

Lowell Downtown Plan Update Technical Memorandum 3:

Stakeholder Outreach

I. Introduction

Stakeholder outreach is an integral component of the Lowell Downtown Plan update. Consistent with the Oregon Statewide Planning Goal 1, Lane Council of Governments (LCOG), Urban Collaborative, and the City of Lowell, in conjunction with the Department of Land Conservation and Development, have engaged in several outreach events early in the process including: a booth at the Blackberry Jam Festival on July 28th from noon to 7:30 P.M., a survey (in cooperation with the University of Oregon’s parallel Parks and Recreation Master Plan update), and four stakeholder focus group meetings. This memorandum provides a summary of those outreach events and feedback collected.

II. Blackberry Jam Festival Feedback

The Downtown Plan Steering Committee along with representatives from LCOG and the Urban Collective sponsored and set up a booth at the Blackberry Jam Festival on July 28th, from Noon to 7:30 P.M. The goal of this outreach effort was to introduce the project and interact with community residents and visitors enjoying the festival. It provided an opportunity for those in attendance to provide feedback in an informal setting. Those in attendance were given summary information (See Attachment A) and were also encouraged to share their answers to the questions: “What do you want to see in Downtown?” and “What’s the future of Downtown Lowell?” Comments received are organized below. The number in parentheses indicates the number of identical (or very similar) responses received.

Business/Economic

- More options for food/reasonably priced (8)
- Brew Pub (3)
- More jobs and businesses located downtown.
- Drive in movie theater.
- Coffee shops/boutique shops
- Fitness center
- Laundromat

Housing

- Reduce System Development Charges (SDCs) for mixed use buildings (like Eugene/Springfield)
- Affordable housing



Public/Community Spaces

- Music in the park (5); Movies (2)
- Water play features for kids(4)
- More shade in open spaces (3)
- Green grass in Rolling Rock Park (3)
- More activities for teenagers/skate park (2)
- Pool (2)
- Off-leash dog park (2)
- Movies in the Park (2)
- Interpretive signs (2)
- Interactive parks
- Friday night gut drive (“Dragging Main”)
- More pokestops
- Geo-caching (involving City Hall)
- More events
- Kid’s sports (fields/facilities)
- More mail service
- Senior center
- More places to hang
- Bring City Hall and Library to part of Rolling Rock Park
- Clear center
- Artist residency program

Accessibility

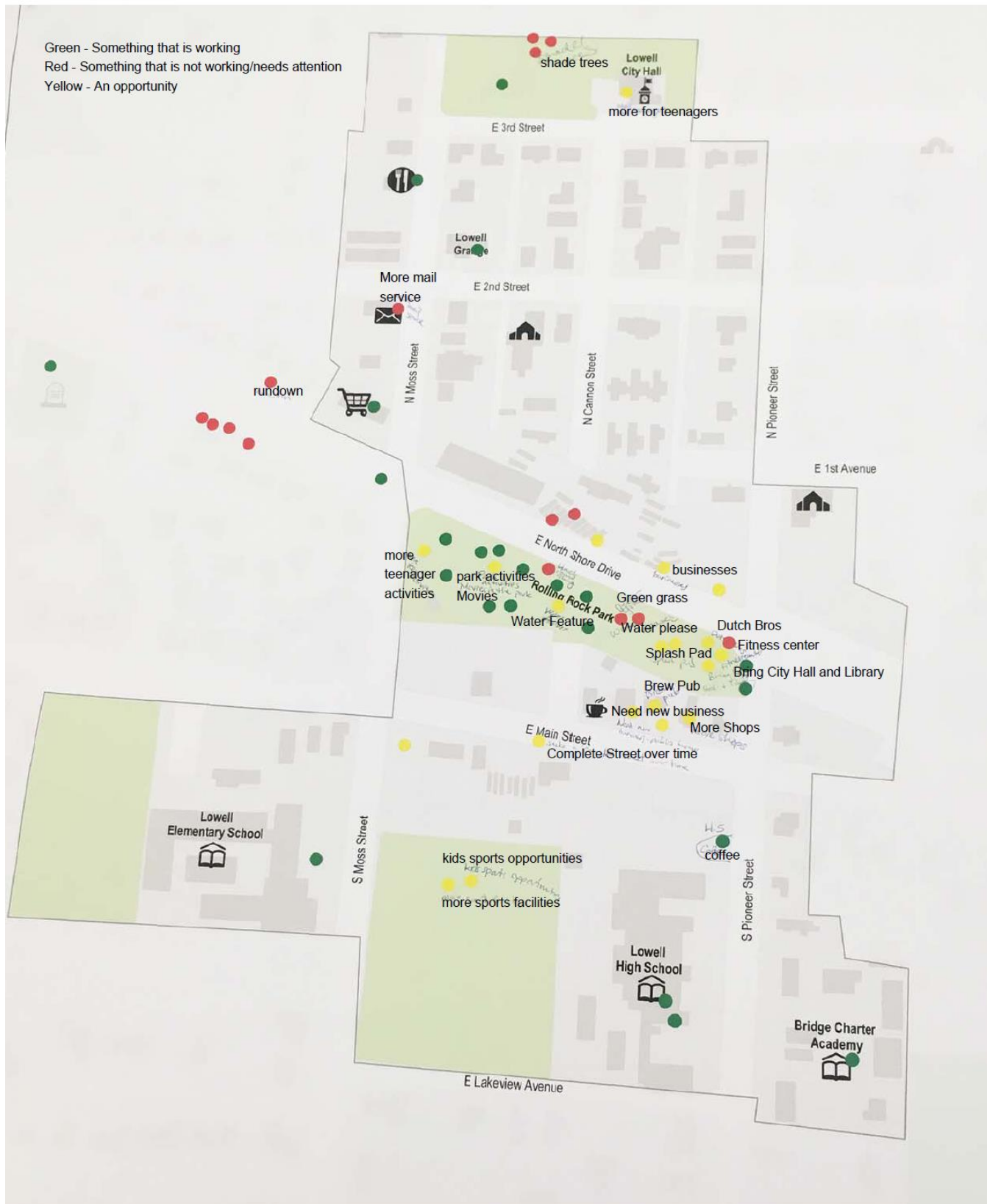
- Better and safer connection to lake (6)
- LTD bus service on weekends (5)
- Sidewalk access from North Shore to Third Streets
- Make Main Street a complete street over time

Other/Non-Downtown

- Paved trails around lake
- Docks

The booth also provided an opportunity for attendees to provide feedback on maps. Attendees were encouraged to look at a map of Lowell’s downtown area, and identify areas where good things were happening with a green dot, where bad things are happening with a red dot, and where there was particular potential with a yellow dot. Attendees frequently shared notes to narrate their feedback. This feedback is summarized in Figure 1 on Page 3. Figure 1 also serves as a map reference for some of the answers to the questions summarized above.

Figure 1: Scan of mapping exercise from project booth at Blackberry Jam Festival, July 28, 2018.



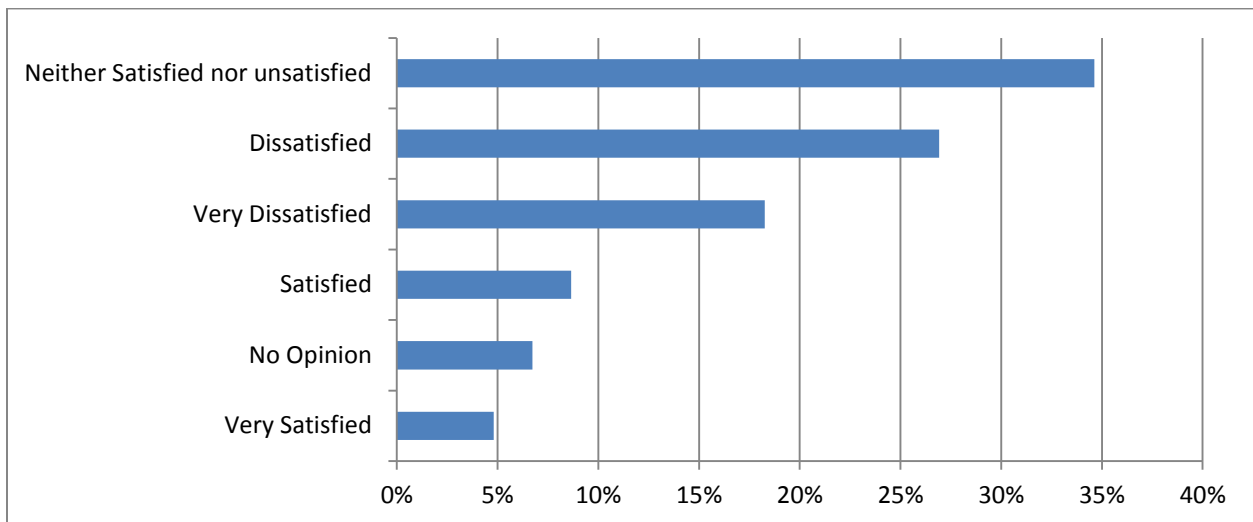
III. Survey Feedback

Project and City staff worked in coordination with the University of Oregon’s Institute for Policy Research and Engagement (IPRE), to seize an opportunity to gain valuable feedback from Lowell residents by piggy backing off IPRE’s Park Master Plan survey which was in development when the idea was first discussed. As a result, eight survey questions relating to Lowell’s Downtown were included on the survey. The survey was delivered to residents through the City’s utility billing process. An analysis and discussion of those results follows. Some surveys were also distributed at the Blackberry Jam Festival event.

Distribution of the survey included 412 being mailed, in which 117 responses were received (72 paper surveys returned; 45 online submissions.) At the end of the survey respondents were asked to list their zip code, of those zip codes listed, 100 out of 105 were located within Lowell or Fall Creek.

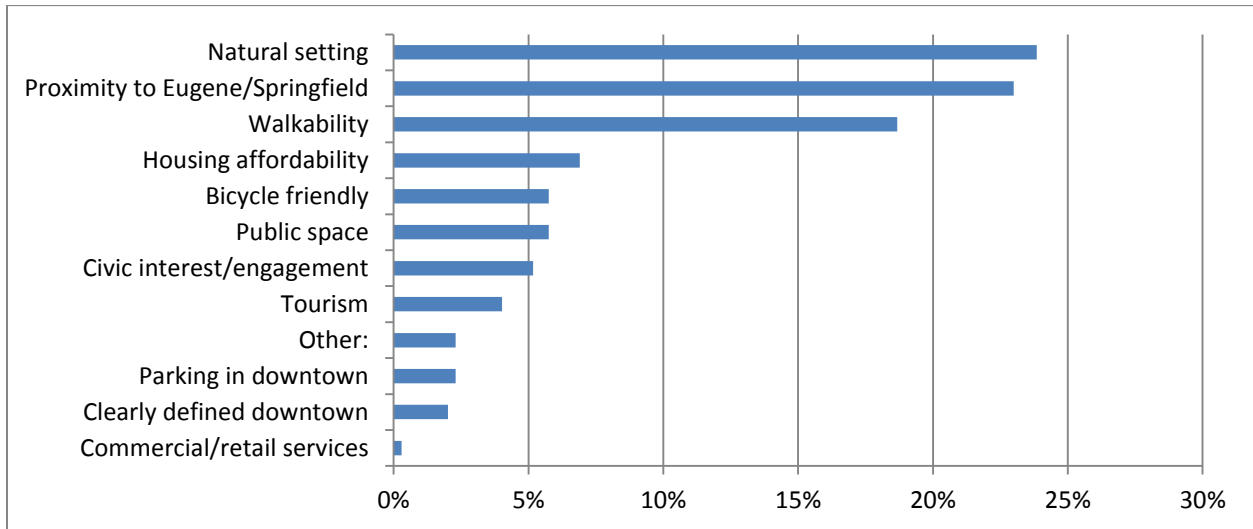
The survey and survey results are included in their entirety as Attachments B and C.

