



**Urban Renewal Agency Work Session Minutes  
URA Strategic Outlook**

**Monday, January 28, 2019  
6:00 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 6:10 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; Jeff King, Economic Development Manager (in the audience); and Anna Ruggles, City Recorder.

**2. WORK SESSION: URA STRATEGIC OUTLOOK**

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 how it impacts planning as well as implementing short-term project priorities based on anticipated URA funding for 2019-2026. Downey presented a PowerPoint presentation overview on the URA cash flow, noting the URA has approximately \$325,000 or \$46,000/year available to use over the next five years, if revenue is as projected. VanderZanden reported the Board held a Work Session on October 8, 2018, and concurred implementing short-term project priorities for 2019-2026 based on projected revenue. VanderZanden presented a PowerPoint presentation overview, noting the URA’s five adopted Goals and 13 Objectives identified in the URA Plan (referenced as Attachment 2), which was adopted in 2014, were integrated into a draft Work Plan (referenced as Attachment 1) and action plans for each of the Objectives were identified for 2019 based on the short-term project priorities identified for 2019-2026, noting no changes to the adopted goals and objectives are being proposed. VanderZanden noted staff integrated the adopted goals and objectives and refined the URA Work Plan for better accessibility, readability and transparency, essentially using the same format as the Council Goals and Objectives. In addition, Riordan and Pohl presented a

PowerPoint presentation overview on each of the short-term project priorities for 2019-2026, proposed funding allocation and implementation plans as outlined below:

**Town Center Program**, consisting of:

- **Storefront Improvement Grant Program** - Anticipated Short-Term Funding \$100,000. The program has awarded 10 projects totaling \$62,000.
- **Streetscapes:**
  - o Public Art Program – Anticipated Short-Term Funding is \$100,000. The program is limited to installation art. Work with Public Arts Commission and Historic Landmarks Board to refine project ideas for funding. Bring back a proposed resolution to the URA Board in March for consideration.
  - o Festival Street – Anticipated Short-Term Funding is \$50,000 to hire a landscape architect to prepare design alternatives and cost estimates for 21<sup>st</sup> Avenue from College Way to B Street. Two alternatives will be developed with community input.
  - o Parklet Pilot Program – Anticipated Short-Term Funding is \$5,000 to construct one parklet. Develop program guidelines; release request for proposal; project selection and construction.
  - o Wayfinding – Anticipated Short-Term Funding is \$50,000 for wayfinding signage and kiosks improvements.
  - o Street Trees – Anticipated Short-Term Funding is \$20,000 to identify and possibly replace street trees causing damage to the decorative sidewalks in the downtown. *(Transfer to Council Goals and Objectives)*
  - o Crosswalks – Council adopted Resolution No. 2018-33 approving Town Center Crosswalk Plan. The project includes installation of colored brick paver or concrete crosswalks in the Town Center area at six priority locations along Pacific Avenue and 21<sup>st</sup> Avenue at A Street, Main Street, and College Way. *(Transfer to Council Goals and Objectives)*
  - o Town Center Parking – Parking Study is already funded and includes inventorying on-street and off-street public parking spaces, assessing utilization and preparing recommendations for parking management. Next step is to review study recommendations and prioritize implementation. *(Transfer to Council Goals and Objectives)*

**Site B Redevelopment Options** – Next step is to hold a work session after appraiser has prepared a market value and determine next steps. *(Establish URA advisory committee to consider disposition of alternatives for Site B).*

In conclusion of the above-noted report, Riordan and Pohl advised the URA Plan, depending on resources, identifies long-term projects that could begin in 2027 (when City loan is paid) and within the timeline that the URA is expected to end (2035).

URA Board Discussion:

Director Chair Truax opened the floor and roundtable discussion ensued pertaining to the projected revenue, each of the short-term project priorities for 2019-2026,

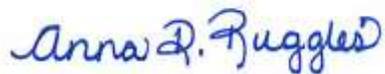
proposed funding allocation and implementation plans as outlined above. Riordan, Pohl, Downey and VanderZanden responded to various concerns, inquiries and scenarios the Board presented pertaining to funding allocation and the project priorities (i.e., festival street alternatives (i.e., four-way stop); art program guidelines and parklet rotation) and other potential funding opportunities (i.e., grants). In conclusion of the above-noted discussion, VanderZanden advised staff will update the draft Work Plan for the Board's acceptance as noted above, noting each Objective will be briefed in detail to the Board prior to the budget process to enable discussion and budget priorities. A URA Work Session will be scheduled at a later date, at which time, the Board will finalize the URA Work Plan as part of their decision-making process.

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 6:55 p.m.

Respectfully submitted,



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Anna D. Ruggles, CMC, City Recorder