

Town Hall Meeting Survey Summary

1. What would a vibrant Main Street in Gold Beach look like?

Summary

It would look like a tidy uniform area with tactful colors, murals, plants and trees. It would be an attractive, accessible and diverse set of businesses which can be easily reached intermingled with natural areas and areas for resting as pedestrians and with pets. A walkable/bikeable main street with public parking made more available for motorists, cyclists and RVs. Recreational areas and beach access points as well as local, accurate history would be clearly labelled. The street would be inviting for local folks and tourists passing, and stopping, in town.

Answers:

First, what I would not want, a bunch of bright primary colored murals and what not all over town. I would prefer a more muted, seaside look and colors. Something that's as classy as possible! I would love to see more greenery along the highway. I would like to feel as if I am in a beach town, not a logging town. An outdoor summer theater would be awesome too!

No empty store fronts/no empty lots (full of plants if empty) flowers and plants benches. lighting/lampposts/streetlights people walking and visiting

Improved storefronts, paint and plants trees- appropriate ones for main street theme- unifying element, salmon, ocean wave, trees, sunset, etc.

-Underground power and utility -less vacant properties (incentives for development) - professionally designed business signage using approved weather suitable materials - clean and enhanced storefronts - maintained landscaping from north to south

More trees (appropriate species) kinetic (wind) sculptures, prayer flags, more color, underground power, businesses, Indian plank house

Lots of trees and other landscaping that will scream LIFE, growth, community. Psychologically, vegetation is very appealing to families and travelers. Add color and let's shine bright!

Clean, with common theme

All of the businesses along 101 in the city would look attractive and there would be very little "concrete" but instead, lots of landscaping and plants (potted)

Repaint mural at Rush building tear down candle shop building next to courthouse

No boarded up windows No vacant falling down buildings vibrant, alive and coordinated

Re-buried power plan on doing one block a fiscal year so it may be financially viable

Nice paint, color, plants/trees, bury the wires

Invitingly walkable, tempting to passing tourists and locals a swell, providing a mix of shopping, entertainment and public space, coordinated brand and cohesive design

It would look inviting, uniform, attractive landscape, you can smell the flowers. Underground electric lines.

Sculptures, fences (no chain link) small parks/sitting areas kept updated in accordance with the seasons

Outdoor restaurant eating, hanging plants (flowers) gas lamps, wooden sidewalks and boardwalks

Lots of street trees, small and large group gathering places and distinctive signage

Old fashioned looking lighting, landscaping (trees etc.) underground wiring, planted medians

Clean, neat, colorful- a place where tourists will stop, rather than driving through

Coordinated colors, store fronts and landscaping

Color- flowers, trees, fish motif. Welcoming for tourists

More business/retail business. Shopping, stopping and walking

Parking, more red roofs, lamplights and hanging baskets or due to wind, stationary baskets

Town logo? Slogan?

It should be clean, not junky looking and not looking decrepit. The words clean, junky and decrepit begging for agreed upon definitions

Single lane traffic with parking along the curb and a continues left turn lane all through town

2 lanes, curbside parking, left turn lanes

Trees, benches, flowers

No power lines across the highway. A common theme. Plenty of off highway parking (including rvs). Easier/nicer beach access. Signs for parking locations

The sidewalks would be full of people walking and visiting the shops. More small shops offering local products, seasonal shops. Have a consignment shop. Any empty lots/vacant stores have displays in windows to make the town look more active. Parking.

Welcoming, improved signage, trees, flower baskets and new paint

Nice landscaping, painted buildings, benches on the south side to avoid the northwest winds, flower baskets, etc.

Many more shops i.e. clothing, music, mine gift shops, all closer together for walking, a nice wide sidewalk with benches, lanterns, flower basket and water fountains.

Neat, clean, trees and color coordination

Nice paint job and not ugly, gaudy colors, cleaned up landscaping

Benches, walkers, wild crafted items with certified branding, garden tours (self-guided and group) giant murals w/information and authentic history (i.e. KKK) Demo gardens (food, forest, fun)

