

SURFACE LAND



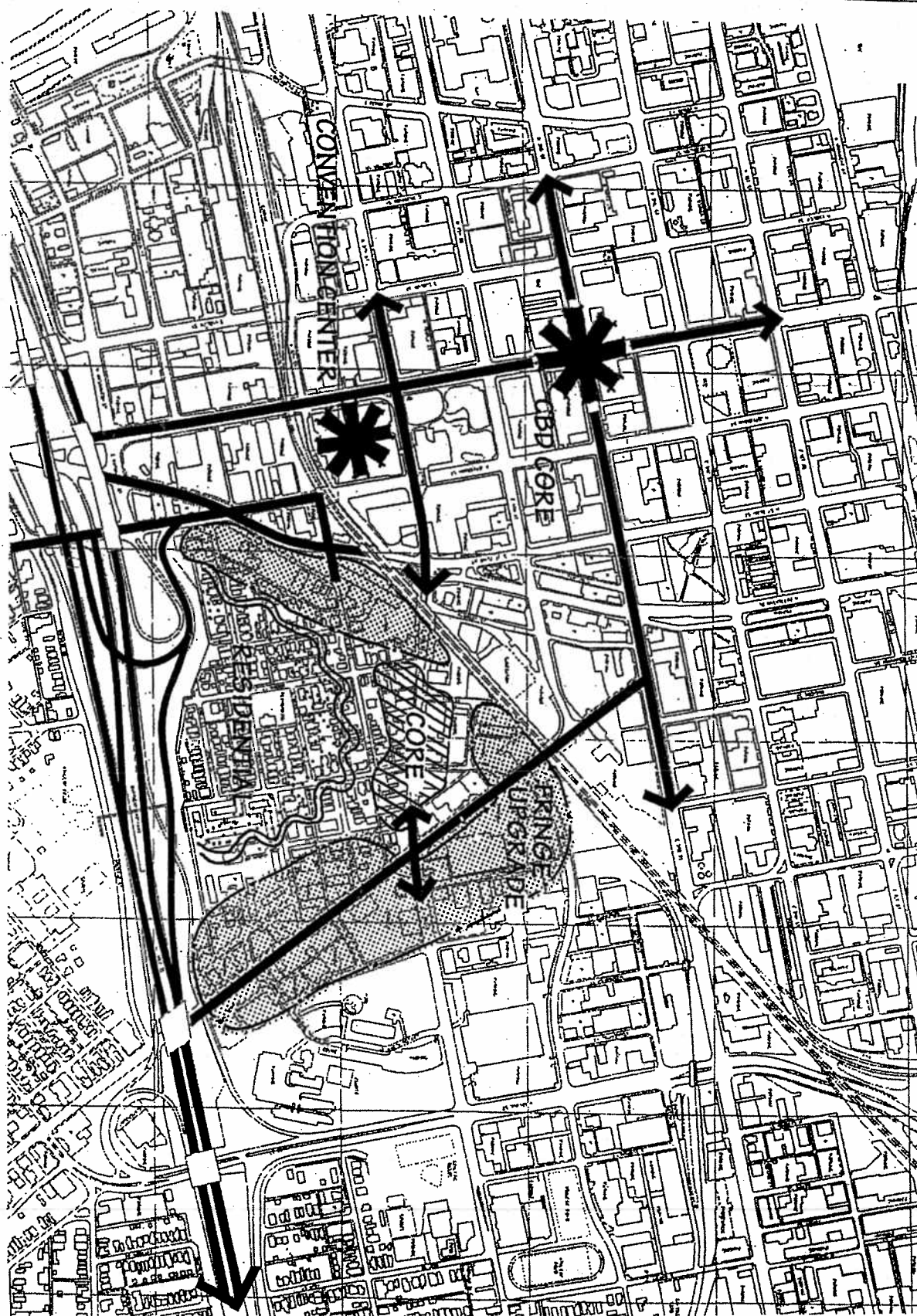


0

400'

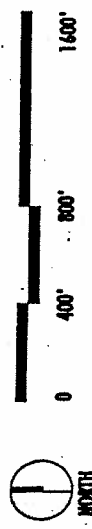
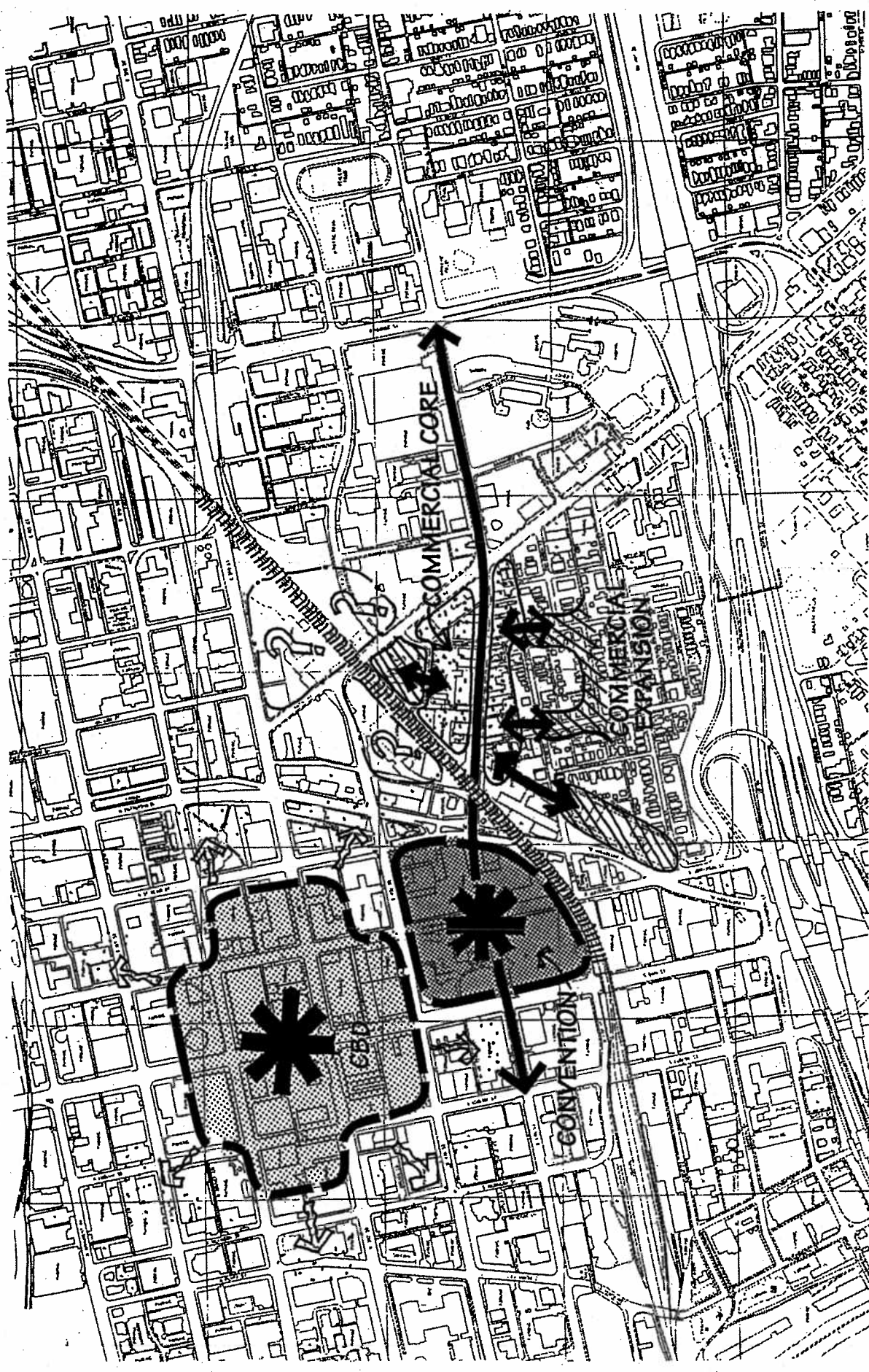
800'

1,600'



OBD "NEW"

FACE

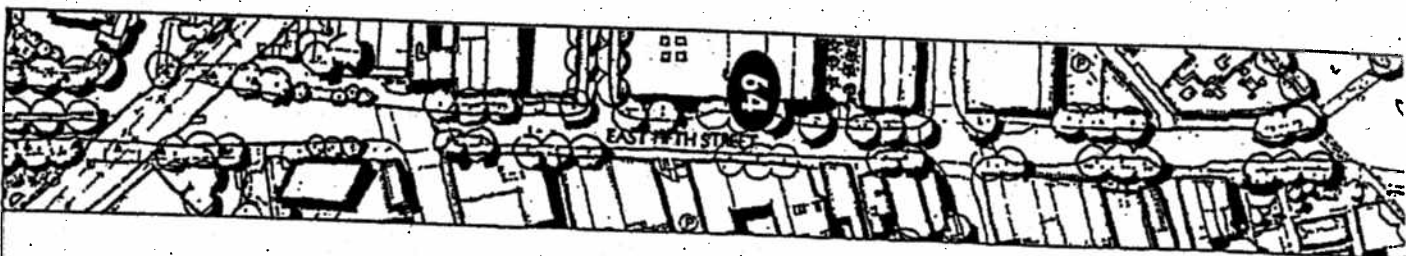


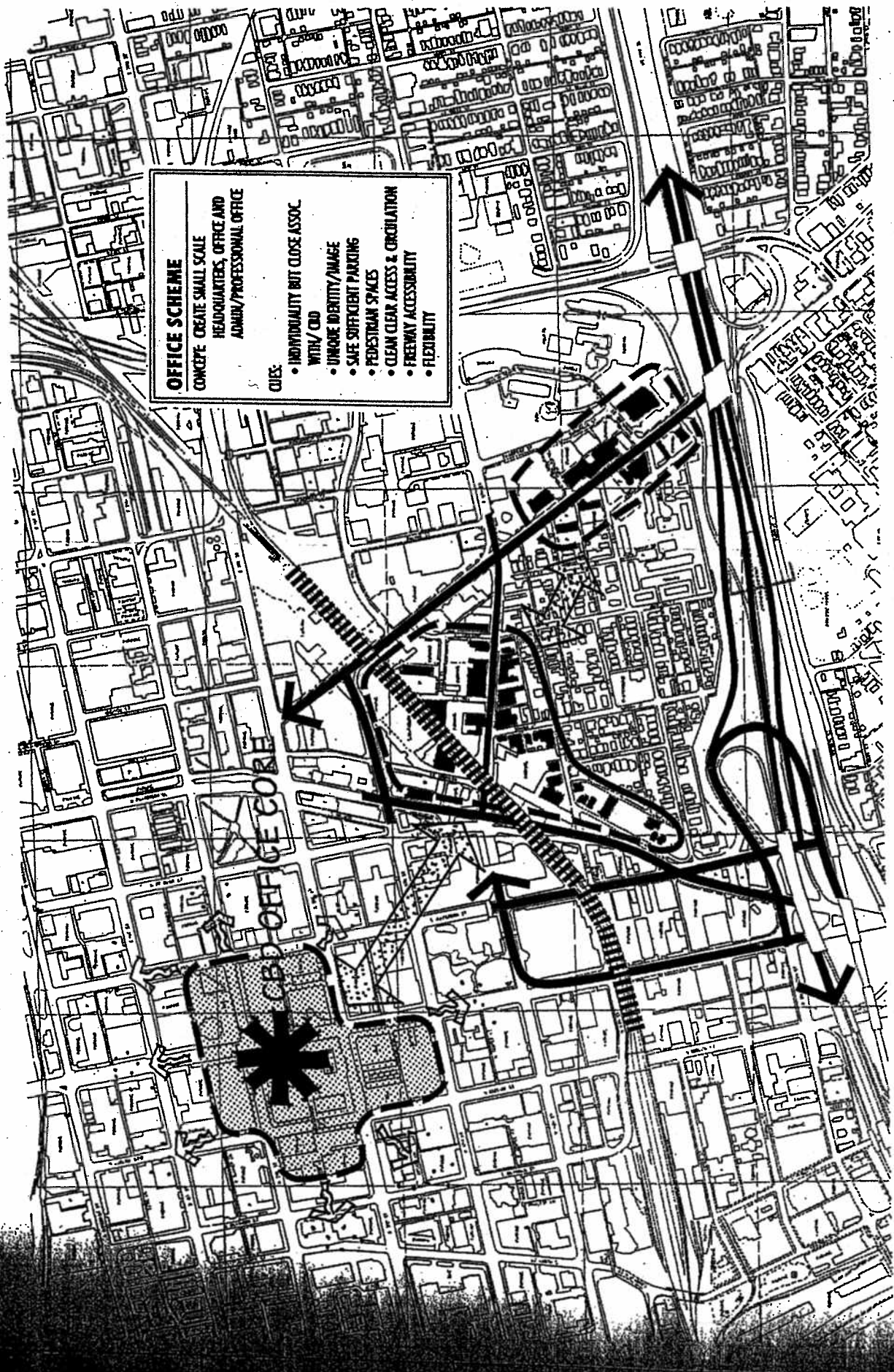
FUTURE EXPANSION

OFFICE SCHEME

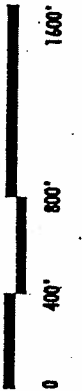


he unique physical setting in both area and buildings within the Oregon Business District can provide delightful, professional office and small scale "headquarters" type uses. Adjacency to the downtown and superb freeway accessibility are major advantages to office users. Sufficient, convenient and safe parking is a must for successful office use within the Oregon Business District.



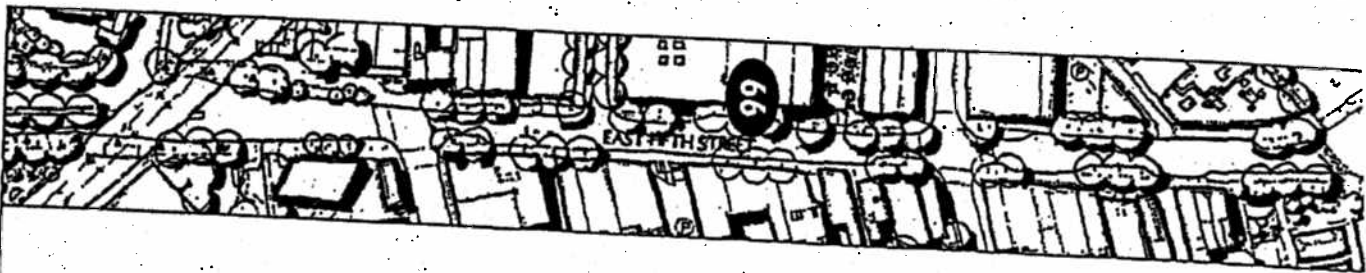


OFFICE SCHEME



RESIDENTIAL SCHEME

The present Oregon residential district is a bonafide success. The pocketed residential area, tree-lined streets and strategic interior open spaces, in a unique architectural character contribute to its residential quality. Although the existing core residential area cannot physically expand, can additional new neighborhoods be created that build on the identity and success of the Oregon residential district, the Dayton Towers can certainly be more physically as well as perceptively linked in the larger sense of neighborhood. Specific development and redevelopment opportunities can exist north of Fifth Street for additional residential use.

