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Oregon

Urban Renewal Technical Advisory Committee Meeting **Minutes**

Scappoose City Hall, 33568 E Columbia Ave., Scappoose, OR 97056

April 18, 2019 12:00 pm – 1:35 pm

Attendees:

Brian Rosenthal, Larry Ericksen, Len Waggoner, Brady Preheim, Jeanete Santiago, Christine Collins, Marty Baldwin, Jeff Weise, Pete McHugh, Scott Jensen, Mike Greisen, Jeff Pricher, Becky Hewitt with ECONW, Nick Popenuk, ZGF Representatives, Huell White, Michael Sykes, Alex Rains, Laurie Oliver.

Absent:

George Hafeman, Susie Wilson, Scott Burge, Phil Griffin, Mike Fletcher, Paul Peterson

1. CALL TO ORDER

The meeting was called to order at 12:00 by EDC Chair Len Waggoner.

2. Welcome

Alex Rains delivered a brief welcome to the group and handed things off to Becky Hewitt and Nick Popenuk.

3. Updates: Feedback from Town Meeting & Survey

Becky Hewitt gave a brief recap of the post-it exercise ZGF conducted at the City's 2019 Annual Town Meeting (ATM). She noted that the results indicated where participants thought the "heart" or center of town was currently and where it should be in five years, as well as what the center needed. The location of the "heart" of town selected by attendees of the ATM is referred to as Exhibit 1 and is attached. The list of items needed to make the "heart" of town more complete included: restaurants, a community center/youth center, more grocery options, a hotel/motel, parks and plazas, sidewalks, trails, paths and safe crossings. Becky also noted that the audience at the ATM used the City's clickers to ask what the Urban Renewal Plan should focus on in the town center. Grants to local businesses for storefront or other capital improvements received the most votes at 42.86%, Improving sidewalks received 28.57%, spurring new housing and commercial buildings received 17.86% and new parks, open spaces and trails received 10.71% of the votes. Becky also touched on the survey that was sent out to the community on Urban Renewal prior to the ATM, the City received 165 responses and she noted that the feedback was similar to that received during the ATM.

General Discussion:

Brian Rosenthal asked what was envisioned by grants to small businesses as that concept



seemed super broad in how it might be implemented. Becky replied that she didn't know what each person meant by this, but generally speaking, these types of grants are either storefront grants (exterior) or tenant improvement grants (interior). In terms of dollar amounts, they can be any number desired by the district. Nick Popenuk noted that storefront improvement grants are usually larger amounts, i.e. 1,000's of dollars, as those would likely include design and construction.

4. Boundary: Potential Refinements

Becky referenced the District Boundary provided to the TAC via the power point presentation, see exhibit 2, and noted that the proposed boundary was the same as the last meeting. She went on to explain that the pink, cross hatched areas represent possible future inclusion areas, and would require a major amendment which is not the easiest thing to accomplish but is possible. Becky pointed to the area identified as #3 and noted that it was suggested by Councilor Kessi that that region be included within the boundary. She also noted areas identified as #1 and #2 and mentioned that it was the suggestion of ECONW and staff that those be incorporated within the boundary as those would include ROW on West Lane and, potentially, a new well at Miller Park. Everything included within the urban renewal boundary would be eligible for urban renewal funding.

General Discussion:

A request was made that the power point be distributed to the TAC, both Becky and Alex said they would make it available. A question was asked regarding the location of the peace candle in reference to the boundary, Becky noted that the candle appeared to be included in the blue hatching (the proposed boundary). Becky mentioned that the proposed boundary is 20.8% of the City's total acreage, and the cap for urban renewal is 25%, so not all proposed areas for future inclusion could be added.

Mike Greisen asked why the section of the City near Havlik (which was recently developed) was included in the proposed boundary? Becky responded that the area was included as part of the boundary during the feasibility study and that commercially zoned properties were intentionally included so that business related improvements could take place. Additionally, it was included to capture revenue in the early years of the district, make trail connections, address ROW issues, and allow businesses to participate in the store front improvement program.

Pete McHugh asked if the south side of Havlik on the east side of HWY 30 was in the City? Becky responded that it is not.

Brian Rosenthal asked why the area around Fred Meyer had not been included? Becky responded that the area was already developed and that if that area were to be added, other industrial acreage would need to be removed elsewhere, and industrial land has the biggest potential rate of return.

Brian mentioned that he thought it would be worth removing the middle school from the boundary in order to free up acreage, he noted that it seemed unlikely the building would be sold by the school district due to the lack of available land anywhere nearby to locate a new school. Brian then made a motion to remove the middle school from the proposed boundary.



