



DRAFT Proposal for  
Sustainable City Year Program

2019-2020



**Mayor  
Kyle Palmer**  
*Term Expires:*  
January 2021



**Council President  
Jason Freilinger**  
*Term Expires:*  
January 2021



**Councilor  
Laurie Carter**  
*Term Expires:*  
January 2021



**Councilor  
Matt Plummer**  
*Term Expires:*  
January 2021



**Councilor  
Dana Smith**  
*Term Expires:*  
January 2023



**Councilor  
Jim Sears**  
*Term Expires:*  
January 2023



**Councilor  
Crystal Neideigh**  
*Term Expires:*  
January 2023



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# History of Silverton

## Silverton Origins

The first settlers came to the banks of the Silver Creek, following timber and water power, in the 1800s. In 1846, James Smith and John Barger established a sawmill on the creek and a small settlement, Milford, began to grow. In 1854, Milford was abandoned and the businesses that had started there moved downstream to the current site of the city of Silverton.

Silverton was incorporated in 1885. By 1894, the population was nearly 900. The young town was a trading and banking center of prominence and ranked among the most progressive towns of western Oregon.

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## Growth

By 1921, Silverton industries were producing exports for other areas and even some foreign countries. The Fischer Flour Mills on South Water Street was among the exporters. Power for the mill was obtained by damming Silver Creek at a point near the present pool, diverting water into a millrace that ran along the creek to the mill and then dumped back into the creek.

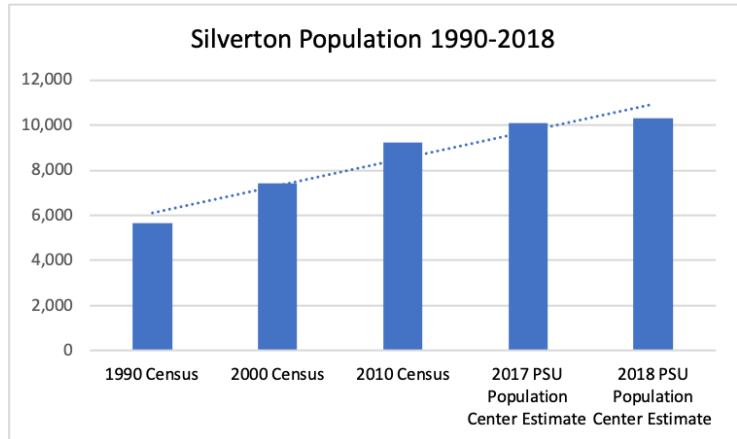
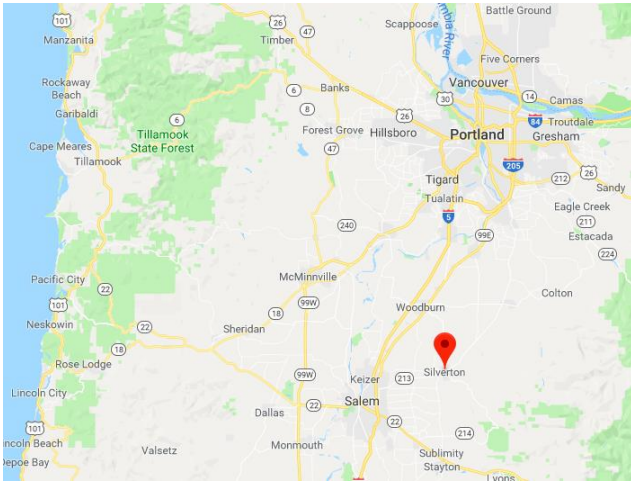
A short way downstream from the Fischer mill, the creek was dammed again to furnish power for a sash and door plant. Timber drove local industry, and the Silver Falls Timber Company was once the largest sawmill of its kind in the world. Metal piping was also part of the economy. To this day, metal covers on Silverton streets and sidewalks bear the legend "Eastman Brothers Metal Works." One of the Eastman brothers, L.C., was mayor in the 1920s.

## Oregon Garden

The opening of the Oregon Garden signifies the success of a partnership between the Garden, a private enterprise attracting tourists to botanical displays, and the City of Silverton. The Oregon Garden's expansive wetlands area benefits from the city's excess reclaimed water, while the community benefits from trade the Garden draws to the area.



# Silverton in Brief



Silverton, Oregon's Garden City, is a growing community! Located about 20 minutes from the state capital of Salem and one hour south of Portland, Silverton features a historic downtown, hospital, a wide range of businesses, and access to nature including Silver Falls State Park just down the road.

