

A historical black and white photograph of a busy street in Albany, Oregon. The street is filled with activity, including a trolley in the center, several horse-drawn carriages, and many pedestrians. The buildings on either side are multi-story, and there are utility poles with wires overhead. The overall scene depicts a bustling urban environment from the early 20th century.

Central Albany
RETAIL REFINEMENT PLAN
10-20-11

Central Albany Revitalization Agency

FIRST STREET, ALBANY, OREGON

ACKNOWLEDGEMENTS

Steering Committee

Rebecca Bond – Albany Visitor’s Association, Historic Resources Coordinator

Greg Byrne – City of Albany, Community Development Director, ADA board member

Anne Catlin – City of Albany, Planner

Rich Catlin – Albany Downtown Association (ADA) board member; ADA Economic Development Committee Chair (previous City Planner)

Celia Formiller – Business Owner, Frogs and Pollywogs; ADA President

Oscar Hult – ADA Executive Director

Sharon Konopa – City of Albany, Mayor

Marc Manley – ADA board member, ADA ED member, downtown building owner

Kate Porsche – City of Albany, Urban Renewal Manager

Stakeholder Group

Heather Hansen – City of Albany Planner

Public Works: Chris Cerclewski – City Engineer

Transportation – Ron Irish, City of Albany, Traffic Engineer

Parks – Ed Hodney, City of Albany Parks Director

John Boock - Property Owner

Rick Mikesell - Property Owner

David Johnson - Property Owner

Matt Bennet - Business Owner

Peggy Udolf - Business Owner

Dave Wood - Willamette Community Bank

Jimmy Lucht - AVA

Wendy Kirby - Brass Ring Carousel

Consultant

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**RETAIL
REVITALIZATION**

OVERVIEW

The Retail Refinement Plan provides a vision and strategy for creating retailer interest and stimulate retail activity in downtown Albany.

STUDY AREA

The project study area includes those blocks identified within the Central Albany Urban Renewal Area.

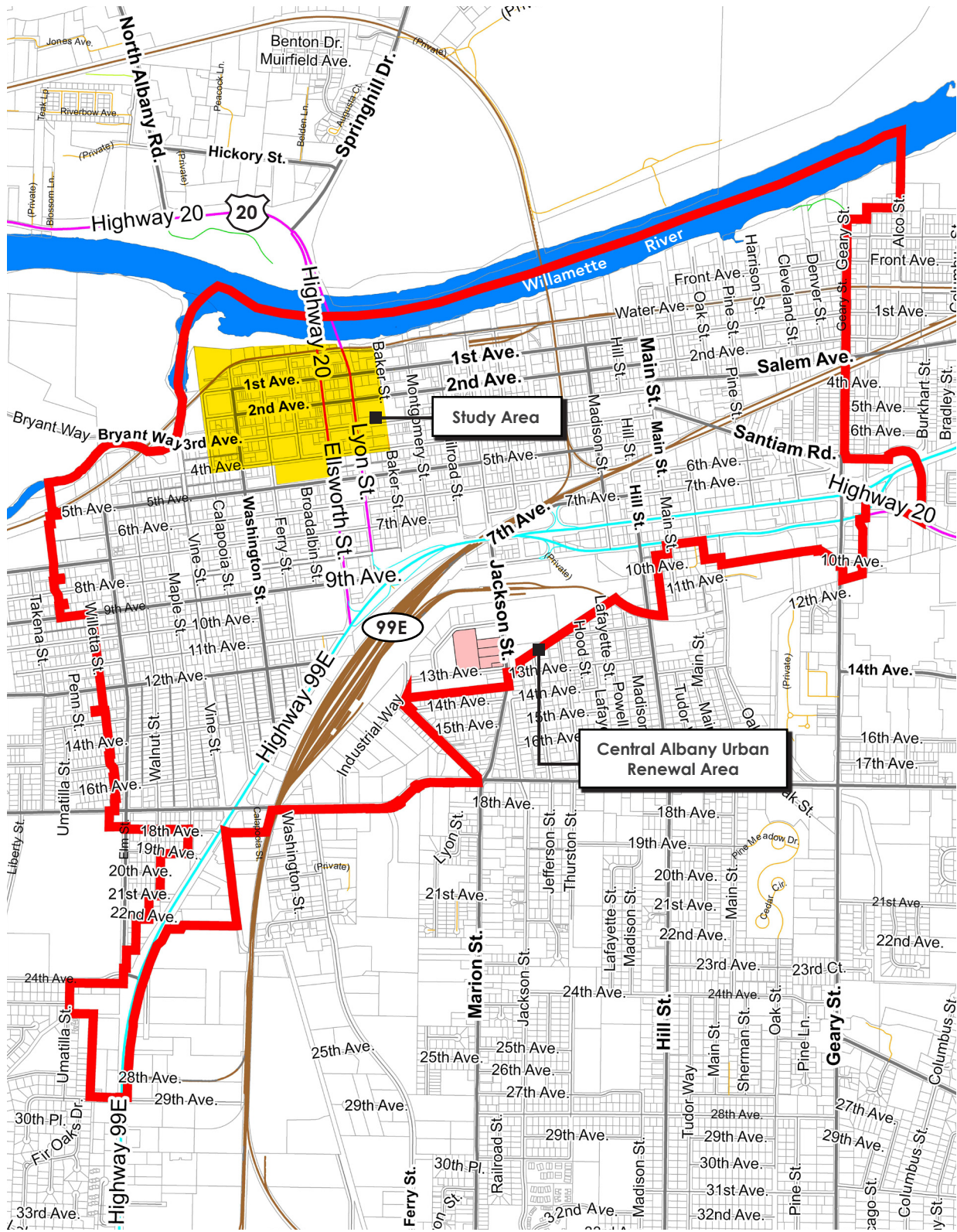
STEERING AND STAKEHOLDER COMMITTEE MEETINGS

