

CITY OF COOS BAY URBAN RENEWAL AGENCY
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
November 22, 2016	

TO: Chair Stephanie Kramer and Board Members

FROM: Jim Hossley, Public Works Director *JH*

Through: Rodger Craddock, City Manager

ISSUE: Work Session Highway 101 Streetscape Proposal and Entrance Signs

BACKGROUND:

Over the past year and a half, the Urban Renewal Agency has reviewed various ideas and renderings for the Highway 101 streetscape. The goal is to improve the eye appeal of the Highway 101 streetscape from the south to north City limits. The streetscape improvements would be restricted to Highway 101 right-of-way (ROW) and City owned property. City staff provided initial ideas for improvements. The City then engaged the services of Greenworks, a Portland based landscape architectural and urban design firm, to prepare renderings for streetscape concepts along Highway 101. After initial consideration of the first renderings, the Agency asked that efforts be focused on the two existing entry monument locations due to funding constraints. Additional areas would be addressed as funding becomes available. The north entry is in the vicinity of the existing "Welcome to Coos Bay" monument sign on the west side of Highway 101. The south entry concept includes the Fred Myer frontage and it also includes the "island" in Highway 101 just south of the Shell service station. Greenworks presented ideas for the two entry monument locations earlier this year. Their renderings provide a basic concept for landscaping and include the fence railing theme that matches the recently completed railing project between the rail museum and Front Street. The Urban Renewal Agency then approved a contract with Greenworks to develop specific landscape plans for the City's two gateway sites. The scope consists of two tasks. Task 1 is preliminary design which will result in a site plan. This plan will depict all new areas to be landscaped and will include proposed locations for trees, plant beds and ornamental pedestrian fence in a simplistic graphical format for review and approval by the Agency. Task 2 is for development of the construction documents. The consultant fee for completing both tasks is \$27,016.50.

Drafts of the Task 1 renderings were submitted to staff for comment in late October. Revisions were returned earlier this month and are ready to be presented to the Urban Renewal Agency.

At the same time the streetscape activity was occurring, the Council also considered a new City entrance monument logo. The City contracted with Justin Macduff, the owner of Macduff Design, for graphic design assistance for the logo. In June 2016, after receiving several design concepts, the Council agreed by consensus to utilize three members of the Bay Area Artists Association, three members from the City's Design Assistance Team, and interested Council members for the makeup of the City Logo Advisory Committee. Council's direction to the Logo Advisory Committee was to create a welcome sign logo including a tall ship theme. The logo committee

met four times. They were able to review several ideas posed by Justin Macduff. They also reviewed historic photos of tall ships from the area. The committee then gave direction to Justin who prepared new design concepts based on committee input. The Council and committee ultimately agreed to the rendering included in this packet.

ADVANTAGES:

A well planned streetscape design concept for Highway 101 will add to the image and beauty of the City's major transportation corridor.

DISADVANTAGES:

Other than initial capital cost and ongoing maintenance cost, none

BUDGET IMPLICATIONS:

Impact to the budget will not be known until the design plans and cost estimates are prepared.

ACTION REQUESTED:

On December 6th, staff will request the Agency provide staff with direction regarding the streetscape and logo proposals

ATTACHMENTS:

Various renderings of the proposed streetscape
Proposed City entrance logo



- 1 Welcome to Coos Bay
- 2 Central Dock Property
- 3 Front Street Median

- 4 Fir Avenue Island
- 5 Hwy 101 Center Island
- 6 Hillside (Across from Super 8 Motel)

- 7 In Front of Boardwalk

- 8 Shell Station Island
- 9 South Slough Bridge to Johnson Ave
- 10 South Side of Hwy 101 / Across from Fred Meyer

