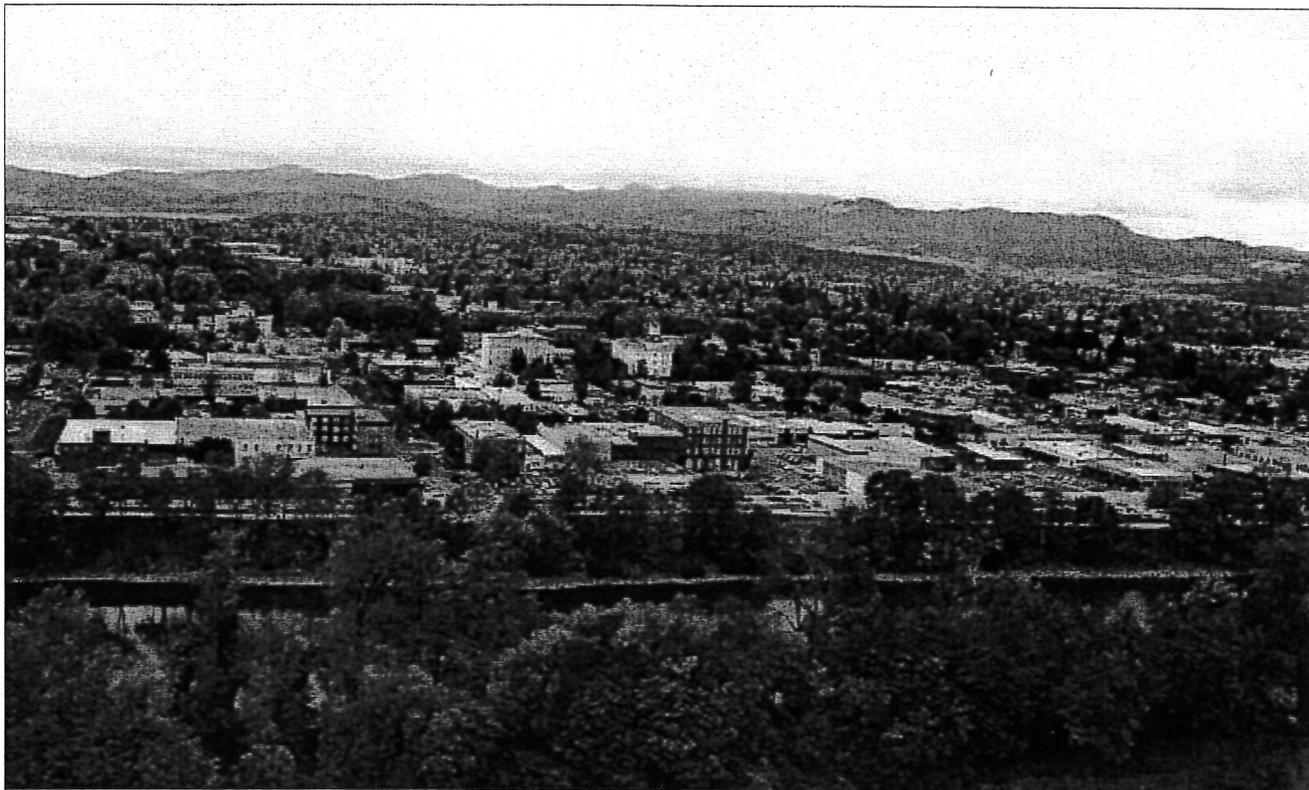


Downtown Corvallis Strategic Plan

An Action Plan for 2007 and Beyond



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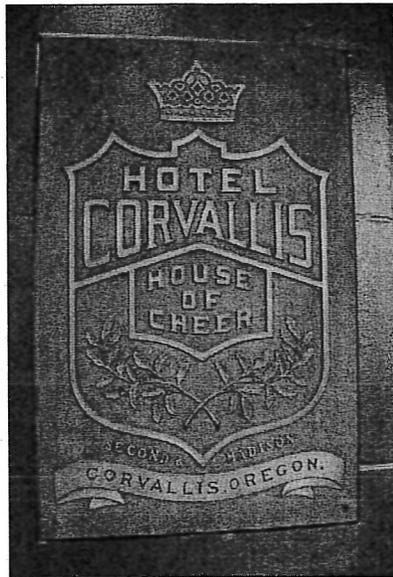
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Introduction and Purpose

A Great Time for Downtown Corvallis

After years of building sprawling suburbs and malls across the country, a busy American society is looking for more sustainable economic development strategies. People want convenient shopping near their homes. Employees want to stroll down the sidewalk to grab a cup of coffee or meet with friends for lunch. Others want to shop for local produce at the Farmers' Market or browse through the many bookstores. The exciting variety of activities and events help to draw people Downtown.



Older Downtowns are thriving, having recognized the importance of business clusters that establish a market niche to differentiate themselves from other commercial and retail centers.

People want to live where there is a sense of place and community, as well as know that the quality of life in this community will be preserved. Study after study demonstrates that a sense of place and community will be critical for successful economic development in the decades to come. This is good news for Corvallis, as the citizens have always valued Downtown as a special place.

