

Coburg Downtown Plan

Improving Transportation Choices for Coburg



*Prepared for
The City of Coburg*

*Prepared by
Lane Council of Governments*

June 2001

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Acknowledgements

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The contents of this document do not necessarily reflect the views or policies of the State of Oregon.



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Coburg Downtown Plan

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Chapter 1

Introduction

In April 2000, the Oregon Department of Transportation (ODOT)/Department of Land Conservation and Development (DLCD) Transportation Growth Management Program (TGM) awarded a grant to the Lane Council of Governments, on behalf of the City of Coburg, to look at transportation issues within Coburg's downtown. The grant was awarded because of concern about the growing major industries in the area and the resulting transportation impacts on Coburg's downtown core area.

A Downtown Advisory Committee (DAC) comprised of residents, property owners, business owners, and Planning Commission and City Council representatives was formed to help address various transportation and downtown concerns. DAC members met monthly to help develop a vision for downtown Coburg, create a survey for downtown businesses, help identify redevelopable properties, prioritize downtown issues, and develop possible strategies to address these issues. Because the members live and work in Coburg, the committee's participation was crucial to the success of the plan.

The Plan will be used as the basis for the development of a list of projects for which funding can be sought or these projects could be put on Coburg's capital improvement project list.

Historical Context

Coburg is a small farming community located about seven miles north of Eugene, along the west side of Interstate 5 (I-5). Surrounded by agricultural lands, the major physical features that define the area include the Coburg Hills and the



Willamette Street, 1910

Source: Lane County Historical Society

McKenzie and Willamette Rivers. The town, settled by Jacob Spores and John Diamond in 1847, was named Coburg around 1865 by blacksmith, Charles Payne, for a locally owned imported stallion from Coburg, Germany. The City of Coburg was incorporated in 1906.

During its early years, logging was a major industry for Coburg. The McKenzie River was the first transportation corridor, allowing logs to be floated



*Early Coburg mass transit:
the Eugene-Coburg jitney, 1915*

Source: Lane County Historical Society

down river to mills in Coburg. Other early transportation in the area was by stage, wagon, or horse. Jacob Spores operated a ferry to cross the McKenzie River near the present day Armitage Park. In 1890, the Woodburn-Oak Ridge Rail Line extended its tracks southward from Coburg to Springfield across a steel bridge spanning the McKenzie.

The economic boom between 1895-1915 were the *Golden Years* for Coburg with the opening of the Booth-Kelly mill. In the late nineteenth century, the town had two sawmills, grocery and mercantile stores, a bakery, drugstore and a weekly newspaper, The Coburg Journal. There



Early Coburg alternative transportation

Source: Lane County Historical Society

were four trains daily with a motor coach known as *The Skunk*, which took care of overflow passengers to Eugene and Springfield. River logging ended in 1912, due to the construction of the railroad, which was a more efficient mode for transporting logs. Coburg was displaced from its position as the leading saw mill town in the county. The location of the Booth-Kelly Mill near the river was no longer needed and soon closed down, causing a severe economic blow to Coburg. Much of Coburg's downtown area was destroyed by a fire in 1915 and again in the 1930s. Most of the early businesses are no longer in existence; however, many historic homes still stand today.

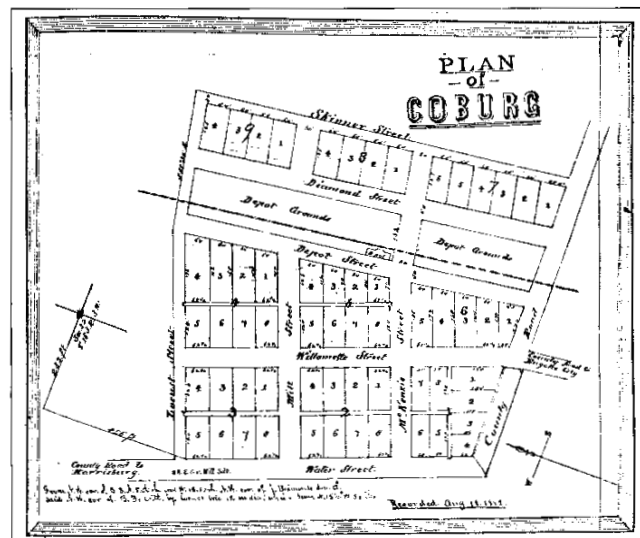


Southern Pacific Station in Coburg, 1910

Source: Lane County Historical Society

Today, Coburg's economy relies on industrial development along I-5 and retail trade and miscellaneous professional-related services within the

downtown core. Coburg still has the small town charm from yesterday. The downtown area is included in a National Historic District and many of the homes have been restored and converted into businesses. Special events, such as The Golden Years celebration and Coburg Antique Fair remind the community of Coburg's place in history.



Plan of Coburg, 1892

Source: Lane County Historical Society

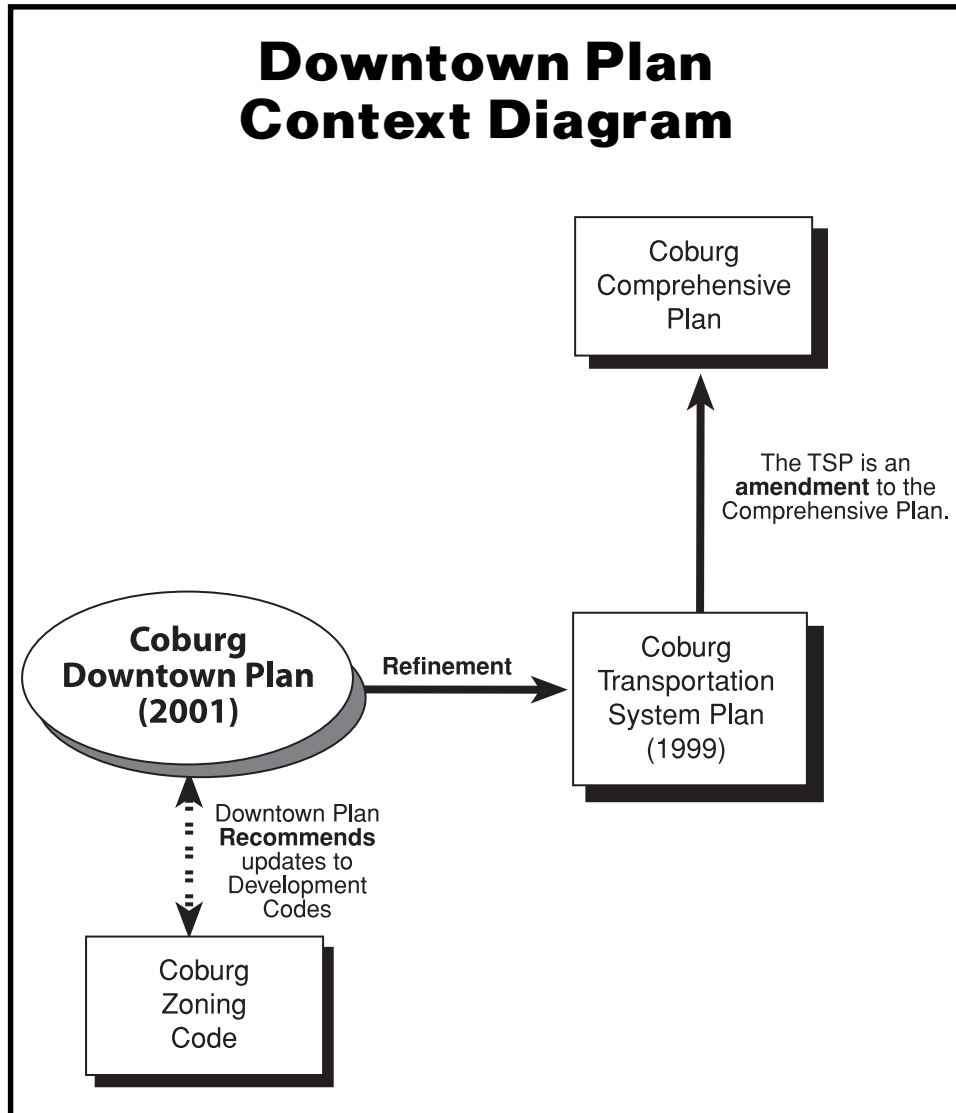
Plan Context

The Coburg Downtown Plan (Plan) is a refinement to the *City of Coburg Transportation System Plan* (TSP), which was adopted in September 1999. The Plan conforms to all TSP goals and policies, but provides greater detail on transportation and associated improvements within the downtown area, specifically the Central Business (CB) District. The land use component of the Plan recommends revisions to the Coburg Zoning Code; however specific ordinance amendments are not proposed to be adopted at this time. The City of

Coburg will be in Periodic Review in the near future and the city anticipates major revisions to its zoning code; a comprehensive approach to zoning code amendments will occur through this process. The downtown code recommendations can be incorporated at that time.

Planning Assumptions

The DAC assumed that it would not be making changes to the recently improved Willamette Street and Pearl Street. The City has received positive feedback since improvements were made to these streets and the Committee wanted to continue in this positive vein. The DAC also assumed that sewer would be available to the downtown area in the future. The provision of sewer service would allow many of the current septic and drainfield areas in this downtown area to be redeveloped as buildings, or parking or landscaped areas.



