



AGENDA

SPECIAL MEETING OF THE ROSEBURG CITY COUNCIL/URBAN RENEWAL AGENCY BOARD CITY HALL CONFERENCE ROOM, 900 SE DOUGLAS

THURSDAY, FEBRUARY 20, 2014
4:30 p.m. p.m.

CALL TO ORDER Mayor Larry Rich

City Councilors/Board Members:

Bob Cotterell
Steve Kaser

Ken Fazio
Marty Katz

Victoria Hawks
Lew Marks

Mike Hilton
Tom Ryan

DISCUSSION ITEMS

1. Urban Renewal Related Goal
2. Urban Renewal Six-Year Plan

GOOD OF THE ORDER

ADJOURNMENT

***** AMERICANS WITH DISABILITIES ACT NOTICE *****

Please contact the City Recorder's Office, Roseburg City Hall, 900 SE Douglas, Roseburg, OR 97470-3397 (Phone 541-492-6866) at least 48 hours prior to the scheduled meeting time if you need an accommodation. TDD users please call Oregon Telecommunications Relay Service at 1-800-735-2900.

**ROSEBURG CITY COUNCIL
AGENDA ITEM SUMMARY**



URBAN RENEWAL GOAL REVIEW

Meeting Date: February 20, 2014
Department: Administration
www.cityofroseburg.org

Agenda Section: Work Session
Staff Contact: Lance Colley
Contact Telephone Number: 492-6866

ISSUE STATEMENT AND SUMMARY

Council and Staff planned to continue "periodic review" meetings regarding the City Council goals.

BACKGROUND

A. Council Action History.

- January 7, 2013 – City Council met to discuss goal setting process
- January 31, 2013 – City Council met and established goal priorities
- February 25, 2013 – City Council adopted Resolution No. 2013-2 outlining five goals as included on the attachment
- June 17, 2013 – First review of proposed goal action plan
- August 19, 2013 – Second Work Session on goal review

B. Analysis.

Staff developed proposed action plans for each goal. Those were previously provided to Council and are attached hereto. The primary topic for this work session relates to the work we can accomplish during the remaining time left for the North Roseburg Urban Renewal Plan area. The Plan is scheduled to end September 30, 2019.

C. Financial and/or Resource Considerations.

In December 2005, Council completed a process to amend the North Roseburg Urban Renewal Plan, change the boundaries and identify new projects for consideration. The primary purpose of the boundary change was to include portions of the riverfront property from around the south end of Cedar Street to the Oak and Washington bridges as well as the downtown area. You can find the plan at the following link. [http://www.cityofroseburg.org/files/7013/6382/1328/Urban Renewal Plan 2005 Update.pdf](http://www.cityofroseburg.org/files/7013/6382/1328/Urban%20Renewal%20Plan%202005%20Update.pdf)

Since 2005, a number of small projects have been completed using Urban Renewal funding including portions of Douglas Avenue, design work on various signal projects and street work, and recently the reconstruction of the bike path in the Deer Creek area along the waterfront.

In addition, Urban Renewal funds have been used to match almost \$9 million in Federal Aviation Administration grants and provided the primary funding (about \$15 million) to repay debt for construction of the Public Safety Center. These funds have also been committed for the City portion of the Highway 138 corridor project and the match for the "Enhance" project relating to the Oak and Washington bridge project being done in conjunction with the corridor project.

We are also working on the Oak/Washington/Kane project for this summer and the Chestnut area signal project. Attached please find the recently approved section of the five-year Capital Improvement Plan which includes only three years for Urban Renewal. We anticipate spending about \$3 million per year beginning 2014-15 for each of the next five years.

The primary purpose for this meeting will be to get direction from Council regarding the types of projects to be considered and the priority areas that Staff should be looking at for the remaining funds. Staff will bring projects totaling about \$20 million, of which only about \$14-15 million can be funded. In the near future, Staff will ask for specific direction to either include or exclude some of the projects identified in the original plan and the amended plan. We will not generate sufficient funds to complete every project identified in the plans, but we will certainly make significant progress.

