



**City of Tigard**  
 City Center Development Agency Meeting Minutes –  
 September 2, 2014

6:30

1. CITY CENTER DEVELOPMENT AGENCY BOARD MEETING

A. Chair/Mayor Cook called the meeting to order at 6:31 p.m.

B. City Recorder Krager called the roll:

<u>Name</u>	<u>Present</u>	<u>Absent</u>
Chair Cook	✓	
Director Henderson	✓	
Director Buehner		✓
Director Snider	✓	
Director Woodard	✓	

C. Call to CCDA and Staff for Non Agenda Items - Director Woodard advised he would be absent at next week’s City Council meeting. Director Henderson said he would attend the PRAB meeting in his stead. Executive Director Wine said she had some scheduling items to discuss at the end of the meeting.

2. DISCUSSION WITH TIGARD DOWNTOWN ALLIANCE BOARD OF DIRECTORS

Tigard Downtown Alliance (TDA) Board Members in attendance included President Steve DeAngelo, Vice President Mike Stevenson, Secretary Elise Shearer and Members-at-large Tom Murphy and Phil Thornburg. President DeAngelo noted that Treasurer Debi Mollahan was unable to attend. He said the TDA last presented to the CCDA in July of 2013 and he would update the CCDA on current activities. He presented a slide show, a copy of which has been added to the meeting packet. He read the TDA’s mission statement: Our mission is to represent the interests of a wide range of downtown stakeholders. This includes property owners, business owners, managers and employees; residents and visitors, to guide the changes needed for a vibrant and thriving downtown for the benefit of the entire community. He said they are now incorporated and Board Member Murphy is assisting with obtaining 501 (3) (c) status which will increase eligibility for grant opportunities. A board was elected and they have standardized communication efforts.



Mr. DeAngelo gave a report on the Third Annual Downtown Tigard Street Fair. It was a huge success and of special note was the merchant to merchant engagement. He covered other activities and focuses of the TDA.

Beautification Projects: While hanging flower baskets are common in some cities, they are expensive to maintain. It is easy to get them funded but difficult and costly to keep them alive. TDA wants to try something new and decorate the downtown with hanging blown glass baskets from local merchant Live Laugh Love Glass. They would be illuminated by solar lighting. There will also be light pole banners and 9-12 new benches and bike racks that are more of an art form than a standard rack. These would also be installed at the northern end of Main Street. They hope to install a permanent bike work station with pump and various wrenches attached by cables, similar to one at Whole Foods. Bicycle riders could use this to pump up tires or adjust their seats. Event banners are planned using a cabling system. He said they learned that air over a public thoroughfare is not “free,” and they will rent the space in the air for a banner between Symposium and Café Allegro. Washington County Visitors Association (WCVA) awarded \$50,000 in funding for these projects.

Economic Development: Mr. DeAngelo said the TDA got word of LOI acceptance for a WCVA Tourism Grant. New funding sources will be identified when the organization receives 501 (3) (c) status. He said they are pleased to work with Economic Development Manager Purdy because of his proven ability to attract dollars for previous projects. The TDA received \$10,000 from Landmark Ford and \$2,500 from Columbia Bank in sponsorships. He said the bus tour was successful and they plan to continue their visits to view successes at other vibrant shopping and walking districts in the region.

Mr. DeAngelo said the Street Fair made a profit. There was greater merchant to merchant engagement and more activities for children. They asked a consultant who oversees the Mississippi Street Fair in Portland to evaluate Tigard’s Street Fair. He said, “His initial reaction is that we’re on the right path.”

How the CCDA can help the TDA: Mr. DeAngelo said the CCDA could help with communicating their existence and giving them suggestions about how to reach individual stakeholders. He said there were pros and cons with moving to an electronic CityScape and mentioned that people get their information in various ways. He offered the TDA as a conduit for information gathering. He suggested the CCDA members attend the Oregon Main Street Conference in McMinnville, which was voted the second best downtown by Parade magazine recently. He said financial assistance from the city would be helpful. Mr. DeAngelo said the TDA would like to help create a brand for the downtown. He said their biggest question is, “What can the TDA do for the city?”