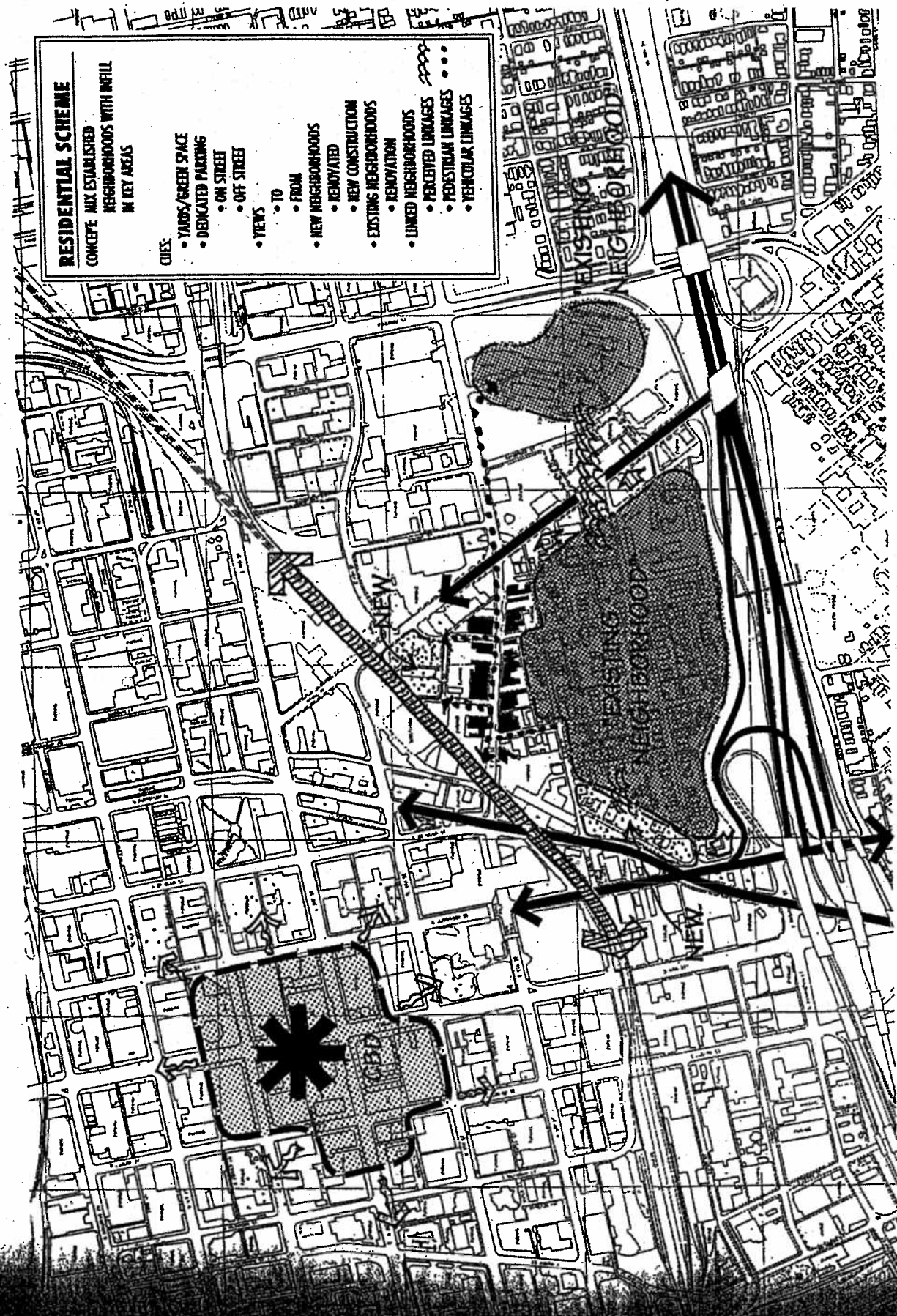


RESIDENTIAL SCHEME

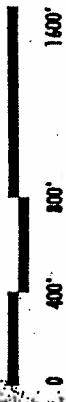
CONCEPT: MIX ESTABLISHED
NEIGHBORHOODS WITH INFILL
IN KEY AREAS

CHIEF:

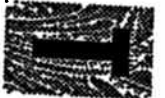
- YARDS/GREEN SPACE
- DEDICATED PARKING
- ON STREET
- OFF STREET
- VIEWS
- TO
- FROM
- NEW NEIGHBORHOODS
- RENOVATED
- NEW CONSTRUCTION
- EXISTING NEIGHBORHOODS
- RENOVATION
- LINKED NEIGHBORHOODS
- PERCEIVED LINKAGES
- PEDESTRIAN LINKAGES
- VEHICULAR LINKAGES



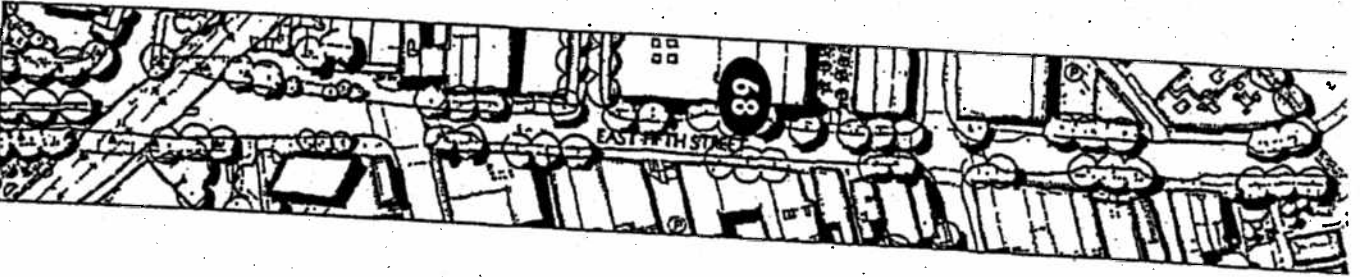
RESIDENTIAL SCHEME

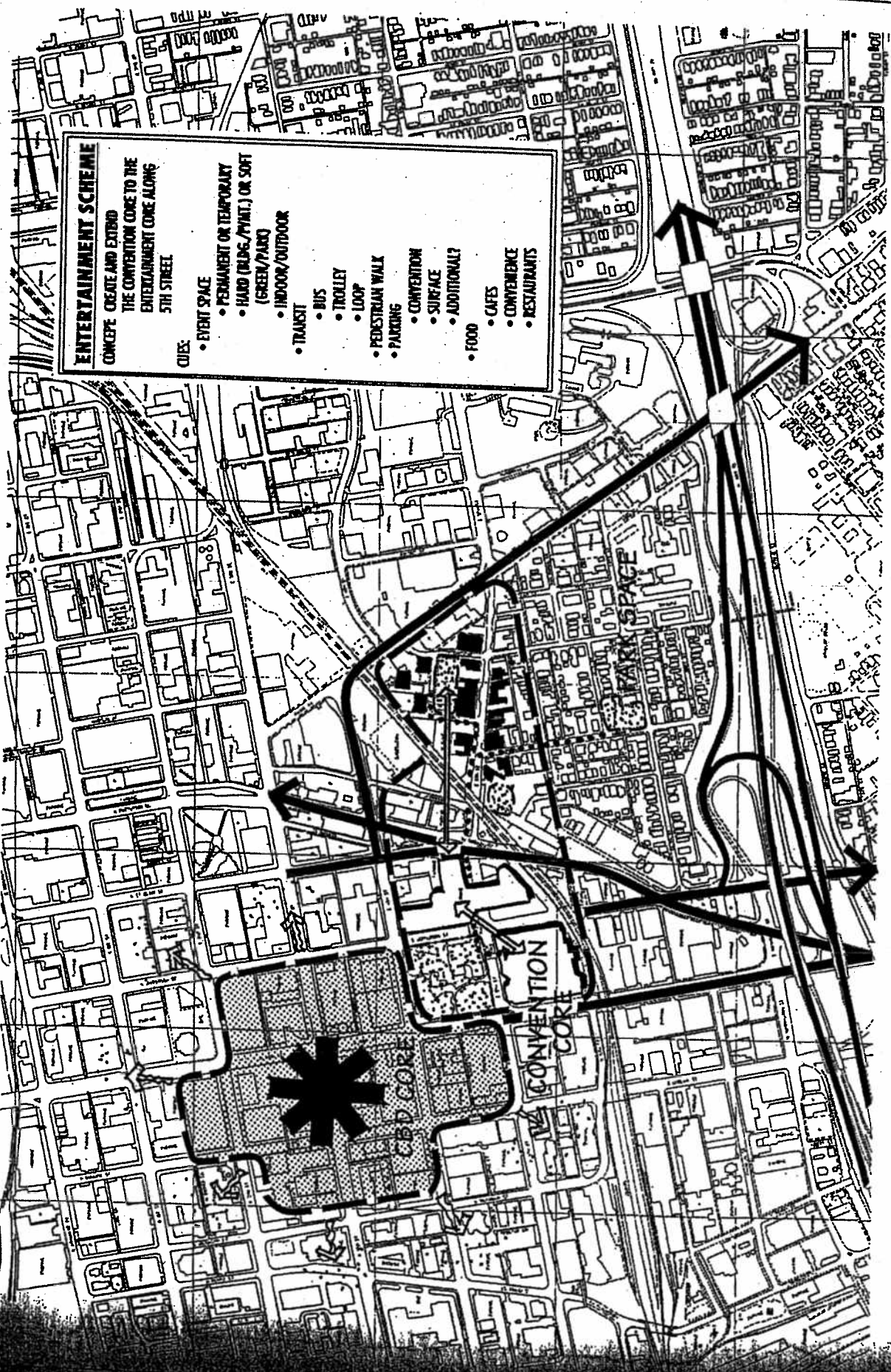


ENTERTAINMENT SCHEME



he Oregon Business District is also perceived as being an entertainment district, although not always in the most favorable of lights. If an evolutionary upgrade can take place, substituting the present entertainment image for a more positive cultural-based image, links to the Central Business District and the Convention Center provide significant opportunity. Outdoor and indoor event space and display space are physically achievable, most notably in the western end of the Fifth Street/Oregon Business District corridor. Trolley linkage to the Central Business District and the Convention Center and as well a much more reinforced pedestrian linkage can undergird the physical adjacency of these two facilities.





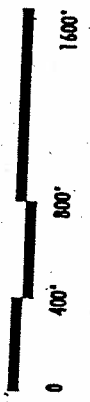
ENTERTAINMENT SCHEME

CONCEPT: CREATE AND EXTEND THE CONVENTION CORE TO THE ENTERTAINMENT CORE ALONG 5TH STREET

QUESTIONS:

- EVENT SPACE
- PERMANENT OR TEMPORARY
- HARD (PAVING/PAVING) OR SOFT (GREEN/PARK)
- INDOOR/OUTDOOR
- TRAVEL
- BUS
- TROLLEY
- LOOP
- PEDESTRIAN WALK
- PARKING
- CONVENTION
- SURFACE
- ADDITIONAL?
- FOOD
- CAFES
- CONFERENCE
- RESTAURANTS

ENTERTAINMENT SCHEME

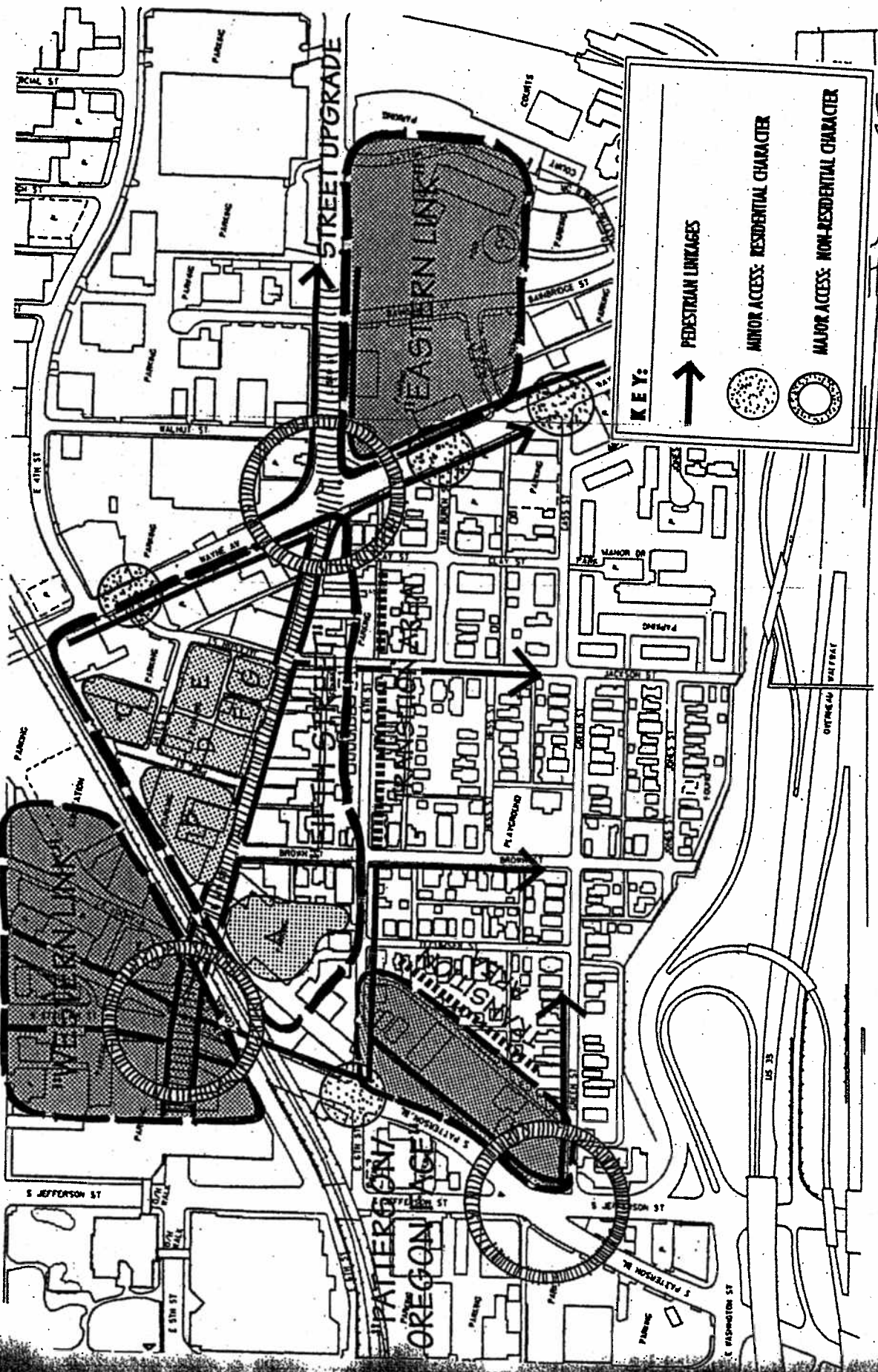


SPECIFIC PLANNING ALTERNATIVES

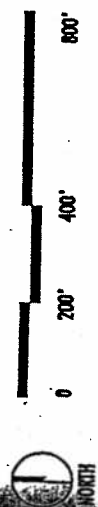
Specific planning alternatives were prepared in two broad categories:

- planning concepts for those areas outside, but adjacent to the Oregon Business District, e.g. the eastern link and the western link
- planning alternatives within the Oregon Business District as generally bounded by the railroad overpass, Wayne Avenue and the present non-residential zoning line south and roughly parallel to Fifth Street





FOCUS AREAS



AREAS OUTSIDE BUT ADJACENT TO THE OREGON BUSINESS DISTRICT

Patterson Oregon face:

The Patterson/Oregon face provides a unique opportunity for positive physical change linking the Patterson freeway access to the Oregon Business District. Specific recommendations include:

Land Use:

- Provide opportunities for infill office and residential use.

