

Downtown Activation

Professors:

Bob Parker, Rich Margerum, Stacy Rosenberg

City Staff:

Bob Richardson

Discipline:

Planning, Public Policy, and Management

PROJECT DESCRIPTION

This project generated concepts for activating the downtown historic core through site analysis, data and plans assessment of data, and research of downtown opportunity site case studies. End products may help guide future design, among other outcomes.

RECOMMENDATIONS

Plans to revitalize the Water Avenue Corridor include:

- An entertainment district
- Historical walk and Discovery Center
- Parkway and walkable path
- Innovation district
- Food hub



Eat, Play, Shop: Downtown Redevelopment

PROJECT DESCRIPTION

The project focused on downtown revitalization through the lens of equity. Students examined three downtown sites and developed three architectural programs and concepts focused on food equity, economic equity, and social equity, all within the larger context of environmental equity. Project outcomes included illustrative design proposals that reflect an individual site's equity focus.

RECOMMENDATIONS

- A permanent location for the Farmer's Market
- Incubator spaces for business start-ups
- A mixed-use historic building
- An innovative performance space



Professor:

Joe Moore

City Staff:

Ed Hodney, Bob Richardson

Discipline:

Architecture

Parks & Recreation Department Funding Proposals

PROJECT DESCRIPTION

This project reviewed the Parks and Recreation Department operating revenue sources and capital expense financing strategies. Students reviewed case studies from other cities and assessed how local jurisdictions influence economic development through taxes and incentives.

RECOMMENDATIONS

Seven separate funding recommendations included three that target operating funding needs, and four that provide necessary capital funding.



Professor:

Rebecca Lewis

City Staff:

Ed Hodney

Discipline:

Planning, Public Policy, and Management

Strategies and Tactics for Historic Preservation Outreach

Professor:
Kelli Matthews

City Staff:
Shawna Adams

Discipline:
Journalism

PROJECT DESCRIPTION

This project focused on building awareness of the city's historic preservation program through strategic communications plans. Students gathered data about residents' values and priorities while providing information and education about the historic richness of the City of Albany.

RECOMMENDATIONS

Redesign Historic Preservation Program website; Increase outreach to stakeholders; Increase Historic Preservation Month activities; Update codes, ordinances, and regulations where possible.



WRF Biosolids Alternatives Market Analysis

Professor:
Joshua Skov

City Staff:
Kristin Preston

Discipline:
Business

PROJECT DESCRIPTION

The City of Albany is investigating potential uses for biosolids within the Mid-Willamette Valley region. This project analyzed the viability of a local market for this valuable material.

FINDINGS

Public perception restricts biosolid fertilizer from competing with synthetic fertilizers; Possible partnership deal under a Design-Build-Operate model; Seek reduced cost funding under the Clean Water State Revolving Fund.