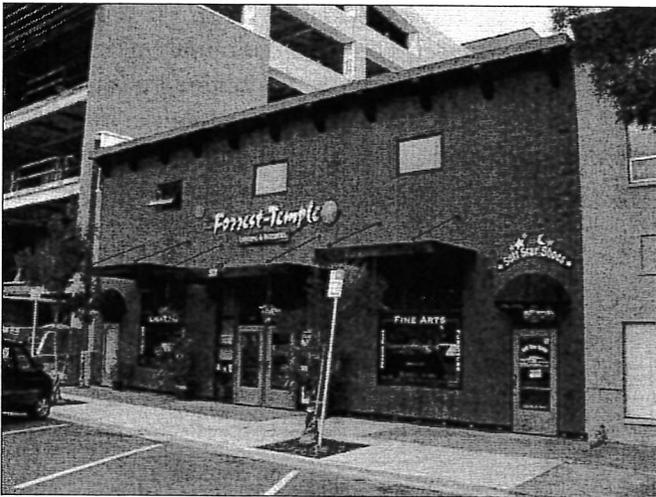
New Downtown infill projects spur investor confidence and increase pedestrian traffic, at the same time helping to reduce suburban sprawl. Developers are now trying to emulate older Downtowns in what are called "lifestyle centers." These centers are often developed around the National Main Street Program Guidelines, but many lack the character and authenticity of older established Downtowns. At the same time, older Downtowns are thriving, having recognized the importance of business clusters that establish a market niche to differentiate themselves from other commercial and retail centers. These trends are good news for communities like Corvallis, which recognizes the economic potential provided by capitalizing on its existing unique and historic Downtown assets.

Planning for Change

Downtown Corvallis has always been the heart of the community. Since J. C. Avery platted Corvallis in the 1850's, Downtown has served as the retail and commercial center of the community. Improvements to the three highways that passed through town, along with increased use of the automobile, eventually spurred additional development outside the Downtown core. Ninth Street (previously Highway 99W) became the new strip commercial center and competed with Downtown. Community resistance to a shopping mall allowed this Downtown to avoid the fate of many Downtowns across the country. Today, outlet malls, lifestyle centers, mail order catalogs, and internet shopping have added to the challenges of an increasingly competitive market place. And yet, during all this change, Downtown Corvallis has always managed to evolve and endure.

Today, Downtown remains a vital part of this community. Older warehouses have been converted to restaurants and galleries, while vacant upper floors have been rehabilitated to offices and residences. Several major redevelopment projects are currently underway, reflecting renewed investment in Downtown.

The City has developed a series of long-range plans as the community expands outward; however, a long-range plan for Downtown has not been done recently. To ensure that the future of Downtown is consistent with the community's vision, the Downtown Corvallis Association (DCA) and the City have developed this Plan. This plan targets maintaining and revitalizing what is valued in the existing area that is the core of the community. Since Downtown is mostly developed, the basic infrastructure and development pattern are already established. A number of opportunities exist for redeveloping underutilized properties and enhancing what already exists. This Strategic Plan identifies the goals, tasks, and timelines necessary to ensure that Downtown remains a vital and exciting part of the community.



Older warehouses have been converted to restaurants and galleries, and vacant upper floors have been converted to offices and residences.

Developing the Strategic Plan

In 2003, the Downtown Corvallis Association and other interested stakeholders developed a vision for the future of Downtown Corvallis. Building on the “Central City” portion of *The Corvallis 2020 Vision Statement*, a Strategic Vision Task Force utilized stakeholder interviews, questionnaires, and public meetings to gather and refine information about the vision for Downtown. *A Vision for Downtown Corvallis* is intended to be a companion document, and provides the visual framework for implementing elements of the Downtown Corvallis Strategic Plan.

Implementation of this Strategic Plan will be guided by a partnership between the City and the Downtown Corvallis Association.



In response to the need for a long-range plan to guide revitalization of Downtown, and shorter-range action steps to propel this effort, a Strategic Planning Committee was formed by the Downtown Corvallis Association. The Committee held numerous meetings with business owners, property owners, and citizens to develop and refine the Plan.

The Strategic Plan includes a summary of issues, findings, and recommendations. In addition, a supplemental action plan identifies short and long-term strategies that will help maintain and strengthen the vitality of Downtown. Implementation of this Strategic Plan will be guided by a partnership between the City, the DCA, private property owners, and Downtown businesses. The Strategic Planning Committee is recommending that a Downtown Commission be formed to implement the Strategic Plan. The Downtown Commission and the DCA will use the *Implementation Strategies* to develop their work plans.

