

OAK/BASELINE/10TH AVENUE CORRIDOR DRAFT VISION STATEMENT

Purpose

The primary purpose of the Oak/Baseline/10th Avenue Corridor Study is to identify opportunities for improvements along this section of Oregon Highway 8 (OR 8) through Downtown Hillsboro. The study focus is on community input as to how to increase safety for people walking, biking, rolling, and accessing transit, while improving connections to the surrounding neighborhoods and existing community assets, including the vibrant, small, and culturally distinct businesses, thereby supporting the community's vision of redevelopment as the Regional Center envisioned in Metro's 2040 Plan.

Vision

The Oak/Baseline/10th Avenue Corridor positively contributes to the identity and sense of place, as desired by residents, workforce, business owners, and visitors to Downtown Hillsboro. People of all ages and abilities feel safe and comfortable along and across the corridor, which ultimately contributes to a vibrant and livable community through intentionally designed facilities and amenities that reflect the values of the community.

The size, mix, and speed of transportation facilities (sidewalks, bike lanes, motor vehicle travel lanes, and transit amenities) are well-suited to the adjacent land uses and character of each corridor segment. Motorist speeds are managed to optimize pedestrian and bicycle activity, keeping decibel levels low enough for pedestrian conversations. While mobility for motor vehicles and freight are necessary to the function of this corridor, along this segment, the comfort, safety, and appropriate accommodation of alternative modes of transportation is a priority.

DESIRED OUTCOMES (Objectives)

- Safety for all modes using or crossing the Oak/Baseline/10th Avenue Corridor.
- Improve the image and functionality of the Oak/Baseline/10th Avenue Corridor.
- Integrate the couplet with the rest of Downtown, rather than it being a barrier to accessibility.
- Evaluation of realistic, effective OR8 treatments that match the corridor vision, meet Project goals, and align with the urban context of each unique segment.
- Enhance the business and pedestrian environment on the Oak/Baseline/10th Avenue Corridor using complete street elements¹ and amenities.
- Enhance multi-modal accessibility of non-signalized crossings.
- Robust public involvement that provides multiple opportunities for citizens and other stakeholders to explore corridor issues and provide meaningful input throughout the Plan's development.

Attachment A includes the Downtown Framework Plan Goals and Actions that support the Vision

Attachment B includes the summary of stakeholder interviews conducted for the OR8: Oak/Baseline/10th Street Corridor Study.

¹ Complete Streets are designed to enable safe, comfortable, and accessible travel for all modes, regardless of age and ability. This includes people walking, biking, rolling, driving, and accessing transit.

Attachment A: Downtown Framework Plan Goals and Actions that support the Vision:

Goal A: The Downtown Core is Vibrant, Active, Sustainable and Accessible

Policy 2: Support new investments in the Downtown core area that are respectful of the area and add to its character and vitality.

Actions:

11. Support implementation of the Hillsboro Public Art Master Program provisions, such as development of funding mechanisms, a maintenance and conservation program for existing public art, a mural art program, and development of public and private partnerships to encourage new installations. Consider specific siting opportunities, such as the commercial core area, the Tuality/Pacific University's Health Professions Campus, and the 10th Avenue business district.

Policy 3: Ensure adequate infrastructure and multi-modal accessibility to and within the core area for residents, visitors, and service providers.

Actions:

4. Develop parking structures with ground-floor commercial uses for the downtown core and the Tuality/Pacific University's Health Professions Campus to support redevelopment of surface parking areas with active uses and new mixed-use developments.

5. Provide improved pedestrian-scale way-finding signs and information that directs visitors from outside the downtown area to key destinations within the downtown core area.

8. Identify a site and create a second civic square or public plaza to add to the opportunities for community gatherings, year-round music and entertainment, and activities within the downtown community, with a focus on the connection between the 10th Avenue business community and the balance of the core area.

Goal B: Development in Downtown Neighborhoods is Compatible

Policy 2: Adopt programs and actions to enhance livability and safety in the downtown neighborhoods.

Actions:

8. Improve safety through repair of damaged sidewalks and streets, construction of sidewalks where needed, addition of street lighting, and traffic calming/streetscaping elements.