## Silverton and Marion County

	Silverton	Marion County
Population change 2010-2018	15.2%	10.0%
Median value owner occupied housing (2013-2017)	\$247,100	\$205,600
High school graduate or higher (25+ years old, 2013-2017)	94.5%	84.9%
Bachelor's degree or higher (25+ years old, 2013-2017)	31.2%	22.6%
Language other than English spoken at home (5+ years old, 2013-2017)	12.3%	25.1%

*Source: US Census QuickFacts*

## Top Taxpayers in Silverton

2018 - 2019		
Total Measure 5 Taxable Value:	1,211,111,140	
2018-2019 Top 10 Taxpayers	M50 Assessed Value	Total Tax
Kumis LLC	10,965,721	188,139.57
Garden Resort LLC	7,564,360	127,675.05
Diana Naturals Inc	6,472,360	108,167.94
Northwest Natural Gas Co	6,206,000	103,647.04
Roth IGA Foodliner Inc	6,104,110	102,866.35
Silverplace Apartment Homes LLC	5,862,510	98,950.35
Forest River Manufacturing LLC	5,013,634	83,733.17
Pacific Crest Apartments LLC	4,015,210	67,770.72
Railway Storage LLC	3,498,540	58,990.71
Portland General Electric Co	3,308,000	55,247.24

*Source: Marion County Assessor's Office*

The City of Silverton and surrounding areas are served by the Silver Falls School District. The City and School District partner in many programs, including:

- **SCAN-TV:** Operating the local public access channel and televising and streaming local government meetings
- **School Resource Officer:** The City and School District share expenses
- **Spring Clean-Up Day:** A Silverton tradition where graduating seniors spend the morning helping spruce up the City, including over 100 volunteers in Silverton's city parks
- **Transitions Program at Silverton High School:** Collaborating on work experiences at City facilities, and field trips such as the Reservoir visit pictured to the right



## **Project Abstract:**

### **City of Silverton and Sustainable City Year Program (SCYP)**

The Sustainable City Year Program (SCYP), housed at the University of Oregon (UO), matches the students of the UO with an Oregon city, county, special district, tribe, transit agency, or partnership of governments for an entire academic year. Historically, the SCYP offered one partner entity:

*...assistance with their sustainability goals through 15-25 community-defined projects engaging 20-30 courses with 500+ students across 13+ academic departments dedicating 40,000+ hours of student work. This work has focused on projects related to sustainable architectural design, urban design, planning, cost-benefit analysis, economic development, legal and policy analysis, community engagement, and public relations campaigns among others.*

SYCP had traditionally collaborated with larger entities, with the smallest until recently being Redmond with a population of about 27,000. Although their full-year partners are larger entities, SCYP has identified that smaller entities are in need of their creative services as well. After extensive coordination, the City of La Pine partnered with SCYP in 2017-2018.

In May of 2019, SYCP Manager, Megan Banks, approached the City of Silverton about a potential smaller cities partnership in the 2019-2020 school year and the City began identifying budgeted projects which could fit well with SCYP strengths, as well as other potential projects. SYCP was pursuing additional state funding or other match funding to facilitate partnerships with cities that would otherwise be unable to cover the full cost of participation in the program. While the state funding that was hoped for did not materialize for the 2019-2020 year, the City and SCYP continued to explore the possibilities of a partnership throughout July and August 2019.

In August 2019, City staff and SCYP staff presented a program proposal to the City Council in a work session and the Council expressed approval for a Master Agreement to be brought forth. The Master Agreement to be brought to Council on September 9, 2019 is designed to encompass several budgeted projects for which the City and SCYP see great potential to partner. The Agreement also allows for additional projects to be added if additional funds can be secured through grants or other partnerships.

Throughout this partnership, the City commits to participating in and supporting kick off and end-of-year activities, as well as convening public participation events as fit the various projects. With Silverton an easy commute up 1-5 from Eugene, City staff and leaders look forward to welcoming the students, faculty, staff, and other supporters that make up the SCYP community and partnering in the coming academic year



