



Oregon City Urban Renewal Study

Community Workshop #1



October 29, 2020

Welcome! Some brief meeting guidelines...

- Please let us know who you are! Type in your full name when you enter the ZOOM meeting.
- All the tools you need to manage your ZOOM interface will appear when you move your cursor to the bottom of the screen.
- Everyone except for the presenter has been muted to help keep background noise to a minimum.
- We want to hear from you! During the Q+A portion of this evening, you can submit questions through the chat function. The chat function is only available between you and our presenters.
- We may not get to every comment during the meeting, but we will make note of everything that comes in. Please contact project team members to discuss further.
- Please note this meeting is being recorded.

Your Team



Agenda and Meeting Purpose

- Oregon City Urban Renewal Study
 - Process
 - Timeline
- What is Urban Renewal? How has it been used in Oregon City?
- Group Q+A
- Next Steps
 - Online Survey
 - Upcoming engagement opportunities

What *is* the Oregon City Urban Renewal Study?

The *Oregon City Urban Renewal Study* will take a **“second look” at urban renewal** as a tool for development/redevelopment in the community.

The project will engage stakeholders and the public in a **transparent and thoughtful conversation** regarding the use of Oregon City’s Urban Renewal District and its impacts on the community.

Project Engagement Activities

Urban Renewal Commission Meetings

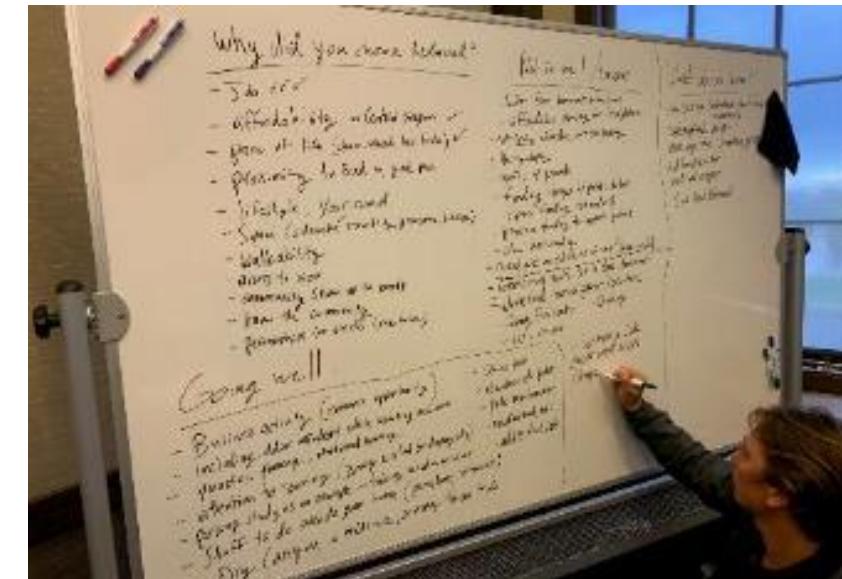
Stakeholder Interviews/Focus Groups

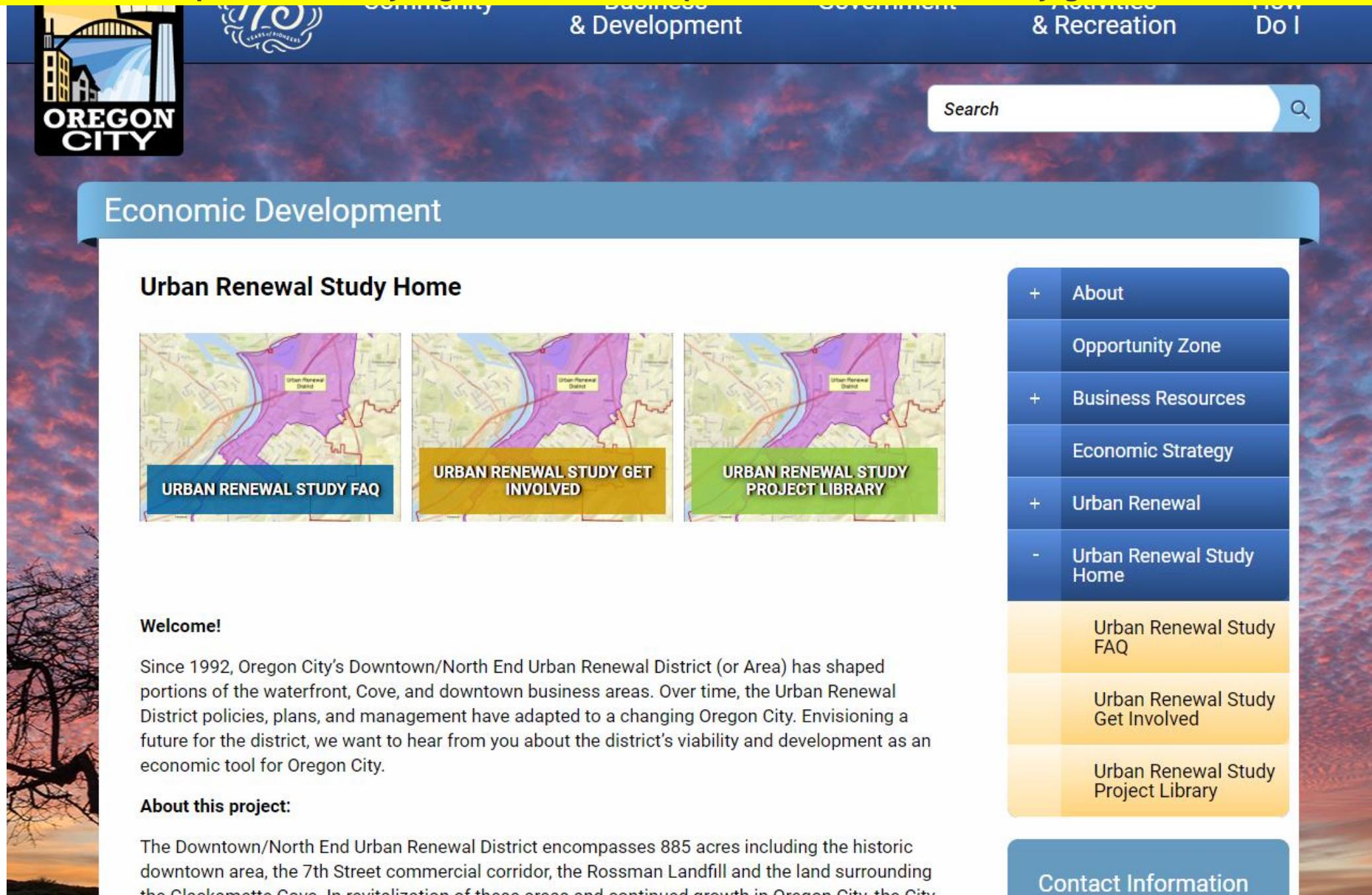
Community Group Presentations

Town Halls

Community Meetings

Online Surveys





