

Objective 1.1

City Council will be considering the Urban Renewal District expansion at their March 4, 2019 meeting, thus this objective was removed from the list.

Objective 1.2 (now Objective 1.1)

Agency members would like to keep this objective separate and make it clear that they first want to know the cost to underground utilities in the downtown and then will make a determination to move forward. Agency Director Wurster said that this project has been assigned to the new City Engineer. Member Carter said what killed the plan in 2011 were two public issues that brought a lot of concern from the community, the first was closing Main Street and the second was the need to remove the mature trees. Mr. O'Day explained that there are ways to underground utilities, the first is a state law where local governments can require the utility to underground, but the utilities can pass that cost on to the rate payers. The other option is to require the undergrounding and the city or URA would cover the cost. This objective is to determine the cost implications for each of the undergrounding options. Agency Director Wurster said that the Urban Renewal Plan designates \$2.5 million for government/City buildings; \$2 million for streetscape improvements; and \$500,000 for downtown plan planning. She explained that doesn't mean the agency has the cash readily available and would most likely need to leverage the URA's financing option to obtain the money.

Objective 1.3 (now Objective 1.2)

Staff added in a list of studies that need to take place to accomplish this objective. Language was added to include the URAC's goal to issue a RFP upon the completion of the studies.

Objective 1.4 (now Objective 1.3)

The Agency agreed to keep the language as is.

Objective 1.5 (now Objective 1.4)

Member Smith explained that a couple items on the Council goal list tie into this goal. The first is how much the URA will participate in the North 2nd Street improvements and if there are any other enhancements that happen at the 1st and Jefferson intersection such as traffic calming measures that might be desired. The language was amended to include these measures.

Objective 1.6 (now Objective 1.5)

Member Freilinger said that the URAC is in support of this goal and exploring the possibility of using the Westfield property for affordable housing. He said that there was discussion about using URA funds for multifamily housing. Member Carter said that she feels that the City should be encouraging the development through incentives. Member Freilinger said he would like to see the City create R-10 high density zoning for housing. Agency Director Wurster explained that staff would like to issue a RFP to the development community regarding possible uses for the Westfield property. Staff will work with Council during a work session to make sure everything they want to see is included in the RFP and it will be written broadly enough to garner ideas that might not have been thought of. Mr. O'Day explained a similar process that was used in Salem and stated it is a great way to solicit ideas from the development community. The agency decided to keep the language as is.

New Objective 1.6

Member Freilinger explained that two of the URAC goals could be combined, because they want to hold a joint work session with the URA to develop grant and loan program criteria and methodology. This would allow the URA and URAC to be on the same page when looking at grant and loan applications. Agency Director Wurster said that a Work Session to review the guidelines has been scheduled for April. Members indicated that they would like to invite the URAC to participate in this meeting. Mr. O'Day asked if the current methodology takes into account jobs created, increases in assessed value, and aesthetics. Members explained the current process. He asked what the strategic goal is; is it to create jobs, improve the assessed value, beautify downtown, or is it all three. He further asked if the Agency is using those filters when they make loan and grant decisions and what constitutes a grant versus a loan. He explained in his experience, generally speaking, if the project is going to enhance the property owner's ability to make money then it would put in the form of a low interest loan through a revolving loan program. In the case of a kitchen improvement where the property owner will be making money the agency would provide seed money, but would want the money paid back in order to reinvest it in other job creating programs

within the urban renewal area. If the project is a beautification project, like a façade improvement or a streetscape improvement then it would look more like a grant, because the property owner isn't necessarily going to be generating any income from that project in order to pay back the loan. He said that these are policy choices that need to be developed through a strategic lens. He also said that the MWVCOG can help member cities administer a small loan revolving program. Discussion ensued about possible grant verse loan criteria. Councilor Carter said that she sees global warming as Oregon's biggest threat and would like to see a requirement when giving grants and loans that green building practices such as using renewable energy and green canopies be required. Discussion ensued about making this part of the City goals and discussing it further at the April Work Session. Member Freilinger asked about façade improvements which wouldn't necessarily be able to add a green component into their project. Mr. O'Day explained that the City might want to develop a Sustainability Plan in order to meet Councilor Carter's proposed criteria.

New Objective 1.7

Member Freilinger said that last goal discussed by the URAC was to conduct a traffic circulation study for the downtown area and Silverton Road/C Street. Discussion ensued about the city-wide study that the Public Works Director has been reporting on and how this would fit into that.

New Objective 1.8

Member Sears said that there is \$500,000 set aside in the Urban Renewal Plan for gateways. He would like to see a goal to improve the gateways into town. Since the City will be improving McClaine Street he indicated that there is a vacant piece of property as you enter town that could be used to create a garden or a park to help promote Silverton as the "Garden City." Councilor Carter said that she is more concerned about the gateway coming into town on Highway 214.

III. BOARD COMMUNICATONS

There was no board communications.

IV. ADJOURNMENT

Member Freilinger made a motion to adjourn the meeting and Chairman Palmer adjourned the meeting at 7:32 p.m.

Respectfully submitted by:

/s/Angela Speier, Assistant to the City Manager/City Clerk