



CITY OF DALLAS
Urban Renewal Advisory Committee
Dallas City Hall
187 SE Court Street, Dallas, Oregon 97338
Tuesday, January 8, 2013 – 5:30 p.m.

1 **MINUTES**

2 Members Present: Chair Dave Shein, Nancy Adams, Mayor Brian Dalton, City Councilor Jim
3 Fairchild, Randy Hunter, Joe Koubek, Chelsea Pope, City Councilor LaVonne
4 Wilson, Bob Brixius.

5 Absent: Craig Pope, Ken Jacroux, and Rich Rohde

6 Staff: Community Development Director Jason Locke and Recording Secretary Patti
7 Senger.

8 **CALL TO ORDER**

9 Chair David Shein called the meeting to order at 5:30 p.m.

10 **APPROVAL OF MINUTES**

11 The minutes of the December 4, 2012 meeting were accepted as presented.

12 **PUBLIC COMMENTS**

13 There were none.

14 **ELECTION**

15 Chair Shein asked for nominations for a new chairperson for the 2013 calendar year. Councilor Jim
16 Fairchild nominated David Shein to continue serving as chairperson. There were no other nominations.
17 Chair Shein was re-elected with a unanimous vote.

18 **OLD BUSINESS**

19 Chair Shein announced the Urban Renewal Agency approved the final design that was recommended for
20 the 800-900 blocks of Main Street.

21 **NEW BUSINESS**

22 Jason Locke discussed aspects of the Façade Improvement Grant Program. He stated that because the
23 Urban Renewal Agency was making this public investment, they should assist business owners to
24 improve their façades and update signage. He presented a draft application generated from the current
25 Façade Grant Program used by the City, updated it with an Urban Renewal Agency logo, and reviewed
26 the document.

27 Mr. Locke explained that the types of things that would be eligible for grant funding, matching
28 requirements, the review process, and payment procedures would need to be determined. He stated
29 that if the guidelines were clear enough, staff could review the applications, or if it was less concrete,
30 possibly this Committee would want to be the reviewing body. He noted there would need to be

31 conversation about timing and stream lining. They would need to discuss what types of things to
32 include with the program such as signage, exterior painting, awnings or masonry repair. He asked if
33 what was presented was too broad and suggested that flexibility would attain the desired results.

34 He clarified that a decision did not need to be made at this meeting, but he was looking for feedback.
35 He reminded everyone that public money would be used for these improvements and that certain
36 responsibilities and stewardship issues applied.

37 Chair Shein asked if the Committee could email Mr. Locke as ideas or questions came to them allowing
38 him to be the center post for communication and then bring those ideas together at the next meeting.
39 Mr. Locke agreed.

40 Chair Shein asked about the Property Owner Consent Form and asked if that was only applicable when
41 the applicant and the owner were not one in the same. Mr. Locke confirmed that was correct.

42 Joe Koubek noted that he had brought a list of questions with him and asked if this program would
43 replace the existing program offered by the City. Mr. Locke explained that the City had in place two
44 programs and this would be an additional program for the 800 and 900 blocks of Main Street. Currently
45 there was a matching grant program available to the Central Business District and a Façade Loan
46 Program available for all commercial properties. Mr. Koubek asked if business on the 800 and 900
47 blocks would qualify for this as well as the other programs and Mr. Locke indicated they would.

48 Mr. Koubek asked if projects would be prioritized and noted some things were necessities and others
49 things could be considered luxuries. Mr. Locke suggested prioritizing things or basing them on a point
50 system. Chair Shein noted the broader issue would be if more requests were made than funds available;
51 a system would need to be in place, such as a first come first served or a priority system based on need.
52 Chelsea Pope suggested first come first served would work to avoid holding onto the funds too long.
53 Chair Shein clarified prioritization would apply when multiple applications came in at one time.

54 There was discussion about funding. Mr. Koubek asked how often \$30,000 would be available or if it
55 was just for this year. Mr. Locke stated that there would not be \$30,000 every year and explained that
56 was a rough number; calculations would need to be done on the total number of buildings and what
57 improvements were needed. He said the actual dollar amount would need to create an impact but not
58 be burdensome.

59 Nancy Adams suggested that paint was the number one priority to match the front of the buildings to
60 the work on the street that would be done. Her opinion was that new signage would be a lower priority.

61 Mayor Dalton noted that the City of Independence painted their buildings and it made a substantial
62 improvement. He commented that he agreed with Ms. Adams' suggestion about the priority of
63 painting buildings and noted cleaning and repairs were also a priority. Ms. Adams noted that they had
64 originally discussed providing the paint and a color palate. Bob Brixius said that some buildings,
65 including his, were brick and would need to be painted with a masonry color to look like brick.
66 Councilor Fairchild mentioned he and a group of other painters had painted all of the building fronts in
67 the 1980s and it made a tremendous difference.

68 Mayor Dalton mentioned that some things (such as vinyl siding) would need to be excluded from the
69 program. Chair Shein summarized that the conversation had leaned toward implementation of
70 standards and guidelines. Mayor Dalton explained that if it was kept to paint it would be clear with the
71 types of paints allowed. Councilor Lavonne Wilson explained that a color palate was essential to keep

72 continuity and consistency and noted that it would be important for signage as well. She stated that this
73 could not be done without some type of guidelines and hoped to see some implemented. Chair Shein
74 said that he liked the palate idea as well and noted it would have to be enforced, by either this
75 Committee or City staff.

76 Councilor Fairchild said that major paint companies put out historic paint with tasteful vintage color
77 collections and the brochure that they provided could be used as the color palate. He noted the
78 importance of using local businesses for the paint. Mr. Locke announced that he has been in a position
79 of utilizing that approach before by providing a few vintage palate collections from various paint
80 manufacturers and noted that the only colors in specific combinations from the palate could be used.
81 He could bring color samples to the next meeting.