Christine Collins said she thought the middle school should be left in the boundary so that the opportunity to develop it with urban renewal dollars would be preserved. Becky responded that the school district may be able to build a new building on the same site as they don't have property set aside elsewhere, however, there is a good chance the district may never decide to vacate that building. Pete added that it would be hard to find another suitable site.

Nick Popenuk added that you couldn't do a land swap to maintain your same ability to add acreage later, there are two caps with urban renewal, how much property you can include in the original boundary and how much can be added later.

Brian amended his motion and said he would like to remove the middle school from the boundary but include the ROW around the school in the boundary and add the red triangle near Fred Meyer, referred to as #3, and areas #1 and #2. Brady Preheim seconded and the group unanimously voted yes.

5. Urban Design Framework

Kim and Paddy referred to their diagram, see exhibit 3, and noted their intention to show opportunities for private development that will be supported by improvements on the street, they also explained the color coding of the document.

General Discussion:

Brian Rosenthal noted that the "violet" color coding on Columbia won't be developed as ZGF had depicted, and ZGF responded that they would remove it from the diagram. Brian then asked about the dollar amounts associated with projects and Becky noted that the next portion of the meeting would cover projects and associated costs.

Jeff Weise asked what advantage developing a street scape on 1st Street will do to improve the City? Laurie Oliver responded that the "green" parcel in the diagram was already under contract for mixed use, and that three multi-family projects were taking place off of 1st, so it's starting already and this will support additional redevelopment on 1st street whether we do something like this or not.

Brian Rosenthal stated that development will happen on 1st regardless and that wasting tax payer dollars to improve the infrastructure on curb bump outs, bushes, etc., would just raise the cost of the land and transfer costs rather than eliminate them. So, what is the purpose of this? Becky responded that the ZGF framework is capturing the idea of what it should look like, the Urban Design Framework will not all be funded by Urban Renewal dollars. The TSP did include sidewalk infill on 1st, that would likely be included.

6. Project List and Preliminary Finance Plan

Becky and Nick presented the project list to the TAC. They began by explaining that they had taken the TAC's ideas to City Council and that they prioritized them. Those results were included in the TAC packets and reviewed by the group, see Exhibit 4. Becky and Nick then asked the TAC how the urban renewal funds should be used after accounting for the infrastructure projects, and they also shared cost estimates for some of the new proposed projects, see Exhibit 5, such as E Columbia, 1st Street and West Lane, which alone, totaled \$8.55



million dollars. Becky noted that Urban Renewal would not be able to cover all of the new projects identified without dropping some of the infrastructure projects from the plan. She also noted that there were a few project ideas that couldn't be effectively priced out without a more extensive study begin completed.

General Discussion:

Brian Rosenthal began by saying that he didn't see the value in dumping money into 1st Street, he said it was too much money for something that didn't bring enough value. He said that the existing downtown surrounding City Hall and the west side of HWY 30 need to be connected, so the HWY 30/Columbia intersection should be addressed first. Transportation and connectivity are the most important considerations. We need connectivity and the free market will take care of the rest.

Mike Greisen asked if Council was looking at Urban Renewal while voting? Becky responded by saying that Council was prioritizing urban renewal projects specifically during their meeting. Jeff Weise asked how much was being budgeted for the storefront loans? Nick responded by saying that it depends on how much this urban renewal district wants to spend. And you can determine loans vs. grants at a later time, grants would give you more control over the outcome.

Brian Rosenthal recommended the district offer storefront loans vs. grants, at no interest. He said that the funds shouldn't be "free" when offered to the businesses.

Jeff Weise recommended a mix of loans and grants.

Christine noted that a grant might entice people who wouldn't otherwise participate to upgrade their facades.

Nick reiterated that grant dollars can be used to better control the aesthetic outcome/appearance of the businesses in question.

Len Waggoner recommended matching grants. He also asked what the district would expect the façade improvements to accomplish? Slowing down traffic to encourage more commuters to stop and spend money? Do we think we will pull people off the road? Are we doing it for people outside the community or within the community? Becky responded by saying that there has been a lot of support expressed for this idea, both by Council and the Public, and that it would be for both commuters and those living in the community. It doesn't have to be one or the other. If you make the area nicer, it will attract all people.

Larry Ericksen echoed Brian's comment that there needs to be better connectivity between the east and west sides of Columbia Ave.

7. Preliminary Finance Plan

Nick Popenuk presented the preliminary finance plan, see Exhibit 6, and went through the details of each column. He then requested feedback from the TAC, he noted that he assumed they still supported funding the infrastructure projects identified upon review of the City's CIP lists, which meant that approximately \$8 million remained to allocate towards downtown core projects. So, which projects should receive the bulk of this money? And, should any be moved up in terms of timing?