Question 19: How satisfied or dissatisfied are you with Downtown Lowell now as a destination and central gathering area for the City of Lowell?



Survey responses to this question are mixed. 27% of respondents responded they are dissatisfied with Downtown Lowell as a destination and central gathering place, while only 9% of residents indicated they were satisfied. The category that received the most responses was neutral (e.g. neither satisfied nor unsatisfied) identified by 35% of respondents. Several survey comments indicated that there is room for improvement in regards to making Downtown Lowell a primary destination and or gathering place that residents and visitors can identify.

Question 20: What are Lowell's current strengths and/or assets? (Select all that apply)



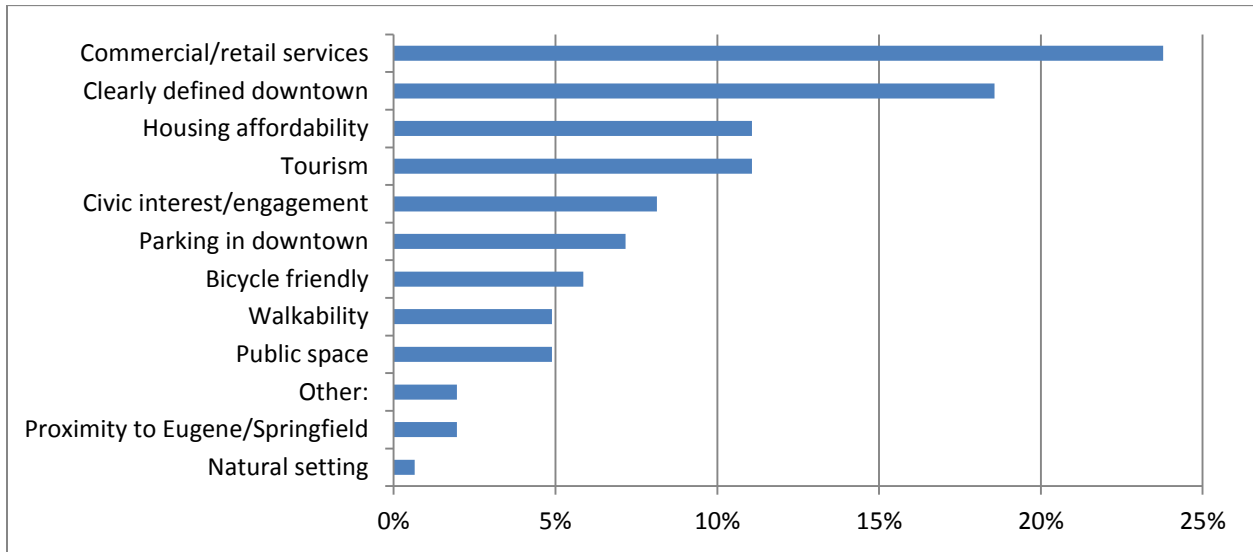
The survey results suggest that residents feel that proximity to the Eugene/Springfield Metro Area and Lowell's natural setting and natural resources are its biggest assets. The proximity allows residents to address their employment and service needs relatively close to their home, while living in and being able to enjoy the benefits of a more rural setting. Lowell is located adjacent to several natural resource recreational areas including: Dexter Lake, Fall Creek Lake, Lookout Point Lake and Elijah Bristow State Park. Lowell has also strongly identified with these, and more, natural resource recreation areas.

Other comments (summarized) received with respect to the above question include the following: (results are included in their entirety in Attachment C)

- *There is no downtown / downtown is not easily identifiable (5);*
- *Great schools and affordable housing make Lowell a desired destination(3);*
- *Lack of walking paths or safety concerns for pedestrians (5);*
- *Lack of connection between Rolling Rock Park, Downtown and the water(1);*
- *Natural resources / recreational opportunities are being under-utilized (6); and*
- *More walking/biking paths and the creation of a dog park (2).*

In summarizing the comments received to question 20, there is a reoccurring theme of respondents unable to identify what downtown Lowell actually is, or downtown is lacking an identity. Another reoccurring theme is the abundant natural resources Lowell possesses are being undersold or under-utilized. There seems to be room for improvement in making the natural resources of Lowell more of a main component of downtown.

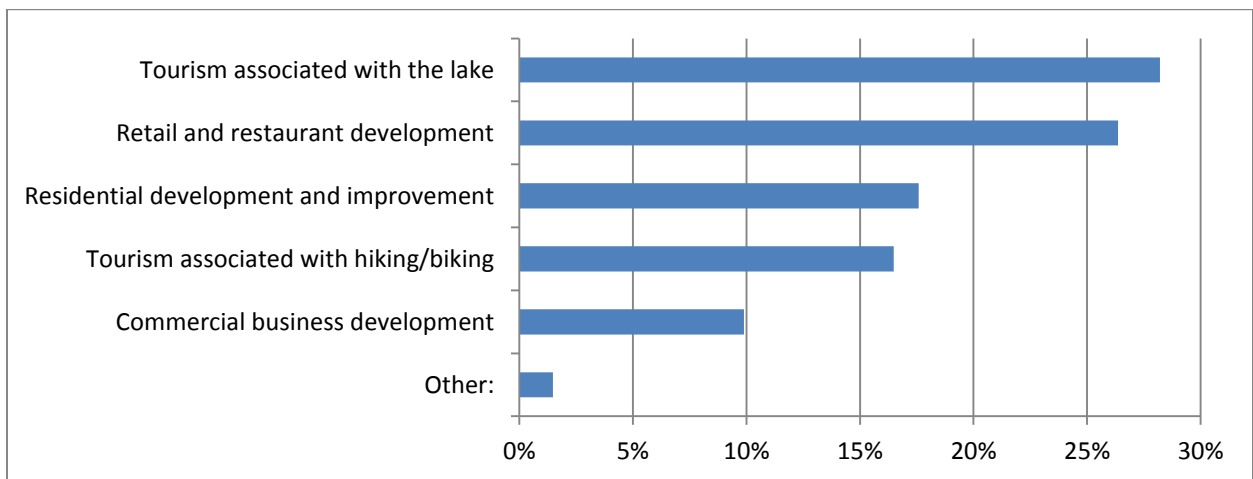
Question 21: What are Lowell's current challenges? (Select all that apply)



A lack of a clearly defined downtown and commercial and retail services continue to be the common theme among survey results that pertain to Downtown Lowell. Additional responses to the question include: (results are included in their entirety in Attachment C)

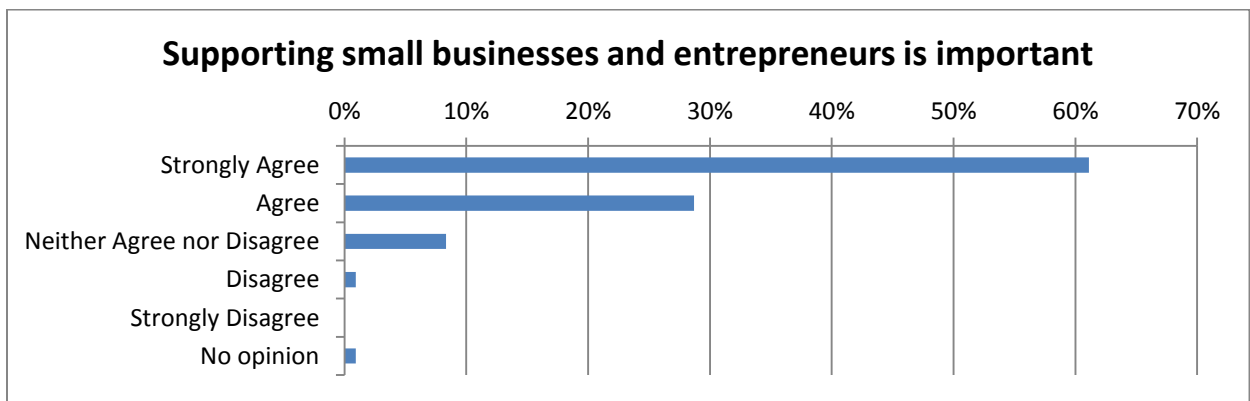
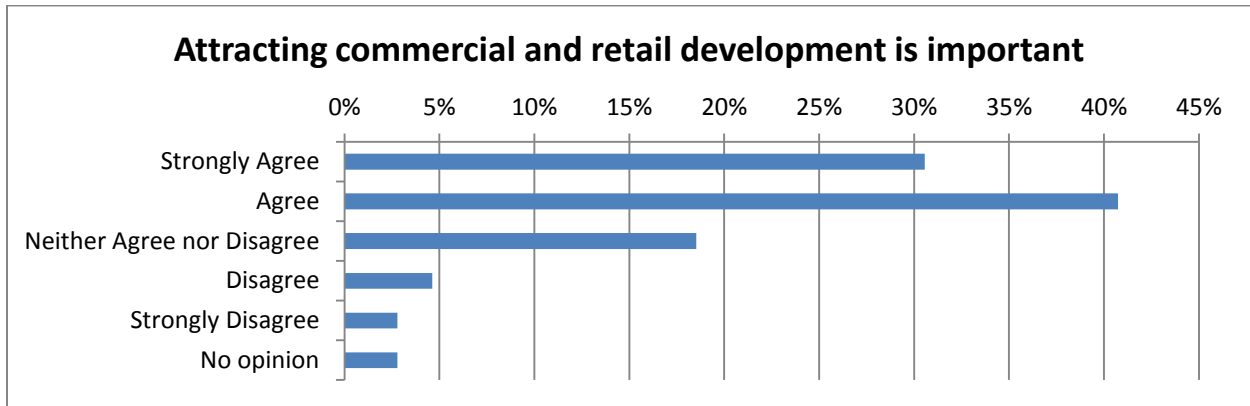
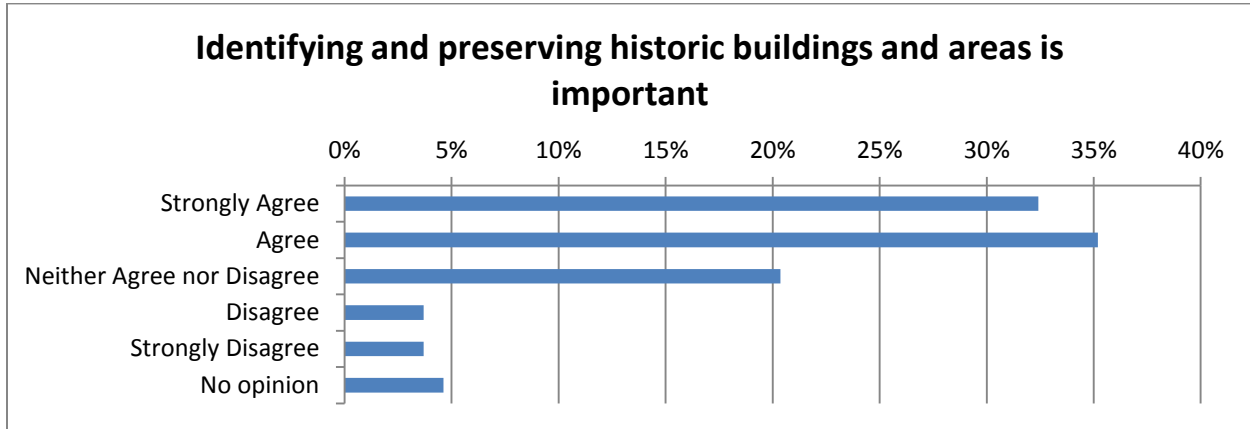
- *Needs to be more defined (3)*
- *Need more casual/outdoor food, coffee or brewery. (4)*
- *Need more local services (4)*
- *Need more tourism services (3)*
- *Need to clean up (3)*
- *Traffic Safety/Sidewalks/Walkability(3)*
- *Lake not fully being utilized.(2)*

Question 22: Where do you see Lowell's future opportunities?



