



DAYTON **FORWARD**

Goals + Draft Planning Guidelines | 2.10.12

Prepared for:

Dayton Community Development Association
City of Dayton

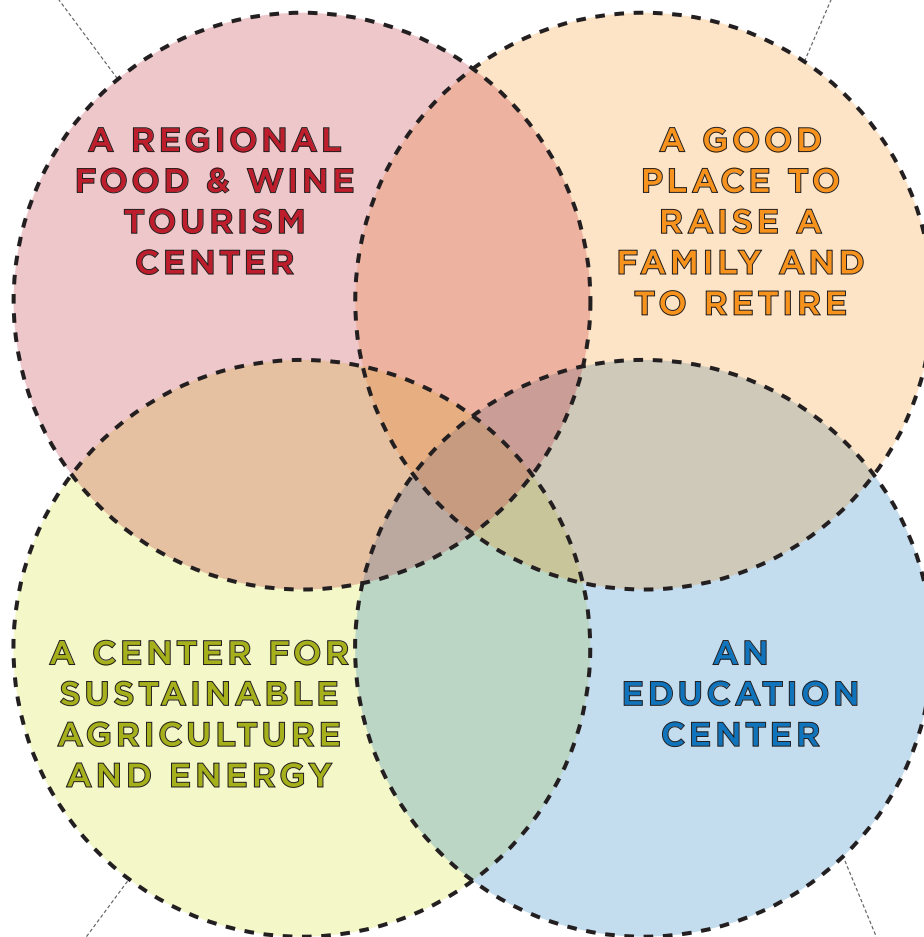
Prepared by:

Ernest R. Munch, Architect, Urban Planner LLC
Jonathan Mosteiro, Consultant

DAYTON COULD BE...

Capture the wealth coming to or passing through the Dayton area by becoming an attractive and charming community showcasing historic character and locally produced gourmet food and wines.

Attract wealth to Dayton by becoming a quiet, safe and sophisticated community, in which to raise a family or retire to.



Capitalize on Oregon's "green" image by making Dayton a center of sustainable agriculture and energy production.

Provide Dayton with a population base/market that sustains its services year round.

DAYTON **FORWARD**

APPROVED Goals

and

DRAFT Planning Guidelines + Action Items

02 October 2012

Community

Goal: Build an authentic, peaceful, safe and inclusive community; diverse in its culture, ages, beliefs and income levels; where citizens care for each other and all groups feel welcome and comfortable.

- Organize diverse community events, institutions and services, which include and highlight Dayton's different cultures, ages and beliefs.
- Create a balance between quality and comfort.
- Encourage members of all groups to take on leadership roles in Dayton.
- Encourage crossover businesses.

*Note: **BOLD** text approved at Sept. 4 city council meeting.

Urban Form

Goal: Maintain Dayton’s compact, pedestrian friendly, small town character. Revitalize its central business core with appropriately scaled development. Focus on infill development and place making within the existing fabric. Avoid auto oriented commercial strip development.

