

MEMO



MEETING DATE:

STAFF: Megan Winner, Planning Director

Johnny Diamond Sign Donation Proposal Heritage Committee Feedback

At the December 2025 Heritage Committee meeting, members reviewed the donation proposal from Coburg Main Street for informational signage to be located at Johnny Diamond Park. The following is a synopsis of the feedback gathered on the sign design and content:

- **Materials:** Consider materials to mitigate color fading. The committee clarified they are not suggesting that the sign be entirely black and white, but that consideration is given to prevent damage from the elements and also to the sign's durability and life expectancy.

- **Content:**
 - The Committee expressed that a greater focus on Coburg specific information would be more appropriate and engaging, and recommended highlighting the built environment including Johnny Diamond's home (which burned but there are pictures) and Johnny's impact to the local economy instead of the lake and peak now named after him. Preference for a photo of his home in Coburg instead of the peak was expressed.

 - Consideration and acknowledgement of the native name and heritage of the peak and lake was also raised, should the peak of lake be referenced in this sign.

 - This area had several names prior to Coburg, including Willamette Forks which was used for a longer time than Diamond. Committee recommended conducting further research or removing the name section altogether.