



Downtown Detroit Vision Plan

May 2024

Detroit, OR

SERA

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Introduction

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Project Overview

DOWNTOWN DETROIT VISION PLAN



Why a vision plan? (and why now?)

Following the 2020 wildfires that destroyed communities along the Santiam Canyon, the City of Detroit was faced with many challenges, including rebuilding its core commercial area. Community members began to think about what this rebuilding could look like and identified a need for revisiting a future for a more resilient Downtown Detroit.

The Vision Plan team, led by members of Detroit City Council and supported by Marion County and a consultant team from SERA Design, observed existing conditions of the area, refined the definition of the future commercial core, and developed a vision plan for short and long-term rebuilding.

We sought input from the community along the way and gained valuable insight from Detroit's residents and visitors to form this vision.

The Vision Plan will help community leaders to implement zoning codes and other regulations that will guide future development, as development pressures increase. As infrastructure projects occur in the Canyon (e.g., sewer), the City will see more development pressure and interest in the coming years. In the near term, the plan also offers recommendations for temporary installations that help realize the vision while waiting for key infrastructure projects.

Plan Organization

DOWNTOWN DETROIT VISION PLAN



How should I use this plan?

The **Introduction** section provides background on the visioning process. It documents what the design team learned during initial observations as well as during community engagement efforts.

The **Vision Plan** section illustrates the outcome of the site observations and community outreach. It defines a general design theme for Downtown Detroit and presents the recommended improvements to the built environment and public realm that will help achieve this theme.

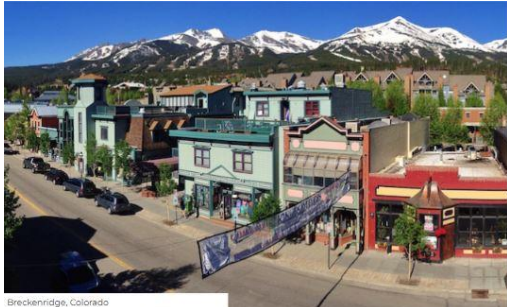
The **Recommendations** section closes out the Vision Plan and presents the next steps for implementation of the Vision Plan. The recommendations include actions the City can take, as well as potential opportunities for community members, property owners, and other key stakeholders to champion parts of the vision.

The Vision Plan is intended to provide enough structure and guidance to move forward with a cohesive design, but includes room for flexibility as opportunities in Downtown evolve over time.

Process Summary

DOWNTOWN DETROIT VISION PLAN

Medium Density Main Street



Breckenridge, Colorado

- 1 -2 story building height

Connection to Lakeside



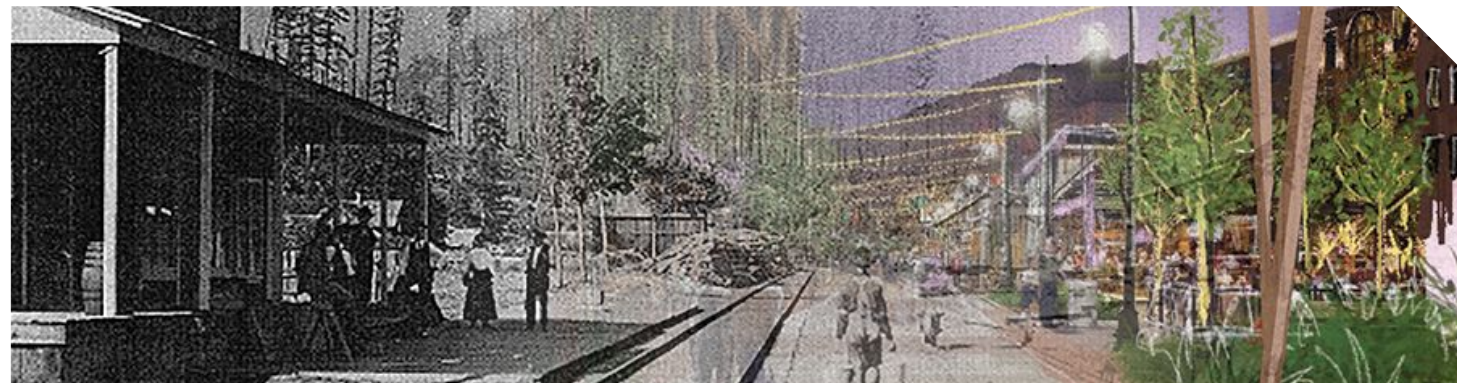
- Lakeview Gathering Spaces

Food Truck Pod / Public Gathering Space



Tumalo, Oregon

- Informal space for community gathering



"Don't like monotonous. Don't want everything to look alike"



"Too downtown/ city feeling!"



"Need workforce housing. Apartments above commercial in downtown"



How does the plan incorporate community feedback?

The process of developing the vision plan included several touchpoints with the Detroit community in a range of formats. The design team reviewed previous planning and engagement work for the Downtown area; held meetings with City Council, key stakeholders, and the Technical Advisory Committee; engaged with the community at an in-person workshop in July 2023 and a virtual presentation in September 2023; and collected additional feedback from community members through an online survey in September 2023.

The design team incorporated the feedback from community members into the final Vision Plan. While the Vision Plan may not reflect everyone's preferred design, it is intended to include at least one component that inspires each community member to champion and help implement in the future of Downtown Detroit.

Process Summary

DOWNTOWN DETROIT VISION PLAN

The Visioning Survey for Downtown Detroit was available for community input in September 2023. This was an opportunity for those who prefer virtual formats, or could not attend previous events, to provide their feedback on the potential design ideas and themes for Downtown Detroit.

