



BEAVERTON URBAN REDEVELOPMENT AGENCY

Urban Renewal Advisory Committee (URAC)

Monday, December 5, 2016

**The Beaverton Building
Council Chambers, 1st Floor
12725 SW Millikan Way
MEETING MINUTES**

In attendance: Chair Inessa Vitko, Sean Colletta, Roy Kim, Jennifer Nye, Carmela Bowns, Domic Biggi, Allen Kennedy (in for Deric Weiss), Ann Snyder, Shelia Greenlaw-Fink, Scott Winter, Staff Liaison Tyler Ryerson, Staff Cassera Phipps, Brian Martin and Consultants: Alisa Pyszka, Leland Consulting Group and Glen Bolen, Otak

Excused: Deric Weiss, Lorraine Clarno, Calvin Hamerus

Unexcused: Amy Saberiyan

Public: None.

Call to Order and Introductions

Chair Vitko called the meeting to order at 7:01 p.m.

Visitor Comments

None.

Western Avenue Employment Area Update

Mr. Ryerson introduced the Western Avenue Employment Area project and described its significance and role within the Urban Renewal Area and local economy. Ms. Phipps and Consultants Alisa Pyszka and Glen Bolen provided an update on the Western Avenue Employment Area project. Reference presentation for more details.

Finding Report goal to understand the area; who is there and what are the needs (market realities, infrastructure...).

LeLand Consulting Group provided an overview of why this strategy is needed to help the area reach its full growth potential:

- City has limited supply of industrial land (capacity tapped in about 5 years) –increasingly dependent on redevelopment and intensification of uses
- Western Ave Employment Area in Urban Renewal District and within the Enterprise Zone

Feedback Driving Strategy:

- Outreach (technical advisory committee and steering committee)
- Comments and surveys (business owners, employees, NAC)
- COB open house



Key Takeaways

- Need safe, pleasant environment to attract businesses trails, sidewalks, bike lanes, lighting, transit, and destinations (amenities are driving businesses location)
- Understand the difference between traded sector (bring money to region by exporting goods) and local sector (distinct, defines community) companies and the wage differences between the two. Traded sector businesses rely on freeway access, wages tend to be higher, and they have a multiplier effect of supporting other businesses.
 - Q. CB: Gentrification concern (impact of traded sector companies, where can local sector businesses locate and how do lease rates differ)
 - A. Traded sector business bring the employment and higher average wages that help support local sector businesses.
 - Q. AS: Is there an ideal mix for both types of jobs?
 - A. No, but would guess 10 % of overall employment is traded sector It's not a matter of choosing. Communities need both types, but traded sector businesses have fewer locational options.
- Help businesses keep and retain talent (jobs are following talent)
- Need a range of sites for future growth (e.g. e-commerce) smaller building footprint, go vertical
- Need for active transportation system (biking, walking, transit and access within area), while maintaining freight movement
- Need to protect industrial employment lands close to freeway (current Development Code is allows a wide range of uses)
- Parking conflicts between uses; limited parking (people don't want drive—risk of losing parking space)
- Area lacks a cohesive identity / sense of place
- Need for hotel amenity (guests end up staying downtown Portland)
- Need for more coffee shops and restaurants
- Enhance connections within the district. There's not a good tie between Fanno Creek Trail and 5th St
 - Q. CB: Are you working with THPRD? There is on-going work on Fanno Creek Trail (grant)
 - A. COB coordinating active transportation plan and working with THPRD. Cassera will confirm.