Background

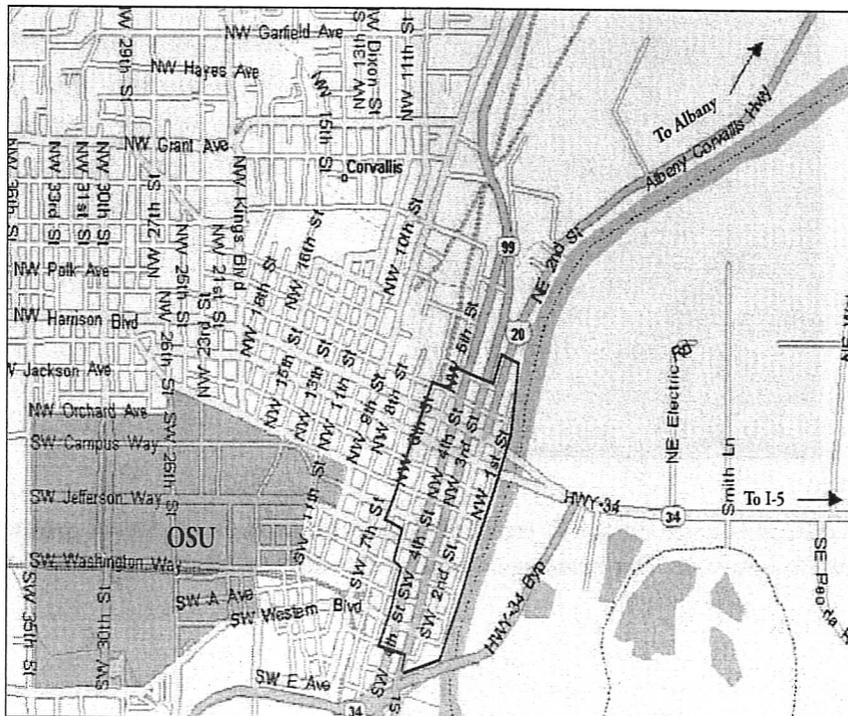
Current Conditions

Corvallis and the greater Willamette Valley have impressive attributes that contribute to the health and success of Downtown:

- a well-educated work force
- a major university
- easy access to a major metropolitan center
- an excellent quality of life
- second highest household incomes in the State

The 50 city blocks that comprise Downtown are bordered by the Willamette River to the east, the Marys River to the South, and OSU a short distance to the west. The Downtown is actually quite large when compared to city centers in the neighboring communities of Albany and Salem. Downtown Corvallis boasts vitality and character with a diverse mix of well-established merchants, historic buildings, offices, and civic spaces. Corvallis has made the conscious choice of promoting Downtown as the community's primary shopping area.

Located along the convergence of three major highways, Downtown is home to the City's transit center and the hub for regional transportation. Downtown is also home to a number of historically significant landmarks, including the Benton County Courthouse, Whiteside Theater, Kline Building, and the Van Buren Street Bridge. The densest development with pedestrian activity and desirability is concentrated along Second Street and Madison Avenue.

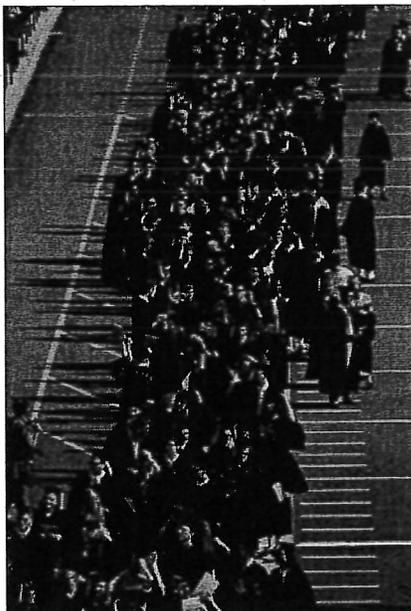


Downtown Corvallis boasts vitality and character with a diverse mix of well-established merchants, historic buildings, offices, and civic spaces.

The People

The current population of Corvallis is approximately 53,000; the OSU student population is about 20,000. A number of Corvallis employers draw residents from the surrounding communities. Corvallis boasts the highest education levels in the State, with 53% of the residents over 25 years of age having a Bachelors, Masters, or Doctorate degree. The unemployment rate is typically one of the lowest in Oregon, and households have the second highest income levels in the State.

The major employers include Oregon State University (OSU), Hewlett Packard (HP), and Samaritan Health Services. Because of the University's predominance in the community, Corvallis is considered a college town. Students attending the University are from all 50 states and more than 90 countries. The OSU student population directly affects Downtown, as the university is less than a mile from Downtown. Recent statistics show that over 56% of students dine away from home or off-campus at least three days a week, and after living expenses, students have an average disposable income of \$246 each month. Corvallis is the birthplace of HP's computer inkjet printing. HP's operation continues to be focused on research and development; HP is also an incubator for a number of startup companies. Samaritan Health Services is a regional medical provider, whose impact has made Corvallis a regional medical center.



The community is highly educated, with 53% of the residents over 25 years of age having a Bachelors, Masters, or Doctorate degree.

New housing like the Renaissance on the Riverfront Condominiums on 1st Street compliments the existing rental housing in Downtown. The housing in nearby Downtown neighborhoods is highly desirable and sought after.

Economic Vitality

Downtown is a major employment center which includes a mix of uses, including offices, retail stores, restaurants, and housing. Most of the City, County, State and regional government offices are located in Downtown. Downtown has always managed to find a way to fill or create a market niche. In recent years, there has been an increase in specialty stores and fine-dining restaurants. The community is also beginning to see more diversity in Downtown housing choices, with the development of condominiums along the riverfront.

The local Chamber of Commerce and the Economic Development Partnership have merged in order to form a more cohesive organization known as the Corvallis-Benton Chamber Coalition. Local economic development agencies are proposing a community-wide strategic economic development plan that will further support Downtown.

Downtown has always managed to find a way to fill or create a market niche.



The community is listed as 4th in the nation for the number of patents issued per capita. Corvallis is home to a number of small start-up companies and has enjoyed a stable economy with consistently low vacancy rates.

