



# DAYTON **FORWARD**

*A Vision for the Future | Dayton, Oregon 2012*

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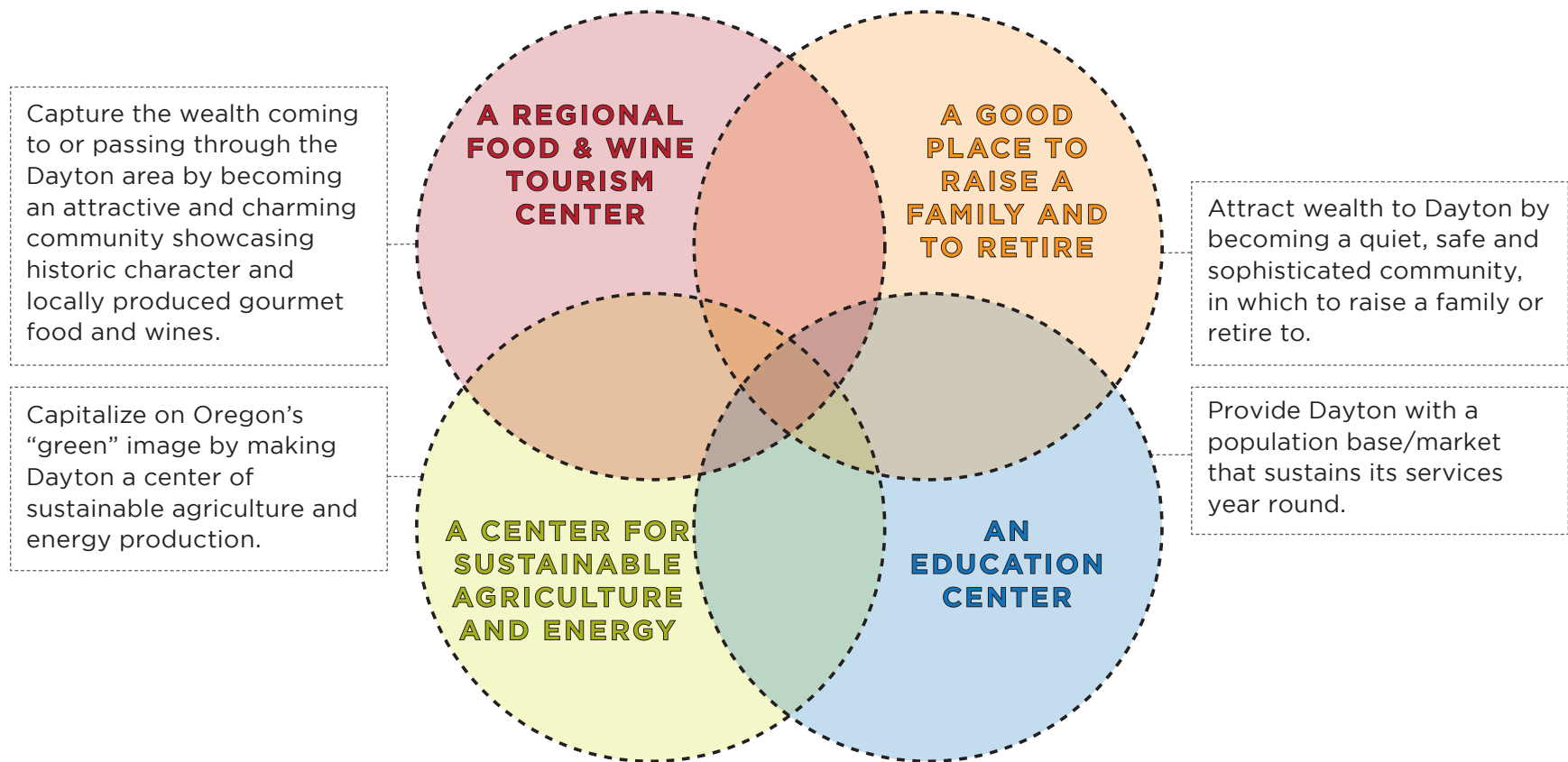
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## DAYTON'S VISION

## Dayton's Future Role...

**Joel Palmer** and his son-in-law, Andrew Smith, founded Dayton in 1850, for the processing and transshipment of agricultural products grown in the Yamhill Valley and then sold to the rest of the world which, at that time, included Californian and Fraser Canyon gold miners. By 1900, however, river flooding, then railroads, and finally the age of the automobile left Dayton as a good place to live, but without a viable commercial role. Now, in 2012, Dayton's citizens have redefined their small town to prosper in the 21st Century. The four roles described below are designed to support each other and revitalize future Dayton as a unique community within Yamhill County.