Inventorying Albany's Cultural Resources

Professor:
Bill Flood

City Staff:
Ed Hodney

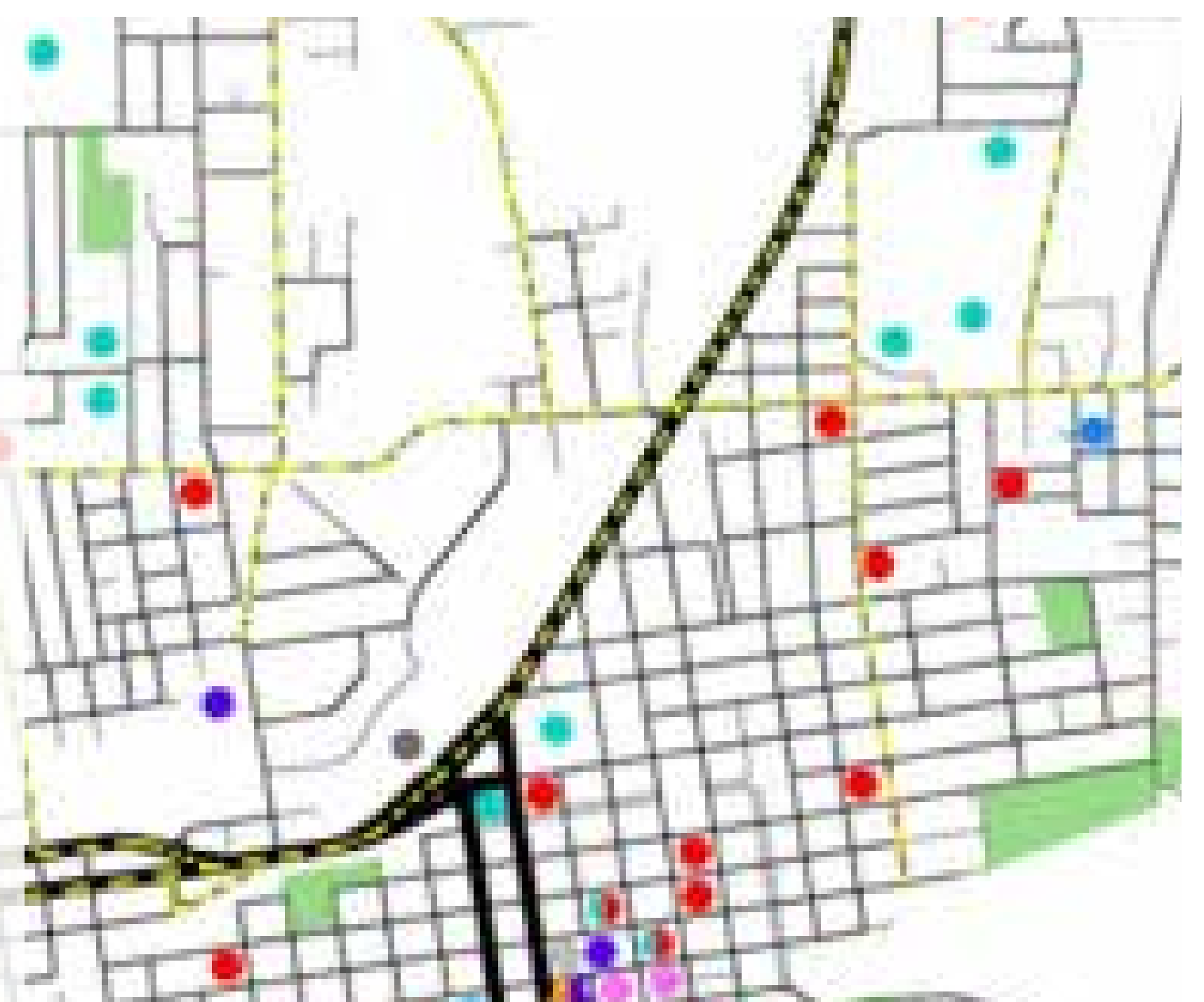
Discipline:
Arts and Administration

PROJECT DESCRIPTION

This project studied the relationship of arts and culture to community development in Albany. The class researched cultural inventories models and recommended how to best develop a cultural inventory that focuses on identifying, understanding, and engaging the people of Albany.

FINDINGS

Compiled a list of preliminary cultural assets using input from local community leaders; Developed action steps to complete a cultural inventory, including youth engagement, communication, and informal and occupational arts.



Remote Sensing: Mapping Parks in Albany

Professor:
Nick Kohler

City Staff:
Ed Hodney

Discipline:
Geography

PROJECT DESCRIPTION

This project used digital imagery, acquired by aircraft and satellites, to update maps of selected parks in Albany. Students used spatial reasoning to interpret parks-related information and content.

RECOMMENDATIONS

-Use LIDAR to create a database of geospatially registered images and maps; -Use historical orthophotos to analyze and visualize park and historic asset management; -Use available historic data to create a visual narrative of Albany's unique history.



Downtown Albany St. Francis Hotel Viability

Professor:
Doug Wilson

City Staff:
Bob Richardson

Discipline:
Business

PROJECT DESCRIPTION

Students performed an in-depth analysis investigating the barriers, opportunities, and feasibility of various aspects of hotel development in downtown Albany using the existing St. Francis historic building.

FINDINGS

Sell the St. Francis Hotel to a potential manager; Either incorporate a developer who would invest capital, or do an owner to owner transaction; Defer commercial integration and reconsider this project in 5-10 years; Apartment-style housing could be the most profitable option, over a renovated hotel.



Parks and Recreation Business Assessment and Revenue Enhancement

Professor:
Doug Wilson

City Staff:
Ed Hodney

Discipline:
Business

PROJECT DESCRIPTION

This project assessed existing Parks & Recreation Department services and practices; analyzed strengths and weaknesses; and recommended new revenue-producing service opportunities and other potential avenues for revenue enhancement.

RECOMMENDATIONS

Reassess programs and leverage core competencies to increase financial health; Provide financial support for maintenance and improvement to facilities; Provide financial support for increased programming.



Business Plan for Parks and Recreation Foundation

PROJECT DESCRIPTION

This class developed a draft business plan for the new Albany 501(c)(3) Parks & Recreation Foundation. The purpose of the foundation is to financially support programs and projects to serve the parks and recreation needs of Albany.

RECOMMENDATIONS

Implement a marketing strategy to connect with prospective donors and apply for grants; Leverage nonprofit status to appeal to a new donor base; Implement a comprehensive outreach program including a new website, donor membership program, and a tiered benefit structure for business sponsors.

Professor:
Doug Wilson

City Staff:
Ed Hodney

Discipline:
Business



Older Adult Population Strategic Plan

PROJECT DESCRIPTION

Albany's older adult programs need a redesign and marketing plan to meet current population requirements and desires. This project helped develop an older adult activity strategic plan for the over 75 population, as well as the 55-60 age group.

RECOMMENDATIONS

Reformulate strategy in order to accommodate larger population; Increase outreach effectiveness with organizational rebranding and a new catalog; Seek a new and expanded physical space.

Professor:
Doug Wilson

City Staff:
Ed Hodney

Discipline:
Business



Source: Historic Preservation - Journalism - Fall 2016

Strategic Plan for Collaborative Sports Facilities

PROJECT DESCRIPTION

This project analyzed case studies and recommended feasible management strategies to eliminate barriers and inefficiencies for Parks and Recreation Department-owned sports facility spaces throughout the city.

RECOMMENDATIONS

-Establish specific points of contact between each partner organization. -Create a collaboration task force. -Determine feasibility for additional facility capacity in the future.

