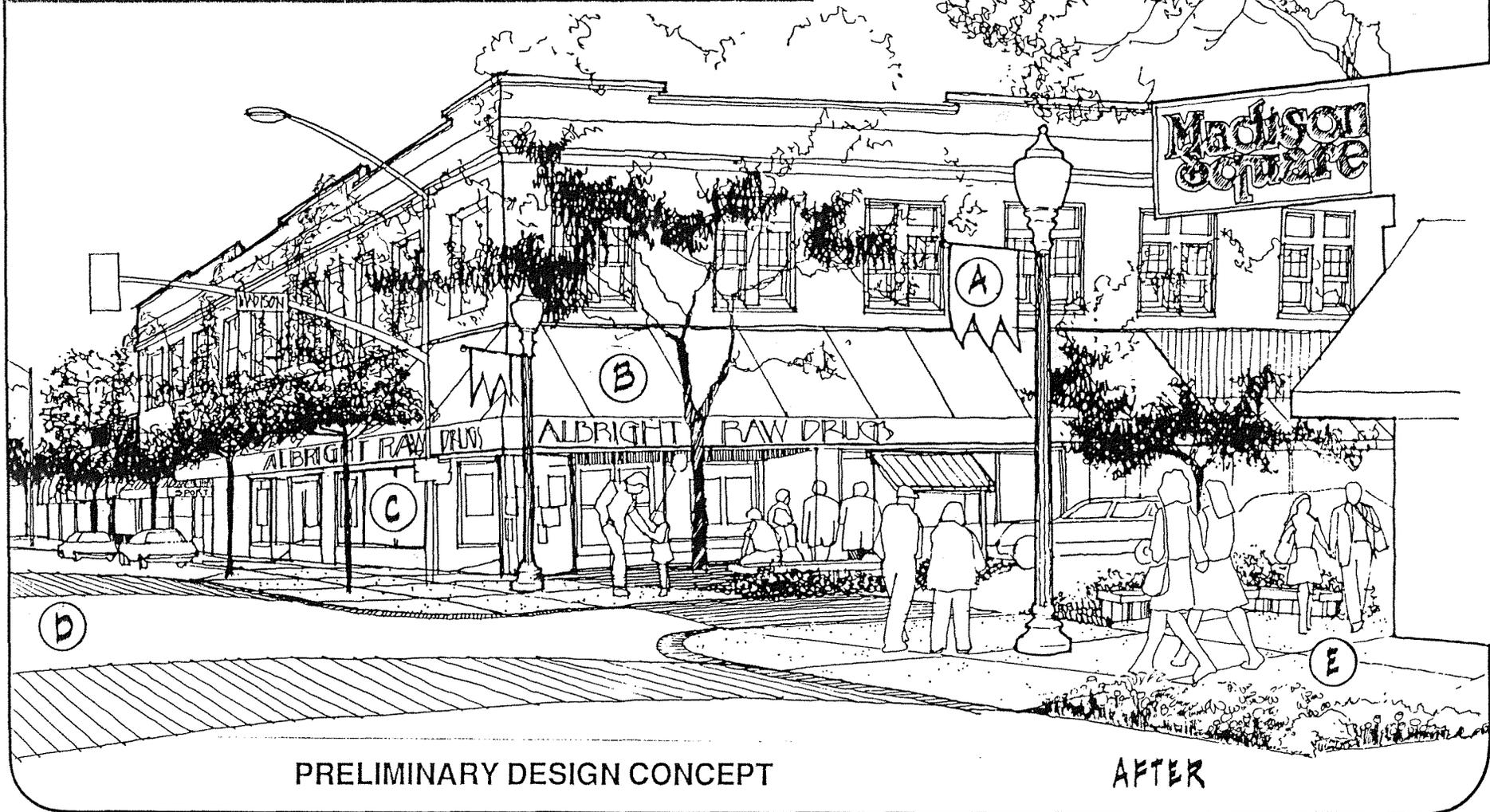
Guidelines to reinforce the Downtown image fall into the following four categories:

TO STRENGTHEN THE DOWNTOWN IMAGE:

- 1. Respect the Architectural Heritage**
- 2. Encourage Intensive Uses**
- 3. Maintain Commercial Use & High-Density Development**
- 4. Reduce Negative Impacts**



BEFORE



PRELIMINARY DESIGN CONCEPT

AFTER

STREETSCAPE CASE STUDY: 3rd Street and Madison Avenue. This drawing illustrates how the streetscape guidelines may be implemented. Some enhancement measures shown are: (A) Distinctive street lights which are functional and festive; (B) Awnings which provide weather protection; (C) Trees which are pruned to assure commercial visibility under the canopy; (D) Bulbed intersections and textured crosswalks and (E) Increased pedestrian and planting areas.

A.1. RESPECT THE ARCHITECTURAL HERITAGE

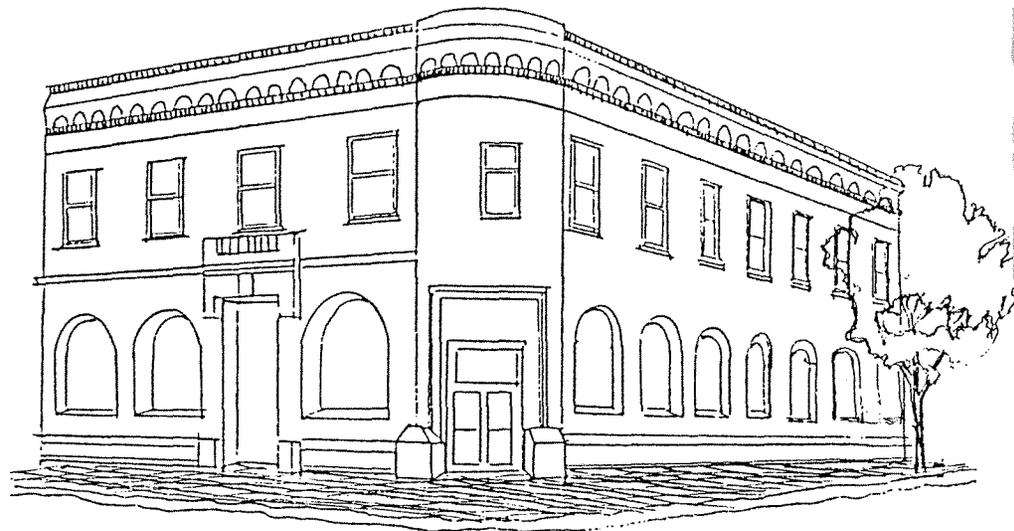
Built on the original Avery and Dixon plats, Downtown has been a center of commerce and government since 1851. Masonry buildings, typically two or more stories high, abut the sidewalk and each other, generating feelings of intensity and activity not found in more recently developed suburban malls and commercial strips. Many of these structures are historically significant, dating from the 1890's. The Benton County Court House, Kline Building, and the Julian, Corvallis, and Benton Hotels are some of the more noticeable structures downtown which have been successfully renovated and are listed on the National Register of Historic Places. Map B on the opposing page identifies the historically significant buildings located in the Downtown as determined by a 1984 cultural resource survey (see Appendix).



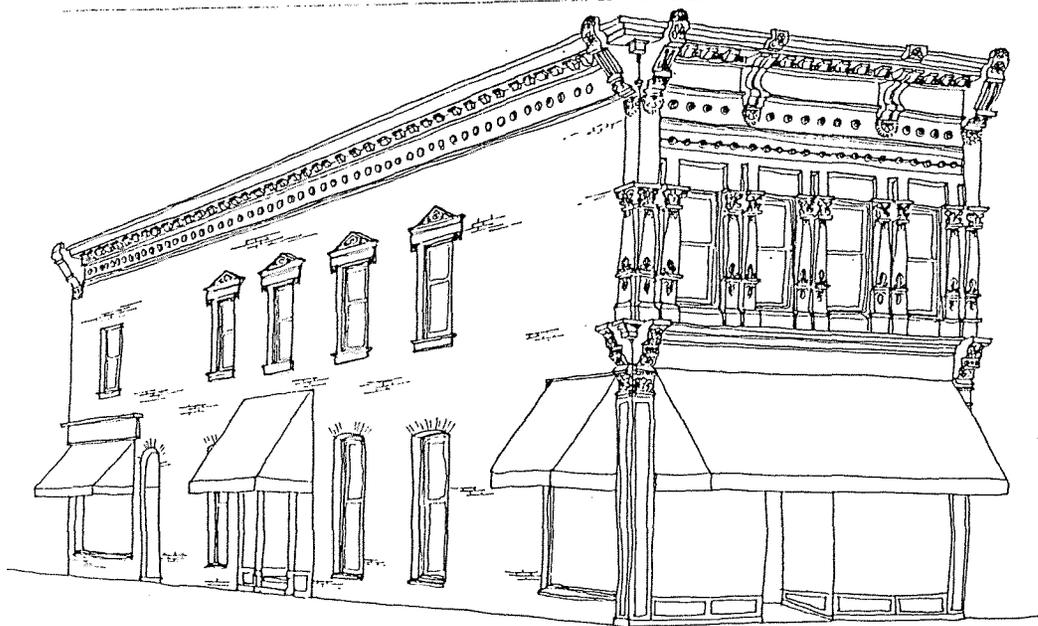
BENTON COUNTY COURTHOUSE: Built in 1888, this building has been an imposing landmark in Downtown Corvallis for 100 years. It is built in the high Victorian Italianate style.

The character of significant architectural resources in Downtown should be respected and patterns in the streetscape should draw attention to this character. Street furnishings, for example, should reflect the more intricate style used in the early part of the century.

New construction can also reinforce and complement this architectural heritage. Special attention should be given to streetscape details at intersections, where motorists and pedestrians have the greatest opportunity to observe the streetscape.



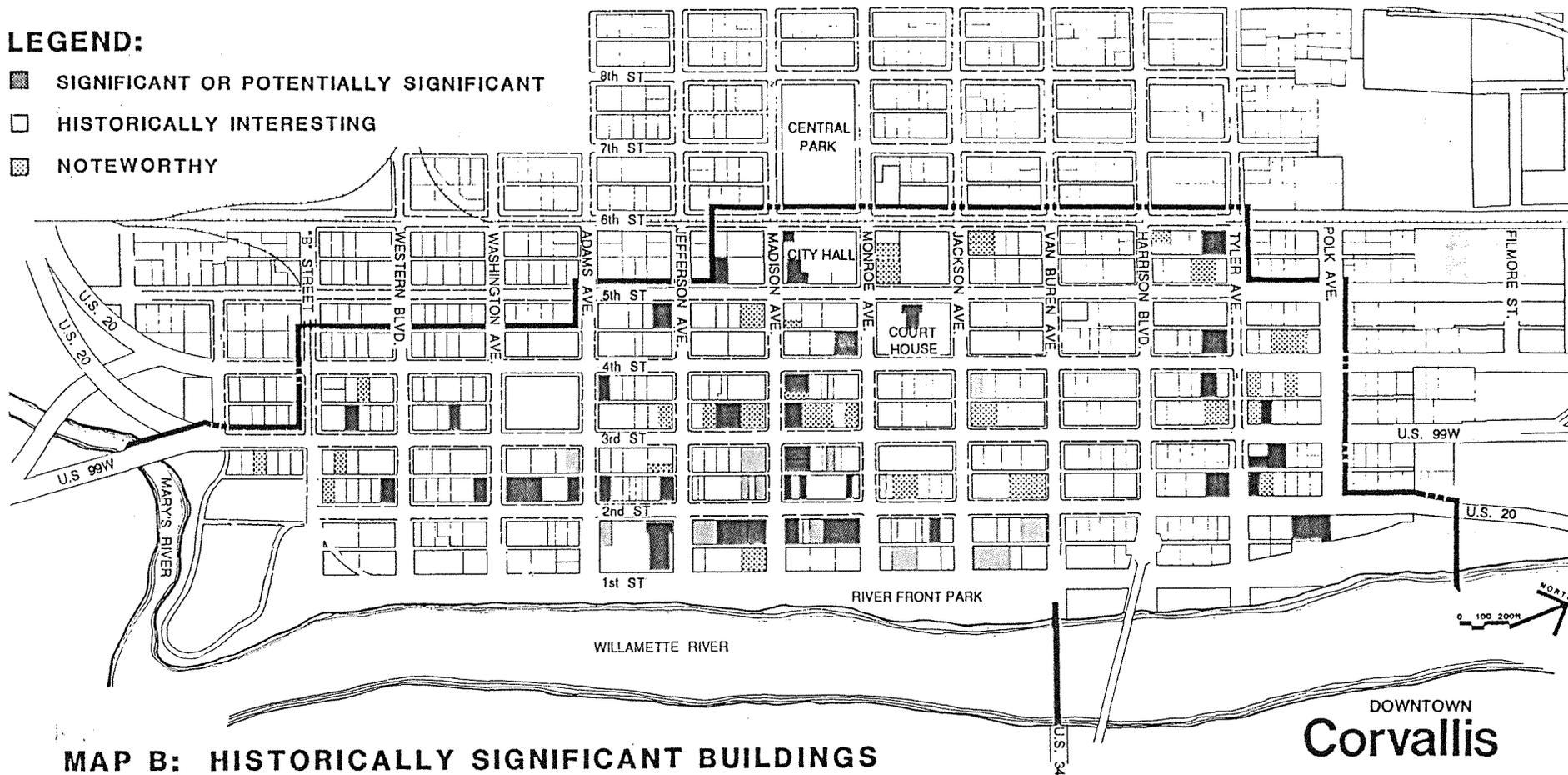
BENTON COUNTY BANK BUILDING: Built in 1907, this brick building located at 143 SW 2nd Street is an outstanding example of the simplified Richardsonian architectural style.



THE L.G. KLINE BUILDING, constructed in 1889, is located at the corner of NW 2nd Street and Madison Avenue, has been restored to its original grandeur by the owners of Five Star Sports. Built in the Victorian Italianate style, its elegant and ornate facade is one of the last remaining examples of cast iron decorative work in the area.

LEGEND:

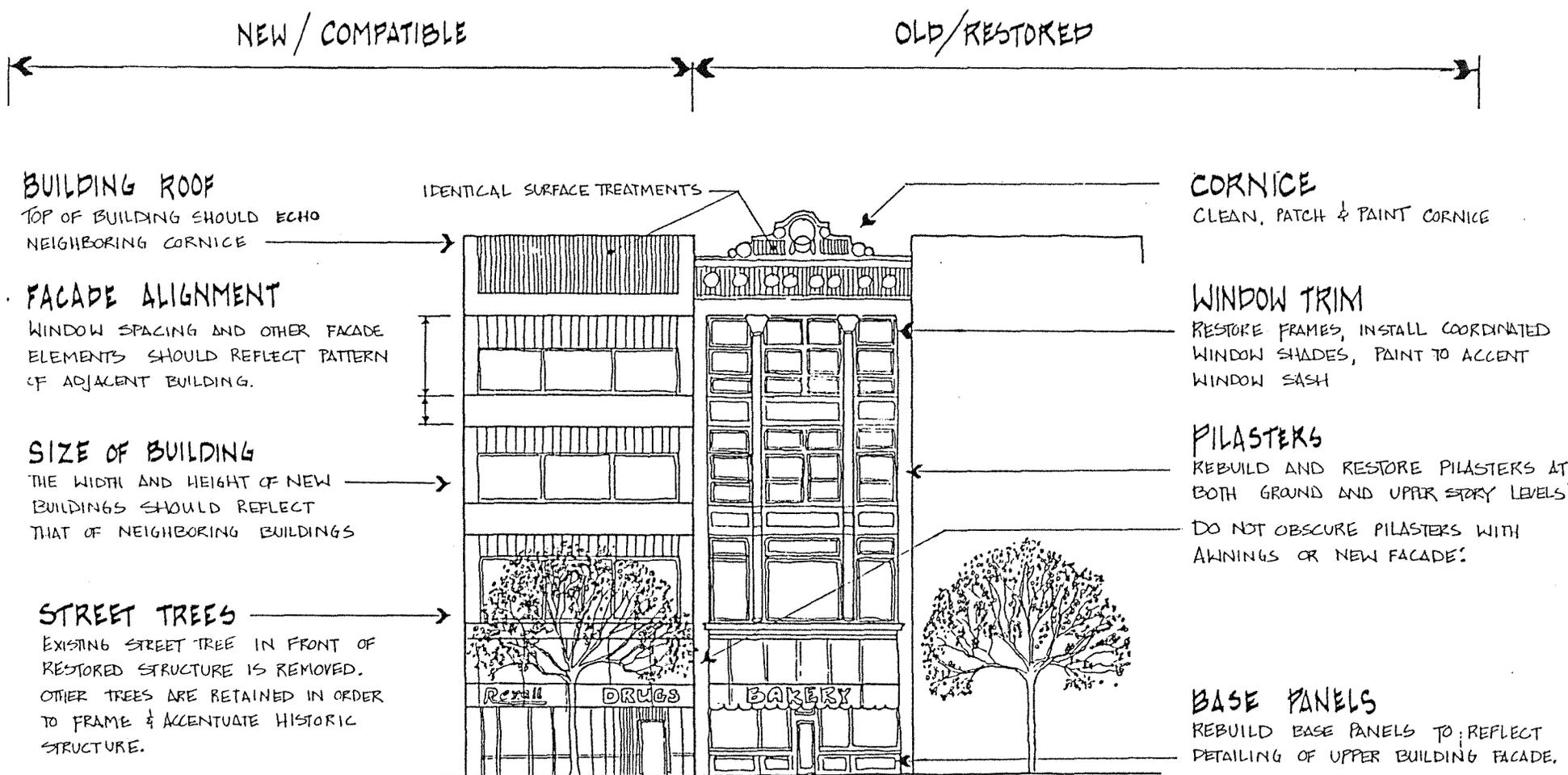
- SIGNIFICANT OR POTENTIALLY SIGNIFICANT
- HISTORICALLY INTERESTING
- ▣ NOTEWORTHY



GUIDELINES

- A.1.1. **TREES AND ARCHITECTURAL HERITAGE:** Viewing the architectural heritage of Downtown should be facilitated by reducing the number of trees or changing the type of trees adjacent to renovated structures.
- A.1.2. **RESPECT BUILDING INTEGRITY:** Rehabilitation of buildings to their original architectural style should be encouraged. Original architectural elements of high visual interest as described in Guideline B.2 should be respected and exposed where covered by layers of more recent building materials or large signs. These elements may include cornices, windows, lintels, sills, pilasters, columns, and ornamental detailing.

- A.1.3. **ARCHITECTURAL COMPATIBILITY:** New structures should be compatible with the lines, scale, and texture of nearby facades. Materials and details for entries, windows, and cornice treatments should be designed to be compatible with these buildings. The Downtown Corvallis Association (DCA) Design Committee should establish building design and redevelopment guidelines and work with developers to encourage new construction that is compatible with surrounding structures.



ARCHITECTURAL INTEGRITY AND COMPATIBILITY: This drawing illustrates guidelines A.1.1. through A.1.6. A local example showing some of these guidelines is shown on page 21.

- A.1.4. **STREET FURNISHINGS:** Street furnishings should reinforce the architectural heritage of Downtown. Light fixtures, street signs, tree grates, benches and other street furnishings should be of a uniform style, as identified in Section B.2.5. The DCA Design Committee shall review proposals for street furnishings where a style is not specified in the Streetscape Plan and provide their recommendation to the City.
- A.1.5. **INTERSECTIONS:** Providing street furnishings and enhancing building facades at intersections should be a priority, due to the increased visibility at these locations.
- A.1.6. **SIGN CHARACTER:** Signs should reinforce the character of the building, and not obscure the building's lintels, pilasters, piers or windows. While signs must identify and instruct, they should also display inventiveness, excellent lettering, careful color coordination with the building, creative lighting, and the judicious use of logos, graphics and decorative elements (also see Guideline A.3.2. - Sign Locations).



Signage can be creative, attractive, and commercially effective.



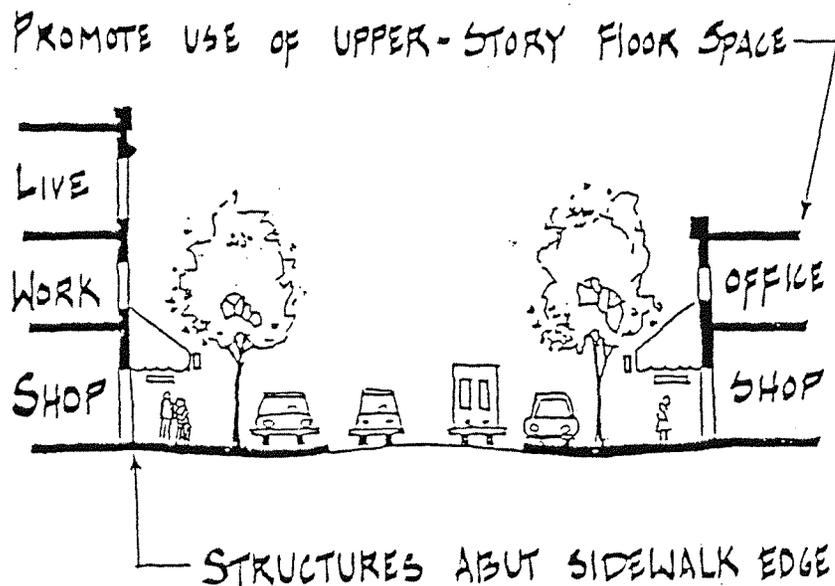
MAJESTIC THEATER: The architectural character of this building, built in 1913, is typical of many older buildings Downtown. Its proposed rehabilitation will strengthen the Downtown's image.

A.2. ENCOURAGE INTENSIVE DEVELOPMENT AND ACTIVITY

The compact and concentrated form of Downtown makes it the urban center of our community. Buildings which abut each other, and high densities of people and activities create this feeling. Utilization of vacant floor area in existing structures can increase the commercial diversity of Downtown. Fully utilizing valuable land for structures in the property-line-to-property-line manner will also reinforce this urban image. Continuous shops and street-level window displays, without blank walls or gaps, provide convenience and variety to shoppers. Also, the numerous community wide events which take place in Downtown stimulate and focus interest in Downtown. The following three guidelines will facilitate and encourage this compactness and concentration of buildings and activities.

