

AGENDA
DOWNTOWN MASTER PLAN STEERING COMMITTEE
TUESDAY, SEPTEMBER 25, 2018 – 7:00 P.M.
Lowell City Hall, 107 East 3rd Street, Lowell, Oregon

- 1. CALL TO ORDER/ROLL CALL**
- 2. APPROVAL OF AGENDA**
- 3. APPROVAL OF MINUTES**
 - a. July 16, 2018
- 4. OLD BUSINESS**
- 5. NEW BUSINESS**
 - a. Review and Discuss Technical Memorandum #3
 - b. Discuss Downtown Design Workshop
- 7. OTHER BUSINESS**
- 8. ADJOURN**

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to the City Clerk, Joyce Donnell, at 541-937-2157.

**City of Lowell
Downtown Master Plan Steering Committee Meeting Minutes
Monday, July 16, 2018
Lowell City Hall**

Call to Order: 7:00 PM by Chair Lon Dragt

Committee Members Present: Jerry Bjornstad, Michael Galvin, Robert Burr, Bill George, Don Swain, Lon Dragt, Aaron Graham, Lisa Bee Wilson, Pat Woodhurst

Approval of Minutes: Bill George moved to approve the minutes of June 4, 2018, second by Jerry Bjornstad. **PASS 9:0**

Old Business: None

CA introduced Patrick Wingard, Dept. of Land Conservation Development, who is the granting agency for this project.

New Business:

- **Review and Feedback on Technical Memoranda 1 and 2** – Jake Callister, Lane Council of Governments, the consultant to develop the Downtown Master Plan, asking for feedback on progress. Still gathering information at this point, presented draft of Downtown Study Area and Memorandum 1. Zeta Fernando, Urban Collaborative, presented update on Technical Memorandum 2.
- **Update on Parks and Downtown Plan Combined Survey** – Jake discussed the Parks survey that went out recently, which is available online, and how they are piggybacking off of it.
- **BBJ Festival Booth Strategies and Steering Committee Support** – Jake encouraged committee members to assist in manning the booth with the consultants on Saturday at the Blackberry Jam Festival.
- **Guidance and Suggestions for Stakeholder Interviews and Public Meeting** – Jake asked for input on who should be on the stakeholder list. For the next month and half they will be working with setting up interviews.