*Dayton takes pride being a small yet diverse community. Its population of 2,500 is 30% Hispanic and 65% Anglo. There is a range of income groups and the town is home to six churches.*

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## GOAL 1: DAYTON AS A COMMUNITY



DCDA



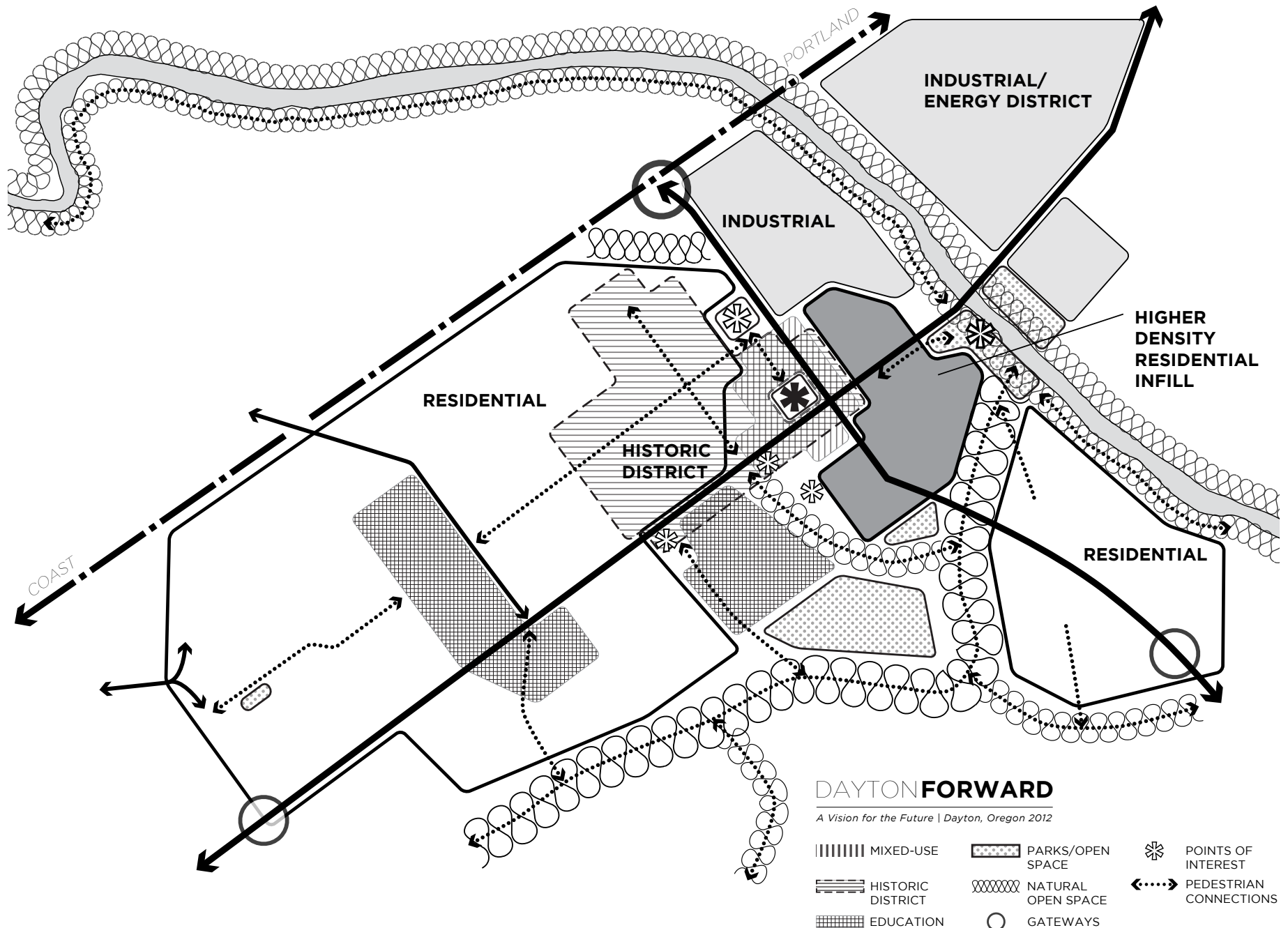
E. Munch



DCDA

**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.



*Dayton has been spared the effects of automobile oriented strip development and wishes to maintain a compact, pedestrian oriented form centered on Courthouse Square. The Urban Form Goal and the Diagram shrink the Urban Growth Boundary and its infrastructure demands by excluding the area north of Oregon Route 18; create a large scale industrial and energy zone on the east side of the Yamhill River near the access point to the new bypass; focus growth around Courthouse Square and to the east; and create a district west of Courthouse Square where historic structures and urban design resources can be concentrated.*

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## GOAL 2: URBAN FORM

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

### PLANNING GUIDELINES

- Focus Dayton on its central square and commercial district.
- Emphasize and maintain quality in all of Dayton's built environment, services and products, in a manner that is consistent with its image.
- Avoid auto oriented commercial strip development and architecture.
- Surround Courthouse Square with public, mixed-use development.
- Enhance the pedestrian environment especially in the Historic District and commercial core.
- Increase the density of housing and pedestrian activity in the district between Courthouse Square and the Yamhill River and Palmer Creek.
- Limit the retail core activity to 5th street on the west, and to the waterfront on the east.
- Develop a mid-block pedestrian connection between Legion Field and the Commercial Street retail block so that the four key blocks can work together.
- Use Legion Field for larger events which cannot be accommodated in Courthouse Square.
- Redevelop the Commerce Street alley into a unique and memorable pedestrian-oriented retail environment.
- Develop an industrial jobs center/energy district near the planned access to the bypass by consolidating the

wastewater treatment plant into an energy producing methane plant.

- 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.
- Work with Yamhill County to remove the area northwest of Hwy 18 from the Urban Growth Boundary.

### ACTION ITEMS

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

## Dayton's Four Central Blocks

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The development of a mid-block connection between the Courthouse Square and Legion Field is worthy of consideration. As a pedestrian link, it could have positive impacts the redevelopment of the intervening block as well as the development of Dayton's core as a whole. A central pedestrian axis would string together four key blocks of distinctly different character and in both public and private ownership so that they could work together and present an experience unique to Dayton.



