



AGENDA **Urban Renewal District Advisory Committee**



TUESDAY, May 7, 2013 - 5:30 p.m.
City Hall Council Chambers
187 SE Court Street

Chair: David Shein

1. CALL TO ORDER
2. APPROVAL OF MINUTES - Meeting of April 2, 2013
3. PUBLIC COMMENTS
4. OLD BUSINESS

None
5. NEW BUSINESS
 1. Proposed FY 13/14 Urban Renewal Budget
 2. Main Street Program Presentation: Sherri Stuart
6. MEMBER COMMENTS
7. STAFF COMMENTS
8. OTHER BUSINESS



CITY OF DALLAS
Urban Renewal Advisory Committee
Dallas City Hall
187 SE Court Street, Dallas, Oregon 97338
Tuesday, April 2, 2013 – 5:30 p.m.

1 **MINUTES - DRAFT**

2 Members Present: Chair David Shein, LaVonne Wilson, Randy Hunter, Chelsea Pope, Rich Rohde,
3 Joe Koubek, and Mayor Brian Dalton.

4 Absent: Nancy Adams, Craig Pope, Ken Jacroux, and Jim Fairchild.

5 Staff: Community Development Director Jason Locke and Planner John Swanson.

6 **CALL TO ORDER**

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

8 **APPROVAL OF MINUTES**

9 The minutes of the March 5, 2013, meeting were presented and approved as written.

10 **PUBLIC COMMENTS**

11 There were none.

12 **OLD BUSINESS**

13 Community Development Director Jason Locke opened the meeting with the results of the façade
14 project priority survey conducted at last month’s meeting (results attached). He pointed out a clear
15 break point between the top three priorities and the bottom three priorities (6 total). Mr. Locke
16 recommended that the Committee consider the following proposal: The first three priorities will require
17 a 25% match for the grant from the applicant. The bottom three priorities will require a 50% match
18 from the grant applicant. Based on an estimated budget amount for the grant program of \$40,000, an
19 eligibility cap of \$4,000 per building was part of he recommendation. Mr. Locke said that staff will
20 develop guidelines and an application process for the grant program. He further mentioned that façade
21 loan money was available through a different funding source and applicants can be eligible for both the
22 existing loan program and the proposed Urban Renewal grant program. Chair David Shein asked for
23 clarification as to whether an applicant was eligible for both the loan and new grant as a package for a
24 bigger project. Mr. Locke said that applicants would be eligible for a package loan/grant.

25 Jason Locke proposed that the URDAC Committee be authorized to review and approve grant
26 applications. Chair Shein asked if the grant applications could be reviewed and approved
27 administratively by staff to prevent applications being delayed between URDAC meetings. Mr. Locke
28 said that staff could handle the reviews administratively and bring applications with special
29 circumstances or concerns to the Committee for review and consideration for approval.

30 Committee member Rich Rohde made a motion to approve Mr. Locke’s recommendation including
31 authorization of staff to review grant applications administratively except when circumstances require
32 URDAC committee review.

33 Committee member Joe Koubek expressed his surprise at the outcome of the priority survey, which
34 identifies projecting signs in the top three priorities and awnings in the bottom three noting that often
35 awnings also serve as signs and new awnings could potentially block the view of new signs. Rich Rohde
36 presented the example that an awning at the end of the block could potentially block all signs the rest of
37 the way down the street. Chair Shein remarked that that could occur right now without any controls in
38 place. He believes that, since we control the grant money, we would have more authority to prevent
39 that from happening. Chair Shein further stated that applications would be reviewed case-by-case,
40 building-by-building. Jason Locke assured the Committee that we could make it work.

41 Rich Rohde asked about the fact that a new sign code was under development and if it would have an
42 impact on the signs we are promoting through the façade grant program. Mr. Locke confirmed that a
43 sign code revision was under way and that the new code would be compatible with a sign grant project.

44 Committee member Joe Koubek asked that the proposal and motion made by Mr. Rohde be repeated
45 for clarity and understanding. Mr. Lock restated the proposal as recorded in these minutes including the
46 consensus among the Committee that the staff would review grant applications administratively and
47 bring applications with special circumstances or concerns to the Committee for review and
48 consideration for approval.

49 Mr. Rohde asked if the program could be extended to other blocks outside the 800 and 900 block scope
50 for this phase of streetscape improvements. Mr. Locke said no, but they are still eligible for a grant or
51 loan from existing programs funded by non-Urban Renewal funds.