GUIDELINES

- A.2.1. **BUILDING UTILIZATION:** A high building occupancy rate should be maintained in the Downtown. Incentives should be developed to encourage use of vacant space, including the under-utilized second-story floors of existing buildings.
- A.2.2. **LAND UTILIZATION:** New development in Downtown Core Area should be constructed to abut adjacent structures and street-side property lines. New buildings in the core area should be multiple-story structures with convenient upper story access to encourage intense activity downtown.
- A.2.3. **SPECIAL EVENTS:** Downtown should be promoted as a place for special commercial, cultural, and civic events.



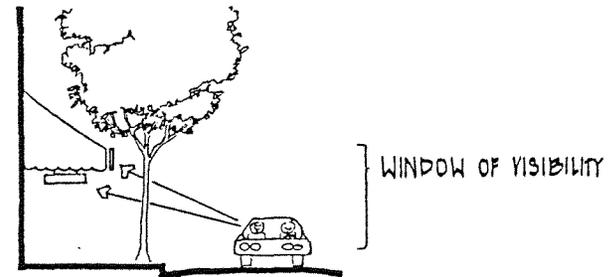
Encourage activity and intensive use of Downtown buildings.

A.3. ENCOURAGE COMMERCIAL VISIBILITY

Storefronts are a significant component of the streetscape. The ability to see the storefronts and the concentration of pedestrian activities is critical to the commercial vitality of Downtown Corvallis. Well designed window displays and attractive, well maintained building facades are wasted where vegetation, utility poles, and other clutter obscure their being viewed. A window of visibility would maintain the motorist's and pedestrian's sight-line of street level activities. Signs can be effectively incorporated into this window of visibility, utilizing the awnings and display windows. Guidelines below are intended to assure commercial visibility and viewing of ground level activities.

GUIDELINES

- A.3.1. **WINDOW OF VISIBILITY:** The window of visibility, as illustrated below, should be maintained to accommodate viewing of the ground level storefronts and activity. Foliage which obstructs this window of visibility should not be permitted.

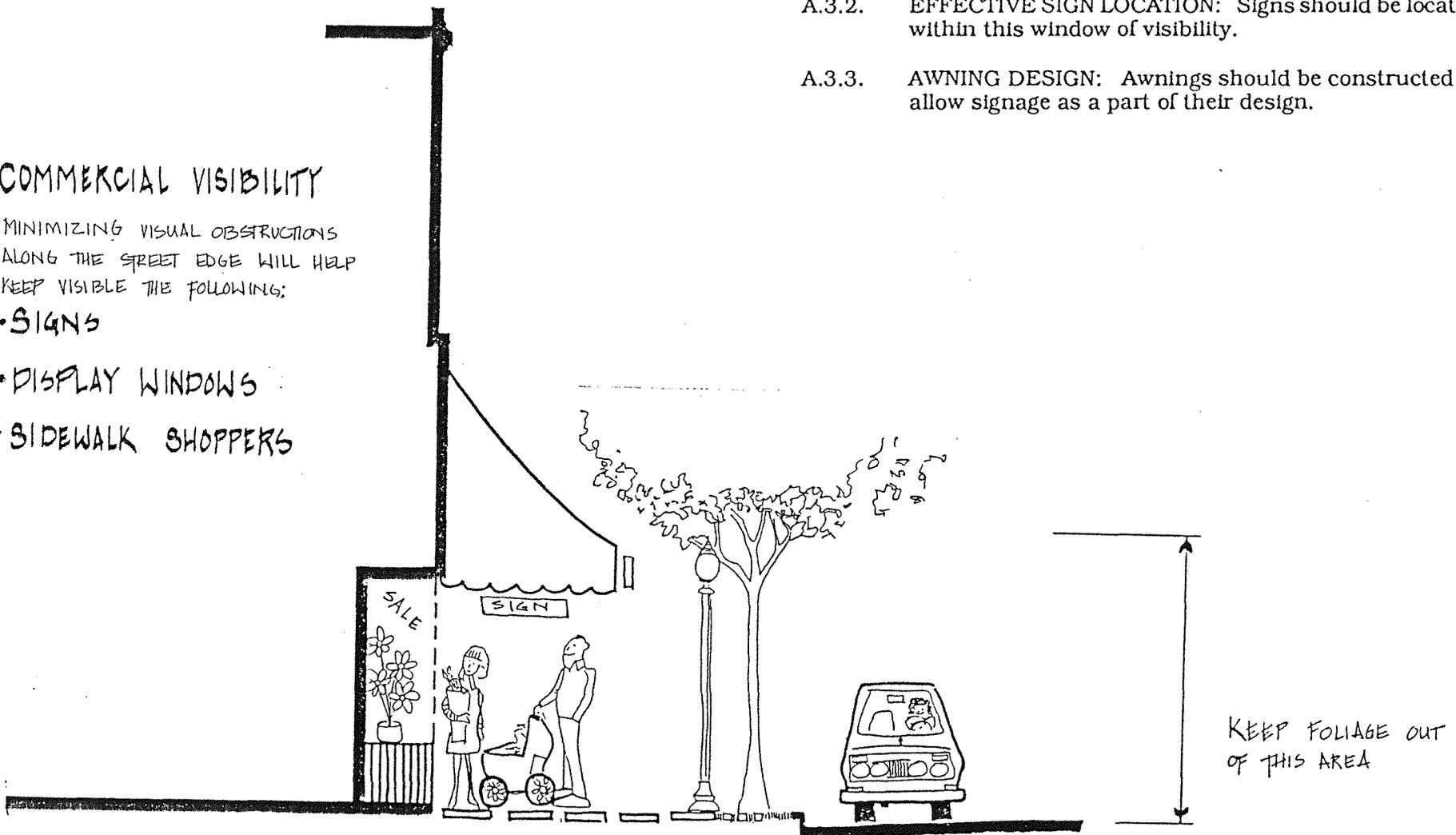


- A.3.2. **EFFECTIVE SIGN LOCATION:** Signs should be located within this window of visibility.
- A.3.3. **AWNING DESIGN:** Awnings should be constructed to allow signage as a part of their design.

COMMERCIAL VISIBILITY

MINIMIZING VISUAL OBSTRUCTIONS
ALONG THE STREET EDGE WILL HELP
KEEP VISIBLE THE FOLLOWING:

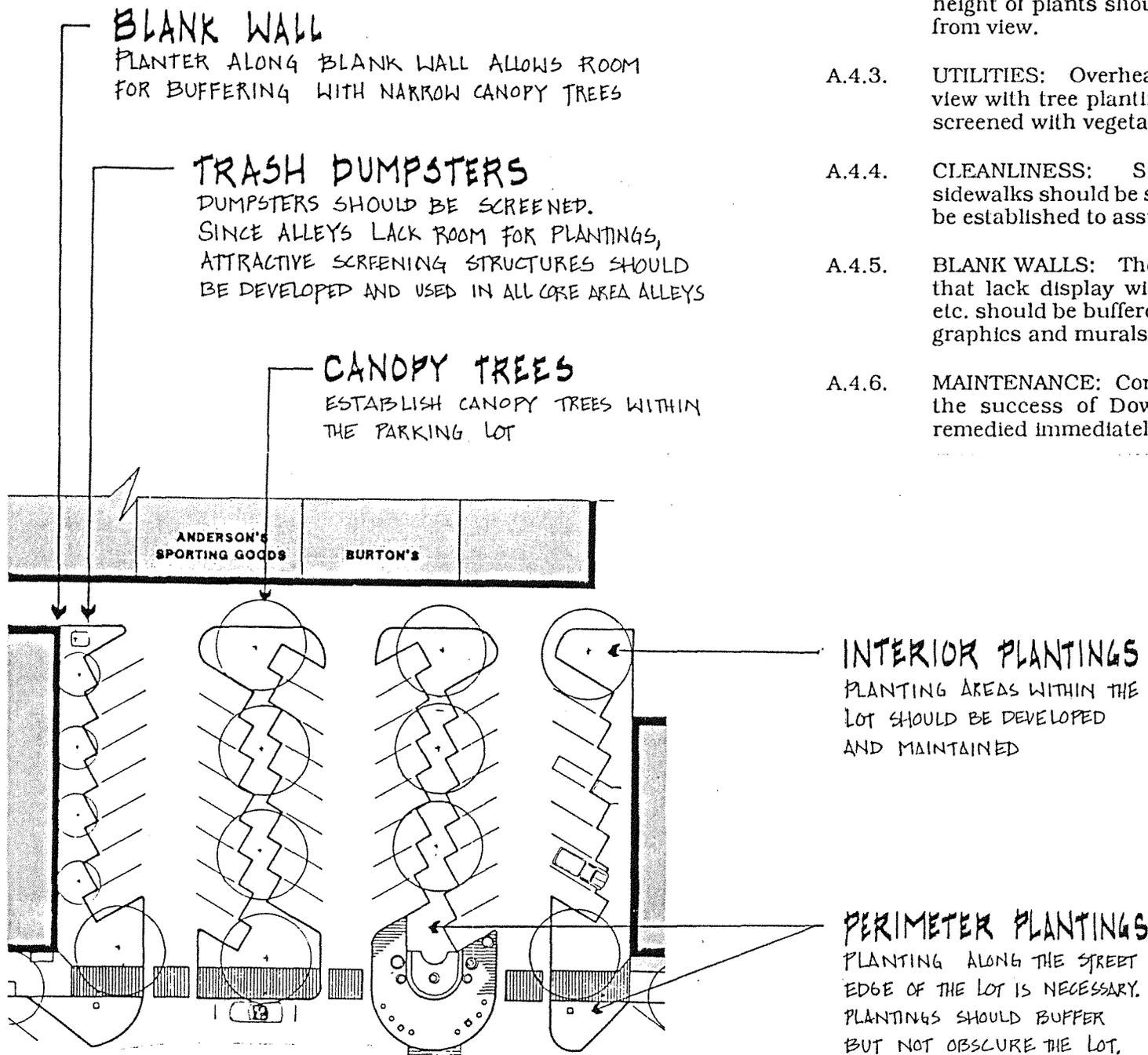
- SIGNS
- DISPLAY WINDOWS
- SIDEWALK SHOPPERS



Encourage commercial visibility of storefronts.

A.4. MITIGATE NEGATIVE IMPACTS

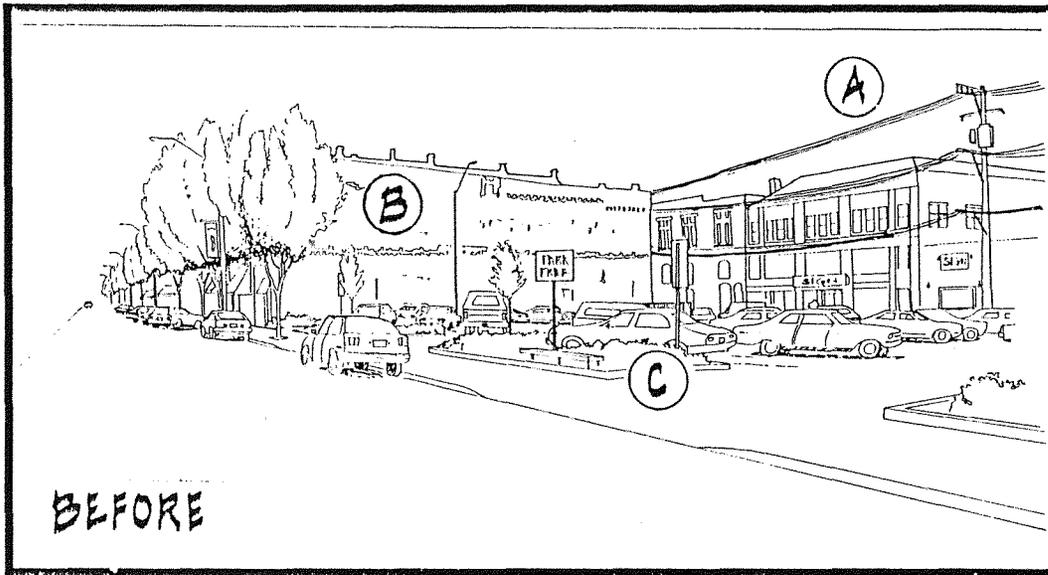
Some elements detract from the visual appearance of Downtown. Utility wires, trash and loading docks areas, backs and sides of buildings that were not intended to be seen from the streets provide a poor view of Downtown. Parking lots without buffering are barren when empty and look cluttered and harsh when full. The negative aspects of these necessary functions should be mitigated or removed. The guidelines address areas of concern.



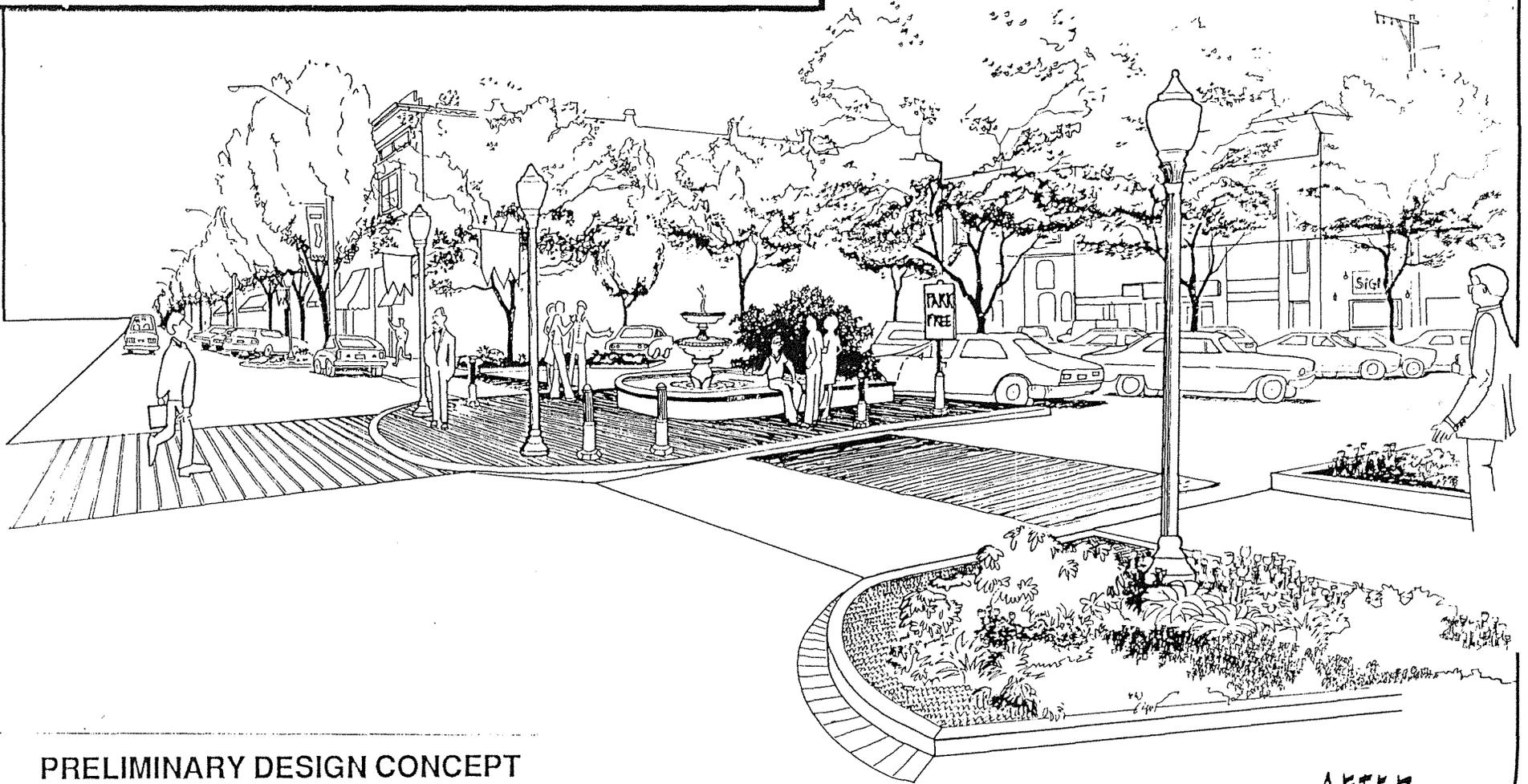
Improve the visual appearance of Downtown parking lots.

GUIDELINES

- A.4.1. **BUILDING REPAIR:** Buildings should be maintained. Programs to assist rehabilitation of buildings and their facades should be developed.
- A.4.2. **PARKING LOTS:** Parking lots should be buffered with vegetation. Buffering should include plantings along the lot boundary and within the lot's interior area. Trees should be located within these planting areas to create a canopy over the parking lot. Plantings should help emphasize entrance and exit points, and the height of plants should not result in screening the lot from view.
- A.4.3. **UTILITIES:** Overhead wires should be screened from view with tree plantings. Trash dumpsters should be screened with vegetation or in an enclosed structure.
- A.4.4. **CLEANLINESS:** Streets, parking lots, alleys, and sidewalks should be safe and clean. Procedures should be established to assure the cleanliness of these areas.
- A.4.5. **BLANK WALLS:** The rear and side walls of buildings that lack display windows, doors, offsets, gargoyles, etc. should be buffered with vegetation or enhanced by graphics and murals.
- A.4.6. **MAINTENANCE:** Consistent maintenance is critical to the success of Downtown. Vandalism should be remedied immediately.



BEFORE



PRELIMINARY DESIGN CONCEPT

AFTER

PARKING LOT/STREETScape CASE STUDY: 2nd Street near Majestic Theater. This drawing illustrates some measures that may be used to reduce negative visual impacts often found in parking lots. Enhancement measures include (A) Screening utility wires from street view with trees; (B) Buffering the impact of a blank wall with plantings; and (C) Screening parked vehicles from view with low shrubs and plantings.

B. ENCOURAGE PEDESTRIAN ACTIVITY

The original structure of most downtowns served pedestrians well. The concentration of mixed uses fostered doing business on foot. Multi-level buildings, with narrow frontages, abutted each other and eliminated the need to walk long distances. They were designed to be interesting to pedestrians and reflect human scale. Residences were located above the businesses or within easy walking distance. Sidewalks kept pedestrians out of the mud and traffic. Window displays were directed at the pedestrian. The downtown was visibly the center and hub of a community.

The focus on downtowns as the center of a community and the accompanying focus on pedestrians has diminished over the years. The rising significance of the automobile and freedom of movement contributed to the decentralization of commerce and services. As downtown businesses began to cater to drivers, buildings were razed to provide parking lots. Intricate architectural features and furnishings were removed or ignored in favor of simpler styles understandable by the faster moving motorists. Downtown Corvallis has not been immune to these changes.



EARLY DEVELOPMENT PATTERN
COMPACT, NARROW FRONTAGE PATTERN WHICH
ENCOURAGES PEDESTRIAN ACTIVITY

VERSUS



RECENT DEVELOPMENT PATTERN
SPREAD OUT PATTERN WHICH RESPONDS TO
VEHICULAR NEEDS AND NOT TO PEDESTRIAN NEEDS.

To maintain Downtown as the commercial center of our community, both the motorist and the pedestrian must be accommodated. This section of the plan, however, is focused on keeping the pedestrian excited about Downtown. Section D will address the motorists' needs.

One way to better accommodate foot traffic in an Oregon downtown is to keep people dry as they walk from one store to another. In addition, the visual interest of Downtown should be enhanced using patterns of intricate architectural details and street furnishings. Window shopping, chance encounters, participation in activities, and people watching should be provided for and encouraged.

Use of the guidelines below will reinforce and strengthen pedestrian activities.

TO SERVE THE PEDESTRIAN:

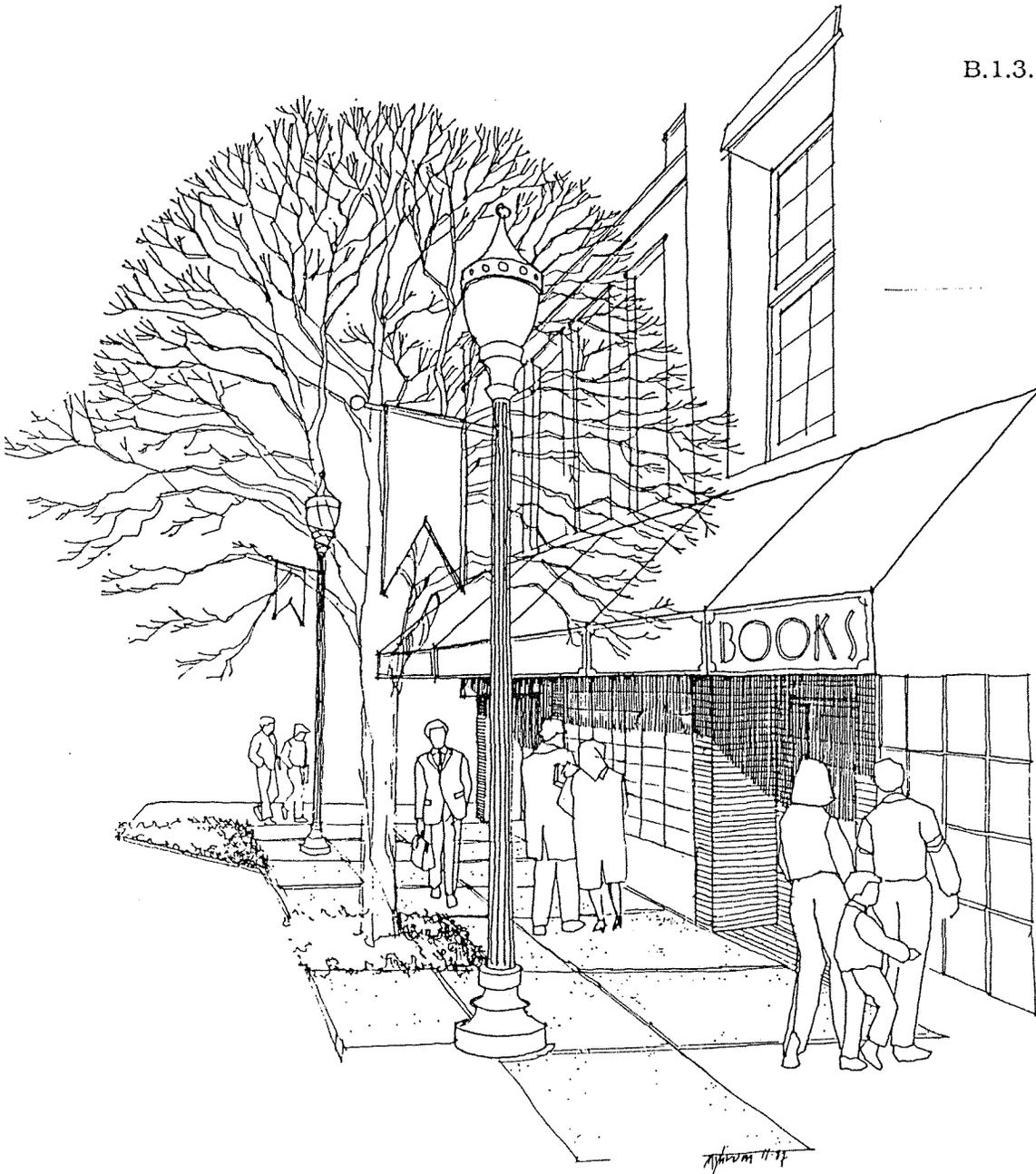
- 1. Provide Weather Protection**
- 2. Increase Visual Interest**
- 3. Develop Appropriate Places**

B.1. PROVIDE WEATHER PROTECTION

Corvallis receives an average rainfall of 45 inches per year. To experience the life of Downtown throughout the year and to facilitate a one-stop shopping experience, continuous weather protection should be constructed. People leaving one store should be able to access others without getting drenched. The guidelines below provide a policy framework for an implementation program on weather protection. This future program will be added to Part II of the Streetscape Plan.