Professor:
Doug Wilson

City Staff:
Ed Hodney

Discipline:
Business



East Thornton Lake Natural Area: Park Design

Professor:
Jacques Abelman

City Staff:
Ed Hodney

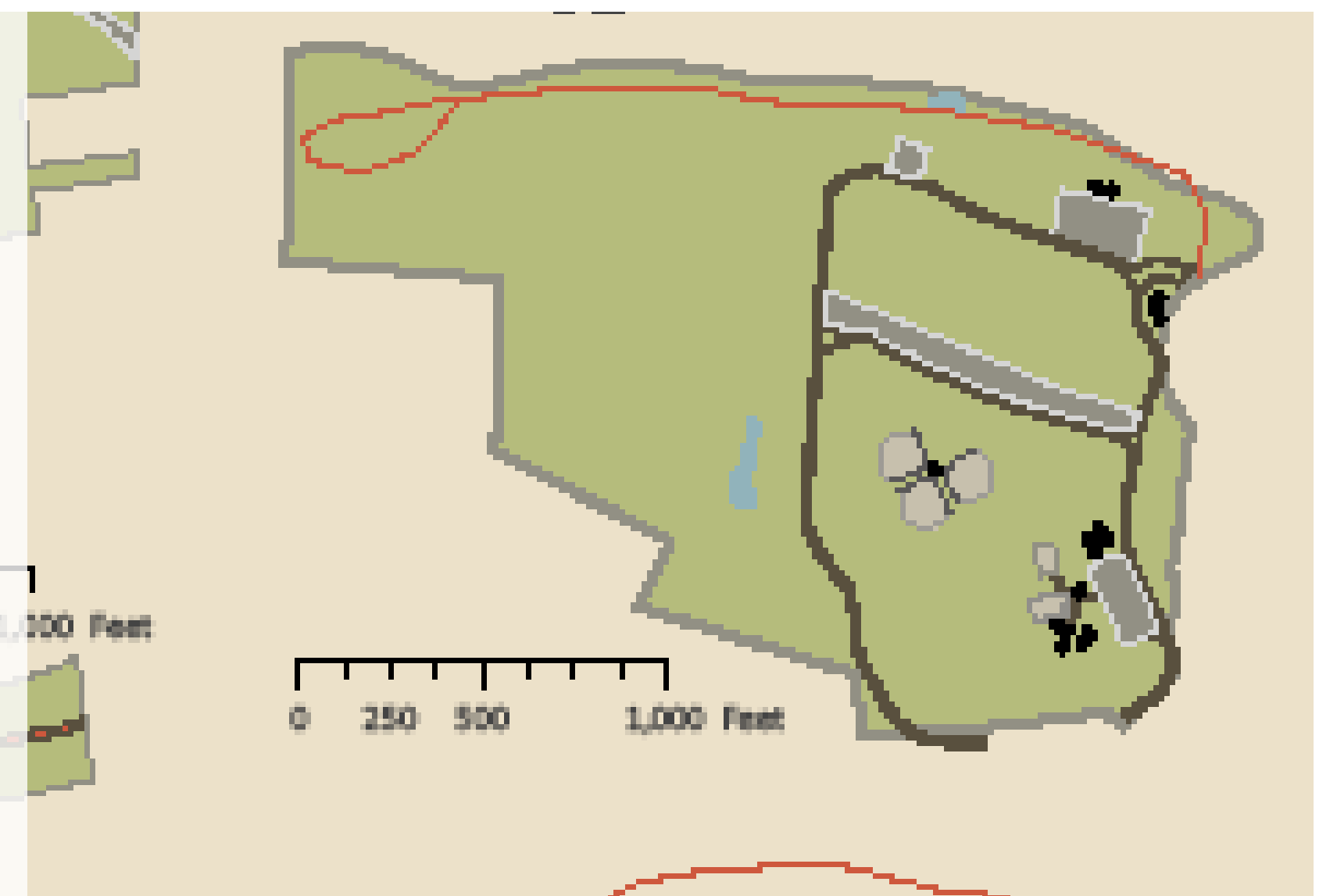
Discipline:
Landscape Architecture

PROJECT DESCRIPTION

This project developed concepts for a new park within the larger East Thornton Lake Natural Area site, designed within the context of the natural and cultural history of the area.

RECOMMENDATIONS

Students produced several unique drafts of park design options, incorporating elements of the natural and built environment, including soils, geology, zoning, and community needs.



Passive Heating Building Analysis

Professor:
Alexandra Rempel

City Staff:
Ed Hodney

Discipline:
Architecture

PROJECT DESCRIPTION

This project gathered climate and microclimate data for Monteith Park, performed site analysis, and recommended and simulated schematic design-level passive solar designs for park restrooms, a sunroom adjacent to the current Senior Center, and a greenhouse.

RECOMMENDATIONS

Students produced several unique drafts of passively heated sunroom designs, passively heated restroom designs, and passively heated greenhouse designs.



