



## Chapter 2:



## *A Community Vision for OceanLake*



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*“Vision without action is a daydream. Action without vision is a nightmare.”*

*– Japanese proverb*

### **A. INTRODUCTION**

This chapter articulates the vision for OceanLake that is based on the multitude of ideas, information, values, and opinions gathered during the planning process (see Section B). This chapter also identifies key public improvements and programs – organized by projects planned for the next five years (see Section C) and projects that are planned beyond a five-year period (see Section D) – that will enhance livability and economic vitality in OceanLake.



## B. VISION STATEMENT FOR OCEANLAKE

The following vision statement is written to provide a description of “what can be” in OceanLake. It compliments the vision graphic illustrated in Exhibit 2-1.

**Imagine a renewed OceanLake . . .** OceanLake is an Oregon Coast destination that is diverse in recreational, tourist, artistic and community (civic) activities. OceanLake is the heart of Lincoln City with its historical downtown core that visitors can easily park once and walk to visit many unique shops, restaurants, beaches and parks. Tourists can come to the beach or attend arts workshops or stay the night in one of the many oceanfront hotels and take in a great movie at the historic Bijou Theater. OceanLake offers recreational activities ranging from hiking and boating at Devils Lake (just seconds from downtown) to beach-combing and tide pool exploration along a coastline with ample public beach access. OceanLake is an economically vibrant, attractive, safe and friendly community – a unique pearl in the string of Lincoln City villages.

**Imagine . . .**Walking and biking (or even driving) on an improved, calmed Highway 101 into the OceanLake downtown district and being greeted by a whale tail or breaching whale fountain gateway entrance monument (located at highly visible locations in the north and south). Visitors enter the core area and recognize that it is beautifully lined with trees and shrubs, street furniture and elegant light posts. The core area is filled with charming shops with wide, awning-covered sidewalks that provide pedestrians a comfortable walking environment and protection from the elements. The OceanLake downtown core has a strong mix of retail shops on the ground floors with offices and residential housing on the second floors. The historic buildings with revitalized facades cause passers-by to slow down to appreciate the architecture. Visitors and residents feel safe on the sidewalks, bike paths and on the streets in OceanLake. The scene is spectacular and inviting and travelers feel they must stop and spend some time.

**Imagine . . .** A core area loop system connecting the east and west sides of Highway 101 – utilizing NW 21st Street, NW Harbor Avenue, OceanLake Drive, and NE Oar Avenue – that enables pedestrians to make an easy walk from the beach, hotels, restaurants, parks, public plazas and public parking areas to the downtown core and



neighborhoods. On NW 21st Street (west of Highway 101) tourists can visit cottage shops, galleries and mom & pop delis that extend down the street to the public beach access stairway. On NW Harbor Avenue, intermingled with lodging opportunities are scenic ocean view nooks and a beachfront retail and restaurant village where visitors can enjoy the dramatic Pacific Ocean. A rare beach access driveway located at the west end of NW 15th Street provides public vehicular access onto the beach. This access is unique because it allows people of all abilities to enjoy the beach, while also providing emergency vehicle access. On NW 15th Street – a Great Street – extending from the beach to Highway 101 are various cottage shops (cottage commercial) like NW 21st Street intermittently mixed with a community “Peoples Park”. From NE Oar Avenue (to the east of Highway 101), pedestrians can enjoy parks and community activities at the Community Center and the new Creative Art and Activities Center. Elevated scenic views of downtown OceanLake can be seen at a view nook along NE Lee Place above the expanded public parking lot.

**Imagine . . .** The “Peoples Park” of OceanLake is a long-awaited feature of the community tied together with the core area, adjacent neighborhoods, and the beach by a series of public parks, a sculpture garden and open space areas that are abundant throughout the western and eastern side of Highway 101 between NW 17th Street and NW 15th Street. A civic plaza, which is the centerpiece of the core area, brings families and visitors together by providing a place to gather for community events, entertainment and festivals to celebrate the rain!

**Imagine . . .** Motorists park only once in OceanLake to visit many of the various businesses, restaurants and attractions. OceanLake provides plenty of on street parking and the public parking lots on the western and eastern side of Highway 101 are ample and easily found by visitors because of clear and distinct signage. The public parking lots are clean, well lit and beautifully landscaped. Some have public restrooms and offer wayfinding kiosks that enable visitors to quickly reach their destinations.

**Imagine . . .** Residents and visitors attending workshops at the Artist Live-Work Studio where artists work, live, learn and teach. Most of the public art throughout the core area, parks and plazas is created locally by Lincoln City artists. South of the Artist Live-Work Studio is another park exclusively for dogs. This “Bark Park” is a place for dogs to safely



run free in the open space of the park. OceanLake is also home to a museum and an indoor recreation complex featuring seasonal organized sporting leagues that offer indoor soccer, roller hockey, batting cages, miniature golf and a rock climbing wall to name a few.

**Imagine . . .** The renewed plan for OceanLake includes a comprehensive pedestrian and bike trail system that encourages modes of transportation other than vehicle use. Most of OceanLake’s amenities are only a quarter mile from the core area. This trail system makes it safe and convenient for residents and children to get to schools, the new youth center and other various destinations around the community.

**Imagine . . .** OceanLake is a district in Lincoln City that attracts visitors because of its attractive and thriving downtown district, beautiful coastline, artistic culture and friendly community. OceanLake is a place where residents and visitors can park once and safely walk to any of its various destinations. It’s a place that brings citizens and visitors together with its recreational, dining, lodging and shopping opportunities. There is no mistake when visitors and residents alike enter OceanLake that they have arrived in Lincoln City’s Downtown.

## C. EXPLORING THE VISION OVER THE NEXT 5 YEARS


The OceanLake Vision Statement conveys a singular point in the future that requires the implementation of many details to achieve “what can be.” Working toward the attainment of the OceanLake vision requires attention to and implementation of a number of details. These details include public and private projects and programs that embrace the four dimensions of successful community revitalization: physical and environmental improvements; economic development; organizational and social development; and, promotions and image building.

This section focuses on the public and private projects that are planned for OceanLake over the next five years. The OceanLake vision plan graphic for this time period (see Exhibit 2-1a) is built around improvements to be made over the next 5 years to enhance community vitality while also preparing for, and not precluding, the envisioned development of a Highway 101 Couplet. Exhibit 2-2 provides descriptions



of the elements contained within the vision plan graphic for the core area of OceanLake, and Exhibit 2-3 provides a regional perspective of improvements that help attain the OceanLake vision.

Following are summaries of many of the projects and programs that collectively work toward creating a renewed OceanLake. A location map follows each list of projects and programs. This map includes the Urban Renewal Boundary to help users determine which projects and programs fall within the purview of the Lincoln City Urban Renewal Agency.

 Resource Toolbox	
Section CI	Appendix
a.1.	N/A
a.2.	IV: 4, 32, 41, 42, 48, 49, 50A, 50B
a.3.	III: 5 IV: 4, 27, 45, 48, 49, 50A, 50B
a.4.	IV: 4, 27, 45
a.5.	Exhibit 2-4 III: 2 IV: 43, 44, 45, 46, 48, 49, 50A, 50B
a.6.	IV: 33, 35A, 35B, 36
a.7.	N/A
a.8.	N/A
b.1.	N/A
b.2.	IV: 4
b.3.	Exhibit 2-6 III: 2 IV: 4, 26, 48, 49, 50A, 50B
b.4.	IV: 4
b.5.	IV: 4, 48, 49, 50
b.6.	IV: 4, 48, 49, 50A, 50B