GUIDELINES

- B.1.1. **CONTINUOUS PROTECTION:** Awnings and other weather protection structures should be provided along pedestrian walkways through the Downtown Core Area. Weather protection structures (i.e. awnings, marquees, etc.) should be coordinated to provide continuous protection from inclement weather (see Part II for "Weather Protection Plan").
- B.1.2. **NEW CONSTRUCTION:** New buildings in Downtown should be constructed to abut the sidewalk edge, or otherwise be designed to provide weather protection continuous with the weather protection on abutting properties.
- B.1.3. **AWNING DESIGN:** Design information for awnings should be compiled and made available to merchants and property owners to help avoid tree maintenance problems, provide visible sign locations, and insure adequate cover from the weather (Ref. A.3.1.).

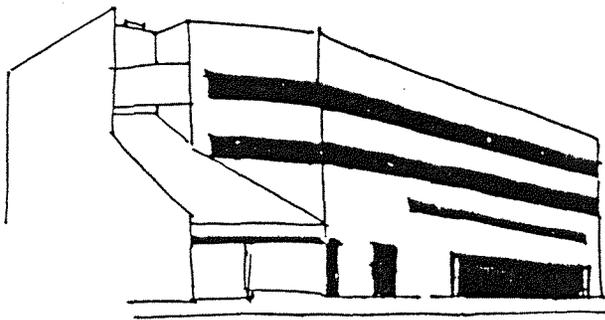


CONTINUOUS WEATHER PROTECTION. Awnings covering the pedestrian pathways encourage people to shop Downtown, even in inclement weather.

B.2. INCREASE VISUAL INTEREST

Pedestrian interest is maintained by variety and detail in the structural environment, as well as through seasonal changes and promotional events. The human eye visually encompasses about three objects every second. A driver traveling at 25 mph passes a 30-foot wide shop in slightly less than one second, distinguishing two or three objects. On the other hand, a pedestrian traveling at 3 mph can distinguish and comprehend 21 different objects in the same 30 feet.

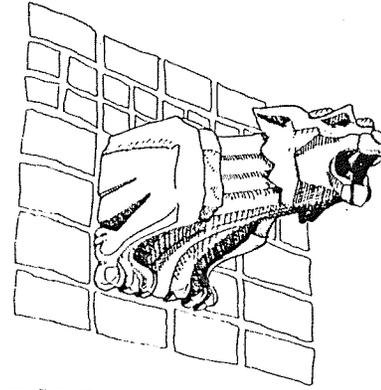
Over the last 40 years, building and street design has been simplified in part as a response to the driver's capacity to observe. Bold, straightforward design statements became the norm. Wide, smooth, undecorated buildings with their large, simple signs began to replace the older narrow-fronted, intricate buildings of a city.



Note the wide frontage and bold simple design of the newest structure compared to the more complex image of the older structure.

The intricacy of the older Downtown structures provided charm and interest for the slower paced pedestrians. Light poles, clocks, facades, and other streetscape features were each built by joining many smaller components of building materials. For example, building walls were built of small bricks or stones, joined together to create recesses, cornices, and window trims. Street lamp fixtures were constructed of several molded or sculpted pieces.

Sometimes decorative elements, like gargoyles and bas relief carvings, were added strictly for aesthetic appeal. Variety was partially a by-product of the artisan assembling the small pieces of metal, stone, brick, glass, and wood into intricate streetscape furnishings and building facades.



GARGOYLE. Found on the Post Office, located at 311 SW 2nd St. Built in 1931, this building is one of the best examples in the area of the Half-Modern architectural style.

Variety carried to an extreme, however, creates the feeling of clutter. Multiple styles of windows and cornice details on the same building are confusing. The use of modern construction materials on the ground floor conflicts with a traditional styled second story. A red, wooden trash receptacle on one corner, a galvanized metal one on another and a gray concrete one on the next provides variety, but no sense of unity. This feeling of clutter can be avoided by unifying the various components of a streetscape into a pattern. Just as a building has a consistent style of window treatment to maintain design integrity, a streetscape can use a consistent style of street furnishings to provide continuity throughout the Downtown.

In Downtown Corvallis, continuity has been achieved by repeating the patterns of one building in the adjoining building. Buildings have been harmoniously joined by aligning the 1st and 2nd story cornice of one building with the cornice of an adjacent building. Builders would often extend the same window style or roofline to adjacent facades, as shown in the illustration on the next page.

This principle of patterns may also be used to unify the entire streetscape. By repeating the lines of adjacent structures, a style of street light fixture, tree planting frequency, type of bench or trash receptacle, we may unify the various large-scale components of Downtown.

In addition to intricacy and pattern, special and seasonal events are opportunities to provide dynamic change in the Downtown environment. People like watching the activities of others and noting the changes that occur. Movement of people, seasonal changes in vegetation, changing display windows, and a variety of promotional events are examples of special and seasonal events which provide interest.

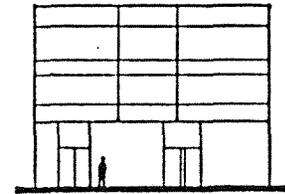
The following guidelines on intricacy, patterns, variation, and special and seasonal events will direct efforts to create an inviting and exciting environment for the pedestrian.

GUIDELINES

- B.2.1. **INTRICACY:** Building facades, sidewalks, benches and other physical objects in the streetscape should be comprised of small, visible pieces or components. Unique features such as intricate clocks, art work, water features, kiosks, and historical markers should be encouraged.
- B.2.2. **PATTERNS:** Intricate elements should be united by a pattern to avoid clutter. Visible patterns should be used to unify the component part of an object. Patterns should also be used to unify the object with other objects in the streetscape.
- B.2.3. **VARIATION:** Variation in a pattern of paving, building facade elements, or other objects should be used to express the unique character of a business. Individual shop owners are encouraged to utilize distinctive paving patterns to draw attention to their entries and to use special window and door treatments, distinctive color patterns, creative awnings, and other special treatments to provide visual interest. These variations should not overwhelm the pattern.

SIMPLE FACADE:

- FEW COMPONENTS, BOLD SCALE
- PROVIDES ADEQUATE INTEREST FOR DRIVERS AT HIGH SPEEDS

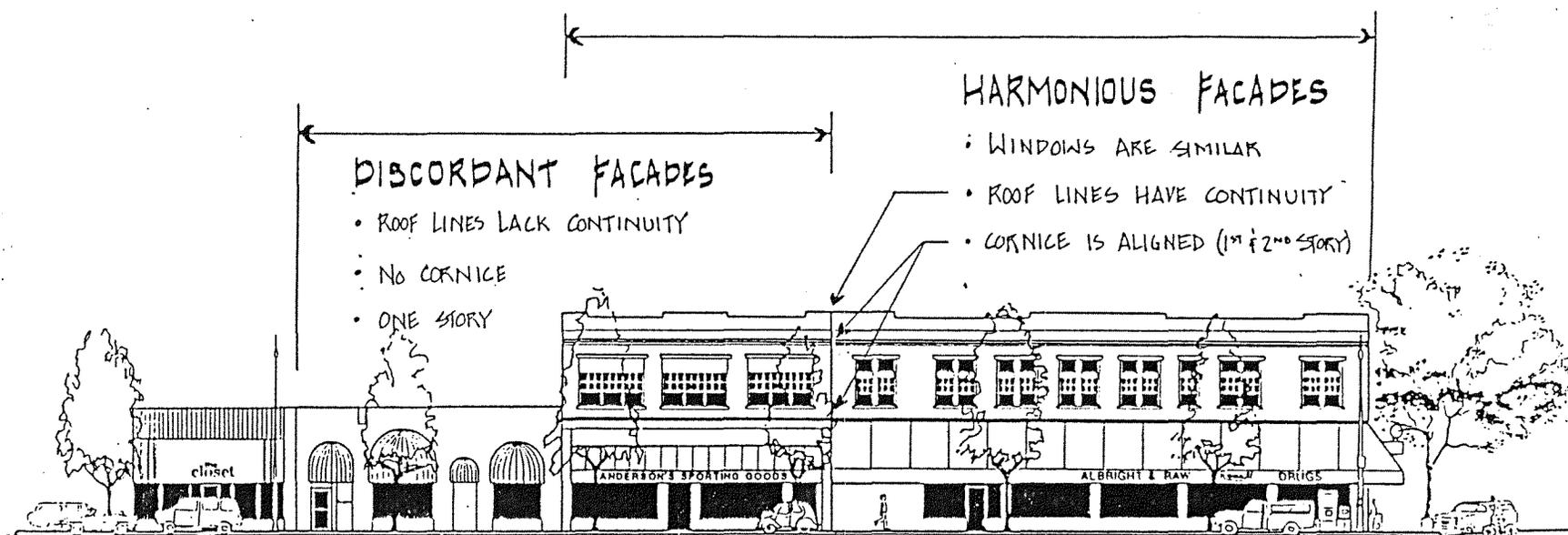


INTRICATE FACADE:

- MANY COMPONENTS
- PROVIDES HIGH PEDESTRIAN INTEREST



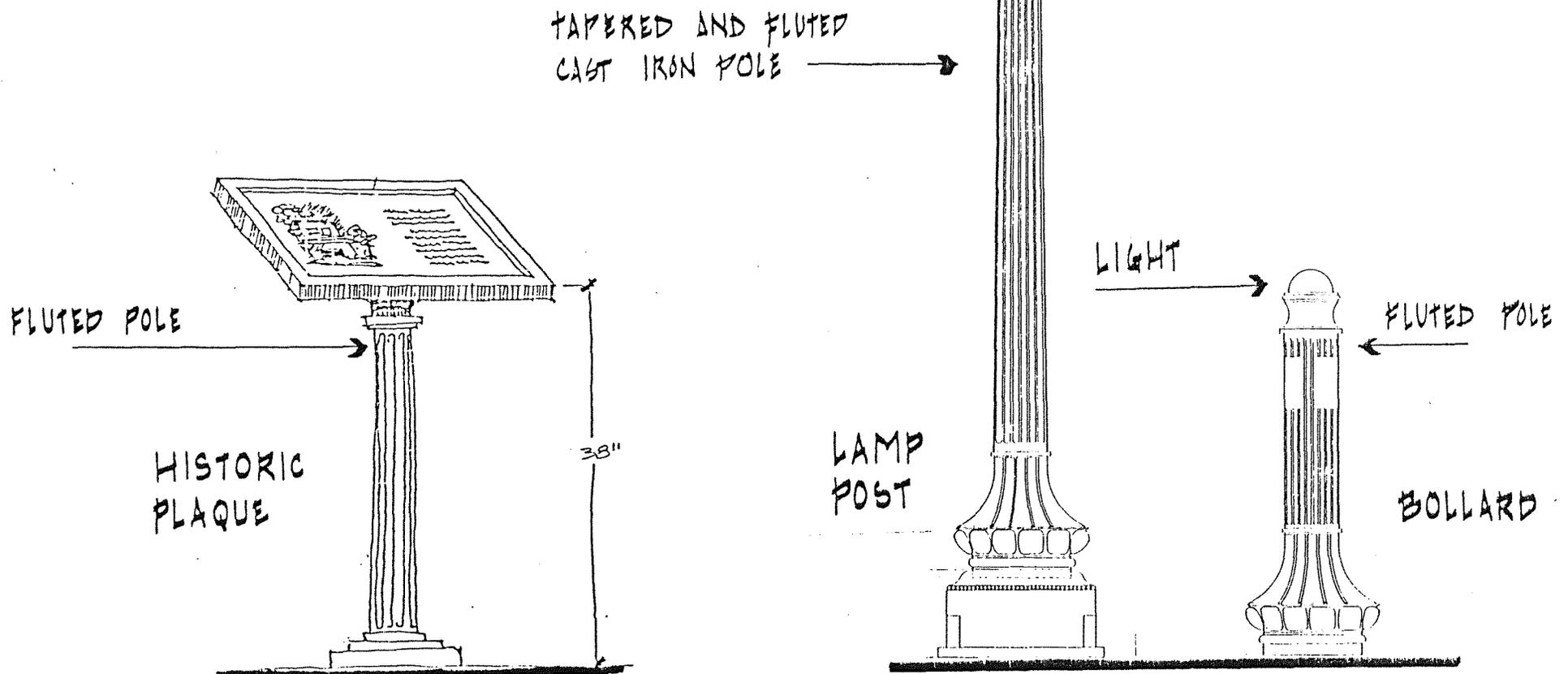
INTRICACY EXAMPLE: Intricacy on building facades creates visual interest for the pedestrian.



PATTERN EXAMPLE: Repeating elements can link together distinct parts into a harmonious whole.

B.2.4. UNIFYING ELEMENTS: To unify the variety of elements in the downtown and avoid clutter, a distinctive pattern should be established. A pattern is achieved by repetition. Examples are indicated in the following:

- * STREET FURNISHINGS: Lamp posts, historic plaques, bollards, other street furnishings, such as clocks, parking lot signs, and directional signs should incorporate similar materials, colors, and details. Upright supports or poles should use the fluted column style where appropriate.
- * WALKWAY PAVEMENT: A textured walkway pattern shall be repeated throughout the Downtown Core Area. Variation of the pattern should be used to emphasize store entries, however, the pattern shall remain dominant.

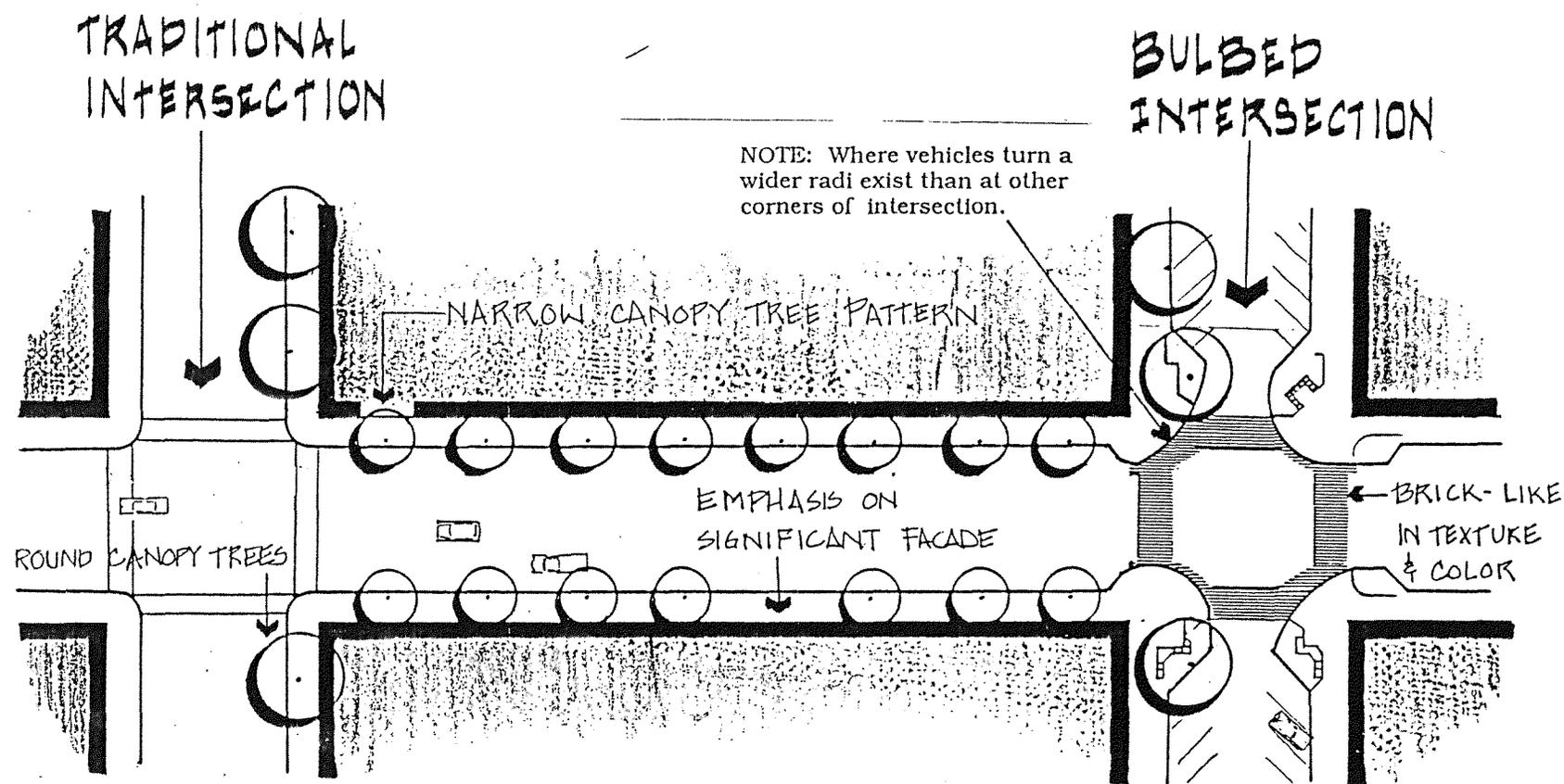


STREET FURNISHINGS: Fluted and tapered columns form a unifying design feature on the vertical portions of street furniture. This style of street fixture, prevalent in earlier times in Corvallis, was selected to complement the architectural buildings which remain from that time.

- * **BUILDING FACADES:** When in-filling between existing buildings, the architectural lines of existing facades should be repeated.
- * **INTERSECTIONS:** Intersections in the Downtown Core Area should be bulbed, with red Bominite crosswalk treatment similar to those existing on Madison Avenue.
- * **TREES:** Trees should be planted at a rhythmic frequency. Breaks in the tree pattern should only occur to emphasize intersections and visually significant FEATURES, ~~Tree Management Program Policy 7.4~~. A specific style of tree grate should be used throughout Downtown.

B.2.5. **STREET CLUTTER:** Where lamp posts, utility poles and traffic lights, trash receptacles, traffic signs, letter boxes, news stands and other street furnishings do not reflect the unified design theme or pattern, efforts should be made to replace them with furnishings consistent with the styles noted in B.2.5. Where this is not feasible, efforts should be made to consolidate and reduce the number of these items.

B.2.6. **EVENTS:** Special and seasonal events should be used as opportunities to enhance the visual interest in Downtown. The installation of flower baskets and planters, planting of deciduous trees and shrubs, hanging banners from light poles, and frequent changes in window displays should be encouraged.



BULBED INTERSECTION: Narrowing the street width at intersections provides additional spaces for pedestrian uses. The use of textured and colored street pavers in the crosswalks alerts drivers to pedestrian crossings, provides visual interest, and helps establish a unique identity for Downtown.

