

**McMinnville Urban Renewal Advisory Committee
Wednesday, January 3, 2024 - 4:00 – 5:00 PM**

HYBRID Meeting

IN PERSON – 231 NE Fifth Street or ZOOM Online Meeting

Please note that this is a hybrid meeting that you can join in person at 231 NE Fifth Street or online via Zoom

Join Zoom Meeting

<https://mcminnvilleoregon.zoom.us/j/86095700318?pwd=dzRXOVVKbIVGWVllaFdyb2IRMzRFQT09>

Zoom Meeting ID 860 9570 0318

Zoom Meeting Passcode: 914816

Committee Members	Agenda Items
Walt Gowell, Chair	1. Call to Order
Kelly McDonald, Vice Chair	2. Election of Officers <i>(Exhibit 1)</i>
Alan Fox	3. Citizen Comments
James Howe	4. Minutes
Peter Kircher	<ul style="list-style-type: none"> • April 6, 2022 <i>(Exhibit 2)</i> • June 1, 2022 <i>(Exhibit 3)</i> • September 7, 2022 <i>(Exhibit 4)</i> • April 5, 2023 <i>(Exhibit 5)</i> • August 2, 2023 <i>(Exhibit 6)</i>
Jeff Knapp	5. Discussion Items
Mike Morris	<ul style="list-style-type: none"> • NE GATEWAY DISTRICT OPPORTUNITY SITE 904 NE 10th Street / 835 NE Alpine Avenue <i>(Discussion of next steps)</i> • Exploration of New Urban Renewal District – Three Mile Lane Area <i>(Discussion at meeting)</i>
Abigail Neilan	
Lisa Pool	
John Dietz, MW&L, Ex-Officio	
Zack Geary, City Council Ex-Officio	
Doris Towery, MDA Ex-Officio	
	6. Committee Member Comments
	7. Staff Comments
	8. Adjournment

The meeting site is accessible to handicapped individuals. Assistance with communications (visual, hearing) must be requested 24 hours in advance by contacting the City Manager (503) 434-7405 – 1-800-735-1232 for voice, or TDY 1-800-735-2900.

*Please note that these documents are also on the City’s website, www.mcminnvilleoregon.gov. You may also request a copy from the Planning Department.



EXHIBIT 1 - MEMORANDUM

DATE: January 3, 2024
TO: McMinnville Urban Renewal Advisory Committee
FROM: Heather Richards, Community Development Director
SUBJECT: Agenda Item – Election of Planning Commission Officers

The annual election of officers has been placed on your January 4, 2024 meeting agenda. As part of this process, the McMinnville Urban Renewal Advisory Committee (MURAC) shall elect a Chair and Vice-Chair at the first meeting of each year. The Chair presides over the meeting and public hearings. The Vice-Chair will preside over the meetings and public hearings in the Chair's absence.

The following outline is provided to help guide you through this election process.

Nominations of chair and vice-chair

1. Begin with the nominations for the position of the chair. Any committee member may nominate another member. Committee members can also nominate themselves. Nominations do not have to be seconded. If a nominee does not wish to be considered, that person can decline the nomination. When nominations stop, the chair will call for any more nominations. When no other nominations are forthcoming, the chair will state that the nominations are closed. Once the nominations are closed, the chair will state the names of the nominees. Each member must state their vote for the chair. If one person receives a majority of the vote, the chair will declare the result of the vote. If no one receives a majority of the vote, the vote must be done again. No person can be eliminated as a nominee, but any nominee can withdraw their nomination. The voting will continue until one person receives a majority of the vote.
2. The vice-chair will then be elected in the same manner.
3. At the close of the elections, the new chair will preside over the remainder of the meeting.