North
 Landscape Options
 Welcome to Coos Bay to Super 8 Motel

Central
 Landscape Options
 Boardwalk to Historical Rail Museum

South
 Landscape Options
 Shell Station to Coal-Bank Slough

STREETSCAPE IMPROVEMENTS CORRIDOR AREAS

CITY OF COOS BAY, OREGON



OCTOBER 28, 2015

Coos Bay South Landscape Options
Area #8, 9 & 10 South Entry

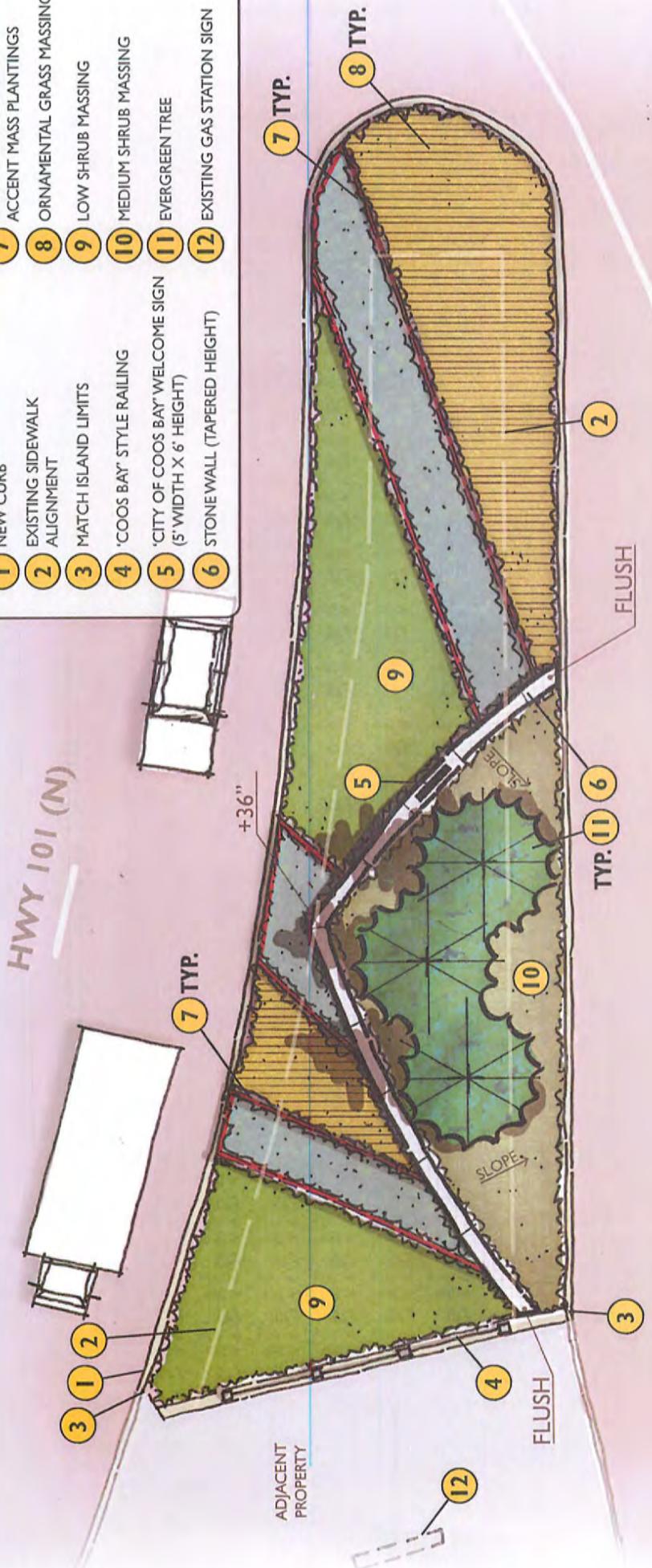


8 9 10

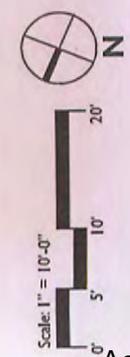


KEY NOTES

- 1 NEW CURB
- 2 EXISTING SIDEWALK ALIGNMENT
- 3 MATCH ISLAND LIMITS
- 4 'COOS BAY' STYLE RAILING
- 5 'CITY OF COOS BAY' WELCOME SIGN (5' WIDTH X 6' HEIGHT)
- 6 STONE WALL (TAPERED HEIGHT)
- 7 RAISED METAL EDGING W/ ACCENT MASS PLANTINGS
- 8 ORNAMENTAL GRASS MASSING
- 9 LOW SHRUB MASSING
- 10 MEDIUM SHRUB MASSING
- 11 EVERGREEN TREE
- 12 EXISTING GAS STATION SIGN



