



REDMOND URBAN RENEWAL AGENCY
CITY OF REDMOND
 Community Development Department

716 SW Evergreen, Redmond OR 97756
 541-923-7756
 Fax: (541) 548-0706
www.ci.redmond.or.us

DOWNTOWN URBAN RENEWAL ADVISORY COMMITTEE
City Hall Conference Room A, 716 SW Evergreen Avenue
Monday, August 8, 2011
5:00 – 7:00 PM

Agenda

MEETING OBJECTIVES	MEETING OBJECTIVES	
	TIME	ITEM
DURAC MEMBERS	5:00 PM	CALL TO ORDER / INTRODUCTIONS
		DISCUSSION / ACTION ITEMS
	5:05 PM	A. Discussion / Update 1. Priorities for Industrial Development Opportunity Fund
	5:30 PM	B. Action Items 1. Review parameters for Downtown Housing RFP and select DURAC representatives for advisory committee
	6:45 PM	LIAISON COMMENTS
	6:50 PM	CITIZEN COMMENTS
	6:55 PM	STAFF COMMENTS
		CHAIR COMMENTS-
	7:00 PM	ADJOURN

*Please note that these documents are also available on the City's website www.ci.redmond.or.us; click on Departments, Community Development, Planning Division, DURAC (under the Urban Renewal box at the bottom). You may also request a copy at City Hall from Heather Richards 923-7756 or Jackie Abslag 923-7763.

Anyone needing accommodation to participate in the meeting must notify Mike Viegas, ADA Coordinator, at least 48 hours in advance of the meeting at 504-3032, or through the Telecommunications Relay Service (TRS) which enables people who have difficulty hearing or speaking in the telephone to communicate to standard voice telephone users. If anyone needs Telecommunications Device for the Deaf (TDD) or Speech To Speech (STS) assistance, please use one of the following TRS numbers: 1-800-735-2900 (voice or text), 1-877-735-7525 (STS English) or 1-800-735-3896 (STS Spanish). The City of Redmond does not discriminate on the basis of disability status in the admission or access to, or treatment, or employment in, its programs or activities



CITY OF REDMOND
Community Development Department

716 SW Evergreen Avenue
Redmond, OR 97756
(541) 923-7721
Fax: (541) 548-0706
www.ci.redmond.or.us

DATE: August 8, 2011
TO: Downtown Urban Renewal Advisory Committee
THROUGH: Heather Richards, Community Development Director
FROM: Jon Williams, Economic Development Project Manager
SUBJECT: Downtown Housing Strategy

Addresses Council Goals:

7. URBAN RENEWAL

Invest resources to encourage new business investment in designated blighted areas that will grow the job base and strengthen and diversify the tax base in that area.

B. Create a readily identifiable city center core that is vibrant with a mixture of offices, specialty shops, entertainment, housing and other commercial uses.

Report in Brief:

The Redmond Downtown Urban Renewal Plan ("The Plan") recognizes housing as "key to downtown revitalization, as residents help support local merchants, bring new investment, and create an 18-24 hour environment." The Plan authorizes \$7,000,000 for a Housing Development Opportunity Fund which is intended to support private housing development in the Urban Renewal Area.

The Strategy is intended to recommend how best to use urban renewal as well as policy tools and other resources to foster infill and higher density development within the Urban Renewal District. Staff intends to issue a Request for Proposals ("RFP") for preparation of the Downtown Housing Strategy. Firms will be selected by a selection committee including DURAC members utilizing scoring criteria giving primary weight to relevant experience and firm capacity, with secondary consideration given to price. The report below provides additional context and details on the scope of work to be included as part of the RFP.

Staff proposes authorizing between \$50,000 to \$100,000 from this Fund for the preparation of a Downtown Housing Strategy with the exact budget to be negotiated based upon the proposals received. The City will pursue a matching grant for up to \$50,000 from the State Department of Land Conservation and Development. If this grant application is successful, urban renewal funds would be used to cover 50% of the study's cost.

