

# **Fifth Street Corridor**

## **Plan Summary**

**February, 1992**



**City of Dayton  
Department of Planning  
Division of Urban Design**



**HISTORIC FIFTH STREET CORRIDOR**

**PLAN SUMMARY**

**FEBRUARY 1992**

**DEPARTMENT OF PLANNING**

**DIVISION OF URBAN DESIGN**



# HISTORIC FIFTH STREET CORRIDOR PLAN SUMMARY

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## HISTORIC FIFTH STREET CORRIDOR PLAN SUMMARY

### Plan Approvals and Acknowledgements

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Approved By City Plan Board \_\_\_\_\_

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# **HISTORIC FIFTH STREET CORRIDOR**

## **PLAN SUMMARY**

### **I. INTRODUCTION**

#### **PURPOSE**

Fifth Street is an integral part of the character and vitality of several "districts" downtown and in the neighborhoods of the Historic Inner East Planning District. Its importance as a passageway, and an image-maker have motivated a number of groups to look at ways to improve the Corridor. Improvements and changes developed as part of this process strive to make Fifth Street an exciting, attractive destination place, an "Urban Place", which serves the entire community, as well as area residents. By enhancing the overall character, and level of activity along the Corridor, Fifth Street will once again be a 24-hour hub of interesting activity.

#### **PROCESS**

In late 1990 and early 1991 several groups and individuals with interest in change and improvements along Fifth Street began to discuss developing a coordinated planning effort. Property owners, tenants, area residents, and neighborhood and business associations all expressed a desire to coordinate revitalization efforts. As a result of this public discussion, the Southeast Priority Board requested, and received a CIP allocation to complete a major planning effort for the Fifth Street Corridor, from Sinclair Community College to Linden Avenue.

**The Historic Fifth Street Plan was developed in three phases.**

#### **Phase One**

A working committee made up of representatives from each part of the study area were responsible for the first phase of the process. This work group developed an overall planning strategy for the Corridor and established a set of Corridor-wide goals and objectives. This phase of the process was intended to provide the coordination and general framework for the subsequent phases of the process. The Historic Fifth Street Corridor Concept Plan, developed by this group was approved as a working document by the Southeast Priority Board, the Downtown Priority Board, and the City Plan Board in June, 1991.

## **Phase Two**

During the second phase of the process three separate planning groups worked independently to develop detailed plans and recommendations for portions of the study area. In addition to suggesting the unifying elements of the entire Corridor, the Concept Plan also identified the Downtown/Terra Cotta District, the Oregon District, and the Historic Neighborhoods as three distinct parts of the Corridor, each with a unique character and set of concerns. Each independent work group prepared a Component Plan which articulated the specific recommendations for their area. The work groups were responsible for ensuring that their plans reflected the overall planning goals and objectives of the Corridor Concept Plan. Each of the Component Plans has been approved by the neighborhood and business associations located in the various study areas.

## **Phase Three**

In the third phase of the process the independent work groups re-assembled into the larger Corridor-wide work group to review each Component Plan. The work group was responsible for ensuring that each of the plans fit the overall framework established in the Concept Plan, and that recommendations in the various plans were complimentary. The Corridor-wide group also discussed plan implementation, and agreed that from their ranks would emerge a core implementation committee. A Summary Plan, this document, was produced out of this phase of the process. The Summary Plan is designed to outline the overall revitalization strategy for the Corridor, and highlight key recommendations from each of the Component Plans. This document, by action of the Priority Boards, City Plan Board and City Commission, is intended to become official city policy with regard to improvement strategies on Fifth Street over the next several years.

## **THE VISION**

Historically, urban places were places where many different types of people, located in relatively dense spaces were doing many different things, all at once. This situation was not always neat, or very organized, but it was usually exciting and engaging. Cities were built this way because people did not have the luxury of real personal mobility, because the business of the day was most easily conducted with people and business establishments which were close at hand, and because people, as social creatures, liked to operate in social settings. They like to see, and be seen by each other.

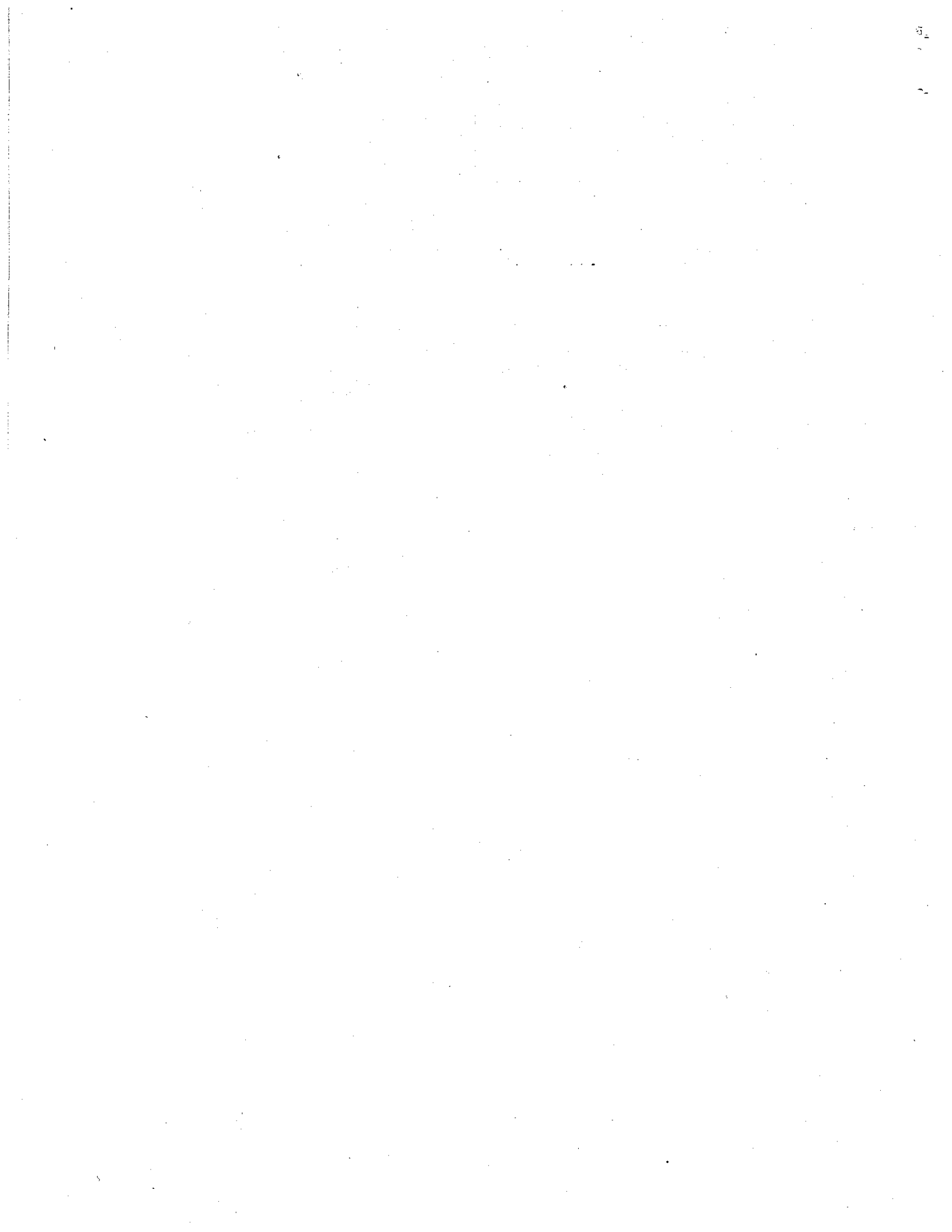
Fifth Street was just such an urban place at the turn of the century. People lived, worked, shopped, and played on Fifth Street. As times have changed and we prepare to move into the 21st Century, this Corridor, possibly more than most others in Dayton, has retained much of the character that makes a place "urban". Today, when people have tremendous personal mobility, and the business of the day is conducted globally, Fifth Street remains urban, because people are still social creatures.

Fifth Street is a major passageway through four designated historic districts, and provides this community with the opportunity to maintain a living, working "urban" place. Fifth Street is historic because it is one of a few remaining "urban" places in Dayton, it remains

"urban" because many different types of people, located in relatively dense spaces are still doing many different things, all at once.

The vision of the Fifth Street Plan is to enhance the "urban" character of the Corridor by promoting diversity, a high level of activity, and a system of people and establishments who conduct their daily business with one another. Fifth Street is not intended to be a museum to the past, but a living, working "urban" place where social creatures will be because they like to see and be seen by each other.

