



MADRAS REVITALIZATION PLAN 2015

City of Madras

Urban Revitalization Action Plan



*“Preparing for
Growth”*

City of Madras

Prepared by
Walker Macy
Landscape Architecture, Urban Design, Planning

Leland Consulting Group
Real Estate Strategy

Acknowledging the Efforts of:
Madras Redevelopment Commission (MRC)

Mayor Rick Allen
Councilmember Melanie Widmer
Chris Gannon
Blanca Reynoso
Patty Woll
Doeshia Jacobs
Carolyn Fording
Terry Hanlon

The City of Madras
Carol Parker, Planning Director
Tammy McHaney, Planning Assistant
Mike Morgan, City Manager

And the people of Madras, Oregon.

June 2005

Existing Conditions

The City of Madras

I.4 Madras' Potential

Madras exhibits some strong characteristics that create a solid framework for future prosperity:

- A beautiful Central Oregon setting
- Excellent potential for tourism, especially “outdoor” recreation
- A healthy, diverse community
- Good schools
- Good employment – Brightwood, Cenex, Hospital, Schools, Gov't
- The promise of 800+ future jobs at the new Correctional Facility
- Enough potential traffic through town to make retail work
- Some retail “Pioneers”, entrepreneurs committed to downtown
- A committed citizenry, determined to improve their city

I.5 Downtown Madras Today

The City of Madras has undergone some past urban renewal efforts which have not had the desired result of revitalizing downtown. When the US 26/97 couplet was created through Madras in the 1960s, the city's retail core was a compact, healthy mix of businesses serving local farmers, residents and travellers passing through. The new couplet effectively diluted the concentration of potential customers, increased commercially-zoned land easily accessed by automobile and had serious negative effects on the pedestrian scale of Madras. As the city grew along the US 26/97 corridor both north and south, more and more businesses chose to locate on vacant, newly-rezoned commercial land far from the city core, thus initiating a process of “retail flight” which continues to this day, notably with the recent departure of Hatfields' department store, a Madras landmark.

Some street improvements were made through the 1970s, such as the private pocket parks at 5th and C Streets and 5th and D. A more comprehensive streetscape renewal project was completed in 1999, sponsored by Oregon Department of Transportation, which added new street lamps, brick pavers as crosswalks and sidewalk accents, street trees and plant containers. This has a certain aesthetic benefit for downtown Madras, but has limited success by itself in changing some basic structural problems that underlie the city's struggling downtown. These basic problems include:

- too much commercially-zoned land in the city
- dispersed retail along the US 26/97 strip
- a lack of market support for retail downtown, which includes a lack of middle-class housing in the city. Many local employees are commuting from Redmond, and shopping there
- challenges to ‘walkability’ and pedestrian safety downtown
- an inaccurate perception that local schools are substandard
- a floodplain and floodway through downtown retail properties



Two “retail pioneers”, Opal Day Spa and Willow Creek Books



A prime commercial site lies vacant in downtown Madras.



The IOOF Building at 5th and D, which is the “100% corner”, the heart of Madras' commercial area.



Vacant Gas Station on prime commercial corner, 4th and D St



Brick pavers on 5th Street, a legacy of a past urban renewal effort



Madras schools and school facilities are rated as excellent by local residents.



Streetscape improvements have not prevented vacant lots, high-speed heavy traffic and other economic problems.



A vacant storefront on 5th Street. Business moved to Redmond.



Northbound US 26/97. The width and speed limit of this roadway encourages speeding and discourages walking.



Friendship Park was built as a stopping place for travellers. This site and the underdeveloped properties surrounding could be a good potential development site.



A row of healthy Hispanic businesses at 5th and D Streets. The Hispanic population is a relatively unrealized potential market for Madras businesses.