The desire to add to Lowell’s commercial and recreational needs is apparent throughout the survey. Tourism associated with the lake and retail and restaurant development are among the leading responses to this question.

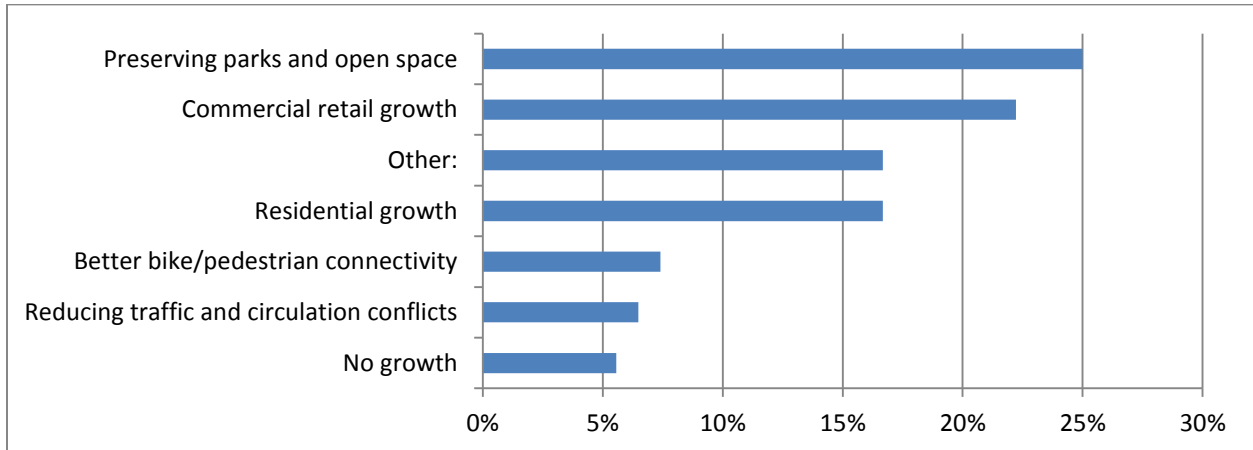
Question 23: Please indicate your level of agreement or disagreement with the statements below.



Most survey respondents indicated they agree or strongly agree that supporting small businesses and entrepreneurs, attracting commercial and retail development, and identifying

and preserving historic buildings are all important to the long-term success and vitality of downtown Lowell.

**Question 24: What is your highest priority for the future growth of downtown Lowell?
(Choose only one)**

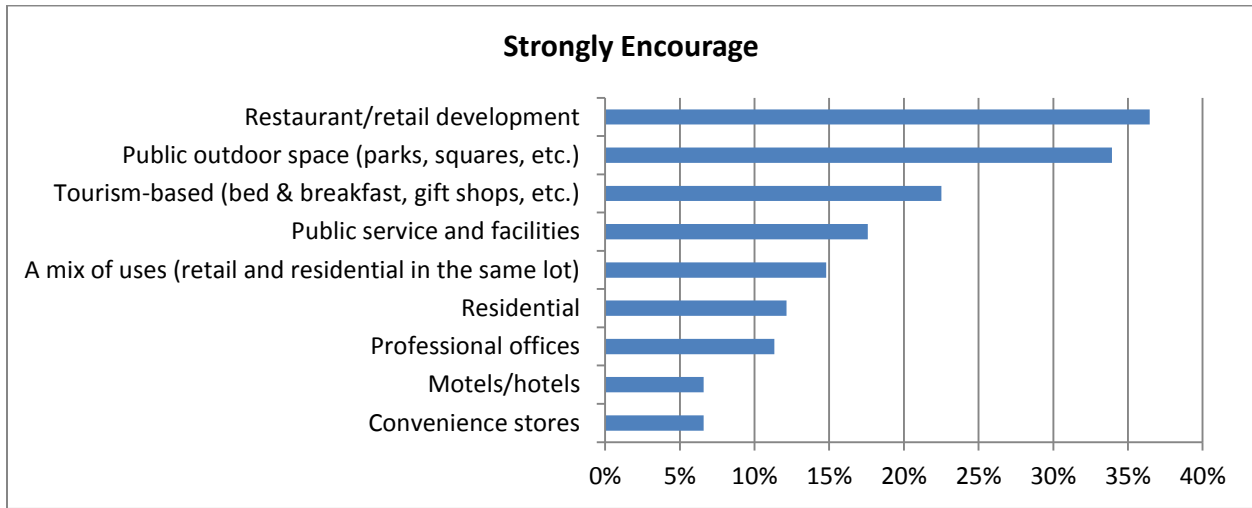


The top three categories receiving the most responses to this question are: “Preserving parks and open space,” “commercial/retail growth” and “residential growth.”

“Other” categories identified include the following:

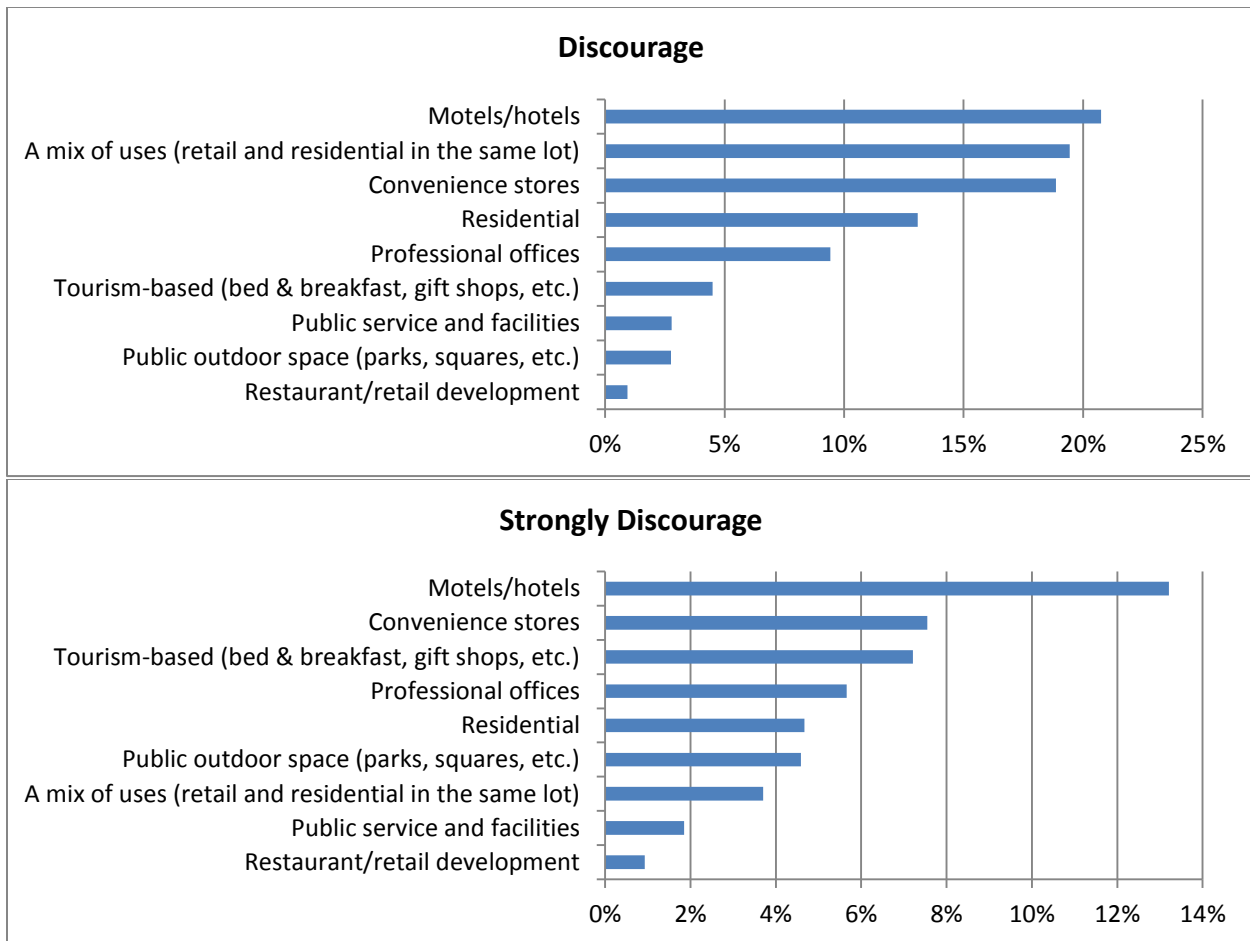
- *Affordable housing and rental property*
- *Clean up town*
- *Cleaning up the busses that sit on our main street.*
- *Law enforcement and improving the appearance of the city/*
- *Safety and security*
- *Family friendly community*
- *Defining where downtown Lowell is*
- *Improving parks*
- *Increasing tourism*
- *It’s a fine line but we need to preserve our small town and its assets. It’s hard to enjoy the lakes when they are overrun with people not from here who don’t take care of them*
- *More bus routes, it would be nice to have a bus go to Springfield*
- *More gathering places like restaurant and brew pub, music venue*
- *More to do for people who live in Lowell*
- *Preserving parks and open space and reducing traffic and circulation conflicts equally*
- *Residential Growth and Commercial retail growth*
- *Restaurant development*
- *Restaurants and tourism*

Question 25: To what extent would you encourage or discourage the following land uses in downtown Lowell?



The land uses that are most consistently identified in the survey as being “Strongly Encouraged” or “Encouraged” in the downtown area are “Restaurant/retail development.” “Public outdoor space (parks, squares, etc.),” “Tourism-based (bed breakfast, gift shops, etc.),” and “Public service and facilities.” Leading in both cases is the “Restaurant/Retail development” category.

