

# St Johns wins 'main street' designation, mayor to announce June 8th in Plaza

Posted by: [Sentinel News Service](#) on Jun 02, 2009

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The state of Oregon announced yesterday that The St Johns Main Street Coalition has been awarded a "Transforming Main Street" designation. The designation will create a framework within which city and local civic, business and neighborhood associations [can coordinate revitalization efforts](#). The mayor's office has confirmed that Sam Adams will be present at an announcement ceremony at 11am, Monday June 8th, in the St Johns Plaza, on North Lombard and North Philadelphia.



## FROM PRESS RELEASE BY THE STATE OF OREGON

"Main Street Program Recognizes Oregon's Best Downtowns

Salem, Oregon, June 1, 2009 — The Oregon Main Street Program announced the designation of 10 additional Oregon communities in recognition of their successful efforts to revitalize their downtown commercial districts.

The cities of Corvallis, McMinnville, and Salem were selected as 2009's designated Oregon Main Street programs. The cities of Bandon, Dayton, Hillsboro, Klamath Falls, Medford, Philomath, and Portland's St. John's Town Center have also been selected for inclusion in the Transforming Downtown Program. The selection represents both state and national recognition of efforts to revitalize traditional downtown commercial districts using the Main Street Approach™.

In addition, both Corvallis and McMinnville were recognized in the March issue of Sunset Magazine as one of U.S.'s "20 Best Small Towns" partly for their "blend of self-reinvention and community". Last year, the first year of the Main Street designation, the recognition went to the cities of Oregon City, Albany, Roseburg, and Baker City.

Gary Van Huffel, the Oregon Economic and Community Development Department's Main Street coordinator, said he has seen increased interest in re-inventing vibrant downtowns as a result of the economic downturn, increased self-reliance on the part of local communities, renewed awareness of local heritage, and the vision of dedicated volunteers. The Main Street Approach is a practical program that helps communities build on their unique assets.

Currently, there are 60 cities and communities in Oregon participating in one of the three programs coordinated by Oregon Main Street and Clackamas County Main Street programs. Beginning last year, these communities participated in regional training workshops and were assisted in starting, organizing, and planning their local program. Technical assistance has been provided for historic surveys, community assessments, resource team visits, market analysis, and architectural design.

Communities as small as Mitchell (pop. 100) or as large as Salem (pop. 150,000) are using this assistance in this current economy to support and strengthen their existing downtown businesses. Recently, Oregon Main Street awarded \$100,000 to eleven communities to improve historic buildings and façades in their downtown areas. "

For more information.

Contact Gary Van Huffel, Oregon Main Street Coordinator at (503) 986-0134 or Jamie Johnk, Clackamas County Main Street Coordinator at (503) 353-4413 for additional information or visit: <http://www.oregon.gov/ECDD/mainstreet/index.shtml>.