BACKGROUND
Mosier’s Main Street, Historic Highway 30, serves important roles within the community, the region, and beyond. From January through June 2015, Kaleidoscope Student Planners worked with the Mosier community to develop the Slow Mo’ Main Street Concept Plan. The Slow Mo’ Plan invites locals and tourists alike to slow down and stay awhile, by exploring improvements along Highway 30 through Mosier, as well as a bicycle and pedestrian connection to the Historic Columbia River Highway State Trail. This plan is an aspirational document that outlines a long-range vision for Highway 30 in Mosier.

GOALS
The four goals for this project were developed based on community priorities for a reimagined Main Street and have shaped the direction of our design and program recommendations:

- **SHARED STREET**
  Provides safety and comfort for everyone - people traveling by foot, bicycle, and motor vehicle.

- **COMMUNITY CENTERPIECE**
  Serves as a community hub - highlighting Mosier’s unique assets and creatively using public space.

- **THRIVING DOWNTOWN**
  Supports economic vitality - tourism helps local businesses thrive and residents and visitors meet their daily needs.

- **TRAIL CONNECTION**
  Connects to the Historic Columbia River Highway State Trail - people using the trail visit downtown and Mosier is better linked to the trail.

COMMUNITY ENGAGEMENT OVERVIEW
The Kaleidoscope team gathered input from the Mosier community to inform the direction of the Slow Mo’ Plan. We collected feedback from community members with a variety of outreach strategies catered to different stakeholder groups, including a survey, a community design workshop, and an open house. We used key findings from this process to create the recommended design and program strategies.

Through the engagement process, three primary themes emerged which represent the Mosier community’s priorities for Main Street:

1. More places and activities that encourage lingering and social interactions.
3. Design strategies that encourage lower speeds and shared streets.

COMMUNITY OUTREACH TIMELINE

<table>
<thead>
<tr>
<th>Phase 1: Community Relationship Building &amp; Data Collection</th>
<th>Phase 2: Data Analysis &amp; Creation of Alternatives</th>
<th>Phase 3: Preferred Alternatives Identified</th>
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</thead>
<tbody>
<tr>
<td>February</td>
<td>March</td>
<td>April</td>
</tr>
<tr>
<td>Outreach to Stakeholders through Facebook, Email, Flyers and In-Person</td>
<td>Open House</td>
<td>May</td>
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</tbody>
</table>

EXECUTIVE SUMMARY
DESIGN RECOMMENDATIONS

The Slow Mo’ Design Concept outlines proposed physical changes to retrofit Highway 30 and is a high-level guide for future transportation planning along Mosier’s Main Street. This Concept is based upon the analysis of existing conditions and key findings from the community engagement process and stakeholder meetings, and is firmly rooted in the goals of the Slow Mo’ Plan. The Design Concept has two primary features:

**Site-specific Big Moves** are large-scale changes that set a new tone for Mosier’s Main Street. The first is an intersection reconfiguration where Highway 30 and I-84 meet, to provide slower turning and safer pedestrian crossings. The second is a ‘shared space’ design in the town activity core, which creates a highly visible community centerpiece and represents a design solution that addresses our first three goals: shared streets, community centerpiece, and a thriving downtown.

**Full-length Proposed Elements** are design features incorporated throughout the plan area that help Main Street meet the Slow Mo’ goals. These elements include a fence to provide spatial definition and reflect the historic nature of the highway, vegetation for shade and improved stormwater function, and bike lanes and sidewalks to accommodate those who travel by foot or bike.
STANDARD CROSS SECTION

The majority of Highway 30 is reconfigured to accommodate five foot sidewalks and street trees/stormwater planters, as well as six foot bike lanes for each direction of traffic. On-street parking will be added along the south side. This street configuration will vary in front of the Mosier Bike Hub and Mosier Community School, and will not include on-street parking.

TRAIL CONNECTION

The 4th goal of the Slow Mo’ Plan is to encourage visitors on the Historic Columbia River Highway State Trail to journey into town by safely connecting downtown Mosier to the Twin Tunnels trailhead. As feasible, design recommendations that make Mosier’s Main Street safer for people traveling on foot or by bike should be extended outside of the downtown core to the trailhead. The cross-section proposed for Rock Creek Rd. to connect the Twin Tunnels trailhead to downtown Mosier includes a sharrow in the downhill direction and a painted bike lane in the uphill direction.

PROGRAM RECOMMENDATIONS

While an improved streetscape is critical to improving Mosier’s Main Street, programs are an important tool to leverage these investments and provide a cost-effective way to increase safety, enhance the sense of community, and promote the use of active and healthy transportation options. The following four programs were chosen as priorities based on community feedback and discussions with stakeholders:

- **Safe Routes to School** - these programs teach students safe walking and bicycling skills and build enthusiasm for active transportation.

- **Main Street Events** - events on and around Main Street can help establish downtown Mosier as a hub of community life and can highlight Mosier’s unique assets.

- **Shared Street Marketing** - marketing campaigns can reinforce the rules of the road, encourage courtesy, and promote a local culture of walking and bicycling.

- **Bike-Friendly Businesses** - Travel Oregon’s Bike Friendly Business program provides an opportunity for businesses to promote their services to people traveling by bicycle.
**NEXT STEPS**
As the Mosier Community moves forward with implementation of the recommended Design Concept and programs, the Kaleidoscope Team has compiled these final considerations to guide the next steps:

**COMMUNITY ENGAGEMENT**

1. **Don’t Stop Now**
   As the City of Mosier moves forward with implementation of the Slow Mo’ Plan, they should continue to engage the community.

2. **Grow Engagement**
   Mosier should work to build more relationships with stakeholder groups who are not often engaged, such as Mosier Community School students and their families and Mosier’s Latino community.

**DESIGN**

1. **Reassess the Programmatic Agreement**
   Some of the Design Concept elements are outside the Programmatic Agreement for the Historic Columbia River Highway. The agreement will need to be revisited with its signators.

2. **Consider Public-Private Partnerships**
   Developers or investors may provide a funding opportunity in a public-private partnership development arrangement. In this arrangement, Highway 30 improvements could be leveraged to increase the bargaining position of the City.

3. **Seize Opportunities**
   Relationships should be built with potential investors and developers and conversations should happen around the opportunities present when the UPRR property ownership is transferred.

**PROGRAMS**

1. **Think Short Term**
   You can make Mosier’s Main Street better today. Don’t wait on infrastructure improvements to start building the Main Street you envision.

2. **Build Partnerships**
   Look for opportunities to collaborate on programs; partners may bring great ideas, funding, time, and enthusiasm. Programs aren’t just the purview of City Hall, everyone in Mosier has a stake in a better Main Street!
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