EXHIBIT 2 - MINUTES

April 6, 2022
McMinnville Urban Renewal Advisory Committee
Regular Meeting

4:00 pm
Hybrid Meeting
McMinnville, Oregon

Members Present: Vice Chair McDonald McDonald, Mike Morris, Jamie Corff, Peter Kircher, Alan Fox, Dave Rucklos, and Scott Hill John Hall, Lisa Pool, Jeff Knapp, Ukiah Halloran Steiner, Ed Gormley, and Walt Gowell

Members Absent: Scott Hill John Hall, Lisa Pool, Jeff Knapp, Ukiah Halloran Steiner, Ed Gormley, Walt Gowell, and John Dietz

Staff Present: Tom Schauer – Senior Planner and Scott Burke – IS Administrator

Guests Present: Richard Pratt, Kristen Stoller, and Jason Lett

1. Call to Order/ Introductions

Vice Chair McDonald called the meeting to order at 4:03 p.m.

2. Discussion Items

- North NE Gateway District Property Owners Meeting (Mike Morris)

Committee Member Morris presented the Staff report on the meeting and reported that the meeting was coordinated by Heather Richards for property owners on the North End of Alpine Street. The attendees were Mike Morris, Heather Richards, Dean Claus, Charlie Parr, Mike Flanagan Jr, and Andrew.

Committee Member Morris key takeaway from the meeting was the recognition of a core group of property owners in the North End of Alpine Street who have both the land and financial resources for significant improvements. The progress of the South End, once the street was completed, was positive with notable projects. He believed that ongoing collaboration, leveraging resources through the Urban Renewal District, was crucial to advancing the development of the north end of Alpine Street for the overall benefit of the district.

The Committee expressed an eagerness to continue meetings and it was noted the Committee had previously discussed inviting neighborhood residents to Urban Renewal Committee and Council meetings to share their vision for the area.

- Alpine Avenue Amenities (Kristen Stoller)

Kristen Stoller on behalf of The Wine Country Pride event submitted requests to use Alpine Avenue for a Street Fair Festival on Saturday, June 25th. With plans for around 45 vendors, potentially increasing to 75, questions were raised regarding the current availability of water and electricity on Alpine Avenue for the event. The Committee sought information on existing infrastructure, any limitations or stipulations related to the event, and considerations to ensure a respectful and compliant planning process. Basic questions include inquiries about the availability of electrical outlets and water for the event.

Mayor Hill added that to enhance preparations for the Wine Country Pride event on Alpine Avenue, Stoller should reach out to the Committee and John Dietz for water and electricity access, similar to arrangements made for Turkey Rama. Committee members highlighted the practice of using fire hydrants for water and electrical drops in Turkey Rama.

Stoller reported that they were finalizing plans for street closures during the Wine Country Pride event. The current proposal included closing one intersection and possibly a section for loading in and to have the fire and the police department involved. The street closures were specifically planned for Saturday, June 25th, the day of the event.

- Security and Safety Grant Consideration (Jamie Corff)

Committee Member Corff described issues related to bad behaviors conducted on the stair case at the Gallery Theatre, which prompted the request for grant funding to install a gate that could address the safety concerns. The City did not have any other program that could support this project, so she suggested MURAC's Façade Improvement Program or a new grant program. She provided the details of Salem's grant program aimed at curbing negative behaviors, noting the program's success. She also spoke about behavior problems in the downtown area, which led to downtown business owners applying for Façade Improvement grants to install gates, noting that their applications had been denied. She asked MURAC to consider funding for security gates because she believed MURAC would continue to receive applications for such projects.

Vice Chair McDonald suggested a reassessment of existing grant programs, noting the lack of revisit since their implementation. The recent grant requests were an opportunity to evaluate effectiveness and consider additions or modifications to the grant programs.

3. Action Items

- Property Assistance Façade Improvement Grant Application, 210 Ford Street, (Exhibit 2)

Planning Department Member Schauer presented the Staff report on the request for grant funding to install a gate at 210 Ford Street and answered clarifying questions from Committee members about the design of the proposed gate and the City's review process for this application.