The plan discussion that follows is a summary of the overall Corridor Concept Plan, and each of the Component Plans. These plans, when taken together are the framework for enhancing the "urban" character of Fifth Street. Each of the Component Plans represent areas that have a different focus, or dominant kind of functional structure. They are all "urban" places. How that urban character is enhanced in each situation is somewhat different, however taken as a whole, specific recommendations begin to define in more detail how we achieve a truly living "urban" place.



## **GOALS AND OBJECTIVES**

The overall goals and objectives, developed by the Corridor-wide work group are intended to guide activities, and establish the overall framework for change along the Corridor.

**GOAL: To coordinate, plan, and development activities so that Fifth Street takes on a unified, complementary character.**

### **Objectives:**

Develop programs and policies that encourage major destination users to enhance levels of activity for all appropriate uses throughout the Corridor.

Create a diversity of uses and users which becomes a hallmark of the Fifth Street Corridor.

Ensure that land use decisions in various parts of the Corridor are complementary, and create an economic climate which supports the entire Corridor.

Support and enhance the overall historic character of the Corridor.

Develop independent component plans which are consistent with the goals and objectives of the Concept Plan.

Develop an implementation strategy as part of each component plan..

**GOAL: To develop stronger visual and functional linkages between distinct parts of the Corridor.**

### **Objectives:**

Provide a better, more inviting pedestrian environment, at the street level, through appropriate streetscape improvements, and traffic modifications.

Develop strong Gateways and links into the Corridor at Ludlow, Patterson/ St. Clair, Wayne, Keowee, Hamilton, and Linden which work for vehicles and pedestrians.

Use existing and new lots, if necessary, to ensure adequate, accessible parking areas.

In each component plan, investigate the potential of adding additional modes of transportation (i.e. rail, historic trollies, canal) to the network, and strengthening existing transit systems (electric trolley) along the Corridor.

Develop a strong sense of identity for each of the districts, while providing a larger historic framework for the entire Corridor.

**GOAL: To establish a "secure" climate which stimulates and encourages current and new users to increase activity along the Corridor.**

**Objectives:**

Promote diverse, active, people-oriented uses along the Corridor.

Ensure that uses enhance "street life" by providing doors and windows , and appropriate pedestrian connections at the street level.

Take advantage of the open spaces present along the Corridor by providing a strong, welcoming visual presence.

Consider vacant land and unused buildings along the Corridor for appropriate in-fill, and mixed use on street level and in upper floors.

Highlight major institutions and activity-generators with appropriate "signs of life", or visual cues that promote activity on Fifth Street.

Ensure the Corridor portrays the image of an area which is clean and well-cared for.

Security should be a major consideration in design and planning decisions, with physical improvements that may include features such as appropriate lighting, landscaping, and supervision and emergency assistance.

Promote small business by encouraging the availability of adequate small-scale, affordable space , and additional support (i.e. shared parking, financial assistance, advertising).

Identify unique districts along the Corridor that encourage expanded commercial and/or residential activity through appropriate market positioning.

## **II. COMPONENT PLAN SUMMARIES**

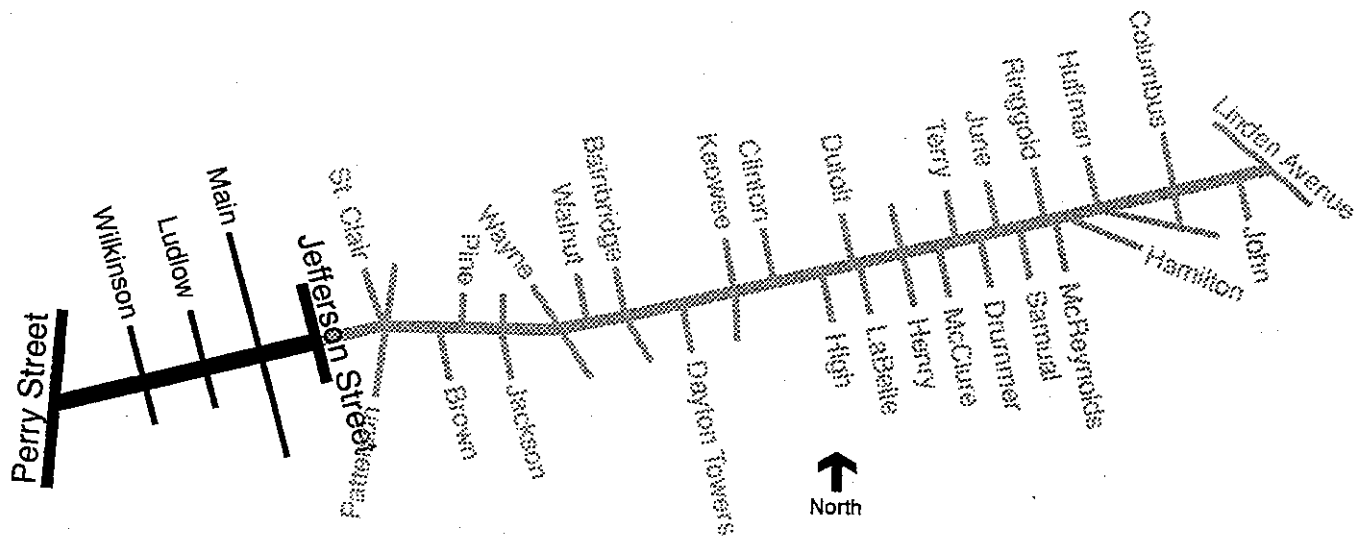
The three Component Plans prepared as part of this process include; the Terra Cotta District, the Oregon District, and the Historic Inner East Neighborhoods. Each of these plans was developed working with representatives from the districts. These plans present detailed goals and recommendations which address the Concept goals and objectives as they relate to the particular situations in these three parts of the Corridor. Each plan focuses on the goals of developing a unified character, strengthening visual and functional links, and stimulating additional activity in a way that takes advantage of the strengths and opportunities of that part of the Corridor.

The summaries that follow highlight the detailed goals of each process, and the specific recommendations of the Component Plan. A complete Component Plan document was prepared for each of these plans which are available from the Department of Planning, and the Southeast Priority Board.



# Historic Fifth Street Corridor: Downtown/Terra Cotta Component

Oregon/Neon Component  
Historic Neighborhoods Component



**Downtown/Terra Cotta Component**





# TERRA COTTA DISTRICT COMPONENT PLAN

## INTRODUCTION

The Terra Cotta District is that portion of Fifth Street between Sinclair College and the Neon District. The heart of this district is the National Register designated Terra Cotta Historic District which includes buildings clustered at the intersection of Fifth and Ludlow Streets. The unique terra cotta facades of these buildings are characterized by the ornate, highly detailed elements of the buildings. Terra cotta was a material widely used for construction around the time of the 1913 flood in Dayton, a time of considerable construction activity downtown.

The Terra Cotta Plan also includes that part of the study area east of Main Street to Patterson Boulevard, referred to as the Convention/Neon District. This is an area dominated by its largest users; the Convention Center, Stouffer's, and the Transportation Center. Dave Hall Plaza is another important element of this district. These users are currently some of the largest activity generators along the Corridor. The scale of this area, however tends to be less pedestrian than most other parts of the Corridor. Overhead walkways, and the nature of traffic in the area make "street life" a secondary consideration. Because of the nature of visitors to this area, and its location as a critical link between the Oregon District and downtown, its pedestrian environment is very important to the street life of the entire Corridor.

This Component Plan area is illustrated on figure 1.

## DETAILED GOALS

The goals of the Terra Cotta District Plan are consistent with the overall goals of the Concept Plan, but are tailored to meet the specific needs of this Component Plan.

