



CITY RECORDER USE ONLY:

AGENDA ITEM #: _____

MEETING DATE: 04/27/2020

FINAL ACTION: Work Session

URBAN RENEWAL AGENCY STAFF REPORT

WORK SESSION:

TO: *Urban Renewal Agency Board of Directors*

FROM: *Jesse VanderZanden, Executive Director*

MEETING DATE: *April 27, 2020*

SUBJECT TITLE: *Urban Renewal Agency 2020 Work Plan Work Session*

ACTION REQUESTED:

Ordinance	Order	Resolution	Motion	X	Informational
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X all that apply

BACKGROUND:

The URA Board of Directors passed the URA Plan (Plan) in 2014. The primary purpose of the Plan is to eliminate blight and blighting influences, improve the utilization of land within the Urban Renewal Area, encourage private investment and job creation, and increase the taxable value of property within the City benefitting all overlapping taxing districts. The Plan is consistent with the Comprehensive Plan and zoning regulations adopted by the Forest Grove City Council.

The URA Plan established five Goals and 13 Objectives. These Goals and Objectives have remained unchanged since 2014 and can only be changed by amending the URA Plan. In 2019, the URA Board passed a Work Plan that added Actions to the Goals and Objectives.

PURPOSE:

The purpose of this Work Session is to review the 2019 accomplishments and the proposed 2020 Work Plan. As you will hear during the work session, the URA has accomplished several projects including establishment of the Urban Renewal Advisory Committee (URAC), amendment of the URA Plan to include elements of the Town Center Plan, an RFP to develop a Festival Street Concept, selection of banner poles under the Installation Art Program, four grants under the Storefront Improvement Program, and an RFP for Site B development.

In addition, in early 2020, the COVID-19 pandemic brought a high level of uncertainty to the business climate in Forest Grove. The Governor’s Executive Orders forced the closure or curtailment of operations for nearly all of the businesses within the URA boundary. In response, the URA implemented the Small Business Assistance Program. To fund this program, the URA Board accepted all open applications under the Storefront Improvement Program and Installation Art Program, however, put on hold any subsequent applications for the ensuing year. This in turn significantly shaped the draft 2020 Action Plan.

To guide the Board through the process, attached are two documents: Attachment #1 is the 2019 Work Plan Annual Report that includes the 2019 Work Plan and associated accomplishment. Attachment #2 is the draft 2020 Work Plan.

Staff will brief the URA Board on the 2019 Work Plan Annual Report and the draft 2020 Work Plan. The 2020 Work Plan is scheduled for adoption at the May 11, 2020, URA Board meeting.

RECOMMENDATION:

Staff recommends the URA Board comment on the 2020 Work Plan.

ATTACHMENTS:

- 1) 2019 URA Work Plan Annual Report
- 2) 2020 DRAFT URA Work Plan

URBAN RENEWAL AGENCY

GOALS AND OBJECTIVES
ADOPTED 2014

GOAL 1



Provide Opportunities
For Public Participation
in the Preparation and
Adoption of Urban
Renewal Plans, Plan
Amendments, and
Policies

GOAL 2



Adopt a Prudent
Annual Budget to
Minimize Financial
Risk to the Urban
Renewal Agency and
the City of Forest
Grove

GOAL 3



Improve the Local
Investment Climate by
Reducing Financial
Barriers to Development
and Redevelopment
Within the Urban
Renewal Area

GOAL 4



Promote a Vibrant
Forest Grove Town
Center Through
Strategic Urban
Renewal
Investments

GOAL 5



Promote Commercial
and Mixed-Use
Redevelopment of Sites
Along the Pacific
Avenue Corridor

URA

Forest Grove
Urban Renewal Agency



WORK PLAN 2020

URBAN RENEWAL AGENCY 2020



GOAL 1 – PROVIDE OPPORTUNITIES FOR PUBLIC PARTICIPATION IN THE PREPARATION AND ADOPTION OF URBAN RENEWAL PLANS, PLAN AMENDMENTS, AND POLICIES

OBJECTIVE

ACTION

1.1 Establish an Urban Renewal Advisory Committee.

Develop URAC bylaws.
Consider disposition alternatives for Site B.

GOAL 2 – ADOPT A PRUDENT ANNUAL BUDGET TO MINIMIZE FINANCIAL RISK TO THE URBAN RENEWAL AGENCY AND THE CITY OF FOREST GROVE

OBJECTIVE

ACTION

2.1 Establish policies to guide strategic financial investments in the urban renewal area based on public benefit, documented financial need, scale of the project, and accepted underwriting principles.

2.2 Evaluate tax increment revenue collections annually to minimize long term impacts to overlapping taxing districts.

2.3 Secure grant funding from regional, state, federal agencies, and private organizations to implement the urban renewal program and supplement tax increment revenue.

Part of annual budget process.

Pursue grants for URA programs.
Review stimulus programs for applicability.

WORK PLAN 2020

URBAN RENEWAL AGENCY 20



GOAL 3 – IMPROVE THE LOCAL INVESTMENT CLIMATE BY REDUCING FINANCIAL BARRIERS TO DEVELOPMENT AND REDEVELOPMENT WITHIN THE URBAN RENEWAL AREA

OBJECTIVE

ACTION

3.1 Capitalize a program to reduce development costs to the extent necessary to encourage private investment for projects proving a public benefit and resulting in appreciation of property values and efficient use of vacant and underutilized land.

Consider disposition alternatives for Site B.

WORK PLAN 2020

URBAN RENEWAL AGENCY 20



GOAL 4 – PROMOTE A VIBRANT FOREST GROVE TOWN CENTER THROUGH STRATEGIC URBAN RENEWAL INVESTMENTS

OBJECTIVE

ACTION

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| 4.1 | Establish a program to encourage the preservation, conservation, and adaptive reuse of designated and contributing historic resources through improvements to the exterior and interior of buildings. | Continue Storefront Improvement Program, Parklet Pilot Program, and Installation Art Program, pending available funding. |
| 4.2 | In conjunction with the Economic Development Commission, assist business retention and expansion efforts in the Forest Grove Town Center. | Work with EDC on consideration of Main Street Program. |
| 4.3 | Identify a location and assist with funding construction of a public gathering place in the Town Center. | Complete Festival Street alternatives concept analysis and secure URA Board approval for preferred alternative. |

GOAL 4 – PROMOTE A VIBRANT FOREST GROVE TOWN CENTER THROUGH STRATEGIC URBAN RENEWAL INVESTMENTS

OBJECTIVE	ACTION
4.4 Purchase property from willing sellers to implement the urban renewal program.	
4.5 Encourage the construction of needed housing and mixed use development in the Town Center.	Consider disposition alternatives for Site B.
4.6 Encourage uses and amenities that support increased community uses in the Town Center.	Consider disposition alternatives for Site B. Complete installation of banner poles. Continue Storefront Improvement Program, Parklet Pilot Program, and Installation Art Program, pending available funding.

GOAL 5 – PROMOTE COMMERCIAL AND MIXED-USE REDEVELOPMENT OF SITES ALONG THE PACIFIC AVENUE CORRIDOR

OBJECTIVE

ACTION

5.1 Establish incentives to encourage a mixture of land uses including retail, office, and housing at strategic locations along the Pacific Avenue corridor through the creation of nodal development.

Consider disposition alternatives for Site B.

5.2 Work with the Economic Development Commission to market redevelopment opportunity sites to prospective developers.