## I. Vehicular Circulation

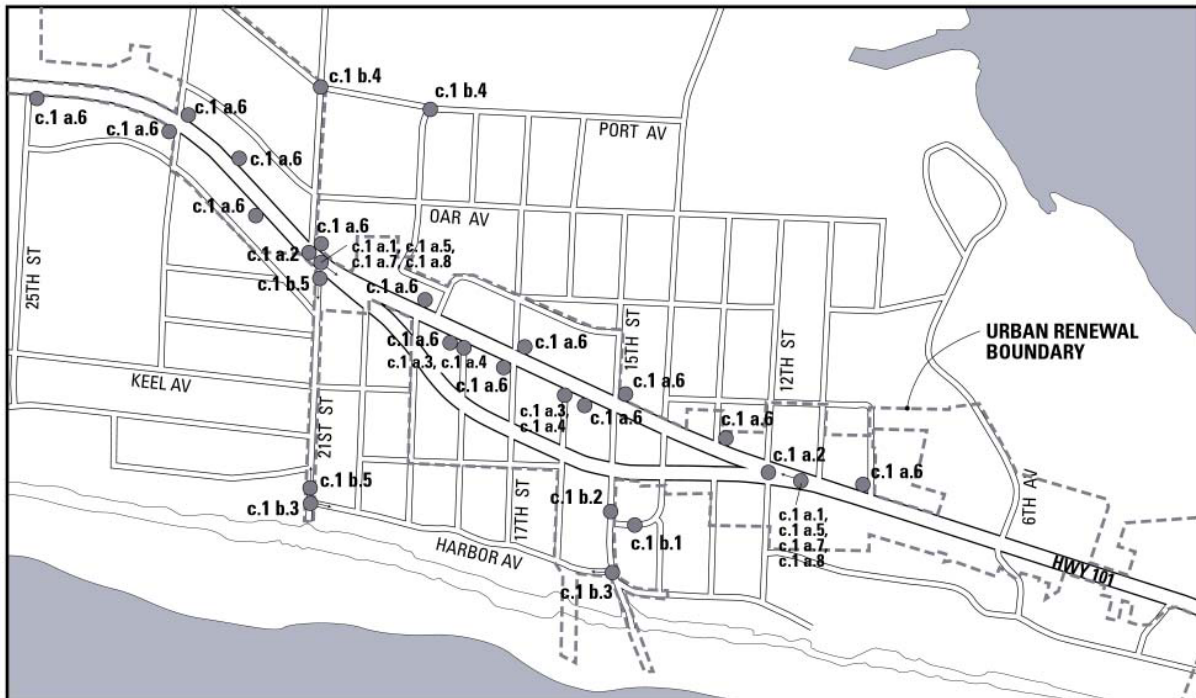
### Projects and Programs Over the Next Five Years

- a. Implement Key Short-Term Highway 101 Related Projects to help improve traffic flow, safety, and image in OceanLake.
  1. Underground Existing Overhead Utilities
  2. Install OceanLake Gateways and Special Paving at NE 21st and NE/NW 12th Streets
  3. Close NW 16th and 18th Streets at Intersections with Highway 101
  4. Install Landscape Planters at Closed NW 16th and 18th Streets at Intersections with Highway 101
  5. Install New Street Furniture Palette Elements on Existing Sidewalks (see Exhibit 2-4)
  6. Install Wayfinding Signs
  7. Consider Eliminating Mid-Block Cross Walks
  8. Pursue Relinquishment of Sidewalk Right-of-Way from ODOT to Lincoln City
  
- b. Implement Key Local Street Improvements to help improve local traffic flow, safety, and image in OceanLake.
  1. Acquire, Design, and Construct NW 14th to NW 15th Connection to Create OceanLake Drive
  2. Design and Build NW 15th Street to create a “Great Street”
  3. Improve Harbor Avenue with Sidewalks, Curb, Gutter, Bike Lane, and Bollard Street Lights (see Exhibit 2-5)



4. Design and Construct NE Port Avenue Connection to enhance access to and from the Community Center, NE 22nd Street, and OceanLake neighborhoods east of Highway 101
  5. Complete Improvements to the South Edge of NW 21st Street that compliment existing enhancements along the northern edge of the street
  6. Design and Construct Curb, Gutter, Sidewalk and Streetscape Improvements throughout remaining areas of the OceanLake core, including traffic calming measures as appropriate.
- c. Initiate project approval, funding, and preparation of the Environmental Impact Statement for the OceanLake Couplet (refer to detailed steps for the Highway 101 Couplet Phasing Concept in Chapter 3).

### Vehicular Circulation Projects and Programs Location Map



c.1 b.6 = District-wide (not shown)

### I. Vehicular Circulation



## 2. Pedestrian and Bicycle Circulation

### Projects and Programs Over the Next Five Years

- a. Design and Install a Connected System of Sidewalks throughout OceanLake (including both the core and the surrounding area) to create a safer pedestrian environment for residents, school children, seniors, visitors, and persons with mobility challenges (see Exhibit 2-3)
- b. Create New Pedestrian Connections, emphasizing mid-block connections between buildings, utilization of existing rights-of-way, and secondary pedestrian corridors behind commercial storefronts
  - 1. Work to create a mid-block pedestrian connection (generally located north of and adjacent to the Old Oregon Tavern) linking the Highway 101 sidewalk environs to the public parking lot accessed from NE 15<sup>th</sup> Street
  - 2. Coordinate with property owners of buildings fronting on Highway 101 (generally between 14<sup>th</sup> and 19<sup>th</sup> Streets) to create a safe and contiguous pedestrian walkway system in the rear areas of buildings
  - 3. Utilize the NE 18<sup>th</sup> Street right-of-way between Jetty and harbor to develop a pedestrian pathway, while also improving the vehicular access to adjacent residences
- c. Locate and Install Pedestrian Kiosks and Signage Stations throughout the OceanLake Core area, emphasizing the following locations:
  - 1. NW 15<sup>th</sup> Street and Highway 101 (at NW Corner)
  - 2. NW 17<sup>th</sup> Street and Highway 101 (at Public Parking Lot)
  - 3. NE 15<sup>th</sup> Street and Highway 101 (at Public Parking Lot)
  - 4. NW 15<sup>th</sup> Street and Harbor (at NE Corner)
  - 5. NW 21<sup>st</sup> Street and Harbor
- d. Design, Develop, Sign and Promote the OceanLake Shore to Shore Trail, connecting the Pacific Ocean with Devil’s Lake

Resource Toolbox	
Section C2	Appendix
a.	IV: 4, 5, 6, 28, 32, 48, 49, 50A, 50B
b.	III: 5, 7 IV: 29, 30, 31, 48, 49, 50A, 50B
b.1.	III: 7 IV: 29, 48, 49, 50A, 50B
b.2.	III: 7 IV: 30, 31, 48, 49, 50A, 50B
b.3.	IV: 29, 30, 31
c.	Exhibit 2-4 III: 3 IV: 33, 35A, 35B, 36
c.1-5.	IV: 33, 35A, 35B, 36
d.	IV: 36, 37
e.	IV: 34, 37, 47
f.1.	III: 2, 3
f.2.	III: 2, 3







### 3. Land Use and New Development

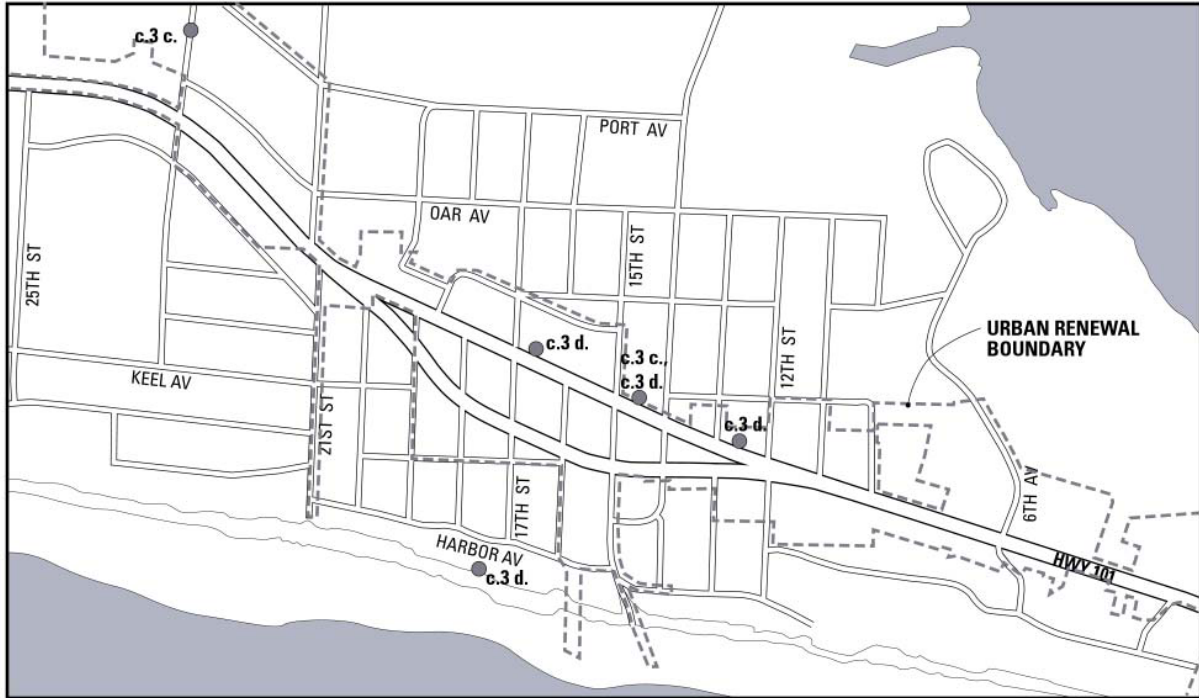
#### Projects and Programs Over the Next Five Years

