

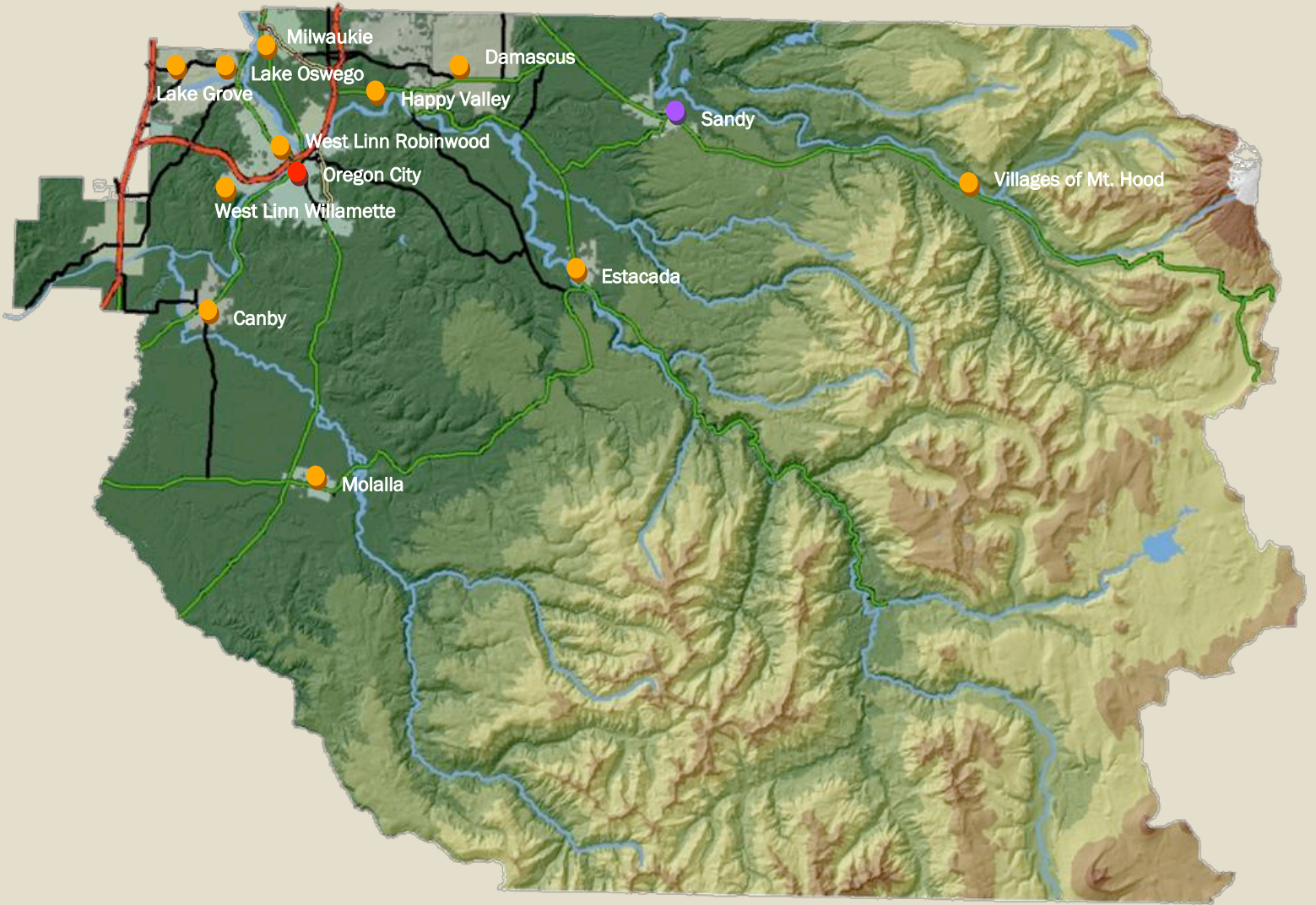
Clackamas County Main Street
annual report 2009



Main Street
NATIONAL TRUST FOR
HISTORIC PRESERVATION



Clackamas County main street communities



- Performing Main Street
- Transforming Downtown
- Exploring Downtown

from your Clackamas County main street coordinator:

What a tremendous first year the Clackamas County Main Street Program had. We developed, promoted and helped to establish Main Street communities throughout Clackamas County and as a result, we have thirteen communities and/or commercial districts committed to downtown revitalization.