The steering and stakeholder committees reviewed all plan materials, providing input and direction for plan development and implementation.

RETAIL REFINEMENT PLAN GOALS

The following steering and stakeholder committees revitalization goals served as the touchstone for the development and evaluation of the plan.

- Establish a Redevelopment Strategy for Underutilized Infill Sites
- Improve Downtown Access and Circulation
- Identify Locations for Major Downtown Attractors
- Develop a Parking Strategy
- Develop Consistent Policies and Standards to Ensure Quality Revitalization
- Activate the Waterfront
- Establish a Critical Mass of Downtown Retail
- Identify Opportunities for Downtown Housing



Study Area

RETAIL REVITALIZATION CONCEPT

Retail revitalization is dependent on a clear vision and public actions that stimulate private investment in downtown.

The retail revitalization concept includes:

Retail 'Hot Spot'- 138,000 square feet of ground floor retail and retail supporting uses along 1st Avenue from Calapooia Street to Lyon Street

Supporting Commercial-a mix of employment, retail, and commercial uses that expand downtown's offering of basic goods and services for local resident, employee and visitor

Albany Plaza- at the heart of the retail 'hot spot', this paved multi-use space supports activities all day and into the evening

West Anchor- the Carousel Museum, a showcase for locally created artistic craft, and a regional destination for family entertainment