The City has continually committed itself to maintaining a vital Downtown, and has supported a number of projects and programs over the years. The City and County have prepared a two-block Downtown redevelopment plan for housing local government offices. The recently completed Riverfront Park along First Street has spurred significant investment not only along the river, but also along Second Street.

Downtown's Unique Character

Downtown Corvallis is the heart of the community, rich in culture and entertainment. Downtown's major strength is its unique character and ambiance, exemplified by the pedestrian scale, historic buildings, Riverfront Park, and mix of diverse independent stores. Retailers see this as a major competitive advantage over other shopping areas and want this to be protected and enhanced.

The City and the community have proactively included culture and the arts in the Downtown enhancement strategy. Public art is displayed at ArtCentric across from Central Park and throughout Downtown. Performing arts events are held at the Majestic Theatre and outdoor venues, while smaller performances are held in Downtown coffee houses and restaurants.

Downtown is the site of the Saturday Farmers' Market, the Red White and Blues Riverfront Festival, daVinci Days, the Corvallis Fall Festival, and numerous other events.



Downtown's major strengths are its unique character and ambiance, exemplified by its pedestrian scale, historic buildings, Riverfront Park, and mix of diverse independent stores.

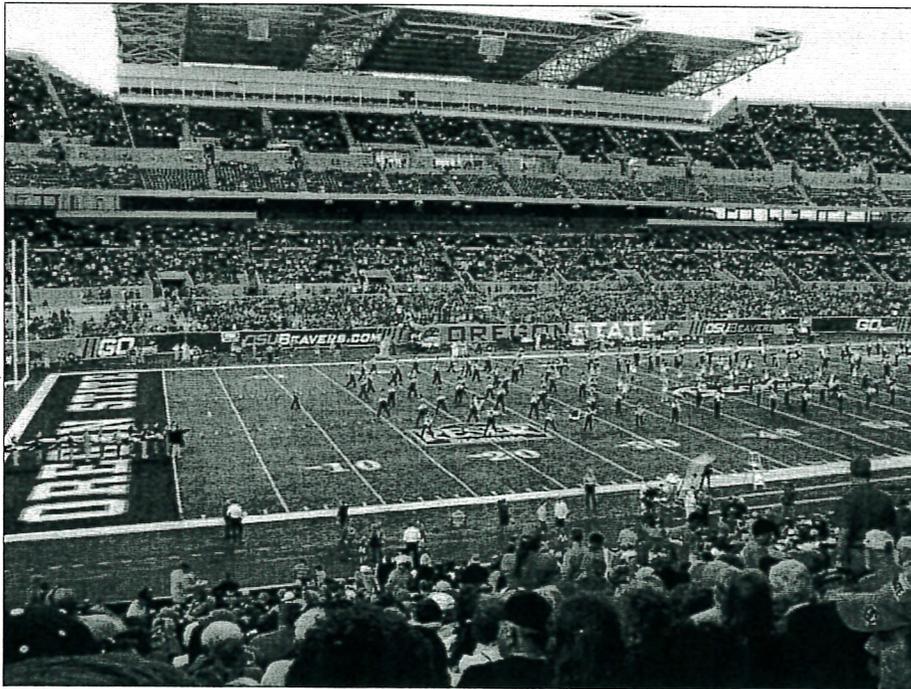
Downtown Management

The Downtown Corvallis Association (DCA) is a non-profit organization that was formed in 1985 and serves to strengthen and support existing businesses. The DCA mission is to promote commercial opportunities and provide information about Downtown to the public and businesses. The organization promotes activities to assist Downtown property owners and businesses in developing a viable Downtown for the benefit of the citizens of Corvallis. An 11-member Board of Directors and a staff of one full-time and one part-time employee manage the Association.

Visitors and the University

Corvallis Tourism, the local convention and visitors bureau, is located in Downtown. This organization actively promotes Corvallis as a destination for visitors, conventions, and sports events. Its primary role is to develop creative marketing strategies that increase the impact of visitor spending in the community and the surrounding areas.

Oregon State University is Oregon's land, sea, sun, and space grant university, and has drawn thousands of students from across the state, nation, and world. It is a leading research University, recognized for its engineering, environmental sciences, forestry, pharmacy, and veterinary programs. The OSU conference complex is one of the largest university conference complexes in the nation, at over 80,000 square feet. The university also has NCAA championship-quality facilities, from the 44,000 seat Reser Stadium to Gill Coliseum.



The Downtown serves as a center for specialty retailing and dining, as well as a cultural district for residents and visitors seeking a “personal experience.”



Changing Marketplace

Downtown has undergone a market shift that is capitalizing on the city's growth and increased discretionary spending. The development of other forms of retailing, discount centers, outlet malls, mail order catalogs, and internet shopping means that Downtown must target its offerings to a specific customer base or niche. Downtown serves as a center for specialty retailing and dining, as well as cultural district for residents and visitors seeking a “personal experience.”

After decades of locating only in shopping centers, regional and national retailers are rediscovering the profitability they can achieve from revitalized Downtown districts. Regional and national merchants such as Safeway, Starbucks, and Great Harvest Bakery, strengthen Downtown by creating a greater draw to the district.