Planning Process

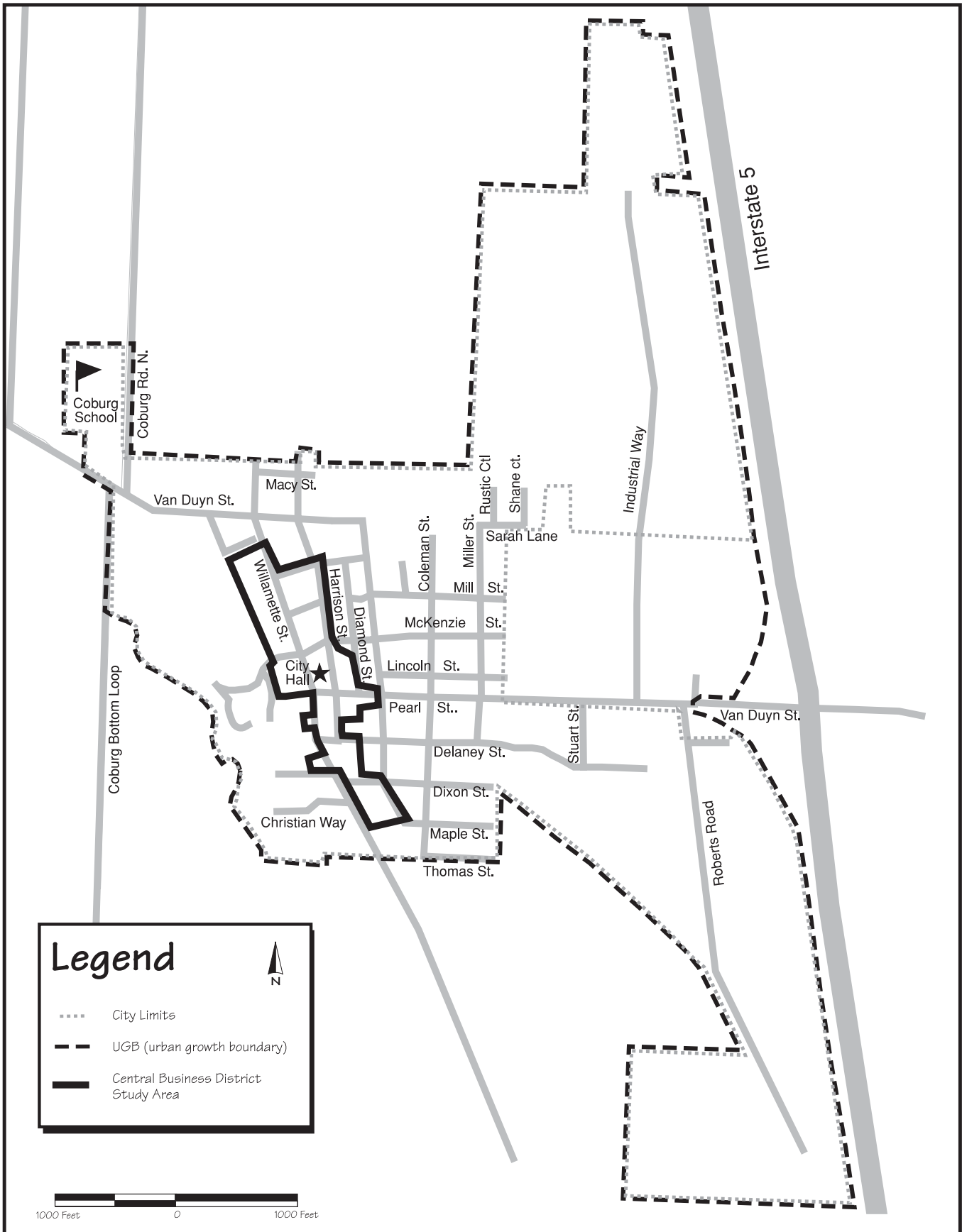
Citizen involvement and review were a key component in developing this Plan. The Plan was guided by an eight-member DAC, which was approved by the City Council in May 2000. The DAC represented a variety of interests and concerns, and was comprised of residents, property owners, business owners, and Planning Commission and City Council representatives. Members were charged with:

Study Area

The study area for this project includes the CB District boundaries. Coburg has a relatively compact, highly visible downtown area. It covers approximately 14 acres and is generally bound by Willamette Street to the west, Harrison and Skinner Streets to the east, Locust to the north, and Dixon and Maple Streets to the south (see Map 1, Study Area). Coburg's only other commercially zoned lands are in the Highway Commercial zoning district, east of downtown, near I-5.

- Providing input on parking and transportation issues, needs, and potential improvements within the CB District;
- Balancing the needs of the various interests;
- Using a consensus process and considering all needs and issues, including those of affected residents, businesses, property owners, the general community of Coburg, and the traveling public; and
- Completing their work no later than May 31, 2001.

Coburg Vicinity Map



The DAC met monthly from May 2000 to April 2001 and all meetings were open to the public. TGM staff provided technical assistance and valuable insight throughout the project. The committee agreed to a set of ground rules and a decision-making process (see Appendix A for Ground Rules). Staff from ODOT and the TGM program also attended these meetings and provided technical assistance throughout the project.

The DAC developed a vision for the downtown area, identified issues and strategies, and recommended code changes. The DAC also sent a survey to the downtown business owners and property owners asking them what they perceived to be the issues for the downtown area. The survey and results are discussed in Chapter 3 .

The public involvement activities for the DAC included:

- An issues survey that was sent to all property owners and business owners within the CB District. A total of 32 surveys were sent out and 15 responses were returned.
- A open house public workshop that was held January 25, 2001, to present the work by the DAC. A total of 18 people attended, as well as members of the DAC. Summary results are presented in Chapter 3.
- A work session with the Coburg Planning Commission on March 14, 2001. DAC members presented recommendations for vision, issues, and recommended code revisions, as well as discussed process.
- A presentation to the Coburg City Council on March 20, 2001. DAC members presented recommendations for the downtown area and outlined the progress to date, as well as the adoption process.

Coburg Central Business District Project Process and Products

February 2001

2000	2001
<p>May 2000</p> <p>Committee Meeting 1 Initial committee meeting to introduce project, agree on ground rules and decision-making process; approve meeting schedule, review policies related to the Central Business District, and brainstorm issues that could be</p> <ul style="list-style-type: none"> •Project overview •Ground rules and decision-making process •Policy framework •Transportation issues in Central Business District 	<p>January 2001</p> <p>Committee Meeting 7 Prepare for late-January public open house, discuss design standards for parking lots and discuss model development code design standards, review committee update for Planning Commission and City Council</p> <ul style="list-style-type: none"> •Committee role for open house •Draft materials for open house •Design standards for parking lots •Memorandum to City Council and Planning Commission
<p>June 2000</p> <p>Committee Meeting 2 Committee tour of the Central Business District, discuss a vision for downtown, and review draft survey</p> <ul style="list-style-type: none"> •Vision questions •Draft survey questions •Finalized meeting schedule 	<p>January 25 2001</p> <p>Open House</p> <ul style="list-style-type: none"> •Additional issues and strategies •Presentation of issues, strategies, priorities, and vision design guidelines
<p>August 2000</p> <p>Committee Meeting 3 Review survey results, approve vision, and prioritize issues</p> <ul style="list-style-type: none"> •Survey results •Vision •Issues from comprehensive plan, transportation system plan, strategic action plan and survey •Proposed methodology for redevelopment potential in downtown Coburg 	<p>February 2001</p> <p>Committee Meeting 8 Review public open house summary; discuss downtown building design guidelines; review project process, progress, and products.</p> <ul style="list-style-type: none"> •Project process, progress, and products •Open house summary •Downtown building design guidelines
<p>September 2000</p> <p>Committee Meeting 4 Review existing conditions map and redevelopment potential map, review and prioritize issues, brainstorm on conceptual design ideas for downtown</p> <ul style="list-style-type: none"> •Existing conditions map •Redevelopment potential map •Categorized issues matrix •Conceptual design ideas map 	<p>March 14 2001</p> <p>Work Session with Planning Commission Review proposed code amendments and design standards</p> <ul style="list-style-type: none"> •Project background and overview •Draft revisions to Zoning Code and Comprehensive Plan
<p>October 2000</p> <p>Committee Meeting 5 Review existing conditions map and redevelopment potential map, review and prioritize issues, brainstorm on conceptual design ideas for downtown</p> <ul style="list-style-type: none"> •Updated existing conditions map •Updated redevelopment potential map •Prioritized issues list 	<p>March 20 2001</p> <p>Work Session with City Council Presentation to City Council to review proposed code</p> <ul style="list-style-type: none"> •Project background and overview •Draft revisions to Zoning Code and Comprehensive Plan
<p>November 2000</p> <p>Committee Meeting 6 Review draft strategies and additional issues identified at October meeting, discuss January workshop, review possible mechanisms to improve downtown circulation</p> <ul style="list-style-type: none"> •Issues and strategies matrix •January open house proposal •Possible mechanisms to improve circulation list 	<p>July 17 2001</p> <p>Joint Public Hearing with Planning Commission and City Council Final Report</p> <ul style="list-style-type: none"> •Measure 56 and other legal notices •Staff report

Chapter 2

Existing Conditions and Future Needs

Existing Conditions

Downtown Road System

The main thoroughfares through downtown, Willamette Street and Pearl Street, are arterials that are under Lane County jurisdiction. Lane County recently improved these streets to include street lights, street trees, bicycle lanes, sidewalks, and curbs and gutters. City-owned collector streets run through downtown, generally following Lane Transit District's (LTD) bus route. The table that follows defines the differences between arterial, collector, and local streets. The remaining streets in downtown Coburg are local streets. The City also constructed a stormwater collection system and a stormwater treatment facility.

Traffic Volumes

Traffic volumes are significant on Willamette Street and Pearl Street because Willamette Street provides access from the Eugene-Springfield metropolitan area to Harrisburg and Highway 99, and Pearl Street provides access from I-5 to Willamette Street, where people may choose to travel north or south.



