

CITY OF COOS BAY URBAN RENEWAL AGENCY
Agenda Staff Report

MEETING DATE January 7, 2014	AGENDA ITEM NUMBER
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TO: Chair Mark Daily and Board Members

FROM: Rodger Craddock, City Manager *pec*

ISSUE Consideration of a Façade Improvement Grant Application for the Egyptian Theatre – 229 S Broadway, Coos Bay.

BACKGROUND

Phase I of the Egyptian Theater restoration / repair plan is nearly complete; and as such, the Egyptian Theatre Preservation Association has turned their attention and efforts towards Phase II of the plan and reopening of the theatre in June 2014. The projects listed in Phase II includes the following: (1) removal of oil boiler and support structure (currently in progress); (2) tiling of the sidewalk in front of the theatre (currently in progress); (3) refurbishment of the Egyptian columns; (4) cleaning of the theatre carpets and seats; (5) purchase, engraving and mounting of benefactor plaques, tiles and seat dedications; (6) replacement of the backdrop rigging and stairway railings; (7) installation of the sound system (re-location of sound board due to the recent installation of the ADA bathrooms); (8) installation of interior safety lighting and signage; (9) repair, repaint, and clean interior walls and screen; (10) purchase and install cabinet for flammables storage; (11) upgrade and refurbish the concessions area; (12) upgrade sump pump and ceiling exhaust; (13) exterior and façade restoration; (14) restoration of the marquee awning; and (15) restoration of the exterior signage and display cabinets.

In preparation for the restoration of the façade, marquee, and the exterior signage and display cases, the ETPA worked with George Kramer, the URA's historic consultant, to assist in the creation of the following conceptual drawing of the proposed façade improvements:



A larger rendering is attached for your convenience.

The pictures below depict the current exterior of the Egyptian Theatre:





The ETPA was recently awarded a \$160,000 grant from the Meyer Memorial Trust towards the completion of the projects listed in Phase II of the restoration plan. The Meyer Memorial grant is similar to a number of other grants the ETPA has received as it is a “top-off” grant meaning that grant won’t be funded until the remaining funds needed to complete the project listed in the grant request have been secured. The total estimate for the Phase II projects listed in the Meyer Memorial Trust grant request is \$230,000. Thus, in order to receive the \$160,000 from the Meyer Memorial Trust, the ETPA needs matching funds of at least \$70,000.

A façade grant application has been received from Joyce Jansen and Bill Richardson, members of the Egyptian Theatre Preservation Association (ETPA), on behalf of the Egyptian Theatre for the purpose of refurbishing both the front and the back exteriors of the building (projects listed in Phase II of the Egyptian Theatre restoration plan). Specify, the proposed project would refurbish the front of the theatre within historic preservation guidelines under the direction of George Kramer, our historic preservation consultant, which includes: (1) replacing the entrance and emergency exit doors along with new door hardware; (2) removal of the old wall tiles and refinishing the wall surface to match the rest of the building; (3) construction and installation of exterior display cases; (4) replacement of the theatre marquee; and (5) painting of the exterior. The west wall (facing 2nd Court) exterior would be repaired and painted.

Because of the size of the building, the scope of the proposed improvements and the opportunity to leverage URA funds to receive the \$160,000 grant from Meyer Memorial Trust,

the ETPA is respectfully requesting a \$70,000 grant. Based on Randy Dixon's estimate, the projected façade improvement project is estimated to cost \$150,876.70. The requested \$70,000 grant represents a little more than 46% of the total projected costs.

The Design Review Committee reviewed the façade improvement proposal on December 30, 2013, and the Committee unanimously recommended approval of the grant.

ADVANTAGES

Restoration of the Egyptian Theatre facade would significantly enhance the downtown business district. The proposed improvements will make the exterior of the theatre as attractive and inviting as the interior!

