

**AGENDA**  
**ECONOMIC DEVELOPMENT COMMITTEE**  
**MONDAY, NOVEMBER 4, 2019 – 7 P.M.**  
Maggie Osgood Library  
70 N. Pioneer Street, Lowell, OR

- 1. CALL TO ORDER/ROLL CALL**
- 2. APPROVAL OF AGENDA**
- 3. APPROVAL OF MINUTES**
  - a. June 3, 2019
- 4. OLD BUSINESS**
- 5. NEW BUSINESS**
  - a. Discuss Highway 58 Business Association
  - b. Discuss Downtown Master Plan Implementation
- 6. OTHER BUSINESS**
- 7. ADJOURN**

The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to the City Clerk, Joyce Donnell, at 541-937-2157.

**City of Lowell  
Economic Development Committee Meeting Minutes  
Monday June 3, 2019  
Lowell City Hall**

**Call to Order: 7:00 PM by Chair Michael Galvin**

**Committee Members Present:** Michael Galvin, Lisa Bee Wilson, Bill George  
**Committee Member Absent:** Robert Burr, Syd Singer

**Approval of Minutes – Bill George moved to approve the minutes from February 4, 2019, and March 18, 2019 second by Lisa Bee-Wilson. PASS 3:0**

**Old Business:**

- **Update on Oregon Paddle Sports Demo Day -** CA Cobb gave update on plans for the event on June 29, 2019, Lisa has a photographer arranged, discussion on following up with a food cart and coffee cart still needs to be done. Event to be promoted on social media.

**New Business:**

- **Review Community Grant Program Applications -** CA presented an application for the Community Grant Program from the Dexter Lake Farmers Market for marketing expenses. **Bill George moved to approve the request for \$1,249 to the Dexter Lake Farmers Market for marketing expenses, second by Lisa Bee-Wilson. PASS 3:0**
- **Discuss Regional Business Organization Steering Committee –** CA gave an update on the outreach meeting; discussion on networking, social media marketing, technical assistance and location of Lowell being off of Hwy 58. A steering committee of business was developed and will begin meeting on June 10, and developing a name for the group. A survey of ‘Top Interests’ for Highway 58 Business Owners was presented.

**Other Business:** Lisa Bee-Wilson would like the Parks and Rec. Committee revisit acquiring Orchard Park for a dock, Bill George agreed. Mike Galvin expanded that to develop it for nonmotorized boat activity. **Bill George moved to have the Parks and Rec. Committee investigate the potential for a nonmotorized dock at Orchard Park, second by Lisa Bee-Wilson. PASS 3:0**

**Adjourn: 7:50 PM**

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Chair Michael Galvin

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Attest: Jared Cobb, City Recorder

# IMPLEMENTATION

## Implementation Strategy

The most pivotal component of any plan is its implementation. This Plan presents some strategies for prioritizing, financing, and achieving the vision of Lowell Downtown Master Plan. The projects proposed within the previous section are organized by phases. These projects have additional implementation nuances that are critical to consider. These nuances include key partnerships, local leadership, as well as funding sources and allocations. The intent of the Downtown Master Plan is to be visionary but also financeable and practical. It will serve as a daily resource for citizens, decision makers and anyone with an interest in future public and private investments in Lowell.

### Phase 1 Projects (Years 2019 – 2024)

#### 1A - Update downtown zoning regulations

**Summary:** Development codes (including zoning ordinances) implement comprehensive plan policies. Development codes establish allowed, conditional and prohibited uses, development standards and other regulatory nuances enforceable by the City.

The City of Lowell should pursue these changes as the top priority. The City has begun coordinating an opportunity to accomplish this through the State of Oregon's Transportation and Growth Management (TGM) Code Assistance program, managed jointly by ODOT and DLCD. TGM Code Assistance provides financial and technical support to complete this type of work. Early indications suggest that this work could proceed as early as Summer 2019, which would be an excellent opportunity to maintain momentum for Downtown.

**Key Partners:** LCOG, TGM (DLCD and ODOT)

**Next Steps:** Submit application to TGM, obtain Council support, Support/complete project. Utilize code amendment recommendations from the Downtown Master Planning process.

