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SILVERTON CITY CENTRAL



The concept of *Destination Based Planning* focuses on land use patterns, flexible zoning regulations and incentives aimed at creating a unique place that residents, businesses and visitors will seek out. This specific place making concept is effective when addressing redevelopment and revitalization planning scenarios, such as the Silverton City Central district.

This identified district represents the core of the city of Silverton with the following key uses already located in this area: the City Administration Building, the Silverton Post Office, Silverton Park, Meier's Winery and the majority of the office and commercial uses within the city. The overall goal promoted through this plan is to provide the vision and suggested regulatory framework required to create a centralized activity node within the city featuring mixed-use development, pedestrian oriented uses and design elements as well as a uniform architectural and site design scheme designed to promote the unique branding, look and feel of both the district and the city of Silverton on a broader level.

Zoning Overlay Districts

The primary regulatory tool used to implement many of the plan recommendations is the adoption of a zoning overlay district specific to the identified Silverton City Central district boundaries. Overlay districts are special zones placed “on top” of existing zoning districts. The overlay district contains requirements that either supplement or replace the underlying regulations. This approach will allow Silverton to maintain current zoning regulations while addressing the special needs of the district. This is an attractive option for communities wishing to revitalize a particular commercial corridor without more extensive amendments to the jurisdiction’s underlying zoning ordinance.

The mapped boundaries of the Silverton City Central overlay district do not necessarily have to coincide with other zoning district boundaries, and may not follow parcel boundaries. Instead, natural features, roads, etc. often define the perimeter of the overlay district.

When enacting an overlay district, it is important to consider the language of the jurisdiction’s comprehensive plan. It is the goal of this chapter of the Silverton Comprehensive Plan to provide goals, objectives, and policies to substantiate the need for, and public purpose of the Silverton City Central overlay district. It may even be advisable to amend the comprehensive plan to further reflect the desire to revitalize the district as changes to the market or the district itself may warrant.

Elements of the Silverton City Central Plan Include:

- Mixed-Use Friendly Zoning Regulations Implemented through an Overlay District and the use of Form Based Codes
- Adaptive Reuse Guidelines
- Architectural Design Guidelines
- Site Design Guidelines
- Sign Code Amendments
- Streetscape Plan

Silverton City Central Land Use Overview

The majority of the structures located in the City Central district were constructed over 50 years ago. Some newer structures have been constructed within the last ten years, including the CVS Pharmacy site. Some structures were constructed during the early 1900's. The existing land use in this district is a mixture of neighborhood commercial, low intensity offices, single family residential, multi-family residential and public / institutional uses.

These uses have developed over a long period of time and have not followed any uniform pattern of land use. Consequently, many instances of spot zoning and spot land use exists within the district. This can cause conflicts between land uses of varying degrees of intensity when they are abutted against each other. A key component of this City Central plan is to create a uniform land use plan that creates complimentary land use patterns over time through the redevelopment and adaptive reuse of the properties within the district.

Mixed-Use Redevelopment

The cornerstone of creating a vibrant and successful City Central district is providing the appropriate amount of zoning and land development flexibility through the implementation of mixed-use zoning principles. The freedom to mix commercial, office and residential land uses within a common district must exist. Specific tools to assist in implementing this broad concept include adopting a form based zoning code system for this district and implementing adaptive reuse guidelines as described in greater detail below.

Form Based Zoning Regulations

Form based zoning is becoming more and more popular as communities recognize its benefits in flexibility and ease of understanding. The form-based alternative seeks to develop a more meaningful implementation of the three-dimensional vision implied in the comprehensive plan. In particular, a form-based code is generally built on a regulating plan, which in turn relates to more specific building envelope standards, street sections, architectural standards, and definitions. Compatibility of use issues are resolved by clear graphical design standards and not the traditional segregation of land use districts.

Silverton currently utilizes a conventional zoning which is proscriptive: it defines what is prohibited rather than what is desired. Form-based codes reinforce the notion that a picture is worth a thousand words by placing most of a plan's key elements into diagrams, drawings and photographs. In a form based code, provisions are developed with an emphasis toward a specific physical plan for new development and redevelopment. Distinguishing features of the Form based code are increased use of administrative approvals, incentives for quality design and development, and the use of minimum and maximum dimensional requirements intended to create a greater degree of certainty in the development process.

Implementing a form based code overlay district over the Silverton City Central area would provide five distinct advantages for redeveloping this district:

- Form based codes achieve a more predictable physical result because they emphasize what is desired, not what is prohibited.
- Regulations are flexible as they permit the use to change or adjust as needed over time.
- Using simple, graphic based guidelines with minimal text provides a more complete understanding of the guidelines for the City Central district.
- Enables vertical development, as opposed to long single story buildings.
- Better enables Silverton to mandate civic-oriented places like parks and plazas.

Adaptive Reuse Guidelines

This plan recommends the inclusion of adaptive reuse guidelines into the Silverton City Central Overlay District ordinance in addition to applying these guidelines to all non-residential uses and non-residential zoning districts throughout Silverton. The purposes of incorporating adaptive reuse principles are to encourage adaptive reuse of abandoned, vacant or underutilized buildings within the city; to encourage flexibility in site and architectural design; and to allow for a mix of new land uses that are appropriate to both the needs of the Silverton community and the scale of surrounding residential neighborhoods.