The screenshot shows the Oregon City Economic Development website. The header features the city's logo, a 170th anniversary logo, and navigation links for Community, Business, Government, Services, News, & Recreation, Do It, and a search bar. The main content area is titled 'Economic Development' and includes a 'Urban Renewal Study Home' section with three maps and links for FAQ, Get Involved, and Project Library. A sidebar on the right contains a navigation menu with sections for About, Opportunity Zone, Business Resources, Economic Strategy, Urban Renewal, and Urban Renewal Study Home, with the latter expanded to show sub-links for FAQ, Get Involved, and Project Library. The footer includes a 'Contact Information' button and the text 'Oregon City'.

Economic Development

Urban Renewal Study Home

URBAN RENEWAL STUDY FAQ

URBAN RENEWAL STUDY GET INVOLVED

URBAN RENEWAL STUDY PROJECT LIBRARY

Welcome!

Since 1992, Oregon City's Downtown/North End Urban Renewal District (or Area) has shaped portions of the waterfront, Cove, and downtown business areas. Over time, the Urban Renewal District policies, plans, and management have adapted to a changing Oregon City. Envisioning a future for the district, we want to hear from you about the district's viability and development as an economic tool for Oregon City.

About this project:

The Downtown/North End Urban Renewal District encompasses 885 acres including the historic downtown area, the 7th Street commercial corridor, the Rossman Landfill and the land surrounding the Clackamas Cove. In revitalization of these areas and continued growth in Oregon City, the City

About

Opportunity Zone

Business Resources

Economic Strategy

Urban Renewal

Urban Renewal Study Home

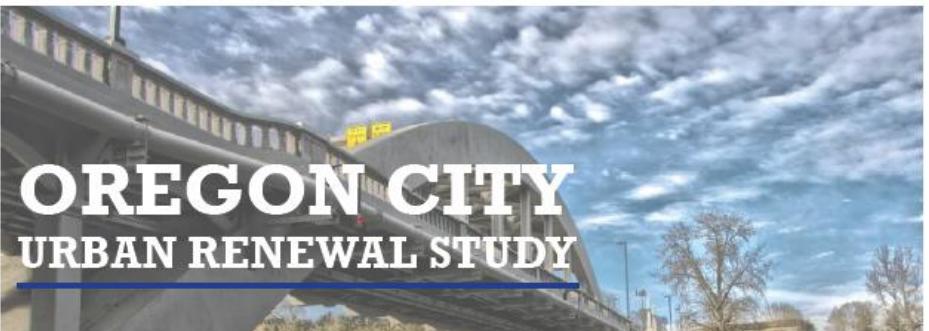
Urban Renewal Study FAQ

Urban Renewal Study Get Involved

Urban Renewal Study Project Library

Contact Information

Oregon City



OREGON CITY URBAN RENEWAL STUDY

WHAT IS URBAN RENEWAL?

Urban renewal is a financing program that allows for the concentrated use of property tax revenues to facilitate economic growth in certain designated areas of a city or county where “blight” is found.

