



REDMOND URBAN RENEWAL AGENCY
CITY OF REDMOND
 Community Development Department

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DOWNTOWN URBAN RENEWAL ADVISORY COMMITTEE
City Hall Conference Room A, 716 SW Evergreen Avenue
Monday, October 13, 2014
5:00 – 7:00 PM
Agenda

DURAC MEMBERS	MEETING OBJECTIVES	TIME	ITEM
			<ul style="list-style-type: none"> DURAC Work Plan
Brad Smith, Chair	PROPOSED AGENDA	5:00 PM	CALL TO ORDER / INTRODUCTIONS
Donald Crouch, Vice-Chair		5:05 PM	A. Swearing In - David Purkey
Sam Blackwell		5:15 PM	B. DURAC WORK PLAN (<i>Exhibit 1</i>)
Edwin Danielson		6:15 PM	C. PROJECT UPDATES: 1. Historic Redmond Hotel Project 2. Mid-Town Strategic Planning Project
Anne Graham		6:35 PM	D. APPROVAL OF MINUTES: 1. August 11, 2014 (<i>Exhibit 2</i>) 2. September 8, 2014 (<i>Exhibit 3</i>)
Paul Hansen		6:40 PM	LIAISON COMMENTS
Tom Kemper		6:45 PM	CITIZEN COMMENTS
Denys Middleton		6:50 PM	STAFF COMMENTS
Trish Pinkerton		6:55 PM	DURAC COMMENTS
David Purkey Youth Ex-Officio		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, and 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 ADA Coordinator, at least 48 hours in advance of the meeting at 541-923-7735, 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



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STAFF REPORT

DATE: October 13, 2014
TO: Redmond Downtown Urban Renewal Advisory Board Members (DURAC)
THROUGH: Keith Witcosky, City Manager
THROUGH: Heather Richards, Community Development Director
FROM: Gabriel Martin, Project Coordinator
SUBJECT: Work Plan Fiscal Year 2014-2015

Background:

The purpose of the DURAC Work Plan for 2014-2015 is to provide a detailed and concise strategy that will allow board members to achieve the goals and outcomes of the Downtown Redmond Urban Renewal Development Plan for this fiscal year.

Discussion:

The work plan has been designed in a project-specific format that illustrates all the projects and programs in the Downtown Redmond Urban Renewal Development Plan. The work plan includes the current status of the project, the proposed focus for FY 14/15 and any marketing needs for the project.

The projects and programs have been ranked based on component needs for immediate action in this fiscal year and potential impact to the Downtown Urban Renewal District.

Gabriel Martin
Economic Development/Urban Renewal Project Coordinator



Project:	Time Frame:	UR Project Cost:	Status	Priority:	2014/15 Focus:	2014/15 Marketing Needs:
Redevelopment Opportunity Fund	2012-2028	\$17,050,000	Program, policies and underwriting documents in place.	High	<ol style="list-style-type: none"> 1. Identify opportunity sites for land control and RFP. 2. Develop new Jumpstart Proposal II 3. Develop Mid-Town Development Plan 4. Continue to work on catalytic projects, such as Redmond Historic Hotel, Family Entertainment Center, Family Recreation Center 	Identify targeted marketing strategy. Promote Downtown Jumpstart Program.
Housing Development Opportunity Fund	2014-2031	\$7,000,000	City Center Housing Study completed and adopted. Need to develop programs and market to generate projects.	High	<ol style="list-style-type: none"> 1. Develop and implement programs. 2. Develop marketing strategy. 3. Identify opportunity sites. 	Targeted marketing to housing developers.
Circulation Study	2011-2012	\$135,000	Comprehensive and coordinated study that will explore access across Hwy 97, conversion of 5 th & 6 th Street to two-way, bicycle & pedestrian improvements, etc.	High	Launch with City Transportation System Plan (TSP) update; developing RFQ in January; and securing consultant in February, 2015.	Develop community engagement strategy
Business/Medical District Development	2014-2020	\$6,000,000	Plan completed. First public improvement project in design.	High	<ol style="list-style-type: none"> 1. Larch Avenue/4th Street Improvement Project; 2. EID 3. Homestead Canal Trail 	Market district for development opportunities
Public Open Space	2019-2025	\$3,500,000	Expand existing parks/acquire and develop new parks in park-deficient areas	High	<ol style="list-style-type: none"> 1. Centennial Park Expansion, Land Control. 2. Location Opportunities for Eastside Park and Medical District Park. 	DURAC support
Public Parking	2025-2031	\$610,000 – Surface \$10,000,000 - Structure	150 New Surface Spaces. Assist with the funding of a parking structure project. Utilization and need study completed in 2012	High	<ol style="list-style-type: none"> 1. Possible Locations 2. Sub-Committee – Site Control/Land Acquisition Recommendations 	N/A