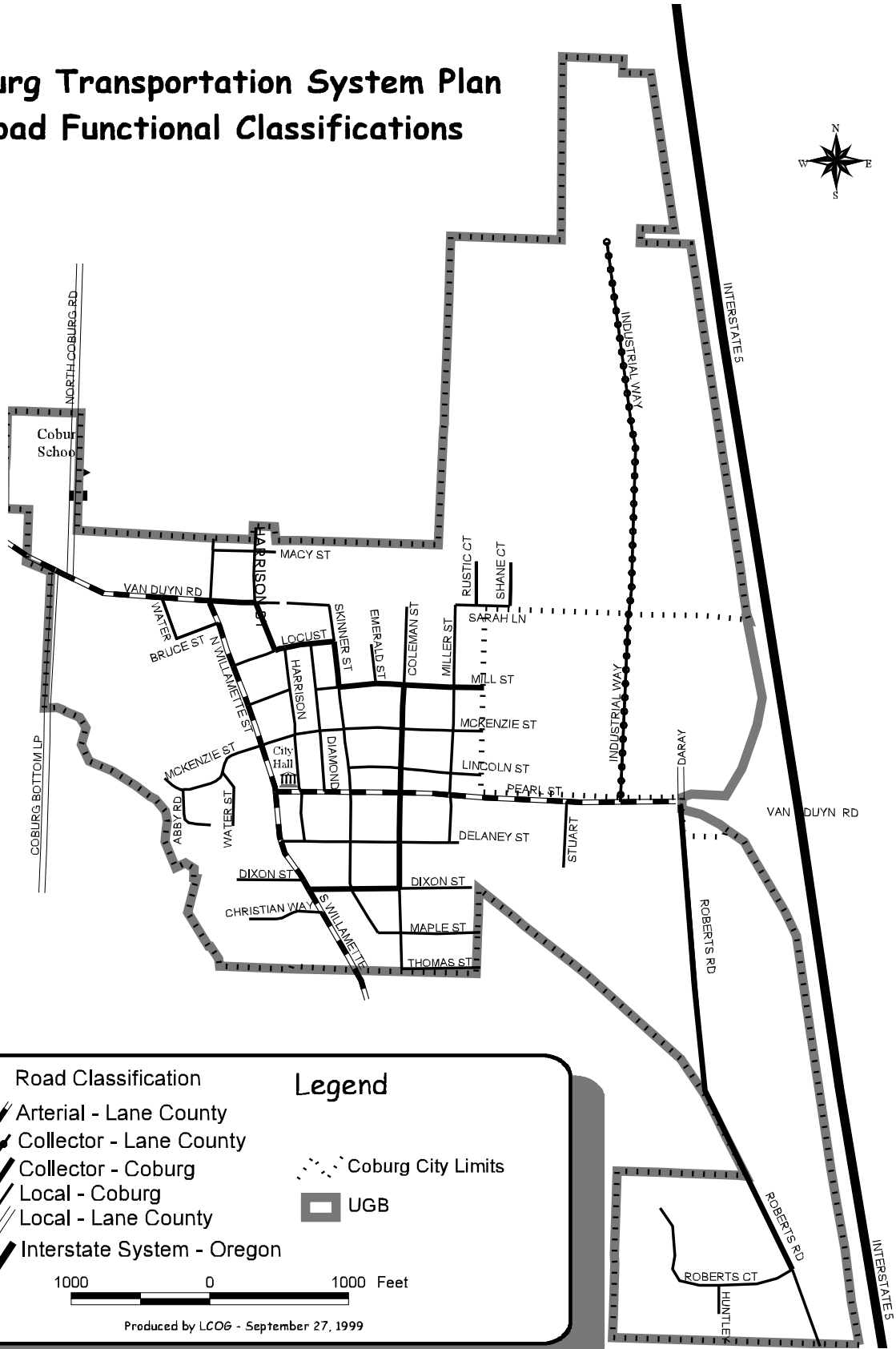
Traffic along Willamette Street has increased significantly in recent years.

The existing transportation system is dominated by automobile and truck traffic. Alternative modes such as bicycles and pedestrians represent only a small portion of the total trips within the study area. Based on 1998 data, the stretch of Willamette from the south city limits to Delaney Street receives 7,156 weekday trips on average. The remaining stretch of Willamette Street north of Delaney Street to Van Duyn Street varies from 6,984 to 7,256 weekday trips on average.

*Table 1.
Definitions of Functional Road Classifications*

Arterial Street	Primary route for travel within and between community areas. Access to an arterial is normally from a collector or local street rather than directly from a property. Sidewalks and bicycle lanes are normally provided.
Collector Street	Provides both land access service and traffic circulation within residential neighborhoods, and commercial and industrial areas. Differs from arterial in that a collector may penetrate residential neighborhoods and distribute trips from an arterial through the area to the ultimate destination.
Local Street	Primarily serves to provide direct access to abutting land and access to the higher order systems. Offers the lowest level of mobility and usually contains no bus routes.

Coburg Transportation System Plan Road Functional Classifications



Road Classification		Legend	
	Arterial - Lane County		Coburg City Limits
	Collector - Lane County		UGB
	Collector - Coburg		
	Local - Coburg		
	Local - Lane County		
	Interstate System - Oregon		

1000 0 1000 Feet

Produced by LCOG - September 27, 1999

Traffic Control

The only signalized intersection in Coburg is at the corner of Willamette Street (north-south) and Pearl Street (east-west). This signal was installed in February 1999 and is maintained by Lane County with electrical cost funded by the City.



Traffic signal at Willamette and Pearl Streets

Accidents

The majority of the accidents in Coburg between 1991 and 1995 occurred along Willamette and Pearl Streets. Four separate accidents were recorded at the intersection of Willamette Street and Pearl Street. All reported accidents resulted in non-fatal injuries and/or property damage.

Bicycle System

Currently, there are full bicycle facilities on Willamette Street. One block of city-owned Diamond Street, from McKenzie to Pearl Street, also has full bicycle facilities. Full bicycle facilities are



Bicycle and travel lanes on Willamette Street

defined as full width, unobstructed, and unbroken, paved bike lanes on both sides of the segment, either as striped lanes or a paved shoulder. Bicycles share the roadway with autos and pedestrians on the remainder of the streets within the study area.

There is limited bicycle parking in Coburg, located at the Coburg Market on Willamette Street.

Pedestrian System

The pedestrian system within the study area is limited. Willamette Street was recently improved, and has full sidewalks. Dixon, from Willamette to Skinner, and Locust, from Willamette to Harrison, has partial sidewalks (see definition below). The local streets within the study area are paved with gravel shoulders and have no sidewalks on either side of the street. Pedestrians share the roadway and gravel shoulders on the local streets with autos and bicycles.



Newly planted and mature street trees create continuity along Willamette Street.

Full sidewalks are defined as full, unobstructed, and unbroken sidewalks present on both sides of the roadway. Partial sidewalks are defined as having sidewalks present, but the sidewalks are obstructed or broken on either side and/or missing on one side.

Coburg's TSP identified a pedestrian crossing at the intersection of Skinner Street and Pearl Street as a proposed system improvement.

Public Transit

LTD Route #96 services Coburg. Public bus service is routed via Willamette Street with one bus stop downtown at Mill and Willamette Streets. Coburg does not have a formal Park-and-Ride location. At present there is free parking in the downtown area. One covered bus shelter is located south of Mill, east of Willamette Street.

Existing Conditions Inventory

An inventory that documents existing conditions within the study area identifies parking space availability, bike parking locations, sidewalk and alley conditions, and redevelopment potential. Inventory methodology is described below.

Staff began its inventory by preparing a map with CB District zoning boundaries and street names, tax lot parcel boundaries with property owner names, and street right-of-way locations (including alleys). Staff then developed an inventory tally sheet.

Based on visual survey, existing maps, and the *Coburg TSP*, staff gathered the following information for each parcel within the CB District:

1. Location or Address—Current use and name of business or property owner if known
2. Parking—Surfacing (gravel or paved), approximate number of spaces on-street and off-street (marked or unmarked), if unmarked, staff used a typical 10' x 20' space dimension
3. Alternate Mode Parking—Number and location of existing or potential bicycle racks
4. Sidewalks—Location of existing sidewalks
5. Alleys—Location of existing alleys and their condition (gravel or paved)
6. Historic Structure—Historic structures based on staff knowledge of existing historic inventory; determined redevelopment potential by observing remaining open space on lot for additions and/or condition of building that could be rehabilitated. Determined condition by visual observation of exterior of building
7. Other amenities/comments—Included comments on other potential development constraints on lot (large trees), areas for other future amenities (benches), redevelopment area or areas for future additional parking

Staff then completed the tally sheet and, using a current aerial photograph as base, developed an existing conditions map that includes the locations of road right-of-ways, curb cuts and access points, vacant properties, single-family dwellings, alleys, benches, LTD transit stops, drinking fountains and traffic signals, and the approximate number of parking spaces.

Existing Conditions Inventory Results

Parking

Parking within the CB District is limited to private off-street paved and graveled lots, and on-street public parking. With the exception of City Hall, which provides nine public off-street paved parking spaces and a graveled area for seven spaces on Harrison, all other off-street lots are reserved for customers of private businesses.

The Coburg Market and the Coburg Inn are two businesses that have larger off-street parking lots: a total of 50 spaces are centrally located within the CB District. These lots are used during special events in Coburg, such as the Golden Years celebration.

The Existing Conditions Inventory revealed that there are approximately 225 parking spaces available off-street in private parking lots, 125 paved, and 100 graveled. There are approximately 135 spaces available on-street for public parking. These spaces are located on gravel shoulders within rights-of-way or along curbs on Willamette Street. The DAC and Downtown Business and Property Owner Survey (discussed in Chapter 3) indicated that parking in certain areas and at certain times is a problem.

Street Conditions

The Existing Conditions Inventory showed that the majority of the streets within the study area are paved. Only Pearl Street and Willamette Street have curbs and sidewalks. Other streets have partial sidewalks and mostly graveled shoulders for on-street parking. The alleys within the study area are all graveled.

Other Amenities

There are existing pedestrian amenities located along Willamette Street and Pearl Street. These amenities include street trees, benches, street lights, drinking fountains, sidewalks, curbs, and gutters. Most of these are located within the right-



Amenities in downtown Coburg include benches, street trees, and street lights.

of-way and were part of the Lane County Willamette Street and Pearl Street project. Some businesses within the CB District have added their own amenities such as benches, picnic tables, and bike racks. These are generally located on private property.

Future Needs

Redevelopment/Development Potential

The Existing Conditions Inventory also surveyed development and redevelopment potential. The methodology for determining redevelopment and development areas is described below.

Background

The purpose for doing this analysis is to predict future commercial redevelopment/development potential within Coburg's CB District based on current land uses and zoning. This information can then be used to make decisions on future land use and transportation proposals. Redevelopable land is land on which development has already occurred but due to the physical state of the development and/or the market and/or policy choices, there is a strong likelihood that the existing development will be converted to or be replaced by a new or more



The City of Coburg selected light fixtures that were compatible with the historic theme of downtown.

intensive use. Redevelopment can occur if improvements, renovation, infill, or development or a more intensive use are feasible.