Committee Members discussed the creation of a security grant program. Security features were not façade improvements and therefore did not meet the criteria for a façade

improvement grant. However, there was an immediate need for security improvement grants. It was noted that security features would address the symptoms of the behavior problems, however the behaviors needed to be addressed as well. The consensus was to discuss a security grant program at a future meeting and direct Staff to provide details about Salem's program. Concern was expressed about the aesthetics of security features and it was suggested that the program require features that were pleasing to the eye.

The consensus among the Committee was that the application for 210 Ford Street could not be approved at this time.

4. Citizen Comments / Rumor Mill

None

5. Committee/Commissioner Comments

Committee Member Morris highlighted the effectiveness of LED lighting on his properties for security. Staff Member Schauer added that the theater also experimented with brighter lights and signage on a landing as non-invasive measures before considering other options.

6. Staff Comments

Staff Member Shauer advised on the security gate project at 210 Ford Street, confirming that the Applicants would need to speak to Staff to determine whether they could move forward with the project prior to a security improvement program being developed. A review by the Historic Landmarks Committee might be required and that review would take about 60 days.

7. Adjournment

Vice Chair McDonald adjourned the meeting at 4:42 pm.

EXHIBIT 3 - MINUTES

June 1, 2022
McMinnville Urban Renewal Advisory Committee
Regular Meeting

4:00 pm
Hybrid Meeting
McMinnville, Oregon

Members Present: Walt Gowell, Kelly McDonald, Jeff Knapp, Mike Morris and Ukiah Halloran Steiner (youth liaison), Alan Fox, Jamie Corff, John Dietz, and Dave Rucklos

Members Absent: Ed Gormley, Peter Kircher, Scott Hill, and Lisa Pool

Staff Present: Heather Richards – Planning Director

Guests Present:

1. Call to Order / Introductions

Chair Gowell called the meeting to order at 4:00 p.m.

2. Discussion Items

- Third Street Improvement Project (Heather Richards)

Planning Director Richards presented the Staff report on the Third Street Improvement Project and asked the Committee what level of involvement they wanted during the engineering phase. She confirmed that design changes would impact the budget but noted that the budget included a contingency to cover additional costs.

Committee members and Staff discussed the need to allow the public to provide comments beyond those given at the open house, the results of the public poll, taking public comments on the final design, and the meeting timeline leading up to the final decision on the design. There was consensus that the Committee should participate in the final design and engineering phase and to hold a public hearing at the joint meeting with the Urban Renewal Board on July 12th.

- Ordinance 4971 – NE Gateway District (Heather Richards)

Planning Director Richards presented the Staff report on a conflict found in Ordinance 4971. The issue was discovered when the owners of an industrial zoned property proposed a restaurant and winery. Even though the property is located in the NE Gateway Overlay District, the Ordinance does not apply to the property because no changes would be made to the exterior, no construction would take place, and no signage would be added. The only change would be a tenant improvement on the interior, which is not allowed by the underlying industrial zoning. A zone change and Comprehensive Plan Map amendment was necessary for the restaurant. She asked if

the Committee wanted to amend the ordinance to state it was applicable to all uses in the district. Chair Gowell confirmed there was consensus for staff to propose an amendment to the Ordinance and return for an endorsement by MURAC at the next meeting.

- Housing (Alan Fox)

Committee Member Fox said he understood that no new projects could be started until after the currently planned projects were complete. However, he wanted to start discussing the possibility of a low- to moderate-income housing project in the urban renewal area completed with public and private partners. He suggested that the project be built on surplus land and asked if urban renewal funds could provide gap funding for such a project. Several zoning amendments recommended by the housing strategy would have to be implemented first. Then, a financial analysis and preliminary design would have to be completed before the project could move ahead.

Planning Director Richards confirmed that none of the projects currently planned included housing. However, the City had discussed amending the plan soon.

Committee members discussed how this project could fit in with the City's overall strategy and the Downtown Master Plan because the project could be a catalyst for other work in the City. While the urban renewal plan encourages housing and estimates that several hundred housing units would be created during the lifetime of the plan, the current plan did not include an approved housing project.