**Funding Sources:** Local and/or TGM Code Assistance (DLCD and ODOT)

**Local Lead:** City Administrator & Planning Commission

**Estimated Cost:** \$50,000 - \$60,000

#### 1B - Establish design standards for signage and gateways

**Summary:** Establishment of gateways and signage is a high prioritized project. The urban design consultants supporting the Downtown Master Plan created a concept for gateways and signage in Lowell. These and the signage needs established in the Parks Master Plan should be considered. If the City determines to go another direction, then they should establish standards with which to proceed.

**Key Partners:** A Design/Architecture Firm, LCOG

**Next Steps:** Determine if there is desire to pursue/refine existing designs. If not, establish concepts and standards and reach out to architectural/design firm(s) for help.

**Funding Sources:** Local and/or TGM Code Assistance (DLCD and ODOT)

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$2,500-\$5,000

#### 1C - Erect Gateway on Pioneer Street and/or Monument Sign at North Shore and Pioneer

**Summary:** With a design in place, the City can proceed with construction of a gateway

**Key Partners:** A Design/Architecture Firm, Contractor(s), Owners

**Next Steps:** Confirm design and/or standards

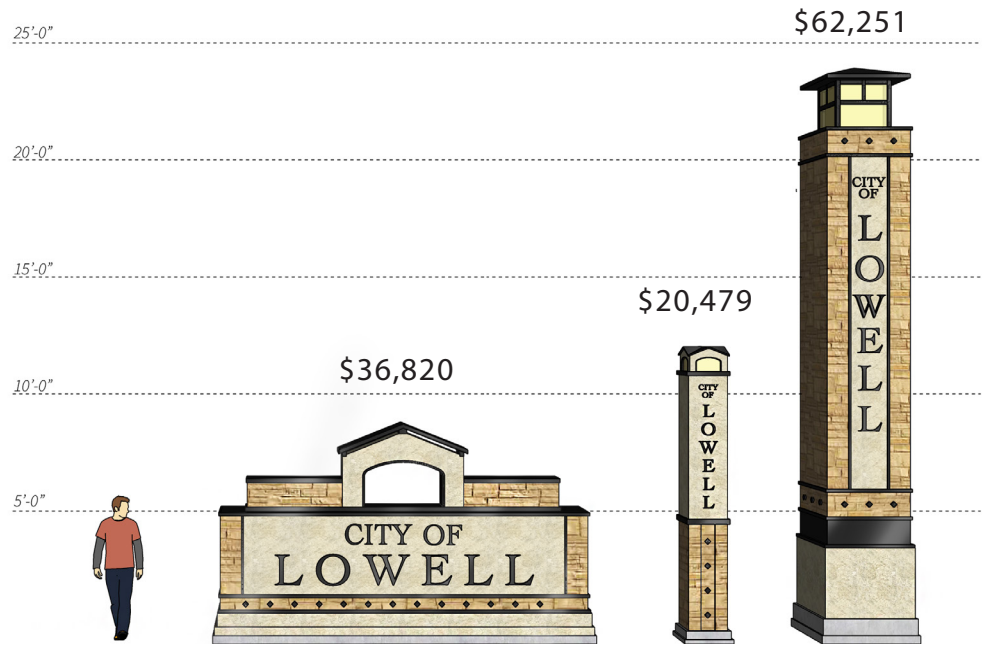
**Funding Sources:** Bonds, Oregon Tourism Commission, Urban Renewal

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$124,502 (Large Tower x 2), \$36,820 (Monument Sign x 1)

1C - Gateway Project  
Figure

Note: Gateways and signage presented here provide one example of conceptualization and planning level cost estimates. Signage design will realize as decision-makers and the community see fit.



### 1D - Rolling Rock Park improvements

**Summary:** The City of Lowell is completing a Parks Master Plan concurrent with the Downtown Master Plan. Rolling Rock Park is proposed to be reconfigured to provide a larger, more centralized and versatile space in downtown. The Illustrative Plan conveys some Rolling Rock park concepts, but the Lowell Parks Master Plan should be consulted for specific park improvement details and concepts.