Projects:	Time Frame:	UR Project Cost:	Status	Priority:	2014/15 Focus:	2014/15 Marketing Needs:
Utility Undergrounding	2014-2031	\$1,000,000	Alley between 6 th and 7 th , Deschutes and Evergreen Completed	High	1. Obtain cost estimate for block between 6 th and 7 th , Evergreen and Forest Avenues.	N/A
Business Development Services	2011-2014	\$150,000	Funding support in business development and marketing to complement the capital investment in building and infrastructure	High	1. Explore Main Street Program. 2. Market Analysis Study for Downtown	Promote efforts.
Alternative Mobility Project	2011-2031	\$2,500,000	To increase pedestrian and bicycle connectively and access	Medium	1. Develop sidewalk improvement program. 2. Identify bike infrastructure needs. 3. Work with BPAC	Market Programs.
Restaurant Capital Improvement Program	2011-2014	\$150,000	Program, policies and underwriting documents established.	Medium	Review and evaluate program for lack of interest.	Develop a flyer or brochure to market program
Property Assistance Program	2011–2031	\$3,350,000	Underway. Successful. Property owners are submitting applications	Medium	Review guidelines and requirements to improve program effectiveness	Develop a brochure to market program. Illustrate success.
Industrial Opportunity Fund	2011-2031	\$2,000,000	Program, policies and underwriting paperwork completed.	Medium	1. Inventory industrial sites. 2. Advertise program.	Develop marketing materials
Way finding Signage	2011-2012	\$25,000	New signage program that will direct tourist to key amenities in the district. Design done.	Low	Review design plans, map locations for individual signage.	Market successful completion to maintain momentum.
Hwy 97 Re-route Beautification	2012-2013	\$500,000	US 97 Beautification Plan completed. First project completed at Evergreen exit.	Low	City Staff will prepare Bid Documents for second project, S US 97 Flag Monument for Fall 2014; Estimated Construction Date is Spring 2016	Market projects after successful installation to generate momentum and interest.



Projects:	Time Frame:	UR Project Cost:	Status	Priority:	2014/15 Focus:	2014/15 Marketing Needs:
Evergreen Streetscape Improvements	2014-2015	\$90,000	Develop a relatively low-cost capital improvement continuation of the downtown streetscape program	Low	Work with PW on timing.	Project completion will provide marketing efforts
Circulation Improvement	2012-2023	\$5,500,000	Create a fund to implement the future capital projects identified in Circulation Study	Low	Pending the results of the completion of the Circulation Study in 2015	Promote marketing strategy developed by study
City Hall	2011-2016	\$1,500,000	UR funds for site deficiencies. City General Bond will fund the rehabilitation project. City is moving forward with the project.	N/A	This has transitioned to a City focus project. DURAC and URB will need to review and evaluate site improvements.	DURAC Member on Stakeholder Advisory Committee
Business Park Master Plan	2013-2014	\$150,000	Create master plan to attract new jobs to the area and support growth and expansion of medical district	N/A	Project Completed – September 2012	N/A



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DOWNTOWN URBAN RENEWAL ADVISORY COMMITTEE

Minutes

Monday, August 11, 2014

City Hall Conference Room A, 716 SW Evergreen Avenue, Redmond, Oregon

Advisory Members Present: Chair Brad Smith, Vice-Chair Donald Crouch, Sam Blackwell, Edwin Danielson, Anne Graham, Paul Hansen, Trish Pinkerton (absent: *Denys Middleton, Tom Kemper*)

Student Ex Officio Member: David Purkey

City Staff: Gabriel Martin, *Economic Development/Urban Renewal Project Coordinator*; Cameron Prow, TYPE-*Write II*

Visitors: Leslie Pugmire Hole, *Western Communications*; Erma Hansen

(scribe CP's note: The minutes were created from an audio recording and notes taken at the meeting. The three digits after a motion title show the number of members voting in favor/against/abstaining.)

CALL TO ORDER – INTRODUCTIONS

Chair Smith called the meeting to order at 5:02 p.m. with seven of nine members present, establishing a quorum.

A. STAFF REPORT

1. Motion to Amend Urban Renewal Program Guidelines: Mr. Martin said a question had been raised about what happens if a property owner who participated in the façade improvement program sells its property during the five-year deed restriction and pays back the City's investment. He discussed this issue with Community Development Director Heather Richards. Staff feel that the property should be allowed to participate in further façade improvements as long as the ones made by the prior owner are not removed.

DURAC concerns included deed restrictions, protecting prior façade improvements, length of time existing façade improvements must be kept, what happens if the property owner has more than one storefront, ease of administration by the City, barrier (impact) to success of new business tenants, negative impact of vacant properties, and positive impacts of a policy that encourages more façade improvements.