Several possible funding mechanisms were also discussed. Currently, the City's only funded housing-related project was the Property Assistance Program, which only had a budget of about \$100,000. Additionally, a non-profit had expressed interest in leveraging a downtown property they owned for affordable housing.

Planning Director Richards stated she would provide the Committee with an update on urban renewal projects at the next meeting.

- Security and Safety Grant Consideration (Jamie Corff)

Committee Member Corff briefly presented the Staff report and reviewed the Committee's prior discussion on a safety and security grant program to fund improvements that address problems in the downtown.

The Committee discussed the possibility of such a program. One recommendation was to include safety and security features in the Façade Improvement Program instead of creating an entirely new program. Another recommendation was to set up an architectural review board to create design criteria for the improvements. All Committee members agreed that aesthetics was important. Safety and security improvements were not expensive, so a program would not need a large budget. The consensus was that the Committee would review Salem's program and discuss making the safety and security improvements eligible under the existing 50/50 program. The Committee also agree to see if the MDA Design Committee would be interested in working with Staff and Committee Member Corff to create eligibility, design criteria and program standards.

- Parking (Heather Richards)

Planning Director Richards presented the Staff report on downtown parking. She asked if the Committee wanted to rethink the budget to look at future inventory and recommend the City implement a fee in lieu of parking for projects that participate in funding public infrastructure.

Committee members discussed the anticipation that the need for parking spaces would continue to increase year after years. Instead of constantly adding parking, the City should consider sustainable options that would encourage people to drive less, park farther away, and invest in projects that decrease the need for parking in the long run. The City needed to add parking while also discouraging driving. Other ideas included adding hourly parking fees, ride share curb programs, bike/ped paths into downtown, and satellite parking lots with a shuttle into downtown.

Committee Member Knapp noted that Visit McMinnville would be apply for an Oregon Department of Transportation (ODOT) grant to fund the installation of electric vehicle (EV) stations throughout the city. He offered to find out if Visit McMinnville could fund a more recent parking study and said he hoped that Visit McMinnville would start investing in cell phone data tracking of visitors.

Chair Gowell added that the parking study showed the city had a lot of parking, but the parking was not being used well. He recommended, and other Committee members agreed, the City focus on maximizing the existing parking inventory because that would cost less than building multi-story parking structures.

The Committee and Staff shared ideas about how to implement a fee in lieu of parking and options for developers that did not want to pay the fee. The general consensus was that developers should contribute to the cost of maintaining and improving public infrastructure as part of an overall parking strategy. However, the fee would have to make sense for both the developer and the City. There was concern that the taxpayers would end up subsidizing parking that developers paid into.

Planning Director Richards answered clarifying questions from Committee members about the City's current parking requirements in several areas of the city. She also confirmed she would keep this discussion on the agenda for future meetings so the Committee could develop short- and long-term goals.

3. Citizen Comments/Rumor Mill

None

4. Committee Member Comments

Committee Member Morris reported that he and Planning Director Richards had a discussion with people who owned property at the northern end of Alpine Street. He asked if the property owners should be invited to attend a MURAC meeting to dialogue with the Committee. The consensus was to invite the property owners to a meeting in August.

5. Staff Comments

None

6. Adjournment

Chair Gowell adjourned the meeting at 5:10 pm.



EXHIBIT 4 - MINUTES

September 7, 2022
McMinnville Urban Renewal Advisory Committee
Regular Meeting

4:00 pm
Hybrid Meeting
McMinnville, Oregon

Members Present: Walt Gowell, Kelly McDonald, Jamie Corff, Alan Fox, Ed Gormley, Peter Kircher, Jeff Knapp, Mike Morris, Lisa Pool, Ukiah Halloran Steiner, John Dietz, Zach Geary, and Dave Rucklos

Members Absent:

Staff Present: Heather Richards – Planning Director

Guests Present: Victoria Urns – McMinnville Budget Committee

1. Call to Order / Introductions

The meeting was called to order at 4:00 pm.

Victoria Urns introduced herself.