**Abstract on Pilot Project:**  
**City of Silverton and Sustainable City Year Program (SCYP)**

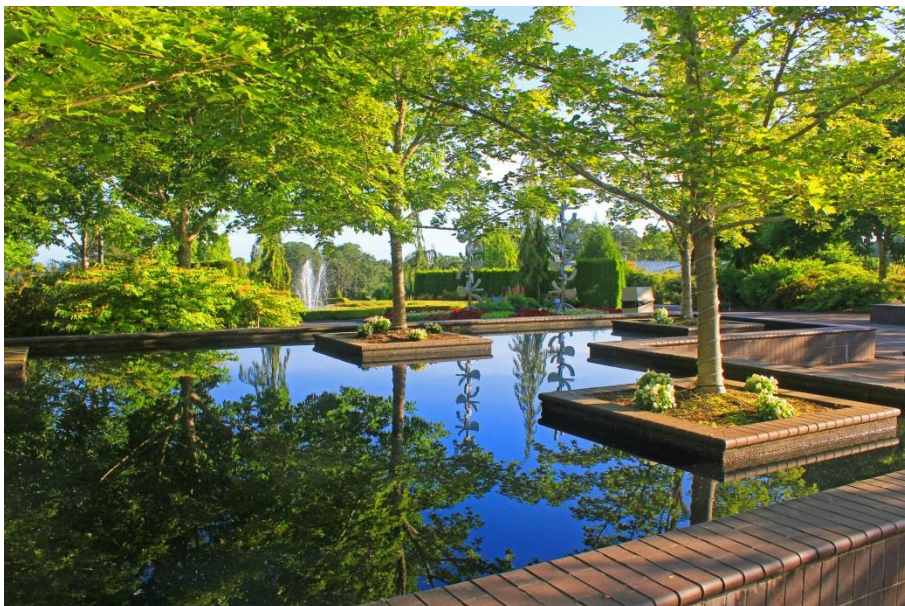
The City and SCYP have identified the following projects as potential matches with funds available.

- Public visioning process for Pettit property
- Strategic planning continuation and refinement
- Community survey/feedback project
- City Gateway enhancements
- Stormwater low-impact development demonstration projects
- Parks Master Plan update (tentative work for 2019-2020)

Other desirable projects without specific identified funds as of this writing include:

- Expansion of urban forestry programming
- Social media/video/app enhancements for City
- Main Street USA program development and project identification

SYCP initially proposed a preparatory and class/professor matching period in the fall with work to be conducted in the winter and spring 2020 quarters. With class scheduling opportunities available in the fall, work is expected to begin in Fall 2019 and continue through the end of the fiscal and academic year in June 2020.



# City Council Goals



## Mission Statement

To provide exceptional public service that ensures safety, maintains infrastructure, preserves our unique heritage, and protects natural resources while proactively pursuing emerging opportunities to enhance our quality of life.

## Vision Statement – Vision for Silverton in 2035

We envision a Silverton that honors its history, traditions and heritage, embraces diversity, encouraging thoughtful change while celebrating our past, present and future. Our future Silverton is a connected community with broad citizen engagement, a clear vision for the future, and a detailed plan of action to achieve it. We envision a Silverton with a strong economy and viable, locally owned businesses, carefully balancing economic growth with our continued small-town livability, quality of life and affordability. Our Silverton is guided by a comprehensive plan for our future growth, with strong leadership, meaningful public involvement, informed decisions, and agreement on our community's key directions. We envision a Silverton that meets the basic needs of all of its residents, including quality jobs, affordable housing, accessible health care, and community safety. Education in our Silverton is a top priority for the entire community, providing our students with the best start in life, driving our community's progress, and shaping its future.

## 2019-2010 City Council Goals Adopted April 1, 2019

City Council Goals, set yearly in the winter and formally adopted in spring, guide budget development and the work plan throughout the coming year.

Goal 1: Develop a 10-year Strategic Plan		
Objective		Time Frame
1.1	Develop a 10-year Strategic Plan that encompasses the following elements: mission, vision, organizational values, significant issues and challenges facing the organization, goals and objectives, and actions and/or strategies. <i>(Note: This goal is important to the City Council, but not time urgent. Council wants to minimize the cost of completion of the strategic plan.)</i>	FY 2019-20  (if time allows)
Goal 2: Identify new means and methods for public outreach, communication and participation		
Objective		Time Frame
2.1	Update city website to make more searchable and user friendly and provide an increased social media presence including use of videos to educate the public on city services and processes.	FY 2019-20
2.1	Reconvene Citizen Involvement Committee to make recommendations on the formation and support of neighborhood associations.	FY 2019-20
Goal 3: Maintain and improve infrastructure and facilities for current and future citizens in an efficient, sustainable, and resilient manner		
Objective		Time Frame
3.1 Summary	Continue planning for and build new Police Station within three (3) years, with plans to incorporate City Hall within eight (8) years to include: <ul style="list-style-type: none"> <li>•Determine future use with public input</li> <li>•Develop construction funding plan</li> <li>•Conduct facility needs assessment for civic center/city hall</li> <li>•Consider economy of scale by developing both facilities at the same time vs separate construction</li> <li>•Hire architectural firm to create conceptual ideas up to and including final full scale all-encompassing civic building with interconnection and design</li> <li>•Develop Master Plan (City Hall/Police Station/Park)</li> <li>•Enhance section on website to inform public of progress (to include photos and graphics) and solicit ideas for redevelopment</li> </ul>	FY 2019-20