It is inevitable that structures will age and outgrow their originally intended functions. With changes in technology and lifestyle, construction design is constantly updated to meet modern demands, leaving the predecessors in its wake. For those sensitive to history, it may be preferable to restore older structures to their former glory, however this is often not realistic. Adaptive reuse allows structures to retain their historical integrity while providing for the occupants' modern needs. Through changing certain elements of a building, an ecclesiastical structure can become a commercial structure, and a commercial structure can become a residential building. The possibilities are practically limitless.

Adaptive reuse of existing buildings can provide a tremendous benefit to Silverton as well as to the primary investor. For the community, reusing existing buildings helps to preserve the urban infrastructure. It reduces the overall environmental impact of construction activities and reduces waste. It also helps to preserve Silverton's historical grounding, particularly if the building is a key landmark or has high sentimental value.

For the developer, adaptive reuse allows the development of buildings in locations that have underlying value such as urban centers, walkable neighborhoods or prime commercial districts. It can preserve and help to capitalize on a building's unique design features such as high quality architectural detailing, large windows or high ceilings that are attractive to many target demographics. Many times, adaptive reuse can be less expensive than new construction.



Before Photo: Abandoned Ice Cream Factory



After Photo: Renovated Building Exterior

Adaptive Reuse Example



New Use: Brew Pub & Restaurant





Silverton City Center Future Land Use Plan

Silverton City Central Land Use Plan Features

1 Silverton Park - Gateway Feature
 Silverton Park is one of three gateway locations identified in this plan to create recognizable entry points in this new district. Two of these gateway locations may also be utilized to introduce residents and visitors to the City of Silverton itself since they are located at highly visible corporation lines.

2 Meijer's Redevelopment Site
 The Meier's Wine Cellar site constitutes the largest contiguous property holding by a single owner within this district. This plan explores ideas for the potential for redevelopment on all or part of this site as well as utilizing the site for public open space opportunities.

3 City Central Office District
 This area near the entrance to the City Central district along Montgomery road represents redevelopment opportunity for creating a new office intensive district within the city. This plan studies the possibility of combining the existing office uses identified on this map with the existing Paideia School site to the south to be assembled into a larger contiguous site suitable for office development.

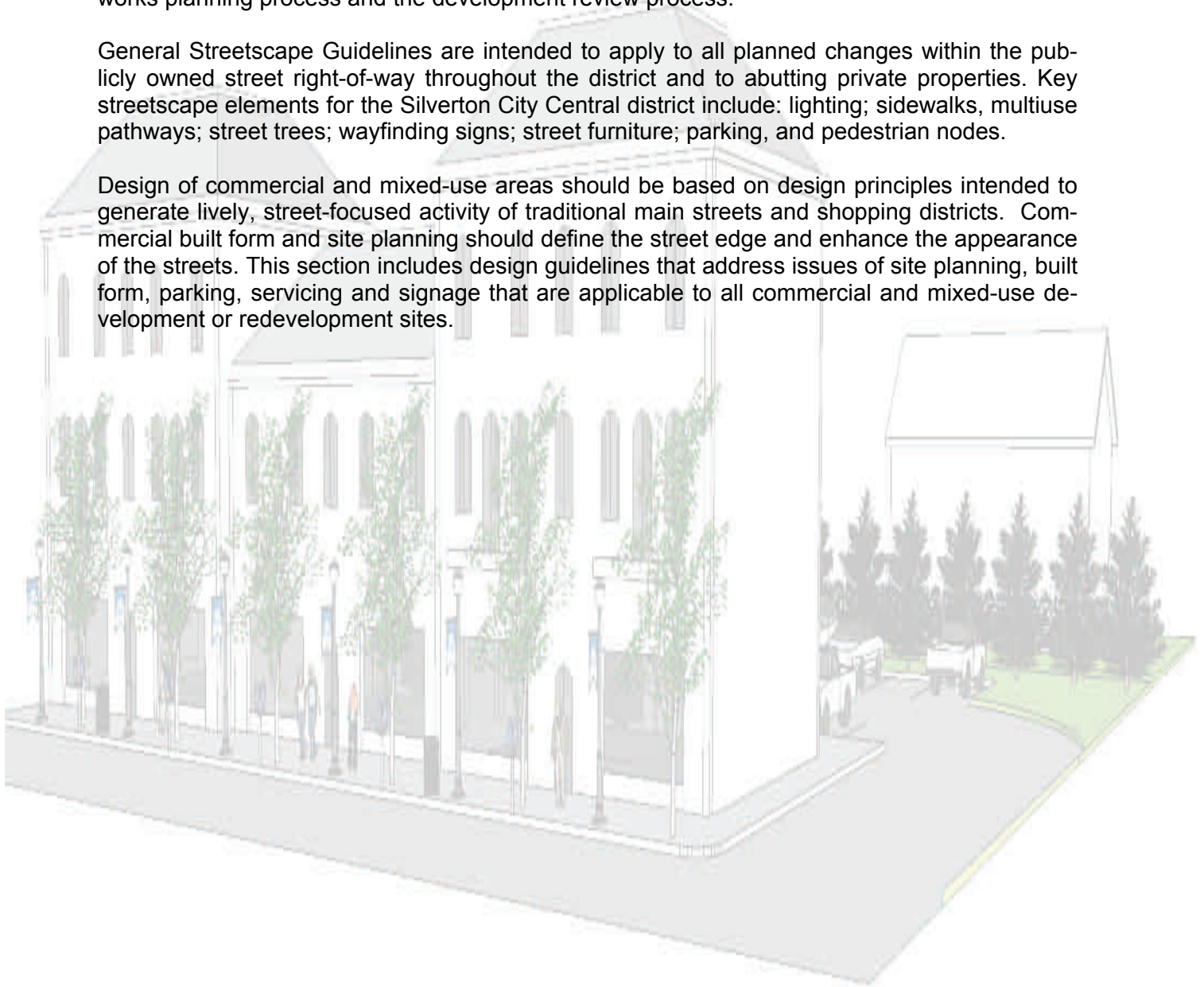
4 City Central Connector Street
 A future connector street has been identified in this plan. The connector street would run from Section Road to Plainfield Road and open up additional prime land for new development and redevelopment opportunities. Continuing Silverton's main street feel would also be recommended along this new connector street with zero front yard setbacks on the buildings with off-street parking located in the rear of the lot.

