



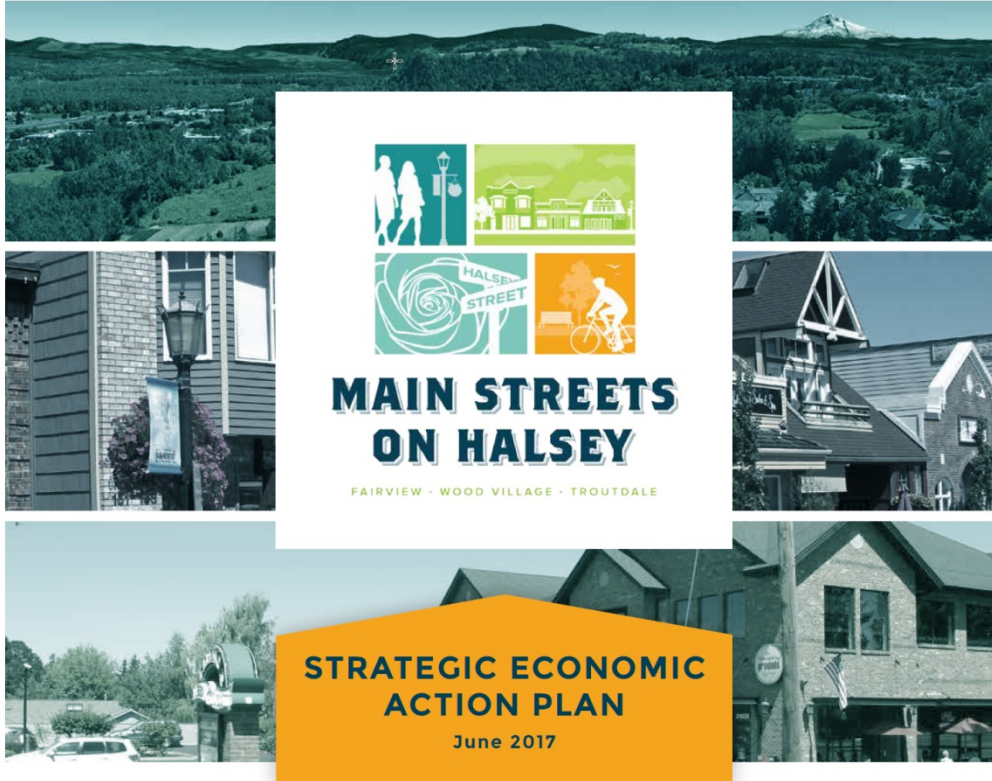
# MAIN STREETS ON HALSEY

FAIRVIEW • WOOD VILLAGE • TROUTDALE

## June 2020 Project Update

Multnomah County Bicycle and Pedestrian  
Citizen Advisory Committee Meeting

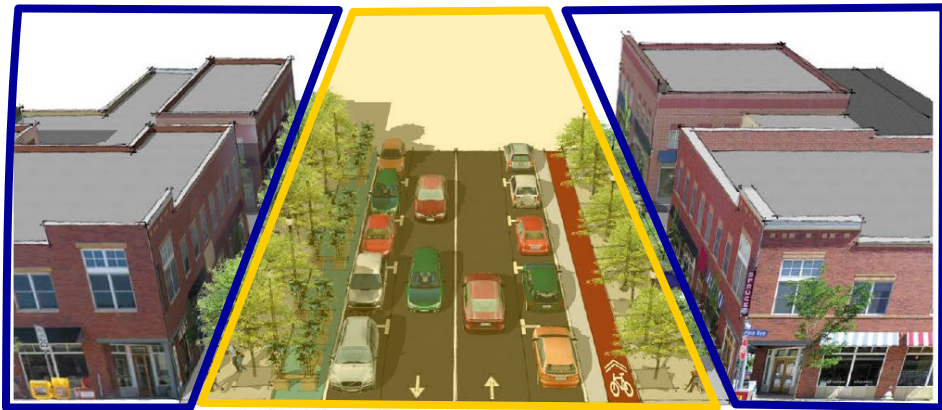
# THE MAIN STREETS PLAN



- Shared Vision
- 3-City & County partnership
- Programs and Strategies
- Land Use and Transportation Recommendations

# MAIN STREETS IMPLEMENTATION WORK

## WHAT IS A MAIN STREET?



### Key Ingredients:












- Destinations to walk to
- Walking is pleasant, comfortable, and safe
- Concentration of people and housing
- Buildings define and enclose the street
- What else?

