



# BEAVERTON URBAN REDEVELOPMENT AGENCY

## Urban Renewal Advisory Committee (URAC)

**Monday, November 2, 2018**

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

**In attendance:** Chair Inessa Vitko, Scott Winter, Cal Hamreus, Allen Kennedy, Timothy Collier, Vice-Chair Jennifer Nye, Shelia Greenlaw-Fink, Lorraine Clarno, Ann Snyder, Carmela Bowns, and Staff Liaison Tyler Ryerson, and Staff Josh Carrillo, Mike Williams and Janiene Lambert

**Excused:** Sarah Walton and Domonic Biggi

**Unexcused:** None

### **Call to Order and Introductions**

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

**Visitors and Comments:** None

### **Economic Development in the Urban Renewal Area** (Mr. Williams):

Overview of the city's Economic Development Division, including support for small businesses in the urban renewal area.

- Business Retention and Expansion
  - Working with existing Traded Sector Businesses (build the economic base)
  - Bill Berg, Business Development Liaison for the city builds the relationships with existing businesses
- Business Attraction and Recruitment
  - Recruitment leads through partnerships such as Greater Portland Inc. and the State of Oregon
  - Regional, State and local
  - Minimal international focus (Japan)
- Working with Small Business (Partner Focused Strategy)
  - About 5,000 small businesses in Beaverton:
    - Engage with our focus partners (Chamber, Impact Beaverton, Beaverton Downtown Association...) to help foster the relationship(s)
    - Chamber helping small business with their business strategy
    - Access to CoStar database (determine best connections)
    - Adelante Mujeres provides Small Business Technical Assistance (Spanish)
- Innovation and Entrepreneurship
  - Companies that will grow and be strong (mostly technical)
  - Oregon Technology Business Center (business incubator)
  - Beaverton Start-up Challenge: City provides \$50,000 with match of \$50,000 from investors (aka Angel Investors) for venture firms (now \$75,000 could grow to \$100,000) annually. Funds go to cohort of five companies selected through a



competitive process. Program turns out a lot of positive exposure and has been very successful, going into its fourth year

- Brownfields
  - \$400,000 grant from EPA for assessments for cleanup and remediation. Assessments were done on the following sites:
    - Lanphere/Kia
    - PRCA
    - Ludeman's
    - Tom's Pancake House (oil plume from Shell station on corner)
  - Public Safety Center also received a \$400,000 grant in clean up funding
- Restaurant Strategy (work closely with The Development Division staff)
  - Goal to create Washington County's premier restaurant destination
    - Businesses want breweries, food carts, and restaurants to compete for a good workforce
    - Downtown Retail Study: Consultant (Leland) recommendation was to pick a spot and create a Restaurant Row to create the city's identity (Watson and 1<sup>st</sup>)
    - Categories: Fast casual, casual fine-dining, and breweries
    - Identified all restaurants within walking distance of Max (locally owned) 43
    - Market on social media
    - Active recruiting: Big's Chicken into former Pedler's Pac and Ex Novo Brewing coming to Cady building
    - Storefront and Tenant Improvement incentives often starts the deal and helps seal it
  - Beaverton Restaurant Week (second year running)
    - Social media and micro-programs (Consultants help with social media) City provides a matching grant for things like professional photography, advertising...Average cost is about \$500 per business
    - Supports local businesses

### Questions and Discussion:

Brownfields: Why was there a study done at Kia?

- MK: It was done a couple of years ago, due diligence reasons. No findings
- Suggestion: Visit local business on a regular basis and ask: How is business, what is it like doing business in Beaverton, what keeps you up at night, do you know about the various resources the city has to offer?

- Yes, it is good practice we actively visit the local businesses "business walks"
- How do you interact with language barriers especially educating them on how to do business?

- Engage our partners: MESO, Adelante Mujeres, and Hispanic Chambers
- City's contract with Language Line (interpretation services available)
- Outreach via the business walks and Program (Storefront and Tenant Improvement) information translation (Korean and Spanish)
- Night market tie in

Suggestion: Advertise the translation services better

How do you notify businesses about the Social media and micro-programs?

- Significant outreach for the social media and the individual micro grants (MESO)

Restaurant Week: Is there a link on the website to the restaurants?

- Yes, [www.BeavertonOregon.gov/eats](http://www.BeavertonOregon.gov/eats) there are links to all participating restaurants
- Beaverton Downtown Association will likely take over this program at some point

#### Construction on Allen (5<sup>th</sup> and Western)

- Important area (industrial), working with Basics Market (former owner of Pacific Foods). Owner has presence around Oregon (cattle ranch in Burns, cows in Tillamook, vegetable farms in the Willamette valley, eggs in Aura...). Focus on getting affordable healthy foods to the community. Renderings are impressive

Who owns that vacant lot across street?

