

## CITY OF DETROIT DOWNTOWN DEVELOPMENT IDEAS AND ACTION STEPS

Project/Task	Source	Notes
Add wayfinding signage to create a gateway to the lake for tourists	Better City, Oregon Downtown Development Association (2000)	
Excavate the marinas and move the dirt to the day-use park to create a beachhead with services. Connect this area to the downtown	Better City	
Create a Business Advisory Council to collect ongoing input from local business owners about workforce needs, economic growth via recreation economy, etc.	Better City	DLRABA may already serve this role, to an extent?
Move Mongold State Park entrance booth to downtown, creating a "country store" style service (snacks, gear, maps, parking passes, etc.)	Better City	
Conduct outreach to outfitters and regional businesses to seek opportunities for growth in the recreation economy	Better City	
Establish specific downtown area in the zoning code (recommended: Detroit Avenue from D Street to Forest Ave)	Better City	Current zoning code already defines downtown area as "Detroit Avenue North, between D Street and Forest Avenue"
Facilitate community vote regarding downtown theming. Create ordinance based on vote outcome and ensure there is bite in the ordinance to enforce it	Better City	
Create informational materials for business attraction	Better City	
Conduct economic gardening and/or targeted outreach for business attraction	Better City	
Promote low-capital pop-up businesses and non-permanent development	Better City	
Host events in the downtown to increase activity and make the downtown profitable for new businesses	Better City	
Ensure businesses have a presence online. Conduct information availability assessment and provide local businesses with resources regarding marketing and making their information accessible alone	Better City	
Re-evaluate downtown needs, promote density and services	Better City	
Develop a city-owned office complex	Better City	
Host recreation-based events (e.g., bike races)	Better City	
Install a median strip from north of Breitenbush Rd intersection to east of Guy Moore intersection	Oregon Downtown Development Association (2000)	Not sure how possible this would be with ODOT
Add additional public parking (on Detroit Avenue, next to community building)	Oregon Downtown Development Association (2000)	
Add additional crosswalks on Hwy 22 (Breitenbush intersection and Guy Moore intersection)	Oregon Downtown Development Association (2000)	
Add sidewalks and/or a boardwalk to the downtown area	Oregon Downtown Development Association (2000)	

Develop a bike trail around the Detroit reservoir	Oregon Downtown Development Association (2000)	
Add murals and landscaping to the backside of buildings that face Hwy 22	Oregon Downtown Development Association (2000)	
Encourage the use of covered, gabled front porches and heavy timber beams in the rehab (rebuilding) of structures in the commercial zone	Oregon Downtown Development Association (2000)	Other design recommendations: porch foundations, chimneys, and storefront bulkheads faced with stone; business signage should use wooden "blade signs" and monument signage; bright awnings and flower boxes
Artistic entryway at the south end of town	Oregon Downtown Development Association (2000)	
Develop a conference center to host small conferences	Oregon Downtown Development Association (2000)	
Start a visitor/marketing committee for the Detroit area	Oregon Downtown Development Association (2000)	
Create brochures about recreational options in Detroit (e.g., "100 things to do in Detroit--summer, fall, winter, spring")	Oregon Downtown Development Association (2000)	
Support Canyon Journeys regional trail system project	Better City; North Santiam Canyon EOA (2014); Canyon Journeys study (2004)	
Mural/art project (stump carving, Canyon-wide art installation)	Rural Tourism Studio (2016)	
Forest history and sustainability tours/interpretive signage	Rural Tourism Studio (2016)	
Trail guides and kiosks	Rural Tourism Studio (2016)	
Whitewater event	Rural Tourism Studio (2016)	
"Meet the Canyon" program (e.g., Canyon scavenger hunt, Passport to Adventure, "Santiam Rocks" hidden throughout the region)	Rural Tourism Studio (2016)	Scavenger hunt & "22 things to do" already happening with NS Chamber of Commerce
Coordinated wayfinding/signage system throughout the region, involving local artists	Rural Tourism Studio (2016)	





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**Date:** February 1, 2022  
**To:** Detroit City Council  
**From:** Sarah Allaben, RARE Wildfire Recovery Coordinator  
**Subject:** Oregon Main Street

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### **REQUEST**

Options for participation in the Oregon Main Street (OMS) program (either individually as the City of Detroit and/or through regional collaboration across the Canyon) were introduced to the Detroit City Council during its regular meeting on December 7, 2021. In the months since, I have been consulting other Canyon cities and planning potential next steps to pursue the OMS program. I have detailed this potential plan in the attached document.

I ask for the City Council's guidance and feedback about my work with this project. If possible, I also ask for a volunteer to serve as liaison to the City Council for this project, with whom I can continue to work between Council meetings.

For reference, I have included background information about the Oregon Main Street program below.

### **BACKGROUND**

The Oregon Main Street (OMS) program, housed within Oregon Heritage in the Oregon Parks and Recreation Department, provides support to communities for the visioning and implementation of downtown development projects. As a Main Street America Coordinating Program, OMS follows a four-point framework to downtown development which emphasizes sustainable *organization* of stakeholders and volunteers, effective *promotion* of the downtown area to businesses and investors, quality *design* that maintains the character of a city, and *economic vitality* through an expanded and diversified economic base. The OMS Network currently includes 94 Oregon cities.

Communities can apply to join the OMS Network via one of two tracks. The Main Street Track is designed for communities with a traditional downtown district ( $\geq 20$  contiguous commercial parcels containing buildings of historical or architectural significance) and includes three successive tiers with increasing requirements and available support from OMS. The Associate Level track is for communities without a traditional downtown district who still wish to receive some support and guidance in downtown revitalization projects. Services offered to Associate Level communities include eligibility for the OMS Revitalization Grant program, access to the Network-wide listserv, quarterly workshops (topics include fundraising, market analysis, and design education), and telephone consultation.



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The City of Detroit does not yet qualify for participation in the Main Street Track under current conditions, but the City, or an affiliate organization, could join the OMS Network as an Associate Level community to provide structure and support to its downtown rebuilding efforts. OMS is also currently piloting a “rural regional” approach to the program, in which several rural communities pool resources to support downtown development across a region. The City of Detroit could collaborate with other North Santiam Canyon communities (Idanha, Gates, and Mill City) to create a regional downtown organization that fosters region-wide development.

On November 30, 2021, the Detroit Planning Commission moved to recommend to City Council that the City of Detroit pursue the Oregon Main Street program at the Associate Level (either individually or in collaboration with other Canyon cities).