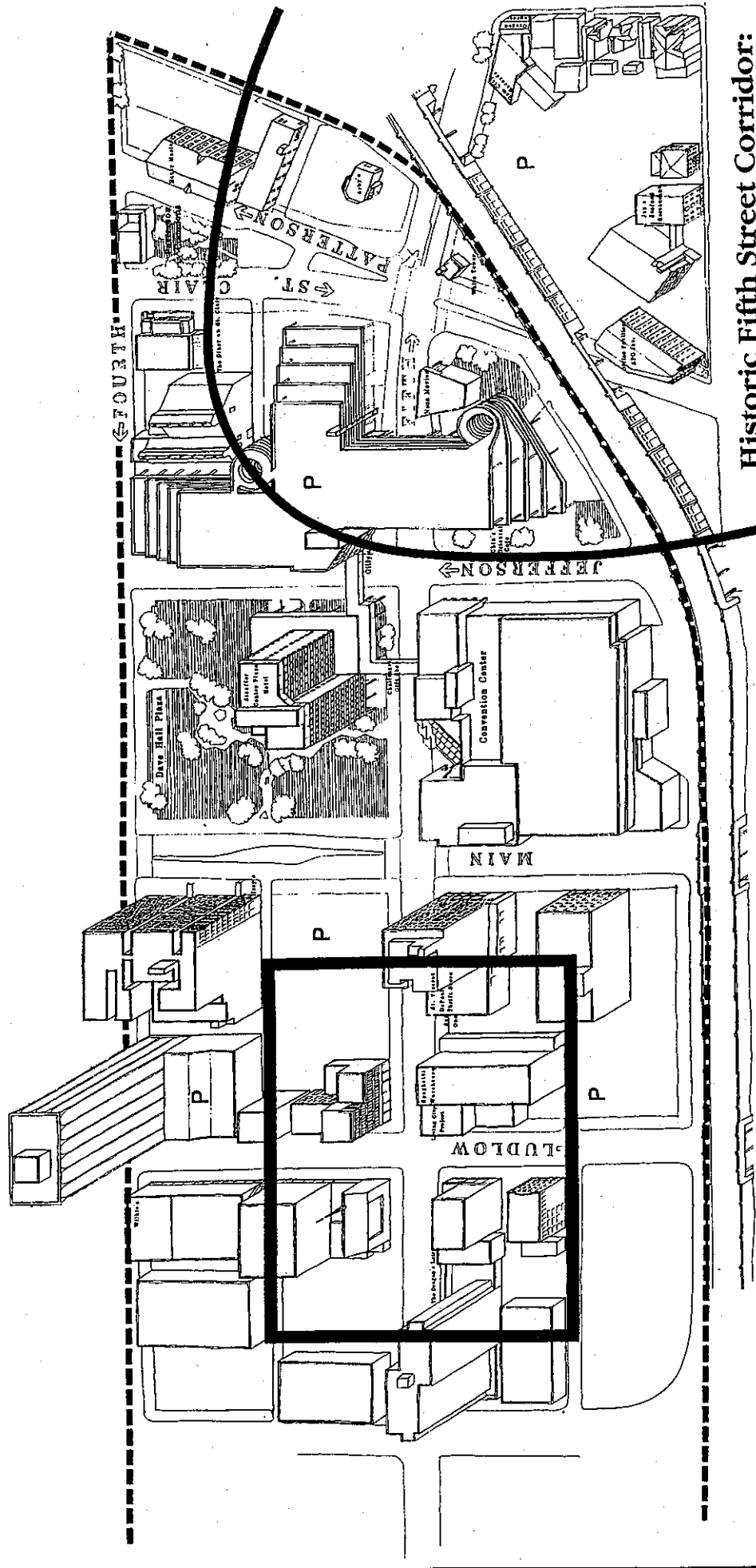
**GOAL: Make better visual and functional connections between major land uses**

### Objectives:

Make pedestrian connections at the street level

Improve the sense of security for pedestrians

"Tame" vehicle traffic in the area






**Historic Fifth Street Corridor:  
Terra Cotta Component Plan**

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**1**  
Figure

**Study Area**

-  Downtown
-  Terra Cotta District
-  Overlap with Oregon Study Area

**GOAL: Improve the "market" image of the area**

**Objectives:**

Highlight the advantages of the area to small business

Promote housing as a choice in the area

**GOAL: Generate diverse activity in the area**

**Objectives:**

Make better use of vacant and unused building space

Encourage new uses that complement, support, and balance dominant land uses (i.e. Stouffers, Reynolds & Reynolds, Convention Center)

Promote mixed use projects which would include housing, office, and retail

Increase the "active" period of the day in the area by adding housing and other establishments with evening hours

**PLAN RECOMMENDATIONS**

The plan recommendations that follow are summaries of the recommendations found in the Terra Cotta Component Plan. A copy of the full report can be obtained from the Department of Planning.

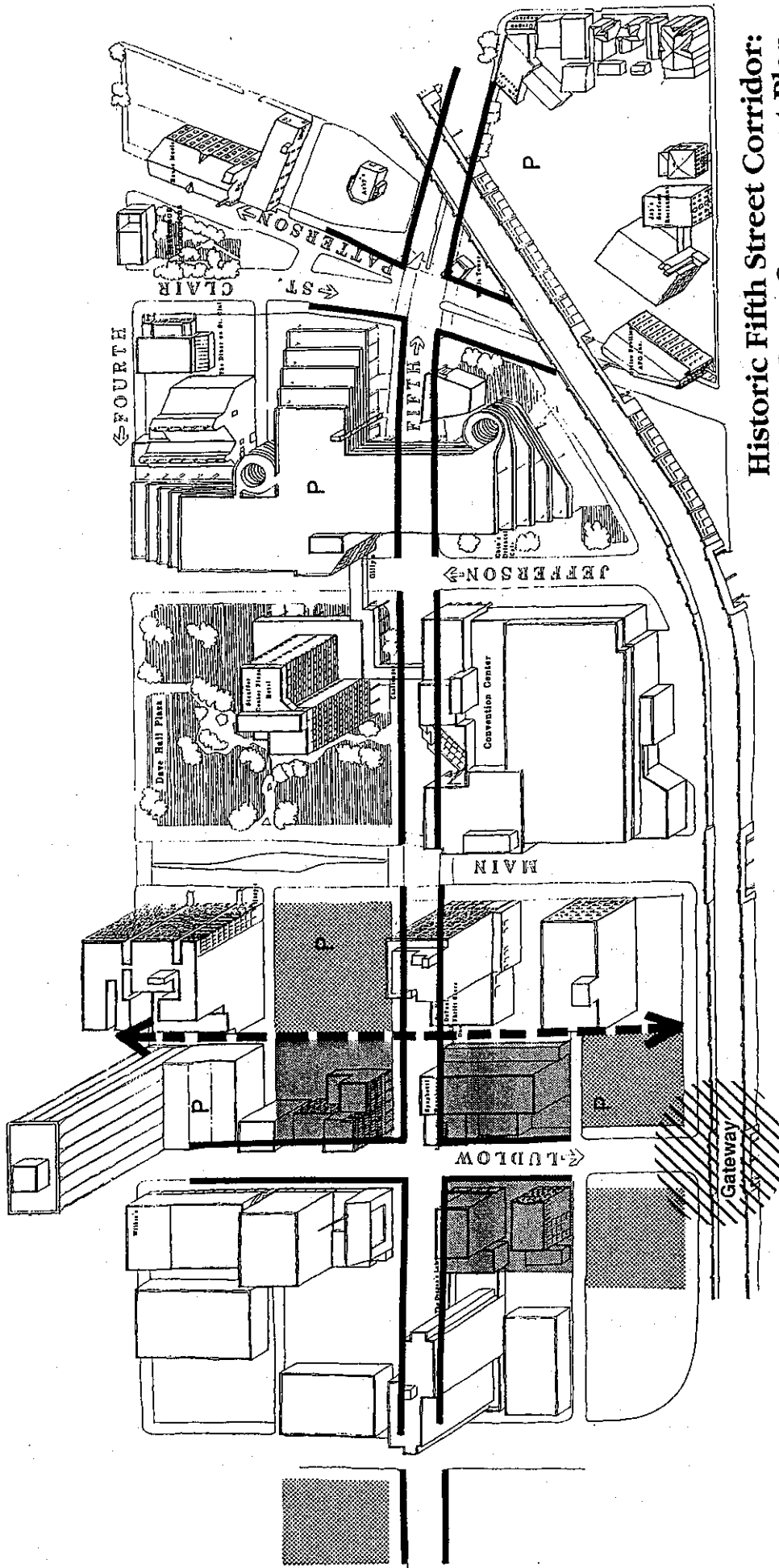
Changes and improvements to the study area will only occur over time, and recommendations are presented as either near-term or longer-term projects. The recommendations, as with the goals and objectives, are intended to set the tone and indicate the types of projects which should be pursued. Figure 2 illustrates some of the highlighted recommendations of the plan which are described below.

**NEAR-TERM RECOMMENDATIONS**





**Target Buildings at Fifth and Ludlow for Rehabilitation and Higher Occupancy**

The older buildings located at or near the intersection of Fifth and Ludlow Streets should be targeted for renovation. These buildings are in various states of repair and functional usefulness. Most of them are currently underused, although some space is occupied by office, retail and to a very limited extent, residential users.