Improving Civic and Community Engagement

Professor:
Kelli Matthews

City Staff:
Ed Hodney

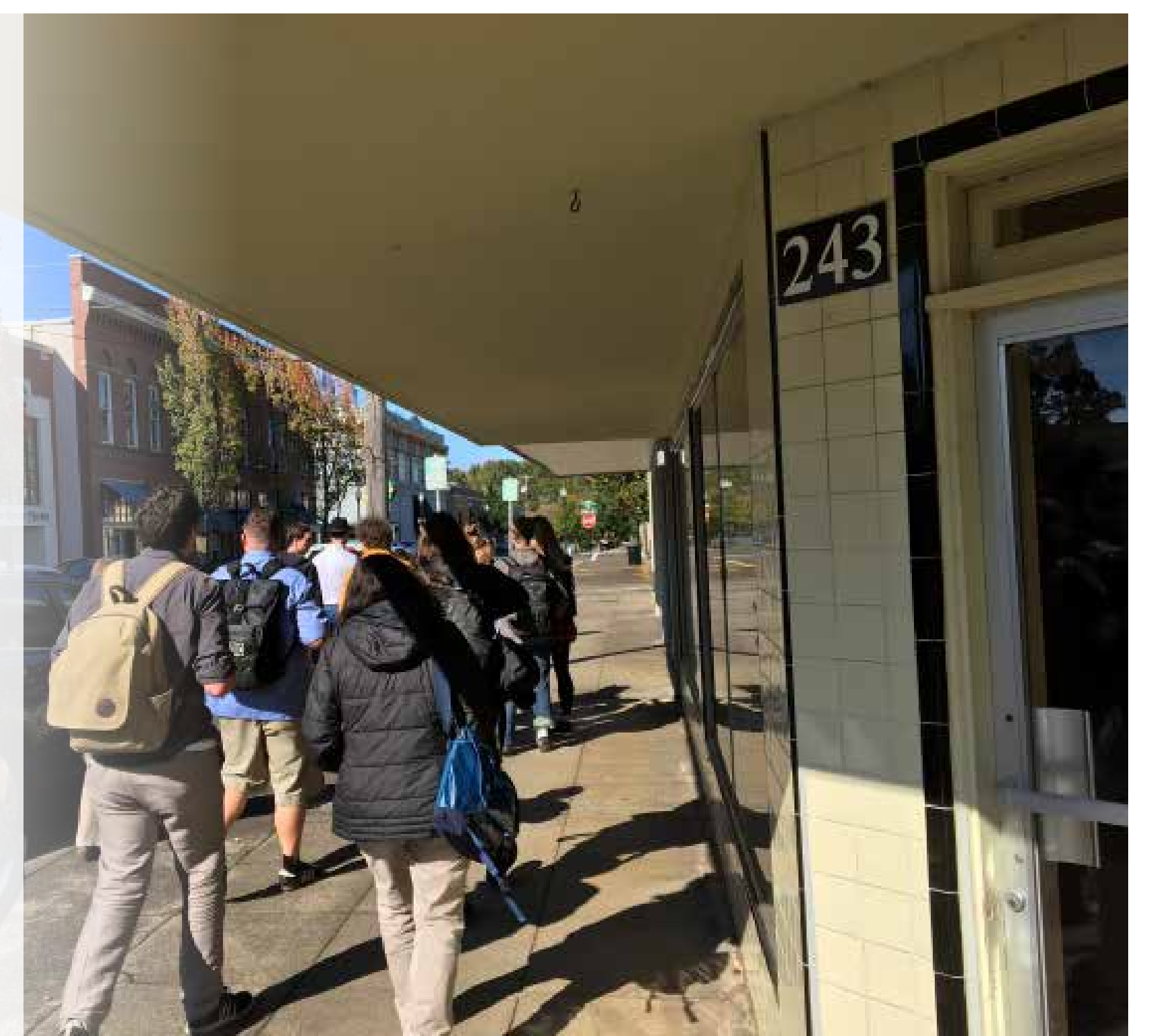
Discipline:
Journalism

PROJECT DESCRIPTION

Students collaborated with the Parks and Recreation Department to increase community engagement and improve trust among Albany residents. Five different teams developed unique plans to create strategies and tactics for social media, strategic partnerships, event planning, media relations, promotional materials, and content creation.

RECOMMENDATIONS

- Focus on four main target publics: children, adults, senior citizens, and the Latino community.
- Use low-cost outreach tactics and leverage community partnerships to support Parks and Recreation programs.



Advanced Cartography: Parks Mapping in Albany

Professor:
Jim Meacham

City Staff:
Ed Hodney

Discipline:
Geography

PROJECT DESCRIPTION

Students helped design and create a finished thematic cartographic map of selected park elements in Albany. Final projects also include supporting graphs and text.

FINDINGS

Students mapped recreational trail systems, parks, recreation centers, and documented facility maintenance costs.