Resource Toolbox	
Section C3	Appendix
a.	I IV: 28, 40
b.	I
c.	IV: 8, 9, 10, 11A, 11B, 18, 19, 20, 38, 39, 40
d.	III: 4 IV: 7A, 7B, 18, 19, 20, 38, 40

- a. Refine and Adopt New Zoning Ordinances for OceanLake to optimize future opportunities for new development that are consistent with the community’s vision for OceanLake and to facilitate the development of clusters of economic vitality by encouraging complementary and supporting land uses to locate near one another.
- b. Prepare and Adopt Amendments to the Lincoln City Comprehensive Plan and Zoning Ordinance to Incorporate the OceanLake Redevelopment Plan and related components into the City’s community-wide policy documents.
- c. Explore the Feasibility of and Implementation Steps (as appropriate) for the Envisioned Community-Based Development Projects for OceanLake (e.g. Fraternal Hall, Artist’s Live-Work Studios, a Creative Art and Activities Center, etc.).
- d. Collaborate with Property Owners of Infill Development or Redevelopment Sites (Unless Owned by the city of Lincoln City) to Define Desired Development Types and Market the Opportunity to the Private Sector to Encourage Reinvestment in OceanLake (including the issuance of Requests for Proposals to attract progressive, community-minded developers).
- e. Enforce compliance with City codes to optimize property maintenance and minimize blight. If necessary, implement aggressive mitigation measures to address persistent code violations.



**Land Use and Development  
Projects and Programs Location Map**



c.3 a., b., e. = District-wide (not shown)


**3. Land Use & New Development**



## 4. Image, Design and Architecture

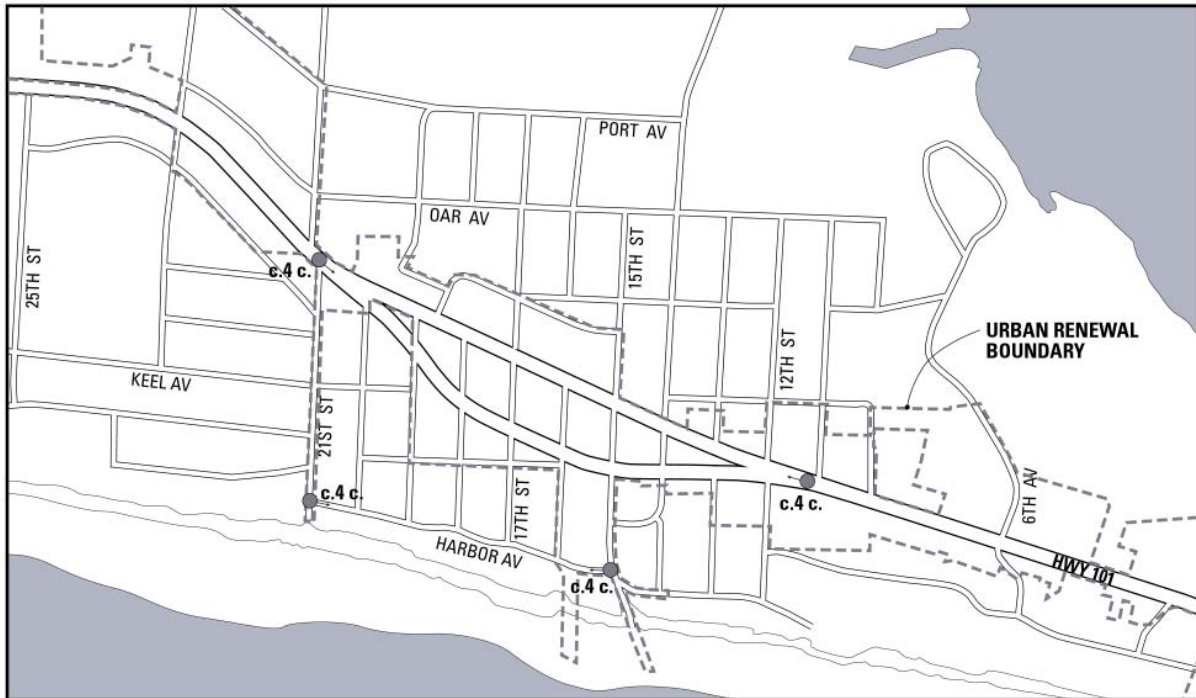
### Projects and Programs Over the Next Five Years

- a. Refine and Adopt New Design Guidelines for OceanLake to ensure that new development and rehabilitated buildings convey an image consistent with OceanLake’s history and the Oregon coastal environment.
- b. Incorporate OceanLake Streetscape Furniture Palette into all roadway and public space-related projects to improve the community’s image and create a more inviting pedestrian environment. Consider doing a streetscape demonstration project on one block to allow the community to “try it before they buy it”.
- c. Underground Utilities along Highway 101, Harbor Avenue, and in other areas (as applicable) of OceanLake to enhance the community’s image and reduce visual blight.
- d. Encourage Rehabilitation of Existing Buildings through the promotion of rehabilitation loan programs and a design assistance program to enhance the visual and physical qualities of private properties.
- e. Design and Install a Wayfinding and Identity Signage System throughout OceanLake to reinforce the district’s image and to enhance motorists and pedestrians’ ability to easily find their way to the beach, public parking, shopping areas, public spaces, and other destinations.

 Resource Toolbox	
Section C4	Appendix
a.	II III: 3 IV: 40
b.	Exhibit 2-4 III: 2 IV: 43, 44, 45, 46, 48, 49, 50A, 50B, 51
c.	N/A
d.	II III: 3 IV: 21
e.	IV: 33, 35A, 35B, 36, 41, 42



### Image, Design, and Architecture Projects and Programs Location Map



c.4 a., c.4 b., c.4 d., c.4 e. = District-wide (not shown)


### 4. Image, Design & Architecture

## 5. Public Spaces and Parks

### Projects and Programs Over the Next Five Years

- a. Develop Key Public Spaces and Parks in OceanLake to provide the community with areas of important local meaning that can be used for gatherings, festivities, celebrations, family outings, and tranquility.
  - 1. Acquire, Design, and Build Peoples Park, along NW 15th Street as identified in the Lincoln City Urban Renewal Plan, to serve as the OceanLake community’s central park.
  - 2. Design and Build “Bark Park” near NE 6th Drive and Mast Avenue to provide Lincoln City residents and visitors with an attractive and safe dog park.



