DOWNTOWN REUSE / OPPORTUNITY BRIEF

Give downtown a place to work, meet and start a business.

A public coffee bar, dependable workspace, quiet study rooms and practical business support could turn an ordinary workday into several downtown visits. Start with a small, well-run trial in suitable existing premises. Earn the larger center through repeat use and a sustainable operating plan.

DISTRICT CONCEPT · BUILDING AND OPERATING TEAM SOUGHT

D1 Jackson-Main district, including the Douglas-Oak-Cass-Lane blocks and suitable nearby Washington Street premises

Open the location in the interactive map

District study-center marker. It does not identify an available building or property boundary.

The proposed experience

An 8,000-12,000 sq ft permanent center is the existing planning concept. A 10,000 sq ft example allocates space to a café, quiet work, dedicated desks, offices, meeting rooms, call booths, a small media studio and support areas.

Investigate 1,500-3,000 sq ft of suitable existing space, or a collaboration with an established operator, for a 90-180-day pilot.

- Buy a coffee without buying a workspace membership.
- Use reliable desks, power and internet for a short visit or a regular workweek.
- Separate quiet study from calls, events and café noise.
- Book useful meeting rooms and receive practical help with customers, pricing, bookkeeping and financing preparation.
- Provide a visible entrance, accessible toilets, secure bike parking and comfortable connections to nearby businesses.

What the public record says

Roseburg's historic overlay provides review pathways for alterations and demolition. Historic designation alone does not establish that a building cannot be reused. [1]

The CBD use table includes upper-floor dwellings and makes uses exceeding 10,000 sq ft conditional; the selected premises and combined program need a specific review. [1]

Downtown already has office rentals, coworking and business-advising resources. This proposal should identify a service gap or partnership opportunity before adding another facility. [2] [3] [4] [5]

Traffic evidence

No site-specific count yet

A district-wide AADT number would not explain which storefront receives foot traffic. Count pedestrians, bikes and vehicles at candidate entrances, observe crossings and loading, and verify lawful access on the existing one-way streets.

A clear view of what is ready.

Public information makes this worth investigating. These six tests determine whether it can move from a proposal to a deliverable project.

Property participation

Not established

No building, willing owner, access permission or lease terms have been selected. The district marker is not a property offering.

Approvals

Building-specific review needed

Identify the actual zoning, historic status and proposed uses, then obtain a written review path. Size and the combination of workspace, café, events and any housing can affect the application.

Building condition

Not assessed

No survey establishes structure, seismic needs, exits, fire protection, accessibility, ventilation, power, acoustics or a feasible kitchen.

Customer demand

Pilot proposed

Measure paid return visits, desk and room occupancy by hour, acceptable prices and unmet needs. Expressions of enthusiasm are not a forecast of memberships.

Operating team

Team sought

A workspace manager, experienced café operator and funded program coordinator are needed. Existing providers are potential resources; no partnership is agreed.

Finance

Not committed

No fit-out estimate, lease quote, sponsorship or capital commitment exists. Study access and mentoring need explicit funding if user charges do not cover them.

The next decision

Choose an operator and a modest pilot before choosing a major renovation.

A short feasibility package comparing suitable spaces, written owner terms, a compliant pilot layout, monthly cash flow and a plan for measuring repeat paid use.

ADVANCE WHEN

Proceed when a willing property participant, accountable operator and funded pilot can deliver useful services within a known cost ceiling.

REWORK OR PAUSE WHEN

Rework the proposal if the only available space requires a large rehabilitation before demand can be tested, or if the program simply duplicates existing provision.

Make the proposal concrete.

A practical sequence

1. Define the gap

Ask existing providers and prospective users which hours, access options, rooms and programs are missing. Identify an operator who can run those services.

2. Compare premises

Seek voluntary participation from owners and review several spaces against cost, accessibility, visibility and renovation requirements.

3. Fund and run the pilot

Agree responsibilities and a limited commitment, secure necessary permissions, and operate the proposed 90-180-day trial.

4. Decide from results

Publish aggregate use and operating results. Expand, partner with an existing provider, adjust the offer or stop before committing to a larger property.

Required studies

- Owner-authorized building walk-through, measured floor plan, title/lease review and repair-responsibility schedule.
- Code and historic-resource review covering the actual combined uses, entrances, signage and any upper-floor work.
- Building-system and accessibility assessment, followed by a contractor estimate with contingency.
- Competitor and customer interviews, test pricing and a pilot attendance and payment record.
- Monthly operating cash flow separating café economics, workspace income and subsidized entrepreneur services.

The financial test

Obtain the real rent and fit-out requirements before publishing a project budget. Model memberships, room hire and café rent or operating contribution separately; include staff, utilities, insurance, cleaning, maintenance and renewal. A permanent center should follow evidence of demand and a funded entrepreneur program.

What residents should gain

Judge the result by useful opening hours, repeat visits, viable tenants, progress toward paying customers and jobs, and a more active walk between nearby businesses. Protect existing tenancies and maintain access during construction.

Bring experience. Bring evidence.

The delivery team sought

- An operator with coworking, hospitality or community-facility experience
- An architect or rehabilitation developer familiar with occupied historic buildings
- Owners of suitable downtown premises
- Business advisers and program sponsors willing to define an actual service and budget

Read this brief online and share relevant experience

Sources and review dates

[1] Roseburg Municipal Code, Chapter 12.04 - districts and overlays
https://ecode360.com/43092084
Reviewed 2026-11-10. Code publisher page retrieved.

[2] Umpqua Business Center
https://umpquabusiness.com/
Reviewed 2026-11-10. Provider page retrieved.

[3] Umpqua Small Business Development Center
https://oregonsbdc.org/center/umpqua-sbdc/
Reviewed 2026-11-10. Provider page retrieved.

[4] Seven13 coworking
https://seven13studios.com/cowork/
Reviewed 2026-11-10. Provider page retrieved.

[5] Umpqua GrowthTalks
https://www.umpquagrowthtalks.com/
Reviewed 2026-11-10. Provider page retrieved.

[6] Umpqua Economic Development Partnership
https://uedpartnership.org/
Reviewed 2026-11-10. Provider page retrieved.

THE MARKET STILL HAS TO BE PROVEN

104,511 residents in the selected 2020 Census ZIP Code Tabulation Areas. A reproducible historical regional population baseline, not Roseburg's city population, a current estimate, a demonstrated retail trade area or a count of likely customers.

Define a separate catchment for each proposal using travel times, competing services, household characteristics, customer research and achievable pricing. Survey interest is self-selected and does not establish a representative market share.

Population geography, calculation and source method

WHAT THIS REVIEW DOES NOT ESTABLISH

No individual property was selected or inspected. No owner or provider was contacted. Published offers do not establish participation or availability.

These sizes, services and pilot dates are GRT planning assumptions already published on the Local economy page. They are not a measured fit, occupancy approval or operator commitment.

Three initial development briefs for discussion with qualified owners, operators and development teams. These are independent GRT proposals, not municipal projects, property offerings or solicitations for investment.