Historic Preservation Outreach Campaign

Professor:
Lance Robertson

City Staff:
Shawna Adams

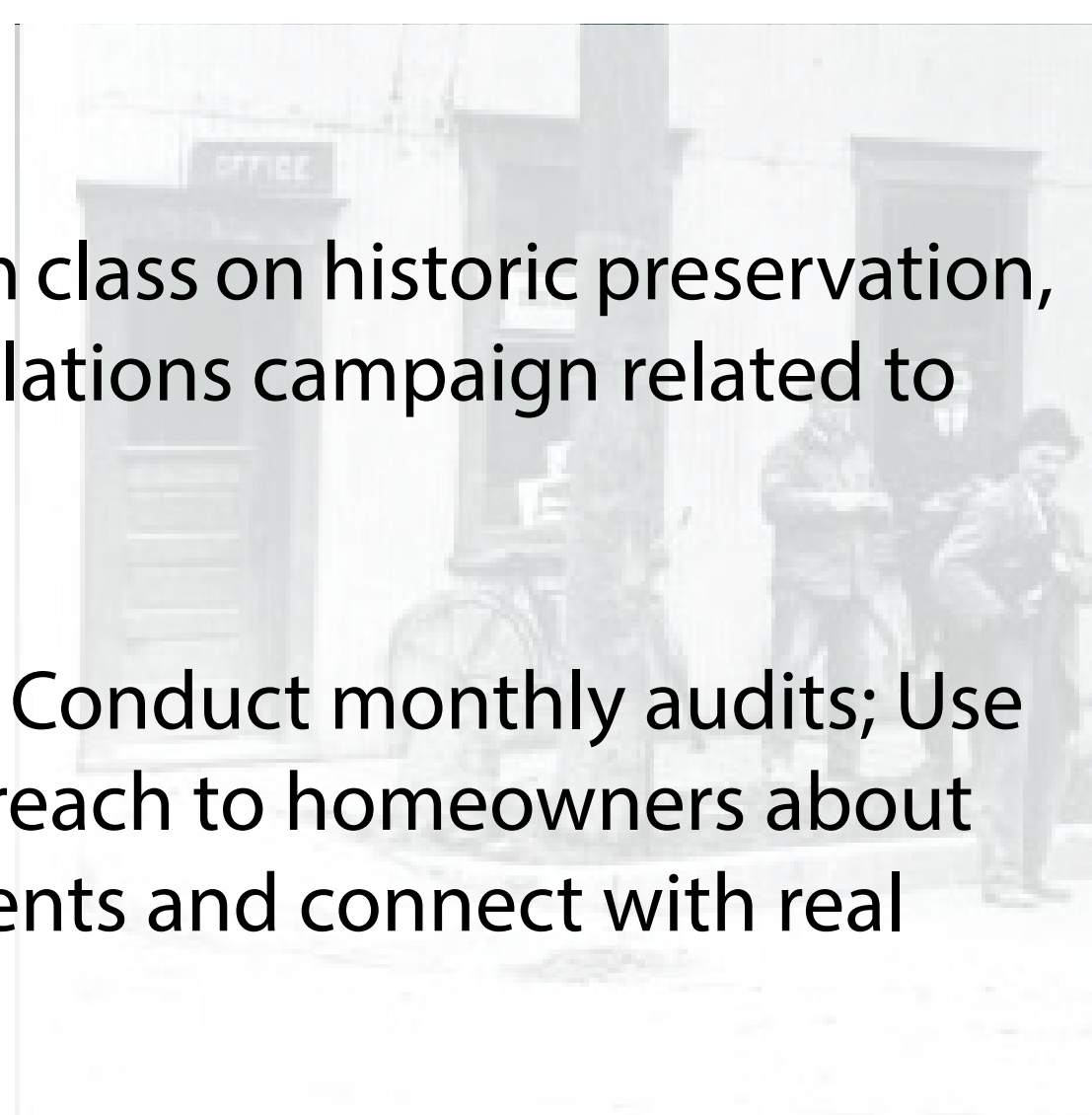
Discipline:
Journalism

PROJECT DESCRIPTION

Building from fall term's journalism class on historic preservation, students implemented a public relations campaign related to historic preservation.

RECOMMENDATIONS

Hire a marketing or design intern; Conduct monthly audits; Use communications networks to outreach to homeowners about application processes; Table at events and connect with real estate agents.



