

CITY OF COOS BAY URBAN RENEWAL AGENCY
Agenda Staff Report

MEETING DATE June 18, 2013	AGENDA ITEM NUMBER
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TO: Chair Gene Melton and Board Members

FROM: Randy Dixon, Operations Administrator

Through: Rodger Craddock, City Manager *RC*

RD

ISSUE: Downtown Way-finding/Information Kiosk Signs

BACKGROUND:

At the May 21, 2013 Urban Renewal meeting, members of the Coos Bay Downtown Association (DTA) presented their proposal for three way-finding signs downtown. The DTA will contribute \$10,000 and the Urban Renewal Agency agreed to up to \$14,000 towards the signage project. The Urban Renewal Agency also requested more information regarding way-finding signs; proposed site location, design detail and content of the map. City staff and the Downtown Association propose a City wide Way-Finding system, which breaks out into five (5) zones. The main Way-finding sign would be placed at the Visitor Information Center which includes a map of City of Coos Bay. The map will outline the five (5) zones. Each zone will have a blow up map of that area, which will indicate what each zone consist of in the map legend; entertainment, public facilities, and businesses. The other two signs are kiosk signs, which they list specific information of the downtown area and will be placed accordingly. (See attached map)

ADVANTAGES:

Support and promote a distinct identity for Coos Bay; Raise community and visitor awareness of Coos Bay, and its location; Direct visitors to all areas of Coos Bay from major transportation arteries (Hwy 101); Enhance visitors' and residents' ability to easily navigate the City and find desired destinations, including parking; Increase the success and market potential for retail, dining, arts, entertainment, parks, public facilities, hospital and economic growth and redevelopment in Coos Bay; Support the City's commitment to economic growth and redevelopment.

DISADVANTAGES:

None

BUDGET IMPLICATIONS:

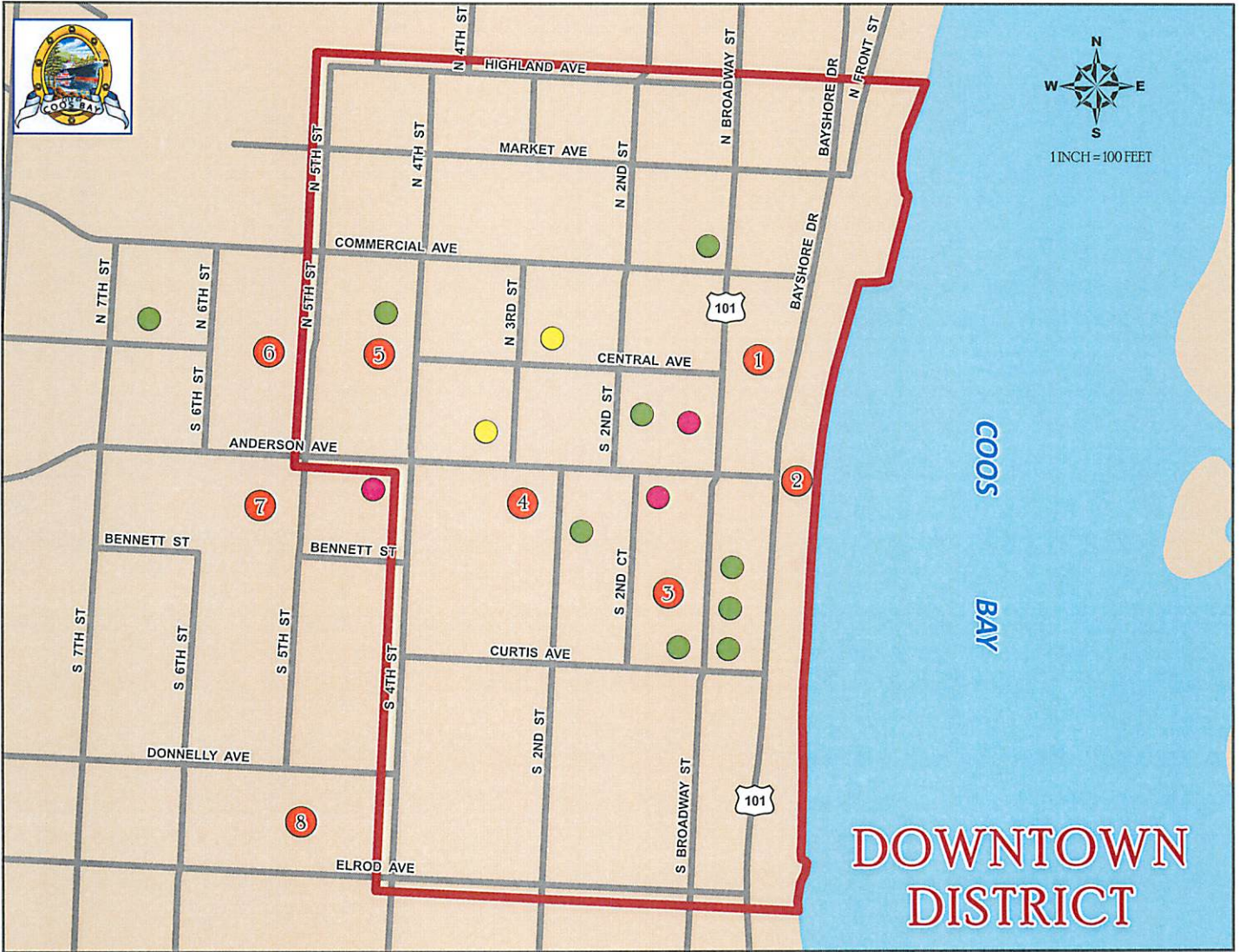
The cost to design, construct and install (1) Way-finding signs and (2) Downtown Kiosk signs is \$24,000.00. The Agency has agreed to fund the downtown kiosk signs; \$14,000.00 and the Downtown Association agreed to fund the Visitor information Way-finding sign; \$10,000.00.