Other Business: None

Adjourn: 8:11 PM

Chair: Lon Dragt

Attest: Jared Cobb, City Recorder

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

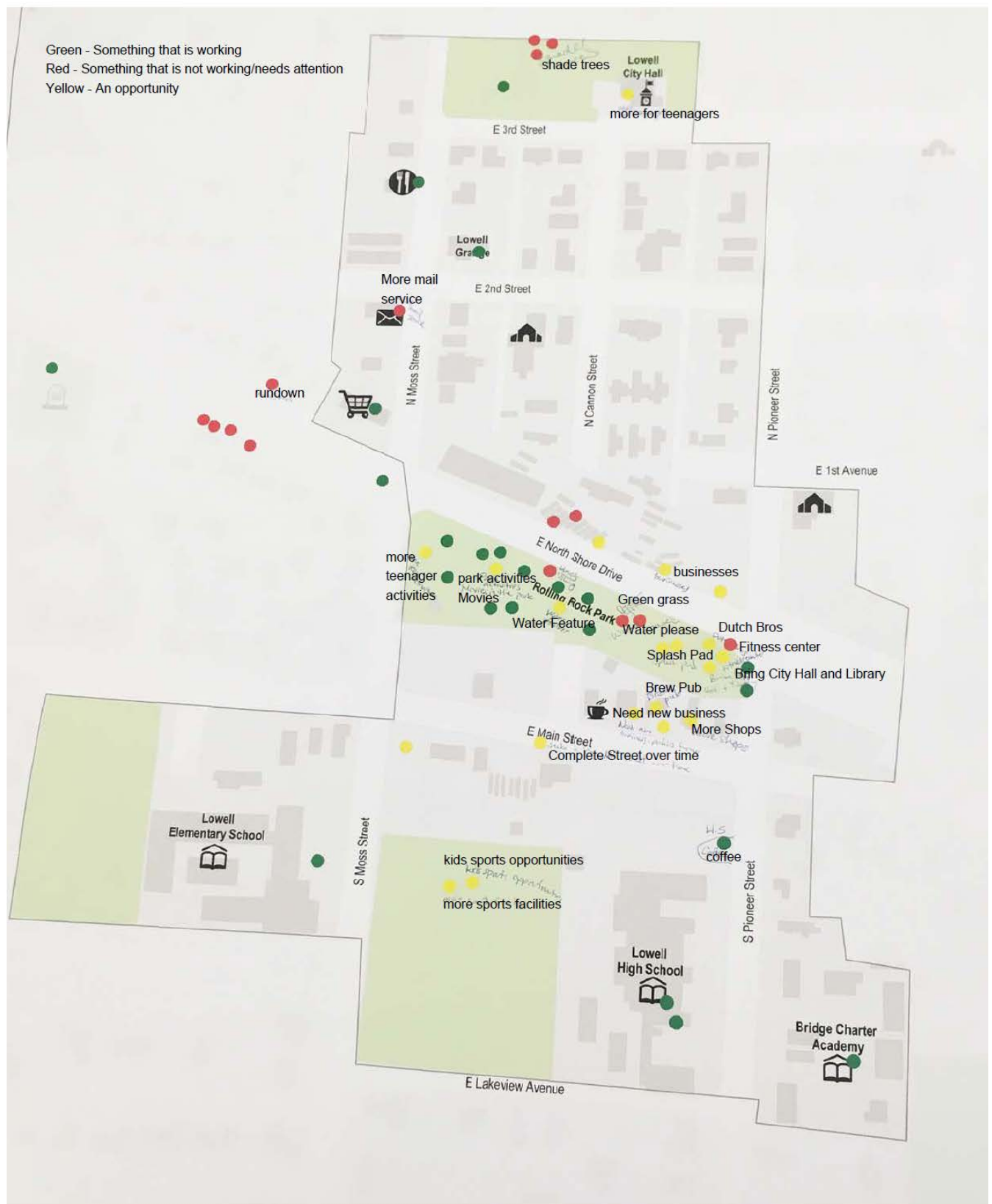
- Better and safer connection to lake (6)
- LTD bus service on weekends (5)
- Sidewalk access from North Shore to Third Streets
- Make Main Street a complete street over time

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.



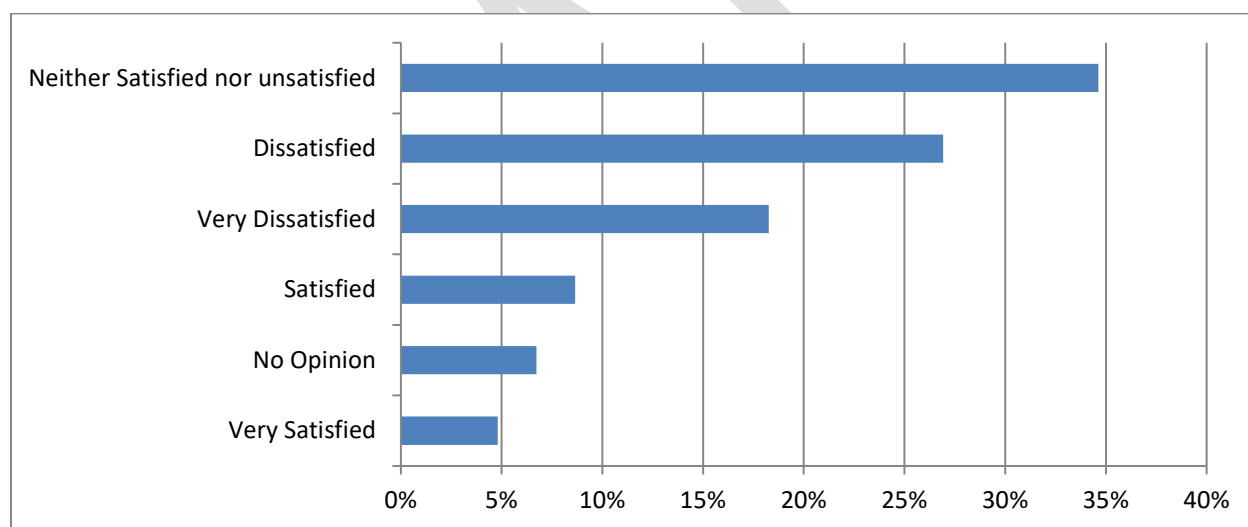
III. Survey Feedback

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.