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General Discussion:

Brian Rosenthal said that some of the expenses around the Columbia intersection could possibly be shuffled back to ODOT and recommended that infrastructure projects be left in the plan as is, the Columbia Blvd project should be moved up, \$25,000 per year should be allocated for storefront improvements, and 1st street should be taken off the list except for sidewalk infill. Nick responded that in the first 5 years of the district, it's unlikely that anything more than the Columbia study could be funded.

Scott Jensen asked if there was any flexibility with the timing of sewer and water projects?

Michael Sykes and Laurie Oliver responded that those projects are much more time sensitive and there wasn't much flexibility there at all.

Mike Greisen asked about the total wastewater improvement costs, and noted he didn't feel like he was getting a lot information. Michael Sykes noted that total costs for Wastewater would be around 20 million dollars, so urban renewal would only be covering a small portion of that total. Becky also responded and said that slightly more descriptive information would be provided to Council on May 20th, but that generally speaking, urban renewal plans are intentionally left somewhat vague to allow for flexibility in the face of changed circumstances/priorities.

Jeanete noted that we are trying to attract businesses and asked about Scappoose's existing broadband capability? Len Waggoner responded that there were existing fiber optic systems.

Becky then interjected that in the interest of time, she was going to ask the TAC some concrete questions in order to focus the decision of the group. There was additional discussion prior to the questions and final vote:

- Brian suggested urban renewal use funds for areas where things don't exist versus tearing stuff out and replacing*
- Scott Jensen emphasized the importance of the connection between OMIC and the downtown, it's important that it look good, I support options #1-3*
- Nick responded that he was not hearing advocacy for spending funds on large capital projects that would be bump out other priorities, the rest of this would have to wait to be funded until year 20 and beyond*
- Jeff Weiss noted that he thought Façade renovations should be the focus*
- Christine suggested storefront grants vs. loans so that the businesses look good, the strip in town is really unattractive*
- Larry Ericksen asked if anyone asked the business owners what they plan to do to improve their buildings? Scott Jensen replied that since they haven't spent the money, it may be that they don't care to make improvements. Becky noted that ECONW had not been in touch with the property owners in question.*
- Michael Sykes emphasized the need for sufficient parking*

The Final list of items voted on by the group (as a result of Becky's questions) are as follows:

- Storefront improvements: \$25,000 - \$50,000 annually, the breakdown of how much will be grants vs. loans will be determined by the Agency*
- Study of Columbia Intersection at HWY 30 should be a top priority*
- The addition of bike lanes only on West Lane*



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- *Sidewalk infill on 1st Street*
- *Improvements to E. Columbia, including parking*
- *Remaining funds to cover the already identified infrastructure projects*

8. **Next Steps**

Becky reminded the TAC that this was their last meeting and that they would be welcome to attend the upcoming session with Council on May 20th. Both Alex and Becky told the TAC they would provide a follow up packet to the TAC with a copy of the presentation and meeting minutes.