Arlington County Fair, Virginia (flickr: Martin Kalfatovic)

**Legion Field** is a large open space capable of accommodating active and transient activities, (carnival, farmers market, antique auto show, etc.), near Dayton's core. It could also be used as a minimally improved playing field. The north corner could accommodate a landmark, lushly landscaped greeting to Dayton.



Fess Parker Wine Country Inn & Spa, Los Olivos, CA (Tripadvisor.com)

**The Intervening Block** represents an opportunity for a mixed use development; perhaps a boutique hotel that would architecturally relate to the adjacent residential area; create a synergy between the two public squares; and take advantage of both the views and front porch restfulness of Courthouse Square and the occasional activity of Legion Field. The block is anchored on one corner by an architectural artifact, the newly renovated Baptist Church. Two private historic residences facing Courthouse Square should be accommodated in a redevelopment or moved to the adjacent, historic residential zone.



Dayton

**Courthouse Square** has always been seen as the center of the community, reminiscent of the original landscape which greeted Dayton's founders. It is appropriate as a lush landscape representing to the world Oregon's long-standing reputation as an Eden.



## Downtown Development Opportunities



- DEVELOPMENT  
OPPORTUNITIES 
- ALLEY OPPORTUNITY 

## Placemaking

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**Commerce Street/Alley - Present**





*Illustration by Martin Kyle-Millward*

## **Commerce Street/Alley - Future**

## Pedestrian Improvements



The decisions to build a mid-block connection between Courthouse Square and Legion Field; where it should be located; and what its character will be, should be made when, and if, the intervening block is redeveloped. Those decisions should be based on the disposition of the existing land owners and the nature of the proposed redevelopment.

### Key Blocks - Mid-block Passageway





If a mid-block connection between the four blocks cannot be achieved, Fourth Street could be developed as an alternative link. Fourth Street could also supplement a mid-block connection between the four key blocks.

### Key Blocks - Fourth Street Improvements

*Dayton seeks to attract more visitors and families by improving its physical appearance and striving for quality in all that it provides for its residents and visitors.*

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## GOAL 3: IMAGE/ENVIRONMENT

**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 community wide 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.
- Amend sign ordinance and adopt urban design guidelines.
- Initiate an "Adopt a Park" program, for park maintenance and improvements.
- Establish a "Model Block" within the historic district.



## Dayton Today



*Photo Courtesy of DCDA*



*Photo Courtesy of DCDA*

*Dayton is surrounded by highly productive farmland and a burgeoning, ultra premium wine industry. It also lies along the route to a number of outdoor recreation and cultural destinations. Despite these factors, it has yet to take full advantage of the wealth flowing around it.*

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## GOAL 4: ECONOMIC DEVELOPMENT

**Create a vibrant employment base through the development of small commercial businesses that serve 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.

### ACTION ITEMS

- Form a private investment group that will act to purchase, assemble, make “shovel ready”, and then promote parcels of land that further the vision of **DAYTON FORWARD**.
- 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.
- Investigate and promote, if feasible, an industrial jobs center north of the Yamhill River, near access to the bypass project, which emphasizes sustainable energy and food processing.
- Organize events that involve Dayton residents and businesses while drawing tourism, including a Farmer’s Market.
- Retain a small business consultant to work with established and new small businesses in Dayton.
- Investigate Tax Increment Financing as a tool for Dayton.



*Dayton possesses a large number of historic commercial and residential structures that could be used to tell its story to residents and visitors. Forming a coherent district by concentrating and restoring these structures and encouraging compatible development could work to Dayton's advantage.*

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## GOAL 5: HISTORIC RESOURCES

**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 which is compatible with historic housing stock.
- Encourage Seismic upgrades of historic structures.

### 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.

*Dayton has many natural features that can be improved to provide an urban realization of Oregon's Eden-like image. Its Central Square, waterfront, and natural areas along Palmer Creek and Lippincott Gulch provide recreational opportunities for residents and tourists alike. Dayton can regain the appearance of a sylvan, peaceful community by replanting its shade trees and encouraging private gardening.*

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## GOAL 6: LANDSCAPE & OPEN SPACE

**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.
- Promote private and community gardening

### ACTION ITEMS

- Appoint a "Shade Tree Commissioner".
- Establish a Street Tree Program
- 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.
- Consider the use of river water or non-potable wells for the irrigation of public parks and landscape areas.

## Conceptual Streetscape Guidelines

### DAYTON RIGHTS-OF-WAY

60 | 70 | 80 ft widths

STREET TREES @ 35'-45' SPACING



28' Pavement Varies 8.5'-13.5' 5'6" 2'0"

