



**Urban Renewal Agency Work Session Minutes
URA Next Steps/Visioning**

**Monday, October 8, 2018
8:30 p.m., Community Auditorium**

***Minutes are unofficial until approved by the Urban Renewal Agency.
Urban Renewal Agency approved minutes as presented March 18, 2019.***

1. CALLED TO ORDER AND ROLL CALL:

Peter Truax, Urban Renewal Agency (URA) Director Chair, called the URA work session to order at 8:40 p.m.

ROLL CALL: URA DIRECTORS PRESENT: Thomas Johnston, Vice-Chair, Timothy Rippe; Ronald Thompson; Adolph "Val" Valfre; Malynda Wenzl; Elena Uhing; and Peter Truax, Chair.

STAFF PRESENT: Jesse VanderZanden, Executive Director; Paul Downey, Administrative Services Director; Bryan Pohl, Community Development Director; Dan Riordan, Senior Planner; Michael Kinkade, Fire Chief (in the audience); and Anna Ruggles, City Recorder.

2. WORK SESSION: URA NEXT STEPS

Riordan, Pohl, Downey, and VanderZanden facilitated the work session, noting the purpose of the work session was to discuss the Urban Renewal Agency (URA) cash flow estimates and envisioning a plan forward for URA programs and formation of an URA advisory committee. Riordan and Pohl presented a PowerPoint presentation overview on the approved URA Plan and Goals adopted in 2014 and authorized from 2014-2034, noting the Board heard an overview of the URA's Goals and Objectives and recent accomplishments in Work Session held on January 8, 2018. Riordan and Pohl advised the URA includes 250 acres (6.6 percent of City's land area), noting tax increment funds can be used for capital projects, land acquisition and URA administration; tax increment funds cannot be used for maintenance or general operations; and tax increment funds must be used within the URA boundary and projects directly benefiting the URA. Downey presented a PowerPoint presentation overview on the URA revenue analysis, noting revenue (tax increment) increases in 2020 to \$340,000 in part because of current projects that increased assessed value. Downey reported the URA Fund Balance Analysis has approximately \$242,000 in current fund balance or "savings account", noting a portion of this must be held in reserve to offset negative net revenue in 2020 and 2021. Downey advised approximately \$350,000 is available to use over the next five years, if revenue is as projected, which is the focus of tonight's work session.

In conclusion of the above-noted staff report, Riordan, Pohl, Downey and VanderZanden recapped the following three strategic opportunities for the Board's consideration:

- 1) **Town Center Improvements**, would occur in Town Center and Town Center Transition (TCT) Zones and include Streetscapes (parking, public art, festival street (21st Avenue), parklet pilot project, wayfinding; street trees; and crosswalks).
- 2) **Site B Redevelopment Options** (site is about 41,000 square feet and zoned TCT).
 - Do nothing – leave vacant
 - Sell with current zoning. Utilize funds for URA projects.
 - Develop, would utilize a competitive request for proposals.

Staff noted each condition that the URA adds increases the project cost and the likelihood that the URA will have to assist.

- 3) **Strategic Opportunity Reserve**, monies could be used for:

- Land purchases that increase assessed value.
- Land purchases in strategic areas, i.e., 19th Avenue.

Staff recapped the following scenarios:

- **Scenario 1:** \$50,000/year for Town Center Improvements; remaining amount in savings to cover revenue projections.
- **Scenario 2:** Place all monies into a strategic reserve for a specific project the Board may want to do, i.e., Site B or strategic land purchase.
- **Scenario 3:** A blend of all above.

URA Board Discussion:

Director Chair Truax opened the floor and roundtable discussion ensued as the Board discussed the urban renewal strategic investments, to which Downey summarized the funds available (approximately \$350,000) that could be used for URA projects over the next five years, if revenue is as projected. Riordan, Pohl, Downey and VanderZanden responded to various concerns and inquiries the Board presented pertaining to the financial obligations and the three programs focused above, noting staff is recommending the Board form an URA Advisory Committee to make recommendations to the Board about the three programs, to which the Board collectively concurred. In response to Site B redevelopment options (i.e., housing, commercial, mixed-use, hotel, motel, market and project amenities), Downey advised if Site B is developed, the city would utilize a competitive request for proposals process, to which the Board collectively concurred. In response to inquiries pertaining to affordable housing goals and revitalization of 19th Avenue corridor, Riordan advised the URA Plan would need to be amended as it currently does not address affordable housing, noting the Plan promotes commercial and mixed-use redevelopment of sites along the Pacific Avenue corridor and within the Town Center. In conclusion of the above-noted Board discussion, VanderZanden

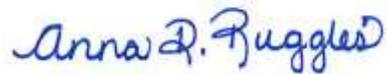
advised the next step is to bring back a proposed URA strategic outlook plan for the focus areas and Site B redevelopment for the Board's consideration, to which the Board concurred.

The URA Board took no formal action nor made any formal decisions during the work session.

3. **ADJOURNMENT:**

Director Chair Truax adjourned the URA work session meeting at 9:25 p.m.

Respectfully submitted,



Anna D. Ruggles, CMC, City Recorder