

April 17, 2013



Oregon City Metro Enhancement Grant
City of Oregon City
625 Center Street
Oregon City OR 97045

Grant Review Committee;

2013 Board

Several months ago, a volunteer team of downtown stakeholders approached me with a complicated, complex and ambitious idea.

President

Paul Culp

The volunteer team's proposal was to develop a downtown-wide strategy for gateway treatments incorporating a holistic approach to improving the look and feel of an important part of Oregon City -- the points of entry along State Road 99E.

Vice President

Tim Tofte

Treasurer

Mike Gavaza

By ODOT estimates, at least 36,000 vehicles a day pass through downtown Oregon City on 99E. Along this corridor from the Rail Road Tunnel to 15th Street are numerous gateways into Oregon City. Some of these entry points are heavily used and of high priority, some are less active. By working with downtown stakeholders and volunteers, the non-profit MSOC can help set direction for how future gateway treatments like art and signs at various locations work together to support and reinforce a shared identity.

Secretary

Barbara Orton

Board Members

Sue Stein

Carol Pauli

Jared Justice

During ODOT's 22 month restoration of the Oregon City Arch Bridge, the non-profit MSOC was an important partner in this project acting as a liaison to the downtown business community and downtown stakeholders. This connection to the community will be a true asset in this project. Gathering the thoughts, ideas and perspectives of stakeholders builds a foundation for future implementable projects.

Executive

Director

Lloyd Purdy

Developing a proactive strategy, informed by community input, will create a road map for gateway features that can be used to guide future projects. Knowing in advance the expectations of the community may help reduce future planning, design and implementation costs on public works projects in this corridor.

Pairing this community input process with Oregon City/Metro Enhancement grant funding to install the first of many potential future gateway features leverage volunteer participation, time and effort with a physical result that rewards a community building process.

Please give this proposal your utmost consideration.

See You Downtown,

Lloyd Purdy MPA/MLA
Director, MSOC Inc.
Cell: 503.522.1564
downtownpurdy@gmail.com
816 Main Street
Oregon City, OR 97045

The nonprofit Main Street Oregon City is a volunteer led organization that works with downtown property owners, business owners and downtown stakeholders to make Oregon City a better place to work, live and visit.



**OREGON
CITY**



Metro

**Oregon City-Metro Enhancement Grant
Application for Funds
July 1, 2013 through June 30, 2014**

Before filling out this form, please read the Oregon City-Metro Enhancement Grant Application Information for complete submittal instructions and to be sure that your proposal qualifies for funding. Applications must be received by 5:00 pm on Wednesday, May 1, 2013 to be considered for funding. Applications received after the deadline will not be accepted. Liability insurance coverage may be required. Limit answers to the space provided.

Title of Project Downtown Gateways: Determine Theme and Install Initial Structure

Organization Main Street Oregon City, Inc

Is this a Non-Profit Organization? Yes No

Non-Profit Federal tax exempt ID Number TIN 26-2907232

Address 816 Main Street

City, State, Zip Oregon City, OR 97045

Project Coordinator Don Slack Phone 503/830-1957

Email donslack5@msn.com

Chairperson of Governing Board (If Applicable) Paul Culp, President of the Board MSOC Inc

Phone 503.891.3921 NOTE: SIGNATURE INCLUDED IN APPENDIX A.

Signature _____

(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)

*****Complete the budget sheet on page 7 first.
Amount totals from that sheet will auto fill into this table*****

Grant Amount Requested:	\$	\$13,800.00
+ Matching Funds (Cash):	\$	\$0.00
+ In-Kind Matching Funds (see question #15):	\$	\$6,098.20
= Total Cost of Project:	\$	\$19,898.20

Proposal Information

1. Is this your first grant application to the Oregon City-Metro Enhancement Committee?

Yes No

2. Have you received an Oregon City-Metro Enhancement Grant in the last 3 years?

Yes No

If yes, please describe the projects/programs for which you received funding.