We spent a great deal of time conducting outreach and educating community leaders on the significance of downtown and on how to utilize the Main Street Program as an economic development tool. We conducted presentations, assisted with completing business surveys, retail market analyses, and historic reconnaissance level surveys. We hosted a multitude of trainings, including the annual Oregon Main Street conference, and partnered with the state on providing our Performing and Transforming communities with a Resource Team Assessment. There were numerous other projects we were involved in; these are but some of our successes that got us where we are today.

One of the most rewarding features of the Main Street Program is the opportunity to meet great community leaders and watch them come together to make great things happen for their downtowns. I have not been disappointed in Clackamas County's downtowns – my hat is off to all of you.

Great job in 2009, let's continue moving full speed ahead in 2010. We have a busy year planned, with some great trainings, networking, business assistance, and kicking off our Energy Efficiency on Main Street Program.

I look forward to seeing you on Main Street,



Mingling at the Oregon Main Street Conference reception

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main street four-point approach®

The National Main Street Center was established in 1980 by the National Trust for Historic Preservation. The Program laid the ground work for the Main Street Approach®, a proven, comprehensive approach to downtown revitalization. This Approach has been implemented in over 1,800 cities and towns in 45 states across the nation. By fully integrating the program's four points into a practical district management strategy, a local program will produce fundamental changes in its economic base. The Main Street Four Point Approach® includes:

- **Organization** assembles public/private leaders within communities to work towards the same revitalization goals.
- **Promotion** sells a positive brand image of the commercial district, drawing visitors, shoppers and investors downtown.
- **Design** enhances both livability and attraction of the area by rehabilitating historic buildings, creating pedestrian oriented streets and encouraging context sensitive new construction.
- **Economic Restructuring** strengthens a community's existing assets while expanding and diversifying its economic base. Main Street sharpens the competitiveness of existing businesses and attracts compatible new business to the district.

MEASURING progress in each community is essential for a successful revitalization program. By tracking the economic impacts of the Main Street program, communities will have substantive information to help build community support, and to share with potential financial contributors and the media. Having established a baseline in the past year, Clackamas County Main Street communities will begin collecting this data in 2010.

National Trust Main Street Center Reinvestment Statistics 1980-2008

- \$48.8 billion reinvestment in physical improvements
- 87,850 net new businesses created
- 391,050 net new jobs created
- 206,600 buildings rehabilitated
- \$25.00 generated on average in each community for every dollar spent to operate the local Main Street program

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Milwaukie Farmer's Market, Downtown Milwaukie



meeting the needs of Clackamas County communities

The Clackamas County and Oregon Main Street programs provide technical assistance and resources to participating communities in Clackamas County whether they are just beginning to explore options for their downtown, or are seeking national recognition as a *Performing Main Street*. Services are tailored to meet specific or typical needs of communities at their particular state of downtown revitalization and program participation. Services completed to date for Clackamas County communities can be seen in the chart below.

Clackamas County and Oregon Main Street program levels include:



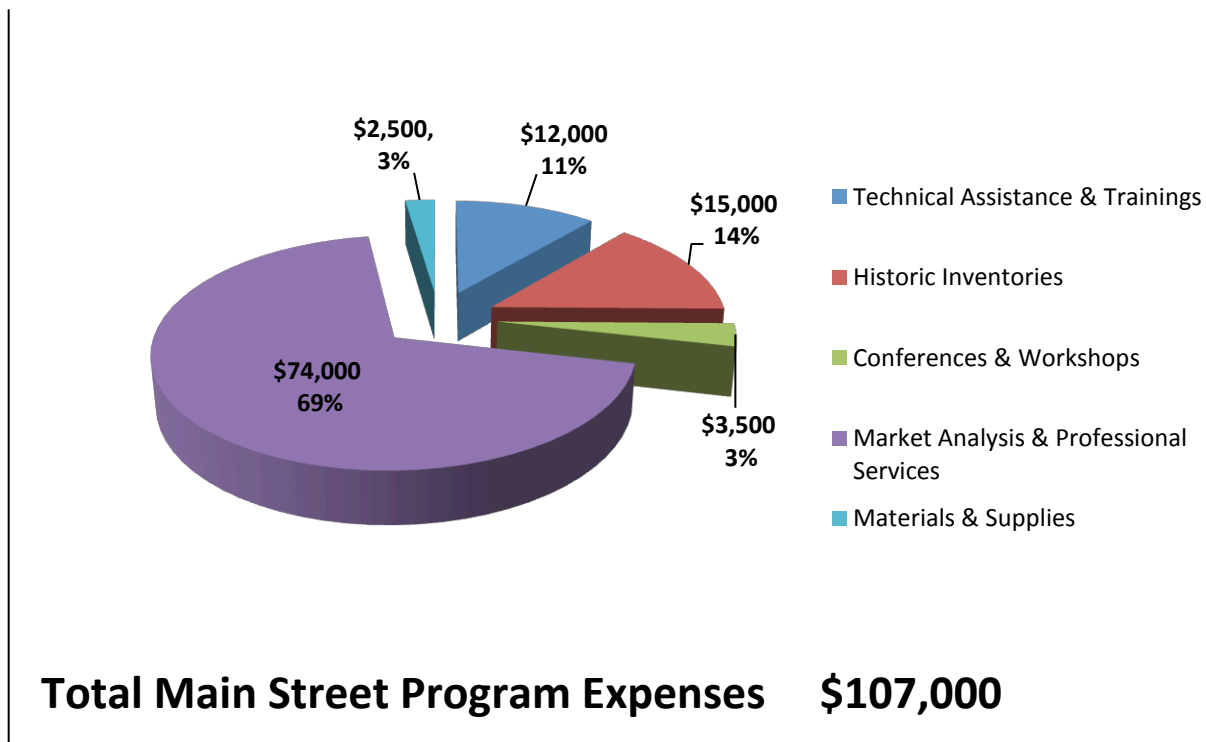
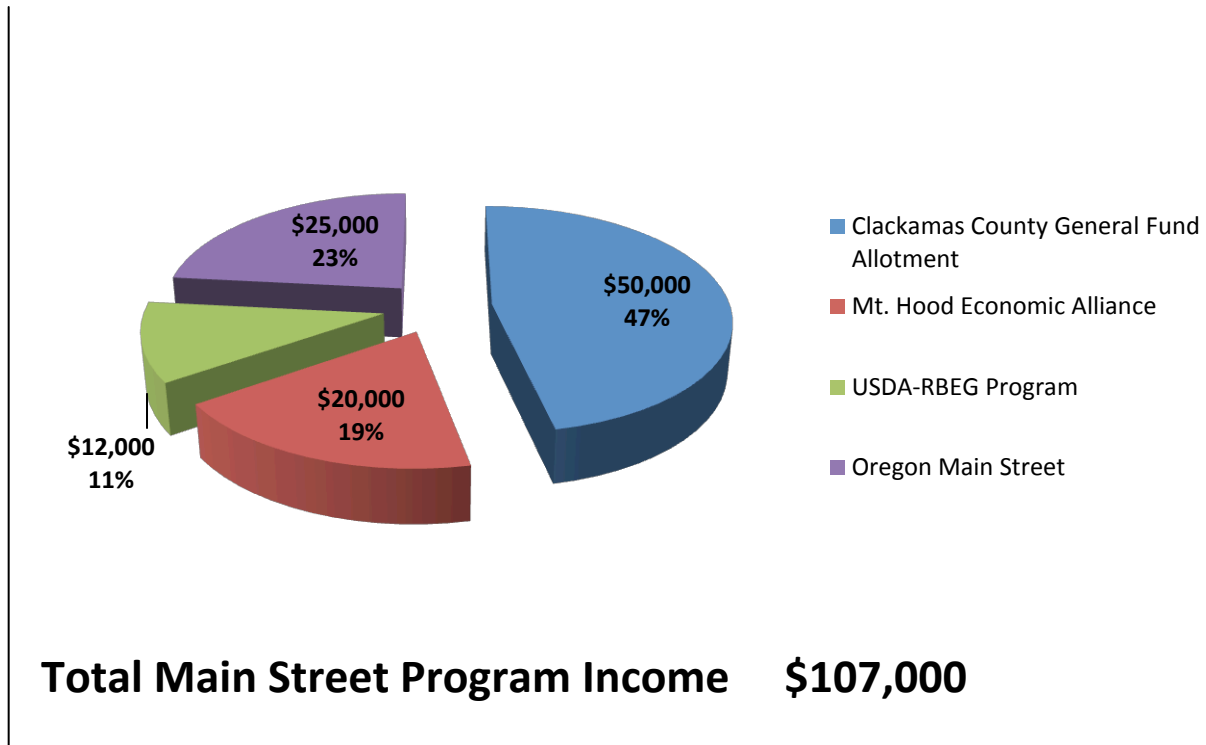
Oregon City receives their Performing Main Street award

