

City of Veneta

Highway 126 Beautification Plan



A Visioning & Guidance Document for the City of Veneta



Adopted September 25, 2017
Resolution No. 1228

Table of Contents

1. Overview	1
A. Purpose	1
B. Background & Why Beautification Matters	2
C. Overall Goals for Target Areas I-IV	4
D. Target Areas	5
2. Target Area I: West-end City Limits to Territorial Highway	9
A. Current Conditions	9
B. Goals	11
C. Actions	12
3. Target Area II: Intersection of Highway 126 and Territorial Highway	14
A. Current Conditions	14
B. Goals	15
C. Actions	16
4. Target Area III: Territorial Highway to Eastern City Limits	18
A. Current Conditions	18
B. Goals	19
C. Actions	19

5. Target Area IV: Eastern City Limits to Ellmaker	21
A. Current Conditions	21
B. Goals	24
C. Actions	24
6. Funding Possibilities for Implementation	26
A. Grants	26
B. Other Sources of Funding	29
7. Overarching Strategic Plan Goals	31
A. Comprehensive Plan: Goals, Findings, & Policies (2015)	31
B. Economic Opportunity Analysis & 5-Year Strategic Plan (2015)	32
8. Appendices	35

1. Overview

A. Purpose

The purpose of the City of Veneta Highway 126 Beautification Plan is to increase the aesthetic visual quality of the natural and built environment in the gateway corridor along Highway 126, while welcoming visitors and enhancing quality of life for residents.

The Plan identifies opportunities that will encourage commercial cohesiveness, preserve and enhance property values, increase the desirability of commercial real estate, and encourage private investment in landscaping and beautification efforts.

The Highway 126 Beautification Plan (known from here on out as the Plan) is a tool to identify areas in need of beautification throughout the City's gateway and to provide recommendations to the Veneta Economic Development Committee and City staff, after approval by the City and the Economic Development Committee. The City will use the Highway Beautification Public Involvement Plan (2017) prior to implementation of the Plan to ensure it aligns with the community vision for Highway 126.

The Plan documents Veneta's current intention for the future and provides recommendations to accomplish the vision. City staff, citizen groups, business owners, residents, and other individuals are encouraged to review the Plan and make suggestions to the City during public charrettes or at City Council meetings.

The benefits of having a Beautification Plan include:

1. Consistency in direction– the Plan gives decision makers a reference point for directing beautification efforts;
2. Ability to make informed decisions – the Plan provides facts on existing conditions and trends, enabling decision makers to better understand the impact of their decisions on a wider scale, rather than base them on past actions or intuition.
3. Coordinate planning efforts – the Plan describes where and what type of beautification efforts the community may desire. This information allows individuals and businesses to initiate beautification efforts consistent with community goals.
4. Allocation of limited resources – The information in the Plan can be used in deciding and prioritizing which projects to undertake, based on resources available.

5. Stewardship, enhancement, and conservation of community assets – the Plan describes the community vision for the future while preserving the integrity of its rural atmosphere.
6. Produce positive economic development – an aesthetically pleasing community helps existing residents preserve property values, and attracts new business growth and development.

B. Background & Why Beautification Matters

The City of Veneta sits at the foothills of the coast range in the Willamette Valley. It is 14 miles west of the Eugene-Springfield metropolitan area. Veneta is a young city, incorporated in 1962, and is still forming its identity and building its economy. Its close proximity to Fern Ridge Reservoir and other recreation opportunities, its rural character, and its location on the Territorial Wine Trail (TWT) make it unique and attractive to residents and tourists. With approximately 4,755 residents and over 90 registered businesses operating within city limits, Veneta has grown significantly at an average annual population growth rate (AAGR) of 2.0% during the years 2006-2016 (Portland State University).

Despite its rapid population growth, private investment and business growth have been slow. Veneta currently acts as a “bedroom” community to the Eugene-Springfield metro area. There is one job for every three residents in Veneta, and 77% of residents commute for employment (EOA 2015).

The City has invested substantial resources into downtown infrastructure and improvements. Efforts to maintain attractive areas within City limits have been successful; however, gateway properties along Highway 126 have not received the same attention. Unfortunately, many of these properties fall outside of the City’s jurisdiction, making it difficult to control the appearance of the highway, creating a “poor first impression.”

Throughout the City’s two-year business retention and expansion program, known as Veneta Business Connect (2016 & 2017), a series of 35 total interviews with business owners took place. Interviews found that the highway acts as a major economic deterrent, and that community members are concerned for the safety of people traveling along the highway, as well as its appearance. The Plan outlines efforts to address aesthetic concerns, yet many of these initiatives will take a dedicated commitment of time and resources.

Why Beautification Matters

Research indicates that public spaces which are clean, have places to rest, incorporate outdoor art, and are close to trees and nature make us feel happier, relaxed and safer. Research has also confirmed that businesses located in areas with beautification elements have increased foot traffic and sales. Beautification enhancements provide benefits for businesses, residents and tourists; thus, strategic focus on key areas will go a long way in attracting a diversified

economy and improved commercial atmosphere. The kinds of beautification efforts explained in the Plan will help provide a defined character for the community, as well as illustrate that Veneta is a great place to live and conduct business.

Research Findings from Around the Nation

Cleveland, Ohio

“The importance of the on-street experience was highlighted in the perception research conducted with visitors and residents. The research showed that lighting, public art, greenery and improved conditions of roads and sidewalks can increase perceptions of cities as being clean, safe and welcoming.”

[WKYC News](#)

Texas A&M University

“Beautification Draws Customers, Reduces Shopper Stress, and Enhances Store Appeal: Trees and other ornamental plants beautify otherwise bland areas. They help create a positive aesthetic environment that attracts and welcomes customers of local businesses. Stores with landscaped areas have proven to make shoppers feel more at ease, and also contribute to the appeal of a store. This translates into expanded sales resulting from longer shopping occasions and to stores being able to charge slightly higher prices because of an increase in the perceived quality of the store. Landscaping is an effective way to invite more customers to a store and to keep them coming back to experience the positive environment they encounter there,”

(Bisco Werner 1996, Brethour 2007, Frank 2003, McPherson 2004, PNLA 2009, Wolf 1998).

[Texas A&M University](#)

University of Florida

“Aside from the obvious aesthetic benefits, studies indicate that roadside beautification, including landscaping and gardens, can help drivers reduce stress, frustration, and aggression, while helping maintain safe highways. Implementing simple, cost-effective beautification projects can enhance communities and improve quality of life for residents and travelers.”

[Science Daily](#)

D. Overall Goals for Target Areas I – IV

The Highway 126 Beautification Plan focuses on achieving six main goals through a variety of strategies and actions:



Additional Goals

- Develop stronger relationships with businesses and property owners along Highway 126 and encourage private investment into beautification efforts;
- Increase landscaping and infrastructure in target areas;

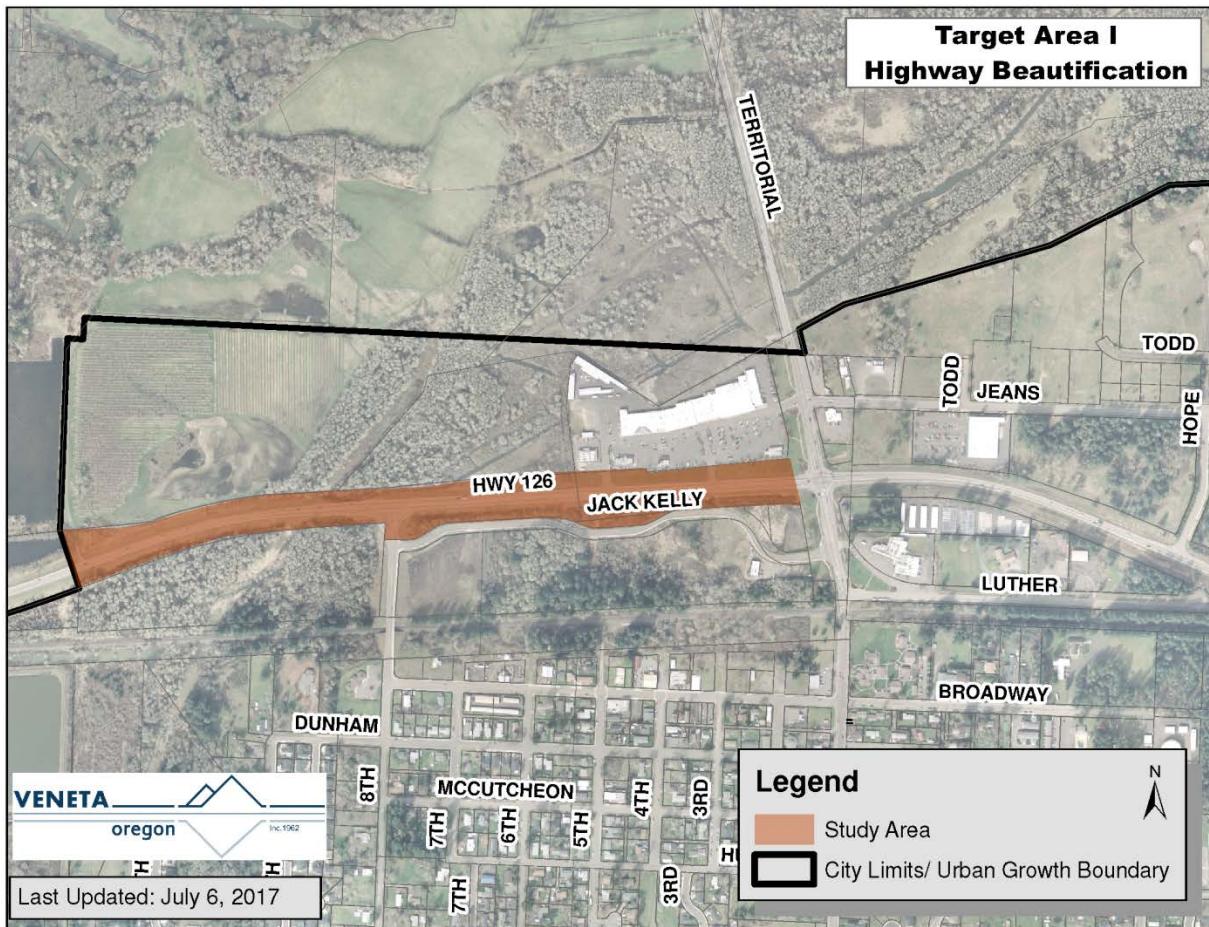
- Improve gateway entrances and establish visually harmonized landscapes along the main corridor, including the removal of urban blight;
- Creation of a Beautification Fund to provide grants to landowners and businesses, and creation of a Beautification Committee (example: staffed by 2017-2018 RARE) to implement activities within the Plan (see Appendix IX City of Oakridge Strategic Plan).

E. Target Areas

The Plan is broken into four target areas to focus beautification efforts. Each area faces slightly different challenges; therefore, goals and recommended actions differ between phases.

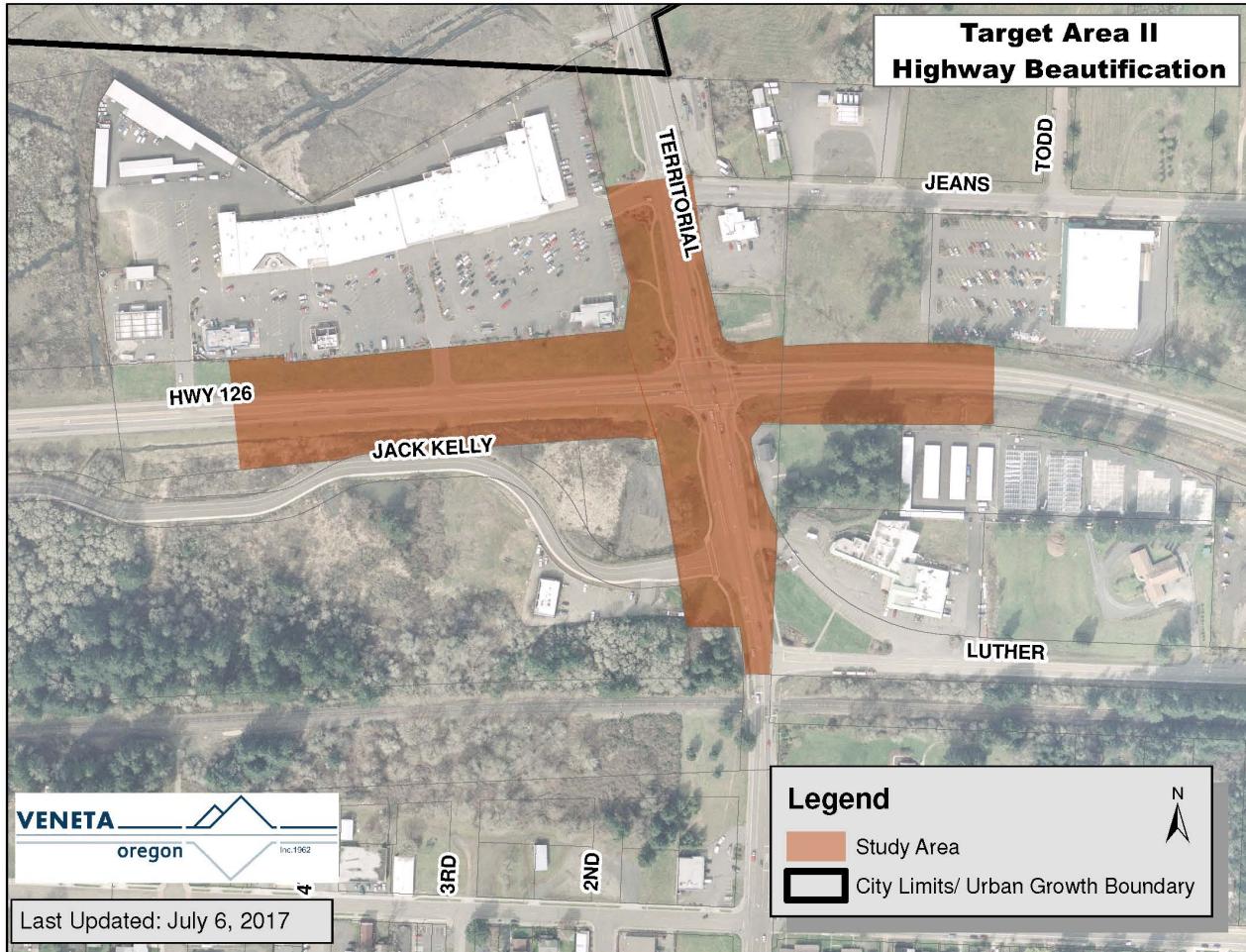
Target Area I: West-end City Limits to Territorial Highway

Target Area I begins at the western city limits boundary and runs until reaching the intersection of Highway 126 and Territorial. There is very limited commercial activity on the western side of the City. There are the West Lane Shopping Center on the northern side of Highway 126 and Countryside Pizza on the southern. Countryside Pizza does not front the highway; however, the land ownership extends to the highway.