Equity and Opportunity Mapping Analysis

Professor:
Nick Kohler

City Staff:
Anne Catlin

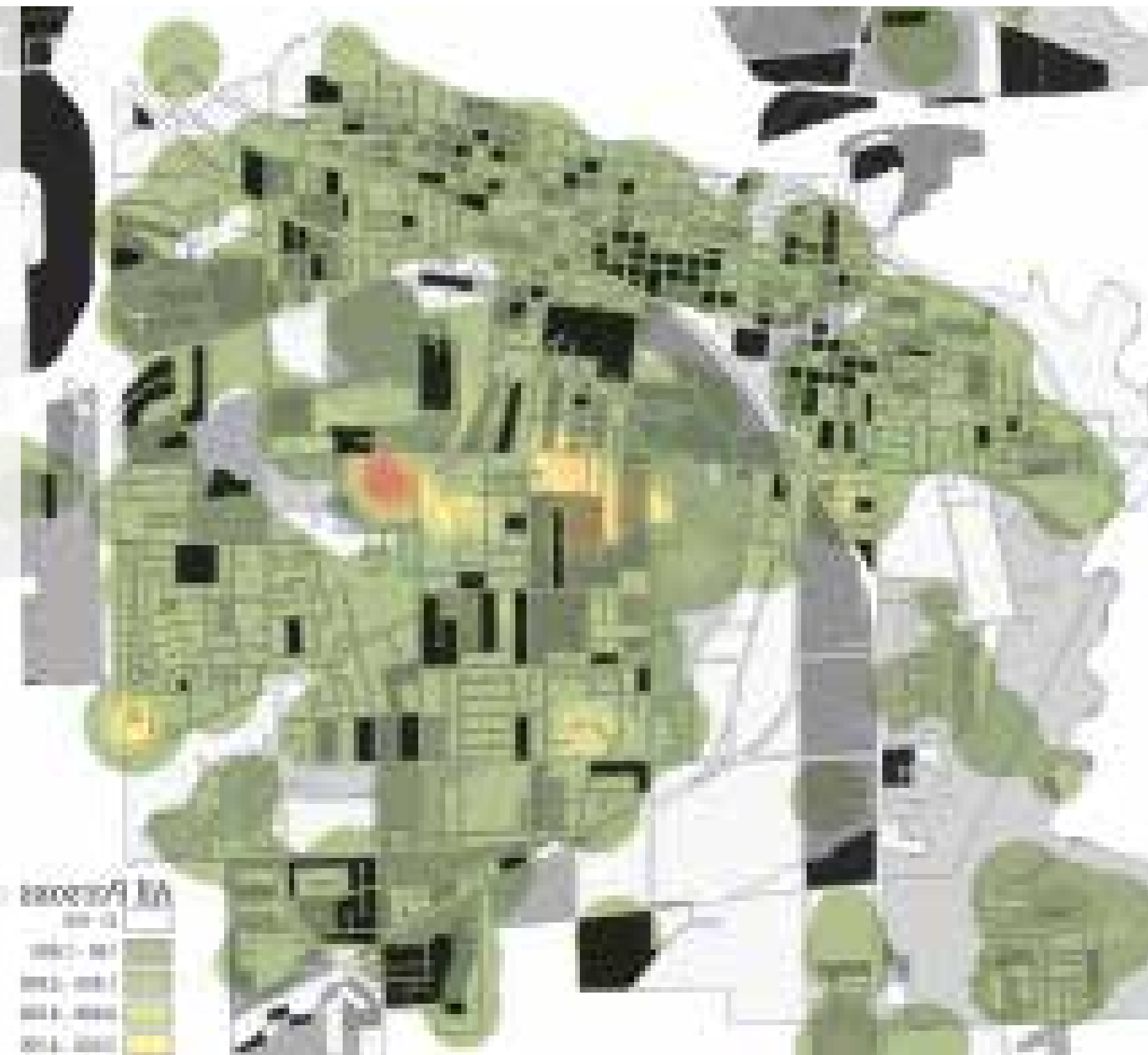
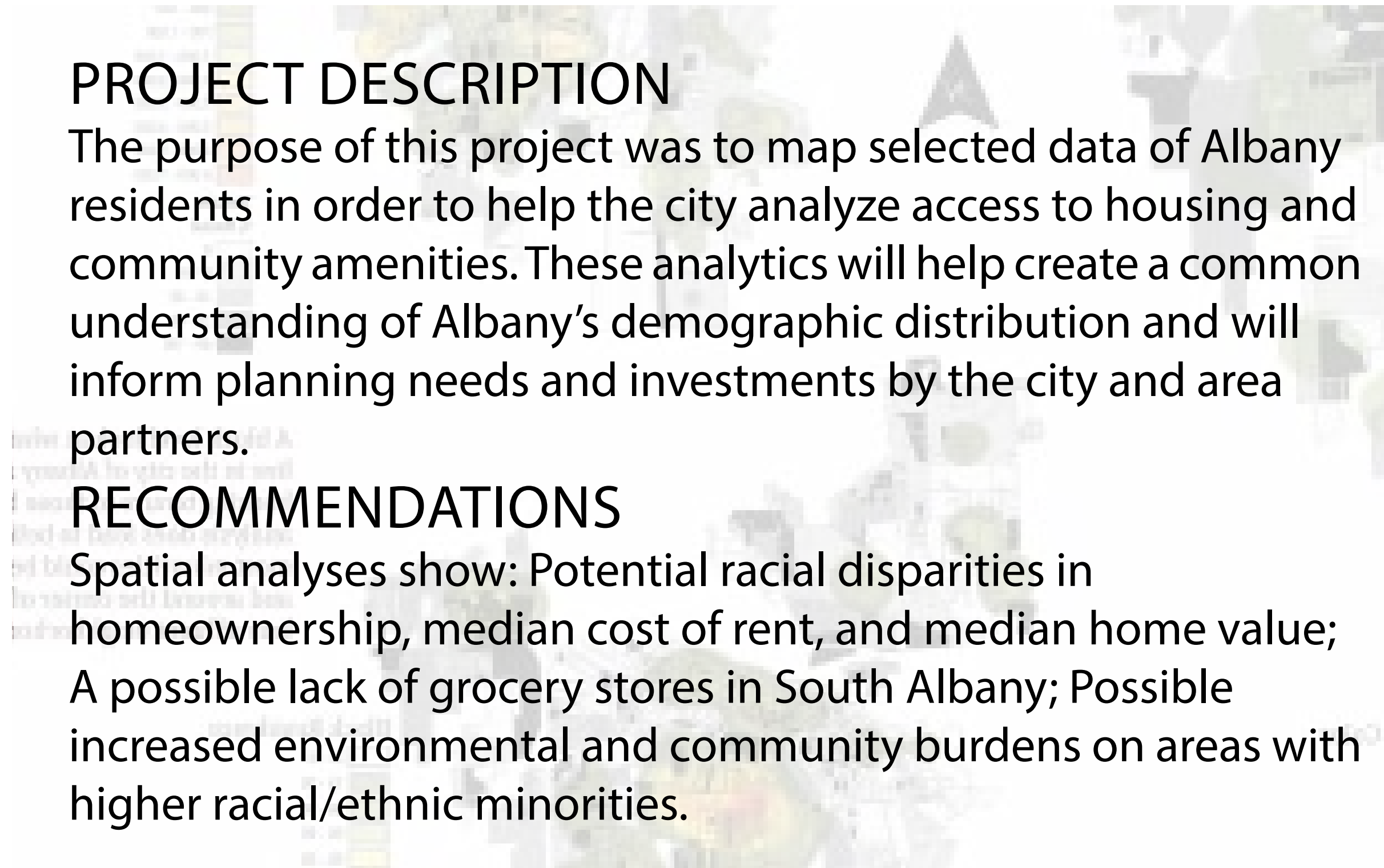
Discipline:
Geography

PROJECT DESCRIPTION

The purpose of this project was to map selected data of Albany residents in order to help the city analyze access to housing and community amenities. These analytics will help create a common understanding of Albany's demographic distribution and will inform planning needs and investments by the city and area partners.

