



AUMSVILLE 2040 VISION

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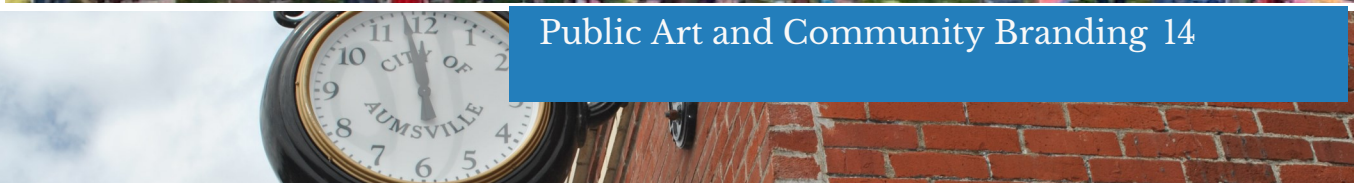
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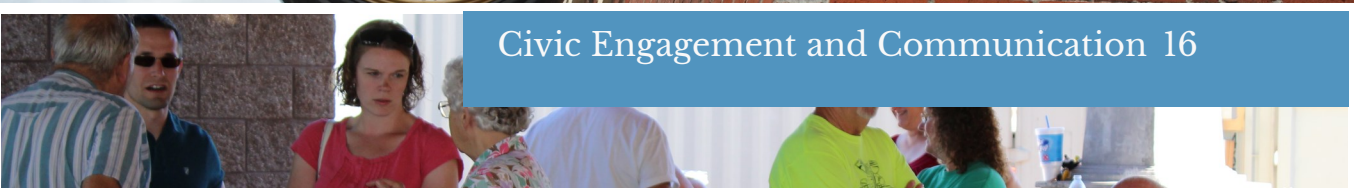
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COMMUNITY VOICES



2015

- 100+ community leaders
- University of Oregon Planning, Public Policy, and Management Department leadership
- Day long brainstorming

2017

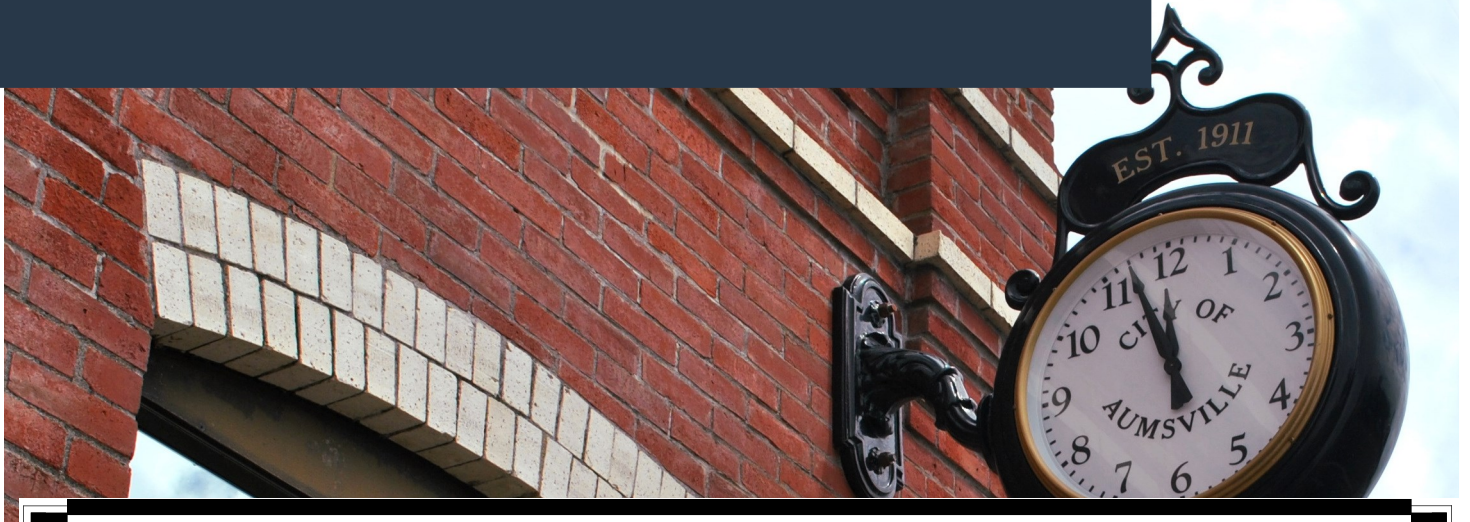
- Aumsville City Council and Planning Commission leadership
- Several meetings
- Visional Goals and Priorities outlined

2018

- Change in leadership
- Community wide meetings
- Visioning committee of 18 members
- Concept statements and strategic planning



ACKNOWLEDGEMENTS



The list below may have people who participated in multiple meetings or levels of engagement. In the interest of brevity, they have been listed once.