Target Area II: Intersection of Highway 126 and Territorial Highway (known as Four Corners)

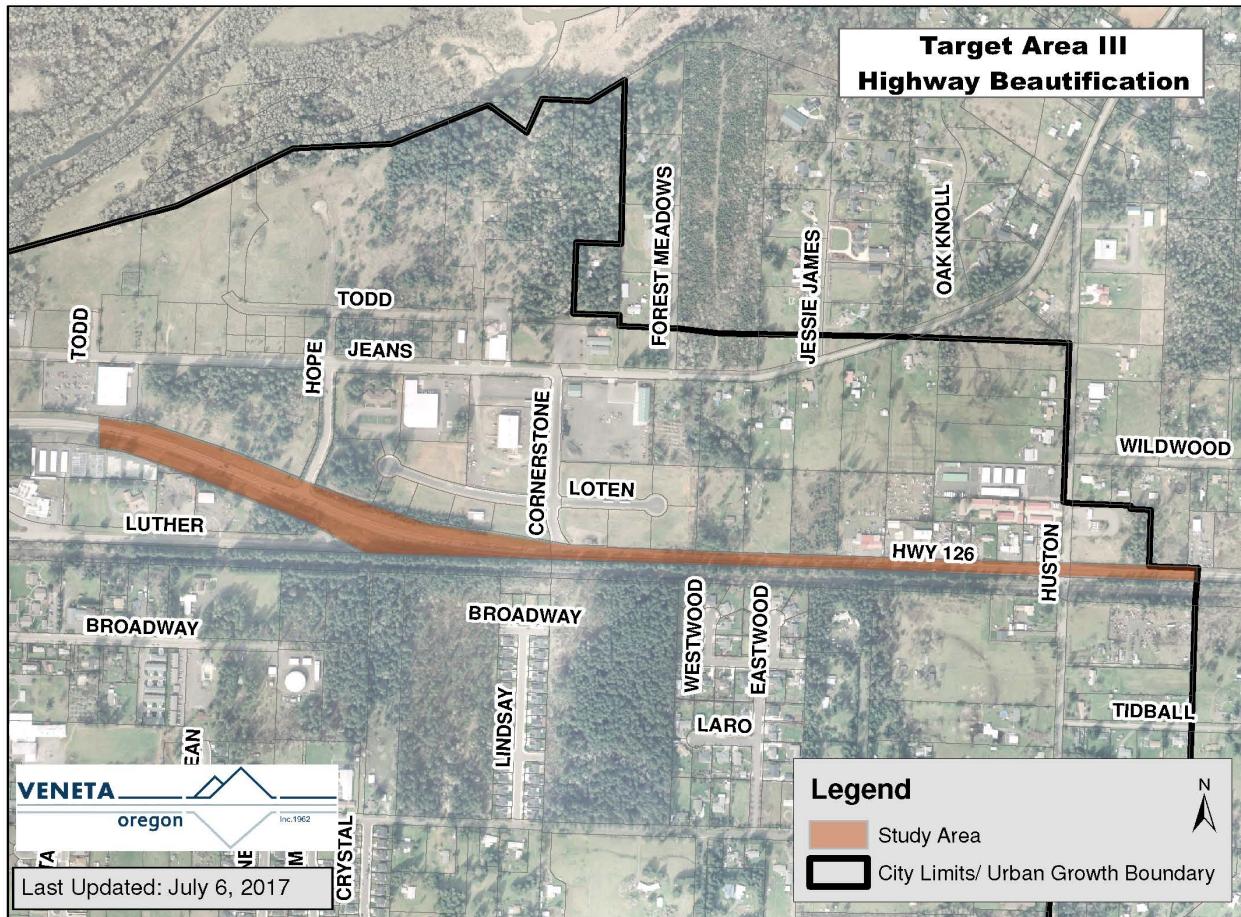
Target Area II focuses on the intersection of Highway 126 and Territorial Highway, where the stoplight and crosswalks exist. Parts of the area are landscaped and well maintained and others have been neglected. The four corners include part of West Lane Shopping Center, the old Pawn Shop, the Red Barn building, and a vacant corner that is near Countryside Pizza.



Current conditions at the intersection of Highway 126 and Territorial's southern corners

Target Area III: Intersection of Highway 126 and Territorial to the NEEC

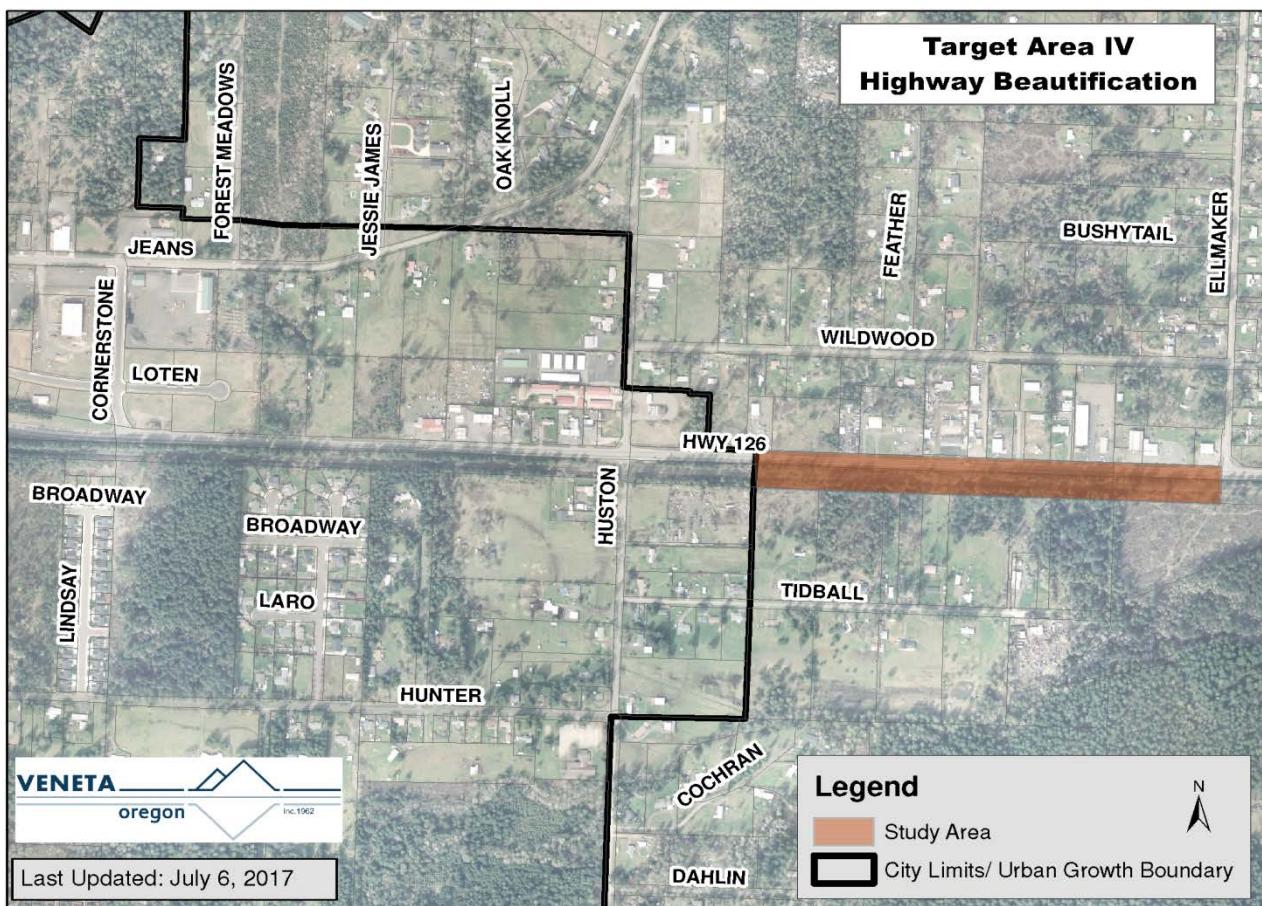
Phase III begins at the Four Corners and ends at the eastern city limits boundary. Several vacant land parcels within the Northeast Employment Center (NEEC) front the highway, with only two or three businesses. To the east of the NEEC, there are one or two properties that the City should look to work with in enforcing development standards.



The entrance to the Northeast Employment Center off Cornerstone Drive, as seen from Highway 126

Target Area IV: Ellmaker to West-end City Limits

Ellmaker marks the first developed area to the east until reaching Veneta City Limits. Only the north side of Highway 126 is developed, as the southside is occupied by the railroad (Coos Bay Rail Line) and is heavily forested. Currently, businesses located to the west of Ellmaker include: Dari Mart; Lone Star Barbershop; Y Cook Food Stop; Veneta Crossfit; Dixie's Café; Napa Auto Parts; a tattoo shop; Sunnyside Organic Supply; and Canna Royal. After this cluster of development, there is Green Streak Automotive; Big Apple Automotive; and Austyn's Buy and Sell. Beautification efforts are focused on the north side until reaching Cornerstone Drive.



Target Area IV starts at Ellmaker until Veneta City Limits. This segment of highway welcomes visitors from the east

2. Target Area I

A. Current Conditions: West-end City Limits to Territorial Highway

The west-end of Veneta City Limits along Highway 126 until the intersection of Territorial Highway acts as a gateway into Veneta. The character of the highway is rural, with no commercial or residential development until reaching the West Lane Shopping Center. The shopping center holds two of Veneta's anchor retail stores, Ray's Grocery and Ace Hardware, and one of its largest employers, First Call Resolution (FCR). The shopping center has some landscaping and is well maintained in general, however, small improvements in beautification could encourage travelers to stop and explore further. There is ODOT signage noting when travelers have arrived in Veneta, and minimal signage directing visitors to the Chamber of Commerce and Travel Information, wineries and restaurants. There are no sidewalks along this segment of highway, which makes it difficult for pedestrians to travel from the downtown core to the shopping center. This segment of highway does not contain urban blight or problem properties, and neither are concerns in Target Area I, although the City should be proactive in monitoring properties in all target areas.

Challenges

ODOT maintains the highway and is responsible for planning decisions, which presents a challenge for the City to increase signage, landscaping, traffic calming and pedestrian infrastructure, and to implement lower speed limits.

Another challenge includes the fact that access to Highway 126 is constrained on its south side by wetlands and Jack Kelley Drive, and constrained on its north side by commercial development. There is little room to expand infrastructure along the highway (such as road widening, or incorporating sidewalks) in the Right of Way (ROW). Sidewalks would likely be constructed by purchasing a land easement in a public-private partnership. In addition, the property that Countryside Pizza is located on extends to the highway until 8th Street; beautification efforts on that parcel will have to be initiated by the property owner.

Opportunities

1. Partner with the Veneta-Fern Ridge Chamber of Commerce.

The organization is based in the West Lane Shopping Center and also acts as a tourist information office. As they already work with area businesses, the group makes the most sense to work with in initiating a business sponsored planting program or flower basket program, with guidance and potential funding from the City. The Chamber could help encourage the commercial area to take advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. One way to achieve this is by holding window display contests each season or for particular holidays. According to the National Main Street Program, an appealing atmosphere, created through attention to all of these visual

elements, conveys a positive message about the commercial district and what it has to offer.

3. Create an Employee Volunteer Program (EVP) with Veneta's larger employers (i.e. Ace, Ray's, Bi-Mart and FCR).

Often times, larger employers will require that their employees complete a given number of community service hours in a year, in what is called Employee Volunteer Programs (EVP). These programs are planned and managed efforts that seek to motivate and enable employees to serve community needs through the leadership of the employer.

Employee engagement is crucial in the attraction and retention of talent, and there is no better way to engage employees than through volunteerism. Engage the bigger employers in Veneta in creating a similar program, and provide the group with the opportunity to volunteer in communitywide beautification efforts. Not only will an EVP help the community, corporate volunteerism improves business' image and relations with stakeholders through positioning the company as a leader in giving back.

4. Work with Applegate Art Guild or Oregon Country Fair to commission a local artist in creating a piece of art or sculpture for the western gateway area; specifically, the Shopping Center or the City owned lot on 8th Street and north of Jack Kelley Drive.

The City of Veneta is home to many artists; however, the town itself does not have public art. Outdoor art is an effective tool for placemaking and beautification. Public art gives meaning to a place, instilling a greater sense of identity and understanding of where residents live, work, and visit—creating more memorable experiences for all.

The Applegate Art Guild generally has 50-60 members, and also showcases local artists' work. The Guild has contacts with individuals who have a variety of talents and specialties. The City could look at commissioning a sculpture in a grassy area bordering the shopping center that is visible from the highway.

5. Increase sustainability of the Shopping Center by landscaping with native species and utilize "brandscaping," or strategic landscaping to further Veneta's identity.

According to Kimco Realty in New York State, "brandscaping" uses native landscape designs to achieve three goals: create an immediate visual impact on properties, strengthen brand identity, and improve shopping centers' sustainability practices. This concept is easily translatable to city-scale. The company utilizes landscaping to create an identity and brand for retail properties. For example, the indigenous plants and flowers at Riverplace Shopping Center in Jacksonville, Florida create an immediate visual impact to draw foot traffic. Because this method of landscaping utilizes indigenous plants, brandscaping prevents soil erosion, reduce pollution, encourage habitat diversity, and conserves water. Brandscaping could also be done in conjunction with other branding actions like banners,

signage, and art pieces. The City has the beginning of a brandscaping plan, which should be completed and then implemented.

Native plants have grown in the West Cascades region for thousands of years. They are adapted to our regional climate—wet winters and dry summers. Native plants provide habitat for birds, small animals, amphibians, reptiles, and insects. This habitat is important for feeding, reproduction, and protection from the sun, wind, and predators.

Since natives are established and balanced in our area, they have little or no potential to become invasive pests in our wild and natural areas. They require less maintenance and care than plants exotic to the West Cascades.

Native plants have a natural tolerance for summer dry periods, which will be especially important in the coming years, as weather patterns change or become more intense due to global climate weirding. In addition, tolerant plants will perform best and require less care if you group them together ecologically; a design concept called “zoning”.

Additionally, Veneta already has the beginning of a brandscaping plan, which has a theme that was created at City Hall. The City can begin to implement this plan or begin an update.

6. Create storm water or a wetlands park to mitigate the wetlands, treat winter storm water, and to incentivize property development.

The cost it would take to develop the lot south of Jack Kelley Drive is prohibitive to property owners and developers due to mitigation fees and the construction of certain infrastructure. In addition, storm water treatment facilities would use valuable square footage. The City should pursue the construction of an interactive and educational wetlands park north of Jack Kelley. This will not only help beautify the highway, it would lessen the burden of mitigation costs and could treat storm water for the property. The park would be visible from the highway, coming both east and west.

Long Tom Watershed Council could be a resource in learning more about the proposed project. The organization has an urban waters program that has a specialist for storm water projects. They consult on projects and have not worked out here yet, but extensively on Amazon Creek.

B. Goals

The overarching goal for Phase I is to improve the aesthetics of the western entry corridor into Veneta, and West Lane Shopping Center. Additional goals include:

1. Seek input from business owners and stakeholders through a series of community charrettes

2. Work with private property owners to purchase easement for construction of pedestrian infrastructure and additional landscaping.
3. Install gateway sign at western city limits.
4. Increase strategic signage and strengthen Veneta's identity.

C. Actions

- 1. Procure consultant to install additional gateway sign and landscaping.**
Perform Right of Way Audit to inventory which tax lots are in the City or ODOT ROW. If placement is within ODOT ROW, partner with ODOT to purchase easement. A gateway sign should identify that travelers are entering the City of Veneta and should combine landscaping. A gateway sign should be designed with a striking appearance and large enough text to be read at higher traffic speeds. Since there are already two gateway signs for the City, the same type should be constructed.
- 2. Utilize “brandscaping,” a method of landscaping that utilizes native plants to achieve three goals: to create an immediate visual impact; to strengthen Veneta’s identity (i.e. “brand”).**
Benefits of landscaping with native plants include improved drainage, decreased soil erosion, reduced pollution and water use (as they need less chemicals and less watering than exotics), and habitat diversity.
- 3. Increase signage directing visitors to the downtown core and to nearby attractions (see the City of Veneta Wayfinding Plan).**
There is signage directing visitors to the downtown area, but drivers do not see the sign until they reach the stoplight at the intersection of Highway 126 and Territorial. Current signage directs people to Elmira; area wineries such as Sweet Cheeks Winery, Valhalla Winery, and LaVelle Vineyards; and to the Chamber of Commerce’s Visitor Center. Banners following the theme “Inspired by Nature” should be included in the shopping center and along Highway 126 to announce to visitors they have arrived to Veneta. “Inspired by Nature” is a brand campaign the Chamber began; there is already a mural on the side of Bi-Mart featuring a native bird and this logo, and the bike racks around Veneta and Elmira maintain the bird theme. The City could continue to build this brand for Veneta.
- 4. Partner with the Veneta-Fern Ridge Chamber of Commerce to create a Flower Basket Beautification Program for storefronts in the Shopping Center, Territorial, and the Downtown Area.**
It is recommended that outreach be done by the Chamber, as they already work with many businesses that may be willing to sponsor a basket. Klamath Falls has a flower basket program that has been successful in their downtown area (See Appendices III and IV).
- 5. Partner with Lane County and ODOT to explore installation of decorative lighting along Highway 126.**

There are currently no streetlights along the highway. There are limited streetlights in the shopping center, however, the highway remains fairly dark and is a safety hazard. In addition, attractive lighting methods can improve the appearance of the highway. The City could partner with ODOT to install decorative lights.

3. Target Area II

A. Current Conditions: Intersection of Highway 126 and Territorial

Oregon State Highway 126 bisects Veneta; its downtown and residential neighborhoods sit on the south side of the highway and is hidden from view. West Lane Shopping Center sits on the north side of the highway, with clear visibility. Travelers often think the shopping center at the intersection of Highway 126 and Territorial is Veneta's downtown, since that is visible.