One of the primary considerations in upgrading the buildings will be to do so in the most *economical* manner. This will help to ensure that the final product is as affordable as possible to attract tenants, buyers and users. An incremental approach to rehabilitation using Article 32 of the Ohio Basic Building Code as well as rehabilitation tax credits



**Plan Recommendations**

-  Connect Streetscape/Traffic Flow/Activity
-  Mid-Block Connection
-  Rehab
-  Infill

**Historic Fifth Street Corridor:  
Terra Cotta Component Plan**

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**2**  
Figure

should keep projects affordable. Each project will require a tailor made approach to individual buildings.

### **Diversify Land Uses**

Buildings should be considered for higher occupancy in the form of mercantile and service at the street level and office/commercial and housing for the upper floors of each building. A mixed use approach will generate neighborhood activity for up to 18 hours a day. This activity will create the vitality, desirability, and safety that is currently lacking. In particular, the addition of market rate housing to the area would complement the mostly dominant institutional and office/commercial uses and also provide balance to the more than 200 units of subsidized housing in the neighborhood.

Some of the large-scale uses which surround the Fifth and Ludlow intersection, such as Sinclair Community College and Reynolds & Reynolds, could provide possible users for the buildings, especially for housing. Because of the number of visitors who use the Convention Center, Stouffer's and the related hospitality uses on Fifth Street, the opportunity exists to create a stronger linkage with the core by encouraging more hospitality uses such as restaurants. This type of activity will serve other visitors to the downtown, including other hotels, and strengthen that already existing function of the street.

### **Market Area's Unique Architectural Character and Affordability**

The architectural characteristics which set this part of downtown apart, provide a unique marketing and imaging opportunity. This character should be preserved, and buildings eligible, but not currently listed on the Register, should be considered for registration.

The use of historic tax credits for projects in this area could provide an incentive to potential developers to undertake rehabilitation. This opportunity also allows projects to remain reasonably economical. A 20% tax credit is available for the substantial rehabilitation of historic buildings for commercial, industrial and rental residential purposes. A 10% tax credit is available for substantial rehabilitation for nonresidential purposes of buildings built before 1936, that are not eligible for the National Register.

In the current uncertain economic climate large projects may be slow to develop. Activity that would generate attention and start to meet the goals of the plan is possible in the short-term. "Getting the lights on" could include simple actions such as: washing windows, painting cornices and windows, getting displays in the windows, leasing space to desirable short-term tenants at the street level at a lesser rate to create desirability as opposed to holding out for "top dollar".

### **Traffic Management**

"Civilizing", "taming" or "calming" vehicle traffic along Fifth Street is an important part of the revitalization effort in this area. Taming traffic is a term that refers to creating a balanced transportation system that considers pedestrians, bicyclists, and transit riders as well as people in private vehicles. More civilized traffic can be achieved by lowering speed limits, narrowing roads, adding speed bumps, and other alternatives.

The way traffic currently circulates, results in the streets in the Terra Cotta District functioning as quick routes out of town, rather than the way to get to a destination. This type of circulation is not consistent with the goals of this plan, or the pedestrian character being encouraged on Fifth Street. Recommendations to tame the traffic along Fifth include, investigating the potential for angled parking at certain locations, possible conversion of Fifth Street to two ways in certain locations, and additional curb parking where possible. These types of actions can slow traffic and provide more parking to new and existing users. As additional parking is provided, it should be well distributed to serve all of the buildings in the area. Access to off-street parking should not be concentrated on Fifth Street, or become a major function of the street, but a support function to building users.

If passenger rail service returns to the Dayton area, downtown will be the primary stop. The passenger facility to serve that stop should be located in the ground floor of the Transportation Center Garage. This location would create additional traffic for the Convention Center, Stouffers and the rest of the hospitality-oriented businesses along Fifth Street. Figure 3 illustrates a transit facility at the Transportation Center.

## **STREETSCAPE AND PEDESTRIAN AMENITIES**

Streetscape improvements that make Fifth Street inviting to pedestrians, and enhance its character are recommended for targeted portions of the Corridor. Streetscape recommendations are designed to highlight positive areas and try to address particularly negative parts of the Corridor. They are also intended to strengthen the visual links between downtown and the Oregon District, by using some of the same types of elements.

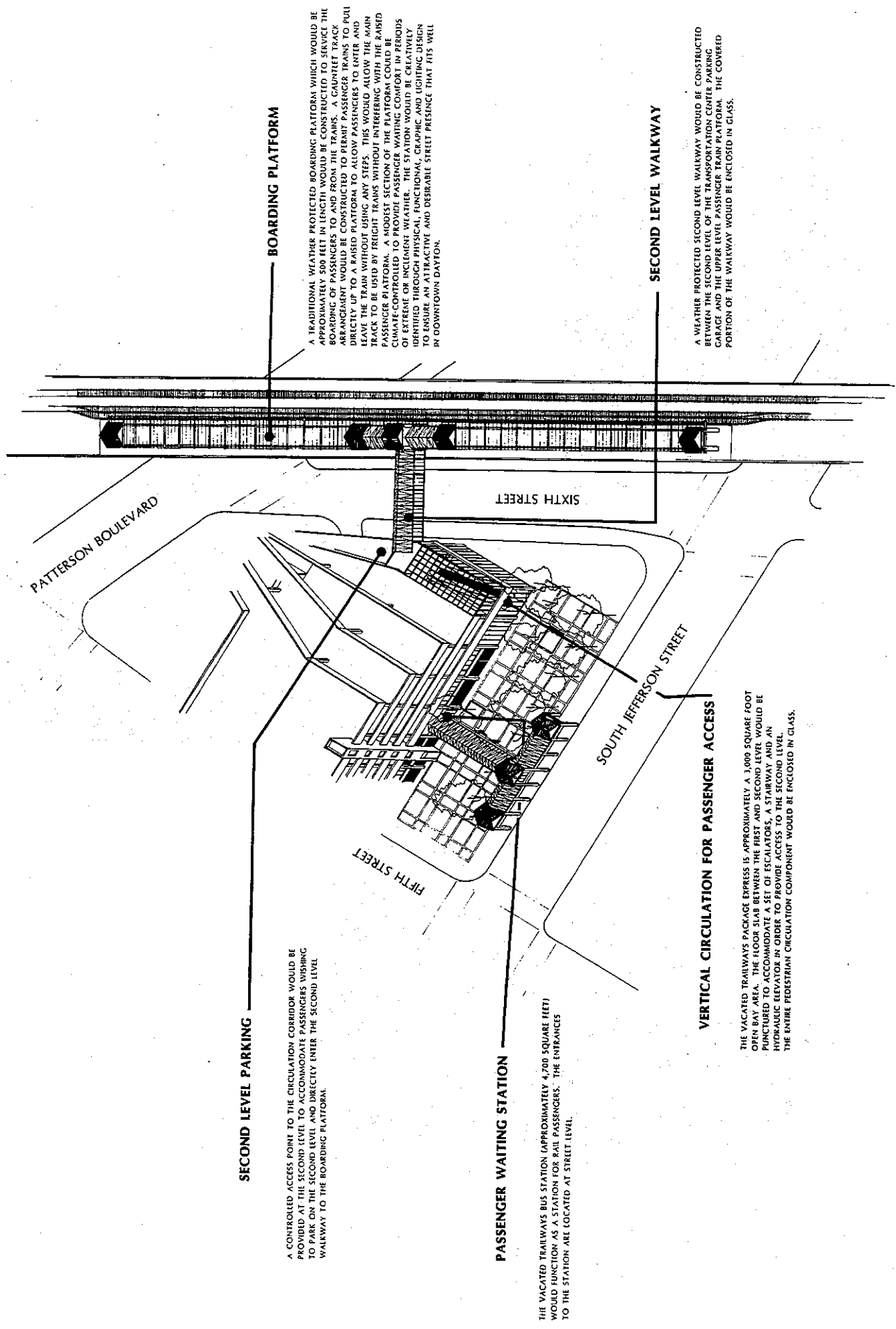
### **Streetscape Theme**

Streetscape improvements should create a more pedestrian-scaled environment which is visually inviting and provides the amenities people and businesses need. This can include, additional street trees, benches, public rest rooms, special paving treatments on streets and sidewalks, well placed parking, improved lighting, facade canopies, and basic repair to the curbs and sidewalks.

Fifth Street should be a street which engages daily users and informs visitors. One way to accomplish both of these needs is to add public art, murals, directories, and other "public design" to the streetscape. Because of the demolition of buildings in the core of the study area over the years, many of the remaining buildings have highly visible walls. These walls could be covered with murals which reinforce and enhance certain characteristics of the district and can be used to create a new identity of sorts. Figures 4 and 5 provide examples of murals and other public art.

