The Slow Mo' Main Street Concept Plan

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THE SLOW MO’ MAIN STREET CONCEPT PLAN

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Portland State University
Master of Urban and Regional Planning Program 2015
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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>
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<tr>
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<td>Design Workshop</td>
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<td></td>
</tr>
<tr>
<td>February</td>
<td>March</td>
<td>April</td>
</tr>
<tr>
<td></td>
<td></td>
<td>May</td>
</tr>
</tbody>
</table>
**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!
INTRODUCTION
The stretch of Historic Highway 30 that runs through downtown Mosier serves important roles within the community, the region, and beyond. Although it serves as Mosier’s Main Street, people traveling along it do not have a safe space to walk or bicycle. People driving may not even realize they are passing through a vibrant community as they speed through town. And, while the Historic Columbia River Highway State Trail ends a half-mile away, no safe bike and pedestrian connections exist, a missed opportunity for economic development and tourism.

From January through June 2015, Kaleidoscope Student Planners, a group of six students from Portland State University’s Master of Urban and Regional Planning program, were engaged by Mosier’s City Manager 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.

**PURPOSE**

Develop a conceptual designs and programmatic recommendations for Highway 30, to help ensure that Mosier’s Main Street reflects community priorities, supports a thriving downtown, and creates a safe and inviting corridor for people traveling on foot, by bike, and by motor vehicle.

**DEFINING CONCEPT PLAN**

The Slow Mo’ Main Street Concept Plan is a high-level guide for future transportation planning along Highway 30 in downtown Mosier. This concept plan is intentionally less detailed than a master plan or transportation plan. The planning recommendations and streetscape designs included in the plan do not have the level of specificity that will come later in the process. The Slow Mo’ Plan is an aspirational document that can act as a long-range vision for Highway 30 in Mosier, and as an advocacy tool for City Council as they move forward securing funding to implement further planning and development of these concepts.

**PROJECT SCOPE**

We will explore improvements along Main Street, as well as bicycle and pedestrian connection to the Historic Columbia River Highway State Trail.
RESPECTING HISTORY

Mosier is located in the majestic Columbia River Gorge, a designated National Scenic Area. An active leader in the “Towns to Trails” initiative and the Gorge Hubs project, an effort to develop multimodal rest areas for people walking and bicycling along the Historic Columbia River Highway State Trail, Mosier is committed to partnerships that strengthen the communities of the Gorge.

The section of Highway 30 addressed in the Slow Mo’ Plan is listed on the National Register of Historic Places. The added restrictions placed on this highway due to its historic significance may place some limitations on Mosier’s ability to make alterations to this section. Our intention for this plan is to recommend a design concept that will enhance Mosier’s community vision for their downtown core, while also respecting the historical significance of the Highway and the existing plans and guidelines that ensure the road is in harmony with the beauty of the region.

COMMUNITY VALUES

The Slow Mo’ Plan builds upon previous local planning and visioning efforts. At a 2011 visioning session funded by the EPA, Mosier residents envisioned a friendly, welcoming and environmentally sustainable downtown corridor that supports active transportation and honors and provides space for the local agriculture industry. An earlier vision document from 2009 describes Mosier as a “sustainable and economically viable community” with “a lively, functional downtown (that) serves residents while also welcoming visitors.” This vision document outlines a variety of community goals, including enhancing active transportation and creating a safer Highway 30, supporting local arts and culture, preserving Mosier’s natural beauty, enhancing the community’s identity, and revitalizing the downtown. The Slow Mo’ Plan’s project goals, Design Concept, and recommended programs support and strengthen this community vision.
GOALS
Imagine a Main Street that is safe, comfortable, and connected for everyone who uses the road, including children walking to Mosier Community School, farmers delivering their products to market, and people arriving on foot or by bike via the Historic Columbia River Highway State Trail. A Main Street that attracts businesses and tourists, supports the economy, and provides services locals need.

The goals for this project are based on this vision of Mosier’s Main Street. They were developed based on the community’s priorities for a reimagined Main Street and have shaped the direction of the Slow Mo’ Plan.

The Slow Mo’ Main Street Concept Plan outlines design strategies and recommended programs that can help Mosier’s Main Street achieve the following:

- **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 network.

TIMELINE
In late January 2015, the Kaleidoscope Student Planning team began our project by defining the scope of work with City leaders. We then researched best practices, assessed existing conditions, and planned events to speak to the community about Main Street, in collaboration with City Council. After receiving community feedback through a survey and design open house in March, we drafted initial design and program recommendations, which we presented to the community at an open house event in May. In June, we completed our work and presented the final plan at a Mosier City Council meeting.
NAVIGATING THIS DOCUMENT
The Slow Mo’ Main Street Concept Plan presents a vision for Mosier’s Main Street that can provide a starting point for future redesign of Historic Highway 30. The chapters that follow include background on the research and community input that shaped the Slow Mo’ Plan as well as design and programmatic recommendations.

Here is what you can expect in each section:

**PLANNING CONTEXT**
Regional and local context and the precedent plans that have informed this project.

**EXISTING CONDITIONS**
An overview of existing conditions, introduction to the four project segments, and a discussion of opportunities and constraints.

**COMMUNITY OUTREACH**
Key findings from the community engagement process, an overview of methods and results, reflection on lessons learned, and recommended next steps.

**DESIGN**
Design recommendations that will help Mosier achieve Slow Mo’ project goals, including concept maps and cross-sections.

**PROGRAMS**
Descriptions and next steps for four recommended programs Safe Routes to School, Shared Street Marketing, Main Street Events, and Bike-Friendly Businesses.

**FINAL RECOMMENDATIONS**
Summary of community engagement, design, and program recommendations and next steps for Mosier.

**APPENDIX A**
Community Engagement: Additional details on community engagement methods and results.

**APPENDIX B**
Strategy Toolbox: Design and program strategies the City of Mosier could undertake to meet Slow Mo’ project goals, rated by cost and permanence. The Toolbox presented an initial palette of options, from which the Design Concept and recommended programs were culled.
PLANNING CONTEXT

This section includes a brief overview of the context of the Columbia River Gorge and the community of Mosier. Regional and local plans associated with the stretch of Historic Highway 30 through downtown Mosier were reviewed to better understand prior planning efforts and to inform possible recommendations.
The Columbia River Gorge is a unique landscape that forms the border of Oregon with Washington State. The region is an economic and cultural center with many historic communities established along the shores of the Columbia River. The Gorge is a regional transportation corridor with ocean bound ships, freight trains, and Interstate 84 routing cargo and goods through it. This transportation infrastructure, along with the area’s natural resources, has allowed industry to flourish.

The City of Mosier is located in Wasco County, Oregon, between Hood River (7 miles to the west) and The Dalles (16 miles to the east). These larger cities provide services and employment opportunities to Mosier residents.

The Historic Columbia River Highway State Trail provides regional bicycle and pedestrian connectivity. With the creation of the Columbia River Gorge National Scenic Area in 1986, the area has become a destination for outdoor recreation and tourism.
INTRODUCTION

PLANNING CONTEXT

EXISTING CONDITIONS

COMMUNITY OUTREACH

DESIGN

PROGRAMS

FINAL RECOMMENDATIONS

THE SLOW MO’ MAIN STREET CONCEPT PLAN

1 Cascade Locks

via CascadeLocks

2 Hood River

via Davies Dunn LLP

3 Mosier

via Blaine Franger, Beautifulhoodriver

4 The Dalles

via Museumofthecity.org
According to the 2010 Census, the city of Mosier is 0.64 square miles and has a total population of 433 people. Mosier became an incorporated city in 1914 but its roots as an agricultural hub date back to the late 1800s. The Mosier Fruit Growers Association, located in downtown Mosier, was established in 1907 and the area is best known for its splendid orchards.

The Historic Columbia River Highway runs through the center of the city and the popular Mosier Twin Tunnels section of the Historic Columbia River Highway State Trail is located 0.7 miles west of downtown. Along our study area, Highway 30 from Rock Creek Road to Mosier Creek crossing, the land is zoned commercial with nearly all of it held in private ownership.