There are no sidewalks along this stretch of highway, even though people do travel by foot and bicycle; there is, however, a set of four crosswalks at the intersection, and sidewalks along the stretch of Territorial. In addition, people travel at speeds between 40-60 miles per hour which leads to unsafe conditions for pedestrians to cross from the downtown area to the Shopping Center.

Urban blight is prevalent at the northeast corner of the intersection where an old abandoned pawn shop exists. The southwest corner is in good condition and is well landscaped, as is the northwest corner. The southeast corner is drastically underutilized. This lot holds the Red Barn building, which is currently occupied but only takes a fraction of the lot. Additional development, or redevelopment, would be beneficial at this corner.

Challenges

A challenge throughout this project will be working with ODOT, who maintains authority over Highway 126 and owns the right-of-way. They complete infrastructure updates and set speed limits. Highway 126 is a statewide highway and freight route with speeds posted at 45-55 miles per hour. It is difficult to exit, and re-enter the highway due to the high vehicular speeds and absence of turn lanes.

Secondly, the City currently has no way to address “zombie properties” and abandoned signage. There are many areas within the city limits that are owned by private individuals with structures and property that are simply abandoned and in need of clean-up and façade improvements. Some may not be abandoned but may simply be unsightly or in need of a little attention. These are areas that are seen when people visit Veneta and include the four corners of the intersection.

Opportunities

1. Create beautification grants for land/business owners to access.

Since the City will rely on the businesses in the corridor to provide additional landscaping, beautification grant opportunities should be created and made available to soften the cost for the additional landscaping guidelines.

2. Update Veneta Land Development standards and create stricter minimum development standards to address urban blight.

Minimum Development Standards would ensure that a building in question must be brought up to code with any change of use in a building, or any new tenant. It would ensure a consistent and quality design throughout the study area.

3. Invest resources into a southern corner to create a “signature” building.

During the completion of the Downtown Retail Market Analysis (2017), interviews with six area real estate agents were conducted. It was found that many real estate agents see the southern corners as opportunities for redevelopment. One broker recommended investing money into the right person and idea to create a “signature building” that welcomes visitors and signals to passersby “Welcome to Veneta.” Within the signature building, an attractor such as local wine tasting and cheese or specialty meats, or a brewery, would encourage people to stop.

4. Move the gateway sign to the southwest corner.

Since the City has already invested landscaping into the southwest corner, a gateway sign welcoming people into downtown could be placed in that area. The City should conduct a ROW Audit and, if needed, purchase an easement from ODOT.

5. Use model properties within City limits as an example to those outside of City limits.

A large portion of the study area (Target Area IV — Huston to Ellmaker) is outside of the City’s jurisdiction, which poses issues in code enforcement. Within the study area, examples of model properties within city limits should be shown to problem properties. Highlight the benefits the businesses on these “beautified” properties have seen, and show them resources that may help them bridge financial gaps. In addition, offer them “quicker, lighter, cheaper” design ideas (see Appendix I) that would work well for their property and business.

6. Implement elements of the Downtown Master Plan for lighting and streetscaping along Territorial.

In 2006, the City adopted a Downtown Master Plan, and later adopted a Next Steps Strategy (2008) which provides design concepts and streetscape improvements from Territorial to Broadway. In 2011, the City began to implement those improvements from Territorial to 5th Street. The City should seek funding to continue improvements proposed in the Next Steps Strategy.

B. Goals

The overarching goal for Phase II is to improve the aesthetics of the intersection of Highway 126 and Territorial Highway and to improve the intersection as a gateway to downtown. Additional goals include:

1. Increase and improve wayfinding signage in target areas while decreasing unnecessary or unsightly signage;

2. Increase natural and ornamental landscaping;
3. Encourage private property owners to invest in their properties; specifically clean up and eliminate “zombie” properties;

C. Actions

1. Secure Transportation Growth Management Grant (TGM) to incorporate sidewalks from West Lane Shopping Center to the NEEC and to east City limits boundary.

The City should advocate to ODOT to get the redesign project into the Statewide Transportation Improvement Plan (STIP), and secure a TGM Grant to construct sidewalks and lighting for pedestrians.

2. Approach property owners about Highway 126 clean up days and beautification.

Use the “carrot” over the “stick” approach. Entice stakeholders and show them exactly why cleaning up their property benefits them. The City of Oakridge’s Strategic Plan (2013) has included the following as a plan to address problem properties on Highway 58 (page 12):

- Inventory all properties from the western boundary to eastern city limits
- Identify hazardous and dangerous buildings that pose a threat to local citizens and/or are a visual blight to the community. The property owners will be advised of city policy and ordinances that require property maintenance and nuisance abatement for weeds, debris, inoperable vehicles, and health and sanitation risks of the community.
- After the notification period, willing property owners will be given a range of voluntary options to bring their properties in compliance. Unwilling property owners will be subject to the code enforcement process and civil penalties, as allowed by law.
- After exhausting all enforcement and voluntary measures, the City Council will determine the next steps, including condemnation if appropriate.

See Appendix IX to read the City of Oakridge's Strategic Plan, section “Beautification of the City of Oakridge.

3. Amend the land use code and add ordinances regarding “zombie properties” and minimum development standards. An ordinance that requires buildings abandoned to be demolished, condemned or brought up to code. The Downtown Market Analysis includes methods to address vacant, blighted and unusable buildings within its action steps (See the Downtown Retail Market Analysis and Development Action Plan [2017])

4. Explore the use of Redevelopment Toolkit Funds to redevelop the Four Corners. The Redevelopment Toolkit offers many incentives to developers with projects that would be fitting for the intersections. In addition, URA funds should be specifically used for a

catalyst project at the southeast corner (Red Barn building) in order to create a signature building and encourage continued private investments.

4. Target Area III

A. Current Conditions: Territorial to East City Limits

Some of Veneta's prime commercial and industrial areas, as well as vacant lands abut Highway 126; however, although all sites are shovel ready, industrial development has remained stagnant in recent years for a number of factors.

Most of Veneta's available commercial land within the NEEC borders the state highway and is therefore highly visible—commercial development does not require large parcels, but does require good visibility. In addition, the area's unique natural attributes and the small-town atmosphere in Veneta, may allow for the capture of spillover from industrial development in west Eugene for the less visible sites.

Currently, 90 acres of the 135 are available and zoned Light Industrial, Medium Industrial, Industrial Commercial, Highway Commercial, Community Commercial, or General Residential. Fourteen acres fronting Highway 126 are designated Industrial-Commercial to provide flexibility to respond to market conditions for primarily light and medium industrial uses. The NEEC has various landscaping and design overlays, such as an east-end landscape buffer requirement and highway tree preservation setback. Forthcoming is an analysis of NEEC standards to redefine zoning and development requirements.

Businesses within the NEEC include: Holte Manufacturing; Bi-Mart; Veneta Veterinary Hospital; Hillbilly Brews; Los Primos; the Jerry Brown Fuel Company; Tyree Oil Inc.; Lock-up Mini Storage; and the Pacific Coast Partners.

Challenges

As previously stated in Target Area I, ODOT maintains the highway and is responsible for transportation planning decisions, which presents a challenge for the City to increase signage, landscaping, traffic calming, pedestrian infrastructure, and implement lower speed limits.

Another challenge will be working with property owners, specifically regarding the proposed Entry Corridor Overlay. It will be important to gather community input and support.

Opportunities

1. Update the Northeast Employment Center Specific Development Plan

Forthcoming is an analysis and update of the Specific Development Plan (SDP) for the Northeast Employment Center (1997). The purpose of the analysis is to identify barriers to development within the code, amend the SDP to address these barriers, and encourage development.

2. Explore the Transportation Growth Management Grant Program

Transportation Growth Management Grants (TGM) offered by the State of Oregon are utilized for land use & transportation planning; specifically, to promote compact, mixed-use development supported by improved pedestrian, bicycle, transit, and multi-modal street facilities. A TGM grant should be explored to fund a study for the proposed Entry Zone Overlay.

B. Goals

The overarching goal for Phase III is to improve the east entry corridor into Veneta. Additional goals include:

1. Determine whether relocation of the “Welcome to Veneta” sign would improve first impressions if moved closer to Territorial Highway. The Plan suggests placement near Hope Lane as this is after the majority of problem properties along Highway 126, and is closer to the heart of Veneta. It will be important to engage stakeholders to receive input during the community charrettes outlined in the Highway Beautification Public Involvement Plan.
2. Improve appearances, safety, and landscaping of properties that front the highway through the adoption of an Entry Zone Overlay.

C. Actions

1. **If deemed beneficial: obtain Right of Way (ROW) for new placement of gateway sign.** Perform Right of Way Audit to inventory which tax lots are in the City or ODOT ROW. If placement is within ODOT ROW, partner with ODOT to purchase easement.
2. **Make improvements to the gateway sign.** Improvements can be made by adding more landscaping or upgrading the quality of materials used in their creation. Improving these signs will signify to City residents and visitors that the City takes pride in its appearance.
3. **Create an Entry Corridor Overlay Zone to include additional guidelines that enhance the corridors.** Overlay Zoning applies new provisions “on top of” those already in force through the municipal zoning ordinance. According to the Pace Law School Land Use Law Center, an overlay zone can be used “*to conserve natural resources or realize development objectives without unduly disturbing the expectations created by the existing zoning ordinance.*” The Entry Corridor Overlay is designed to recognize the importance of the gateways and enhance the aesthetic appeal for those entering the City. In the Entry Corridor Overlays, the City will work closely with ODOT on placement of new city entrance signage, additional streetscape improvements in the state and city right-of-ways, and maintenance of the right-of-ways. The zone should extend from the NEEC to west-end City limits.

The City should not invest too many resources into landscaping this area, since the NEEC already has some landscaping overlays in place; therefore, as development occurs, investment by property owners for additional roadway landscaping will follow.

- 4. Incorporate native landscaping around existing tree bases and throughout the corridor.** Native landscaping is a wonderful asset in a community. It is low maintenance and reduces maintenance costs, while providing several environmental benefits. The environmental benefits natural landscaping offers includes: improved storm water management and reduced flooding; reduced air pollution and chemicals needed for landscape maintenance; increased regional biodiversity; decreased amount of pests and diseases; and increased water conservation and quality preservation. Natural landscaping has social benefits as well, and provides historical and cultural interest by restoring and connecting residents to the historic landscape of the area.

The east end of the NEEC should incorporate ornamental and natural landscaping, as it is the most visible when approaching the City from Eugene. Ornamental landscaping could be included around the base of the preserved trees along Highway 126 to further improve the entry corridor.

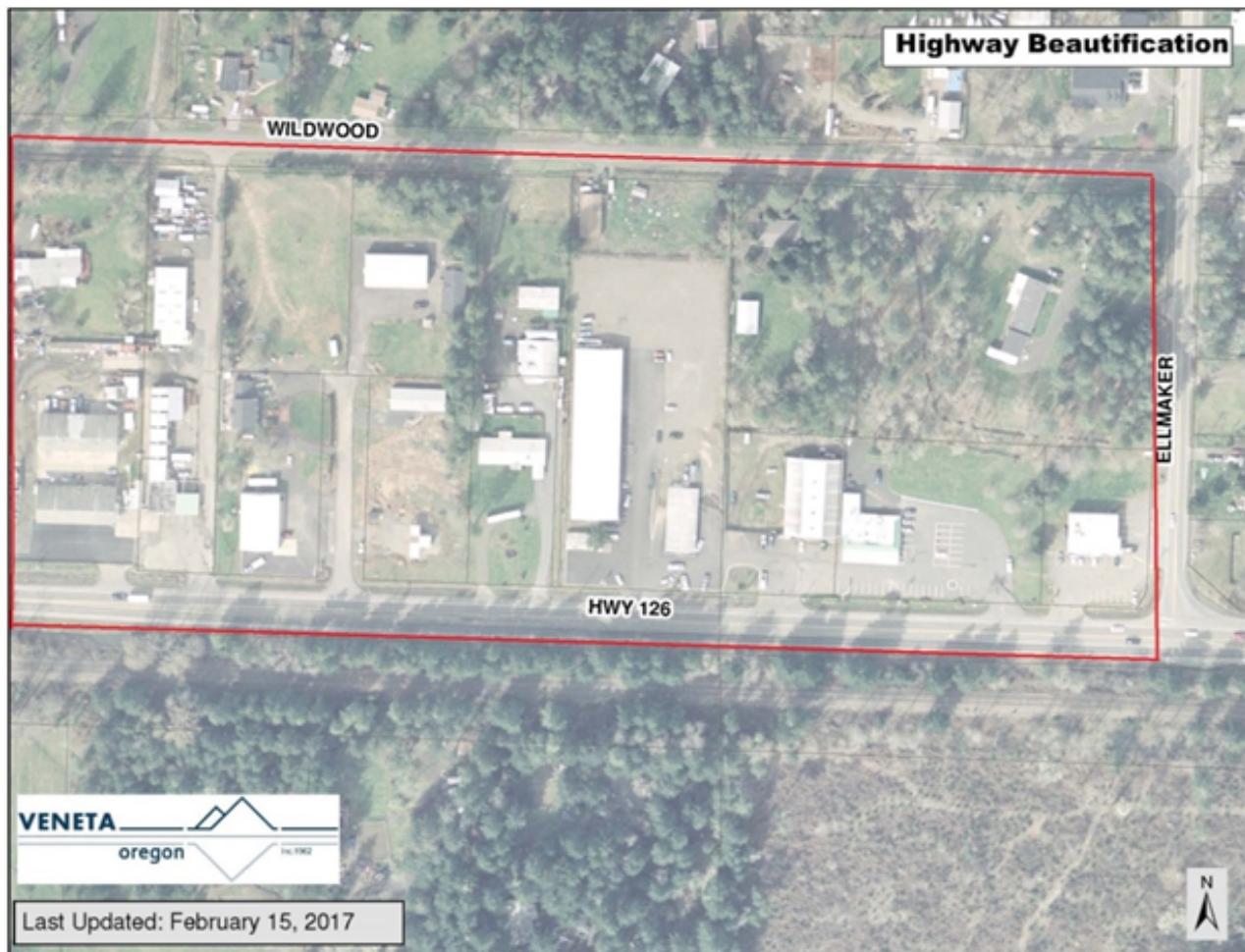
The junction of Luther Lane and Highway 126 could benefit from landscaping and vegetation. The City does not have an access permit at this point, so the road is not accessed from the highway; in its current state, it looks “forgotten” because it does not tie into the rest of the community.

5. Target Area IV

A. Current Conditions: East-end City Limits to Ellmaker

Ellmaker Road to the NE Employment Center (NEEC) is the first developed area travelers see after Fern Ridge Reservoir. It acts as a gateway into the community, so it is important to create a strong first impression to indicate the City cares, and that Veneta is a safe place to work, live, and recreate. Currently, the corridor is sending a poor first impression to visitors. There is a plethora of ununiformed signage that is not up to code, lack of landscaping and pedestrian oriented infrastructure (such as lighting, benches, sidewalks, art), and general urban blight. Along this stretch of highway, unattractive chain link fencing is prevalent. In addition, a few properties appear to be keeping automobiles or signage within Lane County's right of way.

There is an area of businesses to the east of Ellmaker, zoned Rural-Commercial in Lane County jurisdiction, who have maintained their facades and have invested in some landscaping. After Veneta Crossfit, development begins to patter out, with only two used auto shops and one used



goods store. Residents and surrounding business owners have expressed complaints regarding these three properties in particular. The Highway 126 Fern Ridge Corridor Plan was adopted in 2013 and addresses many of the issues the Plan focuses on in Target Area IV. The Fern Ridge Corridor Plan is preferred by the community, and the City should advocate for its implementation.

Challenges

The main challenge in this section of Highway 126 is that the area falls outside of the City's jurisdiction. Phase IV is compiled of private properties, meaning property owners and Lane County officials must lead improvements in the area. If there are land use codes currently being violated, Lane County will be tasked with communicating code violations with property owners and enforce code.

Another challenge is Highway 126 is a state highway, therefore ODOT maintains its quality and ultimately dictates which improvements will be done, such as road widening, or building sidewalks and crosswalks.

