



The City of Hillsboro's Downtown Enhancement Program

A community strategy to revitalize our historic center

- Arts & Culture • Storefront Improvement Grant Program
- Health & Education District • Special Events • Framework Plan • Urban Renewal District • Accessibility Project • New Downtown Zone • Economic Improvement District • Wayfinding Signs & Information • Parking Strategy



Downtown Hillsboro is our community's historic center and the heart of our city. The City of Hillsboro has partnered with property owners, business owners, and other community supporters to help develop the Downtown Enhancement Program - a comprehensive strategy to continue Downtown Hillsboro's revitalization. The program includes these 11 elements designed to help Downtown Hillsboro reach its full potential.

Arts & Culture

The community's shared vision for Downtown Hillsboro imagines a more active, vibrant place; and the contributions offered by arts, culture, and creative organizations are key ingredients for continued revitalization. The Glenn & Viola Walters Cultural Arts Center, HART Theatre, The Venetian Theater, Sequoia Gallery, and other venues are creating new engagement opportunities for Hillsboro residents. In addition, Bag & Baggage, the City's only professional theater company, has purchased the building at 350 East Main Street to serve as a permanent home for future performances.

Downtown Storefront Improvement Grant Program

Downtown property owners or business owners who transform their storefronts are eligible to receive grant funding of up to \$40,000 to improve the appearance and curb appeal of their commercial building. The dollar-for-dollar matching grants are designed to stimulate economic performance, attract new investment, and inspire community pride.



Health & Education District

The strategic partnership between Tuality Healthcare, Pacific University's Health Professions Campus, the City of Hillsboro, the Virginia Garcia Memorial Health Center, and Portland Community College led to the creation of Hillsboro's Health & Education District. Located along Oak, Baseline, and Washington Streets – between 6th and 10th Avenues – the district creates synergies that benefit the partners and community as a whole.

Downtown Events

Downtown Hillsboro is a family-friendly destination where different generations enjoy spending time together. Adding to the experience is the series of festivals, farmers' markets and other events that take place throughout the year in Downtown. From Holly Days to Celebrate Hillsboro, from the Latino Festival to the July 4th Parade, and from the Tuesday Night Market to the Saturday Farmers' Market, the City of Hillsboro and partnering organizations work together to bring our community together in Downtown Hillsboro.



Downtown Framework Plan

The citizens of Hillsboro provided extensive input in creating a vision for the community's future. The Downtown Framework Plan, adopted by the City Council in 2009, identifies specific short- and long-term actions to take in pursuit of a healthy, stable, and sustainable Downtown and surrounding neighborhoods.

Downtown Urban Renewal District

Adopted by the City Council in 2010, the Downtown Urban Renewal Plan and Report established the urban renewal district that supports new investment in Downtown Hillsboro. Urban renewal resources have supported the development of the 4th Main project; the City's Storefront Improvement Program; the loan that helped Bag & Baggage Theatre Company to purchase the building at 350 East Main Street; and the Main Street Enhancement Initiative, a partnership with Metro to award grant monies to Downtown property owners for façade improvements.

Downtown Accessibility Project

The City of Hillsboro is addressing the key question of how Downtown streets can enhance economic vitality and livability through the Downtown Accessibility Project. Following a June 2010 walkability workshop, the City and Metro worked together to increase access to Downtown. While efforts have been focused on decoupling the street network in Downtown Hillsboro, other strategies include streetscape planning that creates a more user-friendly and attractive environment.

New Downtown Zone

Recognizing that zoning ordinance provisions for Downtown Hillsboro created a hindrance to redevelopment, the City successfully simplified and streamlined zoning requirements in Downtown by consolidating three zones into one. The new Downtown zone includes realistic standards for maximum densities, minimum parking, and building stepbacks, and allows for the type of development envisioned for Downtown, such as the 4th Main mixed-use project.



Economic Improvement District

Downtown Hillsboro's Economic Improvement District (EID) funds non-infrastructure projects, such as Downtown operations management and advocacy; Downtown business recruitment; Downtown promotions and marketing; and Downtown streetscape enhancements, such as bike racks, benches, and garbage containers. All Downtown property owners contribute to the EID via an assessment that supplements City services. The EID funds the recently-formed Hillsboro Downtown Partnership, which hired an Executive Director in September 2015.

Continued on back page

Wayfinding Signs and Downtown Information

Downtown will be one of the first installations of Hillsboro's new wayfinding system in 2016. The wayfinding program includes welcome gateways, vehicular and pedestrian directional signs, information kiosks, and parking identification. The beautiful and functional design is unique to Hillsboro, represents our diverse community, and is a result of input from residents, community organizations, business and neighborhood groups, and our youth. Goals for Hillsboro's wayfinding are to create a sense that you've arrived to an amazing City; to build identity and pride; and to help locals and visitors navigate and discover Hillsboro's history, parks, culture and businesses.

Maintenance & Beautification Program

Maintaining Downtown's infrastructure is an important aspect of the area's continued revitalization. Upcoming maintenance projects for Downtown Hillsboro include improving sanitary sewers to prevent ground water infiltration, repaving numerous roads, and adding curb extensions to shorten the crossing distance for pedestrians. In addition to this work, Hillsboro is developing a plan for the full reconstruction of many of the streets bounded by North 1st Avenue, Northeast Grant Street, Northeast 5th Avenue, and Northeast Lincoln Street.

Parking Strategy

The City of Hillsboro is working with private property owners on a parking management strategy to benefit Downtown shoppers, employees, and others who require more than two hours of parking time on their visit to Downtown. Current efforts include the study of the existing off-street parking supply, and the determination of where shared-parking agreements make sense. In conjunction with the wayfinding program, City staff are studying how best to provide signage directing Downtown visitors to public parking spaces.

For more information, please contact Economic Development Project Manager Karla Antonini by calling 503-681-6181 or emailing Karla.Antonini@Hillsboro-Oregon.gov.