9. **Meeting Adjourned at 1:35 pm.**



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Exhibit 1





Exhibit 2

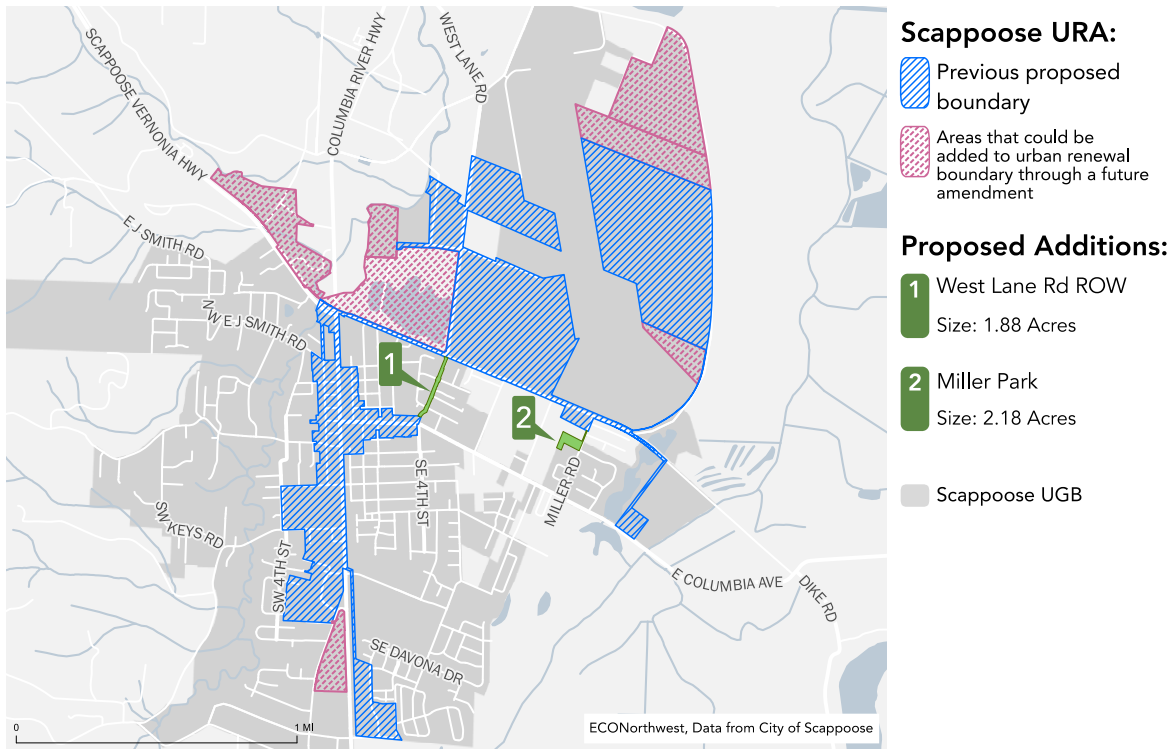
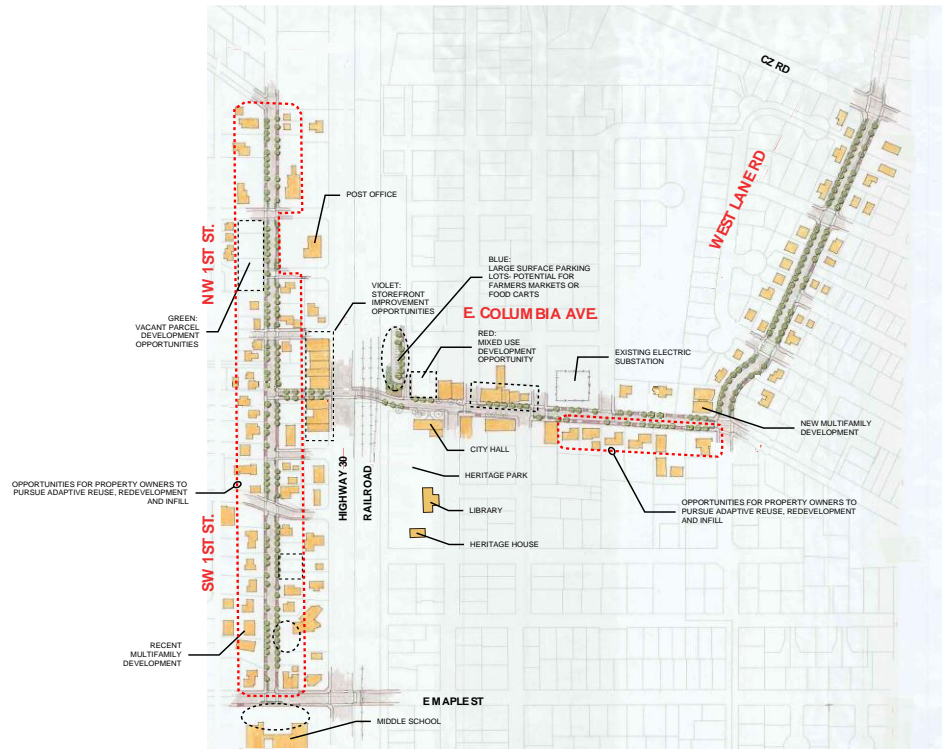


Exhibit 3



ECONorthwest
ZGF 04.18.2019

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SCALE 0 50 150 300'
**PRIVATE PROPERTY OPPORTUNITIES
FOR COMPLEMENTARY DEVELOPMENT**