Planning Guidelines

- Focus Dayton on its central square and commercial district.
- Surround Courthouse Square with public, mixed-use development.
- Encourage Seismic upgrades of historic structures.
- Enhance the pedestrian environment especially in the Historic District and commercial core.
- Avoid commercial multifamily and public development where automobile parking is located between the sidewalk and the building.
- Maintain a clear edge and pleasant transition between the City of Dayton and the surrounding countryside.
- Develop a clear system of focal points, pathways and edges within the City of Dayton that will organize its character.
- Use street trees to define districts and pathways.
- Emphasize and maintain quality in all of Dayton’s built environment, services and products, in a manner that is consistent with its image.
- Develop a mid-block pedestrian connection between Courthouse Square and Schoolhouse Square.
- Use Schoolhouse Square for larger events which cannot be accommodated in Courthouse Square.
- Extend retail core activity west to 5th street and east to the waterfront.

Action Items

- Continue Dayton’s Main Street program.
- Establish a historic district, (See Historic Resources Goal)
- Establish a street tree program.
- Adjust Dayton’s comprehensive plan.

Image/Environment

Goal: Use Dayton's historic, cultural, and natural resources to transform it into an authentic and charming community which appeals to individuals with high disposable incomes.

Planning Guidelines

- Develop a pedestrian friendly well cared for look for Dayton's streets.
- Involve the schools and churches through combined community service projects and environmental education.
- Eliminate substandard housing and structures focusing first on Dayton's urban core.
- Utilize quality urban and architectural design which is in keeping with Dayton's character.
- Maintain a high level of quality for food served and services offered.
- Involve youth through the schools to create a culture of a clean environment and community service.

Action Items

- Implement a block by block clean-up.
- Establish free locations for residents to dispose of yard debris and large unwanted objects.
- Establish quarterly or semiannual community clean-ups.
- Develop a referral information service for the recycling of large and unusual items.
- Strengthen enforcement of existing building and parking codes.
- Enrich the streetscape through public plantings and private gardens.
- Coordinate cohesive directional signage within the community.
- Adopt a sign ordinance and urban design guidelines.
- Initiate an "Adopt a Park" program, for park maintenance and improvements.

Economic Development

Goal: Create a vibrant employment base through the development of small commercial businesses that service residents and tourists, with industries that highlight the quality of surrounding agricultural products and sustainable practices.

Planning Guidelines

- Encourage sustainable, profitable businesses that focus on quality products of local origin serving resident needs and visitor interests.
- Promote commercial business investment for building reuse and infill including live/work opportunities in proximity to Courthouse Square and Ferry Street.
- Encourage diversity in the types of businesses recruited to Dayton.
- Expand hospitality options including restaurants, bed & breakfasts and recruitment of a boutique hotel.
- Pursue “Good Food” concepts such as an artisanal food center, or ag-incubator, capitalizing on Oregon’s reputation for sustainable, healthy “foodie culture”.
- Foster the development of a local and regionally integrated food and wine industry cluster, with opportunities for value-added processing, on-site retail and event capability within or in close proximity to Dayton’s downtown.
- Re-localize food and employment.
- Retain a small business consultant to work with established and new small businesses in Dayton.

Action Items

- Focus on water and sewer infrastructure improvements to allow for growth in Dayton.
- Cooperate with Dayton schools for “employment ready” magnet programs that emphasize hospitality, craft and ag-business vocational opportunities.
- Make recreation and trail investments attracting residents and visitors who value small town and rural quality of life.
- Organize events that involve Dayton residents and businesses while drawing tourism, including a farmer’s market.

Landscape & Open Space

Goal: Transform Dayton’s character through the use of landscape elements such as street trees, public parks and trail systems.

Planning Guidelines

- Develop the Lippincott Gulch and Palmer Creek trail networks connecting the Yamhill River to the central business district and different neighborhoods to each other.
- Plant street trees to provide shade and promote a sense of community.
- Maintain the Yamhill River’s vegetative fringe and natural beauty.
- Transform Courthouse Square into a lush and active garden.
- Provide lushly landscaped entrances to Dayton, especially at the OR 18 and OR 221 interchange.
- Obtain quality landscape design for notable public space and buildings.

