



City of Coos Bay

2013 Goals, Priorities, and Activities

Economic Development & City Revitalization: To create a vibrant community for City citizens and entrepreneurs.

Top Goal Priorities:

- ✓ To promote and assist in the revitalization of the Downtown and Empire URA Districts in an effort to provide development opportunities for businesses and industry.
- ✓ To coordinate with our economic development partners in an effort to attract, retain, and promote expansion of local business opportunities.

Ongoing Activities Aimed at Achieving Goal Priorities:

- Continue to implement economic development programs such as the façade program and explore ways through which the City can encourage the revitalization of underutilized and blighted areas in the City.
- Encourage redevelopment of downtown buildings through enforcement of existing building codes and available economic development programs.
- Provide a business-friendly environment that attracts and retains both large and small businesses to our community.
- Continue to support the Downtown Association with its efforts to bring economic development through the Main Street program.

Short Term Activities Aimed at Achieving Goal Priorities:

- Advocate VCB for promotion of the City in VCB advertising / promotion activities.
- Encourage strategic planning and coordination of economic development activities through our economic development partners including but not limited to URA, SCDC, Chamber, and VCB.
- Pursue the development of Hollering Place, and the Lockhart and old fire station lots.
- Start discussions on economic development along the Coos Bay Boardwalk and the waterfront walkway area.
- Update the Front Street Master Plan.
- Develop wayfinding signage or legends to aid in directing drivers and pedestrians off of Hwy 101 and into the downtown business district and businesses on the waterfront.
- Identify possible changes to 2nd Court to encourage economic development and increased pedestrian usage.

Long Term Activities Aimed at Achieving Goal Priorities:

- Consider future development alternatives and the renaming of the Pedway.
- Increase bus / parking / bike / walking connections in the downtown area.
- Develop an elevator grant aimed at encouraging upper floor usage and redevelopment.
- Develop a street scape improvement plan for the Englewood business area.