Opportunities

An attractive built environment is an important aspect of community beautification. Flower plantings and street trees are not enough to overcome the negative visual impact of poorly maintained buildings and infrastructure. Participation from the County is needed to enforce ordinances on building maintenance and aesthetic requirements for new construction, such as requiring landscape plantings and limiting signage. Participation from property owners is needed to initiate more positive approaches, such as beautification programs that recognize businesses who maintain their property, to improve the area. The Plan recommends:

1. Seek to partner with Lane County in monitoring “problem properties” and initiating Highway 126 Clean-up Days

There is an opportunity to engage all property owners along Highway 126 in community wide or highway specific “Clean-up Days.” In this situation, City staff and Lane County staff would approach each property owner and explain that the City is implementing a program to beautify the stretch before Veneta City Limits, and because of their location in a key gateway area, staff is asking them to participate. With permission, staff and volunteers go to the properties in question and literally clean up the property, with or without the help of the owner. Clean-up could mean addressing landscaping issues, moving items out of the ROW, or providing consultation on “lighter, quicker, cheaper” ideas to improve their properties.

If property owners are unwilling to participate, the City and County should then begin looking to enforce (or develop) land use codes to address those issues.

2. Explore Rural Development Initiative’s “First Impressions” program

Rural Development Initiative’s “First Impressions” is a community exchange program that provides a structured process to give the City an objective assessment of its strengths and weaknesses through the eyes of a newcomer. With the assistance of professional facilitation, First Impressions communities use the knowledge gained from the exchange to create action

plans that catalyze positive and effective community involvement and engagement. The First Impressions program can also be conducted by our downtown professionals with individual communities ready to get to work on their own. See Appendix X for more information.

3. Create a Business Improvement District

The City and County could work with those owners who are already maintaining their property by gathering support and creating a Business Improvement District (BID) (from Ellmaker until Huston). This district could result in a walkable shopping block, with decorative lighting; awnings; banners; landscaping including decorative shrubs, trees and planters; benches; and bike racks. Parking should be moved to the back or sides of buildings. The City should seek to partner with ODOT and Lane County to fund some of the infrastructure improvements, such as tree plantings, lighting, crosswalks, and sidewalks.

In 2008, the City of Maupin entered an Intergovernmental Agreement with ODOT and both parties shared the costs of improvements to Highway 197, which included improvements such as new curbing, sidewalks, bulb outs, brick pavers, and ornamental street lights (see Appendix V to review the case study).

The City should advocate to Lane County for additional beautification funds in this area. For example, investing in the installation of banners, bike racks, or interpretive signage may encourage owners within the BID to invest in landscaping and art.

Strong shopping and community areas have components of placemaking and anchoring, and utilize multi-use parking as well as safe connections. “Anchoring” creates places of interest at both ends of the shopping district. There should be a definite beginning and an end; the area should not dwindle out with a few scattered business or homes serving as the gateway into Veneta. For example, a mural on the metal wall of Veneta Crossfit would be eye-catching, and a sculpture or interpretive map outlining nearby attractions and activities installed at the west end of the district could entice visitors to further explore the Fern Ridge Area and venture into Downtown Veneta.

4. Install Multimodal Parking and Safe Connections

There are multiple modes of travel to reach Ellmaker and the proposed BID. There is a Lane Transit District (LTD) bus stop on the opposite side of Highway 126, directly across Ellmaker and shops, so safe pedestrian connections for customers from parking areas to the transit stop is essential. There are also nearby residential developments along Ellmaker and Wildwood Road that would benefit from a nearby crosswalk to the transit stop. These improvements are included in the Fern Ridge Corridor Plan (Section 4, Page 35). The City should advocate to ODOT, Lane County, and LTD to install a rapid flash beacon crosswalk and waiting shelter. Bicyclists also frequent along this stretch of the highway, and bike racks that align with the “Bike Beautiful Fern Ridge” theme, already placed throughout Veneta and the Fern Ridge Area, could be included as a parking option for riders in the BID.

B. Goals

The overarching goal for Phase IV is to remove urban blight and create a more beautified gateway into Veneta. Additional goals include:

1. Partner with Lane County to monitor “problem properties,” enforce code violations, and assist with implementation of the Plan.
2. Increase community involvement through the creation of a beautification program, which could include clean up days; business sponsored plantings; adopt a highway program; and litter crews.
3. Improve gateway and “first impressions” through creation of a Business Improvement District and/or shopping district. The district would include banners and landscaping.
4. Increase pedestrian access and safety along the corridor through the construction of sidewalks and crosswalks at bus stop.

C. Actions

1. **Engage business and property owners in cleanup days.**
2. **Meet with Lane County to discuss problem areas outside of city limits, to begin cleanup process at county level.** Work with the County to enforce land use codes on problem properties and to help with removal of urban blight.
3. **Partner with businesses and the County to create Business Improvement District that is partially City and County sponsored.** A merchant organization can organize events, and arrange a level of maintenance in the area that would be difficult for the local government to provide on its own.
4. **Engage local artists to increase public art in the Business Improvement District.** Art can beautify and enhance public places, and has been a tool for beautification and community development throughout the State. Public art offers communities a cost effective way to create lasting enhancement to their public spaces. Public art, including murals, sculpture and banners are a vital part of the visitor experience and enhance the overall visual appeal and interest of the area. Examples include the City of Bend, which has installed sculptures at each of their roundabouts. The City of Eugene utilizes colorful lights as well as banners throughout their downtown. Additionally, art elements continue to beautify the environment in winter months when planting areas are dormant. For example, Downtown Hillsboro commissioned a local artist to create several stenciled drawings on sidewalks, now known as “Rain Art.” The drawings are invisible in dry conditions, but become alive when sidewalks are wet.
5. **Encourage the implementation of improvements proposed in the Highway 126 Fern Ridge Corridor Plan, including: widen Highway 126; incorporate sidewalks;**

install lighting; and a construct a cross walk from Ellmaker to the south side of Highway 126. The City should help facilitate a partnership between Lane County and ODOT to implement the Highway 126 Fern Ridge Corridor Plan, specifically the “Recommended Corridor Plan: Huston Road to Ellmaker” (Appendix II). Steps include: investigate the potential for traffic signals at intersections in close proximity to the railroad crossing; add left- and right-turn lanes; investigate crosswalks and enhanced crossing treatments along OR 126W; add street lighting; and build physical median/barrier and incorporate plantings. The City should work to include these improvements in ODOT’s Statewide Transportation Improvement Program (STIP) to acquire funding; or identify a specific funding source and show support from ODOT in writing.

- 6. Advocate to Lane Transit District and ODOT to create bus waiting area.** Add bus pull-outs, landing pads, benches and shelters at the bus stop on Highway 126.
- 7. Improve fencing systems.** Chain link fences rust and are an eyesore against the natural landscape. Encourage property owners to replace their chain link fences or convert them into vertical gardens or pieces of art. View Appendix VIII for examples.

Funding Possibilities

The City should use a combination of funding sources to implement beautification efforts and for continued maintenance. The City should account for future upkeep in budgets when forecasting for beautification projects.

A. Grants

- **Creative Capital**

Creative Capital funds an individual artist's project. If Applegate Art Guild or the City found an artist for a public art piece, they could assist the artist in applying for the grant.

- **Federal Transit Administration—Alternatives Analysis Program—Discretionary Livability Funding Opportunity**

The program assists in financing the evaluation of all reasonable modal and multimodal alternatives and general alignment options for identified transportation needs in particular, broadly defined travel corridors. Studies funded in this round of grants should further the Department's livability efforts. The grant could be used to help in redesigning Highway 126 and to explore construction of pedestrian and multimodal facilities.

- **Ford Family Foundation—Community Building Spaces**

Projects will encourage civic participation, community collaboration and other ways of bringing residents together for the well-being of the community. Grants support the development of physical places that are open to the public and have multiple uses. However, lower priority is given to government projects.

Community Building Spaces grants may be used toward land acquisition; purchase of buildings; new construction and renovation; fixtures, furnishings and equipment; architecture, engineering and planning fees. This grant could be used for development of the BID in Phase IV.

- **Meyer Memorial Trust – Community Building Grants**

The Meyer Memorial Trust funds projects that support arts and cultural initiatives that create inclusive communities. Public art, by definition, helps to create inclusive communities as it allows all to experience and enjoy it.

- **Oregon Community Foundation—Community Grants**

The Oregon Community Foundation awards a percentage of its funds to Community Livability, Environment & Citizen Engagement. Qualifying projects should promote leadership development, volunteerism, immigrant integration, and civic

participation; support stewardship and appreciation of Oregon's outdoor spaces and scenic beauty; address social, economic and environmental challenges or opportunities by bringing together disparate stakeholders; or preserve places essential to communities' civic and historic identities. A fundable project could be the creation of a Beautification Committee to organize volunteers and beautification efforts, like landscaping or sponsored plantings.

- **Oregon Council for the Humanities – Public Program Grant**

The Oregon Council for the Humanities offers funding for projects that focus on place and community, including but not limited to public space, property rights, sustainability, localism, land use, urban and rural issues, or the built environment. A fundable project could include a "brandscaping" project to beautify public space in the West Lane Shopping Center or the proposed shopping district.

- **Oregon Country Fair Board Donation Grant**

The Oregon Country Fair awards grants monthly. They could be used for art projects or a volunteer planting program.

- **Oregon Cultural Trust – Cultural Development Grants**

These funds are to protect and stabilize Oregon's cultural resources; expand public awareness of, access to and participation in quality cultural experiences in Oregon; ensure that Oregon cultural resources are strong and dynamic contributors to Oregon's communities and quality of life; and build an understanding of the value and impact of culture to Oregonians. The project should preserve the past or invest in the future, by commissioning new work that continues Oregon's strong artistic, literary and humanistic presence; or by creating opportunity for every community to invest further in its culture, stimulating new ventures that could not be tried without Trust help. This grant could be utilized to help with the installation of art in the West Lane Shopping Center.

- **Oregon Department of Transportation—Enhance It and Fix-It for the 2020-2022 STIP**

The City should apply for an ODOT Enhance-It STIP 2018-2021. It is strongly recommended that the City contact its ODOT Region Area Manager to discuss proposal ideas. In this program, "enhance" means activities that enhance, expand, or improve the transportation. "Fix-it" means activities that fix or preserve the transportation system. The ODOT Region Area Manager for Lane County currently is Frannie Brindle. (Phone number is 541-736-9611 and their email is Frances.BRINDLE@odot.state.or.us.)

- **Spirit Mountain Community Fund**

Spirit Mountain supports arts and culture projects/programs in Lane County. This fund could be accessed to help support the Beautification Committee and its chosen art and landscaping projects.

- **Three Rivers Foundation**

The Three Rivers Foundation funds the arts in Lane County. Their funding goals are broad, to allow for a variety of uses. The funds could be utilized to help with the installation of art in the West Lane Shopping Center. The next grant cycle is open from December 1, 2017 through December 31, 2017.

- **Transportation Growth Management Grant Program**

The State of Oregon offers Transportation Growth Management Grants (TGM). TGM Grants help local communities plan for streets and land use in a way that leads to more livable, economically vital, and sustainable communities and that increases opportunities for transit, walking and bicycling. TGM awards two types of grants:

- Category 1: Transportation System Planning, including TSP updates, to give Oregonians a range of transportation choices and meet requirements of the Oregon Transportation Planning Rule;
- Category 2: Integrated Land Use & Transportation Planning, to promote compact, mixed-use development supported by improved pedestrian, bicycle, transit, and multi-modal street facilities.

Funds from TGM Grant could be used to assist in the development of an Entry Corridor Overlay Zone

- **Travel Oregon Competitive Grants Program**

Travel Oregon funds projects that contribute to the development and improvement of local communities throughout the state. To be eligible for funding, projects must be for tourism purposes and demonstrate a direct tie to the mission of Travel Oregon. For example, creation of the shopping district and projects involving signage, landscaping, and tourism maps may be eligible.

- **Travel Oregon—Oregon Wine Country Plates Matching Grant Program**

Since the City of Veneta is in the heart of the Territorial Wine Trail, the City should work to promote this position and support the local wineries. To be eligible for funding, projects must be for tourism purposes and demonstrate a direct tie to the mission of Travel Oregon. For example, the project must drive year-round destination-oriented travel from Oregon's key domestic and international markets by promoting wine and/or culinary tourism. The grant could be used for Development of new local and regional maps intended for culinary market development or tourism promotion; visitor way-finding signage plans; or the implementation of an existing plan for signage production and/or installation.

- **USDA Rural Development—Rural Business Enterprise Grant Program**

This grant could be used for redevelopment of buildings, such as the Red Barn Building or for purchasing ODOT/County ROWs. Examples of eligible fund use include: acquisition or development of land, easements, or rights of way; or construction or renovation of buildings, access streets and roads, parking areas, and utilities.

B. Other Sources of Funding

- **Utilize Local Improvement Districts**

LIDs are similar to BIDs and are used by cities or private property owners to fund and construct local projects such as streets, bike infrastructure, sidewalks, and storm water management features. Using the LID process, area property owners share the cost of transportation improvements. LIDs have recently been used to install new sidewalks in Baker City and Portland, as well as bicycle facilities in Ashland. A LID could be established at the proposed shopping district, or to help fund the construction of sidewalks adjacent to the West Lane Shopping Center.

- **Local Gas Taxes**

Two counties (Multnomah and Washington) and 22 cities levy local gas taxes, ranging from one cent/gallon to five cents/gallon. Fourteen of these cities have their local gas tax administered by ODOT. Coquille specifically authorizes using funds for sidewalks.

The City currently has a \$0.03 gas tax. The City could explore increasing the tax at the next election cycle, to be allocated for sidewalk construction along Highway 126 at the shopping center.

- **General Obligation Bonds**

General obligation bonds are a traditional source of financing capital projects including municipal roads; the bonds must be voter approved. Bonds can only be issued for investments with a life expectancy of more than one year, and are secured by the full faith and credit of the issuing municipality. A recent example of bonding for transportation improvements is Eugene's 2012 property tax general obligation bond, which dedicates 6% of its revenues to walking and biking projects. The City could propose a bond to fund sidewalks and bicycle infrastructure along Highway 126.

- **Lane County Community Funding Request**

The County accepts funding request forms for projects, such as help with the formation of a shopping district in Phase IV. The request could include funds for art, banners, and pedestrian/bicycle infrastructure. This is especially useful for the area outside of City limits as it is in the County's jurisdiction.

- **Water Bill Option**

Citizens could have the option to donate a monthly fee to a Beautification Fund that would appear on their water bill. The City could also increase user fees instead of adding it as an option.

- **Corporate Sponsors**

Businesses could sponsor a flower basket or planting endeavor by paying for the materials and installation.

- **Landscape Cost Sharing Program**

This program allows private businesses, civic organizations and local governments an opportunity to support the aesthetic improvement of the state highway system by sharing the project development, establishment and maintenance cost of landscaping the state highway system. The local government or donor will enter into an agreement with the City and/or ODOT and participate in the cost of the project by providing cash or eligible non-cash contributions.

- **Urban Renewal Agency**

The City could expand its Urban Renewal/Redevelopment Toolkit boundary, or add an additional area, in order to access funds to support the beautification of the four corners.

Overarching Strategic Goals

The goal of the beautification plan is to improve the overall appearance of the City of Veneta and its entry corridors. The elements of the plan will be combined to enhance the beauty of Veneta to create a true sense of place and promote economic development and private investments. As this is a living document, the Beautification Plan will continue to identify projects that will beautify our community, increase desirability and quality of life, and encourage residential homeowners and business owners to invest in landscaping and clean-up of their properties.

This Beautification Plan shall be carried out in conjunction with other initiatives and transportation improvements the City is utilizing to enhance the aesthetics and of the community. Many of the goals and ideas mentioned within this document will be addressed as redevelopment occurs and roadway improvements are completed. This plan incorporates similar ideas to the City's Downtown Master Plan (2006), which includes landscaping, signage, façade improvements to name a few.

To be effective, it is important to align the strategies, goals and actions within this Plan to others the City has previously adopted. Considering the plans together will ensure uniformity in decision making and prioritizing projects, as well as create uniformity in the character of the community. The Beautification Plan aligns with overarching goals, strategies, and actions in multiple plans and documents produced by the City. These include the Downtown Master Plan, the Comprehensive Plan and the Economic Opportunities Analysis and Five-Year Action Plan.

Comprehensive Plan (2015) Goals, Findings & Policies

The City of Veneta's Comprehensive Plan includes the following goal (Veneta Comprehensive Plan, 22):

"Create a city with efficient and ecologically sensitive infrastructure; an environment that aesthetically stimulates us; and buildings, sidewalks, trails, and other public facilities that are accessible to everyone."