Look and Feel of Downtown

Top Responses:



Shade structures for outdoor gathering



Sidewalks and Landscaping designed for outdoor gathering/lingering



Heavy Timber Architectural Styles



Centralized Food Truck Pods

Temporary Installations

Top Response:

Comments:

"We should encourage **community gathering and pride** in the town"

"**Timber look to represent a timber town**"

"Don't want to lose the small-town feel"

"Respondents would **prefer the town not look crowded**"

"The town should still be **affordable for the average citizen**"

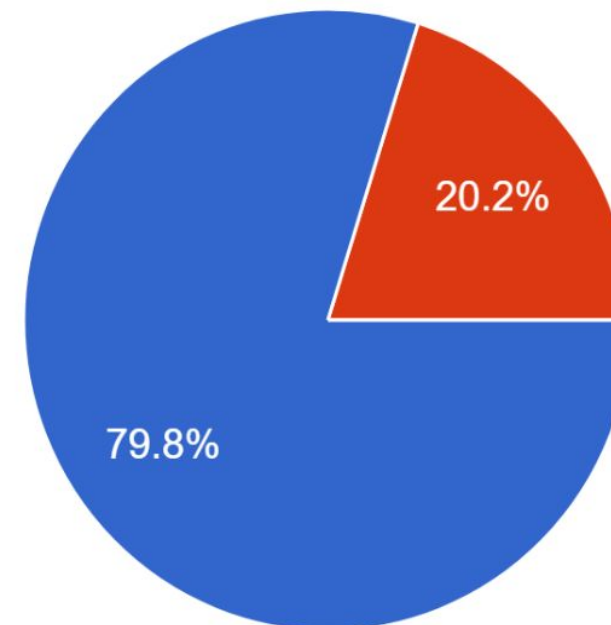
"Places for **families to gather** [both] inside and out"

Vision Statement

"Our vision is to transform the town into a haven of fun with odes to the history of the Timber industry."

Do you feel like this vision statement accurately describes your hopes for the future of Detroit?

80% said Yes!



■ Yes
■ No

For those who said "No" feedback includes:

"The vision **should look forward into Detroit's future without focusing** too much on the past"

"Make **sustainable amenities** for the people who live here **year-round**"

"We need **affordable housing**"

Residents want "the former recreational, small town, **family-friendly vibe** back"

Site Observations

DOWNTOWN DETROIT VISION PLAN

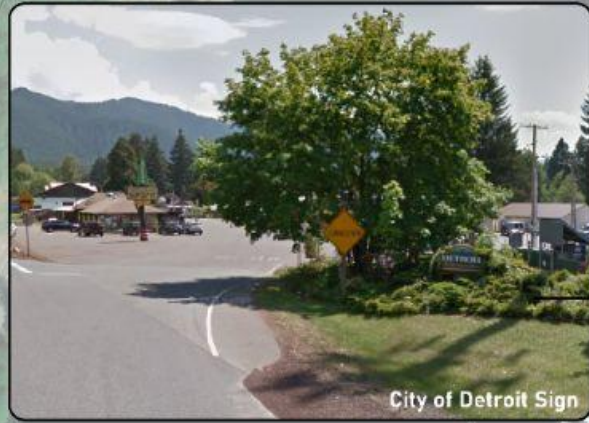
What did the design team observe in Downtown Detroit?

The design team visited Downtown Detroit and participated in a tour with key stakeholders in June 2023. The tour helped to further define the study area, including the commercial center for Downtown Detroit. This definition was used for the remainder of the project and served as the basis for the Vision Plan.

In addition to understanding the existing conditions of the future core commercial areas, it was also important to study the area's context within the City of Detroit and the key connections to and through Downtown, such as Highway 22, Detroit Ave, and Forest Ave.

The design team noted key opportunities and constraints to consider for development of the Vision Plan. These observations are documented on the map on the next page.





City of Detroit Sign



Intersection of Detroit Ave + D St



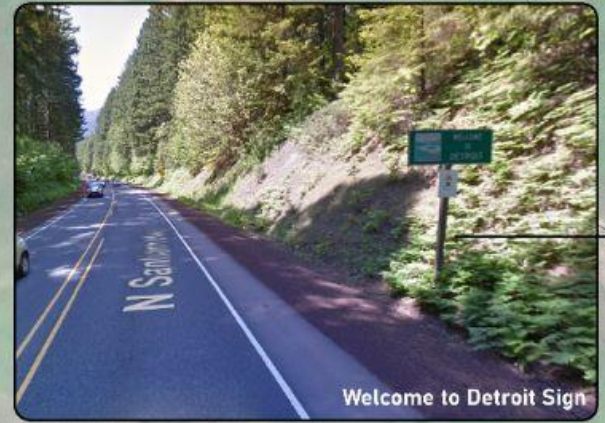
Pedestrian Crossing



Detroit City Park



Intersection of Forest Ave + Detroit Ave



Welcome to Detroit Sign



Project Study Area

0 100 200 400
1 Inch = 125 Feet [24 x 36]

Vision Plan

Vision Statement /
Overview

Overall Vision Plan

Short Term Vision

Long Term Vision

02

Vision Statement

DOWNTOWN DETROIT VISION PLAN

The Vision Plan is anchored by a vision statement that succinctly summarizes the feedback from the community to inspire the future of Downtown Detroit.

The maps and graphics on the following pages illustrate what this vision could look like in Detroit. The overall vision plan is further divided into design interventions that could occur in the short term and in the long term. Given timing constraints of upcoming infrastructure projects (e.g., sewer), the short-term vision plan offers temporary or low-barrier solutions to sustain the momentum for rebuilding Detroit while recognizing some improvements will not be possible or effective until sewer improvements occur.



Our vision is to transform the town into a haven of fun with odes to the history of the Timber industry.