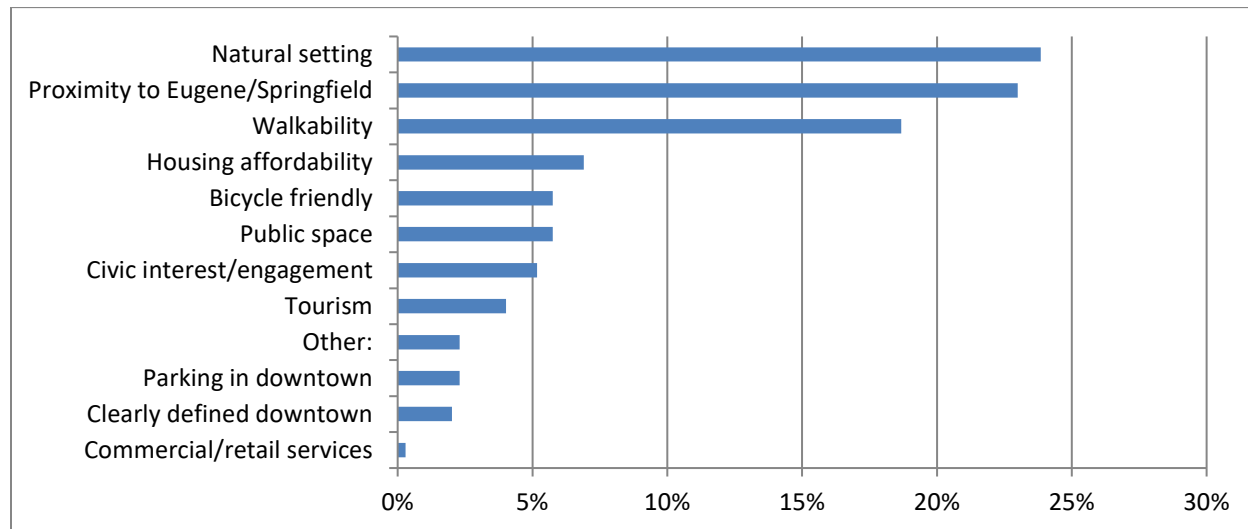
The survey and survey results are included in their entirety as Attachments B and C.

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)



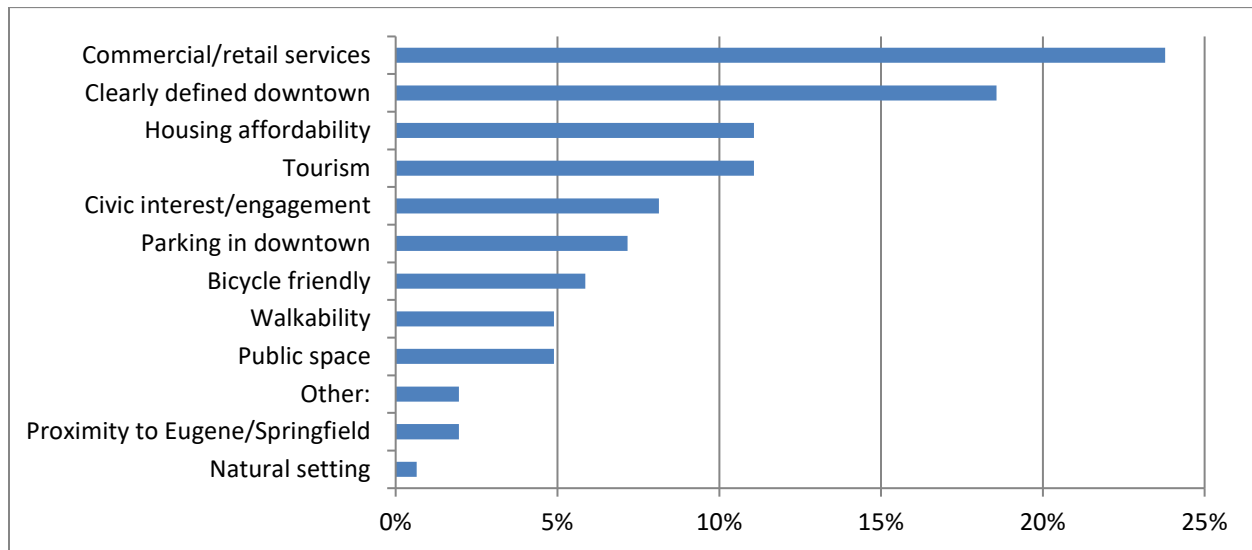
The survey results suggest that residents feel that proximity to the Eugene/Springfield Metro Area and Lowell's natural setting and natural resources are its biggest assets. The proximity allows residents to address their employment and service needs relatively close to their home, while living in and 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.