52 Mr. Koubek asked if time limits or deadlines would be applied to grant application submittal and project
53 completion. Chair Shein asked if unused grant funds would roll over into the next review period. Mr.
54 Rohde reminded the Committee that the purpose of the grant program was to provide incentive to
55 business and property owners to do building improvements concurrently with the streetscape project
56 on the 800 and 900 blocks, so a deadline/timeline system should be in place to expedite façade
57 improvements. Joe Koubek recommended that the grant cycle coincide with the annual fiscal year.
58 Committee member Chelsea Pope agreed with the fiscal year policy idea.

59 Chair Shein asked if there was consensus among the Committee to work timelines and deadlines into
60 the program. There was unanimous consensus.

61 There was a discussion among the committee and staff about various potential deadline dates for
62 applications, project completion, and grant cycles with the following proposed: The grant cycle would
63 be based upon the fiscal year. The application period would close on November 1, 2013, and project
64 completion would have a deadline of May 1, 2014.

65 The original motion was amended to include these deadline/timeline requirements. Mayor Dalton
66 recommended further amendment to recommend the grant program as resolved at this meeting be
67 forwarded directly to the Urban Renewal Agency for consideration for approval and seconded the
68 motion.

69 The motion to recommend the 2013 Urban Renewal façade grant program to the Urban Renewal
70 Agency was approved unanimously.

71 **NEW BUSINESS**

72 Planner John Swanson announced that we are confirmed to have Sheri Stuart from Oregon Main Street
73 attending the next URDAC meeting on May 7 at 5:30 p.m. Ms. Stuart will give a presentation outlining
74 the program and benefits of our recently awarded “Exploring Downtown” status with the Oregon Main
75 Street program. Rather than advertise a town hall meeting, this first meeting with Oregon Main Street
76 will be with key stakeholder organizations as follows: City Council, Planning Commission, Economic
77 Development Commission, and the Chamber of Commerce Board of Directors. Mr. Swanson stated that
78 Main Street would be the primary agenda item at the May 7 meeting.

79 **MEMBER COMMENTS**

80 Mr. Koubek asked that the group not lose track of our desire to see a sign (kiosk) installed at the corner
81 of Main and Court Streets as part of this year’s streetscape project. He also stated that the Dallas
82 Volunteer Firefighters Association would like to see a sign placed at the original location of the fire
83 station and the Association would pay half the cost. Mr. Locke said that it was too soon to start planning
84 for details at that level as the engineering for the new street and sidewalk configuration was not yet
85 completed. Mr. Koubek and Mr. Locke agreed to meet separately on this issue in the near future. They
86 will report back to the Committee.

87 **STAFF COMMENTS**

88 Mr. Locke informed the Committee of the City’s desire to replace the sidewalk adjacent to City Hall and
89 the rear parking lot (about half the block). He recommends that we would do it concurrently with the
90 800/900 block streetscape project similar to how we were able to do part of SW Church Street while we
91 did the Court Street improvements last year. Funding of the half block of SE Jefferson Street will be
92 approximately half Street Fund money and half Urban Renewal. He will report to URDAC as plans
93 develop. Mr. Rohde asked if there are future plans for Jefferson Street streetscape and would this
94 section of sidewalk be consistent with those plans. Mr. Locke responded that the plans for Jefferson
95 Street have always been secondary to the vision we have for Main Street. When we do get to
96 streetscape improvement on Jefferson Street, this section of sidewalk will be consistent.

97 **OTHER BUSINESS**

98 Downtown property owner Lori Johnson asked for clarification on next month’s Main Street meeting. Is
99 the public not invited? Chair Shein assured her that all URDAC Committee meetings are public meetings
100 open to everyone. We do not plan to advertise the meeting as a full-scale “town hall meeting” as this is
101 our first contact with Oregon Main Street. There will be many opportunities for public involvement and
102 input in the future as downtown revitalization plans continue to take shape. Ms. Johnson asked about
103 the facade grant program discussed at this meeting. Specifically, if Urban Renewal pays for half of the
104 costs for a new sign through a grant, could a business that moves simply take the sign with them when

105 they leave? Mr. Locke stated that approval of a grant application will include signed agreements to keep
106 that from happening.

