



-THE NEXT STEP-

The Historic Oregon District Parking & Amenities Plan 2000

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Proposed by
The Oregon District
Business Association
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The Next Steps in Oregon

Phase I

- **Street Amenities:** Purchase and installation of new trash receptacles, new park benches, planters, street lamp upgrades, power receptacles for holiday lighting, and an historic street clock.
Cost: \$54,800
- **Railroad Bridge Upgrade:** Power wash and disinfect underside of bridge and pedestrian areas, application of chemical sealant to prevent staining and facilitate removal of graffiti, installation of pigeon deterrent devices, upgrade of existing pedestrian lighting, installation of accent lighting.
Cost: \$34,414
- **Consolidated Parking:** Review of the consolidated parking plan, installation of easy-to-read parking signs with a newly developed Oregon District Parking Symbol.
Cost: \$1,900

Phase II

- **Transportation Center:** Installation of an elevator in the east wing – south façade to facilitate access to Oregon District, installation of signs to direct cars to the Transportation Center for Oregon District Parking, installation of signage directing pedestrians from Transportation Center to Oregon District.
Cost: \$250,000

Phase III

- **Special Improvement District (SID):** Implementation of a SID within the Oregon District for the purpose of maintaining streetscape amenities, sidewalk and curb repair, enhancement of safety and security, and for continued marketing of the Fifth Street Entertainment Area.

The Oregon District Business Association (ODBA) proposes the following plan for improvements to the East Fifth Street Corridor. "The Next Step" plan includes ways to promote Oregon District parking within the City of Dayton Transportation Center as well as ideas for streetscape redevelopment and beautification consistent with the Oregon District Master Plan and the amenities component of the 2020 Plan for downtown. Over the past several years (perhaps even decades), many committees have been formed for the purpose of discussing capital improvements and parking issues in the Oregon District. While many ideas have been put forth, no final plan has ever been enacted. The ODBA feels the time has come for specific action.

The total number of visitors to the Oregon District in 1999 (almost 1.4 million)* clearly demonstrates the economic impact of the Oregon District and justifies a serious look at this proposal. Business and property owners in the Oregon District take great pride in having contributed significantly to the development of downtown Dayton and for the support currently enjoyed by other downtown revitalization projects. Our goal is to keep this momentum going and to build on our current success.

The ODBA has identified three major concerns related to the future economic growth of the

* Source: 1999 Oregon Visitor Base Survey

Oregon District: (1) visitor parking, (2) the aesthetic elements of East Fifth Street, and (3) safety and security issues. The "Next Step" plan attempts to deal with these concerns in a way that spreads responsibility fairly between the City of Dayton and the property owners in the Oregon District. The plan calls for three phases of implementation, which are outlined below:

Phase I

Street Amenities:

1. The ODBA should work with the City of Dayton - Department of Planning and the City of Dayton Landmarks Commission to select appropriate trash receptacles, park benches, and planters for placement on East Fifth Street between the Railroad Bridge and Wayne Avenue.
2. The antique-style street lamps on East Fifth Street should be upgraded from high-pressure sodium bulbs to metal halide in order to provide increased luminescence.
3. A/C power outlets should be installed next to all existing trees and green spaces in the sidewalk/ pedestrian areas to facilitate placement of holiday lighting.
4. A 20-foot radius planter should be placed in the Fifth Street Commons on the site of the former information kiosk. An historic street clock should be erected in the center of the planter facing E. Fifth St.

Railroad Bridge Upgrade:

1. The underside of the Railroad Bridge and the adjacent pedestrian areas should be power washed and disinfected (The area is presently covered with pigeon droppings that represent a serious health hazard).
2. A chemical sealant should be applied to sidewalk and bridge walls to provide weatherproofing and protection against dirt, salt, grease, ultraviolet rays, acid rain, and mold. The sealant will also facilitate the removal of graffiti in the future and will have an effective life of 5-7 years.
3. Bird control devices such as polypropylene netting and stainless steel needles should be installed to prevent roosting in the applied areas. The devices are the only proven long-term solutions to the health hazards posed by pigeons and other nuisance birds.
4. The 12 existing high-pressure sodium lights underneath the bridge should be replaced with 16 metal halide fixtures for increased luminescence. Accent floodlights should be installed on the four bridge columns to highlight the painted words "Oregon." New well-type ground lights should be installed to flood the walls on each side of the trestles.
5. Large concrete planters should be placed in the Center Island in front of the support columns on both sides of the bridge and planted with low-maintenance ornamental grasses.

Consolidated Parking:

1. Representatives of the ODBA and the Zoning Department should make a review of the current consolidated parking plan to identify public parking areas and the times they are available.
2. Once public parking areas are identified, easy-to-read signs should be installed to eliminate confusion.
3. A graphic design firm should be engaged to develop a readily identifiable logo for parking areas associated with the Oregon District. An example of this is the "Easy Streets" parking program adopted by the Downtown Pittsburgh Partnership in Pittsburgh, PA.

The ODBA is willing to contribute \$15,000 towards the costs of Phase I.

Phase II

Transportation Center:

The key to solving both the real and perceived parking problems in the Oregon District (short of building an entirely new parking garage) is to promote the use of the City of Dayton Transportation Center. This can be done with an initial media campaign, proper signage directing Oregon District patrons to the Transportation Center, and by making egress from the Transportation Center to the Oregon District easier. This will be done in the following ways:

1. Signs should be installed on Patterson Blvd., Fifth Street, and St. Clair for the purpose of directing Oregon District vehicular traffic to the Transportation Center for parking.
2. An elevator should be installed in the East wing of the Transportation Center on the South façade in order to facilitate pedestrian access to the Oregon District (see attached exhibit – Transportation Center Diagram). The elevator should be designed to travel diagonally so as to eventuate as close to the Oregon District as possible while still accessing all levels of the Transportation Center.
3. Directional signage should be installed in the Transportation Center on all levels directing pedestrian traffic to the newly installed elevator for convenient access to the Oregon District.
4. An outdoor map should be located on the street level adjacent to the elevator which will show the relative locations of downtown attractions such as the Oregon District, Fifth-Third Field, the Convention Center, and the Riverscape Development.

Phase III

Implementation of SID:

The ODBA should facilitate the implementation of a Special Improvement District (SID) within the Oregon District for the primary purpose of maintaining streetscape amenities, enhancement of safety and security measures, and for continued marketing of the Fifth Street Entertainment Area. Property owners within a contiguous zone primarily on East Fifth Street should pay an annual assessment based on the linear footage of their property and the appraised value of their buildings/ improvements. The SID will have the following goals:

1. Maintenance of Streetscape Amenities: Includes all public area landscaping and flower pots, seasonal plantings, production and placement of avenue banners, and miscellaneous repair of park benches, trash receptacles, bike racks, etc.
2. Repair of Sidewalks & Curbs: Includes reapplication of chemical sealant as needed.
3. Cleanup: Nightly litter collection, weekly sidewalk vacuuming, and Graffiti removal and power washing as needed.