Action Items

- Establish a Street Tree Program
- Appoint a “Shade Tree Commissioner”.
- Select a Dayton street tree to unify the appearance of the town.
- Promote private gardening in the Historic District and along primary public routes by forming a Dayton Garden Club.
- Appoint a “Mayor of Courthouse Square” to coordinate maintenance of the square and schedule public events and activities.
- Consider renaming “Courthouse Square”, “Palmer Square”.
- Evaluate the inventory of public lands for its role in Dayton’s future.
- Repair the Courthouse Square fountain or replace it with a landmark landscape feature.

Waterfront

Goal: Preserve, enhance and develop the scenic qualities of the Yamhill River by improving public access, creating recreation opportunities, maintaining its natural scenic beauty.

Planning Guidelines

- Reconnect Dayton to an active Yamhill Riverfront.
- Work with Yamhill County and the Cities of Dayton and Lafayette to adopt riverfront development regulations that preserve the River's vegetative fringe and mask existing and future adjacent commercial and residential development.

Action Items

- Create a waterfront open space appropriate for events.
- Establish a boat landing and a boat rental facility.
- Improve the existing boat launch.
- Work with other nearby river towns to establish a scenic boat route, with Dayton as one stop.

Historic Resources

Goal: Use Dayton's heritage and historic resources to forward its image as an authentic and charming town.

Planning Guidelines

- Concentrate resources and improvements to assure property owners that if they invest in their historic properties, they will be supported by the city and their neighbors.
- Encourage the maintenance of historic properties and the correction of design errors.
- Encourage a pedestrian environment and streetscape.
- Encourage small scale and compatible business within the historic district which cater to tourists including bed and breakfasts, and gourmet restaurants.
- Encourage design elements which give pedestrian scale to the historic district including picket fences, specialty street lighting and signage.
- Obtain quality design services for the built environment within the historic district.
- Relocate historic structures from other parts of Dayton into the historic district.
- Encourage infill development in the historic district that is compatible with historic housing stock.

Action Items

- Create a historic district.
- Develop design guides which make the historic district and urban core particularly attractive to outside visitors. Explore enhancements to existing 1993 guidelines.
- Develop a prototypical design for the space between the street pavement and the property line within the historic district.
- Explore feasibility of historic walking tour smartphone app.
- Create an amphitheater to use for chautauquas and other historic and contemporary presentations.
- Showcase the river as a part of Dayton's history.

Recreation

Goal: Capitalize on Dayton’s natural resources to provide recreational opportunities for residents, tourists, and retirees.

Planning Guidelines

- Develop the Lippincott Gulch and Palmer Creek trail networks suitable for residents and tourists, connecting the Yamhill River to the Central Business District and to different neighborhoods, and using bridges as necessary.
- Create tourist-friendly “bike tour” for Dayton and surrounding attractions.
- Coordinate with ODOT, State Parks and Cycle Oregon to provide on-street bike routes between Dayton and surrounding towns.
- Make Dayton a destination for bicyclists and motorbikers, by establishing bike friendly businesses.
- Market Dayton’s recreational opportunities to wine tourists and others.

Action Items

- Acquire the property along Lippencott Gulch and Palmer Creek necessary to build a recreational trail and preserve their natural scenic qualities.
- Create public access to the Willamette River near the end of Neck Road and at the Grand Island Loop as destinations for bicyclists.
- Recruit a bike and boat/kayak rental business to Dayton, (See Waterfront goal)
- Explore feasibility of a “Rails to Trails” pathway along former Dayton/ Sheridan/Grand Ronde narrow gauge railway.
- Partner with Yamhill County to establish “destination” park and access to the Willamette River at the county-owned water source site along Mallard Road.
- Create access to Yamhill Landing State Park on the Willamette River.
- Feature Dayton on published wine tourism information and websites.

Education

Goal: Support and improve the quality of existing local school system. Attract higher education opportunities which will focus on local agricultural products, and will have a student population which will support Dayton businesses after-hours and off season.

Planning Guidelines

- Encourage parents to become more involved in school system in order to raise test score, improve study habits, and prepare for entry into the higher education system.
- Start environmental education early in the Dayton school system.

Action Items

- Establish magnet high school curriculum with a focus on “mechatronics” and other marketable trade skills that can satisfy qualifications for agriculture related manufacturing jobs.
- Serve local food at school cafeterias.
- Partner with OSU or Chemeketa to open a branch campus in Dayton focusing on sustainable agriculture. Build on in place OSU programs engaging the Dayton agricultural community.
- Seek university partnership on such projects as the artisanal food center.
- Establish a Latino cooking class and demonstration cooking kitchen.