2012 - Downtown Oregon City: In a Whole New Light worked with partners at the METRO Development Center and downtown property owners to shine a light on one of Oregon City's most precious resources — our historic buildings and our eclectic storefronts. Appendix B includes a picture of a building with facade lights supported by this project.

2011 - Walk this Way: Public Art for Downtown used METRO Enhancement funding to install the Willamette Compass at the corner of 8th and Main. Funding for this streetscape beautification project was matched against \$30,000 in funding for pedestrian oriented signs and way finding elements downtown. Project photo featured in Appendix B.

3. If you received an Oregon City-Metro Enhancement Grant last year, what is the status of the project?

The non-profit MSOC has a successful history of pairing Oregon City Metro Enhancement funding with other local resources in order to transform and enhance our community. Past projects include seasonal flower baskets, walking tour signs and public art. Our most recent project built upon the theme of light in 2012-2013.

Between new energy efficient street lights, a re-lighted Singer Falls, and an upcoming projected-light art exhibit at the Municipal Elevator; we realized the time was right to incentivize private investment in lighting solutions that showcase a unique aspect of our community - our 169 year old downtown's buildings. With \$10,000 in startup funding we've been able to leverage over \$21,000 to date in private funding to light up building facades and frontages in downtown Oregon City. So far, 8 property owners have become partners in this project and at least five more projects are planned to be completed in the next month.

4. Will this grant funding request be used for the first phase of a project, with possible grant requests for future phases?

Yes No

If yes, please explain.

Given the complexity of this project we envision this as a multi-stage project. We intend to determine future potential gateway access points into downtown Oregon City, develop a theme for the gateways and set priorities for gateway locations and structures. Given the nature of downtown and the number of access points from 99E and other streets within downtown. Staged design and installation of gateway solutions will be the best approach. Once the theme is established, the expectation is that better estimates of the future funding requirements will be established. We do expect to deliver at least one gateway structure to get the gateway program underway as part of this grant proposal.

5. Briefly describe the project for which you are requesting funds.

The nonprofit Main Street Oregon City focuses effort on generating interest in the downtown area of Oregon City. Given the high volume of traffic (about 40,000 cars each day) on 99E which potentially bypasses the core of downtown, this project envisions the creation of gateway solutions that welcome visitors downtown. The goal of the gateways are more than signs but are also to serve as community art. This artistic aspect further supports the art focus of other initiatives which have been completed in the downtown.

As described in a great example - the Gateway section of the Downtown Streets Plan and Guide for the City of Sandpoint, December 2012 - gateways help identify districts and announce transitions between places. They can be literally passed through (like an arch or tunnel), iconic vertical elements (like a building, totem, cairn, or a piece of art), or a pattern or sequence of events that uses buildings and/or landscaping to define the experience. Gateways are important for a downtown district because they communicate to the visitor: "Welcome! You've arrived!" Refer to Appendix C which contains portion of the Gateway section of the Downtown Streets Plan and Guide for the City of Sandpoint.

Several years ago there was some initial discussions through Main Street Oregon City about gateways; however, no definitive projects were developed as part of this process. Recognizing that the gateway concept will be of interest to many businesses and others associated with the downtown, a key to a successful project will be to work to build consensus about the gateway locations and overall themes for a unified approach. We intend to spend several months in a visioning process gathering input, criteria and overall themes for the gateways.

Once the visioning process is complete, the initial location will be identified based upon the budget for this solution as approved in this grant award. We will then embark on a design and installation proposal based on the criteria and theme established in the visioning process.

The major deliverables from this initial gateway project will be:

- the gateway locations, criteria and theme defined by a community engagement process.
- the installation of one gateway structure which meets the results of the visioning process.

6. Describe why this project was selected and the community need(s) to which it will respond.

This project was selected as a joint initiative to direct traffic into downtown Oregon City and as a recurring identity building and beautification initiative through artistic gateway treatments. There are many potential gateways into the downtown from 99E so there has been ongoing interest in highlighting the downtown area for those travelers who are on 99E.