Director Henderson replied, “Work with other merchants, consolidate information and let us know what others may be afraid to come and talk to council about. Be a conduit for communication.”

Director Snider advised that the TDA keep doing what they have been and said, “What you’ve done in 14 months is incredible.”

Director Woodard said he was pleased to hear about the beautification and amenities.

Partnership Goals: Mr. DeAngelo said the TDA will continue to capitalize on the use of the four-point Main Street approach which will be the basis for every mechanism they try to execute. He said they would like to move the status to a “performing” Main Street. The strolling street and the façade improvement program are examples of ways the city can help stakeholders enhance their properties, making being in the downtown

enjoyable for everyone. He said the TDA would benefit greatly if they could hire a part-time staff position in the near future.

Future street fair improvements include:

- Doubling the vendor space
- Walking/biking events
- Beer sampling – Home brew contest
- Wine Tasting

The street fair consultant suggested not doing too much too fast. Focus on a few of these ideas and do them well.

Mr. DeAngelo summarized that the TDA wants to synergize efforts with its various partners, which include the CCAC, CCDA and others. He said the TDA meets monthly and also informally every Tuesday at Symposium at 8:00 a.m.

TDA Vice President Stevens thanked TDA President DeAngelo and Economic Development Manager Purdy. He said, “Our limitation is our time. We are all running businesses. It would be helpful to have a part time employee.” He noted they experience limitations because they cannot communicate directly with each business owner.

 Director Henderson thanked everyone for cross pollinating ideas with the city’s other committees and said it has led to success and greater connectivity.

Director Woodard said he liked the focus on the four-point approach. He mentioned the branding and suggested there might be ideas that will capture the attention of those driving through on 99W. Entry gates will help those travelling by know that downtown Tigard is open for business. He said he understood the need to hire a staff person and he was in support. He suggested looking at this when budgeting to see if it was at all possible. Director Snider asked for a cost estimate and asked if they had research other funding options. Mr. DeAngelo said they have looked into grants and other opportunities. Some allow for paid positions but most are project oriented. Secretary Shearer said an earlier estimate was \$50,000 for a full time person to do this work. Mr. DeAngelo said due to their low dues structure and the amount of money that events cost, the organization cannot sustain itself without outside funding for a staff person. Director Henderson commented that Astoria made funding staff person a priority for four years.

Director Woodard asked about expanding the city’s economic development department and hiring a part-time person.

Chair Cook said he wanted to echo what the other CCDA directors said about the TDA exceeding their expectations. He said the organization has been great for the community and for Main Street especially, at a time when those businesses needed the extra support. He said, “You are helping the downtown businesses and they should thank you for this.” He noted that the last time the TDA asked for monetary support, the city matched it. He suggested putting together a funding package to hire a staff person. He said the support could be on an adjustable sliding scale but did not recommend using CCDA money because it has an expiration date. He again thanked the TDA and said he frequently mentions how much the TDA does for the community.

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Board Member Thornburg commented on a positive change in city staff and how they communicate is different from what was experienced in the past. He specifically thanked Mayor Cook, City Manager Wine, Community Development Director Asher, Redevelopment Project Director Farrelly and Economic Development Manager Purdy for making their job much easier and for promoting the city. Director Snider said he was pleased to hear that and asked that the TDA to continue sharing feedback with the CCDA on how the staff is partnering with them.

### 3. UPDATE ON ASH AVENUE/BURNHAM STREET HOUSING DEVELOPMENT

 Redevelopment Project Manager Farrelly spoke about a key project for downtown redevelopment. The proposed redevelopment of two city-owned sites at Ash and Burnham is important because attracting more people to live in the downtown area is seen as crucial to the success of the urban renewal efforts. The vision of the Tigard Downtown Improvement Plan (TDIP) is to have a mixed-use urban village. Attracting downtown housing is listed as one of the eight TDIP catalyst projects. Tigard's blueprint for the downtown, the City Center Urban Renewal Plan, states that Goal 5 is to promote high quality development of retail, office and residential uses that support and are supported by public streetscape, transportation, recreation and open space investments.

Housing would also leverage investments made on Burnham Street, Main Street and the commuter rail. He showed a map of two sites that have been studied. Site One is on Ash and Burnham and Site Two is on Commercial Street. Predevelopment work was funded by a \$100,000 Community Planning and Development Grant from Metro. Predevelopment work can include appraisals, environmental assessments, market analysis, and conceptual site plans.