The land uses that are most consistently identified in the survey as being “Strongly Discouraged” or “Discouraged” in the downtown area are “Motels/hotels” and “Convenience stores,” “Tourism-based (bed & breakfast, gift shops, etc.) and “A mix of uses (retail and residential in the same lot).” It’s important to note that the respondents were far less consistent with land uses they discouraged. For example, while “A mix of uses...” was strongly encouraged by nearly 15% or residents and encouraged by 34% of residents, it was strongly discouraged by 3% and discouraged by 19% (see the following page). It’s important to look at both summaries to draw conclusions. Most significant are those that seem to resound on both summaries (e.g. Motels/hotels is both generally encouraged a generally discouraged).



Question 26: Do you have any additional comments or suggestions about how to improve Lowell's Parks or Downtown?

The comments that respondents shared that were related to the downtown (which includes some park focused comments) are thematically summarized below. The comments are included in their entirety in Attachment D.

- *I encourage positive downtown development as long as it doesn't impinge on the existing residential area nearby - possible problems would be traffic, noise, trash, and crime. It's easy to say will attract and build these restaurants, motels, and more people, cars, but they need to be in coordination with the people who live across the street, or in earshot of such activity.*
- *I really hate the boat races. They are loud, noise all day 2) closes use of the lake for the 3 nicest weekends of the summer 3) There is nobody who lives here I know that likes it.*
- *Too much is spent on parks. Reduce costs and reduce water bill it is outrageous.*
- *Need sidewalk along Moss Street to the parks*
- *I have a dog and three young children and we use the school yard at the elementary*

school and the high school multiple times a week, year around. They are not official "city parks" but are what can use.

- *Don't infringe on private property rights and the right to peaceful enjoyment of one's own property!!! most important*
- *Parks and cemetery are the first thing people see... keep them green!!*
- *Keep the parks green in the summer, clean up towns of old cars and RV in people's front yards.*
- *Stop trying to make our quiet quaint town bigger. The bigger it gets the more crime we see. We need more safety features like street lights and police presence than we do more tourist. Most of us dread summer when the "townies" come to town and wreak havoc on our community.*
- *Rolling Rock park needs to be better maintained and security added*
- *Lowell has a lot of good things going for it. Don't try to make it something it is not.*
- *The parks and downtown need to be more cohesive - sidewalks connecting most parks to the main city features - post office, library, parks, and markets to the schools and grange. Mostly, sidewalk on both sides of Moss Street!*
- *Lowell already has a solid base: we just need more people coming in to capitalize on it.*
- *More biking/hiking trails would be great, and better kayak / sailing / paddle board facilities.*
- *Commercial design cohesiveness - maybe covered bridge theme - lakeside theme - resort/Lodge etc. Not a mishmash of weirdly painted bldgs.*
- *As government offices create no income for the district (property taxes) I discourage any more publicly owned buildings*
- *Would love to see something fun/safe for our teens to enjoy. Not sure what that would be though. Bowling alley? :)*
- *A hotel and restaurant should be a priority.*
- *Define where downtown is. Main St. is deceiving. People think Main St. is downtown*
- *The city hall and fire dept. should be Downtown and not some side street in Lowell.*
- *Get rid of Rolling Rock Park, then rebuild in its place. Keep the music hall for evening and day events.*
- *Rolling Rock Park is sitting on some valuable land that could be better used for commercial purposes as it is highly visible to the road that runs by it. If we made the park smaller (half the size), and allow commercial buildings (offices, retail, restaurant) on the other half, that would be a start.*
- *Downtown - Small, traditional downtown feel with restaurants, retail, and services to meet needs of residents and visitors on North Shore Drive. Additional multifamily housing; first floor commercial, second floor condos or apartments. Preserve and improve the western half of Rolling Rock Park for special events. Wider sidewalks and street lighting. Design standards to encourage historic architecture, such as Lowell Junior/Senior High School and the Green Tortoise. Scale of any new development should fit Lowell.*
- *Parks have been continually improving, impressive for the size of city. Downtown continues to fragment, little economic growth, needs strong zoning to become a*

downtown... Encourage several blocks of business density

- *The "Green Tortoise" building is sitting on valuable commercial land as well. If that lot could be divided and the remaining area be used for commercial use, that would be better.*
- *We need to consider mixed used developments such as apartments above and commercial uses on the ground floor. Right now there is no downtown; the few shops and businesses we have are scattered about.*
- *We love it here and encourage any growth!*
- *We need to focus on building a vibrant downtown and a connection to the Marina. The covered bridge is overrated. Many more people use the Marina and we should focus on that connection. It would be great to get a restaurant back in there.*
- *We need to promote businesses to coming in so others from surrounding areas are coming here to shop and supporting our community. We need to upgrade the parks so they aren't outdated and run down. The Lowell state park needs bathrooms closer to the lake and shade structures closer to the water. The whole city needs an upgrade. If an increase in utility costs the money should go to updates not to staff.*
- *Increase tourism by developing the Lowell Marina waterfront (paddle boat rentals, cafe)*
- *Adding or creating a splash pad area for kids*
- *I think you are doing a great job by WANTING to improve our town in ways WE as citizens want it improved. It would be very easy for you all to use your power to do nothing, or only do what you as a governing group think should be done. I also appreciate this survey and your willingness for change!*
- *Parks - Improved maintenance of existing parks with additional trees and larger shelters. For new parks, additional trails and more access to the lake with non-motorized recreational dock, kayak and paddle board rentals.*
- *Traffic signals, speed limit enforcement.*

III. Focus Group Feedback

On September 19th and 20th, 2018, the City, with support from the Lane Council of Governments, hosted three stakeholder focus groups. Among the numerous stakeholder categories identified, the following were selected to pursue more focused conversations with.

- Recreation providers and users
- School/education
- Business Owners/Key Landowners

Recreational providers and users.

On the evening of September 19th, LCOG and the City of Lowell met with a representative from Lane County Parks, and Army Corps of Engineers (USACE), respectively. Absent from the stakeholder focus group was the rowing community that utilizes Dexter Lake for recreational uses. It's important all voices concerning recreational users and providers are heard, equally. If responses from the rowing community are returned, they will be added to a final version of this memorandum.

Following are key points from the recreation providers and users focus group:

- Working with Lowell fits within Lane County's recent Parks and Master Plan in terms of its goals (economic vitality, collaboration, connectivity, and vibrancy).
- Lowell and Lane County are interested in finding recreational activities that can connect County Parks to Downtown thus in turn creating a climate for economic development (restaurants, places for visitors to go) touching on the goals of increased tourism and vibrancy.
- Lane County foresees Lowell as possibly becoming a "hub" for trail connectivity between Eugene and the Cascades. The Eugene to Crest Trail goes through Lowell.
- Trail connectivity for not only roads and trails, but Lane County also sees water trails from Dexter Lake onto the Willamette down to Mt. Pisgah. Such a venture should be regionally advertised with Travel Lane County.
- Opportunities for RV camping and or cabins to be built along Dexter Lake as a tourism destination.
- Both Lane County and USACE are ready and willing to help out wherever possible (not financially though...)
- The City of Lowell has expressed interest in taking over jurisdiction of Orchard Park from the USACE. Orchard Park is located on the east end of town on West Boundary Road. Amenities include picnic tables, restrooms, a historic apple orchard and wetland viewing areas. Both the Corps and Lowell are interested in finding a way to connect Orchard Park to downtown.

Lowell Schools

On the evening of September 20th, LCOG and the City of Lowell met with representatives from Lowell School District, including the Superintendent, Director of the Bridge Charter Academy, and Chairperson of the Lowell Education Foundation. The Lowell School District is experiencing

unprecedented growth and support. All three schools are in very close proximity to the core downtown area and overlapping interests are crucial to consider.

Following are key points from the Lowell Schools focus group:

- Goal of school district is to increase enrollment. Increase businesses that want to locate in Lowell, as a mechanism to attract families (students) and teachers/staff.
- The School district identifies itself as forward thinking and entrepreneurial.
- Would like to continue to attract students from inside Lowell and outside of Lowell.
- Continue to thrive off partnership schools have with the City of Lowell. The School district and the City should be leveraging shared interests.
- Lowell should be seen as a destination town.
- School District has no deliberate plans for its Main Street frontage. Both the High School and Elementary school have plans that include improvements that are closer to Main Street (and may include some additional access for the elementary school). These plans may make Main Street a less ideal location for “downtown” investments.
- A pressure point is housing for educators in Lowell. As soon as a property is available it is quickly snatched up by someone within the school community. For the district to hire new educators, one of the first things they have to think about is housing for them. There is a lack of housing for educators in Lowell.
- Parking at and around the school can get congested at times. The overflow parking lot is usually at 80 percent capacity.
- The Bridge Charter Director notes that they have not heard about inadequate food options for educators to choose from (in contrast to most comments regarding availability of food choices)
- Though the Charter school has a “Parent Center” focus group participants noted that many parents spend as much as three hours at the site, often with little to do and nowhere to go. More destination and food options could satisfy a real need for this group.
- District is looking at relocating bus barn off of Main Street to the industrial zoned area of Lowell

“Downtown” Key Business and Landowners

On the evening of September 20th, LCOG and the City of Lowell met with two Business and Landowners. Numerous others were invited, but unable to attend. The two business owners represent three businesses in town (including businesses on Main Street and Northshore Drive) and approximately 3 acres of key downtown property. It is crucial to understand business owner perspectives in any visioning efforts, and involve those business owners in the planning process.

Following are key points from the Key Business and Landowners focus group:

- Business owners shared their perspectives on downtown. Business owners at the focus group represent significant portions of the area on and around both Main Street and Northshore Drive.
- Business owners shared optimism about Lowell's future prospects, citing the schools recent successes with enrollment and bond measures and the areas availability and cost of land. One business owner asserted their perspective that the population forecast that was used in Technical Memorandum 1 does not accurately reflect the growth that Lowell should be expecting and planning for.
- Business Owners expressed appreciation for a process that aims to identify "downtown."
- Business Owners felt strongly that efforts to "clean-up" the main part of town will go far to improve interest from future businesses and future patrons.
- Business Owners expressed the importance of residents understanding the rights of property owners (e.g. that even in the face of the most highly supported ideas; they ultimately are responsible for what realizes on their property).
- Business Owners felt that improvements in the availability of housing will help vitalize Lowell. They note that Lowell does not have resources to help with more diverse and needed forms of housing (like tax incentives).
- Business Owners expressed a desire for the community to buy-in to the ideas and vision they articulate. One business owner pointed to the tax incentives that other communities use to encourage community objectives and offset individual property owner burden as an example. They pointed out that a developer has to pay around \$10,000 per new unit for System Development Charges. This could achieve a community goal, but can be cost prohibitive for the landowner. If the community is passionate about seeing something happen, they need to be willing to support in real terms (something like the reduction or waiving of SDUs, for example).
- One business owner presented conceptual plans for his large property in downtown and articulated his vision for his property, citing numerous benefits to the community, including diverse housing and basic services that the City desperately needs.
- Business Owners highlighted the fact that the City has a history of failing to optimize prime frontage. Key corridors in town (like Main and Northshore) are lined with back yards and fences, and underutilized space.
- Business Owners pointed out that the School District's plans include utilization of the north side of their property along Main Street. These SD improvements, which include relocation of the bus barn, stand to improve the area, but also mean Main Street as an economic opportunity is really limited to the north side.
- The Business Owners (representing both Main Street and North Shore Drive) conveyed a clear preference for activity to be focused on Northshore Drive. They indicated that, as the route that accommodates Lowell's through traffic, it should be the focal point for investment and increased opportunities.