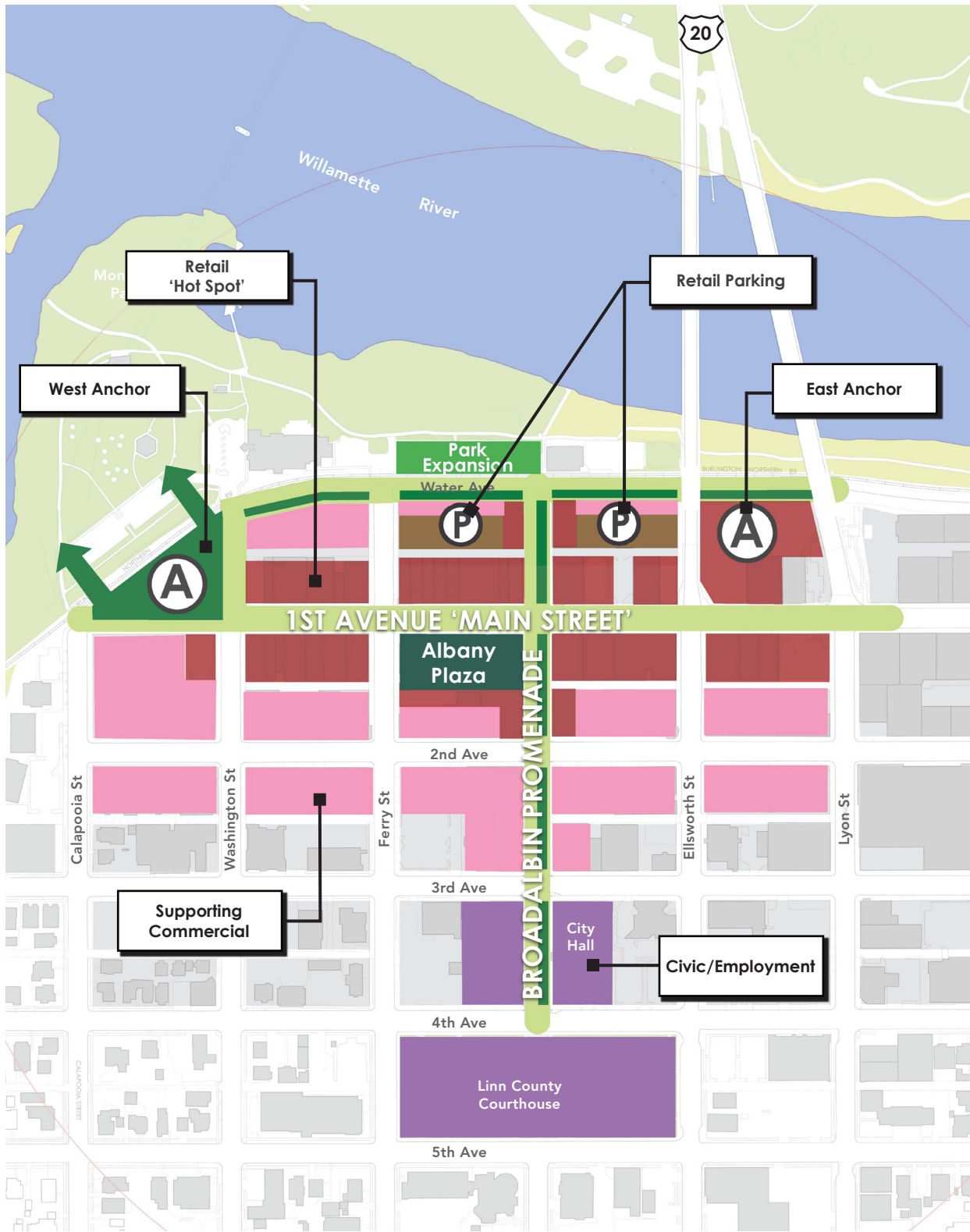
East Anchor-a major development opportunity site, ideally suited for a high retail traffic generator along the Ellsworth/Lyon corridor

Retail Parking- potential sites for a strategically located parking structure that accommodates new and existing retail and commercial uses

1st Avenue 'Main Street'- the signature street within the retail 'hot spot' providing a high quality pedestrian and bicycle friendly environment

Broadalbin Promenade- continued expansion of the pedestrian friendly connection between the Courthouse and City Hall, with Monteith Park and the Willamette River that incorporates:

- Monteith Park expansion to establish a front door and gateway to the river and destination for families, residents and visitors
- Expanding the Broadalbin promenade concept along Water Avenue as an amenity for active ground floor uses oriented to Monteith Park and the river



Retail Revitalization Concept

PARKING NEEDS

The build out of new retail and commercial development along 1st Avenue and Water Avenue will require the eventual construction of a parking structure.

PARKING NEEDS TODAY

Today there is approximately 50,550 sf of existing retail and 32,700 sf of existing commercial uses along 1st Avenue and Water Avenue between Washington Street and Lyon Street.