Mapping and Analysis

In order to identify the properties with the most development and redevelopment potential within the downtown study area, initial mapping categorized property as the following:

- Vacant lands;
- Vacant buildings and surface parking lots;
- Land currently in residential use (not mixed use) that is designated for commercial use (note: parcels that are located along Willamette and Pearl Streets will be identified as more desirable for redevelopment);
- Land with commercial redevelopment potential, that is:



The lot north of the Coburg Market is a possible development site.

- The use on the site is other than vacant, **and**
- The use on the site is not a surface parking lot, **and**
- The site is designated for commercial use, **and either**
 - The improvement value of the tax lot is less than the land value, **or**
 - The improvement value per acre of the tax lot is less than or equal to \$100,000, **and**
- Local knowledge of potential opportunities.

Limitations of Redevelopment Methodology

There are significant factors influencing redevelopment potential that do not lend themselves to identification through a geographic information systems (GIS) database. The GIS-based criteria are viewed as a starting point to identify sites with redevelopment potential. Other redevelopment areas identified by committee members were noted on the Proposed Action Plan Map.

The general theory is that over time land values increase, which reflects the increased demand for the land. If the improvement value is low relative to the land or site value, then it is likely that the market will yield a higher use on that site. Similarly, if the improvement value is low relative to the size of the site, the market is likely to yield a

more intense use of the land through expansion of the existing use or by division of the existing site.

The Redevelopment Potential Map identifies general areas for redevelopment within the downtown area using the above mentioned criteria. Several of the parcels identified did not meet the criteria due to certain conditions such as frozen property assessments and recent development not currently reflected on tax assessor's codes.

*Insert color copy of
Existing Conditions Map 11 x 17*

back side of map

*Insert color copy of
Redevelopment Map 11x 17*

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Chapter 3

Issues, Visions, and Strategies

This chapter of the *Coburg Downtown Plan* provides a list of prioritized issues, a vision, and strategies for the downtown area. These issues, strategies, and vision were developed by identifying issues within existing policy framework, working with the DAC, written surveys, and an open house. The process and results are discussed within this chapter.

Existing Issues

Issues surrounding the downtown area were first identified by a review of the *Coburg TSP*, *Coburg Comprehensive Plan*, and the *Coburg Strategic Action Plan*.

The DAC members reviewed this list of issues and added issues based on their experience as a downtown business owner, property owner, or community member. The DAC prioritized the issues based on the following categories:

Critical

- Problem exists, needs immediate attention
- Solution readily identifiable and straightforward to implement

Important

- Desire for change or improvement identified
- Solution may require outside involvement to implement (funding, participation, etc.)

Doable

- Contributes to overall cohesiveness of downtown
- Solution likely to affect change but not guaranteed

Downtown Business and Property Owner Survey

The DAC and staff prepared a business and property owner survey. The survey was distributed to all property owners and business owners within the study area. A total of 32 surveys were sent out; 15 individuals responded. A copy of the survey and complete survey results are contained in Appendices C and D.

The summary below describes the concerns and issues of the downtown business and property owners:

- Parking in general is a concern for the downtown area although problems are not severe.
- One of the concerns is special event parking at the grange and IOOF Hall.
- Suggestions for improving the problem areas include a public parking lot and/or requiring all downtown businesses to provide adequate off-street parking.
- The majority of the respondents would not be willing to pay for specific solutions.
- There was mixed support for having time limits on downtown parking. Additional support would be given if there was a city public parking lot and the time limits were on Willamette Street.
- A majority of respondents supported additional amenities for the downtown area, such as hanging baskets, public restrooms, and more benches.
- There was mixed support for downtown development standards, but support existed for standards for signs and buildings to reflect the historic character of Coburg.
- Other areas of concern were specific buildings downtown are not maintained, concerns about aesthetics, and maintaining historic character for buildings and signage.



The Historic IOOF building at the intersection of Willamette and Mill Streets

Downtown Open House

The DAC hosted an open house on January 25, 2001. A summary of the open house is contained in Appendix F. The DAC presented the issues and strategies, draft vision statement, redevelopment areas, and proposed design guidelines and standards. A total of 18 individuals attended the workshop and the following additional issues were raised:

- *Golden Years*: The old time fiddlers' contest attracts older people, many of whom have mobility problems. Disabled parking and access to this event is difficult in the downtown area. The parking lots in town have either rough paved surfaces or are gravel, which makes it difficult to get around.
- The open space areas downtown should be preserved to allow for booths and parking for the *Golden Years* celebration.
- City Hall does not have adequate parking for the meetings that are held there. There needs to be a better meeting hall that provides adequate parking.
- City Hall should be given to the police department and a new City Hall should be located close in the downtown area.
- The City should consider the expansion of the CB District south of the intersection of Pearl Street and Willamette Street on the west side of Willamette Street (currently zoned Residential).
- Access for persons with disabilities is an issue in the downtown area. There are only a few paved parking lots. The existing improvements on Willamette and Pearl Streets provide sidewalk ramps at intersections, but the side streets do not have sidewalks.

Prioritized List of Issues

Based on the policies from the TSP, *Comprehensive Plan*, DAC, Existing Conditions Survey, Business and Property Owner Survey, and the open house, the following issues were identified:

Transportation Related

Parking:

- Owners and tenants should not be allowed to park on the street because they reduce places for customers to park.
- Apply and enforce parking and signage standards fairly to all developments downtown. New businesses should not be allowed to expand unless they provide adequate parking.
- Parking standards should not place unnecessary restrictions on property owners proposing to upgrade older buildings on small lots.
- The city should buy vacant property and develop a public parking lot.
- The Grange and a few other businesses do not have adequate parking, which causes overflow parking problems for other businesses in the area.

Alleys:

- Investigate the possibility of using existing alleys for pedestrian access, etc.

Alternative modes:

- Make it easier to bike or walk by providing adequate amenities.

Land use-related:

Architecture/design standards:

- Identify ways to encourage renovation or restoration of existing homes.
- Support development standards that require/encourage compatibility with historic feel of Coburg.

Amenities/beautification:

- Enhance the streetscapes on the major thoroughfares in Coburg. Amenities could include pedestrian benches, street trees, and street lighting.

Process for Developing a Vision

The DAC brainstormed a vision for the downtown area. Members reviewed policies in the *Coburg TSP* and the *Comprehensive Plan* (see Appendix H)

The following questions were raised by the committee to develop a draft vision statement:

1. What are the community development, environmental, and transportation goals for the downtown and surrounding areas?
2. How can parking serve as a catalyst for desired development?
3. Should parking be provided for *all* who want to drive downtown or should it be rationed in a specific manner?
4. What balance should be achieved between parking located on the outskirts of downtown and parking located along transit stops in outlying areas?
5. Does the downtown need or want public parking lots?



Wide sidewalks allow pedestrians to pass even if benches are in use.

Vision

The following vision for downtown was developed using comments from the downtown business owner's survey and the open house participants:

The downtown area of Coburg should reflect the rural and historic character of the area. Businesses are encouraged to provide attractive building exteriors, signs, landscaping, and parking lots that are in keeping with the character of the downtown area. The downtown area is the heart of Coburg and essential businesses and city functions should be located in this area. The downtown area should invite citizens and other customers to use alternative modes of transportation, including walking and bicycling, to patronize these businesses.

Strategies

This section contains a list of proposed strategies to address prioritized issues. The strategies are intended to address downtown issues identified during the planning process and to implement the vision developed by the DAC.

The issues and strategies are consistent within the policy framework of the *TSP* and *Comprehensive Plan* (see Appendix H) for the downtown area.

Table 2. Prioritized Issues and Strategies for Downtown Coburg

Priority	Issue (an identified problem or need)	Strategy (a plan of action aimed at achieving a specific end)
PARKING		
<p style="text-align: center;">Critical</p> <hr/> <p>(Problem exists, needs immediate attention; solution readily identifiable and straightforward to implement)</p>	<p>Mill Street parking is confusing and not pedestrian friendly</p> <ul style="list-style-type: none"> • Need long-term solution to problem 	<p>Clearly identify areas for parking, pedestrians, and other users of Mill Street.</p>
		<p>Identify other areas in downtown for parking lost on Mill street.</p>
		<p>Work with Lane Transit District to move location of current bus stop.</p>
		<p>Work with School District 4J to move school bus stop to a safer location.</p>
		<p>Recommend that City Council address Mill Street parking issues.</p>
<p style="text-align: center;">Important</p> <hr/> <p>(Desirable for change or improvement identified; solution may require outside involvement to implement)</p>	<p>Parking standards should provide flexibility for property owners proposing to upgrade older buildings on small lots</p>	<p>Identify ways to encourage renovation or restoration of existing homes.</p>
	<p>Apply and enforce parking and signage standards fairly to all developments downtown.</p> <ul style="list-style-type: none"> • New businesses should not be allowed to expand unless they provide adequate parking. 	<p>Create development standards for parking lots and design guidelines for buildings that require/encourage compatibility with historic feel of Coburg.</p>
	<p>Owners and tenants should not be allowed park on street because this reduces places for customers to park.</p> <p>The Grange and a few other businesses do not have adequate parking, which causes overflow-parking problems for other businesses and residents in the Central Business district.</p>	<p>Send letters to business owners asking them and their employees not to park on street.</p>
<p>Institute parking agreements between properties for joint use of parking.</p> <p>Provide better use of off-street parking: churches, auditoriums, and theaters...combine several uses in one lot. Coordinate special uses at Grange so there are no conflicts with other businesses.</p>		

Table 2 (continued)