Housing

Goal: Provide a range of quality housing opportunities that will be attractive to young families, retirees, students, tourists and those employed within greater Dayton.

Planning Guidelines

- Integrate higher density housing within the retail core as way of supporting activity and commercial services.
- Coordinate student housing as a way of expanding a year-round market for Dayton's services.
- Encourage Bed and Breakfasts within the Historic District.
- Create multi-use projects downtown with housing, retail and professional space.
- Pursue energy efficiency in all housing, existing and new.
- Concentrate on providing higher density, infill housing between the business core and the riverfront.

Action Items

- Rejuvenate or replace all substandard housing in Dayton through enforcement of the building codes and targeted investments in low income housing.
- Recruit a small-scale hotel/spa to locate on Palmer Square.

Urban Services/Amenities

Goal: Make Dayton a more self-sufficient community by improving residents' access to basic daily retail services.

Planning Guidelines

- Emphasize the revitalization of the Downtown Core as a place with character which is attractive both to outsiders and Dayton residents and is active during the day, in the evening and on the weekends.
- Encourage services for seniors, especially health services.
- Expand the range and number of events held in Dayton.

Action Items

- Work with DCDA to recruit a market, gas station, laundromat and other commercial services in the retail core.
- Establish recreational and social events for teens and preteens using the community center ballroom and Courthouse Square.
- Offer informational services for tourists.

Transportation

Goal: Encourage a transportation system and modes of transportation that enhance and support the character of the town.

Planning Guidelines

- Work with the State of Oregon and Yamhill County to assure that the Newberg-Dundee bypass is supportive of Dayton's Urban Form and other goals for land use and access.
- Support the construction of a new, well designed, two-lane vehicular bridge over the Yamhill River as a route connecting OR 155 to the Dundee bypass and a means of providing emergency services to development north of the Yamhill River.
- Work with ODOT to provide convenient and attractive access to Dayton from the state highway system.
- Encourage and improve pedestrian links between different neighborhoods, focal points and facilities within Dayton.
- Work to add amenities along the State Highways within Dayton that are appropriate to the City's revival.

Action Items

- Enforce existing parking codes.
- Adopt design guidelines and work to reduce the impact of parking lots in the Historic District and commercial core.
- Work with ODOT to place American Viticulture Areas directional signage, and to assign routes to the wine country through Dayton.
- Work with ODOT, Oregon State Parks and Cycle Oregon to establish an inter-city bicycle trail network with links to outlying areas and adjacent towns.

Energy

Goal: Energy independence for the City of Dayton.

Planning Guidelines

- Seek and develop clean, local renewable energy sources that will make Dayton energy independent.
- Market Dayton as a City focused on Renewable energy.
- Attract a sustainable energy production employer to the city.

Action Items

- Appoint a Dayton citizen to develop an energy independence program.
- Identify renewable energy sources which are available to Dayton.
- Establish “energy district” for clean energy production/manufacturing companies on north side of Yamhill River.
- Explore feasibility of methane capture on existing wastewater treatment lagoons.
- Partner with nearby dairies for biogas production.
- Identify programs that will assist the development of renewable energy.
- Encourage the installation of solar panels on the rooftops of private homes and civic structures.
- Coordinate wastewater treatment with programs for energy independence.

