



DOWNTOWN REDMOND URBAN RENEWAL PLAN UPDATE



PREPARED FOR
Redmond Urban Renewal Agency
City of Redmond
Downtown Urban Renewal
Advisory Committee

REVIEW OF EXISTING PLANS

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Contents

Redmond Plan Review Project Memorandum	1
ORS 457	1
Comprehensive Plan Goals and Objectives	1
1995 Downtown Urban Renewal Plan and Amendments	2
1995 Downtown Urban Renewal Report and Amendments	3
2000 Downtown Action Plan	5
2006 Downtown Action Plan Update	6
2006 Development Opportunity Studies	7
2006 Parking Management Plan.....	8
2006 Downtown Market Analysis and Business Development Plan	9
Findings from City Survey of Downtown Property Owners.....	10
2008 Redmond Transportation System Plan and Other Infrastructure Plans	11

Redmond Plan Review Project Memorandum

ORS 457

Oregon Revised Statutes (ORS) 457 sets the procedural requirements and contents required of an urban renewal plan. It identifies conditions of blight that must be present in order for an urban renewal area to be established and authorizes the use of tax increment financing (urban renewal) to fund projects and activities as identified in an urban renewal plan.

Comprehensive Plan Goals and Objectives

The Comprehensive Plan guides all subsequent planning and development within Redmond. Of particular relevance to the Downtown Urban Renewal District (DTURD) are economic development and housing goals and objectives for the Central Business District (CBD) and the broader Downtown area.

Chapter 9 Economic Development – Central Business District

- Implement the 2006 Downtown Plan.
- Maintain alleyways for pedestrian walkways and commercial deliveries.
- Develop and/or expand parks.
- Minimize conflict between parking and traffic on 5th and 6th Streets.
- Improve bike/pedestrian access and connections.
- Develop bike storage.
- Encourage sidewalk and street activity to stimulate pedestrian traffic.
- Preserve historical buildings.
- Commercial development goals, guidelines and principles:
 - Separation of pedestrian and through motor vehicle traffic.
 - Grouping of retail opportunities conducive to pedestrian shopping movement.
 - Convenient, identifiable and accessible parking.
 - Major highway traffic should be routed around the CBD but provide convenient access to commercial areas and their parking facilities.
 - Incorporate inter-parcel connectivity between adjacent commercial developments. Encourage wherever possible shared/joint access to adjacent commercial development from adjacent public streets.
 - Bypass industrial and truck traffic around commercial areas, particularly the CBD.
 - Improve CBD shopping environment through investment in public amenities such as pedestrian furnishings, public gathering spaces, lighting and signage.
- Housing in Downtown and Neighborhood Commercial Areas:
 - The City shall encourage and provide incentives for attracting housing in the downtown core area that is consistent with the requirements, goals and objectives of the Downtown Urban Renewal District and Downtown Design Plan.
 - Housing shall be permitted over ground floor commercial uses in the Downtown, Neighborhood Commercial and in Mixed Use Centers.
 - Housing of medium to high density should be encouraged and promoted close to and within the Central Business District and Neighborhood Commercial Centers.

1995 Downtown Urban Renewal Plan and Amendments

This plan discusses the parameters of urban renewal and outlines projects to be undertaken under the DTURD plan. Many of the projects have been completed at this point and the focus of the plan has shifted more towards implementation of catalyst redevelopment opportunities, especially within the downtown core.

Renewal Project Objectives

- Maintain the vitality of Redmond's downtown core
- Provide sufficient parking to meet downtown needs
- Make productive use of downtown land
- Create opportunities for new development within the Renewal Area
- Relieve traffic problems and improve pedestrian safety
- Provide new public amenities and open spaces in the downtown
- Implement goals and objectives of Redmond's Comprehensive Plan

Urban Renewal Projects

Project	Completed	Somewhat completed	Future
Downtown Truck Traffic	✓		
Public Parking			✓
Traffic Signalization	✓		
Downtown Design Plan	✓		
Downtown and Streetscape Improvements		✓	
Public Open Space or Plaza	✓		
Obsidian-Sisters Connector		✓	
Downtown Property Improvement Assistance	✓		
Bicycle Circulation Improvement in the Downtown Core	✓		
Street Lighting Improvements in Downtown Core	✓		
Undergrounding of Utilities	✓		
Property Acquisition			✓

Redevelopment Opportunities

- There is a high percentage of vacant or underdeveloped land in the area. Reposition property for redevelopment or stimulate strategic sites.
- Includes a list of properties to be acquired
- Maximum Indebtedness
- The maximum amount of indebtedness that may be issued or incurred under this Urban Renewal Plan is \$27,136,719

1995 Downtown Urban Renewal Report and Amendments

The 1995 Report on the Downtown Urban Renewal Plan describes physical, social and economic conditions in the Urban Renewal Area at the time of adoption, including conditions of blight as defined in ORS 457. Additionally, the Report provides a financial assessment, which identifies projected tax increment revenues over the life of the urban renewal plan and estimates the total cost of urban renewal projects identified in the Plan.

