



WESTON DOWNTOWN REVITALIZATION + CITYWIDE CONNECTIONS

FEBRUARY 2011

CITY OF WESTON



Oregon's Transportation and Growth Management Program supports community efforts to expand transportation choices for people. By linking land use and transportation planning, TGM works in partnership with local governments to create vibrant, livable places in which people can walk, bike, take transit or drive where they want to go.

WESTON DEMOGRAPHICS



about...

755 people

280 housing units

83% white, 15% hispanic

\$49,583

25 minutes to work

WESTON

An aerial photograph of a rural landscape with a grid of agricultural fields in various shades of brown, tan, and green. A central town area is visible, marked with a red cross. Two concentric circles are drawn around the town center: an inner circle representing a 10-minute walk and an outer circle representing a 20-minute walk. The text 'WESTON' is in the top left, '10 minute walk' is inside the inner circle, and '20 minute walk' is between the two circles.

10 minute walk

20 minute walk

MAIN STREET APPROACH

4
POINTS

Organization

Design

Promotion

Economic Restructuring

8
PRINCIPLES

Comprehensive

Identifying and capitalizing on existing assets

Incremental

Quality

Self-help

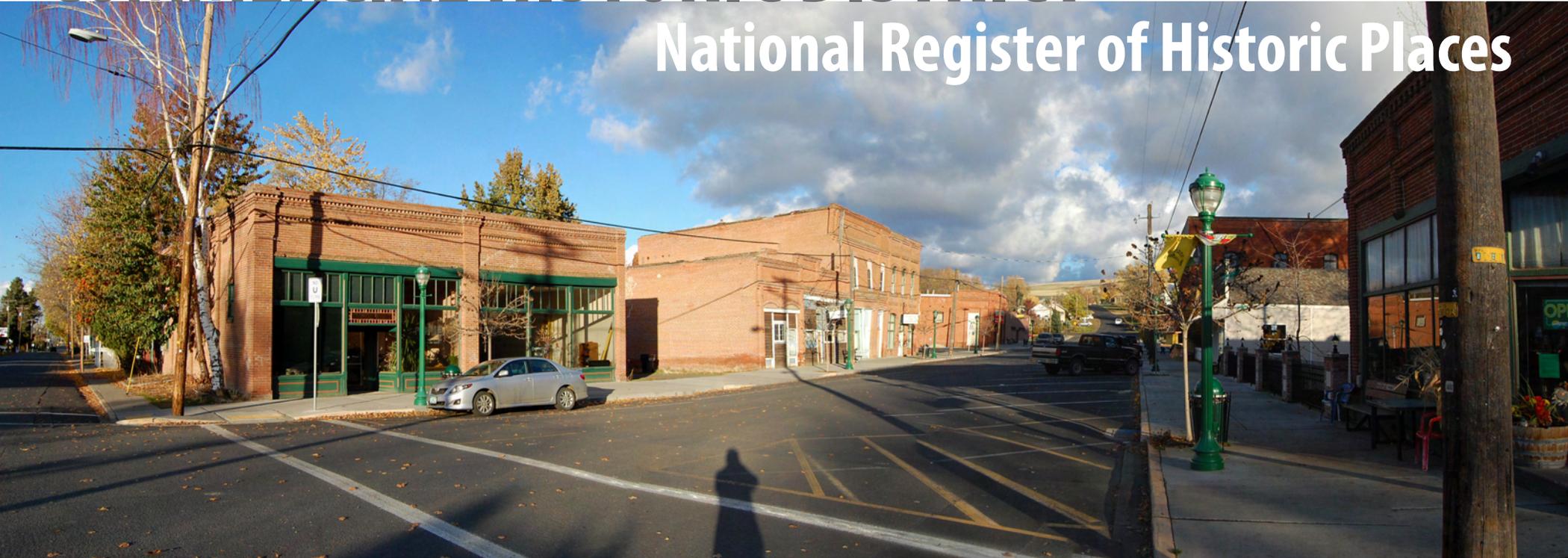
Change

Partnership

Implementation

COMMERCIAL HISTORIC DISTRICT

National Register of Historic Places



1982

**E. Main Street between Broad and Water
32 acres, 9 buildings**

ASSETS

historic character





ASSETS
pedestrian-oriented streetscape



ASSETS
Pine Creek access



ASSETS

beautiful location, great climate

HURDLE

aging building stock





HURDLE

deferred maintenance



SEE

YA

TH

ERE

ERE

ERE

ERE

HEE

HAW

HURDLE

**limited leasable
commercial space**

HURDLE

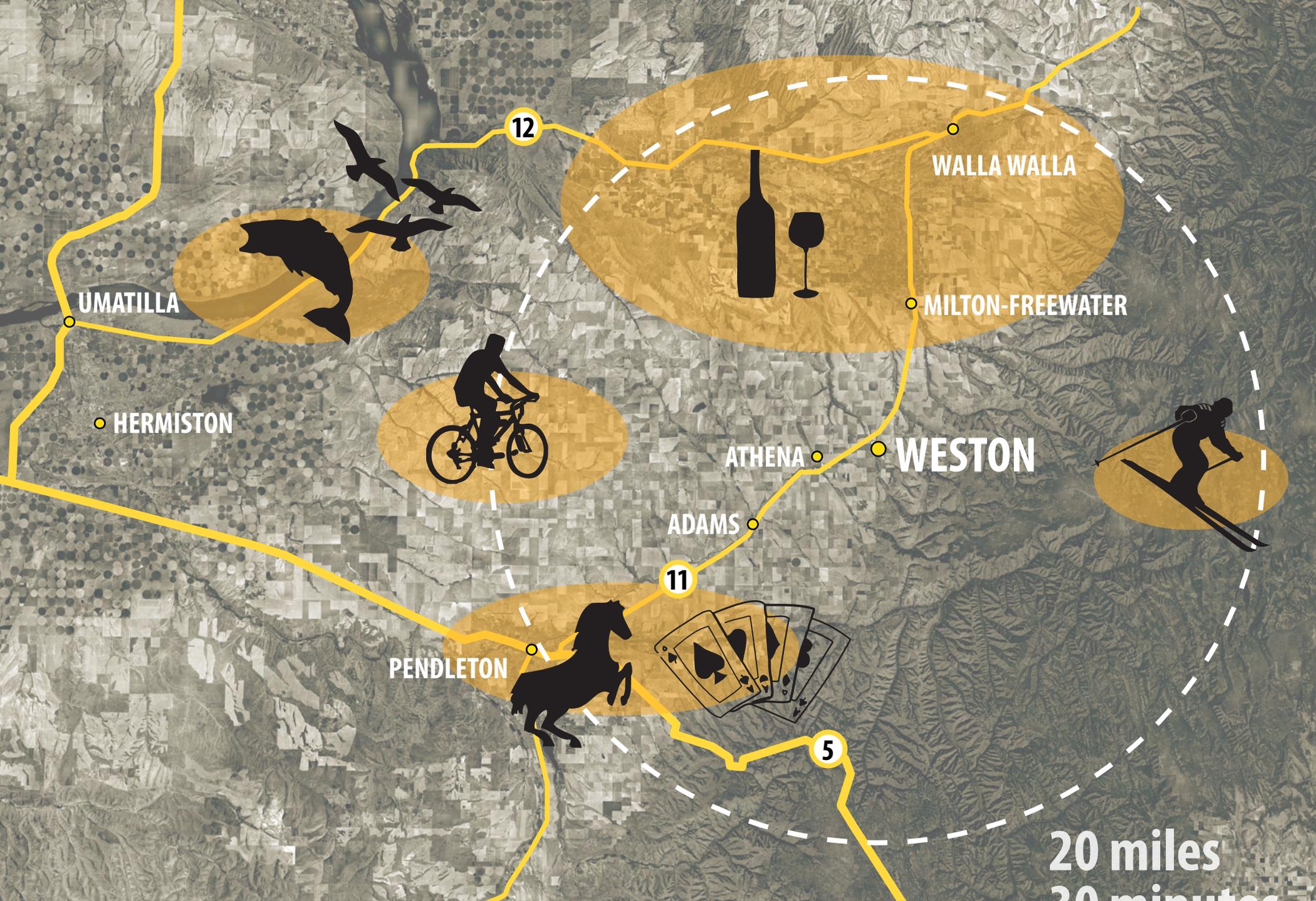
not enough people to sustain local businesses