- **Exploring Downtown** – designed for those communities that demonstrate an interest in revitalizing their downtowns and want to learn more about the Main Street Approach®.
- **Transforming Downtown** - designed for communities committed to downtown revitalization using the Main Street Approach®, but still in need of technical assistance to take them to the next level.
- **Performing Main Street** – designed for those communities with advanced downtown programs following the Main Street Approach®.

services completed	Oregon City	Sandy	Lake Grove	Canby	Damascus	Estacada	Happy Valley	Lake Oswego	Milwaukie	Molalla	Villages of Mt. Hood	West Linn- Willamette District
Resource Team Visit	√	√										
Market Analysis	√	√	√			√	√		√	√		√
Historic Reconnaissance Level Survey	√	√		√		√			√	√		
Community Outreach Presentation	√	√	√	√	√	√	√		√	√	√	√
Board Training	√		√			√				√		√
Organization Committee Training	√								√	√		
Promotion Committee Training	√								√	√		
Design Committee Training	√								√	√		
Economic Restructuring Committee Training		√	√			√			√	√		
Work Plan Training									√			
Market Analysis Presentation	√	√	√			√			√			√
Oregon Main Street Conference '09	√	√	√	√	√	√	√	√	√	√	√	√

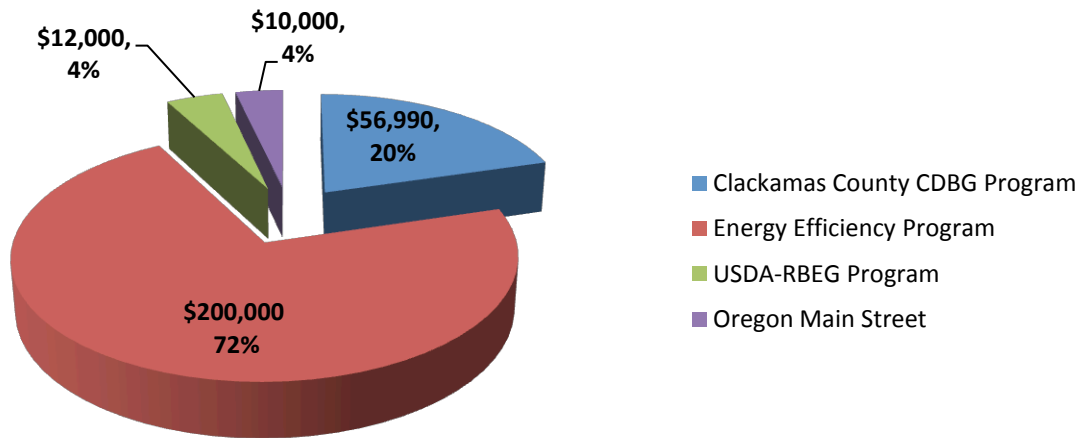
clackamas county main street program budget