Silverton City Central Architectural & Site Design Guidelines

These suggested guidelines reflect the City's approach to the design of the Silverton City Central district including public investment in streetscape improvements as well as renovation, re-development and infill of properties along Montgomery Road and Plainfield Road. They are not intended to mandate the specific design but rather to provide approaches, which are to be applied in conjunction with other site-specific considerations. These guidelines are to be used by City Council, City Planning Commission, City staff and the public in the City's ongoing capital works planning process and the development review process.

General Streetscape Guidelines are intended to apply to all planned changes within the publicly owned street right-of-way throughout the district and to abutting private properties. Key streetscape elements for the Silverton City Central district include: lighting; sidewalks, multiuse pathways; street trees; wayfinding signs; street furniture; parking, and pedestrian nodes.

Design of commercial and mixed-use areas should be based on design principles intended to generate lively, street-focused activity of traditional main streets and shopping districts. Commercial built form and site planning should define the street edge and enhance the appearance of the streets. This section includes design guidelines that address issues of site planning, built form, parking, servicing and signage that are applicable to all commercial and mixed-use development or redevelopment sites.



Design Guidelines

Building Character, Style and Materials

Existing Conditions:

- While Silverton has many classic historical buildings that do not need to be changed, some commercial structures lack the aesthetic qualities necessary to keep a unified theme for a successful destination based city center.



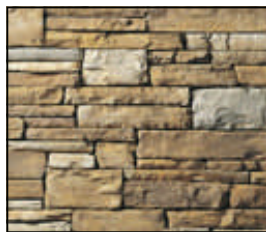
Recommendations:

- The following materials *are not* recommended on the front façades or sides of buildings adjacent to public right of ways: Concrete block or brick larger than 4" in height, 12" in length. Aluminum, vinyl or fiberglass siding or roofing materials. Concrete masonry units, and materials that attempt to mimic traditional materials, such as fiberglass panels that are molded to look like brick.
- The following materials *are* recommended for the front facades or side of buildings: Brick, stone, cement siding or wood facades. Roofing materials should either be hidden by the façade or made of traditional shingles or a metal standing seam roof design.
- Where acceptable, require a minimum 60% transparency percentage providing for glass store fronts to promote walkability in the area, which would also help the area adhere to a common theme and give the area a sense of place.
- Include durable fabric awnings or canopies to help define buildings while adding character.
- Encourage the use of colonnades.
- Require new buildings located on a corner of two public streets be constructed with a corner building entrance.
- Require appropriate screening of all mechanical equipment located on the roof of any new building constructed in the district.



Recommended Building Material Palette

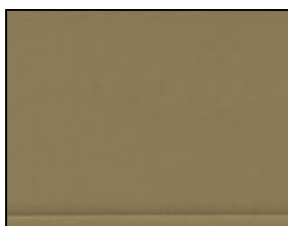
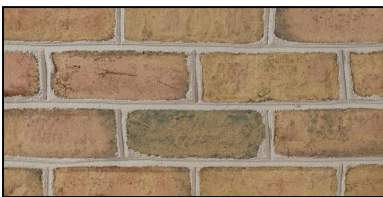
Masonry Materials



Cement Siding



Roof Shingles



Design Guidelines

Building Massing

Existing Conditions:

- The building massing shows a variety of different looks, but is predominately made of one and two story buildings.



Recommendations:

- Require all new construction be at least two stories tall, or one story that appear to be two stories tall, using techniques such as artificial facades above the roof to make the building taller and hide equipment stored on the roof, or by using dormers to make it appear there is another story to the building from street level.
- Implement building height regulations that provides a maximum of a 3 story building by right. Higher structures may be permitted by conditional use permit.
- Flexibility should be provided for maximizing lot coverage of the principal building. If on-site parking is not a viable option, the building should be permitted to be built to the property lines unless screening & buffering techniques are required, then those setbacks shall prevail.



3 story building height maximum by right.

Maximize lot coverage by building to the property lines.