Buildings & site development + Street and sidewalk areas

# STREET + SIDEWALK IMPROVEMENTS



Main Streets on Halsey Proposed Roadway Improvements

- |  |   |   |
|--|---|---|
|  Intersection improvement                             |  Proposed signalized intersection                        |  Proposed pedestrian/bicyclist crossing with refuge          |
|  Gateway improvement, including signs and landscaping |  Proposed roadway striping and landscaping enhancements  |  Proposed pedestrian/bicyclist crossing with refuge and RRFB |
|  Bicycle-specific safety enhancements               |  Proposed sidewalk and landscaping enhancements         |  Pedestrian-scale lighting                                  |
|  Bicycle-specific parking facilities                |  Proposed sidewalk, lighting and crossing enhancements |   |

# FUNDING FOR IMPROVEMENTS

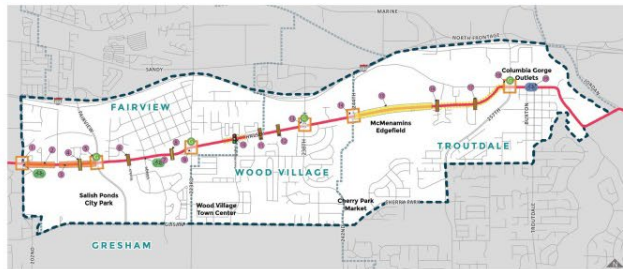
*To fund these improvements, the cities of Fairview, Wood Village and Troutdale will need to organize the project to 30% design...This will allow for more detailed cost estimates on which the project can be financed.*

City	Frontage Estimate (includes both sides)	Planning Level Cost Estimate
Fairview	16,000 linear feet	\$1,277,500
Wood Village	7,500 linear feet	\$902,500
Troutdale	15,000 linear feet	\$3,360,000



# PREPARING FOR CAPITAL FUNDING

## Proposed Roadway Improvements



Main Streets on Halsey Proposed Roadway Improvements



## What People are Saying

- Strong desire for mixed use development along the corridor, especially at key intersections
- New housing needed, especially in Troutdale
- Commercial development needed mostly around 223rd
- Safety improvements needed at Edgefield area
- More and safer pedestrian crossings

Based on community input from October 2016 public design workshop.

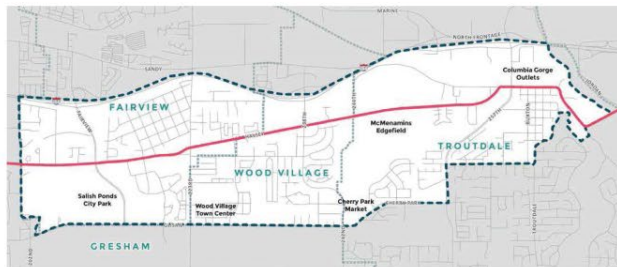


mainstreetshalsey.com

## NE Halsey Street



A Critical Corridor for East Multnomah County



## The Halsey Street Corridor is a critical east county transportation and land use corridor.

It runs through Fairview, Wood Village, and Troutdale, roughly parallel to I-84, and extends from the Gresham/Fairview City limits at Fairview Parkway on the west to the Sandy River on the east. It spans all type of housing and serves key east county urban centers.

**Partnership and Momentum:** Fairview, Wood Village, Troutdale, Multnomah County, businesses and stakeholders have come together and adopted the Main Streets on Halsey Plan, which encourages economic and transportation investments to make the corridor safer and more accessible for people walking, bicycling, driving in cars, and carrying freight. This corridor is also part of the East Metro Connections Plan, a partnership with Gresham, Metro, Fairview, Wood Village, Troutdale, and Multnomah County.