# City Council Goals



## Goal 3: Maintain and improve infrastructure and facilities for current and future citizens in an efficient, sustainable, and resilient manner (cont'd)

Objective		Time Frame
3.2	See City website for detailed objectives regarding Police Station and Civic Center planning, Transportation Master Plan, Systems Development Charge (SDC) analysis, improved safety and Safe Routes to School, parks improvements, signage, Pettit property visioning, housing needs analysis, and other infrastructure goals.	FY 2019-20
3.3	Finalize the updated Transportation Master Plan and begin implementation.	FY 2019-20
3.4	Perform SDC analysis for transportation, water, waste water and storm water and related rate studies as appropriate.	FY 2019-20
3.5	Identify funding strategies and implement the development of infrastructure (sidewalks, bike paths, street lights, stormwater, and speed calming devices) to facilitate infill, improve safety, and connectivity between developed areas generally, with priority to safe routes to school corridors.	FY 2019-20
3.6	Complete Old Mill Park improvements.	FY 2019-20
3.7	Update street signage in compliance with MUTCD requirements.	FY 2019-20
3.8	Reconstruct McClaine Street and evaluate re-engineering of the intersection of McClaine and Westfield/C Street.	FY 2019-20
3.9	Improve streetscape and multi-modal connections to South Water Street.	FY 2019-20
3.10	Evaluate recommended pool facility improvements, including a slope stability study of the adjacent stream bank.	FY 2019-20
3.11	Improve pavement condition of Second Street from the railroad tracks to Jefferson Street.	FY 2019-20
3.12	Use the Northside Addition as a focus area to create a model to assess overall improvements needed, create a cost analysis, provide funding options to move forward and use that model in other areas of Silverton.	FY 2019-20
3.13	Conduct public visioning process taking cost into account for determining future use of Pettit Property.	FY 2019-20
3.14	Assist the URA in developing the scope of the redevelopment of the Westfield property, including possible use as affordable housing and/or assisted living.	FY 2019-20
3.15	Amend urban growth boundary and develop Master Plan for the Ike Mooney Property (Park and Fire Substation).	FY 2019-20
3.16	Begin housing needs analysis and evaluate other comprehensive plan elements needing amendment.	FY 2019-20
3.17	Work with the Army Corps of Engineers to develop a plan to restore storage capacity at the Silverton Reservoir.	FY 2019-20

## Goal 4: Implement policies and programs to maintain safety and quality of life

Objective		Time Frame
4 Summary	Further develop and implement strategies for affordable housing (including exploring public-private partnerships at Westfield).	FY 2019-20
4.2	Consider ordinance setting out smoke-free downtown area.	FY 2019-20
4.3	Examine means and methods for increasing street trees in areas that lack them. Develop methods to follow up on compliance with existing landscape development standards in new developments; existing landscape development standards and consider measures to protect white oaks and heritage trees in the city limits.	FY 2019-20
4.4	Study ways with community partners to implement sustainable energy program to lesson carbon footprint and achieve energy sustainability goals.	FY 2019-20



# City Council Goals



<b>Goal 4: Implement policies and programs to maintain safety and quality of life (cont'd)</b>		
<b>Objective</b>		<b>Time Frame</b>
4.5 Summary	In partnership with community organizations, state agencies, and the Urban Renewal Agency, evaluate ways to enhance beautification of city's gateways.	<b>FY 2019-20</b>
4.6	Explore ways to increase high speed data options in the city by removing barriers to entry in the city code for installation of high speed wired or wireless data networks.	<b>FY 2019-20</b>
4.7	Update parks master plan to include adding other park/recreational amenities.	<b>FY 2019-20</b>
4.8	Update public works standards and development code with long-term environmental impacts in mind.	<b>FY 2019-20</b>
4.9	<b>Explore the geographic expansion of transit service.</b>	<b>FY 2019-20</b>

<b>Goal 5: Provide efficient and fiscally sound municipal services</b>		
<b>Objective</b>		<b>Time Frame</b>
5.1 Summary	Assess the practicality and feasibility of establishing a Parks and Recreation District.	<b>FY 2019-20</b>
5.2	Determine strategy to repay the Sewer SDC Fund for purchase of the remaining portion of the Pettit property.	
5.3	Aggressively pursue funding opportunities for large scale water improvement projects (Silver Creek Raw Water Line, Water Treatment Plant upgrade and 2 MG West-side Reservoir).	
5.4	Develop funding plan and timeline for replacement of water treatment plant #1.	