Circulation:

- Reorient circulation north of Green Street to provide for major park entry.
- Provide boulevard entry on widened Sixth Street off of Patterson.

Parking:

- Reorient some parking to the rear of newly developed uses.
- Continue to encourage on street parking.

Pedestrian Space:

- Provide improved sidewalk linkage back to the Oregon Business District and outdoor pedestrian areas as part of redevelopment.

Image and Identity

- Provide major entry feature at Patterson and Green Streets as a landmark for both Oregon residents and the Business District.
- Provide new image and identity to entry via Sixth Street.



AREAS WITHIN THE OREGON BUSINESS DISTRICT

Four planning alternatives were prepared for evaluation and testing; each concept was specifically prepared to test a variety of land use, circulation, parking, pedestrian space and image issues.

Retail Focus:

The objective of the retail focus alternative was to both service existing retail opportunities and in addition provide for significant new retail space.

Land Use:

- Provide space for 20,000 square feet of conventional new retail space both north and south of Fifth Street.
- Identify specific redevelopment options for additional retail and retail services use mostly north of Fifth Street.

Circulation:

- Provide for relocation of Park Street that allows early vehicular access to existing and proposed parking and further interconnects all planning areas north of Fifth Street.

- Provide for parking structure entry directly off Fifth Street through presently vacant lot.

Parking:

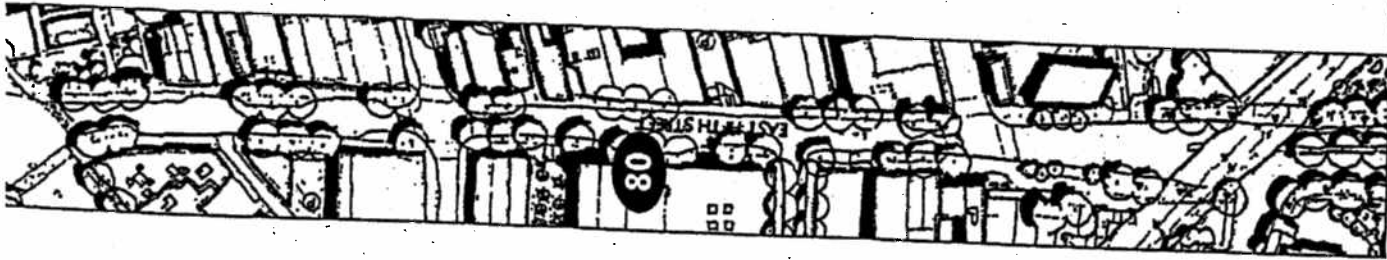
- Provide for new surface parking with direct adjacency to new retail space.
- Construct major parking facility on present vacant property north of Fifth Street, south of Park.

Pedestrian Spaces:

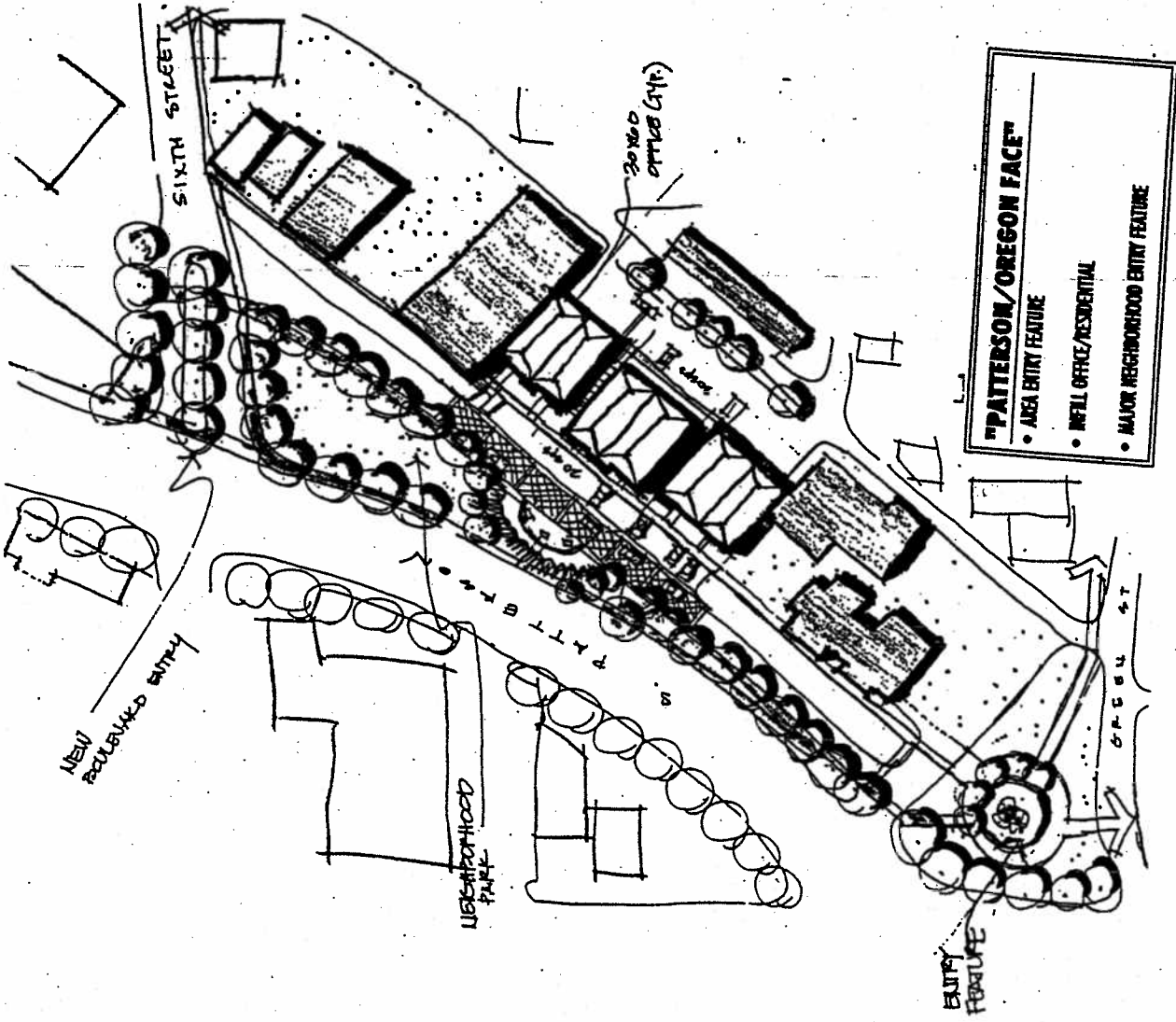
- Provide for major focal/event space at core of a in association with new retail construction and directly serviceable by available parking
- Provide secure, pedestrian respite spaces in association with new retail construction.

Image and Identity

- Through coordination of new construction, construction of event/focus area and intersection improvements, provide fresh new image to Oregon Business District.
- Continue consistent treatment along entire length of Fifth Street Corridor from Patterson to Wayne Avenue.



"PATTERSON/OREGON FACE"



Western Link:

The primary objective of the Western Link concept is to firmly connect in a physical and perceptible sense the Oregon Business District with the Convention Center.

Land Use:

- Provide for continuation of present uses with possible longer term redevelopment of property north of Fifth Street up to Fourth Street for compatible uses.

Circulation:

- Maintain necessary vehicular circulation but reduce intersection dimensions to provide easier, safer pedestrian crossing.

Parking:

- Provide for easier use of existing Convention Center parking to service the Oregon Business District.

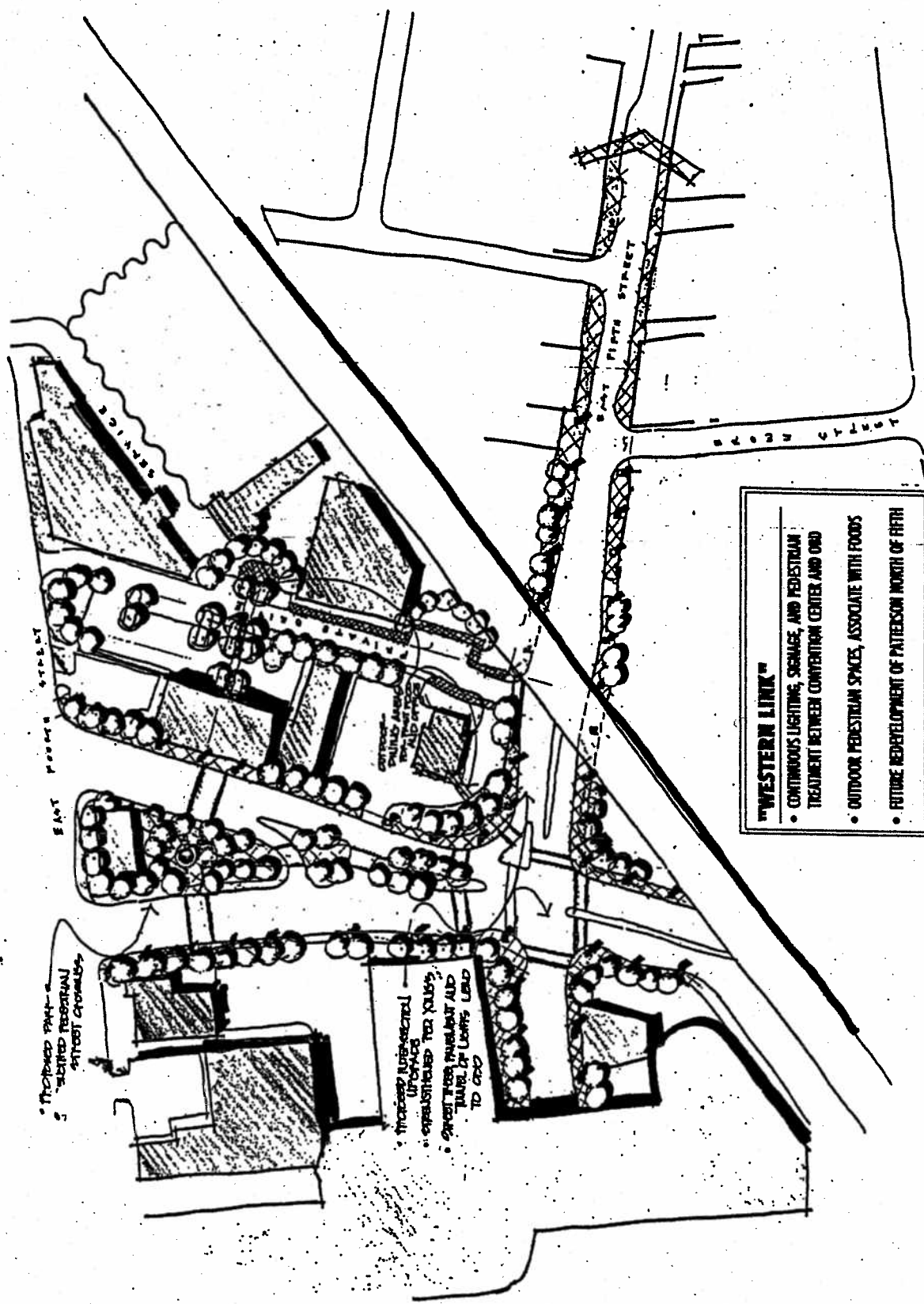
Pedestrian Space:

- Provide for continuation of pedestrian treatment on both sides as well as under the railroad to pass via landscaping, pedestrian furniture, and consistent street lighting fixtures, and signage.

Image and Identity

- Develop a unified identity through the use of single design standard for signage, lighting and landscaping to encourage unification of the area between the Convention Center and the Oregon Business District.





- "WESTERN LINK"**
- CONTINUOUS LIGHTING, SEWAGE, AND PEDESTRIAN TREATMENT BETWEEN CONFERENCE CENTER AND ORD
 - OUTDOOR PEDESTRIAN SPACES, ASSOCIATE WITH FOODS
 - FUTURE REDEVELOPMENT OF PATERSON NORTH OF FIFTH

• PROPOSED PARK-
• SELECTED PEDESTRIAN
• STREET CROWDS

• PROPOSED SUB-STRUCTURED
• UTILITIES
• EXPOSED FOR VISIBILITY
• STREET TREE PLANTING AND
• TRAIL OF LIGHTS LEAD
TO ORD

OFFICE
BUILDING AREA
BUILDING

EAST FIFTH STREET

PATERSON STREET

EAST PINE STREET

"WESTERN LINK"

Eastern Link - Pedestrian Connection versus Major Redevelopment

A stated planning objective is to better link the Dayton Towers as a residential neighborhood to the Oregon Business District. This can be achieved via the use of consistent image and identity features and creating better pedestrian linkages. In addition, a major long-term development opportunity could be assembled in the southeast quadrant of Wayne and East Fifth Street.