20 miles
30 minutes

REGIONAL CONTEXT



REGIONAL ASSETS

WALLA WALLA APPELLATION



**530 square miles
+100 wineries
\$46.7 m / \$103.2 m**

PENDELTON ROUND UP

A cowboy wearing a light-colored plaid shirt, dark pants, and a cowboy hat is riding a dark brown horse in a rodeo arena. He is holding a lasso in his right hand, which is extended outwards. The arena is filled with dirt, and there are several other people in the background, some walking and some standing. The crowd in the bleachers is blurred, suggesting a large gathering. The lighting is warm, indicating it might be late afternoon or early evening.

early September, 4 days
~50,000 visitors
\$22 m

WILDHORSE GAMING AND RESORT

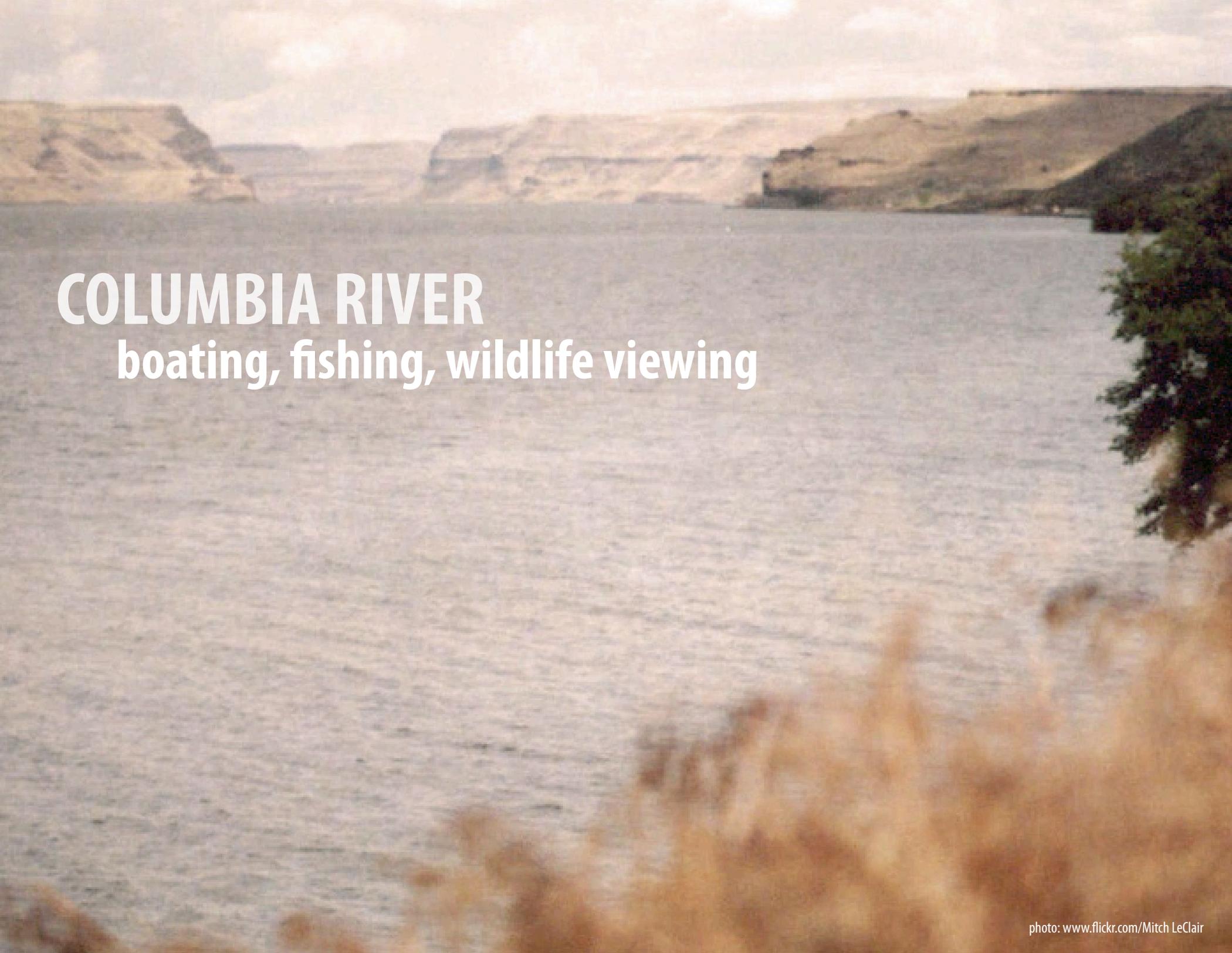


SCENIC BIKEWAYS
rideoregonride.com



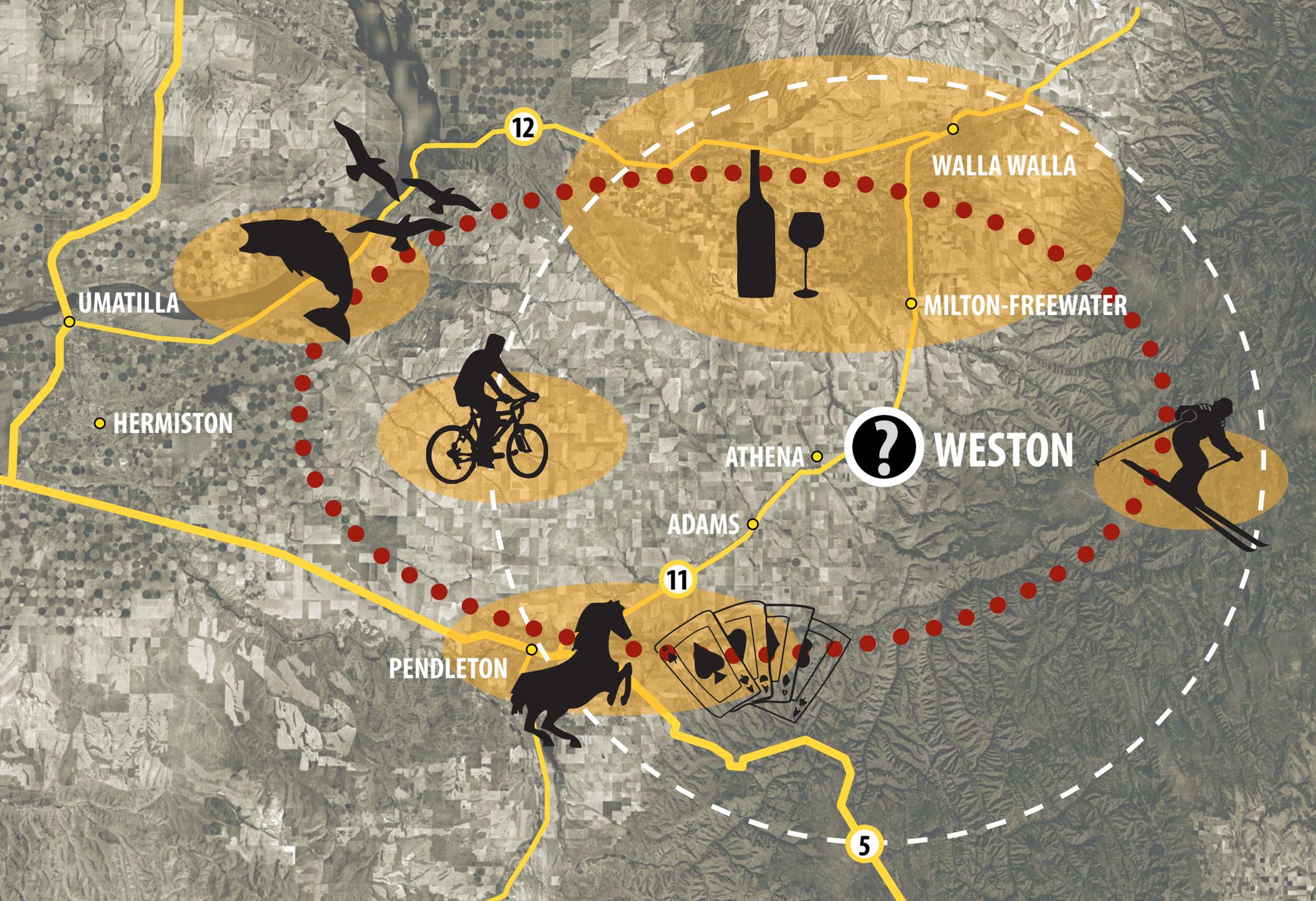
BLUE MOUNTAINS

camping, hiking, skiing, hunting, fishing, photography

A wide-angle photograph of the Columbia River. The water is a deep blue-grey color with gentle ripples. In the background, there are several layers of brownish, eroded hills or plateaus under a cloudy sky. On the right side, a dark green tree is partially visible. In the foreground, there is a blurred area of dry, golden-brown grass.