 <b>Resource Toolbox</b>	
Section C5	Appendix
a.	III: 5 IV: 12, 48, 49, 50A, 50B, 52, 56, 57
a.1.	III: 5 IV: 12, 48, 49, 50A, 50B, 52, 54, 56, 57, 77
a.2.	III: 6 IV: 13, 47, 55, 77
a.3.	IV: 12, 47, 48, 49, 50A, 50B, 52, 61
a.4.	IV: 14, 37, 47, 60
a.5.	IV: 12, 48, 49, 50A, 50B, 52, 58, 59
a.6.	IV: 37, 47
a.7.	III: 7 IV: 12, 48, 49, 50A, 50B, 52, 56, 57
a.8.	IV: 48, 49, 50A, 50B, 58, 59
a.9.	IV: 48, 49, 50, 58, 59
a.10.	IV: 12, 41, 48, 49, 50A, 50B, 52
b.	IV: 12, 53

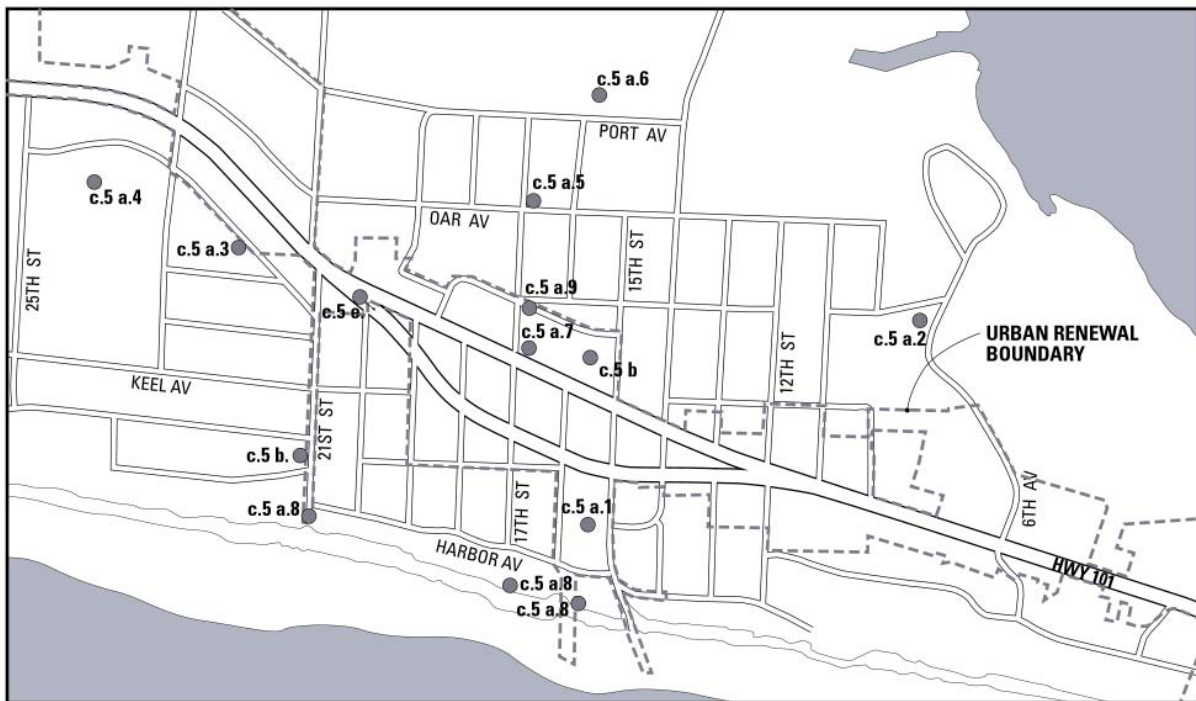
3. Acquire, Design, and Build the Mast Avenue Neighborhood Park, west edge of Mast Avenue between NW 21st Street and NW 22nd Street to provide the northern neighborhoods of OceanLake with a passive park that could accommodate a sculpture garden featuring the art work of local artists.
  4. Design and Create the OceanLake Wetlands Interpretive Center, generally east of Lee Avenue, west of Mast Place, north of NW 22nd Street, and south of NW 25th Street, to provide residents and visitors with a tranquil public space and one that can also serve environmental education purposes.
  5. Design and Construct Tower Park, east of the 17th Street and Oar Avenue intersection, to provide residents and visitors with a lookout area with vistas of OceanLake and the Pacific Ocean.
  6. Design and Create Spring Park Nature Trails, east of Port Avenue and generally north of NE 14th Street, to provide residents and visitors with an opportunity to hike in a natural setting near OceanLake.
  7. As a secondary option to infill development, acquire, Design, and Develop a Pocket Park on the vacant lot north of and adjacent to the Bijou Theater
  8. Design and Develop Pacific Ocean Bluff-Top Promontories (public access view points) utilizing existing public rights-of-way, generally located at the termini of (in order of preference) NW 21st Street, NW 17th Street, NW 15th Street, NW 20th Street, NW 19th Street, and NW 13th Street
  9. Design and Develop a Pacific Ocean Vista (public access view point) in conjunction with the new parking facilities, generally located west of Mast Avenue between NE 16th Street and NE 17th Street (a.k.a., Lee Place View Plaza)
  10. Design and Construct an “OceanLake Commons” as part of the OceanLake Drive project, to add an amenity to the adjacent neighborhoods and to provide an additional gateway element.
- b. Design and develop additional Public Restrooms throughout OceanLake to compliment the two existing public restroom [generally locate new public restrooms near the NW 21st Street





beach access (possibly at the envisioned public parking lot at NW 21st Street between Jetty and Inlet Avenues), at the public parking lot north of NE 15th Street and west of Lee Place, and in other areas as an integrated component of new infill development]

**Public Spaces and Parks  
Projects and Programs Location Map**




**5. Public Spaces & Parks**



## 6. Public Art and Heritage

### Projects and Programs Over the Next Five Years

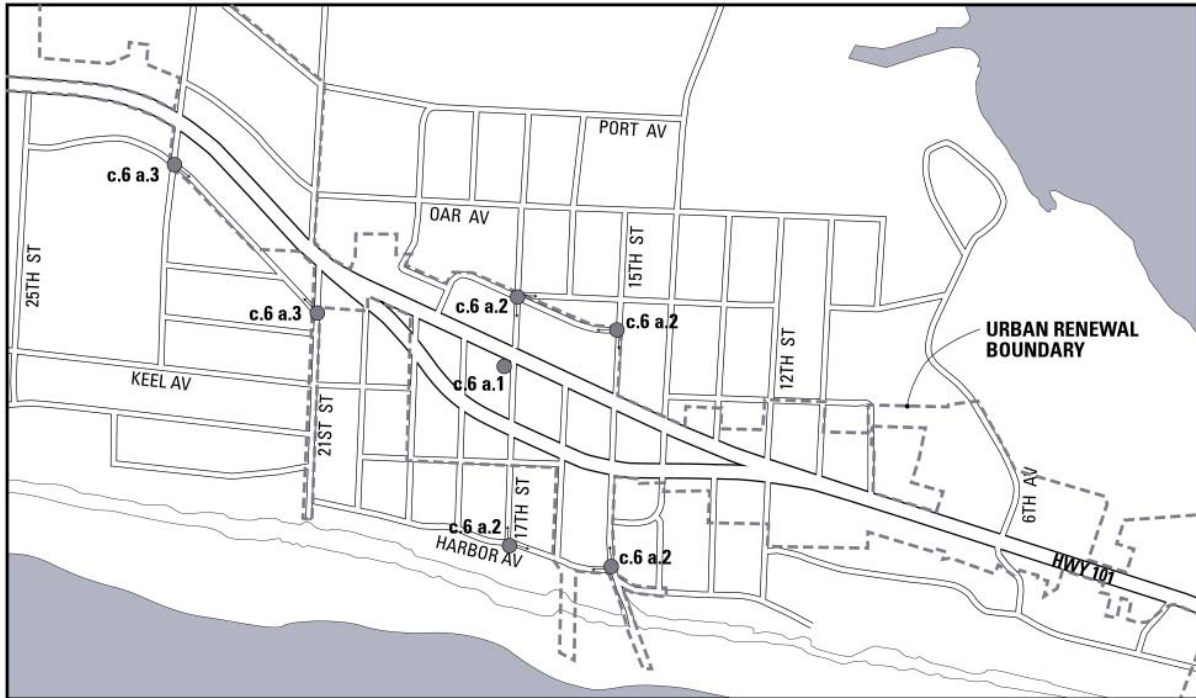
- a. Integrate Community-Based Public Art within public spaces (e.g. interactive and kinetic works) that allow residents and visitors to celebrate the local environment and heritage of Lincoln City
  - 1. As a first public art project, design and develop a public art project to anchor the northwest corner of NW 17<sup>th</sup> and Highway 101 (public parking lot)
  - 2. Consider creating a Rainbow Art Walk that includes a loop system of public art features along Harbor Avenue, 15<sup>th</sup> Street, Lee Place, and 17<sup>th</sup> Street
  - 3. Incorporate a Sculpture Garden and Walk along the west edge of Mast Place between NW 21<sup>st</sup> Street and NW 22<sup>nd</sup> Street
- b. Incorporate Historic Street Names onto street signs throughout OceanLake (e.g., 13<sup>th</sup> Street was Williams; 14<sup>th</sup> Street was Ocean Lake; 15<sup>th</sup> Street was Raymond Avenue; 16<sup>th</sup> Street was Summit; 17<sup>th</sup> Street was Broadway; 18<sup>th</sup> Street was Sunset; 19<sup>th</sup> Street was Lincoln; 20<sup>th</sup> Street was Hoyt, etc.)
- c. Celebrate Local People, Events, Buildings and Places, through the placement of historic markers throughout OceanLake (i.e. The First Tourists sign)