The following findings and concerns are addressed in the Highway 126 Beautification Plan:

1. The Highway 126 beautification project is the centerpiece of Veneta's beautification efforts and enhances the appearance of Veneta's highway corridor.
2. Veneta has an adequate mix of uses within the downtown area but lacks an aesthetically pleasing environment. A number of properties are negative

contributors to the district and should be addressed with a pro-active carrot/stick approach to getting them cleaned up and maintained even as vacant lots. This is essential to enhancing downtown's image.

3. No distinct architectural style or theme exists in the downtown area.
4. Many city streets, particularly in the downtown area are substandard, lacking curbs, gutters, and sidewalks. The lack of sidewalks makes access for persons with disabilities particularly difficult.
5. Much of Veneta's commercial activity has moved from downtown to the West Lane Center, located along Highway 126.

The following policies align with actions explained in the Highway 126 Beautification Plan:

1. Direct people to Veneta's downtown and bolster the entrances leading to the downtown area with signs and banners.
2. Actively enforce nuisance and development ordinances to maintain an attractive and safe environment.
3. Establish and enforce development and performance standards for landscaping, buildings, open space, architecture, and tree canopy.
4. Establish and actively enforce nuisance and property maintenance regulations to create attractive, well-maintained industrial and commercial areas.
5. Encourage development along Highway 126 that provides services to support tourism and the traveling public and provides large scale commercial services to meet the needs of Veneta and the Fern Ridge area.

Economic Opportunities Analysis & Five-year Strategic Plan (2015)

The Economic Opportunities Analysis (EOA) and Five-year Action Plan include the following goals in Chapter 4 of the EOA:

- *Make Veneta a vibrant, safe, and welcoming place for community members and tourists.*
- *Create a healthy environment for supporting current and future businesses.*
- *Create a unique community identity that residents and businesses are proud to promote.*
- *Support and encourage business retention, expansion, recruitment, and entrepreneurial development.*

The following strategies for achieving the above goals are addressed in the Highway 126 Beautification Plan:

1. Collaborate with Oregon Department of Transportation to increase wayfinding signage and direct traffic off of Highway 126 into downtown Veneta.
2. Focus improvements on pedestrian and streetscape infrastructure as needed. To meet evolving business needs, infrastructure improvements should be focused on continuing pedestrian and streetscape upgrades.
3. Make aesthetic enhancements to make Veneta attractive to residents, visitors, and potential industries.
4. Implement a community beautification program.

The following actions in the EOA are also included and explained more thoroughly in the Highway 126 Beautification Plan:

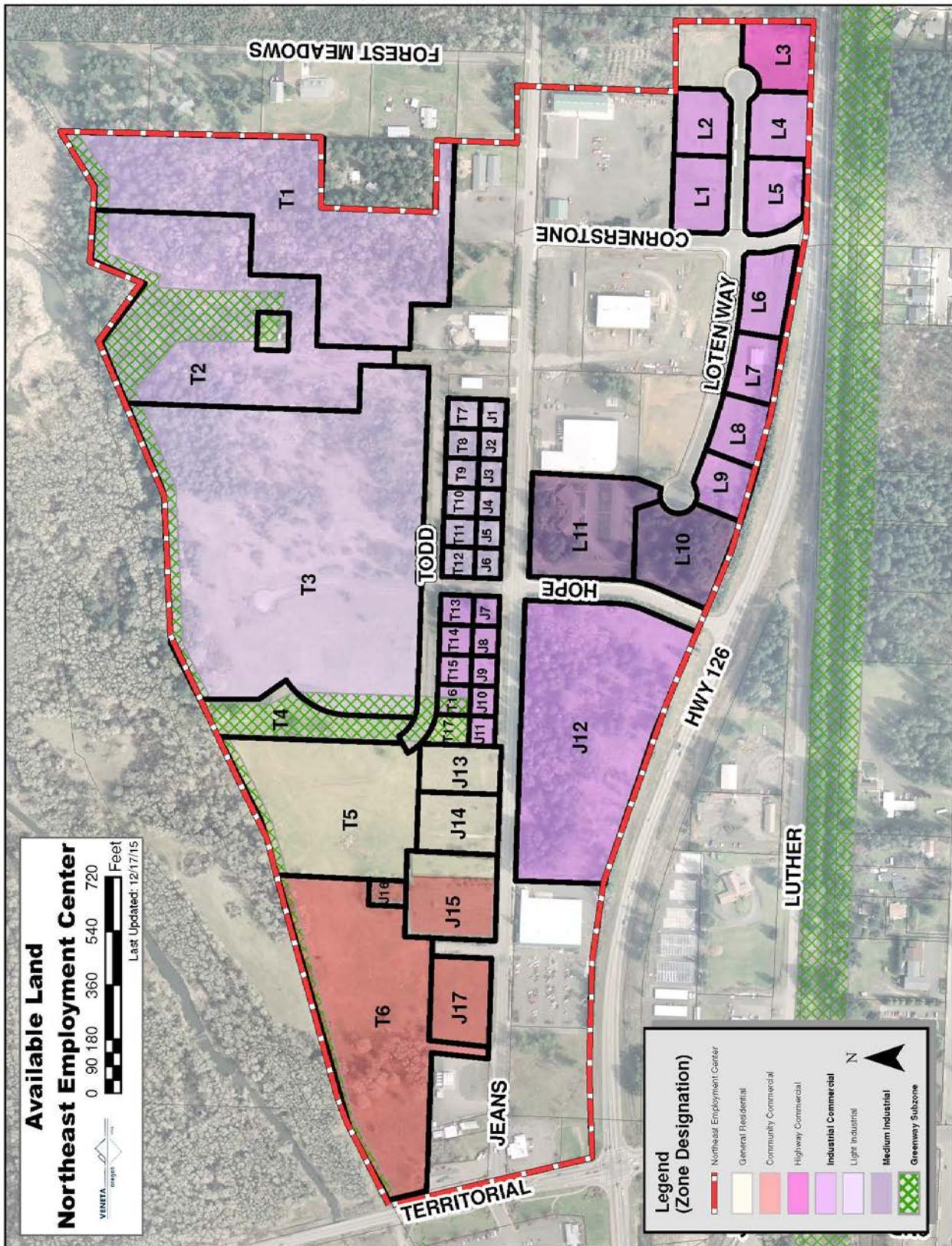
1. Continue to make improvements along Highway 126. The portion of Highway 126 that runs through Veneta provides the first impression for most potential visitors; therefore, it is important that there is a positive appearance that does not discourage visitors. The City should work with ODOT to continue making aesthetic improvements to this portion of Highway 126.
2. Continue to advocate for the Oregon Department of Transportation to fund and construct the preferred alternative consistent with the adopted HWY 126 Fern Ridge Corridor Plan. The four-lane preferred alternative and ODOT spot improvements will provide corridor improvements to safely and efficiently accommodate the needs of all roadway users, as well as support the economic viability of the region including industrial, commercial, recreational, and tourist activities.
3. The City should continue making beautification improvements at key locations or along corridors that are not only appealing to residents and visitors, but signals to prospective businesses that the community invests in public aesthetics.
4. Collaborate with ODOT to install consistent and attractive wayfinding signage directing drivers to Veneta businesses. A significant obstacle to drawing visitors to the area is the lack of visibility of Veneta businesses from the Highway 126 corridor. Many visitors are unaware of the businesses located a short distance off of the highway. Installing wayfinding signage will inform potential visitors about downtown businesses as well as signal to potential industries the City's commitment to increasing economic activity in the area.
5. Continue to monitor "problem properties" through code enforcement and nuisance ordinances. Properties that are not well-maintained can have a detrimental effect on

recruiting new businesses to the area and impact the public perception of Veneta. The City should continue to implement its successful enforcement of established codes and issuance of nuisance citations to address these properties.

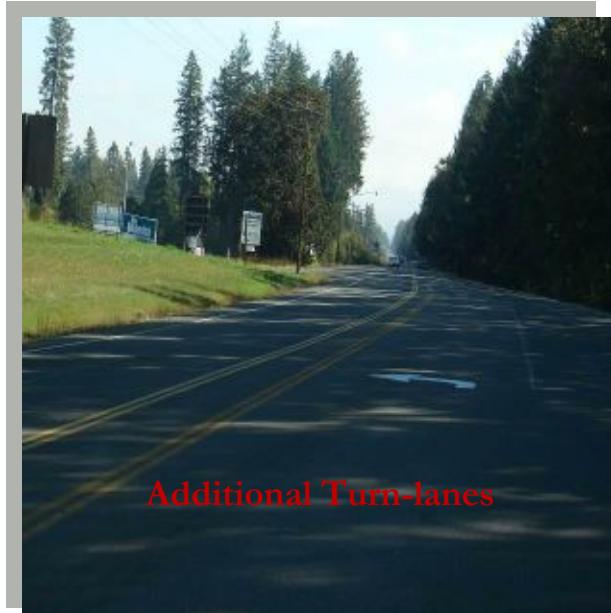
Appendices

- Appendix I Map of NEEC
- Appendix II Highway 126 Fern Ridge Corridor Plan—Recommended Corridor Plan
- Appendix III Klamath Falls Flower Basket Program – Newsletter
- Appendix IV Klamath Falls Flower Basket Program – Project Charter
- Appendix V Case Study—Maupin & ODOT Intergovernmental Agreement
- Appendix VI Case Study—Entry Corridor Overlay District
- Appendix VII Case Study—LID in Bend, Oregon
- Appendix VIII Fencing Redesign Ideas
- Appendix IX Excerpt from City of Oakridge Strategic Plan (2013)
- Appendix X RDI First Impressions Program Flyer
- Appendix XI Public Involvement Plan

Appendix I: Map of NEEC



Note: Recommendations adopted by ODOT, also included in the Highway Beautification Plan, are highlighted in red.



Additional Turn-lanes



Image source: WSDOT

Short-term Recommendations

The Spot Improvements Alternative was recommended as an interim solution to achieve some of the project goals and objectives in the short-term due to the higher construction costs of the OR 126W Four-Lane Alternative. As shown in Figures 16a and 16b, the short-term recommendations include walking and biking, transit, and motor vehicle safety and capacity enhancements.

Walking and Biking

Short-term walking and biking recommendations were:

- Investigate crosswalks and enhanced crossing treatments along OR 126W
- Add sidewalk connections from marked crossings on OR 126W to bus stops
- Add street lighting

Transit

Short-term transit recommendations were:

- Relocate bus stops to the far side of intersections

- Add bus pull-outs, landing pads, benches and shelters at bus stops

Motor Vehicle Safety and Capacity

Short-term motor vehicle safety and capacity recommendations were:

- Investigate the potential for traffic signals at intersections in close proximity to the railroad crossing
- Add left- and right-turn lanes
- Add advanced intersection warning signs

Let's talk flowers

Klamath Falls Downtown Association would like to thank those that contributed to last year's hanging flower basket program. We had 50 baskets in our downtown and received great feedback.

We are excited to announce that the hanging flower basket program will make a return for a second season. With an expected increase in tourism at Crater Lake due to the 100-year anniversary of the establishment of National Parks, KFDA wants to create a welcoming summer environment not only for our residents but also for our expected guests.

Due to budget constraints we have scaled the program back to 30 baskets from the original 50. There will be one basket per pole instead of two, which will provide baskets to more blocks. Instead of a second basket per pole there will be a banner to compliment each basket; the reduction in baskets will decrease watering costs.

With the new design of the program we are able to price a sponsorship at \$200 a basket instead of the previous \$300. Please consider supporting downtown beautification. Checks can be made to Klamath Falls Downtown Association and mailed to PO BOX 372 Klamath Falls, OR 97601.



OIT's 2nd Annual Music Garden Festival

Oregon Tech's Campus Activities Board and KTEC 89.5FM student programs would like to invite you to the 2nd Annual Music Garden Festival. On Saturday, May 21st from 3-11PM Oregon Tech's John Moehl Stadium will be filled with vendors, delicious food, local brews, and music.

Attendees 21+ are able to enjoy the beer garden featuring local breweries and vote on the brew of the year!

To see the performance list visit www.oit.edu/musicgarden. General Admission Tickets are \$10 and will be on sale beginning April 20th please email CAB@oit.edu to purchase tickets.

If you're interested in participating as a vendor email Josie.Hudspeth@oit.edu



Join kNpn on Thursday, April 21st
for their next networking event

Hey, are you new?

Klamath Falls is home to a fun new networking group, Klamath New Professionals Network (kNpn). Whether you're new in town, new to your career, or just looking to expand your social and professional network in Klamath, they'd love to have you! kNpn meets every 3rd Thursday.

To join their electronic mail list, please contact Carrie Buck at cbuck@co.klamath.or.us

Project Charter (describes Why?, What?, When?, Who?, Where?)

Project name: Downtown Beautification Expansion

Dates: October 2015 – March 31, 2016 project planning, fundraising and expansion of structures to hold baskets. May - Sept 2016 – basket maintenance

Short description: The Klamath Falls Downtown Association (KFDA) will expand the flower basket beatification project from an eight block business retail area to a fourteen block area. The project will include fundraising and project facilitation from staff at the KFDA and implementation (twice daily watering) by volunteer business owners in the downtown area.

Need: *The Why* Why is this project/program important? How does it help accomplish your organization's mission statement?

Klamath Falls has worked hard to change the city's image as an isolated and economically disadvantaged rural community.

Summer is a very busy time in downtown Klamath Falls; many engaging and successful community events take place drawing in thousands of locals. In 2016, Klamath Falls might expect an increase in Summer tourism due to the 100-year anniversary of Crater Lake. Attracting tourists requires promoting an image of Klamath Falls that is attractive and inviting.

Flower Baskets already provide an eye-appealing touch to our downtown encouraging both residents and guests to shop and explore local businesses. Due to Klamath Falls' very dry, windy climate and high-desert geography each basket must be watered twice a day to ensure that the baskets successfully make it through the summer months. KFDA estimates that it could cost nearly \$17,000 in 2016 to water the plants.

The Klamath Falls Downtown Association (KFDA) is a group of business owners, professionals, service providers, property owners and citizens working together to create, maintain and promote downtown Klamath Falls as an attractive, safe and vibrant place in which to work, shop, live and play.

KFDA currently has a flower basket beautification project for an eight block area on Main Street. KFDA's goal is to have our Urban Renewal District designated as an official Oregon Main Street location and expand the flower basket beautification project to a fourteen block downtown area. Expanding our flower baskets program would allow more downtown business to feel included in the efforts to achieve this goal, not just the businesses located on Main Street.

Klamath Falls should be a tourist destination for Crater Lake guests. With the 100-year anniversary of Crater Lake taking place in 2016, KFDA would like to provide a warm, welcoming and eye-appealing place for guests to stop and not only lodge but enjoy the gem that is Klamath Falls.

Expanding the flower basket beautification project would create a friendly and warm signature summer look thus helping achieve our goals.

Deliverables: The What *What tangible items or results will the project deliver?)*

(SMART = Specific, Measurable, Actionable, Realistic and Time-bound)

Description of SMART deliverables

1. Secure project funding.
2. Decide where new baskets will be located
3. Purchase and install infrastructure for new baskets
4. Get agreements for increased watering from volunteers
5. Basket Maintenance
6. Complete and submit project reports

Success Measurement and Date

1. Project funding secured by March 1, 2016
2. Locations for new basket determined by March 31, 2015
3. Infrastructure installed by April 30, 2016
4. Watering commitments and schedule completed by April 30, 2016
5. Basket maintenance between May and September 2016
6. Project reports submitted by October 15, 2016

Other Success Measures (Other success measures, not correlated with deliverables listed above)

- Including additional business areas may increase membership in KFDA
- May get a bulk rate discount on additional baskets

Out of Scope Items (What elements are not parts of this project?)

- No funding for staffing is included in this project ?

Key Targets: The When and How *When will things be accomplished and HOW much will the project cost? (May be revised during further scoping and planning)*

Desired start date: October 1, 2015 – project planning and fundraising

Desired completion date: October 15, 2016 – final reporting completed

Estimated project cost: \$23,000

Cost Narrative: Funding for the project will come from business fees for baskets (\$??), grants (\$??), cash from KFDA (\$??) and in-kind labor from KFDA (\$??). Expenses will include; infrastructure for new baskets (\$??), ?? (\$??), ?? (\$??)

Major roles and authority: The Who *Who are the major stakeholders? (List the major stakeholders and what roles you expect them to have? To NOT have?)*

Role **Name** **Major responsibilities**

President	Kendall Bell	Fundraising, project facilitator
-----------	--------------	----------------------------------

Erik Nobel	City Planner	Project facilitator
Downtown	Various	
Business Owners		
RARE Intern	Chantal Alatorre	Grant Writer, ??, ??