Revitalization is made a step at a time. Other property owners who have used the façade program to improve their buildings include: the Elks Club, The Hall Building, South Coast Office Supply, First Call Resolution, Bugge Bank Building, Mingus Apartments Hall Building, Hub Building, old Elks Lodge, and the Blue Heron. The David Ford building, also in the downtown area, is currently in the process of its second façade improvement project.

DISADVANTAGES

The only disadvantage identified is that this grant, if approved, will exceed the amount of funds currently budgeted for façade grants this budget year and thus will prevent the funding of additional façade improvement project for the remainder of this budget year.

BUDGET IMPLICATIONS

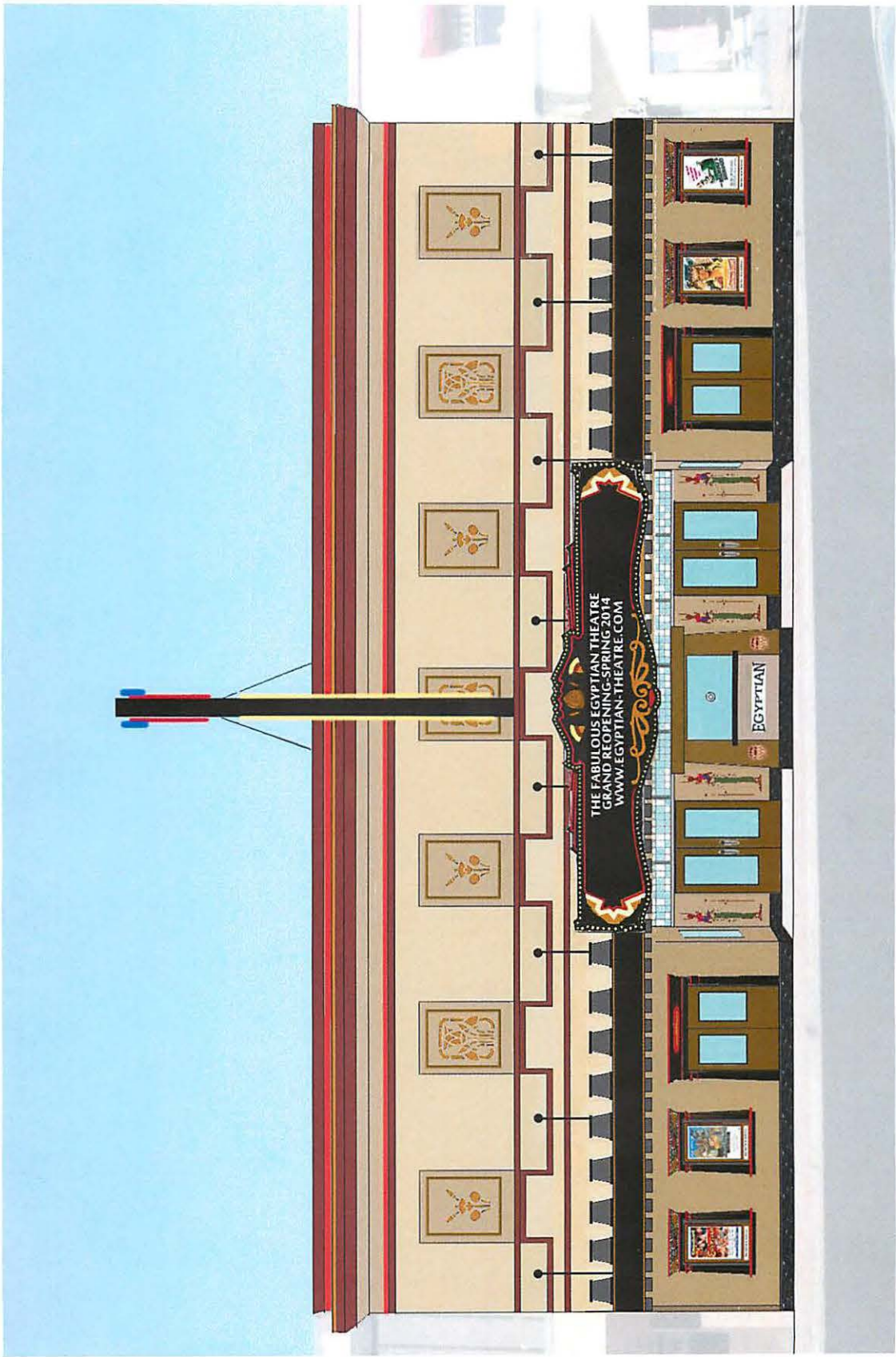
Funding would come from the Downtown Urban Renewal District Façade Grant Program. The 2013/2014 budget has \$150,000 allocated for the program. Currently, the Agency has expended, encumbered, and received appellations totaling \$156,162.60 this budget year.

