



IMPROVING OUR COMMUNITY

## COLUMBIA GATEWAY URBAN RENEWAL AGENCY

### CITY OF THE DALLES

## MINUTES

### COLUMBIA GATEWAY URBAN RENEWAL AGENCY BOARD

Meeting Conducted in a Room in Compliance with ADA Standards

**Tuesday, June 18, 2019**

**5:30 p.m.**

#### CALL TO ORDER

Chair Grossman called the meeting to order at 5:30 p.m.

#### ROLL CALL

Present: Bob Delaney, Staci Coburn, John Fredrick, Gary Grossman, Darcy Long-Curtiss and Linda Miller

Absent: Scott Baker, Steve Kramer and Tim McGlothlin

Staff Present: Urban Renewal Manager Steve Harris, City Attorney Gene Parker, Senior Planner Dawn Marie Hert

#### PLEDGE OF ALLEGIANCE

Chair Grossman led the Pledge of Allegiance.

#### APPROVAL OF AGENDA

Chair Grossman stated there was opportunity to enter into Executive Session if approved by the Board.

It was moved by Board Member Coburn and seconded by Board Member Fredrick to approve the agenda as amended. The motion passed 6/0; Coburn, Delaney, Fredrick, Grossman, Long-Curtiss, and Miller in favor, none opposed, Baker, Kramer and McGlothlin absent.

#### APPROVAL OF MINUTES

It was moved by Board Member Fredrick and seconded by Board Member Coburn to approve the minutes of May 21, 2019 as submitted. The motion passed 5/0; Coburn, Fredrick, Grossman, Long-Curtiss, and Miller in favor, none opposed, Delaney abstained, Baker, Kramer and McGlothlin absent.

#### PUBLIC COMMENT

There were no comments.

## **ACTION ITEMS**

### **A. Downtown Visioning Exercise**

Director Harris provided a short explanation of the Downtown Visioning Exercise and introduced the consultant Julie Fischer of Cogito Partners, Liz Auvil of Cameron McCarthy and Evan Manvil of the Department of Land Conservation and Development (DLCD). This project was made possible with funding from the DLCD.

Director Harris detailed the hand-out (Exhibit A) that was provided to the Agency as well as the land use map posted on the wall in the Chamber.

Consultant Fischer provided narrative about the process and stated she was excited about the project. Fischer presented the slideshow (Exhibit B) detailing the outcome of the workshops. She stated that the groups showed interest in wheat, cherries, bald eagles and Native American events/salmon. She also stated that the Farmers Market, shopping local and small music venues were also important.

Councilor Long-Curtiss commented on the photo of the Native American woman and stated that she wished our area had more traditional type events locally. She also commented that the top four photos were all seasonal uses or trades.

Consultant Fischer detailed the desire for public gathering places such as outdoor seating and landscaping in the downtown; a majority of the participants stated that was a top priority.

Councilor Miller questioned outdoor seating and explained the park-lets placed in the downtown were initially used, but over time were not used.

Fischer stated that people really want the landscape in downtown.

Frederick stated that he believed our downtown needed to be two-way again to slow down traffic.

Delaney asked for clarification on the other areas that were compared to ours. He asked if the commercial uses in the other locations were integrated with the downtown or if the commercial was outside of those downtown areas.

Consultant Auvil stated they looked at other cities that had the similar trend of movement of newer commercial uses out of the downtown areas.

Councilor Miller stated that she just believed that the environment was not conducive on our main thoroughfares in town.

Consultant Fischer continued that the groups also believed that having a downtown "experience" rather than people just going to one store and then leaving the downtown was important. She said a sense of critical mass was desired.

Coburn stated that she thought robust hours were important to the downtown experience.

Delaney stated that adequate parking would be a priority to him. He stated that event and long term type parking should be higher on the priority list.