2008-2009

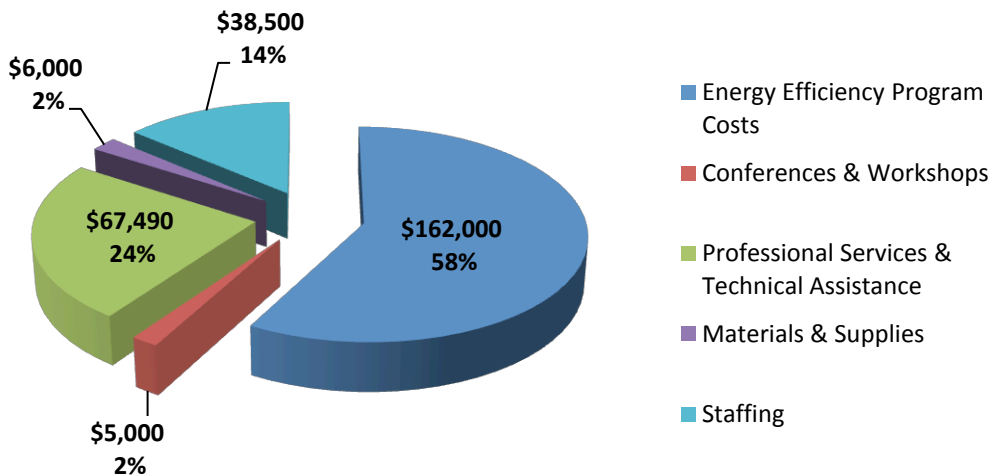


clackamas county main street program budget

2009-2010



Total Main Street Program Income \$278,990



Total Main Street Program Expenses \$278,990

community profiles

Performing Main Street

Oregon City was our first Clackamas County community to pursue accreditation as a Performing Main Street. With a population of 31,404, Oregon City is one of Clackamas County's largest communities and has a wealth of historic significance as the "End of the Oregon Trail." Oregon City was the first incorporated city west of the Rockies. Established in 1829 by Dr. John McLoughlin as a lumber mill near Willamette Falls, it was later designated as Oregon's territorial capital.

From the onset, Oregon City has been dedicated to bringing the Main Street Program to their downtown. In a matter of four months, they organized a group of 11 individuals, comprised of business owners, property owners, major employers, and community leaders completed the Performing Main Street application. Since that time, Main Street Oregon City has made significant progress in its downtown revitalization efforts. They have secured funds from the City as well as downtown business and property owners, enabling them to hire a full-time Downtown Manager, Lloyd Purdy.

Downtown Oregon City extends from Blue Heron Paper Company on 5th Street to Miles Fiberglass on 15th Street and is home to more than 170 businesses ranging from retail and restaurants to commercial and professional offices.

Main Street Oregon City (MSOC) has developed a significant presence downtown, helping to tackle some challenging issues facing their community, including ODOT's two year closure of the Historic Arch Bridge for improvements. MSOC has taken the lead in ensuring that there will be as little impact as possible to downtown's economy. The nonprofit was also involved in completing a downtown parking study and will be at the table as the City moves towards addressing parking challenges. With the leadership of MSOC, vitality is returning to downtown Oregon City. Touted in a recent article, downtown Oregon City has seen fourteen (14) new businesses created in 2009, with only one business closure during this same time period. According to the article, "much of this new business growth was driven by investments in building upgrades and improvements which combined exceeded \$1.2 million. At least six downtown properties underwent substantive remodels and updates in order to house new tenants."

MSOC has developed an innovative approach to recruiting a targeted business sector to their downtown through their *Blue Collar Creative* program. "Blue Collar Creative is a marketing and recruitment campaign for artists, entrepreneurs and creative professionals who are interested in growing their business in Downtown Oregon City" says Downtown Manager Lloyd Purdy. MSOC has created a marketing video of downtown Oregon City specifically for this creative sector; view it at <http://downtownoregoncity.org/>.

Main Street Oregon City has had numerous successes and accomplishments this past year, highlights of which include; bringing a *Winter Farmers Market* to downtown; implementing a *CleanUP DOWNtown* program; *First Friday Art Walk* events every month; *Art In Windows* program (see page 10); and much more. In order to keep the community thinking about downtown Oregon City, Lloyd sends out weekly press releases and Downtown Updates highlighting activities and successes. To learn more about Main Street Oregon City, visit their website at <http://downtownoregoncity.org/>



community profiles

Transforming Downtown

Sandy applied to become Clackamas County's first Transforming Downtown. Committed to bringing life and vitality back to downtown, Sandy Main Street, with the leadership and support of the city and chamber of commerce, is working to implement a downtown revitalization program.