**Readiness:** Implementation has begun with city and county standards reflecting the Main Streets on Halsey Plan, and project development has started for key transportation and land use projects along the corridor. The City of Fairview recently recognized this as part of an Urban Renewal Area to help fund projects identified in the Halsey Plan.



# TGM GRANT APPLICATION

## Task #1: Main Street Look and Feel:

Develop a **visual identity** for the full stretch of Halsey as well as complementary sub-identities for city-specific areas. This will include **logos**, a **color palette**, **design materials**, **wayfinding signage**, and other streetscape elements, as well as formal **brand standards** that create a unified look and feel for the corridor that can be used for economic development efforts and regional marketing.

# Branding and Wayfinding

## WAYFINDING

### Application:

To create some uniformity within the Halsey Street Corridor, and to reinforce the branding, a common Wayfinding Signage system should be developed and utilized by all three cities.

### Wayfinding Examples



Buffalo, WY



Beaverton, OR



Cedar Falls, IA



Columbia River Gorge National Scenic Area



Hillsboro, OR

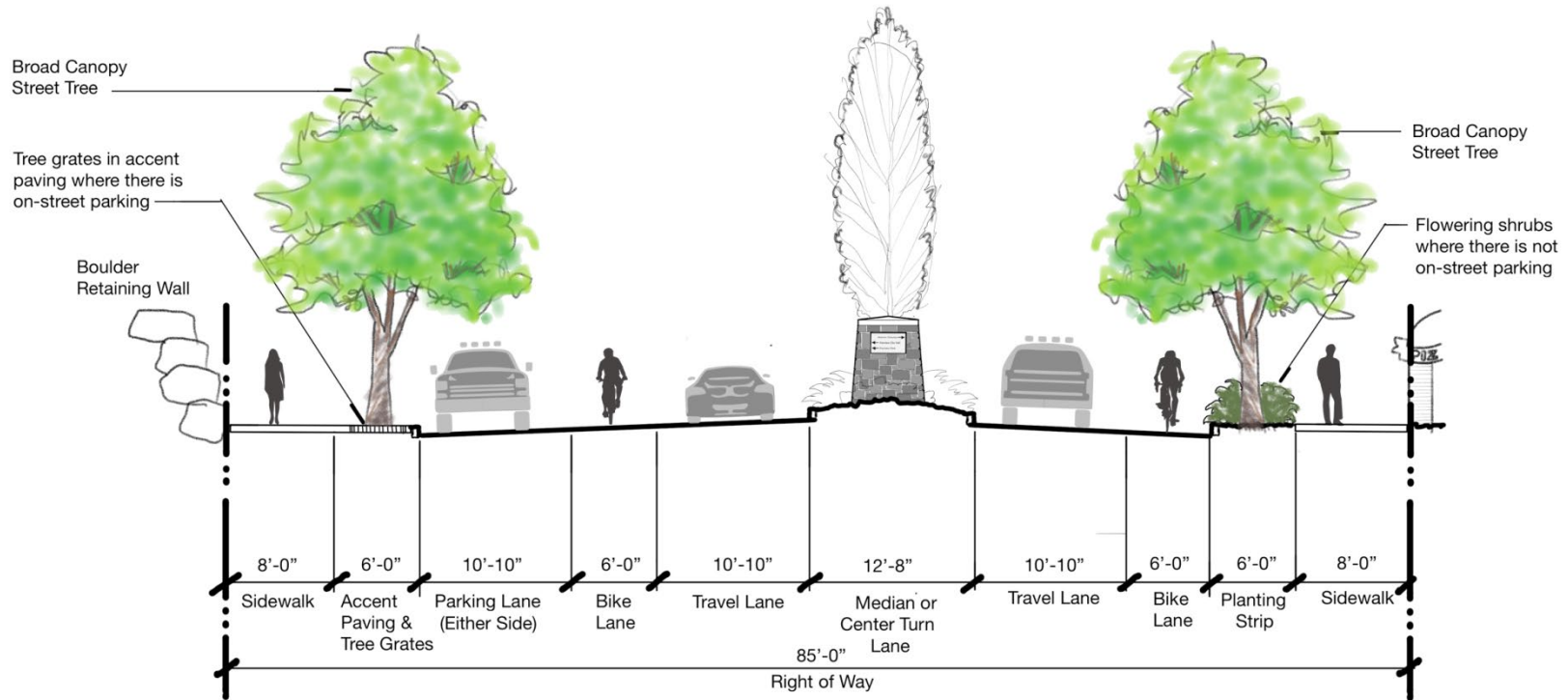


# TGM GRANT APPLICATION

## Task #2: Street Cross Section:

Revise **County's street design standards** to create a main street environment that **encourages pedestrian and bike travel, slows traffic and increases safety**, supports storefront business activity, and allows for implementation of the streetscape design.

# Updated Cross Section Concept



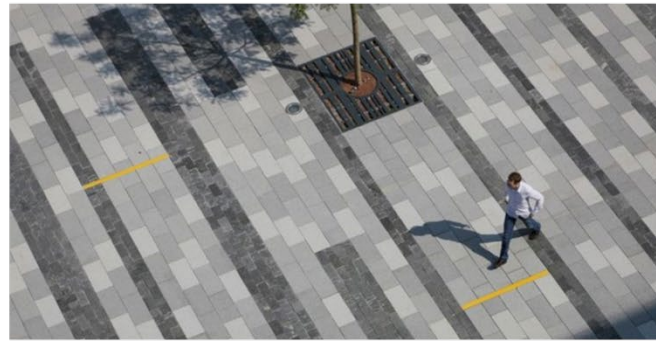
# TGM GRANT APPLICATION

## Task #3: Streetscape Concept Plan:

Use the visual identity and brand standards to develop a corridor streetscape plan that reflects the **cohesive visual identity** developed in Task #1.

# Streetscape Design

## Sidewalks and Crosswalks



# 3-CITY CODE UPDATE

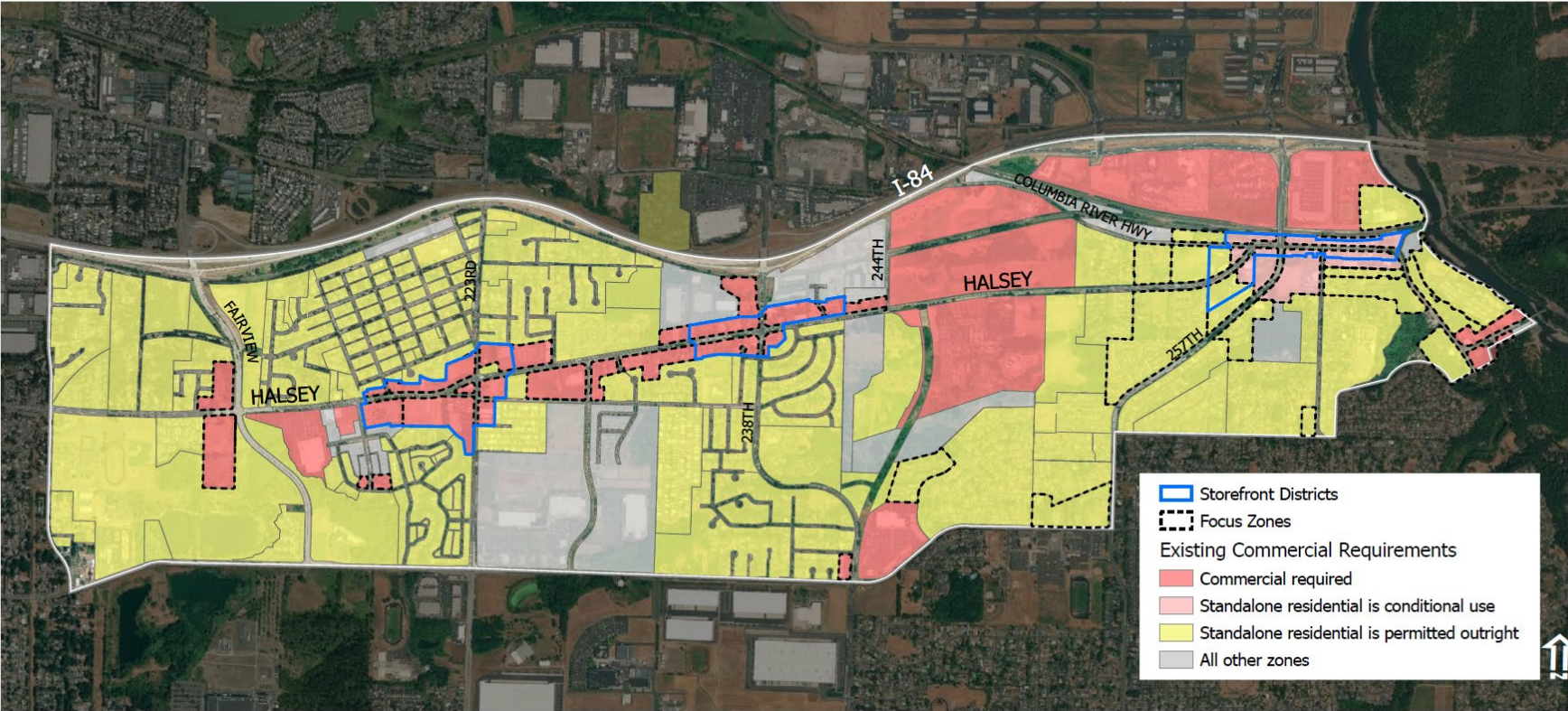
## STOREFRONT DISTRICTS | **What are Storefront Districts?**

