

ALBANY

**Reboot your
Downtown**



Flinn's

THE L. E. BLAIN

NEAL
WALKS AWAY
IN 1580

50

KNOWLEDGE IS
POWER

AN OLD NEAL

FLINN BLOCK



Restaurant & Retail
Great Space Available

FLINN BLOCK
182

IN THE BEGINNING...

- Action '82
 - Taskforce formed by Albany's Mayor Donald Brudvig
 - Taskforce recommended creating a Downtown Association
 - ADA would be based on the National Trust's Main Street Program
 - 501 c6 status attained in June 1982
- Oregon Downtown Development Association is formed in Albany
 - Brings a State-wide Main Street program to Oregon.
 - Albany, Bend, Sweet Home, Newport and Salem first to join.

“DOWNTOWN NEEDS A FACELIFT”



- Downtown Albany hires Joy Hinkle as the ADA Manager
- 1983

THE 1980S

- Payless Drug leaves Downtown
- Heritage Mall is built
- Sears leaves Downtown
- State rebuilds Hwy 20
- Vacancy rates soar
- Crime becomes a problem

Cusak Bank Building
Awaits restoration



INTO THE '90S

- State offices fill old Sears store.
- Downtown cleaned-up & painted.
- Albany Town center plan adopted.
- ParkWise Program established.
- Albany gains National recognition for Downtown revival.



Downtown Executive Director Jill Henderson (Right)

The Register-Guard
THURSDAY
MARCH 5, 1992

BUSINESS

DEVELOPMENT

A DOWNTOWN THAT WORKS

Business in renovated buildings line Second Avenue in Albany.

Albany finds a winning formula for its city center

By PAUL DUNWIDDIE
The Register-Guard

ALBANY — In November 1988, the future of downtown Albany looked as bleak as the steel-gray winter sky.

During that month, two long-time retail anchors — Sears, Roebuck & Co. and J.C. Penney Co. — and a host of other downtown stores fled to the glitzy new Heritage Mall that was opening on the east end of town.

Jill Henderson — executive director of the Albany Downtown Association, a merchants group — says other downtown stores, including Payless Drug, the third anchor, had already moved to strip centers around the city. So by the time 1988 rolled into 1989, Henderson says, property values were plummeting and half of the downtown's retail stores had gone dark.

That was then.

Today, downtown Albany brims with hope. The association says customer parking exceeds 4,500 cars a day, roughly double the comparable parking count of downtown Eugene, even though Albany's 31,000 population is less than a third the size of Eugene.

And Henderson says retail occupancy rates have squeezed above 85 percent. "We're even filling up space that hasn't been filled since 1950," she says.

Others fairly burst with enthusiasm. "We've been swamped with business," says Sid Stevens, a downtown jeweler who is remodeling a 19,000-square-foot building downtown. "We're on a wave, and we haven't hit the crest yet."

Although some merchants concede that business in downtown Albany isn't nearly what it was during its heyday decades ago and that the commercial real estate market is still soft, downtown Albany is nonetheless gaining national attention for its turnaround.

In its January-February issue, Independent Business Magazine, a trade magazine based in Westlake Village, Calif., featured Albany in its cover story on the revival of downtowns nationwide.

Downtown experts caution that each city center has unique problems and opportunities. That makes it dangerous to assume that one city's solutions will work elsewhere — for example, in Eugene's troubled downtown, for which local officials are once again trying to craft a revival plan.

Nonetheless, these experts say downtowns are being revived nationwide as cities take comprehensive approaches that redefine the downtown's role and aggressiveness.

Joe Wilkins of The Register-Guard
Bill and Ellen Lilla started a gourmet restaurant and dinner theater in the Flinn Block building built in 1887.

Turn to DOWNTOWN, Page 2C

Keys to the revival of downtown Albany:

- **BUILDINGS:** Downtown focused on restoring its unique historic buildings.
- **STORES:** Restaurants and antique shops opened to cater to tourists and upscale office workers.
- **OFFICES:** City lured a state office building downtown, bringing 200 workers.
- **PARKING:** City scrapped parking meters and instituted free parking.
- **STREETS:** City kept streets open to car traffic.