Growth and Livability

The quality of life in Corvallis is exceptional, and has been recognized by others:

- *Biz Demographics* placed Corvallis 7th in the nation for great places to do business.
- *Men's Journal* rated Corvallis 8th in the nation as a great place to live.
- *Cities Ranked and Rated* said Corvallis is the tenth best place to live in the nation.
- *Top Ten Placed To Retire* ranked Corvallis number nine of the Country's top ten places to retire.
- *Bike USA* listed Corvallis 9th in the nation as a bicycle friendly city.
- *Bike at Work* listed Corvallis 9th in the nation as a car free community.
- *Orange County Register* picked Corvallis the best pac-10 campus in 2002.
- The National Arbor Day Foundation awarded Corvallis the top tree city in 2002.

Public attitudes towards the desirability of growth heavily guide philosophical discussion about Downtown. The City's *Comprehensive Plan* states:

Many other communities in Oregon have sought development of regional retail malls. When these have been developed, especially in smaller cities, they have had serious negative impacts on Downtown commercial activities, increased the use of the automobile, and have led to an increase in sprawl development. The City of Corvallis is committed to maintaining a vital vibrant Downtown for retail and business activities.

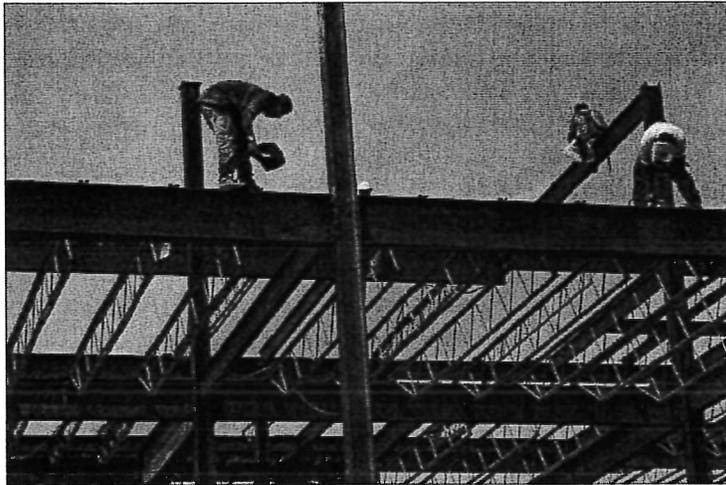
The residents of Corvallis and the City have a strong commitment to preserving and enhancing the character of Downtown.



Biz Demographics placed Corvallis 7th in the nation for great places to do business.

Redevelopment Opportunities

Most of Downtown is developed, with the exception of a few lots that are used for surface parking. The improvement-value to land-value ratio within the Downtown is 1.83 to 1. Intensively used commercial areas typically have an improvement to land ratio in the range of 4 or 5 to 1. Therefore, tremendous opportunities exist for redeveloping existing underutilized properties. Most of the redevelopment projects currently being contemplated Downtown are mixed-use with multi-stories.



Tremendous opportunities exist for redeveloping existing underutilized properties.

One source of funds for revitalizing Downtown would be through the establishment of an urban renewal district. Surrounding communities, such as Philomath and Albany, already have urban renewal districts in place. Establishment of these districts allows existing taxes to be directed toward projects, including improved parking facilities, infrastructure, enhanced weather protection, streetscape, and other revitalization projects.

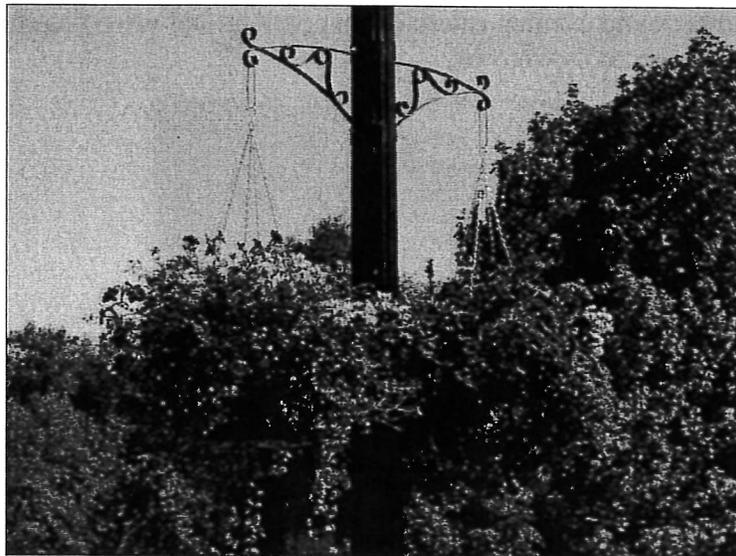
In 2006, the DCA hired Spencer & Kupper, which prepared an *Urban Renewal Feasibility Report* examining key elements and assumptions underlying an urban renewal district and determining whether a district would be feasible from a financial and policy standpoint. The consultants found that there were no technical or legal obstacles to the feasibility of establishing an urban renewal district for Downtown Corvallis.

Strategic Goals

The Strategic Plan sets these goals for 2007–2011:

1. Provide goods and services that residents presently leave town to purchase.
2. Renew commitment to Downtown as the civic, cultural, and entertainment center of the community.
3. Build upon the diverse mix of uses and small town charm.
4. Encourage investment in retail, commercial, and office activities.
5. Ensure effective access, parking, and wayfinding solutions.
6. Strengthen and support effective Downtown organizations.

