



CITY RECORDER USE ONLY:

AGENDA ITEM #: _____
MEETING DATE: 03/15/2021
FINAL ACTION: URA
WORK SESSION

URBAN RENEWAL AGENCY STAFF REPORT

TO: *Urban Renewal Agency (URA) Board of Directors*

FROM: *Jesse VanderZanden, Executive Director*
Bryan Pohl, Community Development Director

MEETING DATE: *March 15, 2021*

SUBJECT TITLE: *Urban Renewal Agency 2021 Work Plan Work Session*

ACTION REQUESTED:

Ordinance

Order

Resolution

Motion

X

Informational

X all that apply

BACKGROUND: The URA Board of Directors passed the URA 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 to benefit all taxing districts. The Plan is consistent with the Comprehensive Plan and zoning regulations adopted by the Forest Grove City Council.

The Plan established 5 Goals and 13 Objectives. The Goals and Objectives are changed infrequently and must be done through an ordinance amending the URA Plan. In 2018, the Board passed a Work Plan delineating specific Actions to accomplish the Goals and Objectives. Similar to the City Council's goals setting process, the Work Plan is updated annually and approved by resolution. The Work Plan informs the budget process and staff priorities and is approved at a regular Board meeting in April.

PURPOSE: The purpose of the work session is to refine and prioritize the 2021 Proposed URA Work Plan. Staff will facilitate the work session. To assist the Board with this process, staff has updated the Work Plan to include the current status of each Action and a proposed Action for next year.

One major item the URA accomplished this year not listed in the Work Plan is the creation and implementation of a small business assistance grant program. The Board-approved program not only administered URA funds to struggling businesses early in the pandemic, it also served as a platform to administer two subsequent small business assistance grant programs.

Council is encouraged to contact staff ahead of the work session if there are questions. If the Board needs additional time, another work session can be scheduled the first meeting in April with approval of the Work Plan at the second meeting in April.

ATTACHMENTS:

- 1) URA Powerpoint
- 2) Proposed 2021 Work Plan

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URBAN RENEWAL AGENCY

GOALS AND OBJECTIVES

DRAFT WORK PLAN 2021



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

WORK PLAN 2021

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	STATUS	PROPOSED ACTION
1.1	Establish an Urban Renewal Advisory Committee.	Develop URAC bylaws. Consider disposition alternatives for Site B.	URAC established. Bylaw approval in April. Exclusive Negotiating Agreement signed in July with Fresh Foods for grocery store & affordable housing.	Approve URAC bylaws. Staff negotiate Disposition & Development Agreement (DDA) to construct grocery store & affordable housing for URAC review and Board approval.

WORK PLAN 2021

URBAN RENEWAL AGENCY



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

OBJECTIVE	ACTION	STATUS	PROPOSED 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.	Part of annual budget process.	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 grants for URA programs. Review stimulus programs for applicability.	Received \$127,519 in CARES Act for Small Business Grant Program. Pursue grants for URA programs. Review stimulus programs for applicability.

WORK PLAN 2021

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	STATUS	PROPOSED 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.	See Objective I.I.	Consider disposition alternatives for Site B.

WORK PLAN 2021

URBAN RENEWAL AGENCY



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

OBJECTIVE	ACTION	STATUS	PROPOSED 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 Program, Parklet Pilot Program, and Installation Art Program, pending available funding.	Two storefront grants in progress, one parklet installed, first installation art (banner poles) installed.	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.	Postponed due to COVID.	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.	Hired designer to design Festival Street. Stakeholder outreach complete. URA Board work session on design alternatives in April.	Select preferred alternative, identify funding, complete design on preferred alternative.

WORK PLAN 2021

URBAN RENEWAL AGENCY



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

OBJECTIVE	ACTION	STATUS	PROPOSED 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.	See Objective I.I.	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.	See Objective I.I. Banner pole installation complete.	Consider disposition alternatives for Site B. Continue Storefront Improvement Program, Parklet Pilot Program, and Installation Art Program, pending available funding.

WORK PLAN 2021

URBAN RENEWAL AGENCY



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

OBJECTIVE		ACTION	STATUS	PROPOSED 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.	See Objective I.I.	Consider disposition alternatives for Site B.
5.2	Work with the Economic Development Commission to market redevelopment opportunity sites to prospective developers.			

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URA

Forest Grove
Urban Renewal Agency



URA RECAP

URA Board Work Session,
March 15, 2021

Bryan Pohl, Community
Development Director

DATE 3/15/21

Purpose

The purpose of tonight's work session is to provide:

- An brief overview of urban renewal and its function
- A summary of the URA's goals and objectives
- An update on the 2020 Work Plan
- Discuss 2021 Work Plan priorities

What is a URA?

- An Urban Renewal Agency. It is governed by a Board of Directors. The Board is composed of the same members as the City Council.
- The URA is authorized by Oregon law. There are about 67 URA's in Oregon including nearby Sherwood, Hillsboro, and Beaverton.
- The URA is a separate legal entity (a district), created by a City Council, with a separate budget, a separate funding source, and a distinct legal boundary called the Urban Renewal Area.
- The URA was established in 2014. The purpose and operation of the URA is outlined in the URA Plan.
- URA's do not have separate taxing authority.