Design Guidelines

Building Placement

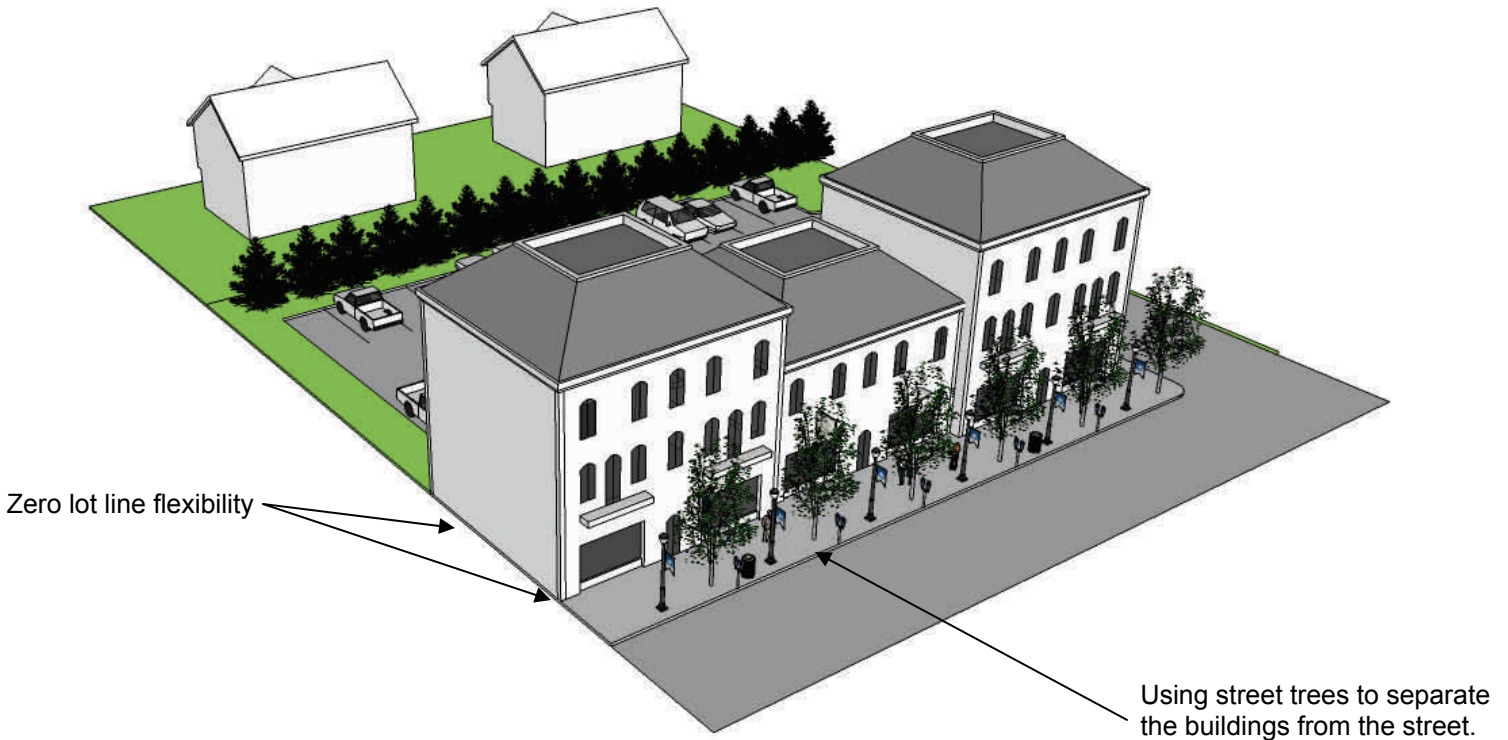
Existing Conditions:

- Most commercial buildings in the district are situated close to the street creating a traditional Main Street environment.



Recommendations:

- Require all new buildings to have zero front yard setbacks and require placement against the right-of-way line.
- To provide for a consistent streetscape appearance, limited front yard setbacks may be permitted if adjacent existing buildings are set back a substantial distance from the roadway.
- Require no side yard or rear yard setbacks for new structures.
- Use natural elements such as trees or planters to separate the buildings from the roadway.



Design Guidelines

Residential Screening

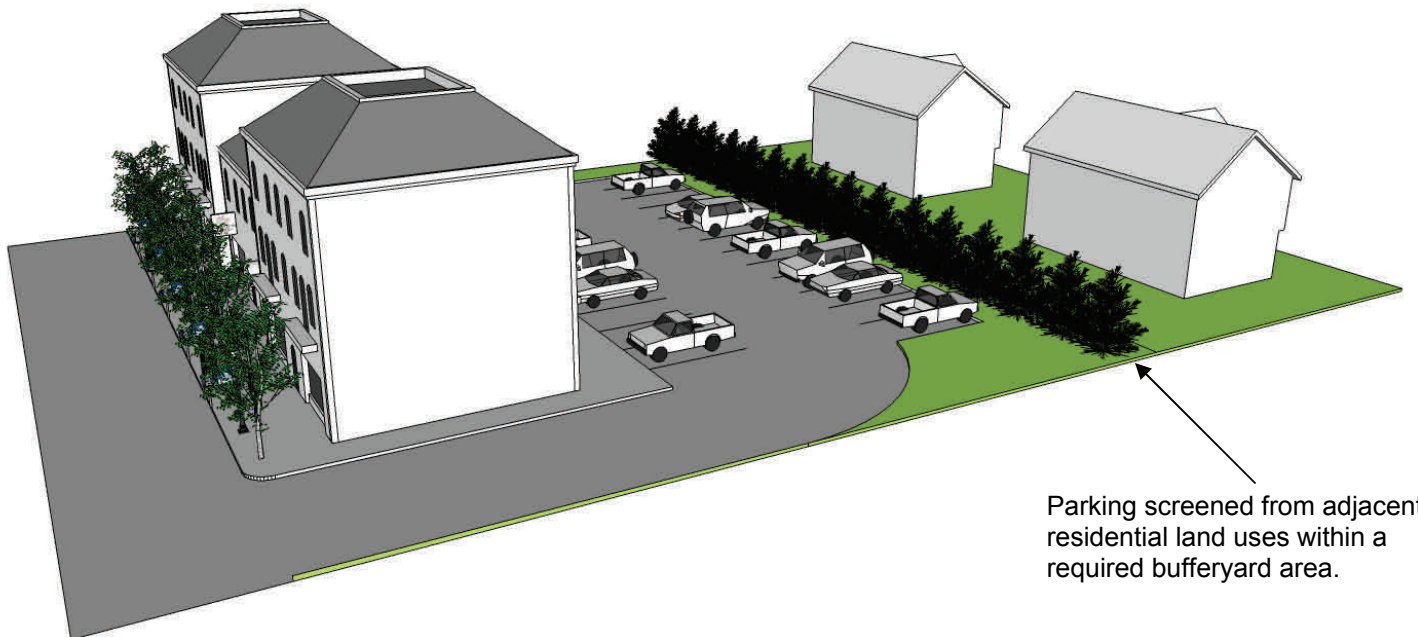
Existing Conditions:

- Screening between residential land uses and non-residential land uses is currently adequate in only a few areas along Silverton's corridor areas. Most instances of non-residential land uses abutting residential land uses provide no screening or buffering protection.



Recommendations:

- Implement the use of screening techniques such as minimum six foot high fences constructed of wood, brick, or other opaque material such as evergreens, mounds, or a combination of these.
- A combination of earthen mound and landscaping may be desirable for rear yard and side yard buffering if adequate lot area is available to maintain a 3:1 slope for maintenance.
- Require an adequate buffering and screening plan for all new non-residential developments within the district.
- Adequate screening should be provided for all parking lot areas abutting residential uses and zoning districts.



Design Guidelines

Parking

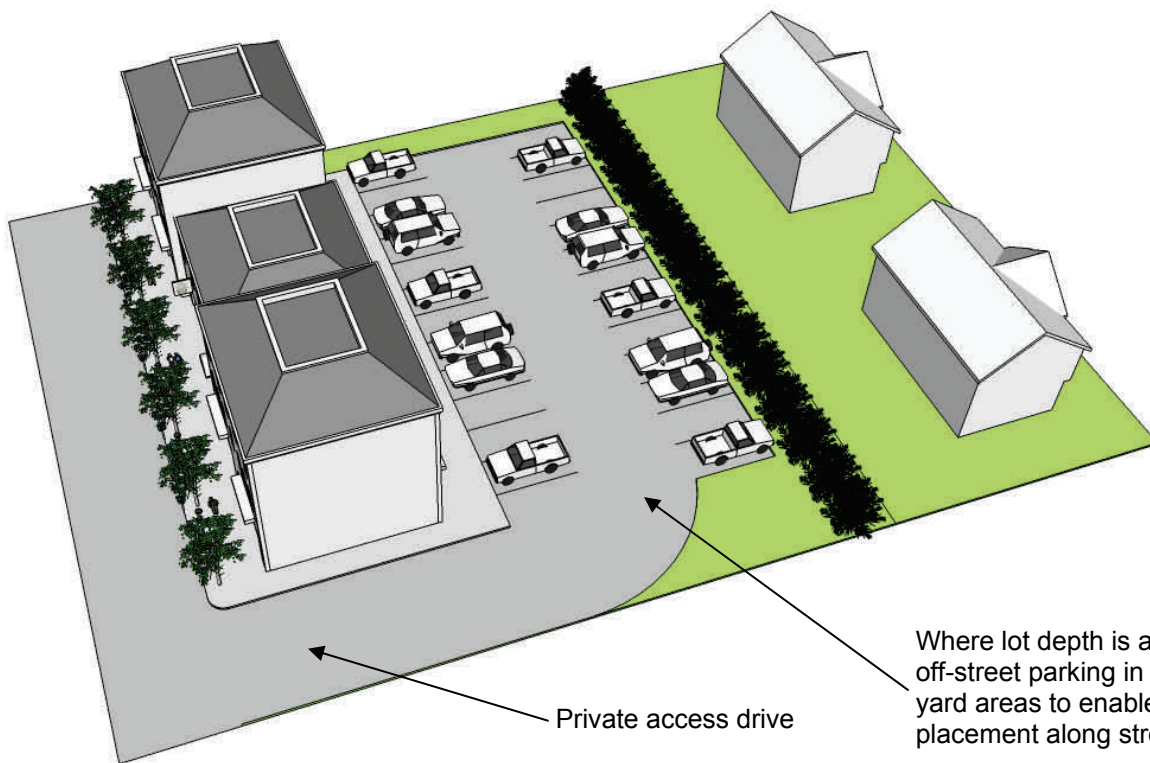
Existing Conditions:

- Off street parking in the district is predominately located in municipal lots along Plainfield Road. Limited on-street parking is available along Plainfield Road, but maintains inadequate stall depths resulting in vehicles encroaching on the sidewalk areas.



Recommendations:

- Where appropriate lot area permits, require off-street parking in the side yard area or rear yard areas situated behind new buildings to minimize it's visual impact.
- Implement on street parking on Montgomery Road, making it one lane in each direction, except for between 7 and 9 on weekday mornings, and 4 to 6 in the afternoon to adequately handle rush hour traffic. This will provide increased safety for pedestrians walking in the district.
- Reconfigure north bound Plainfield Road to provide for parallel parking that provides adequate stall depth for a vehicle to utilize.
- Pursue shared parking agreements with businesses located within the district to provide for additional after hours parking options that will benefit businesses targeting customers after the close of normal business hours for most retailers and service businesses.
- Require cross access easements on larger redevelopment sites and large scale adaptive reuse projects.



Private access drive

Where lot depth is appropriate, require off-street parking in the rear or side yard areas to enable building placement along street right-of-way.