- Concentrations of commercial uses and activity which provide a destination for residents and visitors
- Walkable environment that is oriented around the pedestrian experience and the ground floor
- Opportunities to create a distinct identity for Halsey Street as a whole and each individual city
- Good locations for civic uses and spaces





STOREFRONT DISTRICTS | **Proposed Storefront Districts**





## STOREFRONT DISTRICTS | **Ground Floor Design Standards - Commercial**

### **Ground floor height and windows**



### **Weather protection and pedestrian amenities**



## STOREFRONT DISTRICTS | **Examples of Adaptive Commercial Spaces**

### **Food cart pod**



### **Food cart pod + enclosed space**



### **Micro retail pod**





# 3-CITY CODE UPDATE

## CODE AUDIT KEY ISSUES | CHALLENGING COMMERCIAL USES

**It can be very challenging to design some uses to be pedestrian-friendly on a Main Street.**

**Should they be prohibited outright or allowed subject to special design standards?**

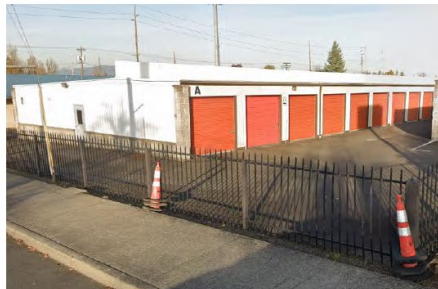
Vehicle service/sales/repair



Drive-through businesses



Self-storage/mini-storage



**OTHER FAIRVIEW**

**BIKE + PEDESTRIAN PROJECTS**

# FAIRVIEW: TGM Quick Response Proposal

Proposal to create a regional public-private coalition and develop a conceptual plan for a transit and bike hub on the PPL Power corridor property at Fairview Parkway and Halsey Street.

- Identify potential transit enhancement opportunities connecting to Gorge, Mt. Hood, and Portland.
- Evaluate potential for electric charging stations
- Bike hub location