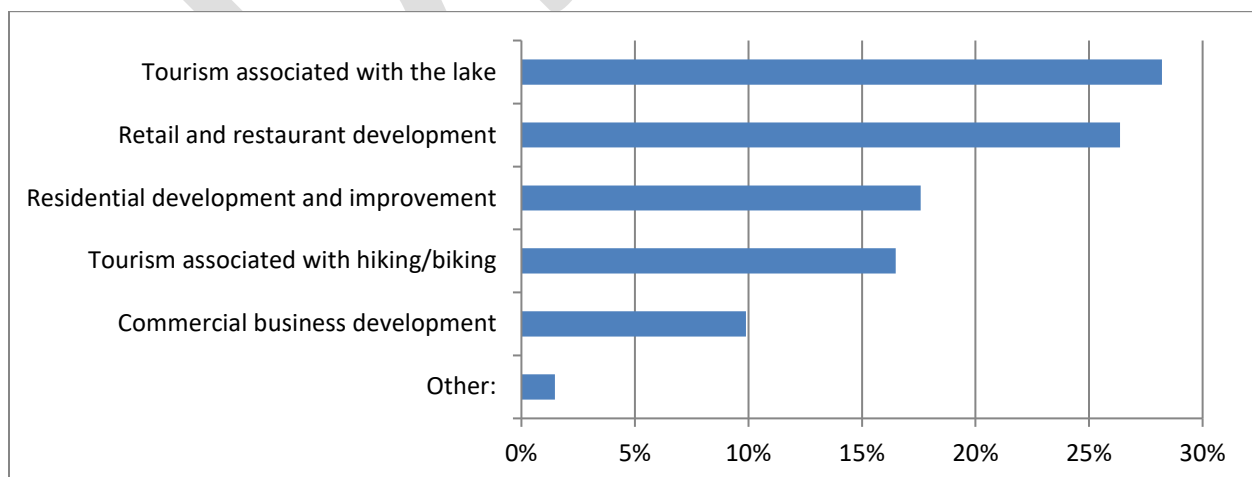
Question 21: What are Lowell's current challenges? (Select all that apply)



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)