Mosier has a vibrant small town character, a rich agricultural history, and connections to a wide variety of natural landscapes and recreational opportunities.
INTRODUCTION
PLANNING CONTEXT
EXISTING CONDITIONS
COMMUNITY OUTREACH
DESIGN
PROGRAMS
FINAL RECOMMENDATIONS

THE SLOW MO' MAIN STREET CONCEPT PLAN

DEMOGRAPHICS

RACE
WHITE
HISPANIC
AMERICAN INDIAN
ASIAN
PACIFIC ISLANDER
AFRICAN AMERICAN

GENDER
FEMALE
MALE

AGE
UNDER 18
18-34
35-64
65 AND OLDER

MEDIAN HOUSEHOLD INCOME (2013 CENSUS)
MOSIER: $41,964
WASCO COUNTY: $43,765

1 Rock Creek Road & Highway 30
2 A view down Main Street
3 Totem Plaza
4 Mosier Creek Crossing
PRECEDENT PLANS

The Slow Mo’ Plan is built upon the planning work that has already been undertaken by the Mosier community. These precedent plans informed the four project goals and ultimately, the Slow Mo’ Plan’s recommendations.

2002 WATERFRONT PARK MASTER PLAN
This plan recommended further streetscape planning for Historic Highway 30 through Mosier calling for additional study of park space, multimodal transportation through the downtown corridor, and development opportunities. Maintaining future public access to the Columbia River from downtown was also recommended.

2003 DOWNTOWN AND LOCAL STREET NETWORK PLAN
This plan focuses on Highway 30 and improving safety and the visual character of Mosier. Specific recommendations include accommodating bicycle and pedestrian traffic downtown by constructing a ped/bike path parallel to Highway 30, adding signage or interpretive kiosks at gateway points on the east and west sides of downtown, and improving connections.

2006 HISTORIC COLUMBIA RIVER HIGHWAY MASTER PLAN
The programmatic agreements between the Oregon Department of Transportation (ODOT) and Gorge communities focused on maintaining the visual continuity and character of the highway. The plan recommends design and construction of a connector from the Twin Tunnels trailhead to Mosier, routing through the quarry.

2008-2009 MOSIER AREA HOUSEHOLD SURVEY RESULTS
A thorough survey of community preferences was conducted in Mosier and Wasco Co. by the non-profit Mosier Main Street and funded in part by the Oregon Investment Board. The survey found that the majority of respondents wanted to see improved safety features on Highway 30 for pedestrians and cyclists, specifically sidewalks and separated bike lanes.

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2011 MOSIER VISION
This visioning process was sponsored by the City of Mosier and funded by the EPA. The results emphasized local and visitor services like a large and welcoming visitor center, fresh produce markets, child care, cooperatives and bike rentals and repair.

2014-15 MOSIER CITY COUNCIL GOALS
The Mosier City Council’s Goals 2 and 4 are aligned with encouraging multimodal transportation. The goals call for a Highway 30 streetscape improvement plan, developing the Mosier Bike Hub, improving downtown street signage, and adding trailhead parking.

2015 WASCO COUNTY CHILDHOOD OBESITY ACTION PLAN
Through a partnership with Oregon Solutions, the community developed an action plan aimed at increasing opportunities for healthy eating and active living for local youth. Favored options included a Safe Routes to School program, an annual Walk-Bike to School Event, increasing access to parks, and improving the built environment.

2015-PRESENT GORGE HUBS PROJECT
This partnership of ODOT and Gorge communities along the Historic Columbia River Highway and HCRH State Trail aims to promote tourism and bicycle and pedestrian sustainability. The partners are working with the City of Mosier to redesign the existing Mosier Bike Hub to provide more infrastructure and amenities to visiting cyclists who travel along the historic route.
INTRODUCTION

This section outlines existing conditions found along Highway 30, Mosier’s Main Street. It provides an overview of the built and environmental factors that affect Mosier’s Main Street including land uses, building types, vegetation, views, block lengths, and overall character.

This section begins with a discussion of the study area and the results of a walkability index, which was used as a measure of the existing conditions for people traveling on Main Street.

For the purposes of analysis and design, the half-mile stretch of Highway 30, which is the focus of this Plan, has been separated into four segments. This section introduces each segment, provides an analysis and assessment of existing conditions, and discusses opportunities and constraints.

The findings in this chapter, along with the lessons gleaned from precedent planning efforts and the results of community engagement, informed the Slow Mo’ Design Concept.
The posted speed limit on this section of Highway 30 is 30 MPH. According to the Oregon Department of Transportation (ODOT) traffic counts, the section of Highway 30 between Center St and Washington St in Mosier sees the highest amount of traffic flow (2501-5000 annual average daily traffic).

Kaleidoscope Student Planners conducted a walkability audit, created by Hall Planning & Engineering, to document existing conditions block by block. The walkability index is based on empirical studies and best practices to address the primary factors that contribute to vibrant and livable streets. The walkability index focuses on four primary categories: Street Design, Sidewalk Design, Urban Design, and Transit & Bicycle Features. Assessing each block of Mosier’s Main Street against these criteria helped identify which areas are working well and which areas require attention for future improvement.

The walkability scores are tallied for each block and an average score was calculated for the 1/2 mile project length. Overall, Highway 30 scored a 43 out of 100, earning Mosier’s Main Street a “Basic Walkability” designation. The greatest positive contributor to Main Street’s walkability score was the narrowness of the street and the short length of blocks. Lack of spatial definition and pedestrian facilities had the greatest negative effect on the overall score.

The walkability index scoring is out of 100 as follows:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Walkability Description</th>
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<tbody>
<tr>
<td>90 - 100</td>
<td>High Walkability</td>
</tr>
<tr>
<td>70 - 89</td>
<td>Very Walkable</td>
</tr>
<tr>
<td>50 - 59</td>
<td>Moderately Walkable</td>
</tr>
<tr>
<td>30 - 49</td>
<td>Basic Walkability</td>
</tr>
<tr>
<td>20 - 29</td>
<td>Minimal Walkability</td>
</tr>
<tr>
<td>&lt; 19</td>
<td>Uncomfortable / Hazardous</td>
</tr>
</tbody>
</table>
KEY FEATURES

- Pavement width along Hwy 30 is consistently 24 feet
- State right-of-way varies in width
- Presence of vegetation varies considerably
- Adjacent land uses are varied
- Train can be seen and heard
- The majority of built structures are found on the south side of Hwy 30
- Adjacent to the State right-of-way are 19 individual properties

The Slow Mo’ study area is broken up into four segments based on land use and overall character. The following diagrams look more closely at existing conditions along each segment.
SEGMENT 1 WEST GATEWAY

KEY FEATURES

Bus Stop
Triangle intersection where Rock Creek Rd. meets Hwy 30
Large trees and vegetation
Art installations

Segment 1 is where the majority of people enter Mosier’s Main Street. People travelling by car primarily arrive over the bridge from I-84. Those on a bicycle often arrive in Mosier via the HCRH State Trail, which is accessed from Rock Creek Rd.

Land uses vary along this segment and include residential, mixed-use, civic, and commercial. Five properties are along this segment: Mosier Quarry, a new mixed-use development, Mosier Manor, Mosier Fruit Growers, Mosier Community School, and Union Pacific Railroad (UPRR).

The presence of a bus stop helped improve the score in this segment. High traffic speeds and the lack of sidewalks lowered the walkability score in this segment.
SEGMENT 2 TOWN CORE

KEY FEATURES

Off-street parking lots
Largest parking lot of study area at The Dwelling Station
Garden at Rack and Cloth
Fruit Growers delivery bays
Totem Plaza

This segment is characterized by the most active commercial uses in town with a mix of agriculture, retail, and restaurants. It also contains the least amount of tree canopy.

The following establishments are along this segment: Mosier Fruit Growers, The Dwelling Station, Rack and Cloth, Centurylink, Route 30 Classics, Mosier Market, a private residence, and UPRR. A variety of parking options are available for both autos and bicycles.

