City *of* Tigard
Tigard City Center Development Agency
Meeting Minutes – October 1, 2013

TIGARD CITY CENTER DEVELOPMENT AGENCY BOARD

MEETING DATE AND TIME: October 1, 2013 - 6:30 p.m.

MEETING LOCATION: City of Tigard - Town Hall
13125 SW Hall Blvd., Tigard, OR 97223

1. CITY CENTER DEVELOPMENT AGENCY BOARD MEETING

   A. At 6:33 pm Chair Cook called the Tigard City Center Development Agency to order.

   B. Deputy City Recorder Krager called the roll:

	Present	Absent
Director Woodard	✓	
Chair Cook	✓	
Director Buehner	✓	
Director Henderson	✓	
Director Snider	✓	

   C. Chair Cook led everyone in the pledge of allegiance.

   D. Call to Council and Staff for Non Agenda - CCDA Executive Director Wine said there is a Non Agenda item the mayor will discuss at the end of the meeting.

2. RECEIVE UPDATE ON BROWNFIELD INITIATIVE PROJECTS

   Redevelopment Project Manager Farrelly presented this item. He said Brownfields are properties where a hazardous substance, pollutant or contaminant complicates the property's reuse, redevelopment or expansion. The City/CCDA is undertaking the Brownfields Initiative to address a challenge to furthering the vision in the downtown. He said the staff wants to play the role of problem solver.

Tigard received a $25,000 grant from Business Oregon in June and with that grant, staff is currently working on an inventory of potential brownfield sites within the Urban Renewal District. Preliminarily, about 60-70 sites of interest have been identified. Not all of these sites have serious contamination, but staff is looking at historic uses and DEQ databases to identify potential issues.

Redevelopment Project Manager Farrelly said there will be two public workshops. Workshop 1 is co-sponsored by the City Center Advisory Commission and will be held on Wednesday, October 9 from 6:30-7:30 pm at the Tigard Library. It will include a panel presentation and question and answer period. Speakers include a representative from the Oregon Health Authority to talk about community health and quality of life benefits, and Amy Saberiyan (owner of Ava Roasteria in Beaverton and Progress Ridge) who will speak about her successful experience in redeveloping a former gas station property. The goal is to give a broad overview of the initiative and relate it to the downtown vision and community benefits.

Workshop 2 will be at the end of a Tigard Downtown Alliance (TDA) meeting. This workshop is aimed more at giving practical, nuts and bolts information to property owners. It will be held on October 23 from 5:30-7 at the Tigard Chamber of Commerce on Main Street. Panelists include Shiela Greenlaw-Fink from CPAH, an EPA rep and another guest.

There is enough money for three Phase I property assessments. If an owner wants to sign up, they can. Every property owner, business or resident in the downtown area has been sent a flyer. The Brownfield Initiative was on the cover of Cityscape this week and there is a section on the city's website.

The goal is to apply to the EPA in the fall for up to $400,000 to do more assessments. The application is due in December unless delayed by the government shutdown. As part of that application the city needs to demonstrate community support through letters from the community and elected officials. He passed around handouts with dates and times and another handout of Brownfield issues. Copies of these handouts have been placed in the packet for this meeting.

Councilor Buehner said she will not be able to attend the meetings and asked for an update. Redevelopment Project Manager Farrelly said staff's intention is to videotape the meetings and post them online.

Director Henderson brought something for show and tell that illustrates his progress with bioremediation on his own commercial property. He showed the CCDA and staff vials of sediment and liquid, filled with a byproduct of gasoline-eating bacteria. Director Henderson said bacteria starts out as a small culture and then grows into a colony. He said that over the years, he has been attempting to identify the right bacteria that will consume the particular gasoline in the ground at his site. Gasoline has distinctive hydrocarbons and must be matched with the correct bacteria.

Director Buehner asked if this would work for the oil contamination in the downtown. Director Snider said this is a new environmental tool that is burgeoning. Redevelopment Project Manager Farrelly suggested Director Henderson discuss this at the brownfield workshops. Director Henderson suggested Charlie Swift be there to explain the process.

Director Woodard asked if the plume will be identified and whether the city has a list of the 70 properties. Redevelopment Project Manager Farrelly said we will not have plumes identified. We are looking at historic uses and properties that appear on DEQ's database. Redevelopment Project Manager Farrelly said staff has the list and is cleaning data prior to releasing it. In response to a question from Director Buehner, he said these are not Level 1, but are based on "drive by" evaluation. Director Henderson asked if a committee will be formed and Redevelopment Project Manager Farrelly said there would not be.

3. RECEIVE REPORT ON ***EXPLORE DOWNTOWN TIGARD*** STREET FAIR AND DOWNTOWN EVENTS

Chamber of Commerce Executive Director Mollahan presented a report and slide show on the ***Explore Downtown Tigard*** Street Fair. She said a high level summary shows it was great success based on the amount of vendors, and verbal feedback. She and Diana Weston have spoken with participating merchants and vendors and a formal survey is being done. She listed major activities.