# Project Proposal: Pettit



## **1. Pettit Property Visioning**

Silverton's City Council has identified a goal of conducting public visioning process taking cost into account for determining future use of the Pettit property. The 80 plus acre property adjacent to the Oregon Garden, including a 20 acre pond, has a multitude of potential uses.

This project will assist the City in:

- Developing design options for the property
- Identifying ideal means and methods for reaching Silverton community members and interest groups
- Conducting public outreach sessions and possible other polling to identify interests for the property
- Producing visually appealing and clear communications to share the results of the various feedback processes

### **Deliverables/Desired Outcomes:**

- Engage with staff in tour of Silverton parks and subject property
- Present design recommendations to Silverton staff
- Present design ideas at community outreach event in Silverton
- Final presentation of public visioning in Silverton
- Final report of findings and recommendation to include graphics/models

### **Initiating Department (can be Multiple Departments):**

Community Development

### **Potential Project Lead (Staff Name and Department):**

Jason Gottgetreu

### **Potential Funding Source (can be Multiple Sources):**

General Fund (Planning)

### **Relevant Agency, City and/or Community Partners identified to date:**

Oregon Garden

### **Related Council or Agency Goals:**

#### **Council Goal 3.12**

Conduct public visioning process taking cost into account for determining future use of Pettit property

### **Relevant Documents:**

City data sets, original research/data collection

# Project Proposal: Pettit



Pettit property and Pettit Lake with downtown Silverton in background

# Project Proposal: Gateways



## **2. City Gateways**

Both the City Council and the Silverton Urban Renewal Agency (URA) have identified gateway improvements as a goal for the coming year, with specific direction to work in partnership with community organizations and state agencies.

Silverton visitors and residents access the City through a variety of gateways; the gateway area approaching Silverton from Mt. Angel on Highway 214 (around Jefferson Street) is often identified as a target for improvement, though others may be included as well., included the entrance from Oregon 213 and the intersection of C Street and McClaine Street.

The recent URA expansion to include North First Street up to Jefferson Street provides additional opportunities to leverage URA funding.

### **Deliverables/Desired Outcomes:**

- Engage with community organizations and state agencies to ascertain desires, needs, and compliance requirements for gateway areas (could be focus group and/or design charrettes)-
- Propose compliant designs including signage, landscaping, and streetscape - Present design