This segment scored well in number of active establishments, but its score was lowered based on the number of off-street parking lots with driveways entering the roadway. These driveways create potential zones of conflict as they intersect places where people walk.
KEY FEATURES

Vacant properties
Hub
Views across river
Art installations

This segment is characterized by the visual complexity of the Mosier Bike Hub and its function as a rest stop for those traveling by bike or on foot along the greater Historic Columbia River Highway network. The vacant land across the street has future development potential. A row of street trees are aligned on the north side, adjacent to the pavement. Six properties are along this segment with five establishments: two vacant buildings, the Mosier Bike Hub, a private residence, Rough Cuts Rustic Furniture, and UPRR.

This segment scored well by providing bicycle amenities and spatial enclosure, which is a measure of the ratio of the vertical elements adjacent the roadway to the roadway width. A 1:1-1:3 height to width ratio is the most desirable. This segment includes two off-street parking lots.
SEGMENT 4 EAST GATEWAY

KEY FEATURES

Historic bridge
Creek access
Light industrial space

This segment's eastern boundary is a historic bridge crossing Mosier Creek. Segment 4 is primarily residential with on-street parking and access to the creek via footpaths. In addition to the residential properties, some vacant light industrial space exists.

Three individual properties are along this segment: two residential buildings and the UPRR. This segment scored well by providing spatial enclosure and on-street parking opportunities. Stormwater drainage has been identified as an issue at the east end of this segment, near the bridge on the south side of the highway.

1. Parking area for nearby trails
2. Looking east along Hwy 30 towards Mosier Creek Bridge
3. Access to Mosier Creek
4. Mosier Creek Crossing
ANALYSIS:
An increase in pedestrian activity is anticipated from the new development. Vehicles exiting the interstate result in higher traffic speeds coming into town. The Park & Ride is not officially sanctioned by ODOT despite heavy use.

ASSESSMENT:
Properly placed signage can alert drivers to be aware of pedestrians. Sidewalks can connect the new development to the downtown core.

ANALYSIS:
Key access between the school, the river, and the Twin Tunnels trailhead. Lacks a designated space to protect pedestrians against oncoming traffic.

ASSESSMENT:
Crosswalks can connect the school to the north side of Highway 30. Sidewalks can provide access from the west end of town to downtown. A gateway could announce arrival to downtown Mosier.

ANALYSIS:
Little tree cover and vegetation in this section. Large off-street parking lots with no defined boundaries. “Free” right turn at Washington St. cuts off pedestrian right of way. Hotspots of activity are centered here.

ASSESSMENT:
Street trees would provide shade and cause vehicles to slow down. Curb extensions would mark public space and narrow crossing distances. Defined entrances and exits would better regulate traffic flow.
ANALYSIS:
Train tracks are noticeable from Totem Plaza.
Off-street parking is available downhill from the UPRR property.
The north side of highway has good tree alignment and creates enclosure.

ASSESSMENT:
Sidewalks and bike lanes would provide access to Totem Plaza.
Parking access should remain available for people arriving by vehicle.

ANALYSIS:
Mosier Creek Bridge does not have bicycle or pedestrian safety features.
A future connector is planned from downtown to the river.
Stormwater drainage issues adjacent to the bridge.
On-street parking provides access to nearby trailheads.

ASSESSMENT:
A bioswale could address stormwater.
Sharrows, signage, other design elements could alert drivers of pedestrians crossing the bridge.

ANALYSIS:
The Mosier Bike Hub is a community centerpiece with a variety of amenities.
It lacks a clear connection to the highway.
Nearby vacant buildings offer visual aesthetics but no amenities.

ASSESSMENT:
Access to the Mosier Bike Hub from the nearby buildings should be considered.
Improved landscaping and street trees will incentivize business activity.
Continuation of design elements will draw visitors to the Hub site.
OPPORTUNITIES & CONSTRAINTS
The opportunities and constraints are highlighted along the length of the highway to bring attention to assets and things to consider for any recommended design elements.

OPPORTUNITIES:
New designs will signal to drivers to look out for people walking and bicycling.
Potential for an art park.

CONSTRAINTS:
Due to safety issues the current Park & Ride area is not suitably sited.

OPPORTUNITIES:
Reconfiguring the intersection across from the school will better serve various travel modes and calm traffic.
A bioswale could buffer against motor traffic.

CONSTRAINTS:
A bioswale would require ongoing upkeep.
The curve radius creates sight distance issues and difficult crossings.

OPPORTUNITIES:
Future site of the Farmer’s Market.
Bulboul has added benefits as a stormwater feature.

CONSTRAINTS:
Parking and loading access limits vegetative strips or on-street parking.
Tall trees can block surrounding views, limiting vegetation options.
**OPPORTUNITIES:**
Future access point to the Columbia River via over/under pass through UPRR property.
A designated crossing can also serve a double function as a bioswale.

**CONSTRAINTS:**
The historic status of Mosier Creek Bridge limits any modification. Building and siting a new bridge is cost-prohibitive.

**OPPORTUNITIES:**
Great potential for vacant buildings to provide amenities and services.

**CONSTRAINTS:**
Odd-shaped intersection before the hub site allows vehicles to make quick turning movements. Reconfiguration of the intersection is needed.
COMMUNITY OUTREACH

The Kaleidoscope team gathered input from the Mosier community to inform the direction of the Slow Mo’ Plan. We used key findings from this process to create the recommended design and program strategies.

Our community outreach efforts built upon the 2008 Mosier Vision survey conducted by Main Street Mosier, which informed our general understanding of the community’s goals. In Mosier Vision, the community is defined as more than just the 433 residents living within the city boundary. It includes people who live in the surrounding rural areas and consider Mosier to be their home. Our engagement strategies were designed to reach the entire Mosier community, not just residents of the City of Mosier.

This section begins with an overview of key findings, followed by a discussion of the three phases of the Slow Mo’ Plan community engagement process:

- COMMUNITY RELATIONSHIP BUILDING AND DATA COLLECTION
- DATA ANALYSIS AND CREATION OF ALTERNATIVES
- IDENTIFICATION OF PREFERRED ALTERNATIVES

This chapter concludes with a reflection on the accomplishments and limitations of the community engagement process, as well as recommended next steps.

While this chapter provides a high-level overview, additional details on the community engagement process and results are available in Appendix A.
KEY FINDINGS

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. Additional community events are desired and new spaces should be created to encourage community gatherings, especially spaces that provided access to nature and natural beauty.

2 More pedestrian linkages. Many people feel unsafe trying to walk around Mosier. Trails, paths, sidewalks, and crosswalks should be added to safely get pedestrians where they want to go.

3 Design strategies that encourage lower speeds and shared streets. The Slow Mo’ Plan should include physical barriers like curb extensions and changes in traffic patterns that make cars slow down and create environments where people walking, bicycling, and driving can safely share the road.

These three key findings are well-aligned with the Slow Mo’ goals of creating a Main Street that improves safety for all modes, serves as a community centerpiece, supports a thriving downtown, and has a safe connection to the HCRH State Trail.

COMMUNITY OUTREACH TIMELINE
COMMUNITY RELATIONSHIP BUILDING AND DATA COLLECTION

Mosier is a small, rural community, so changes made to Highway 30 and new programs stand to have a big impact on the daily lives of community members. Because of this, we made it a priority to understand the wants and needs of the local people. By valuing local knowledge and using what we learned to inform the ways we collected data from stakeholders, we gained community trust.

STAKEHOLDERS

We identified stakeholders primarily through discussions with City leaders. We identified local and state decision makers who have influence over the implementation of the Slow Mo’ Plan including City staff and elected officials, as well as ODOT and HCRH Advisory Committee staff.

All residents of the City have a stake in changes made to Highway 30. For our engagement efforts, we chose to place extra emphasis on community members identifying as Hispanic or Latino, because we learned that they had not been well-represented in past planning efforts.

Because one of the Plan’s goals is Shared Streets, including safety and accessibility for pedestrians and bicyclists, we identified stakeholder groups, such as youth, who are more likely to get around by walking or bicycling. People who travel on Highway 30, regardless of where they live, have an interest in changes made to the street.