- Virtual Dog Contest with a live vote
- Music
- Kid Activities
- La Fuente Beer Garden and Spanish radio station

The freight train came right through the middle of the fair prompting the question of how to turn this into a positive.

Ms. Mollahan discussed the marketing and public relations efforts that included activity on facebook and the chamber website.

She had a slide of sponsors and noted that all but one are Tigard Chamber of Commerce members, even though they are not all downtown businesses. Local businesses provided parking. She said she would like more volunteers.

Key metrics showed a small profit was generated this year. A financial performance slide shows almost the equivalent in-kind support as cash. She said both are important to events like these.

Great things

- Star Wars
- Main State Location
- New city parking lot for the stage.
- Doubled the number of vendors
- Virtual dog contest,

Not so Great Things:

- Had to relocate a vendor (duplicate food vendor)
- A musical group should have brought in their own following, but did not
- Attendance falls off after 5:00 pm
- Having the street open was a safety hazard
- Needed more kid activities
- A freight train runs through the middle of it.
- Not as much downtown merchant participation.
- Main Street infrastructure is a challenge as it divides the north part of the street from the south.
- Undocumented merchants were allowed to join in one area.

Next steps include surveying all groups involved. The biggest issue next year is understanding the Main Street Green Street rollout and what will be going on in August 2014. Plans are to keep it to the third Saturday to make it easier to market year around.

Other considerations for next time:

- Look at changing the hours so it ends at 5:00 pm
- Leverage partnership with the Tigard Downtown Alliance for more volunteers and participation
- More activities for kids
- New attractions could include: car venue, Harley club, art show (Director Buehner offered a piece of Harley art for display.)

Director Buehner said it was a great event, in general, but asked about shutting down part of the street due to safety concerns. She suggested putting up a vendor list at Main and Burnham to help orient people.

Director Woodard said the south side of Main Street was well done but the north end needs to be activated. He suggested having two music areas, and hanging banners at the gateways. He suggested a treasure hunt for kids and said St. Anthony's church would have some good ideas for engaging kids. He suggested deep fat fried foods would attract many people. Director Buehner requested elephant ears.

Director Snider suggested asking kids what they would like to see at a street fair.

Chair Cook talked to different businesses and got good feedback. He noticed that only six downtown merchants participated and felt this was a small number. He asked, "How do we activate that group? This is for them but if they aren't participating."

Director Henderson asked if Tigard Street could be closed. Chamber CEO Mollahan said the corner of Main and Tigard is a well-used street. Director Snider said that may be an issue for the police department. Ms. Mollahan said the Symposium Coffee Shop is not averse to allowing use of their parking lot for an activity that draws people into the downtown.

4. RECEIVE UPDATE ON MAIN STREET GATEWAY PUBLIC ART

Redevelopment Project Manager Farrelly gave a brief recap on the gateway public art process and what the next steps are.

- Public art was identified in the Streetscape plan as an important element and the gateways at Main and 99W were selected as the first locations.
- The Public Art Subcommittee looked at the work of 80 artists and selected Brian Borrello.
- In March the artist held a visioning session with 25 people and the art guidelines he was given were for something inspired by natural forms that also had a connection with Tigard history.
- The art subcommittee evaluated the filbert concept and considered whether it met criteria such as artistic quality, scale, engaging the audience and Tigard themes. They gave it high marks and recommended approval to the CCAC.
- At the July 10 meeting the full CCAC voted to endorse this proposal.
- On July 23 the CCDA Board viewed the full concept and there was mixed feedback. Some directors suggested that the artist work on some new concepts. The concept made the papers and some television news reports.
- Artist Brian Borello has been working on three new concepts (one reworked filbert concept and two new ones). Materials will be similar, using metal and lighting. Redevelopment Project Manager Farrelly is meeting with the artist next Thursday to see if they are ready for public view.
- If the designs are ready, the Art Subcommittee is scheduled to meet October 14 and council is encouraged to attend and offer feedback.
- Concepts approved by the Art Subcommittee will return to the CCAC and CCDA for approval.

Redevelopment Project Manager Farrelly mentioned a new development. ODOT has new standards for public art, and these gateways are on their property. He said Tigard already has an IGA with ODOT allowing art and gateway treatments but this new policy requires designs to be run by them. Director Snider said safety is a logical consideration but questioned the other considerations and asked if they have an art committee.

Redevelopment Project Manager Farrelly said ODOT is now considering scale, historical relevance and does not want the art to represent any person.

Director Woodard said there has to be a connection between the gateway art and downtown area branding. He said he did not understand the connection between the downtown and filberts. He mentioned the book, Up Fanno Creek and said the creek should be considered as a theme. Director Snider said he did not find support for the original gateway art design. Director Buehner said she was not in attendance at the July 23 meeting but watched the meeting and her feelings about the filberts mirrored what the other councilors said. Mayor Cook commented that he likes the metal and wood materials used by Artist Borello.

Director Buehner followed up on Councilor Woodard's comment and suggested promoting the urban creek/water theme with the artist.