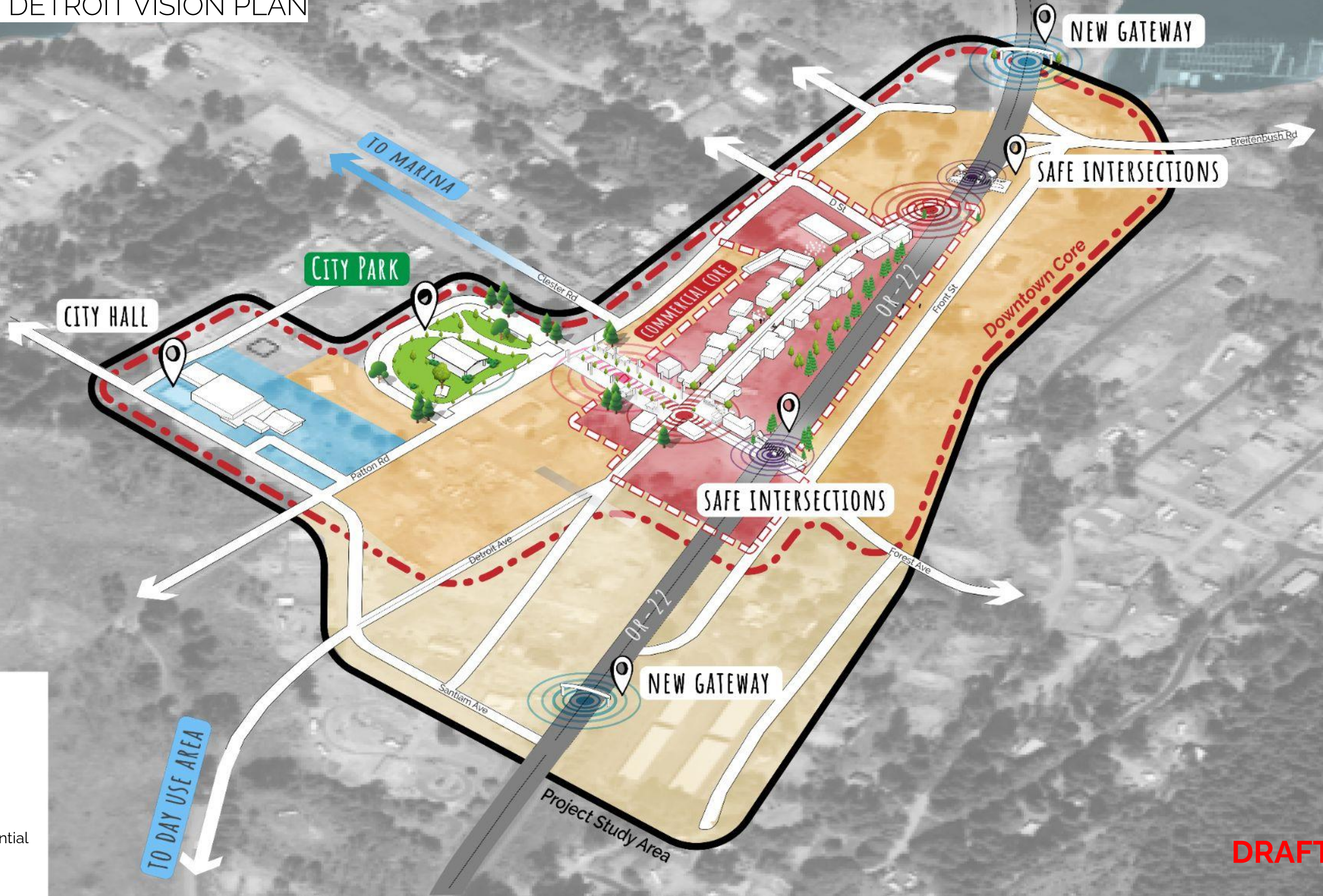


Images are intended to represent the vision statement and reflect preferred designs and themes stated by the community. They are examples from other cities and can serve as inspiration for the future of Downtown Detroit.



Overall Vision

DOWNTOWN DETROIT VISION PLAN



DRAFT

Short-Term Vision

DOWNTOWN DETROIT VISION PLAN

The short-term vision focuses on solutions that activate the public realm (sidewalks, gatherings spaces, streets, crosswalks, etc.). These solutions may be temporary, with more permanent ones taking their place after the sewer improvements take place. These short-term solutions allow the City to act on the vision plan without needing to wait for sewer construction. These improvements can inspire residents and visitors to continue to rebuild Downtown Detroit.