- Same ownership, continue working on the relationship

#### **Downtown Team Placemaking Update and Grant Proposal** (Ms. Lambert)

Overview of the Downtown Team, including an update on the Placemaking Work Group and a proposal for the Street Seat Pilot Project.

- Internal Downtown Team (inter-departmental), two years in the making:
  - Driven by the: Civic Plan, Community Vision, Creekside Master Plan, Urban Land Institute Technical Assistance Panel (ULI TAP)...
  - ULI TAP Lead to: One Downtown, Two Experiences theme
  - Creating a Vibrant Downtown
  - Public realm and requirements (street scape, Downtown Design Project, parking strategy...) and marketing & attraction strategy
  - Placemaking Strategies Work Group and Incentive Programs (Storefront & Tenant Improvement, Restaurant...)
  - Collaborate with Beaverton Downtown Association and others
  - Define geographic focus area (plant seed in defined area and grow from there)
  - Example project: Downtown Design Project (lead by Planning, working directly with Downtown Team. Project moving into Phase II (code changes)
- Work Groups: Placemaking
  - Amenities (draws people, improve public safety)
  - Sense of community: Restaurant Strategy, Storefront and Tenant Improvement and Pre-Development Grant Programs
    - Example Gallagher (former Reser plant)
    - Food Cart Pod competition
    - Cosign: opportunity to look at signage in area to make more attractive and vibrant
    - Placemaking Events Grants (new events and support/grow existing events:
      - Adapt Dance competition
      - Beaverton Oktoberfest at LaScala
      - Pride Parade
      - Shakespeare Festival at The Round
  - Early focus on acquired sites (Ludeman's and Umrien)
    - Temporary Placemaking Collaborations:
      - Performance of Ten Tiny Dances (stages throughout Beaverton Central)
      - Fence Art on properties that are slated for redevelopment on Millikan
      - Mural on Canyon Road at Beaverdam
- Street Seat Pilot Placemaking Program (\$25,000) to integrate with Restaurant Strategy work and determine criteria
  - Activate Downtown
  - Two restaurants applied: Milk+Tea was selected and will actively manage the space
  - Partner with students for small events and performances

- o Temporary placement ~May 2019-Oct 2019 (end of Restaurant Week)
- o Street seat will locate in one parking space (approved by Planning Commission). Will go to City Council next

**Beaverton Updates and Announcements**

Mr. Ryerson distributed the BURA Area projects matrix. Refer to handout for a detailed list of BURA projects (project updates are highlighted in bold). Projects discussed include:

- Downtown Design Project will help define what our downtown looks like (code changes). Mr. Ryerson encourages members to provide their feedback, now is the time
- Patricia Reser Center for the Arts (PRCA) and Garage going to Planning Commission January 9, 2019 (for entitlement process). Project moving forward still pending on funding for PRCA
- Javier Mena (formerly with Portland Housing Bureau) is the new Affordable Housing Manager. Will bring him to an upcoming URAC meeting
- Crescent Connection Trail Ribbon Cutting, November 14, 2018
- Western Avenue went through the pre-application process last week for improvements on 5<sup>th</sup> Street (pedestrian and bicycle improvements)
- Adopted the BURA 5 Year Action for FY 2018-19 (Mr. Carrillo distributed copies). Mr. Carrillo extended appreciation to URAC members for their contribution to content and format

**August 6, 2018 and October 1, 2018, Meeting Minutes Approval**

- Mr. Collier made a motion to approve the minutes from August 6 and Mr. Hamreus seconded. Ms. Nye made a motion to approve the minutes from October 1 and Ms. Snyder seconded. The minutes from August 6, 2018 and October 1, 2018 were approved as is by all members who were in attendance

**Calendar Items**

<b>On the Calendar</b>	
January 10, 2019, 7:30 am	State of the City Address First Tech Credit Union Building (3555 SW 153rd Dr.)
January 18, 2019, 6:30 pm Social; 7– 9 pm Dinner and Program	Boards & Commissions Recognition Dinner Embassy Suites (9000 WA Square Rd, Tigard)
January 22, 2019, 6:30 pm	BURA Board Meeting
February 4, 2019, 7 pm	URAC Meeting, 7 pm

The meeting was adjourned at 8:34 pm