### **Sixth and Ludlow Gateway**

The passage along Ludlow Street at Sixth Street and the railroad bridge presents an image problem. Surface parking lots are unattractive and unattended, and the railroad overpass is unattractive and poorly lit. The lack of appropriate lighting and low levels of activity make



**SECOND LEVEL PARKING**

A CONTROLLED ACCESS POINT TO THE CIRCULATION CORRIDOR WOULD BE PROVIDED AT THE SECOND LEVEL TO ACCOMMODATE PASSENGERS WISHING TO PARK ON THE SECOND LEVEL AND DIRECTLY ENTER THE SECOND LEVEL WALKWAY TO THE BOARDING PLATFORM.

**BOARDING PLATFORM**

A TRADITIONAL WEATHER PROTECTED BOARDING PLATFORMS WHICH WOULD BE APPROXIMATELY 500 FEET IN LENGTH WOULD BE CONSTRUCTED TO SERVE THE BOARDING OF PASSENGERS TO AND FROM THE TRAINS. A GAUNTLET TRACK ARRANGEMENT WOULD BE CONSTRUCTED TO PERMIT PASSENGER TRAINS TO PULL DIRECTLY UP TO A RAISED PLATFORM TO ALLOW PASSENGERS TO ENTER AND LEAVE THE TRAIN WITHOUT USING ANY STEPS. THIS WOULD ALLOW THE MAIN TRACK TO BE USED BY FREIGHT TRAINS WITHOUT INTERFERING WITH THE RAISED PASSENGER PLATFORM. A MODEST SECTION OF THE PLATFORM COULD BE CLIMATE-CONTROLLED TO PROVIDE PASSENGER WAITING COMFORT IN PERIODS OF EXTREME OR INCLEMENT WEATHER. THE STATION WOULD BE CREATIVELY DESIGNERD THROUGH PHYSICAL, FUNCTIONAL, GRAPHIC AND LIGHTING DESIGN TO BE ATTRACTIVE AND DESIRABLE STREET PRESENCE THAT FITS WELL IN DOWNTOWN DAYTON.

**PASSENGER WAITING STATION**

THE VACATED TRAILWAYS BUS STATION (APPROXIMATELY 4,700 SQUARE FEET) WOULD FUNCTION AS A STATION FOR RAIL PASSENGERS. THE ENTRANCES TO THE STATION ARE LOCATED AT STREET LEVEL.

**SECOND LEVEL WALKWAY**

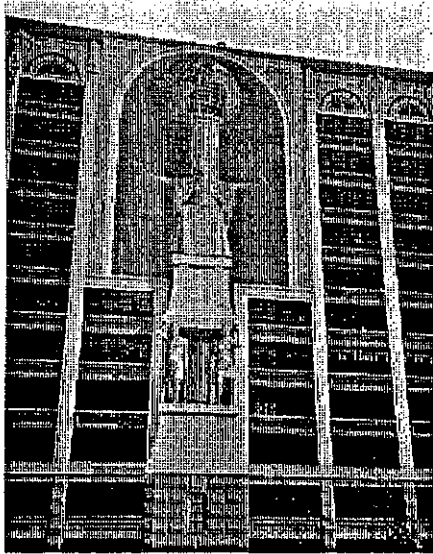
A WEATHER PROTECTED SECOND LEVEL WALKWAY WOULD BE CONSTRUCTED BETWEEN THE SECOND LEVEL OF THE TRANSPORTATION CENTER PARKING GARAGE AND THE UPPER LEVEL PASSENGER TRAIN PLATFORM. THE COVERED PORTION OF THE WALKWAY WOULD BE ENCLOSED IN GLASS.

**VERTICAL CIRCULATION FOR PASSENGER ACCESS**

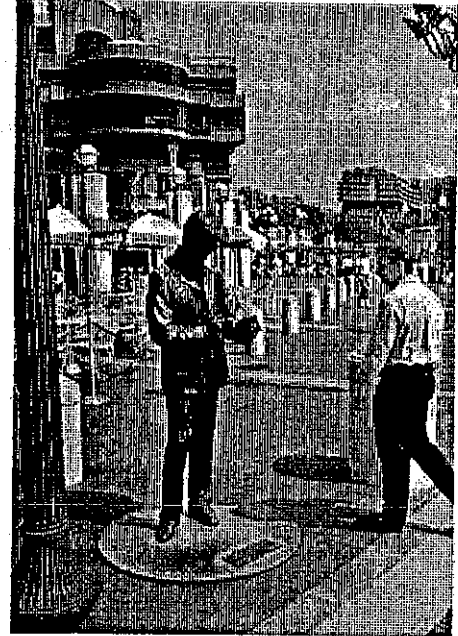
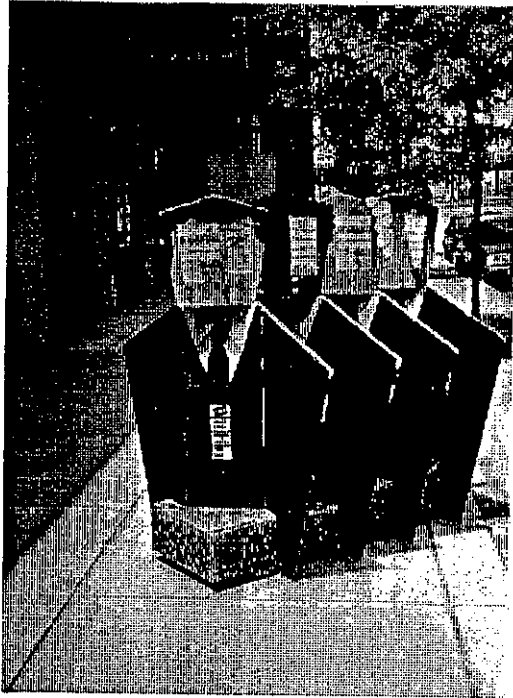
THE VACATED TRAILWAYS PACKAGE EXPRESS IS APPROXIMATELY A 1,000 SQUARE FOOT OPEN BAY AREA. THE FLOOR SLAB BETWEEN THE FIRST AND SECOND LEVEL WOULD BE PUNCTURED TO ACCOMMODATE A SET OF ESCALATORS, A STAIRWAY AND AN HYDRAULIC ELEVATOR IN ORDER TO PROVIDE ACCESS TO THE SECOND LEVEL. THE ENTIRE PEDESTRIAN CIRCULATION COMPONENT WOULD BE ENCLOSED IN GLASS.

**A PASSENGER TRAIN FACILITY FOR DOWNTOWN DAYTON**

**Figure 3**



Wall murals can enhance as well as create a sense of identity to a place



Streetscape art can add visual interest as well as whimsy and a sense of history to walking in a special urban place

this area appear threatening. Tree planting and better landscape treatments in the parking lots, and appropriate lighting could significantly improve the appearance of the area, and make it seem more secure. The railroad overpass could be painted to make it seem less a barrier, and more a part of the streetscape.

### **Parking**

The study area contains a number of surface parking lots. Many do not contain any screening or landscaping. Some contain landscaping that is poorly maintained and gives the appearance that concern is lacking. Improving the physical appearance of the lots with screening and landscaping is recommended for the short term as a low-cost way to create a noticeable, positive impact. It is also recommended that creative, engaging improvements be made to the parking structures in the area to increase their desirability since that is usually a visitors first experience in a place. Improvements such as creative, quality lighting (i.e. the Transportation center Garage), music delivery and public restrooms would improve the sense of hospitality for the study area.

## **FUTURE DEVELOPMENT**

The following items are recommended as a guide in considering future development for the long-term. These recommendations are consistent with the overall goals of the process which focus activity and a mixed use character on Fifth Street, illustrated on figure 6.