Land Use:

- Provide for either renovation of existing square footage into retail and linked services activities, or provide for major retail center including food store, drugstore and ancillary shops at the southeast quadrant of Wayne and East Fifth Street.

Circulation:

- Maintain and work within present vehicular circulation pattern.

Parking:

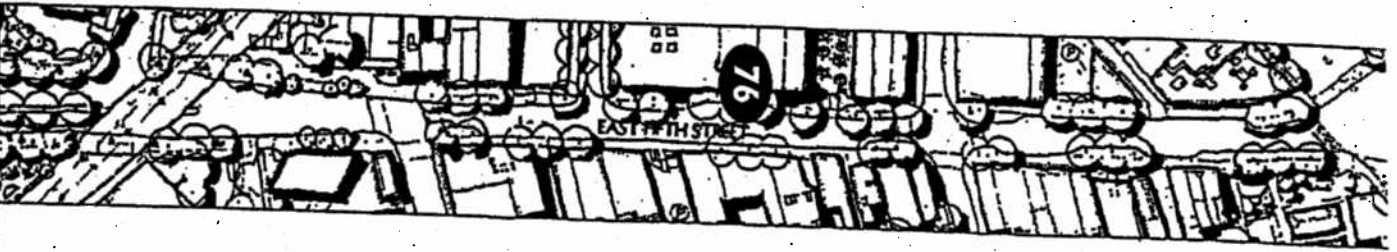
- Either maintain present parking patterns or provide major, new parking in association with a new retail center.

Pedestrian Space:

- Provide for safe secure pedestrian linkage between Dayton Towers and the Oregon Business District either through existing uses and/or through linked, new major retail center.

Image and Identity

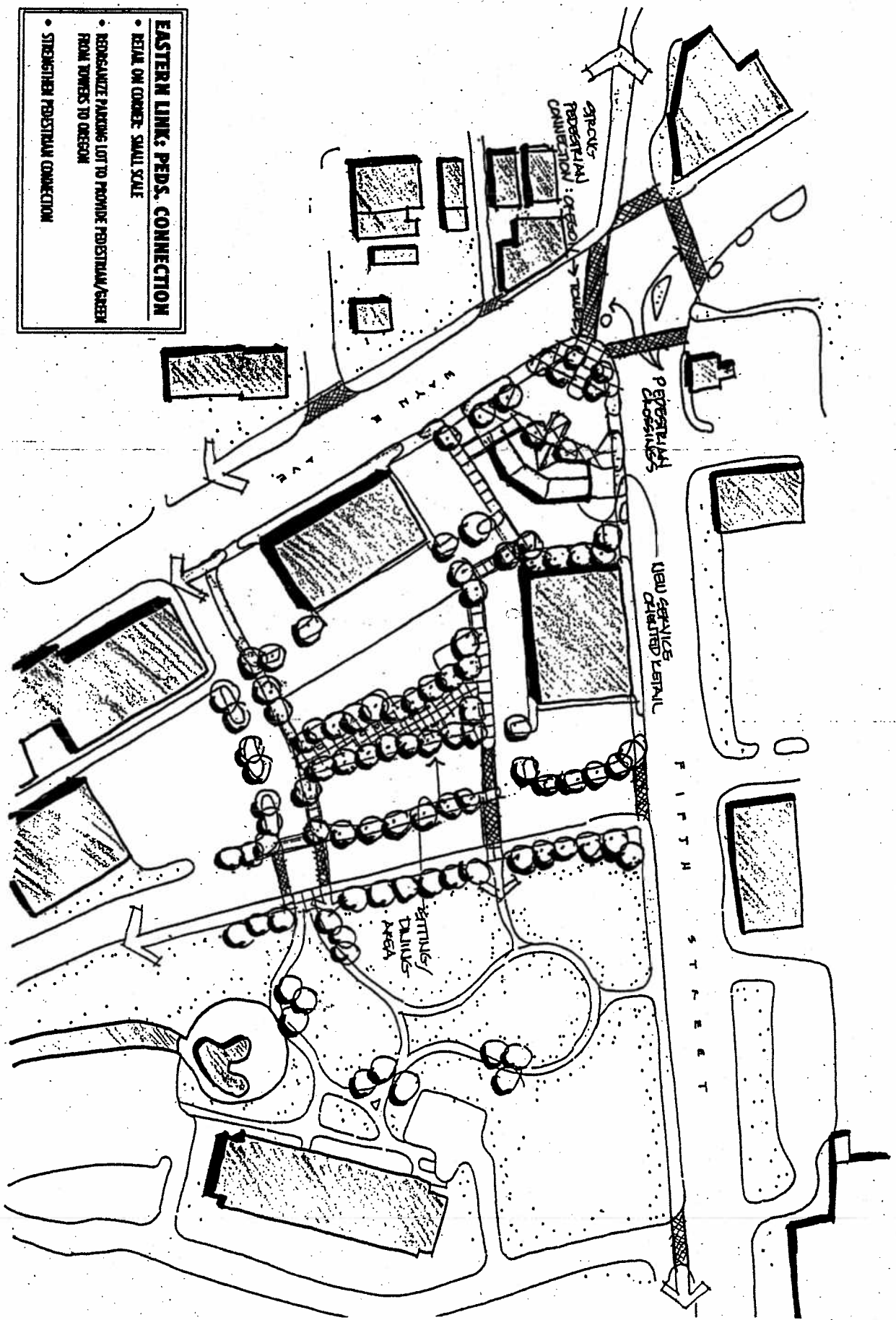
- Continue street treatment and consistent use of lighting, signage and landscaping east of East Fifth Street to include pedestrian links to the Dayton Tower.
- In the case of major redevelopment, provide architectural compatibility of new retail buildings to the character of the Oregon Business District and provide significant pedestrian spaces within the new retail center as a focus area.





EASTERN LINK: MAJOR REDEVELOPMENT

- MAJOR EASTERN RETAIL ANCHOR FOR USES NOT CONTAINABLE IN ORD
- PEDESTRIAN LINK TO EXISTING TOWER
- OUTDOOR PEDESTRIAN EATING AND SITTING SPACES
- LEASE/REALLOCATE SURFACE PARKING BETWEEN EXISTING/NEW USERS



EASTERN LINK: PEDS. CONNECTION

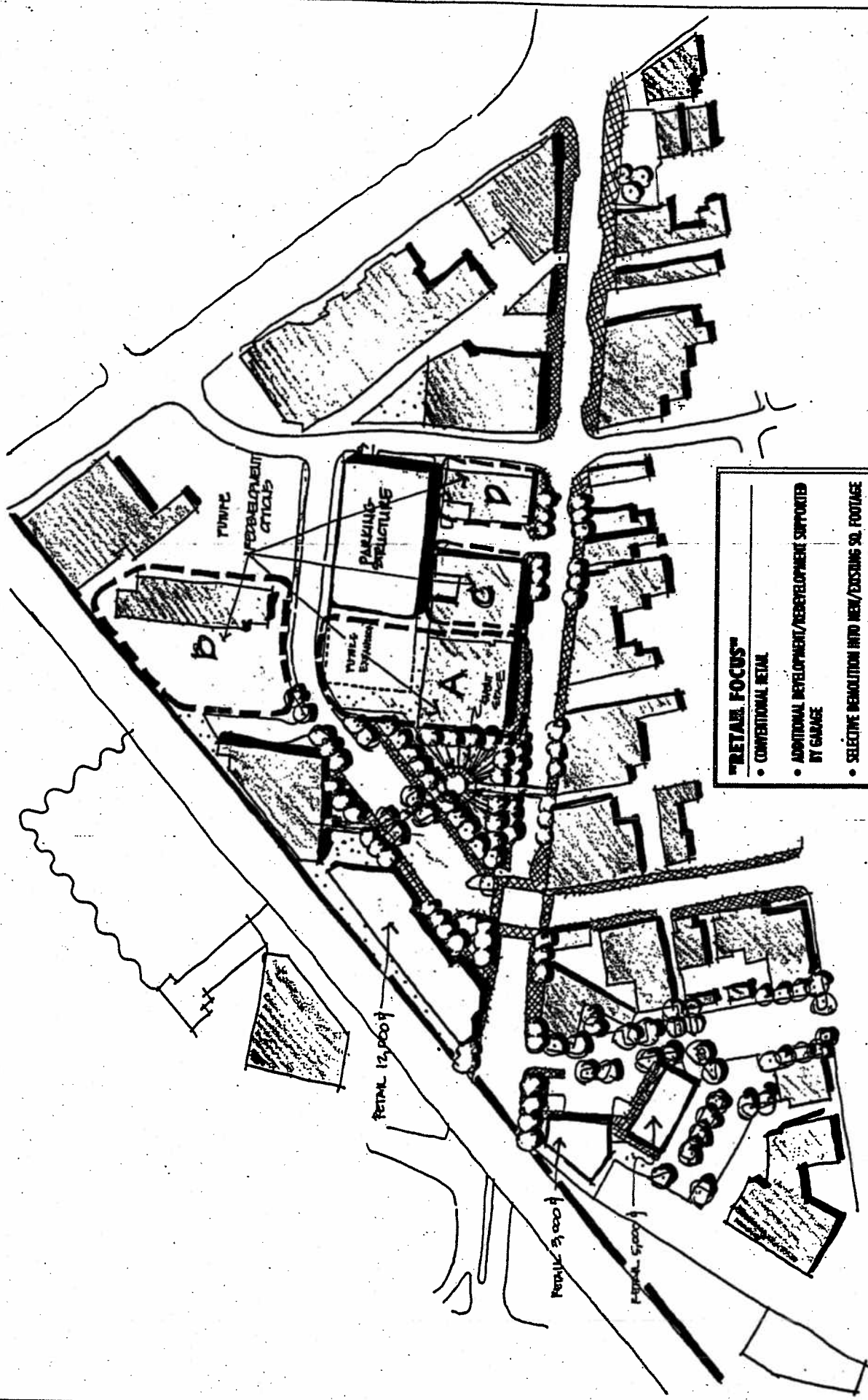
- RETAIN ON CORNER: SMALL SCALE
- REORGANIZE PARKING LOT TO PROVIDE PEDESTRIAN ACCESS FROM TOWERS TO OFFICE
- STRENGTHEN PEDESTRIAN CONNECTION

EASTERN LINK: PEDESTRIAN CONNECTION



NORTH

"RETAIL FOCUS"



- "RETAIL FOCUS"**
- CONVENTIONAL RETAIL
 - ADDITIONAL DEVELOPMENT/REDEVELOPMENT SUPPORTED BY GARAGE
 - SELECTIVE DEMOLITION INTO NEW/EXISTING SQ. FOOTAGE
 - MAJOR EVENT SPACE, PARKING TO NORTHWEST MAY BE CLOSED OFF TO EXTEND EVENT SPACE

Residential/Retail Mix:

The Master Plan Task Force and the consultants remain intrigued with adding additional residential units both inside and outside of the immediate study area. The purpose of the retail/residential mix concept was to explore this option in more detail.

Land Use:

- Provide additional new retail space and in addition provide residential units on top of new retail space.
- Encourage reuse of presently vacant second floor space to provide additional residential units north of Fifth Street.

Circulation:

- Examine feasibility of vacating Pine Street to allow for increased surface parking.
- Provide parking lot entry off of Sixth Street to reconfigure parking area between Fifth and Sixth Streets immediately west of Brown Street.

Parking:

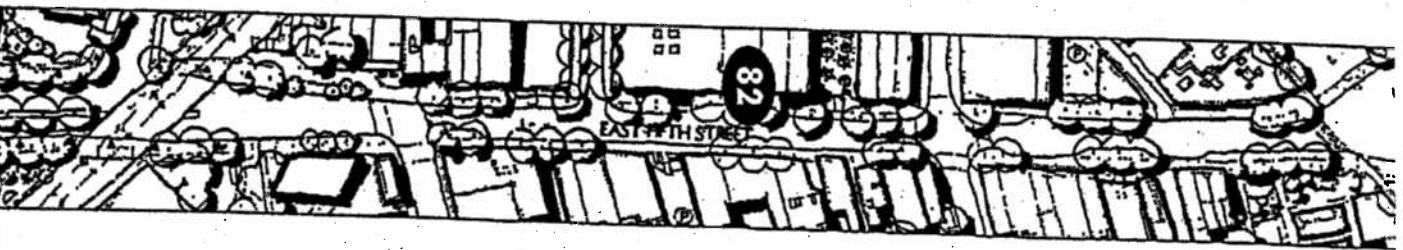
- Provide reconfigured as well as additional surface parking through redesigned layouts and potential demolition of underutilized structures.
- Provide for parking structure on vacant space due north of Pine Street linked and serviceable to residential as well as business users.

Pedestrian Spaces:

- Provide convertibility of major surface parking north of Fifth Street into temporary event space as needed.
- Provide for residential "respites" e.g. small but well landscaped proprietary residential spaces.

Image and Identity

- Provide for consistent, unified streetscape upgrades with streetscape standards carried into the Pine Street/upper tier development/redevelopment area.



Residential Courtyards:

The residential courtyard scheme represents a variation on the retail/residential scheme, entailing less new retail construction and no demolition of any existing structures.

Land Use:

- Construct limited retail combined with a small residential pocket community south of Fifth Street on present parking area.
- Provide for expanded use of second floor space with companion new construction for residential use north of Fifth Street on present parking lots.

Circulation:

- Close Pine Street and substitute with parking lot connection that links all north of Fifth Street uses and parking.
- Link south of Fifth Street new residential neighborhood to Sixth Street entry point.

Parking:

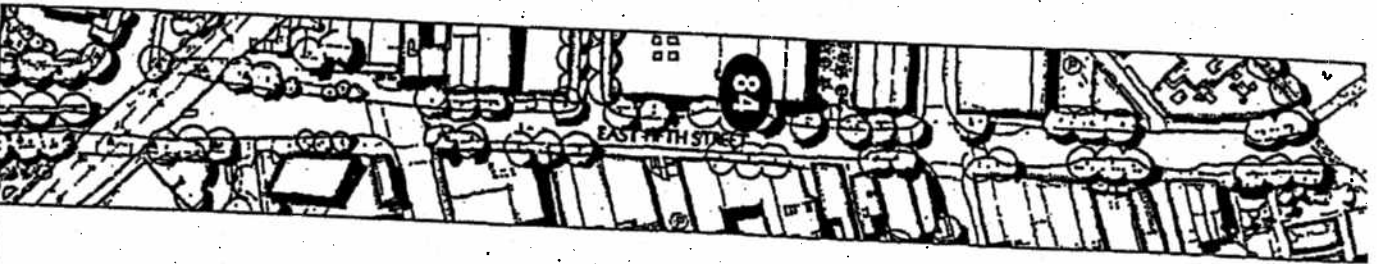
- Restripe and resize all existing surface parking for maximum gain.