Larson Building Façade Grant	\$ 3,128.00 (project completed)
Ford Building Phase I Façade Grant	\$25,000.00 (approved in FYE13 but completed in FYE14)
Ford Building Phase II Façade Grant	\$25,000.00 (in progress)
Phones Plus	\$25,000.00 (in progress)
Abby's Pizza Façade Grant	\$ 8,034.60 (proposed)
Egyptian Theatre Façade Grant	<u>\$70,000.00</u> (proposed)
Total	\$156,162.60

If funding is approved for both of the proposed grant applications, a transfer to the façade grant line item will be required from the projects line item.

ACTION REQUESTED

Staff is requesting the Agency consider approving the application façade grant, not to exceed \$70,000 and transferring \$7,000 from the project line item to the façade grant program.





Façade Improvement Grant Program

City of Coos Bay
PRE-APPLICATION

Name of applicant Egyptian Theatre Preservation Association
Mailing Address 255 N. Broadway, Coos Bay
Name of business Egyptian Theatre
Address of business storefront or building to be rehabilitated 229 South Broadway

Phone number 541-269-8650 E-mail address _____

Type of business movie theatre / community meeting place / performing arts

Applicant is the Property Owner Business Owner Other _____

If not owner of property, does applicant have lease: yes no

If yes, Expiration Date: _____ . If no, explain: management agreement to operate the theatre, City of Coos Bay Urban Renewal Agency

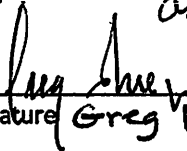
Property owner or property manager's name (if different from applicant), address and phone number _____
contact: Rodger Craddock, City Manager. 500 Central Ave. 541-269-8912

PROPOSED FAÇADE IMPROVEMENTS: Please describe the proposed improvements to the property. Attach color photographs that show existing conditions of the façade proposed for renovation. Briefly describe proposed improvements:

The project would refurbish the front of the theatre within historic preservation guidelines under the direction of George Kramer, historic preservation consultant. The west wall (facing 2nd Court) exterior would be repaired and painted. The project includes replacing entrance and emergency exit doors, new door hardware, construction and installation of display cases, demo and construction of the marquee (including new electrical) and painting the exterior. The old wall tiles would be removed and the wall surface refinished to match

The rest of the building. Estimate for the project is \$150,000.

Repairs to the Egyptian sign will be done with funds from another grant.


