

(NURAC) NEWBERG URBAN RENEWAL ADVISORY COMMITTEE MINUTES
Newberg Public Safety Building - Newberg, Oregon
TUESDAY, JULY 23, 2002 AT 7 P.M. (FIRST MEETING)

Approved at the August 27, 2002, NURAC Meeting

I. NURAC COMMITTEE ROLL CALL

NURAC Committee Members Present (7):

John Bridges	Kristen Horn
Irene Rose	Cinda Schneggenburger
Mike Sturdevant	Louis Larson

Absent: David Mehler

Staff Present:

David Beam, Economic Development Coordinator/Planner
Peggy Hall, Recording Secretary

II. OPEN MEETING

David Beam opened the meeting at 7:05 p.m.

III. INTRODUCTIONS:

The members introduced themselves and gave a brief summary of their interest in the URD:

Mike Sturdevant has lived in Newberg since 1954. He is really interested in having Newberg brought back to its former vitality, but is doubtful that it will happen unless we do something.

Cinda Schneggenburger has three children and is looking forward to bringing her children into a future, vital downtown.

Irene Rose, works for the Newberg School District and Downtown Association Board. She is hopeful for the urban renewal plans.

John Bridges is an attorney in town and conveyed a recent scary experience with his children coming downtown. He would like to see a reduction in the noise level. He would like to see the committee help the downtown core area for the citizens of Newberg, especially if the bypass is built. Discussion was held concerning pre-planning for the future look of the downtown. His activist side said we should not wait to do something.

Kris Horn is a member of the Downtown Association, President of the Chamber of Commerce, and lives downtown. Over the last 13 years she has noticed the increased difficulty in crossing the downtown streets.

Louis Larson is on the City Budget Committee and is a Planning Commission member. He has lived in the City for about 3 years. He is proactive with the bypass. He visions the downtown as an area that is supported by the citizens of Newberg. He would like to see the dollars stay in Newberg and the community support the downtown area and spend their entertainment dollars. Mr. Larson addressed the NW Portland

downtown area that retains and attracts business.

Irene Rose said she spent last week visiting Minnesota and Wisconsin cities like Newberg. She was impressed with the vitality of the cities and how they have ideas that can be transferred to Newberg.

Mike Sturdevant said that we are missing the boat to allow ODOT to convert Second Street back to a two-way street. While business owners on First Street want the traffic, it's been nice to have the two-way traffic on First Street again.

Kris Horn discussed rehabilitation of other cities' downtown core areas in Oregon. Many on highways have been bypassed or truck routed and the types of businesses have subsequently changed, but succeeded. McMinnville is a perfect example that it can work.

Mike Sturdevant said that Bob Rose (Irene's husband) has a plan similar to a California town, but due to the traffic levels here, it probably would not work.

John Bridges stated that by the time the bypass is built, the same number of vehicle trips that exist today will still be on First Street and Hancock Street. In terms of planning, the best case scenario is construction of a bypass. With the bypass, the traffic flow of downtown will be different (quality of traffic - limited truck travel).

John Bridges said that the quality and level of service of downtown roads would work better if they had only two lanes each and still have functional streets (an important concept that changes the complete flavor of the downtown area).

IV. OVERVIEW OF NEWBERG URBAN RENEWAL PLAN

David Beam reviewed the Urban Renewal Plan. The most important motivation point to do the plan occurred in the spring of last year when the Downtown Association held two Saturday visioning meetings. Those meetings demonstrated a lot of interest in downtown improvements. The Council picked up on that and the Council decided to form an Urban Renewal Task Force and provide funds to develop the plan. Spencer Kupper was hired as a consultant to work with the Task Force and City staff. Two public workshops were noticed and held to receive input from the public. Task Force members also gave presentations to the Kiwanis, Rotary and other civic clubs to solicit feedback. They also went to the Yamhill County Board of Commissioners which voted 1 in favor, 1 abstained and 1 denied.

Discussion was held concerning reduction of funds to the City and County to help fund the urban renewal projects. Mr. Bridges reviewed the taxing issues. The Commissioner that abstained had a brother who owned property in the area. The irony is that First Street is an historic downtown corridor and that manufacturers locate there because of low rents for downtown space.

David Beam said the plan was recommended by the Newberg Planning Commission and subsequently adopted by the City Council, sitting as the Urban Renewal Agency.

David Beam reviewed the urban renewal boundaries which includes downtown, industrial/commercial areas of Springbrook Oaks, the 99W commercial strip area, some residential land in the 9th Street area, and parts of the streets of Blaine, River, and 11th. Discussion was held concerning tax increment financing. Mr. Beam explained that the residential areas in the Springbrook Oaks areas were eliminated. The street connectors were placed because funding could be used to help streetscape, bike lanes, etc. for future connection to a developed riverfront. Development of the riverfront area would include connectivity to the downtown core area. Discussion was held concerning the maximum percentage requirements for urban renewal districts (25% of a City's property size or value) and that the current plan has only about 17% for Newberg included. Mr. Beam said the plan initially had a list of projects worth \$25 million, which was eventually reduced to a \$15M project value (today's value, with a future value of \$28M).