 Resource Toolbox	
Section C6	Appendix
a.	IV: 15, 16, 17, 62, 63, 64, 65, 66, 67, 68, 69
a.1.	IV: 15, 16, 17A, 17B, 50A, 50B, 62, 63, 64, 65, 66, 67, 68, 69
a.2.	IV: 15, 16, 17A, 17B, 50A, 50B, 62, 63, 64, 65, 66, 67, 68, 69
a.3.	IV: 17A, 50A, 50B, 61
b.	IV: 17A, 17B, 66
c.	IV: 17A, 66, 67, 68, 77





### Public Art and Heritage Projects and Programs Location Map



c.6 b., c.6 c. = District-wide (not shown)

### 6. Public Art & Heritage

## 7. Public Parking

### Projects and Programs Over the Next Five Years

- a. Develop Additional Public Parking Lots and expand existing public parking lots, in various key locations throughout the core area, to help transition the emphasis from on-site parking (which is generally not conducive to a village-scale character of development) to a public parking focus
  - I. Work with existing property owner of parcel on the north side of NW 21<sup>st</sup> Street between Jetty and Inlet Avenues to acquire, design, and develop a public parking lot that includes a public restroom and directional signage to lodging accommodations and beach access points



2. Acquire, Design, and Build a public parking lot as an integral element of Peoples Park, along NW 15th Street provide convenient off-street parking for beach visitors

Resource Toolbox	
Section C7	Appendix
a.1.	III: 1 IV: 70, 71, 72, 73, 74, 75
a.2.	IV: 72, 73, 74, 75
a.3.	IV: 54, 72, 73, 74, 75
a.4.	IV: 72, 73, 74, 75
a.5.	IV: 72
a.6.	III: 7 IV: 72, 74, 75
b.	IV: 74, 75
c.	IV: 73, 74, 75

3. Work with property owners of parcels between NE 15<sup>th</sup> Street, NE 17<sup>th</sup> Street, Lee Place, and Highway 101 to expand the existing public parking lot to the north to provide convenient parking, delivery, and loading access to adjacent businesses

4. Work with property owner of the parcel north of NE 19<sup>th</sup> Street and Highway 101 to acquire, design, and develop a small (25+/- space) public parking lot

5. Work with property owners of parcel(s) fronting Highway 101, between NE 12<sup>th</sup> and NE 13<sup>th</sup> Streets, to acquire, design, and develop a small (10+/- space) public parking lot, as identified in the Lincoln City Urban Renewal Plan, to the rear of an envisioned infill development opportunity

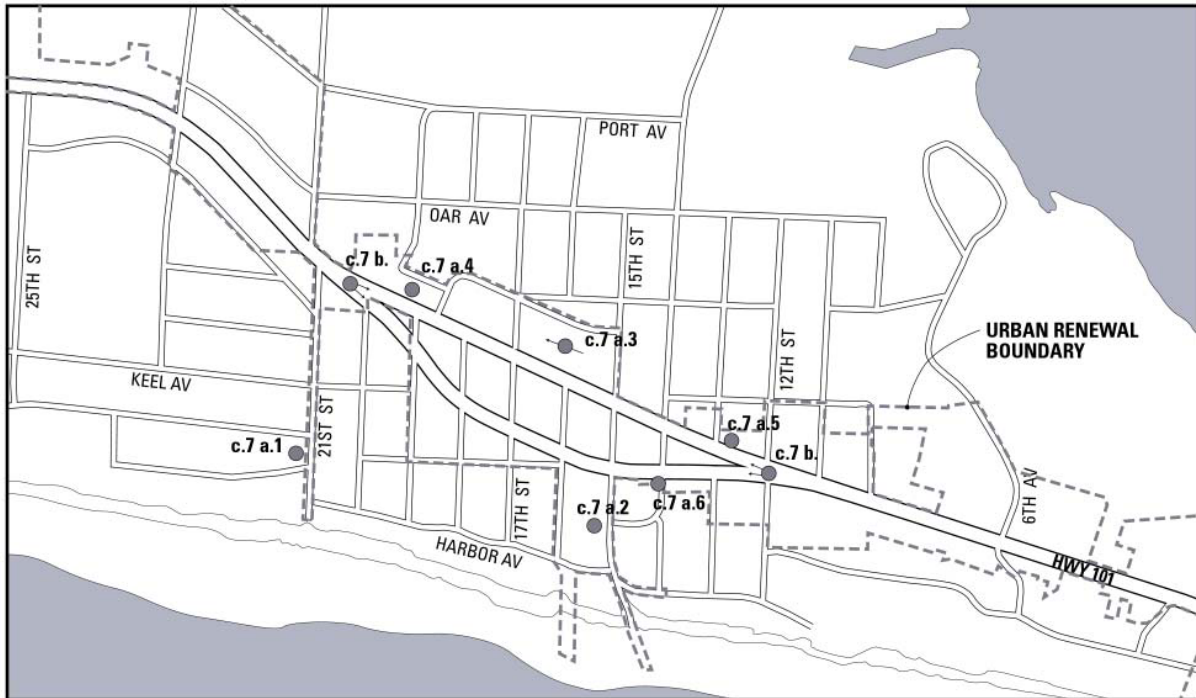
6. Design and build public parking lot adjacent to the north edge of OceanLake Drive (when constructed).

b. To the maximum degree possible maintain On-Street Parking on Highway 101 to contribute to a strong pedestrian environment, calm traffic, and reinforce business development of adjacent storefronts through convenient customer parking

c. Promote a “Park Once and Walk” strategy throughout the core area of OceanLake (through signage, direct pedestrian connections, promotions, and other convenience strategies) to encourage residents and visitors to park their car once and circulate throughout OceanLake by walking



**Public Parking  
Projects and Programs Location Map**



c.7 c. = District-wide (not shown)

**7. Public Parking**

**8. Economic Development and Community Building**

**Projects and Programs Over the Next Five Years**

- a. Establish a Lincoln City Main Street Program to create a “downtown management” presence responsible for the economic and physical health of each of Lincoln City’s “pearls
- b. Continue the publishing of the OceanLake Redevelopment Project Newsletter to continue dialogue and communication with the community as urban renewal activities unfold in the district
- c. Evolve the OceanLake Redevelopment Project Website into one that markets OceanLake, its businesses, and other attributes

Resource Toolbox	
Section C8	Appendix
a.	IV: 18
b.	IV: 22
c.	IV: 18, 19
d.	N/A
e.	IV: 18, 19
f.	IV: 21
g.	IV: 23, 76, 77
h.	IV: 18, 19, 20



- d. Finalize, reproduce, and distribute the OceanLake Promotional Pamphlet to promote OceanLake, its businesses, and other attributes of the district
- e. Identify and organize two (one off-peak and one peak) seasonal festivals or events to occur in OceanLake that provide residents with an opportunity to celebrate a sense of community, businesses with an additional economic development opportunity, and visitors with an added attraction along the Oregon coast
- f. Aggressively promote the incentives provided by Lincoln City and the Urban Renewal Agency for infill development within OceanLake (see Volume 4, Appendix IV, Reference 8 for a list of potential incentives to encourage infill development)
- g. Continue encouraging community-based working committees and groups that can help implement the ideas and concepts in this Redevelopment Plan (i.e., the OceanLake Merchants Association, the Public Art Committee, etc.)
- h. Work to implement the business and economic development recommendations included in the Taft Redevelopment Plan to further the City's – as well as its districts' – opportunities for entrepreneurship, job creation, and community economic development



## **D. EXPLORING THE VISION BEYOND THE NEXT 5 YEARS**

The OceanLake Vision Statement conveys a singular point in the future that requires the implementation of many details to achieve “what can be.” Working toward the attainment of the OceanLake vision requires attention to and implementation of a number of details. These details include public and private projects and programs that embrace the four dimensions of successful community revitalization: physical and environmental improvements; economic development; organizational and social development; and, promotions and image building.

