



## CITY OF COOS BAY

The vision articulated through the goals and objectives should be used as a basis for decision-making when determining if the proposed actions are consistent with the overall downtown vision.

### VISION FOR DOWNTOWN

Create a Downtown that is a “quality of life” asset for the entire community, bringing unique spaces, recreation, excitement, history, social opportunities and cultural resources to all residents and visitors.

What are our goals for Downtown? The *goals* are intended to be the driving force in articulating a new vision/direction for downtown.

1. Promote a vibrant, compatible, well-connected mix of uses to increase the density and activity of the area, as well as to increase *business and living opportunities*, jobs, and the tax base;
2. Make downtown more pedestrian friendly;
3. Create building and streetscape design standards for development in the downtown that compliment our existing historic architecture.
4. Frame design standards for development that respect the geometry, scale and architectural style of the existing buildings but also encourage creative solutions for new buildings and façade improvements;
5. Through successful projects nurture community pride and *encourage* community action to promote a cleaner, healthier, safer and more beautiful Coos Bay.
6. Allow flexibility in order to take advantage of future development opportunities as they arise;
7. Insure economic development/growth and environmental interests/stewardship co-exist in harmony;
8. Provide public spaces that are destinations within the downtown area and focus on accommodating community activities, pedestrian connectivity, safety, comfort and enjoyment.
9. Regulate development by providing well-defined options and flexibility for property/business owners.
10. Capitalize on the Coos Bay waterfront as a tourist asset to the community and enhance connections, both physical and economic, that promote business development.
11. Encourage redevelopment and/or rehabilitation of buildings that are in jeopardy.

## OBJECTIVES

In order to achieve these goals and realize the vision for downtown, a series of *objectives* have been established to provide a standard for downtown improvement. There are two primary elements for the downtown vision: 1) Physical and 2) Organizational.

PHYSICAL elements establish a strong “sense of place” for downtown and are often the visible results within the city. This is a combination of architecture, circulation and environmental enhancements that will make downtown attractive, active, safe and interesting.

1. Encourage historic preservation;
2. Initiate a comprehensive streetscape program;
3. Encourage compatible and quality design in new building and streetscape recommendations;
4. Design appropriate transitions between the core area and the surrounding neighborhoods;
5. Mitigate impacts from incompatible uses;
6. Promote effective business storefront signage;
7. Provide additional user-friendly amenities (downtown directories, rest rooms, etc.);
8. Rationalize and optimize existing parking facilities (RV) and provide directional signage;
9. Balance pedestrian and vehicular traffic demands;
10. Encourage the creation and expansion of multi-modal transportation options, such as bus service and rail;
11. Position services, including equipment, recycling, trash, utility and delivery areas, to minimize their view and noise;
12. Organize traffic patterns to facilitate movement;
13. Utilize the waterfront as an attraction to enhance business, and increase business investment;
14. Foster private/public partnerships to renovate the Egyptian Theater as an historic attraction and functional community auditorium in the heart of the downtown;
15. Explore and implement designs to minimize criminal activity;

16. To minimize cluttered and confusing street signage implement a directional signage program to provide clear and effective signs; and,
17. Collaborate with the utility companies and community to bury utilities and screen/conceal accessory utility equipment (meters, transformers, etc.).

ORGANIZATIONAL elements establish the identity for activities in downtown. The identity is created through community events, social programs and the interaction of residents.

1. Downtown experience. The dynamic urban fabric of downtown should always provide an essential part of community life that is vibrant, interesting and stimulating.
  - a. Encourage “destination” uses that can serve the entire region to locate downtown;
  - b. Encourage day/night activities through all seasons;
  - c. Encourage and support a series of community events;
  - d. Provide public space to support large public functions/festivals/daily activities;
  - e. Introduce/provide variety of housing options;
  - f. Provide additional recreational opportunities;
  - g. Enhance waterfront experiences to develop the community’s sense of place; and,
  - h. Foster community pride and spirit in the arts, culture, service and beautification to make our community a better place to live and work.
2. Downtown economics. Downtown should boast a healthy business environment and strategically position itself in the region as a center of employment, entertainment and civic life.
  - a. Support private/public reinvestment in downtown to decrease vacancy rates;
  - b. Encourage business recruitment, retention and development;
  - c. Diversify tax base;
  - d. Invest public dollars strategically to leverage private investment;
  - e. Enhance business investment on the waterfront; and,
  - f. Increase and maintain waterfront amenities.
3. Downtown Management. Downtown development, operations and management should be championed by a partnership of the city, downtown businesses association and other not-for-profit organizations so that the downtown is “owned” and appreciated by the entire community.
  - a. Expand and improve technology and infrastructure;
  - b. Promote efficient and effective management structure of existing organizations;
  - c. Maintain physical improvements;
  - d. Prepare marketing materials for development sites to aid in the recruitment of new downtown investment;
  - e. Enhance and build upon downtown marketing program;
  - f. Foster partnerships with business and non-profit groups;

- g. Identify roles and responsibilities for achieving development goals;
- h. Provide guidance for marketing downtown for future development including guidance for development incentives;
- i. Examine, identify and program costs for infrastructure changes that promote the goals for downtown; and,
- i. Partner with local organizations and businesses to build on Coos Bay Downtown's sense of place.

The Vision for Downtown was approved by the Urban Renewal Agency June 5, 2011

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