107 The meeting adjourned from City Hall at 6:15 p.m.

City of Dallas Urban Renewal District Advisory Committee

Results from Façade Grant prioritization survey conducted March 5, 2013

Seven surveys were submitted prioritizing six different activity categories in order as follows:

<u>(Lower number = Higher priority)</u>		<u>Priority Ranking</u>
Projecting Signs -	Avg. Score 2.5	1
Exterior Painting-	Avg. Score 3.0	2
Façade Repair -	Avg. Score 3.5	3
Repair/Replacement of Building Features	Avg. Score 4.2	4
Awnings –	Avg. Score 5.5	5
Exterior Lighting	Avg. Score 5.8	6



Fiscal Year 2013-2014 Urban Renewal Agency Annual Budget

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Board of Directors

Mayor Brian Dalton
Jim Brown
Jim Fairchild
Beth Jones
Kelly Gabliks

Jackie Lawson
Kevin Marshall
Murray Stewart
LaVonne Wilson
Ken Woods, Jr.

Budget Committee Citizen Members

Chris Bellamy
William Brite
Pete Christensen
Darand Davies
John Davis

Lynn Hurt
Joe Koubek
Paul Trahan
Christine Valentine

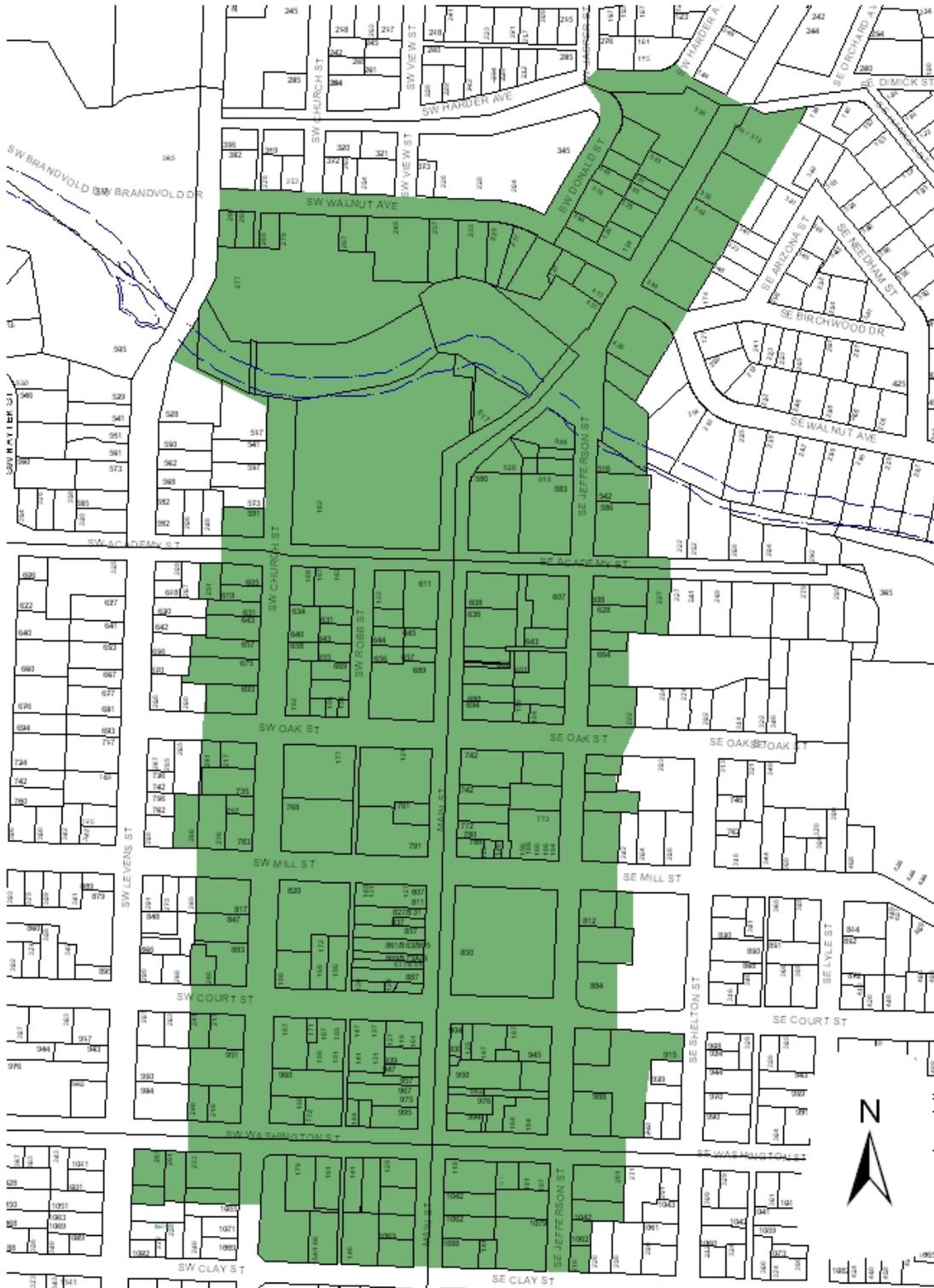
Urban Renewal Advisory Committee

Nancy Adams
Bob Brixius
Brian Dalton
Jim Fairchild
Randy Hunter
Ken Jacroux

Joe Koubek
Chelsea Pope
Craig Pope
Rich Rohde
David Shein, Chair
LaVonne Wilson



Urban Renewal District



Urban Renewal Agency Budget Message

The Dallas City Council passed an ordinance on September 7, 2004, establishing the Dallas Community Development Commission Urban Renewal Agency. The purpose of the Urban Renewal District is to create funding for revitalization of the downtown area.

The Urban Renewal Agency is a separate legal entity, with the City Council serving as the Urban Renewal Agency Board of Directors. The Urban Renewal Agency Board of Directors appointed the members of the City of Dallas Budget Committee as the Urban Renewal Agency Budget Committee. The Community Development/Operations Department serves as the staff for and administers the Urban Renewal Program.

This budget reflects the 8th year the Agency will receive property tax revenue from the district. The revenue is derived from increasing property value or new construction within the district. In 2004, the Assessor set the value of the frozen tax base of the district at \$25,137,464. Currently, the total assessed value of the district is \$34,036,466, which represents an \$8,899,002 increase in increment value since 2004 and \$732,205 over the prior year..

For 2013-14, it is anticipated that we will see a **2.75%** increase in Excess Assessed Value, which will generate approximately \$120,000 in Tax Increment Revenue for the 2013-14 budget year. This estimate includes the assumption that 7% of total property taxes levied will not be collected.