 Signature Greg Rueger, President

12/12/2013
 Date

Steps for Applying for a Façade Improvement Grant

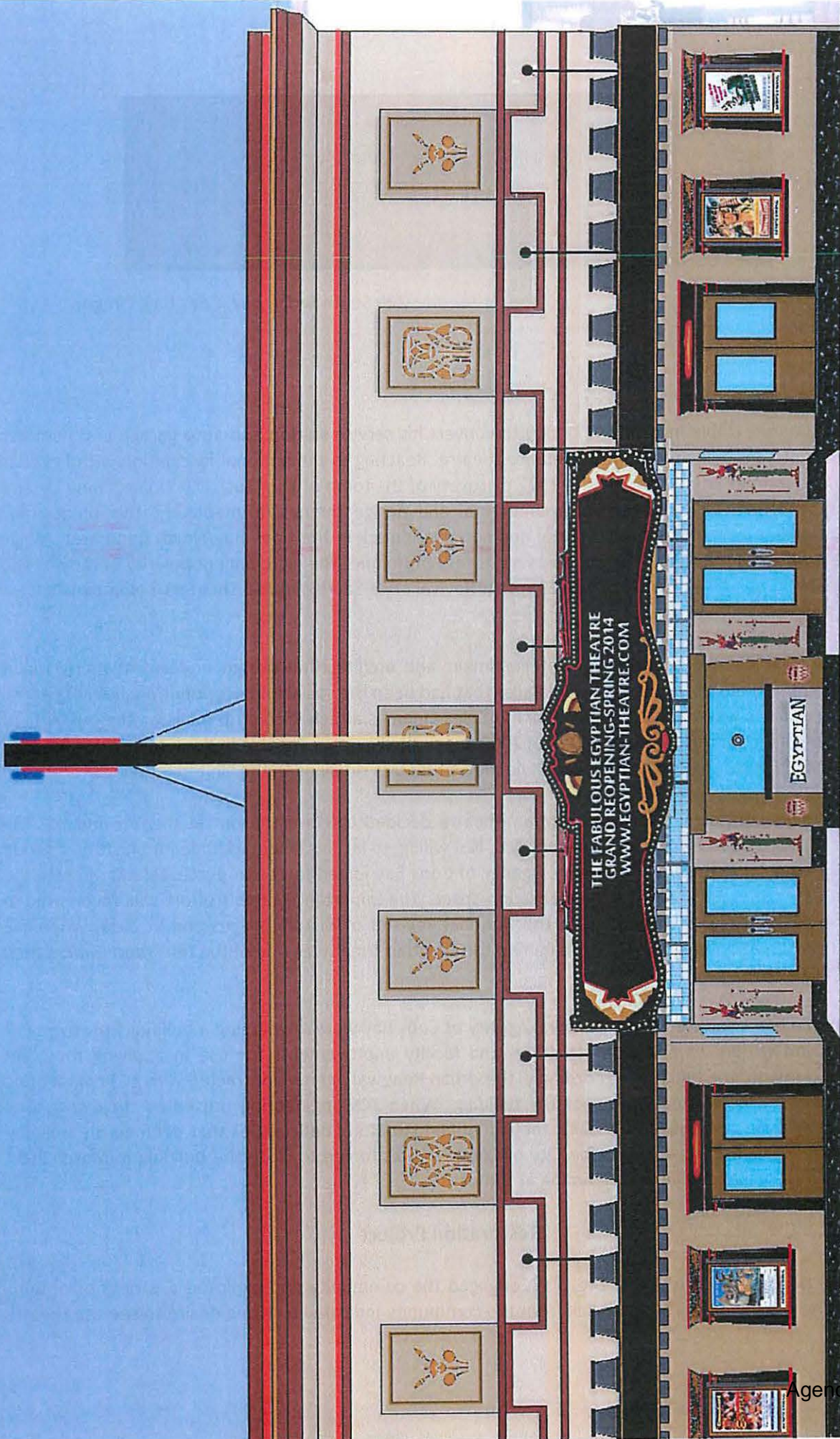
1. Pre-application: Meeting and review with staff and the Design Review Committee
2. Application: Meeting and review with staff and Design Review Committee
3. Design Review Committee recommendation to the Urban Renewal Agency
4. Architectural Review: An architectural review by the Planning Commission is required for properties located in a design standards area. The Architectural Design Review application is available from the Public Works and Development Department
5. Urban Renewal Agency Approval

Return Pre-Application to:

COOS BAY URBAN RENEWAL AGENCY
 Community Development Department
 500 Central Avenue
 Coos Bay, OR 97420
 (541) 269-1181 ext 2259

For staff use:

Process/Step	Date	Notes
Review of pre-application; meeting with applicant and the Design Review Committee scheduled		
Applicant notified of DRC recommendation and application status		
Full application received		
Façade grant proposal scheduled for Urban Renewal Agency meeting		
Contact applicant with status of application; grant agreement prepared for signatures		