Blight can generally be described as areas that are underdeveloped, underperforming, dangerous, deteriorated, or underserved. Examples of “blight” include buildings that are unsafe or unfit for occupancy, inadequate infrastructure, or population loss. The theory of urban renewal is that if public investments are made in the “blighted” area, its properties will contribute more substantially to the local economy and to the property taxes which support all of the taxing jurisdictions.

How is an Urban Renewal Plan financed?

Urban renewal is funded by tax increment revenue. The private investment attracted by public urban renewal investments results in increased property values within the district. These increased property values bring in greater property taxes within the district, which are then used to pay off bonds sold to finance the revitalization efforts. This unique funding mechanism is called tax increment financing (TIF).

When does it make sense to use urban renewal?

Generally, urban renewal makes sense in areas that are physically deteriorating and/or economically depressed. An urban renewal agency may determine that TIF is required to:

- Support catalytic projects to spur new investment in an area,
- Focus necessary public investments in a specific target area,
- Accelerate the timing of necessary infrastructure and transportation projects,
- Incentivize development, redevelopment, or major improvements to a property that might not otherwise occur without TIF, and
- Fund infrastructure projects that might not otherwise occur without TIF.

What is this project?

The Oregon City Urban Renewal Study will take a “second look” at urban renewal as a tool for development/redevelopment in the community. The project will engage stakeholders and the public in a transparent and thoughtful conversation regarding the use of Oregon City’s Urban Renewal District and its impacts on the community.

What can urban renewal pay for and what can it not pay for?

Activities eligible for urban renewal funding generally include:

- Rehabilitation or conversation work,
- Real property acquisition,
- Demolition, removal, or rehabilitation of buildings and improvements,
- Installation, construction, or reconstruction of streets, utilities, and site improvements,
- Assisting in the relocation of persons,
- Disposition of property acquired in the urban renewal area,
- Undertaking and carrying out neighborhood development programs.

Activities that are typically ineligible for urban renewal funding include non-capital improvements, temporary improvements, and grants or loans for operating expenses.

HOW HAS URBAN RENEWAL BEEN USED IN OREGON CITY?

Urban renewal has changed the face of downtown Oregon City.

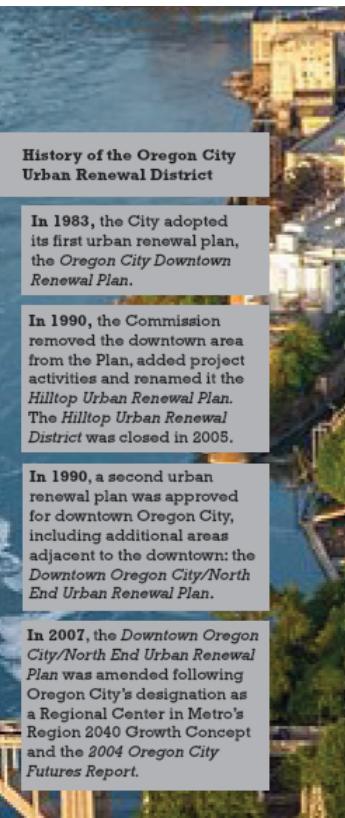
Since its inception, urban renewal in Oregon City has:

- Provided grants for façade improvements and adaptive reuse/rehabilitation projects.
- Funded streetscape improvements, beautification, and pedestrian and bicycle infrastructure improvements, including projects on Main Street (5th to 10th), McLoughlin Boulevard, 7th Street, and Washington Street.
- Funded community amenities, such as the Clackamas River Trail, the Amtrak Station, and McLoughlin Promenade.
- Relocated City Hall to a more accessible location at the historic, cultural and commercial center of the city and renovated building according to LEED green building standards.
- Provided technical assistance to developers that commit to building on physically and economically challenging sites with high development potential.

What types of projects are typically completed?

Urban renewal can fund a range of activities, including capital projects and development assistance programs, and typically include:

- Utility or infrastructure projects to support new development
- Infrastructure such as streets and utilities
- Streetscape improvements and transportation enhancements, including lighting, trees, sidewalks, pedestrian and bicycle amenities
- Catalyst redevelopment projects, such as mixed-use or infill housing developments
- Storefront improvement grants
- Development assistance grants or incentives for specific desired development types.
- Parks and plazas
- Clean up of brownfield sites
- Property acquisition to aggregate land for desired development
- Public buildings
- Historic preservation projects



History of the Oregon City Urban Renewal District

In 1983, the City adopted its first urban renewal plan, the *Oregon City Downtown Renewal Plan*.

In 1990, the Commission removed the downtown area from the Plan, added project activities and renamed it the *Hilltop Urban Renewal Plan*. The *Hilltop Urban Renewal District* was closed in 2005.

In 1990, a second urban renewal plan was approved for downtown Oregon City, including additional areas adjacent to the downtown: the *Downtown Oregon City/North End Urban Renewal Plan*.

