

CITY OF COOS BAY URBAN RENEWAL AGENCY
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
--------------	--------------------

TO: Chair Gene Melton and Board Members

FROM: Joyce Jansen, Economic Development Administrator 

Through: Rodger Craddock, City Manager 

**ISSUE Discussion on Future Use of Property Located at 255 South Broadway
Known as the Pedway Plaza**

BACKGROUND

The City Council included purchase of the Sportsman, formerly a restaurant and bar, located at 255 South Broadway in their 1998 goals. The Urban Renewal Agency amended the Downtown Urban Renewal Plan in October 2000 to purchase the property for the purpose of providing a walkway and other public facilities between South Broadway and 2nd Court and public parking areas. The property was purchased for \$178,123 in November 2000. The building was demolished and the property was developed as an open public place which included some planter areas and period style lighting. The plaza was designed in an open concept to allow space for public gatherings.

Over the years minor enhancements such as plants, benches, and tables have been added to the plaza. Moving the Prefontaine memorial to the plaza and adding Pre murals was an option reviewed in July 2008 when plans to construct a new visitor information center began. A number of citizens suggested naming the area Pre Plaza. Geno Landrum suggested naming it the Egyptian Theatre Plaza. The concept for a Prefontaine theme for the plaza was suggested by Joanie Johnson at the Downtown Association general membership meeting February 2009. At the time she was a city councilor and downtown association board member and between February and April Joanie brought the subject up under council comments. In May 2009 City Manager Chuck Freeman directed staff to prepare an RFP for design services. Proposals were received from Crow/Clay, H G E, Galbreath and Associates, and Cameron McCarthy Gilbert & Scheibe. The Urban Renewal Agency awarded the contract to Cameron McCarthy Gilbert & Scheibe, a firm located in Eugene, in September 2009 for \$20,605.

An advisory committee was appointed, public input was taken at a number of Urban Renewal Agency meetings, direction on design given by Agency, concept designs were placed on the city's website and on display at city hall, PSAs and display ads in newspaper, flyers delivered to downtown businesses, articles about the designs were in the local newspaper, a questionnaire developed by CMG&S was distributed to the community, and an open house for public input on the three concept designs was held. Because no single design concept was chosen by a majority (input split evenly three ways), a final design was prepared and presented to the URA October 2010. The estimated cost of the project was \$500,000 to \$900,000. Due to funding and lack of strong support for the project, the Agency put the project on hold.

While the Lockhart building was being demolished and the Chandler's structural issues were being addressed in 2010 the plaza and adjacent parking lots were used for the Farmer's Market, Blackberry Arts Festival, and Fun Festival. Both of these structures are located on Central Avenue which historically has been used for the market and festivals. In 2011 the plaza was considered for the CCCAT bus transit station and was the location for the first Zombie Festival.

The most recent proposal was presented by Councilor Mike Vaughan in July 2012 for construction of an obelisk near the east end of the plaza. The Urban Renewal Agency did not accept the obelisk as a project. Councilor Vaughan is in the process of securing donated services and materials to construct the obelisk. The obelisk was to be used as the fundraising thermometer for the Egyptian Theatre restoration project. The proposal has been reviewed by the Egyptian Theatre Restoration Steering Committee, Egyptian Theatre Preservation Association, and the Coos Bay Downtown Association. General consensus of these three groups is that the visual obelisk or pyramid fundraising thermometer concept is great, but rather than constructing an actual obelisk or pyramid, one could be painted on the wall of the building located on the south side of the plaza. The obelisk came up briefly at the Egyptian Theatre Fundraising Committee meeting on August 30th and while there was no support for constructing the piece, they did support and encourage painting an obelisk or pyramid on the south wall of the plaza.

ADVANTAGES

A discussion of the future use of the property would provide elected officials information for goal setting and prioritization of projects.

DISADVANTAGES

None identified.

