Project Introduction

Discussions for downtown revitalization assistance for Sweet Home began after the Oregon Downtown Development Association (ODDA) attended a 'one-stop' meeting in the community that consisted of local stakeholders and service providers. Representatives from the Oregon Economic & Community Development Department, the Sweet Home Economic Development Group (SHEDG) and ODDA concluded that a Resource Team approach would offer the community a good framework from which to launch and implement downtown revitalization projects. ODDA worked with SHEDG to develop a scope of work and the Resource Team was scheduled for on-site assistance March 18-20, 2003.

The on-site Resource Team for Sweet Home consisted of downtown specialists in the areas of public space and circulation design, parking analysis, architectural design, commercial energy efficiency and business mix analysis. A staff member from ODDA served as the Team's coordinator. The Resource Team convened in Sweet Home on March 18, 2003. While on-site, the downtown planning process included a 'kick-off' meeting; walking and driving tours; interviews with local stakeholders; a thorough examination of issues affecting the downtown district through collected information; analysis of issues that needed to be addressed; and recommendations relating to those issues. A presentation on the Team's findings and recommendations completed the on-site portion of the work. This report serves as follow-up to the final presentation.

The recommendations contained in this report are broad brush and conceptual in nature. The aim of this project is to bring the community together to discuss a shared vision of downtown's future, then articulate those ideas into conceptual drawings and supporting text. The ideas contained in this report are not written in stone; they should be used as a springboard for further discussion as to which projects should be implemented and to assist in project prioritization and phasing.

This report is a summary of information collected and synthesized by the ODDA Resource Team while working in Sweet Home March 18-20, 2003. It is based on the information presented at the final presentation. The recommendations in this report are broken into sections based on the team members' specialties: Public Space Design; Parking; Rehab and Redevelopment; Commercial Energy Efficiency; Downtown Business Mix and Clustering; and Next Steps.