RECOMMENDATIONS

Spatial analyses show: Potential racial disparities in homeownership, median cost of rent, and median home value; A possible lack of grocery stores in South Albany; Possible increased environmental and community burdens on areas with higher racial/ethnic minorities.



Analyzing Landscape Systems

Professor:
Rob Ribe

City Staff:
Anne Catlin

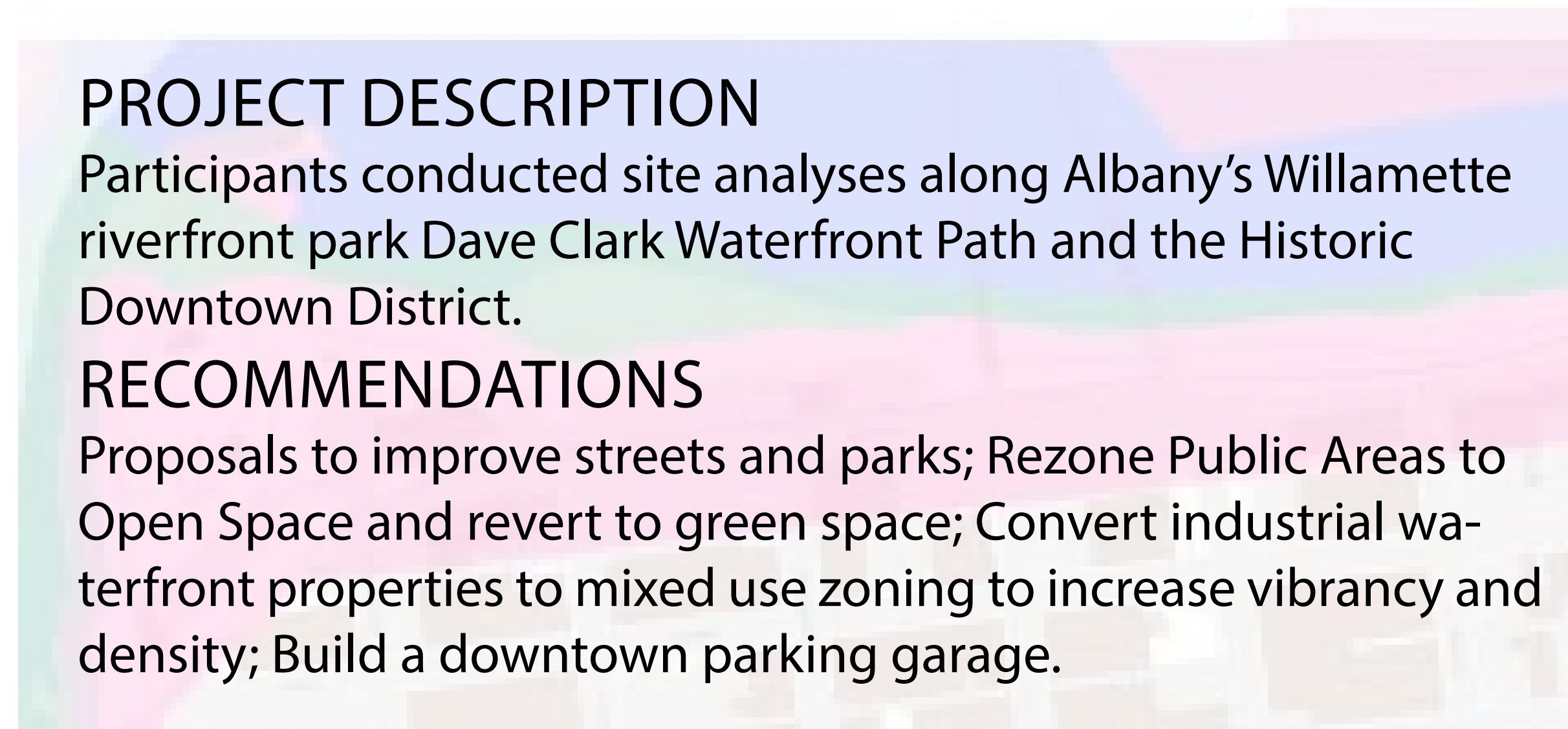
Discipline:
Landscape Architecture

PROJECT DESCRIPTION

Participants conducted site analyses along Albany's Willamette riverfront park Dave Clark Waterfront Path and the Historic Downtown District.

RECOMMENDATIONS

Proposals to improve streets and parks; Rezone Public Areas to Open Space and revert to green space; Convert industrial waterfront properties to mixed use zoning to increase vibrancy and density; Build a downtown parking garage.



Redesign Albany's Streets to be Bike Friendly

Professor:
Marc Schlossberg

City Staff:
Ed Hodney

Discipline:
Planning, Public Policy, and
Management

PROJECT DESCRIPTION

This project analyzed previous plans to assess barriers to development around the Santiam-Albany canal, including FERC requirements, and property ownership. Recommendations may include next steps for development, recommendations for project phasing, and project design details.

FINDINGS

In progress



Activating Albany's Downtown Waterfront

Professor:
Rob Ribe

City Staff:
Ed Hodney

Discipline:
Landscape Architecture

PROJECT DESCRIPTION

The expansion of the Monteith Riverpark will establish a front door and gateway to the river and destination for families, residents, and visitors. This project is developing conceptual designs and alternatives for spaces in the vicinity of the park.

FINDINGS

In progress



Senior Center Foundation Strategic Plan

Professor:
Dyana Mason

City Staff:
Ed Hodney

Discipline:
Planning, Public Policy, and
Management

PROJECT DESCRIPTION

This project investigate how the Senior Center Foundation can strategically plan for the future, including increasing resources for capital and operating programs.