BUDGET IMPLICATIONS

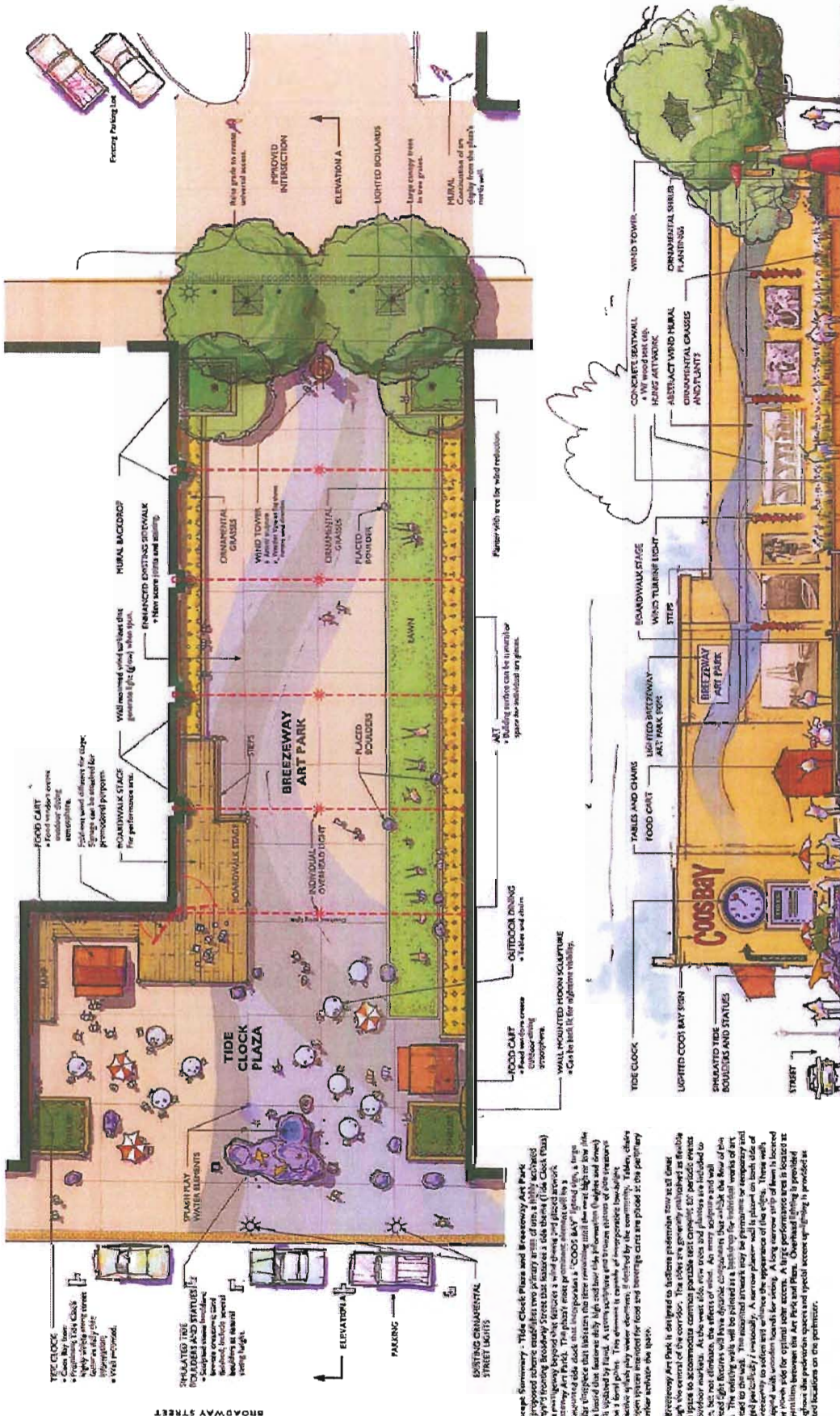
There would not be an impact to the budget at this time.

ACTION REQUESTED

Provide direction to staff on plans for the Pedway Plaza.