- Business Owners articulated two philosophies – “If you build it, they will come,” “if you clean it up, they will come.”
- A Business Owner noted that the City’s evaluation of its City Hall will likely result in the desire to relocate it. They noted that the obvious place for Lowell’s City Hall is in the area around Northshore and Main Street. It presents numerous clear benefits and opportunities. Moving City Hall would open up additional opportunities for park uses at the current City Hall site.
- Business Owners feel strongly that Rolling Rock Park could provide its current functions and still accommodate City Hall and/or other civic uses.
- Business Owners conveyed a sense of being perceived as “rich” and that perhaps perceptions of them and expectations of them from community members are not always accurate. They conveyed the pride they have in the work they do every day to maintain their businesses. They described the risks that they take in their pursuits. They expressed their genuine interest in Lowell’s long term well-being.
- Business Owners encouraged the installation of street lights, particularly at the corner of North Shore Drive and Moss Street.

Attachment A

Lowell Downtown Master Planning Project

Frequently Asked Questions

Q- What is the Lowell Downtown Master Planning project?

A- The City of Lowell City Council has identified Master Planning for the City's Downtown Area as a priority in its 2018 Strategic Plan. The Strategic Plan provides clarity and inspiration to the City Administrator and staff in addressing the priorities of the Council and community.

The Plan aims to improve quality of life in Lowell by addressing parks and recreation opportunities, economic development and community beautification efforts in Lowell's Downtown area. The result will be a Master Plan Document capturing the City's ideas and hopes and setting out a strategy for realizing the Plan, including potential funding sources and tools. The Strategic Plan calls for a Downtown Master Plan Steering Committee, which has been formed and includes all members of the Economic Development Committee and several other local representatives.

Q- Why is the City pursuing this project?

A- Decision makers in Lowell recognize opportunities for improvements in quality of life through a downtown that is better defined, utilizes space better, and realizes its intended (zoned) uses more effectively. These opportunities include momentum from the local school district and other local initiatives. A funding partner has seen that potential as well. The City Council is has secured funds to design a project which includes numerous opportunities for local feedback, an analysis of existing conditions, plans, goals and policies, and access to tools for envisioning and evaluating alternatives.

Q- Who is paying for it?

A- The City of Lowell was very fortunate to receive grant funding through the Oregon Department of Land Conservation and Development (DLCD) to pursue the Downtown Master Plan. The City is leveraging \$10,000 in local funds to receive an additional \$30,000 from DLCD. Competition for these funds was significant and Lowell was the only community in the region with a successful request.

Q- What is "Downtown" Lowell?

A- This is a question that is still open for some consideration. With input from the City, the LCOG team have conceptualized a preliminary study area for Lowell's Downtown Master Planning process (see map on the right). Defining an area is important for managing the scope of the project and establishing priorities. The study area is designed to include key transportation corridors, key facilities and also some influencing areas. Currently included in the draft study area are: City Hall, approximately 100 tax lots, four schools, two public parks, and six operating commercial businesses. Inclusion of a property in the preliminary and final downtown study area does not necessarily mean it will be addressed uniquely or experience direct impacts from the Plan.



Figure 1: Preliminary Downtown Study Area

Q- Who is leading the project?

A- The project is being led by the City of Lowell’s City Manager. The Downtown Master Plan Steering Committee, made up of eight Lowell residents, is guiding the process. The Lane Council of Governments (LCOG) and The Urban Collaborative have been contracted to work with local decision makers and stakeholders to facilitate research and outreach and to prepare the Master Plan.

Q- How can I get involved and stay informed?

A- Any community wide planning project should reflect the broad range of voices and values within the community. The City Council has designed the project to include numerous opportunities for residents and other stakeholders to weigh in. Opportunities include a survey, public open houses, a design charrette and public hearings. All of these are designed with public input in mind. A project webpage has been developed for tracking progress: <https://www.ci.lowell.or.us/downtown-master-plan>. A tentative schedule of these opportunities is also included below.



If you have not completed a survey, and would like to, go here: <https://bit.ly/2tBputh>. You can also scan the QR code above to go directly to the survey, or ask how to obtain a hard copy. The survey will close on August 1st.

Q- What about all of the work that has been done in the past around Downtown planning?

A- There have been a number of historic efforts to improve downtown. Project staff have worked closely with the City to capture and characterize these efforts to build on the progress they represent. The Plan will acknowledge these efforts and the project will build on that progress.

Q- What is the Project Schedule?

A- The project schedule outlines tasks and subtasks the LCOG Team is contracted to complete for the City and their associated timeframes. Tasks and subtasks with public participation elements are highlighted in green. This is an estimated schedule and is subject to change. Any Interested should check the project website for updates: <https://www.ci.lowell.or.us/downtown-master-plan> -- Updates will also be provided through appropriate local facebook groups.

Tasks	2018							2019					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Task 1: Project Background/ Plan Reviews	█	█											
Task 2: Physical Analysis of Downtown/Study Area		█											
Steering Committee #2 - July 16, 2018		█											
Task 3: Stakeholder Interviews and Community Engagement			█	█									
Blackberry Jam Festival -- July 28, 2018		█											
Survey/Survey Analysis		█	█										
Stakeholder Group Interviews			█	█									
Steering Committee Meeting #3 Sept. 10 - Sept. 17				█									
Public Meeting #1 - Sept. 17 - Sept. 24, 2018				█									
Task 4: Downtown Concept Plan Development				█	█	█							
Design Charette - Sept. 29, 2018				█									
Development of Downtown Concept Plan				█	█	█							
Draft Downtown Concept Plan						█							
Steering Committee Meeting #4 - Nov. 5, 2018						█							
Public Meeting #2 - Nov. 14, 2018						█							
Task 5: Policy and Code Amendments Development						█	█	█	█				
Task 6: Prioritize Capital Improv. Plan and Implement.Strat.						█	█	█	█				
Task 7: Review of Draft Lowell Downtown Master Plan								█	█	█			
Task 8: Public Hearings and Adoption (Dates TBD)										█	█	█	█

Lowell Downtown Master Plan

Stay Informed, Get Involved!



Lowell's City Council has established a priority to improve quality of life in the City by addressing parks and recreation, economic development, and community beautification opportunities in Lowell's Downtown area. This includes looking at:

- *Park and open spaces*
- *Commercial and retail activity*
- *Bike and pedestrian safety*
- *Gateways and identity*
- *Streetscapes*
- *Affordable housing*



Ongoing project updates can be obtained from:
www.ci.lowell.or.us/downtown-master-plan



An online survey addressing key questions can be accessed here: <https://bit.ly/2tBputh>

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Preliminary Project Schedule

The project schedule outlines tasks and subtasks and their associated timeframes. Tasks with public participation elements are highlighted in green. Watch the project webpage for updates.

Tasks	2018							2019					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Task 1: Project Background/ Plan Reviews	█												
Task 2: Physical Analysis of Downtown/Study Area													
Steering Committee #2 - July 16, 2018		█											
Task 3: Stakeholder Interviews and Community Engagement		█	█	█									
Blackberry Jam Festival -- July 28, 2018		█											
Survey/Survey Anlysis		█	█										
Stakeholder Group Interviews			█	█									
Steering Committee Meeting #3 Sept. 10 - Sept. 17				█	█								
Public Meeting #1 - Sept. 17 - Sept. 24, 2018				█	█								
Task 4: Downtown Concept Plan Development				█	█	█							
Design Charette - Sept. 29, 2018				█	█								
Development of Downtown Concept Plan				█	█								
Draft Downtown Concept Plan						█	█						
Steering Committee Meeting #4 - Nov. 5, 2018						█	█						
Public Meeting #2 - Nov. 14, 2018						█	█						
Task 5: Policy and Code Amendments Development						█	█	█	█				
Task 6: Prioritize Capital Improv. Plan and Implement.Strat.					█	█	█	█	█				
Task 7: Review of Draft Lowell Downtown Master Plan									█	█			
Task 8: Public Hearings and Adoption (Dates TBD)										█	█	█	█

**This is an estimated schedule and is subject to change.*

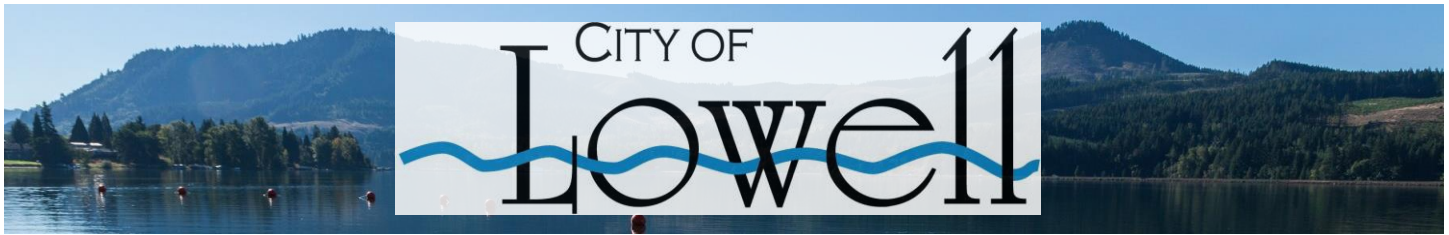
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Task 2: Physical Analysis of Downtown/Study Area													
Steering Committee #2 - July 16, 2018		█											
Task 3: Stakeholder Interviews and Community Engagement		█	█	█									
Blackberry Jam Festival -- July 28, 2018		█											
Survey/Survey Anlysis		█	█										
Stakeholder Group Interviews			█	█									
Steering Committee Meeting #3 Sept. 10 - Sept. 17				█	█								
Public Meeting #1 - Sept. 17 - Sept. 24, 2018				█	█								
Task 4: Downtown Concept Plan Development				█	█	█							
Design Charette - Sept. 29, 2018				█	█								
Development of Downtown Concept Plan				█	█								
Draft Downtown Concept Plan						█	█						
Steering Committee Meeting #4 - Nov. 5, 2018						█	█						
Public Meeting #2 - Nov. 14, 2018						█	█						
Task 5: Policy and Code Amendments Development						█	█	█	█				
Task 6: Prioritize Capital Improv. Plan and Implement.Strat.					█	█	█	█	█				
Task 7: Review of Draft Lowell Downtown Master Plan									█	█			
Task 8: Public Hearings and Adoption (Dates TBD)										█	█	█	█

**This is an estimated schedule and is subject to change.*

Attachment B



Park and Downtown Survey

Greetings!

The City of Lowell is updating our Parks and Open Space Master Plan and our Downtown Master Plan. Parks and recreation facilities are key services that can enhance our community's overall quality of life and sense of place. Downtown areas play a central role in our community's social and economic vitality. This survey seeks your input on what existing features in Lowell's parks and open spaces are working well and what could be improved. We also want your input on identifying challenges, strengths, and opportunities in Lowell's downtown area.