2. Discussion Items

- Public Improvements – North Alpine Area

Ms. Richards stated no one showed up for the discussion on the North Alpine Area public improvements and confirmed that no RSVPs or questions were received by Staff. She and Mr. Morris presented details of the improvement project and conversations that Staff had with affected property owners. They also answered clarifying questions from Committee members about standards for street maintenance, which improvements were required, the details of specific improvements, anticipated costs, and the overall improvement plan.

Committee members and Staff discussed past improvements, planned improvements, plans for specific private properties in the area, funding sources, and potential future improvements. They also discussed the desire for more residential development in the Alpine District, which was primarily residential land. There was also discussion about residential development along the railroad and usage of the railroad.

Ms. Richards confirmed the Committee supported the plans and stated she would bring back a formal proposal.

3. Citizen Comments/Rumor Mill

No comments.

4. Committee Member Comments

Mr. Rucklos requested the Committee discuss funding for a garbage dumpster enclosure in the parking lot behind Gerald's at their October meeting. He explained that the bids had been a lot higher than expected because the structure must be built per the requirements of the historic district.

Mr. Knapp reported that a discussion about the Downtown Core Master Plan needed to be scheduled. Ms. Richards noted that the McMinnville Economic Vitality Leadership Council (MEVLC) would be discussing the plan as well.

5. Staff Comments

Ms. Richards provided an update on the paving of the parking lot at First and Cowls Streets. Funds had been approved but the project had not moved forward. She also reported that the City had received an application for the Gwendolyn Hotel and a lot of people had taken interest in the project. The public hearing was scheduled for September 29th. Lastly, she confirmed that the request for proposals (RFP) for the downtown design work on Third Street was still in draft form. A lot of consultants had expressed interest in the project so she hoped the RFP would be sent out in the next 30 days.

6. Adjournment

There being no further business, the meeting was adjourned at 4:49 pm.



EXHIBIT 5 - MINUTES

April 5, 2023
McMinnville Urban Renewal Advisory Committee
Regular Meeting

4:00 pm
Hybrid Meeting
McMinnville, Oregon

- Members Present:** Walt Gowell, Kelly McDonald, Mike Morris, Abigail Neilan, Peter Kircher, Alan Fox, Lisa Pool, Jeff Knapp, Jamie Howe, Zack Geary – City Council Liaison, and Dave Rucklos – MDA Liaison
- Members Absent:** John Dietz
- Staff Present:** Heather Richards – Community Development Director and John Swanson – Senior Planner
- Guests Present:** Steve Rupp – McMinnville Public Art Committee and Scott Unger – News Register

1. Call to Order / Introductions

Chair Gowell called the meeting to order at 4:00 p.m.

2. Action Items – Minutes

- December 19, 2022

Committee Member Morris moved to approve the December 19, 2022, minutes. The motion was seconded by Committee Member McDonald and passed unanimously.

3. Discussion Items

- Property Assistance Program

Community Development Director Richards spoke on the property assistance funding program including how much had been paid out so far, development loan/grant program projects and costs, and NE Gateway façade improvement program.

There was consensus for the program to remain the same, but to market it more.

- Public Art Installation – Alpine Avenue

Steve Rupp, McMinnville Public Art Committee, said they had purchased a sculpture and would like to install it on Alpine Avenue. He explained there were additional costs and he was concerned about the aesthetic on the streetscape.

There was discussion regarding the installation and location.

There was consensus for Mr. Rupp to come back to the Committee to discuss funding after getting local association feedback.

- Third Street Improvement Project RFP Update

Community Development Director Richards said the RFP was out for architectural and engineering services and proposals were due at the end of the month. The selection would be made in May. She discussed possible federal and state funding for the project as well as City ARPA funds.

4. Citizen Comments/Rumor Mill

Chair Gowell spoke about a rumor that the rubber factory was closing. Community Development Director Richards said it was official. They had reached out about what they needed to do to clean the site to get it ready for sale. There was interest for a mixed-use housing development on the site.