These goals are discussed in the following sections. The organizations that are responsible for implementing them are discussed in a supplemental plan, titled *Implementation Strategies*.

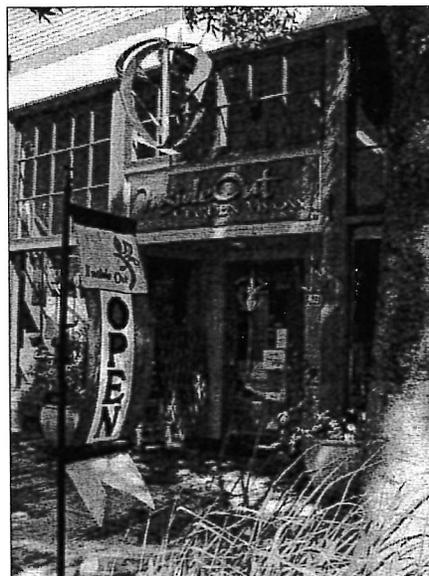


Strategic Goal 1: Provide Goods and Services that Residents Presently Leave Town to Purchase

STRATEGIES	'07	'08	'09	'10	'11
1.1 Bolster recruitment and retention efforts to fill market niches	←————→				
1.2 Develop activities to increase midweek, evening, and Sunday shopping	↔				

Downtown has a finite amount of land and parking space. The community is interested in maintaining Downtown’s charm and ambiance and avoiding over building and traffic problems. At the same time, regional shopping options are enticing residents to leave town to purchase a number of goods and services.

- 1.1 ***Bolster recruitment and retention efforts to fill market niches.*** Continue to recruit and retain businesses that help satisfy the community’s needs. Prepare and publish market studies to encourage businesses to satisfy underserved market niches.
- 1.2 ***Develop activities to increase midweek, evening, and Sunday shopping.*** Downtown is busiest on Thursday nights, weekday lunch hours, and Saturday afternoons. Activities to increase shopping at other times will increase sales without causing parking congestion. Consider increasing midweek and evening entertainment options and providing more housing choices to bring more customers to Downtown.



2.1 Increase the organization and promotion of DCA sponsored special events and festivals.

Continue these existing special events:

- Red White and Blues Riverfront Festival
- Fourth of July Parade
- Crazy Days Sidewalk Sale
- Fall Festival Sidewalk Sale
- Rhapsody in the Vineyard Downtown Wine Walk
- Downtown Trick or Treating
- A Slice of Downtown

Develop new events and festivals such as:

- Monthly art walks
- Historic walking tours
- Summer outdoor theater

2.2 Support Downtown community events and organizations that contribute to Downtown.

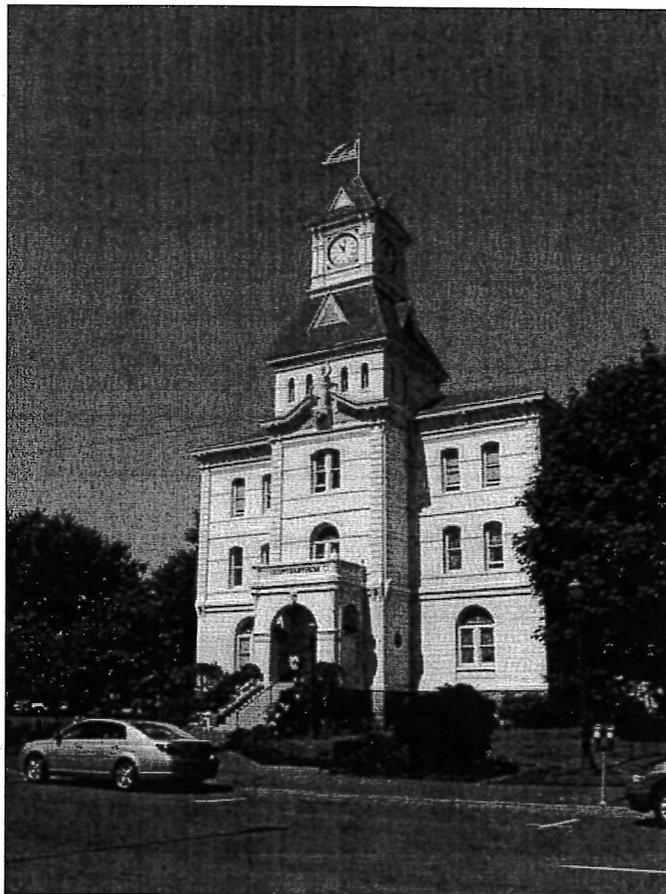
Economic development efforts are greatly enhanced when other organizations host events in Downtown. These include:

- Winter's Eve Corvallis
- Clothesline Art Sale
- daVinci Days
- A Taste of Corvallis
- Corvallis Fall Festival
- OSU Football Rally
- Spring Garden Festival
- Farmers' Market
- Corvallis Community Band concerts in the park
- Procession of the Species
- Boys and Girls Club Hoop Jam
- Lions Club Corvallis Community Christmas Parade
- Civic Beautification/Urban Forestry Commission
- Boys and Girls Club Classic Car Rally
- Oregon State University
- Downtown Flower Basket Program
- Madison Avenue Task Force
- Altrusa Club

Economic development efforts are greatly enhanced when other organizations host events in Downtown.