This section focuses on the public and private projects that are planned for OceanLake beyond the next five years. The OceanLake vision plan graphic for this time period (see Exhibit 2-1b) is built around improvements to be made beyond the next 5 years to further achieve the community’s vision for OceanLake, including the envisioned development of a Highway 101 Couplet. Exhibit 2-2 provides descriptions of the elements contained within the vision plan graphic for the core area of OceanLake, and Exhibit 2-3 provides a regional perspective of improvements that help attain the OceanLake vision.

Following are summaries of many of the projects and programs that collectively work toward creating a renewed OceanLake. A location map follows each list of projects and programs. This map includes the Urban Renewal boundary to help users determine which projects and programs fall within the purview of the Lincoln City Urban Renewal Agency.



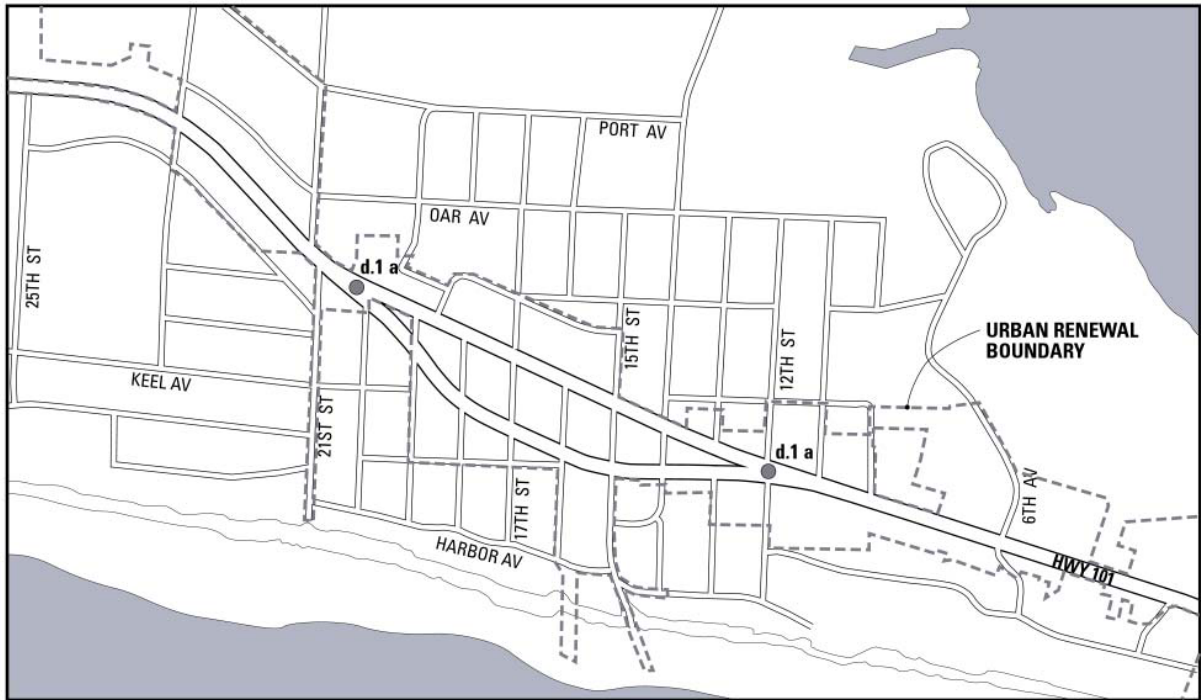
## I. Vehicular Circulation

### Projects and Programs Beyond the Next 5 Years

- a. Continue project approval and development of the partnership-based and phased implementation of a 2-lane OceanLake Highway 101 Couplet Project to optimize the long-term economic, physical, and community development potential of OceanLake (see Exhibit 2-6 and the Highway 101 Couplet Phasing Concept in Chapter 3 for more details).

Resource Toolbox	
Section DI	Appendix
a.	Exhibit 2-6 IV: 1, 3, 7A, 7B, 25

### Vehicular Circulation Projects and Programs Location Map



I. Vehicular Circulation



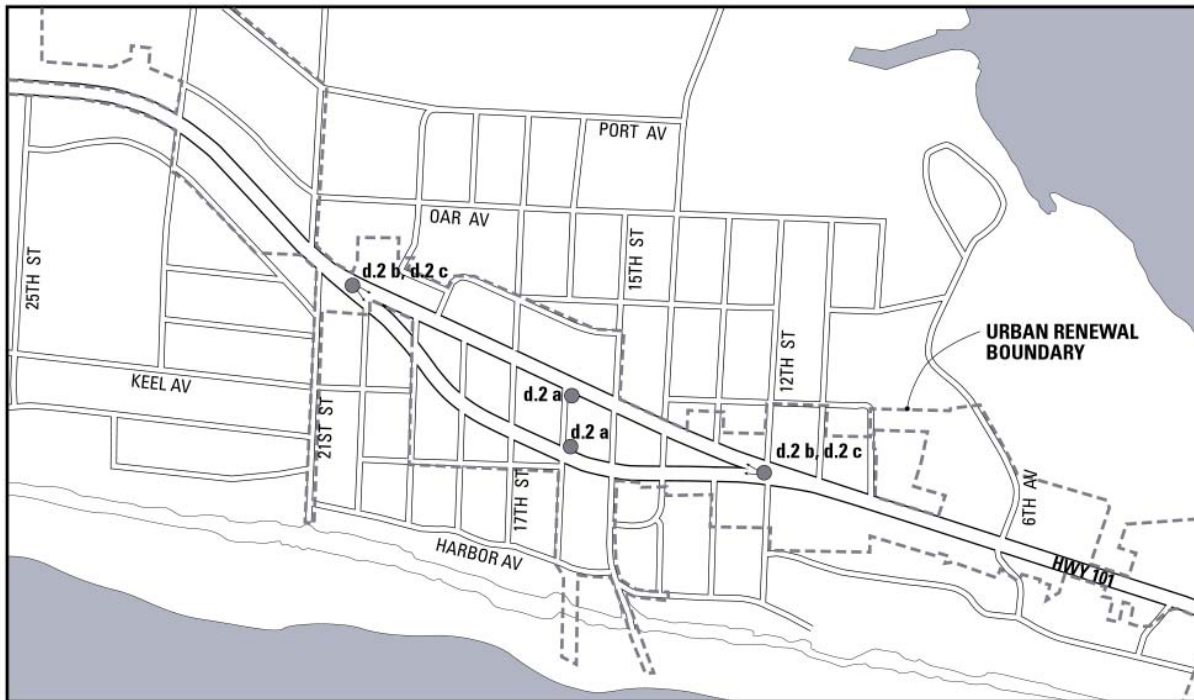
## 2. Pedestrian and Bicycle Circulation

### Projects and Programs Beyond the Next 5 Years

- a. Transform NW 16<sup>th</sup> and NW 18<sup>th</sup> Streets, between the northbound and southbound legs of Highway 101, into major pedestrian spines
- b. Include 14-foot sidewalks (typical), bulbouts, and highly visible and textured crosswalks within the Highway 101 Couplet design
- c. Integrate striped bike lanes within the northbound and southbound legs of Highway 101 between 12<sup>th</sup> and 21<sup>st</sup> Streets

Resource Toolbox	
Section D2	Appendix
a.	III: 5 IV: 48, 49, 50A, 50B
b.	IV: 26, 28
c.	IV: 34