Most of Mosier’s local businesses are located on Highway 30, so business owners are stakeholders whether or not they live in Mosier. The Plan’s Thriving Downtown goal is focused on bolstering the economy, so we included stakeholders, such as the agricultural community and tourists, who contribute to economic development.

Community organizations based in Mosier and the surrounding areas, such as Main Street Mosier and Friends of the Columbia Gorge, are involved in community life and have a stake in the more social outcomes of the Plan, such as opportunities to make Main Street a hub of activity, which aligns with the Community Centerpiece goal.
OUTREACH STRATEGIES

We developed outreach strategies to reach the widest variety of stakeholders and make engaging with us as convenient as possible. Because we could not physically be in Mosier very often, we created opportunities to engage online. When we were in Mosier, we planned outreach activities that brought our information to the places where stakeholders already gathered so they did not have to go out of their way to connect with us.

MOSIER-BASED STRATEGIES

FLYERS: Flyers were posted in English and Spanish with information about the project, the survey, and engagement events in places where community members already go (library, market, Post Office, etc.). We also handed out flyers at community events such as Interesting Gorge, with 240 people in attendance, and sent home flyers with each of the 136 Mosier Community School students.

INFORMAL INTERCEPT OUTREACH: While walking the project site, we talked to people who were out on the street. This helped us build relationships with community members and gather local knowledge.

DOOR KNOCKING AT MOSIER MANOR: Two teams, each composed of one Kaleidoscope team member and one Spanish speaking community member, walked around Mosier Manor and knocked on doors. We handed out flyers in English and Spanish with information about our upcoming Community Design Workshop and a link to take our survey. People who answered the door and told us they did not have internet access were provided with a paper copy of the survey (available in English and Spanish). By targeting residents of Mosier Manor we were able to reach many people who are often not part of civic life in Mosier. In addition to speaking with people who answered their doors, we handed out flyers to just under 80 households.

STAKEHOLDER MEETINGS: Team members met with ODOT and HCRH Advisory Committee staff to get input on any potential constraints.

INTERNET-BASED STRATEGIES

FACEBOOK: We used Facebook to inform the community about events, the survey, and project updates. We also solicited open-ended comments, sometimes using prompts, or by asking for general feedback about the project. We gathered 72 followers on our Facebook page.

SLOW MO’ EMAIL: We kept stakeholders who provided us with their email addresses up to date on the project and opportunities to give input. Our flyers and emails prompted community members to send us open-ended comments through email. We used email lists to target specific stakeholder groups such as people who had already taken the survey or people involved in local agriculture. We built an email list of 66 interested stakeholders.

COMMUNITY EMAIL LISTS: The Mosier Community School email list for parents and the Mosier Community e-Newsletter shared information about our project, the survey, and public engagement events.
ENGAGEMENT ACTIVITIES
We designed community engagement activities to gather specific input from community members that could be used to inform realistic, implementable design strategies and programs for the Slow Mo' Plan.

ONLINE SURVEY
The survey asked questions about how the community uses Highway 30 and what would make them more comfortable using the road. There were also questions geared at learning about community members’ preferences for social and economic enhancements in Mosier. The survey was available in English and Spanish.

COMMUNITY DESIGN WORKSHOP
This event included a variety of activities to encourage the community to help create alternatives for the Slow Mo’ Plan. All of the printed information at the event was presented in English and Spanish. The activities included voting on programmatic strategies for Mosier, drawing mind maps to show us how people see Mosier, identifying areas of concern by placing stickers on a map of the project, coloring on printed maps to show where improvements could be made, and an interactive design game where people could move a variety of realistic and abstract pieces around on a large map to create different design scenarios. The event was held in two segments, one right after school to encourage youth to participate and one later in the evening. Food was provided during both parts of the event.

OPEN HOUSE
The community was invited to see the design alternatives and program recommendations we created with their input. People were encouraged to provide us with feedback on the information presented. The event was held at a local restaurant and food was provided.
PHASE 2: DATA ANALYSIS & CREATION OF ALTERNATIVES

We analyzed all of the community input we received to find overall themes showing what the community wants for Mosier. We then used these themes to inform our initial design and programmatic alternatives for the Slow Mo’ Plan.

SURVEY ANALYSIS

RESPONDENTS

73 people took at least part of the survey
65 people completed it

Survey respondents were asked to rank their top three choices for interventions to make walking, bicycling, and driving on Main Street more comfortable. The largest circle for each mode of transportation represents the community’s first choice, the medium circle their second choice, and the smallest circle their third choice. The survey helped identify key opportunities to improve Main Street for all users. For example, 40% of survey respondents said that adding bike lanes to Mosier’s Main Street would make driving more comfortable.

Survey respondents were very enthusiastic about economic growth and community enhancements for Mosier. 100% of survey respondents reported wanting new businesses to open in Mosier. The most desired businesses were a coffee shop/cafe or a family friendly restaurant. Other suggestions included a pub, outdoor movie theater, gas station, and a grocery store/co-op.
COMMUNITY DESIGN WORKSHOP ANALYSIS

ATTENDEES
60 adults
29 youth

DESIGN GAME: Of 87 design ideas we received, 27 ideas were related to improving aesthetics and creating a better sense of place in Mosier. There were 15 ideas related to bicycling including the creation of bike lanes or paths and the development of ways to get cyclists to linger in town and spend money. There were 15 ideas regarding the need for pedestrian, bicycle or car access to places around Mosier, with 9 of those ideas related to increasing pedestrian access. Six ideas regarded making physical changes to the street or traffic pattern changes to increase safety and slow cars down.

MIND MAPPING: In the 43 maps we received, 37% of participants referenced one or more natural areas or assets and 42% of participants referenced one or more outdoor activities.

BUCKET VOTING: 78 people, voted their top 4 programs:
1. Main Street Events (22%)
2. Scenic Bikeway (18%)
3. Safe Routes to School (15%)
4. Bike-Friendly Business (10%)
5. Shared Street Marketing (9%)
MAPPING CONCERNS AND COLORING MOSIER

The most frequently referenced categories from these two mapping activities were sidewalks/walking paths (29), centerpieces & crosswalks (27 each), vegetation (22), aesthetics & signage (20 each), paths - unspecified users (18), bike lanes/paths (16), and safety (15). The locations for these suggestions are shown on the map. Many participants suggested holding more activities and programs in existing community centerpieces such as Mosier Community School, Mosier Fruit Growers, the lot where Manny’s Tacos food cart is located, The Dwelling Station, and the Mosier Bike Hub. Unused locations were also identified as potential new community centerpieces. The most common ideas were more parks and sport/recreation facilities such as a skate park, a soccer field, or outdoor chess tables. Respondents were also concerned with the overall aesthetics of the downtown core and Totem Plaza. Main themes included the presence of trash or litter and the inconsistency in design elements within the center of downtown.

VEGETATION was requested along the entire length of the Highway.

SAFETY was mentioned as an issue, particularly in a few locations.

SIGNAGE requests were focused around the western end of Highway 30.

CROSSWALKS were considered lacking. Larger circles indicate a higher number of responses.

BIKE LANCES were recommended along the entire length of Highway 30.

SIDEWALKS and pedestrian paths were recommended or considered lacking.

SPEED LIMITS approaching town and in Mosier were thought to be too high.
PHASE 3: IDENTIFICATION OF PREFERRED ALTERNATIVES

We presented our initial design and programmatic alternatives to stakeholders to solicit more detailed feedback. We used this feedback to determine the community’s preferred alternatives.

Because additional outreach clarified that a scenic bikeway program is unlikely to move forward without significant roadway improvements throughout the Gorge, the top four program recommendations we presented at the Open House were Main Street Events, Safe Routes to School, Bike Friendly Businesses, and Shared Street Marketing (which ranked 5th in the voting). 21 people attending the Open House chose to provide us with written feedback about how to implement the recommended programs. For Main Street Events, the top type of events suggested were food and agriculture related. The top program choice for Safe Routes to School was low-cost helmet sales and free fittings. The top choices for Bike Friendly Businesses were public restrooms and water bottle fill-up stations. The top choices for Shared Street marketing were outdoor banners and posters at local destinations.