### **Redevelopment**

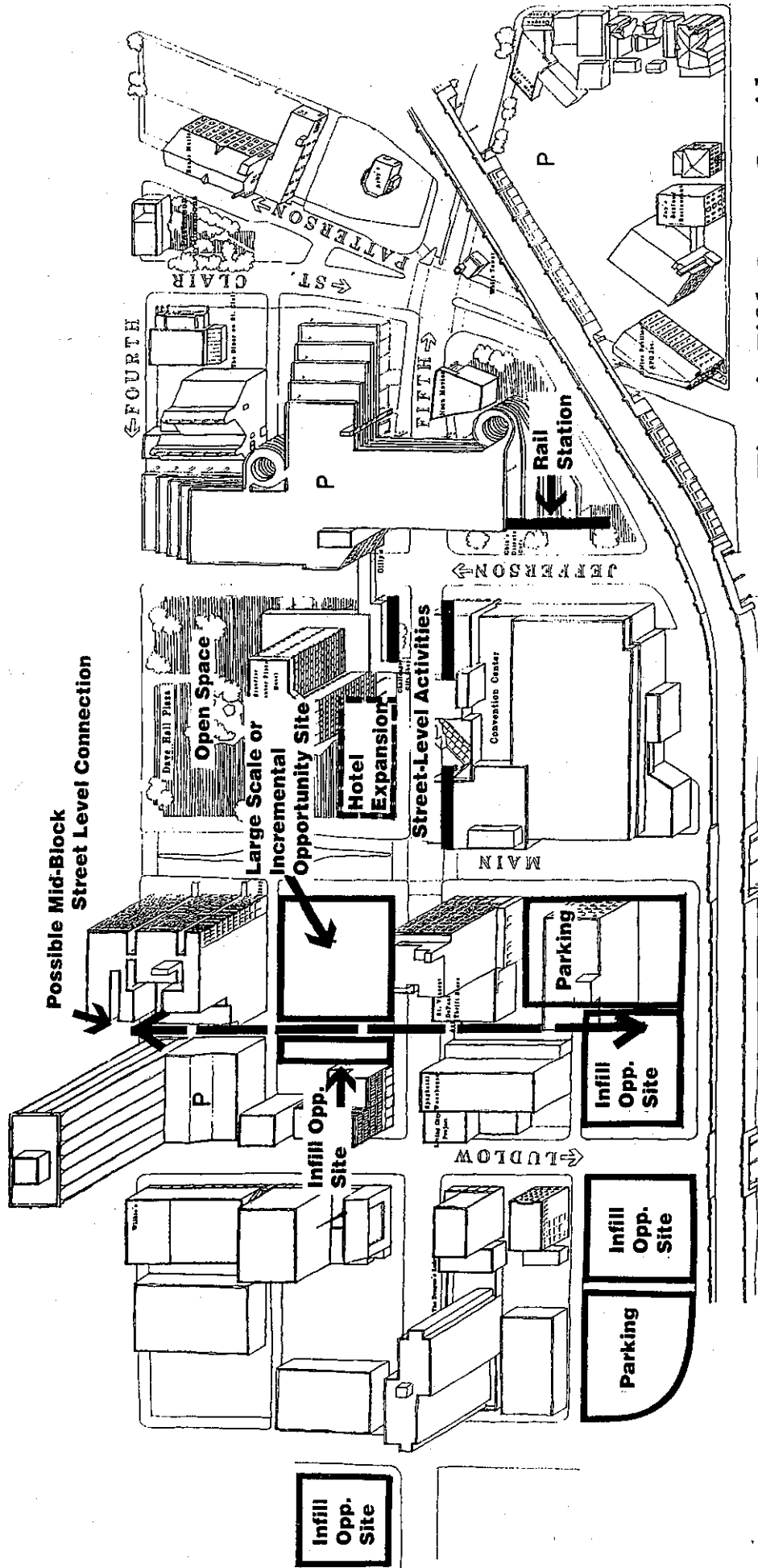
Vacant sites in the study area provide the opportunities for future development. The northwest corner of Fifth and Main Streets could offer the greatest, large-scale opportunity because of its size and location on Main Street. The future use of the site should include commercial, hotel, institutional, and street level retail establishments. This mixed-use development option ensures the diversity recommended as an overall goal for Fifth Street.

There are smaller, assembled sites on either side of South Ludlow near Sixth Street. It is recommended that these sites be considered for incremental in-fill development. Sites could be developed in pieces with low-scale, mixed-use buildings that would add to the diversity of the study area as well as provide a sympathetic architectural counterpoint to the historic character of the core intersection.

The adopted Urban Renewal Plan for Dave Hall Plaza provides for an expansion of the hotel along Fifth Street to Main. It also calls for the park to be maintained as permanent public open space. It is possible to consider some long-term improvements to the park to ensure a higher level of public use.

### **Mid-Block Connection**

A mid-block pathway between the study area and the mid-block of Fourth Street should be developed in anticipation of making a connection to a reopened Arcade in the future.



**Historic Fifth Street Corridor:  
Terra Cotta Component Plan**

Long-Term Development Opportunities

Department of Planning  
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Figure 6



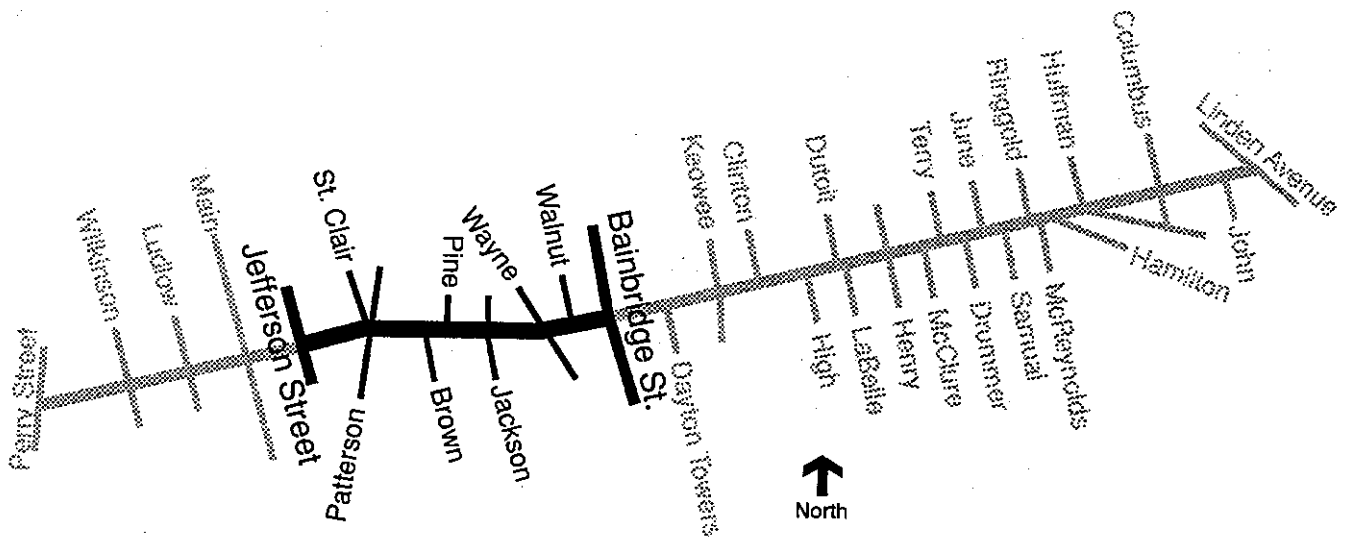
## **Parking**

It is recommended that if a demand arises to provide additional structured parking, that it be located on sites closer to Sixth Street and away from Fifth Street. This will encourage a different pattern of vehicular circulation.

## **Street-Level Activities**

Modifications are recommended at the Convention Center and Stouffers at the street-level. Uses that can be added to the ground floors such as restaurants, coffee shops, gift shops, and others would add to the activity level in this part of the Corridor. This could take place by claiming currently underused street-level space.