B.3. DEVELOP PEDESTRIAN SPACES

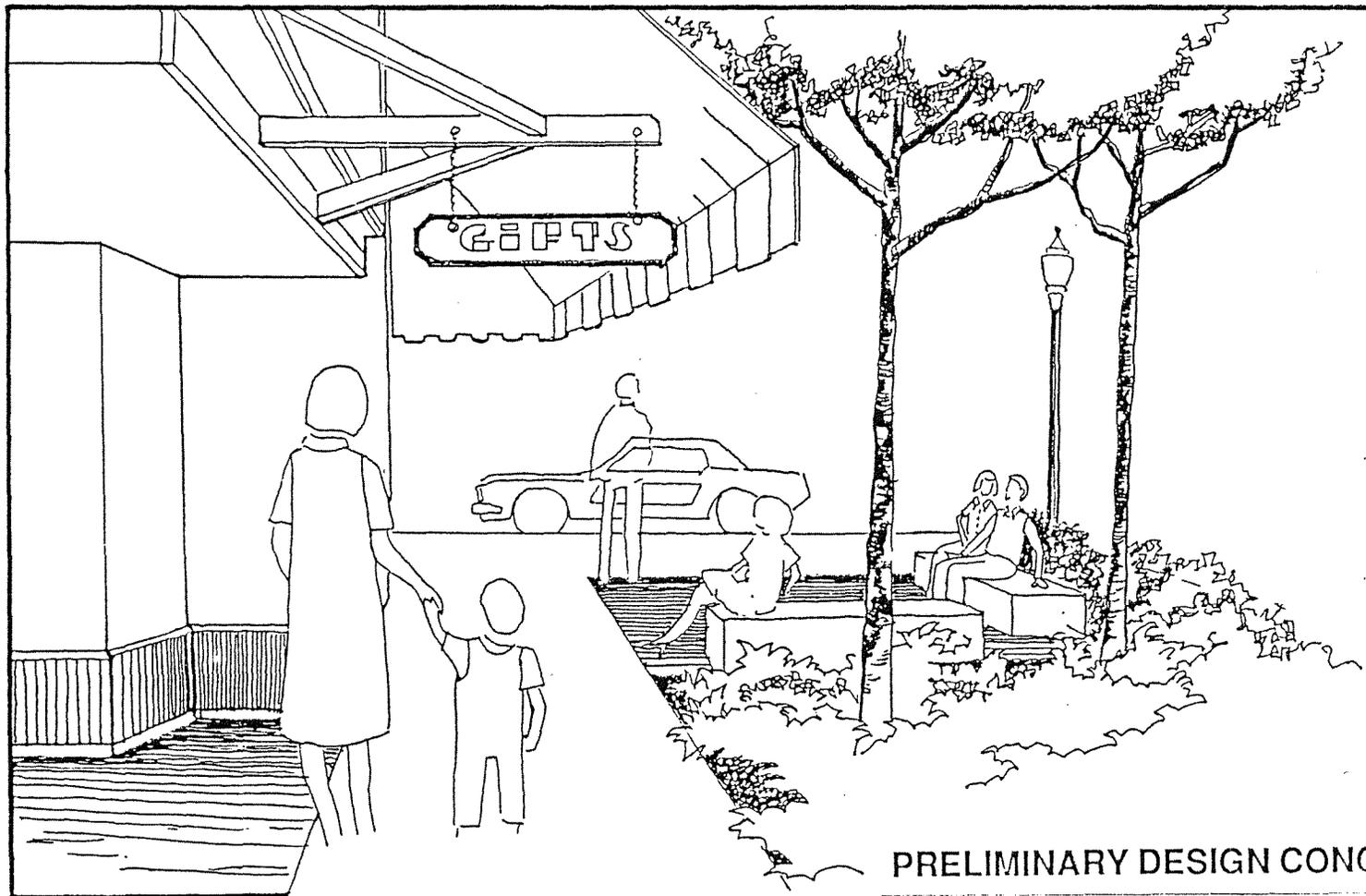
Comfortable pedestrian spaces should be developed to encourage desirable street activity. These spaces are more than areas between buildings. They are really outdoor rooms with floors (sidewalks and roadways), ceilings (awnings and trees), walls (building walls or rows of street trees), and furniture (benches, street lamps, planters). To be useful and comfortable, the boundaries and qualities of these outdoor rooms need the same attention given to interior spaces. If well planned, the outdoor places will attract customers to Downtown and increase the diversity of interesting activities.

The following guidelines suggest the kinds of spaces that should be provided and enhanced. While Guideline B.2.5. addresses the style of street furnishings, the following guidelines suggest the types of furnishings needed in the pedestrian spaces.

GUIDELINES

B.3.1. SPACES NEEDED FOR PEDESTRIAN ACTIVITIES: Spaces should be improved and developed for a variety of activities in Downtown, including the following:

- * Retail promotional activities such as "Crazy Days", and the "Moonlight Madness Sale"
- * Outdoor eating (i.e. sidewalk cafes)
- * Festival gatherings, concerts and other cultural events
- * Art and craft shows
- * Kids play and child care
- * Musicians and other entertainment
- * Street vending
- * Chance encounters
- * Sitting, talking, and people watching



PRELIMINARY DESIGN CONCEPT

PEDESTRIAN SPACES: Pedestrian places on the street need to be well defined so people feel safe and comfortable. Special attention should be given to creating the appropriate sense of enclosure and to using furnishings which are functional and attractive.

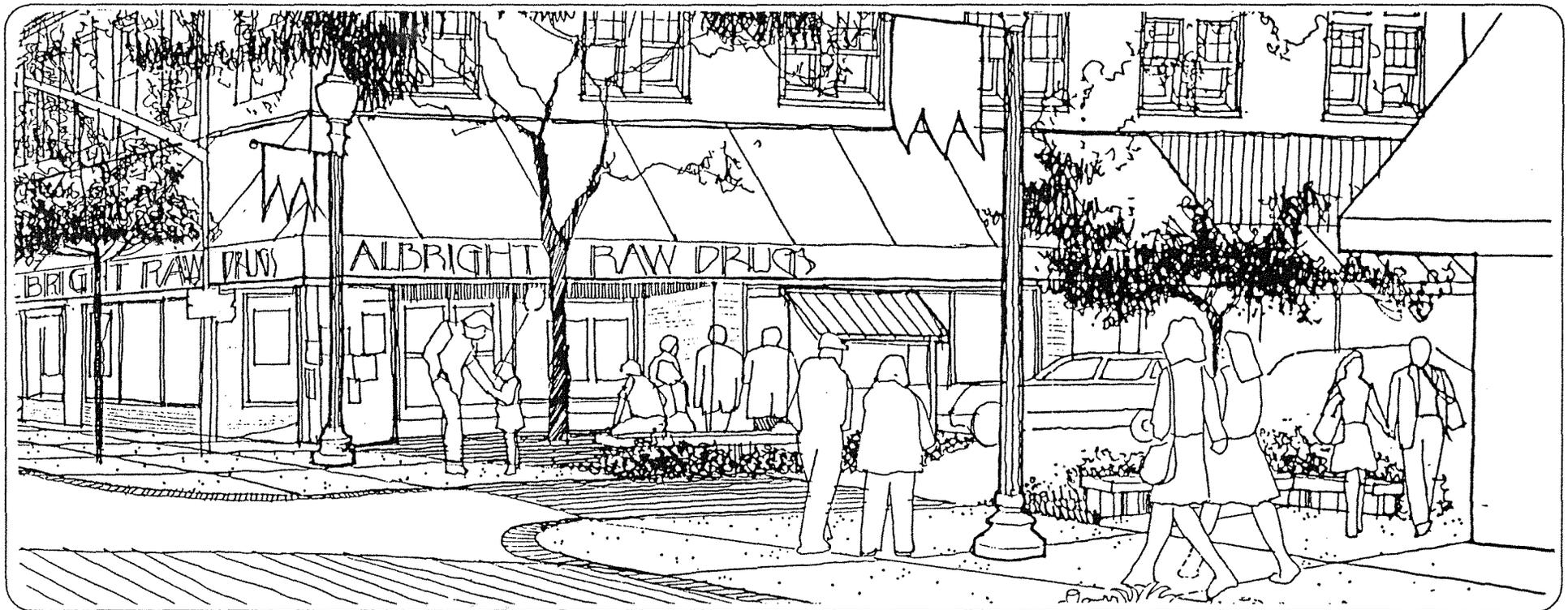
B.3.2. **SITTING/WATCHING AREAS:** The following should be considered when developing sitting and watching areas for pedestrians:

- * **LOCATION:** Sitting areas should be located near intersections and oriented so people can watch the activity of other people. People watching and being near the action are major requirements of a good sitting area.
- * **WALLS:** When benches must face away from high traffic areas, significant separation and/or a constructed or vegetative wall should be provided between sitter and traffic to provide a sense of security and safety.

- * **FLOORS AND FLOOR AREA:** Ground surfaces should be textured to define the floor of sitting and watching areas.

- * **CEILINGS:** Pedestrian spaces should be defined by a variety of overhead treatments, including awnings, tree canopies, and open sky.

- * **SITTING ARRANGEMENT:** Some sitting areas should be provided in "L" shapes to facilitate conversation. Steps and ledges, such as those around planters and fountains, should be considered as potential sitting places.



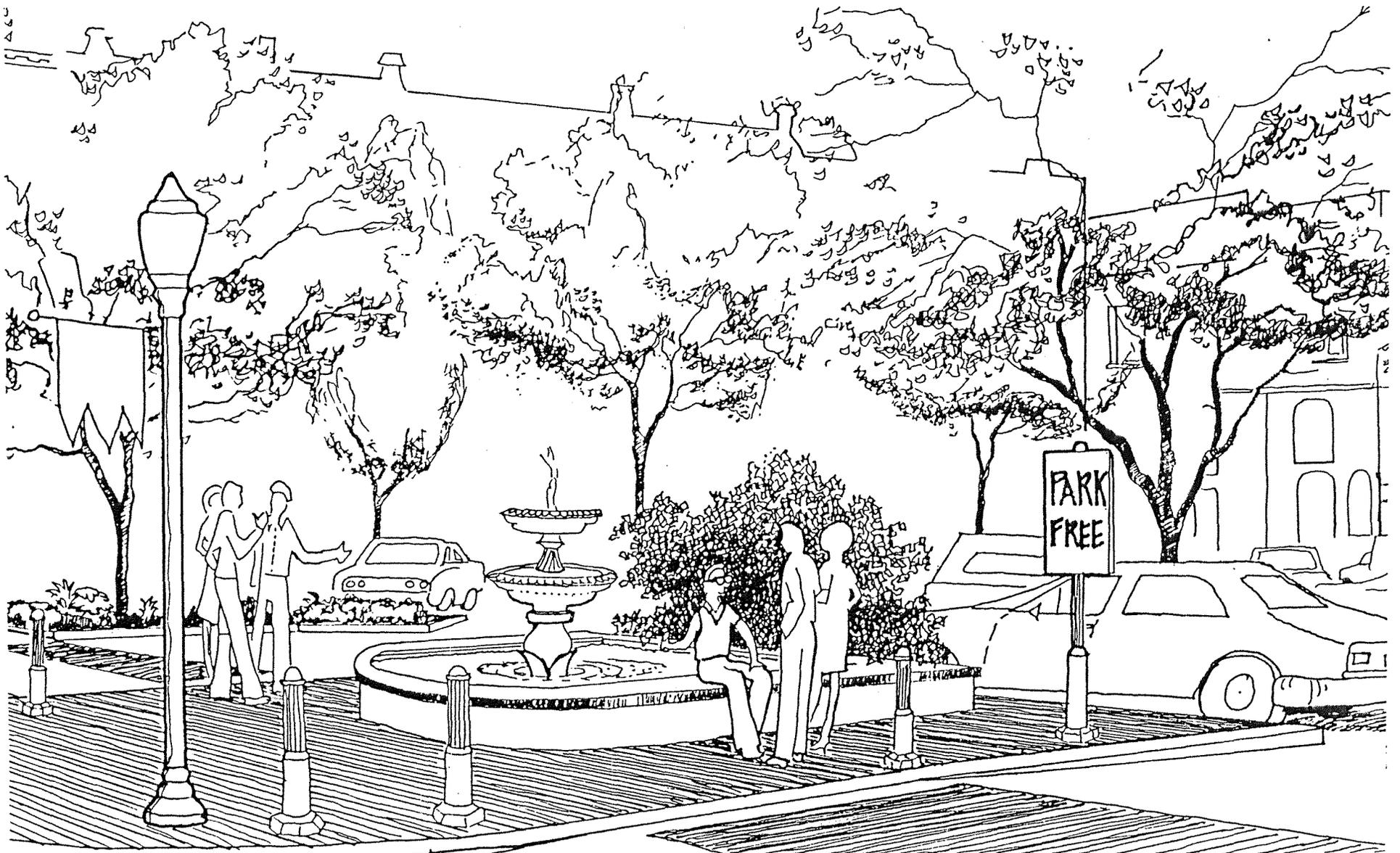
PRELIMINARY DESIGN CONCEPT

PEDESTRIAN SITTING/WATCHING AREA. Street furniture such as benches and low planters provide attractive resting and gathering places for shoppers. They are near the action and activity, yet safely separated from vehicular traffic.

B.3.3. REFUGE FROM VEHICLES: Design of pedestrian spaces should physically separate the pedestrian from traffic and minimize the negative effects of vehicle speed, size, and noise. Pedestrians should feel safe. The following items should be considered.

- * Regional truck traffic should be removed from the Downtown core area.
- * Signage and other traffic control techniques should effectively limit traffic to 25 mph maximum speed.

- * Bulbed intersections should be used to shorten crosswalk distances and to permit the use of planters to increase pedestrian separation from traffic.
- * Since crosswalks at the same level as the sidewalk are more comfortable for pedestrians, at-grade crosswalks should be encouraged. However, special protection should be provided where curbs are removed. The use of bollards, planters, changes in surface color and texture are recommended.
- * Parked vehicles, street trees, and planters should be used to separate traffic and pedestrians.



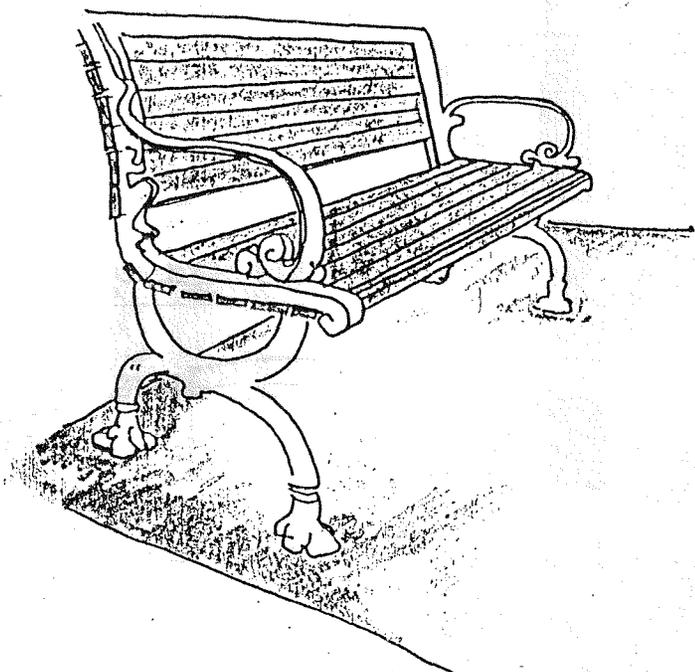
REFUGE FROM VEHICLES: This pedestrian space is protected from vehicles by bollards and the parking lot by planters. The special surface texture emphasizes the distinction between the pedestrian and vehicle spaces.

PRELIMINARY DESIGN CONCEPT

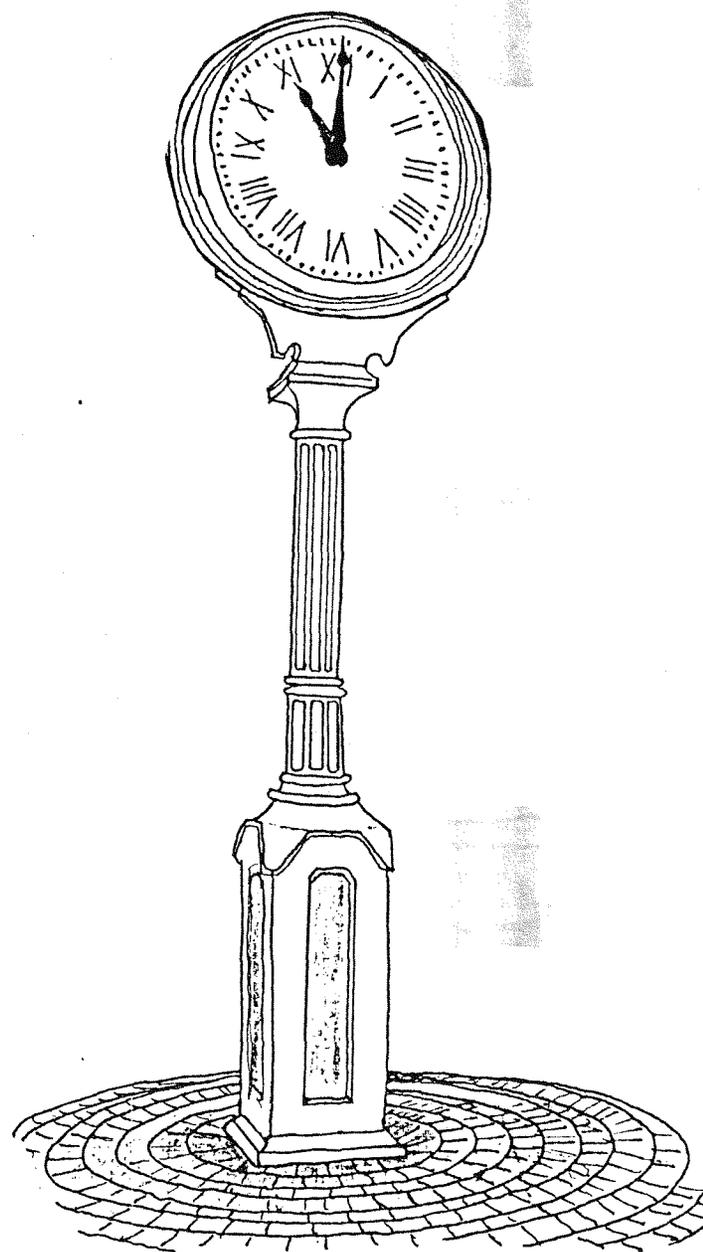
B.3.4. **LIGHT:** Window displays, awnings, sidewalks, and architectural features should be well lit to maintain commercial appeal. Lamp posts should be used for hanging bright and colorful banners, as they permit night viewing.

B.3.5. **FURNISHINGS:** Pedestrian spaces should be furnished with a variety of attractive and functional objects. These may include:

- * Ledges and benches for sitting
- * Water, trees, flowers, and banners
- * Phone booths and kiosks
- * Focal point items, such as an old styled, intricate clock
- * Sculptures, wall murals, and other permanent art
- * Historic plaques



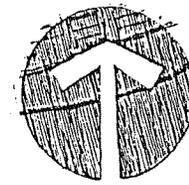
PARK BENCH. This distinctive style park bench may be used to complement and enhance the architectural quality of some Downtown sites. This style bench is found at the Courthouse, and in Central Park.



CLOCK. Street furnishings can be visually appealing as well as functional. An intricate, old-styled clock can become a focus of interest in the streetscape.

C. ENHANCE DOWNTOWN ENTRIES

Downtown Corvallis has numerous vehicle and pedestrian entries that warrant enhancement. Those located on heavily travelled streets or at the junctions of major highways are the most obvious and should receive the most attention. The map below identifies several of the most prominent entries to Downtown.



CITY ENTRY



PRIMARY DOWNTOWN ENTRY



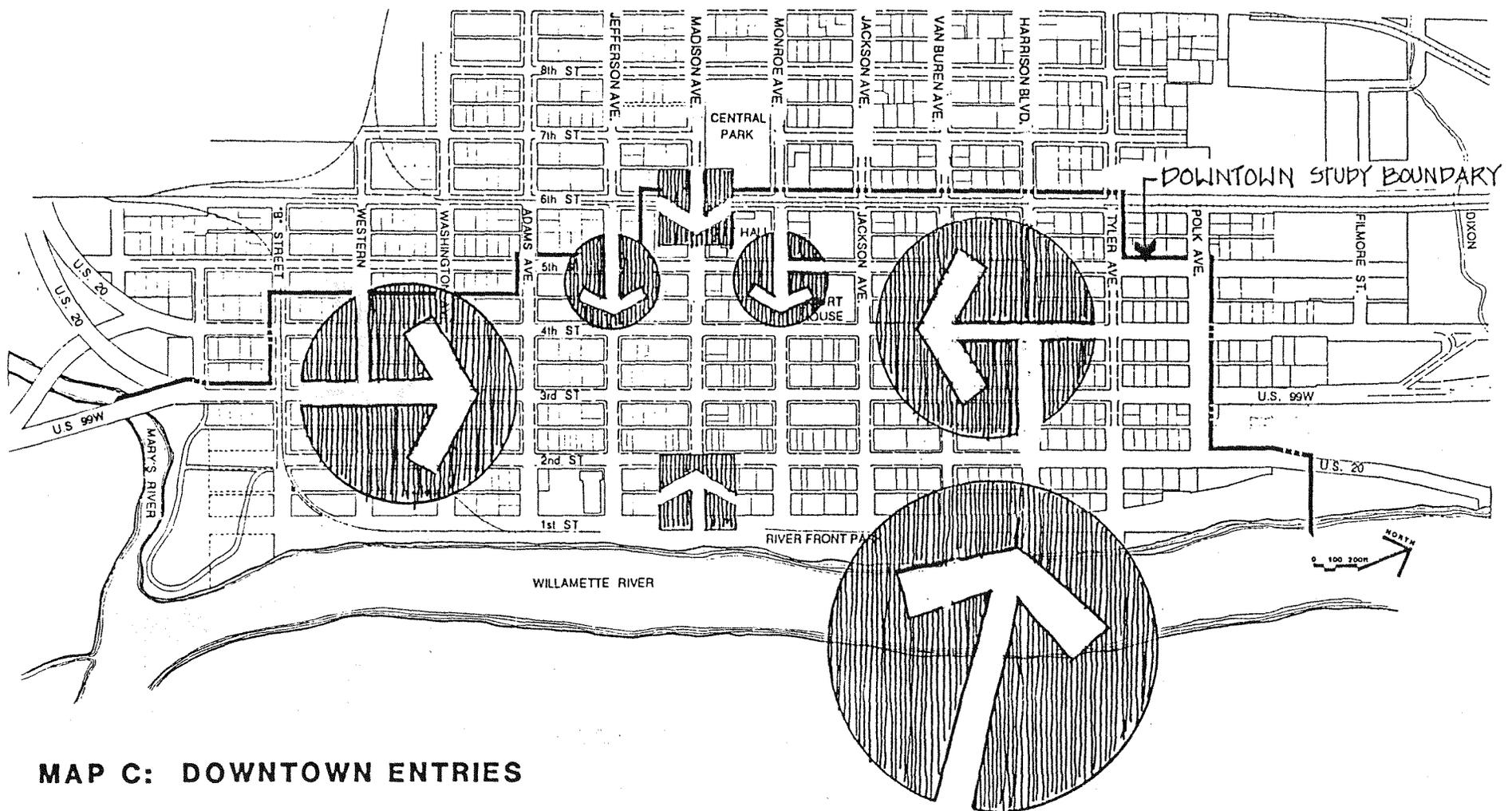
SECONDARY DOWNTOWN ENTRY



BIKE AND PEDESTRIAN ENTRY



STUDY AREA BOUNDARY



MAP C: DOWNTOWN ENTRIES



ENTRY CASE STUDY AT INTERSECTION of 4th Street and Harrison Boulevard. This is a critical entry to Downtown and one of the first impressions visitors have of Corvallis. The perspective drawing illustrates how streetscape elements can be used to create an attractive Downtown entry. The reduction of hard surfacing, changes of pavement pattern, and street trees improve the quality of Harrison Boulevard. The turn onto 4th Street is emphasized with a left lane closure and a sign plaza which directs people into the Downtown.

