



City of Tigard

Tigard City Council Meeting Minutes

December 17, 2013

1. WORKSHOP MEETING

- A. At 6:34 pm Mayor Cook called the City Council meeting to order.
- B. Deputy City Recorder Krager called the roll.

	Present	Absent
Councilor Woodard	✓	
Mayor Cook	✓	
Councilor Buehner	✓	
Council President Henderson	✓	
Councilor Snider	✓	

- C. Mayor Cook asked everyone to stand and join him in the Pledge of Allegiance.
- D. Mayor Cook asked for Council Communications and Liaison Reports.
Councilor Woodard said there is information in the council mail regarding MACC franchise negotiations with Comcast. City Manager Wine noted that this item is on the January 14, 2014 council meeting agenda.
- E. Mayor Cook asked Council and Staff for Non-Agenda Items - None

2. RECEIVE TIGARD TRIANGLE STRATEGIC PLAN UPDATE

Associate Planner Caines said the Planning Commission was present for an update and discussion with council on the Tigard Triangle strategic plan progress. Planning Commission members present were: John Goodhouse, Matt Muldoon, Christopher Ouellette, Tom Mooney, Calista Fitzgerald, Jason Rogers and Mike Enloe. Ms. Caines presented a PowerPoint slide show, a copy of which is in the packet for this meeting.

Associate Planner Caines said tasks include stakeholder interviews, studies on existing conditions, the city's development code, and needs and constraints. She said the team is finishing up studying opportunities and constraints and discussing potential density levels for the Triangle. She said storm water and street improvements will occur in the first quarter of 2014 and there will be

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013

another council update in February or March. She said the needs, opportunities, constraints and tools build upon existing conditions. Surveys and public meetings indicate the desire for developing better circulation, land use, community character, public spaces, parks and trails. At present there are no amenities for those who might want to live there. There needs to be a Tigard Triangle identity. Opportunities include Red Rock Creek, open space, green streets, piggybacking on sewer projects. Existing universities bring students to the area after 6:00 pm. The topography can be an asset; there are great views from 68th and Dartmouth. Constraints include improvement and land costs and strict environmental regulations.

Associate Planner Caines said key take-aways from expert interviews include location advantages such as the view from 68th Avenue and that the Triangle is a secondary office space market to Kruse Way. High capacity transit is seen as a positive and housing in the Triangle appears to be a good opportunity. They noted the unused parking space at the theater site. Constraints mentioned were finding the right balance for parking, lack of parks and few amenities for potential residents.

She gave some facts about the Triangle area. The main four job sectors are finance, insurance administration and support, retail, and professional services such as architecture and engineering. There are 7,746 jobs in the Tigard Triangle but only 7 percent of those Triangle employees reside in Tigard. There are 420 households, mostly remaining from when the Triangle was a neighborhood of single-family houses. There is at least one multi-family apartment complex.

Associate Planner Caines said the trend in offices is decreased space per employee, with more shared and flexible space. The Triangle office space vacancy rate is lower than in nearby areas but this may be due to less expensive rents than those near Washington Square and Kruse Way. The bottom line is that there needs to be little or no new office space built in the next 3-5 years. Employee amenities, such as restaurants, sidewalks, walking trails and parking, are becoming more important. She said the Tigard Triangle lacks those amenities (except for parking) and needs image branding.

Associate Planner Caines said retail responds to the demand generated by jobs and housing. She said, “We have the jobs from the 9-5 market but lack the housing to support these businesses after the employees go home.” She said new construction is supportable for surface-parked apartment buildings with amenities such as common outdoor rooms, “anywhere” offices, and fitness clubs. Trends are amenities such as public spaces and restaurants and there is a move towards less square footage in homes.

Council President Henderson asked if less square footage in homes was defined as less than 1,000 square feet. Associate Planner Caines said she would check on that.

Associate Planner Caines said tools are needed to overcome financial barriers and bridge private investment gaps. Options include local improvement districts, urban renewal and specialized grants. A grant program such as Metro’s Nature in Neighborhoods could be a possibility for trails and open space. She said as progress is made on the Triangle strategic plan it will become easier to identify funds needed and where there are shortfalls.