- DESIGN NOTES**
1. Maintains existing island limits.
 2. Removes existing sidewalk around island.
 3. New curb around island. Existing curb can remain as an option.
 4. Conceptual grades shown are relative to adjacent fixed site elevations.



Concept A | South Gateway - Coos Bay Gateway Improvements

KEY NOTES

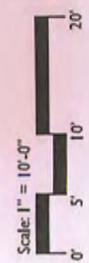
- 1 NEW CURB & APRON (30" WIDE)
- 2 EXISTING CURB & SIDEWALK ALIGNMENT
- 3 RIVER ROCK
- 4 'COOS BAY' STYLE RAILING
- 5 'CITY OF COOS BAY' WELCOME SIGN (5' WIDTH X 6' HEIGHT)
- 6 STONE WALL (TAPERED HEIGHT)
- 7 FLUSH CONCRETE CURB
- 8 ORNAMENTAL GRASS MASSING
- 9 ORNAMENTAL GRASS & PERENNIAL MASSING
- 10 MEDIUM SHRUB MASSING
- 11 DECIDUOUS TREE
- 12 EXISTING GAS STATION SIGN

HWY 101 (N)

HWY 101 (S)



ADJACENT PROPERTY



DESIGN NOTES

- 1. Expands island limits on west end.
- 2. Removes existing sidewalk/curb around island.
- 3. New curb and apron around island limits.
- 4. Conceptual grades shown are relative to adjacent fixed site elevations.



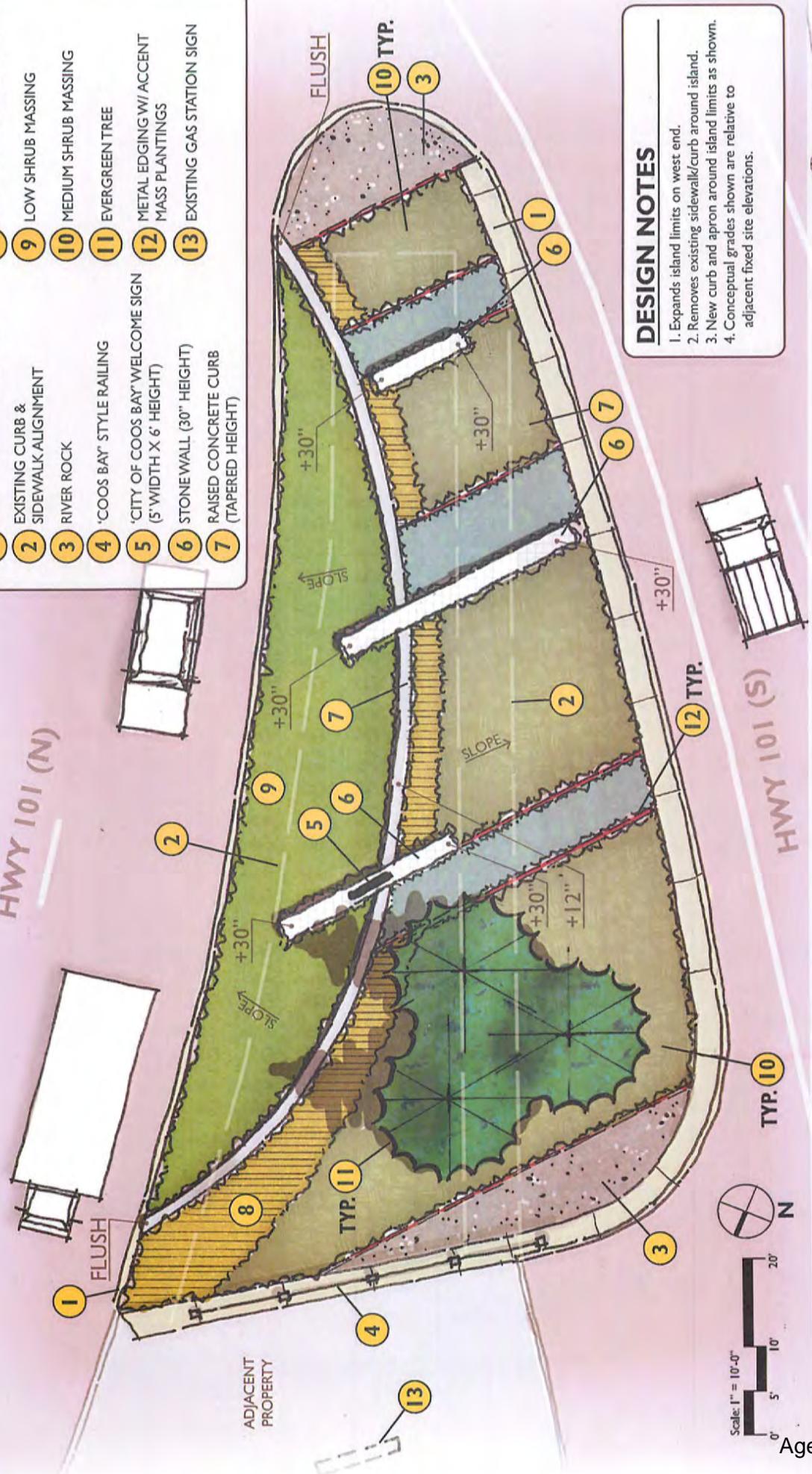
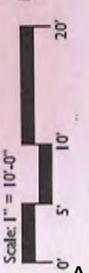
OCTOBER 20, 2016