*Sherry DuFault, Main Street Executive Director* asked from the audience for clarification on the results and asked if this included the small breakout groups or just the information gathered from the one public meeting at the Civic.

Consultant Fischer stated it was predominately from the last meeting, however the interests overlapped. She also stated the use and re-use of historic resources, and having a grocery store downtown, was very important to the groups.

Consultant Auvil detailed the provided hand-out map (Exhibit C) prepared by Cameron McCarthy for the project. The map shows opportunity sites identified by a Brownfield study, as well as uses discussed at the visioning meetings. The map also identified uses in the areas or “districts” that defined certain areas in downtown.

Consultant Fischer asked the Agency to share their priorities for a vibrant and successful downtown as listed on page 2 of Exhibit A.

The Agency members identified that the following were their top priorities:

- Delaney – Critical Mass of Businesses. Delaney felt this was a more inclusive priority. He also stated it was a more robust priority and suggested smaller businesses and grocery were needed as well as the addition of residential uses.
- Miller – Active Streetscapes. Miller detailed what downtown used to be years ago; there was always activity. She believed that activity brings back community. She mentioned that people love our old architecture. Miller stated that all the priorities were important to her.
- Coburn – Critical Mass of Business and Housing Options. Coburn believed that diversifying downtown and adding service-type uses was important. Attractive uses that are customer service oriented and provide small gifts.
- Fredrick – Housing Options. Fredrick asked if the “have nots” were represented in these meetings. He was concerned that all levels of housing be addressed/discussed in the downtown. He stated that it was hard to find housing for many.
- Grossman – Active Streetscapes, Public Gathering Spaces and Community. Grossman stated we need to have many of these priorities to support the others. He stated that you cannot have one without the other.
- Long-Curtiss – Critical Mass, Arts and Entertainment and Landmarks and Character Architecture. Long-Curtiss talked about appropriate locations for certain uses and provided details about her effort to find a location for her business office. Both retail and services need to be provided.

\*Miller left meeting at 6:23 p.m.

Mayor Mays also provided his input for priorities. He stated that without Critical Mass, Retail and Landmarks, you do not have a downtown. He said his priorities are what we lack in our downtown which are: Active Streetscapes, Public Gathering Spaces and Housing Options.

Consultant Fischer detailed the vision statement and explained what it said as well as what it needed to say.

Delaney stated that the vision statement was spot-on based on the information provided.

Long-Curtiss said that she liked the vision statement and talked about The Dalles being a trade center. She mentioned a need for a grocery store in our downtown for all economic levels.

Coburn stated that it was a great vision statement. She said one thing that she might add was what she enjoyed most about our area which was the weather, surrounding amenities and aesthetics.

Audience member Greg Meek, a partner with developer Gabe Duus, stated that the vision statement was really good. He cautioned affordable housing in downtown. He stated that affordable housing be located in more metro areas that cater to low income. He also stated that E-commerce is not the “way” and that downtowns have a difficult time to “make a go” of grocery a store. He stated that he “cringes” at affordable housing in the downtown.

Fischer provided more details on the definitions of affordable housing. She stated that there are different types of affordable housing needs.

Joel Madsen, Director, Mid-Columbia Housing commented on the affordable housing statements. Madsen welcomed more conversation on the subject. He provided a detailed history of affordable housing and stated that he was glad to see that it was included in this visioning plan. He explained that the Pearl District initially was started as affordable housing and targeted people that could live affordably. Other communities, such as Redmond and Bend, made affordable housing paramount in development of their communities.

Delaney stated that a vision is not necessarily a reality. But the vision statement is specifically for downtown. Affordable housing needs to be addressed throughout the community.

Long-Curtiss mentioned that the Commodore building houses affordable housing. She explained the definitions of low-income and affordable housing.

Fredrick talked about the housing supply.

Long-Curtiss asked Mayor Mays about having different vision statements from the City Council.

Mayor Mays stated there were no issues and they seemed to complement one another.