Redevelopment Project Manager Farrelly said the city entered into a Memorandum of Understanding (MOU) with developer George Diamond. An extensive market analysis was done for this area. Architects completed conceptual site plans for each site. Site One could have four buildings, three are three-story walk-ups oriented to the park. The fourth building would be a four or five story commercial use building in the current location of the Ash Avenue Dog Park. There could be 108-128 units and a one-to-one parking ratio which it is hoped will attract transit riders. Parking would be mostly surface, with some underground. There is a new street planned which would provide additional parking.

Mr. Farrelly said plans for Site Two are not as firm but the former location of Homemasters and Kaufman Streamborn is about 14,000 square feet and could hold 20 units and 2800 square feet of commercial space. The acquisition of a neighboring site is a possibility.

Redevelopment Project Manager Farrelly said a concept review workshop was held at the AIA (American Institute of Architects) Center with 17 stakeholders, including Metro Councilor Dirksen, Council President Henderson, and representatives from the TDA, Planning Commission, Tigard Transportation Advisory Committee (TTAC), CCAC and the Ash Avenue Dog Park Committee present. Opinions were sought on the design and Mr. Farrelly briefly summarized them. Community input expressed a desire for:

- Development must work with nearby Fanno Creek
- Avoidance of risky or dead spaces in the design
- Make it a blend of traditional aesthetics that will attract the younger generation.

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An important part of this project is relocation of the Ash Avenue Dog Park. Two neighboring sites were considered, with different tradeoffs. A commitment was made to opening up a new dog park before removal of the current one. A concept study will be done to assist with this decision. Cost for this relocation will be included in the project.

It is likely that this development will take advantage of the VHDZ (Vertical Housing Design Zone) and both sites would qualify.

Mr. Farrelly discussed the timeline which includes relocation of the public works building, storage and activities there. In response to a question from Director Snider, Mr. Farrelly said staff is aiming to break ground in July of 2015. Next steps include:

- Relocation of the public works yard (Does the cost justify bringing 180 units?)
- Finalization of the new dog park relocation
- Development agreement negotiation. The city attorney has finalized a draft which will be given to the developer by the end of this week. The agreement minimizes the city's risk. A draft will be given to the CCAC and CCDA for review in November or December, if not earlier.

Director Snider asked if the sale of the public works yard would be a tradeoff for moving those public works employees elsewhere. Community Development Director Asher said the city cannot appreciate the value of that land. Any revenue from the sale would go into the city's general fund but the value needs to be applied to the project. He said the public works relocation lease amount would be recouped by growth of the increment and increased development in the downtown.

In response to a question from Director Henderson about the \$80,340 figure, Redevelopment Project Manager Farrelly said this is the cost of the pre-development work and \$55,000 is a match of in-kind services by Community Development Director Asher and Redevelopment Project Manager Farrelly.

Chair Cook asked if staff is working with the dog park committee on finalizing the relocation. He suggested moving the dog park to a site that will just be developed later is not advisable. Community Development Director Asher agreed. He said the site on the corner of Ash and Burnham is clearly slated for development but the site behind B&B Printing is not a redevelopment site.

Chair Cook asked about universal design methods which make buildings accessible for any demographic. Community Development Director Asher suggested negotiating for that in the development agreement.

Director Woodard encouraged reaching out to retail stakeholder and looking at the city's policy regarding kiosks and vendors. Community Development Director Asher said there will be an open house so all stakeholders can see what is being considered. He cautioned that it is not the agency's choice of who moves into the retail space. Details such as "commercial, with high ceilings" can be selected, but this stops short of what business is appropriate to move into the space. He said the grant is for the two sites but the development agreement pertains only to Site One. He said having only a single use (residential only) means we are missing a place to walk to, get coffee or buy sundries.

