

**CITY OF COOS BAY  
JOINT CITY COUNCIL / URA WORK SESSION  
Agenda Staff Report**

<b>MEETING DATE</b> March 28, 2017	<b>AGENDA ITEM NUMBER</b>
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TO: URA Chair Kramer and Board Members

FROM: Tom Dixon, Community Development Administrator

THROUGH: Rodger Craddock, City Manager *lee*  
Jim Hossley, Public Works and Community Development Director *JH*

ISSUE: Discussion of Pre-Way Mural Concept

**SUMMARY:**

Staff had been given direction by the previous City Council to publicly honor, in a more visible format, the life and accomplishments of Coos Bay native son Steve Prefontaine by highlighting his running career. To accomplish this, staff has been working with the members of the Prefontaine Foundation and Linda Prefontaine, Steve's sister, over the past year to memorialize Steve with a mural or series of murals of his likeness on the north facing wall of the Pedway. Linda and the committee have been helpful in moving this project along. The main issue with that group has been which image or images would best represent Steve's persona. Many of the classic photos of him are copyrighted.

**ACTION REQUESTED:**

Provide staff direction how Agency wishes to proceed with this proposed concept.

**BACKGROUND:**

Generally, the most visible area available for a Steve Prefontaine mural project is the Pedway which could be renamed the Pre Way. Currently, a mural of an obelisk that illustrated the fundraising goal for the Egyptian theatre is painted on the north facing wall of the building near South Broadway. The objective of the fundraising has been met and the obelisk is no longer needed as an indicator of fundraising goals.

Staff has suggested using Urban Renewal money to pay for the mural project which could be an added dimension to attract visitors and encourage them to further explore downtown Coos Bay. The City of Springfield has used a similar notion with murals of native son Ken Kesey and of television characters, The Simpsons, in downtown Springfield.

In December two City of Springfield staff members, Niel Laudati and Courtney Griesel, volunteered to travel to Coos Bay to advise Coos Bay staff on how to go through the process of creating a mural project and to look at the condition of the building walls. They also highly recommended Erik Nicolaisen, the owner of Old City Artists, whose company did both mentioned murals in Springfield. Erik is from Portland and played football at UO so he was very interested in the project based on Steve's association with the school and as a native Oregonian.

The main issue at this point is the condition of the existing walls along the Pedway. The Springfield staff felt that they were too rough and uneven for the type of high-quality, detailed murals that an artist group like Old City Artists would want to work on. Initial evaluation of re-doing the walls in question and the potential costs for that portion of the project were deemed too problematic from a cost/benefit analysis. Staff subsequently contacted and is in the process of arranging for Erik to visit Coos Bay to inspect the state of the walls, discuss possible difficulty that painting on roughly textured surfaces would entail and still satisfy the objective of creating a high-quality mural. Erik is due to visit sometime in the next few weeks. While he is here, staff is going to discuss estimated costs of doing a mural. He is aware of our intent and desire to have a mural in time for the race in September but a lot depends on resolving three important issues: what is needed to get the mural walls in minimum condition for the art work; final agreement and selection of an image that satisfies the purpose of creating the mural in the first place; and securing sufficient funding to ensure completion of the project.

Next Steps:

- Working with the Prefontaine Foundation and Linda Prefontaine to gain concurrence on the final image selection and related components.
- Preparing a scope of work detail for the project which will include cost breakdowns.
- Setting a time line for estimated project completion.

**BUDGET IMPLICATIONS:**

Staff has suggested using Urban Renewal money to pay for the mural project which could be an added dimension to attract visitors and encourage them to further explore downtown Coos Bay. The cost will vary depending upon what, if any, preparation to the wall will be necessary for painting. The total cost could be as much as \$50,000.