



City of Coos Bay

2014 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.
- Work with the Coos Bay Downtown Association in developing 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.
- Through the Coos Bay Urban Renewal Agency and the Urban Renewal Advisory Committee review and update the City's two urban renewal plans.
- Pursue upper floor redevelopment opportunities within the downtown and Empire districts.
- Sell unneeded City owned property which may provide development and/or redevelopment opportunities within the City.
- Investigate possible traffic reconfigurations for Curtis (between Broadway and Bayshore) and S 3rd St. (between Commercial Ave and Market Ave).
- As part of our community branding, find ways to recognize and celebrate our famous citizens, e.g. Steve Prefontaine, Mel Counts, etc.

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.