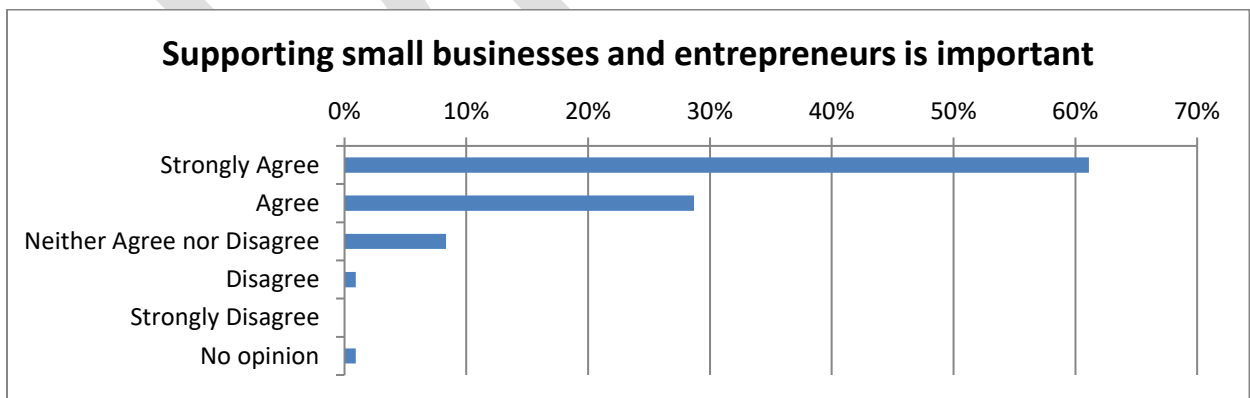
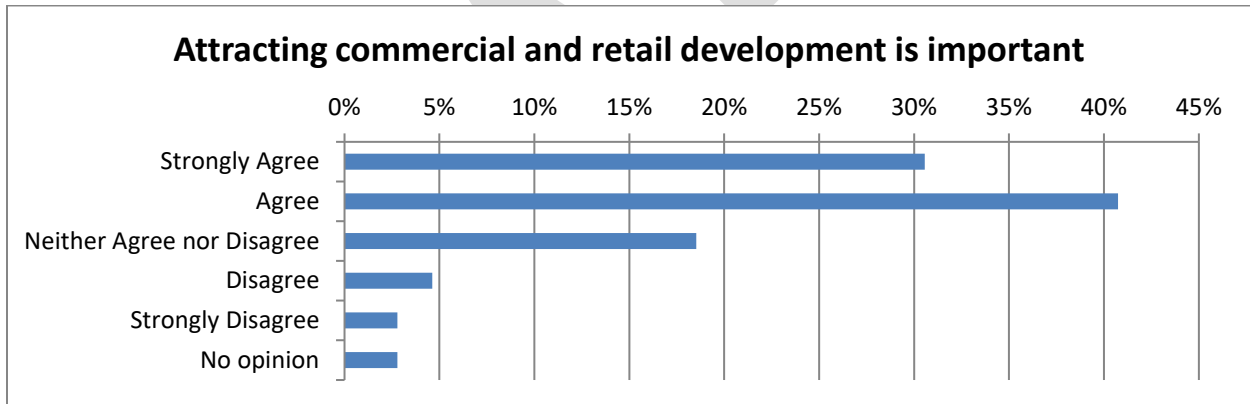
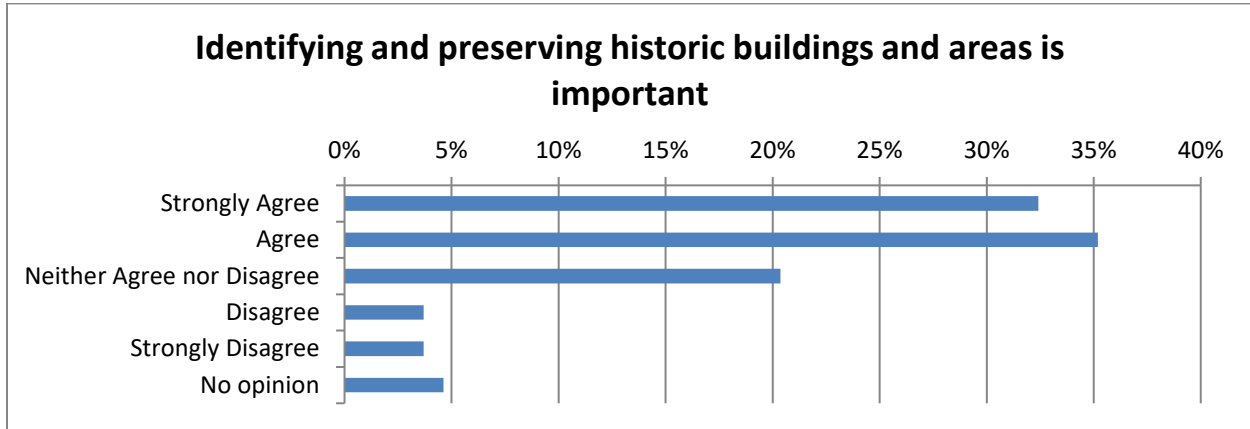
- *Needs to be more defined (3)*
- *Need more casual/outdoor food, coffee or brewery. (4)*
- *Need more local services (4)*
- *Need more tourism services (3)*
- *Need to clean up (3)*
- *Traffic Safety/Sidewalks/Walkability(3)*
- *Lake not fully being utilized.(2)*

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.