- 2.3 Support efforts to locate and consolidate government offices Downtown.** Government office workers (and the people who do business with them) are a significant part of weekday customer base for Downtown restaurants and stores. Actively support the City and County plans to keep their workers Downtown, the County's desire to move more employees to Downtown, and the State and Federal Government's commitment to maintaining offices Downtown.
- 2.4 Support businesses that offer entertainment and cultural events.** Restaurants and dining are in many ways affiliated with entertainment or an event. In addition, restaurants and coffee houses often host musicians and local artwork. Local art galleries and movie theaters should continue to be encouraged Downtown. In many ways, shopping can now be considered an entertaining experience, especially if it is associated with other Downtown activities, such as a meal with friends or family.





- 3.1 Support the unique mix of independent and national retailers, with an emphasis on business clusters.** Retention and recruitment efforts should emphasize business clusters that complement and support one another. Having unique independent businesses along with regional and national retailers can work collaboratively to provide a unique and varied mix of uses.
- 3.2 Support the City and interested developers in their efforts to diversify Downtown housing options.** The vast majority of Downtown housing is rented below market rate. Currently, at least one significant Downtown housing project is being built above market rate. Encourage private developers and housing agencies to increase housing choices in Downtown.
- 3.3 Review City Codes and fees to encourage desirable development.** The Strategic Planning Committee has developed a set of recommended changes to the City's Land Development Code and Municipal Code to encourage desirable development. Continue to work with the City as these recommendations are further evaluated by the City and ultimately considered by the City Council. System Development Charges (SDC's) in Downtown were also analyzed and the Strategic Planning Committee determined that the current assessments for Downtown projects were fair and equitable.
- 3.4 Collect and publish data on Downtown market opportunities.** The 2005 Downtown Market Study provided impetus for a number of developers and retailers to expand offerings, including women's clothing, specialty foods, and residential infill. Continue to update market studies on a timely basis and ensure that future studies are distributed to the public.

- 3.5 *Fill vacancies, attract business anchors, and close gaps in the business mix.*** Recruit key businesses that will complement the unique independent retailers Downtown. Continue to work with businesses to foster relationships. Encourage redevelopment of underutilized Downtown properties.
- 3.6 *Promote Downtown as a destination for area visitors.*** One of the attractions of Downtown is its historic character and the increasing national interest in small town tourism. Conferences and major sporting events at the University attract a number of people from outside the community. Corvallis Tourism should continue to promote Downtown for its historical ambiance and feature Downtown in tourism publications.
- 3.7 *Strengthen information-sharing relationships with real estate brokers and developers.*** Consistent communication between existing businesses and the commercial real estate community will help fill vacant storefronts.
- Link DCA's website to other economic development organization websites.
 - Distribute vacant property profiles to existing and prospective tenants.
 - Distribute property and building data to real estate brokers.
 - Encourage the DCA to provide information to brokers to fill vacancies.
 - Assist businesses seeking to relocate or expand.



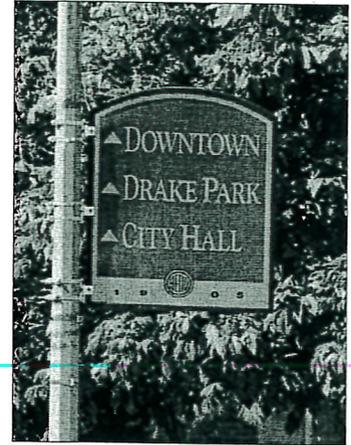


- 4.2 Encourage retail anchors that complement Downtown.** Continue to recruit retail anchor tenants that will complement and build on existing uses. Seek tenants to fill market niches, which are currently youth apparel, to attract a sizeable share of the student market and a boutique hotel with a fine dining component, as noted in the Corvallis Downtown market study Executive Summary.
- 4.3 Encourage upper floor offices.** A number of older buildings contain vacant or underutilized upper floors. The DCA should continue to encourage upper floor redevelopment through its zero interest loan program and other programs.
- 4.4 Encourage financial and professional business clusters.** Businesses such as banks, mortgage companies, insurance offices, and attorneys provide a vital community service which brings customers downtown. The DCA should continue to retain existing businesses and encourage new professional businesses to locate downtown.
- 4.5 Prepare and implement an urban renewal plan.** There appear to be no technical or legal obstacles to establishing an urban renewal plan for Downtown Corvallis. A downtown urban renewal plan should be prepared by a qualified consultant and overseen by a citizen body that is broadly representative of the downtown and the community.

Goal 5

Strategic Goal 5: Ensure Effective Access, Parking, and Wayfinding Solutions

STRATEGIES	'07	'08	'09	'10	'11
5.1 Update Parking Study	↔				
5.2 Develop and implement a Downtown wayfinding plan		↔			
5.3 Work with neighborhoods to mitigate parking impacts	←	→	→	→	→
5.4 Enhance physical linkages to Downtown	←	→	→	→	→



The Downtown market area has a total of 4,555 parking spaces of which one-third are on-street and two-thirds are off-street. Roughly 55% are restricted to customers, visitors, or tenants of specific uses. The remainder consist of public short-term and long-term spaces. Free parking is available in a designated central area. There is a perception that free and easy parking is one of the few competitive advantages shopping centers have over Downtown. To make shopping more convenient, residents and merchants alike want additional and improved parking. Parking demand remains a complex issue that both affects and is affected by the availability and use of other modes of transportation.