Y2K

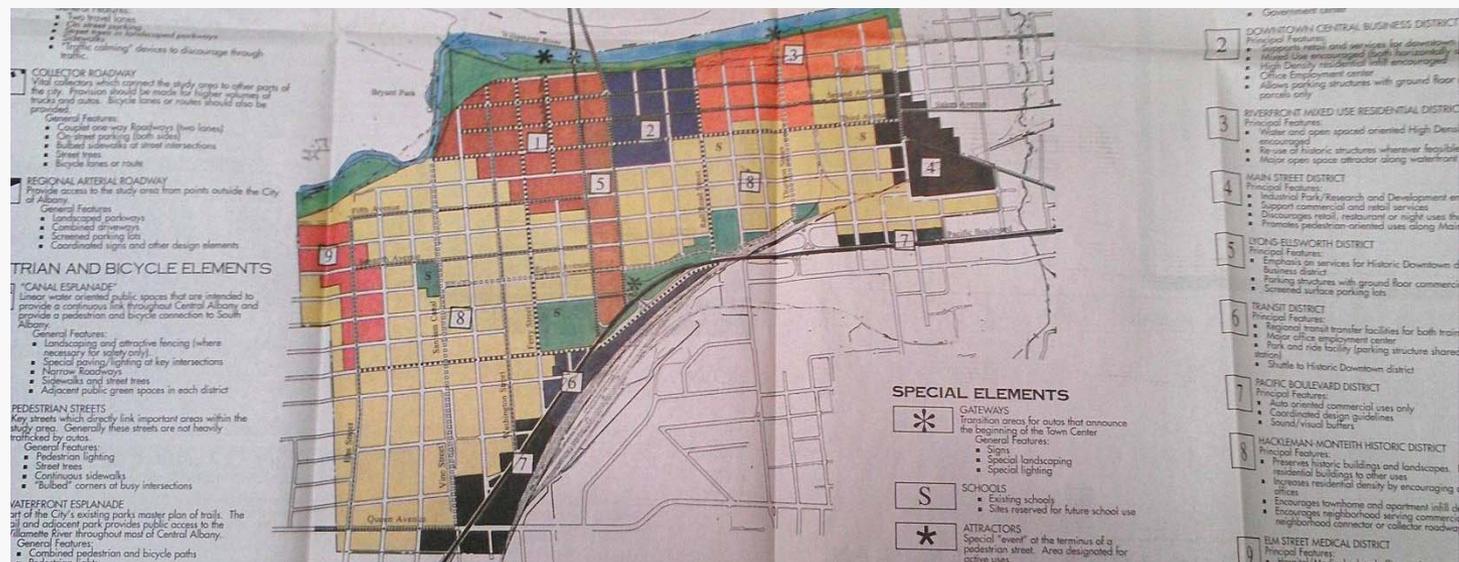
- State Main Street Program is gone.
- No committees intact
- ADA shares office space and loses identity
- Staff works to keep things going
- Board has little resources to do much