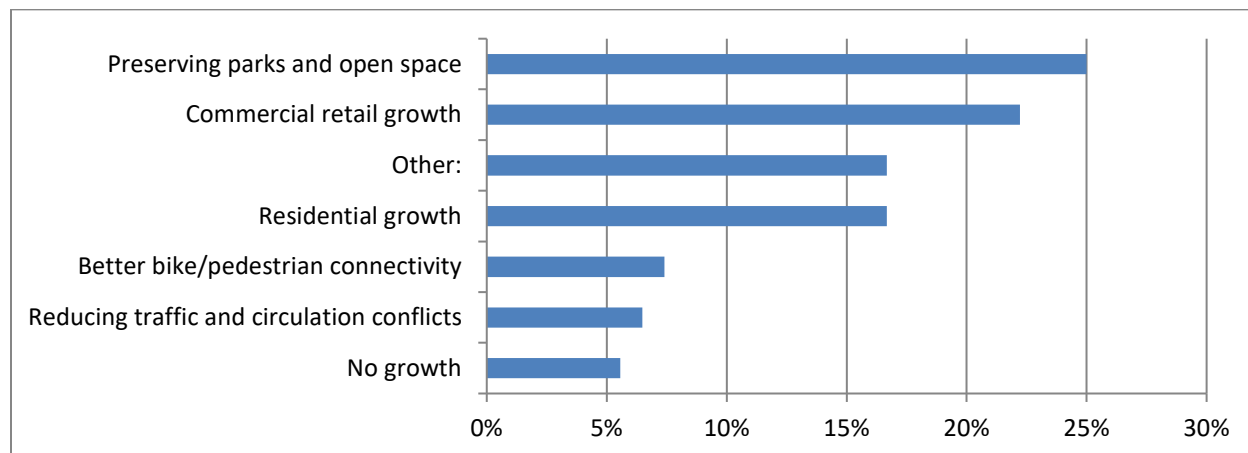
Question 23: Please indicate your level of agreement or disagreement with the statements below.