Richard Shavey, of 11371 Sycamore Street, Tigard, asked if he could testify and Chair Cook said he would allow it. Mr. Shavey said this is a catalyst project for a number of reasons. He asked if Ash Avenue would continue to be a dead end or become a through street. Chair Cook said it is shown both ways in the future Transportation System Plan. Mr. Shavey said, "This has to be a through street to be a success." Director

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Woodard said he made a good point and said for many years council has been discussing the need for better street connectivity in the downtown. Director Snider said the street changes will occur incrementally. Mr. Farrelly said this project does develop a street that is planned eventually to connect with Hall Boulevard.

Chair Cook cautioned that people looking at a future plan do not understand that yellow lines on a map do not mean a change will occur immediately. It will happen over time, as things change and areas are redeveloped. Director Woodard said council prefers to avoid using eminent domain. Mr. Shavey encouraged the CCDA to think of Ash Avenue as a phased project. People need to drive by the project and a through street would help create interest.

 Tim Esau, 12247 SW 114<sup>th</sup> Terrace, Tigard, spoke. He said he was excited to hear about Ash Avenue coming through as transportation is important to him. He was pleased about branding efforts in the downtown that will help give Tigard an identity. He expressed concerns about redevelopment site one because the city is giving up city-owned land having no further costs and taking on an ongoing burden of renting, leasing or buying land further away from the city core for relocation of staff and operations. He said he did not like the thought of subsidies, such as the VHDZ, and that buying residents is the wrong way to bring people downtown. He noted the lack of a community center or anything else to draw them. Traffic is the major problem and bringing in 128 additional residents is not going to make it any better. He stressed that any kind of development should be tied to bringing a connector through Ash Avenue. He said it seemed wrong that the sale of the property would be given back to the developer. He did not like giving this away and then adding relocation costs to the city organization.

Director Henderson requested a copy of the PowerPoint.

#### 4. UPDATE ON MAIN STREET GATEWAY ART PROJECT

 Redevelopment Project Manager Farrelly gave the CCDA background on the Main Street art project. He showed pictures of the assembly of this large piece of artwork, being welded by artist Brian Borello at a machine shop in Canby. The art is 50 percent complete. An art conservator will review the project and make recommendations about maintenance and cleaning. It will be coated to stand up to the effects of car exhaust and weather. A landscape architect is working on plans. We considered having a matching gateway of stone but there is not enough room or power for the lighting without purchasing property.

Director Woodard asked how many light fixtures there would be and Redevelopment Project Manager Farrelly said there would be four. Director Snider commented that they originally thought the lighting would be LED from inside the sculptures. Mr. Farrelly confirmed that they will not be lit from inside and ODOT has certain conditions regarding changing colors. Chair Cook said the LED lighting was a selling point of all of the designs. Mr. Farrelly said different lighting techniques were explored and ODOT has given the city a permit to do the artwork. There is still a question about having “Welcome to Downtown Tigard” signage and staff is pursuing this. Director Snider urged not giving up on this and said the city council will help convince them.

Redevelopment Project Manager Farrelly said the southern gateway is part of the Main Street Green Street project staging area and will be prepared when that project ends in November. He said staff prefers to install both pieces around the same time. When completed, the artist will transport and store the pieces in the public works yard until installation time. Director Henderson asked about children climbing inside the art. Mr.

Farrelly said the artist discourages people to be inside of it, but will give it the “drunk frat boy” test to make sure it is safe. However, the location is not safe for kids to be playing.

5. NON AGENDA ITEMS:

Executive Director Wine asked everyone to check their calendars for possible goal setting and council groundrule session dates of November 20 and December 4. Chair Cook requested that she email the dates to them.

 EXECUTIVE SESSION – At 8:07 p.m. Chair Cook announced that the City Center Development Agency would be entering into Executive Session called under ORS 192.660 (2) (e) to discuss real property transactions. He said the CCDA would be adjourning from the Red Rock Creek Conference Room at the end of the Executive Session.

6. ADJOURNMENT

At 8:24 p.m. Director Snider motioned to adjourn the meeting. Director Woodard seconded the motion and all voted in favor.

	Yes	No
Director Woodard	x	
Chair Cook	x	
Director Buehner (absent)		
Director Henderson	x	
Director Snider	x	

\_\_\_\_\_  
Carol A. Krager, City Recorder

Attest:

\_\_\_\_\_  
Chair, City Center Development Agency

Date: \_\_\_\_\_