82 Chair Shein asked if the Committee wanted to go this route and determine a color palate and make
83 façade painting the number one priority due to visibility and immediate impact. It was the consensus of
84 the Committee that those were the priorities.

85 Mr. Locke asked Councilor Fairchild to work with him to do the cost estimating for painting the buildings
86 and he agreed.

87 Joe Koubek suggested providing a cover letter with the application to explain the requirements of the
88 program and where the money came from.

89 Chelsea Pope brought up the subject of fund matching and explained she understood both sides of the
90 equation. She stated that they should provide a match for “buy-in” but hesitated because if they did not
91 have the match funds available, the program would go unused. She said that careful consideration
92 needed to be taken to determine the match percentage and summarized that because the goal was the
93 beautification of those blocks, more funds may need to be used on the match to obtain the desired
94 outcome. Mr. Locke suggested not to require matching funds for painting but for all of the other things.
95 Randy Hunter suggested that the incentive should be greater to encourage painting if that was the goal.
96 Chair Shein asked about the matching requirements of the existing grant program. Mr. Locke stated
97 that it was a maximum of \$5,000 with a requirement of 50% match and that there had been four or five
98 in the last two and a half years. Chair Shein asked if there were any who declined the programs due to
99 the match requirement and Mr. Locke thought that may have been part of the reason and noted others
100 did not want to do any improvements. Councilor Fairchild mentioned that sometimes the business
101 owner wanted to do the improvements but the building owner did not.

102 There was discussion of the timeline for painting and Chair Shein mentioned that painting before
103 Summerfest would be ideal since they were not going to break ground until after that event. He
104 acknowledged it would allow time during the good weather for painting. Councilor Fairchild suggested
105 painting everything except the bottom few feet prior to the work being done and finishing after. Mayor
106 Dalton stressed the importance of painting prior to the street project so the whole project comes
107 together at once. He noted the priority would be to get started in the near future for this large project.
108 Councilor Fairchild said a man-lift would be required.

109 Mr. Locke asked if would be worthwhile to provide a picture and a synopsis of what would be necessary
110 for with each building to review. With the inventory, it would allow for better planning. Mr. Koubek
111 noted the overall criteria per building would show case what should be prioritized.

112 Mr. Locke asked if they were suggesting that the staff be the general contractor for the painting of the
113 buildings. Mr. Koubek asked about liability and Mr. Locke noted that was possible but most likely not

114 an issue. The big work would be to finalize the details and secure consensus. He noted that might result
115 in a better, more consistent product. Mayor Dalton suggested three or four people form a
116 subcommittee to handle the day-to-day work since staff was so busy, and noted the color choices
117 should not fall on Mr. Locke alone. Mr. Koubek asked for a deadline to get this application ready to use.
118 Mr. Locke noted that an application would not be necessary for if this were the approach taken.

119 Chelsea Pope stated that it would become a great walk-in to a business when you explain that we are
120 going to improve their street, their sidewalk, and paint their building and then ask them to consider
121 putting a new sign up and we would match dollars for them.

122 Councilor Fairchild suggested asking various businesses what they thought about this direction. Mr.
123 Locke asked for a paint subcommittee or working group who could get together for an hour or two. Ms.
124 Pope and Councilor Fairchild volunteered for this group and Councilor Fairchild indicated he would invite
125 some paint company contractors to provide input, including computer generated mock-ups of what the
126 buildings would look like with the paint colors. The consensus was to use local companies here in town.

127 Councilor Wilson brought up the subject of establishing guidelines for signage and pointed out that they
128 would not look right if they were different. Mr. Locke stated that would be evaluated with the walk
129 through and explained that in some cases, the desired type of sign may be hindered due to awning
130 height and other irregularities. Chair Shein added that if they were too uniform it could look
131 regimented. Mr. Locke clarified the idea was to set parameters to work within. Bob Brixius mentioned
132 that the side codes had been changed several times over the years and there was discussion about the
133 current code.

134 Chair Shein recapped the discussion points. He stated that Mr. Locke would provide a building inventory
135 with numbers to crunch and that there was a consensus on painting being the first priority with control
136 of the paint schemes. He said that they had two volunteers for a subcommittee. He asked the
137 Committee to take this information with them to think about and come back to the next meeting with
138 more ideas. He reminded everyone to send Mr. Locke emails about ideas and questions as they came
139 up.

140 There was discussion about the timing of putting the word out to the business community and everyone
141 agreed that it was not yet the time.

142 In response to a question about how many buildings were owner-occupied, Ms. Adams said about half
143 were. There was discussion about the getting in touch with those people.

144 **MEMBER COMMENTS**

145 Joe Koubek apologized for an email he had inadvertently sent to the Commission when he hit the “reply-
146 all” button by mistake.

147 **STAFF COMMENTS**

148 Mr. Locke provided information about the Oregon Main Street program. He explained that because of
149 the timing with the downtown project, it was an ideal time to get involved with this group. He discussed
150 their potential value as a resource for downtown and suggested the Committee look at their on-line
151 handbook. Mr. Locke stated he would be meeting with the director of the organization and report back.
152 In response to Chair Shein asking for direct experience with that program, Mr. Koubek stated that the
153 program had been used in Astoria and their downtown looked great.

154 Councilor Wilson asked about the financial aspect and Mr. Locke indicated there was not a membership,
155 but it did involve staff time. The consensus of the Committee was to pursue taking part in the program.

156 **OTHER BUSINESS**

157 There was no other business.

158 The meeting adjourned from City Hall at 6:25 p.m.