Lou Larson said that the City's current annual budget is about \$42M which includes bond issues, dedicated funds, etc. The Plan impacts a small portion of the City's budget. The loss of the City's revenue is less than 1% of the City's annual budget. In the first year of the plan, the estimated City loss is \$81,000. While the City might lose \$81,000 in revenue, the Agency would gain \$240,000 overall (including funds from other taxing districts.) Ultimately, the City Council controls the budget of the City and the Council is the Urban Renewal Agency.

Kris Horn said she understands that the City would have had to do some of the UR projects anyway, because of liability if not completed. Discussion was held concerning the City being responsible for the City's welfare.

Mr. Beam said that the Agency provides for dedication of funds to complete certain projects identified over a number of years.

V. COMMENTS BY MEMBERS OF THE FORMER NEWBERG URBAN RENEWAL TASK FORCE

None.

VI. CURRENT STATUS OF NEWBERG URBAN RENEWAL DISTRICT

1. Projected revenue for first year projects

David Beam reviewed the projects identified on Page 15 of the Report. Every year, the Committee will need to recommend to the Agency Board which projects to complete. The projects selected need to fit within the general project list. There is the option to amend the project list, but may be a major effort to do so. Most of the projects involve the downtown core area, but some are located outside the downtown corridor. Discussion was held concerning possible land acquisitions.

John Bridges said a good example is the McMinnville industrial area (built buildings and leased the buildings as an investment which created an income stream and provides financial leverage.)

Mr. Beam stated that the estimated completion period for the plan is 18 years, dependant upon economic circumstances.

Tape 1 - Side 2:

Mr. Beam continued the discussion of funding for the urban renewal plan. An important piece to the plan involves Ballot Measure 50, passed a couple of years ago, which limits increases to existing property to 3%. Most of the plan's funding comes from the generation of new taxes from new development. Taxing districts will lose funds while the plan is in place. However, if urban renewal is successful, the tax base would be much larger than if the urban renewal agency had never been in place. The taxing districts will recover their past losses relatively quickly. Mr. Beam said that under the current school funding structure, whatever funds the School District would be giving up, the State will have to replace it with its own funds. However, the state's contribution to schools statewide has been less and less each year recently. It is up to the Legislature to determine the funding levels for school. In addition, the school funding structure could change in the future.

Louis Larson said the money that does not go to the school fund is distributed among all the school districts among the state. If the City's projects takes money away from the schools here, it is shared among the other of the state. There are about 40 urban renewal agencies, whose school funds are not sent to the state.

John Bridges said that this year's estimated \$60,000 tax increase that will go to urban renewal district

would have gone to the school district. Discussion was held concerning the amount collected locally across the state and is placed in the big equation and divided by the number of students. The realistic impact upon Newberg students is virtually no effect (less than .01 per student) due to the state over-all distribution. Discussion was held concerning the number of students in Newberg. This is the current school funding structure, which could change in the future (better or worse).

Kris Horn said that in looking at other UR plans from other cities, the plan the City adopted has a number of good projects which would improve things the City already has. Newberg's plan doesn't have any large projects that nobody really knows whether or not they will work.

David Beam said that the vast majority of the projects are public projects (streetscapes, public improvements, etc.) Public money going to public activities.

2. Urban Renewal Plan repeal initiative

David Beam said that since the Plan was created, Bylaws were created (Resolution No. 2002-01). Mr. Beam reviewed the powers and duties of the Board (section 8). Mr. Beam reviewed the terms, membership and appointment of a Chair and Vice-Chair. Discussion was held concerning staggering the terms (1, 2 and 3 year terms).

2.1 Political activity by NURAC members

David Beam reviewed the initiative which has been approved to dissolve the Urban Renewal Agency/District. Mr. Beam reviewed the political activity quick-card from the Oregon Elections Division. Discussion was held concerning the NURAC business meetings and conduct of the Board members outside the meetings. Mr. Beam emphasized that any business that the committee members would like to engage in regarding the initiative would need to be done outside of NURAC business.

VII. WORK PLAN FOR REMAINDER OF 2002

1. Prioritize Projects

David Beam reviewed the approved Budget for the Urban Renewal (Resolution No. 2002- 02) Operating Fund of approximately \$181,600, dependent upon the outcome of the November election. The NURAC can proceed with preliminary planning.