**Key Partners:** University of Oregon, Landscape Architecture Firm, Construction firm(s)

**Next Steps:** Secure funding

**Funding Sources:** OPRD Local Government Grants, Land and Water Conservation Fund

**Local Lead:** City Administrator/ Parks and Recreation Committee, Private

**Estimated Cost:** \$840,000 (Including Design, Contingency and Fees – does not include sidewalk or street trees within City right-of-way))

### 1E - City Hall and Library Concept Plan

**Summary:** Lowell's current City Hall is unsafe and under evaluation for reconstruction or relocation. This presents a significant opportunity for the City to anchor the Downtown vision with some alignment of necessary public investment. Investigation into these concepts has already begun as of March, 2019.

**Key Partners:** The Urban Collaborative

**Next Steps:** Complete initial analysis and concept planning

**Funding Sources:** Secured

**Local Lead:** City Administrator/ Library Committee

**Estimated Cost:** Pending

### 1F - Sidewalk improvements along Moss and Main (adjacent to Rolling Rock Park)

**Summary:** Rolling Rock Park is proposed to be reconfigured to provide a larger, more centralized and versatile space in downtown. Moss Street and Main Street also have longer term plans established for street sections improvements. Although street improvements may not be undertaken fully in the first five years (Phase 1), the nexus of these two projects presents the possibility for sidewalks along Moss Street and Main Street to be addressed.

**Key Partners:** University of Oregon, Landscape Architecture Firm, Construction firm(s)

**Next Steps:** Secure funding

**Funding Sources:**

**Local Lead:** City Administrator/ Parks and Recreation Committee/Pubic Works Director

**Estimated Cost:** \$239,400 (includes 20% engineering and 20% contingency)


# IMPLEMENTATION



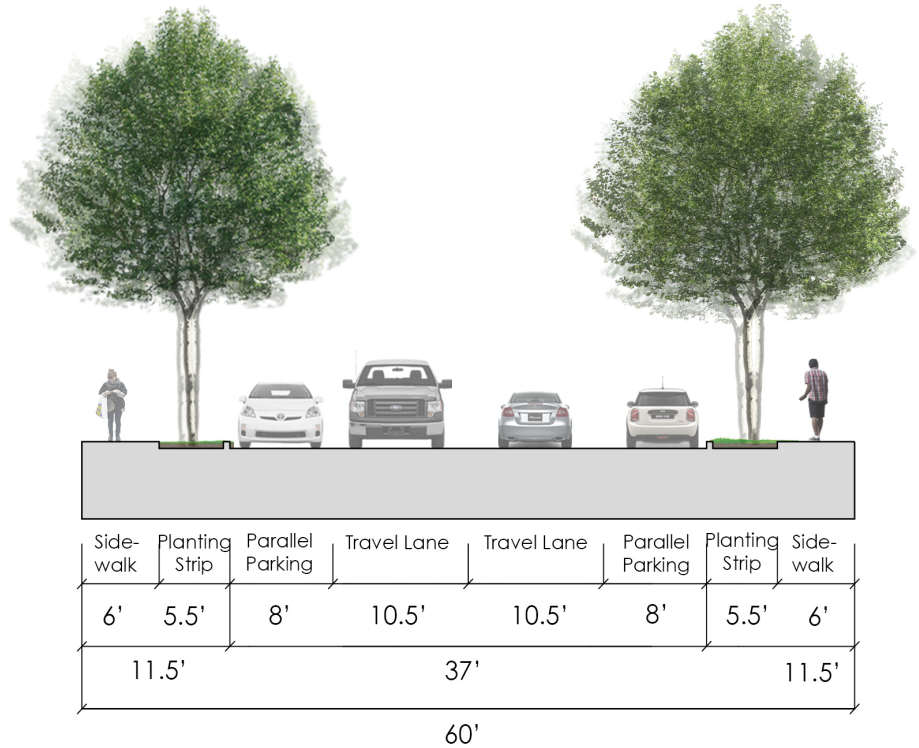
1D - Preliminary concept for Rolling Rock Park (from Draft parks Master Plan)