Entries, as first impressions, contribute significantly to the image of Downtown. Though simple and obvious, the concept of an entry is often ignored. In such cases, people can feel as if they've been thrust into a community without a sense of arriving. To generate a warm welcome, Downtown requires an entrance that will focus one's attention, mark the change between that which is outside and inside, and suggest the tempting experience to come.

An outdoor entry is similar to a building's entry. In both, the entry experience consists of three parts: an approach, the threshold, and the foyer.

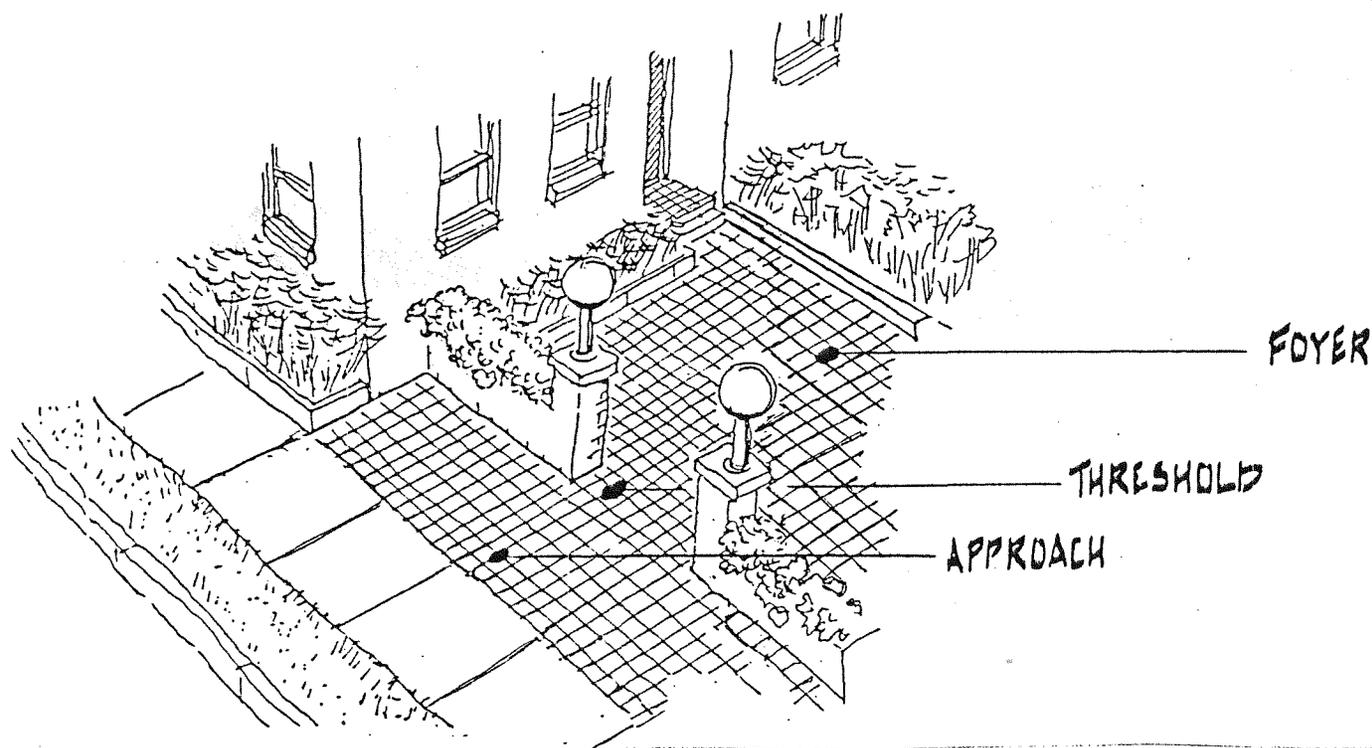
The purpose of an approach is to focus one's attention on the threshold. It should be inviting, drawing one toward the threshold. It should also provide a distinctive character so changes at the threshold are noticeable.

The threshold is the transition from one kind of experience to another. Like the door in a home, the threshold marks the point between inside and outside. Unlike a home, a downtown threshold is not usually located between a vast outside and a tight interior space. Special techniques must be utilized in the street treatment to establish a noticeable threshold in a downtown.

The foyer works like the entry hall in a home. It suggests the styles and themes inside and draws one toward the heart of the home. The same principles apply to a foyer for the Downtown. It should utilize the repeated elements found elsewhere in Downtown and provide an obvious linkage to the core area.

TO STRENGTHEN AN ENTRY:

1. Improve the Approach
2. Accent the Threshold
3. Connect Entry to Core (Foyer)



ENTRY EXAMPLE: At the threshold, movement is funneled to a narrow opening and the point of entry is identified by passing between two focal features which clearly identify the entry portal.

THE FOYER

ESTABLISH NARROW CANOPY TREES TYPICAL OF NORTH/SOUTH STREET TREES IN THE DOWNTOWN CORE (ALSO - USE TREE GRATES AS PER DOWNTOWN CORE AREA)

CONTINUE USE OF STREET LAMPS AS SPECIFIED FOR DOWNTOWN CORE AREA

THE THRESHOLD

ESTABLISHES "WELCOME TO DOWNTOWN" SIGN IN DRAMATIC SETTING

STREET WIDTH IS NARROWED BY ADDING PLANTING AREAS & EXPANDING SIDEWALKS

THE TEXTURED, COLORED SIDEWALK TREATMENT, THE LIGHT POLES, & OTHER FURNISHINGS USE DOWNTOWN, ARE INTRODUCED AS FOCAL ELEMENTS TO ACCENTUATE THE THRESHOLD

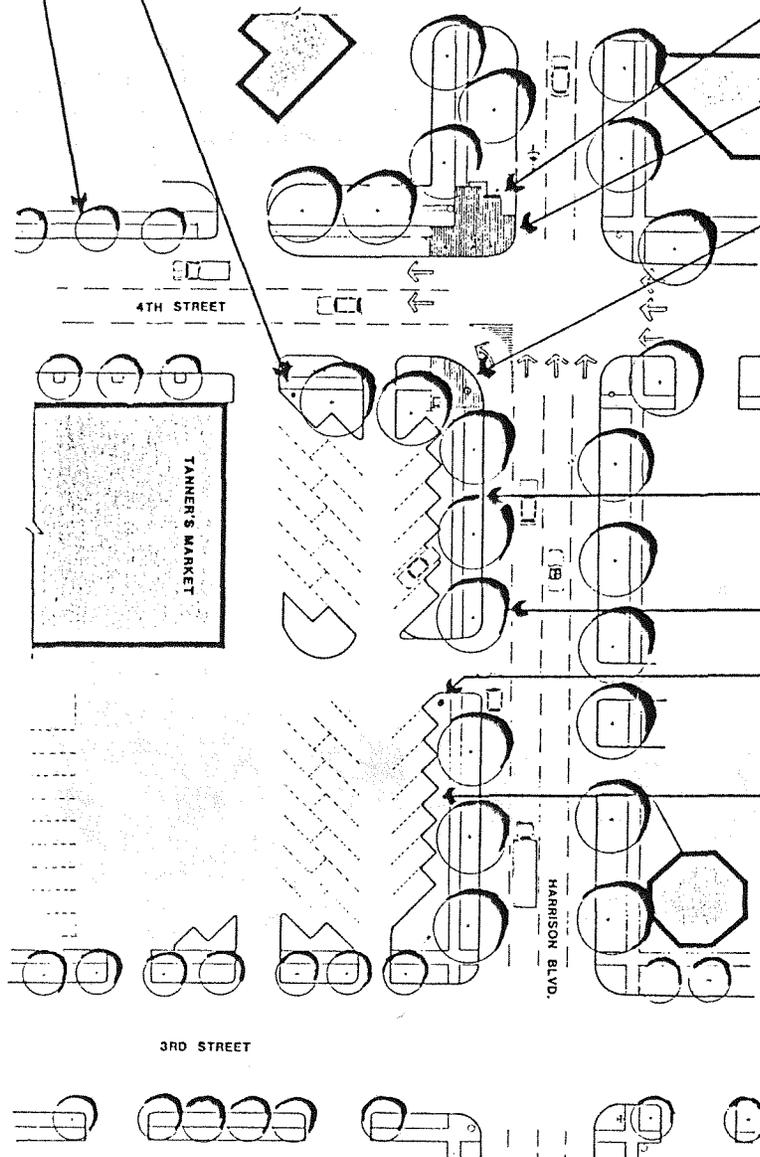
THE APPROACH

REPLACE UNNECESSARY HARD SURFACES WITH A LANDSCAPE GROUNDCOVER

ESTABLISH WIDE CANOPY TREE PATTERN

REDUCE CLUTTER BY REMOVING OR SCREENING POWER POLES AND OVERHEAD LINES

SCREEN PARKING LOTS BY ADDING PLANTING BUFFER



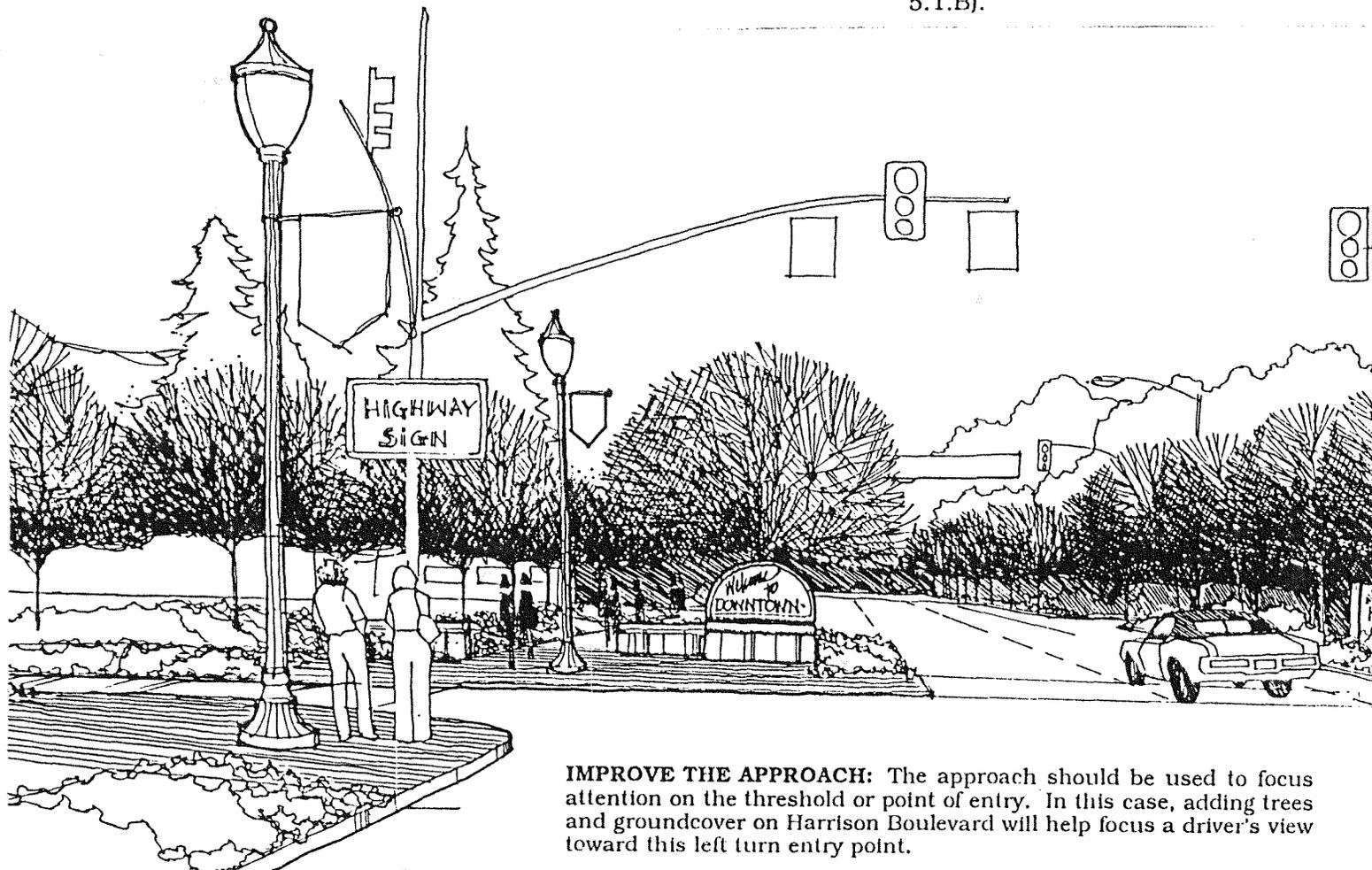
C.1. IMPROVE THE APPROACH

An outdoor entry may be unnoticed if there is no distinct change between the approach outside and the foyer inside. Two different street experiences are necessary for the outdoor "door" to be recognized. The approach, as one's first experience of Downtown, should be both distinctive and pleasant.

The intersection of 4th & Harrison is a major gateway to Downtown. But its stark and cluttered approach is characteristic of commercial strips anywhere in the country. To be effective, the 4th and Harrison approach warrants dramatic improvements. Several streetscape changes are proposed to make it feel more like a small town boulevard and reflect the personality of the community. Utility lines and poles should be de-emphasized. Where not functionally necessary, hard surfaces can be removed. For example, the 13' wide sidewalk north of Tanner's Market could be reduced to 5' without loss of function. A repeating, rhythmic street tree pattern would establish a boulevard character. Trees and other landscaping will soften the starkness of the hard surfaces and buffer parking areas. Measures to improve approaches suggested in the guidelines below can be applied to all Downtown entries.

GUIDELINES

- C.1.1. **ENTRY CLUTTER:** Overhead wires and utility poles should be removed where possible. Lines and poles remaining should be screened by allowing tree branches to surround them. Where lines are close to tree branches, wires should be encased in a protective cover to minimize potential hazard (also see Tree Management Policy 3.4).
- C.1.2. **UNNECESSARY HARD SURFACING:** Where not functionally necessary, concrete and blacktop should be replaced with planting beds and plant materials.
- C.1.3. **BOULEVARD CHARACTER:** A street tree pattern, combined with extensive groundcover plantings, should be used to establish a boulevard character (also see Tree Management Policy 4.1).
- C.1.4. **TREE TYPE FOR APPROACHES:** Wide-canopy type trees should be used for approaches to shade the pavement, facilitate appropriate pruning around overhead utilities, and permit tree canopies to extend over the street. An acceptable example is a high branching Red Maple (also see Tree Management Policy 5.1.B).



IMPROVE THE APPROACH: The approach should be used to focus attention on the threshold or point of entry. In this case, adding trees and groundcover on Harrison Boulevard will help focus a driver's view toward this left turn entry point.

C.2. ACCENTUATE THE THRESHOLD

A threshold can be thought of as a doorway. Doors typically receive special attention. On a house, the door may be brightly painted or textured. It may have a name plate, knocker, or address tacked to it. A flower basket or brass lights may hang to each side. The doorway usually separates the textural change underfoot from concrete/brick outside to wood/tile/carpet on the inside. The door separates, keeping the cold out and the heat in. The importance of a well designed doorway in a home is self evident.

Thresholds are equally important to the entry of a downtown. A threshold to Downtown requires dramatic treatment to be noticed. The techniques of treatment may include the narrowing of the roadway. Use of an arch, a pair of statues, or columns create a sense of passing from outside to inside. The gates on the east end of the OSU campus are a good local example of a threshold. Changes of patterns, as with a sudden break in the frequency of trees, use of a different street surfacing as from asphalt to paving bricks, or changes in the style of street furnishings will also suggest a threshold.

Techniques for accentuating the threshold include narrowing the width of the roadway, creating a sense of transition by changing the pattern of pavement, and establishing a focal point such as a sign plaza. The following four guidelines may be used to accentuate the threshold of Downtown Corvallis.

GUIDELINES

- C.2.1. STREET TREATMENT: Pedestrian ways and plantings should be used to narrow the street width to help identify a threshold.
- C.2.2. SIDEWALK TREATMENT: Textured and colored walkways, as proposed for the Downtown Core Area, should be introduced at the thresholds.
- C.2.3. STREET FURNISHINGS: Light fixtures, tree grates, bollards, and other street furnishings of the Downtown should be introduced at the thresholds.
- C.2.4. ENTRY SIGN: A "Welcome to Downtown" sign should be located at the major thresholds. A special and dramatic setting should be designed to feature these signs.

WELCOME SIGN

SIGN IS DISPLAYED IN A SPECIAL SETTING

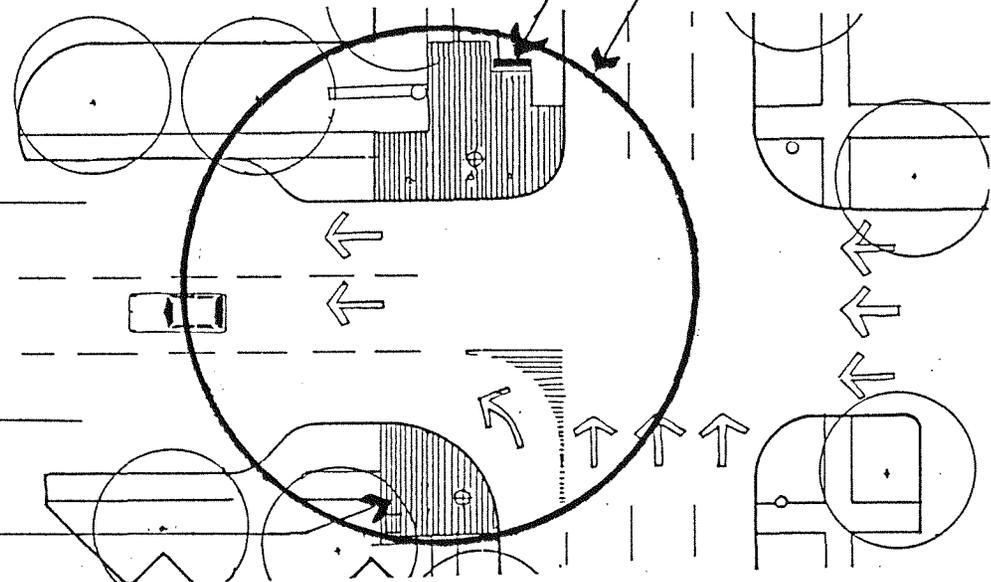
ROAD WIDTH

ROAD NARROWS AT THE THRESHOLD

SIDEWALK AREA

THE SURFACE TEXTURES AND LAMP POST USED IN THE CORE AREA ARE USED HERE TO SIGNIFY THE ENTRY PORTAL

THRESHOLD



ACCENTUATE THE THRESHOLD: In the study example at 4th and Harrison, two developed plazas mark the threshold. The plazas form a left-turn-only lane from Harrison on to 4th Street. The plazas, like a pair of statues or a gate, identify the transition from outside to inside the downtown. The sign focuses traffic into Downtown, while enhancing the flow of traffic down Harrison.

C.3. CONNECT ENTRY TO CORE (FOYER)

The third part of an entry provides the transition from the threshold to the core area. The character of this area should be dramatically different from that of the approach. Like the foyer or an entry hall of a home, it should comfortably suggest the experience waiting for one inside. In a home, color and texture of the walls, a glimpse of the living room, art work, lighting fixtures and furniture are used to clearly indicate that a change in experience is occurring. In the streetscape, the foyer experience is largely achieved by suggesting the Downtown Core. A specific tree species and planting frequency combined with the style of lamp post used in the Core Area will help provide a strong connection between the entry threshold and the Downtown Core.

GUIDELINES

- C.3.1. EMPHASIZE LINKAGE TO THE CORE AREA: Street trees and street lights of the Downtown Core should be utilized in the foyer to provide a clear linkage between the entry threshold and the core area.



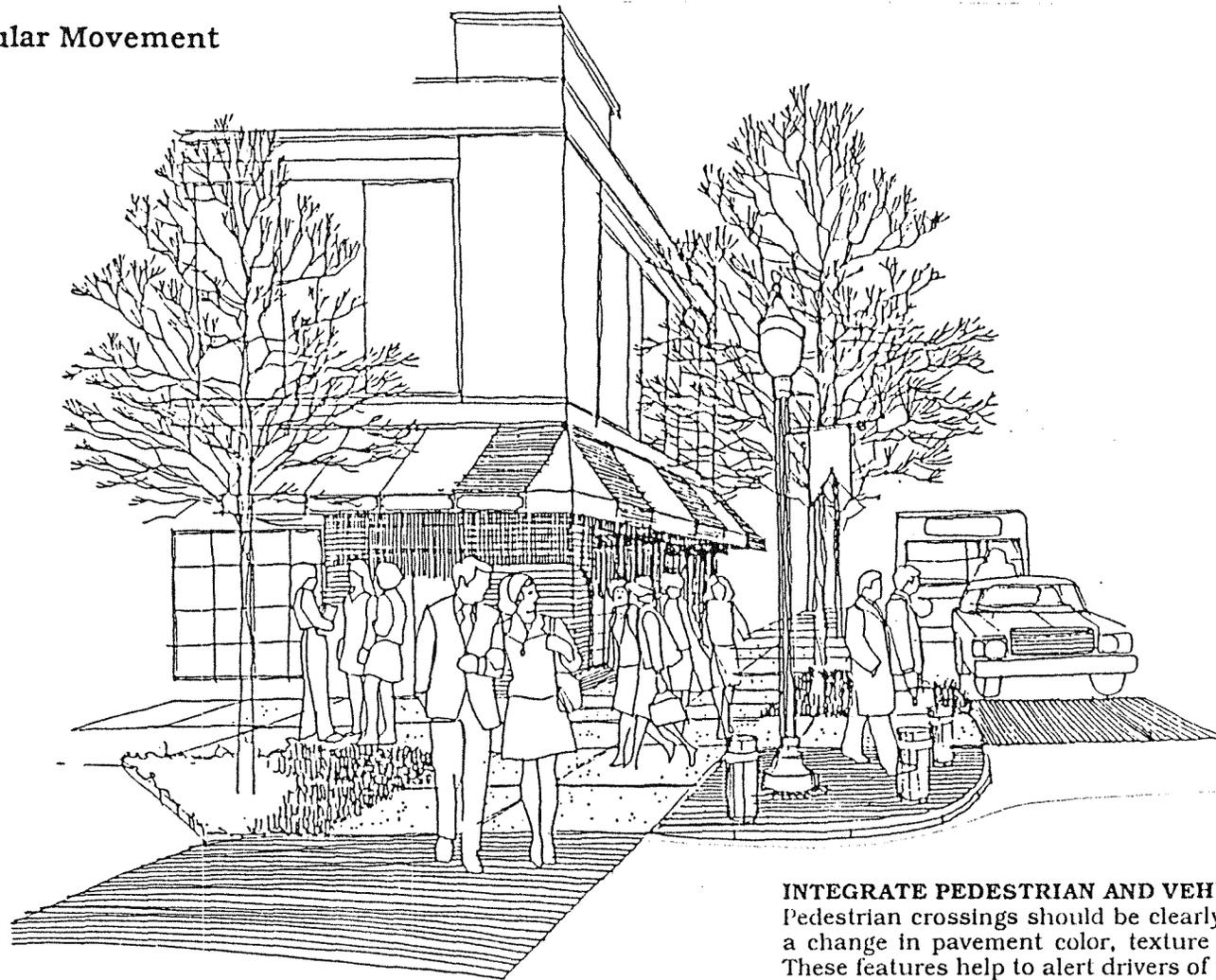
D. INTEGRATE PEDESTRIAN AND VEHICLE ACTIVITY

Part of the excitement of Downtown is experiencing the high level of movement associated with having a concentration of people and activities in a relatively small area. This pedestrian and vehicular movement, however, can be confusing and sometimes hazardous.