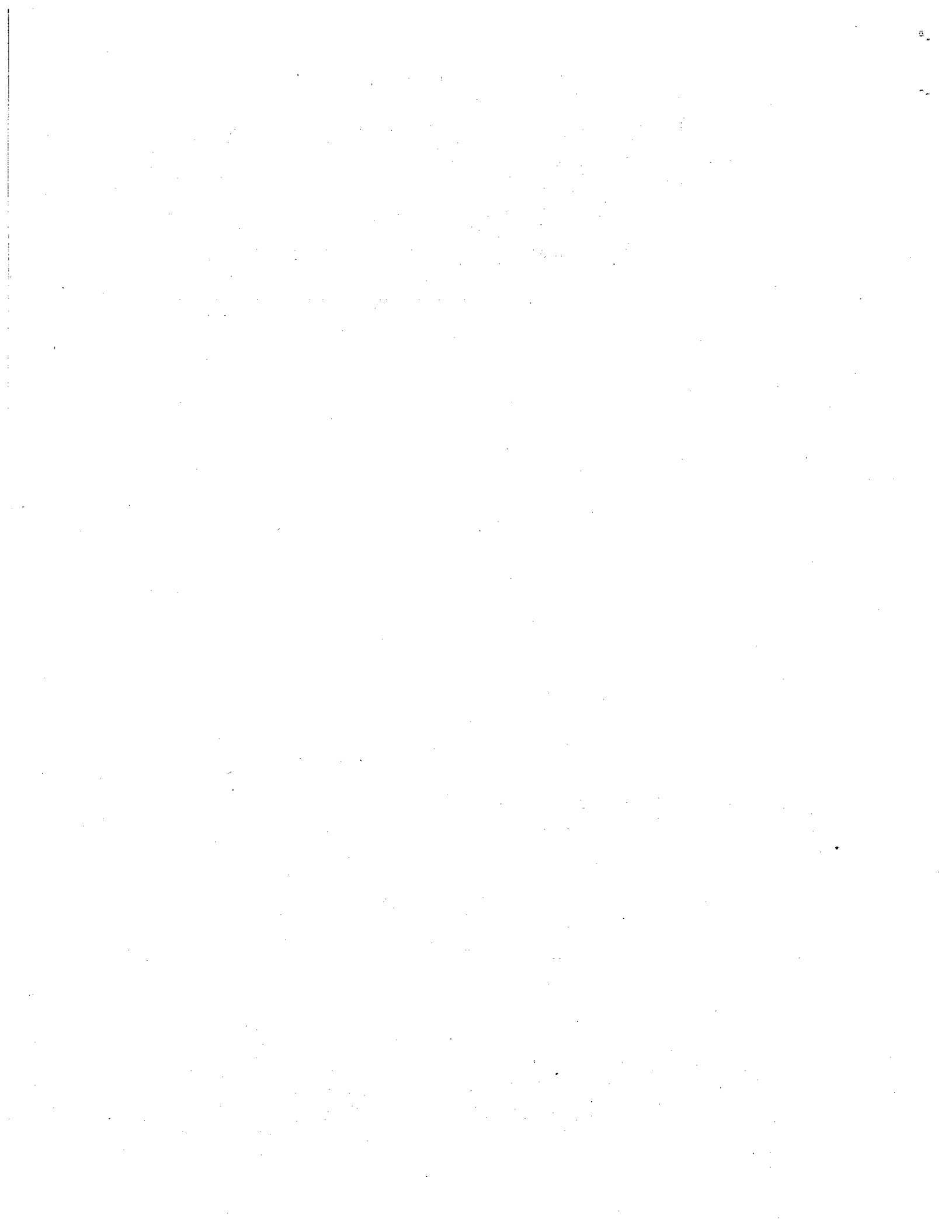
**Historic Fifth Street Corridor:**  
 Downtown/Terra Cotta Component  
**Oregon/Neon Component**  
 Historic Neighborhoods Component



**Oregon/Neon Component**

B Ö H M  
**NBBJ**





## **OREGON DISTRICT PLAN**

### **INTRODUCTION**

The Oregon District Component Plan deals with that portion of the study area from Patterson Boulevard to Wayne Avenue. The Oregon District is a concentration of commercial/retail structures with a significant historic character. That character has been highlighted by public capital improvements including brick street restoration, decorative lighting, street trees, sidewalk paver installations, and other amenities. The business district has developed an identity, community-wide as an entertainment area, and a part of the successful historic neighborhood to its south. However, Fifth Street in the Oregon District has been plagued by street level vacancies, and the neighborhood is often troubled by the spillover impacts of the entertainment establishments.

The Oregon District has achieved tremendous revitalization success over the past fifteen years. The following discussion of goals and plan recommendations represents an effort to get the area "back on track" and continue with the positive advances of the past in a coordinated, pro-active way. This Component Plan was developed by Bohm NBBJ, a planning consulting firm located in Columbus, Ohio, in conjunction with the Oregon work group.

The Oregon District Portion of the Study area is illustrated in figure 7.

### **DETAILED GOALS AND OBJECTIVES**

The goals and objectives of the Oregon District Component Plan are consistent with the overall Concept Plan, but are tailored to the specific needs of this area.

#### **GOAL: Establish a Broader Community Identity.**

##### **Objectives:**

Increase promotion of Central Business District area as the regional entertainment and arts center.

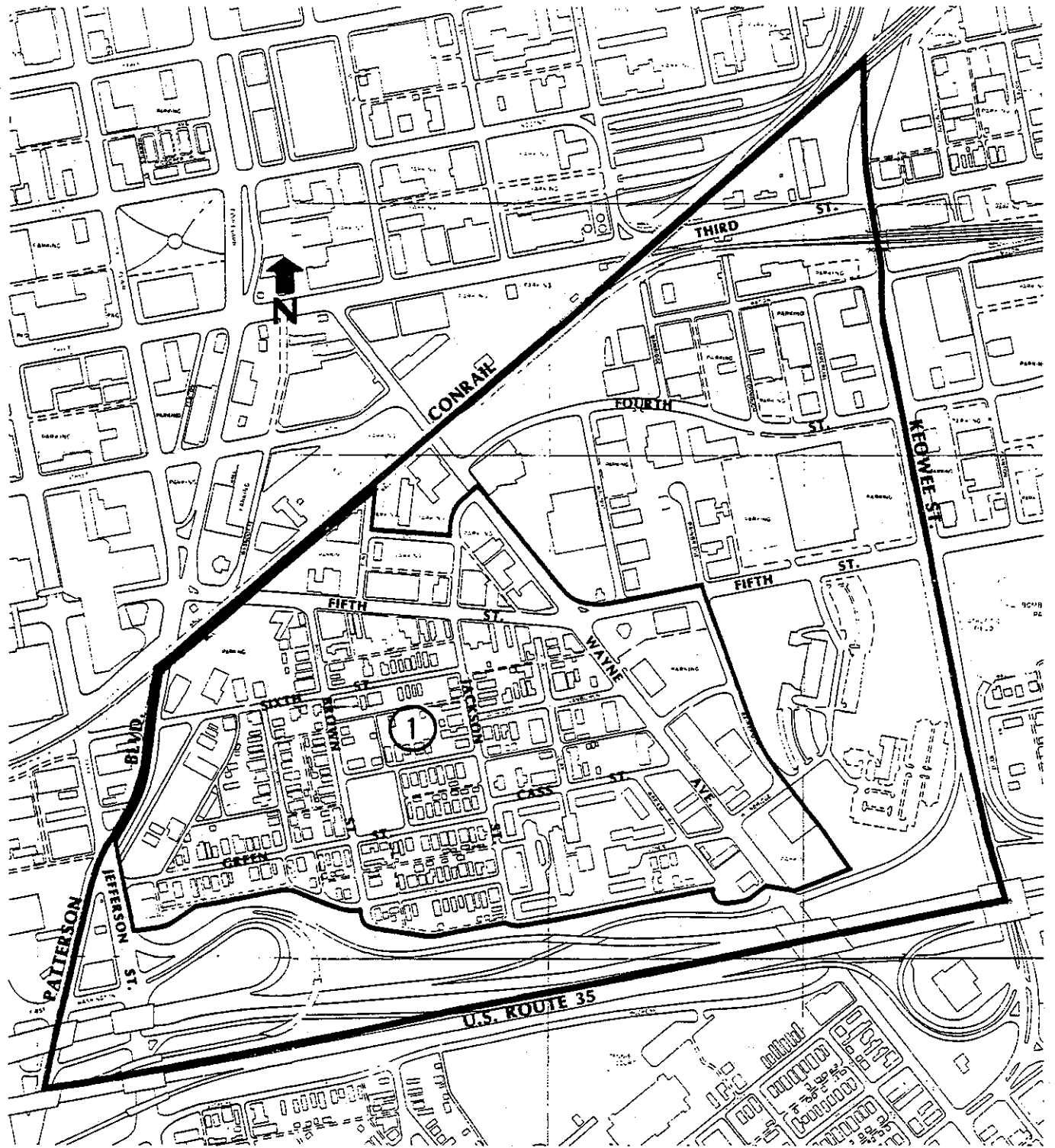
Enhance Oregon Business District as one of several major CBD attractions for visitors and for CBD workday population.

Develop stronger links both physically and perceptively between Convention Center, Central Business core, and OBD.

Provide upgraded transit link between the Oregon Business District, adjacent neighborhoods, and the CBD.

Enhance and expand upon the image of OBD as an activity center.

# OREGON



1. Oregon Historic District

Provide for long-term vitality and viability of Oregon residential district.

Encourage, through both public policy and private initiative, expanded housing options through creative adaptation of area structures and potential new construction.

**GOAL: Improve Transportation Systems and Parking**

**Objectives:**

Provide clear signage to mark access connection between Route 35 freeway exits and entries and the Oregon Business District.

Maximize distribution, number and convenience of existing and new parking including examining potential for a parking structure within Oregon Business District.

Provide clearly marked, safe and secure, well-signed and well-lit parking, having pleasant pedestrian connections to service the Oregon Business District.

Promote the use of Convention Center parking to service the Oregon Business District.

Re-Examine and potentially modify the present one-way street system servicing the east side of the CBD and the Oregon Business District to simplify area traffic patterns.

Provide additional on-street parking adjacent to the Convention Center and entry to Oregon Business District.