In 2007, the *Downtown Oregon City/North End Urban Renewal Plan* was amended following Oregon City's designation as a Regional Center in Metro's Region 2040 Growth Concept and the *2004 Oregon City Futures Report*.

Who manages the Urban Renewal Program?

The Oregon City Urban Renewal Commission oversees the Urban Renewal program. The Economic Development Department administers the program on behalf of the City Manager and the Urban Renewal Commission.

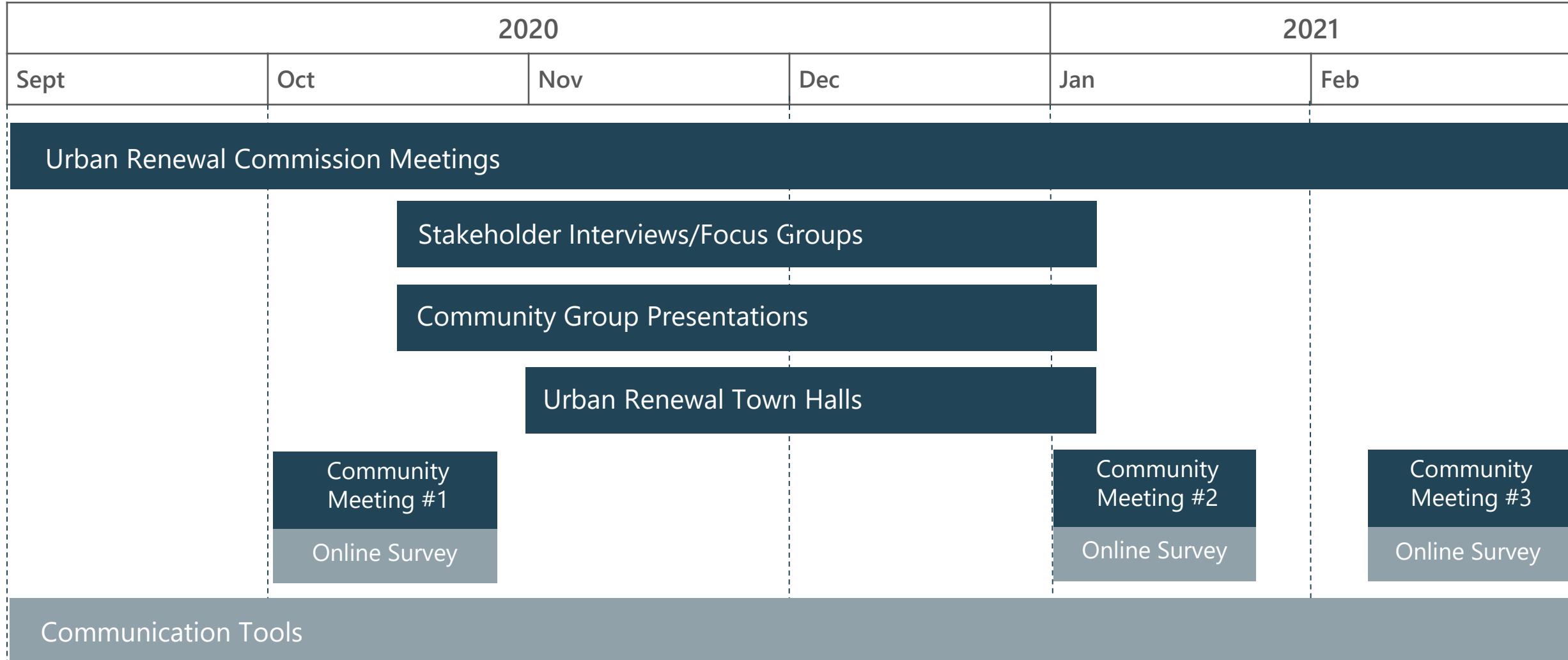
The purpose of Oregon City Urban Renewal Study is to discuss the future of the City’s Urban Renewal District and its impacts on the community. To learn more, visit us online: www.orcity.org/economicdevelopment/urban-renewal

Have questions?

Contact James Graham, Economic Development Manager, at: 503-469-1552 or jgraham@orcity.org