Public parking for retail and commercial uses consists of 173 on-street spaces on both sides of 1st Avenue and side streets from Washington Street to Lyon Street as well as 225 off-street spaces within four public parking lots along 1st Avenue and Water Avenue.

There is a surplus today of 148 spaces serving the existing 83,250 sf of retail and commercial uses.

FUTURE PARKING NEEDS

At build out it is anticipated that 190,250 SF of new and existing retail and commercial uses will be located along 1st Avenue and Water Avenue from Calapooia Street to Lyon Street.

A loss of 108 spaces will occur as a result of new development on existing off-street parking lots and reconstruction of Broadalbin Street. Leaving only 290 spaces available for the 190,250 sf of retail and commercial uses. A retail parking ratio of 3 spaces per 1000 SF of space would require 570 parking spaces.

There will be a deficit of 280 parking spaces at build out of 190,250 sf of new and existing retail and commercial space.

PARKING OPTIONS

Two sites have been identified as possible parking reserves. Option 1 currently provides 30 public parking spaces and Option 2 provides 73 spaces. Each site has the ability to meet parking needs phased over time. The initial phase would increase the available surface parking and a second phase would include a four level (three storey) parking structure with active groundfloor uses along Broadalbin Street and Water Avenue.

A three storey parking structure would provide 346 spaces.

Existing Development and Parking Summary

| | |
|---------------------------|------------------|
| Retail | 50,550 SF |
| Commercial | 32,700 SF |
| Development Total: | 83,250 SF |
| Public Parking | 398 SP |
| Parking Need (3/100) | 250 SP |
| Parking Surplus- | 148 SP |

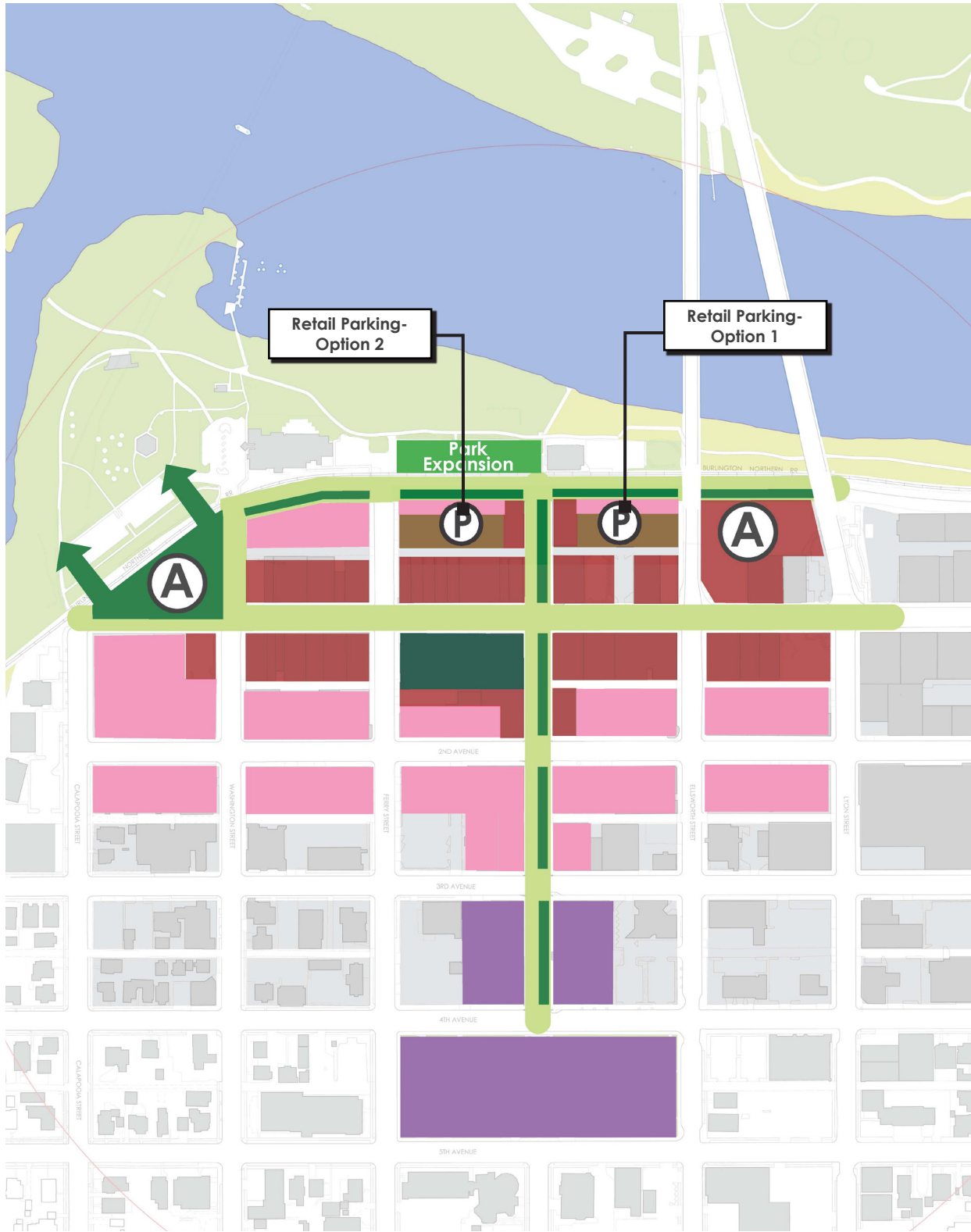
Build-Out Development and Parking Summary