Attachments

- 2010 design concepts
- Obelisk concept design
- July 3, 2012 URA minutes



JULY 2010
 CAMERON MCCARTHY GILBERT & SCHEIBE
 PLANNING • URBAN DESIGN • LANDSCAPE ARCHITECTURE
 # 25 S 107 NORTH

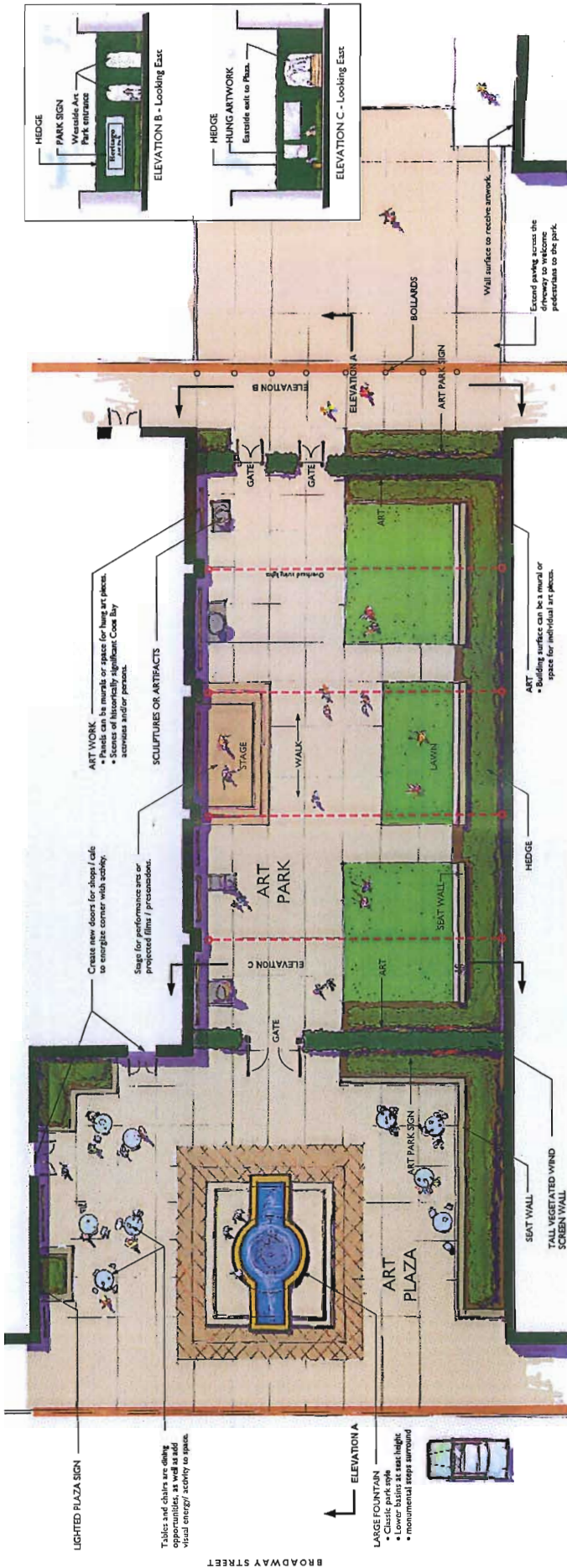
Coos Bay Downtown
 Open Space Enhancements
ELEVATION A - Looking South
 Coos Bay Tide Plaza and Art Park

Concept Summary - Tide Clock Plaza and Brezeway Art Park
 This proposed public park area is located in the heart of downtown Coos Bay, Oregon, between Broadway Street and the Coos Bay Pier. The park is designed to be a vibrant, multi-use space that provides a central gathering place for the community. The park is divided into several distinct zones, each with its own unique character and function.

Tide Clock Plaza
 This zone is located at the northern end of the park and is designed to be a central gathering place. It features a large, circular plaza with a central fountain and a series of benches. The plaza is surrounded by a low wall that serves as a backdrop for a series of murals. The murals are designed to be a mix of abstract and representational art, reflecting the local culture and history of Coos Bay.