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013

Associate Planner Caines said there will be further review and feedback from the Technical Advisory Committee, Citizen's Advisory Committee, public meetings, surveys and the web. Council and the Planning Commission will be updated mid-February once the alternatives are identified. She invited Commissioner Fitzgerald to comment as she is also on the Citizen Advisory Committee.

Commissioner Fitzgerald commented that what resonated with her was the comparison of the land area in the Triangle to the same sized area in downtown Portland. She said there is so much more to see and do in the same physical space in Portland. There is nothing like this in the Triangle. Area businesses have suggested food carts but there is not yet enough density. She said feedback from suburban developers is that they are ready to build apartments – now. She commented that the city is doing the right thing is getting the pieces in place.

Commissioner Fitzgerald mentioned the Triangle survey and acknowledged it will be a struggle to get outside input on the survey but said more people need to give their input. She asked everyone to encourage residents to participate. She reiterated that this large area of Tigard, so important to high-capacity transit, is not well understood by the community.

Councilor Buehner asked if wetland buffer areas can be used for trails and pocket parks. She suggested the creation of a specialized Development Code section for the Triangle to address special needs of this area. She suggested the city assist with the branding issue and install “Welcome to the Tigard Triangle” signs similar to those at the entrance to downtown Tigard on Burnham Street. She said they could be situated on both Haines Street and Barbur Boulevard. She noted the large number of restaurants on the north side that are technically not in the Triangle and are across Pacific Highway. She asked if it made sense to add flyover pedestrian ramps so people do not have to cross through traffic. Associate Planner Caines said she will pass along these ideas to the consultant.

Councilor Woodard said he went to the area and agreed with observations about the nice view from 68th Avenue. He said improved amenities and better circulation grids will attract projects. He asked if a walkway similar to the Kruse Way pedestrian path could be built between the Triangle and downtown, parallel to Pacific Highway, to join Tigard's two “hearts.” He supported piggybacking onto other projects, such as the Rock Creek sewer line section to help meet circulation and other needs. He requested that walkability be kept in mind as the area is planned.

In response to a question from Councilor Snider on jobs and household data, Associate Planner Caines confirmed that the data reflected the “true” Triangle area and did not include the area north of Pacific Highway in the secondary (red) area of the map.

Commissioner Muldoon asked what happened to the concept of exploring what could be done in the Triangle without considering trip and parking requirements, as if it was located in downtown Portland and did not have ODOT or topographical constraints. Associate Planner Caines said when staff first asked for public input they asked for a vision without considering constraints but

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013

as the city moves through the formal process, “we want to consider the constraints so we have more of a realistic idea of options.”

Commissioner Muldoon suggested starting to look at what is the best use of the Triangle, unconstrained by what ODOT’s rules might be. Commissioner Fitzgerald said, “We can build anything. We can place any density there we want. But if a developer cannot pencil it out, it won’t happen.” Commissioner Muldoon said starting planning with constraints is like the “tail wagging the dog.” Commissioner Fitzgerald said they are at a higher level discussion, exploring what is best for the Triangle and the Tigard community as a whole, and have not yet gotten to the details of how much density should be in the triangle.

Council President Henderson gave a synopsis of a meeting the Planning Commission held with builders who were invited to vet problems and discuss how the city and developers can work together. He said it was well received and everyone walked away with a better understanding of the area. He commented that the Planning Commission has done a lot of good for Tigard. Planning Commission Vice President Rogers said he hopes to continue the conversation.

3. RECEIVE ECONOMIC DEVELOPMENT QUARTERLY UPDATE

Economic Development Manager Purdy gave a quarterly update on economic development activities. He said his primary focus is on gathering data needed to help the city make good decisions and understand what is happening with the economy in Tigard. His analysis of the economic picture is divided into three parts: 1) industry and manufacturing, 2) office and professional, and 3) retail, restaurants and service providers.