Food Truck Pod

Informal Planters

Informal Colorful Pavers

Pop-up Plaza/bar

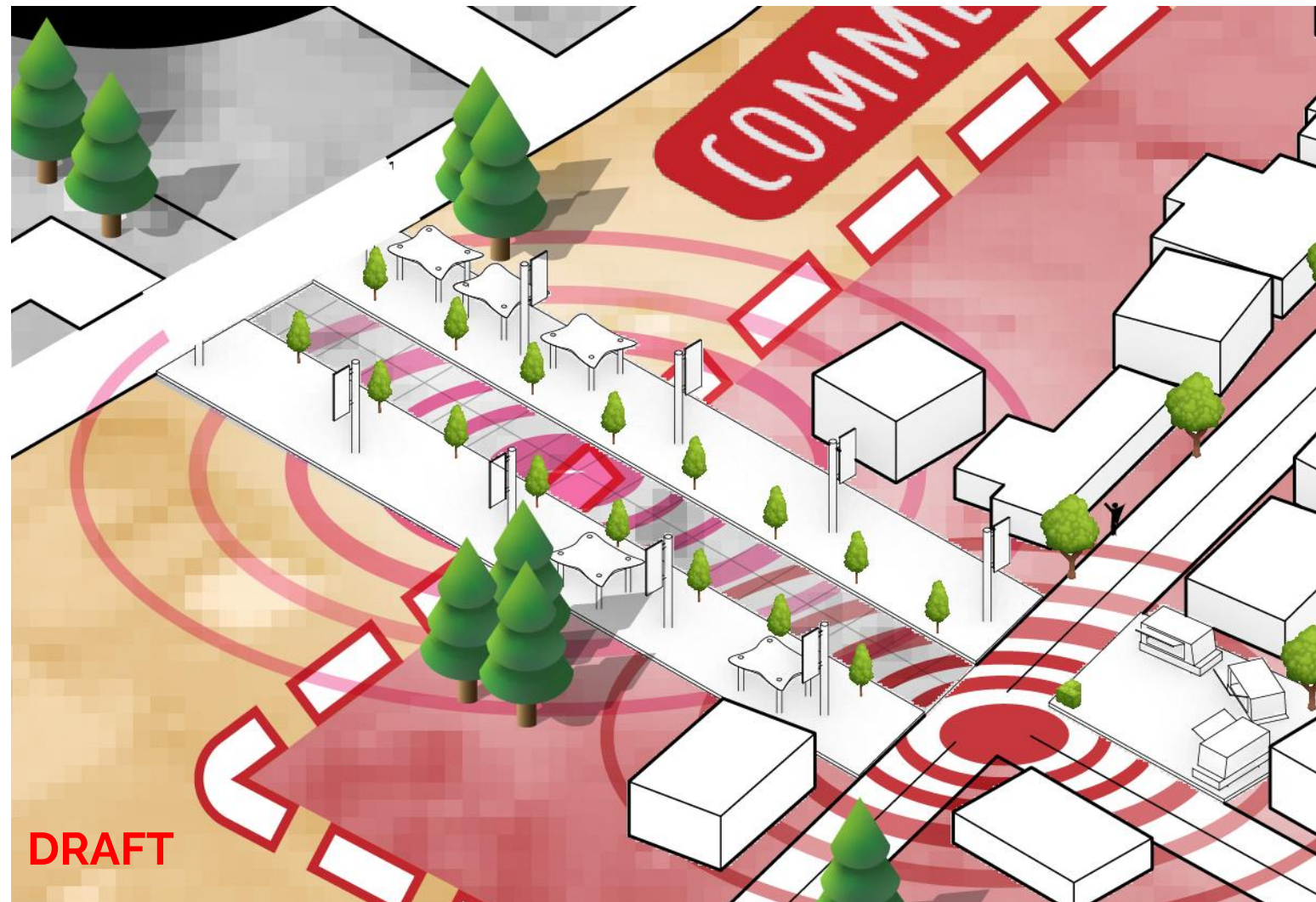
Informal Seating

DRAFT

Active Gathering Spaces

SHORT TERM VISION PLAN

Create programmed gathering spaces along Forest avenue to connect Detroit Ave to Detroit City Park.



Highest rated images in community outreach.



"Bigger scale and more seating!"

Safe Intersections

SHORT TERM VISION PLAN

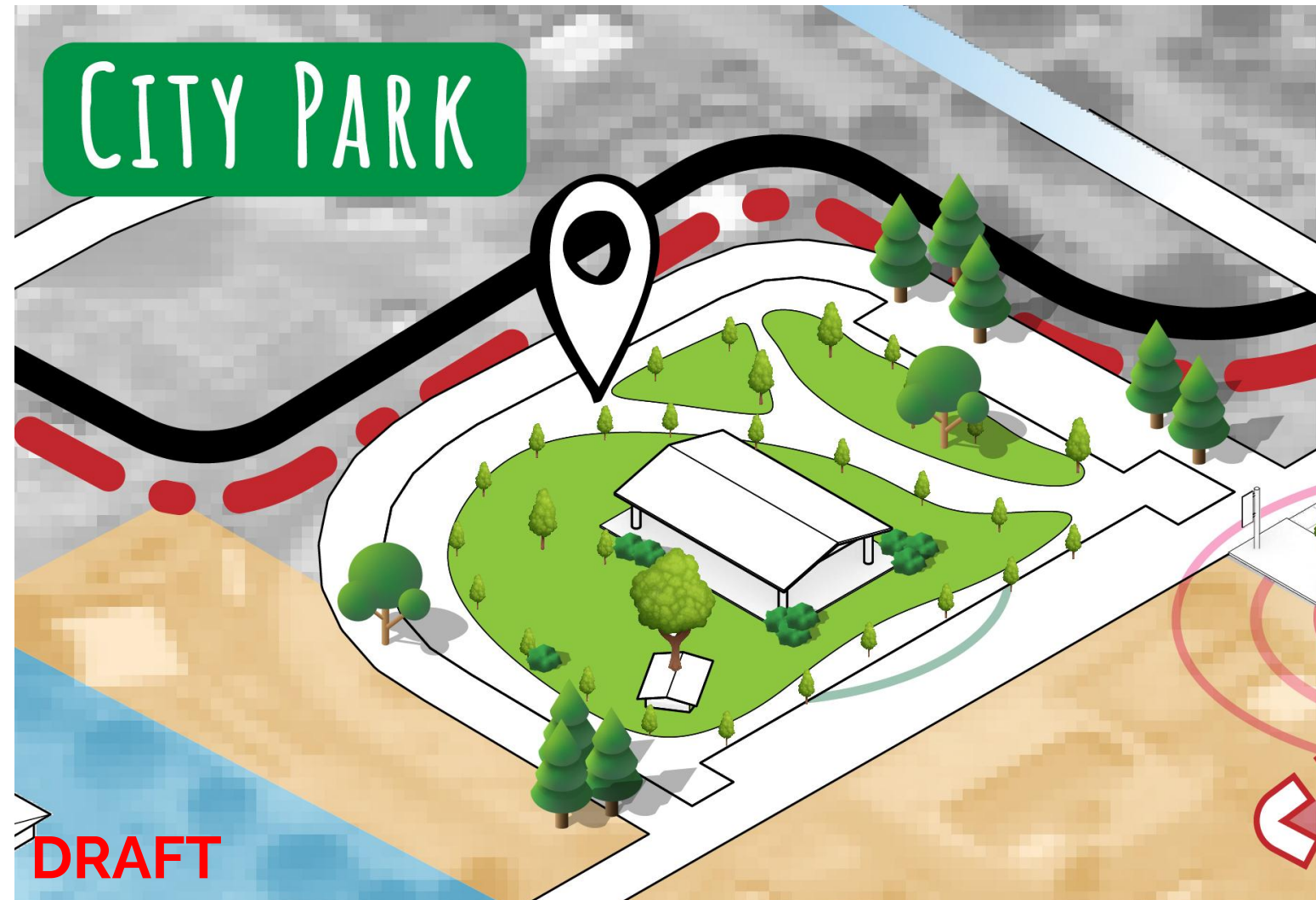
Increase safety at pedestrian crossings along OR-22 as well as the intersection of Forest Ave and Detroit Ave.



City Park Improvements

SHORT TERM VISION PLAN

Improvements in Detroit City Park to increase shaded areas and create programmable space.