Concept B | South Gateway - Coos Bay Gateway Improvements

KEY NOTES

- | | | | |
|---|--|----|---------------------------------------|
| 1 | NEW CURB AND/OR APRON | 8 | ORNAMENTAL GRASS MASSING |
| 2 | EXISTING CURB & SIDEWALK ALIGNMENT | 9 | LOW SHRUB MASSING |
| 3 | RIVER ROCK | 10 | MEDIUM SHRUB MASSING |
| 4 | 'COOS BAY' STYLE RAILING | 11 | EVERGREEN TREE |
| 5 | 'CITY OF COOS BAY' WELCOME SIGN (5' WIDTH X 6' HEIGHT) | 12 | METAL EDGING W/ ACCENT MASS PLANTINGS |
| 6 | STONE WALL (30" HEIGHT) | 13 | EXISTING GAS STATION SIGN |
| 7 | RAISED CONCRETE CURB (TAPERED HEIGHT) | | |

HWY 101 (N)



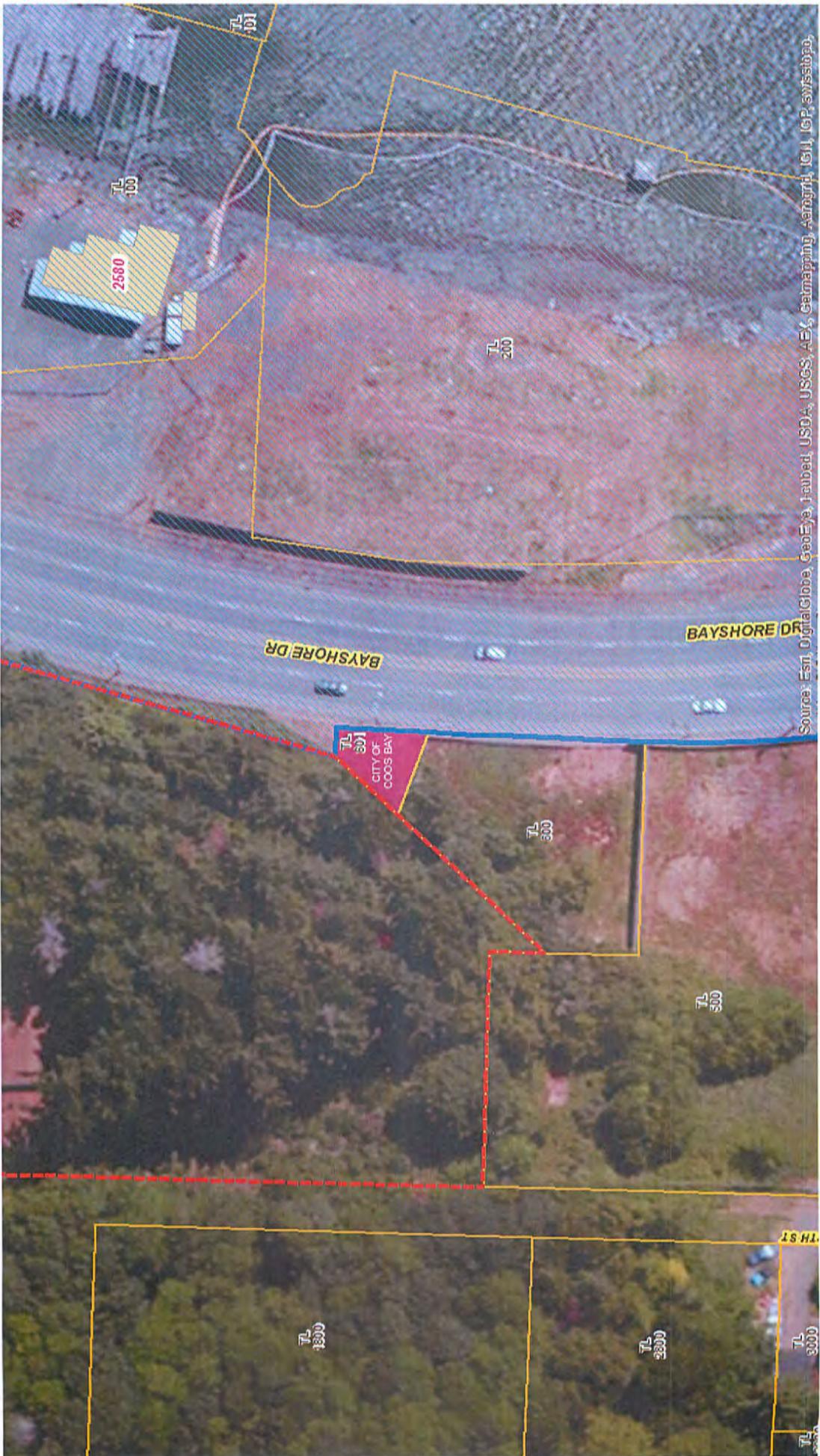
DESIGN NOTES

1. Expands island limits on west end.
2. Removes existing sidewalk/curb around island.
3. New curb and apron around island limits as shown.
4. Conceptual grades shown are relative to adjacent fixed site elevations.