# 223<sup>rd</sup> AVENUE IMPROVEMENTS



**Only through N/S street in Fairview**

**Fairview Elementary School route**

**Sidewalk and bike lane gaps**

**Design phase funded in 2020-2021  
for improvements**

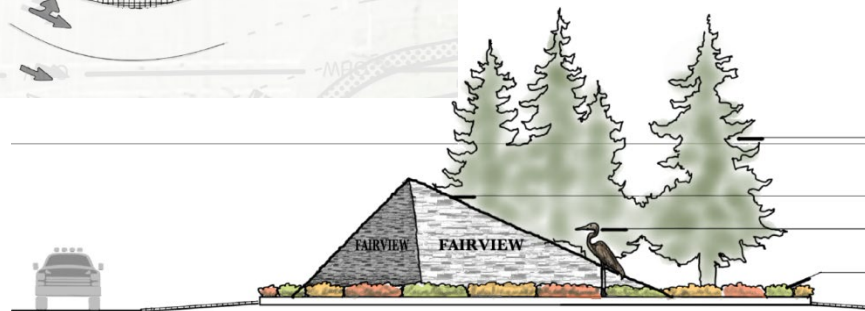
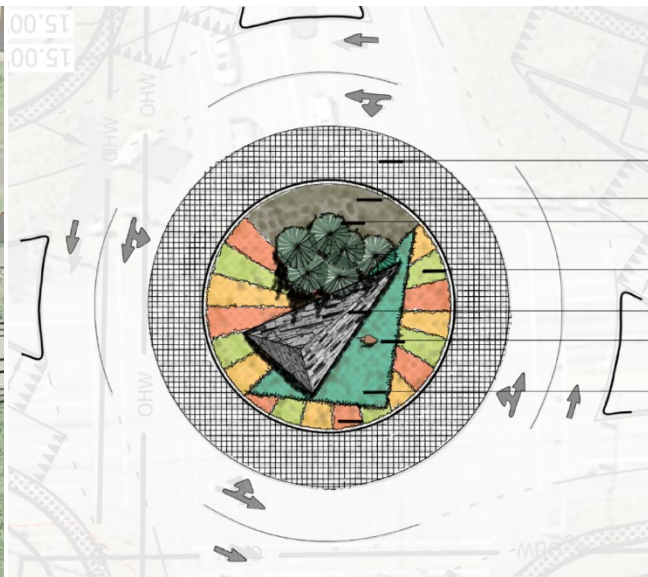
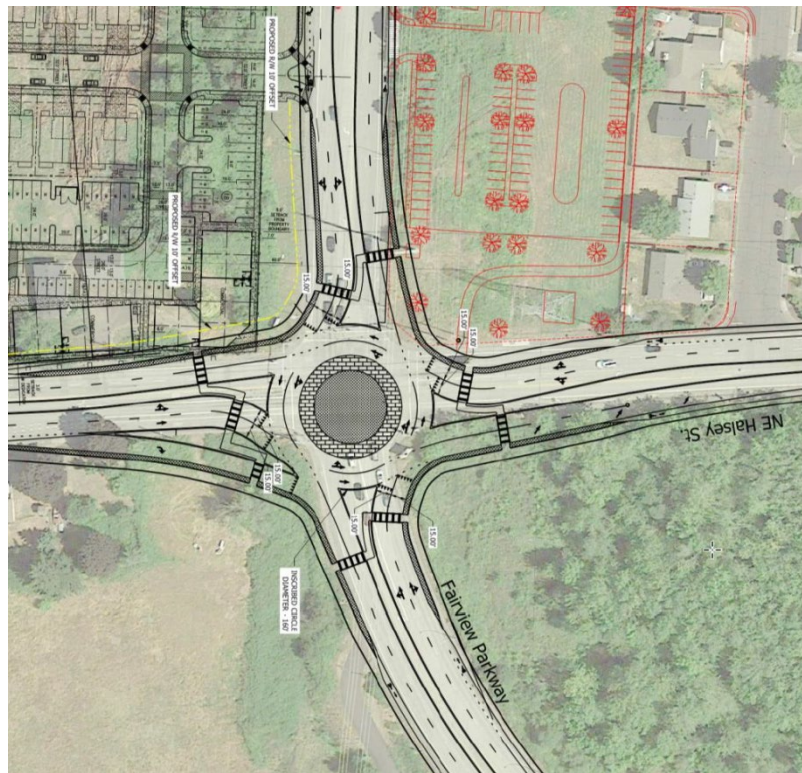


# 223<sup>RD</sup> IMPROVEMENTS



Railroad bridge undercrossing between I-84 and Marine Drive

# Fairview Parkway + Halsey Roundabout



# QUESTIONS AND FEEDBACK

**Thank you!**

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