People on foot can appreciate much more visual stimulation than drivers can assimilate. To maintain the interest of pedestrians, gaps between structures and long expanses of blank walls should be avoided. Pedestrians should also feel protected from traffic as they use sidewalks, crosswalks, alleys, and other paths. Drivers of vehicles on the other hand, require convenient maneuvering room and clearly marked, readily available parking.

TO IMPROVE DOWNTOWN PEDESTRIAN & VEHICLE INTERACTION:

1. Improve Pedestrian Linkages
2. Assure Ease of Vehicular Movement



INTEGRATE PEDESTRIAN AND VEHICLE ACTIVITY: Pedestrian crossings should be clearly distinguished by a change in pavement color, texture and street width. These features help to alert drivers of pedestrians in the street.

D.1. IMPROVE PEDESTRIAN LINKAGES

Pedestrian corridors should form a safe and functional network. While sidewalks accommodate the majority of pedestrian movement, people also walk in alleys, cross streets in mid-block, and cut through parking lots. Many communities provide convenient connections through or between buildings. The corridors of this network should be lined with activities and displays to draw consumers to and through businesses. Long, blank walls are discomforting and should be avoided or given special treatment. A mid-block crossing between intensive uses and parking areas, as in front of the Majestic Theater, should have a dramatic change in pavement texture, color, and width of street to emphasize the presence of a crossing, reduce speeding traffic, and alert drivers to pedestrians. Where alleys are highly visible and used for access (e.g. to the west of McGregor's and the Inkwell), they can be enhanced using surface textures and street furnishings similar to those used elsewhere in the Downtown Core Area. These corridors should form a continuous system.

In Downtown Corvallis, some links of the pedestrian system are not obvious or inviting and should be improved. The following guidelines are provided to enhance the pedestrian network.

GUIDELINES

- D.1.1. **GAPS BETWEEN STRUCTURES:** The Downtown Core Area should be made up of continuous storefronts. Where gaps between structures occur, special walkway treatments including use of sidewalk texture, street lights, benches, parking lot trees, and flowers should be used to maintain the interest level of pedestrian.
- D.1.2. **BLANK WALL:** New structures should not be built with blank walls facing pedestrian walkways. Where blank walls are necessary, they should receive special treatment to maintain the interest level of the pedestrian.
- D.1.3. **MID-BLOCK CROSSINGS:** A dramatic change in street character should be used to emphasize the presence of a pedestrian crossing and reduce vehicle speed. This should be achieved by changing the street elevation, road width, surface texture, and the quantity of street furnishings visible to the motorist.

- D.1.4. **ALLEY LINKAGES:** Alleys used to link high use areas and parking lots should be improved by providing street furnishings and surface textures used elsewhere in the Downtown Core Area. Also, stores adjacent to these improved alleys should be encouraged to provide display windows and entries oriented to the alley.
- D.1.5. **PEDESTRIANS, BICYCLES, AND BUSES:** Covered bicycle parking areas and bus stops with pedestrian shelters should be located near the edge of the Downtown Core Area. These facilities should be connected to the pedestrian network with weather protected walkways. These walkways should be developed consistent with the policies relating to Visual Interest, found in B.2.0.
- D.1.6. **BUS STOPS AS ENTRIES:** Bus stops should be developed as pedestrian entries to Downtown. These areas should be inviting and should incorporate the patterns of plantings, surface textures, and street furnishings used throughout the Downtown Core Area.

ALLEY LINKAGE

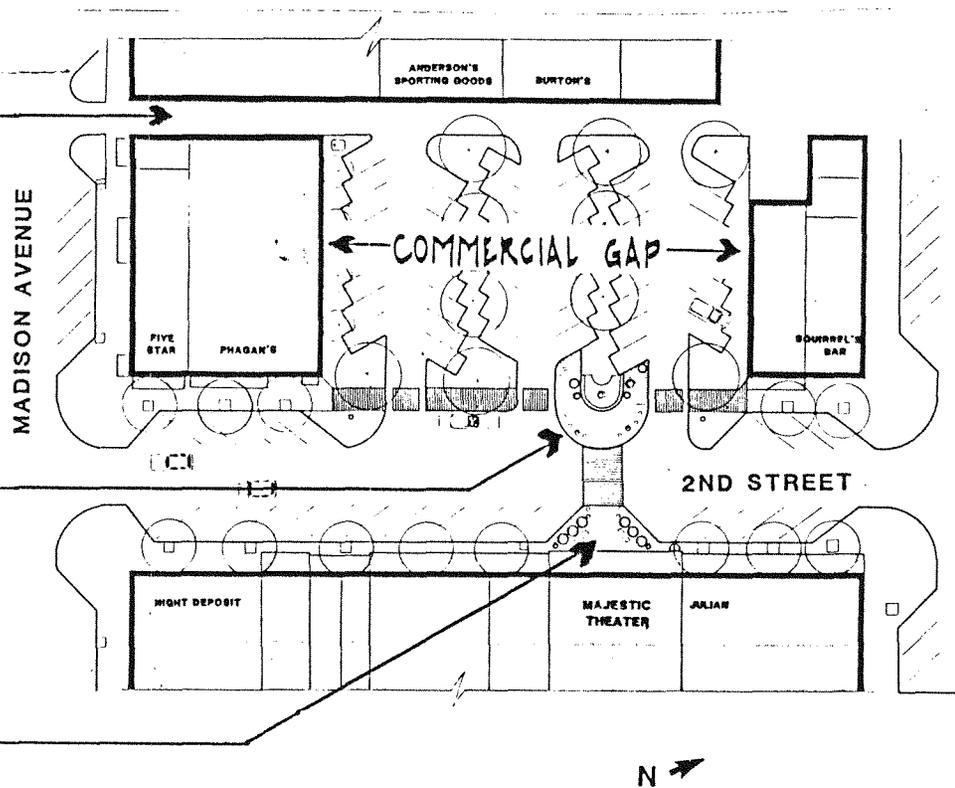
ALLEYS USED BY SHOPPERS SHOULD BE ENHANCED WITH TEXTURED PAVING, ADDITION OF DISPLAY WINDOWS IN ADJACENT BUILDINGS, AND OTHER SPECIAL TREATMENTS.

PEDESTRIAN FOCAL POINT

SPECIAL STREET LAMPS, SPECIAL SIDEWALK AND CROSSWALK PAVERS, PLUS A SCULPTURE OR FOUNTAIN DEVELOPED AS A SITTING AREA WILL ENHANCE AN OTHERWISE DULL WALK PAST A PARKING LOT.

MID-BLOCK CROSSING

SHORTENING THE CROSSWALK BY EXPANDING THE SIDEWALK AREA HELPS KEEP TRAFFIC AT SAFE SPEEDS AND CREATES A PLACE FOR THEATER PATRONS TO GATHER. BY REMOVING TREES IN THIS AREA, ATTENTION CAN BE DRAWN TO THE MAJESTIC'S FACADE.



PEDESTRIAN LINKAGES CASE STUDY: Second Street near the Majestic Theater (see Before and After perspective illustrations on page 17). Study revealed that parking lots, alleys, streets and sidewalks are all used as pedestrian corridors in this area.

D.2. ASSURE EASE OF VEHICULAR MOVEMENT

The vitality of Downtown depends on convenient vehicular movement. If people find it difficult to navigate the streets of Downtown and cannot find convenient parking places, they may go elsewhere to shop. Streetscape improvements should, therefore, facilitate movement and parking.

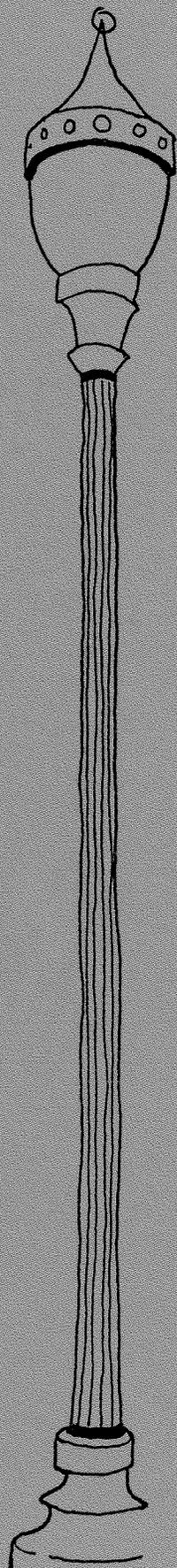
Streets should be designed to easily accommodate vehicular traffic. For example, the curbs for expanded, bulbed sidewalk areas should be designed with a turning radius convenient for cars and vans. Also, the motorist should be able to easily locate parking lots.

On-street parking in Downtown provides convenient access to most businesses. However, increased utilization of vacant structures, construction of new buildings, and new uses in Downtown may increase the amount of parking needed. Care must be taken to ensure an adequate amount of conveniently located parking. Use of the guidelines below will assure convenient vehicular movement and adequate parking in a manner consistent with other streetscape guidelines.

GUIDELINES

- D.2.1. CIRCULATION: Streets should be designed for convenient vehicle maneuvering. Where sidewalks are expanded for pedestrian use, the curbs should be designed with an easy turning radius for cars and vans.
- D.2.2. PARKING LOT SIGNS: A system of signs for public parking lots, using simple bold lettering, should be implemented. At lot entries, the "PARK FREE" sign should be the only sign in the vicinity and be clearly visible to the driver.
- D.2.3. AMOUNT OF PARKING: Streetscape improvements should seek to maintain the number of on-street and off-street parking spaces in Downtown.
- D.2.4. PARKING SUPPLY: Additional parking should be provided in Downtown. To accommodate new development and increased commercial activity, additional parking is best accommodated in parking structures. These parking structures should be utilized to provide additional commercial and pedestrian activities at the street level.

PART 2:
IMPLEMENTATION OF GUIDELINES



IMPLEMENTATION OF GUIDELINES

The Streetscape Guidelines presented in Part I are implemented through plans and programs detailed in Part II. One program, the Tree Management Program, is provided at this time. As additional implementing measures are developed to fulfill the vision of the Guidelines, they will be added as sections of Part II.



TREE MANAGEMENT PROGRAM

A

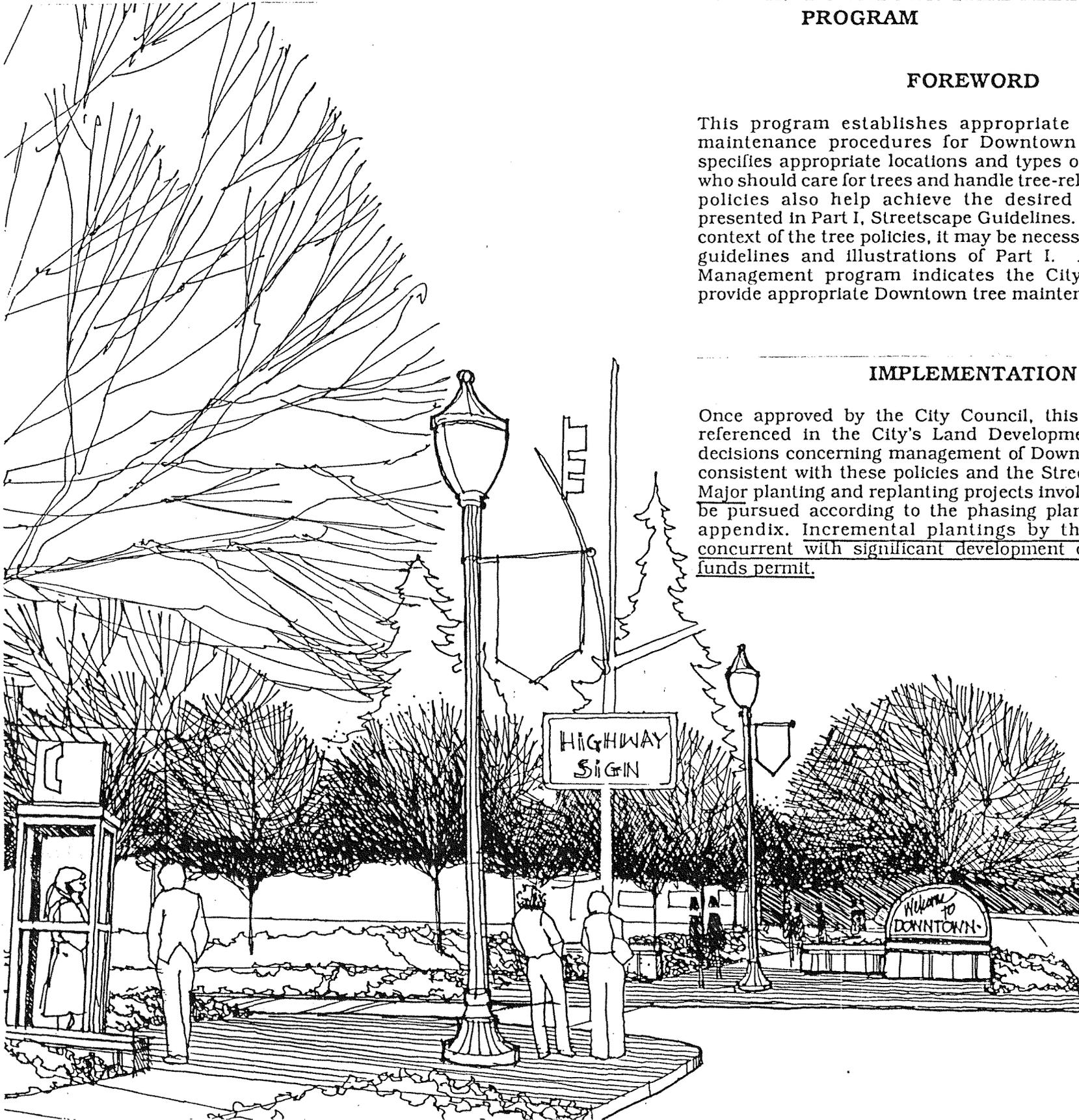
A: DOWNTOWN TREE MANAGEMENT PROGRAM

FOREWORD

This program establishes appropriate management and maintenance procedures for Downtown street trees, and specifies appropriate locations and types of trees. It identifies who should care for trees and handle tree-related problems. The policies also help achieve the desired Downtown image presented in Part I, Streetscape Guidelines. To understand the context of the tree policies, it may be necessary to reference the guidelines and illustrations of Part I. Adopting the Tree Management program indicates the City's commitment to provide appropriate Downtown tree maintenance.

IMPLEMENTATION

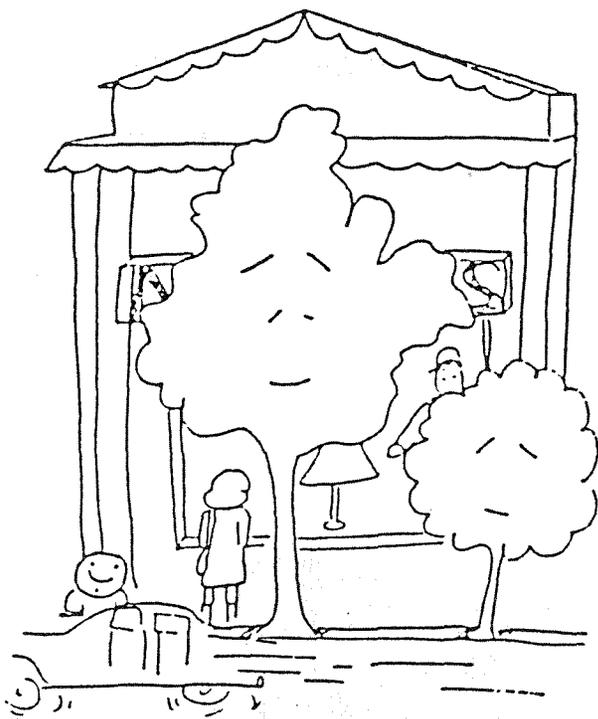
Once approved by the City Council, this document will be referenced in the City's Land Development Code. Future decisions concerning management of Downtown trees shall be consistent with these policies and the Streetscape Guidelines. Major planting and replanting projects involving City funds will be pursued according to the phasing plan illustrated in the appendix. Incremental plantings by the City will occur concurrent with significant development or as maintenance funds permit.



TREE ISSUES AND RESOLUTIONS

The four categories of tree-related problems listed below were identified in the 1984 study, "Tree Problems and Potentials" (see Appendix). The issue statement and illustrations are those originally used in the 1984 study. A short summary follows each issue illustration, indicating how this program addresses the issue. One should note that a commonly suggested solution to the issues, removal of trees, is usually not consistent with the Streetscape Guidelines discussed earlier in this plan. Removal of trees is therefore not often a viable solution.

1. ISSUE: Vegetation obscures views of signs, buildings, and display windows.



RESOLUTION: Studies of Downtown Corvallis show that 100% visibility of everything on the street will not create a pleasant appearance. Store fronts and signs, however, should be clearly visible at the ground level. ~~Renovated historic structures should also be easily viewed.~~ In addition, where possible, it is desirable to use trees which are not densely branched since they permit partial visibility of the upper story building facades. To accomplish this, the tree program policies specify appropriate tree types, selective removal of trees, and most significantly, consistent maintenance to remove excessive foliage.

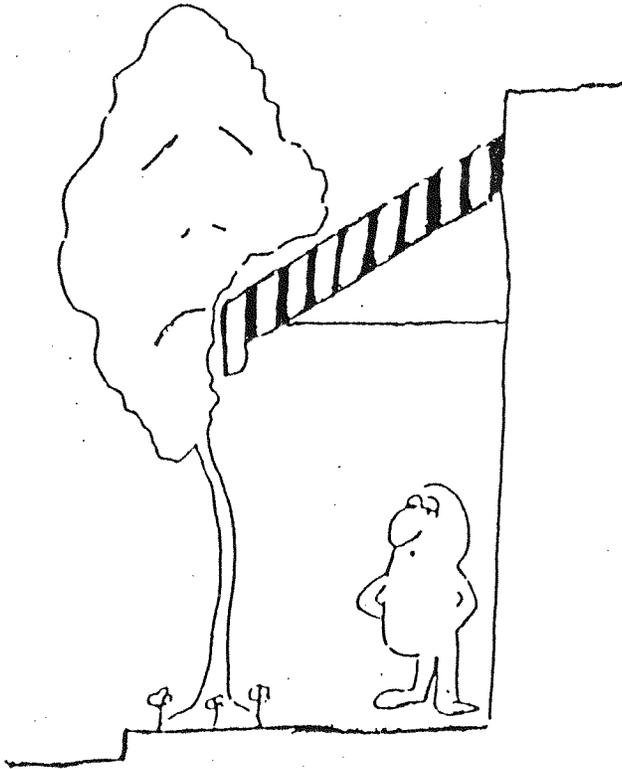
2. ISSUE: Leaf fall and other tree debris creates maintenance problems for merchants and owners.



RESOLUTION: It was determined that seasonal changes in trees are visually desirable and they are helpful in commercial promotions. It was also found that each leaf type created its own maintenance problem. Tree specie choice, therefore, was not relevant in resolving the leaf drop issue. Another potential solution, tree removal, is not consistent with the "Streetscape Guidelines" and use of evergreens in our climate will block too much winter light and create numerous other problems. Generally, leaf drop cannot be avoided, but it can be managed.

In the fall, the City sweeps Downtown streets three times per week. This street sweeping plus special pick ups by the local garbage disposal company allow merchants to frequently sweep leaves from sidewalk to street. This remains the most reasonable way to deal with sidewalk leaf removal. It was also concluded that merchants should remain the responsible party for keeping awning and roof drains free of leaves. Problems with maintaining roofs, however, will be minimized over time by appropriate tree care and awning design.

3. ISSUE: Downtown there is limited space for tree canopies due to dense building development, awnings, overhead wires, and tall trucks. These constraints cause maintenance problems.

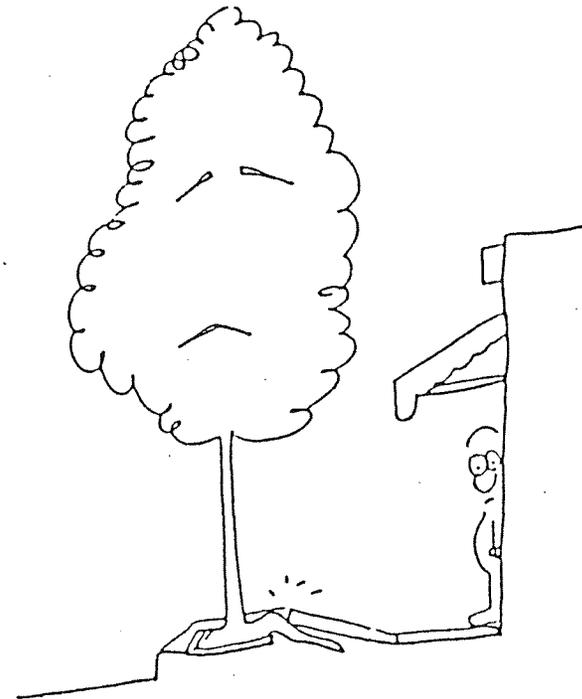


RESOLUTION: Each tree variety has a predictable canopy shape. The choice of appropriate canopy shape will minimize conflicts and minimize excessive maintenance requirements.