<p>Priority</p>	<p>Issue (an identified problem or need)</p>	<p>Strategy (a plan of action aimed at achieving a specific end)</p>
<p>PARKING (continued)</p>		
<p>Important <hr/> (Desirable for change or improvement identified; solution may require outside involvement to implement)</p>	<ul style="list-style-type: none"> • Institute a parking validation program for customers only (use as last resort or long-term solution only). • Hair dresser parking a problem (too many customers and employees) • Codes should address parking needs based on occupancy or employees (current code not adequate). • Better enforcement on changes in uses to accommodate parking • Identify code conflicts and make amendments. • Off-site parking allowance (400 feet) is too far away and difficult to enforce. 	<p>Provide public parking with signage directing people where to park. Long-term public parking should have time limits.</p>
		<p>Identify short- and long-term parking users and places for each.</p>
	<p>Employers should regulate off- and on-street parking for employees.</p> <p>As a last resort, install parking meters or have time limits for on-street parking.</p>	<p>Develop code language to provide parking with adequate number and location on site.</p>
		<p>Institute a business license program to track/monitor businesses (could use revenue for code enforcement).</p>
<p>Doable <hr/> (Contributes to overall cohesiveness of downtown; solution likely to affect change but not guaranteed)</p>	<p>Encourage the City to purchase land, preferably vacant, downtown to develop a parking lot. Investigate funding for this purchase.</p>	<p>Redevelop City Hall lot; either sell for retail or trade for parking lot.</p>
		<p>Coordinate with Chamber of Commerce for formation of downtown association to address parking issues.</p>

Table 2 (continued)

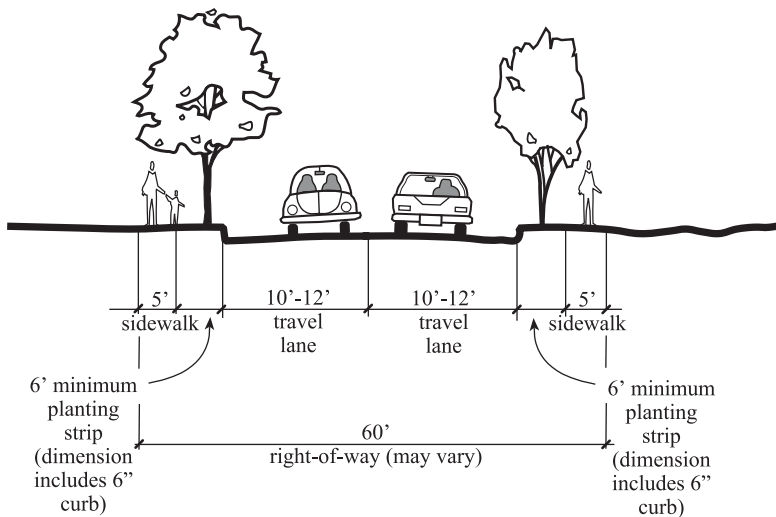
Priority	Issue (an identified problem or need)	Strategy (a plan of action aimed at achieving a specific end)
ALLEYS		
<p style="text-align: center;">Doable</p> <hr/> (Contributes to overall cohesiveness of downtown; solution likely to affect change but not guaranteed)	Investigate using existing alleys within study area for pedestrian access, etc.	Identify critical alleys for pedestrian access.
	<ul style="list-style-type: none"> • Be aware of safety issues for pedestrians in alleys, such as conflicts between business loading and unloading, and property owners' maintenance. 	Provide safe pedestrian passage with signage, paving, etc.
ALTERNATIVE MODES		
<p style="text-align: center;">Doable</p> <hr/> (Contributes to overall cohesiveness of downtown; solution likely to affect change but not guaranteed)	Provide adequate amenities to improve use of alternative modes, including Willamette Street, as the main thoroughfare and side streets. <ul style="list-style-type: none"> • Have design guidelines for side streets for alternate modes that are compatible with the Willamette Street design. • Encourage amenities such as pedestrian benches, street trees, and street lighting. 	Develop design guidelines that encourage alternate modes.
	Provide safe pedestrian circulation downtown, including safe crossings.	Provide striping, special paving and/or signage to indicate pedestrian crossing.
ARCHITECTURE/DESIGN STANDARDS		
<p style="text-align: center;">Important</p> <hr/> (Desirable for change or improvement identified; solution may require outside involvement to implement)	Identify ways to encourage renovation or restoration of existing homes. <ul style="list-style-type: none"> • Support development standards that require/encourage compatibility with historic feel of Coburg. • Review code language for conflicts with required parking and uses. 	Develop design guidelines that support historic Coburg.
	Improve parking aesthetics.	Require development standards for parking lots that include landscaping, trees, lighting, etc.
	Maintain historic feel of Coburg.	Develop guidelines/standards for building that include amenities, landscaping, etc.

Table 2 (continued)

<p>Priority</p>	<p>Issue (an identified problem or need)</p>	<p>Strategy (a plan of action aimed at achieving a specific end)</p>
<p>AMENITIES/BEAUTIFICATION</p>		
<p>Important (Desirable for change or improvement identified; solution may require outside involvement to implement)</p>	<p>Enhance the streetscapes on the major thoroughfares in Coburg.</p> <ul style="list-style-type: none"> • Investigate ways to raise money for more bike racks, benches, hanging baskets, etc. • Provide pedestrian benches, street trees, and street lighting. • Develop a Downtown Business Association with the Chamber to better address other issues such as beautification, signs, and parking enforcement. 	<p>Prepare a proposal to the Chamber of Commerce to fund specific downtown projects.</p>
		<p>Create a business license program to fund downtown beautification, parking maintenance, and signage.</p>
<p>OTHER</p>		
<p>Important (Desirable for change or improvement identified; solution may require outside involvement to implement)</p>	<p>Maintain the Central Business zone boundaries.</p> <p>Recommend to the City Council that the expansion of the Central Business zone should be discouraged.</p> <p>Adopt plan policies that discourage the expansion of the Central Business zone, especially on to Pearl Street.</p>	<p>Create a downtown business association to prioritize capital improvements with participation with City, Chamber, business, and property owners.</p>
	<p>Support diverse types of commercial developments to maintain a healthy downtown.</p> <ul style="list-style-type: none"> • Develop a joint drainfield to allow for more restaurants. • Identify areas for commercial/retail uses and potential parking areas. 	

Optional* Curb and Gutter, and Sidewalks Required Planting Strip

*(Need must be shown)



Coburg TSP Central Business street standards;
possible improvements to Mill Street

While all these issues may not be implemented within the planning period, the vision and prioritized issues and strategies are intended to give the City of Coburg a long-term vision for the downtown area.

Prioritized Issues and Strategies Summary

Prioritized issues are presented in Table 2. The DAC recognized that as additional development occurs off the main streets of Pearl and Willamette, additional street improvements, such as pedestrian sidewalks, curbs, access management, and parking control will need to be provided to assure safety for pedestrians, bicycles, and vehicles. Strategies included encouraging a cooperative spirit among business owners, coordinating with LTD and the school district, and recommending that the City Council directly address parking issues on Mill Street.

Parking in general is an issue of concern for the downtown area. During certain times and in certain areas of the downtown there is a parking problem. Existing historic buildings, such as the Grange Hall, do not have adequate parking for evening

events that occur on a weekly basis. On-street parking is not clearly defined, which causes traffic congestion and conflict with pedestrian circulation during these times. Other parking issues relate to employee parking and the desire for an off-street public parking lot.

Other issues include the preservation of the historic character of Coburg, long-term parking solutions, and additional amenities for the downtown area, including keeping the design theme of the downtown area.

Proposed Action Plan Map Description

This map provides a conceptual framework for addressing issues and strategies, and the vision for the downtown area. This map concept was developed by the DAC and refined by participants in the open house and identifies:

- Vacant properties;
- General retail and office groupings;
- Potential parking sites;
- Redevelopment areas, including ideas for relocation of City Hall;
- Pedestrian circulation plan, including additional street crossings;
- Possible locations for downtown amenities, including benches, bike racks; and
- Special event locations, which would provide areas for parking and set up for *Golden Years* and the Antique Fair.

This action plan, while only conceptual, does not commit the City to purchase land or private landowners to agree to develop their property as shown on the map. It is intended to generate discussion of issues identified in the downtown Coburg area and potential solutions.

Insert Map 4. Action Plan Map 11x 17 from Jeff

Back side of map

Chapter 4

Recommended Design Guidelines and Standards

The DAC reviewed standards and design guidelines from several cities. Many of the examples included provisions for preservation of historic character of downtown areas, providing public amenities, such as open space plazas, exterior lighting, benches, landscaping, expanded sidewalks, and placement of parking lots. The DAC used the issues and strategies table (see Chapter 3) as a guideline to determine the applicability of standards and design guidelines for downtown Coburg.

The DAC determined that design guidelines will provide direction to the Planning Commission for reviewing development proposals for downtown. These guidelines are not specific standards that mandate specific improvements, but can be used by the Planning Commission to address unique issues of each site. The DAC also recommended clear and objective standards that would be incorporated into the zoning ordinance that would require basic improvements within parking lots. Examples of these standards include: minimum landscaping requirements, buffers between residential and commercial developments and limitation of auto-oriented uses in the downtown area.

The following is a list of design guidelines and standards recommended by the DAC. This list was presented at the open house and at the Coburg Planning Commission work session. While this list is only a general description of the vision of the DAC, a list of proposed code amendments is in Appendix G. A thorough review of the specific ordinance language for adoption will need to be reviewed by the Planning Commission. The City of Coburg may hold additional work sessions and public involvement open houses to review the code language. The City may choose to incorporate these guidelines and standards into the Periodic Review work program in the near future.

These guidelines standards apply to new construction only; existing buildings would not need to be retrofitted unless modifications were made to the structure.