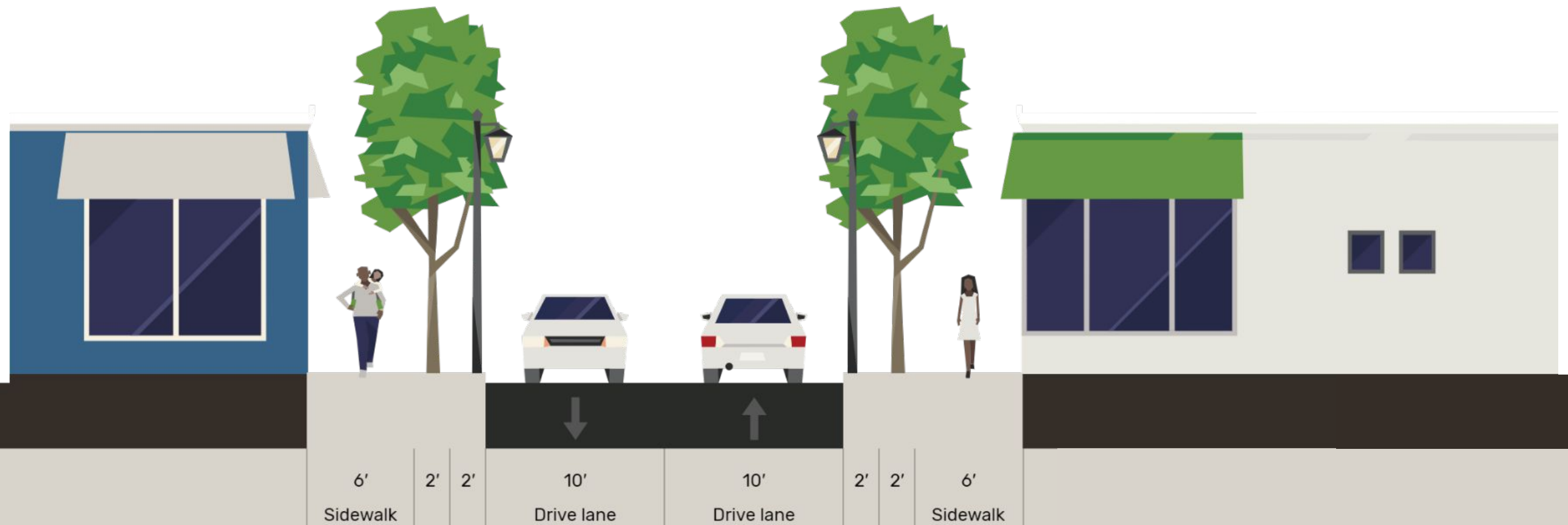
Highest rated images in community outreach.



Street Sections

FOREST AVE - 40' WIDE

Forest Ave



Long-Term Vision

DOWNTOWN DETROIT VISION PLAN

The long-term vision for Downtown Detroit reflects improvements to the built environment and public realm. It has improved streetscape elements and keeps some low-barrier solutions from the short-term vision. As new development comes to Downtown Detroit, it fits the design theme set forth in the vision plan.



Public Gathering / Plaza Space

Improved Lighting Elements

1 -2 Story Building Height

Food Truck Pod

Improved Streetscape Elements

DETROIT AVE

New Gateway

LONG TERM VISION PLAN

Create a new gateway to Detroit along OR-22 to signify an arrival and slow down traffic along OR-22.



DRAFT



Highest rated images in community outreach.



"Gates - metal art sign (understated + artistic)"

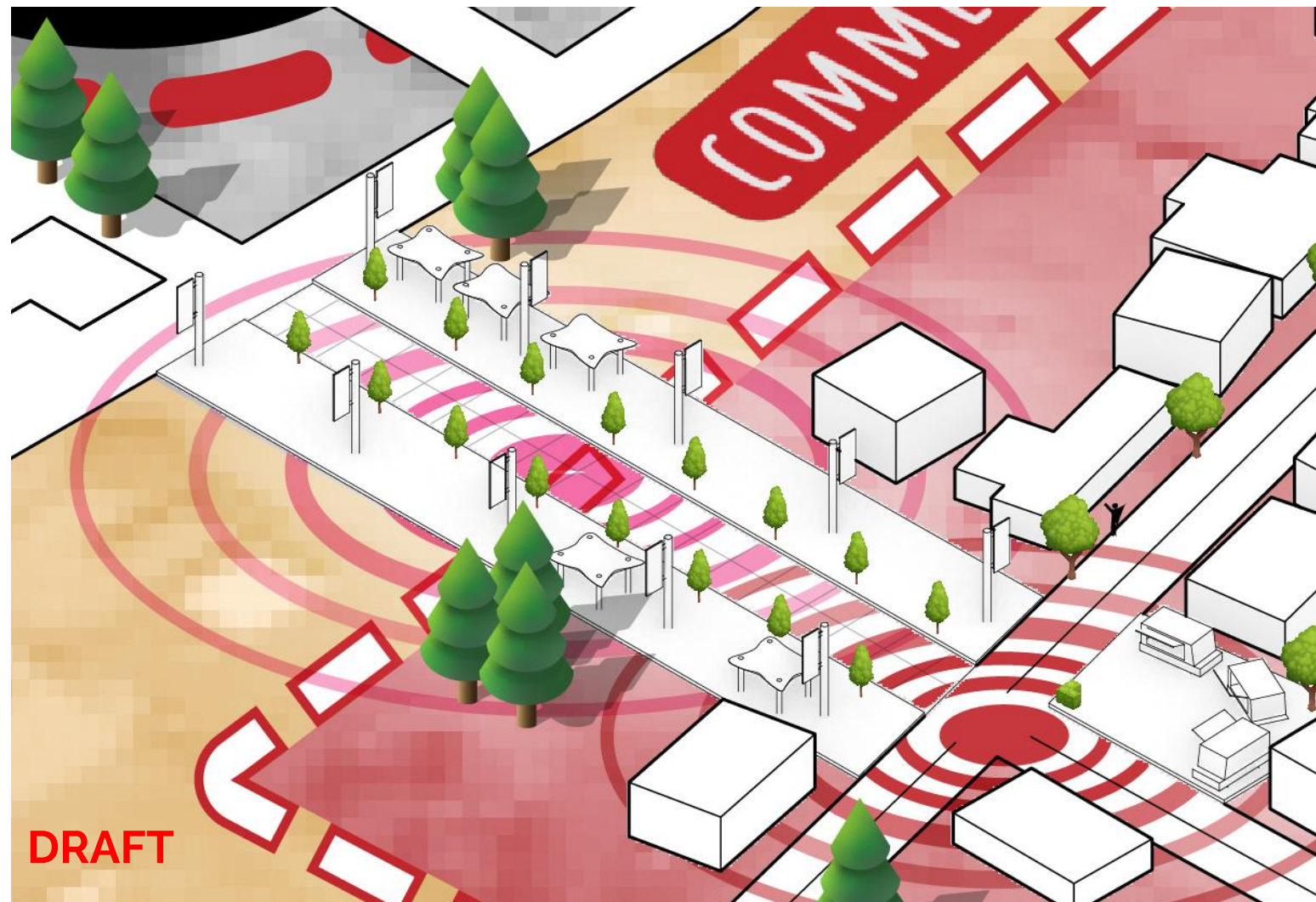


"Create a tourism district - gateway to Oregon travel"