FINDINGS

In progress



Parks & Recreation Foundation Planning

Professor:

Dyana Mason

City Staff:

Ed Hodney

Discipline:

Planning, Public Policy, and Management

PROJECT DESCRIPTION

This project investigated how the new Albany 501(c)(3) Parks & Recreation Foundation can strategically plan for the future, building from the winter term Business class outcomes.

FINDINGS

In progress



Parks & Recreation Foundation Partner Coordination

Professor:

Dyana Mason

City Staff:

Ed Hodney

Discipline:

Planning, Public Policy, and Management

PROJECT DESCRIPTION

Students researched best practices for foundation partnerships with stakeholders, including case studies and relational analysis, for Albany's Parks and Recreation Foundation to thrive in its organizational planning and growth.

FINDINGS

In progress



Advanced GIS Analysis of Albany Land Uses

Professor:

Yizhao Yang

City Staff:

Anne Catlin

Discipline:

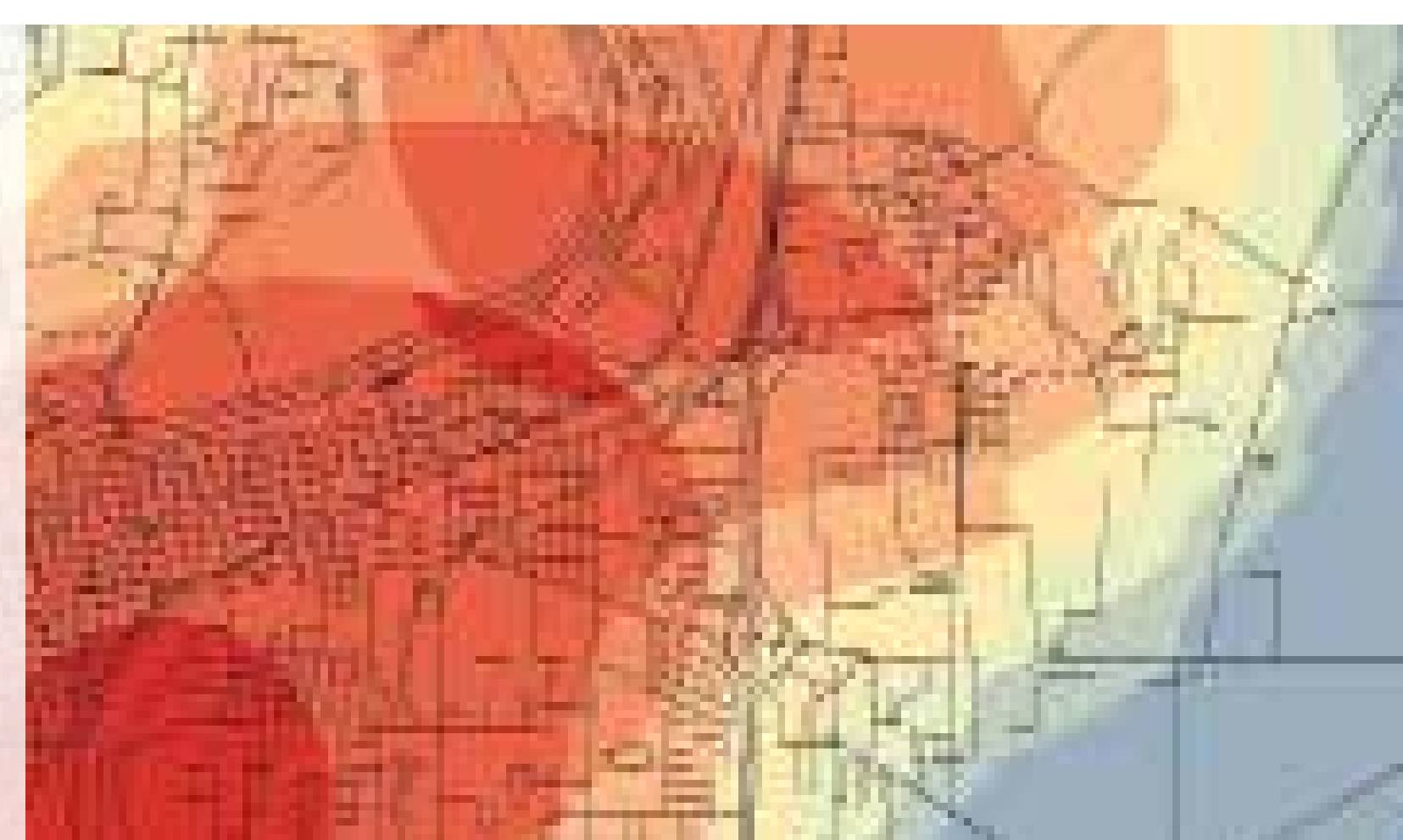
Planning, Public Policy, and Management

PROJECT DESCRIPTION

Geographic Information Systems is being used to collect data within the city to help evaluate undeveloped and under-utilized land available for future development.

FINDINGS

In progress



Parks & Recreation Foundation Outreach Campaign

Professor:

Margy Parker

City Staff:

Ed Hodney

Discipline:

Journalism

PROJECT DESCRIPTION

Building from fall and winter terms' classes in Business and Geography, students will implement an outreach campaign directed at parks and recreation users as part of the Parks and Recreation Comprehensive Plan Update.

FINDINGS

In progress