ACTION REQUESTED:

If it pleases the Agency, staff request approval of the Way-finding sign design, and authorize staff to move forward with the purchase of the new Way-finding signs.

ATTACHMENTS:

(A) Site Location Map and pictures of specific site locations; (B) Design detail of the Way-finding sign and Kiosk sign; (C) Map content for each location.



LEGEND

- PUBLIC FACILITIES
- 1 - VISITOR INFORMATION CENTER
- 2 - CITY DOCKS
- 3 - PEDWAY
- 4 - COOS ART MUSEUM
- 5 - FIREMEN'S MEMORIAL
- 6 - CITY HALL
- 7 - LIBRARY
- 8 - FIRE STATION NO. 1

- RESTAURANTS
- APPAREL
- CRAFTS/ARTS

CITY OF COOS BAY

**Public Works and Development Department
Proposed City of Coos Bay Downtown District Kiosk Sign
June 18, 2013**

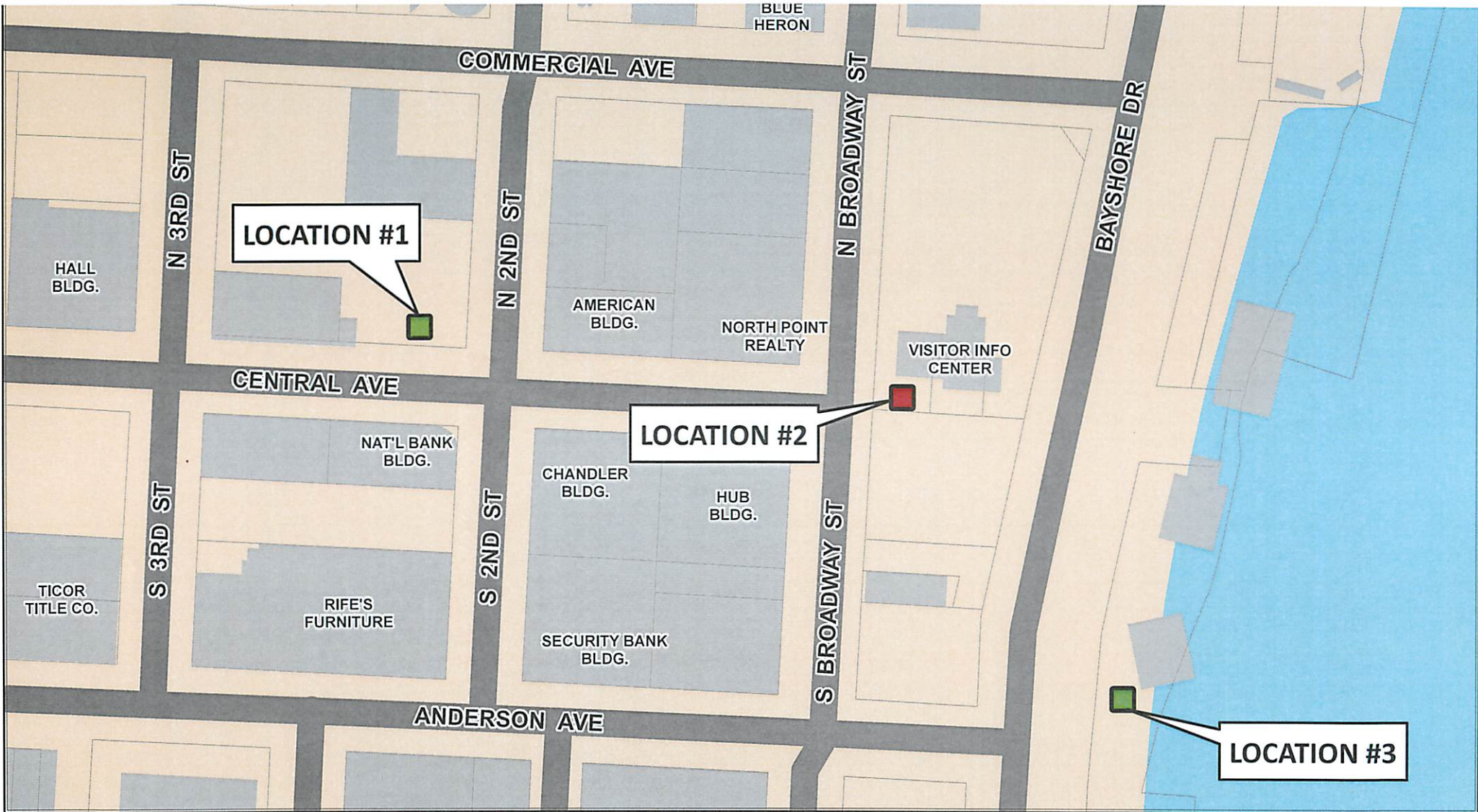
Proposed Location # 3



**Public Works and Development Department
Proposed City of Coos Bay Downtown District Kiosk Sign
June 18, 2013**

Proposed Location # 1





PROPOSED KIOSK LOCATIONS

LEGEND



WAY FINDING KIOSK

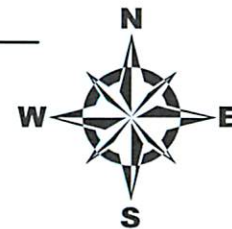
#2 - VISITOR INFORMATION CENTER



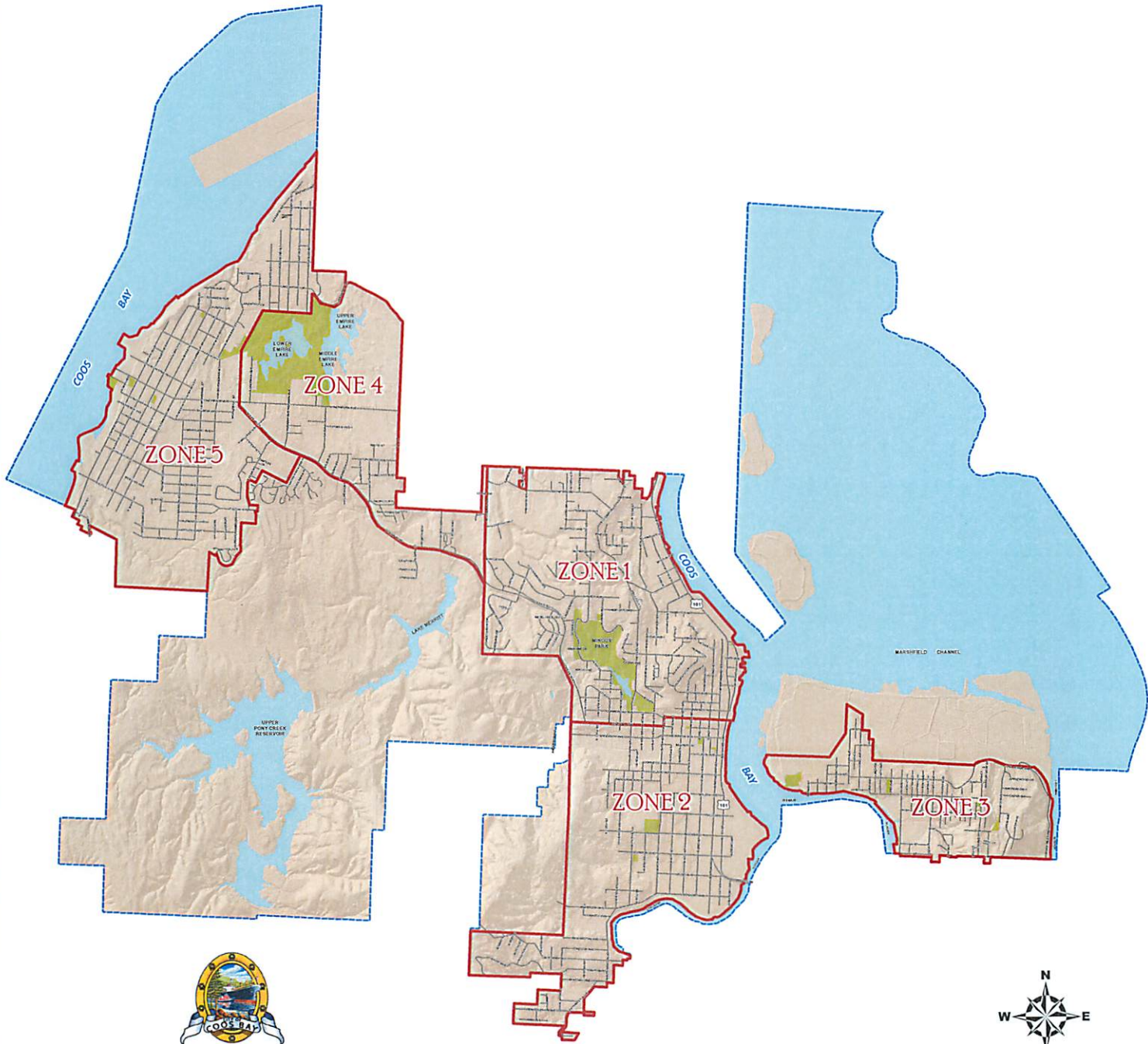
DOWNTOWN DISTRICT KIOSK

#1 - CENTRAL AVE. & N. 2ND ST. PARKING LOT

#3 - CITY DOCK/BOARDWALK



NOT TO SCALE



CITY OF COOS BAY





LEGEND

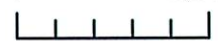
○ PUBLIC FACILITIES

- 1 - MINGUS PARK
- 2 - MINGUS POOL
- 3 - MINGUS SKATE PARK
- 4 - MARSHFIELD SUN PRINTING MUSEUM

● MEDICAL FACILITIES

- 1 - BAY AREA HOSPITAL
- 2 - NORTH BEND MEDICAL CENTER
- 3 - BAY AREA MEDICAL CENTER

0 1,000 Feet



● ASSISTED LIVING FACILITIES

- 1 - OCEAN RIDGE

**Public Works and Development Department
Proposed City of Coos Bay Way-finding Sign
June 18, 2013**

Proposed Location # 2