Signage + Wayfinding

LONG TERM VISION PLAN

Create a unified and unique wayfinding strategy for Downtown Detroit. This would help locate important amenities and cultural markers



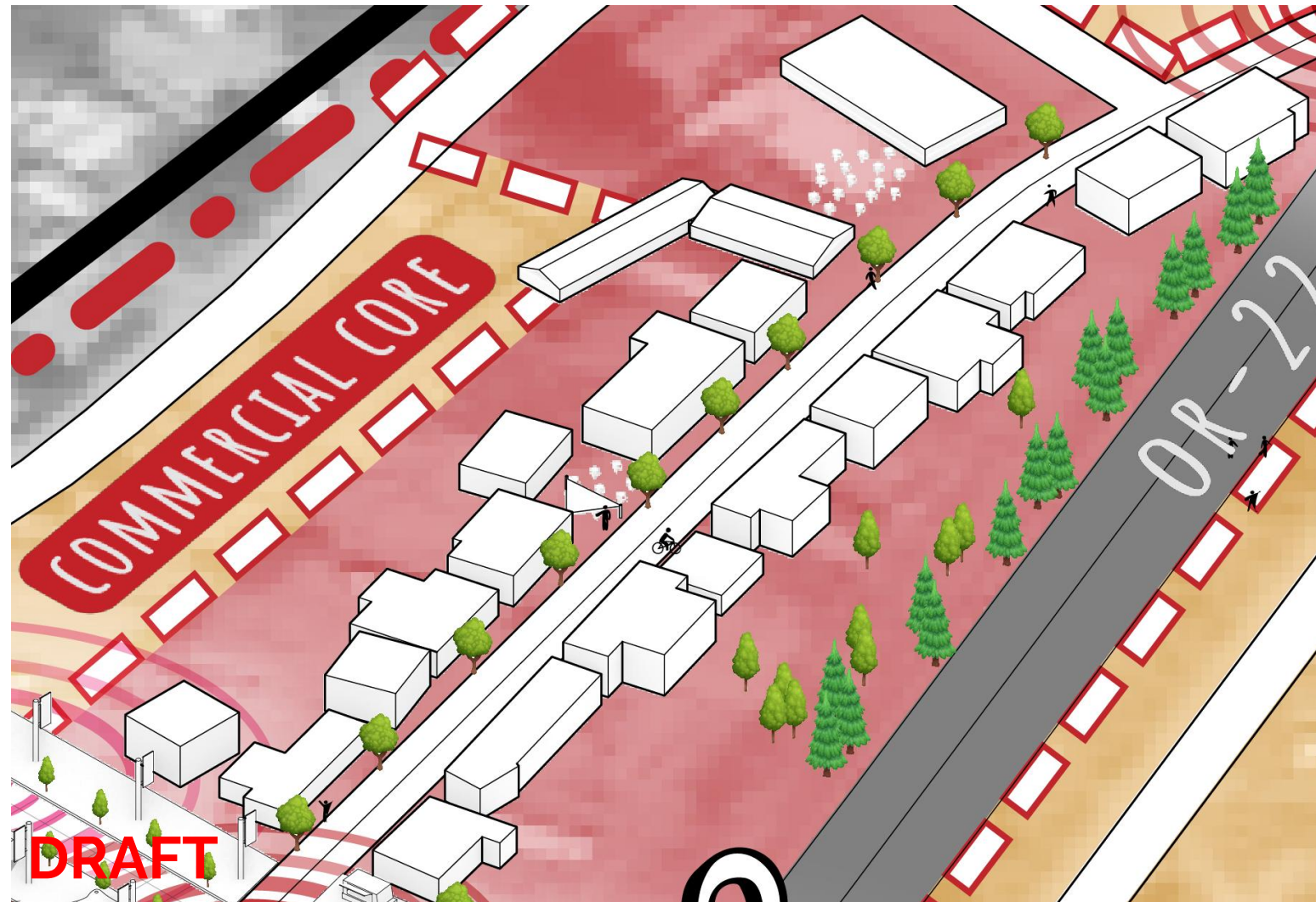
Highest rated images in community outreach.



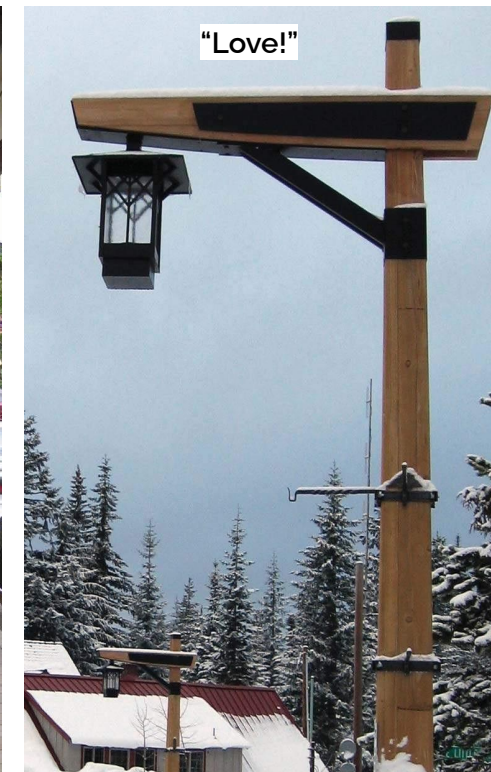
Streetscape Improvements

LONG TERM VISION PLAN

Improvements to the public realm that create a unified sense of place. These include sidewalks, street lighting, seating, and street plantings