Economic Development Manager Purdy noted that only 31 percent of Tigard is zoned to allow economic activity, which is about 1,000 acres. In 2008 there were 2,914 businesses; this has increased to 2,972. He said there is 500,000 square feet of Class A office space with a vacancy of 101,000 square feet. Industrial space has a vacancy rate of the same amount. He said in 2008 there were 41,000 people employed by Tigard-based businesses. The most recent number is 43,186.

He said of those Tigard-based businesses, 19 percent live in Portland, 7.7 percent live in Tigard, and 7.2 percent live in Beaverton. An examination of where Tigard residents are employed shows that 30 percent work in Portland, 14.3 percent both live and work in Tigard and 11 percent work in Beaverton.

Councilor Buehner requested statistics on the number of home-based businesses. Economic Development Manager Purdy said he will obtain that information.

Economic Development Manager Purdy said he continues to work with partners including Business Oregon, Worksource of Oregon, Greater Portland, Inc. (GPI) and the Oregon Main Street program. He is working with Business Oregon and GPI on business recruitment. Tours give economic development team members an idea of what is happening in Tigard. He meets weekly with the Tigard Downtown Alliance (TDA), which is moving towards incorporation in early 2014.

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013

Business visits include providing assistance and information on exporting and overseas marketing and he has been able to pair companies with export strategists. He said he visits one business a week which takes time, but will slowly build up momentum towards working well with Tigard businesses. Mayor Cook noted that a recent familiarization tour he attended was enjoyable and the company was very appreciative about the city reaching out to them. Economic Development Manager Purdy said he follows up on leads from businesses looking for a location and he works with the city's design staff to develop compelling visuals to go along with recruitment materials

Economic Development Manager Purdy said the city is looking into Enterprise Zones as a development tool. These encourage business investment through property tax relief in a defined area. The area must have economic hardship. In exchange for the tax relief the business has to locate inside the Enterprise Zone and be an eligible business. Ineligible businesses are retail, financial institutions, construction and motels. Property tax abatement is received for 3-5 years on new facilities and equipment and they also must increase and maintain employment by at least 10 percent. Nearby cities that have this program include Beaverton, Hillsboro and Portland. He said there will be future council discussions about what might be an appropriate area for this zoning. Councilor Buehner noted that Tigard does not have much industrial land and this is another reason to examine zoning. He said a second policy issue is the Vertical Housing Zone and he is working with Senior Management Analyst Wyatt to make sure the state legislature does not do away with this program.

Economic Development Manager Purdy spoke about upcoming meetings to explore uses for the Fields industrial property. He will share results of these meetings held with consultant Group McKenzie at the February 18, 2014 council workshop meeting. He worked on a Connect Oregon 5 grant (Tigard Street Trail) and hopes to hear this month about a DLCD grant. He submitted a proposal to PSU for a municipal and urban studies student capstone project.

There is now an economic development webpage on the city's website to share the good news when a business locates in Tigard. Another communication tool is to mail a notice with business license renewals encouraging businesses to sign up for the updates Economic Development Manager Purdy sends out covering Small Business Association information or free tax help, etc.

Council President Henderson said it is important to make sure all the data gathered is useful information. Councilor Snider said he was very pleased with the progress in the city's economic development program.

4. RECEIVE BRIEFING ON CAPITAL IMPROVEMENT PLAN PROJECTS

City Engineer Stone referred to the Capital Improvement Plan Project Update spreadsheet that incorporates council suggestions and comments from prior discussions on what format and type of information would be most helpful.

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013

He gave highlights on some larger projects:

- Exterior Permit Center/Police/City Hall building walls – damage is less than anticipated and will be bid in spring
- East Butte Heritage Park– complete
- Fanno Creek Trail (Main to Grant Streets) –open for walkers next week
- Fanno Creek House - complete
- Potso Dog Park - under design
- Dirksen Nature Park - under construction
- Jack Park - complete

Councilor Buehner asked for information about the official opening for Jack Park.

Storm Sewer Projects: City Engineer Stone discussed several storm sewer projects related to creek stabilization, slope stabilization and sewer pipeline replacement. The Barrows/Scholls Ferry Sewer Extension is a cooperative project with Washington County and Clean Water Services and will be completed by September of 2015. Tigard and Clean Water Services are also joining forces on the Derry Dell Interceptor Relocation. Work with Clean Water Services on Derry Dell Creek should be bid this spring.