Action Item A concluded at 6:46. Chair Grossman suggested a five minute break.

#### B. Tony's Department Store Property, 401-407 East Second Street

Chair Grossman resumed the meeting at 6:53 p.m.

Director Harris reminded the Agency that the agreement between the City and Tokola was no longer being pursued. Harris asked the board how they would like to proceed. He stated that there have been a few inquiries on the property for uses similar to Tokola, one for a retail/arcade use and a general inquiry for an unknown use.

Harris provided the Agency options:

- 1) Pursue a similar course as 2015, which would be to put out an RFQ (Request for Qualifications).
- 2) Market the building "as is" for sale or for lease.
- 3) Demolish the building to develop.
- 4) Retain the property for some other public use.

Long-Curtiss stated that she thought it was discussed at the last meeting that they would have a work session.

Chair Grossman said that they do not need to make a decision tonight. He asked if a market value had ever been established for this property.

Realtor Brian Lauterbach stated that it would be comparable to the American Legion which is high \$300,000 to low \$400,000.

Grossman stated his concern with an RFQ and stated that no decision needed to come out of tonight's meeting.

Delaney asked for clarification on possible uses for the site.

Harris stated two of the interested inquiries would be similar to Tokola, one would be for an arcade/fun center (he was unsure if it would be a lease or purchase) and the last interested party did not disclose what use was being proposed.

Coburn asked what was involved in a non-specified RFQ.

Director Harris talked about the RFQ process and how it is put back onto the developer to provide details on intended use of the property.

Coburn asked if the agency should be specific in direction vs. a blank open ended option.

Harris stated that it could be done either way.

Long-Curtiss suggested to market the building and have people bring proposals to the Agency.

The Agency discussed visioning and which direction they wanted to proceed.

Mayor Mays said if the agency feels housing is crucial, that the RFQ include that housing would be suggested. He also mentioned the possibility of public space for the future, suggested it might be addressed in the RFQ.

Joel Madsen, Director, Mid-Columbia Housing, detailed his program and suggestions. He felt the prior development plans were much targeted at a certain developer. He was disappointed his agency was not given the time to provide a response to the prior RFQ. He appreciated that an RFQ was clear as to what the agency wanted to see in that space and what kind of incentives could be provided. Madsen said with clear direction, his agency could better respond to an RFQ.

Delaney stated that the URA needed to get out of building ownership and the building should be marketed right away. He recalled previous purchase history and maintenance prior to re-development.

Fredrick stated that the quicker they get the building on the tax roll, the better.

Chair Grossman said that he felt differently. He believed that The Dalles is similar to Santa Barbara, California, and that we need to have some say in what uses go into that building. He thought putting it up for sale without any input would be continuing the "lack of continuity that exists in our downtown".

Long-Curtiss clarified she wanted the sale of the property to follow a similar path to the Granada and Recreation buildings, where URA was involved in discussion of proposed uses.

Delaney stated concern that the building remain vacant and in the condition it currently is for another three years. He believed the URA could still have some say in the destiny of the building.

Chair Grossman believed the lack of action in past decisions will not limit the URA in future decisions. He then asked the agency members if they would like to wait for the remaining agency members to return before a decision was made.

Coburn stated that she believed that URA could provide some input and would like proposals that were more informative and would like the full committee to make the decision.

Delaney also said he was interested in hearing more and would like to wait until the full Agency was in attendance to make a decision.

Chair Grossman stated he was dead-set on selling the property but he had concerns that Mid-Columbia Housing was not really given an opportunity before. After talking with the Director, he found they have some very deep resources to develop housing. He stated they were eliminated

from that discussion because it was a target deal for Tokola. Grossman said he would like to leave some space for other people with other resources that they can bring to the table.

Frederick asked if Mid-Columbia Housing's project would bring the property back on the tax roll.

