

2006 Action Plan Projects Status (September 2015)

#	Project	Status (2015)	2006 Action Plan Project Description (summarized)
Short Term Projects			
A	Improve storefronts	8 facade improvement projects completed, 1 in process.	Initiate façade improvement program that offers grants and loans to businesses that wish to upgrade their facilities and attract new customers.
B	Create a "Stopping Place" for travelers	Not built.	Landscaped parking lot for RVs and other tourist vehicles, perhaps with a source of "Opal Springs" water and a new park nearby. Built on vacant land or parking lot currently in the Willow Creek overflow floodway.
C	Remove derelict signs and improve new signs	Sign Code updated. Some pole signs removed. Subsequent amendments to Sign Code eased requirement to remove pole signs, therefore some remain.	Mandate removal of old commercial signs from vacant properties; consider preparing a new signage code that provides clear guidelines to businesses, while controlling the scale of signs downtown and prohibiting large pole-mounted, highway-style commercial signs
D	"Temporary Landscapes" for vacant lots	Not completed.	Tidy and grade vacant lots flat, add a small amount of topsoil, then seed the lots with wildflowers. Use hedges/landscaping to define the lot and improve the pedestrian zone. Expand façade rehabilitation program for landscape upgrades to properties.
E	Enforce speed limits	Police Department continues to enforce traffic laws. Pedestrian crossing enforcement occurs semi-annually.	Monitoring by local police; initiate a petition to ODOT to reduce the speed limit through downtown by 5-10 mph; new signalized intersection between the existing signal at 5th and D and the southern beginning of the downtown couplet.
F	Street improvements	Taco Bell, Madras Professional Center, Madras Bowl, Police Station/City Hall, US Hwy 97/J Street project, US Hwy 97 Transportation Enhancement project, sidewalk repair grants	Widen sidewalks; promote attractive streets with trees and furnishing, install curb extensions along couplet where missing.
G	Clarify/modify regulations	Zoning Ordinance (i.e. development regs) amended in 2007 to include design standards.	Include sufficient provisions in the zoning code to ensure high-quality commercial and mixed-use development downtown, accompanied by corresponding improvements in code interpretation and enforcement.
H	Build new public recreation facilities	Aquatic Center built in 2008; some people considered a Cinema 5 a recreation facility and it was built with MRC help. New high school has better recreation facilities.	Community amenities that will help attract new residents and support local business: swimming pool; single multi-use community events; recreation center
3.3	Create a well-landscaped gateway at North Y	Completed.	ODOT plans to reconstruct the intersection of Highways 26 and 97 at the north end of Madras. Use available parcels of land to create a gateway for the north end of Madras. Arrange new welcome signage and public art on both sides to greet visitors and to highlight the trail crossing. Extend Willow Creek Trail through the intersection.
3.4	Streetscape improvements focused on East-West end streets	Yes, indirectly partially completed through several projects: Madras Bowl infrastructure improvements, B Street Bike & Ped. Infrastructure improvements, Urban Forestry Commission Forestry Management (pruning and tree replacement).	Urban redevelopment efforts on B, C, and D streets: Narrow streets bordering Willow Creek to add park space, add curb extensions where missing, add street trees, narrow some streets by adding a plant strip, add sidewalks to ensure pedestrian access to schools and parks, add drainage swales and landscaping to parking lots.

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3.5	Sahalee Park Expansion	Completed. Thanks Doug Macy!	Vacate 8th Street to develop the new section of park as a large gathering area for communities, with a possible "great lawn" for concerts and performances; add curb extensions and crosswalks over to Willow Creek park; purchase remainder of block; landscape parking lots facing the, add medians on B street and C Street; encourage eventual redevelopment at higher densities.
3.6	Redevelopment Concept with New Civic Center	Partially completed. Madras Police Station/City Hall complete, Jefferson County Courthouse under construction, Marty Goodson Building renovations to occur in 2016.	Focus on the two blocks south of D street and west of southbound US 26/97. Locate civic uses together on these properties solves the issue of having all major public facilities currently in a floodplain. The concept could also include commercial development and a hotel.
Long Term Projects			
	Housing development/ jobs-housing balance	Yarrow master planned community started, not completed. Much more to development needed to complete master plan.	Allow and encourage housing to the east and west of Madras; ensure that there is high quality development on property, coordinate development plans with adjacent landowners, while ensuring that state and local land use laws are satisfied.
	Economic development	Sign permit process revised & simplified, industrial/commercial development regulations currently being amended, farmers market meets in Sahalee Park, North & South Y intersection "welcome" signs complete or soon completed, code enforcement on-going. Nuisance and abatement ordinance recently amended to more effectively deal with "derelict buildings."	Create a more business friendly environment; form Action Community to follow-through on ideas; encourage retail that will breed better paying jobs and expand business hours/night activity; attract diversity of restaurants and entertainment; farmers market; promote attractive businesses on entrances of city; tax incentives for downtown development; speed up permit process; Set up Code enforcement on signs and buildings downtown.
	Market the City of Madras and area attractions more effectively	Inn at the Cross Keys Station Hotel is a major success! It supports tourism in and around Madras with the meeting space the MRC provided funding for. Tillamook Air Museum, which is now called the Erickson Aircraft Collection, has moved to Madras! http://www.ericksoncollection.com/	Increase Chamber of Commerce funding; Work with Central Oregon tourism organizations; Build stand-alone tourist information center in downtown Madras, Improve signage; Work with State Parks, County and National Grassland to improve recreation sites; Promote Opal Springs water; Create more robust event calendar for summer months; Create a "fun" community cleanup; Better market airport and industrial park.
	Rezone or downzone commercial property	City only had one commercial zoning district. In 2007, the C-2 and C-3 zoning districts were created in conjunction with the design standards for commercial development	Develop a commercial zoning strategy that determines the feasibility of downzoning/rezoning excess commercial property. Include a study of the implications of an eventual bypass around downtown Madras.
	Revise Zoning and Development Code	Yes, Zoning Ordinance (i.e. development regs) amended in 2007 to include design standards.	Make recommended zoning code revisions included in Comprehensive Plan: stronger landscaping requirements, architectural review guidelines, prohibit large parking lots between the building and street, reduce parking requirements for residential units, revise roadway and sidewalk standards, and require large new developments in include public amenities.
	A Vision for the Willow Creek Floodway	The "greenway" concept has not been further developed. The City has upsized the 9th Street culvert/bridge for Willow Creek. City & Army Corps of Engineers will begin remapping Floodplain and Floodway in Fall 2015.	Expand upon the rough concept study completed as part of the original urban renewal study. Determine if re-greening of the City would successful mitigate future floods and re-orient the City to this new natural amenity, conduct cost-benefit analysis.