North/south streets in Downtown generally have narrow sidewalk widths and require narrow canopy trees. In some situations, however, there is insufficient room to use even these narrow canopy trees. Alternative plantings will be used in these instances.

East/west streets generally have slightly wider sidewalks. Many of the existing trees on these streets have round canopies. The branching patterns of these tree species facilitate pruning for reduced canopy density. The open canopy increases the visibility of building facades, allows pruning around overhead wires, and provides a pleasant shadow pattern on the ground.

4. ISSUE: Tree roots can cause damage to sidewalks and streets, requiring expensive repairs.



RESOLUTION: Roots grow in areas where there is a good nutrient medium (soil) and sufficient levels of water and air. Lack of air in the root area is the primary reason tree roots grow close to the surface in Corvallis. When trees become large enough to have good sized roots, roots close to the surface begin to lift the sidewalk.

The sidewalk problem will be significantly reduced by utilizing appropriate planting and sidewalk repair techniques. In particular, the use of tree grates permits planting trees below the sidewalk level and the use of flexide perforated plastic pipe permits air to penetrate further into the ground than our soils normally allow. These treatments will minimize the lifting of downtown sidewalks due to future root growth.

TREE MANAGEMENT POLICIES

- 1.0 DEFINITIONS
- 2.0 ADMINISTRATION AND FUNDING
- 3.0 TREE MAINTENANCE STANDARDS
- 4.0 TREE PLANTING STANDARDS
- 5.0 SPECIES CHOICE
- 6.0 STREETScape PATTERNS
- 7.0 TREE SPACING
- 8.0 REMOVAL OF EXISTING TREES

1.0 DEFINITIONS

- 1.1 TREE: For purposes of this plan a tree is a live woody plant with one main trunk that is pruned so pedestrians can walk under the canopy within three years of planting.
- 1.2 STREET TREE: A tree located in or adjacent to the public right of way and required as per these provisions.
- 1.3 HAZARD TREE: A tree or part of a tree that will have impacts on a site which result in physical or property damage.
- 1.4 TREE REVIEW BOARD: A downtown board established to advise City staff in implementing the Tree Management Program and to mediate issues arising between property owner and/or occupant and City staff.

The board will consist of five members appointed by DCA or its successor. Three of the five shall be DCA members with one of these appointed as chair. Of the remaining two members, one shall be a representative of the City Parks Board with the other chosen from the wider community.
- 1.5 BLOCK FRONTAGE: The total distance parallel to and along one side of a street and terminating at either end when intersected by another street right of way.

- 1.6 BLOCK TREE PLAN: A plan establishing specific planting locations and tree species for a particular block frontage and adopted in accordance with the provisions and process established herein.
- 1.7 AFFECTED PARTIES: For purposes of these provisions, affected parties include the Executive Director of the DCA, the members of the Tree Review Board, and the owner and/or occupant of any parcel abutting the tree planting site (abutting property shall include all property within the "block frontage" that contains the site).
- 1.8 CITY ARBORIST: The individual recognized by the Planning Director as responsible for City management of the downtown trees.
- 1.9 PUBLIC IMPROVEMENT PROJECT: As used in these provisions, a public improvement project is a downtown development which establishes new trees or alters existing trees following a public hearing and having City Council approval.

2.0 ADMINISTRATION AND FUNDING

- 2.1 RESPONSIBILITY: The City shall be responsible for managing the Downtown Tree Program.
- 2.2 MANAGEMENT CRITERIA: Management shall be consistent with the guidelines and policies of this plan. Where unspecified, the applicable provisions of the Land Development Code will apply. (Note: there may be situations where compliance with the downtown tree plan would not be in the best interest of the community or property owner. Therefore * provisions exist to accommodate a request to vary from the plan (Policy 2.11) or to seek appeal of administrative decisions (Policy 2.12).
- 2.3 PERMITS: A City permit is required before planting, pruning or otherwise affecting a street tree.
- 2.4 TREE CROWN CARE: Appropriate pruning and spraying of downtown street trees shall be the City's responsibility to manage and fund. If a property owner and/or occupant desires more frequent care than City schedules dictate, they may employ a professional arborist to acquire the needed permit and perform additional canopy maintenance. In addition, a "branch specific" pruning permit may be issued directly to the property owner and/or occupant.

- 2.5 SIDEWALK REPAIR: Sidewalk repair shall be managed by the City and funded by the abutting property owner. Long-term cost shall be minimized by special planting and paving techniques specified by City Policy 4.0.
- 2.6 CURB AND STREET REPAIR: Repairs due to damage from roots or other causes shall be the City's responsibility to manage and fund.
- 2.7 LEAF PICK UP:
- A. STREETS - The City shall continue to manage and fund the cleaning of streets and parking lots. * At minimum, the current schedule of sweeping streets three times per week during leaf season and sweeping alleys and parking lots once a month, shall be maintained.
 - B. SIDEWALKS - Property owners or tenants shall continue to be responsible for sidewalk cleaning. Leaves may be swept into the streets.
 - C. ROOFS - Where leaves collect on awnings or building roofs, the owner and/or occupant shall continue to be responsible.
- 2.8 TREE REMOVAL: The City shall be responsible for tree removal and replacement in accordance with Policy 8.0. At least ten days prior to removing trees, notice will be mailed to affected parties unless the City Arborist determines a tree is a hazard tree (see definition).
- 2.9 NEW TREES: The City shall be responsible for providing and planting new street trees within the downtown area consistent with these provisions. Tree planting shall occur as follows:
- A. concurrent with a "Public Improvement Project" (Block Tree Plan required, see Policy 2.10)
 - B. when existing trees need to be removed (Policy 8.0 - Existing Trees; Block Tree Plan required where specified),
 - C. in existing tree wells that generally conform to these provisions but currently are without trees (no Block Tree Plan required),
 - D. concurrent with proposed private development where building permits are issued for improvements equal to

at least 5% of the combined assessed value of the building and land (Block Tree Plan required).

(Note: When trees are required as a result of private investment the City shall plant these trees during or before the end of the budget year following the private investment. Also at any time, tree planting permits may be issued to the property owner and/or occupant [with property owner consent] if they bear the cost and the proposal is consistent with an adopted Block Tree Plan.)

2.10 ESTABLISHING A BLOCK TREE PLAN:

Draft plan - Prior to planting trees in new locations, the City will illustrate a specific tree plan for the Block Frontage (see definition 1.5) involved. This plan shall be consistent with the adopted Tree Management Program policies.

First Notice - Prior to the City's provisional decision to adopt a Block Tree Plan, a draft plan will be mailed to affected parties (see definition 1.7) for their comments.

In addition to the draft plan, this notice shall include an indication of: 1) the process which will be followed to determine an appropriate plan; 2) the areas where affected parties may influence the plan, and 3) the deadline for written comments to be received by the City.

(Note: there is a 10 day minimum period from notice to deadline for comment. Also note: there are two ways affected parties may effect the plan; 1 - tree spacing [Policy 7.0] and 2 -tree species choice [Policy 6.0]. With respect to species, the plan shall provide the property owner and/or occupant a choice of at least two tree species which are available and satisfy the requirements of these policies.)

Revised Plan - Following the period for comments from affected parties, the City shall modify the plan, as needed, and within 30 days make a provisional decision to adopt the revised plan.

Second Notice - The Revised Plan will be mailed to affected parties. If no request for mediation by the Tree Review Board (see definition 1.4) is received from affected parties within 10 days of the notice date, then the City Planning Director's decision will be to adopt the plan. If a request for mediation is received, then

the Tree Review Board will schedule a mediation meeting and the City shall notify affected parties as to the time and place.

Following mediation and the Tree Review Board's recommendation, the Planning Director shall adopt a Block Tree Plan which is consistent with the policies of the Tree Management Program and best reflects the concerns of affected parties.

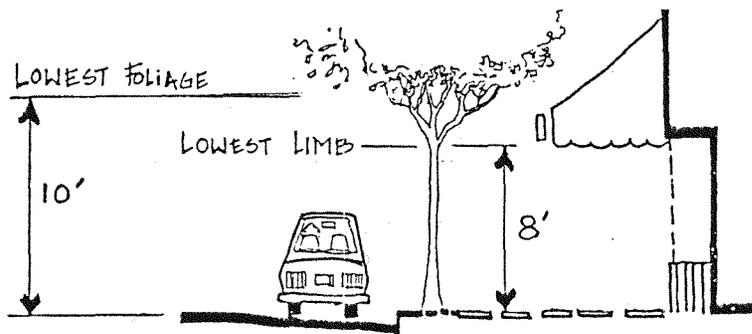
- 2.11 VARIATIONS: Variations from these provisions shall require review by the Land Development Hearings Board. To grant a variation the Board must make one of the following three findings:
- A. The proposal is part of a "Public Improvement Project" directed at enhancing Downtown viability.
 - B. The proposal is part of a private investment located out of the right-of-way and intended to enhance the streetscape and encourage pedestrian traffic. The proposal must:
 - 1. Create outdoor pedestrian activity areas that are open to the public and visually compatible with the streetscape identified in Part I: Streetscape Guidelines; and
 - 2. Create or renovate building facades consistent with the architectural heritage identified in Part I of the Streetscape plan; and
 - 3. Include alternate vegetation in lieu of street trees.
 - C. Strict application of these provisions would deny a substantial property right possessed by other properties in the vicinity, or that there is some other special circumstance applicable to the property or the adjacent right of way area which justifies the variation request. Approval of a variation requires mitigation of potential negative impacts.
- 2.12 MEDIATION OF IMPLEMENTATION: To clarify issues and/or resolve disputes between City staff and an affected party, mediation by the Tree Review Board may be requested. Following receipt of the Tree Review Board's recommendation, the Planning Director shall make a decision consistent with these provisions.
- 2.13 APPEALS: Appeals of City decisions (reference Policies 2.10, 2.11 and 2.12), will follow the procedures of the

Land Development Code.

- 2.14 PROGRAM UPDATES: Periodic updates of the Downtown Tree Management Program shall be initiated by the Tree Advisory Board approximately every 5 years. The Planning Commission or City Council may initiate changes more frequently in order to accommodate new situations or to insure policies are effective and consistent with the Downtown Streetscape Plan.

3.0 TREE MAINTENANCE STANDARDS

- 3.1 LOWEST LIMB: Once established, trees shall be pruned so that the lowest limb is 8 feet above sidewalk level.
- 3.2 LOW FOLIAGE: On mature trees the intent shall be to maintain the lower limbs free of foliage to a point no lower than 10 feet above sidewalk level.



- 3.3 OPEN CANOPY: To the extent feasible, tree canopies shall be kept loose and open rather than dense, given the tree species and the need to maintain tree vigor. In determining how much canopy must remain to insure tree vigor, the City arborist decision is final.
- 3.4 HAZARD PRUNING: Hazardous limbs and limbs near overhead wires shall be removed to minimize public danger. Overhead electric wires near tree canopies shall be insulated. Removal of tree limbs near these wires shall open a space for wire penetration inside the tree canopy. Top pruning a tree to avoid limbs extending to the height of overhead lines is not permitted.
- 3.5 POLLARDED TREES: Top pruning a tree to create a bush (pollarding) is not permitted except where there is less

than a 4' setback between street-side edge of the curb and the face of an awning - previously policy 3.8

- 3.6 **SPRAYING:** Spraying to control insect and disease infestation shall be a normal part of the City's maintenance program.
- 3.7 **TREE ALTERATIONS:** Trees shall not be destroyed, altered or otherwise restricted to accommodate commercial signage, an individuals maintenance concerns or preference, except as described herein.
- 4.0 **TREE PLANTING STANDARDS** (Replaces previous Policy 3.8) Trees should be planted to maintain sufficient air and water in the root zone to ensure the trees health and to minimize sidewalk lifting by tree roots.
- 4.1 **DEEP PLANTING:** Tree grates will typically be used to facilitate the planting of new trees 8" to 12" below sidewalk level (Policy 5.0 - tree grates). In addition, perforated flexible pipe will provide an air channel under tree roots increasing the amount of air penetration and deep root growth (note typical planting detail in appendix.)
- 4.2 **SIDEWALKS AND ROOTS:** Sidewalks should be designed to facilitate future root pruning, to increase the amount of air penetration into the soil, and to support the textured walkway guidelines of the Downtown Streetscape Plan.
- 4.3 **SIZE OF PLANTING HOLE:** Trees shall be planted in at least a 16 square foot area (usually a 4'x 4' planting hole) where the surface is maintained as an air and water penetration area.

5.0 **STREETSCAPE PATTERNS**

Streetscape patterns are desireable because they make a visual statement about the identity of Downtown as a unified shopping center and they help avoid clutter, thereby increasing visual interest (Guidelines A.1.4 and B.2.2).

Patterns are created by repetition. The species (or character) of trees, age of trees, spacing of trees, and use of tree grates are elements which will create a pattern and support the Streetscape Guidelines.

- 5.1 TREE PATTERNS: Due to the incremental implementation of the tree plan and the options available to each property owner and/or occupant, a strong pattern of even aged trees of identical species will not generally occur Downtown. (Note: Public Improvement Projects and the existing Locust/Hornbeam trees [Policy 6.5 A and B] provide exceptions to the above).

The desired tree pattern shall, therefore, be established by requiring a standard shape to the tree canopy (Policy 6.1) and by requiring relatively consistent spacing according to the location requirements of Policy 7.0.

- 5.2 EMPHASIS: On streets with a tree pattern, a viewer's attention is drawn to areas where the pattern is interrupted by the lack of a tree. Interrupting the street tree pattern, therefore, shall be avoided unless a building's facade or some other feature warrants this special emphasis.

- 5.3 TREE GRATE PATTERN: In addition to minimizing sidewalk damage, tree grates shall be used to help identify the downtown core area, increase visual interest, and make a statement as to the quality and uniqueness of the Downtown.

In the core area, whenever three or more trees are planted as part of a consecutive pattern they shall utilize tree grates approved by the DCA design committee and the City.

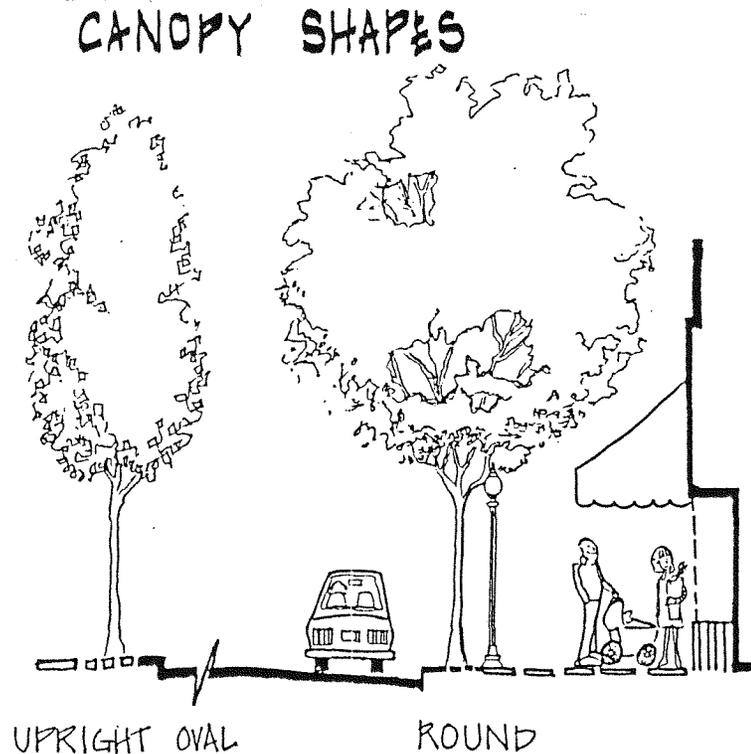
6.0 TREE SPECIES CHOICE

Trees shall be chosen to conform with specific capital improvement plans approved by the City Council through the public hearing process. Examples include the evolving Downtown Riverfront Plan, and future Streetscape Plans such as those identified on the Phase Map in the appendix of this document.

Where no specific plan has been approved, the City shall choose trees according to the following criteria and consistent with the other provisions of this plan or related ordinances;

6.1 CANOPY SHAPE:

- A. UPRIGHT OVAL TO COLUMNAR: When located on streets oriented in a north/south direction, trees shall be upright oval to columnar in form, and they shall be medium height deciduous trees. (Note: round canopy trees may be used on north/south streets if adjacent buildings do not abut the right of way property line. See appendix for examples of appropriate tree species.)
- B. ROUND CANOPY: If located in an east/west direction, trees shall be chosen from the round canopy deciduous tree category. The useful heights of these trees are tall enough that they can arch over cars and trucks traveling in the adjacent street (see appendix for examples of appropriate tree species).



- 6.2 CANOPY DENSITY: While first satisfying other criteria in this plan, trees should be chosen to have a loose, open canopy with a short leaf season rather than using dense canopy trees which hold their leaves late in the fall (see appendix for examples of appropriate tree species).
- 6.3 DISEASE AND PEST TOLERANCE: Species choice shall attempt to avoid trees that are known to have significant disease and pest problems.

6.4 PROHIBITED TREES: Plantings specified by this plan shall not include trees with invasive roots, trees bearing fruit, conifers, or other problem trees as identified by City ordinance (NO. 61-59).

6.5 EXISTING SPECIES: Two situations are identified below where the species type is already established as a critical element of the tree pattern. These trees are significant due to the number of consecutive trees of similar age and identical species.

A. HONEY LOCUST: In Downtown, on Jefferson and Madison Streets, Honey Locust is the dominant tree species. These trees are mature and extremely valuable due to the canopy mass and its buffering impacts, the open nature of the canopy, and the desirable light and shadow patterns that are relatively unique to this species of tree. These older trees will be maintained and replacement trees in this area shall be Honey Locust trees similar to the existing. Note: exceptions exist, see Public Improvements and Variations (Policies 7.3 and 1.0).

B On 2nd Street the value of existing mature Columnar Hornbeams is significant enough that the pattern should be preserved. However, given the dense canopy characteristic of this tree species, it is desirable to reduce the mass of vegetation along 2nd Street by replacing every other Hornbeam with a tree having a more open canopy character.

A Block Tree Plan shall be adopted for both sides of 2nd Street within the Core Area (Policy 2.9). Individual property owners may replace trees at their expense in conformance with this plan.

The Hornbeams which remain shall be maintained and when necessary, replaced with same. An exception to this is if all remaining Hornbeams on 2nd street within the core area are removed simultaneously, they are replaced all at once with only one species used as the replacement tree, and implementation is planned for at least 10 years from when the Tree Management Policies are adopted.

7.0 TREE SPACING:

The distance between street trees should be such that the trees achieve a desired ambience consistent with the

Streetscape Guidelines.

- 7.1 UPRIGHT OVAL TO COLUMNAR: This form of street tree is used on the north/south streets and shall be spaced an average of 35' apart or typically 9 trees per Block Frontage. The typical distance between any two required trees will range between 30'to 40'o.c.(on center) with the provision not to exceed 40'o.c. except as indicated in Policy 7.3:
- 7.2 ROUND CANOPY TREES: This form of tree is used on the east/west streets and shall be spaced at an average of 35' apart or typically 6 trees per Block Frontage. Maximum separation between trees shall not exceed 40'o.c. except as indicated in Policy 7.3.
- 7.3 TREE SPACING EXCEPTIONS: Trees spacing may vary from these provisions as indicated below:
- A. Variations approved as per Policy 2.10 or
 - B. The Tree Review Board finds an increase of up to 10% in tree separation in front of one property is acceptable to others on the block who would end up with increased density in front of their properties and they find the visual emphasis on the subject property is appropriate (Policy 5.2).
 - C. The Tree Review Board may approve a reduction in the number of trees on a Block Frontage, to the minimum extent necessary, to accomodate driveways where there is more than one driveway per Block Frontage.
- 7.4 LIGHT POLE SETBACKS: Significant changes in tree spacing to avoid casting shadows from existing street lights is not appropriate in the Downtown Core Area (Policy 5.2).
- New trees shall maintain a minimum 8 foot separation from a light pole. Any light reduction due to tree foliage may be mitigated by pruning or installing additional lights which support the Streetscape Plan.
- 7.5 BASEMENT WALL SETBACKS: With new trees a three foot minimum separation is required between tree trunks and the vertical plain of a basement wall.
- 7.6 OUTSIDE THE CORE AREA: It is desirable to provide increased flexibility in locating trees when outside the Downtown Core Area except where there is a plan for a streetscape Public Improvement Project.

A. TREE SPACING: In the Downtown but outside the core area trees shall be spaced at an average of 35'o.c. however, the Planning Director may approve a lower density if necessary in order to avoid street light shadows and accommodate wide or numerous driveways.

8.0 REMOVAL OF EXISTING TREES

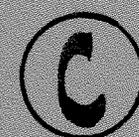
Existing trees shall be preserved unless one of the following provisions apply. (Note: trees that must be removed shall be replaced by the City during or before the end of the budget year following removal unless otherwise noted.)

- 8.1 HAZARDS: Trees may be removed when the City Arborist determines they are a Hazard Tree as defined herein. The City Arborist shall make his judgement based on standards supported and accepted by the International Society of Arborist and the National Association of Arborist. The City Arborist determination is final.
- 8.2 HEALTH PROBLEMS: Trees may be removed when they have an unmanageable disease or infestation problem.
- 8.3 IMPROVEMENTS: Trees may be removed for public or private improvements as described in Policy 2.11.
- 8.4 HISTORIC: - DELETE
- 8.4 CONSISTENT PATTERN: Where new trees are required concurrent with building permits, existing trees shall be removed and replaced if replacement trees are more consistent with this plan than those which currently exist.
- 8.5 POLLARDED TREES: Trees that have been pollarded or otherwise fail to form a pedestrian canopy shall be replaced within three years from adoption of this code provided related awnings are setback 4 feet or more from the street side edge of the curb.
- 8.6 TREE TRUNK FLARE: When a tree trunk flare grows to within 6" of the curb at curb level, the Planning Director may authorize removal of the tree.
- 8.7 ENGLISH OAKS: Dead leaves on English Oaks remain attached to the tree much of the winter. These leaves look unattractive, block winter light, and create a continual leaf drop problem. Due to this characteristic, the abutting property owner may, at their own expense,

acquire a permit to remove these trees and replace them according to the approved Block Tree Plan.

