

Visioning Workshop #1

Tuesday, April 12, 2022

The City hosted the first visioning workshop to explore visioning for the City of Yreka in 2044. The workshop consisted of a presentation of what visioning is and why it is important for the General Plan update. The workshop concluded with discussion of the participants. The workshop was attended by 13 participants over two hours. The public participants answered three questions that are present in the visioning survey:

What values or qualities make Yreka unique?

- Historic District – with empty buildings that need to be filled
- Rural
- Diverse ecosystems – rivers, high desert, and forests
- Affordable land in comparison with the rest of the state and even Oregon
- Weekend shopping downtown
- Shops with essential goods
- Center of recreation for skiing in Mt. Shasta or Ashland and hiking opportunities
- County seat with governmental resources like the courthouse, sheriff office, state offices, etc.
- Interstate 5 access
- Parks, specifically Greenhorn
- YMCA has great youth programming, senior classes, athletics
- Yreka lacks veterinarians and medical options
- The low population can be an issue for businesses trying to maintain
- Need more entertainment like live music and more people to attend already running shows
- Proximity to Mount Shasta
- We need to adopt the mindset of “Yreka, Why Not?”
- Yreka historically goes through a build-bust cycle with economic and societal changes like the gold rush and logging
- Yreka is open and prime for revitalization

What does “rural” and “small town” mean to you?

- City events for families every week
- Youth focused community
- Smaller square foot homes that fit the neighborhood
- Sense of community
- Uninterrupted viewsheds
- Reservation of ranch land
- Cleanliness
- Safe and secure

- Responsible home owners and renters that take care of how things look
- Greenways throughout the city to balance neighborhood development
- Not Chico or Walnut Creek

What is your vision for Yreka in 2044?

- High quality education
- More families that work to improve the city
- Transit options to and from Oregon and the Medford airport
- Make Yreka a destination city with more housing to allow more people to move here
- Improved healthcare options
- More service organizations to attract “doers” and more volunteerism
- Balance of high and low income jobs
- Promote prosperity which means supporting the middle class and getting opportunities for people who are skilled and unskilled
- Smaller home and lots – like tiny homes for the homeless population
- More kids returning from college. We want to see our youths come back to raise their families and find good, meaningful work
- Recreation for residents and some tourism, but don't make tourists the main focus
- Growth which means more housing for people in the workforce
- Mental health services and designing our communities to help each other in times of mental crisis