What is the purpose of the URA?

The purpose of the URA, limited only to the urban renewal area, is to:

- Increase the taxable value of property to the benefit all taxing districts
- Eliminate “blight”
- Improve the utilization of land
- Encourage private investment and job creation

Urban Renewal Area



Forest Grove Urban Renewal Area



What are the Goals of the URA?

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.

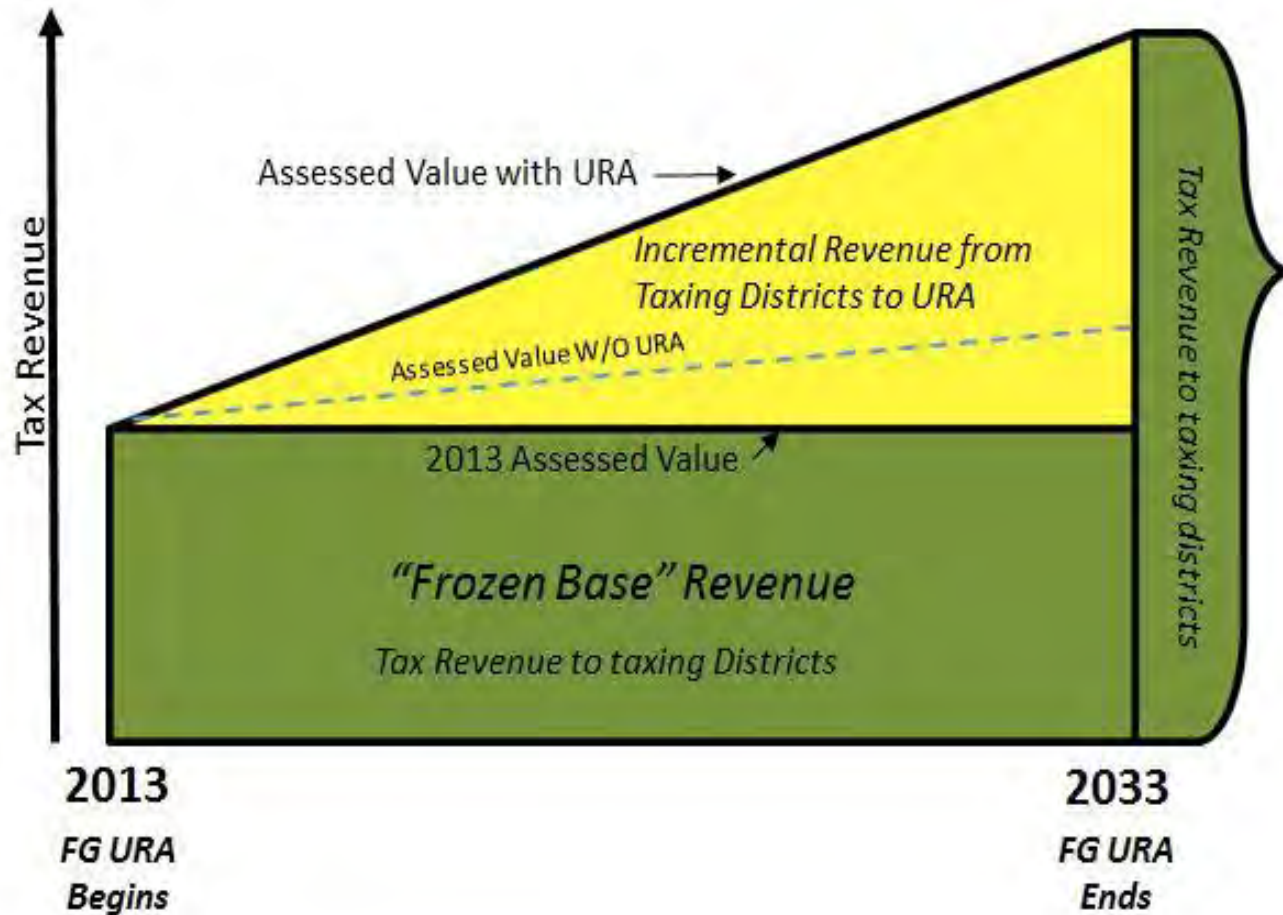
Goal 3: Improve the local investment climate by reducing financial barriers to development and redevelopment within the urban renewal area.

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.



Tax Increment Financing (TIF)



Important Notes

- Tax revenue must be spent within the Urban Renewal Area.
- The maximum indebtedness is \$15 million.
- The Plan can be amended by ordinance or resolution. Substantial and major amendments, i.e., maximum indebtedness or Goals or Objectives, are by ordinance.
- No more than 25% of city's total land area or taxable assessed value can be within the Urban Renewal Area.
- An annual financial report is required and on the website.
- State law requires Urban Renewal Agencies to be in debt.
- Forest Groves tax collections have been higher than forecasted.