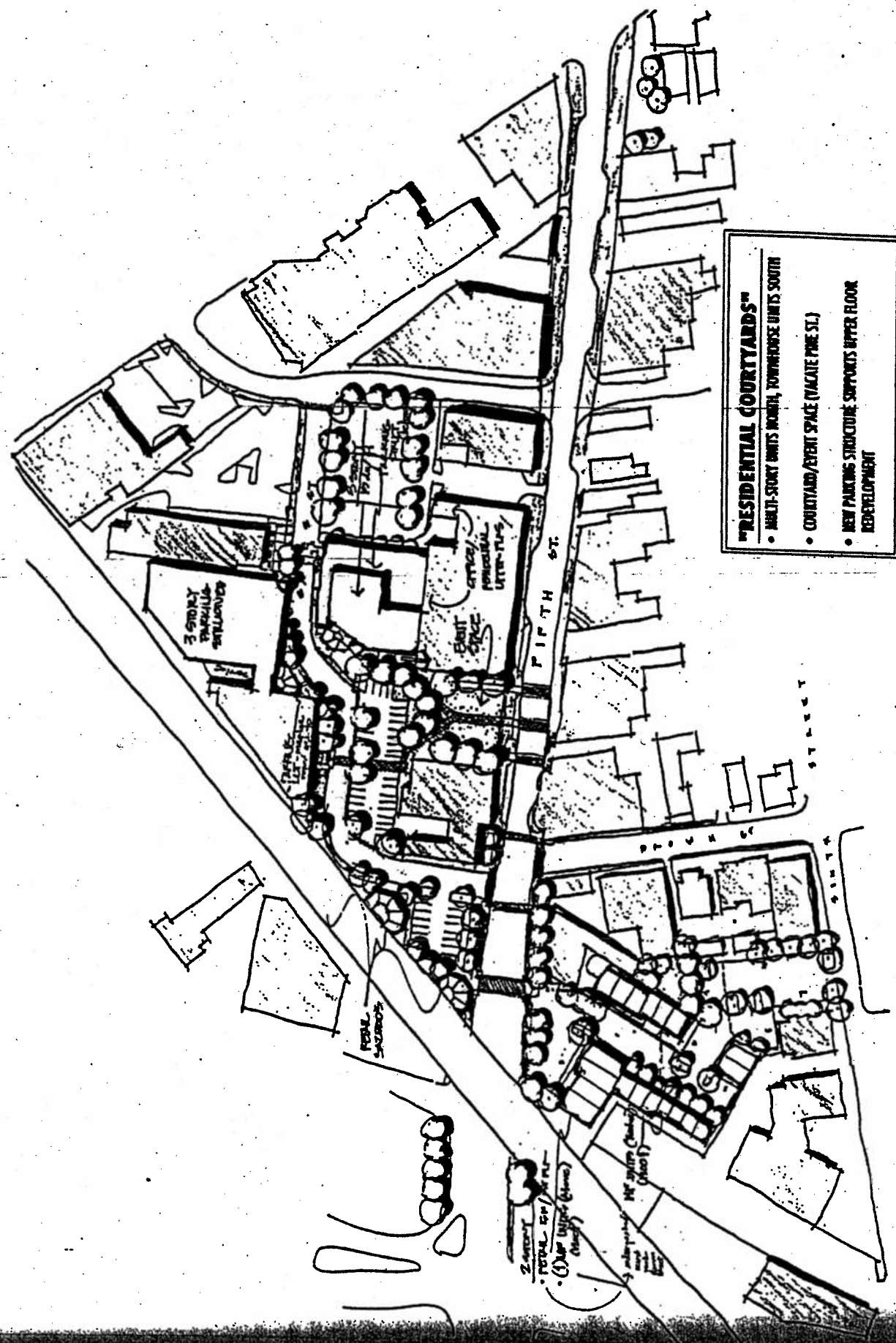
Pedestrian Spaces:

- Provide self-parking for south of Fifth new residential neighborhood.
- Provide major parking structure on vacant land north of the study area.
- Provide two levels of deck parking for new residential construction north of Fifth Street.
- Provide focus/event space on vacated Park Si and adjacent parking area.
- Ensure security, adequate lighting and encourage shop fronts to open onto this space.
- Provide pedestrian linkages into and through residential pockets.

Image and Identity

- Upon reconfiguration of surface parking lots, reclaim areas that do not contribute to surface parking due to configuration to pedestrian areas and respite spots.
- Ensure that new and redeveloped residential areas have sufficient proprietary attached yard space





"RESIDENTIAL COURTYARDS"

Gates Street European Village

A final alternative focused on significant redevelopment opportunities north of Fifth Street and north of Gates. As indicated in the planning analysis, considerable surface land area is available not only north of Gates but north and northeast of Wayne Avenue as well. This alternative examined just one long-term concept for an exciting redevelopment of present surface area.

Land Use:

- Over long-term, redevelop area north of Gates into "cloistered European village".
- Provide a north neighborhood to the Oregon Residential and Business District.
- Provide additional units south of Gates as a residential linkage to the neighborhoods south of Fifth Street via pedestrian and amenity connections.
- Provide some additional retail space to help define a central event/parking area.

Circulation:

- Close Pine Street and reclaim for major parking and event space.
- Provide access into major parking structure from the Brown Street intersection on the Fifth Street corridor.

- Upgrade Jackson Street to the east as a residential address.

Parking:

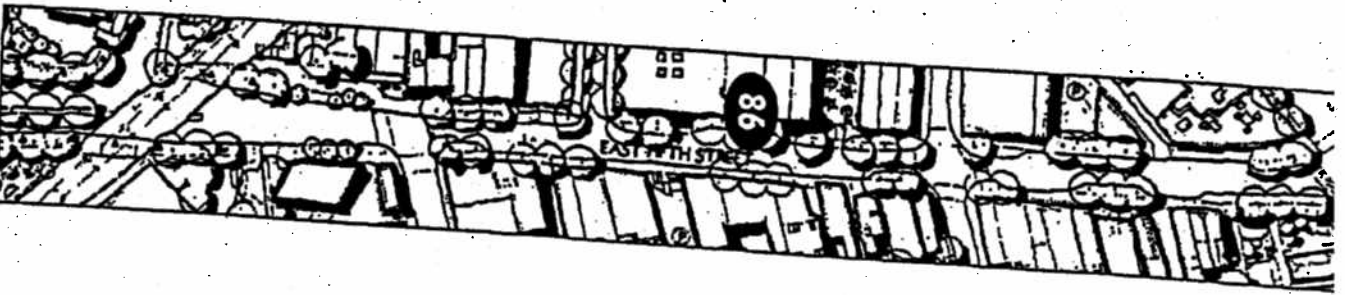
- Provide self parking for residential neighborhoods.
- Provide reoriented surface parking at core of area through selective demolition.
- Provide new parking structure north of Fifth Street equidistant from major users throughout the area north of Fifth Street.

Pedestrian Spaces:

- Provide internal residential spaces proprietary to the European Village concept.
- Provide for significant controlled outdoor dining space in conjunction with active uses to face onto major parking/event space area.
- Provide convertibility of focus surface parking into event space as needed.

Image and Identity

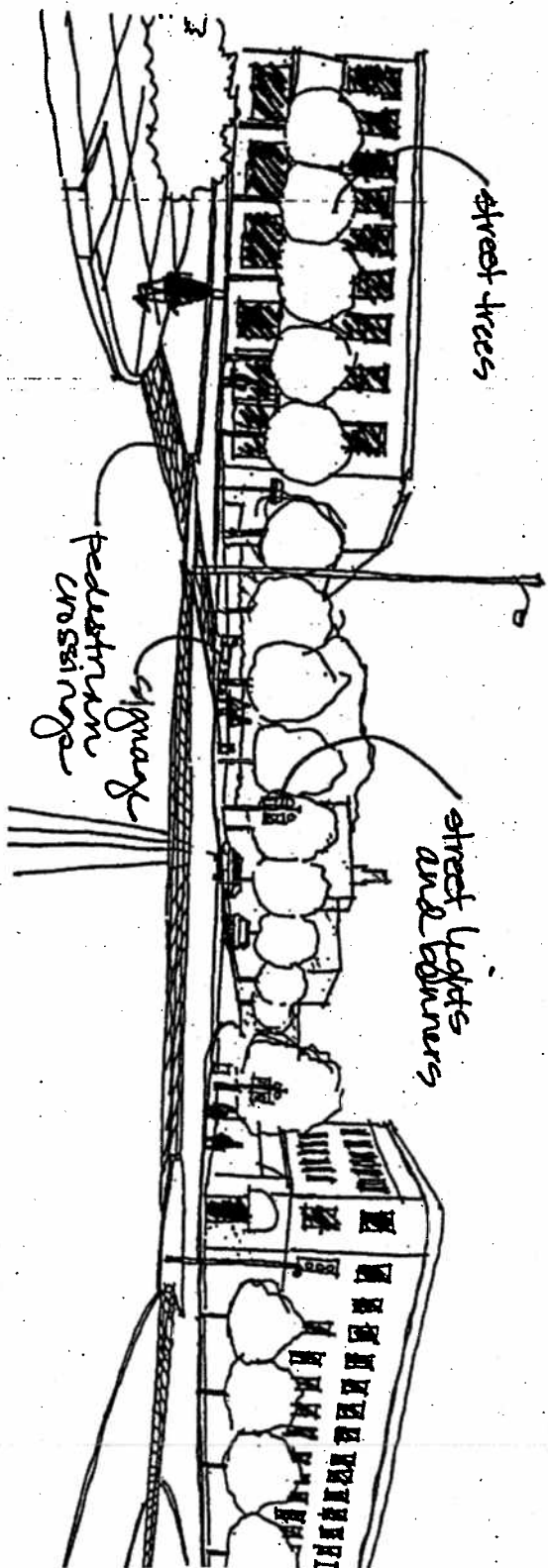
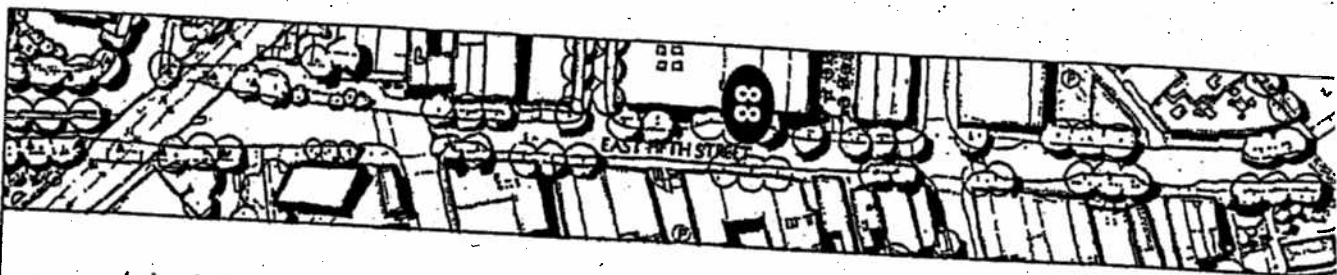
- Provide consistent streetscape treatment.
- Create new gateway through combination of new retail construction, reorientation and creation of center space, and clear pedestrian links.
- Provide amenities internal to and for use by new residential neighborhoods.



SITE DETAILS

The portion of the Fifth Street Corridor contained within the Oregon District provides a strong streetscape to build upon. Although street trees, site furnishings, lighting and signage currently exist along the corridor, the task matrix references the need for consistency and upgrading these items.

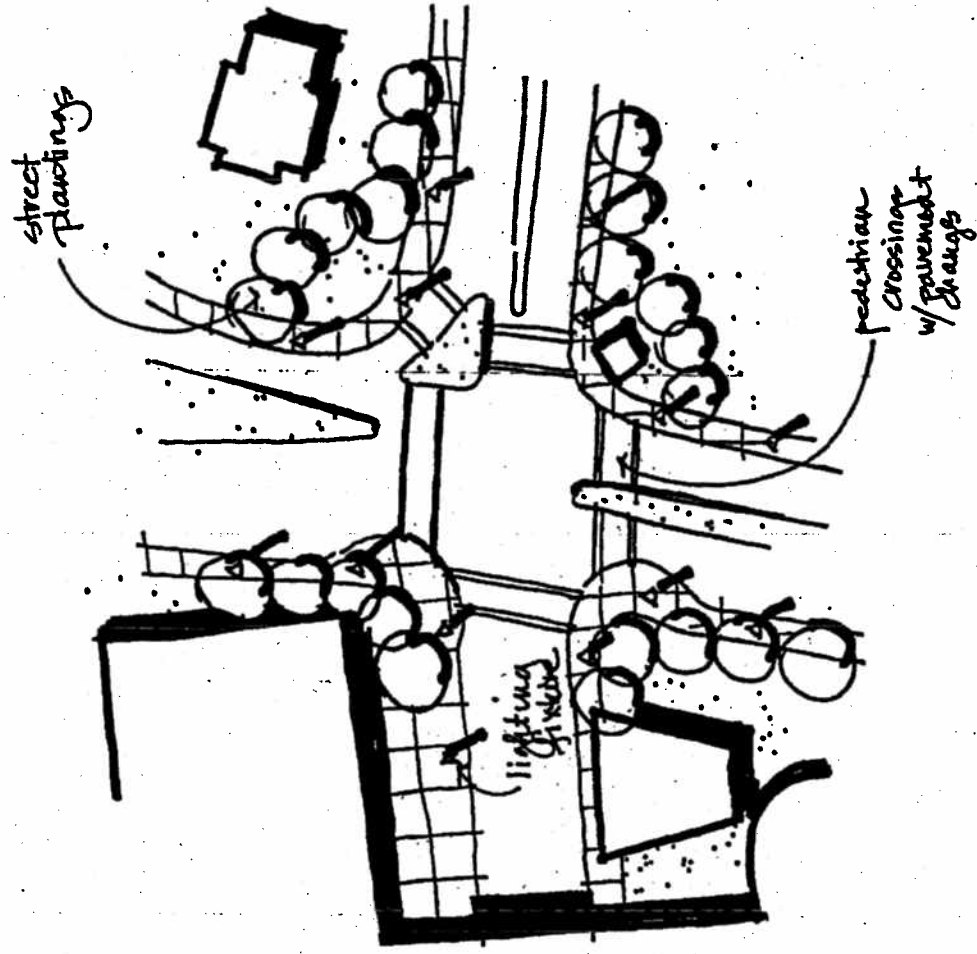
This portion of the study addresses and examines the existing site details in greater detail and provides text and sketches that explore and recommend additional areas for image upgrades.