- Aumsville Planning Commission, past and present
- Aumsville City Council, past and present
- Aumsville Vision Plan Committee and Visioning Meeting Community Members
- John Morgan, Morgan CPS, Facilitator
- University of Oregon Planning, Public Policy, and Management Department
- Dave Kinney, Community Development Consultant
- Ron Harding, City Administrator
- City Staff: RYanne Crowther, Elaina Turpin, Steve Oslie
- Design Charrette Participants
- Alex Alberti, Ashleigh Angel, Vicky Barber, Deb Baugh, Robert Baugh, Marina Brassfield, Vivian Bronec, Nico Casarez, Aaron Cain, Chris Chytka, Ethan Coutant, Brian Czarnik, Gary Dahl, Susan Farris-Gosser, Kaye Giagi, Dana Greenblatt, Morgan Greenwood, Kari Henningsgaard, Maryann Hills, Tom Hogue, Terrill Isaak, Dari Jongsma, Stephen Jordan, Kiara Kashuba, Professor Shengnan Lai, Rex Lucas, Aysia Marinelli, Evan McClendon, Keaton Otake, Eliza Pearce, Ken Rasmussen, Emma Rubottom, Della Seney, Duncan Setter, Barbara Slimak, June Stephens, University of Oregon Instructor Ric Stephens, Adrian Swain, Graham Talaber, Jackie Wallace, Lorie Walters, Qijia Wang, Harold White, Dayadevi Heart, Joel and Joan Mathias, Deanna Cox, Riley & Alyssa Anderson, Derek Clevenger, Carol Roller, Walter Wick, Becky Tilden, Nancy & Sam McPhail, Larry & Karen Purdy, Steve Seney, Angelica Ceja, Alyssa Mercier, Carrie Murphy, Jared and Christa Radke, Jay Stewart, Jeff Stewart, Cathy Stewart, Jean Dyer, Luke Cranston, and Tom Youmans.

VISION STATEMENT

Aumsville is a great place to live where neighborhoods are livable, clean, and safe; services are available; and the community is thriving.

SIX FOCUS AREAS

- 
- **LIVABLE NEIGHBORHOODS**
 - **VIBRANT DOWNTOWN AND HEALTHY ECONOMY**
 - **EXCELLENT PUBLIC FACILITIES AND INFRASTRUCTURE**
 - **INCLUSIVE EVENTS AND CELEBRATIONS**
 - **PUBLIC ART AND COMMUNITY BRANDING**
 - **CIVIC ENGAGEMENT AND COMMUNICATIONS**

The Aumsville Vision 2040 identifies six focus areas where the City will strategically commit people and financial resources. By committing public and private resources to these focus areas during the 20-year planning period, Aumsville will grow and enhance its reputation — “A Great Place to Live, Work, and Play.”

LIVABLE NEIGHBORHOODS

Provide and retain safe, walkable, and welcoming neighborhoods with attractive, well maintained homes, parks, and public facilities that are inviting to residents and visitors.

Affordable & Diverse Housing



Quiet Streets

Pedestrian Trails



Well Maintained Parks



Green spaces that connect neighbors

LIVABLE NEIGHBORHOODS

Attractive, well maintained housing that is affordable for families of all shapes and sizes

Action Steps:

1. Provide incentives for property owners to maintain homes and landscaping, provide an attractive curb appeal, and retain or increase property values.
2. Develop strategies to connect neighbors with each other. Support programs like National Night Out and other events where neighbors can interact with each other to share a high quality of life.
3. Update and actively enforce city ordinances to keep neighborhoods clean and safe and to eliminate nuisances.
4. Provide a process that encourages informal dispute resolution and minimizes neighborhood conflicts.
5. Update the Aumsville Development Code and design standards to provide clear standards for new residential development with the end goal of clean, nicely landscaped neighborhoods. Maintain consistency in planning and implementing codes.

Clean, nicely landscaped, safe, and walkable neighborhoods with few traffic issues.

Modern design shows community quality and value.



VIBRANT DOWNTOWN AND HEALTHY ECONOMY

Celebrate a revitalized Main Street commercial district that has new sidewalks, landscaping, signage, public art, and businesses. The downtown is bustling with restaurants, service businesses, and professional offices. It is a vibrant city center with historical character.



