

City of Grants Pass Strategic Plan 2022



Mission of Council

To represent all citizens by providing leadership and decisions necessary to meet community needs and desires.

Council Vision

Grants Pass is a healthy, vibrant place to live, work and play; a city connecting people to people with thriving economic, cultural and recreational opportunities.

Values of Council

We base our decisions on the following values:

- Accountability
- Communication
- Credibility
- Integrity
- Respect
- Responsibility
- Truthfulness

Strategic Goals

Our Strategic Plan has five goals, which reflect the City's Mission and Vision.

- Enhance Community Safety
- Provide Cooperative Shared Leadership Involving Council, Staff and Community
- Encourage Economic Opportunities
- Facilitate Sustainable, Manageable Growth
- Maintain, Operate and Expand our Infrastructure to Meet Community Needs

Strategic Goals

Enhance Community Safety

Objective 1. Maintain necessary criminal justice infrastructure.

Action 1. Permanent funding for Police and Fire Rescue services.***

Objective 2. Prevention focused community policing to help reduce crime and build public trust.***

Objective 3. Utilize technology and social media to produce positive outcomes relative to improvements in Public Safety practices.*

Objective 4. Enhance a safe and secure environment.

Action 1. Develop an Urban Interface Wildfire Resilience Plan.**

Action 2. Increase proficiency and proactive time within patrol, community service officer and cadet operations.*

Action 3. Safe routes to schools and parks.*

Action 4. Bolster Community Response Team to address homelessness and increase law enforcement.*

Action 5. Enhance emergency preparedness.

Provide Cooperative, Shared Leadership Involving Council, Staff and Community

Objective 1. Develop and implement community communication strategies.

Action 1. Increase communication between advisory committees.*

Objective 2: Ensure efficiency and effectiveness in City operations.

Action 1: Create a Sustainability and Energy Action Taskforce.***

Action 2. Create an Art Along the Rogue Taskforce.*

Action 3. Fire Rescue Division internal restructure.*

Action 4. Designate HAC to recommend CDBG allocations.*

Objective 3: Create a comprehensive clean-up program for downtown.*

Encourage Economic Opportunities

Objective 1. *Facilitate an environment to encourage business prosperity and economic opportunities.*

- Action 1. Explore Urban Renewal Agency opportunities for Caveman Plaza.***
- Action 2. Create kayak whitewater park in river.**
- Action 3. Parklet Infrastructure Plan.**
- Action 4. Expand Building Renovation Grant Program.**
- Action 5. Designate a portion of the Tourism Lodging Tax to fund projects and promotions.*

Objective 2. *Enhance commercial district to create quality shopping and dining experiences.*

- Action 1. Alley activation and beautification.***
- Action 2. Create a permanent plaza downtown.*
- Action 3. Support establishment of Downtown Merchant Association.*

Facilitate Sustainable, Manageable Growth

Objective 1. *Develop proactive solutions to community development challenges.**

- Action 1. Use Urban Renewal to redevelop the Redwoods Hotel.**
- Action 2. Work with ODOT and the County to build more capacity on Hwy. 199 from Tussey Lane to Dowell Road.*
- Action 3. Extend public utilities to incentivize private development.*

Objective 2. *Encourage an environment, which provides for the growth of affordable housing opportunities for the variety of Grants Pass resident's needs.****

- Action 1. Facilitate managed urban campground.**
- Action 2. Develop transitional housing/project turnkey.**
- Action 3. Establish a land bank program.*
- Action 4. Fine tune CET and promote availability of funds for all qualifying projects.*
- Action 5. Complete downtown mixed use development study.*
- Action 6. Rezone UGB areas from rural to urban before TSP update is complete (Allen Creek Road).
- Action 7. Aggressively gear up for implementation of HB2001 with an ordinance allowing cottages and cottage clusters.