Major Risks and Key Assumptions: The Where Where can we go wrong? (List major risks that may significantly affect the success of the project. List key assumptions and constraints - factors that will affect planning and project implementation.)

We have an incredible amount of support from our community, board members, and city elected officials. However, we may encounter issues due to a lack of pest control. If not planned for accordingly and addressed immediately, pests may destroy the flowers. We have budgeted to have the plants adequately treated if and when we deem it to be appropriate. (Good!!!)

Permission to Proceed:

Authorized on: _____

By Board approval

Board President's signature: _____

By Executive Director

Executive Director's signature: _____



US 197: Burnham Ave. – 3rd Street (Maupin) Project

Last updated: Fall 2009

Why is this project needed?

Keeping the roads in good condition and providing a safe, efficient transportation system that supports economic opportunity and livable communities are critical aspects of the Oregon Department of Transportation's (ODOT) mission. US 197 is a critical part of the state's transportation system and is classified as a "Rural Minor Arterial" through the town of Maupin.

In addition to this classification, that portion of US 197 (Deschutes Avenue) from Burnham Ave. to 3rd Street within Maupin is a state highway routed over a city street, and has been designated as a Special Transportation Area (STA). The two primary objectives of an STA designation are to provide access to and circulation amongst community activities, businesses and residences, and to accommodate pedestrian, bicycle and transit movement along and across the highway. Within an STA, people who arrive by car or transit should find it safe and convenient to walk from place to place within the area.

Tourism in Maupin related to recreational activities along the Deschutes River continues to increase. The City of Maupin has deteriorating sidewalks and unmarked crosswalks along Deschutes Avenue. Due to the cross slope of the roadway and the grade through town the curb height varies greatly where the sidewalks meet the street. Some sections along the roadway have no curb, while other sections have curbs that are high enough to obstruct car doors from opening. Another problem is that sidewalks do not match door fronts of local businesses. Furthermore, the ODOT 2006 Pavement Condition Rating for US 197 through Maupin was Poor, indicating that the roadway needs repaving.

Flooding has been a continuing problem in the downtown area. The lack of adequate storm water drainage causes flooding and scouring of ditch lines along Deschutes Avenue and some side streets.

How do the City of Maupin and ODOT propose to solve these problems?

Through an Intergovernmental Agreement and funding from both agencies, the City of Maupin and ODOT have teamed up to design and construct the project which will include new curbing, sidewalks, bulb-outs at the cross street intersections, brick pavers, tree grates for future street tree plantings and ornamental street lights along both sides of Deschutes Avenue between Burnham Avenue and 3rd Street.

Other project components include:

- Construct a new storm drainage system to address the runoff problem
- Repave Deschutes Avenue from Burnham Avenue to 3rd Street
- Replace several retaining walls along Deschutes Avenue
- Replace and upgrade the City's water and sanitary sewer lines that run under Deschutes Avenue
- Review residential and business accesses along this section of US 197 to make sure they are safe, compatible with the overall streetscape concept for the downtown area, and are permitted

Timeline

Field Survey, Environmental Clearances – Summer/Fall 2007

Preliminary Design – Fall/Winter 2007 & Spring 2008

Right of Way acquisition – Spring/Summer 2008

Final Design – Spring/Summer 2008

Contract Bid Let – December 2008

Construction – Spring/Summer 2009

Construction on the US 197: Burnham Avenue - 3rd Street Project began the week of February 9, 2009. The contract was awarded to Rotschy, Inc. of Yacolt, Washington. The project was completed in September 2009.

Budget

Preliminary Engineering, Environmental Permitting and Design: \$160,000

Right of Way: \$150,000

Construction & Contract Administration: \$2.6 million

A portion of the project was funded through the American Recovery and Reinvestment Act of 2009.

Community Involvement

Two public open houses are planned during the development of this project. The first was held on February 27th, 2008 from 4 p.m. to 7 p.m. at the Maupin City Park Building on Bakeoven Road. A second meeting has not yet been scheduled but it is anticipated that it will occur in late spring or early summer of 2008.

Project Development Team

The multi-disciplined Project Development Team was formed early in 2007 and meets on a monthly basis. The Team is made up of technical experts in Roadway & Traffic Engineering, Right-of-Way, Surveying, Utility Engineering, Geology, Environmental, Hazardous Materials, Construction, and Public Affairs. The City of Maupin representatives on the Team are the Denny Ross, Mayor, and Mike Miles, the Public Works Director. The Project Leader from ODOT is Brad DeHart.

Key Contacts

Name	Title	Office Phone	Email address
Denny Ross	Mayor, City of Maupin	(541) 395-2698	
Brad DeHart	Project leader, ODOT	(541) 296-2215	Bradley.K.DeHart@odot.state.or.us

US197: BURNHAM AVENUE TO 3RD STREET (MAUPIN)



ORDINANCE NO. 2015-04

AN ORDINANCE TO ADOPT AN ENTRY CORRIDOR OVERLAY DISTRICT AS TITLE 10, CHAPTER 17 OF THE CITY OF CODY CODE

WHEREAS, on April 14, 2015, the City of Cody Planning, Zoning, and Adjustment Board recommended adoption of an ordinance to create an Entry Corridor Overlay District, with associated landscaping standards, which recommendation the governing body has received and fully considered; and,

WHEREAS, the ordinance will provide direction to applicants as they prepare their landscaping plans for development along the City's entry corridors, and to the Planning and Zoning Board as they review those plans;

WHEREAS, the Entry Corridor Overlay District and associated standards are intended to improve, protect and conserve property values; promote health and general welfare; and prevent the overcrowding of land; and,

WHEREAS, after holding a properly advertised public hearing on May 19, 2015, and considering all public comments, the governing body has determined that it is in the public interest to adopt an Entry Corridor Overlay District as Title 10, Chapter 17 of the City of Cody code.

NOW THEREFORE, BE IT ORDAINED BY THE GOVERNING BODY OF THE CITY OF CODY, PARK COUNTY, WYOMING:

SECTION 1: The following is hereby adopted as Title 10, Chapter 17, of the City of Cody Code:

CHAPTER 17 ENTRY CORRIDOR OVERLAY DISTRICT

10-17-1 PURPOSE: The purpose of the entry corridor overlay district is to promote attractive development and redevelopment along the main commercial corridors of the City. The implementation of this overlay zone will help make the community more attractive and livable; improve and maintain property values; enhance the appeal of the City to residents, tourists and other visitors; and promote increased economic activity.

10-17-2 OVERLAY DISTRICT: The entry corridor overlay district is an overlay district, in that the standards set forth herein are in addition to those of the underlying zoning district.

10-17-3 DISTRICT BOUNDARIES: The entry corridor overlay district includes those properties identified as such on Exhibit A to this ordinance, and shall hereafter be identified on the official zoning district map of the City of Cody. Furthermore, any development or redevelopment project that is partially within the entry corridor overlay district shall be subject to the regulations of this chapter as if it were fully located within the district.

10-17-4 APPLICABILITY: Any redevelopment or new development within the overlay district, whether conducted within a building or outdoors (e.g. vehicle display), shall be subject to the full provisions of this chapter; with the following exceptions:

- A. Residential buildings with less than four dwelling units shall be exempt from the requirements of this chapter.
- B. Replacement of a building, or portion thereof, due to its destruction from accidental fire, explosion or other casualty, act of God, the public enemy, or intentional acts other than those caused directly or indirectly by the owner shall

be exempt; provided a building permit for such replacement is obtained within 365 days of the destructive event. This exception applies only to the extent and size of the previously existing building.

- C. Redevelopment of less than ten (10) percent of a building, and new development that increases building size or outdoor use area by less than ten (10) percent, need not comply with the requirements of this chapter. The percentage shall be calculated from the date of adoption of this ordinance.
- D. Redevelopment of 10 to 75 percent of a building, and new development that increases building size or outdoor use area by 10 to 75 percent, need only provide landscaping according to the requirements of section 10-17-5 in proportion to the percent of redevelopment/development. The percentage shall be calculated from the date of adoption of this ordinance. (Note: Redevelopment of more than 75 percent of a building, and new development that increases building size or outdoor use area by more than 75 percent shall fully comply with the landscaping requirement of section 10-17-5.)

For purposes of this chapter, “redevelopment” shall mean the following:

- 1) Construction or remodeling for the purpose of conducting a new classification of land use on a property that contains a pre-existing use; or,
- 2) Removal of an existing structure, or structural portion thereof, and replacement with new construction.

Redevelopment is to be measured in units of area (e.g. square feet).

“New development” shall include new construction, additions, or expansions of structures or uses.

10-17-5 LANDSCAPING:

- A. Landscaping shall be provided within the entry corridor overlay district in the following manner.
 - 1. A minimum of five percent of the subject property shall be landscaped, except as noted below. For purposes of calculating the size of the subject property, any undevelopable land (e.g. hillside) shall not be included. Existing landscaping that is healthy and otherwise meets the standards of this chapter may be counted towards this requirement.
 - 2. The required landscaping shall be primarily located in the front of the property and should typically be along the street frontage, in landscaped islands, and next to the building.
 - 3. Landscaping materials shall be of sufficient size, number, and variety to give a three-dimensional presence (height, width, and depth) to the landscaped area(s).
 - 4. Suitable landscaping materials include trees, shrubs, groundcover, flowers, ornamental grasses, decorative rock, landscape boulders, water features, works of art, and other similar materials approved by the Planning and Zoning Board.
 - 5. Trees shall be of good quality and measure in size a minimum of 1 ½ inch caliper (tree diameter, measured 6" above ground) if deciduous, and a minimum of four (4) feet in height if evergreen. Tree seedlings and whips may supplement larger trees, but alone shall not be considered sufficient where trees are used to comply with 10-17-5(A)(3) above.
 - 6. All vegetation is to be climate and location appropriate, such that it will grow and thrive where planted.
 - 7. All landscape plants shall be provided with a method of irrigation.
 - 8. Up to one-fourth of the required landscaping may be located in the public street right-of-way when the street is improved with curb, gutter and sidewalk and not identified for future widening on any WYDOT or City transportation improvement plan. Any landscaping within the right-of-way further requires an encroachment permit from WYDOT or Public Works, as applicable.

9. Protection of utility lines in landscape areas shall be accomplished by complying with the requirements outlined in Title 7 Chapter 4 of the City Code.
10. If a final certificate of occupancy for the project is desired prior to completion of the landscaping, the property owner or lessee shall provide a financial security in such form and amount acceptable to the City to guarantee installation of all landscaping by a date agreeable to the City, based on the specific characteristics of the situation. If weather is not a factor, a typical deadline will be 90 days from the date of occupancy. If weather precludes installation, the deadline shall not be later than June 15th of the next growing season.

B. Maintenance required. All landscaping required by this chapter or previously approved site plans is to be maintained in a healthy, weed-free, manner. Dead and severely diseased vegetation shall be replaced with similar types of healthy living plants, or as otherwise authorized by the Planning and Zoning Board so that the intent of the landscaping plan is met.

Plans: Landscape plans shall be submitted to the City for all landscaping required pursuant to this section. The plans shall be drawn to scale and depict the type, number, sizes and approximate locations of all landscaping materials. Review and approval of landscaping plans shall be by the Planning and Zoning Board. Landscaping plan review is to be conducted in conjunction with required site plan or landscape and architectural review, when such review is required. If no other review is required, the landscape plan review may be conducted independently by the Board. The Planning and Zoning Board has authority to approve, deny, or require modifications to landscaping plans, based upon the standards of this chapter.

SECTION 2: EFFECTIVE DATE. That this Ordinance shall become effective after final passage and publication in the Cody Enterprise as required by law.

SECTION 3: SEVERABILITY. Should any portion of this ordinance be found for any reason to be unconstitutional, unlawful or otherwise void or unenforceable, the balance of the ordinance shall be severable therefrom, and shall survive such declaration, remaining in full force and effect.

PASSED ON FIRST READING:	<u>May 5, 2015</u>
PASSED ON SECOND READING:	<u>May 19, 2015</u>
PASSED ON THIRD READING:	<u>June 2, 2015</u>

Nancy Tia Brown, Mayor

Attest:

Cynthia Baker
Administrative Services Director

Local Improvement Districts (LID)



WHAT IS A LOCAL IMPROVEMENT DISTRICT (LID)?

An LID is a specific geographical district formed by a group of property owners working together to share the cost of needed local capital improvements such as sewer or water lines, sidewalks, streetlights, or other street improvements.

WHY CAN'T THE CITY PAY FOR THE IMPROVEMENTS?

Taxes and fees collected by the City are used to provide city-wide public services. Local improvements benefiting only properties within the LID will need to be paid by the properties receiving the benefit.

WHY FORM AN LID?

The biggest advantages are:

1. Property owners can share the cost of improvements.
2. Property owners can obtain financing through the City, taking advantage of lower interest rates that the City may be able to offer.
3. Property owners can depend on the City to undertake the design, engineering and construction process.
4. The City will provide upfront cash for design, engineering and construction. Property owners are not assessed until improvements are complete.

STEP 1: GETTING STARTED

Property owners almost always initiate the LID process.

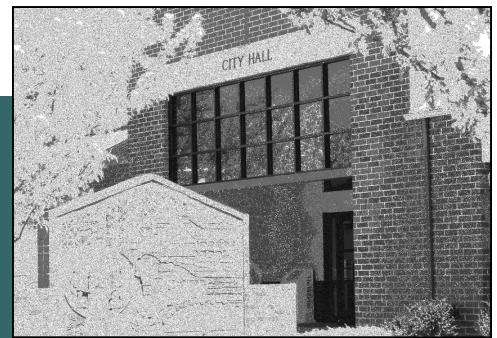
- Talk to your neighbors and nearby property owners to assess their interest.
- Contact the City's Public Works Department at (541) 317-3000 and work with City staff to conduct a meeting with you and your neighbors to define project scope and perform a feasibility analysis. A fee is charged for City staff time.
- If there is sufficient interest, City staff will evaluate alternatives, identify the LID boundary, provide an initial cost estimate and organize a more formal meeting with affected property owners.
- Circulate a petition among your neighbors and affected property owners to obtain support for the LID.

STEP 2: FORMATION OF LID

- If a majority of property owners (at least 50%) have signed a petition in favor of the LID, City staff will submit the petition to City Council for acceptance and prepare a "Resolution of Intent to Create an LID" for Council vote.
- Notice of intent to create an LID will be mailed to all affected property owners, posted in the neighborhood and published in the newspaper.
- A Remonstrance Hearing will be scheduled during a regular Council meeting. Property owners objecting to the LID can either remonstrate in writing to the City or in person at the Remonstrance Hearing.
- After the Remonstrance Hearing, City Council will either vote to create the LID or vote to abandon the LID.
- Once an LID is formed by City Council, all benefitted property owners identified (even those who did not sign the petition or those who remonstrated) will be included in the LID and will be assessed when construction is complete.

STEP 3: DESIGN AND CONSTRUCTION

- The design phase is a cooperative effort between property owners and City staff. City staff will hold public meetings to obtain property owner input and ensure property owners' expectations are met.
- Once design is complete, City staff will obtain bids for construction and award the bid to the lowest responsible bidder.
- City staff will work to ensure a reasonable timeframe for completion of the project. Depending on winter weather, complexity of design and other City projects which may take precedence, construction may not occur for 6 months or more.
- The City will manage the construction contract and work with property owners to resolve any construction related issues. Work may temporarily interfere with access to homes and driveways.



Assessment and Financing Local Improvement Districts (LID)

How Does The City Finance LIDs?

The Bancroft Bonding Act established by State Law (ORS 223.205 – 223.295) allows the City to sell bonds to finance LIDs and extend that financing to property owners.

How Does The City Ensure Collection?

The Bancroft Bonding Act allows the City to place a first lien on your property. The City may pursue any collection process including foreclosure.

Why Do I Have to Pay Now? Can I Pay When I Sell My Property in the Future?

The City sold bonds in order to finance your LID and the City has to make semi-annual payments to bond holders. You are required to make installment payments to the City so that the City can meet bond obligations.

Is There Low-Income Assistance?

The Oregon Department of Revenue has a Deferral of Special Assessment Program to assist elderly low income property owners. You can contact the City's Finance Department for more information.