Motion 1 (7/0/0): Ms. Graham moved to approve staff modifications to the urban renewal program guidelines to allow property owners to apply for urban renewal programs for properties that have already participated in the programs if the previous program's investments has been paid back in full to the Agency. Mr. Crouch seconded the motion which passed unanimously.

B. MID-TOWN ADVISORY COMMITTEE

Mr. Martin explained the need for a subcommittee and summarized the duties (focus groups, generating survey questions, feedback, guidance).

Mr. Hansen, Mr. Smith, and Mr. Purkey volunteered to serve on the Mid-Town Advisory Committee.

C. DURAC WORK PLAN

1. Goals and Strategies

Mr. Martin reviewed the five Goals listed on the draft work plan – promote economic development, eliminate conditions of blight, stimulate private investment, support housing development, foster partnerships – and associated Strategies and Actions. He provided updates on Infrastructure Improvements (wayfinding and parking signs), Catalyst Projects (Historic Redmond Hotel, City Hall), and the Mid-Town Master Plan.

DURAC discussion covered the work plan structure, review process, status of catalyst projects (Family Recreation Center, Evergreen Elementary renovation, Family Recreation Center), adding the “trail of crumbs” concept to the Alleyway Improvements Strategy, adding “Increase housing” and “Centennial Park expansion” to the Catalyst Projects list, adding a catalyst project for the Professional Business Medical District, competing development concepts (area-by-area vs. cohesive community), and referencing Goal 2 more specifically in the Strategies and Actions.

Chair Smith recommended that DURAC review the draft work plan in preparation for a fuller discussion and decision at the next meeting.

Mr. Hansen volunteered to attend the Main Street conference with Mr. Martin and Ms. Richards.

Mr. Martin said he would research the status of the proposed Centennial Park expansion (potential purchase of the lot west of the current Centennial Park).

D. PROJECT UPDATES

1. Historic Redmond Hotel Project

Mr. Martin reported that everything is going well at this point. The prospective new owner is committed to this project and has been communicating with the City weekly. The City submitted Letters of Intent to him and he is moving through the loan approval process. Mr. Martin said that Columbia Bank is very excited about this project.

Ms. Graham said sale of this property is expected to close on September 15, 2014.

E. APPROVAL OF MINUTES

Motion 2 (7/0/0): Mr. Crouch moved to approve the minutes from July 21, 2014. Ms. Pinkerton seconded the motion which passed unanimously.

LIAISON COMMENTS (None)

CITIZEN COMMENTS (None)

STAFF COMMENTS (None)

DURAC COMMENTS (None)

ADJOURN

The next meeting is scheduled for September 8, October 13, November 10, December 8, 2014.

With no further business, Chair Smith/Vice-Chair Crouch adjourned the meeting at 6:25 p.m.

APPROVED by the Downtown Urban Renewal Advisory Committee and SIGNED by me this _____ day of _____, 2014.

ATTEST:

Brad Smith, Chair

Heather Richards, Community Development Director



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DOWNTOWN URBAN RENEWAL ADVISORY COMMITTEE

Minutes

Monday, September 8, 2014

City Hall Conference Room A, 716 SW Evergreen Avenue, Redmond, Oregon

Advisory Members Present: Chair Brad Smith, Vice-Chair Donald Crouch, Sam Blackwell, Edwin Danielson, Paul Hansen, Denys Middleton, Trish Pinkerton (absent: *Anne Graham, Tom Kemper*)

Student Ex Officio: David Purkey

City Staff: Heather Richards, *Community Development Director*; Gabriel Martin, *Economic Development/Urban Renewal Project Coordinator*; Cameron Prow, TYPE-*Write II*

Visitors: Erma Hansen, Teresa Middleton

(scribe CP's note: The minutes were created from an audio recording and notes taken at the meeting. The three digits after a motion title show the number of members voting in favor/against/abstaining.)

CALL TO ORDER – INTRODUCTIONS

Chair Smith called the meeting to order at 5:11 p.m. with seven of nine members present, establishing a quorum.

A. DURAC WORK PLAN

1. Strategies/Actions

Ms. Richards presented a draft Work Plan for 2014-2015, a worksheet from Chair Smith, and e-mailed comments from Ms. Graham.

Commissioner discussion covered geographic boundaries, people density as a core issue, DURAC's responsibility to review all projects funded by urban renewal dollars, differing area needs (downtown, midtown, medical district), obligation to support existing local businesses, potential expansion of Centennial Park, City's property acquisition policy, potential projects, incentives for entertainment center, impact of senior citizen activities, lack of a comprehensive City marketing strategy, and work plan structure (project focus vs. area focus – organized by concept, status, priorities, and timelines for completion).