Building Guidelines and Parking Lot Standards for Downtown Coburg

Applies to New Construction Only

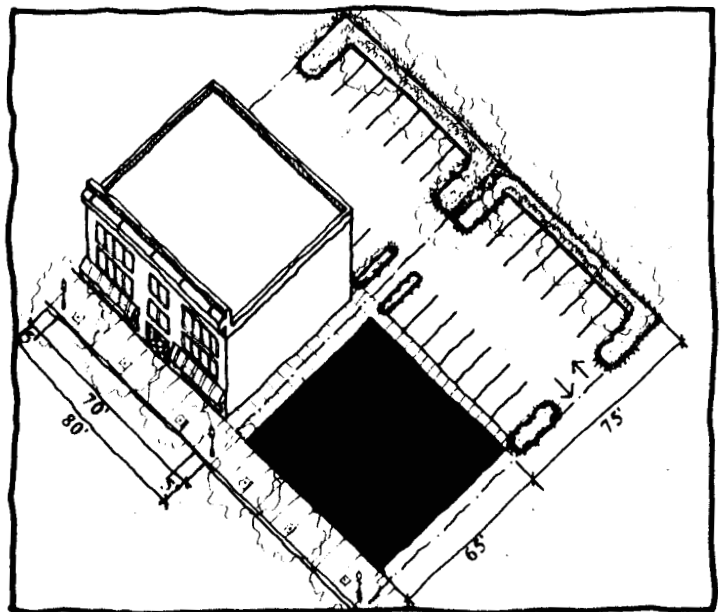
Parking Design

1. Access

- Where feasible, new parking lots may have access to alleys as their secondary access.

2. Location

- Off-street parking shall be located to the rear or side of the building.
- Parking areas with more than 20 spaces shall be divided by landscaped areas or walkways or by buildings or groups of buildings.



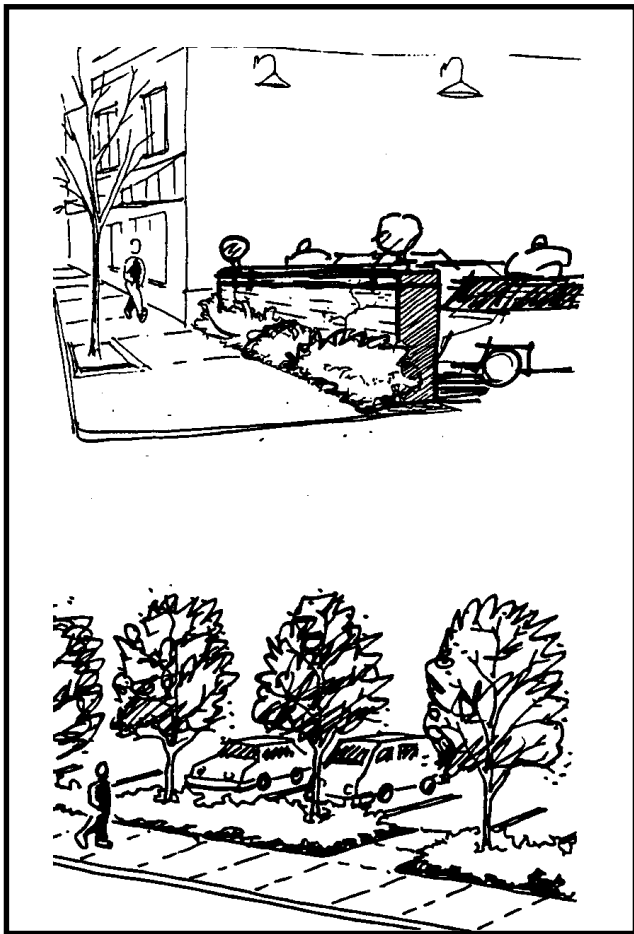
Preferred parking lot locations for the downtown area

Source: TGM

3. Landscaping Requirements in the Downtown Area

- A minimum of 10 percent of the total parking area shall be landscaped. The 10 percent must include at least one tree per ten parking spaces and five five-gallon or eight one-gallon shrubs. The remaining area shall be planted with suitable living ground to cover at least 80 percent of the landscaped area. Trees must be at least ten feet in height at planting.

- Parking areas located adjacent to a road right-of-way shall be buffered by a five-foot landscaped strip between the parking lot and road right-of-way and contain at least one tree per ten parking spaces. Curb stops shall be provided between the parking spaces and building or landscaped area. The landscaping must allow for visual surveillance for security.
- A buffer is required between commercial and residentially zoned property and front, side, and rear yards. The buffer area must be a minimum of ten-feet wide for front yards and five-feet wide for side and rear yards with a row of trees ten-feet tall or a 36-inch tall hedge screen at planting. This requirement shall also comply with existing Zoning Code language that requires a 70 percent screen between districts.
- New development shall provide either vegetative or fenced screening of mechanical equipment. This requirement shall also dovetail with existing Zoning Code language that requires a 70 percent screen.



Parking lots adjacent to streets should be separated by landscape buffers or screen walls.

Source: City of Sumner, Washington

4. Amenities

- Outdoor seating shall be provided downtown and can be provided within the landscaped areas. Seating shall match existing benches within the downtown area.



New benches in the downtown area should match the existing design.

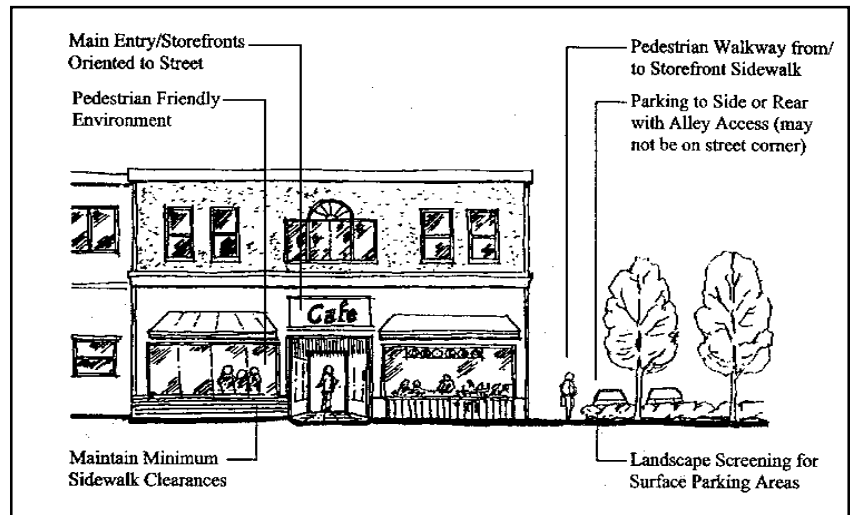
- Lighting shall be provided in parking lots larger than ten spaces. Lighting fixtures shall be consistent with the existing downtown lighting theme and comply with existing Zoning Code and Performance Standards regulations.



Lighting fixtures downtown should be consistent with the existing lighting theme.

Limitation of Auto-Oriented Uses in the Downtown Area

- Limit auto-oriented uses such as:
 - Vehicle repair, sales, rental, storage, service shall be limited to enclosed buildings of 5,000 square feet or less; and/or
 - The site shall have 100 feet of street frontage or less, because these uses detract from pedestrian-friendly character of the district.
- Drive-up, drive-in, and drive-through uses are permitted only when accessory to primary use, shall not include food service, and are:
 - Not located within 20 feet of a street,
 - Not oriented to a street corner, and have
 - No more than one drive-in/through/up facility per block.
- Drive-through eating establishments shall be allowed in the Highway Commercial (C-2) and Light Industrial (LI) zoning districts.



General building orientation elements

Source: TGM

- Primary entrance shall be facing the major street.
- Corner lots shall have building entrances with corner entrances if possible and compatible.
- Off-street parking shall not be placed between a building and the street. Parking, driveways, and other vehicle areas shall be prohibited between buildings and street corners.
- Allow for variation of setbacks based on topographic or other physical constraints.

Other Parking Issues

1. Allow for off-site parking within 200 feet with annual documentation of parking agreement.
2. Combine access points to parking lots whenever possible to reduce the number of driveways.

Building Architecture

1. Building Orientation

- Buildings shall be oriented to the major street and shall provide direct pedestrian access from the street to the entrance of the building.



Buildings should have the primary entrance facing the street.



Buildings on corner lots can take advantage of maximum visibility with corner building entrances.

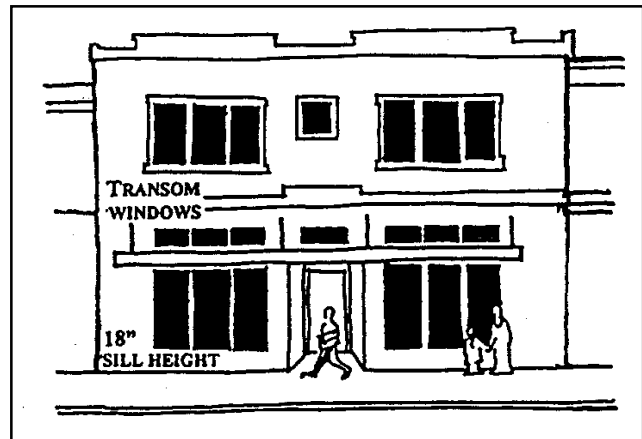
Source: TGM

- Building façades shall be set at property edge along a sidewalk or setback no more than 15 feet for an area dedicated to shared outdoor space.

2. Building Design Elements

- Entrances
 - Provide recessed entries, retain historic doors and original door height.
- Window locations
 - All new buildings shall have storefront design elements, such as regularly spaced and similarly shaped windows and placement, and ground floor windows.
 - Windows shall cover 40-80 percent of ground floor facade area.
 - Windows shall begin no more than 30 inches above sidewalk.
 - Encourage transom or clerestory windows above entrances.
 - The main elevation shall provide windows or transparency at the pedestrian level and upper floor windows shall continue vertical and horizontal character of the ground level windows.
- Roof lines
 - Decorative cornices shall be incorporated on new buildings as appropriate to design.

- Design roof additions to be compatible with existing structure and design.
- Other
 - Scale and height shall be compatible with surrounding buildings.
 - If blank walls are required for structural reasons, any walls visible from public streets shall include a combination of architectural elements and features such as offsets, windows, entry treatments, wood siding, brick, stucco, display panels, colors, murals, pillars, columns, etc.
 - Site new construction to attract activities along the street edge. Encourage the construction of balconies, entrances, windows, and patios.
 - Recommend uses of specific façade materials, texture, roof forms, specific types of awnings (no bubble awnings), color, and size.