This project continues to build on the prior initiatives within downtown Oregon City. There has been major enhancements to streetscape including artwork. This project intends to fit into the previous completed projects.

Gateways have been discussed in the past by downtown stakeholders. At that time the priorities were for the improvements to the core downtown area. This project now focuses of the ingress areas into the core downtown.

While this project continues to enhance the prior downtown beautification, this project will also direct traffic to areas within Oregon City beyond the immediate downtown.

7a. Identify and describe how your proposal meets one or more of the goals for funding (check those below that apply and describe by item number below).

<input checked="" type="checkbox"/>	1. Increase attractiveness/market value of residential, commercial or industrial areas.	<input type="checkbox"/>	6. Increase recycling efforts to provide a reduction in solid waste.
<input type="checkbox"/>	2. Enhance new or existing wildlife, riparian, wetlands, forests or river areas.	<input checked="" type="checkbox"/>	7. Increase employment or economic opportunities for City residents.
<input type="checkbox"/>	3. Preserve or increase recreational areas and programs within the City.	<input type="checkbox"/>	8. Rehabilitate or upgrade the market value of housing or commercial property.
<input type="checkbox"/>	4. Improve safety within the City.	<input type="checkbox"/>	9. Provides work or training opportunities to benefit youth, seniors and low-income residents.
<input type="checkbox"/>	5. Result in significant improvement in the cleanliness of the City.	<input checked="" type="checkbox"/>	10. Enhance art and culture within the City.

7b. List by item number in 7a and describe how the project meets the each goal.

1. This project is intended as dual purpose to direct traffic into the downtown and Oregon City in general and for beautification. The gateway structures are intended to be artistic in nature and add to the community art which have been completed previously.

7. A major objective of a gateway is to attract and notify travelers of areas where there are businesses and other points of interest. The intent is to welcome the visitors into the downtown. Directing traffic from 99E into the downtown core should serve to increase business in downtown and Oregon City.

10. The intent of the gateways is to create a welcoming entry point into an area. These gateway will serve a dual purpose to direct travelers and serve a community art appreciated by visitors and the commuting public.

8. Project Period: 12 months

(Number of months in duration)

Beginning Date: July 1, 2013

Ending Date: June 30, 2014

9. What is the geographic area of Oregon City where the project will take place?

While the primary focus will be on the gateways from 99E into downtown Oregon City, this project potentially has implication to other areas in Oregon City as traffic is diverted from 99E into downtown and beyond. Part of the project will be to describe the potential gateways by working through a community input process. The priority for gateway structures will then be identified and a single location will be decided for the initial structure/treatment.

10. How will the community benefit by your project? What is the estimated number of people affected and anticipated outcome(s)?

Oregon City residents and visitors benefit from gateways which will welcome them in to the downtown and the rest of Oregon City. Gateways enhanced through public art increases access to: city amenities, unique downtown businesses, our city's historic properties, and the waterfront. The goal is to welcome and direct even more visitors into downtown through the gateways.

11. What community resources will be used as support for this project (i.e. community, city-owned property, city departments, transportation services or other civic groups)?

The gateways will be placed in the "right of way" so there will be requirements for permitting of the location . Also we intend to work closely with Public Works and ODOT to minimize impact on vehicles and pedestrians.

There will be extensive community involvement in the vision and theme development for he gateways. There will be several meetings (probably monthly) to engage the businesses and others stakeholders to achieve the optimum outcome for gateway treatments in our community.

Appendix D includes Letters of Support and commitment of initial interest from downtown business and property owners.

12. Briefly describe prior experience managing similar projects, including any past enhancement projects.

MSOC has lead several projects and been involved with several more over the recent years. These projects have been of various scope and have all been successful.

Don Slack as project coordinator has been active in numerous community projects. Most recently he was the project facilitator on the Lightup Singer Falls project. Don has extensive management experience.