At the meeting, Staff will share maps and photos of the Plan area, the original boundaries, the amended boundaries, as well as public and private development that has occurred since the Plan area was adopted in 1989. Please review portions of the Plan related to project work so that we can address Council's concerns and expectations relating to what can be accomplished in the next five years.

Of particular interest to Staff will be direction regarding priorities relating to property acquisition, redevelopment areas and/or enhancement of existing infrastructure. As you can see from the attached three-year portion of the CIP, we have made provision for matching funds at the airport, matching funds for ODOT projects for which we have significant City component and enhancing City owned assets and infrastructure.

The "Plan" includes new projects such as the Black Street extension, the West Avenue area reconstruction and waterfront acquisition and redevelopment. We will seek input and direction as to how we allocate and prioritize our resources for the last few years of this plan.

D. Timing Issues.

Staff is currently in the design phase of a number of projects that will be completed over the next two construction seasons. It is important that we receive Council direction as to its interest in developing the remaining two years of the Capital Improvement Plan for the existing Urban Renewal Area.

Attachments

1. Goal Progress Report – Action Plan
2. Urban Renewal CIP – Three Years.



GOAL PROGRESS REPORT
RESOLUTION NO. 2013-2, FEBRUARY 2014 UPDATE

Identify and Implement Long Term Infrastructure Funding Mechanisms to Ensure the City Can Meet Long-Term Infrastructure System Sustainability

- ✓ Evaluate and implement at least a five-year rate plan for the storm drainage utility
- ✓ Form SDC ad-hoc Committee to assist Staff in reviewing fee structure
- ✓ Review City water rights from North Umpqua for 20-year sufficiency
- ✓ Update from FCS Group regarding Transportation SDC methodology
- Explore available grant funding sources for any opportunities where one-time money can reduce long-term costs, e.g. energy savings, automation, efficiency (will be ongoing)
- Evaluate and update all system development charges and present to Council for adoption
- Update Airport Master Plan and identify matching fund mechanisms for future projects
- Evaluate and implement at least a five-year rate plan for the water utility
- Develop a commercial sidewalk assessment fund policy and market it to the commercial development community
- Evaluate multiple options for ongoing street/path funding including gas tax, general obligation bonding, local option funding and a street utility
- Implement residential sidewalk standards for infill with possible use of Assessment Fund at 100% cost share
- Request County financial support for Roseburg Regional Airport

Develop Strategies to Provide Long-Term Operational Stability and Sustainability

- ✓ Evaluate potential PERS cost reductions from bonding our transition liability
- Evaluate and implement a strategy to annex contiguous areas that are cost effective from a service/resource standpoint
- Evaluate the impact of increasing franchise fees on City utilities to the maximum charges
- Develop succession planning for key operational positions
- Develop and introduce options to help control and fairly share employee benefit costs
- Establish a baseline service level acceptable to Council and develop funding strategies around that baseline
- Review all City services to determine which are essential and which could be eliminated or revised with the least impact on the citizens
- Establish Reserve and Contingency Policy in conjunction with the sustainability goal
- Partner with League of Oregon Cities to lobby for changes in the Public Employees Collective Bargaining Act
- Evaluate increasing the outside service fee
- Look for areas to gain efficiency through technology, consolidation or outsourcing
- Research/identify new revenue sources for operations

Update and Implement the Urban Renewal Financial and Project Plan; Evaluate Establishment of Additional Urban Renewal Plan Area

- ✓ Staff authorized to prepare necessary documents to allow for expansion of the Plan Area to include up to 14+ acres in vicinity of Micelli Park and Templin Beach
- ✓ Update the current financial projections for the existing boundary
- Evaluate the current debt structure and determine how to maximize debt/project program based on the updated financial projections
- Develop a six-year program for capital projects within the existing Urban Renewal area for approval by the Agency Board
- Identify grants and other funding mechanisms to enhance existing facade improvement programs
- Implement the six year program which will end 9/30/2019.
- Identify areas for future Urban Renewal Plan areas for initial review by the Council/Agency Board by March 31, 2014
- Upgrade City-owned assets in the existing area
- Upgrade parking structure for safety, functionality and aesthetics