2. What components would be important? Please mark all that apply

40 responses

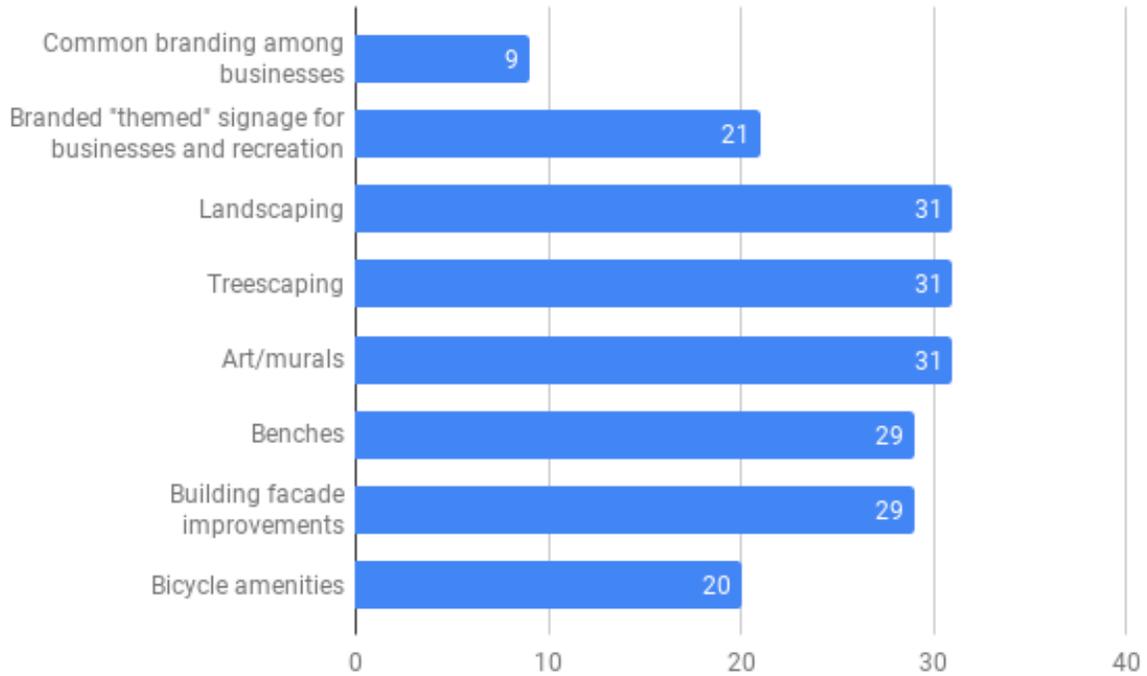


Chart 1 Provided Answers

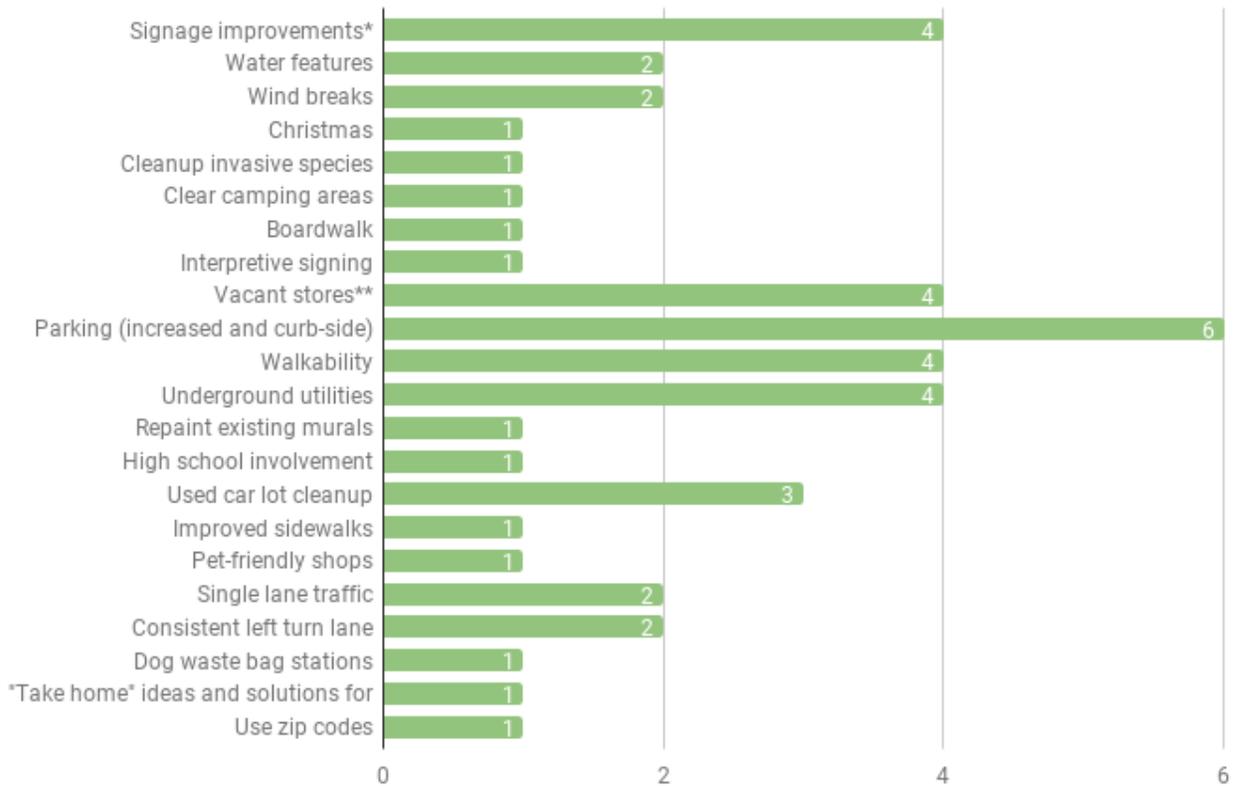


Chart 2 "Other"

*Beach access signage, visitor center signage, more prominent welcome signage, such as an arch

**Decrease/improve appearances, increase businesses

3. Where could we go wrong? What should we be aware of as we develop plans and begin our work?

Summary

Where we could go wrong: Not enough business buy-in to accomplish our goals, particularly when trying to enforce a vision that is not shared or which is not transparent enough. Planning, organization and funding are crucial and require comprehensive and detailed action-oriented, incremental steps.

