



BEAVERTON URBAN REDEVELOPMENT AGENCY

Urban Renewal Advisory Committee (URAC)

Monday, September 8, 2014

Beaverton City Hall
1st Floor Conference Room
4755 SW Griffith Drive

MEETING MINUTES

In attendance: Chair Bill Berg, Carmela Bowns, Lorraine Clairno, Sean Collette, Roy Kim, Inessa Vitko, Deric Weiss, Ramsay Weit, BURA Executive Director Cheryl Twete, and Staff Liaison Tyler Ryerson.

Excused: Domic Biggi, Cal Hamerus, Jennifer Nye, Amy Saberiyan, and Scott Winter

Other in Attendance: BURA Board Member Jim McCreight

Public: None

Chair Berg called the meeting to order at 7:00 p.m. Self-introductions were made.

Question from Ms. Bowns: Is this meeting looped for hearing impaired people? Tyler responded that he would have to look into that. He also stated there is no plan to televise the URAC meetings.

Five Year Action Plan

Ms. Twete expressed that the BURA leadership have been discussing the next steps for URAC as we begin to prepare for urban renewal tax increment to begin to come in. What are our priorities in the Urban Renewal District for the four different sub-areas, each with different goals and priorities? How do we look at the whole picture and begin to layout where we would like to go?

At PDC we used a five year rolling plan to identify what we thought were the most important projects, programs, and infrastructure the Commission should be spending money on.

Ms. Twete explained the value of a rolling plan, which usually will identify and realize what the true market realities are and what the true resources are. It becomes a good communication document for the BURA Board, the Planning Commission, and City Council.

PDC's 'The Old Town / Chinatown Five-Year Action Plan' was passed out. Ms. Twete said that the committee could use it as a guide to help develop a five year plan for BURA.

Ms. Twete quickly walked through the layout of the PDC Action Plan example:

- Executive Summary-key actions (attracting new neighborhood investing...)
- Challenges
- Descriptions of projects
- Action Plan objectives
- Specific Actions for each objectives
- Strategic infrastructure
- District Toolkit with matrix recommending funding amounts on an annual basis for each project. Projected tax increments (so you know what you have to work with)?

Because our district is so new and has so little resources we should put some asks in for some other sources of funding (State Legislature, work with our partners and other state agencies to see what other dollars can be brought in).

What is a reasonable amount of money and how would you recommend it be broken out? We will bring the projected amounts to the October meeting.

Effective tools are needed for getting common ground and common thinking about the direction of the district aligning it with priorities such as the Civic Plan, Visioning, Creekside, and Urban Renewal Plan. Look at the hard work that has gone on before us and putting it forward in an Action/Implementation Plan. How do we want to address strategies for our Urban Renewal areas?

Chair Berg added that we have identified our priorities in the past maybe not to this level of detail but we have bits and pieces. It would be helpful if we could gather that information all together.

- Goals and priorities for the district as a whole.
- Break down to sub-districts
- Creekside, opportunities and barriers
- Strengths and weaknesses
- Figure out what makes sense for Beaverton.

Ms. Bowns. What do we already have?

Mr. Ryerson. Yes, it's in the Plan itself which has goals and objectives which were identified and approved and then it gets into the program and how the pie breaks down. We want a plan that is a living document that we can revise and update each year.

Ms. Twete. Given what you know today about the district. What are your top three priorities for projects or programs that we should focus on over the next five years based on your working knowledge of the area, your understanding of the Urban Renewal Plan, and your guestimate about what projects can help leverage other projects. For example, the Creekside structured parking is key to redevelopment. So how

does that fit into our priorities over the next five years? We should end up with a handful of top priorities not just one. Don't worry too much about the money. Today, most of the urban renewal work is funded by General Fund, state resources, and grants. Let's figure out what we want to do and then worry about finding the funds to do it.

Mr. Weit. The Vision Plan, the Civic Plan, the Urban Renewal Plan. We have been through this in the past, can we look at the existing "plans" (the ones that have already been approved) or are we starting with a clean sheet.

Mr. Ryerson. Yes, there are all kinds of priorities that have been developed in the Renewal, Visioning, Civic, and Creekside Plans. We will see specific projects coming out of these.

Chair Berg. Let's get our ideas down as our first next step.

Ms. Twete. We will commit (right Tyler) before our next meeting, to prepare a brief (1-2 page) summary of each of the existing plans and the direction that we believe they give to us. Not everything in those plans is necessarily BURA related.

Mr. Weiss. Do we have something that shows the specific needs for these four areas?

Mr. Ryerson. Yes, there is a needs analysis, more on the infrastructure, housing... What we are now starting to see is the refinement, in particular like the Creekside work that breaks it down even further, jobs, flooding, infrastructure needs, you get into the core it's more of the housing, more flooding, things associated with providing resources so development can start going.

Mr. Weiss. Where can we find these plans?

Mr. Ryerson. Website, Feasibility Study. I'll send a link to everyone.

Mr. Weit. Give us a sense of what the four areas focus should be based on work already done.

Mr. Ryerson. Provided an overview of some of the issues that have been identified (Engineering, housing, traffic, flooding).

