

CITY OF COOS BAY URBAN RENEWAL AGENCY
Agenda Staff Report

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

FROM: Eric Day, Community Development Department

THROUGH: Rodger Craddock, City Manager

ISSUE: **Update on Front Street Plan**

BACKGROUND:

The Urban Renewal Agency has requested an update on the 1998 Front Street Plan. The attached PowerPoint takes a look at what has been accomplished since the plan was implemented and some possible “next steps” in moving forward.

ADVANTAGES:

Additional information for the Urban Renewal Agency on the Plan and possible additional steps to move the Plan forward.

DISADVANTAGES:

None

BUDGET IMPLICATIONS:

None at this time

RELATED CITY GOAL:

To create a vibrant community for City citizens and entrepreneurs. To coordinate with our economic development partners in an effort to attract, retain, and promote expansion of local business opportunities.

ACTION REQUESTED:

Staff is seeking Urban Renewal Agency direction on proceeding with obtaining the Business Oregon and EPA grant's in an effort to write a planning and assessment document for the Front Street area.

Attachment A – Front Street PowerPoint presentation

FRONT STREET MASTER PLAN REVISITING THE VISION

Coos Bay Mayor Crystal Shoji

October 7, 2014



Who, What, When Where?

- ✓ In the late 1990's the City of Coos Bay obtained a grant from the U.S. Forest Service to assist with diversification of the economy.
- ✓ The Urban Renewal Agency (URA) contracted with McSwain & Woods, AIA and Crystal Shoji, AICP of Shoji Planning, LLC to develop a Master Plan for Front Street.
- ✓ A Steering Committee provided coordination for the project.
- ✓ Business Owner Involvement was key with interviews and meetings.
- ✓ Front Street is opportunity to celebrate our heritage in a mixed use area for tourism and community pride.

Purpose

- Help businesses grow on the waterfront.
- Provide opportunities for citizens to experience and enjoy the waterfront.
- Celebrate and reclaim our heritage.
- Attract visitors and contribute to a healthy economy.

History

- Front Street was the center of the community before the advent of the highway.
- Front Street diminished in importance after automobiles became the transportation preference.

Today

- Front Street has had a mix of uses for many years, but over time it has grown with the aura of an industrial area.
- Access to the waterfront and pedestrian connections are key components.



What is the Status of the Plan?

- 20-Year Plan now in its 16th year . . .
 - The requirement that uses had to be water-dependent industrial has been removed.
 - Mixed use zoning is now in place.
 - Many amenities have been added. Eric will review.
 - The anchor Historical Museum is underway.
 - To attract business, “connectivity,” and organization are key.
- ✓ Pedestrian activity needed!
- ✓ Time to update the Master Plan to move forward ---

WHAT HAS BEEN ACCOMPLISHED

- MUSEUM (ANCHOR TENANT FOR THE DISTRICT)
- ZONING (IMPLEMENTATION OF DESIGN AND USE CONFORMANCE)
- PAVING PROJECT ON FRONT STREET
- GENERAL AESTHETIC AND SAFETY IMPROVEMENTS (LIGHTING/FLOWER BASKETS/SIDEWALK)

NEXT STEPS

- PROCURE GRANT (EPA) TO PLAN FOR AREA (DOWNTOWN BOARDWALK TO NORTH CITY LIMITS)
- WITH GRANT MONEY ACCOMPLISH THE FOLLOWING:
 - SOILS ASSESSMENT (BOTH BROWNFIELDS AND GEOLOGICAL)
 - INFRASTRUCTURE ASSESSMENT AND RECOMMENDATIONS
 - AREA WIDE TRANSIT ASSESSMENT (MULTI-MODAL)
 - OPEN HOUSES WITH PUBLIC INPUT
 - HOW TO BEST USE FUTURE AVAILABLE URA MONEY