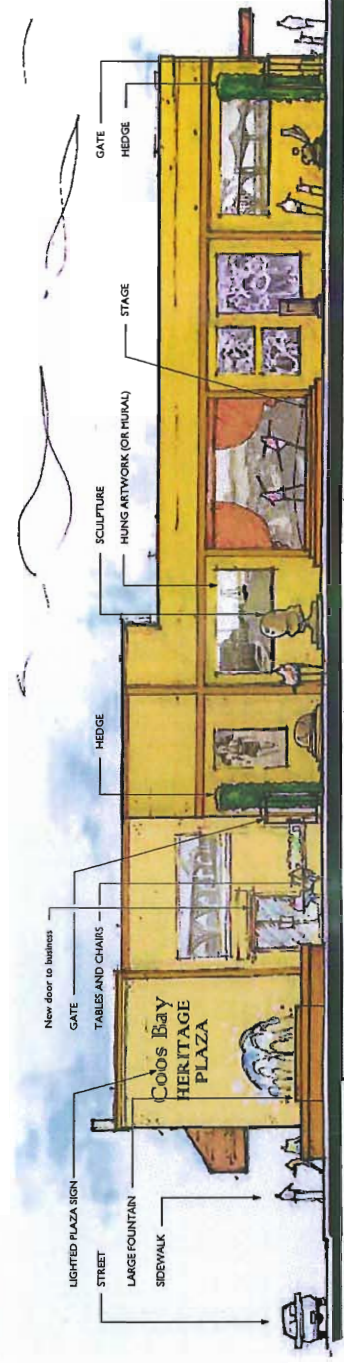
Brezeway Art Park
 This zone is located in the middle of the park and is designed to be a space for art and recreation. It features a series of art installations, including a large, abstract sculpture and a series of murals. The park is also home to a series of art studios and galleries, which provide a space for local artists to showcase their work.

Coos Bay Art Park
 This zone is located at the southern end of the park and is designed to be a space for art and recreation. It features a series of art installations, including a large, abstract sculpture and a series of murals. The park is also home to a series of art studios and galleries, which provide a space for local artists to showcase their work.



Concept Summary - Heritage Art Park & Plaza

This scheme complements the classic architecture and layout of Coos Bay's downtown structures. It transforms the open space into two distinct and formal outdoor rooms. It utilizes traditional garden elements such as pruned hedges and manicured lawns - in classic shapes and forms. Tall vegetated walls enclose the Art Park to provide significant wind diffusion and create a more intimate space for viewing art and hosting events or performances/presentations. The Art Park is gated for potential closure in evening hours and controlled access during pay admission or rental events (revenue generating). A large vintage-style fountain anchors the east side, providing an attractive feature in the most visible part of the site and automobile noise mitigation for Broadway Street. The art (murals, hung pieces, and sculptures) are proposed to feature historically significant Coos Bay places, events, commerce and/or persons, and have educational/interpretive value.

