

City of Maupin Main Street Plan

Maupin Main Street Committee

updated: January 20, 2022 (DRAFT)

CITY OF MAUPIN MAIN STREET PLAN

Introduction

This City of Maupin Main Street Plan is maintained by the volunteer Maupin Main Street Committee (MMSC) in partnership with the City of Maupin and the Maupin Area Chamber members who provide supervision and implementation. The MMSC seeks input from community members, area businesses, the Oregon Main Street Network, city government (including Maupin’s city council and planning commission), and regional experts and stakeholders. The City of Maupin was accepted into the Oregon Main Street Network on October 15, 2021 at the ‘Exploring Downtown’ level. Following is a vision (or future state) for Main Street, and a mission statement, values, and goals and objectives that guide our work.

Vision

The City of Maupin’s Main Street supports a thriving year-round economy that provides employment, economic development opportunities, and services for small businesses, area residents, and visitors alike.

Mission

The City of Maupin’s main street committee is dedicated to the community and economic vitalization via Maupin’s downtown core by guiding Main Street investments and leveraging resources for property owners and tenants to improve commercial properties on both sides of the Deschutes River.

Values

Enhancement	Maintain, preserve, and improve Maupin’s downtown district. Follow the National Park Service Historic Preservation Standards and Guidelines for properties that are at least 50 years old. We value new and old buildings alike. The diversity of our Main Street buildings provides character.
Livability	Expand businesses, services and goods to improve livability for area residents. Support second floor initiatives that contribute to housing and lodging supply.
Accessibility	Improve accessibility to downtown commercial properties and along main street for people, bicycles, and cars. Help businesses meet the Americans with Disabilities Act (ADA).
Economic Development	Support opportunities that grow small businesses and create opportunities for our area workforce. Support local businesses, industries, agriculture and locally made goods.
Recreation	Support initiatives that invite visitors to discover and enjoy Maupin’s natural, recreational, and cultural amenities.

Goals & Objectives

1) Grow Economic Diversity and Opportunity

- a) Improve Commercial properties (through rehabilitations, adaptations, additions, and new two-story buildings)
- b) Fill vacant properties
- c) Attract new businesses
- d) Encourage the establishment of a childcare provider
- e) Support events that contribute to business and/or tourism
- f) Keep money local

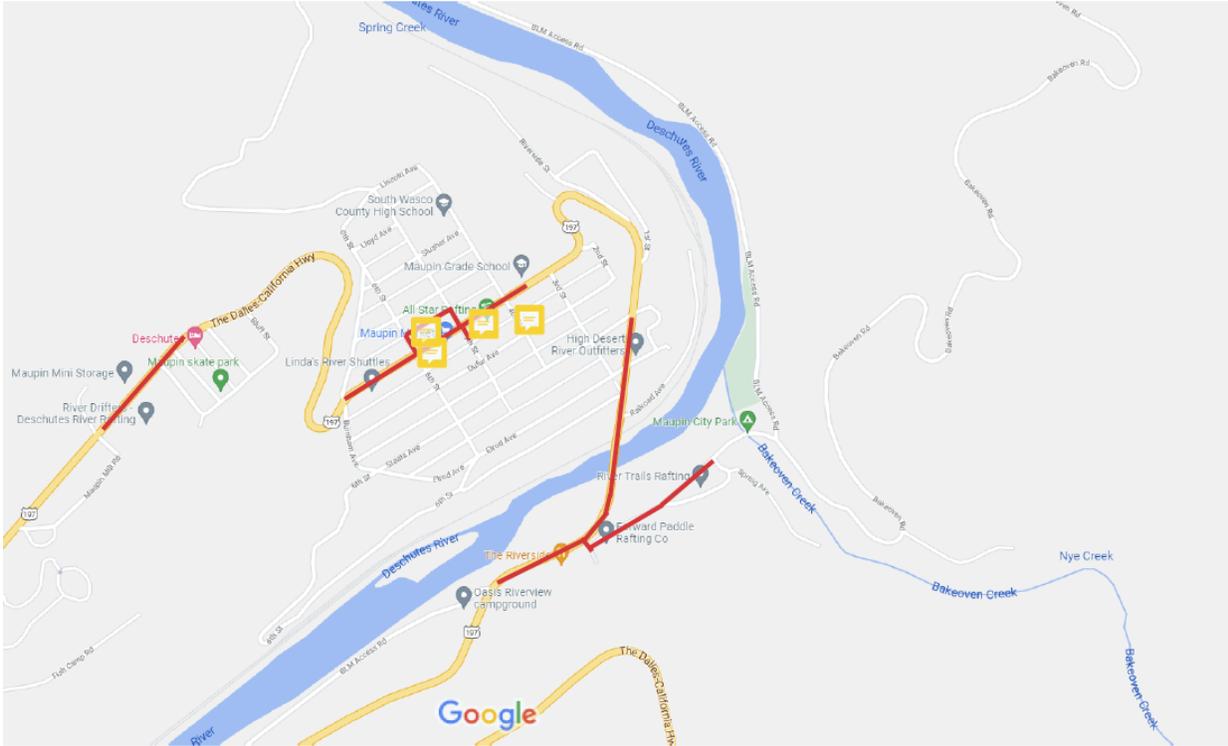
2) Improve the Main Street Experience & Community Livability

- a) Contribute to a friendly, safe, diverse business district vibrant during the whole year
- b) Connect East and West Maupin to reduce fragmentation of Main Street
- c) Make Maupin Main Street more pedestrian friendly and accessible to all
- d) Encourage façade improvements sensitive to the character of historic buildings while allowing for new infill.
- e) Encourage outdoor business and dining opportunities
- f) Build housing and lodging

3) Engage Community in the Future of Main Street

- a) Identify projects that can be funded by Oregon Main Street Revitalization grants (once per calendar year to align with funding cycle)
- b) Facilitate the update of the City of Maupin Main Street Plan during the next in-person Community Vision and Action Plan workshop (anticipated September 2022)
- c) Send at least one MMSC committee member annually to the Oregon Main Street Conference
- d) Engage with and seek support from the Oregon Main Street Program

Exhibit A: Maupin Main Street District Map



Map data ©2021 500 ft