Goal C: Pedestrian, Bicycle and Transit Travel is Safe and Well-Connected

Policy 1: Improve pedestrian, bicycle, and transit access and safety with connections between parks, schools, shopping, and other activity centers.

Actions:

2. Consider improvements that will provide connections to key destinations such as Shute Park, schools, the Shute Park Library, MAX access, and the core area. Determine whether Washington Street can be modified to accommodate bicyclists and minor improvements to Main, Walnut, and Lincoln as parallel east-west bicycle connectors. Identify appropriate north-south streets with adequate right-of-way to accommodate bicycles. If street improvements prove to be cost prohibitive, consider designating low-traffic through streets as “bicycle boulevards.”

6. Enhance the safety of street crossings that provide access to transit stations, schools and parks, with special attention to north-south movements across Baseline and Oak and east-west movements across 10th Avenue.

Goal D: Major Streets are More Inviting with Enhanced Streetscapes and Safe Pedestrian/Bike Crossings

Policy 1: Improve the quality of the entries and main thoroughfares within the downtown community for both visitors and residents, and to enhance future development and redevelopment potential.

Actions:

1. Improve the gateways to the Downtown community through the addition of landscaping or architectural features at the following locations: 10th and Main, 10th Avenue from Shute Park northward, 1st Avenue from the south, Jackson Street and 1st Avenue, 5th Avenue and Main Street, and Baseline and Oak entry points.

2. Develop a streetscape program, and where technically feasible, incorporate green design in conjunction with business owners along 10th Avenue and Baseline/Oak which creates a more distinctive appeal with features such as murals, landscaping, colorful lighting, benches, etc.

3. Evaluate designating Baseline/Oak as Urban Business Areas (UBAs) as provided in ODOT-adopted policies that encourage “redevelopment and reinvestment” and “shift land use patterns from auto-oriented properties with individual driveways to patterns of development served by common access, nodal development, and more compatibility with pedestrians and bicycles.”

4. Tie streetscape improvements and art to innovations related to the city’s high-tech companies, e.g., innovative lighting designed to use solar technology along Baseline/Oak and in way-finding signs to the downtown core.

5. Improve the character and appearance of the Baseline/Oak couplet through added street trees, public art, landscaping, and new street lights.

Policy 2: Respect the need to address both intra- and inter-city traffic movements as part of regional freight and passenger movements.

Actions:

2. Improve the safety and number of east-west pedestrian/bicycle crossings of 10th Avenue and north-south crossings of Baseline/Oak, including consideration of adding curb extensions (bulb-outs) at key intersections, traffic signal additions/adjustments, and other approaches to improve pedestrian-bicycle crossings.

4. Implement the Hillsboro Public Art Master Plan, which recommends that the downtown core and the Tuality/Pacific University's Health Professions Campus be focus areas for public art.

Attachment B: Stakeholder Interview Summary

OR8: OAK/BASELINE/10TH AVE CORRIDOR STUDY (K18004)

Stakeholder interviews Summary memo

June 21, 2021

Summary Overview

Between May 12 and June 3, JLA and staff from the Hillsboro Economic Development department interviewed community members with an interest in the vitality of Downtown Hillsboro. JLA conducted three meetings: two in English via Microsoft Teams and one in person, in Spanish, at the Diamond Event Center on SE 10th Avenue. Eight community members participated in the English meetings and seven community members participated in the Spanish meeting.

Stakeholder interviews provide a selective cross-section of community voices and therefore do not represent all community viewpoints. The main purpose of the interviews was to gather insight on how participants currently experience Oak/Baseline/10th Avenue and how they envision future safety and development possibilities in the corridor. The ideas generated during these discussions will inform the Corridor Vision statement, as well as the project's guiding principles and desired outcomes, which will be presented to the wider community.