Lloyd Purdy as project consultant for the vision and theme development, has extensive experience in arts based programming, leveraging the strengths of his Masters in Public Administration. In addition to his successful projects in Oregon City, while director of the downtown revitalization program in Cortland NY, he authored the first National Endowment for the Arts grant the community had ever received. He also managed more than \$1 million in arts and cultural programming as a joint venture between SUNY Cortland and the community.

Nick Dierckman, project support has recently served as project coordinator on two projects in Oregon City.

13. List anticipated project milestones and dates (e.g. groundbreaking, significant facility improvements, large gatherings of volunteers, public meetings, conferences, special activities and events).

Phase 1 - Gateway Vision and theme development (Monthly meetings with stakeholders)

Month 1 - Orient stakeholders to the project approach, scope and provide foundation information about gateways.

Month 2 - Complete a process that explores, discusses, ranks and prioritizes gateway locations with stakeholders

Month 3 - Develop overall guidelines and themes for how the gateways treatments (signs, art, et.) should look

Month 4 - Summarize and review findings and recommendations

Phase 2 - Initial gateway and complete conceptual design development

Month 5 - Based on project funding, select gateway which matches dollars with highest priority.

Month 6 - Develop 'Invitation to Bid' document including design concepts.

Phase 3 - Selection of artist or company for initial gateway

Month 7 - Solicitation of 'Invitation to Bid'

Month 8 - Select artist/ supplier of gateway structure

Phase 4 - Completion of build and installation

Month 9 - Complete final design and approval

Month 10 to 11 - Complete build and construction of gateway

Month 12 - Installation of gateway structure

14. An exit report will be included as part of the OC-MEC agreement. Describe the measurements you will use to assess the program/project effectiveness. In other words, how will the effectiveness of the program/project be tracked and evaluated (i.e. number of people served; improvements and/or beautification; number of volunteers attracted; amount of area cleaned or rehabilitated, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.

In the exit report, the summary of the gateway priorities, guidelines and them will be provided. This deliverable will be used for future funding / grant request as the basis for future gateways.

Community participation will be tracked and reported throughout the project. The meetings will be open to all stakeholders with an interest in downtown.

Before and after photos of the gateway site will be provided to demonstrate the change and compliance with the guideline as and theme developed through community involvement.

15. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer time, use \$21.79. (This is the value of volunteer labor time as of 1/15/13, according to the Independent Sector and The Bureau of Labor Statistics).

Item	Source of Support	Estimated Value (\$)
Project Coordination	volunteer at 60 hours	\$1,306.80
Project support	volunteers at 140 hours	\$3,049.20
Vision and Theme Development	volunteers at 60 hours	\$1,306.80
Meetings with MSOC Committees	volunteers at 20 hours	\$435.60

16. List all grants applied for in support of this project and commitments confirmed to date.

No other grants have been applied for. Once the vision and theme development phase is completed, additional grants will be submitted to complete more gateway structures.

17. What is the percentage of OC-MEC funds to be used for personnel services or administrative costs? 9 %

18. Will the administrator be a paid position? Yes No

19. Proposed Budget—on the following page please complete the proposed budget. Modify line items as needed to reflect proposed expenses.

- Column A: Show grant monies needed for the program/project.
- Column B: Show cash matching funds.
- Column C: Show donations or in-kind volunteer labor (from question 15).
- Column D: Totals for each category.

***These figures will be transferred to the table on the first page of this application.

Proposed Budget

Suggested List (not inclusive)	(A) OC-MEC Grant Dollars	(B) Matching Funds(Cash)	(C) In-Kind Matching Support	(D) Total
Personnel Services (salaries, administration) Visioning and Theme	\$1,000.00		\$6,098.20	\$7,098.20
Project Administration costs (clerical, advertising, graphics, printing, postage)	\$300.00			\$300.00
Materials				\$0.00
Equipment/Supplies				\$0.00
Construction Costs Gateway Design and Structure	\$12,000.00			\$12,000.00
Event Costs				\$0.00
Transportation Costs				\$0.00
Insurance Costs (if needed)				\$0.00
Additional Costs (List) Right of way Permit	\$500.00			\$500.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
Totals	\$13,800.00	\$0.00	\$6,098.20	\$19,898.20