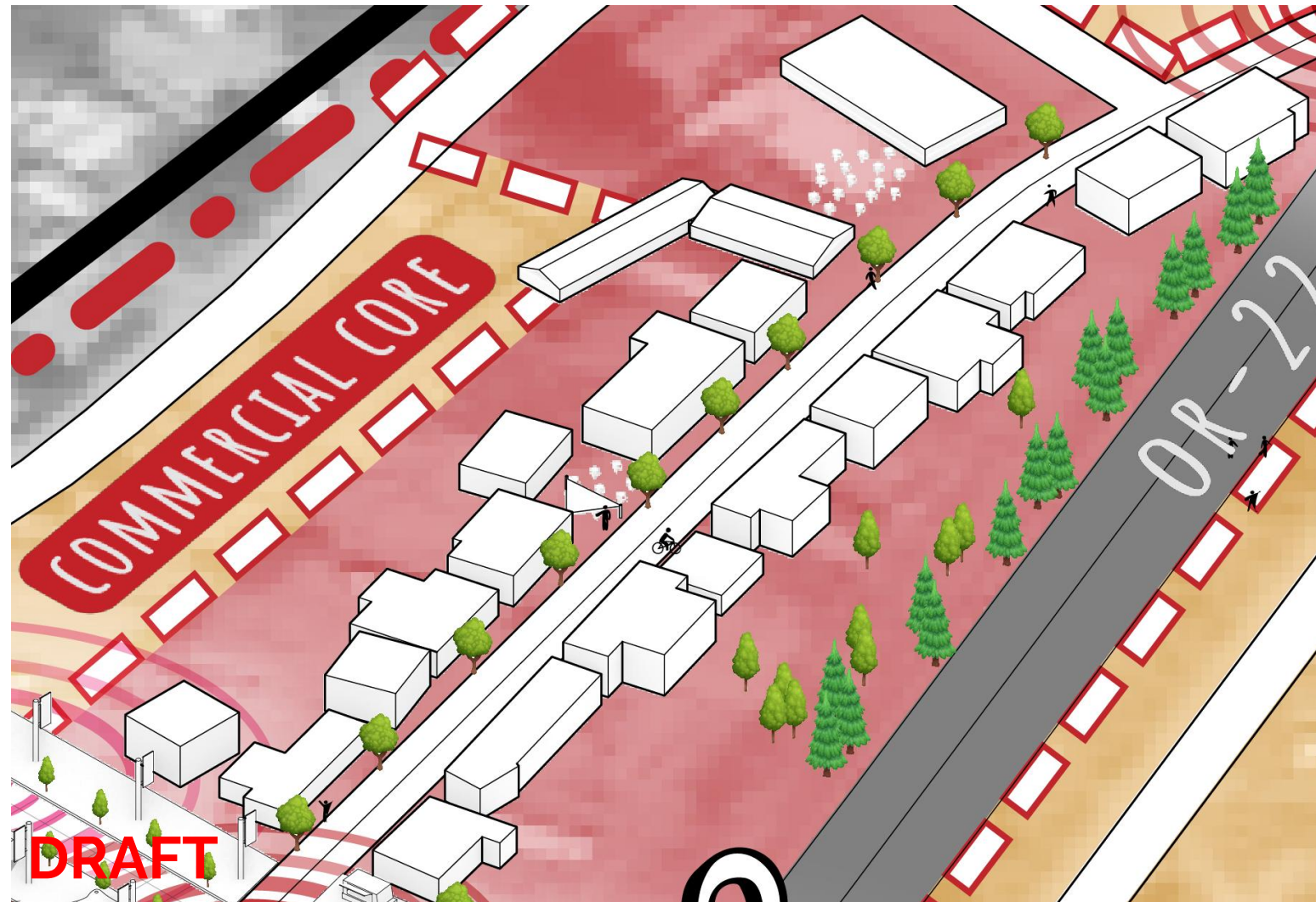
Highest rated images in community outreach.



Main Street Environment

LONG TERM VISION PLAN

Creation of a main commercial core along Detroit Ave between D Street and Forest Ave. Low density 1-2 story buildings



Highest rated images in community outreach.



Tumalo, Oregon



Breckenridge, Colorado

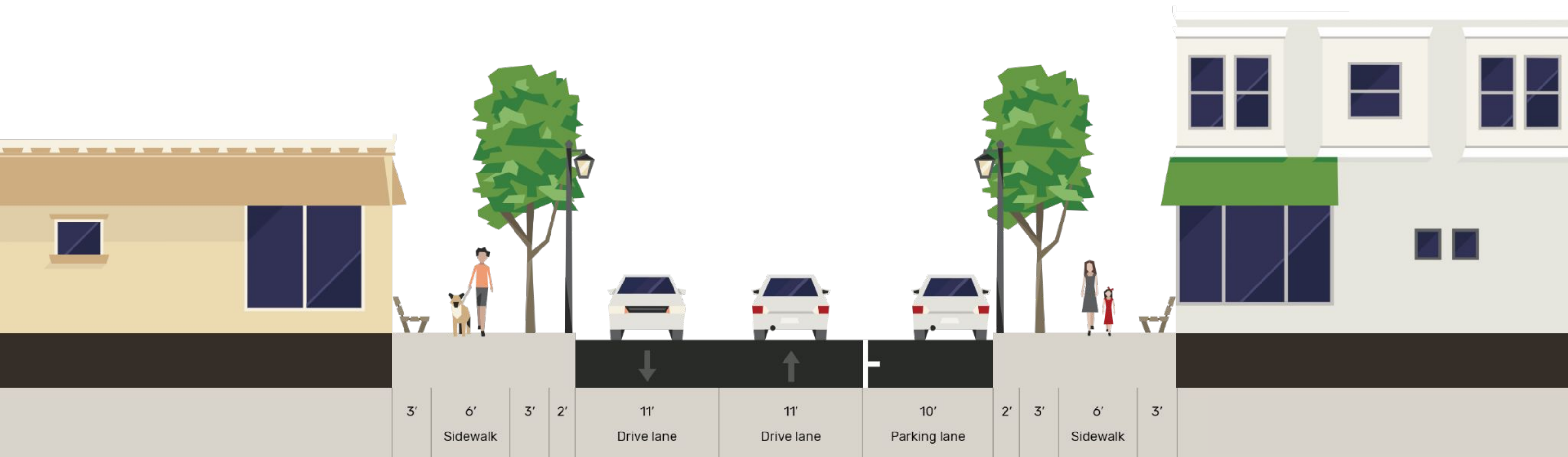


Nye Beach, Oregon

Street Sections

DETROIT AVE - 60' WIDE

Detroit Ave



Note: Parallel parking is shown in this concept, but other parking options should be explored during infrastructure implementation phases.

