



REQUEST FOR COUNCIL ACTION

Title: Downtown Streetscape and Parking Plan Final Adoption

Preferred Agenda: March 22, 2022

Submitted By: Blair Larsen, Community & Economic Development Director

Reviewed By: Christy Wurster, City Manager Pro Tem

Type of Action: Resolution ____ Motion X Roll Call ____ Other ____

Relevant Code/Policy: N/A

Towards Council Goal: Goal 4.4 Develop a Downtown Streetscape Plan, Goal 3.2: Community Safety

Attachments: Downtown Streetscape and Parking Plan
Plan Drawings
Conceptual Renderings

Purpose of this RCA:

The purpose of this RCA is to formally adopt the Downtown Streetscape and Parking Plan, a project which has been in process since late 2020.

Background/Context:

In early 2020, the Council set a goal for the completion of a Downtown Streetscape and Parking Plan. The intent of the project was to create a standard plan for landscaping, trees, lighting, signage, street furniture and parking in the downtown core (identified as the Main and Long Street Corridors between 9th avenue and 18th Avenue). Ultimately, the goal is to make downtown Sweet Home a more appealing place for residents and visitors by beautifying the public right-of-way and making the area more pedestrian friendly. Private businesses and property owners will be able to capitalize on this increase in foot traffic by beautifying their own properties and increasing the offered products and services in the area.

This project was funded in the current budget within the Economic Development Fund. In addition, the City has received a \$10,000 grant for the project from the Oregon Cascades West Council of Governments (which originated from Federal ARPA funds).

The Council approved the Request for Proposals in October, 2020, and approved a contract with DLA in January, 2021. Three public meetings were held on March 25th, June 15th, and December 14th 2021 in order to gather feedback from the public.

The presented document is the final version. This document will be used to communicate the City's vision for the area and support funding requests, including grants and private donations. The next steps are to divide the plan into phases, secure funding for one or more phases, produce engineering drawings of the necessary work, and finally construct the improvements.

The full buildout of these plans is a very large undertaking, and will require many years, cooperation from community partners, significant political will, and a big investment of public funds.

The Challenge/Problem:

How does the City accomplish its goal of creating a Downtown Streetscape and Parking Plan? Does the work produced by DLA satisfy the purposes of the project and fulfill the preferences expressed by the Public and the City Council? Will the City Council formally adopt the plan as presented?

Stakeholders:

- Sweet Home Residents – Residents deserve an appealing and walkable downtown area where they can spend their leisure time and find the services and products they want.
- Downtown Businesses and Property Owners – Downtown Businesses and Property Owners deserve a public right-of-way next to their buildings that properly directs the flow of both vehicle and foot traffic and provides typical downtown amenities that attract visitors and create a pleasant experience for patrons.
- Sweet Home City Council – The City Council has an interest in adopted plans for the downtown right-of-way that accomplish its goals and improve the overall quality of life within the City.

Issues and Financial Impacts:

This project has already been budgeted and spending has been authorized. This stage of the project does not include any additional financial impacts; however, any changes at this stage may cost additional money.

The next steps will require funding, which has not yet been identified.

Elements of a Stable Solution:

A stable solution includes formal adoption of the Downtown Streetscape and Parking Plan.

Options:

1. Do Nothing – The Council could choose to do nothing at this time, which would make the plan a concept only, and not of any use for securing grant funding.
2. Formally adopt the Sweet Home Downtown Streetscape and Parking Plan as presented – This action will communicate to City residents, businesses, and other government agencies that the proposed Plan is the will of the community, which will make future grant applications for the project more likely to succeed.
3. Formally adopt the Sweet Home Downtown Streetscape and Parking Plan with changes – This action will communicate to City residents, businesses, and other government agencies that the amended Plan is the will of the community, which will make future grant applications for the project more likely to succeed.

Recommendation:

Staff recommends option 2: Formally adopt the Sweet Home Downtown Streetscape and Parking Plan as presented.