| | |
|------------------------------|-------------------|
| Existing Retail | 50,550 SF |
| Existing Commercial | 25,500 SF |
| New Retail* | 87,500 SF |
| New Commercial | 26,700 SF |
| Development Total: | 190,250 SF |
| Existing Public Parking | 398 SP |
| Minus Loss of Parking | 108 SP |
| Parking Need (3/100) | 570 SP |
| Parking Deficit- | 280 SP |

* Includes 7,200 SF of existing commercial converted to retail

Parking Options 1 or 2

| | |
|--------------------------------|---------------|
| Phase II- Parking Structure- | |
| Ground Floor | 42 SP |
| Level 2 | 100 SP |
| Level 3 | 100 SP |
| Level 4- Roof | 104 SP |
| Phase II Parking Total- | 346 SP |



Parking Reserve



IMPLEMENTATION

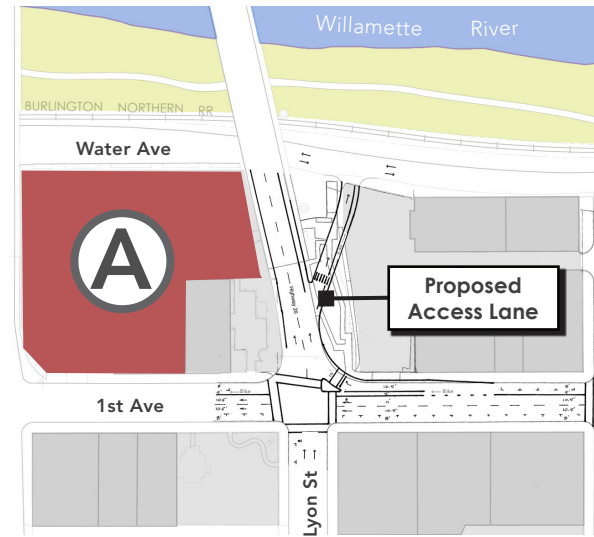
KEY PROJECTS

Key projects provide the catalyst needed to stimulate private investment.

Board adoption of the Retail Refinement Plan will give CARA the 'green light' to move forward with implementation of the refinement plan and a clear guide for making decisions about where, when and how much public investment is needed to stimulate and leverage sustained private investment.

The following key projects, required actions, and responsible parties are summarized below.

First priority projects (orange) will establish early plan momentum.