Your input is critical to helping us build a more effective parks system and downtown! *Your answers are completely confidential and will not be connected to any personal information you provide.*

On behalf of the City of Lowell, I would like to thank you for your participation.

Jared Cobb, City Administrator

INSTRUCTIONS

This survey has four sections and should take you about 15 minutes to complete. There are two easy ways for you to take the survey. Please choose the method that is most convenient for you, *but only complete the survey once.*

There are two ways to provide feedback; choose the survey method that is most convenient to you.

1) Paper Mailer Survey Instructions:

- This survey should be filled out by an adult in the household (18 years or older).
- Carefully read each question and mark your responses.
- We will not publish or share any personally identifying information that you share with us.
- **Please complete the survey by July 27, 2018 and return by mail using the provided envelope or bring to City Hall (107 E 3rd Street).**

– OR –

2) Online Survey Instructions:

- Visit <https://bit.ly/2tBputh> or use the **QR Code** to the right:
- **Please complete the online survey by July 27, 2018.**



To thank you for your participation, you have the opportunity to enter into a special drawing for **1 of 4 \$25 gift certificates from local businesses!** To enter, fill out the enclosed raffle ticket and return in the envelope with your completed survey (an anonymous entry form will be available if you complete the survey online).

This survey was developed by the University of Oregon's Institute for Policy Research and Engagement (IPRE) in cooperation with the City of Lowell and the Lane Council of Governments. IPRE will be analyzing the results. Findings from the survey will be used to inform discussions and recommendations for the Parks and Open Space Master Plan and Downtown Master Plan. Look for announcements for several public workshops that the University of Oregon and Lane Council of Governments will conduct in the coming months. Please direct any questions about the survey to Michael Howard, IPRE Project Manager: mrhoward@uoregon.edu | 541-346-8413.



UNIVERSITY OF
OREGON

School of Planning, Public
Policy and Management

IPRE



Part 1: Current parks and open space use.

The City of Lowell currently operates and maintains two parks: Rolling Rock Park and Paul Fisher Park. Additional parks in the area that are not owned or operated by the City include Orchard Park, the Covered Bridge Interpretive Center, and Lowell State Park. Please answer the following questions to the best of your ability about your use of these parks.

Q1. In your opinion, how important or unimportant are parks to Lowell's quality of life?

Very Important	Important	Neither Important nor Unimportant	Unimportant	Very Unimportant	No Opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2. How satisfied or dissatisfied are you with the overall quality of the following parks?

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	No Opinion
Rolling Rock Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paul Fisher Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lowell State Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covered Bridge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orchard Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3. How satisfied or dissatisfied are you with the level of maintenance in Lowell's parks system?

Very Satisfied	Satisfied	Neither Satisfied nor Unsatisfied	Dissatisfied	Very Dissatisfied	No Opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4. Have you visited a park in Lowell in the last 12 months?

- Yes → skip to Q6
 No

Q5. If you answered NO to Q4, what are the main reasons you DIDN'T use a park? Check all that apply and then skip ahead to Q9 on page 3.

- | | |
|--|---|
| <input type="checkbox"/> Inadequate facilities | <input type="checkbox"/> Don't know where parks are located |
| <input type="checkbox"/> Condition of facilities | <input type="checkbox"/> Too far away |
| <input type="checkbox"/> Feel unsafe | <input type="checkbox"/> Too crowded |
| <input type="checkbox"/> Not accessible | <input type="checkbox"/> Limited parking |
| <input type="checkbox"/> Don't have time | <input type="checkbox"/> Would rather do something else |
| | <input type="checkbox"/> Other: _____ |

Q6. In the past year, approximately how often did you visit the following park sites?

	At least once	A few times	Monthly	Weekly	Daily	Didn't use
Rolling Rock Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paul Fisher Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lowell State Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covered Bridge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orchard Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7. What activities do you or your household use the parks for? (Check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Play with children | <input type="checkbox"/> Parties/group gatherings |
| <input type="checkbox"/> Sports (basketball, soccer, etc.) | <input type="checkbox"/> Entertainment (special events) |
| <input type="checkbox"/> Exercise (running, walking, etc.) | <input type="checkbox"/> Relaxation |
| <input type="checkbox"/> Picnic/BBQ | <input type="checkbox"/> Farmers market |
| <input type="checkbox"/> Dog-walking | <input type="checkbox"/> Other: _____ |

Q8. How do you most frequently get to the parks? (Choose one)

- Walk
 Bike
 Drive
 Other: _____

Q9. Check any and all populations you feel are underserved by Lowell's parks.

- | | | |
|--|--|---|
| <input type="checkbox"/> Children (0-5) | <input type="checkbox"/> Adults (20-64) | <input type="checkbox"/> People with disabilities |
| <input type="checkbox"/> Children (6-12) | <input type="checkbox"/> Seniors (65+) | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Teenagers (13-19) | <input type="checkbox"/> Multi-generational groups | _____ |

Q10. Are there any parks that you feel are underutilized or need improvement? If so, which park(s)? (Check all that apply) If None → Skip to Q12

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Rolling Rock | Paul Fisher | Lowell State Park | Orchard Park | Covered Bridge |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q11. If you answered yes to Q10, please provide information on what, if anything, is needed to improve the parks selected in Q10.

Part 2: Parks and open space improvements.

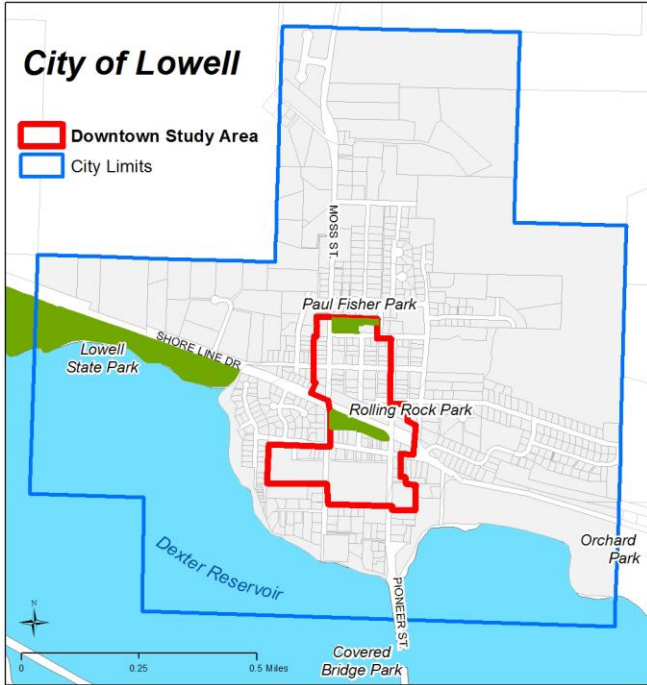
Q12. How important are the following park facilities to you or your household? Mark your preference for future investment in the improvement or addition of the following park facilities.

	High I feel improvement or addition of this type of facility should be a high priority.	Medium Some investment in this type of facility would be nice	Low I feel improvement or addition of this type of facility should be a low priority.	Don't Know
Playground equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covered play areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature-play playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rock climbing features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle terrain tracks (BMX)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water, spray, or splash play features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exercise equipment/stations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paved trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unpaved trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green space or natural areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community vegetable garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational or interpretive signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amphitheater/performance venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnic tables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sheltered or covered areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooking facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Sports Areas				
Basketball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pickle ball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volleyball (sand)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baseball/softball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disc golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soccer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horseshoe pits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please write-in outdoor parks and recreation facilities important to you or your household that were not listed above):				
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13. Do you think the City of Lowell needs additional parks or open space?

- Yes No → skip to Q16

Q14. Using the map below, please mark the location(s) where you would like to see new parks located. Consider areas that may be underserved by parks currently. Choose up to three locations.



Q15. Please tell us what kind of NEW parks or recreation facilities you would like.

Q16. Would you support a new fee on your utility bill to pay for park improvements, improved maintenance, and/or new parks? (Please explain your answer in the space provided below)

- Yes No It depends/I don't know

Q17. If you answered YES or IT DEPENDS to Q16, what monthly fee would you be willing to pay for a higher level of service? (The table below lists potential uses of the fee for reference.)

- Less than \$1 \$1 - \$3 \$4 - \$6 \$7 - \$9 \$10 or more
-

Assuming 450 rate payers, these fees could potentially allow

Fee	Total Revenue	Potential Use
\$1	\$5,400	1-2 Seasonal staff
\$3	\$16,200	1 part-time maintenance staff
\$6	\$32,400	1 part-time maintenance staff plus <u>minor</u> improvements
\$10	\$54,000	1 part-time maintenance staff plus <u>major</u> improvements

Q18. If you were given \$100 to spend on parks how would you divide it among the following categories? You may put it all in one category or in any combination of categories, but the total must add to \$100.

Spending Category	
Improving existing facilities and equipment.	\$
Building new parks and new park facilities.	\$
Improving parking (cars and bikes).	\$
Park maintenance.	\$
Improving security.	\$
Improving recreational programming for children, adults, and seniors	\$
Other (<i>please specify</i>):	\$
Total \$100	

Part 3: Downtown Development and Master Plan.
 The Lowell City Council and Downtown Master Plan Steering Committee are interested in perspectives on the strengths, challenges and opportunities associated with Lowell’s downtown. Information gathered from this survey will inform downtown planning efforts over the next year.

Q19. How satisfied or dissatisfied are you with Downtown Lowell now as a destination and central gathering area for the City of Lowell?

Very Satisfied	Satisfied	Neither Satisfied nor Unsatisfied	Dissatisfied	Very Dissatisfied	No Opinion
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20. What are Lowell’s current strengths and/or assets? (Select all that apply)

- Clearly defined downtown
- Proximity to Eugene/Springfield
- Natural Setting
- Tourism
- Parking in downtown
- Public spaces
- Bicycle friendly
- Commercial/ retail services
- Civic interest/ engagement
- Walkability
- Housing affordability
- Other: _____

Please use this space to provide additional comments for Q20:

Q21. What are Lowell's current challenges? (Select all that apply)

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Clearly defined downtown | <input type="checkbox"/> Tourism | <input type="checkbox"/> Bicycle friendly | <input type="checkbox"/> Walkability |
| <input type="checkbox"/> Proximity to Eugene/Springfield | <input type="checkbox"/> Parking in downtown | <input type="checkbox"/> Commercial/ retail services | <input type="checkbox"/> Housing affordability |
| <input type="checkbox"/> Natural Setting | <input type="checkbox"/> Public spaces | <input type="checkbox"/> Civic interest/ engagement | <input type="checkbox"/> Other: _____ |

Please use this space to provide additional comments for Q21:

Q22. Where do you see Lowell's future opportunities? (Select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Tourism associated with the lake | <input type="checkbox"/> Retail and restaurant development |
| <input type="checkbox"/> Tourism associated with hiking/biking | <input type="checkbox"/> Commercial business development |
| <input type="checkbox"/> Residential development and improvement | <input type="checkbox"/> Other: _____ |

Q23. Please indicate your level of agreement or disagreement with the statements below.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	No Opinion
Identifying and preserving historic buildings and areas is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting commercial and retail development is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting small businesses and entrepreneurs is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24. What is your highest priority for the future growth of downtown Lowell? (Choose only one)

- | | | | |
|---|--|---|---------------------------------|
| <input type="radio"/> Residential growth | <input type="radio"/> Commercial retail growth | <input type="radio"/> Better bike/pedestrian connectivity | <input type="radio"/> No growth |
| <input type="radio"/> Preserving parks and open space | <input type="radio"/> Reducing traffic and circulation conflicts | <input type="radio"/> Other: _____ | |

Q25. To what extent would you encourage or discourage the following land uses in downtown Lowell?