**GOAL: Improve the Mix of Land Uses and Expand the Level of Activity**

**Objectives:**

Create and encourage an environment conducive to residential, office, as well as retail uses within the OBD.

Encourage a broader mix of uses that appeals to a broader range of the market than is presently the case.

Encourage the evolution of compatible and complementary land uses in areas adjacent to the OBD.

Evolve the present entertainment image of the OBD into a broader arts, food, and entertainment district image.

Allow for expansion of the OBD through the evolution of uses and identification of the OBD extending west beyond the present railroad overpass to east of Wayne Avenue.

Enhance retail opportunities to service the adjacent Oregon neighborhood and for neighborhoods to the east.

Examine present or future surface areas at western end of OBD for a well-designed mix of parking, potential new construction, and redevelopment.

### **GOAL: Maximize Use of Existing Buildings**

#### **Objectives:**

Educate and inform existing and potential building owners/tenants as to overall economic feasibility, code issues, and building renovation requirements for retail, office, and or residential use.

Upgrade over time both the quality and market appeal of Oregon Business District tenants.

Encourage upper floor occupancy of presently vacant space for office and/or residential uses.

Encourage and promote compatible uses for those buildings located adjacent to the OBD.

Maximize ground floor tenancy with quality users even if tenants are otherwise short-term and break even in return.

Encourage use of consistently vacant ground level space for arts or other non-profit activity.

Continue to promote exterior renovation and enhancement of all OBD structures.

### **GOAL: Provide for Pedestrian Space and Amenities as a Priority**

#### **Objectives:**

Acknowledge and promote Fifth Street between Patterson and Wayne Avenues as a pedestrian zone.

Ensure that within that pedestrian zone, pedestrian safety and security is paramount.

As an extension of individual businesses, provide a variety of well-located, high-quality pedestrian spaces, from sitting to outdoor dining.

Provide a well-designed, well-managed event space within the OBD.

Develop pedestrian spaces and activities between the OBD and the Convention Center/Central Business District.

Reduce traffic and pedestrian conflicts between the Convention Center and the OBD.

Encourage the use of awnings as partial weather protection for pedestrians along the Fifth Street Corridor.

Encourage those businesses on the south side of Fifth Street to provide building service from the front (north) versus the rear (south) in order to protect adjacent residential properties.

Redevelop the land between business structures to the north and residences to the south within the Fifth Street Corridor as quality controlled outdoor pedestrian spaces.

**GOAL: Maintain a Strong Image and Identity**

**Objectives:**

Maintain and enhance the historic character of the area as expressed through its architecture and its history.

Evolve the image of the OBD from an overt focus on bars and bookstores to a larger focus on being an activity center.

Foster an environment that contributes to a place that a wide range of people are consistently attracted to.

Create an extended OBD "front door" south along Patterson Boulevard.

Develop a gateway or sense of entry on the east end of the OBD.

Develop a west end gateway feature that extends to Patterson and Fifth versus the railroad overpass.

**GOAL: Organize a Management, Promotion and Operations Strategy**

**Objectives:**

Acknowledge multiple ownership and multiple objectives in carrying out any planning or development objectives.

Develop an ongoing forum for residents, business owners, and property owners within the OBD.

Expand the overall OBD market appeal to include a wider range of people across the broader part of the business day.

Ensure joint coordination and promotion of operation and management of events, promotional activities, and in achieving short-term and long-term objectives for the area.

Articulate and communicate existing and future OBD opportunities to the real estate community.

## **PLAN RECOMMENDATIONS**

The plan recommendations that follow are summaries of the recommendations found in the Oregon District Component Plan. A copy of the full report can be obtained from the Department of Planning. Changes and improvements to the study area are organized into three sets of recommendations; those to be completed in the short-term, within three years, those to be completed within five years, and those to be completed in the longer-term, beyond five years. The recommendations, as with the goals and objectives are intended to set the tone and indicate the types of projects which should be pursued.

This plan focuses on two significant elements; increased levels of activity along Fifth Street in the Core of the district, and the expansion of the District to more specifically include areas currently seen as being on the periphery of the Oregon District.

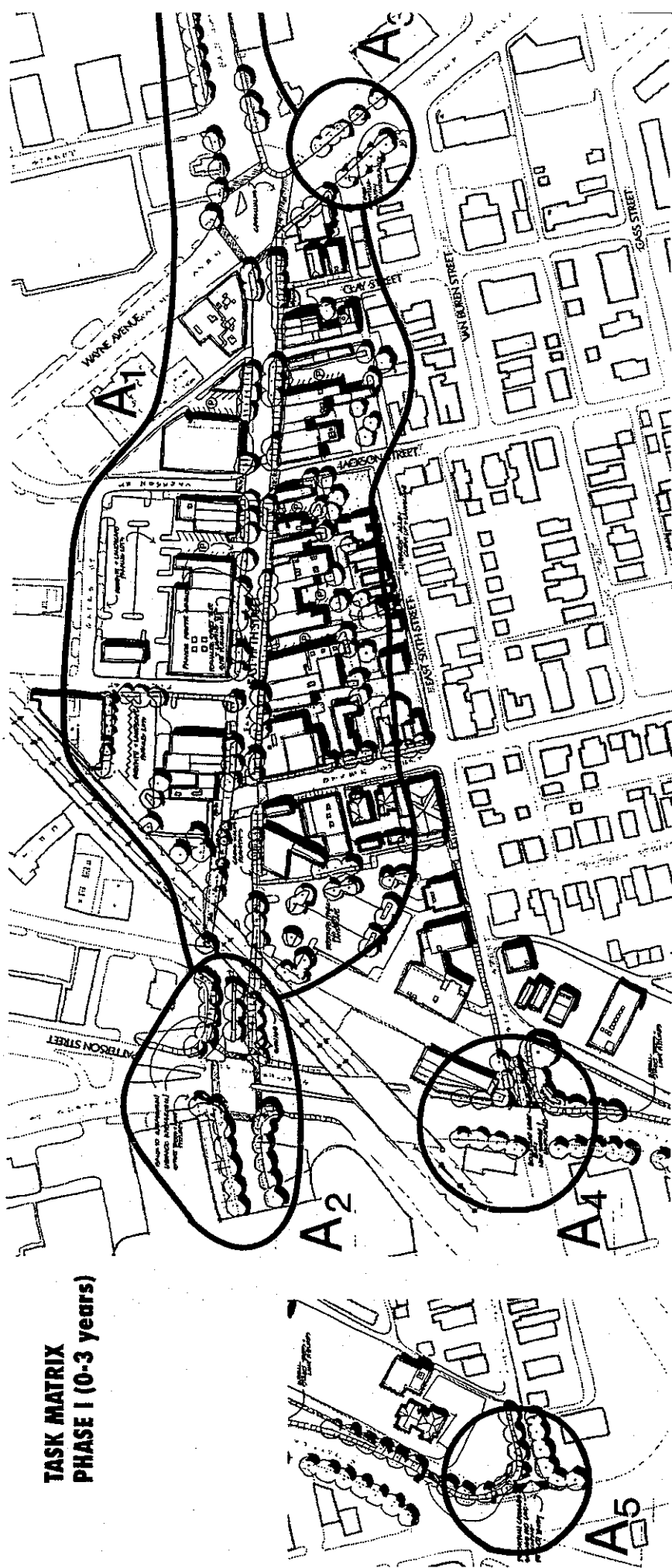
Figures 8-10 illustrate some of the highlighted recommendations which are described below. Each of these sets of recommendations is divided into sub-area components with detailed recommendations. These sub-areas are presented as A1- A5 in the phase one recommendations (illustrated on figure 8), B1-B5 in the phase two recommendations (illustrated on figure 9), and C1-C5 in the phase three recommendations (illustrated on figure 10).

### **Maximize Use of Existing Structures on Fifth Street**

The Component Plan calls for the adaptive re-use of many of the historic buildings which are currently vacant. Appropriate uses include retail, office and residential tenants. This mix of users will add vitality to the District and provide a broader character. A short-term emphasis should be placed on renting space which has been vacant for long periods of time to low- or non-profit cultural and arts groups. This will strengthen the image of the District as a broad-based entertainment center with something to offer a wide range of people.

As buildings are renovated for longer-term reuse consideration should be given to providing economical space to the market in order to keep as many tenant options open as possible. Several reuse scenarios indicate that unfinished space could be furnished for as little as \$8.00 per square foot renovation costs, and semi-finished space for as little as \$13-\$15 per square foot. The Oregon Business Association should monitor the tenants and

**TASK MATRIX  
PHASE I (0-3 years)**



Bohm NBBJ

Figure 8