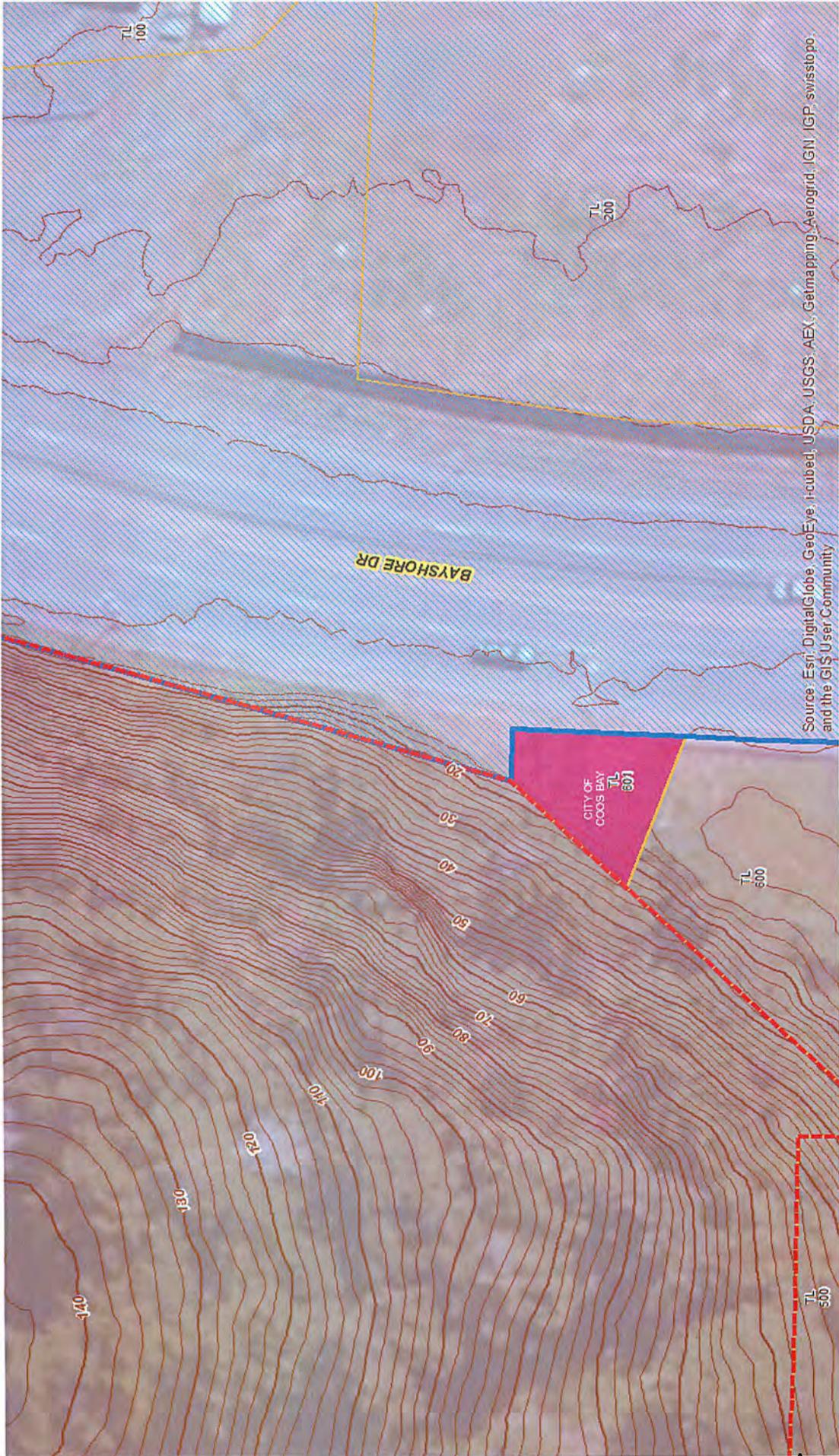
OCTOBER 20, 2016

Concept C | South Gateway - Coos Bay Gateway Improvements



Source: Esri, DigitalGlobe, GeoEye, Earthstar (USA), USGS, AeroGRID, IGN, SVP, Swisstopo,

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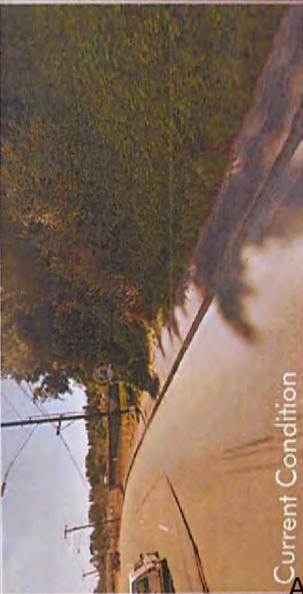
Coos Bay North Landscape Options

Area #1 Welcome to Coos Bay





NOTE: UTILITY POLE SHOWN IN PROPOSED RELOCATED POSITION.

