

CITY OF McMinnville  
MINUTES OF REGULAR MEETING  
of the McMinnville Urban Renewal Agency and the  
McMinnville Urban Renewal Agency Committee  
Held at the Kent L. Taylor Civic Hall on Gormley Plaza  
McMinnville, Oregon

Tuesday, March 27, 2018 at 5:47 p.m.

Presiding: Scott A. Hill, Chair

Recording: Melissa Grace, City Recorder

Committee Members: Present

Adam Garvin  
Kellie Menke, Council President  
Wendy Stassens  
Sal Peralta  
Alan Ruden  
John Dietz  
Marilyn Worrix  
Kelly McDonald  
Walt Gowell  
Kyle Faulk

Excused Absence

Remy Drabkin

Also present were City Manager Jeff Towery, City Attorney David Koch, Planning Director Heather Richards, Community Development Director Mike Bisset, and Police Captain Tim Symons.

1. CALL TO ORDER: Chair Hill called the meeting to order at 5:47 p.m. and welcomed all in attendance.

2. PARKING STUDY PRESENTATION

Planning Director Richards introduced Mr. Rick Williams, of Rick Williams Consulting.

Mr. Williams explained that the study area included:

- 5<sup>th</sup> Street and extensions (north);
- 1<sup>st</sup> Street (south);
- NW Adams/ Birch/ Alder (west); and
- Logan/ Three Mile Lane (east).

Mr. Williams shared that the survey days were Thursday, June 8 (while school was in session), and Saturday August 5<sup>th</sup> (“typical summer day”). He noted that the parking supply includes 2,845 total stalls with 798 being on-street stalls and 2,047 off-street stalls on 75 sites. 62% of the stalls allow unlimited time stays (no limit). He shared that this is unusually high for a “destination downtown”. 2,464 total stalls were surveyed: 1,666 stalls (81%) were sampled on 42 sites, all on-street stalls and all City

owned off-street sites were included. Mr. Williams added that there is a broad opportunity for off-street parking.

He explained that the parking industry uses the 85% rule. The optimal position to be is 70-85% where the supply is robust, accessible, and efficient.

The parking supply was recorded on Thursday, June 8<sup>th</sup> and Saturday, August 5<sup>th</sup>. Mr. Williams displayed a chart showing the utilization of the parking system. Overall the City is in the moderate use category. He explained that users in the 2-hours stalls on average stayed 1 hour and 34 minutes on a Thursday and 1 hour 56 minutes on Saturday. He stated that the 2 hour time stays seems appropriate as a majority of users need less than two hours and that occupancies are robust (73% - 82%). It was noted that there were low occupancies and lots of availability for no limit time stays. He added that the violation rate of time stay is 13 percent.

He stated that the turnover rate is 4.68 on weekday. The baseline turnover rate is 5. He noted that 111 vehicles were observed moving between stalls.

He reviewed the off-street utilization metrics. He stated that only 8 of 42 lots are 85%+ at peak hour (four are City lots) on the weekday. On the weekend 3 of the 42 lots are at 85+ at peak hour (1 City lot). He shared that there is real opportunity in off-site parking. The west end of the downtown had a more robust activity than the east end. He mentioned there is high opportunity on the east end.

Mr. Williams stated it would be helpful to get employees and long-term users into off-site parking stalls.

He noted that the parking numbers are in the optimal zone on the weekends.

He provided a summary:

- The majority of on-street parking favors long-term parking (i.e. employees).
- The on-street parking activity is robust on weekdays in the west end of the study area.
- High Occupancy Node (on-street) exceeds 85% occupancy in peak hour (weekdays) and creates a sense of constraint.
- Empty on-street stalls are generally available within short walking distance.
- The average length of stay is less than 3 hours on street and less than 2 hours in timed stalls.
- The off-street lots have parking availability.

The key strategy recommendations included:

- Establish a Parking Work Group as a forum for addressing parking issues in the Downtown.

- Increase 2-hour parking stalls/ reduce no limit stalls.
- Refine and improve the city's current parking signage system, logo, and on-street striping.

The mid-term strategy recommendations included:

- Upgrade the 5<sup>th</sup> Street public garage.
- Identify off-street shared-use opportunities based on data from 2017 off-street occupancy study.
- Explore valet options for use of surpluses in the City garage (hotel and restaurant).
- Add bike parking at strategic locations to create connections between parking and the downtown.

The longer-term strategy included:

- Create a policy and process for Residential Parking Permit Zones in residential neighborhoods adjacent to the downtown.
- Identify funding options for maintaining existing parking and funding future growth.
- Identify strategically located surface parking lot(s) for lease/ purchase as a long-term public parking asset.
- Continue to collect data to assess performance of the downtown parking supply.