Recommendations

Overview

Phasing

Recommendations Matrix

03

Recommendations

DOWNTOWN DETROIT VISION PLAN



How can we implement the vision?

A natural question to ask after developing a vision plan is “now what”? After generating excitement around a shared vision, it is equally exciting (and daunting) to think about how to bring the vision to a reality.

Recognizing various barriers to implementation, including capacity, infrastructure constraints, timing, and funding, implementation of the Downtown Detroit Vision Plan should focus on 3-5 “easy wins,” or short term actions that help to keep momentum for the effort.

Then, identify 2-3 longer term projects to continue movement on, perhaps at a slower pace. Each year, City leaders and project champions should reevaluate priorities and measure (and celebrate!) success each year.

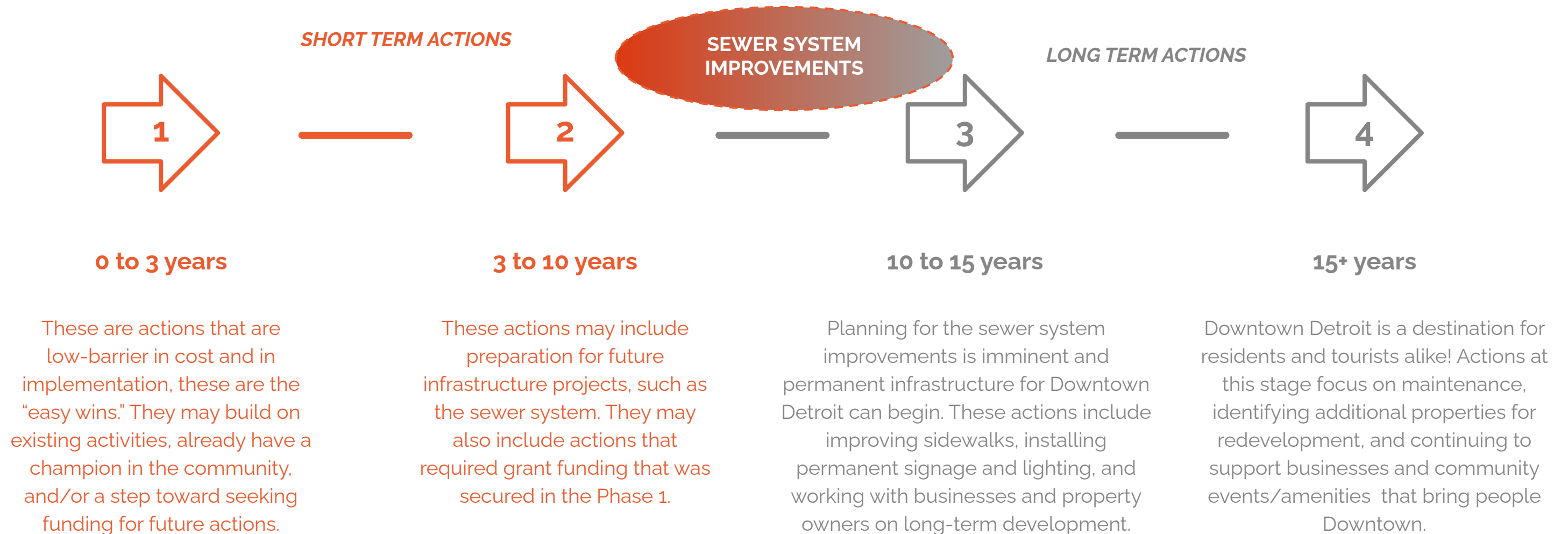
The recommendations section provides an outline for how to organize implementation actions and ways to think about phasing. A full implementation plan was not part of this work, but this is a starting point to help track future actions, identify champions and support for specific projects, and measure success.

Recommendations

DOWNTOWN DETROIT VISION PLAN

Phasing

The phasing of the Vision Plan is generally categorized by pre- and post-sewer infrastructure (i.e., short vs long term recommendations). The phasing timeline below shows what this phasing may look like, as planning for the sewer system occurs, and the City identifies actions that align with capacity and funding availability.



Recommendations

DOWNTOWN DETROIT VISION PLAN IMPLEMENTATION ACTIONS

This is intended to be a “living document” for vision plan champions and City leaders to use as a way to organize implementation actions. The actions identified are those that draw directly from the vision plan, but more may be added as project implementation progresses.

Action	Vision Plan Alignment	Phase	Funding	Champion	Support
Update zoning code for Downtown	Commercial Core development	0-3 years; Actual development to follow ~5+ years	Funded as part of vision plan project	City	COG/County
Determine approach to right-of-way encroachment for properties along Detroit Ave	Public realm improvements	0-3 years		City engineer	
Enhance food cart programming (add seating, develop temporary structures, install temporary (string) lighting)	Create active gathering spaces; Public realm improvements	0-3 years; Ongoing			
Explore potential Urban Renewal District	Overall vision plan funding (infrastructure)	0-3 years (exploring options); Ongoing	Upfront costs for study	City	COG/County
Create temporary permitting for businesses	Create active gathering spaces	3-10 years			
Continue discussions with ODOT for crossing solutions	Increase safety at pedestrian crossings	0-3 years			
Develop shade structures	Detroit City Park improvements	0-3 years			
Enhance park programming/amenities	Detroit City Park improvements	0-3 years			
Design and build gateways	Gateways	0-3 years			
Develop wayfinding signage	Wayfinding	3-10 years			Local artists?
Improvements to sidewalks	Public realm improvements	3-10 years			
Develop parking strategy (on and off-street)	Public realm improvements	3-10 years			