Mike Sturdevant inquired about the prior urban renewal district in the 1980s, which was repealed. The previous plan involved loans for improvements which were paid back. Mr. Beam said that urban renewal of today now does not raise property taxes. Kris Horn said the former urban renewal program was not repealed, but was rather stopped from existing.

Mr. Beam stated that he thought that the \$29K line item in the budget was for administrative costs. The cost of hiring a consultant to help develop the plan was \$30,000. The Committee could recommend that NURA reimburse the city for the cost of creating the urban renewal plan. The City used EDRLF funds.

Mr. Larson said he would like a detailed description of the budget line items listed the Resolution. He would like a detailed explanation of the "contingency" and "urban renewal" as well as the other funding projections. Discussion was held concerning administrative costs which may include hiring administration of the Plan. Mr. Bridges said that it could also include repayment of the City expenses for staff time. Mr. Beam said that he would provide such background information to the Committee.

David Beam said if the ballot measure fails and the Plan continues, the money should be available in November, 2002 based on tax revenues. Mr. Beam said that while all the tax funds are not available immediately, projects could proceed, perhaps through bonding or short-term loans.

2. Develop detailed description of first year projects

Mr. Bridges asked Mr. Beam if he had a copy of the initiative. Mr. Beam said he would provide copies of the initiative to the Committee members at the next meeting.

Mr. Beam reviewed Attachment B (prioritized project matrix) which was the result of the public workshops. Kris Horn said at the workshop defined the use of "dots" to reflect the important areas. Mr. Beam said he provided this information to the committee as background information.

Mr. Beam said that he would like to see if the Committee could list maybe up to 10 projects at this meeting that they may like to accomplish this fiscal year. Mr. Bridges said he would like to see more defined (rather than general) projects. He would like to brainstorm on a smaller number of ideas and the costs to do those projects in context with what can be done with the funds available (better cost estimates).

Mr. Bridges said that he does not want to spend "planning" money but actual "brick and mortar" money. As an example, spreading the Francis Squares amongst the town. He would like to see more visual and practical improvements.

Kris Horn said the former consultant (Charles Kupper) also suggested visual and high profile projects in the beginning of a URD, projects that the public can see results.

Tape 2 - Side 1:

Project Goals for 2002-03:

The following list of goals for this year's projects were created by the committee:

1. Visible projects
2. Good public support
3. Practical
4. Leverage of other funds
5. Attractive

Ms. Rose said that the other cities she visited had diagonal parking, cafes, antique stores, gift stores and drug stores, candy and ice cream stores and a variety (such as McMinnville). They were also located on riverfronts.

Mr. Sturdevent said in the downtown McMinnville corridor, you hear music and it is a vital area. Discussion was held concerning the hiring of administrator to promote the downtown. Mr. Beam responded that urban renewal has to be for capital improvements.

Mr. Larson reviewed how the City of Lake Oswego has hanging flower baskets which makes it visually beautiful. In Donald, Oregon, they have half cut wine barrels filled with flowers.

Mr. Bridges said that he visited western France which had vehicular and pedestrian bridges that had flower baskets along the side of the bridges. He also noted Milwaukee, Wisconsin had some trash cans that had flowers as part of the design. When looking at these projects, he said it was important for the committee to plan for how will they fit into the future, long-term projects that they want to do. In spending planning monies, what will First Street and Hancock Street look like in 10 years and what can we do now (more vegetation, trees, plants, shrubs) and what we do now should fit in to that long range plan (including special lighting) - and not wasting money in our future visions. We need to prioritize a future vision. Discussion was held concerning having the community identify and find value in what the urban renewal

plan is doing. There is a need for community involvement and support to make it viable. The plan project list is a conglomeration of planning efforts over the past 12 years. Everything that we are trying to do is to beautify the area.

Mr. Beam said the Committee must also keep in mind maintenance (flowers, bathrooms, etc.). These are operational costs that cannot be covered by URD funds. Discussion was held concerning working with garden clubs to help, but it would be dependent upon time commitments of volunteers. Discussion was also held concerning defining projects and awaiting estimated cost projections and grant funding.

Committee members brainstormed the following list of possible projects next year:

Potential Projects

1. Lake in Hoover Park
2. Downtown public restrooms
3. New trash cans of sufficient quality in downtown C-3 core areas
4. Safety and Directional Signage, specifically directional parking signs, alley facing signs
5. Period Lighting - First Street
6. Downtown Streetscape Plan (short and long-term)
7. Parking lot - Second Street

Cinda Schneggenburger asked about the intent for the Loren Berg property. She addressed concerns over the lack of entertainment in the City for youth (such as a bowling alley).