VISITOR PARKING

PICKET FENCE ON PROPERTY LINE

LANDSCAPED FRONT YARD

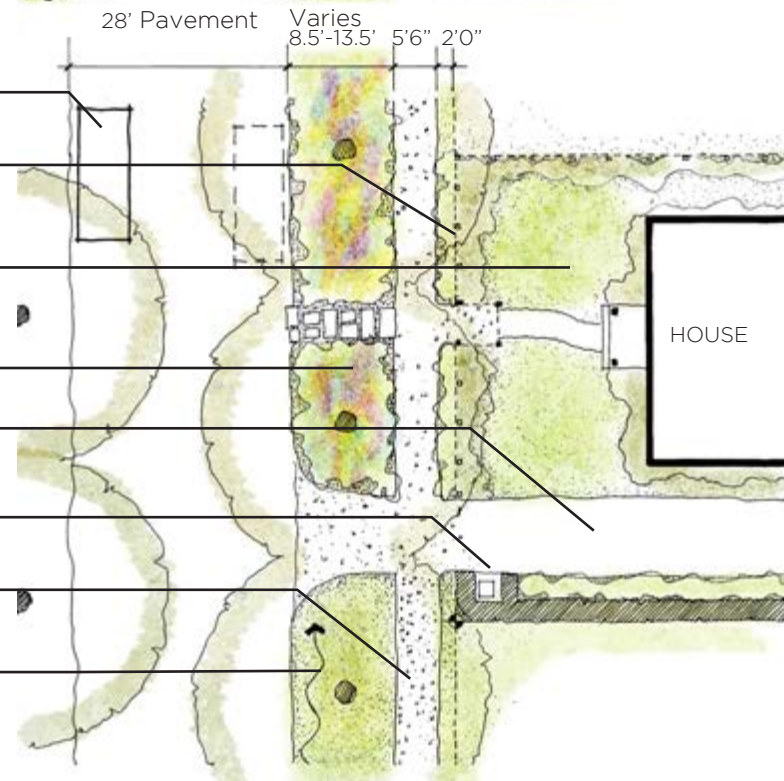
GARDENED PARKING STRIP

DRIVEWAY OR ALLEY ACCESS FOR  
RESIDENTS' CARS

HEDGE HOLLOW (FOR TRASH CONTAINERS)

CONCRETE, CRUSHED ROCK, OR WOOD  
WALK

BIOSWALE DRAINAGE



## Streetscape

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**Fifth Street - Present**

**1921**



*Credit: Oregon Historical Society*





*Illustration by Martin Kyle-Millward*

## **Fifth Street - Future**

*The Yamhill River is an important resource for Dayton. Historically it provided a route for the transfer of the Yamhill Valley's produce to the outside world. Now it can be developed as a scenic and recreational resource.*

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## GOAL 7: WATERFRONT

**Preserve, enhance and develop the scenic qualities of the Yamhill River by improving public access, creating recreation opportunities, and maintaining its natural 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.
- Appoint a citizen Riverkeeper to promote Dayton's interest in the Yamhill and Willamette Rivers.

## Dayton Waterfront Park





*Dayton's abundant natural surroundings present a multitude of outdoor recreational opportunities which, if developed, could attract visitors and permanent residents. Flat rural roads are ideal for cycling. Wooded creeks and gulches perfectly suited to nature trails while the Yamhill and Willamette Rivers offer water-sport opportunities. Athleticism, as it leads to aspiration and then accomplishment, can serve as a model for Dayton's youth and the community as a whole.*

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## GOAL 8: RECREATION

**Capitalize on Dayton's natural resources to provide recreational opportunities for residents, tourists, and retirees.**

### PLANNING GUIDELINES

- Develop the Lippincott Gulch and Palmer Creek recreational 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.
- Continue to build youth athleticism as a community focus.

### ACTION ITEMS

- Acquire the property along Lippincott 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.
- Update city Parks Master Plan.



## Dayton Waterfront Park

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*Illustration by Jenn Pacenka*

*Dayton's public schools play a large role in attracting and retaining families. Existing schools could be improved. Post-secondary educational programs and facilities could add vitality to Dayton, supply skilled labor for the surrounding agricultural industries and lift incomes.*

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## GOAL 9: EDUCATION

**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.
- Create an educational link between Dayton and the surrounding agriculture industries.

### ACTION ITEMS

- Establish a 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.

*Art is an individual's creative expression of culture. Art can inspire, promote, elevate, and bring a community together.*

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## GOAL 10: ARTS & CULTURE

**Develop an arts program which promotes the vitality, identity and commerce sought by Dayton's community.**

### PLANNING GUIDELINES

- Celebrate Dayton's diversity through cultural events which will bring tourists and enthusiasts to Dayton.
- Enlist the performing, visual and culinary arts in efforts to create memorable places and events within Dayton's core.
- Coordinate with Dayton grade schools and post-secondary institutions to facilitate a broad, comprehensive arts education for all ages in the greater Dayton area.
- Insist on quality in public art projects, whether on public or private property.

### ACTION ITEMS

- Attract a countywide arts advocacy organization to locate their headquarters in Dayton's historic core.
- Use the newly improved Dayton Community Center as a performing arts venue.
- Explore the possibility of leasing the vacant second stories of Dayton's historic commercial buildings as artist studios until those buildings can be repurposed.
- Establish a Chautauqua to further Dayton's heritage and advancement into the future.

*Dayton's proximity to the jobs-rich "Silicon Forest", and the Oregon wine industry, presents an opportunity to attract a diverse group of new residents and visitors who could bring new wealth to the community. Dayton's housing stock must be attractive to this diverse pool of potential residents and visitors*

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## GOAL 11: HOUSING

**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 near and 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 the block across Main Street from Courthouse Square Park.