Community members largely had positive feedback about the Slow Mo’ Plan draft map. While much of the feedback we received was verbal, eight people took the time to provide us with written feedback. Respondents liked the new intersection alignment on the west end of the project area and the idea of the orchard near Totem Plaza. Some people suggested further additions for placemaking such as more street art and an archway on the west side of town to announce Mosier. We considered all of the input we received from the community, as well as existing financial and political conditions, to formulate the final design strategies and programmatic recommendations for the Plan.
REFLECTION ON COMMUNITY ENGAGEMENT

ACCOMPLISHMENTS OF COMMUNITY ENGAGEMENT PROCESS

Using a variety of outreach strategies we were able to engage with all of our identified stakeholders. Although we were unable to gather much feedback from the Latino community, going door to door in Mosier Manor and translating our survey and other outreach materials into Spanish showed the Latino community that the City is interested in their input. By using written, visual & hands-on activities, we were able to gather input from community members with a range of learning and thinking styles, specifically youth.

Stakeholder input helped us create a Slow Mo’ Plan that is feasible to implement. This plan is well-grounded in the community’s vision for Mosier’s Main Street and we expect implementation to have broad community support. We also incorporated feedback from City officials, ODOT, and HCRH Advisory Committee staff to ensure that the Plan is technically realistic and has political support.

LIMITATIONS

The demographics of the stakeholders who provided us with the input were not representative of the community. Female and White survey respondents were overrepresented, while male and Hispanic or Latino survey respondents were underrepresented. Very few Spanish-speakers came to community events. We hoped to involve some of these underrepresented stakeholder groups more in the planning process, but due to time constraints or lack of existing relationships among the City and stakeholders, we were unable to engage them as much as we had planned.

Many of our outreach strategies used existing community networks made up largely of community members who are already civically active. We tried to involve stakeholders who are not usually engaged by the City, but found that we did not always have access to the proper networks to reach them. Some of our outreach strategies were Internet-based, but we learned that some members of the Latino community did not have Internet access, so this further hampered our ability to engage them.
NEXT STEPS

1. As the City of Mosier moves forward with implementation of the Slow Mo’ Plan, they should continue to engage the community. We involved the community in creating recommendations for the Slow Mo’ Plan and received positive responses about the process in general. The community is interested in the Plan, especially in seeing changes implemented after participating in previous visioning processes with the City. Community members have put time and effort into letting the City and the Kaleidoscope team know what they want for their community and they should continue to be involved throughout the implementation process.

2. 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. This can be accomplished by meeting with school and Latino community leaders, holding community events and outreach events at more convenient times and locations for these stakeholders, such as at the Community School, in Mosier Manor, and at existing Latino community gathering spaces. The City should also hire Spanish language translators and interpreters for community events and create written materials in Spanish. Children of Latino families attend the Community School so efforts to reach the Latino community could start with Latino youth.
DESIGN

This section outlines design recommendations that will help Mosier achieve Slow Mo’ project goals. Elements in this section are derived from industry best practices, precedent examples, and community input.

This section begins with a discussion of how the proposed design concept was developed, showing direct links to the project goals and what we heard from the community. Next, the chapter delves into the changes proposed as part of the Design Concept. An overview map and cross sections visually summarize the proposed changes, and segment maps give additional detail. This section concludes with a discussion of next steps.

Some larger-scale community amenities were recommended during the community outreach process, such as a skate park or aquatic center (see Appendix A), but are beyond the scope of work for this project. The City of Mosier should consider community priorities and ideas that fall outside the scope of this project when planning future community amenities.
CREATING THE DESIGN CONCEPT

The Design Concept outlines proposed physical changes to retrofit Highway 30. This Concept is a high-level guide for future transportation planning along Mosier’s Main Street. Another level of detailed design will need to take place in the future with licensed design professionals before any actual construction implementation occurs.

This Concept is based upon the analysis of existing conditions and key findings from the community engagement process and stakeholder meetings. It is firmly rooted in the goals of the Slow Mo Plan, as summarized below:

**SHARED STREET:**
This Concept recommends additional facilities to improve the safety and comfort of people traveling on Mosier’s Main Street, whether on foot, by bicycle, or in a motor vehicle.

**COMMUNITY CENTERPIECE:**
The proposed shared street pavement change will slow traffic and visually identify Mosier’s Main Street as a zone of increased levels of activity.

**THRIVING DOWNTOWN:**
An improved streetscape is likely to increase the number of visitors and residents spending time on Main Street and patronizing existing and future businesses.

**TRAIL CONNECTION:**
The proposed bicycle facilities on Rock Creek Rd will create a safer and more pleasant connection, enticing trail users to continue their journey further on into Mosier.

The Design Concept also responds to the key findings from the community engagement process key findings, as follows:

1. **More places and activities that encourage lingering and social interactions:** Curb extensions with bollards in the center of town will create a safe space for people of all ages to gather while still accommodating local and freight traffic.

2. **More pedestrian linkages:** Crosswalks will improve safety for people crossing Highway 30 on foot. New sidewalks with vegetated planter strips create a safe and interesting way to explore the area.

3. **Design strategies that encourage lower speeds and shared streets:** Narrower lanes, visible crosswalks, street trees, and bicycle and pedestrian facilities combine to calm traffic and reduce speeds.
DESIGN RECOMMENDATIONS: SITE-SPECIFIC BIG MOVES

INTERSECTION RECONFIGURATION

We recommend that the intersection of Highway 30 and the I-84 access be reconfigured in order to provide slower turning and safer pedestrian crossings, important items identified by the community. In the proposed Design Concept this intersection is moved further east to improve driver sight distance allowing for a safer and more visible crossing. The existing island is removed and replaced with a new vegetated space to the north side of the highway that can serve as an improved stormwater feature.

Reconfiguring this intersection received strong community support during the Open House event in May 2015. This reconfiguration addresses concerns for safety while simultaneously creating an improved experience for people walking and bicycling.

SHARED STREET CENTERPIECE

Input from the community revealed high activity but unsafe conditions between Center Street and Washington Street. We recommend a shared street concept with widened sidewalks demarcated by bollards where people gather. This zone includes a pavement change alerting drivers and cyclists to the high level of activity and visually ties Totem Plaza to establishments across the street. Doing this 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.

Textured or pervious pavements are used that are flush with the curb to reinforce the pedestrian-priority operation of the street. This type of street design is not intended to block or infringe upon the flow of traffic, only to create a heightened sense of awareness by all users. Additional design analysis will need to occur to ensure proper functionality, but this proposed solution directly addresses community desires by providing street level details that encourage lingering and social interactions, create important pedestrian linkages, and lower speeds.
INTRODUCTION

PLANNING CONTEXT

EXISTING CONDITIONS

COMMUNITY OUTREACH

DESIGN

PROGRAMS

FINAL RECOMMENDATIONS

CROSSWALKS

77% of people responding to the survey mentioned crosswalks as an element they felt would increase safety. Crosswalks can be of variety of styles but should maintain the historic character of the highway and reflect the rural nature of the town. The Slow Mo’ Plan proposes crosswalks at each intersection within the plan area. Short blocks will provide frequent spacing and contribute to increased driver alertness.

BIKE LANES

64% of survey respondents identified painted bike lanes as an important element in order to accommodate the large number of people biking on Highway 30 each day. This result aligned with the previous Mosier Area Household Survey, which showed the majority of the community supported bike lanes. The hope is that improved bicycle facilities will attract more visitors to town resulting in economic benefits.

SPATIAL DEFINITION

A fence is proposed at the back of the sidewalk. A fence would provide spatial definition and reflect the historic character of the highway and rural nature of the town and is aligned with design elements outlined in the Historic Columbia River Highway Master Plan. The fence should be in character with the Historic Columbia River Highway State Trail Guidelines.