### Pedestrian and Bicycle Circulation Projects and Programs Location Map



2. Pedestrian & Bicycle Circulation





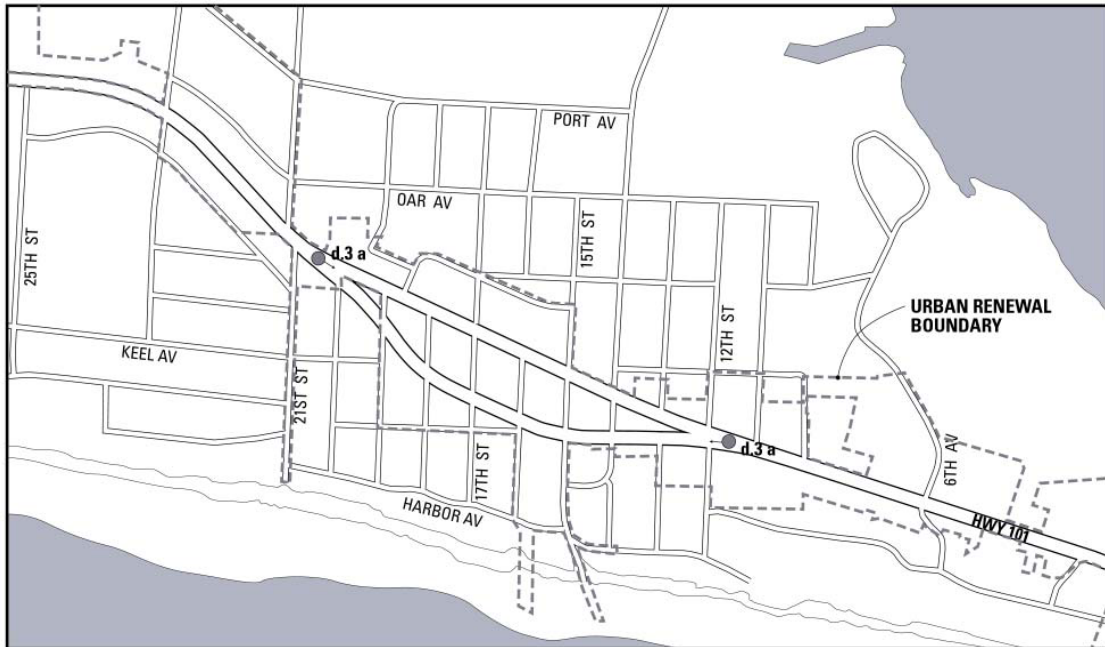
### 3. Land Use and New Development

#### Projects and Programs Beyond the Next 5 Years

Resource Toolbox	
Section D3	Appendix
a.	IV: 7A, 7B, 8, 9, 10, 11, 18, 19, 20, 38, 40

- a. For underutilized or vacant properties adjacent to the southbound leg of the OceanLake Highway 101 Couplet, collaborate with Property Owners of these properties (unless owned by the city of Lincoln City) to define desired development types and aggressively market the opportunities to the private sector to encourage reinvestment in OceanLake (including the issuance of Requests for Proposals to attract progressive, community-minded developers).
- b. Enforce compliance with City codes to optimize property maintenance and minimize blight. If necessary, implement aggressive mitigation measures to address persistent code violations.

#### Land Use and Development Projects and Programs Location Map



d.3 b = District-wide (not shown)

#### 3. Land Use & New Development





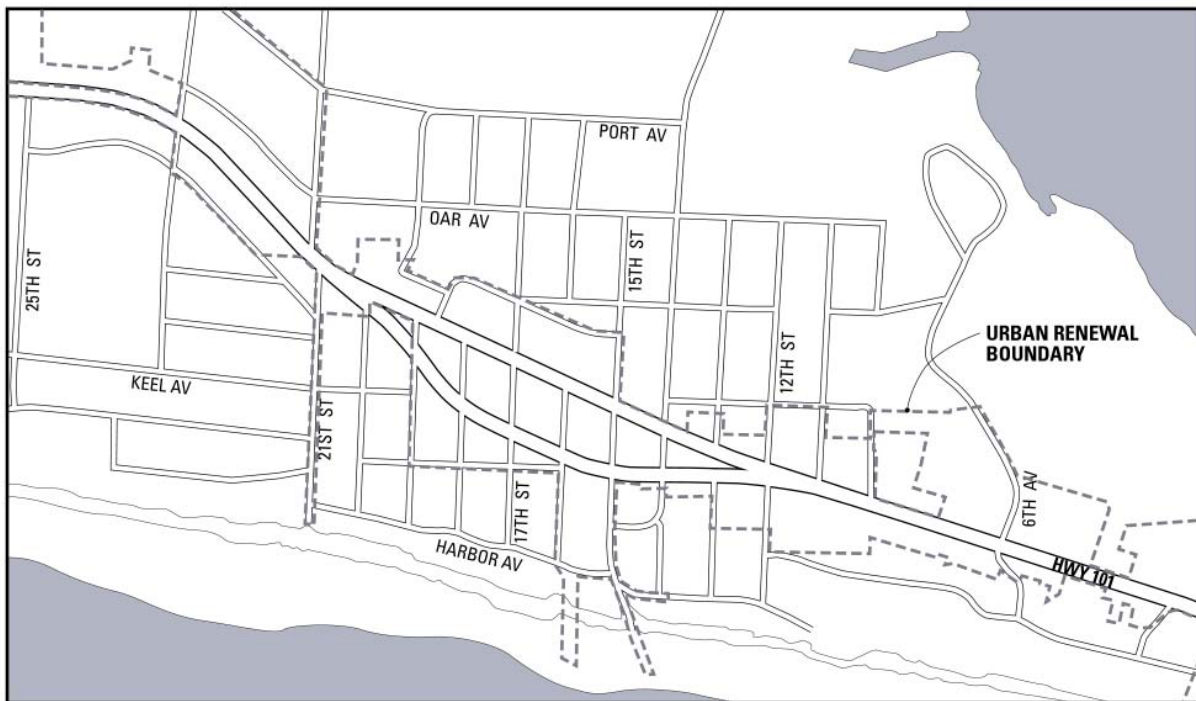
## 4. Image, Design and Architecture

### Projects and Programs Beyond the Next 5 Years

- a. Adjust and adapt wayfinding signage and the location of OceanLake streetscape furniture to account for the introduction of the OceanLake Highway 101 Couplet.

Resource Toolbox	
Section D4	Appendix
a.	IV: 33, 35, 36, 41

### Image, Design, and Architecture Projects and Programs Location Map



d.4 a = District-wide (not shown)

### 4. Image, Design & Architecture



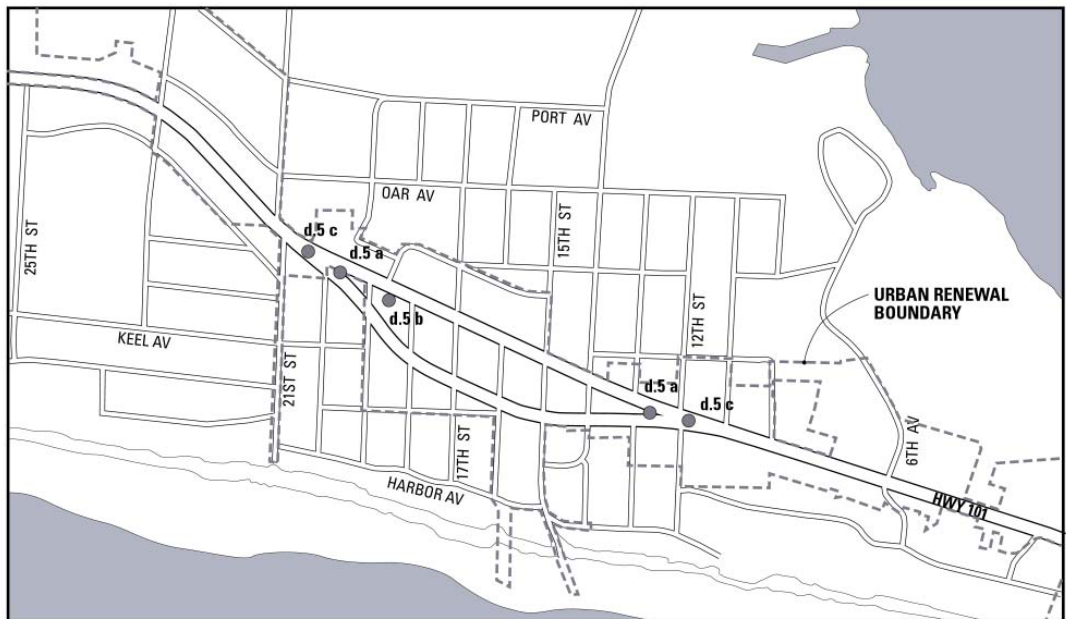
## 5. Public Spaces and Parks

### Projects and Programs Beyond the Next 5 Years

Resource Toolbox	
Section D5	Appendix
a.	IV: 12, 41, 48, 49, 50A, 50B, 52
b.	III: 5 IV: 12, 48, 49, 50A, 50B, 52, 56
c.	IV: 12, 48, 49, 50A, 50B, 52, 56