229 South Broadway, Coos Bay, Oregon

History

In 1925, Charles Noble invested \$232,000 to convert his service station and auto garage in downtown Coos Bay into a movie and live-performance theatre. Reacting to the national fascination with Egyptian design and themes (stimulated by the 1922 discovery of the tomb of King Tut), Mr. Noble's new theatre incorporated bold Egyptian Revival architectural and design themes. Immediately, this unique and vibrant building became an architectural and social landmark in the Coos Bay/North Bend area. While Charles Noble's investment was bold, his vision was not unique. The exploding popularity of movies and the theatrical design elements of the Egyptian Revival style saw *Egyptian Theaters* being constructed throughout the United States.

Over the next eight decades, both entertainment and architectural design underwent many major changes. The ornate downtown movie palaces that had been the social and economic anchors of central business districts were largely replaced by multiplex cinemas attached to strip malls on the outskirts of town. The impact of this trend was clear in 2005, when the Egyptian Theatre in downtown Coos Bay was one of only four known Egyptian Revival style movie theatres surviving in the United States.

In 2005, when the owners of the Egyptian Theatre decided to close the movie theatre and put the building up for sale, the community responded. Not willing to let this landmark fade into history, a group of local citizens and the Urban Renewal Agency of Coos Bay joined forces to purchase and operate the theatre as a community event and celebration space. The importance of this effort was recognized in 2010, when the theatre was added to the National Register of Historic Places and in 2011, when the Historic Preservation League of Oregon named the Egyptian Theatre as one of the ten "*most endangered places*" in Oregon.

In 2010, the ETPA and the Urban Renewal Agency of Coos Bay were developing a building improvement strategy and wished to prioritize structural and facility improvements for use in applying for grant funding to restore the building. Accordingly, the Urban Renewal Agency contracted with ZCS Engineering to conduct a structural evaluation of the building. When ZCS Engineering presented their structural engineering assessment report in 2011, they identified structural deficiencies that deemed the building unsafe for public use. As a result, the City of Coos Bay was forced to close the building in March 2011 and the ETPA suspended all programming at the site.

Restoration Project

Over the next eighteen months, the ETPA engaged the community and explored a variety of options concerning the building. The feedback from the community indicated a strong desire to see the theatre

reopen. Subsequently, the Urban Renewal Agency of Coos Bay hired consultants to complete a market feasibility study to identify use potential and market opportunities. The study indicated the community loved the historic nature of the building but wanted improved amenities. As a result of the engineering and market feasibility studies, the Egyptian Theatre Steering Committee formulated a strategy to address the structural concerns, improve infrastructure, and enhance accessibility and amenities for patrons. The Egyptian Theatre Renovation and Restoration project was designed to address the structural and seismic concerns, which would allow the theatre to reopen. In addition, during the period while the theatre is dark, the ETPA elected to address key renovation concerns that would result in improved access and audience experience. Phase I would focus on structural improvements and safety issues, and installation of ADA restrooms. Other aesthetic and equipment upgrades would be done under Phase II as funds are raised. Phase I will be completed in January 2014.

The City awarded the contract for Phase I to DBL Construction and work began in August 2013. The ETPA and City of Coos Bay Urban Renewal Agency raised \$726,000 through community contributions and grants. Fundraising for interior and equipment improvements will be ongoing.

The target for reopening the theatre is June 2014. The ETPA determined that refreshing the façade should be completed prior to the re-opening. It is anticipated grants for the façade project will be awarded from Meyer

Memorial Trust, the State Historic Preservation Office, and City of Coos Bay Urban Renewal Agency.



West wall of the theatre

Historic Preservationist George Kramer was contacted to develop concept drawings for the façade improvement project. Mr. Kramer met with the ETPA board in October to discuss ideas and historic preservation requirements with city staff and the board. In November the concept drawings were presented and the board approved Option 3. The project is estimated at \$150,000 and includes repair and painting of the back/west side of the building (facing onto 2nd Court).



Concept by George Kramer