Exhibit 4

Project Descriptions and Notes Provided to Council		Council Prioritization Exercise Results			
Project Description	Notes	Blue (High Priority)	Green (Likely)	Yellow (Uncertain)	Red (Concerns)
Support for businesses & development					
Storefront improvement grants or loans	Suggested by the project team, supported by the TAC. Some TAC members expressed a preference for low-interest loans rather than grants; however, there are benefits to grants from the City perspective (e.g., City can have greater control over design process and contractor selection, and the business does not have to generate additional revenue to be able to pay off a loan). The Urban Renewal Plan does not need to specify whether the funding would be distributed as grants or loans.	5	2	0	0
Capital improvement grants or loans for businesses	Suggested by the project team.	0	2	5	0
Grants or loans for housing or mixed use development projects	Suggested by the project team.	3	0	4	0
Streetscape enhancements					
Enhanced, more pedestrian-friendly sidewalks on NW/SW 1st Street from Maple Street to E.J. Smith Road	Identified in Urban Design Framework. TSP includes limited sidewalk infill on SW 1st Street as a project, but not rebuilding to Mixed Use Collector standards.	2	3	2	0
Enhanced, more pedestrian-friendly sidewalks on E. Columbia Ave from US30 to West Lane Road	Sidewalk infill on E. Columbia is included in an existing TSP project. The urban design framework envisions enhanced sidewalks (rather than standard sidewalks) along this stretch of E. Columbia, which would expand on the project cost estimate included in the existing project list.	4	2	0	0
Enhanced, more pedestrian-friendly crossings on US30 at Columbia Ave and/or Maple Street	Identified in Urban Design Framework. Further study is needed to identify appropriate intersection treatments.	3	3	1	0
Enhancing West Lane Road from E. Columbia Ave to Crown Zellerbach Road with landscaping and bike lanes[1]	Identified in Urban Design Framework. Sidewalks on West Lane Road are nearly complete from E. Columbia to Crown Zellerbach Road, but the urban design framework envisions enhanced sidewalk in the longer-term future. The TSP includes an existing project for minor bike route improvements on West Lane Road.	3	3	1	0
Gateway features and signs on Highway 30 to draw attention to 1st Street as a destination		0	5	1	1
Additional Infrastructure Projects					
Funding for future infrastructure projects that may not have been fully identified yet	Suggested by a TAC member. The requirement that projects must be located within the boundary and that urban renewal funding must be proportionate to the benefit to the URA limit how much infrastructure funding the City can provide through urban renewal, but it is possible to include placeholder budget amounts for future projects that are not yet well-defined.	0	4	2	0
Additional Transportation Projects					
Something to calm/slow traffic on Highway 30	Suggested by a TAC member (not all TAC members supported this idea). This would require a study in collaboration with the Oregon Department of Transportation. Such a study could also identify appropriate pedestrian crossing improvements at key intersections.	0	4	3	0
Converting W. Columbia Ave to a two-way street and modification of the intersection at US 30	Suggested by a TAC member. This would require a traffic study prior - the traffic study is included in the TSP but not the road improvements themselves.	4	0	2	0
Extending the Crown-Zellerbach trail as a shared use path (rather than on street) from Highway 30 to West Lane Road	Suggested by a TAC member. This would require property acquisition and further study of feasibility. The parks plan shows this connection as on-street.	2	2	3	0
Pedestrian walkway over Highway 30	Suggested by a TAC member. This would require further study of feasibility and design.	0	0	4	2
Establishing a quiet zone for rail to make the area near the rail line more attractive for housing development	Suggested by a TAC member. Would require collaboration with the Port.	0	1	1	5

[1] Using urban renewal funds towards this project would require including the right-of-way in the urban renewal area boundary.

Exhibit 5

Cost Estimates for New Projects

- E. Columbia Ave Streetscape Improvements
 - \$2.38 million
- SW/NW 1st Street Improvements
 - \$3.77 million
- West Lane Rd Improvements
 - \$2.40 million
- Others require further study:
 - US 30 intersection improvements
 - W. Columbia Ave 2-way
 - CZ Trail extension

Total = \$8.55 million



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Exhibit 6

Preliminary Finance Plan

Summary of Draft Finance Plan

Years	Hard Commitments	Plan Transp. Projects	Plan Water & Sewer Projects	Other Projects	Total
1 to 5	\$ 1,347,000	\$ 104,000	\$ 1,332,000	\$ 150,000	\$ 2,933,000
6 to 10	\$ 274,000	\$ 600,000	\$ 793,000	\$ 250,000	\$ 1,917,000
11 to 15	\$ 271,000	\$ 1,250,000	\$ 476,000	\$ 250,000	\$ 2,247,000
16 to 20	\$ 277,000	\$ 823,000	\$ 1,750,000	\$ 250,000	\$ 3,100,000
21 to 25	\$ 250,000	\$ -	\$ -	\$ 2,100,000	\$ 2,350,000
26 to 30	\$ 250,000	\$ -	\$ -	\$ 5,362,000	\$ 5,612,000
Total	\$ 2,669,000	\$ 2,777,000	\$ 4,351,000	\$ 8,362,000	\$ 18,159,000

*Hard Commitments: Sewer projects funded through DEQ Loan and annual administrative costs.