- The Urban Renewal Area consists of 716 parcels collectively measuring 585 acres, although only 419 acres were within City limits at the time of adoption. The distribution of total acreage by land use is summarized below:
 - Residential: 111 acres (19 percent of total acreage)
 - Commercial: 65 acres (11 percent of total acreage)
 - Industrial: 29 acres (5 percent of total acreage)
 - Institutional/Other: 60 acres (10 percent of total acreage)
 - Vacant/Underdeveloped: 178 acres (30 percent of total acreage)
 - Mixed Use: 1 acre (1 percent of total acreage)
 - Right of Way/RR/Canal: 141 acres (24 percent of total acreage)
- **Building Occupancy and Conditions:** The survey showed that 51 buildings within the Renewal Area are in need of major repairs or are in seriously sub-standard condition, 41 of which were residential buildings. The commercial buildings in poor condition were mostly located in the downtown core, and suffer primarily from aesthetic obsolescence.
- **Traffic and Circulation:** Peak hour congestion was particularly acute on the Highway 97 couplet through town due to lack of turn lanes and parking on both sides of the highway. Traffic volumes were expected to increase. Highway 126 also had high traffic, congestion, noise and an unsafe and uninviting pedestrian environment. By 2015 the existing street system would be unable to accommodate future traffic.
- **Streets and Sidewalks:** 10 percent of the lineal footage of streets in the Renewal Area was unpaved.
- **Public Parking:** Abundant supply of off-street parking in downtown Redmond, but lacked an adequate supply of publicly sponsored off-street parking. Only 125 of the 650 spaces were for general public use.
- **Parks and Open Space:** No public space, open space or public recreation area within the Renewal Area or in downtown.
- **Water and Sewer:** Adequate for future needs.
- **Comprehensive Plan Objectives:** Addresses numerous conditions, deficiencies and issues addressed in this Renewal Plan. Goals and recommendations include:
 - Maintaining the downtown area as a major shopping area;
 - Enhance entries into commercial areas;
 - Provide additional off-street parking;
 - Improve pedestrian and vehicular circulation;
 - Provide public open space;
 - Enhance the visual appeal of buildings; and
 - Provide public facilities and infrastructure.
- **Financial Assessment:**
 - The total assessed value for the City of Redmond for the 1994-95 tax year was \$408,353,361, with the Renewal Area calculated at \$65,814,245 in real property.
 - Low I:L Value in Renewal Area of 1.4 to 1. (Healthy would be 4:1 or 5:1.)
 - Development expected to add \$84.4 million in new property values.
 - Total costs for project activities, estimated at \$13 million, with \$10 million coming from the Urban Renewal budget.
 - Total costs for project activities, exclusive of debt service, are estimated at \$10,330,000 (Maximum Indebtedness.)
 - Estimated to produce \$13,075,243 in tax increment receipts between 1995-96 and 2008-09.

First Amendment – 1998

- The 1995 costs were increased 7 percent to account for inflation of construction costs.
- New Total Project Costs: \$27,136,719 (Maximum Indebtedness).

- Estimated Year of debt retirement – 2015.

2000 Downtown Action Plan

This plan proposed a set of projects to be undertaken within the downtown area. Many of these projects have been completed to date.

Proposed Improvements

- Strengthen the 6th Street commercial core
- Encourage pedestrian oriented commercial and office development to the west of 6th Street
- Improve the alley between 6th & 7th from Deschutes to Evergreen
- Provide pleasant street linkages to the Fred Meyer shopping center, Dry Canyon Park and along US 97
- Provide a consistent sidewalk system in the downtown core
- Create a public plaza for civic gatherings & celebrations
- Provide adequate, well identified customer and visitor parking

Recent or Current Activities and Plans

- Fred Meyer Center
- Southern Portion of the Old Fairgrounds Site
- Alternative Through Route
- Becky Johnson Center
- Old City Hall
- Redmond Public Library Site

Significant Issues

- Trucks
- Parking
- Sidewalk conditions and maintenance
- Alleys
- Connecting Downtown and Fred Meyer Shopping Center
- Common Business Hours
- Design Guidelines
- Historic District

Community Vision, Goals and Objectives

- Enhance the downtown pedestrian experience
- Develop Way-finding
- Improve off-street parking
- Encourage alternative transportation
- Encourage private development activities
- Encourage private improvements adjacent to public improvements

- Create design overlay in downtown

2006 Downtown Action Plan Update

This plan follows up on the list of projects for downtown, expanding the list of action items to include business assistance and the development of strategic planning and management tools.