Entry at 5th & Wayne. NON-RESIDENTIAL

MAJOR ACCESS: Non-Residential Character

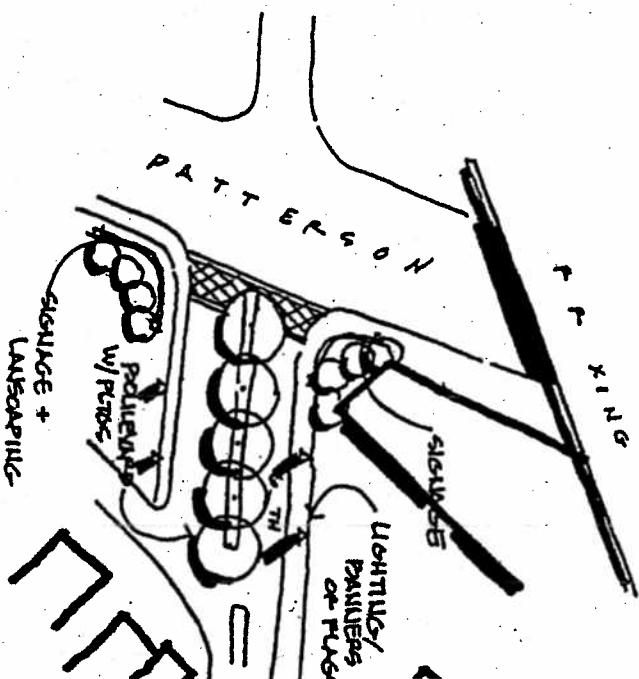
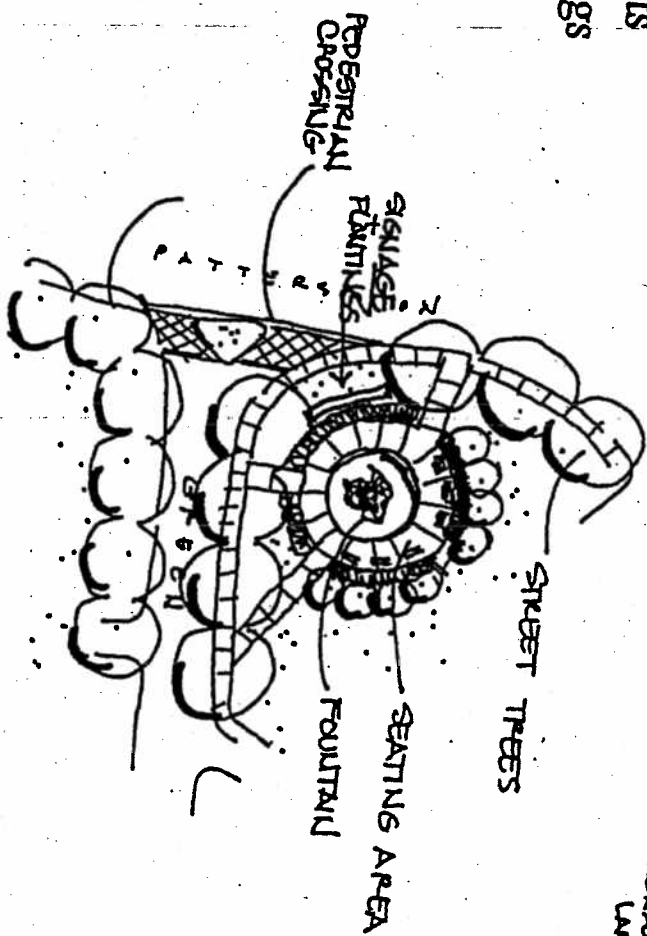
- Intersection Upgrades
 - rework pedestrian crossing
 - change vehicular patterns
- Major Identification Element
 - entry feature
 - plantings
 - fountain
 - signage
- Pavement Changes
- Planting Program
- Lighting Program

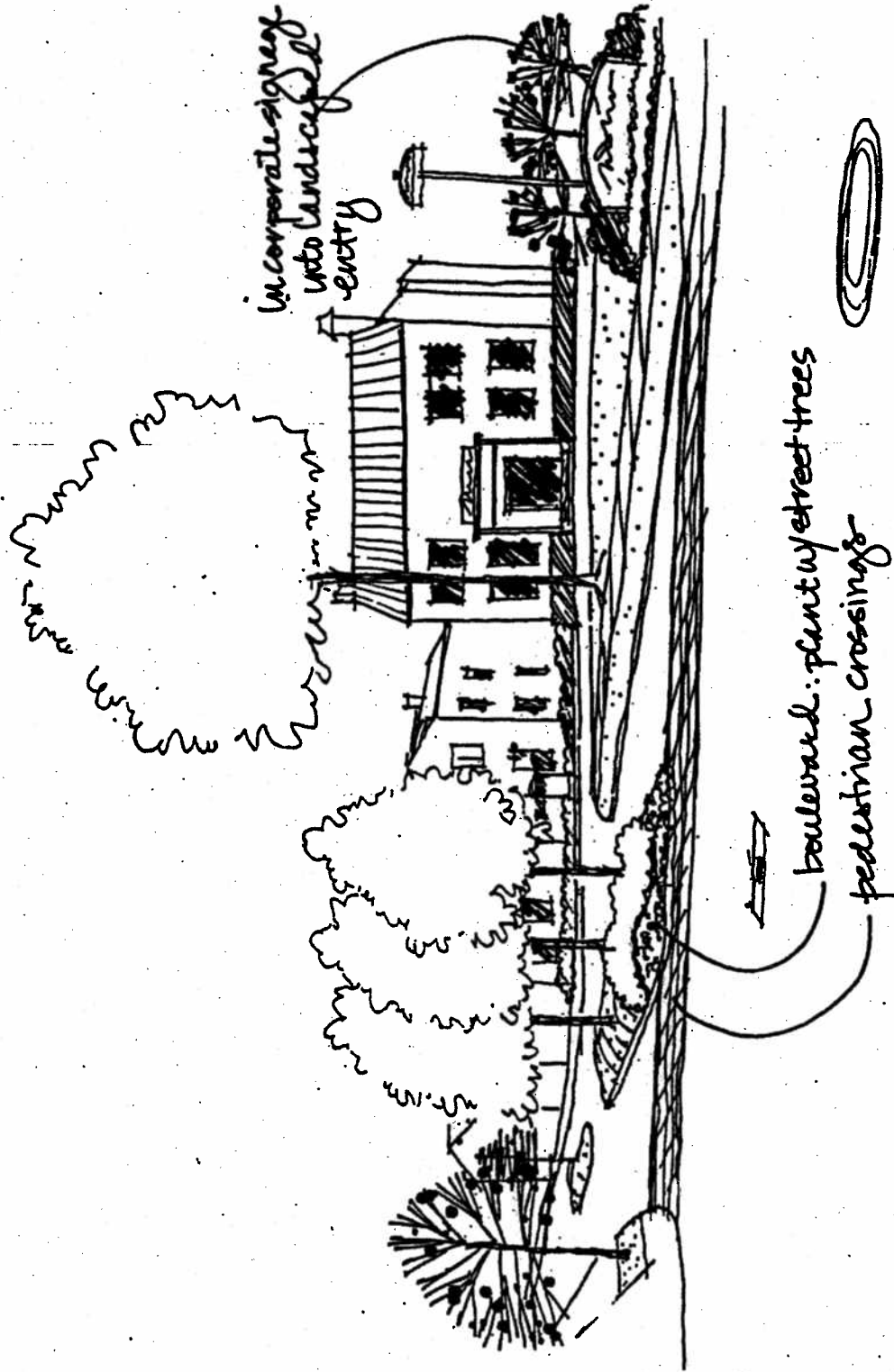


MINOR ACCESS: Residential Character

- Boulevard and Plant Select Entries
- Consistent Oregon Residential Entry
 - plantings
 - signage
 - ornamentals
 - street trees
 - street lights
 - banner/flags

90

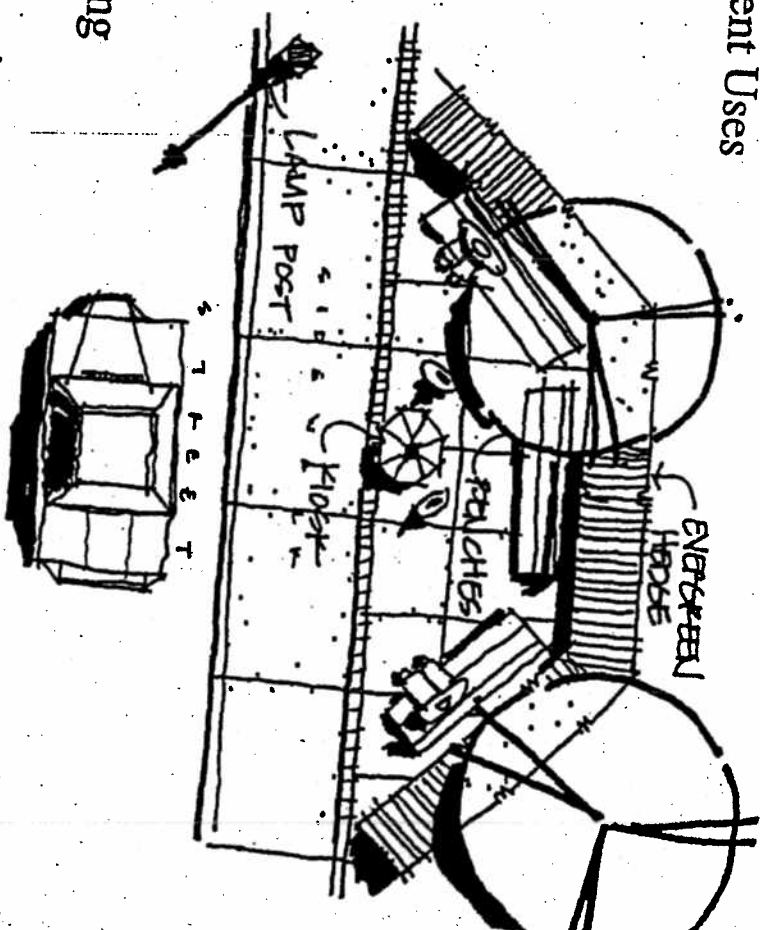




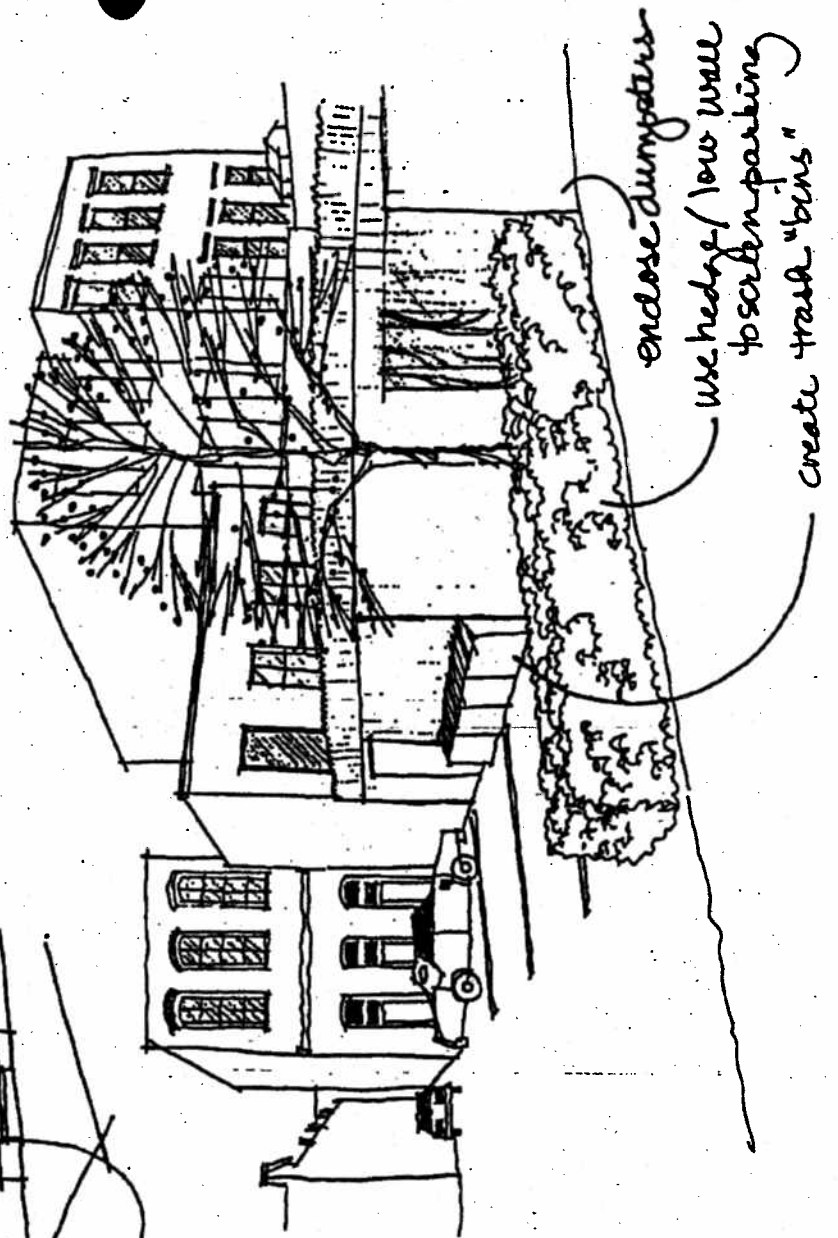
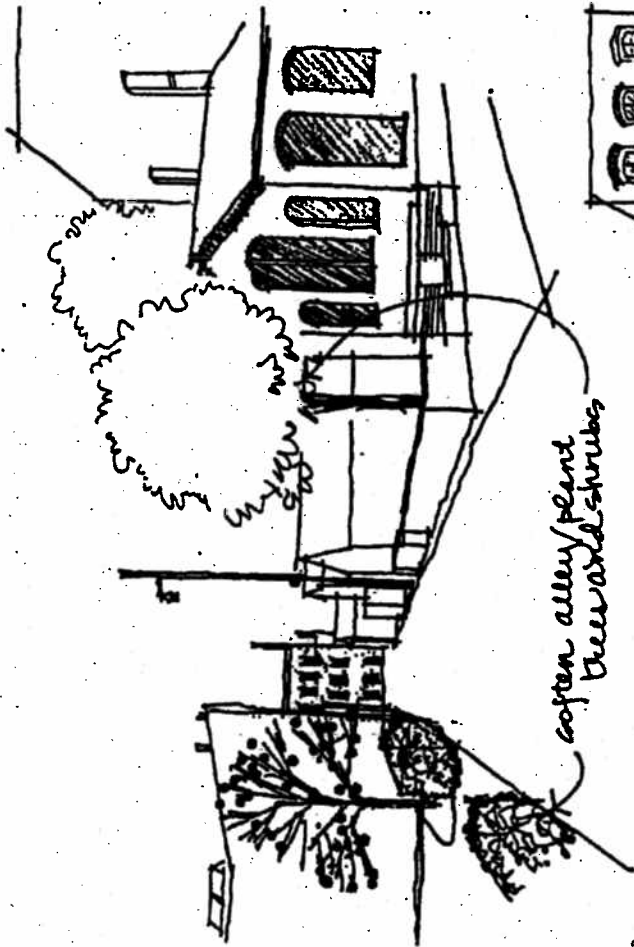
Entry at Patterson & 6th. RESIDENTIAL