Background:

The Downtown Housing Strategy is intended to provide a strategy for fostering infill and higher density housing within the Redmond's Urban Renewal District. By promoting this type of housing development the City intends to support the following objectives:

- 1) Eliminate blighted conditions including vacant and underutilized parcels, buildings experiencing disinvestment, and deteriorated neighborhoods.

- 2) Provide residents increased options to live in areas where they can conveniently access services with reduced reliance on private automobiles.
- 3) Provide housing products that meet the needs of well represented as well as underrepresented members of the community including single workers, families, and retirees.
- 4) Provide the area's pedestrian oriented retail areas particularly the historic core an enhanced customer base—thereby supporting a more vital and diverse retail core which can better serve and attract residents, employees, and visitors.
- 5) Foster higher density housing in areas of the community where it can be most efficiently served with utilities and infrastructure as well as by existing and future transit service.

The Downtown Housing Strategy is intended to evaluate the volume and types of housing units that will be accepted by the market, the neighborhoods where new projects will succeed and generate the greatest positive economic development impact, the policy changes and investments that will be most effective in encouraging development, and the likely return on investment for any investments in housing. The anticipated specific scope of work follows below:

- 1) Inventory all residential or mixed commercial/residential parcels within the urban renewal district and identify existing housing units, housing product types, exterior physical condition, occupancy status, and potential to accommodate new or additional housing units.
- 2) Define the market potential for new housing construction within the downtown urban renewal district over a 20-year planning horizon in terms of household size and composition, household income, housing product preferences, preferences for rental versus ownership housing, and market rate versus affordable housing product.
- 3) Prioritize geographic areas within the urban renewal district for infill development based on technical feasibility, marketability, and economic development benefits. Examples of economic development benefits could include strengthening existing retail districts, improving workforce access to employment centers, or attracting new or underrepresented demographic groups to the community.
- 4) Identify obstacles to high quality housing development related to both policy and the physical environment. Examples of barriers could include inappropriate zoning, inadequate parks or open space, traffic or accessibility concerns, noise, lack of bicycle and pedestrian routes, or inadequate retail services.
- 5) Provide a baseline analysis of achievable rent and sale prices for new construction for a selected range of housing types. Provide prototypical pro-forma indicating estimated market rent and sale price required to support new construction.
- 6) Develop prioritized list of physical improvements and policy changes necessary to stimulate development of new or rehabilitated infill housing units. These could include but not be limited to zoning changes, new parks, trail and open space investments, traffic calming measures, and financial incentives. Preparation of these recommendations should be completed in close consultation with City staff and the study's technical advisory team.
- 7) Provide forecast of housing development potential for district over a 20-year planning horizon. Forecast should include housing units, product mix, and improvement value, and expected real estate tax revenue. Analysis should at minimum consider redevelopment potential of specific parcels, identified areas for targeted investment, and demographic trends. Analysis should include scenarios assuming 'No Action' as well as a scenario assuming implementation of recommended policy changes and investments.
- 8) Provide estimated analysis of economic impact and return on investments and changes in policy and recommended investments in housing. Impact analysis should consider property tax revenue, economic benefits to adjacent business districts, value of construction jobs, and ability to attract new work force and consumer base to the community.

Discussion

Prior to finalizing the RFP and issuing the RFP, staff requests DURAC guidance on the following items:

- Scope of work
- Other comments or recommendations for context to be included in the Request for Proposals

Fiscal Impact:

Development of the proposed criteria would allow disbursement of not more than \$50,000 as authorized by the 12th Amendment to the Redmond Downtown Urban Renewal Plan.

Alternative Courses of Action:

1. Approve the issuance of a Request for Proposals for the Downtown Housing Strategy as described in the Staff Report;
2. Request more information; or
3. Decline at this time to approve the issuance of a Request for Proposals for the Downtown Housing Strategy.

Recommendation/Suggested Motion:

I move approve the issuance of a Request for Proposals for the Downtown Housing Strategy as described in the Staff Report.