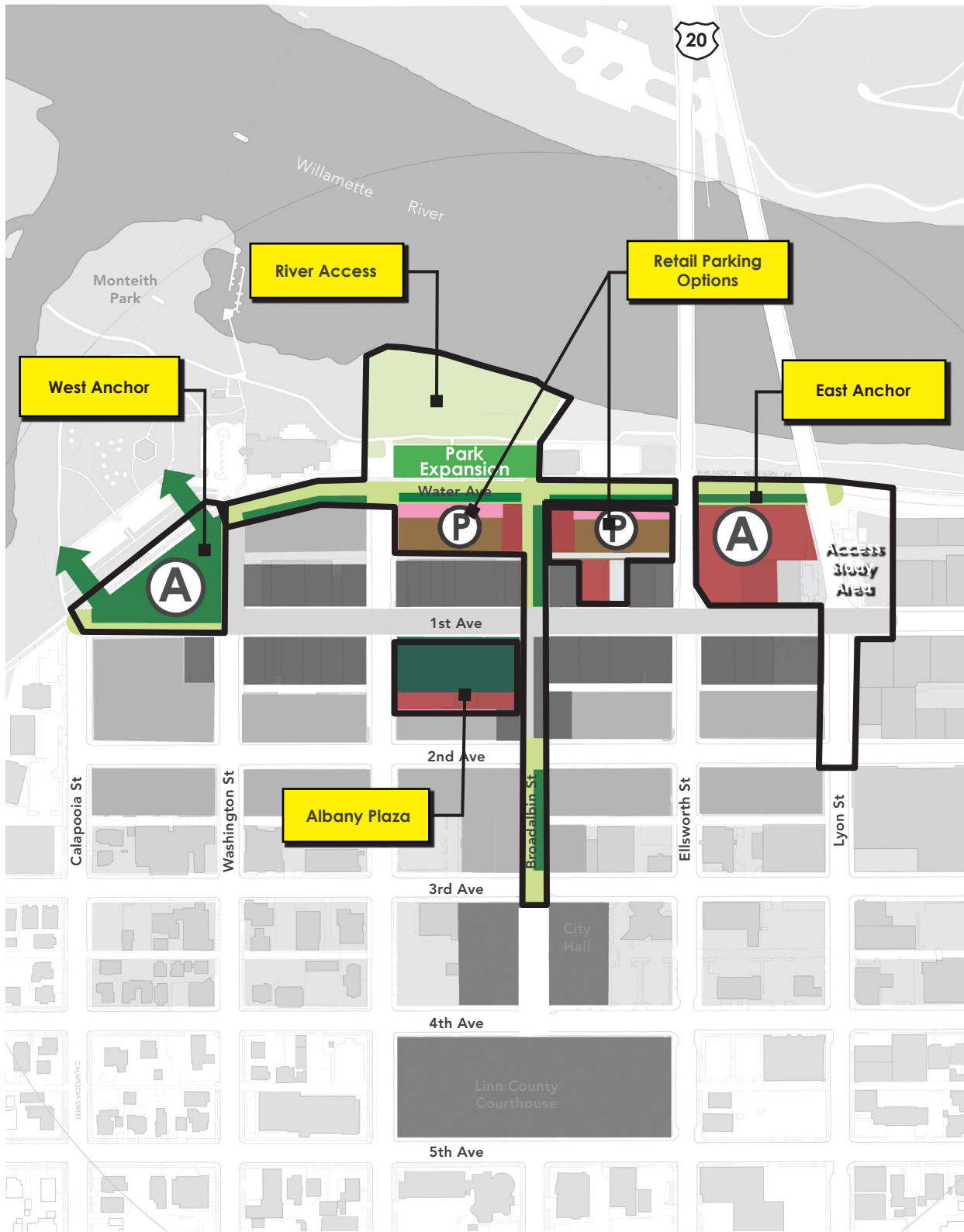


East Anchor Access

KEY PROJECTS SUMMARY

| Project | Action | Responsibility |
|----------------|---|-------------------|
| East Anchor | ▪ Acquire or Option Site | CARA |
| | ▪ Develop Anchor Preliminary Design | CARA |
| | ▪ Prepare Access Traffic Study and Obtain ODOT Approval | Public Work/ODOT |
| West Anchor | ▪ Finalize Building Design | ACM |
| | ▪ Finalize Contract Documents | ACM |
| Retail Parking | ▪ Develop Preliminary Design and Phasing for Alternative Sites | CARA |
| Albany Plaza | ▪ Acquire or Option Site | CARA |
| | ▪ Develop Albany Plaza & Building Edge Conditions Preliminary Design | CARA |
| River Access | ▪ Prepare Promenade Schematic Design & Contract Documents (1st to Water Ave and 2nd to 3rd Ave) | CARA/Public Works |
| | ▪ Construct Promenade (Two Blocks) | CARA/Public Works |
| | ▪ Develop Preliminary Design for Park Expansion | CARA/Parks & Rec |