SIDEWALKS

71% of Slow Mo’ Plan survey respondents mentioned sidewalks. Sidewalks were also favored by the majority of respondents in the 2008 Mosier Area Household Survey, and the 2003 Downtown and Local Street Network Plan recommended sidewalks along the length of Highway 30 as well. Whether they are raised with a curb is yet to be determined but having a clearly defined pedestrian way offers a safe and comfortable area to walk. The sidewalks bulbout at certain intersections to decrease crossing distance and provide room for gathering.

DESIGN RECOMMENDATIONS: FULL LENGTH PROPOSED ELEMENTS
PARKING MANAGEMENT
The cross section illustrates on-street parking along the south side of the highway. Prioritizing on-street parking rather than off-street, can free up vacant lots for potential future development. The Design Concept maintains access to off-street parking where it currently exists but directs vehicles to a specific entry/exit points in order to minimize potential conflict areas, where a vehicle crosses a sidewalk or bike lane perpendicularly. Arrow icons found in the graphic represent where access points to off-street parking are maintained.

VEGETATION
Analysis of the mapping exercises showed the community felt vegetation and tree cover was lacking along the length of Highway 30 through downtown Mosier. Vegetation is introduced as a way to offer shade and provide stormwater functions. Research has shown that regularly spaced street trees create visual friction that causes drivers to slow down. Any new vegetation should be native species which are adapted to the climatic conditions of the region. Some of the proposed vegetation can be low shrubs or groundcover in order to maintain high quality views across the Columbia River. Further analysis should happen during the detailed design process in order to determine the best locations for installing street trees, low shrubs, or stormwater features.
DESIGN CONCEPT OVERVIEW

This Design Concept Overview is a visual summary of the design recommendations. The Design Concept respects the significance of the Historic Columbia River Highway and responds to current needs and values expressed by the community.

INTERSECTION RECONFIGURATION

The intersection of Highway 30 and the I-84 accessway is reconfigured in order to provide slower turning movements and safer pedestrian crossings. In the proposed concept, the intersection is moved further east to improve driver sight distance allowing for safer pedestrian crossings, especially to Mosier Community School.

SHARED STREET

The community identified this portion of town as having the highest levels of local and tourist activity but also safety concerns. A shared street concept uses textured or pervious pavements that are flush with the curb to reinforce the pedestrian-priority operation of the street while still allowing for the flow of personal and freight traffic.

SPATIAL DEFINITION

A fence is proposed at the back of the sidewalks to provide spatial definition and reflect the historic character of the highway and rural nature of the town.
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. (Footage in parentheses represents Option B).

**Sidewalks**
71% of the survey respondents mentioned a desire for sidewalks. The Slow Mo’ Plan proposes sidewalks the whole length of Highway 30 through the plan area.

**Crosswalks**
77% of people responding to the survey mentioned crosswalks as an element they felt would help increase safety for all types of users.

**Standard Cross Section**

[Diagram showing the standard cross section of Highway 30 with details such as sidewalks, bike lanes, on-street parking, and street trees.]
SEGMENT 1 WEST GATEWAY

The most significant change in this segment is the intersection reconfiguration. We also include a variation of the standard cross section by providing a wider planting strip along the length of the highway adjacent the Mosier Community School property.

In addition to increasing the safety and comfort of people walking, this allows for improved stormwater management by providing space for a potential rain garden.

ALTERNATIVES:
One alternative to the full intersection reconfiguration is to leave the highway alignment as is yet still provide new separated bike lanes, planter strips, and sidewalks adjacent the lanes.

THINGS TO CONSIDER:
Acknowledging and referencing the historic alignment of Highway 30 could be done through memorial signage or a path that utilizes the old pavement. The existing Park & Ride location should be reconsidered. The current location is not an ODOT recognized facility. One option is to provide a municipally designated and improved location on City property, possibly east of Totem Plaza.
The existing cross-section through this segment has wider travel lanes yet no sidewalks, bike lanes, or street trees. Outside of the existing asphalt paved travel lanes are gravel shoulders that vary in width, except by the school where an open ditch constricts space for pedestrian travel.

The proposed cross-section remedies these unsafe conditions by providing sidewalks buffered from auto traffic. The proposed cross-section varies from the Standard Cross Section on the south side adjacent to the Mosier Community School property. Here, the planter strip widens an additional eight feet. This variation is advantageous as it replaces the existing open ditch, improving stormwater functionality and increasing the buffer from the street. In addition, there are no businesses present at this location that require on-street parking.
SEGMENT 2 TOWN CORE

The community event identified this portion of town as currently having the highest levels of local and tourist activity but also safety concerns. The most significant change in this segment is the introduction of a shared street concept, which uses textured, pervious pavement that is flush with the curb to reinforce the pedestrian-priority operation of the street. This still allows for the flow of personal and freight traffic.

A demonstration orchard is proposed to reference the current and historic agricultural economy of the region.

ALTERNATIVES:
One alternative is to continue asphalt paving through this segment but use bollards as visual cues of pedestrian activity. Another alternative is to locate the shared street behind the Mosier Bike Hub site on 2nd Ave, a municipally owned local street. Doing so could provide festival space as this area becomes more activated.

THINGS TO CONSIDER:
Consider maintenance costs due to paving materials wearing at different rates. The demonstration orchard should have an integrated pest management program to ensure protection of the region’s commercial orchards.
The existing cross section through this segment has wide travel lanes with no sidewalks, bike lanes, or street trees. Outside of the existing asphalt paved travel lanes are large gravel shoulders that vary in width.

The Standard Cross Section, proposed for the majority of the highway within the study area, is recommended for this section. This cross section includes sidewalks and bike lanes on both sides of the street and reduces travel lanes from 12 feet to 10 feet. Vegetated planter strips are also proposed on both sides of the street to provide shade and spatial definition. All of these elements combined are likely to increase the quality of user experience, calm traffic, and improve safety.
SEGMENT 3 THE MOSIER BIKE HUB

Segment 3 includes the Mosier Bike Hub site, as well as vacant land to the north which has high potential for future commercial infill opportunities. We suggest that parking for this future development be provided at the rear of the property using the existing access point as indicated on the map.

A pedestrian refuge island is proposed at the intersection of Main St. and 2nd Ave in order to slow traffic turning movements and break up the vast swath of pavement, allowing for a more comfortable pedestrian experience.

THINGS TO CONSIDER:
Consider how improvements can be phased incrementally, as the Highway 30 and Mosier Bike Hub improvements will likely happen at different times.
The Standard Cross Section is recommended for this segment, except at the Mosier Bike Hub, where the sidewalk becomes part of the Mosier Bike Hub but picks back up on the adjacent blocks.
SEGMENT 4 EAST GATEWAY

This is the most residential segment of the plan area. The Standard Cross Section keeps the existing on-street parking but improves it with durable pavement. It is important to note that existing parking access to homes is maintained. Additionally, stormwater improvements are proposed on the south side of the highway where it meets the bridge to mitigate for current ponding issues. We suggest clear and visible signage for the trail that accesses the waterfront through the UPRR property.

ALTERNATIVES:
Continue conversations with UPRR regarding whether the connection to waterfront will be via an overpass or underpass.

THINGS TO CONSIDER:
Proposed cross section lane widths may vary from bridge and care should be taken as to how this transition occurs.
The Standard Cross Section is recommended for this segment.
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 steep grade and sharp curves of Highway 30 leading to the Twin Tunnels from downtown Mosier create problems with sight visibility for travelers on the road, and conflicts can occur with cars going at higher speeds. The following recommendations are intended to create safer road conditions for people walking and bicycling:

1. A painted bike lane in the uphill direction out of town to the Twin Tunnels.
2. Sharrows painted in the downhill direction going into downtown Mosier, if space constraints do not allow for 2-way bike lanes.
3. Further research and study of alternative recommendations.
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. This is proposed because bicycle and vehicles are likely to travel at similar speeds in the downhill direction but have a significant speed differential in the uphill direction.

A sharrow communicates to automobile drivers that cyclists may be present and have full access to the lane. A painted bike lane in the uphill direction allows space for cyclists to be out of the lane and allows automobile traffic to pass safely.

