

# 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 2019

URBAN RENEWAL AGENCY



## 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 bylaws and form URAC.  
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.

Amend URA plan to implement Town Center Program.

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

Part of annual budget process.

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

Pursue matching grants for Town Center Program.

# WORK PLAN 2019

URBAN RENEWAL AGENCY



## 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.

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

### OBJECTIVE

### ACTION

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 grant program.

4.2 In conjunction with the Economic Development Commission, assist business retention and expansion efforts in the Forest Grove Town Center.

4.3 Identify a location and assist with funding construction of a public gathering place in the Town Center.

Initiate festival street alternatives analysis and concept design.

## 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.

4.6 Encourage uses and amenities that support increased community uses in the Town Center.

Develop URA downtown installation art program.  
Develop and implement Parklet Pilot Program (I Parklet).

## 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.

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