Recommended Next Steps by Category and Responsibility

- Strategic Internal Projects – Urban Renewal
 - Adopt Decision Making Criteria for Urban Renewal.
 - Adjust the Allocation Plan for the Balance of Urban Renewal Funds for the Downtown District.
 - Adopt Property Acquisition Policies for Redevelopment.
 - Create a staff position focused solely on managing Redmond's Urban Renewal Districts.
- Planning Projects and Code Updates – City
 - Adopt Newly Developed Architectural Design Standards and 2-Track Review Process.
 - Update Development Standards for Downtown.
 - Conduct a Downtown Transportation Study.
 - Create a Downtown Land Use Plan.
- Parking – City
 - Conduct a detailed parking analysis to specifically determine existing and potential parking generators.
 - Review enforcement activities to assure that existing time zones are honored and system utilization/turnover is operating as intended.
 - Evaluate existing codes regarding parking requirements for use and proximity.
 - Negotiate shared use agreements with owners of private surface parking lots to provide a dedicated and available supply of parking.
 - Re-stripe existing public on-street parking to mark individual stalls in all parking zones.
 - Develop uniform design standards for surface lots in all parking management zones.
 - Develop a Residential Parking Zone Process.
 - Implement a marketing and communication program.
 - Develop a signage package of uniform design, logo and color for placement in publicly available off-street parking locations.
 - Develop and place way-finding signage in the right of way at locations along the couplet to direct longer-term stay visitors to off-street locations.
 - Assign or create a position of "Parking Coordinator" for the City of Redmond.
 - Routinely conduct parking inventory analyses in the downtown.
 - Identify and lease/acquire strategically located land parcels for use as future public off-street parking.
 - Develop a structured parking facility in Zone 1.
- Redevelopment Tool Kit – Urban Renewal
 - Create and Market Redevelopment Tools and Incentives.
- Capital Improvement Projects – City and Urban Renewal
 - Many of the public improvements outlined in the 2000 plan have been implemented. While Capital Improvement Projects will continue to be important, funding will also be set aside to include property acquisition and bolster the Redevelopment Tool Kit.
- Business Development & Recruitment – Redmond Downtown Partnership
 - Product Readiness

- Form a Property Improvement Team.
- Inventory and assess vacant properties.
- Inventory and assess all other key properties.
- Contact key property owners.
- Prepare game plan for priority properties.
- Prepare property fact sheets.
- Develop downloadable data.
- Identify property improvement incentives.
- Organize property improvement recognition program.

- Customer Attraction and Expansion
 - Create a Brand Identity.
 - Create marketing collateral materials.
 - Develop and participate in collaborative marketing initiatives.
 - Develop a Downtown Redmond website.
 - Produce regular downtown promotions.
 - Develop a 'Shop Local' Campaign.
 - Target new residents.
 - Expand store hours.

- Business Retention and Expansion
 - Establish a Business Development Team.
 - Promote the opportunities.
 - Organize a formal business assistance / advisory program.
 - Assist existing businesses.
 - Respond to issues identified in Business Owner Survey.
 - Provide relocation assistance and start-up encouragement.
 - Institute a Business Recognition Program.
 - Create a business-to-business marketing program.

- Business Attraction
 - Focus on filling downtown vacancies.
 - Create a referral network.
 - Cluster retail in the core downtown area.
 - Create a business ombudsman position.
 - Develop business recruitment campaign.
 - Actively manage the business development process.
 - Develop downloadable data.
 - Create a comprehensive database.

- Partnering and communications – City, Urban Renewal, and Redmond Downtown Partnership
 - Create a Project Management Team for downtown.
 - Finalize marketing and communications pieces.
 - Create and distribute marketing piece for Redevelopment Tool Kit.
 - Create a developers database.

2006 Development Opportunity Studies

This study proposed four site-specific development programs that could serve as prototypical redevelopment projects. An accompanying pro forma outlined the costs to develop each site. These projects were generally not considered to be viable under the 2006 market conditions if built speculatively, although they may have been considered more viable if developed by an end-user.

- Site A: Movie Theater and Retail

- Lumber yards bounded by Evergreen, 5th, Cascade and 3rd
- Site B: Apartment and Retail
 - Storefronts and parking lots along 6th, south of US Bank between Cascade and Deschutes
- Site C: Office and Retail
 - Parking lot located on the SE corner of Forest and 7th
- Site D: Condominiums and Retail
 - Farmers Market parking lot located on the NW corner of Forest and 5th

2006 Parking Management Plan

The purpose of this plan was to evaluate current parking levels, and to gain maximum efficiency from available parking, with the recognition that, “parking is a management tool that supports specific economic uses and goals.” The analysis concluded that parking was under utilized in the downtown, and there was a parking management issue that could be addressed by developing parking policies and future strategies.