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)**

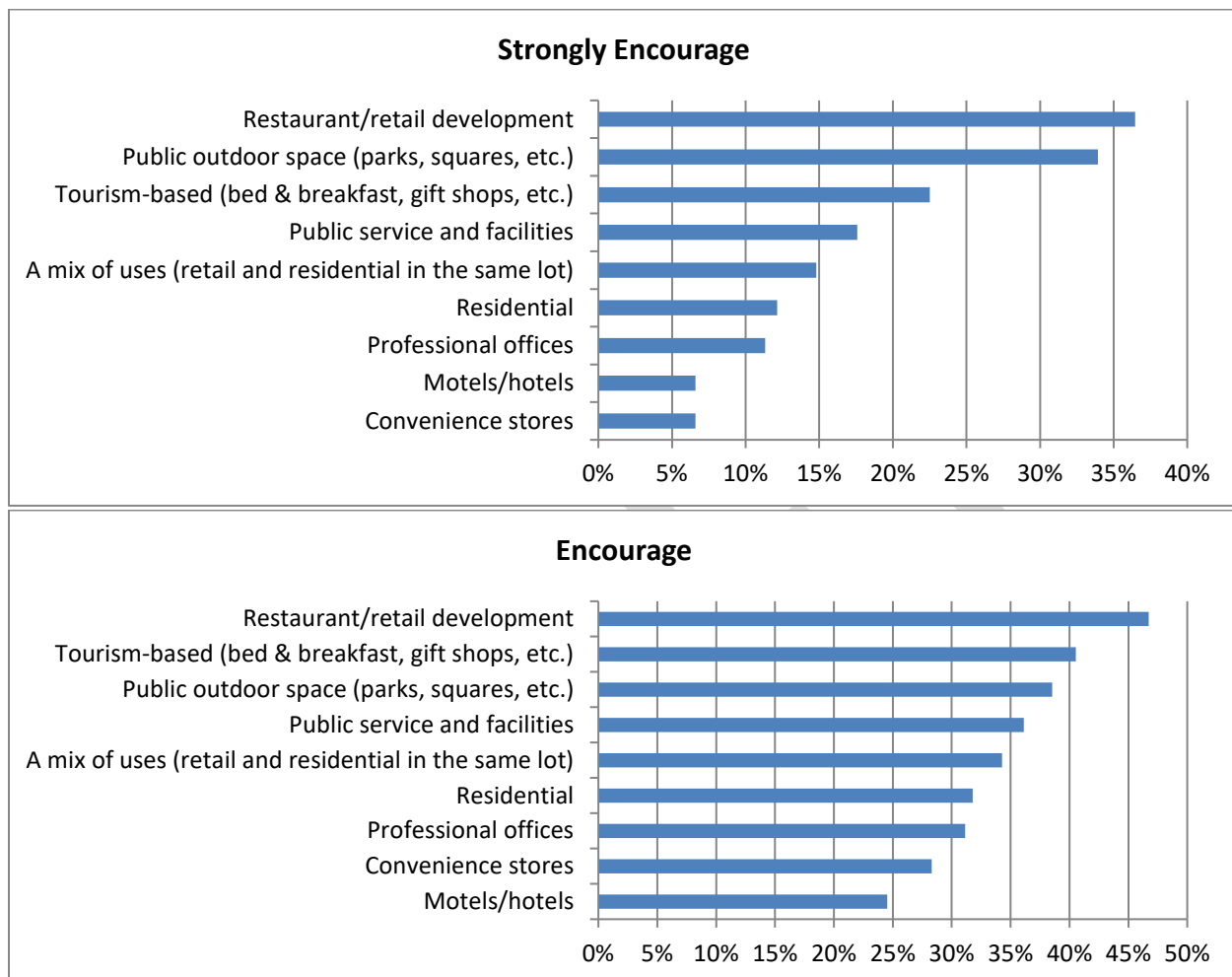


The top three categories receiving the most responses to this question are: “Preserving parks and open space,” “commercial/retail growth” and “residential growth.”

“Other” categories identified include the following:

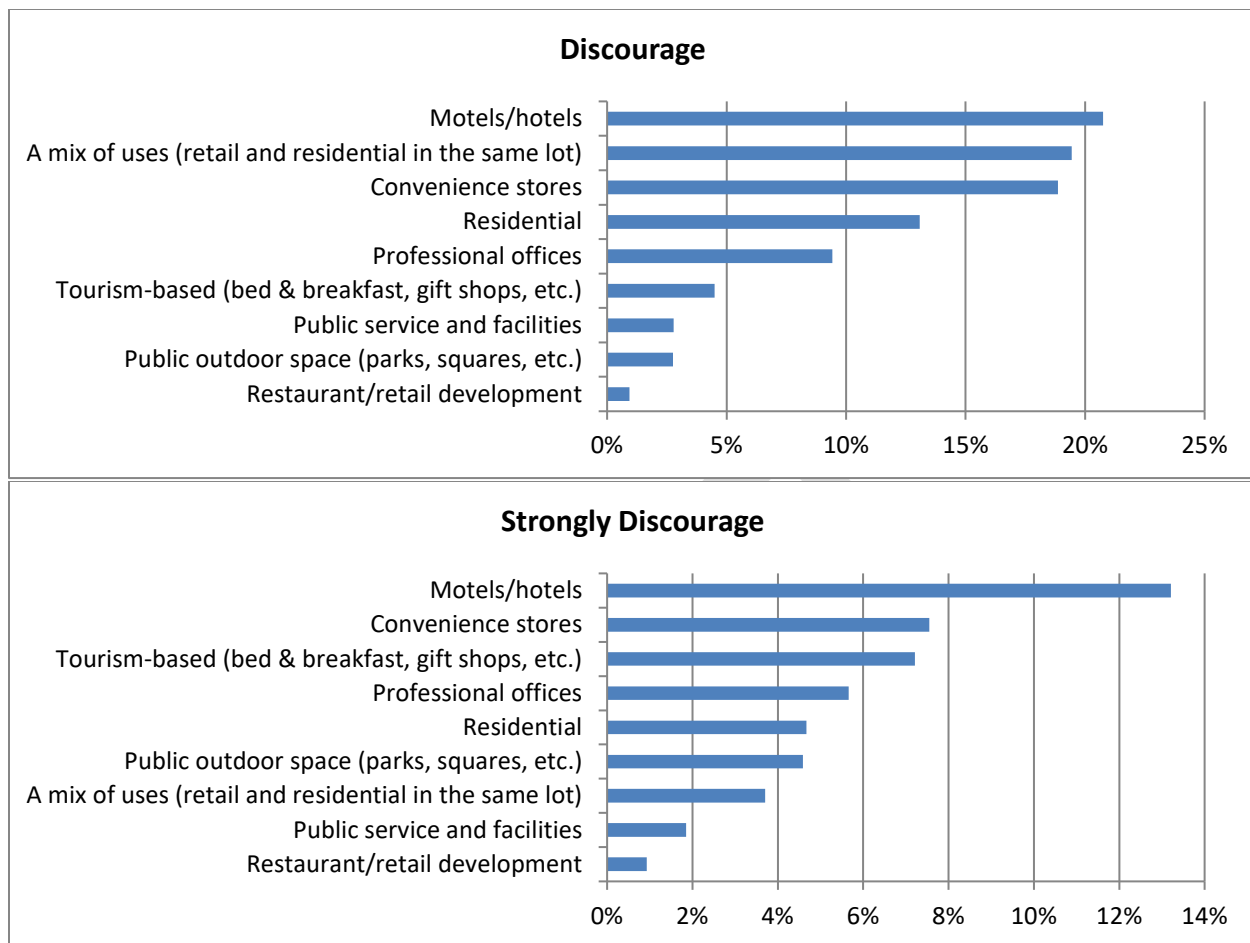
- *Affordable housing and rental property*
- *Clean up town*
- *Cleaning up the busses that sit on our main street.*
- *Law enforcement and improving the appearance of the city/*
- *Safety and security*
- *Family friendly community*
- *Defining where downtown Lowell is*
- *Improving parks*
- *Increasing 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% of 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 and 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 (this is a great opportunity to move that more “industrial” use out of the downtown and thus open up that prime spot for more commercial/retail oriented uses)