Ms. Twete. Keep in mind we need to be opportunistic, just because we want to do something and we have money to do it doesn't mean we can always make it happen. For example, land acquisitions. Go out, buy land, land bank it if necessary. Over time through developer competition or entering an agreement with a developer to make something happen on a site that is consistent with your plan. For example, on Westgate the four acre site that is owned by the City of Beaverton and in partnership with Metro was purchased about ten years ago. For a whole lot of reasons it, unfortunately, was not re-

developed. But we are on the cusp. The beauty is that we can decide what we want to do with that property. It's relatively self-evident, given its location (mixed-use, people attracter, a place where people live, work and go for entertainment). My advice is land acquisition is a key strategy that would be used throughout all the districts that can be used for housing and economic development. The other thing I would recommend is that are a lot of powerful tools that don't cost a lot of money. The leverage you get from a storefront program and a development opportunity, study, program... We have a storefront program here in Beaverton today each party contributes some money to redo the façade. It's really powerful; basically you incent other property owners to follow suit and then you begin to transform how that area looks.

Development Opportunity Study (DOS) this is similar to store front in that you work with a property owner, you give them some funding on a matching basis. Not a lot of money, maybe \$10K-\$15K and help them take a look at the development potential of their property. You team them up with an Architect, Developer, and Finance agency. A lot of times property owners are not developers (they own a flower shop or inherited the property) so they don't know what to do with it. These are examples of what we can do to incent more development in our community.

Chair Berg. Is this an example of the tool kit you mentioned or how does that fit into the overall structure?

Ms. Twete. Yes, I would consider it a tool kit item because it could be used for commercial, industrial, any kind of business activity.

Mr. Kim. This five year plan is a great idea. I think we should actually start working on putting something like this together because it will put all of our future proposals/decisions into a certain context. One of our action items is to "Foster Entrepreneurship" that is pretty broad and doesn't tell you anything specific, just big picture. I think we might have to start with the big picture before we can fine-tune our focus. It will also help us define our priorities.

Chairman Berg. Roy, as a developer what would be some of the key things that you're looking for in a five year plan?

Mr. Kim. I think the bigger picture from this board's point of view is the important thing to understand. To me, it's reacting to a land that is available, where it is and what is the right use for the land. Reacting to what's going to happen at Westgate and maybe there is something nearby and is going to change flavor once the projects is done. Just the overall bigger picture.

Ms. Clairno. This is a very large urban renewal district and four very distinct areas within in it. I think this plan idea is fantastic, as I've been thinking a lot about the employment area recently. Recognizing that property owners maintain so much control over what can be done in the area right now. I had this crazy

idea of “shovel ready” sites. If there is one place in Beaverton that we have an opportunity we could make “shovel ready” so that when that call came from “Reser’s for example” we might have a site that would fit them. To me, there is so much wonderful activity going on in the other three areas. Employment area east of 217, could be our biggest prize. It could also be our biggest challenge. If we have something in place that helps us know and prioritize where we want to put those things. Getting back on track, very big plan, lots happening in the center core, Creekside, Enterprise zone, downtown storefront improvement programs... In your experience, would it be better to focus on one area first and then move on or should we be thinking in all the areas?

Ms. Twete. I don’t think there is one size fits all. I think there needs to be some equity in all four sub-areas and our job, collectively, is to do all that we can for each of those areas. In particular, we will have to make some hard decisions because we don’t have the funding or staff to do as much as we would like. The other thing that strikes me with our Urban Renewal District, we have the challenge of not having a lot of land on the market and much of the property is under the control of long established families. We need to find a way to work with them and get their buy-in to the plans and help them get on a path, with or without us, for developing their priorities as well. There are a lot of key sites in all of the districts that fall in this category. The families might not be active in real estate development so how can we help them help themselves. I think it’s important that the first projects are very successful. We don’t need another Round—although we have brought it a long way.

Bottom line we need to have the tool kit and the strategies for each area so we can take advantage of those opportunities when they come knocking on the door.

Ms. Vitko said she thinks it’s a great idea. How do we put all four districts together as one cohesive unit by identifying what needs to be done in each sub-unit? Sort of goes to what Roy is saying one lot in one area may affect exactly what is next door so you need to make sure that they all fit together. I was seeing it as identifying goals for the whole district and the sub district goals. What are all the major tools that would work best in each district and what are the opportunities and challenges in respect to the whole district? It should become a framework for decision making and recommendations and a good communication tool for leveraging money. This is a big project and we need to consider there is a significant time investment. Priorities:

- The first thing that came to me was shovel ready properties.
- Getting to downtown Beaverton easily, you can make a business great but if you can’t get to it easily then it becomes less appealing. This can be a parking issue but I’m less than a ½ mile to almost every store on Broadway and sometimes I don’t walk because I have to deal with crossing intersections.
- Bike Ped road, community cohesiveness.

Mr. Colletta. In the past you have passed out maps that have available land sites and zoning. Is that something you have passed out to this group? Do we have a map of the available properties in the district?

Mr. Ryerson. Economic Development may have produced something like that. We do have catalyst and opportunity sites through the Creekside and Civic Plans.

Mr. Collette. Identify amenities. Each of the four districts have such a different identify.

Mr. Weit. From a development point of view people want certainty - to know that this is a piece of dirt that is in the deal. Land assembly and acquisitions are key so we can be ready when the opportunity arises. Walkability is also important.

Chair Berg. Summarize.

- Tyler will send a link to the Feasibility Study.
- Tyler and Cheryl will provide a suggested outline and populate it with some draft items by the next URAC meeting.

Procedural Essentials

Nothing to approve.

Beaverton Updates, by Tyler Ryerson, Senior Planner and URAC Staff Liaison

Mr. Ryerson provided a monthly update to what is happening in the urban renewal area, attached are the highlights.

Calendar Items

September 23, 2014 – BURA Board Meeting

October 6, 2014, 7:00 pm – Next URAC Meeting

The meeting was adjourned at 8:35 p.m.