### **Initiating Department (can be Multiple Departments):**

Community Development

### **Potential Project Lead (Staff Name and Department):**

Jason Gottgetreu

### **Potential Funding Source (can be Multiple Sources):**

Silverton Urban Renewal Agency (SURA), potential grant funds

### **Relevant Agency, City and/or Community Partners identified to date:**

ODOT

SURA

Chamber of Commerce

### **Related Council or Agency Goals:**

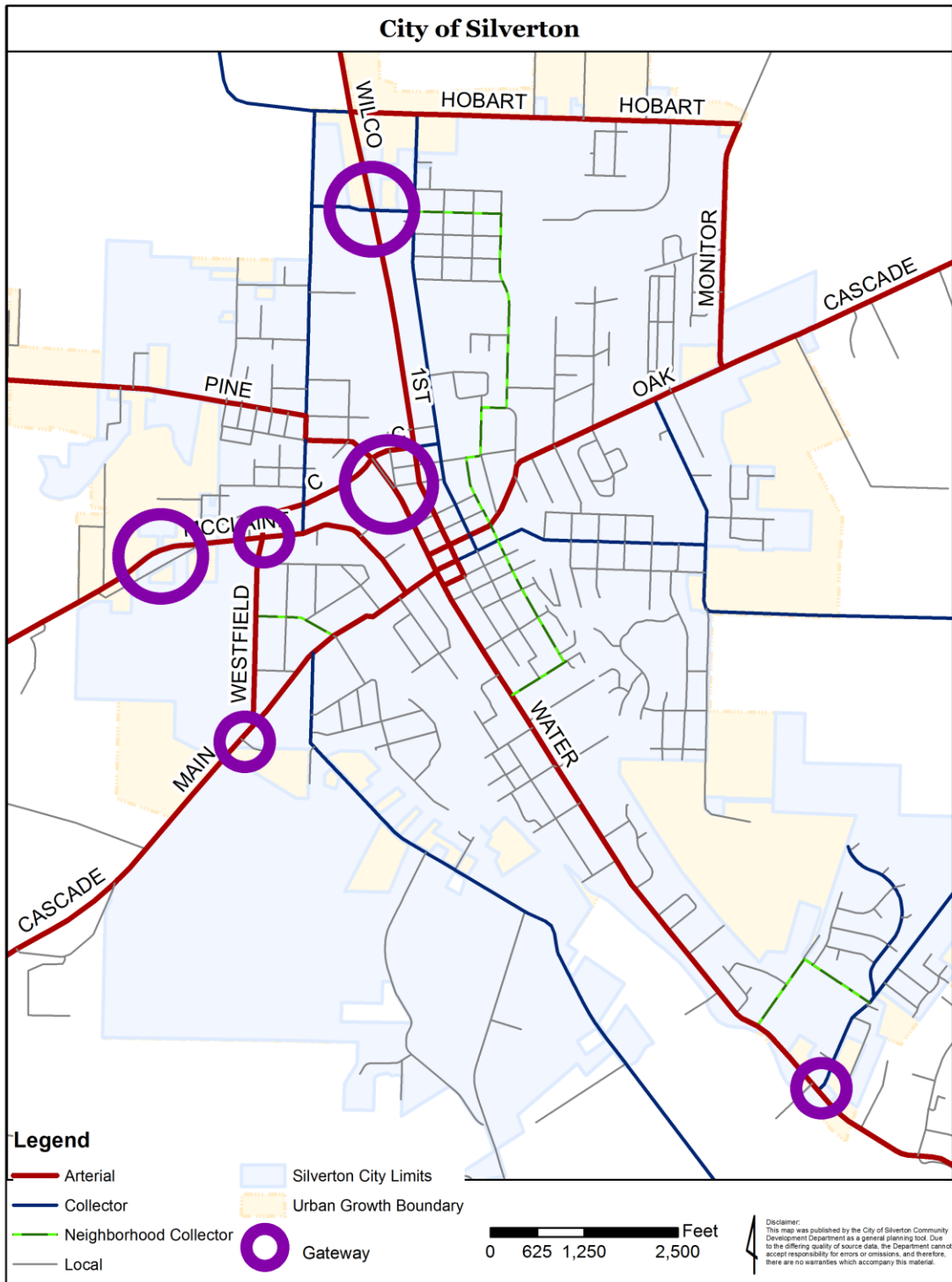
#### **Council Goal 4.5**

In partnership with community organizations, state agencies, and the Urban Renewal Agency, evaluate ways to enhance beautification of the City's gateways

### **Relevant Documents:**

City of Silverton Urban Renewal Agency Plan, Updated Map

# Project Proposal: Gateways



Proposed areas of attention for City Gateway projects

# Project Proposal: Strategic Planning



## **3. Strategic Planning**

The City Council has a goal of developing a 10 year strategic plan. This work would build upon the work conducted by the City and consultants plan during 2015-2016. While this process resulted in a Mission and Vision Statement, which were subsequently adopted by the Council, and a database of community suggestions and questions from a survey, the report did not include a 10 year strategic plan. Staff understands that Council was, and is, seeking a more action-oriented document.

The City proposes to conduct a workshop with the City Council in October/November 2018 to discuss goals for this next stage of a strategic planning process:

- Review Envision Silverton 2035 Mission and Vision and other completed work products
- Discuss desired elements in a strategic plan, such as incorporation of the elements of the Silverton Energy Plan in the City's long-term planning
- Review other City strategic plans - what is appealing to the Council and why?

With a more refined understanding of what the Council hopes to see in terms of outcomes, City staff will communicate with the UO class in anticipation of the Winter/Spring term work.

### **Deliverables/Desired Outcomes:**

- TBD based upon council input from work session. Council has already indicated that sustainability and climate change as they relate to City policies, initiatives, and capabilities, are a high priority in developing this plan (8/19 City Council work session) Project elements may include :
- Possible facilitation of community engagement activities (could be in conjunction with survey)
  - Possible work session with City Council
  - Final report and visual representation of City of Silverton strategic plan (represents those elements within the City scope while recognizing partnerships)
  - Presentation of final recommendations document and action steps to City Council

### **Initiating Department (can be Multiple Departments):**

Administration

### **Potential Project Lead (Staff Name and Department):**

Elizabeth Gray, Administration and Christy Wurster, Administration

### **Potential Funding Source (can be Multiple Sources):**

General Fund

### **Relevant Agency, City and/or Community Partners identified to date:**

### **Related Council or Agency Goals:**

#### **Council Goal 4.5**

In partnership with community organizations, state agencies, and the Urban Renewal Agency, evaluate ways to enhance beautification of the City's gateways