“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 that 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 looks to identifies "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.

CITY OF LOWELL DOWNTOWN MASTER PLAN



Saturday, September 29 - 9AM to 5PM

Fire Department Community Room | 389 Pioneer St. Lowell, OR 97452

Join us for the whole day
to brainstorm, envision and
help design the future of
your Downtown.*

All Community Members Welcome!

Lunch will be provided.

Design Activities:



Play the Design Game for
Downtown Lowell



Walk around North Shore Drive
and Main Street with community
members and local planners



Participate in a Visioning Process
for the future of Downtown Lowell

*See the full schedule of activities on the City of Lowell Website.



City of Lowell

DOWNTOWN MASTER PLAN DESIGN WORKSHOP

Saturday, September 29th – Fire Department Community Room, 389 Pioneer St, Lowell

Welcome and Introductions

9:00am – 9:15am

Kickoff Presentation

9:15am – 10:00am

Our opening presentation: description of the process, background, and engagement results so far, as well as a chance to voice your input

Visual Preference Survey and Principle Development

10:00am – 10:45am

This is an opportunity to tell us what you'd like to see in the future! Look at various streetscapes, parks, and neighborhood patterns and help develop the principles that will guide development in downtown.

Break 10:45am – 11:00am

Site Analysis and Verification

11:00am – 12:00am

Take a walk around the downtown area with local planners and community members during a guided site analysis.

Lunch and site mapping

12:00pm – 12:30pm

A light lunch will be provided while we document findings from the site analysis.

Vision Development

12:30pm – 13:00pm

We will develop a new vision for Downtown by incorporating past planning efforts and current community input.

Design Game

1:00pm – 2:00pm

Come play a game to get your ideas flowing and help develop alternatives for Downtown.

Analysis

2:00pm – 2:20pm

Rate the alternatives we've developed to find the aspects that best meet Lowell's vision and goals.

Break 2:20pm – 2:30pm

Preferred Alternative Development, Illustrative Plan, and Street Sections

2:30pm – 4:00pm

Grab a pen and help us begin to visualize what a future Downtown might look like on paper!

Regulating Plan

4:00pm – 4:45pm

A regulating plan, based off of the preferred alternative, will help guide future development to meet Lowell's vision.

Closing Presentation

4:45pm – 5:00pm

A brief overview of the alternatives, outcomes, and next steps. Stick around afterwards if you have questions!