



Strategies and Actions Matrix 2020

The mission of the Downtown Camas Association is to develop and promote historic Downtown Camas by creating a vibrant social, cultural and economic center of the community while emphasizing preservation of our city's historic features.

	Timeframe
Strategy 1—Promote effective visioning so that downtown thrives as a robust, unique district and needed and appropriate community amenities are included downtown.	
<ol style="list-style-type: none"> 1. Advocate for fully integrated downtown planning in the overall planning for the City of Camas 2. Be an active stakeholder in the reuse and redevelopment of Mill properties 3. Promote mixed use and diversity in the areas adjacent to downtown 4. Advocate for residential housing within walking distance of the downtown core 5. Evaluate opportunities for future connectivity to the riverfront, lakes and trails 	Ongoing
Strategy 2--Make downtown a quality mixed-use showcase (variety of housing; a desired mix of shops, restaurants, services, and entertainment)	
<ol style="list-style-type: none"> 1. Development: consult with developers on needed development space in downtown including retail, restaurant, co-working space, housing 	Ongoing
<ol style="list-style-type: none"> 2. Design Consistency: work with building and business owners to preserve and enhance their buildings, keeping with historic feel and quality. <ol style="list-style-type: none"> a. Refer owners to the Downtown Design Manual as needed b. Refer property owners to the Downtown Camas Historic Building Assessment for ideas, resources and guidelines 	Ongoing
<ol style="list-style-type: none"> 3. Recruitment: Identify and recruit downtown businesses that fill an unmet need including anchor stores, entertainment, and kid-focused businesses. <ol style="list-style-type: none"> a. Conduct a community survey each year asking the types of businesses and amenities most wanted in downtown. Provide this information to prospective businesses. b. Connect potential businesses with property owners c. Maintain a city liaison on both the DCA Board and Economic Vitality Committee to keep communication channels open about development and recruitment efforts. 	Ongoing During Camas Days

<p>4. 18 hour Downtown: Continue to encourage evening retail hours (especially for event days) and entertainment options to provide options for patrons from 6am to MN.</p> <p>a. Address event and every day parking needs</p>	Ongoing
<p>5. Best Practices: Continue to encourage top quality business and customer service practices</p> <p>a. Offer customer service classes/seminars</p> <p>b. Offer social media and other marketing classes and resources and other business topics as needed/requested</p> <p>c. Keep downtown merchants connected and informed about downtown happenings, events, education, resources and networking opportunities</p>	Ongoing

Strategy 3—Expand 4th Ave motif from 3rd to 6th Avenues & adjacent cross streets

<p>1. Build on the 4th Avenue “look and feel”:</p> <p>a. Including:</p> <ul style="list-style-type: none"> i. Lamp posts ii. Trees iii. Tree lights iv. Roofline lighting v. Flower baskets vi. Public Art vii. Benches viii. Information kiosks <p>b. Investigate options for electricity placement down side streets;</p> <p>c. Investigate options with the City of Camas for beautification at 3rd and Adams</p>	Ongoing
<p>2. Determine possibilities and apply for LED tree light grants</p> <p>a. 4th Ave and beyond</p>	As applicable
<p>3. Determine possibilities and apply for roofline LED lighting grants</p> <p>a. 4th Ave and beyond</p>	2020
<p>4. Gateway signage</p> <p>a. Coordinate with the City the execution and placement of welcome signage to the downtown core</p> <p>b. Coordinate with the Port’s efforts to link downtown to surrounding recreation opportunities/trails; mill ditch trail?</p>	2020

Strategy 4--Establish Downtown Camas as a cross-generational gathering place

<p>1. Central Gathering or Pocket Park Locale: Work with the City to evaluate and choose the best location for a central gathering space and/or pocket park.</p> <p>a. To include:</p> <ul style="list-style-type: none"> i. areas for play, open seating, performance, eating, etc with options for all ages 	Ongoing
---	---------

<ul style="list-style-type: none"> ii. water feature and/or splash pad iii. public art iv. legacy/town history displays appealing to all ages v. potential retail vi. ensure accessibility for all <ul style="list-style-type: none"> b. Support the City in communications and promotion of the construction of the space. c. Be actively involved in the selection and implementation of legacy displays/pieces 	
<p>2. <u>Events</u>: Create and implement downtown events that provide interest and engagement opportunities for all.</p> <ul style="list-style-type: none"> a. Provide activities for families at all events b. Consider event collaborations with other event organizers that bring added interest and diversity to downtown c. Promote events for teens already happening at the library and JWR Center. d. Promote events for seniors when the senior center opens at Garfield. 	Ongoing
<p>3. <u>Diverse Business Mix</u>: recruit and encourage businesses that bring depth and breadth to our downtown offerings including multiple offerings for our young family and senior customers.</p> <ul style="list-style-type: none"> a. Activities and retail and food options for children and young families b. Retail, dining and entertainment for teens, adults and seniors 	Ongoing
Strategy 5--Protect, enhance and promote the historic structures, features and legacy of downtown	
<p>1. <u>History Celebration Events</u>: host an annual event celebrating the history of downtown</p> <ul style="list-style-type: none"> a. Include mill history and importance in the founding and cultural development of our town b. Provide historic walking tours; refer people to online historic walking tour 	Ongoing—April First Friday is “Spring into History” As requested
<p>2. <u>Historic Monumentation</u>: create a system of plaques, interpretive signage and promotional materials that tell the story of historic Downtown Camas.</p> <ul style="list-style-type: none"> a. Apply for grants for Historic Interpretive Panels to be placed throughout town encouraging exploration of town and learning about our town’s history. Themes including founders, merchants, visionaries, downtown stories, downtown development, culture, etc. b. Explore interactive history app possibilities. c. Work to preserve Mill Interpretive Center items and advocate for future public display. 	2020-21

Strategy 6-Establish an effective range of incentives to facilitate physical renovation of the downtown core

<p>1. B&O Tax Credit Incentive: develop donor relationships to achieve full funding in this program</p> <ul style="list-style-type: none"> a. Educate potential donors on the program and ability to direct tax dollars to the revitalization of Downtown Camas 	<p>Ongoing</p>
<p>2. Façade Improvement Program:</p> <ul style="list-style-type: none"> a. Develop program for loans or grants to improve facades keeping with historic character and quality of downtown 	<p>2020-21</p>
<p>3. Façade Improvement Education Sessions:</p> <ul style="list-style-type: none"> a. Merchant education presentations <ul style="list-style-type: none"> i. Outdoor lighting ii. Signage iii. Paint b. Merchant consulting grants 	<p>2020 2020</p>