Land Uses	Strongly Encourage	Encourage	Neither Encourage nor Discourage	Discourage	Strongly Discourage	No Opinion
Residential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A mix of uses (retail and residential in the same lot)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant/retail development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public outdoor space (parks, squares, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motels/hotels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism-based (bed & breakfasts, gift shops, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional offices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public services and facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q26. Do you have any additional comments about how to improve Lowell's Parks or Downtown?

Part 4: Household Information

Finally, we would appreciate any information you are willing to share with us about you and your household. This information will help us understand the characteristics of people who took the survey and will remain confidential.

Q27. How many people live in your household (including yourself)? _____

Q28. Are there children in your household?

- Yes No

Q29. What is your gender?

- Male Female Other

Q30. Do you identify as Hispanic or Latino?

- Yes No

Q31. What is your age? _____

Q32. What was the combined income for your entire household last year?

- Less than \$25,000 \$75,000 - \$99,999
- \$25,000 - \$49,999 \$100,000 or more
- \$50,000 - \$74,999

Q33. What is your zip code? _____

Thank you!

Attachment C

Survey Results for Downtown related Questions (19-26)

Q19. How satisfied or dissatisfied are you with Downtown Lowell now as a destination and central gathering area for the City of Lowell?

#	Field	Minimum	Maximum	Mean	Std Deviat	Variance	Count
1	Q19. How satisfied or dissatisfied are you with Do	1	6	3.65	1.21	1.46	104

#	Answer	%	Count
1	Very Satisfied	4.81%	5
2	Satisfied	8.65%	9
3	Neither Satisfied nor unsatisfied	34.62%	36
4	Dissatisfied	26.92%	28
5	Very Dissatisfied	18.27%	19
6	No Opinion	6.73%	7
	Total	100%	104

Q20. What are Lowell's current strengths and/or assets? (Select all that apply)

#	Answer	%	Count
1	Clearly defined downtown	2.01%	7
2	Proximity to Eugene/Springfield	22.99%	80
3	Natural setting	23.85%	83
7	Tourism	4.02%	14
8	Parking in downtown	2.30%	8
9	Public space	5.75%	20
4	Bicycle friendly	5.75%	20
5	Commercial/retail services	0.29%	1
6	Civic interest/engagement	5.17%	18
10	Walkability	18.68%	65
11	Housing affordability	6.90%	24
12	Other:	2.30%	8
	Total	100%	348

Other:

Other: - Text

pride and connection with each other

Regatta -(rowing and rag boat races)

Lake access

recreation nature

The lake is our biggest asset!

Schools

Small community

Q20 - Please use this space to provide additional comments for Q20:

Please use this space to provide additional comments for Q20:

It's quiet!!** Except on dragboat weekends - but they are OK - they generate \$.

This an area that gets lots of tourism in good weather, great natural setting, and an engaged public (though it is mostly the same people)

there really is no downtown

The school district has made amazing progress the past five years. Families with younger children and looking for good schools for children, paired with more affordable housing makes Lowell a desired destination lately!

Need walking path to covered bridgeneed better walking path to Lowell Marina State Park

Walkability is just ok. As I wrote, it would be nice to utalize the track when not in use. Maybe after school hours and weekends.

Parking town very small. Especially for water competition.

Giddy goat is the best part of downtown. But we need a neighboring business to support it being open. I wish that whole street could be boutique shops which people could access from Rolling Rock Park.

Dexter Lake is a valuable asset which is under utilized

The lakes are a huge strength and should be better utilized. Blackberry Jam this year was great!

No destination as Oakridge has for mtn. biking - Sisters example > Cohesive design and decor - shopping, dining, experiences a lake resort restaurant destination is not being taken advantage of.

Tourism help the store out

Where is downtown Lowell

Our lakes and a great school

The proximity to Eugene is key but we lack on everything listed above...

There is no way to tell when you are in downtown.

Lowell is perfectly situated to be a very desirable bedroom community for Eugene/Springfield. Most people I know who have moved to Lowell recently have done so because they can get more house and/or land for their money while still being within reasonable distance of Eugene/Springfield and having access to good schools. In my opinion, maintaining affordable housing and a quality schools is going to be absolutely essential to the continued growth and prosperity of Lowell. I also feel Lowell natural setting is an undersold asset both in terms of attracting residents/businesses and attracting tourism/events. Lowell is situated right on two reservoirs and very close to a third and is a 15 minute drive or less from state, BLM, National Forest and Army Corp of Engineers land. In an area where a lot of people are outdoors oriented, this can be attractive.

The lake is our most important asset. We need to tie downtown Lowell into the lake areas (bike or walking paths?) so create easy ways to get to the lake. And maybe a path around part of the lake that is marked.

Where is downtown?

Walking in the area of Bridgetown Market/Post Office can be terrifying! No sidewalks or designated areas. Too many driveways, no parking signs are not enforced.

I would love to see clean defined swimming areas that kids/families can access from walking or biking. I would like to see the City Hall Park utilized better. More money put into a well thought out plan for landscape/hardscape multigenerational use (splash park, skate park, play structure/ shade nature areas with benches, trees...). Orchard park would be perfect for a nature space and open safe parking/paths/exercise/dog area. The Marina needs a safe walking/biking path and clean swimming area for kids, float rentals and food area would also be beneficial and bring in money from town. The covered bridge by HWy 58 was such a great addition, but needs a safe path to walk/bike. Once parents load kids in the car, they are already driving to Thurston/town parks. Make more bike paths/walking trails/swiming areas please.

Lowell could gain so much if updates were done. We could be a destination for communitues like Pleasent hill, Dexter and Oakridge

Lowell needs an upgrade and to make the parks especially Rolling Rock more family friendly. Plus some trees or covered pavilions near the water at the state park would be nice.

It is walkable, but the sidewalks/walking paths could use major improvement! The flashing crosswalks were a great improvement that we really appreciate! Way to go Lowell!

Lowell doesn't have an identity. We are the small town that is by the covered bridge or surrounded by the lakes, or better yet the place on your way to Fall Creek or Willamette Pass. The schools have done a great job of improving their buildings and graduation scores, the town has stayed the same, a little tired and vanilla. It looks like a place where people just pass through not stop and spend time. It would be great to have a reason for everyone to come out for the day, not just those with a boat. It would also be great to have a place for people to work. With the loss of the forest service compound Lowell lost a lot of support in outdoor maintenance, revenues and community support. The city and the FS partnered on many protects. We have the Corps in our back yard does the city partner with them?

Q21. What are Lowell's current challenges? (Select all that apply)

#	Answer	%	Count
1	Clearly defined downtown	18.57%	57
2	Proximity to Eugene/Springfield	1.95%	6
3	Natural setting	0.65%	2
7	Tourism	11.07%	34
8	Parking in downtown	7.17%	22
9	Public space	4.89%	15
4	Bicycle friendly	5.86%	18
5	Commercial/retail services	23.78%	73
6	Civic interest/engagement	8.14%	25
10	Walkability	4.89%	15
11	Housing affordability	11.07%	34
12	Other:	1.95%	6
	Total	100%	307

Other:

Other: - Text

city's spending on parks etc. civic services

Need Lane County Sheriff Patrols

Drinking water I fell good about drinking.

Cleaning up

Lack of money/drive

Need a dog park :)

Please use this space to provide additional comments for Q21:

Please use this space to provide additional comments for Q21:

It's really a short commute to Eugene - needs to be stressed!

there is no clearly defined downtown (except on paper) there are a few commercial/retail services. no real casual/outdoor food, coffee, or brew pub.

The only high quality restaurant about 8-10 years ago didn't survive. Would be nice to have one

The lake is not fully utilized

City has been very discriminatory about many issues in the past and currently. The city was advised by then city councilman Robert Wilson (my ex) to build street be scraping at least 6 ft. They ignored and built the road to high. This is only one example. City spends too much for parks. the administration had a scandal but no one was brought to justice many things go wrongly. When there is a conscientious voice they squish it. Very sick city. I am so glad this survey came out.

I'm actually not even sure what "downtown Lowell" is. Everyone who lives out here drives into Eugene/Springfield for commercial/retail services.
traffic law enforcement needed
only one place to eat in town

House affordability with utilities is highly overrated. The seats depend too highly on very few people.

The problem with blue green alga needs to be addressed. More people would be willing to come.

Answers need to protect our resources and more tourism aimed not only at boats but other lake related sports and on ground.

stop worrying about parks (we have natural beauty all around us) and enforce the laws about disabled vehicles and noxious weeds. Get rid of the feral cats.

Lowell needs a motel, retirement center, and RV park, also a hardware store

There is no downtown! Need to encourage businesses and tourism to Lowell

Nothing to draw people, other than the lakes and events like Blackberry Jam

Downtown not defined - where is downtown? Need a lakeside resort to get ppl. out here, I know ppl. in Eugene that never have been to Lwoell! Need boat rentals, jet ski rental, docks, etc!

Tourism: they drive right on through Lowell to get to their destination.

Need more commercial enterprises like restaurants and beer tap halls

We need a restaurant and motel

The big ugly buses that sit right on our main street! I don't think this provides a very positive view of our city. I have noticed that it is being cleaned up somewhat.

Where is downtown Lowell?

If you want to draw people to lowell and capitalize on it, you need to make the town attractive. Clean up the town pass rules on people keeping up their prop. le remove trash, broke down cars/busses. Put more camp spaces in. Advertise events, kayakers ect. Bring vendors in - rent spae, ect. We need to bring in more business - a good coffee shop. Have a lodge/restaurant ect. on the lake. Rental equipment ect.

there is no downtown

Get rid of old cars and RVs.

I know I just listed proximity to Eugene/Springfield as a strength, which in terms of attracting residents it is, but it is also a weakness in terms of commercial/retail development. The many retail offerings of Eugene/Springfield are just too accessible for Lowell to compete with at a large scale, and it probably shouldn't even try although I think there is room for a few niche offerings in Lowell. Commercial development may be a bit more attractive due to land prices, but the city also needs to be careful what kinds of deals it makes so that it doesn't get left with an unattractive mess if places go out of business (think the old buses still sitting around downtown).

Lowell is small enough that all of town and some of the surrounding attractions (eg. Lowell State Park, Fall Creek Rec Area) are in theory easily accessible by non-motorized means. Instead, walking or biking to many locales, even within town, requires walking/biking on roads that are fairly busy. An increase in sidewalks, bike lanes and/or non-motorized trails to connect these existing features would increase safety and probably increase access and usage.

more food choices would be great

A nice cafe/espresso bar, perhaps a restaurant on the water, a wine bar or beer pub (small and perhaps only open 1-2 days a week to make it affordable for the purveyors), perhaps a vacant lot with food trucks once a week, a place to buy fresh flowers, a bakery. All of these businesses would have to have limited hours to keep COGS low and to survive with our small population. If the City were to subsidize these businesses until they could get on their feet, that might be an approach. It's a tough climate with such a small community. But a bakery, coffee bar, or pub could be a gathering spot for the community. Possibly look into unusual financing arrangements; for example, the citizens buy into a building which houses a restaurant or bakery and is able to reduce the rent so the business could survive until they became profitable. The local citizen who owns the building would have an incentive to patronize the business and the business would win by reducing initial costs. We are going to have to think out-of-the-box if we want to have any hopes of a retail or food business move into our small town!