*Dayton can attract new wealth and keep it within the community by providing a range of urban services such as grocery outlets, a gas station, health care facilities, professional services and specialty retail.*

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## **GOAL 12: URBAN SERVICES/AMENITIES**

**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 care 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.

*Dayton has always been shaped in large part by transportation--from river transport to the railroad and highway bypasses. Dayton must coordinate existing and future access with the Oregon Department of Transportation to ensure that it supports the community's form and economy.*

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## GOAL 13: TRANSPORTATION

**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.

*Dayton can play a leading role as Oregon leaps headfirst into the green energy revolution. The city has the ability to use future investments in its sanitation systems, and its proximity to food and agricultural processing to foster an innovative “Energy District” featuring biogas and photovoltaic arrays to generate power for green industries and the city. Dayton could become an example of an energy independent community.*

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## GOAL 14: ENERGY

### 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 an “Energy District” for clean energy production/manufacturing companies on north side of Yamhill River, at the access to the future Bypass.
- Explore feasibility of methane capture in lieu of expanding existing wastewater treatment lagoons.
- Partner with nearby dairies and food processing plants for biogas production.
- Identify programs and resources that will assist the development of renewable energy.
- Encourage the installation of solar panels on the rooftops of private homes, civic structures and commercial and industrial buildings.
- Attract a large food processor to Dayton to supply jobs and support methane production.





**Current Wastewater Treatment Proposal**



**Future Energy District/Job Center**

*Dayton must invest in its water supply and sanitary waste systems before it can move ahead with significant economic development and housing projects. While improvements are costly, Dayton could use this pressing need to establish itself as a leader in innovative infrastructure solutions that leverage sustainable energy and disposal systems, and produce local jobs.*

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## GOAL 15: INFRASTRUCTURE

**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 wastewater 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 the irrigation of public parks and landscaped areas.
- Explore the possibility of underground or overhead utilities in the Historic District and commercial core.





1880s



2012



Future

## NEXT STEPS

## Next Steps - City Council Actions

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### GETTING ORGANIZED FOR THE FUTURE

City Council signals the plan's implementation by adopting this document, however the power to move Dayton forward must come from its citizens.

The **DAYTON FORWARD** process has identified a number of individuals who have the ideas, energy and skill to step up into leadership positions. There are, undoubtedly, others who are willing to lead and contribute.

We recommend that the City Council either appoint, anoint or otherwise empower and support those individuals to begin implementation of different Goals in this report.

We recommend that **DAYTON FORWARD** be continued in concert with the Dayton Community Development Association and regularly report back to the City Manager and City Council.

We recommend that the City Council take the following actions before the end of 2012:

### 1. COMMUNITY ACTION COMMITTEE

Action: Appoint and charge a diverse Community Action Committee.

Charge: Identify and recruit citizens to be involved in **DAYTON FORWARD**, and ensure that the work of **DAYTON FORWARD** is communicated to all segments of the community. Aid the organization of community projects and events. Generate a community urgency to move Dayton forward. Help City Council and the City Manager in the setting of **DAYTON FORWARD** priorities.

People: Kymberli Contreras

### 2. ENERGY AND INFRASTRUCTURE

Action: Appoint and charge a Public Utilities Commissioner

Charge: Work with other residents and city staff to review, revise and move forward improvements to Dayton's infrastructure. Develop a strategy to make Dayton an energy independent municipality. Identify schedule and potential funding sources.

Person: Ross Swarzendruber, Dayton Public Utilities Commissioner

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### 3. IMAGE AND ENVIRONMENT

Action: Appoint and charge leaders who will improve and communicate Dayton's Image.

Charge: Organize community cleanups. Undertake other efforts to improve Dayton's image and appeal including the enforcement of its nuisance and parking codes. Communicate Dayton's improved image to the world.

People:

### 4. ECONOMIC DEVELOPMENT AND URBAN SERVICES

Action: Appoint and charge an Economic Development Committee Chair

Charge: Form a group of private investors who, by investing their private capital, assemble key parcels of land and make them ready for development consistent with the **DAYTON FORWARD** vision. Recruit businesses and industry to Dayton. Investigate Tax increment financing as a tool to pay for infrastructure improvements. Work in concert with the Dayton Community Development Association

People: Bill Stoller, Chairman

### 5. RECREATION, RIVERFRONT and OPEN SPACE

Actions: Appoint and charge a Shade Tree Commissioner

Appoint and charge a Dayton Garden Club President

Appoint and charge a Dayton Riverkeeper.

Charge: Develop a street tree program which will beautify and give a sense of community to Dayton. Coordinate with state, county and neighboring street tree programs. Involve neighboring nurseries. Develop a program to identify and protect landmark trees in Dayton. Plant trees.

Charge: Form a Dayton Garden Club to promote private and public gardening with the object of bring beauty and character to Dayton, and making it a more attractive and memorable city.

Charge: Assemble, develop and protect the natural beauty and wildlife habitat of the system of greenways and trails identified in **DAYTON FORWARD** including Palmer Creek, Lippincott Gulch and the Yamhill River.

People: Emily Osborn, Shade Tree Commissioner  
Martha Goodrich, President; Kathleen Bennett, Delia Hammond, Emily Osborn, members Dayton Garden Club  
Ann Marie Anderson, Dayton Riverkeeper



## Next Steps - City Council Actions (Continued)

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### 6. HISTORIC RESOURCES

- Action: Direct the Historic Preservation Committee as follows:
- Charge: Define an historic district: boundaries, programs, and design guidelines beginning with those currently adopted.
- People: Historic Preservation Committee, Judy Gerrard, chair

### 7. HOUSING

- Action: Appoint and charge a Dayton Housing Commissioner
- Charge: Work to ensure there is an adequate housing stock to accommodate a diverse community.  
  