Joel Madsen, Director, of Mid-Columbia Housing, stated they pay taxes on a variety of properties and some properties they do not. If getting development back on the tax roll was important to the URA that would be an element his program would want to factor in a response.

Mayor Mays asked about the definition of affordable housing pertaining to Section 8 housing and affordability.

Joel Madsen detailed affordable housing and how it pertains to costs. He explained his projects and how paying taxes may increase the target rent levels for housing types.

Mayor Mays asked Madsen to verify that Section 8 housing does not always mean that property taxes would not be paid.

Madsen responded that was correct.

Mayor Mays asked if the parking lot and alleyway were still included.

Director Harris directed the URA to a map provided in their packet that showed the parking area and the building, and stated that the alleyway was not included.

Mayor Mays clarified the parking lot would have to be discussed further when the Agency met to make the decision on selling the property.

Grossman stated the decision would be made when the remaining agency members were in attendance, possibly in July.

Coburn stated that she would like this to be done expeditiously.

### **EXECUTIVE SESSION**

Chair Grossman closed the public portion of the meeting at 7:23 p.m. for the Executive Session.

Chair Grossman ended the Executive Session portion of the meeting at 7:37 p.m. and re-opened the public meeting.

Long-Curtiss gave a short statement on the project. She stated the project is very good for our economic development in downtown. She was happy that Mr. Zilka was flexible in making changes to his original plan.

Long-Curtiss moved to authorize Chair of Agency to sign a revised agreement for the disposition and development of the "Blue Building" with the Blue Building, LLC. The primary difference that would be put in the revised DDA would be to extend the closing date to take into account the level one analysis that Mr. Zilka is going to undergo, address the additional seven feet of parking space to go through a property line adjustment process, the cost to be shared by the City and the developer. In addition, to acknowledge that Mr. Zilka dba Blue Building, LLC would assume all costs associated with the archaeological issues to be addressed, possibly in the future.

Fredrick seconded. The motion passed 5/0; Coburn, Fredrick, Grossman, Long-Curtiss, and Delaney in favor, none opposed, Miller, Baker, Kramer and McGlothlin absent.

### **STAFF COMMENTS**

Director Harris detailed Todd Carpenter's reimbursement for his projects.

Harris stated that there have been a couple of inquiries for grants and URA financial assistance and he would meet with a party that was interested in the American Legion building.

### **BOARD MEMBERS COMMENTS OR QUESTIONS**

Chair Grossman asked if any member had questions or comments.

Grossman asked that staff be prepared to provide a description of the condition of the Tony's building for the URA's information.

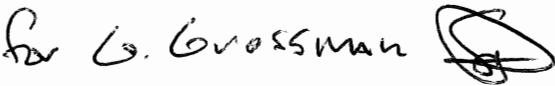

Mayor Mays appreciated the URA wanting to get more input and asked if the URA would have a work session on July 16th.

Chair Grossman said they hoped to have that work session at the July 16<sup>th</sup> meeting.

### **ADJOURNMENT**

Chair Grossman adjourned the meeting at 7:44 p.m.

Respectfully Submitted  
Dawn Marie Hert, Senior Planner

   
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Gary Grossman, Chair

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Photo: Lyn Topinka 2004

## A Community Vision for Downtown The Dalles

### Introduction

In collaboration with residents, organizations, and businesses, the City of The Dalles is developing a vision and goals for the future of the downtown area. Funded by the State of Oregon's Transportation and Growth Management Program, the project explores:

1. What works now, what should change, who downtown serves, and how will it look and feel in the future.
2. How land is used downtown and how people move around.
3. Ways that communities hold on to what they value and successfully manage change.
4. Future public improvements for the downtown area.