Objective 3. *Implement Housing Action Plan.****

- Action 1. Develop housing incentives for multi-family units.***
- Action 2. Promote ADU program and case study.*
- Action 3. Conduct a housing needs analysis.
- Action 4. Develop/market affordable housing programs.
- Action 5. Support opportunities to obtain and sustain affordable home ownership.
- Action 6. Develop two more pre-approved ADU plans at 750 sq. ft. and 500 sq. ft.
- Action 7. Use URA to incentivize development of multi-family housing by Winco.
- Action 8. Develop minimum density zones.
- Action 9. Incentivize increase in the City's affordable housing inventory by 2030 through expediting permits, financial motivation and Development Code amendments.
- Action 10. Facilitate development of low-income housing.

Maintain, Operate and Expand our Infrastructure to Meet Community Needs

Objective 1. Plan and develop infrastructure.

- Action 1. Public Facility Management Plan.***
- Action 2. Develop landscape amendment focusing on xeriscape, planter strips and reducing landscape strips.***
- Action 3. Hillcrest Station study.*
- Action 4. Welcome Center façade improvements.*

Objective 2. Ensure water infrastructure needs are met.

- Action 1. Build new Water Treatment Plant.***
- Action 2. Design/install redundant water main loop in Redwood Highway pedestrian way.**

Objective 3. Ensure sewer infrastructure needs are met.

- Action 1. Continue Water Restoration Plant rehabilitation – Digester re-hab.*

Objective 4. Ensure transportation infrastructure needs are met.

- Action 1. Develop a parking/restroom management plan.***
- Action 2. Complete feasibility studies for three priority multimodal projects from the Transportation System Plan.*
- Action 3. Design the Allen Creek Road project.
- Action 4. Develop local access street for Allen Creek Road.

Objective 5. Ensure storm facility infrastructure needs are met.

- Action 1. Initiate the preparation of a stormwater implementation plan following adoption of the Storm Water Master Plan.

Objective 6. Ensure bicycle/pedestrian path needs are met.

- Action 1. Pedestrian & Bicycle Commuting Connectivity.**
- Action 2. Support development of Rogue River Greenway.**
- Action 3. Identify/complete multimodal enhancements for a north/south corridor from Gilbert Creek Park to Allen Creek Road.*

Objective 7. Ensure park infrastructure needs are met.

- Action 1. Trail Development & Recreation.***
- Action 2. Develop a Forest Stewardship and Recreational Use Plan for Dollar Mountain.***
- Action 3. Develop Beacon Hill Park.***
- Action 4. Restore/replace Caveman Pool.***
- Action 5. Install additional security cameras throughout the park system.***
- Action 6. Identify park infrastructure priorities.***
- Action 7. Appropriate staffing and resources to keep parks safe, clean, and maintained for public use.**
- Action 8. Upgrade and repurpose Westholm Park.**
- Action 9. Upgrade and/or relocate the Skate Park.*

- Action 10. Reassess the purpose and usage of Gilbert Creek Park and redesign it to better meet the neighborhood needs.*
- Action 11. Develop a pump-track.*
- Action 12. Develop Dollar Mountain incline feature.*

Objective 8. Enhance opportunities to promote character and community spirit.

- Action 1. Develop new maps: Art Walk, Historic Walks (downtown & residential), biking map.*
- Action 2. Utility Box Project.*
- Action 3. Add one parking lot art installation to a designated parking lot.*

Objective 9. Provide an environment to help preserve and enhance Grants Pass' historical assets.

- Action 1. Develop a historic design overlay for the area bounded by Lawnridge Ave., Washington Blvd., A and Savage streets.*

Objective 10. Develop a Tree Canopy Program.**

- Action 1. Develop a Tree Canopy Program for commercial sites.**
- Action 2. Develop an Urban Forest Management Plan.*
- Action 3. Public right of way tree planting with maintenance for three years.
- Action 4. Citywide tree inventory for tree canopy.
- Action 5. Increase public education on trees.