There are two projects planned for FY 2013-14 :

- 800/900 block of Main Street streetscape improvements
- Acquisition of the old Armory site for redevelopment

The proposed 2013-14 budget includes **\$875,000** for projects and property acquisition, **\$40,000** for the proposed façade grant program, **\$16,000** for personal services, debt service in the amount of **\$80,000**, and a **\$95,000** operating contingency. This proposed budget reflects projects, debt service and property acquisition/development in a balanced fashion to achieve the goals of the District.

Ron Foggin
City Manager

Jason Locke
Community Development/Operations Director

Urban Renewal Agency Valuation Information

	Actual 2010-11	Actual 2011-12	Actual 2012-13	Estimated 2013-14
New value	30,372,350	33,304,261	34,036,466	34,972,469
Certified frozen base value of district	25,137,464	25,137,464	25,137,464	25,137,464
Appreciation from frozen base value (Excess Assessed Value)	5,234,886	8,166,797	8,899,002	9,835,005
Consolidated billing rate per \$1,000 value	\$15.018	\$15.230	\$15.087	\$15.502

Urban Renewal Fund

Revenues

	Actual 2010-11	Actual 2011-12	Amended 2012-13	Proposed 2013-14	Approved 2013-14	Adopted 2013-14
Revenues						
Current taxes	83,363	122,397	120,000	120,000		
Delinquent taxes	2,663	3,496	3,000	5,000		
Finance proceeds	0	0	0	750,000		
Interest	992	1,541	750	1,000		
Miscellaneous	0	0	0	1,000		
Total revenues	87,018	127,434	123,750	877,000		
Beginning Balance	93,121	156,432	179,108	235,000		
TOTAL	180,139	283,866	302,858	1,112,000		

* The Beginning Balance reflects cash on hand, carried over in the budget and budgeted as Revenue.

Expenditures

	Actual 2010-11	Actual 2011-12	Amended 2012-13	Proposed 2013-14	Approved 2013-14	Adopted 2013-14
Personnel Services						
Salaries	0	3,293	10,000	10,000		
Fringe	0	1,187	7,000	6,000		
Total	0	4,480	17,000	16,000		
Materials and Services						
Materials and Supplies	0	0	0	500		
Professional Services	0	0	0	5,000		
Miscellaneous	0	0	0	500		
Façade Grant Program	0	0	0	40,000		
Total materials & services	0	0	0	46,000		
Capital Outlay						
Projects	23,707	100,278	106,750	750,000		
Property Acquisition	0	0	0	125,000		
Total capital outlay	23,707	100,278	106,750	875,000		
Debt Service						
Debt Service	0	0	175,000	80,000		
Total debt service	0	0	175,000	80,000		
Operating Contingencies	0	0	0	95,000		
TOTAL EXPENDITURES	23,707	104,758	298,750	1,112,000		