VIBRANT DOWNTOWN AND HEALTHY ECONOMY

Promote Aumsville as a business-friendly community with an emphasis on Main Street revitalization and advancement of the Interchange Development Zone. There are plentiful local jobs and properties retain their assessed value.


Action Steps:

1. Encourage redevelopment of Aumsville's Main Street downtown and the 1st Street corridor north to OR-22.
2. Adopt updated design standards for commercial buildings, including design requirements for development of adjacent parks, public spaces, and streetscape elements.
3. Develop clear development standards for the ID Zone (Interchange Development) adjacent to OR-22.
4. Look for opportunities through programs and partnerships where the City can lead the effort to lower barriers of entry for new development. Examples could include local improvement district projects or development partnerships that can spread cost of entry across all property owners for the ID Zone.
5. Plan for the extension of public infrastructure and private utilities to properties in the ID Zone.
6. Develop a marketing strategy to promote private investment in the ID Zone.
7. Actively promote Aumsville's city center and ID sites as good places to do business.



EXCELLENT PUBLIC FACILITIES AND INFRASTRUCTURE

Infrastructure is safe, environmentally responsible, and efficient. Our streets are welcoming, our facilities are modern, and our education system is high quality.



Pedestrian and Bike Safety Improvements

Stormwater Retention and Sustainable Filtering

Clean, Abundant Drinking Water



Quality Education

Emergency Preparedness



Sustainable Technology

Energy Efficiency

EXCELLENT PUBLIC FACILITIES AND INFRASTRUCTURE

Be prepared for the future with organized emergency response plans and sustainable and energy efficient technology.

Action Steps:

1. Update the City's Water, Wastewater (Sewer), Storm Drainage Facility, Parks, and Transportation System master plans every 5-10 years.
2. Develop and adopt a 5-year Capital Improvement Plan with clear financial strategy to replace or upgrade the highest priority water, sewer, and storm drainage facilities.
3. Replace or upgrade water and sewer lines that are at the end of their useful life. Whenever possible, coordinate replacement with planned street and drainage improvement projects.
4. Update the City's public works design standards so they are consistent with engineering best practices.
5. New storm drainage standards will encourage on-site retention and detention, and will include water quality standards so the community minimizes pollution and discharges to local streams and waterways.
6. Design 1st Street as a welcoming, landscaped entry corridor from OR-22 to Main Street. Design and install wider sidewalks, decorative street lights, trash receptacles, benches, public art, and landscaped public spaces.
7. Relocate overhead electrical and telecommunications wires underground.
8. Prepare an emergency response and disaster recovery plan for the City and its residents. Coordinate emergency response plans with Marion County and nearby communities. Train city officials and citizens.
9. Provide backup generators, fuel reserves, and emergency response so that basic city water and sewage treatment facilities can continue to operate during severe weather and other natural disasters.
10. The City embraces sustainability and new technologies. Designs that reduce costs, are environmentally friendly, and add value, such as wind, solar, and energy efficient facilities, will be strongly encouraged.

INCLUSIVE EVENTS AND CELEBRATIONS

Provide outstanding community events and celebrations that are welcoming, inclusive, and bring the community together.



Promote Public Safety



Bigger, Better Corn Festival



Bring Community Together



Encourage Economic Development

INCLUSIVE EVENTS AND CELEBRATIONS

Action Steps:

1. Continue and enhance partnership of the Corn Festival Committee and the City of Aumsville to enable the Aumsville Corn Festival to grow, be self-sufficient, and continue to serve the community with a fun-filled event, celebrating the community's agricultural roots and the citizens who make the community special.
2. The City will sponsor and support small community events and activities that create opportunities for people to gather together, promote public safety and welfare, educate our citizens, and encourage economic development.
3. The City will be open and receptive to new ideas and actively look for opportunities to embrace and engage all segments of the community.



PUBLIC ART AND COMMUNITY BRANDING



Cohesive Branding



Family Focused

Create a cohesive community brand that emphasizes Aumsville as “A Great Place to Live” and creates a sense of place and entrance into the community.



Welcoming Touches



Branded Entryway



PUBLIC ART AND COMMUNITY BRANDING

Action Steps:

1. Fully embrace a community branding effort.
2. Develop a consistent brand for Aumsville that is modern and represents our community as a family friendly, great place to live.
3. Develop a public art program to install art on streets, public buildings, parks, and public spaces. Encourage property owners to incorporate visible and accessible art on their buildings and on their properties (murals, design features). Public art should support the city's brand.
4. Incorporate public art, attractive public gathering areas, and landscape design elements when city buildings and facilities are constructed and remodeled.