Infrastructure

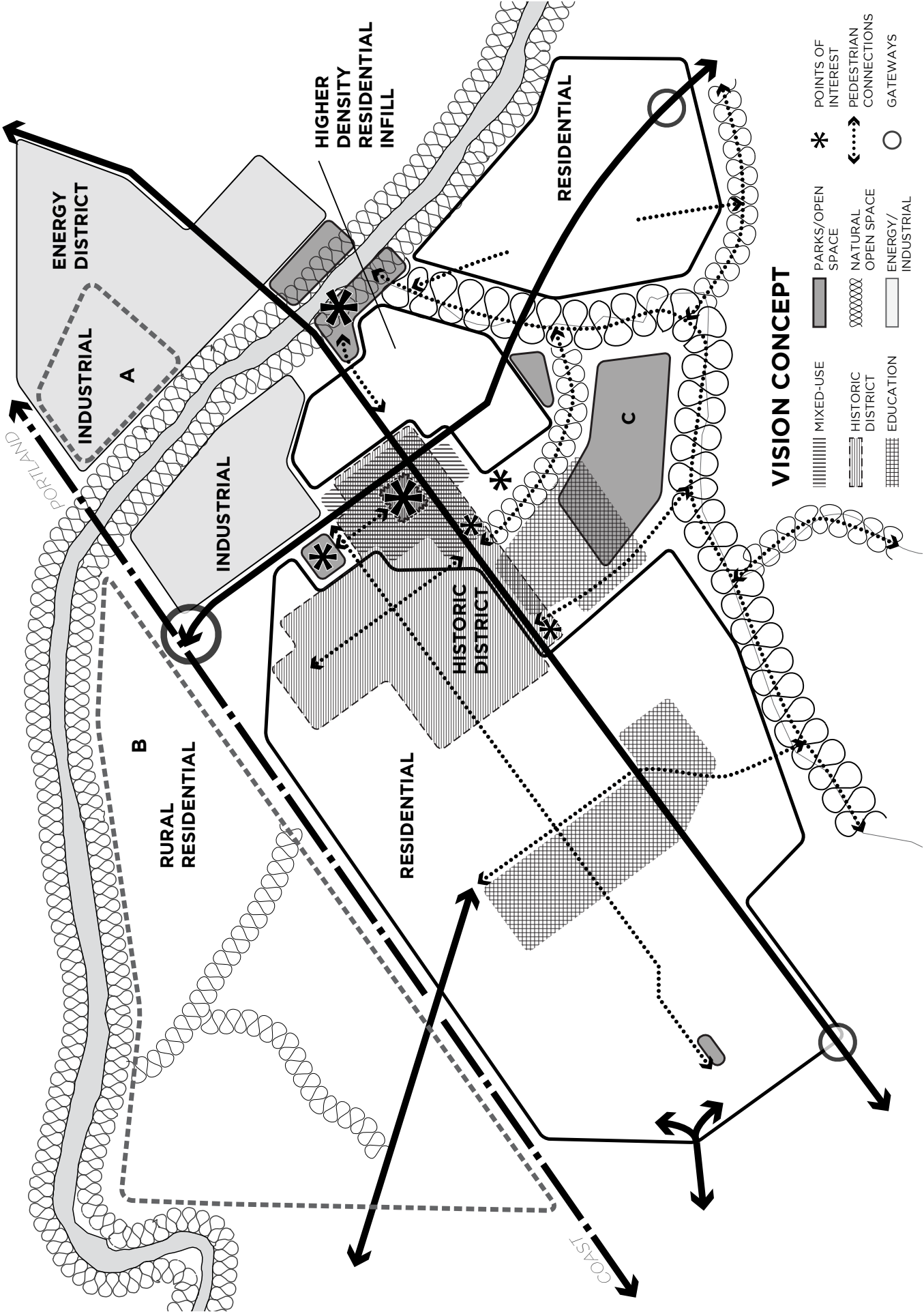
Goal: Upgrade Dayton's infrastructure so that commercial, industrial and housing growth can be accommodated.

Planning Guidelines

- Coordinate increases of housing density and commercial/industrial uses with the expansion of the infrastructure to maximize efficiency and minimize cost.
- Work with other neighboring communities to find economical solutions to infrastructure improvements.
- Encourage water conservation.
- Coordinate wastewater treatment with programs for energy independence.

Action Items

- Implement the key recommendations of the Dayton 2010 Water System Master Plan.
- Implement the key recommendations of the Dayton Wastewater Facilities Plan while examining alternatives for waste water treatment.
- Where possible, develop Lippincott Gulch, Palmer Creek and other natural channels as a system for storm water detention and treatment facilities.
- Undertake a program of rainwater collection for irrigation, in order to lessen the demand on the City's water system.
- Investigate the use of river water and other non-potable water sources for landscape irrigation.
- Explore the possibility of undergrounding or overhead utilities in the Historic District and commercial core.



VISION CONCEPT

- ||||| MIXED-USE
- ||||| PARKS/OPEN SPACE
- ||||| HISTORIC DISTRICT
- ||||| EDUCATION
- ||||| ENERGY/INDUSTRIAL
- * POINTS OF INTEREST
- ←····→ PEDESTRIAN CONNECTIONS
- GATEWAYS