Streetscape Enhancements

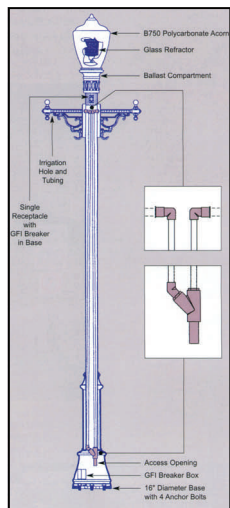
Design Guidelines

Existing Conditions:

Currently, minimal streetscape features exist along Montgomery Road and Plainfield Road. The first phase of streetscape improvements is scheduled to be completed in 2008 on a portion of Plainfield Road and the Montgomery Road intersection. Planned improvements will include new traffic signal mast arms, lighting, paver sidewalks, planters and seating.

Recommendations:

- Develop a streetscape design concept to improve the district's visual appearance and to establish a unifying theme and identity for the area.
- Protect and strengthen the intimately scaled character of the area while accommodating the potential for redevelopment and intensification of land uses.
- Identify elements within the public right-of-way that need special attention to reduce clutter and improve the general appearance of the business area.
- Create unity through plantings along and adjacent to the public right-of-way.
- Make use of available under-utilized spaces within business sites for small intensified landscape areas such as foundation plantings, parking screens, or entry gardens.
- Establish a consistent planting scheme within the area between the curb and sidewalk in areas without on street parking.
- Use plant materials requiring minimal maintenance and selected for site tolerance. Make landscape features, including walls, fences, benches, lights and arbors, relate in scale to the pedestrian.
- Replace any existing street furnishings with benches, trash receptacles, etc. chosen in coordination and design appearance with the overall streetscape plan.
- Consider a public "street clock" to create a sense of place in addition to providing a functional use.
- Consider the installation of decorative street light posts and fixtures to compliment the other street furnishings installed in the district.
- Provide incentives for appearance improvements and increased maintenance of business properties.



Design Guidelines

Sign Guidelines

Existing Conditions:

- Most signs are either attached to the building structures or pole signs located in narrow front yard areas.
- The condition of the signs vary greatly from new construction to signs constructed back to the 1960's.
- Many signs are constructed of materials and colors that are not contextually uniform with the primary building.



Recommendations:

- Limit the types of signs utilized in this district to wall signs, awning signs and window signs.
- Limit number of wall signs and window signs utilizing a formula based on building / tenant frontage area.
- Wall sign lighting should come from an inconspicuous source featuring minimal glare and light spillage.
- Ground signs should have common materials with other ground signs and be lit from hidden fixtures on the ground.
- The use of wall mounted signs as the primary sign type should be strongly encouraged with all wall signs sized to an appropriate scale and design context with the building.
- Sign graphics should include the name of the establishment, the function and the logo of the business.
- The design of commercial signage should be of a quality comparable to the building in its scale, materials and consistency.
- Wall mounted accent lighting over signboards, or individually lit letters should be considered as an alternative to backlit sign boxes.
- Where multiple tenants exist, consistent signage design should be incorporated into the building design, such as block letter signage mounted on grilles or fascia panels, or placed within a monument sign whose appearance complements the building's design.
- The design of commercial signage should be of a quality comparable to the building in its scale, materials and consistency.

- Projecting signs should be considered so long as the sign face area is limited to six square feet and the materials are consistent with the building for which it is attached.



A-Frame sandwich board signs should be permitted for a limited time period for advertising special events.

High quality and durable materials should be required for any awning.

Window signage should be limited to no more than 10% of the total window area for the front face of the building.

Wall signs should be encouraged to help create and uncluttered streetscape views.

Design Guidelines

Traffic Calming

Existing Conditions:

- Montgomery Road has two lanes traveling in each direction, while Plainfield Road and most other roads in Silverton are one lane in each direction.
- Off street parking is prominent in the residential neighborhoods off the main roads and limited in the City Central district.
- Currently, no traffic calming devices are installed in the City Central district.



Recommendations:

- Explore textured pavement options to serve as a traffic calming device and to add positive aesthetic qualities. Also consider textured pavement designs for creating effective pedestrian crossing access points
- Consider the construction of raised crosswalks at key pedestrian intersections.
- Consider the construction of a center median island along Montgomery Road beginning at the Stewart Road intersection. Continue landscaped center median island to the Stoll Lane intersection.
- Explore options for creation of curb bump-outs along strategically located points on Plainfield Road.