**OREGON
CITY**



Metro

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Organization Main Street Oregon City, Inc

Is this a Non-Profit Organization? Yes No

Non-Profit Federal tax exempt ID Number TIN 26-2907232

Address 816 Main Street

City, State, Zip Oregon City, OR 97045

Project Coordinator Don Slack Phone 503/830-1957

Email donslack5@msn.com

Chairperson of Governing Board (If Applicable) Paul Culp, President of the Board MSOC Inc

Phone 503.891.3921

Signature 

(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)

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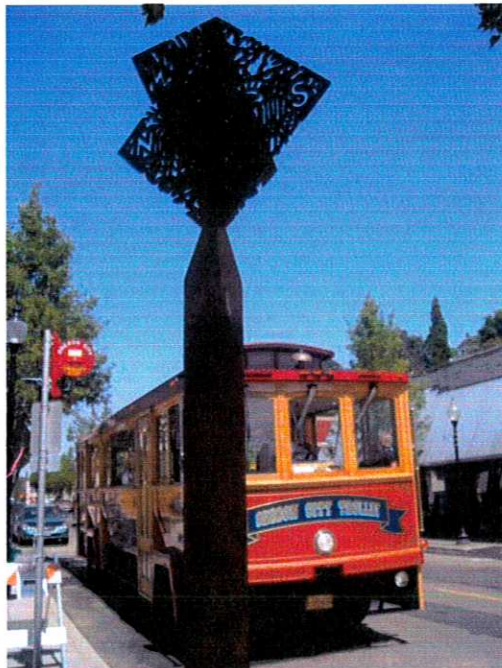
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Appendix B

Sample Results of Prior Projects



Busch Building with Lighting



Willamette Compass

Appendix C

**DOWNTOWN STREETS PLAN
AND DESIGN GUIDE**

CITY OF SANDPOINT



DECEMBER 2012

7. GATEWAYS. PUTTING OUT THE WELCOME MAT.

When you are going somewhere, how do you know when you have arrived?

Gateways help identify districts and announce transitions between places. They can be literally passed through (like an arch or tunnel), iconic vertical elements (like a building, totem, cairn, or a piece of art), or a pattern or sequence of events that uses buildings and/or landscaping to define the experience. Gateways are important for a downtown district because they communicate to the visitor: "Welcome! You've arrived!"

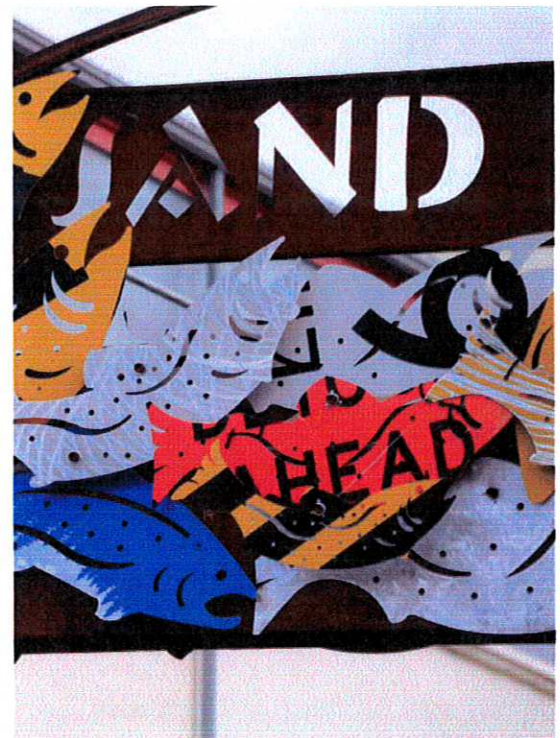
There are four gateways in the Downtown Street project study area. The gateways are organized as **Primary Gateways** to serve as identifiers for the entire downtown district, and as **Secondary Gateways** to help define the retail district, specifically First Avenue and Cedar Street.