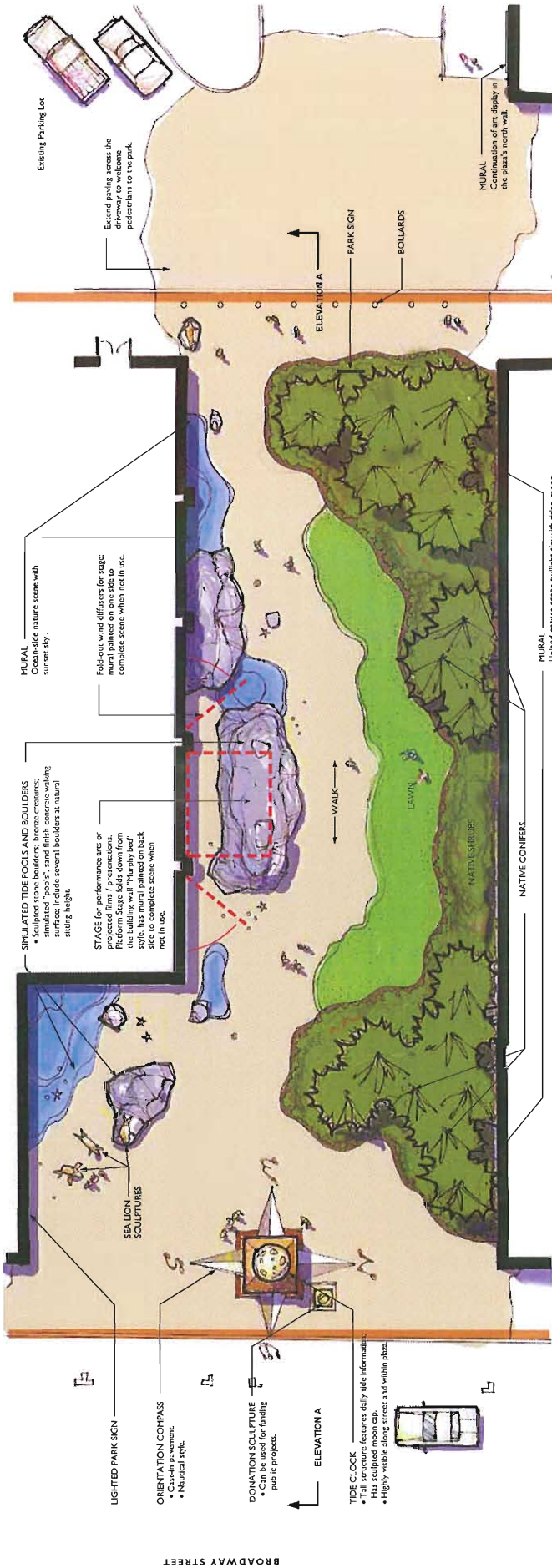


ELEVATION A - Looking South

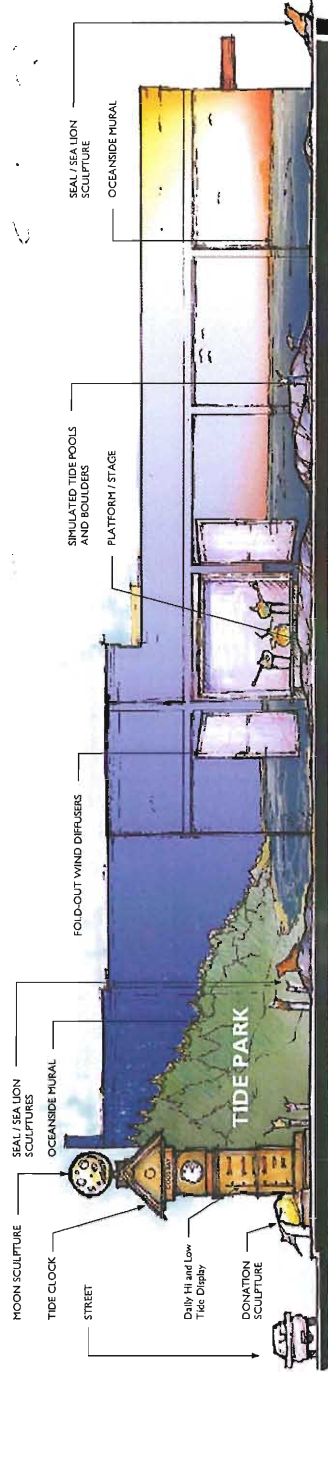
Coos Bay Downtown
Open Space Enhancements

Concept A - Heritage Art Park & Plaza

* Some historic images shown are courtesy of the Oregon State Library.



Concept Summary - Tide Park
 This scheme is inspired by the perpetual cycle of tides that are a natural phenomenon of both the coast and the bay. A tide clock is proposed as the monumental anchor of the park and has the potential to become an icon unique to Coos Bay. It will feature daily tide information identifying the times and height of the day's high and low marks. A sculpted moon is proposed for a cap, to recognize and celebrate the lunar influence on tidal movements. The open space is intended to provide park visitors a simulated coastal nature experience. The south building wall is a photo-realistic view of the beach and ocean-side. The north building wall is a photo-realistic view of the wooded uplands. South side (represented at low tide with tide pool creatures) to native plants on the north side. The shapes and forms of the elements are informal and organic. Like the coast, places of refuge from the wind are available in proximity to vegetation yet other areas are exposed. This concept is intended to bring a coastal experience to the city that is located several miles inland, with significant educational/interpretive opportunities.