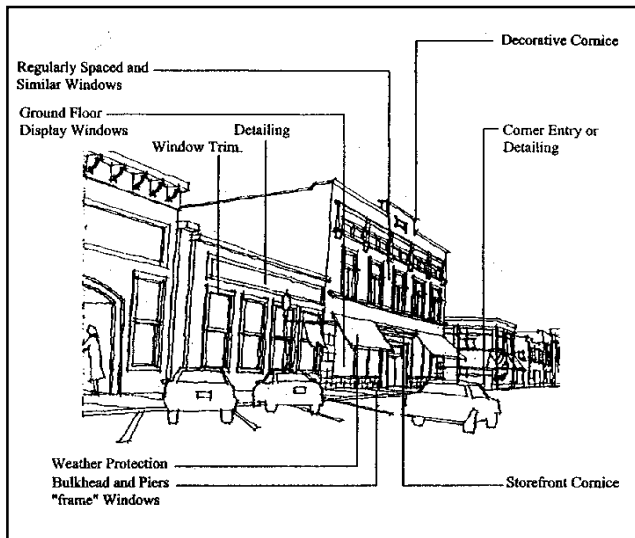


Storefront window locations and transom windows are inviting to the public.

Source: TGM

3. Historic Compatibility

- Encourage property owners to remove non-compatible alternations, such as aluminum windows, non-historic siding, etc.
- Encourage renovations to restore older buildings to original condition.
- Non-period architecture is encouraged to celebrate its distinctive design features. Renovation shall facilitate pedestrian access.
- Encourage new construction to continue rhythm by expressing similar interval in facade.



Building design elements that would complement Coburg's historic character.

Source: TGM

Pedestrian Amenities

1. Bike Parking

- New development and changes in use shall provide one bike space per use. This parking may be grouped and must be as close as the closest parking space.
- The bike parking space shall be located in front of stores along the street, either on sidewalk or pedestrian curb extensions, and shall not interfere with pedestrian passage leaving a clear area of at least 36 inches.



Additional bicycle parking downtown will make the area more accessible.

2. Plazas, Open Space, Benches

- Every development shall provide one or more pedestrian amenities for each 4,000 square feet of building. The following amenities are allowed:
 - A plaza, courtyards, or extra wide sidewalk next to the building entrance;
 - Planters, hanging baskets, pocket parks, or decorative gardens;



An extra wide sidewalk can be used as a small plaza area.

Source: TGM

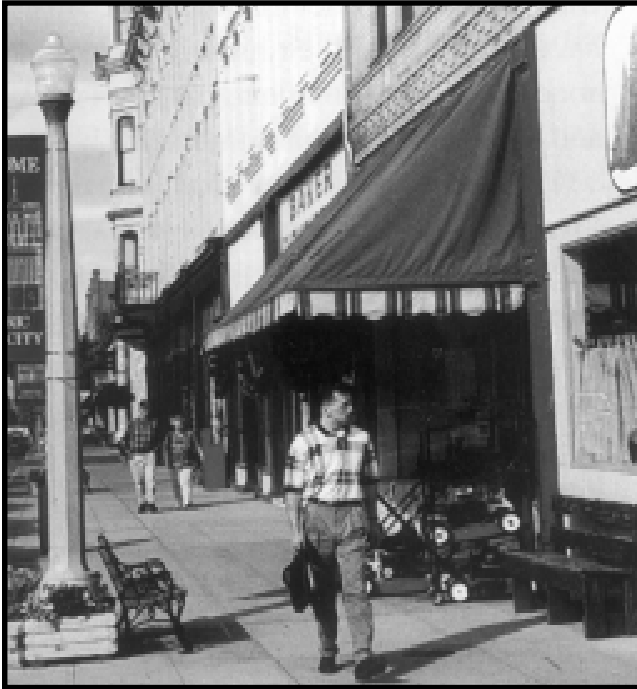
- Sitting space, (dining area or benches. Bench to be consistent with existing downtown design);
- Public art (fountain, sculpture, mural, etc.);



The use of water attracts people to an area.

Source: TGM

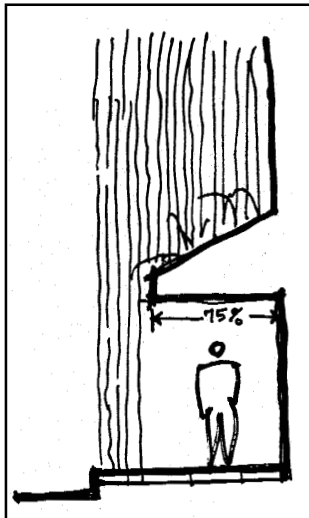
- Street trees 50 percent larger than required by Code; and
- Weather protection (awnings or canopies).



Awnings protect pedestrians from sun and rain, while providing an attractive storefront.

Source: TGM

- Pedestrian amenities shall be located outside main entrances, along pedestrian corridors, or near transit stops, and access to plazas and pocket parks shall be accessible from a public right-of-way or public access easement.
- Encourage other opportunities for open space areas; rooftops, courtyards, entranceways, etc.

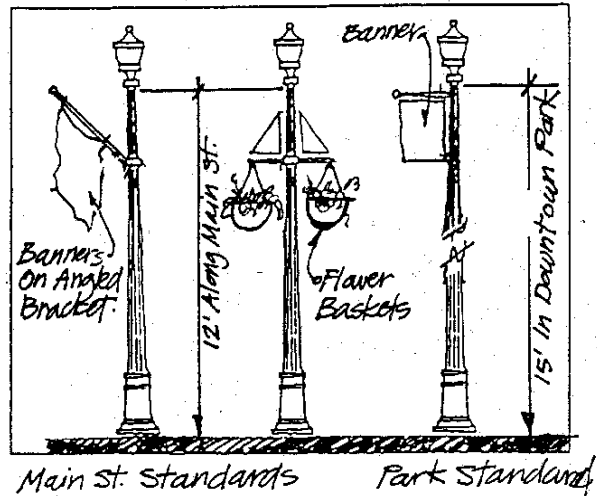


3. Lighting

- New street lighting shall match existing lighting fixtures in the downtown area and comply with existing regulations.
- Encourage all new lighting to be compatible with downtown theme.

4. Hanging Baskets, Banners, Murals

- Encourage the placement of hanging baskets on street light poles.



Hanging baskets and banners can enhance the street appeal of the downtown area.

Source: TGM

- Develop ordinances for the use of banners.
- Encourage painted murals for blank walls facing public streets, using historic Coburg theme.



Murals are an attractive treatment for blank walls.

5. Street Trees

- Require planting of street trees in the downtown area every 30 feet along all public streets. Minimum size of 20 feet tall, 1 inch diameter at planting. Property owners are responsible for maintaining trees. Refer to the City of Coburg's existing list of street trees, including species that are columnar, and do not interfere with electrical lines and signage of commercial buildings.

Chapter 5

Implementation of the Coburg Downtown Plan

The following list is a proposed course of action for the City to implement the Coburg Downtown Plan:

Adopt code changes. The CB zone should be amended to incorporate the proposed design guidelines and standards. A draft of potential code language revisions is included in Appendix G. Downtown property and business owners were given the opportunity to review the proposed standards and guidelines. Additional public workshops, Planning Commission work sessions, and public hearings would need to be held prior to final adoption. This process can easily be incorporated into Coburg's future Periodic Review work program.

Form a downtown business and property owner association. Local citizens, the Chamber of Commerce, and City representatives should be included. Other special interest groups, such as the Golden Years and the Antique Fair planning groups can be included to assure that all needs are addressed. The benefits of a downtown association are:

- This group would allow for all interests to come together to identify issues and concerns;
- Specific projects and funding mechanisms can be identified that would be outside governmental jurisdictions, such as private funding and projects;
- The Downtown Plan can serve as a guide for downtown planning and can be refined over time as needs change in downtown Coburg;
- Projects identified in the Coburg Downtown Plan, as part of the TSP, will give the City an advantage for grant opportunities, as these projects are part of the *Comprehensive Plan* to create a capital improvement project list;
- Provides for a central location for coordination of special events in the downtown area.

Institute a business license program. This type of program would allow for coordination of all downtown businesses. This would assure that all new businesses become aware of the specific city requirements pertaining to the downtown area, such as sign permits, building permits, design guidelines, and standards. The license program would

also provide the Chamber of Commerce a mechanism to evaluate business diversity in the downtown area and help provide marketing strategies for the Chamber.

Identify funding mechanisms. The following list provides a reference of potential funding mechanisms for the downtown area. It is important to point out that the capital improvements proposed in this plan are likely to take a number of years to be implemented and some of these funding sources may no longer be available.

Potential Funding Sources

Local Revenue Sources

Gas Tax Revenues – The State collects gas taxes, vehicle registration fees, overweight and overheight fines, and truck taxes and returns a portion of the revenues to cities and counties. Typically, this funding is used to fund street construction and maintenance but it can be used to make any transportation-related improvements only within the public right-of-way, including sidewalks, intersection upgrades for pedestrians, and bike lanes.

Local Improvement Districts – There are several types of local funding districts that can be formed to finance different kinds of improvements to main streets. Some of these districts can fund capital improvement projects, such as sidewalk improvements, while others support smaller projects.

The following are brief descriptions on these various district types and what kinds of improvements they can fund. Each of these funding sources is limited to a specific area where the taxpayers are the primary beneficiaries of the improvements. Each process must be approved by the City Council.

A **Local Improvement District (LID)** provides funding for local capital improvements such as sidewalks, streets, or bikeways. The assessment formula for an LID can be based on the linear front-

age of property, trip generation, or other similar criteria. Individual property owners typically have the option of paying the assessment in cash or applying for assessment financing through the city.

An **Economic Improvement District (EID)** is where the assessments are based on property assessment values or are a simple fee on property. EIDs cannot fund capital improvement projects, but they generally fund smaller projects that complement larger downtown improvements. EIDs are limited to a five-year duration and can be renewed. Several cities in Oregon have EIDs including McMinnville, Corvallis, Baker City, and Joseph. EIDs are often managed by a downtown development group.

A **Business Improvement District (BID)** is similar to an EID except that assessments are paid by business owners rather than property owners. BIDs are also restricted from paying capital improvements but can fund smaller projects. A BID can have a time limit or it can be perpetual.