COLUMBIA RIVER

boating, fishing, wildlife viewing



WHAT IS WESTON'S SPECIAL ROLE IN THE REGION?



IDEAS

create a vision + a plan

gather community leaders to determine where / what Weston wants to be in 10 years and make a plan to get there

strengthen regional partnerships

events, marketing, promotion, networking

assess and rehabilitate buildings

identify a catalyst project

public / private partnerships, involve the community

innovate

Saling House

destination lodging opportunity

community restoration project?

tell the Weston story

keep Weston's rich history alive in meaningful ways

complete connections

complete sidewalk network to important community destinations and landmarks



existing conditions / opportunities and constraints
infill framework analysis

- existing conditions**
- creek
 - primary travel corridor / new streetscape
 - commercial and civic node
 - school / institutional node
 - recreation node
 - employment node
 - destination / attraction
 - city limits
 - growth boundary
- opportunities**
- creek interaction site
 - streetscape improvement opportunity
 - bike / pedestrian trail connection opportunity
 - residential infill opportunity
 - commercial infill opportunity
 - gateway opportunity

1. Central Station market/deli
2. City Library
3. City Hall
4. Post Office
5. Community Hall
6. Long Branch Cafe and Saloon
7. Bank
8. Suzi's Handimart
9. Public School
10. Elliot Park / skate park
11. Con-Agra
12. Smith Frozen Foods
13. Memorial Wall and fountain
14. Key Memorial Fire Station



complete SIDEWALKS

Water

Franklin

Main

Broad

create a GREENWAY

gradual acquisition for
Pine Creek restoration and
enhancement

develop creek interaction
points / education nodes

**POTENTIAL PARTNERS /
FUNDING SOURCES**

STATE / REGIONAL / LOCAL (PUBLIC)

Oregon Main Street Program

Umatilla County

Local Improvement District / Business Improvement District

Urban Renewal

Oregon Cultural Trust

State of Oregon Historic Preservation Office

Oregon State Parks

Travel Oregon

Oregon Department of Transportation

SPECIAL OPPORTUNITIES

Portland State University,
Masters of Urban
Planning Workshop (to
prepare a development
and funding plan)

FEDERAL (PUBLIC)

National Trust for Historic Preservation

National Endowment for the Humanities

National Endowment for the Arts

National Parks Service

US Economic Development Administration
(as part of a regional plan)

PRIVATE

Oregon Community Foundation

Ford Family Foundation

Meyer Charitable Trust

Hart Family Foundation

Ash Grove Charitable Foundation

Smith Frozen Foods or Gordon Smith

Tribal Foundations and Program
Investments

**SOME THINGS OTHER COMMUNITIES
HAVE DONE**

Whiskey Barrel Garden

Louisville, KY

For using vacant lots in the short term



The Hotel Condon

Condon, OR

community-led initiative to restore a historic hotel in downtown Condon



Treesort

Cave Junction, OR

one-of-a-kind lodging attracts
visitors from all over the world

A vibrant street scene in Bavarian Village, Leavenworth, WA. The foreground shows a sidewalk with several people walking. To the left, a building features a sign that reads "Australian Season" and has three Australian flags hanging from its balcony. The building's facade is decorated with colorful floral patterns. In the background, a street lined with cars and more buildings leads towards a range of snow-capped mountains under a blue sky with scattered clouds. A white SUV is parked on the right side of the street.

Bavarian Village

Leavenworth, WA

a small town in the Washington Cascades that deliberately changed the look of their town in the 1970s to attract visitors and outside investment

The Albany Carousel Carving and Painting Studio

Albany, OR

a non-profit, volunteer organization dedicated to building a traditional Victorian carousel in Albany's downtown historical district. The project is funded through donations, grants and fundraising activities.





Main Street
Joseph, OR

Town with a significant artist community that uses Main Street as a place for displaying artwork.



Town Hall Chestnut Hill, PA

community members formed a non-profit to buy the Town Hall building. Non-profit offices are upstairs; ground floor storefront is leased to private businesses