Project Schedule

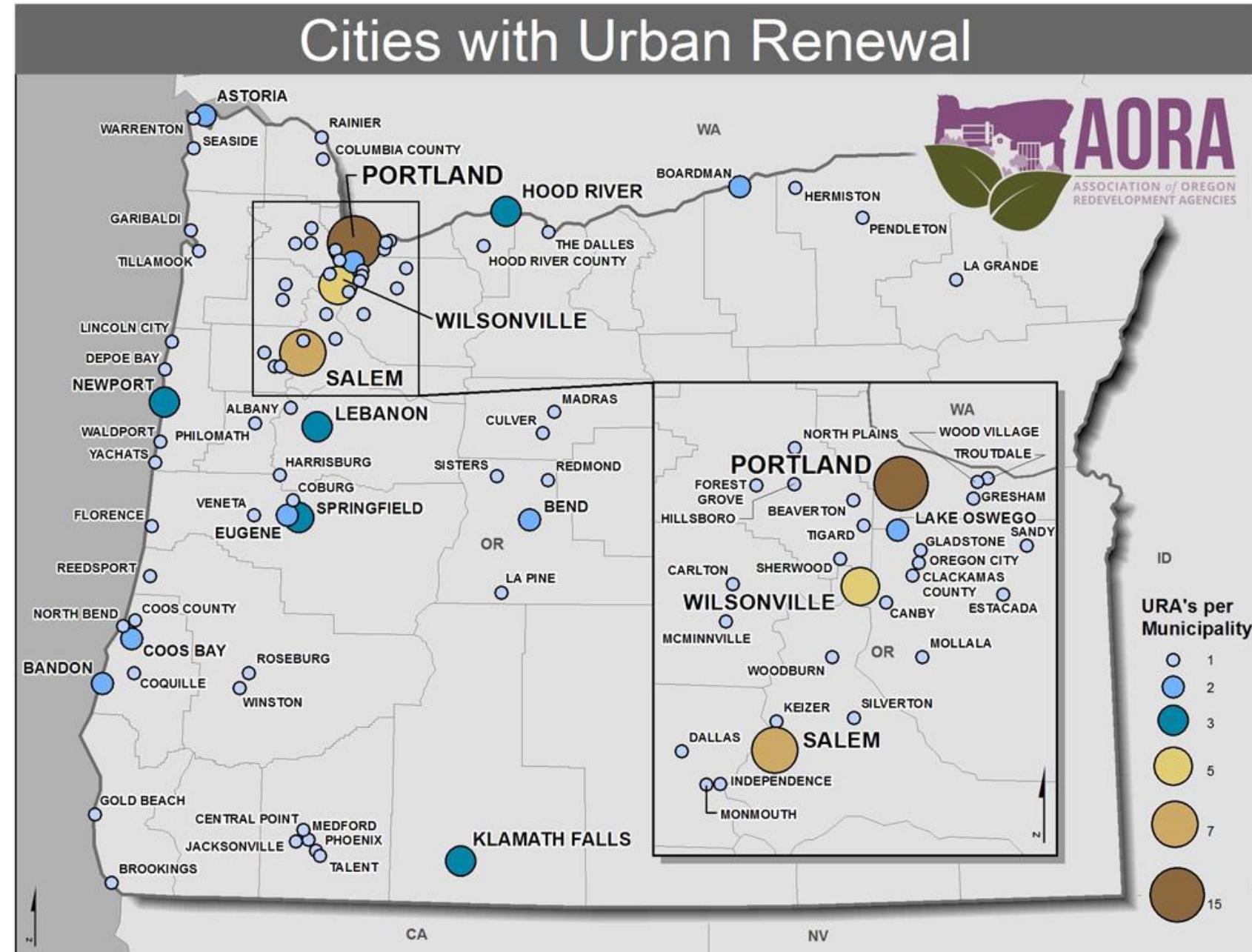


What is Urban Renewal?

Urban Renewal is a **public financing program** to fund projects that address **“blighted conditions”** in specific areas.

“Blight” is defined in Oregon Revised Statute 457.