Short-Term Debt

There are two types of short-term debt: tax and revenue anticipation notes and public improvement notes. In each case, short-term debt is incurred based upon, and secured by, anticipated future revenues and a line of credit. Issuing short-term notes allows the issuer to delay long-term financing until the market is more stable.

Grants and Loans

There are several State and federal grant and loan programs available for economic development or specific transportation issues. Most programs require a match from the local jurisdiction. Most of the programs available for transportation programs are administered through ODOT or the Oregon Economic and Community Development Department (OECD). Listed below are some programs that may be appropriate for downtown projects.

State Bicycle and Pedestrian Grants

ODOT's Bicycle and Pedestrian Program administers a program to assist in the development of bicycling and walking improvements.

Projects must be situated within existing street, road, or highway right-of-ways. Eligible projects include sidewalk infill, American with Disabilities Act upgrades, pedestrian crossings, intersection improvements, and minor roadway widening for bikeways. The maximum grant amount available per project is \$200,000. A voluntary match will count heavily in project scoring. Only one application per city is accepted. Projects that include bikeways and walkways as part of road construction or reconstruction are not eligible, as walkways and bikeways must be provided on these projects by law.

Special Small City Allotment Program

The **Special Small City Allotment (SCA) Program** is restricted to cities with populations under 5,000. No locally funded match is required for participation. Grant amounts are limited to \$25,000 and must be earmarked for surface projects (drainage, curbs, sidewalks, etc.).

The program allows cities to use the grants to leverage local funds on non-surface projects if the grant is used specifically to repair the affected area. Criteria for the \$1 million in total annual grant funds include traffic volume, the five-year rate of population growth, surface wear of the road, and the time since the last SCA grant. The SCA is managed through ODOT.

Transportation Growth Management (TGM) Program

Oregon's TGM Program is a joint effort of ODOT and the DLC. TGM supports local government planning that encourages compact, mixed-use, pedestrian-, bicycle-, and transit-friendly development. Pending budget approval by the Oregon Legislature, grants are available every biennium.

One of the TGM Program's specific areas of assistance is the *Quick Response: Planning and Design Assistance*. The *Quick Response Program* provides free conceptual site planning, urban design, and transportation planning consulting services for developers and local governments. One of the advantages of this Program is that it is available on short notice. Typically, the Quick Response

Team can provide assistance within two weeks of a request, and most projects are completed within four to six weeks. The TGM Program can be contacted at (503) 373-0050.

Immediate Opportunity Fund

OECD and ODOT administer the Immediate Opportunity Fund, a program designed to assist local and regional economic development. The primary factors in determining eligible projects under the Program are improvements of public roads, inclusion of an economic development-related project of regional significance, creation or retention of primary employment, and ability to provide local funds (50/50) to match grant. The maximum amount of any grant under the program is \$500,000.

The Oregon Livability Initiative: The 21st Century Community Fund

The Oregon Livability Initiative was created by Governor Kitzhaber to encourage job creation in rural Oregon through investments in housing, transportation, water, and sewer. The Initiative seeks to revitalize downtowns and main streets, reduce sprawl and traffic congestion, reward development of affordable housing, and rebuild rural and distressed communities.

The 21st Community Fund allocated \$30 million for the 1999-2001 biennium in revenue bonds to **Local Streets Networks** administered by OECD. Funding is allocated by ODOT Regions on an equity basis. The purpose of the program is to provide local transportation system improvements where the improvements benefit state highways. A one-time round of applications was closed on May 19, 2000.

The Oregon Livability Initiative also included \$5 million in the 1999-2001 biennium for the **Community Incentive Fund** administered by the Oregon Housing and Community Services Department. Flexible grants and loans will provide local governments and developers with state funds to help revitalize downtowns and community centers and put affordable housing near jobs. The Fund must be used for capital projects and cannot be used for planning, technical assistance, or other

administrative or operating costs. Examples of projects may include “publicly owned improvements that are ancillary to a mainstreet revitalization project and which clearly serve to render a downtown or mainstreet area competitive or to improve the economic vitality, including improvements to access, street improvements, sidewalks, or parking;” “acquisition and/or development of a site that enables and employer to locate its business in or near a town center.” Funding awards were made in April for the \$5 million.

It is unclear at this point whether funding will be available in the upcoming biennium.

Urban Forestry Grants

The Oregon Department of Forestry’s Urban and Community Forestry Unit supports the stewardship of Oregon’s urban and community forests. Part of the program’s goal is to foster public awareness of the contributions urban forests make to the quality of life and the environmental and economic well-being of Oregon cities.

Through the Urban Forestry activities, on-site technical assistance is available for communities, non-profit groups, and civic organizations who want to plant and properly maintain trees within their urban areas, especially street trees. Written information on tree protection ordinances, inventories, tree care, planting, tree selection, and urban forest management are also available.

Transportation Equity Act for the 21st Century (TEA-21)

The TEA-21 **Enhancement Program** provides federal highway funds for projects that strengthen the cultural, aesthetic, or environmental value of the transportation system. Enhancement funds are available only for special or additional activities not normally required on a highway or transportation project. There are 12 eligible activities including bike/pedestrian projects, and landscaping and scenic beautification. They cannot be used for routine or customary elements of construction and maintenance, or for required mitigation.

Projects must demonstrate a link to the intermodal transportation system, compatibility with approved

plans, and local financial support. A 10.27 percent local match is required. The more match available and good political support is advantageous to an application. It is also important for a project to be part of a city's TSP.

The City of Coburg has previously received funding under this program for sidewalk improvements and bike lanes. These funds are available through ODOT.

Oregon Tourism Commission

Matching grants are available from the Oregon Tourism Commission. Funds are for tourism projects such as marketing materials, market analyses, signage, and visitor center development planning. No money is available for construction. The funding cycle varies.

Community Development Block Grants

OECD administers the State's annual federal allocation of Community Development Block Grants (CDBG) for non-metropolitan cities. The national objective of the program is "the development of viable (livable) urban communities, by providing decent housing and a suitable living environment and expanding economic opportunities, principally for persons of low and moderate income." Eligible projects include downtown revitalization projects such as clearance of abandoned buildings and/or improvement to publicly owned facilities or infrastructure—curbs, gutters, necessary storm drainage, sidewalks, streetlights, landscaping, water and sewer lines, benches as long as they are permanently fixed to the concrete, etc.—to help carry out a plan for revitalization of a downtown area. Funding is available on an ongoing basis. Matching funds are required.

The City of Coburg recently received a CDBG to make accessibility improvements to City Hall.

Benton-Lane-Lincoln-Linn Regional Investment Board

The 1999-2001 Legislature established regional investment boards to distribute State lottery funds through OECD for economic and community

development projects. In 2000 the Benton-Lane-Lincoln-Linn (BL3) Regional Investment Board was formed. The BL3 Regional Investment Board had approximately \$2.3 million to distribute across the four-county region. The Regional Investment Board distributes money from two funds: the Regional Investment Fund and the Rural Investment Fund. Examples of projects that may be funded through the Regional Investment Fund include training facilities and programs, outreach programs to small businesses, or projects to improve regional telecommunications infrastructure. The Rural Investment Fund has been used to support locally determined economic and community development projects ranging from infrastructure planning, to distance learning, to new business feasibility studies, to industrial park marketing. Funds from the Rural Investment Fund are not available to projects focused in the Eugene-Springfield area.

Projects must be approved by the BL3 Regional Investment Board and all four county commissions.

Projects were approved for funding in October 2000 and spring 2001.

If the Legislature approves continued funding for the Regional Investment Board, solicitation of projects is expected to be in fall 2001. Lane Council of Governments facilitates the solicitation of projects in Lane County.

Oregon Downtown Development Association

In the past, the Oregon Downtown Development Association (ODDA) has had some funding available for special projects. In 2000, ODDA solicited for proposals where a community would receive professional image development and marketing services. Eligible communities needed to be under 5,000 in population and be designated as rural and/or distressed by OECD.

ODDA is also available for consulting on downtown issues.

Lane County Community Development Road Improvement Assistance Fund

Funding is available from the Lane County Community Development Road Improvement Assistance Fund for road improvements that are necessary for community development projects. Eligible projects for the Lane County Community Development Road Improvement Assistance Fund are limited to public road improvements of community development projects in which a city or other governmental entity has agreed to accept jurisdiction of the road improvements following completion of the project. Projects are reviewed twice a year. A subcommittee of the Lane County Roads Advisory Committee reviews the applications, makes a recommendation to the full Roads Advisory Committee, which then makes a recommendation to the Board of County Commissioners for final approval. Funding is from the federal forest revenues the County receives for road purposes.

Federal Appropriations

Members of Congress often earmark projects for funding in annual appropriation bills. This could be done through a request to Congressman DeFazio, Senator Wyden, and/or Senator Smith. The most likely source of funding for projects for downtown projects would be the Veterans', Housing and Urban Development and Other Agencies Appropriations bill, and the Transportation Appropriations bill. These projects are often scrutinized depending on political realities.

Private Sources

Grants

There are grants available for downtown projects from foundations. The Collins Foundation, Ford Family Foundation, and Meyer Memorial Trust have funded downtown projects that include historic building renovations and streetscape improvements. Historic Baker City, Inc. was successful in obtaining grant funding for several projects in downtown Baker City. Diane Adams is the contact at (541) 523-5442. One source to look for

grants available in Oregon is the Oregon Foundation Databook. The internet is another source to check for grants from foundations. Some foundations do fund construction projects.

Banks

Banks have participated in helping to finance façade improvements in downtowns through a low interest loan program. Wells Fargo Bank has participated in this program in City of Silverton.

Private Developers

The majority of local streets and sidewalks are paid for at the time of development by the developer who includes the cost in the sale price of properties. This will also apply to bikeways, bicycle parking, and transit facilities. In this way, the benefiting users are paying for the cost of the system installation. The city then is responsible for maintaining improvements within the public right-of-way.

Private Fundraising

Private fundraising is always an option for projects. The Silverton Mural Society has raised money to create several murals in the City of Silverton. The Mural Society also evaluates proposals for murals in the City of Silverton.