Citywide Beautification

- Complete new City logo design and begin incorporating logo in signage at City entrances
- Identify grants and other funding mechanisms to enhance existing façade improvement programs
- Upgrade City-owned assets
- Upgrade parking structure visually and functionally
- Use existing Staff to more diligently enforce nuisance abatement regulations
- Support Part-time Seasonal Compliance Officer
- Enlist a volunteer group(s) to adopt landscaping areas near City entrances, including the area between the Valley View cul-de-sac and Troost Street at the west entrance
- Sponsor and promote volunteer clean-up events for areas along bike paths and riverbanks
- Revisit Tree City USA program and tree ordinance
- Beautification contest/awards for businesses, residential properties and/or neighborhoods displaying outstanding appearance/civic pride
- Work with volunteer groups to adopt and maintain common areas in Gaddis Park
- Form a broad-based, ad hoc, community group to gather citizen perspective and beautification priorities

Define and Establish Business Friendly/Improved City Image

- ✓ Schedule work study with Council to define "business friendly"
- ✓ Update the Transportation System Development Charge to include a methodology that is easier to understand
- ✓ Evaluate City standards and ensure uniform enforcement within the current staffing framework
- ✓ As part of the second/third phases of the LUDO update, identify and remedy inconsistencies that may lead to misunderstandings
- Work with appropriate agencies (UCC Small Business, Business Incubator, Partnership) to ensure consistent understanding of business registration and site development standards
- Evaluate City Hall to facilitate customer service/direct customers efficiently
- Provide outreach to the real estate and development community about the business registration process and requirements
- In conjunction with Goal 1, establish a commercial sidewalk enhancement program utilizing the Street Light/Sidewalk Fund and the Assessment Fund
- Provide customer service training for City employees providing direct services to the public
- Develop strategic initiatives that create and promote an environment which is welcoming to businesses

Legend:

- ✓ Completed
- In progress/design
- Listed Activity

URBAN RENEWAL PROJECTS



The North Roseburg Urban Renewal Plan was adopted in 1989. The principle source of funding is tax increment revenue. In 2005, the second amendment to the plan was adopted. This amendment adjusted the boundary of the Urban Renewal District to include the downtown core area. Projects included in this CIP reflect those remaining in the original plan as well as those adopted in the second amendment.

035 URBAN RENEWAL		Estimated Cost	2014-15	2015-16	2016-17
Project Description					
Airport - FAA Grant Match		245,000	114,500	130,500	
Black Street Extension		1,100,000		300,000	800,000
Hwy 138E Match (T)		900,000	650,000	250,000	
STIP Grant Match (T)		150,000	150,000		
ADA Improvements within UR district		250,000		125,000	125,000
Downtown Sidewalk Program		200,000		100,000	100,000
Downtown Streetscape		2,250,000	1,250,000		1,000,000
Façade Loan Program		50,000	50,000		
Garden Valley/Stewart Parkway Intersection Improvements		500,000		200,000	300,000
Micelli/Templin Improvements		275,000	25,000		250,000
North Valley Mall Traffic Signal Removal/Relocation		100,000		100,000	
Parking Structure Improvements		500,000	500,000		
Property Acquisition		1,350,000		1,000,000	350,000
Riverfront Paths/River Overlooks		350,000		250,000	100,000
Spruce/Parrott Street Improvements (T)		750,000	75,000	675,000	
Stephens/Chestnut Signal		315,000	315,000		
URBAN RENEWAL TOTAL		\$9,285,000	3,129,500	\$3,130,500	\$3,025,000

(T) Project description included in Transportation Section