In the past year, Sandy Main Street has been methodical in their approach to identifying the needs of their downtown businesses and developing a strategy to address these needs. The Economic Restructuring Committee has done a great job identifying a mix of businesses that will have a positive impact on downtown, and has developed a strategy and available properties list to pursue such businesses.

The Promotions Committee had an active year in organizing a shopping event for the holidays, and a very successful "Trick-or-Treat Trail" which attracted more than 300 families to the downtown.

Sandy has taken great strides in enhancing the aesthetic look and feel of the downtown. The city developed design standards and has tightened preservation codes in order to retain the area's historic integrity and visual appeal. To encourage property owners to invest in their properties and support these standards, the city developed a Façade Improvement Grant Program. The Façade Improvement Grant Program is a matching grant program funded by the City of Sandy Urban Renewal Agency. \$150,000 has been allocated in matching grants for qualified projects. The primary goals of the grant program are to improve the aesthetic appearance of the exterior façades of existing buildings and businesses in the Central Business District, to restore the unique historic character of buildings as much as practicable, and to encourage private investment in downtown properties and businesses. To date the city has given about \$63,000 in grants, representing more than \$128,000 in project costs (see page 10 for a peek at some of the work already completed.) In addition to the grant program, the city hired an architect to assist in developing a Façade Master Plan for the entire downtown. The plan will review every building in the downtown regarding restoration potential, and develop detailed designs which can then be constructed. Over the next few years, the city hopes to complete "makeovers" of a number of downtown buildings.

To learn more about Sandy Main Street, to view the available properties list, or to get additional information on the Façade Improvement Grant Program, visit their website at www.sandymainstreet.com



community profiles

Performing & Transforming projects...

Art in Windows, Oregon City

Oregon City kicked off the Art in Windows program in partnership with the Three Rivers Artist Guild in October 2009. The program began with 18 artists displayed in 11 vacant storefronts, and by December, the program had already expanded to include 40 artists displayed in 33 businesses or vacant spaces downtown.

In conjunction with the First Friday Art Walk, this program has had huge success in drawing visitors to the downtown area.



Façade Improvement Program, Sandy

Built around 1900, this building originally served as the Sandy Meat Market, owned by Ludwig and Augusta Hoffman.

Not straying too far from its original use, it is currently the location of Joe's 6 Pak Market.

The current owners received funding through a Main Street Façade Grant from the State, and the Sandy Façade Improvement Program.

This project included three buildings; the Hoffman Market, the Hoffman House, and the Junker House.

Paint colors were selected in accordance with the city's adopted Historic Paint Palette. The colors selected are in alignment with historic colors of the era in which the building was constructed.

Photos courtesy of the City of Sandy

Before



After



community profiles

Exploring Downtown

Canby is in the early stages of its Main Street program. Having identified the need for a downtown revitalization program and having received support from the city, Canby will move forward with implementing a local Main Street program in 2010 by hiring a downtown manager.



Damascus is Clackamas County's newest city, having incorporated in 2004. Damascus was brought into the urban growth boundary of the metropolitan Portland area in 2002 and is currently developing a plan that complies with state land use laws that guides the transition from rural land to an urban community. A plan must be adopted before significant new urban development can occur. The Main Street program will assist Damascus in identifying its downtown and developing a strategic revitalization approach.



Estacada hit the ground running with its Main Street efforts by hosting a number of community outreach meetings to assess the needs of local businesses. Rather than working to create a non-profit, the Main Street program operates under the Estacada Development Association (EDA), an existing 501(c)(3) with similar goals and focus. Estacada recently received an ODOT Transportation Growth Management grant to complete a downtown revitalization master plan. The EDA will play a significant role in developing this plan through utilizing the Main Street philosophy and approach to downtown revitalization. This plan will become a guiding document for Estacada's future Main Street endeavors.



community profiles

Exploring Downtown continued...

Happy Valley is the fastest growing community in Clackamas County and is a great example of how Oregon's 3-tiered Main Street Program can be tailored to fit the needs of most any community. Happy Valley is working towards relocating its city center as determined by Metro, and will apply the Main Street philosophy as they continue to develop this center.



Lake Grove Business Association championed the idea of a Main Street program in their business district. The group formed committees, developed work plans, and is currently working towards meeting the criteria for a *Transforming Downtown*.