PEDESTRIAN LINKAGES / STREET UPGRADES

- Pedestrian Zones
 - Pavement Changes for Different Uses
 - active
 - passive
- Designated Cross Walk Areas
 - Pavement Change
 - Signage
 - Vertical Cueing Elements
- Features
 - Street Tree Program
 - Benches, Planters, Street Lighting
 - Park/Green Space Connections
 - Ability for street closings for organized activities



ALLEY BETWEEN RETAIL AND RESIDENTIAL

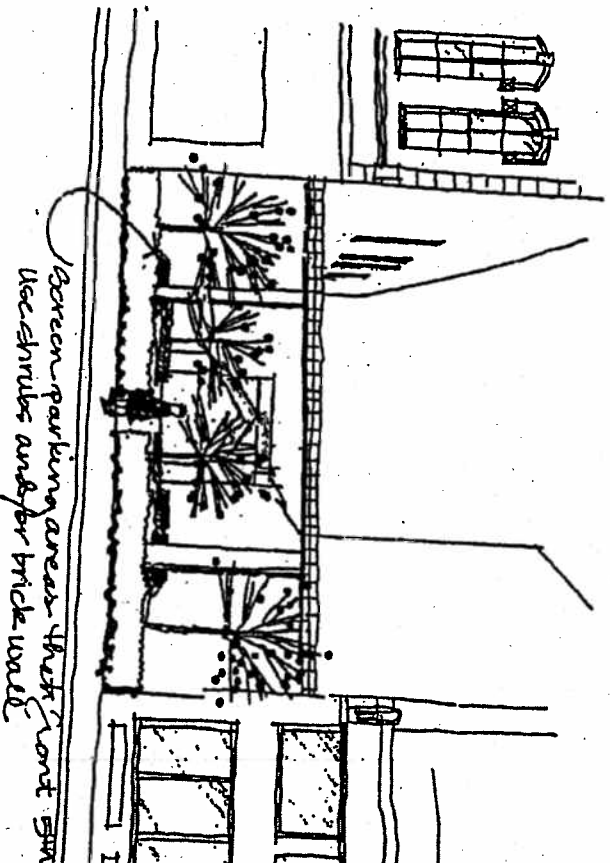
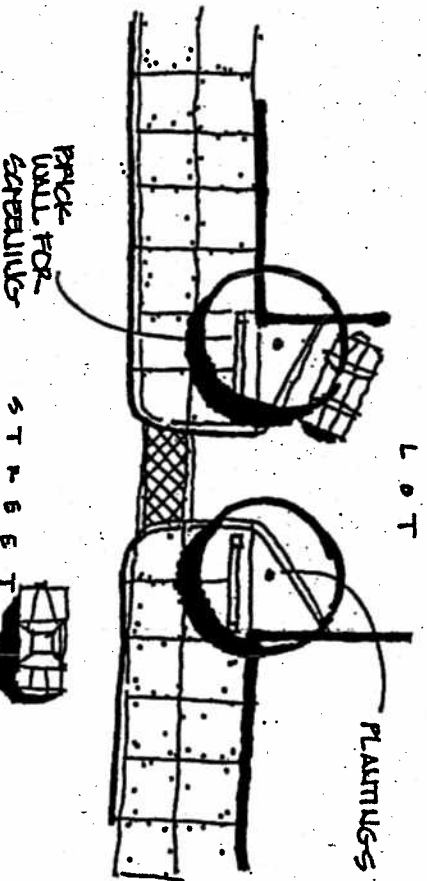


TRANSITION AREAS

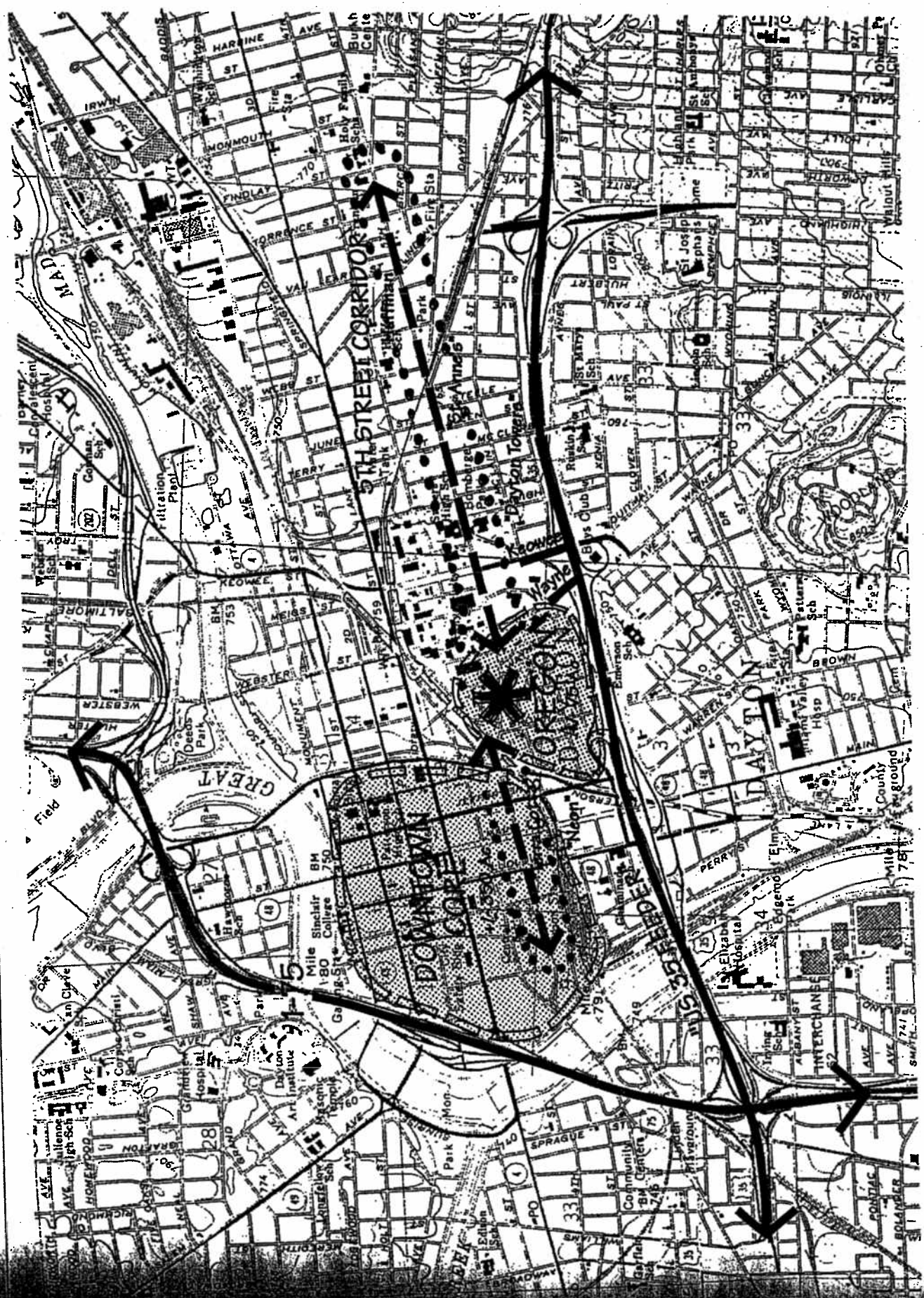
- High Intensity Use to Low Intensity Use
- Retail / Residential: soften vehicular access or eliminate vehicular access in alleys
- Retail / Retail: provide safe, secure well lit areas between buildings and parking
- Downtown / Oregon / Dayton Towers: upgrade pedestrian & vehicular linkages

94

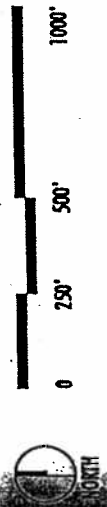
- Screen Parking Areas



BACKGROUND ANALYSIS



AREA SETTING



ZONING

Zoning classifications in the Oregon District are relatively consistent with the way land use typically evolved: busy corridors have intense uses grouped together and are located adjacent to less intense uses that buffer residential uses. Within the Oregon District, uses along major vehicular corridors (Patterson, Fifth and Wayne) are generally B-2, B-3 or OR-2 uses, which allow for more intense uses like retail and offices, that generally require street frontage and high visibility for both vehicular and pedestrian traffic.

Uses internal to these corridors are generally residential uses, located south of Fifth, continuing to U.S. 35. The residential portion of the Oregon District shows a stable neighborhood that is primarily single family housing. Some multi-tenant buildings exist intermixed among single family homes on tree lined streets. The southeast corner of the district is anchored by several buildings that provide low cost housing to Dayton residents.

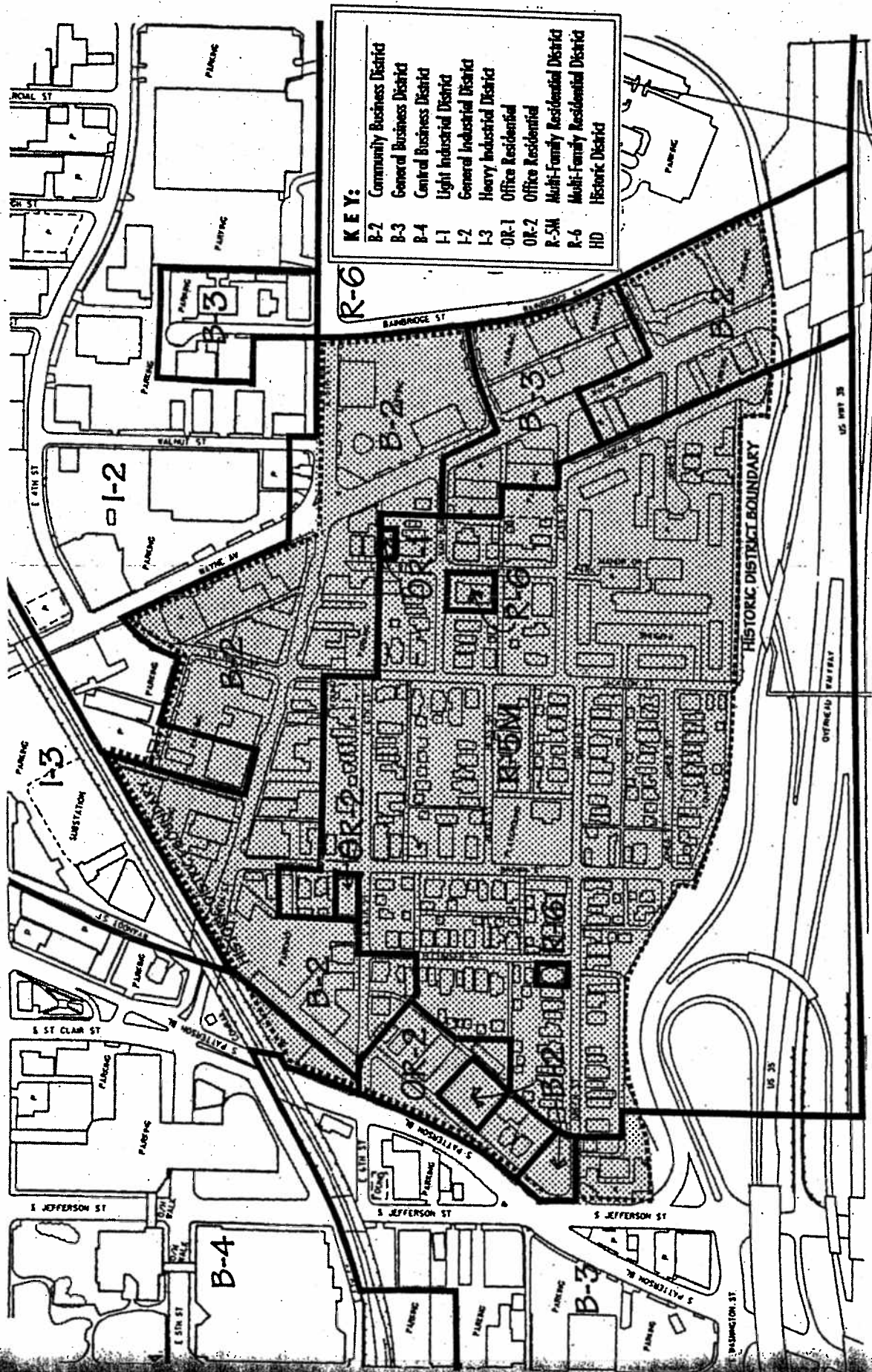
Uses north of Fifth Street are either business or industrial uses. Generally most uses along the north side of Fifth Street are business with the exception of Freund Precision, the AFSCME building, and Duelman Electric which fall into the I-2 industrial classification.

All of the Oregon District falls under the H-2 landmark overlay of the City of Dayton Code. The Code states the purpose of this district is "... to preserve and protect single family parcels or groups of structures, sites or areas eligible for or on the National Register of Historic Places in which the district as a whole consists primarily of historically or architecturally significant structures, sites or areas and/or contributing structures which have undergone rehabilitation or restoration." This provides the opportunity to maintain the historic character and relevance of the area.

The Oregon District regulations allow for retail and office uses to continue along the corridors and provide potential for residential uses on upper floors. Residential remains a strong internal land use south of Fifth Street. Current industrial users to the north, while not objectionable neighbors now, need long-term consideration as permanent uses within the district. Potential for retail, office and residential uses appear north of East Fifth Street from the railroad tracks to Wayne Avenue.



