



Why use Urban Renewal in the Diamond Lake Area?

The Diamond Lake Area is unique in that it has failed to develop significantly in the past twenty years despite having a surplus of vacant developable lands. This failure to develop is due to specific barriers to developers which the usage of Urban Renewal will help alleviate.

Why hasn't the Diamond Lake Area developed in the last 20 years?

The Diamond Lake Area has three very specific barriers to developers which stop most significant projects before they ever get started:

1. **There is a lack of basic infrastructure in the Area.** Before a developer can pursue a major project in the Diamond Lake Area the infrastructure must be up to City Code, including water, sewer, and storm water. This is a major upfront cost to developers which causes them to choose locations that already have infrastructure in place, locations other than the Diamond Lake Area.
2. **There is a lack of appealing and basic transportation infrastructure in the Area.** There is no curb-side appeal to the transportation infrastructure in the Diamond Lake Area, and in many areas in the Diamond Lake Area there are no sidewalks. In many locations the power poles are located in the middle of the already narrow sidewalks. A developer looking to complete a "Big-Box" grocery store does not want to place said store in a location with the curb appeal of the Diamond Lake Area, when the developer can place their project in another location. There are also many developable parcels that are landlocked which would require new roads be constructed, which is another major upfront cost for developers.
3. **There is an overall lack of a sense of place in the Area.** Developers like to invest their dollars in areas where they know the City has invested their dollars. One way to show the City has invested in an area is to create a sense of place. Cities do this by creating uniformity in streetscape themes, placing banners, decorative trash receptacles and other unifying themes. Currently, the Diamond Lake Area has no sense of place, other than it is an area of town that is an old industrial area.

How can Urban Renewal Projects Help?

Urban Renewal in the Diamond Lake Area can provide funding for projects to address the following:

1. **Provide basic infrastructure.** Urban renewal can participate in the funding of projects to provide basic infrastructure in the area including water, sewer, and storm water. Funding these projects immediately removes a major upfront cost for developers and makes the developable land much more appealing to developers.
2. **Provide appealing transportation infrastructure.** Urban renewal can provide funds for projects to improve the transportation infrastructure in the area. The vision for the Diamond Lake area is to improve the look and feel and safety of the transportation infrastructure in the area. New roads would also be constructed to free up landlocked parcels.
3. **Beautification of the Area.** The beautification of the area may be the real key to attract the big business type of project to the area and that will provide jobs for the City of Roseburg. When a "Big-Box" type of store is selecting a location they not only look at basic infrastructure, and transportation infrastructure but at the sense of place in the area. Urban renewal and provide funding for beautification projects.

Diamond Lake Urban Renewal

Project # (Map ID)	Project Category	Project Name	Project Description (detailed or Plan and page #)
	Economic Development	Wetland mitigation 10-20 acres	Wetland mitigation activities can include, but are not limited to, the preservation, enhancement, restoration or creation of a wetland, stream, or habitat conservation area which offsets, or compensates for, expected adverse impacts to similar nearby ecosystems.
01	Economic Development	Storm - Diamond Lake/Fulton	These storm drainage projects are identified in the City of Roseburg's storm drainage master plan. Resources will be allocated for the public portion of these projects and to provide local matching funds for development driven drainage impacts.
02	Economic Development	Storm - Diamond Lake East of Ivan	See item 2
03	Economic Development	Storm - Diamond Lake east of Rifle Range	See item 2
	Economic Development	Environmental cleanup	Environmental cleanup activities can include, but are not limited to, remediation of contaminated buildings, soil and ground water; removing hazardous materials; and abating toxic materials, such as asbestos and lead. Activities may also include waste-water treatment and revegetation.
	Economic Development	Façade improvement program (50k yearly x 30 years, can be adjusted downwards)	Façade improvement program activities can include, but are not limited to, loans to businesses in the Area for building frontage improvements. Specific guidelines for the Façade improvement program will be drafted by the Urban Renewal Agency at a later date.
	Housing Incentives	Housing multi-family incentives	These resources will be allocated to provide incentives and/or offset costs associated with approved multi-family housing development costs or expenses.
	Public Safety	Public Safety training project	This resource would be utilized to provide the local component of funding
04	Transportation	Winchester Stephens intersection improvements	To provide improvements that will enhance safety for vehicles and pedestrians.
05	Transportation	Douglas Avenue	To provide full street/multi modal improvements to Douglas east of Ramp to the City limits.
06	Transportation	Rifle Range Road north of Diamond Lake	To provide full street/multi modal improvements to Rifle Range from Diamond Lake Boulevard to the City limits.
07	Transportation	Rifle Range extension over deer creek	Bridge spanning Deer Creek and connecting Rifle Range Street east of Douglas to the Clearwater Subdivision south of Deer Creek.
08	Transportation	Patterson Street (to connect Douglas Avenue Improvements to Diamond Lake)	To provide multi-modal improvements that will provide an enhanced travel connection between Diamond Lake Boulevard and Douglas Avenue.
09	Transportation	Douglas Avenue Deer Creek Bridge Replacement	To provide local matching funds for a project to replace the Deer Creek bridge on Douglas Avenue.
10	Transportation	Fleser connection (from Diamond Lake to Fleser per Hwy 138 access mgt. plan)	To provide local participation in a project to provide a connection between Diamond Lake Boulevard and Fleser as outlined in the Diamond Lake access management.
11	Transportation - Economic Development	Diamond lake signals	To provide local participation in intersection signalization projects identified in co-ordination with ODOT
12	Transportation - Economic Development	Odell/Commercial/to Rifle Range improvements	To provide a parallel connection north of Diamond Lake Boulevard between Rifle Range Street west to Casper Street.
13	Transportation - Economic Development	Champion site infrastructure connection to above project	To provide an extension of Lake Street north of Diamond Lake to connect with the Odell/Commercial/Rifle Range project.
	Transportation - Multimodal	Diamond Lake sidewalk rehab, remove power poles, buy easements/row	Local participation in the redevelopment of Highway 138 multi-modal improvements.
	Transportation - Multimodal	Pathway improvements	Local participation in pathway improvement in the urban renewal area.
	Transportation - Multimodal	MUP north of and parallel to Douglas to D. Lake Blvd.	Local participation in pathway improvements that will provide an alternate route to utilizing Diamond Lake Boulevard.
	Transportation - Safety	Safe Routes to schools streets between Diamond Lake and Douglas	To provide local participation in safe routes to schools in the Urban Renewal area. (pedestrian bridge)
14	Transportation - Safety	Fulton to Rocky participation	To participate in widening and multi-modal improvements to connect Rocky Drive and Fulton in conjunction with developers/property owners.
	Transportation - Safety	ADA improvements	To participate in improvements that are priorities within the plan area.
	Beautification		To participate in beautification projects which may include landscaping, signage, wayfinding, lighting and other aesthetic improvements.