R D S REVITALIZE OWNTOWN STAYTON

City of Stayton, Oregon Main Street Refresh 2018

Background:

Revitalize Downtown Stayton (RDS) was selected to participate in the Main Street Refresh exercise during the summer of 2018 to help better understand what local folks want to see in their downtown. Revitalize Downtown Stayton is a group of community members, business owners and city staff focused on improving historic downtown Stayton. We have been in existence for almost 3 years.

Over the past 35 years, the National Main Street Center has led the development of a national network of over 2,000 historic downtowns and neighborhood commercial districts – referred to as Main Streets - all united by these communities' tireless dedication to create vibrant, people-centered places to live, work, and play. The people who make up the Main Street network are passionate advocates, dedicated volunteers, influential stakeholders, and community organizers who work every day to turn the tide in their communities - catalyzing reinvestment, creating jobs, and fostering pride of place.

The Refreshed Main Street Approach® builds upon the successful model for downtown revitalization developed by the National Main Street Center but encourages communities to identify two to three overarching strategies the organization will focus on and to use the Main Street Four Points in a more collaborative way to achieve the community's vision for the downtown. The Refresh includes: identifying community vision, creating overarching strategies, implementation, and measurement.

The Main Street Refresh exercise included online survey, review of materials including previous planning documents, and demographic and market data, focus groups with city representatives, business and property owners, and organization representatives, a community meeting and a working session with board members to identify the overarching transformation strategy for downtown Stayton.

Results:

The top 3 issues facing downtown-

Store Variety 59.57% Cleanliness 24.47% Vacancies 34.04% Kid/Family Friendly 23.40% Selection and Quality of Goods/Services 40.43% Inconsistent Store Hours 31.91%

What top three amenities would you like to see in downtown Stayton?

Art (Murals) 41.57% Pedestrian Lighting 32.58%

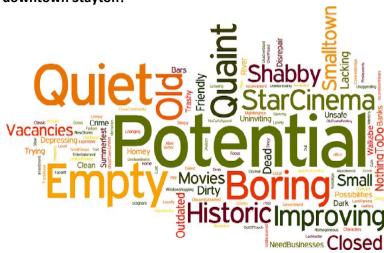
Benches 30.34% Parks 29.21% Trashcans 25.84% Wi-Fi 24.72%

Art(Sculpture) 22.47%

What 3 business types would you like to see, or see more of, within the downtown?

Pub/Restaurant 44.68% Coffee Shop/Bakery 37.23% Entertainment 27.66% Children's/Kids 23.40%

What three words come to mind when you think about downtown Stayton?



Fine Dining 35.11% Brewery 29.79%

What time of day do you shop most often (not just downtown)?

7 am to 9 am 0% 9 am to 11 am 20.65% 11 am to 1 pm 14.13% 1 pm to 5 pm 22.83% After 5 pm 42.39%

What day of the week do you most commonly shop (not just downtown)?

Monday 8.89% Tuesday 7.78% Wednesday 8.89% Thursday 7.78% Friday 12.22%

Saturday 45.56% Sunday 8.89%

Key Findings

In addition to the surveys, other documents were reviewed including the Downtown Stayton Transportation & Revitalization Plan, 2010; Stayton Urban Renewal Plan, 2009; and Stayton 2020: Road to the Future. Some of the key findings pertinent to downtown between the surveys and the reports reviewed include:

- Preservation of the historic character is important to the community.
- Want to promote and take advantage of the waterways throughout downtown.
- Downtown should be the focal point of the entire community.
- More green spaces, flowers, and outdoor seating is desired.
- Community members want the downtown to be family-friendly.
- More nightlife including diverse dining experiences are desired.
- Fully "wired" downtown.
- Pedestrian and bike connectivity.
- Maintain small town feel.
- Gateway and wayfinding features to define downtown and aid in getting around downtown.

Describe your hope for the future of your downtown (excerpts from survey results)

More variety of goods / decent restaurants with a vibe- a place to meet for drinks/dinner / I hope it stays a close and small little town /family oriented / vibrant / more entertainment, family dining, kid oriented activities / clean up old buildings / to be loved by its town / I hope we can get more businesses and make it busy / more to do / better sidewalks and streets / clean, quaint, and family oriented / packed with people walking to shops, eating, watching a movie and walking over bridge to enjoy the trails / I am very hopeful of the future of downtown / a safe and fun place full of food and entertainment / inviting area of usable businesses that are open past 5PM / alive and vibrant / busy / rejuvenated

Additional Comments (excerpts from survey results)

I'd love to see more flora downtown / maximize the waterways thru town / need to bring family friendly options and then have options for things to be open after 5:00. Need GOOD food, beers and wine / nothing ever seems to be open in the evenings except the movie theater and bars / maybe allow smoking behind the bars only not on the sidewalks!! Not kid friendly, and cigarette butts everywhere / parts are semi cute then you go farther down and there is just drunk people / activities downtown Stayton for children and adults / consistent hours of business would be great and open Mondays / let's get all those vacant buildings filled. Food trucks downtown / parts are semi cute then you go farther down and there is just drunk people / What you are doing is wonderful! I am excited to see the changes. I love The Grove and What the Quirk and can't wait for Snow Peak to open!

To read the entire summary, see our website. Be part of the change: www.downtownstayton.org