Raised crosswalk



Landscaped median island and textured crosswalk

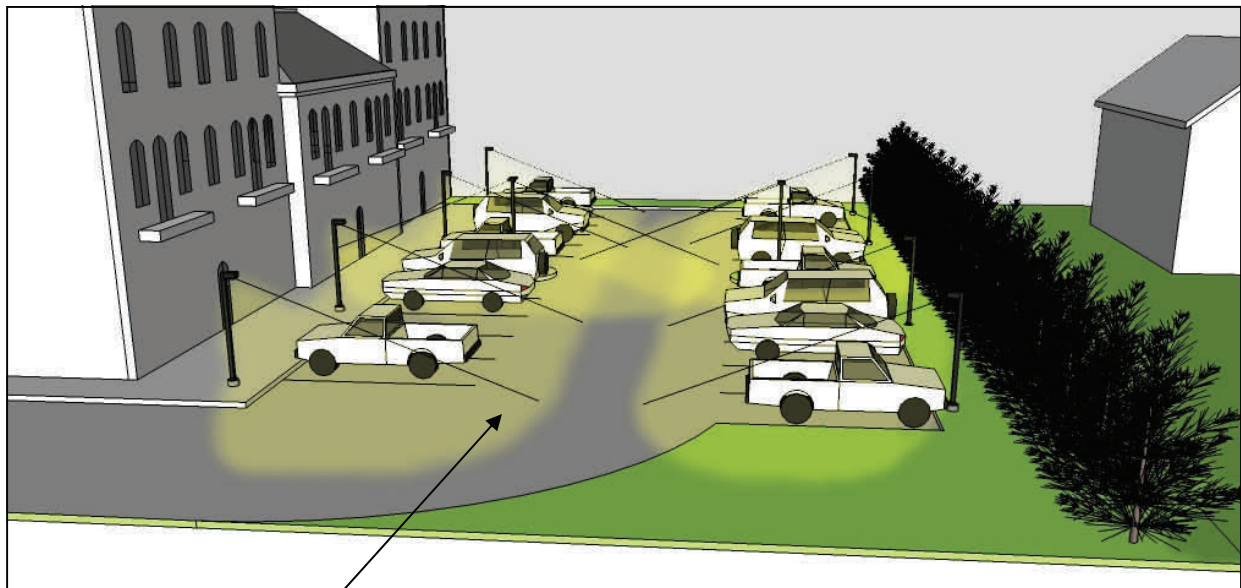
Site Lighting

Existing Conditions:

- There are many different types of lighting throughout the city, from telephone pole mounted streetlights to floodlights.
- There are very few areas with sidewalk specific lighting.

Recommendations:

- For all surface parking areas, use cut off lighting with restrictions on maximum pole height to minimize light pollution to the surrounding areas and keep the necessary light on the property.
- When lighting is directly adjacent to residential properties, direct all cut off lighting away from residential property lines.
- Use an underground wiring system in these lots to minimize overhead lines for both safety and aesthetic value.
- Less intense fixtures such as globe lighting are recommended for all pedestrian areas.
- Use of landscaping to reduce light pollution shall only be used as a last resort.
- Once a commercial establishment is closed, the only lights that should remain on are those for security purposes.



Require all parking light poles be a maximum of ten feet producing no more than .5 foot candles at the property lines.

City Central Implementation Strategies

Overlay District Guidelines should be drafted and formally adopted. These guidelines should apply to the identified properties within the Silverton City Central district. The overlay district guidelines should contain the regulating language for development and redevelopment within the City Central district. Following is a list of some zoning strategies to consider for inclusion into the overlay district guidelines.

Redevelopment Triggers

When designing any ordinance regulating redevelopment, it is important to consider redevelopment triggers. Redevelopment triggers require that regulatory requirements be met once a certain level of change is being made on-site. This is usually a percentage requirement. For example, in many ordinances, when the value of renovations reaches either 25% or 40% of the property's most recent tax assessment, all site improvements must come into compliance with regulatory standards. Some property owners attempt to circumvent the overlay's requirements by renovating in smaller stages. Therefore, it is wise to aggregate improvements over time – a common period is seven years – in which improvements totaling the given percentage would still trigger the standards. As an alternative, the ordinance can trigger only the landscaping requirements with a 25% provision, leaving the higher triggers for changes in the entire site design and other more stringent requirements.

Fast Track and Streamlined Permitting

Fast track permitting, applied within targeted redevelopment areas, allows developers of infill parcels to get their application processed ahead of non-infill applications. Some localities consolidate or streamline permit processing to allow concurrent review and processing of related development permits. Since developers face holding costs during the development review process, long delays jeopardize the financial viability of a project. Affordable housing projects with slim profit margins can benefit substantially from speedy development review and approval. Related strategies include "one stop" centers for processing applications, and assignment of one city staff as point person to help navigate a project through the various departments and processes that constitute the development review process.

Upgrading infrastructure and amenities

A key strategy for encouraging redevelopment, particularly housing, is a focused public investment strategy to improve antiquated infrastructure and add public amenities such as parks, libraries and streetscapes. These upgrades can make a target area more attractive. Such infrastructure upgrades are generally implemented by the jurisdiction's public works or parks department in response to priorities set by the City Council or redevelopment agency.

Increase density allowances

Increasing the maximum allowed density for redevelopment areas in the city's zoning regulations is an important incentive. Higher densities permit more intensive development of a parcel and allow the developer the opportunity to spread development costs over more units. Local governments can also provide "density bonuses" to developers of redevelopment sites that designate a certain percentage of housing units as affordable. In this way, localities can both encourage efficient use of the land and promote the inclusion of high quality housing units within a project.

City Central Implementation Strategies (continued)

Conduct a Survey of Downtown Business Owners

A survey of business owners located along Plainfield Road and Montgomery Road should be conducted. The purpose of the survey would be to help the City determine what role the public sector should have in revitalization efforts from the perspective of people operating businesses in the City Central district. This could either be an actual scientific survey, in which case a survey consultant would likely be needed, or the survey could simply be conducted by the City's administrative staff.

A questionnaire delivered to each business in person by a City official would be a positive way to ensure that business owners recognize the importance of their responsiveness; mailing questionnaires is not as likely to elicit an equally high response rate. Possible questions that could be asked include:

- What specific improvements do you feel would have the most positive impact on the Silverton City Central district as a whole? Choices may include: sidewalks, roadways, building facades, gateways, directional signage, and other.
- What improvements would you like to make to the exterior of your business that you are not currently able to afford? Choices could include: new doors, new windows, new fenestration (detailing), new paint, and other.
- How could the City most effectively help with the revitalization of the Plainfield Road and Montgomery Road Corridor? Choices could include: marketing efforts, directional signage, altering City zoning regulations, business development, City-sponsored events, and other.
- Would you be interested in financially participating in a Special Improvement District to generate revenue for public improvements that directly benefit the district?