Customers and visitors need to comfortably and successfully reach their Downtown destinations. When done appropriately, signage and wayfinding can effectively accomplish this.

- 5.1 Update Parking Study.** Update the 2001 Downtown Parking Study. Areas deserving special attention include on-street parking utilization and solutions to addressing varying perspectives on the adequacy and location of the supply of Downtown parking.
- 5.2 Develop and implement a Downtown wayfinding plan.** In conjunction with the City, develop a wayfinding plan for Downtown. The plan should include important destinations, signage standards, and the potential for kiosk maps. The Plan should include a strategy for sustainable funding implementation.
- 5.3 Work with neighborhoods to mitigate parking impacts.** Work with adjoining neighborhoods to mitigate impacts associated with on-street parking by Downtown employees.
- 5.4 Enhance physical linkages to Downtown.** Encourage the ongoing activities of the Madison Avenue Task Force and Oregon State University to strengthen the physical connections and amenities between OSU and the Downtown. Work with Corvallis Public Works, ODOT and the neighborhoods to enhance access into, out of, and through Downtown. Encourage the southern extension of the Riverfront multi-use path to connect with the trail at Willamette Park.

Strategic Goal 6: Strengthen and Support Effective Downtown Organizations

STRATEGIES	'07	'08	'09	'10	'11
6.1 Maintain strong volunteer board and committee structure	←————→				
6.2 Increase community involvement in guiding Downtown vitality	←————→				
6.3 Establish a permanent source of funding for the Downtown Corvallis Association				←————→	
6.4 Maintain communication with constituents	←————→				
6.5 Participate in National Main Street activities	←————→				
6.6 Maintain adequate staffing levels	←————→				
6.7 Establish a Downtown Commission	←————→				
6.8 Develop work plans	←————→				

Downtown Corvallis Association

The Downtown Corvallis Association represents Downtown businesses through an 11 member Board of Directors and a staff of one full and one half-time employee. Board and committee members are volunteers and the lifeblood of the organization. The DCA receives funding through a voluntary Economic Improvement District, membership dues, and the City. The DCA should continue to serve the following functions:

- Business advocacy
- Business locator services
- Promotions, marketing, and special events
- Business recruitment, retention, and development
- Private property aesthetic enhancement
- Downtown Design Awards program
- Facade and upper floor loans
- Business networking, training and education



Goal 6

- 6.1 *Maintain strong volunteer board and committee structure.*** Continue to follow the committee structure recommended by the National Main Street Program and develop subcommittees and task forces as needed. The board and each committee will meet regularly to implement projects that fulfill the DCA's mission.
- 6.2 *Increase community involvement in guiding Downtown vitality.*** Constantly recruit new volunteers from both the community and Downtown. Volunteers from the community are important for their unique expertise, perspective, and the dedication they can bring to the organization. The DCA must also strive to keep its volunteers involved and interested in their work.
- 6.3 *Establish a permanent source of funding for the Downtown Corvallis Association.*** Currently the DCA relies on a 5-year voluntary Economic Improvement District for the majority of its operating revenue. Establishing a permanent assessment district for the entire Downtown should be a priority in providing sustainable funding for the DCA.
- 6.4 *Maintain communication with constituents.*** The DCA's e-newsletter is a very popular vehicle for communicating activities, Downtown issues, and merchant news. Other communications such as the DCA's business column in the *Corvallis Gazette-Times* keep the community abreast of Downtown events and activities.
- 6.5 *Participate in National Main Street activities.*** Board and staff should participate in Main Street trainings and network meetings and use the Main Street Program as a resource for Downtown planning and programs.
- 6.6 *Maintain adequate staffing levels.*** Periodically review staffing levels to ensure these organizational goals and activities can be accomplished.





Downtown Commission

The Strategic Planning Committee has recommended formation of a Downtown Commission that would implement elements of the Strategic Plan. If a new commission is formed, the DCA should have representation on the Downtown Commission so that both groups can effectively coordinate their activities. The Downtown Commission would report to the City Council regarding the following issues:

- Implementation of the Downtown Strategic Plan
- Public parking
- Redevelopment projects
- Public streetscape improvements
- Downtown and riverfront code revisions

6.7 *Establish a Downtown Commission.* A Downtown Commission would be an advisory body to the City Council. The charge of the Commission would be to implement *A Vision for Downtown Corvallis* and this *Downtown Corvallis Strategic Plan*, as well as advise the Council on matters such as urban renewal activities, Downtown streetscape, public parking, redevelopment projects, and code revisions affecting the vitality of Downtown. It would also serve as initial contact for Downtown development projects and would advocate for projects that were seen as vital to the long-term interest of Downtown. The Commission would include groups and individuals with diverse interests, who are advocates of a prosperous Downtown. Those represented should include the DCA, Downtown residents, Downtown property owners, Downtown business owners, Downtown employees, residents from the surrounding neighborhoods, and others.

6.8 *Develop work plans.* A Commission would develop a work plan based on the implementation strategies outlined in this Downtown Strategic Plan. Work plans, including schedules, budgets, and responsible parties will be developed every two years to ensure timely implementation.

Implementation

Implementation Strategies

See Implementation a supplement of the *Downtown Corvallis Strategic Plan*.