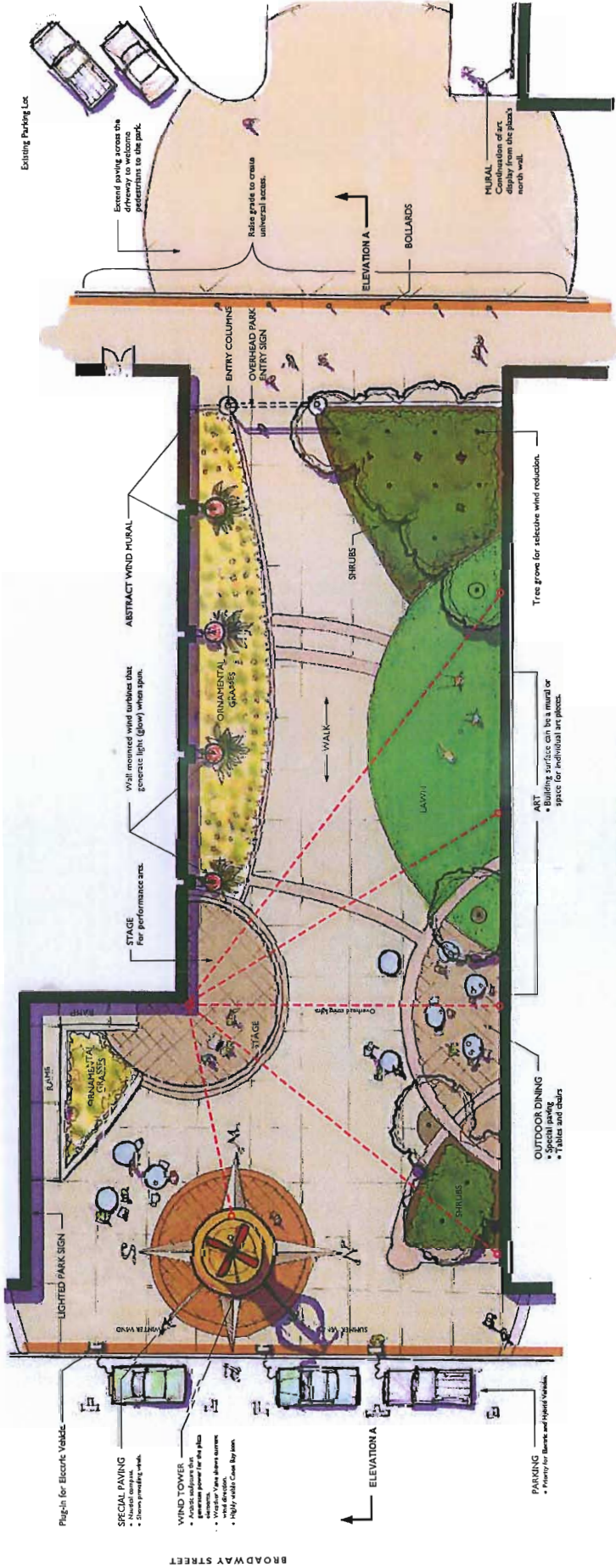


ELEVATION A - Looking South

Coos Bay Downtown
 Open Space Enhancements
Concept B - Tide Park

FEBRUARY 2010
 0' 4' 8' 16' NORTH

CMC CAMERON MCCARTHY GILBERT & SCHEIBE
 Landscape Architects LLP

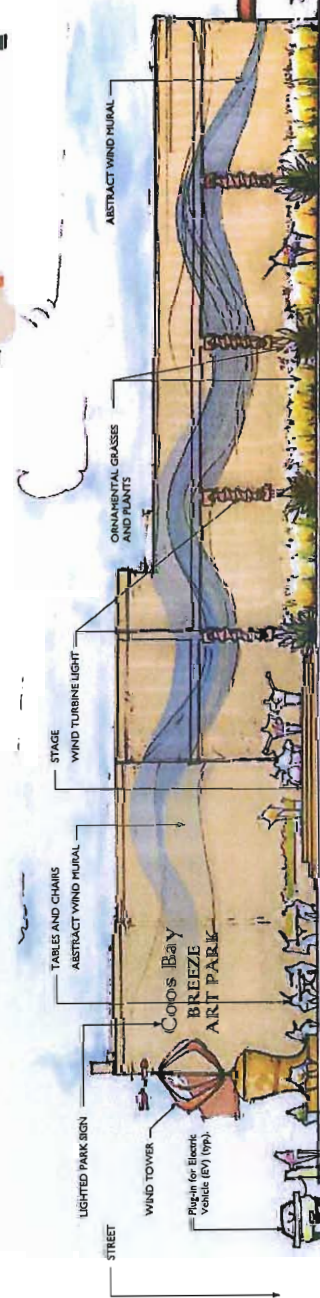


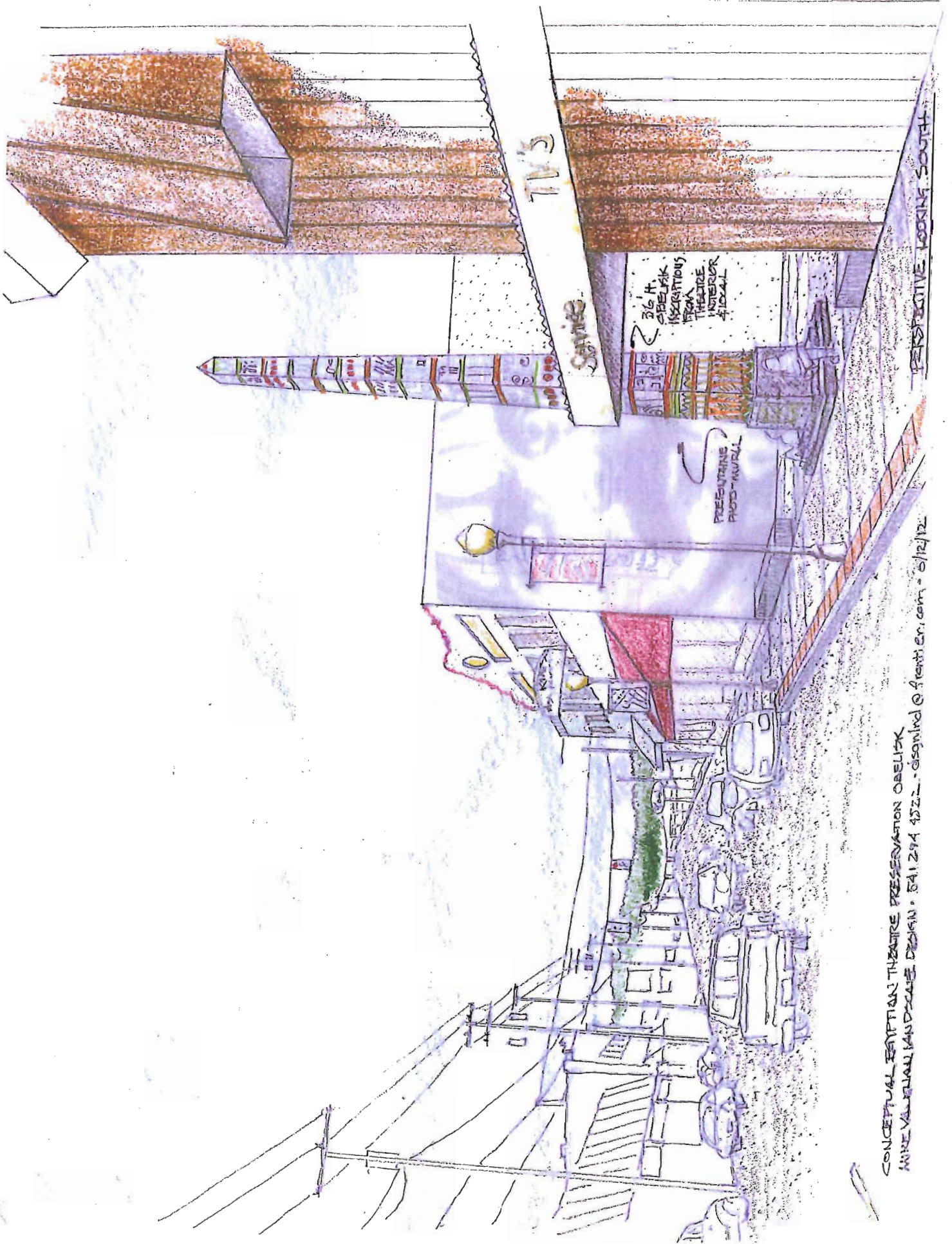
Concept Summary -
 This scheme celebrates and harnesses the wind, an aspect of the existing space that is currently considered a major liability. An artist-created (or influenced) wind sculpture is proposed as the monumental anchor of the park and has the potential to become an icon unique to Coos Bay. The current wind direction and speed, as well as prevailing seasonal winds, will be displayed through this feature. Generating and supplying power to park elements, by incorporating a turbine, is also a possibility. One unique feature is priority parking and an electric vehicle "filling station". Wind powered lights are also proposed. The built elements of the open space will feature shapes and forms that are free-flowing and curvilinear in nature. Murals are proposed to be modern artistic impressions inspired by the natural forces. A mass planting of native grasses will add a dynamic educational variable breeze flow through the park. The park is an educational and interpretive opportunity for both the natural aspects of wind and ongoing human efforts to transform it into an energy source.