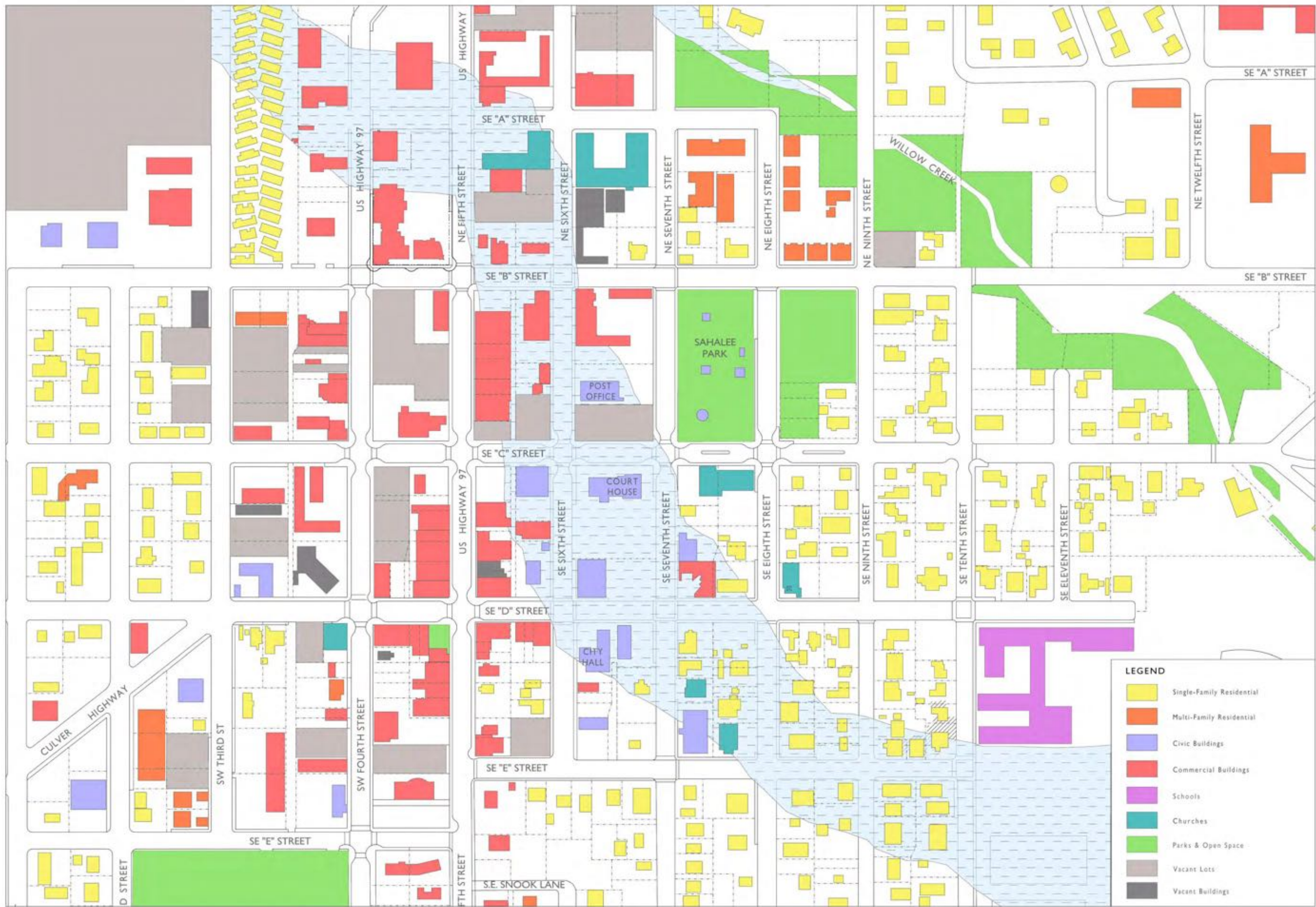


Neighborhood adjacent to downtown. Sidewalks are rare in Madras residential areas. The planting strip shown here is too narrow for trees to grow and the street is excessively wide.

Mr. Jrosclair's Human Geography Class

Ideas - Urban Planning

- * South of Abby's Pizza
- empty
- * Fill Les Schwab
- * Theme - somewhat like Sisters has
- * Old baseball fields - by fairgrounds
- fix up nicer
- * Support the "new" fairgrounds
- speed up the process.



Existing Downtown Land Use

Madras Revitalization Strategy



March, 2004

2004 PLAN RECOMMENDATIONS:

- 1. Improve storefronts**
- 2. Create a “Stopping Place” for travelers, including RVs**
- 3. Remove derelict signs and improve new signs**
- 4. “Temporary Landscapes” for vacant lots**
- 5. Enforce speed limits**
- 6. Narrow Streets**
- 7. Clarify/modify regulations and rezone if needed**
- 8. Build new public recreation facilities (like Aquatic Center)**
- 9. North Y**
- 10. Streetscape improvements (furnishings, trees, flowers, art)**
- 11. Sahalee Park Expansion**
- 12. New Civic Center**
- 13. Better visitor marketing**
- 14. Floodway improvements and remap**
- 15. Yarrow**