CITY CONTACT INFORMATION

Finance Department
(541) 388-5531

PUBLIC WORKS DEPARTMENT
(541) 317-3000

STEP 4: ASSESSMENT OF LID PROJECT COSTS

- Costs assessed to property owners include design, engineering, construction costs, City staff time and expense, applicable System Development Charges and administration and financing costs.
- Once costs are finalized, the City's Finance Department will apportion the costs to each property in the LID and prepare a "Notice of Proposed Assessment."
- The "Notice of Proposed Assessment" will be published in the newspaper and mailed to all affected property owners (as listed in the County Assessor's property records).
- A public hearing will be scheduled during a regular Council meeting for property owners to comment on their assessment.
- City Council will vote on a "Resolution of Assessment" establishing the final assessment on each property in the LID.
- A "Notice of Final Assessment" will be mailed to property owners and published in the newspaper.
- A LIEN will also be placed on each property in the amount of the assessment.

STEP 5: APPLY FOR FINANCING (OR BONDING) WITH THE CITY

- Along with the Notice of Final Assessment, each property owner will receive a (1) Bonding Application / Payment Election Form and (2) a System Development Charge Promissory Note if applicable and (3) Instructions to complete the forms and promissory note.
- Property owners have TWENTY (20) DAYS from the date of the Resolution of Final Assessment to either pay the assessment in full or apply for bonding (i.e. financing with the City).
- Interest will also start to accrue on the unpaid assessment after the 20 days.
- The City will finance your LID assessment usually over 10 years at the prevailing interest rate (ie the lowest interest rate the City can obtain for selling the LID bonds, currently about 6.5%). The City does not charge any loan processing fees.

STEP 6: INSTALLMENT PAYMENTS FOR LID ASSESSMENT

- If you applied for financing with the City, the LID assessment payments are loan payments and are to be paid in semi-annual installments (every 6 months) starting about 6 months after Notice of Final Assessment
- The City's utility billing system does not have the ability to include the LID installment payments on your monthly utility bills.
- A payment coupon book will be provided to property owners to make semi-annual installment payments of principal and interest until the loan is paid off.
- You may pay off your loan early, at anytime within the 10 year period, without pre-payment penalties or fees.

Appendix VIII: Fencing Redesign Ideas

A. The City of **Chattanooga, Tennessee**'s economic development department sponsored a year-long installation of artistic treatments of chain link fences. Materials included vinyl banner, fiberglass resin fabrications, bicycle inner tubes, bamboo, and found objects. The City awarded \$2,500 in up-front money and a completion award of \$500 to make sure the fence actually was finished.

B. An artistic treatment of chain link fencing in **St. Louis, Missouri**. A textured vertical material serves as a backdrop for some dramatic flashes of color, which are held onto the fence with some high-performance twist ties.



Photos courtesy of Useful Community Development.

C. To camouflage the fence with a vertical garden, climbing species such as English ivy, climbing roses, hardy kiwi vines, hops and grapes work well. Other materials, such as bamboo or reeds could be installed on the outside of fences that are facing Highway 126. Cost Per 50' of fencing is only about \$431 for 3/4" thick rolled bamboo.



Crossvine is a colorful addition to this chain-link fence.



A successful installation of bamboo hides the fencing system.

D. In Denver, Colorado a large installation called The Flower Garden Fence project, was done by the Ladies Fancywork Society. The crocheted flowers add color and vibrancy to the Downtown Denver Union Station neighborhood.



E. In Portland, Maine inspirational messages were crafted onto chain link signs. This is not a permanent solution – the artist used masking tape and paint, however, a sturdier material could likely be used.



Appendix IX - City of Oakridge Strategic Plan, Highway Beautification Chapter 4, Page 12

necessarily an indication that the City does or does not support a single action but rather has chosen to focus their limited resources in the areas they feel can do the most long-term good for the community.

The City has identified five priority areas that will most effectively support or develop solutions to some of our community needs. While these areas have been prioritized for direct action, it is realistic to understand that many of these efforts will continue beyond the five-year projection of this strategic plan.

The City of Oakridge will pursue solutions and positive outcomes for the City in the following five priority areas:

- Beautification of our Community
- Economic Development for our Region
- Improved Medical Facilities and Services for Oakridge
- Youth and Community Services
- Internal Organizational Improvements

A community-supported effort spearheaded by engaged citizens working in cooperation with city officials has the potential to reinvigorate our community. A pioneer “can-do” spirit was the dominant character of the first settlers of Oakridge and it will be that spirit that brings our community back to the emerald jewel in the Cascades that it has been in the past.

Throughout the community process, meetings were well attended and citizens were vocal participants in the planning process. While Oakridge has experienced a lack of confidence in the City’s administration in the past, the steps to rebuild trust in City Hall is beginning to turn the tables and create an environment for community engagement and support. It is the City’s hope that this first strategic plan in the last twenty-five years will provide a new level of transparency for those citizens wishing to help change the future of Oakridge.

The five priority areas and corresponding steps are as follows:

Beautification of the City of Oakridge

The City feels that despite the need throughout the city for beautification efforts, the most benefit for the citizens and the community will be to emphasize the Highway 58 corridor as our first priority for cleanup, nuisance abatement, property improvements, and visitor friendly enhancements. The City will need citizen involvement and broad community support as they tackle absentee ownership, abandoned and dilapidated buildings, and disinterested parties. The following actions steps will be taken by the City to help improve the visual and economic health of the Highway 58 corridor.

The following plan will be implemented over the next five years and beyond.

Step One: Highway 58 Beautification Plan (2013 – 2018)

- Inventory all properties from the western boundaries to eastern city limits.

- Identify hazardous and dangerous buildings that pose a threat to local citizens and/or are a visual blight to the community.
- The City will send notices to the owners of properties determined to pose a threat to public health and safety and/or are visual blight on the community. The property owners will be advised of city policy and ordinances that require property maintenance and nuisance abatement for weeds, debris, inoperable vehicles, and health and sanitation risks of the community.
- After the notification period, willing property owners will be given a range of voluntary options to bring their properties in compliance. Unwilling property owners will be subject to the code enforcement process and civil penalties as allowed by law.
- After exhausting all enforcement and voluntary measures, the City Council will determine the next steps, including condemnation if appropriate.

Step Two: Highway 58 Refinement Plan – ODOT (2015-2017)

- The City of Oakridge will continue working with the Oregon Department of Transportation (ODOT) to develop an acceptable plan for highway improvements through Oakridge.
- The City has been advocating for and will secure a pedestrian activated crosswalk across Highway 58 by the year 2017.
- The City will advocate for multiple crosswalks across Highway 58 as part of any improvement plan to the state highway.
- The City will work to improve “access management” within the Highway 58 refinement plan to ensure that existing businesses are not harmed and if so, that ODOT mitigates any negative impacts to the fullest extent possible.

Step Three: Transient Room Tax (TRT) Allocations (2014- 2019)

- In fiscal year 2015 the City Budget Committee will consider an allocation for specific beautification efforts on Highway 58. These dollars will be used for purposes agreed to by the City and the Business Community along Highway 58.
- The City will work with local groups and community leaders to formulate a policy for the small amount of TRT funds to be used in each of the next four years to help change the character and look of the corridor.
- The City will seek support and advice from the Oakridge Economic Development Advisory Committee to vet any proposed policy on the use of TRT funds on the Highway 58 beautification efforts.

Step Four: Additional Beautification Efforts (2013-2019)

- The City will enforce nuisance abatement ordinances to require citizen compliance with health, safety, and visual nuisance problems within Oakridge. This will be a citywide effort, however special emphasis will be given to the Highway 58 corridor and the arterials associated with the highway.
- The City will evaluate potential parking improvement options on First Street. An improved parking plan will be implemented.
- Vacant properties owned by the City will be evaluated as possible new municipal parking lots at strategic locations throughout the city.

- The City will work with volunteers and civic boosters to secure donated materials to improve existing buildings for a minimal cost.
- The City will support community-based initiatives to improve the community on a case-by-case basis. If the City can legally support these efforts, then city staff will provide support and leadership where possible.
- The City will take steps to re-utilize existing City properties in the Highway 58 corridor in a positive and helpful manner to surrounding property owners and the community at large.

A desired outcome of the plan is a marked improvement of Highway 58 with new or invigorated retail commercial ventures occupying vacant spaces on the highway frontage by December 2018. The travelling public will be more motivated to stop in Oakridge by the enhanced beauty of this area.

Oakridge Economic Development Initiatives

Creating and maintaining jobs was the theme heard again and again during this planning process. The City is committed to attract new businesses while retaining and supporting existing businesses. By providing adequate water, sewer, roads, and city services the City can provide a framework for economic development. Steps will be taken to improve the prospect of properties designated for industrial and commercial development being used for economic development. The City will also take a pro-active approach to supporting business by creating an information clearinghouse in City Hall to assist existing and prospective businesses seeking information and opportunities in Oakridge. The City recognizes that small business will be the key to our future and will encourage these businesses to consider Oakridge. Large box stores and national chains may eventually find Oakridge, but in the next five years it is likely that most of our business will be from the area.

Recreation and outdoor sports related businesses are key to Oakridge's future. There has been a great deal of thought put into Oakridge's recreation based economy. This strategic plan does not attempt to duplicate or reinvent any of the good work that has come before, but rather to create an environment that supports sustainable development and provides good jobs for the citizens of Oakridge.

Step One: Economic Development Readiness (2014-2019)

- The City's website will be improved to provide better information for potential businesses looking to locate in Oakridge (Fall 2013).
- The City will re-engage the Oakridge Economic Development Advisory Committee (OEDAC) to have broader roles.
- The City will market and attempt to sell as many of the "City-owned" properties and buildings in the next five years as possible.
- The City and OEDAC will work with University of Oregon Community Planning Workshop to secure the services of a Regional Assistance for Rural Environments (RARE) student to work on economic development initiatives for one year or secure a contract economic development person (Summer 2014).
- The City staff will be trained and given support materials to help existing businesses and to help promote Oakridge to prospective businesses.

First Impressions

The First impressions program provides a community with an objective assessment of its downtown's true first impression on newcomers or visitors. The knowledge gained from the assessment can be used as a catalyst for positive and effective community involvement, action, and change—leading to improvement in the fresh appearance, offering of services, and infrastructure of a community.

Program Structure

Volunteer teams from two “partnered” communities are trained to conduct a one-day assessment of each other’s downtown areas, followed by an RDI facilitated evening of findings and action planning with community leaders, businesses, and community members. RDI works with the local project teams to provide coaching through three months of community-led Priority Project Implementation. First Impressions can be customized to a community’s needs and budget.

Is Your Community Ready for First Impressions?

If your community would like to host a First Impressions Program, you will need to pull together a local project team with a solid commitment to downtown revitalization to support economic vitality.

Teams look different in each community. We recommend a mix of city or county leaders, Chamber, tourism, economic development, business leaders, or downtown champions.



The team works with RDI staff to:

- Prepare for the assessment visit
- Recruit 4–5 volunteers to conduct an on-site assessment in a “partner” community
- Assist with the community Action Planning meeting
- Work with local leaders and community members to implement 1–3 priority projects that result from the action planning session

Interested? Contact Us!

Anne Mitchell, Program Coordinator, Rural Economic Vitality
amitchell@rdiinc.org | 541-684-9077 x 7024



Fast Facts

Hundreds of communities across the U.S. and Canada have found value in a program like First Impressions.

First Impressions is a fun program that is a great way to get the community working together for a short-term project, lasting 5–6 months, with long-lasting benefits.

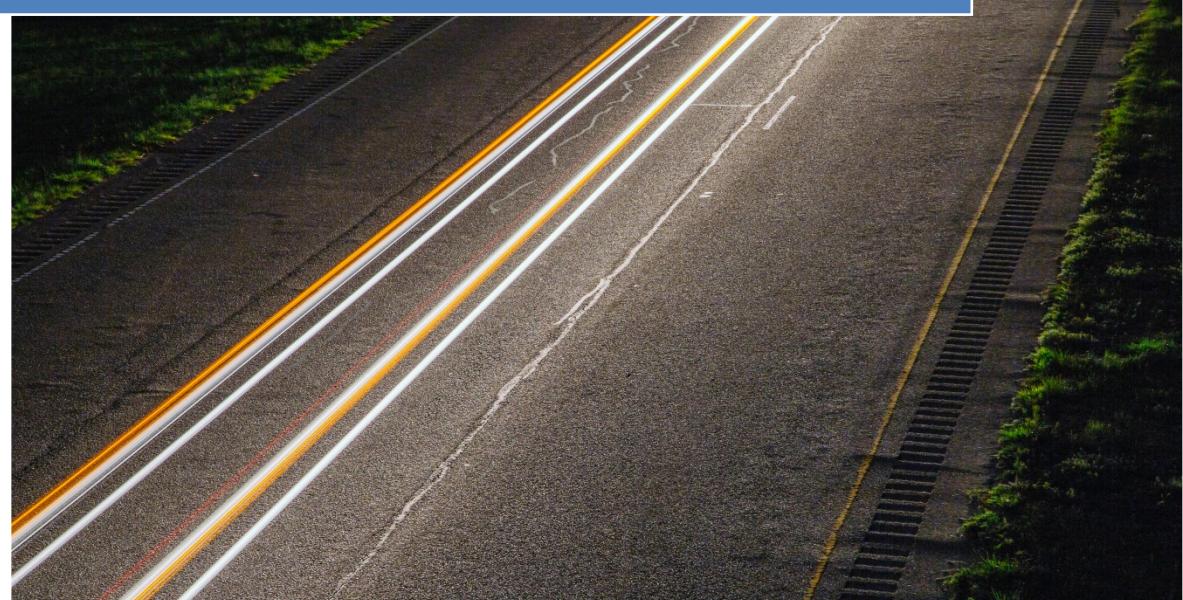
Learn More

For more information about First Impressions, visit our website at www.rdiinc.org



2018-2019

Highway Beautification: Public Involvement Plan



VENETA

oregon



ACKNOWLEDGEMENTS

Economic Development Committee

Len Goodwin, Chair

Herb Vloedman, Vice-Chair

Thomas Cotter, Council Liason

Gina Haley-Morrell

Linda Boothe

Dave D'Avanzo

Jason Alansky

Charles Ruff

Ryan Frome

City Council

Sandra Larson, Mayor

Thomas Cotter, Council President

Robbie McCoy

Thomas Laing

Keith Weiss

City of Veneta

Ric Ingham, City Administrator

Kay Bork, Community Development Director

Marina Brassfield, RARE Participant

Table of Contents

Introduction	7
A. Project Purpose	7
B. Study Areas.....	8
C. Outreach Process & Schedule.....	11
D. Existing Plans and Policies.....	13
Conclusion.....	14

Introduction

A. Project Purpose

The City of Veneta Outreach Plan for Highway 126 Beautification is to guide the public involvement process in solidifying five (5) years of specific actions. The goal is to introduce residents, business owners, property owners and community leaders to design, landscape, project and program ideas that will lead to improved aesthetics along Highway 126 and enhance the character and economic vitality of the City. In addition to outreach, further study and analysis are required to implement the ideas presented in the Draft Highway 126 Beautification Plan.

Why Beautification Matters

Research indicates that public spaces which are clean, have places to rest, incorporate outdoor art, and are close to trees and nature make us feel happier, relaxed and safer. Research has also confirmed that businesses located in areas with beautification elements have increased foot traffic and sales. Beautification enhancements provide benefits for businesses, residents and tourists; thus, strategic focus on key areas will go a long way in attracting a diversified economy and improved commercial atmosphere. The kinds of beautification efforts explained in the Plan will help provide a defined character for the community, as well as illustrate that Veneta is a great place to live and conduct business.

Why Public Involvement Matters

Lack of opportunities for public input, or unawareness of opportunities to provide feedback, can lead to frustration, polarization, and inequity in a community. During the outreach process, each contributor will gain a better understanding of the issue of beautification along Highway 126, as well as have a chance to hear how other citizens view the issue. Through two facilitated charrettes for each individual phase, community members can share their experiences, knowledge, concerns, and desires for the future appearance of Highway 126 and policies that will affect landowners or tenants along the highway. Charrettes are most successful when they are well planned, timely, and staffed with efficient facilitators. The goal is to combine everyone's energy to produce a more ideal action plan for how to address blight along Highway 126.