The Primary Gateways are at / near the intersection of 5th Avenue and Cedar Street on "The Curve" (north gateway) and along Superior Street to First Avenue (south gateway). The western gateway to Downtown is outside of the project study

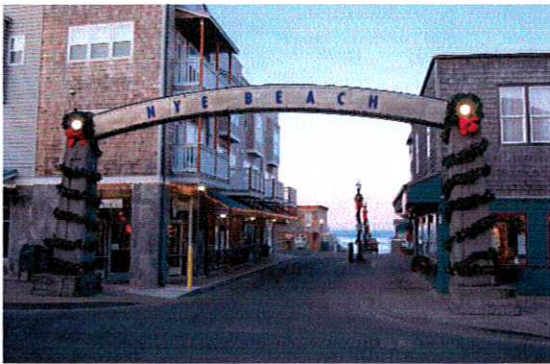
area, but would be in the vicinity of Lake Street, Boyer Avenue, and US 2. The eastern gateway to Downtown is unusual: Sand Creek as viewed from the Byway overpass. While Sand Creek is not a true gateway, it is considered part of Downtown Sandpoint's "front porch" and contributes to the character of the district - particularly for people driving through on the Byway.

The area's Secondary Gateways are located at First Avenue and Pine Street; and Cedar Street and Fourth Avenue.

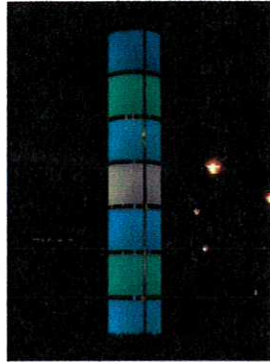
This section discusses design strategies for the district's primary and secondary gateways, and explores concepts for Sand Creek and the Superior Street gateway.



The Sand Creek gateway is a literal gateway to Sand Creek Landing



Secondary Gateways should act as a threshold to the district. They should convey a physical sense of arrival and help define the character of the district. Some of the examples of Secondary Gateways shown above include distinctive lighting, colored / textured intersection treatments, a physical arch, and a distinctive street tree or landscape component.



Vertical elements make great gateway elements. The elements could be natural, sculptural, lighted, kinetic, static, or any combination of them all.

There is an opportunity to put in a signature gateway feature at the point of "The Curve", just south of the Cedar Street/5th Avenue intersection. While it may not be a big blue bear, it should be something iconic and uniquely Sandpoint.

Appendix D

Commitment of Initial Interest from Downtown Business and Property Owners

Email Request from Lloyd Purdy

From: Lloyd Purdy <downtownpurdy@gmail.com>
To:
Sent: Monday, April 22, 2013 4:59 PM
Subject: Downtown Update: Volunteer Downtown Design Team

Downtown Property Owners,

A volunteer led *Downtown Design* team is forming in order to write a grant that would:

1. Help guide us through a process that explores, discusses, ranks, and prioritizes gateway (entryway) locations around downtown,
2. Develop some overall guidelines and themes for how those gateways treatments (signs, art, et.) should look, feel and act, and
3. Maybe even fund one gateway project based upon our collaboration, discussions and findings.

Would you be interested in participating in this process if we received this grant? Please let me know by responding back to this email.

See You Downtown,

Lloyd Purdy MPA/MLA
Director, MSOC Inc.
Cell: [503.522.1564](tel:503.522.1564)
downtownpurdy@gmail.com
[Main Street Oregon City Inc.](#)

| [Facebook](#)

816 Main Street
Oregon City, OR 97045

Email Responses from Business Owners

From: Larry Medearis <bridgeviewbeerandwine@yahoo.com>
Subject: Re: Downtown Update: Volunteer Downtown Design Team
Date: April 24, 2013 8:11:32 AM PDT
To: Lloyd Purdy <downtownpurdy@gmail.com>
Reply-To: Larry Medearis <bridgeviewbeerandwine@yahoo.com>

Hi Lloyd,

I think I would.