First Priority



Key Projects

OTHER PROJECTS

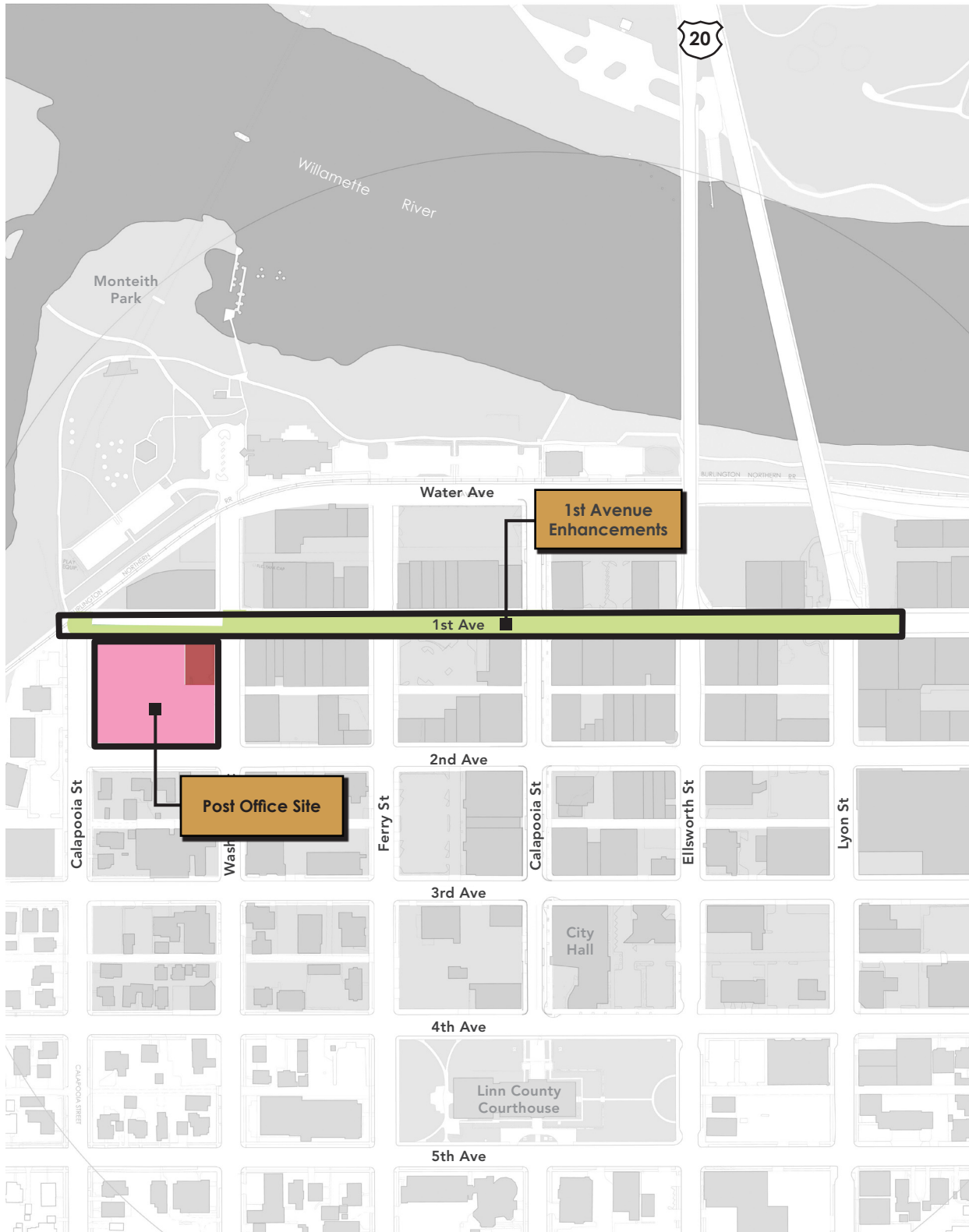
Other projects include additional projects needed to support the plan, the necessary regulatory framework updates to assure quality development and consistency with the plan and additional strategies to ensure ongoing coordinated efforts between partnering agencies