Project Contact: Steve Harris, City of The Dalles Community Development Director  
313 Court Street | The Dalles, OR 97058, 541.296.5481 x1151, [www.thedalles.com](http://www.thedalles.com)



## QUESTIONNAIRE FOR THE URBAN RENEWAL COMMITTEE

### Elements of Vibrant and Successful Downtowns

- **Choose your top 3 priorities.** Check the 3 boxes you believe are most important and achievable for the success of The Dalles downtown. The **topics** are not listed in any particular order.
- **Within each topic,** review the bullets and circle your priorities, put an X on items you don't agree with, add new bullets if needed. The bullets below are in the order of priority based on approximately 50 questionnaires completed by the public at the May meeting.

#### ☐ **Active Streetscapes (Circle your top 2)**

- **Vegetation (trees, planters, hanging baskets)**
- Furnishings (seating, shade awnings, waste baskets, wayfinding signs)
- Public art (mural, sculpture)
- Infrastructure to promote safety and access (transit, wide sidewalks, crosswalks, bicycle facilities, bulb-outs)
- Street lighting
- Events

#### ☐ **Public Gathering Spaces (Circle your top 2)**

- **Socializing (shade, seating, food/drink)**
- Relaxation (pocket garden)
- Recreation and play (fountain, splash pad, lawn)
- Infrastructure for events (stage, plaza)
- Public art
- Picnicking (lawn, tables)

#### ☐ **Critical Mass of Businesses (Circle your top 2)**

- **Creating an "downtown experience" for visitors and residents**
- Low vacancy rates
- Variety
- Robust hours of operation
- Good air quality
- Adequate parking

#### ☐ **Retail and Dining Options (Circle your top choice)**

- **Grocery store**
- Outdoor seating
- Building façade
- Shade

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☐ **Housing Options (Circle your top choice)**

- Strong connection to retail, open space, transit, sidewalks, bike routes
- Fits in with the character of historic downtown
- Affordability

☐ **Community (Circle your top choice)**

- Create a welcoming culture and environment
- Merge the old and new, bridge the gap between established residents and new community members
- Family friendly activities

☐ **Arts and Entertainment (Circle your top choice)**

- Attracts both area community and visitors
- Promote public art, creativity and artistic expression
- Builds on existing strengths, events and activities
- Signage/wayfinding

☐ **Landmarks & Character Architecture (Circle your top choice)**

- Re-use and redevelopment of historic structures
- Maintain streetscape edge/building facades
- Introduce or re-introduce landmarks (important sites, structures, or buildings) that fit existing character



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# A Community Vision for The Dalles Downtown



Elements of vibrant and successful downtowns

## A Community Vision for Downtown The Dalles



## Project Goals

- What works now
- What should change
- Future public improvements



Downtown The Dalles Project Area

## A Community Vision for Downtown The Dalles



# Population and Housing Trends

## Housing and Residential Land Needs Assessment (2017)

In the next 20 years, estimates show:

- 4000 people (200 people per year)
- 1,769 new housing units (90 per year)

FIGURE 6.3: SUMMARY OF FORECASTED FUTURE UNIT NEED (2036)

TOTAL HOUSING UNITS								
	Single Family Detached	Single Family Attached*	Multi-Family			Mobile Home	Boat, RV, other temp	Total Units
			2-unit	3- or 4-plex	5+ Units W/FH			
Totals:	1,112	50	101	99	228	178	0	1,769
Percentage:	62.8%	2.8%	5.7%	5.6%	12.9%	10.1%	0.0%	100.0%

Sources: PSU Population Research Center, Claritas Inc., Census, Johnson Economics