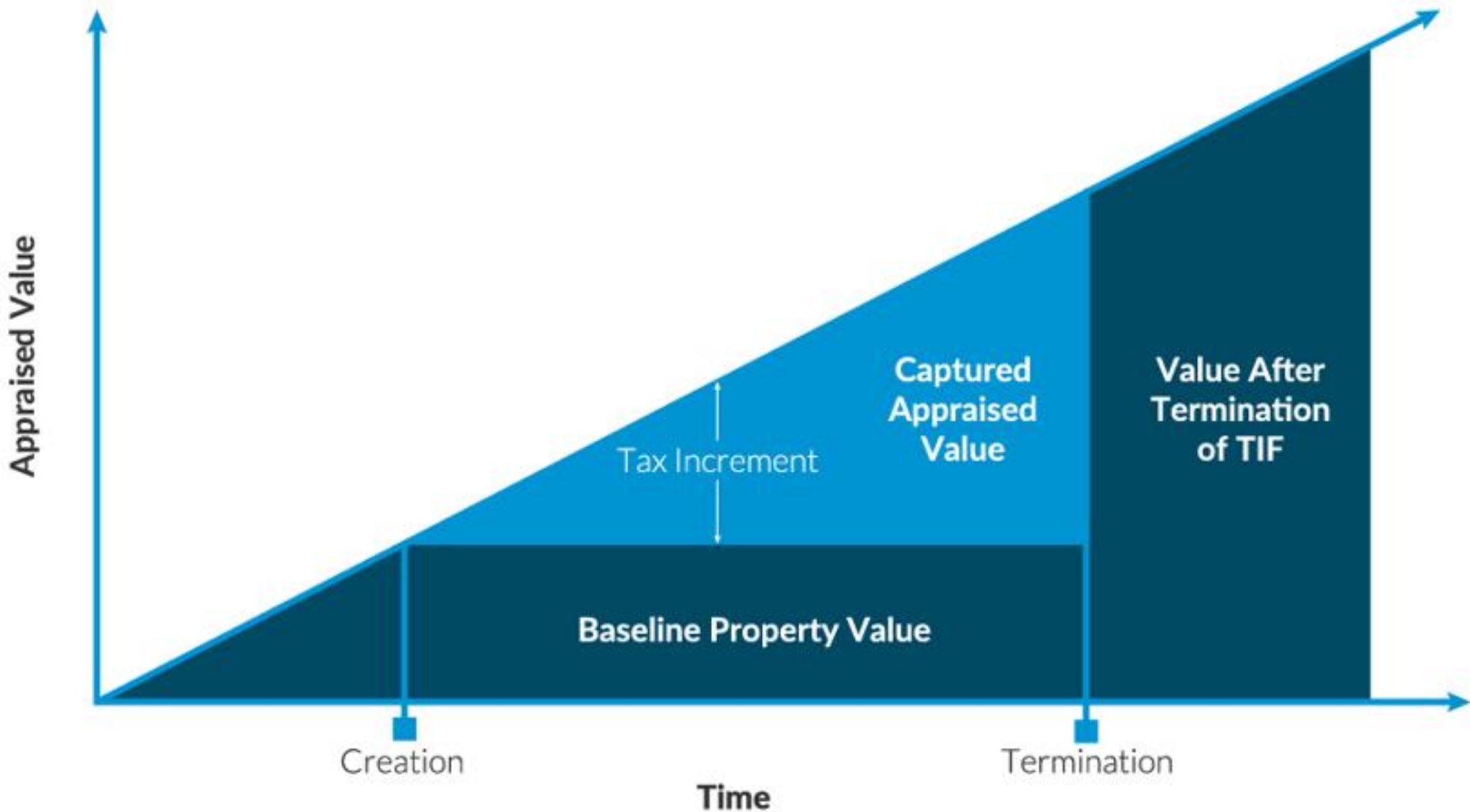
At least 76 cities and counties have active districts in Oregon.



How is Urban Renewal Financed?

Urban Renewal is financed with **tax increment financing** (TIF).

TIF diverts future tax revenues within a specific district to finance urban renewal projects and programs.



When Does it Make Sense to Use Urban Renewal?

If public investments are needed to...

- **Address conditions of “blight” and to**
- **Catalyze private investment in the area.**

What Can Urban Renewal Pay For?

- Transportation infrastructure
- Pedestrian & bicycle infrastructure
- Streetscape beautification projects
- Utility infrastructure
- Development assistance programs
- Parks, plazas
- Site-specific projects
- Public buildings





Safe, walkable streets



Highway overpass OR 217, I-5)