Other projects, is summarized below and in the following table.

- **Regulations and Guidelines**-Prepare/update development regulations and design guidelines
- **Retail Parking Strategy**-Implement on-street parking key strategy components and prepare financial feasibility study
- **Retail Marketing Strategy**-Prepare marketing materials
- **Business Improvement District**-Prepare feasibility study

| OTHER PROJECTS | | |
|-------------------------|---|-------------------|
| Project | Action | Responsibility |
| Post Office Site | <ul style="list-style-type: none"> ▪ Determine Long Term Plan | CARA |
| 1st Avenue Enhancements | <ul style="list-style-type: none"> ▪ Prepare Schematic Design & Contract Documents | CARA/Public Works |
| | <ul style="list-style-type: none"> ▪ Construct 1st Avenue Improvements | CARA/Public Works |

(Order of projects does not indicate priority)



Other Projects

NEXT STEPS

The table identifies required next steps to implement the plan.

| Project | Action | Who |
|--|---|-----------------|
| East Anchor | Lyon St. Exit Ramp (At Lyon and First) | |
| | 1) Prepare access concepts | City/Consultant |
| | 2) Review concept and obtain approvals | City/ODOT |
| | 3) Finalize concept | City/Consultant |
| | 4) Prepare improvement cost estimate | City |
| | 5) Prepare contract documents | City |
| | 6) Construct Lyon St. exit ramp | City/Contractor |
| | Site Acquisition | |
| 1) Explore acquisition of 129 1st Ave. Building | CARA | |
| Anchor Design | | |
| 1) Prepare concept design for recruiting anchor | | |
| 2) Prepare promotion materials | | |
| West Anchor | Carousel Building (Costs include allowances) | |
| | 1) Select architect | ACM |
| | 2) Prepare schematic design and promotion materials | ACM |
| | 3) Project hold | ACM |
| | 4) Prepare contract documents | ACM |
| | 5) Construction administration | ACM |
| 6) Construct building | ACM | |
| Retail Parking | Site Acquisition | |
| | 1) Acquire Needed Property (Option 1) | CARA |
| | Parking Potential | |
| | 1) Prepare layouts to determine parking potential | CARA |
| | 2) Prepare cost estimate for creating new parking lot | City |
| | 3) Prepare parking lot contract documents | City |
| | 4) Construct new surface parking lot | City |
| 5) Resurface downtown parking lots | City | |
| 6) Install wayfinding system | City | |
| 7) Construct future parking structure (280 Spaces) | City | |
| Albany Plaza | Site Acquisition | |
| | 1) Obtain first right to purchase Wells Fargo site | CARA |
| | Preliminary Design (Plaza and building edges) | |
| | 1) Prepare and test Plaza concepts | CARA |
| | 2) Refine best Plaza concept | CARA |
| 3) Prepare Plaza cost estimate | CARA | |
| 4) Construct Plaza | City | |
| River Access | Broadalbin Promenade (2 Blocks) | |
| | 1) Prepare concept design plan and details | CARA |
| | 2) Prepare contract drawings | City |
| | 3) Construct improvements | City |
| | Albany Square | |
| | 1) Prepare concept alternatives | CARA |
| | 2) Review and select preferred concept | CARA |
| | 3) Prepare Square cost estimate | CARA |
| | 4) Refine preferred concept | CARA |
| | 5) Prepare contract documents | CARA |
| | 6) Construct Square | City |

Crandall Arambula



Revitalizing America's Cities