Mr. Martin summarized his prior marketing experience in California and how his background might be useful in smaller communities such as Redmond.

Ms. Graham, Mr. Blackwell, and Mr. Middleton volunteered to serve on a subcommittee to explore potential purchase of the Opportunity Foundation property west of Centennial Park.

Ms. Richards reminded members that the purpose of the work plan is to help DURAC move forward, year by year, with implementing the 13 projects in the adopted urban renewal plan and vision. Marketing is not typically part of the urban renewal discussion, but might be a tool to get other projects done. Urban renewal and downtown revitalization were key topics of discussion at a conference she attended last week. Communities at the end of their

urban renewal plans discussed urban renewal's role in putting the bones and structure in place to generate interest from the private side. She stated that urban renewal funds are used for capital improvements, public improvements, and public/private development projects. DURAC's current interest in business recruitment and related activities cannot be funded by urban renewal dollars, but might be achieved by using promotional funds in the City to partner with Redmond Chamber of Commerce and Redmond Economic Development, Inc.

B. MEDICAL DISTRICT TRAIL DISCUSSION

Ms. Richards presented a business strategy map of the Professional Business Medical District. Housing Works is planning to partition a parcel it owns in this district. Tom Kemper of Housing Works has proposed selling the part not used for multi-family development to the City at fair-market value and is interested in potential buy-down of system development charges (SDCs). City concerns about a future trail through this district include funding (from existing bond), feasibility (working with property owners: Housing Works, Cenega, and Jehovah's Witnesses), if the City wants a park in this district, planning model (area-by-area vs. cohesive community), and timing. Should the City continue its dialogue with Housing Works?

Mr. Martin said costs for land in this district range from \$1.14 to \$9 per square foot, depending on the use (retail, industrial, residential).

Following discussion of incentives to encourage residential development in midtown (SDC buy-down), City's right of first opportunity, and costs, DURAC members agreed by consensus that the City should move forward in its discussion with Housing Works.

C. JUMPSTART PROGRAM

Ms. Richards asked if DURAC wanted to do a second project following the midtown area planning process. The City can issue an RFP (Request for Proposals for the Professional Business Medical District and Midtown at same time.

DURAC discussion included doing one project per district, economic feasibility of doing more than one project at a time, site control impacts, and potential waiver of SDCs to encourage projects that meet urban renewal goals.

Mr. Blackwell, Mr. Hansen, and Chair Smith volunteered to serve on a Jumpstart Site Control Subcommittee. Ms. Richards added Mr. Kemper's name to this committee.

D. PROJECT UPDATES

1. Family Recreation Center Feasibility Study

Ms. Richards said several of DURAC's concerns have been addressed and will be reported at the next meeting. She recontacted Ken Ballard regarding research of other communities, but decided for budgetary reasons to use in-house staff.

Mr. Martin said he would present the results of his community research in a memo for discussion at the next meeting.

DURAC discussion covered co-location options (downtown, Evergreen Elementary, St. Charles, Cascade Swim Center), researching other communities with similar demographics (Newport, Oregon; Durango, Colorado), impact of Eagle Crest amenities, and lack of City support for subsidizing recreational amenities.

2. Historic Redmond Hotel Project

Ms. Richards reported that the prospective new owner (Mark Bates) has engaged Eric Sten

to help him move this project forward. She is expecting to hear shortly about the outcome of their dialogue with banks.

3. Mid-Town Planning Project

Ms. Richards said Clark Henry has presented an aggressive scope of work for setting up a citizens advisory committee (CAC) by mid-October. She outlined the overall strategy and timeline. The project will be a comprehensive community effort including public forums, consultants (target market, types of products), landowners, and others. The City will send a letter to landowners, inviting their participation on the CAC. The City has a map of properties which have been identified as potential brownfield sites, but this information is not yet public. The City will hold a public open house on September 24, 2014, 6-8 p.m. Owners of potential brownfield sites will be invited to attend to learn about programs to identify and clean up brownfields.

LIAISON COMMENTS (None)

CITIZEN COMMENTS (None)

STAFF COMMENTS (None)

DURAC COMMENTS

Commissioner Danielson asked about the significance of recent homebuilding activity. Ms. Richards said new housing starts in 2014 are more than the City had for the last four years combined, but are still below what they were.

Commissioner Blackwell recommended that the Centennial Park Subcommittee and Jumpstart Site Control Subcommittee meet within the next two weeks.

ADJOURN

The next meeting is scheduled for October 13, 2014.

With no further business, Chair Smith adjourned the meeting at 6:59 p.m.

APPROVED by the Downtown Urban Renewal Advisory Committee and SIGNED by me this _____ day of _____, 2014.

ATTEST:

Brad Smith, Chair

Heather Richards, Community Development Director