OTHER MRC/City Success:

- 1. Inn at Crosskeys Station**
- 2. Cinema 5**
- 3. Harriman Block**
- 4. Erickson Collection and Airport Industrial Park**
- 5. COCC**
- 6. South Y**





Sahalee Park

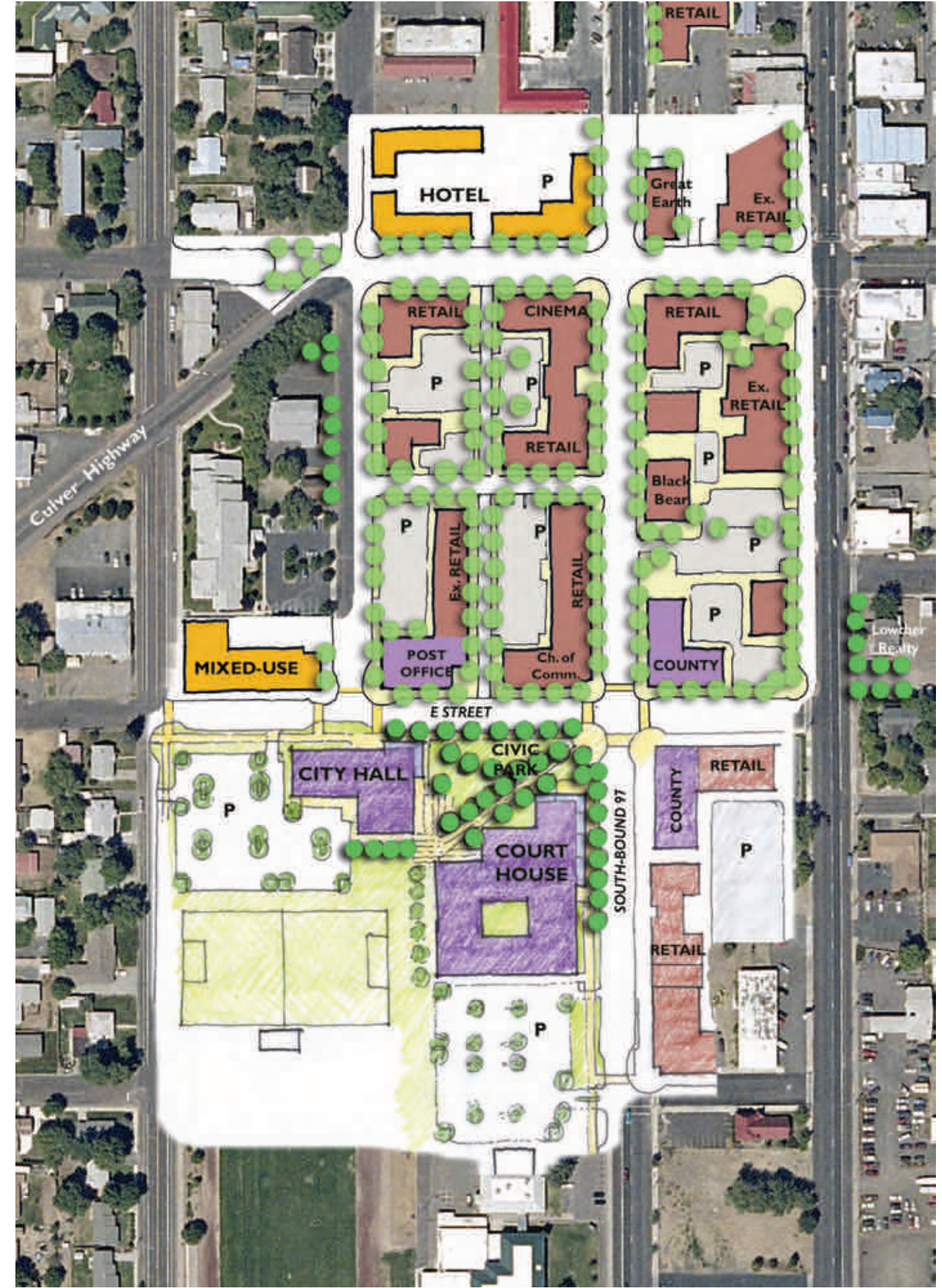


North Y



WELCOME
TO
MADRAS
1910





Civic Core Before

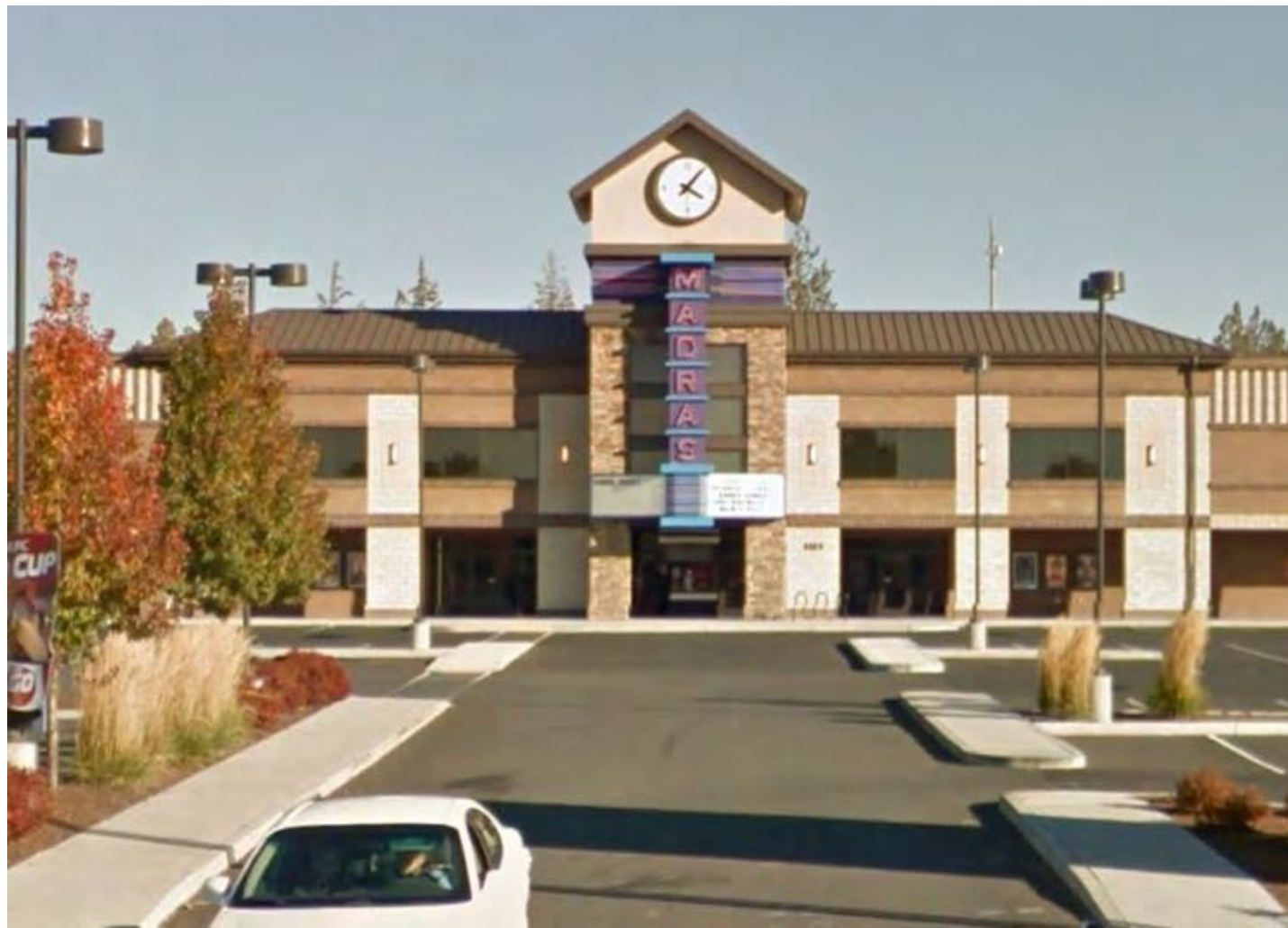


Civic Core Now



Yarrow





Cinema



Erickson Museum

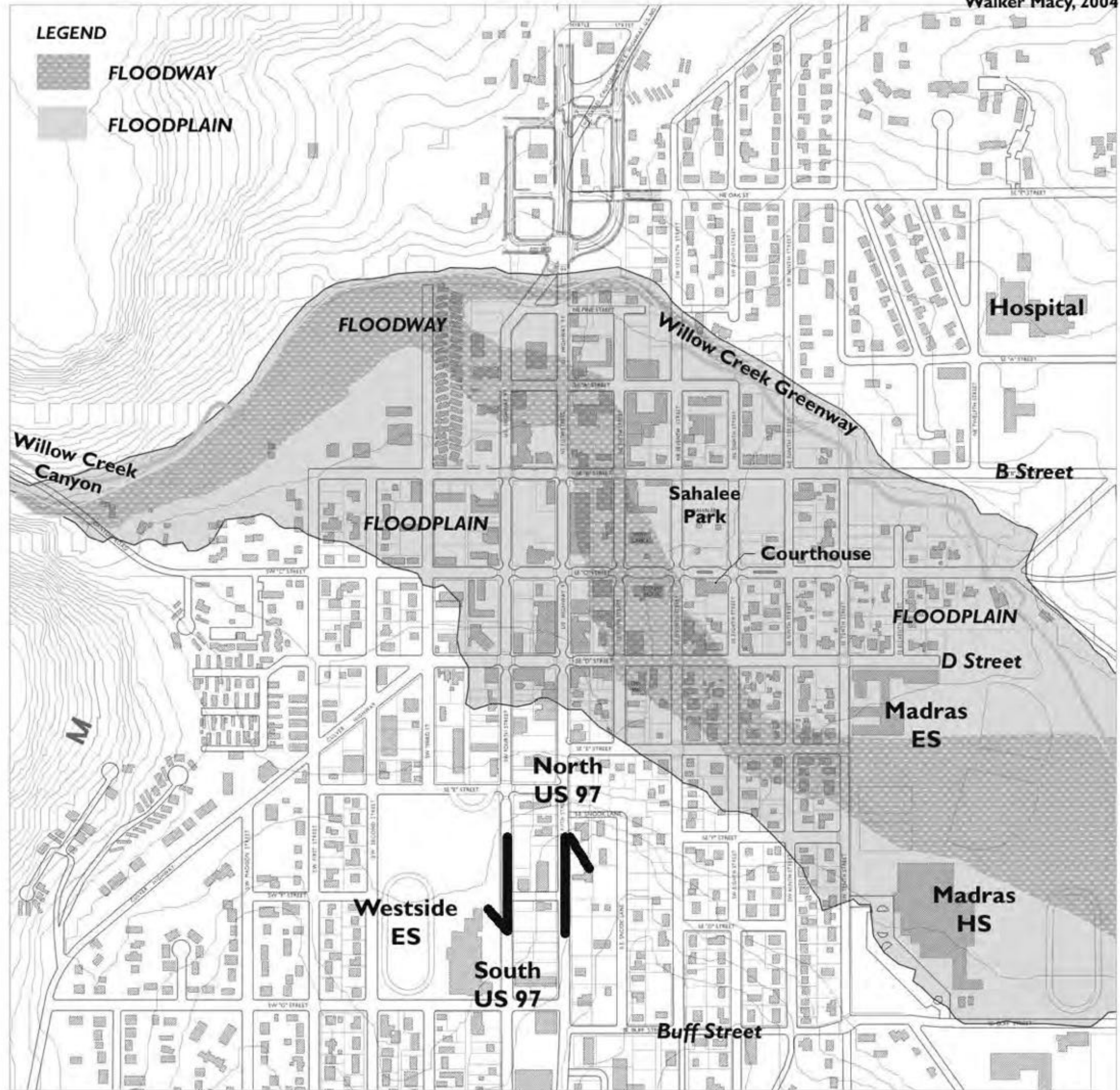


Inn at Crosskeys



Flood Mitigation

Walker Macy, 2004





Two-Step (or Discussion)

SEPT

OCT

NOV

DEC

JAN

Gather Input on Priorities

Generate Project List

Prioritize and Confirm Urban Design Framework

Draft and Final Action Plan

TECHNICAL ANALYSIS

2006 Progress Report
Retail Needs Analysis

PUBLIC OUTREACH

Public and Stakeholder Outreach

ADVISORY COMMITTEE

Advisory Committee Input

A big list of projects...



For each project:
Name
Description
Rationale
Potential Partners

Cost Analysis
TIF Generation Analysis

Public Outreach

Advisory Committee Input

A refined, targeted list of projects...



For each project, refined:
Name
Description
Rationale
Partners
Phasing
Cost Estimate
Funding Sources
Next Steps

Public Engagement Plan: Outline

INPUT FROM COMMITTEE on all

- Interest Groups and Key Stakeholders
 - taxing districts, business groups and leaders, chamber, community leaders, student leaders
- Methods
 - Electronic Surveys
 - Public Meeting/Open House/Attendance at Events
 - Advisory Committee Meetings