City Engineer Stone said the Pavement Maintenance Program is complete. The Walnut Street project will begin in the fall and the Pacific Highway/McDonald/Gaarde project will be bid next fall with completion in the fall of 2015. Work continues as part of the Walmart improvements in the 72nd Avenue/Dartmouth area. The 92nd Avenue sidewalk near Cook Park is complete. Main Street Green Street will begin construction in early 2014.

Water projects include the Lake Oswego Tigard Water Partnership and the River Terrace/Scholls line. In response to a schedule question from Councilor Buehner, City Engineer Stone said construction of aquifer storage well No. 3 will begin in late 2014.

Council expressed approval for the schedule and report layout and City Engineer Stone said he will maintain this format for future reports.

5. REVIEW CITY SURVEY RESULTS

Assistant City Manager Newton introduced Tom Eiland with CFM Strategic Communications, the firm that conducted the recent Community Attitudes surveys. A copy of the PowerPoint presentation is included in the packet for this meeting. She noted that after the presentation staff would like to hear from council what areas should be pursued with upcoming focus groups.

Consultant Eiland gave an overview and discussed survey methodology which included a telephone survey of 300 residents, and an online survey in which 606 residents participated. In addition, focus groups are planned for January and February of 2014, to assess specific issues.

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013

Survey objectives included finding out opinions on living in Tigard, which of several possible changes were preferred, assessing the initial strategic plan message and finding out how people receive information and would prefer to receive information from the city.

Consultant Eiland said younger people are hard to reach with telephone surveys and are underrepresented. He weighted the data based on the census. Councilor Snider asked about the margin of error and whether more surveys would be desirable to increase precision. Consultant Eiland said the results for an attitude survey in a city the size of Tigard are reasonable and customary for what they would do in other cities. He said that based on the political work their firm does, they know this is very accurate.

Consultant Eiland said ratings for Tigard as a place to live were the highest since 2007, indicating that things are moving in the right direction. Results were consistent through all demographic groups.

One key issue was traffic congestion. Other issues were identified; they were not reading from a list. Results are consistent through the demographic groups but more young people mentioned recreation than others. This is not surprising because they have children at home or may be planning a family.

Council President Henderson requested details on responses on downtown development. He recommended picking a few of these for further study.

A list of potential changes was rated. Highest ratings went to increasing efforts to retain existing and attracting new jobs to the city. The next interests were increasing the level of street maintenance, expanding police youth service programs and development and maintenance of newly purchased parks. Improving the city's communication with citizens was more highly rated by younger people (18-44).

Questions relating to city facilities were asked and the survey showed that people are opposed to keeping the library open on Thursdays if it comes at a cost of \$460,000. Assistant City Manager Newton said there is concern about that number and it might be a question to put to a focus group. Most people preferred keeping city hall counter hours as they are now, except women want to have the counters open one night a week. Assistant City Manager Newton noted that this item was ranked last in the list of priorities.

People surveyed were opposed to building a new police station by a ratio to 2 to 1. Consultant Eiland said this project is clearly in the early stages but those numbers indicate groundwork needs to be laid explaining the need. Council President Henderson agreed that citizens need more information to understand there are problems with the existing police space.

Consultant Eiland said three options were tested regarding traffic congestion. Most thought high capacity transit would reduce congestion. 52 percent thought building a light rail line to Portland would reduce congestion. Relying on expanding walkways was not seen as something that would help with congestion. Suggestions made were more lanes, synchronized traffic lights and more

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013

alternative routes. Councilor Buehner noted that people were not asked what they would be willing to pay for these options.

The strategic plan vision was read and half agreed that it represents the long-term vision. Younger people and those near some elementary schools were favorable. Those 55 and older and living in zip code area 97224 were divided. The Templeton Elementary neighborhood response was that it did not represent the long-term vision. Consultant Eiland said indications are that Tigard is on track with this strategic plan and it was unusual to receive such a high favorable response for something they had not seen or heard prior to the survey.