Coos Bay Downtown
 Open Space Enhancements

ELEVATION A - Looking South

Concept C- Breeze Art Park





CONCEPTUAL EMPTIAN THEATRE PRESERVATION OBELISK
 MINE VALLEY LANDSCAPE DESIGN • 841 294 4322 • design@frontier.com • 6/12/12
 PERSPECTIVE LOOKING SOUTH

Urban Renewal Agency Minutes – July 3, 2012

At the August 21, 2012 Urban Renewal Agency meeting, Board Member Groth requested the minutes of July 3, 2012 be amended to reflect the following for the Consideration of Downtown Trash Enclosures: It was the consensus of the Agency to direct staff to include local business impacted by the changes in the research and discussion to propose locations, alternative construction material, and to present recommendations to the Agency.

Proposed Egyptian Theatre Preservation Obelisk Fundraising Structure in the Pedway

City Manager Rodger Craddock stated a conceptual drawing of a proposed obelisk in the Pedway was included in Council packets as drafted by Board Member Vaughan. Mr. Craddock stated under the current conceptual plan, the Obelisk would be constructed and paid for by donations of time, services and materials from area professionals and contractors. The obelisk could be used as a fundraising thermometer for the Egyptian Theatre restoration project. The conceptual plan was presented to the Egyptian Theatre Preservation Association (ETPA) and the URA's Egyptian Theatre Fundraising consultant.

Public Works and Development Director Jim Hossley stated a building permit would be needed; the Oregon Department of Transportation (ODOT) would need to be consulted; there were no height limitations in the Municipal Code; letters of intent for contributions would be needed; and the plan would need to be reviewed by the Design Review Committee (DRC). Mr. Hossley stated the proposed project was in the conceptual stage and was not listed on the City's current goals as an identified project and staff was looking for direction from the Agency on how to proceed.

Board Member Vaughan presented a revised plan for the structure and discussed various visions for the Pedway. Coos Bay Downtown Association (CBDA) President Brian Bowers stated the proposed project had not been discussed and would be discussed at the next CBDA meeting. Dave Abernathy, Coos Bay stated many members of the ETPA supported the project but the ETPA had not yet voted on the proposed project. Bob Moore, Coos Bay stated since the Egyptian Theatre was closed it had become invisible; the obelisk could be used as a lightning rod to invigorate the community to support the fundraising efforts for the Egyptian Theatre and he would be one of the first to donate to the project.

Board Member Vaughan would continue to research the project and gather commitments from the community.


Adjourn

There being no further business to come before the Agency, Chair Melton adjourned the meeting.

Attest:



Jennifer Groth, Secretary



Gene Melton, Chair