Signage and wayfinding



Bike/ped, traffic improvements, trails



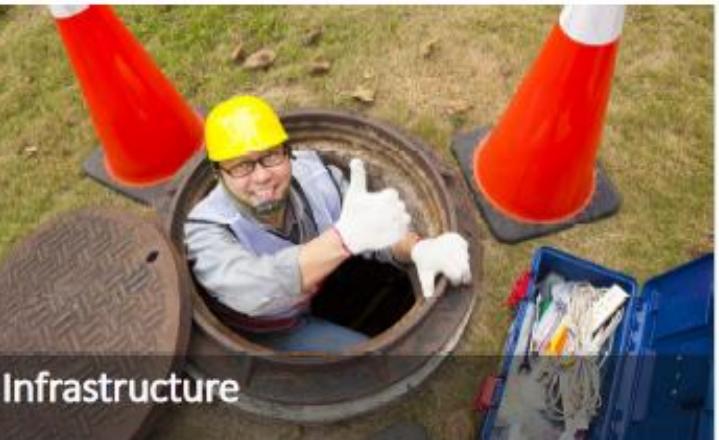
Affordable housing, mixed-use



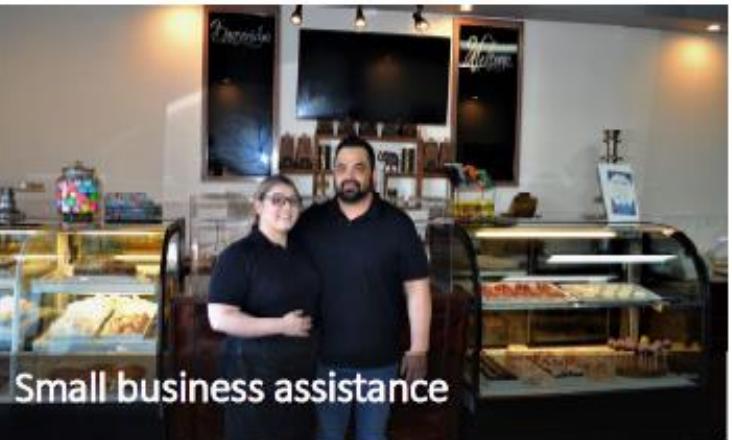
Public art



Parks and community spaces



Infrastructure



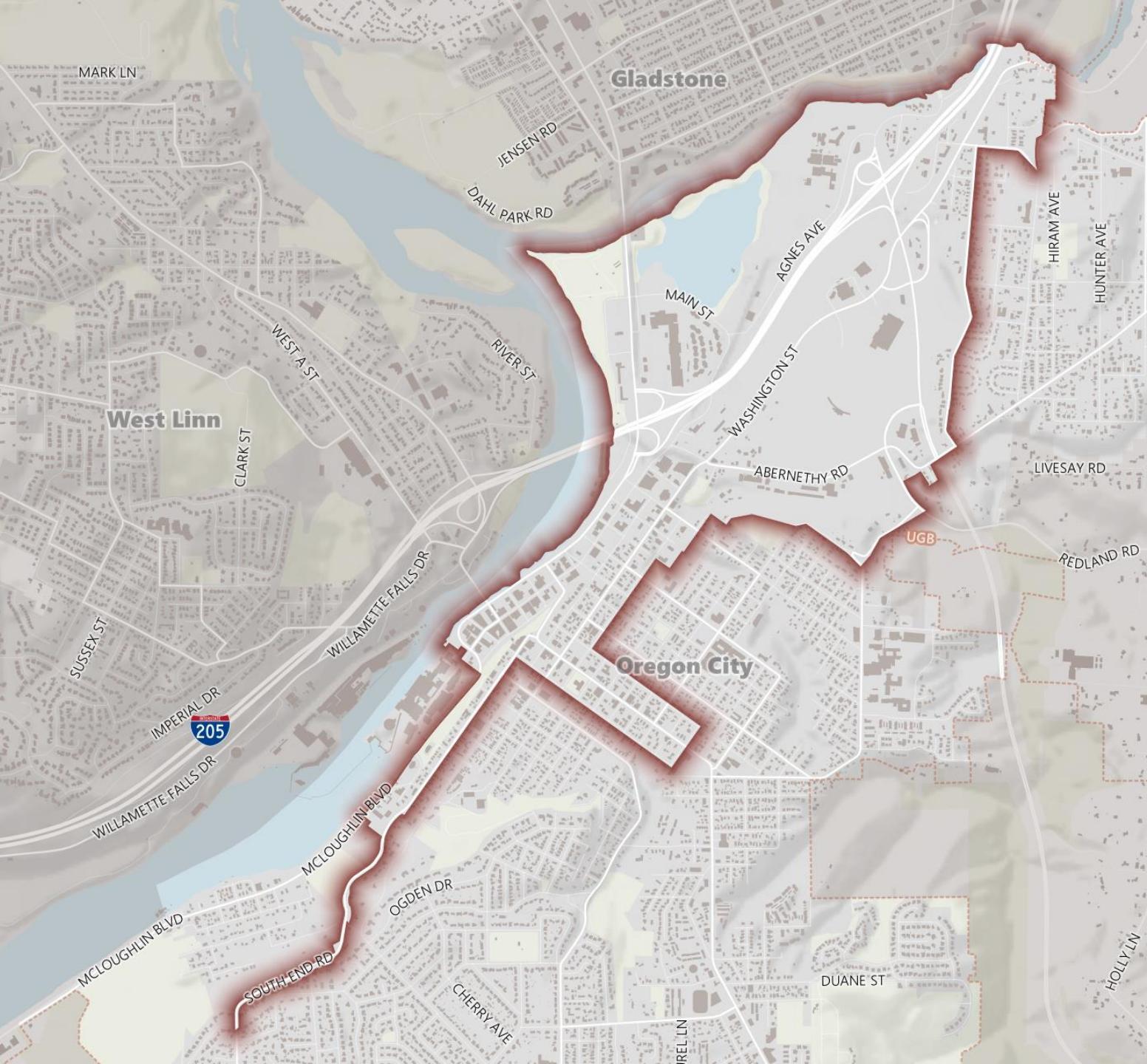
Small business assistance

Oregon City Urban Renewal District Boundaries

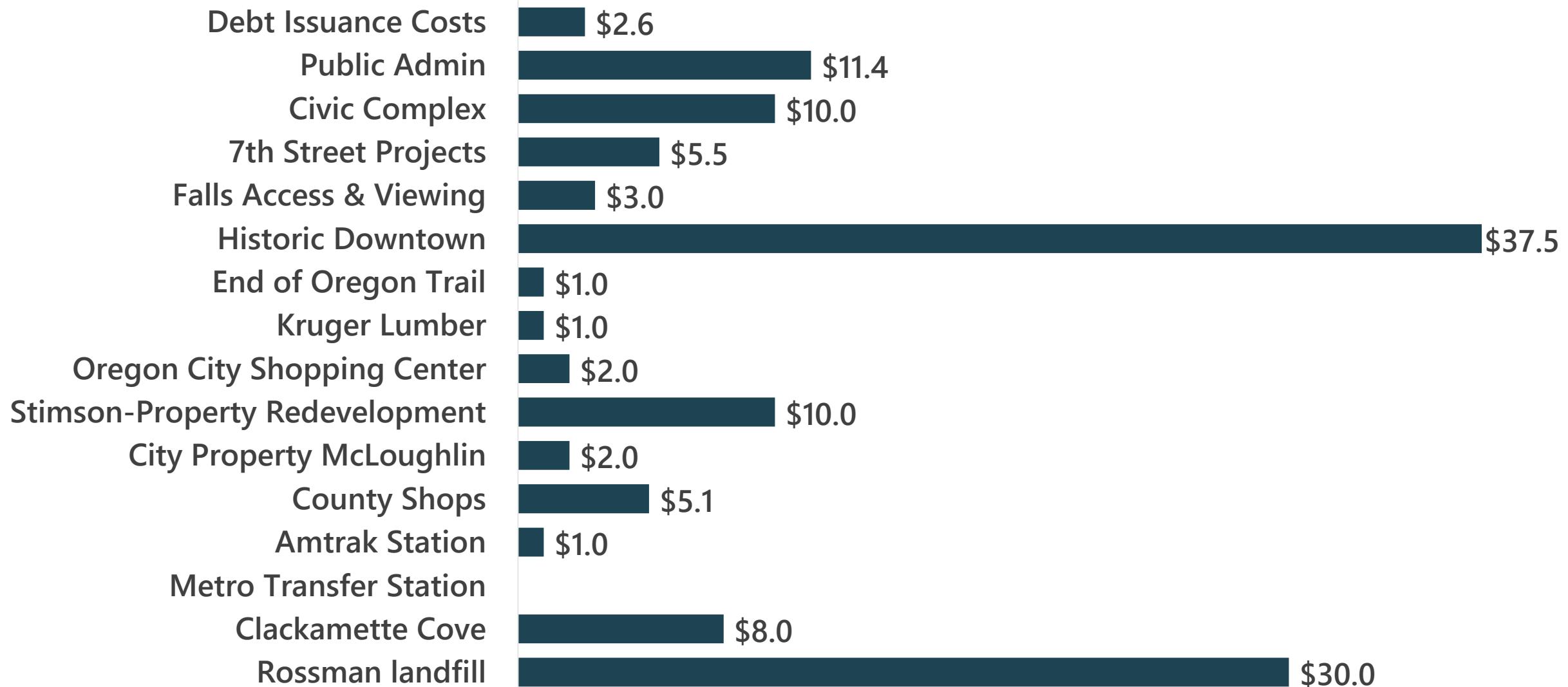
Downtown Oregon City/North End Urban Renewal District.

855 acres including

- Downtown
- Clackamette Cove
- Landfill redevelopment site
- Washington/7th Street corridor
- Heritage Center area



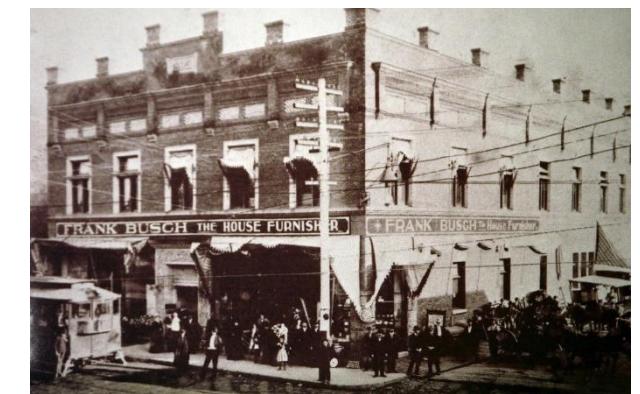
Original Projects in the 2007 Plan



How has Oregon City used Urban Renewal?

Oregon City has spent 16% of the total allowed under the 2007 Plan.

- Grants for façade improvements and adaptive reuse/rehabilitation projects.
- Funded streetscape improvements, beautification, and pedestrian and bicycle infrastructure improvements
- Funded community amenities
- Relocated City Hall
- Provided technical assistance to developers



Main Street

Before



After



McLoughlin Boulevard

Before



After



Amtrak Station

Before



After



Clackamette Cove Trail



McLoughlin Promenade Restoration

Before



After



Incomplete Development Projects

- Clackamette Cove
 - Proposed mixed-use housing and commercial
 - \$160m private investment
 - \$8m UR investment
- Rossman Landfill
 - Proposed mixed-use lifestyle center
 - \$240m private investment
 - \$30m UR investment



**Have Questions?
We're here to answer!**

Online Survey:

www.surveymonkey.com/r/OCURS1

Or, find it on the project website!

www.orcity.org/economicdevelopment/urban-renewal

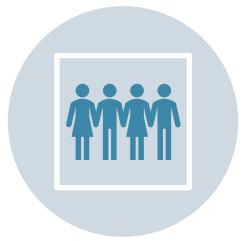
What Comes Next?



ONLINE
SURVEY(S)



URBAN RENEWAL
“201”



COMMUNITY
GROUP
PRESENTATIONS



TOWN HALLS



COMMUNITY
MEETING #2

THANKS FOR JOINING US!



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