Stakeholders interviewed:

- Steve Krautsheid, OHSU/Tuality
- Joe Hanauer, owner of the Center on west side of 10th Avenue between Baseline and Oak Street
- Travis Reiman, Hillsboro School District Assistant Superintendent
- Paula Dunn, St. Matthews Catholic School
- Susie Hutchins, Hutchins Appliance
- Carol Hatfield, Hillsboro School District
- Pamela Arnold, Pacific University
- Karen Smith, Resident
- Laura Contreras, Supermercado Mexico
- Marco Mendez, El Globo Envios
- Cecilia Mendez, Emmanuel Fashion
- Lucia Silva Santiago, La Mixteca Oaxaca
- Isabell Mendoza, Su Casa Imports
- Ricardo Zamudio Rodriguez, Diamond Event Center
- Andres Ramirez, La Michoacana

Key Ideas

Several ideas and themes emerged from the group discussions. Please note that these are not universally accepted points of view but simply those that were raised by interviewees.

Personal Experience of the Corridor

- Most people drive
- Many customers and students walk or ride a school bus or take public transit
- Mercado employees mostly walk to work
- Some employees at OHSU use public transit (15%)
- Biking is uncommon

Barriers People Encounter

- Speeding cars
- Unsafe or too few crossing areas
- Oak Street is more dangerous to cross than Baseline
- The most dangerous intersections are 9th and Baseline, 9th and Oak and 6th and Oak
- Poor street lighting, especially in winter months
- Parked cars make visibility difficult
- Three lanes of traffic are difficult to cross as a pedestrian
- Cars going the wrong way on one-way streets (more signage on 5th is needed)
- Not enough parking for businesses

From Business Owners' Perspective in Particular

- Homelessness is a problem
- Make travel from the corridor to Downtown more appealing
- Get more "feet on street," which means more gathering places, benches, tables
- Landscaping and street trees would be attractive
- Create pedestrian spaces near green spaces
- Open air environment

What to Keep on Oak/Baseline/10th

- Open spaces
- Three lanes of traffic so that drivers can get through easily

What It Could Look Like

- Better signage and wayfinding to highlight the richness of the Health and Wellness Sector
- Give it a more community friendly feeling
- Brand the neighborhood so outsiders know they are in the "Health and Education District" in that segment of the corridor
- Flashing pedestrian beacons
- Santa Monica, California is a good example
- More signage directing people Downtown
- More family friendly
- Draw more attention to crosswalks so it is clear they are there –visually show drivers they are there
- Flower baskets to tie in with the Downtown look
- Seasonal decorations/adornment
- A consistent look to the right-of-way, for example of the planter strips

- Give it a facelift
- Bring back a small grocery store – people gather there
- A cleaner look

Creating a System that Can Be Used by Everyone

- Tie in the residential areas to the south
- More bus shelters, especially on 7th Avenue
- Create a more design-oriented feeling and a less institutional one
- Bulb-outs
- Offer a building permit relief or set-back allowances to encourage business development
- Block 67 will help with pulling the area together

Placemaking Approach

- More coffee shops
- More opportunities for family engagement
- Think about Virginia Garcia as a destination

Examples of Areas/Items You Enjoy Visiting

- On 10th Avenue where pedestrians cross OR 8 to access the coffee shop
- Create a transition to connect to the neighborhoods east of 10th Avenue for a multicultural effect
- Vibrant art
- Make Hillsboro a beautiful place in its own right, rather than just a pass-through place
- Green spaces
- Like Main Street in Hillsboro, where people want to be

Conclusion

Participants envision this corridor in Hillsboro as a neighborhood that has its own identity (in the Health & Education District, potentially focused on health care and education) and is an attractive place where people want to spend time. They believe it can be more than a place to pass through. Interviewees are concerned most about pedestrian safety, but also have safety concerns for bicyclists and cars on the corridor. They would like more green spaces or open spaces where people can comfortably gather. They feel that more wayfinding, branding, and signage would give the corridor a more welcoming feel, and adding attractive décor such as flower baskets or art would make for a pleasing effect on the area and enrich livability. The interviewees were enthusiastic about the project and how it could enhance this part of Hillsboro.

REFERENCES

1. City of Hillsboro. *Downtown Framework Plan*, 2009
2. City of Hillsboro, *Hillsboro Comprehensive Plan*, Transportation, Section 20, 2018
3. City of Hillsboro, *Hillsboro 2035 Community Plan*, 2020
4. City of Hillsboro, *Transportation System Plan Update*, 2021 (draft form)