- a. As an integrated part of the OceanLake Highway 101 Couplet, design and develop a North Gateway “Triangle Park” (between NW 19th and 20th Streets at Highway 101) and a South Gateway “Triangle Park” (around NW 13th Street at Highway 101)
- b. Design and develop Lincoln City’s “First Tourists Plaza” as a downtown plaza for community gatherings located just north of the NW 18th Street alignment and centered between the northbound and southbound legs of the OceanLake Highway 101 Couplet (including significant pedestrian amenities, an amphitheater, a retractable canopy for cover, etc.)
- c. Design and develop “pocket plazas” along the southbound leg of the OceanLake Highway 101 Couplet as integral parts of infill development projects

### Public Spaces and Parks Projects and Programs Location Map



5. Public Spaces & Parks



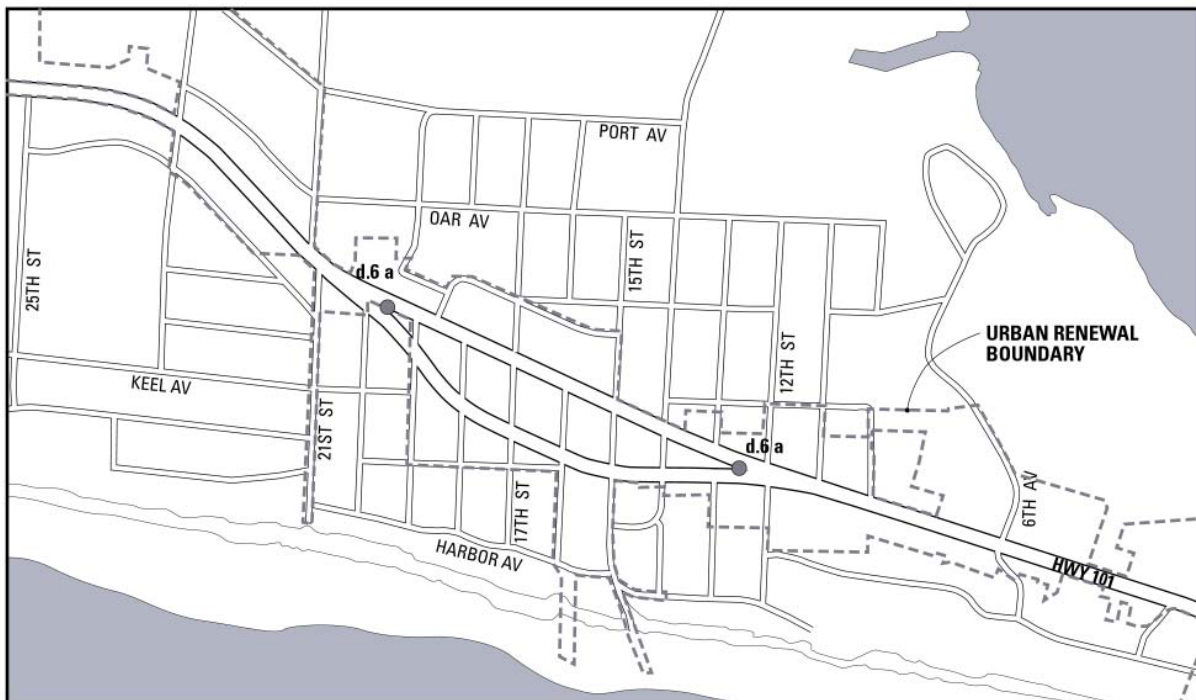
## 6. Public Art and Heritage

### Projects and Programs Beyond the Next 5 Years

- a. Integrate significant public art components as OceanLake gateway features, at the North Gateway “Triangle Park” and the South Gateway “Triangle Park”

Resource Toolbox	
Section D6	Appendix
a.	IV: 15, 16, 17A, 17B, 62, 63, 64, 65, 66, 67, 68, 69, 77

### Public Art and Heritage Projects and Programs Location Map



6. Public Art & Heritage



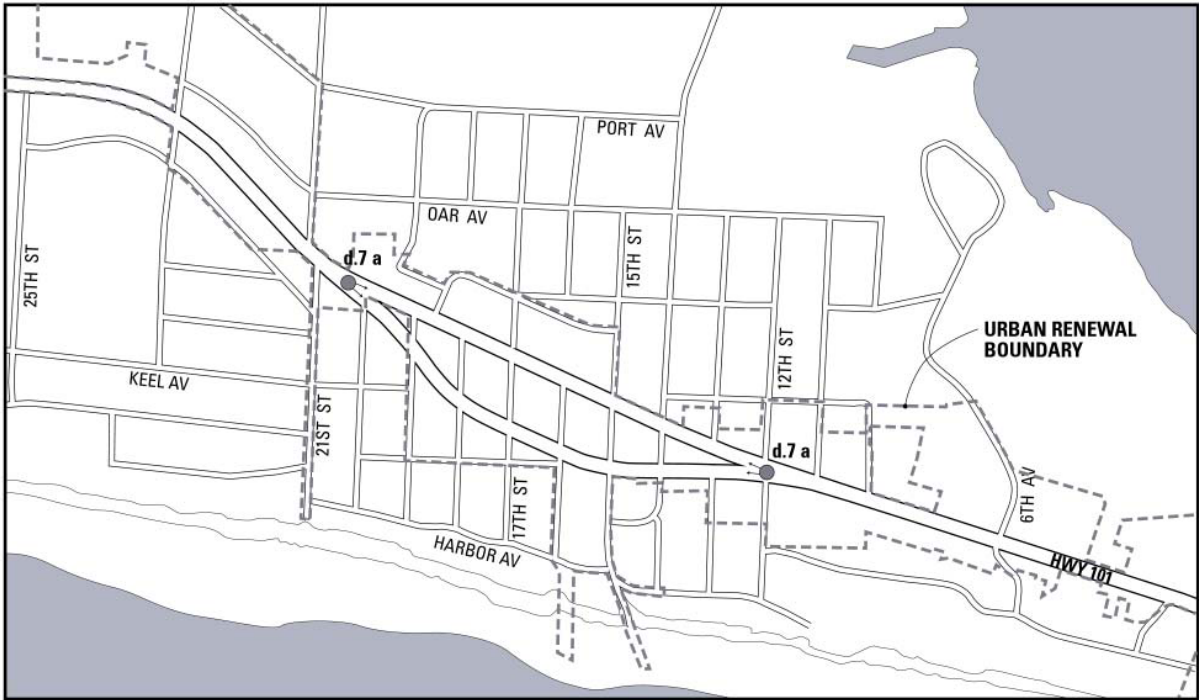
## 7. Public Parking

### Projects and Programs Beyond the Next 5 Years

Resource Toolbox	
Section D7	Appendix
a.	IV: 70, 71, 72, 73, 74, 75

- a. When designing and developing the OceanLake Highway 101 Couplet maximize on-street parking opportunities (on Highway 101) and consider providing additional on-street parking on lateral roadways to Highway 101

### Public Parking Projects and Programs Location Map




7. Public Parking



## 8. Economic Development and Community Building

### Projects and Programs Beyond the Next 5 Years

- a. Ensure that public involvement and awareness (including mediation and dispute resolution) is an integral component throughout future phases of the OceanLake Highway 101 Couplet planning, design, and development process.

 Resource Toolbox	
Section	Appendix
D8	
a.	IV: 22