Consultant Eiland discussed communications from the city and said people 55 and over rely on the Cityscape, Tigard Times and the Oregonian. Digital information is more popular with those aged 18-44. Consultant Eiland noted that 6 out of 10 residents rely on a city-managed media source for information about local issues. He said this indicates that the city is doing a good job of communicating with its residents. Challenges include younger people wanting more communication electronically. Traditional news media is slightly more important than digital media but this flips among the different age groups. He said there may be a disconnect because people prefer the cost savings of going to a digital Cityscape, yet the paper Cityscape is clearly a preferred choice on how many people receive information now.

Councilor Buehner stated concerns that online surveys are not reaching the older demographic which is growing in numbers statewide. Consultant Eiland said 47 percent of the online survey respondents were 55 and older. He said there is not much difference between younger and older respondents except with healthcare issues. He said younger people are more comfortable with dense, high capacity, urban living.

Assistant City Manager Newton asked the City Council for suggestions on focus group questions.

Councilor Snider said he was troubled by opposing thoughts – that many citizens get their information from the Cityscape and what happens to them if the city drops printing it. City Manager Wine said it would still be produced. Consultant Eiland said the Cityscape may be one of the ways the city is reaching residents age 65 and older so he does not recommend that the city do away with the printed Cityscape.

Councilor Woodard suggested focus group questions relating to how to reach the 18-44 age group.

Councilor Buehner commented on communicating by Twitter or text messaging. She said, “We can’t really explain what we do in 140 characters. Texting doesn’t allow explaining complicated concepts.” Mayor Cook said he looks at Twitter as bullet points. Councilor Snider agreed with Council Buehner about the difficulty explaining large concepts in 140 words but said, “We have to figure out how to meet their communication patterns. We’re not going to change them and buck them and we’re not going to fix them either.”

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013

6. DISCUSS CITY OF TIGARD STRATEGIC PLAN

City Manager Wine invited the Executive Staff and others on the leadership team who are working on the strategic plan to join council at the table. In attendance were Assistant City Manager Newton, Community Development Manager Asher, Acting Public Works Director Rager, Human Resources Director Zodrow, Assistant to the City Manager Mills, Administrative Services Manager Robinson, Information Technology Manager Sears, Assistant Community Development Director McGuire, Library Director Barnes, Finance and Information Services Director LaFrance, Police Chief Orr, Assistant Police Chief deSully, Senior Management Analyst Wyatt and Consultant Alyssa Gasca.

City Manager Wine said the leadership group has been meeting since the summer on developing concepts and ideas for a strategic plan. The plan describes what the Tigard community could look and feel like in 20 years. She said they want the plan to be aspirational, visionary and distinguish Tigard from everywhere else. She said concepts have been explored with council since September and the conversation tonight is to talk further about what council sees as important for testing these ideas, and a discussion on the goals. She noted that after meeting with council in September, the words “all ages and abilities” were added to the vision.

Councilor Snider suggested using the focus groups to test the strategic plan messaging.

City Manager Wine said the vision is that Tigard is the most walkable community in the Pacific Northwest where people of all ages and abilities enjoy healthy and interconnected lives. She said the leadership team wants to make sure people can see themselves in this vision. These ideas have been rolled out at all-staff meetings, including showing a short video. Staff responses included the words “exciting” and “noble.” She said staff can see how they are part of this through the work that they do. Sidewalks that need to be repaired or replaced help with connectivity. The library is already a hub where people can connect.

City Manager Wine showed a slide of the four goal areas and discussed each goal.

- Facilitate walking connections to develop an identity.
 - There are many grants available that support the creation of connections and walking opportunities. There are implications on social, public health and educational benefits. Physical activity can lower healthcare costs, strengthen our economy and create better neighborhoods.
 - Community Development Director Asher said the real estate industry realizes that this is smart business. Having a walking network is seen as an asset.
- Ensure development advances the vision.