There was discussion regarding the zoning, outreach to developers, Urban Renewal Agency purchasing the property to influence how it was developed, and funds to clean the site.

There was consensus to coordinate a meeting to discuss the future of the site.

Committee Member Knapp discussed how Visit McMinnville was investigating EV charging stations, locations, and grants.

There was consensus to put the idea on an upcoming agenda.

5. Committee Member Comments

None.

6. Staff Comments

Community Development Director Richards spoke about the Jantzen Beach carousel history and restoration. She asked if there was interest in relocating it to McMinnville.

There was discussion regarding a good location since it needed space, reaching out to heritage partners, and finding out what the city of Salem did for their carousel.

There was consensus to bring this item back for more discussion.

Committee Member Rucklos announced he was leaving the MDA for a job with the city of Dayton.

7. Adjournment

Chair Gowell adjourned the meeting at 4:52 p.m.



EXHIBIT 6 - MINUTES

August 2, 2023
McMinnville Urban Renewal Advisory Committee
Regular Meeting

4:00 pm
Hybrid Meeting
McMinnville, Oregon

- Members Present:** Walt Gowell, Kelly McDonald, Mike Morris, Abigail Neilan, Peter Kircher, Alan Fox, and Jamie Howe
- Members Absent:** Lisa Pool, Jeff Knapp, and John Dietz
- Staff Present:** Heather Richards – Planning Director, Jody Christensen – Special Projects Manager, and Jeff Gooden – Engineering Project Manager
- Guests Present:** Doris Towery – MDA and Zack Geary – City Council

1. Call to Order / Introductions

Chair Gowell called the meeting to order at 4:00 p.m.

2. Citizen Comments

None

3. Discussion Items

- Third Street Improvement Project

Engineering Project Manager Gooden said the contract was going to Council on August 8 for approval. If approved, survey work would begin on August 18. The project would be done by August 2024. There would be monthly PAC meetings, and MURAC members were part of that committee.

Community Development Director Richards discussed the selection of the contractor, scope of work, project management, and contract amount.

There was discussion regarding scope of work options, budget, utility design and cost, grant assistance, and business resiliency.

Committee Member Morris moved to recommend to the City Council approval of the contract with the \$185,000 from Urban Renewal. The motion was seconded by Committee Member McDonald and passed unanimously.

- 904 NE 10 Street / 835 NE Alpine Avenue (Commonly known as Ultimate RB Site)

Chair Gowell said there was a signed purchase agreement between the City and NW Rubber. They were currently in the due diligence phase to do an environmental study.

Community Development Director Richards said some discoveries were made, but they were still on track to complete the report on August 23. The City had until October 31 to move forward with the contract. Staff had been in contact with the state's brownfield program for possible reimbursement of the report and potential help with the cleanup.

There was discussion regarding the two properties in front of this property facing Alpine.

Community Development Director Richards said if there was interest in those properties, the Committee would need to make a recommendation to the Council. She could bring a calendar with next steps for the Committee after closing on the NW Rubber property.

- Explore and Develop Funding Options for Future Parking Inventory – Strategy 13 of Parking Management Plan from 2017 Parking Study

Community Development Director Richards said there was concern about parking inventory in downtown. The Urban Renewal Plan had \$1 million set aside for parking and there needed to be a discussion about building the fund for additional inventory. She asked if they should be looking at that now and she reviewed the options.

There was discussion regarding need for a balance between new construction that generated a lot of new parking and the turnover of existing businesses without significant reconstruction that could result in a large fee being generated, parking requirements and paying fee in lieu, managing parking and being more efficient with the parking they had, and contracting with the COG for a planner to help lead and manage the discussion.

There was consensus to have a discussion on this topic with the MDA and possibly include it in the Downtown Master Plan update.

4. Committee Member Comments

None.

5. Staff Comments

Community Development Director Richards said the newest Senior Planner had resigned and they would be recruiting for the position.

6. Adjournment

Chair Gowell adjourned the meeting at 5:00 p.m.