Further study along the entire road segment is needed to identify what lane, bike lane, and shoulder widths are possible.
NEXT STEPS
As implementation of the Slow Mo’ Design Concept moves forward and future conversations with stakeholders occur, the following issues should be kept in mind:

PRIORITIZATION
The City of Mosier should strive to implement the proposed Design Concept in its entirety to have the greatest impact and meet the goals for this project. If this is not feasible and difficult choices must be made, Mosier should consider the relative costs and impacts of each element. For example:

Sidewalks may have the highest impact in terms of comfort and traffic calming, but at a high cost.

Crosswalks can significantly impact safety at intersections, and are relatively affordable.

Bike lanes can have a high impact on safety and serve as a visual cue that Mosier is a bicycle-friendly community. They are also fairly low cost to implement.
ALTERNATIVES TO BIG MOVES
The two proposed “big moves,” the intersection reconfiguration and the shared street zone, are the most extensive and expensive recommendations in the Design Concept. As such, alternatives may need to be explored.

INTERSECTION RECONFIGURATION:
- Ensure that any striping scheme addresses safe bicycle and pedestrian crossings.
- Acknowledge the Historic Columbia River Highway historic alignment and/or pavement if the reconfiguration alters it significantly.

SHARED STREET:
- Consider other paving materials or textures, while ensuring that materials are aligned with the Historic Columbia River Highway Commission Guidelines.
- Maintain asphalt paving and use bollards along sidewalks to delineate pedestrian space, especially at curb extensions in this zone.
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 Strategy Toolbox (Appendix B) outlines additional programs Mosier could undertake in order to meet project goals, each rated by cost and permanence. The following four programs were chosen as priorities based on community feedback and discussions with stakeholders:

- **SAFE ROUTES TO SCHOOL**
- **SHARED STREET MARKETING**
- **MAIN STREET EVENTS**
- **BIKE-FRIENDLY BUSINESSES**

The pages that follow provide a brief overview of each program, along with recommended next steps, and helpful resources.

Developing a scenic bikeway through Mosier was also identified as a top priority program throughout the community engagement process. There are many stakeholders invested in and working on this issue, however additional progress is unlikely until there are significant safety improvements along a connected route through the Gorge for people traveling by bike. The City of Mosier should continue to be involved in these discussions and efforts to create safe bicycling routes through Mosier and beyond.
SAFE ROUTES TO SCHOOLS

Bike Rodeos can be a fun way to teach bike safety skills

A walking school bus or walk to school day event makes walking to school fun and social
Safe Routes to School (SRTS) programs teach students safe walking and bicycling skills and build enthusiasm for active transportation. A comprehensive Safe Routes to School program addresses 5 E’s: Education, Encouragement, Enforcement, Engineering, and Evaluation. A key recommendation of the 2015 Wasco Co. Childhood Obesity Action Plan, there is significant community support for a Safe Routes to School program at Mosier Community School.

RECOMMENDED NEXT STEPS:

1. **Complete a SRTS Action Plan for Mosier Community School**
   Action Plans help demonstrate need for SRTS improvements and are required in order to be eligible for the Oregon Department of Transportation (ODOT)’s non-infrastructure SRTS funding program, TSD-SRTS. These funds can be used for education, encouragement, and enforcement efforts. ODOT periodically offers mini-grants to help cover the costs associated with completing a SRTS Action Plan.


2. **Develop partnerships to implement SRTS programs**
   SRTS programs can be implemented by volunteers, parents, and school staff. SRTS programs can start small, for example Mosier could host an annual Walk + Bike to School Day event or integrate short lessons on safe walking and bicycling habits into the school curriculum. These programs can easily be scaled up as time and resources allow. Community members at the open house identified low-cost helmet sales/free fittings as a top priority, followed by a family bike rodeo, and an after-school build-a-bike program.

3. **Apply for Safe Routes to School funding**
   The City of Mosier should apply for a state Safe Routes to School grant to help fund education and encouragement programs, street safety improvements, and/or enhanced enforcement. The Oregon Department of Transportation currently funds infrastructure programs through the Enhance STIP Program and non-infrastructure projects through the TSD-SRTS funding pool.

   For up-to-date information on SRTS funding opportunities in Oregon, visit: [http://oregonsaferoutes.org/resources/grants](http://oregonsaferoutes.org/resources/grants)

**RESOURCES:**

- ODOT has a Safe Routes to School resource page, which includes information about planning and implementing SRTS programs, grant opportunities, and educational and marketing resources: [http://oregonsaferoutes.org/](http://oregonsaferoutes.org/)

- Free Safe Routes to School stickers, temporary tattoos, and coloring books can be ordered from the Oregon Department of Transportation: [http://www.oregon.gov/odot/ts/pages/tsdbrochures.aspx](http://www.oregon.gov/odot/ts/pages/tsdbrochures.aspx)

- The National Center for Safe Routes to School is a one-stop shop for SRTS resources: [http://www.saferoutesinfo.org/](http://www.saferoutesinfo.org/)

- There are many sources for affordable helmets, which can be sold at cost or given away, including: [http://www.helmetsrus.net/](http://www.helmetsrus.net/)
SHARED STREET MARKETING

This Bike Pittsburgh ad campaign helps dispel stereotypes about who rides a bike

via BikePGH.com

A campaign in Tacoma, WA reminds all users to share the road

via City of Tacoma
Shared street marketing campaigns can reinforce the rules of the road, encourage courtesy, and promote a local culture of walking and bicycling. The chosen messages could be placed on yard signs, banners, and/or on flyers or postcards distributed locally.

RECOMMENDED NEXT STEPS:

1. **Partner with designers**
The City of Mosier should work with a designer to develop a shared street marketing campaign that reflects the community culture. There may be a local designer willing to donate their services or accept a reduced fee. Mosier could also consider working with Mosier Community School or approaching colleges or universities with graphic design/marketing programs to inquire about student projects or design competitions.

2. **Develop the message**
Community members at the open house identified “Slow Down” and “Share the Road” as two key messages for a shared street marketing campaign. In general, positive or thought-provoking messages (rather than fear-based messages) tend to be most effective.

3. **Spread the word!**
In order to be effective, the shared street marketing campaign needs to be seen. At the open house, outdoor banners and posters at local businesses were identified as top ways to spread the message, followed by yard signs.

RESOURCES:

- Searching for terms like “Bike Safety Messages” or “Share the Road Campaign” on Google or Pinterest is a great way to help identify messages and images that resonate in Mosier. Some communities may be happy to let you borrow a favorite concept or tagline - just ask! For inspiration and ideas, check out: [https://www.pinterest.com/ActiveTranspo/shared-street-marketing/](https://www.pinterest.com/ActiveTranspo/shared-street-marketing/)
MAIN STREET EVENTS

Buffalo, NY - This Play Streets event has taken over a street highlighting physical activity.

A community cider press would highlight Mosier’s agricultural assets.
Hosting events on and around Main Street can help establish downtown Mosier as a hub of community life. Events can highlight Mosier’s unique assets, for example an annual cider squeeze or fruit pie festival. Partnerships with existing community organizations should also be explored, for example, a Play Streets event with the Wasco Childhood Obesity Community Action Plan partners.

When appropriate, event organizers should consider promoting these events regionally to attract visitors to Mosier.

RECOMMENDED NEXT STEPS:

1. **Plan events that happen during the off-peak season to bring people to Main Street**
   We heard from community members and project stakeholders that events are most needed in the Fall, Winter, and Spring to help bring year-round vitality to Main Street and support local businesses during slow months. Event ideas during these seasons include:
   - Día de los Muertos community art projects and procession
   - Winter Solstice / First Night Stargazing Walk
   - Worst Day of the Year Bike Ride
   - Community Garage Sale / Reuse Fair / Fix-it Fair

2. **Plan events that build off Mosier’s strengths**
   At the open house, we asked the Mosier community for specific event ideas. The most popular suggestions were food and agriculture related, such as a cherry festival or an apple parade. Events that celebrated walking and bicycling and those that focused on art and music were also very popular, these ideas ranged from a craftsman fair to a 0.25K (very short and inclusive) race. The full list of suggested events can be found in Appendix A.