Responses to the survey would help the City more effectively decide how and where capital funds would be best spent in order for both the private and public sector to get the most benefit for the amount of funds expended.

Promote Plainfield Road Pedestrian and Residential Land Use Mix

Although the entire City Central district is proposed to be a mixed-use zoning district, special attention should be given to providing the necessary flexibility to promote pedestrian and mixed-use residential intensive uses along the Plainfield Road portion of the City Central. The Plainfield Road corridor presents more pedestrian related land use opportunities than the Montgomery Road corridor due to a decreased level of traffic and more available right-of-way area within this corridor section. Mixed-uses featuring residential above the first floor should be promoted. Streetscape improvements should also address higher pedestrian usage by providing adequate public seating areas, a community park or open space and the promoting of sidewalk dining.



The Plainfield Road corridor offers wide sidewalk zones to support pedestrian oriented land uses.

City Central Implementation Strategies (continued)

Help Create Activity Downtown Through Organized Programs

Organized programs and events within the downtown area are perhaps the most significant way in which the City can entice people to come to the City Central district. The City should pursue the sponsorship of annual and quarterly events and programs such as "Silverton Winter Holiday on the Square," "Silverton Days" annual celebration and arts and entertainment related events. The public's overall perception of the City Central district as a place for social interaction will be strengthened with increased involvement in sponsored events, which provide reasons for the public to experience the Silverton City Central district.

Encouraging Evening Activity in the District

There is activity in Silverton's core during the day, especially weekdays. This activity is mainly due to the numerous private offices, commercial establishments, and public buildings that are located there. The real challenge, therefore, is to create activity in the evening when the aforementioned uses are closed. One of the most effective ways to do this is through the establishment of restaurants and other entertainment-type uses. Many of the restaurants that are currently located Downtown are open limited hours. This is understandable due to the previous observation of activity being present in the core primarily during the weekday. One way to begin to establish nighttime activity in this new district is to encourage all restaurants to agree to stay open on the same Friday and Saturday night at least one weekend each month. Another way is to have a food festival, during which all Silverton and restaurants would provide free food samples. Other activities during this festival could include live music, games for children, and shopping – Silverton's retail shops should be encouraged to remain open during this festival (as well as during other City Central district events).

Living in the Silverton City Central District

The main reason a communities' core activity district areas originally developed was to provide a concentrated area within which people could live, work, eat, and buy goods. Residential uses should be encouraged as part of the adaptive reuse of existing buildings on upper floors. Lower floors should generally be reserved for retail or office uses. As mentioned earlier, the Plainfield Road corridor offers the most opportunity for this type of residential mixed-use development.

Conduct a Commercial Market Analysis of the Silverton City Central District

The City may wish to conduct or commission a detailed commercial market analysis for the City Central district identified in this plan. A market analysis can provide valuable data and insight for creating a target business recruitment profile for the district's identified retail, service and office business prospects. This analysis can identify prime business use opportunities based upon the assets of the district and the city as a whole, as well as integrating the primary and secondary market data. This market data can also be used in drafting business overlay zoning districts when determining the permitted and conditional uses within the district.

City Central Implementation Strategies (continued)

Use Marketing Effectively Advertise Incentives for Downtown Revitalization

The City should work together with civic-related groups that regularly have contact with the private sector to ensure that business owners, entrepreneurs, and potential investors are aware of these programs and incentives. Ensuring that people are aware that there are financial incentives to invest in Silverton's redevelopment corridor areas could help to improve the activity level throughout the city. There are several simple ways in which the City could raise awareness; these include putting together an informational sheet, brochure or packet for the civic groups, so that they in turn can help distribute the information to the public. Incorporating the information into the City's newsletter in the same place each month, with new information added as needed, is another way to distribute information. The same could be done for the city website. Effective communication of available incentives and programs is key to ensuring that they work for both the public and private sector.

Establish Gateways & Directional Signage

The Montgomery Road corridor contains some of the oldest buildings in the City, has some of the most significant historical features in the City, and continues to serve as the heart of commerce in the City. These facts make the Silverton City Central district, a distinct, unique area, and it should be treated as such. One effective way in which to demarcate the City Central district from surrounding areas is to establish gateway features at key points of entry into the district. Gateways should generally be simple in design and constructed of low-maintenance materials. In addition, gateways designed to announce both the City Central district and more generally, the City of Silverton, should be readable by both pedestrian and automobile traffic.

Establish Wayfinding and Directional Signage

People traveling to Silverton need clear wayfinding signage to create an easy and enjoyable visit. A consistent design for directional signage that leads people from other points of access into the City should also be considered. Areas of interest should be identified in this wayfinding plan including public parks and open spaces, public parking areas, and other key City Central district destinations.

The Use of Banner Signs

Banner signs are signs that can be affixed to a tall light pole or utility pole. These signs are recommended for use within the City Central district in two primary ways. First, they should be used to announce special events occurring in the city and specifically in the district, such as annual city-wide celebrations or City Central events such as "Jazz on the Square". Placing banner signs that advertise these events throughout the prime corridor areas would help market them. Second, banner signs could be used throughout the City Central district on a daily basis to further demarcate it as a special area of the City.