Coordinate with efforts to enforce the City Building Code.
- People: Mary Ann Stoller, Housing Commissioner

### 8. TRANSPORTATION

- Action: Appoint and charge a Dayton Transportation Liaison
- Charge: Coordinate **DAYTON FORWARD** with the Oregon Department of Transportation and Yamhill County, specifically the Dundee Bypass Project, Yamhill River Bridge, highway signage, and the treatment of entrances to Dayton, with particular attention to the intersection of Hwy 18 and Hwy 221.

People:

### 9. LAND USE AND URBAN FORM

- Action: Appoint and charge a **DAYTON FORWARD** citizen advocate for the update of the Dayton Comprehensive Plan
- Charge: Work with the City's staff and planner to up-date comprehensive plan and amend city code as necessary to realize the **DAYTON FORWARD** concept. Consider the adoption of Urban Design and Development Guidelines.
- People: John Collins, Land Use and Urban Form Advocate

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## 10. EDUCATION

- Action: Appoint a 40-40-20 Committee
- Charge: Partner with Chemeketa Community College to establish a program which will train Dayton students for jobs in local industries, including but not limited to: agribusiness, food processing and preparation, and hospitality.
- People: Janelle Beers, Debbie Kearns

## 11. ARTS & CULTURE

- Action: Appoint an Arts and Culture Commissioner
- Charge: Establish a diverse, unique and meaningful role for the arts and culture within Dayton, including the incubation of a local arts community, attracting a countywide arts organization to the downtown, enriching Dayton with public art and cultural celebrations, and working with the Dayton School District and ethnic groups.
- People: Richard Thompson

## 12. FAST FORWARD

- Action: Request the Dayton Community Development Association, (DCDA), define and seek funding for a significant package of infrastructure improvements within Dayton's core, and a Dayton based program of advanced education and job training in the fields of sustainable agriculture and food processing, in association with the Dayton School District, OSU and Chemeketa Community College.
- People: Kelly Haverkate, Wendy Bennett

## Next Steps - Models and Resources

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### CLEAN COMMUNITY PROGRAM

A **DAYTON FORWARD** visual survey of the city's core, determined that roughly 10% of the properties needed to "clean-up". Large and small trash items were piled or scattered around yards, sometimes spilling into the street. Invasive plants were taking over junk cars which littered many properties, and in some cases were being repaired on the street. Structures were not well maintained and sometimes dangerous.

The visual survey offered two conclusions: First, the 10% of the properties that needed to clean up made a "90% impression" on the newcomer. Second, landscaping played a large role in moving a property into the highest rated category--landscaping of the yard, and in the right-of-way in front of the property. A well tended garden, of either ornamentals or vegetables, demonstrated that the owner cared about his or her property and the community. A line of street trees also tied properties together and gave the street a sense of community. Landmark trees became exclamation points in the cityscape. Ravines, gulches and creeks are recreational opportunities awaiting trails.

There are many things that Dayton must do which require large sums of money. Infrastructure improvements and economic investment are principal among them. However, the residents of Dayton can greatly change a visitor's impression by caring for their individual parcels of property and the streets in front of them. That said, a cleanup must be a community effort because many individuals of advanced age, low income or disability need assistance.

### IDEAS:

1. Change community norms and values with respect to trash. This can be done in two ways; through childhood education and thru civic leadership. Environmental education should seek, at an early age, to change attitudes toward litter and to care for Dayton as a community. City leaders must make improving Dayton's image an accepted community norm, and offer encouragement and assistance to those responsible for implementing a community clean-up.
2. Organize a block-by-block, or neighborhood-by-neighborhood cleanup by designating a leader or committee for each area.
3. Keep records and receipts. Take photos of troublesomely littered locations before and after each clean-up event or action. Keep this record over a period of years to document progress.
4. Involve existing community organizations such as churches, clubs and schools in the effort. Coordinate and combine individual programs that may already exist.
5. If neighborly persuasion does not work, be prepared to enforce, or amend existing city ordinances regulating parking, unsafe buildings, and abating public nuisances. Be prepared to enact additional codes and ordinances.
6. Find funding for the disposal of large trash items, and drop-boxes used in community cleanups.



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7. Undertake a model block project with several community service organizations. Choose an area of public importance, such as an important street face of a residential block in the historic district. Document individual property needs within that area such as trash removal, property and street landscaping, painting, building repairs, etc. Make the improvements over a series of weeks to demonstrate and test their combined impact. Document the appearance before, during, and after.
  8. Advertise the Clean Community Program with, “Dayton is Cleaning Up”, and children’s posters so that it becomes a community ethic with palpable results.
  9. Create an information bank at City Hall to inform residents as to how to dispose of large items and recyclable material.

## **RESOURCES:**

### **Oregon Metro**

Portland’s METRO regional government has an on-line manual explaining how to organize a neighborhood, an open space or a civic event clean-up at: [http://library.oregonmetro.gov/files//neighborhood\\_cleanup\\_guide\\_2012.pdf](http://library.oregonmetro.gov/files//neighborhood_cleanup_guide_2012.pdf)

### **Keep America Beautiful**

Keep America Beautiful, (KAB), was established in 1953, and has 600 affiliates throughout the country, but none in Oregon. Their web site; <http://www.kab.org> explains how to organize an affiliate and offers training for local leaders. KAB also offers grants and advice on how to organize clean-ups, and information about environmental education.