### **Relevant Documents:**

Envision Silverton 2035 Final Report and appendices; Council feedback from work session, Silverton Energy Plan, original research/data collection

# Project Proposal: Community Survey



## **4. Community Survey/Input**

Silverton's City Council has identified a goal of improving and expanding public outreach, communication and participation. Traditionally the City has sought public input through a mail-in survey distributed to every address within the City limits. The University of Oregon Community Services Center most recently conducted surveys in 2016 and 2010. Council would like to see expanded outreach and a fresh look at the survey process and has budgeted for survey work in the 2019-2020 budget.

Staff currently envisions that this project will assist the City in identifying appropriate outreach methods to reach the approximately 3,400 households in within the City of Silverton. This project will also gather information regarding thoughts and feelings on the quality of life in Silverton, city services and local government, parks and recreation, and informational sources.

The City proposes to bring this topic to Work Session with the City Council in October/November 2018 to discuss goals:

- Review 2016 Community Survey
- Discuss desired elements in community feedback process
- Other examples of community surveys

With a more refined understanding of what the Council hopes to see in terms of outcomes, City staff will communicate with the UO class in anticipation of the Winter/Spring term work.

### **Deliverables/Desired Outcomes:**

TBD based upon council input from work session.

May include:

- Draft survey instrument
- Outreach suggestions
- Pilot test survey
- Full survey (possible combination with strategic plan)

### **Initiating Department (can be Multiple Departments):**

Administration

### **Potential Project Lead (Staff Name and Department):**

Elizabeth Gray, Administration and Christy Wurster, Administration

### **Potential Funding Source (can be Multiple Sources):**

General Fund

### **Relevant Agency, City and/or Community Partners identified to date:**

### **Related Council or Agency Goals:**

Budgeted City Council project for 2019-2020

### **Relevant Documents:**

Past surveys (2016 and 2010), City data sets, original research/data collection

# Project Proposal: Stormwater



## **5. Stormwater Low Impact Development**

The City would like to explore possibilities for low impact development (LID) as a strategy to meet stormwater permitting requirements in the City. With Silverton's population now having grown to over 10,000, more stringent MS4 requirements will be triggered. Green infrastructure not only serves a practical need of permit compliance; it dovetails with the City's sustainability efforts, Council emphasis on sustainability, and the City's motto of "Oregon's Garden City".

This project offers an opportunity to assess the Silverton context for LID compatibility and opportunities, review other successful projects in comparable communities, and create showcase project(s) for applicability to further stormwater designs and revisions to the Stormwater Master Plan.

### **Deliverables/Desired Outcomes:**

- Assess Best Management Practices (BMPs) in design standards
- Propose/design/demonstrate demonstration project in City of bioswale designs. Possibility to host public outreach event showcasing final design.
- Final report documenting best practices, site selection for demonstration project, lessons learned from project implementation, and suggestions for further exploration and implementation.

### **Initiating Department (can be Multiple Departments):**

Public Works

### **Potential Project Lead (Staff Name and Department):**

Petra Schuetz, Public Works Director  
Steve Starner, Water Quality Supervisor (support)

### **Potential Funding Source (can be Multiple Sources):**

Stormwater Improvements SDC Funds, potential grant funds

### **Relevant Agency, City and/or Community Partners identified to date:**

### **Related Council or Agency Goals:**

### **Relevant Documents:**

City data sets, 2012 Stormwater Master Plan, original research/data collection



# Project Proposal: Parks Planning



## **6. Parks Master Plan**

Pending the City's timeline, this project would offer the opportunity to conduct public outreach in support of the City's updated Parks Master Plan. Council has a goal to update the most recent (2008) plan with updated park and other recreational amenities for the Silverton of today and tomorrow.

This project offers an opportunity to engage with the Silverton community around recreational needs and provide a wealth of material to be used for further technical consulting in developing the Parks Master Plan.

### **Deliverables/Desired Outcomes:**

- Review of current master plan
- Design and implementation of community outreach plan
- Presentation of suggested updated master plan elements – swappable depending on outcome of Parks and Recreation District

NOTE: Dependent on Parks and Recreation district project, may not be ready for SYCP or other contractor engagement until summer/fall 2020

### **Initiating Department (can be Multiple Departments):**

Public Works

### **Potential Project Lead (Staff Name and Department):**

Petra Schuetz, Public Works Director

### **Potential Funding Source (can be Multiple Sources):**

Parks and Recreation Improvement SDC funds, potential grant funds

### **Relevant Agency, City and/or Community Partners identified to date:**

### **Related Council or Agency Goals:**

4.7

Update Parks master plan to include adding other park/recreational amenities

### **Relevant Documents:**

City data sets, 2008 Parks Master Plan, original research/data collection, Parks and Recreation Task Force materials.