Community involvement will come from actively engaging, including and consulting organizations, government, local folks, and pulling committed volunteers from a variety of places. It will require consistent communication, incentivization and organized engagement using a variety of tools. Sustainable funding sources will be important not only for initiating but upkeep as well. Look at how to use it efficiently.

Please be careful regarding common branding. Most businesses would prefer their own particular branding. Be cautious in choosing trees for planting along Ellensburg- you have done so well with the other plantings, I know you will do well

You've done a great job! When people ask "where is gold beach?" I always answer "at the mouth of the rogue river" I love the bridge too, at the river, our natural landmark

No putting "cart before the horse" Good point raised re; doing small projects just to do something, but not have it connected to a unifying theme. Set clear priorities.

Very impressed with the choice of plants in last year's project, they look marvelous and provide a unifying theme desired from entry of town to the HS

How do side streets fit in? Some of the non-residential or mixed residential streets could use some help

Emphasize natural features over creating new ones, get rid of scotch broom, and don't use just fish, how about otters and octopuses?

Foundation! Think through the process, make plans for our plans. How? When? Who? and sadly, most importantly, the \$\$\$ to do make everything happen

If there aren't mandates or enforceable ordinances then volunteer participation will not be much different than the city today. Therefore, participation/change should be mandatory. if not, change may not be effective or happen

Use the money wisely! I think that we could get a lot more community involvement in getting volunteers to help with beautification, but don't rely on ads or radio or newspaper to get participation, use flyers

Design for the people who live here now, not the ones you want to attract. Remember, we're a small isolated town, don't lose that.

order of operations

too fast of growth without city services keeping up

Be transparent so nobody can accuse you of being secretive. Concrete bench sides in bridge theme sounds good

Be all inclusive, get the school involved and an?? Business buy-in and input. Identify unused local amenities and develop a 5 year (at least) strategic plan. (historic, cultural, educational, recreational and aesthetic)

What happened last time? Need more than a plan, need a comprehensive plan that includes needs assessment. Using plan, with mission statements, goals and specific objectives. Timelines/ongoing evaluations/progress/budget. Powerlines are a safety issue. Underground is a long term, cost effective. We are in an earthquake and tsunami zone (plans need to be 3 to 5 years at most, you may not ?? etc. everything) Strategies to raise money. Lack of leadership,

effective leadership is necessary, more than money, there will always be obstacles and reasons why the plans aren't acceptable (or couldn't be implemented) You either breakthrough/overcome the obstacles or accept the excuses for failure (timeline should not be more than 5 years and should have significant results for within the year) Small steps of progress can lead to big achievements. Can develop a road map in addition to the plan. The what is important, but the how is crucial.

Continue to engage the public, organizations and government

Trying for too much too soon. PR is critical. Must have all the partners buy in to the venture

Do initial projects well, then promote their success

too much control. too cutesy. not supporting small businesses

Get rid of the used car lot next to the outdoor store! used boats, used cars and rvs are an eye sore

Give a color pallet and allow business to pick and paint as they will. How?? Is the courthouse? Historic building?

Grants? hooks on benches of packs and or leashes

We need to have businesses put parking lines in their lots; too much undesignated parking is confusing. A map of businesses in town and including parking in town/at every business. Bikes to see the town. Retirement community established like in Sweden, where folks can walk freely in a safe environment. Can we clean up the mill area and build one? Get rid of the lady on the rush building... sea lions

Is the mural on the rush building staying? If so, why?

Art above gold rush building could be a local history of panning gold on rogue?

It becomes difficult to obligate/require people to do something they are not in favor of and/or have to pay "unexpected" expenses. If the main industry of GB is to be tourism, there needs to be parking available for passersby other than the port area. Some sort of city-wide theme has possibilities; the bears of Brookings come to mind. It would be nice to see the look of the candle building changed and actually used for something. The reporter was there for some time.

try not to impose a lot of regulations or rules to business owners without their buy in

hats off to the board, you gals are amazing

lack of support by a majority of businesses and people

Wrong: if there were businesses who were against the concepts and would "poison the well" and work against it and make people feel like quitting efforts

Communication with citizens and businesses

Forcing people or businesses to do what they don't want to do

How to promote new and different businesses?

Encourage community participation. Incentivize businesses to help avoid people fighting and being encouraged to color coordinate. Maybe encourage soroptomist, rotary, school personnel and other groups (students) to adopt areas

Concerned about the homeless, vagrants and drug dealers congregating in certain areas. Number of liquor stores, taverns and marijuana businesses

Depending on timber/trickle down solutions. Looking past nature for most economic and mental (community) health solutions. Forget youth is core reason to be here NOT avoid taxes or blame newspaper for gathering information for follow-up