### **SOLVE**

SOLVE provides education, training and resources for Oregonians to improve our environment and build a legacy of stewardship. It was founded in 1969 by Governor Tom McCall to keep the public beaches clean and now also addresses illegal dump cleanup, native tree planting, invasive plant removal, and other environmental maintenance projects by organizing volunteer efforts. SOLVE’s “Green Team” is a yearlong service-learning program engaging K-12 science classes in high priority stream and wetland enhancement projects. SOLVE’s “Project Oregon” helps individuals, groups, students, and teachers organize volunteer projects throughout Oregon that engage volunteers in restoration and cleanup efforts. SOLVE’s “Project Oregon” helps individuals, students, groups, and teachers organize volunteer projects throughout Oregon that engage volunteers in restoration and cleanup efforts.

Visit: [www.solve.org](http://www.solve.org)

## Next Steps - Models and Resources (Continued)

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### ECONOMIC DEVELOPMENT

Without an organization to promote economic development, by assembling property, recruiting businesses and making key and timely investments, a city's potential vitality can be dissipated by missed opportunities. Dayton is not large enough to support a redevelopment agency, and its tax base cannot support an urban renewal program. However, another model exists nearby.

Community business leaders formed **McMinnville Industrial Promotions** in the early 1950's when McMinnville faced a series of plant closures and layoffs of about 300 workers. Their mission was to assemble industrial land, make it "shovel ready", then recruit outside industrial investment. It began as a not-for-profit, and then within a matter of years, became a community corporation and then a for-profit with a board and the mission of attracting new industry to McMinnville. It worked in the 1950's and is still in motion almost 60 years later. It attracts businesses that supply jobs which pay mortgages.

DAYTON **FORWARD** recommends that a similar group be formed for Dayton, but with a broader mission that would also include historic restoration, and the development of other amenities that would attract tourists to the City. The DAYTON **FORWARD** report is intended as a recruiting tool for the city and for this group.

The web-site for McMinnville Industrial Promotions is: [www.mcminnvilleindustry.com](http://www.mcminnvilleindustry.com)

The **Historic Savannah Foundation** offers another economic model for historic preservation which may in part apply to Dayton. The organization began in 1955 when a beloved public market was torn down. Historic Savannah makes use of a revolving fund to buy, restore, and then sell landmarks and other significant structures in historic districts in the city. It also campaigns for compatibly designed infill development. The revolving fund is periodically replenished through funding drives.

Their web site is: [www.myhsf.org](http://www.myhsf.org)

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## URBAN FORM

Residents of Dayton have visited **Healdsburg CA**, population 11,000, and are familiar with the efforts of nearby **Carlton OR** population 2,024, and **McMinnville OR**, population 32,451. **Los Olivos CA** is a town about half the size of Dayton, and it benefits from being an arts center and catering to wine tourism.

## ENERGY AND INFRASTRUCTURE

**Wildpoldsried, Germany** with its population of 2,600 has been offered as a model for Dayton. The citizens of Wildpoldsried started building projects which generated renewable energy in 1997. The town now generates 320% of the energy it requires from a variety of sources which include wind turbines, biomass digesters, small hydro projects and photovoltaic arrays. The energy generated by these projects is sold to the grid, and generates a profit of about \$5 million annually for the town.

It is postulated that Dayton could treat its wastewater, and waste from food processing and surrounding dairy or cattle operations, to generate both heat and power. This more sophisticated means of treatment may generate a profit and require less land which could then be used for industrial development.

## TRAILS AND OPEN SPACE

The recreational trail system envisioned for the Palmer Creek, Lippincott Gulch and the Bank of the Yamhill River has models in Portland's **Marquam Nature Park**, **Hoyt Arboretum** (pictured below), and **Forest Park**. Marquam Nature Park was assembled by citizens using a mix of parcel acquisition and tax benefits gained from the donation of steep, wooded backyards, which were difficult to develop. It is one link in Portland's 40 Mile Loop trail system.





## DAYTON **FORWARD** Process

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DAYTON **FORWARD** was a 24 week visioning process sponsored by the Dayton Community Development Association, (DCDA), and the City of Dayton. It was inspired and supported by city residents and surrounding neighbors who wanted to see Dayton thrive economically while preserving its most treasured physical and social assets. The visioning process was organized around three meetings and undertaken between June and December of 2012. Prior to beginning, a detailed work program and schedule were adopted by the Dayton City Council.

### 18 JUNE 2012

City Council reviewed and approved DCDA's proposal to develop a vision for Dayton.

### 8 AUGUST 2012

The first meeting began with an historical description of how and why Dayton became what it is today, as well as a snapshot of Dayton's current character and its possibilities. That was followed by an hour's discussion among the 65 attendees. They talked about Dayton's current issues and their ideas for the City's future. About 30 questionnaires were filled out and returned.

### 27, 28, 29 AUGUST 2012

The second meeting was really a series of three small workshops each attended by 8-12 volunteer citizens plus city staff. Each workshop reviewed, in detail, a draft of a dozen goals and descriptive bullet points which were derived from the first meeting and the questionnaires. Each group then sketched a diagram of future Dayton over a large city base map.