Public art and public spaces express and celebrate the Aumsville brand: a family friendly community and a great place to live, work, and play.

Art in Public Infrastructure



Family Friendly Themes

Hidden Easter Eggs



CIVIC ENGAGEMENT AND COMMUNICATION

Create a climate where citizens are actively engaged in the city and government. They are well informed and understand the challenges the community is facing.



Increased Volunteerism



Advisory and Ad Hoc Committees

A screenshot of the City of Aumsville YouTube channel page. The header features the City of Aumsville logo with the tagline "A Great Place to Live!". Below the logo is a scenic image of a forest. A blue box with the text "Increased Communication Channels" is overlaid on the image. Below the image are four icons representing different communication channels: a megaphone for "Special Announcements", a hand holding a document for "Pay My Bill", an envelope for "Subscribe", and a person for "P Depi". The YouTube channel header shows the "City of Aumsville" logo, "20 subscribers", and navigation tabs for "HOME", "VIDEOS", "PLAYLISTS", and "CHANNELS". The "VIDEOS" tab is selected. Below the navigation tabs are two video thumbnails. The first video is titled "Aumsville City Council Meeting 5-11-2020" and has a duration of 2:20:48. The second video is titled "July 13, 2020 Aumsville City Council Meeting" and has a duration of 2:29:17. Below the second video thumbnail is a third video thumbnail titled "Aumsville 2nd-S Market" with 69 views and 5 months old.

Timely and Engaging Communications

CIVIC ENGAGEMENT AND COMMUNICATION

Action Steps:

1. Share information with citizens so they are well informed and have a fact based understanding of community issues, city government, and challenges facing the community.
2. Develop a comprehensive communication plan to share information with Aumsville's citizens, businesses, and partners.
3. Provide timely, up-to-date information on city government, community issues, challenges, and decisions.
4. Encourage citizens to volunteer in city government, the fire district, civic organizations, and community events. Celebrate and recognize volunteers for their contributions.
5. Create a leadership development program. Commit resources to train and develop leaders of all ages.
6. Create feedback loops and other avenues in which citizens can provide input into concerns, processes, and issues.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” — Margaret Mead



COMMUNITY VISIONING MEETINGS

Public comments at the Community Visioning meeting in December 2018 can be divided into our six focus areas. When combined with past vision work, the downtown design charrettes, and focus group discussions, these comments were used to create this plan.

Livable Neighborhoods

- Best bedroom community
- Traffic calming
- Housing
- Quality of life
- Affordability
- Diverse building rooflines integrated
- Revitalization of older homes
- Homeless
- Smaller buildings
- Historic feel
- Clean
- Affordable housing
- Density of housing/size of lots
- Great place to raise kids
- Safety
- Livability
- Various types of housing—affordable
- Weave in larger homes
- Cleaner, nicer communities
- Update/rehab old homes

Vibrant Downtown and Healthy Economy

- Clean up Main St and entry to city
- Mini marketplace
- Daycare
- Economy
- Places to eat—food court area
- Minimal parking
- Store front windows
- Diverse business/services
- Lighting on buildings
- Market concept
- Town Square concept
- Commercial—south of Mill Creek going east
- Green space downtown
- Theater
- Library
- Outdoor seating
- Downtown sandwich boards
- Self-sufficient—goods and services
- Improve commercial growth
- Space to grow commercial—deficiency now

Excellent Public Facilities and Infrastructure

Amazing parks—utilize them more
Infrastructure/Quality
Four-way stops
Speeding—safety
Parks and Recreation
Decorative trash receptacles
Bike lane
Bike racks
Street trees
Clean streets
Wire free—underground
Walkability/Improve sidewalks
Street lights
Multi-modal
Restrooms/drinking fountains
Underground utilities
Firm parking plan
Streetlights—decorative
Funding infrastructure
Economical to community
Viable school system
Great School
Mitigate costs of growth
Efficient transportation (roundabout)

Inclusive Events and Celebrations

Enhance Corn Festival
Music festivals
Outdoor marketplace
Family and children activities year round

Public Art and Community Branding

Something to draw in outsiders
Arch-elements
Community event flags
Identifiable
Public art
Flower baskets
Awnings
Community planters
Signage—Modern
Consistency
Potential
Gateway

Civic Engagement and Communications

Social opportunities
Inclusive
Friendly
Population growth—Amazon
Larger community space