1E - Lowell City Hall & Library - Proposed Site - 70 Pioneer Street

-  Existing Building Footprint
-  Fence (Demarcates Building Property)
-  Lamppost

1F - Street Section for 60 foot right-of-way (Moss and Main)



**1G - Paint parallel parking along North Shore (existing pavement)**

**Summary:** The longer term vision for North Shore drive is for a widening of the pavement to utilize the entire 90 foot-right-of-way (between Moss and Pioneer Streets) In the meantime (shorter term), the existing pavement can be utilized to implement on-street parking for North Shore Drive.

**Key Partners:** Lane County Transportation, Owners

**Next Steps:** Secure funding and scope project further

**Funding Sources:** Local, Lane County, Lane County Road Improvement Assistance Fund

**Local Lead:** City Administrator, Public Works Director

**Estimated Cost:** \$166,320 (includes 20% engineering and 20% contingency)

**1H - Plant street trees along North Shore Drive (adjacent to Rolling Rock Park)**

**Summary:** The longer term vision for North Shore drive is for a widening of the pavement to utilize the entire 90 foot-right-of-way (between Moss and Pioneer Streets) established for street sections improvements. Planting street trees will need to be conducted in a way that accounts for and accommodates a City decision of whether to eventually expand the pavement of North Shore right-to-way to utilize all 90-feet.

**Key Partners:** Lane County Transportation, Owners

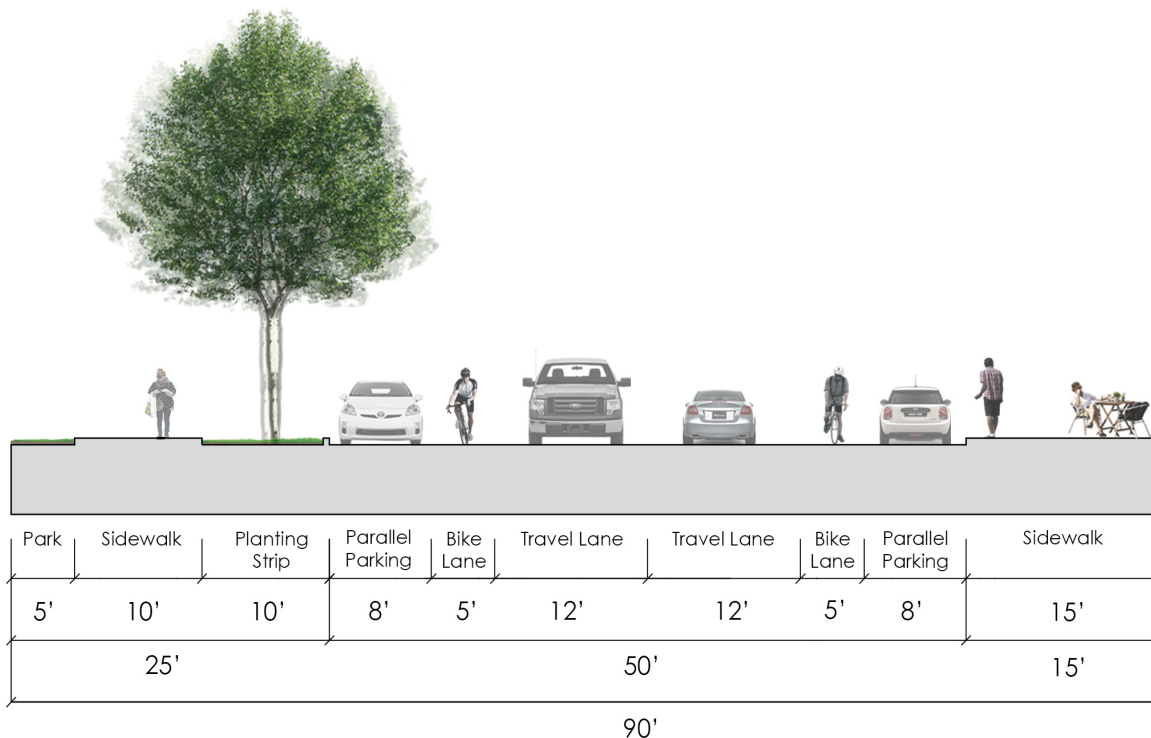
**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** Urban Forestry Grants, Oregon Tourism, Private