Talk to you soon.

Larry Medearis

From: "Linda Bell" <Bitsandbobs@comcast.net>
Subject: RE: Downtown Update: Volunteer Downtown Design Team
Date: April 23, 2013 11:57:51 AM PDT
To: "Lloyd Purdy" <downtownpurdy@gmail.com>

Lloyd – I would be interested depending on the amount of time required and if you could use my assistance. Thanks for asking.

From: Joe Kirwin <joekirwin@me.com>
Subject: Re: Downtown Update: Volunteer Downtown Design Team
Date: April 24, 2013 8:44:37 PM PDT
To: Lloyd Purdy <downtownpurdy@gmail.com>

we are definitely interested in participation.

Joe Kirwin
Chef du Vin
Nebbiolo Wine Bar & Market
800 Main St. Oregon City 97045
[503-344-6090](tel:503-344-6090)

April 30, 2013

Oregon City Metro Enhancement Grant
City of Oregon City
625 Center Street
Oregon City OR 97045

RE: Letter of Support for Gateway Treatment Public Engagement Program

Grant Review Committee:

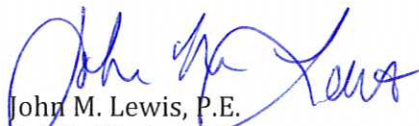
In February 2013 a volunteer team working with the non-profit Main Street Oregon City (MSOC) organization approached me with the idea of adding gateway features downtown to mark the entry into Oregon City and our 169 year-old downtown. As part of that initial discussion we came to realize this is a complicated endeavor which warrants expanded attention and community involvement.

Downtown Oregon City has multiple gateways; each with their own unique challenges. The proposal is to conduct a public engagement program with input from a wide spectrum of downtown stakeholders to define, refine, develop cost estimates and prioritize possible gateway improvements, focusing on McLoughlin Boulevard from the Union Pacific Rail Tunnel (on 99E) to 12th Street will ensure unique solutions at a particular site or multiple sites.

The volunteer team leading this project has worked together in the past on projects like the lighting project at Singer Falls, various public art projects downtown and several of the capacity building programs through MSOC that are helping to revitalize Oregon City's downtown. These community-minded volunteers are well accustomed to working with a range of downtown stakeholders.

This volunteer lead collaborative process is consistent with past City sponsored initiatives. Given the interface with Hwy 99E, the City's transportation systems, and interaction with ODOT, the Public Works Department staff plans to participate. We recommend that OC-MEG funds be awarded to this project to help provide the funding needed to organize and complete the public engagement portion of this project, define the priority of the gateway locations and overall theme, establish the initial gateway location, and complete the design and build of the initial gateway structure based on the funding from this grant.

Sincerely,



John M. Lewis, P.E.
Public Works Director

P:\Grants\Downtown Gateway Support Ltr 043013 w_JML edits.docx

Michele Beneville

From: Nick Dierckman [ndierckman@gmail.com]
Sent: Tuesday, April 30, 2013 3:45 PM
To: Michele Beneville
Cc: Don Slack; Lloyd Purdy
Subject: MSOC Metro Enhancement Grant Application
Attachments: MSOC Cover Letter - Metro Enhancement Grant 2013.pdf; MSOC Metro Enhancement Grant Application Final.pdf; Appendix A Signature -2013 Metro Enhancement Grant0001.pdf

Michelle,

Attached is the Metro Enhancement Grant Application from Main Street Oregon City, Appendix A includes the signed first page by Paul Culp, President of the Board MSOC Inc.

I spoke with John Lewis today and he will deliver the support letter from Public Works directly to you. I requested a copy from him so I should be aware when you receive it.

I'll drop off a printed version tonight since I'll be in City Hall.

Please let know if there are any questions I look forward to working with you again!

Regards,

Nick

--

Nick Dierckman
(503)705-3871 - mobile, 503/650-4881 - home