Lake Oswego is still in the early stages as an Exploring Main Street community. It has a lovely downtown with great walkability, specialty shops and dining, lakeside parks, and a well-established urban renewal program, making this downtown a great candidate for a future *Performing Main Street* community.



Milwaukie has brought together downtown business owners, property owners, and interested residents to initiate the Main Street program. The city is working with downtown stakeholders to build a base of volunteers to serve on the Main Street board and committees. With the enthusiasm shown in the early stages of establishing their local Main Street, Milwaukie is certain to have a successful downtown revitalization program.



community profiles

Exploring Downtown continued...

Molalla is proceeding energetically with the implementation of a Main Street program in their community through support from Team for Economic Action in Molalla (TEAM). Newly hired Downtown Manager, Amy Koski, has been diligently holding trainings, forming committees and getting a solid program underway. The Main Street program partnered with the City for the local tree lighting event by serving hot chocolate and encouraging residents to shop local for the holiday season. They recently released shopper and business surveys as part of a market study to be completed in 2010. Volunteers are already busy making plans to develop a retail event coordinated with a shop local campaign and downtown directional signage.



The **Villages of Mt. Hood** are interested in applying the Main Street Approach® to the corridor of villages that make up their community. Although this is not a traditional application of the Main Street program, certain practices can be applied that will aid the villages in creating a unified identity and developing an organized approach in promoting the community.



In September, the residential neighborhood adjacent to the **West Linn Willamette** commercial area was recognized as a historic district in the National Register of Historic Places. This designation will serve the community well as they continue to move forward with establishing a Main Street program in their historic downtown.



West Linn Robinwood District has an interest in being a Main Street community and will begin working towards that goal in the coming year.

main street directory

Canby Main Street

Catherine Comer
Economic Development Manager
503-266-9404
comerc@ci.canby.or.us

Damascus Main Street

Erika Palmer
Associate Planner
503-658-8545
epalmer@ci.damascus.or.us

Estacada Main Street

Phil Lingelbach
503-806-6966
philingel@aol.com

Happy Valley Main Street

Michael Walter
Interim Economic and Community Development
Director/Planning Director
503-783-3839
Michaelw@ci.happy-valley.or.us

Lake Grove Main Street

Jack Lundeen
503-635-9393
jacklundee@aol.com

Main Street Milwaukie

Alex Campbell
Resource & Economic Development Specialist
503-786-7608
campbella@ci.milaukie.or.us
www.ci.milwaukie.or.us/milwaukie/projects/mainstreet/mainstreet.html

Main Street Molalla

Amy Koski
Downtown Manager- TEAM
503-829-5003
akoski@molalla.net

Main Street Oregon City

Lloyd Purdy
Downtown Manager
503-522-1564
downtownpurdy@gmail.com
www.downtownoregoncity.org

Sandy Main Street

Tracy Brown
Director of Planning and Development
503-668-4886
tbrown@ci.sandy.or.us
www.sandymainstreet.com

Villages of Mt. Hood Main Street

Christine Roth
Staff Liaison for Hamlets & Villages, Clackamas County
503-742-5920
christinerot@co.clackamas.or.us

Historic Willamette Main Street

Ruth Offer
503-807-9798
willamettetmainstreet@gmail.com

National Main Street Center

Kathy LaPlante
Program Officer
202-297-2893
Kathy_laplante@nthp.org
www.preservationnation.org/mainstreet

Oregon Main Street

Sheri Stuart
OMS Coordinator
503-986-0679
sheri.stuart@state.or.us
www.oregon.gov/OBDD/mainstreet

Clackamas County Main Street

Jamie Johnk
CCMS Coordinator
503-742-4413
jamiejoh@co.clackamas.or.us

Sam Honl

CCMS Intern
503-742-4304
shonl@co.clackamas.or.us
www.clackamas.us/business/mainstreet

State Historic Preservation Office

Oregon Parks and Recreation Department
503-986-0671
heritage.programs@state.or.us
www.oregon.gov/OPRD/HCD/SHPO

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For more information, please contact:
Sam Honl, Clackamas County Main Street
shonl@co.clackamas.or.us
503.742.4304

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