Need more business

Need to improve the "look" of the town (eg. remove inoperable vehicle from public view) aren't there ordinances against this?

It seems not everyone knows where "down town" is. Not much to do here in Lowell.

I've heard people talk about Lowell's potential and it would be nice to get people in the right positions to make things happen. We are so close to Eugene/Springfield and have all this nature and potential for tourism and improving local quality of life.

While I really liked events like the farmers market happening in our town, parking on both sides of the street in front of Rolling Rock in the green tortoise building makes for a dangerous situation for people parking, driving, pedestrians and bicyclists. A suggestion to alleviate that might be to make a notched-in parking area on one side or the other of the street.

Easily walkable but not super safely. Good sidewalks where it's necessary but not the best sidewalks everywhere. Just a small criticism.

There really aren't enough sidewalks. Sidewalks randomly end all over town causing you to be walking in the road. Yes traffic is usually sparse and in most cases people give you space but that's not always the case. Would love paved walking paths somewhere. Possibly in the dog park? The dog parks in town have gravel tracks around them, paved would one up them

I've live here my whole life where is "downtown" lowell?

It would be nice to see a few local shopping options and dining options. I'm tired of going into Springfield to go out to eat.

It's a hodge podge of areas. City Hall is in the middle of a residential area, there's a dentist office in the middle of residential. "Downtown" is vacant.

Q22. Where do you see Lowell's future opportunities? You can select more than one answer.

#	Answer	%	Count
1	Tourism associated with the lake	28.21%	77
2	Tourism associated with hiking/biking	16.48%	45
3	Residential development and improvement	17.58%	48
4	Retail and restaurant development	26.37%	72
5	Commercial business development	9.89%	27
6	Other:	1.47%	4
	Total	100%	273

Other:

Other: - Text

Water problem restricts some when commercial development comes there are opportunities personal favors

Eliminate low income/ghetto image

Community center and activities

Great Schools

Q23. Please indicate your level of agreement or disagreement with the statements below.

#	Field	Minimum	Maximum	Mean	Std Deviat	Variance	Count
1	Identifying and preserving historic buildings and a	1	6	2.25	1.3	1.69	108
2	Attracting commercial and retail development is i	1	6	2.17	1.16	1.34	108
3	Supporting small businesses and entrepreneurs is	1	6	1.53	0.81	0.66	108
4	Other:	1	6	3.1	2.21	4.89	10

#	Question	Strongly Agree	Agree	Neither Agree nor Disa	Disagree	
1	Identifying and preserving historic buildings and a	32.41%	35 35.19%	38 20.37%	22 3.70%	4
2	Attracting commercial and retail development is i	30.56%	33 40.74%	44 18.52%	20 4.63%	5
3	Supporting small businesses and entrepreneurs is	61.11%	66 28.70%	31 8.33%	9 0.93%	1
4	Other:	40.00%	4 20.00%	2 0.00%	0 0.00%	0

Strongly Disagree	No opinion	Total
3.70%	4 4.63%	5 108
2.78%	3 2.78%	3 108
0.00%	0 0.93%	1 108
10.00%	1 30.00%	3 10

Q24. What is your highest priority for the future growth of downtown Lowell (Choose only one)

#	Field	Minimum	Maximum	Mean	Std Deviat	Variance	Count
1	Q24. What is your highest priority for the future g	1	7	3.85	2.1	4.4	108

#	Answer	%	Count
1	Residential growth	16.67%	18
5	Preserving parks and open space	25.00%	27
2	Commercial retail growth	22.22%	24
3	Reducing traffic and circulation conflicts	6.48%	7
4	Better bike/pedestrian connectivity	7.41%	8
6	No growth	5.56%	6
7	Other:	16.67%	18
	Total	100%	108

Q25. To what extent would you encourage or discourage the following land uses in downtown Lowell?

#	Field	Minimum	Maximum	Mean	Std Deviat	Variance	Count
1	Residential	1	6	2.83	1.26	1.6	107
2	A mix of uses (retail and residential in the same lo	1	6	2.71	1.2	1.45	108
3	Restaurant/retail development	1	6	1.86	0.87	0.76	107
4	Public outdoor space (parks, squares, etc.)	1	6	2.08	1.09	1.2	109
5	Motels/hotels	1	6	3.24	1.27	1.61	106
6	Convenience stores	1	6	3.01	1.14	1.29	106
7	Tourism-based (bed & breakfast, gift shops, €	1	6	2.44	1.29	1.65	111
8	Professional offices	1	6	2.73	1.09	1.18	106
9	Public service and facilities	1	6	2.55	1.24	1.54	108
10	Other:	1	6	2.5	2.29	5.25	10

#	Question	Strongly Encourage	Encourage	Neither Encourage nor Discourage					
1	Residential	12.15%	13 31.78%	34 32.71%	35 13.08%				14
2	A mix of uses (retail and residential in the same lo	14.81%	16 34.26%	37 25.00%	27 19.44%				21
3	Restaurant/retail development	36.45%	39 46.73%	50 14.02%	15 0.93%				1
4	Public outdoor space (parks, squares, etc.)	33.94%	37 38.53%	42 19.27%	21 2.75%				3
5	Motels/hotels	6.60%	7 24.53%	26 30.19%	32 20.75%				22
6	Convenience stores	6.60%	7 28.30%	30 35.85%	38 18.87%				20
7	Tourism-based (bed & breakfast, gift shops, etc.)	22.52%	25 40.54%	45 21.62%	24 4.50%				5
8	Professional offices	11.32%	12 31.13%	33 40.57%	43 9.43%				10
9	Public service and facilities	17.59%	19 36.11%	39 35.19%	38 2.78%				3
10	Other:	70.00%	7 0.00%	0 0.00%	0 0.00%				0

	Strongly Discourage	No Opinion	Total	
	4.67%	5 5.61%	6	107
	3.70%	4 2.78%	3	108
	0.93%	1 0.93%	1	107
	4.59%	5 0.92%	1	109
	13.21%	14 4.72%	5	106
	7.55%	8 2.83%	3	106
	7.21%	8 3.60%	4	111
	5.66%	6 1.89%	2	106
	1.85%	2 6.48%	7	108
	0.00%	0 30.00%	3	10

Q26. Do you have any additional comments or suggestions about how to improve Lowell's Parks or Downtown?

I encourage positive downtown development as long as it doesn't impinge on the existing residential area nearby - possible problems would be traffic, I really hate the boat races. They are loud, noise all day 2) closes use of the lake for the 3 nicest weekends of the summer 3) There is nobody who lives here I know that likes it.

too much is spent on parks. Reduce costs and reduce water bill it is outrageous.

Need sidewalk along moss street to the parks

I have a dog and three young children and we use the school yard at the elementary school and the high school track multiple times a week, year around. They are not official "city parks" but are what can use.

Don't infringe on private property rights and the right to peaceful enjoyment of ones own property!!! most important Parks and cemetery are the first thing people see... keep them green!!

Water the grass! Rolling Rock, is the first thing people see when they drive in - it should be beautiful.

new library and a pioneer museum with historical information about Lowell and the surrounding area.

Define where downtown is. Main St. is deceiving. People think Main St. is downtown

The parks and downtown need to be more cohesive - sidewalks connecting most parks to the main city features - post office, library, parks, and markets to the schools and grange. Mostly, sidewalk on both sides of moss street!

This survey is a waste of money. 450 households, mostly low income, could have had a door to door volunteer sampling

Lowell already has a solid base: we just need more people coming in to capitalize on it. More biking/hiking trails would be great, and better kayak /

Commercial design cohesiveness - maybe covered bridge theme - lakeside theme - resort/Lodge etc. Not a mishmash of weirdly painted bldgs.

As government offices create no income for the district (property taxes) I discourage any more publicly owned buildings

Would love to see something fun/safe for our teens to enjoy. Not sure what that would be though. Bowling alley? :)

A hotel and restaurant should be a priority.

Green grass and where is downtown?

FYI, the city hall and fire dept should be Downtown and not some side street in Lowell. Get rid of Rolling Rock Park, then rebuild botu (not sure what this word is AS) in its place. Keep the music hall for evening and day events.

Keep the parks green in the summer, clean up towns of old cars and RV in peoples front yards.

Lowell has a lot of good things going for it. Don't try to make it something it is not.

No

Rolling Rock Park is sitting on some valuable land that could be better used for commercial purposes as it is highly visible to the road that runs by it. If we made the park smaller (half the size), and allowed commercial buildings (offices, retail, restaurant) on the other half, that would be a start. Also the "Green Tortoise" building is sitting on valuable commercial land as well. If that lot could be divided and the remaining area be used for commercial use, that would be better. We also need to consider mixed used developments such as apartments above and commercial uses on the ground floor. Right now there is no downtown; the few shops and businesses we have are scattered about.

We love it here and encourage any growth!

We need to focus on building a vibrant downtown and a connection to the Marina. The covered bridge is overrated. Many more people use the Marina. Parks have been continually improving, impressive for the size of city. Downtown continues to fragment, little economic growth, needs strong zoning to become a downtown... Encourage several blocks of business density

We need to promote businesses to come in so others from surrounding areas are coming here to shop and support our community. We need to upgrade the parks so they aren't outdated and run down. The Lowell state park needs bathrooms closer to the lake and shade structures closer to the water. The whole city needs an upgrade. If an increase in utility costs the money should go to updates not to staff.

Good on ya for giving us a voice. You're doing good work for our community

Stop trying to make our quiet quaint town bigger. The bigger it gets the more crime we see. We need more safety features like street lights and police presence than we do more tourist. Most of us dread summer when the "townies" come to town and real havoc on our community.

Increase tourism by developing the Lowell Marina waterfront (paddle boat rentals, cafe)

Adding or creating a splash pad area for kids

Rolling Rock park needs to be better maintained and security added

I think you are doing a great job by WANTING to improve our town in ways WE as citizens want it improved. It would be very easy for you all to use your power to do nothing, or only do what you as a governing group think should be done. I also appreciate this survey and your willingness for change!

Parks - Improved maintenance of existing parks with additional trees and larger shelters. For new parks, additional trails and more access to the lake with nonmotorized recreational dock, kayak and paddle board rentals.

Downtown - Small, traditional downtown feel with restaurants, retail, and services to meet needs of residents and visitors on North Shore Drive.

Additional multifamily housing; first floor commercial, second floor condos or apartments. Preserve and improve the western half of Rolling Rock Park for special events. Wider sidewalks and street lighting. Design standards to encourage historic architecture, such as Lowell Junior/Senior High School and the Green Tortoise. Scale of any new development should fit Lowell.

Traffic signals, speed limit enforcement.