Redevelopment Project Manager Farrelly said public art is often controversial. He said he will keep the CCDA informed on the status of the October 14 meeting.

5. DISCUSS VERTICAL HOUSING DEVELOPMENT ZONE

Economic Development Manager Purdy introduced the topic of vertical housing development zones. He presented a slide show that has been added to the packet for this meeting.

Economic Development Manager Purdy said the vertical housing development zone (VHDZ) designation is allowed by State of Oregon. It is State enabling legislation which means that cities can enact this like a special district. It encourages investment and rehabilitation for mixed-use development. Cities decide where to locate the qualifying areas.

The first floor might be retail or commercial and the higher floors are housing. This is a tool to encourage private developers to create higher density development in targeted areas.

Projects are certified through the Oregon Housing Community Services (OHCS). Certified projects are eligible for a tax abatement up to 80 percent (20 percent per first four floors of residential above commercial). The tax abatement period is ten years and the zone must be set up and project applied for prior to January, 2016.

He showed slides of three projects in other cities that are using this: Hillsboro, Milwaukie and Gresham.

Chair Buehner said it sounded like a good concept and she is interested because the private sector finds it difficult to get lending from banks for mixed use development. She asked Community Development Director Asher what problems Milwaukie experienced. He responded that it is still difficult. Banks are still financing a non-traditional product, but this zoning does make it easier. The fact that there are three local examples, not to mention many others in Portland, indicates that it is easier to finance these developments now. He said the bigger issue is that financing in general is difficult.

Economic Development Manager Purdy outlined future steps in the process which include city council approval of an application and adoption of a resolution for zone designation. Overlapping taxing districts must be notified. Then the city waits for state approval and OHCS will notify the County Assessor.

Director Henderson commented that the word zoning was being used liberally and asked if it referred to one lot or an area, such as the Tigard Triangle. Executive Director Wine said it could be a geographic zone but this will be explored.

Director Buehner asked if the city would require an ordinance to change the Development Code in order to do this. Community Development Director Asher said he did not think so. He said the purpose of Economic Development Manager Purdy's discussion tonight was to find out how the CCDA feels about this kind of zoning since there may be a project in the upcoming months that needs this.

Director Buehner said she will take information on this to the League of Oregon Cities Tax Committee to see if there is support to extend the deadline past 2016.

Community Development Director Asher said these projects have many indirect benefits.

Community Development Director Asher said the North Main Village project in Milwaukie had six different programs layered on top of each other to close the gap. He said the market would never deliver a project like it because it would be too expensive for what the rents are in downtown Milwaukie. The vertical housing tax abatement was one of five programs to make it feasible. He confirmed for Director Snider that the project size was one acre.

Director Henderson asked if savings are passed along to renters because of the tax abatements. Community Development Director Asher replied that it depends on what kind of margin the developer had in the project. He noted that in areas where the rent will not bring in adequate income, the gap needs to be closed and taxes reduced for potential developers. He said this zoning is a way to bring public dollars to these projects.

Mayor Cook told staff that there is CCDA consensus to move forward and look into this further. Director Buehner asked for some information to take to the LOC Tax Committee.

Director Woodard asked if staff expected any jurisdiction, such as a school district would have a problem with the tax abatement. Community Development Director Asher said he speculated the answer would be no because it would amount to a small amount of abated taxes, unlike what urban renewal district tax increment financing for a 20-25-year period would be. He said the VHDZ would most likely be used for smaller, individual projects.

Director Snider asked who brought this to the CCDA. Community Development Director Asher responded that he would put Redevelopment Project Manager Farrelly's brownfields project in this same category, community development tools that other cities have been using. He said the city's Community Development Department has been more of a planning department in the past, but they are trying to shift that now to more of a community development department. Mayor Cook and Councilor Snider expressed their approval.

6. NON AGENDA ITEMS - Chair Cook reminded everyone that the city has placed an urban renewal measure on the November 5 ballot. He said the word needs to get out and people need to promote these changes to the Charter.

He said the deadline was missed to get supporting information published. Director Snider asked if there could be a flyer mailed out to citizens as the problem with not doing any outreach is the added cost of another election. Executive Director Wine said there are options including a special mailer or local newspaper ads. She said the goal is to do this in the next two weeks.

Director Woodard said he will be attending the National Parks and Recreation Association Conference from October 6-12, and will participate by telephone in the October 8 council meeting.

- EXECUTIVE SESSION: At 7:56 pm Chair Cook announced that the CCDA was entering into an executive session in the Red Rock Creek Conference Room to discuss real property negotiations, under ORS 192.660 (2) (e). Executive Session ended at 8:30 pm.

7. ADJOURNMENT: At 8:31 pm Director Snider moved for adjournment and Director Buehner seconded the motion. All voted in favor.

	Yes	No
Director Woodard	✓	
Chair Cook	✓	
Director Buehner	✓	
Director Henderson	✓	
Director Snider	✓	

Carol A Krager

Carol A. Krager, Deputy City Recorder

Attest:

Chair, City Center Development Agency

Date: Nov. 5, 2013