- 8.9 COLUMNAR HORNBEAMS: On 2nd Street selected specimens of this tree may be removed according to Policy 6.5b.







APPENDIX

DOWNTOWN STREET TREES
PROBLEMS AND POTENTIALS



DECEMBER 1984

DOWNTOWN STREET TREES

PROBLEMS AND POTENTIALS

INTRODUCTION

Trees placed along urban streets are confronted with the harshest of environments. They must fit in restricted areas where root expansion is limited and where buildings, signs, power lines, and awnings impact the tree canopy. These trees are continually assaulted by exhaust fumes, soil compaction, and vandalism, yet they survive and make a positive contribution to our sometimes hostile urban environment.

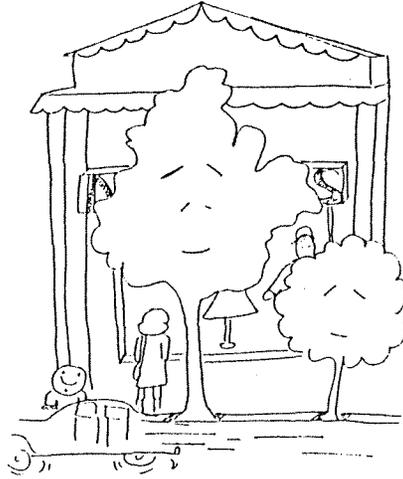
Trees contribute to the inner health, as well as outer beauty of our city. Trees filter pollution, reduce noise, block sun glare, and moderate the extreme temperature variations which exist in urban areas. (A single tree can have the cooling effect of nine average air conditioners, running 12 hours per day. A tree-lined street can result in a reduction of particulate pollutants of 7,000 or more dust particles per liter of air.*)

Trees also provide color and texture to our downtown and are used in promotions such as Christmas tree lighting. They provide a unifying theme for downtown while accentuating the more desirable and hiding the less desirable features of our commercial areas. Within commercial districts of other communities studies have shown that the number of customers on streets with trees is higher than on adjacent streets without trees (Marvin Black, Seattle City Forester). In general, trees soften the edges of urban forms resulting in a more personable environment that helps make the Corvallis downtown area a pleasant place to shop. Ironically, shopping malls try to create a similar environment by putting trees and plants in their main pedestrian areas.

Even though the downtown is an unnatural setting for trees, we expect them to provide us with all of their benefits and none of their associated problems. Trees do have problems and sometimes they create problems for others. We find that these problems can be grouped into the following four categories:

* Environmental Value of Trees and Landscape Plants by Theodore J. Haskell, 1971, Parks Department, Lansing, Michigan, page 13; Plants, People, and Environmental Quality by Gary Robinette, 1972, U.S. Department of the Interior, Washington, D.C., page 54.

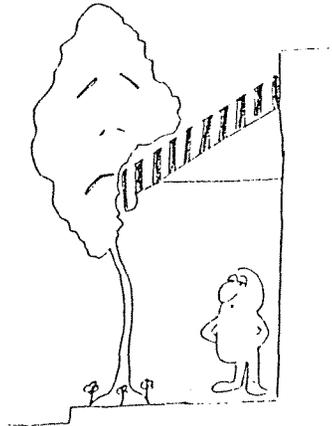
1. Blocked views of signs, buildings, and display windows.



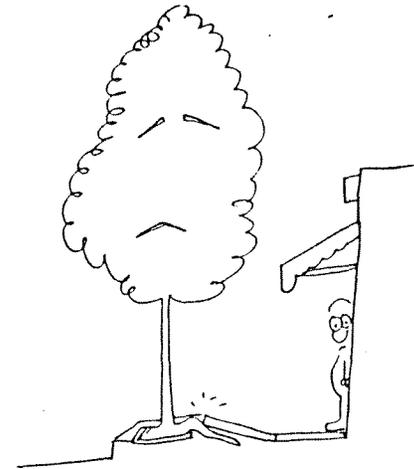
2. Maintenance of leaves and debris from trees.



3. Competition for open space with awnings.



4. Competition for growing space with sidewalks.



We should look for methods of dealing with these problems in a constructive and positive way. To facilitate this, the following report will discuss each of these four areas and suggest a number of alternative solutions to the problems identified.

1. BLOCKED VIEWS OF SIGNS, BUILDINGS, AND DISPLAY WINDOWS

One goal of City street trees as stated by the National Main Street Program's assessment of Corvallis is to "provide a comfortable, intimate street experience for the downtown user." However, the problem is that "some trees appear out of control and are, in fact, adversely impacting some downtown business' ability to merchandise effectively."

The study went on to state that promotion and visual merchandising through window displays are the most effective merchandising mechanisms to pursue.

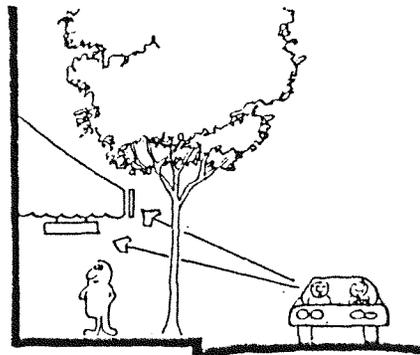
They said that "there is a need for more pedestrian scaled signs" and a need to give attention to the architectural details of store fronts and the cleanliness of these areas.

Concerned merchants have stated that lack of sign visibility to passing motorists is the most critical problems with street trees. Usually the solution proposed is to remove or top the trees. This would increase visibility of signs which are located above awning level. The Main Street study suggests, however, that effective merchandising involves maintaining the ambience created by tree canopies while increasing the eye appeal of the lower pedestrian area associated with store fronts.

In a few cases, however, visibility both above and below awning levels can be enhanced since an inappropriate tree can sometimes be replaced and the situation improved by investing in more appropriate tree species and proper maintenance. Nonetheless, due to the many constraints on downtown trees, problems are not single faceted and a variety of potential solutions need to be explored. The following is an initial list of these solutions.

Potential Solutions

- a. **Replace trees having dense branching and foliage with trees having an open canopy and fewer leaves.** The reduced tree density would increase sign visibility and it would help reveal more of a building's character where desirable. This process would probably require implementation over time due to funding problems and due to concerns for initial visual impacts.
- b. **Prune existing trees to have an open canopy which will permit increased visibility through the tree.** Not all trees will permit this approach. For example, the Hornbeams on Second Street cannot be thinned due to the type of branching pattern of this particular tree.
- c. **By selecting trees whose lower branches can be kept at or above awning height and by locating signs at the awning level, visibility of signs and store fronts can be achieved underneath the tree canopy.** This process involves appropriate tree selection and appropriate pruning. In addition, for an interim period while the tree is young, there may still be some interference with sign visibility. Using a tree which has a high branching ability and also has a canopy which is not dense would help alleviate the interim situation.
- d. **Relocate tree wells so that trees in these new locations would reduce negative impacts.** Without major street modifications (such as the Madison Avenue master plan) this approach is extremely limited due to lack of available areas for trees. In addition, movement to solve one merchant's problem will likely create problems for his neighbors.



- e. **Remove trees which block sign visibility.** Due to the narrow angle of view from moving vehicles and due to the many potential view points which exist, removing trees for views would result in substantial denuding of the downtown environment. In unique, selective situations, tree removal may be appropriate but as a general policy it would result in destruction of the existing street tree system. Remember, according to the Main Street report, these trees provide a "pleasant street environment" which is necessary for effective merchandising. In addition, continued community concern about downtown trees indicates this approach is not consistent with community values.
- f. **Top prune trees to keep plants below the awning level.** This approach has a number of effects: 1) It results in dense plants low to the ground which obstruct the desired view of window displays; 2) it results in the loss of ambience created by tree canopies; 3) it increases maintenance cost; and 4) it could affect the health of the tree.

2. MAINTENANCE OF LEAVES AND DEBRIS FROM TREES

The goal is to utilize trees which have all the qualities we desire (one of which is seasonal change), yet these trees should be free from maintenance problems. Of course no tree satisfies this criteria completely yet we can choose some species which are better than others.

One of the more noticeable maintenance problems in the downtown area is leaf drop. Leaves can be slippery and hazardous on the sidewalks and they cause blocking of storm drains. Certain leaves also blow or can be tracked into stores resulting in increased maintenance for store owners. Some potential solutions are:

- a. **Plant trees with small leaves.** These leaves tend to blow away and they do not mat down and become as slick as large leaves. Also, since they have blown away there is less need for cleaning the sidewalks. In addition, small leaves do not clog drainage basins as easily. A small leaf approach, however, could result in more cleanup within stores.
- b. **Plant trees with large leaves.** This obviously creates sidewalk and drainage problems yet it relieves some cleanup within stores.
- c. **Have a sidewalk cleaning and leaf pickup service.** Since leaf drop occurs for a limited time only, this service could be obtained without unreasonable cost. Nonetheless, a funding mechanism would have to be established.
- d. **Have merchants continue to take responsibility for cleaning up their property and adjacent sidewalk.** The City ordinance currently states that it is the responsibility of store owners to clean up the leaves in front of their stores just as home owners must clean up leaves in front of their property. This appears to be an awkward task for some and currently results in an inconsistent degree of cleanliness.

3. COMPETITION FOR OPEN SPACE WITH AWNINGS

Many of the stores downtown have an awning outside to provide shelter from rain. This creates a problem when trees are trying to occupy the same space as awnings. An initial list of potential solutions is presented below:

- a. **Plant trees that grow tall and open up above the awnings.** New trees are available with high branching patterns. In addition, most of the current street trees can be pruned so that their canopies will be above the awnings. A notable exception involves many of the Hornbeams on Second Street. Replacement may be necessary.
- b. **Limit the width of new awnings so that there is room for a tree between the awning and the curb.** The State Uniform Building Code restricts canopy extensions towards the right-of-way. This restriction, however, is insufficient for street trees since only a 2-foot separation is required. Establishing guidelines for Corvallis which maintain a larger canopy setback may be appropriate.
- c. **Construct the awnings around the trees, or have multiple awnings alternating with the trees.** This potential solution can add charm and visual interest to the shopping environment. It is often more expensive than a simple awning would be.
- d. **Plant tree species that grow tall and narrow so they do not compete with the awnings.**
- e. **Plant small trees that will stay under the awning.** As discussed under signs, this approach eliminates the tree's ability to buffer hostile urban environments and create the desired ambience. In addition, there are no trees which naturally stay that small.

4. COMPETITION FOR GROWING SPACE WITH SIDEWALKS

In an attempt to acquire sufficient air and water, many tree roots are near the surface. As these roots grow they cause damage to sidewalks, curbs, and even streets. As a result of the lifting caused by roots, abrupt changes in the sidewalk surface can occur. This change creates a tripping hazard that needs to be minimized. It is costly to replace these City facilities and alleviate the situation. Some potential solutions are:

- a. **Utilize sidewalk pavers and bricks on a sand or gravel base.** For centuries in Europe, and more recently in contemporary cities like Seattle, this practice has proven a practical solution which adds charm to pedestrian areas. These pavers permit air and water to penetrate to the roots, helping to keep them deeper in the ground. In addition, when roots do lift these bricks it is with an even radius that often has no abrupt edge to cause tripping. Finally, if root pruning is necessary, it is less expensive to remove a few bricks than it is to remove and replace a concrete section.

- b. **Choose appropriate tree species.** There are species of trees which do not require as much air and water, resulting in fewer roots near the surface.
- c. **Use root collars and gravel backfill when planting.** This technique facilitates access of air and water below the sidewalk level. The roots can be tricked into behaving as if the surface were actually lower than it is. New studies indicate, however, that improper installation of a root collar does not prevent the problem in the long run. Roots, once out of the collar, return to the surface. If done properly, however, this process is effective yet it adds expense to the initial planting.
- d. **Prevent compaction of the soil by pedestrian traffic.** This can be done with metal tree grates or with pavers as discussed above. The tree grates increase initial cost and long-term maintenance cost but they provide additional visual quality to the pedestrian shopping experience.

FINANCIAL CONSIDERATIONS

There appear to be many potential ways to minimize tree problems downtown. However, given the hostile growing environment, any of the suggested solutions depend on proper pruning and planting. It is therefore essential to establish a regular maintenance program which would include replacement planting where appropriate.

Unfortunately maintenance of downtown trees has been irregular due to limited funding. The following are some alternative ways to finance and maintain the downtown street trees:

- o Budget funds through the City for planting and maintenance.
- o Each business and/or property owner contribute to a fund earmarked for this purpose through a taxing district/donations, etc., and the City continue to maintain responsibility.
- o The Downtown Association or some other group assume the responsibility for maintenance under the guidance of the City.
- o Property owners individually assume the responsibility of maintaining trees along their property similar to people living in and owning residential properties.

There may be a combination of approaches to solving this problem. Professional maintenance and care of the trees is important and should be considered as a high priority in any street tree program.

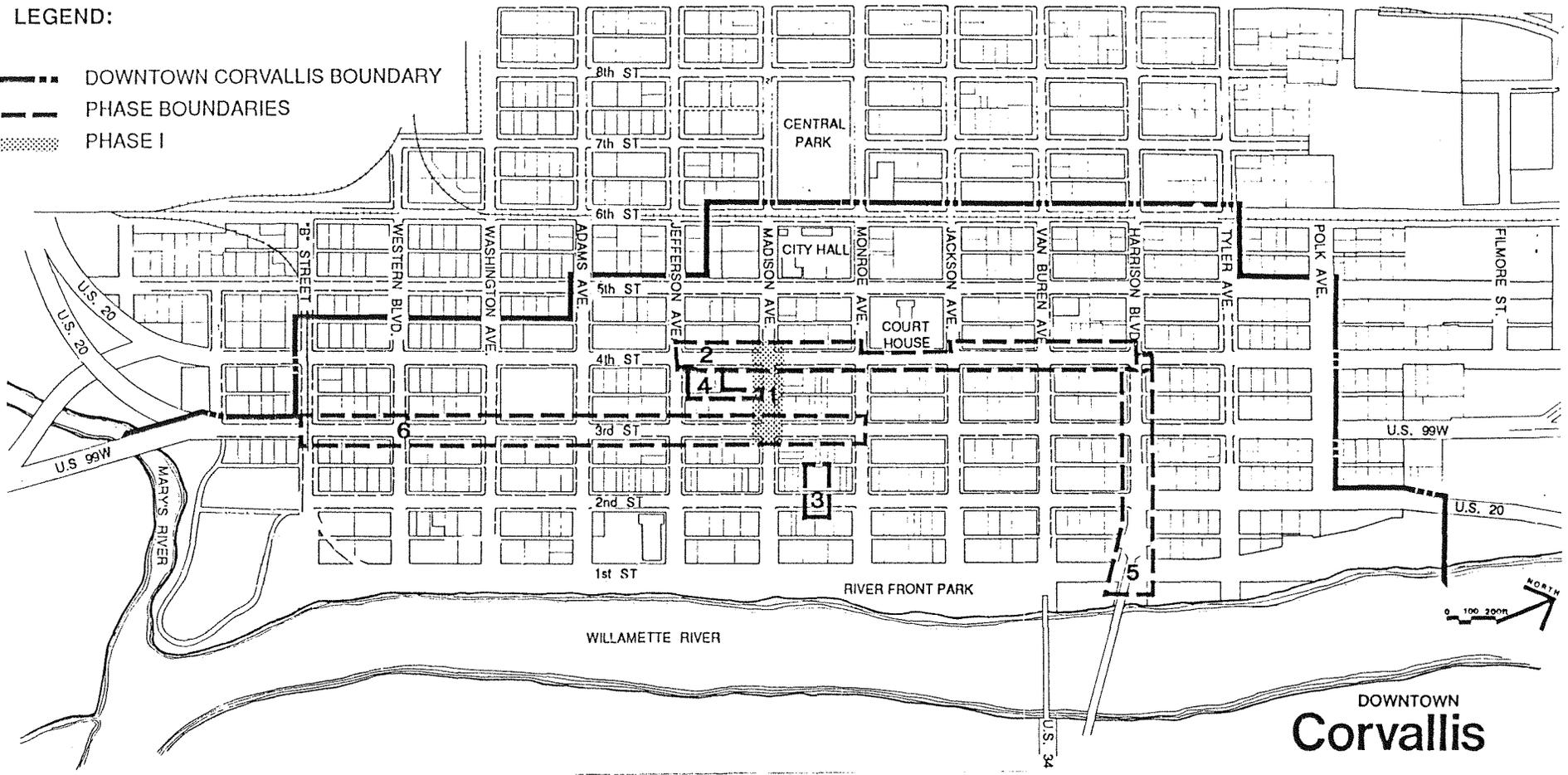
CONCLUSION

Both the community and affected merchants have indicated a high level of concern for what happens to the downtown and its trees. The trees are recognized for their value in creating a "pleasant street environment" which is beneficial to the community and merchants.

Trees in a downtown setting encounter and create problems which can be mitigated through proper design and management. Problems seem to focus on various space competition between trees and signs, buildings, awnings, sidewalks, etc. Any solution to these problems which could affect the placement and condition of our trees must be carefully planned, shared with, and accepted by the community. One of the first steps should be a review and, if appropriate, a revision of the Master Street Tree Plan for downtown. A second step is to adopt a street tree action plan that outlines what actions will be taken to implement the Master Street Tree Plan. Finally a reliable funding source must be identified for planting and maintenance.

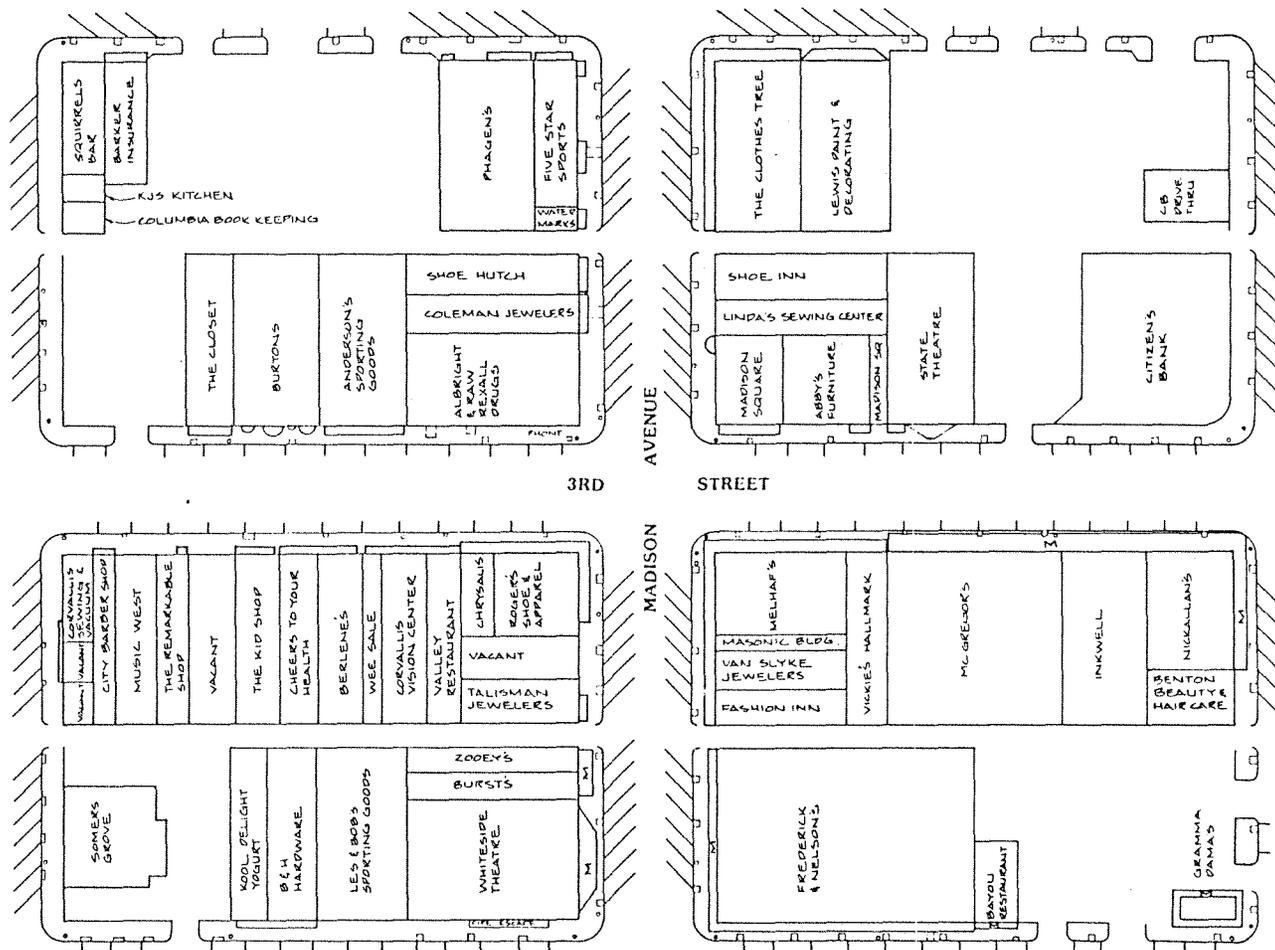
LEGEND:

-  DOWNTOWN CORVALLIS BOUNDARY
-  PHASE BOUNDARIES
-  PHASE I



DOWNTOWN IMPROVEMENTS
PHASE MAP

DOWNTOWN
Corvallis



LEGEND:

- M MARQUEE / EAVE
- TREE
- SIGNAL LIGHT
- LIGHT POLE
- ∥∥ BASEMENT

SURVEY MAP

TYPICAL

1" = 50'



SHEET

2