0 200' 400' 600'



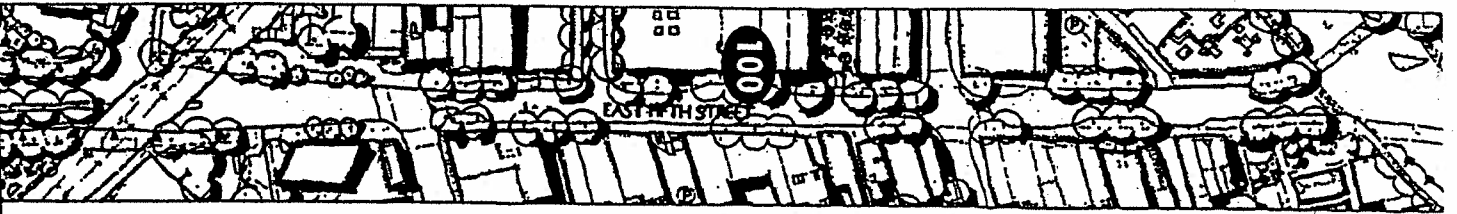
CIRCULATION



Whether a pedestrian walking along the street or a person driving a vehicle, the Oregon District is easy to get to if you know how to get there. Access is excellent to Oregon from U.S. 35 along Patterson and Keowee Streets. Wayne Avenue provides good two-way vehicular circulation. Oregon has strong gateways at Fifth and Wayne and Patterson/St. Clair and Fifth, though these intersections could use upgrading in the form of pedestrian crossings, signalization, traffic patterns, landscaping, lighting and signage.

Fifth Street is two-way from the Patterson/St. Clair intersection to the east and carries a fair amount of traffic.

West of the Patterson/St. Clair intersection, Fifth Street runs one-way eastbound. This poses some problems for vehicular traffic wanting to travel westbound on Fifth to the Convention Center and to Convention Center parking. Signage is either non-existent or unclear for visitors who are unfamiliar with the area, a condition that must be rectified. Within the residential portion of the Oregon District, most streets are two-way with the exception of Jackson south of Fifth. Currently traffic cannot enter the residential neighborhood from Fifth Street onto Jackson. This deters non-residential traffic from entering the neighborhood and should be maintained.



WALKING DISTANCES



Unfortunately the perception exists that the Oregon District is a far walk from the downtown core and the Dayton Convention Center. The Oregon District is little more than a 5 minute walk from the Convention Center and Dayton Towers. Knowing this information would make Oregon a much closer destination for downtown employees at lunchtime.



SITE ANALYSIS

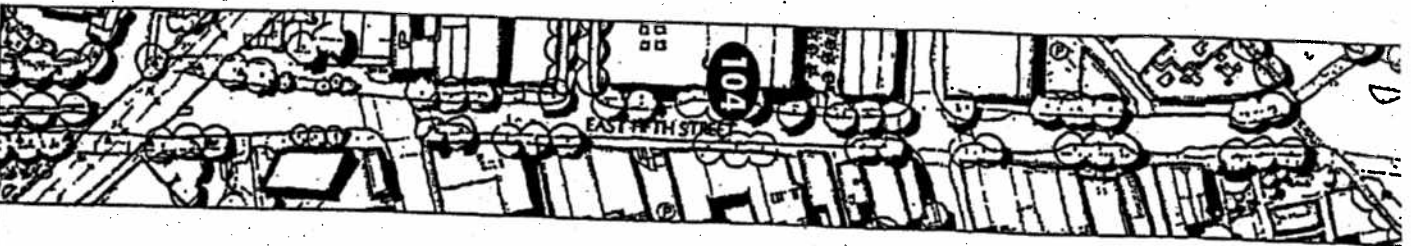
East Fifth Street is divided into several districts from west to east. The Oregon District portion of East Fifth Street is situated between the Convention Center/Neon District and the Dayton Towers District.

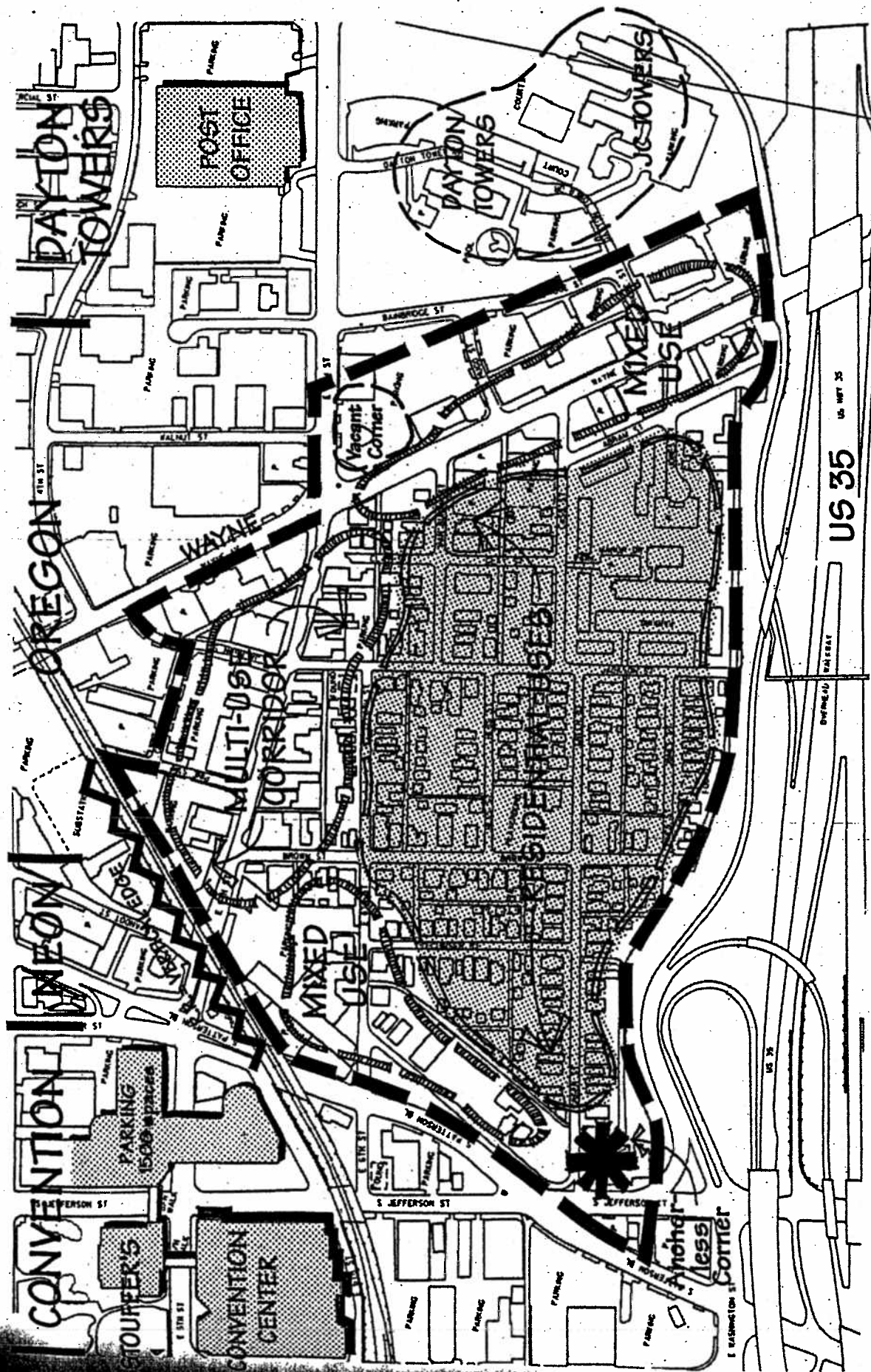
A brief site analysis reflects uses previously described on the zoning plan for this area. Corridors are generally mixed use. The South Patterson corridor reflects users that are characterized by small professional offices; architects, artists, interior designers and insurance sales are typical tenants. The Wayne Avenue corridor is more expansive and different in character with a wider range of uses and architectural styles. South of Wayne Avenue houses small offices, banks, architects and state offices. More intense uses like light warehousing, manufacturing and industrial uses are characteristic on Wayne Avenue north of Fifth.

Both Wayne Avenue and Patterson offer infill opportunities for the Oregon District. Oregon lacks strong entries at Green and Patterson and the vacant southeast corner of Wayne and Fifth. These corners provide opportunities for making unique entries to the Oregon District.

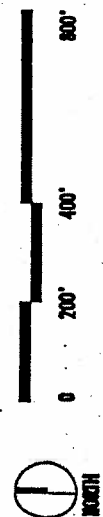
The Oregon District is situated between the railroad overpass and Wayne Avenue. While the southeast corner of Wayne and Fifth can be easily upgraded, the vertical wall of the railroad crossing on the western edge of Fifth and the Oregon District provides more of a challenge.

Uses along East Fifth Street and north of it range from adult bookstores, bars and restaurants, the Goodwill Store, Comedy Club, offices, light manufacturing and industrial uses. Opportunities exist for residential uses on upper floors in buildings along East Fifth Street. Existing residential uses are sandwiched between East Fifth Street and U.S. 35. The housing area is continually under renovation as new tenants move in to enjoy the unique residential setting.





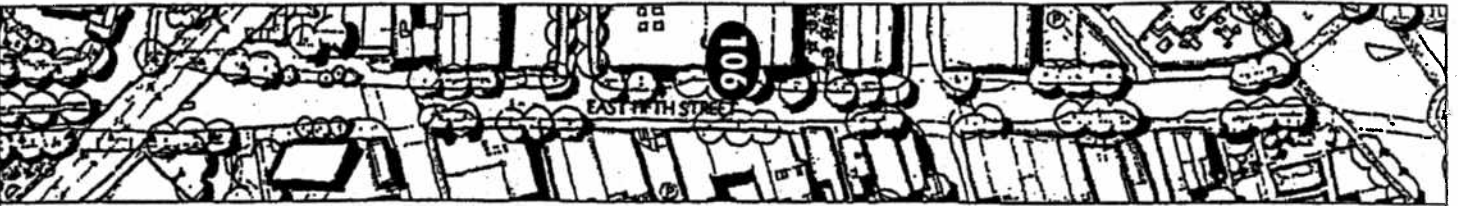
SITE ANALYSIS

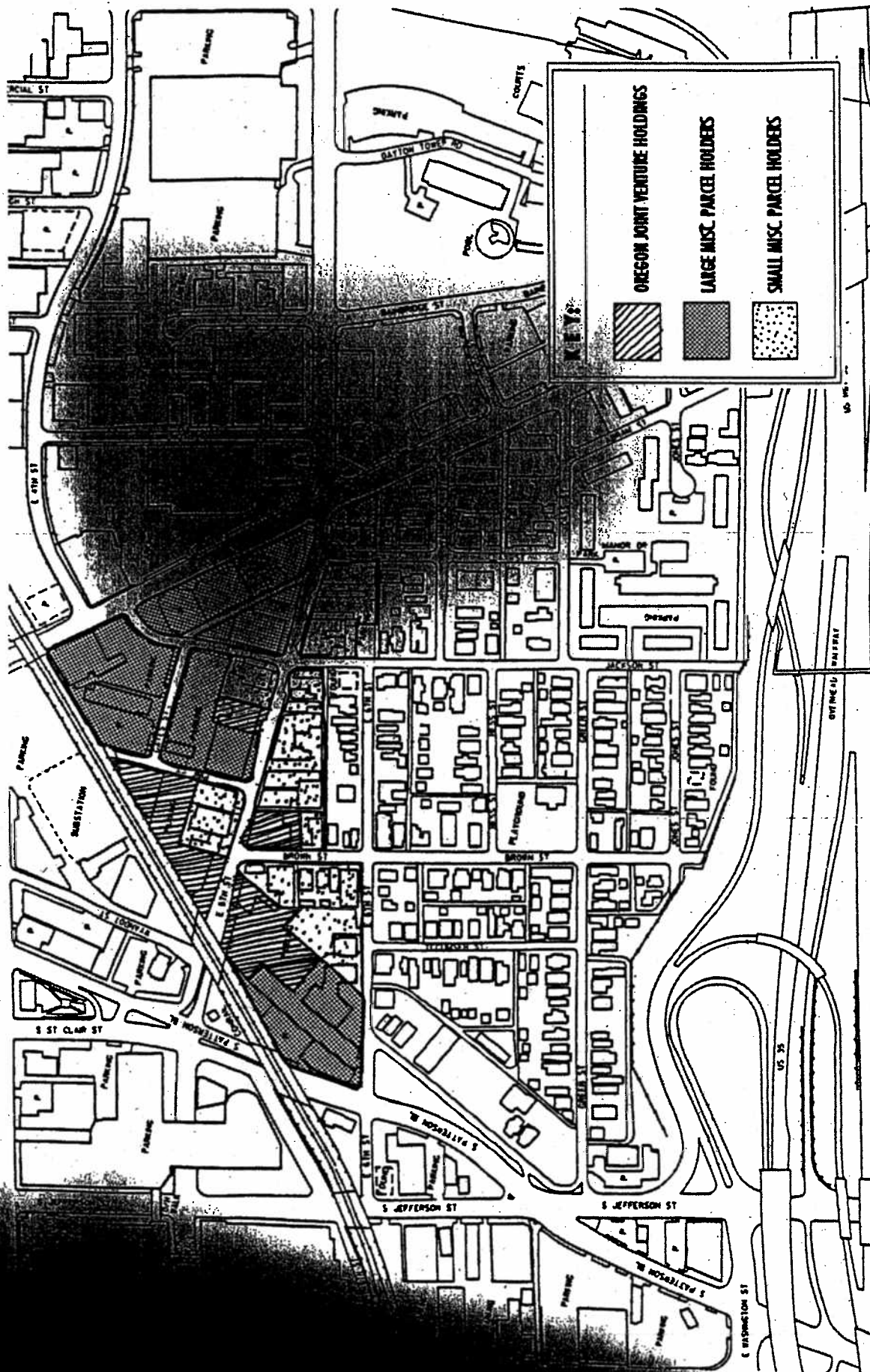


PROPERTY OWNERSHIP



East Fifth Street property ownership has been divided and keyed into three categories: the Oregon Joint Venture holdings, large miscellaneous parcel holders (Freund Precision, AFSCME, Goodwill and Mid-Town Development) and small miscellaneous parcel holders. The intent of this diagram is to illustrate that opportunities exist for the Oregon Joint Venture and large parcel holders (which make up over 50% of the owners along Fifth Street) to make changes that would impact a large portion of the Oregon/Fifth Street Corridor. These individuals with large land holdings can provide opportunities, organization and momentum for the Oregon District to change into a more positive place. Smaller parcel holders could make image upgrades and changes simultaneously or following large parcel upgrades.





PROPERTY OWNERSHIP