## Economics

### Economic Opportunity Analysis & Action Plan (2019)

- Approximately 3,327 jobs in next 20 years

#### Goal 2: Grow and Attract Talent

Objective 2.1 Provide Diverse Types of Housing

Objective 2.2 Prepare Youth for Economic Opportunity

Objective 2.3 Attract Talent

#### Goal 2: Create Place

Objective 2.1 Complete and Implement the Downtown Plan

Objective 3.2 Celebrate The Dalles

Objective 3.3 Support Local Retailers and Expand the Market

Objective 3.4 Promote the Gorge and Enhance Access to Outdoors

Note: These goals are in draft form





## April-May Public Outreach



## Comments on Imagery





## What Does The Dalles Mean to You?



## What Does Downtown Mean to You?





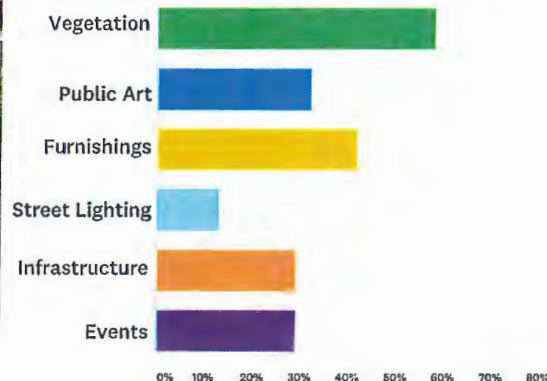
# Elements of Vibrant & Successful Downtowns

- Active Streetscape
- Public Gathering Spaces
- Critical Mass of Businesses
- Retail & Dining Options
- Housing Options
- Community
- Arts & Entertainment
- Landmarks & Character Architecture

## A Community Vision for Downtown The Dalles



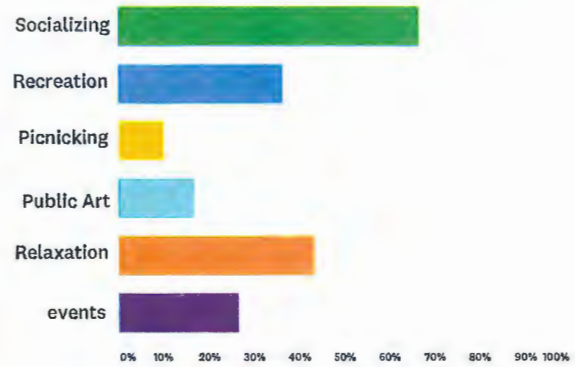
## Active Streetscape



Note: % = Percent of total public survey responses

## A Community Vision for Downtown The Dalles

# Public Gathering Spaces



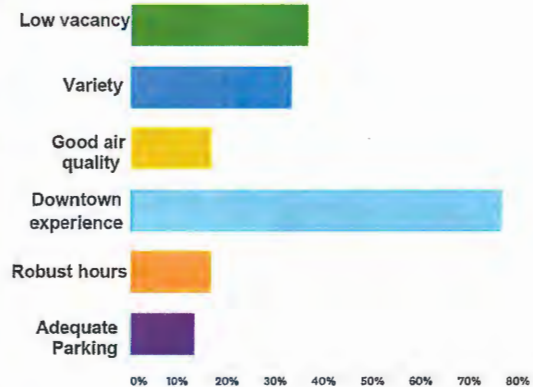
Note: % = Percent of total public survey responses