The Vision

- Rename to “West Five” after the key intersection of Fifth Street and Western Avenue
- Vision: West Five is a central region for forward thinkers, makers, problem solvers, and wholesale distributors. West Five offers flexible space for innovative makers who need to move goods from a central hub
- Considering restricting new recreational uses in the industrial (IND) zone
 - Q. CB: Are you looking to create another athletic zoning district?
 - A. Allow to continue, if existing. Need to keep space for new business that require industrial zoning (loud/access to freight...)
 - Q. CB: Is there an attractive feature for the employees/employers?
 - A. Open house revealed recreational need for family/community; they don't necessarily serve existing employees; West Five employees want more restaurant options, food carts and coffee shops

- Comment: Benefit of flexible zoning during economic downturn (in 2008 recreational uses were the only types of tenants looking)
- Comment: Restaurants within industrial areas have difficulty drawing customers during off-peak employment hours (evenings, weekends)
- Q. RK: Is there consideration to the fact that Industrial Land may not be viable in Beaverton?
- A. The discussion has focused on how industry needs are evolving, which has implications for industrial lands. We are seeing an emergence of hybrid businesses that combine traditionally industrial uses (manufacturing, distribution) with higher intensity office use (high tech, design, marketing)

Goals to reach the Vision

- Grow the economic base
- Build Connections (help activate underutilized sites in area)
- Encourage great places (enhance the district's two commercial areas; within 10 minute walking radius)
- Q. What about the Brownfields?
- A. Three open sites qualify for the City's BF grant program (exploring with COB option to mitigate stormwater issues). Must approach the owners (not likely to come to us), grant could provide an incentive.

Next Steps

- Draft Vision and Implementation (December–February)
- Adoption (March–April)
- Employers expressed need for workforce (affordable) housing for employees
 - Q. Based on newer development model, do high density buildings make more sense?
 - A. Need to look at height requirements. Looking at examples of doing office over industrial. Land value tends to be high for this building type.
 - Q. Is COB considering modifying the permitted Land Uses within the Development Code for example, self-storage; currently there are not a lot of grounds for denying this use (not optimal)
 - A. Good suggestion. Self-storage are great money makers—they are not going away. COB is updating the Land Use element (opportunity for adjustments). We anticipate Development Code changes will be needed to implement new land use policies.
 - Comment: RK. Need to create a unique sense of space of its own. Looking out 30 years—the need could be; 10 story buildings, mixed-use, residential, restaurants—create a great location (close to 217, Beaverton Hills-Hwy, and Portland)

Do Western Avenue improvements make sense and seem like logical first steps?

- Yes. Strong vision of what it is, could be very unique street (low traffic)
- Good opportunity for sense of place (incubator, safe, people, amenities...)
- Talk to Jesuit, will always be there and they always have a plan
- How do you create Western Ave's unique identify (theme, personality, original)?
- Need to consider existing property owners and development
- What to do with the buildings that are falling apart but seem to be at a key location?

Chair Vitko encouraged URAC members to send further ideas suggestions to Ms. Phipps or Mr. Ryerson.

Beaverton Project Updates and Announcements

Mr. Ryerson distributed the BURA Development project updates within the Urban Renewal Area (refer to handout for details). Mr. Ryerson encouraged URAC members to bring forth thoughts/ideas for the upcoming year projects/programs.

Mr. Ryerson thanked Mr. Colletta, Mr. Kim and Ms. Saberiyan for their service as URAC members and invited everyone to attend the Boards and Commissions thank you celebration. He also noted that Mr. Hamerus has submitted his application and will remain on the URAC again this year. Mr. Ryerson announced that Mr. Weiss is stepping down and Mr. Kennedy will take his place. BURA will vote their decision for the new Board at the next meeting on January 24, 2017.

URAC Annual Calendar

Mr. Ryerson distributed the annual calendar for upcoming URAC meetings for 2017. Members are encouraged to provide potential items to us.

November 7, 2016, Meeting Minutes Approval

Mr. Winter made a motion to approve the minutes and Mr. Biggi seconded the motion. The minutes from November 7, 2016 are approved as is.

Calendar Items

On the Calendar	
No January meeting	
January 10, 2017	Special BURA Board Meeting, 5:30 p.m.
January 24, 2017	BURA Board Meeting, 6:30 p.m.
February 6, 2017	URAC Meeting, 7:00 p.m.

The meeting was adjourned at 8:33 p.m.