



REQUEST FOR COUNCIL ACTION

Title: Downtown Streetscape and Parking Plan Presentation

Preferred Agenda: December 14, 2021

Submitted By: Blair Larsen, Community & Economic Development Director

Reviewed By: Ray Towry, City Manager

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

Relevant Code/Policy: §3.12.010 Public Contracts and Purchasing

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

Attachments:

Purpose of this RCA:

The purpose of this RCA is to gather feedback on the Downtown Streetscape and Parking Plan. DLA has completed most of the work and will be giving a presentation and showing materials at the December 14th Council meeting.

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 is 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 foot traffic by beautifying their own properties and increasing the offered products and services in the area.

This project is funded in the current budget within the Economic Development Fund. In addition, the City has received a \$10,000 grant 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. Two community meetings were held on March 25th and June 15th in order to gather feedback from the public. The December 14th Council meeting will be the third and final public meeting for this project.

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?

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.

Elements of a Stable Solution:

A stable solution includes feedback and desired changes given to DLA so that the final report can be completed.

Options:

1. Do Nothing – The Council could choose to do nothing at this time, and DLA will work with the feedback they have already received.
2. Provide feedback and desired changes to DLA after hearing the presentation – This meeting is the final opportunity for input on the Streetscape and Parking Plan, and any desired changes or other feedback are crucial for the final plan.

Recommendation:

Staff recommends option 2: Provide feedback and desired changes to DLA after hearing the presentation.