# Project Proposal: Public Engagement



## **7. Social Media/Videos/Apps**

The City would like to explore possibilities to better two-way communication with the public. In addition to assessing how City residents and stakeholders obtain and use information, this project invites suggestions and templates for improving engagement with the Public.

This project offers an opportunity to assess the Silverton context and suggest best practices from other communities. Enhancing communication can support the City's sustainability goals and also help to create a more inclusive environment.

### **Deliverables/Desired Outcomes:**

- Assess information needs in Silverton
- Propose/design/demonstrate new outreach methods
- Final report

### **Initiating Department (can be Multiple Departments):**

Administration

### **Potential Project Lead (Staff Name and Department):**

Elizabeth Gray, Administration (including other Communications Committee representatives)

### **Potential Funding Source (can be Multiple Sources):**

Potential grant funds

### **Relevant Agency, City and/or Community Partners identified to date:**

### **Related Council or Agency Goals:**

2

Identify new means and methods for public outreach, communication, and participation  
2.1 Update City website...provide increased social media presence including use of videos to educate the public on City services and processes

### **Issue Tracker**

Possible videos include how to read your utility bill and other areas where questions are asked on a regular basis.

### **Relevant Documents:**

City data sets, research/data collection



# Project Proposal: Urban Forestry



## **8. Urban Forestry**

The City of Silverton has formalized efforts in Urban Forestry in recent months with work towards a Tree City USA application and formalization of an Urban Forestry program with Council approval on May 6, 2019.

For 2019-2020 Silverton's City Council has identified several goals related to urban forestry in the City:

- Examine means and methods for increasing street trees in areas that lack them.
- Develop methods to follow up on compliance with existing landscape development standards in new developments; existing landscape development standards and consider measures to protect white oaks and heritage trees in the city limits.

If funded, this project would amplify staff efforts by expanding the City's efforts in:

- Implementing improvements to the street tree permitting process
- Reviewing successful tree incentive programs
- Developing modernized code language for tree planting (build on staff efforts in progress)
- Other related identified goals developed in dialogue with the City

### **Deliverables/Desired Outcomes TBD:**

- Research successful Urban Forestry programs
- Prepare a report of findings and recommendations to include graphics/models

### **Initiating Department (can be Multiple Departments):**

Administration

### **Potential Project Lead (Staff Name and Department):**

Petra Schuetz, Public Works Director

Chelsea Starner, Public Works Coordinator (possible support)

### **Potential Funding Source (can be Multiple Sources):**

Potential grant funds

### **Relevant Agency, City and/or Community Partners identified to date (potential):**

Oregon Department of Forestry

Oregon Community Trees

USDA

Arbor Day Foundation

### **Related Council or Agency Goals:**

4.3

Exercise means and methods for increasing street trees in areas that lack them. Develop methods to follow up on compliance with existing landscape development standards in new developments; existing landscape development standards and consider measures to protect white oak and heritage trees in the city limits.

### **Relevant Documents:**

City of Silverton Urban Forestry Program documentation

# **Project Proposal: Main Street**



## **9. Main Street USA**

The City and Council would like to investigate opportunities through the Main Street USA program. Silverton is well known for its historic downtown and pursuing the further opportunities available through the Main Street designations could be a catalyst for both future mindful development and preservation of the current beloved elements.

### **Deliverables/Desired Outcomes TBD:**

- Research successful Main Street USA programs
- Evaluation Silverton downtown district and McClaine Street areas for possible projects
- Engage with business community and other stakeholders
- Prepare a report of findings and recommendations to support high impact/low-cost projects

### **Initiating Department (can be Multiple Departments):**

Community Development

### **Potential Project Lead (Staff Name and Department):**

Jason Gottgetreu

### **Potential Funding Source (can be Multiple Sources):**

Potential grant funds

### **Relevant Agency, City and/or Community Partners identified to date (potential):**

Main Street USA (State Historic Preservation Office)  
Downtown Business Association  
Silverton Area Chamber of Commerce

### **Related Council or Agency Goals:**

### **Relevant Documents:**

City data sets, Oregon Main Street materials, original research/data collection