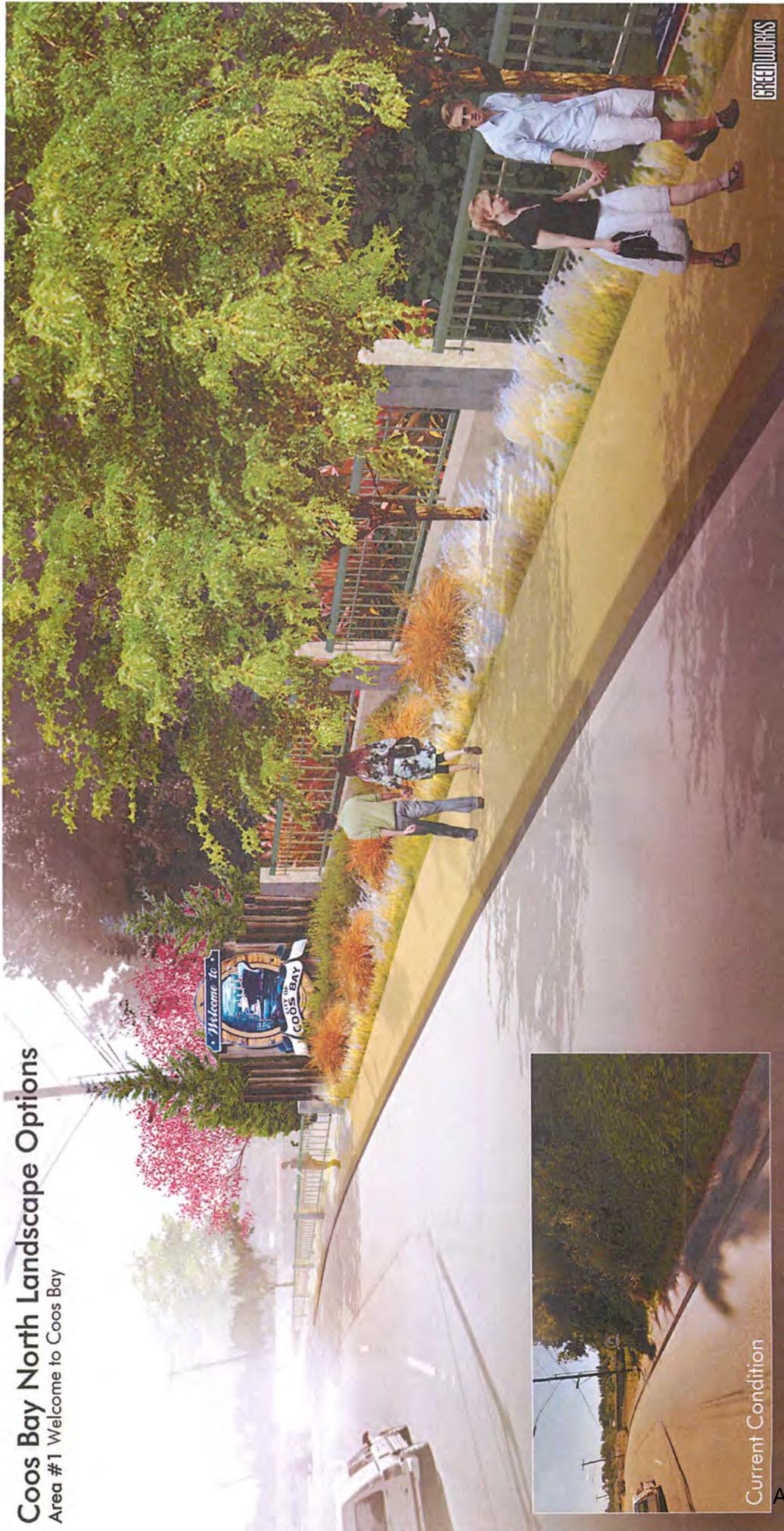


Current Condition

Concept A (Perspective) | North Gateway - Coos Bay Gateway Improvements

Coos Bay North Landscape Options

Area #1 Welcome to Coos Bay



GREENWORKS



Current Condition

1d