Mayor Hill asked Mr. Williams to explain what he sees at the 5<sup>th</sup> Street garage. Mr. Williams explained that it is where you want the employees to go.

Council President Menke asked about the suggested Downtown Parking Advisory Committee. Mr. Williams stated that the Committee should consist of 10-12 members who represent city leadership, property owners and business representatives. He added that the group should meet on a routine basis.

Councilor Ruden asked about working with the McMinnville Downtown Association. Mr. Williams stated that Cities go business-to-business in partnership with the business community to place customers first in parking.

Councilor Ruden asked Mr. Williams what he suggests to do first at the parking garage on 5<sup>th</sup> Street. Mr. Williams suggested he would start with the exterior first, add the parking logo, work on entry and on lighting.

Mr. Williams noted that 30 percent of the traffic on 3<sup>rd</sup> Street is from traffic circling and looking for parking.

Discussion ensued regarding the differences in activity depending on which area one is looking for parking.

Mr. Gowell explained that employee parking downtown has been discussed since the late eighties. He stated that agitation has begun by local neighborhoods.

Planning Director Richards noted that there are funds in the proposed budget to address the parking garage.

3. Resolution No. 2018-02: A Resolution of the McMinnville Urban Renewal Board accepting the 2018 City of McMinnville, Oregon Downtown Strategic Parking Management Plan.

Councilor Ruden MOVED to approve Resolution No. 2018-02 accepting the 2018 City of McMinnville, Oregon Downtown Strategic Parking Management Plan; SECONDED by Council President Menke. Motion PASSED unanimously.

4. ANNUAL UPDATE ON THE URBAN RENEWAL PROGRAM

Planning Director Richards stated that Urban Renewal is all about projects. She stated that they are authorized in the Plan and they have authorized amounts associated with them. She stated that many of the projects in the Urban Renewal Plan have been funded through the Transportation System Bond.

Ms. Richards commented on the development assistance program. She stated that five loans/ grants in a total amount of \$110,000 were awarded for development assistance that was leveraged \$8,016,500 in projects. She mentioned that being able to put the Atticus in the Urban Renewal District as new construction, tax improvement and job creation this early in the Urban Renewal Agency is a great accomplishment.

She stated that the Alpine Avenue ribbon cutting is April 27, 2018. She indicated that they will be looking at it as a Festival Street. She stated that they will be evaluating electrical/ water infrastructure to see if any additional improvements need to be made for it to operate as a festival street.

She stated that they will be investing in some of the management and garage improvements as discussed earlier.

Ms. Richards stated that McMinnville Urban Renewal Agency Committee (MURAC) voted to do a rooftop lighting program to help create a District identity.

Ms. Richards stated that they just received approval to move forward with an architecting and engineering team to begin 3<sup>rd</sup> Street Improvements. It will involve community engagement, thoughtful and inclusive design, engineering for future opportunities, urban design/ fun/ brand, construction document development, business community preparation and construction. She mentioned that a Project Advisory committee will be formed.

Ms. Richards then discussed redevelopment in the NE Gateway District. She mentioned that there are two vacant lots that there has been some interest in; however, there are some barriers for projects to move forward including parking, 9<sup>th</sup> Avenue is an unimproved street, wastewater capacity, alleyway issues and proximity to power lines. She noted that there are small and constrained lots.

Ms. Richards discussed the Huberd redevelopment project explaining that they are looking at parking, what to do about Alpine Avenue, improvements to 11<sup>th</sup> Way and Wastewater Capacity.

She stated that MURAC has been looking at local street standards. She noted that there was a commitment to maintain large truck access on certain local streets as they turn off Lafayette Avenue.

Ms. Richards then discussed next steps in the Alpine Avenue area noting that there are properties that need to be looked at for redevelopment. This will include visiting with property owners to see if they would explore redevelopment.

Ms. Richards discussed the NE Gateway District and industrial use transition. She stated that there is a plan to start thinking about repositioning properties in this area. The NE Gateway District Plan also discusses a gateway into the Alpine Avenue area.

She stated that it looks like another large bond could be done in 2021 and 2022. She provided next year's proposed projects:

- Parking Study Recommendations \$62,000
- Property Assistance \$100,000
- District Identity Improvements \$35,000
- 3<sup>rd</sup> Street Improvements \$30,000
- Contingency \$238,000

Ms. Richards stated that there is an opportunity to start looking at a downtown plan that is more specific and looks at housing, office development, how to connect to City Center Park and NE Gateway District, and parking.

Discussion ensued regarding funding and beginning the 3<sup>rd</sup> Street Project.

Mayor Hill recognized MURAC for their thoughtfulness, vision and hard work.

Mr. Gowell noted that Ms. Richards presence has provided traction.

5. ADJOURNMENT: Chair Hill adjourned the joint meeting at 7:00 p.m.

Melissa Grace  
City Recorder