Benefits to public participation:

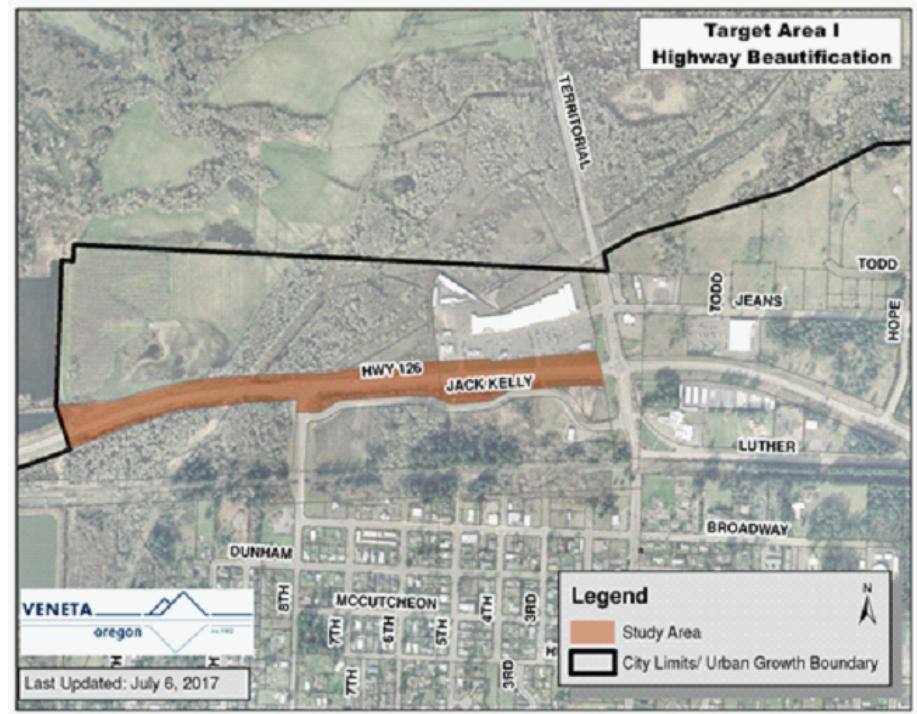
- Mutual education for community members and City staff
- Decision makers can get additional creativity, and information regarding values, attitudes, and preferences from those individuals most impacted by the decisions.
- Public participation may cause changes in behavior. People will consider changing behaviors when they are aware, informed, and self-convinced that the change is needed.
- People accept and can sometimes support decisions that they help make, even when the decisions are hard or outcomes are not ideal.

B. Target Areas

The study area includes properties along Highway 126 starting from the western city limits to Ellmaker Road. The area includes a portion outside the City's jurisdiction, from eastern City Limits to Ellmaker Road. The study area is then separated into four (4) distinct areas. Although the Draft Highway 126 Beautification Plan encompasses four target areas, only one phase should be focused on at a time during the course of two charrettes. Charrettes can be repeated as phases are complete. The Economic Development Committee recommends focusing on Target Area III first.

Target Area I: West-end City Limits to Territorial Highway

Target Area I begins at the western city limits boundary and runs until reaching the intersection of Highway 126 and Territorial. There is very limited commercial activity on the western side of the City. There are the



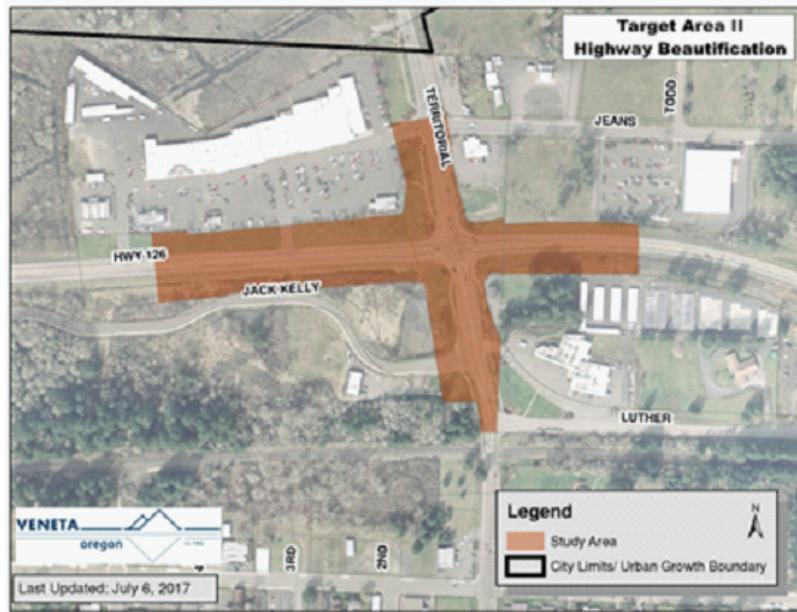
West Lane Shopping Center on the northern side of Highway 126 and Countryside Pizza on the south side. Countryside Pizza does not front the highway; however, the land ownership extends to the highway.



Target Area I: Entering Veneta from the west-end City Limits.



Target Area II: The intersection of Highway 126 and Territorial Highway.

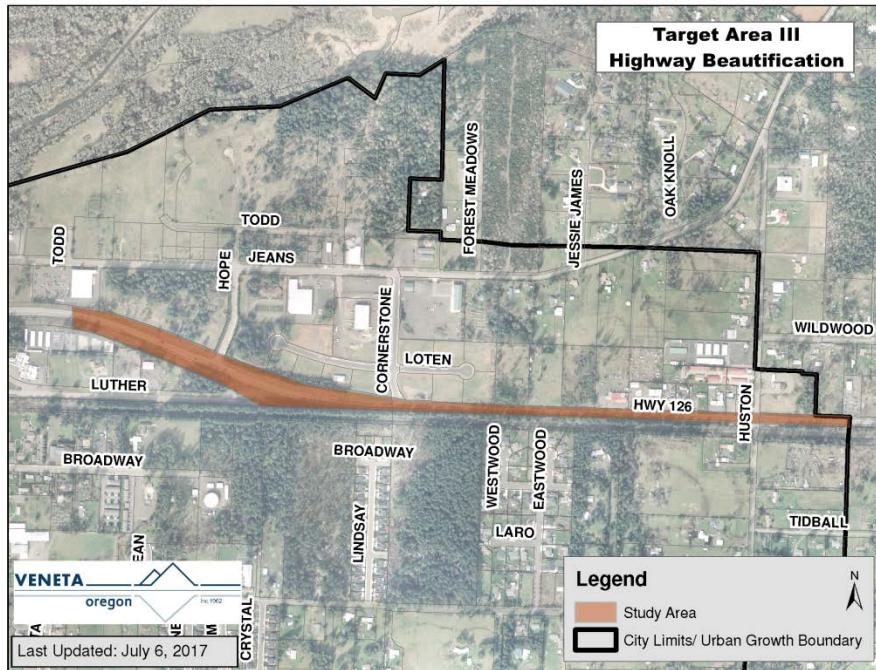


Target Area II: Intersection of Highway 126 and Territorial Highway (known as Four Corners)

Target Area II focuses on the intersection of Highway 126 and Territorial Highway, where the stoplight and crosswalks exist. Parts of the area are landscaped and well maintained and others have been neglected. The four corners include part of West Lane Shopping Center, the old Pawn Shop, the Red Barn building, and a vacant corner that is near Countryside Pizza and Jack Kelley Lane.

Target Area III: Territorial Highway to East-end City Limits

Target Area III begins at the Four Corners and ends at the eastern city limits boundary. Several vacant land parcels within the Northeast



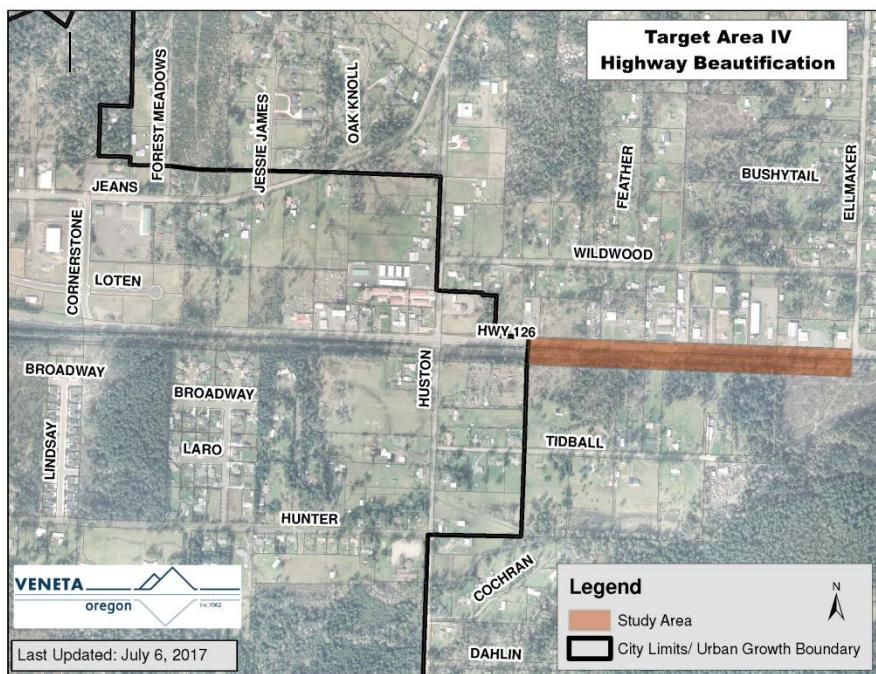
Employment Center (NEEC) front the highway, with only two or three businesses. To the east of the NEEC, there are one or two properties that the City should look to work with in enforcing development standards.



Target Area III focuses on eastern city limits – the gateway corridor for the City of Veneta

Target Area IV: East-end City Limits to Ellmaker Road

Ellmaker marks the first developed area to the east until reaching Veneta City Limits. Only the north side of Highway 126 is developed, as the southside is occupied by the railroad (Coos Bay Rail Line) and is heavily forested. Currently, businesses located to the west of Ellmaker include: Dari Mart; Lone Star Barbershop; Y Cook Food Stop; Veneta Crossfit; Dixie's Café; Napa Auto Parts; a tattoo shop; Sunnyside Organic Supply; and Canna Royal. After this cluster of development, there is Green Streak Automotive; Big Apple Automotive; and Austyn's Buy and Sell. Beautification efforts are focused on the north side until reaching Cornerstone Drive.



Identified Issues to Date

The City should attempt to incentivize landowners and stakeholders through a “carrot” over the “stick” approach to solve some of the visual issues. The following issues are prevalent along the Highway 126 corridor:

- Lack of visual connectivity (i.e. lack of native landscaping, different character coming into town than the true character of Veneta)
- Safety concerns (i.e. private property encroaching into public Right of Way; ROW not well maintained)
- Urban blight
- Abandoned or neglected properties



The beginning of Target Area IV: Highway 126 and Ellmaker Rd.

C. Outreach Process and Schedule

The outreach project will include site visits, interviews with stakeholders, and two public charrettes. Attendees will include stakeholders from:

- City Administrator and 2017-2018 RARE participant
- Planning Department
- Planning Commission
- Economic Development Committee
- Concerned citizens
- Landowners
- Business owners

Additional interviews could include representatives from the following groups:

- Chamber of Commerce

- Business owners
- Oregon Department of Land Development and Conservation
- Oregon Department of Transportation
- Lane County Planning Department
- Lane County Community and Economic Development

Outreach Schedule

The process outlined below will repeat for each subject area outlined in the Draft Plan.

1. Site Visit (over a two month period)
 - Interview stakeholders
 - Visit chosen target area
 - Assemble/review background information
 - Prepare workshop information
2. Highway Beautification Workshop (two sessions over a month period):
 - Issues and benefits
 - Review actions outlined in the Draft Highway Beautification Plan
 - Identify alternative actions
 - Discussion and Next Steps
 - Collect Response Sheets
3. Prepare Summary Memorandum & Draft Plan for Adoption
 - Summarize workshop responses
 - Edit Draft Plan Target Area X
 - Recommend Next Steps and Adoption of Plan

Example Calendar

Outreach Schedule	January 2018	February 2018	March 2018	April 2018
1. Site Visit	January 9 th			
2. Beautification Charrettes		February 28th	March 15 th	
3. Prepare Summary				

Memorandum and Draft Plan for Adoption				
---	--	--	--	--

Public Charrettes

The charrettes will include a presentation of the work program and a summary of the outreach objectives. Educational pieces and action/project ideas from the Draft Highway Beautification Plan will be presented, with improvement possibilities for community consideration. The workshops will be interactive, with facilitated brainstorming on the top three concerns and initiatives for the city to focus on and a response sheet for participants to fill out at the end. The workshops will be held at a neutral gathering space, such as the Community Center. There will be a total of two at differing times and days, to allow more residents to participate.

D. Existing Plans and Policies

A review of existing plans, policies, and studies provided City staff with an understanding of the full range of recommendations and policies guiding development in the community. The following documents were reviewed:

Policy documents:

- Comprehensive Plan
- Northeast Employment Center Specific Development Plan
- Economic Opportunities Analysis
- Economic Development Implementation Strategy

Transportation plans:

- Highway 126 Fern Ridge Corridor Plan
- Veneta Transportation System Plan

Downtown:

- Downtown Next Steps and Strategies (2017)
- Downtown Master Plan (2006)

Key Recommendations

The following key recommendations and aspirations are from existing documents and documents currently being updated that directly affect highway beautification and wayfinding to the downtown core:

- Begin with Target Area II & III of Draft Highway Beautification Plan (for outreach and implementation) as efforts will be most visible
- Invest in a catalyst project/signature building at the southeast corner of Highway 126 and Territorial
- Create a Beautification Committee (a subcommittee of the EDC) to initiate projects
- Update land use code to include minimum development standards and to include methods for addressing derelict buildings
- Hire a consultant to design and implement a wayfinding program to the downtown core
- Move the gateway sign away from areas outside of the City's control (i.e. from its current position after multiple "problem properties" to the slope after Hope Lane).
- Work with property owners to initiate community wide "clean up days" (i.e. cleaning up old cars or furniture not being used, trimming back unruly landscaping, repainting facades)
- Improved safety for multimodal transportation (i.e. improved bike lanes, cross walk to covered bus waiting area, bike racks)
- Provide incentives or assistance to offset costs of efforts, such as Beautification Grants or awards for business and property owners

Conclusion

the community vision for Veneta's key gateway corridor. Much work will have to be done in addition to the outreach and adoption process. Partnerships with Lane County, Oregon Department of Transportation (ODOT) and other regional and state organizations will have to be explored, and funding options will also need to be explored for many of the proposed projects. Additionally, much of the work simply will not be possible without the support of ODOT, and property and business owners adjacent to Highway 126. Continuous outreach and explanation of the Plan's priorities should be conducted by City staff to move the project forward, as well as monitoring and guiding the properties in question.

Works Cited

"Beautification Guidelines: Enhancing the Scenic Value of the Village." (2007): n. pag. *Village of Plainfield*. Web. 31 Mar. 2017. <<http://www.plainfield-il.org/pages/documents/BeautificationGuidelines2.pdf>>.

Beautification Plan, 2013-2014 (2013): n. pag. *Beautify Kilgore*. City of Kilgore. Web. 31 Mar. 2017. <[http://www.cityofkilgore.com/sites/cityofkilgore.com/files/files/Beautification%20Plan%202013-2014\(1\).pdf](http://www.cityofkilgore.com/sites/cityofkilgore.com/files/files/Beautification%20Plan%202013-2014(1).pdf)>.

"Beautification, Signage, and Public Art Strategic Plan." (2016): n. pag. *Tompkins County, New York*. Adopted by County's Strategic Tourism Planning Board. Web. 31 Mar. 2017.

Carter, Brian. "Beautification Plan." (2010): n. pag. City of West Columbia. Web. 31 Mar. 2017. <<https://westcolumbiasc.gov/wp-content/uploads/2014/09/West-Columbia-Beautification-Plan-2010.pdf>>.

Freeman, Chris. "Getting to the Root of Retail Property Beautification." *Kimco Realty Blog*. Kimco Realty Corporation, 18 Feb. 2014. Web. 31 Mar. 2017. <<http://blog.kimcorealty.com/2014/01/getting-to-the-root-of-retail-property-beautification/>>.

Oregon State University. "Gardening With Oregon Native Plants West of the Cascades." (2005): n. pag. Web. 31 Mar. 2017.

Thompson, Nancy. "Ugly Chain Link Fence Can Ruin a Careful Landscape." *Ugly Chain Link Fence Can Ruin a Careful Landscape*. N.p., n.d. Web. 31 Mar. 2017. <<http://www.useful-community-development.org/ugly-chain-link-fence.html>>.