3. **Support and promote existing events**
   Explore opportunities to expand existing events and grow participation. For example, the Mosier Farmers’ Market was repeatedly brought up as an excellent local event. The City and other partners could explore ways to extend the season, promote the market in surrounding communities, or attract new vendors.

RESOURCES:

- The League of American Bicyclists Open Streets Guide is full of resources for planning Open Streets events. While focused on larger cities, Mosier could adapt the ideas for local use: [http://nacto.org/docs/usdg/smaller_open_streets_guide_final_print_alliance_biking_walking.pdf](http://nacto.org/docs/usdg/smaller_open_streets_guide_final_print_alliance_biking_walking.pdf)
A Bike Friendly Business sign can include up to four icons.

The Oakridge Lodge and Guest House proudly displays their Bike Friendly Business sign.
Travel Oregon’s Bike Friendly Business program provides an opportunity for businesses to promote their services to people traveling by bicycle. This program would provide valuable information to the high number of people riding bicycles through Mosier each day and encourage them to stop and peruse local shops, sip a glass of cider, or have an ice cream cone.

**Recommended Next Steps:**

1. **Encourage local businesses to apply for Bike-Friendly Business status**
   The City of Mosier can educate local businesses about the Bike-Friendly Business program and encourage them to apply. The community can also help promote bike-friendly businesses, with an emphasis on stopping and spending money in Mosier, not just passing through.

2. **Build more public bike-friendly amenities**
   In order to share the costs of bike-friendly investments and ensure availability year-round, there should also be public investment in bike-friendly amenities. The need for a permanent, public restroom in town was a common refrain during community outreach. Water bottle fill-up stations and additional bike parking were also high-priority requests.

3. **Consider applying for Bicycle Friendly Community status**
   The League of American Bicyclists Bicycle Friendly Community program confers bronze, silver, gold, and platinum awards on communities that make bicycling safe, easy, and fun. The quick assessment tool or full application process can help Mosier identify ways to become more bicycle-friendly.

**Resources:**

- Travel Oregon has many resources available as part of its Bike Friendly Business Program. Businesses can attain “bike-friendly” status by offering a wide variety of amenities, including bicycle parking, water bottle fill-up stations, or wi-fi. Once their application has been approved, businesses are promoted through the Travel Oregon and RideOregonRide web pages. Businesses can then choose to purchase a sign for approximately $30 to further promote their status as a Bike Friendly Business. More information is available at: [http://industry.traveloregon.com/industry-resources/product-development/bike-friendly-business-program/](http://industry.traveloregon.com/industry-resources/product-development/bike-friendly-business-program/)

- Whether Mosier applies for Bicycle Friendly Community status or not, the League of American Bicyclists Bicycle Friendly Community program has many resources to help improve safety and access for people on bikes. The quick assessment tool or full application can help communities identify areas where additional focus is needed. For more information, visit: [http://bikeleague.org/community](http://bikeleague.org/community)
INTRODUCTION
PLANNING CONTEXT
EXISTING CONDITIONS
COMMUNITY OUTREACH
DESIGN
PROGRAMS
FINAL RECOMMENDATIONS

FINAL RECOMMENDATIONS
Throughout the Slow Mo’ planning process, “will this be implemented?” was a common refrain at community events. The Mosier community is clearly invested in a Main Street that reflects the goals of this project: a Main Street that is safe and comfortable for all modes, that serves as a community centerpiece, that supports a thriving downtown, and that connects to the HCRH State Trail. The City of Mosier, ODOT, and project partners should work together to ensure that this community vision becomes a reality.

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 next steps.

The Kaleidoscope team has been so honored to be welcomed into the Mosier Community to work on this project - we look forward to seeing how Mosier’s Main Street transforms!

COMMUNITY ENGAGEMENT

Besides being an Oregon Statewide Planning Goal, community engagement is clearly a high priority and part of the culture in Mosier. As the City works to implement the Slow Mo’ Plan, they should continue to engage the already civically active members of the community, but also dedicate significant effort to engaging folks whose voices are usually not heard.

Building relationships with a variety of stakeholder groups is an ongoing and evolving process. All segments of the community need to be actively engaged by the City on a regular basis, not just for specific projects, in order to build trust and a sense of belonging in the civic life of the community.

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**

The proposed physical changes represented in the design portion of this plan are a direct result and reflection of the needs and values of stakeholder groups, industry best practices, and the community of Mosier.

Moving forward will require funding for professional design and implementation of these ideas. Implementing this design will have direct influence how this stretch of highway becomes shared among the various users to create a place that positively contributes to a thriving downtown. These items will be of importance in the near term:

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 future investors and developers and conversations should happen around the opportunities present when the UPRR property ownership is transferred.

**PROGRAMS**

Programs are a great way to help create the Main Street that Mosier would like to see right away. Programs can be implemented in the short-term with limited resources, and you don’t need to be a City official or to have an engineering background to have a big impact.

1. **Think Short-Term**: You can make Mosier’s Main Street better today. Maybe it’s teaching a neighborhood kid how to fix a flat, patronizing a local business, or inviting a friend on a lunchtime walk. It could be driving the speed limit and being extra aware of people walking and biking or volunteering to help plan a Walk and Bike to School Day event. 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, or enthusiasm. Programs aren’t just the purview of City Hall, everyone in Mosier has a stake in a better Main Street!
MEET THE TEAM

Kaleidoscope Student Planners are a team of six students in their final year of the Master of Urban and Regional Planning program at Portland State University. They are excited to apply their diverse backgrounds and skillsets to bring the community’s vision of Main Street Mosier to life.

BRANDI CAMPBELL
Visual Communications Lead

Brandi grew up in the San Francisco Bay Area where she developed her activist and artistic spirit, and received her B.S. in Environmental Studies. She has a rich professional and academic background that exemplifies her commitment to equity and environmental work. Brandi is most excited about using community feedback to design spaces and places around the experience of walkers and bikers, and planning ecological communities for everyone.

AMANDA DAVIDOWITZ
Project Manager

Living in New York City for ten years made Amanda passionate about sustainable urban living and inspired her to move to Portland to pursue a Master of Urban and Regional Planning degree, which she will receive along with a Graduate Certificate in Sustainability. She is most excited about collaborating with innovators and risk-takers to create cities, communities, and buildings that are thriving ecosystems equally supporting human life and the natural world.

NEIL HELLER
Design Lead

Originally from Buffalo, New York but having spent the last decade in the Ozark Mountains of Arkansas, Neil has seen how place and culture are intertwined. He is very interested in learning about people, their places, their opportunities, and challenges. Neil is optimistic that the Slow Mo’ Plan is an important asset to the community of Mosier as they pursue retrofitting the Historic Columbia River Highway to match their current values and needs.

LIZ KASTER
Content Lead

Liz hails from the Minnesota tundra; she moved to the Pacific Northwest ten years ago in search of mountains, salt water, and tall trees. Liz specializes in active transportation planning and loves working with communities to make streets safe and enjoyable for people, not just cars. She got her start in this field planning bike events, which solidified her belief in the importance of programs that build community around walking and bicycling.

MATT LEE
Research Lead

Growing up in the foothills of Virginian Appalachia, Matt relocated to Cascadia nine years ago. His background is in natural resource management and horticulture. After working in the wilderness as a field biologist and commuting to cities on days off, he recognized a need for greater integration between rural and urban landscapes. He feels we can accomplish this without sacrificing the qualities that distinguish either while creating better environments.

KATHY WILSON
Public Engagement Lead

Kathy was born and raised in Massachusetts, but has found her heart in the Pacific Northwest. Her background in social work and she hopes to use her planning degree to solve issues like access to affordable housing and employment. Her professional purpose is to empower marginalized communities that encourages shared learning, mutual gains, and brings about a more empathetic and equitable perspective in institutional decision-making processes.
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Quin Murphy, Community Outreach
Israel Urenda, Community Outreach

Members of the Kaleidoscope team developed a keen eye for the beauty and character of Mosier. All photos not sourced throughout the Slow Mo’ Plan were taken by the Kaleidoscope Student Planners on our many visits.