CARA

Central Albany Revitalization Area formed in 2001

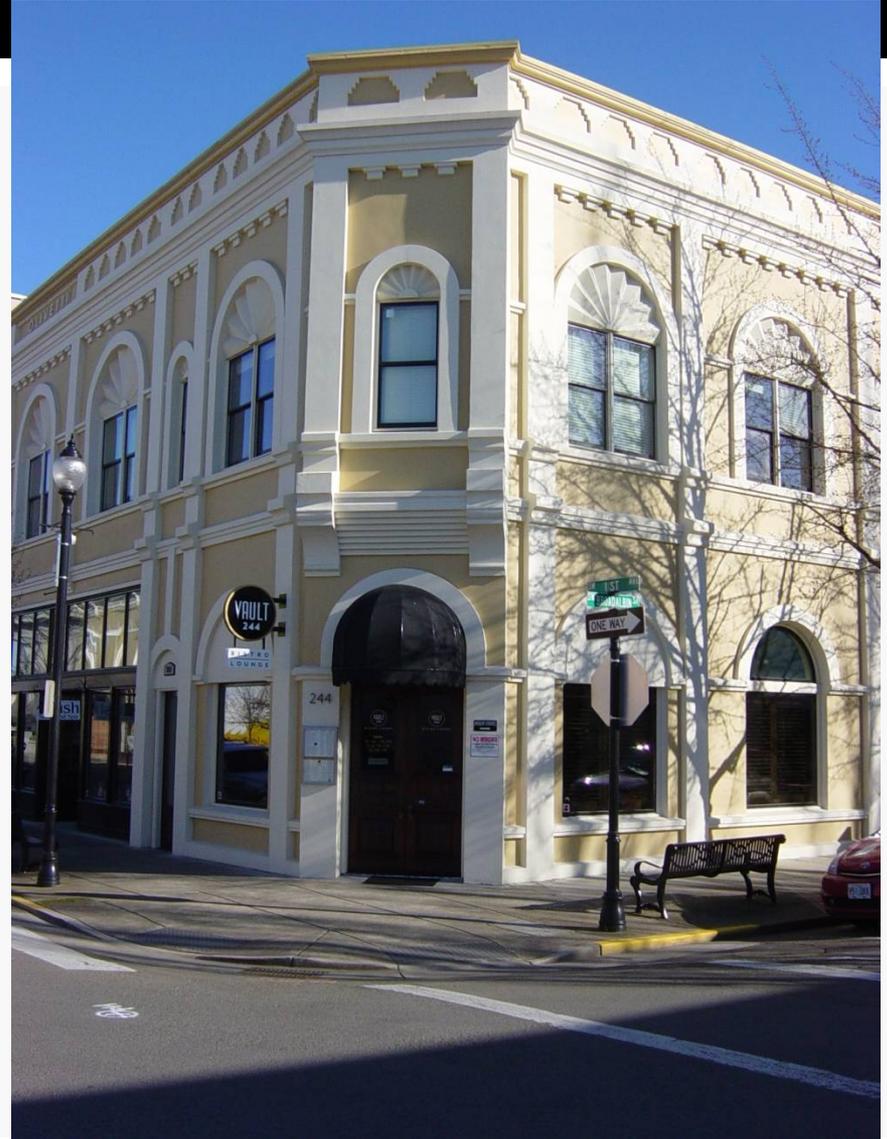
- ADA Director Julie Jackson works with City to create district
- First projects started in 2004
- CARA starts to make big changes in Downtown
 - First Avenue Streetscape
 - Restoration of buildings in 200 block of First Avenue SW



CARA



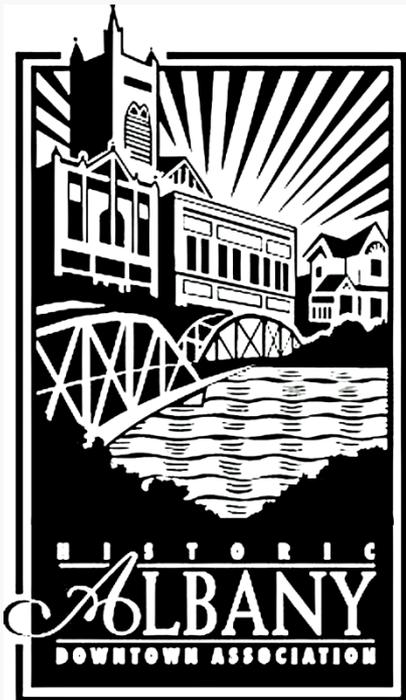
Entire 200 block of First Avenue restored
Cusak Bank Building restoration (right)



BACK ON MAIN STREET ?

Oregon Main Street re-launched in 2008

- ADA board split on joining
- Albany accepted as Performing Main Street in first round
- ADA Executive Director resigns over decision.



- New Executive Director hired
- Committees formed (and reformed)
- New board members brought on
- ADA attends National Main Street convention 2011
- Nationally Accredited Program in 2012
- Creating new partnerships with other organizations
- Retail Refinement Study done
- Advertising Downtown becomes a priority

BACK ON MAIN STREET



STAYING ON MAIN STREET

Challenges:

- Committee and Board turn-over
- Keeping merchants excited
- Expanding our volunteer base
- EID renewal
- Urban Renewal critics
 - Keeping it Fresh!

The Job is NEVER done!



The Albany Downtown Association works with the Downtown merchants, Albany's Mayor & City Council, the CARA board, the Albany Visitors Association, Albany Landmarks Commission, Oregon State Historic Preservation Office, Pacific Power, Historic Preservation League of Oregon, Greater Albany Rotary, Safehaven Humane Society, The Cub Scouts, Albany Kiwanis, Albany Parks & Recreation, Albany's Museums, Albany Chamber of Commerce, Albany Millersburg Development Corporation, Linn County Fair & Expo, American Legion post 110, Friends of Historic Albany, among others...

STAYING ON MAIN STREET



COME VISIT DOWNTOWN ALBANY