### 4 SEPTEMBER 2012

Following the workshops thirteen main goals were edited and then adopted by the Dayton City Council.

### 2 OCTOBER 2012

The third meeting was attended by about 40 residents and neighbors of Dayton. About 80% had attended an earlier meeting. After a quick review of progress to date, there was an open discussion of issues and issue areas, and a general discussion of the Diagram, Goals, Planning Guidelines, and Action Items.

### 8 NOVEMBER 2012

The Dayton Planning Commission unanimously adopted the DAYTON **FORWARD** draft after being briefed on the Arts & Culture goal; hearing citizen comments on how the public pathways between Courthouse Square and Legion Field, and within Lippincott Gulch and Palmer Creek, would be implemented; and what would happen next, what would be the plan of action.

### 3 DECEMBER 2012

The Dayton City Council unanimously adopted DAYTON **FORWARD**, including the **FAST FORWARD** component, with enthusiasm. Comments from citizens and Council members focused on the document serving as a guideline for the future, not a set of imperatives; implementation efforts; and the need for infrastructure improvements.

## Acknowledgements

DAYTON **FORWARD** is a citizen led initiative! Thanks to everyone who participated:

### WORKSHOP ATTENDEES

#### August 27th

Ross Swarzendruber  
Steve Hesseling  
Carol Hesseling  
Sandra Utt  
Kymberli Contreras  
Teresa Shelburne  
Jim Seufert  
Carol Hottle  
Judy Gerrard

#### August 28th

Emily Osborn  
Martha Goodrich  
John Collins  
Pieper Sweeney  
Wendy Bennett  
Kathleen Bennett  
Delia Hammond

#### August 29th

Jolie White  
Caye Poe  
John Francis  
Angel Aguilar  
Lupita Villa  
Trini Marquez  
Tim McDaniel  
Mary Ann Stoller  
Yazmin Valencia-Castro  
Jacob Janssen

### OTHER MEETING ATTENDEES

Scott Archibald  
Michelle Archibald  
Lindsey Archibald  
Ashley Archibald  
Jason Aust  
Erin Aust  
Janelle Beers  
Jim Bennett  
Channing Bennett  
Debbie Chapman-  
Ramirez  
Lindsay Menard-  
Carothers  
Andy Charles  
Jody Christensen  
Yvonne Craig  
Andy Crowder  
Karol Crowder  
Scott Cunningham

Mary Czarnecki  
Bob Dickson  
Denice Drushella  
Lorri Flores  
Evonne Foshee  
Annette Frank  
Jim Griffin  
Dave Hakola  
David Hammond  
Amy Janson  
Marie Koval  
Debra Lien  
Kathy Miller  
Tim Parson  
Andy Patton  
Malou Peabody  
Anna Philipsen  
Jeannie Putman  
Beth Satterwhite

Darren Shelburne  
Shawn Sutton  
Hal Tanaka  
Sharon Tanaka  
Richard Thompson  
Jake Tompkins  
Maria Vigil  
Michelle Wasner  
Jo Windish

### SPECIAL THANKS TO

**Kelly Haverkate** - DCDA Program Coordinator

**Christy Ellis Wurster** - Dayton City Manager

**Renata Wakeley** - Planner, Mid-Willamette Valley COG

### Dayton City Council

Jolie White - Mayor  
John Bixler  
Monte Blackburn  
Hank Evers  
Annette Frank  
Beth Wytoski  
Sandra Utt

### Dayton Planning Commission

Tim Parsons - Chair  
Darrick Price  
Josh Hatfield  
Scott Mansfield  
Scott Peterson

### City of Dayton



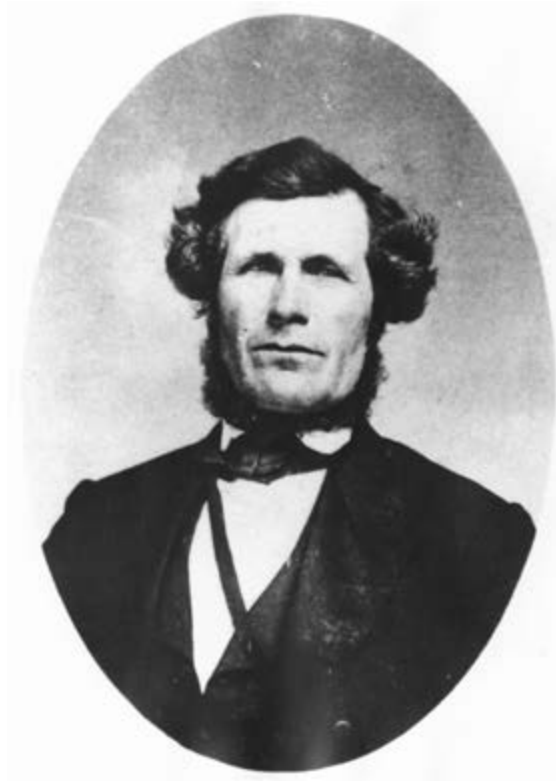
### Dayton Community Development Association (DCDA)



### Citizens make the difference!



(Left to right): Delia Hammond, Emily Osborn, Martha Goodrich, Kathleen Bennett



**“I had aspirations above my prospects”**

- Joel Palmer, founder of Dayton