**A Community Vision for Downtown The Dalles**



# Critical Mass of Businesses



Note: % = Percent of total public survey responses

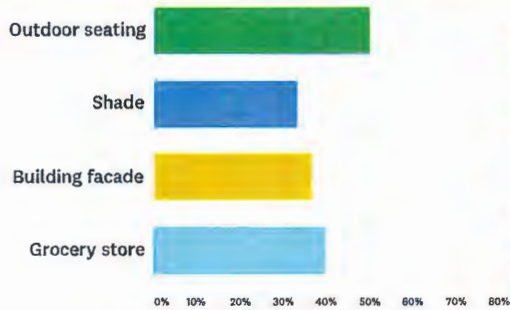


**A Community Vision for Downtown The Dalles**





# Retail & Dining Options

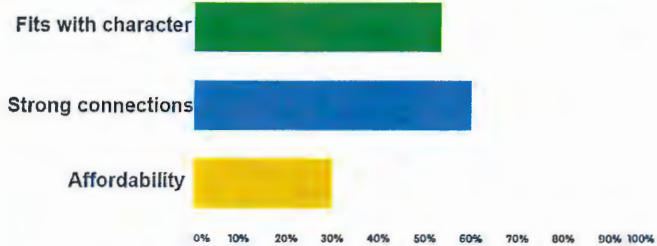


Note: % = Percent of total public survey responses

**A Community Vision for Downtown The Dalles**



# Housing Options



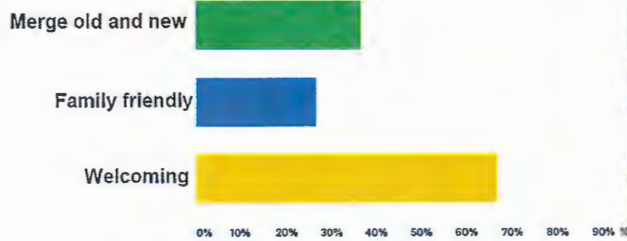
Note: % = Percent of total public survey responses

**A Community Vision for Downtown The Dalles**





# Community

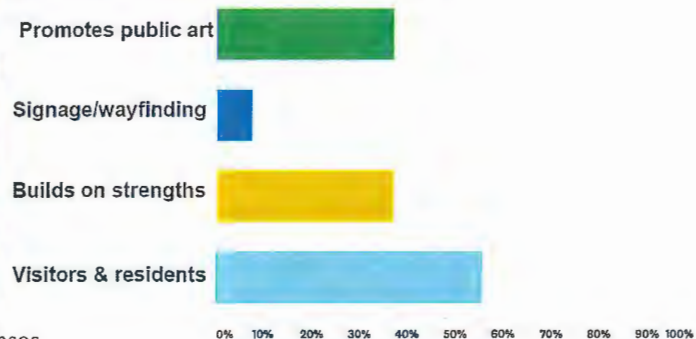
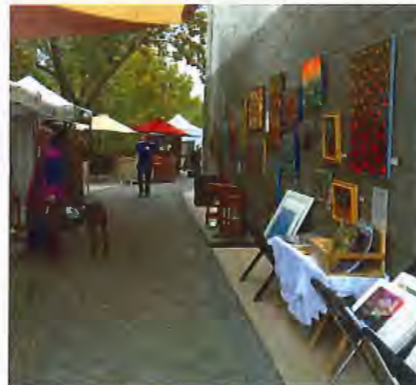


Note: % = Percent of total public survey responses

## A Community Vision for Downtown The Dalles



# Arts & Entertainment

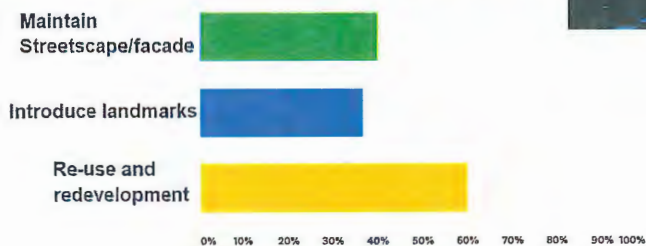


Note: % = Percent of total public survey responses

## A Community Vision for Downtown The Dalles



# Landmarks & Character Architecture



Note: % = Percent of total public survey responses

## A Community Vision for Downtown The Dalles



### Draft Vision Statement

**Built from a history of rural hard work, The Dalles Downtown embraces the past and welcomes a future of new people and ideas.**

**Residents and visitors appreciate the historic buildings, growing retail establishments, vibrant community events, and expanding performing arts opportunities.**

**In the future, shaded sidewalks with greenery, outside gathering spaces for family events and performances, and public art will enhance the downtown experience.**

**A place to live affordably, buy food, walk and bike safely, use a wheelchair, access transit, and breathe clean air are essentials for the growing community of The Dalles.**



## Questions and Comments