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013

- The concept is that the more Tigard is able to grow the value of the community, the more opportunities we will have to invest more broadly. This means creating development in our centers, marketing the city so businesses want to come and grow here, and developing relationships with our business community.
- Engage the community through dynamic communication.
 - A next step is starting tactical planning around these ideas.
 - Promote two-way communication.
 - Assistant City Manager Newton said the city is looking to be the source of accurate information for its citizens.
- Fund the vision while maintaining core services.
 - There will be steps to move the vision forward with existing resources but also the consideration of new resources.
 - Council will see results of core service definition work coming through the budget process.

Consultant Gasca said it is important to remember that this is a 20-year plan and each round of discussions will create additional questions. This is part of the process.

Community Development Director Asher said this is a work in progress and will continue for some time. He said it is already beginning to organize and congeal some work habits and relationships between departments and employees because there is a common vision.

Assistant City Manager Newton said the group she and Administrative Services Manager Robinson supervise includes court, records and design employees and they have held discussions at monthly meetings. She said her group is very excited and engaged in the conversation about this.

Councilor Snider said this vision may create some interesting problems for departments such as the police department car-patrolled operations. Police Chief Orr said they are moving away from the car anyway because of the nature of the city and the way it is growing. Policing will change dynamically, with more bicycles and ATVs in use to keep trails and pathways safe.

City Manager Wine presented a video about the vision and asked for council feedback. She said there will be a version 2.0 and it will continue to evolve. In response to a question from Councilor Woodard, City Manager Wine said there will be a few adjustments made before it is available on the website. TVCTV filmed it and they put it out on YouTube. Councilor Woodard commented that the video activates the words of the vision for him and he thought it was well done. Councilor Snider agreed. City Manager Wine said the music may be redone and a suggestion was made that local or student musicians be used to create a new soundtrack.

City Manager Wine said the next step is tactical planning on implementing the vision and asking the community for their response to the draft concepts. The community attitudes survey was the first

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013

chance to test them. Council is being asked tonight for feedback and if staff is given the go ahead, they will start talking to the community. The Mayor's Blue Ribbon Task Force Committee may be reconvened.

Mayor Cook said staff is doing a great job. He suggested that interactions in small focus groups make it easier to be engaged and freely offer input. He said he was present at all-staff meetings where the video was shown and there was a wide range of comments.

Councilor Snider commented that he had been critical in September because the words did not capture the essence of how someone feels, but his concerns are gone. When asked if that was the result of the video or the evolution of the strategic plan document, he said it was both. He said when presenting this to the community it should be more about showing it and feeling it, and less about the words. Community Development Director Asher said that is why he thought it amazing that 52 percent in the community survey were favorable after just hearing the words.

Councilor Buehner said the strategic plan work is fine but was disappointed that there is no mention of making changes to the Oregon tax system as a priority. She suggested that there be a line under the financial goal saying the city will be proactive in getting the state tax code changed because it is unsustainable for cities and counties. City Manager Wine said there was some discussion about what the city can do and influence. Councilor Snider suggested this could be a tactic related to Goal 4.

Council President Henderson said he has observed the city go through the visioning process before and what is different this time is the consensus of the staff. He said there is a lot of work to do but there is synergy.

7. COUNCIL LIAISON REPORTS - None.

8. NON AGENDA ITEMS - None

- EXECUTIVE SESSION - At 9:22 pm Mayor Cook announced that the Tigard City Council would be entering into Executive Session to review and evaluate the employment-related performance of the city manager, called under ORS 192.660(2) (i). He said the Council would adjourn in Red Rock Creek after the conclusion of the executive session. Executive Session ended at 9:59 pm.

9. ADJOURNMENT - At 10:00 pm Councilor Buehner moved for adjournment. Councilor Woodard seconded the motion and all voted in favor.

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013

	Yes	No
Councilor Woodard	✓	
Mayor Cook	✓	
Councilor Buehner	✓	
Council President Henderson	✓	
Councilor Snider	✓	

/s/Carol A. Krager
 Carol A. Krager, Deputy City Recorder

Attest:

/s/John L. Cook
 John L. Cook, Mayor

February 11, 2014
 Date

TIGARD CITY COUNCIL MINUTES – DECEMBER 17, 2013