David Beam reviewed the Loren Berg property's history and environmental issues. The City's goal for the property is clean it up and redevelop it in a way that will benefit the downtown. The City purchased the property in December, 2001 for \$1 and recently received a community block grant to clean-up the property for redevelopment. It is yet undecided what to do with the property. The City is also soliciting federal funding for the purchase of the adjacent property as well (the old body shop). Discussion was held concerning the possible development of a bowling alley in downtown. Kris Horn stated that the property that was looked at had concerns regarding environmental contamination. Studies regarding contamination can cost a lot of money and some developers are not interested in incurring such expenses.

Period lighting on First Street. Mr. Beam said that ODOT will do the period lighting from River Street to Meridian Street located on First Street. It may be some time before ODOT comes up with additional funding for improvements. Mr. Beam noted that the City would be leasing the lighting from PGE with the City providing some of the expenses in installing such period lighting.

Ms. Horn said it would be more cost effective to do certain projects together.

Downtown streetscape plan in C-3 zoning. John Bridges reviewed the incremental URD funding increase estimates over the life of the plan. He said that we may want to find out what the downtown streetscape plan would cost. If completed, we would want both the short and long-term plan for projects to be considered. Short-term project must not be rendered useless by the long-term plan.

Louis Larson said he would like to see the streetscape plan first and then build around that. Ms. Horn said that there is a lot of controversy in not making bad decisions in development for future plans. Discussion was held concerning grant possibilities for consultants for streetscaping improvements. Mr. Beam said fund availability for such activities may be available.

John Bridges said that ODOT has a pedestrian planner. ODOT will look toward improving pedestrian assistance if asked by Newberg. They will describe what resources are available if requested. What obligations does ODOT have when they build a bypass when they change the way the downtown exists?

We should key in the bypass involvement and see how it affects the rest of the City (internal traffic flow, etc.). If the City has a streetscape plan, it would make it easier for ODOT to approve or assist with the improvements; state's goals to improve traffic and alternative mode of transportation (Newberg/Dundee Improvement project). Discussion was held concerning the City and ODOT's short and long-term goals in street improvements.

Kris Horn said the new signs should be of the directional type and also for safety concerns.

Second Street Parking Lot. Discussion was held concerning parking, future public easements for the breeze way, and phasing in of improvements. Mr. Beam said that the City recently reallocated the time limits for parking slots, but not for visual improvements. Mr. Beam reviewed the artists' rendition of the City parking area developed during the creation of the URD plan. Mr. Beam said he could come back with figures for re-paving, landscaping isles, etc. which would enhance the beauty of the parking area. Ms. Horn addressed the lack of signage for the city parking lot.

Mr. Larson brought up that the trees on First Street should have a lower mantel. Discussion was held concerning the City trimming the branches due to hazardous condition and blockage of business signs. Mr. Beam stated that installing new trees would need significant public involvement, taking quite a bit of time.

Tape 2- Side 2:

The Committee decided not to pursue the following projects for the first year:

1. Lake in Hoover Park
2. Period Lighting

Mr. Beam addressed the downtown couplet corridor (Hancock and First Street and Second Street). The boundaries of the C-3 zone with landscape design structures. Mr. Bridges said he would like to see the long-term plan consider reducing the street traffic lanes from three to two and consider alternative parking strategies. Short term plan relies on current number of lanes, current parking situation and current traffic pattern, which would be easier to implement the future change. David Beam said that he and Kris Horn will discuss about directional and safety signage.

Mr. Sturdevant asked if the Central School facility will have public restrooms. Mr. Beam replied yes. Mr. Beam asked, for cost estimate purposes, if the public restrooms would probably be a stand alone facility. The group agreed with that.

Mr. Beam said he would provide cost estimates for the identified projects.

VIII. MEETING SCHEDULE

1. Business notification

Discussion was held concerning the time of the meetings. The Committee indicated that future meetings should begin earlier at 6:00 p.m. Discussion was held concerning placing advertisements of the hearing notices in the paper for future public open house type meetings.

IX. OTHER BUSINESS

Motion #1:	Sturdevant/Rose nominated John Bridges as Chair and Louis Larson as Vice Chair.
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Vote on Motion #1:	The Motion carried (6 Yes/1 Absent [Mehler]).
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Mr. Bridges said that he would like to work with staff in preparing the agenda.

Mr. Bridges said that he would like to remove references to "NURAC" in spoken word. Mr. Larson said that he would like to see that the meetings be kept to two (2) hours. The Committee agreed.

VII. ADJOURNMENT

The meeting was adjourned at approximately 9:45 p.m.

Passed by the NURAC Committee of the City of Newberg this 27th day of August, 2002.

AYES: 6 NO: 0 ABSTAIN: 0 ABSENT: 1 (Irene Rose)
(list names)

ATTEST:

Peggy R. Hall

NURAC Recording Secretary Signature

Peggy Hall 8-27-02

Print Name

Date