**Local Lead:** City Administrator/Public Works Director/Economic Development Committee

**Estimated Cost:** \$12,320 (includes 20% engineering and 20% contingency)

1G; 1H - Street Section for 90 foot right-of-way (North Shore Drive)



# IMPLEMENTATION

## 1I - Investigate Improved Broadband Service for Downtown Lowell

**Summary:** Access to high speed internet is crucial for economic activity. Lowell should investigate and pursue opportunities and partnerships for increasing access to broadband in downtown. Broadband is provided to rural areas in a number of ways, but most ideally through a physical fiber-optic cable connection. Lowell is fortunate (and unique) in having long haul fiber optic cable that runs through downtown (including to the school and other locations in town). Acquiring service through that existing fiber cable is complex, but the City should dedicate resources to pursuing the unique opportunity that exists to access it.

**Key Partners:** The Regional Fiber Consortium, LCOG, Lane County, Internet Service Provider(s)

**Next Steps:** Establish a clear desire for improved fiber connectivity, work with Regional Fiber Consortium staff (LCOG) to map out next steps and potential private and public partnerships.

**Funding Sources:** Regional Fiber Consortium grants, public/private partnerships

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$1,000-\$25,000 (represents a range of only staff time to securing funding (including grants) to support broadband.

## 1J - Develop green space connectivity network plan for pedestrian and bicycle pathways

**Summary:** The community of Lowell recognizes its natural setting as one of its outstanding strengths. Preparing more deliberately for connections to this asset has been identified as a clear benefit for improving connections between Lowell's tourist amenities and its downtown.

**Key Partners:** Lane County Transportation, Lane County Parks, Army Corps of Engineers, Oregon Parks and Recreation Department, LCOG, Oregon Tourism Commission, Local Businesses, Owners

**Next Steps:** Find and encourage local champions (including the Parks and Recreation Committee) who can continue to emphasize the need and benefits of connectivity. Use prioritized projects as a starting place and to gain momentum for other opportunities.

**Funding Sources:** City of Lowell, OPDR, TGM (DLCD and ODOT)

**Local Lead:** City Administrator/Parks and Recreation Committee

**Estimated Cost:** \$25,000 - \$40,000

**Local Lead:** City Administrator/Economic Development Committee

**Estimated Cost:** \$1,000-\$25,000 (represents a range of only staff time to securing funding (including grants) to support broadband.

**Key Partners:** Lane County Transportation (though their jurisdiction ends west of Moss Street), Oregon Parks and Recreation Department.

**Next Steps:** Work with Oregon PRD to seek funding for and complete preliminary analysis and concept planning, seek funding for project.

**Funding Sources:** Oregon Parks and Recreation Department

**Local Lead:** City Administrator/Parks and Recreation Committee

**Estimated Cost:** Option - \$1,764,000, Option B – \$3,648,400 (includes 20% engineering and 20% contingency)

## 1K - Street Section Improvements for new Street connecting Main Street and North Shore Dr.

**Summary:** The Illustrative Plan calls for development of the right-of-way that connects Main Street to North Shore Drive through what is now Rolling Rock Park – and is proposed to be the east side of Rolling Rock Park. Street section improvement a reshown in the diagram below.

**Key Partners:** Lane County Transportation, Future owner/developer of property to the east

**Next Steps:** Continue to coordinate vision and concepts with Lane County, develop refined (construction level) costs, secure funding

**Funding Sources:** SCA (ODOT), Adjacent Development

**Local Lead:** City Administrator/ Public Works Director/Economic Development Committee

**Estimated Cost:** \$391,108 (includes 20% engineering and 20% contingency)

**Project Figure:** *Street Section for 60-foot right-of-way (New Street)*