

ESTACADA MAIN STREET

ESTACADA DEVELOPMENT ASSOCIATION — A TRANSFORMING MAIN STREET PROGRAM



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Cycling Plaza Bike Racks are a Nod to Nature

Angelina Marino-Heidel and Joel Heidel created the “Life Cycles” bike rack that is the artistic centerpoint to the Estacada Station Cycling Plaza honoring the natural history of the Estacada area.

Their postmodern industrial deco style reflects the city’s connection to the Clackamas River which runs through the south side of Estacada. The town was founded in 1905 as a workers camp built to facilitate the construction of the Cazadero Dam that would provide electricity to the region.

“Life Cycles” combines the visuals of salmon coming back upstream to spawn, the sprouting of fiddlehead ferns and a “bicycle wheel” movement to indicate the sculpture’s function.

Estacada Station Cycling Plaza

The new Estacada Station Cycling Plaza welcomes all-weather cyclists as they gather for a local ride or as they travel through town on their way to and from scenic countryside and mountain passes.

The plaza was completed last month, a \$41,000 project funded by grants and supported by the City of Estacada who provided the property and the restroom that serves the mini-park.

The plaza is located on the south side of the City Hall parking lot on Broadway Street. It parallels Highway 224/211 where it goes through town.



The modern sculptural bicycle racks reflecting the flora and fauna of the Clackamas River are a direct contrast to the classic lines of Estacada City Hall in the background.

The amenities of the project include a kiosk/shelter constructed by Timber Lake Job Corps volunteers, a seating wall, water fountain, bicycle repair station and sculptural bicycle racks so riders can leave their bikes while exploring the shops and food/beverage establishments within a two- or three-block radius.

The sign identifying the plaza donors was created and donated by Whitney Signs. The Estacada Arts Commission helped with the process of art/bike rack selection and installation. The biggest funders were Clackamas County

through a Tourism Development Grant, Travel Oregon, Cycle Oregon and the Estacada Community Foundation. From the beginning, the Estacada Chamber of Commerce has been a partner with Estacada Development Association in the project and donated \$800 for the initial concept drawing of the project.

Next steps include a wish list of items that were not funded in the earlier rounds of grant-seeking. High on the list is an electronic reader board inside the kiosk that will include information for cyclists on routes, rest stops, camping and housing opportunities as well as guides to local eateries and brewpubs, galleries and shops. The committee also wishes to include more bench seating and picnic tables, plus “gateway” signage for the plaza and the coming Estacada Streetscape. Currently, cycling brochures and information about camping are available, along with a guide to local businesses, however a more sophisticated communication system remains a priority.

Watch the Estacada Development Assoc. newsletter or the Facebook page for information about the ribbon cutting. Until then, stop by for a look at the outstanding bike rack sculptures.



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**BUILDING A
VIBRANT
MAIN STREET**

JUMPSTART your business expansion

Business Development Committee provides opportunities for growth

JUMPSTART is what the Estacada Development Association Business Retention & Expansion program offers to businesses who are looking to grow in the coming year.

The JUMPSTART program is designed to help businesses reach their goals, and link them to needed resources.

A recent Estacada Business Climate Survey found that many business owners are optimistic about the future of business in the

community, and believe they will see increased prosperity in their own businesses. However, some expressed concerns about the slow return of the economy, and the struggle to keep their doors open in light of shrinking sales.

Paul Strobel heads the JUMPSTART committee, a branch of the Estacada Main Street Business Development program. He is ready to offer the confidential assistance of the committee and specialized volunteers who can help business owners turn around a business into profitability.

For a confidential interview, contact Strobel directly or send an email to him at paulstrobel@gmail.com.



To participate in the brief Business Climate Survey, go the Estacada Development Association Facebook page.

Estacada

Development Association

- Phil Lingelback — Chair
- Connie Redmond — Secretary
- Dave Piper — Treasurer
- Sean Drinkwine — Director
- Betty Veveiros — Director
- Jordan Winthrop — Director

Cascading Rivers Ride starts in cycling plaza

Estacada Station Cycling Plaza is the starting point for a 72-mile inaugural ride celebrating the creation of the Cascading Rivers Scenic Bikeway. The route's long route called the Killer Fang will take riders from Estacada to the town of Detroit 72 miles away with an overnight stay and a return ride the following day.

The ride is scheduled for Sept. 19-20, 2015.

However, there will also be shorter rides that will provide opportunities for riders with less ambitious goals as well as out-and-back rides appropriate for families or less experienced riders.

The Estacada to Detroit ride is, in part, in celebration of the scenic

bikeway designation achieved last spring.

Phil Lingelback, chair of the Estacada Development Association, was instrumental in creating the Cascading Rivers Scenic Bikeway, and in creating the ride to celebrate its existence.

The ride will bring new riders to town and is one of the ways the Estacada Development Association attracts the bicycle recreation that is supported and encouraged by Clackamas County Tourism.

The participants in the ride will have opportunities to enjoy meals, beverages and shopping while in Estacada. Local businesses will benefit from the influx of riders. The recent addition of the Estacada Station Cycling Plaza will signal that Estacada is a bicycle-friendly town worthy of repeat visits. The partners in the ride will show that Estacada is regarded as

an important venue for cycling.

There will be a celebration at each end of the ride with street music, vendors and numerous amenities. This year the ride will begin and end in Estacada. Next year, the organizers are planning for the ride to begin and end in Detroit. For information about what Detroit Lake has to offer, check www.detroitlakeoregon.org. It is a recreation mecca with plenty to offer cyclists and outdoor enthusiasts, a fitting end-piece for the event and the bikeway.

Estacada has long been a jumping-off point for recreation on the Clackamas River and among the Cascade Mountains. The addition of the Cascading Rivers Scenic Bikeway and the ride named for it will encourage even greater ridership.

For additional information about the Cascading Rivers Ride, email



Angeline Marino-Heidel, left, drew on salmon and fiddlehead ferns as inspiration for the bike rack that is the artistic focus of the bike plaza.