Parking Zones

- Zone 1: Core Area of High Demand.
- Zone 2: Emerging Core Zone.
- Zone 3: Commercial Transition Zone.
- The study identified a total of 1,000 on-street parking spaces in the Study Area with 307 in Zone 1 and the remaining in Zone 2 and 3.
- Redmond, with parking utilization in the 30 to 50 percent range, is well below the maximum 85 percent parking utilization benchmark.

Policies for Downtown Parking

- Make the downtown accessible to all users.
- Provide sufficient patron parking.
- Provide adequate employee parking.
- Preserve and expand on-street parking.
- Develop clear and attractive information systems.
- Improve pedestrian access between and within the three downtown parking zones.
- Promote strategic development of off-street facilities.
- Provide public parking that is safe, secure, well-lit, attractive, and consistently identified.
- Recognize that residential uses will continue to be an important part of the downtown area, particularly in the Emerging Core Zone, and that it may be appropriate to protect on-street parking for these residential uses.

Near-term Implementation (0-2 years)

- Review enforcement activities to assure that existing time zones are honored and system utilization/turnover is operating as intended.
- Evaluate existing codes regarding parking requirements for use and proximity.

- Negotiate shared use agreements with owners of private surface parking lots to provide a dedicated and available supply of parking per desired use(s).
- Re-stripe existing public on-street parking to mark individual spaces in all parking zones.
- Develop uniform design standards for surface parking lot development for all parking management zones.
- Develop a Residential Parking Zone Process.
- Implement a marketing and communications program.
- Develop a signage package of uniform design, logo and color for placement in publicly available off-street locations.
- Develop and place way-finding signage in the right of way at locations along the couplet to direct longer-term stay visitors to off-street locations.

Mid-term Implementation (2-5 years)

- Assign or create a position of “Parking Coordinator” for the City of Redmond.
- Routinely conduct parking inventory analyses in the downtown.
- Replace on-street parking signs, particularly in Zone 1, with signs that clarify parking times and restrictions, and which are a uniform and standard height.

Long-term Implementation (5-10 years)

- Identify and lease/acquire strategically located parcels for use as future public off-street parking.

No Specific Implementation Period

- Develop a structured parking facility in Zone 1.

2006 Downtown Market Analysis and Business Development Plan

Prepared as part of the Downtown Action Plan Update, this plan provides an assessment of retail conditions and recommends business development and marketing strategies to strengthen the downtown retail base and ensure long-term success.

- Market Area: Sisters, Prineville, Madras, to Tumalo (toward Bend); 25 miles east, 30 miles north
- Market needs:
 - More food and entertainment
 - Music store
 - Consider national retailers as anchors
 - Athletic/recreation apparel and accessories
 - Accommodate both middle and high income targets
- Downtown’s unique Market Position
 - Encourage ‘rural western’ theme—authentic and down home—‘Rope ‘em in!’
 - More unique development and unique businesses such as Dawson Station – craftsman style
 - More upscale one of a kind boutiques
 - Offer things you can’t find in other places
 - Specialty

- Arts and entertainment
- Locally owned and operated, not 'anywhere USA'
- Serve variety of income levels
- Authentic western town/cowboy town—western wear, home furnishings
- Western-oriented artisans and crafts people
- Must focus on aesthetics

- Redevelopment Strategy
 - Brand Yourself.
 - Looks Count.
 - Housing Link.
 - Cluster and Focus.
 - Walkable Core Area.
 - Strive to be Different.
 - Know What You Have to Offer.
 - Get the Word Out.

- Potential Market Position:

“Downtown Redmond is a historic mixed-use business district with one-of-a-kind specialty shopping, entertainment, restaurants and housing options serving area residents and visitors.”

- Potential Tagline:

“Homespun businesses with authentic western hospitality.”

Findings from City Survey of Downtown Property Owners

Property owners cited a number of important issues, many of which have been a focus of other plans, including:

- Public parking
- Alleyway improvements
- Street Furniture
- Filling vacancies
- Housing
- 24 Hour town amenities
- Encouraging an activity generator
- Assistance with marketing
- Event hosting
- District enforcement
- Incentives for improving buildings
- Business support
- Downtown shuttle
- Pursue HUD funds
- Public art

- Wi-Fi District
- Housing program
- Redmond hotel
- Professional office district

2008 Redmond Transportation System Plan and Other Infrastructure Plans

Key findings from the Redmond Transportation System Plan and other infrastructure plans, including planned projects located within the Downtown Urban Renewal District, are summarized in the infrastructure financing analysis that follows.